

SUMMARY

Applicant's Request:	This is a request from Trea Midway Road LLC to amend the Master Sign Program for Midway Business Center (LTC PUD).
Agent:	Liam Sargent, Kimley-Horn
Applicant/Property Owner:	Trea Midway Road LLC
Location:	The project is located south of Midway Road and just east of Interstate 95. (LTC PUD)
Project Planner:	Daniel Robinson, Planner III

Project Description

The proposed amendment to the program is to provide updated criteria that will allow opportunity for new and amended signage for existing and future parcel owners within the Midway Business Park area.

The amendment includes the following:

- Removal of the developer's review board. All sign reviews will be conducted by City staff.
- Update of Sign area calculation for clarity.
- Removal of address requirements. This will revert back to the City Sign Code requirements.
- Removal of language that is content based.
- Removal of any copy limitations within the allowable square footage.
- Addition of a "Business Interstate Identification Monument Sign", which is proposed to be 50 feet in height.
- Removal of temporary sign regulations so that City Code will be followed.
- Updated comparison chart.
- Updated Exhibit 1 (Signage Map)

Location and Site Information

Property Size:	381.71 acres
Legal Description:	Parcels of land lying within Sections 1, 2, and 11, Township 36 South, Range 39 East, St. Lucie County, Florida.
Future Land Use:	Heavy Industrial, Light Industrial, Residential/Office/Institutional, Utility, Service Commercial, Open Space Conservational, & General Commercial (HI, LI, ROI, U, CS, OSC, & CG)
Existing Zoning:	Planned Unit Development (PUD)
Existing Use:	Industrial, Commercial, and Warehouse.

Surrounding Uses

Direction	Future Land Use	Zoning	Existing Use
North	N/A	N/A	St. Lucie County
South	RL	RS-2	Residential
East	RL	RS-2	Residential
West	ROI	PUD	I-95, vacant land, and FPL sub station

Background

The original Master Sign Program within the Midway Business Park was only for the LaMesa RV site. The LaMesa RV Master Sign Program (P13-147) proposed an interstate identity sign with the height of 45 feet for a single interstate identity monument sign. It was approved with the condition that the maximum height is set at 30 feet as proposed by the Planning and Zoning Department Staff.

The Midway Business Park proposed a sign program for the entire business park area. This program superseded the LaMesa RV MSP. The new program (P14-095) permitted all properties abutting the I-95 interstate to have an interstate identity sign. This permits 6 interstate monument signs currently. There is potential for additional signs if the parcels are subdivided into multiple parcels. The height maximum did not change.

Staff Analysis

The current sign program allows the maximum height of 30 feet. This is 10 feet over the height maximum allowed by the City's Sign Code. The proposed height of 50 feet for the "Business Interstate Monument Sign" is excessive as it is 30 feet over the permitted maximum height of a monument sign for parcels over 20 acres in size. Section 155.03 (H) requires any sign program requirements to be consistent with the intent of the sign code. The proposed sign is not consistent with sign types permitted by the sign code.

STAFF RECOMMENDATION

Staff does find the proposed amendment to be consistent with the direction and intent of the City's Land Development Regulations and policies of the Comprehensive Plan and complies with the requirements of Section 155.03(H) of the City's Sign Code, with the exception of the proposed Business Interstate Identification Monument Sign and recommends approval with the following condition:

The removal of the **Business Interstate Identification Monument Sign**.

PLANNING AND ZONING BOARD ACTION OPTIONS

- Motion to recommend approval as proposed
- Motion to recommend approval with the recommended condition
- Motion to recommend approval with an amended condition
- 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.