

EXHIBIT A

MASTER SIGN PROGRAM

GATLIN PLAZA



December 11, 2006
(Revision #1 March 18, 2014)
(Revision #2 April 13, 2015)
(Revision #3 August 14, 2017)
(Revision #4 December 01, 2025)

Ord. 06-134
Ord. 13-09 (p13-014))
Ord. 15-24 (p14-169))
Ord. 17-43 (p17-066))
Ord. 25-xx (p17-066-A1))

City of Port St. Lucie Project No.:P17-066-A1

~~3rd~~ 4th revision to Master Sign Program
prepared by



CULPEPPER & TERPENING, INC

CONSULTING ENGINEERS | LAND SURVEYORS

2980 SOUTH 25TH STREET FT. PIERCE, FL 34981

(772) 464-3537 • FAX (772) 464-9497

151 SW FLAGLER AVENUE STUART, FL 34994

(772) 220-3376 • ct-eng.com

TABLE OF CONTENTS

A.	General:	3
B.	Procedure:	5
C.	General Requirements:	7
D.	Bass Pro Shops Signage	9

LIST OF EXHIBITS

Exhibit A	Home Depot Wall Signs	<u>11</u>
Exhibit B	Gatlin Plaza Monument Free Standing Sign	<u>12</u>
Exhibit C	Gatlin Plaza Overall Site Plan Sign Location Plan (Revised thru Amend 4)	<u>14</u>
Exhibit D	Bass Pro Wall Sign Location Plan	<u>16</u>
Exhibit E	Bass Pro Wall Sign Location Plan	<u>17</u>
Exhibit F-1	Floor & Decor Wall Sign Location Plan	<u>18</u>
Exhibit F-2	Floor & Decor Wall Sign Location Plan	<u>19</u>
Exhibit F-3	Floor & Decor Wall Sign Location Plan	<u>20</u>
<u>Exhibit G</u>	<u>BJ's Wall Sign Elevations (illustrative)</u>	<u>21</u>

A. General¹:

The Gatlin Plaza PUD is, a mixed commercial development site, located at the intersection of I-95 and Gatlin Boulevard, in southwestern Port St. Lucie. The Gatlin Plaza PUD is designed to provide development opportunity sites for the location of large ‘big box’ styled retail establishments, along with several small ‘out lot’ users to be located along the projects Gatlin Boulevard frontage. Because of the Gatlin Plaza PUD’s unique location, nearly all of the buildings within this development project are required to demonstrate compliance with the City’s Architectural Design Standards on ‘all’ faces of any proposed building(s). This “360° architectural treatment”, has resulted in a building identification need that is not sufficiently addressed under standard City Sign Codes.

In 2006, the City of Port St. Lucie approved a Master Sign Program for the Gatlin Plaza project that provided ~~s~~ for a greater area of wall sign coverage than otherwise permitted under standard City Codes in effect at the time. As part of the initial adoption of the Gatlin Plaza Master Sign Program, the maximum amount of permitted wall signage (per formula calculation) varied from 200 to 750 square feet. With the exception of the Home Depot site, the average sized building in the Gatlin Plaza PUD ~~project, while in excess of 50,000 sq. feet, is less than 100,000 sf. ranged between 50,000 and 100,000 square feet. This would have provided a which would permit a~~ maximum of 450 square feet sign area, per building. Distribution of ~~the this~~ maximum available wall signage to the individual ~~building~~ faces ~~of the building~~ results in a maximum average wall signage of approximately 112 Sq. Feet.

Since the initial approval of the Gatlin Plaza Master Sign Program, in 2006, ~~three (3) buildings (through May 2017)~~ five (5) buildings (through May 2025) have been constructed ~~(or are projected to be constructed)~~ in this development, with the following wall signage areas:

	Max Permitted by City Code (based on City Codes in effect at time of amended (4 th) at time of Master Sign Program approval) (SF)	Maximum cumulative Permitted wall signage, Per Master Sign Program (SF)	Actual Signage Provided (SF)	Variance (SF)
Home Depot	200-800	750 <u>1,000</u>	742	-8
Bass Pro	200-570	450 <u>3,016**</u>	3,016**	2,566
<u>Floor & Decour</u>	<u>461</u>	<u>1,000</u>	<u>920</u>	
<u>Dave & Busters</u>	<u>188</u>	<u>1,000</u>	<u>419</u>	
<u>Millers Ale House</u>	<u>129</u>	<u>200</u>	<u>185</u>	
<u>BJ's</u>	<u>688</u>	<u>1,000</u>	<u>670</u>	
Wendy's	200-102	77 <u>100</u>	75	-2

****:** Subject to relief through amendment #2 to the Gatlin Plaza Master Sign Program
The specific signage square footage outlined in this table is reflective of a variance relief granted to, and for the exclusive benefit of, Bass Pro Shops. In the event that Bass Pro Shops vacates the Gatlin Plaza development site, building signage allowances will revert to the requirements outlined in Parts B and C above.

~~The remaining three primary building pads in the Gatlin Plaza development can accommodate two large ‘boxes’ (area in excess of 50,000 sq. feet); one small ‘box’ (area approximately 30,000 sf) and one small out parcel building, less than 10,000 sf, in area.~~

In late 2015, the City of Port St. Lucie revised the existing City Sign Codes to provide for certain amendments that resulted in citywide adjustments to the maximum wall sign area permitted, based on

the size of the individual building, subject to formula calculations. Those amendments, however, do not relieve the needs for the Gatlin Plaza Master Sign Program and have not eliminated the overall need for this Master Sign Program.

In order to minimize the need for future individual variances from the Gatlin Plaza Master Sign Program, the ~~proposed~~ Amendment #3 (as approved in 2017) to the Master Sign Program for the Gatlin Plaza PUD provideds for a slight adjustment to the maximum sign area permitted for each of the buildings in this development (subject to formula calculation). ~~This adjustment (Adjustment #3) brings~~ brought the proposed wall signage allocations in the Gatlin Plaza community into closer alignment with standard City Code for the smaller buildings found here. ~~This adjustment (Adjustment #3)~~ also recognizeds that for the sites larger structures, that are typically setback farther from the projects perimeter street frontage, a slightly large sign area is provided for with maximum square footages that are consistent with the existing Master Sign Programs in the Tradition and St. Lucie West community areas for similar sized structures.

Notes: 1: *General Description* provides a project purpose narrative, updated through ~~July 2017 (Amendment #3)~~ May 2025 (Amendment #4)

B. Procedure:

Generally:

All signs erected, replaced, or relocated on any property within the Gatlin Plaza PUD shall conform to the provisions of this Master Sign Program, and with all other applicable codes of the City of Port St. Lucie. Any sign within the Gatlin Plaza PUD which could fall into more than one category of signs shall be classified within the most restrictive category possible, unless otherwise addressed through this Master Sign Program.

All façade signage proposed for installation in the Gatlin Plaza PUD, shall be architecturally proportionate to the building on which it is located. For the purpose of this Master Sign Program, architecturally proportionate, shall mean that the proposed signage is not be disproportionate in size to the wall or face in which it to be located or placed. ~~The Gatlin Plaza ‘Design Review Board’ shall be responsible for verification of proportionality.~~

Permit Required:

Unless otherwise addressed in this Master Sign Program, all signs proposed for placement within the Gatlin Plaza PUD shall be required to obtain the necessary ~~local~~ construction permit approvals from the City of Port St. Lucie prior to their construction or installation.

~~Verification of Compliance with the Gatlin Plaza Master Sign Program~~

For information purposes only, individual site developers within the Gatlin Plaza project site are advised, that the Gatlin Plaza Condominium Association may have additional signage requirements that are not administered or enforced by the City of Port St. Lucie. Please contact the Gatlin Plaza Condominium Association for the latest copies of their internal signage regulations.

~~For the purpose of this Master Sign Program, BDG of Port St. Lucie, LLC., their successors or assigns, shall be considered as serving in the role of the Gatlin Plaza ‘Design Review Board’, as described in Section 155.03(H)(6) of the City of Port St. Lucie Code of Ordinances. Prior to the submission of any application for sign permit to the City of Port St. Lucie, for any property lying within the Gatlin Plaza PUD development area, the ‘Design Review Board’ shall provide the applicant for said sign permit with a notice of approval or approval with conditions for the proposed sign. In the event that the ‘Design Review Board’ denies the proposed application for sign permit, the applicant shall amend their application for sign permit to the satisfaction of the ‘Design Review Board’ before any such permit is submitted to the City of Port St. Lucie for final permitting. Nothing in this Master Sign Program authorizes or empowers the ‘Design Review Board’ to waive or otherwise grant relief from any lawfully applied building or life safety code by the City of Port St. Lucie.~~

~~As part of the verification and local permitting process, the ‘Design Review Board’ shall provide the City of Port St. Lucie with a building elevation/sign graphic(s) that suitably demonstrate(s) the size, location and appearance of all signs proposed for permitting as approved by the ‘Design Review Board’. This graphic shall be in color and of sufficient detail to demonstrate compliance with the provisions of the Gatlin Plaza Master Sign Program. After approval by the ‘Design Review Board,’ this compliance graphic shall be~~

~~submitted to the City Planning and Zoning Department and shall retained in the project files associated with this Master Sign program for reference purposes.~~

Amendments:

Amendments to this Master Sign Program may be made by *BDG of Port St. Lucie, LLC.*, their successors or assigns, in the manner described in Section 155.03(H) of the Port St. Lucie City Code of Ordinances.

C. General Requirements:

In determining the allowable sign area, the area of a sign shall include the entire area within a circle, rectangle, or triangle enclosing the extreme limits of writing, representation, or character, together with any frame or other material or color 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.

- (a) Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two such signs share identical dimensions, are placed back to back, and are parallel to one another, the area of the sign shall be taken as the area of one face.
- (b) Where a sign consists solely of lettering or other sign elements printed or mounted on a wall, window, or door of a building without any distinguishing border, panel or background, such lettering and sign elements shall be treated as a single sign for purposes of area computation.

Freestanding signs shall maintain a ~~five (5')~~ ten (10') foot set-back from the property line/and or right of-way line and all above/below ground utilities. Such signs may be placed within a dedicated landscape buffer.

Unless specifically noted in this Master Sign Program, all other sign criteria must meet the requirements of Section 155, Sign Code of the City of Port St. Lucie Code of Ordinances.

[The following sign type standards shall apply to all development located within the Gatlin Plaza PUD.](#)

Wall Signs:

The maximum cumulative signage for all elevations that face a parking area or public street, including side/rear facades, shall be computed as follows:

- (a) ~~Less than~~ 5,000, or less, Square Foot Building: not to exceed a maximum of one hundred (100) square feet of sign area.
- (b) 5,001 Square Foot Building to 10,000 Square Foot Building:: not to exceed a maximum of two hundred (200) square feet of sign area.
- (c) 10,001 Square Foot Building to 25,000 Square Foot Building: not to exceed a maximum of four hundred (400) square feet of sign area.
- (d) 25,001 Square Foot Building or Greater: not to exceed a maximum of one thousand (1,000) square feet of sign area.

Unless otherwise addressed in this Master Sign Program, the maximum permitted wall signage for any building or structure within the Gatlin Plaza PUD, may be distributed onto one or more facades of the proposed building, ~~as approved by BDG of Port St. Lucie, LLC, their successors or assigns, serving as the 'Design Review Committee.'~~

Wall Sign(s) may not extend above the upper limits of the building wall to which it is attached, or 36-feet above finished grade.

All wall signs shall be affixed to the wall of any structure in accord with applicable City of Port St. Lucie Codes and Standards.

Freestanding Signs

One primary identification sign will be located at the main entrance to Gatlin Plaza, at the intersection of Brescia Street and Gatlin Boulevard. This maximum sign area will be ~~200~~ 485 sq. ft. (excluding Plaza name) at ~~20~~ 30 feet overall height. ~~The Home Depot and Retail "A" sign panels shall not exceed a maximum 30" letter height. The sign will identify The Home Depot and other tenants as specified and approved by BDG of Port St. Lucie, LLC, their successors or assigns..~~ The sign will be internally illuminated. ~~See color rendering from ID Associates, revised date 8/17/06, for specific sign details.~~

For the BJ's Wholesale Club development (development Tract B2(2)), as shown on Exhibit C, Amended Master Sign Plan, one freestanding ground sign may be permitted within the BJ's development main entrance. The sign may have a maximum square footage of 80.0 sq. feet per sign face. The sign may be internally illuminated. 50% of the sign face may be digital LED (Light Emitting Diode) lights for the purpose of gas price identification.

D. Bass Pro Shops Signage

The specific signage outlined in this section of the *Master Sign Program for Gatlin Plaza* shall pertain solely to the Bass Pro Shops facility. In the event that Bass Pro Shops vacates the Plaza, signage will revert to the requirements outlined in Parts **A B** and **B C** above.

Wall Signs:

The maximum cumulative signage for all elevations that face a parking area or public street, including side/rear facades, (individual channel letters/ canopy/ tagline/ box signs/awning/ instructional) shall be limited to 3,020 sq. ft. Signs may be internally or externally illuminated. Wall signs may extend above the top of the building by 5 feet along the east and north building faces. The signs and their locations are shown graphically in Exhibit D. The dimensional criteria of the individual wall signs shall be limited as follows:

- The maximum wall sign height shall be 50 feet from grade
- The maximum wall sign height shall be 20 feet
- The maximum letter height on wall signs shall be 96 inches

Freestanding Signs:

An additional freestanding "Bass Pro Shops" sign will be located near the intersection of the I-95 off ramp and Gatlin Boulevard. This sign shall be for the sole use of Bass Pro Shops and be removed should Bass Pro Shops vacate the Plaza. This sign will be ~~'V'-Shaped with 2-sides and~~ no greater than 400 square feet per side at 20 feet overall height from grade. The text "Bass Pro Shops" shall not exceed a maximum 30 inch letter height. The sign shall be illuminated and appear in accordance with Exhibit E.

Temporary Notification Signs & Banners "Coming Soon!":

~~One (1) temporary notification sign and one (1) temporary notification banner may be placed within the project limits. The signs are shown graphically in Exhibit E. The dimensional criteria of the temporary notification signs shall be as follows:-~~

- ~~• The banner shall be located on the west face of the building and not exceed 600 square feet.~~
- ~~• The notification sign shall be placed at the location of the additional freestanding sign on Gatlin Boulevard and not exceed 800 square feet in size. The overall height of the sign shall not exceed 24' from grade.~~

Temporary Event Banner Signs:

Temporary Event Banner Signs may be permitted along the east elevation of the of the Bass Pro Shops building, subject to the following:

- A Temporary Event banner sign shall only be permitted if there is a current business tax receipt and approved zoning compliance on file with the City of Port St. Lucie for the Bass Pro Shops.
- Each temporary event that is advertised, noticed or promoted through this Section is permitted to have one (1) banner sign, professionally created and maintained.
- Temporary Event Banner Signs shall not exceed 350 square feet in total banner area.
- Temporary Event Banner Signs shall be secured to the building in manner consistent with City Sign regulations for such features.

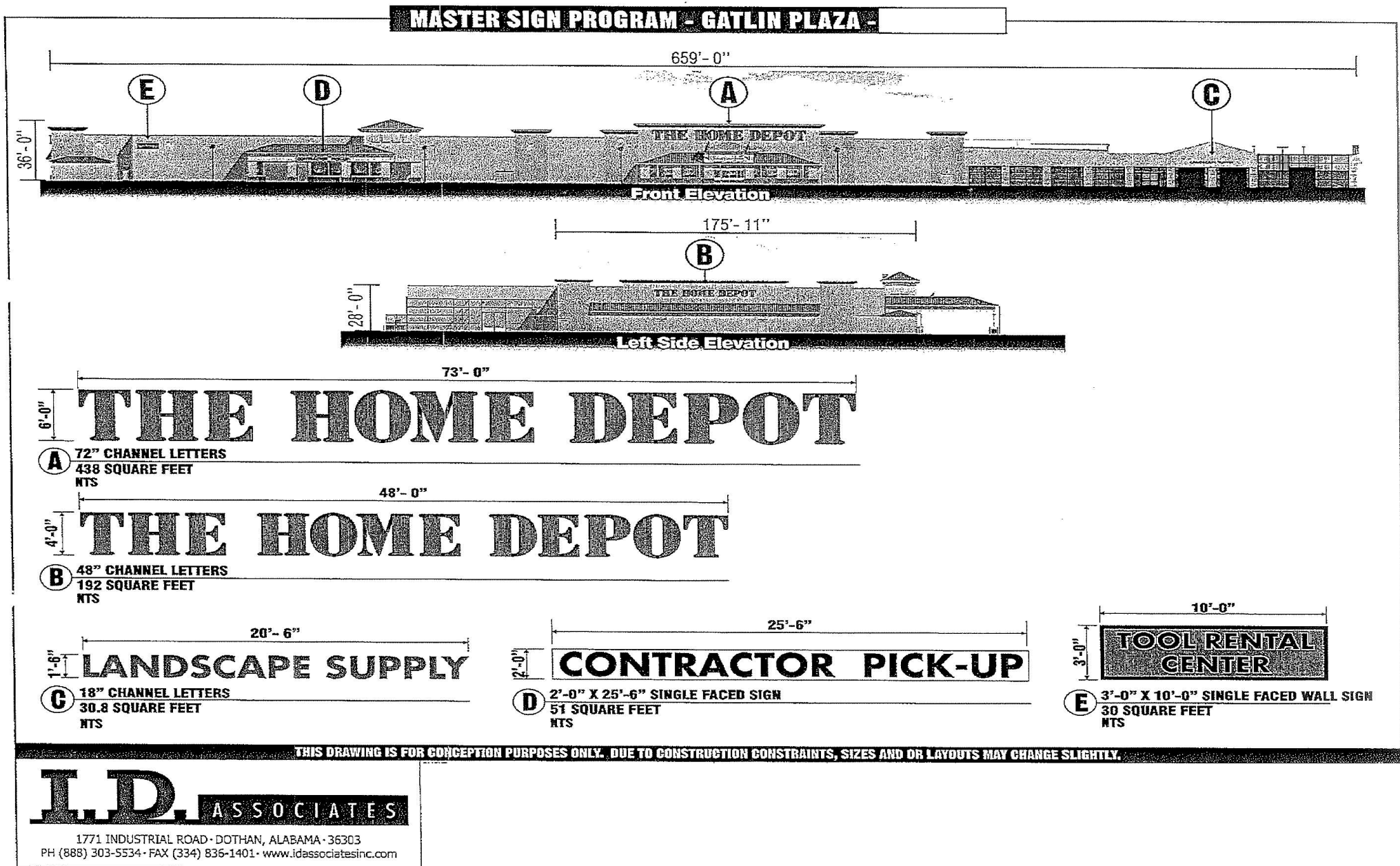
- The Temporary Event Banner Sign may only advertise, notice or promote events and activities taking place on the Bass Pro Shops site.
- The maximum number of temporary events that may be advertised, noticed or promoted through the placement of a Temporary Event Banner Sign is six (6) per calendar year (not including the Christmas Holidays) for a cumulative period of no more than 130 days (excluding the Christmas Holidays (see below)). For the purpose of this Section, a calendar year shall be defined as beginning January 1 through December 31.
- Consistent with the provisions of Section 155.07(f) of the City of Port St. Lucie Code of Ordinances, a Temporary Event Banner Sign for the Christmas Holiday Season, October 15 to January 2, may be erected when otherwise meeting the criteria of this Section. This time period shall not count as part of the 130-day per year limitation for Temporary Event Banner Signs associated with the Bass Pro Shops.
- Individual permitting through the City of Port St. Lucie of the Temporary Event Banner Signs authorized under this Section shall not be required, provided that the Temporary Event Banner Signs are located, placed or installed in accord with the provisions of this Section and are anchored/attached to the building in a manner that is consistent with City Codes.

Bass Pro Shops shall maintain a log of the duration of all Temporary Event Banner Sign hangings in order to verify compliance with the provisions of this Section. Copies of the log shall be provided, in a reasonable time and manner, to the City upon request of the City Planning and Zoning Director, or their assign.

Flags

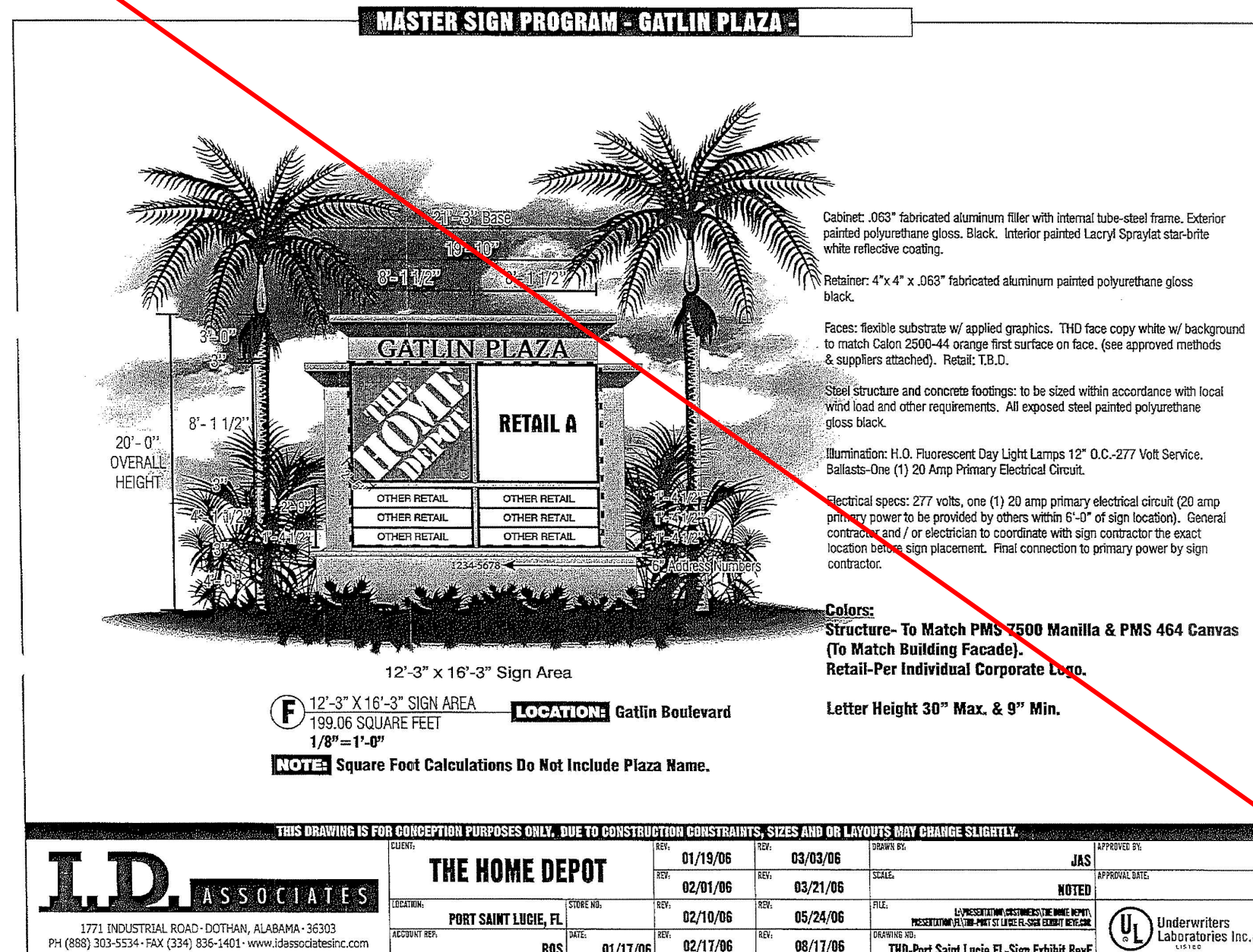
A pole mounted American Flag shall be allowed to be placed at the apex of the front entry copula. The pole height shall not exceed 80 feet from grade and the flag shall not exceed 182 square feet in size.

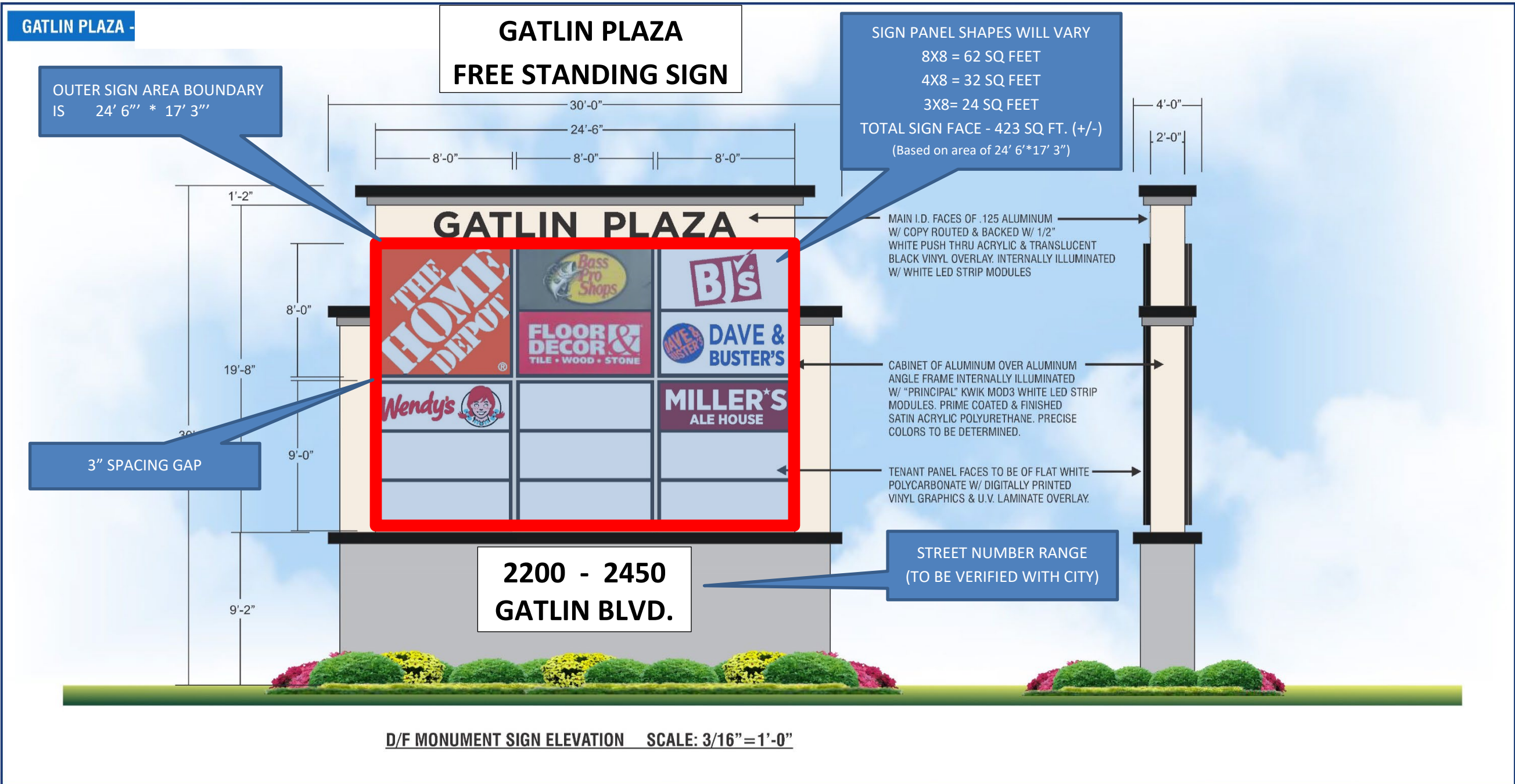
Exhibit A
Home Depot Wall Signs



THIS GRAPHIC IS TO BE USED
FOR GENERAL LOCATION
AND SIZE
VERIFICATION ONLY – SIGN
CONTENT IS NOT PART OF
THE MASTER SIGN
PROGRAM

Exhibit B
Gatlin Plaza Monument Sign





**FERRIN
SIGNS**

945 26th St,
West Palm Beach, FL 33407
561.802.4242

FLORIDA
4444 SE Commerce
Suite, FL 33437
772.220.7377

MICHIGAN
1067 Naughton Dr
Troy, MI 48063
248.689-9100

OHIO
3800 Airport Hwy
Toledo, OH 43615
419.395.6669

www.ferrinsigns.com

**Divisions of
Gardner
signs**

~~Exhibit C~~

~~Gatlin Plaza Overall Sign Location Plan~~

~~Overall Gatlin Plaza Site Plan (Thru May 2017)~~

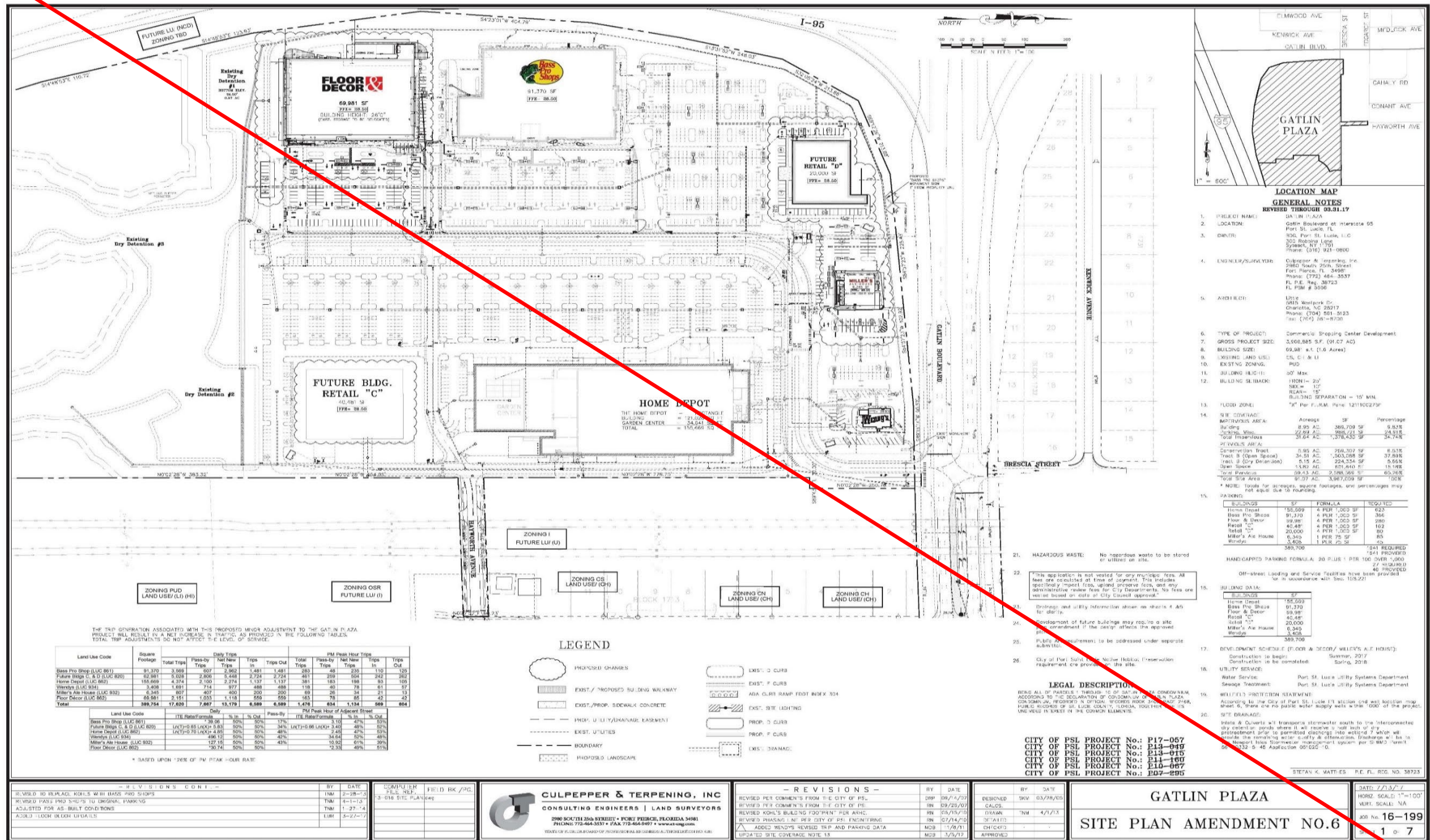
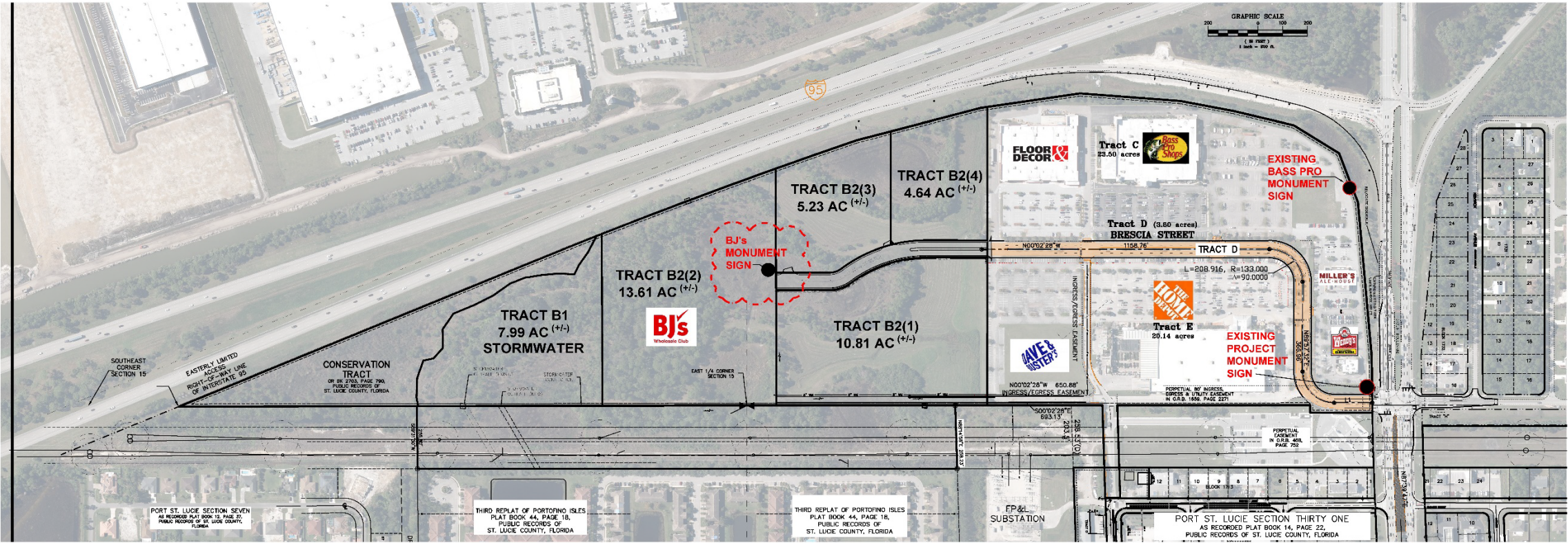
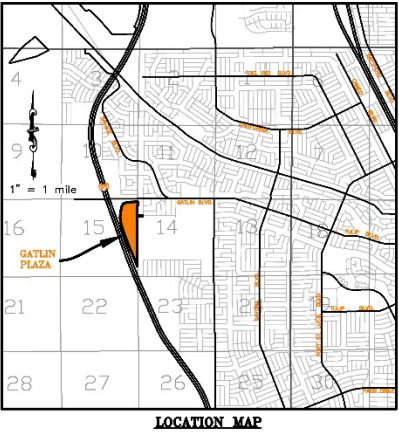
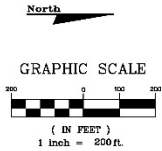


Exhibit C
Gatlin Plaza Overall Sign Location Plan
(Revised through Amend. No. 4)

LEGAL DESCRIPTION
Being all of Gatlin Plaza, as Recorded in Plat Book 54, Page 18, Public Records of St. Lucie County, Florida, lying in Sections 14 and 15, Township 37 South, Range 39 East.
Containing 91.067 acres, more or less.



- NOTE:
1. THE PROJECT IS NOT LOCATED WITHIN 1000' OF ANY PUBLIC WATER SUPPLY WELL AT THIS TIME.
 2. ALL PARCEL SIZES ARE APPROXIMATE. REFER TO FINAL INDIVIDUAL LEGAL DESCRIPTIONS TO BE PREPARED AT TIME OF INDIVIDUAL SITE PLAN REVIEWS. (NOTED ADDED - 2025.02.00)
 3. REFER TO SITE CONSTRUCTION PLANS FOR SERVICE CONNECTION DETAILS AND FINAL ALIGNMENTS. (NOTE ADDED - 2025.02.00)

PSL PROJ. NO. P23-159
~~PSL PROJ. NO. P15-095~~
~~PSL PROJ. NO. P07-216~~
PSL UTIL. PROJ. NO. 11-863-000

COMPUTER FILE NO.	FIELD BK./PG.
63-157.5 PUD plan	



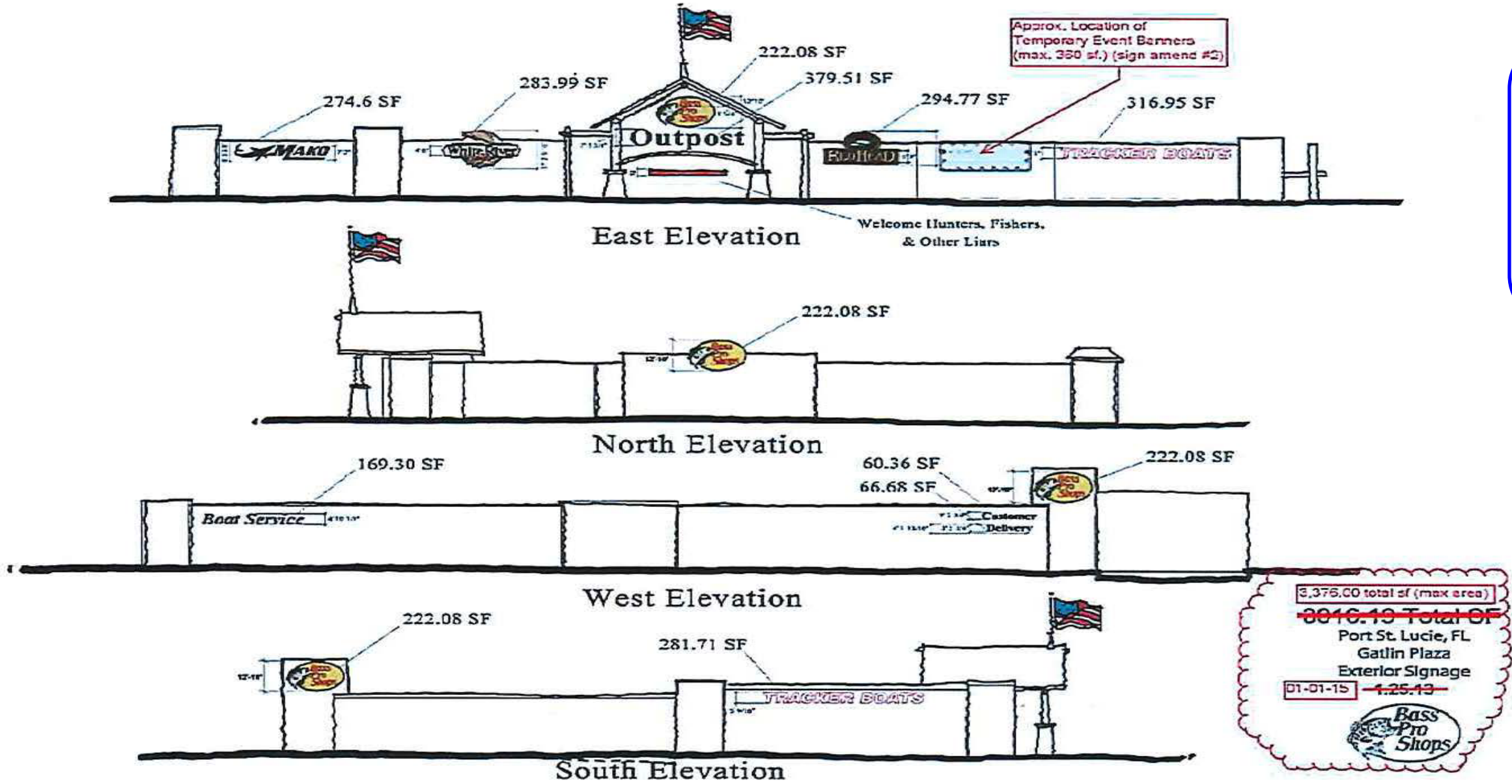
- REVISIONS -		BY	DATE
REVISED		DRP	07/12/07
REVISED: ADDED TRACT ACREAGE & LAND USE		DRP	07/26/07
PUD REVISION NO. 4 - AMEND TRACT B TO ADD NEW BLDG AREA		DJM	10/16/24
PUD REVISION NO. 4 - REVISE ACCESS DRIVES & NOTES		DJM	10/22/24
MASTER SIGN LAYOUT ADJUSTMENTS (REV 4)		DJM	25.10.01

DESIGNED	BY	DATE
CALC.		
DRAWN	DJM	06/18/07
CHECKED		
APPROVED		

GATLIN PLAZA
OVERALL SIGN LOCATION PLAN

DATE: 06/18/07
HORIZ. SCALE: 1"=200'
VERT. SCALE: NA
JOB No. 23-095
SHEET 1 OF 1

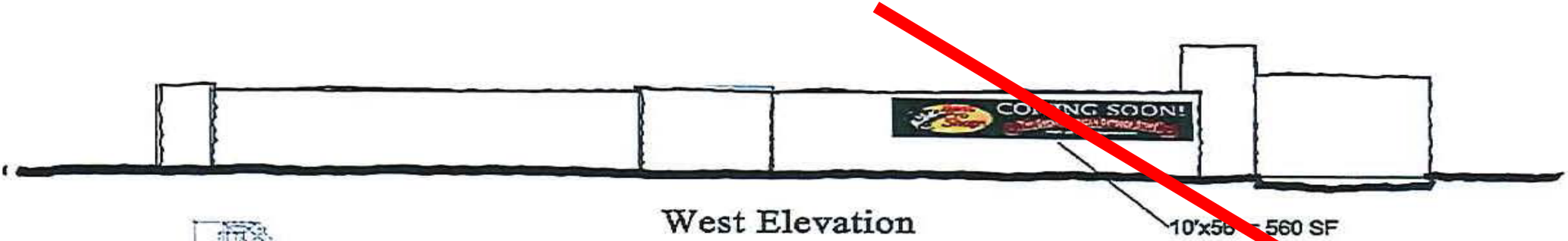
Exhibit D
Bass Pro Wall Sign Location Plan



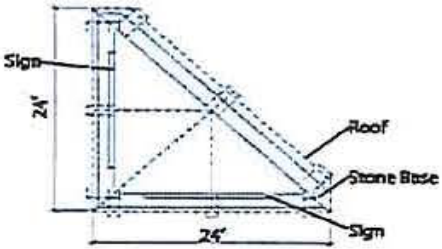
THIS GRAPHIC IS TO BE USED
FOR GENERAL LOCATION
AND SIZE
VERIFICATION ONLY – SIGN
CONTENT IS NOT PART OF
THE MASTER SIGN
PROGRAM

Exhibit E
Bass Pro Wall Sign Location Plan

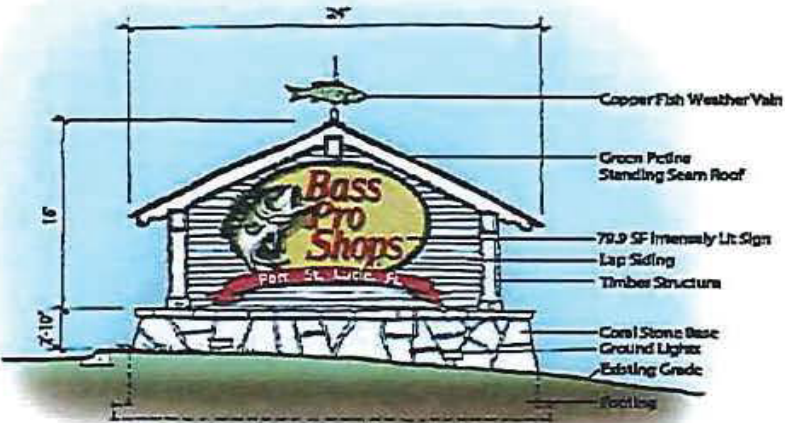
COP



West Elevation
Coming Soon Banner



Plan View



Gatlin Boulevard
Exclusive Monument Sign



TYPICAL ELEVATION-COMING SOON SIGN
NOT TO SCALE

Gatlin Boulevard
Coming Soon Sign



THIS GRAPHIC IS TO BE USED
FOR GENERAL LOCATION
AND SIZE
VERIFICATION ONLY – SIGN
CONTENT IS NOT PART OF
THE MASTER SIGN
PROGRAM

NO LONGER REGULATED BY
THIS PLAN
(AMENDMENT No 4)

Exhibit F-1
Floor & Decor Wall Sign Location Plan

REFER TO SHEET A-02
FOR SIGNAGE AREA
CALCULATIONS.

THIS GRAPHIC IS TO BE USED
FOR GENERAL LOCATION
AND SIZE
VERIFICATION ONLY – SIGN
CONTENT IS NOT PART OF
THE MASTER SIGN
PROGRAM

FRONT ELEVATION

PERSPECTIVE - VIEW FROM NORTHEAST



May 5, 2017

FLOOR & DECOR PORT ST. LUCIE, FL
MASTER SIGN PROGRAM EXHIBIT

LITTLE®
DIVERSIFIED ARCHITECTURAL CONSULTING

A 01

Exhibit F-2
Floor & Decor Wall Sign Location Plan



**THIS GRAPHIC IS TO BE USED
FOR GENERAL LOCATION
AND SIZE
VERIFICATION ONLY – SIGN
CONTENT IS NOT PART OF
THE MASTER SIGN
PROGRAM**



May 5, 2017

**TOTAL SIGNAGE SQUARE FOOTAGE
992.70 SF**

LITTLE
DIVERSIFIED ARCHITECTURAL CONSULTING

**FLOOR & DECOR PORT ST. LUCIE, FL
MASTER SIGN PROGRAM EXHIBIT**

A 02

Exhibit F-3
Floor & Decor Wall Sign Location Plan



THIS GRAPHIC IS TO BE USED
FOR GENERAL LOCATION
AND SIZE
VERIFICATION ONLY – SIGN
CONTENT IS NOT PART OF
THE MASTER SIGN
PROGRAM



May 5, 2017

FLOOR & DECOR PORT ST. LUCIE, FL
MASTER SIGN PROGRAM EXHIBIT



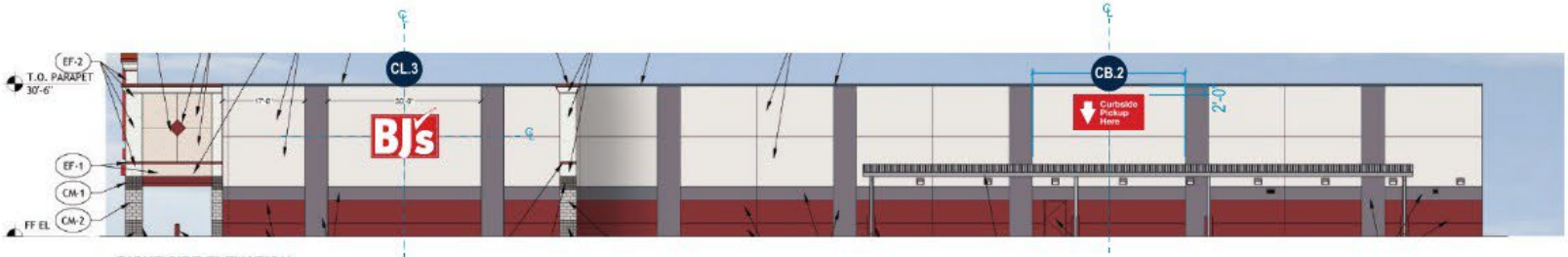
A 03

Exhibit G
BJ's WALL SIGN ELEVATIONS
(illustrative)

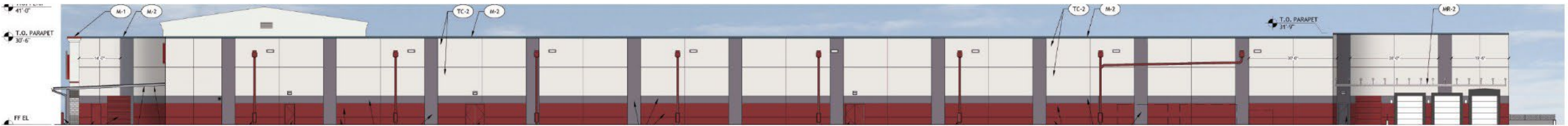
ELEVATIONS



LEFT SIDE ELEVATION
SCALE: 1/32" = 1'-0"



RIGHT SIDE ELEVATION
SCALE: 1/32" = 1'-0"



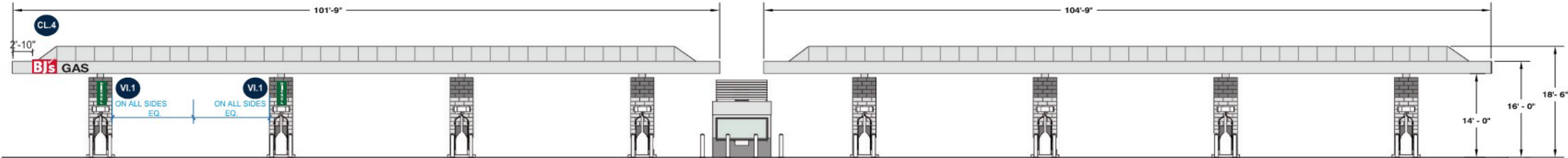
REAR ELEVATION
SCALE: 1/32" = 1'-0"



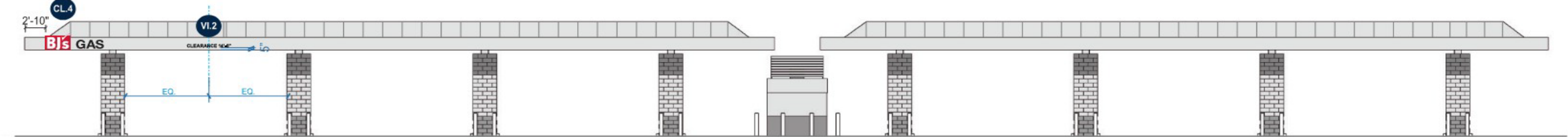
FRONT ELEVATION
SCALE: 1/32" = 1'-0"

THIS GRAPHIC IS TO BE USED FOR
GENERAL LOCATION AND SIZE
VERIFICATION ONLY –
SIGN CONTENT IS NOT PART OF
THE MASTER SIGN PROGRAM

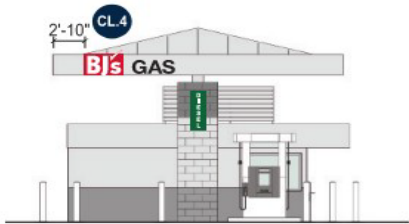
ELEVATIONS



CANOPY (FRONT)
SCALE: 1/16" = 1'-0"



CANOPY (BACK)
SCALE: 1/16" = 1'-0"



CANOPY (LEFT)
SCALE: 1/16" = 1'-0"

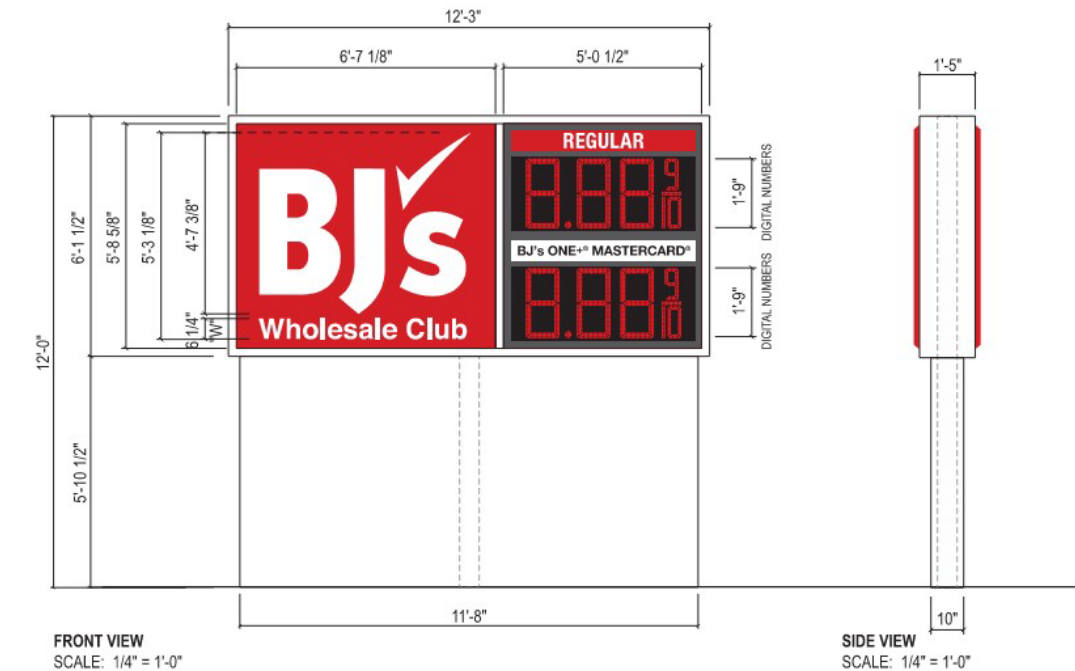


CANOPY (RIGHT)
SCALE: 1/16" = 1'-0"

**THIS GRAPHIC IS TO BE USED FOR
GENERAL LOCATION AND SIZE
VERIFICATION ONLY –
SIGN CONTENT IS NOT PART OF
THE MASTER SIGN PROGRAM**

MS.1 12'-0" D/F MONUMENT SIGN (QTY 1)

SQUARE FOOTAGE: 75



THIS GRAPHIC IS TO BE USED FOR
GENERAL LOCATION AND SIZE
VERIFICATION ONLY –
SIGN CONTENT IS NOT PART OF
THE MASTER SIGN PROGRAM

END OF DOCUMENT