



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 7/1/2025

PETITION DESCRIPTION

PETITION NUMBER: MSP-2025-02 Master Sign Plan for Silver Lake Residential Development

OWNER: Palm Beach West Associates VI, LLLP A/K/A GL Homes

APPLICANT: Cotleur & Hearing

ADDRESS: N/A

PCN: 77-41-43-07-00-000-1040, 77-42-43-08-00-000-1010, 77-42-43-08-00-000-3010, and 77-42-43-08-00-000-3020

REQUEST

The applicant is requesting a Master Sign Plan approval for a residential development known as Silver Lake, located south of Persimmon Boulevard, east of Parcel T (The Estates) in the southeast corner of the City of Westlake. The applicant proposes an alternate design for Residential Pod Entry Monument signs, and two (2) mirrored signs that are for the north and south sides of the sole entrance on Persimmon Boulevard East.

SUMMARY

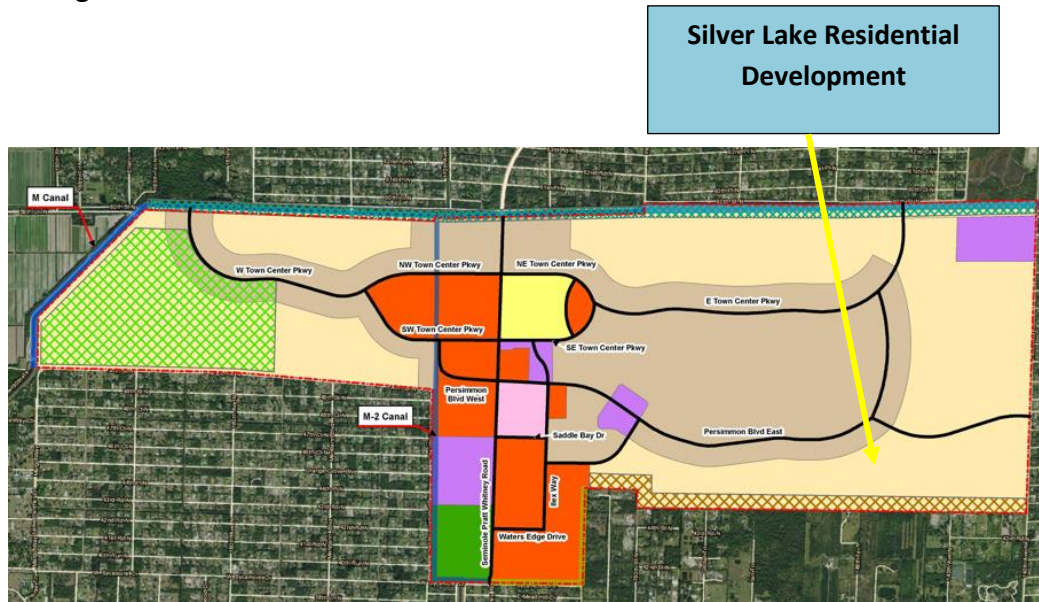
The applicant, Cotleur & Hearing on behalf of Palm Beach West Associates VI, LLLP (A/K/A GL Homes), is requesting approval of a Master Sign Plan for the Silver Lake residential development. The request includes an alternate design for Residential Pod Entry Monument signs and proposes two (2) mirrored signs at the sole entrance along Persimmon Blvd. East. The application includes waivers from the City's sign code, specifically requesting to allow two (2) entry monument signs and to permit a reduced setback of fifteen (15) feet from the nearest property line.

STAFF RECOMMENDATION

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

PETITION FACTS

- a. Total Gross Site Area: 119.49 acres
- b. Building Data: 448 Single Family Homes
- c. Land Use and Zoning
 - Existing Land Use: Vacant
 - Future Land Use: Residential 1 & Residential 2
 - Zoning: R-1 & R-2



BACKGROUND

The subject property has Residential-1 (R-1) and Residential-2 (R-2) land use designations and corresponding R-1 and R-2 zoning classifications. Silver Lake will be developed in two (2) sequential phases. The approved master site plan identifies the following:

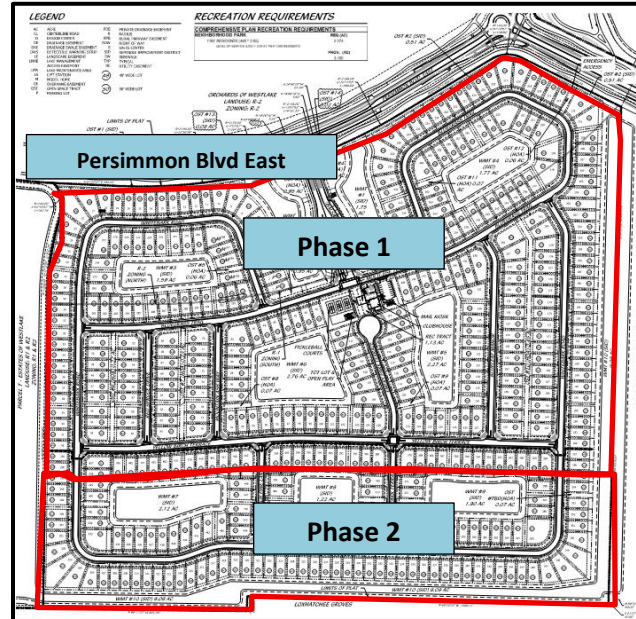
- Proposed phasing, land area for each phase, anticipated number of dwelling units and associated density.
- Points of access and interconnectivity
- Lakes and conceptual master drainage easements
- A traffic study.

Silver Lake **Phase 1** includes 294 single-family homes, consisting of 133 lots that are 48 feet wide and 161 lots that are 50 feet wide. **Phase 2** contains 154 single-family homes, with 76 lots at 48 feet wide and 78 lots at 50 feet wide. It is proposed that all lakes and earthwork will be completed during Phase 1. The timing of the Phase 2 plat will be based on market demand.

Phase	Number of 48 feet wide lots	Number of 50 feet wide lots	Total
Phase 1	133	161	294
Phase 2	76	78	154

- On June 3 2025, the City Council approved the Silver Lake - Plat Phase One, being a part of the North one-half (1/2) sections 7 and 8.

Silver Lake Site Plan

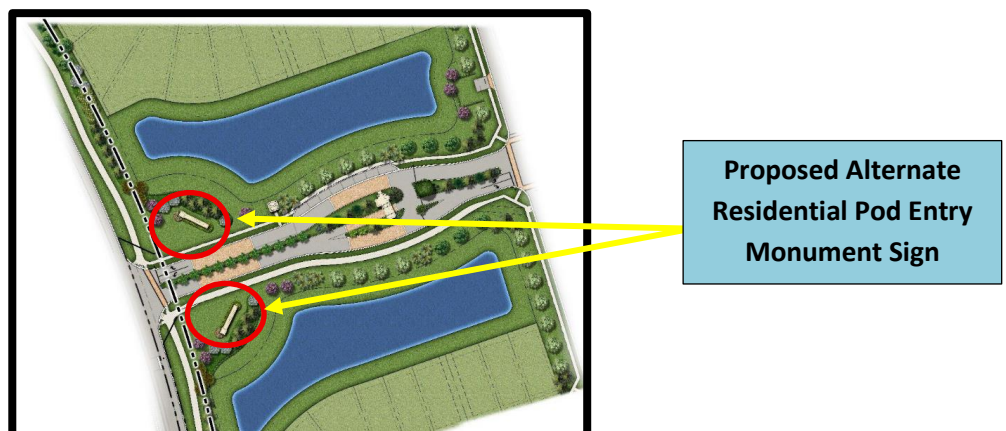


STAFF ANALYSIS

The applicant (Palm Beach West Associates VI, LLLP A/K/A GL Homes) is requesting approval of a Master Sign Plan (MSP) for Silver Lake, a new residential community in Westlake. The Parcel is located south of Persimmon Blvd., east of Parcel T (The Estates), abutting the southern boundary of the Westlake community, and west of the future development property in the southeast corner of the Westlake community. The subject application includes the following waivers:

1. Alternate Residential Pod Entry Monument Sign: To allow two (2) signs.
2. Alternate Residential Pod Entry Monument Sign: To allow a minimum setback of 15 ft. from the nearest property line.

Proposed Sign Location



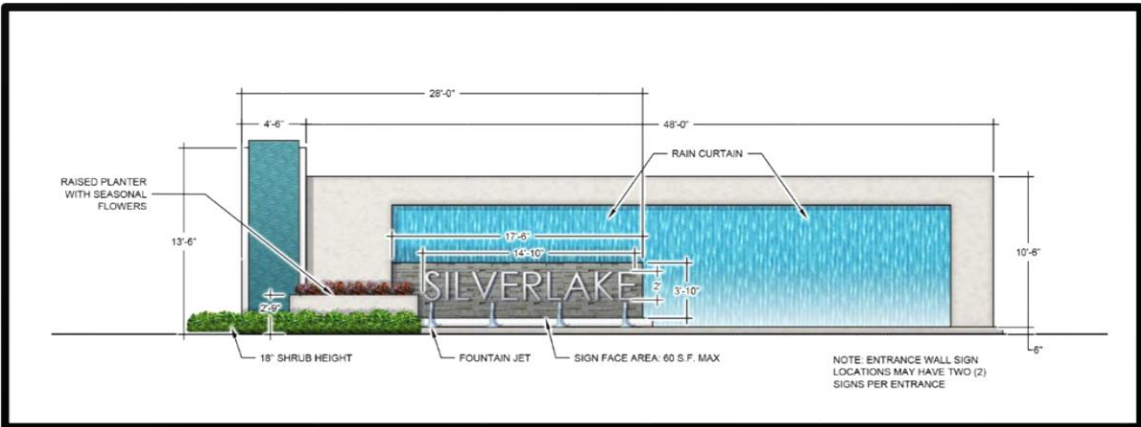
Per Chapter 113. Sign. SECTION 113-8 Master Sign Plan: The city council, at the time of development order or site plan approval or amendment, may waive one (1) or more of the requirements of this chapter as part of a master sign plan.

As part of the subject Master Sign Plan, the applicant is requesting the following waiver from the City Code Chapter 113:

1. Alternate Residential Pod Entry Monument Sign:
- To allow two (2) monument entry signs (Sec. 113-11. Max. Number of Signs = 1)
 - To allow a minimum setback of 15 ft. from the nearest property line (Sec. 113-11 Min. Setback from the nearest property = 80 feet)

SIGN TYPE	CODE REQ'MT.	APPLICANT REQUEST	DEVIATION
Alternate Residential Pod Entry Monument Sign	Copy Area – 60 sq.ft. Sign Faces - 1 Number of Signs – 1 Height – 19.6” Mn. 80 ft. setback from nearest property line	Copy Area – 60 sq.ft. Sign Faces – 1 per sign Number of Signs – 2 Height – 13.6” Min. Setback – 15 ft. * *Standard Residential entry Monument sign setback is 10 ft.	+1 +65'

Proposed Alternate Residential Pod Entry Monument Sign

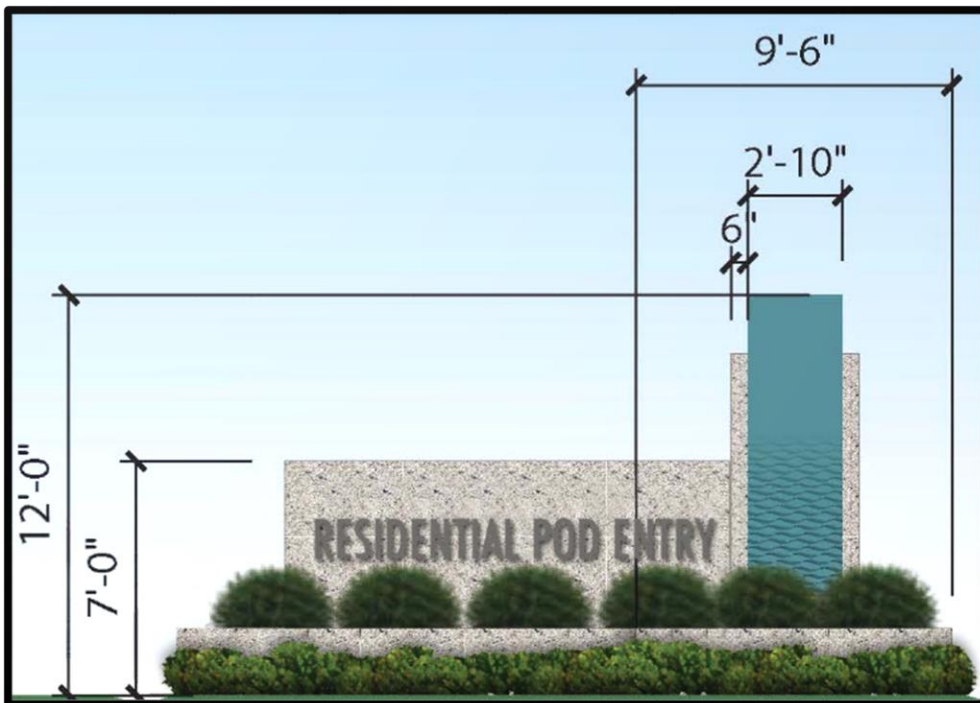


The design for the proposed Silver Lake alternate Pod Entry Monument sign will closely mirror the design and color palette of the typical Residential Pod Entry Monument Sign. The sign incorporates similar stucco finishes and the decorative teal green/blue totem of the standard Pod Entry monument Sign.

Proposed Alternate Residential Pod Entry Monument Sign Rendering



Typical Residential Pod Entry Monument Sign



An alternate Pod Entry Monument Sign was incorporated into the Sign Code to provide for an alternative design for the Cresswind of Palm Beach of Westlake community. The Cresswind Alternate Residential Pod Monument sign has received broad acceptance and provides for additional diversity within Westlake. The Cresswind Alternate Residential Pod Monument is significantly larger in size as compared to the proposed sign.

Example of Existing Alternative Residential Pod Entry Monument Sign (Cresswind)



FINAL REMARKS

MSP-2025-02 will be heard by the City Council on July 1st, 2025. The public hearing was advertised in compliance with the City's code requirement. Based upon the facts and findings contained herein, the Planning and Zoning and Engineering Departments have no objections to the above-mentioned application.