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# The Port District Master Sign Program (P23-116)

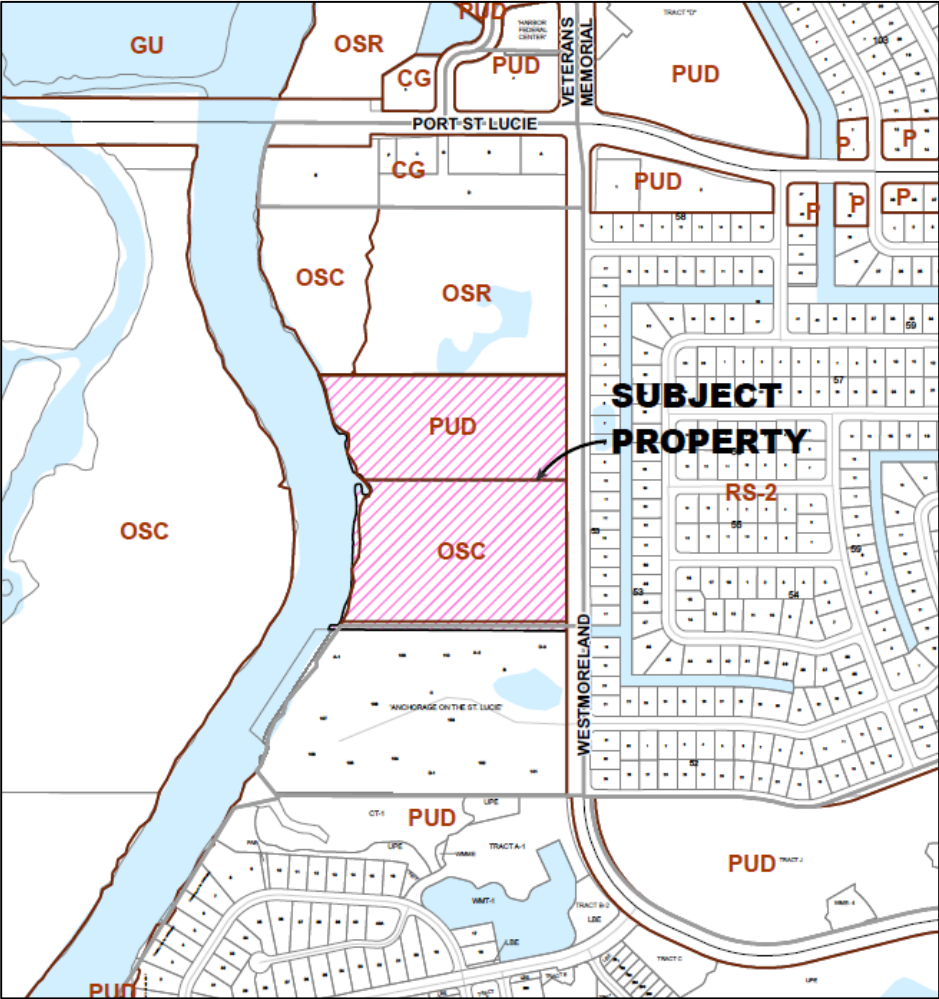
City Council Meetings of June 24, 2024 and July 8, 2024  
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# Summary

This is a request to create a Master Sign Program for the Port District Planned Unit Development (PUD). This program provides a mechanism for the mixed-use development to establish a structural framework for the provision of a coherent system of signs for all developments within the Port District and provides for signs that are complimentary to the natural riverfront setting that would supersede the City's sign regulations.

# Location Map

Direction	Land Use	Zoning	Existing Use
North	OSR/OSP	OSR/OSC	City of Port St. Lucie Botanical Gardens
South	RM	PUD	The Anchorage condominiums
East	RL	RS-2	Single-family residences
West	OSP	OSC	North Fork of the St. Lucie River



# Justification statement

The Port District's mixed-use nature and multiple destinations necessitate a deviation from the standard signage regulations, which limit ground signs to one per street frontage. Given that the development has a single property frontage on Westmoreland Boulevard, the existing regulation allowing only one ground sign is insufficient. The development comprises several distinct subdistricts, including the Historic Home and Lodge, Pioneer Park, the River Food Garden, the Board Walk, the Event Lawn, and the Overwater Stage.

# Justification statement

Each of these subdistricts requires distinct signage to ensure proper identification. To address this, the proposed signage plan includes the installation of secondary monument signs at the entrances of each subdistrict. These subdistricts include the Historic Home and Lodge, Pioneer Park, the River Food Garden, the Board Walk, the Event Lawn, and the Overwater Stage.

# Justification statement

In addition, the Port District functions as an important gateway, with key access points including Pioneer Park, the Botanical Gardens, Veterans Memorial Parkway, and Lyngate Drive. Gateway signs at these access points will facilitate navigation for visitors entering the park.

# City Sign Code Comparison for Permanent Signs

## LAND DEVELOPMENT CODE COMPARISON CHART

Sign Type as per MSP	Proposed MSP			City Sign Code				
	Location	Requirements	Number of signs	City sign type if applicable	Location	Requirements	Number of signs	Location of requirements
Primary Monument Sign	Westmorland Boulevard	Electric message portion: 100 SF  Monument base: 100 SF  May have two faces	One (1)	Freestanding Signs	Adjacent to roadway(s) on each individual property.	Not to exceed 100 Sq. Ft.	One per street frontage.	Sec 155.08 (a-x)
Secondary Monument Sign	At entrances to each sub-district.	50 SF (per face)  May have two faces.	As per the master plan one per sub-district entrance. <ul style="list-style-type: none"> <li>• Historic Homes</li> <li>• Pioneer Park</li> <li>• River Food Garden</li> <li>• Boardwalk</li> <li>• Overwater <a href="#">stage</a></li> <li>• Event lawn</li> </ul>	N/A	N/A	N/A	N/A	N/A
Gateway Sign	At the entry of the Port District access points. <ul style="list-style-type: none"> <li>• Pioneer Park</li> <li>• Botanical Gardens</li> <li>• Veterans Memorial Parkway</li> <li>• Lyngate Drive</li> </ul>	30 SF sign area at the top of the archway	Four (4)	N/A	N/A	N/A	N/A	N/A

# Recommendation

The Planning and Zoning Board recommended approval of the proposed Master Sign Program at their June 4, 2024 meeting.