



**ARB STAFF REPORT
PLANNING & ZONING DIVISION
August 21, 2019**

ARB Number: 2019-0001-ARB

Project Name: Floor Specialists

Owner: Wellington Land Development LLC

Agent: Gill Strelec, Jr.

PCN: 73-41-44-23-03-000-0270

Existing Zoning: Flexible Zoning Employment Center (FZEC)

Future Land Use Designation: Industrial

Project Manager: Branden Miller, Planner

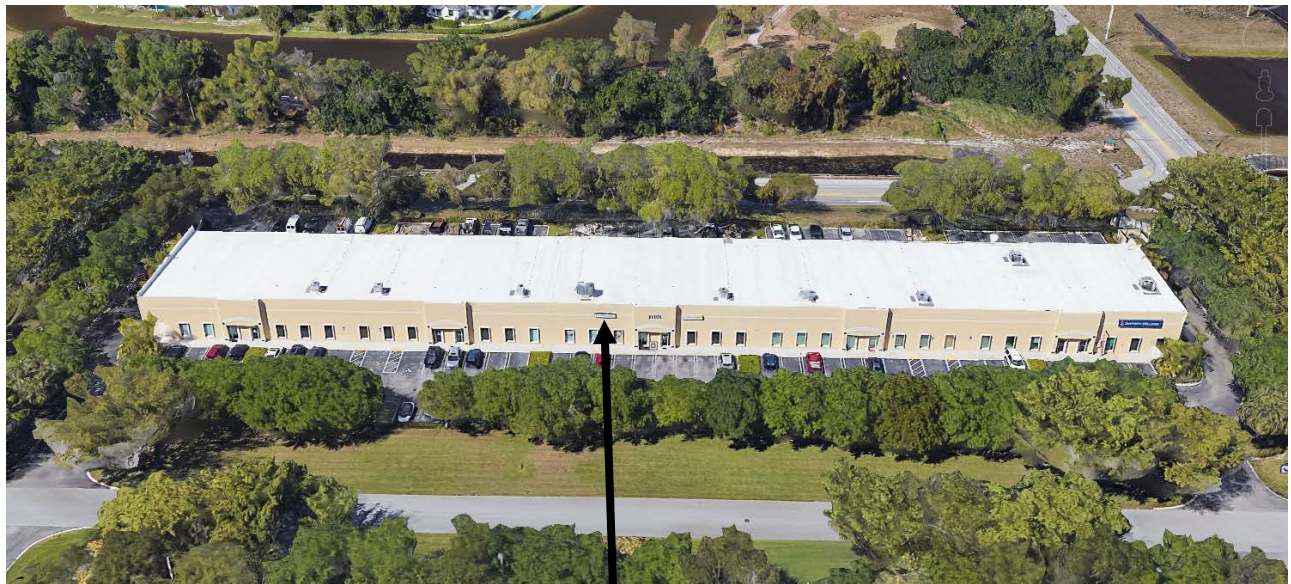
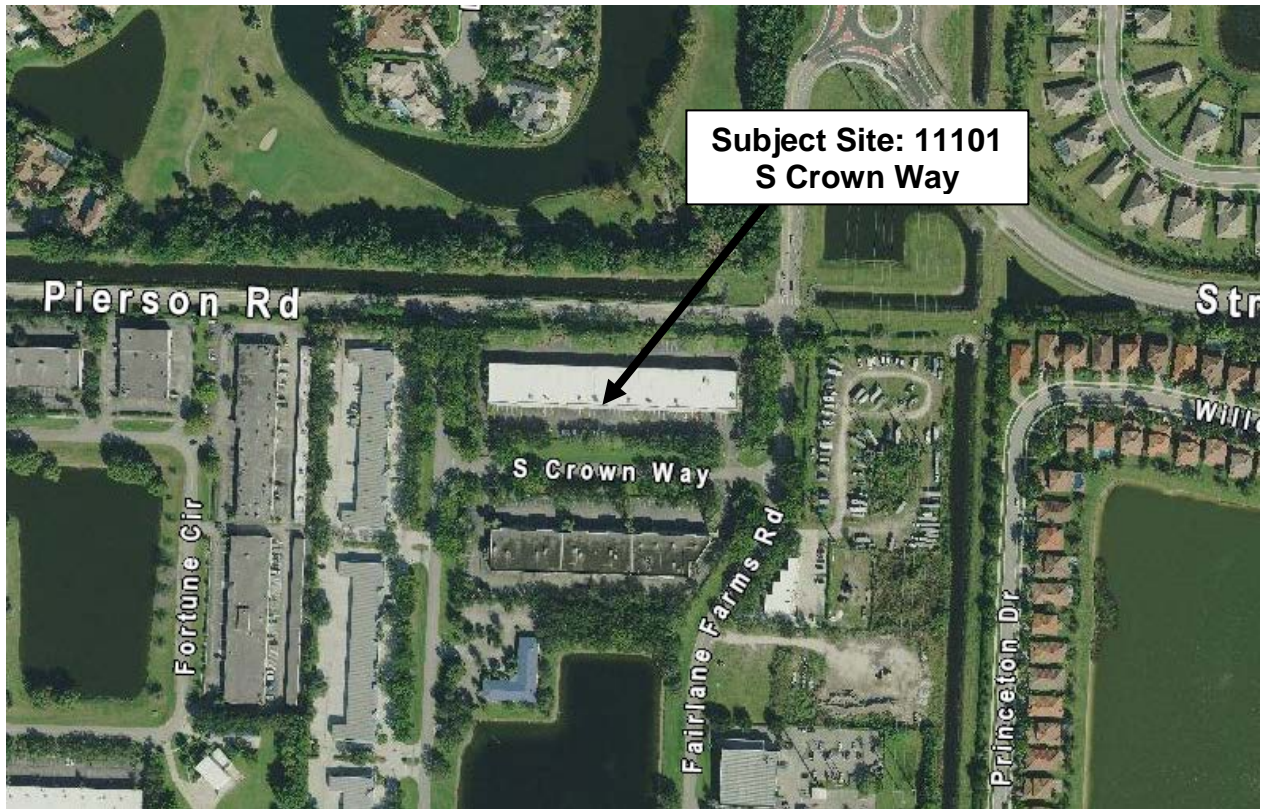
REQUEST

The agent, Gill Strelec, Jr., on behalf of the owner, Wellington Land Development, is requesting Architectural Review Board (ARB) approval for a tenant, Floor Specialists, to install signage with technical deviations.

LOCATION AND VICINITY

Floor Specialists is located at 11101 S. Crown Way, Suite 4, within the Wellington Commerce Park East. The building is located at the south west corner of Fairlane Farms Road and Pierson Road.

Project Location Map



**Subject Site: 11101
S Crown Way**

BACKGROUND

On November 12, 1981, Palm Beach County Board of County Commissioners approved the plat known as Wellington Park at Wellington PID. The Business Park consists of several buildings that contain a variety of industrial type tenants and storage buildings.

STAFF ANALYSIS

Staff completed their review based on plans submitted on June 28, 2019 prepared by Sign-A-Rama for consistency with Section 7.14.11.E. Major and Local Tenant Wall Signs and Section 7.14.9.0 Technical Deviations of Wellington's Land Development Regulations (LDR). The proposed signage is considered a Local Tenant Wall Sign.

Section 7.14.11.E Major and Local Tenant Wall Signs. The following standards shall be applied to major and local tenant wall signs in commercial and industrial zoning districts:

1. **Number of Square Feet.** *Wall signs shall be limited to a maximum size of two (2) square feet per lineal foot of principal storefront façade, not to exceed one hundred fifty (150) square feet per tenant.*

Complies. The overall storefront is approximately 100 linear feet in length which is permitted a maximum sign area of 150 square feet. The total sign area proposed for the sign is 80 square feet.

2. **Maximum Sign Sizes.** *Major tenant signs shall not exceed sixty-six (66) inches in height. Local tenant signs shall not exceed twenty-four (24) inches in height.*

Does Not Comply. The sign is proposed at a height of 48 inches in height which is double the 24 inches permitted for a Local Tenant.

3. **Maximum Length.** *Sign length shall not exceed the lesser of seventy percent (70%) of bay width or twenty (20) feet.*

Complies. The proposed length of the sign is within the maximum length of 20 feet.

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

Complies. The proposed sign contains two lines of copy.

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.*

Complies. All mechanical equipment will be screened from view.

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

Complies. The proposed sign is within an illuminated wall cabinet that is mounted flush to the wall and projects 8 inches.

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

Complies. The proposed sign will be mounted parallel to the building façade.

- 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.*

Complies. The proposed sign will be mounted flush on the front facade not extending above the roofline.

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

Not applicable. No other sign is proposed.

- 6. *Number of Wall Signs.*** *One (1) wall sign shall be permitted for each principal storefront façade of an individual bay or store.*

Complies. Only one sign is proposed for the tenant.

- a. *End location wall signs.*** *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.*

Not Applicable. No end location wall signs are proposed.

b. Residential zoning district limitation. *Wall signage facing a residential zoning district shall not exceed twenty-five percent (25%) of the maximum square footage allowed for the principal wall sign.*

Not Applicable. No signage faces a residential zoning district.

c. Required architectural treatment. *A second wall sign of this nature shall be allowed only if the architectural treatment of the primary façade is extended to include the wall located at the end of a shopping center.*

Not Applicable. The tenant is not located at the end of a shopping center.

7. Rear Wall Signs. *Signage located on a rear wall is prohibited. However, a nameplate or owner designation sign on or near the rear door of each business conducted on the premises shall be allowed. Rear wall signs shall not exceed three (3) square feet in size.*

Not Applicable. No rear wall signs are being requested.

7.14.9.0 - CRITERIA FOR TECHNICAL DEVIATION

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

Complies. The proposed sign is not a prohibited sign.

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.

Complies. The tenant is located within an in-line building with 10 other bays. The building is designed where there is an area that protrudes that has two tenant entrances and above the two doors is an area for signage for the tenants to share. This area is extremely limited in size and is not conducive to having two signs as it would look cluttered, out of place and confusing to the patrons. The applicant is requesting a larger sign to be placed between the two protruding entrances similar to the neighboring Sherwin Williams. The sign as proposed will be proportionate to the building façade as the existing façade has not much architectural detail and is a long blank wall.

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

Complies. The neighboring tenant, Sherwin Williams, has an existing sign that is approximately 48 inches in height and 20 feet in length. The sign will complement the existing signage already in place for other tenants.

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

Complies. The existing sign does not cause any negative off-site impacts. The building is located behind a landscape buffer with mature trees. The increased height will allow patrons to locate the tenant through the landscape buffer.

STAFF RECOMMENDATIONS:

Based on the analysis noted above and the plans prepared by Sign-A-Rama date stamped June 28, 2019 staff recommends approval with the following conditions:

1. The proposed sign has comply with the dimensions, location and mounting as shown in Exhibit A — Sign Details.
 - a. Maximum Sign Height: 48 inches (Technical Deviation)
 - b. Maximum Length: 20 feet
 - c. Maximum Signage Area: 80 square feet
 - d. Maximum Lines of Copy: 2
 - e. Maximum width of sign cabinet: 8 inches

Exhibit A – Location

[illegible]



The way to grow your business.

South Elevation - 11101 S Crown Way Wellington, FL unit 4

EXISTING CONDITION SIGN TO BE REMOVED UPON APPROVAL OF ARB
NEW SIGN APPLICATION. EXISTING SIGN 2'X10'

PROPOSED LOCATION OF NEW 4'X20' SINGLE FACE SIGN

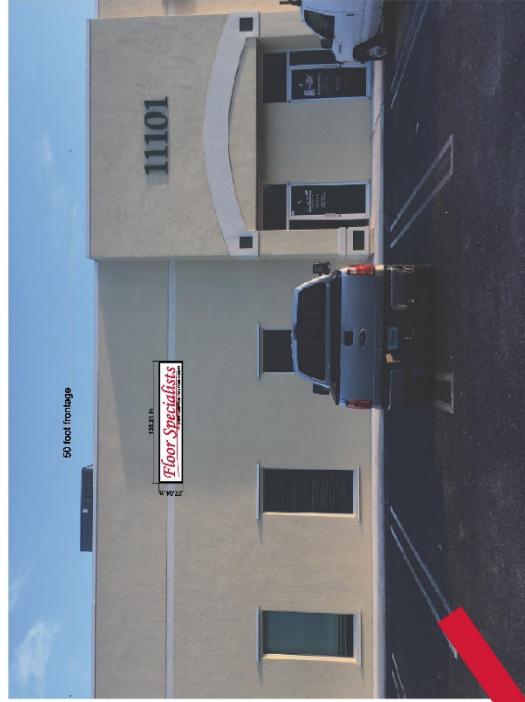


Exhibit B – Elevations

100 foot tenant frontage



COLORS ON DESIGN
ARE REPRESENTATIONS
AND ARE NOT EXACT.
A SWATCH WILL BE
PROVIDED UPON
CUSTOMER REQUEST

Client: Wellington Floor Specialist
Location: 11101 Crown Way
Date:
Sales: Lino
Artwork: Lino
File Name:

Signarama
The way to grow your business.
1367 N. Military Tr. West Palm Beach, FL
Ph: 561.687.7993 Fx: 561.687.1629
diana@signaramawpb.com

Client: _____ Date: _____
Landlord: _____ Date: _____
Notes: These drawings are the exclusive property of Signarama, LLC. They are submitted to you solely for your review and are not to be used for any other purpose without the written consent of Signarama, LLC. Any reproduction or use of these drawings without the written consent of Signarama, LLC is strictly prohibited. Signarama, LLC is not responsible for any errors or omissions in these drawings. Signarama, LLC is not responsible for any delays or cancellations of these drawings. Signarama, LLC is not responsible for any damages or losses resulting from the use of these drawings. Signarama, LLC is not responsible for any other matters relating to these drawings.

Single face illuminated wall sign with acrylic
face and translucent copy painted black.
overall Sq. Ft = 80

Exhibit C – Justification Statement

Village of Wellington Architectural Review Board,

Justification Statement:

A: The proposed request is consistent with the Purpose, goals, objectives and policies of the comprehensive plan. The board and Village of Wellington has already approved other tenants in the same building and surrounding area for what we are asking. So it's consistent with Wellington's LDR purpose and intent. Based on the size of the storefront, the request would work better aesthetically on the building and match with the other signage on the building and neighborhood. Based on the unique style of logo and font, the requested increase is justified, in our opinion.

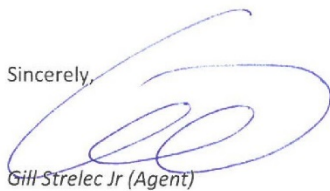
B, C & D: See above answer

Technical Deviation Statement:

A,B,C & D: The technical Deviation is to replace the existing sign size from 24"h x 120"w to 48"h x 240"w proposed, exceeding the allowed square footage as per the Village of Wellington code. The surrounding area has been rewarded technical deviation in the recent past and our slight increase does not negatively impact any other business's signage impact. The sign location and size is requested so that business patrons and potential customers can locate the entrance and legibly read the name of the business from the main road (S. Crown Way) and parking lot, which is one of the main reasons for renting this particular unit.

E: The Technical Deviation does not cause any negative off site impact since it's in a warehouse district with similar signage, businesses and main road visibility.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Gill Strelec Jr.', is written over a horizontal line.

Gill Strelec Jr (Agent)