City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 11/10/2026

PETITION DESCRIPTION

PETITION NUMBER: MSP-2026-05 *Sandglass of Westlake Master Sign Plan*

OWNER: Minto PBLH, LLC

APPLICANT: Cotleur & Hearing

ADDRESS: N/A

PCN: 77-40-43-01-30-002-0000, 77-40-43-01-33-005-0000, 77-40-43-01-33-006-0000

REQUEST

The applicant is requesting approval of a Master Sign Plan for Sandglass of Westlake, formerly known as Westlake West, located in the northwestern portion of the City, south of 60th Street North, west of Parcel G, and west of Seminole Pratt Whitney Road. The proposal includes two residential pod entry monument signs, one at Town Center Parkway North and one at Town Center Parkway South. Each sign is paired with a decorative wall without sign copy on the opposite side of the entrance roadway. The request includes one waiver comprising five deviations from the standard sign structure depicted in Figure 113-11-3.

SUMMARY

Cotleur & Hearing, on behalf of Minto PBLH, LLC, requests approval of the initial Master Sign Plan for Sandglass of Westlake. The plan identifies four entry walls: Sign Wall A and Decorative Wall B at Town Center Parkway North, and Sign Wall C and Decorative Wall D at Town Center Parkway South. Only Walls A and C display the community name, “Sandglass of Westlake.” No other permanent sign types are proposed under this application.

Each monument sign has an overall structure length of 38 feet 1 inch and an overall height of 8 feet, including a 2-foot base. Each sign contains 58.75 square feet of copy area. The applicant

requests one waiver with five components addressing overall length, height, omission of the attached totem, sign wall surface area, and design and materials.

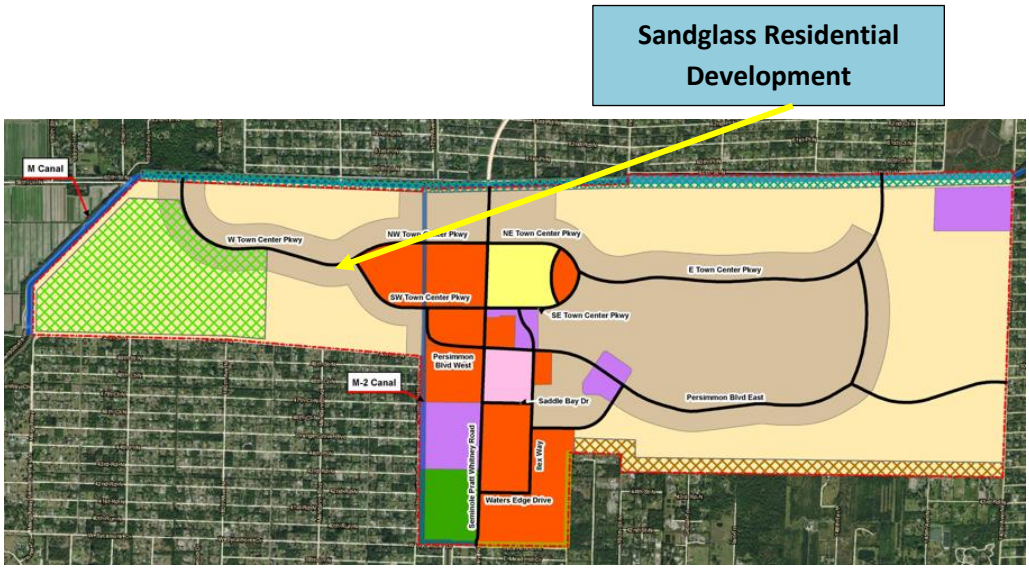
STAFF RECOMMENDATION

Based upon the findings contained in this report, staff recommends approval of MSP-2026-05, the Sandglass of Westlake Master Sign Plan, including Waiver 1, components 1A through 1E, subject to the following conditions:

1. Signs and associated walls shall conform to the Master Signage Program dated September 30, 2026, as approved by the City.
2. Sign copy shall be limited to Walls A and C, with a maximum copy area of 58.75 square feet per sign. Walls B and D shall remain decorative walls without sign copy.
3. A minimum 10-foot setback from the applicable right-of-way shall be maintained. Final locations shall be verified through survey information submitted with the permit applications.
4. Illumination shall be limited to concealed backlighting of opaque letters and ground-mounted wall-wash lighting. Wall-wash lighting shall operate as static 3000K white light. Color-changing, flashing, strobe, and animated lighting shall not be permitted.
5. Before permit issuance for Wall C, the applicant shall document ownership and authorization for construction and maintenance across the affected internal tract boundary, to the satisfaction of the City Attorney and City Engineer.

PETITION FACTS

a. Total Gross Site Area: 613.20 acres
b. Building Data: 1,950 Single Family Homes
c. Land Use and Zoning
   Existing Land Use: Vacant
   Future Land Use: Residential 1, Residential 2, & Mixed Use
   Zoning: R-1, R-2, & Mixed Use



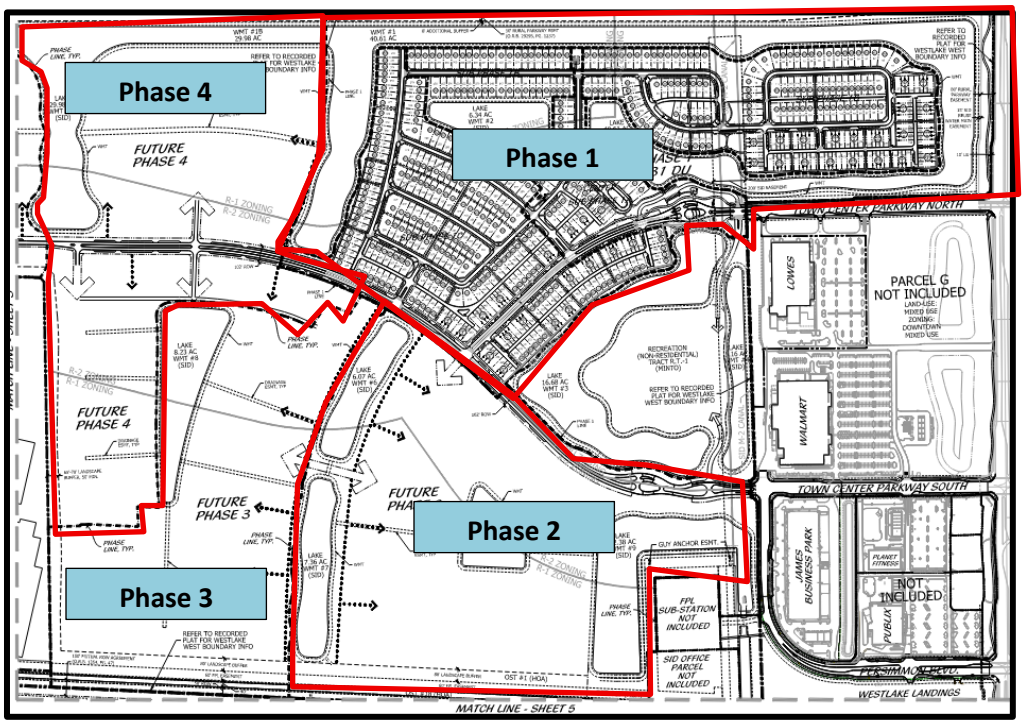
BACKGROUND

Sandglass of Westlake, formerly known as Westlake West, is located west of Seminole Pratt Whitney Road and south of 60th Street North. The application identifies Residential 1, Residential 2, and Downtown Mixed Use future land use designations, with corresponding R-1, R-2, and Mixed Use zoning. The applicant identifies Wall C at Town Center Parkway South as located within the Mixed Use zoning district.

This application establishes the initial community entry signage program. Additional permanent signage would require subsequent City review through the applicable approval process.

- On January 28, 2026, the Master Site Plan was approved which included phase 1 with a total of 433 units.
- On June 4, 2026, the Master Site Plan Amendment for Phase 1A was approved which included an increase of residential units from 433 units to 528.
- On September 8, 2026, the City Council adopted a rezoning for the piece of the development to be rezone to R-2 from Mixed Used.
- On August 25, 2025, the City Council adopted a Future LandUse Amendment for a portion of the development for Residential-2 from Downtown Mixed-Used.
- On October 2, 2026, the Master Site Plan Amendment for Phase 1B was approved which included an increase of residential units from 428 units to 532.

Sandglass Site Plan



STAFF ANALYSIS

The proposed Master Sign Plan establishes a coordinated identification sign at each of the community's two accessways. The sign walls incorporate smooth white stucco, stepped curvilinear forms, decorative cut-outs, and integral landscape planters. Matching decorative walls are located across each entrance roadway without additional sign copy.

Each sign displays 58.75 square feet of copy within a 15-foot-by-3-foot-11-inch rectangle, below the 60-square-foot maximum identified in the applicant's compliance analysis. The requested waiver concerns the sign structure's dimensions and design rather than an increase in copy area.

The proposed horizontal design omits the standard attached totem and incorporates related architectural motifs into the surrounding entrance features. The 8-foot overall structure is taller than the standard 7-foot sign wall depicted in Figure 113-11-3 but lower than its 12-foot totem. The stepped wall and integral planter help integrate the additional length into the entrance landscape. The proposed sign wall surface area exceeds the applicant's stated standard by 1.5 square feet.

Per Chapter 113. Sign. SECTION 113-8 Master Sign Plan: The city council, at the time of development order or site plan approval or amendment, may waive one (1) or more of the requirements of this chapter as part of a master sign plan.

The applicant requests one waiver from the standard structure depicted in Figure 113-11-3. The five components are identified separately below so that each deviation can be evaluated expressly.

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

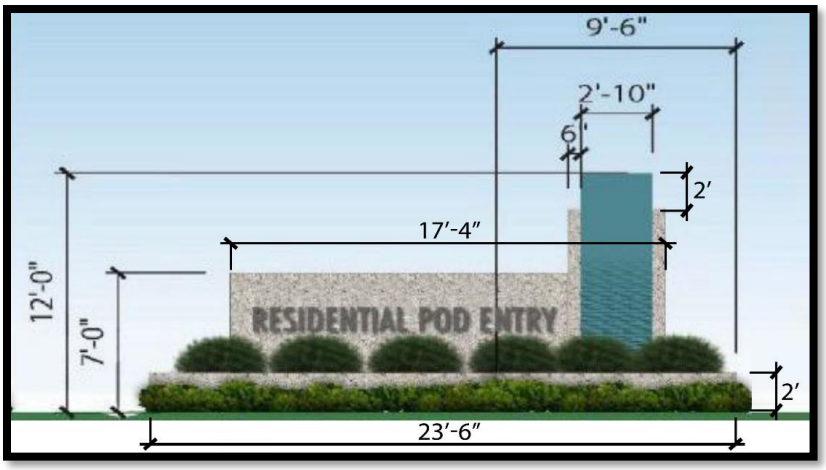
The applicant identifies Sign Wall C as crossing an internal platted tract boundary. The applicant states that both tracts are under common ownership and are intended to be conveyed to the Sandglass Homeowners Association. No setback waiver is requested. Ownership, construction authorization, maintenance responsibility, and any necessary easement or other instrument shall be verified before permit issuance.

Residential Pod Entry Monument Sign (Main Entry Signs)

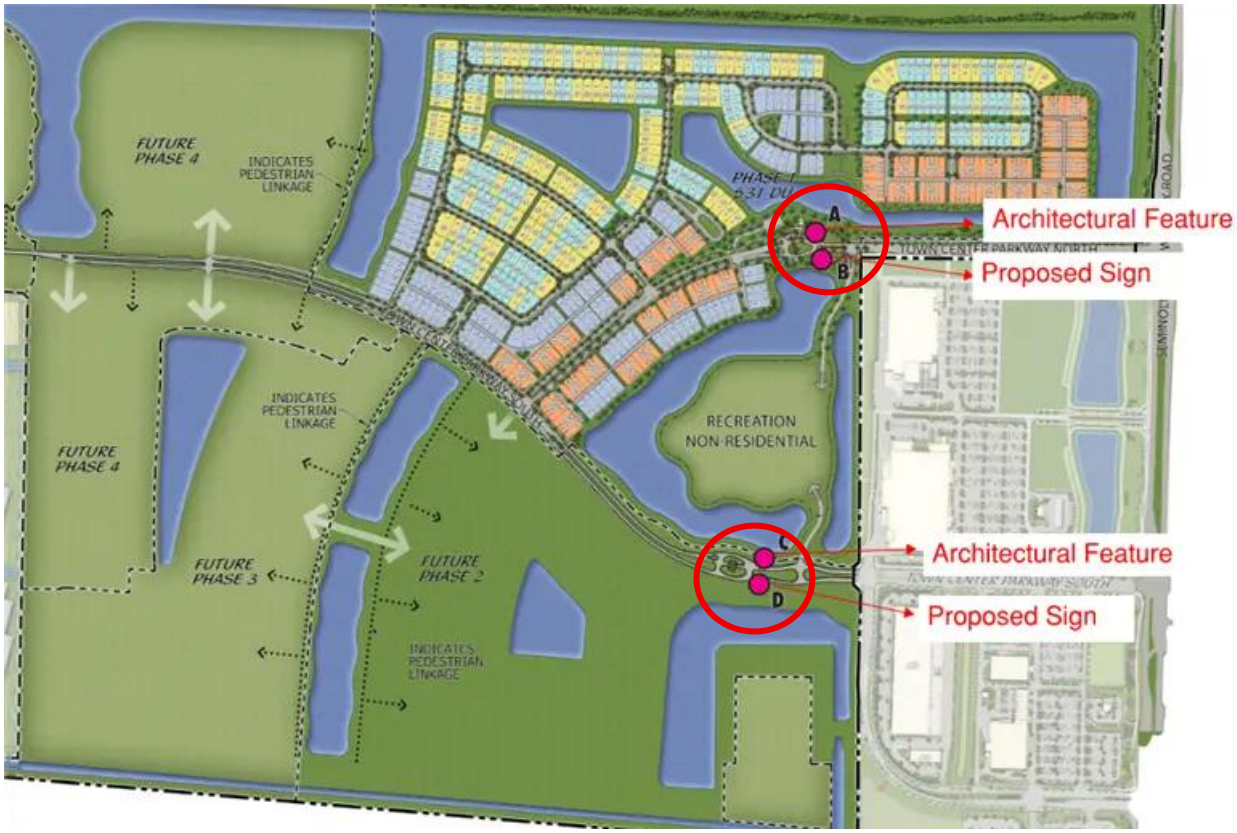
The applicant proposes two residential pod entry monument signs for Sandglass of Westlake: one at Town Center Parkway North (Wall A) and one at Town Center Parkway South (Wall C). Each sign is paired with a matching decorative wall without sign copy on the opposite side of the entrance roadway (Walls B and D). The applicant requests one waiver comprising five deviations from Figure 113-11-3, as detailed below.

1. **Residential Pod Entry Monument Sign:** To allow 38'-1" ft wall length. (Per Chapter 113, Section 113-11 allows for 23 feet and 6 inches)
2. **Residential Pod Entry Monument Sign:** Residential Pod Entry Monument Sign (Main Entry Signs): To allow deviation from the design depicted in Figure 113-11-3 by omitting the totem attached to the regulated sign wall. Totem-style elements are incorporated into the surrounding architectural entry feature.
3. **Residential Pod Entry Monument Sign:** To allow a 8 ft overall height (Per Chapter 113, Section 113-11 allows for 7 feet)
4. **Residential Pod Entry Monument Sign:** To allow a different design (Per Chapter 113 Figure 113-11-3 requires a specific design, see below)
5. **Residential Pod Entry Monument Sign:** To allow a wall surface area if 124.5 sq.ft. (Per Chapter 113, Section 113-11 allows for 123 sq.ft.)

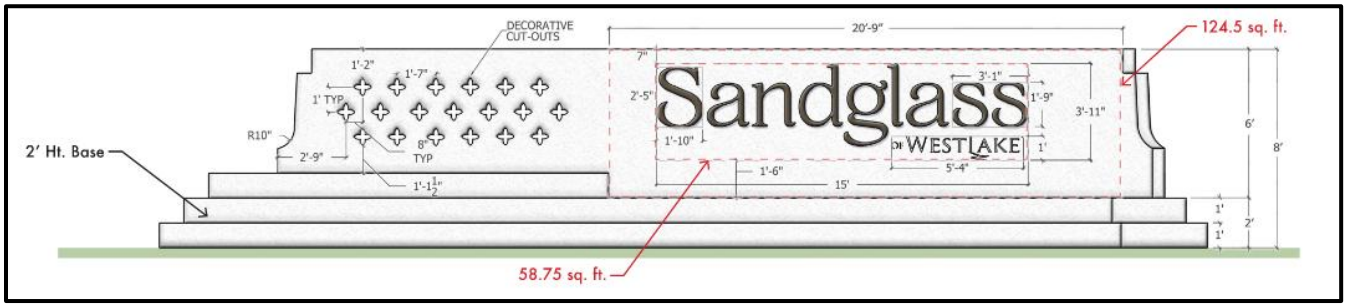
Residential Pod Entry Monument Sign – Figure 113-11-3

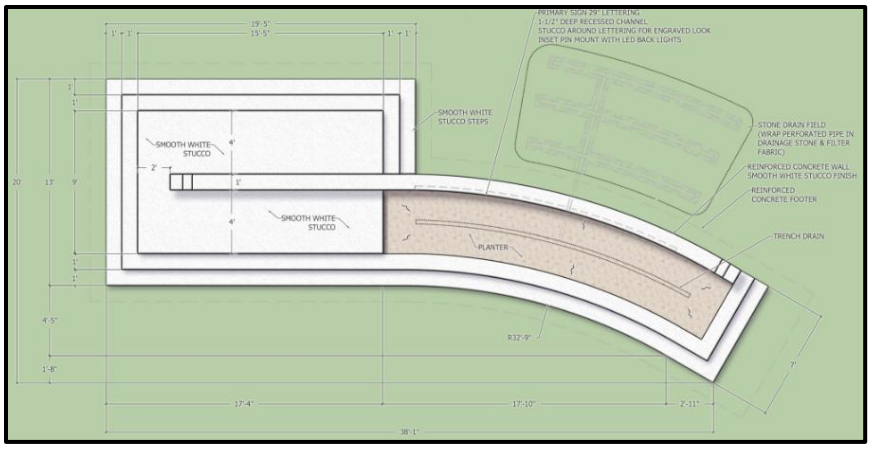


Residential Pod Entry Monument Sign (Main Entry Signs) Location



Residential Pod Entry Monument Sign (Main Entry Signs)









Staff finds that the proposed design provides coordinated community identification while limiting sign copy to two monument signs. The stepped walls, integral planters, and matching decorative walls create a unified entrance treatment. Subject to the recommended conditions, the proposed Master Sign Plan and Waiver 1, components 1A through 1E, are compatible with the residential character of the development and consistent with the general intent and purpose of the City's sign regulations.

FINAL REMARKS

MSP-2026-05 is scheduled for a quasi-judicial public hearing before the City Council on November 10, 2026. Staff recommends approval of the Master Sign Plan, including Waiver 1, components 1A through 1E, subject to the conditions stated in this report.