

FL CENTER FOR AESTHETIC DENTISTRY SIGNAGE STAFF

Petition Number: 2026-0026-ARB

Owner: Pointe at Wellington LLC
 c/o Daryl Stair
 10440 Golden Eagle Court
 Fort Lauderdale, FL 33324

Agent/Applicant: Sign Partners Inc
 1181 S Rogers Circle
 Boca Raton, FL 33487

Site Address: 10140 Forest Hill Boulevard,
 Unit 104

PCN(s): 73-41-44-13-01-004-0020

Future Land Use Map (FLUM) Designation:
 Regional Commercial/LSMU (RC/LSMU)

Zoning Designation: Multiple Use Planned
 Development (MUPD)

Acreage: 1.0 acres

Request: Architectural Review Board (ARB) approval of a primary wall sign with technical deviations for Florida Center for Aesthetic Dentistry located at 10140 Forest Hill Boulevard, Unit 104, within MUPD D of Wellington Green.

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



Adjacent FLUM and Zoning Designation:

Adjacent Property	FLUM	Zoning
North	Commercial and Residential G	PUD/MCPD
South	RC/LSMU	MUPD
East	Residential C	PUD
West	RC/LSMU	MUPD

Site History and Current Request:

The subject site, located at 10140 Forest Hill Boulevard, was purchased by its current owner in February 2019. The existing building was constructed in 2003 and is within MUPD D of the Wellington Green MUPD. The tenant has been operating as The Sadati Center for Aesthetic Dentistry and recently changed names to Florida Center for Aesthetic Dentistry.

The applicant applied for a sign permit (BP26-0252) to change out the existing tenant sign within the existing sign frame on the façade with a channel letter sign with a brushed gold finish. The permit was returned for corrections as the sign exceeded the maximum height for a minor wall tenant. However, the sign was already installed.

ARB approval is specific to the sign and not for the tenant space, so although the proposed signs are similar in size to the previous tenant sign, changeout of the sign requires ARB approval for technical deviations if it does not meet the code requirements. No ARB approval was found for the previous tenant signage.

Technical Deviation Analysis:

Exterior Sign | Florida Center for Aesthetic Dentistry

Proposed Condition



North West Elevation

Existing Condition



The applicant has installed one (1) wall sign along the front façade within the existing sign frame similar in size to the previous tenant.

Per Section 7.9.8.A.2. of Wellington’s LDR, Minor Tenants, defined as a tenant space less than 10,000 SF, shall be permitted one primary wall sign with a maximum height of 30 inches, maximum length of 80% of the tenant façade length and a maximum sign area of 2 square feet per linear foot of primary façade length not to exceed 150 SF. The Principal Wall Sign requires a Technical Deviation as the primary wall sign exceeds the maximum height and sign area permitted by Wellington’s LDR.

Staff reviewed the request for ARB approval of the proposed Primary Wall Sign for consistency with Wellington’s Land Development Regulations (LDR), Article 7, Chapter 9, Sign Regulations. 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 table below illustrates what is allowed per the LDR, what is being requested, and the deviations for the proposed primary wall sign:

Minor Tenant Primary Wall Signs			
Standards	Allowed	Requested	Deviation
Number of Signs	1	1	0
Sign Area – 2 SF/LF of Façade	59.71 SF	69.4 SF	+ 9.69 SF
Sign Height	30 inches	50 inches	+ 20 inches
Sign Length – 80% of LF of Façade	23.88 LF	16.67 LF	0

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- 2. No deviation may be granted that has the effect of permitting a sign that is specifically prohibited by the sign regulations.

The request for an increase height and sign area for a primary wall is a common technical deviation request for tenants. The proposed sign fits within the existing sign frame on the façade which is proportionate to the building. In addition, the actual letter height is only 35” and only the circular logo portion of the sign is proposed at 50”.

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

The requested deviations will provide customers with clear visibility of the business location without negatively impacting surrounding traffic. The previous tenant sign was similar in overall size with larger text versus a larger logo on the proposed sign and has not caused any negative off-site impacts, nor is it expected to in the future.

Summary:

Based on the findings of fact, the Planning and Zoning Division recommends the following conditions if the board desires to approve Petition 2026-0021-ARB:

- 1. The Florida Center for Aesthetic Dentistry Primary Wall Sign located at 10140 Forest Hill Boulevard shall be consistent with Exhibit B, and as approved below:

Minor Tenant Primary Wall Signs		
Standards	Approved	Deviation
Number of Signs	1	0
Sign Area – 2 SF/LF of Façade	69.4 SF	+ 9.69 SF
Sign Height	50 inches	+ 20 inches
Sign Length – 80% of LF of Façade	16.67 LF	0

- 2. Permit approval is required before the construction/installation of the signs. Any modifications to this approval during permitting and/or construction shall require ARB approval.
- 3. The applicant/owner/agent shall ensure the final stamped ARB approval/plan as provided by the Planning and Zoning Division is used during the construction/installation process of the sign.

Exhibits:

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

Exhibit A – Existing Site Conditions



Exhibit B – Primary Wall Sign

Exterior Sign | Florida Center for Aesthetic Dentistry

Proposed Condition



North West Elevation

Existing Condition



Notes & Specifications

- 1 3" Aluminum Channel Letters and Logo (brushed gold-tone finish)
- 2 Back Lit w/ White LED
- 3 Mounted to the Wall w/ Spacers
- 4 Overall Dimensions: 50"H x 200"W
- 5 Quantity: 01



CONTRACTOR:

Sign Partners
 1181 S Rogers Circle, Suite 3
 Boca Raton, FL 33487
 Phone: 561.270.6919



CUSTOMER:

Florida Center for
 Aesthetic Dentistry
 10140 Forest Hill Blvd #104,
 Wellington, FL 33414

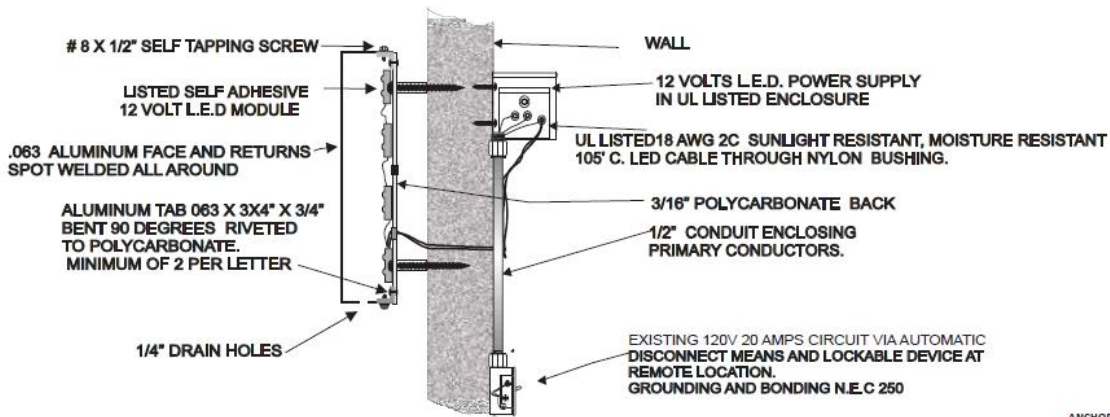
Proposed Square Footage:
 50" H X 200" W / 144 = 69.4 SQ. FT



Exterior Sign | Florida Center for Aesthetic Dentistry

CHRISTINA LI
 No. 1
 FL. PROFESSIONAL
 This item signed
 Christina LI
 Date: 09/26/2026
 Digitized
 Date: 09/26/2026

LISTED REVERSE CHANNEL LETTER SIGN



ANCHOR SCHEDULE		QTY or SPACING
WALL MATERIAL	ANCHOR TYPE	
CONCRETE (8in) or HOLLOW MASONRY	1/4" TREATED RODS WITH MIN 3" EMBED IN ADHESIVE	(10) AT LOGO (5) PER LTR
	1/4" TAPCONS (OR EQUIV) WITH 1.75" EMBED	(6) AT LOGO (3) PER LTR
1/2" PLYWOOD (NO ACCESS BEHIND)	1/4" EXPANSION ANCHORS WITH 2.5" EMBED	(6) AT LOGO (3) PER LTR
	1/4" TONGUE BOLTS	(6) AT LOGO (3) PER LTR
METAL STUDS OR METAL PANELS	1/4" WOOD SCREWS, FULL EMBED	(7) AT LOGO (3) PER LTR
HOLLOW WALL (BLOCKING BEHIND)	#14 METAL SCREWS TO MIN 2 1/2" STEEL OR 0.090" ALUM	(6) AT LOGO (3) PER LTR
	1/4" THROUGH BOLTS OR LAGS TO SOLID BLOCKING BEHIND	(6) AT LOGO (3) PER LTR



Exterior Sign | Florida Center for Aesthetic Dentistry

Sign Location

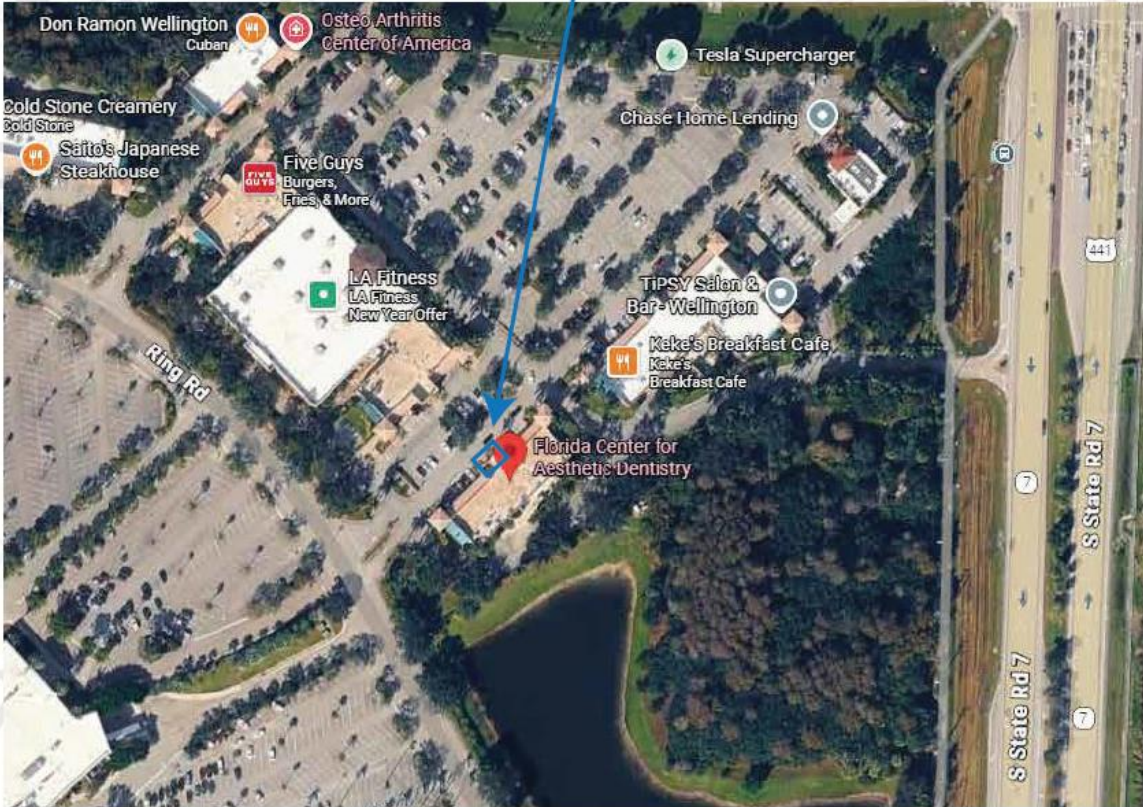


Exhibit C – Applicant Technical Deviation Statement

JUSTIFICATION STATEMENT & TECHNICAL DEVIATION JUSTIFICATION

Project Address: 10140 Forest Hill Blvd, Suite 140, Wellington, FL 33414

Tenant: Florida Center for Aesthetic Dentistry

Applicant/Contractor: Sign Partners Inc.

PROJECT DESCRIPTION

Sign Partners Inc. respectfully submits this application on behalf of Florida Center for Aesthetic Dentistry for Architectural Review Board (ARB) review and approval of an existing exterior channel letter sign located at the above-referenced address. The applicant is requesting approval to permit and finalize an already installed signage element that was previously installed without completion of the formal permitting process.

The subject signage consists of professionally fabricated front-lit channel letters mounted within a designated architectural sign band provided on the building façade. The sign was installed by a prior contractor as part of the tenant's build-out and in coordination with the property's designated signage area; however, the formal permitting and inspection process was not completed at that time. This application is submitted in good faith to bring the installation into full compliance with the Town of Wellington Land Development Code.

The existing sign measures as follows:

- Width: 200 inches
- Overall Height: 50 inches (including logo element)
- Lettering Height: approximately 35 inches overall
- Total Area: 69.4 square feet

FACADE ANALYSIS

The tenant façade measures:

- Width: 358 inches
- Height: 214 inches

In accordance with the Town of Wellington Land Development Code (Minor Tenant Wall Sign standards), signage shall not exceed 80% of the tenant façade width.

- Maximum permitted width: 286.4 inches
- Proposed sign width: 200 inches
- Actual façade coverage: approximately 55.9%

The proposed signage therefore remains fully compliant with the façade length requirement and remains well within the allowable signage envelope. The installation is fully contained within the designated architectural sign band and maintains appropriate proportionality with the building elevation.

APPLICABLE CODE COMPLIANCE (CITY OF WELLINGTON LDR)

This application is evaluated under the Town of Wellington Land Development Code (Sign Regulations for Minor Tenants).

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A Minor Tenant is defined as a tenant with less than 10,000 square feet of interior space. Under this classification, wall signage is subject to the following standards:

- Maximum sign height: 30 inches
- Maximum sign length: 80% of tenant façade width

The subject tenant qualifies as a Minor Tenant under the City Code definition.

DIMENSIONAL COMPLIANCE CLARIFICATION

The proposed signage is substantially compliant with the applicable code, with limited dimensional deviations associated with the installed lettering and logo element.

Upon further field verification and dimensional review, the installed lettering measures approximately 35 inches overall, modestly exceeding the 30-inch maximum height requirement established under the City of Wellington Land Development Code. Additionally, the integrated logo element measures approximately 50 inches in height.

These dimensional deviations are limited in scope and do not create visual clutter, obstruct visibility, or negatively impact adjacent tenants or surrounding properties.

The increased dimensions are intended to maintain visual proportionality within the existing architectural sign band and to ensure effective business identification from vehicular and pedestrian viewpoints along Forest Hill Boulevard, consistent with the visibility needs of a professional medical and dental practice.

Importantly:

- The sign remains fully contained within the designated architectural sign band.
- The overall sign width remains fully compliant with code requirements.
- The signage is professionally fabricated and architecturally integrated into the building façade.
- The installation remains visually consistent with surrounding commercial signage within the plaza and surrounding corridor.

The signage remains well-proportioned within the architectural sign band and does not extend beyond the intended signage area of the façade.

Accordingly, the requested deviation is limited to the installed height of the lettering and logo element, while the overall sign configuration otherwise remains compliant with the City of Wellington Land Development Code.

TECHNICAL DEVIATION JUSTIFICATION

1. Description of Deviation

The requested deviation is limited to:

- The integrated logo element, which measures approximately 50 inches in height; and
- The installed lettering, which measures approximately 35 inches overall, modestly exceeding the 30-inch limitation established under the Town of Wellington Land Development Code for Minor Tenant wall signage.

2. No Prohibited Signage Elements

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The proposed signage is not a prohibited sign type. It consists of standard front-lit channel letters with an integrated logo element commonly used in commercial branding.

3. Enhanced Architectural Integration

Approval of the requested deviation will result in a superior aesthetic outcome by preserving a professionally designed signage system that is fully integrated into a purpose-built architectural sign band. The increased dimensions improve visibility and brand recognition without compromising architectural intent or code objectives.

4. No Impact on Master Sign Plan or Adjacent Tenants

Approval of this request will not adversely affect the Master Sign Plan or surrounding tenant signage. The sign is exclusive to the applicant’s leased space and maintains full separation from adjacent tenants.

5. No Off-Site Impacts

The signage will not generate any negative off-site impacts. Lighting is controlled and directed solely toward the tenant façade, ensuring compliance with safety and visual standards.

CLOSING STATEMENT

Given the architectural integration of the existing signage, its professional design quality, and its compatibility with both the building and surrounding uses, Sign Partners Inc. respectfully requests ARB approval of the existing installation and the limited technical deviations associated with the installed lettering and logo height.

Approval will allow the project to be properly permitted and brought into compliance with the Town of Wellington Land Development Code while preserving the intended visual identity and architectural character of the site.

The signage is located within the designated sign band approved for tenant identification within the shopping center and is consistent with the property’s overall signage framework.