

RIVERLAND

MASTER SIGN PROGRAM



Owner:

**Riverland Community Association, Inc.
1600 Sawgrass Corporate Parkway, Suite 400
Sunrise, FL 33323
Attn: President**

Consultant:

None



Riverland Master Sign Program

– 1st Amendment – P17-097-A1

This 1st Amendment is replacing the original program that was approved and adopted by the City of Port St. Lucie City Council on September 25, 2017, via Ordinance 17-57.

For informational purposes, be advised that the Riverland Community Association, Inc., has additional signage requirements that are not administered by the City of Port St. Lucie. Please contact the Riverland Master Community Association, Inc., for the latest copy of their signage requirements.

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Framework

This Riverland Master Sign Program (RMSP) provides a comprehensive overview of all allowable signs pertaining to residential and non-residential development within the Riverland/Kennedy DRI Property (Riverland) Community. The RMSP is composed of ~~four~~ five main sections – Master Community Signs, Residential Project Signs, ~~Marketing and Sales Signs,~~ and Temporary Signs, Non-Residential Freestanding Signs, and Non-Residential Façade Signs. The guidelines are not intended to restrict evolving imagination, innovation or variety, but to assist in creating a consistent, well planned solution for identification and direction throughout ~~the Riverland Community.~~

Illustrations of certain signs are included to provide basic examples that describe the general flavor of the entrance monuments and signage for the projects and sites within Riverland. This RMSP describes the allowable parameters for signage within the Riverland Community. ~~Alternative designs, materials, colors and copy that are consistent with the character of the project may be considered by the Riverland Design Review Committee (RDRC) so long as heights and sign face areas noted herein are not exceeded. Sign graphics used within this RMSP are for illustrative purposes only and are intended to provide examples of the type of sign being described and therefore shall not be binding upon the RDRC.~~

Procedure

For informational purposes, be advised that the Riverland Community Association, Inc. (the “Association”), has additional signage requirements that are not administered by the City of Port St. Lucie. Please contact the Association for the latest copy of their signage requirements. ~~All proposed signs, prior to application for a sign permit to the City of Port St. Lucie (when required as noted herein), must be approved in writing by the RDRC. A Letter of Approval and stamped plan by the RDRC shall be submitted to the City of Port St. Lucie for all sign permits when a City of Port St. Lucie permit is required. No sign permit shall be issued by the City of Port St. Lucie without a Letter of Approval and stamped plan by the RDRC.~~

This RMSP shall supersede the City of Port St. Lucie Sign Code and any adopted citywide design standards. In the event a proposed sign is not addressed in the RMSP, the existing City of Port St. Lucie Sign Code and any adopted citywide design standards shall prevail.

~~All signs within the Riverland Community shall be directed first to the RDRC for review and consideration.~~

General Requirements

Utility Setbacks:

All structures, including signs, shall be installed a minimum of 10 feet horizontally from all main lines (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 (footings, etc.) or above ground features.

Definitions

Riverland Community:

The entirety of the Riverland/Kennedy Development of Regional Impact (DRI) Property, inclusive of all Residential and Non-Residential Projects and master Riverland Community Recreation and Amenity sites built within ~~the Riverland Community~~.

Residential Projects:

Residential projects built within ~~the Riverland Community~~.

Non-Residential Projects:

All commercial and other types of non-residential projects built within Riverland.

Sign Location & Setbacks:

All signs shall maintain a 10-foot setback from all property lines and rights-of-way, with the exception of those signs specifically designed to be located within private or public road rights-of-way subject to those applicable limitations set forth in the City of Port St. Lucie Code of Ordinances and Engineering Standards. Unless prior written authorization from the City of Port St. Lucie Public Works Department is obtained, signs are not allowed within public road rights-of-way. Any application for a sign proposed to be located within a public right-of-way (ROW) shall be accompanied by an approved ROW Permit for said sign location.

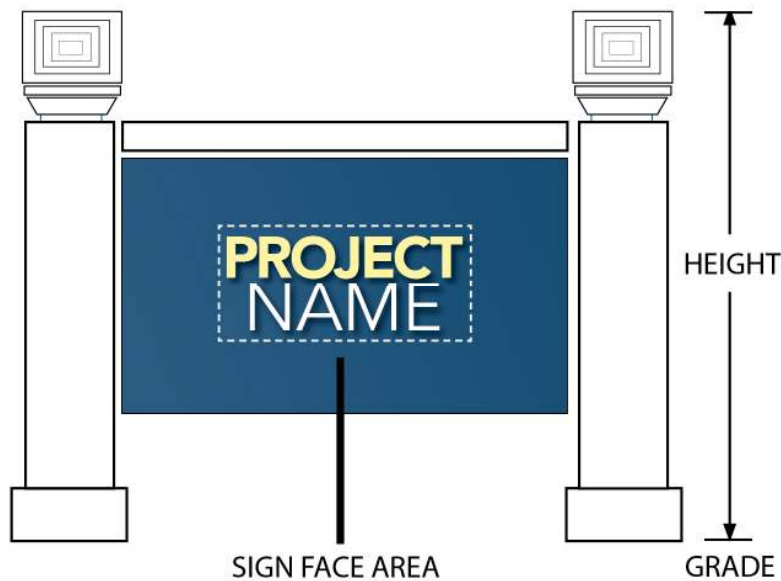
Height:

The dimensions used under the “height” category are measured from the grade immediately in front of the structure to which the sign letters are attached. Relative to the Community Monuments, “height” shall include the structural architectural terrace features in front of the sign.

Sign Face Area:

The allowable “sign face area” shall include the entire area within a circle, rectangle or triangle enclosing the extreme limits of the sign letter, but excludes the necessary and/or decorative supports or uprights on which such sign is placed (see the below diagram). Maximum allowable sign face area is per face (i.e. per side) of the proposed sign for multiple sided signs.

The Riverland community name and/or logo and/or seal, is not required but may be used throughout the sign program. These decorative theme reinforcing elements shall not be counted in the allowable “sign face area” calculations.



(In the above example, the sign face area is calculated as the total square feet within the white box framing the letters and does not include the colored area outside the white box)

Building Façade Signs:

No part of any sign affixed to a building shall be above the deck line at the wall or the top of a parapet wall to which the sign is affixed. No sign shall be above the parapet height of the building. The portion of mansard roof located below the deck line shall be eligible for placement of a façade sign.

Electronic Changeable Copy Signs:

A sign or portion thereof that displays electronic, non-pictorial, text information in which each alphanumeric character, graphic, or symbol (numbers and letters only) is defined by a small number of matrix elements using different combinations of light emitting diodes (LEDs), fiber optics, light bulbs or other illumination devices within the display area. Electronic changeable copy signs include computer programmable, microprocessor controlled electronic displays. Electronic changeable copy signs do not include official or time and temperature signs. Maximum 3 lines of copy, limited to static messages/no-scrolling with a minimum of 24 hours between change of message. The sign shall have automatic dimmer software or solar sensors to control brightness for nighttime viewing and variations in daytime ambient light. The intensity of the light source shall not produce glare, the effect of which constitutes a traffic hazard or is otherwise detrimental to the public health, safety or welfare. Lighting from the message module shall not exceed six hundred (600) nits (candelas per square meter) between sunset and sunrise as measure from the sign's face. Lighting from the message module shall not exceed five thousand (5,000) nits or three tenths (0.3) foot candles over the ambient light, whichever is lower, between sunrise and sunset as measured from the sign's face. Permit applications for signs containing a digital electronic display shall include the manufacturer's specification sheet and maximum nit (candelas per square meter) rating.

NIT: A unit of illuminative brightness equal to one candela (12.5 lumens) per square meter, measured perpendicular to the rays of the source.

Inappropriate & Prohibited Permanent Sign Materials

Unless otherwise described in detail within this document, the following sign materials are prohibited:

Exposed plywood
Unpainted galvanized sheet metal
Fluorescent lit signs
Vacuum formed plastic

Unless otherwise described in detail within this document, the following signs are prohibited:

- Roof sign (except allowable mansard roof signs and religious symbols approved as an integral part of the site for a steeple or other similar structural component of a place of worship)
- Bench Sign
- Balloon/Inflatable Sign
- Any sign that simulates emergency or traffic control devices
- Snipe Sign

Master Community Signs

Throughout the Riverland Community, a series of monuments and signs are provided that identify the community and amenities that are may be shared by more than one Residential Project Site, while echoing the character and materials of the community entire development within Riverland. The following schedule shows these proposed signs.

| | Use: | Locations: | Number of Signs Allowed: | Max Height: | Allowable Sign Face Area: | Lighting: Internal/External |
|--|--|--|--|-------------|---|-----------------------------|
| Sign Type: | | | | | | |
| <u>Community Master Primary Monuments</u> | Identifies Riverland Community | On the West side of Community Blvd. at key entry points: <u>Discovery Way - Open View Road</u> <u>Marshall Parkway</u> - Paar Drive - Becker Road | Four (4) <u>Six (6)</u> | 40' | 300' SF (per face) | Internal/External |
| <u>Community Master Amenity Signs</u> | Identifies Riverland Community Recreation and Amenity Sites within the Riverland Community | At entrances to each Recreation area and Amenity parcel. | Twelve (12) <u>One (1) per entrance</u> | 12' | 64' SF (per face) | Internal/External |
| <u>Community Directional Wayfinding</u> | Identifies Riverland Community as one enters the community from perimeter arterial roadways as well as proving directional wayfinding along major community roadways. | Discovery Way, <u>Open View Road</u> <u>Marshall Parkway</u> , Paar Drive, Becker Road, Community Boulevard, <u>Riverland Boulevard (N/S B), N/S A, and throughout Riverland as needed.¹</u> | Twenty Four (24) <u>One hundred (100)</u> <u>*Max within Riverland/Kennedy DRI Property</u> | 12' | 64 SF (per face) | External |
| <u>Primary Directional</u> | Guides vehicles and pedestrians to select destinations some of which may be isolated or separate from major traffic circulation. | <u>Discovery Way, Open View Road, Paar Drive, Becker Road, Community Boulevard, N/S B, N/S A</u> | Thirty (30) | 8' | 36 SF (per face) | External |
| <u>Decorative Standards Riverland Lifestyle Signs</u> | Decorative element for community events, holidays, lifestyle and social messages. | Discovery Way, <u>Open View Road</u> <u>Marshall Parkway</u> , Paar Drive, Becker Road, Community Boulevard, <u>Riverland Boulevard (N/S B), N/S A, and within private ROWs within Riverland.²</u> | Varies, Based inclusive of signage on selected private poles and streetlights along various private roads and pathways within Riverland. No City permit required for signage within private ROWs within Riverland. RDRC approval only. | N/A | 12.5 SF (example 30"x60") per face/side | Non-illuminated |
| <u>Welcome Signs Monument Signs</u> | Identifies Riverland Community as one enters the community on perimeter arterial roadways. | Discovery Way, <u>Open View Road</u> <u>Marshall Parkway</u> , Paar Drive, Becker Road, Community Boulevard, <u>Riverland Boulevard (N/S B), N/S A, private ROWs within Riverland, at parcel entrances within a Residential project.</u> | Fourteen (14) <u>Thirty (30) total within Riverland/Kennedy DRI Property.</u> One sign on each side of roadway, and/or one sign in median. <u>If located at an entrance to a parcel within a Residential Project, then there is a limit to one (1) sign per parcel entrance.</u> | 12' | 72 SF maximum per sign face. | Internal/External |

Master Community Signs Notes:

¹ All Wayfinding Signs, meeting the above criteria, that are located within Riverland and are not visible from a public right-of-way of the City of Port St. Lucie shall not require a sign permit from the City. If required by the Florida Building Code, the structure may require a building permit. Additionally, any application for a Wayfinding Sign proposed to be located within a public right-of-way must be accompanied by an approved ROW Permit for said sign location. Unless already approved with sign permits and pre-existing prior to this 1st Amendment to the RMSP, a Wayfinding Sign located within a public ROW will be deemed unauthorized.

² No building permits are required for any Riverland Lifestyle Signs that meet all of the above criteria and are located within private ROWs within Riverland.

Residential Project Signs

Throughout the Riverland Community, Residential Projects are encouraged to provide signs that will identify projects, parcels, and amenities, and buildings or other special-purpose facilities, and provide direction for vehicles, golf carts, bikes and pedestrians. The following schedule shows these proposed signs.

| | <u>Use:</u> | <u>Locations:</u> | <u>Number of Signs Allowed:</u> | <u>Max Height:</u> | <u>Allowable Sign Face Area:</u> | <u>Lighting: Internal/External</u> |
|--|--|---|--|--------------------|----------------------------------|------------------------------------|
| <u>Sign Type:</u> | | | | | | |
| Residential Primary Entry Sign | Identifies residential projects within the overall Riverland Community from major roadways, including architectural and water features, lighting, public art, landscaping and/or other aesthetic enhancements. | Internal roadway medians and/or both sides of a residential project entrance. | Two (2), one (1) sign on each side of entrance, and/or one (1) sign in median of entrance. | 35' | 150 SF (per sign face) | Internal/External |
| Residential Secondary Entry Sign | Identifies residential projects within the overall Riverland Community. | Internal roadway medians and/or both sides of a residential secondary entry. | Two (2), one (1) sign on each side of entrance, and/or one (1) sign in median of entrance. | 16' | 64 SF (per sign face) | Internal/External |
| Residential Project Corner Marker Sign | Identifies residential projects from public roadways throughout the Riverland Community. | Adjacent to external residential project roadways (on Residential Project property) | Four (4) per Residential Project | 8' | 64 SF (per sign face) | External |
| Residential Project Parcel Identification Sign | Identifies a amenity and parcel locations within a Residential Project. | At Parcel entrances within a Residential Project | One (1) per parcel entrance(s) within a Residential Project | 12' | 32 SF (per sign face) | Internal/External |
| Residential Project Wayfinding Directional Sign | Guides auto, golf carts, bikes and pedestrians as they travel within Residential Projects. | Throughout Riverland within Residential Projects as needed | Eight (8) per Residential Project | 8' | 40 SF (per sign face) | External |
| Residential Project Informational Signs ¹ | Provides information to auto, golf carts, bikes and pedestrians as they travel within Residential Projects. | Throughout Residential Projects as needed | Twelve (12) per Residential Project | 6' | 20 SF (per sign face) | External |
| Construction Signs | Provides information for construction entrances and construction parking. | On main and secondary roadways within and adjacent to Residential Projects. | One (1) at construction entrances and project roadways with construction activity. No City permit required. RDRC approval only. | 6' | 24 SF (per sign face) | Non-illuminated |
| Residential Decorative Standards | Decorative element for Residential community events, holidays, lifestyle and social messages. | Attached to subdivision light poles along private main and secondary roads and within common areas throughout Residential Projects. | Varies. Based on selected poles along various roads within the Residential Project. No City permit required. RDRC approval only. | N/A | 12.5 SF (30"x60") per face/side | Non-illuminated |

Residential Project Signs Note:

¹ All Residential Project Informational Signs, meeting the above criteria, that are located within Riverland and are not visible from a public right-of-way shall not require a sign permit from the City. If required by the Florida Building Code, the structure may require a building permit.

Marketing and Sales Temporary Signs

Throughout the Riverland Community while marketing and sales activities are in progress, the signs proposed in the following schedule will provide potential buyers with information of these activities as well as directional information and future and proposed amenities and lifestyle being offered. Temporary signs shall not require a sign permit from the City. If required by the Florida Building Code, the structure may require a building permit.

| | <u>Use:</u> | <u>Locations:</u> | <u>Number of Signs Allowed:</u> | <u>Max Height:</u> | <u>Allowable Sign Face Area:</u> | <u>Lighting: Internal/External</u> |
|---|--|--|---|--------------------|--|------------------------------------|
| Sign Type: | | | | | | |
| Parcel Perimeter signs | Identifies temporary marketing information for Riverland Projects from adjacent roadways. | Along adjacent public roadways (on Residential Project property) | One (1) to three (3) signs per location, up to six (6) signs per Residential Project | 12' | 80 SF (per sign face) | Non-illuminated |
| Event/Sales Paseo/Open Space/Recreational Tracts Signs Banners | Identifies home sales opportunities and directional guidance throughout the Community and Residential Projects | Residential Project entrance drives and sales center entry drives (within private ROW R/W). On each model home and/or sales center, <u>Internal Residential Project roadways and along Riverland roadway frontage, not within public road ROW.</u> | <u>Up to ten (10) per parcel or tract. Two (2) Banners within 200' of Residential Project entrances or sales center entrance(s). One (1) Banner at road intersections within Residential Projects from entrance(s) and banners continuing to sales area. No City permit required. RDRC approval only.</u> | 17' | <u>45 SF (maximum), 64 SF (per sign face)</u> | Non-illuminated |
| Lifestyle Signs/Banners Feather Flags | Identifies amenities and lifestyle including "coming soon" signs within a Residential Project. | <u>Internal Residential Project roadways Throughout Riverland but not within public ROWs.</u> | Twelve (12) per Residential Project | 10' 20' | <u>64 SF (per sign face) 50 SF (per sign face)</u> | Non-illuminated |
| Lot/Model ID signs | Identifies Lot numbers, available specs, Model types | Individual lots within the model center and Residential Project. | Two (2) per lot (maximum). <u>No City permit required. RDRC approval only.</u> | 6' | 12 SF (per sign face) | Non-illuminated |
| Residential Model Center Sign | Provides information specific to sale center. | On individual lots that contain staffed sales personnel, model center, and/or adjacent to sales center entrances within private ROW. | <u>One (1) per sales center. No City permit required. RDRC approval only.</u> | 6' | 24 SF (per sign face) | Non-illuminated |
| Directional/Event Temporary Informational Signs | Identifies product types with a parcel, directions to facilities and exits, and event dates and times. | <u>Along internal Residential Project roadways. Throughout Riverland and adjacent to Residential and/or Non-Residential Projects, but not within public property or ROW. ¹</u> | N/A. <u>One (1) per parcel and up to fifteen (15) within a Residential Project. No City permit required. RDRC approval only.</u> | 156' | <u>Developed and Undeveloped Residential Parcels are allowed 32 24 SF (per sign face)</u> <u>Developed and Undeveloped Non-residential parcels are allowed 100 SF (per sign face)</u> <u>*If along a fence, unlimited linear feet.</u> | Non-illuminated |

Cont'd Temporary Signs

(Permit allowed no more than 18 months)

| | <u>Use:</u> | <u>Locations:</u> | <u>Number of Signs Allowed:</u> | <u>Max Height:</u> | <u>Allowable Sign Face Area:</u> | <u>Lighting: Internal/External</u> |
|---|---|--|--|-----------------------------|--|------------------------------------|
| <u>Sign Type:</u> | | | | | | |
| Temporary Directional/ Informational | Guides vehicles and pedestrians to facilities and Residential Projects from adjacent and secondary roadways with the Riverland Community. | Throughout the community along roadways within the right of way. | | 12' | 32 SF | Non-illuminated |
| Temporary Non-Residential Tenant Banners | | <u>On buildings below the deck line.</u> | <u>One (1) sign per business with façade under 100 linear feet; two (2) signs per business with façade over 100 linear feet.</u> | <u>Below the deck line.</u> | <u>Businesses under 100 linear feet of frontage are allowed total of 60 SF; businesses with over 100 linear feet of frontage are allowed a cumulative total of 120 SF.</u> | <u>Non-illuminated</u> |

Non-Residential Freestanding Signs

| | <u>Locations:</u> | <u>Number of Signs Allowed:</u> | <u>Max Height:</u> | <u>Allowable Sign Area:</u> | <u>Lighting:</u> <u>Internal/External</u> |
|--|--|--|--------------------|--|--|
| <u>Sign Type:</u> | | | | | |
| <u>Non-Residential Monument Signs</u> | <u>Adjacent to roadway(s) and within individual non-residential parcels.</u> | <u>Tracts over 5 acres are allowed up to eight (8) signs. Tracts under 5 acres are allowed up to four (4) signs.</u> | <u>40'</u> | <u>300 SF (per face)</u> | <u>Internal/External</u> |
| <u>Non-Residential Information and/or Directional Sign (Location Interior to Development)</u> | <u>Within Riverland, interior to the development, throughout the non-residential project(s).</u> | <u>Thirty (30) per site</u> | <u>8'</u> | <u>32 SF (per face)</u> | <u>Internal/External</u> |
| <u>Electronic Changeable Copy Signs</u> | <u>Adjacent to roadway(s) and within individual non-residential parcels.</u> | <u>One (1) per parcel</u> | <u>9.5'</u> | <u>Max sign SF = 46 SF; Max digital sign panel = 23 SF *Max 3 lines of copy, non-scrolling. Refer to Electronic Changeable Copy Signs definition and criteria on page 4.</u> | <u>Internal/External</u> |

Non-Residential Façade Signs

| | <u>Locations:</u> | <u>Number of Signs Allowed:</u> | <u>Allowable Sign Area:</u> | <u>Lighting: Internal/External</u> |
|--|--|--|---|------------------------------------|
| <u>Sign Type:</u> | | | | |
| <u>Major Tenant Façade (for Tenants over 10,000 SF)</u> | <u>On the front, rear and/or side building facades.</u> | <u>One (1) per business façade/section of a façade</u> | <u>Not to exceed 800 SF, cumulative maximum area.</u> <u>300 SF maximum per sign</u> | <u>Internal/External</u> |
| <u>Tenant Façade (for Tenants under 10,000 SF)</u> | <u>On the front, rear and/or side building facades.</u> | <u>One (1) per business façade/section of a façade</u> | <u>120 SF maximum per sign</u> <u>*Not to exceed 400 SF, cumulative maximum area</u> | <u>Internal/External</u> |
| <u>Standalone Building Façade Signage</u> | <u>On the front, rear and/or sides.</u> | <u>1 per façade/section</u> | <u>Not to exceed 600 SF, cumulative maximum area</u> | <u>Internal/External</u> |
| <u>Awning or Canopy Signage (in addition to main building signage)</u> | <u>On the front, rear and/or side awnings and/or canopies.</u> | <u>Two (2) per awning and/or canopy.</u> | <u>90% of awning width x 2'0" high</u> | <u>Internal/External</u> |

Master Community Signs

Illustrative References

Master Primary Community Monument

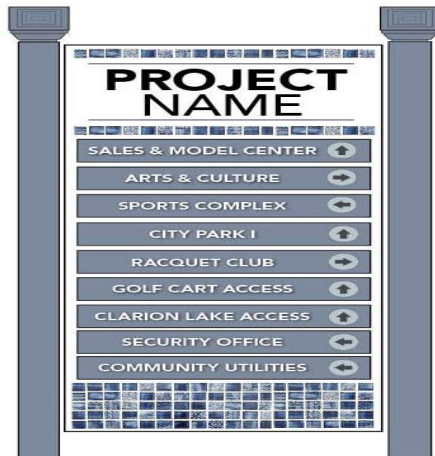


Master Community Amenity Sign



Wayfinding Signs

Community Directional Sign



Primary Directional Sign



Riverland Lifestyle Signs

Decorative Standard



Monument Sign

Welcome Sign



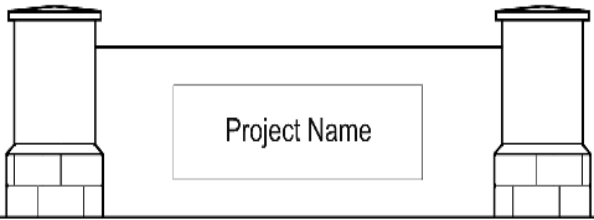
Residential Project Signs

Illustrative References

Residential Primary Entry Sign



Residential Secondary Entry Sign

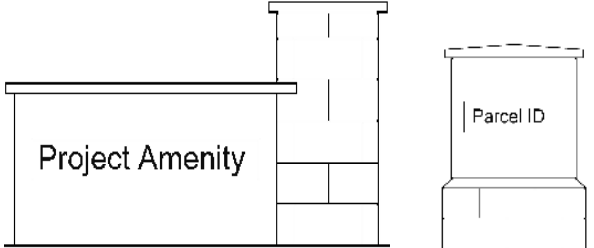


Add'l Examples of Monument Signs

Corner Marker Sign



Parcel Identification Sign



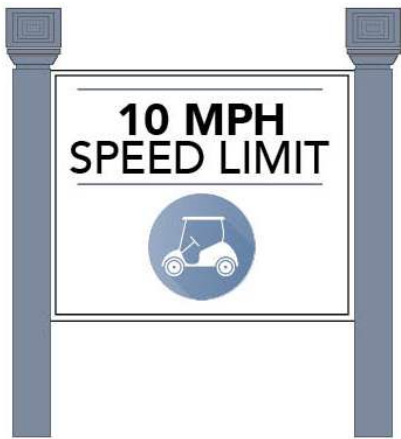
Add'l Example of Wayfinding Sign

Directional Sign



Residential Project Informational Sign

Informational Sign



Residential Project Signs

Illustrative References (cont.)

Construction Signs

Decorative Standards



Temporary Marketing and Sales Signs

Illustrative References

Parcel Perimeter Signs



Paseo/Open Space/Recreational Tracts Signs

Event/Sales Banner

Lifestyle Signs/Banners



Lot/Model ID Signs

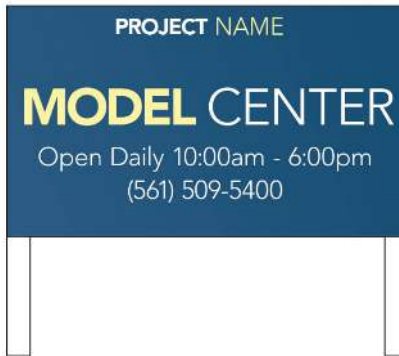


Cont'd Temporary Signs

Marketing and Sales Signs

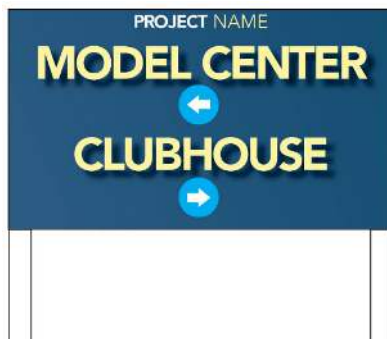
Illustrative References (cont.)

Residential Model Center Sign



Temporary Informational Signs

Directional/Event Signs



Cont'd Temporary Signs

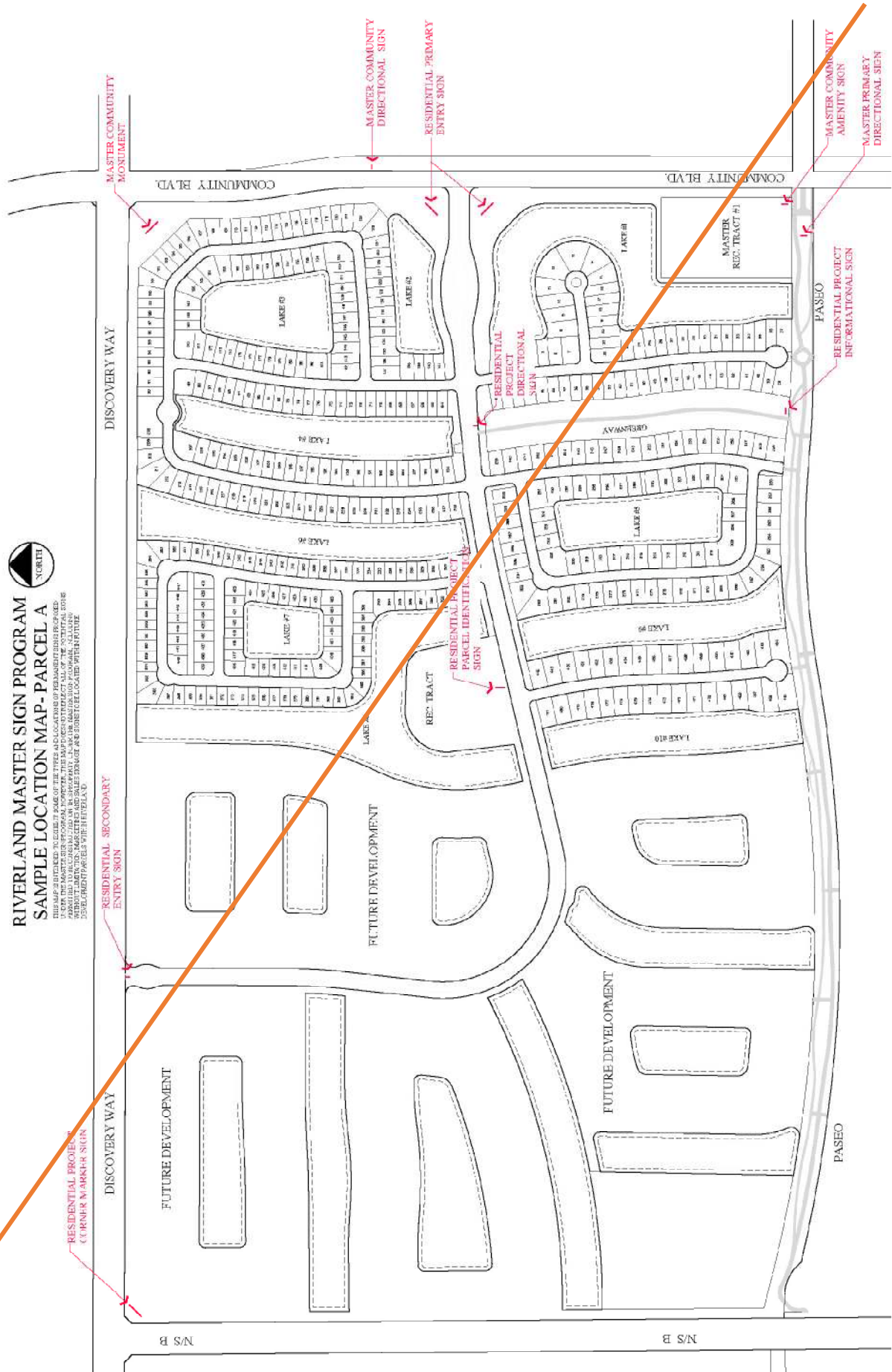
Illustrative References

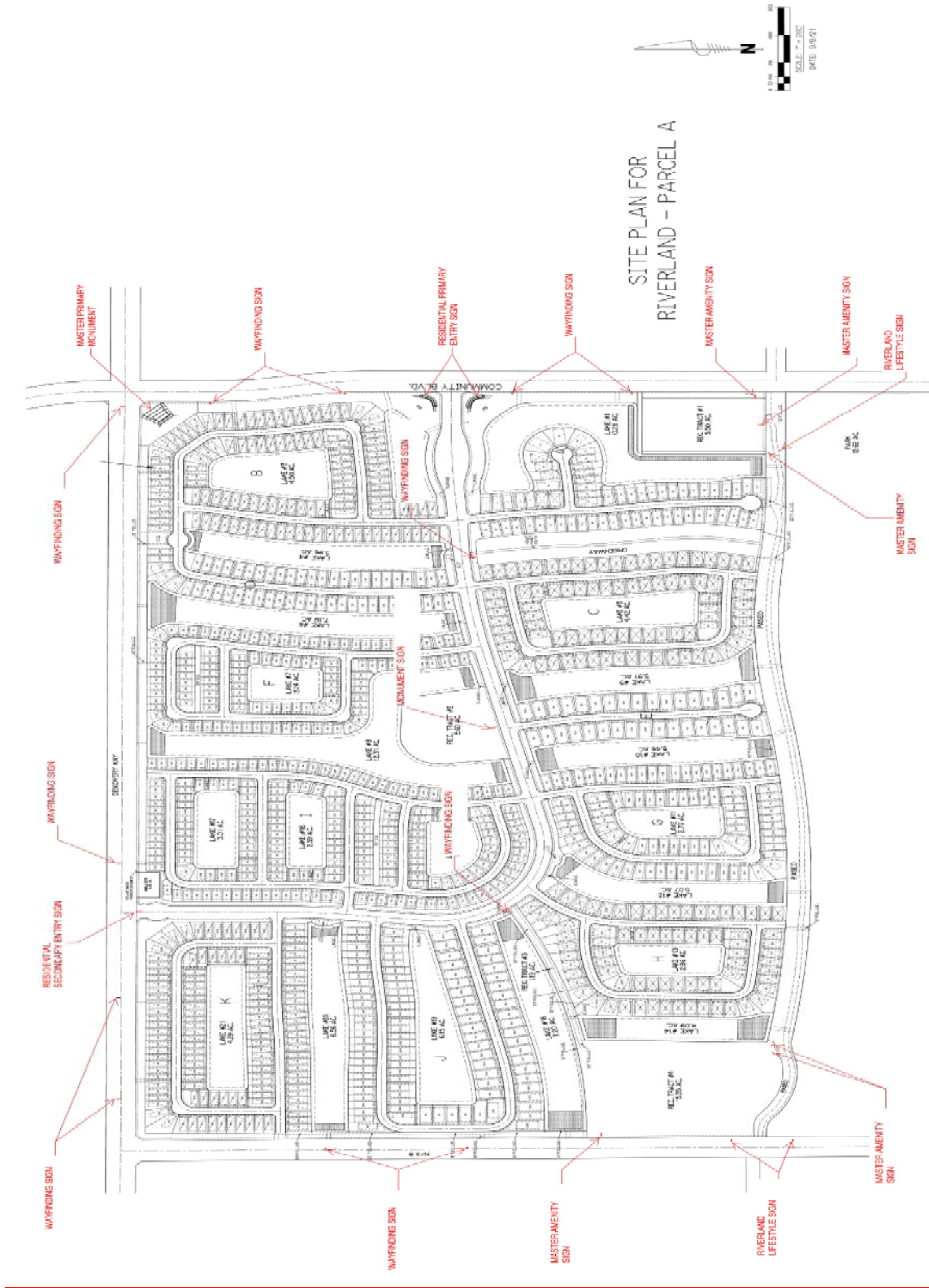
Temporary Directional/Informational Sign



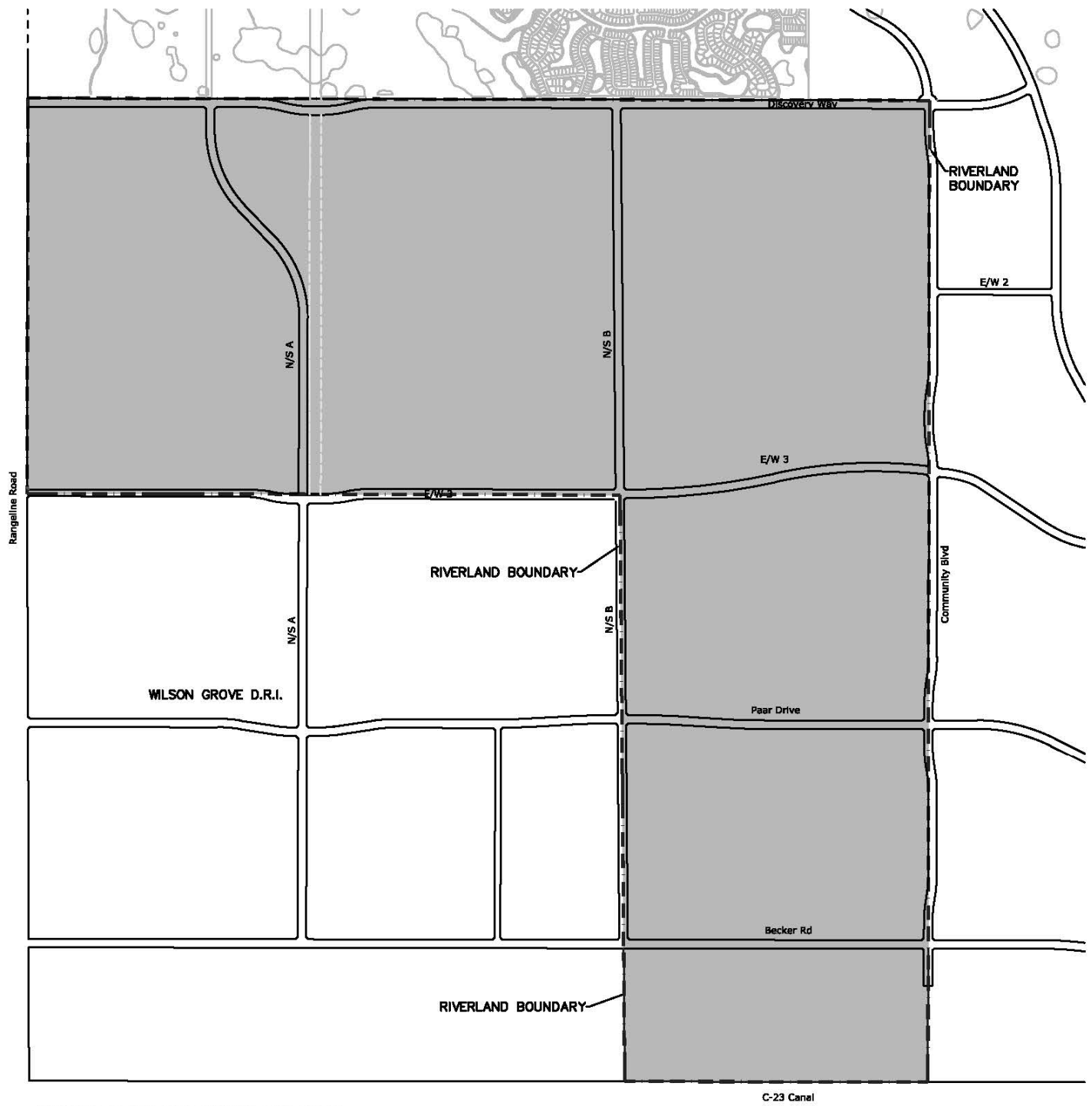
Conceptual Map for Parcel A Residential Project

THIS MAP IS INTENDED TO LEAD TO SOME OF THE TYPES AND LOCATIONS OF REMAINING UNDISCOVERED U.S. MARINE AIRCRAFT. HOWEVER, THIS MAP DOES NOT IMPLICATE ALL OF THE POSSIBLE SITES OF THE MARINE AIRCRAFT. ANY SITES THAT ARE NOT SHOWN ON THIS MAP ARE NOT NECESSARILY EXCLUDED TO BE DISCOVERED IN THE FUTURE. PLEASE THE MASTER HIGH PRIORITY, NATIONAL WITHOUT LIMITATION, MARCITS AND SALES SERVICE AND SITES TO BE LOCATED WITHIN THE ENCLAMENT PARCELS WITHIN THE LAND.





Riverland DRI Map



Riverland DRI with Road Network 2017-07-06