

**Westlake East Amenity Center (“Field House”)
Master Sign Plan Review (MSP-2026-04)
Justification Statement
June 23, 2026
Revised August 6, 2026**

Minto PBLH is pleased to submit a request for a master sign plan for the Westlake East Amenity Center, to be named Westlake Field House. This 6.640 acre amenity park area will be located on Parcel V-2 situated on the southeast corner of Town Center Parkway and Riverbend Road, abutting the Pines neighborhood to the east. The site plan for this Amenity Center is currently under review by the City of Westlake.

Subject Request

The master sign plan proposes one (1) entry sign to be visible from River Bend road. As detailed in the master sign booklet being submitted, this sign will consist of 12' aluminum letters pin mounted on a stucco covered concrete wall, with a cast stone base. The Westlake logo will appear on top, with the name Field House just below. The sign design is consistent with other existing Westlake amenity signs, such as Adventure Park and the Fitness Trail entrance sign. As confirmed by the planning department, per code section 113-11, this sign will be reviewed as a “Directional Sign on Private Property”. As depicted in the master sign plan booklet, only one (1) waiver is requested for this sign, whereby the overall copy area on the sign will be 22 square feet versus the required 16 square feet.

In addition, a Westlake logo sign on a portion of the front of the building is proposed. The logo sign will be reviewed as “Wall Sign for Principal Structure or Building Identification” pursuant to code section 113-11. The logo sign will be white letters, including the wave under the letter L. As a result of the unique design of the building façade and the chosen placement of the wall sign, the sign encroaches into the 10% clear area required by code by approximately 4'4”. A second waiver has been added to the waiver table on the last page of the master sign plan booklet accompanying this resubmittal.

The waiver table appears as follows:

Waiver #	Sign Type	Code Section	Waiver Proposed
1	Monument Sign: Maximum Copy Area – 22SF	Sec. 113-11, Directional Sign on Private Property	+ 6” SF Maximum

Waiver #	Sign Type	Code Section	Waiver Proposed
2	<u>Wall Sign:</u> 10% (7'10") clear area on each outer edge of building	Sec. 113-11, Wall sign for Principal Tenant	+ 4.4' encroachment into clear area

Conclusion

The Applicant is requesting approval of The Field House signs as presented at the September 1, 2026 Council meeting . Thank you for your continued assistance!