



**Architectural Review Board  
STAFF REPORT  
PLANNING & ZONING DIVISION  
October 17, 2018**

**ARB Number:** 18-092 (ARB 18-016)

**Project Name:** **Verizon at Isla Verde Signage with Technical Deviations**

**Owner/Applicant:** Shoppes at Isla Verde LTD  
7900 Glades Road, Suite 600  
Boca Raton, FL 33434

**Agent:** Jennifer Ronneburger  
Go Permit  
51 Meadows Drive  
Boynton Beach, FL 33436

**PCN:** 73-42-44-06-16-004-0000

**Existing Zoning:** Multiple Use Planned Development (MUPD)

**Future Land Use Designation:** Mixed Use

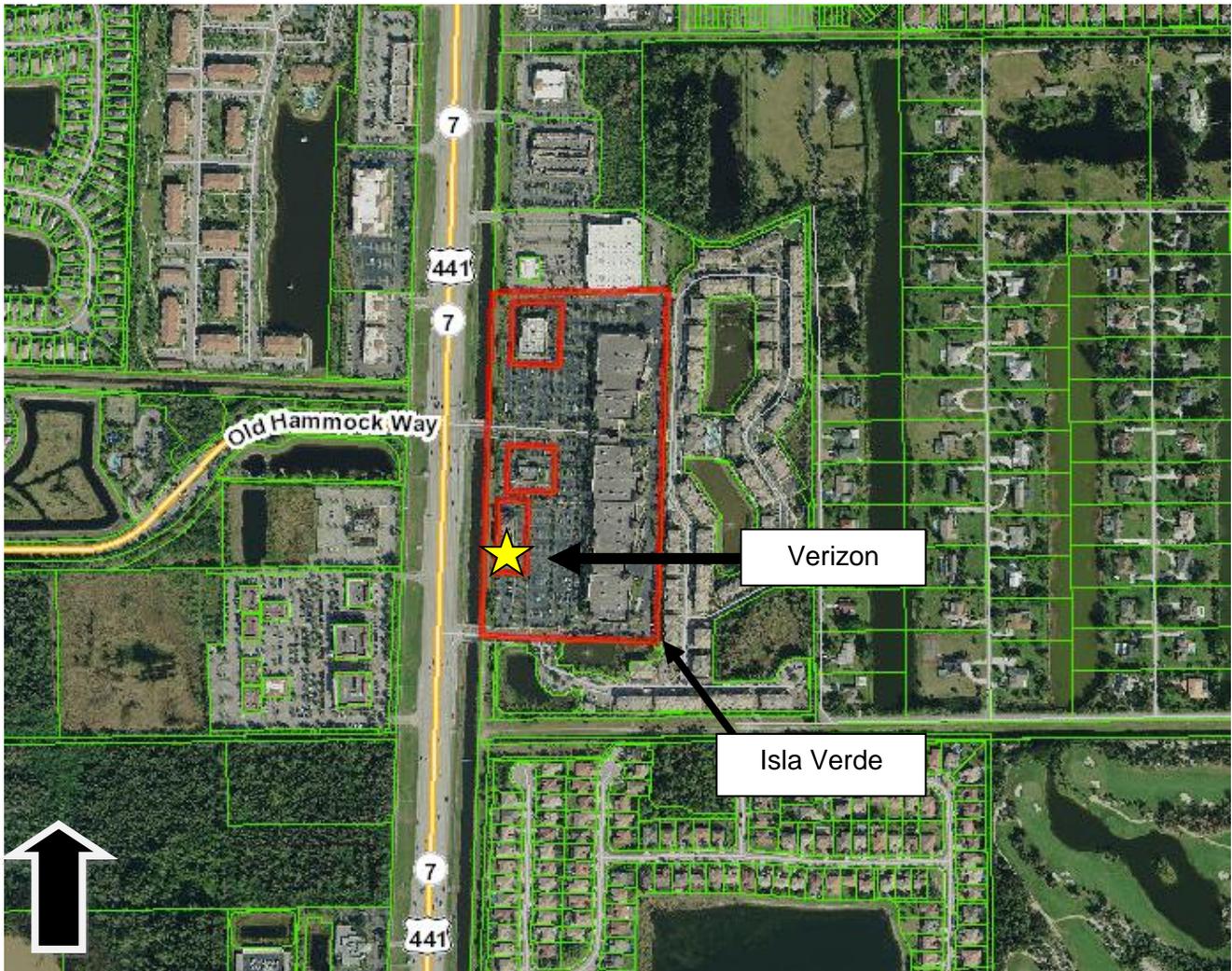
**Project Manager:** Kelly Ferraiolo, Senior Planner

**REQUEST**

Shoppes at Isla Verde, owner, is seeking Architectural Review Board (ARB) approval of a secondary wall sign with technical deviations for Verizon.

**LOCATION AND VICINITY**

Shoppes at Isla Verde is located on the east side of State Road 7 between Forest Hill Boulevard and Southern Boulevard. Verizon is located in the southeast corner of the building along State Road 7.



## **SITE HISTORY**

The Isla Verde at Wellington (f.k.a. The Commons at Wellington) parcel was annexed into Wellington on January 27, 2004 by Ordinance No. 2003-01. The Comprehensive Plan Mixed Use Future Land Use Map (FLUM) designation was adopted October 26, 2004 by Ordinance No. 2003 – 17. The Rezoning (Ordinance No. 2006-12) and Master Plan (Resolution No. 006 - 04) were both adopted on June 13, 2006. On September 23, 2014, Council approved a Comprehensive Plan Amendment increasing the adjacent residential portion from 230 to 350 dwelling units.

The overall Isla Verde site plan (Exhibit A –Site Plan), includes commercial and residential components. The development includes approximately 163,142 square feet of commercial development. The following Technical Deviations for signage have been approved for the plaza:

**Technical Deviations Approved for the In-line Commercial Building Portion  
of Isla Verde**

<b>Tenant</b>	<b>Tenant Size</b>	<b>Maximum Sign Height/Length Per Code</b>	<b>ARB Approved Sign Height</b>	<b>ARB Approved Sign Length</b>	<b>Maximum Sign Area</b>
Sports Authority	42,183 SF	66 inches/20 feet	7 feet 6 inches	20 feet	150 SF
Best Buy	30,350 SF	24 inches/20 feet	9 feet 6 inches	15.5 feet	147 SF
Ulta Beauty	10,000 SF	24 inches/20 feet	5 feet 6.5 inches	14.5 feet	79.75 SF
Office Max	18,350 SF	24 inches/20 feet	3 feet	22.5 feet	67.5 SF
Old Navy	18,350 SF	24 inches/20 feet	6 feet	25 feet	150 SF
Petco	15,025 SF	24 inches/20 feet	4 feet	20 feet	80 SF
Off Broadway	15,204 SF	24 inches/20 feet	4 feet 6 inches	20 feet	90 SF
World Market	18,000 SF	24 inches/20 feet	4 feet 6 inches	32.5	146.25 SF
Sprouts	30,000 SF	24 inches/20 feet	6 feet 2 inches	26 feet	159 SF
CVS	15,000 SF	24 inches/20 feet	36 inches	26.5 feet	79.5 SF
Verizon Wireless	5,000 SF or less	24 inches/20 feet	3 feet 1 inch (west); 2 feet 7.75 inches (east)	20 feet	62 SF
Chipotle/Anthony's Coal Fire	5,000 SF or less	24 inches/20 feet	3 feet 1 inch (west)/ 2 feet 10 inches (east)	20 feet	62 SF

**STAFF ANALYSIS:**

The applicant is requesting one (1) secondary wall sign as shown in Exhibit C – Proposed Signage, prepared by Indentiti Resources. The requested sign was reviewed for consistency with Section 7.14.11, Sign Requirements for Commercial and Industrial Uses of Wellington’s (LDR).

**Secondary Wall Sign:**

The applicant is requesting a secondary elevation (east) wall sign to be equal to the size of the wall sign on the primary elevation (west). In 2008, Verizon received a technical deviation for larger signs as shown in the table above. Due to the unique location of the building, at the time of approval the west elevation facing SR7/US 441 was determined to be the primary elevation and the east elevation was considered to be the secondary elevation internal to the commercial center.

Since Verizon’s approval, additional technical deviations have been granted to the neighboring tenants within the building (Chipotle and Anthony’s Coal Fire Pizza). Those applicants were granted similar approvals, however, the secondary (east) wall sign was approved at 34 inches, rather than 31.75 inches like Verizon received. Both applicants had requested larger signs, however, were approved for a height of no more than 34 inches to be consistent with other approvals.

Verizon is undergoing a brand revamp and changing out signs to update the store. Based on the approval received in 2008, the signs can be changed out to 37 inches on the primary (west) elevation and 31.75 inches on the secondary

(east) elevation administratively through building permit. However, the applicant is requesting equal treatment of both the east and west elevations to allow an additional 6.25 inches of sign height for the secondary wall sign. This is an overall increase of 19.25 inches over the 24 inches allowed by code.

Although the request for an additional six (6) inches based on their previous technical deviation is minimal, the Board in previous years made it a point to only allow the size they did as it was a reasonable compromise to give the applicant more exposure on both the east and west elevation than what the code allowed. **Staff still agrees with this concept, and only recommends approval of a sign on the east elevation at a height of 34 inches as shown in Exhibit D which is equal to all signs that received a technical deviation on the east elevation.** Both Anthony Coal Fire and Chipotle have two (2) lines of copy. Verizon only has one (1) line of copy with the superscript dot over the “i” and the check mark extending above the single line of copy. Both situations are similar which staff feels the same standard should apply.

#### **Section 7.14.9 Criteria for Technical Deviations:**

1. No deviation may be granted which has the effect of permitting any sign specifically prohibited by these regulations.

The requested secondary wall sign is permitted by code. The applicant is requesting a larger sign than what the code administratively allows.

2. The deviation must enhance the aesthetic result of the overall sign program or mitigate a unique feature of a user, structure, or location that warrants a technical deviation from the code in the opinion of the Board.

The request does not mitigate a unique feature of the tenant’s logo with the superscript dot of the “i” and the signature check mark above the line of copy. This is not a new unique feature, as the previous logo, as shown in Exhibit B, had both the “i” above the line of copy and the bottom of the “z” below the line of copy. Although the overall square footage of the sign is being reduced, the user was already granted a technical deviation in 2008 which allowed for a 37” sign on the primary (west) elevation and 31.75 inches on the secondary (east) elevation. Also, the height of 34 inches as recommended by staff will still provide visibility internal to the center while remaining in scale with the sign area on the east façade as shown in Exhibit D. The applicant’s justification statement is provided in Exhibit E.

3. Approval of the deviation must not negatively impact other tenants or building shown on the Master Sign Plan.

Staff is recommending a wall sign that is equal in size to the other tenants with the same size bays and within the same building to ensure that other tenants are not negatively affected by the approval. Approval of the sign requested by the applicant would cause a negative impact as other tenants of that size do not have equal treatment on both elevations which they had also requested in 2008/2009.

4. Approval of the deviation must not cause any negative off-site impacts.

The deviation would not cause any negative off-site impacts as the sign will only be visible internal to the commercial center.

**RECOMMENDATION:**

Based on the analysis noted above and the plans prepared for the tenant, staff recommends approval of the following:

1. The Secondary Wall Sign (east) shall follow the following sign requirements as shown in Exhibit D – Staff Recommended Proposed Sign Size:
  - a. Number allowed – 1 wall sign
  - b. Maximum Sign Area – 36 SF
  - c. Maximum Height – 2 feet 10 inch (34 inches) (Technical Deviation)
  - d. Maximum Length – 20 feet
  - e. Maximum Lines of Copy – 2
2. Issuance of a building permit is required prior to the installation of the sign.
3. Any changes to approved materials, colors, signage or building design without approval of the ARB will result in delay and/or denial of a Building Permit final.

# **Exhibits:**

<b>Exhibit A</b>	<b>Site Plan</b>
<b>Exhibit B</b>	<b>Sign Location</b>
<b>Exhibit C</b>	<b>Proposed Signage</b>
<b>Exhibit D</b>	<b>Staff Recommended Proposed Signage Size</b>
<b>Exhibit E</b>	<b>Justification Statement</b>