

Minutes
Architectural Review Board
May 19, 2021 at 7:00 p.m.

The regular meeting of the Wellington Architectural Review Board was held on May 19, 2021 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, Thomas Wenham, Roger Grave de Peralta, and Luis Rodriguez

Board Members Absent (Unexcused): Ryan Mishkin and Miguel Alonso

Board Members Absent (Excused): Dayna Bertola

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

II. PLEDGE OF ALLEGIANCE

III. REMARKS BY CHAIRMAN

IV. APPROVAL OF MINUTES

Approval of the April 21, 2021 Architectural Review Board Meeting Minutes

A motion was made by Thomas Wenham, seconded by Roger Grave de Peralta, to approve the April 21, 2021 Architectural Review Board Meeting Minutes. The motion passed unanimously (4-0). Miguel Alonso, Dayna Bertola, and Ryan Mishkin were absent.

V. ADDITIONS & DELETIONS

VI. SWEARING IN OF WITNESSES

Stacy Somers swore in all those who would testify before the Board.

VII. NEW BUSINESS

Petition 2021-0005 ARB CVS at Wellington Town Square Signage

Damian Newell provided a presentation on the request for a rear sign that exceeds the LDR requirements for a secondary wall sign by over 25 square feet for the CVS located within Wellington Town Square project. The applicant is requesting the rear wall sign because in 2017, rear wall signs were prohibited. When the code was rewritten in 2020, rear wall signs were permitted as a secondary wall sign. Staff recommended denial of the

rear wall sign as the approval in 2017 was based on not having a rear wall sign. Staff recommended relocating the west wall sign to the rear wall.

Roger Grave de Peralta asked what the technical deviation in 2017 approved. Mr. Newell stated the technical deviation was to allow the west signage to be 135 SF for a secondary wall sign rather than 75 SF.

Jennifer Ronneburger, agent, stated the signs installed were 101 SF. In 2017, a rear sign was not permitted. The Master Sign Plan does not recognize the outparcel on the plan. She stated the building is hard to recognize without a sign on the rear. The building was designed with a sign band that a sign is installed in and looks odd without one.

Mr. Grave de Peralta asked if the applicant would consider a 75 SF sign. Ms. Ronneburger stated they would consider it, but she doesn't feel like it would look good. Ms. Somers asked how many signs are permitted. Mr. Newell stated buildings are permitted to have a primary wall sign and two (2) secondary wall signs which one (1) could be on the rear. The reason staff recommended approval of the two (2) large signs in 2017 was because they couldn't have a rear wall sign.

Mr. Rodriguez said that the sign they are requested is a common place for a CVS to have a sign. Mr. Grave de Peralta stated not having a sign makes the building look like it is a vacant building. Ms. Somers stated in one of the pictures provided in the agenda, the existing sign is not very visible because of the trees that are along the right-of-way and would be more visible on the rear elevation. Mr. Grave de Peralta asked if the applicant was interested in moving the west elevation sign to the rear, and Ms. Ronneburger said they weren't. She stated from a design standpoint, they are requesting the best solution. A 75 SF sign, which is what is allowed by code, will not look good.

A motion was made by Roger Grave de Peralta, seconded by Luis Rodriguez, to approve Petition 2021-0005 ARB CVS At Wellington Town Square Signage to allow a rear wall sign the same size as the existing wall signs as requested by the applicant. The motion failed due to a lack of majority from the Board (3-1). Thomas Wenham dissented. Miguel Alonso, Dayna Bertola, and Ryan Mishkin were absent.

A motion was made by Thomas Wenham to deny Petition 2021-0005 ARB CVS at Wellington Town Square. The motion failed due to a lack of a second.

Mr. Newell stated the Board can deny the request, but allow for the relocation of the sign which would update the Master Sign Plan as recommended by staff and they would not need to come back to the Board. The Board could approve the sign at 75 SF and include it in the Master Sign Plan for the Wellington Town Center project. Ms. Ronneburger did not agree because the sign would not look good. Mr. Newell stated the last option is to relocate the sign on the west elevation to the north (rear) and place the smaller sign on the west side. Ms. Ronneburger says she gets signs approved for a living all over country. She stated she knows the design esthetic that Wellington is looking for and if they allow for a smaller sign, they will not be happy.

Ms. Ferraiolo stated the real SF of the sign is 124 SF, not 101 SF, as sign area is calculated from the top of the heart to the bottom of the Y and then multiplied by the length.

Ms. Ronneburger stated removing and relocating the sign is a serious expense to the owner.

Mr. Wenham asked what Mr. Newell's recommendation would be. Mr. Newell stated the board could allow the three (3) signs as long as one of the signs meets the 75 SF. He stated we encouraged them to change the orientation of the building and to not include the sign band, but that is CVS's store prototype. He stated he agreed there is a cost with moving the sign, but it will provide them the visibility that they think they need.

Ms. Ferraiolo stated they can approve the sign how the Board wants it and CVS can decide whether or not to install it. If the sign is denied, they could not come back for the same request for two (2) years. Another option was to allow for a third sign, but it can be placed on either the front, rear, or side of the building.

A motion was made by Luis Rodriguez, seconded by Roger Grave de Peralta, to approve Petition 2021-0005 ARB CVS at Wellington Town Square as recommended by Staff. The motion was amended by Roger Grave de Peralta, and seconded by Thomas Wenham, to amend the Wellington Town Square Master Sign Plan and to allow a third wall sign that shall not exceed 75 square feet in sign area which can be located on either the front, rear, or side of the building. The motion passed unanimously (4-0). Miguel Alonso, Dayna Bertola, and Ryan Mishkin were absent.

Petition 2021-0001 ARB Chicken Salad Chick Exterior Elevations and Signage

Ms. Ferraiolo provided a presentation on the request for approval of the exterior elevations, colors and materials, and signage with technical deviations for the Chicken Salad Chicken located within the Wellington Commons Mall project.

Mr. Grave de Peralta recommended that the rear façade have the stone band continue on the bottom. Bryan Royal, applicant, was in agreement.

A motion was made by Thomas Wenham, seconded by Luis Rodriguez, to approve Petition 2021-0001 ARB Chicken Salad Chick Exterior Elevations and Signage as recommended by Staff, to add stone veneer along the bottom of the rear elevation, and to require all black site furniture. The motion passed unanimously (4-0). Miguel Alonso, Dayna Bertola, and Ryan Mishkin were absent.

Petition 2021-0004 ARB Heartland Dental at MUPD B

Ms. Ferraiolo provided a presentation on the request for approval of the exterior modifications to Heartland Dental (FKA Mellow Mushroom) at MUPD B. Signage was not included in this request.

Brad McCullough, Hill Foley Rossi & Associates, Agent, stated the reason why signage wasn't included in the request is because the applicant is designing signage with the sign company and they are aware that they may have to come back before the Board if they don't meet the code. The tile in the infill is existing. They are removing the fabric awnings and the scoring is what is underneath the awnings. The front tower will be changed to a hip roof. The giant wooden door is the dumpster/loading zone. The blue rear door can be changed to a different color if the board desired. Ms. Ferraiolo stated the Board can add a condition that staff confirm the loading zone gate is in good condition upon inspection.

A motion was made by Luis Rodriguez, seconded by Thomas Wenham, to approve Petition 2021-0004 ARB Heartland Dental at MUPD B as recommended by Staff, to change the back door color to a color on the approved materials board, and to add a condition that will require Staff to inspect the loading gate to ensure it is in good condition prior to closing of the building permit. The motion passed unanimously (4-0). Miguel Alonso, Dayna Bertola, and Ryan Mishkin were absent.

Petition 2021-0006 ARB K9 Resorts Exterior Elevation Changes

Kelly Ferraiolo provided a presentation on the request for approval exterior modifications to the ARB approved elevations for K9 Resorts located within Commerce Park East.

Mr. Rodriguez agrees with staff that the black is a more esthetically pleasing color and that the awnings be the same color.

Glen Blevins, owner, stated esthetically the original colors were dated. The colors for K9 Resorts are blue and tan, so they thought incorporating the tan in the awnings would look nice and attract less heat. Ms. Ferraiolo stated the building is already painted the colors that were approved by ARB. They are requesting to paint the trim black.

A motion was made by Luis Rodriguez, seconded by Thomas Wenham, to approve Petition 2021-0006 ARB K9 Resorts Exterior Elevation Changes as recommended by staff but to allow the alternating color sail shades per the color combination as shown on the submitted plans (black closest to the right-of-way). The motion passed unanimously (4-0). Miguel Alonso, Dayna Bertola, and Ryan Mishkin were absent.

VIII. COMMENTS FROM THE PUBLIC

None

IX. COMMENTS FROM THE STAFF

None

X. COMMENTS FROM THE BOARD

None

XI. ADJOURN

Meeting adjourned at 8:19 pm.

Stacy Somers, Chairman

Date