



PLANNING AND ZONING STAFF REPORT
January 6, 2026, Planning and Zoning Board Meeting

Town Place Master Sign Program
PROJECT NO. P25-091



Project Location Map

SUMMARY

Applicant's Request:	This is a request to create a master sign program for Town Place.
Applicant:	Richard Lundy, Rich Properties, LLC
Property Owner:	PSL Town Place Partners, LLC
Location:	This property is located at the southeast corner of the intersection of US Highway 1 and Savannah Club Boulevard.
Project Planner:	Daniel Robinson, Planner III

Project Description

This is a request from PSL Town Place Partners, LLC to create a Master Sign Program for Town Place. The proposed sign program provides comprehensive regulations for all commercial and residential façade and monument signs within the Town Place development.

Location and Site Information

Property Size:	Approximately 18.5 acres
Legal Description:	The property is legally described as Parcel 1: That part of Lot 16, Block 3, St. Lucie Gardens, Section 26 and Parcel 2: That portion of Lot 15, Block 3 and Lots 9 and 10, Block 4 of the Plat of St. Lucie Gardens.
Future Land Use:	Commercial General and Residential High Density (CG/RH)
Existing Zoning:	Planned Unit Development (PUD)
Existing Use:	Proposed Mixed-use residential and commercial development

Surrounding Uses

Direction	Future Land Use	Zoning	Existing Use
North	CG and RU (SLC)	RM-5 and CG (SLC)	Gas station
South	CG and LI/CS	CG and WI	Retail, Office and Car Wash
East	RU (SLC)	RM-5 (SLC)	Multifamily residential (Bella Vista Apartments)
West	CG (SLC) and CS	CG (SLC) and CS	Retail Strip Plaza and Medical office

RM-5 - Residential Medium, RU – Residential Urban, CG - Commercial General (SLC) / General Commercial (PSL), WI – Warehouse Industrial, LI/CS – Light Industrial/Service Commercial

Project Information

Town Place consists of approximately 18.51 acres mixed-use development located on the southeast corner of US Highway 1 and Savanna Club Boulevard. This sign program (Exhibit "A") provides sign regulations for the retail establishments along US 1.

The program proposes regulations for the following:

- Monument signs along US1 for the retail and residential development.
- A monument sign for the residential development at the Savanna Club Drive entrance.
- An internal directional sign.
- Retail façade signs.
- Temporary signs.

Analysis

Chapter 155 Sign Code, Section 155.03 (H) Master sign program, permits a developer of a project or development containing at least two (2) acres to propose a master sign program for the total project in accordance with the following criteria:

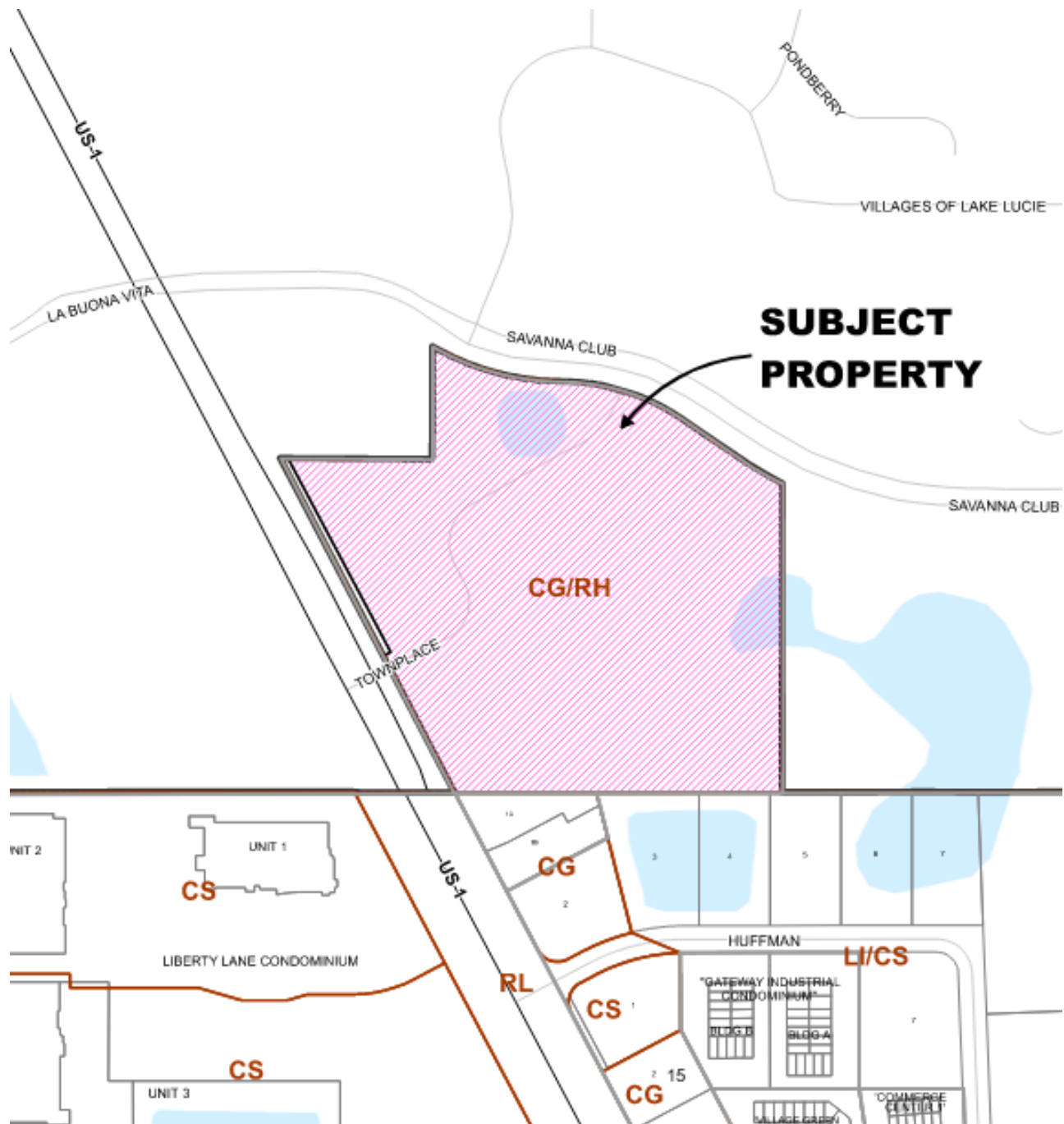
- 1) The master sign program, which includes a plan of all existing and/or proposed signs, must be submitted for review and approval by the city council after consideration by the site plan review committee and the planning and zoning board.
 - *Exhibit A has been submitted and reviewed by the Site Plan Review Committee. It received a recommendation of approval and is to be reviewed by the Planning Board and City Council.*
- 2) Prior to consideration by the site plan review committee, applicants for approval of a master sign program must provide written approval from the owner of the proposed project.
 - The owner's authorization letter is attached.
- 3) Anything not specifically addressed in a Master Sign Program regulations will revert to the city sign code (Chapter 155).
- 4) 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.

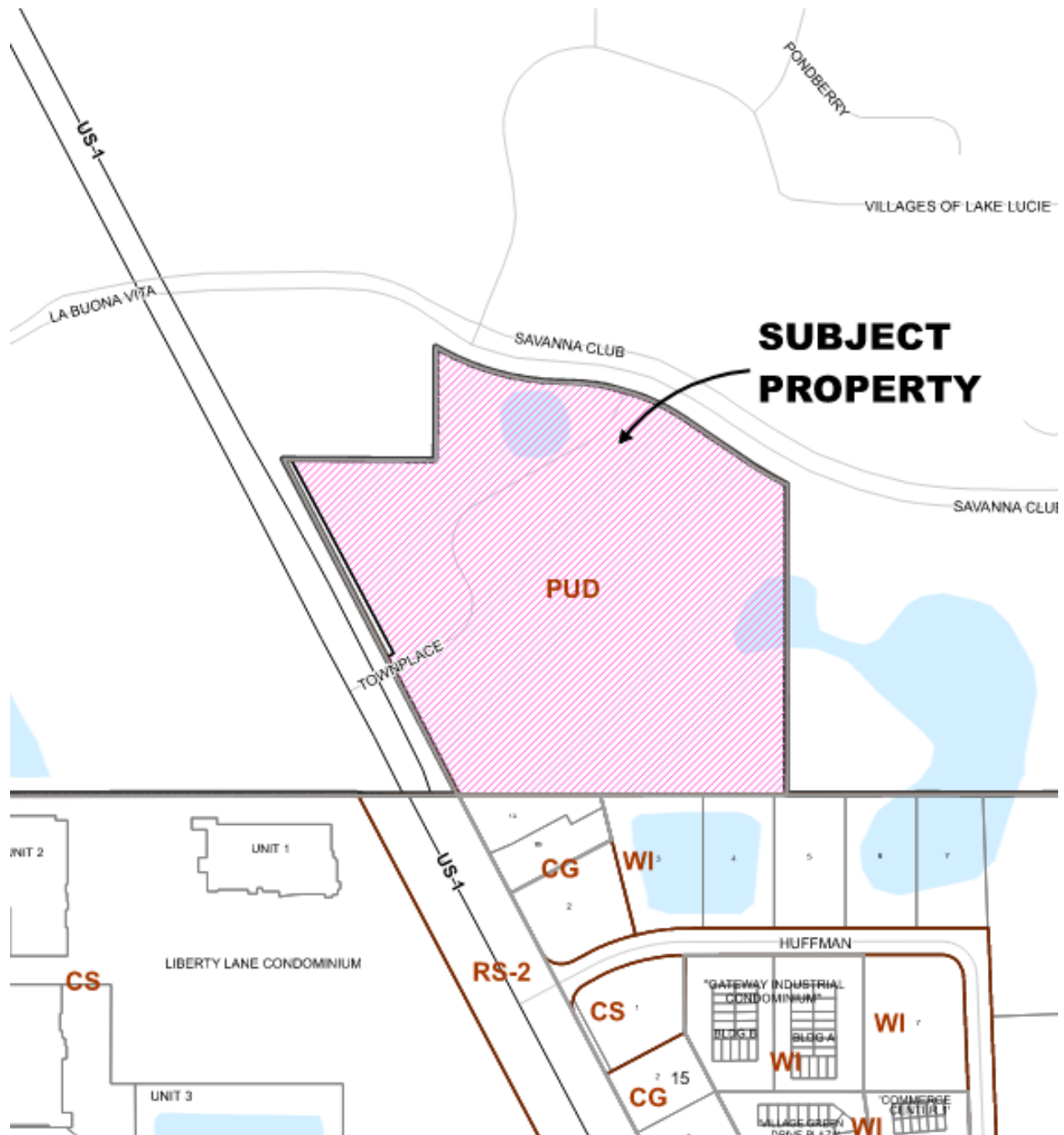
The purpose and intent of the chapter is to allow commercial and non-commercial speech through the use of signs; to provide uniform sign criteria which regulates the size, height, and placement of signs within the City and thereby promote and protect the public health, safety, general welfare, and aesthetics 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 project consists of both commercial and non-commercial uses. As this is one project, the site would be limited as to size and number of identifications signs. To allow the site to meet its advertising needs, the sign program provides the ability for identification of each use on the main road, US Highway 1, and identification on the side road for the residential. The program allows for wayfinding internal signage to move traffic efficiently and safely.

- *If the projects were separated (non-commercial and commercial) the commercial project along US Highway 1 would be permitted two monument signs at 60 square feet each. The proposed square footage of the two signs along US Highway 1 are 373 square feet and 159.96 square feet. This far exceeds the sign code criteria but the amount is not excessive to the project in comparison to other sign programs with commercial development. The non-commercial development would be granted the two signs at the south entrance at 16 square feet each and the west entrance at 32 square feet as per city sign code. The proposed square footage of these signs are 87.84 square feet. Also, not excessive in comparison to other large projects with sign programs.*
 - *The commercial façade signs proposed allows the use of the full length of each business or bay façade and each different façade design provides the same consistent maximum square footage available and is located in the same area. This provides a unified design. The city sign code would allow each business space 32 square feet cumulatively and the program allows the specific locations from 39 – 90 square feet. The locations and sizes are consistent with each building and is to be consistent with the buildings architectural design.*
- b. The master sign program incorporates designs which are consistent with accepted principles of street graphics.
- *The proposed designs are consistent with other commercial and residential signs throughout the City.*

- c. The design concepts reflect a unified design harmonious with the overall project and adjacent properties.
 - *The program creates a unified design for all the commercial buildings and permits residential signage that will be compatible with the adjacent properties as shown on the attached Exhibit A.*
- d. The proposed variations are not detrimental to public property or the health, safety, and welfare of the general public.
 - *The variations to the sign criteria fit the design and layout of the project.*



Future Land Use



Zoning Map

STAFF RECOMMENDATION

The Site Plan Review Committee recommended approval of the Master Sign Program at their meeting of August 27, 2025. Staff finds the proposed Master Sign Program to be consistent with the City's Land Development Regulations and requirements of Section 155.03(H) of the City Code and recommends approval.

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.