

Equiline Window Signs with Technical Deviations **STAFF REPORT**

Petition Number: 2022-0005 ARB

Property Owner: Wellington Land Development LLC
 3020 Fairlane Farms Road
 Suite 1
 Wellington, FL 33414

Applicant: Kelly Molinari
 Exces International (Equiline)
 3460 Fairlane Farms Road
 Suite 15
 Wellington, FL 33414

Site Address: 3460 Fairlane Farms Road,
 Suite 15

PCN(s): 73-41-44-23-04-000-0030

Future Land Use Designation (FLUM): Flex

Zoning Designation: Flexible Use

Acreage: 2.05 Acres

Request: Equiline, applicant, on behalf of Wellington Land Development, LLC, owner, is requesting Architectural Review Board (ARB) approval of signage with technical deviations to allow for the tenants window signs to cover more the 50% of the window area for Equiline located within Commerce Park East at 3460 Fairlane Farms Road, Suite 15.

Project Manager:
 Kelly Ferraiolo, Senior Planner
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Adjacent Property	FLUM	Zoning
North	Flex	FZEC
South	Flex	FZEC
East	Flex	FZEC
West	Flex	FZEC

Site History and Current Request:

Equiline is located on Fairlane Farms Road approximately 700 feet south of Pierson Road. On February 1, 2022, Code Compliance cited the tenant (CC-000228-2022) for the signage on the east (front) and north (side) windows as they were in violation of Section 7.9.7.A.5 of Wellington's Land Development Regulations (LDR) (Exhibit A – Current Site Conditions). Per Section 7.9.7.A.5 of the LDR, window signs within industrial land uses shall be limited to a sign area of 50% of each window area, including glass doors, and be located within three (3) feet of a first story window. Per Section 7.9.4.M.3 of the LDR, sign areas shall be measured from the highest point to the lowest point including graphics or logos. If signage includes colored

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backgrounds, the background shall also be included in the height. The tenant occupies the corner unit of the building and has two (2) windows on the east (front) and three (3) windows on the north (side) side of the building. 100% of all window areas are covered by signage and a white opaque window film. The applicant is requesting ARB approval to allow the additional window signage.

Technical Deviation:

1. Describe in detail the Technical Deviation.

The tenant is requesting a technical deviation to allow 100% of the total window area of the east (front) and north (side) façade to be covered by a white opaque window film (Exhibit B – Window Signage Calculations). The applicant installed the white tinted UV sun protection in order to protect products from sun damage which has occurred in the past. The applicant consulted with a window specialist and was told the white tint was the best source of UV block to protect their merchandise compared to the black tint that was previously installed (Exhibit C – Previous Signage). Although not all of the covering has signage, pursuant to Section 7.9.4.M.3 of the LDR, signage is computed to include the colored background even though there are no graphics, logos, or wording.



Below is a table showing the size of the window versus the area of the signs that have logos, text, or graphics, not including the white background that is beyond the height and length of the logo/text/graphic.

	Logo/Text/Graphics	Size of Window	% of Window with Logos/Text/Graphics
Window 1	42.23 SF	100 SF	42%
Window 2	11.9 SF	51.25 SF	23%
Window 3	15.3 SF	50 SF	30.6%
Window 4	31.5 SF	75 SF	42%
Window 5	32 SF	82 SF	39%

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

A Window sign is permitted sign type.

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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 tenant is located on the corner of the building facing east (front) and north (side). The windows facing east get direct sunlight throughout the morning and mid-day which could affect the merchandise inside the tenant space. The windows along the east (front) take up the entire width of the façade. The building is located within Commerce Park East where the uses are industrial. The look of this building is more fitting in a commercial plaza with a storefront design. The actual text and logo of the window signage is less than 50% of the total window area for the façade. The background (white) portion of the signage takes up the majority of window area.

The building does have a five (5) foot overhang and a landscape island with three (3) palms and other shrubs that are blocking the window and providing additional shading to the windows. Staff recommends allowing a maximum of 75% of the window area on the east (front) façade to be covered with the white window film/signage. The tenant is to remove 25% of window area on the east (front) façade.

The windows facing north do not get as much/any sunlight throughout the day. There is also a five (5) foot overhang that provides additional shadowing for the north facing windows. Staff recommends the removal of window signage on the north facing façade to comply with the 50% window sign area. The tenant is to remove 50% of window area on the north (side) façade.

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

Other tenants within the commerce park have requested technical deviations in the past for signage. Other tenants within the Commerce Park and within Wellington have been cited for the same violation and most have complied and met the requirements of the LDR.

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

No negative off site impacts are expected to occur as the property is surrounded by other industrial type uses that are able to request a technical deviation if needed.

Recommendation:

Staff recommends the following for Petition 2022-0005 ARB for signage with technical deviations to allow for the tenants window signs to cover more the 50% of the window area for Equiline located within Commerce Park East at 3460 Fairlane Farms Road, Suite 15:

1. A maximum of 75% of the window area for the front (east) façade may be covered with a Window Sign. The tenant is to remove 25% of the window area on the east (front) façade.
2. The tenant is to remove 50% of window film on the north (side) façade to meet the requirements of the LDR.
3. The Window Signs shall not exceed 50% of the window area with logos and text on any façade.



Exhibits:

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|-----------|-----------------------------|
| Exhibit A | Current Site Conditions |
| Exhibit B | Window Signage Calculations |
| Exhibit C | Previous Signage |
| Exhibit D | Justification Statement |