

Warby Parker at Isla Verde

STAFF REPORT

Petition Number: 2024-0024-ARB

Owner: MCP Wellington LLC
925 S Federal Highway
Boca Raton, FL 33432

Applicant: Warby Parker Retail, Inc.
233 East Spring Street, 6th FL
New York, NY 10013

Agent: Team K5 Permits & Consulting
176 East Highland Ave.
Clermont, FL 34711
407-564-1803

Site Address: 900 S. State Road 7

PCN(s): 73-42-44-06-16-003-0000

Future Land Use Map (FLUM) Designation:
Mixed Use

Zoning Designation:
Multiple Use Planned Development (MUPD)

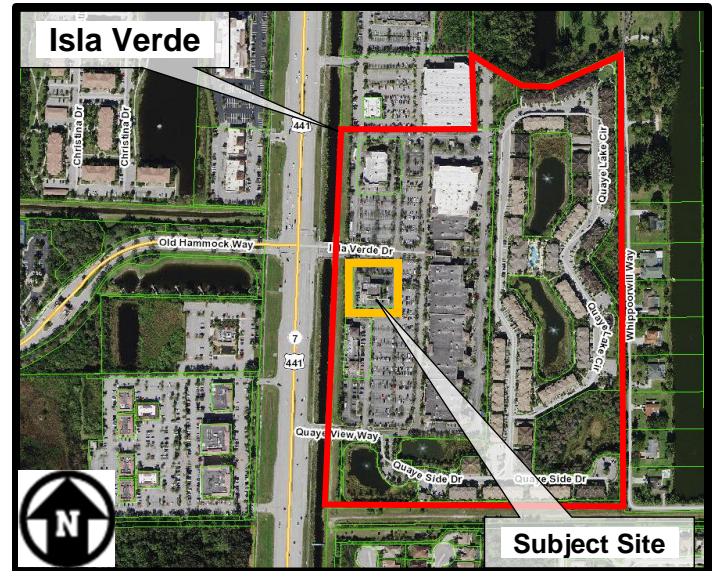
Acreage:
53.6 Acres (+/-) Overall (0.78-Acre Subject Site)

Request:
Architectural Review Board (ARB) approval of updated exterior colors and wall signs (with Technical Deviations) for the existing outparcel (Tract C) building within the Isla Verde project.

Project Manager:
Damian Newell, Senior Planner
dnewell@wellingtonfl.gov
(561) 753-2577

Location/Map:

Isla Verde project is located approximately a mile north of the Forest Hill Boulevard and State Road 7/US 441 intersection, at the southeast corner of State Road 7 and Old Hammock Way/Isla Verde Drive. The subject site is located in an outparcel within the Isla Verde project as illustrated on the map below.



Adjacent FLUM and Zoning Designation:

Adjacent Property	FLUM	Zoning
North	Royal Palm Beach (RPB) Commercial	RPB General Commercial
South	PBC Residential (LR-2)	PBC Planned Unit Development (PUD)
East	PBC Residential (LR-2)	PBC Residential Estate (RE)
West	Residential C/ Commercial	PUD/Multiple Use Planned Development (MUPD)

Site History and Current Request:

The Isla Verde mixed-use project consists of 163,142 square feet of commercial uses (Shoppes at Isla Verde) and 350 residential dwelling units (The Quaye). The project was constructed around 2006 and consists of a main in-line tenant building and three (3) outparcels that include CVS and bank buildings and a smaller five (5) tenant retail building that backs up to SR7/US 441. In 2018, the northern portion of the commercial portion of the project underwent a major renovation with the conversion of Sports Authority to Sprouts. In 2021, a new color palette was implemented for the commercial portion providing a clean and updated look.

The Shoppes at Isla Verde is situated approximately 160 feet from the SR7/US 441 right-of-way and the main in-line tenant building approximately 700 feet. Due to the visual constraints, many technical deviations for signage for individual tenants have been approved throughout the years which is shown in the table below.

ARB Technical Deviations Approved for the Shoppes at Isla Verde Wall Signs

Tenant	Tenant Size	Maximum Sign Height/Length/SF Per Code*	Approved Sign Height	Approved Sign Length	Maximum Sign Area
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 (Primary)	30,000 SF	24 inches/20 feet	6 feet 2 inches	26 feet	159 SF
Sprouts (Secondary)		12 inches/10 feet	3 feet 1 inch	10 feet	70 SF (combined)
CVS	15,000 SF	24 inches/20 feet	3 feet	26.5 feet	79.5 SF

ARCHITECTURAL REVIEW BOARD

Planning and Zoning Division

October 28, 2024



Verizon Wireless	< 5,000 SF	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	24 inches/20 feet	3 feet 1 inch (west)/ 2 feet 10 inches (east)	20 feet	62 SF
Verizon (Secondary)	< 5,000 SF	12 inches	2 feet 10 inches	20 feet	36 SF
Fifth Third Bank (Secondary)	< 5,000 SF	15 inches/27.5 SF	30 inches	18 feet	45.26 SF

*At the time of approvals, a Major Tenant was considered 40,000 SF or more in size and allowed for a sign 66 inches in height. The code has changed since these approvals and to be considered a Major Tenant the tenant space has to be a minimum of 5,000 SF in size. In addition, Minor Tenant Wall Signs have since changed from a maximum height of 24 inches to 30 inches.

This request (2024-0024-ARB) is for Architectural Review Board (ARB) approval of the proposed colors and wall signs with Technical Deviation for the tenant space/bay next to the approved bank tenant (Fifth Third Bank 2023-0006-ARB Approved March 22, 2023) within the existing outparcel building.

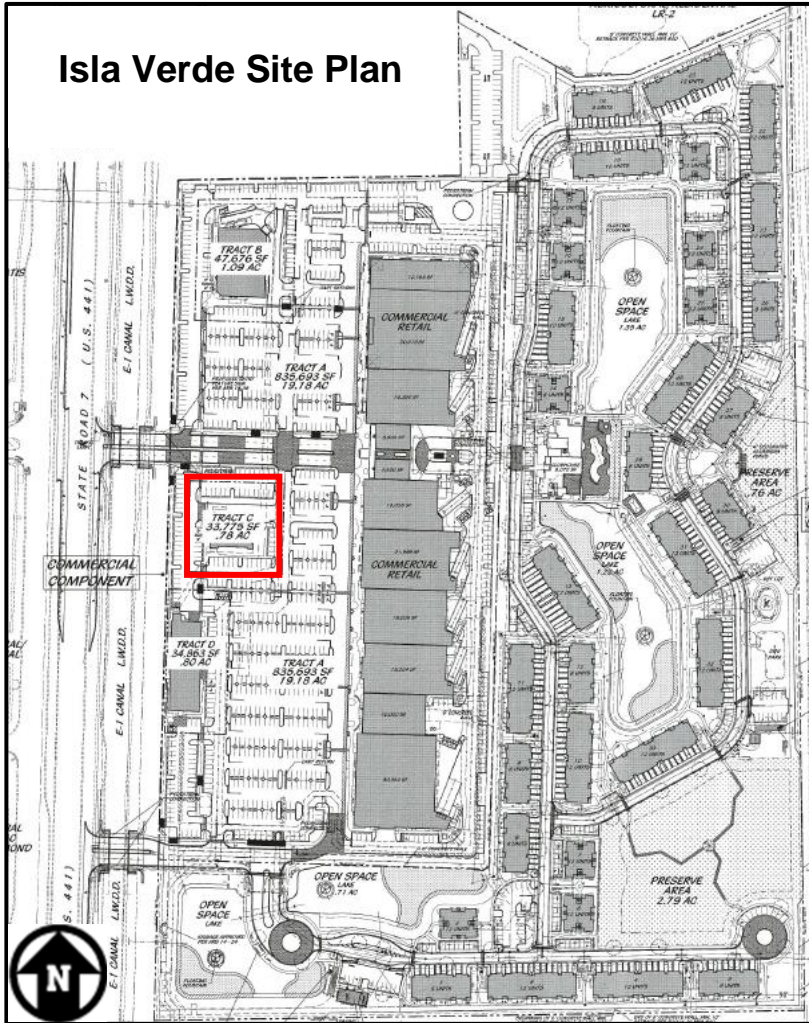
Analysis:

Staff reviewed the applicant's request for ARB approval of the building's elevations, materials, exterior colors, and wall signs for consistency with Wellington's Land Development Regulations (LDR), and the overall Isla Verde approvals.

The subject site outparcel was developed as a 4,169 square feet bank building. Within the last year, the owner subdivided (2023-0002-MSPA) the existing building into two (2) tenant spaces, with a bank (Fifth Third Bank) within one (1) of the subdivided space/bay, and the other space which is the subject of this request to allow a retail tenant (Warby Parker).



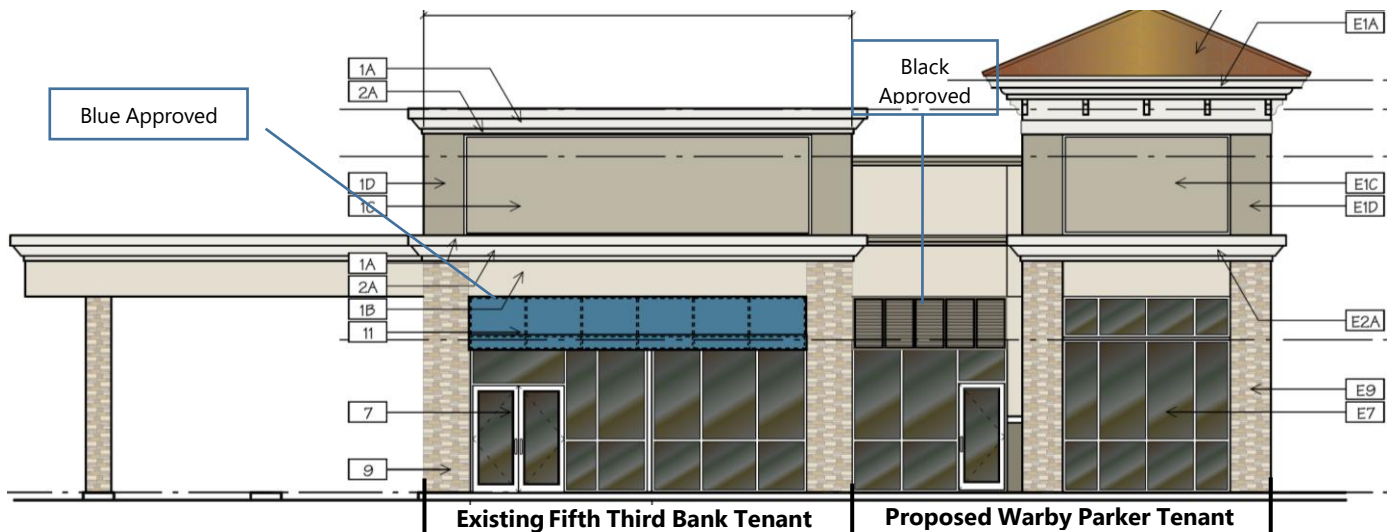
Below is the Isla Verde Site Plan with location of the subject site outparcel outlined (Tract C).



Elevations and Colors

The elevations, architectural details, colors, materials, etc., were reviewed based on the LDR Section 6.4.4.B. Design Standards for non-residential zoning districts. The intent of the ARB review and approval is to ensure the architectural character and design conform to and are compatible with the general architectural character of the project and surrounding area/uses. Some design standards include, but are not limited to: addressing blank walls; accessory structure criteria and compatibility (color, material, design); and outparcel criteria requiring that architectural elements match or are compatible with the overall project design. Below are images to show the ARB approved elevation and picture of the current building within the outparcel at Isla Verde.

ARB Approved West Elevation





(West Elevations/Façades – Google Street View Images 2024)

The elevations (Exhibit A) and color palette (Exhibit B) was reviewed for consistent/compatibility with existing buildings within Isla Verde, the surrounding area, and Wellington’s approved ARB Color Chart. The request is to change the approved metal louver awnings color from the approved black color that is throughout this project to a color that is part of the tenant (Warby Parker) brand. The ARB previously approved the blue fabric awning for the bank tenant (Fifth Third Bank), but there was only one tenant confirmed for this outparcel building at the time, the blue color on the fabric awning was not unique to a specific brand, and the other metal louver awnings on the building would be in the black color that was approved throughout the project as part of the update that was being done. The applicant is requesting to use the Yosemite Blue color (Benjamin Moore 2059-40) for the metal louver awnings as illustrated below and Exhibit A-B.



The Yosemite Blue color for the metal louver awning is not compatible with the project's architectural character and elements, and will introduce an additional color for the awning element that will not match what's currently in this project. It is recommended the metal louver awnings remain the black color as currently approved by ARB, or a white color if the ARB approves. Below is an illustration that shows the metal louver awnings in the black and white colors.



The metal louver awning intends to add an architectural element to the building that is compatible with the project's architectural character, but not just for a single tenant/use. If this was a single tenant outparcel building within the project it may be more acceptable to have colors/elements that don't match the other building(s) within the project, but still be compatible. It seems the current trend is to have the tenant's brand colors on the building's architectural elements, and not just the tenant's signage. This may become an issue when tenants are in a multiple-tenant building/project, which would lead to multiple colors on a building that may not be compatible with the overall project/area, and/or have color(s) that are not compatible with the building design/aesthetic. Signage is available

ARCHITECTURAL REVIEW BOARD

Planning and Zoning Division

October 28, 2024



for tenants' branding and visibility within a project/area, and it's not the intent of the code to use building architectural elements for branding purposes.

The applicant is also requesting a blue (Summer Blue 5660) window tint for the upper glazing/glass of the tenant storefront on the south and west façades/elevations (see below illustration). The proposed blue color window tint is not typical of the window tints on buildings in Wellington, but is not considered signage as it's below the maximum 50% opacity allowed by the LDR. The blue color as proposed for the window tint will require ARB approval (Samples will be provided at the meeting).



The storefront door hardware is proposed in a brushed brass color as shown on Exhibit B. The finish/color of the existing storefront and glazing/glass (except top section as noted), and wall lights will remain as it is currently. No other modifications are proposed for the elevations/façades, colors, or materials with this request. Exhibit B is the proposed exterior colors that will be utilized. The proposed Yosemite Blue color (Benjamin Moore 2059-40) is not on the ARB Color Chart, so the color samples will be provided to the ARB at the meeting for review.

Signage

The request for ARB approval of the proposed signs was reviewed for consistency with Wellington's Land Development Regulations (LDR).

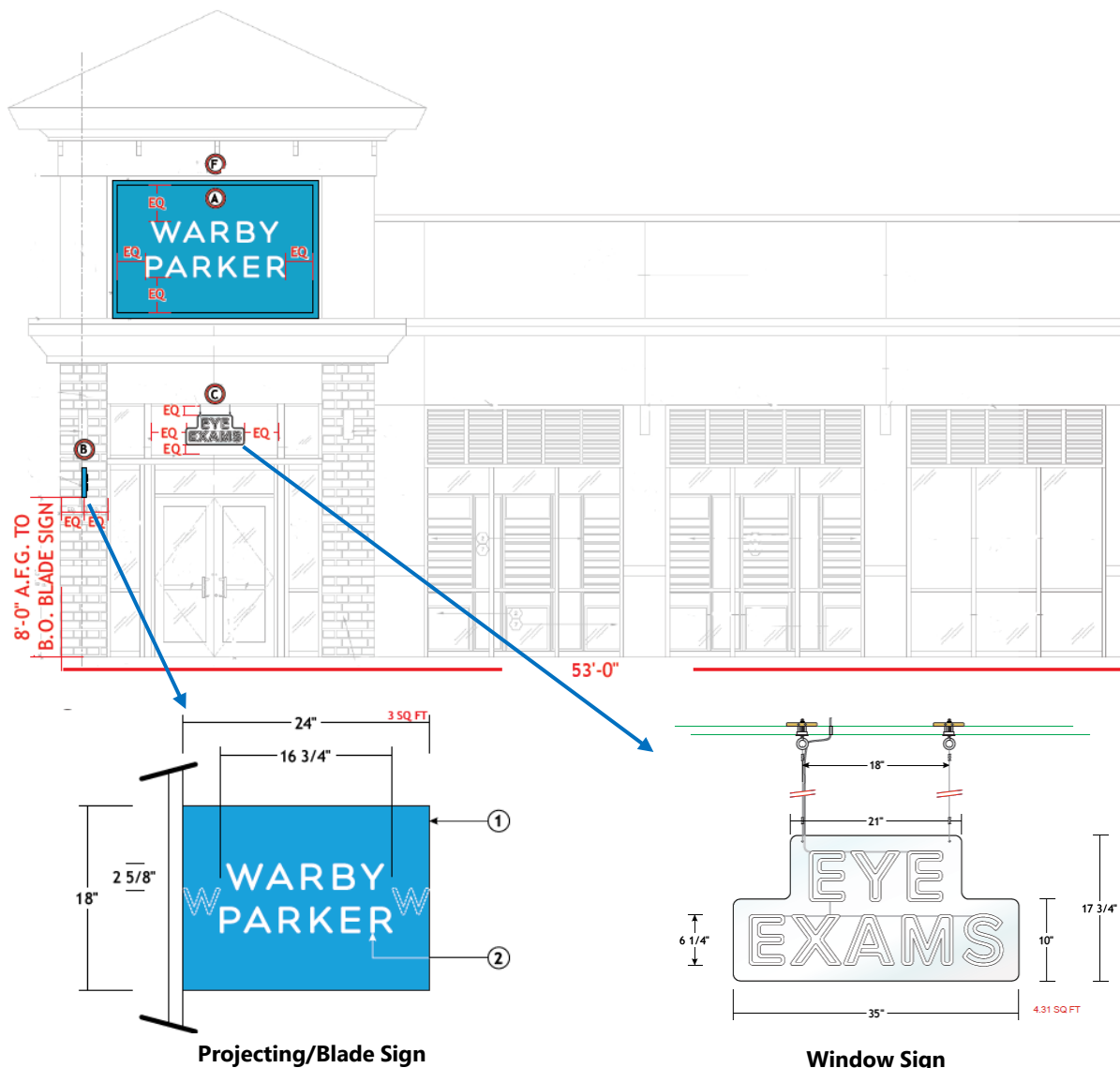
Wall Signs: The proposed wall signs were reviewed for compliance with LDR Section 7.9.8.A. Permanent Wall Signs. The request is for an outparcel building with two (2) tenant bays that is allowed Minor Tenant Wall Signs (tenant with less than 10,000 SF of indoor space). The current request is for the future retail tenant (Warby Parker) wall signs, which includes one (1) primary façade wall sign on the south elevation/façade, and two (2) secondary wall signs on the north and west elevation/façade (2 total).

The proposed primary façade wall sign was reviewed for compliance with LDR Section 7.9.8.A.2. Per the LDR, one (1) primary façade wall sign is allowed per tenant primary façade with a maximum sign area of two (2) square feet per foot of primary façade length not to exceed 150 square feet, a maximum height of 30 inches (Minor Tenant Wall Sign), and a length not to exceed 80 percent of the façade. The subject retail tenant space/bay has a primary façade length of 53 feet. The applicant is

proposing wall signs with a blue background, which is included in the wall sign calculations per the LDR. Below is what's allowed per the LDR, being requested and deviation for the proposed south primary façade wall sign.

Primary Wall Sign on South Façade/Elevation			
Standards	Allowed	Requested	Deviation
Number of Signs	1	1	0
Sign Area*	106 sq. ft.	72 sq. ft.	0
Height*	30 in. (Minor Tenant)	83 in.	53 in.
Length*	42.5 ft. (80% Façade Length of 53 ft.)	10.4 ft.	0

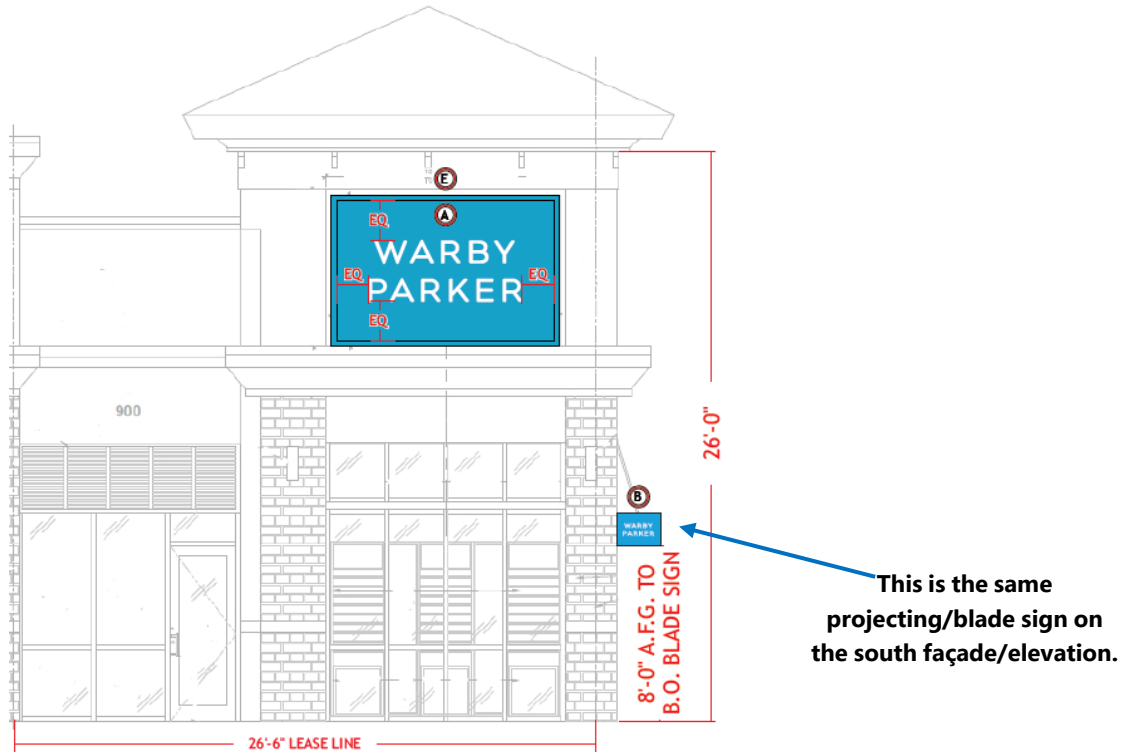
*With blue background color.



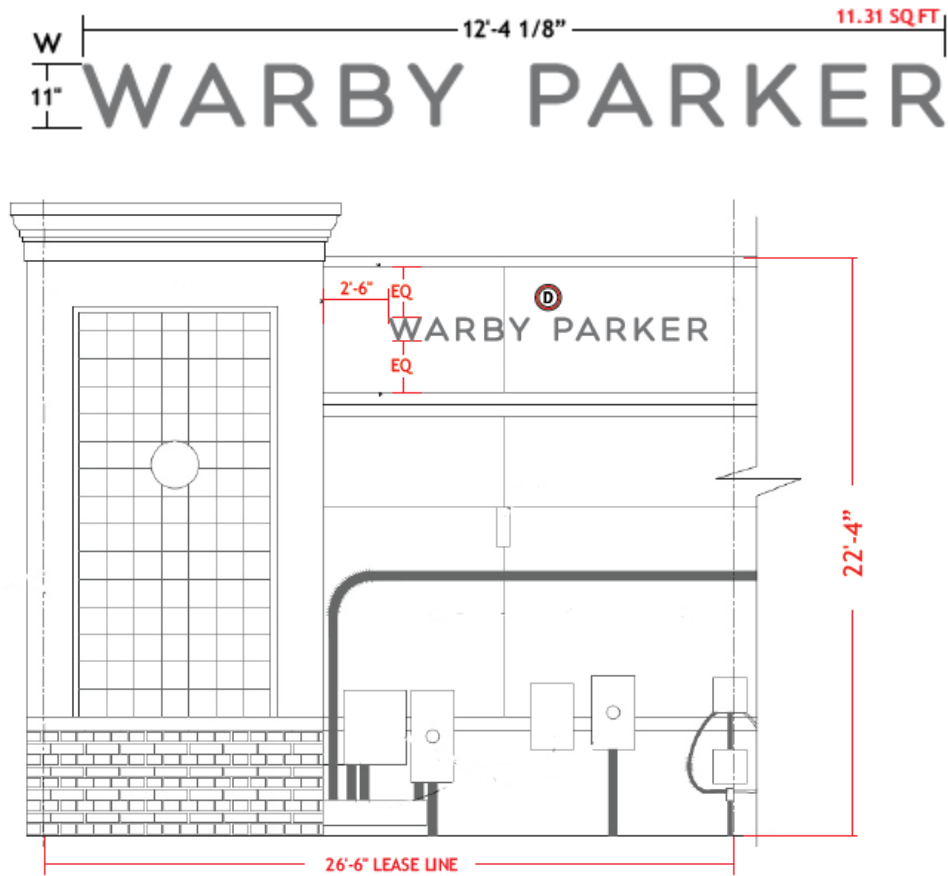
On the south primary façade/elevation the applicant is also requesting a window sign (within 3 ft. of the storefront/glazing) and a projecting sign (Blade Sign). Per LDR Section 7.9.8.A.6. Window Signs are limited to a sign area (boxed) of 50% of each window glass panel. Projecting sign (LDR Sec. 7.9.8.A.8) is limited to three (3) square feet and a minimum height of eight (8) feet above grade/pavement. The one (1) window sign (3 SF) and one (1) projecting sign (4.31 SF) comply with LDR as proposed.

The proposed secondary wall signs were reviewed for compliance with LDR Section 7.9.8.A.4. Per the LDR, tenants are allowed up to two (2) secondary wall signs (1 per façade) on the side or rear façades. The secondary wall sign is allowed at 50% of the sign area and height of the associated minor tenant wall sign as approved/permitted on the principal/primary façade of the building. Below is what’s allowed per the LDR, being requested and deviation for the proposed secondary wall signs.

Secondary Wall Sign on West Façade/Elevation			
Standards	Allowed	Requested	Deviation
Number of Signs	1	1	0
Sign Area	36 sq. ft. (50% principal wall sign at 72 SF as proposed)	72 sq. ft.	36 sq. ft.
Height	41.5 in. (50% principal wall sign at 83 in. if ARB approve)	83 in.	41.5 in.
Length	N/A	10.4 ft.	0



Secondary Wall Sign on North Façade/Elevation			
Standards	Allowed	Requested	Deviation
Number of Signs	1	1	0
Sign Area (Boxed)	36 sq. ft. (50% principal wall sign at 72 SF as proposed)	11.31 sq. ft.	0
Height (Boxed)	41.5 in. (50% principal wall sign at 83 in. if ARB approve)	11 in.	0
Length	N/A	12 ft. 11/8 in.	0



As indicated above and in Exhibit C, the applicant is requesting the proposed secondary wall sign on the west façade/elevation to be the same size as the associated south principal/primary façade wall sign, which requires ARB approval of the deviations.

Technical Deviation: The applicant's request requires ARB approval of deviations to allow the proposed primary wall sign (south façade/elevation) and secondary wall sign (west façade/elevation) to exceed the allowed sign area and height.

An applicant may submit a request for a Technical Deviation for signs that do not meet the standards in the LDR, per the procedures and decision criteria provided in the Development Review Manual, as listed below:

1. Describe in detail the Technical Deviation.

As stated above, the requested deviations are to allow the proposed primary wall sign (south façade/elevation) with a sign height of 83 inches (a 53 in. deviation) and secondary wall sign (west façade/elevation) with a sign area of 72 square feet (a 36 sq. ft. deviation) and height of 83 inches (a 41.5 in. deviation).

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

The proposed retail tenant secondary wall sign is not specifically prohibited and is permitted under LDR Section 7.9.8.A.4. The applicant is only requesting ARB approval to deviate from the sign area and height standards allowed for the proposed primary wall sign (south façade/elevation) and secondary wall sign (west façade/elevation) as proposed.

3. 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 requested sign area and height deviations will allow the proposed primary wall sign (south façade/elevation) and secondary wall sign (west façade/elevation), which will ensure the signs are proportional to the area of the building attached. The proposed wall signs will help with the building aesthetics along the west and south façades. The Shoppes at Isla Verde has multiple buildings/tenants with heavy traffic, so the proposed signs will provide visibility while still being in scale.

4. Approval of the deviation must not negatively impact another tenant or buildings shown on the Master Sign Plan.

The requested deviations to allow an increased sign area and height for the proposed wall signs should not negatively impact another tenant or building within this project. If approved, the proposed wall signs will help with visibility and direct traffic from the Isla Verde project main access drive to this location. Other tenants within the Isla Verde project and this building may also request ARB approval of deviation(s) for their bay/space as allowed by the LDR. It is recommended the ARB limits any proposed colors for the tenant to the proposed signs only, and not any of the building architectural elements. If not, this will limit the ability to ensure architectural character and compatibility within projects with multiple tenants/buildings as more tenants request to incorporate their brand colors in the building architectural elements.

5. The technical deviation must not cause any negative off-site impacts.

The requested increase in sign area and height for the wall signs will allow signs that are a proportional scale to the attached wall area on the existing building façades. The proposed wall signs will help provide visibility to traffic entering the project/site from State Road 7 and along the main access drive, which will not cause any negative off-site impacts due to the proposed locations.

Exhibit D is the applicant's justification for this request. The applicant's complete Architectural Review Board application (2024-0024-ARB) is available for review at the Planning and Zoning Division office.

Summary:

Based on the findings and consistency with the LDR as stated, the Planning and Zoning Division provides the following recommended conditions if the ARB votes to approve Petition 2024-0024-ARB:

1. The Isla Verde outparcel (Tract C) building architectural details/features, materials, etc., and exterior color scheme (non-gloss finish) shall be consistent with prior ARB approval, except as amended to be consistent with Exhibit A and B, and as approved below:
 - a) The approved colors, materials, architectural details/features, etc., shall not be substituted for any other option (including future repainting) without ARB approval.
 - b) The subject retail tenant (Warby Parker) space interior fixture colors within three (3) feet of the storefront/glazing shall not be more than as shown on the illustrations/plans.
 - c) The Summer Blue 5660 window tint color is approved only for the subject retail tenant space upper glazing/glass area of the storefront on the south and west façades/elevations (as shown on the illustrations/plans), shall not exceed a maximum 50% opacity, and shall not be utilized for any other glazing/glass. All other glass/glazing color shall be clear (no color/opacity).
 - d) The storefront frames on the building shall be finished in clear anodized. Other doors on the building shall be the color of the area/surface it is attached/surrounded.
 - e) All fencing/railing, site furniture, trash receptacle, bike rack, light fixtures, etc., shall be finished in black. The building's metal louver awnings shall be finished in black or white color.
 - f) All on-site exterior visible lighting shall be illuminated white light.
 - g) Utility box, vents, rain gutter/downspouts, pipes/conduit, etc., shall be the same color as the area/surface it is attached/surrounded.
2. The signs for the subject retail tenant (Warby Parker) space on the free-standing building within outparcel Tract C of the Isla Verde project shall be consistent with Exhibit C, and as approved below:
 - a) Shall be limited to the tenant space/bay illustrated on the approved plans.
 - b) On the south primary façade/elevation, one (1) window sign (within 3 ft. of the storefront/glazing) is allowed with a maximum sign area of three (3) square feet and one (1) projecting/blade sign is allowed with a maximum sign area of 4.31 square feet.
 - c) Wall signs shall be consistent with the below approved standards:

Primary Wall Sign on South Façade/Elevation			
Standards	Allowed	Approved	Deviation
Number of Signs	1	1	0
Sign Area*	106 sq. ft.	72 sq. ft.	0
Height*	30 in. (Minor Tenant)	83 in.	53 in.
Length*	42.5 ft. (80% Façade Length of 53 ft.)	10.4 ft.	0
Secondary Wall Sign on West Façade/Elevation			
Standards	Allowed	Approved	Deviation
Number of Signs	1	1	0
Sign Area	36 sq. ft. (50% principal wall sign at 72 SF as proposed)	72 sq. ft.	36 sq. ft.
Height	41.5 in. (50% principal wall sign at 83 in. if ARB approve)	83 in.	41.5 in.
Length	N/A	10.4 ft.	0
Secondary Wall Sign on North Façade/Elevation			
Standards	Allowed	Approved	Deviation
Number of Signs	1	1	0
Sign Area (Boxed)	36 sq. ft. (50% principal wall sign at 72 SF as proposed)	11.31 sq. ft.	0
Height (Boxed)	41.5 in. (50% principal wall sign at 83 in. if ARB approve)	11 in.	0
Length	N/A	12 ft. 1 1/8 in.	0

*With blue background color as illustrated only.

- All missing/dead landscaping (including groundcover, mulch, etc.) within outparcel Tract C shall be replaced prior to operation of the subject retail tenant or within 60 days of this approval, whichever occurs first. Shrubs and hedge row shall be planted in the area on the east façade of the building (Tract C). The owner/applicant shall submit proposed landscape/planting plan to the Planning and Zoning Division for review and approval prior to planting.
- The address identification/numbering height, as required for the buildings/structures shall comply with the Palm Beach County Fire Code minimum requirements and shall not exceed the LDR maximums.

ARCHITECTURAL REVIEW BOARD

Planning and Zoning Division

October 28, 2024



5. Permit approval is required prior to construction/installation of proposed improvement(s). The owner/applicant shall contact the Planning and Zoning Division for an inspection when the approved work is completed to ensure compliance with all approvals/conditions.
6. Any modifications to this approval during permitting and/or construction shall require ARB approval.
7. Amended plans as needed and consistent with these conditions shall be provided to Wellington (Planning and Zoning Division and/or Building Department), and the applicant/owner/agent shall ensure the final stamped ARB approval/plan as provided by the Planning and Zoning Division is used during the construction/installation process of proposed improvement(s).

Exhibits:

- | | |
|-----------|--|
| Exhibit A | Proposed Renderings/Elevations |
| Exhibit B | Proposed Color Palette |
| Exhibit C | Proposed Signs |
| Exhibit D | Applicant Justification/Deviation Statements |