

Minutes  
Architectural Review Board  
October 20, 2021 at 7:00 p.m.

The regular meeting of the Wellington Architectural Review Board was held on October 20, 2021 in Village Hall at 12300 Forest Hill Boulevard.

**I. CALL TO ORDER/ROLL CALL**

Stacy Somers called the meeting to order at 7:00 p.m.

Board Members Present: Stacy Somers, Thomas Wenham, Luis Rodriguez, Dayna Bertola, Miguel Alonso, and Roger Grave de Peralta

Board Members Absent (Excused): Ryan Mishkin

Staff Present: Kelly Ferraiolo, Senior Planner, and Damian Newell, Senior Planner

**II. PLEDGE OF ALLEGIANCE**

**III. REMARKS BY CHAIRMAN**

**IV. APPROVAL OF MINUTES**

Approval of the August 18, 2021 Architectural Review Board Meeting Minutes

**A motion was made by Thomas Wenham, seconded by Dayna Bertola, to approve the August 18, 2021 Architectural Review Board Meeting Minutes. The motion passed unanimously (6-0). Ryan Mishkin had an excused absence.**

**V. ADDITIONS & DELETIONS**

**Kelly Ferraiolo added Ex-Parte Communication to the agenda. All Board Members, except Luis Rodriguez, provided summaries of their ex-parte communication with the agent and applicant and all stated they could be fair and impartial. Mr. Rodriguez did not have any ex-parte communication.**

**VI. SWEARING IN OF WITNESSES**

Stacy Somers swore in all those who would testify before the Board.

**VII. OLD BUSINESS**

**Petition 2021-0007 ARB Lotis Wellington Master Sign Plan (Ground Signs)**

Damian Newell provided a presentation on the updated request for the monument signs for Lotis Wellington along SR7/US441. At the August 18, 2021 ARB meeting, the Board approved the internal ground signs for the project and asked the applicant to make modifications to the monument signs along SR7/US441.

Rich Kasser, Project Director for Lotis Wellington, provided a presentation on the amended request for the monument signs. The request included a reduction of the

number of small monument signs, reduction of the size of the multi-panel sign and number of panels, removal of one of the individual panels on the entry wall signs, and increased separation between signs.

Thomas Wenham supported the entry wall signs. He felt the multi-tenant sign panels were too small for a very fast road. He also didn't know if the small monument signs were needed if the wall signs for tenant was adjacent to the monument sign.

Mr. Alonso asked if Sign #3 is setback the same as #1 and #2 and Mr. Kasser confirmed they are all setback equally. He also asked if the interior Lotis signs on the entry wall sign were illuminated, and Mr. Kasser confirmed they are. Mr. Newell stated staff is not recommending approval of the interior facing Lotis signs on the entry wall. Mr. Alonso felt that the interior facing sign is more visible when driving. Mr. Grave de Peralta stated if the interior Lotis sign wasn't there, it would be a 20-foot blank wall.

Ms. Ferraiolo recommended breaking apart the motions being that there are so many signs.

Mr. Rodriguez agreed with Mr. Wenham with the removal of the multi-tenant sign. If they remove the multi-tenant signs then no one would be left out, no one would have a sign. Mr. Kasser stated there is no opportunity for the tenants within the Square at Lotis Wellington to have visibility on SR7 as they are setback over 400 feet from the right-of-way.

Ms. Somers stated they have multi-tenant signs all over Wellington for tenants that are closer to the road then the tenants in Lotis. She is trying to differentiate the difference between this project and projects on Forest Hill Boulevard that have multiple small monument signs and multi-tenant signs. Mr. Wenham stated that the difference is SR7 is a 50+ MPH roadway and a wider road. If you found Lotis, you found where you need to be, then you follow the interior directional signs to get to your destination.

Mr. Kasser stated Wellington Reserve just north of Lotis has three (3) small monument signs closer to the road and lower to ground. That project is also not signalized.

Mr. Grave de Peralta likes the look of the 13-foot multi-tenant sign next to the tall entry wall signs. Ms. Somers did not see a problem with 10 tenant panels.

Mr. Newell stated the recommendation for the entry wall sign is to have six (6) sign areas total. The applicant is requesting eight (8) sign areas. Each tenant panel will have its own branding and the names on the panel within the boards' packet are just for illustration purposes only.

The board discussed the blank backside of the entry wall sign and how to screen it so it isn't a 20-foot blank wall.

### **Sign Type A (Signs #1 and #2)**

**A motion was made by Dayna Bertola, seconded by Luis Rodriguez, to approve the Entry Wall signs (Sign Type A - Signs #1 and #2) as requested by the applicant. The motion was amended to add a condition that the white, blank portion of the sign/wall be landscaped. The amended motion passed unanimously (6-0). Ryan Mischkin had an excused absence.**

Mr. Wenham did not like how the small monument sign was next to the free-standing building and says the exact same thing. Mr. Kasser stated no wall signs have been approved and it is just shown for illustration purposes. Mr. Newell stated that freestanding buildings are permitted to have a small monument signs. They are only asking for a deviation for the separation.

### **Sign Type C (Signs #5 and #6)**

**A motion was made by Roger Grave de Peralta, seconded by Miguel Alonso, to approve Sign Type C (Signs #5 and #6) as requested by the applicant. The motion passed unanimously (6-0). Ryan Mishkin had an excused absence.**

The applicant is requesting a multi-panel sign at 16 ½ feet with 10 tenants. Staff is recommending a height of 13 ½ feet with eight (8) tenants. They requested 10 tenant panels because there are 12 tenant spaces. Mr. Grave de Peralta prefers the 13 ½ foot sign as it won't compete with the larger entry wall signs. He did not have a preference on the number of tenant panels.

Mr. Rodriguez was concerned with taking away signage for future tenants. Mr. Alonso asked if there are more pylon signs interior to the site. Mr. Newell stated there are interior directional signs and small monument signs for the assisted living facility with multiple lines of copy.

Mr. Kasser stated they would consider one (1) combination of tenant bays per retail building, for a potential of 10 tenants, instead of 12.

### **Sign Type B (Sign #3)**

**A motion was made by Dayna Bertola, seconded by Roger Grave de Peralta, to approve Sign Type B (Sign #3) as recommended by Staff. The motion passed with a 5-1 vote. Stacy Somers dissented. Ryan Mishkin had an excused absence.**

## **VIII. COMMENTS FROM THE PUBLIC**

None

## **IX. COMMENTS FROM THE STAFF**

The next meeting is scheduled for Wednesday, November 17, 2021. Signage at Isla Verde is scheduled for that meeting.

Staff gave an update on The Player's Club (AKA The Coach House).

**X. COMMENTS FROM THE BOARD**

None

**XI. ADJOURN**

**Meeting adjourned at 8:15 pm.**

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**Stacy Somers, Chairman**

**Date**