

CITY OF WESTLAKE



AGENDA

City Council Special Meeting

Monday, October 27, 2025, at 6:00 PM

The Lodge at Westlake Adventure Park
5490 Kingfisher Blvd.
Westlake, Florida 33470

Live Broadcasting:

<https://cityofwestlake.my.webex.com>

Meeting ID: 2866 238 6442 | Password: hello

or

United States Toll: +1-650-479-3208

CITY COUNCIL:

JohnPaul O'Connor, Mayor
Greg Langowski, Vice Mayor
Gary Werner, Council Member – Seat 1
Erik Gleason, Council Member – Seat 2
Charlotte Leonard, Council Member – Seat 3

CITY STAFF:

Zoie P. Burgess, CMC, Acting City Manager
Odet Izquierdo, Acting City Clerk
Donald J. Doody, Esq., City Attorney
Osniel Leon, AICP, Planning and Zoning
Suzanne Dombrowski, P.E., ENV SP, Engineering

[TENTATIVE: SUBJECT TO REVISION]

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

ADDITIONS, DELETIONS OR MODIFICATIONS, AND APPROVAL OF AGENDA

PUBLIC COMMENTS

This section of the agenda allows for comments from the public to speak. Each speaker will be given a total of three (3) minutes to comment. A public comment card should be completed and returned to the City Clerk. When you are called to speak, please go to the podium, and prior to addressing Council, state your name and address for the record. All public comments will be noted and may receive a response if necessary. Any follow-up will be handled by staff later.

CONSENT AGENDA

This section of the agenda consists of routine or administrative items that require final approval by the City Council and may be approved in its entirety by a single motion. There will be no discussion of these items unless a Council Member requests such, in which event, the item will be removed from the Consent Agenda and considered on a future agenda.

PUBLIC HEARING - QUASI JUDICIAL

- A.** **MSP-2025-05:** The applicant is requesting approval of a Master Sign Plan for the Retail Sales & Services use known as “Lowe’s,” located in the northern portion of Pod G. The subject site consists of 12.72 acres and will include a 107,547-square-foot main building and a 26,601-square-foot Garden Center. The subject application includes six (6) waivers.

Submitted By: Planning and Zoning

CITY COUNCIL COMMENTS

- A. Councilwoman Charlotte Leonard
- B. Councilman Erik Gleason
- C. Councilman Gary Werner
- D. Vice Mayor Greg Langowski
- E. Mayor JohnPaul O'Connor

REPORT - STAFF

REPORT - CITY ATTORNEY

REPORT - CITY MANAGER

PUBLIC COMMENTS

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ADJOURNMENT

Next Meeting (Subject to Change or be Cancelled): November 4, 2025

NOTICE: If a person, firm or corporation decides to appeal any decision made by the City Council with respect to any matter considered at this meeting, you will need a record of the proceedings, and you may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. (The above notice is required by State Law. Anyone desiring a verbatim transcript shall have the responsibility, at his own cost, to arrange for the transcript). The City of Westlake does not prepare or provide such verbatim record.

In accordance with the Americans with Disabilities Act, persons who need an accommodation in order to attend or participate in this meeting should contact the City Clerk at (561) 530-5880 at least three (3) business days prior to the meeting in order to request such assistance.

AGENDA POSTED: October 20, 2025

File Attachments for Item:

A. MSP-2025-05: The applicant is requesting approval of a Master Sign Plan for the Retail Sales & Services use known as “Lowe’s,” located in the northern portion of Pod G. The subject site consists of 12.72 acres and will include a 107,547-square-foot main building and a 26,601-square-foot Garden Center. The subject application includes six (6) waivers.

Submitted By: Planning and Zoning



Meeting Agenda Item Coversheet

MEETING DATE:		10/27/2025		Submitted By: Planning and Zoning	
SUBJECT: <i>This will be the name of the Item as it will appear on the Agenda</i>		MSP-2025-05: The applicant is requesting approval of a Master Sign Plan for the Retail Sales & Services use known as "Lowe's," located in the northern portion of Pod G. The subject site consists of 12.72 acres and will include a 107,547-square-foot main building and a 26,601-square-foot Garden Center. <u>The subject application includes six (6) waivers.</u>			
STAFF RECOMMENDATION: (MOTION READY)		Motion to Approve - MSP-2025-05 – Master Sign Plan including six (6) waivers for the Lowe's development located in Pod G.			
SUMMARY and/or JUSTIFICATION:		The applicant is requesting approval of a Master Sign Plan for the Lowe's development, a 12.72-acre site. Per Chapter 113, Section 113-8 (Master Sign Plan), the subject application includes the following waivers: three (3) wall signs for the principal structure with a letter height of 108.4 inches and a copy area of 277 sq. ft. for the "Lowe's" sign, a copy area of 99.65 sq. ft. for the "Garden Center" sign, and two (2) cabinet signs. The proposed Master Sign Plan includes three (3) principal wall signs—one (1) being a channel letter sign and two (2) cabinet signs—as well as one (1) ground sign.			
SELECT, if applicable		AGREEMENT:		BUDGET:	
		STAFF REPORT:		PROCLAMATION:	
		EXHIBIT(S):		OTHER:	
IDENTIFY EACH ATTACHMENT. <i>For example, an agreement may have 2 exhibits, identify the agreement and Exhibit A and Exhibit B</i>		Agenda Item Sheet Staff Report Eng Approval Letter Application Justification Statement Master Sign Plan			
SELECT, if applicable		RESOLUTION:		ORDINANCE:	
IDENTIFY FULL RESOLUTION OR ORDINANCE TITLE <i>(if Item is <u>not</u> a Resolution or Ordinance, please erase all default text from this field's textbox and leave blank)</i> <u>Please keep text indented.</u>					
FISCAL IMPACT (if any):					\$



City of Westlake

Planning and Zoning Department – Staff Report

City Council Meeting 10/27/2025

PETITION DESCRIPTION

PETITION NUMBER: MSP-2025-05 Lowe's Master Sign Plan Review (Northern Portion of Pod G)

OWNER: Minto PBLH, LLC

APPLICANT: Cotleur & Hearing

PCN: Portion of 77-40-43-01-29-000-0010

REQUEST: The applicant is requesting approval of a Master Sign Plan for the Retail Sales & Services use known as "Lowe's," located in the northern portion of Pod G. The subject site consists of 12.72 acres and will include a 107,547-square-foot main building and a 26,601-square-foot Garden Center. The subject application includes six (6) waivers.

SUMMARY

The applicant is requesting approval of a Master Sign Plan for the Lowe's development, a 12.72-acre site. *Per Chapter 113, Section 113-8 (Master Sign Plan)*, the subject application includes the following waivers: three (3) wall signs for the principal structure with a letter height of 108.4 inches and a copy area of 277 sq. ft. for the "Lowe's" sign, a copy area of 99.65 sq. ft. for the "Garden Center" sign, and two (2) cabinet signs.

The proposed Master Sign Plan includes three (3) principal wall signs—one (1) being a channel letter sign and two (2) cabinet signs—as well as one (1) ground sign.

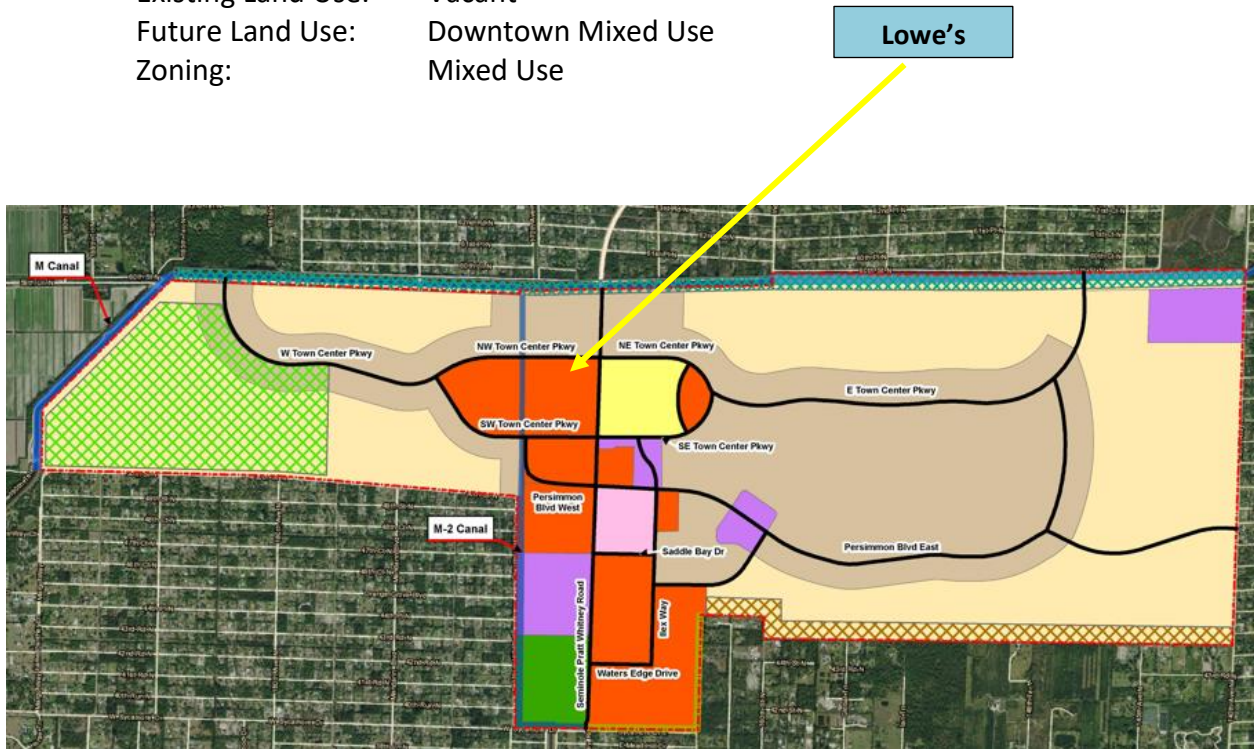
The site plan application (SPR-2025-02) was approved by City Council on August 5, 2025, for a Retail Sales & Services use known as "Lowe's," which includes a 107,547-square-foot main building and a 26,601-square-foot Garden Center.

STAFF RECOMMENDATION

Based upon the facts and findings contained herein, the **Planning and Zoning and Engineering Departments** have no objections of the above referenced application.

PETITION FACTS

- a. Total Gross Site Area: 12.72 acres (Portion of Pod G)
- b. Building Data: 107,547 sq.ft
- c. Land Use and Zoning
 - Existing Land Use: Vacant
 - Future Land Use: Downtown Mixed Use
 - Zoning: Mixed Use



BACKGROUND

The site is located within Pod G, South of Town Center Pkwy N, West of Seminole Pratt Whitney Rd, and North of Town center Pkwy S.

- On April 1, 2025, the City Council approved the plat for Pod G including North Parcel C where the subject site “Lowe’s” will be located.
- On August 5, 2025, the City Council approved the application SPR-2025-02 with conditions for the proposed 107,547 sq.ft. retail sale and service known as “Lowe’s”

STAFF ANALYSIS

The applicant is requesting approval of a Master Sign Plan for the Lowe’s development, a 12.72-acre Retail Sales & Services site containing a 107,547-square-foot building. *Per Chapter 6, Signs, Section 6.9 (Master Sign Plan)*, the subject application includes 6 (six) waivers for the principal structure.

Proposed Master Sign Plan includes 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 waivers from the City Code Section 113-11 (Permitted Signs):

A. Principal Wall Sign:

- 3 Wall Principal for principal structure which include Lowe's, Garden Center, and Pro Service signs – Code Sec 113-11 allows one (1) per building.
- 277 sq.ft. copy area for the Lowe's sign. – Code Sec 113-11 allows for 90 sq.ft.
- 108.4" letter height for the Lowe's Sign – Code Sec 113-11 allows for 36".
- 99.65 sq.ft. copy area for the Garden Center sign - Code Sec 113-11 allows for 90 sq.ft.
- 2 Cabinet Signs for the Garden Center and Pro Service sign.

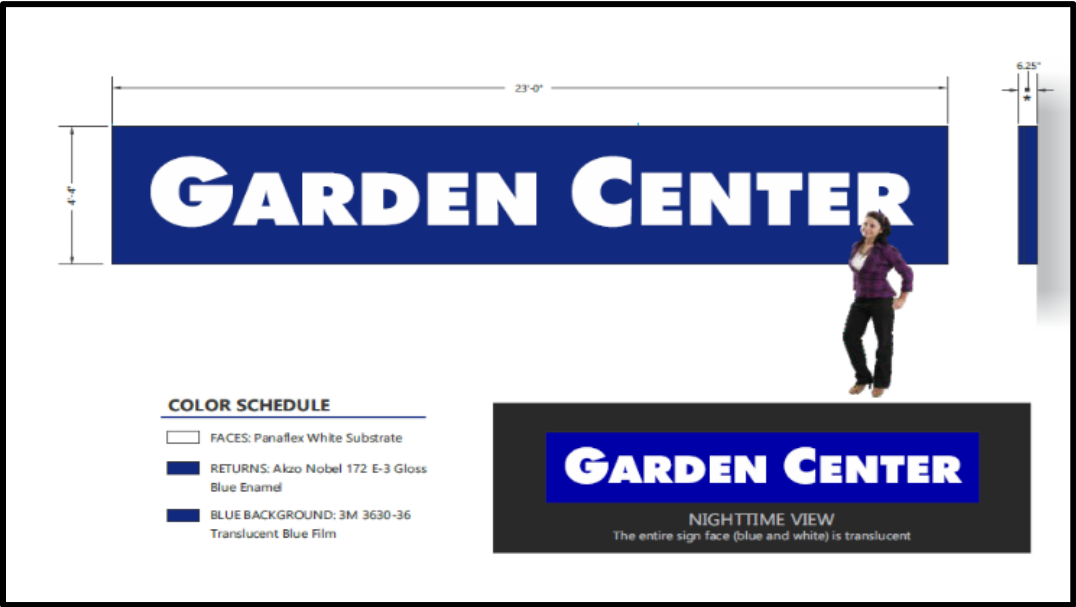
The following table presents all 6 waivers being requested:

Sign Type	Code Requirement (Section 113-11-7)	Applicant Request	Deviation	
Wall Sign for Principal Structure/ Building ID LOWE'S	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" (3') Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building	277 SF Max. 1 108.4 " (9',4") ✓	+187 SF +76.8" (6',4')	2 Waivers
Wall Sign for Principal Structure/ Garden Center	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building Cabinet Sign Not Permitted	99.65 SF Max. 1 1 26.5" ✓	+9.65 SF +1 +Cabinet sign	3 Waivers
Wall Sign for Principal Structure/ Pro Services	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building Cabinet Sign Not Permitted	74 SF Max. ✓ ✓ 30" ✓	+1 +Cabinet sign	1 Waiver

Proposed Lowe's Sign



Proposed Garden Center Sign



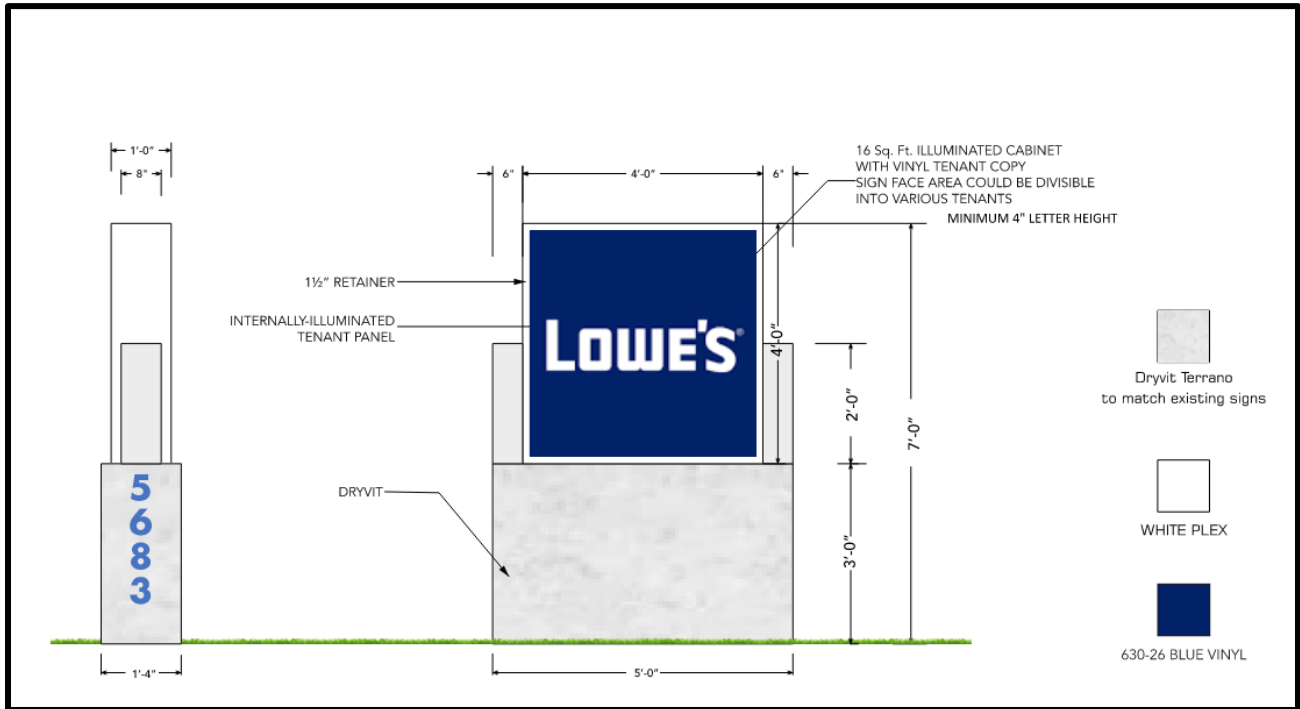
Proposed Pro Service Sign



Proposed Wall Signs



Proposed Ground Sign



FINAL REMARKS

MSP-2025-05 will be heard by the City Council on October 27, 2025. The public hearing was advertised in compliance with the City's code. Based upon the facts and findings contained herein, **the Planning and Zoning and Engineering Departments** have no objections of the above-mentioned application.



CITY OF WESTLAKE

Engineering Department

4001 Seminole Pratt Whitney Road

Westlake, Florida 33470

Phone: (561) 530-5880

www.westlakegov.com

DATE:	7/21/2025
APPLICATION NUMBER:	MSP-2025-05
DESCRIPTION:	Lowe's Westlake – Master Sign Plan
APPLICANT:	Creech Consulting, Inc. (Jerry Compton)
OWNER:	Minto PBLH, LLC
REQUEST:	Master Sign Plan Review
LOCATION:	5075 Seminole Pratt Whitney Road, Westlake, FL
STAFF REVIEW:	RECOMMENDATION OF APPROVAL WITH CONDITION

The Engineering Department recommends approval with a condition of the plans submitted on 07-03-2025.

1. The applicant will ensure that the final placement of the ground sign is located outside of the applicable site visibility triangle.

The following documents were reviewed by the Engineering Department as part of this resubmittal package:

- 1) Lowe's at Westlake - Applicant's Master Sign Plans Submittal - 06_24_2025, dated 6/24/25

This letter has been prepared by the following individual, in association with their consultants and subconsultants:

A handwritten signature in blue ink, appearing to read "S. Dombrowski".

Suzanne Dombrowski, P.E.
Chen Moore and Associates
Tel: 561.746.6900 x 1035
Email: sdombrowski@chenmoore.com



CITY OF WESTLAKE
Planning and Zoning Department
4001 Seminole Pratt Whitney Road
Westlake, Florida 33470
Phone: (561) 530-5880
www.westlakegov.com

DEPARTMENTAL USE ONLY
Ck. # _____
Fee: _____
Intake Date: _____
PROJECT # _____

APPLICATION FOR MASTER SIGNAGE PLAN

CITY COUNCIL MEETING DATE: _____

The City Council meets on the second Monday of the month at 6:30 p.m., in the Westlake City Council Chambers, located at 4005 Seminole Pratt Whitney Road.

See page 3 for review process and submittal deadline.

INSTRUCTIONS TO APPLICANTS:

1. Please complete all sections of this application. If not applicable, indicate with N/A.
2. Provide all required documents as requested in the Master Signage Plan Application. If not applicable, indicate with N/A.
3. The applicant must be present at scheduled City Council meeting.

I. PROJECT DESCRIPTION AND APPLICANT INFORMATION

PROJECT NAME: MSP-2025-05 - Lowes Master Sign Plan

PROJECT ADDRESS: TBD

DESCRIPTION OF PROJECT: Master Sign Plan review for Lowe's Home Center in Westlake

Estimated Project Cost: TBD

Property Control Number (PCN): 77-40-43-01-29-000-0010

Section/Township/Range: Section 77, Township 40, Range 43

Property Owner(s) of Record (Developer) Minto PBLH, LLC

Address: 16604 Town Center Parkway, Westlake, FL 33470

Phone No.: 954-973-4490 **Fax No.** _____ **E-mail Address:** jfcarter@mintousa.com

3/9/22b

Applicant/Agent (if other than owner, complete *Acknowledgement and Consent* section on page 2):

Name: Donaldson E. Hearing, Coteleur & Hearing

Address: 1934 Commerce Lane, Suite 1, Jupiter, FL 33458

Phone No.: 561-747-6336 Fax No.: _____ E-mail Address: dhearing@coteleur-hearing.com

II. LAND USE & ZONING

A) ZONING DISTRICT Mixed Use B) FUTURE LAND USE DESIGNATION Downtown Mixed Use

C) EXISTING USE(S) Vacant (SPR 2025-02 approved at August 5, 2025 Council Meeting)

D) PROPOSED USE(S) Master Sign Plan for approved 111,409 SF Lowes Big Box Retail Store

III. ADJACENT PROPERTIES

	EXISTING USE(S)	FUTURE LAND USE DESIGNATION	ZONING DISTRICT
SUBJECT PROPERTY	Vacant	Downtown Mixed Use	Mixed Use
NORTH	Vacant	Residential - 2	Residential - 2
SOUTH	Vacant	Downtown Mixed Use	Mixed Use
EAST	Minto PBLH Sales Office/Vacant	Downtown Mixed Use	Town Center
WEST	Vacant	Downtown Mixed Use	Mixed Use

IV. OWNER AND APPLICANT/AGENT ACKNOWLEDGEMENT AND CONSENT

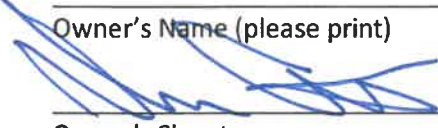
Consent statement (to be completed if owner is using an agent)

I/we, the owners, hereby give consent to Coteleur & Hearing, Donaldson E. Hearing to act on my/our behalf to submit this application, all required material and documents, and attend and represent me/us at all meetings and public hearings pertaining to the application and property I/we own described in the application. By signing this document, I/we affirm that I/we understand and will comply with the provisions and regulations of the

3/9/22b

City of Westlake, Florida, Code of Ordinances. I/we further certify that all of the information contained in this application and all the documentation submitted is true to the best of my/our knowledge.

John F. Carter

Owner's Name (please print)


Owner's Signature
8/14/25

Date

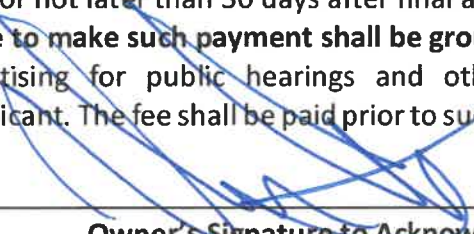
Donaldson E. Hearing

Applicant/Agent's Name (please print)


Applicant/Agent's Signature
August 12, 2025

Date

The owner/applicant agrees to compensate the City for all additional administrative costs, actual or anticipated, including, but not limited to, engineering fees, consultant fees, and special studies prior to the processing of the application or not later than 30 days after final application approval whichever is determined as appropriate by the City. **Failure to make such payment shall be grounds for withholding a building or zoning permit.** Costs associated with advertising for public hearings and other public notice requirements are the responsibility of the owner/applicant. The fee shall be paid prior to such application being scheduled for a public hearing requiring notice.



Owner's Signature to Acknowledge
8/14/25

Date

LOWES AT WESTLAKE MASTER SIGN PLAN

Master Sign Plan Review (MSP-2025-05)

Justification Statement

Revised: August 28, 2025

On behalf of Lowe's Home Center, below please find a revised Justification Statement, originally submitted by Creech Engineering on June 24th, and now revised per staff's comments, dated August 1, 2025.

The Lowe's Home Center to be located on Pod G North was recently approved at the August 5, 2025 City Council meeting, will consist of 111,409 sq ft under air, with a 25,568 sq ft Garden Center located on 10.64 acres in the northern portion of Pod G. All landscaping in relation to the signs proposed in the enclosed Master Sign Plan shall be provided and installed in compliance with City of Westlake Land Development Regulations, Chapter 107.

I. Applicable Code of the City of Westlake

Section 113-8 of the City of Westlake's Land Development Regulations requires the following:

Sec. 113 – 8 Master sign plan.

The city council, at the time of development order or site plan approval or amendment, may waive one (1) 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.

(1) 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.

(2) The master sign plan shall indicate location, number, size, font, color, type of sign, landscaping, and illumination of proposed signs. The master sign plan shall be guided by the purpose and intent section of this chapter. Application for a master sign plan shall include the following:

a. An overall plan identifying location of all proposed signs on the parcel, except window signs. . . .

b. The layout of all proposed signs including:

i. Elevations plans drawn to scale and depicting all permanent signs placed or to be placed on the building on the parcel.

ii. A plan, drawn to scale, indicating the location of all permanent freestanding signs erected or to be erected on the parcel, including setbacks; depicting the sign type, dimensions, color, style, material, and

- copy area; and the method of supporting the signs.
- iii.
- iv. The types of illumination to be used for each type of sign.
- v. Method of attachment for all signs placed or to be placed on the building or the parcel.
- c. A calculation of copy area for each individual sign.
- d. The placement of signs on the buildings.
- e. A deviation table on drawing identifying deviations from the requirements of this chapter. .

II. Identified Deviations from Chapter 113 - The deviations proposed by the applicant are as follows:

Sign Type	Code Requirement (Section 113-11-7)	Applicant Request	Deviation
Wall Sign for Principal Structure/ Building ID LOWE'S	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" (3') Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building	277 SF Max. 1 1 108.4 " (9',4") ✓	+187 SF +76.8" (6',4')
Wall Sign for Principal Structure/ Garden Center	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building Cabinet Sign Not Permitted	99.65 SF Max. 1 1 26.5" ✓	+ 9.65 SF +1 +Cabinet sign
Wall Sign for Principal Structure/ Pro Services	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building Cabinet Sign Not Permitted	74 SF Max. ✓ ✓ 30" ✓	+1 +1 +Cabinet sign

Tenant Specific Directional Signage (Secondary/Individual Ground Sign)	Copy Area = Max. 4' sf. Sign Faces = 2 Max number of signs – per approval Height = 4' max. Exempt from sign-base requirements No advertising copy Logos not more than 50% of copy area permitted by master sign plan only	16' sf. ✓ 1 7' ✓ ✓ ✓ ✓	+ 12' sf. +3'
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III. Waiver Request I – Lowe’s Principal Wall Sign - Copy Area and Letter Size

Pursuant to Chapter 113 of the City of Westlake Code, a “*Wall Sign for principal structure or building identification or principal tenant*” is allowed a maximum size of 90 Square Feet on a façade fronting a Right of Way. Additionally, sign letters shall not exceed 36 inches (or 3 feet) in height, including lowercase letters. The proposed wall sign for the Lowe’s at Westlake, placed at the peak of the Lowe’s Store Façade, facing Seminole Pratt Whitney Road, is 328. 2 sq ft (3,938.4 inches) in overall size, with a Copy Area of 277 sq ft (3,324 inches), and the tallest letter being 9 feet four inches in height.



The nearest currently existing roadways to the proposed Lowe's site are Seminole Pratt Whitney Road, Town Center Parkway North, and Town Center Parkway South. The Internal Central Roadway that will provide access to the site is platted but not yet built.

Based on google earth aerial measurements, which are enclosed for the City's review and consideration, Seminole Pratt Whitney Road is a minimum of 1,038 feet (**equaling 3.46 football fields**) from the eastern boundary of the Lowe's Site. Town Center Parkway South is approximately 872 feet (**equaling 2.9 football fields**) from the southern boundary of the proposed Lowe's site. Town Center Parkway North is approximately 1,323 feet (**equaling 4.41 football fields**) from the boundary of the proposed Lowe's site. Just as an illustrative example, the traditional display size (aka. Copy Area) for middle/high school football scoreboards typically range from 20'-24'W x 8'-10'H. Using the largest size of the provided range, given all the lengths described above are many times larger than one football field, 24'W X 10'H equals 240 sq ft in Copy Area for the traditional local football scoreboard.

Given this example, and the distances involved, the 90 square feet provided by the code is woefully insufficient in this case. Not only is the proposed Lowe's site many football fields away from all existing roadways, but the proposed Lowe's will be surrounded on the North, East and South sides by outparcels which will one day include single story retail, further impeding visibility as to the Lowe's site.

The 3-foot letter size is also completely insufficient for comfortable readability based on the distances of 872 feet to 1,323 feet involved here, as readability of 3-foot letters is only easily readable at 360 feet and is just-barely readable at a maximum distance of 900 feet, based on readily available data.¹

(Continued on next page)

¹ <https://www.thesignchef.com/letter-sizing-calculator>
<https://www.signs.com/blog/signage-101-letter-height-visibility/>

Letter Height	Maximum Readable Distance	Readable Distance For Good Impact	Readable Distance For Best Impact
3"	75'	30'	15'
4"	100'	40'	20'
6"	150'	60'	30'
8"	200'	80'	40'
9"	225'	90'	45'
10"	250'	100'	50'
12"	300'	120'	60'
15"	375'	150'	75'
18"	450'	180'	90'
24"	600'	240'	120'
30"	750'	300'	150'
36"	900'	360'	180'
42"	1,050'	420'	210'
48"	1,200'	480'	240'
54"	1,350'	540'	270'
60"	1,500'	600'	300'

2

By Letter Size

How far can you read a 4" tall Letter? Or any other size letter for that matter? To find out the answer, just select the letter size from the drop down list below.



The image shows a red-themed letter sizing calculator interface. It features a large 'A' with measurement lines. Below it is a 'Select letter size' dropdown menu currently set to '36"'. To the right, there are three rows of results, each with a 'Feet' label and a value: '900 Feet Maximum Viewable Distance:', '360 Feet Distance for Easy Readability:', and '180 Feet Distance for Maximum Impact:'.

3

Therefore, given the realities of this Site and the limitations of human vision, the Applicant respectfully requests a waiver from the requirements of Chapter 113 of the City of Westlake Code, as to “Wall Sign for principal structure or building identification or principal tenant”, and maximum letter size.

² <https://www.thesignchef.com/letter-sizing-calculator>

³ <https://www.thesignchef.com/letter-sizing-calculator>

IV. Requested Waiver II – Wall Sign for Principal Structure – Garden Center – Copy Area & Type of Sign

Pursuant to Chapter 113 of the City of Westlake Code, a “Wall Sign for principal structure or building identification or principal tenant” is allowed a maximum size of 90 Square Feet on a façade fronting a Right of Way. Additionally, sign letters shall not exceed 36 inches (or 3 feet) in height, including lowercase letters. The proposed wall sign over the entrance to the Garden Center on the front store façade is proposed to have a Copy Area of 99.65 sq ft (1195.80 inches), with a maximum letter height of 26.5”. The garden center sign is one of two proposed Secondary wall signs at the Site.



As previously discussed, in relation to the Lowe’s Wall Sign, readability of signage is exponentially impacted by distance from the sign. In this case, if a potential store patron is attempting to navigate the site from the back of the Lowe’s Parking lot (approx. 350 feet), and using the 35” letter height indicated as the easily readable font size for a distance of 350 feet, the Copy Area of the Garden Center sign needs to be a minimum of 66 sq ft (792 inches) in copy area to be easily readable from the back part of the proposed Lowe’s Parking lot closest to the East Boundary of the Site (please see the distance versus letter size calculator results below).

(Continued on next page)

Visibility By Feet

All you do is put in the viewing distance and the calculator will automatically show you how big your letters should be.



Approximate Viewing Distance?

350Feet

14" Inches

Minimum Height:

35" Inches

Height for Easy Readability:

70" Inches

Height for Maximum Impact:

By Letter Size

How far can you read a 4" tall Letter? Or any other size letter for that matter? To find out the answer, just select the letter size from the drop down list below.



Select letter size

35"▼

875 Feet

Maximum Viewable Distance:

350 Feet

Distance for Easy Readability:

175 Feet

Distance for Maximum Impact:

4

Given the realities of this Site and the limitations of human vision, the Applicant respectfully asserts that the 66 sq ft (792 inch) copy area maximum for the garden center wall sign is inadequate to safely direct pedestrian and vehicular traffic (specifically for loading and unloading large or bulky items to patron’s personal vehicles) to the Garden Center area of the store.

While a cabinet style sign is not permitted by code, Lowe’s typically uses this application for wall signage for their Garden Center. The entire face of the sign is illuminated, creating a bright, uniform glow to adequately direct patrons to this secondary entrance.

Therefore, the Applicant respectfully requests a waiver from the requirements of Chapter 113 of the City of Westlake Code as to “*Wall Sign for principal structure or building identification or principal tenant*”, to allow the proposed sign copy area of 95.65 sq ft for the Garden Center sign, which is just over the 90 SF Max. requirement for copy area.

V. Requested Waiver III – Wall Sign for Principal Structure – Pro Services - Type of Sign & Number of Signs

Pursuant to Chapter 113 of the City of Westlake Code, a “*Wall Sign for principal structure or building identification or principal tenant*” is allowed a maximum size of 90 Square Feet on a façade fronting a Right of Way. Additionally, sign letters shall not exceed 36 inches (or 3 feet) in height, including lowercase letters. The proposed wall sign over the entrance to the Pro Services entrance on the front store façade is proposed to have a Copy Area of 74 sq ft (888 inches), with a maximum letter height of 30”. The pro-service sign is one of two proposed Secondary wall signs on the building façade.

⁴ <https://www.thesignchef.com/letter-sizing-calculator>

VI. Requested Waiver IV – Tenant Specific Directional Ground Sign – Lowe’s - Copy Area & Sign Height

Pursuant to Chapter 113 of the City of Westlake Code, a “Tenant-specific directional sign” is allowed a maximum sign copy area of 4 square feet, with up to 2 sign faces. Additionally, the sign height shall not exceed a maximum height of 4 feet. This proposed ground sign for Lowe’s will have a maximum copy area of 16 square feet, with a minimum letter size of 4”. The maximum height of the sign will be 7 feet.

This monument ground sign for tenant identification is consistent with the design proposed for all monument ground signs for tenant identification currently being reviewed as proposed in the Parcel G North Master Sign Plan. Parcel G proposes to have up to 18 monument ground signs (including this one for Lowes) for tenant identification for the use of future tenants within this large commercial parcel.

Thank you.

WESTLAKE™



LAND PLANNING + LANDSCAPE ARCHITECTURE

Cotleur & Hearing

1934 COMMERCE LANE, SUITE 1
JUPITER, FL 33458
561-747-6336
www.cotleurhearing.com

LOWE'S HOME CENTER

MASTER SIGNAGE PROGRAM

SEPTEMBER 2025

- 3 SIGN LOCATION MAP
- 4 INDIVIDUAL GROUND SIGN - LOWE’S
- 5 EXTERIOR ELEVATION SIGN LOCATIONS
- 6 PRIMARY WALL SIGN: LOWE’S
 - 6A SPECIFICATION SHEET A
 - 6B SPECIFICATION SHEET B
 - 6C SPECIFICATION SHEET C
 - 6D SPECIFICATION SHEET D
 - 6E SPECIFICATION SHEET E
 - 6F SPECIFICATION SHEET F
- 7 SECONDARY WALL SIGN: GARDEN CENTER
 - 7A SPECIFICATION SHEET A
- 8 SECONDARY WALL SIGN: PRO SERVICES
 - 8A SPECIFICATION SHEET A
- 9 SUMMARY STATS OF EACH SIGN
- 10 WAIVER TABLE



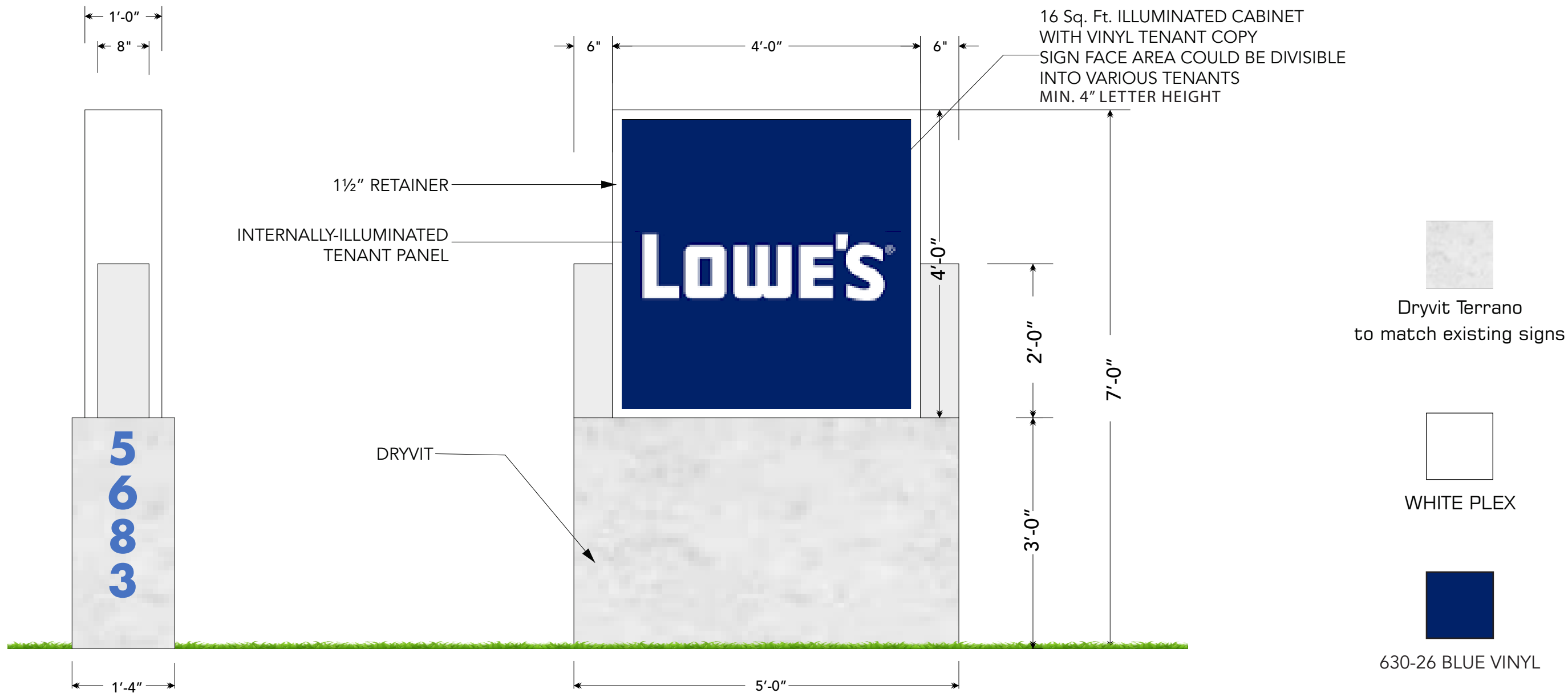
SIGN LOCATION MAP

- PRIMARY WALL SIGN
- SECONDARY WALL SIGN
- INDIVIDUAL GROUND SIGN*

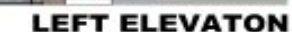
*PROVIDED BY MINTO

INDIVIDUAL GROUND SIGN*: LOWE'S

*PROVIDED BY MINTO



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SPECIFICATION

- All letters constructed of aluminum: .080 backs, .063 pre-finished (Super White interior / Gloss White exterior).
- Letters internally re-inforced by break-formed .063 aluminum Gussets.
- All letter faces of .177 SG 05, 7328 White.
- Faces held in place with .125 x 1" (face) x 2" aluminum retainers.
- Internal illumination by white Principal 24V, SloanLED Prism 24V, or GE 24V modules (7100K regardless of LED manufacturer). All wiring UL approved.
- **NOTE:** Sloan LED was purchased by Principal LED. Although they are now one company, the individual product lines for each (Sloan and Principal) still exist and are shown in this document.
- Letters installed flush to exterior fascia via 3/8" Riv-Nuts and 3/8" thru-bolt; thru 2" x 10" wood blocking (by GC) behind fascia.

COLOR SCHEDULE

- ☐ FACES: 7328 White
- ☐ METAL RETAINERS: Gloss White Enamel
- ☐ METAL RETURNS: Gloss White

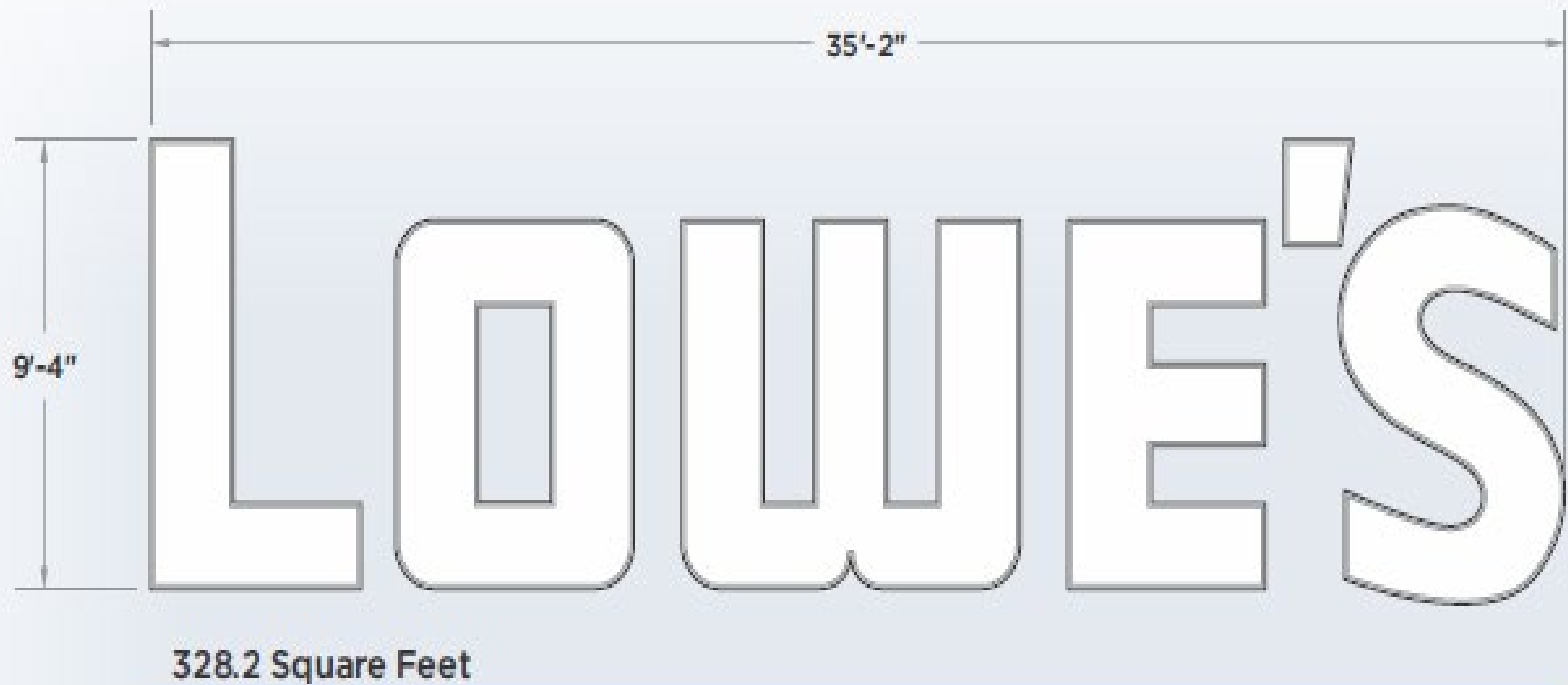
ALT COLOR: Blue/Day - White/Night

LOWE'S

For letters installed on light-colored walls a perforated blue film is applied to the white faces

- ☐ FACES: 7328 White / 3M 3635-8271 Blue Perforated film applied to 1st surface





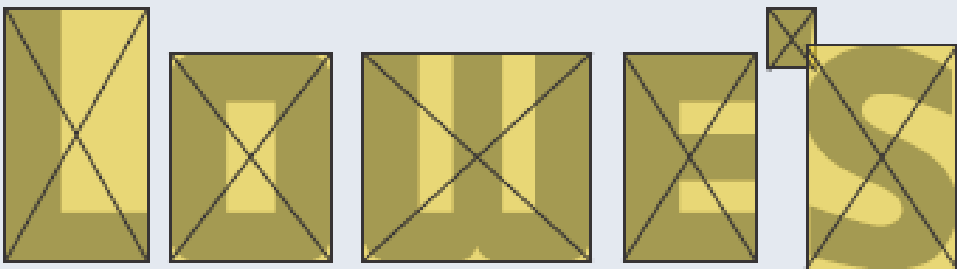


E Sq. Footage Calculation #1
The One-Box Method

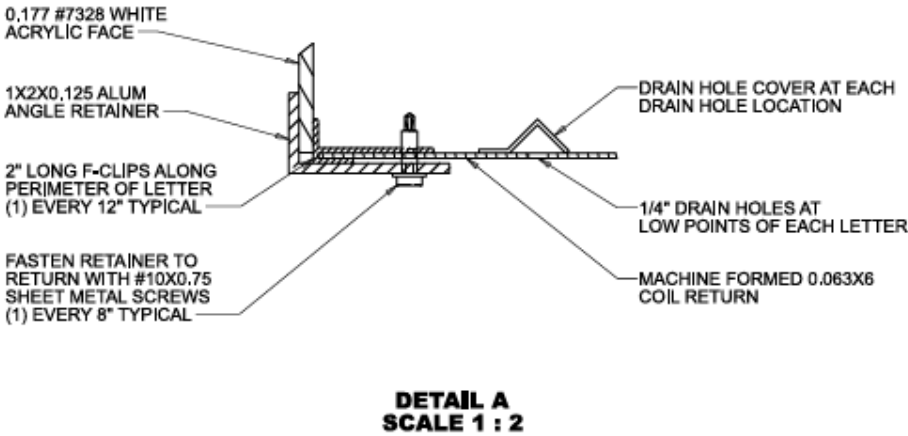
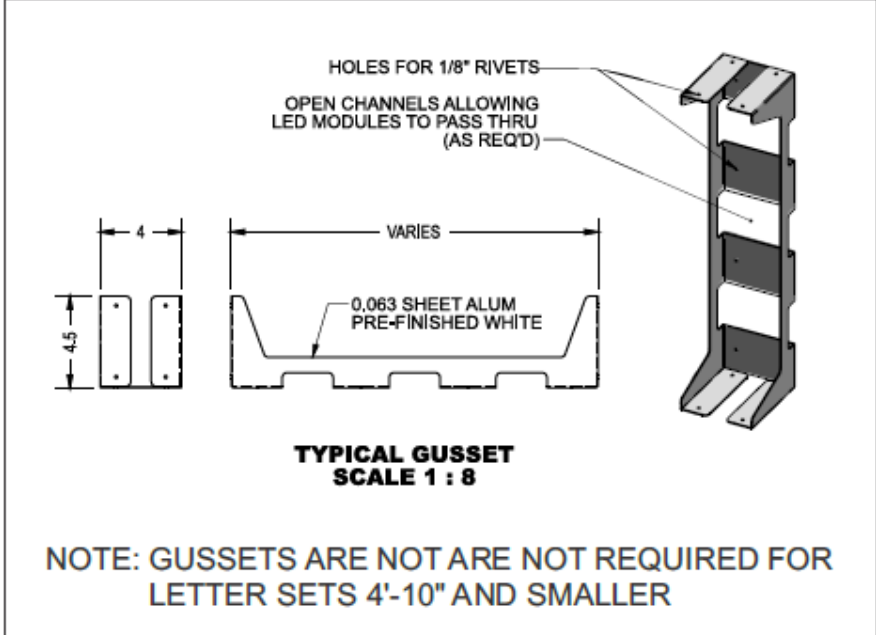
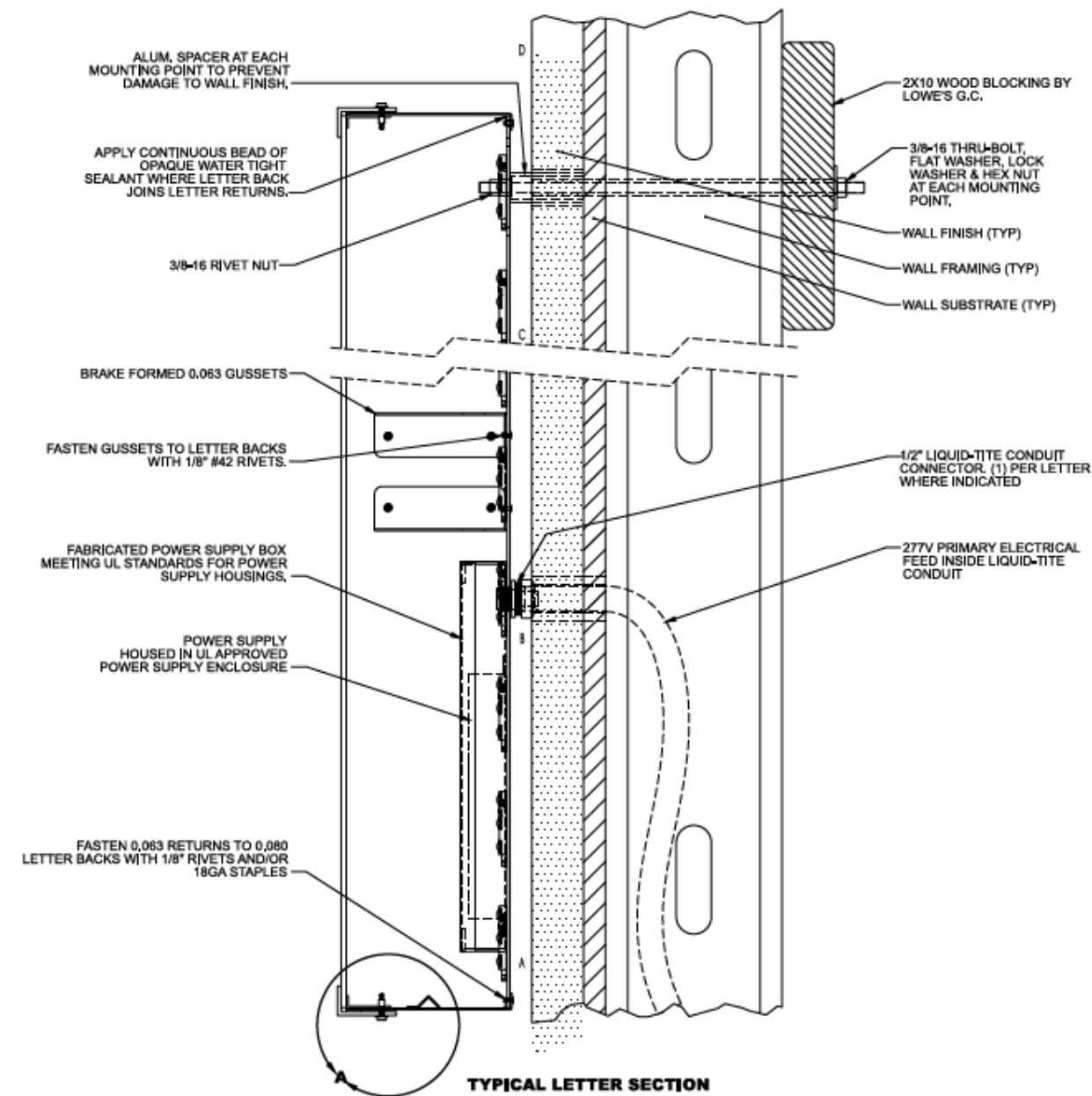


F Sq. Footage Calculation #2
The Negative Space Back-Out Method

Channel Letter Sets	A "L" HEIGHT	B "W" HEIGHT	C O.A. SPREAD	D C/C BACKING	E SQ FT CALC #1	F SQ FT CALC #2	G SQ FT CALC #3
The 9'-4" Set	9'-4"	7'-8 3/16"	35'-2"	6'-6"	328.2	277	247.5



G Sq. Footage Calculation #3
The Elemental Method



LED Pattern : SloanLED - 9'-4" Set

1) ACTUAL CHANNEL LETTER POPULATION AND PRODUCT PLACEMENT MAY VARY FROM THIS LAYOUT

2) PRISM 24V WHITE 7100K LAID OUT AT 1.5 MODULES PER FOOT, 12.0" ON CENTER

3) EACH 100W POWER SUPPLY CAN RUN UP TO 104 PRISM 24V WHITE 7100K MODULES

4) LAYOUT BASED ON A 5" CAN DEPTH

5) DIMENSIONS ARE IN INCHES UNLESS STATED OTHERWISE

6) 701269-7W24SJ1-MB WATTS PER MODULE: .86

7) PRIMARY SYSTEM POWER: 271.84 WATTS

8) LED MODULE POWER USAGE (secondary): 236.50 WATTS

SELF-CONTAINED POWER SUPPLIES

ESTIMATED PRODUCT B.O.M. PER SIGN:

275 Each Prism 24V White 7100K Modules – 230'

PN: 701269-7W24SJ1-MB

6 Each 100W (Damp/Dry/Wet locations) Power Supplies 24VDC

1 Each 100' Roll of Jacketed Cable

NEW BRAND ARTWORK – 2021

1) This design and drawing are proprietary and the property of SloanLED. Any reproduction or use without prior written approval is prohibited.

2) **ChanneLED modules and power supply quantities are ESTIMATES ONLY and are based on the supplied information and drawings.** Channel letter depth, lens color, material and thickness can vary, which may lead to an increase or decrease in product at the time of installation. To ensure accurate product requirements, it is recommended that product is tested using customer's specific lens material and letter configuration.

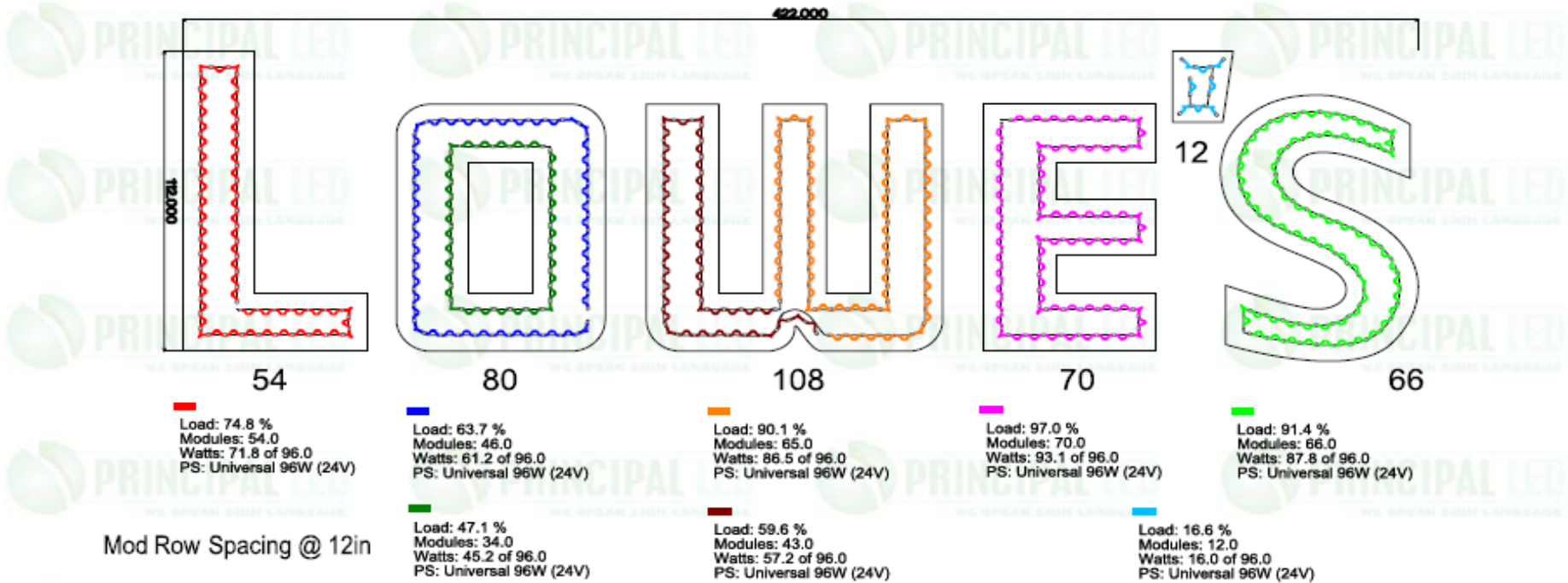
3) SloanLED highly recommends applying Light Enhancement Paint (LEP) or Light Enhancement Film (LEF) inside channel letters for optimal illumination.

4) Jacketed cable estimated assumes maximum run length of 15' per leg of the power supply.

DRAWN	DATE	JOB NUMBER	LOWE'S
KM/KL	6/21/2021	79013	

LED Pattern : Principal - 9'-4" Set

REV.		 3490 Venture Dr. San Angelo, Tx. 76905 Ph. 1-325-227-4577 FAX 1-325-227-6841 www.p-led.com	THESE DRAWINGS AND SPECIFICATIONS ARE THE CONFIDENTIAL PROPERTY OF PRINCIPAL LED, LLC.. ANY REPRODUCTION OR USE WITHOUT PRIOR WRITTEN CONSENT IS PROHIBITED			
1.			TITLE			
NOTE: MAX MODS PER SERIES: 36 MAX MODS PER PS: 72			112in L - Lowes - 97421			
			DATE: 29 Jun 2021	DRAWN BY: Eric Sundermann	AMP DRAW: 14.08 A	
			SIGN HEIGHT 112in L = 24.73in	SIGN DEPTH 6in	FACE MATERIAL: 7328	LIGHTING: Face



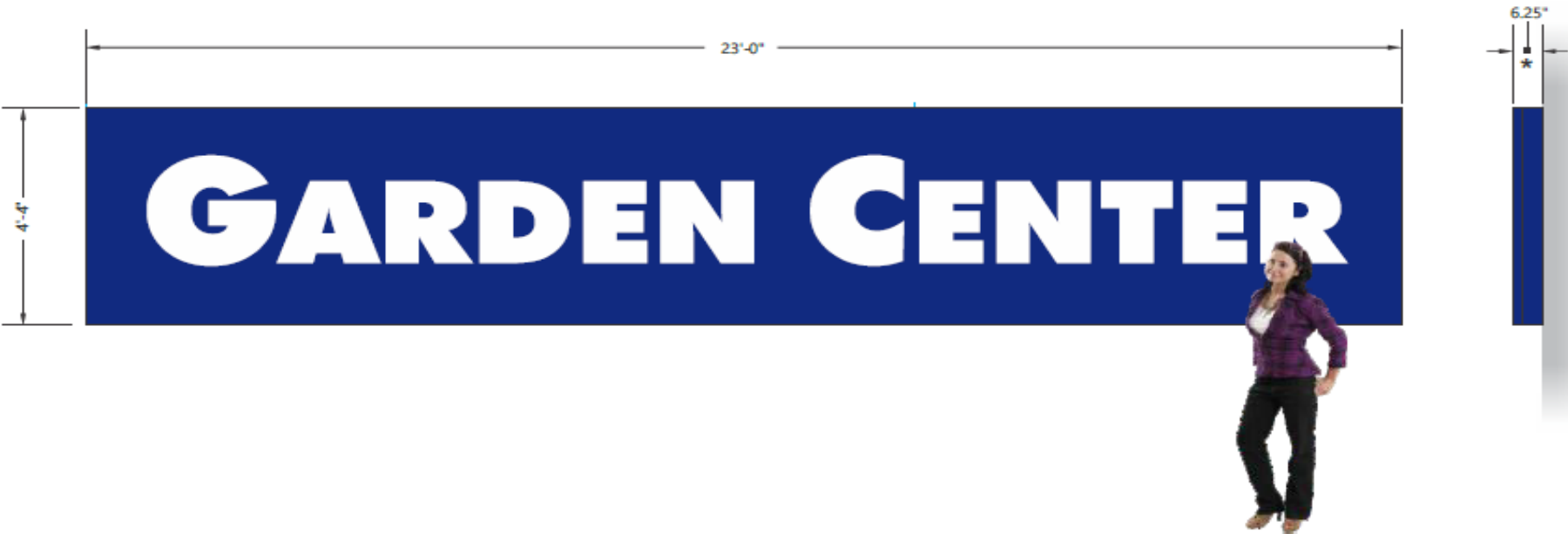
ESTIMATED PRODUCT PER SIGN		CAUTION: THIS LAYOUT IS ONLY AN ESTIMATE. Channel letter depth, face color, material, and thickness can vary which may effect the number of modules required. To ensure accuracy, it is recommended that you test light in a darkened environment prior to installing or shipping to the site to ensure the light output is commercially acceptable. Final material estimates are the responsibility of the sign manufacturer. Unless noted in header, Layout is based on the use of acrylic face material.
(390) Patriot XL Modules (UL#: PL-PT65-XL-P, SKU#: M-PTXL0-65)	(8) pcs Universal 96W (24V) Driver(s) (UL#: PL-96-24-U, SKU#: P-OH096-24-PL)	

WESTLAKE™

[illegible]

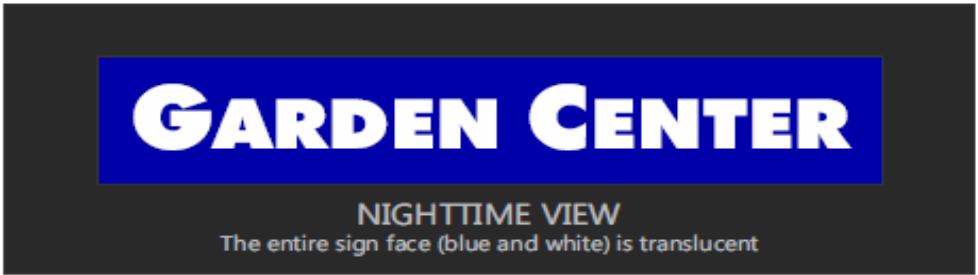
Cotleur &
Hearing

LAND PLANNING + LANDSCAPE ARCHITECTURE



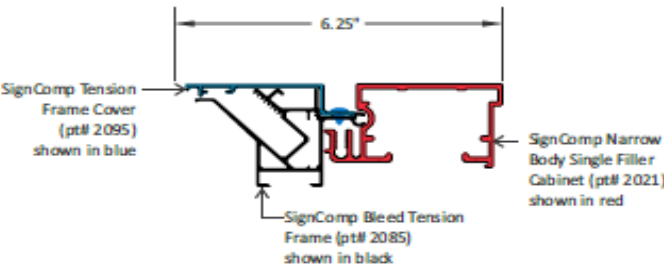
COLOR SCHEDULE

- FACES: Panaflex White Substrate
- RETURNS: Akzo Nobel 172 E-3 Gloss Blue Enamel
- BLUE BACKGROUND: 3M 3630-36 Translucent Blue Film



SPECIFICATION

- (1) 4'-4" x 23'-0" Single face internally illuminated cabinet constructed of extruded aluminum with bleed retainers. Cabinet finished in Lowe's corporate blue.
- Cabinet finished in acrylic urethane enamel (GG 172 E-3).
- Face of Panaflex III, white substrate with colors (translucent blue) applied to 1st surface.
- Internal illumination by 24V SloanLED Prism, 24V Principal or 24V GE white (7100K) LED modules. Disconnect switch installed onto S/F sign. 277V. Primary to exit out back, thru wall. All wiring UL approved.
- Cabinet mounted flush to existing shade structure with non-corrosive fasteners.

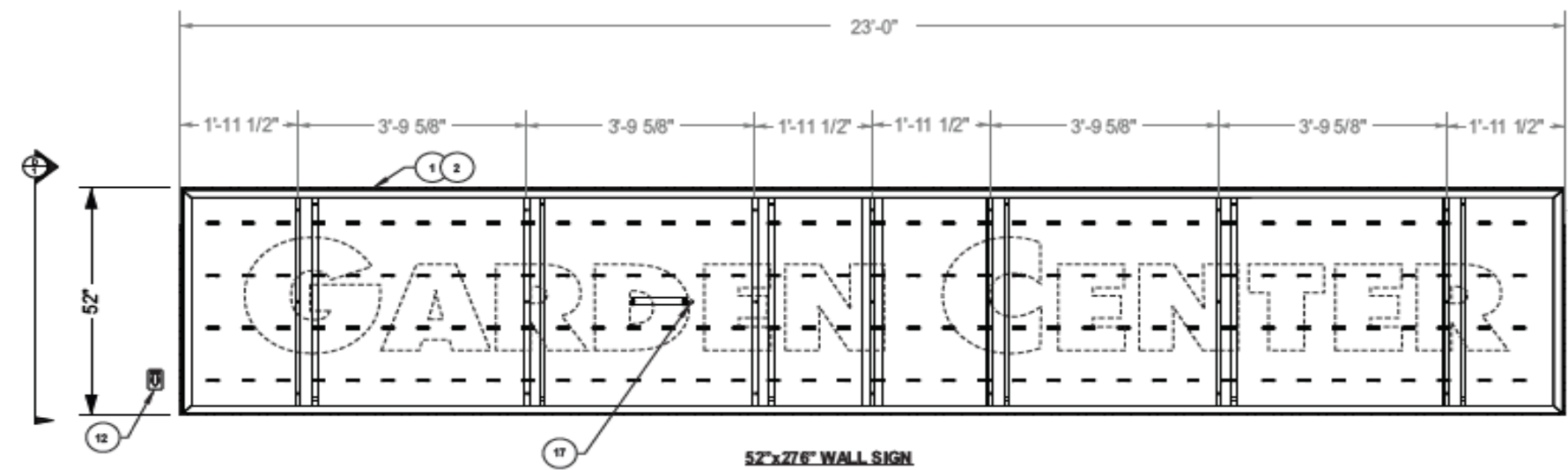


Sq. Footage
Calculation #1
The One-Box Method
99.65 Sq. Feet



Sq. Footage
Calculation #2
The Graphic-Only Method
46.44 Sq. Feet





REVISIONS			
#	DESCRIPTION	BY	DATE

ELECTRICAL DATA	
Volts	120V Primary / 24V Secondary
Total Amps	1.10 Total Amps
Circuits	(1) 120VAC/20 amp Dedicated
Voltage Drop	(1) 120VAC 20 Amp
Power Supplies	(1) 24VDC @ 1.5A each

ELECTRICAL NOTES	
1.	All materials and fasteners meet 3004.4
2.	All electrical components listed and approved in accordance with UL48 and NEC NFPA 70.
3.	Sign grounded according to NEC 600.7.
4.	Signs manufactured and listed NEC 600.3 and marked per NEC 600.4
5.	All branch circuits per NEC 600.3(B), 1 or (B)2.
6.	All signs controlled by photocell or time clock per NEC 600.7.
7.	One visible 20 amp disconnect per sign per circuit per NEC 600.3(A)1
8.	All Class 2 rated LED modules and LED power supplies will be in compliance with a nationally recognized test laboratory and NEC 600.35 (A) thru (D)

LISTED

Complies with UL48 Sign Certification E212706

Headquarters
1077 West Blue Heron Blvd., West Palm Beach, FL 33404

Northeast Division
707 Commerce Dr., Concord, NC 28025

Western Division
1586 High Meadows Way Cedar Hills, TX 75104

1-800-772-7932 atlasbtw.com

PROPRIETARY AND CONFIDENTIAL
THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF ATLAS SIGN INDUSTRIES. ANY REPRODUCTION IN PART OR AS A WHOLE WITHOUT THE WRITTEN PERMISSION OF ATLAS SIGN INDUSTRIES IS PROHIBITED.

TITLE
LOWES
52"x276" WALL SIGN

ADDRESS
12980 NW HIGHWAY 287
HASLET, TX 76052

DRAWING NO
ENG-177271-S02

REV.#
1 OF 4

NAME	DATE
APP	05/23/2024
ANGELIQUE SERINO	

ENGINEERING

ENGINEER INFORMATION
NAME: Thomas F. Lubanovic, P.E.
ADDRESS: 1077 Blue Heron Boulevard
Riviera Beach, Florida
E-MAIL: THOMAS.L@ATLASBTW.COM
LICENSE: FL 56659 TX PE 145261

Code Provisions for Sign Installation:
Int'l Building Code 2021, w/TX Modifications
Wind load per ASCE 7-22: IBC section 1609.1.1; 1620; Exposure C; Risk Category II
V_W = 125 mph; Fig. 1609.3(1) - County Code.

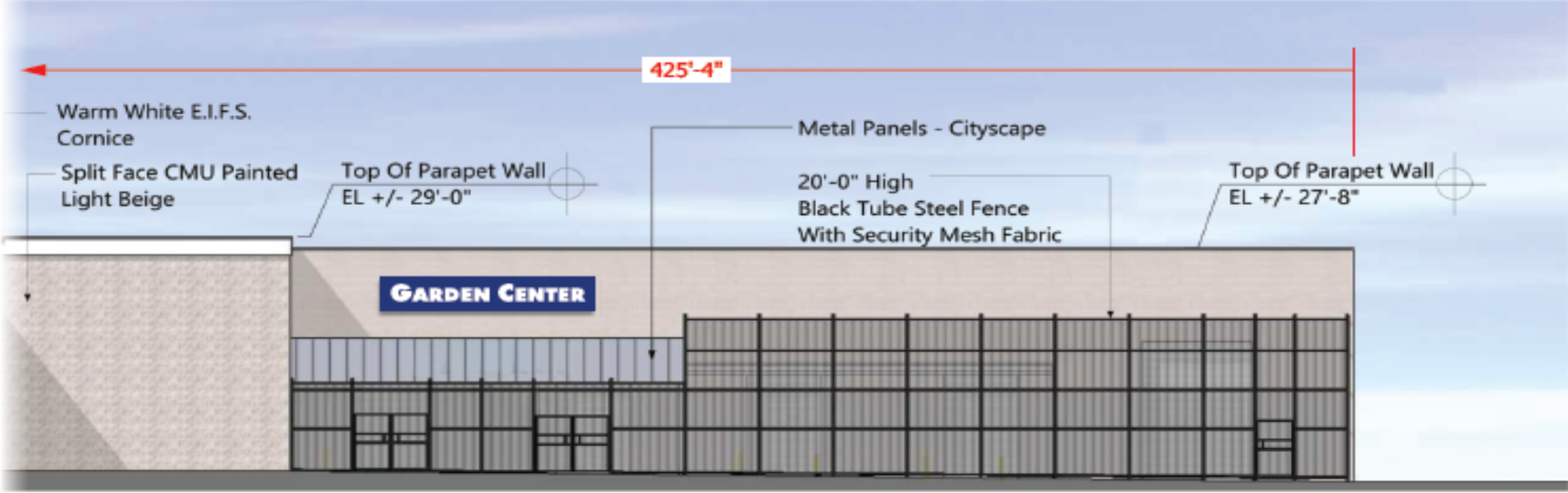
I certify that the sign letters, etc. attachments meet or exceed the requirements of the 2021 IBC for wind speed, V_W = 125 mph.

DESIGN WIND SPEED AT THE SITE IS
V_{ULT} = 106 MPH
(Fig. 1609.3(1) - County Map)

This item has been digitally signed and sealed by **THOMAS LUBANOVIC, PE** on 06.05.24. Printed copies of this document are not considered to be signed and sealed, and the signature must be verified on any electronic copies

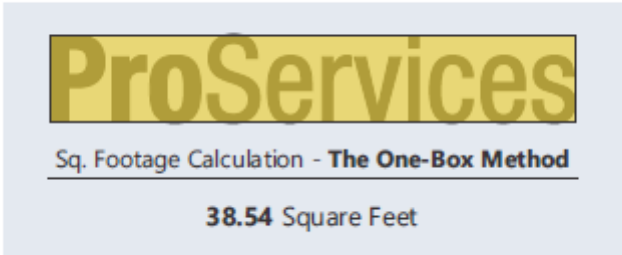


Digitally signed by THOMAS F LUBANOVIC
DN: c=US, o=Florida, dnQualifier=A01410C00000188D A47FC4900001EA4, cn=THOMAS F LUBANOVIC
Date: 2024.06.06 12:06:33 -04'00'
Adobe Acrobat version: 2024.002.20759



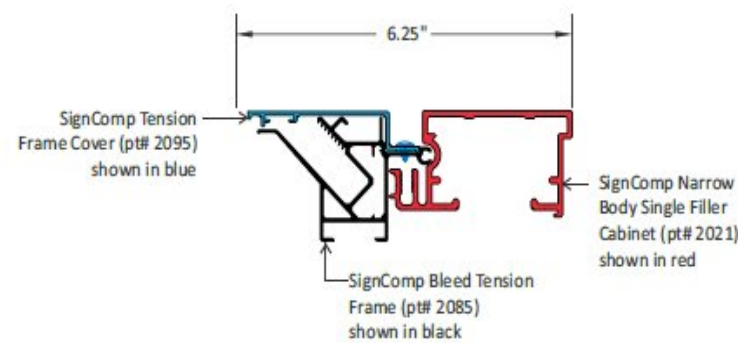


COLOR SCHEDULE	
	Cabinet: Painted to match Lowe's Blue (gloss)
	Face Substrate: White Panaflex III
	Face Color: 3M 3630-36 Blue



SPECIFICATION

- Cabinet constructed of extruded aluminum with bleed retainers. Cabinet finished in Lowe's corporate blue.
- Face of white Panaflex III substrate with a 1st surface application of translucent blue & yellow vinyl films.
- Internal illumination by white LED strip-modules (24V SloanLED Prism, 24V Principal or 24V GE white)
- Cabinet installed onto exterior fascia via non-corrosive fasteners.



LED Pattern : GE - ProServices Cabinet

[illegible]

Sign Type	Sign Faces	Sign Face Area	Copy Area	Percentage of Sign Area versus Copy Area
Lowe's Only – Individual Ground Sign	2	16 Sq Ft	8 Sq Ft	50%
Wall Sign for Principal Structure/Building Identification	1	328. 2 Sq Ft	277 Sq Ft	84.4 %
Garden Center Sign	1	131.1 Sq Ft	46.44 Sq Ft	28.2%
ProService Sign	1	74 Sq Ft	38.54 Sq Ft	52%

Sign Type	Code Requirement (Section 113-11-7)	Applicant Request	Deviation
Wall Sign for Principal Structure/ Building ID (LOWE'S)	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" (3') Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building	277 SF Max. 1 1 108.4 " (9',4") ✓	+187 SF +76.8" (6',4')
Wall Sign for Principal Structure/ Garden Center	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building Cabinet Signs Not Permitted	99.65 SF Max. 1 1 26.5" ✓ 1	+ 9.65 SF +1 +1 +Cabinet sign
Wall Sign for Principal Structure/ Pro Services	Copy Area – 90 SF Max. Sign Faces – 1 Number of signs - 1 Letter Height Max. 36" Shall not exceed 80% of the width of the building with 10% clear area on each outer edge of the building Cabinet Signs Not Permitted	74 SF Max. 2 2 30" ✓ 1	+1 +1 +Cabinet sign

CREECH CONSULTING
PO BOX 327
STUART, FL 34995



CITY OF WESTLAKE PLANNING & ZONING DEPT
4001 SEMINOLE PRATT WHITNEY ROAD
WEST LAKE, FL 33470
ATT: LYNN LOBROTTO

LOWES WESTLAKE SIGN WAIVER

MSP 2025-05



CITY OF WESTLAKE
Planning and Zoning Department
4001 Seminole Pratt Whitney Road
Westlake, Florida 33470
Phone: (561) 530-5880
www.westlakegov.com

DEPARTMENTAL USE ONLY
Ck. # _____
Fee: _____
Intake Date: _____
PROJECT # _____

APPLICATION FOR MASTER SIGNAGE PLAN

CITY COUNCIL MEETING DATE: _____

The City Council meets on the second Monday of the month at 6:30 p.m., in the Westlake City Council Chambers, located at 4005 Seminole Pratt Whitney Road.

See page 3 for review process and submittal deadline.

INSTRUCTIONS TO APPLICANTS:

1. Please complete all sections of this application. If not applicable, indicate with N/A.
2. Provide all required documents as requested in the Master Signage Plan Application. If not applicable, indicate with N/A.
3. The applicant must be present at scheduled City Council meeting.

I. PROJECT DESCRIPTION AND APPLICANT INFORMATION

PROJECT NAME: MSP-2025-05 - Lowes Master Sign Plan

PROJECT ADDRESS: TBD

DESCRIPTION OF PROJECT: Master Sign Plan review for Lowe's Home Center in Westlake

Estimated Project Cost: TBD

Property Control Number (PCN): 77-40-43-01-29-000-0010

3/9/22b

Applicant/Agent (if other than owner, complete *Acknowledgement and Consent* section on page 2):

Name: Donaldson E. Hearing, Coteleur & Hearing

Address: 1934 Commerce Lane, Suite 1, Jupiter, FL 33458

Phone No.: 561-747-6336 Fax No.: E-mail Address: dhearing@coteleur-hearing.com

II. LAND USE & ZONING

A) ZONING DISTRICT Mixed Use B) FUTURE LAND USE DESIGNATION Downtown Mixed Use

C) EXISTING USE(S) Vacant (SPR 2025-02 approved at August 5, 2025 Council Meeting)

D) PROPOSED USE(S) Master Sign Plan for approved 111,409 SF Lowes Big Box Retail Store

III. ADJACENT PROPERTIES

	EXISTING USE(S)	FUTURE LAND USE DESIGNATION	ZONING DISTRICT
SUBJECT PROPERTY	Vacant	Downtown Mixed Use	Mixed Use
NORTH	Vacant	Residential - 2	Residential - 2
SOUTH	Vacant	Downtown Mixed Use	Mixed Use
EAST	Minto PBLH Sales Office/Vacant	Downtown Mixed Use	Town Center
WEST	Vacant	Downtown Mixed Use	Mixed Use

IV. OWNER AND APPLICANT/AGENT ACKNOWLEDGEMENT AND CONSENT

Consent statement (to be completed if owner is using an agent)

I/we, the owners, hereby give consent to Coteleur & Hearing, Donaldson E. Hearing to act on my/our

3/9/22b

City of Westlake, Florida, Code of Ordinances. I/we further certify that all of the information contained in this application and all the documentation submitted is true to the best of my/our knowledge.

John F. Carter

Owner's Name (please print)

Owner's Signature

Date

8/14/25

Donaldson E. Hearing

Applicant/Agent's Name (please print)

Applicant/Agent's Signature

Date

August 12, 2025

The owner/applicant agrees to compensate the City for all additional administrative costs, actual or anticipated, including, but not limited to, engineering fees, consultant fees, and special studies prior to the processing of the application or not later than 30 days after final application approval whichever is determined as appropriate by the City. **Failure to make such payment shall be grounds for withholding a building or zoning permit.** Costs associated with advertising for public hearings and other public notice requirements are the responsibility of the owner/applicant. The fee shall be paid prior to such application being scheduled for a public hearing requiring notice.

Owner's Signature to Acknowledge

Date

8/14/25

Creech Engineers, Inc.
Operating Account
Po Box 327
Stuart, FL 34995

4162
63-1403/631

DATE 8/18/25

CHECK ARMOR
FRAUD PROTECTION

PAY
TO THE
ORDER OF

CITY OF WESTLAKE

\$ 2,000.00

TWO THOUSAND DOLLARS & 00/100

DOLLARS

Photo
Safe
Deposit
Details on back

SouthState
SouthStateBank.com • 800.277.2175

FOR LOWE WL SIGN WAIVERS
MSP 2025-05