

December 12, 2025

Osniel Leon

Chen Moore & Associates

PETITION NUMBER: MSP-2025-03

REQUEST: Master Sign Plan Review – Parcel G North Master Sign Plan - Resubmittal

Dear Osniel,

Please accept this resubmittal for the Parcel G North Master Sign Plan, whereby we have revised the Town Center Entry Ground signs, based on input from planning staff. The entry ground signage feature now consists of a three (3)-panel composition on a unified base and the accompanying (separate) totem feature ground sign. The base height of the totem feature has been increased to 3'9", which represents 30% of the totem feature height. This will reduce the number of deviations we are requesting from the sign code.

The width of the 3-panel ground sign feature has been increased by 2'-2" from 15' to 17'-2" to improve the visual aesthetic of the panel elements. The totem remains a separate stand-alone feature. The totem is designed as a vertical expression and intended to match the branding established for the Westlake Entry Monuments. The Totem width measures 3' 10" which is important to maintain the design proportions.

The design of the LOWE'S sign face will remain blue, which is integral to their corporate branded trademark.

The waiver table has been revised to reflect 3 deviations to the sign code for ***Ground Sign for Commercial Building within Pod***, as follows (a revised waiver table is attached):

1) Code Number of Signs per Access Entry = 1.

The applicant is requesting 2 at each entry (Totem ground sign & 3-panel ground sign)

2) Code Ground Sign Width = 15 ft.

The applicant is requesting a width of 17'-2" for the 3-panel ground sign. This represents an increase of 2'-2" to the width.

3) Code Ground Sign Width = 15ft.

The applicant is requesting a width of 3'-10" for the totem ground sign feature. This is a deficit of 2'8" to the 50% of height requirement of the code.

4) Number of Tenants per sign face = 8.

The applicant is requesting up to 10 sign tenants per sign face for the 3-panel ground sign feature. (max 4 per panel) These sign positions will be reserved for the major tenants in Parcel G.

5) Distance between ground signs =60'

As a result of the unique nature of the signage design, there is only a 2' separation between the totem feature and the 3 panel ground signs. Therefore, the waiver request is for a reduction of 58'

As you know we worked hard to compromise with city staff on this revised design. We trust this resubmittal will satisfy any concerns, and we appreciate the consideration extended. Please feel free to contact me with any questions you may have.

Thank you,

Cotleur & Hearing



/dc

Donaldson E. Hearing, ASLA, LEED® AP
Principal

Cc Zane Beard
Katryn Rosmell
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