

# Lotis Wellington Master Sign Plan (Ground Sign)

## STAFF REPORT

**Petition Number:** 2021-0007-ARB

**Owner/Applicant:** Lotis Wellington, LLC.  
 2300 Glades Rd., Suite 202E  
 Boca Raton, FL 33431

**Agent:** Nicholas Santoriello  
 Southeast Sign Company  
 3375 NW 55<sup>th</sup> Street, Suite B  
 Fort Lauderdale, FL 33309

**Site Address:** 1361/1351/1381/1371 State Road 7

**PCN(s):**

Parcel 1: 73-42-43-27-05-018-0100 (17.72 acres)  
 Parcel 2: 73-42-43-27-05-018-0110 (10.36 acres)  
 Parcel 3: 73-42-43-27-05-018-0130 (8.91 acres)  
 Parcel 4: 73-42-43-27-05-018-0140 (27.24 acres)

**Future Land Use Map (FLUM) Designation:**

Mixed Use (MU)

**Zoning Designation:**

Multiple Use Planned Development (MUPD)

**Acreage:**

64 Acres (+/-)

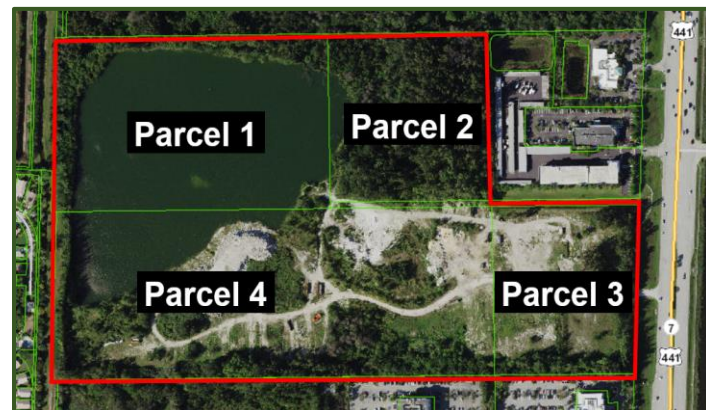
**Request:**

Architectural Review Board Master Sign Plan approval to allow ground signs with technical deviations for the approved Lotis Wellington 64-acre mixed-use project.

**Project Manager:**

Damian Newell, Senior Planner  
[dnewell@wellingtonfl.gov](mailto:dnewell@wellingtonfl.gov)  
 (561) 753-2577

**Location Map:**



**Adjacent FLUM and Zoning Designation:**

Adjacent Property	FLUM	Zoning
North	PBC Low Residential (LR-2)	PBC Agricultural Residential (AR)
South	Medical Commercial (MC)	Multiple Use Planned Unit Development (MUPD)
East	PBC Commercial (C)	PBC (MUPD) / Commercial High Office (CHO)
West	Res. C (1 - 3 du/ac) / Res. F (8 - 12 du/ac)	Planned Unit Development (PUD)

**Site History and Current Request:**

Lotis Wellington Master Plan was approved by Council on December 8, 2020 for a 64-acre mixed-use project consisting of 49,056 square feet of combined restaurant and retail, 2,500 square feet of financial institution with drive-thru, 40,000 square feet of medical office, 16,700 square feet of professional/general office, 191 multi-family residential dwelling units, a congregate living facility (CLF) with 150 independent living units and 110 assisted living beds, a daycare facility for up to 210 children, and 28.4 acres of open space inclusive of a lake, cypress preserve, dog park, and greenway with a multi-use pathway open to the public. The overall project site plan is currently in review with outstanding staff comments that should not have a significant impact on the proposed ground signs. Final site plan approval will be required prior to future Architectural Review Board (ARB) applications for the project.

The request is for approval of permanent freestanding/ground mounted type signs consisting of two (2) entry wall signs (Sign Type A), one (1) multi-panel monument sign (Sign Type B), five (5) small tenant monument signs (Sign Type C), and 17 auxiliary ground signs (Sign Type D and E) located throughout the 64-acre mixed-use project.

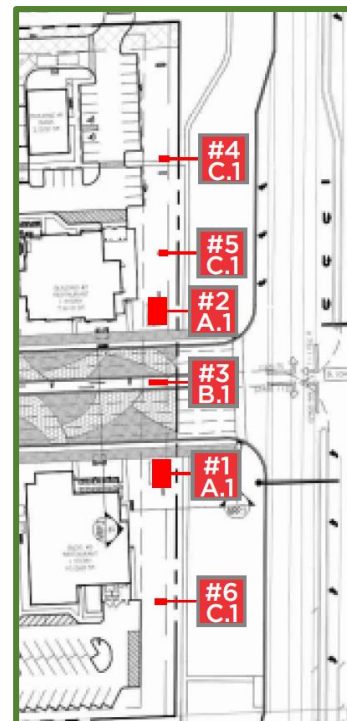
**Analysis:**

The intent of a Master Sign Plan is to provide a record of the approved signs, and ensure compatibility and unification of signage within a project. The proposed ground mounted type signs were reviewed for consistency with Section 7.9 Sign Regulations, of Wellington's Land Development Regulations (LDR), more specifically LDR Sec. 7.9.7.A.2. Entry Wall Sign and Sec. 7.9.7.B. Permanent Freestanding Signs.

The project has approximately 680 linear feet of frontage along State Road 7/US 441, which can limit tenant visibility for a mixed-use project of this size. As illustrated on Image 1 and Lotis Wellington Site/Signage Placement Plan (Exhibit A) a total of six (6) signs are proposed along the project's frontage. These six (6) signs consisting of two (2) entry wall signs (Sign Type A / Sign # 1 & 2), one (1) multi-panel monument sign (Sign Type B / Sign # 3), and three (3) small tenant monument signs (Sign Type C / Sign # 4, 5 & 6).

***Entry Wall Sign (Sign Type A / Sign # 1 & 2) –***

Per LDR Sec. 7.9.7.A.2. Entry Wall Sign (AKA Entry Feature Sign) shall be limited to two (2) signs mounted on an entry wall at each vehicular access point per street frontage with a maximum sign area of 32 square feet. A small monument sign is not allowed at the same vehicular access point as an entry wall sign. The request is to allow entry wall signs (Sign Type A / Sign # 1 & 2) located on each side of the project's main vehicular access point on State Road 7/US 441, which is illustrated as #1 A.1 and #2 A.1 on Image 1 and Exhibit A. The proposed entry wall signs will require Technical Deviations for the number of signs mounted on an entry wall and a total sign area of 104.3 square feet (32 sq. ft. allowed) on each entry wall. The requested sign area is to allow display space for the project name with architectural feature/lighting, and three (3) tenants.



**Image 1**

**ARCHITECTURAL REVIEW BOARD**

Planning and Zoning Division

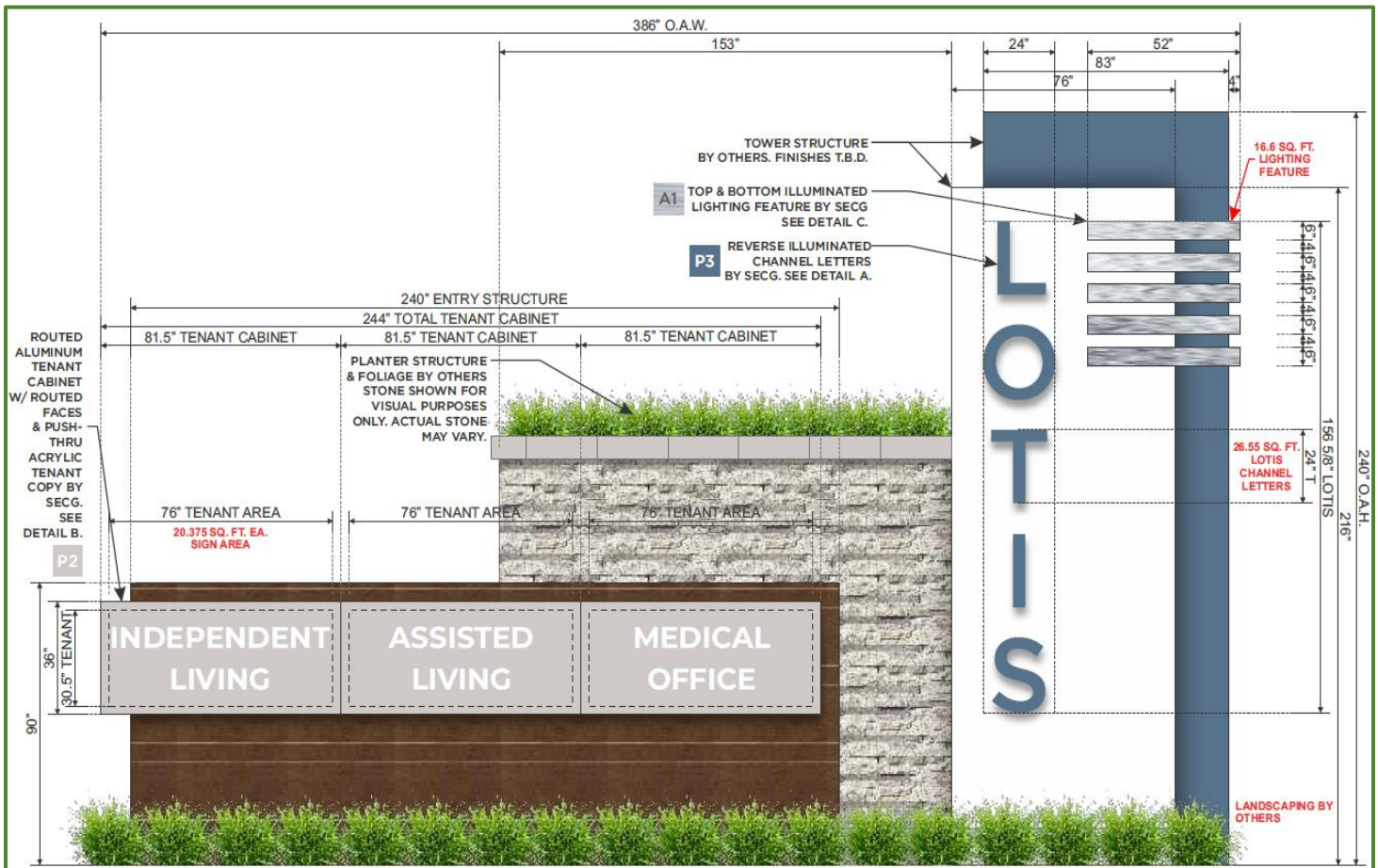
August 18, 2021



Below is what's allowed and being requested for the entry wall:

Standards	Allowed	Requested	Deviation
Number of Signs	2	8	6
Sign Area	32 sq. ft.	104.3 sq. ft.	72.3 sq. ft.

The intent for entry wall sign is to have a maximum of two (2) signs/display mounted to the perimeter wall or feature at the entrance to a project. The applicant is proposing a partial wall/feature that range in height from 7.5 feet to 20 feet, and overall length of 32 feet on each side of the project's main vehicular access point. The LDR has no maximum height or length standards for entry wall sign. It is recommend that this entry wall be extended in length on each side to be consistent with the intent of the code. As illustrated below (Image 2 / Exhibit B), the entry wall appears to be a typical monument type sign with architectural features and four (4) graphic/sign areas for each of the two (2) entry wall locations at the project's main entrance on State Road 7/US 441. These entry walls with an overall height of 20 feet exceeds the typical height (8 ft.) of a monument type sign. Adding the recommended extensions that transition into the landscaping will give the illusion the wall continues, and this will meet the code intent of allowing signs on an entry wall. As noted, the additional graphic/sign areas (3 each wall) mounted on the entry wall (Sign Type A / Sign # 1 & 2) as shown below will require Technical Deviations approved by ARB.

**Image 2**

***Multi-panel Monument Sign (Sign Type B / Sign #3) –***

One (1) multi-panel monument sign is proposed within the roadway median at the project's main entrance on State Road 7/US 441 illustrated as #3 B.1 on Image 1 and Exhibit A. LDR Sec. 7.9.7.B.3. Multi-Panel Monument Sign, indicates one (1) multi-panel sign is allowed per street frontage with primary access, and limited to a height of eight (8) feet and maximum sign area of 32 square feet. The allowed sign area (32 sq. ft. max.) shall have a primary graphic/sign area, and is allowed a secondary graphic/sign area which may have a maximum of eight (8) tenant graphic/sign areas. The secondary graphic/sign area is allowed a maximum overall height of four (4) feet, with two (2) lines of copy for each tenant graphic/sign area and each tenant graphic/sign area not exceeding a height of 12 inches (graphic/letter).

The multi-panel monument sign will require Technical Deviations for the proposed overall height of the structure at 16.29 feet (8 ft. allowed), total sign area of 82.65 square feet (32 sq. ft. allowed), secondary graphic/sign area height of 11.77 feet (4 ft. allowed), 12 tenant graphic/sign areas (8 allowed), tenant graphic/sign area height of 15.5 inches, and separation from other monument/ground type signs as illustrated on Exhibit B (Sheet: Road Signage Placement W/ Dimensions). The requested sign area of 82.65 square feet is to allow graphic/display space for the project name with architectural feature/lighting, and 12 tenants. The multi-panel monument sign as illustrated on Image 3 (Exhibit B) will provide display areas for up to 12 tenants that are located within the project and may not have State Road 7/US 441 frontage. It is recommended that tenants allowed on the multi-panel monument sign be those tenants with no monument sign along State Road 7/US 441. This is to allow display for the tenants within the project needing visibility. Below is what's allowed per the LDR and being requested for the multi-panel monument sign (Sign Type B / Sign #3) and illustrated on Image 3:

Standards	Allowed	Requested	Deviation
Number of Signs	1	1	0
Structure Height	8 ft.	16.29 ft.	8.29 ft.
Sign Area	32 sq. ft.	82.65 sq. ft.	50.65 sq. ft.
Height of Secondary Graphic Area	4 ft.	11.77 ft.	7.77 ft.
Number of Tenants	8	12	4
Height of Tenant Area	12 in.	15.5 in.	3.5 in.
Separation	200 ft. min.	55 ft./75 ft. min.	125 ft./145 ft.



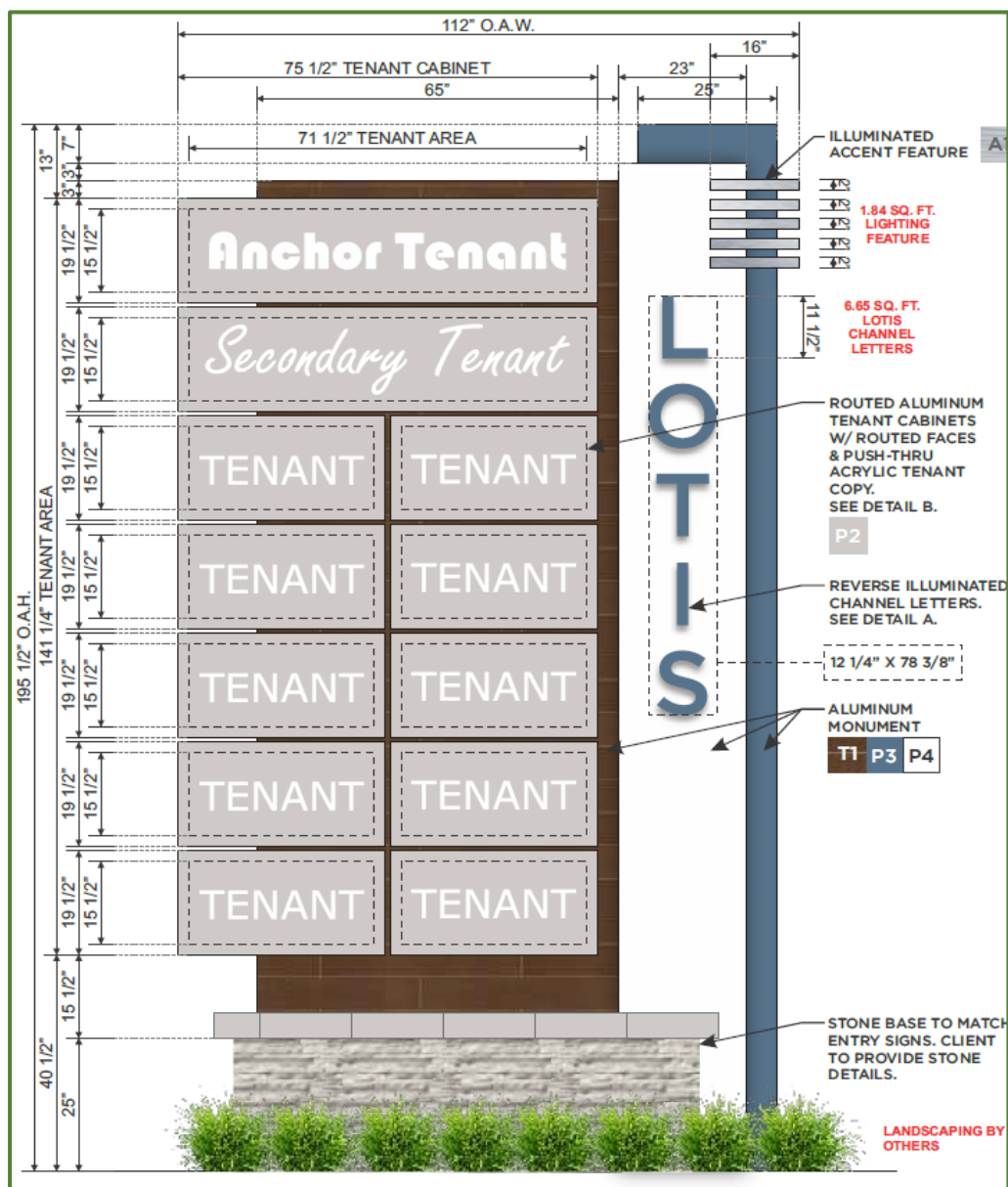
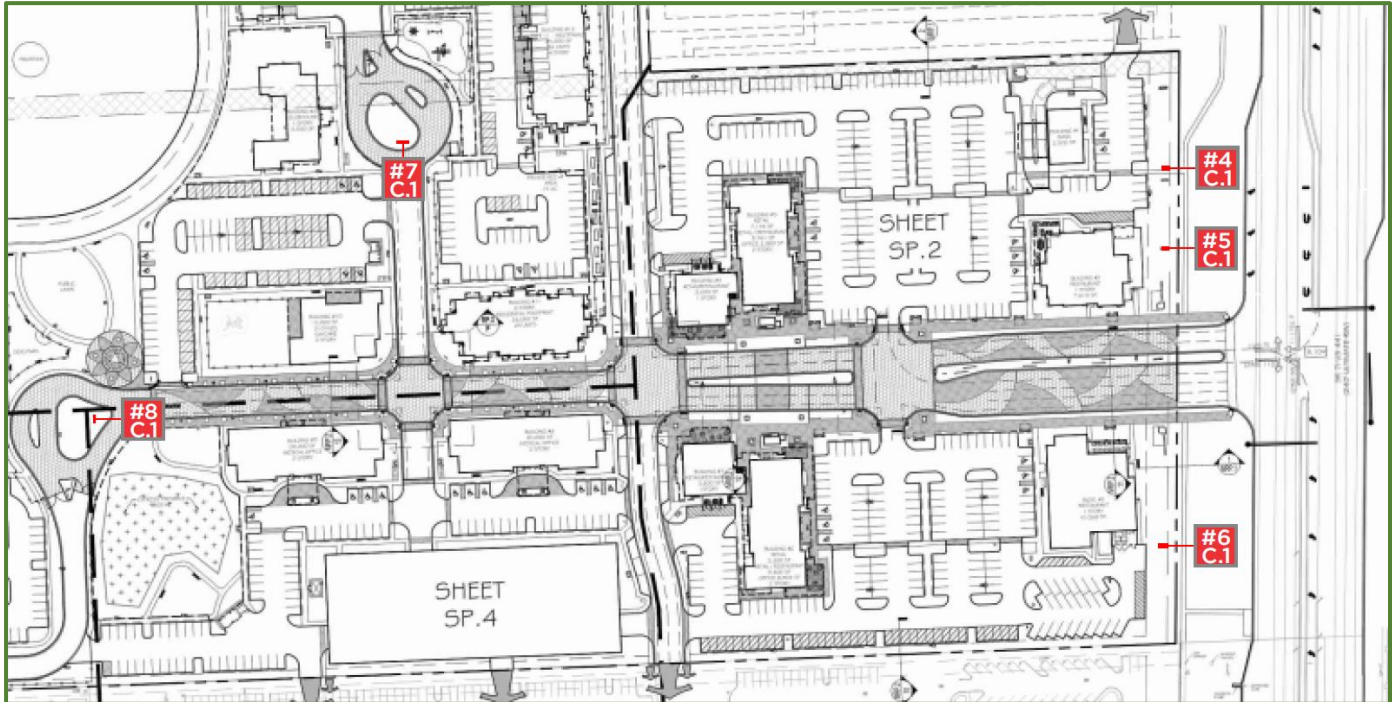


Image 3

### Small Monument Sign (Sign Type C / Sign #4-8) –

Per LDR Sec. 7.9.7.B.2. Small Monument Sign, one (1) sign is allowed for each vehicular access point and an additional one (1) per property/building with a single tenant/business. A maximum of three (3) small monument signs are allowed along a project frontage. The applicant is requesting three (3) small monument signs (#4-6 C.1) along the State Road 7/US 441 frontage and two (2) internal small monument signs (#7-8 C.1) as illustrated on Image 3 (Below). Sign #4, 5 and 6 are for freestanding buildings with a single tenant/business. Sign #7 is located at the entrance to the apartments, and Sign #8 at the congregate living facility entrance.



**Image 3**

Small monument sign structure height shall be a maximum of eight (8) feet, limited to two (2) lines of copy not exceeding 36 inches in height, and a maximum sign area of 32 square feet. A minimum of 200 feet separation is required from other freestanding monument type signs. Below is what's allowed and being requested for the proposed small monument signs (Sign Type C).

Standards	Allowed	Requested	Deviation
Number of Signs	1 per vehicular access point 3 per frontage	5 (Access: 2 / Frontage: 3)	0
Structure Height	8 ft.	6 ft.	0
Sign Area	32 sq. ft.	13.89 sq. ft.	0
Lines of Copy	2	2 for Sign #4-7 4 for Sign #8	2 for Sign #8
Copy Height	36 in.	28 in.	0
Separation	200 ft. min.	75 ft./175 ft. min.	25 ft./125 ft.

As shown above, the proposed small monument signs will require Technical Deviations for the number of lines of copy on Sign #8 and reduce separation from other freestanding monument type signs as illustrated on Exhibit B (Sheet: Road Signage Placement W/ Dimensions). Image 4 below is an illustration of a typical small monument sign (Sign Type C) with two (2) lines of copy, and Image 5 shown with four (4) lines of copy.

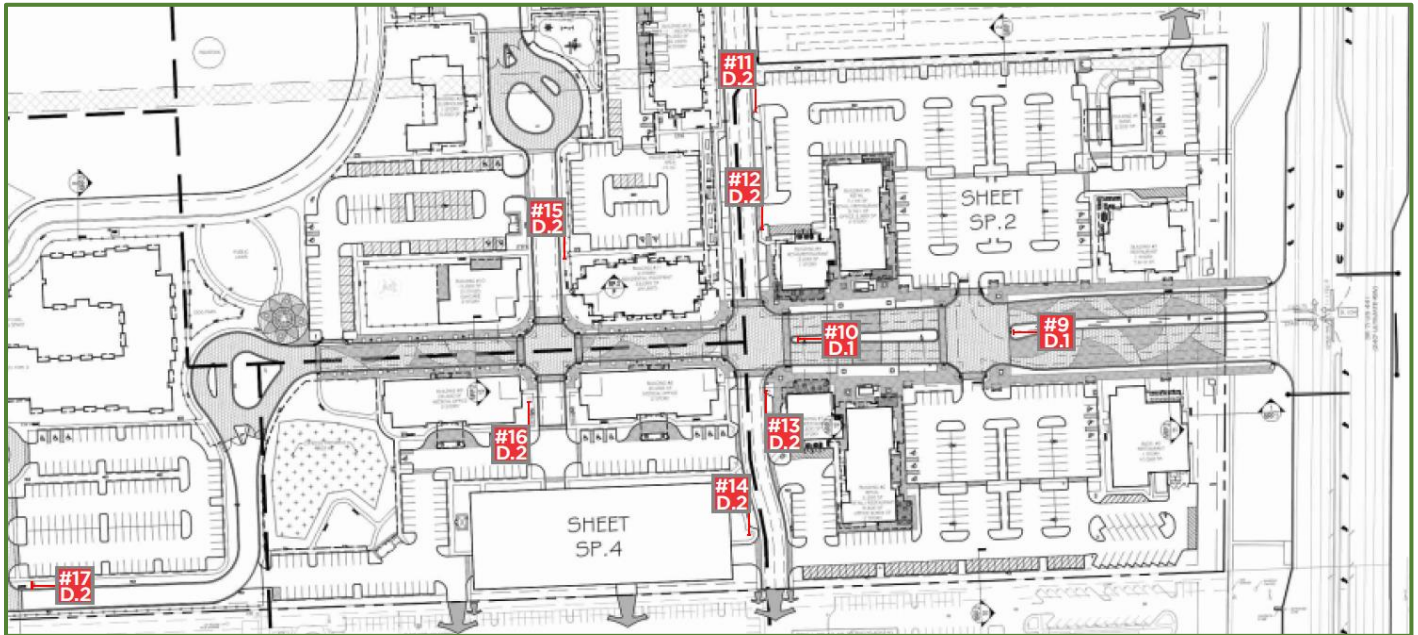




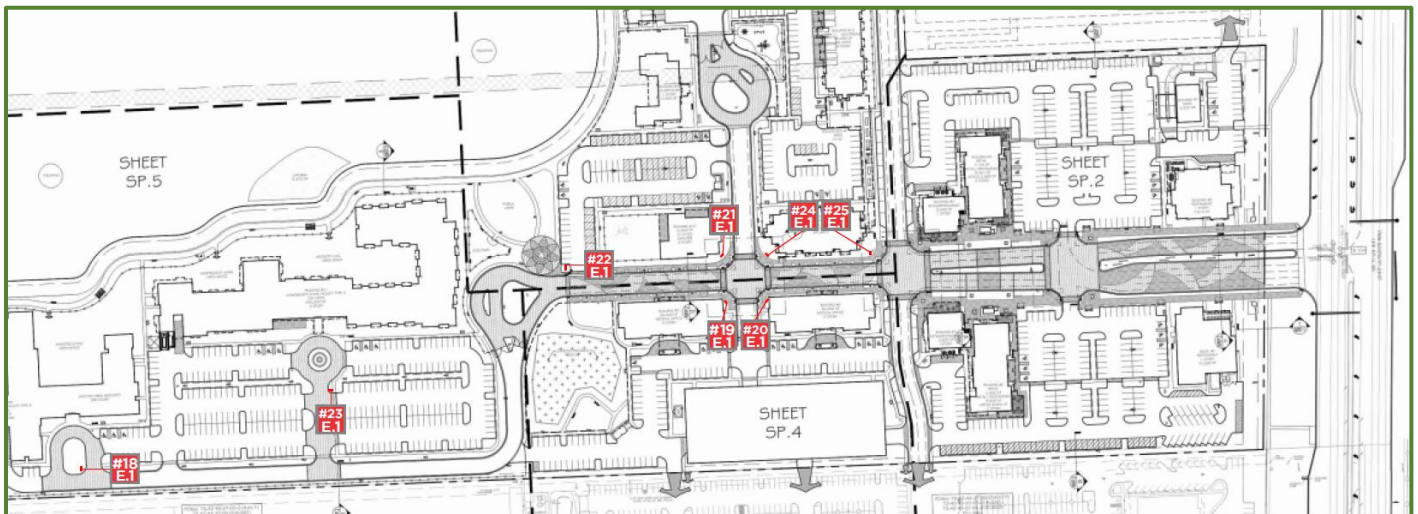


***Auxiliary Ground Sign (Sign Type D / Sign #9-17 and Sign Type E / Sign #18-25) –***

LDR Sec. 7.9.7.B.4. Auxiliary Ground Sign, indicates there are no limitations on the number of signs allowed if deemed necessary by Wellington, and are internal to the project at critical turning points. As illustrated on Image 6 and 7, and Exhibit B (Sheet: Road Signage Placement W/ Dimensions) the proposed auxiliary ground signs within this mixed-use project are appropriately located for vehicular and pedestrian traffic to display information at critical turning points.



***Image 6***



***Image 7***



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Auxiliary ground signs (Sign Type D & E) allowed maximum sign area is 16 square feet and structure height is six (6) feet. Below is what's allowed and being requested.

Standards	Allowed	Requested	Deviation
Structure Height	6 ft.	6 ft. (Type D – Primary/Type E) 7 ft. (Type D - Secondary)	1 ft. (Type D - Secondary)
Sign Area	16 sq. ft.	13.95 sq. ft. (Type D - Primary) 4.42 sq. ft. (Type D - Secondary) 6.96 sq. ft. (Type E)	0
Separation	200 ft. min.	67 ft. – 188 ft. min.	12 ft. - 133 ft.

As requested, the auxiliary ground signs will require Technical Deviations for the structure height of Sign Type D – Secondary, and minimum separation as illustrated on Exhibit B (Sheet: Road Signage Placement W/ Dimensions). Below Image 8 is of Sign Type D – Primary (Sign #9 &10), Image 9 is Sign Type D – Secondary (Sign #11-17), and Image 10 is Sign Type E (Sign #18-25) as provided on Exhibit B.

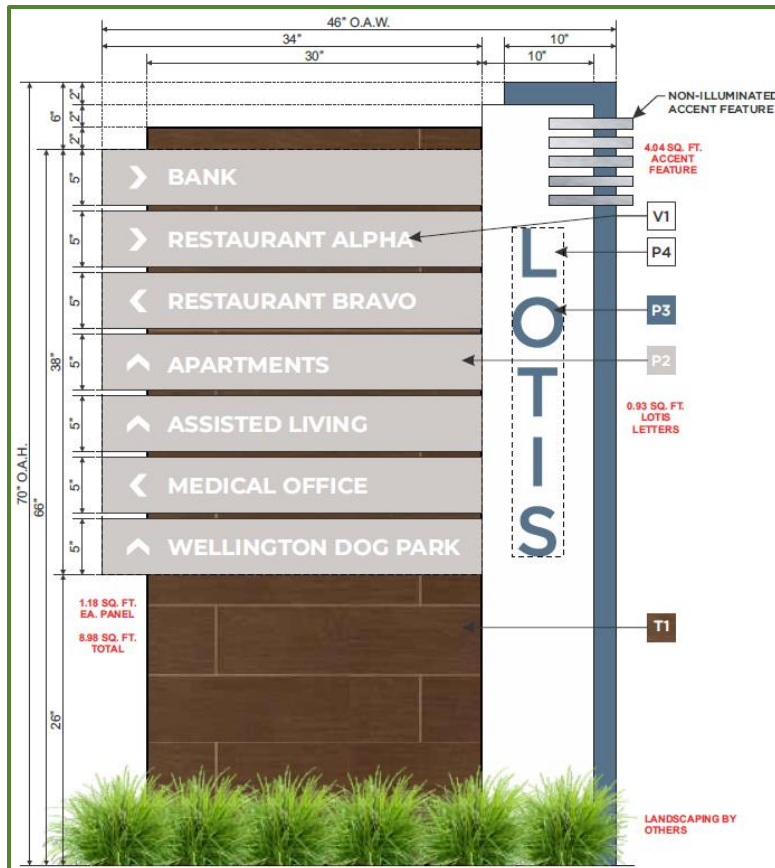


Image 8: Sign Type D – Primary

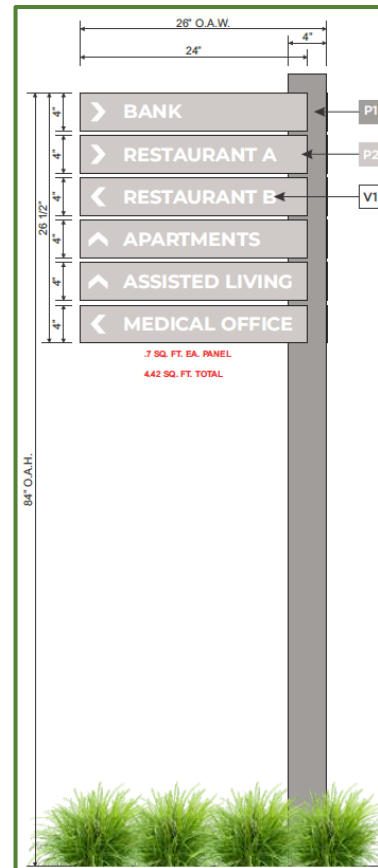


Image 9: Sign Type D – Secondary

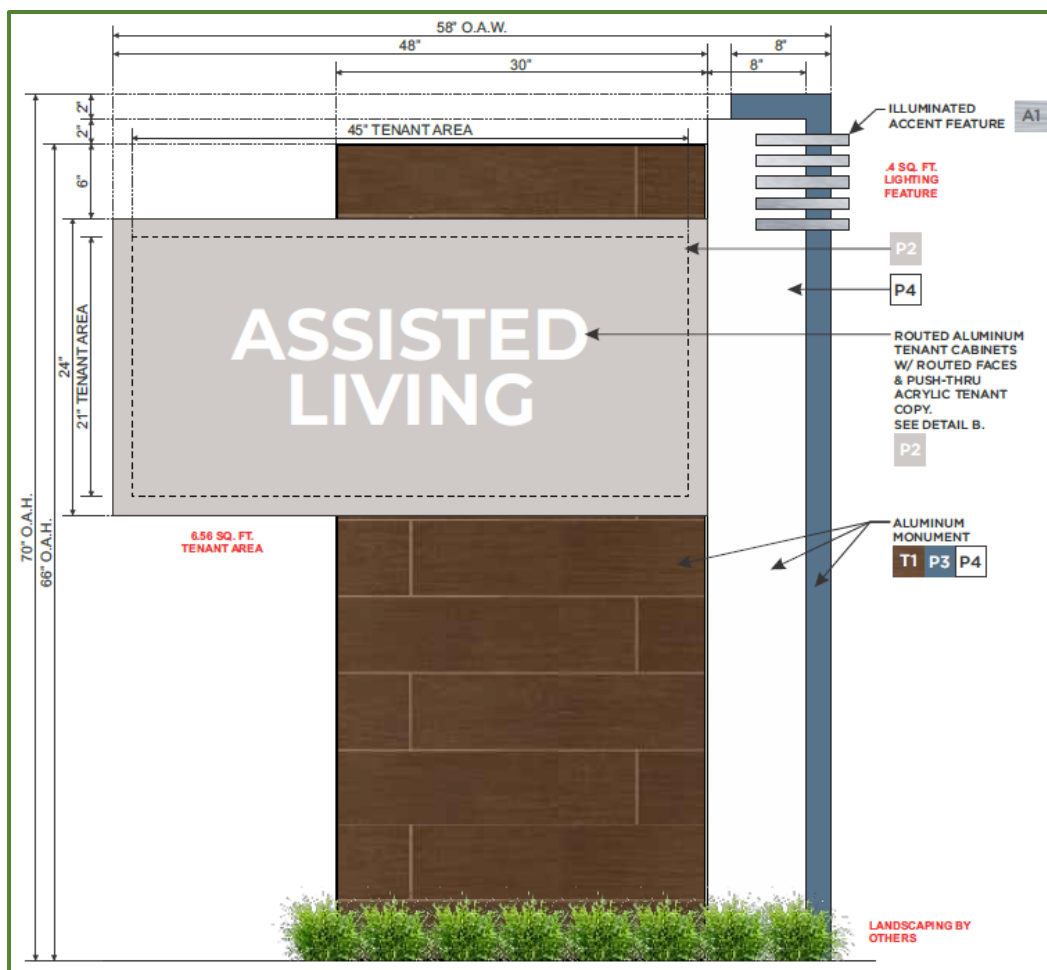


Image 10: Sign Type E

It should be noted the applicant had requested Sign Type E (Image 10) to be a small monument sign. After reviewing the request and LDR standards, it was determined the auxiliary ground sign was a more suitable designation to meet the code requirements per the location and sign area.

### Technical Deviation –

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:

#### a. Describe in detail the Technical Deviation.

The applicant is requesting technical deviations for signs proposed within a 64-acre mixed-use project with approximately 680 linear feet of frontage along State Road 7/US 441, which is limited visibility for a project of this size. This project offers numerous uses including medical, restaurant, retail, independent living and assisted living facility, daycare, and greenway with a multi-use pathway open to the public that will require signage thought-out the site. The below Technical Deviations are the minimum deviations needed for this project after the applicant

worked with staff to ensure visibility is provided while maintaining a safe and efficient traffic circulation, both along State Road 7/US 441 and within the site along the main access corridor.

Standards	Allowed	Requested	Deviation
<b>Entry Wall Sign (Sign Type A / Sign # 1 &amp; 2)</b>			
Number of Signs	2	8	6
Sign Area	32 sq. ft.	104.3 sq. ft.	72.3 sq. ft.
<b>Multi-panel Monument Sign (Sign Type B / Sign #3)</b>			
Structure Height	8 ft.	16.29 ft.	8.29 ft.
Sign Area	32 sq. ft.	82.65 sq. ft.	50.65 sq. ft.
Height of Secondary Graphic Area	4 ft.	11.77 ft.	7.77 ft.
Number of Tenants	8	12	4
Height of Tenant Area	12 in.	15.5 in.	3.5 in.
Separation	200 ft. min.	55 ft./75 ft. min.	125 ft./145 ft.
<b>Small Monument Sign (Sign Type C / Sign #4-8)</b>			
Lines of Copy	2	2 for Sign #4-7 4 for Sign #8	2 for Sign #8
Separation	200 ft. min.	75 ft./175 ft. min.	25 ft./125 ft.
<b>Auxiliary Ground Sign (Sign Type D / Sign #9-17 and Sign Type E / Sign #18-25)</b>			
Structure Height	6 ft.	7 ft. (Type D - Secondary)	1 ft. (Type D - Secondary)
Separation	200 ft. min.	67 ft. – 188 ft. min.	12 ft. - 133 ft.

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

The proposed signs are not specifically prohibited and is permitted under LDR Sec. 7.9.7.A.2. Entry Wall Sign and Sec. 7.9.7.B. Permanent Freestanding Signs. The applicant is only requesting ARB approval of the Lotis Wellington Master Sign Plan for the ground type signs with Technical Deviations as listed in the above table.

- c.** 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 Technical Deviations are both the result of the project's limited frontage along State Road 7/US 441 and location of the uses within the site. The additional sign area requested is to include the proposed unique accent feature, and provide more graphic/sign area for tenants per sign to limit the number of additional freestanding signs being requested along both the frontage and within the project.



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

The requested technical deviations are intended to provide this project's tenants with the needed graphic/sign area, while ensuring the size, number, location, etc., of the signs will not cause negative off-site impact and is safe for traffic circulation. Sign Type A (Entry Wall Sign) and B (Multi-panel Monument Sign) are the larger signs that will provide the most visibility for tenants to pass-by traffic. State Road 7/US 441 posted speed limit is 55 mph and a busy roadway, which may make it difficult to read a sign that's setback from the road. The request to increase the line of copy height for the tenants on Sign Type B will potentially minimize safety issues with traffic slowing down to read sign display. The other option to provide visibility would still require Technical Deviations to allow additional freestanding signs with reduce separation along a busy roadway.

Exhibit C is the applicant's Technical Deviation Justification Statement with detail on how the request meets the requirements. The applicant's complete Architectural Review Board application (2021-0007-ARB) is available for review at the Planning and Zoning Division office.

**Summary:**

Based on the findings and consistency with the LDR, the Planning and Zoning Division recommends approval of Petition 2021-0007-ARB with the following conditions:

1. The colors, materials, elevations, architectural details, etc., shall be as illustrated on Exhibit B, consistent with the on-site buildings/structures, and;
  - a) All lighting shall be illuminated white light.
  - b) Shall be routed aluminum cabinet with push-thru white copy/graphic.
  - c) The accent architectural/lighting feature shall be provided as illustrated on the plans.
  - d) The approved colors and materials shall not be substituted for any other colors/materials without ARB approval.
2. Entry Wall Sign (Sign Type A / Sign # 1 & 2) shall be consistent with Exhibit B and;
  - a) Extend the entry wall structure length on each side of the project's main vehicular access point along State Road 7/US 441. The extended wall shall be concrete with the stone finish as illustrated on the architectural drawings (Exhibit B), and be a minimum length of 30 feet.
  - b) Be consistent with the below approved standards:

Standards	Approved	Deviation
Number of Signs (Mounted on Entry Wall)	8 (4 each side of the main access point)	6
Sign/Graphic Area	105 sq. ft. (each side of the main access point)	73 sq. ft.
Wall Structure Height	5 ft. minimum / 20 ft. maximum	0

3. Multi-panel Monument Sign (Sign Type B / Sign #3) shall be consistent with Exhibit B and;
- Tenants on the multi-panel monument sign shall be limited to those with no monument sign along State Road 7/US 441.
  - Be consistent with the below approved standards:

Standards	Approved	Deviation
Number of Signs	1 (median at main access point)	0
Structure Height	16.5 ft.	8.5 ft.
Sign/Graphic Area	83 sq. ft. (each side)	51 sq. ft.
Height of Secondary Graphic Area	12 ft. (each side)	8 ft.
Number of Tenants	12 (each side)	4
Height of Tenant Area	15.5 in. (each tenant)	3.5 in.
Tenant Lines of Copy	2 (each tenant)	0
Separation	55 ft./75 ft. min	125 ft./145 ft.

4. Small Monument Sign (Sign Type C / Sign #4-8) shall be consistent with Exhibit B and;
- Be consistent with the below approved standards:

Standards	Approved	Deviation
Number of Signs	5 (Access: 2 / Frontage: 3)	0
Structure Height	6 ft.	0
Sign Area*	15 sq. ft.	0
Lines of Copy*	2 for Sign #4-7 4 for Sign #8	2 for Sign #8
Copy Height (Overall)*	30 in.	0
Separation**	75 ft./175 ft. min.	25 ft./125 ft.

\* Each side as needed per the location.

\*\*As illustrated on Exhibit B (Sheet: Road Signage Placement W/ Dimensions).

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Planning and Zoning Division

August 18, 2021



5. Auxiliary Ground Sign (Sign Type D / Sign #9-17 and Sign Type E / Sign #18-25) shall be consistent with Exhibit B and;

a) Be consistent with the below approved standards:

Standards	Approved	Deviation
Structure Height	6 ft. (Type D – Primary/Type E) 7 ft. (Type D - Secondary)	1 ft. (Type D - Secondary)
Sign Area*	14 sq. ft. (Type D - Primary) 5 sq. ft. (Type D - Secondary) 7 sq. ft. (Type E)	0
Separation**	67 ft. – 188 ft. min.	12 ft. - 133 ft.

\* Each side as needed per the location.

\*\*As illustrated on Exhibit B (Sheet: Road Signage Placement W/ Dimensions).

6. The address identification/numbering height, if provided on the sign/wall structure shall comply with the Palm Beach County Fire Code minimum requirements and shall not exceed the LDR maximums.
7. Site Plan and Building Permit approval is required prior to construction/installation of signage.
8. All Signs/wall shall be landscaped completely around the base with groundcover and colorful shrubs/plants. Additional landscaping may be required at time of inspection.
9. Any modifications to this approval during permitting and/or construction shall require ARB approval.
10. Prior to issuance of a Certificate of Occupancy/Completion, an inspection by Planning and Zoning Division is required to ensure compliance with all approvals.
11. Amended plans as needed and consistent with these condition shall be provided to the Planning and Zoning Division for final ARB approval processing.

**Exhibits:**

Exhibit A	Site Plan and Signage Placement
Exhibit B	Master Sign Plan (Ground Signs Only)
Exhibit C	Applicant Technical Deviation Justification Statement