

Midway Business Park

Master Sign Program

City of Port St. Lucie project number: P14-095-A1

Applicant:

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New York, NY 10017

Property Owners Association:

LTC Joint Venture 700 Island Landing Drive
Saint Augustine, FL 32095-9638

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Revision / Approval Timeline:

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06/18/2014	Initial Submittal
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07/28/2014	3rd Submittal- P& Z

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

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Introduction

We are pleased to submit this master sign program to address the specific needs of identification, wayfinding and to some degree highlighting an existing business park and economic jewel located within the City. A master sign program is critical to the continued success of Midway Business Park due primarily to the location of the property. Although immediately adjacent to Interstate 95, Midway Business Park is somewhat remote and accessed only from Midway Road or Glades Cut- off Road. Location coupled with the fact that the property has current businesses (such as La Mesa RV) whose success is drive directly from convenient access and customers being able to easily navigate to their business, clear signs and coherent wayfinding is crucial.

This Master Sign Program provides a comprehensive overview of all signs within the Midway Business Park. The Program is composed of one major section - Proposed Signs. 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 project.

Procedure

All proposed signs will follow the City of Port St. Lucie sign permitting procedures in place at the time of permitting. ~~All applicants/ businesses will be required to obtain Midway Business Park written design approval and a set of stamped approved sign plans to accompany any formal sign permit request submitted to the City.~~

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.

General Requirements (Apply to all categories within this master sign program)

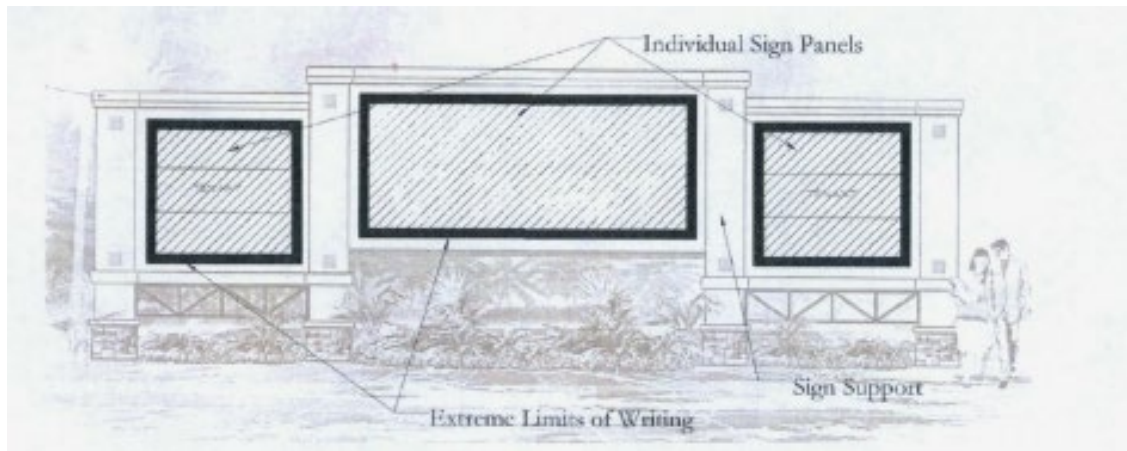
Utility Setbacks:

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 directional and/or informative signs occurring within the rights-of-ways may encroach within these setbacks with Utility Department and Public Works 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 and City may, at its discretion, require additional horizontal setback.

Sign Area Calculations:

"Midway Business Park" is the brand identity and logo and shall be used and defined throughout the sign program. This brand identity/logo shall not be counted in allowable square-footage or sign face square footage calculations if used with other marketing, directional or messaging components. If the brand identity/logo is used by-itself (as in facade signage), it shall be counted towards the allowable sign area. ~~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).~~ The "allowable sign area" shall include the entire area within each clearly denoted individual sign panel on upon a monument sign

when provide. Each panel on a single sign face will be added together for proposed sign area. (See example below) For all monument signs that do not have clearly denoted sign panels and any façade signs the “allowable sign area” shall include the entire area within a circle, rectangle, or triangle enclosing the extreme limits of writing, representation, or character, together with any other material or color forming an integral part of the display or used to differentiate the sign from the background or structure against which it is placed; excluding the necessary supports or uprights on which such sign is placed.



Example 1 (One Sign Face; Sign Area to be totaled between the three panels)

Allowable Sign Area

- Maximum allowable sign areas are per face
- Maximum allowable sign faces are (2) two.

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 Public Works Department and signs located within Midway Road and Glades Cut-Off-Road may require approval from St. Lucie County and Florida Department of Transportation.

Height:

All signs are limited to both placement height (façade signs) and overall height per each sign design criteria listed within this document. **Maximum height described within each section shall not be exceeded. Sign locations (as shown on the sign location plan) are conceptual. A specific sign elevation and/or plan will be provided at time of permitting.**

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.

Lighting:

Any proposed lighting will be designed to not adversely affect the community aesthetics, create an unsafe driving

condition or project lighting into adjacent residential areas.

Address Incorporation:

~~The following section is from the City of Port St. Lucie Sign Code and is provided as a convenience. Applicants must refer to the latest adopted City of Port St. Lucie Sign Code.~~

~~Address to be incorporated in the sign design. Helvetica Medium typeface for address numbers.~~

~~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.~~

Inappropriate Sign Materials:

- Exposed Plywood
- Galvanized Sheet Metal

Prohibited Signs:

~~—Church Directional Sign~~

- Flashing Sign
- Roof Sign

~~—Credit Card Sign~~

~~—Fraternal Organizations~~

- Bench Signs

~~—Portable Signs~~

- Snipe Signs

- Sign with temporary, plastic, changeable letters ~~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 handheld/portable signs at intersections or along roadways~~

Temporary Signs:

Temporary signs including balloons and inflatable signs, will be allowed. For other temporary signs, please refer to current applicable City of Port St. Lucie sign code for criteria.

Proposed Signs

Throughout the project, a series of sign types occur that each function in a unique and different capacity, yet all are tied together through a common aesthetic.

Property Identification

- Primary
- Secondary

Property Directional

Parcel

Interstate Identity

Business Interstate Identification

Directional/Informational

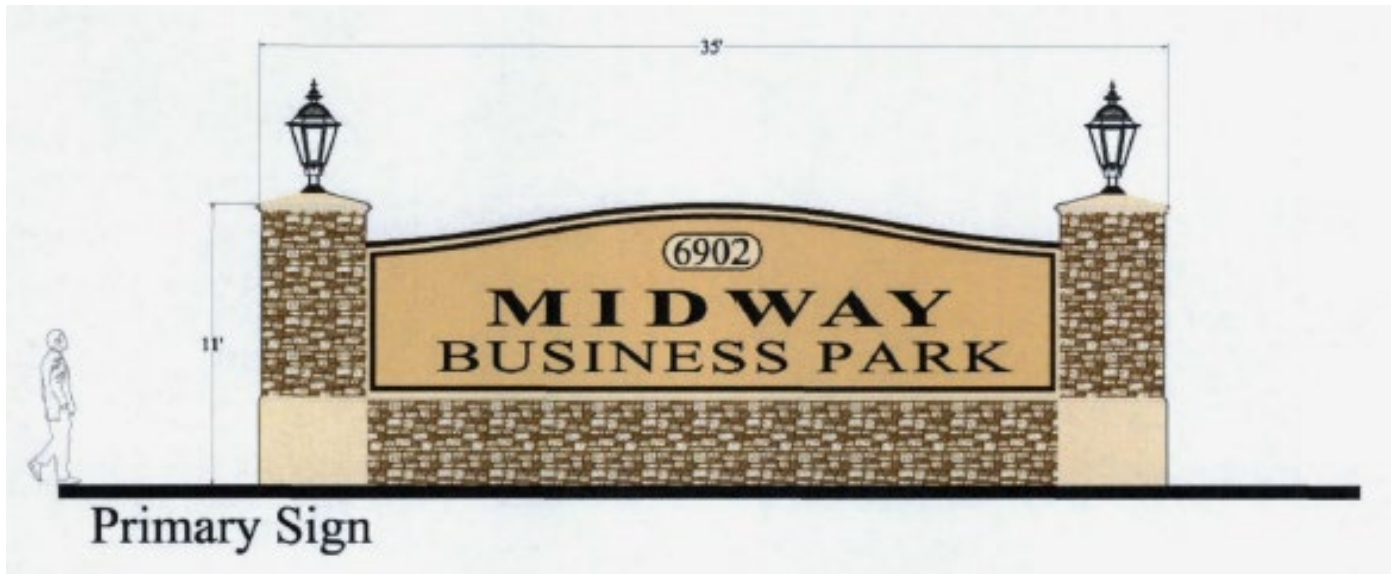
~~Sales / Event~~ Banner Sign

Decorative Standards

~~Temporary Informational~~

~~Temporary Mini Directional/Informational~~

Property Identification: Primary



Use:

Identifies the property and location to customers traveling on Midway Road and Glades Cut-off Road.

Locations:

Adjacent to Midway Road and Glades Cut-off Road. *Adjacent LTC Parkway (at North and South locations).*

Quantity:

Three (3)

Size:

15' height x 45' width.

Maximum Height:

20'

Allowable Sign Area:

200 SF (per face) -Maximum two (2) faces

Materials:

CMU, Metal Cabinet, Decorative Posts and Panels, architectural foam or other materials not prohibited through this document.

Colors:

As shown on permitting drawings. ~~and compatible with Midway Business Park brand identity and/or building colors, extremely intense colors that may distract drivers are prohibited.~~

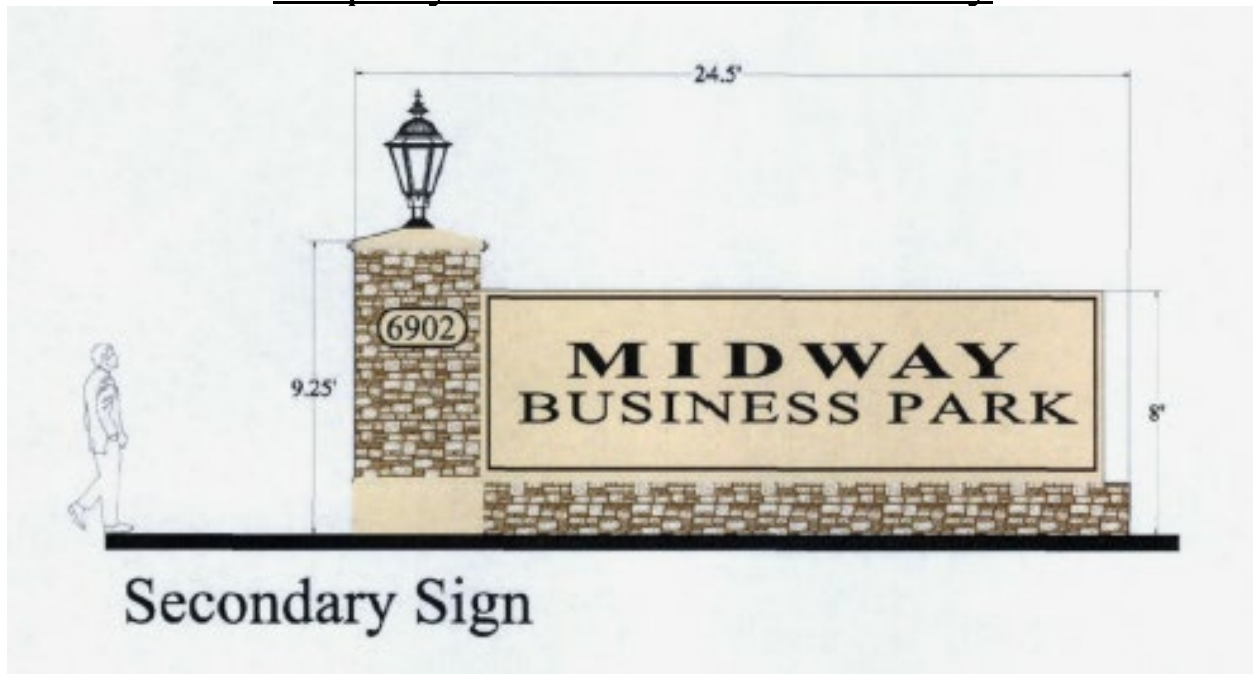
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~~48" Maximum copy height~~

Miscellaneous:

Sign Illumination may be either ground lit or internal depending on sign construction methods.

Property Identification: Secondary



Use:

Identifies the property and service entrance location to customers traveling on Midway Road and Glades Cut-Off Road. Identifies the property and service entrance location for service trucks from I-95 along Midway Road to the truck access and LTC Parkway connector road prior to LTC Parkway and Midway Road Intersection.

Locations:

Midway Road and Glades Cut-Off Road within entrance drive median or adjacent to entrance. Adjacent to Midway Road on truck access and LTC Parkway connector road.

Quantity:

Two (2)

Size: (refer to page 2)

10' height x 25' wide.

Maximum Height:

10'

Allowable Sign Area:

100 SF (per face) - Maximum two (2) faces

Materials:

CMU, Metal Cabinet, Decorative Posts and Panels, architectural foam or other materials not prohibited through this document.

Colors:

As shown on permitting drawings. ~~and compatible with Midway Business Park brand identity and/or building colors, extremely intense colors that may distract drivers are prohibited.~~

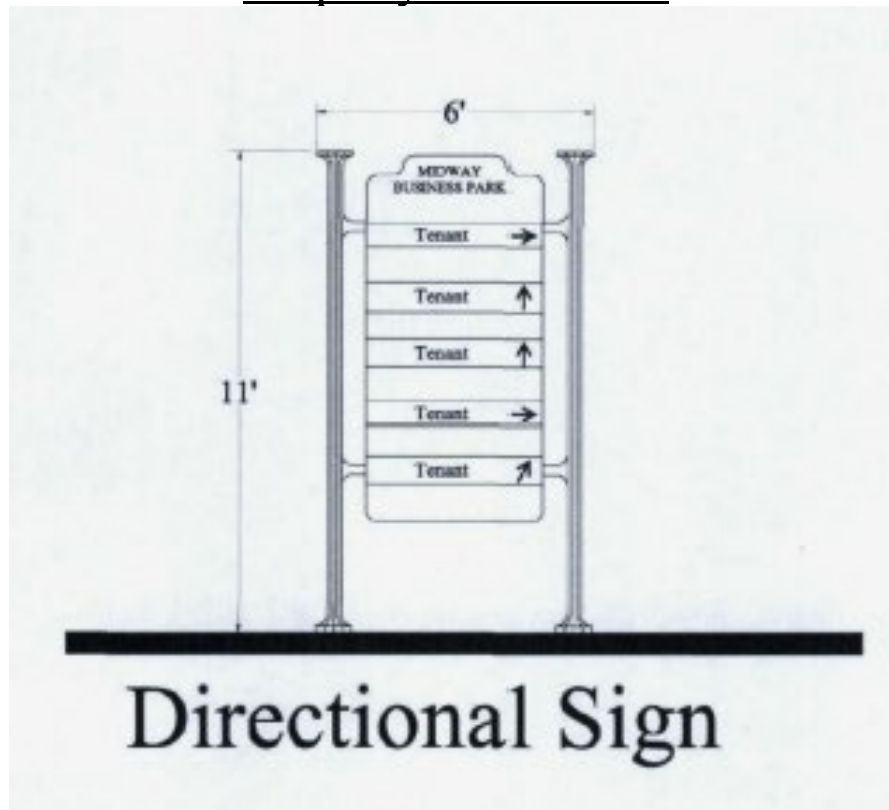
Copy:

~~36" Maximum copy height~~

Miscellaneous:

Sign Illumination may be either ground lit or internal depending on sign construction methods.

Property Directional



Use:

Provides directional information throughout the project.

Locations:

Within LTC Parkway, Delcris Road and Midway Road right-of-way.

Quantity:

At the discretion of each parcel owner / tenant, not to exceed 12

Size: (refer to page 2)

11' height x 6' width.

Maximum Height:

12'

Allowable Sign Area:

48 SF

Materials:

Architectural foam, decorative aluminum posts, or other materials not prohibited through this document.

Colors:

As shown on permitting drawings. ~~and compatible with Midway Business Park brand identity and/or building colors. extremely intense colors that may distract drivers are prohibited.~~

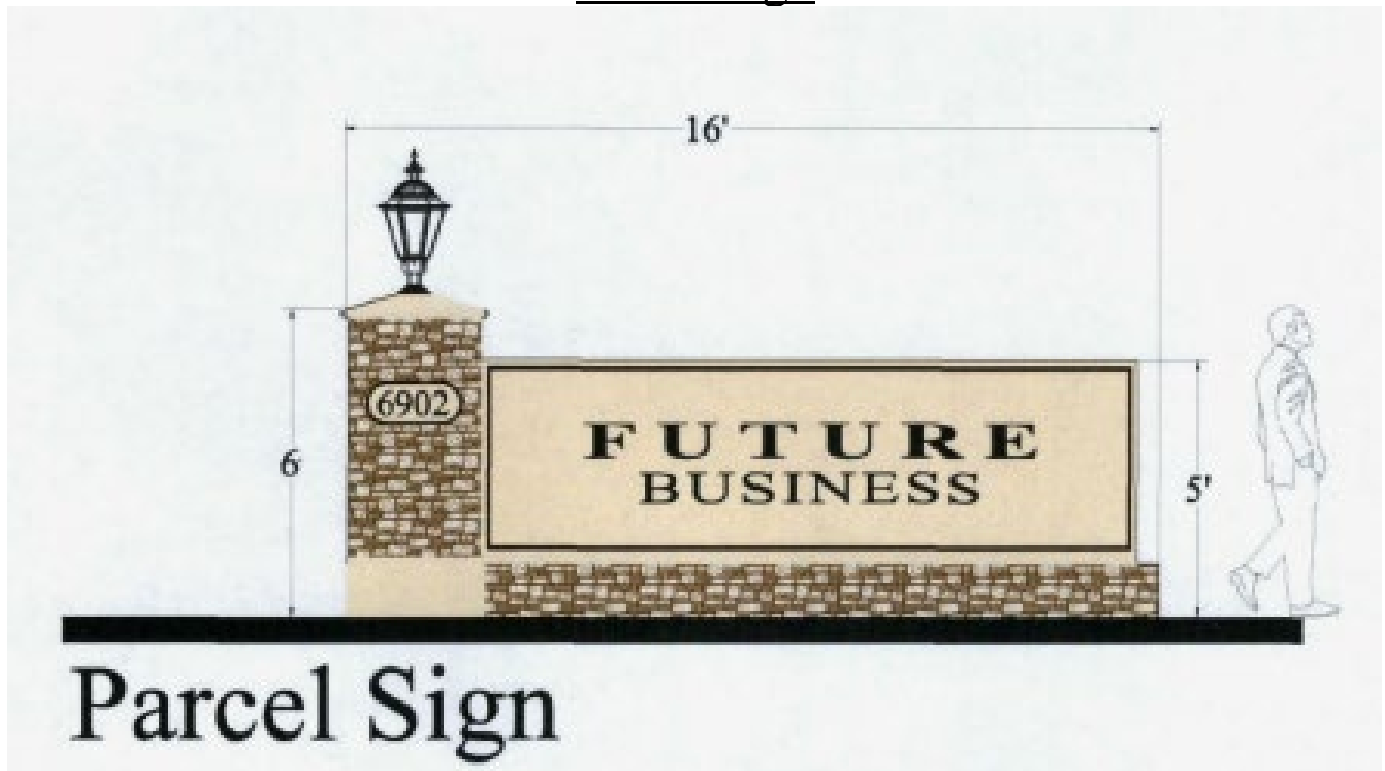
Copy:

~~12" maximum copy height~~

Miscellaneous:

LTC P.O.A. ~~Midway Business Park~~ will be responsible for each sign. Sign illumination may be ground or internal and determined by master developer.

Parcel Sign



Use:

Identifies individual properties within Midway Business Park from LTC Parkway, Delcris, Midway Road, and Glades Cut- off Road.

Locations:

Adjacent to primary roadway on each individual property

Quantity:

One (1) Two (2) per parcel/individual property.

Design:

~~Signs must be professionally designed and made by a sign contractor. Overall design is to be consistent with the Midway Business Park parcel sign standards of appeal by master developer.~~

Allowable Sign Area:

60 SF

Maximum Height:

8' Height

Fabrication:

~~Industry standards fabrication methods allowed. Use of internal illumination through LED or fluorescent is acceptable. Halo lighting with pin-mounted letters is acceptable.~~

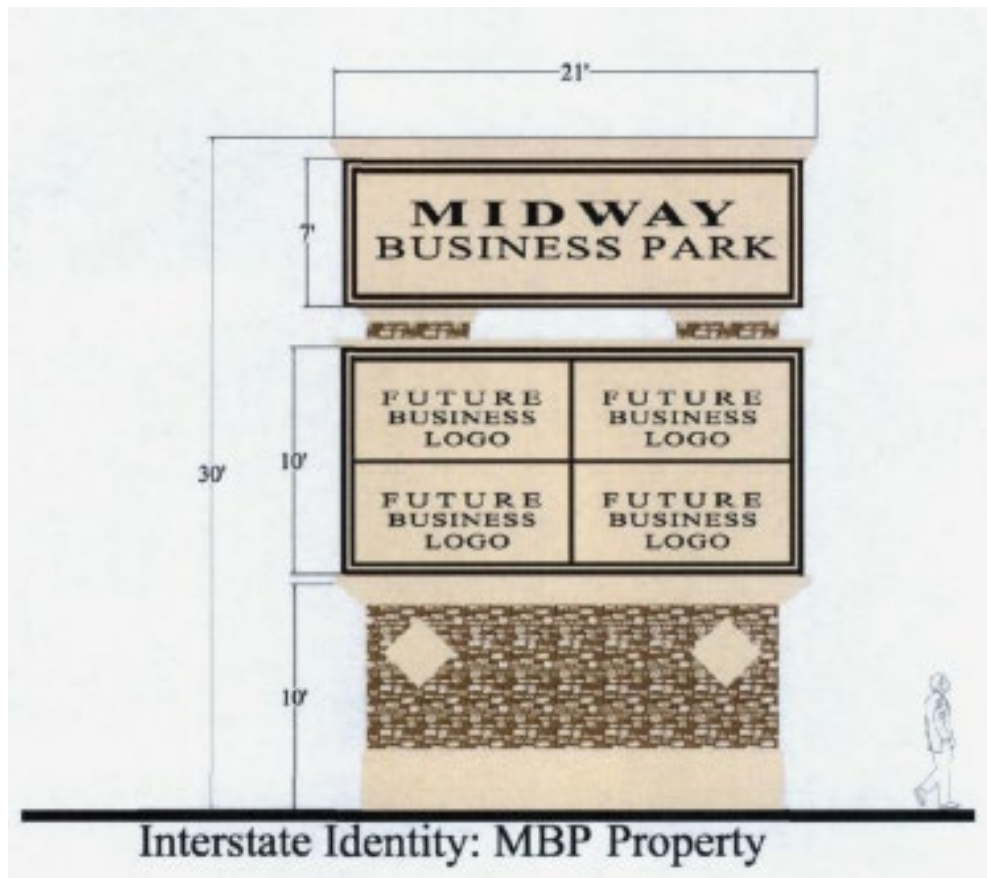
Colors:

As shown on permitting drawings. ~~and compatible with Midway Business Park brand identity and/or building colors, extremely intense colors that may distract drivers are prohibited.~~

Miscellaneous:

Parcel sign to be maintained by individual property owners.

Interstate Identification



Use:

Identifies Midway Business Park and select tenants to customers traveling on I-95. Provides an opportunity to showcase and identify the City of Port St. Lucie along I-95.

Locations:

On **property** parcels **directly** adjacent to I-95 frontage.

Quantity:

One (1) per parcel with I-95 frontage.

Size:

30' height x 21' Width

Maximum Height:

30'

Allowable Sign Area:

500 SF (per face) maximum to (2) faces.

Materials:

LED Changeable Copy Display.

Colors:

As shown on permitting drawings. **and compatible with Midway Business Park brand identity and/or building colors. extremely intense colors that may distract drivers are prohibited.**

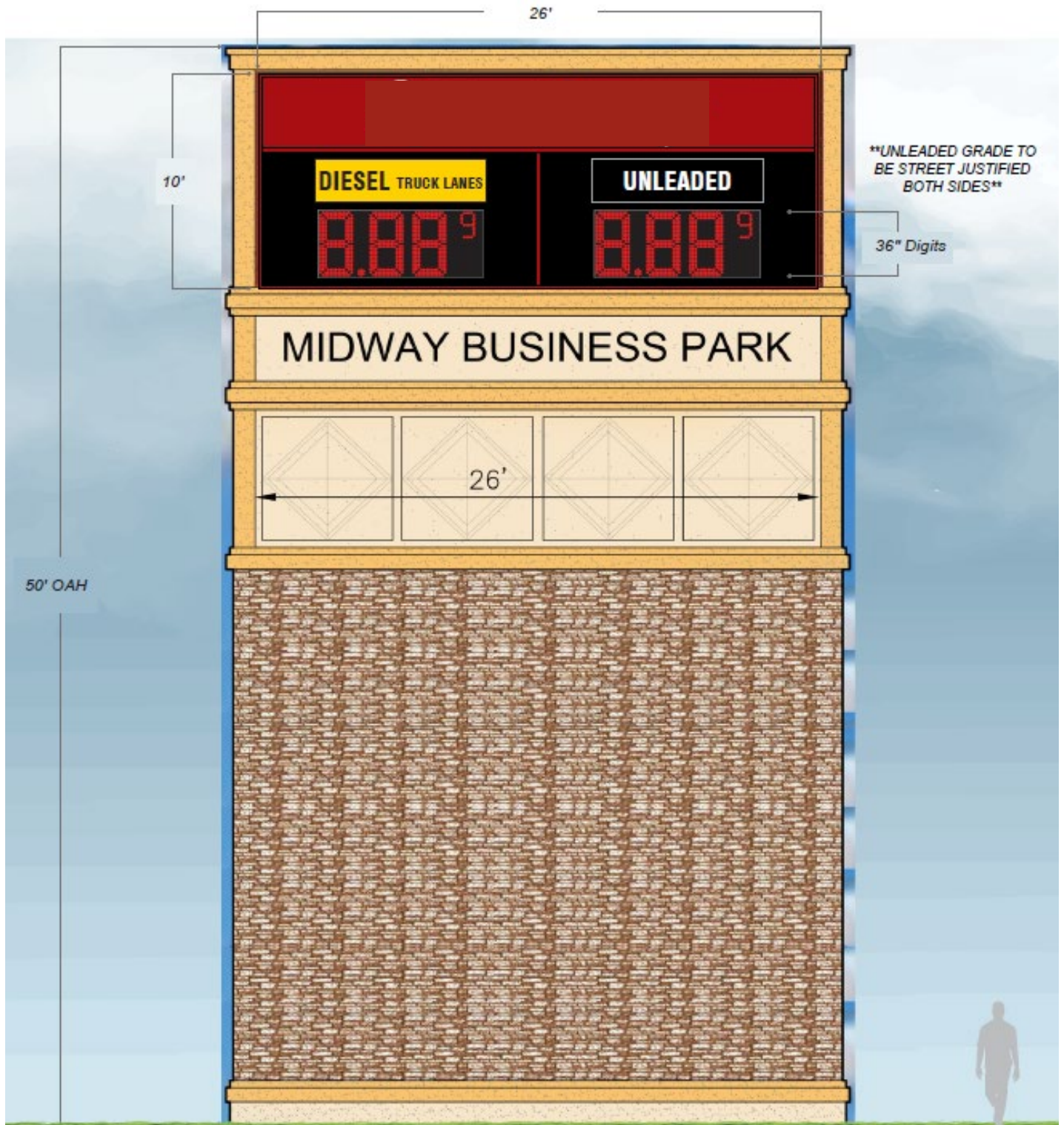
Miscellaneous:

Sign illumination may either be ground lit or internal depending on sign construction methods.

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Midway Business Park (LA 14-315)

Business Interstate Identification



Use:

Identifies Gas Stations (as part of the Midway Business Park) to customers traveling along I-95. It provides an opportunity to showcase and identify the City of Port St. Lucie along I-95.

Locations:

On tract F3, located via signage easement. Adjacent to I-95 off-ramp frontage.

Quantity:

One (1)

Size:

Height: 50'

Width: 26'

Maximum Height:

50'

Allowable Sign Area:

260 SF in total.

150 SF of the total 260 SF allowed to be LED display panels.

Materials:

As shown on permitting drawings. LED changeable Copy Display allowed.

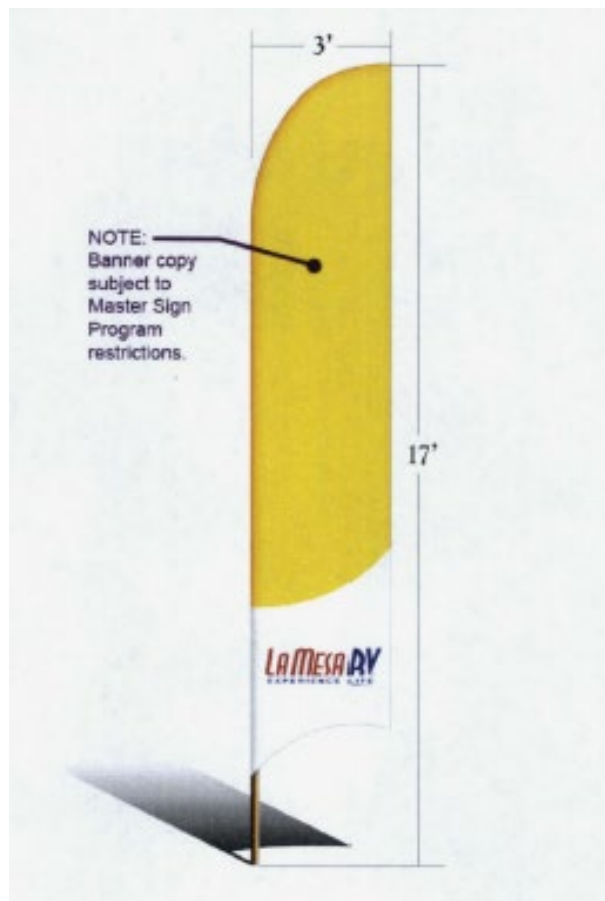
Colors:

As shown on permitting drawings.

Miscellaneous:

Sign illumination may either be LED display panels, ground lit, or internal depending on sign construction methods.

Banner Sign



Use:

Identifies and markets individual properties within Midway Business Park and/or Midway Business Park sales opportunities while providing way-finding and directional guidance.

Locations:

Adjacent to and within LTC Parkway, Glades Cut-off Road, Delcris and Midway Road.

Quantity:

~~To be determined by Midway Business Park.~~ Individual properties shall not exceed four (4).

Size: (refer to page 2)

20' height pole x 3' width (maximum)

Allowable Sign Area:

45 SF (maximum)

Materials:

High grade products such as fiberglass or aluminum poles or approved alternate.

Colors:

~~As shown above.~~

Miscellaneous:

~~Signs must be removed nightly.~~

Decorative Standard



Use:

Decorative element.

Locations:

Attached to project light poles throughout the project.

Quantity:

At property owner's / tenant's discretion, Maximum two (2) per light pole. No more than 50% of all streetlights can have them.

Size: ~~(refer to page 2)~~

30" wide x 60" long (represents banner size - not element banner is attached to)

Maximum Height:

30"

Allowable Sign Area:

12.5 SF (30" x 60") per face/side.

Materials:

Fabric panels, metal mounting structure

Colors:

Varies.

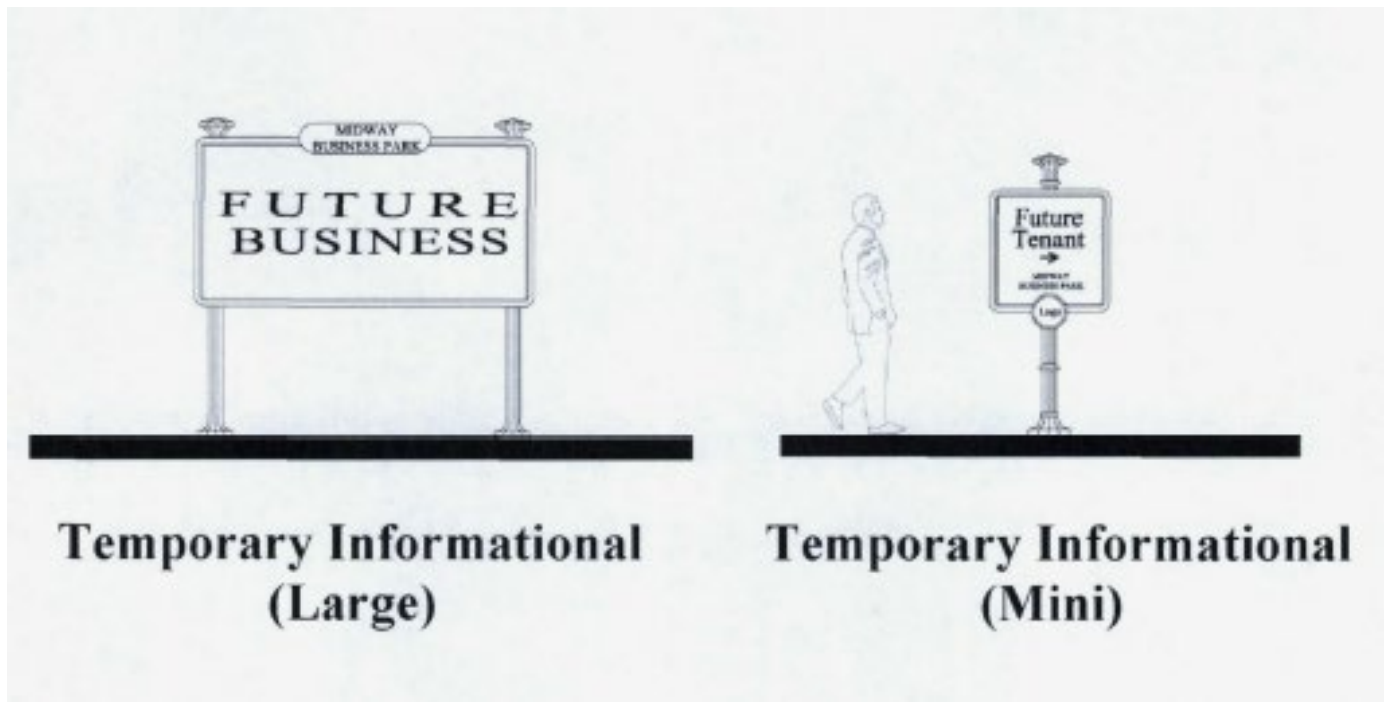
Copy:

~~Brand or company identity/logo, promotional sales information and/or seasonal events.~~

Miscellaneous:

~~Midway Business Park will maintain installed banners and will remove all banners in the event of hurricane or other inclement weather at their expense. Midway Business Park may re-install after the threat of storm has passed.~~

Temporary Informational



Use:

Identifies individual builders or locations within Midway Business Park providing vehicular direction to those destinations.

Locations:

On individual parcels.

Quantity:

To be approved by Midway Business Park two (2) per parcel.

Size: (refer to page 2)

15' height x 8' width (large)

6-8' height x 3' width (mini)

Allowable Sign Area:

32 SF (large)

12 SF (mini)

Materials:

High grade wood products or approved alternate.

Colors:

To be approved by Midway Business Park

Copy:

4-6" letter size and style to be approved by Midway Business Park.

Miscellaneous:

Individual Property Owner's will be responsible for the maintenance. Sign illumination may be determined by Midway Business Park.

Proposed Sign Type	Current Code Sign Type	Code	Proposed	Comments
Primary Identification	Midway Business Park MSP.	Up to 200 SF (Over 20 Acres)	200 SF 20' Height	
Secondary Identification	No Comparison		125 SF 10' Height	
Façade Signs	Façade (Commercial) Per Façade.	Up to 200 SF 1 Sign	1,000 SF	
Directional	No Comparison Exists		48 SF	This request is consistent with other MSP in providing clear, unified directional signage where and when needed within a large property with multiple destinations.
Parcel Sign	Free Standing (Commercial)	Up to 100 SF (5 to 9.9 Acres)	60 SF 6' Height	
Interstate Identity	LaMesa RV MSP			This sign type was allowed within the LaMesa RV MSP (Which is within the Midway Business Park)
Event/Sales Banner	Model Home Flag / Other MSP			This request is consistent with other MSP
Decorative Standards	No Comparison Exists		12.5 SF Max No More than 50% of Street Lights.	There are decorative banners attached to streetlights throughout the project, used to denote special events, sales promotions and / or seasonal items.
Temporary Informational	Temporary Signs			Consistent with code and other MSP
Temporary Mini Directional / Informative / Environmental	Approved MSPS		9 SF (Single) 12 SF (Multiple)	This request is consistent with other MSP in providing clear, unified signage where and when needed.

Sign Type	Prior Approved Master Sign Plan	City Code	Proposed	Comments
Property Identification: Primary	200 SF 20' max height 3 signs total	N/A	200 SF 20' Height 15' x 45' Dimension	
Property Identification: Secondary	100 SF 10' max height 2 signs total	N/A	100 SF 10' Height 10' x 25' Dimension	
Property Directional	48 SF	N/A	48 SF	
Parcel Sign	60 SF 8' max height	32 SF each street frontage 10' Height	60 SF 8' Height	
Interstate Identification	500sf 30' Height max	N/A	500sf 30' Height max	
Gast Station Interstate Identification	N/A	N/A	260 SF 50' Height 50' x 26'	
Event/Sales Banner	45 SF (maximum) 20' Height	N/A	45 SF (maximum) 20' Height	This request is consistent with other MSP
Decorative Standards	12 SF 30" Height	N/A	12.5 SF per 30" Height	There are decorative banners attached to streetlights throughout the project, used to denote special events, sales promotions and / or seasonal items.