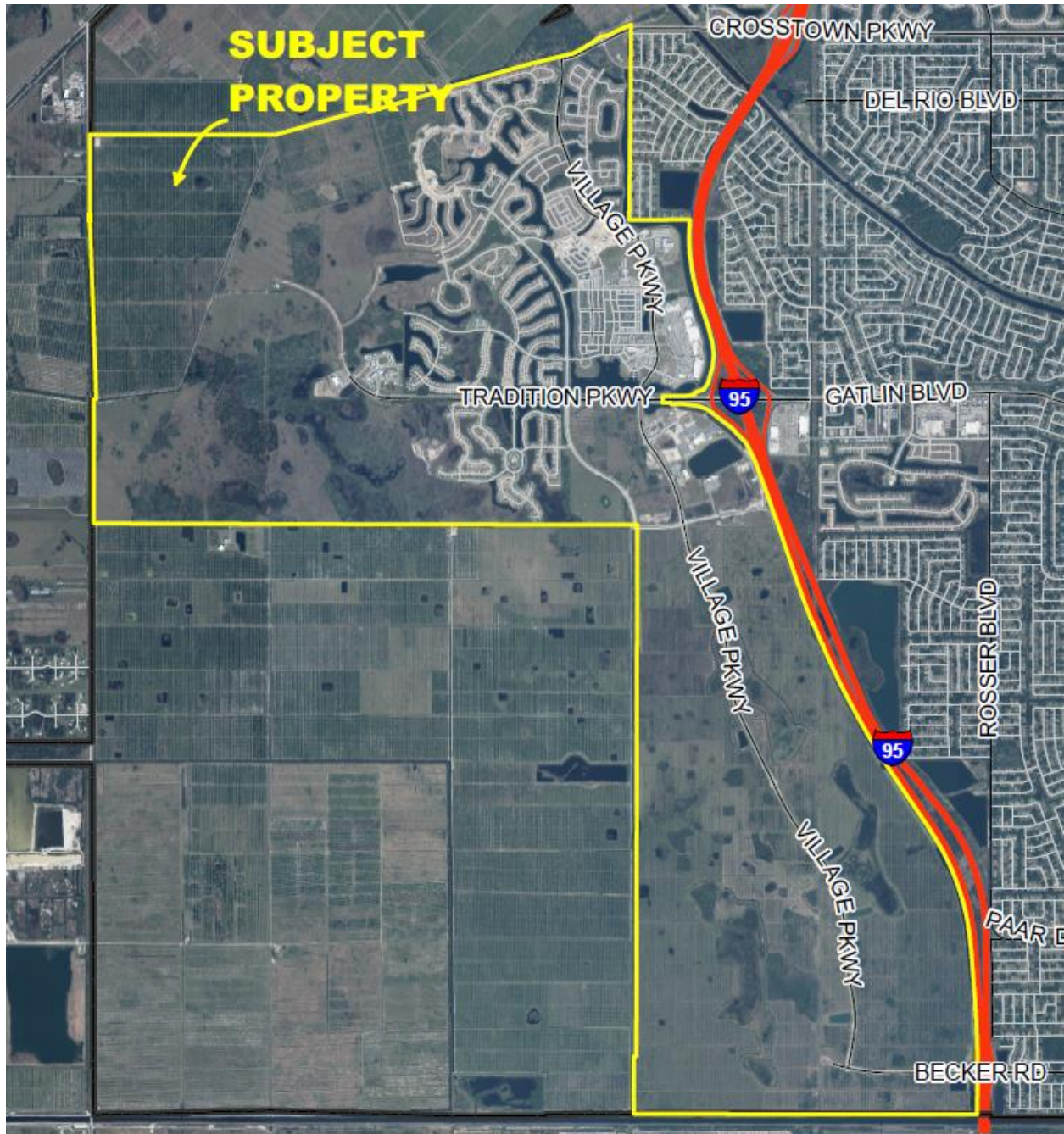




**Tradition Master Sign Program
Master Sign Program Amendment No. 7
P16-042-A2**



Project Location Map

SUMMARY

Applicant's Request:	Request for approval of a seventh 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:	Daniel Robinson, Planner III

Project Description

The proposed amendment is to provide a comprehensive update of all signs within the Tradition, Southern Grove, and Western Grove communities. The amendment is also to provide a content neutral master sign program and to meet the current sign needs of the communities.

The proposed changes from Amendment No. 6 to No. 7 are summarized as follows:

- Community Marker name changed to Community Tower – pg. 5
- Community Marker number of signs allowed from four (4) to six (6) – pg. 5
- Welcome Sign SF changed from 72 SF to 110 SF – pg. 5
- Community Directional name changed to Primary Directional – pg. 5
- Primary Directional number of signs allowed from Twenty-Four (24) to Forty-Eight (48) – pg. 5
- Primary Directional name changed to Secondary Directional – pg. 5
- Secondary Directional number of signs allowed from Thirty (30) to Twenty-Four (24) – pg. 5
- Residential Primary Entry number of signs allowed changed from two (2) to three (3) – pg. 6
- Lot Marker, Construction Entrance, and Model Home Sign were moved to Temp Sign Section - pg. 6
- Sales Center Sign Moved to Temp Sign Section - pg. 7
- Event/Sales Banner Sign moved to Temp Sign Section – pg. 7
- “Coming Soon” interior sign named changed to “Amenity” interior sign – pg. 7
- Banner Sign added to Building Mounted Façade Section – pg. 9
- Removed Real Estate Development Sign removed – pg. 10
- Removed Adjacent Parcel Sign – pg. 10
- All reference Images removed – pg. 11-12
- All signs on page 2 of 6th Amendment have been added to 7th Amendment

Location and Site Information

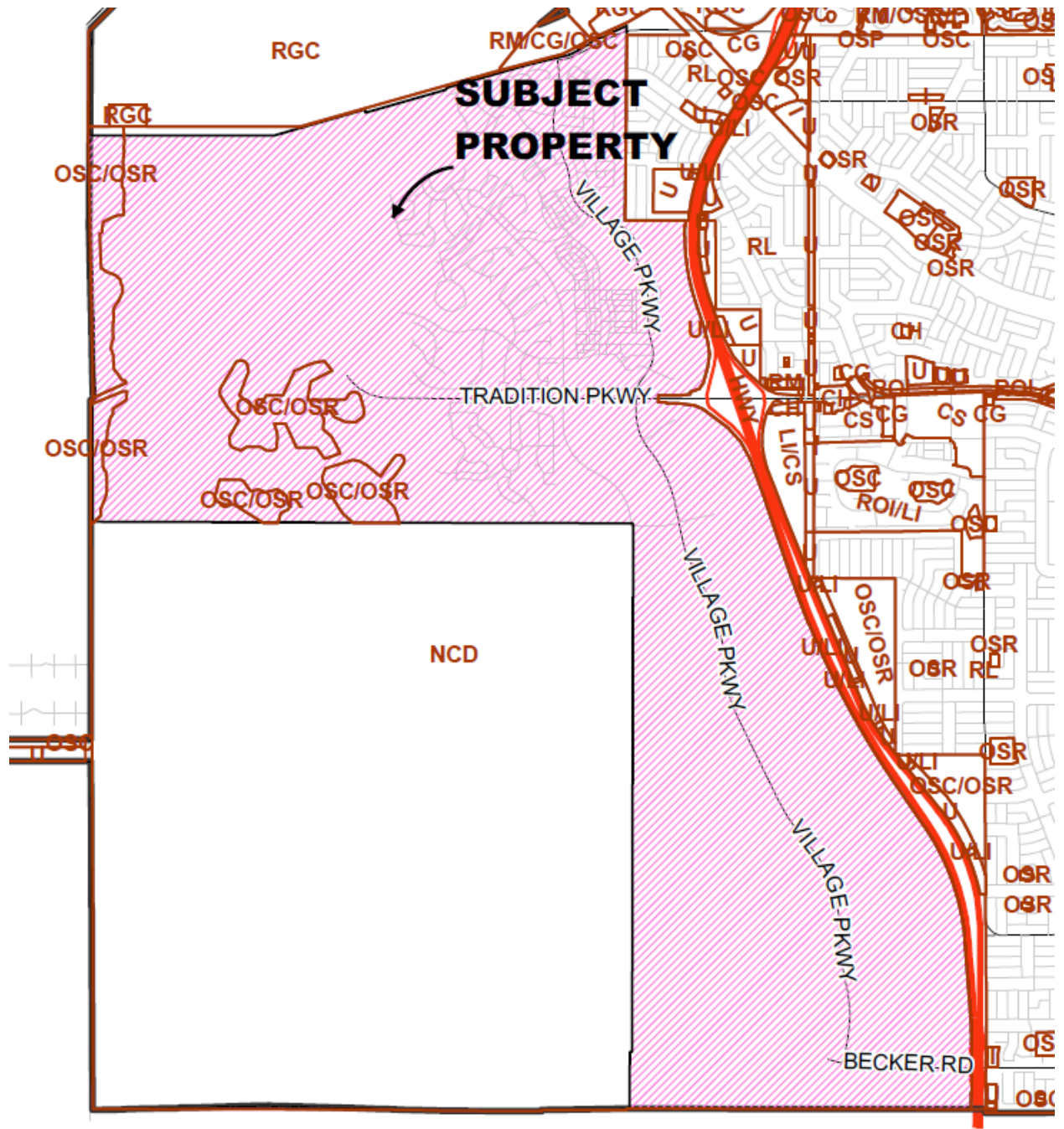
Property Size:	Approximately 8,237 acres
Legal Description:	N/A
Future Land Use:	New Community Development (NCD)
Existing Zoning:	Master Planned Unit Development (MPUD)
Existing Use:	Commercial and residential properties.

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 six 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.



Future Land Use

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).

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.