

Crunch Fitness Elevations and Signage

STAFF REPORT

Petition Number: 2022-0010 ARB

Owner: The Bainbridge Companies
12765 Forest Hill Boulevard
Wellington, FL 33414

Applicant: CR Fitness Holdings
3915 Riga Boulevard
Tampa, FL 33619

Site Address: 12800 Forest Hill Boulevard

PCN(s): 73-41-44-03-01-000-0010

Future Land Use Designation: Commercial

Zoning Designation: Planned Unit Development (PUD)

Acreage: 13.79

Request: Architectural Review Board approval to modify the elevations of Crunch Fitness (FKA Ultima Fitness) to remove the shingles on the roof and replace with stucco to match the remainder of the Wellington Plaza and to modify the Wellington Plaza Master Sign Plan to allow the Crunch Fitness sign to have a Olympic Blue translucent vinyl over the lettering instead of white.

Project Manager:
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Location Map:



Adjacent Property	FLUM	Zoning
North	Residential B	PUD
South	Residential D	PUD
East	Commercial	PUD
West	Residential E	PUD

Site History and Current Request:

Wellington Plaza was built in 1982. The plaza consists of 13 multi-tenant retail and professional buildings, one (1) freestanding bank outparcel (PNC) and one (1) freestanding bank outparcel (First Bank). The site plan has been modified throughout the years to add a drive thru for the Starbucks and to modify the bank footprint for Seacoast Bank (Exhibit A – Site Plan).

In 2012, the ARB approved Wellington Plaza's Master Sign Plan providing consistent standards for signs within the plaza (Exhibit B – Master Sign Plan). The Master Sign Plan requires similar font and color for all signs. In 2015, BurgerFi requested to modify the Master Sign Plan to allow "Burger" in the BurgerFi sign to be green. The request of the alternative sign color was not included in the overall sign approval.

Crunch Fitness installed their primary wall sign (BP22-1242) that meets the Wellington Plaza Master Sign Code requirements, however, the applicant is requesting to modify the existing white

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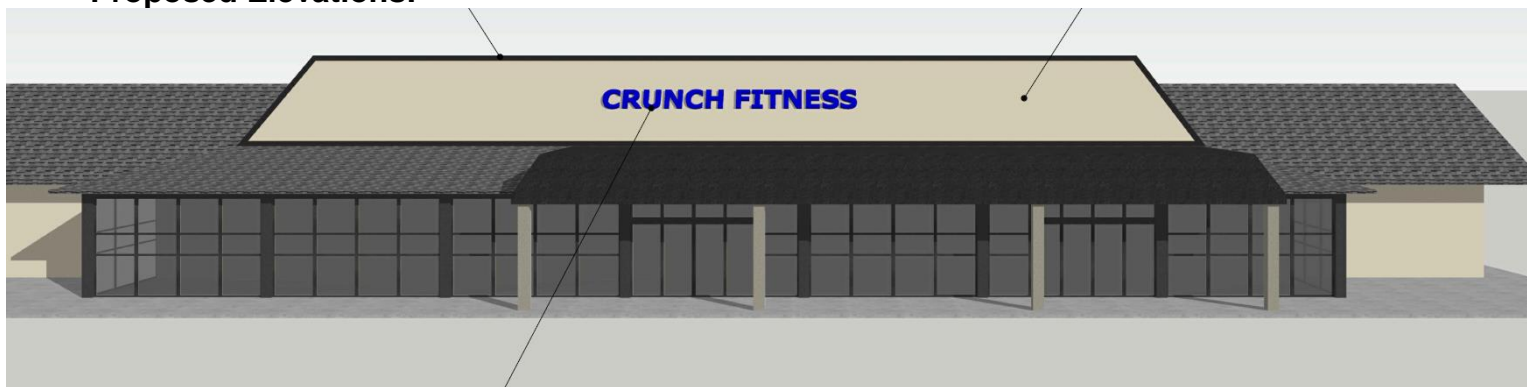
vinyl letters (Exhibit C – Existing Site Conditions) to Olympic Blue Translucent Vinyl and to remove the existing shingles on the portion of the roof/wall to refinish with stucco and painted to match the existing plaza.

STAFF ANALYSIS:

Existing Elevations



Proposed Elevations:



Elevations:

The applicant is requesting a modification to the east (primary) exterior elevation by removing the shingles on the mansard roof above the front entrance awning and replacing with a stucco finish painted to match the existing building (Exhibit D – Proposed Elevations and Signage). Wellington Plaza was built in 1982 and has a dated architectural design. Removing the shingles to create a wall-like roof provides an updated look to the elevation and brightens up the elevation as most of the Crunch Fitness facade is made of dark materials. The wall will remain at an angle as it is still part of the mansard roof.

Signage:

The Wellington Plaza's Master Sign Plan requires that all nationally registered trademarks businesses to have signs that have a white plexi face, trim cap, and return LED illuminated channel letters on a raceway painted to match the building, but can use their own corporate/creative letter styling. The applicant is requesting to modify the existing white vinyl illuminated letters and replace with an Olympic Blue Translucent Vinyl. The sign meets all other signage requirements.

CRITERIA FOR TECHNICAL DEVIATION

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

The proposed updated to the primary wall sign is not prohibited by the sign code.

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 deviation does not enhance the overall aesthetic of the building nor mitigate a unique feature of the user, structure, or location as there are other tenants within the plaza that have the white lettering against the cream background and have not had any issues with visibility. No other tenant within the plaza has color sign text. Modifying the exterior with removing the shingles and replacing with stucco will enhance the area and visibility for the existing signage.

In addition, the only signage that has color are the logos for BurgerFi and Starbucks. BurgerFi requested green lettering in 2015 but was denied by ARB.

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

A request of a Technical Deviation would negatively impact other tenants shown on the Master Sign Plan as other tenants have been denied the same request.

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

The proposed design does not cause any negative off-site impacts since the signs are internally illuminated typical of other signage.

RECOMMENDATION:

Staff recommends the following for Petition 2021-0010 ARB for Crunch Fitness located at 12800 Forest Hill Boulevard within the Wellington Plaza:

1. Approval to modify the east (front) façade by removing the shingles on the portion of the mansard roof above the entrance awning as shown in Exhibit C – Proposed Elevations and Signage. The wall color shall match the existing light/cream color of the plaza.

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2. Building permits may be required prior to the removal of the shingles and installation of the stucco siding.
3. Denial of the request to amend the Wellington Plaza Master Sign Plan to modify the existing white vinyl lettering to Olympic Blue Translucent letter.
4. Any modifications to this approval during permitting and/or construction shall require ARB approval.
5. Prior to the close out of the building permit, an inspection by the Planning and Zoning Division is required to ensure compliance with all approvals.

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Exhibits:

Exhibit A	Site Plan
Exhibit B	Master Sign Plan
Exhibit C	Existing Site Conditions
Exhibit D	Proposed Elevations and Signage
Exhibit E	Justification Statement