

**DEVELOPMENT ORDER OF THE CITY OF WESTLAKE, FLORIDA**

**APPLICANT:** Minto PBLH, LLC

**APPLICATION:** MSP-2022-02

**FOR PROPERTY LOCATED AT:** TBD

**DATE OF COUNCIL MEETING:** 7/5/2022

**TYPE OF ACTION SOUGHT:** Application for Master Signage Plan per Chapter 6. Sign. Section 6.9 Master Sign Plan. The subject application includes Twenty-two (22) waivers.

THIS MATTER came to be heard before the City Council of the City of Westlake, Florida on July 5, 2022. The City Council considered the action sought by the applicant and heard testimony from City staff, witnesses and representatives of the applicant, and the public. After reviewing the record and hearing the sworn testimony of the witness, the City Council finds as follows:

1. The Applicant's application for Master Signage Plan per Chapter 6. Sign. Section 6.9 Master Sign Plan is hereby:

<input checked="" type="checkbox"/>	<b>GRANTED</b>
<input type="checkbox"/>	<b>DENIED</b>

1. The Council's approval of the application is subject to the following conditions:
  - a) 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).
  - b) Each tenant will be permitted only one (1) rear wall tenant sign; however, a major tenant may be permitted two (2) rear wall signs.
2. The Council's approval of the application includes the following twenty-two (22) waivers attached hereto as Exhibit "A".

DATED: July 11, 2022

  
John Paul O'Connor, Mayor

  
Zoie Burgess, CMC. City Clerk

**EXHIBIT "A"**

**POD G Southwest  
James Business Park  
Master Sign Plan- Sign Code Deviations  
MSP-2022-02  
~~April 28, 2022~~  
Revised : May 19, 2022**

Sign Type	Code Req'mt.	Applicant Request	Deviation
Wall Sign for Principal Structure or Building Identification or Principal Tenant <u>PRINCIPAL TENANT WALL SIGNS</u>	Bldg. 1 Copy – 1 sign or 1 message Bldg. 2 Copy – 1 sign or 1 message Bldg. 1 Copy Area – 90 sf. Bldg. 2 Copy Area – 90 sf. Bldg. 1 Letter Height – 36" Bldg. 2 Letter Height – 36" Bldg. 1 1 sign per Bldg. Bldg. 2 1 sign per Bldg.	Copy – 1 line with additional 5' Logo Copy – 1 line with additional 5' Logo Copy Area – 215 sf. Copy Area – 160 sf. Including 5' Logo Including 5' Logo Up to 6 signs Up to 4 signs	+ 5' Logo +5' Logo +125 sf. +70 sf. + 5' Logo + 5' Logo + 5 signs + 3 signs <b>8 Waivers</b>
Wall Sign for Principal Structure or Building Identification or Principal Tenant <u>SECONDARY TENANT WALL SIGNS</u>	Bldg. 1 1 sign per Bldg. Bldg. 2 1 sign per Bldg. Bldg. 1 Copy Area – 90 sf. Bldg. 2 Copy Area – 90 sf.	Up to 8 signs Up to 4 signs Copy Area – 160 sf. Copy Area – 75 sf.	+ 7 signs + 3 signs + 70 sf. +15 sf. <b>4 Waivers</b>
Wall Sign for Principal Structure or Building Identification or Principal Tenant <u>PRINCIPAL TENANT REAR WALL SIGNS</u>	Bldg. 1 (Only) Copy – 1 sign or 1 message 1 Sign per Bldg.	Copy – 2 lines (may include a 4' logo) Signs Per Bldg. – 6	+ 1 line +5 signs <b>2 Waivers</b>

<p>Wall Sign for Principal Structure or Building Identification or Principal Tenant <u>BUILDING ID SIGNS</u></p>	<p>Bldg. 1 Bldg. 2  Bldg. 1 Bldg. 2  Bldg. 1 Bldg. 2</p>	<p>Copy – 1 sign or 1 message Copy – 1 sign or 1 message  Copy Area – 90 sf. Copy Area – 90 sf.  Letter Height – 36" Letter Height – 36"</p>	<p>Copy – 2 lines with 6' logo Copy – 2 lines with 6' logo  Copy Area – 144 sf. Copy Area – 120 sf.  Letter Height – 48", including 6' Logo Including 6' Logo</p>	<p>+ 1 line + 6' Logo + 1 line + 6' Logo  + 54 sf. + 30 sf.  + 12" + 6' Logo + 6' Logo  <b>6 Waivers</b></p>
<p>Tenant Specific Directional Signage <u>TENANT DIRECTIONAL SIGNS</u></p>	<p>Bldg. 1 Bldg. 2</p>	<p>Copy Area = 4' sf. Copy Area = 4' sf.</p>	<p>7.4 sf. 7.4 sf.</p>	<p>+ 3.4 sf. + 3.4 sf.  <b>2 Waivers</b></p>



## City of Westlake

### Planning and Zoning Department – Staff Report

City Council Meeting 7/5/22

---

#### PETITION DESCRIPTION

**PETITION NUMBER:** MSP-2022-02 James Business Park Master Signage Plan  
**OWNER:** Minto PBLH LLC  
**APPLICANT:** Cotleur & Hearing  
**ADDRESS:** TBD  
**PCN:** 77-40-43-01-21-001-0000; 77-40-43-01-21-023-0000  
**REQUEST:** The applicant is requesting approval for a Master Signage Plan for the James Business Park Warehouse, a 11.66 acres of light industrial warehouse per *Chapter 6. Sign. Section 6.9 MasterSignage Plan*. The subject application includes Twenty-two (22) waivers.

#### SUMMARY

The applicant is requesting approval for a Master Signage Plan for the James Business Park Warehouse, a 11.66 acres of light industrial warehouse per *Chapter 6. Sign. Section 6.9 MasterSign Plan*. The subject application includes the following waivers: Eight (8) for Principal Tenant Wall Signs, four (4) for Secondary Tenant Wall Signs, two (2) for Principal Tenant Rear Wall Signs, six (6) for Building ID Signs, and two (2) for Tenant Directional Signs totaling twenty-two (22) waivers.

The Master Sign Plan proposes for the North and South buildings, up to 10 (ten) Principal Tenant Wall Signs, twelve (12) Secondary Tenant Wall Signs, Twelve (12) Tenant Rear Wall Signs, Building Address, Building ID Signs and Loading Bay ID Signs.

A Site Plan Review application is being processed concurrently to develop two buildings totaling 145,643 square feet (sq. ft.) for a light-industrial warehouse facility. The application includes a one-story north building with 135,540 sq. ft.; and a one-story south building with 10,103 sq.ft. within Pod G Southwest. The applicant proposes to build the facility in two phases. Building I, all infrastructure and parking will be built as part of Phase I. A pad area will be constructed, compacted and seeded with Bahia grass at the proposed location of Building II. The landscape plan depicts a phasing line to ensure that the landscape within the perimeter islands are constructed within Phase I and only the foundations planting associated with Building 2 is proposed for Phase II.

#### 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 Conditions of Approval:

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 will be permitted only one (1) rear wall tenant sign; however, a major tenant may be permitted two (2).

## BACKGROUND

The subject application is requesting approval for a master signage plan for a light industrial e-commerce warehouse facility within the southwest portion of Pod G, to be located on Tract A. The plat for Pod G Southwest was previously approved and recorded on May 24, 2021.

A Site Plan Review application is being processed concurrently to develop two buildings totaling 145,643 square feet (sq. ft.) for a light-industrial warehouse facility. The application includes a one-story north building with 135,540 sq. ft.; and a one-story south building with 10,103 sq.ft. within Pod G Southwest.

The applicant proposes to build the facility in two phases. Building I, all infrastructure and parking will be built as part of Phase I. A pad area will be constructed, compacted and seeded with Bahia grass at the proposed location of Building II. The landscape plan depicts a phasing line to ensure that the landscape within the perimeter islands are constructed within Phase I and only the foundations planting associated with building 2 is proposed for Phase II.

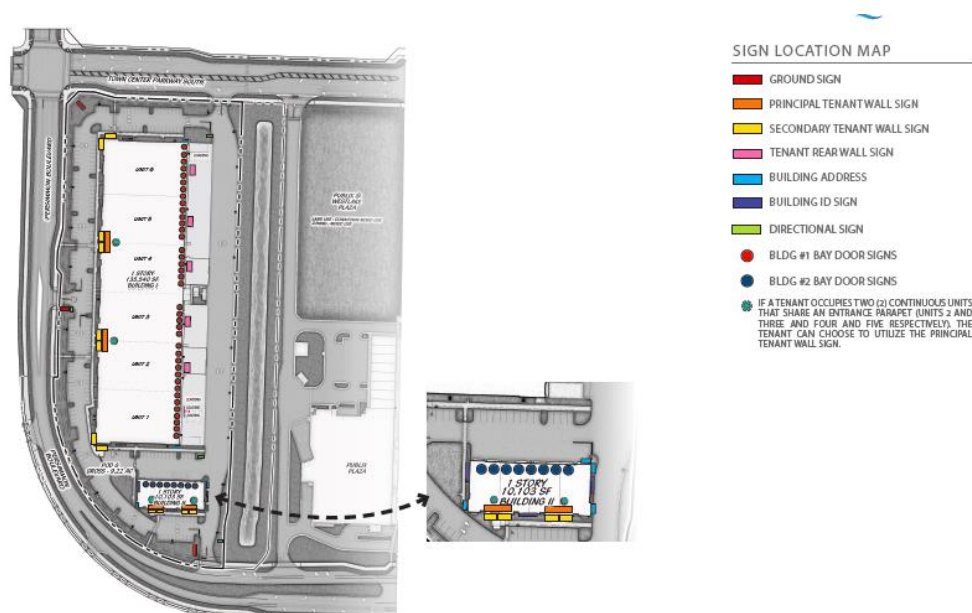
The subject Master Sign application will be heard concurrently with the Site Plan Review application by City Council on July 5, 2022.

## STAFF ANALYSIS

The applicant is requesting approval for a Master Sign Plan for the James Business Park development, a 11.66 acres for light industrial warehouse use per *Chapter 6. Sign. Section 6.9 Master Sign Plan*. The subject application includes the following waivers: Eight (8) for Principal Tenant Wall Signs, four (4) for Secondary Tenant Wall Signs, two (2) for Principal Tenant Rear Wall Signs, six (6) for Building ID Signs, and two (2) for Tenant Directional Signs totaling thirty-two (22) waivers.

The Master Sign Plan proposes for the North and South buildings, up to 10 (ten) Principal Tenant Wall Signs, twelve (12) Secondary Tenant Wall Signs, Twelve (12) Tenant Rear Wall Signs, Building Address, Building ID Signs and Loading Bay ID Signs.

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



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 waiver’s from City Code Section 6.20 (Permitted Signs):

**A. Tenant Directional Signs**

The applicant is requesting code waivers in terms of copy area.

- Copy area of 13.2 square feet, which exceeds code requirement of four (4) square feet. Waivers are for both, the North and South Building totaling two (2) requests.

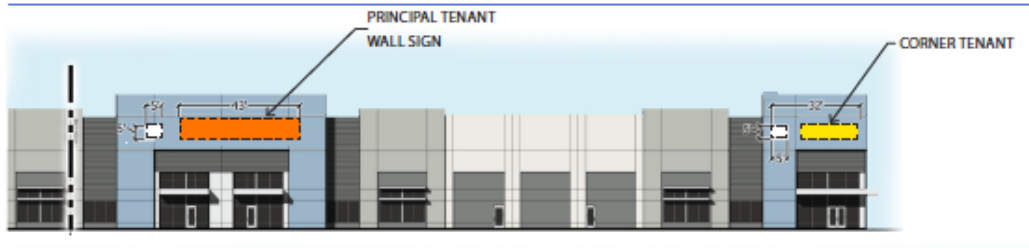


**B. Principal Tenant Wall Signs.**

The applicant is requesting waivers for principal tenant wall signs.

- A copy area with a six (6) foot logo, the code does not allow a logo.
- Copy area of 215 sq. ft. for the North Building and 160 q. ft. for the South Building, which exceeds code requirement of 90 square feet.
- Five (5) foot logo, exceeding code requirement of thirty-six (36) inches and an addition of logo.
- Total of six (6) signs per North Building and two (4) signs per South Building, which exceeds code requirement of one (1) sign per building.

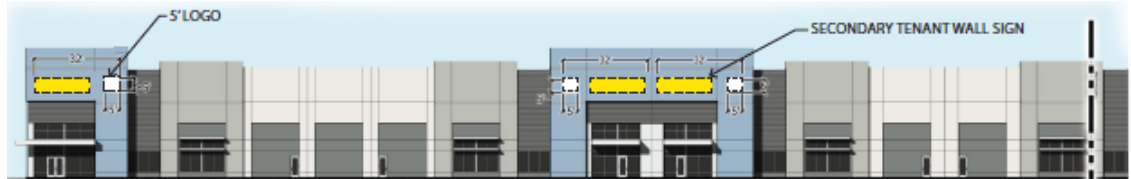
**BUILDING #1 WALL SIGNS**



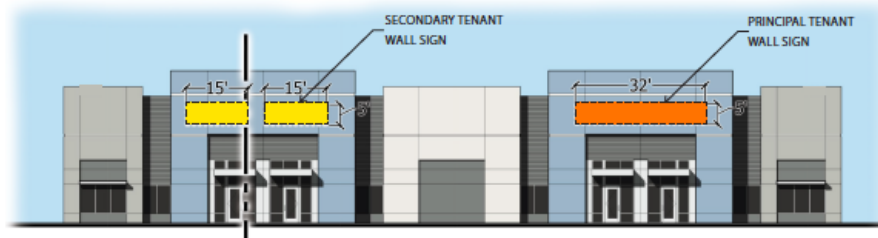
**C. Secondary Tenant Wall Signs.**

The applicant is requesting multiple waivers in terms of number of signs, location, copy area, and height.

- Eight (8) signs on the North Building and four (4) signs on the South Building, which exceeds code requirement of one (1) sign per building.
- A copy area of up to 160 sq. ft. for North Building and 75 sq.ft. for South Building, which exceeds code requirement of 90 square feet.



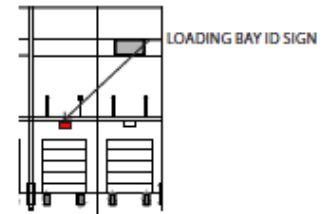
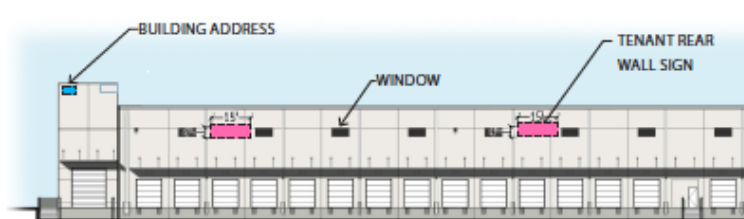
**BUILDING #2 WALL SIGNS**



**D. Principal Tenant Rear Wall Signs.**

The applicant is requesting multiple code waivers in terms of number of signs, location, copy area, and height for the secondary tenant rear wall signs.

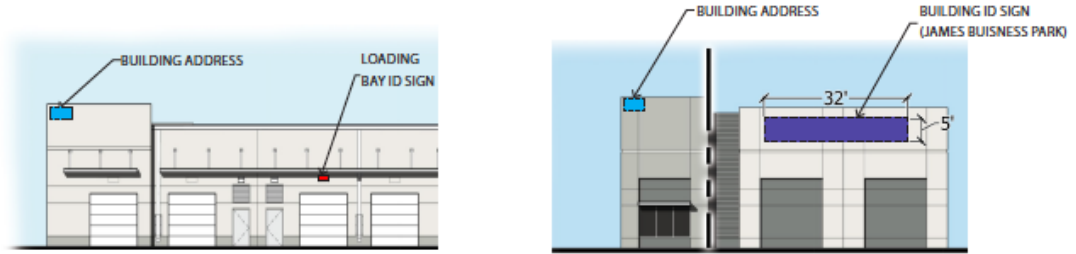
- Copy area of two (2) lines with a four (4) foot logo, which exceeds code requirement of one (1) per copy area and including a logo. Waivers are for North Building Only.
- Six (6) signs on the North Building and six (6) signs on the South Building, which exceeds code requirement of one (1) sign per building.
- Four (4) foot logo, which exceeds code requirement of an addition logo to a wall sign.



**E. Building ID Signs.**

The applicant is requesting multiple code waivers in terms of number of signs, location copy area, and height to the building ID signs.

- Copy area of two (2) lines with a six (6) foot logo, which exceeds code requirement of one (1) per copy area and including a logo. Deviations are for both the North and South Building.
- Copy area of up to 144 sq.ft. for North Building and 120 sq. ft. for South Building, which exceeds code requirement of 90 sq.ft.
- Letter Height of forty-eight (48) inches with a six (6) foot logo, which exceeds code requirement of thirty-six (36) inches and an addition of logo.



The following table presents all 22 waivers being requested:

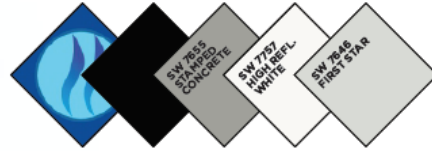
Sign Type	Code Req'mt.	Applicant Request	Deviation		
Wall Sign for Principal Structure or Building Identification or Principal Tenant <b>PRINCIPAL TENANT WALL SIGNS</b>	Bldg. 1	Copy – 1 sign or 1 message	Copy – 1 line with additional 5' Logo	+ 5' Logo	8 Waivers
	Bldg. 2	Copy – 1 sign or 1 message	Copy – 1 line with additional 5' Logo	+5' Logo	
	Bldg. 1	Copy Area – 90 sf.	Copy Area – 215 sf.	+125 sf.	
	Bldg. 2	Copy Area – 90 sf.	Copy Area – 160 sf.	+70 sf.	
	Bldg. 1	Letter Height – 36"	Including 5' Logo	+ 5' Logo	
	Bldg. 2	Letter Height – 36"	Including 5' Logo	+ 5' Logo	
	Bldg. 1	1 sign per Bldg.	Up to 6 signs	+ 5 signs	
	Bldg. 2	1 sign per Bldg.	Up to 4 signs	+ 3 signs	
Wall Sign for Principal Structure or Building Identification or Principal Tenant <b>SECONDARY TENANT WALL SIGNS</b>	Bldg. 1	1 sign per Bldg.	Up to 8 signs	+ 7 signs	4 Waivers
	Bldg. 2	1 sign per Bldg.	Up to 4 signs	+ 3 signs	
	Bldg. 1	Copy Area – 90 sf.	Copy Area – 160 sf.	+70 sf.	
	Bldg. 2	Copy Area – 90 sf.	Copy Area – 75 sf.	+15 sf.	
Wall Sign for Principal Structure or Building Identification or Principal Tenant <b>PRINCIPAL TENANT REAR WALL SIGNS</b>	Bldg. 1 (Only)	Copy – 1 sign or 1 message 1 Sign per Bldg.	Copy – 2 lines (may include a 4' logo) Signs Per Bldg. - 6	+ 1 line +5 signs	2 Waivers

Wall Sign for Principal Structure or Building Identification or Principal Tenant <b>BUILDING ID SIGNS</b>	Bldg. 1	Copy – 1 sign or 1 message	Copy – 2 lines with 6' logo	+ 1 line + 6' Logo	6 Waivers
	Bldg. 2	Copy – 1 sign or 1 message	Copy – 2 lines with 6' logo	+ 1 line + 6' Logo	
	Bldg. 1	Copy Area – 90 sf.	Copy Area – 144 sf.	+ 54 sf.	
	Bldg. 2	Copy Area – 90 sf.	Copy Area – 120 sf.	+30 sf.	
Bldg. 1	Letter Height – 36"	Letter Height – 48", including 6' Logo	+ 12" + 6' Logo		
Bldg. 2	Letter Height – 36"	Including 6' Logo	+6' Logo		
Tenant Specific Directional Signage <b>TENANT DIRECTIONAL SIGNS</b>	Bldg. 1	Copy Area = 4' sf.	7.4 sf.	+ 3.4 sf.	2 Waivers
Bldg. 2	Copy Area = 4' sf.	7.4 sf.	+ 3.4 sf.		



## 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.



## Tenant Leasing Scenarios

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.

The following two scenarios were provided by the applicant to demonstrate possible tenant signage.

***Scenario #1 demonstrates scenario of signage based on proposed higher tenant occupancy.***



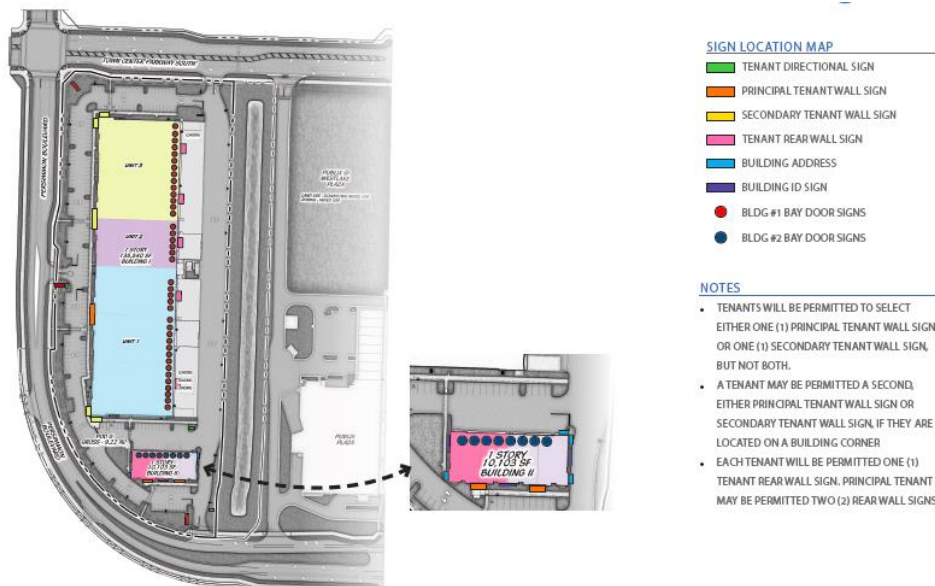
### SIGN LOCATION MAP

- TENANT DIRECTIONAL SIGN
- PRINCIPAL TENANT WALL SIGN
- SECONDARY TENANT WALL SIGN
- TENANT REAR WALL SIGN
- BUILDING ADDRESS
- BUILDING ID SIGN
- BLDG #1 BAY DOOR SIGNS
- BLDG #2 BAY DOOR SIGNS
- IF A TENANT OCCUPIES TWO (2) CONTINUOUS UNITS THAT SHARE AN ENTRANCE PARAPET (UNITS 2 AND THREE AND FOUR AND FIVE RESPECTIVELY), THE TENANT CAN CHOOSE TO UTILIZE THE PRINCIPAL TENANT WALL SIGN.

### NOTES

- TENANTS WILL BE PERMITTED TO SELECT EITHER ONE (1) PRINCIPAL TENANT WALL SIGN, OR ONE (1) SECONDARY TENANT WALL SIGN, BUT NOT BOTH.
- A TENANT MAY BE PERMITTED AN ADDITIONAL SECONDARY TENANT WALL SIGN IF THEY ARE LOCATED ON A BUILDING CORNER
- EACH TENANT WILL BE PERMITTED ONE (1) TENANT REAR WALL SIGN. PRINCIPAL TENANT MAY BE PERMITTED TWO (2) REAR WALL SIGNS.

Scenario #2 demonstrates a lower rate of tenant occupancy based on larger space sizes.



**FINAL REMARKS**

MSP-2022-02 will be heard by the City Council on July 5, 2022. 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 Conditions of Approval:

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 will be permitted only one (1) rear wall tenant sign; however, a major tenant may be permitted two (2).