

Taco Bell at Village Green Center

STAFF REPORT

Petition Number: 2024-0023-ARB
Owner: Kimco Realty OP, LLC
 500 N Broadway
 Suite 201
 Jericho, NY 11753

Agent: Jennifer Ronneburger
 GoPermit
 9061 Woodlark Terrace
 Boynton Beach, FL 33472

Site Address: 2801 S. State Road 7

PCN(s): 73-41-44-13-12-003-0000

Future Land Use Map (FLUM) Designation:

Commercial

Zoning Designation:

Community Commercial (CC)

Acreage:

15.89 Acres (+/-) Overall (0.68-Acre Subject Site)

Request:

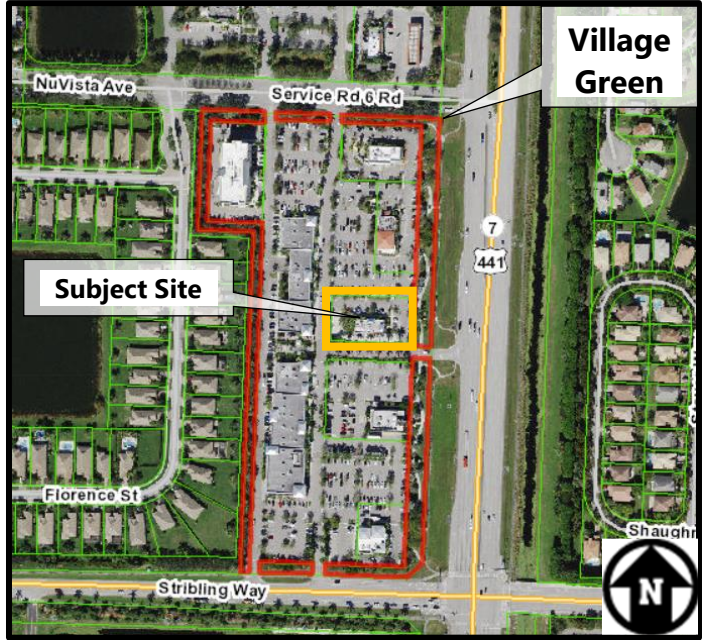
Architectural Review Board (ARB) approval of updated exterior elevations and wall signs (with Technical Deviations) for the existing outparcel building Taco Bell) within the Village Green project.

Project Manager:

Kelly Ferraiolo, Senior Planner
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Location/Map:

Village Green project is located approximately a mile south of the Forest Hill Boulevard and State Road 7/US 441 intersection, on the west side of State Road 7 between Stribling Way and NuVista Ave. The subject site (Taco Bell) is located in an outparcel within the Village Green project as illustrated on the map below.



Adjacent FLUM and Zoning Designation:

Adjacent Property	FLUM	Zoning
North	Regional Commercial (RC) /LSMU	Multiple Use Planned Development (MUPD)
South	Commercial(C)/ Community Facility (CF)	CC/CF
East	Residential C	Planned Unit Development (PUD)
West	Residential C	PUD

Site History and Current Request:

Village Green Center was annexed into Wellington on February 25, 2004. The site was designated Community Commercial on the Future Land Use Map in 2007 (Ordinance 2006-22). In 2008, a rezoning to Community Commercial (Ordinance 2008-08) and a Master Plan (Resolution R2008-

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58) for the project was approved. The original Master Plan allowed commercial, office, retail, and general office uses. In 2010, a Conditional Use was approved (Resolution R2010-39) allowing two (2) fast food restaurants with drive-thru service. In 2013, the property owner petitioned, and approval was granted (Resolution R2013-15) to amend the Development Order to allow for a third fast food restaurant with a drive-thru, to abandon the Master Plan, and to codify all conditions into a Development Order. In 2015, Resolution R2015-60 was approved to allow a maximum of 15,000 square feet of Medical Office within Retail Buildings A, B, C, and E. On January 23, 2018, Council approved Ordinance 2017-08, a Comprehensive Plan Amendment to amend the approved uses for the property, and Resolution R2017-20, a Development Order Amendment to amend conditions of approval to allow for a fourth fast food restaurant with a drive-thru and to allow medical office within Building D (Professional Building).

The ARB has reviewed and approved the following applications for Village Green Center:

ARB Number	Approval
11-38 (ARB 11-008)	Taco Bell technical deviation to allow one (1) additional drive- thru menu sign.
11-42 (ARB 11-011)	Overall Village Green Center Master Sign Plan.
11-67 (ARB 11-019)	McDonald’s technical deviation to allow a larger menu board and to allow an “M” on the east elevation along with the McDonald’s sign.
12-19 (ARB 12-003)	Buffalo Wild Wings technical deviation to allow three (3) lines of copy.
12-35 (ARB 12-007)	Village Green sign design.
12-18 (ARB 12-020)	Village Green Center technical deviation to allow a third multiple-tenant monument sign which was located in front of the PDQ Building I.
13-18 (ARB 13-005)	Village Green Center exterior elevations, building, roof materials, and awning colors for Buildings A, B and C.
12-96 (ARB 13-009)	PDQ building elevations, colors and signage.
13-162 (ARB 13-022)	PDQ additional drive thru sign.
14-43 (ARB 14-005)	Trader Joes technical deviation to allow a larger secondary wall sign.
14-72 (ARB 14-011)	PDQ technical deviation to allow a single tenant monument sign.
14-92 (ARB 14-017)	Flakowitz technical deviation for a larger end wall sign.
15-21 (ARB 15-002)	Elevations and signage for Professional Building.
17-46 (ARB 17-003)	Starbucks and Retail Building F elevations and signage with technical deviations.
18-91 (ARB 18-015)	Forno Bravo elevations and signage with technical deviations.
19-29 (ARB 19-006)	Designers Touch Jewelry secondary wall sign with technical deviations.

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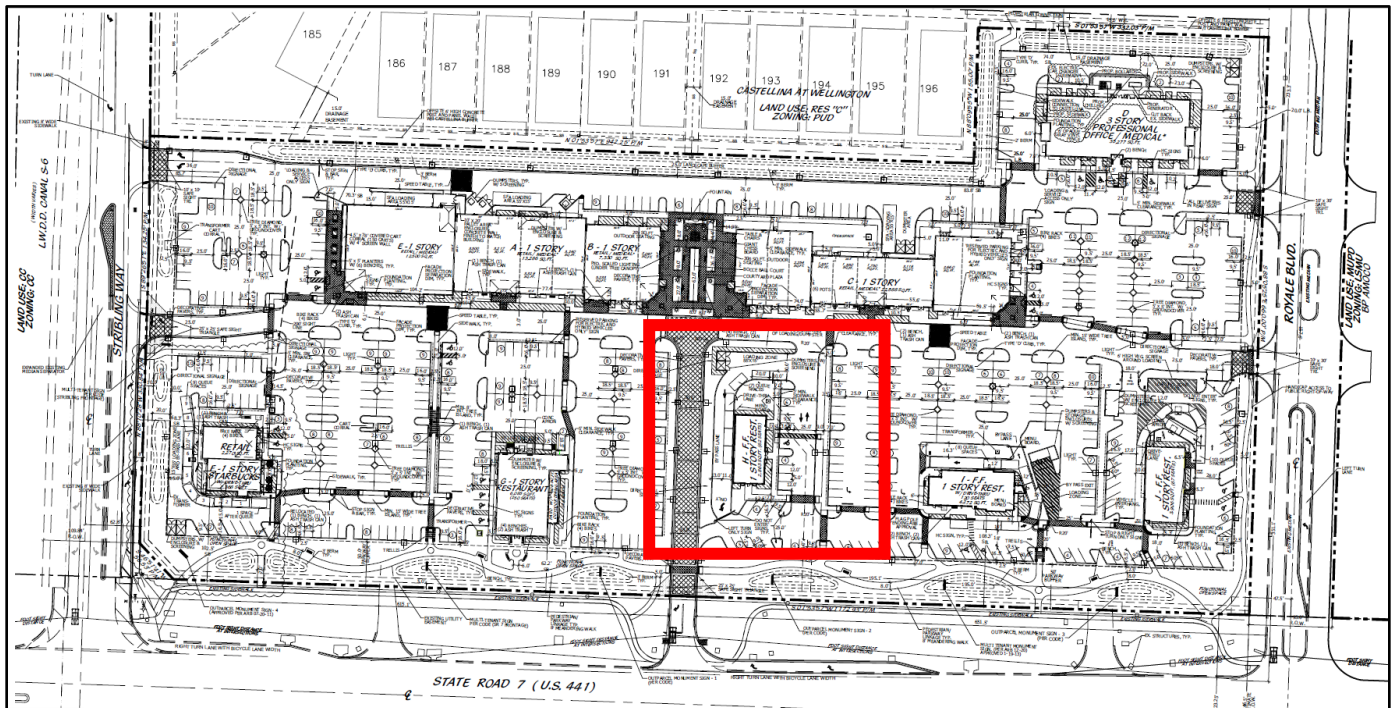
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19 – 60 (ARB 19 – 11)	McDonalds drive-thru digital menu board and preview menu board signs with technical deviation.
2023-0023-ARB	Buffalo Wild Wings exterior elevations and signage with technical deviations

The subject site is an outparcel currently developed as a 2,863 square feet Taco Bell with a drive-thru. The request is for Architectural Review Board (ARB) approval to update signage with technical deviations for the exiting Taco Bell. Below is the Village Green Site Plan with the location of the subject outparcel outlined in red (Building H).



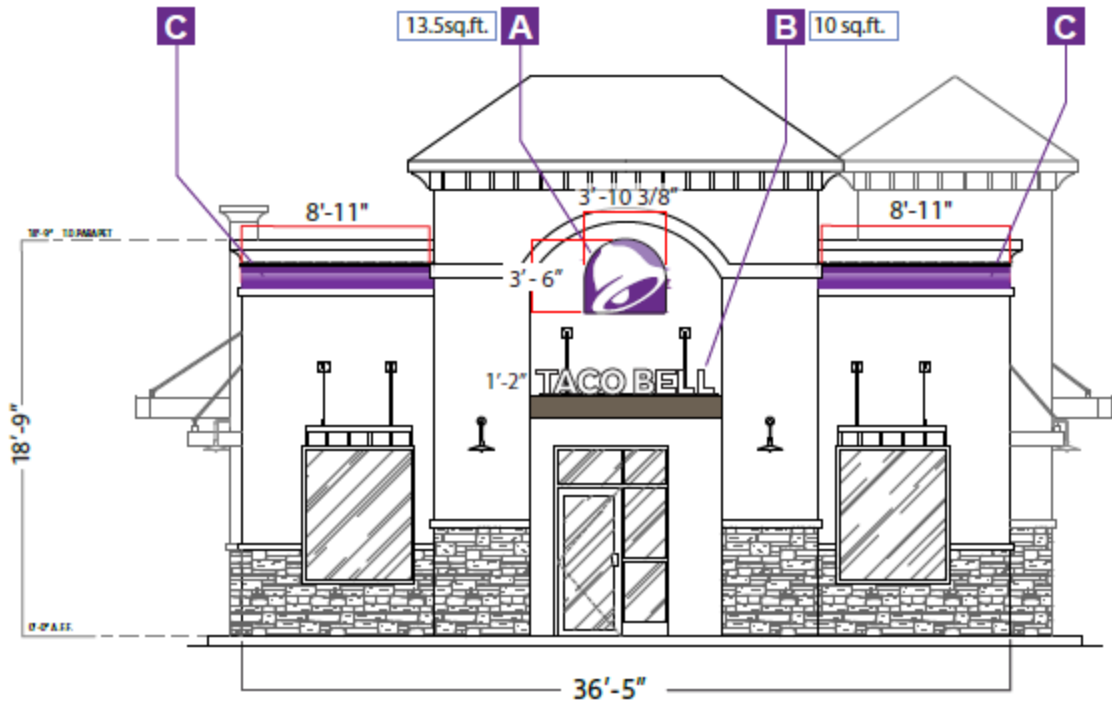
Analysis:

Staff reviewed the applicant’s request for ARB approval of the proposed wall signs for consistency with Wellington’s Land Development Regulations (LDR).

Signage

The request for ARB approval of the proposed wall signs was reviewed for consistency with Wellington’s Land Development Regulations (LDR).

Wall Signs: The proposed wall signs were reviewed for compliance with LDR Section 7.9.8.A. Permanent Wall Signs. The request is for an outparcel building with one (1) tenant that is allowed Minor Tenant Wall Signs (tenant with less than 10,000 SF of indoor space). The request is for two (2) primary façade wall signs on the east elevation/façade, and two (2) secondary wall signs on the



FRONT ELEVATION

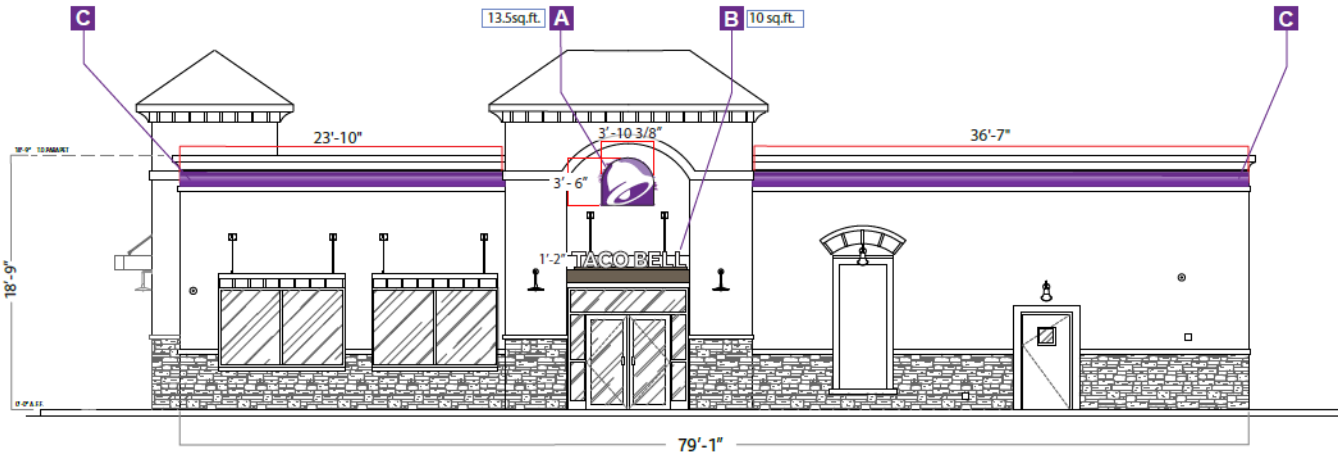
NOTE: Refer to "Wall - Downlighting" cutsheets for layouts and specific details.

NOTE: The Cove Lighting is a low intensity LED illumination shining in a downward direction.

NOTE: Letters on custom raceways will be mounted to existing canopies.

The proposed primary (front) façade wall sign was reviewed for compliance with LDR Section 7.9.8.A.2. Per the LDR, one (1) primary façade wall sign is allowed per tenant primary façade with a maximum sign area of two (2) square feet per foot of primary façade length not to exceed 150 square feet, a maximum height of 30 inches (Minor Tenant Wall Sign), and a length not to exceed 80 percent of the façade. The existing building has a primary façade length of 36 feet 5 inches. The primary wall signs will be on the east façade over the entrance. Below is what's allowed per the LDR, being requested, and deviation for the east primary façade proposed wall sign.

Primary Wall Sign on East Façade/Elevation			
Standards	Allowed	Requested	Deviation
Number of Signs	1	2	1
Sign Area	72.83 SF	23.5 SF	0
Height (Boxed)	2 feet 6 inches	3 feet 6 inches	1 foot
Length	29 feet	9 feet	0



PORTAL ELEVATION

NOTE: Refer to "Wall - Downlighting" cutsheets for layouts and specific details.

NOTE: The Cove Lighting is a low intensity LED illumination shining in a downward direction.

NOTE: Letters on custom raceways will be mounted to existing canopies.

The proposed secondary wall signs were reviewed for compliance with Section 7.9.8.A.4 of the LDR. Per the LDR, tenants are allowed up to two (2) secondary wall signs (1 per façade) on the side or rear façades. The secondary wall sign is allowed at 50% of the sign area and height of the associated minor tenant wall sign as approved/permitted on the primary façade of the building. The applicant is requesting the same signs on the east (front) and north (side) facades above the entrances. Below is what's allowed per the LDR, being requested, and deviation for the proposed secondary wall sign.

Secondary Wall Sign on North Façade/Elevation			
Standards	Allowed	Requested	Deviation
Number of Signs (Per Façade)	1	2	1
Sign Area	36.41 SF (50% of primary wall sign as requested)	23.5 SF	0
Height	1 foot 3 inches	3 feet 6 inches	2 feet 3 inches
Length	29 feet	9 feet	0

As indicated above, the applicant is requesting to increase the sign height, and for an additional sign for the proposed east and north façade which requires ARB approval.

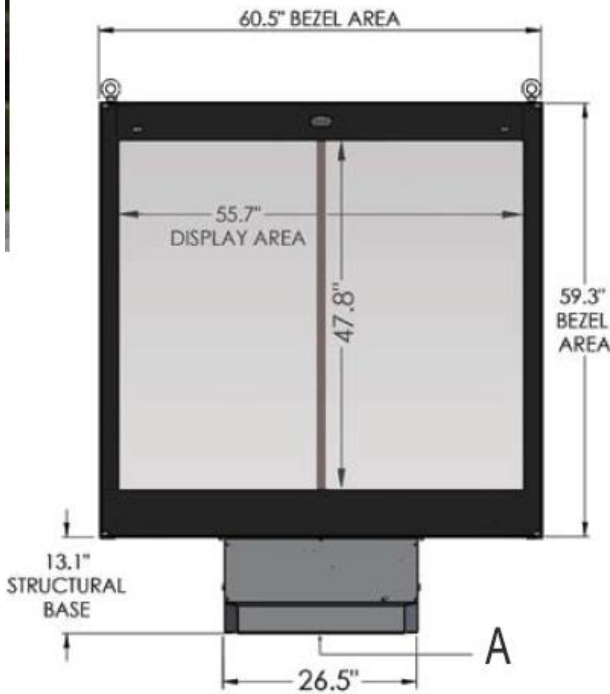
The applicant is also requesting to allow purple LED cove lighting around the edge of the building parapet. The LED light band is a low-intensity LED illumination shining in a downward direction.

Per the LDR (Sections 7.6.1.2 and 7.9.7.E), all lighting shall be white, unless approved by ARB. The purple is used as branding for the Taco Bell restaurant, and as proposed would be included in the calculations for wall signs. The request for the purple light requires ARB approval of the

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Front View

Monument Sign. The actual monument sign structure exists and no changes are being made to the structure. The sign is being refurbished with a sign face replacement only. A technical Deviation is not required for this sign.

Technical Deviation: An applicant may submit a request for a Technical Deviation for signs that do not meet the standards in the LDR, per the procedures and decision criteria provided in the Development Review Manual, as listed below:

1. *Describe in detail the Technical Deviation.*

The requested deviations include:

- Increase the number of signs for both the Primary (East) and Secondary (North) Wall facades by one (1) additional sign on each side.
- Increase the allowable height of the wall signs by 1 foot on the Primary (East) façade and 2 feet 3 inches on the Secondary (north) façade.
- Purple cove down lighting along the parapet.

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

The applicant is requesting ARB approval to deviate from the height standard and number of signs. The proposed primary and secondary wall signs are not specifically prohibited and are permitted under LDR Sections 7.9.8.A.2 and 7.9.8.A.4. Per Section 7.9.7.E, any lighting

deviation. Staff does not recommend approval of the purple light, and including the light as a sign would increase the sign area of the overall building by approximately 177 square feet.

Auxiliary Ground Sign (Menu Board): The proposed menu board was reviewed for compliance with LDR Section 7.9.8.B.4, Auxiliary Ground Sign. Each drive-thru lane is permitted one (1) sign with a maximum sign area of 32 square feet, a maximum height of 6 feet, and the sign may be digital. The applicant is replacing the existing menu board sign with a display area of 18.5 SF and a height of 6 feet. A technical deviation is not required for this sign.

Monument Sign: The proposed monument sign was reviewed for compliance with LDR Section 7.9.8.B.2,



PROPOSED

other than white shall be approved by ARB. The purple cove light is not specifically prohibited, but if allowed would need to be included in the sign calculation.

3. *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 ARB.*

The requested sign area and height deviations will allow the proposed primary and secondary wall signs to provide visibility and ensure the signs are proportional to the areas of the building attached. The north and east façade will have a sign installed above the canopy to enhance the look of the entrance. Even though the applicant is asking for more signs that are taller, the overall sign area is much less than what is allowed for this building. The proposed wall signs will help with the building aesthetics along the north and east façades. The Village Green project has multiple buildings/tenants and the in-line building has multiple tenants that have heavy traffic, so approving the primary and secondary wall signs as requested will provide visibility for Taco Bell internally and along State Road 7/US 441. All signs are comparable to what was previously approved for the site in the original approval in 2011.

All the exterior lighting currently approved within the Village Green project is white. As proposed for this building/tenant, the purple light does not mitigate a unique feature that warrants a technical deviation from the code. Staff recommends that all lighting be white.

4. *Approval of the deviation must not negatively impact another tenant or buildings shown on the Master Sign Plan.*

The requested deviations to allow an increased number of signs area and height for the proposed primary and secondary wall signs should not negatively impact another tenant or building within this project. If approved, the proposed wall signs will help with visibility, which is similar to deviations that other tenants have requested and received ARB approval for within the Village Green project.

5. *The technical deviation must not cause any negative off-site impacts.*

The requested increases the number of signs and the height for the proposed wall signs will allow signs that are a proportional scale to the attached wall areas on the existing building's east and north façades. The proposed wall signs will help provide visibility to traffic entering the project/site along the main access drives and along the project's frontage. Allowing the proposed purple lighting may cause negative off-site impacts due to the proposed location along the project's frontage on State Road 7/US 441.

The applicant's complete Architectural Review Board application (2024-0009-ARB) is available for review at the Planning and Zoning Division office.

FINDINGS OF FACT:

Based on the findings and consistency with the LDR, the Planning and Zoning Division provides the following conditions, if the ARB votes to approve the applicant's request:

1. Building H (Taco Bell) wall signs shall be consistent with Exhibit B, except for the purple cove lighting, and as approved below:

Primary Wall Sign on East Façade/Elevation		
Standards	Approved	Deviation
Number of Signs	2	1
Total Sign Area	23.5 SF	0
Height	3 feet 6 inches	1 foot
Length	9 feet	0

Secondary Wall Sign on North Façade/Elevation		
Standards	Approved	Deviation
Number of Signs	2	1
Total Sign Area	23.5 SF	0
Height	3 feet 6 inches	2 feet 3 inches
Length	9 feet	0

2. The auxiliary ground sign and sign face replacement for the monument sign shall be consistent with Exhibit B. Any sign larger than what the code allows will require additional approvals.
3. The address identification/numbering height, as required on the buildings/structures shall comply with the Palm Beach County Fire Code minimum requirements and shall not exceed the LDR maximums.
4. All on-site visible exterior lighting shall be illuminated white light, including the shrouded LED light band for the tower feature/sign area on the east façade/elevation. All lighting shall be extinguished when not open for business, except for lighting needed for public safety.
5. Permit approval is required prior to construction/installation of proposed improvement(s).
6. Any modifications to this approval during permitting and/or construction shall require ARB approval.
7. The applicant/agent/contractor shall contact the Planning and Zoning Division (Project Manager) for an inspection of the improvement(s) to ensure compliance with all approvals.

Exhibits:

- Exhibit A Existing Site Conditions
- Exhibit B Proposed Signs
- Exhibit C Applicant Justification Statement