

LOWES AT WESTLAKE MASTER SIGN PLAN

Master Sign Plan Review (MSP-2025-05)

Justification Statement

Revised: August 28, 2025

On behalf of Lowe's Home Center, below please find a revised Justification Statement, originally submitted by Creech Engineering on June 24th, and now revised per staff's comments, dated August 1, 2025.

The Lowe's Home Center to be located on Pod G North was recently approved at the August 5, 2025 City Council meeting, will consist of 111,409 sq ft under air, with a 25,568 sq ft Garden Center located on 10.64 acres in the northern portion of Pod G. All landscaping in relation to the signs proposed in the enclosed Master Sign Plan shall be provided and installed in compliance with City of Westlake Land Development Regulations, Chapter 107.

I. Applicable Code of the City of Westlake

Section 113-8 of the City of Westlake's Land Development Regulations requires the following:

Sec. 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. A master sign plan may be considered for two or more signs.

(1) The city council may vary the size, setback requirements, number, and type of signs as part of a master sign plan application, provided the city council determines an application complies with the general intent and purpose of this chapter.

(2) The master sign plan shall indicate location, number, size, font, color, type of sign, landscaping, and illumination of proposed signs. The master sign plan shall be guided by the purpose and intent section of this chapter. Application for a master sign plan shall include the following:

a. An overall plan identifying location of all proposed signs on the parcel, except window signs.

b. The layout of all proposed signs including:

i. Elevations plans drawn to scale and depicting all permanent signs placed or to be placed on the building on the parcel.

ii. A plan, drawn to scale, indicating the location of all permanent freestanding signs erected or to be erected on the parcel, including setbacks; depicting the sign type, dimensions, color, style, material, and

- copy area; and the method of supporting the signs.
- iii.
- iv. The types of illumination to be used for each type of sign.
- v. Method of attachment for all signs placed or to be placed on the building or the parcel.
- c. A calculation of copy area for each individual sign.
- d. The placement of signs on the buildings.
- e. A deviation table on drawing identifying deviations from the requirements of this chapter. .

II. Identified Deviations from Chapter 113 - The deviations proposed by the applicant are as follows:

Sign Type	Code Requirement (Section 113-11-7)	Applicant Request	Deviation
Wall Sign for Principal Structure/ Building ID LOWE'S	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" (3') Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building	277 SF Max. 1 1 108.4 " (9',4") ✓	+187 SF +76.8" (6',4')
Wall Sign for Principal Structure/ Garden Center	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building Cabinet Sign Not Permitted	99.65 SF Max. 1 1 26.5" ✓	+ 9.65 SF +1 +Cabinet sign
Wall Sign for Principal Structure/ Pro Services	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building Cabinet Sign Not Permitted	74 SF Max. ✓ ✓ 30" ✓	+1 +1 +Cabinet sign

Tenant Specific Directional Signage (Secondary/Individual Ground Sign)	Copy Area = Max. 4' sf. Sign Faces = 2 Max number of signs – per approval Height = 4' max. Exempt from sign-base requirements No advertising copy Logos not more than 50% of copy area permitted by master sign plan only	16' sf. ✓ 1 7' ✓ ✓ ✓ ✓	+ 12' sf. +3'
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III. Waiver Request I – Lowe’s Principal Wall Sign - Copy Area and Letter Size

Pursuant to Chapter 113 of the City of Westlake Code, a “*Wall Sign for principal structure or building identification or principal tenant*” is allowed a maximum size of 90 Square Feet on a façade fronting a Right of Way. Additionally, sign letters shall not exceed 36 inches (or 3 feet) in height, including lowercase letters. The proposed wall sign for the Lowe’s at Westlake, placed at the peak of the Lowe’s Store Façade, facing Seminole Pratt Whitney Road, is 328. 2 sq ft (3,938.4 inches) in overall size, with a Copy Area of 277 sq ft (3,324 inches), and the tallest letter being 9 feet four inches in height.



The nearest currently existing roadways to the proposed Lowe's site are Seminole Pratt Whitney Road, Town Center Parkway North, and Town Center Parkway South. The Internal Central Roadway that will provide access to the site is platted but not yet built.

Based on google earth aerial measurements, which are enclosed for the City's review and consideration, Seminole Pratt Whitney Road is a minimum of 1,038 feet (**equaling 3.46 football fields**) from the eastern boundary of the Lowe's Site. Town Center Parkway South is approximately 872 feet (**equaling 2.9 football fields**) from the southern boundary of the proposed Lowe's site. Town Center Parkway North is approximately 1,323 feet (**equaling 4.41 football fields**) from the boundary of the proposed Lowe's site. Just as an illustrative example, the traditional display size (aka. Copy Area) for middle/high school football scoreboards typically range from 20'-24'W x 8'-10'H. Using the largest size of the provided range, given all the lengths described above are many times larger than one football field, 24'W X 10'H equals 240 sq ft in Copy Area for the traditional local football scoreboard.

Given this example, and the distances involved, the 90 square feet provided by the code is woefully insufficient in this case. Not only is the proposed Lowe's site many football fields away from all existing roadways, but the proposed Lowe's will be surrounded on the North, East and South sides by outparcels which will one day include single story retail, further impeding visibility as to the Lowe's site.

The 3-foot letter size is also completely insufficient for comfortable readability based on the distances of 872 feet to 1,323 feet involved here, as readability of 3-foot letters is only easily readable at 360 feet and is just-barely readable at a maximum distance of 900 feet, based on readily available data.¹

(Continued on next page)


¹ <https://www.thesignchef.com/letter-sizing-calculator>
<https://www.signs.com/blog/signage-101-letter-height-visibility/>

Letter Height	Maximum Readable Distance	Readable Distance For Good Impact	Readable Distance For Best Impact
3"	75'	30'	15'
4"	100'	40'	20'
6"	150'	60'	30'
8"	200'	80'	40'
9"	225'	90'	45'
10"	250'	100'	50'
12"	300'	120'	60'
15"	375'	150'	75'
18"	450'	180'	90'
24"	600'	240'	120'
30"	750'	300'	150'
36"	900'	360'	180'
42"	1,050'	420'	210'
48"	1,200'	480'	240'
54"	1,350'	540'	270'
60"	1,500'	600'	300'

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By Letter Size

How far can you read a 4" tall Letter? Or any other size letter for that matter? To find out the answer, just select the letter size from the drop down list below.



Select letter size

36" ▼

900 Feet Maximum Viewable Distance:

360 Feet Distance for Easy Readability:

180 Feet Distance for Maximum Impact:

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Therefore, given the realities of this Site and the limitations of human vision, the Applicant respectfully requests a waiver from the requirements of Chapter 113 of the City of Westlake Code, as to “Wall Sign for principal structure or building identification or principal tenant”, and maximum letter size.

² <https://www.thesignchef.com/letter-sizing-calculator>

³ <https://www.thesignchef.com/letter-sizing-calculator>

IV. Requested Waiver II – Wall Sign for Principal Structure – Garden Center – Copy Area & Type of Sign

Pursuant to Chapter 113 of the City of Westlake Code, a “Wall Sign for principal structure or building identification or principal tenant” is allowed a maximum size of 90 Square Feet on a façade fronting a Right of Way. Additionally, sign letters shall not exceed 36 inches (or 3 feet) in height, including lowercase letters. The proposed wall sign over the entrance to the Garden Center on the front store façade is proposed to have a Copy Area of 99.65 sq ft (1195.80 inches), with a maximum letter height of 26.5”. The garden center sign is one of two proposed Secondary wall signs at the Site.




As previously discussed, in relation to the Lowe’s Wall Sign, readability of signage is exponentially impacted by distance from the sign. In this case, if a potential store patron is attempting to navigate the site from the back of the Lowe’s Parking lot (approx. 350 feet), and using the 35” letter height indicated as the easily readable font size for a distance of 350 feet, the Copy Area of the Garden Center sign needs to be a minimum of 66 sq ft (792 inches) in copy area to be easily readable from the back part of the proposed Lowe’s Parking lot closest to the East Boundary of the Site (please see the distance versus letter size calculator results below).

(Continued on next page)

Visibility By Feet

All you do is put in the viewing distance and the calculator will automatically show you how big your letters should be.



Approximate Viewing Distance?

350Feet

14" Inches

Minimum Height:

35" Inches

Height for Easy Readability:

70" Inches

Height for Maximum Impact:

By Letter Size

How far can you read a 4" tall Letter? Or any other size letter for that matter? To find out the answer, just select the letter size from the drop down list below.



Select letter size

35"▼

875 Feet

Maximum Viewable Distance:

350 Feet

Distance for Easy Readability:

175 Feet

Distance for Maximum Impact:

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Given the realities of this Site and the limitations of human vision, the Applicant respectfully asserts that the 66 sq ft (792 inch) copy area maximum for the garden center wall sign is inadequate to safely direct pedestrian and vehicular traffic (specifically for loading and unloading large or bulky items to patron’s personal vehicles) to the Garden Center area of the store.

While a cabinet style sign is not permitted by code, Lowe’s typically uses this application for wall signage for their Garden Center. The entire face of the sign is illuminated, creating a bright, uniform glow to adequately direct patrons to this secondary entrance.

Therefore, the Applicant respectfully requests a waiver from the requirements of Chapter 113 of the City of Westlake Code as to “*Wall Sign for principal structure or building identification or principal tenant*”, to allow the proposed sign copy area of 95.65 sq ft for the Garden Center sign, which is just over the 90 SF Max. requirement for copy area.

V. Requested Waiver III – Wall Sign for Principal Structure – Pro Services - Type of Sign & Number of Signs

Pursuant to Chapter 113 of the City of Westlake Code, a “*Wall Sign for principal structure or building identification or principal tenant*” is allowed a maximum size of 90 Square Feet on a façade fronting a Right of Way. Additionally, sign letters shall not exceed 36 inches (or 3 feet) in height, including lowercase letters. The proposed wall sign over the entrance to the Pro Services entrance on the front store façade is proposed to have a Copy Area of 74 sq ft (888 inches), with a maximum letter height of 30”. The pro-service sign is one of two proposed Secondary wall signs on the building façade.

⁴ <https://www.thesignchef.com/letter-sizing-calculator>

VI. Requested Waiver IV – Tenant Specific Directional Ground Sign – Lowe’s - Copy Area & Sign Height

Pursuant to Chapter 113 of the City of Westlake Code, a “Tenant-specific directional sign” is allowed a maximum sign copy area of 4 square feet, with up to 2 sign faces. Additionally, the sign height shall not exceed a maximum height of 4 feet. This proposed ground sign for Lowe’s will have a maximum copy area of 16 square feet, with a minimum letter size of 4”. The maximum height of the sign will be 7 feet.

This monument ground sign for tenant identification is consistent with the design proposed for all monument ground signs for tenant identification currently being reviewed as proposed in the Parcel G North Master Sign Plan. Parcel G proposes to have up to 18 monument ground signs (including this one for Lowes) for tenant identification for the use of future tenants within this large commercial parcel.

Thank you.