



Urban Planning and Design  
Landscape Architecture  
Communication Graphics

# CRESSWIND- PALM BEACH Master Sign Plan Amendment Justification Statement

**Application Number:** MSP-2026.02

**Submittal:** March 10, 2026

## Introduction

The Applicant (KH Westlake, LLC) is requesting approval of a Master Sign Plan (MSP) Amendment for the Cresswind – Palm Beach community located within the City of Westlake, Florida.

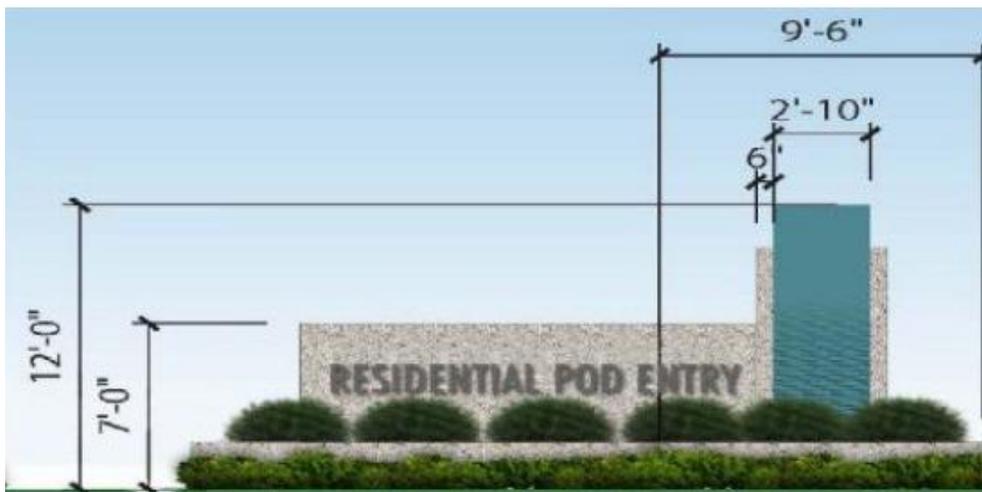
The purpose of this request is to permit a residential entry monument at the rear community entrance that is consistent in design, scale, and architectural character with the previously approved and constructed Cresswind Palm Beach entry monuments.

## Subject Request

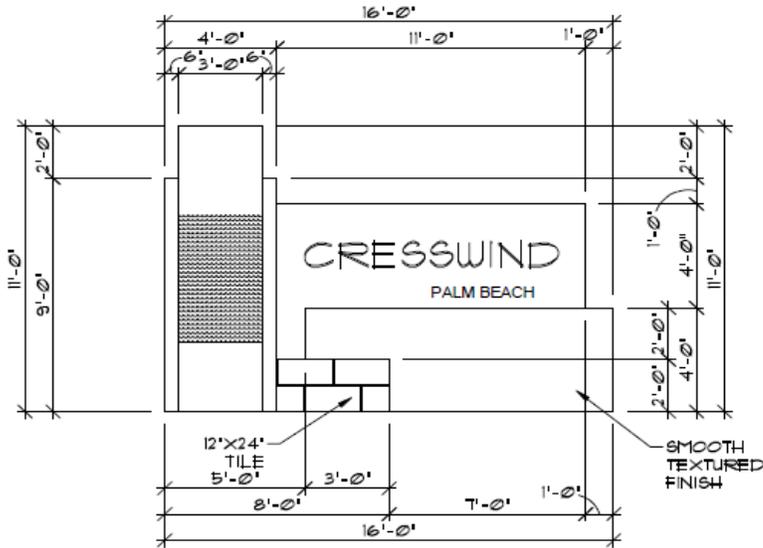
The Applicant proposes to install a rear entrance monument sign within the landscaped median of the secondary community entrance that complements the established Cresswind entry feature design. The monument is integrated into the entry wall and incorporates the same architectural vocabulary, materials, and branding elements as the approved primary entrance signage.

A MSP Amendment is required because certain dimensional aspects of the proposed monument do not strictly comply with Section 113-8 of the City of Westlake Sign Code. Importantly, the request does not introduce a new sign type but rather extends the established Cresswind monument design to the rear access point in order to maintain visual continuity throughout the community.

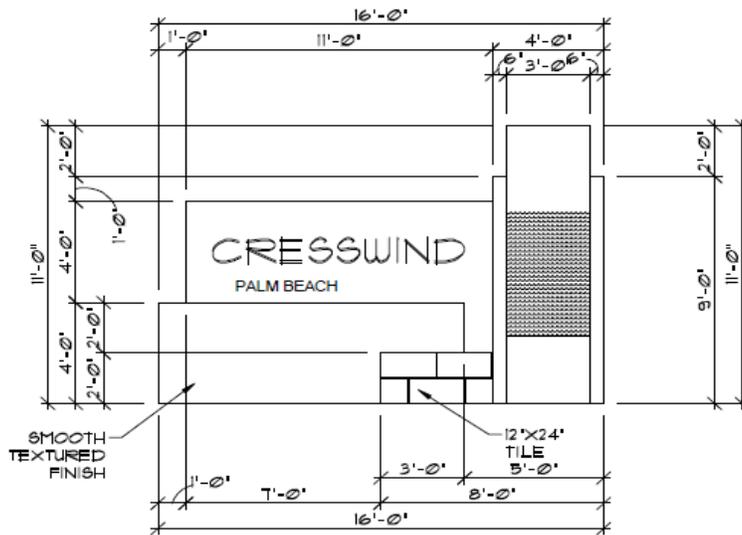
**Figure 113-11-3. Residential Pod Entry Monument**



**Proposed Cresswind- Palm Beach Rear Entry Monument**



## FRONT ELEVATION



## REAR ELEVATION



**Previously Approved Primary Entrance Monument**



**Copy Area Compliance**

As demonstrated on the submitted elevations, the proposed monument provides approximately 44

square feet of sign copy area, which remains below the maximum 60 square feet permitted for Residential Pod Entry Monuments under Section 113-8 of the City of Westlake Sign Code. The remaining portions of the monument consist of architectural elements and decorative features that are not considered sign area.

### Design Consistency with Approved Cresswind Monument

The proposed rear entrance monument is designed to complement the previously approved and constructed Cresswind – Palm Beach entry signage. While the rear monument is not an exact replica and is scaled appropriately for the secondary entrance, it incorporates the same architectural vocabulary, material palette, proportions, and branding elements established at the primary community gateway.

This coordinated design approach maintains a unified and cohesive visual identity throughout the development while appropriately distinguishing the secondary entrance feature. The monument therefore remains fully consistent with the established character and design intent of the Cresswind – Palm Beach community.

### Waivers Requested

Waiver Request No.	Sign Type	Code Requirement	Applicant Proposal	Deviation
1	Residential Pod Entry Monument	Maximum base height: 7 feet per Fig. 113-11-3 of the City of Westlake Sign Code	Monument base height of 8 feet	Required 7 ft, Proposed 8 ft, Deviation +1 ft
2	Residential Pod Entry Monument	Maximum totem width: 2'-10" per Fig. 113-11-3 of the City of Westlake Sign Code	Totem width of 3 feet.	Required 2'-10", Proposed 3'-0", Deviation +2"
3	Residential Pod Entry Monument	Standard freestanding Residential Pod monument per Fig. 113-11-3	Architecturally integrated monument incorporated into masonry entry wall consistent with approved Cresswind entry feature	Deviating from freestanding residential monument per Fig.113-11-3.

### Justification for Requested Deviations

#### Maintains Unified Community Identity

Cresswind – Palm Beach was approved and constructed as a coordinated master-planned

residential community with enhanced architectural entry features. Replicating the approved monument design at the rear entrance reinforces brand continuity, maintains architectural cohesion, and supports the City's high-quality design objectives.

### **Rear Entrance Context Minimizes Visual Impact**

The subject monument is located at a secondary rear entrance serving primarily residents and invited guests. Visibility to the broader public realm is limited, and the feature does not function as the primary community gateway. As such, any dimensional deviations have minimal off-site visibility.

### **Architectural Integration**

As demonstrated in the submitted elevations, the monument is fully integrated into a masonry/stucco entry composition measuring approximately 16 feet in width and 11 feet in height. The feature functions as an architectural gateway element rather than a typical freestanding residential pod monument and therefore warrants consideration under the Master Sign Plan alternative design provisions.

### **No Adverse Impacts**

The constructed monument does not obstruct visibility, does not create traffic safety concerns, does not introduce excessive illumination, and remains compatible with surrounding residential development.

### **Consistent with Westlake MSP Intent**

The City of Westlake Sign Code allows flexibility through the Master Sign Plan process to accommodate high-quality master-planned community design. The requested amendment simply extends the established Cresswind monument program to the rear entrance.

## **Conclusion**

The requested Master Sign Plan Amendment supports a cohesive, high-quality community entrance design that is fully consistent with the established Cresswind – Palm Beach architectural theme. The rear entrance monument will not create adverse impacts and is appropriate for approval under the City of Westlake Master Sign Plan provisions. Accordingly, the Applicant respectfully requests approval of the Master Sign Plan Amendment.

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