



**The Shoppes at Veranda Falls Master Sign Program  
1<sup>st</sup> Amendment  
P07-092-A1**

Project Location Map



## **SUMMARY**

Applicant's Request:	This is a request for the 1 <sup>st</sup> amendment of the Shoppes at Veranda Falls master sign program.
Applicant:	Derrick E Phillips, Jr, Lucido & Associates
Property Owner:	VF I, LLC, c/o St Lucie Land LTD
Location:	The project is located south of Becker Road and east of the Florida Turnpike.
Project Planner:	Daniel Robinson, Planner III

## **Project Description**

This is a request to amend The Shoppes at Veranda Falls Master Sign Program. This amendment is to add regulations for the commercial, institutional and residential developments that are being incorporated into the sign program boundary and to increase the square footage of monument and directional signs. The area included in the master sign program boundary consists of approximately 91.952 acres and is located east of the Florida Turnpike and south of Becker Road. The program will provide comprehensive regulations for all signs located within the boundary of this program

## **Location and Site Information**

Property Size:	Approximately 91.952 acres
Legal Description:	Verano Plat Nos. 1, 2, 7, 8, and 9
Future Land Use:	Highway Commercial (CH), General Commercial (CG), Service Commercial (CS), Residential Golf Community (RGC), and Residential-Office-Institutional (ROI)
Existing Zoning:	Planned Unit Development
Existing Use:	Commercial and Residential uses with some undeveloped property

## **Surrounding Uses**

Direction	Future Land Use	Zoning	Existing Use
North	CG, I, RGC	PUD	Residential/Commercial Development
South	Martin County	Martin County	Martin County
East	RGC	PUD	Residential Development
West	RL	RS-2	Single-Family properties

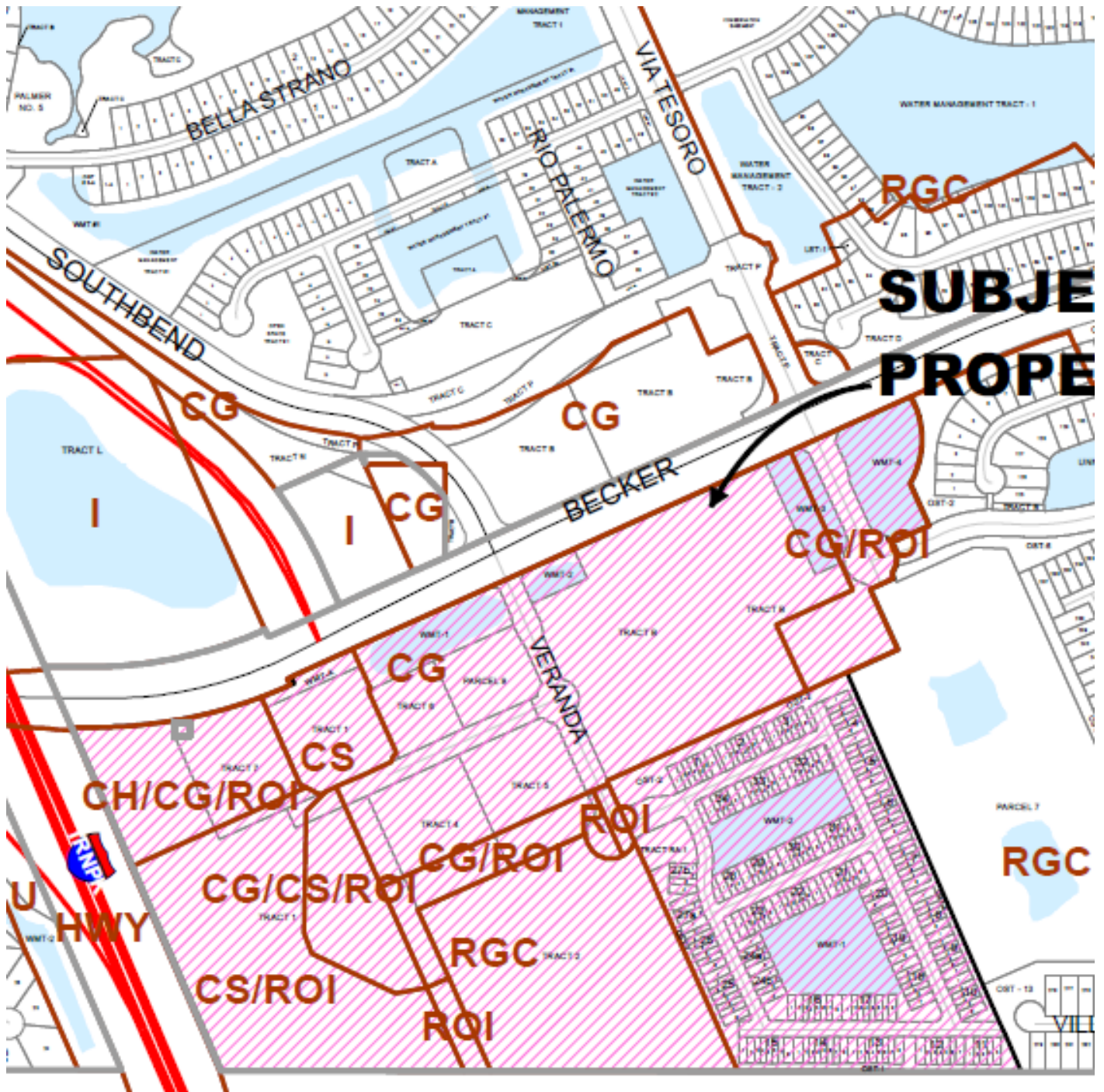
## **Project Analysis**

The Program amendment removed any content-based regulations. The City has changed a requirement of sign programs having a review board review signs prior to submitting to the city for permitting, so all reference to such boards has been removed. The comparison chart attached indicates the changes from the current program to the proposed and also provides the comparison to City Sign Code. The Primary Project Sign heights will change from 10 feet to 18 feet in height. The Stand- Alone Building Monument Sign heights are proposed to change from 6 feet to 16 feet and the maximum square footage from 32 square feet to either 60 square feet for most parcels or 122 square feet for the hospital and medical parcels. The amendment calls out the off- premises monument signs that will be permitted along Becker Road to accommodate the properties that may have open space tracts separating them from Becker Road. The only façade sign change was to tenant façade signage, which has been reduced from 200 to 120 square feet cumulatively. The program document has been reduced in size, 19 pages to 9, by creating charts for the regulations. This provides organization and a program that is easy to follow and understand.

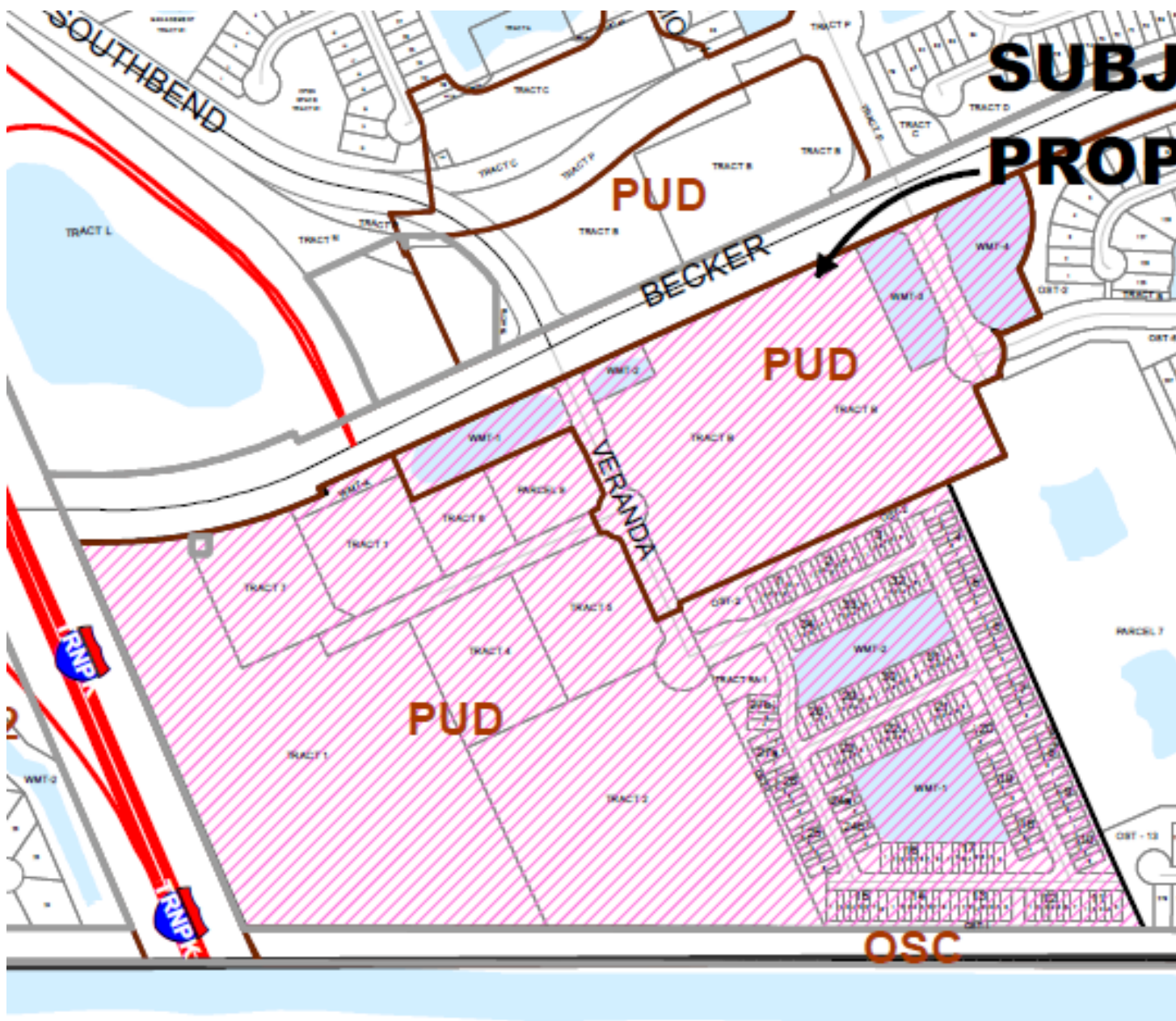
## **Related Projects**

P07-092 Master Sign Program





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 and policies of Section 155.03(H).

### **PLANNING AND ZONING BOARD ACTION OPTIONS**

- ☐ Motion to recommend approval
- ☐ Motion to recommend approval with conditions
- ☐ 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.