



CITY OF PORT ST LUCIE

COUNCIL AGENDA MEMORANDUM

Agenda Item #: 8A
Meeting Date: 9/12/2016

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 *P.A.T.*

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

Submittal Date: 8/25/2016

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

UPDATES FOR SECOND READING:

- Added the requirement for approval by FDOT for any signs occurring within FDOT Limited Access R/W.(Page 2)
- Define Electronic Changeable Copy Sign.(Page 3)
- Change to description for use to clarify the difference between Non-Residential Multiple User Parcel Identification and Adjacent Parcel Sign.(Page 8)
- Changeable Copy amended to "Electronic Changeable Copy Signs". (Page 8)
- Clear requirements for the allowed locations for Non-residential building façade signs.(Page 9)
- Change to "off premises" terminology to read "Adjacent Parcel" in order to more accurately reflect the nature and intended use of these signs and the fact that all of these signs are in fact "on premises" being within the Tradition Development.(Page 10)

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 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 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: 9/12/2016

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, proposed Master Sign Program and exhibits A, B, and C.

COUNCIL ITEM 8A
DATE 9-12-16

COUNCIL ITEM 8F
DATE 8-8-16

COUNCIL ITEM 10G
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: _____
O. Reginald Osenton, City Attorney