



**STAFF REPORT
PLANNING & ZONING DIVISION**

I. PETITION DESCRIPTION

Petition Number: 19 – 24 (ARB 19 – 03)
 Project Name: The Poke Company at Wellington Green MUPD D
 Owner: Stair Property Management and Acquisitions, Inc.
 Petitioner/
 Applicant: Alan Cockerham of Cockerham, Inc. (DBA The Poke Company)
 Project Manager: Damian Newell, Senior Planner
 Request: The petitioner is seeking Architectural Review Board (ARB) approval of a wall sign with technical deviation for The Poke Company within MUPD “D” of the Wellington Green project.

II. SITE DATA

Existing Land Use: Regional Commercial/Large Scale Multiple Use
 Existing
 Zoning District: Multiple Use Planned Development (MUPD)/Planned Unit Development (PUD)
 Parcel Size: 21.27 acre
 PCN: 73-41-44-13-01-004-0010 and 73-41-44-13-01-004-0020
 Location: The subject site is located at the southwest intersection of Forest Hill Boulevard and State Road 7. Exhibit “A” is a location map of the site and The Poke Company tenant space within MUPD “D” of the Wellington Green project.

III. LAND USE AND ZONING

EXISTING LAND USE, FUTURE LAND USE & ZONING

Dir.	Existing Use	Future Land Use	Zoning District
North	Polo Lakes Apartments/ Wellington Regional Medical Center	Residential “G” / Medical Commercial	Wellington Planned Unit Development (PUD)/ Medical Center Planned Development (MCPD)
South	Wellington Green MUPD “G”	Regional Commercial- Large Scale Multiple Use (RC-LSMU)	Multiple Use Planned Development (MUPD)
East	Olympia PUD	Residential “C”	Planned Unit Development (PUD)
West	Wellington Green MUPD “C”	RC-LSMU	MUPD

IV. BACKGROUND

The Wellington Green project consists of seven MUPDs and one PUD. The six (6) perimeter MUPDs (A-F) and the central mall (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). Most recently, Council approved (Resolution No. R2017-09) a Master Plan Amendment to allow an additional hotel in MUPD "B."

The Poke Company is a restaurant located within The Pointe at Wellington Green (MUPD "D"). This petitioner is submitting for ARB approval to allow wall sign with technical deviations for height and line of copy for The Poke Company tenant space (Suite 170). The Simon Orthodontics tenant space within MUPD "D," recently received ARB approved for wall signage (18-51/ARB 18-08) with technical deviations for height (24"), length (33') and area (66 SF)

V. STAFF ANALYSIS

Staff reviewed the request for Architectural Review Board (ARB) approval of the wall signage for consistency with Wellington's Land Development Regulations (LDR) Section 7.14.19.B.1 Multiple Use Planned Developments (MUPD) Wall Signs and Section 7.14.9.C Technical Deviations.

The proposed tenant wall sign (Exhibit B) was reviewed for compliance with LDR Section 7.14.19.B. which allows maximum sign height of 30 inches for tenants that are not National/Regional Tenants and two (2) lines of copy. National/Regional Tenants are multi-store retailer with building prototypes and prototypical signage program with a minimum building square footage of 5,000 square feet. This tenant is not a National/Regional tenant per Wellington's LDR. The applicant is requesting to allow one wall sign with additional height of and lines of copy.

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 sign as follows:

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

Response: The proposed wall sign on the principal façade is not prohibited by the LDR. This tenant is allowed a wall sign on the principal façade with a height of 30 inches and two (2) lines of copy. The requested deviation is to allow an overall height of 47.5 inches and three (3) lines of copy for the 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: As illustrated on Exhibit B, the sign has a trademark crown logo on top with two (2) lines of channel letter for “The Poke Company.” The building elevation has an existing banding that frames the sign area and limits area allowed for signage. The wall sign is centrally located within this framed area with approximately 4 inches on the top and bottom and 63 on both sides. The wall sign is an appropriate scale for the allowed sign area 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 a wall sign with additional height of and lines of copy will not negatively impact another tenant or building within this project. The sign face color is white and trim cap is black, which is appropriate for the existing building colors and surrounding tenant wall signs.

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

Response: The wall sign will not cause any negative off-site impacts as the sign is orientated at an angle and is over 400 feet from Forest Hill Boulevard. The deviations will allow “The Poke Company” wall sign with the trademark crown logo and will provide visibility for customers within the project.

Exhibit “C” is the applicant’s Technical Deviation Justification Statement. The applicant’s complete ARB application is available for review at the Planning and Zoning Division office.

VI. RECOMMENDATION

Staff recommends approval of the wall sign for The Poke Company (Suite 170) within The Pointe at Wellington Green (MUPD “D”) project with the following conditions of approval:

1. The wall sign shall be consistent with Exhibits “B” and;
 - a) Wall Sign (principal façade):
 - Maximum Signage Area: 30 square feet
 - Maximum Sign Height: 3.95 feet (47.5 inches) (Technical Deviation)
 - Maximum Length: 7.33 feet (88 inches)
 - Maximum Lines of Copy: 3 (Technical Deviation)
 - Maximum Number of Signs: 1
 - Wall sign colors shall consist of white channel letters with black trim cap illuminated with white light at night. Change to the sign background/wall color is prohibited.
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"	Applicant's Technical Deviation Justification Statement