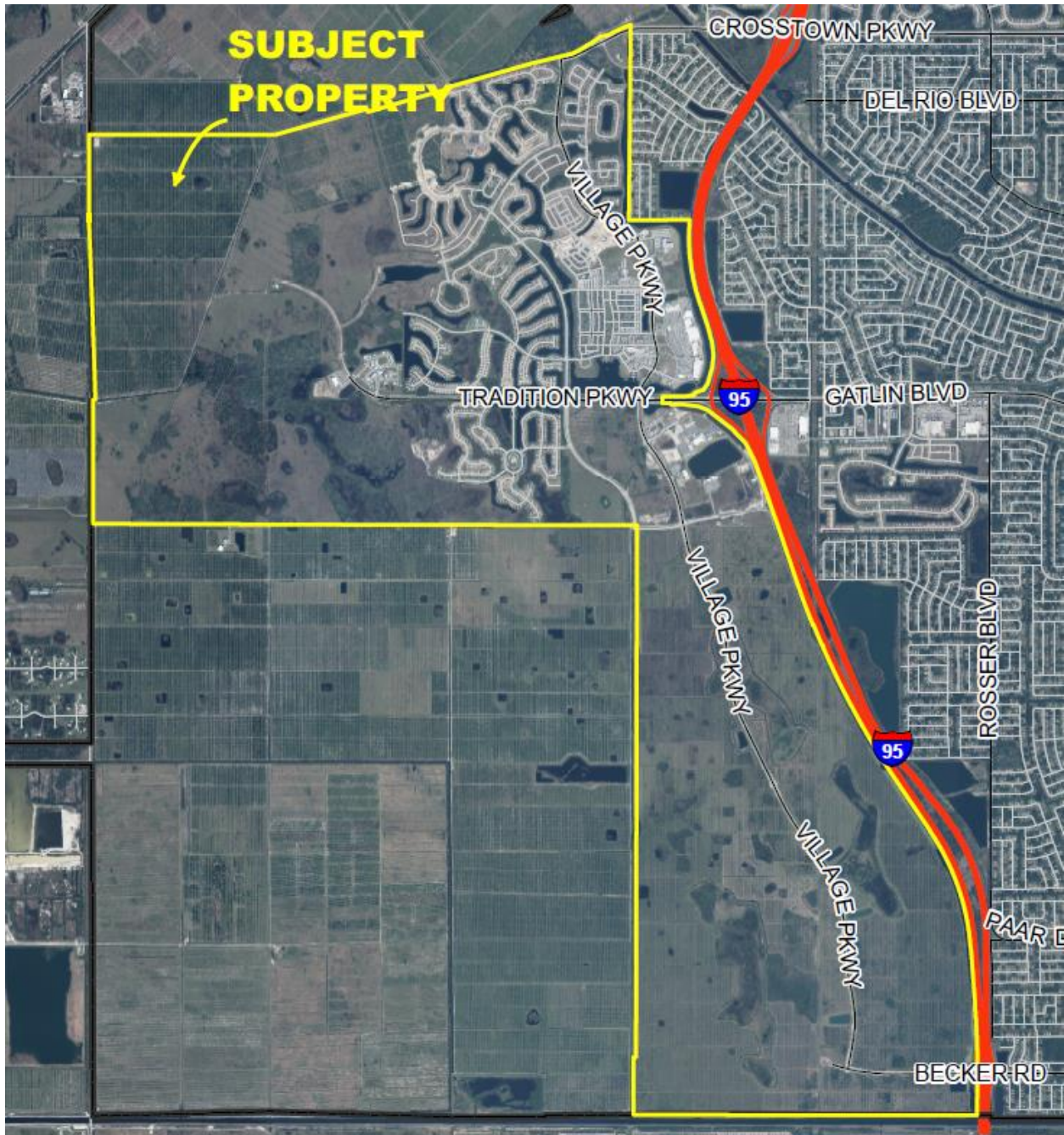




**Tradition Master Sign Program
Master Sign Program Amendment No. 6
P16-042-A1**



Project Location Map

SUMMARY

Applicant's Request:	Request for approval of a sixth amendment to the Tradition Master Sign Program. This amendment shall address signage desired to meet current development needs.
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, south of Cross town Parkway, and north of Becker Road. The land consists of Tradition, Western Grove, and Southern Grove Developments of Regional Impact (DRI).
Project Planner:	Daniel Robinson, Planner II

Project Description

The proposed amendment is to add a "T" sign, and a "Digital Display Kiosk" sign to the existing program and to change the calculation requirement for façade signage, and to increase the permitted amount of monument signs for parcels with multiple street frontages.

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

<u>Sign Type:</u>	<u>Location(s):</u>	<u>Number of Signs Allowed:</u>	<u>Max Height / Size:</u>	<u>Allowable Sign Area:</u>	<u>Lighting: Internal / External:</u>
'T' Sign*	Intersection of Tradition Parkway and SW Village Parkway	One (1)	60'*	3,000 SF	Internal / External*
Digital Display Kiosk	At trailheads, destinations, and along trails	Twelve (12)	8'	150 SF	Internal / External
Building Mounted Façade Sign	On the front, rear and/or side building facades depending on location	One (1) per façade or section of façade	N/A	(a) Buildings less than 10,000 SF = Not to exceed 200 SF cumulative area; Buildings 10,000 SF to 25,000 SF – Not to exceed 500 SF cumulative area; and Buildings greater than 25,000 SF – Not to exceed 1,000 SF cumulative area	Internal / External
Properties with more than one road frontage	Primary and Secondary Road Frontage	One (1) per road frontage; Maximum two signs	9.5'	Primary frontage (100% of allowable sign area), Secondary Frontage (no more than 50% of allowable sign area); May combine secondary frontage sign with primary frontage sign not to exceed 150% of allowable sign area and only one sign	Internal / External

Proposed changes are summarized below

"T" sign:

- Only one (1) Structure proposed
- Height is proposed at 60' max including any base it may be placed upon.
- Location is between I-95 and Village Parkway
- There are specific requirements for luminance included in the proposal.

Digital Display Kiosk:

- Twelve (12) proposed in total.

Building Façade signage:

- This proposes a different calculation requirement that will supersede what is in the approved MSP document.
- Calculation is based on square footage of a business and not the linear frontage.

Monument signs:

- Permits either a second monument sign or one larger sign when a site has more than one road frontage.

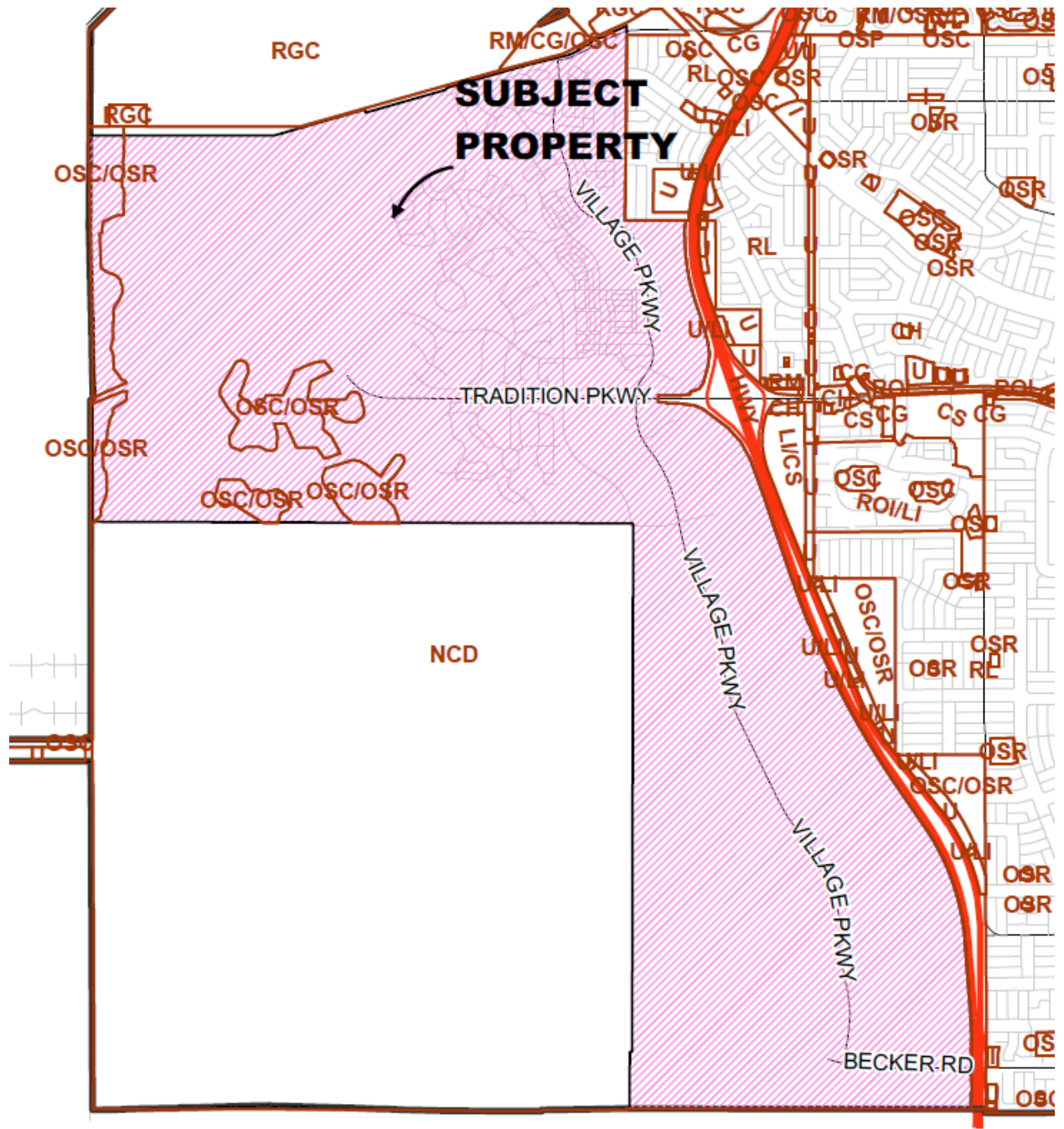
Staff is concerned with the proposed “Digital Display Kiosk” signs and would like the proposed signs to be placed away from the streets so that not to be a distraction to drivers. If they must be along the street, then the sides visible from the street should not be digital screens. Staff does not have any issues with the proposed signs being placed within the trail areas as long as they are not located within and conservation areas.

* Exhibit “A” attached contains a comparison chart of the sign proposed, what the Tradition Master Sign Program currently permits, and what the City Sign Code permits.

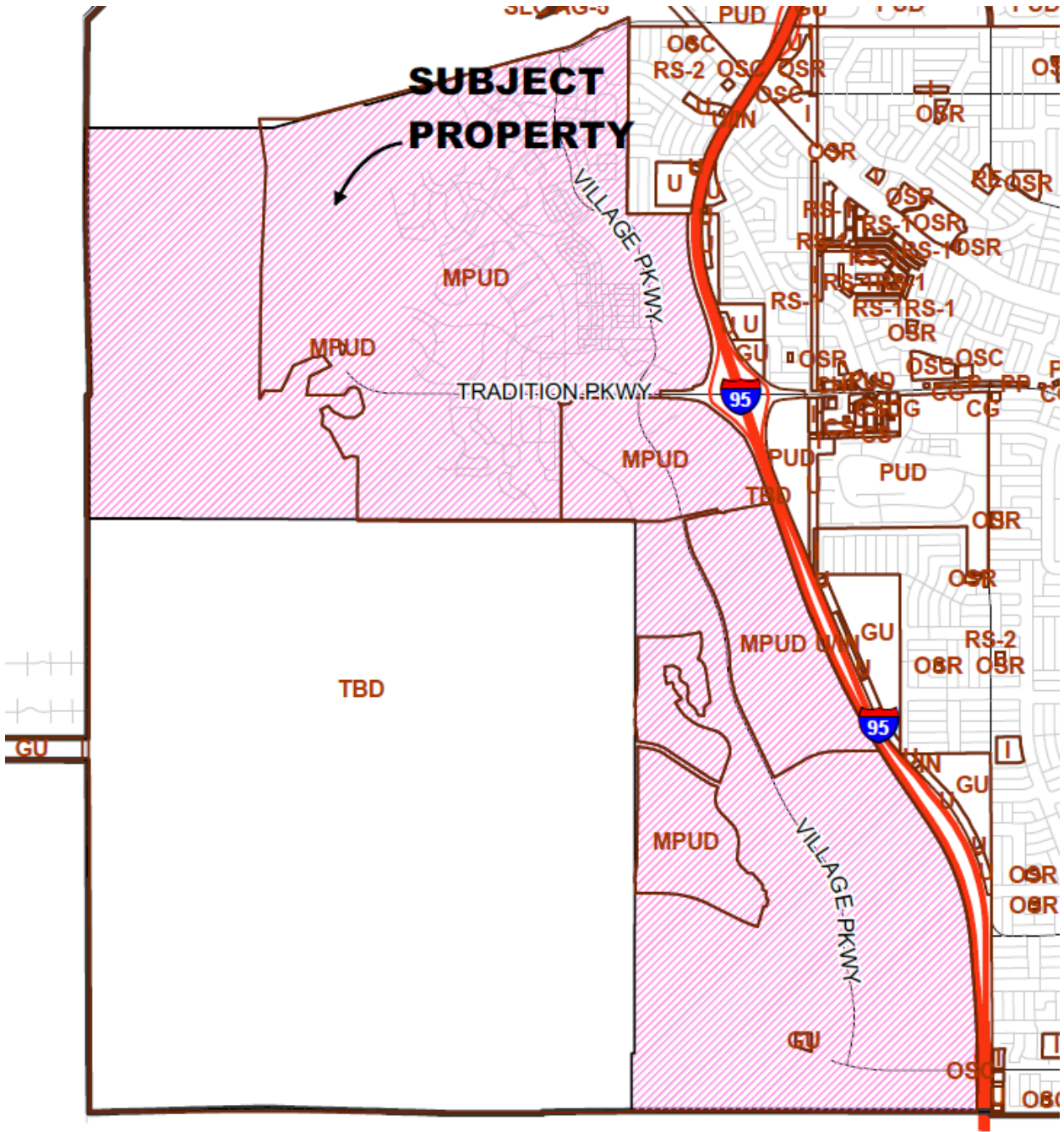
Additional Information

The applicant originally submitted an amendment of the entire sign program. The many issues pertaining to the Reed Case decision has made the amendment a larger task than expected. After deliberation with City Attorney’s office, the City Legal Staff and the applicant has come to an agreement that the proposed Ordinance shall be conditioned as stated below:

The City and Mattamy Palm Beach, LLC agree to diligently work together to address and modify any provisions in the Tradition Master Sign Program that may be contrary to applicable law. Mattamy Palm Beach, LLC, or its successor in interest, shall submit a revised Tradition Master Sign Program, in a form found to be legally sufficient by the City Attorney and Mattamy Palm Beach, LLC, to the City Council on or before January 31, 2023, which revised Tradition Master Sign Program shall address, at a minimum, content-neutral signage regulations. If the parties cannot agree upon the form of the revised Tradition Master Sign Program to be submitted to the City Council by November 1, 2022, the parties shall meet and confer within 30 days to address their differences and shall continue to meet and confer every 30 days until an agreement on the submittal is reached. If Mattamy Palm Beach, LLC does not either: (a) meet and confer pursuant to the provisions contained herein, or (b) submit the revised Tradition Master Sign Program to the City Council by January 31, 2023, no further sign permits will be issued pursuant to the Tradition Master Sign Program until a revised Tradition Master Sign Program is submitted to the City Council in a form agreed upon by the City Attorney and Mattamy Palm Beach, LLC. This condition will expire upon the submission if a revised Tradition Master Sign Program to the City Council in a form agreed upon by the City Attorney and Mattamy Palm Beach, LLC.



Future Land Use



Zoning Map

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) and recommends approval with the condition that the "Digital Display Kiosk" signs be placed away from the streets so that not to be a distraction to drivers and not be located within and conservation areas.

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.