



Southern Grove-Shoppes at the Heart

Amore Façade Sign Variance
(P25-159)

Planning and Zoning Board – November 4, 2025
Marissa Da Breo-Latchman, Environmental Planner II

Variance Request

A variance of 315.52 SF from the Tradition Master Sign Program (7th amendment) to allow a total of 515.52 SF of façade signage distributed between three signs for a single-tenant building located in the Shoppes at the Heart development. The MSP allows a maximum cumulative sign area of 200 SF for buildings less than 10,000 SF. The signage that is the subject of this variance is located on the building at the northeast corner of the property, adjacent to the Heart in the Park public art feature.

Applicant and Property Owner

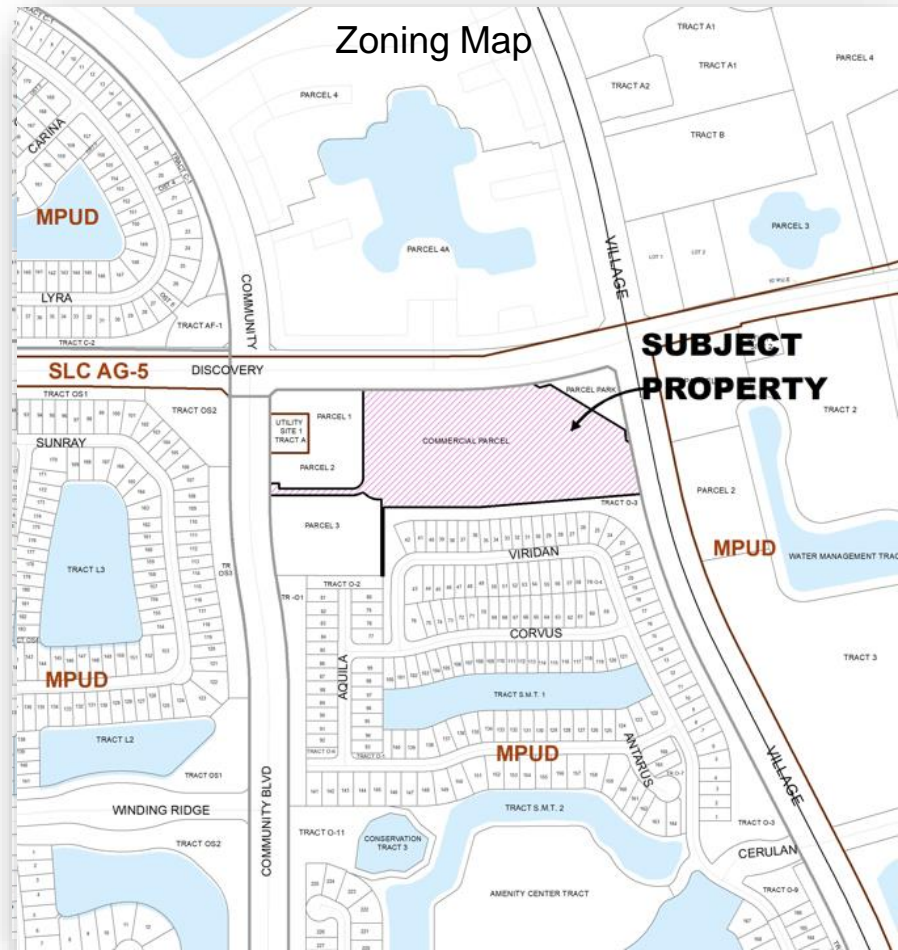
Applicant/Property Owner:	4Y Plaza LLC
Agent:	Steve Garrett, Lucido & Associates
Location:	Southwest corner of SW Village Parkway and Discovery Way

Aerial

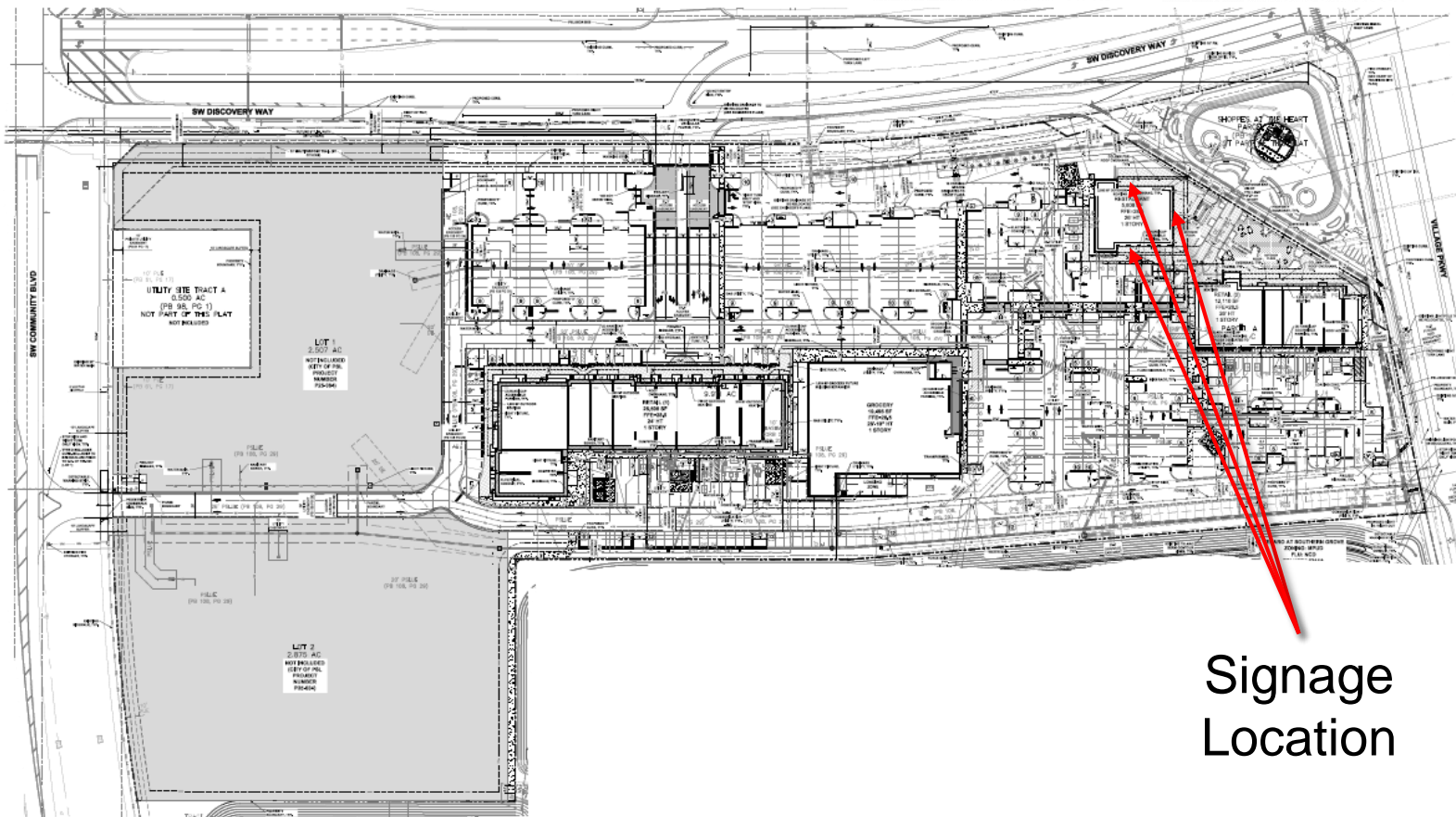


Maps

Direction	Future Use	Land	Zoning	Existing Use
North	NCD		MPUD	SW Discovery Way, Multi-family development
South	NCD		MPUD	Multi-family and single-family development
East	NCD		MPUD	SW Village Parkway, hotel
West	NCD		MPUD	Commercial Development, SW Community Blvd,

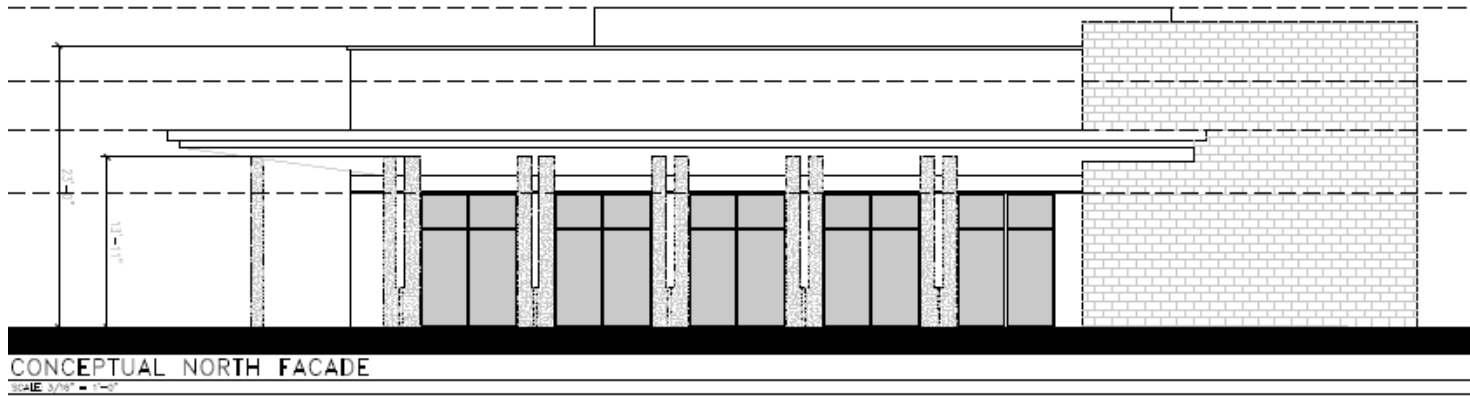


Signage Location



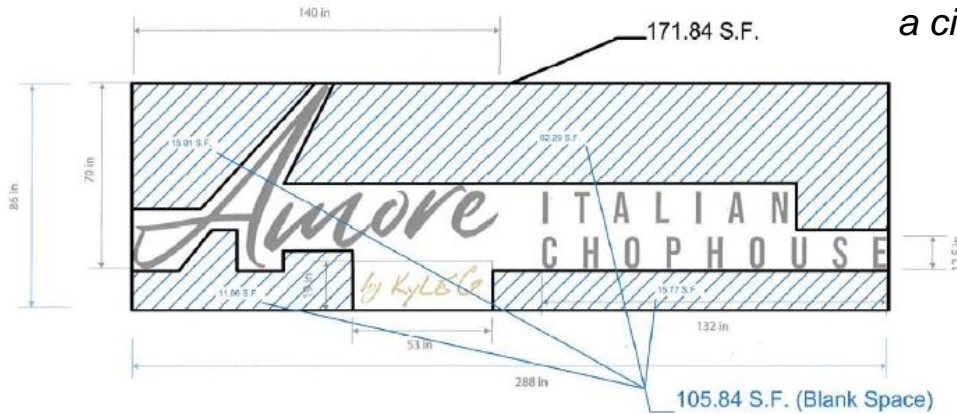
Signage
Location

Signage Exhibit



Typical Sign Area Calculation

Tradition MSP-Sign Area Calculations: ...The “allowable sign area” shall include the entire area within a circle, rectangle or triangle enclosing the extreme limits of writing,



Chap 155-Determination of allowable sign area. In determining the allowable sign area pursuant to this chapter, the area of a sign shall include the entire area within a circle, rectangle, or triangle enclosing the extreme limits of writing,

STAFF FINDINGS

- The Tradition Master Sign Program applies to all parcels in Tradition, Western Grove and Southern Grove.
- The Tradition Master Sign Program allows a maximum cumulative 200 SF of signage per business façade/section of a façade or single-tenant structures under 10,000 SF.
- Both the MSP and the Sign Code calculate the sign area by placing a circle, rectangle or triangle around the outer limits of writing.
- Staff supports this request for relief.

Planning & Zoning Board Action Options

- Make a motion to approve the variance.
- Make a motion to approve the variance with conditions
- Make a motion to deny.
- Make a motion to table.