

Minutes
Architectural Review Board
August 28, 2024 at 7:00 p.m.

The regular meeting of the Wellington Architectural Review Board was held on August 28, 2024 in Village Hall at 12300 Forest Hill Boulevard.

I. CALL TO ORDER/ROLL CALL

Stacy Somers called the meeting to order at 7:00 p.m.

Board Members Present: Stacy Somers, John Greene, Maria Raspanti, and Ryan Mishkin

Board Members Absent (Excused): Maria Wolfe, Sal Van Casteren, and Luis Rodriguez

Staff Present: Kelly Ferraiolo, Senior Planner; and Damian Newell, Senior Planner

II. REMARKS BY CHAIRMAN

None

III. PLEDGE OF ALLEGIANCE

IV. APPROVAL OF MINUTES

Approval of the June 26, 2024 Architectural Review Board Meeting Minutes

A motion was made by John Greene, seconded by Ryan Mishkin, to approve the June 26, 2024 Architectural Review Board Meeting Minutes. The motion passed unanimously (4-0). Maria Wolfe, Luis Rodriguez, and Sal Van Casteren had excused absences.

V. ADDITIONS & DELETIONS

None

VI. SWEARING IN OF WITNESSES

Kelly Ferraiolo swore in all those in attendance that would be providing testimony.

VII. NEW BUSINESS

Petition 2024-0016-ARB JCPenney Exterior Elevations

Mr. Newell provided a presentation on the requested exterior elevations and signage for JcPenney.

Mr. Mishkin asked what the dimensions were of the sign background. Mr. Newell stated he didn't have a dimension, but it was estimated to be over 300 SF.

Steve White and Mark Uhnak were present from JCPenney. Mr. White stated the size of the JCPenney lettering has not changed, they just changed the face to white and painted the background. Last year JCPenney announced they were investing over \$1 billion in rebranding 650 stores (interior and exterior).

Mr. Greene asked if the color palette is specific to Wellington or the brand. Mr. White stated is was part of the brand and they are refreshing stores overtime and all 650 stores will have this color palette. Mr. Greene asked how did they not come to Wellington asking if they needed additional approval. Mr. White stated that they weren't really the ones that could answer that

question as the corporate office would be able to answer that question. Mr. Greene stated that it was a bold change.

Ms. Raspanti asked what is staff's recommendation and what are they trying to accomplish. Mr. Newell provided options as to what the Board could vote to do (approve, deny, approve as is, approve with changes).

Mr. Greene asked if there was any discussion with staff of what the options could be. Mr. Newell stated the colors are on the color board and it's a matter of the use of them and where the colors are located. The red is on the color board as a front door. The current issue is that the size of the gray behind the lettering is too large.

Ms. Ferraiolo stated that they could take table the discussion and provide more options at the next meeting. There is no appeal process for ARB as it is handled civilly. She provided an example of Urban Air where they did the modifications prior to approval and they had to make changes.

Ms. Raspanti asked if the wall color of JCPenney is still white and Mr. White confirmed. He also stated the sign face and the background were the only thing that changed on the sign. Mr. Newell recommended to make the gray portion small or paint it the same color as the wall. Ms. Somers stated Urban Air and Paragon theaters have a similar color scheme.

Mr. White stated there are 11 stores in south Florida and they have completed refreshes on 9 of them all to this color palette. They have not had issues with other cities, but wasn't sure if they had received approvals prior to changes. They would like to have the building approved as it is today. They have had great feedback from their customers on the refresh.

Ms. Somers stated if they remove the gray behind the lettering it would blend in with the background. Mr. Newell stated if they reduced the gray behind the sign and squared off the lettering then it would be closer to the 200 SF. Mr. Greene was concerned that it would then be out of scale.

Ms. Ferraiolo recommended the Board give recommendations to JCPenney as to what they want to see and JCPenney could make different options and provide them at the next meeting. Mr. Greene stated he could provide recommendations of what he would like to see.

Ms. Raspanti didn't have an issue with the red or the gray behind the sign as it is within Wellington's color palette and standards. Ms. Ferraiolo stated the red is an approved color for doors, not the trim. Mr. White stated the exterior changes flow into the changes that occurred in the store. Ms. Ferraiolo stated that the changes on the exterior still need to be compatible with the existing mall site with keeping with the brand.

A motion was made by Maria Raspanti to approve Petition 2024-0016-ARB JCPenney elevations and signage as is. The motion failed for the lack of a second.

Mr. Greene wanted to be provided options prior to making a motion. Staff suggested they give JCPenney directions on what they want to see changed for the next meeting. ARB continued discussion on the suggestions (smaller gray behind the sign, white behind the sign, and alternative look to the front entrance).

A motion was made by John Greene, seconded by Ryan Mishkin, to table Petition 2024-0016-ARB so the applicant can provide additional options for the Board to consider including making the sign smaller and a few alternative options for the front facade. The motion passed unanimously (4-0). Maria Wolfe, Sal Van Casteren, and Luis Rodriguez had excused absences.

Petition 2024-0018-ARB Lazy Dog (Building 2) at Lotis Wellington Elevations

Mr. Newell provided a presentation on the revised elevations and signage for Lazy Dog.

Jared Taylor, representative from Lazy Dog, provided a presentation of the history of approval and the proposed changes as the restaurant is going through rebranding.

Mr. Greene asked about the sign and was it meant to bleed over the brown background. Mr. Taylor stated it was meant to bleed off and is meant to be eye catching. The changes to the windows and the exterior correlate to the modifications to the interior floorplan. The monument sign will not be affected. Mr. Mishkin stated he would have liked to see an option with the sign being within the brown background. He would have liked to even see no background on the sign as it would look cleaner.

Mr. Greene asked if this was the consistent color scheme throughout Lotis. Mr. Newell stated Lotis is more of a blue and gray tone. There are consistent colors/materials including the stone, wood, and the blue was a compromise. Mr. Greene asked if they would consider removing the wood background and have the sign on the stone. Mr. Taylor stated he has instruction to keep the sign how it is. They think it is eye catching and they are trying to be noticed. The board had no issues with keeping the sign as proposed. Mr. Taylor provided the timeline of permit submittals.

Ms. Somers asked if the size of the wood portion of the sign was an issue. Mr. Newell stated the wood background would expand the previously approved deviation and that the increase tonight would just be for the background and would not include the lettering.

A motion was made by John Greene, seconded by Ryan Mishkin, to approve Petition 2024-0018-ARB Lazy Dog at Lotis Elevations and Signage with the conditions of approval recommended by staff. The motion passed unanimously (4-0). Maria Wolfe, Sal Van Casteren, and Luis Rodriguez had excused absences.

VIII. COMMENTS FROM THE PUBLIC

None

IX. COMMENTS FROM THE STAFF

The next regularly scheduled ARB meeting is September 25, 2024. The ARB Color Board is complete and hung up in the quiet room in Village Hall.

X. COMMENTS FROM THE BOARD

None

ADJOURN

Meeting adjourned at 7:57 pm.

Stacy Somers, Chairman

Date