



VILLAGE OF WELLINGTON

PLANNING, ZONING & BUILDING DEPARTMENT

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January 22, 2002

Jennifer Vail
Land Design South
1280 North Congress Avenue
West Palm Beach, Florida 33409

Re: ARB 01- 031
Wellington Green Mall MUPD "F"
Master Sign Approval for MUPD "F" – Outparcels F1, F2 and F3

Dear Jennifer:

On January 15, 2002, the Village of Wellington's Architectural Review Board (ARB) considered your request for the approval of the Master Sign Plan for MUPD "F". It was the decision of the ARB to APPROVE the numbers, locations, maximum height, and width of the monument signs, and the maximum square footage and location of the wall signs as per plans stamp-dated January 9, 2002. The ARB did not review any specific business sign design.

If you have any questions please contact me at 753-2430 extension 120.

Sincerely,



Olga M. Prieto
Associate Planner

C: Caryn Gardner-Young, Planning & Zoning Manager
File

Owner: Fern Development Ltd.

Petitioner: Fern Development Ltd.

Agent: Jennifer Vail, Land Design South

Legal Description 73-41-44-13-01-006-0000

Project Manager: Olga M. Prieto, Associate Planner

REQUEST:

The petitioner is seeking approval of a Master Sign Plan for the Wellington Green MUPD F including Outparcels (OP) OP-F1, OP- F-2, and OP-F-3. The request includes only exterior wall and freestanding monument signs. The review is for the number, locations, square feet, and maximum sizes of the signs. The review is NOT for any specific business sign design.

Background Information:

The property is located within the Wellington Green DRI, just west of the intersection of SR 7/441 and Forest Hill Boulevard on the south side of Forest Hill Boulevard. The property has a Future Land Use Designation of LS/MU and a zoning designation of MUPD. The site plan was approved on 12/12/01 and allows two outparcel restaurants sites and a 24-hour convenience store with gas sales and car wash.

STAFF REVIEW AND ANALYSIS:

Ordinance 99-20, Section S.2. Sign Requirements for Multiple Use Planned Developments (MUPDs) b. Master Sign Plan for New Commercial and Industrial Uses requires that a master sign plan must include all signage to be included as

part of the project, and shall specify the type, location, size and dimensions, illumination, content, landscaping, color, materials, and architectural style of all proposed signs. All signs shall comply with the regulations listed below:

- 1) **Compatibility**. The non-face area of monument signs shall be of similar character, shall be harmonious in color and shall be compatible with the architectural theme of the buildings found on site.

The site plan proposes two freestanding monument signs in Pod F. The one monument sign location is proposed for OP F-1, which is proposed between the OP-F-1 and OP-F-2. OP-F-3 shall have one freestanding monument sign at the corner of the property facing Fern Drive and perpendicular to SR.&7.

- 2) **Lettering Requirements**. All lettering shall be compatible in size, colors, and graphic style on ground-mounted signs.

The petitioner is proposing colors & lettering that reflects the official style of the respective tenant.

- 3) **Screening**. All mechanical and electrical elements of the sign shall be fully screened or concealed.

The plan complies with the standards.

- 4) **Maximum distance**. Signs shall not be mounted more than twenty-four (24) inches from the face of the building. Specific mounting dimensions and related information shall be supplied.

The plan complies with the standards.

- 5) **Materials**. Materials shall be used which blend and are compatible with the proposed building construction. Signs and buildings should be designed with a unifying architectural theme.

The petitioner or contractor shall submit samples of a sign's acrylic face with the building permit application.

- 6) **Lighting.** Lighting shall be subdued, non-glaring and compatible with the proposed architectural character and development and the community. Specific information regarding the nature, amount direction, etc., of illumination shall be provided as part of the master sign plan. Plexiglas faced, internally illuminated, box style signs are prohibited.

The plan complies with the standards.

- 7) **Maintenance.** All signs erected in accordance with this section shall be maintained in good appearance and repair and in accordance with the approved master sign plan and applicable specific sign standards of this Article.

The plan complies with the standards. The petitioner has provided a statement that signs will be properly maintained.

- 8) **Logos.** Logos or any federally registered trademark shall be permitted as follows:

- a. If designed as an integral part of the advertising copy;
- b. If displayed as registered

The plan complies with the standards. Logos are to be open channel construction, internally lighted with acrylic face and meet the overall square footage sign requirements.

- 9) **Colors.** Color on the non-face area of the monument, internal point of purchase signs and external point of purchase signs must be consistent with the Master Sign Program approved for the overall development.

Petitioner shall comply with the approved design and colors with the Master Sign Plan.

TENANT WALL SIGNS.

All tenant wall signs shall comply with the following standards:

- 1) **Number of Square Feet.** Wall signs shall be limited to a maximum size of 5% of the total square footage of the building elevation not to exceed 150 square feet per sign.

The plans comply with the standard.

- 2) **Maximum Sign Sizes.** National/Regional Tenant signs shall not exceed sixty (60) inches in height. Other tenants shall not exceed thirty (30) inches in height.

The plan complies with the requirement. The overall height of the sign shall not exceed sixty inches (60"). Additionally, the Developer is restricting the individual letters for National tenants to no higher than forty-eight inches (48") in height and for Regional tenants to no higher than thirty inches (30") in height.

- 3) **Maximum length.** Sign length shall not exceed 70% of the bay/store width for tenants with fronts 40 feet in length.

The plan complies with the standard.

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

The plan complies with the standard. Staff is aware that Romano's Macaroni Grill's sign possess a three-line copy, which will be addressed as a Technical Deviation under a separate application.

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.

The plan complies with the standard.

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

The plan complies with the standard.

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

The plan complies with the standard.

- 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.

The plan complies with the standard.

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

The plan complies with the standard.

- 6) **Number of Wall Signs.** One wall sign shall be permitted for each principal storefront façade of an individual bay or store or freestanding commercial building. When a commercial building faces multiple frontages, one wall sign may be permitted for each wall facing a road frontage with a maximum of three (3) wall signs total.

The plan complies with the standard. Only one wall sign above the principal building entry is permitted.

- a. **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.**

The plan complies with the standard.

- b. **Wall signage facing a residential zoning district within the same LS/MU shall comply with the requirements of this section in the same manner as all other wall signs.**

Not applicable. No signage faces a residential zoning district within the same LS/MU.

- 7) **Rear Wall Signs.** Signs located on a rear wall facing a road frontage may be allowed. The size of these signs will be limited to 75% of the size of the wall sign on the front façade. For those rear walls that are not facing a road, a nameplate or owner identification signs on or near the rear door is permitted.

Not applicable. No rear wall signs are proposed.

- e. **Window Signs.** The plan complies with the standards.

- f. **Under-canopy Signs.** Not applicable. No under-canopy signs are proposed
- g. **Menu signs.** The plan does not depict a location for a menu sign. The applicant shall comply with the standards.

Monument signs. The plan complies with the standards. The monument signs standards are the following:

- (1.) Height – The monument signs shall not exceed 5 feet in height.
- (2.) Length – Monument signs shall not exceed 8 feet in length.
- (3.) Sign area – Monument signs shall not exceed thirty-two (32) square feet in sign face area.
- (4.) Letter size – Lettering shall not exceed twenty-four (24) inches in height and, if applicable, shall be graphically consistent with the signs found on the remainder of the property.
- (5.) Copy - A maximum of two (2) lines of copy shall be permitted so long as the combined height of the lettering does not exceed thirty-six (36) inches.
- (6.) Number allowed. One (1) monument sign shall be permitted for each detached principal building. Not more than three monument signs shall be permitted for an entire commercial center or industrial park.
- (7.) Setbacks – Monument signs shall be maintained at a minimum five (5) feet setback from all property lines.
- (8.) Sign copy – Monument signs may advertise only businesses or tenants located upon the subject property.

- (9.) Installation – All monument signs shall be ground mounted on a continuous foundation or footing, or otherwise constructed so as to present a finished appearance.
- (10.) Color – Color and construction materials of the nonface area (i.e., the structure) must be consistent with the master sign plan.
- (11.) Separation – Monument signs shall be located a minimum distance of two hundred (200) lineal feet from any commercial or industrial center identification sign or any other monument sign.
- (12.) Landscaping – All monument signs shall be landscaped around the base of the sign to ensure that the structure blends in with the site and the character of the overall landscape plan. The area of landscaping shall not be less than the area of the sign face.

t. **Enforcement.** Village of Wellington's Code Compliance Division.

STAFF RECOMMENDATION:

Based on the above analysis, staff recommends approval of the Master Sign Plan in general standards for numbers, locations, maximum height and width of the monument signs, and the maximum square footage and locations of the walls signs:

1. At time of building permit submittal for individual signs, the contractor shall submit samples of all materials and colors, acrylic face of the sign, details of the sign (dimensions, installation, etc.), and sample of the awning material.
2. No changes are to be made to the Master Sign Plan without ARB approval.