

POD H, Parcel G - Warehouse
Master Sign Plan
MSP-2021-08

Justification Statement

December 23, 2021

~~Revised: January 24, 2022~~

Revised: February 04, 2022

Introduction

The Applicant (Minto PBLH, LLC) is requesting approval of a Master Sign Plan (MSP) in connection with a Site Plan recently submitted for review for a light industrial warehouse facility. This facility is to be located within the southern portion of Pod H, Westlake Landings, on Lot 2 of Parcel G. The plat of Pod H has been previously approved. Parcel G contains 17.41 acres.

Background

Parcel G, Pod H, is part of Minto's vested development on its property within the City of Westlake 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 City's Comprehensive Plan, the Woodlands site lies within the R1 and R2 Future Land Use designation and the R1 and R-2 Zoning districts.

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 implementing land development regulations. 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completed or are superseded by the City’s Comprehensive Plan, Land Development Regulations and state law.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

In tandem with the site plan concurrently submitted for site plan review, the applicant is requesting approval of a “Master Sign Plan” for this light Industrial warehouse on Parcel G in Pod H, Westlake Landings, pursuant to Section 6.9 of the City Signage Code. The light industrial warehouse will contain 2 buildings (north & south), totaling 227,000 sq. ft. and may house multiple industrial tenants. As such, the Master Sign Plan proposes UP TO (although will likely be less) 10 Principal Tenant Wall Signs; 20 Secondary Tenant Wall signs; and 14 Tenant Rear Wall Signs. Both buildings will contain a Building ID sign and Address sign, as well as numbered Loading Bay Door ID signs in the rear of each building.

As part of Pod H, this site will amend the number of individual tenant ground signs previously approved, removing 2 along the west side of Landings Drive, south of Landings Way. 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”, more specifically described below and illustrated within the proposed master sign plan for Parcel G being submitted herein.

Pod H - Primary Ground Signs:

For the benefit of Parcel G, as now designed, the applicant is requesting a revision to the Pod H approved master sign plan to remove the two (2) Individual Ground Signs along Landings Drive; replace the Secondary Ground Sign, located on the west side of Landings Drive, north of Landings Way, with a Primary Ground Sign at the northeast corner of Parcel G. In addition, a Primary Ground Sign will be added at the southeast corner. Both Primary Ground Signs will be for the exclusive use of Parcel G. As previously mentioned, the light industrial warehouse facility will contain 2 buildings, totaling 227,000 sq. ft. and may house multiple tenants. It is for this reason the applicant is requesting these revisions to the previously approved master sign plan in order to maximize visibility of the proposed tenants. As previously approved, the Primary Ground Signs will be 14’ in height and 11’ in width and may contain up to twelve (12) tenant names. These sign sizes as approved do not change, only the number of signs in this location.

Pod H - Individual Ground Signs: The previously approved master sign plan for Pod H called for up to ten (10) individual ground signs. As a result of the site plan design for Parcel G, two (2) of these ground signs, located on the west side of Landings Drive, south of Landings Way, will be

eliminated. These sign sizes as approved do not change, only the number of signs in this location.

Parcel G - Individual Tenant Ground Signs: The applicant is requesting up to twelve (12) individual tenant ground signs within Parcel G. Eight (8) signs will be allocated for the north building, and four (4) signs allocated for the south building. Comparing these signs to the “Ground Sign for Commercial Buildings within a Pod” criteria, these signs are proposed to be 4’ high and 6’ wide and will contain approximately 5.75 sq.ft. of sign copy area, well below the maximum sign structure dimensions within the sign code. These are small signs intended to enhance visibility at the pedestrian scale.

Parcel G – Tenant Directional Ground Signs: The applicant is requesting three (3) tenant specific directional signs within Parcel G. These signs are proposed to be 4’ high x 4’ wide and contain directional arrows for up to 4 tenants.

Proposed Wall Signs – Parcel G

Principal Tenant Wall Sign:

The applicant is requesting up to seven (7) principal tenant wall signs: five (5) on the north building and two (2) on the south building. These signs are intended for the larger space holding (major) tenants and are proposed to be 7.5’x 24’, yielding a sign area of 180 sq.ft., and may include a 6’ max. height logo. None of these signs will be fronting a ROW, and only one (1) will be fronting Landings Drive within Pod H.

In addition, the buildings are large and tall, therefore, lending each to provide ample sign area to expose each tenant’s presence adequately. As such, several deviations from the sign code will occur. ***However, it should be noted that 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).***

(Refer to the attached table with this document summarizing the deviations from code).

Secondary Tenant Wall Sign:

The applicant is requesting up to sixteen (16) secondary tenant wall signs (ten (10) on north building; six (6) on the south building). These signs are intended for the secondary tenants within these buildings and are contemplated to contain up to approximately 227 sq.ft. of sign area and may include a 5’ max. logo. None of these signs will be fronting a ROW. (Refer to the table further below in this document summarizing the deviations from code). ***However, as previously mentioned, it should be noted that 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).***

(Refer to the attached table with this document summarizing the deviations from code).

Tenant Rear Wall Sign:

The applicant is requesting up to fourteen (14) tenant wall signs on the rear of each building, where the loading and unloading docks are located. Eight (8) signs allocated for the north building and six (6) for the south building. The signs will be 4' x 15' and may contain the tenant's logo at a max. of 4' high. None of these signs will be fronting a ROW. These signs will contain a maximum of 60 sf of copy area which is below the 90 sf maximum allowed by code. All of these signs are located in the rear loading area which is not accessible to the general public. These signs provide for wayfinding. ***Each tenant will be permitted only one (1) rear wall tenant sign; however, a major tenant may be permitted two (2).***

(Refer to the attached table with this document summarizing the deviations from code).

Tenant Wall Signs (Example Leasing Scenarios):

With respect to the number of signs depicted to be permitted for each tenant, it is important to note that building 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.

Sheet No. 3 within the signage booklet depicts the worst-case scenario of the amount of signage that would be proposed if the building was to be leased to its maximum potential of tenants, which is highly unlikely. The applicant is simply reserving the opportunity to offer potential future tenants a specific signage package which may be different for each, depending upon the size of the space they ultimately occupy.

Therefore, the applicant has further updated the master signage booklet to include two scenarios (#1 - Sheet 4a. and #2 – Sheet 4b.). 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).

Building Address:

The applicant is requesting two (2) building address signs, one on the north building, and one on the south building, both facing Landings Drive. It should be noted that an address range has been established for this site with is 4807 – 4899 Seminole Pratt Whitney Road. It is not known yet how the street numbers will be distributed to either the buildings or the tenants. Once established, it is contemplated that an address range will be displayed for each building appropriately. These signs will be approximately 3' x 22' with a max. 36" letter height. No deviations to the sign code are present.

Building ID Sign:

A building ID sign of approximately 7' x 22' will occur on each of the two buildings. They will contain 48" letters, up to two lines of text and may also contain a 6' logo. These signs will contain the established name for this light industrial site when such is selected by the applicant.

Loading Bay ID Sign:

A number or letter ID sign is requested for above each of the loading bay doors in the rear of both buildings. There are up to fifty (50) bay doors proposed for the north building and up to twenty (20) bay doors on the south building.

The rear of the buildings face each other and therefore do not front on any ROW's or Landings Drive. They are contemplated to contain 12" max. numbers/letters. We believe these signs are exempt.

Door Window Sign Address Signs:

There will be an address number located on each of the double glass doors entering the buildings. The north building will have five (5) double glass doors, and the south building will have two (2). The window sign will confirm to the Westlake sign code and not exceed 20% of the glass area.

Conclusion

The Applicant is requesting approval of the Master Sign Plan for Parcel G in Pod H at Westlake Landings 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.

Attachment: Revised Signage Deviation Table