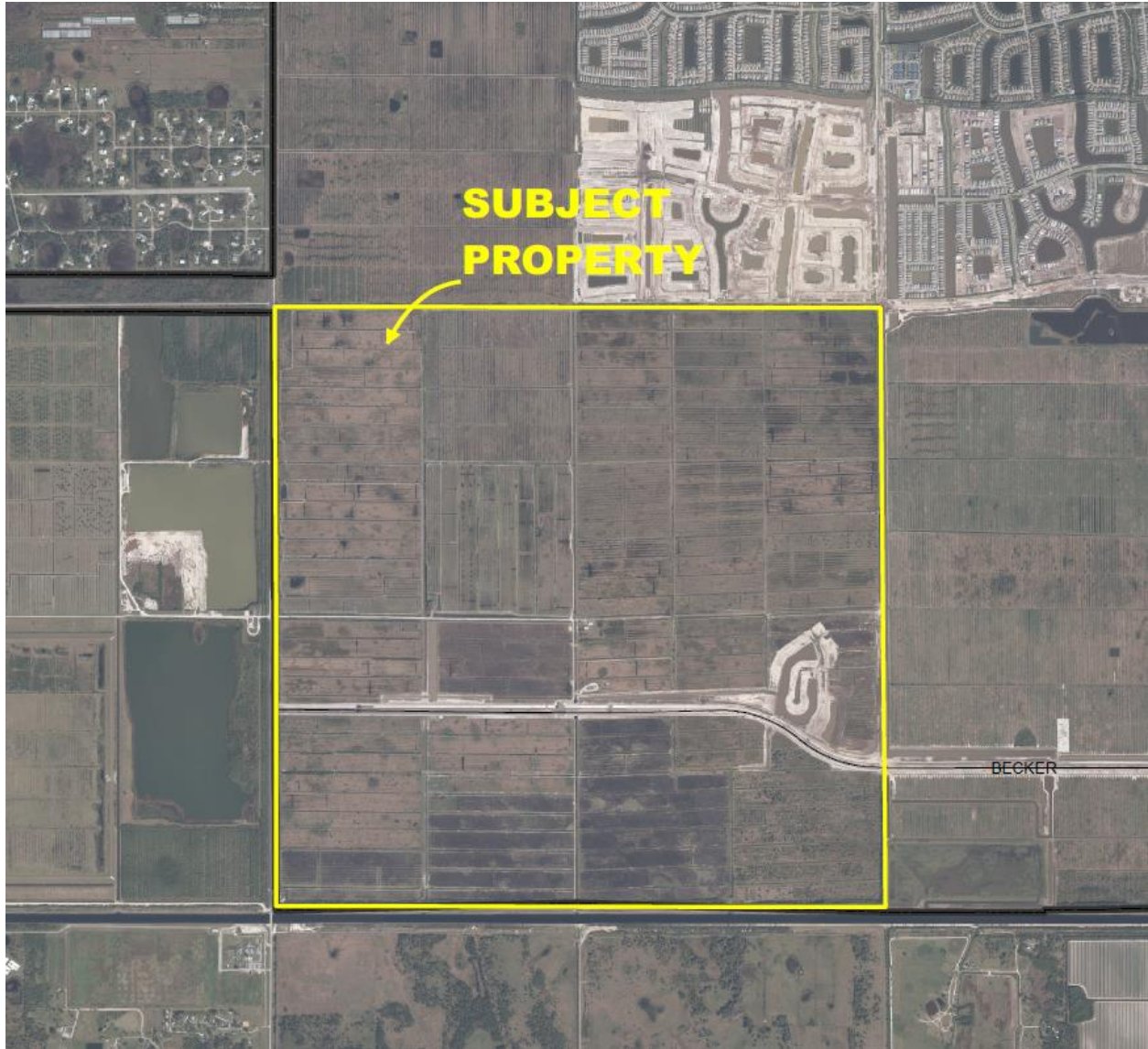




**Wilson Grove -Sundance PSL Master Sign Program - Amend No. 1**  
**P25-001-A1**



**Project Location Map**

**SUMMARY**

Applicant’s Request:	This is a request to amend the master sign program for Sundance Port St. Lucie (Wilson Groves DRI).
Applicant:	Haley Ward
Property Owner:	ACR Acquisition LLC
Location:	The project is located north and south of Becker Road and west of Riverland Boulevard.
Project Planner:	Marissa Da Breo-Latchman, Environmental Planner II

**Project Description**

This request seeks to amend the Master Sign Program for Sundance Port St. Lucie. This 1st amendment is to change the size and number of temporary signs (intended to be feather flags) allowed in open space tracts and to clarify the required setbacks from road rights-of-way.

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

1. Updated cover page – pg. 1
2. Changed size and number of temporary signs permitted on Open Space Tracts – pg. 7
3. Clarified setbacks from road rights-of-way for temporary signs – pg. 7

**Location and Site Information**

Property Size:	Approximately 2,499 acres
Legal Description:	The property is legally described as a portion of the Alan Wilson Grove plat and portions of Sections 30 and 31 Township 37 South, Range 39 East.
Future Land Use:	New Community Development District (NCD)
Existing Zoning:	Master Planned Unit Development (MPUD)
Existing Use:	Vacant

**Surrounding Uses**

Direction	Future Land Use	Zoning	Existing Use
North	NCD	MPUD	Riverland Development
South	Martin County	Martin County	Martin County
East	NCD	MPUD	Riverland Development
West	SLC - Ag	SLC AG 5	Single-Family properties

**Project Analysis**

The Sundance Master Sign Program was approved and adopted by the City of Port St. Lucie City Council on June 9, 2025, via Ordinance 25-30.

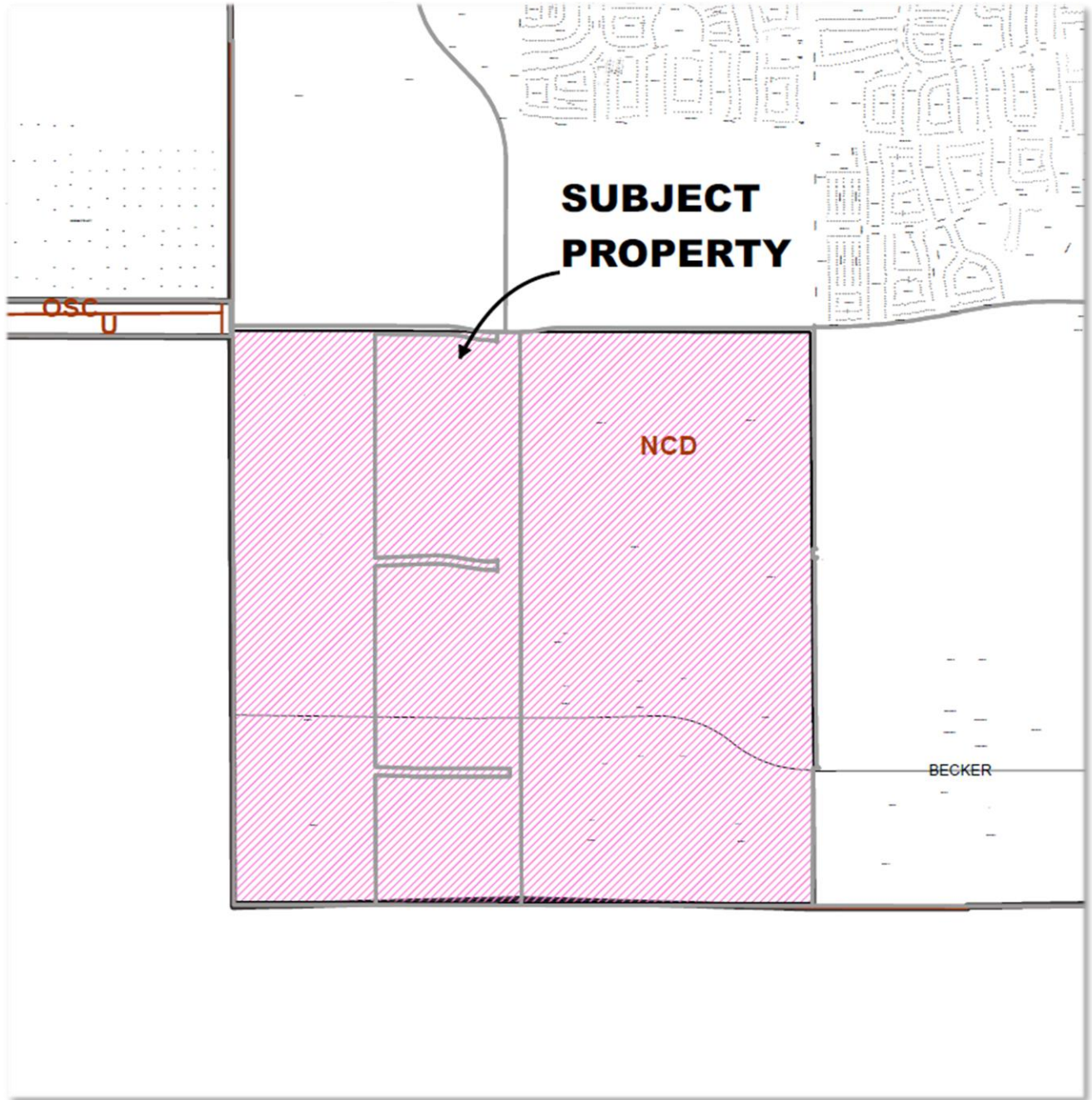
Per Section 155.03 (H)(4) of the City’s Sign Code, the master sign program may include modifications to standard sign regulations set forth in Chapter 155 if:

- 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,*

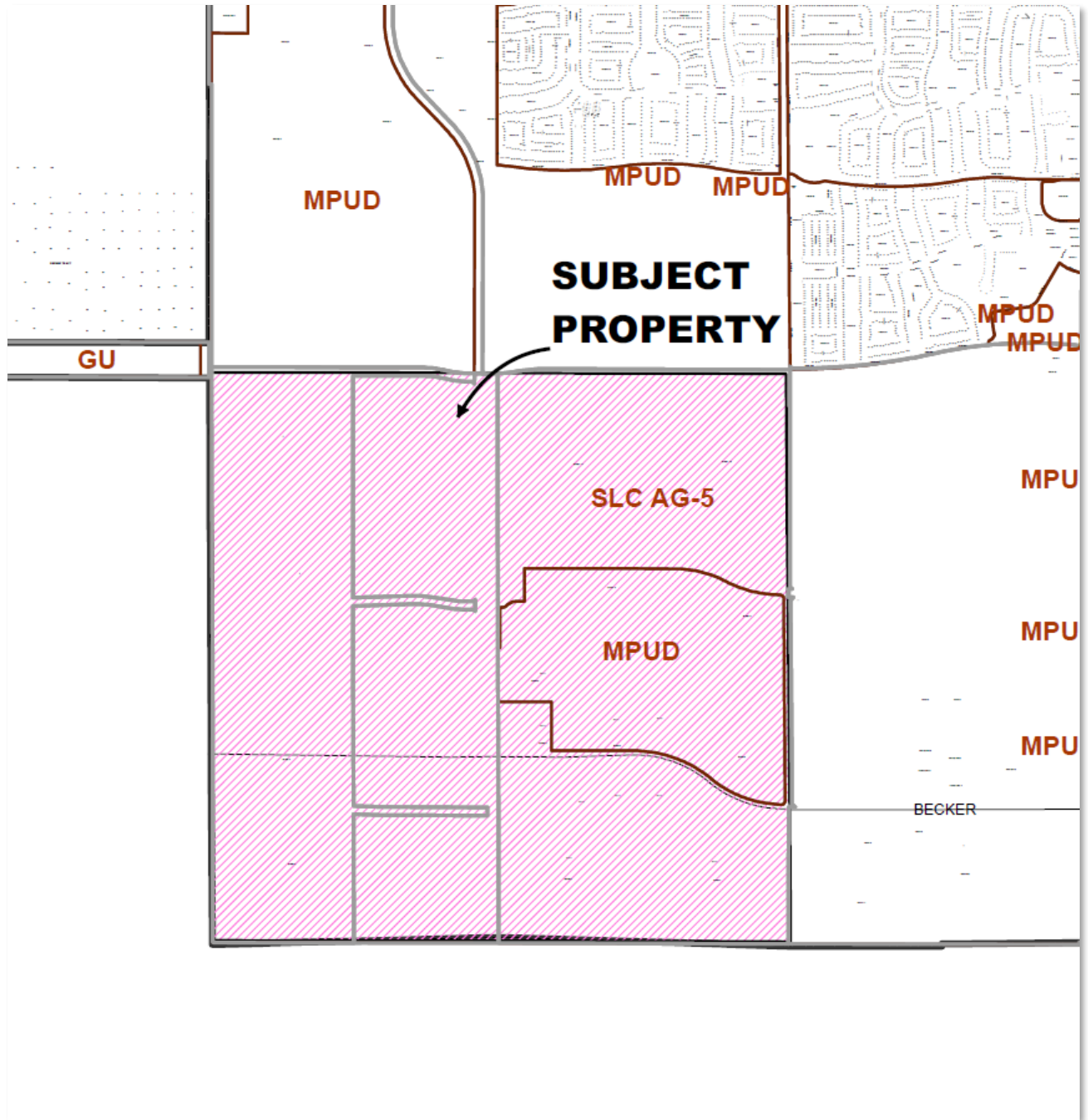
*general welfare, and aesthetics of the City; and to avoid excessive visual clutter and hazards for pedestrians and vehicles. The display of signs should be appropriate to the land, building or use.*

*The Sundance Master Sign Program provides uniform sign criteria for different types of development within the area. The proposed amendment is to change the number and size of temporary signs (intended to be feather flags) allowed in the open space tracts of the development and to clarify the required setbacks from road rights-of-way.*

- 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, proportions of signs, material, design and placement for areas internal to the overall development. The existing size allowed for the temporary signs 17 feet high and 4 square feet, which does not make sense proportionally. The amendment proposes 20 -foot- high signs that are 50 square feet in size and therefore would be 2.5 feet wide. Placement adjacent to the rights-of-way would be 10 feet from a public right-of -way, which is consistent with the City's Sign Code, and 5 feet from a private road right-of-way..*
- 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 within the overall development. 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.*



Future Land Use



Zoning Map

## **STAFF RECOMMENDATION**

The Site Plan Review Committee recommended approval of the amendment at their May 27, 2026, meeting.

Staff find the proposed Master Sign Program Amendment to be consistent with the City's Land Development Regulations and policies of Section 155.03(H).

## **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.