

## Green Village Dental at MUPD B (FKA Heartland Dental) STAFF REPORT

**Petition Number:** 2021-0008 ARB

**Owner:** Shawnick Wellington  
 1541 Sunset Drive #300  
 Coral Gables, FL 33143

**Applicant:** Megan Schimmelpfenning  
 Heartland Dental  
 1200 Network Centre Drive  
 Effingham, IL 62401

**Agent:** Nicolette Heffner  
 Identiti Resources  
 425 N. Martingale Road  
 18<sup>th</sup> Floor  
 Schaumburg, IL 60173

**Site Address:** 10600 Forest Hill Boulevard

**PCN(s):** 73-41-44-13-04-001-0000

**Future Land Use Designation:**  
 Large Scale/Regional Commercial

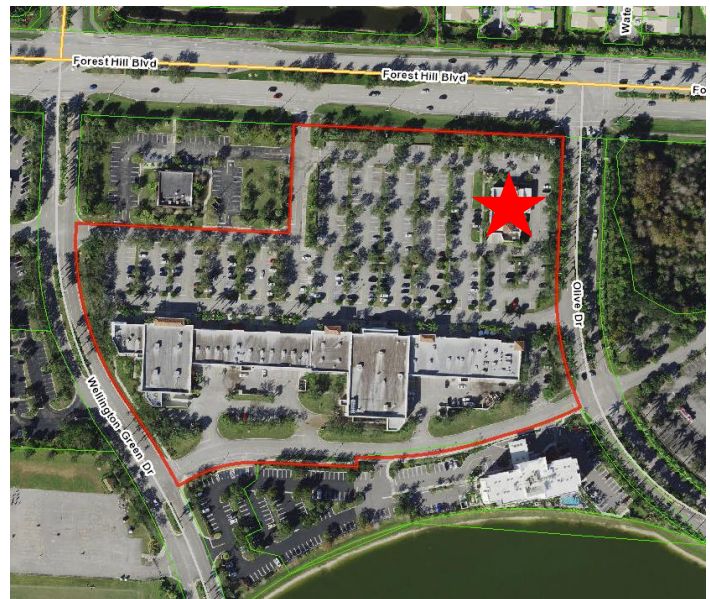
**Zoning Designation:**  
 Multiple Use Planned Development (MUPD)

**Acreage:** 13.0

**Request:** Architectural Review Board approval of signage with technical deviations on the primary (north) and secondary (west) façade for Green Village Dental Care (FKA Heartland Dental) located at 10600 Forest Hill Boulevard within MUPD B of Wellington Green.

**Project Manager:**  
 Kelly Ferraiolo, Senior Planner  
[kferraiolo@wellingtonfl.gov](mailto:kferraiolo@wellingtonfl.gov)  
 (561) 753-5268

**Location Map:**



Adjacent Property	FLUM	Zoning
North	Residential E	AR/SE/PUD
South	Large Scale/Regional Commercial	MUPD
East		
West		

### **SITE HISTORY AND CURRENT REQUEST:**

The Wellington Green site is a 456-acre project located on the southwest corner of the intersection of State Road 7/US 441 and Forest Hill Boulevard. The regional mall consists of seven (7) MUPD pods and three (3) PUD pods. The subject property is located within MUPD B (Exhibit A – MUPD B Site Plan).

Green Village Dental Care (FKA Heartland Dental) will occupy the former Mellow Mushroom

restaurant outparcel (Exhibit B – Current Site Conditions). The modified building elevations were reviewed and approved by ARB on May 19, 2021 (Exhibit C – ARB Approved Elevations). The approval did not include any signage and the applicant was aware at that time that any deviation from the sign code would require ARB approval. The applicant is requesting one (1) additional principal wall sign on the north elevation and one (1) secondary wall sign on the west elevation that exceeds the allowable height for a secondary wall sign.

In 2014, the ARB approved signage with technical deviations for the previous tenant, Mellow Mushroom (Exhibit D – Mellow Mushroom ARB Approved Signage). The approval included two (2) principal wall signs with a total sign area of 68.2 square feet and a secondary wall sign on the west elevation with a total sign area of 74 square feet. The applicant is requesting a technical deviation for signage with sign area less than what was approved for Mellow Mushroom.

The proposed signs are replacing signs that already existed by the former tenant. ARB is required for the proposed signage as the previous approval was for the specific signs for tenant and was not site specific.

### **STAFF ANALYSIS:**

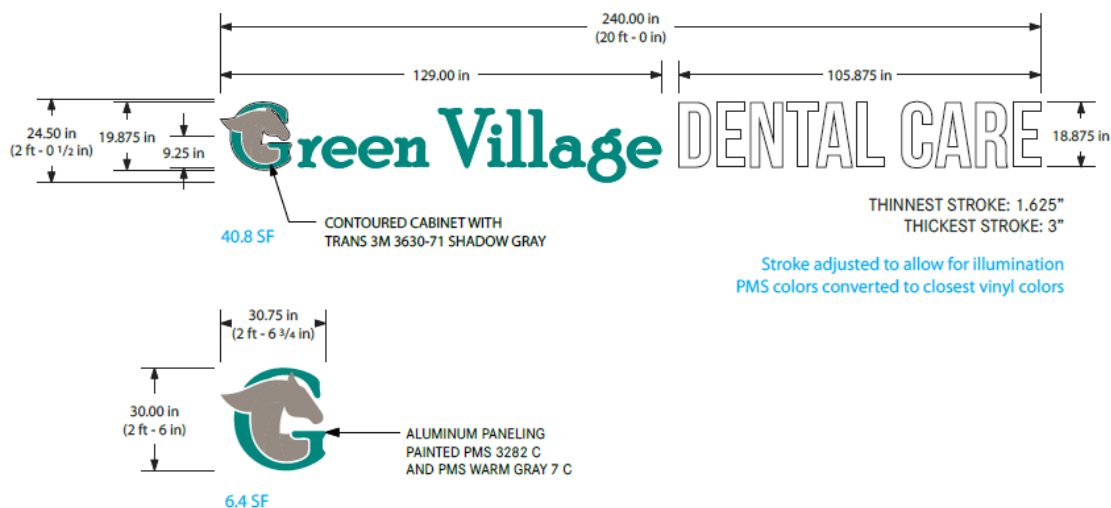
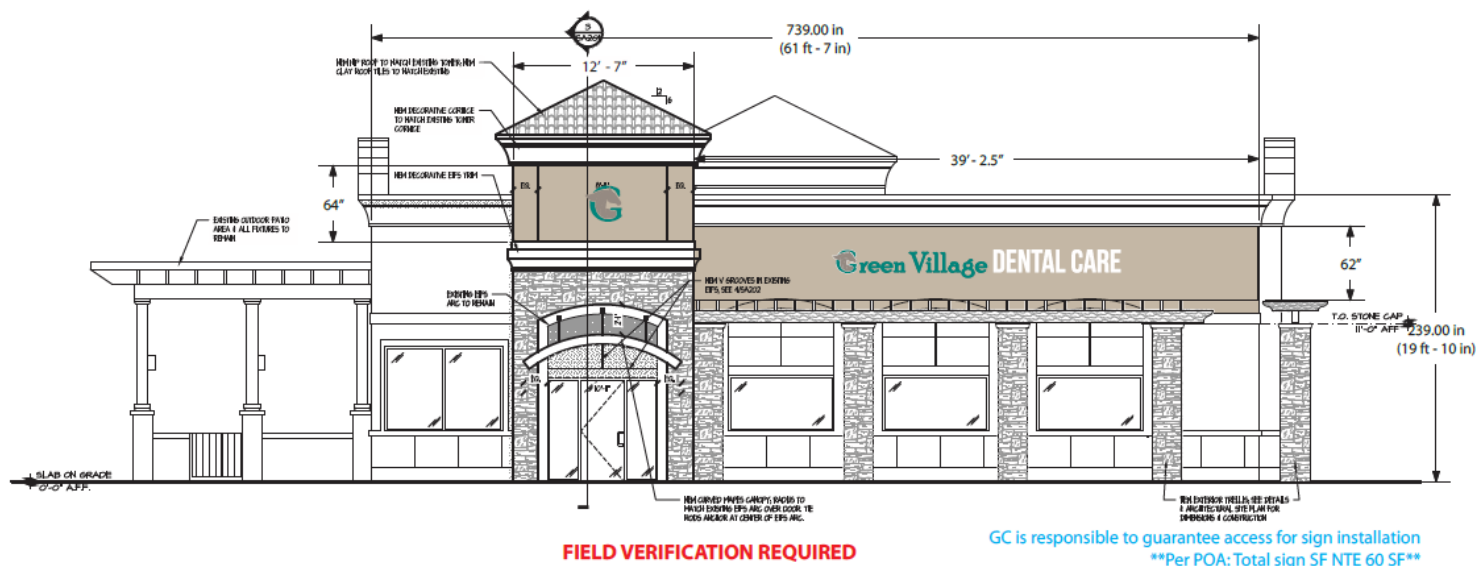
The applicant is requesting one (1) additional principal wall sign and one (1) secondary wall sign that exceeds the allowable height permitted as shown in Exhibits E - H. The requested signs were reviewed for consistency with Section 7.9.7.A.1 Major and Minor Tenant Principal Wall Sign and Section 7.9.6.C Technical Deviations of Wellington's Land Development Regulations.

### **Minor Tenant Principal Wall Signs (North)**

Per Section 7.9.7.A.1.b and c, a Minor Tenant shall have one (1) sign per principal façade with a maximum height of 30 inches, maximum length of 80% of the tenant bay, and sign area not to exceed 150 square feet. The tenant is proposing two (2) principal wall signs as shown below and in Exhibit F – Proposed Principal Wall Signs. Both signs meet the height requirement for a Minor Tenant Wall Sign and together equal 47.2 square feet in area which is 1/3 of the maximum sign area allowed per code. Per Section 7.9.7.A.1.d.i, a tenant can have up to two (2) additional wall signs as long as they are not on the same façade and meet code requirements. Although one (1) side is proposed to have two (2) signs, the applicant is not proposing to go over the maximum signs permitted per tenant.

The previous tenant was permitted two (2) principal wall signs in the same locations as shown in Exhibit D. The ARB approved two (2) principal wall signs with a total of 68.2 square feet of sign area which is 21 square feet larger than what is being requested.

Staff recommends approval of allowing the tenant to install two (2) principal wall signs on the north façade in the same location as the previous tenant.



Scale: 3/8" = 12"

## Secondary Wall Sign (West)

Per Section 7.9.7.A.1.d.i of Wellington's LDR, tenants may have up to two (2) additional secondary wall signs located on the rear, end, and/or tower façade which shall be 50% of the maximum sign area of the principal wall sign. The maximum sign area for the secondary wall sign is 75 square feet with a maximum height of 30 inches.

The applicant provided three (3) options in different sizes for the secondary wall sign as shown in Exhibit G – Proposed Secondary Wall Sign. Option 1, which is preferred by the applicant, is proposing a sign 53.5 inches high with a sign area of 51.4 square feet. The sign is proportionate to the façade. Option 2, which meets code requirements, proposes a sign that is 18.25 inches high with a sign area of 23.7 square feet. The sign is small for the size wall and looks unproportioned. Option 3 proposes a sign 41.875 inches high with a sign area of 31.5 square feet which is also proportionate to the facade.

## ARCHITECTURAL REVIEW BOARD

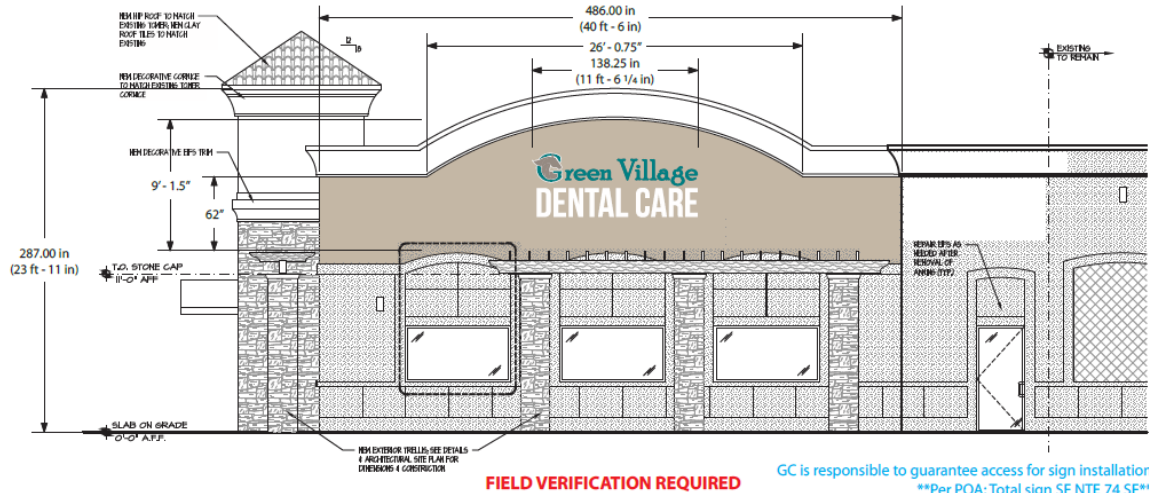
Planning and Zoning Division

August 18, 2021

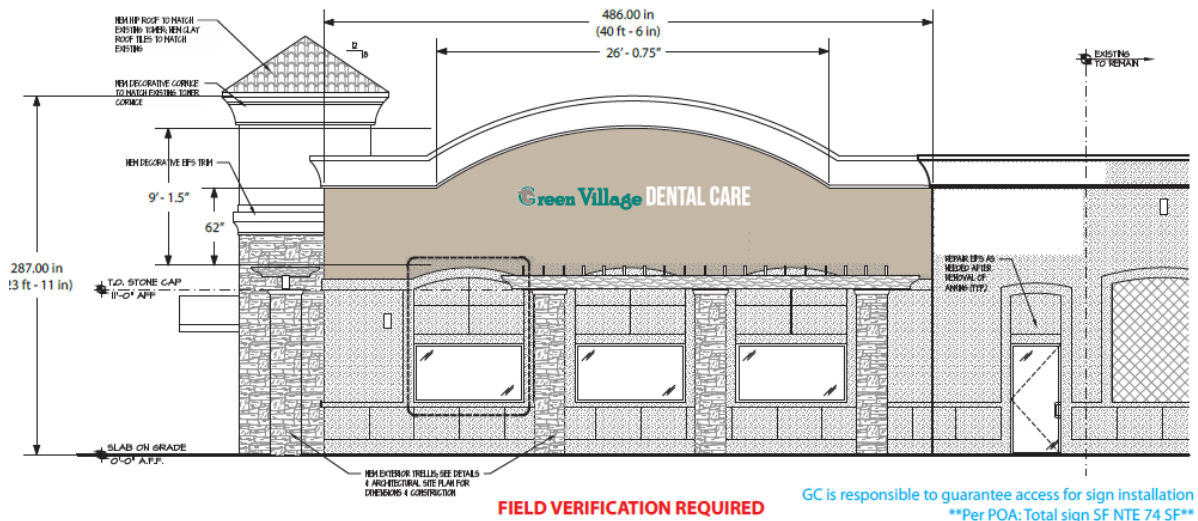


The Secondary Wall Sign that was approved for Mellow Mushroom as shown in Exhibit D was 47 inches in height with a sign area of 60 square feet. The sign had a wooden background, and the copy was smaller than what is proposed in Option 1 and 3. Staff recommends approval of Option C as it is the most comparable in copy size to what was previously approved for the former tenant.

### Option 1 - Preferred by Applicant

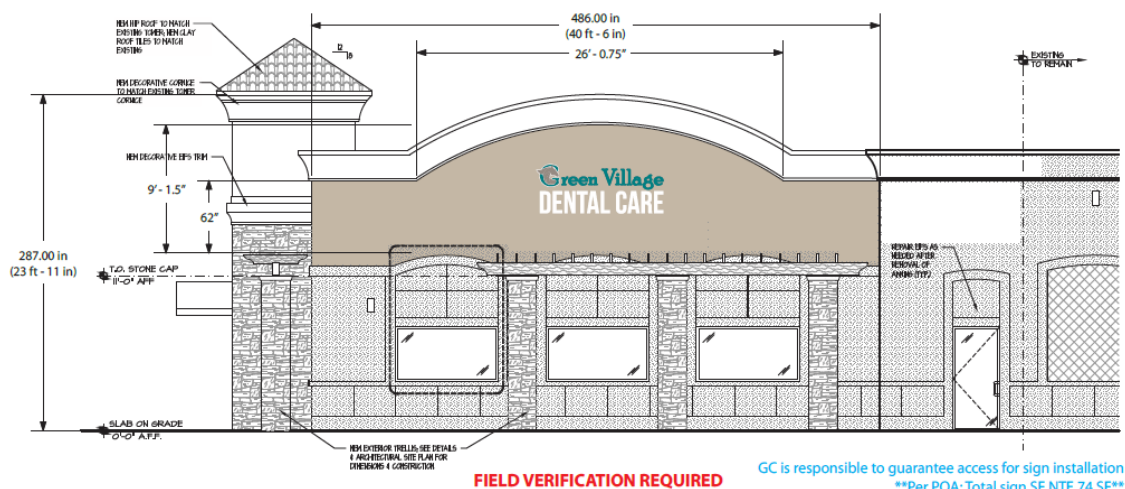


### Option 2 – Allowed by Code



### Option 3 - Recommended by Staff





## **CRITERIA FOR TECHNICAL DEVIATION**

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

The proposed signs are not prohibited.

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.*

The deviation enhances the overall aesthetic of the building. The additional logo sign on the north elevation enhances the front façade where is would just be a blank wall on a tower/main entrance feature. The secondary wall sign has an arch design allowing room for a taller sign.

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

A request of a Technical Deviation would not negatively impact another tenant or building shown on the Master Sign Plan as other tenants could request a technical deviation. Also this request is to allow wall signs on only two (2) of the building elevations which is allowed by code. This request will not negatively impact the site with excessive signage as the previous tenant had larger signs in the same locations as the new tenant.

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

The proposed design should not cause any negative off-site impacts since the signs are internally illuminated typical of other signage. Signs already existed in the proposed location since 2014 by the former tenant and have not caused any negative impacts in the past.

## **RECOMMENDATION:**

Staff recommends approval of Petition 2021-0008 ARB for signage with technical deviations on the primary (north) and secondary (west) façade for Green Village Dental Care (FKA Heartland Dental)

**ARCHITECTURAL REVIEW BOARD**

Planning and Zoning Division

August 18, 2021



located at 10600 Forest Hill Boulevard within MUPD B of Wellington Green with the following conditions of approval:

1. All previously approved conditions of approval remain in effect.
2. The principal (north elevation) wall signage shall be consistent with Exhibit F – Proposed Principal Wall Signs and with the specifications below:

Principal Wall Sign:

- a. Maximum line of copy: two (2)
- b. Maximum sign area: 60 square feet
- c. Maximum sign length: 20 feet
- d. Maximum sign height: 24.5 inches

Principal Wall Sign Logo (Technical Deviation)

- a. Maximum area: 6.4 square feet
- b. Maximum length: 30.75 inches
- c. Maximum height: 30 inches

3. The secondary (west elevation) wall sign shall be consistent with Option 3 shown in Exhibit G – Proposed Secondary Wall Sign and with the specifications below:
  - a. Maximum line of copy: two (2)
  - b. Maximum sign area: 31.5 square feet
  - c. Maximum sign length: 9 feet ¼ inches
  - d. Maximum sign height: 41.875 inches (Technical Deviation)
4. A new sign face shall be installed on the existing monument sign. The sign face shall be black aluminum routed metal with letters exposing white acrylic underneath routed metal sign face like previously approved for Mellow Mushroom and as approved on the Wellington green Master Sign Plan. Landscape shall be installed around the base of the sign.
5. Building permits are required prior to the installation of any signage.
6. Any significant modifications to this approval during permitting and/or installation shall require ARB approval.
7. Prior to the issuance of a C.O., an inspection by the Planning and Zoning Division is required to ensure compliance with all approvals.

## **Exhibits:**

Exhibit A	MUPD B Site Plan
Exhibit B	Existing Site Conditions
Exhibit C	ARB Approved Elevations
Exhibit D	Mellow Mushroom ARB Approved Signage
Exhibit E	Proposed Sign Locations
Exhibit F	Proposed Primary Wall Signs
Exhibit G	Proposed Secondary Wall Sign
Exhibit H	Proposed Colors of Signs
Exhibit I	Justification Statement