



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 9/3/24

PETITION DESCRIPTION

PETITION NUMBER: MSP-2024-01 Westlake Palms Master Sign Plan (Westlake Landings, Parcel F1)

OWNER: Minto PBLH LLC

APPLICANT: Cotleur & Hearing

ADDRESS: 16950 Persimmon Blvd. West, Westlake, FL 33470

PCN: Portion of 77-40-43-01-17-000-0021

REQUEST: The applicant is requesting approval of a Master Sign Plan for a commercial shopping center known as “Westlake Palms” located in Parcel F1, within the Westlake Landings development. Parcel F1 consists of 1.3 acres and will contain one (1) 10,400 square feet building. The subject application includes eight (8) waivers.

SUMMARY

The applicant is requesting approval of a Master Sign Plan for the Westlake Palms development, a 1.3 acres of commercial shopping center, per *Chapter 6. Sign. Section 6.9 Master Sign Plan*. The subject application includes the following waivers: Four (4) for Principal Tenant Wall Signs, three (3) for Secondary Tenant Wall Signs, one (1) for Building ID Sign, totaling eight (8) waivers.

The Master Sign Plan proposes for the building, up to 8 (eight) Principal Tenant Wall Signs, eight (8) Secondary Tenant Wall Signs, one (1) Monument Sign, one (1) Building Address, one (1) Building ID Sign and one (1) artwork.

A Site Plan Review application (SPR-2024-03) is being processed concurrently to develop one commercial building. The proposed commercial shopping center use includes a 10,400 sq. ft. building with seven (7) tenant bays and 520 sq.ft. outdoor seating area.

STAFF RECOMMENDATION

Based upon the facts and findings contained herein, the **Planning and Zoning and Engineering Departments** have no objections of the above referenced application.

BACKGROUND

The subject application is requesting approval for a master sign plan for a commercial shopping center situated on parcel F-1. Parcel F1 is within “Westlake Landings” Master Site Plan, a commercial plaza located west of Seminole Pratt Whitney Road on a 50.826 acres that was originally approved by City Council on June 14, 2021. “Westlake Landings” is to be developed as a Property Owners Association (POA) with individual owners within the development. The subject plaza consists of a number of parcels that will be developed according to market driven demand.

- The master sign plan for the Westlake Landings was previously approved for the benefit of all the parcels within Westlake Landings.
- On March 14, 2022, a master sign plan was approved for the Westlake Warehouse in Parcel G, which included minor update to the Westlake Landings Master Sign Program.

The subject Master Sign Plan application will be heard concurrently with the Site Plan Review application by City Council on September 3, 2024.

STAFF ANALYSIS

The applicant is requesting approval of a Master Sign Plan for the Westlake Palms development, a 1.3 acres of commercial shopping center contain a 10,400 square feet building, per *Chapter 6. Sign. Section 6.9 Master Sign Plan*. The subject application includes the following waivers: Four (4) for Principal Tenant Wall Signs, three (3) for Secondary Tenant Wall Signs, one (1) for Building ID Sign, totaling eight (8) waivers.

The proposed Master Sign Plan includes all of the following signs:



Per Chapter 6. Sign. Section 6.9 Master Sign Plan: *The City Council, at the time of development order or site plan approval or amendment, may waive one 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.*

(A) 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.

As part of the subject Master Sign Plan, the applicant is requesting the following waiver's from the City Code Section 6.20 (Permitted Signs):

A. Principal Tenant Wall Signs

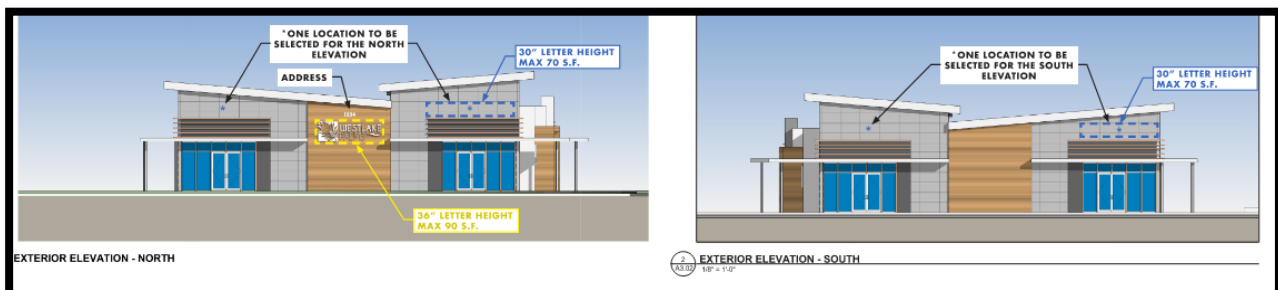
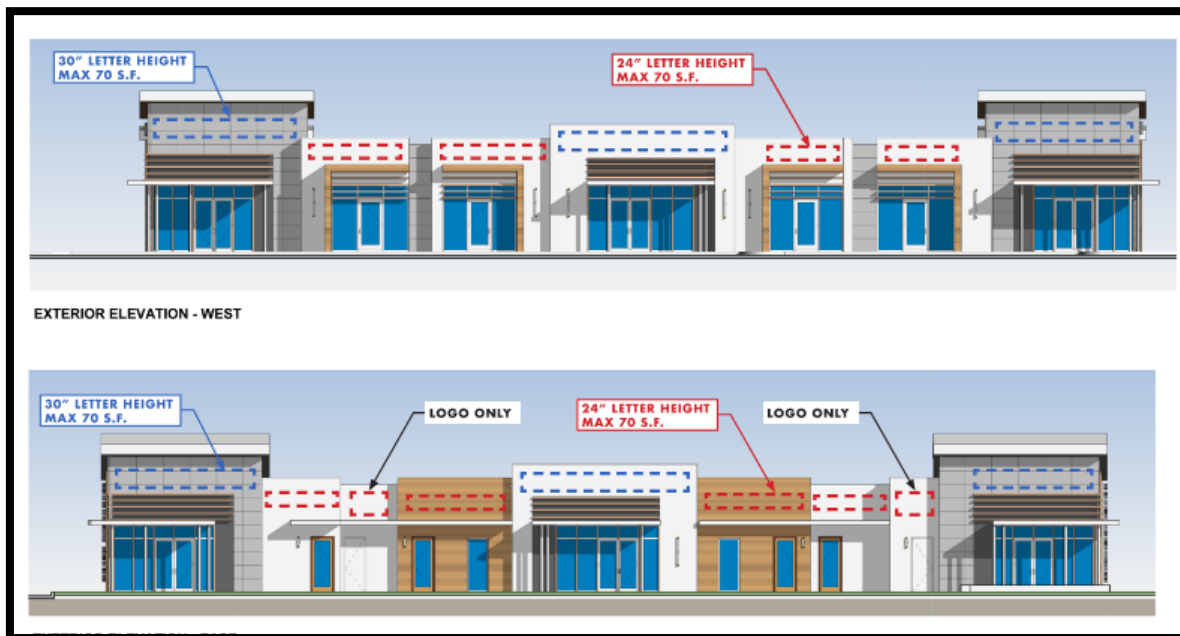
The applicant is requesting sign code waivers in terms of copy area.

- 2 sign per tenant – 1 street facing sign and 1 parking facing sign (3 signs for corner tenants).
- 2 lines of copy with 30" logo.
- copy area to be 70 square feet(2.5 sf per linear foot of façade).
- maximum letter height of 30".

B. Secondary Tenant Wall Signs:

The applicant is requesting code waivers in terms of copy area.

- 2 Signs per Tenant – 1 street facing sign and 1 parking facing sign.
- 2 lines of copy with 24" Logo
- A maximum of 70 square feet (2 sf per linear foot of facade)



C. Principal Structure:

The applicant is requesting code waivers in terms of copy area.

- 2 lines with 36" Logo

The following table presents all 8 waivers being requested:

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

Tenant Leasing Scenarios

Tenants located in corner bays 1, and 7 will be permitted to have three (3) Principal Tenant Wall signs. Bay 4 will be permitted to either have two (2) Principal Tenant Wall signs. Tenants located in bay 2, 3, 5, and 6 will be permitted to have (2) Secondary Tenant Wall signs.

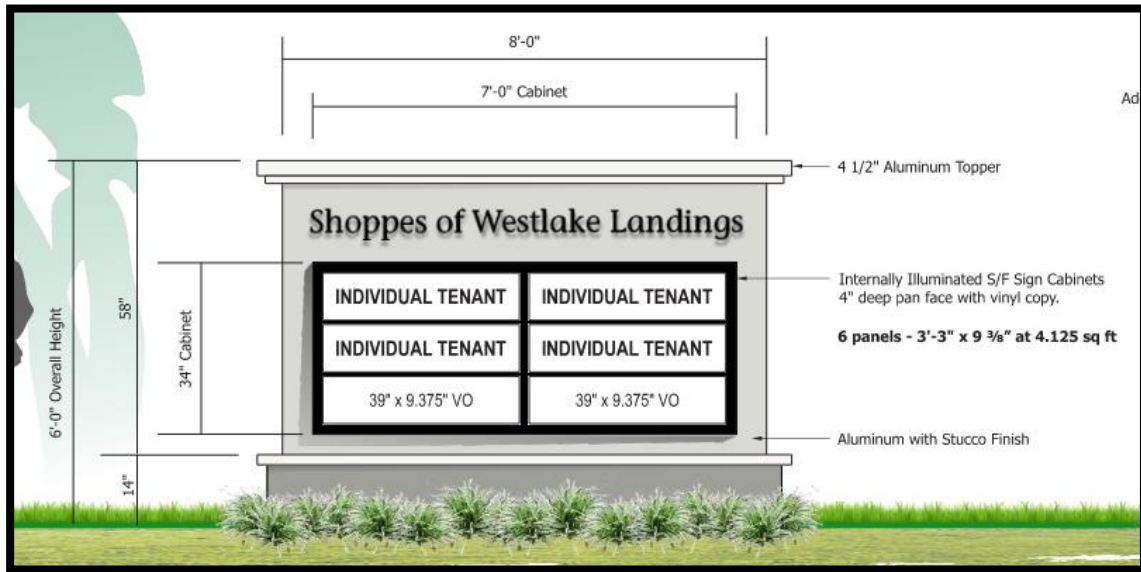
The following scenario was provided by the applicant to demonstrate possible tenant signage.

Scenario #1 demonstrates scenario of signage for option for the tenants were the signs may be permitted

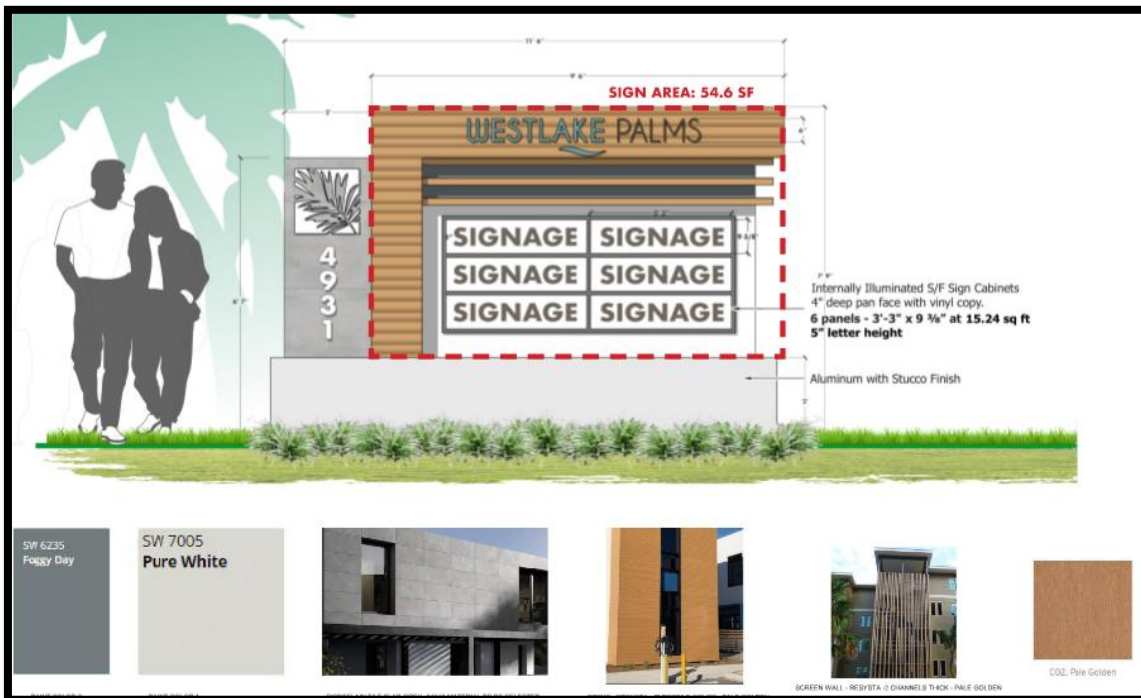


The applicant is requesting a revision to the Westlake Landings approved master sign plan replacing one (1) secondary ground sign (6 tenants) along Landings Drive (not installed) with a Westlake Palms ground sign (with up to 6 tenants). The proposed ground sign has a different architectural design than the rest of the Westlake Landings ground signs. The applicant proposes a new design to be compatible with the building's architecture and the artwork that will be submitted for City Council approval as part of the Arts in Public Places application.

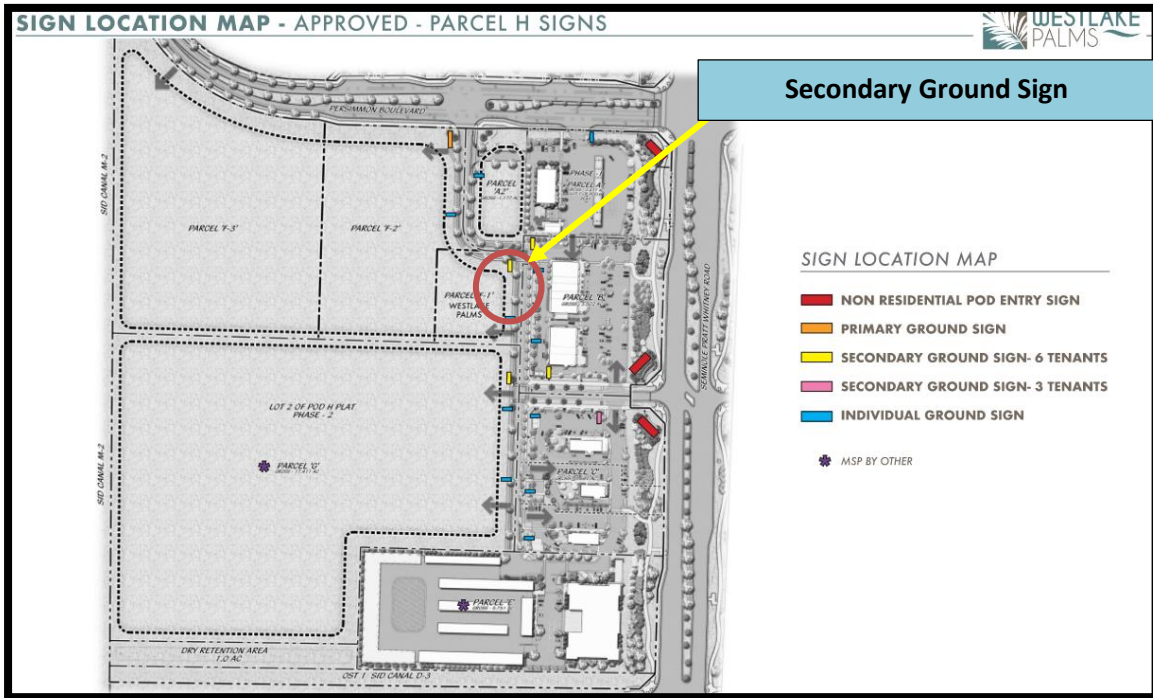
Previously Approved Secondary Ground Sign (proposed to be replaced)



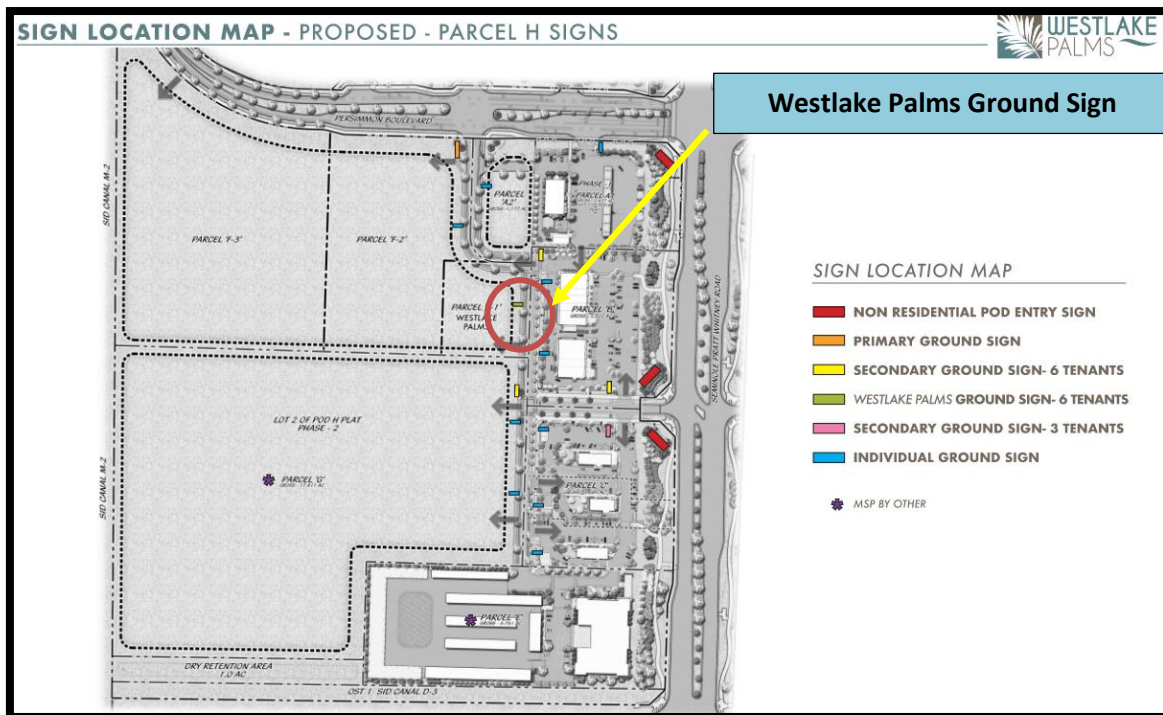
Proposed Ground Sign



Approved Master Sign Plan



Proposed Master Sign Plan



FINAL REMARKS

MSP-2024-01 will be heard by the City Council on September 3, 2024. The public hearing was advertised in compliance with the City’s code. Based upon the facts and findings contained herein, **the Planning and Zoning and Engineering Departments** have no objections of the above referenced application.