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SANDGLASS OF WESTLAKE

(f/k/a Westlake West)

Master Sign Plan

(MSP-2026-05)

Justification Statement

August 27, 2026

Revised: September 30, 2026

Introduction

On behalf of the property owner and applicant, Minto PBLH, LLC, Cotleur & Hearing requests approval of a Master Sign Plan for Sandglass of Westlake, the residential community formerly known as Westlake West. The Master Sign Plan establishes the community identification signage for the project entries and is submitted pursuant to Section 113-8 (Master Sign Plan) of the City of Westlake sign regulations.

The Master Sign Plan proposes a single, consistent residential pod entry monument sign at each of the community's two accessways, Town Center Parkway North and Town Center Parkway South. At each entry the sign wall is paired with a decorative flanking wall of matching design on the opposite side of the entry road, for four walls in total. The lettering "Sandglass of Westlake" appears only on the sign wall at each entry (Walls A and C on Sheet 3A); the decorative flanking walls (Walls B and D) carry no copy. No other permanent sign types are proposed for approval under this application.

Background

Sandglass of Westlake is part of the larger, original Minto Westlake site, which was roughly co-extensive with the present-day boundaries of the City of Westlake. The community is located in the northwest portion of the City, on the south side of 60th Street North, west of Parcel G on the west side of Seminole Pratt Whitney Road. Per the adopted Comprehensive Plan the property carries Future Land Use designations of Residential 1 & Residential 2, and is zoned R-1 & R-2, with the exception of the north wall of the Town Center Parkway South entrance which falls into the Mixed Use Zoning District, Downtown Mixed use future land designation.

The overall Master Plan for Sandglass of Westlake contains 1,950 dwelling units consisting of 1,450 detached and 500 attached residential units on 613.201 net acres. Phase 1, consisting of 194.769 acres, contains 531 dwelling units. The Master Plan Amendment and Phase 1 Site Plan Amendment for the community are currently under review by the City under Petition No. MPA-2026-03. As stated in the justification statement accompanying that application, the Applicant advised the City that a Master Sign Plan application addressing all signs and community identification monuments would follow. This application is that submittal.

Access to the community is provided by two accessways: Town Center Parkway North and Town Center Parkway South. One residential pod entry monument sign, with its decorative flanking wall, is located at each of these two accessways.

Subject Request

The Applicant requests approval of a Master Sign Plan authorizing two (2) residential pod entry monument signs, one at each accessway, each paired with a decorative flanking wall of matching design, as shown on the accompanying Master Signage Program (Sheet 4 – sign detail), together with the waiver identified in Table 2 below.

Sheet 3A locates all four walls. Sheets 3B and 3C detail the Town Center Parkway North and Town Center Parkway South entries, including the setback dimensions.

Description of the Proposed Sign

The proposed residential pod entry monument sign is a curvilinear architectural entry feature finished in smooth white stucco (SW 7005 Pure White) with an integral landscape planter. The structure has an overall length of 38 feet 1 inch and an overall height of 8 feet, measured from finished grade (base = 2') , and is constructed of a reinforced concrete wall on a 24-inch fully grouted CMU base with a reinforced concrete footing. The wall steps down in a series of horizontal courses to meet the adjacent grade and planter.

The sign copy consists of the community name, "Sandglass of Westlake," in 29-inch pin-mounted aluminum letters set within a 1½-inch deep recessed channel with stucco returns for an engraved appearance. The copy is contained within a rectangle measuring 15 feet by 3 feet 11 inches, for a copy area of 58.75 square feet, which is within the 60 square feet permitted by the sign code.

The wall surface to the left of the copy carries a field of decorative cut-outs arranged in a regular pattern. The standard totem element is not proposed as part of the Sandglass sign program. However, the totem motif appears in some of the various architectural features at the entrance, rather than as a separate vertical sign element. This is the same design approach the City reviewed and approved for the Silver Lake master sign plan.

The sign is externally illuminated by ground-mounted LED landscape linear wall wash lights located below and external to the sign surface at the base of the wall, and by concealed LED back lighting to the pin-mounted opaque letters. Both illumination methods are of the type expressly contemplated for residential zoning districts, which permit backlighting with opaque lettering together with permanently fixed and encased lighting from below the sign surface. The wall-wash fixtures will operate as static 3000K white light only; the fixture's color-changing and strobe functions will not be used. No internally illuminated sign cabinet, exposed lamp, flashing or animated element is proposed.

This master sign plan submittal for Sandglass will initiate the plan as a "living" document that will continue to evolve, subsequent to this initial approval. As new signage is created within the Sandglass community, the applicant will submit amendments to the master sign plan to the City. This submittal today establishes the Main Entry signs for the Sandglass community.

Consistency with the Sign Regulations

Table 113-11 Permitted Signs – "Residential Pod Entry Monument" establishes the standards for a Residential Pod Entry Monument ground sign. The proposed sign complies with each of those standards other than the structure dimensions depicted in Figure 113-11-3, as summarized below.

Table 1. Compliance with Table 113-11 – Residential Pod Entry Monument

Standard (Table 113-11)	Code Requirement	Proposed	Status
Max. size of copy area	60 sq. ft.	58.75 sq. ft. (15'-0" × 3'-11")	Complies
Max. sign faces	1	1	Complies
Max. number of signs	2 per accessway	1 at Town Center Parkway North; 1 at Town Center Parkway South	Complies
Max. sign structure dimensions	**Per Figure 113-11-3**	**Overall length 38'-1"; overall height 8'; wall surface area 124.5 sq. ft. above base.**	**Waiver 1 requested (items 1A through 1E)**
Additional requirements	For pod name only. Logos and graphics may not be larger than 30% of the copy area occupied by text.	Community name only ("Sandglass of Westlake"). The community logo is not used on the sign.	Complies
Setback (ground signs)	Min. 10 feet from right-of-way	Minimum 10 feet from right-of-way at all four locations	Complies
Height	Per Figure 113-11-3: 7'-0" sign wall; 12'-0" totem	8'-0" overall (6'-0" wall on 2'-0" base); no totem	Waiver 1 (item 1B)

First, the copy area is the only regulated sign component of the monument. It measures 15'-0" by 3'-11", or 58.75 square feet — within the 60 square foot maximum permitted. No waiver of the copy area standard is requested or required. Second, the sign regulations define sign copy area as the smallest rectangle encompassing all letters, numbers, characters, logos and emblems, and provide expressly that sign copy area "shall not include any supporting framework or bracing." The entry wall on which the copy is mounted is supporting structure and an architectural entry feature; it is not copy. The waiver requested below is therefore directed to the structure dimensions depicted in Figure 113-11-3, not to the amount of signage displayed.

Waiver Requests

Section 113-8 of the sign regulations provides that the City Council, at the time of development order or site plan approval or amendment, may waive one or more of the requirements of the chapter as part of a master sign plan, and that a master sign plan may be considered for two or more signs. Section 113-8 (1) provides that the City Council may vary the size, setback requirements, number and type of signs as part of a master sign plan application, provided the City Council determines that the application complies with the general intent and purpose of the chapter. The waiver requested below is sought under that authority. As Staff requested, Table 2 lists each deviation from the image in Figure 113-11-3 as a separate item, with the Figure 113-11-3 dimension, the proposed dimension and the difference, so that each can be evaluated on its own. Together, items 1A through 1E make up the single waiver requested: to construct the entry monument as designed in lieu of the structure depicted in Figure 113-11-3.

Table 2. Waiver 1 — Deviations from Figure 113-11-3

No.	Element	Figure 113-11-3 (image)	Proposed (Sheet 4)	Deviation
1A	Overall length	23′-6″ overall, measured at the 2′ planter base	38′-1″ overall (plan)	+14′-7″
1B	Height	7′-0″ sign wall; 12′-0″ totem	8′-0″ overall (6′-0″ wall on 2′-0″ base); no totem	1′-0″ taller than the image's sign wall; 4′-0″ lower than its totem
1C	Totem	12′-0″ high by 2′-10″ wide, attached to the sign wall	None. The totem motif is expressed instead in the entry piers and gate columns (Sheet 7)	Totem eliminated
1D	Sign wall surface area	123 sq. ft. (excludes 2′ × 23′-6″ planter)	124.5 sq. ft. (20′-9″ × 6′-0″ sign panel above the 2′ base)	+1.5 sq. ft. (about 1%)
1E	Design and materials	Dryvit Terraneo cabinet; grey header; PMS 5483 totem cover	Smooth white stucco (SW 7005); curvilinear stepped wall with decorative cut-outs and integral planter	Design and materials differ from the image
—	Copy area (the only regulated sign component)	60 sq. ft. maximum	58.75 sq. ft. (15′-0″ × 3′-11″)	Complies — not a deviation

Note: Wall C crosses an internal platted tract line. No setback waiver is required or requested; see Internal Tract Line at Town Center Parkway South, below.

Justification for Waiver 1 — Sign Structure Dimensions

The waiver is consistent with the general intent and purpose of the sign regulations, which are directed to the protection of property values, effective communication, the beauty of the community and public safety. Each of those purposes is served by the proposed design.

The amount of information displayed is not increased. The copy area is 58.75 square feet — below the maximum the Code permits — and consists solely of the community name. No logo, emblem, tenant panel, changeable copy or secondary message is proposed. A reviewer approaching the entry sees no more sign copy than the Code contemplates. Compared with the image in Figure 113-11-3, what the waiver permits is a longer architectural wall behind that copy, without the totem, which communicates nothing and advertises nothing.

The additional wall area is architecture and landscape, not signage. The structure is a curvilinear stucco entry wall with an integral planter, stepped courses and a decorative cut-out field. It functions as the entry feature for the community in the same way a landscaped berm, hedge or garden wall would, and it would be permitted without limit if it carried no copy at all. The decorative flanking wall at each entry, which matches the sign wall in form and carries no copy, illustrates the point. Applying a sign-structure dimension standard to it produces the anomalous result that an entry wall becomes less permissible because a name is mounted on it.

Height. The image in Figure 113-11-3 shows a 7′-0″ sign wall with a 12′-0″ totem. The proposed monument is 8′-0″ overall — 1′-0″ taller than the image's sign wall, but 4′-0″ lower than its totem, which is not proposed. The wall reads as 6 feet of vertical face above a 2-foot base course. The mass is horizontal rather than vertical, and it steps down to meet grade at both ends so that the feature settles into the landscape rather than standing apart from it.

No totem element is proposed. Where the Code and other communities within Westlake contemplate a vertical totem element as part of the sign wall for the standard residential pod entry monument, Sandglass proposes a deconstructed version of the standard by using the totem motif incorporated into other architectural elements such as at the entrance gates and various architectural features that are part of the "entry experience".

The design is consistent with what the City has previously approved. The scale, materials and treatment are consistent with the entry features approved and constructed elsewhere within the City of Westlake, including the Silver Lake master sign plan and the Terraces of Westlake. Approval of this waiver maintains, rather than departs from, the established character of community entries within the City.

Public safety is not affected. The monuments are set back a minimum of 10 feet from the right-of-way, are externally illuminated by shielded LED wall-wash fixtures directed at the sign face, and contain no illuminated cabinet, flashing or animated element. Sight distance at each accessway is maintained.

Setbacks are dimensioned on Sheets 3B and 3C. The 10-foot dimension to the nearest right-of-way is the minimum setback and is maintained at all four walls. The east-west dimensions to the nearest right-of-way point are approximate; they are shown to demonstrate that the minimum setback is met, and they are expected to vary with final survey. Final wall locations will be confirmed at building permit, and the 10-foot minimum will be maintained.

Internal Tract Line at Town Center Parkway South

The sign wall on Town Center Parkway South (Wall C), the northernmost of the two walls at that entry, is located across an internal platted tract boundary. The setback standard in the sign regulations runs to the right-of-way line, and a minimum 10-foot setback from the right-of-way is maintained at this wall and at each of the other three walls.

The internal line in question separates two tracts that are, and will remain, under common ownership. Both tracts will be conveyed to and maintained by the Sandglass Homeowners Association. The line is not a right-of-way line, and it is not a boundary with a separate or adjoining owner whose interests a setback is intended to protect. No setback is therefore implicated, and no waiver is required.

Conclusion

The proposed Master Sign Plan provides a single, consistent and restrained community identification sign at the two accessways serving Sandglass of Westlake. It displays less sign copy than the Code permits, at a setback the Code requires, with no totem element and no secondary signage. The waiver requested is limited to the dimensions of the architectural entry wall on which the copy is mounted, and it is consistent with the general intent and purpose of the sign regulations and with entry features previously approved within the City.

The Applicant respectfully requests approval of the Master Sign Plan and the waiver set forth in Table 2. The Applicant will collaborate closely with Staff to bring this application to completion as quickly as possible, and the development team is available to answer any questions Staff might have.

Thank you.