



# **Midway Business Park**

**Master Signage Program Amendment  
P14-095-A1**

City of Port Saint Lucie  
Planning and Zoning Board Meeting  
August 2<sup>nd</sup>, 2022

# Site Regional Location



## History

- **Master Signage Program Developed for City of Port Saint Lucie.**
  - Original Owner LTC Joint Venture
- **Approved in Summer of 2014**
  - Satisfying existing code sections regarding master plans.
- **Out of Date**
  - Needs legal updates to become code compliant.

# Midway Business Park

## Master Sign Program

City of Port St. Lucie project number: P14-095

**Owner:**

LTC Joint Venture  
700 Island Landing Drive  
Saint Augustine, FL 32095-9638

**Consultant:**

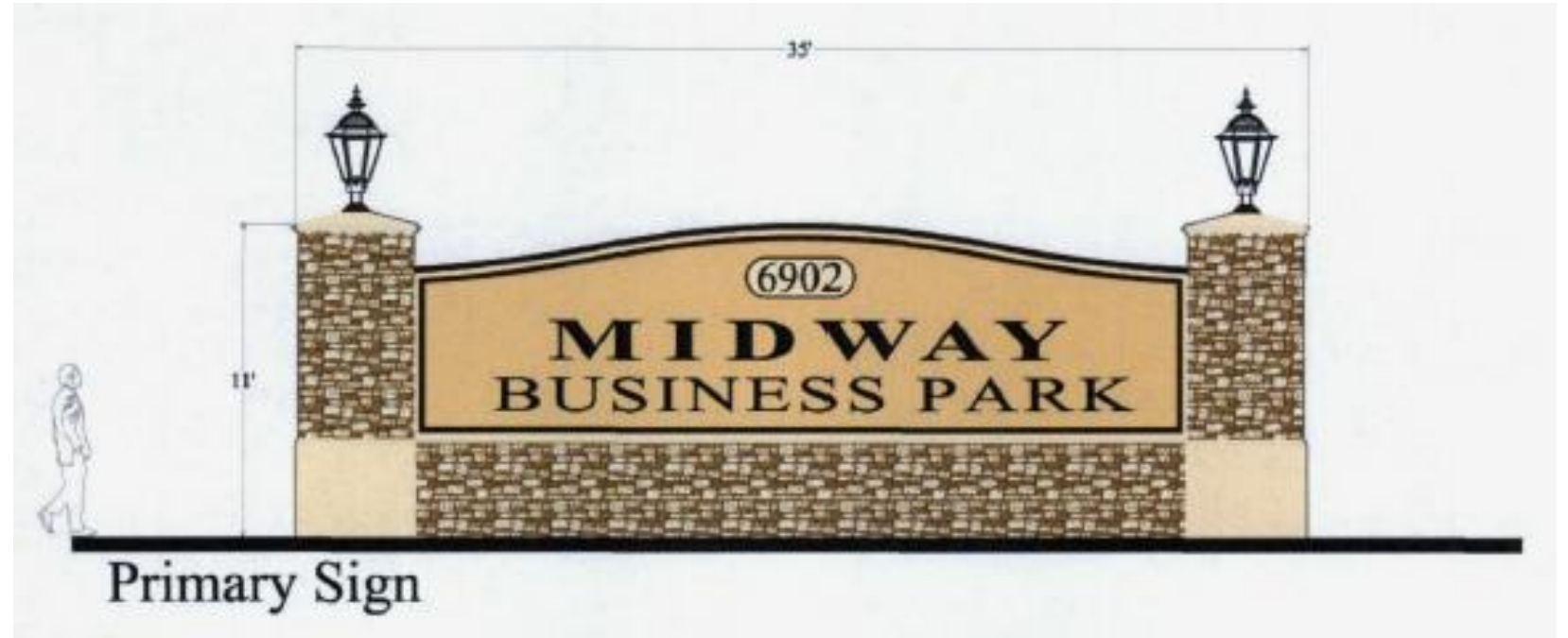
**Lucido & Associates**  
701 East Ocean Blvd.  
Stuart, FL 34994  
1-772-220-2100  
Contact: Steve Garrett

# Existing Signage



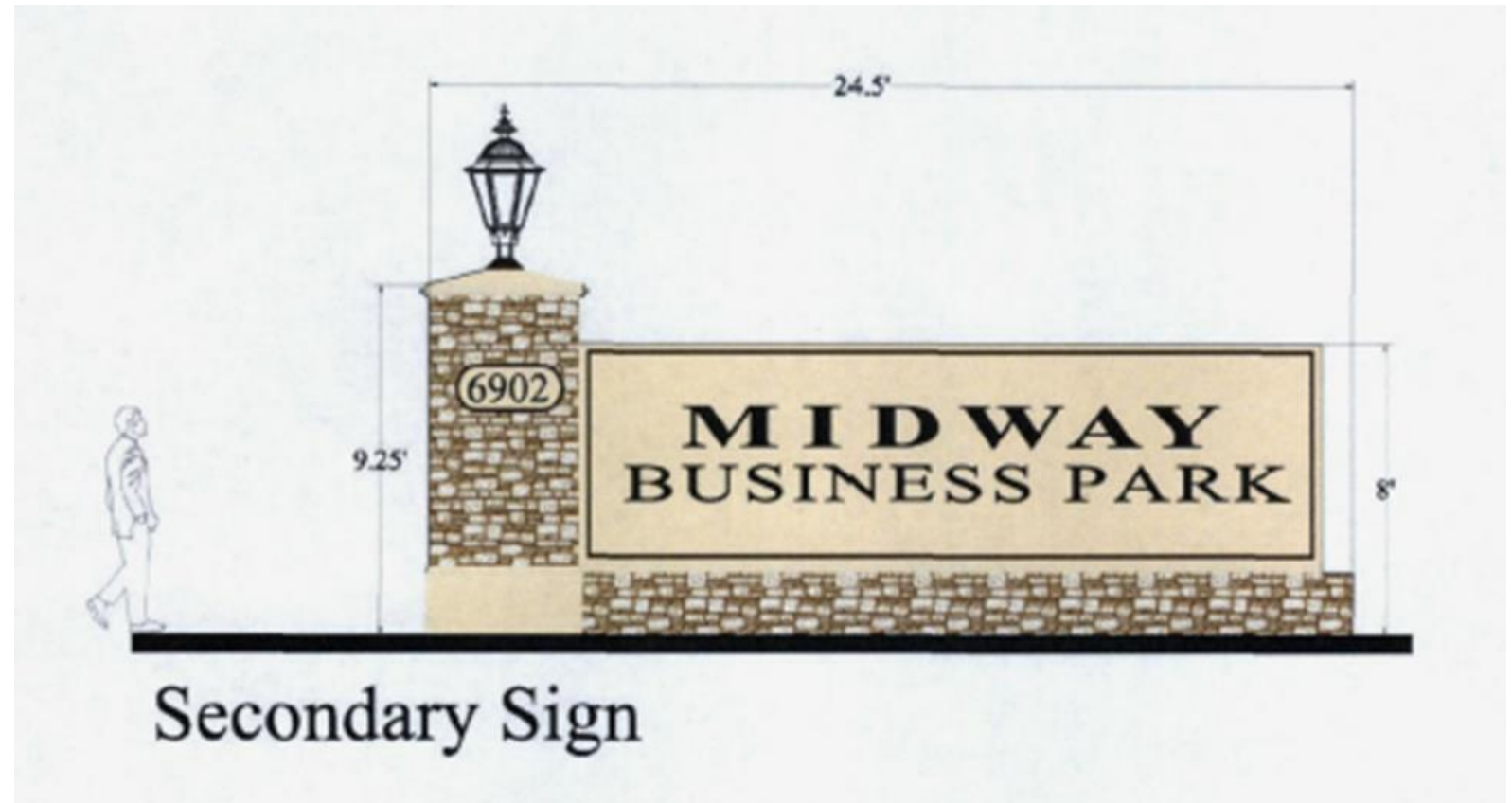
## Proposed Updates: Property Identification Primary

- Updated language regarding **Location Requirements** to allow for signage along **LTC Parkway**.



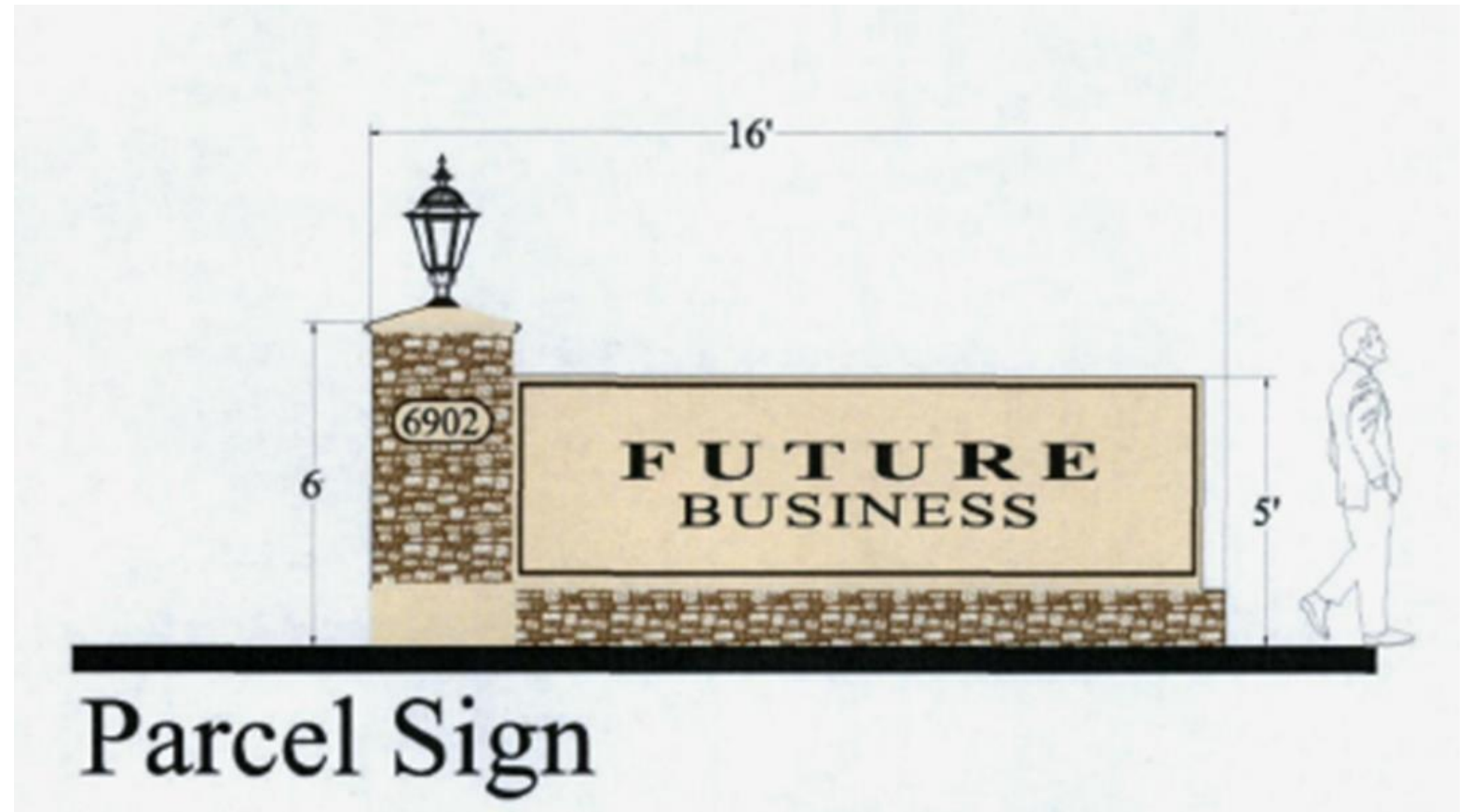
## Proposed Updates: Property Identification Secondary

- Updated language regarding **Location Requirements** to allow for signage along **LTC Parkway**.
  - For service trucks.



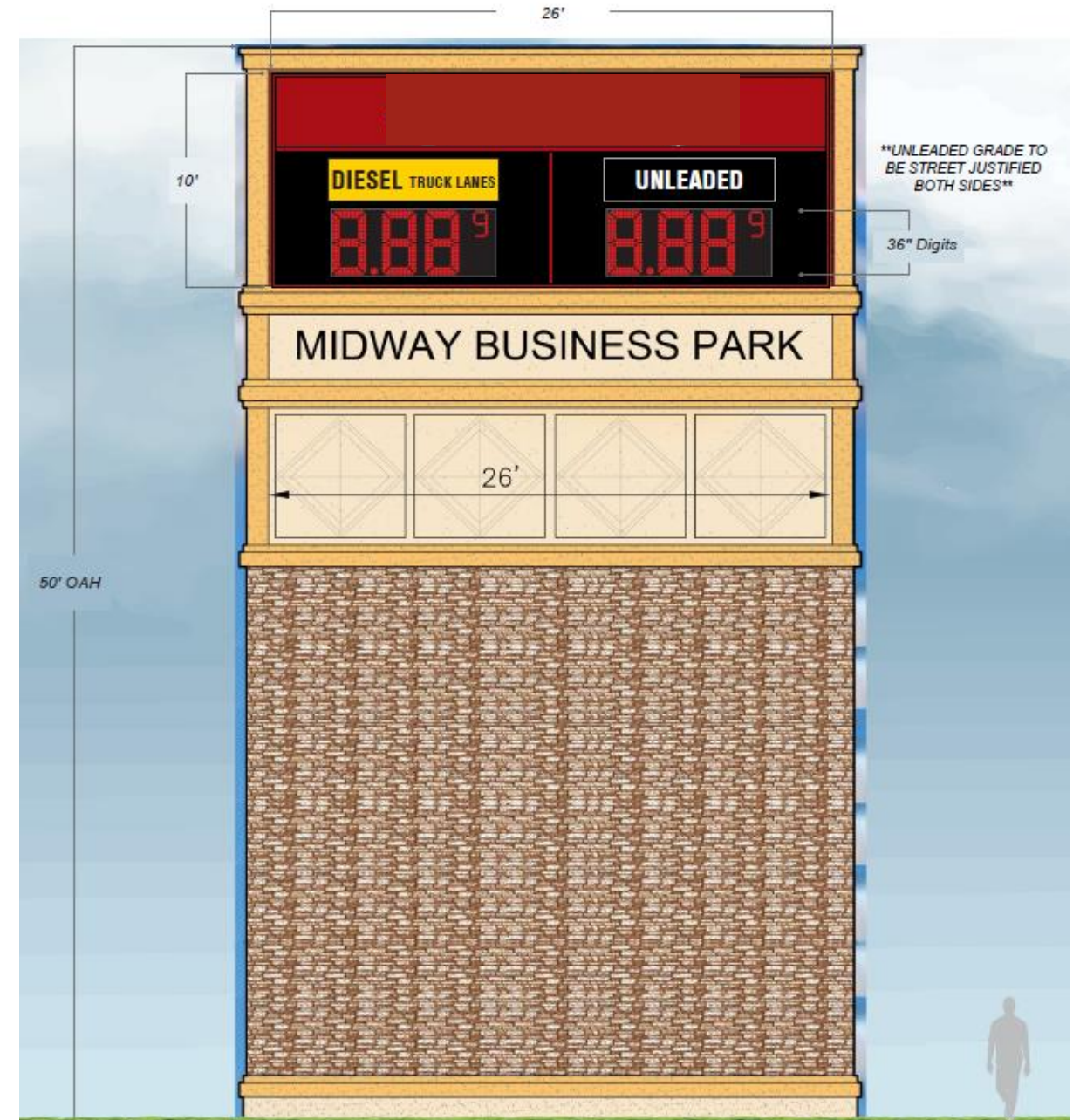
## Proposed Updates: Parcel Signs

- Updated language regarding **Quantity** to allow for **Two (2)** parcel signs per property.



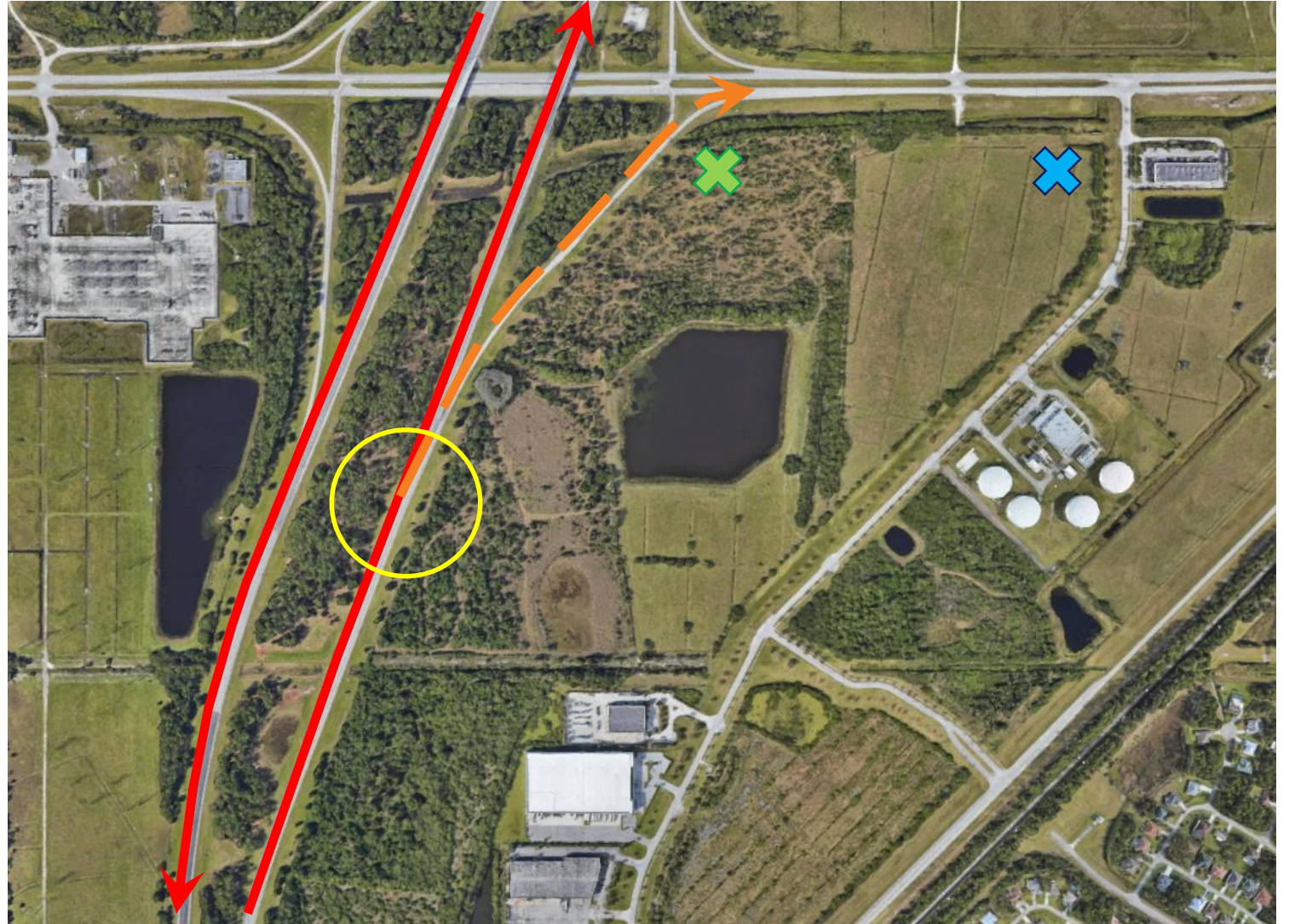
## **Proposed Updates: Business Interstate Identification Sign**

- Added section *Business Interstate Identification* for a proposed unique sign.
  - Limited by easement.
  - Applicable to only one specific location.
  - Approved by P.O.A. after several rounds of discussion.
  - Differs in height and purpose to the existing *Interstate Identification Sign* section



## Proposed Updates: Business Interstate Identification Sign Visibility

- Long Exit Ramp.
- Unique Easement Location.
- This property would rely **significantly** on visibility.
- Limited window for a driver to decide to stop.
- Location & height intended to have visibility from NB and SB customers.



## Proposed Updates: Business Interstate Identification Sign Visibility

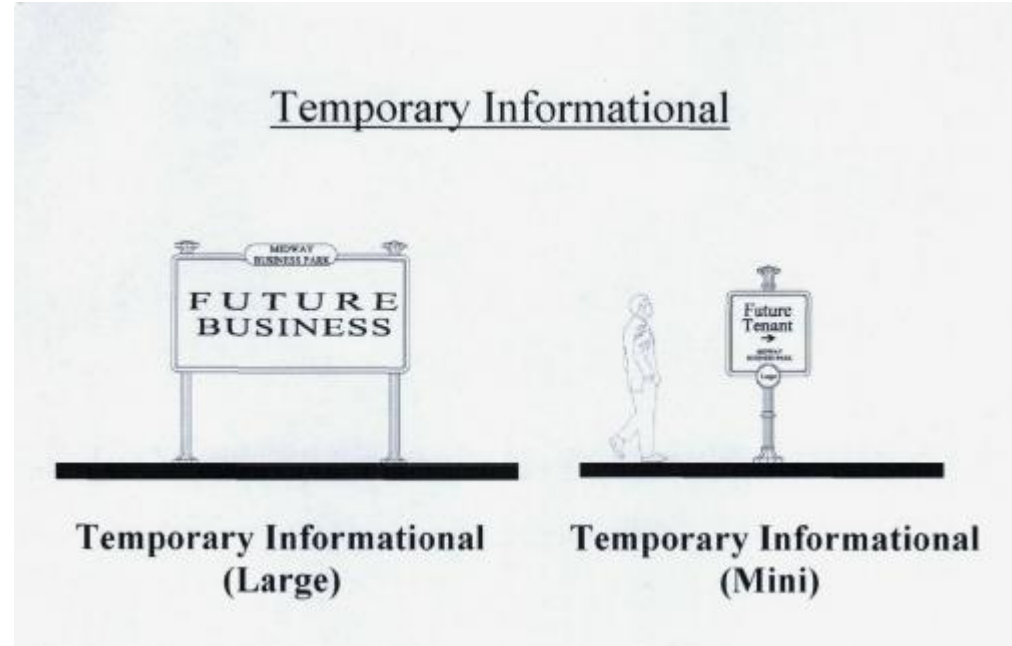
- **View study** has indicated that **30 FT** would **not be visible** from Highway.
- Height matches City billboard signage code.
- Visible from South Side to promote **access** from both travel lanes.
- Typical for Speedway Truck Properties.



# Proposed Updates: Clean-Up Items

P14-095 Midway Business Park Master Sign Program  
 Comparison of Requested Sign Types against Current City Sign Code:  
 07/10/2014

Proposed Sign Type:	Current Code Sign Type:	Differences/Comments:
Primary Identification	Free Standing (commercial) SF, 20' height	Code allows: (over 20 acres) up to 200 Proposed: 200 SF, 20' height
Secondary Identification	No Comparison	Proposed 125 SF, 10' height
Façade Signs	Façade (commercial) Per façade.	Code allows: up to 200 SF, one (1) sign Proposed: 1,000 SF
Directional	No comparison exists	This request is consistent with other MSP in providing clear, unified directional signage where and when needed within a large property with multiple destinations. 48 SF maximum size.
Parcel Sign	Free Standing (commercial)	Code allows (5-9 .9 acres) up to 100 SF Height Proposed: 60 SF, 6 height
Interstate Identity	LaMesa RV MSP	This sign type was allowed within the LaMesa RV MSP (which is within the Midway Business Park).
Event/Sales Banner	Model Home Flag/other MSP	This request is consistent with other MSP.
Decorative Standards	No comparison exists	These are decorative banners attached to street lights throughout the project, used to denote special events, sales promotions and or seasonal items. 12.5 SF maximum size. No more than 50% of street lights will have them.
Temporary Informational	Temporary Signs	Consistent with code and other MSP.
Temporary mini Directional/ Informative/Environmental	Approved MSPS	This request is consistent with other MSP in providing clear, unified signage where and when needed. Proposed 9 SF (single) and 12 F (multiple)





A decorative graphic in the bottom-left corner consisting of several overlapping, rounded triangular shapes in various colors: orange, teal, maroon, and dark blue. The shapes are arranged in a star-like pattern.

**Thank You!**