

Chicken Salad Chick Exterior Elevations & Signage STAFF REPORT

Petition Number: 2021-0001 ARB

Owner/Applicant: Action Business Corp
 324 SW 16th Street
 Belle Glade, FL 33430

Agent: Steve Pawlyk
 Sexton Engineering Associates
 110 Ponce de Leon Street
 Suite 100
 Royal Palm Beach, FL 33411

Site Address: 12792 Forest Hill Boulevard

PCN(s): 73-41-44-03-20-003-0040

Future Land Use Designation:
 Community Commercial

Zoning Designation:
 Agricultural Residential/Special Exception /Planned Unit Development/ (AR/SE/PUD)

Acreage: 0.72

Request: Architectural Review Board approval for the exterior modifications to existing restaurant outparcel known as Parcel C4 (aka Chicken Salad Chick) within the Pines of Wellington Tract C Replat (aka Wellington Commons Mall) and signage with technical deviations for the proposed monument sign.

Project Manager:
 Kelly Ferraiolo, Senior Planner
kferraiolo@wellingtonfl.gov
 (561) 753-5268

Location Map:



Adjacent Property	FLUM	Zoning
North	Community Commercial	AR/SE/PUD
South	Community Commercial	AR/SE/PUD
East	Community Commercial	AR/SE/PUD
West	Community Commercial	AR/SE/PUD

Site History and Current Request:

The subject site (Parcel C4) is within the Wellington Commons Mall (Exhibit A – Wellington Commons Mall Site Plan) located on the southeast corner of Forest Hill Boulevard and Wellington Trace. The Mall was approved by Palm Beach County in 1986. The project consists of the main “mall” building (Parcel C1), two (2) multi-story professional buildings (Parcel C2 and C5), a fast food restaurant with drive-thru outparcel (aka Checkers, Parcel C3 and an restaurant outparcel (fka Boston Market, Parcel C4). The SunTrust bank with drive thru is not part of the Wellington Commons project but shares access and parking. Various amendments have been made for the site since County approval. Most recently in 2019, the owner of the Wellington Commons Mall, Wellington Mall LTD, replatted the site to subdivide each building into separate parcels.

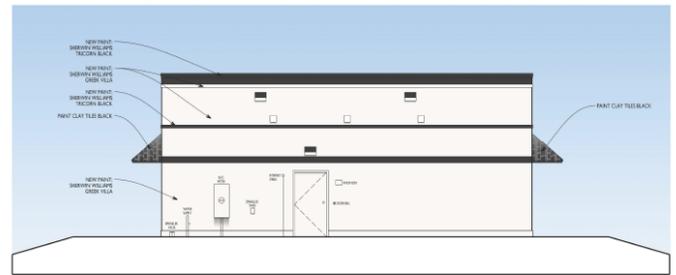
The subject site was built in 1993 and was previously occupied by Boston Market, which vacated the building in 2018. The applicant purchased the outparcel building in September 2020, after the property was replatted. On April 27, 2021, the Village Council approved Resolution R2021-11, a Conditional Use to allow a drive-thru lane as a part of the Chicken Salad Chick restaurant. On April 29, 2021, staff certified the Chicken Salad Chick Site Plan and Landscape Plan (Exhibit B – Chicken Salad Chick Site Plan and Exhibit C – Chicken Salad Chick Landscape Plan).

The applicant is requesting approval for the exterior elevations, colors and materials, and a technical deviation for the monument sign to exceed the number of lines of copy and to reduce the distance between the existing monument signs.

STAFF ANALYSIS – EXTERIOR ELEVATIONS:



B
A5 PROPOSED BUILDING ELEVATION
 WEST ELEVATION SCALE: 1/4"=1'-0"



A
A4 PROPOSED BUILDING ELEVATION
 EAST ELEVATION SCALE: 1/4"=1'-0"



B
A3 PROPOSED BUILDING ELEVATION
 NORTH ELEVATION SCALE: 1/4"=1'-0"



A
A3 PROPOSED BUILDING ELEVATION
 SOUTH ELEVATION SCALE: 1/4"=1'-0"

GENERAL NOTES:
 ALL FINISHES TO BE AS SHOWN
 ALL MATERIALS TO BE APPROVED

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Planning and Zoning Division

May 19, 2021



The proposed elevations (Exhibit E – Proposed Elevations and Wall Signage) prepared by BPF Design Incorporated were reviewed for consistency with Section 6.4.4.B. Design Standards for Non-Residential Zoning Districts, of Wellington’s Land Development Regulations (LDR) and Wellington’s Comprehensive Plan. This building is existing and only minor structural modifications are proposed which include installation of a drive thru window on the east elevations.

1. All multi-family and commercial facades shall contain architectural details on all sides to avoid solid blank walls. The use of varied materials, stones, colors, and lighting is encouraged.

Response: Based on the elevations provided, architectural details have been provided on all sides including trim along the parapet, use of multiple colors, and vertical score lines. Staff recommends the use of vertical score lines and/or continuation of the stone veneer on the east elevation to break up the blank portions of the wall similar to the north and south elevations.

2. Windows shall be incorporated into the design on all facades facing a roadway and shall occupy at a minimum 40% of the elevation.

Response: Not applicable as this building is already existing. The applicant is proposing an additional window on the north elevation for a drive thru window.

3. Buildings shall be designed in a manner that is compatible with the character, mass, bulk, and scale of the surrounding area.

Response: Not applicable as this building is already existing.

4. Accessory buildings and structures shall conform to the design, materials, colors, and style of the principal structures.

Response: The applicant is proposing a dumpster enclosure as shown in Exhibit F that will be constructed of stucco and be painted to match the building. The dumpster will be screened with a white metal gate.

5. Outparcels that are part of an overall project shall contain architectural elements that match or are compatible with the overall project design.

Response: The proposed elevations are compatible with the existing Wellington Commons center as the building is an existing building. The applicant is proposing improvements to the building that will modernize the exterior elevations, including stone veneers and an updated color scheme. The improvements still complement the existing center while also providing improvements unique to the business branding.

6. Projections and recesses on multi-family and non-residential building facades shall have a minimum depth of three (3) feet with 25% percent of these having a varied length with a minimum differential of one (1) foot.

Response: Not applicable as this building is already existing.

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- 7. All non-residential buildings shall provide a minimum of five (5) of the following building design treatments as listed in 6.4.4.B.9:

Response: The building will incorporate overhangs, display windows, projected covering, tile roof accents, and an overhang.

- 8. Building facades shall include a repeating pattern and shall include no less than three (3) of the design elements as listed in 6.4.4.B.10

Response: The building will incorporate horizontal plane breaks consisting of paint colors changes, varying surface textures, architectural banding.

- 9. Predominant exterior building materials shall include, but are not limited to materials listed in 6.4.4.B.11.

Response: The proposed elevations utilize the following materials as shown in Exhibit G – Proposed Colors and Materials

Primary Wall Colors:	Greek Villa (SW 7551)
Trim/Accent Color/Material:	Tricorn Black (SW 6258) Stone Veneer – Versetta Stacked Stone
Roof:	Tricorn Black (SW 6258)
Window/Frames:	Black with clear glass
Awning:	Black
Site Furniture:	Black powder coated to match existing site furniture. (Exhibit H – Site Furniture)

- 10. At a minimum of two (2) locations, the roof edge and/or parapet shall have a vertical change from the dominant roof condition, a minimum of three (3) feet. At least one (1) such change shall be located on a primary facade adjacent to a collector or arterial right-of-way.

Response: Not applicable as this building is already existing.

- 11. Parapets shall be used to conceal roof top equipment and flat roofs;

Response: As shown in Exhibit I, Proposed Rooftop Mechanical Equipment, all rooftop equipment shall be properly screened from view by the parapet. The applicant will be required to schedule an inspection with Planning and Zoning to ensure all equipment is screened from view. Additional screening shall be required if equipment is not properly screened.

The Goal of the Land Use Element of the Comprehensive Plan is to ensure the future land use pattern “preserves and protects the distinctive characteristics of the individual communities” which makes up Wellington.

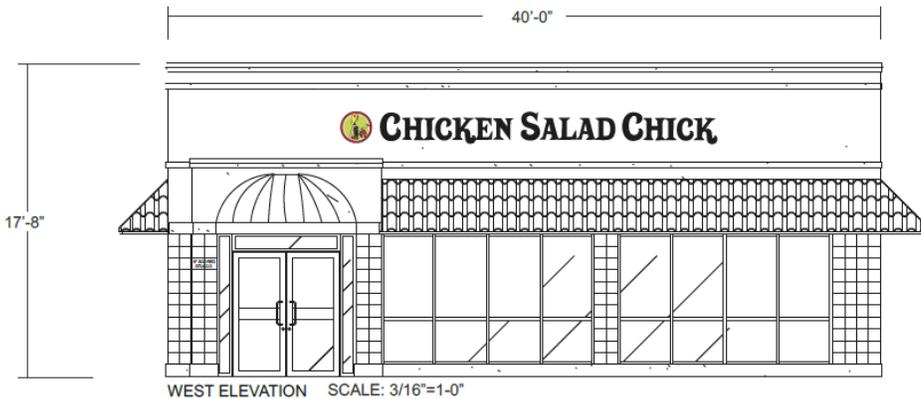
1. Policy 1.3.8 Wellington has adopted regulations that limit building height to 35 feet or less in all categories except for professional or business offices within the State Road 7 Corridor, which shall be limited to a maximum height of 72 feet.

The proposed building has a building height of 17'8" to the top of the parapet. The building height is consistent with Policy 1.3.8 of the Land Use Element of the Comprehensive Plan.

STAFF ANALYSIS - SIGNS:

The applicant is requesting one (1) primary wall sign, one (1) secondary wall sign, three (3) incidental ground signs, one (1) auxiliary ground sign, and one (1) monument sign in the locations shown on Exhibit J – Proposed Sign Locations. The requested signs were reviewed for consistency with Wellington's (LDR) Section 7.9.7.A.1 Major and Minor Principal Wall Sign, Section 7.9.7.B.2 Small Monument Sign, 7.9.7.B.4 Auxiliary Ground Sign, 7.9.7.B.5 Incidental Ground Sign, Section 7.9.7.A.5 Window Signs, and Section 7.9.6.C Technical Deviations.

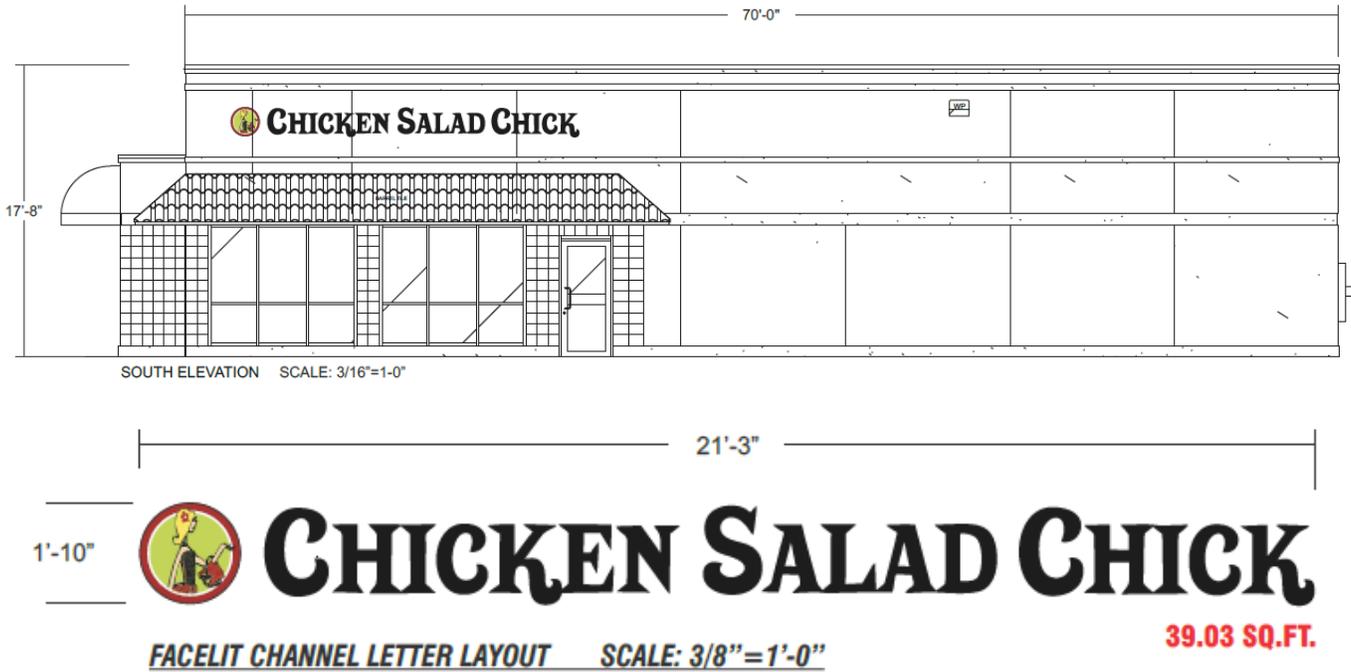
Primary Wall Sign – West Elevation:



Per Section 7.9.7.A.1 of Wellington's LDR, primary wall signs for minor tenants (tenants less than 5,000 square feet of leasable area) shall be a maximum of 30 inches in height and a maximum length of 80% of the bay not to exceed 150 square feet. The building's primary façade is 40 feet in length allowing the tenant to have a sign with a maximum sign area of 80 square feet.

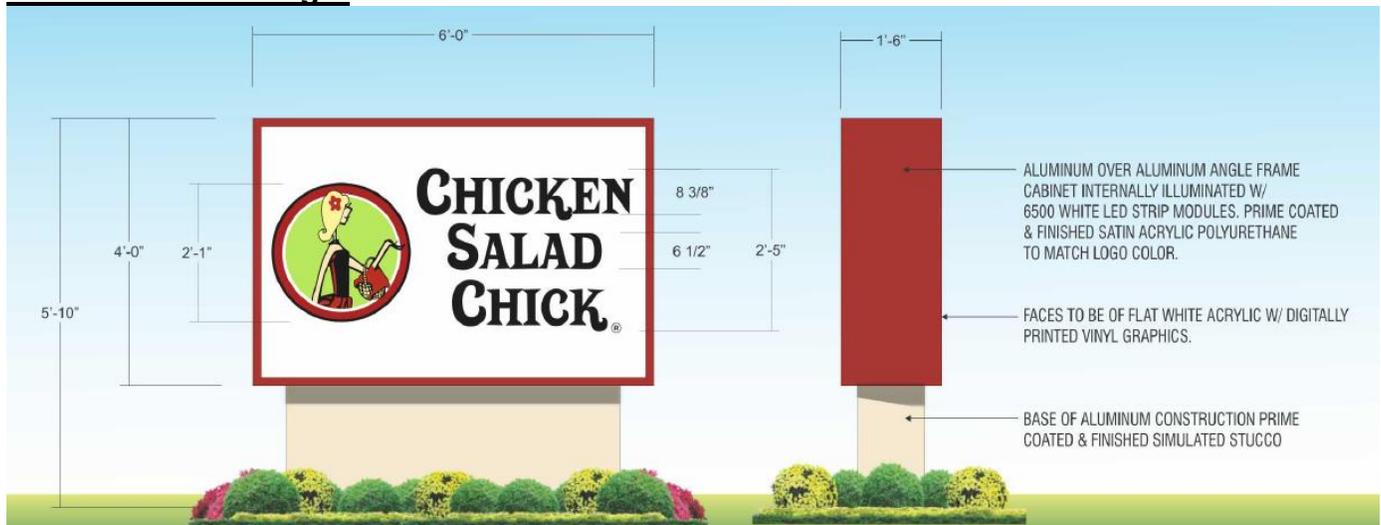
The proposed sign on the west elevation as shown in Exhibit E is 1 foot 10 inches (1'10") in height and 21 feet 13 inches (21'13") in length for a total of 39.03 square feet. This sign meets the LDR requirements and a technical deviation is not required.

Secondary Wall Sign – South Elevation



Per Section 7.9.7.A.1.d.i of Wellington's LDR, a secondary wall sign is permitted to be half of the maximum area allowed for the principal wall sign. The maximum sign area of the principal wall sign is 80 square feet, making the maximum area of the secondary wall sign 40 square feet. The proposed sign is also 39.03 square feet, meeting the LDR sign requirements and a technical deviation is not required.

Small Monument Sign:



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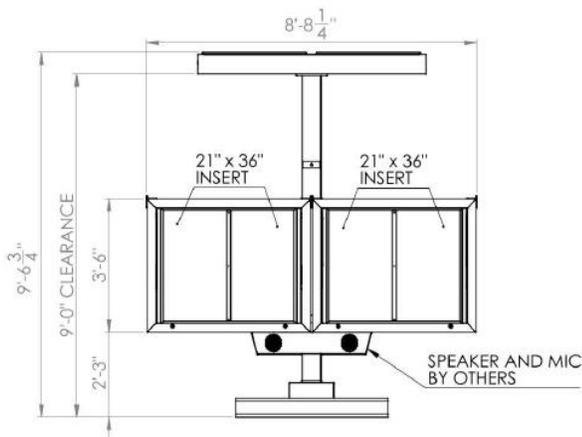
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Per Section 7.9.7.B.2 of Wellington’s LDR, commercial centers may have one (1) sign for each vehicular access point for all commercial and industrial centers with multiple buildings and one (1) additional sign per property when the property has a single business, provided the number of small monument signs for the development shall not exceed three (3) signs per frontage. There are currently two (2) existing monument signs for the center that front Forest Hill Boulevard – one (1) multi-tenant monument signs and one (1) small monument sign for Checkers. The SunTrust building is not included in the overall Wellington Commons project therefore their sign does not count towards the monument signs that front Forest Hill Boulevard for Wellington Commons Mall.

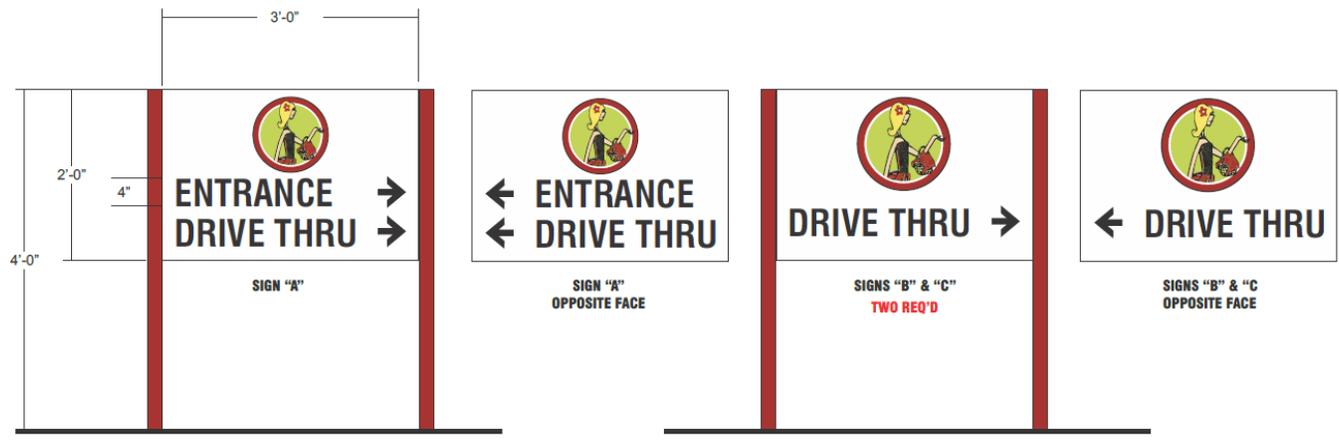
In addition, the LDR requires the sign shall not exceed eight (8) feet in height. The sign copy is limited to two (2) lines of copy, not to exceed 36 inches in height and have a maximum sign area of 32 square feet. The signs shall be separated by a minimum of 200 feet from any other freestanding monument type sign. The proposed sign, as shown in Exhibit K – Proposed Small Monument Sign, is 5’10” in height and six (6) feet in length with a sign copy area of 24 square feet. The sign is proposing three (3) lines of copy, which exceeds the lines of copy by one (1) line. The sign copy text area is 29 inches in height. It is proposed to be located 100 feet from the existing multi-tenant monument sign and 185 feet from the SunTrust Bank sign which does not meet the 200 foot minimum separation requirement. Boston Market previously had a monument sign, but was removed once the business closed. The applicant is proposing the same size and location as where the previous monument sign was located. If the monument sign was not removed, the applicant would not have to request a Technical Deviation for the location. However, because it was removed, the installation of the new monument sign and the additional line of copy will require a Technical Deviation.

Auxiliary Ground Signs:



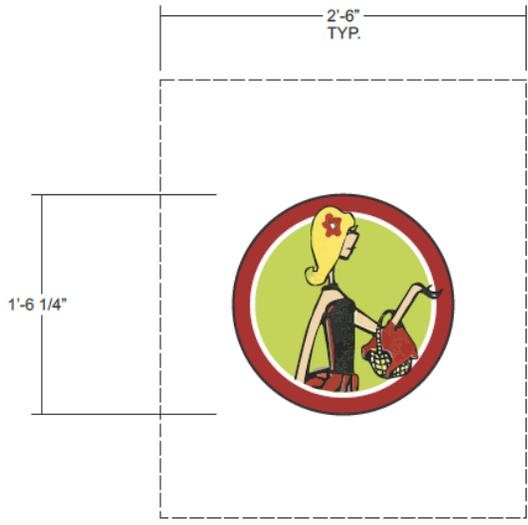
Per Section 7.9.7.B.4 of Wellington’s LDR, one (1) auxiliary ground sign is permitted per lane for a restaurant with a drive-thru with a maximum sign area of 32 square feet. The proposed sign shown in Exhibit L is 8 feet 8.25 inches long and 3 feet 6 inches tall for a total sign area of 30.4 square feet which meets the LDR sign requirement and a technical deviation is not required.

Incidental Ground Signs:



Per Section 7.9.7.B.5 of Wellington’s LDR, one (1) Incidental Ground Sign per critical turning point within 100 feet of a drive-thru facility lane is permitted. Each sign is permitted to be four (4) feet in height with a maximum sign area of 12 square feet. The applicant is proposing three (3) incidental ground signs, as shown in Exhibit M – Proposed Incidental Ground Signs, directing the patrons to the drive thru in the locations shown in Exhibit I. Each sign is four (4) feet in height with a sign area of six (6) square feet which meets the LDR sign requirement and a technical deviation is not required.

Window Signs:



Per Section 7.9.7.A.5 of Wellington’s LDR, commercial uses shall be limited to a sign area of 50% of each window area. The applicant is proposing window signage on the entry doors, as shown in Exhibit N – Proposed Window Signage, which meets the LDR sign requirement and a technical deviation is not required.

Section 7.9.6.C Criteria for Technical Deviation for the Small Monument Sign:

A. Describe in detail the Technical Deviation.

The applicant is requesting a technical deviation to reduce the minimum separation requirement between two signs by 100 linear feet from the multi-tenant monument sign and 15 feet from the SunTrust sign and to add an additional line of copy to the monument sign. The monument sign will be installed in the same location as the previous Boston Market's monument sign as it was removed once the tenant vacated the building.

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

The sign is not a prohibited sign type and is permitted under Section 7.9.7.B.2 of Wellington's LDR.

C. 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 ARB.

The proposed monument sign as designed does not incorporate the new elements of the proposed elevation of the fast food restaurant. Staff recommends changing the color of the base to the Greek Villa, Tricorn Black, or adding the same stone veneer that is proposed on the building.

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

The proposed technical deviation will not negatively impact another tenant or building as shown on the Site Plan. The proposed small monument sign is the specific signage solely for this single outparcel user. The inline tenants have a multi-tenant monument sign that offer additional signage for those tenants. The monument sign will also be placed directly west of the building which will not block the visibility of any existing tenants within the center and be placed in the same location as the Boston Market monument sign.

RECOMMENDATION:

Staff recommends approval of Petition 2021-0001 ARB for the exterior elevations and signage with technical deviations for Chicken Salad Chick located at 12792 Forest Hill Boulevard within Wellington Commons Mall with the following conditions of approval:

1. The north, south, and west building elevations shall be constructed as shown in Exhibit E – Proposed Elevations and Wall Signage, and in the colors and materials as shown in Exhibit G – Proposed Colors and Materials. The east elevation shall incorporate additional scoring, stone veneer or other architectural detail approved by ARB.

Primary Wall Colors:	Greek Villa (SW 7551)
Trim/Accent Color/Material:	Tricorn Black (SW 6258) Stone Veneer
Roof:	Tricorn Black (SW 6258)
Window/Frames:	Black with clear glass

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Awning: Black
Site Furniture: Black powder coated to match existing site furniture.
(Exhibit H – Site Furniture)

2. The dumpster enclosure shall be constructed in the materials and colors matching the principal building as shown in Exhibit F – Dumpster Enclosure.
3. The site furniture shall match the furniture existing within the plaza as shown in the colors as shown in Exhibit H – Site Furniture.
4. The primary and secondary wall sign shall comply with the proposed signs shown in Exhibit E – Proposed Elevations and Wall Signage and meet the following requirements:
 - a. Maximum Total Sign Area – 39.03 square feet
 - b. Maximum Height – 1 foot 10 inches
 - c. Maximum Length – 21 feet 3 inches
5. The monument sign shall comply with the proposed size and dimensions as shown in Exhibit J – Proposed Small Monument Sign and meet the requirements below. Staff recommends changing the colors of base of the sign to Greek Villa, Tricorn Black, or a stone veneer to incorporate elements of the building within the sign.
 - a. Maximum Height – 5 feet 10 inches
 - b. Maximum Length – 6 feet
 - c. Maximum Lines of Copy – 3 (Technical Deviation)
 - d. Sign Area – 24 square feet
 - e. Minimum Separation from existing monument sign – 100 feet from Wellington Commons Mall Multi-tenant monument sign and 185 feet from SunTrust Bank monument sign (Technical Deviation)
 - f. Maximum number of monument signs fronting Forest Hill Boulevard for Wellington Commons Mall – 3
6. The auxiliary ground sign shall comply with the proposed signs shown in Exhibit L – Proposed Auxiliary Ground Sign and meet the following requirements:
 - a. Number of signs – 1
 - b. Maximum Total Sign Area – 32 square feet
7. The incidental ground signs shall comply with the proposed signs shown in Exhibit M – Proposed Incidental Ground Signs and meet the following requirements:
 - a. Number of signs – 3
 - b. Maximum Height – 4 feet
 - c. Maximum Total Sign Area – not to exceed 12 square feet
8. Window Signage shall comply with the proposed signs shown in Exhibit N – Proposed Window Signage and not exceed 50% of the window area.

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9. The address identification/numbering height for the building shall comply with the Palm Beach County Fire Code minimum requirements and shall not exceed the LDR maximums.
10. All roof top mechanical equipment shall be screened from view on all sides as shown in Exhibit I. The equipment shall not be visibly seen at 10 feet above grade and 200 feet from the structure. If visible, additional screening must be installed prior to the issuance of a Certificate of Occupancy (C.O.).
11. Building permits are required prior to modifications of the building and installation of signage.
12. Any significant modifications to this approval during permitting and/or construction shall require ARB approval.
13. Prior to issuance of a C.O., an inspection by Planning and Zoning Division is required to ensure compliance with all approvals.

Exhibits:

- Exhibit A Wellington Commons Mall Site Plan
- Exhibit B Chicken Salad Chick Site Plan
- Exhibit C Chicken Salad Chick Landscape Plan
- Exhibit D Existing Site Conditions
- Exhibit E Proposed Elevations and Wall Signage
- Exhibit F Dumpster Enclosure
- Exhibit G Proposed Colors and Materials
- Exhibit H Site Furniture
- Exhibit I Proposed Rooftop Mechanical Equipment
- Exhibit J Proposed Sign Locations
- Exhibit K Proposed Small Monument Sign
- Exhibit L Proposed Auxiliary Ground Sign
- Exhibit M Proposed Incidental Ground Signs
- Exhibit N Proposed Window Signage
- Exhibit O Justification Statement