



STAFF REPORT
PLANNING & ZONING DIVISION

I. PETITION DESCRIPTION

Petition Number: 19 – 25 (ARB 19 – 04)
Project Name: Palm Beach International Academy
Professional Center at Wellington
Owner: Broadview Realty I, LLC
Applicant/
Petitioner: Signarama
Agent: Gill Media, Inc.
Project Manager: Damian Newell, Senior Planner
Request: The petitioner is seeking Architectural Review Board (ARB) approval of a wall sign with technical deviation for Palm Beach International Academy in the Professional Center at Wellington project.

II. SITE DATA

Existing Use: Office/Medical
Parcel Size: 17.29 acre
Existing Land Use: Community Commercial
Existing
Zoning District: Planned Unit Development (PUD)
PCN: 73-41-44-16-20-001-0000
Location: The Professional Center at Wellington project is located at the northwest corner of South Shore Boulevard and Greenview Shores Boulevard. Exhibit “A” is a location map of the project with the subject building indicated.

III. LAND USE AND ZONING

EXISTING LAND USE, FUTURE LAND USE & ZONING

Dir.	Existing Use	Future Land Use	Zoning District
North	Wellington Place	Residential “F”	Agricultural Residential / Planned Unit Development (AR/PUD)
South	Horseshow Retail/Greenview Shores No. 2	Community Commercial / Residential “C”	AR/PUD
East	Suri West (F.K.A. Player’s Club)/Equestrian Village	Commercial Recreation	AR/PUD/Equestrian Overlay Zoning District
West	New Horizons Elementary / Tiger Shark Cove Park	Parks / Institutional- Public Facilities-Utilities	AR/PUD

IV. BACKGROUND

The Professional Center at Wellington Site Plan certified July 27, 2006 consisted of nine two-story buildings for a total of 183,900 square feet of medical and professional office. Currently one building is constructed in the southwest corner of the project with the remainder of the site still vacant.

The building elevations for the existing building were approved on November 15, 2006 by ARB 06 – 26. The approved elevations indicated windows and six glass doors on the first floor for the individual tenants. The first floor was constructed of removable concrete wall panels for the overall shell to allow custom window and door openings once a tenant was identified. Modifications to the approved first floor openings were approved on May 20, 2015 by ARB 15 – 05 to replacing the concrete walls with glass windows and doors on the first floor and add vinyl canopies. ARB recently approved a wall sign for the Wellington Physicians Urgent Care (ARB 17-12) located on the first floor of the building.

The applicant is now submitting for ARB approval to allow a wall sign for the Palm Beach International Academy school and tutoring center located on the second floor of the existing building.

V. STAFF ANALYSIS

Staff reviewed the request for Architecture Review Board (ARB) approval of the proposed wall signage for consistency with Wellington's Land Development Regulations (LDR) and approved Professional Center at Wellington project. The ARB approval for this project did not indicate any allowed wall signage for the buildings or tenants. The building was originally designed with internal access for the first floor tenants and allowed for directional signs throughout the site.

LDR Section 7.14.11.E. allows maximum sign area of two (2) square feet per lineal foot of building façade or 150 square feet, height of 24 inches, length 70 percent of the façade length or 20 feet and two (2) lines of copy for wall signs. The applicant is proposing one (1) wall sign (Exhibit B) with a height of 16 inches for the lettering and 24 inches for the logo. The proposed overall length is 40.92 feet, which is over the maximum allowed 20 feet.

Technical Deviation

Wellington's LDR Section 7.14.9.C. provides criteria for approval of Technical Deviation for signage in the case where the use or location of a building is of a nature that the requirements of the regulations negatively impact a proposed use/request. The Architectural Review Board (ARB) may approve Technical Deviations if these criteria have been satisfied. These criteria standards were utilized for review of the proposed wall signs as follows:

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

Response: The proposed wall sign on principal façade is not prohibited by the LDR. Wall sign are typical not allowed for tenants above the first floor, unless they have the main access/entry along the principal facade of that floor. This sign is for a tenant that occupies half of the second floor with direct access/entry along the principal facade of that floor. The requested deviation is to allow the overall length at 40.92 feet instead of

the allowed 20 feet. If approved by the ARB, this will be the only sign on the second floor.

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.

Response: The proposed size of the channel letter wall sign with a raceway is not an appropriate size for proposed location and will not enhance the aesthetic. This area has very limited space with the existing arched opening and banding/trim. As illustrated on Exhibit “B” the overall length of the sign with logo will extend beyond the arched opening pillars, which does not appear proportionate to the building façade or in scale with the available wall area. Staff notes the existing building is setback over 300 feet from South Shore Boulevard, however this tenant currently has signage on the existing multi-tenant monument sign along South Shore Boulevard and tenant directory sign in front of the building. With the building setback, the multi-tenant monument sign is intended to provide visibility along the right-of-way and the wall sign provides visibility within the site.

The tenant school/tutoring use is based on student’s that visit the location repeatedly and should be familiar with the location. This is not a unique tenant that warrants doubling the allowed length. Staff notes if this wall sign was limited to the allowed 20 feet it would limit visibility of the sign and not enhance the overall aesthetic of the building. Staff recommends an overall length of 36 feet to be in-line with the arched opening end pillars as illustrated on Exhibit “C”. This will require reducing the overall height; however the sign will be visible from within the site and appear more in scale.

Exhibit “B” – Applicant Proposed Wall Sign



Exhibit “C” – Staff Recommended Wall Sign



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

Response: As this tenant occupies half of the second floor (approximately 96 linear feet), the recommended sign length of 36 feet will not negatively impact another tenant or building within this project. Staff is only recommending the 36 feet length for this tenant for the space they are currently occupying on the second floor. If this changes in the future, they will need to reduce the length as allowed for the space or request ARB approval.

The proposed wall sign face color is blue which is not per the approved Professional Center at Wellington Master Sign Plan. Staff recommends the proposed "Palm Beach International Academy" lettering color be black to match the approved Professional Center at Wellington Master Sign Plan. The logo may remain as illustrated on Exhibit "C."

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

Response: The proposed wall sign is not orientated toward the adjacent residential development and will be setback over 300 feet from South Shore Boulevard. Approval of the staff recommended deviation to allow a length of 36 feet should help to ensure the wall sign will not have a negative off-site impact.

Staff recommends approval of the wall sign as illustrated on Exhibit "C" with the above modifications.

Exhibit "D" is the applicant's Technical Deviation Justification Statement. The approved Professional Center at Wellington Site Plan is provided for reference in Exhibit "E." The applicant's complete ARB application is available for review at the Planning and Zoning Division office.

VI. RECOMMENDATION

Staff recommends approval of the proposed wall signs for the Palm Beach International Academy within the Professional Center at Wellington project with the following conditions of approval:

1. The wall sign shall be consistent with Exhibits "C" and;
 - a) Wall Sign (principal east façade):
 - Maximum Signage Area: 72.16 square feet
 - Maximum Sign Height: 15 inches
 - Maximum Length: 36 feet (Technical Deviation). The length is only for Palm Beach International Academy space currently occupied on the second floor.
 - Maximum Lines of Copy: 1
 - Maximum Number of Signs: 1
 - Wall sign colors shall consist of black channel letters illuminated with white light at night. The sign raceway color shall be the same as the wall color. Change to the sign background/wall color is prohibited.
2. Building permit required prior installation of signage.
3. Prior to issuance of a building final, an inspection by Planning and Zoning Division is required to ensure compliance with all approvals.

List of Exhibits

Exhibit "A"	Location Map
Exhibit "B"	Proposed Wall Sign
Exhibit "C"	Staff Recommended Wall Sign
Exhibit "D"	Applicant's Technical Deviation Justification Statement
Exhibit "E"	Approved Professional Center at Wellington Site Plan