

## Sleep Number at Wellington Green MUPD F

## STAFF REPORT

**Petition Number:** 2022-0012-ARB

**Owner/Applicant:** Weingarten Realty Investors/  
 Kimco Realty Corporation  
 2600 Citadel Plaza Dr., Suite 200  
 Houston, TX 77008

**Agent:** Jennifer Ronneburger  
 Go Permit  
 51 Meadows Drive  
 Boynton Beach, FL 33436

**Site Address:** 2535 S. State Road 7

**PCN(s):** 73-41-44-13-05-011-0000

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

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

**Acreage:**  
 1.80 Acre (+/-) (Subject Parcel)

**Request:**  
 Architectural Review Board (ARB) approval of wall signs with Technical Deviation for the proposed Sleep Number retail store within MUPD F of the Wellington Green project.

**Project Manager:**  
 Damian Newell, Senior Planner  
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### Location/Map:

Wellington Green MUPD F project is located approximately half a mile south of the Forest Hill Boulevard and State Road 7/US 441 intersection, at the southwest corner of the State Road 7 and Lime Drive. The subject site (Outparcel F2) is located within the northeast section of the Wellington Green MUPD F project as illustrated on the map below.



### Adjacent FLUM and Zoning Designation:

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

**Site History and Current Request:**

The Wellington Green project is 456-acre located on the southwest corner of State Road 7/US 441 and Forest Hill Boulevard, and consists of seven MUPDs and one 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 subject site (Outparcel F2) within Wellington Green MUPD F is currently being developed with a 12,000 square feet multiple-use retail/restaurant building, which was approved by ARB on February 19, 2020 (2019-0005-ARB). This request (2022-0015-ARB) is for approval of wall signs for a proposed Sleep Number tenant.

**Analysis:**

Staff reviewed the request for ARB approval of the proposed Minor Tenant Wall Sign (tenant with less than 10,000 SF of indoor space) for consistency with Wellington's Land Development Regulations (LDR) Section 7.9.8.A. Permanent Wall Signs. The request is for one (1) primary façade wall sign and one (1) secondary wall sign for the proposed Sleep Number tenant bay.

The proposed primary façade wall sign was reviewed for compliance with LDR Section 7.9.8.A.2. Per the LDR, one (1) primary façade wall sign is allowed per tenant primary façade with a maximum sign area of two (2) square feet per foot of primary façade length (tenant bay/unit) not to exceed 150 square feet, a maximum height of 30 inches (Minor Tenant Wall Sign), and a length not to exceed 80 percent of the façade. The proposed tenant is within a multiple-use building with a primary façade bay/unit length of 39 feet four (4) inches. Below is what's allowed per the LDR and being requested for the proposed tenant bay primary façade wall sign.

Primary Wall Sign (West Façade/Elevation)		
Standards	Allowed	Requested
Number of Signs	1	1
Sign Area (Boxed)	78.66 sq. ft.	36.71 sq. ft.
Height (Boxed)	30 in. (Minor Tenant)	30 in.
Length	31.5 ft. (80% Façade Length of 39'-4")	14 ft. 8 in.

As illustrated below, the proposed primary façade wall sign is not vertically centered in the area it's attached to the wall. This is because if the wall sign is set lower it would require the use of a raceway (not flush mounted) for the sign installation, which is not desired by the tenant.



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The proposed secondary wall sign was reviewed for compliance with LDR Section 7.9.8.A.4. Per the LDR, tenants are allowed one (1) secondary wall sign on the rear of the tenant bay. The secondary wall sign is allowed at 50 percent of the sign area and height of the associated minor tenant wall sign as approved/permitted on the principal/primary façade. Below is what's allowed per the LDR, being requested and deviation for the proposed secondary wall sign.

<b>Secondary Wall Signs (West Façade/Elevation)</b>			
Standards	Allowed	Requested	Deviation
Number of Signs	1	1	0
Sign Area	18.35 sq. ft. (50% principal wall sign)	36.71 sq. ft.	18.35 sq. ft.
Height	15 in. (50% principal wall sign)	30 in.	15 in.
Length	N/A	14 ft. 8 in.	0

As indicated in the above table, the request is to allow the secondary wall sign to exceed 50 percent allowed for the sign area and height. The request requires ARB approval of deviation to allow the proposed secondary wall sign the same size as the proposed primary façade wall sign.

**Technical Deviation**

As indicated in the above table, the request is to allow the secondary wall sign to exceed 50 percent allowed for the sign area and height. The percent calculation for the secondary wall sign area is of the actual permitted/approved primary façade wall sign area, not per the maximum area calculation that may not be in proportion to the façade. The request requires ARB approval of deviations to allow the proposed secondary wall sign the same size as the proposed primary façade wall sign.

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 requested deviation is to allow a secondary wall sign with area of 36.71 square feet and height of 30 inches on the rear of the building for a proposed Sleep Number tenant.

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

The proposed secondary wall sign is not specifically prohibited and is permitted under LDR Section 7.9.8.A.4. The applicant is only requesting ARB approval to deviate from the 50 percent sign area and height standards to allow the size sign on front (east) and rear (west) façades of the building.

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3. 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 ARB.

The requested sign area and height deviations as shown in the above table allows for a sign that's proportional to the area of the building attached. Requiring a wall sign that meets the allowed code requirements (18.35 sq. ft. area and 15 in. height) will not be in proportional scale with the tenant's area of the building. Increasing the sign size as requested or slightly larger would be a more appropriate scale. If approved the secondary wall sign will both provide visibility from internal access drive that runs along the rear of the building and help with the overall building aesthetics.

4. Approval of the deviation must not negatively impact another tenant or buildings shown on the Master Sign Plan.

The requested deviations to allow an increase in sign area and height for the secondary wall sign should not negatively impact another tenant or building within this project. As indicated, this freestanding building is located within MUPD F with east façade frontage along State Road 7/US 441 and visibility at the rear of the building from access drive, which is the west façade with the proposed secondary wall sign. Other tenants of this building are allowed a wall sign on the rear of the building, and they may also request ARB approval of deviation(s) for their bay.

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

The secondary wall sign is internal to the Wellington Green MUPD F project with visibility from the internal access drive, which will not cause any negative off-site impacts. The requested increase in sign area and height for the secondary wall signs will allow a sign that's a more proportional scale and will help provide visibility at the rear of this building to traffic along the access drive.

The applicant's complete Architectural Review Board application (2021-0015-ARB) is available for review at the Planning and Zoning Division office.

### **Summary:**

Based on the findings, the Planning and Zoning Division recommends approval of Petition 2021-0015-ARB with the following conditions:

1. The Sleep Number tenant space wall signs on the building within Outparcel F2 of the Wellington Green MUPD F project shall be consistent with Exhibit A, and as approved below;
  - a) Shall be channel letters flush mounted.
  - b) Shall be consistent with the below approved standards per the tenant façade length of 39 feet four (4) inches:

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<b>Primary Wall Sign (West Façade/Elevation)</b>	
Standards	Approved
Number of Signs	1
Sign Area (Boxed)	36.71 sq. ft.
Height (Boxed)	30 in.
Length	14 ft. 8 in.

<b>Secondary Wall Signs (West Façade/Elevation)</b>		
Standards	Requested	Deviation
Number of Signs	1	0
Sign Area	36.71 sq. ft.	18.35 sq. ft.
Height	30 in.	15 in.
Length	14 ft. 8 in.	0

2. Permit approval is required prior to construction/installation of proposed improvements.
3. Any modifications to this approval during permitting and/or construction shall require ARB approval.
4. Amended plans as needed and consistent with these condition shall be provided to the Planning and Zoning Division for final ARB approval processing.

**Exhibits:**

- Exhibit A                      Proposed Wall Signs
- Exhibit B                      Applicant Justification Statement