

# Master Sign Program



## St. Lucie West Commercial Association, Inc.

Prepared by  
Lucido & Associates  
October 31, 2000

Amended by St. Lucie West Architectural Review Committee  
December 21, 2022

For informational purposes, be advised that the St. Lucie West Commercial Association, Inc., has additional signage requirements that are not administered by the city. Please contact the Association at [info@swlca.com](mailto:info@swlca.com) for the latest copy of their signage requirements.

## **TABLE OF CONTENTS**

|                                                      |           |
|------------------------------------------------------|-----------|
| <b>GENERAL INFORMATION .....</b>                     | <b>3</b>  |
| <i>Introduction .....</i>                            | <i>3</i>  |
| <i>Overview.....</i>                                 | <i>3</i>  |
| <b>GENERAL GUIDELINES .....</b>                      | <b>4</b>  |
| <i>Sign Setbacks: .....</i>                          | <i>4</i>  |
| <i>Prohibited Sign Materials:.....</i>               | <i>4</i>  |
| <i>Prohibited Signs:.....</i>                        | <i>4</i>  |
| <b>COMMUNITY SIGNS .....</b>                         | <b>5</b>  |
| <i>Interstate 95 and Turnpike Identity:.....</i>     | <i>5</i>  |
| <i>Billboards: .....</i>                             | <i>5</i>  |
| <i>Community Entry Signs Type A: .....</i>           | <i>5</i>  |
| <i>Community Signs Type B: .....</i>                 | <i>6</i>  |
| <i>Directional Signs Type A:.....</i>                | <i>6</i>  |
| <i>Directional Signs Type B:.....</i>                | <i>7</i>  |
| <i>Directional Signs Type C: .....</i>               | <i>7</i>  |
| <i>Industrial Park Identification Signs: .....</i>   | <i>8</i>  |
| <i>Allowable Sign Types: .....</i>                   | <i>9</i>  |
| <i>Subdivision Project Entry Sign: .....</i>         | <i>9</i>  |
| <i>Neighborhood sign:.....</i>                       | <i>9</i>  |
| <i>Subdivision Directional Sign:.....</i>            | <i>9</i>  |
| <i>Residential Façade Sign: .....</i>                | <i>9</i>  |
| <b>NON-RESIDENTIAL PROJECTS.....</b>                 | <b>10</b> |
| <i>Existing Project Entry Signs:.....</i>            | <i>10</i> |
| <i>Project Entry Signs:.....</i>                     | <i>10</i> |
| <i>Non-Residential Facade Signs: .....</i>           | <i>11</i> |
| <i>Directional Signs: .....</i>                      | <i>11</i> |
| <i>SETBACK: AT LEAST 10' FROM PROPERTY LINE.....</i> | <i>12</i> |
| <i>Multi-building Directory Signs: .....</i>         | <i>12</i> |
| <i>SETBACK: AT LEAST 10' FROM PROPERTY LINE.....</i> | <i>12</i> |
| <i>Multi-tenant Directory Signs: .....</i>           | <i>12</i> |
| <i>SETBACK: AT LEAST 10' FROM PROPERTY LINE.....</i> | <i>12</i> |
| <b>SIGN DESIGN EXAMPLES.....</b>                     | <b>13</b> |
| <i>95/Turnpike Identity Sign .....</i>               | <i>13</i> |
| <i>Community Entry Sign.....</i>                     | <i>13</i> |
| <i>Directional Sign.....</i>                         | <i>14</i> |
| <i>Non-Residential Project Entry Sign.....</i>       | <i>14</i> |
| <b>MAPS .....</b>                                    | <b>15</b> |

# **GENERAL INFORMATION**

## **Introduction**

This Master Sign Program provides a comprehensive overview of all signs within St. Lucie West DRI (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 St. Lucie West. The St. Lucie West Master Sign Program offers many opportunities for creativity.

## **Overview**

The sign guidelines in this manual supersede the City of Port St. Lucie Sign Code. Existing city codes shall be used for sign criteria not addressed in this manual.

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

## **GENERAL GUIDELINES**

### **Sign Setbacks:**

All signs shall maintain a 10' setback from all property lines with the exception of those signs specifically permitted within road rights-of-way. Right-of-way signs shall meet FDOT standards. Any sign located within public road rights-of-way will require City of Port St. Lucie Public Works Department approval.

### **Prohibited Sign Materials:**

- Unfinished wood
- Unfinished metal
- Florescent Lit Signs

### **Prohibited Signs:**

- |                                       |                                                   |
|---------------------------------------|---------------------------------------------------|
| - Bench Signs                         | - Balloon Signs                                   |
| - Flashing Sign                       | - Streamer/Flag Sign                              |
| - Portable Signs                      | - Signs with temporary plastic changeable letters |
| - Roof Signs                          | - Vehicle Signs                                   |
| - Snipe Signs                         | - Traffic Sign replica                            |
| - Permanent come on sign (sale today) |                                                   |
| - Off Premise                         |                                                   |

## **COMMUNITY SIGNS**

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

### **Interstate 95 and Turnpike Identity:**

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

Locations: Adjacent to I-95 & Adjacent to Florida's Turnpike (see Map A, symbol 95/T)

Quantity: Two (2) adjacent to I-95 and two (2) adjacent to Turnpike

Size: Maximum Height 18'

Allowable sign area: 180 square feet maximum

Materials: Smooth stucco finish, Avonite© panel or equal

Colors: Colors may change but must be provided on construction plans at time of review.

Structure: White

Panel behind copy: Green (Pantone 3305)

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

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

### **Billboards:**

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

Locations: Adjacent to I-95 and Florida's Turnpike (See Map A, symbol BB)

Quantity: Two (2) adjacent to I-95, two (2) adjacent to the Turnpike

Size: Follow City Sign Code for maximum height

Allowable sign area: 672 square feet

Materials: Automatic changeable facing billboards or other code approved types.

Miscellaneous: Sign may not be double faced. Billboard is face lit with fixtures mounted at bottom of sign face.

### **Community Entry Signs Type A:**

Use: Identifies St. Lucie West Community at entrances of DRI along St. Lucie West Blvd.

Location: St. Lucie West Boulevard median or ROW at entrances to community. If not in ROW, then within parcel that adjoins ROW. (see Map A, symbol E)

Quantity: Three (3)

Size: Maximum Height 9

Allowable sign area: 36 square feet

Materials: Smooth stucco finish, Avonite© panel or equal

Colors: Colors may change but must be provided on construction plans at time of permit request.

Structure: White

Panel behind copy: Green (Pantone 3305)

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

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

### Community Signs Type B:

Use: Identifies St. Lucie West Community at entrances of DRI along California Blvd and Cashmere Blvd.

Locations: California Blvd. and Cashmere Blvd. median or ROW, at north and south entrances to community. (see Map A, symbol EP)

Quantity: Four (4)

Size: Maximum Height 6'

Allowable sign area: 18 square feet

Materials: Smooth stucco finish, Avonite© panel or equal

Colors:

Structure: White

Panel behind copy: Green (Pantone 3305)

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

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

### Directional Signs Type A:

Use: Guides vehicles and pedestrians to major facilities and residential developments.

Locations: Within St. Lucie West ROWs or sign easements within private property. Located along St. Lucie West Boulevard. (see map A, symbol D1 & D2) Single-faced (D1) or double-faced (D2)

Quantity: Nine (9)

Size: Maximum Height 8'

Allowable sign area: 32 square feet

Materials: Smooth stucco finish, Avonite© panel or equal

Colors:

Structure: White

Panel behind copy: Green (Pantone 3305)

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

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

### Directional Signs Type B:

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

Locations: Within St. Lucie West ROWs or sign easements within private property. Located along any other St. Lucie West Street other than St. Lucie West Boulevard. (See map A, symbol S1 and S2)

Quantity: Twenty (20)

Size: Maximum Height 8'

Allowable sign area: 18 square feet

Materials: Smooth stucco finish, Avonite© panel or equal

Colors:

Structure: White

Panel behind copy: Green (Pantone 3305)

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

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

### Directional Signs Type C:

Use: Identifies Businesses that do not have direct visibility along St. Lucie West Blvd., Peacock Blvd., and Bethany Drive.

Locations: Within St. Lucie West ROWs (see map A, symbol DM)

Quantity: Fourteen (14)

Size: Maximum Height 18'

Allowable sign area: 100 square feet

Materials: Smooth stucco finish, Avonite© panel or equal

Colors: Colors to be approved at time review.

Miscellaneous: St. Lucie West Services District is responsible for maintenance. Sign is face lit

with ground-mounted fixtures.

### Industrial Park Identification Signs:

Use: Identifies entrance to industrial park

Locations: Within St. Lucie West ROWs or sign easements within private property. Located along Peacock Blvd. (see map A, symbol IM)

Quantity: Two (2)

Size: Maximum Height 8'

Allowable sign area: 32 square feet

Materials: Smooth stucco finish, Avonite© panel or equal

Colors:

Structure: White

Panel behind copy: Green (Pantone 3305)

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

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



## **RESIDENTIAL SUBDIVISION PROJECT SIGNS**

### **Allowable Sign Types:**

Free standing or Wall Mounted

### **Subdivision Project Entry Sign:**

Use: Identifies entrance to residential project

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

Size: Maximum Height 14'

Allowable sign area: 60 square feet

### **Neighborhood sign:**

Use: Identify Neighborhoods within a subdivision project

Locations: Within Private ROW in median only or sides.

Size: Maximum Height 8'

Allowable sign area: 32 square feet

### **Subdivision Directional Sign:**

Use: Guides vehicles & pedestrians within a subdivision.

Locations: Within Private ROW in median only or sides.

Size: Maximum Height 7'

Allowable sign area: 32 square feet

### **Residential Façade Sign:**

Use: Residential building identification.

Locations: Clubhouses, Guardhouses, recreational facilities, apartment/condo buildings, or maintenance type structures.

Allowable sign area: 32 square feet

## **NON-RESIDENTIAL PROJECTS**

### **Existing Project Entry Signs:**

1. Existing signs that do not meet the approved master sign program will be permitted to keep the square footage and structure design if the following requirements are met.
  - a. Interior Framing Modifications: No modifications to the interior framing of an existing previously approved monument are changed in any way.
  - b. Allowable Sign area: The square footage may not increase, and the location may not change as it is located on the existing sign structure.
2. Existing signs that are updated in any way will be required to brought up to standards.

### **Project Entry Signs:**

Refer to Table 1

Use: Identifies non-residential parcels

Location: At entry(s) of project, in entry median or adjacent to roadway

Setback: At least 10' from property line

Materials: Structure- smooth stucco finish.

Colors: Structure shall match color of building.

Lighting: Sign shall be either face-lit (using ground-mounted fixtures) or internally illuminated.

Corner parcel Note: When main sign is placed in corner of parcel the secondary may front either street that has an entrance.

| <b>Table 1</b>            |                                              |                            |                       |                                                                      |
|---------------------------|----------------------------------------------|----------------------------|-----------------------|----------------------------------------------------------------------|
| <b>Non-corner parcels</b> | <b>Parcel Size</b>                           | <b>Allowable Sign Area</b> | <b>Maximum Height</b> | <b>Quantity</b>                                                      |
|                           | 2 acres or less                              | 32 square feet             | 9'                    | One (1)                                                              |
|                           | Greater Than 2 acres and less than 5 acres   | 32 square feet             | 13'                   | One (1)<br>Two (2) if the property has at least 240 feet of frontage |
|                           | Greater Than 5 acres and less than 15 acres  | 64 square feet             | 13'                   |                                                                      |
|                           | Greater Than 15 acres and less than 20 acres | 100 square feet            | 20'                   |                                                                      |

|                       |                                              |                                |                                |         |
|-----------------------|----------------------------------------------|--------------------------------|--------------------------------|---------|
|                       | 20 acres or greater                          | 150 square feet                | 25'                            |         |
|                       |                                              | <b>Main/Secondary frontage</b> | <b>Main/Secondary frontage</b> |         |
| <b>Corner parcels</b> | 2 acres or less                              | 32/16 square feet              | 9'/5'                          | Two (2) |
|                       | Greater Than 2 acres and less than 15 acres  | 32/32 square feet              | 13'/5'                         | Two (2) |
|                       | Greater Than 5 acres and less than 15 acres  | 64/32 square feet              | 13'/9'                         | Two (2) |
|                       | Greater Than 15 acres and less than 20 acres | 100/64 square feet             | 20'/13'                        | Two (2) |
|                       | 20 acres or greater                          | 150/64 square feet             | 25'/25'                        | Two (2) |

### Non-Residential Facade Signs:

Use: Identifies building, tenant, etc.

Location: Placed on elevations that face a road, has a customer entry way, or faces a parking lot. May not be placed on an elevation that faces a residential development.

Allowable sign area: 32 sf plus 1.5 sf for each linear foot of business frontage over 20 feet, not to exceed maximum permitted cumulative square footage. (See Table 2)

Mounting: Coordinate mounting across entire building. i.e.: all channel letters, all channel letters on a raceway, all box signs, etc.

Lighting: Façade signage may be internally lit.

| <b>Table 2</b>                             |                                                 |
|--------------------------------------------|-------------------------------------------------|
| <b><u>Gross Floor Area of Business</u></b> | <b><u>Maximum Cumulative Square Footage</u></b> |
| Less than 10,000                           | 200 square feet                                 |
| 10,000 – 15,000                            | 400 square feet                                 |
| Greater than 15,000 to 20,000              | 500 square feet                                 |
| Greater than 20,000                        | 1,000 square feet                               |

### Directional Signs:

Use: Guides vehicles & pedestrians within the project

Location: Within property

Setback: At least 10' from property line

Allowable sign area: 10 square feet

### Multi-building Directory Signs:

Use: Guides vehicles & pedestrians within the project

Location: Within property

Quantity: One per building

Size: Maximum Height 5'

Allowable sign area: 10 square feet

Setback: At least 10' from property line

Color: Structure shall match color of building

### Multi-tenant Directory Signs:

Use: Lists businesses within a building

Location: At entrance to building or next to building.

Quantity: One per building or one per entrance if the businesses within the building do not have separate entrances.

Size: Maximum Height 8'

Allowable sign area: 15 square feet

Setback: At least 10' from property line

Color: Structure shall match color of building

## SIGN DESIGN EXAMPLES

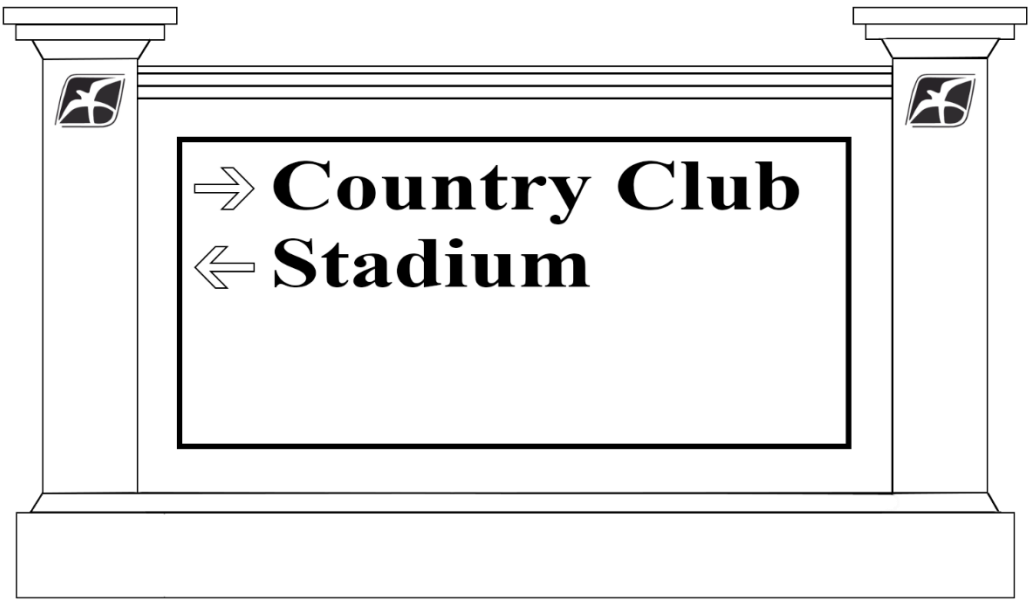
### 95/Turnpike Identity Sign



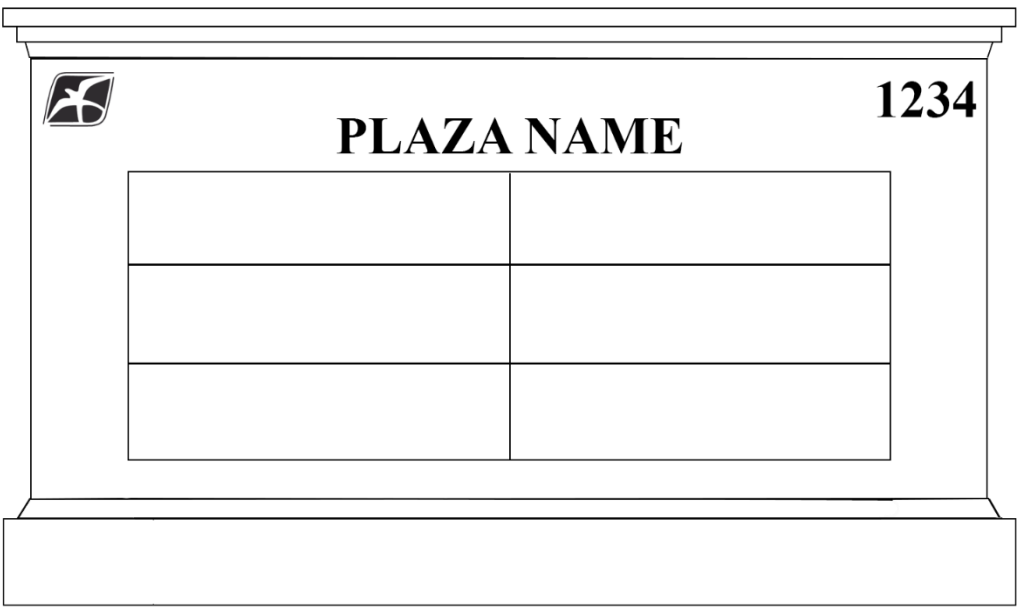
### Community Entry Sign

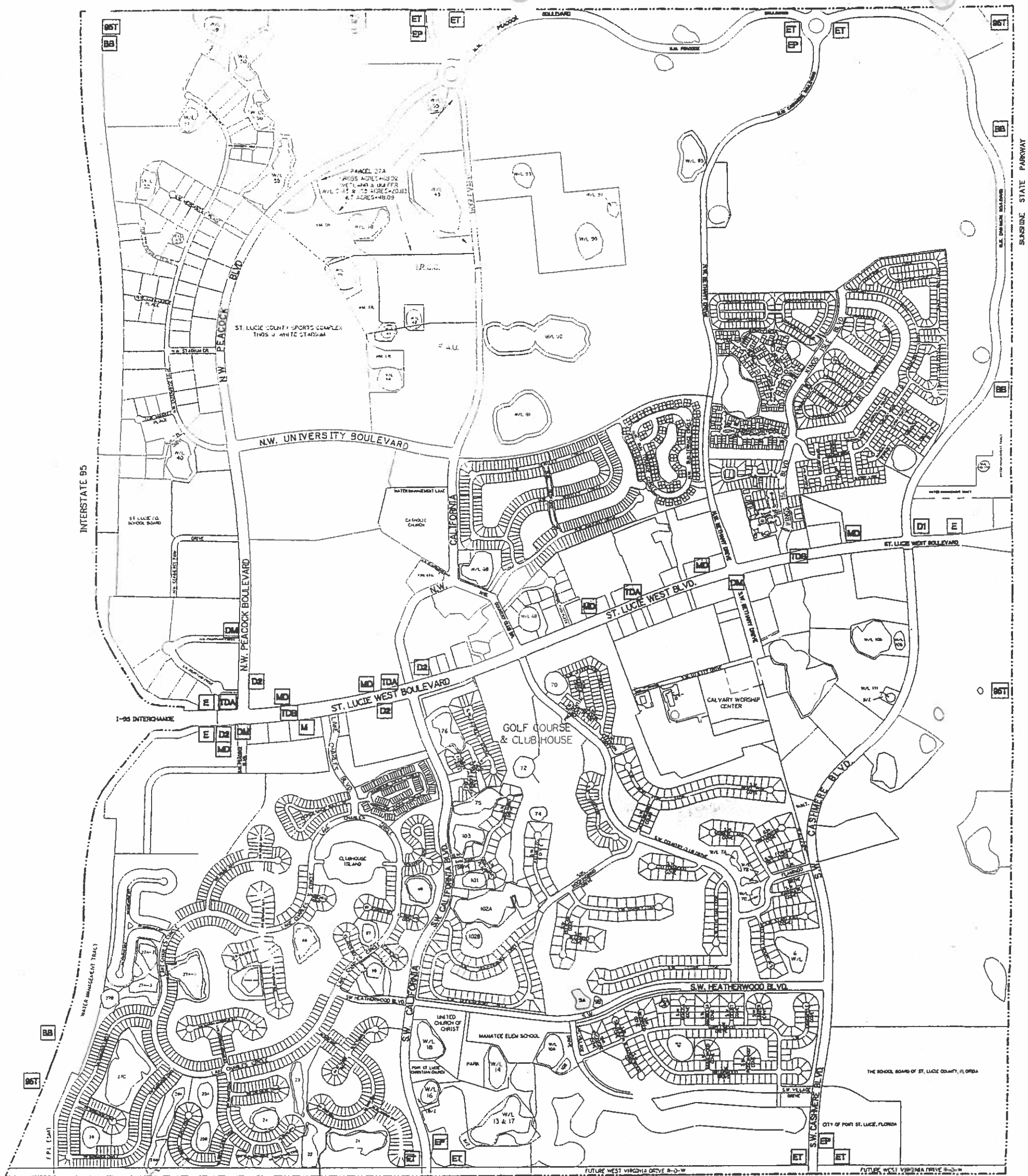


Directional Sign



Non-Residential Project Entry Sign





## Community Signs (along St. Lucie West Blvd.)

|              |                                                                                       |           |                              |
|--------------|---------------------------------------------------------------------------------------|-----------|------------------------------|
| <b>E</b>     | Entry Sign                                                                            | <b>ET</b> | Entry Sign B - Temporary     |
| <b>D1 D2</b> | Directional for Boulevard Or Secondary Street<br>(D1: single-faced/ D2: double-faced) | <b>EP</b> | Entry Sign B - Permanent     |
| <b>TDA</b>   | Temporary Directional Type A                                                          | <b>M</b>  | Existing Master Dev. Sign    |
| <b>TDB</b>   | Temporary Directional Type B                                                          | <b>MD</b> | Master Developer Directional |
| <b>BB</b>    | Billboard                                                                             | <b>DM</b> | Multi-Tenant Directional     |
| <b>95T</b>   | 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



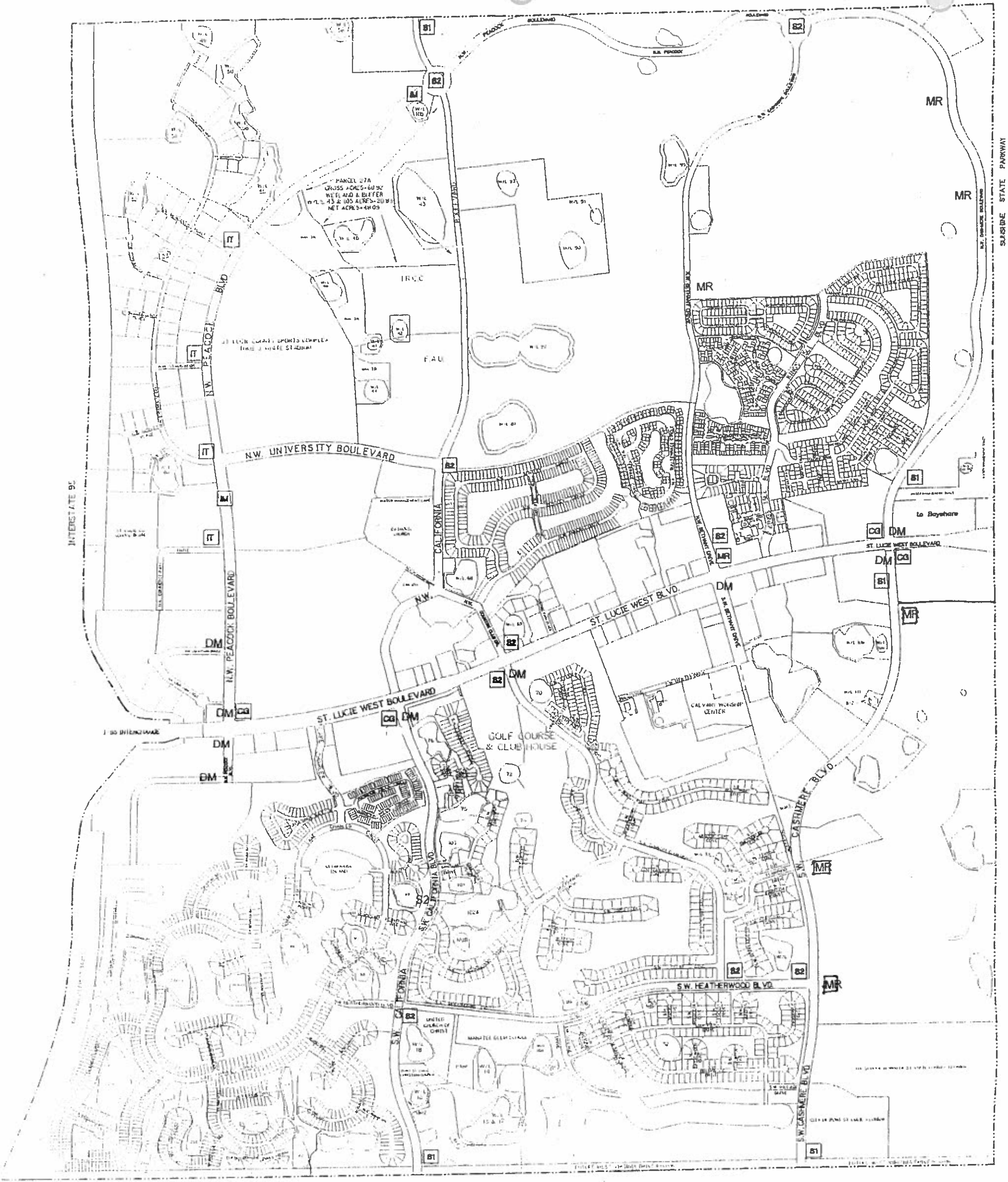
## Lucido & Associates

**Land Planning/Landscape Architecture**  
322 Georgia Avenue, Stuart, Florida 34994 (888) 220-2100, Fax (888) 223-0220  
100 Avenue A Suite 2A, Fort Pierce, Florida 34960 (888) 487-1301, Fax (888) 487-1303  
800 Highland Avenue, Orlando, Florida 32803 (407) 639-3701, Fax (407) 572-0889

## St. Lucie West Sign Program

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

|            |          |               |               |          |
|------------|----------|---------------|---------------|----------|
| Scale      | n.t.s.   | Revision Date | Computer File | 0580msp1 |
| Drawn by   | adg      |               | Station       | adg      |
| Checked by | ii       |               | File Number   | 0580     |
| Date       | 08.31.98 |               | Job Number    | 0580     |



# 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
- DM** Multi Tenant Directional 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*  
 320 Georgia Avenue, Suwanee, Florida 30096 (404) 240-2100, Fax (404) 240-0020  
 1000 Avenue J, Suite 24, Fort Pierce, Florida 34950 (888) 167-1301, Fax (888) 167-1301  
 800 Highland Avenue, Orlando, Florida 32803 (407) 830-3701, Fax (407) 830-3701

## St. Lucie West Sign Program

City of Port St. Lucie, Florida

### Secondary Street Signs

|            |          |               |  |               |          |
|------------|----------|---------------|--|---------------|----------|
| Scale      | 1" = 1'  | Revision Date |  | Computer File | 00100001 |
| Drawn by   | adg      |               |  | Station       | adg      |
| Checked by | ll       |               |  | File Number   | 0580     |
| Date       | 06.31.98 |               |  | Job Number    | 0580     |