

Town Square Exterior Colors and Signage **STAFF REPORT**

Petition Number: 2024-0021-ARB

Owner/Applicant: Jason Gibson
 REG8 Wellington LLC
 PO Box 790830
 San Antonio, TX 78279-0830

Agent: Bruce A. Arthur
 WHA Design
 12401 Pinecrest Parkway
 Pinecrest, FL 33156

Site Address: 11924 Forest Hill Boulevard

PCN(s): 73-41-44-10-12-001-0000

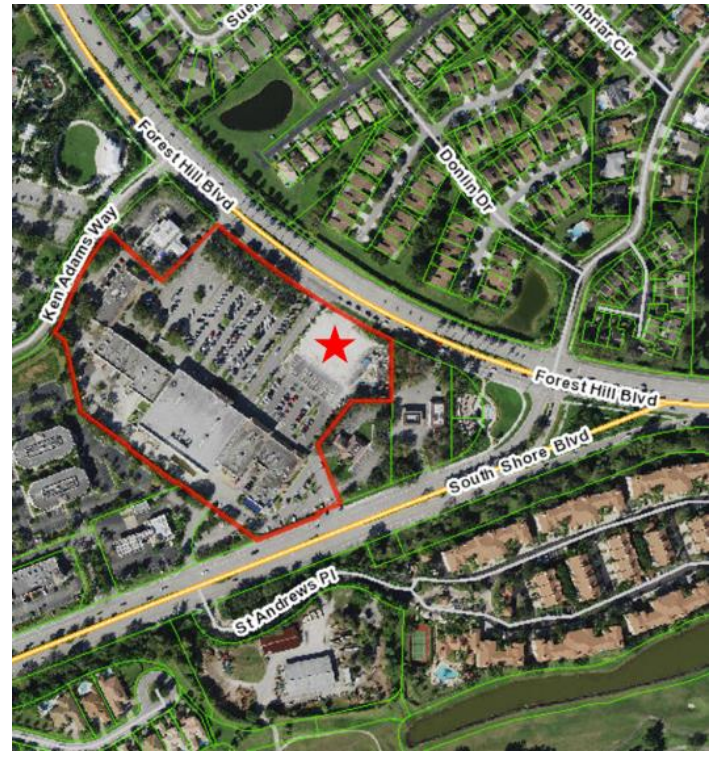
Future Land Use Map (FLUM) Designation:
 Community Commercial (CC)

Zoning Designation:
 Planned Unit Development (PUD)

Acreage: 11.7

Request: Architectural Review Board approval of the exterior colors, awnings and signage for the Wellington Town Square project.

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



Adjacent FLUM and Zoning Designation:

Adjacent Property	FLUM	Zoning
North	Residential D	PUD
South	CC/Residential F	PUD
East	CC	PUD
West	Parks	PUD

Site History and Current Request:

The Wellington Town Square project was constructed in 1982. The project obtained approval to expand the existing Publix (2003-21ASA1) and update the building façades in 2003. A Master Sign Plan was approved for the plaza in 2004. In 2017, a Site Plan Amendment 16-105 (2016-45 ASA4) was approved to demolish the Star Liquor building and a portion of the in-line building on the southeast corner to allow a proposed 13,298 SF freestanding CVS Pharmacy with a drive-thru, the expansion of the in-line building in the southeast corner for Provident Jewelry, realign the Forest Hill Boulevard main drive aisle entrance, remove parking spaces that back-out into the main drive aisle, and reconfigure the parking lot. ARB approved the CVS building elevations, colors, architecture details, and signage on March 15, 2017 (17-28/ARB 2017-02) and May 19, 2021 (2021-0005-ARB).

The center is undergoing exterior repairs and renovations and have recently removed all of the awnings on the north side of the plaza. The applicant is requesting ARB approval of updated exterior

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colors for the entire main in-line building of Wellington Town Square. In addition, the applicant is requesting modification of their approved Master Sign Plan to remove the wooden wall and hanging plaques, and replace with channel letter wall signs.

Analysis:

Exterior Colors:

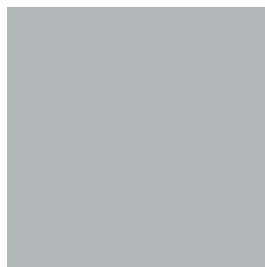




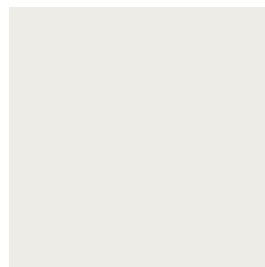
The proposed colors were reviewed based on the LDR Sec. 6.4.4.B Design Standards for non-residential zoning districts. The intent of the ARB review and approval is to ensure the architectural character and design conform to, and be compatible with, the general architectural character of the proposed project and surrounding area/uses. ARB approval of the color palette and finishes is required for non-residential buildings. ARB may approve colors that are not on the color board as part of the review for non-residential development and those colors will be specific to the site subject to the application and they will not be added to the color chart therefore they will not carry over as approved colors for residential use.



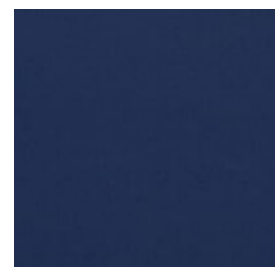
Blustery Sky
SW 9140



Online
SW 7072



Pure White
SW 7005



Sunbrella Marine Blue
4678-0000

The applicant is proposing to paint the exterior elevations of the entire main in-line building to a grayish blue and white color palette and to change out the awnings from a rounded awning to a flat, triangular awning. The newly constructed south end of the plaza (Provident Jewelers) was a different color scheme, but complimented, the rest of the plaza. The awning shape was also different. The awnings on the north end of the plaza were recently removed for refurbishment and replacement. When that was done, the paint on the walls peeled requiring repaint and updates to the exterior. With the proposed modifications, the entire main in-line building will have the same exterior colors and awning

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types. The proposed exterior color palette was reviewed for consistency/compatibility with the surrounding area and all colors are on the ARB Color Chart. The CVS is not included in this request but will be compatible with the proposed color palette as the CVS has neutral colors.

Signage:

A Master Sign Plan was approved for the plaza in 2004. The Retail Tenant Main ID signs were on redwood plaques either hanging under the archway in front of the tenant space or on the sign band area on the wall. The signs are lit by detached hanging light fixtures. The only tenants within the plaza that have backlit signs are the major tenants: Publix, CVS, Banfield, Star Liquor, and Provident Jewelry. The applicant is requesting to eliminate the redwood plaques from the Master Sign Plan and allow backlit channel letter signs with a maximum height of 20 inches for tenants with a roofed arcade and limited sign area, or size determined by the Land Development Regulations for tenants with a larger solid wall for mounting. Colors would be determined by the tenant. This will allow for better brand recognition and visibility for the tenants. The hanging signs have become a potential safety issue as they are low enough to touch and have the ability to swing back and forth. No technical deviations are being requested for the proposed master sign plan update. Technical deviations from the approved master sign plan may be requested by individual tenants in the future and will require ARB approval.



PROPOSED RACEWAY MOUNTED 18" ACRYLIC FACED LED CHANNEL LETTERS. MADE UNDER SEPARATE PERMIT. SEE DTL. THIS SHT.

REMOVED EXIST. W/D. PLAQUE SIGNAGE WITH NEW CHANNEL LETTER SIGN INSTALL.

REMOVE EXIST. FASCIA MOL

18"

RACEWAY MOUNTED 18" ACRYLIC FACED LED CHANNEL LETTERS ON BACKER PANEL. SIGN COMPANY TO SUBMIT DETAILED SHOP DRAWINGS FOR APPROVAL.

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Backlit channel letters color to be determined by Tenant. Height to be determined by Code. See sheet 24 for more details.



Findings of Fact:

Based on the findings and consistency with the LDR, the Planning and Zoning Division provides the following conditions if the ARB votes to approve the applicant's request:

1. The exterior paint shall be a non-glossy finish and be consistent with the colors in Exhibit C.
2. All accessory structures including dumpster enclosures and monument signs shall be repainted with the updated color scheme.
3. The Master Sign Plan shall be updated to remove the Retail Tenant Main ID Signs, and replace them with the Backlit Channel Letter signs as shown in Exhibit D. All signs shall be located in the center of the wall.
4. A building permit shall be required for all awnings and sign replacements prior to installation.
5. The owner/applicant shall contact the Planning and Zoning Division for an inspection to ensure compliance with all approvals/conditions.
6. Any modification to the approved exterior color palette/scheme for Wellington Town Square shall require ARB approval.

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Exhibits:

- Exhibit A Site Plan

- Exhibit B Existing Site Conditions

- Exhibit C Proposed Elevations and Signage

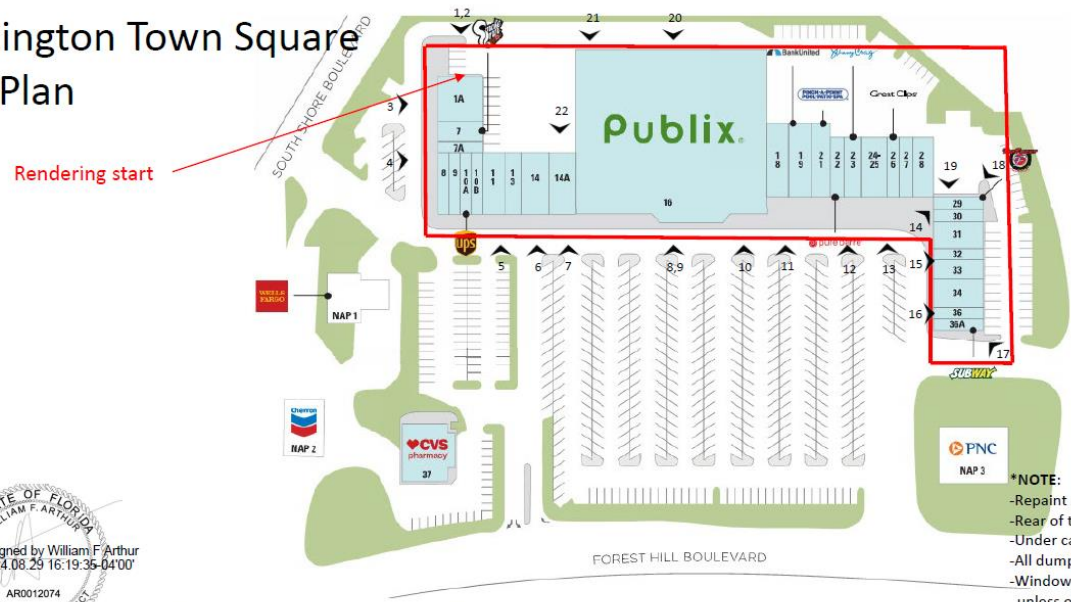
- Exhibit D Updated Master Sign Plan

- Exhibit E Applicant Justification Statement



Exhibit A

**Wellington Town Square
 Site Plan**



Regency
 Centers.



- *NOTE:**
- Repaint scope only includes buildings boxed in red.
 - Rear of the shopping sent to be painted in Online SW 7072
 - Under canopy to be painted in Pure White SW 7005
 - All dumpster enclosures to be painted Online SW 7072
 - Window and Door trim to be painted Pure White SW 7005 unless otherwise noted.

whadesign
 12401 Pinecrest Parkway
 Pinecrest, Florida 33156
 License Number: AR0012074

Location: Wellington Town Square
 11924 W. Forest Hill Blvd.
 Wellington, FL 33414
Project Type: Re-paint
Created by: Lisa Remmy
Requested by: Jill Lachaise-Hills
Date: August 2023

Paint Color Section




		
Pure White SW 7005	Online SW 7072	Blustery Sky SW 9140

Exhibit B – Existing Site Conditions



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