

## Exhibit “A”

# The Port District

## MASTER SIGN PROGRAM

City of Port St. Lucie



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## **Introduction**

This Master Sign Program provides comprehensive signage regulation within the Port District Planned Unit Development (PUD), formerly known as Riverwalk South PUD. The purpose of the Port District Master Sign Program is to establish a structural framework for the provision of a coherent system of signs in conjunction with the development of the Port District. The Master Signage Plan has two major goals: providing high-quality signs for all developments within the Port District and providing signs that are complimentary to the natural riverfront setting.

The Port District is a mixed-use development designed to provide restaurants, recreation, historic preservation, civic, cultural, and entertainment uses. The project site is 9.75 acres abutting the North Fork of the St. Lucie River and located on the west side of Westmoreland Boulevard, south of the intersection of Port St. Lucie Boulevard and Westmoreland Boulevard, and adjacent to the Port St. Lucie Botanical Gardens.

## **Procedure**

All signs addressed within this program, prior to permit application submittal to the City of Port St. Lucie, must be approved in writing by the City of Port St. Lucie Community Redevelopment Agency (CRA). A letter of approval from the City of Port St. Lucie CRA must be submitted with the permit application to the City of Port St. Lucie. The CRA will review signs based on the criteria that follow.

The sign guidelines in this manual supersede the City of Port St. Lucie Land Development Regulations and the Port District PUD. Existing city codes shall be used for sign criteria not addressed in this program.

## **General Requirements**

### Utility Setbacks:

All structures, including signs, shall be installed at a minimum of 10 feet horizontally from all utility main lines (water, gravity, sewer, force, and City-owned reclaimed water). The 10-foot horizontal setback shall be 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 private right-of-way may encroach within these setbacks with Utility Department approval. Utility mains installed between structures shall have a 15-foot setback on each side. Where deep main lines are installed (those greater than 9 feet deep) between structures, the Utility Department may require an additional horizontal setback at their discretion.

### Sign Location and Setbacks:

Signs will be setback a minimum of 10 ft from all rights-of-ways and property lines with the exception of those signs specifically designed to occur within road rights-of-way. Signs located within the road rights-of-way will require approval from the Public Works Department.

## Definitions

### Sign Area Calculations:

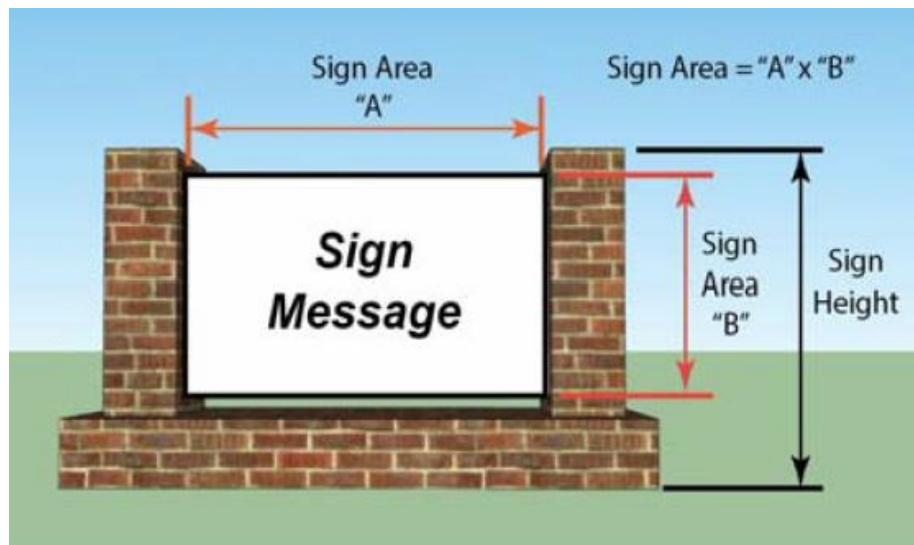
The “allowable sign area” shall include the area within a continuous perimeter enclosing the limits of writing, representation, emblem, or any figure or similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate this sign from the background against which it is placed, excluding the necessary supports or uprights on which this sign is placed.

### Size:

The dimensions indicated within the following sign-type charts are intended to convey a general size range for the sign including all posts, supports, etc. necessary for the sign element. Signs may not exceed these dimensions or allowable sign areas.

### Height:

All signs are limited to both placement height (façade signs) and overall height per each sign design criteria listed within this document. The dimensions used under the “height” category are measured from the grade immediately in front of the structure to which the sign letters are attached and shall include the structural architectural features up to the top of the sign. The maximum height described within each section shall not be exceeded.



(In the above example, the sign face area is calculated as the total square feet within the white box framing the letters and does not include the colored area outside the white box”.

## Prohibited Sign Materials

- Exposed plywood
- Unpainted galvanized sheet metal
- Fluorescent lit signs
- Vacuum formed plastic

## **Signs for Development**

Throughout the Port District, development is encouraged to provide signs that identify the project while echoing the character and materials of the district. The following pages detail the sign types.

### **Primary Monument Sign**

One (1) primary monument sign shall be located at the southwest quadrant of the intersection of Westmoreland Boulevard and the internal driveway entrance to the development. The sign may consist of a single electric message sign featuring text messages and high-powered graphic images in either monochrome or full color. The electric message sign portion of the sign may be a maximum of 100 square feet and is for city use and informational purposes. Off-premises digital signs may be internally or externally illuminated. Off-premises, digital signs shall not be illuminated in such a manner to cause glare or impair the vision of motorists, or otherwise distract motorists so as to interfere with the motorists' ability to safely operate their vehicles. Otherwise, all off-premises digital billboard signs shall comply with the lighting requirements of the State of Florida, including Ch. 479, Florida Statutes, and Rule 14.10, Florida Administrative Code. The monument sign may also include a maximum of 100 square foot area of non-electric message sign. This non-electric section shall be for the Port District tenant use. The Port District tenants are defined as businesses and city amenities located within the Port District PUD. The sign may be a maximum of 30 feet in height.

### **Secondary Monument Signs**

As per the approved master plan, monument signs shall be permitted at each subdistrict within the development. These subdistricts are comprised of Pioneer Park, the Boardwalk, the Historic Homes, the River Food Garden, the overwater stage, and the event lawn. The lettering style shall be the same as exhibited on the primary monument sign. The signage shall be non-LED and no more than 50 square feet on each side.

### **Gateway Signs**

A freestanding archway structure will be located adjacent to Pioneer Park, the Botanical Gardens, Veterans Memorial Parkway, and Lyngate Drive site entryways for the purpose of placemaking to welcome people to the district. The archways will be approximately 21 feet wide by 16 feet high. A 30-square-foot sign will be centered at the top of each archway.

### **Wayfinding Signs**

A network of tools such as identification signs, directional signs, maps, graphics, and directories. It also considers existing visual cues such as entrances, pathways, and landmarks. These signs shall not exceed 10 square feet in area.

### **Directional Signs**

A sign whose message is exclusively limited to guiding the circulation of motorists or pedestrians on the site, such as enter, exit, and one-way. These signs shall not exceed 10 square feet in area.

### Banner signs

There are banners attached to streetlights throughout the district. The banners may be attached to light poles, but no more than 50% of the streetlights can have them. The allowable sign area shall be 6 SF per face/side and does not represent the element the banner is attached to.

### Projected Blade Signs and/or Blade Signs Hanging from a Structure

Blade signs located in the Port District buildings shall follow the following regulations. Each sign may be a maximum of 25 square feet. Blade signs shall provide at least 8' vertical clearance from the sidewalk grade. Signs shall not project more than 5' from the building face. Each tenant may have one blade sign per business bay for pedestrian visibility. A 96-square-foot double-face sign is permitted to be suspended below the eave of the overwater stage.

### Temporary Signs

A temporary banner sign advertising the business may be permitted while a permanent sign permit is being sought. Feather flags to be allowed.

### Façade Signs

Wall signs shall not protrude more than 12 inches from the building's face. The area of the wall sign shall be a maximum of 500 square feet. Wall signs shall not project above the top of a wall or parapet. Wall signs may be hung, affixed, or painted onto a building. Wall signs shall not obscure the building's architectural features and rather should complement them and be appropriate for the building or business character. Lighting for wall signs shall be designed and installed according to the lighting requirements of these regulations.

### Awareness Signs

Signs should be placed in prominent locations that are easily viewable to individuals. Signs may be placed in kiosks near public entrances to facilities or waterways. Sign material and size shall be in accordance with the requirements of the Florida Fish and Wildlife Commission. To the greatest extent possible, the signage shall be aesthetically aligned with the natural theme of the Port District.

### Educational Signs

Signs such as those that highlight specific trees, paths, flowers, or other elements of the natural environment. These signs shall not exceed 15 square feet in area. These signs shall not exceed 10 square feet in area.

**The Port District**  
**Master Sign Program**

Sign Type:	Location:	Number Allowed:	Max. Height	Allowable Sign Area:	Lighting:
<b>Primary Monument sign</b>	Westmorland Boulevard	One (1)	30'	Electric message portion: 100 SF Monument base: 100 SF  May have two faces.	Internal and/or External
<b>Secondary Monument Signs</b>	At entrances to each sub-district.	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 stage</li><li>• Event lawn</li></ul>	13'	50 SF (per face)  May have two faces.	Internal and/or External
<b>Gateway Signs</b>	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>	Four (4)	20'	30 SF sign area at the top of the archway	Internal and/or External
<b>Wayfinding Sign</b>	Within the Port District.	At the discretion of the CRA.	15'	10 SF	Internal and/or External
<b>Directional Sign</b>	Within the Port District.	At the discretion of the CRA.	15'	10 SF	Internal and/or External
<b>Blade Signs</b>	Above entry doors or adjacent to the front entrance.	One (1) per business	Minimum height clearance to sidewalk grade: 8'  May not project more than 5' from the building face.	25 SF	Internal and/or External
<b>Banner Sign</b>	Within the Port District and may be used for community events, holidays, and social messages.	At the discretion of the CRA.	3'	6 SF (per face)	External
<b>Temporary Signs</b>	Generally in front of the specific business being advertised.	One (1) per business  A temporary banner sign	Not to extend the roofline or 20', whichever is greater.	60 SF	Non-illuminated

		advertising the business may be permitted while a permanent sign permit is being sought.			
<b>Building Mounted Façade Sign (building size less than 1,600 SF)</b>	River Food Garden  Located on the front, rear and/or side building façades depending upon store location.	One (1) per business façade/section of a façade.	Not extend above the roofline.  Single story: 18" letter height  Not extend more than 12 inches from the wall.	200 SF	Internal and/or External
<b>Building Mounted Façade Sign (building 1,601 SF to 5,000 SF)</b>	Historic Homes  Located on the front, rear and/or side building façades depending upon store location.	N/A	N/A	N/A	N/A
<b>Building Mounted Façade Sign (building 5,001 SF or greater)</b>	Main Restaurant  Located on the front, rear and/or side building façades depending upon store location.	Two (2) per business façade/section of a façade.	Not extend above the roofline.  Single story: 18" letter height  Two story: 30" Three story: 36"  Not extend more than 12 inches from the wall.	500 SF	Internal and/or External
<b>Awareness Signs</b>	Waterways and wildlife areas.	At the discretion of the CRA.	N/A	N/A	Non-illuminated
<b>Educational Signs</b>	Within the Port District.	At the discretion of the CRA.	10'	10 SF	Internal and/or External