



TRADITION

Master Sign Program

6th Amendment

February 18, 2021

Owner:

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City of Port St. Lucie Application #P-16-042-A1

Revision/ Approval Timeline:

Date:	Action:
02.14.05	City Council Approval (ordinance 05-12)
01.22.07	City Council Approval - 1 st amendment (ordinance 07-02)
06.11.07	City Council Approval - 2 nd amendment (ordinance 07-68)
06.09.08	City Council Approval – 3 rd amendment (ordinance 08-45)
	City Council Approval – 4 th amendment (ordinance 13-33)
09.12.16	City Council Approval – 5 th amendment (ordinance 16-042)
07.05.17	Updated Contact Information

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

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Introduction

This Master Sign Program provides a comprehensive overview of all signs within The Tradition Community. The Tradition Community consists of Tradition, Southern and Western Grove. The Program is composed of three major sections – Community Signs, New Development Signs, ~~and~~ Photograph References, and supplemental Exhibits. The first section describes Community Signs provided by Tradition. The second section provides sign guidelines for those developing projects within The Tradition Community. The third section displays various examples of sign types described throughout the master sign program. The Exhibits illustrate Electronic Changeable Copy and Adjacent Parcel Signage. 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 community. The master sign program offers many opportunities for creativity and individuality.

Procedure

All proposed signs, prior to application for a sign permit from City of Port St. Lucie, must be approved in writing by the Tradition Design Review Committee (TDRC) which will review signs based on the criteria that follows. Letter of Approval by the TDRC is to be used for obtaining City of Port St. Lucie sign permits. No sign permit shall be allowed without a TDRC Letter of Approval and stamped plans. All applicants shall familiarize themselves with and obtain a copy of the current review fees from the TDRC. 10807 SW Tradition Square, Port St. Lucie, FL 34987, 772-345-5101.

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 by the TDRC.

General Requirements (Apply to all categories within these guidelines.)

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

Sign Area Calculations:

Tradition community seals and “Tradition” community name are encouraged to be used throughout the sign program. These decorative theme reinforcing elements shall not be counted in allowable square-footage or sign face square footage calculations. 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 on following page)



Allowable Sign Area Exhibit

-Maximum allowable sign areas are per face, ~~per structure~~.

Sign Location & 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 City Engineering Department. Any signs occurring within FDOT Limited Access Right-of-way shall require approval from FDOT prior to sign permits being issued.

Community Building/Civic Structures Places of Significant Impact:

Civic buildings and/or structures such as schools, fire stations, hospitals, post offices, police stations, institutional uses, and community centers may have additional and/or modified signage due to the significance and location of the proposed facility and the integration of the signage into a community focal point. Additional and/or modified signs for civic buildings will be allowed based on review and approval by the TDRC and the City of Port St. Lucie. City of Port St. Lucie approval shall be through the Site Plan Review Committee (SPRC) process and shall conclude with SPRC approval.

Height:

No part of any sign affixed to a building shall exceed the height of the deck line to which the sign is affixed. No sign shall project above the deck line for mansard roofs. The portion of a mansard roof located below the deck line shall be eligible for placement of a façade sign. Façade signs are not limited to a placement height.

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 as an effort to allow creativity and flexibility in the sign program; however, “allowable sign area” may not be altered.

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 (LED’s), 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/non-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 measured 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.

Digital Display Kisok:

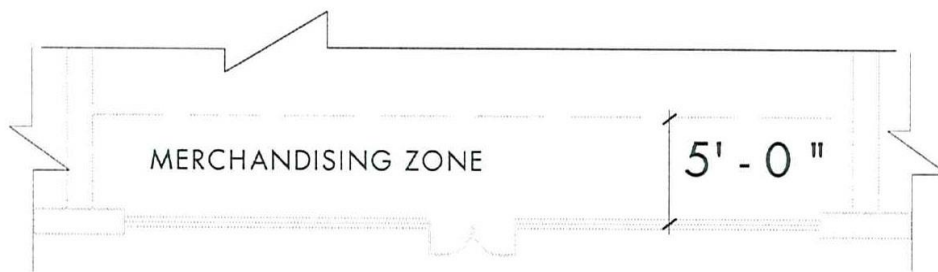
An Electronic Display Sign with the capability to communicate sequential messages. The message may include multiple lines of text information and incorporate the entire allowable sign area. Non-animated images or graphics may be incorporated to enhance the text message. The hold time of an individual message or display shall be no less than 8 seconds. Any change of message shall be completed immediately without pauses and all parts of the message shall change simultaneously. Animations and transitional effects between messages are prohibited.

Community Icon – ‘T’ Sign:

A multimedia digital display sign communicating still, animated, or video messages and text information via television or monitor displays. May include audio messages and music, as well as interactivity technology.

Merchandising Zone:

The Merchandising Zone is the front of the tenant space that extends from the lease line to all points 5'- 0" into the space and is subject to review and approval by the TDRC. The Merchandising Zone includes all display windows, retail graphics, display fixtures, materials, finishes, color and lighting fixtures within the area.



Merchandising Zone Exhibit

Address Incorporation:

Address to be incorporated in the sign design.

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.

Commercial plazas shall include the name of the plaza on the primary sign.

Prohibited Signs (unless otherwise described in detail within this document):

- Flashing Sign
- Roof Sign
- Credit Card Sign
- Fraternal Organizations
- Bench Sign
- Portable Sign
- Snipe Sign
- 'V'- Shaped Sign
- Exposed Plywood
- Galvanized Sheet Metal
- Fluorescent Lit Sign
- Vacuum Formed Plastic
- Balloon/inflatable sign (Only as temporary event signs)
- 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 hand-held/portable signs at intersections or along roadways.

Community Signs

Throughout the Community of Tradition, a series of signs are provided that identify the community and provide clear direction while echoing the character and materials of the community. The following pages in this section show these proposed signs.

	Use:	Locations:	Number of Signs Allowed:	Max Height:	Allowable Sign Area:	Lighting: Internal/External
Sign Type:						
Community Markers	Identifies Tradition Community	Adjacent to I-95, key entries and boundary points. Northern Tower - Exists SW Discovery Way - Exists Becker Road - Proposed	Four (4)	74'	100 SF (per face) Max. (4) faces - and/or text	Internal/External
Welcome Sign	Identifies Tradition Community as one enters the project along <u>Tradition Parkway major roadways</u>	Crosstown Parkway, Tradition Parkway, Becker Road, Village Parkway, Parr Drive, North/South Road A, E/W #2,3, Westcliffe Lane, Fern Lake Drive, Community Blvd, Open View Road	Eight (8) total. One sign on each side of roadway, and/or one sign in median.	35'	72 110 SF maximum per sign face.	Internal/External
Community Icon - 'T' Sign	Introduces the new brand identity for Tradition and provides community event and important messaging.	Intersection of Tradition Parkway and SW Village Pkwy	One (1)	74'	3,000 SF	Internal/External
Digital Display Kiosk	Digital Kiosk identifying the multi-use trail and/or destinations along or within the trail.	At trailheads, destinations, or along the trail	Twelve (12)	8'	150 SF	Internal/External
Community Directional	Identifies Tradition Community as one exits Interstate 95 or enters the community from other roadways such as Crosstown Parkway as well as provides directional wayfinding and identity consistency along major community roadways.	All major public roadways.	Twenty Four (24)	12'	80 SF	External
Primary Directional	Guides vehicles and pedestrians to select destinations some of which may be isolated or separate from major traffic circulation.	All major public roadways.	Thirty (30) Forty-Eight (48)	8' 12'	36 SF	External
Decorative Standards	Decorative element for community events, holidays lifestyle and social messages.	All Tradition roadways.	Varies. Based on selected poles along various roads within the community.	N/A	12.5 SF (30"x60") per face/side	Non-illuminated

Signs for New Development

Throughout the Community of Tradition, new development is encouraged to provide signs that identify their project while echoing the character and materials of the community. The following pages in this section show these proposed signs.

Residential

	Use:	Locations:	Number of Signs Allowed:	Max Height:	Allowable Sign Area:	Lighting: Internal/External
<i>Sign Type:</i>						
Residential Primary Entry Sign	Identifies residential subdivisions within the overall community of Tradition from major roadways.	Internal roadway medians and/or both sides of a residential entrance within the individual property.	(2) one sign on each side of roadway, or (1) one sign in median.		150 SF per sign face.	Internal/External
Residential Secondary Entry Sign	Residential subdivisions identification in the form of architectural features, water features, lighting, public art, landscaping and/or other aesthetic enhancements.	Prominent intersections within neighborhoods throughout Tradition.	Max. 8 per subdivision. One sign on each side of roadway, and/or one sign in median.	16'	64 SF	Internal/External
Residential Neighborhood Monuments	Identifies individual enclaves, changes to product, neighborhoods with a subdivision.	Prominent intersections within neighborhoods throughout Tradition.	Max. 8 per subdivision. One sign on each side of roadway, and/or one sign in median. Logo and Name only.	16'	64 SF	Internal/External
Residential Architectural Features	Identifies a residential subdivision from public Tradition Community Roadways.	Subdivision property and/or master developer property via recorded easement.	4 signs. Subdivision name and/or logo only.	45' (Structure) 30'(Signage on Structure)	64 SF	Internal/External
Lot Marker	Provides information specific to individual lots such as lot number, model home information, sales, builder contact and pricing information.	On individual lots within sales center area and subdivision.	One (1) per lot. No City permit required. TDRC approval only.	6'	6 SF	Non-illuminated
Construction Entrance Sign	Provides information specific to construction entrance.	Construction entrances.	One (1) per construction entrance. No City permit required. TDRC approval only.	8'	16 SF	Non-illuminated
Model Home Sign	Provides information specific to model home information, sales, builder contact and pricing information.	On individual lots within sales center area.	One (1) per lot within sales area. No City permit required. TDRC approval only.	8'	16 SF	Non-illuminated

Residential (cont'd.)

	Use:	Locations:	Number of Signs Allowed:	Max Height:	Allowable Sign Area:	Lighting: Internal/External
Sales Center Sign	Provides information specific to sales center, builder contact and pricing information.	On individual lots that contain staffed sales/model center and/or adjacent to Sales Center Entrance within the R/W.	One (1) per lot or entrance location.	8'	18 SF	External
Event/Sales Banner	Identifies and markets home sales opportunities and provides way-finding and directional guidance throughout community and subdivisions.	Subdivision entrance drives and sales center entry drives (within the R/W). On each model home and/or sales center lot.	Two (2) Banners within 200' of community entrances or sales center entrance. One (1) Banner at road intersections within subdivision from entrance(s) and continuing to sales area.	17'	45 sf (maximum).	Non-illuminated
Builder Sign	Identifies Tradition subdivision Builders from adjacent public roadways.	Adjacent to community roadways (on subdivision property).	One (1) Per subdivision.	8'	32 SF per face.	Non-illuminated
"Coming Soon" Interior Sign	Identifies interior subdivisions "coming soon" improvements such as amenity center/ clubhouse.	Interior locations within the subdivision such as the recreation or amenity parcel.	One (1) per major subdivision improvement such as clubhouse, recreation area or amenity parcel.	10'	80 SF per face.	External
Builder sales Sign	Communicates sales and brand message to public and potential buyers.	Within subdivision property only and not visible from adjacent community roadways.	Max. (4) four per subdivision or plat.	4'	32 SF per face.	External
Lifestyle Sign	Identifies the lifestyle amenity programs offered within the subdivision. No marketing information, such as phone numbers or home prices, shall be allowed. Builder name and lifestyle scenes only.	Throughout subdivision within R/W and along Tradition Community roadway frontage on subdivision property only, not within R/W.	Max. (12) twelve per subdivision or plat.	8'	32 SF per face.	External
Decorative Standards	Decorative element for community events, holidays lifestyle and social messages.	Attached to subdivision light poles along main and secondary roads and within common areas throughout the subdivision.	Varies. Based on selected poles along various roads within the community.	N/A	12.5 SF (30"x60") per face/side	Non-illuminated

Non-Residential

Sign Type:	Use:	Locations:	Number of Signs Allowed	Max Height:	Allowable Sign Area:	Lighting: Internal/External
Non-Residential Parcel Identification	Identifies individual parcels from community roadways.	Adjacent to roadway on each individual property.	(1) per parcel	9'5"	Max sign SF = 46 SF	Internal/External
Non-Residential Parcel Identification Electronic Changeable Copy Sign	Identifies individual parcels from community roadways.	Adjacent to roadway on each individual property.	(1) per parcel	9'5"	Max sign SF = 46 SF Max digital sign panel=23 SF Max 3 lines of copy, non-scrolling . Refer to (Electronic Changeable copy sign) definition and criteria page 3.	Internal/External
Non-Residential Multiple User Parcel Identification	Identifies Multiple users from community roadways.	Adjacent to primary roadway at major entry into property(in projects median or adjacent to road).	(1) median or (1) per entry side.	9.5'	2-4 users: 64 sf max. 5 or more users: 96 sf max	Internal/External
Non-Residential Informational/Directional	Identifies secondary entrances and/or informative elements such as deliveries or service areas.	Adjacent to secondary roadways or entrances within individual parcels.	Max 4.	7'	16 SF	Internal
Non Residential Blade Tenant Signage	Used to guide pedestrians to individual shop throughout the Village Center.	Above entry doors or adjacent to front entrance.	One per business.		N/A	Internal/External
Banner Sign	Communicates sales and brand message to public and potential buyers.	Within subdivision property only and not visible from adjacent community roadways.	Building frontage under 100 SF = (1) one sign. Building frontage over 100 SF = (2) two signs.	4'	32 SF per face.	Non-illuminated

Building Mounted Façade Signs

	Use:	Locations:	Number of Signs Allowed:	Allowable Sign Area:	Lighting: Internal/External
<i>Sign Type:</i>					
Non-Residential Building Mounted Façade Sign (less than 10,000 sf bldg)	Used to identify non residential building types less than 10,000 S.F. in size located throughout Non Residential areas.	Located on the front, rear and/or side building façades depending upon store location.	1 per business façade <u>or</u> section of a façade.	32 sf plus 1.5 sf for each additional linear foot of front facade over 20 feet. Not to exceed 200 S.F. maximum.	Internal/External
Non Residential Building Mounted Façade Sign (10,000sf to 25,000 sf bldg)	Used to identify non residential building types 10,000 S.F. to 25,000 S.F. in size located throughout Non Residential areas.	Located on the front, rear and/or side building façades depending upon store location.	1 per business façade <u>or</u> section of a façade.	32 sf plus 1.5sf for each additional linear foot of front facade over 20 feet. Not to exceed 500 S.F. maximum.	Internal/External
Non Residential Building Mounted Façade Sign (25,000 sf or greater)	Used to identify non residential building types 25,000 s.f. or greater in size located throughout Non Residential areas.	Located on the front, rear and/or side building façades depending upon store location.	1 per business façade <u>or</u> section of a façade.	32 sf plus 1.5sf for each additional linear foot of front facade over 20 feet. Not to exceed 1,000 S.F. maximum.	Internal/External
Awning or Canopy Signage	Used to identify individual shops/building type.	Located on front awning of building	1 per business	Maximum of 40% of awning surface, or 90% of awning width x 2'0" high.	Internal/External Option (A) Each letter is an independent lightbox the shape of the character. Option (B) Each letter is an independent open channel character w/ exposed neon.
Blade sign	To guide pedestrians to individual shops throughout the commercial development.	Above entry doors or adjacent to front entrance.	1 per business.	Maximum of 10'-0" sf. Minimum height clearance to sidewalk 8'6"	Internal/External

Temporary

(Permit allowed no more than 18 months)

	Use:	Locations:	Max Height:	Allowable Sign Area:	Lighting: Internal/External
Sign Type:					
Temporary Directional/Informational/Environmental	Guides vehicles and pedestrians to facilities and residential developments from secondary & tertiary roadways. May also be used for informational purposes such as identifying certain communities, environmental elements or specific locations within Tradition.	Throughout the community along roadways within the right of way.	12'	32 SF	Non-illuminated
Real Estate Development Sign	Property development related information such as, new leasing, coming soon, builder/contractor information, and owner information.	Parcels with I-95 frontage only.	12' 40'	100 SF 525 SF	Internal/External

Special District Signage

	Use:	Locations:	Number of Signs Allowed:	Allowable Sign Area:	Lighting: Internal/External
Sign Type:					
Hospital - Main Identification	Identifies the hospital from major and secondary roadways.	Adjacent to or within primary roadway accessing hospital.	6	A maximum sign area of 150 sq. ft. per face.	Internal/External
Hospital - Vehicular Directional	Guides vehicles and pedestrians to hospital and hospital associated uses some of which may be isolated or separate from major traffic circulation.	Multiple locations along community roadways.	12	Maximum sign square footage = 36 sq. ft. per face.	Internal/External
Landmark Sign	Identifies a single user or group of users (within the specific landmark district or designation) from major and secondary roadways.	Adjacent to or within community roadways, commercial association property, sign easements or individual properties.	1 per landmark parcel.	Not to exceed 500 S.F. maximum.	Internal/External
Adjacent Parcel Sign	Any sign used for the purpose of displaying, advertising, identifying or directing attention or providing directions to a business, service, activity or place, including products or services sold or offered for sale on an adjacent parcel other than on the parcel where the sign is displayed.	Allowed as additional square footage on Non-Residential Multiple User Parcel Identification sign or on real estate development signs as a single user. User's property must be immediately adjacent (shared property line).	1 adjacent parcel user per Non-Residential Multiple User parcel Identification sign.	Maximum 50% of allowable square footage on Non-Residential Multiple User Parcel Identification	Internal/External

Image References

(REVISED)

Community Marker



Welcome Sign



Community Directional



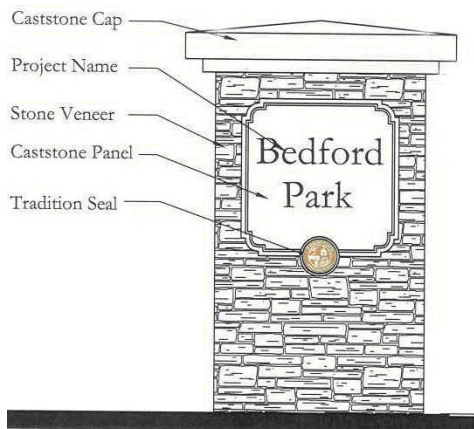
Primary Directional



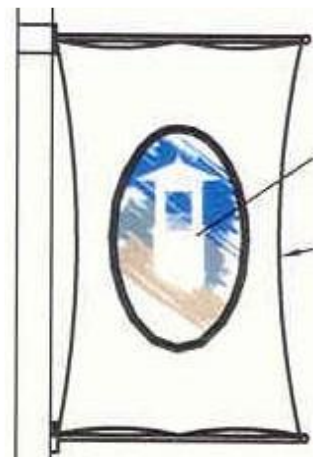
Residential Architectural Feature



Neighborhood Monument



Decorative Standard



Estate Sign



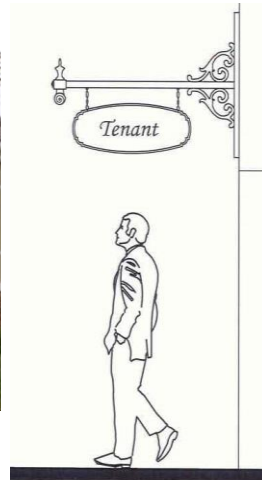
Non-Residential Parcel ID



Non-Residential Multi-User Parcel ID



Non-Residential Blade Tennant



Building Mounted Façade Sign



Temporary Directional/Informational/Environmental



Lot Marker Sign



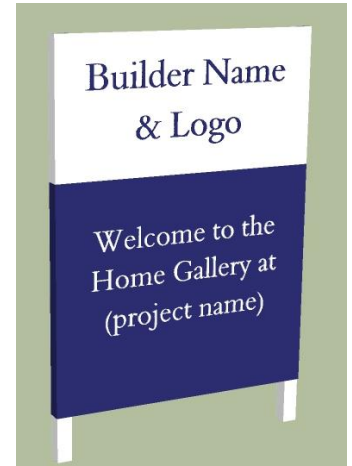
Construction Entrance Sign



Model Home Sign



Sales Center Sign



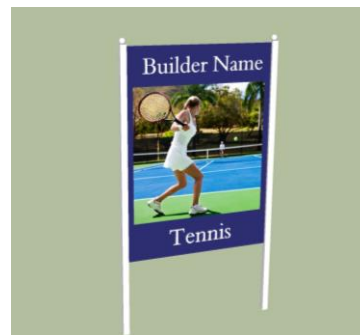
“Coming Soon” Interior Sign



Builder Sales Sign



Lifestyle Sign



Builder Sign



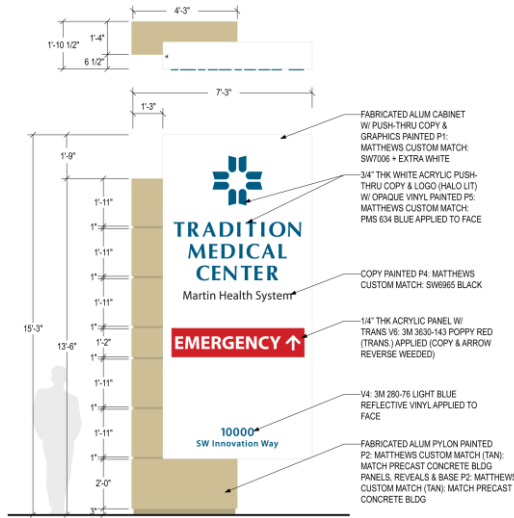
Real Estate Development Sign



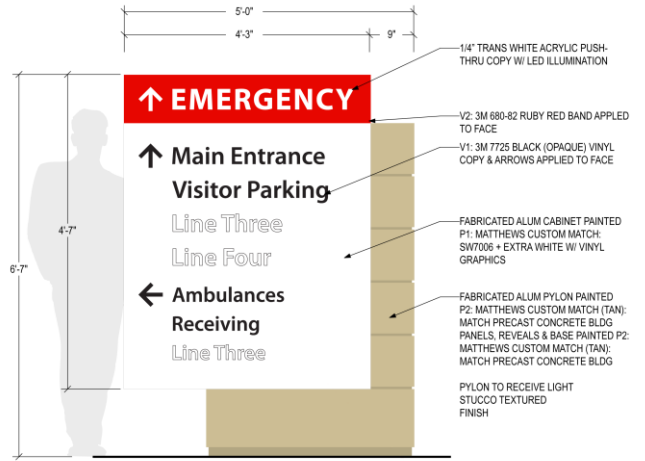
Model/Event/Sales Banner



Hospital Main ID



Hospital Vehicular



Awning Signage



Additional Façade Sign



Additional Blade Sign



Landmark Sign



Community Icon – 'T' Sign



Photograph References

(REMOVED)

Community Marker



Estate Sign



Non-Residential Multi-User Parcel ID



Welcome Sign



Community Directional



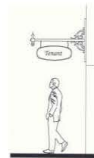
Primary Directional



Residential Architectural Feature



Non-Residential Blade Tennant



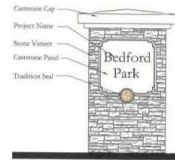
Temporary Directional/Informational/Environmental



Decorative Standard



Neighborhood Monument



Non-Residential Parcel ID



Building Mounted Façade Sign



(REMOVED)

Lot Marker



Construction Entrance Sign



Model Home Sign



Sales Center



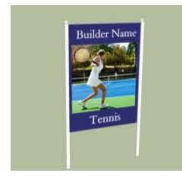
“Coming Soon” Interior Sign



Builder Sales Sign



Lifestyle Sign



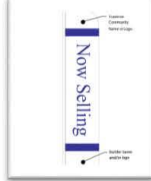
Builder Sign



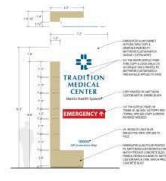
Real Estate Development Sign



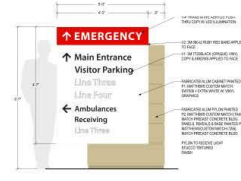
Model/Event/Sales Banner



Hospital Main ID



Hospital Vehicular



Awning Signage



Additional Façade Signage



Additional Blade Signage



Exhibit A

Landmark Sign



Tradition Master Sign Program

List of Changes from Amendment 5 to Amendment 6

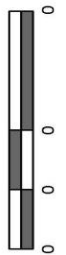
1. All proposed text changes noted with strikethrough and underline.
2. General reformatting to improve legibility.
3. Updated owner information.
4. Updated table of contents.
3. Language added to Sign Area Calculations
4. Language added to Community Building/Civic Structures.
5. Digital Display Sign description added.
6. Community Icon – ‘T’ Sign description added.
7. Community Sign Types added with modifications to Welcome and Primary Directional Signs.
8. Temporary Real Estate sign type modified.
9. Image references updated – Welcome Sign, Community Directional, Primary Directional.

Exhibit B



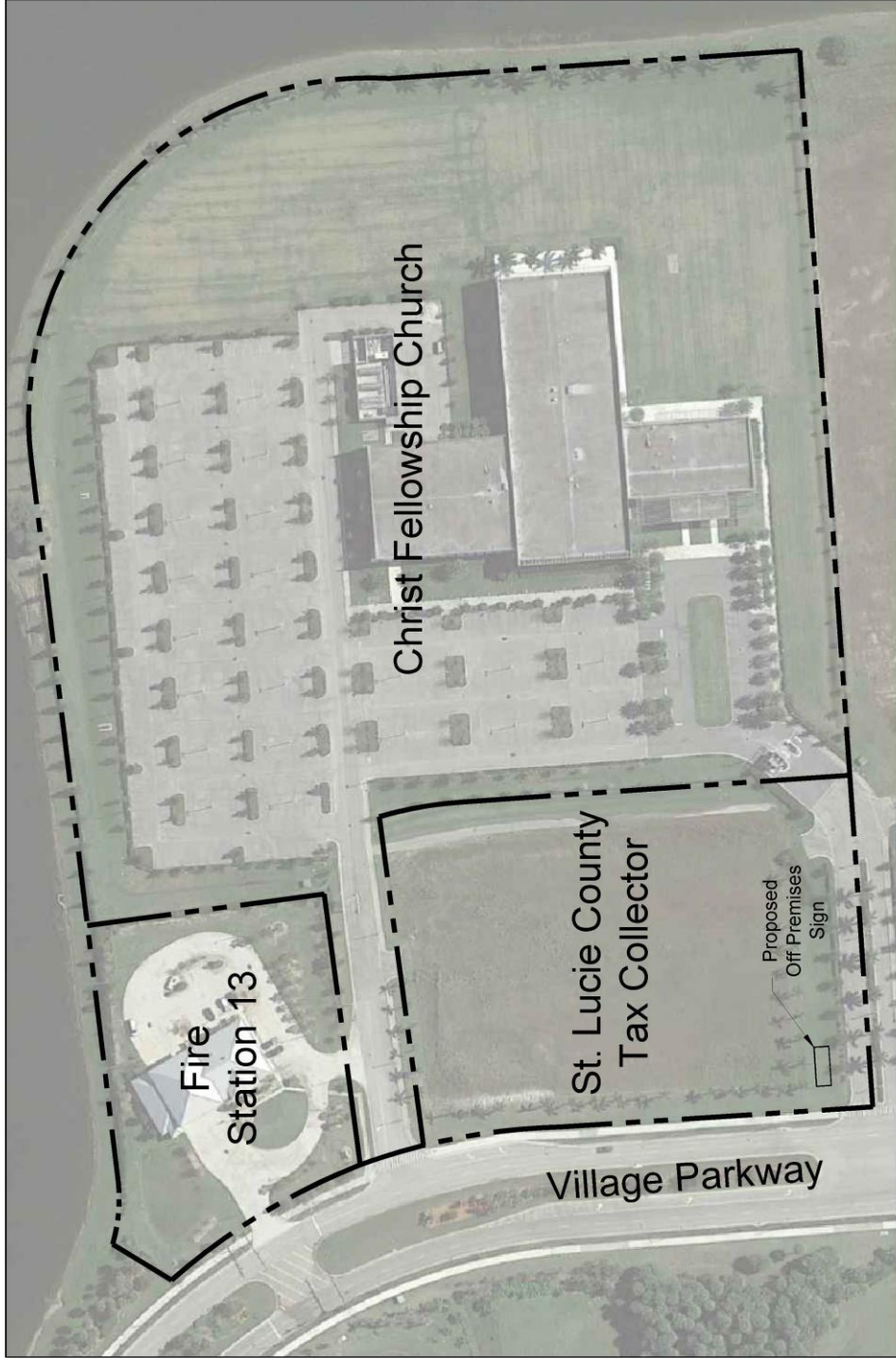
Exhibit C

Computer File Exhibit.dwg
 Project Number 06-0000
 Scale: 1" = n.t.s.

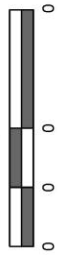


Tradition Master Sign Program

Electronic Changeable Copy Sign Exhibit



Computer File Exhibit.dwg
 Project Number 06-0000
 Scale: 1" = n.L.S.



Example of Adjacent Parcel Sign.

Tradition Master Sign Program

Adjacent Parcel Sign Exhibit