MEMORANDUM

To: Architectural Review Board

From: Damian Newell, Senior Planner

Date: October 13, 2021

Subject: Petition No. 2021-0007-ARB
Lotis Wellington Master Sign Plan (Ground Signs – State Road 7/US 441)

This request was heard at the August 18, 2021 Architectural Review Board (ARB) meeting and only interior signs for the Lotis Wellington project were approved. The Board tabled the discussion on the signs located along the projects frontage on State Road 7/US 441. This was to allow the applicant time to provide one (1) overall rendering that shows all the proposed signs along State Road 7/US 441, redesign the sign area/copy, and relocate the signs (Small Monument Sign) to increase the separation between the signs.

Per ARB request, the applicant submitted the attached revised plans and justification for approval of the signs along State Road 7/US 441.

With this submittal the applicant is;

- Removing one (1) of the tenant panels from Sign Type A (Entry Wall Sign) located on each side of the project access drive.
- Added “LOTIS” to the sides of Sign Type A (Entry Wall Sign) to provide visibility to north and southbound traffic along US 441. The “LOTIS” copy is still proposed on the front face (Facing US 441) of the sign. Staff recommends that Sign Type A has the “LOTIS” copy on the front face (Facing US 441) of the sign and not both as requested by the applicant.
- Provide Sign Type B (Multi-panel Monument Sign) with an overall height of 16.5 ft. and 10 tenant panels. Staff recommends that Sign Type B be limited to an overall height of 13.5 ft. and eight (8) tenant panels.
- Removing one (1) Sign Type C (Small Monument Sign) from the request.
- Increasing the separation between the signs along US 441. Proposed separations are 55 ft. (#2 and 3), 74 ft. (#1 and 3) and 110 ft. (#1 and 6/#2 and 5).

Staff recommends approval with the following amended conditions from the August 18, 2021 meeting:

1. Entry Wall Sign (Sign Type A/Sign # 1 & 2) shall be consistent with the attached and;

   a) The entry wall shall be concrete with Eldorado Stone European Ledge-Glacier finish as illustrated on the architectural drawings (attached), and have a minimum structure length of 45 feet on each side of the project's main vehicular access point along State Road 7/US 441.
   b) Be consistent with the below approved standards:

Standards	Approved	Deviation
Number of Signs (Mounted on Entry Wall)	6 (3 each side of the main access point)	4
Sign/Graphic Area	84 sq. ft. (each side of the main access point)	52 sq. ft.
Wall Structure Height	5 ft. minimum / 20 ft. maximum	0
Separation	55 ft. and 74 ft. min form Sign #3 110 ft. min form Sign #5 and 6	90 ft./145 ft.

2. Multi-panel Monument Sign (Sign Type B/Sign #3) shall be consistent with the attached and;

   a) Tenants on the multi-panel monument sign shall be limited to those with no monument sign along State Road 7/US 441.
   b) Be consistent with the below approved standards:

Standards	Approved	Deviation
Number of Signs	1 (median at main access point)	0
Structure Height	13.5 ft.	5.5 ft.
Sign/Graphic Area	62 sq. ft. (each side)	30 sq. ft.
Height of Secondary Graphic Area	8.5 ft. (each side)	4.5 ft.
Number of Tenants	8 (each side)	0

Height of Tenant Area	15.5 in. (each tenant)	3.5 in.
Tenant Lines of Copy	2 (each tenant)	0
Separation	55 ft. min from Sign #2 74 ft. min from Sign #1	126 ft./145 ft.

3. Small Monument Sign (Sign Type C / Sign #5&6) shall be consistent with the attached and;

   a) Be consistent with the below approved standards:

Standards	Approved	Deviation
Number of Signs	4 (Access: 2 / Frontage: 2)	0
Structure Height	6 ft.	0
Sign Area*	15 sq. ft.	0
Lines of Copy*	2 for Sign #5-7 4 for Sign #8	2 for Sign #8
Copy Height (Overall)*	30 in.	0
Separation**	75 ft./175 ft. min.	25 ft./125 ft.

   * Each side as needed per the location.
   **As illustrated on the attached (Sheet: Road Signage Placement W/ Dimensions).

Southbound Traffic View