



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 7/12/2021

PETITION DESCRIPTION

PETITION NUMBER: MSP-2021-01 Pod H Westlake Landings Master Sign Plan
OWNER: Minto PBLH LLC
APPLICANT: Cotleur & Hearing
ADDRESS: 16604 Town Center Parkway North Westlake, FL 33470 (Pod H)
PCN: 77-40-43-12-00-000-1010
REQUEST: The applicant is requesting approval for a Master Sign Plan for WestlakeLandings, a 50.826 acres commercial plaza, per *Chapter 6. Sign. Section 6.9 Master Sign Plan*. The subject application includes four (4) waivers.

SUMMARY

The applicant is requesting approval for a Master Sign Plan for Westlake Landings, per *Chapter 6. Sign. Section 6.9 Master Sign Plan*. The Master Sign Plan includes ground, and directional signs for the 50.826 acre commercial plaza to be developed in multiple phases. Also, the applicant is requesting approval of four (4) waivers as follows:

1. Ground Sign for commercial Building within Pod (Primary Ground Sign). The applicant is requesting to increase the height of the sign to fourteen (14) feet when the code requires eight (8) feet. Regarding these signs, the applicant is also requesting multiple code deviation in terms of width, copy area, number of tenants and height of base area, as detailed in the Master Sign Plan.
2. Ground Sign for Commercial Building within Pod (Secondary Signs- 6 Tenants). The applicant is requesting to reduce the height of the sign to six (6) feet when the code requires eight (8) feet. Regarding these signs, the applicant is also requesting multiple code deviation in terms of width, copy area and height of the base.
3. Ground Sign for Commercial Building within Pod (Secondary Signs- 3 Tenants). The applicant is requesting to reduce the height of the sign to six (6) feet when the code requires eight (8) feet. Regarding these signs, the applicant is also requesting multiple code deviation in terms of width, copy area, number of tenants and height of the base.
4. Individual Ground Sign. The applicant is requesting to increase the height of the sign to five (5) feet when the code requires eight (4) feet. Regarding these signs, the applicant is also requesting multiple code deviation in terms of width, copy area, and height of the base.

STAFF RECOMMENDATION

Based upon the facts and findings contained herein, the Engineering Department recommends approval of the subject application. The Planning and Zoning Department recommends the following Condition of Approval:

1. Only one (1) Individual Ground Sign per building is authorized.

BACKGROUND

The following application regarding Westlake Landings Plaza was approved by the City Council (5-0) on June 14, 2021:

1. Master Site Plan (MPA-2021-01) for a 50.826 acres Commercial Plaza in Pod H “Westlake Landings”. The subject application includes 1.39 acres of Canal; 1.00 acres of Dry Retention; **Parcel A 1** -2.48 acres- with a 4,500 Sq. Ft. Convenience Store with Gas Station (**Phase One**); **Parcel A 2** -1.18 acres- with a 3,500 Sq. Ft. Fast Food Restaurant with a drive through; **Parcel B 1** -1.68 acres- with a 4,500 Sq. Ft. Retail and 2,500 Sq. Ft. Fast Food Restaurant with a drive through; **Parcel B 2** -1.82 acres- with a 4,500 Sq. Ft. Retail and 2,500 Sq. Ft. Fast Food Restaurant with a drive through; **Parcel C 1** -1.87 acres- with a 3,585 Sq. Ft. Fast Food Restaurant with a drive through; **Parcel D** -1.81 acres- with 3,585 Sq. Ft. Fast Food Restaurant with a drive through; **Parcel E** -5.75 acres- with a 140,000 Sq. Ft. Self Service Storage; **Parcel F** -14.44 acres- with designation for Commercial Recreation; and **Parcel G** -17.41 acres- with a 35,000 Sq. Ft. Office and 150,000 Sq. Ft. Light Industrial.

STAFF ANALYSIS

The applicant is requesting approval for a Master Sign Plan for Westlake Landings, a 50.826 acre commercial plaza developed in multiple phases located in Pod H per Chapter 6. Sign. Section 6.9 Master Sign Plan. In addition to the three (3) Non-Residential Pod Entry Monument Signs and two (2) Secondary Ground Signs within Pod H that are consistent with the code, the subject application includes four (4) waivers.

The proposed Master Sign Plan includes all of the following signs:



SIGN LOCATION MAP

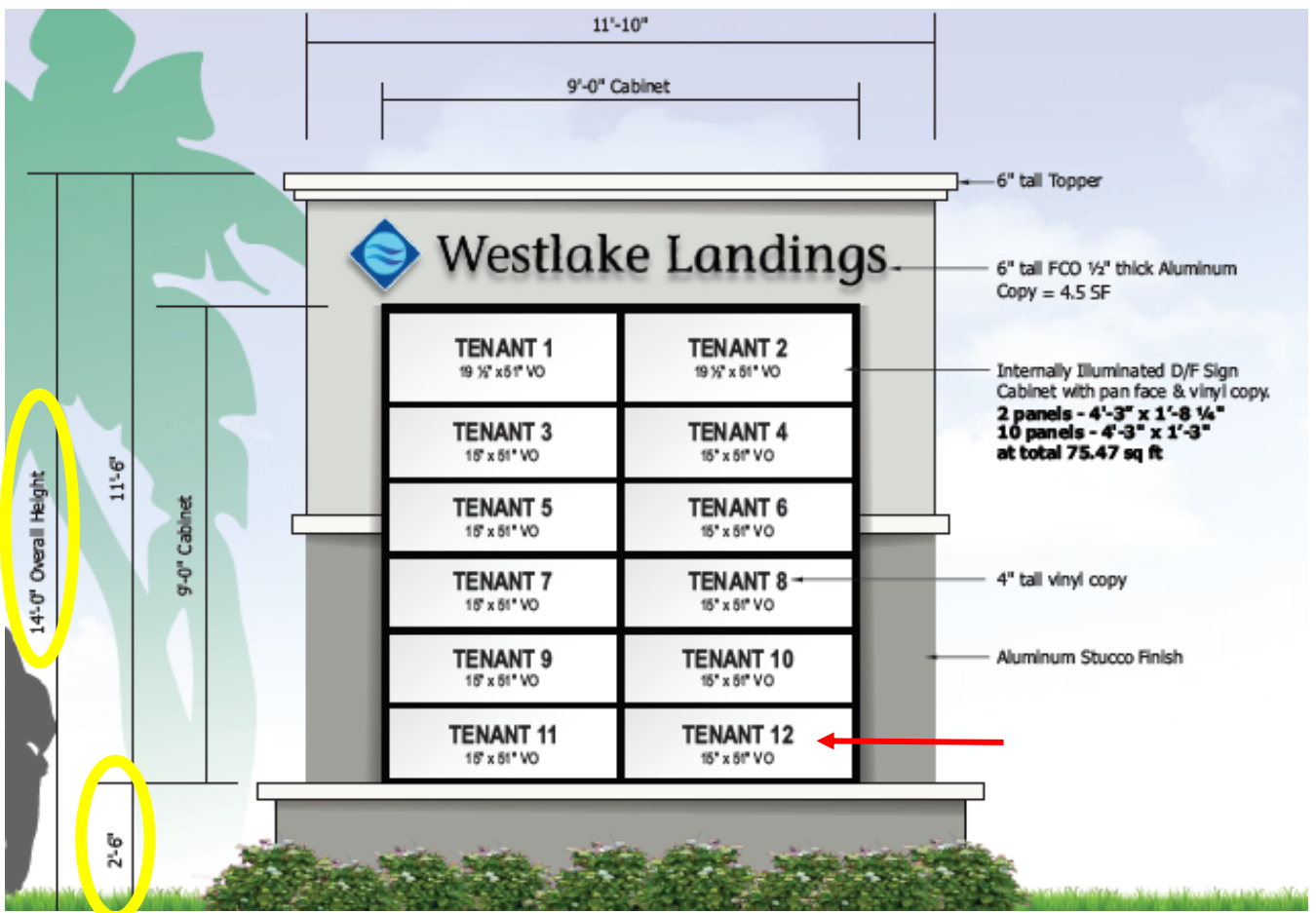
- NON RESIDENTIAL POD ENTRY SIGN
- PRIMARY GROUND SIGN
- SECONDARY GROUND SIGN- 6 TENANTS
- SECONDARY GROUND SIGN- 3 TENANTS
- INDIVIDUAL GROUND SIGN (NOTE: LOCATIONS OF INDIVIDUAL GROUND SIGNS ARE CONCEPTUAL AND WILL BE FINALIZED DURING SITE PLAN REVIEW OF EACH PARCEL)
- ✱ MSP BY OTHER

Per Chapter 6. Sign. Section 6.9 Master Sign Plan: *The City Council, at the time of development order or site plan approval or amendment, may waive one or more of the requirements of this chapter as part of a master sign plan. A master sign plan may be considered for two or more signs.*

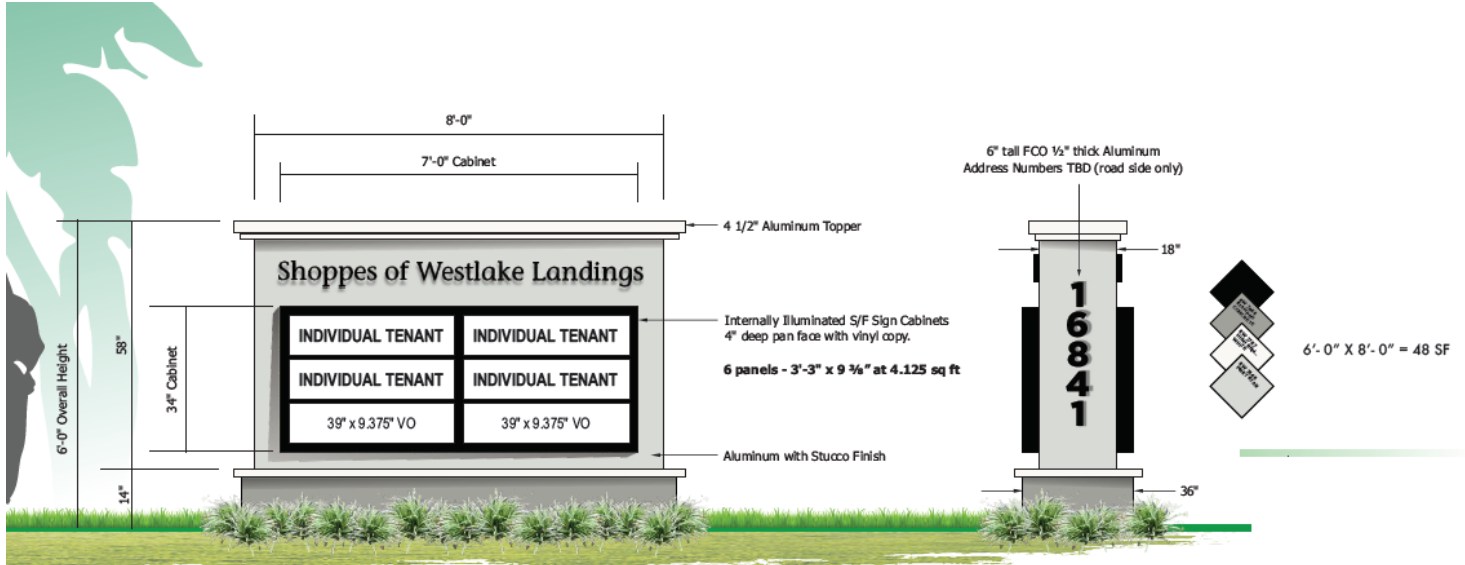
(A) *The City Council may vary the size, setback requirements, number, and type of signs as part of a master sign plan application, provided the city council determines an application complies with the general intent and purpose of this chapter.*

As part of the subject Master Sign Plan, the applicant is requesting the following four (4) waiver's from the provisions of the Sign Code:

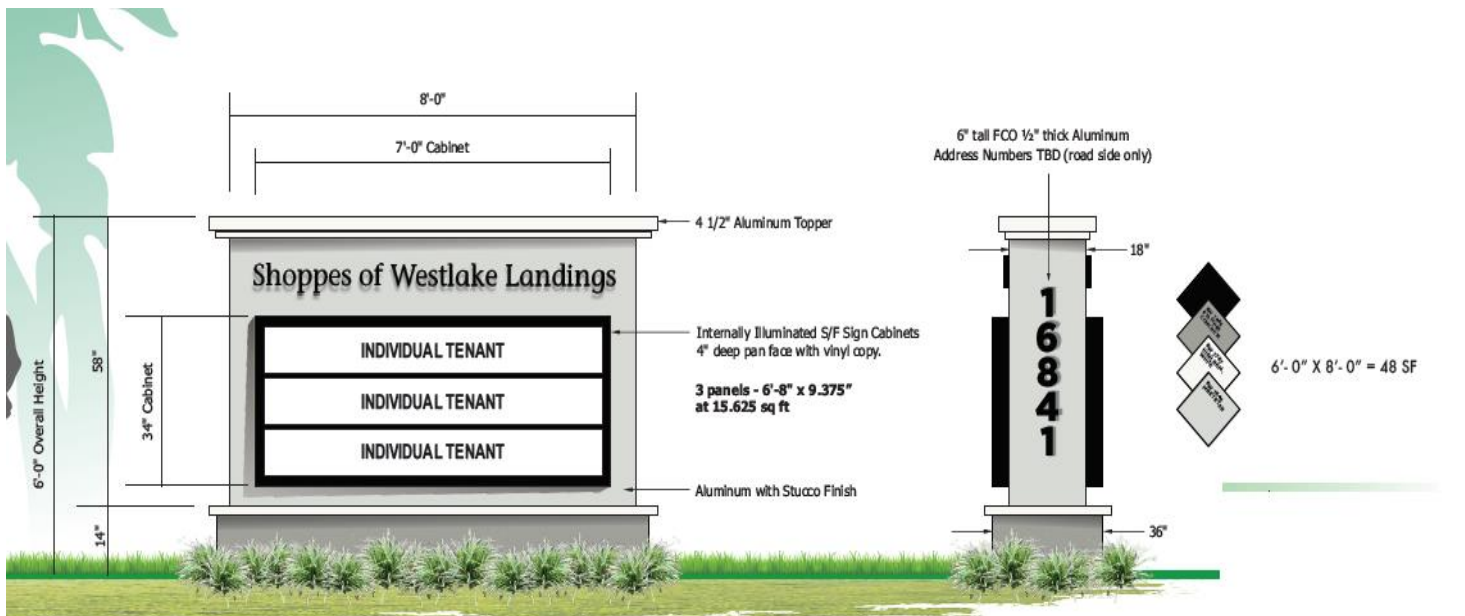
1. Ground Sign for commercial Building within Pod (Primary Ground Sign). The applicant is requesting to increase the height of the sign to fourteen (14) feet when the code requires eight (8) feet. Regarding these signs, the applicant is also requesting multiple code deviation in terms of width, copy area, number of tenants and height of base area, as detailed in the Master Sign Plan:
 - a. Sign to be fourteen feet (14') in height, exceeding code requirement of eight feet (8').
 - b. An overall sign area of 165.66 square feet, exceeding allowable 120 feet.
 - c. Ground Sign Copy area is 75.47 square feet, exceeding code requirement of 60 square feet.
 - d. Sign contains twelve (12) tenant names, exceeding the allowance by 6.
 - e. Base of sign is 2.6', in which the code only allow two feet (2 ft).



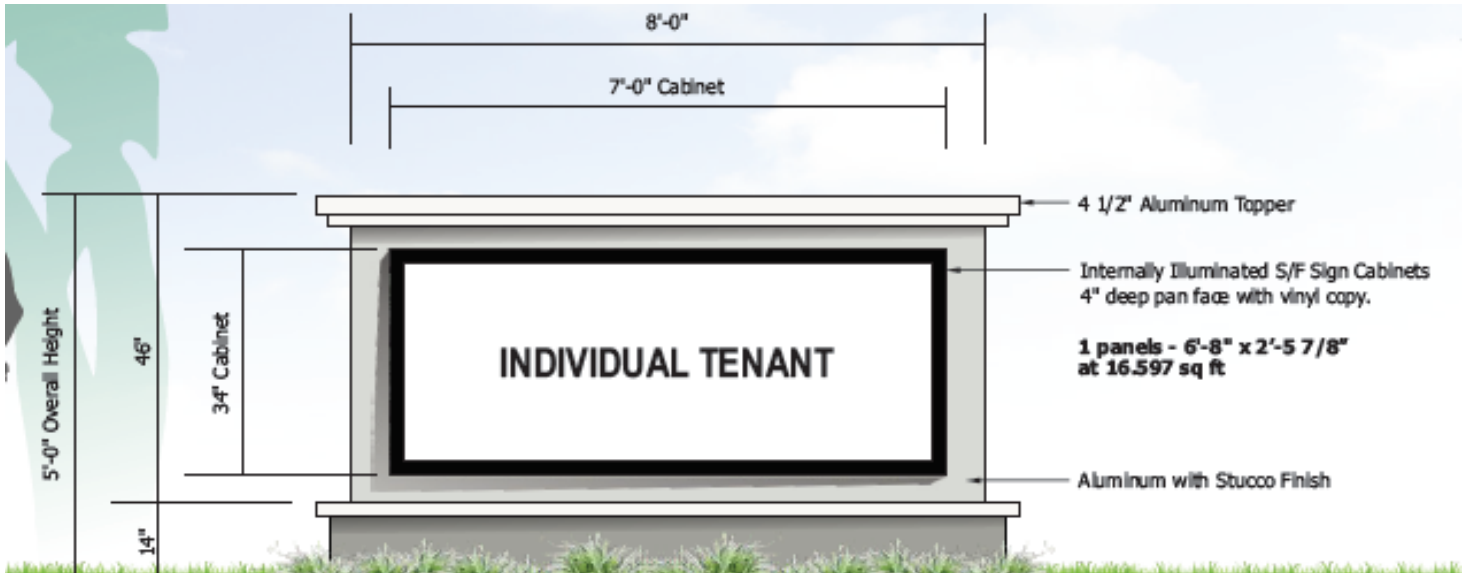
- Ground Sign for Commercial Building within Pod (Secondary Signs- 6 Tenants). The applicant is requesting to reduce the height of the sign to six (6) feet when the code requires eight (8) feet. Regarding these signs, the applicant is also requesting multiple code deviation in terms of width, copy area and height of the base.



- Ground Sign for Commercial Building within Pod (Secondary Signs- 3 Tenants). The applicant is requesting to reduce the height of the sign to six (6) feet when the code requires eight (8) feet. Regarding these signs, the applicant is also requesting multiple code deviation in terms of width, copy area, number of tenants and height of the base.

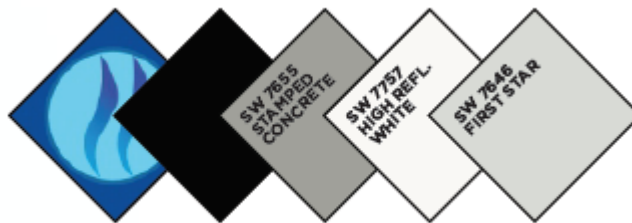


4. Individual Ground Sign. The applicant is requesting to increase the height of the sign to five (5) feet when the code requires eight (4) feet. Regarding these signs, the applicant is also requesting multiple code deviation in terms of width, copy area, and height of the base.
 - a. Each sign is proposed to be five feet (5'), which exceeds code requirement of four feet (4').
 - b. Signs copy area are 16.5 square feet, exceeding allowable requirement by 12.5 square feet.



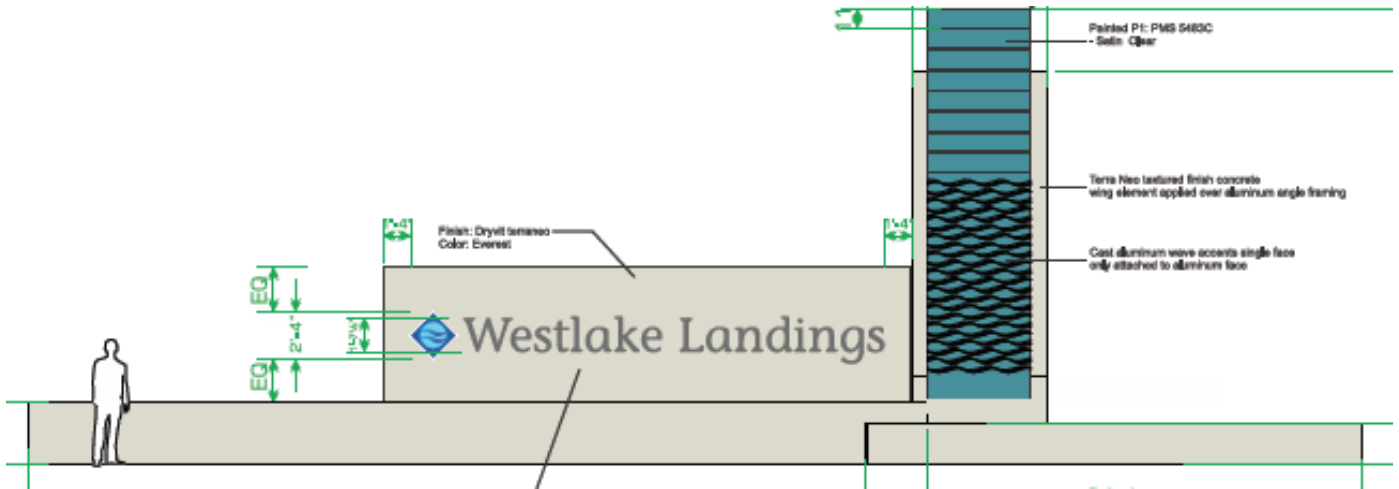
Tenant Sign Specifications

Tenant Signs will follow criteria set forth by the Master Sign Plan and remain consistent with the color scheme below. Tenants can have channel letters in the following two fonts: Helvetica Medium or Americana Extra Bold. Regional and National chains are permitted to use brand logo if approved by Landlord.



Non-Residential Pod Entry Monument Signs

The applicant proposes (three) 3 Non-Residential Pod Entry Monument Signs. One is provided at the outhwest sintersection of Persimmon Boulevard and Seminole Pratt Whitney (SPW) and the second and third will be provided at the westbound entrance into Pod H, off Seminole Pratt Whitney. All Monumnet Signs are consistent with the location, size and design criteria of Section 6.20.



FINAL REMARKS

MSP-2021-01 will be heard by the City Council on July 12, 2021. The public hearing was advertised in compliance with the City’s code.

Based upon the facts and findings contained herein, the Engineering Department recommends approval of the subject application. The Planning and Zoning Department recommends the following Condition of Approval:

2. Only one (1) Individual Ground Sign per building is authorized.