



**Architectural Review Board
STAFF REPORT
PLANNING & ZONING DIVISION
May 16, 2018**

ARB Number: 18-038 (ARB 18-006)

Project Name: **Sprouts at Isla Verde Elevations and Signage with Technical Deviations**

Owner/Applicant: Shoppes at Isla Verde LTD
7900 Glades Road, Suite 600
Boca Raton, FL 33434

Agent: Alexander Ahrenholz
Cotleur & Hearing
1934 Commerce Lane Suite 1
Jupiter, FL 33458

PCN: 73-42-44-06-16-001-0000

Existing Zoning: Multiple Use Planned Development (MUPD)

Future Land Use Designation: Mixed Use

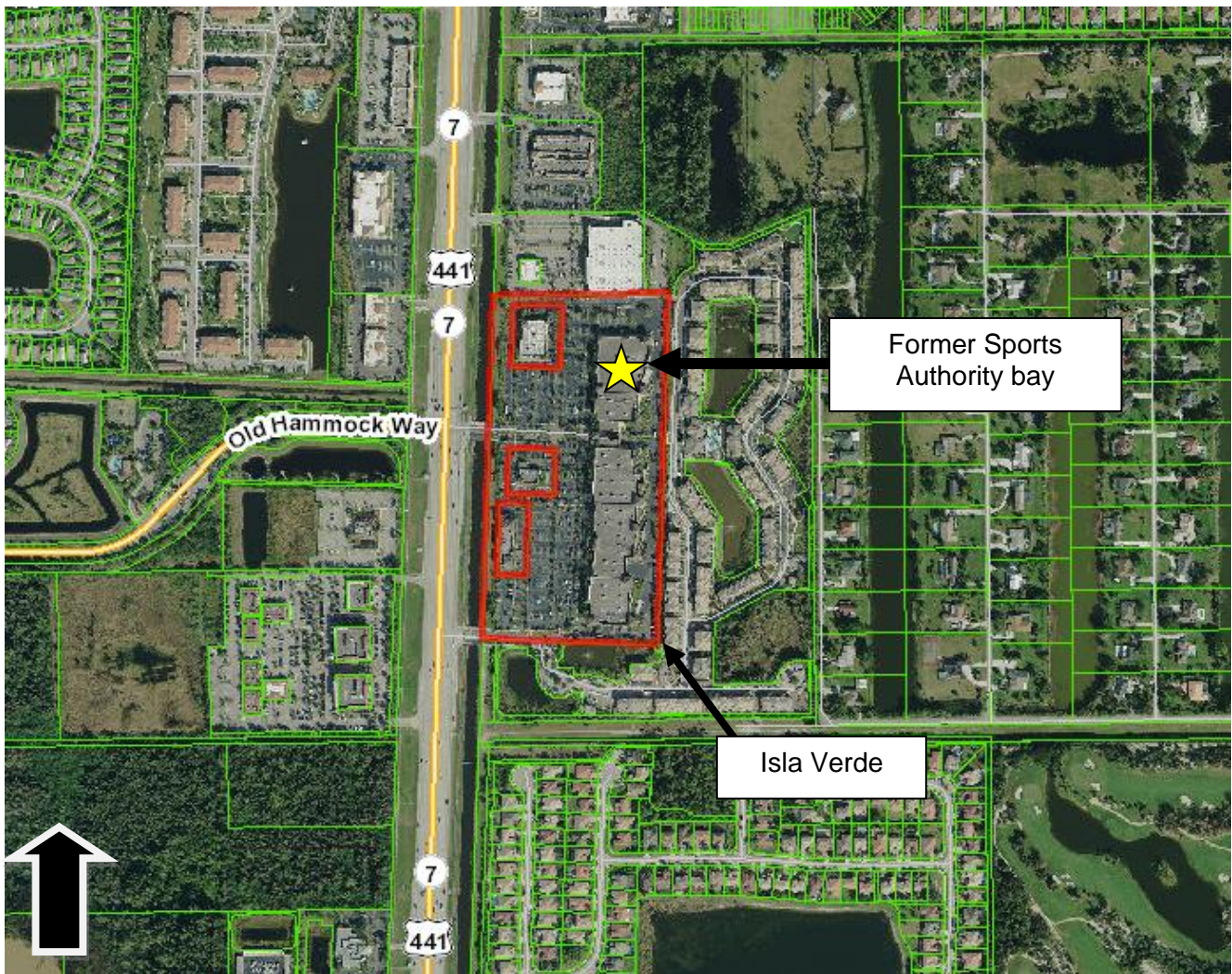
Project Manager: Kelly Ferraiolo, Senior Planner

REQUEST

Shoppes at Isla Verde, owner, is seeking Architectural Review Board (ARB) approval of the exterior elevations and signage with technical deviations for the Sprouts Farmers Market.

LOCATION AND VICINITY

Shoppes at Isla Verde is located on the east side of State Road 7 between Forest Hill Boulevard and Southern Boulevard. Sprouts Farmers Market will be located in the former Sports Authority Bay located on the northern portion of the main-inline building.



SITE HISTORY

The Isla Verde at Wellington (f.k.a. The Commons at Wellington) parcel was annexed into Wellington on January 27, 2004 by Ordinance No. 2003-01. The Comprehensive Plan Mixed Use Future Land Use Map (FLUM) designation was adopted October 26, 2004 by Ordinance No. 2003 – 17. The Rezoning (Ordinance No. 2006-12) and Master Plan (Resolution No. 006 - 04) were both adopted on June 13, 2006. On September 23, 2014, Council approved a Comprehensive Plan Amendment increasing the adjacent residential portion from 230 to 350 dwelling units.

The overall Isla Verde sites plan (Exhibit A – Proposed Site Plan), includes commercial and residential components. The development includes approximately 163,142 square feet of commercial development. The following Technical Deviations for signage have been approved for the plaza:

Technical Deviations Approved for the Commercial Portion of Isla Verde

Tenant	Tenant Size	Maximum Sign Height Per Code	Requested Increase	ARB Approved Sign Height	Maximum Sign Area
Sports Authority	42,183 SF	66 inches	24 inches	7 feet 6 inches	150 SF
Best Buy	30,350 SF	24 inches	90 inches (actual height of sign copy is 5 feet 6 inches)	9 feet 6 inches	147 SF
Ulta Beauty	10,000 SF	24 inches	42.5 inches	5 feet 6.5 inches	79.75 SF
Office Max	18,350 SF	24 inches	12 inches	3 feet	67.5 SF
Old Navy	18,350 SF	24 inches	48 inches	6 feet	150 SF
Petco	15,025 SF	24 inches	24 inches	4 feet	80 SF
Off Broadway	15,204 SF	24 inches	30 inches	4 feet 6 inches	90 SF
World Market	18,000 SF	24 inches	30 inches	4 feet 6 inches	146.25 SF

STAFF ANALYSIS – EXTERIOR ELEVATIONS:

The elevations (Exhibit B – Elevations and Materials) prepared by the agent, date stamped May 1, 2018 were reviewed for consistency with Section 6.5.19.I., Big Box Standards, of Wellington's, Land Development Regulations (LDR).

A. The intent of the Design Standards is to provide buildings and structures that reflect good design, utilize proper design concepts and are appropriate to the Village of Wellington.

1. The proposed building or buildings must be appropriate to the character of the area in which they are to be located, compatible with area land uses, and utilize materials, design and architecture that are compatible with the design, character and style of area development.

Response: Based on the renderings provided and the color palette submitted for the elevations, staff is of the opinion the proposed new tenant elevations is appropriate to the character of the existing center and compatible with the surrounding land uses. It utilizes the same or similar colors and stone that exists throughout the plaza.

2. The exterior design and appearance of the proposed building or building must not adversely affect the value of adjacent developed or vacant properties.

Response: The proposed design and appearance of the building will not adversely affect the value of adjacent developed or vacant properties. The main entrance does not face residential properties and is setback 1,000 linear feet from State Road 7/US 441.

3. Projects involving proposed construction of multiple buildings shall provide an overall unity of character and design. The use of architecture, designs,

materials and colors must produce a complete development that is both harmonious and internally consistent.

Response: The main in line building is existing and currently does provide an overall unity of character and design. The re-facing of the façade for the tenant provides a cohesive look for the center. **Staff does recommend the awnings to be black to match the existing center as other tenants have asked for other colors and were denied.**

4. Building shall be designed in a manner that is compatible with the character, mass, bulk and scale of surrounding structures.

Response: The proposed design of the building is compatible with the mass, bulk and scale of surrounding structures and the main in-line buildings.

5. Accessory buildings and structures shall conform to the design, materials, colors and style of the principal structures. Accessory buildings and structures should be clearly subordinate and complimentary to the principal structures.

Response: N/A

6. Signs shall be compatible with the architectural style, design, colors and materials of the proposed building or buildings and shall comply with the Village sign regulations.

Response: The applicant is requesting technical deviations for the tenant wall signs and a monument sign which is provided for in this staff report.

7. All exterior building finishes shall comply with the materials, schedules and color palettes that may be adopted by resolution of the Architectural Review Board.

Response: All exterior building finishes comply with the materials, schedules and ARB Approved Color palette.

- B. The Goal of the Land Use Element of the Comprehensive Plan is to ensure the future land-use pattern “preserves and protects the distinctive characteristics of the individual communities” which makes up Wellington.

1. Policy 1.3.8 Wellington has adopted regulations that limit building height to 35 feet or less in all categories except for professional or business offices within the State Road 7 Corridor, which shall be limited to a maximum height of 72 feet.

The proposed building has a building height of 31 feet to the top of the parapet. The building height is consistent with Policy 1.3.8 of the Land Use Element of the Comprehensive Plan.

COLOR PALETTE:

Some of the proposed changes will match the existing center which include the use of the color palette listed as A. Painted Colors and D. Existing Stone in Exhibit B. Below is a list of proposed material for the new tenant façade:

Awnings:

Material E – Wood Texture Break Metal (DS402U)

The awning colors are not consistent as the existing awnings throughout the center are black. Previous requests for other tenants to use colors other than black have been denied in the past. Staff does recommend the awnings to be black which is consistent with the center.

Building Colors/Materials:

Color B – Adaptive Shade (SW 7053)

Color C – Natural Choice (SW 7011)

Color F – Pure White (SW 7005)

Material G – Castle Brown Acme Brick

Windows:

Faux Glazing

Roof Top Mounted Mechanical Equipment

Per Section 6.5.19.I.4.b.i. of the LDR, all mechanical equipment, roof top equipment and other service function areas to be fully screened from view of adjacent properties and roadways at ground level. The roof mounted equipment must not be seen at 10 feet above grade and 200 feet from the structure. Per Exhibit C – Roof Top Mounted Mechanical Equipment, the mechanical equipment will be fully screened from view. **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.**

STAFF ANALYSIS - SIGNS:

The applicant is requesting one (1) primary wall sign, two (2) secondary wall signs, one (1) entry feature sign, window sign, and a temporary sign program as shown in Exhibit D – Sign Program and prepared by Atlas Signs. The request signs were reviewed for consistency with Section 7.14.11, Sign Requirements for Commercial and Industrial Uses of Wellington's (LDR).

Primary Wall Sign and Secondary Wall Sign:

The former Sports Authority tenant space was approximately 42,000 square feet which qualified this bay as a Major Tenant (over 40,000 square feet) allowing for a larger primary wall sign. The applicant is splitting the bay into two (2) separate tenant bays. The Sprout bay will be approximately 30,000 square feet making it a Local Tenant. Per Section 7.14.11.E of Wellington's LDR, Local Tenant Wall

signs shall be a maximum of 24 inches in height and 70% of the bay not to exceed 20 feet and a total area of 40 square feet. The applicant is proposing a sign 7 feet 3 inches in height and 30 feet 11 inches in length for a total sign area of 224 square feet. The applicant has provided samples of how the sign would look with different size signs (Exhibit E – Primary Wall Sign Options).

Due to the plaza having large tenant bays and our sign code not being accommodating to tenants of this size, most tenants within the center have requested technical deviations as shown in the table on page 3 in the Staff Report. Most of the signs have an architectural feature or border around the sign to lessen the empty space and to make the sign more proportionate to the building rather than getting approval for a massive sign.

Proposed Primary Wall Sign

	Height	Length	Sign Area
Requested	7 feet 3 inches	30 feet 11 inches	224 SF
Code	2 feet	20 feet	40 SF
Staff Recommendation	5 feet 9 inches	24 feet 4 inches	140 SF

Due to the size of the bay, the number of signs on the front façade requested and the signs previously approved throughout the plaza, staff feels the requested signage is too large. The tenant has provided a Standard Sign Book (Exhibit F) of sign options. **Staff recommends approval of a sign height of 5 feet 9 inches in height which is comparable in size to the Best Buy approval which is the same size tenant. Staff also recommends framing of the sign or some other architectural feature around the sign area like many of the other tenants to make the sign more proportionate to the building.**

The applicant is also requesting two additional smaller size signs on the front elevation. Typically, secondary wall signs are located on the ends of the tenant bay. This tenant is not located at an end bay. **Staff has no objection to allowing the additional signage, however, the signs shall not exceed half of the allowable height of the principal wall sign, which would be 2 feet 10 inches in height, and half of the sign area (both signs combined), which would be 70 square feet.**

Entry Feature Sign:

Isla Verde currently has three (3) monument signs along SR7/US 441: one (1) entry feature signs for the residential portion and two (2) entry features with signage (monument signs) for the commercial portion. The plaza does not have any single tenant or multiple tenant monument signs.

Per LDR Section 7.14.11.C., one (1) entry feature with signage is allowed at each side of a vehicular access. LDR Sec. 7.14.11.C.3. indicates entry features are allowed signage with two (2) line of copy not to exceed 36 inches in height to display the project or development. Two (2) additional (secondary) lines of copy not to exceed 36 inches in height may be allowed to include the name of one tenant or sales/leasing contact information. The main access drive (Isla Verde Drive) currently has entry features on both sides of the entrance with signage

incorporated only within the south entry feature. The applicant is now requesting to add signage to the north entry feature. The proposed signage copy is for Isla Verde project name and one (1) tenant (Sprouts) as indicated in Exhibit G. However, the signage shown has the tenant in larger copy making it seem that the project identification for the center is the tenant name rather than Isla Verde, which would be considered a freestanding monument sign. Being that the tenant is within the inline building and not a freestanding outparcel, Sprouts is not eligible for a freestanding monument sign. **Staff recommends that the Entry Feature Sign copy have the project identification copy as the main copy in larger letters and the tenant be the secondary copy in smaller letters.**

Window Signs:

The applicant is proposing vinyl signage within the front windows (Exhibit D). Per Section 7.14.11.F, a window sign shall not exceed 50% of the window area the sign is placed. The vinyl application takes up the entire window in which it is placed. **Staff recommends approval of the proposed Window Sign with the condition that no other window area of the entire tenant bay be covered.**

Temporary Grand Opening Signs:

A Temporary Sign Permit is usually required for temporary sign that meet the requirements of the code. However, the applicant has an extensive temporary sign program (Exhibit H – Temporary Sign Program) for advertising the opening of the store. The code only allows for one (1) 3' x 4' temporary banner for up to one week. This is not conducive to Sprouts temporary sign program. The applicant is requesting the following temporary signs:

- Coming Soon banner (4'10" x 12'4") to be displayed 80 days prior to opening
- Grand Opening banner (4'10" x 12'4") to be displayed for 30 days once an opening day is announced and once the permanent sign is in place.
- Now Open banner (4'10" x 12'4") to be displayed for 30 days after opening date.
- Two (2) Now Hiring freestanding signs (8'3" x 8'3") located on the north end the plaza and on the east end of the main access drive to be displayed 80 days prior to opening.

Wellington has a very strict temporary sign regulations. However, it is important for the patrons to know what new tenant is going in in the very large tenant space. **Staff recommends approval of allowing the banners on the building for the time frame stated above, however, does not recommend approval of the "Now Hiring" freestanding signs as they are not located within 25 feet of the tenant bay. Staff feels that the signage on the building is adequate signage and smaller sized copy on the banners could accommodate additional wording due to the elimination of the requested temporary freestanding signs.**

Section 7.14.9 Criteria for Technical Deviations:

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

The requested signs are all permitted by code. The applicant is requesting larger signs and more signs than what the code administratively allows.

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 main-inline buildings are setback approximately 525 feet from SR 7/US 441 with the CVS outparcel partially blocking the view of the primary wall sign. Most of the bays are rather large and most of the main-in line tenants have received technical deviations because of this.

The increased size of the window sign provides coverage to 100%. The tenant has a lot of windows. The window sign will be located next to the front entrance between two columns which offers a unique design for the tenant.

The tenant is one of the first Sprouts in South Florida. The temporary sign program requested will be valid overall, for 140 days. The applicant will not have a construction fence around the tenant space. If they had a construction fence, they could have the requested signs on the fence until the fence was removed.

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

Staff is recommending wall signs that are comparable in size to the other tenants to ensure that other tenants are not negatively affected by the approval. Approval of all the signs requested by the applicant in the sizes proposed would cause a negative impact as other tenants do not have that large of signs, that many signs, and as much exposure as Sprouts would.

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

Like stated previously, the main in-line buildings are setback far from the main roadway. Larger signs would allow patrons to locate the tenant safely.

RECOMMENDATION:

Based on the analysis noted above and the plans prepared for the tenant, staff recommends approval of the following:

1. All exterior elevation shall match what is shown in Exhibit B – Elevations and Materials. The color palette shall incorporate the colors below. No glossy paint shall be used:

Awnings:

Black to match the existing plaza

Building Colors/Materials:

Color A – Existing colors and stone throughout the center
Color B – Adaptive Shade (SW 7053)
Color C – Natural Choice (SW 7011)
Color F – Pure White (SW 7005)
Material G – Castle Brown Acme Brick

Windows:

Faux Glazing

2. All roof top mechanical equipment shall be screened from view as shown in Exhibit C – 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.
3. All site amenities, if any, shall match the colors that already existing within the center.
4. All approved signs shall be located as shown in Exhibit D – Sign Program.
5. The Primary Wall Sign for Sprouts shall follow the following sign requirements:
 - a. Number allowed – 1 primary sign
 - b. Maximum Sign Area – 140 square feet
 - c. Maximum Height – 5 feet 9 inches
 - d. Maximum Length – 24 feet 4 inches
 - e. Maximum Lines of Copy – 2
6. The Secondary Wall Signs shall be located on the front elevation and shall follow the following sign requirements:
 - a. Number allowed – 2 secondary wall signs
 - b. Maximum Sign Area – 70 square feet (combined)
 - c. Maximum Height – 2 feet 10 inches (combined)
7. The Entry Feature Sign shall be installed as follows:
 - a. Number allowed – 1 sign (north side of Isla Verde Drive)
 - b. Maximum Sign Area – 32 square feet
 - c. Maximum Height – 8 feet
 - d. Maximum Lines of Copy – 4 (Isla Verde project: 2 lines of copy with a maximum combined lettering height of 36 inches. Tenant: 2 lines of copy with a maximum combined lettering height of 36 inches)
 - e. The secondary (tenant) copy shall not be larger in size than the project identification (Isla Verde) copy.
 - f. The site plan shall be updated to indicate the location of the new monument sign.
 - g. Shall be compatible with the existing Isla Verde project Entry Feature Signs in colors and materials.
 - h. Shall be landscaped at the base per LDR Sec. 7.3.6.K.1.

8. The vinyl Window Sign shall be installed as shown in Exhibit D. No other window area of the entire tenant bay shall be covered.
9. The temporary sign program shall be installed as follows and as shown in Exhibit H with the exception of the "Now Hiring" Free Standing Signs which are not permitted.
 - a. One (1) Coming Soon banner (4'10" x 12'4") to be displayed 80 days prior to opening
 - b. One (1) Grand Opening banner (4'10" x 12'4") to be displayed for 30 days once an opening day is announced and once the permanent sign is in place.
 - c. One (1) Now Open banner (4'10" x 12'4") to be displayed for 30 days after opening date.
 - d. The tenant shall notify Planning and Zoning when each banner will be displayed to ensure the length of time does not exceed what has been approved.
 - e. Maximum number of days displayed – 140 days
 - f. No other temporary signs shall be permitted for the remainder of the calendar year (this includes Banners and Pole Banners).

Exhibits:

Exhibit A	Proposed Site Plan
Exhibit B	Elevations and Materials
Exhibit C	Roof Top Mounted Mechanical Equipment
Exhibit D	Sign Program
Exhibit E	Primary Wall Sign Options
Exhibit F	Sprouts Standard Sign Book
Exhibit G	Entry Feature Sign
Exhibit H	Temporary Sign Program