

Publix at Courtyard Shoppes

STAFF REPORT

Petition Number: 2022-0007 ARB

Owner: Real Sub LLC
 3300 Publix Corporate Parkway
 Lakeland, FL 33811

Applicant: Publix Super Markets, Inc.
 3300 Publix Corporate Parkway
 Lakeland, FL 33811

Agent: James Crowley, Esq.
 777 South Flagler Drive
 Suite 500E
 West Palm Beach, FL 33401

Site Address: 13860 Wellington Trace

PCN(s): 73-41-44-09-000-0056

Future Land Use Designation: Commercial

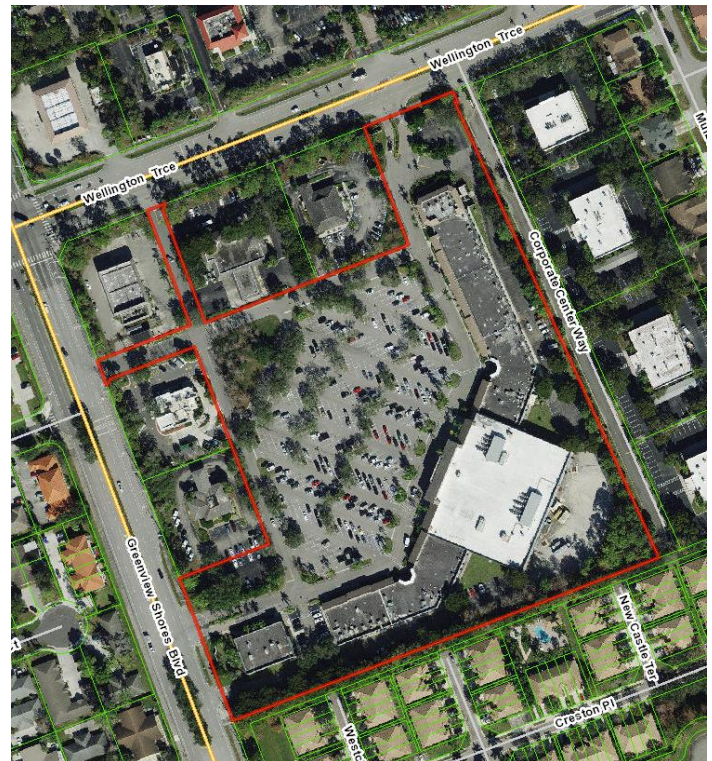
Zoning Designation: Planned Unit Development (PUD)

Acreage: 13.29

Request: The agent, James Crowley, on behalf of the applicant, Publix Super Markets, Inc., is requesting Architectural Review Board (ARB) approval of the exterior elevations and signage with technical deviations for the Publix at Courtyard Shoppes.

Project Manager:
 Kelly Ferraiolo, Senior Planner
kferraiolo@wellingtonfl.gov
 (561) 753-5268

Location Map:



Adjacent Property	FLUM	Zoning
North	Commercial	PUD
South	Residential F	PUD
East	Commercial	PUD
West	Residential F	PUD

Site History and Current Request:

The Courtyard Shoppes plaza was constructed in 1991 and consists of a main in-line building with a standalone building and five (5) outparcels (Exhibit A – Existing Site Conditions). In 2009, the main in-line building and the former Hollywood Video building underwent a facelift which incorporated new signage, brick veneer columns, decorative light features, dark brown awning support frames and accents, etc. The McDonald's outparcel was renovated in 2019 which included the addition of a double drive thru. The other outparcels (Chase Bank, Shell, Bank of America, and Wells Fargo) have not been renovated.

The applicant has submitted a Site Plan Amendment (Exhibit B – Proposed Site Plan) application to raze the existing Publix structure and the retail bays immediately adjacent to retail space and

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construct a new 59,000 square foot Publix with a liquor store. The applicant is requesting approval of the exterior elevations of the newly constructed Publix building and signage with technical deviations for the Major and Minor Tenant Wall Sign, Multi-Panel Monument Sign, and Auxiliary Wall Signs.

STAFF ANALYSIS:

Staff reviewed the request for Architectural Review Board (ARB) approval of the building elevations, exterior colors, materials and wall signs for consistency with Wellington's Land Development Regulations (LDR).

Elevations/Architectural Details, Colors and Site Amenities:

The elevations, architectural details, colors, materials, etc., were reviewed based on the Section 6.4.4.B., Design Standards for Multifamily and Non-Residential Zoning Districts, of the LDR.

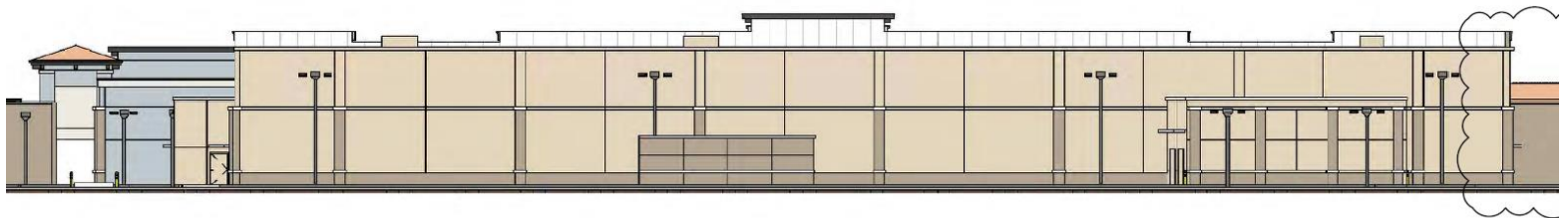
Elevations/Architectural Details

The intent of the ARB review and approval is to ensure the architectural character and design conform to and be compatible with the general architectural character of the proposed project and surrounding area/uses. Some design standards include, but are not limited to, facades shall contain architectural details on all sides and avoid solid blank walls; accessory structures shall conform to the design, materials, colors, and style of the principal structures; and outparcels shall contain architectural elements that match or are compatible with the overall project design.

Proposed Elevations (Front):



Proposed Elevations (Rear):



The applicant is proposing to demolish the existing outdated and blasé Publix Super Market building and adjacent tenants and redevelop with a new modern building that provides enhanced architectural design which uses enhanced form, function and materials that transform the outdated building into an attractive and vibrant shopping center. The proposed elevations (Exhibit C – Proposed Elevations and Materials) comply with the Land Use and Community Design principles set forth in the Comprehensive Plan by redeveloping and reinvesting in an older commercial center through new development and upgrades to the Property. The proposed elevations provides

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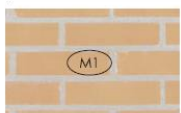


improvements which protect, preserve and enhance existing attributes that make Wellington a premier community.

Per Section 6.4.4.A.3 of the LDR, windows shall be incorporate into the design on all facades facing a roadway and shall occupy, at a minimum, 40% of the elevation. Per Exhibit D – Window Opening Calculation, only 13.14% of the primary façade of the newly renovated portion of the center incorporated windows. The remainder of the plaza provides, on average, 44% of the façade with window openings. Staff has required faux windows on other developments including CVS at Town Square and Isla Verde, just to name a few. Staff recommends the incorporation of more windows openings on the bottom floor of the new building to meet a minimum of 18% of window area, which is an additional 5% of the Publix façade.

The building to the west of Publix that is not considered an outparcel and was renovated in 2009 but was not included in this request. Staff is recommending that this building also be updated and be approved administratively by staff to ensure that it utilizes the same materials and design as the main in-line building.

MATERIALS AND COLOR LEGEND



BRICK—



STONE—CLINKER BRICK
EAGLE BUFF



BARREL TILE ROOF



SW7004—SNOWBOUND



SW77507—STONE LION



SW6239—UPWARD



SW7537—IRISH CREAM



SW7048—URBANE BRONZE

Colors and Materials:

The proposed elevations utilize bright, crisp colors as shown in Exhibit which is contrary to what is existing. All color are on the ARB approved color palette. Staff recommends approval of the proposed colors, however, recommends the removal of Urban Bronze (SW7048) for the columns and replace with one of the bricks shown. In addition, the tile underneath the existing store fronts are proposed to remain the same. Staff recommends the use of either brick material instead of the outdated tile.

Bronze signage, black awnings, and bronze accents are proposed to remain the same.

Roof Mounted Mechanical Equipment:

Per Section 6.4.1.A.6 of the LDR, all mechanical equipment located on a roof shall be screened with a parapet or enclosure that aesthetically blends the equipment with the building. The roof mounted equipment must not be seen at 10 feet above grade and 200 feet from the structure. Per Exhibit E – Proposed Roof Plan, all mechanical equipment will be fully screened from view either by location or by rooftop mechanical screenings. Prior to issuance of a Certificate of Occupancy, an inspection by Planning and Zoning Division will be required to ensure all mechanical equipment is adequately screened.

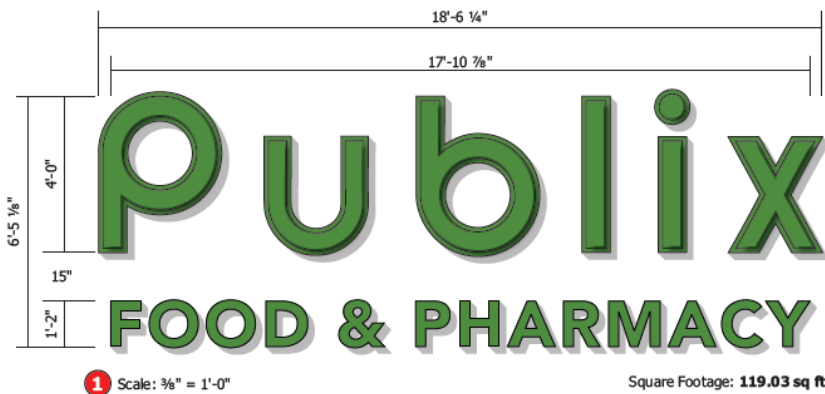


Site Amenities:

All site amenities (trash cans, bike racks, benches) shall match the site furniture that exists within the plaza (Exhibit F – Site Amenities).

Signage:

The applicant is requesting one (1) Major and Minor Tenant Wall Sign, two (2) Multi-Panel Monument Signs, and four (4) Auxiliary Wall Signs that exceeds the maximum of the code and require technical deviations (Exhibit G – Sign Locations). The requested signs were reviewed for consistency with Section 7.9.7.A.1 Major and Minor Tenant Principal Wall Sign, 7.9.B.3.c Multi Panel Monument Sign, 7.9.7.A.3 Auxiliary Wall Sign, and Section 7.9.6.C Technical Deviations of Wellington's LDR.

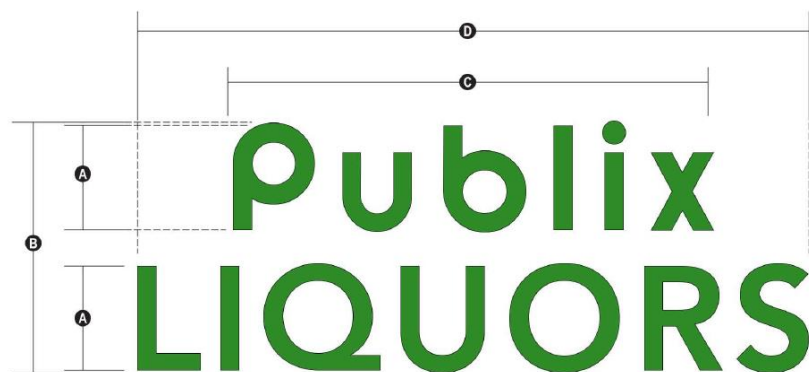


Major and Minor Wall Signs:

Publix Food and Pharmacy Sign:

The applicant is requesting one (1) major tenant wall sign (Exhibit H – Major Tenant Wall Sign) on the primary façade that exceeds the maximum sign height by 12 inches. Per Section 7.9.7.A.1, a major tenant wall sign shall not exceed 66 inches in height, 80% of the length

of the façade, and 150 square feet. Proposed sign is 78 inches and meets the overall square footage requirements. A secondary wall sign is not requested and there is limited signage on the 284 foot Publix façade.



Publix Liquor Sign: The applicant is requesting one (1) minor tenant wall sign for Publix Liquor, which is a separate tenant then the Publix Food & Pharmacy store, that exceeds the maximum sign height, however, sign heights were not provided to staff prior to the publication of the agenda. If dimensions are received prior to the meeting, a memo will be provided to the ARB with the updated

recommendations. If dimensions are not provided, then the applicant will be required to apply for a separate technical deviation at a later time for the Publix Liquor sign.



Multi-Panel Monument Signs:

The applicant is requesting to remove the two (2) entry wall signs at both main entrances on Greenview Shores Boulevard and Wellington Trace and replace with one (1) multi-panel monument sign (Exhibit I – Multi-Panel Monument Sign) in the median at each entrance. The multi-panel sign meets all separation requirements within the site, however, does not meet the minimum separation from the Wellington Corporate Center entry sign. In addition, per Section 7.9.7.A.3, the secondary graphic area shall be limited to 4 feet in height and each secondary graphic area shall be limited to 12 inches in height. Below are the required technical deviations required for the multi-panel monument sign:



	Maximum per Code	Proposed	Technical Deviation Required
Overall Height	8 feet	8 feet	NA
Secondary Graphic Area Height	4 feet	4 feet 8 inches	8 inches
Secondary Graphic Area Sign Area	32 SF	32 SF	NA
Height of Each Secondary Graphic Area	12 inches	17 inches	5 inches
Maximum Secondary Graphic Areas	8 areas	7 area	NA
Maximum per frontage	1	1	NA
Distance from other Monument Signs	200 feet	150 feet (Wellington Corporate Center)	50 feet

Auxiliary Wall Signs:

The applicant is requesting four (4) auxiliary wall signs – one (1) multi-panel directional wall sign, two (2) entrance/exit signs, and one (1) ATM sign (Exhibit J – Auxiliary Wall Signs). Per Section 7.9.7.A.3, a tenant is permitted one (1) auxiliary wall sign a maximum of 12 square feet located within 20 feet of the principal entrance. The entrance/exit signs are essential for the flow of traffic for customers entering/exiting the store. The ATM sign is also essential to inform customers of the

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outdoor service. The multi-panel directional wall sign is proposed to be located near the entrance of Publix and will be used to inform and navigate visitors to other tenants within the plaza. The proposed sign is 36.2 SF which exceeds the maximum allowed square footage for an Auxiliary Wall Sign by 24.2 square feet.

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 signs are 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 deviations requested are all minimal and reasonable area and size increases. The applicant is not requesting an overabundance of additional signage for the plaza.

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 not negatively impact other tenants shown on the Master Sign Plan as other tenants may request a technical deviation. In addition, the request adds more signage for the tenants as the plaza does not currently have any multi-panel monument or directional signs.

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

The proposed design does not cause any negative off-site impacts. Allowing larger signs and multi-panel monument signs allows for visitors to locate their destination.

RECOMMENDATION:

Staff recommends approval of Petition 2022-0007 ARB for Architectural Review Board approval of the exterior elevations and signage with technical deviations for the Publix at Courtyard Shoppes located at 13860 Wellington Trace with the following conditions of approval:

1. Exterior elevations and materials shall be consistent with Exhibit C with the following modifications:
 - a. Incorporation of more window openings on the bottom floor of the new Publix building to meet a minimum of 18% of window area, which is an additional 5% of the Publix façade.



- b. Removal of Urban Bronze (SW7048) for the columns and replace with one of the brick materials provided.
 - c. The tile underneath the existing store fronts are proposed to remain the same. Staff recommends the use of either brick material instead of the outdated tile.
- 2. The use of gloss or high gloss paint finish is prohibited. The approved colors, materials, architectural details/features, etc., shall not be substituted for any other option (including future repainting) without ARB approval.
- 3. All visible exterior lighting shall be illuminated white light.
- 4. All glass glazing color shall be light grey tint or clear (no color).
- 5. The building to the west of Publix that is not considered an outparcel and was renovated in 2009 was not included in this request. The building shall also be updated and be approved administratively by staff to ensure that it utilizes the same materials and design as the main in-line building.
- 6. All roof top mechanical equipment shall be screened from view as shown in Exhibit E – Proposed Roof Plan. Prior to issuance of a Certificate of Occupancy, an inspection by Planning and Zoning Division is required to ensure all mechanical equipment is completely screened from view. Additional screening may be required if it is determined the equipment is not fully screened.
- 7. All site amenities shall match the colors that already exist within the center.
- 8. The Major Tenant Wall Sign (Publix Food & Pharmacy) shall be installed as shown in Exhibit H and meet the following requirements:
 - a. Maximum Total Sign Area – 119.03 SF
 - b. Maximum Height – 6 feet 6 inches (Technical Deviation)
 - c. Maximum Length – 18 feet 7 inches
 - d. Maximum Lines of Copy – 2
- 9. The Minor Tenant Wall Sign (Publix Liquor) is currently not included in this approval as accurate dimensions were not provided by the time of publication. A separate Technical Deviation request will be required if the sign exceeds LDR requirements.
- 10. The Multi-Panel Monument Sign shall be constructed as shown in Exhibit I and meet the following requirements:
 - a. Maximum Total Sign Area (Secondary Graphic Area) – 32 SF
 - b. Maximum Height – 8 feet
 - c. Maximum Length – 8 feet 4 inches
 - d. Maximum Secondary Graphic Areas – 7

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- e. Maximum Secondary Graphic Area Height – 4 feet 8 inches (Technical Deviation)
 - f. Maximum Height of Secondary Graphic Area for Publix – 17 inches (Technical Deviation)
 - g. Maximum Height of Secondary Graphic Area for Other Tenants – 9.5 inches
 - h. Maximum Number of Signs – 1 per frontage within the median of main entrances along Wellington Trace and Greenview Shores Boulevard
 - i. Minimum Distance from other Monument Signs – 200 linear feet (150 linear feet from Wellington Corporate Center – Technical Deviation)
 - j. The existing entry wall signage located at the entrances at Wellington Trace and Greenview Shores Boulevard shall be removed prior to installation of the Multi-Panel Monument Signs and shall be repainted as shown in Exhibit I.
 - k. The base of the sign shall be landscaped to ensure that the structure blends with the character of the surrounding community. Landscaping shall be installed and maintained in a manner not to interfere with visibility of signage.
11. The Auxiliary wall signs shall be installed as shown in Exhibit J. The location of the Multi-Panel Directional Wall sign shall be approved by the entrance of the Publix store and be approved by staff prior to installation.
12. All above ground infrastructure, utility equipment, mechanical equipment, transformer box, valves, exhaust vents, etc., shall be completely screened from view while maintaining three (3) feet of clearance.
13. The address identification/numbering height shall comply with the Palm Beach County Fire Code minimum requirements and shall not exceed the LDR maximums.
14. Permit approval is required prior to construction/installation of proposed improvements.
15. Amended plans as needed and consistent with these conditions shall be provided to the Planning and Zoning Division for final ARB approval processing. Any modifications to this approval during permitting and/or construction shall require ARB approval.
16. 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.

Exhibits:

Exhibit A	Existing Site Conditions
Exhibit B	Proposed Site Plan
Exhibit C	Proposed Elevations and Materials
Exhibit D	Window Opening Calculations
Exhibit E	Proposed Roof Plan
Exhibit F	Site Furniture
Exhibit G	Sign Locations
Exhibit H	Major Tenant Wall Sign
Exhibit I	Multi-Panel Monument Sign
Exhibit J	Auxiliary Wall Signs
Exhibit K	Justification Statement