



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 04/07/2026

PETITION DESCRIPTION

PETITION NUMBER: MSP-2025-01 Walmart Master Sign Plan Review (Southern Portion of Pod G)

OWNER: Minto PBLH, LLC

APPLICANT: Cotleur & Hearing

PCN: 77-40-43-01-34-007-0000, 77-40-43-01-34-008-0000,
77-40-43-01-34-023-0000, 77-40-43-01-34-015-0000

REQUEST:

The applicant is requesting approval of a Master Sign Plan for the Retail Sales & Services use known as “Walmart Supercenter,” located in the southern portion of Pod G. The subject site consists of 24.29 acres and will include a 188,779-square-foot main building and a 1,618-square-foot Convenience Store with 10-pump fueling station. The subject application includes nine (9) waivers.

SUMMARY

The applicant, Cotleur & Hearing on behalf of Minto PBLH, LLC, is requesting approval of a Master Sign Plan for the Walmart Supercenter development. The proposed signage program includes building identification signage, departmental wall signage, directional signage, and signage associated with the convenience store and fueling station.

The request includes the following waivers from Section 113-11 (Permitted Signs):

1. To allow 284 square feet of copy area for the “Walmart” wall sign where 90 square feet is permitted.
2. To allow a maximum letter height of 72 inches for the “Walmart” wall sign where 36 inches is permitted
3. To allow two (2) messages on the Outdoor/Auto Care wall sign where one (1) is permitted.
4. To allow additional wall signs on the principal structure beyond those typically permitted per building elevation.
5. To allow 95% canopy width coverage for the “Auto Care” and “Wine & Spirits” canopy signs where 80% is permitted.
6. To allow 48.03 square feet of copy area for the “Wine & Spirits” wall sign where 24 square feet is permitted.
7. To allow increased copy area (42.46 square feet) for the “Pharmacy Drive-Thru” sign where 3 square feet is permitted.
8. To allow increased letter height (18 inches) for the “Pharmacy Drive-Thru” sign where 8 inches are permitted.
9. To allow a logo height exceeding the height of the primary wall sign.

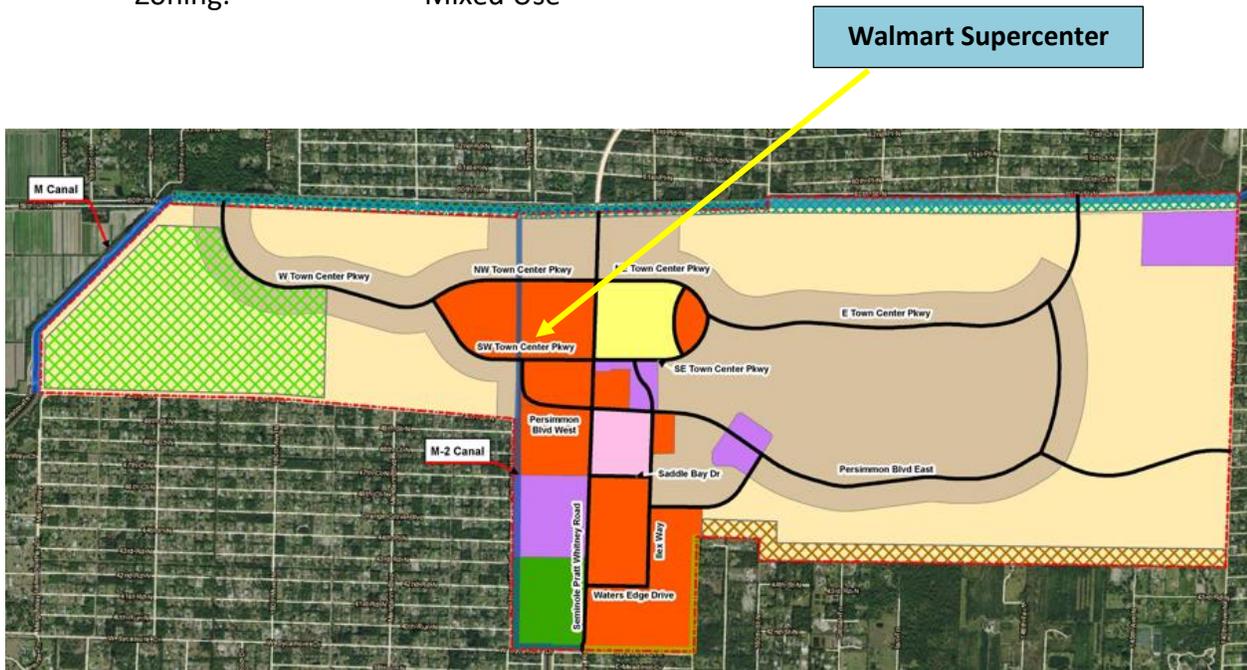
The proposed Master Sign Plan includes multiple wall signs on the principal structure, one (1) canopy sign, and one (1) ground sign.

STAFF RECOMMENDATION

Based upon the facts and findings contained herein, the **Planning and Zoning and Engineering Departments** have no objections of the above referenced application.

PETITION FACTS

- a. Total Gross Site Area: 24.29 acres (Portion of Pod G)
- b. Building Data: 190,397 sq. ft.
- c. Land Use and Zoning
Existing Land Use: Vacant
Future Land Use: Downtown Mixed Use
Zoning: Mixed Use



BACKGROUND

The site is located within Pod G, South of Town Center Pkwy N, West of Seminole Pratt Whitney Rd, and North of Town Center Parkway South.

- On April 1, 2025, the City Council approved the plat for Pod G including North Parcel C where “Lowe’s” will be located.
- On August 5, 2025, the City Council approved the application SPR-2025-02 with six (6) conditions for the proposed 107,547 sq. ft. retail sale and service known as “Lowe’s.”
- On October 27, 2025, the City Council approved application MSP-2025-05 with one (1) condition for the proposed “Lowe’s” Master Sign Plan, including six (6) waivers.
- On January 6, 2026, City Council approved application MSP-2025-03 with two (2) conditions for the proposed Pod G North Master Sign Plan, including five (5) waivers.

- On January 20, 2026, the plat for Pod G, including North Parcels G and H, was approved, where the subject site “Walmart Supercenter” will be located.

Walmart Rendering



STAFF ANALYSIS

The applicant is requesting approval of a Master Sign Plan (MSP-2025-01) for the Walmart Supercenter development. The subject site consists of 24.29 acres and will include a 188,779-square-foot main building and a 1,618-square-foot Convenience Store with 10-pump fueling station.

The Walmart building is located approximately 1,000 feet west of Seminole Pratt Whitney Road, limiting visibility from the primary arterial roadway. As a result, the applicant is requesting additional signage and increased sign area to ensure adequate building identification and internal wayfinding.

All proposed signage consists of individually mounted internally illuminated channel letters. No cabinet or box signs are proposed.

Pursuant to Chapter 113, Signs, Section 113-8 (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.

The applicant is requesting the following waivers:

Waiver 1 – Primary Wall Sign Copy Area

Chapter 113 permits a maximum copy area of 90 square feet for principal wall signs. The applicant is requesting approval of a 284-square-foot wall sign for the primary Walmart building identification sign.

Staff Finding: Staff finds that the increased copy area is appropriate given the scale of the building and its setback from Seminole Pratt Whitney Road, which limits visibility from the primary roadway.



Waiver 2 – Walmart Wall Sign Letter Height

Chapter 113 limits wall sign letter height to 36 inches. The applicant is requesting approval of a maximum 72-inch letter height for the “Walmart” wall sign.

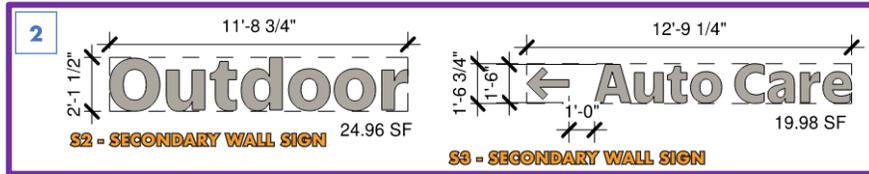
Staff Finding: Staff finds that the increased letter height is necessary to ensure adequate visibility for the primary building identification sign due to the size of the structure and its distance from adjacent roadways.



Waiver 3 – Multiple Messages on Outdoor/Auto Care Sign

Chapter 113 allows only one (1) name or message per sign. The applicant is requesting approval of two (2) messages on the Outdoor/Auto Care wall sign.

Staff Finding: Staff finds that the additional message is directional in nature and supports internal site circulation and wayfinding without creating visual clutter.



Waiver 4 – Additional Wall Signs

Chapter 113 regulates the number of wall signs permitted per building elevation. The applicant is requesting approval of additional wall signs on the principal structure to identify various store departments and entrances.

Staff Finding: Staff finds that the additional wall signs are consistent with the operational needs of a large retail store and are appropriately integrated into the building architecture.



Waiver 5 – Canopy Sign Width

Chapter 113 allows canopy signage to cover a maximum of 80 percent of the canopy width. The applicant is requesting approval of canopy signs covering up to 95 percent of the canopy width for the Auto Care and Wine & Spirits canopy signs.

Staff Finding: Staff finds that the increased canopy coverage is proportional to the canopy design and does not result in excessive signage.



Waiver 6 – Wine & Spirits Wall Sign Copy Area

Chapter 113 allows a maximum copy area of 24 square feet for this sign type. The applicant is requesting approval of a 48.03-square-foot wall sign.

Staff Finding: Staff finds that the increased copy area is appropriate to ensure visibility of the Wine & Spirits department and is consistent with the scale of the building.



Waiver 7 – Pharmacy Drive-Thru Copy Area

Chapter 113 allows a maximum of 3 square feet of copy area for drive-thru signage. The applicant is requesting approval of a 42.46-square-foot sign.

Staff Finding: Staff finds that the proposed sign functions as a primary identification and directional sign for the drive-through pharmacy and is appropriate given its operational function and visibility needs.



WALMART: FRONT ELEVATION [EAST]

Waiver 8 – Pharmacy Drive-Thru Letter Height

Chapter 113 limits letter height for this sign type to 8 inches. The applicant is requesting approval of 18-inch letter height.

Staff Finding: Staff finds that the increased letter height is necessary to ensure legibility for vehicles utilizing the drive-through lane.

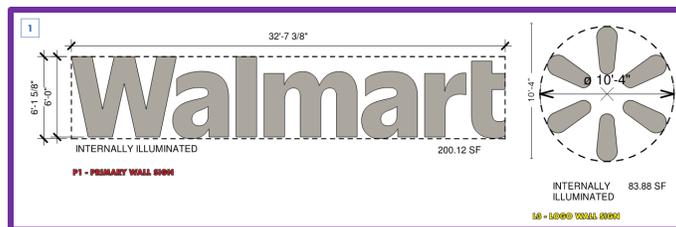


WALMART: FRONT ELEVATION [EAST]

Waiver 9 – Walmart Logo Height

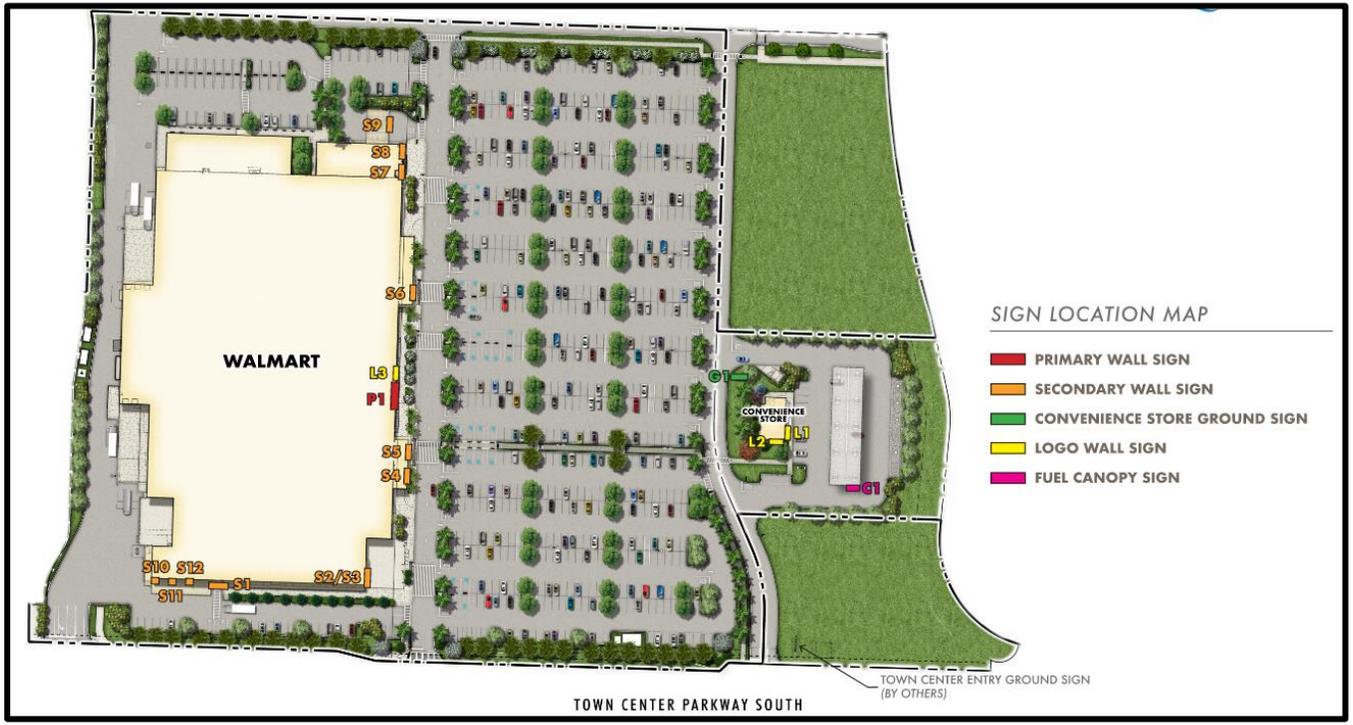
Chapter 113 requires that logos not exceed the total height of the wall sign. The applicant is requesting approval for the Walmart logo to extend above the height of the primary wall sign.

Staff Finding: Staff finds that the proposed logo height is consistent with standard corporate branding and does not adversely impact the overall building design.



WALMART: FRONT ELEVATION [EAST]

The proposed Master Sign Plan includes the following signs:



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The following table presents all 9 waivers being requested:

Sign Type	Code Requirement	Applicant Request	Deviation	Sign #	Waiver #
WALMART STORE					
EAST ELEVATION: Primary Wall Sign	<u>WALMART</u> Copy area – 90 SF max. with logo	284 SF	+194 SF	#1	#1
	Sign Message – 1 name or message Number of Signs – 2 Max. Letter Height – 36"	72"	36"	#1	#2
SECONDARY WALL SIGNS – EAST ELEVATION:					
Auto Care with Arrow	Sign Faces – 1 name or Message	2	+1	#2	#3
(All signs on East Elevation)	Number of Signs – 2	10	+9	#2, 3, 4, 5, 6,7,8,9	#4
Wine & Spirits	Max. 80% of width of canopy Copy Area Max. 24 SF	95%	+15%	#7	#5
		48.03 SF	+24.03 SF	#7	#6
Pharmacy Drive-Thru (Canopy Directional Sign)	Copy Area – 35F Letter Height – 8" Max.	142.46SF 18"	+39.46SF +10"	#8	#7 #8
EAST ELEVATION: Logo – "Spark"	Logo shall not exceed the total height of any sign on the building	10'-4"	+4'-10"	#1	#9
SOUTH ELEVATION: Auto Care (Canopy Sign)	Max. 80% of width of canopy Copy Area Max. 24 SF	90%	+10%	#9	#5 (Same as Wine & Spirit sign waiver noted above)

Proposed Principal Structure Wall Signs (Walmart Supercenter)

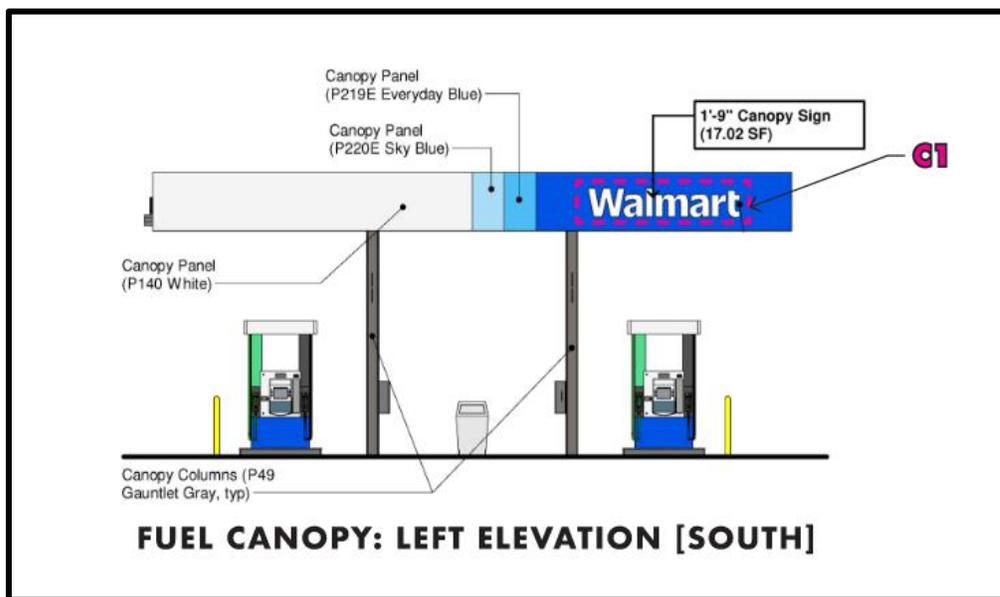




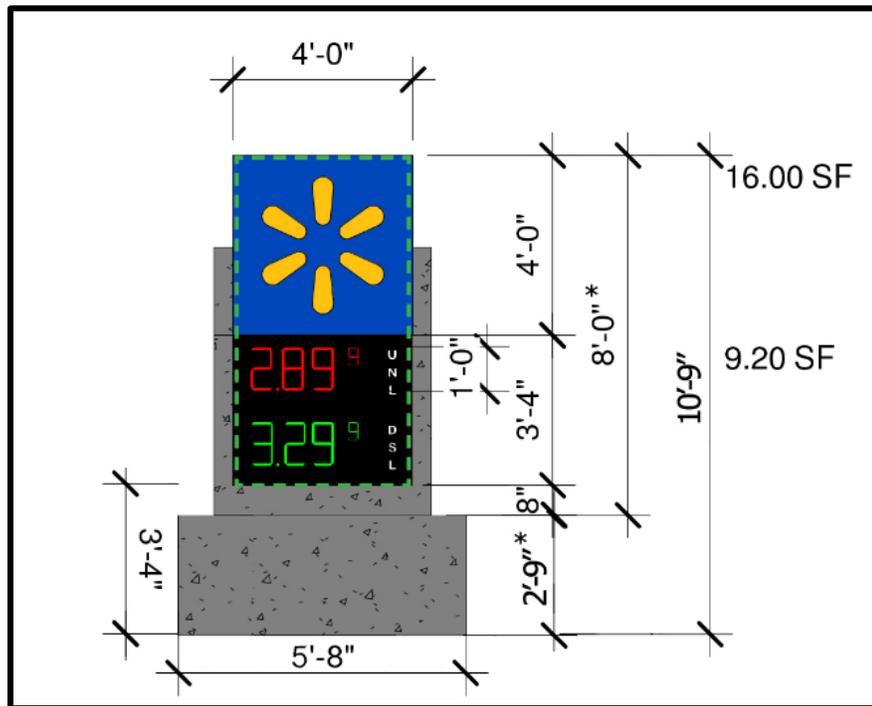
Proposed Principal Wall Signs (Walmart Convenience Store and Fueling Station)



Proposed Canopy Sign (Walmart Convenience Store and Fueling Station)



Proposed Ground Sign (Walmart Convenience Store and Fueling Station)



FINAL REMARKS

MSP-2025-01 will be heard by the City Council on April 7, 2026. The public hearing was advertised in compliance with the City's code. Based upon the facts and findings contained herein, **the Planning and Zoning and Engineering Departments** have no objections of the above referenced application.