

PUBLIX at Westlake Plaza

Master Sign Plan Amendment

Justification Statement - Revised Waivers

November 12, 2020

Introduction

Westlake is pleased to soon become home to a PUBLIX shopping plaza, located on 20.321 acres in the southern portion of Pod G. The PUBLIX grocery store will consist of approximately 48,000 square feet and will include three (3) outparcels housing a fast-food restaurant with a drive-thru, a sit-down restaurant, and a bank with a drive thru. A future retail tract is earmarked for approximately 65,000 square feet to accommodate additional retail, office and medical uses. In all, consisting of 140,000 square feet, this plaza will be located between Town Center Parkway, to its north and Persimmon Blvd. West to its south. The three outparcels will be located to the east, abutting Seminole Pratt Whitney Road. Pod G-South is uniquely positioned, as contemplated in the master planning process of Westlake, to house such a retail shopping plaza, not only conveniently located to serve the residents of Westlake, but also serving the western community.

As a companion to the request for Site Plan Approval the applicant is requesting approval for a Master Signage Plan which allow for a comprehensive and coordinated approach to signage for the entire parcel. Master Signage Plans are encouraged as they provide for greater flexibility to serve the specific needs of a development and result in a more aesthetically pleasing design.

Background

The 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 newly adopted Comprehensive Plan, the 3,788.60-acre property has FLUA designations of R1, R2, DTMU, Civic, OS&R and SE Overlay. To provide consistency with the Development Order and existing zoning, the plan states the FLUA designation as Agricultural Enclave. The property is currently in active construction.

Minto Westlake is roughly co-extensive with 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

On October 29, 2014, the property received approval from the Board of County Commissioners for a Comprehensive Plan Amendment (Ordinance 2014-030), Rezoning and Preliminary Master Plan (Resolution 2014-1646), and Requested Uses (Resolutions 2014-1647 and 1648).

Ordinance No. 2014-030 approved an amendment to the Comprehensive Plan for the site-specific Agricultural Enclave, including a Conceptual Master Plan and Implementing Principles. The Ordinance also made various text changes to the Plan related to the Agricultural Enclave Future Land Use. These Amendments were codified and are included as part of the Palm Beach County's Comprehensive Plan.

Resolution No. 2014-1646 approved the Zoning application for the Minto West Traditional Development District. The Resolution included rezoning the property from Agricultural Residential (AR) and Public Ownership (PO) Zoning Districts to the Traditional Town Development (TTD) Zoning District.

Resolution No. R-2014-1647 approved a Requested Use for a College or University to be located within the property.

Resolution No. R-2014-1648 approved a Requested Use for a Hotel to be located within the property.

The Board of County Commission approved a corrective resolution (No. R-2014-1892), which amended Engineering Condition E.9 of Resolution 2014-1646 to add "iii. Notwithstanding the foregoing, no connection of Persimmon Boulevard shall be made to 140th prior to the issuance of the 2700th dwelling unit permit."

On June 20, 2016, the City of Westlake became the 39th municipality in Palm Beach County.

On January 23, 2017, the City approved an amendment to the Final Master Plan (MPA-2016-01), which allowed minor adjustments to the pod boundaries and acreages of Pods F, P, Q, R, L, and PC-1, dwelling unit allocations, and rights-of-way.

On November 13, 2017, the City approved an amendment (MPA-2017-01) to the Final Master Plan, which allowed minor adjustments to the pod boundaries, acreages, and dwelling units of Pods R and Q. Eleven dwelling units were transferred from Pod R to Pod Q.

On March 12, 2018, Ordinance No. 2017-05 approved the adoption of the City of Westlake Comprehensive Plan and Future Land Use Map.

Ordinance No. 2018-04 approved an amendment to the City's interim Land Development Code to modify the TDD Block Dimensions and Street Design Standards.

Ordinance No. 2018-05 approved an amendment to the City's interim Land Development Code to modify the TND land use, general standards, lot size and setback regulations.

On April 4, 2018, Resolution No. 2018-12 approved the final plat for Town Center Parkway South, Phase II.

On May 14, 2018, Resolution No. 2018-11 approved the final plat for Town Center Parkway Phase II.

On July 3, 2018, Resolution No. 2018-14 approved the amended final plat for Town Center Parkway South, Phase II.

On July 3, 2018, Resolution No. 2018-15 approved the final plat for Ilex Way Phase 1.

On September 10, 2018, Resolution No. 2018-16 approved the final plat for the Meadows of Westlake Phase 1.

On September 10, 2018, Resolution No. 2018-20 approved the final plat for Del Webb at Westlake. This application has been formally withdrawn.

On September 24, 2018, Resolution No. 2018-24 approved the final plat for the School Site C-3.

On September 24, 2018, Resolution No. 2018-25 approved the final plat for Persimmon Boulevard East, Plat 2.

On October 8, 2018, Resolution No. 2018-28 approved the final plat for Waters Edge Drive.

On December 14, 2018, the City of Westlake approved an amendment (MPA-2018-02) to the Final Master Plan, which allowed minor adjustments to the pod dwelling units of Pods M, O, P, S and to modify the pod acreages of Pods M, P, S, PC-2 and PC-3.

On January 14, 2019, Resolution No. 2019-01 approved the final plat for Ilex Way II.

On January 14, 2019, Resolution No. 2019-02 approved the final plat for Ilex Way III.

On January 14, 2019, Resolution No. 2019-03 approved the final Packing House plat.

On January 14, 2019, Resolution No. 2019-04 approved the final plat for Cresswind 'Pod P'.

On March 11, 2019, Resolution No. 2019-07 approved the final plat for Meadows of Westlake Phase II.

On March 11, 2019, Resolution No. 2019-08 approved the final plat for Westlake Civic Tract.

On March 20, 2019, The City of Westlake approved an amendment (MPA-2019-01) to the Final Master Plan, which allowed minor adjustments to the boundaries, acreages and dwelling unit allocation in Pods P, S, and N.

On May 9, 2019, The City of Westlake approved an amendment to (MPA-2019-02) to the final Master Plan which allowed minor adjustments to the dwelling unit allocation in Pods M and R.

On April 8, 2019, Resolution No. 2019-10 approved the final plat for Sky Cove Phase 1A (Pod M).

On April 8, 2019, Resolution No. 2019-11 approved the final plat for Sky Cove Phase 1B (Pod M).

On July 8, 2019, Resolution No. 2019-12 approved the final plat for 7-Eleven Gas Station.

On July 8, 2019, Resolution No. 2019-15 approved the Site Plan for 7-Eleven Gas Station.

On July 8, 2019, Resolution No. 2019-16 approved the Requested Use for 7-Eleven Gas Station.

On August 12, 2019 Resolution No. 2019-18 approved the Plat for Pod K.

On August 12, 2019, Resolution No. 2019-19 approved the Plat for Pod R (Meadows Phase 2).

On August 12, 2019 Resolution No. 2019-20 approved the Plat for Kingfisher.

On September 9, 2019, Ordinance No. 2019-6 established the Mandatory Signage Design.

On September 9, 2019, Ordinance No. 2019-7 established the Mandatory Landscaping Design and Buffers.

On September 23, 2019, Ordinance No. 2019-9 established Chapter 3 and Adopting of the Zoning Map.

On February 10, 2020, Ordinance No. 2019-10 established Regulations for Parking within the City of Westlake.

On October 28, 2019, Resolution No. 2019-28 approved the Re-plat of Persimmon West.

On October 28, 2019, Resolution No. 2019-32 approved the Requested Use for ISTF.

On October 28, 2019, Resolution No. 2019-31 approved the Site Plan for ISTF Phase 1A.

On October 28, 2019, Resolution No. 2019-33 approved the ISTF Plat.

On October 28, 2019, Resolution No. 2019-35 approved the 7-Eleven 2.0 Requested Use.

On October 28, 2019, Resolution No. 2019- 34 approved the Site Plan for 7-Eleven 2.0.

On October 28, 2019, Resolution No. 2019-36 approved the Plat for Pod H.

On November 4, 2019, Resolution No. 2019-29 approved the Plat for Ilex Way Phase III.

On November 4, 2019, Ordinance 2019-12 approved Chapter 1 (Administration).

On November 4, 2019, Ordinance 2019-13 approved Chapter 2 (Land Development).

On November 4, 2019, Resolution 2019-38 approved the Plat for Christ Fellowship Church West Campus.

On December 9, 2019, Resolution No. 2019-39 approved the Site Plan for Christ Fellowship Church West Campus.

On December 9, 2019, Resolution No. 2019-40 approved the Site Plan for the International Soccer Training Facility Phase 1B (ISTF).

On May 11, 2020, Resolution No. 2020-09 approved the Plat for Cresswind Palm Beach Phase 2 (Pod P), A/K/A (Pod P-1).

On May 11, 2020, Resolution No. 2020-08 approved the final plat for Persimmon Boulevard East Plat 3.

On June 08, 2020, Resolution 2020-10 approved the Plat for Sky Cove Phase 1B (Pod M).

On June 08, 2020, Resolution 2020-12 approved the Plat for Groves of Westlake (Pod 0).

On June 08, 2020, Resolution 2020-13 approved the Plat for Tract PC-5 (PBC Tax Collector's and DMV offices)

On June 08, 2020, Resolution 2020-14 approved the Site Plan for the PBC Tax Collector's and DMV offices.

On July 13, 2020, Resolution 2020-16 approved the Site Plan for the Cresswind Palm Beach Amenity Center.

On July 13, 2020, Resolution 2020-11 approved the Final Plat for Green Lane.

On August 10, 2020, Resolution 2020-03 approved a Site Plan Amendment for 7-Eleven 1.0 .

On August 10, 2020, Resolution 2020-04 approved a Site Plan Amendment for 7-Eleven 2.0.

On August 10, 2020, Resolution 2020-05 approved the Final Plat for Persimmon Boulevard East Plat 4.

On August 10, 2020, Resolution 2020-22 approved the Final Plat for Groves of Westlake Phase 2.

On September 14, 2020, Resolution 2020-26 approved the Final Plat for Pod T – Estates of Westlake.

Subject Request

In tandem with the site plan and master plan currently in the review process, the applicant is requesting approval of a “Master Sign Plan” for the Publix at Westlake Plaza. Pursuant to Section 6.9 of the City Signage Code. The Master Sign Plan details the proposed Non-residential Pod Entry Signs, Ground Signs, Publix Wall sign (Principal Tenant Sign), Wall signs for the Publix Pharmacy and Publix Liquors, as well as Wall signs to be used for the building’s retail tenants. The Master Signage Plan conforms to the requirements of Section 6.9 (C) (1-5).

The Site design orients the Publix grocery store and attached inline retail uses towards Seminole Pratt Whitney Road to the east and Persimmon Blvd. (West) to the south. There will be six points of vehicular access to the site, three from Town Center Parkway (West) from the north, and three from Persimmon Boulevard West, from the south. The western most access point on both Town Center Parkway and Persimmon Boulevard West are intended to primarily support the service and delivery functions of the plaza.

As noted previously the overall project site contains 20.321 acres. The Publix at Westlake Plaza will be developed in multiple phases as market demand dictates. The first phase of development will include 59,387 square feet of commercial retail / shopping center uses. Publix will anchor the center with a 48,387 square foot grocery store. At build out of all phases the project will contain 140,000 square feet of commercial use. All future development on the site will be subject to the review and approval of the City of Westlake and City Council.

The project Signage has been developed to comply with the general intent of Article 6, Signage, however, PUBLIX has specific sign criteria that prompts the need for several waivers to the City’s sign code. Waivers are permissible when approved as a part of a Master Signage Plan. A summary of the proposed sign types and the requested deviations is provided below.

Non-Residential Pod Entry Monument Signs

The MSP includes 2 Non-Residential Pod Entry Monument Signs (NRPES). One is provided at the intersection of Town Center Parkway (TCP) and Seminole Pratt Whitney (SPW) and a second is provided at the Corner of Persimmon Boulevard and SPW. Both NRPES are consistent with the location, size and design criteria of Section 6.20 Figure 6.3.

Ground Signs for Commercial Buildings within Pods

Two “Ground Signs for Commercial Buildings with Pods” (Ground Signs) are permitted per LDR Section 6.20 on both Town Center Parkway and Persimmon Boulevard. The Pod frontage on each respective roadway is in excess of 700 linear feet. The applicant is proposing ground signs at each of the two north-south access roads on both Persimmon Boulevard and Town Center

Parkway. The Ground Signs have been scaled in size to recognize a hierarchy in the importance of the access road. The Primary Ground Signs at the main (full access) access road along the front of Publix is larger than the Secondary Ground Sign at the eastern most access points. The ground signs exceed the minimum separation requirements of 60' and maintaining a 10' setback from the right of way line.

The **Secondary Ground Signs** are consistent with the maximum 8' height and 15' width. The actual sign dimensions are 8' x 10.5' or 84 SF. The 84 SF area is less than the maximum 120 SF. The sign face is 49.6 SF. less than the allowable 60 SF and the sign has less than the allowable 6 tenants. The Base however is only 17" or 1.42' which is less than the required 2.4 feet (8 x 30%= 2.4'). This is a deviation of .98 feet.

The **Primary Ground Signs** are 17' in height and exceeds the height allowance of 8 ft provided for in LDR Section 6.20 -Table 6.1 The Ground Sign is 17 in height and 12 feet in width. The Overall sign area is 255 square feet which exceeds the 120' requirement of Table 6.1. This is a deviation of 135 square feet. The Ground Sign Copy area is 144 square feet which exceeds the 60 square foot allowance of Table 6.1. This is a deviation of 84 square feet. The Primary Ground Sign contains 9 tenant names which exceeds the allowance of 6 which is a deviation of 3. The base of the Primary Ground Sign is 2.5' which exceeds the minimum of 2' requirement but deviates from the 30% of height requirement by 2.6' feet (17 x 30% = 5.1 feet).

Individual **/Outparcel Ground Signs** are proposed for the three out parcel sites. These Ground Signs are appropriately sized and smaller than the Primary and Secondary Ground Sign. The signs are 5' in height and 8 feet in width with a total sign area of 40 square feet which is well below the allowable 120 square feet. The Ground Sign Copy area is 19.83 square feet well below the allowable 60 square feet. The sign base is 1.17 feet which is less than the 2-foot requirement of Table 6.1. This is a deviation of .83 feet.

The waivers and increased sign area are justified because of the extreme lack of visibility from Seminole Pratt Whitney. An 80 foot densely planted and bermed landscape buffer exists along Seminole Pratt Whitney which completely obscures all visibility to the retail shopping center from the primary arterial roadway serving the property. Visibility to signage is paramount for the survival of retail uses. With the rapid structural shift to online shopping, brick and mortar signage identification has never been more important.

Wall Signs for Principal Structure or Building Identification or Principal Tenant

The applicant is proposing three (3) Principal Structure Wall Signs facing the adjacent public road right of way of Seminole Pratt Whitney, consisting of "**Pharmacy Drive thru**", "**Publix Food & Pharmacy**" and "**Presto ATM**". It should be noted that the "Publix Liquors" sign is above a separate storefront with a separate entrance and is considered to be one of the nine (9)

tenants of the Principal Structure, within the code definition of *“Wall Signs for Ground Floor Uses with Separate Entrances at Ground Level”*.

In addition, the applicant is proposing two (2) Principal Structure Wall Signs on the south side of the building facing Persimmon Boulevard, consisting of **“Publix Food & Pharmacy”** and **“Consult Your Pharmacist..” (sign at the drive thru window)**. These signs are appropriately positioned to enhance the architectural appearance of the respective facades. Each of the wall signs are 81.6 square feet well below the 90 square feet allowable. The maximum Letter size is 3 feet consistent with the requirements of Table 6.1. The applicant is proposing 2 lines of copy with the letter size of the second line limited to 1 foot. Table 6.1 does not identify a second line of copy as being permissible however we believe a second line is appropriate for a retail shopping center given 2 lines of copy are allowed for in-line tenant wall signs.

Publix Stores include an internal full-service pharmacy. The pharmacy functions like a sub tenant in the building and therefore it is important that signage for the pharmacy be provided. The applicant is proposing a Wall Sign stating *“ Pharmacy Drive Thru”* on the east elevation facing Seminole Pratt Whitney. This wall sign contains 2 lines of copy. Letters are limited to 1.33 feet in size. The maximum copy area is limited to 43.4 square feet, which is well below the maximum of 70' square feet allowable for the in-line tenant wall signs (Wall Signs for Ground Floor Uses with Separate Entrances at Ground Level).

The applicant is proposing a small drive thru canopy sign facing Persimmon Boulevard. This sign is important for wayfinding and easy identification of the drive thru for customers. The letters are limited to 8 inches in height (.66 feet) with a maximum copy area of 16.91 feet. The wall sign conforms to the 80 percent of width with 10% clear on all sides. This sign functions like an in-line tenant ground sign.

Wall Signs for Ground Floor Uses with Separate Entrances at Ground Level

These Wall signs are proposed for the inline ground floor users at the shopping center. The proposed Wall signs conform to the requirements of Table 6.1. The Master Signage Plan proposes both single row and double rows of copy to complement the architectural design of the building. Tenant wall signs are less than the allowable 70 square feet and do not exceed 80% of the surface they are applied to. Maximum letter size will be 2 feet consistent with the requirements of Table 6.1.

Canopy Directional Signs for Drive Through Facilities

Canopy directional signs are proposed for the west elevation of the drive thru pharmacy canopy. This sign is limited to *“Entry Only”* and *“Clearance 12'-8”* consistent with the intent of the Table 6.1. These signs are permitted to be 3 square feet each. The proposed sign meeting the maximum area coverage. The letters are proposed to be 6” which is less than the allowable 8” provided for in Table 6.1

Miscellaneous Signs

In addition, the Master Sign Plan includes miscellaneous signs for public information and customer safety. All the signs are design to be aesthetically and visually compatible.

For ease of reference, refer to the table below summarizing the waivers (deviations from code) explained herein.

Sign Type	Code Req'mt.	Applicant Request	Deviation
Ground Sign for Commercial Building Within Pod (Secondary Ground Sign)	Base; 2.4'	1.42'	-.98'
Ground Sign for Commercial Building Within Pod (Primary Ground Sign)	Height – 8' Width – 12' Sign Area – 120 sf. Copy Area – 60 sf. 6 Tenants Base – 2' or 30% of OH (5.1')	Height – 17' Width – 15' Sign Area – 255 sf. Copy Area – 144 sf. 9 Tenants Base – 2.5'	+ 9' + 3' +135 sf. + 84 sf. + 3 Tenants -2.6'
Ground Sign for Commercial Building Within Pod (Outparcel Ground Sign)	Base – 2' or 30% of OH (2')	Base – 1.17'	-.83'
Wall Sign for Principal Structure or Building Identification or Principal Tenant (Publix Wall Signs)	Copy – 1 sign or message at 3' max letters	Copy – 2 lines with 2 nd line of copy at 1' max letters.	2 nd Line of Copy
Wall Sign for Principal Structure or Building Identification or Principal Tenant (Publix Wall Signs)	One set of 2 signs...fronting ROW (Seminole Pratt Whitney)	3 signs fronting ROW	+ 2 sign

Wall Sign for Principal Structure or Building Identification or Principal Tenant (Publix Wall Signs)	One set of 2 signs...fronting ROW (Persimmon Blvd.)	2 signs fronting ROW	+ 1 sign
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Conclusion

The Applicant is requesting approval of their Master Sign Plan for the PUBLIX at Westlake Plaza and 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.