



**WALMART AT WESTLAKE
MASTER SIGN PLAN**
Master Sign Plan Review (MSP-2025-01)
Justification Statement
Revised: February 17, 2026
Revised: February 27, 2026
Revised: March 11, 2026

Westlake is pleased to soon become home to a WALMART retail store. The proposed retail will contain a 188,779 square foot building to be located on 24.29 acres in the southern portion of Parcel G North, just south of the recently approved Lowes Home Improvement Store. In addition, Walmart will have a separate convenience store, of approximately 1,618 square feet with a 10 pump fueling station located across the site from the retail store on the east side of the parcel. The Walmart site plan is currently under review with the City. As such this Master Sign Plan application is being submitted for review, pursuant to code Section 113-8 of the City of Westlake’s Land Development Regulations, Section 113-11, Permitted Signs.

The Walmart retail store proposes a number of wall signs on its east facade in order to provide the necessary identity and direction to patrons entering this large retail facility. The primary (front) elevation faces Seminole Pratt Whitney Road (SPW). The building itself is set back approximately 1,000 feet from SPW with limited visibility through the lush landscaping between SPW and the building facade. (Staff may recall when reviewing the Lowe’s Home Center retail store to the north of this site, the same condition of separation to the SPW ROW from the front of the store existed).

This proposed Walmart retail store will contain several types of retail services within the building. As a matter of convenience and wayfinding most service will have a separate outdoor entrance defined, such as the outdoor garden center, pharmacy, home goods and clothing store, a fully stocked hot and cold grocery, liquor store and auto care center.

The accompanying master sign plan clearly indicates the types, locations and sizes of the wall signs proposed across the front (east) elevation of the building, as itemized below.

1) Walmart & Logo (Spark)

Pursuant to Chapter 113 of the City of Westlake Code (revised by Ordinance 2025-03), a “Wall Sign for principal structure or building identification or principal tenant” is proposed for the Primary wall sign of WALMART and it’s trademark logo (also known as “SPARK”) in the center of the building. This identification is considered to be 2 signs per code, and will consist of 284 SF of copy area, which is a deviation from the required 90 SF of an additional 194 SF.

As mentioned above, this site faces SPW at an approximate distance of 1,000 LF. Its entrance from the South is Town Center Parkway South (TCPS) and much further to the north, via Lowes parking lot, is Town Center Parkway North (TCPN). The internal central roadway will also provide access to the site. Given the distances involved from these main ROW's, the copy area of 90 SF by the code is insufficient in this case.

The primary WALMART sign letters will not exceed 6' in height, and the SPARK logo height covers 10'-4", again consisting of 284 SF of copy area. It should be noted that all signs including the Walmart trademarked logo will be individual internally illuminated channel letters. (NO BOX OR CABINET SIGNS). The Walmart sign letters do not exceed the letter height maximum of 36".

Therefore, given the size of this retail center and the limitations of sight distance, the applicant respectfully requests a waiver from the requirement of 90 SF of copy area (waiver #1), and a waiver to the height of the sign letters, which will be a maximum of 6'. (waiver #2).

2) Outdoor/Auto Care (with directional arrow)

These signs are stacked and appear on the extreme southeast corner of the building, efficiently letting customers know the location of the Outdoor Garden Center and providing direction to the Auto Care Center around the corner on the south side of the building. This Auto Care Center sign on the east elevation is the only indication customer's will have as to the location of the auto care center from the front of the building. As such, the applicant is requesting a waiver from the requirement of 1 sign face to 2 sign messages (waiver #3). In addition, a waiver is requested to include this additional wall sign on the east elevation, and all of the signs as noted below (waiver #4). In addition, this is the only sign with 2 messages (as a stacked sign). This waiver has been added to the waiver table.

Continue to move from south to north along the east elevation,

3) Pharmacy

This sign identifies the outdoor entry door to the Pharmacy center. The applicant is requesting a waiver to include this additional wall sign on the east elevation.

4) Home & Fashion

This sign identifies the outdoor entry door to the Home & Fashion side of the retail store. The applicant is requesting a waiver to include this additional wall sign on the east elevation.

5) Grocery

This sign identifies the outdoor entry door to the Grocery center side of the retail store. The applicant is requesting a waiver to include this additional wall sign on the east elevation.

6) Wine & Spirits

This sign identifies the outdoor entry door to the retail Liquor store sales area. The applicant is requesting a waiver to include this additional wall sign on the east elevation.

A second waiver is requested for this sign as it exceeds the permitted copy area requirement of 80% of width of facade of the canopy (waiver # 5). A third waiver is requested for this sign as it exceeds the maximum square footage of the copy area (waiver #6).

7) Pickup (with directional arrow)

This sign is located on the extreme northeast corner of the building, efficiently letting customers know the location of the Pharmacy pick up drive-thru, located on the north side of the building. The applicant is requesting a waiver to include this additional wall sign on the east elevation.

8) Pharmacy Drive-Thru

The last sign on the east elevation is the Pharmacy Drive-thru identification located on the canopy over the pickup drive-thru lanes. The applicant is requesting a waiver to include this additional wall sign on the east elevation. In addition, This sign (S9) exceeds both copy area and letter height requirements of Code Sec. 113-11, as proposed it would require two (2) waivers. (Waivers #7 & #8).

9) Walmart Logo (Spark)

Pursuant to Chapter 113 of the City of Westlake Code (revised by Ordinance 2025-03), a “Wall Sign for principal structure or building identification or principal tenant” is proposed for the Primary wall sign of WALMART and it’s trademark logo (also known as “SPARK”) in the center of the building.

The Spark logo will exceed the height of every sign on the building, The applicant is requesting a waiver to allow this one logo of 10.4’ on the building next to the WALMART on the sign face. (waiver #9).

10) Auto Care Canopy Sign (South Elevation)

A waiver is requested for this sign as it exceeds the permitted copy area requirement of 80% of width of facade of the canopy (waiver # 5, same waiver as Wine & Spirits sign).

11) Loading Bay ID Signs:

The applicant is requesting a number ID sign above each of the three (3) loading bay doors next to the Auto Care center on the south elevation. They will be numbered 1, 2 & 3. These numbers will 4.91 SF each.

Overall, the applicant is requesting 9 waivers. In summary, the total number of wall signs requested on the building is 10 wall signs. The code permits 2 wall signs per building, therefore, the waiver request is for an additional 8 wall signs. As previously mentioned, the additional wall signs are appropriate to provide wayfinding and enhance the customer’s experience. All of the above waivers being requested are noted on the attached waiver table and are numbered consistently.

In addition, the master sign plan booklet provided with this submittal is also consistently numbered on the sign specification and building elevation sheets for your ease of reference. All of the proposed signs described herein will be internally illuminated channel letters.

Thank you again for your time and consideration.