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**St Lucie West Master Sign Program  
5<sup>th</sup> Amendment**

Planning and Zoning Board  
May 7, 2024

# Summary

This is a request to amend The St Lucie West Master Sign Program. This 5th amendment is to bring the program in line with modern signage standards and desires. The proposed program will govern both existing and future residential and commercial signs, including those for the St. Lucie West Community.

# Comparison Chart

		City Code	Old MSP	New MSP
<b>PROHIBITED SIGNS</b>				
	Bench Signs	not allowed	not allowed	not allowed
	Flashing Signs	not allowed	not allowed	not allowed
	Roof Signs	not allowed	not allowed	not allowed
	Snipe Signs	not allowed	not allowed	not allowed
	Balloon Signs	not allowed	not allowed	not allowed
	Off Premise Signs	not allowed	not allowed	not allowed
	Streamer/Flag Signs	not allowed	not allowed	not allowed
	Vehicle Signs	not allowed	not allowed	not allowed
	Temp Changeable Plastic Letters	permitted	not allowed	not allowed
	Traffic Sign Replicas	not allowed	not allowed	not allowed
<b>BILLBOARDS</b>				
	Allowable Sign Area	672 sf	672sf	672 sf
	Lighting	shielded and shall not be directed at any area with residential, institutional, or commercial land use or zoning nor at any public or private road right-of-way	face lit with fixtures mounted at bottom of sign face	face lit with fixtures mounted at bottom of sign face
	Automatic Changeable Facing	allowed	allowed	allowed
	Double Sided	not mentioned	not allowed	not allowed

# Comparison Chart

		City Code	Old MSP	New MSP
<b>FREE STANDING SIGNS</b>				
	Subdivision Free Standing Entry Sign			
	Maximum SF	32	60	60
	Maximum Height	10'	does not specify	14'
	Quantity	1 per entrance	does not specify	1 per entrance
	Subdivision Neighborhood Sign			
	Maximum SF	32	32	32
	Maximum Height	10'	does not specify	8'
	Quantity	1 per entrance	does not specify	1 per entrance
	Subdivision Directional Sign			
	Maximum SF		20	32
	Maximum Height		does not specify	7'
	Quantity	On-site directory signs are allowed on properties with multiple buildings and shall be limited to the name of the center and/or the names of the occupants of the center. All directory signs on a premises shall be consistent in design, color, and materials, and the copy shall be identical except that different tenant names can be displayed in each directory sign. One sign per building is allowed with a maximum square footage of thirty-two (32) square feet of total signage. This sign area shall be in addition to the sign area allowed for freestanding (monument) sign.	does not specify	1 per intersection

# Comparison Chart

		City Code	Old MSP	New MSP
	Subdivision Façade Sign			
	Maximum SF	16	32	32
	Maximum Height	20'	does not specify	does not specify
	Quantity	1	does not specify	1 per elevation facing road
		only permits for Multi-Family		

# Comparison Chart

		City Code	Old MSP	New MSP
	Commercial Free Standing Sign Face	< 3 acres = 32 sf	less than 2 acres = 32 sf	N/A
		3-4.9 acres = 60 sf	single use greater than 2, less than 15 = 32 sf	Less than 5 acres= 48
		5-9.9 acres = 100 sf	single use, greater than 15 acres = 32 sf	5 acres and less than 15 acres= 64
		10-19.9 acres = 150 sf	multiple use less than 2 = 32 sf	15 acres and less than 20 acres = 100
		> 20 = 200 sf	multiple use greater than 2, less than 15 = 64 sf	20 acres or more = 150
			multiple greater than 15 = 100 sf	
	Commercial Free Standing Max Height	< 3 acres = 10 sf	single use less than 2 acres = 9'	N/A
		3-4.9 acres = 10 sf	single use greater than 2, less than 15 = 9'	Less than 5 acres = 13
		5-9.9 acres = 10 sf	single use, greater than 15 acres = 9'	5 acres and less than 15 acres= 15
		10-19.9 acres = 15 sf	multiple use less than 2 = 9'	15 acres and less than 20 acres = 20
		> 20 = 20 sf	multiple use greater than 2, less than 15 = 12'6"	20 acres or more = 25
			multiple greater than 15 = 16'	

# Comparison Chart

	City Code	Old MSP	New MSP
Commercial Free Standing Quantity	less than 3 acres, less than 240 linear feet of primary street frontage = 1	single use less than 2 acres = 1	N/A
	less than 3 acres, greater than 240 linear feet of primary street frontage = 2	single use greater than 2, less than 15 = 1	Less than 5 acres = One (1). Two (2) if the property has at least 240 feet of frontage.
	3 acres and over = 1 per street frontage	single use, greater than 15 = 1	5 acres and less than 15 acres = One (1). Two (2) if the property has at least 240 feet of frontage.
		multiple use less than 2 = 1	15 acres and less than 20 acres = One (1). Two (2) if the property has at least 240 feet of frontage.
		multiple use greater than 2, less than 15 = 1	20 acres or more = One (1). Two (2) if the property has at least 240 feet of frontage.
		multiple greater than 15 = 1	

# Comparison Chart

		City Code	Old MSP	New MSP
<b>Corner</b>				
	Commercial Free Standing Sign Face	City code has no separate regulation for corner lots.	less than 2 acres = (1) 32 sf & (1) 16 sf	N/A
			single use greater than 2, less than 15 = (1) 32 sf & (1) 16 sf	Less than 5 acres = (1) 48 sf & (1) 32 sf
			single use, greater than 15 acres = (1) 32 sf & (1) 16 sf	5 and less than 15 = (1) 64 sf & (1) 48 sf
			multiple use less than 2 = (1) 32 sf & (1) 16 sf	15 and less than 20 = (1) 100 sf & (1) 64 sf
			multiple use greater than 2, less than 15 = (1) 64 sf & (1) 32 sf	20 acres or more = (1) 150 sf & (1) 100 sf
			multiple greater than 15 = (1) 100 sf & (1) 64 sf	
	Commercial Free Standing Max Height	City code has no separate regulation for corner lots.	single use less than 2 acres = (1) 9' & (1) 5'	N/A
			single use greater than 2, less than 15 = (1) 9' & (1) 5'	Less than 5 acres = (1) 13' & (1) 9'
			single use, greater than 15 acres = (1) 9' & (1) 5'	5 acres and less than 15 acres = (1) 15' & (1) 13'
			multiple use less than 2 = (1) 9' & (1) 5'	15 acres and less than 20 acres = (1) 20' & (1) 15'
			multiple use greater than 2, less than 15 = (1) 12' 6" & (1) 9'	20 acres or more = (1) 25' & (1) 20'
			multiple greater than 15 = (1) 16' & (1) 12' 6"	

# Comparison Chart

Non-Residential Façade Signs				
	Less than 10,000			
	Allowable sign area	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'	32 sf plus 1.5 sf for each linear foot of business frontage over 20 feet, not to exceed maximum permitted cumulative square footage.	32 sf plus 1.5 sf for each linear foot of business frontage over 20 feet, not to exceed maximum permitted cumulative square footage.
	Maximum SF	200	200	200
	10,000-15,000			
	Allowable sign area	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'
	Maximum SF	400	200	400
	Greater than 15,000 - 20,000			
	Allowable sign area	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'
	Maximum SF	400	200	500
	Greater than 20,000			
	Allowable sign area	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'	N/A	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'
	Maximum SF	400	1000	1000
	Greater than 25,000			
	Allowable sign area	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'	N/A	32 Sq. Ft. + 1.5 Sq. Ft. for each lineal ft. of business frontage over 20'
	Maximum SF	800	1000	1000
	Location		Attached to building near main entry	Placed on elevations that face a road, has a customer entry way, faces a parking lot, or is visible from a I95 or the Turnpike. May not be placed on an elevation that faces a residential development.
	# of signs per façade or façade section	1 per business façade/section of a façade	N/A	Multiple signs may be on a façade so long as the cumulative total of the signs does not exceed the maximum allowed per formula/table 2.

# Comparison Chart

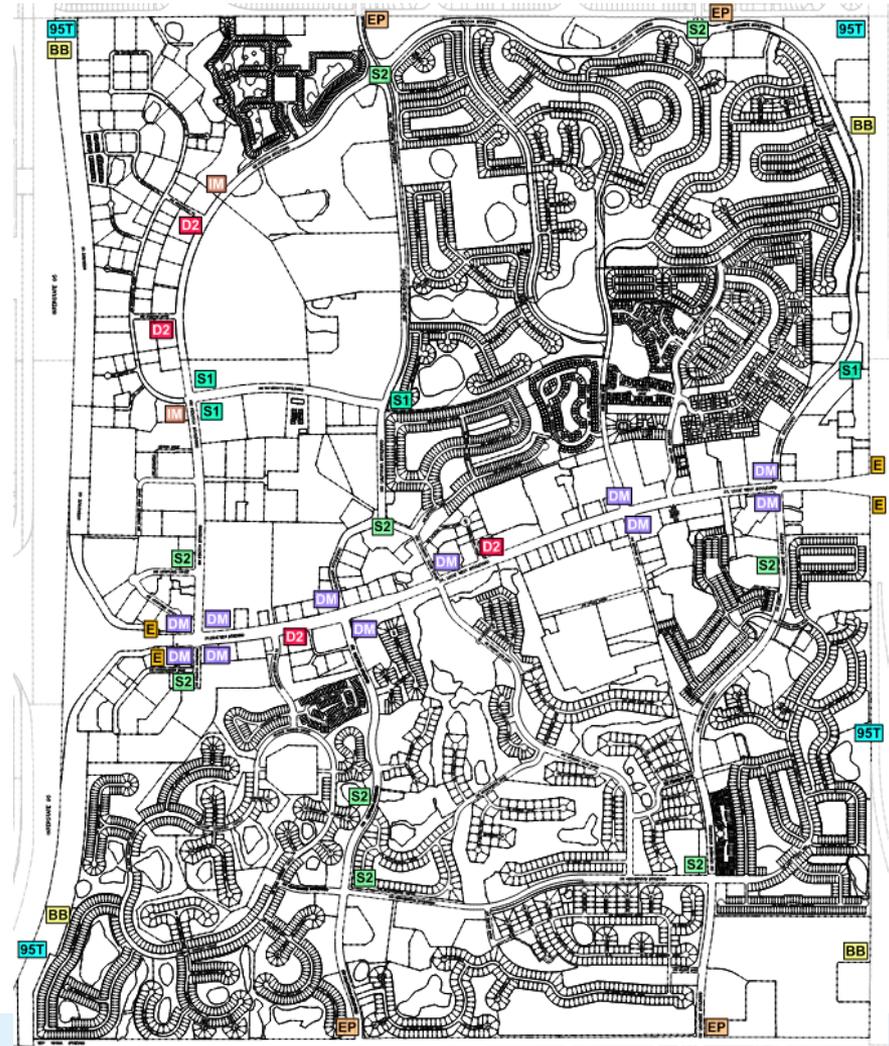
		City Code	Old MSP	New MSP
	Gas Service Facility Signs	Gas service facilities shall be permitted additional signs not to exceed eight (8) square feet per service island in order to provide information required by State and Federal law, including price and type of fuel, octane rating safety information or to direct traffic. In addition, each gas service facility shall be permitted a maximum of twenty (20) square feet for a price sign if it is part of the site's free standing sign permitted under subsection 155.08(G). The price on the site's free standing price sign is permitted to be nonmoving adjustable digital LED (light emitting diode) lights. Facilities with two street frontages may have an additional sign with a maximum area of thirty-two (32) square feet.	Use no more than 30% of the sign face for gas pricing information.	Gas price and name of type of gas may be located on a site's permitted free-standing sign or signs and are permitted to incorporate 50% of that free-standing sign's face. It may be non-scrolling adjustable digital LED (light emitting diode) lights. In no case shall the display use a flash mode of operation. Content may not change more than three (3) times within a 24-hour period.
<b>Non Residential Directional Signage</b>				
		(a) Permanent directional signage shall be restricted exclusively to the guiding or directing of vehicles and/or pedestrians to any public building, park, or transportation facility.	Use: Guides vehicles & pedestrians within the project	Location: The project may have one adjacent to each Building and/or one at each turn or corner in the parking area to direct traffic to any building, facility, or amenity.
			Location: Adjacent to roadway, but not in public ROW	Setback: 10 ft
			sign face: 10 sf	Height: 10 ft
		(b) All directional signs shall be approved by the city engineer.		Quantity: Maximum 10 per lot

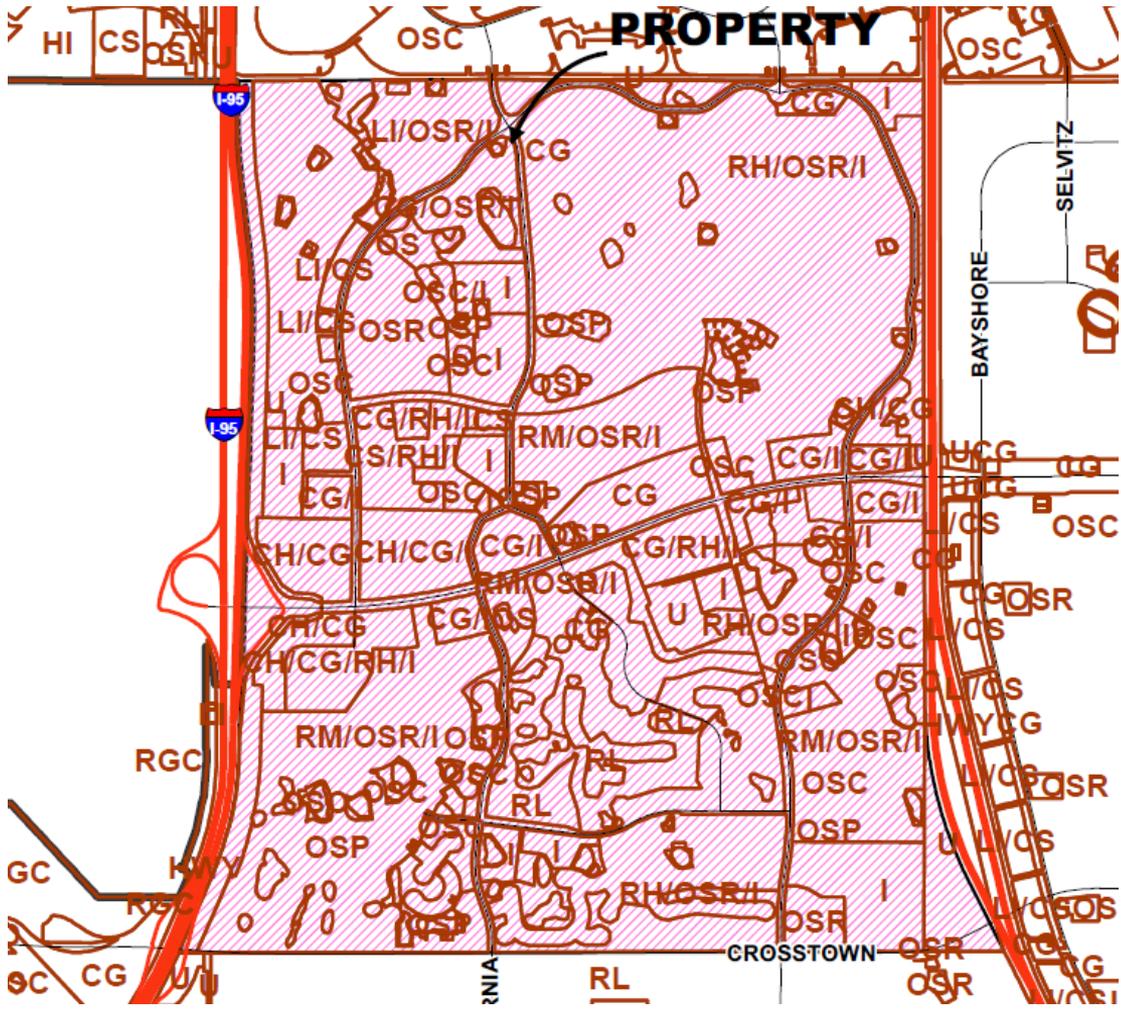
# St. Lucie West

## Master Sign Map

### Legend

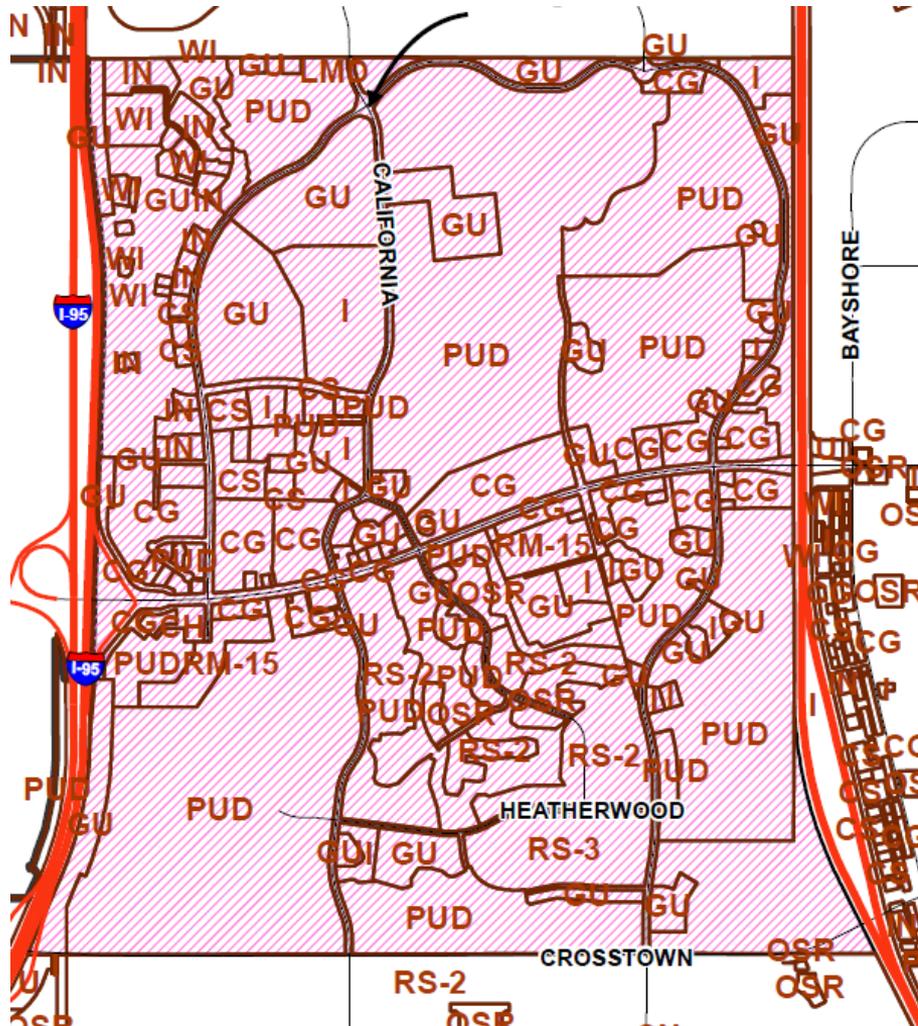
95T	Interstate 95 and Turnpike Identity
BB	Billboards
E	Community Entry Sign Type A
EP	Community Entry Sign Type B
D1	Directional Sign Type A (Single)
D2	Directional Sign Type A (Double)
S1	Directional Sign Type B (Single)
S2	Directional Sign Type B (Double)
DM	Directional Sign Type C
IM	Industrial Park Identification





# Land Use

# Zoning



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).