



St. Johns County Board of County Commissioners

Neighborhood Bill of Rights Program

NEIGHBORHOOD BILL OF RIGHTS NOTIFICATION

11/24/2025 – You have received this NOTICE because you are the designated representative for a registered Association under the Neighborhood Bill of Rights Ordinance (No. 2007-01). Please be advised, umbrella associations are provided notice as a courtesy and do not share the same rights afforded to Neighborhood Associations as defined by the Neighborhood Bill of Rights Ordinance.

APPLICATION FILED BY: Jill Riley
524 Wild Rose Lane
Jacksonville, FL 32218

LOCATION OF PROPERTY: State Road 16
[View Map](#)

REQUESTED CHANGE: Request for a Non-Zoning Variance, pursuant to Section 7.02.04.B.6 of the Land Development Code, to allow for an Advertising Display Area (ADA) of 200 square feet in lieu of the required maximum of 109 square feet, as prescribed in the Silverleaf Unified Sign Plan (USP), to allow for four (4) illuminated wall signs. Application Number NZVAR-2025000022. The specifics of the project description are subject to change throughout the review and approval process. Project Name: Cherry Elm Dental Care Signs.

COMMISSIONER DISTRICT: 2

NOTICE OF PUBLIC HEARING: Notice is hereby given that this application has been filed with the Planning and Zoning Division of St. Johns County. At this time, the application **has been scheduled for Planning and Zoning Agency hearing on 12/18/2025 at 1:30 pm** in the St. Johns County Auditorium located at 500 San Sebastian View, St. Augustine, Florida. You may review the material in the Planning and Zoning Division, located in the Permit Center, 4040 Lewis Speedway, St. Augustine, Florida. If you have any questions about this application, you may reply to this email or contact NBR Administration at 904-209-0579.

NOTICE OF PUBLIC HEARING PROCEDURES: During the public hearing, all public comment is welcome, but please be aware that zoning decisions may not be merely based upon citizen “wishes” that are unsubstantiated by any competent facts, i.e. – the “clamor of the crowd” is not a sufficient reason upon which to base a decision, Board of County Commissioners of Brevard County v. Snyder, 627 So.2d 469 (Fla. 1993). However, the Florida courts have clearly held that “fact-based” lay testimony is admissible and may be relied upon as follows: “citizen testimony in a zoning matter is perfectly permissible and constitutes substantial competent evidence, so long as it is fact-based. Mere generalized statements of opposition are to be disregarded, but fact-based testimony is not.” Metropolitan Dade County v. Blumenthal, 675 So.2d 598 (Fla. 3d DCA 1995).

Maps, diagrams, reports, and other official records are competent substantial evidence in themselves sufficient to form a basis for zoning action. In a zoning matter, it is appropriate to consider whether the proposed zoning is consistent with the properties adjacent to [the to-be-rezoned] property and is consistent with the actual development of the area. Some examples of competent substantial evidence:

- Character of the neighborhood (quiet or noisy, residential or commercial, etc.)
- Lot sizes, width, typical for area (large lots, small lots, etc.)
- Density of development (low density - spacious or high density - crowded, etc.)
- Building heights existing in area (maximum, average)

NOTICE OF PROJECT MEETING: The Neighborhood Bill of Rights Ordinance affords registered Neighborhood Associations the right to request a meeting, for the purpose of discussion and/or negotiation, with applicants requesting changes in land use or County staff on upcoming projects. Upon request from the applicant or an association representative, the County must schedule a meeting with representatives of the applicant and/or County staff, at a reasonable time and location determined by the County to allow members of one or more associations to ask questions or to voice concerns and make suggestions. County staff is required to document all commitments or agreements made during such meetings. Meetings may be held at County offices and conference rooms during regular business hours or other locations and times as deemed appropriate by County staff.