



**Architectural Review Board
STAFF REPORT
PLANNING & ZONING DIVISION
October 17, 2018**

ARB Number: 18-090 (ARB 18-014)

Project Name: **Capitol Carpet and Tile at Isla Verde Signage with Technical Deviations**

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

Applicant: Capitol Carpet and Tile
500 Industrial Way
Boynton Beach, FL 33426

Agent: Signarama
1367 N Military Trail
West Palm Beach, FL 33409

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

Existing Zoning: Multiple Use Planned Development (MUPD)

Future Land Use Designation: Mixed Use

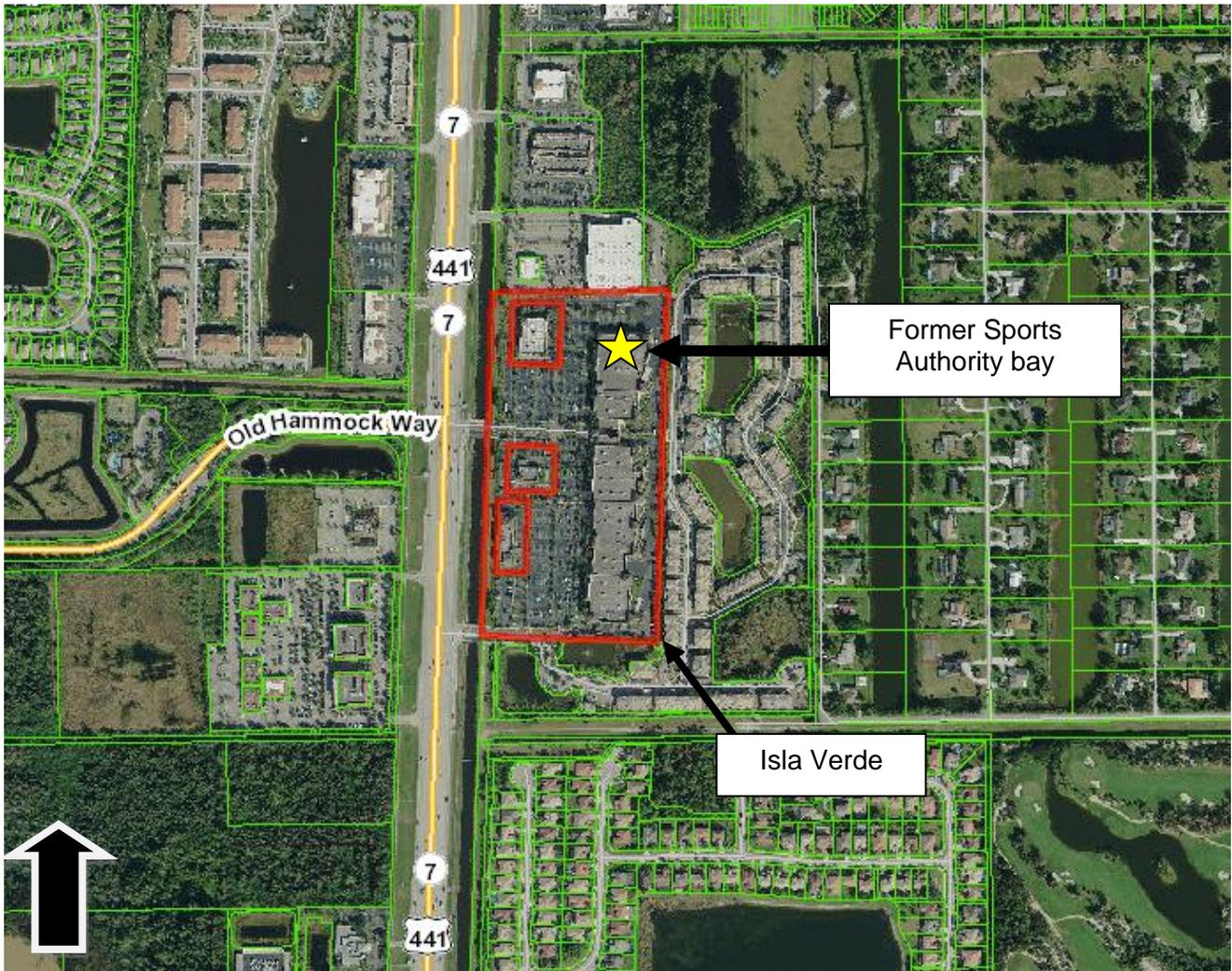
Project Manager: Kelly Ferraiolo, Senior Planner

REQUEST

Shoppes at Isla Verde, owner, is seeking Architectural Review Board (ARB) approval of signage with technical deviations for Capitol Carpet and Tile.

LOCATION AND VICINITY

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



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 site plan (Exhibit A –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 In-line Commercial Building Portion
of Isla Verde**

Tenant	Tenant Size	Maximum Sign Height/Length Per Code	ARB Approved Sign Height	ARB Approved Sign Length	Maximum Sign Area
Sports Authority	42,183 SF	66 inches/20 feet	7 feet 6 inches	20 feet	150 SF
Best Buy	30,350 SF	24 inches/20 feet	9 feet 6 inches	15.5 feet	147 SF
Ulta Beauty	10,000 SF	24 inches/20 feet	5 feet 6.5 inches	14.5 feet	79.75 SF
Office Max	18,350 SF	24 inches/20 feet	3 feet	22.5 feet	67.5 SF
Old Navy	18,350 SF	24 inches/20 feet	6 feet	25 feet	150 SF
Petco	15,025 SF	24 inches/20 feet	4 feet	20 feet	80 SF
Off Broadway	15,204 SF	24 inches/20 feet	4 feet 6 inches	20 feet	90 SF
World Market	18,000 SF	24 inches/20 feet	4 feet 6 inches	32.5	146.25 SF
Sprouts	30,000 SF	24 inches/20 feet	6 feet 2 inches	26 feet	159 SF
CVS	15,000 SF	24 inches/20 feet	36 inches	26.5 feet	79.5 SF
Verizon Wireless	5,000 SF or less	24 inches/20 feet	3 feet 1 inch (west); 2 feet 7 inches (east)	20 feet	62 SF
Chipotle/Anthony's Coal Fire	5,000 SF or less	24 inches/20 feet	3 feet 1 inch (west)/ 2 feet 10 inches (east)	20 feet	62 SF
Capitol Carpet (REQUESTED)	5,000 SF	24 inches/20 feet	4 feet 3 inches	26.5 feet	112.6 SF

STAFF ANALYSIS:

The applicant is requesting one (1) primary wall sign as shown in Exhibit B – Proposed Signage and prepared by Signarama. The requested sign was reviewed for consistency with Section 7.14.11, Sign Requirements for Commercial and Industrial Uses of Wellington’s (LDR).

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 owner has split the the bay into three (3) separate tenant bays. Sprouts, which was granted signage with technical deviations at the June 18, 2018 ARB meeting, is approximately 30,000 square feet, leaving 12,000 square feet for lease to another tenant. A 5,000 square foot portion of this space will be occupied by the applicant, Capitol Carpet and Tile. Due to the size of the bay, the tenant would be considered 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 4 feet 3 inches in height and 26 feet 6 inches in length for a total sign area of 112.6 square feet. The applicant has provided options of how the sign would look with different size signs as shown in Exhibit B and C. The options include signage allowed per code, 24 inches in height; and signage at a height of 48 inches and a length of 25 feet.

The tenant is located behind a freestanding CVS building and approximately 525 feet from State Road 7 limiting exposure from the right-of-way. The plaza also

has an option for a multiple tenant monument sign for additional exposure opportunities.



Due to the plaza having large tenant bays and the unique layout of the plaza being setback more than 500 feet from the roadway, most tenants within the center have requested technical deviations as shown in the table on page 3 in the Staff Report. Most tenants with the proposed sign size as the applicant is requesting are larger tenants with more than 15,000 square feet of tenant space. The reason for this unique circumstance is the amount of copy the applicant is requesting and the division of a tenant bay that was for a single user that was once visible from right-of-way, which is now three separate bays. Below is the summary of the signage that is requested versus what is permitted by code and staff's recommendation.

Proposed Primary Wall Sign

	Height	Length	Sign Area
Requested	4 feet 3 inches	26 feet 6 inches	112.6 SF
Code	2 feet	20 feet	40 SF
Staff Recommendation	3 feet 1 inch	20 feet	62 SF

Due to the size of the bay and wall signs previously approved throughout the plaza, staff feels the requested signage is too large. **Staff recommends approval of a sign height of 3 feet 1 inch in height which is equal in size to other tenants with a 5,000 square foot space.**

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 primary wall sign is permitted by code. The applicant is requesting a larger sign 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 buildings within this project are setback approximately 525 feet from SR 7/US 441 with the CVS freestanding building blocking the view of the tenants primary wall sign. Most of the bays are rather large and most of the tenants have received technical deviations because of this. However, the unique feature of the user with the entrance behind the building and no other signage within the plaza was created by the user/owner by the division of a tenant bay that was only supposed be occupied by a single user.

The applicant has provided a justification statement as to why they have chosen the copy they are requesting as shown in Exhibit C. The staff recommended size for this wall sign is appropriate as the sign will mostly be visible from within the site.

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

Staff is recommending a wall sign that is comparable in size to the other tenants with the same size bays to ensure that other tenants are not negatively affected by the approval. Approval of the signs as requested by the applicant would cause a negative impact as other tenants of that bay size would not have that large of a wall sign.

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

Like stated previously, the in-line building within this site is setback 525 feet from the main roadway. Larger wall signs would help patrons to locate the tenant space safely.

RECOMMENDATION:

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

1. The Primary Wall Sign shall follow the following sign requirements:
 - a. Number allowed – 1 primary sign
 - b. Maximum Sign Area – 62 square feet
 - c. Maximum Height – 3 feet 1 inch
 - d. Maximum Length – 20 feet
 - e. Maximum Lines of Copy – 2
2. Issuance of the building permit is required prior to the installation of the sign.

3. A site plan amendment is required prior to issuance of a building permit indicating the division of the tenant bay.
4. Landscaping shall not be removed and shall be installed as required with the approval of the Sprouts elevation and signage as shown in Exhibit E.
5. Any changes to approved materials, colors, signage or building design without approval of the ARB will result in delay and/or denial of a Certificate of Occupancy.

Exhibits:

Exhibit A	Site Plan
Exhibit B	Proposed Signage
Exhibit C	Signage per Code Requirements
Exhibit D	Capitol Carpet and Tile Justification Statement
Exhibit E	Approved Landscaping