

RESOLUTION NUMBER 2009- 55

**RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, STATE OF FLORIDA, APPROVING A UNIFIED SIGNAGE PLAN (USP) TO THE NOCATEE PLANNED UNIT DEVELOPMENT; ORDINANCE NO. 2002-46, AS AMENDED.**

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA:**

**SECTION 1.** Pursuant to the request by England-Thims & Miller, the authorized representative of the PARC Group, for the Nocatee Planned Unit Development, Ordinance No 2002-46, as amended, the attached Unified Signage Plan for the Nocatee Town Center shall be incorporated by reference and shall be approved as required by the PUD Section 6.2.11.

**SECTION 2. Findings of Fact:**

1. The request for Unified Signage Plan approval has been fully considered after public hearing with legal notice duly published as required by law.
2. The Unified Signage Plan is consistent with and furthers the objectives of the St. Johns County Comprehensive Plan 2015.
3. The review process and the application are consistent with applicable requirements of the St. Johns County Land Development Code.
4. The Comprehensive Signage Plan is consistent with the adopted Nocatee PUD Ordinance Number 2002-46 as amended and the DRI Development Order Resolution 2001-30.

**SECTION 3.** This Resolution shall take effect as allowed by Florida Law.

**PASSED AND APPROVED BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA THIS 3rd DAY OF March 2009.**

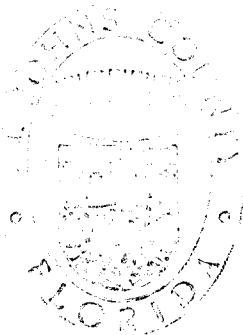
BOARD OF COUNTY COMMISSIONERS  
OF ST. JOHNS COUNTY, FLORIDA

Cyndi Stevenson  
Cyndi Stevenson, Chair

ATTEST: Cheryl Strickland, Clerk

By: Pam Halterman  
Deputy Clerk

March 5, 2009  
Rendition Date



Res 09-55  
Nocatee Town Center  
Unified Sign Plan

Prepared for The Parc Group

January, 2009



**England-Thimby & Miller, Inc.**

ENGINEERS • PLANNERS • G.I.S. • LANDSCAPE ARCHITECTS • SURVEYORS

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## UNIFIED SIGN PLAN

Nocatee Town Center is a mix of retail/service use, office, multi-family and park uses within the Town Center District located within the Nocatee PUD (PUD 2002-02; Ordinance 2002-65). Nocatee Town Center Phase One was reviewed for development approval by St. Johns County and the Master Development Plan (MDP) was approved by the Board of County Commissioners.

### Overview

This Unified Sign Plan (USP) shall guide construction of new signs within the development. This USP addresses the envisioned needs of the community residents and employers as well as for service and emergency needs. It is also prepared to provide a cohesive and aesthetically pleasing sign package for the community. Signs may be further restricted by covenants and restrictions set forth by the master developer.

This Unified Sign Plan (USP) is in accordance with PUD Ordinance *Section 6.2.11 Signage* and specifically with *BCC Resolution 2005-22 Nocatee Unified Sign Plan*. Further, the proposed USP signage allowances are in accordance with St. Johns County Land Development Code *Section 7.06.01(B) Development Signs / Mixed Use Projects* and *Section 7.02.01 On-Premise Sign Provision – Non-Interstate except for Waivers requested herein*.

Table 1:

Several types of signs are proposed for the PUD and are described in this USP:

Signage Type	Max. Sign Height	Max. Number Of Faces	Max. ADA/Face
Project Identification	25'	2	200 s.f.
Monument Sign	15'	2	100 s.f.
Community Monument Sign	25'	2	100 s.f.
Out Parcel	8'	2	100 s.f.
Traffic	8'	2	15 s.f.
Public Informational Signage	8'	2	30 s.f.
Primary Storefront Signage	N/A	1	1.5 s.f. per linear foot Max 200 s.f.
Anchor Store Primary Storefront Signage	N/A	1	2 s.f. per linear foot-Max. 400 s.f.
Office Building Signage	N/A	2	1.5 s.f. per liner foot-Max. 300 s.f.
Under Canopy Signs	N/A	2	150 s.f.
Rear Door Sign	N/A	1	10 s.f.
Banners Signs	N/A	2	25 s.f.

The depiction of sign materials, colors and shapes is conceptual; however, sign dimensions shall not exceed maximum dimensions.

### Sign Locations

Approximate sign locations within Phase One of the Town Center are shown in *Exhibit 1, Signage Location Map*. Sign locations shown on the plan are approximate and actual locations may vary according to field conditions or to prevent conflict with existing or planned utilities. The developer has the right to modify signage shown on the attached *Signage Location Map* through a small adjustment to this USP.

As development progresses outside of Town Center Phase One, signage locations will be shown on Master Development Plans. The future signage will adhere to the text of this USP and will not require any modifications to *Exhibit 1, Signage Location Map* of this USP.

For the purpose of determining on-site signage, all property within the development shall be considered a single premise such that no sign will be considered an off-site sign. This provision shall not reduce individual parcel signage allowances.

### **General Sign Design**

For the purposes of regulation, the "sign height" shall be deemed to be the height of the Advertising Display Area (ADA) and does not include associated architectural features or signage structure. The sign height shall be measured from finished grade to the top of the ADA. Setbacks and sight triangles related to signs will adhere to the St. Johns County LDC.

Signs may be internally or externally illuminated, may be landscaped, and may be incorporated into a wall, fence, tower or other structure or architectural feature. Ground signs may be pole signs, or monument signs. Pole signs may be constructed of PVC or other plastic-like material, metal, wood, concrete, or other material having structural qualities and capabilities in accordance with required standards. The sign body may be of any material having structural qualities in accordance with wind load standards. The body of monument signs may be of cast concrete or epoxy/aggregate materials, PVC, concrete, brick, stone, marble, wood, metal, or composite materials. Surface finishes may be stucco or stucco-like, paint, enamel, or other finishes that may protect and enhance the sign structure materials. Decorative accents may include glass, tile, metal, terra-cotta or other material. The structure may have any combination of materials and finishes. Neon or other colored lighting effects may be used as long as the lighting source gives a constant illumination.

Public utility providers may install warning and location signage as required in the public interest anywhere within the Development without being shown on a Master Development Plan (MDP) or the Unified Sign Plan. These signs shall not be considered signage regulated by the Development.

### **Sign Maintenance**

Permanent and Temporary Signs shall be maintained either by the Developer, property owner's association or CDD.

### **Project Identification/Community Monument Sign**

The development will be identified with project identification signs, community monument signs and a sign mounted onto a retaining wall adjacent to the large retention pond. The project identification signs and community monument signs will be located at the entrances along Crosswater Parkway, Preservation Trail and off of Nocatee Parkway and will have a maximum sign height of 25 feet. The project identification signs will be two sided with a maximum ADA of 200 square feet per side. The community monument signs may be two sided with a maximum ADA of 100 square feet per side. The sign area will feature embellished masonry, landscaping, and external lighting, shown conceptually in *Exhibit 2 and 4*.

### **Monument Signs**

Monument signs will be located at the intersections within the Town Center and will bear signs related to the uses and tenants within the Town Center. Multiple two sided monument signs with a maximum ADA of 100 square feet per side will be allowed at each interior intersection of the Town Center and will have a maximum sign height of 15 feet. The sign area will feature embellished masonry, landscaping, and external lighting, shown conceptually in *Exhibit 3*.

### **Outparcel Signs**

Each outparcel within the Town Center will be allowed two outparcel signs. These signs may be two sided with a maximum ADA of 100 square feet per side and will have a maximum sign height of 8 feet. The sign area will feature embellished masonry, landscaping, and external lighting, shown conceptually in *Exhibit 6*.

### **Traffic Sign**

Traffic Signs may be installed throughout the community (including road rights-of-way) by the Developer. Signs installed by the Developer shall meet County requirements for location, height, size, traffic control, and safety. Traffic Signs may have limited aesthetic enhancement to the post, frame, and support structures of the sign but shall not interfere with standard control sign sizes, colors, shapes, or text.

### **Public Informational Signage**

Public Informational Signage may be installed throughout the development by the Developer. These signs may include Wayfarer signs, kiosks, restaurant menu boxes, parking signs and blade signs. Public Information Signage may be two sided with a maximum sign height of 8 feet and an ADA of 30 square feet per side, which will include the tenant's trade names and will conform to the Nocatee Town Center vision as set forth by the master developer. Temporary sidewalk signs will also be allowed within the Town Center and may have one or two faces and shall not exceed 5 feet in height and a maximum of 15 square feet of ADA. Temporary sidewalk signs shall be permitted only within the regular business hours of the associated business. Wayfarer signs may be allowed within the rights-of-way of the development.

### **Primary Storefront Signage**

The Primary Storefront Signage may be face mounted on the building façade or made of individual channel letters on hidden raceways. The sign will reflect the tenant's trade name or generic terms such as "grocery", "hardware", and "pharmacy". Primary Storefront Signage will be allowed in accordance with the Land Development Code, with the exception of anchor stores and office buildings. Anchor stores, stores with a square footage of 40,000sf or greater, will be allowed to have an ADA of 2 square feet per linear footage of building frontage, with a maximum ADA of 400 square feet. Office building ADA's will follow the LDC with 1.5 square feet per linear footage of building frontage with a maximum ADA of 300 square feet. Anchor stores and office buildings will be permitted to have multiple signs on provided that the aggregate ADA of the signs does not exceed the maximum of square footages allowed.

### **Under Canopy Signs**

The canopy signs will hang from the tenant's awning or canopy and bear the name of the tenant's trade name or generic terms such as "cleaners", "hardware", and "florist". Under canopy signs will be allowed in accordance with LDC 7.02.01.

### **Rear Door Sign**

The rear door sign will be located above the rear door and bear the name of the tenant and also include the street address or suite number below the tenant's name. The maximum ADA of the rear door signs will be 10 square feet, however the address or suite number will not be included in the calculation of Advertising Display Area.

### **Detectable Warning Plates**

Detectable Warning Plates will be installed throughout the Town Center by the Developer. The detectable warning plates shall meet County requirements for location, size, and color. While the standard color for detectable warning plates is yellow, it is understood that different contrasting colors may be approved when submitted as part of a Unified Sign Plan. The detectable warning plates within the Town Center, which will be maintained by the CDD, will be dark gray or black in color.

### **Temporary Signs**

Temporary identification signage may be erected at the proposed location of permanent signage and may have the same square footage allowance as the permanent signage. Temporary signs shall be removed by the Developer within 30 days of the final acceptance of the C.O. All other types of temporary signage will be allowed in accordance with LDC 7.03.01.

### **Banners and Flags**

Banners and flags shall be allowable as temporary signage or permanent decorative elements. The Town Center shall be allowed banners as part of the streetscape and/or pedestrian thoroughfares. The banners may be two sided with a maximum ADA of 25 square feet and may bear the logo of the development, or seasonal or event logo as decorative elements, or messages of public information. Such banners shall not be considered signage and may be affixed to street light poles. There shall be no limit on the number of banners or flags allowed per parcel. Temporary banners shall not diminish the signage allowance for any use or site. Banners and flags will be regulated by the Master Developer or its assignee.

### **Future Development Parcels**

It is anticipated this USP will be modified as specific development plans are known for the parcels labeled "Future Development" on the sign location map. Future modifications for signage within Future Development Parcels will be reviewed by County Staff through a small adjustment, provided that the requested modification is consistent with this USP.

### **Waivers**

Per Section 4 of the Nocatee Comprehensive Signage Plan (Res. 2005-22), specific deviations to the St. Johns County Land Development Code are allowed through the submittal of the Unified Sign Plan based on the unique Village and Town Center development patterns. The following deviations for the St. Johns County Land Development Code are included in this USP.

A. Deviation from Section 7.02.01 (A) and 7.02.01 (B), Building Signs & height limits for On-Premise Sign Provisions – Non-Interstate. Sections 7.02.01 (A) and 7.02.01 (B) of the LDC state that the size of the ADA of a building sign is measured at 1.5 square feet per linear foot of building frontage with an ADA of 150 square feet per sign, not to exceed 200 square feet of sign area per business. This USP is requesting that exceptions be made for anchor stores and office buildings. Anchor stores, stores with a square footage of 40,000 sf or greater, will be allowed to have an ADA of 2 square feet per linear footage of building frontage, with a maximum ADA of 400 square feet. Office building ADA's will follow the LDC with 1.5 square feet per linear footage of building frontage however they may have a maximum ADA of 300 square feet. The Town Center functions as a central focus for the Nocatee Community. The stores and office buildings within the Town Center are located within the interior of the site and a larger ADA may be required in order to be visible to motorists from Nocatee Parkway, Preservation Trail and Crosswater Parkway. The increased visibility will safety direct motorist to the entrances along Nocatee Parkway, Preservation Trail and Crosswater Parkway and inform them of the various tenants that are located within the Town Center.

B. Deviation from Section 7.05.00 Special Event Signs. The code lists banners and flags as special event signs which have limitations on the number of days per years that the signs can be used. This waiver is requesting that banners and flags are allowed year round as part of the streetscape and/or pedestrian thoroughfares. The use of banners and flags add to the overall look and feel of the Town Center. Banners and flags will be regulated by the Master Developer or its assignee.

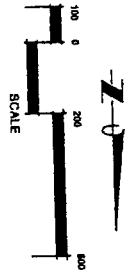
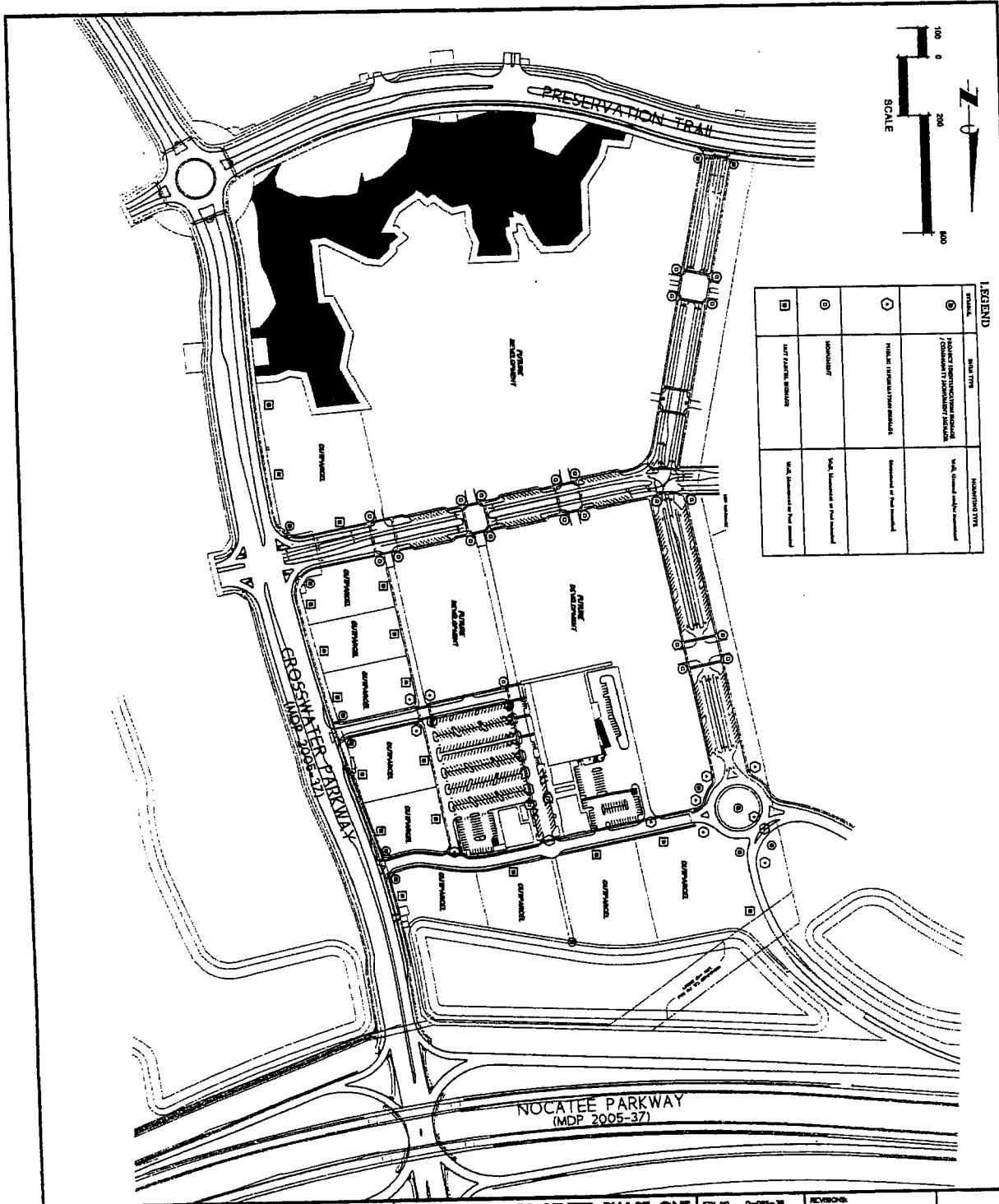
C. Deviation from Section 7.06.01(B), Development Signs for Mixed Use Projects. The code states that one identification sign may be erected at major access points of a mixed use project. The Nocatee Town Center is a mixed use development within Nocatee and has multiple access points. This waiver is requesting that multiple, two sided monument signs will be allowed at the access points within the Town Center. These monument signs will have a maximum ADA of 100 square feet and a maximum sign height of 15 feet. Retail/service, office, multi-family and park uses are allowed within the Town Center. With this number of uses allowed, multiple monument signs at intersections within the Town Center are needed in order to inform visitors as to the location of these different uses.

D. Deviation from Section 7.03.01(E)(1), Private Directional Signage. The code states that each commercial business shall be allowed 1 private directional sign at each access drive and that the sign shall not exceed 3 square feet in size or 3 feet in height. This waiver is requesting that the maximum sign height be increase to 8 feet with a maximum ADA of 30 square feet and that the sign be two sided. This waiver also requests that



multiple directional/wayfarer signs be allowed within the Town Center. The Town Center will have multiple entrances with stores and office buildings located within the interior of the site. In order to safely direct visitors to the various businesses located within the Town Center, multiple directional signs will be needed with ADA's large enough to be visible to motorists.

Exhibit 1  
Nocatee Town Center Phase One  
Sign Location Map



**LEGEND**

SYMBOL	AREA TYPE	MARKETING TYPE
⊙	PROJECT SIGNAGE (INDIVIDUAL SIGNAGE / COMPANY SIGNAGE / SIGNAGE)	Full Ground and/or overhead
⊕	TRAILER SIGNAGE (TRAILER SIGNAGE)	Horizontal or vertical overhead
⊖	MOBILITY	Full Horizontal or vertical overhead
⊞	ART / ARTISTS SIGNAGE	Full Horizontal or vertical overhead

**1 OF 1**

**England-Thirry & Miller, Inc.**  
 PLANNING • DESIGN • LANDSCAPE ARCHITECTURE  
 14774 OLD PLY AIRCRAFT ROAD JACKSONVILLE, FLORIDA 32218  
 CERTIFICATE OF AUTHORIZATION NUMBER 0004  
 PHONE NUMBER (904) 446-8898 FAX NUMBER (904) 446-4488

**NOCATEE TOWN CENTER PHASE ONE  
 SIGN LOCATION MAP**  
 NOCATEE PUD, PUD 2002-02  
 ORO 2002-46  
 ST. JOHNS COUNTY, FLORIDA

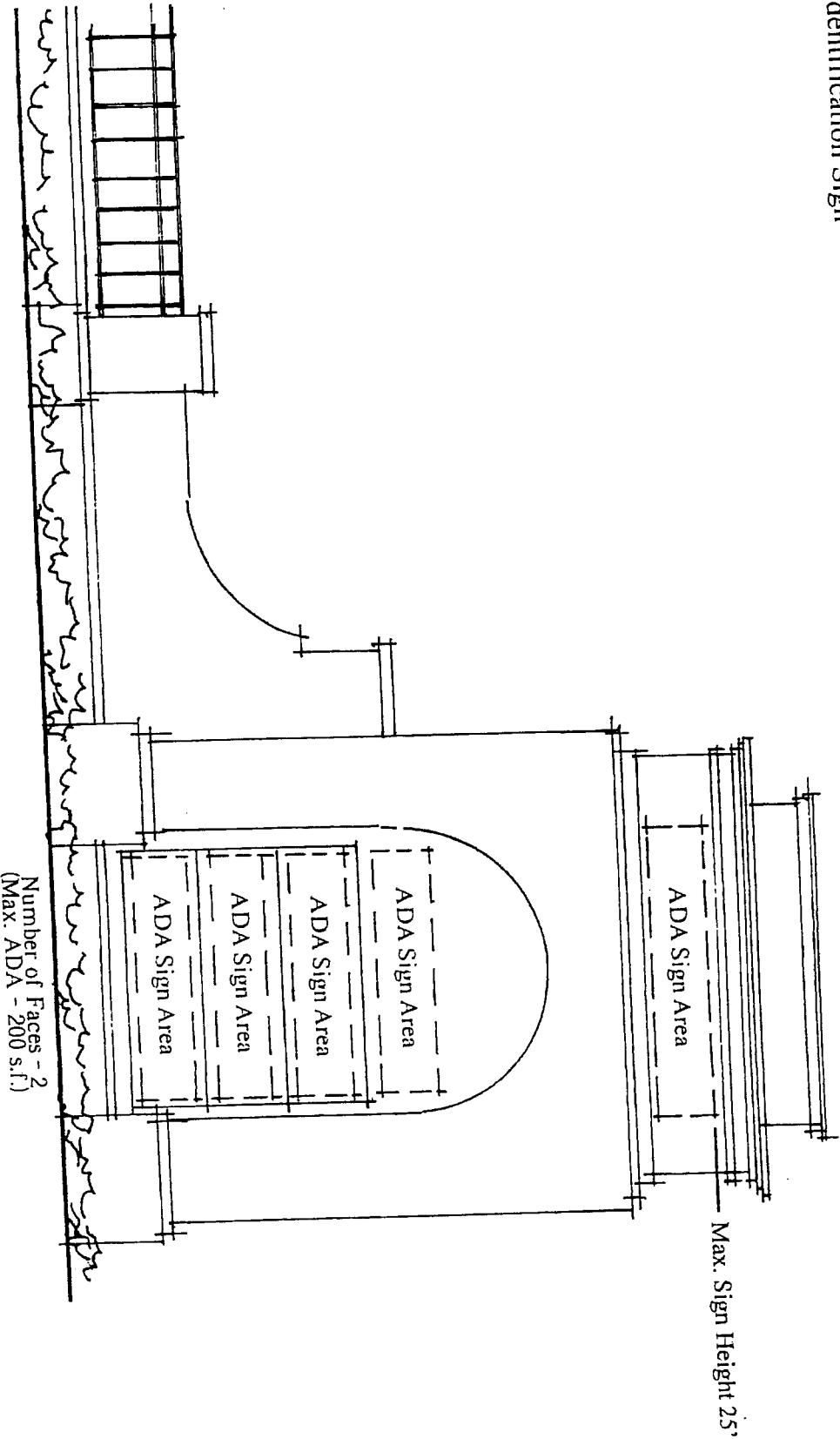
CTM NO.	0-025-38
DRAWN BY:	M.E.D.
DESIGNED BY:	E.T.A.
CHECKED BY:	M.M.
DATE:	2-8-08

REVISIONS:	

Exhibit 2  
Project Identification Signage

# Nocatee Town Center

## Project Identification Sign

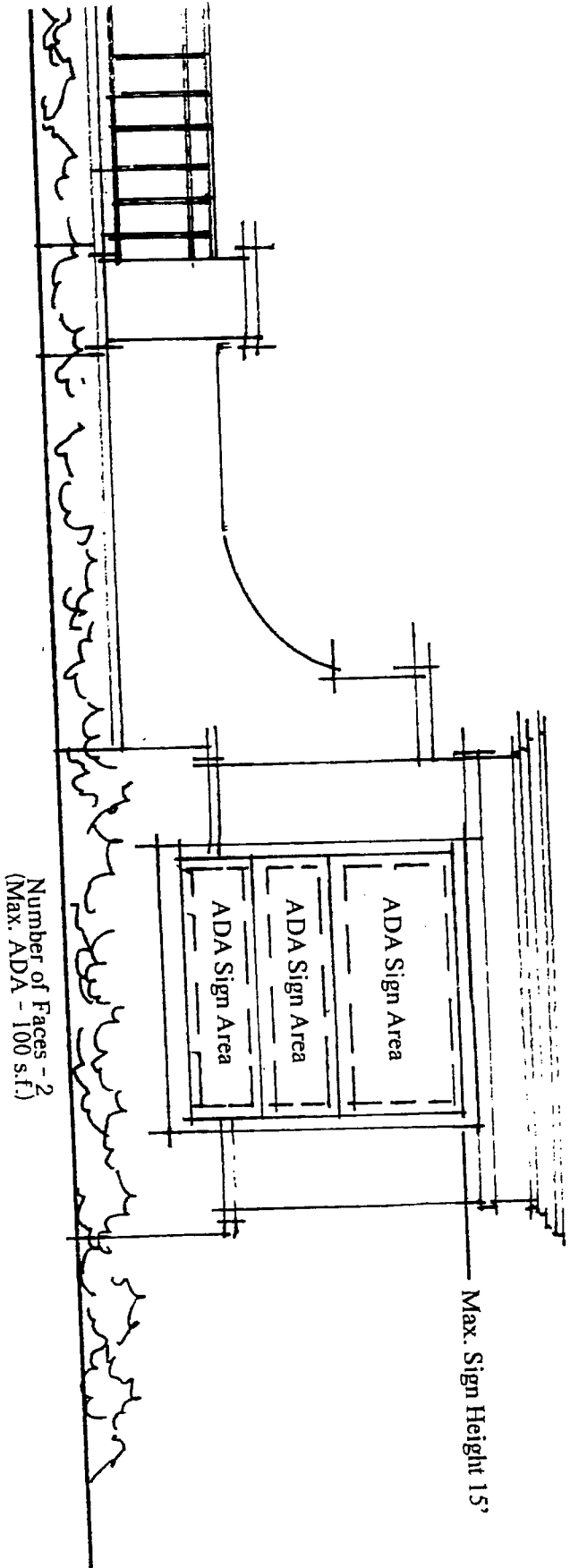


Note: This sketch illustrates the general character of signage within Nocatee Town Center. This sketch is subject to change and modification including but not limited to changes in shape, layout, and ADA signage location. Signage will be in accordance with Table 1 of the Unified Sign Plan.

Number of Faces - 2  
(Max. ADA - 200 s.f.)

Exhibit 3  
Monument Sign

# Nocatee Town Center Monument Sign



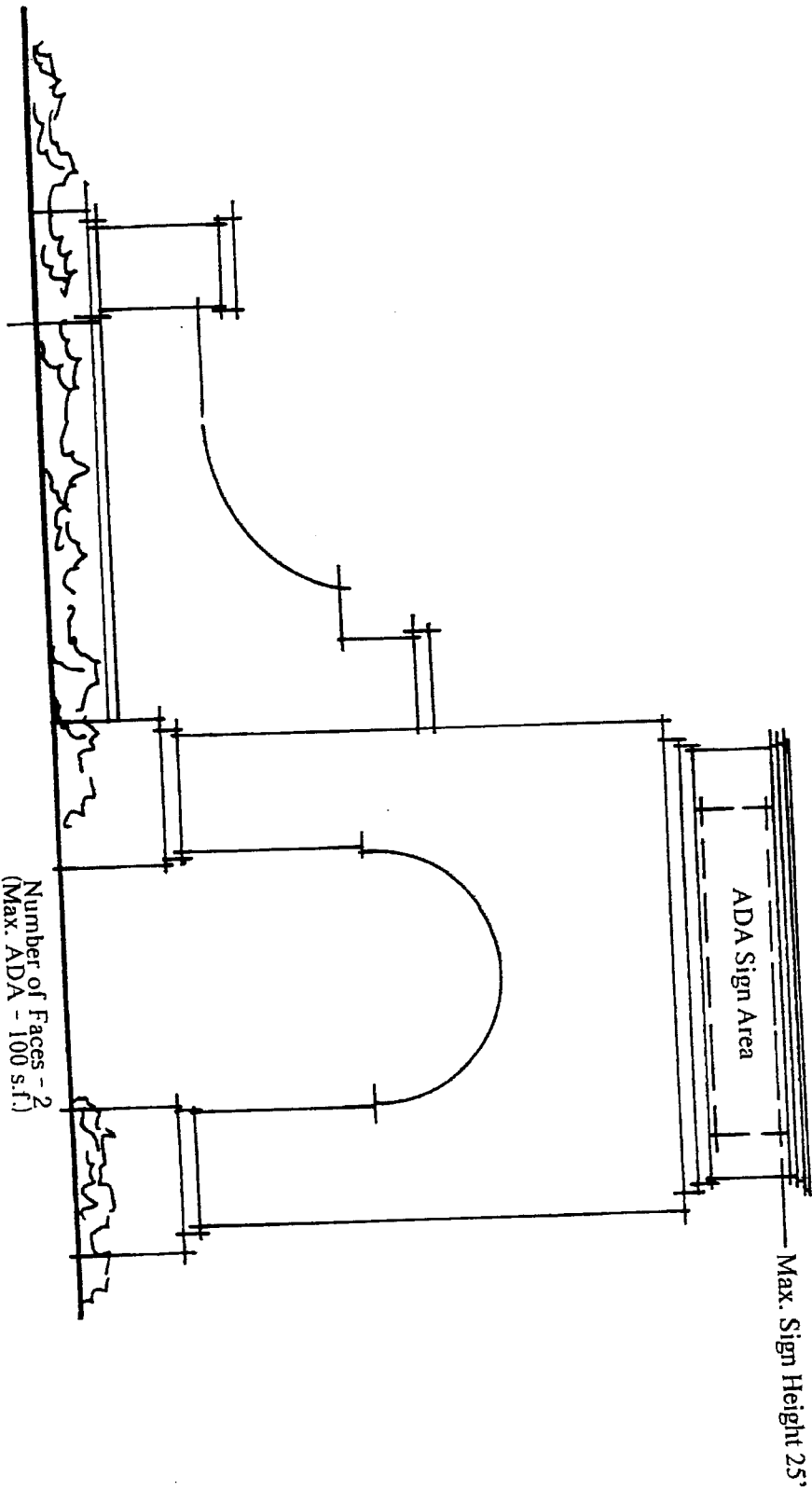
Note:  
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Exhibit 4  
Community Monument Sign



# Nocatee Town Center

## Community Monument Sign

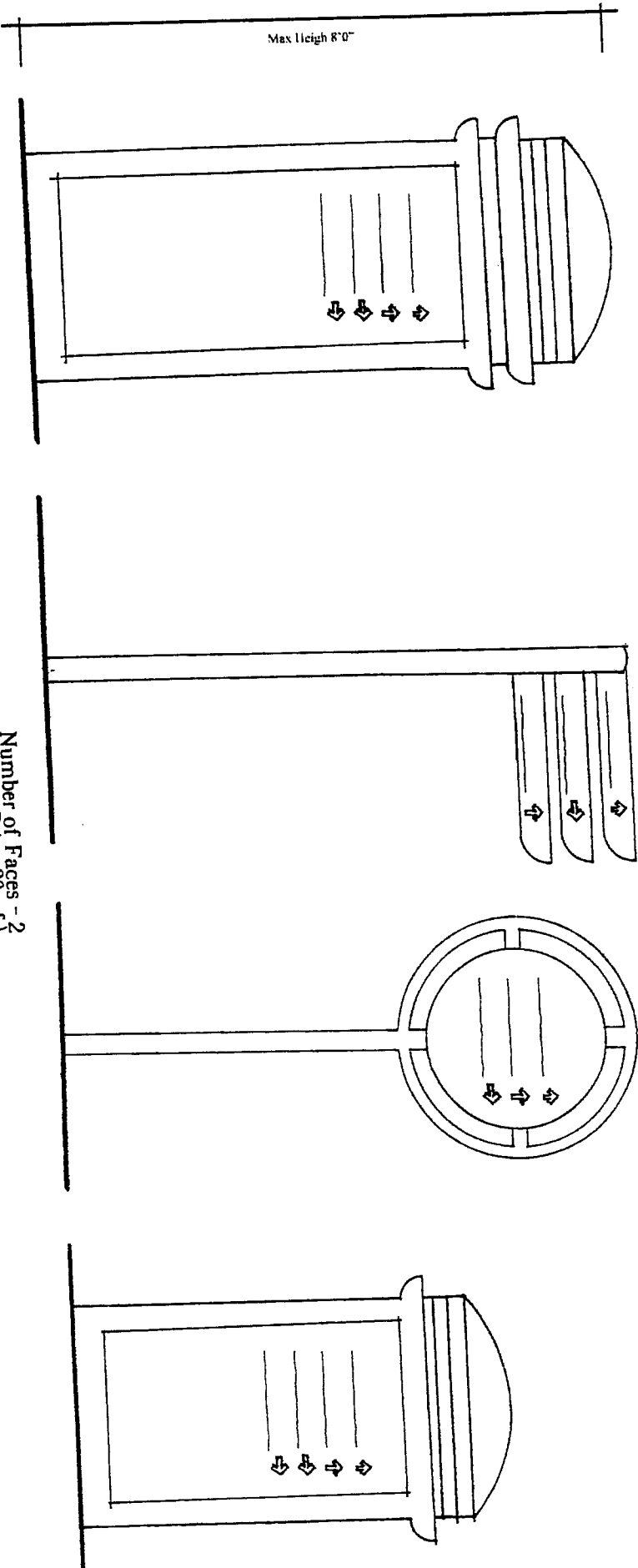


Note:  
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Exhibit 5  
Public Information and Wayfarer Signs

# Nocatee Town Center

## Public Information and Wayfarer Signs



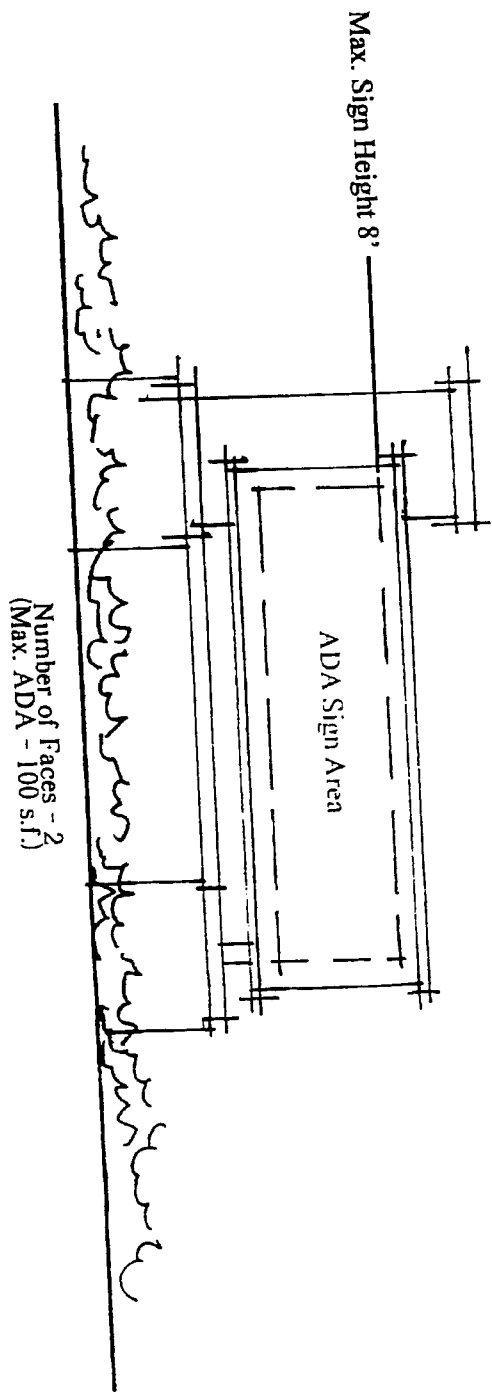
Number of Faces - 2  
(Max. ADA - 30 s.f.)

Note:  
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Exhibit 6  
Outparcel Sign

# Nocatee Town Center

## Out Parcel Sign



Note:  
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