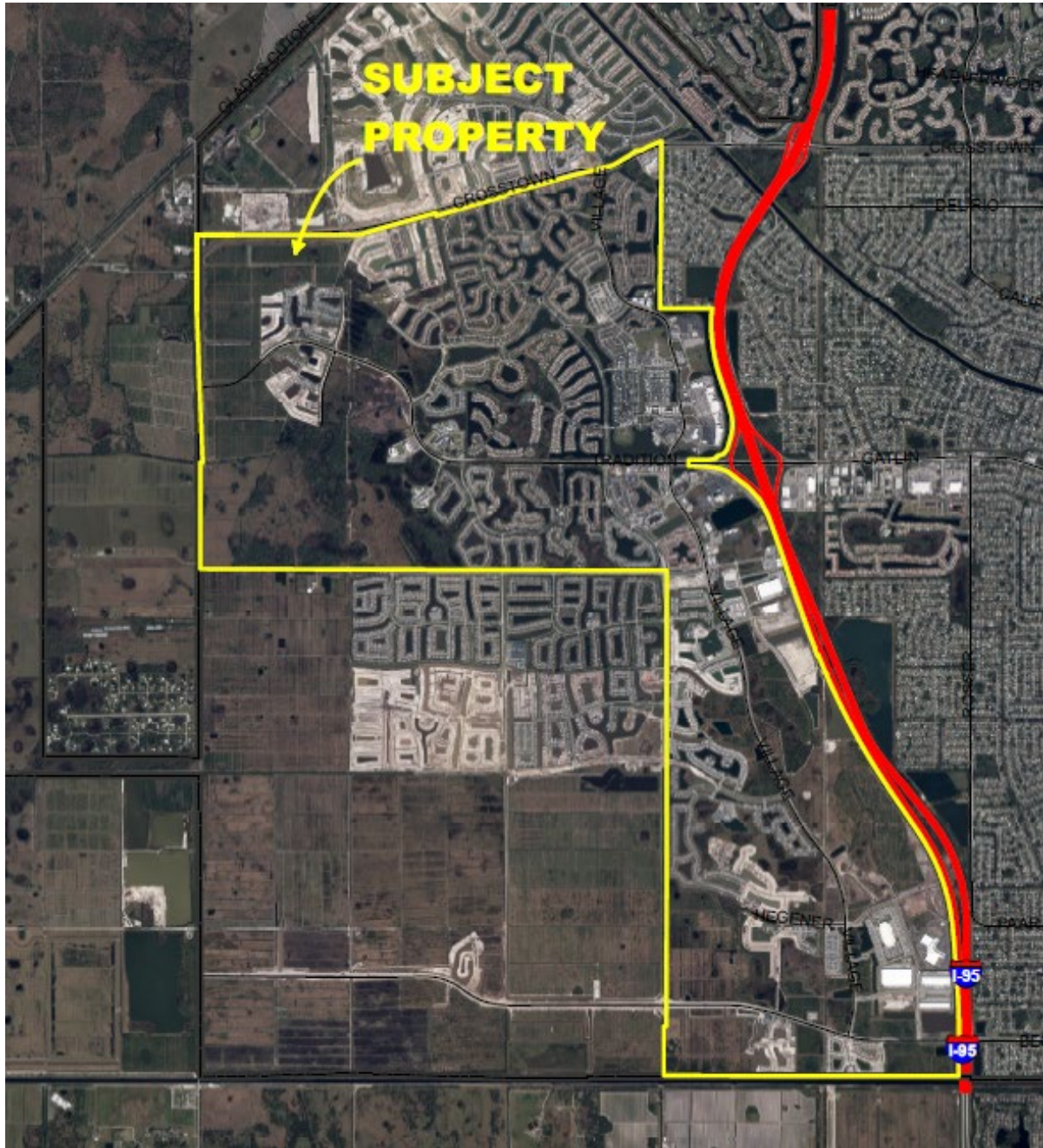


Tradition Master Sign Program
Master Sign Program Amendment No. 8
P16-042-A3



Project Location Map

SUMMARY

Applicant's Request:	Request for approval of an 8th amendment to the Tradition Master Sign Program.
Applicant:	Steven Garrett, Lucido & Associates
Property Owner:	Mattamy Palm Beach, LLC
Location:	The property is located west of I-95, east of Range Line Road, and south of Crosstown Parkway. The land area consists of the Tradition, Western Grove, and Southern Grove Developments of Regional Impact (DRI).
Project Planner:	Marissa Da Breo-Latchman, Environmental Planner II

Project Description

The Tradition Master Sign Program provides the signage regulations for all of the development within the Tradition, Southern and Western Grove Development of Regional Impact (DRI) areas. The primary focus of the proposed amendment is to add a definition for "Jobs Corridor/Economic Development District" and a table specifying the locations, number of signs and sign area allowed in that district. The Jobs Corridor/Economic Development District is located within the Southern Grove DRI, south of Discovery Way, north of Becker Road, between Village Parkway and Interstate 95.

Other proposed changes include adding requirements for approval of signs within public and private road rights -of-way (ROWs), increasing the number of Non-Residential Informational/Directional signs from 4 to 24, and additional minor changes.

The proposed changes are shown as strike-through and underline in the attached Master Sign Program and listed as follows:

1. Updated Revision and Approval List – pg. 2
2. Revised Table of Contents – pg. 3
3. Added Text to Introduction – pg. 4
4. Added Jobs Corridor/Economic Development District definition – pg. 6
5. Community Sign Table Revised – pg. 8
6. Added requirements for signs with road ROWs- Page 10
7. Non Residential Table Revised – pg. 10/11
8. Temporary Signs added as title – pg. 13
9. Jobs Corridor / Economic Development District Chart and Language Added – pg.14
10. Revised List of Changes – pg. 15
11. Revised Map Area – pg. 16

Location and Site Information

Property Size:	Approximately 8,237 acres
Legal Description:	N/A
Future Land Use:	New Community Development (NCD)
Existing Zoning:	Master Planned Unit Development (MPUD)
Existing Use:	Commercial and residential properties.

Surrounding Uses

Direction	Future Land Use	Zoning	Existing Use
North	RGC	PUD	Verano Development
South	NCD	MPUD	Riverland Development & Martin County
East	N/A	N/A	I-95
West	SLC AG-5	SLC AG-5	Vacant Land

Project Analysis

The Tradition Master Sign Program was originally approved by City Council with the adoption of Ordinance 05-12. It has been updated seven times since its adoption. The proposed amendment meets the conditions required by the adoption of the sixth amendment (Ordinance 21-121) with regards to content neutral regulations.

Per Section 155.03 (H)(4) of the City's Sign Code, the master sign program may include modifications to standard sign regulations set forth in Chapter 155 if:

- a. The modifications are consistent with the purpose and intent of Chapter 155.
 - *The purpose and intent of the chapter is to allow commercial and non-commercial speech through the use of signs; to provide uniform sign criteria which regulates the size, height, and placement of signs within the City and thereby promote and protect the public health, safety, general welfare, and aesthetics of the City; and to avoid excessive visual clutter and hazards for pedestrians and vehicles. The display of signs should be appropriate to the land, building or use.*

The Tradition Master Sign provides uniform sign criteria for different types of development within the area. The proposed amendment includes the addition of a table for the "Jobs Corridor/Economic Development District" to address the signage needs for that particular area. The proposed amendment would allow for monument signage at each ingress/egress point instead of based on road frontage as for other non-residential projects. The buildings in this area are typically much larger warehouses and industrial uses situated on larger parcels with multiple access points. The proposed amendment would also allow for potentially more façade signage on the larger buildings over 100,000 square feet in proportion to the larger buildings.

The sign program is also being amended to clarify the allowable sign area for monument signs for the purpose of calculating the square footage, to clarify the requirements for

placing signs in public and private road rights-of-way and increase the number of directional signs allowed for non-residential development from 4 to 24. The applicant has stated that additional directional signage is needed for large commercial developments.

- b. The master sign program incorporates designs which are consistent with accepted principles of street graphics, including consideration of sign placement, size, shape, proportion, lettering, color and overall relation to the overall project and adjacent properties.
 - *The master sign program addresses the size and proportions of signs within the area. It does not address placement, which falls back to the City's Sign Code.*
- c. The design concepts reflect a unified design harmonious with the overall project and adjacent properties.
 - *The program creates unified design for each of the different areas (Non-Residential, Residential, Special District and Jobs corridor/Economic Development District) since each has specific signage needs. The adjacent properties in the City have their own master sign programs.*
- d. The proposed variations are not detrimental to public property or the health, safety, and welfare of the general public.
 - *The proposed variations do not appear to be detrimental to public property or the health, safety, and welfare of the general public*

STAFF RECOMMENDATION

The Site Plan Review Committee recommended approval of the Master Sign Program amendment on February 25, 2026.

Staff finds that the proposed amendment complies with the requirements of Section 155.03(H), City Sign Code.

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.