

Parcel H, Sub-parcel F-1 “Westlake Palms”

MASTER SIGN PLAN REVIEW

(MSP-2024-01)

Justification Statement

July 30, 2024

Introduction

The Applicant is pleased to submit this request for the master sign plan review for a shopping center mixed use building in Westlake Landings (Parcel H, Sub-parcel F-1). Parcel H is located centrally within the w on the west side of Seminole Pratt Whitney Road, just north of Seminole Ridge High School.

Background

The original Minto Westlake site is located East and West of Seminole Pratt Whitney Blvd., South of 60th Street North, and North of 50th Street N, East of Mead Hill Drive, and 44th Street North, East of 190th Terrace North and West of 140th Avenue North. Per the adopted Comprehensive Plan, the 3,788.60-acre property has FLUA designations of R1, R2, DTMU, Civic, OS&R and SE Overlay. Portions of the Minto Westlake site have been sold since the adoption of the Comprehensive Plan.

The original Minto Westlake is roughly co-extensive with Seminole Improvement District (SID), a legislatively created special district with the authority to provide public infrastructure and services and to operate district facilities. SID provides drainage, water, and wastewater services for the subject property, and owns a canal right-of-way and/or easement for access and drainage from the subject site running approximately four miles south to the C-51 Canal.

Historic and Recent Planning and Zoning Entitlements

Prior to the City’s incorporation, Palm Beach County issued several Development Orders to Minto permitting development on Minto’s property that is now within the City of Westlake. Specifically, the County approved Resolution 2014-1646 (as later amended by 2014-1892) rezoning the Westlake Property, and Resolutions 2014-1647 and 2014-1648 approving Hotel and College/University as requested uses on the Westlake Property. At that same time, Palm Beach County revised its Comprehensive Plan and Unified Land Development Code (“ULDC”) to facilitate development of the Westlake Property pursuant to Ordinances 2014-030 and 2014-031. At the same time, to address the County’s traffic concurrency requirements related to the approved density and intensity, Minto entered into a Proportionate Fair Share Agreement with Palm Beach County dated October 29, 2014.

Subsequent to incorporation, Minto proceeded with the development of its property pursuant to the County Development Orders and the Interim Code. The City has adopted its own Comprehensive Plan and has implemented land development regulations (“LDRs”). Further, most of the conditions of approval contained in the County development orders have either been completed or are superseded by the City’s Comprehensive Plan, Land Development Regulations and state law. As a result, on December 01, 2021, Minto notified the City of Westlake of its intention to hereinafter proceed under § 163.3167(5) to complete development of its density and intensity vested by the Proportionate Fair Share Agreement and state law, pursuant to the City’s Comprehensive Plan and Land Development Regulations.

Subject Request

The Applicant is requesting approval of a master sign plan for this proposed commercial shopping center mixed use site known as “Westlake Palms” within Parcel H, “Westlake Landings,” situated on sub-parcel F-1 on the previously platted Parcel H site. Sub-parcel F-1 consists of 1.30 acres and will contain 10,400 square feet of commercial mixed uses within up to 7 bays of space in the proposed one (1) building. The site plan for Westlake Palms is currently under review with the Planning department.

The master sign plan for Parcel H was previously approved for the benefit of all the parcels within Westlake Landings. The only update proposed for Parcel H overall was as follows: On March 14, 2022, a master sign plan was approved for sub-parcel G (Westlake Commerce Center) which included minor update to the Westlake Landings Master Sign Program.

Parcel H – Westlake Landings Individual & Secondary Ground Signs: For the benefit of Parcel F-1 and other parcels within Westlake Landing, the applicant is requesting approval to allow for customized individual and or secondary individual ground signs as an alternative the approved Westlake Landings individual ground sign. Deviations, however, can only be approved through an application for Master Sign Plan approved by the city council. Alternative designs should be generally consistent in size and mass with the Westlake Landing standards. Secondary individual ground signs shall contain no more than 6 tenants and a project name. For sub-parcel F-1 the applicant is modifying the Westlake Landings (Parcel H) approved Master Sign Plan by replacing one secondary (1) ground sign (6 tenants) along Landings Drive (not yet installed) with a Westlake Palms Ground Sign (alternative Secondary Ground Sign) with up to 6 tenants and project name designed specifically for the Westlake Palms commercial building. This ground sign will be designed in concert with the theme of the proposed architecture of the building. The applicant intends to install art at this site and is currently working with a famous local artist (Mark Fuller) on a design proposed to be integrated with this unique ground sign. An Art in Public Places application will be submitted to the City for review in the near future.

With regard to sub-parcel F-1, Westlake Palms specifically, the following is proposed:

Principal Tenant Wall Sign:

The applicant is requesting up to eight (8) principal tenant “wall signs”: three (3) on the east

side, three (3) on the west side and one (1) each on the north and south sides. These signs are intended for the larger space holding tenants and are proposed to have a maximum of 30" letters with 2 lines of copy and may contain a maximum 30" logo. Principal tenants occupying the north end or south end bays will be permitted to have an additional wall sign on either corner of the building, but not on both corners of either the north or south side of the building.

Secondary Tenant Wall Sign:

The applicant is requesting up to eight (8) secondary tenant "wall signs"; four (4) on the east side and four (4) on the west side of the building. These signs are intended for the smaller space holding tenants and are proposed to be a maximum of 24" letters with 2 lines of copy and may contain a maximum 30" logo.

This building contains 2 visible sides for tenant identification: the east side facing the street (Landings Drive) and the west side facing the parking area. Signage on both sides of the building is essential for way finding and operational success.

Building Wall ID Sign: A building ID sign will be located on the north side of the building. This sign is proposed to contain 2 lines of copy at a maximum letter height of 36" and include the Westlake Palms logo at a maximum of 36".

Building Address:

The applicant is requesting two (2) building address signs (street number only); one on the Westlake Palms ground sign and the second on the Building ID sign on the north side of the building. The address assigned is 4931 Seminole Pratt Whitney Road, with Units 1000, 1100, 1200, 1300, 1400, 1500 and 1600 assigned to each bay beginning at the north end, running south. The street number will be located on top of the Building Wall ID sign, as well as on the Westlake Palms ground sign. The address numbers will be a minimum of 6" in height.

Door Window Address Signs:

There may be a unit number address located on each tenant's entrance door, conforming to the Westlake sign code and not exceeding 20% of the glass area.

Waiver Request

Pursuant to the Westlake sign code and the applicant's proposed signage program identified herein and illustrated in the Westlake Palms Master Sign Program booklet included, there are waivers being requested. These waivers are identified on the table provided on the following page for each proposed sign type.

The standard Westlake sign code anticipates suburban design configurations. The applicant is implementing a traditional (New Urban) design configuration. The building is designed to engage the street (Landings Drive) on the east side as well as for parking on the south and west sides of the building. Signs are needed to allow identification of the occupying tenants to those areas.

Examples of similar design applications include Northlake Gardens opposite Costco on Northlake Blvd. Also, Bermudiana in Abacoa.

WESTLAKE PALMS MASTER SIGN PROGRAM – WAIVER TABLE

SIGN TYPE	CODE REQ'MT.	APPLICANT REQUEST	DEVIATION
<p><i>Wall Sign For Ground Floor uses with Separate Entrances at Ground Level</i></p> <p>PRINCIPAL TENANT WALL SIGNS (Southeast corner = 3) (Southwest corner = 3) (Northeast corner = 3) (Northwest corner = 3) (East side = 1) (West side = 1)</p>	<p>2 signs per tenant (with double ROW frontage)</p> <p>Copy – 2 lines</p> <p>Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space)</p> <p>Max. letter height – 24"</p>	<p>2 per tenant – 1 street facing sign and 1 parking facing sign (3 signs for corner tenants)</p> <p>Copy – 2 lines with 30" Logo</p> <p>Copy Area - 70 sf. (2.5 sf per linear foot of façade)</p> <p>Max. letter height – 30"</p>	<p>+4</p> <p>+ 1 Logo ea. sign</p> <p>+1 sf per LF of Facade</p> <p>+6"</p>
<p><i>Wall Sign For Ground Floor uses with Separate Entrances at Ground Level</i></p> <p>SECONDARY TENANT WALL SIGNS (East side = 4) (West side = 4)</p>	<p>2 signs per tenant (with double ROW frontage)</p> <p>Copy – 2 lines</p> <p>Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space)</p>	<p>2 signs per tenant – 1 street facing sign and 1 parking facing sign</p> <p>Copy – 2 lines with 24" Logo</p> <p>Copy Area – Max. 70 sf. (2 sf per linear foot of façade)</p>	<p>+ 4 facing parking</p> <p>+ 1 Logo ea. sign</p> <p>+5 sf. per LF of Facade</p>
<p><i>Wall Sign for Principal Structure or Building Identification or Principal Tenant</i></p> <p>BUILDING ID WALL SIGN (North side = 1)</p>	<p>Copy – 1 sign or 1 message</p>	<p>1 building name – 2 lines with 36" Logo</p>	<p>+ 1 Line, +1 Logo ea. sign</p>

Conclusion

The Applicant is requesting approval of Westlake Palms Master Sign Program as presented. The Applicant will work closely with Staff to bring this application to completion as quickly as possible. The Applicant and the entire development team are available to answer any questions Staff might have and/or provide necessary information to supplement the information provided in the submittal.