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Justification Statement

Chase Bank
5040 Seminole Pratt Whitney Road
Westlake, FL

Master Sign Plan request for Chase

Owners:

Grove Market Anderson LLC
Grove Market Courtland LLC
Grove Market SG2020 LLC
JBL Humblewood Center LLC

PCN: 77-40-43-01-01-001-0010

The owners of the Grove Market at Westlake Shopping Center seek approval of a Master Sign Plan for Chase located at 5040 Seminole Pratt Whitney Road, Westlake, FL.

Project History:

The subject property was originally approved by unincorporated Palm Beach County in 1995 and received multiple approvals listed below.

Petition No.	Application Request	Date of Approval
LGA 96-024	Land Use Amendment	August 22, 1996
1995-106	Rezoning	August 22, 1996
1995-106	Development Order Amendment	April 12, 1997
	Grove Market Plat (commercial plat) Approved	April 29, 1998
1995-106	DOA to add medical office and vet. clinic	October 1998
1996-106	DOA to add convenience store with gasoline sales	June 27, 2011
	Landscape changes to overall site	August 2016

On June 20, 2016 the property was annexed into the City of Westlake, the following approvals were granted as noted below.

Petition No.	Application Request	Date of Approval
MSP-2024-02	ALDI Sign Plan	December 2024
SPM-2024-02	Chase Bank Site Plan	February 2025

The current owners purchased the 9.98 acre shopping center in September 2022 from Loxahatchee Retail LLC.

Since the Chase Bank Site Plan was approved in February 2025, we are requesting the Master Sign Plan to allow for the following signage:

Project Description:

The Chase wall signs will be installed on the North, East and West sides of the building. The signage will be consistent in size, material and illumination - the size of each sign is measured at 18”H x 10’-6-³/₈” for a total of 20.7 square feet each. Since only two (2) signs are able to be approved via straight code, the third (3) wall sign will require a waiver. The waiver is listed in the summary deviation table within the Sign Plans package. There will be an ATM surround on the South elevation of the building with the copy measuring 7-¹/₈”H x 3’-5”L for a total of 2.3 square feet. The Chase wording and the logo will illuminate and will protrude 3/8” from the wall surround to give the sign some dimension.

Statement addressing the special standards and criteria that may be required for the particular application.

The proposed application addresses and satisfies all special standards and criteria required under Chapter 2 and Chapter 113 of the City of Westlake Code of Ordinances. The requested deviation to allow three (3) wall signs for Chase Bank is evaluated against the special criteria for architectural compatibility, public safety, and site geometry. The configuration of this specific outparcel presents an extraordinary physical circumstance, as it exposes three distinct structural facades to high-volume traffic and internal shopping center circulation. The placement of the third sign satisfies the special standard of avoiding driver distraction while successfully resolving an architectural branding vacancy. No other unique special exception standards, environmental criteria, or extra-jurisdictional constraints apply to this targeted signage scope, and the architectural design maintains full structural and material uniformity across all proposed signage faces.

Statement of Consistency with the Comprehensive Plan

The proposed signage plan for Chase Bank is consistent with, and furthers the goals, objectives, and policies of the City of Westlake Comprehensive Plan. The scale, location, and high-quality aesthetic integration of the proposed Chase Bank wall signs strictly support the commercial identity intended for the surrounding community design. The signage serves a critical public function by facilitating safe navigation and providing clear architectural identification for this vital Chase Bank financial institution on a newly developed outparcel. Furthermore, the design aligns with the city's economic objectives by utilizing Chase Bank's unified, energy-efficient corporate identity that matches Westlake's master architectural vision without introducing visual clutter or negative impacts on neighboring land uses.

Statements concerning compliance with applicable LDR's

The proposed signage plan for Chase Bank complies with all applicable Land Development Regulations (LDRs) of the City of Westlake, specifically Chapter 113 (Signs). All architectural permanent wall signs have been engineered to meet the structural, material finish, and illumination criteria set forth by the city's mandatory signage standards. A specific code deviation is requested through this application to allow a total of three (3) wall signs for this single-business use, representing one (1) additional wall sign beyond the standard allowance. This deviation is necessary due to the unique site geometry of the newly developed outparcel, which features three highly visible facades facing public rights-of-way and internal shopping center access drives. With the exception of this single requested waiver—which aligns with the regulatory flexibility contemplated under the city's master signage processes—the application fully complies with all copy area limits, maximum heights, and dimensional standards dictated by the City of Westlake Code of Ordinances.

Summary Statement

The Chase Bank signs proposed in this Master Sign Plan support the City's aesthetic standards through clean, well-defined branding that harmonizes with the surrounding built environment, while preventing visual clutter and motorist distraction. The requested deviation for one additional wall sign ensures safe architectural visibility on all three public-facing elevations of the new outparcel facility while maintaining complete design and material uniformity.

Sincerely,



Jennifer Ronneburger
President, GoPermit