



10130 Northlake Blvd. Suite 214-301 West Palm Beach, FL 33412

05/23/2025

PETITION NUMBER: MSP-2025-04

APPLICANT: Alternative Sign Group

OWNER: HSC WESTLAKE LLC

LOCATION: 16830 PERSIMMON BLVD W

REQUEST: Master Sign Plan Review – (Pod H, Parcel F2) Tractor Supply

RE: Justification Statement:

### **Introduction:**

The Applicant is pleased to submit this request to establish a master sign planner the tractor supply store a/ka/a "Retail Sales and Services" in Pod H, "Westlake Landings." Pod H is located centrally within the TTD on the west side of Seminole Pratt Whitney Road, just north of Seminole Ridge High School.

### **Background:**

The original Minto Westlake site is 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 adopted Comprehensive Plan, the 3,788.60-acre property has FLUA designations of R1, R2, DTMU, Civic, OS&R and SE Overlay. Portions of the Minto Westlake site have been sold since the adoption of the Comprehensive Plan.

The original Minto Westlake is roughly co-extensive with Seminole Improvement District (SID), a legislatively created special district with the authority to provide public infrastructure and services and to operate district facilities. SID provides drainage, water, and wastewater services for the subject property, and owns a canal right-of-way and/or easement for access and drainage from the subject site running approximately four miles south to the C-51 Canal.

### **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 has implemented land development regulations ("LDRs"). 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.

Pod H is to be known as "Westlake Landings" and is situated west of Seminole Pratt Whitney Road, south of Persimmon Boulevard and north of Seminole Ridge High School. The Final Subdivision Plan was previously approved on July 24, 2019, and on October 28, 2019, Resolution No. 2019-36 approved the Plat for Pod H. Moving forward, Pod H will be subdivided by metes and bounds, whereby no additional platting will be necessary.

Pod H, and therefore, Lot 2-Parcel F, have a Mixed-Use zoning designation allowing commercial, retail, industrial uses, and retail sales and services. The site plan for tractor supply store will be processed in accordance with Article 3 "Zoning Districts" of the Westlake Code of Ordinances. The subject site maintains a Land Use designation of Downtown Mixed Use and a Zoning designation of Mixed Use and is subject to site plan review and approval. The proposed retail sales and services facility is considered a permitted use within the Mixed-Use Zoning District. The site development plan will require approval by the Westlake City Council with public notice as required by Article 2, Table 2.3. All of the proposed uses are permitted uses (P) within the Mixed Use (MU) zoning district as defined by Article 3 Table 3-20 of the City of Westlake Code of Ordinances.

### **Subject Request:**

The applicant is requesting master sign plan package approval.

Of the commercial retail site to be known as tractor supply store, a/k/a/ land use "Retail Sales and Services" within Pod H, "Westlake Landings" to be situated on Lot 2 of Parcel F within the previously platted Pod H site. Lot 2 consists of 4.54 acres and will contain a 23,976 square foot indoor retail store, accompanied by an abutting 20,055 square foot fenced outdoor display area located directly next to the building's east side and will contain a 1,600 live goods center, forage shed, and a driveway lane to allow their customers to pull their vehicles up to pick up large items (i.e., feed, hay, tools, etc.). In addition, the north side of the building proposes a sidewalk display area for plants and seasonal items and providing an entrance into the Greenhouse. The north side of the site, abutting Persimmon Boulevard West, will have an 890 square foot outdoor display area to showcase equipment such as mowers, trailers and the like.

Tractor Supply is one of the largest supply franchises in the United States.

As sign professionals who have been in this industry for over 35 years, we feel that the allowance of these proposed signs would benefit all of the City of Westlake communities' customers as they would benefit from all that tractor supply has to offer. In regards to all of their tractor supply needs.

There are no special standards in regards to this application other than the allowance of cabinet signs for the logo.

This property will continue to maintain compliance with the current and future land development regulations for the foreseeable future and beyond.

A considerable benefit of a approving this master sign that these signs will bring atmospheric beautification to an already appealing and thriving community.  
This master sign plan request will not unduly increase traffic congestion on the public streets or highways. Hazardous scenarios such as fires or any other dangers will also not increase in said property or adjacent properties.

The purpose of this master sign plan request is not based exclusively upon a desire to make more money out of the property, but to simply beautify this location and community to a greater extent. The granting of the master sign plan application will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located at 116830 PERSIMMON BLVD W.

Another purpose for t he approval of this master sign plan for the many purposes is to maximize the brand and will provide superb public service to the residents of the City of Westlake.  
We are aware that no m aster sign plan approval will be granted which has the effect of permitting any sign which is specially prohibited by the City of Westlake.

This allowance of signage will enhance the aesthetic result of the overall signage program. Its unique feature is the overall look and feel these signs will warrant technical devotion to this particular property.

**Waiver Request:**

Chapter 113- SIGNS:., Article II,PROHIBITED SIGNS AND PROHIBITED SIGN LOCATIONS  
Section 113-46 Other prohibited Signs:

States the following:  
  
NO Box Signs  
  
NO Cabinet Signs.

A waiver table has been added to the sign renderings and is as follows:  
This waiver request does not negatively impact the health, safety or welfare of the residents of the City or impede the function or operation of SID’s facilities and duties. The waiver is being presented to the City Council as depicted.

Sign Type	Code Requirement	Applicant request	Deviation
Wall Sign for Principal Structure or Building Identification or 22) Principal Tenant	Sec.113-46- Other prohibited signs in addition to the prohibited signs listed herein above: The following signs are also prohibited in the City:  (22) Box Signs. (23) Cabinet Signs  Sign letters shall not exceed 36" including lowercase letters	Cabinet/ Box Logo  4'-4" Logo cabinet box	Cabinet/ Logo  + 16 SQFT

Respectfully,  
  
Joseph Adinolfe  
