

***POD G Southwest
James Business Park
Master Sign Plan
MSP-2022-02
Justification Statement
April 28, 2022***

Introduction

The Applicant (Minto PBLH, LLC) is requesting approval of a Master Sign Plan (MSP) in connection with a Site Plan concurrently submitted for review for a light industrial warehouse facility. This facility is to be located within the southwest portion of Pod G, directly west of the Publix Plaza, which is currently under construction.

Background

The 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 newly adopted Comprehensive Plan, the 3,788.60-acre property has FLUA designations of R1, R2, DTMU, Civic, OS&R and SE Overlay.

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 implementing land development regulations. 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.

Subject Request

In tandem with the site plan concurrently submitted for site plan review, the applicant is requesting approval of a "Master Sign Plan" for this light Industrial warehouse on Pod G Southwest, to be called "James Business Park". This tract is situated to the west of the Publix Plaza (currently under construction) adjacent to Persimmon Boulevard West (Phase 2), running north to connect with Town Center Parkway. The plat for Pod G Southwest was previously approved and recorded on May 24, 2021. Persimmon Boulevard West, Phase 2 roadway plat was approved at the April 11, 2022, City Council meeting.

James Business Park will contain 2 buildings; Bldg. 1 containing 135,540 sf, and Bldg. 2 containing 10,103 sf, totaling 145,643 sf. Combined, these buildings may house up to 10 tenants, As such, the Master Sign Plan booklet included identifies the proposed location and sizes of the following proposed signs:

WALL SIGNS

For Building 1 (135,540 sf) Up to:

Four (4) Principal Tenant Wall Signs (including 2 corners)
Eight (8) Secondary Tenant Wall Signs
Six (6) Tenant Rear Wall Signs
Two (2) Building ID Signs, and
Two (2) Address Signs

For Building 2 (10,103 sf) Up to:

Two (2) Principal Tenant Wall Signs
Four (4) Secondary Tenant Wall Signs
Two (2) Building ID Sign
Three (3) Address Signs

Notes:

- 1) Tenants will be permitted to have one (1) Principal Tenant Wall Sign. They may also choose to utilize a secondary wall sign in lieu of a principal tenant wall sign but not both unless they are on a different elevation (corner).**
- 2) Each tenant in Building 1 will be permitted only one (1) rear wall sign, however, a major tenant may be permitted two (2).**
- 3) If a tenant occupies two contiguous units that share an entrance parapet (i.e., Units 2 & 3 and units 4 & 5 respectively), that tenant can chose to utilize the Principal Tenant Wall Sign.**

PRIMARY GROUND SIGNS

The applicant is requesting three (3) primary ground signs (“*James Business Park*”).

TENANT DIRECTIONAL GROUND SIGNS:

The applicant is requesting four (4) tenant specific directional signs.

WALL SIGNS

Principal Tenant Wall Sign:

Building 1

These signs are intended for major space holding tenants and are proposed to be 5’x 43’, yielding a sign area of 215 sq.ft., and may choose to add a 5’x 5’ max. logo next to the sign area. All of these signs will be fronting a ROW (Persimmon Boulevard West), except for one on the north elevation that will be facing Town Center Parkway South.

Building 2

These signs are intended for major space holding tenants and are proposed to be 5’x 32’, yielding a sign area of 160 sq.ft., and may have a 5’x 5’ max. height logo included in the sign area. All of these signs will be fronting a ROW (Persimmon Blvd. West), except for one on the east elevation.

Secondary Tenant Wall Sign:

Building 1

These signs are intended for secondary tenants that may occur within these buildings and are proposed to be 5’ x 32’, yielding a sign area of 160 sq.ft. and may have a 5’x 5’ max. height logo included in the sign area. All of these signs on will be fronting a ROW (Persimmon Boulevard West), except for one on the north elevation that will be facing Town Center Parkway South.

Building 2

These signs are intended for secondary tenants that may occur within these buildings and are proposed to be 5' x 15', yielding a sign area of 75 sq.ft. and may have a 4' max. height logo included in the sign area. These signs will be fronting a ROW (Persimmon Blvd. West), except for one on the east elevation.

Tenant Rear Wall Sign:

On Building 1 only, these signs will be 4' x 15', yielding a sign area of 60 sq.ft. and may have an included 4' max. height logo. None of these signs will be fronting a ROW. These signs will contain a maximum of 60 sf of copy area which is below the 90 sf maximum allowed by code. All of these signs are located in the rear loading area which is not accessible to the general public, and are intended to provide wayfinding for commercial traffic. Each tenant will be permitted only one (1) rear wall sign, however, a principal tenant may be permitted two (2).

Tenant Wall Signs (Example Leasing Scenarios):

With respect to the number of signs depicted to be permitted for each tenant, it is important to note that building tenants will be permitted to either have one (1) Principal Tenant Wall sign, or they may choose to utilize a Secondary Tenant Wall sign, but are not permitted to have both, unless they are located at the corner of a building. In addition, If a tenant occupies two contiguous units that share an entrance parapet, that tenant can chose to utilize the Principal Tenant Wall Sign.

The master signage booklet includes two scenarios (#1 - Sheet 2 and #2 – Sheet 3). Scenario #1 demonstrates the “most likely” scenario of signage based on proposed tenant occupancy in both Bldg. 1 and 2. Scenario #2 demonstrates a lower rate of tenant occupancy based on unit sizes for both Bldg. 1 and 2.

The applicant is simply reserving the opportunity to offer potential future tenants a specific signage package which may be different for each, depending upon the size of the space they ultimately occupy.

Building Address:

The applicant is requesting five (5) building address signs, two (2) on Bldg. 1; one facing Town Center Parkway South and the other facing Persimmon Boulevard West.

Three (3) address signs are proposed on Bldg. 2; one (1) facing Persimmon Blvd. West on the south elevation of the building and another also facing Persimmon Blvd. West on the west elevation (for the benefit of wayfinding for traffic travelling south on Persimmon Blvd. West). A

third address sign is proposed facing Town Center Parkway South on the north-east elevation, for the benefit of wayfinding for commercial traffic entering from Town Center Parkway South. These signs will be approximately 3' x 22' with a maximum 36" letter height. (It should be noted that a street number cannot be established until the site plan is approved by the City, being processed concurrently).

Building ID Sign:

Building 1

Two (2) building ID signs proposed to be 6' x 24', yielding a sign area of 144 sq.ft. will occur as follows: One (1) on the north and south elevations, facing Persimmon Blvd. West and Town Center Parkway South. A 6' height max. logo may be added.

Building 2

One (1) building ID sign proposed to be 5' x 24', yielding a sign area of 120 sq.ft. will be on the west elevation) facing Persimmon Blvd. West. A 5' max. height may be added.

These signs will contain the established name for this site ("James Business Park").

Loading Bay ID Sign:

A number or letter ID sign is requested for each of the loading bay doors occurring in the rear of both buildings. There will be 42 bay doors at Bldg. 1. Building 2 will have 8 bay doors. The rear of Building 1 faces the east and will back up to the rear loading area of the Publix grocery store and ancillary retail. The rear of the south building faces north partially backing up to the south elevation of Bldg. 1 but will not be facing a ROW. These signs will contain 12" max. numbers/letters.

Door Window Address Signs:

There will be an address number located on each of the glass entry doors on Building 1 and 2. These window signs will conform to the Westlake sign code and not exceed 20% of the glass area.

Conclusion

The Applicant is requesting approval of the Master Sign Plan for Pod G Southwest in Westlake and will work closely with Staff to bring this application to completion as quickly as possible. The Applicant and the entire development team are available to answer any questions Staff might have and/or provide necessary information to supplement the information provided in the submittal.

Westlake POD G – Light Industrial Warehouse
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(Refer to the attached table with this document summarizing the deviations from code).