

# ***POD H – Westlake Landings***

## ***Master Sign Plan***

### ***Justification Statement***

May 28, 2021

***Revised: June 17, 2021***

#### **Introduction**

Westlake is pleased to soon become home to a mixed-use project to contain a variety of commercial, retail, and industrial uses on 50.826 acres centrally located within the TTD on the west side of Seminole Pratt Whitney Road. “Westlake Landings” will include the previously approved 7-Eleven 2.0 located on Lot 1 of Pod H together with 8 new development parcels to be located on Lot 2 of Pod H. Pod H is uniquely positioned, as contemplated in the master planning process of Westlake, to be conveniently located to serve the residents of Westlake, but also serving the western community.

Pod H is currently under review for a master plan amendment, and as such, this proposed master signage plan will complement that approval. A Master Signage Plan will allow for a comprehensive and coordinated approach to signage for the entire parcel. Master Signage Plans are encouraged as they provide for greater flexibility to serve the specific needs of a development and result in a more aesthetically pleasing design.

#### **Background**

The Minto Westlake site is located East and West of Seminole Pratt Whitney Blvd., South of 60<sup>th</sup> Street North, and North of 50<sup>th</sup> Street N, East of Mead Hill Drive, and 44<sup>th</sup> Street North, East of 190<sup>th</sup> Terrace North and West of 140<sup>th</sup> 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. To provide consistency with the Development Order and existing zoning, the plan states the FLUA designation as Agricultural Enclave. The property is currently in active construction.

Minto Westlake is roughly co-extensive with 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**

On October 29, 2014, the property received approval from the Board of County Commissioners for a Comprehensive Plan Amendment (Ordinance 2014-030), Rezoning and Preliminary Master Plan (Resolution 2014-1646), and Requested Uses (Resolutions 2014-1647 and 1648).

Ordinance No. 2014-030 approved an amendment to the Comprehensive Plan for the site-specific Agricultural Enclave, including a Conceptual Master Plan and Implementing Principles.

The Ordinance also made various text changes to the Plan related to the Agricultural Enclave Future Land Use. These Amendments were codified and are included as part of the Palm Beach County's Comprehensive Plan.

Resolution No. 2014-1646 approved the Zoning application for the Minto West Traditional Development District. The Resolution included rezoning the property from Agricultural Residential (AR) and Public Ownership (PO) Zoning Districts to the Traditional Town Development (TTD) Zoning District.

Resolution No. R-2014-1647 approved a Requested Use for a College or University to be located within the property.

Resolution No. R-2014-1648 approved a Requested Use for a Hotel to be located within the property.

The Board of County Commission approved a corrective resolution (No. R-2014-1892), which amended Engineering Condition E.9 of Resolution 2014-1646 to add "iii. Notwithstanding the foregoing, no connection of Persimmon Boulevard shall be made to 140th prior to the issuance of the 2700<sup>th</sup> dwelling unit permit."

On June 20, 2016, the City of Westlake became the 39th municipality in Palm Beach County.

On January 23, 2017, the City approved an amendment to the Final Master Plan (MPA-2016-01), which allowed minor adjustments to the pod boundaries and acreages of Pods F, P, Q, R, L, and PC-1, dwelling unit allocations, and rights-of-way.

On November 13, 2017, the City approved an amendment (MPA-2017-01) to the Final Master Plan, which allowed minor adjustments to the pod boundaries, acreages, and dwelling units of Pods R and Q. Eleven dwelling units were transferred from Pod R to Pod Q.

On March 12, 2018, Ordinance No. 2017-05 approved the adoption of the City of Westlake Comprehensive Plan and Future Land Use Map.

Ordinance No. 2018-04 approved an amendment to the City's interim Land Development Code to modify the TDD Block Dimensions and Street Design Standards.

Ordinance No. 2018-05 approved an amendment to the City's interim Land Development Code to modify the TND land use, general standards, lot size and setback regulations.

On April 4, 2018, Resolution No. 2018-12 approved the final plat for Town Center Parkway South, Phase II.

On May 14, 2018, Resolution No. 2018-11 approved the final plat for Town Center Parkway Phase II.

On July 3, 2018, Resolution No. 2018-14 approved the amended final plat for Town Center Parkway South, Phase II.

On July 3, 2018, Resolution No. 2018-15 approved the final plat for Ilex Way Phase 1.

On September 10, 2018, Resolution No. 2018-16 approved the final plat for the Meadows of Westlake Phase 1.

On September 10, 2018, Resolution No. 2018-20 approved the final plat for Del Webb at Westlake. This application has been formally withdrawn.

On September 24, 2018, Resolution No. 2018-24 approved the final plat for the School Site C-3.

On September 24, 2018, Resolution No. 2018-25 approved the final plat for Persimmon Boulevard East, Plat 2.

On October 8, 2018, Resolution No. 2018-28 approved the final plat for Waters Edge Drive.

On December 14, 2018, the City of Westlake approved an amendment (MPA-2018-02) to the Final Master Plan, which allowed minor adjustments to the pod dwelling units of Pods M, O, P, S and to modify the pod acreages of Pods M, P, S, PC-2, and PC-3.

On January 14, 2019, Resolution No. 2019-01 approved the final plat for Ilex Way II.

On January 14, 2019, Resolution No. 2019-02 approved the final plat for Ilex Way III.

On January 14, 2019, Resolution No. 2019-03 approved the final Packing House plat.

On January 14, 2019, Resolution No. 2019-04 approved the final plat for Cresswind 'Pod P'.

On March 11, 2019, Resolution No. 2019-07 approved the final plat for Meadows of Westlake Phase II.

On March 11, 2019, Resolution No. 2019-08 approved the final plat for Westlake Civic Tract.

On March 20, 2019, The City of Westlake approved an amendment (MPA-2019-01) to the Final Master Plan, which allowed minor adjustments to the boundaries, acreages and dwelling unit allocation in Pods P, S, and N.

On May 9, 2019, The City of Westlake approved an amendment to (MPA-2019-02) to the final Master Plan which allowed minor adjustments to the dwelling unit allocation in Pods M and R.

On April 8, 2019, Resolution No. 2019-10 approved the final plat for Sky Cove Phase 1A (Pod M).

On April 8, 2019, Resolution No. 2019-11 approved the final plat for Sky Cove Phase 1B (Pod M).

On July 8, 2019, Resolution No. 2019-12 approved the final plat for 7-Eleven Gas Station.

On July 8, 2019, Resolution No. 2019-15 approved the Site Plan for 7-Eleven Gas Station.

On July 8, 2019, Resolution No. 2019-16 approved the Requested Use for 7-Eleven Gas Station.

On August 12, 2019, Resolution No. 2019-18 approved the Plat for Pod K.

On August 12, 2019, Resolution No. 2019-19 approved the Plat for Pod R (Meadows Phase 2).

On August 12, 2019, Resolution No. 2019-20 approved the Plat for Kingfisher.

On September 9, 2019, Ordinance No. 2019-6 established the Mandatory Signage Design.

On September 9, 2019, Ordinance No. 2019-7 established the Mandatory Landscaping Design and Buffers.

On September 23, 2019, Ordinance No. 2019-9 established Chapter 3 and Adopting of the Zoning Map.

On February 10, 2020, Ordinance No. 2019-10 established Regulations for Parking within the City of Westlake.

On October 28, 2019, Resolution No. 2019-28 approved the Re-plat of Persimmon West.

On October 28, 2019, Resolution No. 2019-32 approved the Requested Use for ISTF.

On October 28, 2019, Resolution No. 2019-31 approved the Site Plan for ISTF Phase 1A.

On October 28, 2019, Resolution No. 2019-33 approved the ISTF Plat.

On October 28, 2019, Resolution No. 2019-35 approved the 7-Eleven 2.0 Requested Use.

On October 28, 2019, Resolution No. 2019- 34 approved the Site Plan for 7-Eleven 2.0.

On October 28, 2019, Resolution No. 2019-36 approved the Plat for Pod H.

On November 4, 2019, Resolution No. 2019-29 approved the Plat for Ilex Way Phase III.

On November 4, 2019, Ordinance 2019-12 approved Chapter 1 (Administration).

On November 4, 2019, Ordinance 2019-13 approved Chapter 2 (Land Development).

On November 4, 2019, Resolution 2019-38 approved the Plat for Christ Fellowship Church West Campus.

On December 9, 2019, Resolution No. 2019-39 approved the Site Plan for Christ Fellowship Church West Campus.

On December 9, 2019, Resolution No. 2019-40 approved the Site Plan for the International Soccer Training Facility Phase 1B (ISTF).

On May 11, 2020, Resolution No. 2020-09 approved the Plat for Cresswind Palm Beach Phase 2 (Pod P), A/K/A (Pod P-1).

On May 11, 2020, Resolution No. 2020-08 approved the final plat for Persimmon Boulevard East Plat 3.

On June 08, 2020, Resolution 2020-10 approved the Plat for Sky Cove Phase 1B (Pod M).

On June 08, 2020, Resolution 2020-12 approved the Plat for Groves of Westlake (Pod O).

On June 08, 2020, Resolution 2020-13 approved the Plat for Tract PC-5 (PBC Tax Collector's and DMV offices)

On June 08, 2020, Resolution 2020-14 approved the Site Plan for the PBC Tax Collector's and DMV offices.

On July 13, 2020, Resolution 2020-16 approved the Site Plan for the Cresswind Palm Beach Amenity Center.

On July 13, 2020, Resolution 2020-11 approved the Final Plat for Green Lane.

On August 10, 2020, Resolution 2020-03 approved a Site Plan Amendment for 7-Eleven 1.0 .

On August 10, 2020, Resolution 2020-04 approved a Site Plan Amendment for 7-Eleven 2.0.

On August 10, 2020, Resolution 2020-05 approved the Final Plat for Persimmon Boulevard East Plat 4.

On August 10,2020, Resolution 2020-22 approved the Final Plat for Groves of Westlake Phase 2.

On September 14, 2020, Resolution 2020-26 approved the Final Plat for Pod T – Estates of Westlake.

On November 09, 2020, Resolution 2020-32 approved the Final Plat for the Westlake Plaza (Publix).

On November 09, 2020, Resolution 2020-33, approved the Master Site Plan for the Publix at Westlake Plaza.

On November 09, 2020, Resolution 2020-34, approved the Site Plan for the Publix Grocery Store, Drive through Pharmacy, Liquor Store , and 9,600 sf of Inline retail.

On November 12, 2020, the City of Westlake approved an amendment (MPA-2020-04) to the Final Master Plan, which allowed minor adjustments to the dwelling unit allocations and land area in Pods N, S, and U.

On December 14, 2020, Resolution 2020-36, approved the Final Plat for Sky Cove South, Phase 1A (Pod N).

On December 14, 2020, Resolution 2020-37, approved the Final Plat for Sky Cove South, Phase 1B (Pod N).

On December 14, 2020, Resolution 2020-38, approved the Master Sign Plan for 7-Eleven 1.0.

On December 14, 2020, Resolution 2020-39, approved the Master Sign Plan for the Publix at Westlake Plaza.

On December 15, the City of Westlake approved an amendment (MPA-2020-05) to the Final Master Plan, which allowed minor adjustments in Pod S.

On January 11, 2021, Resolution 2020-01, approved the Final Plat for Town Center Parkway South-West.

On January 11, 2021, Resolution 2020-02, approved the Final Plat for Pod G South-West.

On February 8, 2021, Resolution 2021-03, approved the Final Plat for Pod S - Phase I, Orchards of Westlake.

On March 8, 2021, Resolution 2021-06, approved the Final Plat for Pod M – Crossings of Westlake.

On March 8, 2021, Resolution 2021-07, approved the Final Plat for Pod S - Phase II, Orchards of Westlake.

On April 12, 2021, Resolution PZ-2021-01, approved a variance to Pod M- The Crossings of Westlake.

On May 10, 2021, Resolution 2021-04, Council approved a variance to Pod M-2 The Crossings of Westlake.

On May 10, 2021, Resolution 2021-11, approved the Final plat for Cresswind Palm Beach, Phase 3 (Pod P-1 Phase 3).

On June 14, 2021, Resolution 2021-08, approved the Amended Master Plan for Pod H, Westlake Landings.

On June 14, 2021, Resolution 2021-15, approved the Site Plan for Pod H – Self-Storage Facility on Parcel E in Pod H, Westlake Landings.

On June 14, 2021, Resolution 2021-16, approved the site plan modification for the Winn-Dixie grocery store in the Groves Market.

On June 14, 2021, Resolution 2021-17, approved the site plan modification for the Groves Market shopping center.

### **Subject Request**

The applicant is requesting approval of a “Master Sign Plan” for Westlake Landings pursuant to Section 6.9 of the City Signage Code. The Master Sign Plan details the proposed Non-residential Pod Entry Sign, Primary and Secondary Ground Signs and Individual Ground Signs contemplated for future tenants. (The Pod H Master Plan Amendment is currently undergoing review by the City and anticipated to be approved shortly). This Master Signage Plan conforms to the requirements of Section 6.9 (C) (1-5).

### **Non-Residential Pod Entry Monument Signs**

The MSP includes 3 Non-Residential Pod Entry Monument Signs (NRPES). One is provided at the southwest intersection of Persimmon Boulevard and Seminole Pratt Whitney (SPW). The second and third will flank the westbound entrance road into Pod H, off of SPW. The NRPES is consistent with the location, size, and design criteria of Section 6.20 Figure 6.3. Non-Residential Pod entry signs are consistent with the overall theme and expectation within Westlake. These signs are identified on the Master Monument Plan and have always been anticipated.

### **Primary Ground Signs for Commercial Buildings within Pods**

There will be 1 Primary Ground Sign which will be 14’ in height, exceeding the height allowance of 8’ in height provided for in LDR Section 6.20 -Table 6.1. The Ground Sign is 14’ in height and 11’ in width. The Overall sign area is 165.66 sq.ft., exceeding the allowable 120 sq.ft. requirement of Table 6.1. This is a deviation of 45.66 sq.ft. The Ground Sign Copy area is 75.47 sq.ft., exceeding the 60 sq.ft. allowance of Table 6.1. This is a deviation of 15.47 sq.ft. The Primary Ground Sign contains 12 tenant names, exceeding the allowance by 6. The base of the

Primary Ground Sign is 2.6' which exceeds the minimum of 2' requirement by 6 inches and also deviates from the 30% of height requirement by 1.8' ( $14 \times 30\% = 4.2$  feet).

### **Secondary Ground Signs for Commercial Buildings within Pods**

There will be two types of Secondary Ground Signs: one housing 6 tenant names and the other housing 3 tenant names. Both of these sign types scale well below the maximum 8' height and 15' width. The Secondary Ground Signs are intended to be informative and directional in nature. Pod H as a whole is anticipated to have a number of different tenants and uses. To date staff has been focusing the frontage parcel along Seminole Pratt Whitney, which will be known as The Shoppes at Westlake Landing and the Self-Storage Facility. Parcels F and G will also have a number of different tenants. The Secondary Ground Signs are intended to provide wayfinding and some form of identification for all of the users within Pod H. While we have not determined which 6 tenants will be on the 6 ground signs in question, we would anticipate not having the individual tenants within the Shoppes of Westlake to be displayed on the Secondary Ground Signs; however, a major tenant within the Shoppes of Westlake could possibly be on the Secondary Ground Signs. Each of the 3 quick serve restaurants will have individual Ground Signs and will not be identified on the Secondary Ground Sign. As the 6 opportunities will be reserved for the priority tenants.

#### 6-Tenant Sign:

The sign dimensions of the 6-tenant sign are 6' x 8' or 48 sq.ft.. This sign area is significantly less than the maximum 120 sq.ft. allowed. The sign face (copy area) is 4.125 sq.ft., again significantly less than the maximum 60 sq.ft. allowed. The sign will allow for the maximum number of tenants allowed.

#### 3-Tenant Sign:

The sign dimensions of the 3-tenant sign are also 48 sq.ft., also significantly less than the maximum 120 sq.ft. allowed. The sign face is 15.625 sq.ft., again significantly less than the maximum 60 sq.ft. allowed. The sign allows for 3 less than the maximum number of tenant signs allowed by code.

**Tenant Specific Directional Signs (Individual Ground Signs)** Up to ten (10) individual ground (tenant) signs are proposed. These signs are just 1 foot higher than the allowable maximum of 4' and will have a copy area of approximately 16.5 sq.ft., which is 12.5 sq.ft. larger than the code allows.

Waivers are being requested for the **Primary Ground Sign** and the **Individual Ground Signs**.

The increased sign areas requested for the Primary Ground Signs are justified given the extreme lack of visibility from Seminole Pratt Whitney. An 80 foot densely planted and bermed landscape buffer exists along Seminole Pratt Whitney which completely obscures all visibility to the retail shopping center from the primary arterial roadway serving the property. Visibility to



signage is paramount for the survival of retail uses. With the rapid structural shift to online shopping, brick and mortar signage identification has never been more important.

The Individual Ground Sign will be used as individual ID signs for each tenant at each parcel within Pod H. These tenants are anticipated to be popular franchise food establishments and will have the same visibility challenge from SPW. Therefore, a more prominent identifying ground sign within Westlake Landings will assist and direct motorists more efficiently.

The locations of these ground signs are conceptual and will be finalized during Site Plan Review of each parcel.

The table below summarizes all of the sign types proposed, and identifies any deviations from code where it occurs, and as explained herein.

Sign Type	Code Req'mt.	Applicant Request	Deviation
<b>Ground Sign for Commercial Building Within Pod</b>  Primary Ground Sign	Height – 8' Width – 15' Sign Area – 120 sf. Copy Area – 60 sf. 6 Tenants Base – 2' or 30% of OH (2.4')	Height – 14' Width – 11'-10" Sign Area – 155.40 sf. Copy Area – 81 sf. 10 Tenants Base – 2.6'/4.2'	+ 6' - 3.9' + 35.40 sf. + 21 sf. + 4 Tenants + 6"/+1.8'
<b>Ground Sign for Commercial Building Within Pod</b>  Secondary Ground Sign – 6 Tenants	Height – 8' Width – 15' Sign Area – 120 sf. Copy Area – 60 sf. 6 Tenants Base – 2' or 30% of OH (1.8')	Height – 6' Width – 8' Sign Area – 48 sf. Copy Area – 4.125 sf. 6 Tenants Base – 14"	- 2' - 7' - 72 sf. - 56 sf. No Change - .6"
<b>Ground Sign for Commercial Building Within Pod</b>  Secondary Ground Sign – 3 Tenants	Height – 8' Width – 15' Sign Area – 120 sf. Copy Area – 60 sf. 6 Tenants Base – 2' or 30% of OH (1.8')	Height – 6' Width – 8' Sign Area – 48 sf. Copy Area – 15.625 sf. 3 Tenants Base – 14"	- 2' - 7' - 72 sf. - 44.5 sf. - 3 Tenants - .6"

<b>Tenant Specific Directional Sign</b>	<b>Height – 4’ Copy Area – 4 sf. (Base – Exempt)</b>	<b>Height – 5’ Copy Area – 16.5 sf.</b>	<b>+ 1’ + 12.5 sf</b>
1) Individual Ground Sign			

**Conclusion**

The Applicant is requesting approval of their Master Sign Plan for Westlake Landings 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.