

## MEMORANDUM

Date: September 25, 2017  
To: Board of County Commissioners  
From: Doug McDowell, Strategic Planner  
Subject: Adjustment to East Nassau Employment Center DSAP (Wildlight)- Proposed Signage Master Plan

---

The East Nassau Community Planning Area (ENCPA) is a State-approved Sector Plan adopted into the County's 2030 Comprehensive Plan in May 2011. The Sector Plan consisted of two primary components; a long-term Master Land Use Plan (contained in the Comprehensive Plan) and one or more Detailed Specific Area Plans (DSAPs) which will implement the Master Land Use Plan.

The first DSAP, the East Nassau Employment Center, was adopted in June 2013. It included approximately 4,202 acres, mostly located in the northeast quadrant of the intersection of I-95 and SR200/A1A, with some adjacent property south of SR200/A1A (the Central Planning Area) and some outlying properties located southeast of the intersection of I-95(South Planning Area) and the intersection of SR200/A1A and US17(North Planning Area). Adjustments to the DSAP were previously approved in June 2015 to reallocate land uses within the DSAP and switch the alignment of two roadways shown on the approved Mobility Plan.

The Central Planning Area has been the focus of recent development, including the new headquarters for Rayonier, a new elementary school, and new residential development. It is being marketed under the name Wildlight.

The developer of Wildlight (Rayonier) has presented the County with a proposed Signage Master Plan for this development (see Attachment A). However, the DSAP currently limits signage within the Employment Center land use sub-category to that allowed in the SR200/A1A Access Management Overlay (Sec.35.09(F), Ord. 97-19), and would not permit some of the proposed signage (see Attachment B).

Upon review, County staff has found the proposed Signage Master Plan for Wildlight to be detailed, comprehensive, and in keeping with the high design standards approved for development within the Sector Plan. It is critical to creating the unique community character of Wildlight.

It is Staff's position that the DSAP should be adjusted (specifically p. 37 of Exhibit C to the adopted Development Order) to allow the developer to implement the proposed Signage Master Plan presented here.

This adjustment will not result in a change in the overall development program for the DSAP or the ENCPA as a whole, and should not affect the jobs-to-housing ratio within the ENCPA as proposed.

Pursuant to Ch. 163, F.S., the Master Land Use Plan, and Section 27.07 of the LDC, the proposed adjustment does not result in any significant changes to the currently approved DSAP and is available for approval by the Planning Director subject to a finding of consistency with the ENCPA Master Plan.

As a practice of good governance and maintaining an open forum for public discourse, this information is being provided to the Planning & Zoning Board and to the Board of County Commissioners in order to ensure everyone is aware of modifications to the approved ENCPA Sector Plan.