

SILVER LAKE OF WESTLAKE

Master Sign Plan Review (MSP-2025-02)

Justification Statement

March 05, 2025

Revised: April 07, 2025

Introduction

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. A Site Plan Review and Plat Review application is being submitted concurrently.

Subject Request

The Applicant is requesting approval of an “alternate” Residential Pod Entry Monument sign design. The two (2) signs will mirror each other located on the south and north sides of the main entrance, the only entrance, off of Persimmon Blvd. East. The copy area of the proposed alternate design will be consistent with the requirements of Section **Sec. 113-8. Master sign plan** of the Westlake sign code.

The Westlake Sign code contains a prototypical Residential Pod Entry Monument sign, which has been used for the Westlake Residential communities, with the exception Cresswind of Palm Beach (Parcel P). An image of the prototypical Residential Pod Entry Monument Sign as found in the code is provided below along with the applicable criteria.

Figure 113-11-3. Residential Pod Entry Monument

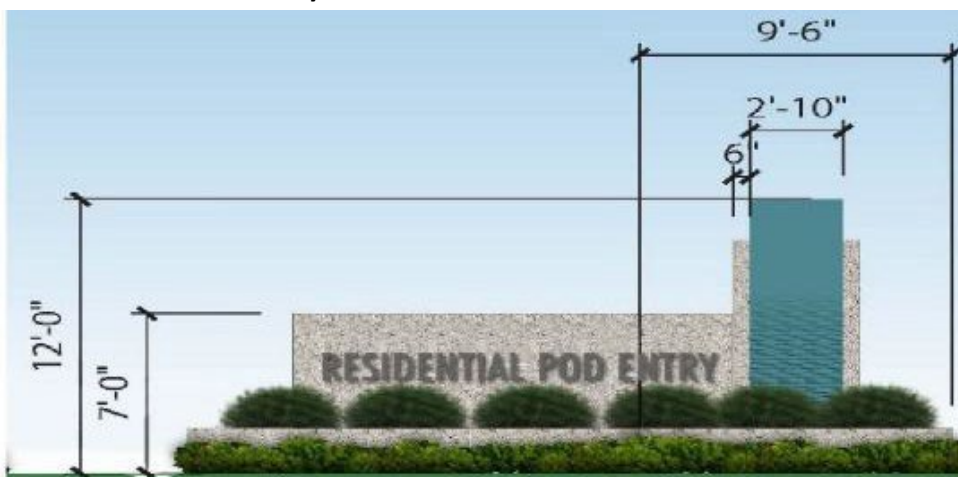
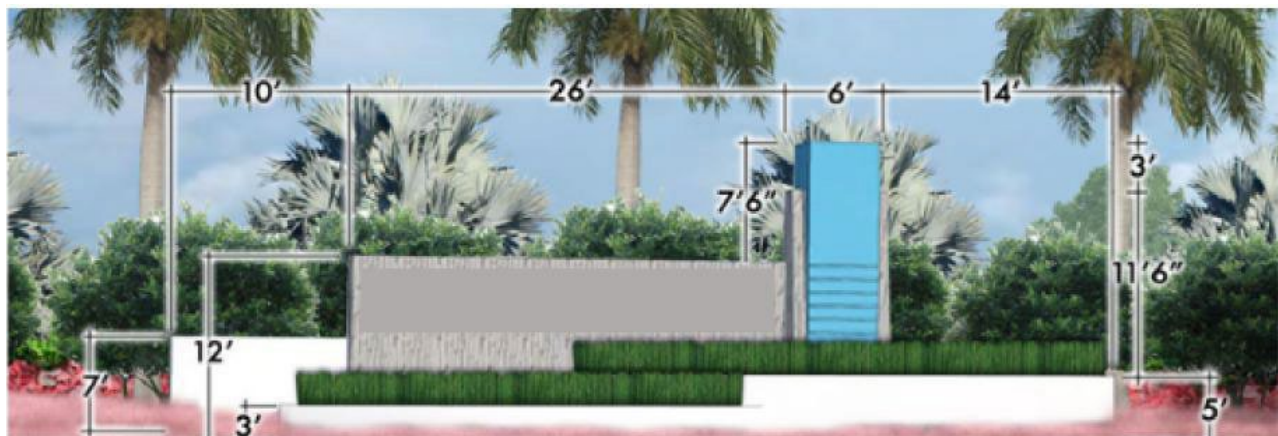


Figure 113-11-3. Residential Pod Entry Monument (Continued)

Sign Type	Max. Size of Copy Area	Max. Sign Faces	Max. Number of Signs	Max. Sign Structure Dimensions ¹	Additional Requirements ³
Residential pod entry monument	60 sq. ft.	2	2 per accessway	See Figure 113-11-3	For pod name only
					Logos and graphics may not be larger than 30% of copy area occupied by text
					Developments with a shared entrance may have V-shaped monument signs

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. An image of the Alternative Pod Entry Monument Sign and applicable criteria is provided below in Figure 113-11-4.

Figure 113-11-4. Alternate Residential Pod Entry Monument



Sign Type	Max. Size of Copy Area	Max. Sign Faces	Max. Number of Signs	Max. Sign Structure Dimensions ¹	Additional Requirements ³
Alternate residential	60 sq. ft.	1	1 per pod	See Figure 113-11-4	By master sign plan application only

pod entry monument					
					Permitted only in lieu of 2 pod entry monuments
					Minimum 80 ft. setback from nearest property line
					May include pod name only
					Logos and graphics may not be larger than 30% of copy area occupied by text

¹ Height measured from average grade unless otherwise noted.

² Ground sign must be landscaped as provided below:

- a. Front: minimum width shall be not less than one-half ($\frac{1}{2}$) the height of the sign.
- b. Side: minimum width shall be not less than one-half ($\frac{1}{2}$) the height of the sign.
- c. Rear: minimum width shall be two (2) feet.

³ All signs are subject to criteria of sec. 6.12

The Cresswind Alternate Residential Pod Monument is significantly larger in size as compared to the prototypical sign shown in Figure 113-11-3 measuring 19'-6" in height with the sign panel element measuring 12' tall by 26' in length. The monument is also situated on a tall berm. For this reason, the applicant only proposed 1 monument and with 80' setback from the nearest property line.

The design for the proposed Silver Lake alternate Pod Entry Monument sign will closely mirror the design and color palette of the prototypical Residential Pod Entry Monument Sign within the provisions of the code, with a few unique differences. The most appealing difference will be a dynamic rain curtain behind the main monument wall sign spilling from top to bottom. This proposed alternate design was selected by the applicant to enhance the entrance experience to this beautiful new modern contemporary Westlake community, but also to set it apart in a cohesive manner. The sign incorporates similar stucco finishes and the decorative teal green/blue totem of the standard Pod Entry monument Sign. The sign copy remains within the 60 square area limitation of the code. Lush landscaping will be placed around the sign and as a backdrop further enhancing the aesthetic appeal.

The size of the signage element for the Silver Lake alternate Pod Entry Monument sign is comparable in size to the prototypical Monument. The main sign panel wall (where the community's name lettering occurs) is 5' tall compared to the prototypical of 7' and the totem is 13'6" compared to 12'. A 15' setback to the nearest property boundary is proposed vs the standard sign setback of 10'.

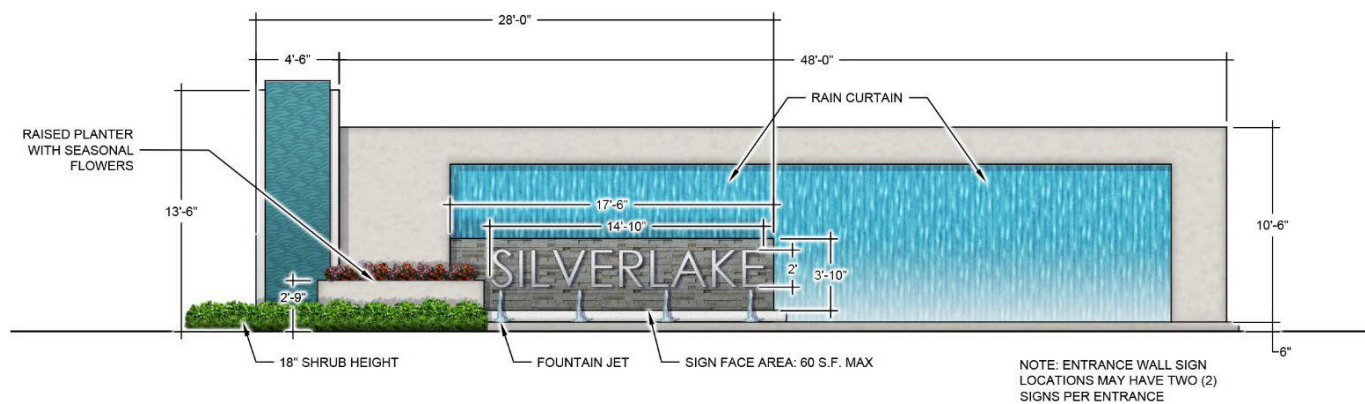
A conceptual comparison of the existing Cresswind sign and the proposed Silver lake signs is shown below:

Existing Cresswind Residential Pod Entry Sign



Proposed Silver Lake Residential Pod Entry Monument





Silver Lake Conceptual Entrance:



Waivers Requested

In order for the applicant to achieve this showcase sign, a waiver request is being made to allow two (2) alternate pod entry monument signs, one each on the east and west sides of the entrance.

Westlake history recalls that at the time the Cresswind sign was proposed, an amendment was made to the Westlake sign code, adding the provisions for an alternate residential entry monument sign based on that sign which was the first “alternate” residential entry monument sign in Westlake. The Cresswind sign is much larger than the sign proposed for Silver Lake. Furthermore, the Cresswind sign sits atop a huge berm and is setback eighty-feet (80’) from the property line. The 80’ setback has become the standard provision within the Westlake sign code for this particular alternate residential entry monument sign.

It is for this reason that the applicant is requesting a second waiver to the 80’ setback. As mentioned earlier, the Silver Lake sign is smaller than the Cresswind sign and will sit atop a one-foot (1’) berm. While the 15’ setback from the property line is appropriate for the scale of these monuments, it should be noted that the setback from the Persimmon Blvd. East right-of-way is 65’. A Waiver table is attached to this justification.

The alternative Pod Entry Monument Sign proposed for Silver Lake is exceptionally well designed and will further creative diversity in Westlake. The proposed sign is consistent with the goals objectives of the comprehensive plan and intent of the City’s Sign Code. The aesthetic of this proposed sign is a welcome addition to the overall integrity of the Westlake residential community.

Revised 0-07-2025

SILVER LAKES MASTER SIGN PROGRAM – WAIVER TABLE

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