3/9/22b

CITY OF WESTLAKE
Planning and Zoning Department
4001 Seminole Pratt Whitney Road
Westlake, Florida 33470
Phone: (561) 530-5880
www.westlakegov.com

DEPARTMENTAL USE ONLY
Ck. #_____
Fee: _____
Intake Date: _____
PROJECT #

APPLICATION FOR MASTER SIGNAGE PLAN

CITY COUNCIL MEETING DATE: _____

*The **City Council** meets on **the second Monday of the month at 6:30 p.m.**, in the Westlake City Council Chambers, located at 4005 Seminole Pratt Whitney Road.*

See page 3 for review process and submittal deadline.

INSTRUCTIONS TO APPLICANTS:

1. **Please complete all sections of this application. If not applicable, indicate with N/A.**
2. **Provide all required documents as requested in the Master Signage Plan Application. If not applicable, indicate with N/A.**
3. **The applicant must be present at scheduled City Council meeting.**

I. PROJECT DESCRIPTION AND APPLICANT INFORMATION

PROJECT NAME: Mavis - Loxahatchee (MSP-2026-07)

PROJECT ADDRESSS: 16775 Persimmon Blvd, Westlake, FL 33470

DESCRIPTION OF PROJECT: Development of a +/- 5,636 sf tire service center and accompanying onsite infrastructure

Estimated Project Cost: _____

Property Control Number (PCN): 77-40-43-01-24-001-0000

Section/Township/Range: 77 / 40 / 43

Property Owner(s) of Record (Developer) Publix Super Markets, Inc.

Address: 330 Publix Corporate Pkwy, Lakeland, FL 33811-3311

Phone No.: _____ Fax No. _____ E-mail Address: _____

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Applicant/Agent (if other than owner, complete *Acknowledgement and Consent* section on page 2):

Name: Bohler Engineering FL, LLC

Address: 600 N Westshore Blvd, Suite 950, Tampa, FL 33609

Phone No.: 813-812-4100 Fax No.: _____ E-mail Address: fl-permits@bohlereng.com

II. LAND USE & ZONING

A) ZONING DISTRICT Mixed Use **B) FUTURE LAND USE DESIGNATION** _____

C) EXISTING USE(S) Vacant

D) PROPOSED USE(S) Tire Service Center

III. ADJACENT PROPERTIES

	EXISTING USE(S)	FUTURE LAND USE DESIGNATION	ZONING DISTRICT
SUBJECT PROPERTY	Vacant	Downtown Mixed Use	Mixed Use
NORTH	ROW	Downtown Mixed Use	Mixed Use
SOUTH	Vacant	Downtown Mixed Use	Mixed Use
EAST	ROW	Downtown Mixed Use	Mixed Use
WEST	Vacant	Downtown Mixed Use	Mixed Use

IV. OWNER AND APPLICANT/AGENT ACKNOWLEDGEMENT AND CONSENT

Consent statement (to be completed if owner is using an agent)

I/we, the owners, hereby give consent to Bohler Engineering FL, LLC to act on my/our behalf to submit this application, all required material and documents, and attend and represent me/us at all meetings and public hearings pertaining to the application and property I/we own described in the application. By signing this document, I/we affirm that I/we understand and will comply with the provisions and regulations of the

City of Westlake, Florida, Code of Ordinances. I/we further certify that all of the information contained in this application and all the documentation submitted is true to the best of my/our knowledge.

Publix Super Markets, Inc.	Bohler Engineering FL, LLC
Owner's Name (please print)	Applicant/Agent's Name (please print)
William W Rayburn, IV	
Owner's Signature as VP RIR Assets	Applicant/Agent's Signature
09-22-2026	9/23/2026
Date	Date

V. APPLICATION FEES

See City of Westlake Fee Schedule

VI. ADMINISTRATIVE COSTS

The owner/applicant agrees to compensate the City for all additional administrative costs, actual or anticipated, including, but not limited to, engineering fees, consultant fees, and special studies prior to the processing of the application or not later than 30 days after final application approval whichever is determined as appropriate by the City. **Failure to make such payment shall be grounds for withholding a building or zoning permit**. Costs associated with advertising for public hearings and other public notice requirements are the responsibility of the owner/applicant. The fee shall be paid prior to such application being scheduled for a public hearing requiring notice.

William W Rayburn, IV	9-22-2026
Owner's Signature to Acknowledge As VP RIR Assets	**Date**

VII. SUBMITTAL REQUIREMENTS

The applicant shall submit the following documents to the City of Westlake **forty-five (45) business days** prior to the desired council meeting date:

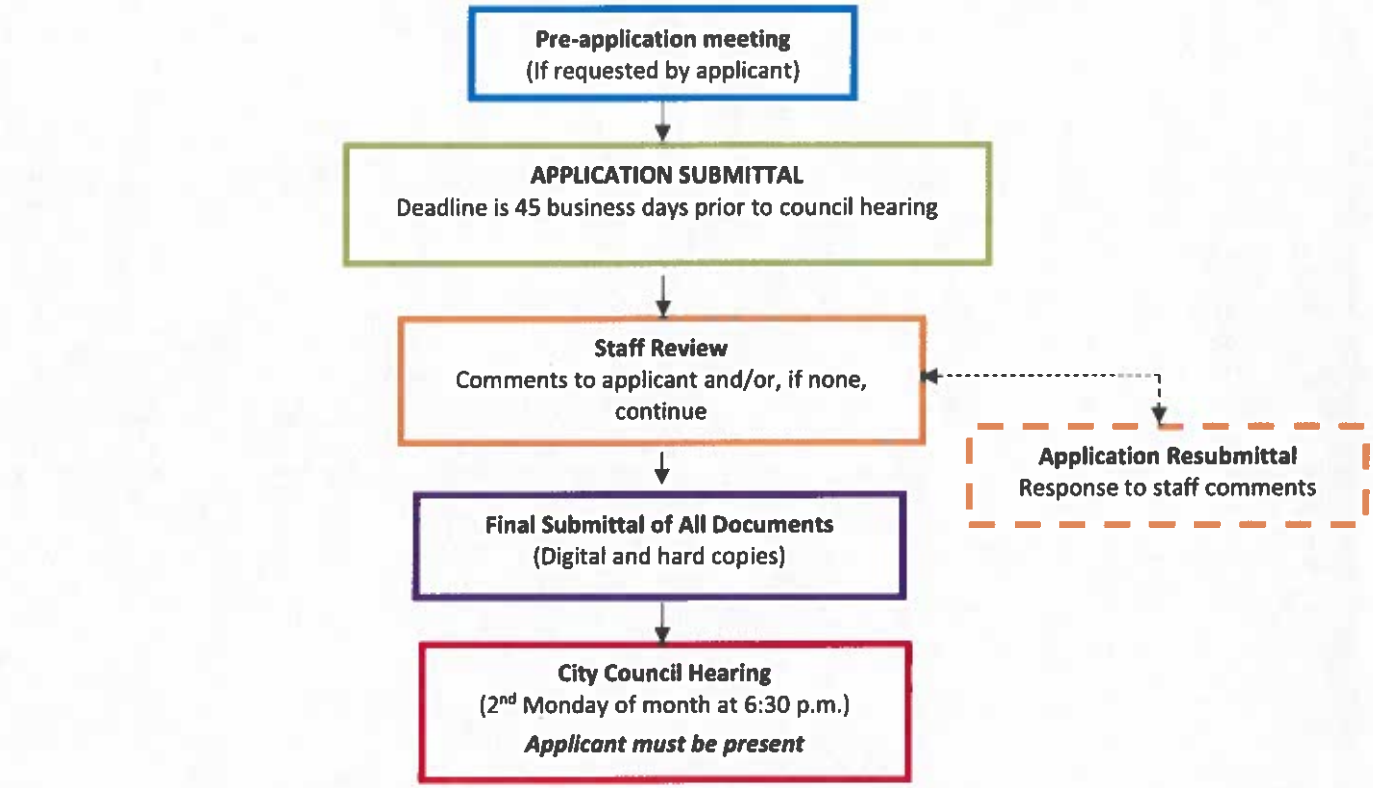
1) ***Complete signed application form as provided by the City and all required fees and costs.***

2) ***Final Submittal Signage Package: Digital and Three (3) 11x17 sets*** *of plans, documents, and exact rendering of all proposed signage, and proposed modification, construction, or addition. Color photographs or prints as close to the actual colors to be used must be supplied. Since color printers often do not display the correct color,* ***provide specific color names and numbers.***

3) *Any other documents, maps, photographs, or drawings that may help clarify the position of the applicant.*

NOTE: All renderings, models, drawings, photos, etc., will become the property of the City of Westlake.

VIII. REVIEW PROCESS



IX. APPLICATION REQUIREMENTS FOR PERMANENT SIGNS

[See Page 7 for Temporary Pole-Mounted Banners]

Pursuant to Chapter 6, Section 6.9

Section 6.9 Master Signage Plan. The City Council, at the time of development order or site plan approval or amendment, may waive one or more of the requirements of this chapter as part of a master sign plan. A master sign plan may be considered for two or more signs.

(A) 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 an application complies with the general intent and purpose of Chapter 6.

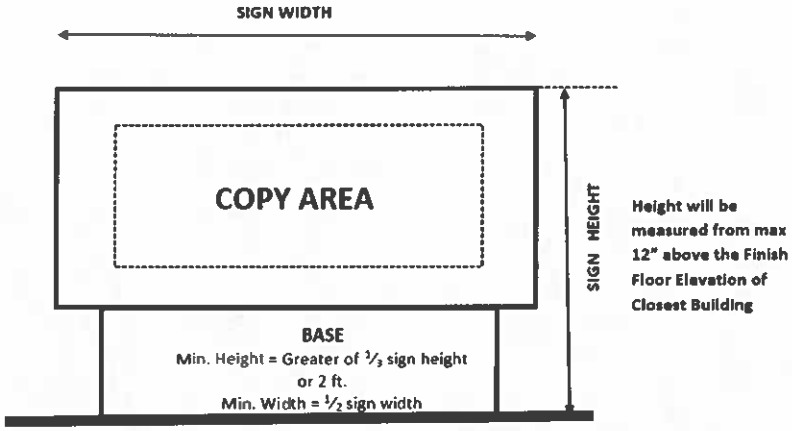
(B) The Planning and Zoning Director may require any development order application for a PD, Civic, or conditional use application to include an overall Master Signage Plan. It shall not be a requirement to know all tenants at the time of submittal of the Master Signage Plan.

(C) The master signage plan shall indicate location, number, size, font, color, type of sign, landscaping, and illumination of proposed sign(s). The Master Signage Plan shall be guided by the purpose and intent section of Chapter 6. Application for a master signage plan shall include the following:

(1) An overall plan identifying location of all proposed signs on the parcel, except window signs. The location of window signs may be included, but it is not mandatory.

(2) The layout of all proposed signs including:

(a) Elevations plans drawn to scale and depicting all permanent signs placed or to be placed on the building on the parcel.



(b) A plan, drawn to scale, indicating the location of all permanent freestanding signs erected or to be erected on the parcel, including setbacks; depicting the sign type, dimensions, color, style, material, and copy area; and the method of supporting the signs;

(c) For signs providing for more than one (1) occupant, the amount of sign area allocated for each occupant shall be indicated.

(d) The types of illumination to be used for each type of sign.

(e) Method of attachment for all signs placed or to be placed on the building or the parcel.

(3) A calculation of copy area for each individual sign.

(4) The placement of signs on the building(s) .

(5) A deviation table on drawing identifying deviations from the requirements of Chapter 6.

(D) Once the Master Signage Plan has been approved for a parcel, the criteria shall apply to the entire parcel shown on the master signage plan, as well as to each individual owner or occupant, and shall remain as long as the building(s) exist, regardless of change of ownership, management, or occupancy. No permanent sign permit shall be issued contrary to the master signage plan unless a new master signage plan has been submitted and approved by the Planning and Zoning department and/or City Council as applicable. When renovations to existing buildings include changes to an existing master site plan, all signage must meet the requirements of the amended master plan within one (1) year after the issuance of the first certificate of occupancy for the renovations.

X. MASTER SIGNAGE PLAN REQUIREMENTS CHECKLIST

☒	**Site Plan showing location and setbacks for each ground sign**
	Signage Package
☒	**Graphic showing type and location of *all* signs including ground signs, wall signs, directional signs, etc.**
☒	**Sign Specifications**
☐	Material
☐	Colors
☐	Dimensions including depth
☐	Mounting
☐	Returns
☐	Trim Cap
☐	Illumination
☐	Power Supply
☒	**Elevation Plan for each type of sign**
☐	Type
☐	Number
☐	Location
☐	Setbacks
☐	Area and Dimensions of sign
☐	Material
☐	Method of Support/Attachment
☐	Color of sign face
☐	Color of returns
☐	Copy area color and dimensions
☐	Font Type
☐	Font Color
☐	Letter Height
☐	Logos/graphics
☐	Landscaping
☐	Number and dimensions of tenant panels
☐	Illumination

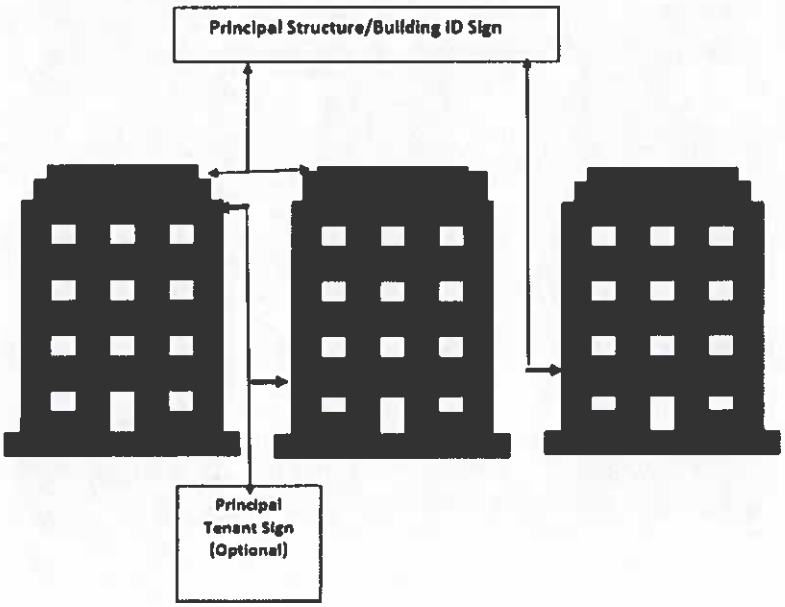
☐	Deviation Table on each drawing

☐	**Window Sign Elevation Drawing**
☐	Sign Location
☐	Sign Area
☐	Windowpane Area
☐	Letter Height
☐	Font Type
☐	Graphics
☐	**Summary Deviation Table (See example below)**

Please provide a summary deviation table listing each type of sign which deviates from required Code (see Chapter 6, Section 6.20), for which a waiver is requested as in the example below:

EXAMPLE SUMMARY DEVIATION TABLE

Sign Type	Code Requirement	Applicant Request	Deviation
Ground Sign for Commercial Building Within Pod	Height = 8'	Height: 17'	+ 9'
	Width = 12'	Width: 15'	+ 3'
	Sign Area = 120 sf.	Sign Area: 255 sf.	+135 sf.
	Copy Area = 60 sf.	Copy Area: 144 sf.	+ 84 sf.
	No. of Tenants = 6 Tenants	9 Tenants	+ 3 Tenants
	Base = 2' or 30% of sign height including base [30% x 8' = 2.64']	Base: 2.5'	-.14'
Wall Sign for Principal Structure or Building Identification or Principal Tenant [See illustration below]	Copy = 1 sign or message at 3' max letters	Copy: 2 lines with 2nd line of copy at 1' max letters.	2nd Line of Copy
	Total Sign Area = 90 sq. ft.	Sign Area: 92 sq. ft.	+ 2 sq. ft.
	One set of 2 signs [Principal Structure *or* Building name *and* Principal Tenant name]	2 sets of signs fronting ROW	+ 1 set of signs



XI. APPLICATION REQUIREMENTS FOR TEMPORARY POLE-MOUNTED BANNERS

Pursuant to Chapter 6, Section 6.43

Section 6.43 Criteria to Permit. Pole-mounted banners shall only be permitted in civic, commercial, or mixed-use zoned areas for the limited purpose of brand identification or as a holiday decoration, provided the following conditions are met:

(1) **Master Signage Plan Required.** A master signage plan approved by City Council is required for all pole-mounted banner programs, except those installed on city property by the city. Any additional pole-mounted banners, graphics, locations, or increase of sign square footage other than what has been previously approved by City Council requires a new miscellaneous plan review approval. As part of the application process, the applicant must complete a detailed sign program to include:

   (a) A copy of a current site plan showing all the proposed locations where the pole- mounted banners are to be placed;

   (b) The light pole detail upon which the pole-mounted banner is to be located;

   (c) The pole-mounted banner's copy shall be limited to the name of the development, the development's logo, and the development's branding, which does not include any individual business name, tenant, or individual business' logo. Please provide graphic representation(s).

   (d) All graphic designs, variations, and/or seasonal sets of the banners must be provided for City Council review and approval in accordance with the criteria set forth herein. City Council may prescribe specific time periods during which a particular seasonal set of banners may be displayed if approval of more than one (1) set of banners is sought by the applicant.

(2) **Requirements.** The program must satisfy the following requirements:

   (a) Pole-mounted banners must be located on an existing light pole;

   (b) One (1) pole-mounted banner per light pole may be permitted;

   (c) Pole mounted banners on light poles shall be two-sided with the identical design on each side;

   (d) Trees, palms, or shrubs shall not be pruned beyond the limits of the city codes or accepted maintenance standards in order to facilitate the placement of any banners;

   (e) Banners shall not interfere or block any existing or future traffic or pedestrian controls or signage;

   (f) Within twenty-four (24) hours of announcement of a tropical storm or hurricane watch by the National Hurricane Center, which places the city within the "3-day cone of probability" all pole-mounted banners shall be removed;

   (g) The city may require the removal of any pole-mounted banner should the city find that the pole-mounted banner is in a state of disrepair or is not being maintained appropriately with respect to accepted maintenance standards (e.g., not faded, free from rips and tears, properly attached, un-tattered, and generally in a state of good repair). The applicant shall either remove or replace the banner within ten (10) calendar days of being noticed;

(h) All poles holding or supporting pole-mounted banners shall require a building permit in order to verify the safety and wind loads of the banners;

(i) Pole-mounted banners shall only be interior to a particular site or development and shall not be placed in an area immediately adjacent to a public right-of-way;

(j) Light poles with pole-mounted banners shall be a minimum of fifteen (15) feet from the property line.

(k) The minimum clearance of banners above the finished grade shall be eight (8) feet;

(l) Non-rectangular pole-mounted banners shall conform only to the maximum banner area criteria providing that a minimum clearance of eight (8) feet above the finished grade is maintained;

(m) Height limitation. A banner's highest point shall not exceed the highest point of the pole upon which it is mounted;

(n) Banner size:

Height of Light Pole	Maximum Banner Area	Maximum Dimensions
20 to 25 feet	21 square feet	3 feet width by 7 feet length
Less than 20 feet	4.5 square feet	1.5 feet width by 3 feet length

Please provide the following required information:

	Required	Provided
Minimum Light Pole Setback	Fifteen (15) feet from the property line	
Minimum clearance of banners above the finished grade	Eight (8) feet	
Light Pole Height	N/A	
Maximum Banner Area	Light pole <20' = 4.5 sq. ft. Light pole >20' = 21 sq. ft.	
Maximum Banner Size	Light pole <20' = 3' wide by 7' long Light pole >20' = 1.5' wide by 3' long	

XII. TEMPORARY POLE-MOUNTED BANNERS CHECKLIST

☐	Site Plan showing location of all the proposed locations where the pole-mounted banners are to be placed
☐	A light pole detail upon which pole-mounted banners are to be located
☐	Graphic representation of pole-mounted banners' copy