



Sundance PSL Master Sign Program- 1st Amendment

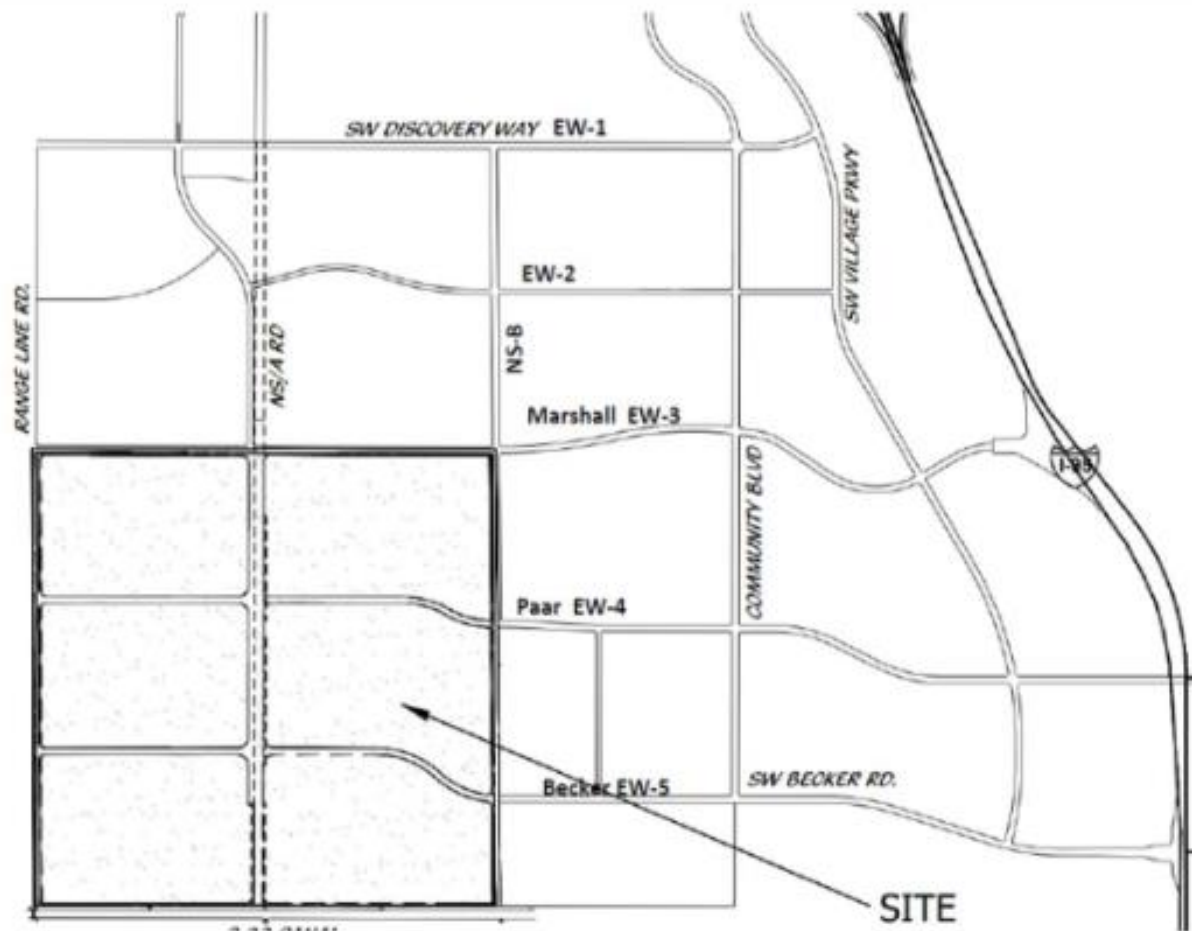
Project No. P25-0017A2026
City Council Meeting, July 17, 2026

Marissa Da Breo Latchman, Environmental
Planner II

Request Summary

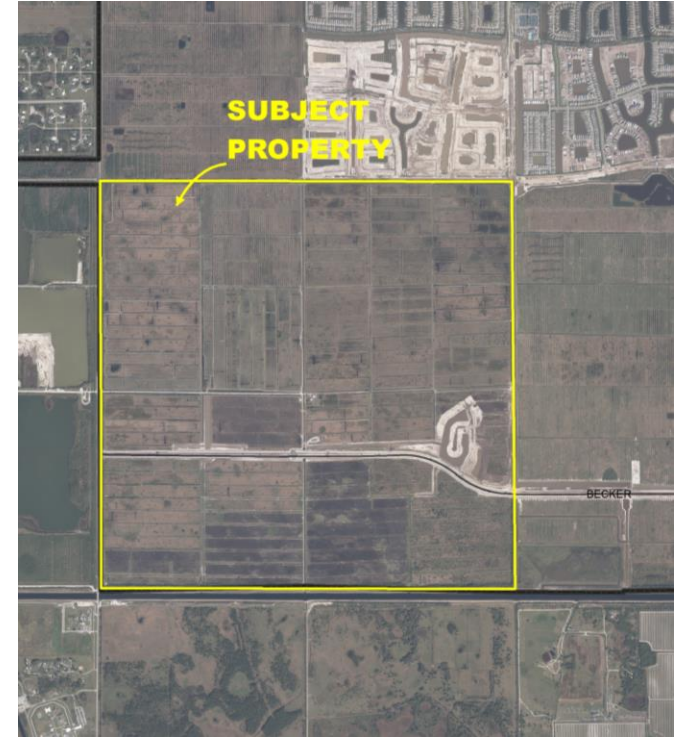
Owner:	ACR Acquisition, LLC
Applicant:	Haley ward
Location:	The property is located east of Range Line Road and north of the C-23 Canal.
Request:	Approval of the 1 st amendment to the Sundance PSL Master Sign Program.

Sundance Community (Wilson Grove DRI) Map



Surrounding Areas

Direction	Existing Use	Future Land Use	Zoning
North	Residential and vacant	NCD	MPUD and SLC AG-5
South	C-23 canal and vacant land (Martin County)	Martin County	Martin County
East	Vacant land	NCD	SLC AG-5
West	Range Line Rd, lakes and vacant land	SLC AG-5	SLC AG-5



Background

Master Sign Programs are a mechanism for applicants to customize the signage allowances for their projects, in lieu of following city code. Many of the larger projects in the city have master sign programs.

Project Summary

- The Sundance PSL Master Sign Program provides the signage regulations for all of the development within the Wilson Grove Development of Regional Impact (DRI) area.
- The primary focus of the proposed amendment is to change the size and number of temporary signs (intended to be feather flags) allowed in Open Space Tracts.

Project Summary

- The existing MSP allows 17- foot- high temporary signs with 4 square feet, while the proposed change would allow 20- foot -high signs with 50 square feet. This equates to a 2.5- foot- wide sign.
- Setbacks from public road rights –of-way are proposed to be 10 feet and 5 feet from private road rights-of-way.

Staff Recommendation

The Planning and Zoning Board recommended approval of the Master Sign Program amendment at their July 7, 2026, meeting.