



**STAFF REPORT
PLANNING & ZONING DIVISION**

I. PETITION DESCRIPTION

Petition Number: 17 – 94 (ARB 17 – 12)
 Project Name: Professional Center at Wellington
 Owner/Petitioner/
 Applicant: Broadview Realty I, LLC
 Agent: Paul Regal, Equestrian Sports Productions, LLC
 Project Manager: Damian Newell
 Request: The petitioner is requesting Architectural Review Board (ARB) approval of wall signs for an urgent care in the Professional Center at Wellington project.

II. SITE DATA

Existing Use: Office/Medical
 Parcel Size: 17.29 acre
 Existing Land Use: Community Commercial
 Existing
 Zoning District: Planned Unit Development (PUD)
 PCN: 73-41-44-16-20-001-0000
 Location: The Professional Center at Wellington project is located at the northwest corner of South Shore Boulevard and Greenview Shores Boulevard. Exhibit “A” is a location map of the project with the subject building indicated.

III. LAND USE AND ZONING

EXISTING LAND USE, FUTURE LAND USE & ZONING

Dir.	Existing Use	Future Land Use	Zoning District
North	Wellington Place	Residential “F”	Agricultural Residential / Planned Unit Development (AR/PUD)
South	Horseshow Retail/Greenview Shores No. 2	Community Commercial / Residential “C”	AR/PUD
East	Suri West (F.K.A. Player’s Club)/Equestrian Village	Commercial Recreation	AR/PUD/Equestrian Overlay Zoning District
West	New Horizons Elementary / Tiger Shark Cove Park	Parks / Institutional- Public Facilities-Utilities	AR/PUD

IV. BACKGROUND

The Professional Center at Wellington Site Plan certified July 27, 2006 consisted of nine two-story buildings for a total of 183,900 square feet of medical and professional office. Currently one building is constructed in the southwest corner of the project with the remainder of the site still vacant.

The building elevations for the existing building were approved on November 15, 2006 by ARB 06 – 26. The approved elevations indicated windows and six glass doors on the first floor for the individual tenants. The first floor was constructed of removable concrete wall panels for the overall shell to allow custom window and door openings once a tenant was identified. Modifications to the approved first floor openings were approved on May 20, 2015 by ARB 15 – 05 to replacing the concrete walls with glass windows and doors on the first floor and add vinyl canopies.

The petitioner is now submitting for ARB approval to allow wall signs for an urgent care on the first floor of the existing building.

V. STAFF ANALYSIS

Staff reviewed the request for Architecture Review Board (ARB) approval of the urgent care wall signage for consistency with Wellington's Land Development Regulations (LDR) and approved Professional Center at Wellington project. The ARB approval for this project did not indicate any allowed wall signage for the buildings or tenants. The building was originally designed with internal access for the first floor tenants and allowed for directional signs throughout the site.

The proposed wall signs (Exhibit B) were reviewed for compliance with LDR Section 7.14.11.E. which allows maximum sign area of two (2) square feet per lineal foot of building façade or 150 square feet, height of 24 inches, length 70 percent of the façade length or 20 feet and two (2) lines of copy. A maximum of one (1) wall sign is allowed for the principal façade and one (1) wall sign on the side façade at 50 percent the allowed principal façade sign area. The applicant is requesting to allow the second wall sign on the principal façade instead of on the side façade and at the same size. The wall signs are proposed on both sides of the urgent care tenant entrance each having one (1) line of copy, 16 and 17.5 inches height and 14 feet in length with a sign area of 18.7 and 20.42 square feet.

Technical Deviation

Wellington's LDR Section 7.14.9.C. provides criteria for approval of Technical Deviation for signage in the case where the use or location of a building is of a nature that the requirements of the regulations negatively impact a proposed use/request. The Architectural Review Board (ARB) may approve Technical Deviations if these criteria have been satisfied. These criteria standards were utilized for review of the proposed wall signs as follows:

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

Response: The proposed additional wall sign on principal façade is not prohibited by the LDR. The requested deviation is to allow a second wall sign to indicate the urgent care use. This tenant is allowed a wall sign on the principal façade with two (2) lines of copy. The building design, windows and canopy limit the wall area for signage. The applicant is requesting the second wall sign be allowed on the same façade and at the same size as the principal wall 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.

Response: The proposed size of the channel letter wall sign are an appropriate size for proposed wall sign locations. This area has very limited space with the existing windows and canopy to allow for the proposed wall signs. Staff recommended the use of channel letter wall signs instead of a wall sign cabinet for this area. The channel letter wall signs for “Wellington Physicians” at 17.5 inches height and “Urgent Care” at 16 inches height are an appropriate scale and will help to enhance the aesthetic of the building.

3. Approval of the deviation must not negatively impact other tenants or buildings shown on the Master Sign Plan.

Response: The requested deviations to allow an additional wall sign will not negatively impact another tenant or building within this project. The proposed “Urgent Care” wall sign color is red to enhance the unique user at this location. Staff recommends the proposed “Wellington Physicians” wall sign color be black to match the approved Professional Center at Wellington Master Sign Plan.

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

Response: The proposed wall signs will not cause any negative off-site impacts as no signs are orientated toward the adjacent residential development. The deviation will allow an additional wall sign on the principal façade and will provide needed visibility for this urgent care use which is setback over 300 feet from South Shore Boulevard.

Staff recommends approval of the proposed wall signs with the above modifications. The approved Professional Center at Wellington Site Plan is provided for reference in Exhibit “C.” The applicant’s complete ARB application is available for review at the Planning and Zoning Division office.

VI. RECOMMENDATION

Staff recommends approval of the proposed wall signs for the urgent care use within the Professional Center at Wellington project with the following conditions of approval:

1. The wall signs shall be consistent with Exhibits “B” and;
 - a) Wall Sign No. 1 (east façade):
 - Maximum Signage Area: 20.42 square feet
 - Maximum Sign Height: 17.5 inches
 - Maximum Length: 14 feet
 - Maximum Lines of Copy: 1

- Maximum Number of Signs: 1
 - Wall sign colors shall consist of black channel letters illuminated with white light at night. The sign raceway color shall be the same as the wall color.
- b) Wall Sign No. 2 (east façade): (Technical Deviation)
- Maximum Signage Area: 18.7 square feet
 - Maximum Sign Height: 16 inches
 - Maximum Length: 14 feet
 - Maximum Lines of Copy: 1
 - Maximum Number of Signs: 1
 - Wall sign colors shall consist of red channel letters illuminated with white light at night. The sign raceway color shall be the same as the wall color.
2. Building permit required prior installation of signage.
3. Prior to issuance of a building final, an inspection by Planning and Zoning Division is required to ensure compliance with all approvals.

List of Exhibits

Exhibit "A"	Location Map
Exhibit "B"	Proposed Wall Signs
Exhibit "C"	Approved Professional Center at Wellington Site Plan