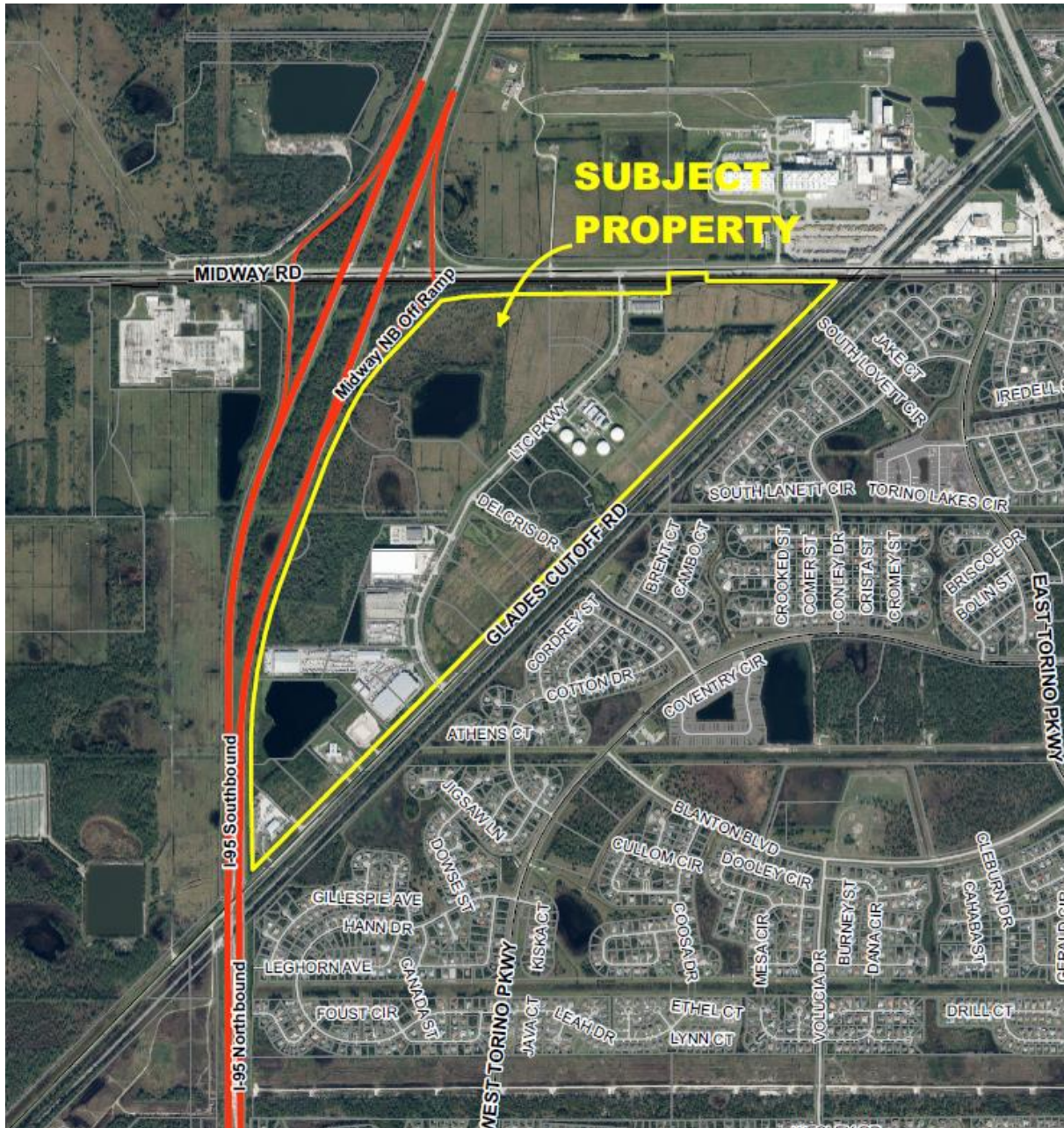




Midway Business Park Master Sign Program (MSP)
Master Sign Program Application
P14-095-A1



Project Location Map

SUMMARY

Applicant's Request:	This is a request from Trea Midway Road LLC to amend the Master Sign Program for Midway Business Center (LTC PUD).
Applicant:	Liam Sargent
Property Owner:	Trea Midway Road LLC
Location:	The project is located south of Midway Road and just east of Interstate 95. (LTC PUD)
Project Planner:	Daniel Robinson, Planner III

Project Description

The proposed amendment to the program is to provide updated criteria that will allow opportunity for new and amended signage for existing and future parcel owners within the Midway Business Park area.

The amendment includes the following:

- **Removal of the development's review board as the City will review all applications for compliance with the sign program.**
- **Update of Sign area calculation method for clarity.**
- **Removal of address requirements so that City Code will be followed.**
- **Removal of signs from prohibited signs list that are considered content based.**
- **Removal of any copy limitations (letter heights).**
- **Addition of off premises signage permitted only on Interstate Identification Signs and limited to 50% of the signs permitted square footage.**
- **Removal of temporary sign regulations so that City Code will be followed.**
- **Updated comparison chart.**
- **Updated Signage Map.**

Location and Site Information

Property Size:	381.71 acres
Legal Description:	Parcels of land lying within Sections 1, 2, and 11, Township 36 South, Range 39 East, St. Lucie County, Florida.
Future Land Use:	Heavy Industrial, Light Industrial, Residential/Office/Institutional, Utility, Service Commercial, Open Space Conservational, & General Commercial (HI, LI, ROI, U, CS, OSC, & CG)
Existing Zoning:	Planned Unit Development (PUD)
Existing Use:	Industrial, Commercial, and Warehouse.

Surrounding Uses

Direction	Future Land Use	Zoning	Existing Use
North	N/A	N/A	St. Lucie County
South	RL	RS-2	Residential
East	RL	RS-2	Residential
West	ROI	PUD	I-95, vacant land, and FPL sub station

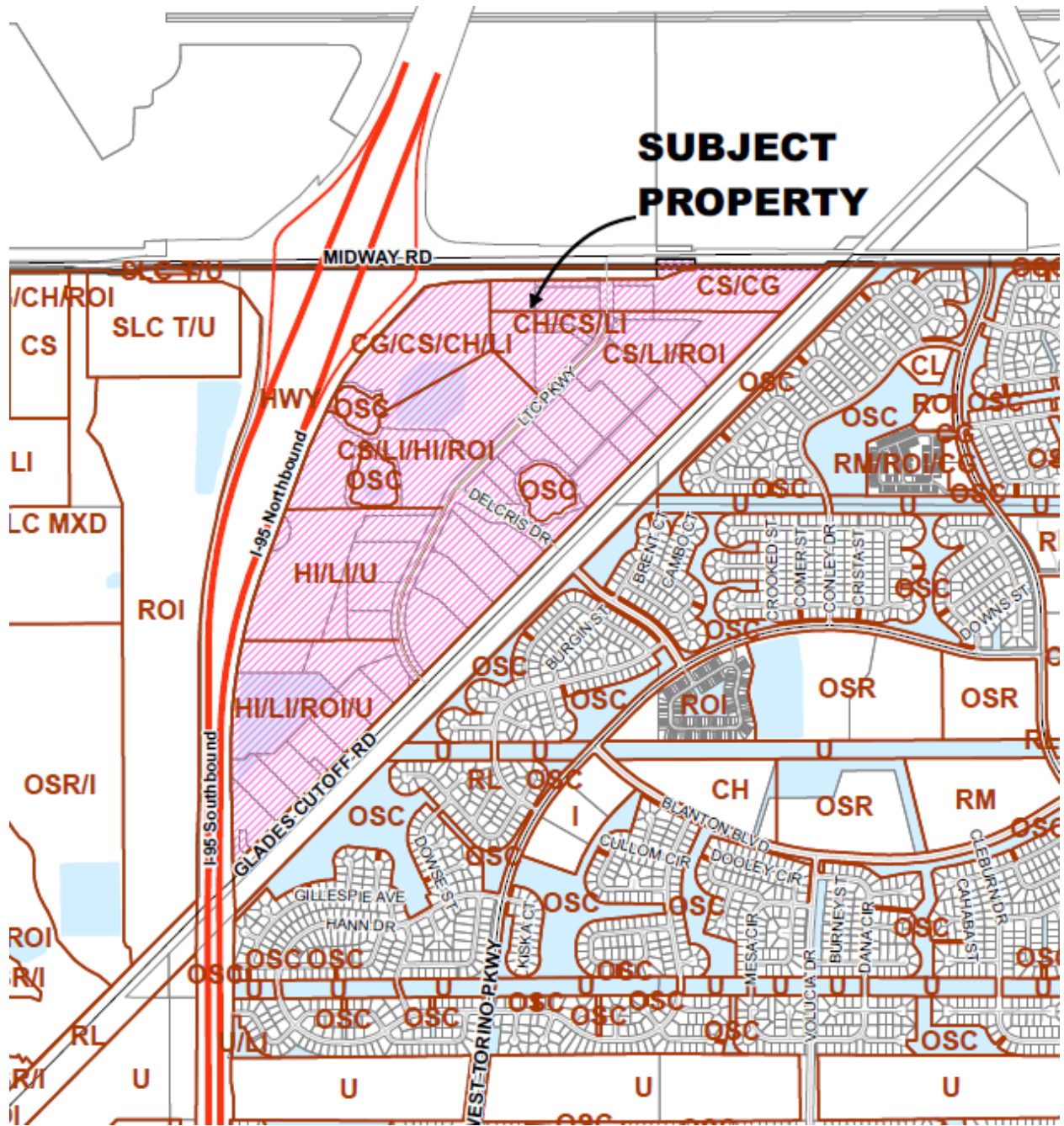
Background

The original MSP within the Midway Business Park was only for the LaMesa site. The LaMesa RV Master Sign Program (P13-147) proposed an Interstate Identification Sign (monument sign) with a height of 45 feet. It was approved with the condition that the maximum height would be 30 feet as proposed by the Planning and Zoning Department Staff.

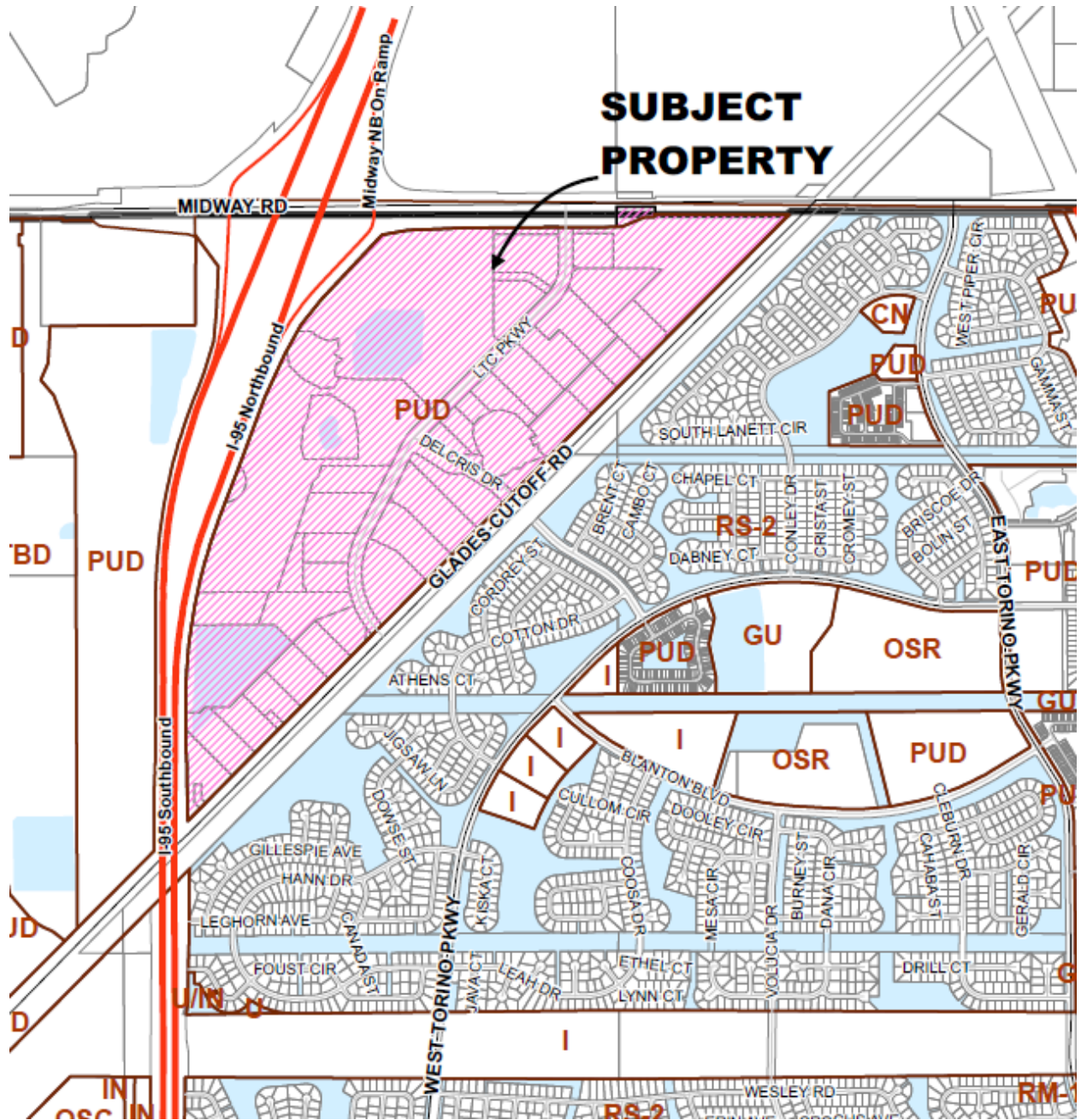
The Midway Business Park proposed a sign program for the entire area (LTC Ranch Industrial PUD). This program superseded the LaMesa RV MSP. The new program (P14-095) permitted all properties abutting the I-95 to have an Interstate Identity Sign. There is potential for additional or reduced number of such signs depending on how the I-95 parcels are platted. Additional sign regulations were added for all other parcels and rights-of-way within the LTC Ranch Industrial PUD.

Staff Analysis

The current sign program allows the maximum height of 30 feet for the Interstate Identification Signs. This update will allow the I-95 parcels the ability to share their permitted Interstate Identification Signs with an abutting property. The off- premises signage would be limited to a maximum of 50% of the Interstate Identity Sign's permitted square footage. This update also brings the sign program into compliance with the Reed Case requirements concerning content - based regulations for sign codes. The City's Sign Code was updated to remove the development review board requirement and this update will bring the program into compliance with that update.



Future Land Use



Zoning Map

STAFF RECOMMENDATION

Staff does find the proposed amendment to the approved sign program to be consistent with the direction and intent of the City's Land Development Regulations and complies with the requirements of Section 155.03(H) and recommends approval.

PLANNING AND ZONING BOARD ACTION OPTIONS

- Motion to recommend approval as proposed
- Motion to recommend approval with the recommended condition
- Motion to recommend approval with an amended condition
- 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.