



**STAFF REPORT  
PLANNING & ZONING DIVISION**

**I. PETITION DESCRIPTION**

Petition Number: 17 – 72 (ARB 17 – 08)  
 Project Name: Wellington Green MUPD B Hotel  
 (Fairfield Inn and Suite Marriott)  
 Owner/Petitioner/  
 Applicant: Birch Development LTD  
 Agent: Wantman Group, Inc.  
 Project Manager: Damian Newell

Request: The petitioner is requesting Architectural Review Board (ARB) approval of the building elevations, exterior colors, materials, site amenities and signage with technical deviations for the 107-room, 5-story hotel proposed within MUPD “B” of the Wellington Green project.

**II. SITE DATA**

Existing Use: Vacant  
 Parcel Size: 1.79 acres  
 Existing Land Use: Regional Commercial/Large Scale Multiple Use  
 Existing  
 Zoning District: Multiple Use Planned Development (MUPD)  
 Location: The subject site is located in the southwest corner of Olive Drive and Wellington Green Drive. Exhibit “A” is a location map of the site within MUPD “B” of the Wellington Green project.

**III. LAND USE AND ZONING**

**EXISTING LAND USE, FUTURE LAND USE & ZONING**

<b>Dir.</b>	<b>Existing Use</b>	<b>Future Land Use</b>	<b>Zoning District</b>
<b>North</b>	Wellington Edge PUD	Residential “E”	Planned Unit Development (PUD)
<b>South</b>	Wellington Green Pod “C” (Axis Apartments)	Regional Commercial- Large Scale Multiple Use (RC-LSMU)	Wellington Green PUD
<b>East</b>	Wellington Green MUPD “C”	RC-LSMU	Multiple Use Planned Development (MUPD)
<b>West</b>	Wellington Green MUPD “A” / Village of Wellington Park	RC-LSMU / Institutional-Public Facilities	MUPD / Community Facilities

#### **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 site plan for the proposed hotel was reviewed by the Development Review Committee (DRC) on January 25, 2017 and is scheduled for the June 28, 2017 DRC meeting for final processing after Council approval to allow the hotel.

As a result, the petitioner is now submitting for ARB approval of all building elevations, exterior colors, materials, site amenities and signage for this proposed hotel project.

#### **V. STAFF ANALYSIS**

Staff reviewed the request for Architecture Review Board (ARB) approval of all building elevations, exterior colors, materials, site amenities and signage proposed for this hotel project for consistency with Wellington's Land Development Regulations (LDR) and Wellington Green Development Order (DO).

##### **Elevations/Architectural Details, Colors and Site Amenities:**

The elevations/architectural details, colors and site amenities were reviewed based on the LDR Sec. 6.5.19.G. Design Standards for Multifamily and Non-residential Development, Sec. 6.5.19.I. Design Standards for Commercial and Industrial Projects over 15,000 square feet and most recent approved Wellington Green Development Order.

##### **Elevations/Architectural Details**

The hotel is 107-room, 5-story 63,326 square feet proposed behind the existing retail center in MUPD "B." The hotel is proposed on the vacant 1.78 acre parcel located in the southeast section of MUPD "B" as indicated on the conceptual site plan (Exhibit G). Currently, the MUPD "B" project is developed with 94,361 square feet of retail, restaurant and bank uses. The proposed site is located approximately 600 feet from Forest Hill Boulevard and surrounded by 1-story retail buildings within approximately 150 feet and 4-story multi-family residential within approximately 300 feet of the hotel building. The hotel parapet roof is 64 feet in height which does not exceed the maximum height of 72 feet allowed per the LDR and Wellington Green DO. The elevations as indicated in Exhibit "B" illustrates a parapet roof, stucco finish, stone veneer, roof trellis, metal roof porte-cochere panel and architectural details for the proposed hotel building. This is a planned development which requires compatible architecture, design, materials and colors throughout the Wellington Green project. Per LDR Sec. 6.5.19.G. the intent of these Design Standards is to provide buildings and structures that reflect good design, utilize proper design concepts and are appropriate to the Village of Wellington and requires compliances with the following standards:

1. The proposed building or buildings must be appropriate to the character of the area in which they are to be located, compatible with area land uses, and utilize materials, design and architecture that are compatible with the design, character and style of area development.

**Response:** The hotel is proposed to the south of an existing commercial center which has a main in-line building and two (2) freestanding buildings. MUPD “B” existing on-site buildings utilize earth tones and a blue accent, parapet roof, stucco finish and stone veneer which are compatible with the proposed hotel elevation. This 5-story building is compatible with the surrounding area which has existing 4-story multi-family and hotel buildings to the south and west. The existing 4-story buildings in the area have comparable colors and materials with this proposed building. As illustrated in Exhibit “B,” the proposed building scale, colors, materials, design and architecture are appropriate to the character of the surrounding area.

2. The exterior design and appearance of the proposed building or building must not adversely affect the value of adjacent developed or vacant properties.

**Response:** The exterior design and appearance of this proposed hotel is compatible and generally consistent with the surrounding existing developments. A 122-room, 4-story hotel is constructed in MUPD “A” northwest of this proposed hotel and 4-story multi-family buildings are located to the south. This 5-story hotel is required to provide increased minimum height standards for the landscape material to minimize adverse effects.

3. Projects involving proposed construction of multiple buildings shall provide an overall unity of character and design. The use of architecture, designs, materials and colors must produce a complete development that is both harmonious and internally consistent.

**Response:** The MUPD “B” project was developed with a main in-line building and two (2) freestanding buildings, with the last building constructed over seven (7) years ago. The freestanding buildings are located along Forest Hill Boulevard with the in-line building to the south as illustrated on the location map (Exhibit A). This hotel is proposed south of the main in-line building within MUPD “B” and utilizes earth tone colors with a blue accent color, parapet roof, stucco finish and stone veneer which are harmonious and compatible with the overall project.

4. Building shall be designed in a manner that is compatible with the character, mass, bulk and scale of surrounding structures.

**Response:** The subject site is located over 1,500 feet from the nearest single-family residence and 300 feet from the adjacent 4-story multi-family project. The proposed design of the building has a transitional massing element which will help with transition between existing surrounding buildings. Additionally, the building will not have a horizontal length exceeding 100 linear feet which will help with the bulk of the building. The projections and recesses with minimum depth of three (3) feet will also help minimize massing of this 5-story building. This hotel is compatible with the character, mass, bulk and scale of surrounding structures which includes the existing 1-story in-line buildings to the north and east and 4-story hotel and multi-family buildings to the northwest and south.

5. Accessory buildings and structures shall conform to the design, materials, colors and style of the principal structures. Accessory buildings and structures should be clearly subordinate and complimentary to the principal structures.

**Response:** The proposed dumpster enclosure (Exhibit D) is compatible with the design and style of the hotel building. The applicant did not indicate the dumpster enclosure color or if an enclosure is provided for the proposed generator. Staff recommends the generator enclosure be compatible with the dumpster enclosure as illustrated in Exhibit "D." The allowed dumpster and generator enclosure colors shall consist of Snowbound SW 7004, Universal Khaki SW 6150 or Moderate White SW6140 and include the stone veneer material (Eldorado Stacked Stone Daybreak) to be complimentary to the hotel design, materials, colors and style.

6. Signs shall be compatible with the architectural style, design, colors and materials of the proposed building or buildings and shall comply with the Village sign regulations.

**Response:** Exhibit "E" Indicates the wall signs will consist of channel letters that appear black during the daytime and illuminated white at night. The proposed monument/directional signs are indicated as routed black satin finish aluminum with a white backer panel that appear white during the daytime and illuminated white at night. The monument/directional signs should be more compatible with the colors and materials of the proposed building. Staff recommends the monument/directional sign face finish be clear anodized aluminum and stone veneer for the base to be compatible. The applicant is requesting Technical Deviations for the proposed signage as indicated below.

The proposed elevation for the primary façade as illustrated in Exhibit "B" indicates the ground floor has blank wall areas. Per the LDR the ground floor shall have features that include windows or other design elements along the horizontal length of the façade. Staff recommends faux windows be incorporated on the east and west end of the north façade or other design elements that will offer an appropriate and distinctive detail for the proposed architectural style of this building. Staff recommends approval of the elevations and architectural details for this hotel with the above recommendations.

#### Color/Material

The proposed exterior color/material palette (Exhibit C) was reviewed for consistent/compatibility with the surrounding area and Wellington's approved ARB Color Chart. The proposed color palette indicates the base color schemes as Snowbound SW7004 and Universal Khaki SW6150. The accent color schemes are Denim SW6523, Moderate White SW6140, Griffin SW7026 and Notable Hue SW6521. The glass glazing color is clear and window frame is Anodized Dark Bronze. The proposed stone veneer is Eldorado Stacked Stone Daybreak. The roof trellis and porte-cochere metal roof finish is clear anodized aluminum panel. The fencing/railing, site furniture, trash receptacle, bike rack, light fixtures, regulator signage, etc., shall be finished in black or dark bronze color. As indicated above the proposed monument/directional signs should be more compatible with the colors and materials of the proposed building. Staff recommends the monument/directional sign face finish be clear anodized aluminum and stone veneer for the base to be compatible.

The proposed colors are harmonious with the existing surrounding building colors and consistent with Wellington's approved ARB Color Chart. Staff recommends approval of the color/material palette (Exhibit C) as indicated above.

### Site Amenities

A planned development project requires site amenities (walls, fencing, site furniture, trash receptacle, bike rack, light fixtures, regulator signage, etc.,) to be compatible with the architectural style, design, colors and materials of the overall project. The applicant has the option of design, colors and materials as long as they are compatible. Staff recommends approval of the proposed site amenities as indicated in Exhibit "D."

### **Signage:**

#### Wall signs

The proposed wall signs (Exhibit E) were reviewed for compliance with LDR Section 7.14.19.B. which allows a maximum sign area of five (5) percent of building façade or 150 square feet, a maximum height of 60 inches, a maximum length 70 percent of the façade length 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 Technical Deviation for the maximum lines of copy, sign area (square footage) and sign height for the proposed wall signage as indicated below.

#### Monument/Directional Signs

The applicant is requesting one (1) monument and one (1) direction sign as indicated in Exhibit "E." The Wellington Green Master Sign Plan indicates the approved directional, median and monument type signs for the overall project and does not indicate any approved monument/directional type signs for the subject site. LDR Section 7.14.19.C. allows ARB to approve additional sign that are consistent with the LDR and master sign plan. LDR Section 7.14.11.I. allows a maximum of one (1) monument sign for each outparcel or detached principal building with no more than three (3) monument signs allowed for a project. The MUPD "B" project currently has two (2) monument signs for the existing outparcel/detached buildings. This outparcel hotel site is allowed one (1) monument sign eight (8) feet in height, 10 feet in length, 32 square feet in area with two (2) lines of copy. The directional sign are allowed with a maximum height of three (3) feet and maximum length of four (4) feet. The applicant is requesting Technical Deviation for the maximum lines of copy for the proposed monument sign as indicated below.

#### 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. Exhibit "F" is the applicant's Justification Statement setting forth the nature and extent of the requested deviations. 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 hotel signage as follows:

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

**Response:** The proposed primary/secondary wall signs and monument sign are not prohibited signs by the LDR. The requested deviations are for the maximum lines of copy, sign area (square footage) and sign height as indicated below:

### Wall Sign Standards and Deviation

	Permitted by Code	Proposed	Deviation
Max Square Feet	5% of total square footage of building elevations NTE 150sf/sign	250.63sf (north façade) 132.52sf (east façade)	100.63sf 57.52sf
Max Sign Size	National/Regional Tenants - 60" in ht. Other Tenants - 30" in height	6.52' (north façade) 8.14' (east façade)	1.52' 3.14'
Max Length	70% of bay/store width with facades over 40 feet in length	38.44' (north façade) 16.28' (east façade)	0 0
Max Lines of Copy	2 lines	3 lines (east façade)	1 line copy
Number of Wall Signs	1 sign/principal storefront 1 addtl sign at 50% size of principal sign	1 sign (north façade) 1 sign (east façade)	0 0
Rear Wall Signs	Nameplate or Owner ID sign on/near rear	Nameplate/ID sign on rear door	0

### Monument Sign Standards and Deviation

	Permitted by Code	Proposed	Deviation
Max Height	8'	6'	0
Max Length	10'	7'-5 9/16"	0
Max Sign Area	32sf	31.72sf	0
Max Letter Size	24" in ht.	12" Letter "F"	0
Max Lines of Copy	2 lines not to exceed 36"	3 lines 42"	1 line copy 6"

- 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:** This 5-story hotel building is proposed to the south of an existing in-line building within MUPD "B" and setback approximately 700 feet from the public right-of-way. The sign area deviations requested as shown in the above table allows for signs that are proportionate to the building size and height. Requiring wall signs that meets the code requirements will not be proportionate or look in scale with a 5-story building of this mass. The deviation for one (1) additional line of copy is requested to ensure the national brand of the proposed Fairfield Inn and Suite Marriott's. Three (3) lines of copy are requested for the wall sign on the east façade and monument sign. The additional signage area and line of copy is at an appropriate scale and will help to enhance the aesthetic of the proposed project as illustrated on the renderings (Exhibit B).

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

**Response:** The requested deviations to allow additional lines of copy, sign area (square footage) and sign height will not negatively impact another tenant or building within this project. As indicated, this outparcel building is located south of an existing in-line building within MUPD "B", separated from other outparcels/buildings and setback approximately 700 feet from the public right-of-way.

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

**Response:** The proposed signs will not cause any negative off-site impacts as no signs are orientated toward the adjacent residential development south. The deviations will allow needed visibility for this hotel location to patrons not accustomed to the area. The signs are oriented for exposure from the surrounding MUPD, mall ring road and Olive Drive. Staff recommends approval of the proposed wall signs and monument sign per the requested deviations. The proposed directional sign maximum height shall be a three (3) feet and length four (4) feet.

The site plan, landscape plan and conceptual floor plan are provided for reference in Exhibit "G." The applicant's complete ARB application is available for review at the Planning and Zoning Division office.

## **VI. RECOMMENDATION**

Staff recommends approval of the Wellington Green MUPD B (Hotel) elevations, architectural details, exterior colors, materials, site amenities and signage with the following conditions of approval:

1. The building/structure elevations and architectural details shall be consistent with Exhibits "B" and;
  - a) The dumpster and generator shall be enclosed with a wall structure consistent with the hotel design.
  - b) Add faux windows on the east and west end of the north façade or other design elements appropriate for the architectural style of this hotel building as approved by ARB.
2. The exterior color and material palette shall be consistent with Exhibit "C" and;
  - a) The dumpster and generator enclosure shall be concrete wall stucco finished. The colors shall consist of Snowbound SW 7004, Universal Kahki SW 6150 or Moderate White SW6140 and include the stone veneer material (Eldorado Stacked Stone Daybreak) to be complimentary to the hotel design, materials, colors and style.
  - b) The roof trellis and porte-cochere roof shall be finished with clear anodized aluminum panel/frame.
  - c) All fencing/railing, site furniture, trash receptacle, bike rack, light fixtures, regulator signage, etc., shall be finished in black or dark bronze color.
  - d) The glass glazing color shall be clear and window frame Anodized Dark Bronze.
  - e) Wall sign colors shall consist of channel letters that appear black during the daytime and illuminated white at night.
  - f) Monument/directional sign face shall be finished clear anodized aluminum and stone veneer for base to be compatible with the colors and materials of the proposed building. The sign face backer panel color shall appear black during the daytime and illuminated white at night.
  - g) The approved colors and material shall not be substituted for any other colors/materials without ARB approval.
3. Site amenities (walls, fencing, site furniture, trash receptacle, bike rack, light fixtures, regulator signage, etc.) shall be consistent with Exhibits "D."

4. The wall signs, monument sign and directional sign shall be consistent with Exhibits "E" and;
  - a) Primary wall sign (north façade):
    - Maximum Signage Area: 250.63 square feet (Technical Deviation)
    - Maximum Sign Height: 6.52 feet (Technical Deviation)
    - Maximum Length: 38.44 feet
    - Maximum Lines of Copy: 3 (Technical Deviation)
    - Maximum Number of Signs: 1
  - b) Secondary wall sign (east façade):
    - Maximum Signage Area: 132.52 square feet (Technical Deviation)
    - Maximum Sign Height: 8.14 feet (Technical Deviation)
    - Maximum Length: 16.28 feet
    - Maximum Lines of Copy: 2
    - Maximum Number of Signs: 1
  - c) Monument sign:
    - Maximum Signage Area: 32 square feet
    - Maximum Sign Height: 6 feet
    - Maximum Sign Length: 8 feet
    - Maximum Lines of Copy: 3 with a combine height of 36 inches (Technical Deviation)
    - Maximum Number of Signs: 1
  - d) Directional sign:
    - Maximum Sign Height: 3 feet
    - Maximum Sign Length: 4 feet
    - Maximum Number of Signs: 1
  - e) The wall, monument and directional signs colors and materials shall be as indicated in Condition 2.
  - f) Monument/directional signs shall be landscaped around the base of the sign per the LDR.
5. Amended building/structure elevations and signage consistent with these condition shall be provided to the Planning and Zoning Division for final ARB approval processing.
6. All above ground utility equipment, mechanical equipment, transformer box, valves, exhaust vents, etc., shall be complete screened from public view while maintaining three (3) feet of clearance.
7. The address identification/numbering height for each building shall comply with the Palm Beach County Fire Code minimum requirements and shall not exceed the LDR maximums.
8. Building permits required prior to construction of the building and installation of signage.
9. Prior to issuance of a Certificate of Occupancy, an inspection by Planning and Zoning Division is required to ensure all mechanical equipment is completely screened from view.

## List of Exhibits

Exhibit "A"	Location Map
Exhibit "B"	Elevations and Perspective Renderings
Exhibit "C"	Color and Material Palette
Exhibit "D"	Site Amenities
Exhibit "E"	Signs
Exhibit "F"	Applicant's Justification Statement
Exhibit "G"	Site Plan, Landscape Plan and Conceptual Floor Plan