

The Shoppes at Veranda Falls

Master Sign Program

~~June 5, 2007~~ June 27, 2024



Developer:

VF I, LLC
c/o St. Lucie Land Ltd.
450 East Las Olas Blvd., Suite 1500
Fort Lauderdale, FL 33301

Contact: Alex Muxo, Jr.

Consultant:

Lucido & Associates
701 East Ocean Blvd.
Stuart, FL 34994
772-220-2100
Contact: Derrick E Phillips Jr
dphillips@lucidodesign.com

City of Port St. Lucie Application #P07-092-A1

Revision/ Approval Timeline:

Date:	Action:
06.25.07	City Council – First Reading
07.09.07	City Council – Second Reading

(Images and specific signs shown in this document have been prepared by Architecture 6400 Inc.)

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Introduction

This Master Sign Program provides a comprehensive overview of all signs within The Veranda Falls Development Community. The guidelines are not intended to restrict imagination, innovation or variety, but to assist in creating a consistent, well-planned solution for identification throughout the community. The master sign program offers many opportunities for creativity and individuality. For informational purposes, be advised that the Veranda Falls POA has additional signage requirements that are not administered by the city. Please contact the Veranda Falls POA for the latest copy of their signage requirements.

Procedure

~~All proposed signs, prior to application for a sign permit from City of Port St. Lucie, must be approved in writing by the Veranda Falls POA Committee which will review signs based on the criteria that follows. A letter of approval from the Veranda Falls POA Committee must be submitted with the application to the City of Port St. Lucie.~~

Background

The sign guidelines in this manual supersede existing City of Port St Lucie codes and ordinances and any adopted citywide design standards. ~~Any sign elements or criteria not addressed in this program will first be directed to the Veranda Falls POA Committee for review and consideration. Signs represented are subject to change by the Veranda Falls POA Committee. Quantity and location of signs are estimated only and subject to change. Existing city codes shall be used for sign criteria not addressed in this program. or by the Veranda Falls POA Committee.~~

~~Temporary signs within Veranda Falls will be permitted individually at the discretion of the Veranda Falls POA Committee.~~

General Requirements and Definitions

Utility Setbacks:

All structures, including signs, shall be installed a minimum of 10 feet horizontally from all mains (water, gravity, sewer, force and City owned reclaimed water). The 10 foot horizontal setback shall be as measured from the outside edge of the pipe to the nearest point of the structure, including underground (footers for example) or above ground (roof overhangs for example) features. Single or double post community directional and/or informative signs occurring within the rights-of-ways may encroach within these setbacks with Utility Department approval. Those mains installed between structures shall have a 15-foot setback on each side. Additionally, where deep mains are to be installed at depths greater than 9 feet in-between structures, the Utility may, at its discretion, require additional horizontal setbacks.

Sign Area Calculations:

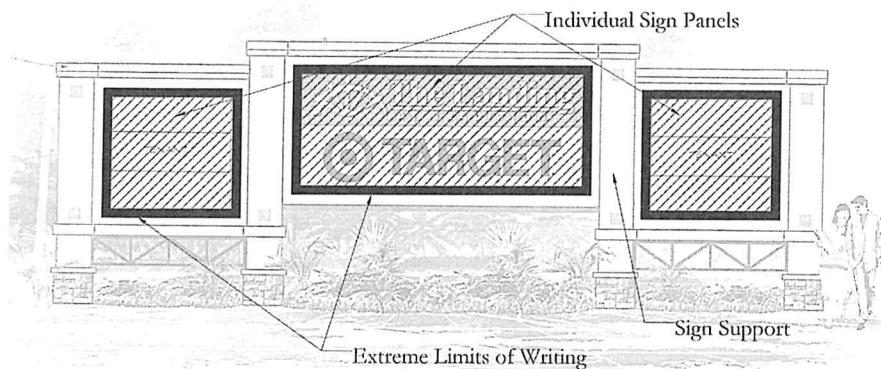
Veranda Falls logos and “The Shoppes at Veranda Falls” name shall be used throughout the sign program. ~~These decorative theme reinforcing elements shall not be counted in allowable square footage or sign face square footage calculations.~~ The current name of the Development, ‘Veranda Falls’ (or any future renaming of the overall development) and decorative logos specific to the

overall development name (currently 'VF') may be used throughout the sign program and shall not be counted in allowable square-footage or sign face square footage calculations.

The "allowable sign area" shall include the entire area within a circle, rectangle or triangle enclosing the extreme limits of writing, forming an integral part of the display or used to differentiate the sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed. (See Diagram Below)



Allowable Sign Area (for façade signs)



Allowable Sign Area (for panels)

Façade Sign Placement:

Non-residential development may distribute total allocated signage to individual building facades (front, rear and sides) ~~contingent upon Veranda Falls POA Committee approval~~; however, maximum cumulative allowable square footage shall not be exceeded. ~~Veranda Falls POA may distribute tenant signage along common building architectural elements and facades.~~

Monument Sign Setback:

All signs shall maintain a 10' setback from rights-of-way with the exception of those signs specifically designed to occur within road rights-of-way. Signs shall meet FDOT standards. Any sign located within the road rights-of-way will require approval from the City Engineering Department.

Size:

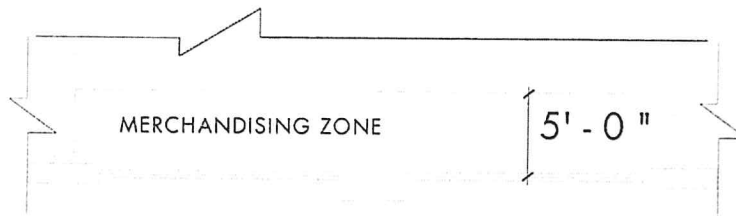
The dimensions used under the "size" category or shown on illustrations are meant as a general size range for the actual sign including all posts, supports, etc. necessary for the sign element. Signs may exceed these dimensions based on the final sign design and in an effort to allow creativity and flexibility in the sign program; however "allowable sign area" may not be altered.

Changeable Copy:

Signs with temporary plastic changeable letters are prohibited, with the exception of gas stations and movie theaters. Gas stations shall be limited to gas pricing and movie theaters being limited to current movies showing.

Merchandising Zone:

The Merchandising Zone is the front of the tenant space that extends from the lease line to all points 5'-0" into the space, and is subject to review and approval by the Veranda Falls POA Committee. The Merchandising Zone includes all display windows, retail graphics, display fixtures, materials, finishes, color and lighting fixtures within the area.



Merchandising Zone Exhibit

Address Incorporation:

The following section is from the City of Port St. Lucie Sign Code and is provided as a convenience. Applicants must refer to the latest adopted City of Port St. Lucie Sign Code.

~~Address to be incorporated in the sign design.~~

~~All new freestanding signs shall have an address incorporated in the sign design. Where applicable a range of numbers shall be shown: e.g. 2840 - 2910. Existing signs shall be required to include this numbering upon applying for any change. All other existing signs shall be replaced or changed to include this information as of January 1, 2004. Numbering will not be included as part of the allowed square footage. It shall be composed of numbers six (6) inches in height. Notification of this requirement to all existing businesses shall be included upon renewal of business occupational licenses.~~

~~Commercial plazas shall include the name of the plaza on the primary sign.~~

~~Commercial Signage~~

General Requirements

1. Tenants shall provide, have installed, illuminate, maintain and remove, and patch back holes at Tenants expense for all signs as proposed including, but not limited to:
 - a) A lighted store identification sign on the façades (main building fascia sign/awning or canopy sign)
 - b) One under canopy U.L. rated sign (under canopy sign)
 - c) Window lettering (storefront lettering)
2. Tenant shall be responsible in case of poor workmanship, construction and mounting. Tenant shall bear all costs of remounting and correcting said poor workmanship. The intent is to have signs constructed and installed in a professional manner which compliments and blends with existing signs.
3. Veranda Falls POA Committee must be provided a detailed plan, including cross section of sign for approval prior to installation (see exhibit on page 8 for locations of all allowable signs)
4. Main building Façade Sign types shall be listed as below. Maximum sign letter height shall be 5' 7". There is no minimum width or height of sign (refer to exhibit 1.1 on page 8). No backlit boxes, flashing signs, protruding signs or banners of any kind are acceptable. Temporary 'Grand Opening' and 'Special Sale' banners will be permitted for new establishments within community individually, at the discretion of the Veranda Falls POA Committee.
 - a) Individual dimensional backlit letters.
 - b) Open channel letters with exposed neon.
 - c) Painted frontlit graphics.
 - d) Front illuminated letter with plexi-glass panel
5. Awning or canopy signage (in lieu of or in addition to Main Building Fascia Sign) types shall be listed as below. Sign shall be limited to a maximum 40% of entire awning surface, or, width of sign shall be 90% of awning width and maximum sign copy height shall be limited to 24". Maximum height of painted valance lettering shall be 8" in addition to main signage where valance exists (refer to exhibit 1.1 on page 8). No backlit boxes, flashing signs, protruding signs or banners are acceptable. Tenant is responsible for structural engineering of sign integral to awning including required safety cables.
 - a) Individual dimensional backlit letters.
 - b) Open channel letters with exposed neon.
 - c) Painted front lit graphics.
 - d) Front illuminated letter with plexi-glass panel
6. Under Canopy Sign types shall be as listed below. Area of sign shall be limited to a maximum 18 sf. Minimum height of sign clearance to sidewalk shall be 8'6". There is no minimum width or height of sign.
 - a) Under building arcade.
7. Storefront window lettering types shall be as listed below. Area of window lettering shall be limited to a maximum of 20% of total glazing below transom (below 8' 0") and a maximum of 100% of total glazing above transom (above 8'0"). Temporary promotional and holiday graphics and window displays are not governed by the storefront window lettering criteria (refer to exhibit 1.1 on page 8).
 - a) Painted.
 - b) Applied vinyl.
8. All wiring connections, appropriate transformers, mounting brackets, wiring conduit and timer are to be hidden from view.
9. Powered signs are to be attached to a raceway or individual letters/logos mounted to façade (unless sign design incorporates appropriate backplate/box subject to approval by Veranda Falls POA Committee). Raceway shall be constructed from extruded materials and shall not exceed 6" in height and 6" in depth. Raceway and returns

are painted to building standards. Veranda Falls POA Committee has exact raceway paint codes; nearest match is not acceptable.

10. All backlit and open channel neon signs are to be constructed of a minimum .040 gauge aluminum sheet, with 3/16" flexible face and a maximum of 6" depth.
11. Recommended type styles are BOLD styles of Helvetica, Futura, Corinthian, Georgia Bold and Palentino Bold. Any other and/or nontraditional styles and/or all Tenant Logos are subject to approval by the Veranda Falls POA Committee.
12. All sign work must be performed by a licensed and insured sign company.
13. Tenant is responsible for permitting and meeting all zoning code requirements and shall hold Veranda Falls POA Committee harmless from any violations resulting there from.
14. Signs shall be lit at Veranda Falls POA Committee's discretion.



Primary Project Sign



Use:

Identifies primary entrances to the development.

Locations:

Adjacent to primary roadways and entrances to the development throughout the Veranda Falls PUD.

Quantity:

To be determined by Veranda Falls POA Committee.

Size: (refer to page 4)

10' ht. x 16' width

Allowable Sign Area:

120 SF maximum

Materials:

To be determined.

Colors:

To Be Determined.

Copy:

Copy Size and Style to be determined.

Miscellaneous:

Property owner will be responsible for each sign. Sign illumination to be presented to the Veranda Falls POA Committee for approval.

Major Tenant Façade Sign



Use:

Used to identify major tenants such as Publix within the shopping center.

Locations:

- Signs can be located on front, side and rear facades based on Veranda Falls POA Committee approval
- Endcap users are allowed side façade signs only upon pre approval by the Landlord.

Quantity:

To be reviewed and determined by Veranda Falls POA Committee. Maximum allowable sign area cannot be exceeded.

Design:

Signs must be professionally designed and made by a sign contractor. Use of branded logos and creative design is encouraged.

Fabrication:

Can signs must be individually mounted letters or logos and internally illuminated or down lit. Use of internal illumination through LED is acceptable. Halo lighting with pin mounted letters is also acceptable. Exposed neon is allowed only with special permission from the Veranda Falls POA Committee and only within context of a professional manufactured sign assembly. No neon or LED signs in windows.

Materials:

To be determined.

Colors:

Colors as per the Tenant's approved national brand, tenants without registered logo require landlord approval.

Copy:

Size and style at the discretion of the Veranda Falls POA Committee. Additional signage elements such as 'Presto' are allowed and are calculated within the total allowable sign area.

Allowable Sign Area:

Actual approved square footage at the discretion of the Veranda Falls POA Committee and will not exceed 500 S.F. cumulative maximum area for each major tenant façade signage. Major tenant name shall not exceed 120 S.F. maximum.

Miscellaneous:

All signs must be approved by the Veranda Falls POA Committee before submittal to the City. A letter of approval will be issued to the sign company upon approval of their shop drawings by the Landlord's Tenant Coordinator.

Tenant Sign



Use:

Used to identify In Line tenant shops located throughout the shopping center.

Locations:

- Signs can be located on front, side and rear facades based on Veranda Falls POA Committee approval
- Endcap users are allowed side façade signs only upon pre approval by the Landlord.

Quantity:

To be reviewed and determined by Veranda Falls POA Committee. Maximum allowable sign area cannot be exceeded.

Design:

Signs must be professionally designed and made by a sign contractor. Use of branded logos and creative design is encouraged.

Fabrication:

Can signs must be individually mounted letters or logos and internally illuminated or down lit. Use of internal illumination through LED is acceptable. Halo lighting with pin mounted letters is also acceptable. Exposed neon is allowed only with special permission from the Veranda Falls POA Committee and only within context of a professional manufactured sign assembly. No neon or LED signs in windows.

Materials:

Materials can be metal, aluminum and acrylic.

Colors:

Colors as per Tenant's branded image, tenants without registered logo require landlord approval.

Allowable Sign Area:

200 SF cumulative maximum per tenant based upon Veranda Falls POA Committee approval.

Miscellaneous:

All signs must be approved by the Veranda Falls POA Committee before submittal to the City. A letter of approval will be issued to the sign company upon approval of their shop drawings by the Landlord's Tenant Coordinator.

Additional Façade Signage

~~1. Awning or Canopy Signage (in lieu of or in addition to main building signage)~~

~~Allowable Area: Maximum of 40% of awning surface, or 90% of awning width x 2'0" high.~~

~~2. Under Canopy Sign~~

~~Allowable Area: Maximum of 10' 0" s.f. Minimum height clearance to sidewalk 8'6"~~

~~3. Storefront Window Lettering (permanent)~~

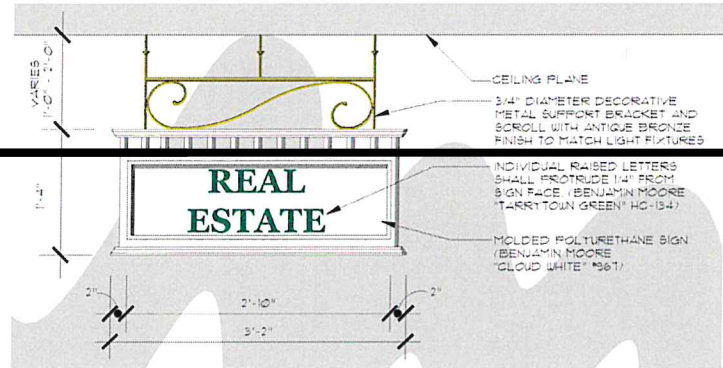
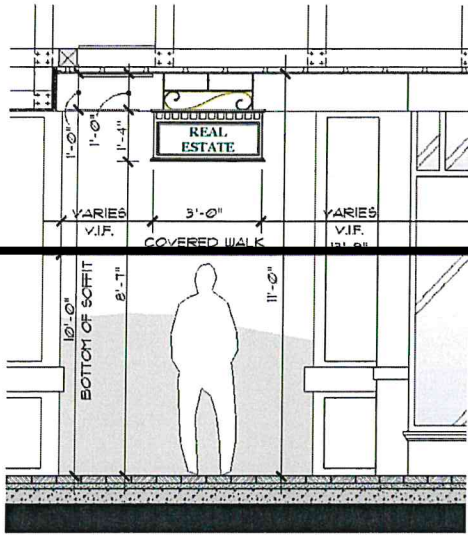
~~Allowable Area: 20% of total glazing below transom (below 8' 0")~~

~~100% of total glazing above transom (above 8' 0") (refer to exhibit on page 8)~~

~~Allowable Type: Painted, applied vinyl~~

Note: Temporary window signs (seasonal sales promotions) are allowed. The Veranda Falls POA Committee reserves the right to control the amount and substance of those signs as needed. Refer to the City of Port St. Lucie Code Requirements regarding percentage of window coverage: "(M) Window signs. No more than twenty (20) percent of any window surface shall be covered with such signs. (Also see the City's Design Standards Manual for details.) Window signs shall allow a clear and unobstructed view from outside the building and in a normal line of sight of the cash register and sales transaction area per State Code."

Under Canopy Sign



Use:

Used to guide pedestrians to individual shops throughout the shopping center.

Locations:

Above entry doors, adjacent to front entrance or as approved by Veranda Falls POA Committee.

Quantity:

One per business entrance. Additional signs allowed based on Veranda Falls POA Committee approval.

Size:

Maximum size 10 s.f. Maximum thickness of sign is 4"

Materials:

Brushed aluminum, architectural foam, finished wood product, acrylic or as approved by Veranda Falls POA Committee.

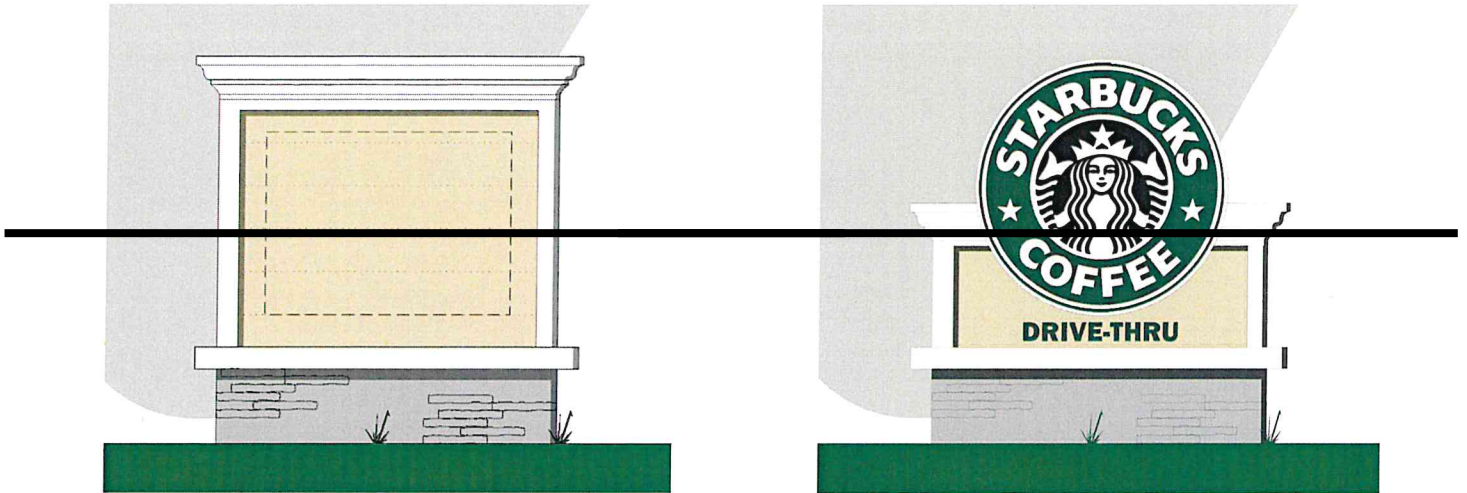
Colors:

To match or blend with tenant's branded image or exterior sign package.

Copy:

Size and style to be determined.

Stand Alone Building Monument Sign



Use:

Identifies stand-alone buildings that are bordered by a major roadway (Becker Road) and secondary roadway.

Locations:

Adjacent to primary roadway on each individual property.

Quantity:

Two (2) per building.

Size: (Refer to page 4)

6' ht. x 5' 4" width

Allowable Sign Area:

Max sign SF of first sign: 32 SF

Max sign SF of second sign: 16 SF

Materials:

To be determined.

Colors:

At discretion of Veranda Falls POA Committee.

Copy:

Copy size and style to be determined by Veranda Falls POA Committee.

Miscellaneous:

Property owner will be responsible for each sign.

Stand Alone Building Façade Sign



Use:

Used to identify Stand Alone Tenants located throughout the shopping center.

Locations:

Located on the front and rear or side building façade depending upon store location.

Quantity:

Location and quantity to be approved by Veranda Falls POA Committee.

Allowable Sign Area:

Actual approved square footage at the discretion of the Veranda Falls POA Committee and will not exceed 200 S.F. cumulative maximum area.

Fabrication:

Materials can be metal and aluminum and acrylic or wood. Contrast required between façade front and trim caps and returns. Can signs must be individually mounted letters or logos and internally illuminated or down lit. Use of internal illumination through LED is acceptable. Halo lighting with pin mounted letters is also acceptable. Exposed neon is allowed only with special permission from the Veranda Falls POA Committee and only within context of a professional manufactured sign assembly. No neon or LED signs in windows.

Design:

Signs must be professionally designed and made by a sign contractor. Use of branded logos and creative design is encouraged.

Colors:

Colors as per the Tenant's approved national brand. Tenants without registered logo require landlord approval.

Miscellaneous:

All signs must be approved by the Veranda Falls POA Committee before submittal to the City. A letter of approval will be issued to the sign company upon approval of their shop drawings by the Landlord's Tenant Coordinator.

Informational / Directional



Use:

Identifies secondary entrances and/or informative elements such as deliveries or service areas.

Locations:

Adjacent to secondary roadways or entrances within individual parcels.

Quantity:

To be determined by Veranda Falls POA Committee.

Size: (refer to page 4)

7' ht. x 5' width

Allowable Sign Area:

16 SF

Materials:

To be determined.

Colors:

To Be Determined.

Copy:

Copy Size and Style to be determined.

Miscellaneous:

Property owner will be responsible for each sign. Sign illumination to be presented to the Veranda Falls POA Committee for approval.

Temporary Signage

Temporary Informational



Use:

Identifies individual projects or locations within Veranda Falls or relevant community or builder information.

Locations:

Throughout the community adjacent to roadways.

Quantity:

To be determined.

Size: (refer to page 4)

7' ht. x 8' width

Allowable Sign Area:

32 SF

Materials:

High grade wood products or approved alternate.

Colors:

To Be Determined.

Copy:

Letter Size and Style to be determined.

Miscellaneous:

Veranda Falls will be responsible for the maintenance of the Temporary Sign Program. Sign illumination to be determined by Veranda Falls POA Committee.

Decorative Standards



Use:

Decorative element

Locations:

Attached to community light poles along main and secondary roads and within common areas throughout the community.

Quantity:

Varies. Based on selected poles along various roads.

Size: (refer to page 4)

30" wide x 60" long (represents banner size—not element banner is attached to)

Allowable Sign Area:

12.5 SF (30"x60") per face/side

Materials:

Fabric panels, metal mounting structure

Colors:

Varies

Copy:

Varies (non-advertising, typically community lifestyle or seasonal/special event).

Miscellaneous:

Veranda Falls POA Committee will maintain installed banners and will remove all banners in the event of hurricane or other inclement weather at their expense. Veranda Falls POA Committee may re-install same after the threat or storm has passed.

Proposed Sign Types

All signs not referenced in this Master Sign Program will by default adhere to the City of Port St. Lucie's Code of Ordinances.

<u>Parcel</u>	<u>Sign Types and Number of Signs Proposed</u>	<u>Location</u>	<u>Max Height</u>	<u>Allowable Sign Area</u>
<u>1</u>	<u>Stand Alone Building Monument - 14</u>	<u>Within the bounds of Parcel 1</u>	<u>16'</u>	<u>122 SF</u>
<u>2</u>	<u>Stand Alone Building Monument - 2</u>	<u>Within the bounds of Parcel 2</u>	<u>16'</u>	<u>122 SF</u>
<u>3</u>	<u>Stand Alone Building Monument - 4</u>	<u>Within the bounds of Parcel 3</u>	<u>16'</u>	<u>122 SF</u>
<u>4</u>	<u>Stand Alone Building Monument - 1</u>	<u>Within the bounds of Parcel 4</u>	<u>16'</u>	<u>60 SF</u>
<u>5</u>	<u>Stand Alone Building Monument - 1</u>	<u>Within parcel 5 or on Parcel 8</u>	<u>16'</u>	<u>60 SF</u>
<u>6</u>	<u>Stand Alone Building Monument - 1</u>	<u>Within parcel 6 or on Parcel 9</u>	<u>16'</u>	<u>60 SF</u>
<u>7</u>	<u>Stand Alone Building Monument - 1</u>	<u>Within parcel 7 or on Parcel 9</u>	<u>16'</u>	<u>60 SF</u>
<u>11</u>	<u>Primary Project - 3</u> <u>Stand Alone Building Monument - 1</u>	<u>Within Parcel 11 adjacent to Becker Road or on Parcel 9</u>	<u>P.P. – 18'</u> <u>S.A.B – 16'</u>	<u>P.P. – 120 SF</u> <u>S.A.B – 60 SF</u>
<u>14</u>	<u>Stand Alone Building Monument - 1</u>	<u>Within Parcel 14</u>	<u>16'</u>	<u>60 SF</u>
<u>15</u>	<u>Stand Alone Building Monument - 1</u>	<u>Within Parcel 15</u>	<u>16'</u>	<u>60 SF</u>
<u>NA</u>	<u>Informational/Directional</u>	<u>ROW within Veranda Falls Development; Adjacent to roadways or entrances within the bounds of the Parcels 1 – 15 shown in Exhibit 1.</u>	<u>12'</u>	<u>66 SF</u>

Additional Requirements:

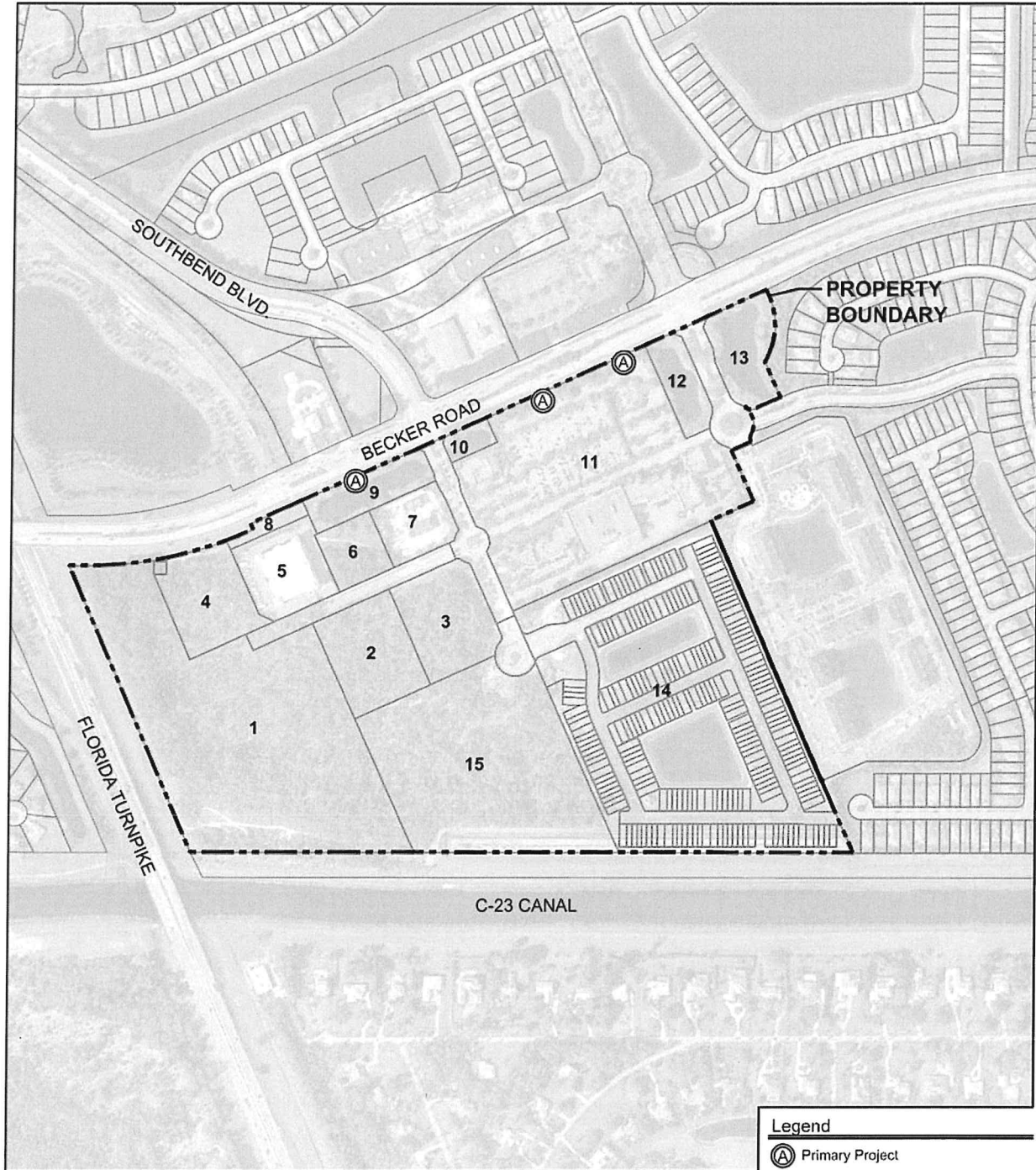
- **PARCELS 8,9,10,12,13 are not listed but allow off-premises signs per chart above.**
- **Stand-alone Building Monument Signs:**
The horizontal top or main mass of the sign cannot exceed four times the horizontal length of the base (bottom at ground) of sign.

Commercial Façade Signs

<u>Sign Type:</u>	<u>Locations:</u>	<u>Max Height:</u>	<u>Allowable Sign Area:</u>	<u>Lighting: Internal/ External</u>
<u>Major Tenant Façade</u>	<u>Signs can be located on front, side and rear facades</u>	<u>7'</u>	<u>Not exceed 500 S.F. cumulative maximum area for each major tenant façade signage.</u> <u>125 SF maximum per sign</u>	<u>Internal/External</u>
<u>Tenant</u>	<u>Signs can be located on front, side and rear facades</u>	<u>7'</u>	<u>120 SF maximum per sign</u>	<u>Internal/External</u>
<u>Awning or Canopy Façade (in lieu of or in addition to main building signage)</u>	<u>Signs can be located on front, side and rear facades</u>	<u>24"</u>	<u>Maximum of 40% of awning surface, or 90% of awning width</u>	<u>Internal/External</u>
<u>Under Canopy Façade</u>	<u>Signs can be located on front, side and rear facades</u>	<u>24"</u> <u>Minimum height clearance to sidewalk 8'6"</u>	<u>18 SF</u>	<u>Internal/External</u>
<u>Storefront Window Lettering</u>	<u>Signs can be located on front, side and rear facades</u>	<u>6"</u>	<ul style="list-style-type: none"> <u>• 20% of total glazing below transom (below 8'-0")</u> <u>• 100% of total glazing above transom (above 8'-0")</u> 	<u>Internal/External</u>

Exhibit 1

LOCATION AND QUANTITIES ARE SUBJECT TO CHANGE



lucido & associates

701 E. Okeechobee Blvd., Suite 300, Port St. Lucie, FL 34954

(772) 225-2100 Fax (772) 225-0220



Veranda Falls

Port St. Lucie, Florida
Sign Location Exhibit

The Veranda Falls Development Master Sign Program

List of Changes

1. Updated Table of Contents
2. Removed all Temporary Signage Requirements
3. Removed "Procedure" Section from Introduction Page
4. Removed "Address Incorporation: from Introduction Page
5. Removed Pages 6-19 from the original MSP
6. Added Proposed Sign Type Chart
7. Added Proposed Commercial Façade Chart
8. Added Graphic Exhibit 1 to visually illustrate Sign Types and Locations