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**ARCHITECTURAL REVIEW BOARD APPLICATION  
PART 2, SECTION III  
TECHNICAL DEVIATION JUSTIFICATION STATEMENT  
Submittal #2**

To whom it may concern,

Thank you for taking the time to review and consider the attached Architectural Review Board Application for the proposed Lotis Wellington Master Sign Plan.

Southeast Creative Group Inc DBA Southeast Sign Company, a Florida Licensed Electrical Sign Company, has been contracted to create a Master Sign Criteria for Lotis Wellington.

All signage contained within this plan has been thoughtfully designed to accommodate the vast needs of this mixed use property, while complementing the architectural elements, colors and themes found within the property.

Like any project, this property has its challenges due to its placement along SR-7 and the multitude of attractions contained within the property. Therefore, we are requesting the following technical deviations as it relates to the ground signage on the property.

Based on the recommendations of the board concerning our application during the August 2021 ARB Meeting, we have made significant changes to the originally submitted sign plans. An expanded, detailed account of each revised technical deviation request can be found below based on sign type:

- Sign Type A - Entry Wall Signage - **Sign # 1 & 2**
  - Technical Deviation Requested - Ch. 9, Sect 7.9.7, Article 2
    - Technical Deviation requested to increase sign area square footage allowance to 110.45 SF, from the current code allowance of 32 SF. Due to the extremely limited road frontage along SR-7 and the setback nature of the property, many of the primary attractions are not easily identifiable from State Road 7. Therefore, we are requesting additional identification area allowance to accommodate these visibility restrictions. We would utilize the additional allowance to identify the primary land uses to be displayed on the entry feature, along with the "LOTIS" name and the

Architectural Lighting Feature, which is a common design theme and unique feature throughout the signage on the property. Given the fact that the entry signs are located on the sole main entrance to the property along SR-7, we feel that this request is valid and would benefit traffic flow into the property by providing clear and direct information, causing less hesitation of traffic and questioning where to turn to enter the property. We do not believe that this deviation would have any negative off-site impacts.

- Sign Type .1- Multi-Panel Monument Sign - **Sign #3 - Option A**
  - Technical Deviation Requested - Ch. 9, Sect 7.9.7, Article 2-B
    - Technical Deviation Request to increase sign area square footage allowance to 82.65 SF from current code allowance of 32 SF.
      - Due to the limited number of entrances to a property of this size (1 Main Entrance along SR-7) and the limited street level frontage, the sole opportunity to provide identification for tenants will be on one Multi-Panel Monument Sign. We believe that by increasing the allowable sign area, we are able to aesthetically identify the number of tenants while keeping to the colors, themes, materials and features consistent with those that are found within the signage and property. The Multi-Panel Monument Sign has been designed and placed to avoid any negative off site impacts and will not encroach or block visibility to other signage or attractions on the property.
    - Technical Deviation Request to increase overall height allowance to 195.5", from current code allowed height of 96".
      - As per the aforementioned constraints regarding frontage limitations and entrances, the only viable option to fulfill the obligation of tenant identification for a property of this size on one sign structure would be to build it up vertically. Granting of this deviation would allow us to provide a thoughtfully crafted Multi Panel Monument Sign that is consistent in sizing, illumination, color and finishes for all tenants and would compliment the property and surrounding area. We do not envision any off site negative impacts regarding this deviation request.
    - Technical Deviation Request to increase graphic area row maximum requirements to include (2) primary rows and (3) secondary rows for a total of (8) available tenant identification areas on each side of the sign.
      - Current code maximum is identified as allowing a single (1) primary graphic area on top of the secondary graphic area. Secondary Graphic Area is described as being up to four (4) rows containing a maximum of eight (8) secondary graphic areas. Our deviation request would effectively increase the primary area by one (1) row, for a total of two (2) primary top rows. We believe this to be a reasonable request given the number of tenants in the property and the efforts to maintain the material and finish themes

found throughout the property, while accomplishing all of this on one (1) sign. We do not believe that this request would pose any off site negative impacts.

- Technical Deviation Request to place multi-panel monument sign within 200 feet of other freestanding monument signs
  - Current code states that monument signs are to be separated 200 linear feet from the next closest monument sign. Due to the very nature of the layout of the property and the placement of the buildings and entrance, we are requesting to place a single Multi Panel Monument Sign within 200 feet of other monument signs on the property. A site map displaying the distances between proposed signage can be found on page 3 of the submitted Master Sign Plan renderings. We believe that the proposal to place the Multi Panel Monument Sign in this location does not pose any off site negative impact and has been carefully evaluated and the proper setbacks have been established to ensure safe passage for vehicular traffic by placing this sign inside the median of the entrance of the property.
- Sign Type B.2 - Multi-Panel Monument Sign - **Sign #3 - Option B**
  - Technical Deviation Requested - Ch. 9, Sect 7.9.7, Article 2-B
    - Technical Deviation Request to increase sign area square footage allowance to 61.29 SF from current code allowance of 32 SF.
      - Due to the limited number of entrances to a property of this size (1 Main Entrance along SR-7) and the limited street level frontage, the sole opportunity to provide identification for tenants will be on one Multi-Panel Monument Sign. We believe that by increasing the allowable sign area, we are able to aesthetically identify the number of tenants while keeping to the colors, themes, materials and features consistent with those that are found within the signage and property. The Multi-Panel Monument Sign has been designed and placed to avoid any negative off site impacts and will not encroach or block visibility to other signage or attractions on the property.
    - Technical Deviation Request to increase overall height allowance to 158.5", from current code allowed height of 96".
      - As per the aforementioned constraints regarding frontage limitations and entrances, the only viable option to fulfill the obligation of tenant identification for a property of this size on one sign structure would be to build it up vertically. Granting of this deviation would allow us to provide a thoughtfully crafted Multi Panel Monument Sign that is consistent in sizing, illumination, color and finishes for all tenants and would compliment the property and surrounding area. We do not envision any off site negative impacts regarding this deviation request.

- Technical Deviation Request to increase graphic area row maximum requirements to include (2) primary rows and (3) secondary rows for a total of (8) available tenant identification areas on each side of the sign.
  - Current code maximum is identified as allowing a single (1) primary graphic area on top of the secondary graphic area. Secondary Graphic Area is described as being up to four (4) rows containing a maximum of eight (8) secondary graphic areas. Our deviation request would effectively increase the primary area by one (1) row, for a total of two (2) primary top rows. We believe this to be a reasonable request given the number of tenants in the property and the efforts to maintain the material and finish themes found throughout the property, while accomplishing all of this on one (1) sign. We do not believe that this request would pose any off site negative impacts.
- Technical Deviation Request to place multi-panel monument sign within 200 feet of other freestanding monument signs
  - Current code states that monument signs are to be separated 200 linear feet from the next closest monument sign. Due to the very nature of the layout of the property and the placement of the buildings and entrance, we are requesting to place a single Multi Panel Monument Sign within 200 feet of other monument signs on the property. A site map displaying the distances between proposed signage can be found on page 3 of the submitted Master Sign Plan renderings. We believe that the proposal to place the Multi Panel Monument Sign in this location does not pose any off site negative impact and has been carefully evaluated and the proper setbacks have been established to ensure safe passage for vehicular traffic by placing this sign inside the median of the entrance of the property.
- Sign Type C - Small Tenant Monument Signage - **Sign #5 & 6**
  - Technical Deviation Requested - Ch. 9, Sect 7.9.7, Article 2-B
    - Technical Deviation Request to place small tenant monument signs within 200 feet of other freestanding monument signs.
      - Current code states that monument signs are to be separated 200 linear feet from the next closest freestanding monument sign. Due to the very nature of the layout of the property and the placement of the buildings and outparcels, we are requesting to place Small Tenant Monument Sign within 200 feet of other monument signs on the property. Unfortunately, due to a total SR-7 frontage of 687', the spacing of 200' between freestanding monument structures is not feasible for the size of the contents of this property. A site map displaying the distances between proposed signage can be found on page 3 of the submitted Master Sign Plan renderings. We believe that the design of the monument

signage is consistent with the materials, finishes and themes of the property and complementary to the project as a whole and would pose no offsite negative risks.

We hope that the board will find that the requests herein to be reasonable and sought with the focus of enhancing the property aesthetic, addressing frontage limitations, and keeping traffic flows optimized.

Detailed and expanded calculations for these requests can be found on the last page of the submitted Master Sign Plan renderings. A detailed signage placement guide that has distances between signs can be found on page 3 of the submitted master sign plan.

If you have any questions on our proposed plan, please feel to contact us directly at (754) 332-2263, or at [info@southeastsignco.com](mailto:info@southeastsignco.com)

We appreciate your time and consideration.

Best Regards,

Nicholas Santoriello

*President*

**Southeast Creative Group Inc DBA Southeast Sign Company**