



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 7/1/2025

PETITION DESCRIPTION

PETITION NUMBER: MSP-2025-04 Tractor Supply Master Sign Plan Review

OWNER: HSC WESTLAKE LLC

APPLICANT: ASG Sign

ADDRESS: 16830 Persimmon Blvd. West, Westlake, FL 33470

PCN: 77-40-43-01-17-000-0029

REQUEST

The applicant is requesting a Master Sign Plan approval for the project known as, “Tractor Supply” located in Parcel F2 within the Westlake Landings development. The application also includes one (1) waiver request.

SUMMARY

The applicant is requesting approval of a Master Sign Plan for the project known as “Tractor Supply,” located on Parcel F2 within the Westlake Landings development in the Mixed-Use Zoning District, in accordance with Chapter 113, Signs, Section 113-8 (Master Sign Plan).

The application proposes two (2) signs: one (1) on the principal building and one (1) on the adjacent structure labeled “Garden/Live Goods Center.” The application also includes one (1) waiver request to allow cabinet sign on the logo while the remainder of the sign will consist of channel letters.

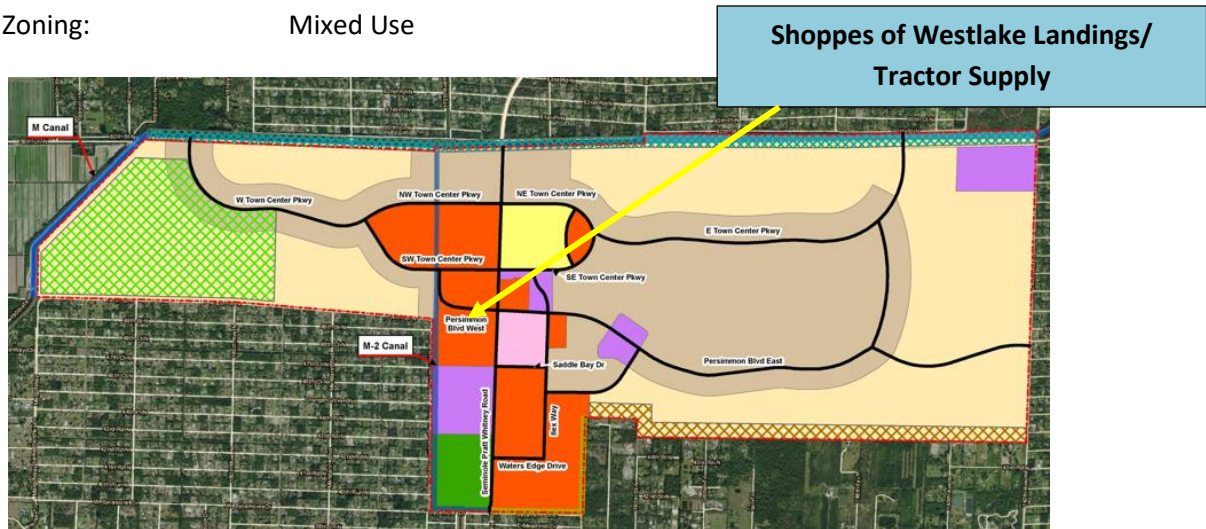
On June 4, 2024 Tractor Supply was previously approved for a 23,976-square-foot indoor retail store, accompanied by a 20,055-square-foot fenced outdoor display area located directly adjacent to the east side of the building. This outdoor area will include a 1,600-square-foot live goods center, a forage shed, and a driveway lane to allow customers to pull up and load large items (e.g., feed, hay, tools, etc.).

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: 4.54 acres (Parcel F, Subparcel F2)
- b. Building Data: 23,957 sq.ft
- c. Land Use and Zoning
 - Existing Land Use: Vacant (Under Construction)
 - Future Land Use: Downtown Mixed Use
 - Zoning: Mixed Use

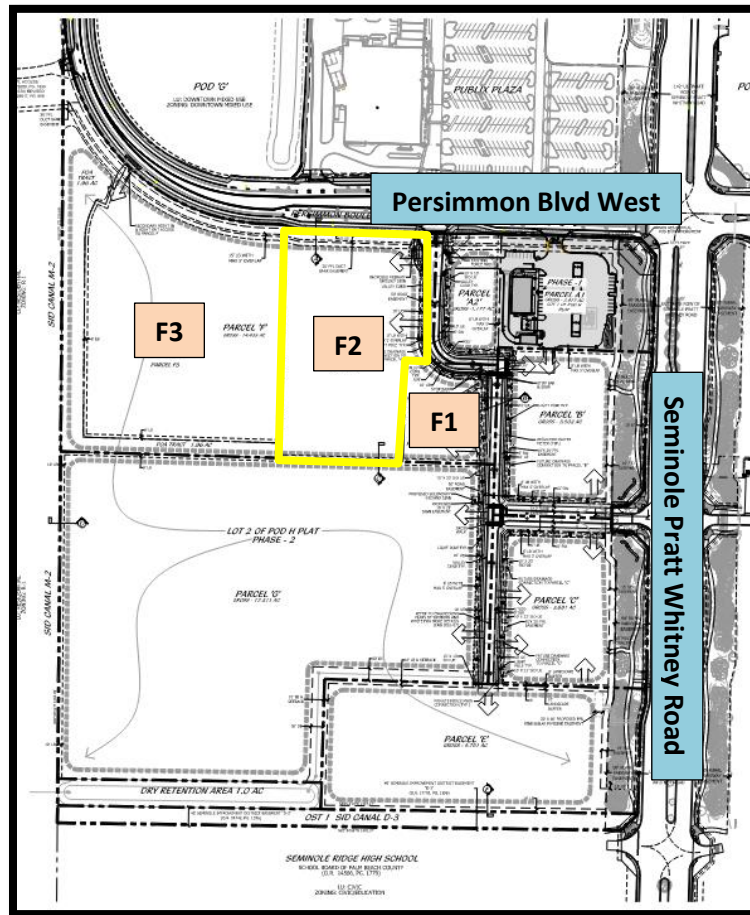


BACKGROUND

Subparcel F2 is located within Pod H “Westlake Landings” Master Site Plan, a commercial plaza situated west of Seminole Pratt Whitney Road on approximately 50.826 acres. The Master Site Plan was originally approved by City Council on June 14, 2021. “Westlake Landings” is intended to be developed as a Property Owners Association (POA) with individual ownership of parcels within the development. The subject plaza consists of multiple parcels that will be developed according to market driven demand.

- On November 8, 2021, a Site Plan approval of a 14.435 acre indoor and outdoor recreation facility known as, “Adrenaline World” within Pod H, Parcel F at Westlake Landings was approved by City Council. The application included a 92,773 sq. ft. main building, a 564 sq. ft. maintenance shed, a 576 sq. ft. restroom area, and outdoor amenities. The applicant abandoned this approval.
- On April 2, 2024, the City Council approved to modify Parcel F into three (3) subparcels F1 (Retail/Mixed Use), F2 (Retail Sales or Services) and F3 (Light Industrial).
- On June 4, 2024, the City Council approved application SPR-2024-01 for a 4.54-acre site, known as “Tractor Supply”. The application included a 23,976 sq.ft. main building, and a 20,055 sq.ft. fence outdoor display area including a 1,300 sq.ft. storage shed. The applicant also requested a waiver from Chapter 117 to increase the allowed fence height around the outdoor display area from six (6) feet to eight (8) feet at this location.

Location Tractor Supply (Sub-Parcel F2)



STAFF ANALYSIS

The applicant is requesting approval for a Master Sign Plan for Tractor Supply, located on a 4.54 acres site. Pursuant to Chapter 113. Sign, Sec 113-8 (Master Sign Plan). The subject application proposes two wall signs: one (1) on the principal structure and one (1) on the Garden/Live Goods Center.

The application includes the following waiver request:

Sec. 113-46 – Other prohibited signs

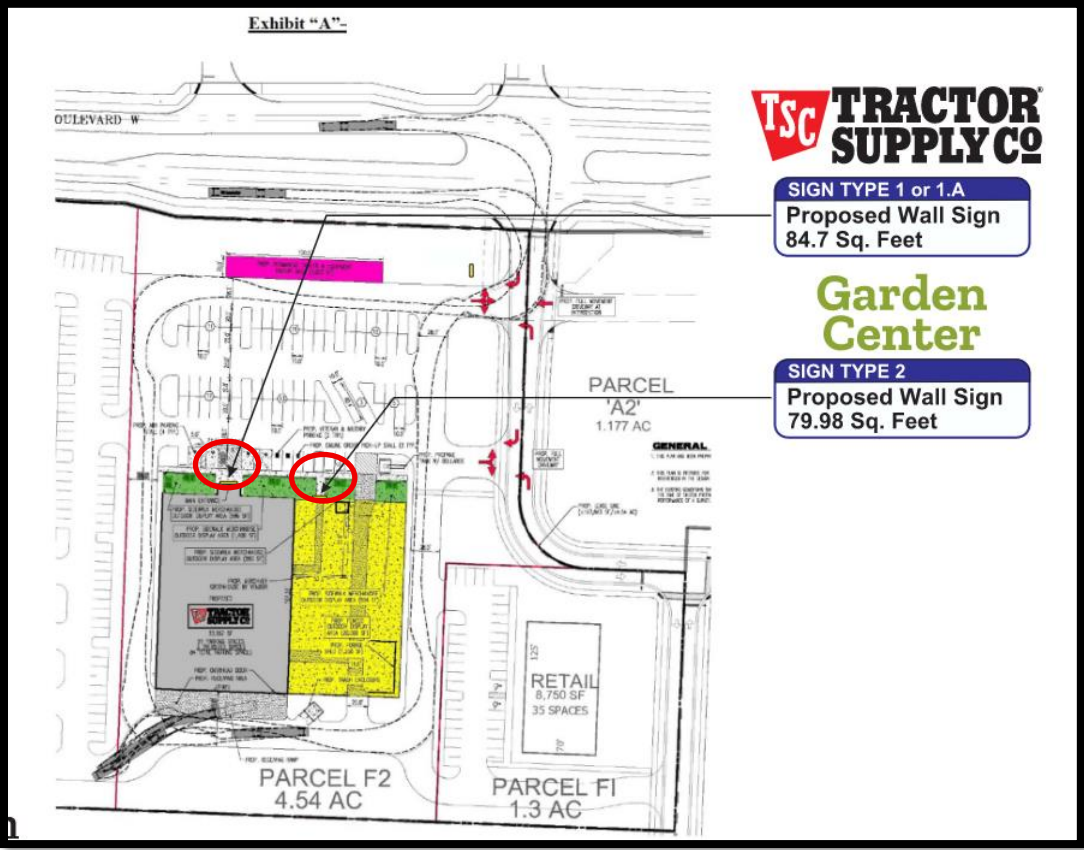
(23) Cabinet signs

1. Wall Sign for Principal Tenant: To allow cabinet signs for the logo.

Sec. 113 – 3 Definitions

- *Cabinet sign means the structure, usually made of wood, plastic, metal, or some combination thereof, which contains one (1) or more sign faces.*

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:

A. Principal Tenant Wall Sign

- To allow a 4'-4" Logo Cabinet Sign (Sec. 113-46 – Other prohibited signs (23) Cabinet signs)

Sign Type	Code Requirement	Applicant Request	Deviation
Wall Sign for Principal Structure or Building Identification or Principal Tenant [See illustration below]	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 inches in height including lowercase letters	Cabinet/Box Logo	Cabinet/Logo

GALVANIZED PRE-MANUFACTURED LIVE GOODS CENTER STRUCTURE

T/ GABLE
+/- 24'-3" AFF

Garden Center

NO PY
+/- 0" AFF

NCE
AFF

SIGN TYPE 2

SIGN TYPE 1 OR 1.A

Garden Center

TRACTOR SUPPLY CO

The following photos indicate examples of Tractor Supply Stores in other Municipalities:

Riviera Beach



Loxahatchee Groves



FINAL REMARKS

MSP-2025-04 will be heard by the City Council on July 1st, 2025. 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 to the above-mentioned application.