

City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 9/3/24

PETITION DESCRIPTION

PETITION NUMBER:	MSP-2024-01 <u>Westlake Palms Master Sign Plan (Westlake Landings, Parcel F1)</u>				
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 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.

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

STAFF ANALYISIS

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

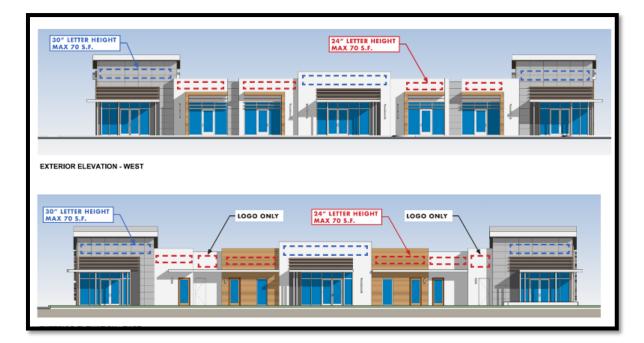
The applicant is requesting sign code waivers in terms of copy area.

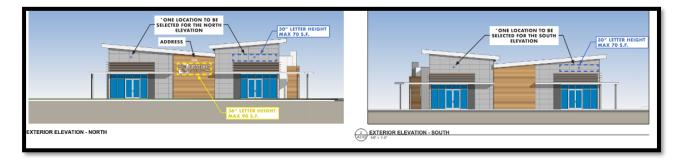
- 2 sign per tenant 1 street facing sign and 1 parking facing sign (3 signs for corner tenants).
- 2 lines of copy with 30" logo.
- copy area to be 70 square feet(2.5 sf per linear foot of façade).
- maximum letter height of 30".

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 Ear Ground Floor uses with Separate Entrances at Ground Level 2 signs per tenant (with double ROW frontage) 2 per tenant - 1 street facing sign and 1 parking facing sign (3 signs for corner tenants) 44 PRINCIPAL TENANT WALL SIGNS (Southwest corner = 3) (Northeast corner = 3) (I.ast side = 1) Copy - 2 lines Copy Area - Max. 70 sf. (1.s f. per linear foot of façade of tenant space) Copy Area - 70 sf. (2.5 sf per linear foot of façade) +1 sf per LF of Facade 4 Wall Sign For Ground Floor uses with Separate Entrances at Ground Level 2 signs per tenant (with double ROW frontage) Max. letter height - 30" +6" 4 Wall Sign For Ground Floor uses with Separate Entrances at Ground Level 2 signs per tenant (with double ROW frontage) 2 signs per tenant (with double ROW frontage) 46" 4 facing parking facing sign SECONDARY TENANT WALL SIGNS (East side = 4) (West side = 4) Copy - 2 lines Copy - 2 lines with 24" Logo +1 Logo ea. sign facing sign 3 Waivers Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy - 1 sign or 1 message 1 building name - 2 lines with 36" Logo +1 Line, +1 Logo ea. sign 1 Waiver		-		1	
Separate Entrances at Ground Leveldouble ROW frontage)sign and 1 parking facing sign (3 signs for corner tenants)4PRINCIPAL TENANT WALL SIGNS (Southwest corner = 3) (Northeast corner = 3) (Northwest corner = 3) (Iast side = 1)Copy - 2 linesCopy - 2 lines with 30" Logo+ 1 Logo ea. sign + 1 sf per LF of Facade4Wall Sign For Ground Floor uses with Separate Entrances at Ground Level2 signs per tenant (with double ROW frontage)2 signs per tenant - 1 street facing sign and 1 parking facing sign and 1 parking facing sign and 1 parking facing sign and 1 parking facing sign (Last side = 1)4Wall Sign For Ground Floor uses with Separate Entrances at Ground Level2 signs per tenant (with double ROW frontage)2 signs per tenant - 1 street facing sign and 1 parking facing sign facing sign+ 1 Logo ea. sign + 4 facing parking facing sign facing signSECONDARY TENANT WALL SIGNS (East side = 4) (West side = 4)Copy - 2 lines Copy - 2 linesCopy - 2 lines with 24" Logo per linear foot of facing eign facing sign+ 1 Logo ea. sign + 5 sf. per LF of Facade3 WaiversWall Sign for Principal Structure or Building Identification or Principal TenantCopy - 1 sign or 1 message1 building name - 2 lines with 36" Logo+ 1 Line, +1 Logo ea. sign1 Waiver	SIGN TYPE	CODE REQ'MT.	APPLICANT REQUEST	DEVIATION	
PRINCIPAL TENANT WALL SIGNS (Southeast corner = 3) (Northeast corner = 3) (Northwest corner = 3) (Northwest corner = 3) (Northwest corner = 3) (Northwest corner = 3) (East side = 1) Copy - 2 lines Copy - 2 lines with 30" Logo + 1 logo ea. sign 4 Wall Sign For Ground Floor uses with Separate Entrances at Ground Level Copy - 2 lines Copy - 2 lines with 24" Logo + 4 facing parking facing sign and 1 parking facing sign 4 SECONDARY TENANT WALL SIGNS (East side = 4) Copy - 2 lines Copy - 2 lines with 24" Logo + 1 logo ea. sign Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy - 1 sign or 1 message 2 signs por 1 building name - 2 lines with 36" Logo + 1 line, +1 logo ea. sign 3	Wall Sign For Ground Floor uses with	2 signs per tenant (with	2 per tenant – 1 street facing	+4	
PRINCIPAL TENANT WALL SIGNS (Southeast corner = 3) (Northeast corner = 3) (Northwest corner = 3) (Northwest corner = 3) (Northwest corner = 3) (Northwest corner = 3) (East side = 1) (West side = 1)Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) . Max. letter height - 24" Max. letter height - 24" Max. letter height - 30" to uble ROW frontage)Copy Area - 70 sf. (2.5 sf per linear foot of façade)+ 1 Logo ea. sign + 1 sf per LF of Facade4 WaiversWall Sign For Ground Floor uses with Separate Entrances at Ground Level (East side = 4) (West side = 4)2 signs per tenant (with double ROW frontage)2 signs per tenant - 1 street facing sign and 1 parking facing sign+ 4 facing parking facing sign3 WaiversWall Sign for Principal Structure or Building Identification or Principal TenantCopy - 1 sign or 1 message1 building name - 2 lines with 36" Logo+ 1 Line, +1 Logo ea. sign1 Waiver	Separate Entrances at Ground Level	double ROW frontage)	sign and 1 parking facing sign		
[Southeast corner = 3) (Southeast corner = 3) (Northeast corner = 3) (Northwest corner = 3) (East side = 1)Copy Area - Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) . Max. letter height - 24"Copy Area - 70 sf. (2.5 sf per linear foot of façade)+ 1 logo ea. sign + 1 sf per LF of Facade4 WaiversWall Sign For Ground Floor uses with Separate Entrances at Ground Level (West side = 4)2 signs per tenant (with double ROW frontage)2 signs per tenant - 1 street facing sign and 1 parking facing sign+ 4 facing parking + 4 facing parking facing sign3 WaiversWall Sign for Principal Structure or Building Identification or Principal TenantCopy - 1 sign or 1 message1 building name - 2 lines with 36" Logo+ 1 logo ea. sign1 Waivers			(3 signs for corner tenants)		
(Southwest corner = 3) (Northeast corner = 3) (Northwest corner = 3) (East side = 1)Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) . Max. letter height – 24" Max. letter height – 30"Copy Area – 70 sf. (2.5 sf per linear foot of façade)+1 sf per LF of FacadeWall Sign Ear Ground Floor uses with Separate Entrances at Ground Level2 signs per tenant (with double ROW frontage)2 signs per tenant – 1 street facing sign and 1 parking facing sign+4 facing parking facing sign-SECONDARY TENANT WALL SIGNS (East side = 4)Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space)Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space)So upper tenant – 1 street facing sign and 1 parking facing sign+1 Logo ea. signWall Sign for Principal Structure or Building Identification or Principal TenantCopy – 1 sign or 1 message1 building name – 2 lines with 36" Logo+1 Line, +1 Logo ea. sign1 Waivers	PRINCIPAL TENANT WALL SIGNS				
(Northeast corner = 3) (Northwest corner = 3) (East side = 1) (West side = 1)Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space)Copy Area – 70 sf. (2.5 sf per linear foot of façade)+1 sf per LF of FacadeWall Sign For Ground Floor uses with Separate Entrances at Ground Level2 signs per tenant (with double ROW frontage)2 signs per tenant - 1 street facing sign and 1 parking facing sign+4 facing parking facing signSECONDARY TENANT WALL SIGNS (East side = 4) (West side = 4)Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space)Copy Area – Max. 70 sf. (2 signs per tenant - 1 street facing sign and 1 parking facing sign+1 logo ea. signWall Sign for Principal Structure or Building Identification or Principal TenantCopy - 1 sign or 1 messageCopy - 1 sign or 1 message1 building name - 2 lines with 36" logo+1 Line, +1 logo ea. signWaivers	(Southeast corner = 3)	Copy – 2 lines	Copy – 2 lines with 30" Logo	+ 1 Logo ea. sign	4
(Northwest corner = 3) (East side = 1)(1.5 sf. per linear foot of façade of tenant space) . Max. letter height - 24"linear foot of façade)Facade(West side = 1)Wall Sign For Ground Floor uses with Separate Entrances at Ground Level2 signs per tenant (with double ROW frontage)2 signs per tenant (with double ROW frontage)2 signs per tenant - 1 street facing sign and 1 parking facing sign+ 4 facing parking facing signSECONDARY TENANT WALL SIGNS (East side = 4) (West side = 4)Copy - 2 lines Copy Area - Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space)Copy Area - Max. 70 sf. (2 sf per linear foot of façade)+ 1 Logo ea. signWall Sign for Principal Structure or Building identification or Principal TenantCopy - 1 sign or 1 message1 building name - 2 lines with 36" Logo+ 1 Line, +1 Logo ea. sign1 Waivers	, · · · · · · · · · · · · · · · · · · ·				Waivers
(East side = 1) (West side = 1)façade of tenant space) . Max. letter height - 24"Max. letter height - 30" +6"Wall Sign For Ground Floor uses with Separate Entrances at Ground Level2 signs per tenant (with double ROW frontage)2 signs per tenant - 1 street facing sign and 1 parking facing sign+4 facing parking +4 facing parking +1 Logo ea. signSECONDARY TENANT WALL SIGNS (East side = 4) (West side = 4)Copy - 2 lines Copy - 2 linesCopy - 2 lines with 24" Logo per linear foot of façade of tenant space)+1 Logo ea. signWall Sign for Principal Structure or Building Identification or Principal TenantCopy - 1 sign or 1 message1 building name - 2 lines with 36" Logo+1 Line, +1 Logo ea. sign1 Waivers	(Northeast corner = 3)			•	
(West side = 1) Max. letter height - 24" Max. letter height - 30" +6" Wall Sign For Ground Floor uses with Separate Entrances at Ground Level 2 signs per tenant (with double ROW frontage) 2 signs per tenant - 1 street facing sign and 1 parking facing sign +4 facing parking SECONDARY TENANT WALL SIGNS (East side = 4) Copy - 2 lines Copy - 2 lines with 24" Logo +1 Logo ea. sign (West side = 4) Copy Area - Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) Copy Area - Max. 70 sf. (200 Area - Max. 70 sf. (2 sf per linear foot of façade) +.5 sf. per LF of Facade 3 Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy - 1 sign or 1 message 1 building name - 2 lines with 36" Logo +1 Line, +1 Logo ea. sign 1			linear foot of façade)	Facade	
Max. letter height - 24" Max. letter height - 30" +6" Wall Sign For Ground Floor uses with Separate Entrances at Ground Level 2 signs per tenant (with double ROW frontage) 2 signs per tenant - 1 street facing sign and 1 parking facing sign +4 facing parking SECONDARY TENANT WALL SIGNS (East side = 4) (West side = 4) Copy - 2 lines Copy - 2 lines with 24" Logo +1 Logo ea. sign Copy Area - Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) Copy Area - Max. 70 sf. (1.5 sf. per linear foot of façade) +.5 sf. per LF of Facade % Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy - 1 sign or 1 message 1 building name - 2 lines with 36" Logo +1 Line, +1 Logo ea. sign 1 waiver		façade of tenant space)			
Wall Sign For Ground Floor uses with Separate Entrances at Ground Level 2 signs per tenant – 1 street facing sign and 1 parking facing sign + 4 facing parking SECONDARY TENANT WALL SIGNS (East side = 4) (West side = 4) Copy – 2 lines Copy – 2 lines with 24" Logo + 1 Logo ea. sign Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade) Second façade * .5 sf. per LF of Facade * .5 sf. per LF of Facade Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy – 1 sign or 1 message 1 building name – 2 lines with 36" Logo + 1 Line, +1 Logo ea. sign 1 waiver	(West side = 1)				
Separate Entrances at Ground Level double ROW frontage) facing sign and 1 parking facing sign facing sign facing sign SECONDARY TENANT WALL SIGNS (East side = 4) Copy - 2 lines Copy - 2 lines with 24" Logo +1 Logo ea. sign 3 (West side = 4) Copy Area - Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) Copy Area - Max. 70 sf. (2 sf per linear foot of façade) +.5 sf. per LF of Facade 3 Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy - 1 sign or 1 message 1 building name - 2 lines with 36" Logo +1 Line, +1 Logo ea. sign 1		U	V		
SECONDARY TENANT WALL SIGNS (East side = 4) (West side = 4) Copy - 2 lines Copy - 2 lines with 24" Logo + 1 Logo ea. sign Copy Area - Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) Copy Area - Max. 70 sf. (2 sf per linear foot of façade) +.5 sf. per LF of Facade 3 Waivers Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy - 1 sign or 1 message 1 building name - 2 lines with 36" Logo +1 Line, +1 Logo ea. sign 1 Waiver			•••	+ 4 facing parking	
SECONDARY TENANT WALL SIGNS (East side = 4) (West side = 4) Copy - 2 lines Copy - 2 lines with 24" Logo + 1 Logo ea. sign 3 (West side = 4) Copy Area - Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) Copy Area - Max. 70 sf. (2 sf per linear foot of façade) + 1 Logo ea. sign 3 Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy - 1 sign or 1 message 1 building name - 2 lines with 36" Logo + 1 Line, +1 Logo ea. sign 1	Separate Entrances at Ground Level	double ROW frontage)			
(East side = 4) (West side = 4)Copy - 2 lines Copy Area - Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space)Copy - 2 lines with 24" Logo Copy Area - Max. 70 sf. (2 sf per linear foot of façade)+ 1 Logo ea. sign +.5 sf. per LF of Facade3 WaiversWall Sign for Principal Structure or Building Identification or Principal TenantCopy - 1 sign or 1 message1 building name - 2 lines with 36" Logo+ 1 Line, +1 Logo ea. sign1 Waivers			facing sign		
(West side = 4) Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) Copy Area – Max. 70 sf. (2 sf per linear foot of façade) +.5 sf. per LF of Facade Waivers Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy – 1 sign or 1 message 1 building name – 2 lines with 36" Logo +1 Line, +1 Logo ea. sign 1 Waivers					
(West side = 4) Copy Area – Max. 70 sf. (1.5 sf. per linear foot of façade of tenant space) Copy Area – Max. 70 sf. (2 sf per linear foot of façade) +.5 sf. per LF of Facade Waivers Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy – 1 sign or 1 message 1 building name – 2 lines with 36" Logo +1 Line, +1 Logo ea. sign 1 Waiver	. ,	Copy – 2 lines	Copy – 2 lines with 24" Logo	+ 1 Logo ea. sign	3
Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy – 1 sign or 1 message 1 building name – 2 lines with 36" Logo + 1 Line, +1 Logo ea. sign 1 Waiver	(West side = 4)				J J
Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy – 1 sign or 1 message 1 building name – 2 lines with + 1 Line, +1 Logo ea. sign 1				•	waivers
Wall Sign for Principal Structure or Building Identification or Principal Tenant Copy – 1 sign or 1 message 36" Logo + 1 Line, +1 Logo ea. sign 1 Waiver		· ·	per linear foot of façade)	Facade	
Building Identification or Principal Tenant Copy - 1 sign or 1 message 1 building name - 2 lines with 36" Logo + 1 Line, +1 Logo ea. sign 1 building name - 2 lines with ea. sign		façade of tenant space)			
Building Identification or Principal Tenant Copy - 1 sign or 1 message 1 building name - 2 lines with 36" Logo + 1 Line, +1 Logo ea. sign 1 building name - 2 lines with ea. sign					
Building Identification or Principal Tenant Copy - 1 sign or 1 message 1 building name - 2 lines with 36" Logo + 1 Line, +1 Logo ea. sign 1 building name - 2 lines with ea. sign	Mall Gran for Drinning Characteries				
or Principal Tenant message 36" Logo ea. sign 1 Waiver			4 building some 2 lines with		
Waiver	0 1				
	or Principal Tenant	message	30° LOGO	ea. sign	
	BUILDING ID WALLSIGN				Waiver
BUILDING ID WALL SIGN					
(North side = 1)	(North side = 1)				

Tenant Leasing Scenarios

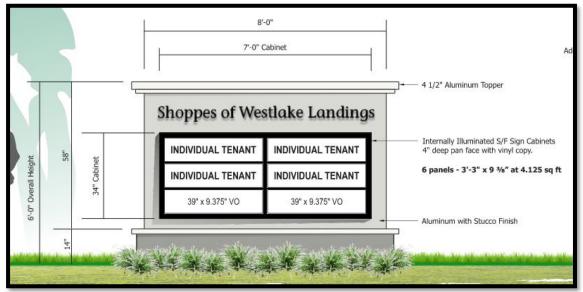
Tenants located in corner bays 1, and 7 will be permitted to have three (3) Principal Tenant Wall signs. Bay 4 will be permitted to either have two (2) Principal Tenant Wall signs. Tenants located in bay 2, 3, 5, and 6 will be permitted to have (2) Secondary Tenant Wall signs.

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.

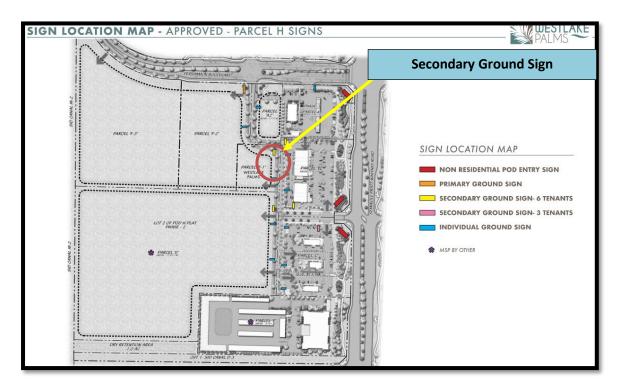


Previously Approved Secondary Ground Sign (proposed to be replaced)

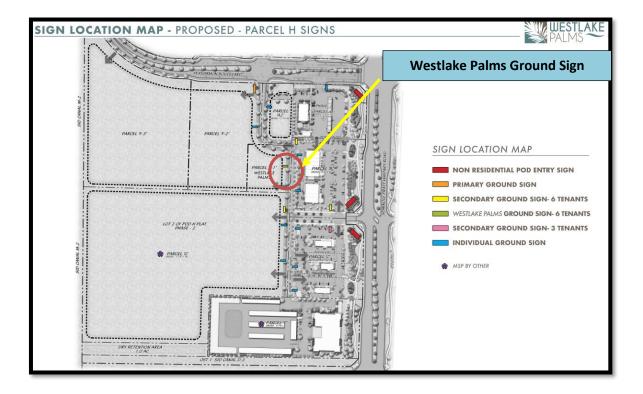
Proposed Ground Sign



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.