

COUNCIL ITEM 8F
DATE 8-8-16

COUNCIL ITEM 10C
DATE 7/25/16

ORDINANCE 16-54

AN ORDINANCE AMENDING THE TRADITION MASTER SIGN PROGRAM (P16-042) TO PROVIDE AN UPDATED, CONDENSED, AND CONSISTENT DOCUMENT; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Port St. Lucie, Florida, was requested by Steven Garrett of Lucido & Associates, acting as an agent for the owner, Tradition Land Company, to amend the Tradition Master Sign Program; and

WHEREAS, the City of Port St. Lucie, Florida, adopted a Master Sign Program known as the Tradition Master Sign Program with the adoption of Ordinance 05-12; and

WHEREAS, the City of Port St. Lucie Planning and Zoning Board held a public hearing on the 5th day of July 2016 to consider the amendment to the Master Sign Program (P16-042), with advertising of the public hearing having been made; and

WHEREAS, the City Council held a public hearing on the 8th day of August 2016 to consider the amendment to the Master Sign Program (P16-042), advertising of the public hearing having been made; and

WHEREAS, the City Council determines that the granting of the Master Sign Program is authorized by Section 155.03 (H), Port St. Lucie City Code, and further that the granting of the Master Sign Program will not adversely affect the public interest.

NOW, THEREFORE, THE CITY OF PORT ST. LUCIE HEREBY ORDAINS:

Section 1. That the City of Port St. Lucie hereby adopts the fifth amendment to the Tradition Master Sign Program (P16-042) now titled Tradition Master Sign Program, contained in the attached document, pursuant to Section 155.03 (H), Port St. Lucie City Code.

ORDINANCE 16-54

Section 2. That this Ordinance shall become effective ten (10) days after City Council approval.

PASSED AND APPROVED by the City Council of the City of Port St. Lucie, Florida, this ____ day of _____, 2016.

CITY COUNCIL
CITY OF PORT ST. LUCIE

BY: _____
Gregory J. Oravec, Mayor

ATTEST:

Karen A. Phillips, City Clerk

APPROVED AS TO FORM:

BY: _____
Azlina Goldstein Siegel, Interim City Attorney



CITY OF PORT ST LUCIE

COUNCIL AGENDA MEMORANDUM

Agenda Item #: 10G
Meeting Date: 7/25/2016

TO: Mayor and City Council

THRU: Jeff Bremer, City Manager *JB*

THRU: Daniel Holbrook, Assistant City Manager *DH*

FROM: Patricia A. Tobin, AICP, P&Z Director *PT*

Agenda Item: Ordinance: Public Hearing: Tradition Master Sign Program
Amendment. (16-042) *16-54*

Submittal Date: 7/14/2016

STRATEGIC PLAN LINK: This item is consistent with Goal 2: Growing Local Economy and Goal 3: Balanced and Responsible Sustainable Growth.

BACKGROUND: The Tradition Master Sign Program was first approved by City Council on February 14, 2005. This application is the 5th amendment. The master sign program allows Tradition to tailor signage for their current and future development.

The updates include proposed off premises Welcome Signs (not located within the boundaries of the DRIs) to be located along Tradition Parkway. Tradition has agreements with the City and FDOT for the location and maintenance of these signs.

The amendment also includes off premises signs for individual parcels within the boundaries of the DRIs. This is intended to give separate parcels the opportunity to share a monument sign so that the businesses not located along a main road will have visible and effective signage.

A limited digital signage option for commercial businesses has been added to the Master Sign Program. Other sign regulations have been updated to meet the current needs of existing and future development.

ANALYSIS: The request is compliant with provisions of §155.03 (H) of the City's Land Development Regulations.

FINANCIAL INFORMATION: N/A

LEGAL INFORMATION: The ordinance was approved on July 7, 2016, as to form by Thomas Mullin for Interim City Attorney Azlina Goldstein Siegel.

PLANNING AND ZONING BOARD RECOMMENDATION: The Planning & Zoning Board unanimously recommended approval of the request on July 5, 2016.

SPECIAL CONSIDERATION: N/A

PRESENTATION INFORMATION: Staff may provide a short presentation on the application.

REQUESTED MEETING DATE: 7/25/2016

LOCATION OF PROJECT: The property is located west of I-95, east of Range Line Road, south of Crosstown Parkway and north of Becker Road. The land consists of the Tradition, Western Grove, and Southern Grove Developments of Regional Impact (DRI).

ATTACHMENTS: Ordinance, staff report, comparison chart, and proposed Master Sign Program.

RECEIVED

JUL 15 2016

CITY MANAGER'S OFFICE



City of Port St. Lucie
Planning and Zoning Department
A City for All Ages

TO: PLANNING AND ZONING BOARD - MEETING OF JULY 5, 2016

FROM: DANIEL ROBINSON, PLANNER *DR*

RE: TRADITION MASTER SIGN PROGRAM
MASTER SIGN PROGRAM AMENDMENT No. 5
PROJECT NO. P16-042

DATE: JUNE 21, 2016

APPLICANT: Steven Garrett, Lucido & Associates, is the agent for the owner. The agent authorization letter is attached.

OWNER: Tradition Land Company, LLC.

LOCATION: The property is located west of I-95, east of Range Line Road, south of Crosstown Parkway and north of Becker Road. The land consists of the Tradition, Western Grove, and Southern Grove Developments of Regional Impact (DRI).

LEGAL DESCRIPTION: N/A

SIZE: Tradition = 3,038 Acres; Southern Grove = 3,606 Acres; Western Grove = 1,595 Acres; Total = 8,237 Acres.

EXISTING ZONING: MPUD (Master Planned Unit Development)

EXISTING USE: Commercial properties and residential properties

SURROUNDING USES: To the North, West, and South is vacant land, and to the East on the other side of the I-95 is a mix of commercial and residential properties.

PROPOSED PROJECT: Tradition is proposing an amendment to their existing Master Sign Program to update, condense, and make it internally consistent. The updates include proposed off premises welcome signs (not located within the boundaries of the

DRIs) to be located along Tradition Parkway. Tradition has agreements with the City and FDOT for the location and maintenance of these signs.

The amendment also includes off premises signs for individual parcels within the boundaries of the DRIs. This is intended to give separate parcels the opportunity to share a monument sign so that the businesses not located along a main road will have visible and effective signage.

A limited digital signage option for commercial businesses has been added to the Master Sign Program. Other sign regulations have been updated to meet the current needs of existing and future development.

BACKGROUND: The Tradition Master Sign Program was first approved by City Council February 14, 2005. This application is the 5th amendment. The master sign program allows Tradition to tailor signage for their current and future development.

RELATED PROJECTS:

- Ordinance 05-12 original adoption of Tradition Master Sign Program
- Ordinance 07-02 - 1st amendment
- Ordinance 07-68 - 2nd amendment
- Ordinance 08-45 - 3rd amendment
- Ordinance 13-33 - 4th amendment

STAFF RECOMMENDATION:

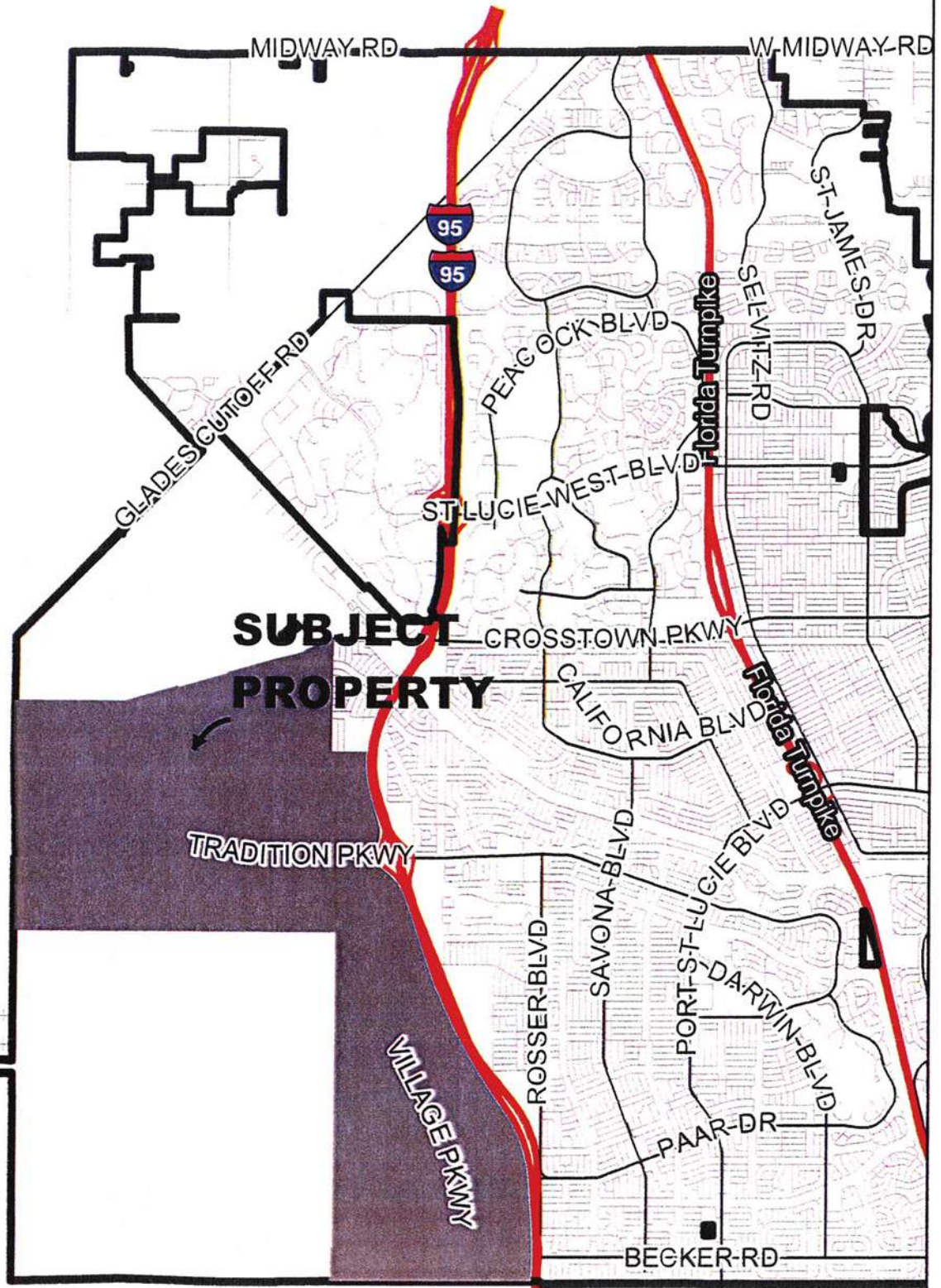
The Planning and Zoning Department staff finds the request to be consistent with the direction and intent of the City's Land Development Regulations and policies of the Comprehensive Plan. Staff also finds that the amendments comply with the requirements of Section 155.03(H) and are consistent with the purpose and intent of Chapter 155 and recommend approval.

Planning and Zoning Board Action Options:

- Motion to recommend approval
- Motion to recommend approval with conditions
- Motion to recommend denial

Should the Board need further clarification or information from either the applicant and/or staff, it may exercise the right to table or continue the hearing or review to a future meeting.

GENERAL LOCATION



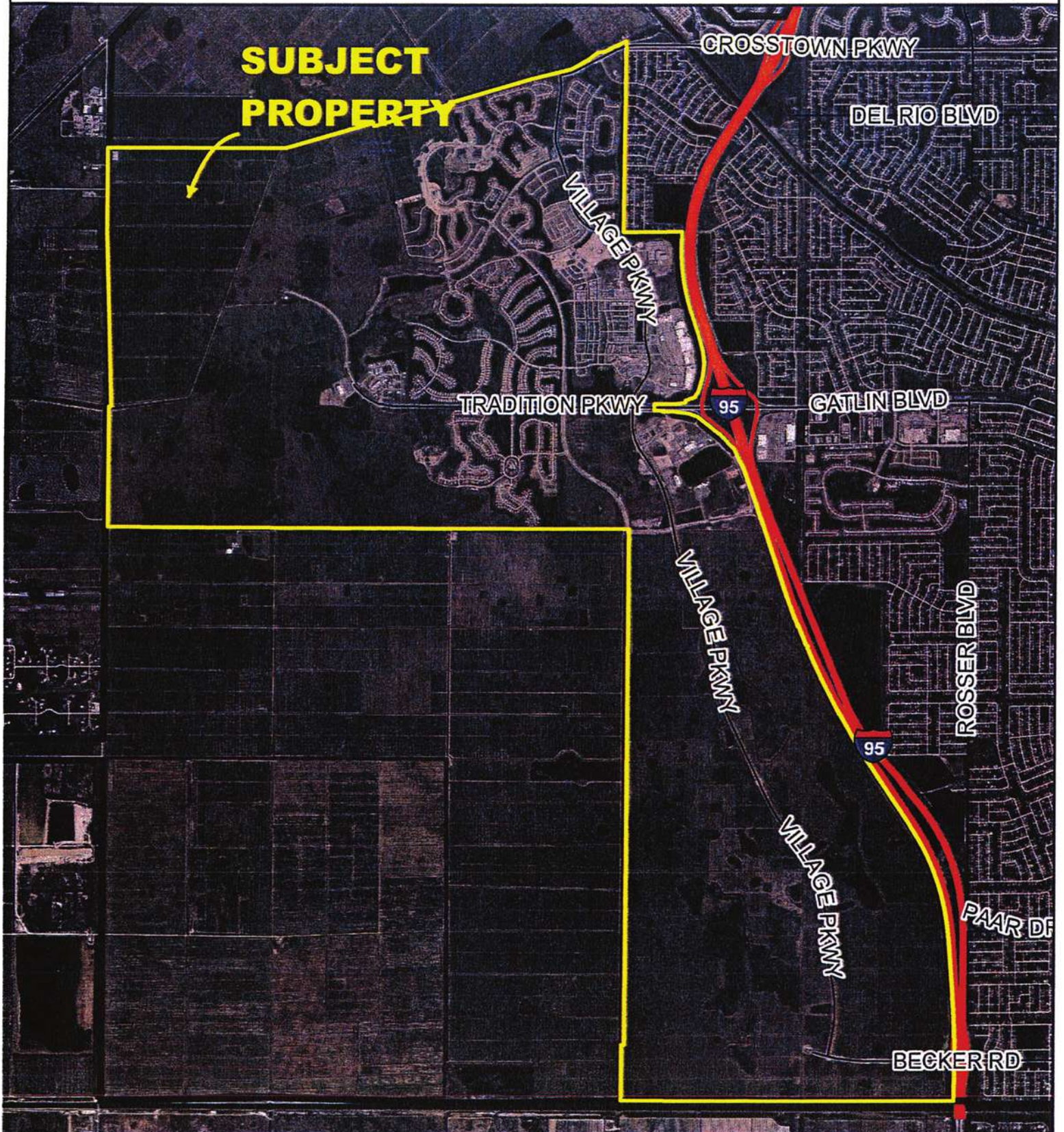
CITY OF PORT ST. LUCIE
PLANNING & ZONING DEPT.

MASTER SIGN PROGRAM AMEND. NO. 5

TRADITION
TRADITION MPUD

DATE:	5/16/2016
APPLICATION NUMBER:	P16-042
USER:	patricias
SCALE:	1 in = 1.5 miles

AERIAL



CITY OF PORT ST. LUCIE
PLANNING & ZONING DEPT.

MASTER SIGN PROGRAM AMEND. NO. 5

TRADITION

TRADITION MPUD

AERIAL DATE 2014

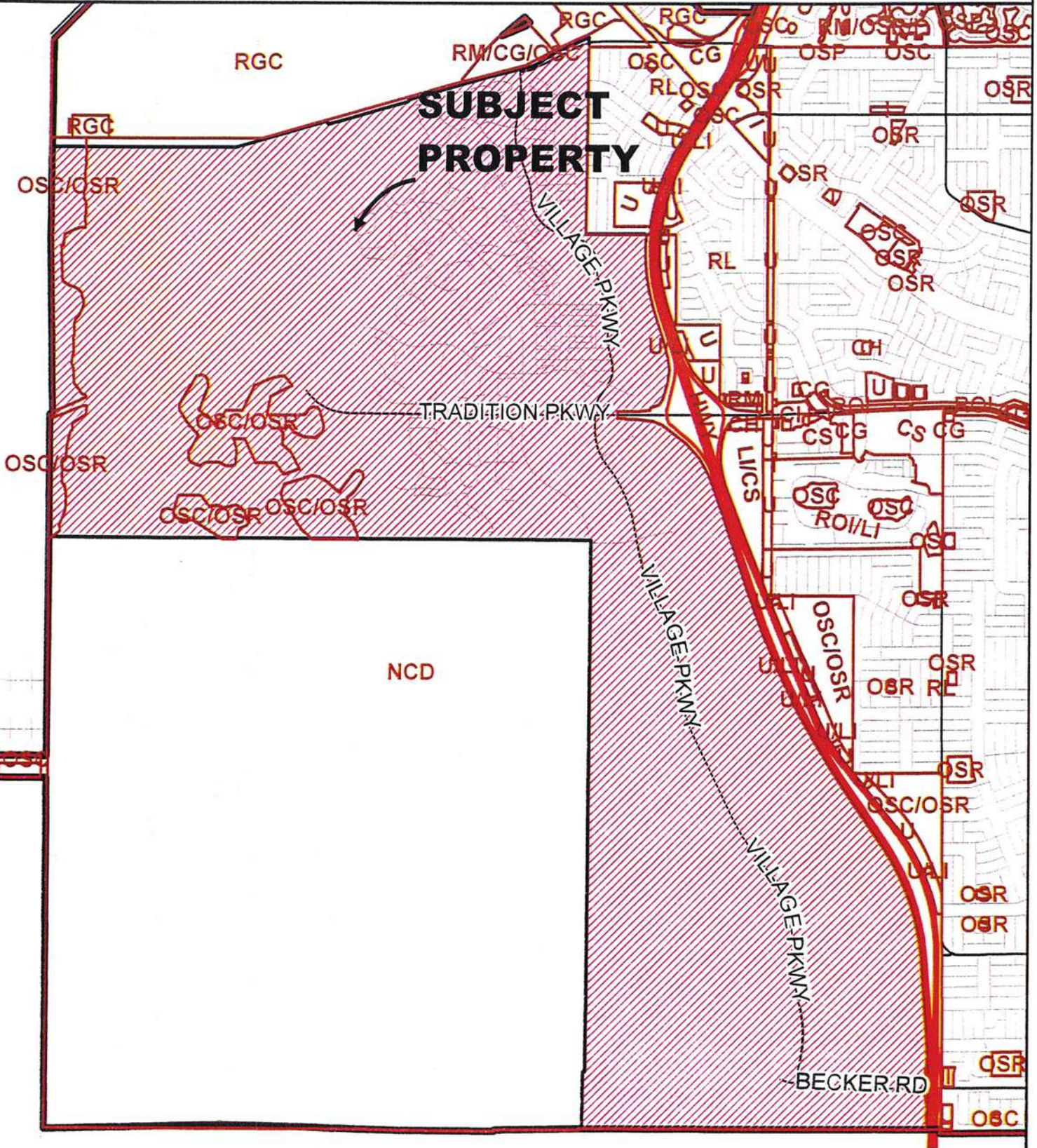
DATE: 5/16/2016

APPLICATION NUMBER:
P16-042

USER:
patricias

SCALE: 1 in = 4,000 ft

FUTURE LAND USE



CITY OF PORT ST. LUCIE
PLANNING & ZONING DEPT.

MASTER SIGN PROGRAM AMEND. NO. 5

TRADITION
TRADITION MPUD

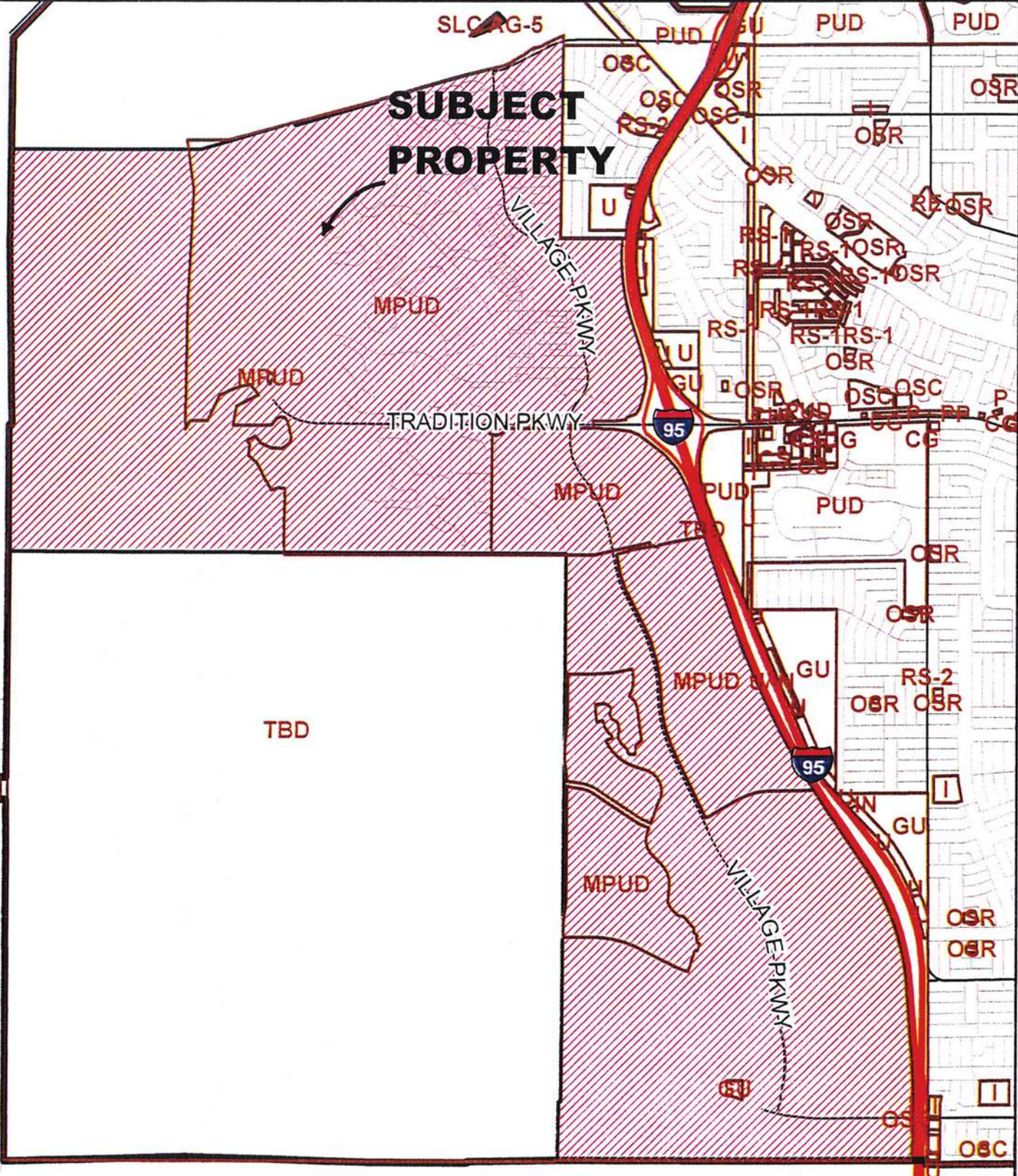
DATE: 5/16/2016

APPLICATION NUMBER:
P16-042

USER:
patricias

SCALE: 1 in = 3,982 ft

EXISTING ZONING



CITY OF PORT ST. LUCIE
PLANNING & ZONING DEPT.

MASTER SIGN PROGRAM AMEND. NO. 5
TRADITION
TRADITION MPUD

DATE:	5/16/2016
APPLICATION NUMBER:	P16-042
USER:	patricias
SCALE:	1 in = 3,982 ft

Tradition Master Sign Program

List of Changes from Amendment 4 to Amendment 5

1. All underlines removed from document.
2. Table of contents reduced to match 5th Amendment .
3. "Background" section has been revised
4. "Sign Area Calculation" graphic has been revised.
5. Façade sign placement removed from Introduction.
6. "Height" definition has been revised.
7. "Changeable Copy" definition has been revised.
8. "Inappropriate Sign Material" section removed from introduction.
9. Church Directional Sign removed from Prohibited Sign section.
10. Sign with temporary, plastic, changeable letters removed from Prohibited Sign section.
11. Electronic/animated message sign removed from Prohibited Sign section.
12. Streamer/Banner/Flag sin removed from Prohibited Sign section.
13. Exposed Plywood added to Prohibited Sign section.
14. Galvanized Sheet Metal added to Prohibited Sign section.
15. Fluorescent Lit Signs added to Prohibited Sign section
16. Vacuum Formed Plastic added to Prohibited Sign section.
17. 'V' Shaped signs added to prohibited signs section
18. "Temporary Signs" section removed from Introduction.
19. All individual sign pages have been condensed into the following tables in amendment 5.

Community Signs

20. Number of allowed Community Marker sign changed from 8 to 4.
21. Welcome Sign number allowed changed from 1 to 8 total. One sign on each side of roadway, and/or one sign in median.
22. Welcome Sign max height changed from 8' to 35'.
23. Primary Directional sign number allowed changed from TBD to 30.
24. Decorative Standards Sign added to document.

Residential Signs

25. Residential Primary Entry Sign Allowable Sign Area changed from 60 SF to 150 SF per sign face.
26. Residential Secondary Entry Sign Max Height changed from TBD to 16'.
27. Residential Neighborhood Monuments Sign Max Height changed from 6'6" to 16'.
28. Residential Neighborhood Monument Sign Allowable Sign Area changed from 9 SF to 64 SF.
29. Residential Architectural Features Sign added to document
30. Lot Marker Sign added to document
31. Construction Entrance Sign added to document
32. Model Home Sign added to document

33. Sales Center Sign added to document
34. Event/Sales banner Sign added to document
35. Builder Sign added to document
36. Coming Soon Interior Sign added to document
37. Builder Sales Sign added to document
38. Lifestyle Sign added to document
39. Decorative Standards Sign added to document

Non-Residential Signs

40. Non-residential Parcel Identification Sign Max height changed from 5'5" to 9'5".
41. Non-residential Parcel Identification Sign Allowable Sign Area changed from 32SF to 46 SF.
42. Non-Residential multiple User Parcel Identification Number of Signs Allowed changed from TBD to 1 per median or 1 per entry side.
43. Non-Residential multiple User Parcel Identification Max Height changed from 16' to 9'6".
44. Non-Residential Informational/Directional Sign Number Allow changed from TBD to a Maximum of 4.

Building Mounted Façade Signs

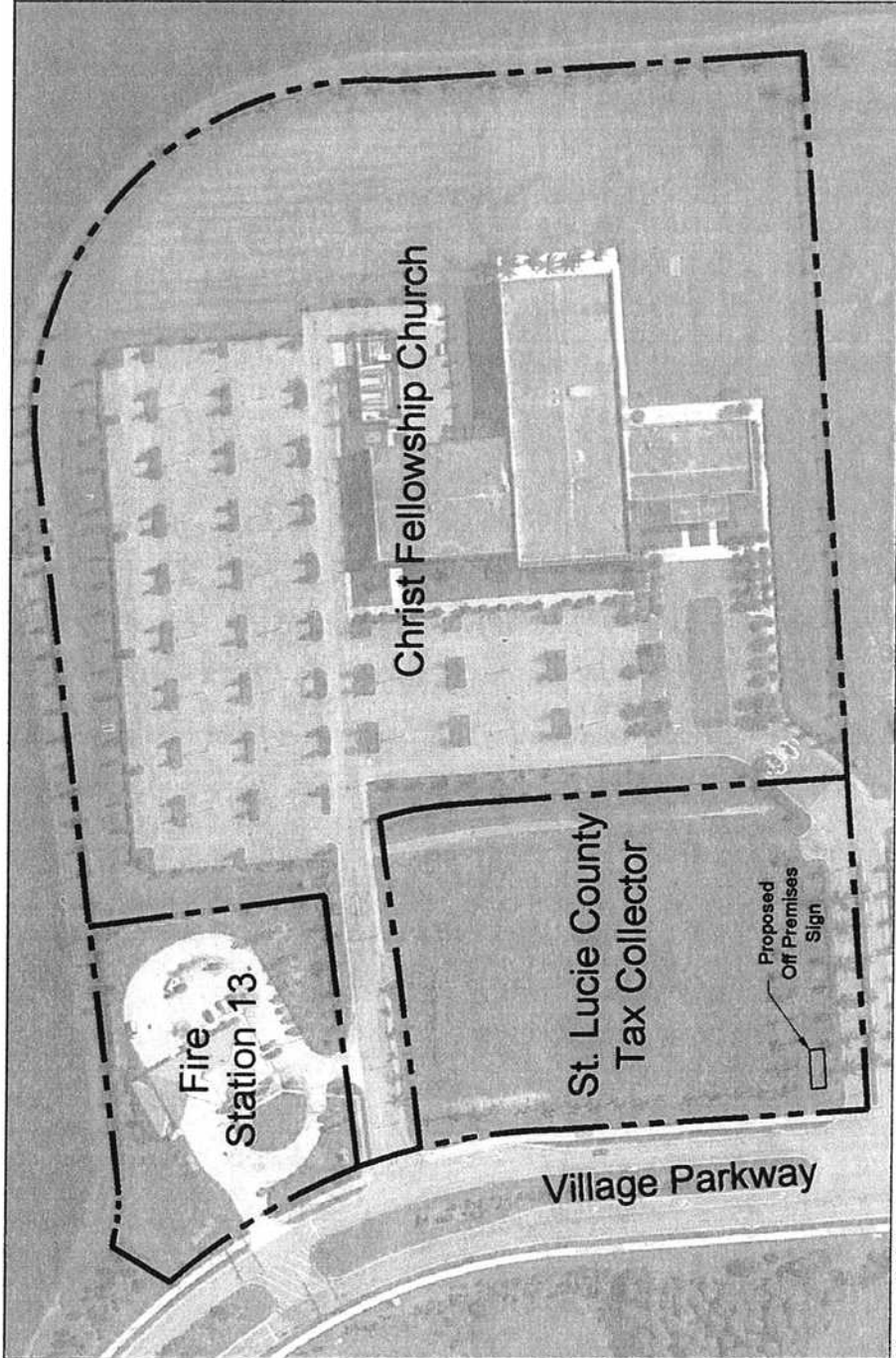
45. Non-Residential Building Mounted Façade Sign (Less than 10,000 SF) Number of Signs Allowed changed from TBD to 1 per business façade/section of façade.
46. Non-Residential Building Mounted Façade Sign (25,000 SF or greater) Number of Signs Allowed changed from TBD to 1 per business façade/section of façade.

Temporary Signs

47. Real Estate Development Sign has been added to document.

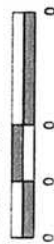
Special District Signage

48. Hospital-Main Identification sign Number Allowed changed from TBD to 6.
49. Hospital-Vehicular Directional sign Number Allowed changed from TBD to 12.
50. Landmark sign Number Allowed changed from TBD to 1 per landmark parcel.
51. Off Premises Sign has been added to document.



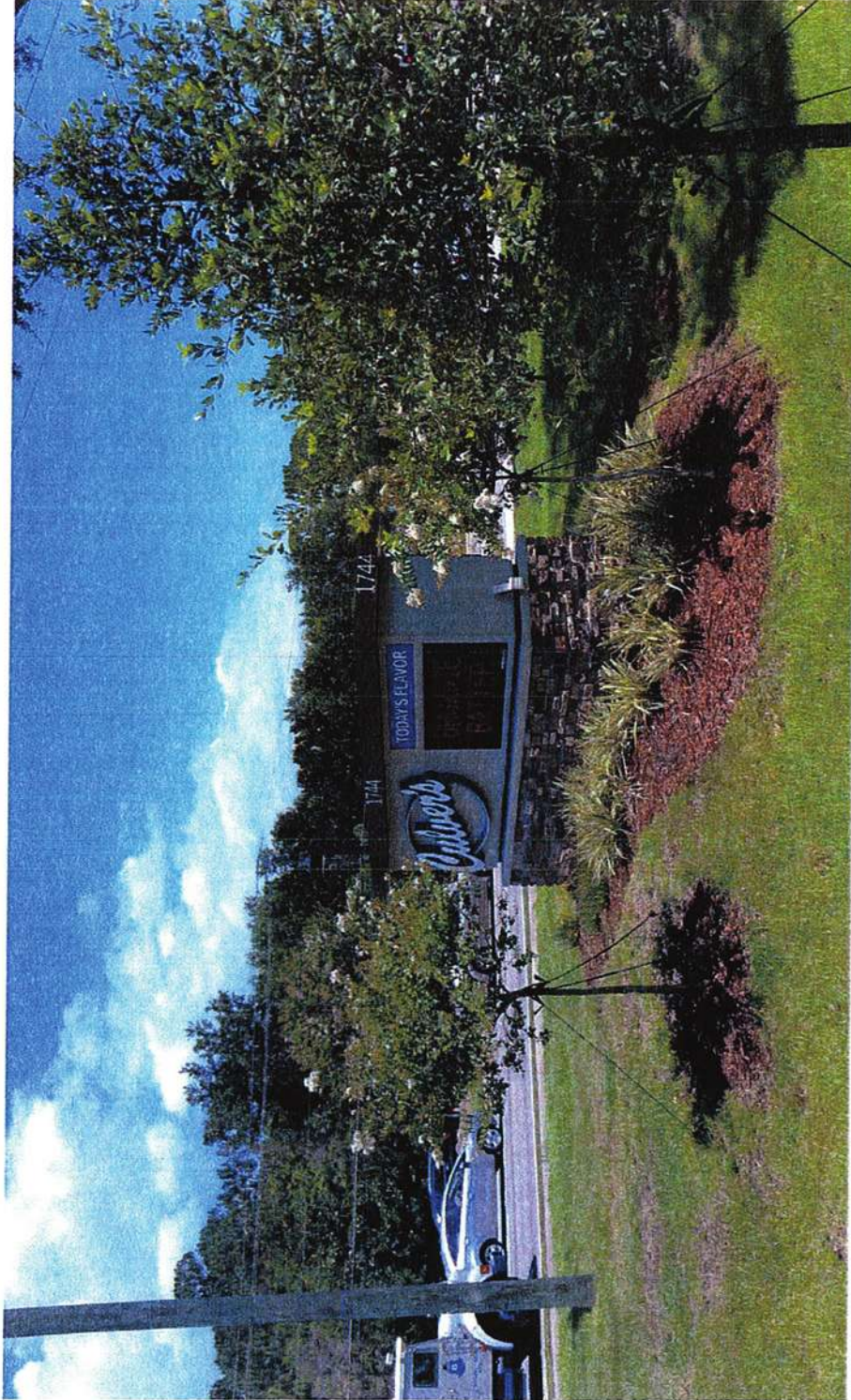
Example of Off Premises Sign.

Computer File Exhibit.dwg
 Project Number 06-0000
 Scale: 1" = n.t.s.

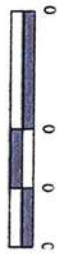


Tradition Master Sign Program

Off premises Sign Exhibit



Computer File Exhibit.dwg
 Project Number 06-0000
 Scale: 1" = n.i.s.



Tradition Master Sign Program

Changeable Copy Sign Exhibit



TRADITION

Master Sign Program

Owner:

Tradition Land Company
Tradition Station
10521 SW Village Center Drive
Suite 201
Port St. Lucie, FL 34987
1-772-340-3500
Contact: John Gallagher
Johng@fishkind.com

Consultant:

Lucido & Associates
701 East Ocean Blvd.
Stuart, FL 34994
1-772-220-2100
Contact: Steve Garrett
Sgarrett@lucidodesign.com

City of Port St. Lucie Application #P16-042

Revision/ Approval Timeline:

<u>Date:</u>	<u>Action:</u>
08.31.04	Initial Submittal to City of Port St. Lucie
2.14.05	City Council Approval (ordinance 05-12)
01.22.07	City Council Approval -1 st amendment (ordinance 07-02)
06.11.07	City Council Approval-2 nd amendment (ordinance 07-68)
02-06-08	3rd Amendment Submitted
06-09-08	City Council Approval – 3 rd amendment (ordinance 08-45)
03-06-13	4 th Amendment Submitted
	<u>City Council Approval – 4th amendment (ordinance 13-33)</u>
<u>03-16-16</u>	<u>5th Amendment Submitted (Ordinance 16-042)</u>

(Images and specific signs shown in this document have been prepared by Lucido & Associates or other consultants employed by the developer)

Table of Contents

Introduction	1
Community Signs	4
Signs for Development	4
Residential.....	5-6
Non-Residential	7
Building Mounted Façade Signs.....	8
Temporary.....	9
Special District or <u>Special Needs</u> Signage.....	9
Photograph References	10

Introduction

This Master Sign Program provides a comprehensive overview of all signs within The Tradition Community. The Tradition Community consists of Tradition, Southern and Western Grove. The Program is composed of three major sections – Community Signs, New Development Signs, and Photograph References. The first section describes Community Signs provided by Tradition. The second section provides sign guidelines for those developing projects within The Tradition Community. The third section displays various examples of sign types described throughout the master sign program. The guidelines are not intended to restrict imagination, innovation or variety, but to assist in creating a consistent, well-planned solution for identification throughout the community. The master sign program offers many opportunities for creativity and individuality.

Procedure

All proposed signs, prior to application for a sign permit from City of Port St. Lucie, must be approved in writing by the Tradition Design Review Committee (TDRC) which will review signs based on the criteria that follows. Letter of Approval by the TDRC is to be used for obtaining City of Port St. Lucie sign permits. No sign permit shall be allowed without a TDRC Letter of Approval and stamped plans. All applicants shall familiarize themselves with and obtain a copy of the current review fees from the TDRC.

Background

The sign guidelines in this manual supersede existing City of Port St Lucie codes and ordinances and any adopted citywide design standards. Existing city codes shall be used for sign criteria not addressed in this program by the TDRC.

General Requirements (Apply to all categories within these guidelines.)

Utility Setbacks:

All structures, including signs, shall be installed a minimum of 10 feet horizontally from all mains (water, gravity, sewer, force and City owned reclaimed water). The 10 foot horizontal setback shall be as measured from the outside edge of the pipe to the nearest point of the structure, including underground (footers for example) or above ground (roof overhangs for example) features. Single or double post community directional and/or informative signs occurring within the rights-of-ways may encroach within these setbacks with Utility Department approval. Those mains installed between structures shall have a 15-foot setback on each side. Additionally, where deep mains are installed, those greater than 9 feet, between structures, the Utility may, at its discretion, require additional horizontal setback.

Sign Area Calculations:

Tradition community seals and “Tradition” community name are encouraged to be used throughout the sign program. These decorative theme reinforcing elements shall not be counted in allowable square-footage or sign face square footage calculations. The “allowable sign area” shall include the entire area within a circle, rectangle or triangle enclosing the extreme limits of writing, forming an

integral part of the display or used to differentiate the sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed. (See Diagram Below)



Allowable Sign Area

-Maximum allowable sign areas are per face, per structure.

Sign Setback:

All signs shall maintain a 10' setback from rights-of-way with the exception of those signs specifically designed to occur within road rights-of-way. Signs shall meet FDOT standards. Any sign located within the road rights-of-way will require approval from the City Engineering Department.

Community Building/ Civic Structures:

Civic buildings and/or structures such as schools, fire stations, post offices, police stations and community centers may have additional and/or modified signage due to the significance and location of the proposed facility and the integration of the signage into a community focal point. Additional and/or modified signs for civic buildings will be allowed based on review and approval by the TDRC and the City of Port St. Lucie. City of Port St. Lucie approval shall be through the Site Plan Review Committee (SPRC) process and shall conclude with SPRC approval.

Height:

No part of any sign affixed to a building shall exceed the height of the deck line to which the sign is affixed. No sign shall project above the deck line for mansard roofs. The portion of a mansard roof located below the deck line shall be eligible for placement of a façade sign. Façade signs are not limited to a placement height.

Size:

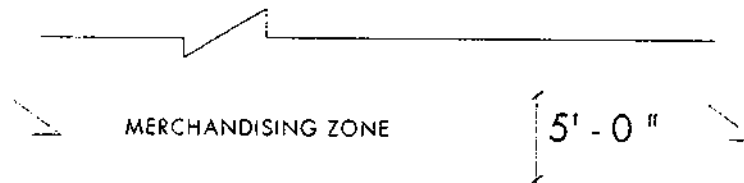
The dimensions used under the "size" category are meant as a general size range for the actual sign including all posts, supports, etc. necessary for the sign element. Signs may exceed these dimensions based on the final sign design and in an effort to allow creativity and flexibility in the sign program, however "allowable sign area" may not be altered.

Changeable Copy:

Maximum 3 lines of copy, non-scrolling with a minimum of 24 hours between change of message.

Merchandising Zone:

The Merchandising Zone is the front of the tenant space that extends from the lease line to all points 5'-0" into the space, and is subject to review and approval by the TDRC. The Merchandising Zone includes all display windows, retail graphics, display fixtures, materials, finishes, color and lighting fixtures within the area.



Merchandising Zone Exhibit

Address Incorporation:

Address to be incorporated in the sign design.

All new freestanding signs shall have an address incorporated in the sign design. Where applicable a range of numbers shall be shown: e.g. 2840--2910. Existing signs shall be required to include this numbering upon applying for any change. All other existing signs shall be replaced or changed to include this information as of January 1, 2004. Numbering will not be included as part of the allowed square footage. It shall be composed of numbers six (6) inches in height. Notification of this requirement to all existing businesses shall be included upon renewal of business tax.

Commercial plazas shall include the name of the plaza on the primary sign. "

Prohibited Signs:

- Flashing Sign
- Roof Sign
- Credit Card Sign
- Fraternal Organizations
- Bench Signs
- Exposed Plywood
- Galvanized Sheet Metal
- Fluorescent Lit Signs
- Vacuum Formed Plastic
- Balloon/inflatable signs (Only as temporary event signs)
- Permanent come on sign (sale today)
- Sign on vehicle parked permanently or overnight near a business
- Traffic sign replica
- "Human Sign"- Any individual or group of persons actively marketing a product, service and/or event by way of hand held/portable signs at intersections or along roadways.
- Portable Signs
- Snipe Signs
- 'V'-Shaped Signs

Community Signs

Throughout the Community of Tradition, a series of signs are provided that identify the community and provide clear direction while echoing the character and materials of the community. The following pages in this section show these proposed signs.

	Use:	Locations:	Number of Signs Allowed:	Max Height:	Allowable Sign Area:	Lighting: Internal/External
Sign Type:						
Community Markers	Identifies Tradition Community	Adjacent to I-95, key entries and boundary points. Northern Tower - Exists SW Discovery Way - Exists Becker Road - Proposed	Four (4)	74'	100 SF (per face) Max. (4) faces - and/or text	Internal/External
Welcome Signs	Identifies Tradition Community as one enters the project along Tradition Parkway.	Crosstown Parkway, Tradition Parkway, Becker Road, Village Parkway, Parr Drive, North/South Road A, E/W #2,3, Westcliffe Lane, Fern Lake Drive, Community Blvd, Open View Road	Eight (8) total. One sign on each side of roadway, and/or one sign in median.	35'	72 SF maximum per sign face.	Internal/External
Community Directional	Identifies Tradition Community as one exits Interstate 95 or enters the community from other roadways such as Crosstown Parkway as well as provides directional wayfinding and identity consistency along major community roadways.	All major public roadways.	Twenty Four (24)	12'	80 SF	External
Primary Directional	Guides vehicles and pedestrians to select destinations some of which may be isolated or separate from major traffic circulation.	All major public roadways.	Thirty (30)	8'	36 SF	External
Decorative Standards	Decorative element for community events, holidays lifestyle and social messages.	All Tradition roadways.	Varies. Based on selected poles along various roads within the community.	N/A	12.5 SF (30"x60") per face/side	Non-illuminated

Signs for New Development

Throughout the Community of Tradition, new development is encouraged to provide signs that identify their project while echoing the character and materials of the community. The following pages in this section show these proposed signs.

Residential

	Use:	Locations:	Number of Signs Allowed:	Max Height:	Allowable Sign Area:	Lighting: Internal/External
Sign Type:						
Residential Primary Entry Sign	Identifies residential subdivisions within the overall community of Tradition from major roadways.	Internal roadway medians and/or both sides of a residential entrance within the individual property.	(2) one sign on each side of roadway, or (1) one sign in median.		150 SF per sign face.	Internal/External
Residential Secondary Entry Sign	Residential subdivisions identification in the form of architectural features, water features, lighting, public art, landscaping and/or other aesthetic enhancements.	Prominent intersections within neighborhoods throughout Tradition.	Max. 8 per subdivision. One sign on each side of roadway, and/or one sign in median.	16'	64 SF	Internal/External
Residential Neighborhood Monuments	Identifies individual enclaves, changes to product, neighborhoods with a subdivision.	Prominent intersections within neighborhoods throughout Tradition.	Max. 8 per subdivision. One sign on each side of roadway, and/or one sign in median. Logo and Name only.	16'	64 SF	Internal/External
Residential Architectural Features	Identifies a residential subdivision from public Tradition Community Roadways.	Property corners of subdivisions on subdivision property.	4 signs. Subdivision name and logo only.	45'	64 SF	Internal/External
Lot Marker	Provides information specific to individual lots such as lot number, model home information, sales, builder contact and pricing information.	On individual lots within sales center area and subdivision.	One (1) per lot. No City permit required. TDRC approval only.	6'	6 SF	Non-illuminated
Construction Entrance Sign	Provides information specific to construction entrance.	Construction entrances.	One (1) per construction entrance. No City permit required. TDRC approval only.	8'	16 SF	Non-illuminated
Model Home Sign	Provides information specific to model home information, sales, builder contact and pricing information.	On individual lots within sales center area.	One (1) per lot within sales area. No City permit required. TDRC approval only.	8'	16 SF	Non-illuminated

Residential (cont'd.)

	Use:	Locations:	Number of Signs Allowed:	Max Height:	Allowable Sign Area:	Lighting: Internal/External
Sales Center Sign	Provides information specific to sales center, builder contact and pricing information.	On individual lots that contain staffed sales/model center and/or adjacent to Sales Center Entrance within the R/W.	One (1) per lot or entrance location.	8'	18 SF	External
Event/Sales Banner	Identifies and markets home sales opportunities and provides way-finding and directional guidance throughout community and subdivisions.	Subdivision entrance drives and sales center entry drives (within the R/W). On each model home and/or sales center lot.	Two (2) Banners within 200' of community entrances or sales center entrance. One (1) Banner at road intersections within subdivision from entrance(s) and continuing to sales area.	17'	45 sf (maximum).	Non-illuminated
Builder Sign	Identifies Tradition subdivision Builders from adjacent public roadways.	Adjacent to community roadways (on subdivision property).	One (1) Per subdivision.	8'	32 SF per face.	Non-illuminated
"Coming Soon" Interior Sign	Identifies interior subdivisions "coming soon" improvements such as amenity center/ clubhouse.	Interior locations within the subdivision such as the recreation or amenity parcel.	One (1) per major subdivision improvement such as clubhouse, recreation area or amenity parcel.	10'	80 SF per face.	External
Builder sales Sign	Communicates sales and brand message to public and potential buyers.	Within subdivision property only and not visible from adjacent community roadways.	Max. (4) four per subdivision or plat.	4'	32 SF per face.	External
Lifestyle Sign	Identifies the lifestyle amenity programs offered within the subdivision. No marketing information, such as phone numbers or home prices, shall be allowed. Builder name and lifestyle scenes only.	Throughout subdivision within R/W and along Tradition Community roadway frontage on subdivision property only, not within R/W.	Max. (12) twelve per subdivision or plat.	8'	32 SF per face.	External
Decorative Standards	Decorative element for community events, holidays lifestyle and social messages.	Attached to subdivision light poles along main and secondary roads and within common areas throughout the subdivision.	Varies. Based on selected poles along various roads within the community.	N/A	12.5 SF (30"x60") per face/side	Non-illuminated

Non-Residential

Sign Type:	Use:	Locations:	Number of Signs Allowed	Max Height:	Allowable Sign Area:	Lighting: Internal/External
Non-Residential Parcel Identification	Identifies individual parcels from public roadways.	Adjacent to roadway on each individual property.	{1} per parcel	9'5"	Max sign SF = 46 SF	Internal/External
Non-Residential Parcel Identification Changeable Copy	Identifies individual parcels from community roadways.	Adjacent to roadway on each individual property	{1} per parcel	9'5"	Max sign SF = 46 SF Maximum digital sign panel = 23 SF Maximum 3 lines of copy, non-scrolling with a minimum 24 hrs between change of message.	Internal/External
Non-Residential Multiple User Parcel Identification	Identifies Multiple users on single or multiple parcels from community roadways.	Adjacent to primary roadway at major entry into property (in projects median or adjacent to road).	{1} median or {1} per entry side.	9.5'	2-4 users: 64 sf max. 5 or more users: 96 sf max	Internal/External
Non-Residential Informational/Directional	Identifies secondary entrances and/or informative elements such as deliveries or service areas.	Adjacent to secondary roadways or entrances within individual parcels.	Max 4.	7'	16 SF	Internal
Non-Residential Blade Tenant Signage	Used to guide pedestrians to individual shop throughout the Village Center.	Above entry doors or adjacent to front entrance.	One per business.		N/A	Internal/External
Banner Sign	Communicates sales and brand message to public and potential buyers.	Within subdivision property only and not visible from adjacent community roadways.	Building frontage under 100 SF = {1} one sign. Building frontage over 100 SF = {2} two signs.	4'	32 SF per face.	Non-illuminated

Building Mounted Façade Signs

	Use:	Locations:	Number of Signs Allowed:	Allowable Sign Area:	Lighting: Internal/External
Sign Type:					
Non-Residential Building Mounted Façade Sign (less than 10,000 sf bldg)	Used to identify non residential building types less than 10,000 S.F. in size located throughout Non Residential areas.	Located on the front and rear or side building façade depending upon store location.	1 per business façade/section of a façade.	32 sf plus 1.5 sf for each additional linear foot of front facade over 20 feet. Not to exceed 200 S.F. maximum.	Internal/External
Non Residential Building Mounted Façade Sign (10,000sf to 25,000 sf bldg)	Used to identify non residential building types 10,000 S.F. to 25,000 S.F. in size located throughout Non Residential areas.	Located on the front and rear or side building façade depending upon store location.	1 per business façade/section of a façade.	32 sf plus 1.5sf for each additional linear foot of front facade over 20 feet. Not to exceed 500 S.F. maximum.	Internal/External
Non Residential Building Mounted Façade Sign (25,000 sf or greater)	Used to identify non residential building types 25,000 s.f. or greater in size located throughout Non Residential areas.	Located on the front and rear building façade. Side façade display upon review.	1 per business façade/section of a façade.	32 sf plus 1.5sf for each additional linear foot of front facade over 20 feet. Not to exceed 1,000 S.F. maximum.	Internal/External
Awning or Canopy Signage	Used to identify individual shops/building type.	Located on front awning of building	1 per business	Maximum of 40% of awning surface, or 90% of awning width x 2'0" high.	Internal/External Option (A) Each letter is an independent lightbox the shape of the character. Option (B) Each letter is an independent open channel character w/ exposed neon.
Blade sign	To guide pedestrians to individual shops throughout the commercial development.	Above entry doors or adjacent to front entrance.	1 per business.	Maximum of 10'-0" sf. Minimum height clearance to sidewalk 8'6"	Internal/External

Temporary
(Permit allowed no more than 18 months)

Sign Type:	Use:	Locations:	Max Height:	Allowable Sign Area:	Lighting: Internal/External
Temporary Directional/Informational/Environmental	Guides vehicles and pedestrians to facilities and residential developments from secondary & tertiary roadways. May also be used for informational purposes such as identifying certain communities, environmental elements or specific locations within Tradition.	Throughout the community along roadways within the right of way.	12'	32 SF	Non-illuminated
Real Estate Development Sign	Property development related information such as, new leasing, coming soon, builder/contractor information, and owner information.	Parcels with I-95 frontage only.	12'	100 SF	Internal/External

Special District Signage

Sign Type:	Use:	Locations:	Number of Signs Allowed:	Allowable Sign Area:	Lighting: Internal/External
Hospital - Main Identification	Identifies the hospital from major and secondary roadways.	Adjacent to or within primary roadway accessing hospital.	6	A maximum sign area of 150 sq. ft. per face.	Internal/External
Hospital - Vehicular Directional	Guides vehicles and pedestrians to hospital and hospital associated uses some of which may be isolated or separate from major traffic circulation.	Multiple locations along community roadways. I.	12	Maximum sign square footage = 36 sq. ft. per face.	Internal/External
Landmark Sign	Identifies a single user or group of users (within the specific landmark district or designation) from major and secondary roadways.	Adjacent to or within community roadways, commercial association property, sign easements or individual properties.	1 per landmark parcel.	Not to exceed 500 S.F. maximum.	Internal/External
Off Premises Sign	Any sign used for the purpose of displaying, advertising, identifying or directing attention or providing directions to a business, service, activity or place, including products or services sold or offered for sale on premises other than on the premises where the sign is displayed.	Allowed as additional square footage on Non-Residential Multiple User Parcel Identification sign or on real estate development signs as a single user. User's property must be immediately adjacent (shared property line).	1 Off Premises user per Non-Residential Multiple User parcel Identification sign.	Maximum 50% of allowable square footage on Non-Residential Multiple User Parcel Identification	Internal/External

Photograph References

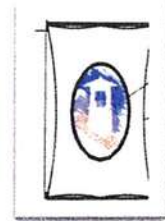
Community Marker



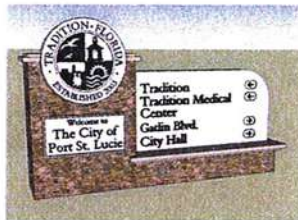
Welcome Sign



Decorative Standard



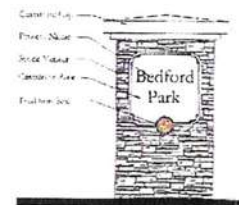
Community Directional



Primary Directional



Neighborhood Monument



Residential Project Entry



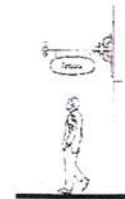
Non-Residential Parcel ID



Non-Residential Multi-User Parcel ID



Non-Residential Blade Tenant



Building Mounted Façade Sign



Temporary Directional/Informational/Environmental



Lot Marker



Construction Entrance Sign



Model Home Sign



Sales Center



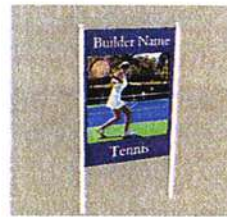
"Coming Soon" Interior Sign



Builder Sales Sign



Lifestyle Sign



Builder Sign



Real Estate Development Sign



Model/Event/Sales Banner



Hospital Main ID



Hospital Vehicular



Awning Signage



Additional Façade Signage

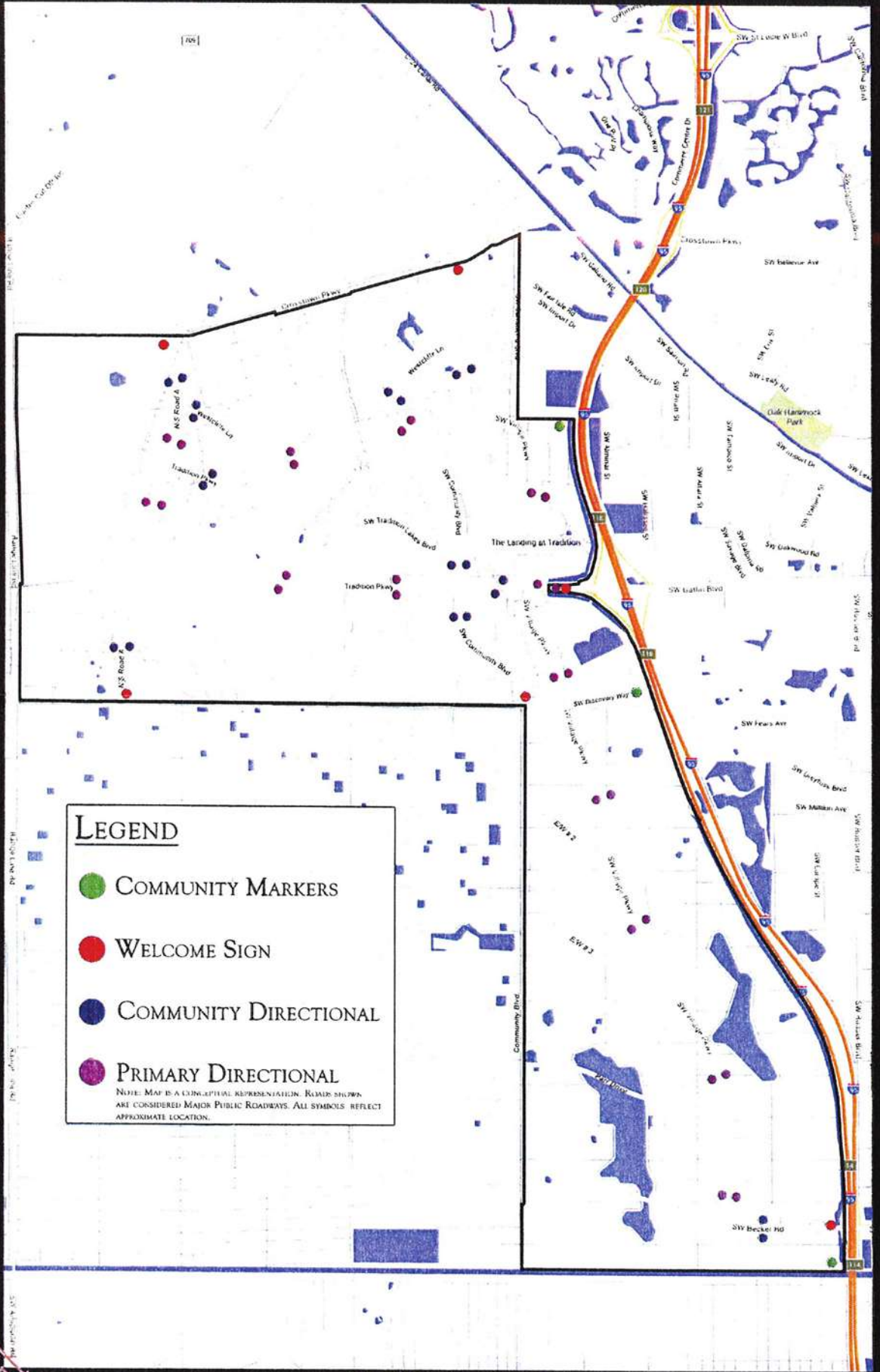


Additional Blade Signage



Landmark Sign





LEGEND

- COMMUNITY MARKERS
- WELCOME SIGN
- COMMUNITY DIRECTIONAL
- PRIMARY DIRECTIONAL

NOTE: MAP IS A CONCEPTUAL REPRESENTATION. ROADS SHOWN ARE CONSIDERED MAJOR PUBLIC ROADWAYS. ALL SYMBOLS REFLECT APPROXIMATE LOCATION.

lucido&associates

Land Planning / Landscape Architecture

March 15, 2016

via electronic submittal

Ms. Patricia Tobin, Director
Port St. Lucie Planning & Zoning Department
121 SW Port St. Lucie Boulevard
Port St. Lucie, FL 34984

RECEIVED

MAR 16 2016

PLANNING DEPARTMENT
CITY OF PORT ST. LUCIE, FL

**RE: Tradition Master Sign Program – Amendment #5
(LA 15-540)**

Dear Ms. Tobin:

On behalf of Tradition Land Company, LLC, we are pleased to submit Master Sign Program Amendment #5 for review.

The primary reason for the requested changes are to aid in the marketing, branding and awareness of Tradition Development, and the existing businesses which reside within Tradition and to encourage additional and new economic development within Tradition, Western Grove and Southern Grove.

The changes are summarized as follows (and within the document itself - using standard strikethrough for deletions and underline for additions).

Directional Signage:

- Address Joan Weissman's comment that under Hospital District there was no 'secondary' vehicular directional sign. The word 'primary' was removed and is now referred to as 'vehicular' directional.

Home Builder's Sales and Marketing Needs:

- Utilizing as the basis the recently approved Veranda Master Sign Program, added a new 'Marketing and Sales Needs' category under Special District;
- The Marketing and Sales Needs category provides home builders with the necessary 'tool kit' of industry accepted standards used to market residential communities. The addition of this category within the Master Sign Program allows added resources to those existing and new home builders while maintaining uniformity and consistency within the overall Tradition aesthetic.
- General housekeeping and updating of language and graphics for consistency relative to maintenance requirements and applicable entities.

P16-042
\$500.00
87787

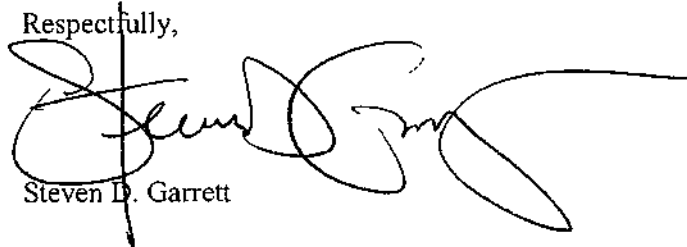
The following information was electronically submitted and enclosed with this letter please find the following related materials:

1. Fee Calcs and Check to cover review fee in the amount of \$665.00
2. Master Sign Program (5th Amendment annotated) – 2 hardcopies
3. Owner's Authorization

I look forward to reviewing the proposed changes and assisting staff in moving our request forward through the review process.

Upon your review, if you have any question, feel free to contact me directly at (772)220-2100.

Respectfully,

A handwritten signature in black ink, appearing to read "Steven D. Garrett". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Steven D. Garrett

SG/kpa



TRADITION

March 15, 2016

Ms. Patricia Tobin, Planning Director
Planning & Zoning Department
City of Port St. Lucie
121 S.W. Port St. Lucie Boulevard
Port St. Lucie, FL 34984-5099

**Re: Tradition - Master Sign Program – OWNER’S AUTHORIZATION
(LA 15-450)**

To Whom It May Concern:

As owner of the property referenced above, please consider this correspondence as formal authorization for Steven Garrett, of Lucido & Associates to represent Tradition Land Company, LLC during the governmental review process.

Thank you for your attention to this matter.

Sincerely,

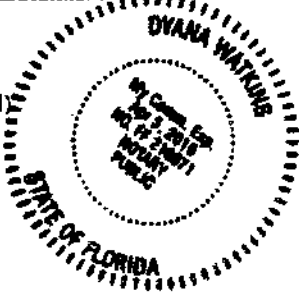
By: *David C. Feltman*

Print Name/Title: David C. Feltman, President
Tradition Land Company, LLC

STATE OF FLORIDA
COUNTY OF PINELLAS

The foregoing was acknowledged before me this 15th day of March, 2016, by David C. Feltman, of Tradition Land Company, LLC. He/She is personally known to me or () has produced _____ as identification.

(Notarial Seal)



Dyana Watkins

(Print Name) Dyana Watkins
NOTARY PUBLIC

My Commission Expires: April 5, 2019