



**Architectural Review Board
STAFF REPORT
PLANNING & ZONING DIVISION
April 19, 2017**

ARB Number: 17-47 (ARB 17-004)

Project Name: Parlanti Signage with Technical Deviations
(Wellington Commerce Park)

Owner: Wellington Land Development LLC

Applicant: Sign-A-Rama

Agent: Gill Strelec, Jr.

PCN: 73-41-44-23-03-000-0270

Existing Zoning: Flexible Zoning Employment Center (FZEC)

Future Land Use Designation: Industrial

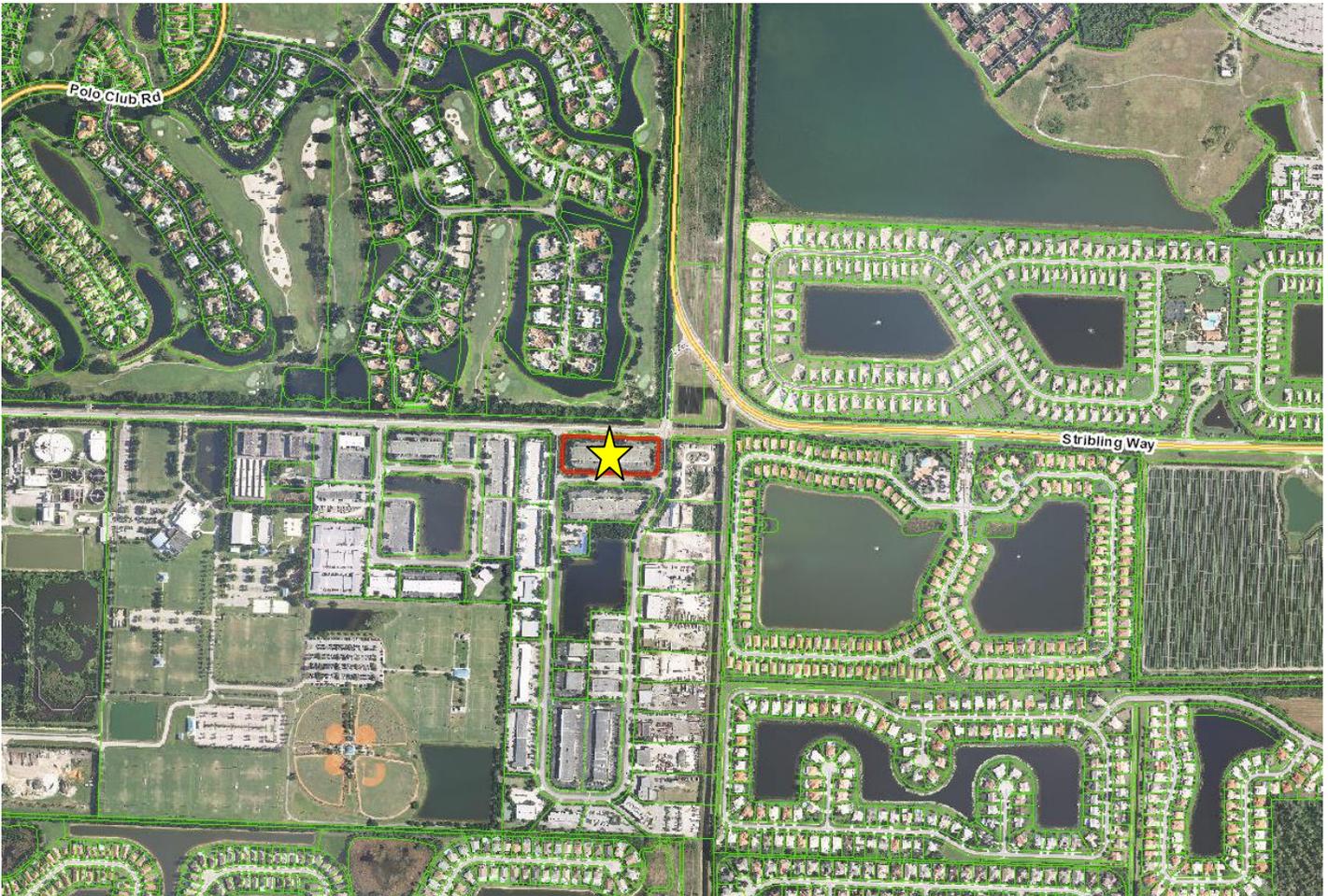
Project Manager: Kelly Ferraiolo, Planner

REQUEST

The agent, Gill Strelec, Jr., on behalf of the owner, Wellington Land Development, is requesting Architectural Review Board (ARB) approval for a tenant, Parlanti, to install signage with technical deviations.

LOCATION AND VICINITY:

Parlanti is located at 11101 S. Crown Way, Suite 8, within the Wellington Commerce Park East.



BACKGROUND:

On November 12, 1981, Palm Beach County Board of County Commissioners approved the plat known as Wellington Park at Wellington PID. The Business Park consists of several buildings that contain a variety of industrial type tenants and storage buildings.

STAFF ANALYSIS:

Staff completed their review based on plans submitted on March 30, 2017 prepared by Sign-A-Rama for consistency with 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 (LDRs). The proposed signage is considered a Local Tenant Wall Sign.

Section 7.14.11.E Major and Local Tenant Wall Signs. The following standards shall be applied to major and local tenant wall signs in commercial and industrial zoning districts:

1. **Number of Square Feet.** Wall signs shall be limited to a maximum size of two (2) square feet per lineal foot of principal storefront façade, not to exceed one hundred fifty (150) square feet per tenant.

Complies. The overall storefront is approximately 77 linear feet in length which is permitted a maximum sign area of 150 square feet. The total sign area proposed for the sign is 60 square feet.

2. **Maximum Sign Sizes.** *Major tenant signs shall not exceed sixty-six (66) inches in height. Local tenant signs shall not exceed twenty-four (24) inches in height.*

Does Not Comply. The sign is proposed at a height of 48 inches in height which is double the 24 inches permitted for a Local Tenant.

3. **Maximum Length.** *Sign length shall not exceed the lesser of seventy percent (70%) of bay width or twenty (20) feet.*

Complies. The proposed length of the sign is within the maximum length of 20 feet.

4. **Copy Lines.** *Wall signs shall contain not more than two (2) lines of copy for any single sign.*

Complies. The proposed sign only contains a single line of copy.

5. **Mounting.** *Wall signs shall be mounted consistent with the standards listed below:*

- a. **Equipment.** *Wall signs shall be mounted to conceal all mechanical or electrical equipment.*

Complies. All mechanical equipment will be screened from view.

- b. **Projection.** *Wall signs shall not project more than twenty-four (24) inches from the surface to which they are attached.*

Complies. The proposed sign is within an illuminated wall cabinet that is mounted flush to the wall and projects approximately 10 inches.

- c. **Building façade.** *Wall signs shall be mounted parallel to the building façade.*

Complies. The proposed sign will be mounted parallel to the building façade.

d. **Extensions.** *Wall signs shall not extend above or below the edge of any wall or other surface to which they are mounted. Wall signs shall not be erected, constructed, or maintained upon or above the roofline of any building. This shall not preclude the placement of a wall sign against a mansard of a building providing the sign face is horizontally parallel to the building wall and does not extend neither above the highest point nor below the lowest point of the mansard to which it is affixed.*

Complies. The proposed sign will be mounted flush on the front façade not extending above the roofline.

e. **Other wall signs.** *An awning, canopy, or mansard may be used for the placement of the allowable square footage for wall signs.*

Not applicable. No other sign is proposed.

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

Complies. Only one sign is proposed for the tenant.

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.*

Not Applicable. No end location wall signs are proposed.

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.*

Not Applicable. No signage faces a residential zoning district.

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.*

Not Applicable. The tenant is not located at the end of a shopping center.

7. **Rear Wall Signs.** *Signage located on a rear wall is prohibited. However, a nameplate or owner designation sign on or near the rear*

door of each business conducted on the premises shall be allowed. Rear wall signs shall not exceed three (3) square feet in size.

Not applicable. No rear wall signs are being requested.

7.14.9.C - CRITERIA FOR TECHNICAL DEVIATION

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

Complies. The proposed sign is not a prohibited sign.

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.*

Complies. The tenant is located within an in-line building with 10 other bays. The building is designed where there is an area that protrudes that has two tenant entrances and above the two doors is an area for signage for the tenants to share. This area is extremely limited in size and is not conducive to having two signs as it would look cluttered, out of place and confusing to the patrons. The applicant is requesting a larger sign to be placed between the two protruding entrances similar to the neighboring Sherwin Williams. The sign as proposed will be proportionate to the building façade as the existing façade has not much architectural detail and is a long blank wall.

3. *Approval of the deviation must not negatively impact another tenant or building shown on the Master Sign Plan.*

Complies. The neighboring tenant, Sherwin Williams, has an existing sign that is approximately 48 inches in height and 20 feet in length. The sign will complement the existing signage already in place for other tenants.

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

Complies. The existing sign does not cause any negative off-site impacts. The building is located behind a landscape buffer with mature trees. The increased height will allow patrons to locate the tenant through the landscape buffer.

STAFF RECOMMENDATIONS:

Based on the analysis noted above and the plans prepared by Sign-A-Rama date stamped March 30, 2017 staff recommends approval with the following conditions:

1. The proposed sign has comply with the dimensions, location and mounting as shown in Exhibit A – Sign Details.
 - a. Maximum Sign Height: 48 inches (Technical Deviation)
 - b. Maximum Length: 15 feet
 - c. Maximum Signage Area: 60 square feet
 - d. Maximum Lines of Copy: 1
 - e. Maximum width of sign cabinet: 10 inches

Exhibit A – Sign Details

 The way to grow your business.

PROJECT ADDRESS: 11101 S Crown Way #8

SOUTH ELEVATION



Client: _____ **Date:** _____

Landord: _____ **Date:** _____

Note: Company policy states that sign production will not begin until a customer & landord signed layout approval is received and a 50% deposit is paid.

Notice: These drawings are the exclusive property of Signarama, WPB. They are submitted to you and/or your company for the sole purpose of your consideration of whether to purchase this artwork & sign from Signarama, WPB. Use of these plans/artwork by anyone other than you or your company employees to construct a sign or a display similar to this one is expressly forbidden without written consent from Signarama, WPB. In the event that such exhibition occurs, Signarama, WPB shall be reimbursed \$500.00 as compensation for the time and effort in creating these plans/artwork.



1367 N. Military Tr. West Palm Beach, FL
Ph: 561.687.7993 Fx: 561.687.1629
dana@signaramawpb.com

Client: PARLIANTI

Location: 11101 S Crown Way #10

Date: 1-31-17

Sales: MIKE D

Artwork: MIKE D

File Name: PARANTI.fs

**COLORS ON DESIGN
ARE REPRESENTATIONS
AND ARE NOT EXACT,
A SWATCH WILL BE
PROVIDED UPON
CUSTOMER REQUEST**



The way to grow your business.

PROJECT ADDRESS: 11101 S Crown Way #8

SOUTH ELEVATION



77 OVERALL FRONTAGE

180 in

48 in

PARLANTI

48X180 ILLUMINATED
SIGN CABINET PAINTED
WHITE WITH ACRYLIC
TRANSLUCENT FACE.
UL LISTED

This item has been electronically signed and sealed by Christian Langley, PE using a Digital Signature. Printed copies of the document are not considered signed and sealed and the signature must be verified on any electronic copies.
Digital Signature Serial #: 1121CEAA-D4-DD-65-D5-BF-1E6F3E-D8-8E-E4-2082-E2

Christian Langley
2017.03.07
12:05:04
-05'00'

RECEIVED

By Planning and Zoning at 2:25 pm, Mar 30, 2017

Proposed: 60 sq.ft.

Client: _____ Date: _____

Landord: _____ Date: _____

Note: Company policy states that sign production will not begin until a customer & landord signed layout approval is received and a 50% deposit is paid.

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CUSTOMER REQUEST

STATE OF FLORIDA
PROFESSIONAL ENGINEER
Christian Langley
Florida PE #67382
Cert of Auth #31124

1200 N Federal Hwy, #200
Boca Raton, FL 33432
1-888-371-3113

Wall components & cladding:
• Zone 4: ± 40.8 psf
• Zone 5: ± 51.9 psf

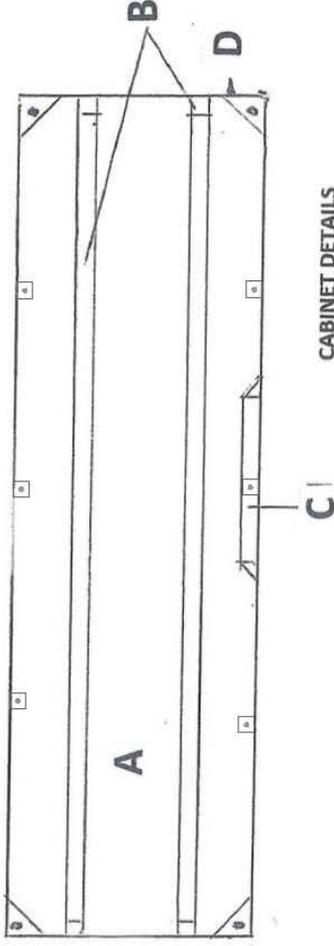
• Sign Height = 30 ft. max
• Kz1 = 1.0, Kd = 0.85, G = 0.85
• ASD Load Coeff = 0.6

• E-Z-10 WIND LOADS:
• 170 mph • Exposure C
• Category 2 Structure

SINGLE FACE ILLUMINATED SIGN CABINET

180"

48"



CABINET DETAILS

- A. Aluminum sign cabinet with 3/16" Acrylic sign face
 - B. HO Lamps, Sockets (LED OPTIONAL)
 - C. Advance HO Sign Ballast
 - D. Disconnect toggle switch (10 amp/120volt)
- *All Electrical Components To Be UI Listed
 **Sign Shall Be Bonded to equipment bonding conductor & Shall be time clock controlled (PER NEC 600)

JOB NAME/ADDRESS

PARLANTI

11101 Crown Way #108

Wellington, Florida

ANCHOR SCHEDULE	WALL MATERIAL	ANCHOR TYPE	QTY or SPACING
	CONCRETE (3ks) or HOLLOW MASONRY	3/8" THREADED RODS WITH MIN 2" EMBED IN ADHESIVE 3/8" TAPCONS (OR EQUIV) WITH 2.5" EMBED	MIN (16) TOTAL MIN (14) TOTAL
	1/2" PLYWOOD (NO ACCESS BEHIND)	3/8" EXPANSION ANCHORS WITH 2.5" EMBED 3/8" TOGGLE BOLTS	MIN (12) TOTAL MIN (12) TOTAL
	METAL STUDS / PANELS	3/4" WOOD SCREWS OR TAPCONS, FULL EMBED	MIN (28) TOTAL
	HOLLOW WALL - BLOCKING	#14 METAL SCREWS TO MIN 18# STEEL OR 0.98" ALUM 3/8" THURBOLTS OR LAGS TO SOLID BLOCKING BEHIND	MIN (22) TOTAL MIN (10) TOTAL



P.O. Box 19363, West Palm Beach, FL 33416 - 561-707-5969



ASCE 7-10 WIND LOADS: Sign Height = 30 ft max
 V=170 mph Exposure C Kz=1.0, Kd=0.85, G=0.85
 Risk Category 2 Structure ASD Load Coeff = 0.6
 Wall components & cladding:
 Zone 4: # 40.8 psf
 Zone 5: # 51.9 psf

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Exhibit B – Existing Façade

