



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 10/06/2026

PETITION DESCRIPTION

PETITION NUMBER: MSP-2026-06 Master Sign Plan – Chase Bank

OWNER: Grove Market Courtland LLC, Grove Market Anderson LLC, JBL Humblewood Center LLC, Grove Market SG2020 LLC

AGENT: GO Permit

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

ADDRESS: 5040 Seminole Pratt Whitney Rd. Westlake, FL.

REQUEST:

The applicant is requesting approval of a Master Sign Plan for Chase Bank, located within Grove Market Plaza. The proposed Master Sign Plan includes three (3) wall signs on the principal structure, located on the north, east, and west elevations of the building. In addition, the applicant proposes one (1) ATM sign associated with the Chase Bank facility.

SUMMARY

The applicant, GO Permit, as agent for the property owners, is requesting approval of a Master Sign Plan for the Chase Bank development located within Grove Market Plaza. The proposed Master Sign Plan includes three (3) wall signs on the principal structure, located on the north, east, and west elevations of the building. Additionally, the applicant proposes one (1) ATM sign associated with the Chase Bank facility.

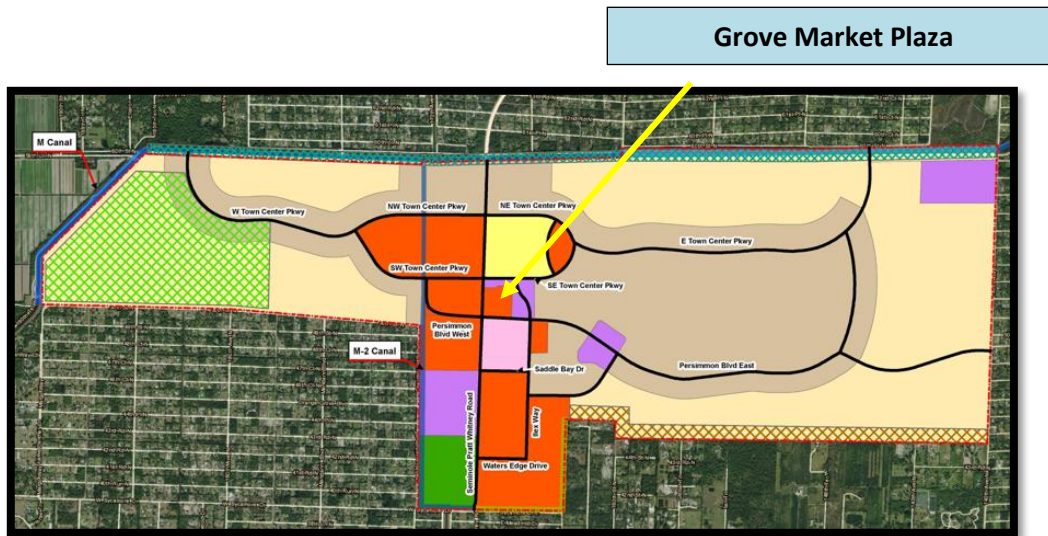
The application includes one (1) waiver from the City's sign regulations applicable to wall signs for a principal structure pursuant to Section 113-11. The requested waiver is to allow three (3) wall signs for the principal structure. The remaining proposed signage is subject to review for compliance with the applicable provisions of Chapter 113.

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: 9.98 acres (0.73 Chase Bank Outparcel)
- b. Land Use and Zoning
 - Existing Use: Commercial
 - Future Land Use: Downtown Mixed Use
 - Zoning: Mixed Use



BACKGROUND

The Grove Market Shopping Center was built by Stiles Corp in 1999, with the anchor space built to suit for the former Winn-Dixie store (currently approved for Aldi). 5060 Loxahatchee Retail, LLC acquired the center in September 2016 and owned it until 2022. In 2022, Grove Market LLC acquired the center and has owned the property since.

- On June 14, 2021 the City Council approved a Site Plan Modification (SPM-2021-02) to allow an upgrade to entire architectural façade of the Grove Market Shopping Center.
- On June 14, 2021 the City Council approved a Site Plan Modification (SPM-2021-01) to allow an upgrade to the 49,610 square foot Winn-Dixie grocery store, and 2,536 square foot liquor store (total 52,145 sq.ft.) at the Grove Market Shopping Center. The improvements include increasing 1,238 sq.ft. to grocery store floor plan, upgrading the façade and interior modifications to the current vacant grocery store space.
- On August 9, 2021, the City Council approved a Master Sign Plan (MSP-2021-05) to allow an upgrading to all wall signs, monument signs and tenant signs of the Grove Market Shopping Center.
- On October 11, 2021, the City Council approved Application SPR-2021-08 to upgrade the Grove Market at Westlake site Plan. The applicant included a landscaping plan, improvements to the parking area, the dumpster enclosures, and the covered walking area.
- On September 5, 2023, the City Council approved application SPM-2023-05 to modify the existing Grove Market Outparcel D, to increase the previously approved square footage for Building D from 3,675 square foot to an 8,317 square-foot, one-story building for retail and medical office use.

- On December 10, 2024, the City Council approved application SPM-2024-04 to modify the Grove Market shopping plaza building façade to accommodate a new 28,594 square foot grocery store (Aldi) and two (2) unspecified future retail tenants occupying 16,905 square feet and 6,646 square feet.
- On December 10, 2024, the City Council approved application MSP-2024-02 as an amendment to the Master Sign Plan of the Grove Market shopping plaza to replace the Winn Dixie wall sign with the new Aldi wall sign on the front building elevation.
- In February 2025, The City Council approved application SPM-2024-02, amending the Grove Market shopping plaza to allow for the development of “Chase Bank,” consisting of a 2,925-square-foot building with a drive-through facility.

STAFF ANALYSIS

The applicant is requesting approval of a Master Sign Plan for Chase Bank, a Bank with a drive-through facility located in the Grove Market Plaza, east of Seminole Pratt Whitney and north of Persimmon Blvd.

The proposed signage is compatible with the commercial character of the Grove Market development and is consistent with the scale and character of other commercial development approved within the City of Westlake. The proposed signage provides clear business identification while maintaining an appropriate relationship to the building architecture and surrounding development.

The proposal includes three (3) wall signs consisting of channel letters located on the north, east, and west elevations of the building. The placement of the wall signs provides identification of the Chase Bank facility from multiple approaches and building elevations while avoiding the need for additional freestanding signage. The channel-letter design provides a visually integrated appearance and allows portions of the building façade to remain visible.

The applicant is also proposing one (1) illuminated ATM sign to identify the drive-through ATM service. The ATM sign is designed with illuminated push-through letters and is intended to provide identification of the ATM facility for customers without creating additional large-scale signage on the building.

The proposed signage is not anticipated to create a visual obstruction or adversely affect visibility or traffic safety. The placement of the signs on the building elevations maintains clear sight lines within the site and does not interfere with pedestrian or vehicular circulation. Overall, the proposed signage provides functional identification and wayfinding while maintaining the commercial character and visual quality of the development and is consistent with the general intent and purpose of Chapter 113, Signs.

The subject application includes the following waiver:

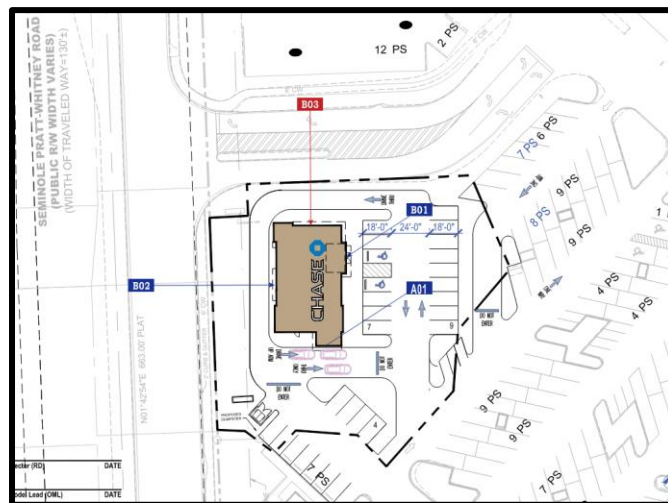
1. Wall Sign for Principal Structure: To permit three wall signs where Section 113-11 permits a maximum of two wall signs.

Per Chapter 113. Signs. 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 waivers:

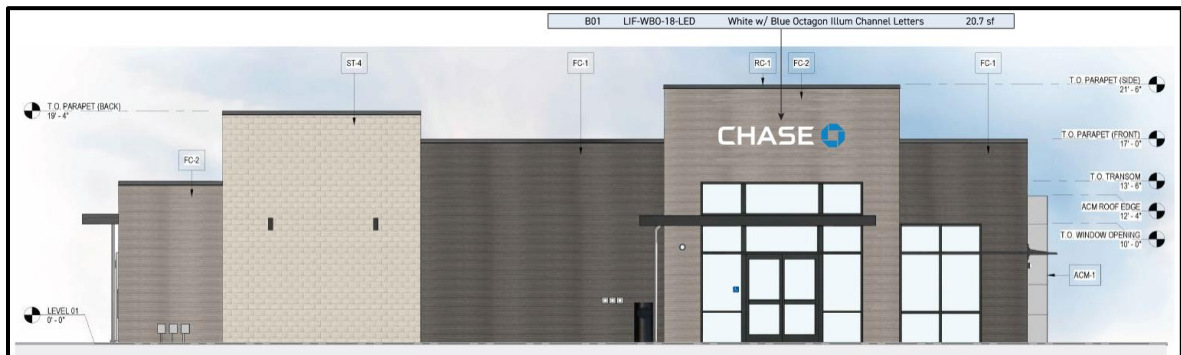
Sign Type	Code Requirement	Applicant Request	Deviation
Wall sign for principal structure of building identification or principal tenant	Two (2) signs max.	Three (3) wall signs	One (1) wall sign

Staff finds that the requested waiver for one additional wall sign is consistent with the general intent and purpose of Chapter 113. The third wall sign is located on a separate building elevation, is identical in size and design to the other wall signs, remains within the applicable wall-sign area limitation, and does not create excessive signage, visual clutter, sight-distance obstruction, or an adverse traffic-safety condition.

Proposed Signs Location



Proposed Sign East Elevation (B01)



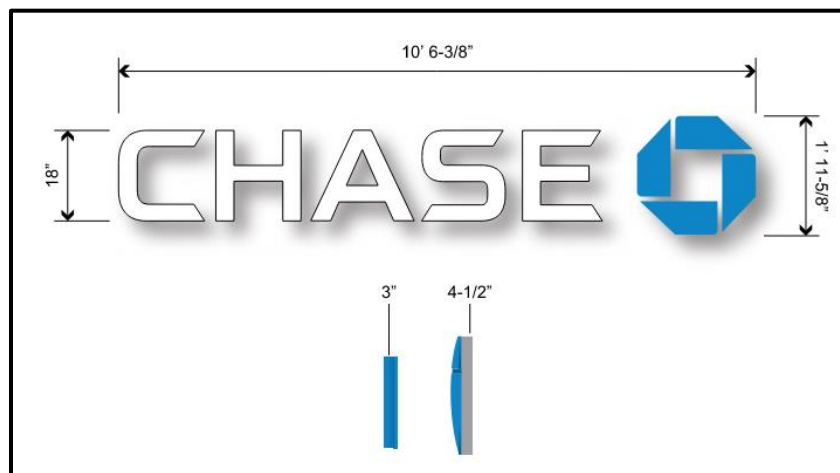
Proposed Sign - West Elevation (B02)



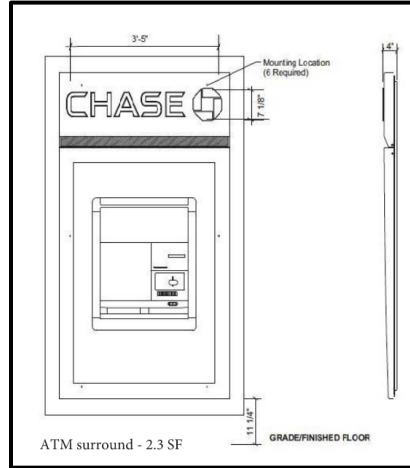
Proposed Sign - North Elevation (B03)



Proposed Wall Signs



Proposed ATM Sign (A01)



Proposed Sign Dimensions

Sign	Elevation	Area	Illumination	Waiver
B01	East	20.7 sq. ft.	Internally illuminated channel letters	No
B02	West	20.7 sq. ft.	Internally illuminated channel letters	No
B03	North	20.7 sq. ft.	Internally illuminated channel letters	Yes - Third wall sign
A01	South	2.3 sq. ft. copy area	Illuminated push-through copy	No

FINAL REMARKS

MSP-2026-06 will be heard by the City Council on October 6, 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.