



**The Port District
 Master Sign Program Application
 P23-116**



Project Location Map

SUMMARY

Applicant's Request:	This is a request to create a master sign program for the Port District PUD.
Applicant:	City of Port St. Lucie, Community Redevelopment Agency (CRA)
Property Owner:	City of Port St. Lucie
Location:	The project is located abutting the North Fork of the St. Lucie River and on the west side of Westmoreland Boulevard, south of the intersection of Port St. Lucie Boulevard and Westmoreland Boulevard, and adjacent to the Port St. Lucie Botanical Gardens.
Project Planner:	Bethany Grubbs, Planner III

Project Description

This is a city-initiated request to create a master sign program for the Port District Planned Unit Development (PUD). This Master Sign Program establishes comprehensive signage regulations for the Port District Planned Unit Development (PUD), formerly known as Riverwalk South PUD. The Port District Master Sign Program provides for high-quality, aesthetically pleasing, and functional signs, that support the overall vision for the Port District as a vibrant and harmonious community hub. The proposed Master Sign Program is attached as Exhibit "A".

Location and Site Information

Parcel ID	4410-413-0001-000-6
Property Size:	9.75 acres
Legal Description:	See Warranty Deed
Future Land Use:	OSC (Open Space Conservation), OSP (Open Space Preservation), CG (Commercial General), CH (Commercial Highway), ROI (Residential, Office, Institutional)
Existing Zoning:	PUD (Planned Unit Development), OSC (Open Space Conservation)
Existing Use:	Preserve, historic lodge and house, under construction playground, future restaurant site.

Surrounding Uses

Direction	Land Use	Zoning	Existing Use
North	OSR/OSP	OSR/OSC	City of Port St. Lucie Botanical Gardens
South	RM	PUD	The Anchorage condominiums
East	RL	RS-2	Single-family residences
West	OSP	OSC	North Fork of the St. Lucie River

OSC (Open Space Conservation), OSP (Open Space Preservation), OSR (Open Space Recreation), RM (Residential Medium Density), FL (Residential Low Density), PUD (Planned Unit Development), RS-2 (Residential, Single-Family)

Background

The Port District is a mixed-use development designed to provide restaurants, recreation, historic preservation, civic, cultural, and entertainment uses. The project site is 9.75 acres abutting the North Fork of the St. Lucie River and located on the west side of Westmoreland Boulevard, south of the intersection of Port St. Lucie Boulevard and Westmoreland Boulevard, and adjacent to the Port St. Lucie Botanical Gardens.

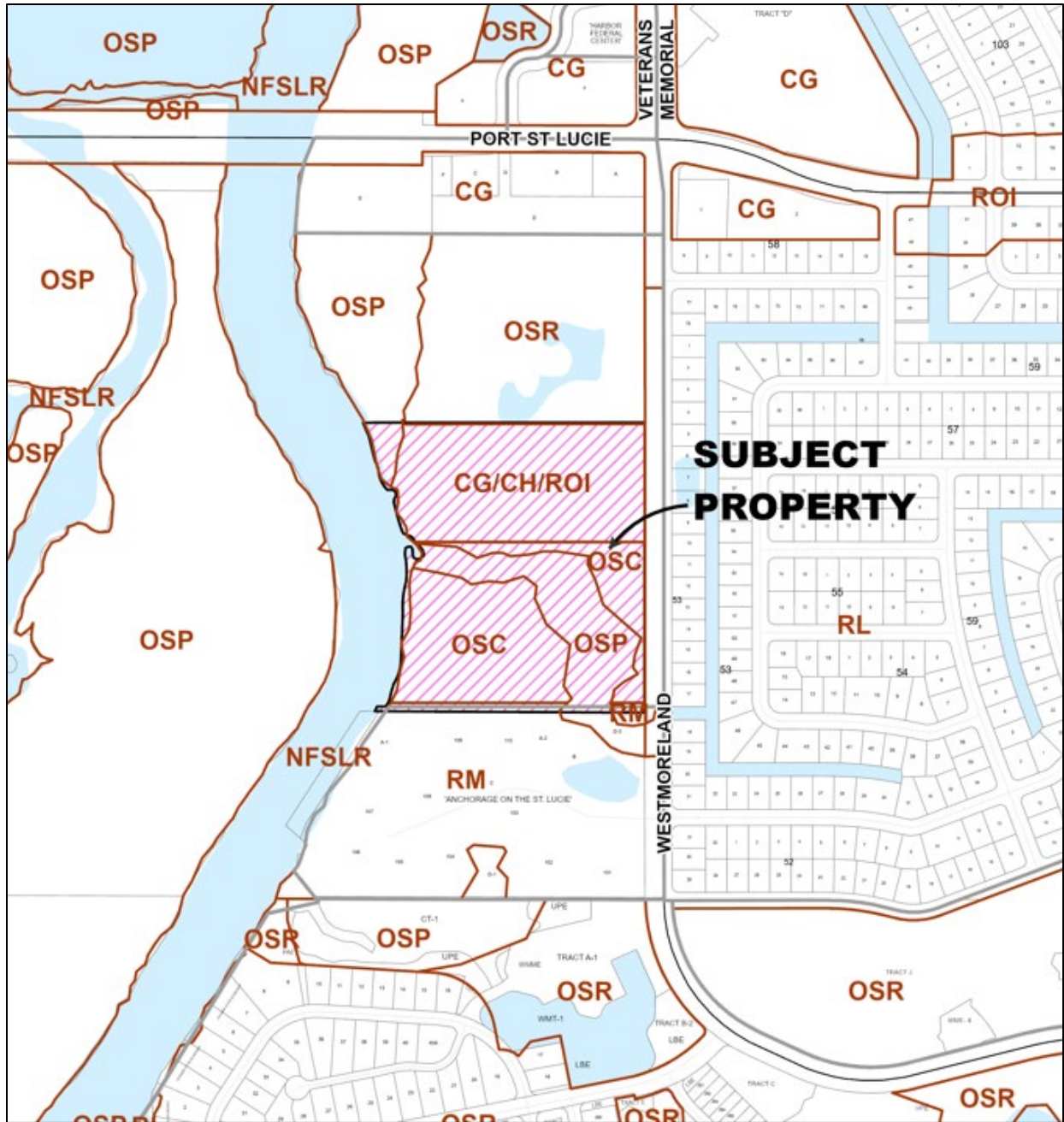
Project Analysis

A detailed comparison to the City Code (attached as Exhibit "B") highlights the ways in which the master sign program differs from the City's Sign Code requirements. Key areas of enhancement include higher quality materials, more stringent design criteria, greater flexibility in sign placement, and the incorporation of advanced technologies. These enhancements are intended to provide a superior signage experience that benefits the visitors to the Port District.

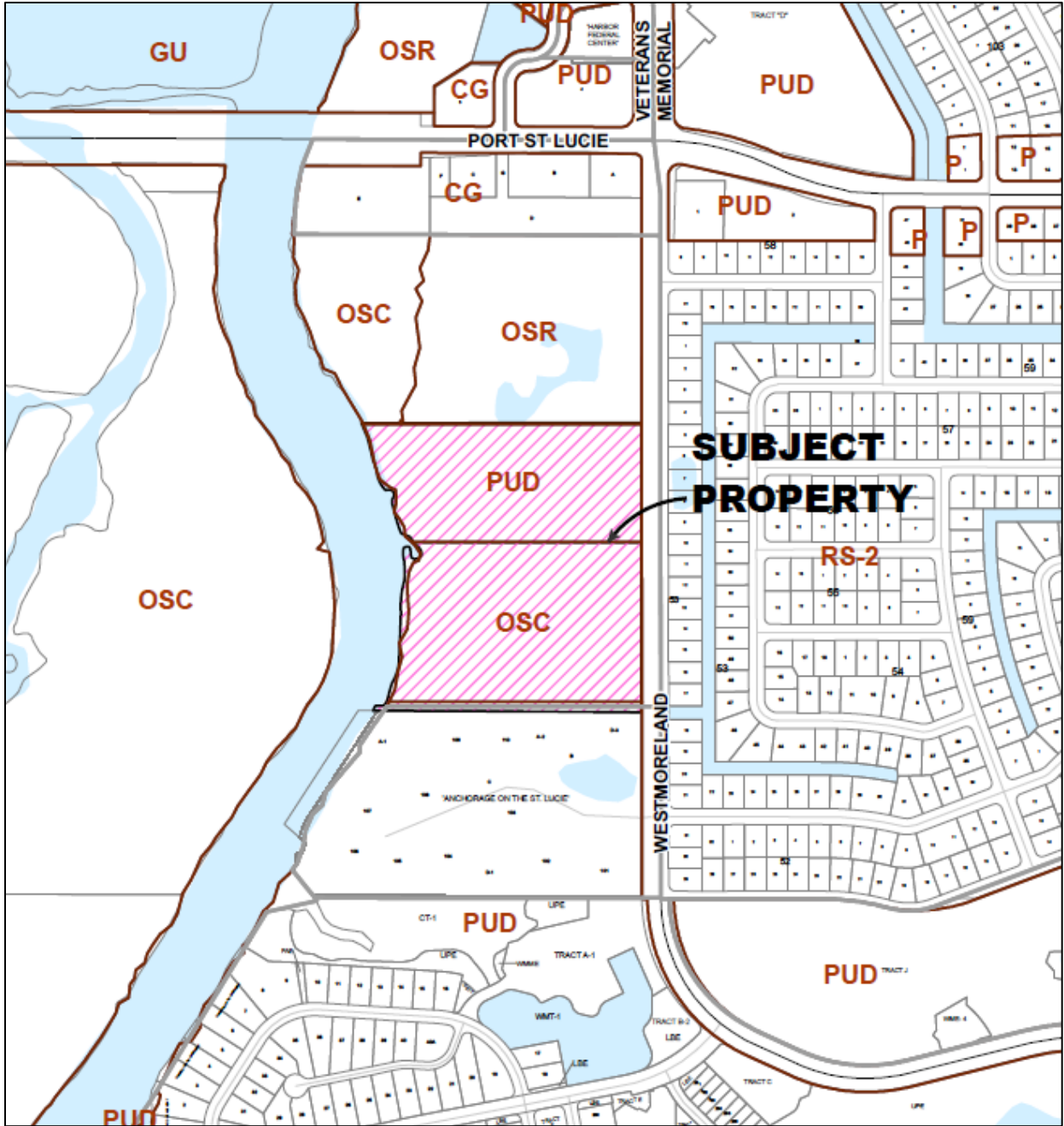
Section 155.03(H) of the Code of Ordinances allows a developer of a project or development containing at least two (2) acres to have the option of submitting a master sign program for the total project, or for specified phases within the total project. As described in subsection (H)(5), the master sign program may include modifications to standard sign regulations:

- a. The proposed modifications are consistent with the purpose and intent of this chapter;
- 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;
- c. The design concepts employed reflect unified design concepts harmonious with the overall project and adjacent properties; and
- d. The proposed variations are not detrimental to public property or the health, safety and welfare of the general public.

The Port District's mixed-use nature and multiple destinations necessitate a deviation from the standard signage regulations, which limit ground signs to one per street frontage. Given that the development has a single property frontage on Westmoreland Boulevard, the existing regulation allowing only one ground sign is insufficient. The development comprises several distinct subdistricts, including the Historic Home and Lodge, Pioneer Park, the River Food Garden, the Board Walk, the Event Lawn, and the Overwater Stage. Each of these subdistricts requires distinct signage to ensure proper identification. To address this, the proposed signage plan includes the installation of secondary monument signs at the entrances of each subdistrict. These subdistricts include the Historic Home and Lodge, Pioneer Park, the River Food Garden, the Board Walk, the Event Lawn, and the Overwater Stage. Additionally, the Port District functions as an important gateway, with key access points including Pioneer Park, the Botanical Gardens, Veterans Memorial Parkway, and Lyngate Drive. Gateway signs at these access points will facilitate navigation for visitors entering the park.



Future Land Use



Zoning Map

STAFF RECOMMENDATION

Staff does find the proposed Master Sign Program to be consistent with the City's Land Development Regulations outlined in Section 155.03(H) of the Code of Ordinances.

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.