



**Council**

Bob Margolis, Mayor  
John Greene, Vice Mayor  
Matt Willhite, Councilman  
Howard K. Coates, Jr., Councilman  
Anne Gerwig, Councilwoman

**Manager**  
Paul Schofield

July 17, 2014

Kathleen Russell  
Mellow Dreamz, LLC d/b/a Mellow Mushroom Pizza Bakers  
1107 Orinoco Way  
Palm Beach Gardens, FL 33410

Re: Mellow Mushroom Signage with Technical Deviations  
ARB 14-014/HTE 14-83

Dear Ms. Russell:

At the July 17, 2014 Architectural Review Board meeting, your request for ARB approval for signage with technical deviations for Mellow Mushroom located at 10600 Forest Hill Boulevard was **APPROVED** with the following conditions:

1. The primary/principal (north elevation) wall signage shall be consistent with:

**Wall Sign**

- a. Maximum line of copy: two (2)
- b. Maximum sign area: 60 square feet
- c. Maximum sign length: 20 feet
- d. Maximum sign height: 36 inches
- e. Sign font and color shall be consistent with Exhibit "1" (North Elevation-Option A).

**Wall Sign Logo (technical deviation)**

- a. Maximum area: 8.2 square feet
- b. Maximum length: 2.6 feet
- c. Maximum height: 37.5 inches
- d. Sign logo design, color, location, etc., shall be consistent with Exhibit "1" (North Elevation - Option A) with the exception of the color of the logo's hat and pizza as the colors are to be swapped.

2. The secondary (west elevation) wall sign shall be consistent with:

- a. Maximum line of copy: two (2)
- b. Maximum sign area: 74 square feet (technical deviation)
- c. Maximum sign length: 16.5 feet
- d. Maximum sign height: 53.5 inches
- e. Sign font, design, color, location, etc., shall be consistent with Exhibit "2" (West Elevation - Option A).

3. The double sided monument sign shall be consistent with:

- a. Maximum lines of copy: two (2) lines
- b. Maximum sign area: 32 square feet
- c. Maximum monument length: 8 feet
- d. Maximum monument height: 5 feet
- e. Maximum tenants: one (1) tenant (same on both sides).
- f. The monument sign shall be landscaped around the base per LDR Article 7.3.6.K.1.
- g. The monument sign font, design, color, location, etc., shall be consistent with Exhibit "3."

4. Obtain all required permits prior to construction/installation.

If you have any questions, please contact me at 561-753-5268.

Sincerely,



Kelly Ferraiolo, Project Management Assistant

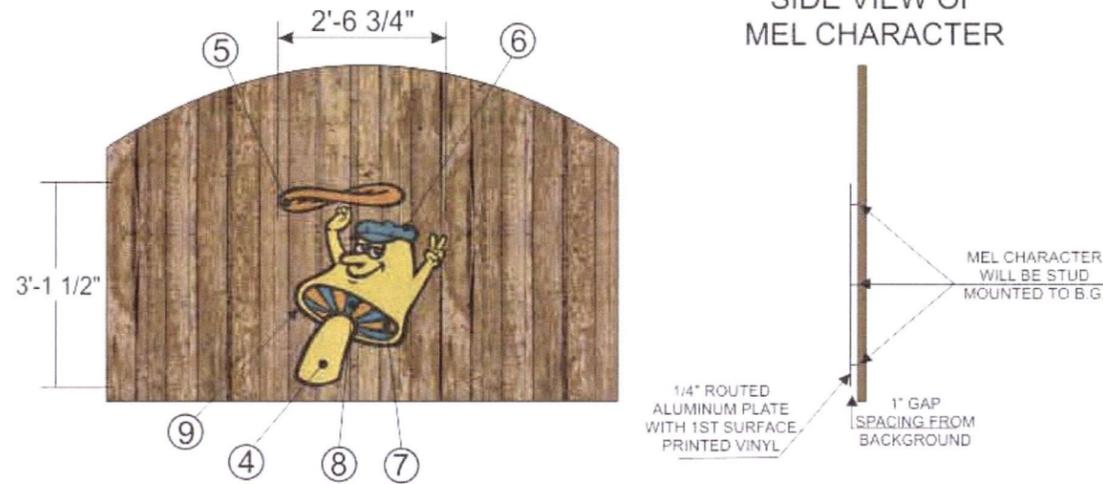
CC: David Flinchum, Planning & Zoning Manager  
Olga Prieto, Associate Planner  
BTI Wellington Green Square, LP  
File

NORTH ELEVATION OPTION A

EXHIBIT 1



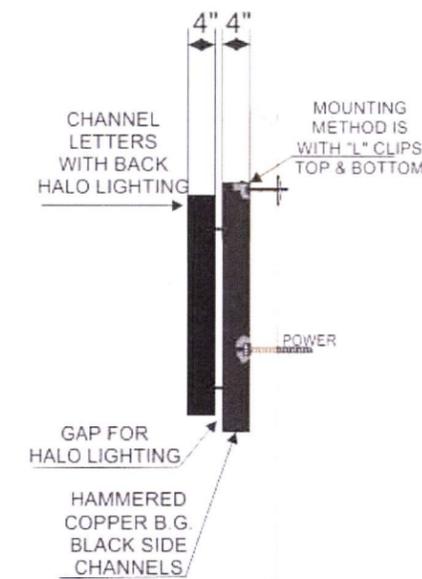
SIDE VIEW OF MEL CHARACTER



Approved by Village of Wellington  
PLANNING, ZONING and BUILDING DEPT.

*Christina*  
DATE: 7/17/14  
ARB 1404 / HTE 14-83  
Signage w/tech. Deviation

SIDE VIEW NORTH ELEVATION



**Snyder Signs**  
INC.

2918 CREEKMORE DRIVE  
JOHNSON CITY, TN 37601  
423-282-6221 FAX 423-282-6222

DESIGN #: 18157-C  
REVISION #:  
SCALE: 1/8"=1'  
DATE: 6-24-14  
DESIGNER: TED M. TUBBS  
SALES REP. DENISE HENSLEY

NORTH ELEVATION WILL HAVE CHANNEL LETTERS WITH HAMMERED COPPER CLOUD SHAPE, INTERNALLY ILLUMINATED LETTERS WILL HAVE HALO LIGHTING WASHING OUT OF BACK OF LETTERS AT NIGHT LETTER FACES WILL HAVE FIRST SURFACE TRANSLUCENT VINYL, (FDC/3M MARIGOLD 075), PMS EQUIVALENT IS 7549C. APPLIED GREEN OUTLINE WILL BE PMS 3995C

TOWER WOODEN WINDOW WILL HAVE MEL CHARACTER ON 1/4" CUT OUT ALUM. SHAPE GHOST PAINTED TO EXPRESS A FADED WEATHERED VINTAGE LOOK. MEL CHARACTER WILL BE STUD MOUNTED TO WOOD BACKGROUND.

- ① HAMMERED COPPER OR FAUX COPPER BACKGROUND
- ② GREEN OUTLINE = PMS 3995C
- ③ YELLOW LETTERS = PMS 7549C
- ④ MEL & STEM YELLOW = PMS 110C
- ⑤ MEL HAT BLUE = PMS 7705C
- ⑥ MEL PIZZA = PMS 7576C
- ⑦ MEL ORANGE GILL = PMS 7576C
- ⑧ MEL BLUE GILL = PMS 7705C
- ⑨ MEL BLACK OUTLINE = COOL GRAY FADED BLACK PMS 11C

CUSTOMER APPROVAL: \_\_\_\_\_  
DATE: \_\_\_\_\_

MELLOW MUSHROOM  
PIZZA BAKERS



Approved by Village of Wellington  
PLANNING, ZONING and BUILDING DEPT.

*ARB Guy Fendler*

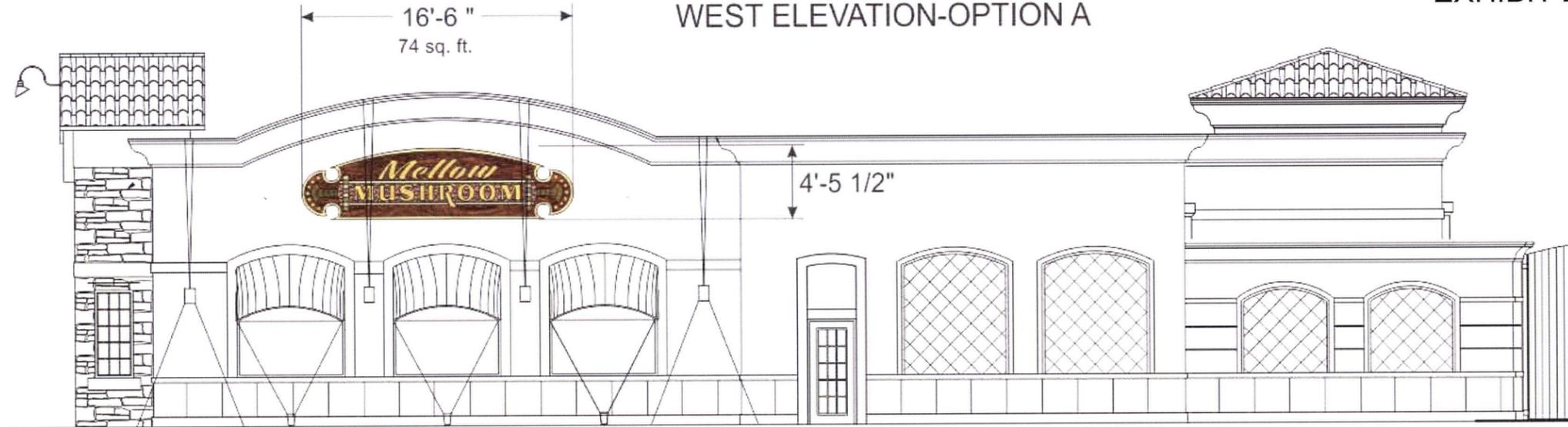
DATE: *7/17/14*

*ARB 14-014 / HTE 14-83*

*Signage w/ Tech. Deviation*

DESIGN #:	18157
REVISION #:	
SCALE:	1/8" = 1'
DATE:	6-24-14
DESIGNER:	TED M. TUBBS
SALES REP:	DENISE HENSLEY

WEST ELEVATION-OPTION A



Approved by Village of Wellington:  
PLANNING, ZONING and BUILDING DEPT

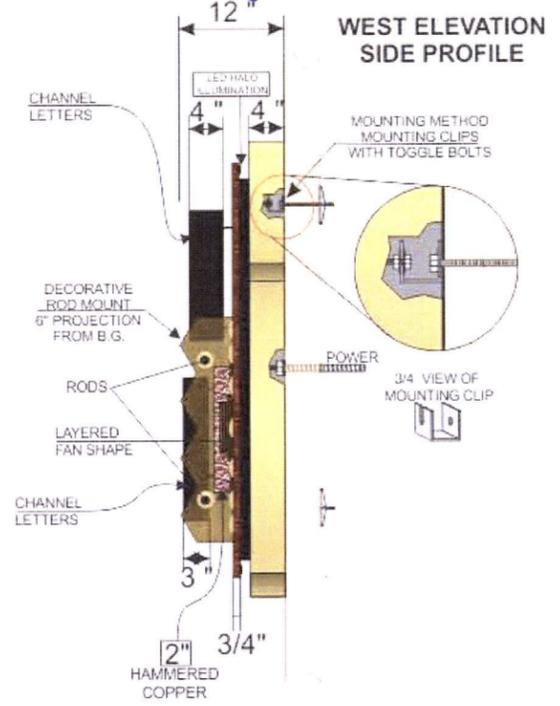
*Denise Hensley*  
DATE: 7/17/14  
ARB 14-014 / HTE 14-83  
Signage w/ teen Denotation

**West side elevation wall sign** fabricated using aluminum foundation base painted metallic gold.

Second surface will be imitation wood or real wood.

On top of second surface will be metallic painted gold studs, hammered copper background for "MUSHROOM" letters and fan shaped molding attached to each end of hammered copper background.

Final level will be Mellow Mushroom channel letters framed with metallic gold painted rods supported by decorative rod supports.



- ① Metal outline, studs & rods painted with AKZO gold metallic pearl.
- ② Hammered copper or faux copper background
- ③ Wood, imitation wood or printed wood grain background. Wood background will have halo illumination that will wash over gold metallic pearl outline.
- ④ Channel letters = Acrylic faces with first surface translucent vinyl, (FDC/3M Marigold 075), PMS equivalent is 7549C, applied. Letters will have back lit halo illumination & internally illuminated all with LED lighting units.
- ⑤ Decorative rod supports & layered fan shape will have simulated weathered iron patina.

CUSTOMER APPROVAL: \_\_\_\_\_  
DATE: \_\_\_\_\_

MONUMENT SIGN

EXHIBIT 3



NEW SIGN FACE WILL BE INSTALLED ONTO EXISTING SIGN. SIGN FACE WILL BE BLACK ALUMINUM ROUTED METAL WITH LETTERS EXPOSING WHITE ACRYLIC UNDERNEATH ROUTED METAL SIGN FACE.

SIGN BASE WILL BE REFURBISHED, LIKE WITH LIKE.

LANDSCAPING AROUND BASE OF SIGN WILL BE ADDED.

Approved by Village of Wellington  
PLANNING, ZONING and BUILDING DEPT.

*Justin...*  
DATE: 7/17/14  
ARB 14-014/HTE 14-88  
Signage w/tech Denotation



2918 CREEKMORE DRIVE JOHNSON CITY, TN 37601 423-282-6221 FAX 423-282-6222	DATE: 6-9-14 DESIGNER: TMT SALES REP: DENISE HENSLEY	DESIGN #: 18094 REVISION #: 1 6-24-14 SCALE: NTS
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CUSTOMER APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_

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