



**Architectural Review Board
STAFF REPORT
PLANNING & ZONING DIVISION
March 28, 2019**

ARB Number: 19-029 (ARB 19-006)

Project Name: **Designers Touch Jewelry at Village Green Signage with Technical Deviations**

Owner/Applicant: WWV LLC.
12180 South Shore Blvd.
Wellington, FL 33414

Agent: Mark Weber
Preferred Signs Inc.
1906 North Dixie Highway
Hollywood, FL 33020

PCN: 73-41-44-13-12-005-0000

Existing Zoning: Community Commercial (CC)

Future Land Use Designation: Community Commercial

Project Manager: Branden Miller, Senior Planner

REQUEST

Preferred Signs Inc. is seeking Architectural Review Board (ARB) approval of a secondary wall sign with technical deviations for Designers Touch Jewelry.

LOCATION AND VICINITY

Village Green Shopping Center is located on the west side of State Road 7 between Stribling Way and Nu Vista Ave. Designers Touch Jewelry is located in the southeast corner of the plaza along State Road 7, in the new building where Starbucks just opened.



STAFF ANALYSIS:

Staff based their review on plans submitted on February 28, 2019 prepared by Preferred Signs Inc. for consistency with Wellington’s Land Development Regulations (LDRs) Section 7.14.11.E Major and Local Tenant Wall Signs and Section 7.14.9.C Technical Deviations of Wellington’s Land Development Regulations (LDR). The proposed signage is considered a Local Tenant Wall Sign. A maximum of one (1) wall sign is allowed for the principal façade and one (1) wall sign on the side façade at 50 percent the allowed principal façade sign area. The applicant is requesting to allow the second wall sign to match the principal wall sign by having one (1) line of copy, 22 inches height, and 20 feet in length with a sign area of 55 square feet.

Secondary Wall Sign:

The applicant is requesting a secondary elevation (west) wall sign to be equal to the size of the wall sign on the primary elevation (north). Currently, Designers Touch Jewelry is located at 1035 S. State Road 7. Their master sign plan had previously permitted two (2) 22". These signs have been purchased and manufactured. The ability to use these signs would eliminate the financial burden the owner would incur to construct a new smaller sign. Due to the unique location of the building, the north elevation, which is determined to be the primary elevation, does not face SR7/US 441. The west elevation was considered to be

the secondary elevation and is internal to the commercial center. The secondary elevation faces an entrance and would allow greater visibility to customers entering the shopping center. There is no signage permitted along Stribling Way.

Section 7.14.9 Criteria for Technical Deviations:

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

The requested secondary wall sign is permitted by code. It is a secondary wall sign as permitted in Section 7.14.11.E.6.a. The applicant is requesting a larger sign than what the code administratively allows.

2. 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 Board.

The proposed end wall sign exceeds the maximum allowed square footage from what is permitted by code. Staff supports the proposed sign as the west elevation faces the shopping center and the north elevation, which is the main entrance, does not face SR7/US 441, is shielded from view by Starbucks, and is also interior to the shopping plaza. A larger end wall sign will allow the user to find the tenant when entering the plaza from the South.

It is also important to note that the use of a channel letter sign with the proposed font type as opposed to a box type sign makes the sign smaller in appearance.

3. Approval of the deviation must not negatively impact other tenants or building shown on the Master Sign Plan.

Staff is recommending approval of the requested secondary wall sign that is equal in size to the other tenants and within the same shopping center to ensure that other tenants are not negatively affected by the approval. An approval of a Technical Deviation would not negatively impact another tenant or building shown on the Master Sign Plan as other tenants could request a technical deviation as well. Other nearby tenants have storefronts with signs directly facing SR7/US 441 in addition to also facing the internal shopping center traffic.

4. Approval of the deviation must not cause any negative off-site impacts.

The deviation would not cause any negative off-site impacts as the sign will only be visible internal to the commercial center.

RECOMMENDATION:

Based on the analysis noted above and the plans prepared for the tenant, staff recommends approval of the following:

1. The Secondary Wall Sign (west) shall follow the following sign requirements as shown in Exhibit D – Staff Recommended Proposed Sign Size:
 - a. Number allowed – 1 wall sign
 - b. Maximum Sign Area – 36.67 SF
 - c. Maximum Height – 22 inches
 - d. Maximum Length – 20 feet
 - e. Maximum Lines of Copy – 1
2. Issuance of a building permit is required prior to the installation of the sign.
3. Any changes to approved materials, colors, signage or building design without approval of the ARB will result in delay and/or denial of a Building Permit final.

Exhibits:

Exhibit A	Site Plan
Exhibit B	Sign Location
Exhibit C	Proposed/Existing Signage
Exhibit D	Maximum End Wall Sign Allowed Per Code
Exhibit E	Justification Statement

Exhibit A

Site Plan



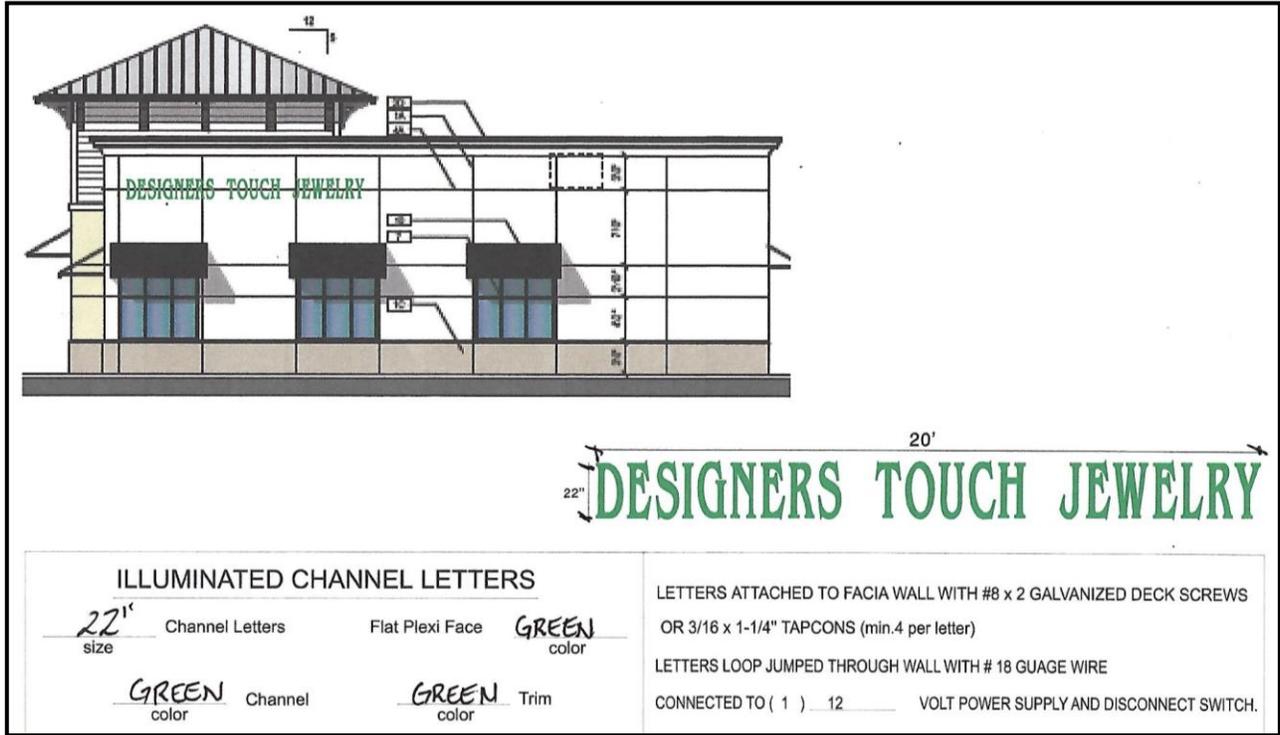
Exhibit B

Sign Location



Exhibit C

Proposed/Existing Signage



**Front (north) Elevation
Existing**

**Side (west) Elevation
Proposed**



Exhibit D

Maximum End Wall Sign Allowed Per Code

Sec. 7.14.11.E.6. Sign requirements for commercial and industrial uses.

Number of Wall Signs. One (1) wall sign shall be permitted for each principal storefront façade of an individual bay or store.

- a) End location wall signs. One (1) additional wall sign, not to exceed fifty percent (50%) of the maximum square footage allowed for the principal wall sign shall be permitted if the store is located on the end of the shopping center structure.
- b) Residential zoning district limitation. Wall signage facing a residential zoning district shall not exceed twenty-five percent (25%) of the maximum square footage allowed for the principal wall sign.
- c) Required architectural treatment. A second wall sign of this nature shall be allowed only if the architectural treatment of the primary façade is extended to include the wall located at the end of a shopping center.

Exhibit E

Justification Statement

JUSTIFICATION LETTER

February 27, 2019

The Village of Wellington
12300 Forest Hill Blvd.
Wellington, FL 33414

Re: Permit # 19-521

To whom it may concern,

This letter is to request an increase in letter size for the additional sign on the west side of the building. Designers Touch Jewelry has been a tenant in The Village at Wellington for over 15 years. Their current location is at 1035 S. State Rd. 7, where two 22" signs were permitted. We simply are asking to use what has been previously approved at our new location not to incur an additional cost of about \$5,000.00 . In addition the new store location at 2891 S. State Rd. 7 faces to the north and is not visible for traffic heading north. With the sign request it would at least allow us visibility for customers driving north in the parking lot. Thank you for your consideration.

Harry York
Designers Touch Jewelry