

JCPenney Mall at Wellington Green

STAFF REPORT

Petition Number: 2024-0016-ARB

Owner: CTL PropCo I, LLC
5 Revere Drive, Suite 206
Northbrook, IL 60062

Applicant: Penney OpCo LLC (JCPenney)
6501 Legacy Drive, Suite B-100
Plano, TX 75024

Agent: Christopher Moore
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Plano, TX 75024
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Site Address: 10308 Forest Hill Blvd.

PCN(s): 73-41-44-13-01-007-0020

Future Land Use Map (FLUM) Designation:

Regional Commercial (RC) /LSMU

Zoning Designation:

Multiple Use Planned Development (MUPD)

Acreage:

11.89 Acre (+/-) (Subject Parcel)

Request:

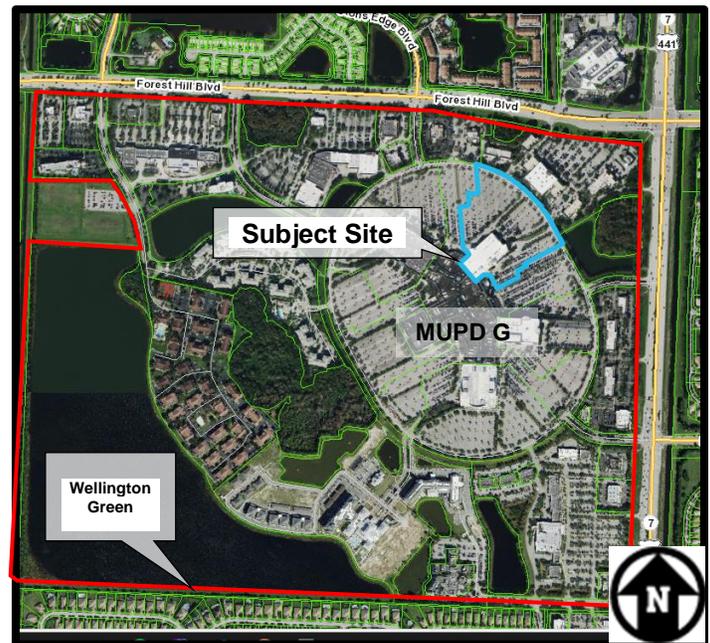
Architectural Review Board (ARB) approval to amend/update the exterior color palette of the JCPenney portion of the Mall at Wellington Green within the Wellington Green project.

Project Manager:

Damian Newell, Senior Planner
dnewell@wellingtonfl.gov
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Location/Map:

The Wellington Green project is located at the southwest intersection of Forest Hill Boulevard and State Road 7/US 441. The subject site (MUPD G/The Mall) is centrally located within the overall Wellington Green project. The subject JCPenney section of the building is along the northeast section of MUPD G/The Mall as illustrated on the below map.



Adjacent FLUM and Zoning Designation:(Subject Parcel)

Adjacent Property	FLUM	Zoning
North	Regional Commercial (RC)/LSMU	Multiple Use Planned Development (MUPD)
South	RC/LSMU	MUPD
East	RC/LSMU	MUPD
West	RC/LSMU	MUPD

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Planning and Zoning Division

June 26, 2024



Site History and Current Request:

The Wellington Green project is 456 acres located on the southwest corner of State Road 7/US 441 and Forest Hill Boulevard, and consists of seven (7) MUPDs and one (1) PUD. The six (6) perimeter MUPDs (A-F) and the central mall (MUPD G) were approved for a variety of commercial, retail, hotel, office and personal service uses. The PUD currently consists of 224.85 acres, with three residential pods (A, B & C).

The owner/applicant is requesting approval to amend/update the exterior color palette of the JCPenney portion of the Mall at Wellington Green within the Wellington Green project. This request for approval is after the painting was done. Per the applicant they are currently doing an overall update (inside and outside) to the JCPenney and was not aware of the requirement to get ARB approval for the exterior changes.

Analysis:

The request for Architectural Review Board (ARB) approval to amend/update the exterior color palette/scheme for a portion (JCPenney) of the building/structure within MUPD G (The Mall) at Wellington Green was reviewed for consistency with Wellington’s Land Development Regulations (LDR) and Wellington Green Development Order (DO). The proposed colors were reviewed based on the LDR Sec. 6.4.3 Architectural Review and Design, and Sec. 6.4.4.B. design standards for multifamily and non-residential zoning districts. This is a planned development which requires compatible architecture, design, materials and colors throughout the overall Wellington Green project. The intent of these design standards is to provide buildings/structures that reflect good design, utilize proper design concepts and are appropriate to the Village of Wellington. The LDR also requires accessory structures to be compatible with on-site principal structures.

Below are the colors and pictures for the JCPenney portion of the building that was recently painted prior to ARB approval.

Color Palette/Scheme

Canopy Soffit

STO Lotusan – White Linen - 6050



Pilasters adjacent to side returns

Benjamin Moore – Exotic Red – BM-2086-10



Canopy Fascia & Side Returns,

Masonry Wainscot, Walls & Cornices

Benjamin Moore – Cinder – BM-AF-705





North Façade/Elevation





East Façade/Elevation



South Façade/Elevation



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Over the year the Wellington Green project have had both new construction and renovations/updates of existing building that include use of a different color palette/scheme than what was originally approved. The applicant’s White Linen 6050 and Cinder BM-AF-705 colors (Exhibit A) are similar to colors on the approved/proposed ARB Color Chart. But the Exotic Red BM-2086-10 color is not on the approved or proposed ARB Color Chart. The Exotic Red BM-2086-10 color is an accent color at each of the entrance to the JCPenney as illustrated on the provided pictures. Also, the background of JCPenney wall signs on the north, south and east elevations was painted the Cinder BM-AF-705 color. Per the LDR, if the sign background is painted a different color the background color is included in the calculation for the sign area. The maximum allowed wall sign area for this current tenant space is 200 square feet. With the painted background color each of the JCPenney wall sign is approximately 300 square feet. A recommended condition will be that the wall sign background color be painted same as the existing wall color for the JCPenney portion of the building or the Cinder BM-AF-705 color be reduced to 200 square feet for the background on all the wall signs.

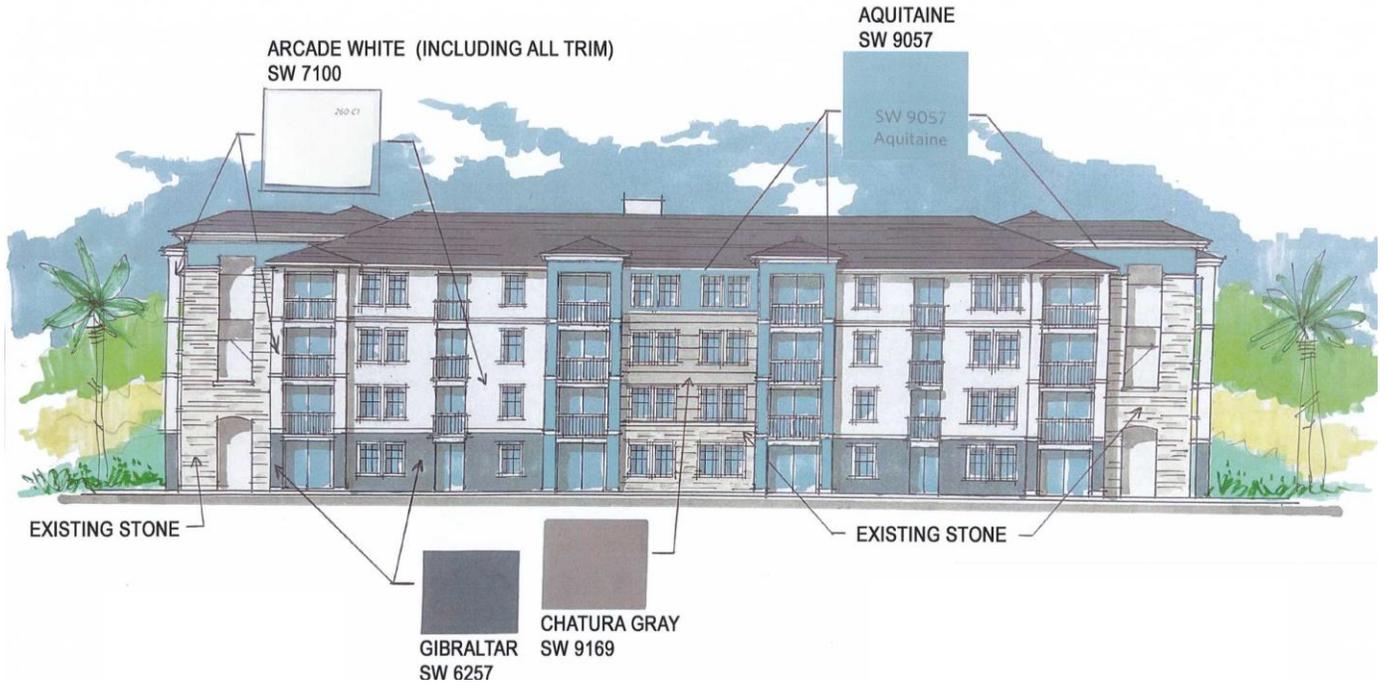
The color palette/scheme as painted on the JCPenney portion of The Mall at Wellington Green building does not negatively impact the surrounding projects as there are a variety of colors throughout the Wellington Green project, including the recently approved Fairfield Inn hotel, Axis Apartment and Paragon Theaters, which as a similar gray color. Per recent request for ARB approval the use of the gray color is becoming a popular choice in the palette of colors for new and older developments in Wellington. Below are illustrations/pictures showing the use of gray and other colors within the Wellington Green project.



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The applicant’s request requires ARB approval of the colors as painted or as amended by the board. The applicant’s complete Architectural Review Board application (2024-0016-ARB) is available for review at the Planning and Zoning Division office.

Summary:

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. All previous conditions of approval not affected by this approval are in effect.
2. The exterior paint shall be a non-glossy finish and be consistent with the colors in Exhibit A, or as approved by ARB.
3. The wall signs background color shall be painted the same color as the existing wall color for the JCPenney portion of the building, or the Cinder BM-AF-705 color shall be reduced to 200 square feet for the background on all the wall signs. If the Cinder BM-AF-705 color will be reduced, the owner/applicant shall provide Wellington Planning and Zoning Division with documentation including dimensions to illustrate the background color on all the wall signs are 200 square feet.
4. Utility box, vents, rain gutter/downspouts, etc., shall be the same color as the area/surface it is attached.
5. The owner/applicant shall contact the Planning and Zoning Division for an inspection to ensure compliance with all approvals/conditions.
6. Any modification to the approved exterior color palette/scheme for Pod C of the Wellington Green project shall require ARB approval.

Exhibits:

- | | |
|-----------|-----------------------------------|
| Exhibit A | Color Palette/Scheme |
| Exhibit B | Applicant Justification Statement |