

Master Sign Program



St. Lucie West

Prepared by
Lucido & Associates
July 15, 1998
Approved by
City Council
November 9, 1998

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Introduction

This Master Sign Program provides a comprehensive overview of all signs within St. Lucie West. The first section describes Community Signs provided by St. Lucie West. The second section provides sign guidelines for those developing projects within St. Lucie West. 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.

All proposed signs, prior to application for a sign permit from the City of Port St. Lucie, must be approved in writing by the New Construction Committee (NCC) which will review signs based on the criteria that follows. Letter of Approval by the NCC is to be used for obtaining City of Port St. Lucie sign permits. No sign permit shall be allowed without an NCC Letter of Approval.

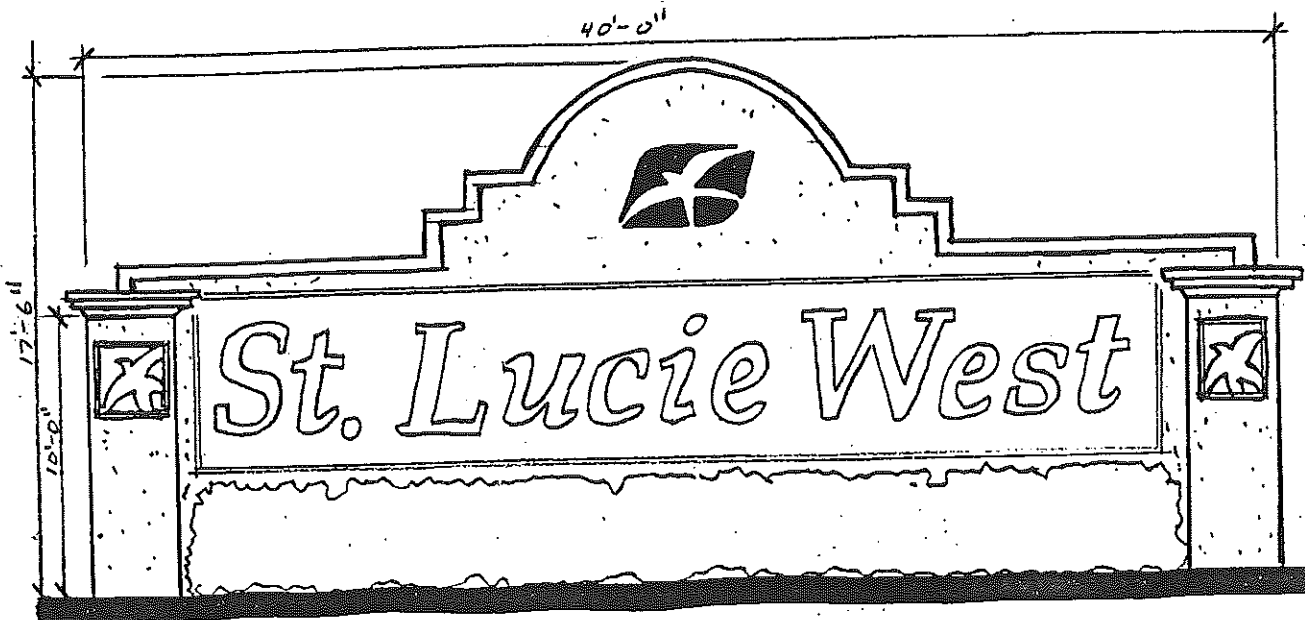
The sign guidelines in this manual are amendments to existing City of Port St. Lucie codes and ordinances and to the St. Lucie West Community Development Code and Land Use Standard Manual. Existing city codes shall be used for sign criteria not addressed in this manual. Anyone proposing a sign within the community shall completely familiarize themselves with this manual as well as with the appropriate city requirements.

Illustrations of certain signs are included as examples. These graphic representations are visual aids that show basic intent. They do not represent working drawings.

Temporary signs within St. Lucie West will be permitted for a maximum of 24 months. At the end of the permit period, the sign is either removed, re-inspected or replaced and Re-permitted for an additional 24 months.

Community Signs

Throughout this development St. Lucie West provides a series of signs that identify the community and provide direction. The following pages in this section show these existing and proposed signs. At the end of this section two maps display existing and proposed locations for all signs in this category.



Use:

Identifies St. Lucie West Community from Interstate 95 and Florida's Turnpike

Locations: (see map on page 19, symbol 95/T)

Adjacent to I-95

Adjacent to Florida's Turnpike

Quantity:

Two adjacent to I-95 (existing to be removed)/ Two adjacent to Turnpike

Size:

18' ht. x 40' length.

Sign Faces:

One Face (180 sf), 2 logos (2 sf each), 1 logo (15 sf)

Materials:

Smooth stucco finish, Avonite© panel or equal

Colors:

Wall: White

Column: White

Cap: White

Panel behind copy: Green (Pantone 3305)

Copy: Gold (Satin gold finish (#910/ Pantone 871)

Colors may change, but must be provided on construction plans at time of permit request)

Copy:

5'-6" cap height, Times Bold Italic

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Billboards

(no graphic included)

Use:

Guides vehicles to the St. Lucie West community from the Interstate/ Turnpike.

Locations: (see map on page 19, symbol BB)

Adjacent to I-95

Adjacent to Florida's Turnpike

Quantity:

Two existing signs adjacent to I-95, two proposed adjacent to the Turnpike

Size:

Follow City codes and Billboard Ordinance 98-21

Sign Faces:

One Face (not to exceed 672 sf).

Materials:

Automatic changeable facing billboards or other code approved types.

Colors:

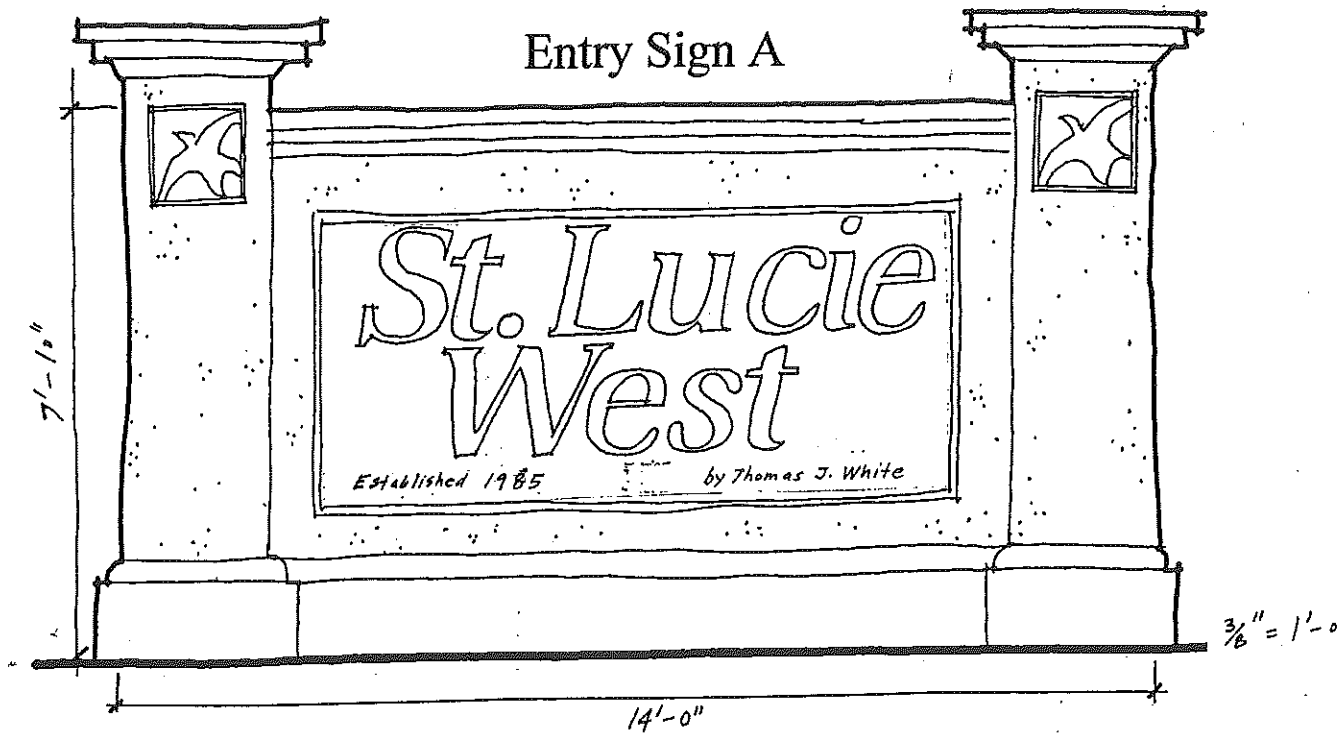
Varies

Copy:

Varies

Miscellaneous:

Billboard is face lit with fixtures mounted at bottom of sign face. Billboards will be removed or re-permitted as may be required per City code.



Use:

Identifies St. Lucie West Community as one enters the project along St. Lucie West Blvd.

Locations: (see map on page 19, symbol E)

St. Lucie West boulevard median or ROW, at entrances to community. If not in ROW, then within parcel that adjoins ROW

Quantity:

Three, (2) existing adjacent to I-95, (1) to be relocated to Bayshore Intersection

Size:

14' x 7'-10" (not including wing walls)

Sign Faces:

One face (36 sf), 2 logos (2 sf each)

Materials:

Smooth stucco finish, Avonite© panel or equal

Colors:

Wall: White

Column: White

Cap: White

Panel behind copy: Green (Pantone 3305)

Copy: Gold (Satin gold finish (#910/ Pantone 871)

(Colors may change, but must be provided on construction plans at time of permit request)

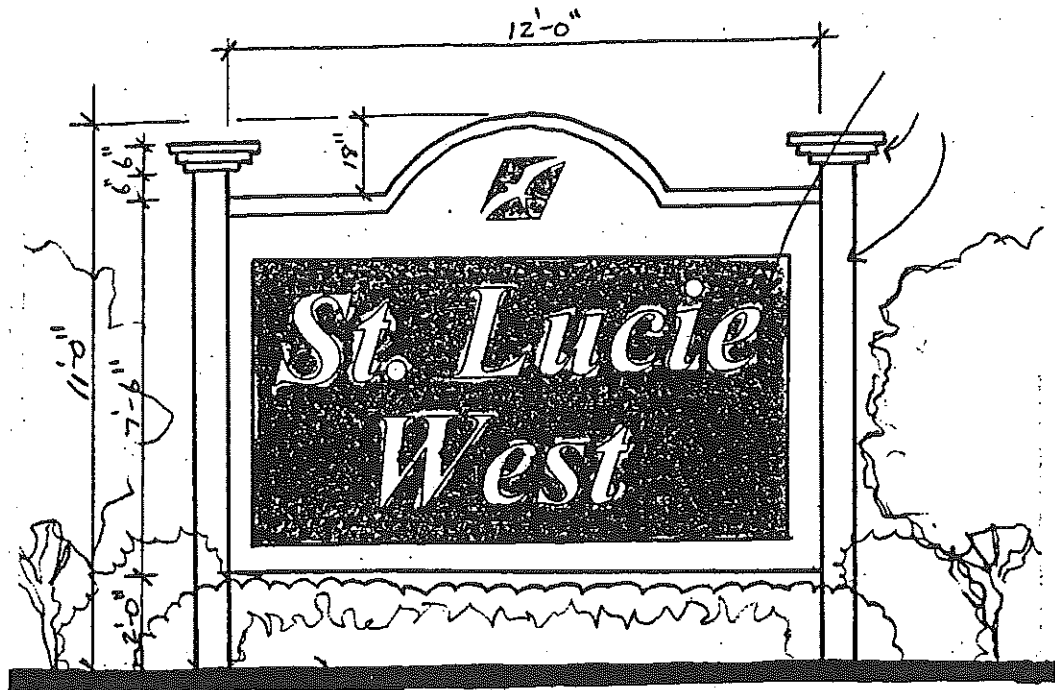
Copy:

18" cap height, Times Bold Italic

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Entry Sign B "Temporary"



Use:

Identifies St. Lucie West community as one enters the project north and south along California Blvd. and Cashmere Blvd.

Locations: (see map on page 19, symbol ET)

California Blvd. and Cashmere Blvd. median or ROW, at north and south entrances to community. If not within ROW, then within parcel that adjoins ROW.

Quantity:

Eight

Size:

11' ht. x 12' wide

Sign Faces:

One Face (50 sf), 1 logo (2 sf)

Materials:

High grade wood products

Colors:

Per shop drawings

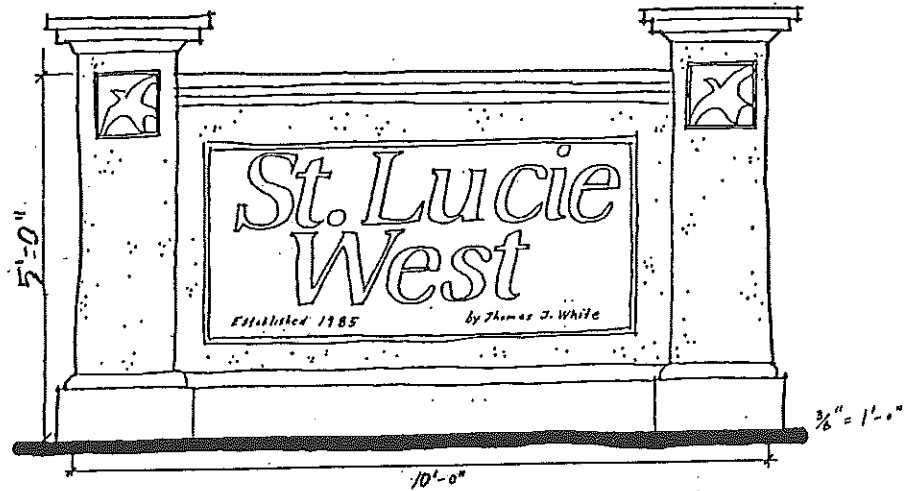
Copy:

2' cap height, Times Bold Italic

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Entry Sign B "Permanent"



Use:

Identifies St. Lucie West community as one enters the project north and south along California Blvd. and Cashmere Blvd.

Locations: (see map on page 19, symbol EP)

California Blvd. and Cashmere Blvd. median or ROW, at north and south entrances to community. If not within ROW, then within parcel that adjoins ROW.

Quantity:

Four

Size:

10' x 5'

Sign Faces:

One Face (18 sf), 2 logo (2 sf each)

Materials:

Smooth stucco finish, Avonite© panel or equal

Colors:

Wall: White

Column: White

Cap: White

Panel behind copy: Green (Pantone 3305)

Copy: Gold (Satin gold finish #910/ Pantone 871)

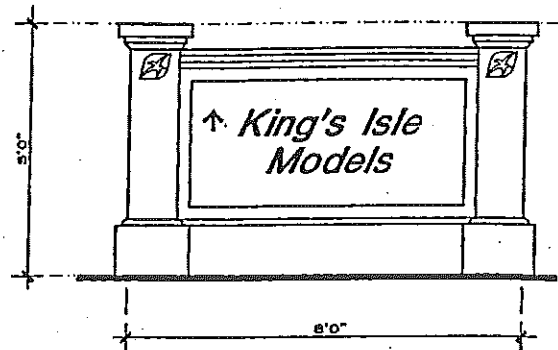
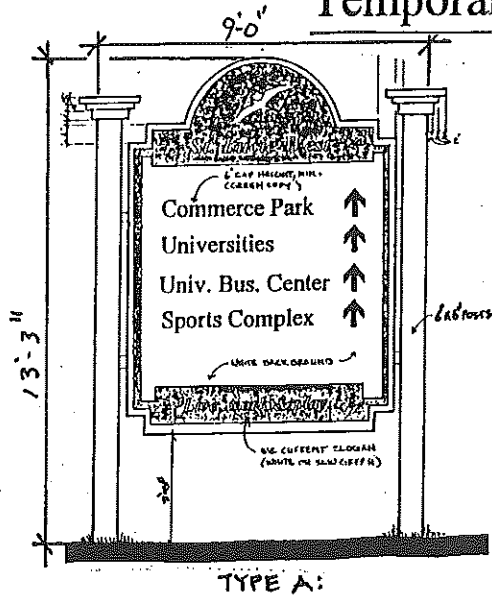
Copy:

12" cap height, Times Bold Italic

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Temporary Directional (Type A & B)



TYPE B:

Use:

TYPE A: Temporarily guides vehicles/ pedestrians to major facilities and residential developments from St. Lucie West Blvd. and secondary streets. When all residential developments within St. Lucie West are established, permanent directionals will replace the temporary directional signs (where needed).

TYPE B: Temporarily guides vehicles/ pedestrians to King's Isle. When all King's Isle residential development is established, sign will be re-used by the next large residential development program.

Locations: (see map on page 19, symbol TDA, TDB)

TYPE A: St. Lucie West Blvd. and selected secondary streets ROW

TYPE B: St. Lucie West Blvd. median or ROW

Quantity:

TYPE A: Eight existing, future signs as required with roadway improvements.

TYPE B: Two, (1) existing.

Size:

TYPE A: 13'-3" x 9'

TYPE B: 5' x 8'

Sign Faces:

TYPE A: One face (50 sf), 1 logo (2 sf)

TYPE B: One face (15 sf), 2 logos (2 sf total)

Materials:

TYPE A: Wood panels, routed copy.

TYPE B: Smooth stucco finish, pin-mounted copy

Colors:

TYPE A & B: White posts, Green panels (Pantone 3305), Gold copy (Pantone 871)

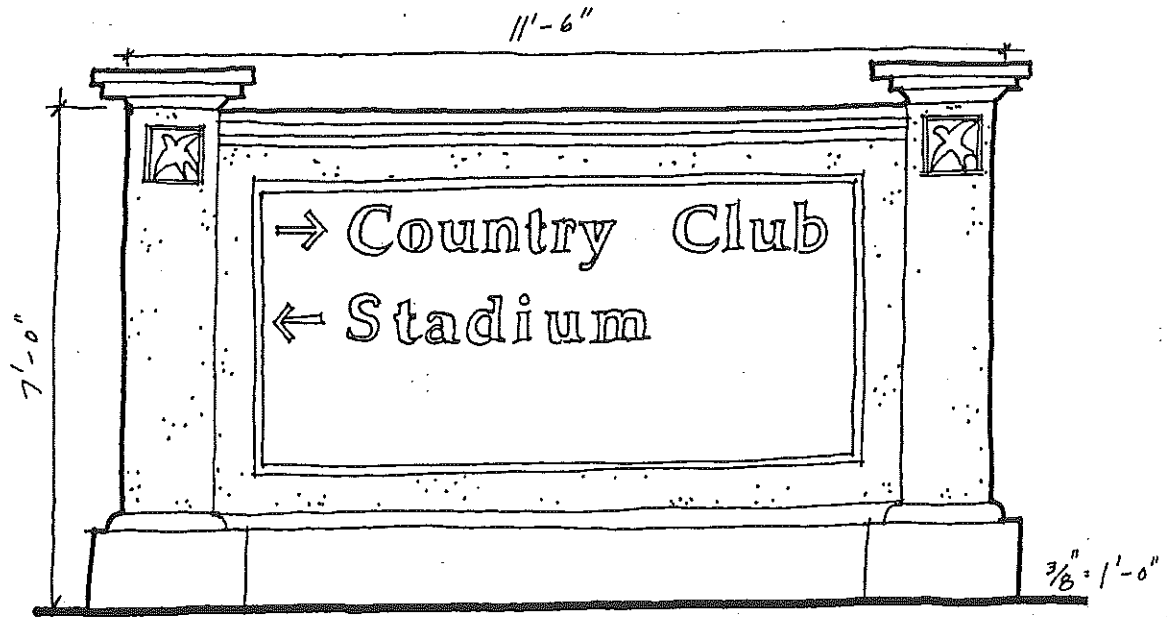
Copy:

TYPE A & B: 6" cap height. minimum

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Permanent Directional



Use:

Guides vehicles and pedestrians to major facilities and residential developments from St. Lucie West Blvd. and secondary streets.

Locations: (see map on page 19, symbol D1 and D2)

St. Lucie West Blvd. and selected secondary streets ROW

Quantity:

Nine currently plus the additional quantity of temporary directionals converted at some future time.

Size:

11'-6" x 7'

Sign Faces:

Single (D1) or double-faced (D2) with each face consisting of 32 sf with two logos (1 sf each)

Materials:

Smooth stucco finish, Avonite© panel or equal

Colors:

Wall: White

Column: White

Cap: White

Panel behind copy: Green (Pantone 3305)

Copy: Gold (Satin gold finish (#910/ Pantone 871)

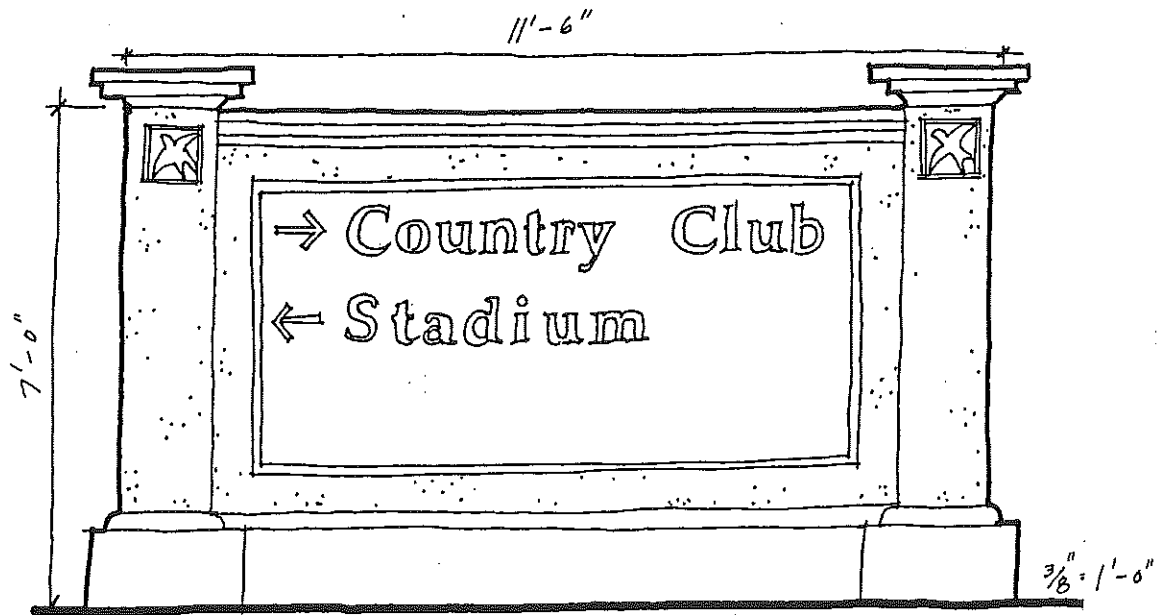
Copy:

Minimum 6" cap height, Times Bold Italic

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Permanent Directional



Use:

Guides vehicles and pedestrians to major facilities and residential developments from St. Lucie West Blvd. and secondary streets.

Locations: (see map on page 19, symbol D1 and D2)

St. Lucie West Blvd. and selected secondary streets ROW

Quantity:

Nine currently plus the additional quantity of temporary directionals converted at some future time.

Size:

11'-6" x 7'

Sign Faces:

Single (D1) or double-faced (D2) with each face consisting of 32 sf with two logos (1 sf each)

Materials:

Smooth stucco finish, Avonite© panel or equal

Colors:

Wall: White

Column: White

Cap: White

Panel behind copy: Green (Pantone 3305)

Copy: Gold (Satin gold finish (#910/ Pantone 871)

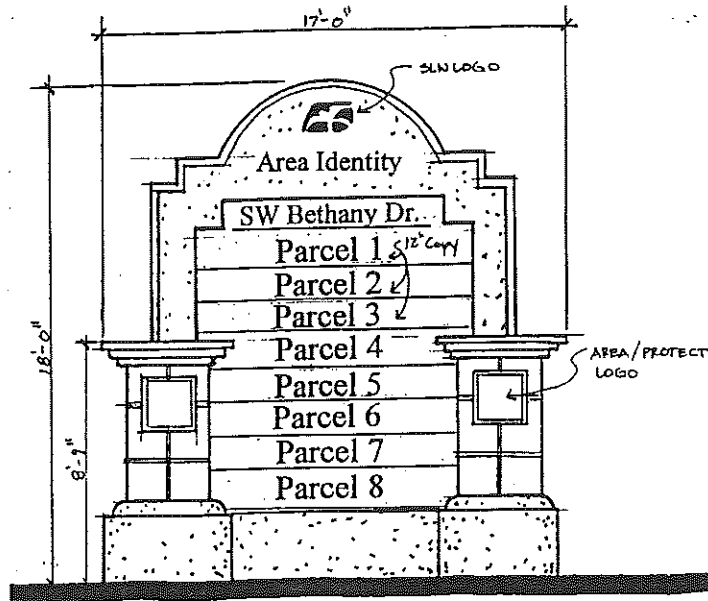
Copy:

Minimum 6" cap height, Times Bold Italic

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Multi-Tenant Directional



Use:

Identifies parcels and tenants from St. Lucie West Blvd. traffic who do not have direct access onto St. Lucie West Blvd.

Locations: (see map on page 19, symbol DM)

Secondary street ROW or medians. Primarily Peacock Blvd., Bethany Avenue and Cashmere Blvd.

Quantity:

Four immediately with future signs proposed as development occurs

Size:

18' height x 17' length

Sign Faces:

Double-faced (100 sf), 4 logos (2 sf each) for area identity, 1 SLW logo (4 sf)

Materials:

Smooth stucco finish, Avonite© panel or equal

Colors:

Colors to be determined, but must be provided on construction plans at time of permit request.

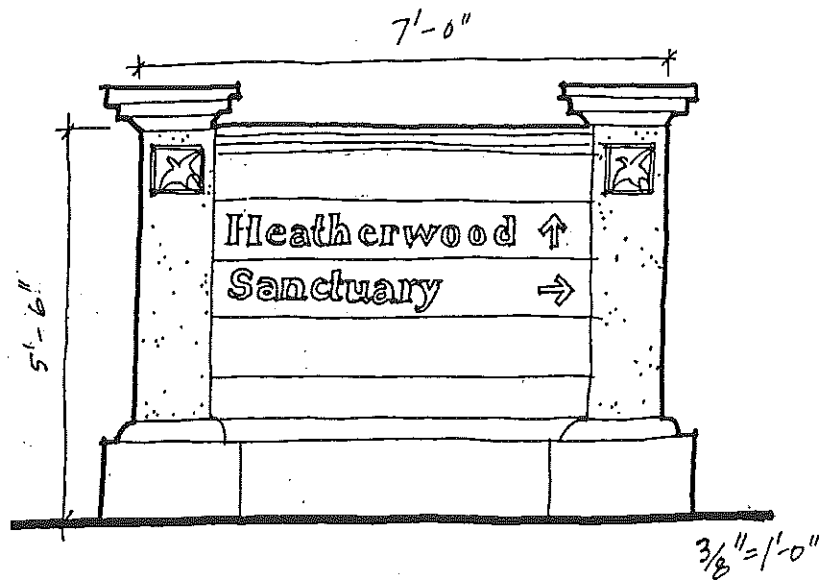
Copy:

12" max. cap height, Times Bold Italic

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Secondary Street Directional



Use:

Guides vehicles/ pedestrians to facilities and residential developments from secondary streets.

Locations: (see map on page 20, symbol S1 and S2)

Adjacent to secondary streets in ROW

Quantity:

20

Size:

5'-6" x 7'

Sign Faces:

Single or double-faced with each sign face of 18 sf with 2 logos (1 sf each)

Materials:

Smooth stucco finish, Avonite© panel or equal

Colors:

Wall: White

Column: White

Cap: White

Panel behind copy: Green (Pantone 3305)

Copy: Gold (Satin gold finish (#910/ Pantone 871)

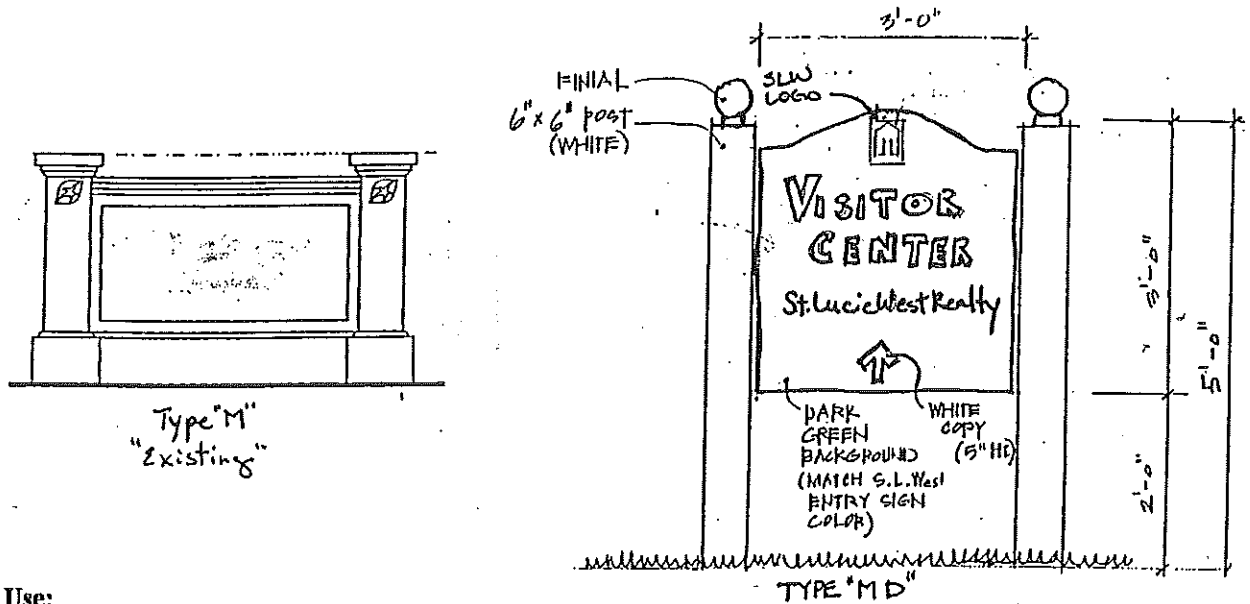
Copy:

9" max. cap height, Times Bold Italic

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Master Developer Directional And Multi-purpose Temporary Information Sign



Use:

Guides vehicles and pedestrians to the offices of St. Lucie West Development (the Master Developer) and information signs to guide vehicles to select destinations which are isolated from major traffic circulation and St. Lucie West Boulevard.

Locations: (see map on page 19, symbol M and MD)
St. Lucie West Blvd. ROW

Quantity:

One (M) located at the SLW Development Office, Additional signs as development warrants.
(not to exceed 10 (MD) signs total)

Temp. Information Signs: To be determined by the NCC and the City of Port St. Lucie at the time of the permit application.

Size:

(MD) 5' x 3'

Sign Faces:

One face (9 sf) with SLW logo (1 sf)

Materials:

Pressure treated wood, painted or laminated

Colors:

Sign Panel: Green or approved substitute

Posts: White

Cap: White

Copy: White

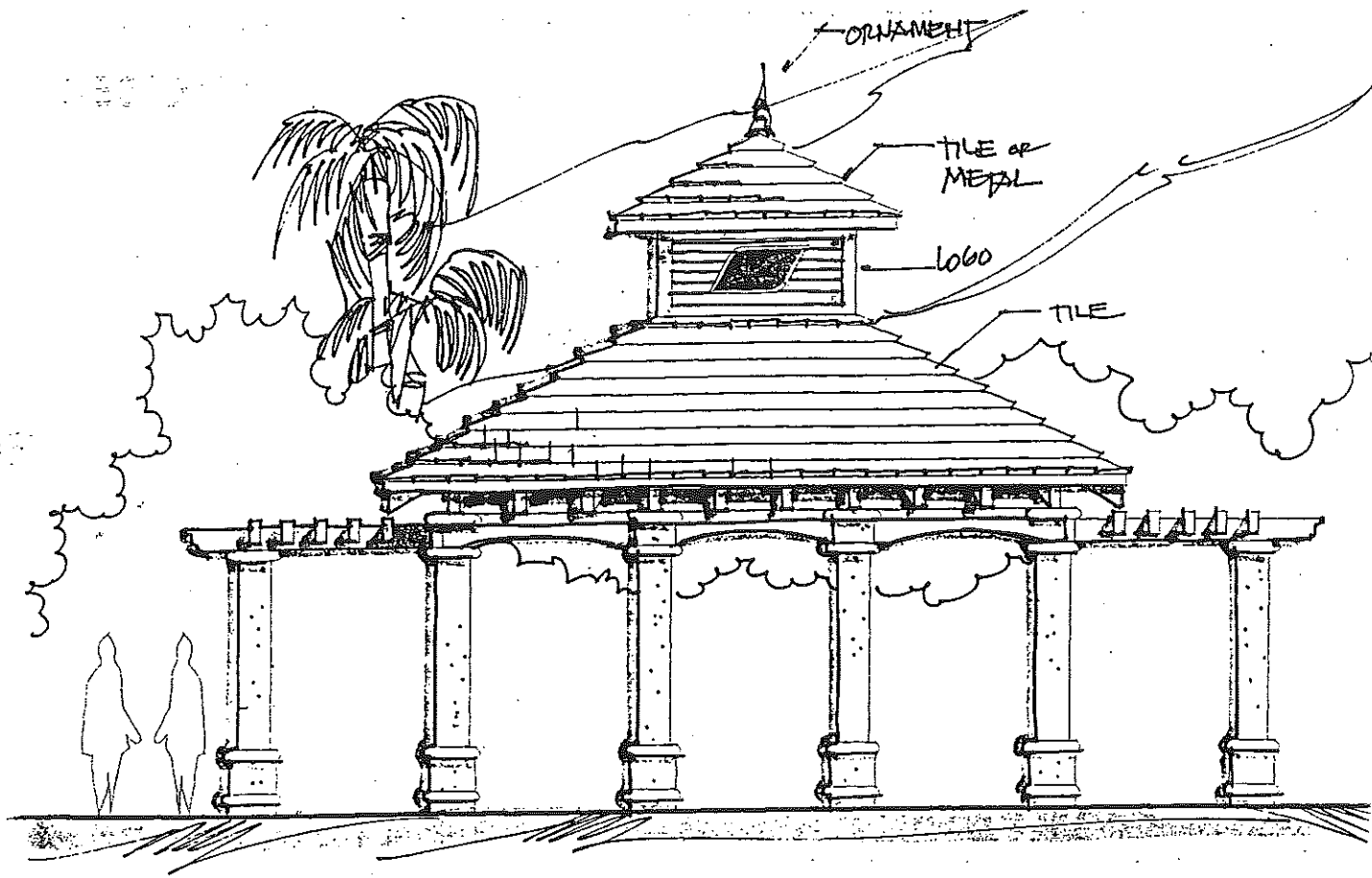
Copy:

6" max. cap height, Times Bold Italic

Miscellaneous:

St. Lucie West Services District is responsible for maintenance on Master Developer directionals.
Multi-purpose temporary information signs are the responsibility of each property owner.

Community Gateway



Use:

To provide an aesthetic architecture element at the remaining critical intersections which will serve as an introduction to the community of St. Lucie West.

Locations: (see map on page 20, symbol CG)

Corners of major intersections of secondary streets and St. Lucie West Blvd.

Quantity:

Four

Sign Faces:

Low seat wall sign / 12" max. cap height.

Materials:

To be consistent with surrounding architectural styles and approved by the NCC.

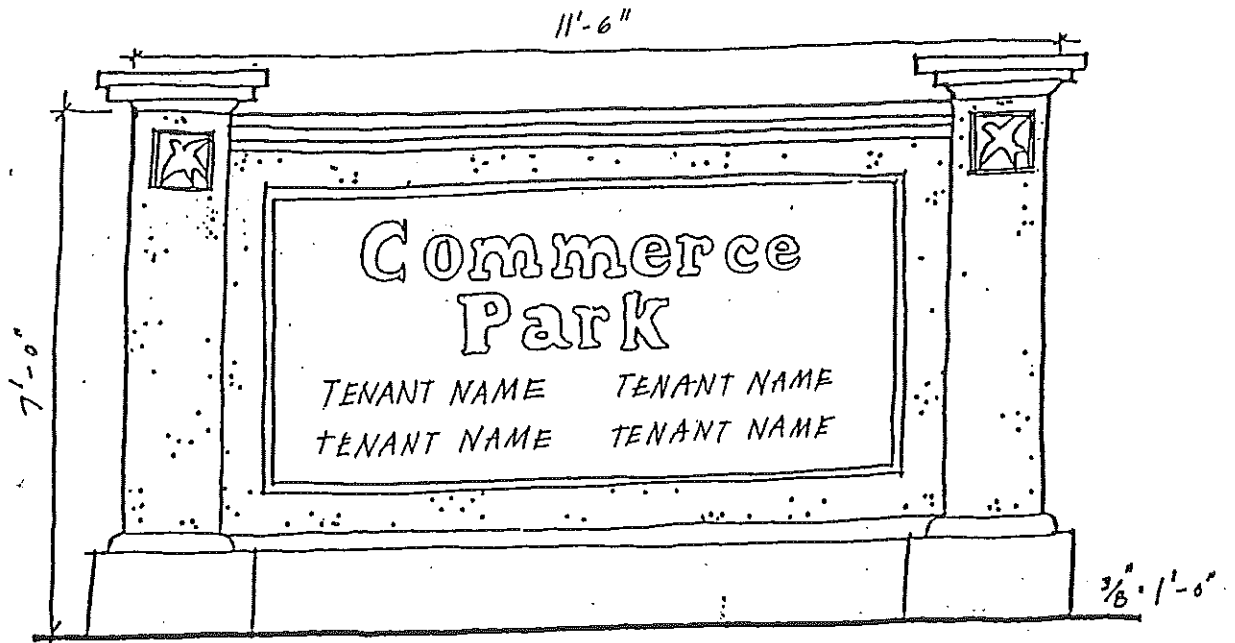
Colors:

To be consistent with surrounding architectural styles and approved by the NCC.

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Pedestrian plaza to be lighted for safety and low seat wall sign to be lit from ground fixture.

Industrial Park Main Identification



Use:

Identifies entrance to industrial park

Locations: (see map on page 20, symbol IM)

Adjacent to entry drive of industrial park or within Secondary street median. Sign may be relocated closer to St. Lucie West Blvd.

Quantity:

Two

Size:

11'-6" x 7'

Sign Faces:

One Face (32 sf)

Materials:

Smooth stucco finish, Avonite© panel or equal

Colors:

White wall, column and cap; green panel behind copy (Pantone 3305)
Copy: Gold (Satin gold finish #910/ Pantone 871)

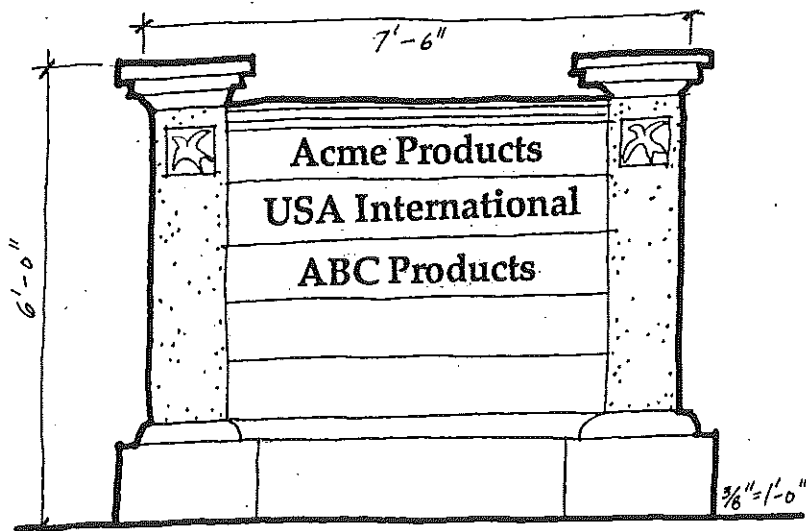
Copy:

Min. 6" cap height, Times Bold Italic. Copy (i.e. tenant names) to be determined by NCC

Miscellaneous:

St. Lucie West Services District is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Tenant Directory



Use:

Identifies industrial facilities within the industrial park

Locations: (see map on page 20, symbol IT)

At each entry of industrial park, in median or adjacent to entry drive

Quantity:

Six

Size:

7'-6" x 6'-0"

Sign Faces:

Two faces (20 sf), 2 logos (less than 1 sf each)

Materials:

Smooth stucco finish, removable panels (6 max.)

Colors:

Wall: White

Column: White

Cap: White

Panel: Pantone 3305 Green

Copy: White

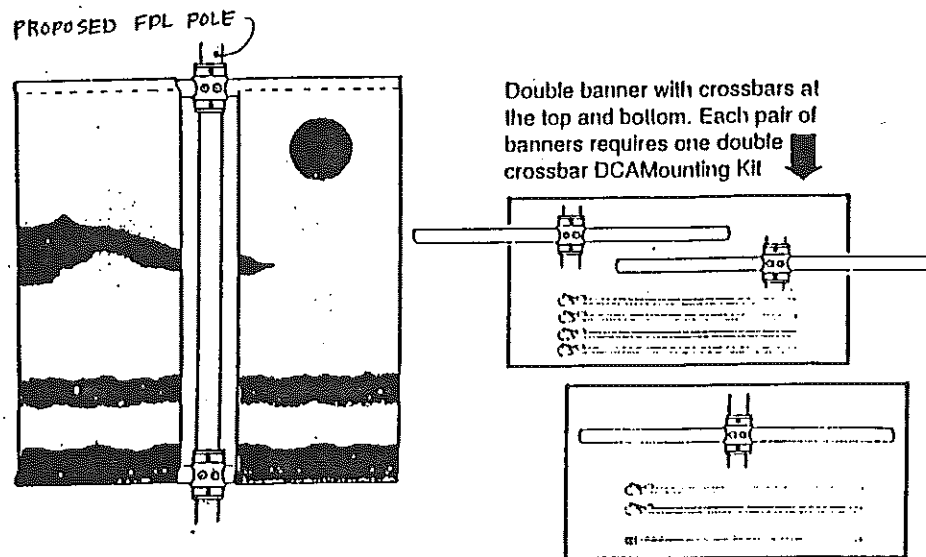
Copy:

5" copy

Miscellaneous:

Industrial Association is responsible for maintenance. Sign is face lit with ground-mounted fixtures.

Decorative Standards



Use:
Decorative element

Locations:
Attached to FPL poles along St. Lucie West Blvd.

Quantity:
Varies. Based on selected poles along St. Lucie West Blvd.

Size:
30" wide x 60" long

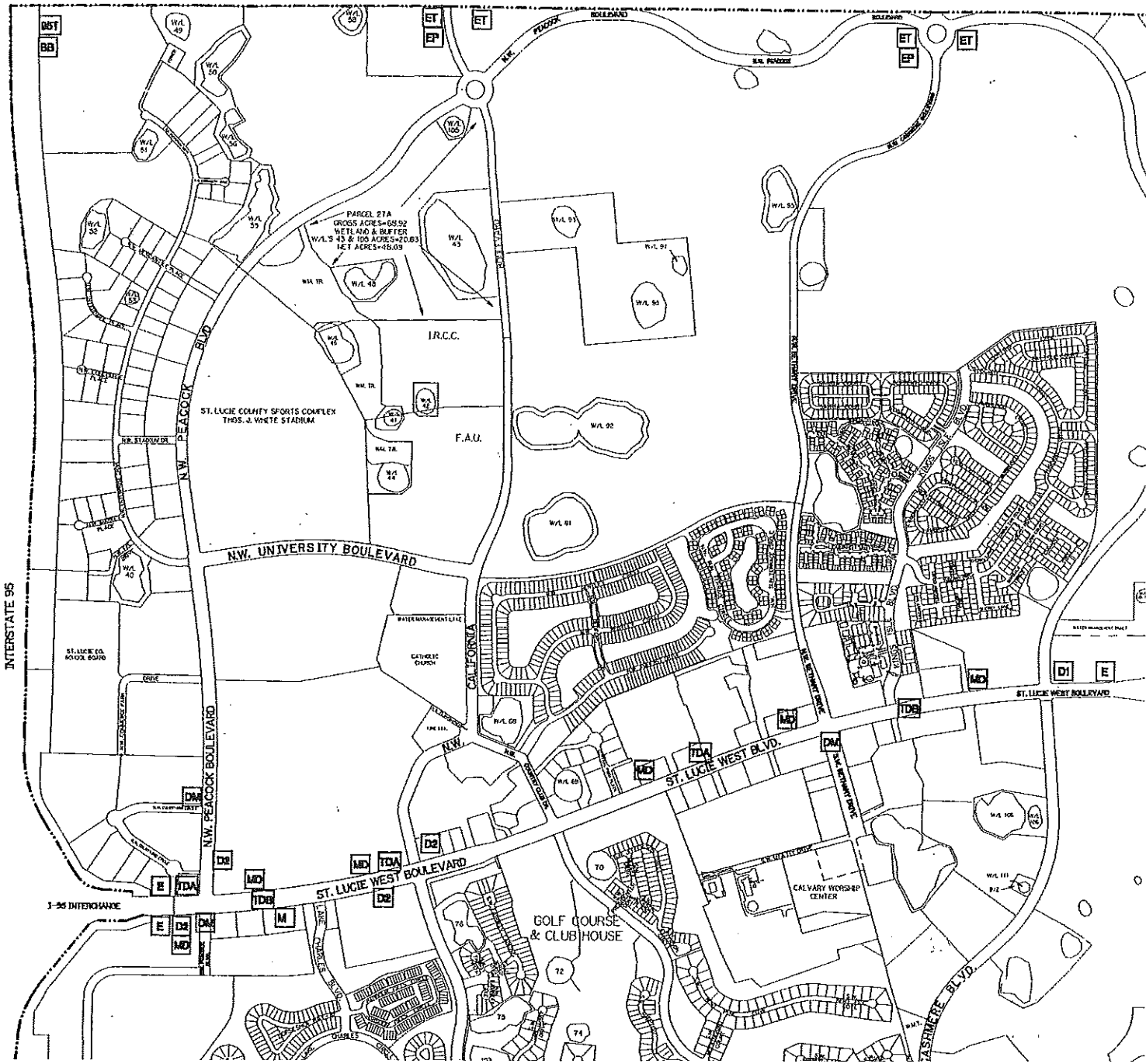
Sign Faces:
Not Applicable

Materials:
Fabric panels, metal mounting structure

Colors:
Varies

Copy:
Varies (non-advertising)

Miscellaneous:
Per Banner Attachment Agreement, "at it's cost, DISTRICT shall promptly remove all banners from FPL's poles in the event inclement weather would make it prudent to do, but in no event later than when a hurricane warning becomes effective for the subject area. District may re-install same after the threat or storm has passed".



Community Signs (along St. Lucie West Blvd.)

- | | |
|---|--|
| E Entry Sign | ET Entry Sign B – Temporary |
| D2 Directional for Boulevard
(D1: single-faced/ D2: double-faced) | EP Entry Sign B – Permanent |
| TDA Temporary Directional Type A | M Existing Master Dev. Sign |
| TDB Temporary Directional Type B | MD Master Developer Directional |
| BB Billboard | DM Multi-Tenant Directional |
| 35T Interstate 95/ Turnpike Sign | |



St. Lucie West Development Corp.
 (A Delaware corporation)
 1740 S.W. ST. LUCIE WEST BLVD.
 ST. LUCIE WEST, FLORIDA 34986-2504



Lucido & Associate

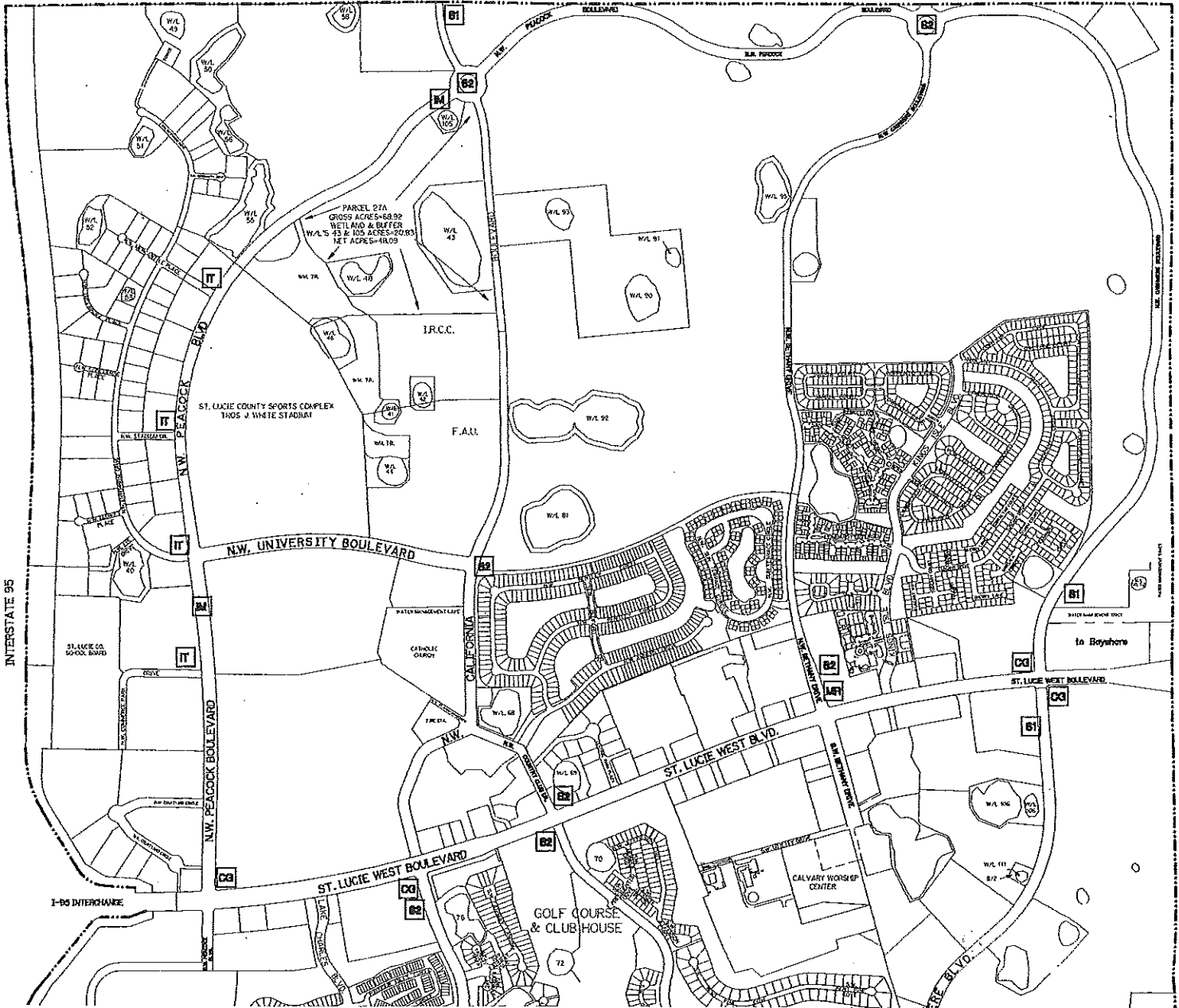
Land Planning/Landscape Architecture
 322 Georgia Avenue, Stuart, Florida 34994 (888) 220-2100, Fax (888) 223-0220
 100 Avenue A Suite 21, Fort Pierce, Florida 34950 (888) 467-1301, Fax (888) 467-1301
 600 Highland Avenue, Orlando, Florida 32803 (407) 839-9701, Fax (407) 872-0669

St. Lucie West Sign Prog

City of Port St. Lucie, Florida
 Signs along SLW Blvd.

Scale	n.t.a.	Revision Date	Computer File
Drawn by	adg		Station
Checked By	U		File Number
Date	02/11/02		





Community Sign Locations (Secondary Streets)

S1 **S2** Secondary Street Directional
(S1: single-faced/ S2: double-faced)

- IM** Industrial Park Identification Sign
- IT** Industrial Park Tenant Directory
- CG** Community Gateway
- MR** Major Residential Project Entry Sign



**St. Lucie West
Development Corp.**
(A Delaware corporation)
1740 S.W. ST. LUCIE WEST BLVD.
ST. LUCIE WEST, FLORIDA 34986-2504



Lucido & Associates

Land Planning/Landscape Architecture
322 Georgia Avenue, Stuart, Florida 34994 (888) 233-0100, Fax (888) 233-0280
100 Avenue A Suite 24, Fort Pierce, Florida 34950 (888) 407-1300, Fax (888) 407-1300
600 Highland Avenue, Orlando, Florida 32803 (407) 830-3701, Fax (407) 873-0909

St. Lucie West Sign Program

City of Port St. Lucie, Florida

Secondary Street Signs

Scale	n.l.a.	Revision Date	Computer File	0580m
Drawn by	edg		Station	84g
Checked by	U		File Number	0580
Date	08.31.98		Job Number	0580



Signs for New Development

Anyone who proposes a sign within the St. Lucie West community must use the following criteria.

This section is divided into three parts.

- The first part addresses signs for residential projects, such as King's Isle by Lennar or The Cascades at St. Lucie West by Levitt.
- The second part covers single parcel, non-residential development such as gas stations or fast food restaurants.
- The third part addresses multi-tenant, non-residential developments, like shopping centers and office complexes.

All proposed signs, prior to application for a sign permit from the City of Port St. Lucie, must be approved in writing by the New Construction Committee (NCC) which will review signs based on the criteria that follows. Letter of Approval by the NCC is to be used for obtaining City of Port St. Lucie sign permits. No sign permit shall be allowed without an NCC Letter of Approval.

Graphic illustration examples are included in this section. These are not working drawings, but only visual aids that show one developer's sign design solutions.

Residential Projects

Allowable Sign types

I. Project Entry Sign

Use: Project identification

Location: At major entry of project (in project's median or adjacent to road, but not in public ROW)

Maximum sign face: 60 sf

IA. Major Project Entry Sign (not located along St. Lucie West Blvd.)

Use: Project identification for "The Cascades at St. Lucie West"

Location: In median of NW Bethany Drive, (under Commercial Assoc. ownership.)

Maximum sign face: 60 ft

Additional Comments: Sign is allowed to provide identification for those existing and proposed developments which occur along NW Bethany Drive and which are isolated from St. Lucie West Blvd. Additions to this sign will be reviewed and approved by the NNC prior to sign permit approval by the City of Port St. Lucie.

II. Sign for Subdivisions within the Project

Use: Parcel identification

Location: At major entry of subdivisions within project (in project's median or adjacent to road, but not in public ROW)

Maximum sign face: 32 sf

III. Directional Sign within the Project

Use: Guides vehicles & pedestrians within the project

Location: Adjacent to roadway, but not in public ROW

Maximum sign face: 20 sf

IV. Building Mounted (façade) Sign

Use: Signs on apartment/ condo buildings identifying units, signs on clubhouse, laundry, etc. identifying use, signs on guardhouse, etc.

Location: Attached to building, near main entry

Maximum sign face: 32 sf

V. Multi-Purpose Temporary Information Sign

Use: Leasing/ construction sign, model home identification, sales information, etc.

Location: Varies

Maximum sign face: 32 sf

VI. Regulatory Sign

Use: Traffic control (stop, speed limit, street names, etc.)

Location: Adjacent to roadway

Maximum sign face: Follow Manual of Uniform Traffic Control Devices for all specifications. Framing materials may be used provided all MUTCD specs are met.

Colors/ Materials: Coordinate signs with the architecture of the buildings. Use no more than three colors total per sign.

Location of Free Standing Signs

Place signs perpendicular to the street, either in an entry median or adjacent to the entry road (exact location determined at time of review).

Inappropriate Sign Materials

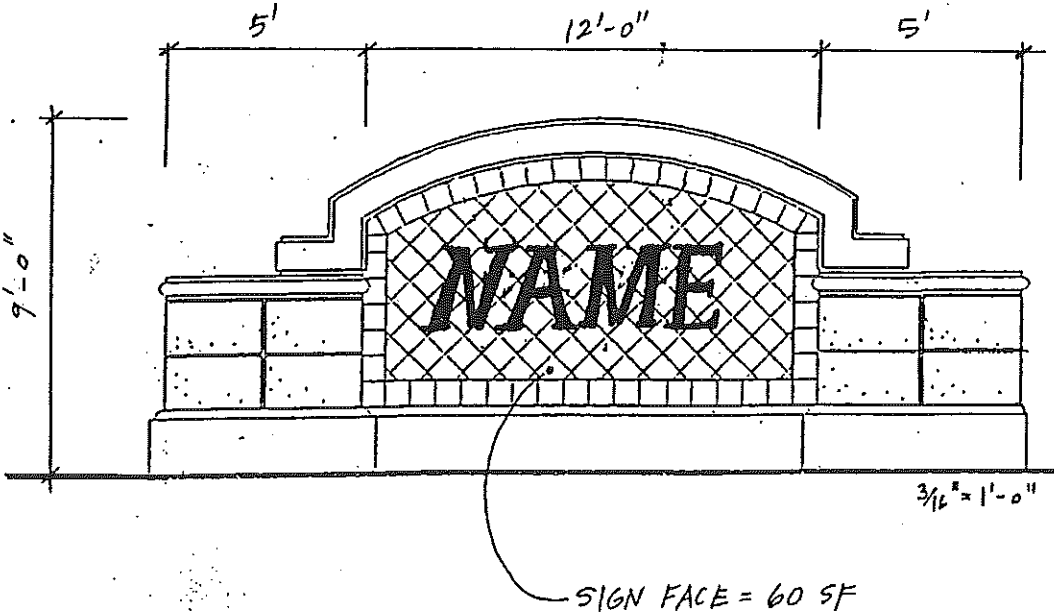
Exposed Plywood

Galvanized Sheet Metal

Fluorescent Lit Signs

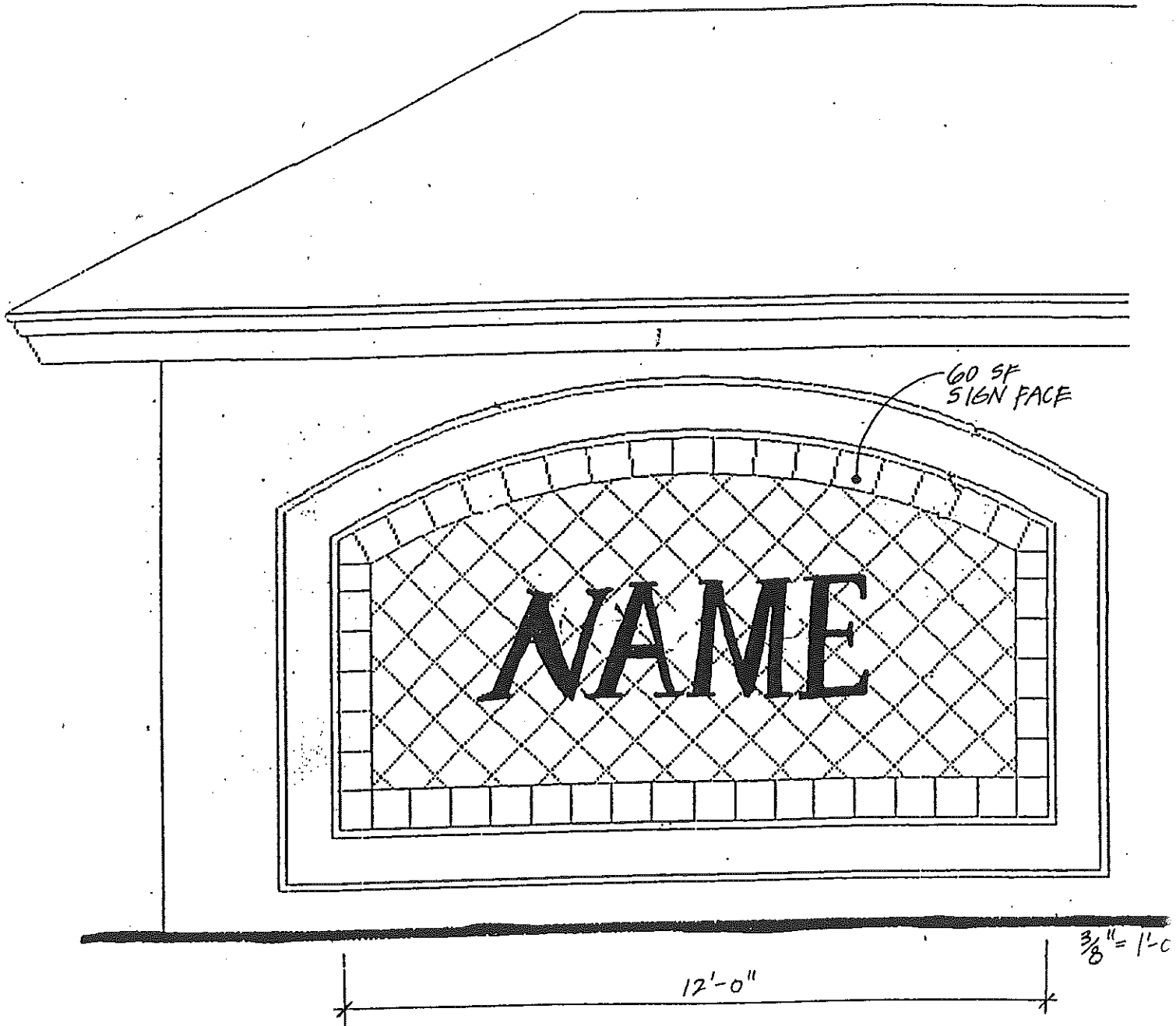
Vacuum-formed Plastic

Example
Free-Standing Project Entry Sign
for Residential Development



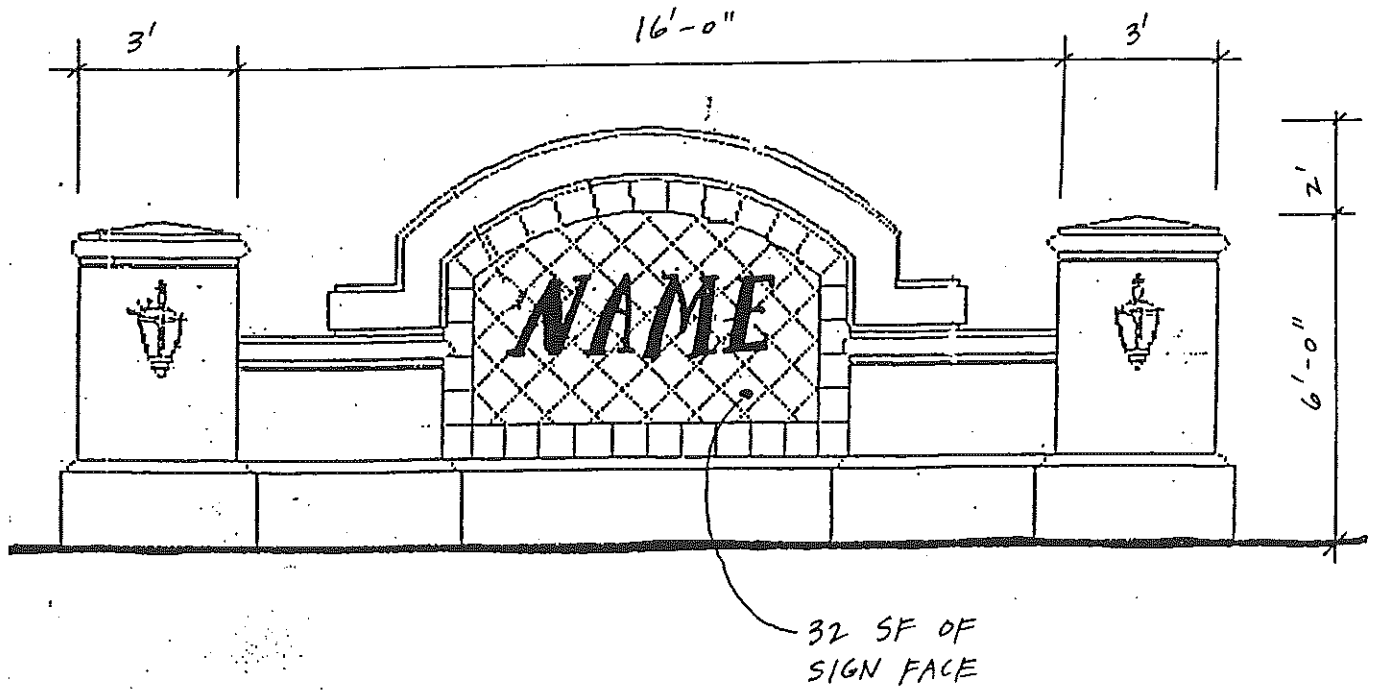
Example

Wall-Mounted Project Entry Sign



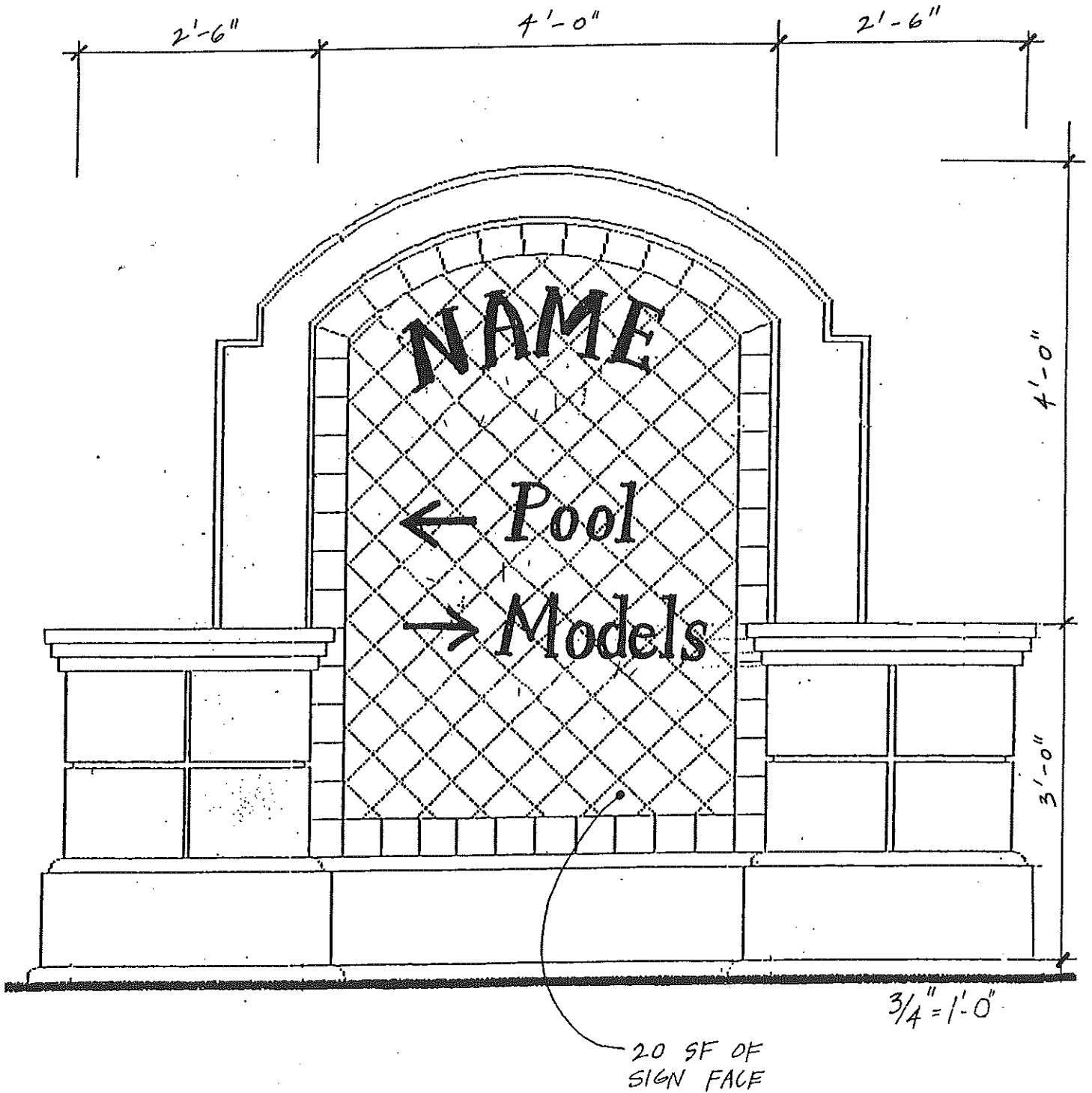
Example

Signs for Parcel within the Project
For Residential Development

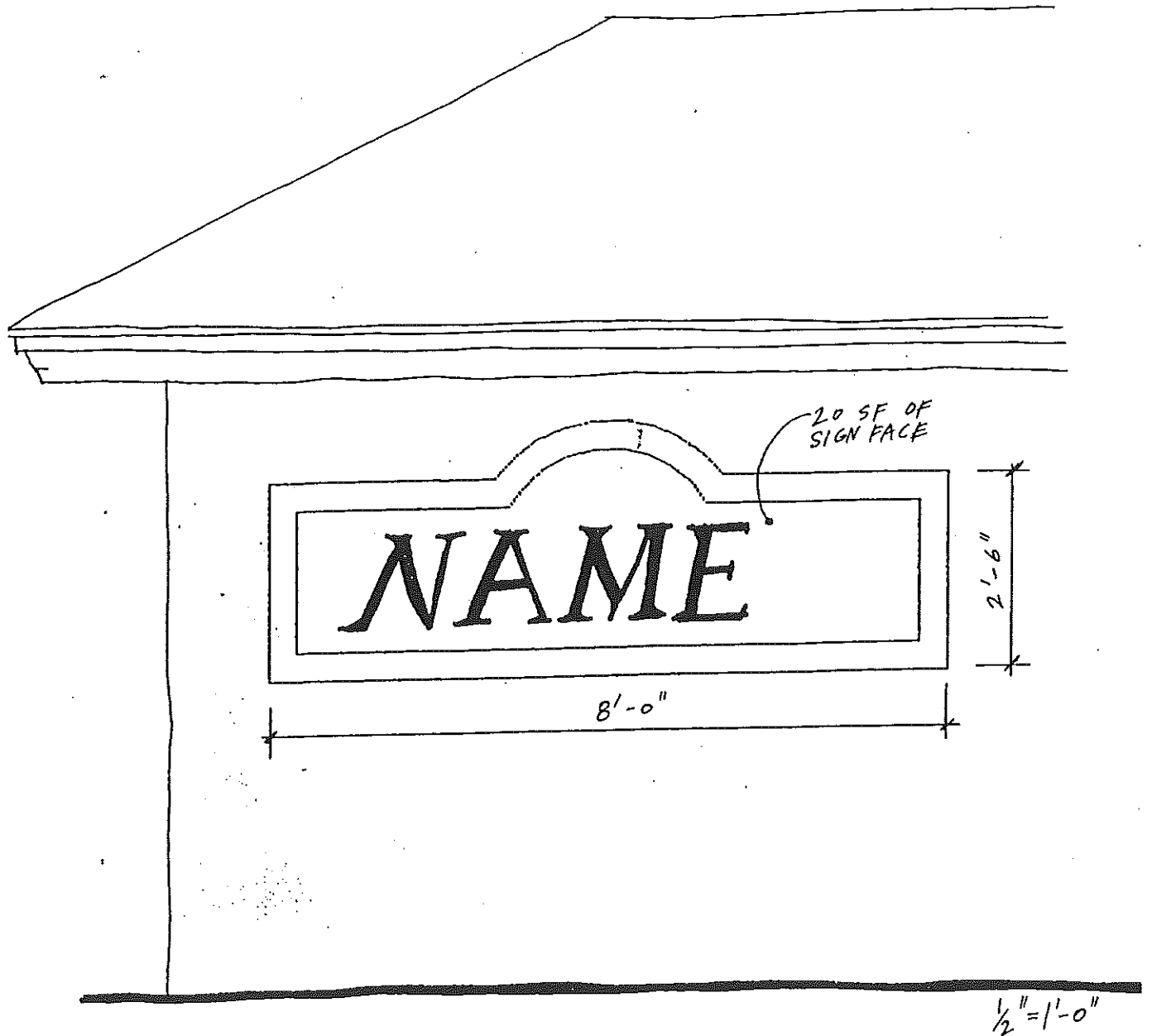


Example

Directional Sign within a Residential Development

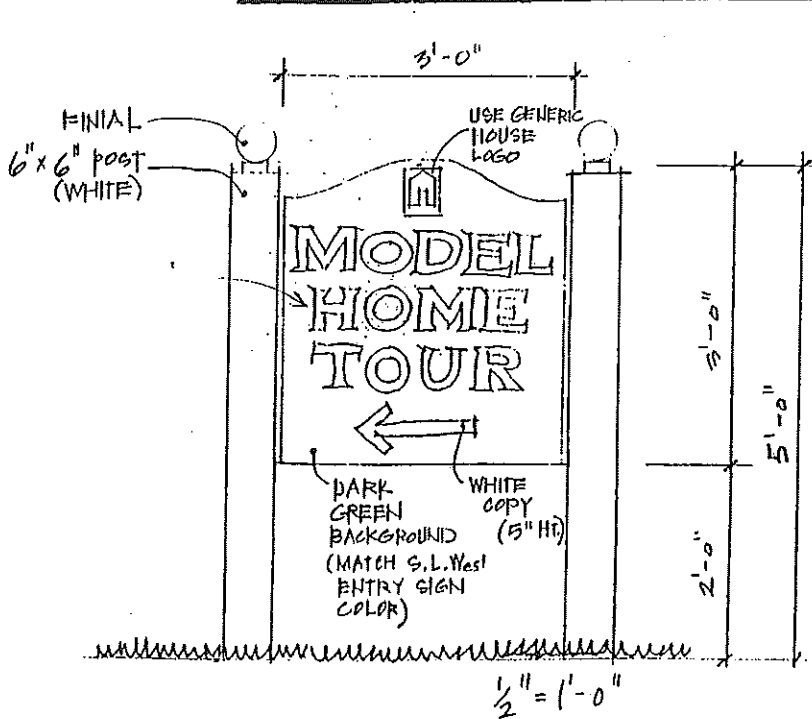
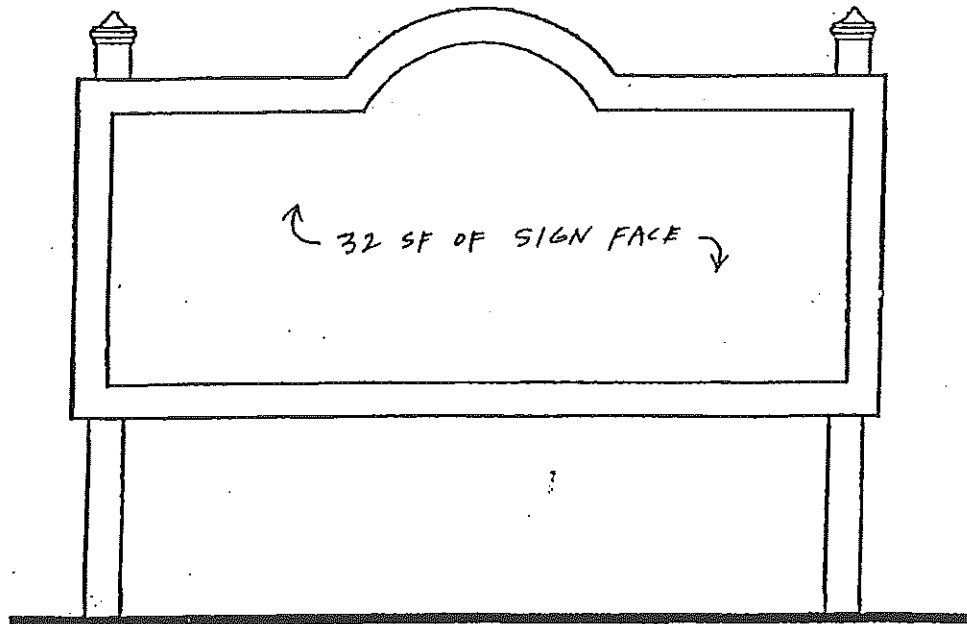


Example
Building-Mounted Sign
within a Residential Development



Examples

Multi-Purpose Temporary Information Sign within a Residential Development

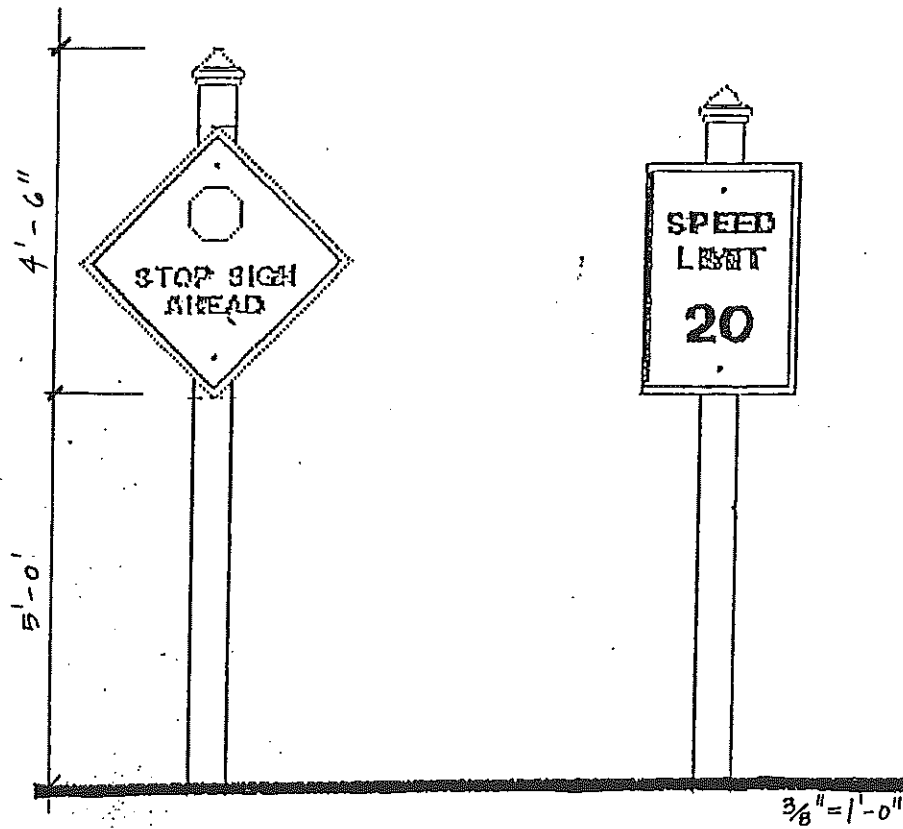


Note: The model home directionals are located either in the medians of St. Lucie West Blvd., or in the ROWs of secondary streets.

These temporary signs can be in place no longer than 12 months. At that time the sign is either removed, or replaced within 30 days by another directional with a new message. The New Construction Committee is responsible for permitting, erecting and removing these signs.

Example

Regulatory Sign within a Residential Development



Non-Residential Projects

Allowable Sign types

I. Project Entry Sign

Use: Project identification (1 allowed per parcel, (2) allowed per corner parcel based on criteria and examples on page 36, Project Entry Sign Example (Corner lot parcels))

Location: At major entry of project (in project's median or adjacent to road, but not in public ROW)

Maximum Sign face Allocation: *(Non-corner parcels only)*

<u>Parcel Size:</u>	<u>Sign Type/ Sign Face Size:</u>
For single use parcels less than 2 acres	(1) NR 1/ 32 s.f.
For single use parcels greater than 2 acres but less than 15 acres/ 100,000 sf	(1) NR 1/ 32 s.f.
For single use parcels greater than 15 acres/ 100,000 sf	(1) NR 1/ 32 s.f.
For multiple use parcels less than 2 acres	(1) NR 1/ 32 s.f.
For multiple use parcels greater than 2 acres but less than 15 acres/ 100,000 sf	(1) NR 2/ 64 s.f.
For multiple use parcels greater than 15 acres/ 100,000 sf	(1) NR 3/ 100 s.f.

II. Sign for Parcels within the Project

Use: Parcel identification

Location: At major entry of parcels within project (in project's median or adjacent to road)

Maximum sign face: 32 sf

III. Directional Sign within the Project

Use: Guides vehicles & pedestrians within the project

Location: Adjacent to roadway, but not in public ROW

Maximum sign face: 10 sf

IV. Building Mounted (façade) Sign

Use: Identifies building, tenant, etc.

Location: Attached to building, near main entry

Maximum sign face: 32 sf plus 1.5 sf for each linear foot of business front over 20 feet, not to exceed 200 sf. Coordinate all façade signs in terms of letter style, color and materials. At the discretion of the NCC, building façade signs may be altered, limited or rejected based on the sign proposal submitted by each tenant.

V. Temporary Sign – (Refer to graphic that follows for specific design)

Use: Leasing/ construction sign, etc.

Location: On project site

Maximum sign face: 32 sf

VI. Regulatory Sign

Use: Traffic control (stop, speed limit, street names, etc.)

Location: Adjacent to roadway

Maximum sign face: Follow Manual of Uniform Traffic Control Devices for all specifications. Framing materials may be used provided all MUTCD specs are met.

Colors/ Materials: Coordinate signs with the architecture of the buildings. Use no more than three colors total per sign.

Location of Free-Standing Signs

Place signs perpendicular to the street, either in an entry median or adjacent to the entry road (exact location determined at time of review).

Lighting

Illuminate signs with face lit fixtures or with internal illumination

Inappropriate Sign Materials

Exposed Plywood

Galvanized Sheet Metal

Fluorescent Lit Signs

Vacuum-formed Plastic

Prohibited Signs

Church Directional Sign

Credit Card Sign

Flashing Sign

Fraternal Organizations

Roof Sign

Bench Sign

Sign with temporary, plastic, changeable letters (except for movie theaters and gas stations)

Balloon/ Inflatable Sign

Electronic/ animated message sign (except time/ temperature sign)

Permanent Come-On Sign (Sale Today!)

Portable Sign

Sign on vehicle parked permanently or overnight near a business

Snipe Sign

Streamer/ Flag Sign

Traffic Sign Replica

Address on Free-Standing Signs

Include numerical address. Refer to diagrams that follow for specifications.

Address Information on Buildings

Exhibit address information (numbers only) on the front façade of all buildings, close to the front door. Make numbers 6" high minimum and use a very legible typestyle.

Hours of Operation/ Open & Closed Sign

If desired, locate the hours of operation on the door (6" x 6" max. sign or 1" max. letters directly applied to door glass) and an open/close sign on the door or window (one square foot max.)

Gas Pricing Information on Signs for Service Stations

Use no more than 30% of the sign face for gas pricing information.

Tenant Signs Attached to Buildings (Referred to as Façade Signs)

32 sf plus 1.5 sf for each linear foot of business front foot over 20 feet, not to exceed 200 sf.

Façade Sign Consistency

Design façade signs to be consistent with architecture of building (color, material, etc.). When several businesses share one building, make sure signs are consistent in size and design.

Copy Size for Façade Signs

Use a minimum size 12" cap height for all façade signs, and a maximum letter size of 24" cap height (major anchors such as Publix or Albertsons may use larger letters, with the exact size determined on an individual basis). Use the same letter height rules for awning, canopy and window signs.

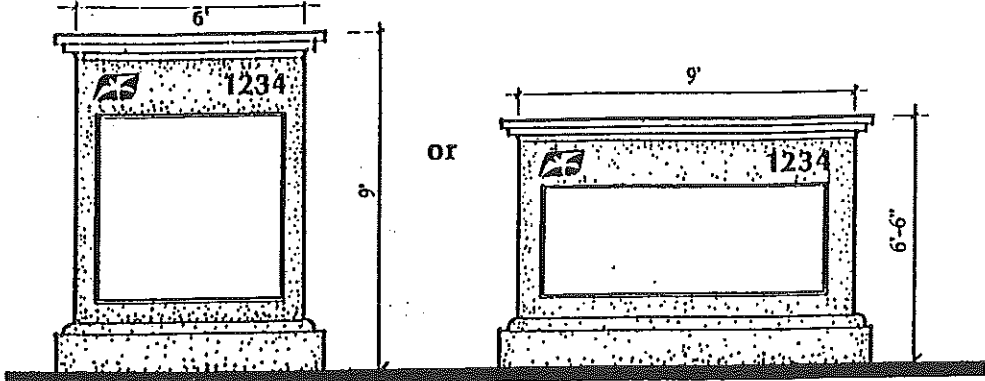
Façade Sign Messages

Express an easy-to-read, direct message. Identify the business name/ type of business only. Do not display brand names except as primary identification of an establishment (i.e. Midas Mufflers). Use a pictograph/ universal symbol/ logo if desired.

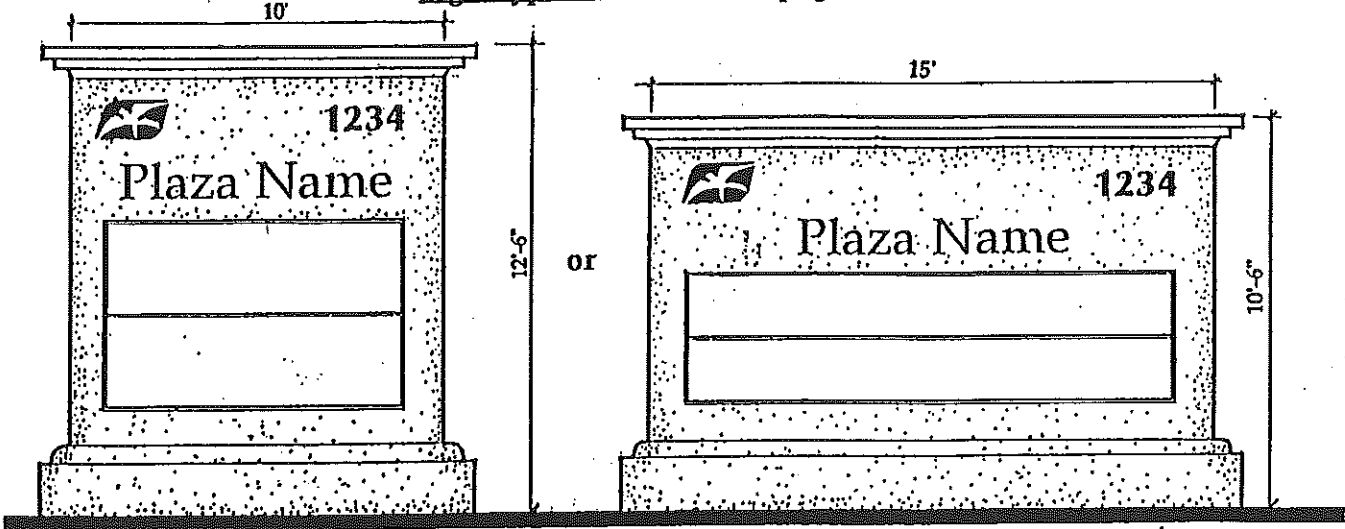
Rear Building Signs for Commercial & Industrial Buildings

For buildings that have parking behind, you may use identification signs (6 sf max.) on rear building walls.

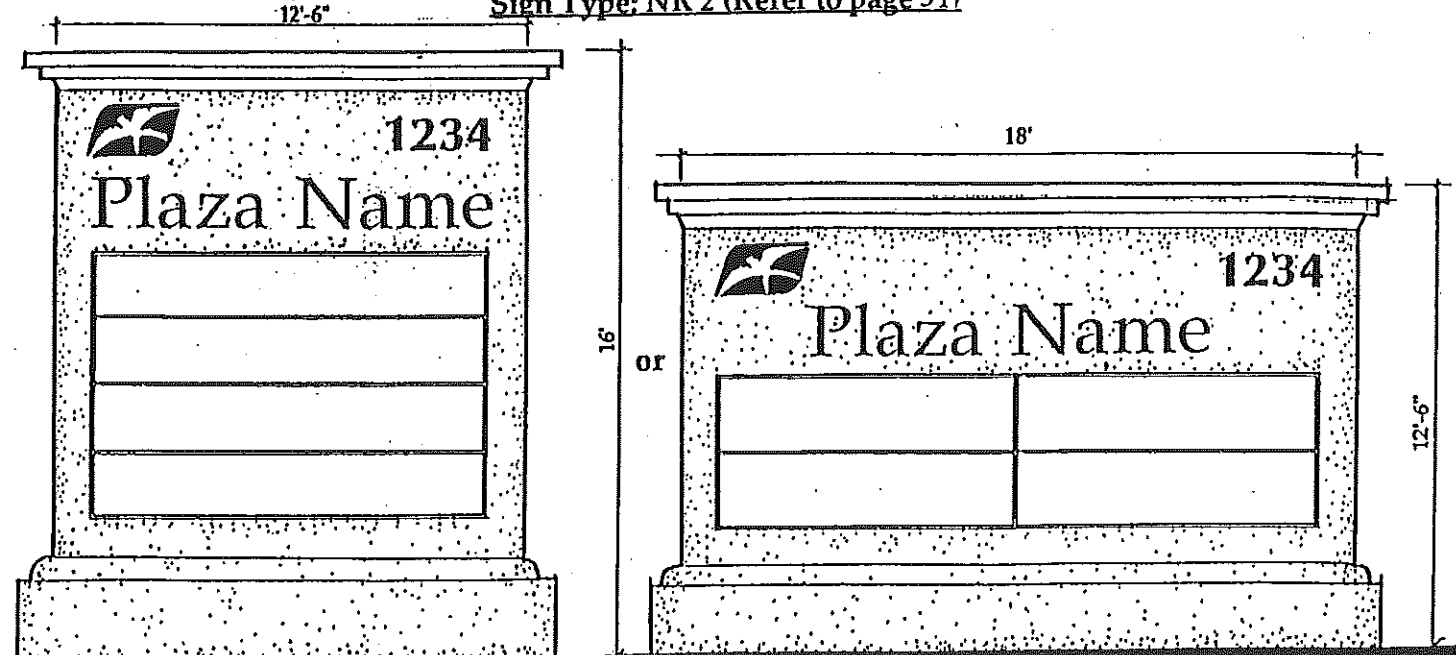
Non-Residential Project Entry Sign



Sign Type: NR 1 (Refer to page 31)



Sign Type: NR 2 (Refer to page 31)



Sign Type: NR 3 (Refer to page 31)

Non-Residential Project Entry Sign Specifications

Use:

Identifies non-residential parcels

Locations:

At entry of project, in median or adjacent to roadway

Quantity:

One sign per parcel or phase (in either horizontal or vertical format).

Size:

Refer to graphics or size allocation chart

Sign Faces:

Two faces

Materials:

Smooth stucco finish, your choice of changeable panel material

Colors:

Maximum of 3 colors per sign. All colors are your choice.

Copy:

9" minimum cap height

Miscellaneous:

Sign is either face-lit (using ground-mounted fixtures) or internally illuminated

Project Entry Sign Example (Corner Lot Parcels Only)

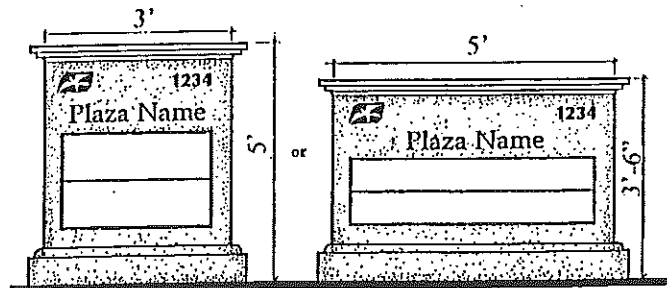
Use: Project identification for corner lot parcels

Location: At major entry of project (in project's median or adjacent to road, but not in public ROW)

Maximum Sign face Allocation: *(Corner parcels only)*

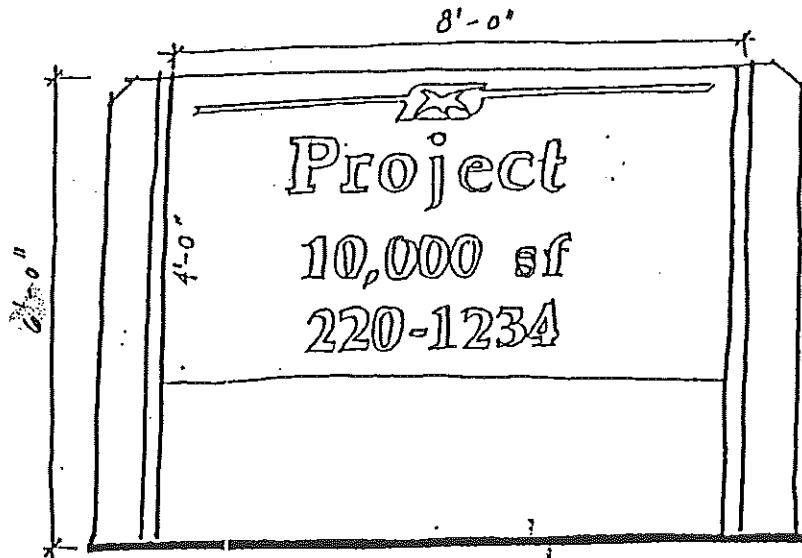
<u>Parcel Size:</u>	<u>Sign Type/ Sign Face Size:</u>
For single use parcels less than 2 acres	(1) NR 1, 32 s.f./ (1) NR 4, 16 s.f.
For single use parcels greater than 2 acres but less than 15 acres/ 100,000 sf	(1) NR 1, 32 s.f./ (1) NR 4, 16 s.f.
For single use parcels greater than 15 acres/ 100,000 sf	(1) NR 1, 32 s.f./ (1) NR 4, 16s.f.
For multiple use parcels less than 2 acres	(1) NR 1, 32 s.f./ (1) NR 4, 16s.f.
For multiple use parcels greater than 2 acres but less than 15 acres/ 100,000 sf	(1) NR 2, 64 s.f./ (1) NR1, 32s.f.
For multiple use parcels greater than 15 acres/ 100,000 sf	(1) NR 3, 100 s.f./ (1) NR 2, 64s.f.

NOTE: Larger sign will always occur on main street frontage with smaller sign placement on secondary street frontage.



Sign Type: NR 4

Required Temporary Construction/ Leasing Signs for Non-Residential Developments



Use:

Identifies proposed project name, square feet, phone number, builder, architect, etc.

Locations:

Adjacent to proposed entry of project

Quantity:

One

Size:

8' x 6'

Sign Faces:

One or two faces (32 sf each)

Materials:

Wood. Copy application is your choice

Colors:

White posts and copy. Green panel (Pantone 3305)

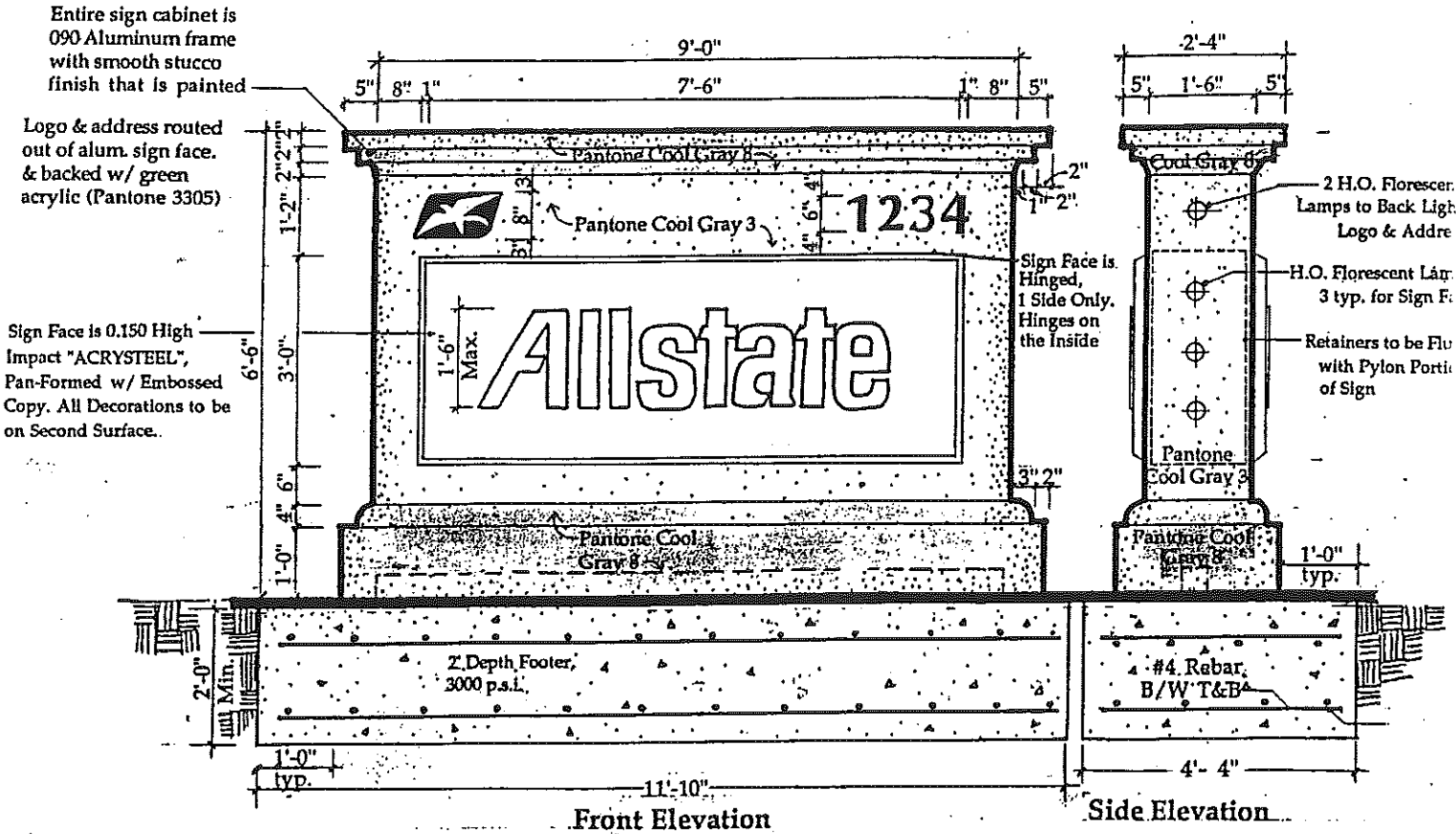
Copy:

12" cap height, minimum

Miscellaneous:

Each project is allowed one construction sign, to be removed prior to issuing of certificate of occupancy. Sign must be on project site. Individual contractor signs are not permitted. Each project is allowed one leasing sign, to be removed once occupancy reaches 90%.

Example Single Use Parcel Sign



Typical Construction Detail