

Dunkin' at Wellington Country Plaza

STAFF REPORT

Petition Number: 2022-0024-ARB

Owner/Applicant: Wellington Land Company LLC/
Wellington Donuts Inc C/O Steve
Pfirman
5447 Center Street
Jupiter, FL 33458

Agent: Mark K. Ghezzi
Garcia Ghezzi Architects, Inc.
13014 SW 120 Street
Miami, FL 33186

Site Address: 12754 Forest Hill Boulevard

PCN(s): 73-41-44-03-01-000-0040

Future Land Use Map (FLUM) Designation:

Commercial

Zoning Designation:

Planned Unit Development (PUD)

Acreage:

0.50-Acre (+/-) (Subject Parcel)

Request:

Architectural Review Board approval of the updated exterior elevations, colors and signage (with Technical Deviations) for the existing Dunkin' restaurant within the Wellington Plaza project.

Project Manager:

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

Location/Map:

Wellington Plaza project is located approximately ¼ mile south of the intersection of Forest Hill Boulevard and Wellington Trace on the west side of Forest Hill Boulevard. The subject Dunkin' restaurant site (Outparcel) is located within the southeast section of the Wellington Country Plaza project.



Adjacent FLUM and Zoning Designation:

Adjacent Property	FLUM	Zoning
North	Commercial	Planned Unit Development (PUD)
South	Residential D	PUD
East	Commercial/ Residential E	PUD
West	Commercial	PUD

Site History and Current Request:

The existing Dunkin' restaurant building was constructed in 2012 within the 0.50-acre subject outparcel (formally a Mobile gas station) of the Wellington Country Plaza. The elevations, colors, architectural details and signage for the 1,686 square feet Dunkin' restaurant was originally approved (ARB 11-009) June 15, 2011. This request (2022-0024-ARB) is for approval of updated exterior elevations, colors and signage (with Technical Deviations).

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Analysis:

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

Elevations and Colors

The elevations, architectural details, colors, materials, etc., were reviewed based on the LDR Section 6.4.4.B. Design Standards for non-residential zoning districts. The intent of the ARB review and approval is to ensure the architectural character and design conform to and are compatible with the general architectural character of the project and surrounding area/uses. Some design standards include, but are not limited to: addressing blank walls; accessory structure criteria and compatibility (color, material, design); and outparcel criteria requiring that architectural elements match or are compatible with the overall project design. Below are images to show the current Dunkin' restaurant building, which is consistent with the 2011 ARB approval.



(North Elevation/Façade – Google Street View Images 2021)



(North and East Elevations/Façades – Google Street View Images 2021)

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The proposed exterior updates include changes in the elevations (Exhibit A) and color palette (Exhibit B) that was reviewed for consistent/compatibility with existing buildings within Wellington Country Plaza, the surrounding area, and Wellington's approved ARB Color Chart. The elevation changes will include a squaring-off of the parapet wall along the north and south elevations/façades and updating the wall signs on the north and east as illustrated in Exhibit A and below.



(Proposed North Elevation/Façade – Exhibit A)



(Proposed East Elevation/Façade – Exhibit A)

The proposed building color palette scheme as provided in Exhibit B includes gray (Gauntly Gray SW 7019 and Gray Matters SW 7066) for the wall colors, and dark gray/charcoal (Iron Ore SW 7069) for the accent wall/walk-in cooler, trim and window/door frames color. The proposed signs colors (Exhibit B) will include orange (Obstinate Orange SW 6884), pink (Exuberant Pink SW 6840), and white (Nebulous White SW 7063) for the background color. The architectural details for the existing building include stucco finish, decorative trim/band, accent stone and other architectural details. The finish/color of the existing storefront and glazing/glass, and wall lights will remain as it is currently. No other modifications are proposed for the elevations/façades, colors, or materials with this request. Exhibit B and below are the proposed exterior colors palette that will be utilized.

Building Color Palette



Sign Color Palette



Signage

The request for ARB approval of the proposed wall signs, monument sign, and incidental ground signs was reviewed for consistency with Wellington's Land Development Regulations (LDR).

Wall Sign: The proposed wall signs were reviewed for compliance with LDR Section 7.9.8.A. Permanent Wall Signs. The request is for an outparcel building (Dunkin' restaurant) that is allowed Minor Tenant Wall Signs (tenant with less than 10,000 SF of indoor space), which includes one (1)

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primary façade wall sign on the north elevation/façade and one (1) secondary wall sign on the east elevation/façade.

The proposed primary façade wall sign was reviewed for compliance with LDR Section 7.9.8.A.2. Per the LDR, one (1) primary façade wall sign is allowed per tenant primary façade with a maximum sign area of two (2) square feet per foot of primary façade length not to exceed 150 square feet, a maximum height of 30 inches (Minor Tenant Wall Sign), and a length not to exceed 80 percent of the façade. Per the LDR, if a background color is used for the wall sign it should be included in the sign area and height. The existing building has a primary façade length of 63 feet. Below is what's allowed per the LDR, being requested and deviation for the north primary façade proposed wall sign.

Primary Wall Sign (North Façade/Elevation)			
Standards	Allowed	Requested	Deviation
Number of Signs	1	1	0
Sign Area (Boxed)	126 sq. ft.	12.53 sq. ft. (Letters Only) 41.06 sq. ft. (With Background Color)	0
Height (Boxed)	30 in. (Minor Tenant)	18 in. (Letters Only) 44 in. (With Background Color)	14 in. (With Background Color)
Length	50.4 ft. (80% Façade Length of 63')	8 ft. 4 in. (Letters Only) 11 ft. 2 in. (With Background Color)	0



As illustrated above, and in Exhibit A and C, the proposed white background color (Nebulous White SW 7063) is used specifically for primary façade wall sign, and not used as a proposed finish for the overall building. With the background color (Nebulous White SW 7063) the proposed primary wall sign area is 41.06 square feet (increase of 28.53 sq. ft.) and height is 44 inches (increase of 14 in.), which will require a deviation for the height (30 in. max. allowed). The request requires ARB

approval of the deviation to allow the proposed primary wall sign height at 44 inches. This increase to allow the background color should not be used for the wall sign lettering.

The proposed secondary wall sign was reviewed for compliance with LDR Section 7.9.8.A.4. Per the LDR, tenants are allowed up to two (2) secondary wall signs (1 per façade) on the side or rear façades. The secondary wall sign is allowed at 50 percent of the sign area and height of the associated minor tenant wall sign as approved/permitted on the principal/primary façade of the building. Below is what's allowed per the LDR, being requested and deviation for the proposed secondary wall sign.

Secondary Wall Signs (East Façade/Elevation)		
Standards	Allowed	Requested
Number of Signs	1	1
Sign Area	20.53 sq. ft. (50% principal wall sign with background color)	12.53 sq. ft.
Height	22 in. (50% principal wall sign with background color)	18 in.
Length	N/A	8 ft. 4 in.



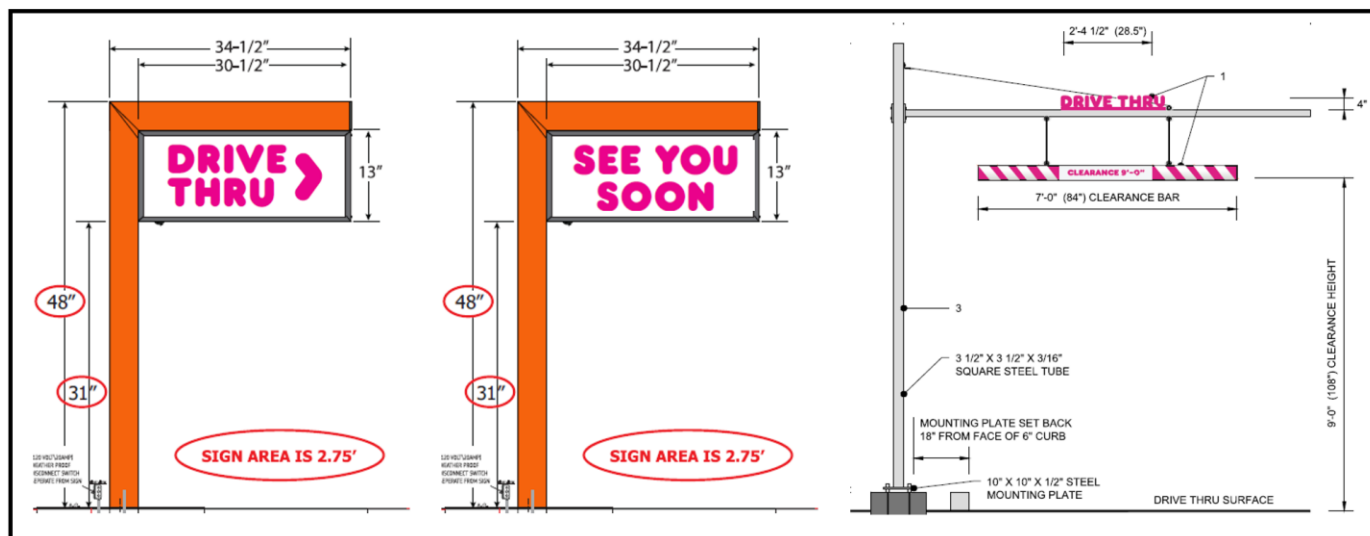
As illustrated above, the secondary wall sign is not proposed with a background color specifically used for the wall sign. Per the above table, using the calculations for sign area and height of the associated principal/primary façade wall sign with background color as proposed will allow the secondary wall sign to be the same size of the lettering of the wall sign on the north elevation, and not require deviations of the sign area or height.

Monument Sign: Per LDR Section 7.9.7.B.2. Small Monument Sign, one (1) sign is allowed for each free-standing building with a single tenant/business. The monument sign is allowed a structure height of eight (8) feet, sign copy height of 36 inches and sign area of 32 square feet. In 2011, ARB approved a monument sign for this building with a structure height of five (5) feet six (6) inches and sign area of 27 square feet. That applicant is only requesting to change the sign cabinet, with no other modifications to the existing monument sign structure. The monument sign

(Exhibit C) include a new sign cabinet proposed with a sign copy height of 31 inches and sign area of 20.66 square feet (per side), which meets the LDR requirements.

Auxiliary Ground Sign: LDR Section 7.9.7.B.4. Auxiliary Ground Sign, is allowed for drive-thru lane with height of six (6) feet and sign area of 32 square feet. The auxiliary ground sign (Digital Menu Board) as illustrated in Exhibit C meets the standards with a proposed height of six (6) feet and sign area of 20 square feet.

Incidental Ground Sign: The applicant is also requesting to update the two (2) existing incidental ground signs located at this building drive-thru lane. Per LDR Sec. 7.9.7.B.5. Incidental Ground Sign, the allowed height is four (4) feet and sign area is 12 square feet. The proposed two (2) incidental ground signs will have a height is four (4) feet and sign area is 2.75 square feet. A sign is also proposed on top of the new clearance bar structure with a sign area of 0.79 square feet. The proposed incidental ground signs meet the LDR standards as stated, and illustrated in Exhibit C and below.



Technical Deviation: As indicated in the above table for the primary façade wall sign, the request will require a deviation to allow the height at 44 inches. 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:

1. Describe in detail the Technical Deviation.

The requested deviation is to allow a primary wall sign with height at 44 inches on the north primary elevation/façade of the building. As stated above, and illustrated in Exhibit A and C, the proposed background color (Nebulous White SW 7063) is used specifically for primary façade wall sign and will be included in the calculations.

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

The proposed primary wall sign is not specifically prohibited and is permitted under LDR Section 7.9.8.A.2. The applicant is only requesting ARB approval to deviate from the allowed sign height standards to allow the proposed sign height at 44 inches (30 inches allowed for Minor Tenant Wall Sign).

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 requested sign height deviation is to allow the proposed primary wall sign with a contrasting background color that will provide visibility and ensure the sign is proportional to the area of the building attached. The proposed wall sign with a contrasting background color will help with the overall building aesthetics.

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

The requested deviations to allow a minor increase (14 in.) in sign height of for the primary wall sign should not negatively impact another tenant or building within this project. This existing freestanding building has frontage along Forest Hill Boulevard, which will provide visibility of the proposed primary wall sign on the north façade and secondary wall sign on the east façade.

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

The primary wall sign on the north elevation/façade is internal to the Wellington Plaza project, but will allow visibility to traffic along Forest Hill Boulevard and internal access drive. Approval of this request should not cause any negative off-site impacts for this minor increase (14 in.) in sign height. The proposed primary wall sign height at 44 inches (increase of 14 in.) is to allow the background color. The background sign area/height calculation should not be used for the wall sign lettering or any future primary wall sign.

Exhibit D is the applicant's Justification Statement with details on how this request meets the requirements. The applicant's complete Architectural Review Board application (2022-0024-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 2022-0024-ARB with the following conditions:

1. The exterior color (non-gloss finish) and material palette, and scheme shall be consistent with details as provided on Exhibits A and B, and:
 - a) The approved colors, materials, architectural details/features, etc., shall not be substituted for any other option (including future repainting) without ARB approval.
 - b) All fencing/railing, site furniture, trash receptacle, bike rack, light fixtures, etc., shall be finished in black color.

- c) All on-site visible exterior lighting shall be illuminated white light.
- d) Utility box, vents, rain gutter/downspouts, etc., shall be the same color as the area/surface it is attached/surrounded.
- 2. The signs for the free-standing building (Dunkin Building) within an outparcel of the Wellington Plaza project shall be consistent with Exhibit C, and as approved below;
 - a) Wall signs channel letters raceway, monument sign cabinet and other sign cabinet shall be painted to match the background color or the same color as the area/surface it is attached/surrounded.
 - b) Wall signs shall be consistent with the below approved standards:

Primary Wall Sign (North Façade/Elevation)		
Standards	Approved	Deviation
Number of Signs	1	0
Sign Area (Boxed)	12.53 sq. ft. (Letters Only) 41.06 sq. ft. (With Background Color)	0
Height (Boxed)	18 in. (Letters Only) 44 in. (With Background Color)	14 in. (With Background Color)
Length	8 ft. 4 in. (Letters Only) 11 ft. 2 in. (With Background Color)	0
Secondary Wall Signs (East Façade/Elevation)		
Standards	Approved	
Number of Signs	1	
Sign Area	12.53 sq. ft.	
Height	18 in.	
Length	8 ft. 4 in.	

- c) The primary wall sign background sign area and height calculation as approved above shall not be used for the wall sign lettering area or any future primary wall sign area.
- d) Monument sign structure shall be modified with a new sign cabinet, with a maximum sign copy height of 31 inches and sign area of 20.66 square feet (per side).
- e) Auxiliary ground sign (Digital Menu Board) shall have a maximum height of six (6) feet and sign area of 20 square feet.
- f) Incidental ground sign shall include a maximum of two (2) signs located at this building drive-thru lane with a height of four (4) feet and sign area of 2.75 square feet, and one (1) sign on top of the new clearance bar structure with a sign area of 0.79 square feet.
- g) All ground signs shall be landscaped completely around the base with groundcover and colorful shrubs/plants. Additional landscaping may be required at time of inspection.
- 3. The address identification/numbering height, if provided on the buildings/structures shall comply with the Palm Beach County Fire Code minimum requirements and shall not exceed the LDR maximums.

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4. Permit approval is required prior to construction/installation of proposed improvements.
5. Any modifications to this approval during permitting and/or construction shall require ARB approval.
6. The Planning and Zoning Division shall be contacted when the proposed work is completed for an inspection to ensure compliance with all approvals/conditions.
7. Amended plans as needed and consistent with these conditions shall be provided to the Planning and Zoning Division for final ARB approval processing.

Exhibits:

Exhibit A	Proposed Renderings/Elevations
Exhibit B	Proposed Color and Material Palette/Scheme
Exhibit C	Proposed Signs
Exhibit D	Applicant Justification Statement