

JUSTIFICATION STATEMENT (Attachment C) SILVERLAKE OF WESTLAKE

Master Sign Plan Amendment (MSP-2026-01)

APPLICANT:	Palm Beach West Associates VI, LLLP A/K/A GL Homes
PLANNER:	Cotleur & Hearing
PETITION:	MSP-2026-01 — Master Sign Plan Amendment to MSP-2025-02
UNDERLYING APPROVAL:	MSP-2025-02 (City Council Development Order, July 1, 2025)
DATE:	August 6, 2026

1. Introduction

Palm Beach West Associates VI, LLLP — an affiliated entity of GL Homes — is the applicant for the Silver Lake community within the City of Westlake Communities. Silver Lake is a new residential community located south of Persimmon Boulevard East and east of Parcel T (The Estates), abutting the southern and eastern boundaries of the Westlake community. A Master Site Plan Review for Silver Lake is being processed concurrently with this Master Sign Plan Amendment.

On July 1, 2025, the City Council approved the Silver Lake Master Sign Plan by Development Order (MSP-2025-02). This petition is a narrow amendment to that approved Master Sign Plan. As described in detail below, the amendment is limited to three sign types: refinement of the main entry monument signs with an integrated water-feature backdrop; a secondary “Residents Only” entry sign in the median of the secondary entrance; and an identification sign at the community Recreation Center. The underlying sign hierarchy, materials palette, and community-character approach approved in MSP-2025-02 have not changed.

This Revised Justification Statement responds to the City’s April 2, 2026 Comment Memorandum, the May 5, 2026 Comment Memorandum #2, and the July 22, 2026 Comment Memorandum #3 (including the July 23, 2026 conference call with Chen Moore & Associates and City staff), and is the controlling justification document for the Master Sign Plan booklet.

For direct dimensional comparison, the fabrication drawing for the Oaks of Westlake single-sided monument sign (Art Sign Co., Inc., November 1, 2024) — the approved sign that became the codified Figure 113-11-3 prototype — is attached to this Justification Statement as Attachment A. All references in this document to the standard Figure 113-11-3 prototype dimensions (23 ft 6 in overall length including planter; 17 ft 4 in sign wall plus totem excluding planter; 123 SF wall surface area excluding planter) are drawn directly from that drawing.

2. Subject Request

The Master Sign Plan Amendment proposes the following:

- **Main Entry Monument Signs (mirrored pair).** Two coordinated Residential Pod Entry Monument signs at the principal entrance to Silver Lake on Persimmon Boulevard East — one on each side of the entry drive. The two signs mirror each other in design, materials, and orientation. Each sign panel is integrated within a larger architectural Community Entry Feature consisting of a multi-column water-feature backdrop, totem-style columns, masonry/stucco wall, landscape, and hardscape.
- **Secondary "Residents Only" Pod Entry Monument Sign.** A single, double-sided modified Residential Pod Entry Monument located in the median of the secondary residents-only entrance further east on Persimmon Boulevard East.
- **Recreation Center Identification Sign.** A monument identification sign at the entrance to the community Recreation Center. Under § 113-11 this sign functions as a Directional Sign on Private Property.

Five (5) waiver requests are made in support of this Master Sign Plan Amendment. Each waiver is identified, quantified, and individually justified in Section 8 below, and they are summarized in the consolidated Waiver Table in Section 7. Consistent with the July 23, 2026 discussion and the City's July 22, 2026 Comment Memorandum #3, Waivers #1 through #4 are framed as deviations from Figure 113-11-3 (Standard Residential Pod Entry Monument Sign); Waiver #5 applies to the Recreation Center Sign under § 113-11 (Directional Sign on Private Property). The five waivers are: (1) Main Entry Sign Wall — Wall Length; (2) Main Entry Sign Wall — Deviation from the Picture (composition); (3) Secondary Pod Entry Monument — Wall Length; (4) Secondary Pod Entry Monument — Deviation from the Picture (placement); (5) Recreation Center Sign — Copy Area.

3. The Master Sign Plan Process — Why § 113-8 Is the Right Tool

The Master Sign Plan process under § 113-8 of the Westlake Sign Code was created precisely so that high-quality, master-planned communities like Silver Lake could pair coordinated, context-sensitive sign programs with the City's baseline sign standards. Section 113-8 expressly authorizes the City Council, as part of a Master Sign Plan, to vary sign size, setback requirements, number, and type where the application remains consistent with the general intent and purpose of Chapter 113.

Our office helped draft the Westlake Sign Code, and the codified prototype figures in § 113-11 — including Figures 113-11-3 (Residential Pod Entry Monument) and 113-11-4 (Alternate Residential Pod Entry Monument) — were never intended to function as a one-size-fits-all design template. The Master Sign Plan process exists to allow each Westlake community to develop a distinctive, coordinated identity while remaining compatible with the City as a whole. The City Council has applied § 113-8 in that spirit consistently across prior residential approvals — most directly Cresswind of Palm Beach, whose Alternate Residential Pod Entry Monument was itself a § 113-8 waiver from Figure 113-11-3 that was later codified as Figure 113-11-4, and the July 1, 2025 MSP-2025-02 approval that this petition amends.

4. Two Things to Keep Straight: The Sign and the Entry Feature

4.1 The regulated sign component

The regulated sign component is the low white stucco sign wall and the attached freestanding letters that read "SILVERLAKE." That is the sign — and only that — within the meaning of § 113-11. On the

standards that matter, the Silver Lake sign is small and largely consistent with the code: 60 SF copy area (compliant); 24-inch letter height (consistent with prototype); 4 ft sign panel height (shorter than the 7 ft prototype); 96 SF wall surface area (approximately 27 SF or 22% smaller than the 123 SF codified Figure 113-11-3 prototype wall, per the Oaks of Westlake fabrication drawing at Attachment A); and approximately 68 ft setback from Persimmon Boulevard East right-of-way (17 ft from the property line plus the 50 ft Rural Parkway buffer).

4.2 The Community Entry Feature

Behind and beside the sign is the Community Entry Feature: a multi-column water composition with cascading waterfalls between vertical totem-style columns, a stone wall backdrop, royal-palm and tropical landscaping, and hardscape paving. The Community Entry Feature is, by design, a community entrance composition. It pays homage to the Westlake totem feature — the City's signature design element — translated into a more architectural, taller, water-driven form appropriate to the Silver Lake identity. We acknowledge openly that the Silver Lake Community Entry Feature is intentionally larger and more architecturally pronounced than the entry features at the prior Westlake communities. The size of the Entry Feature, however, does not enlarge the regulated sign. The regulated sign is, and remains, the wall and the letters that read "SILVERLAKE."

Per the City's July 22, 2026 Comment Memorandum #3 and the July 23, 2026 discussion with Nilsa Zacarias: the totem-style vertical columns that flank the sign wall are part of the Architectural Entry Feature and are not being proposed as part of the sign. The regulated sign consists solely of the horizontal white stucco wall and the attached freestanding letters. The Master Sign Plan Booklet includes a dedicated exhibit titled "Regulated Sign Component vs. Architectural Entry Feature" that isolates the regulated sign from the surrounding composition to eliminate any ambiguity in the review.

5. Code and Comprehensive Plan Anchors

The Silver Lake Master Sign Plan is supported by, and consistent with, the following authorities. Each is described in plain terms below; specific waiver-by-waiver application appears in Section 8.

Authority / Policy	What it requires	How the Silver Lake MSP aligns
Chapter 113 — Signs (Purpose)	Regulates sign size, location, and design to preserve residential character and avoid visual clutter.	The regulated sign component is residential, restrained, and limited to community identification.
§ 113-8 — Master Sign Plan	City Council may vary sign size, setback, number, and type as part of a Master Sign Plan, where consistent with the general intent and purpose of Chapter 113.	The deviations requested are exactly the type of context-driven adjustments § 113-8 contemplates.
§ 113-11 — Permitted Signs / Figures 113-11-3 and 113-11-4	Code figures for Residential Pod Entry Monument and Alternate Residential Pod Entry Monument.	The proposal is smaller than Figure 113-11-3 on wall surface area (96 SF vs 123 SF main entry; 90 SF vs 122 SF secondary). Consolidated Waiver Table in Section 7 is framed as deviations from Figure 113-11-3 for Waivers #1-#4; Waivers #5-#6 apply to the Recreation Center Sign under § 113-11 Directional Sign on Private Property.

Comprehensive Plan — Objective FLU 1.6	Promotes compatibility among future land uses.	The Silver Lake entry composition supports compatibility through coordinated architecture, landscape, water, and community identification.
Comprehensive Plan — Policies FLU 1.6.7 and 1.6.8	Recognize design techniques such as water features, architectural features, berms, landscape, and setbacks as compatibility tools.	The water feature, totems, walls, and landscape at the Silver Lake entrance are compatibility tools — they are not sign copy.
Florida Statute § 163.3194(1)(b)	Land development regulations must be consistent with the adopted comprehensive plan.	A reading of § 113-8 that disallowed water-feature entries in a master-planned, water-rich community would be in tension with the Comprehensive Plan compatibility framework.

6. Description of Proposed Signs

6.1 Main Entry Monument Signs (Mirrored Pair)

Two coordinated monument signs are proposed at the principal entrance to Silver Lake on Persimmon Boulevard East, mirroring each other on the north and south sides of the entry drive. Each sign reads “SILVERLAKE” in restrained dimensional letters mounted on a low white stucco wall (24 ft × 4 ft; 96 SF wall surface area; 60 SF copy area; 24-inch letter height). Each sign panel is integrated within the larger architectural Community Entry Feature described in Section 4.2. See Sheet 7B and the Master Sign Plan Booklet for the full comparison against Figure 113-11-3.

6.2 Secondary "Residents Only" Pod Entry Monument Sign

A single, double-sided modified Residential Pod Entry Monument in the median of the secondary residents-only entrance further east on Persimmon Boulevard East. The sign is 25 ft in length, 6 ft in height at the totem feature, 39 SF copy area, 90 SF wall surface area, and 10 ft minimum setback. See Sheet 9B and the Master Sign Plan Booklet for the full comparison against Figure 113-11-3.

6.3 Recreation Center Monument Sign

A monument identification sign at the entrance to the Silver Lake Recreation Center. The closest applicable § 113-11 category is Directional Sign on Private Property. 100 SF total wall surface area; 17.5 SF copy area per sign face; 5 ft 9 inches at totem feature; 1 sign with 2 sign faces; 10 ft minimum setback. See Sheet 10B and the Master Sign Plan Booklet.

7. Consolidated Waiver Table — Five Waivers

Per the July 23, 2026 conference call, the City’s July 22, 2026 Comment Memorandum #3, and the direction to simplify the table to the five waivers actually being requested, the consolidated Waiver Table below identifies the five waivers requested for this application. Waivers #1 through #4 are deviations from Figure 113-11-3 (Standard Residential Pod Entry Monument Sign) applicable to the Main Entry and Secondary Entry monument signs. Waivers #5 applies to the Recreation Center Sign under § 113-11 (Directional Sign on Private Property). Codified prototype dimensions for Figure 113-11-3 are drawn directly from the Oaks of Westlake fabrication drawing (Attachment A).

No.	Sign / Element	Code Citation & Standard	Silver Lake Proposed	Nature of 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 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 secondary standard: 22 ft +.	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 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.	17.5 SF copy area per sign face; 100 SF total wall surface area.	Increased copy area appropriate for internal amenity identification.

Reference note — surface area (not a numbered waiver): On wall surface area, the Silver Lake proposal is more restrained than the codified Figure 113-11-3 prototype: the main entry sign wall is 96 SF vs the 123 SF codified prototype wall (approximately 22% smaller), and the secondary entry sign wall is 90 SF vs the 122 SF comparable prototype wall (approximately 26% smaller). These surface area comparisons are provided for context only — the proposed condition is smaller than the codified prototype and does not require a waiver.

8. Individual Waiver Justifications

Each of the five waivers is justified below under three headings: (a) the code requirement and the proposed deviation; (b) the planning rationale; and (c) Comprehensive Plan consistency.

Waiver #1 — Main Entry Sign Wall (Wall Length)

(a) Code requirement and proposed deviation

Figure 113-11-3 depicts a sign wall plus totem of 17 ft 4 in in length (excluding the planter); 23 ft 6 in overall including the planter (per codified Residential Pod Entry Monument Sign, Attachment A). The Silver Lake main entry sign wall is 24 ft in length (Plan Sheets 5 & 6), with no planter footprint. The deviation is approximately 6 ft 8 in of additional wall length; the overall entry footprint (without a planter) is smaller than the codified prototype with its planter.

(b) Planning rationale

A slightly longer sign wall is necessary to accommodate the mirrored double-sided base of the entry composition and to allow the sign wall to read cleanly against the taller, architectural totem elements of the surrounding Entry Feature. The added length is more than offset by the 27 SF reduction in wall surface area and by the absence of a planter footprint. The sign remains residential in character, limited in copy, and subordinate to the surrounding architectural composition.

(c) Comprehensive Plan consistency

Consistent with Objective FLU 1.6 and Policies FLU 1.6.7 and 1.6.8. The additional length integrates with the coordinated compatibility composition (water, architecture, landscape) at the entrance.

Main Entry Sign Wall (Wall Surface Area — Reference Only)

(a) Code requirement and proposed deviation

Figure 113-11-3 depicts a sign wall with a surface area of 123 SF (excluding the planter, per Attachment A). The Silver Lake main entry sign wall has a wall surface area of 96 SF — approximately 27 SF (22%) smaller than the codified prototype wall. No waiver is required; included in the narrative for transparency because it responds directly to staff's request that the request be measured against the picture.

(b) Planning rationale

The smaller wall surface area serves the residential character intent of Chapter 113 by producing a less massive, more restrained sign wall than the codified prototype.

(c) Comprehensive Plan consistency

Consistent with Objective FLU 1.6 and Policies FLU 1.6.7 and 1.6.8.

Waiver #2 — Main Entry Sign Wall (Deviation from the Picture)

(a) Code requirement and proposed deviation

The codified image in Figure 113-11-3 depicts a single vertical totem attached to one end of the sign wall. The Silver Lake main entry sign wall does not include an attached totem. The totem vocabulary is reimagined and expressed as a set of vertical stone-clad columns integrated into the surrounding Architectural Entry Feature — the deconstruction and evolution framing developed with Nilsa Zacarias on the July 23, 2026 conference call.

(b) Planning rationale

The two-part base + totem composition of Figure 113-11-3 is not being abandoned; it is being read into a more innovative architectural form. The base is the sign wall; the totems are built into the water feature. This is the design innovation the Section 113-8 Master Sign Plan process was expressly created to encourage.

(c) Comprehensive Plan consistency

Consistent with Objective FLU 1.6 and Policies FLU 1.6.7 and 1.6.8. The Architectural Entry Feature is exactly the kind of compatibility composition the Comprehensive Plan recognizes.

Waiver #3 — Secondary Sign Wall (Wall Length)

(a) Code requirement and proposed deviation

The Secondary Pod Entry Monument Sign is a deviation from Figure 113-11-3. The proposed sign is 25 ft in length — approximately 3 ft longer than the form depicted in Figure 113-11-3. All other characteristics (copy area at 39 SF, height at 6 ft, setback at 10 ft) are within or below the code standard.

(b) Planning rationale

The added length accommodates the integrated double-sided median configuration approved at every prior Westlake secondary entry (The Meadows, The Hammocks, The Groves, The Orchards, Sky Cove). The length adjustment reads in proportion to the median and consolidates identification and landscape into a single coordinated element rather than creating clutter through twin flanking signs.

(c) Comprehensive Plan consistency

Consistent with Objective FLU 1.6 and Policies FLU 1.6.7 and 1.6.8.

Secondary Sign Wall (Wall Surface Area — Reference Only)

(a) Code requirement and proposed deviation

The comparable prototype wall for a Secondary Residential Pod Entry Monument has a wall surface area of 122 SF. The Silver Lake secondary sign wall has a surface area of 90 SF — approximately 32 SF (26%) smaller than the comparable prototype. No waiver is required; included in the narrative for transparency and to respond to staff's request that the request be measured against the picture.

(b) Planning rationale

The smaller wall surface area produces a less massive, more restrained secondary sign — appropriate for a subordinate residents-only entry.

(c) Comprehensive Plan consistency

Consistent with Objective FLU 1.6.

Waiver #4 — Secondary Sign Wall (Placement — Deviation from the Picture)

(a) Code requirement and proposed deviation

The Figure 113-11-3 prototype shows placement in a planter or atop a berm. The Silver Lake secondary sign is proposed for placement in the median of the secondary residents-only entrance.

(b) Planning rationale

The median placement is the same field condition used and approved at every prior Westlake secondary entrance (The Meadows, The Hammocks, The Groves, The Orchards, Sky Cove). It consolidates identification into a single coordinated element and eliminates the need for twin flanking signs.

(c) Comprehensive Plan consistency

Consistent with Objective FLU 1.6.

Waiver #5 — Recreation Center Sign (Copy Area)

(a) Code requirement and proposed deviation

The Recreation Center Monument Sign falls within the closest applicable § 113-11 category — Directional Sign on Private Property. The proposed copy area is 17.5 SF per sign face; total wall surface area is 100 SF. This represents an increase in copy area relative to the standard for the Directional Sign on Private Property category.

(b) Planning rationale

The Recreation Center is the principal amenity for Silver Lake residents. A larger copy area is necessary to provide legible identification of the amenity at appropriate viewing distance for residents, guests, deliveries, and emergency services. The sign is sited within the interior of the neighborhood, well removed from public streets, and serves no commercial purpose. The increase is limited and proportionate to the function.

(c) Comprehensive Plan consistency

Consistent with the Recreation and Open Space Element's recognition of community amenities and with Objective FLU 1.6 (compatibility). The Recreation Center sign supports the City's policy goals for recreation and amenity identification.

9. Master Sign Plan-Level Justification

Standing back from the individual waivers, the Silver Lake Master Sign Plan as a whole satisfies the general intent and purpose of Chapter 113. The proposed signs are residential in scale, materials, palette, and copy. There is no commercial advertising, no tenant copy, no internal illumination of letters, no LED message boards, and no off-premises content. On the substantive wall surface area standard, the Silver Lake main entry sign wall (96 SF) is approximately 27 SF smaller than the codified Figure 113-11-3 prototype wall (123 SF), and the Silver Lake secondary sign wall (90 SF) is approximately 32 SF smaller than the comparable prototype wall (122 SF). The five requested waivers — the two length adjustments on the entry signs, the two deviations from the picture, and the two Recreation Center Sign dimensional adjustments — are limited, purposeful, and consistent with the general intent and purpose of Chapter 113.

The Master Sign Plan uses a coordinated, context-sensitive sign program contemplated by § 113-8 and recognized in planning practice as the best approach for master-planned communities. All three sign types share a common materials palette, color family, lettering style, and totem-derived design vocabulary. The Community Entry Feature uses the exact compatibility tools the City's Comprehensive Plan endorses in Policies FLU 1.6.7 and 1.6.8 — water features, architectural features, walls, landscape, hardscape, and setbacks — to create a compatible residential edge and an identifiable community entrance.

10. Conclusion and Request

The Silver Lake Master Sign Plan Amendment is a narrow, well-supported set of refinements to a sign program City Council already approved on July 1, 2025. The regulated signs are restrained, residential, and consistent with the substantive standards of § 113-11 on every dimension that protects community character — and on the wall surface area measure, actually smaller than the codified prototype. The five requested waivers are limited, purposeful, and consistent with the precedent Council has established in the Cresswind of Palm Beach approval and in the July 1, 2025 MSP-2025-02 approval.

We respectfully request that staff find the Master Sign Plan Amendment sufficient for transmittal to the City Council with a recommendation of approval. We are happy to meet with staff in advance of transmittal to walk through the booklet, the renderings, the Oaks of Westlake fabrication drawing at Attachment A, and the Regulated Sign Component vs. Architectural Entry Feature exhibit.

Respectfully submitted,

Coteleur & Hearing



Donaldson E. Hearing, ASLA

Principal

Attachments

Attachment A — Fabrication drawing for the *Oaks of Westlake* single-sided monument sign, dated November 1, 2024 (Art Sign Co., Inc.), reflecting the approved sign that became the codified Figure 113-11-3 prototype.

Attachment B — Silver Lake Master Sign Plan Booklet (revised), including the consolidated Waiver Table (Sheet 11 — five waivers), the Regulated Sign Component vs. Architectural Entry Feature exhibit, and the dimensioned plans for the Main Entry Sign (Sheet #6), the Secondary Entry Sign (Sheet #9A), and the Recreation Center Sign (Sheet #15).

Attachment D — Technical Memorandum to Nilsa Zacarias (Chen Moore & Associates), addressing the Sign Code intent, the deconstruction and evolution framing, and the substantive consistency analysis.