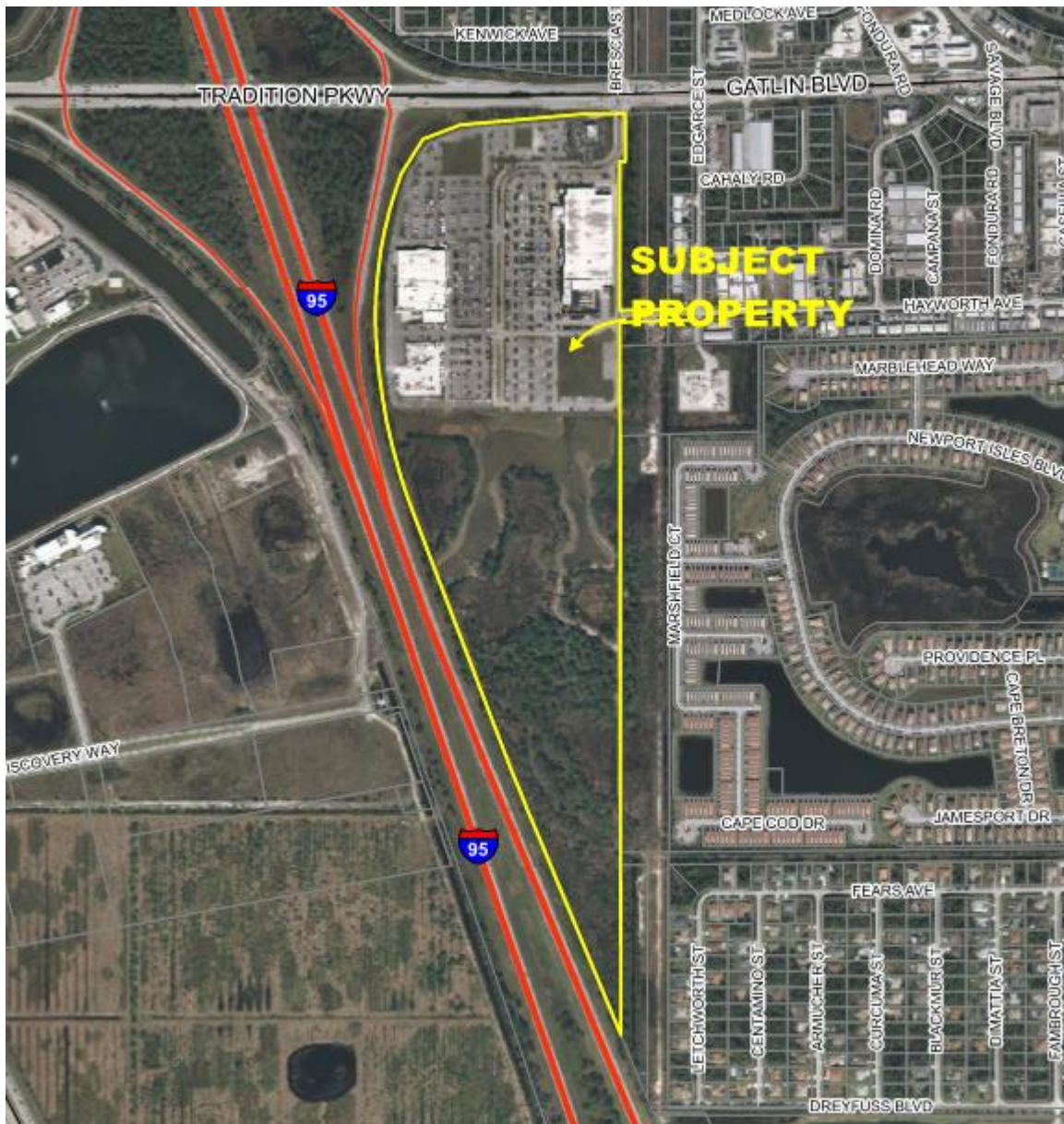




Gatlin Plaza Master Sign Program - Master Sign Program Amendment No. 4
PROJECT NO. P17-066-A1



Project Location Map

SUMMARY

Applicant's Request:	This is a request to amend the master sign program for Gatlin Plaza.
Applicant:	Dennis Muphy, Culpepper & Terpening, Inc.
Property Owner:	BDG Port St. Lucie, LLC
Location:	The property is located on the south side of Gatlin Boulevard, east of I-95 and west of SW Edgarc Street.
Project Planner:	Daniel Robinson, Planner III

Project Description

This is a request from Culpepper & Terpening, Inc. to amend the Master Sign Program for Gatlin Plaza. The proposed changes are to increase the primary identification freestanding sign square footage, increase the required setback from property lines for freestanding signs, clarify the wall signage square footage allowances for each building, add an internal freestanding sign for BJs, and to remove irrelevant language.

A list of the proposed changes is included in the attached document (Exhibit "A") and the changes are shown as ~~strike through~~ and underlined.

Location and Site Information

Property Size:	Approximately 11.16 acres
Legal Description:	The property is legally described as Being all of Gatlin Plaza, as Recorded in Plat Book 54, Page 18, Public Records of St. Lucie County, Florida, lying in Sections 14 and 15, Township 37 South, Range 39 East.
Future Land Use:	Light Industrial/Service Commercial (LI/CS)
Existing Zoning:	Planned Unit Development (PUD)
Existing Use:	Commercial property

Surrounding Uses

Direction	Future Land Use	Zoning	Existing Use
North	CH & OSR	CH & RS-2	Commercial and open space
South	NCD	MPUD	Commercial
East	I & U	U	FPL Easement & Parking Lot
West	NCD	MPUD	Commercial

Project Analysis

Gatlin Plaza consists of approximately 11.16 acres and provides for commercial development located just east of the I-95 Interstate along Gatlin Boulevard. This sign program (Exhibit "A") provides sign regulations for the big box style retail establishments along with restaurants and entertainment establishments. The program amendment proposes the following:

- Provide maximum cumulative square feet for wall signage for each establishment.
- Increase the primary identification freestanding sign square footage along Gatlin Boulevard and Brescia Street from a maximum of 200 square feet to 485 square feet.
- Increase the required setback from the property lines for free standing signs from 5 feet to 10 feet.
- Include a statement referring to the Condo association signage requirements for informational purposes only and remove the requirement of an outside review board to comply with current City Sign Code requirements.
- Add the ability for the BJs establishment to have an 80 square foot maximum internal freestanding sign located at the establishment's entrance within the development as shown in Exhibit "A".
- Remove irrelevant language.

STAFF RECOMMENDATION

The Site Plan Review Committee recommended approval of the Master Sign Program Amendment at their meeting of July 23, 2025. Staff finds the proposed Master Sign Program to be consistent with the City's Land Development Regulations and requirements of Section 155.03(H) of the City Code and recommends approval.

PLANNING AND ZONING BOARD ACTION OPTIONS

- o Motion to recommend approval
- o Motion to recommend approval with conditions
- o Motion to recommend denial

Should the Board need further clarification or information from either the applicant and/or staff, it may exercise the right to table or continue the hearing or review to a future meeting.