



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 3/14/22

PETITION DESCRIPTION

PETITION NUMBER: MSP-2021-08 Westlake Warehouse Parcel G Master Signage Plan

OWNER: Minto PBLH LLC

APPLICANT: Cotleur & Hearing

ADDRESS: Northern Warehouse: 4851 Seminole Pratt Whitney Road
Southern Warehouse: 4821 Seminole Pratt Whitney Road

PCN: 77-40-43-12-00-000-1010

REQUEST: The applicant is requesting approval for a Master Signage Plan for Westlake Warehouse, a 17.41 acres of light industrial warehouse per *Chapter 6. Sign. Section 6.9 MasterSignage Plan*. The subject application includes thirty-two (32) waivers.

SUMMARY

The applicant is requesting approval for a Master Signage Plan for Westlake Warehouse, a 17.41 acres of light industrial warehouse per *Chapter 6. Sign. Section 6.9 MasterSign Plan*. The subject application includes the following waivers: Six (6) for Primary Ground Signs, two (2) for Individual Tenant Ground Signs, seven (7) for Principal Tenant Wall Signs, six (6) for Secondary Tenant Wall Signs, five (5) for Secondary Tenant Rear Wall Signs, four (4) for Building ID Signs, and two (2) for Tenant Directional Signs totaling thirty-two (32) waivers.

The Master Sign Plan proposes for the North and South buildings, up to 10 (ten) Principal Tenant Wall Signs, twenty (20) Secondary Tenant Wall Signs, fourteen (14) Tenant Rear Wall Signs, Building Address, Building ID Signs and Loading Bay ID Signs.

The applicant is also requesting an amendment to the previously approved Pod H Master Sign Plan to remove two (2) Individual Tenant Ground signs along the West side of Landings Drive. The previously approved "Secondary Ground Sign" as part of the Pod H master signage plan is proposed to be replaced with a "Primary Ground Sign" for Parcel G, as well as adding a second "Primary Ground Sign".

STAFF RECOMMENDATION

Based upon the facts and findings contained herein, **The Engineering Department** recommends approval of the subject application. **The Planning and Zoning Department** recommends the following Conditions of Approval:

1. Tenants will be permitted to have one (1) Principal Tenant Wall Sign. They may also choose to utilize a secondary wall sign in lieu of a principal tenant wall sign but not both unless they are on a different elevation (corner).
2. Each tenant will be permitted only one (1) rear wall tenant sign; however, a major tenant may be permitted two (2).

BACKGROUND

The subject site is part of Phase Two of a 50.826-acres Commercial Plaza known as Westlake Landings in Pod H. A Master Site Plan Amendment for Pod H “Westlake Landings” was previously approved on June 14, 2021, by the City Council through Resolution 2021-08. On November 22th, 2021, City Council approved a second amendment (SPM-2021-02) application request to eliminate the lot lines between Parcels B-1 and B-2, and between Parcels C and D; and subdividing the property by metes and bounds.

On January 18, 2022, City Council approved a Master Plan Amendment modifying the previously approved entitlement of Parcel G from Office Use to Light Industrial Use and increasing the square footage from 158,000 sq. ft. to 227,000 sq. ft.

A Site Plan Review application is being processed concurrently to develop two buildings totaling 227,000 square feet (sq. ft.) for a light-industrial warehouse facility. The application includes a one-story north building with 146,149 sq. ft.; and a one-story south building with 80,851 sq.ft. within Pod H, Parcel G at Westlake Landing.

The subject Master Sign application will be heard concurrently with the Site Plan Review application by City Council on March 14, 2022.

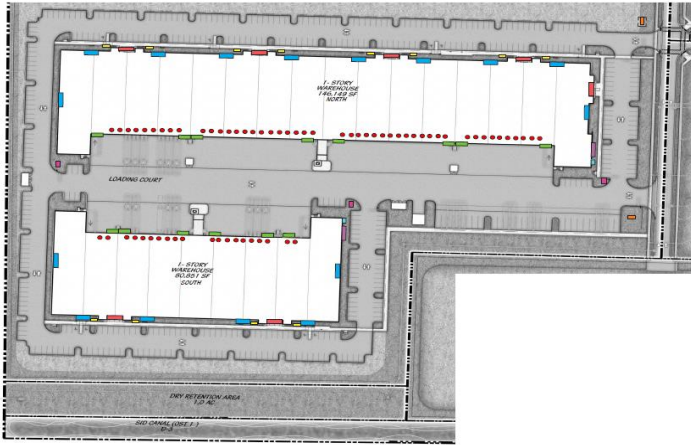
STAFF ANALYSIS

The applicant is requesting approval for a Master Sign Plan for the Westlake Warehouse development, a 17.41 acres for light industrial warehouse use per *Chapter 6. Sign. Section 6.9 Master Sign Plan*. The subject application includes the following waivers: Six (6) for Primary Ground Signs, two (2) for Individual Tenant Ground Signs, seven (7) for Principal Tenant Wall Signs, six (6) for Secondary Tenant Wall Signs, five (5) for Secondary Tenant Rear Wall Signs, four (4) for Building ID Signs and two (2) for Tenant Directional Signs totaling thirty-two (32) waiver request.

The Master Sign Plan proposes for the North and South building, up to 10 (ten) Principal Tenant Wall Signs, twenty (20) Secondary Tenant Wall Signs, fourteen (14) Tenant Rear Wall Signs, Building Address, Building ID Signs and Loading Bay ID Signs.

The applicant is also requesting an amendment to the previously approved Pod H Master Sign plan to remove two (2) Individual Tenant Ground signs along the West side of Landings Drive. The previously approved “Secondary Ground Sign” as part of the Pod H master signage plan is proposed to be replaced with a “Primary Ground Sign” for Parcel G, as well as adding a second “Primary Ground Sign”.

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



SIGN LOCATION MAP

- PRIMARY GROUND SIGN
- INDIVIDUAL TENANT
- TENANT DIRECTIONAL SIGN
- PRINCIPAL TENANT WALL SIGN
- SECONDARY TENANT WALL SIGN
- TENANT REAR WALL SIGN
- BUILDING ADDRESS
- BUILDING ID SIGN
- LOADING BAY ID SIGN

*THIS IS THE WORST CASE SCENARIO, ASSUMING THE MAXIMUM AMOUNT OF TENANT OCCUPATION

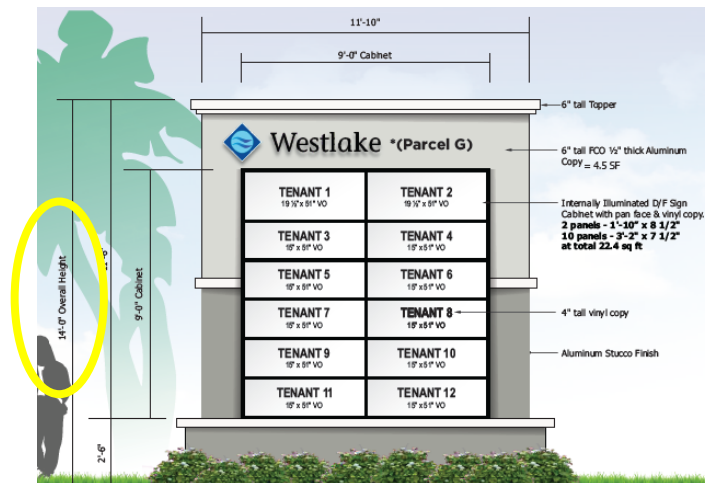
Per Chapter 6. Sign. Section 6.9 Master Sign Plan: *The City Council, at the time of development order or site plan approval or amendment, may waive one or more of the requirements of this chapter as part of a master sign plan. A master sign plan may be considered for two or more signs.*

(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 City Code Section 6.20 (Permitted Signs):

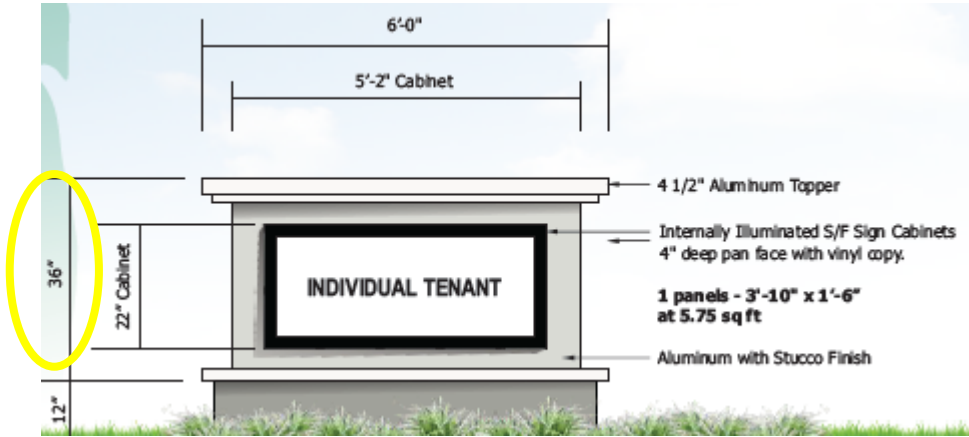
A. Ground Sign for Commercial Building within Pod (Primary Ground Sign).

- A fourteen feet (14') sign height, exceeding code requirement of eight feet (8') maximum.
- An overall sign area of 155.40 square feet, exceeding maximum 120 square feet.
- Ground sign copy area of 81 square feet, exceeding code maximum of 60 square feet.
- Sign contains ten (10) tenant names, exceeding the maximum allowed 6 tenant names.
- A 2.6 feet sign base height, exceeding the 2 feet maximum height allowed.



B. Ground Sign for Commercial Building within Pod (Individual Tenant Ground Sign).

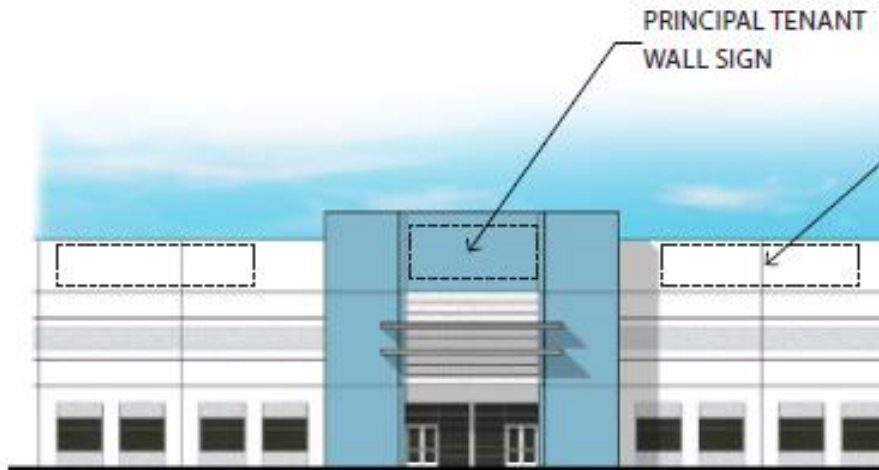
6. The applicant is requesting to increase the tenant ground sign height to three (3) feet from the required two (2) feet maximum height.



C. Principal Tenant Wall Signs.

The applicant is requesting waivers for principal tenant wall signs.

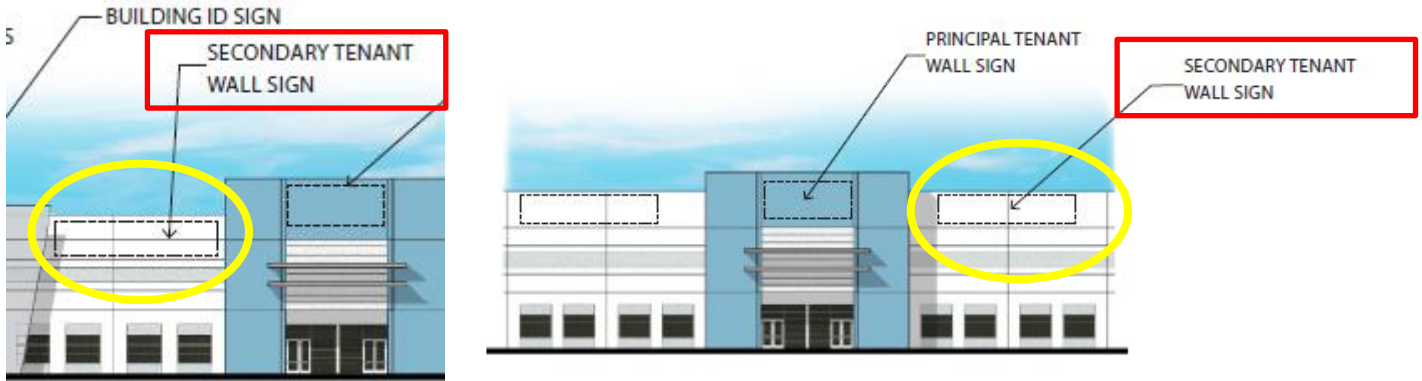
- A copy area with a six (6) foot logo, the code does not allow a logo.
- Four (4) signs on the North Building not fronting ROW, from the maximum allowed of one set of two (2) signs fronting ROW.
- Two (2) signs on the South Building not fronting the ROW, code does not allow signs not fronting ROW.
- Copy area of 180 square feet, which exceeds code requirement of 90 square feet.
- Fourty (40) inches letter height with a six (6) foot logo, exceeding code requirement of thirty-six (36) inches and an addition of logo.
- Total of five (5) signs per North Building and two (2) signs per South Building, which exceeds code requirement of one (1) sign per building.



D. Secondary Tenant Wall Signs.

The applicant is requesting multiple waivers in terms of number of signs, location, copy area, and height.

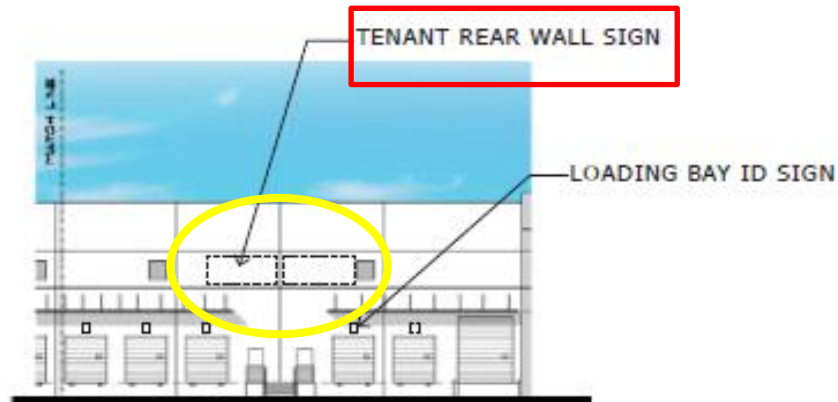
- Copy area of one (1) line with a five (5) foot logo, which exceeds code requirement of including a logo for both the North and South Building totaling two (2) waivers.
- Nine (9) signs on the North Building and five (5) signs on the South Building not fronting the ROW, which *not* fronting right of way is not allowed per code requirements.
- A copy area of up to 227 square feet, which exceeds code requirement of 90 square feet.
- Five (5) foot logo, which exceeds code requirement of an addition of logo to wall sign.



E. Secondary Tenant Rear Wall Signs.

The applicant is requesting multiple code waivers in terms of number of signs, location, copy area, and height for the secondary tenant rear wall signs.

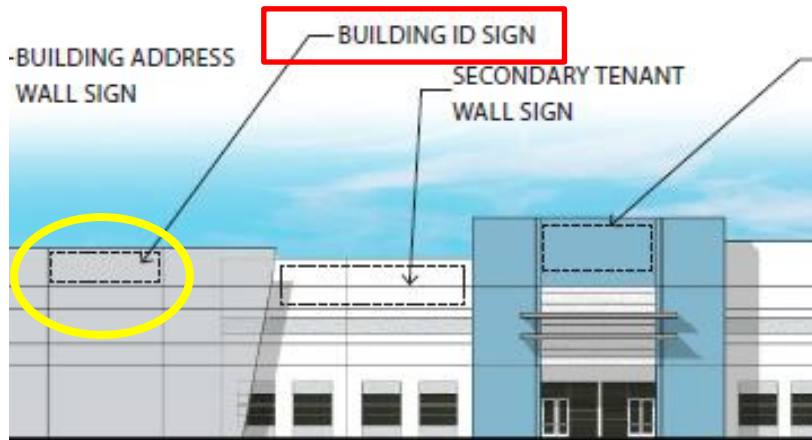
- Copy area of two (2) lines with a four (4) foot logo, which exceeds code requirement of one (1) per copy area and including a logo. Waivers are for both the North and South Building.
- Eight (8) signs on the North Building and six (6) signs on the South Building not fronting the ROW, which *not* fronting right of way is not allowed per code requirements.
- Four (4) foot logo, which exceeds code requirement of an addition logo to a wall sign.



F. Building ID Signs.

The applicant is requesting multiple code waivers in terms of number of signs, location copy area, and height to the building ID signs.

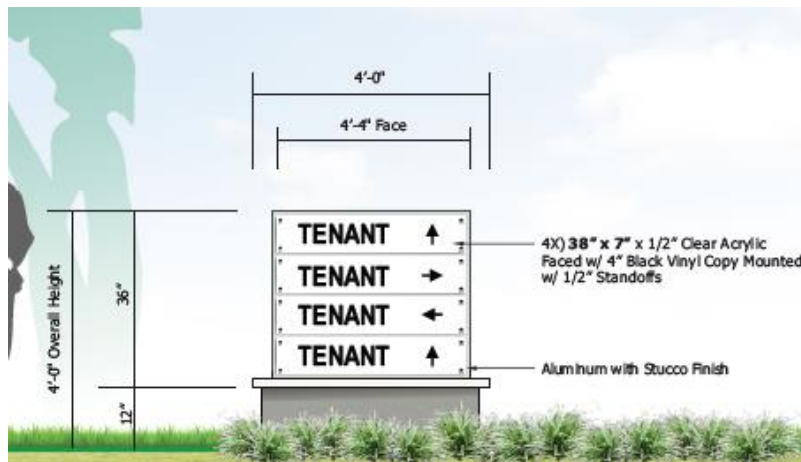
- Copy area of two (2) lines with a six (6) foot logo, which exceeds code requirement of one (1) per copy area and including a logo. Deviations are for both the North and South Building.
- One (1) Sign on the South Building not fronting the ROW, which not fronting ROW is not allowed per code requirements.
- Copy area of up to 154 square feet, which exceeds code requirement of 64 square feet.
- Letter Height of forty-eight (48) inches with a six (6) foot logo, which exceeds code requirement of thirty-six (36) inches and an addition of logo.



G. Tenant Directional Signs.

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

- Copy area of 7.4 square feet, which exceeds code requirement of four (4) square feet. Waivers are for both, the North and South Building totaling two (2) requests.



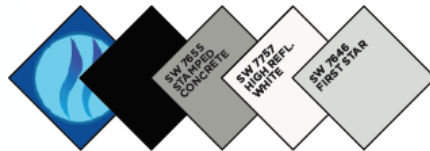
The following table presents all 32 waivers being requested:

Sign Type	Code Req'mt.	Applicant Request	Deviation	
Ground Sign for Commercial Building Within Pod <u>PRIMARY GROUND SIGNS IN POD H</u> (Sign size same as previously approved in Pod H)	1 per access entry (Plus 1 for each 700 lineal feet of ROW) Height – 8' Sign Area – 120 sf. Copy Area – 60 sf. 6 Tenants Base – 2' or 30% of OH (2.4')	3 Height – 14' Sign Area – 155.40 sf. Copy Area – 81 sf. 10 Tenants Base – 2.6'/4.2'	+ 1 + 6' + 35.40 sf. + 21 sf. + 4 Tenants + 6"/+1.8'	6 Waivers
Ground Sign for Commercial Building Within Pod <u>INDIVIDUAL TENANT GROUND SIGN</u>	North Bldg = 8 Base – 2' or 30% of OH (2.4') South Bldg = 4 Base – 2' or 30% of OH (2.4')	Base – 3' or (4.2") Base – 3' or (4.2")	+ 1' + 1'	2 Waivers
Wall Sign for Principal Structure or Building Identification or Principal Tenant <u>PRINCIPAL TENANT WALL SIGNS</u>	Copy – 1 sign or 1 message North Bldg = 5 One set of 2 signs Fronting ROW South Bldg = 2 One set of 2 signs Fronting ROW No & So. Bldgs. Copy Area – 90 sf. No & So. Bldgs. Letter Height – 36" North Bldg = 5 1 sign per Bldg. South Bldg = 2 1 sign per Bldg.	Copy – 1 line with 6' Logo North Bldg. – 1 sign Fronting ROW (Landings Dr.) South Bldg. - 2 signs NOT Fronting ROW Copy Area – 180 sf Letter Height – 40" with 6' Logo 5 signs per North Bldg. 2 signs per South Bldg.	+ 6' Logo + 4 NOT Fronting ROW + 2 NOT Fronting ROW + 90 sf + 4" with 6' Logo + 4 signs + 1 sign	7 Waivers
Wall Sign for Principal Structure or Building Identification or Principal Tenant <u>SECONDARY TENANT WALL SIGNS</u>	North Bldg = 10 Copy – 1 sign or 1 message South Bldg = 6 Copy – 1 sign or 1 message North Bldg = 10 One set of 2 signs Fronting ROW/ 1 Sign per Bldg. South Bldg = 6 One set of 2 signs Fronting ROW/ 1 Sign per Bldg. No & So. Bldgs. Copy Area – 90 sf. No & So. Bldgs. Letter Height – 36"	Copy – 1 line with 5' logo Copy – 1 line with 5' logo North Bldg. - 1 sign Facing ROW/9 signs NOT South Bldg. – 1 Sign Facing ROW/5 signs NOT Copy Area – Up to 227 sf. Letter Height – 36" with 5' Logo	+ 5' Logo + 5' Logo + 9 NOT Fronting ROW + 5 NOT Fronting ROW + 134 + 5' Logo	6 Waivers
Wall Sign for Principal Structure or Building Identification or Principal Tenant <u>SECONDARY TENANT REAR WALL SIGNS</u>	North Bldg. = 8 Copy – 1 sign or 1 message South Bldg. = 6 Copy – 1 sign or 1 message North Bldg. = 8 One set of 2 signs Fronting ROW/ 1 Sign per Bldg. South Bldg. = 6 One set of 2 signs Fronting ROW/ 1 Sign per Bldg. No & So. Bldgs. Letter Height – 36"	Copy – 2 lines with 4' logo Copy – 2 lines with 4' logo North Bldg. - NOT Fronting ROW South Bldg. – NOT Fronting ROW Letter Height – 24" with 4' Logo	+ 1 line & 4' Logo + 1 line & 4' Logo + 8 NOT Fronting ROW + 6 NOT Fronting ROW + 4' Logo	5 Waivers

<p>Wall Sign for Principal Structure or Building Identification or Principal Tenant <u>BUILDING ID SIGNS</u></p>	<p>North Bldg = 1 Copy – 1 sign or 1 message South Bldg = 1 Copy – 1 sign or 1 message</p> <p>North Bldg = 1 One set of 2 signs Fronting ROW/1 Sign per Bldg. South Bldg = 1 One set of 2 signs Fronting ROW/1 Sign per Bldg.</p> <p>No & So. Bldgs. Copy Area – 90 sf. Letter Height – 36"</p>	<p>Copy – 2 lines with 6' logo Copy – 2 lines with 6' logo</p> <p>North Bldg. - 1 Sign Fronting ROW (Landings Dr.) South Bldg. – NOT Fronting ROW</p> <p>Copy Area – 154 sf. Letter Height – (48" per line - 2 lines)</p>	<p>+ 1 line + 6' Logo (No Deviation) + 1 NOT Fronting ROW + 64 sf. + 12" + 6' Logo</p>	<p>4 Waivers</p>
<p>Tenant Specific Directional Signage <u>TENANT DIRECTIONAL SIGNS</u></p>	<p>North Bldg = 2 Copy Area = 4' max. South Bldg = 1 Copy Area = 4' max.</p> <p>No & So. Bldgs. Sign Faces = 2</p> <p>No & So. Bldgs. Max number of signs – per approval</p> <p>No & So. Bldgs. Height = 4' max.</p>	<p>7.4 sf. 7.4 sf.</p> <p>2</p> <p>3</p> <p>4'</p>	<p>+ 3.4 sf. + 3.4 sf.</p>	<p>2 Waivers</p>

Tenant Sign Specifications

Tenant Signs will follow criteria set forth by the Master Sign Plan and remain consistent with the color scheme below. Tenants can have channel letters in the following two fonts: Helvetica Medium or Americana Extra Bold. Regional and National chains are permitted to use brand logo if approved by Landlord.

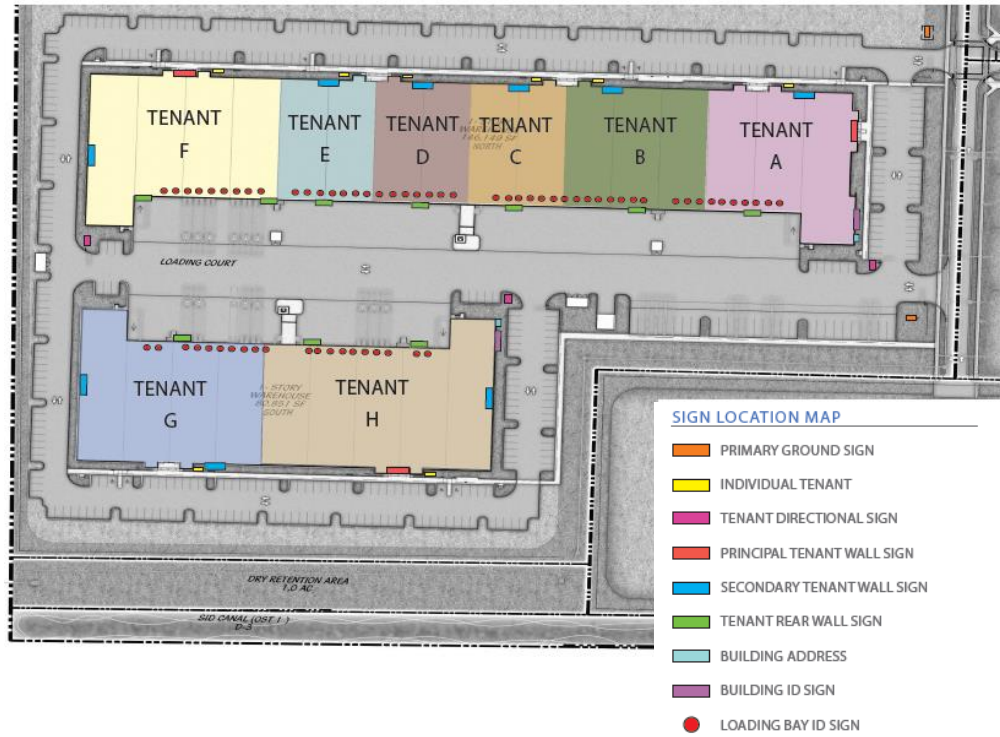


Tenant Leasing Scenarios

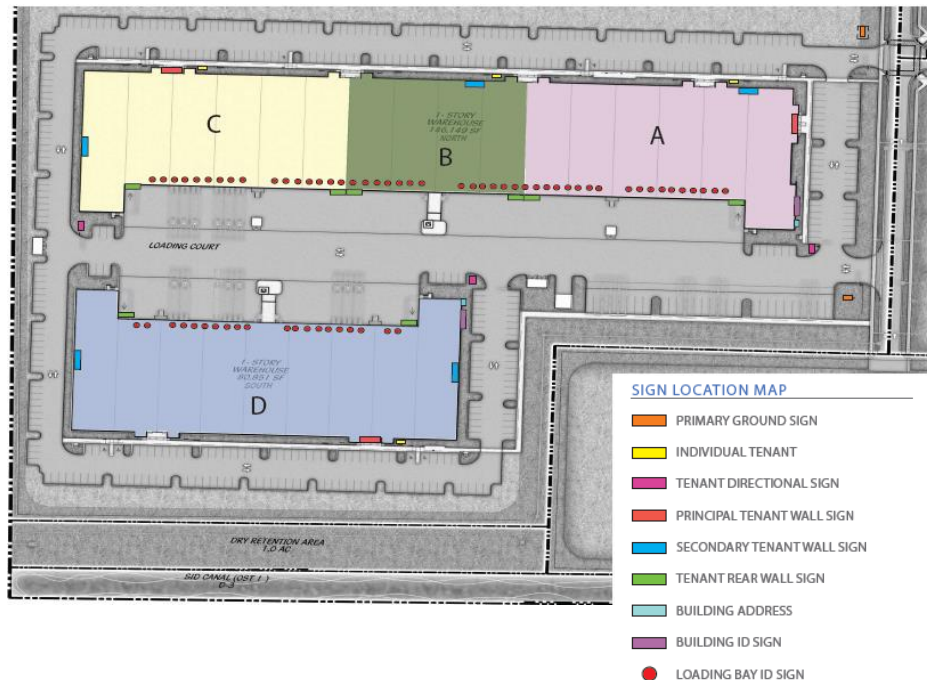
Tenants will be permitted to either have one (1) Principal Tenant Wall sign, or they may choose to utilize a Secondary Tenant Wall sign, but are not permitted to have both, unless they are located at the corner of a building.

The following two scenarios were provided by the applicant to demonstrate possible tenant signage.

Scenario #1 demonstrates the “most likely” scenario of signage based on proposed tenant occupancy (Tenants A through F in the North building; and Tenants G and H in the South building).



Scenario #2 demonstrates a lower rate of tenant occupancy based on larger space sizes (Tenants A,B & C in the North building, and Tenant D in the South Building).



FINAL REMARKS

MSP-2021-08 will be heard by the City Council on March 14, 2022. The public hearing was advertised in compliance with the City’s code.

Based upon the facts and findings contained herein, the Engineering Department recommends approval of the subject application. The Planning and Zoning Department recommends the following Conditions of Approval:

1. Tenants will be permitted to have one (1) Principal Tenant Wall Sign. They may also choose to utilize a secondary wall sign in lieu of a principal tenant wall sign but not both unless they are on a different elevation (corner).
2. Each tenant will be permitted only one (1) rear wall tenant sign; however, a major tenant may be permitted two (2).