



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 09/01/2026

PETITION DESCRIPTION

PETITION NUMBER: MSP-2026-01 Master Sign Plan for Silver Lake Residential Development

OWNER: Palm Beach West Associates VI, LLLP A/K/A GL Homes

APPLICANT: Cotleur & Hearing

ADDRESS: N/A

PCN: 77-41-43-07-00-000-1040, 77-42-43-08-00-000-1010, 77-42-43-08-00-000-3010, 77-42-43-08-00-000-3020, 77-41-43-08-00-000-3040, 77-41-43-08-00-000-3030, 77-41-43-08-00-000-1010, 77-41-43-08-00-000-1030, and 77-41-43-08-00-000-1010

REQUEST

The applicant is requesting approval of a Master Sign Plan for the Silver Lake residential development, located south of Persimmon Boulevard and east of Parcel T (The Estates), in the southeast corner of the City of Westlake. The applicant proposes three (3) Residential Pod Entry Monument Signs: two (2) mirrored signs at the main entrance, located on the north and south sides of the entrance, and one (1) sign at the secondary entrance. Additionally, the applicant proposes one (1) directional sign on private property directing residents to the recreation center.

SUMMARY

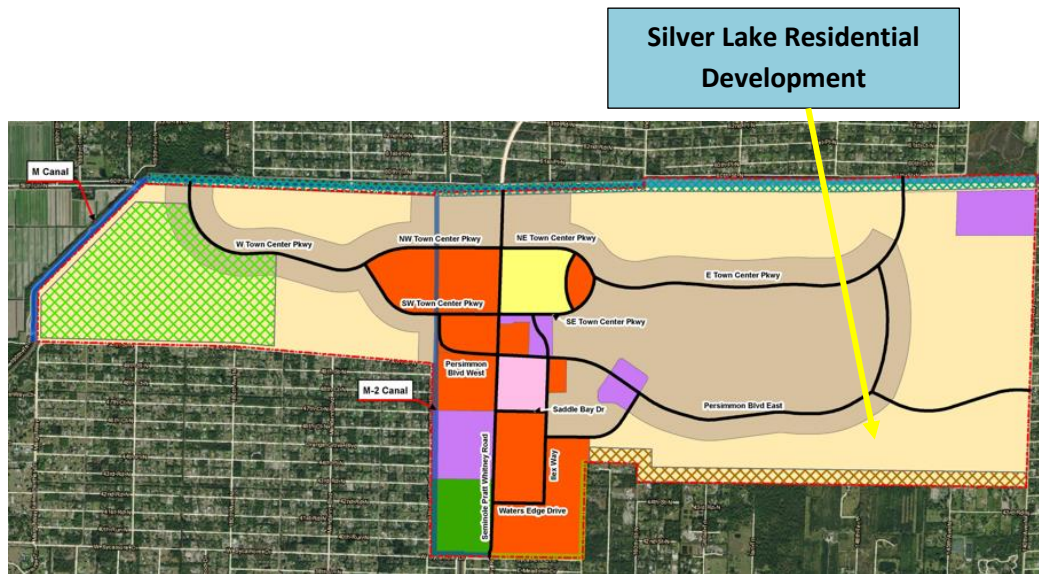
The applicant, Cotleur & Hearing on behalf of Palm Beach West Associates VI, LLLP (A/K/A GL Homes), is requesting approval of a Master Sign Plan for the Silver Lake residential development. The request includes three (3) Residential Pod Entry Monument Signs: two (2) mirrored signs at the main entrance, located on the north and south sides of the entrance, and one (1) sign at the secondary entrance. Additionally, the applicant proposes one (1) directional sign on private property directing residents to the recreation center. The application includes five waivers from the City's sign regulations applicable to Residential Pod Entry Monument Signs under Figure 113-11-3 and a Directional Sign on Private Property under Section 113-11.

STAFF RECOMMENDATION

Based upon the facts and findings contained herein, the **Planning and Zoning and Engineering Departments** have no objections to the above-mentioned application.

PETITION FACTS

- a. Total Gross Site Area: 312.125 acres
- b. Building Data: 976 Single Family Homes
- c. Land Use and Zoning
 - Existing Land Use: Vacant
 - Future Land Use: Residential 1 & Residential 2
 - Zoning: R-1 & R-2



BACKGROUND

The subject property has Residential-1 (R-1) and Residential-2 (R-2) land use designations and corresponding R-1 and R-2 zoning classifications. Silver Lake will be developed in two (2) sequential phases shown below in the last Master Site Plan Approval:

Phase	Number of 48 feet wide lots	Number of 50 feet wide lots	Number of 62 feet wide lots	Single-family attached lots	Total
Phase 1	48	50	62	4	472
Phase 2	93	85	119	207	504

- On June 3, 2025, the City Council approved the Silver Lake - Plat Phase One, being a part of the North one-half (1/2) sections 7 and 8.
- On May 27, 2025, the Master Site Plan was approved which included two (2) phases (Phase 1 294 single family homes and Phase 2 with 164 single family homes)
- On July 1, 2025, the City Council approved a Master Sign Plan for Silver Lake which included two alternative monument signs and 2 waivers.
- On August 25, 2025, the City Council approved a variance for Silver Lake to allow reduced setbacks for a proposed residential amenity center.

Silver Lake Site Plan



STAFF ANALYSIS

The applicant (Palm Beach West Associates VI, LLLP A/K/A GL Homes) is requesting approval of a Master Sign Plan (MSP) for Silver Lake, a new residential community in Westlake. The parcel is located south of Persimmon Blvd., east of Parcel T (The Estates), abutting the southern boundary of the Westlake community, and west of the future development property in the southeast corner of the Westlake community.

The proposed signs are compatible with the other residential community and amenity signage approved within Westlake. The signs are proportionate to their intended identification and wayfinding functions and maintain the residential character of the development through coordinated materials, colors, landscaping, and architectural features. The proposed signs meet the applicable setback requirements and are not anticipated to interfere with visibility or traffic safety. Illumination will be limited to external ground-mounted or accent lighting, with no internal illumination of the sign letters. Although the proposed entry signs deviate from the configuration depicted in Figure 113-11-3, the regulated sign components remain limited in copy area and height, and the surrounding water and totem-style elements constitute architectural entry features rather than additional sign copy.

The subject application includes the following waivers:

1. Residential Pod Entry Monument Sign (Main Entry Signs): To allow 24 ft wall length
2. Residential Pod Entry Monument Sign (Main Entry Signs): To allow no totem attached to the sign. (Totem refers to the vertical stone column integrated as shown in the code, Figure 113-11-3.)
3. Residential Pod Entry Monument Sign (Secondary Entry Signs): To allow a 25 ft wall length
4. Residential Pod Entry Monument Sign (Secondary Entry Signs): To allow a different design pursuant to Chapter 113 Figure 113-11-3 specific sign design.
5. Directional Sign on Private Property (Recreation Center Sign): To allow a 17.5 sq.ft. copy area per sign face.

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.

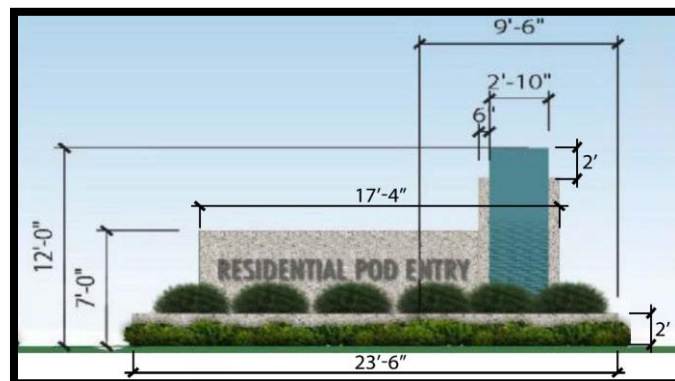
As part of the subject Master Sign Plan, the applicant is requesting the following waiver from the City Code Chapter 113:

Waiver #	Sign Type	Code Citation	Code Requirement	Proposed	Deviation
1	Main Entry Sign Wall — Wall Length	Figure 113-11-3*	17 ft 4 in (sign wall + totem, excluding planter); 23 ft 6 in overall including planter.	24 ft wall length (MSP Plan Sheets 5 & 6). No planter footprint.	Approximately 6 ft 8 in additional wall length. Overall footprint is smaller (no planter).
2	Main Entry Sign Wall — Deviation from the Picture	Figure 113-11-3*	Figure 113-11-3 image shows a single totem attached to the sign wall.	No totem attached to the sign wall. Totem vocabulary reimagined as vertical stone-clad columns integrated into the surrounding Architectural Entry Feature.	Deviation from the picture. Same base + totem design vocabulary expressed as a deconstruction and evolution of the codified composition.
3	Secondary Pod Entry Monument — Wall Length	Figure 113-11-3*	22 ft + (per Figure 113-11-3 secondary standard).	25 ft length (MSP Plan Sheet 9A).	Approximately 3 ft additional wall length.
4	Secondary Pod Entry Monument — Deviation from the Picture	Figure 113-11-3*	Figure 113-11-3 image shows placement in a planter or atop a berm.	Placement in the median of the secondary residents-only entrance — same field condition used at The Meadows, The Hammocks, The Groves, The Orchards, and Sky Cove.	Deviation from the picture. Consistent with the median configuration approved at every prior Westlake secondary entry.
5	Recreation Center Sign — Copy Area	§ 113-11 (Directional Sign on Private Property)	Standard copy area for Directional Sign on Private Property.	17.5 SF copy area per sign face; 100 SF total wall surface area.	Increased copy area appropriate for internal amenity identification.

Residential Pod Entry Monument Sign (Main Entry Signs)

The applicant is proposing two mirrored monument signs located at the principal entrance to Silver Lake on Persimmon Boulevard East. Each sign panel is integrated within a large architectural community entry feature. The applicant is requesting the following waivers:

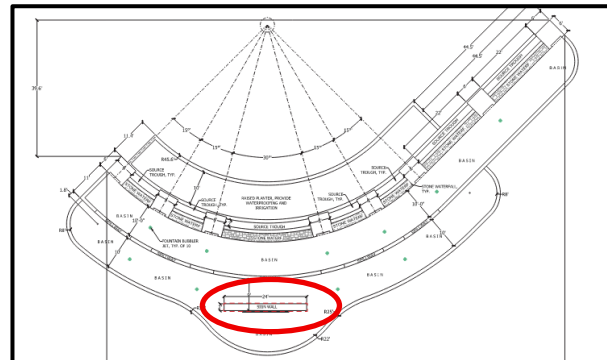
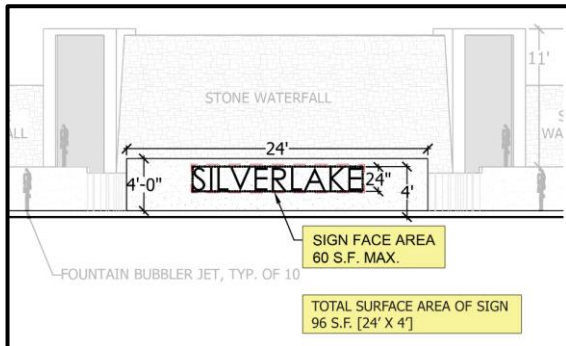
- 1. Residential Pod Entry Monument Sign:** To allow 24 ft wall length. (Per Chapter 113, Section 113-11 allows for 23 feet and 6 inches)
- 2. Residential Pod Entry Monument Sign:** Residential Pod Entry Monument Sign (Main Entry Signs): To allow a deviation from the design depicted in Figure 113-11-3 by omitting the totem attached to the regulated sign wall. Totem-style elements are incorporated into the surrounding architectural entry feature.



Residential Pod Entry Monument Sign (Main Entry Signs) Location



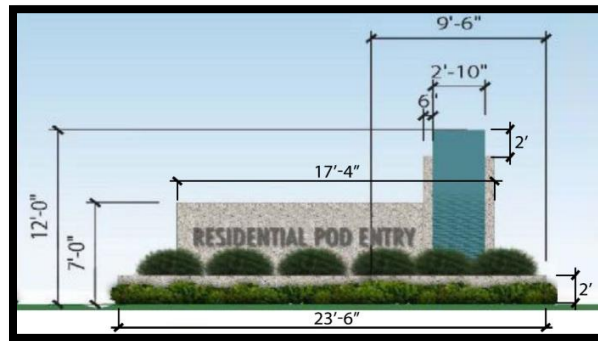
Residential Pod Entry Monument Sign (Main Entry Signs)



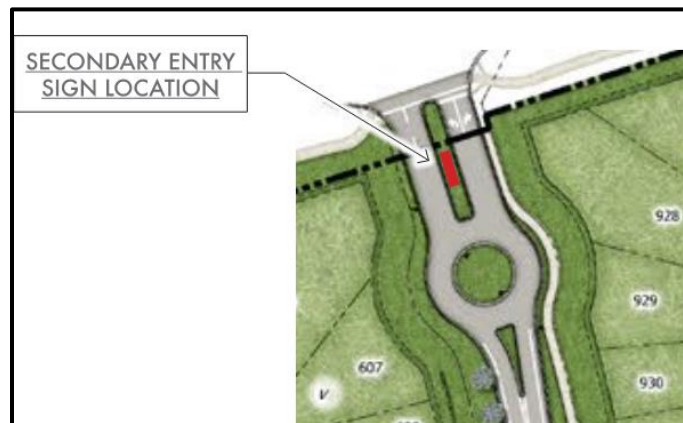
Residential Pod Entry Monument Sign (Secondary Entry Sign)

The applicant proposes a Residential Pod Entry Monument sign in the median of the secondary residents-only entrance further east on Persimmon Boulevard East. The applicant is requesting the following waivers for the proposed sign:

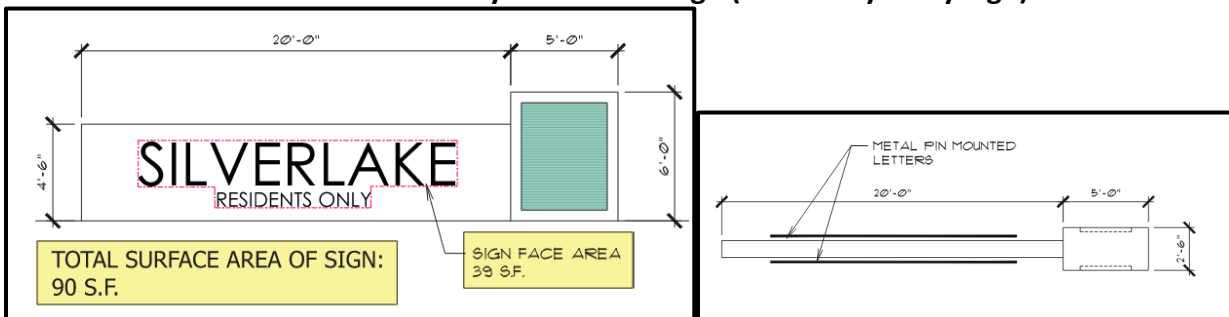
3. **Residential Pod Entry Monument Sign:** To allow a 25-foot sign-wall length, approximately 3 feet longer than the secondary-entry configuration depicted in Figure 113-11-3.
4. **Residential Pod Entry Monument Sign:** To allow a different design (Per Chapter 113 Figure 113-11-3 requires a specific design, see below)



Residential Pod Entry Monument Sign (Secondary Entry Sign) Location



Residential Pod Entry Monument Sign (Secondary Entry Sign)



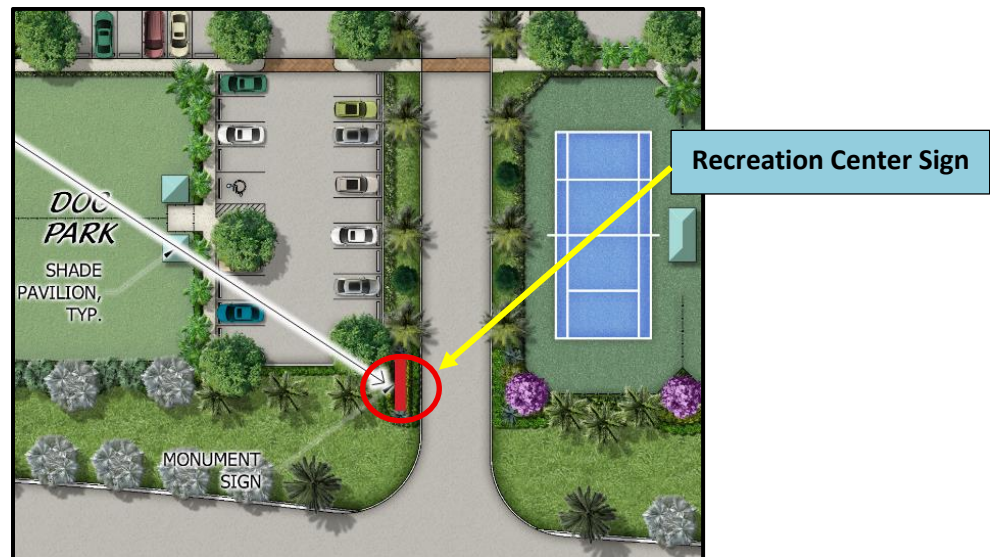


Directional Sign on Private Property (Recreation Center Sign)

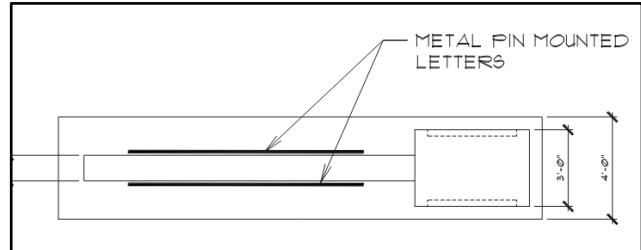
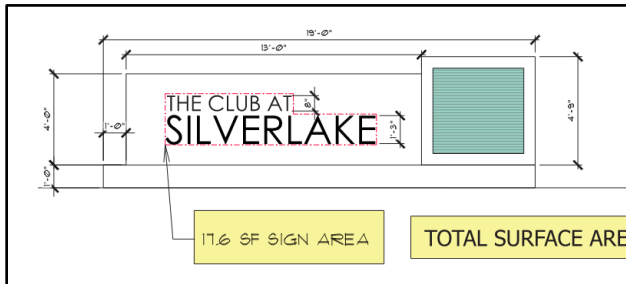
The applicant proposes a Directional Sign on Private Property at the entrance to the community Recreation Center, located within the interior of the neighborhood. The applicant is requesting the following waivers for the proposed sign:

- 5. Directional Sign on Private Property:** To allow a 17.5 sq.ft. copy area per sign face.
(Per Chapter 113, Section 113-11 allows for 16 sq.ft.)

Proposed Directional Sign on Private Property (Recreation Center Sign) Location



Proposed Directional Sign on Private Property (Recreation Center Sign)



FINAL REMARKS

MSP-2026-01 will be heard by the City Council on September 1st, 2026. The public hearing was advertised in compliance with the City's code requirement. Based upon the facts and findings contained herein, the Planning and Zoning and Engineering Departments have no objections to the above-mentioned application.