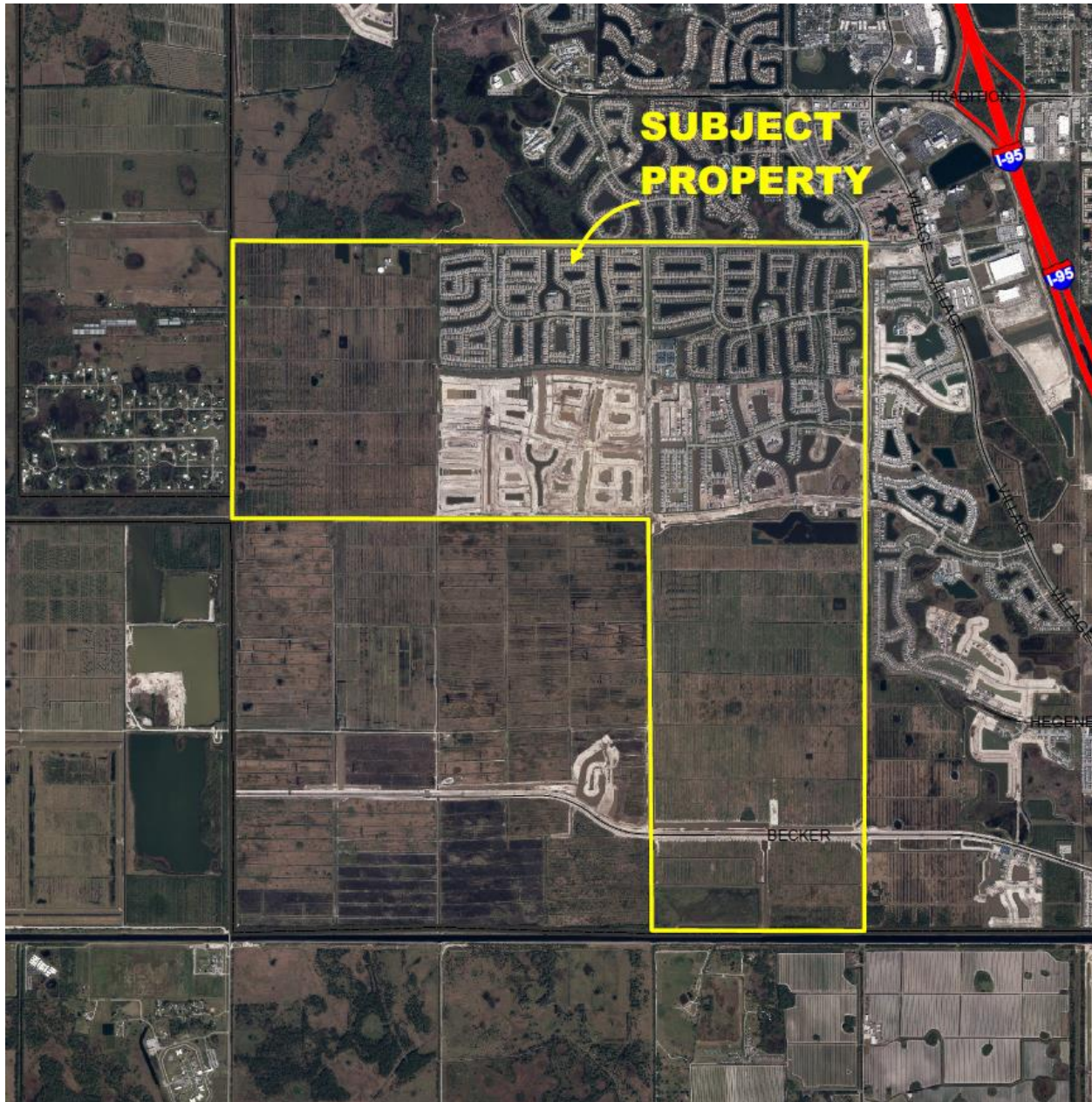




**Riverland Master Sign Program 1<sup>st</sup> Amendment  
P17-097-A1**



Project Location Map

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**SUMMARY**

|                      |                                                                                                                           |
|----------------------|---------------------------------------------------------------------------------------------------------------------------|
| Applicant's Request: | Request for approval of the first amendment to the Riverland Master Sign Program.                                         |
| Applicant:           | Azlina Goldstein                                                                                                          |
| Property Owner:      | Riverland/GL Homes                                                                                                        |
| Location:            | The property is located south of the Discovery Way (E/W 1) right-of-way and west of the Community Boulevard right-of-way. |
| Project Planner:     | Daniel Robinson, Planner III                                                                                              |

**Project Description**

This is a request to amend a master sign program for the Riverland DRI. This program is to provide the opportunity for the residential and commercial development to have a design specific sign regulations for permanent and temporary signage that suits this development's specific desires.

**Location and Site Information**

|                    |                                                                                                                                                                                            |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Property Size:     | Approximately 3,845 acres                                                                                                                                                                  |
| Legal Description: | The property is legally described as portions of Sections 15 – 23, 26 – 28, and 33 – 35, Township 37 South, Range 39 East. The complete legal description is recorded in the project file. |
| Future Land Use:   | New Community Development District (NCD)                                                                                                                                                   |
| Existing Zoning:   | Master Planned Unit Development                                                                                                                                                            |
| Existing Use:      | Residential and Commercial for Riverland Development                                                                                                                                       |

**Surrounding Uses**

| Direction | Future Land Use | Zoning        | Existing Use               |
|-----------|-----------------|---------------|----------------------------|
| North     | NCD             | MPUD          | Tradition Development      |
| South     | Martin County   | Martin County | Vacant                     |
| East      | NCD             | MPUD          | Southern Grove Development |
| West      | NCD             | MPUD          | Wilson Groves Development  |
|           |                 |               |                            |

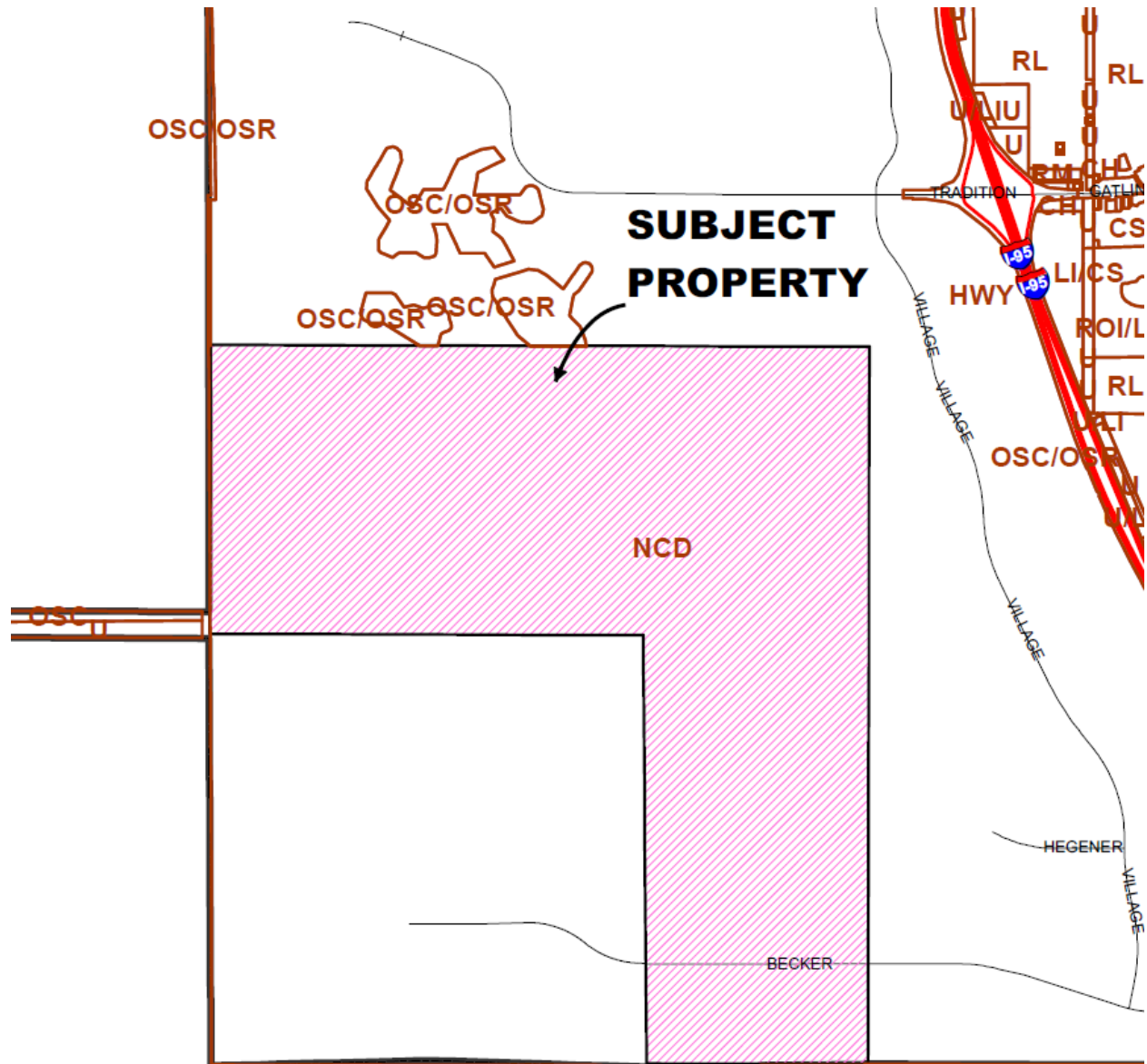
**Project Analysis**

The existing master sign program provides for the residential component of the Riverland/Kennedy DRI. The amendment is addressing any non-conforming content- based regulation and the addition of commercial regulations to the master sign program. Master Signs Programs and the City's Sign Code can only establish regulations for the size and location of signs and not the content. The main focus is on the internal residential and commercial feature signage and temporary signs. Some important updates to the program are as follows.

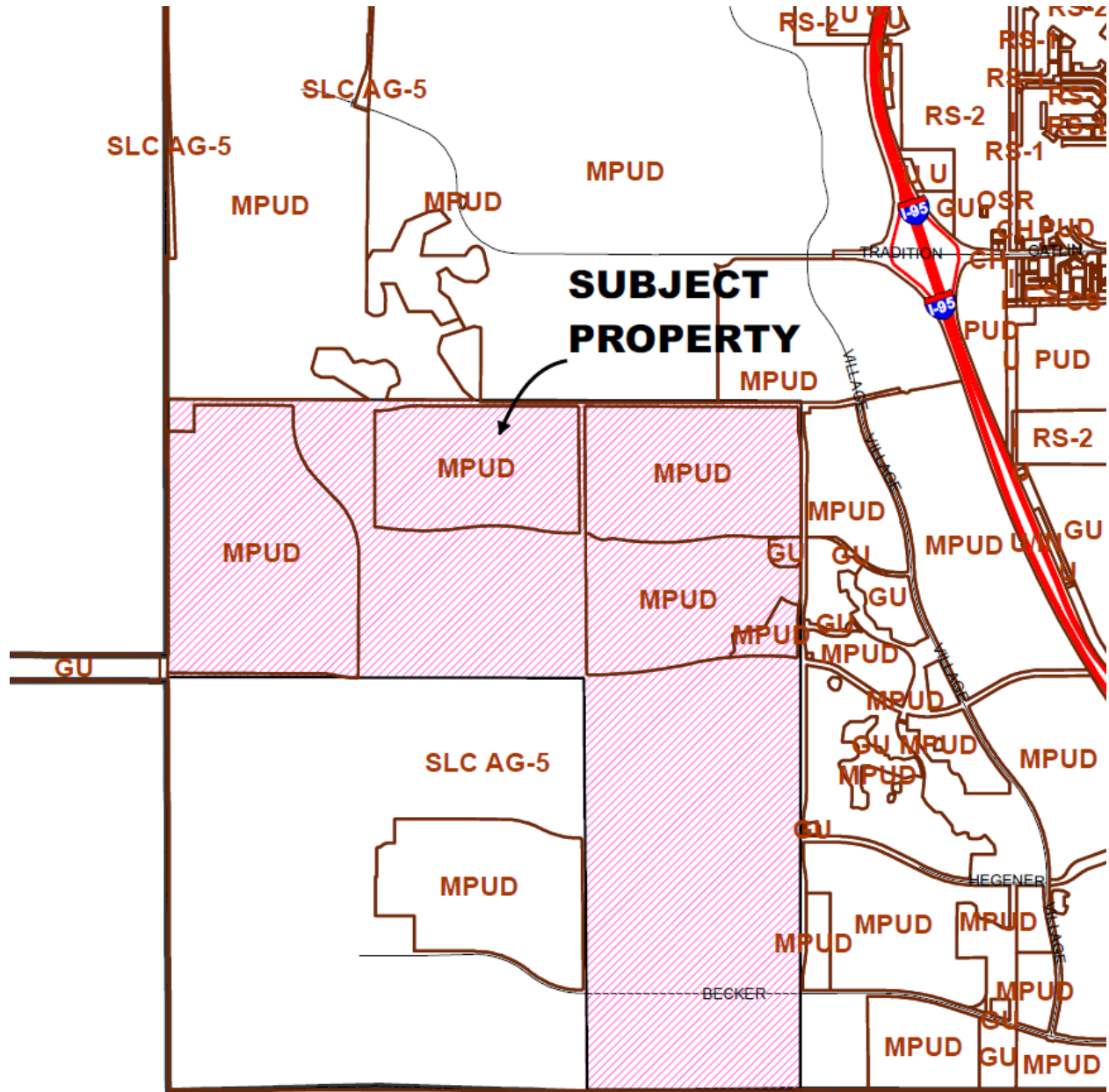
- The City's sign code has been updated to remove all requirements of a review board for MSPs. The requirement for a review board is being removed from this MSP.
- Adding definitions.
- Increasing the number of allowed Master Community Signs.
- The proposed amendment introduces non-residential sign regulations for the DRI.
- The updates include several changes to address any non-conforming content-based regulations.

- Improved verbiage for wayfinding sign regulations and process of approval if such signs will be proposed within any public right-of-way.
- Introduced Electronic Changeable Copy Signs.

A comparison Chart of the existing regulations, proposed changes, and City Sign Code regulations is attached as Exhibit B.



Future Land Use



Zoning Map

## **STAFF RECOMMENDATION**

Staff does find the proposed Master Sign Program to be consistent with the City's Land Development Regulations and policies of Section 155.03(H).

## **PLANNING AND ZONING BOARD ACTION OPTIONS**

- o Motion to recommend approval
- o Motion to recommend approval with conditions
- o 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.