

Olive U at Wellington Green MUPD F

STAFF REPORT

Petition Number: 2022-0027-ARB

Owner: Kimco Realty Corporation
 500 N Broadway
 Jericho, NY 11753

Applicant: Olive U Mediterranean Grill
 Wellington Green, LLC
 2632 PGA Blvd.
 Palm Beach Gardens, FL 33410

Agent: Michael Brown
 Irie Management LLC
 4536 SW 29th Ter.
 Ft. Lauderdale, FL 33312
Info@iriefoodservice.com

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)

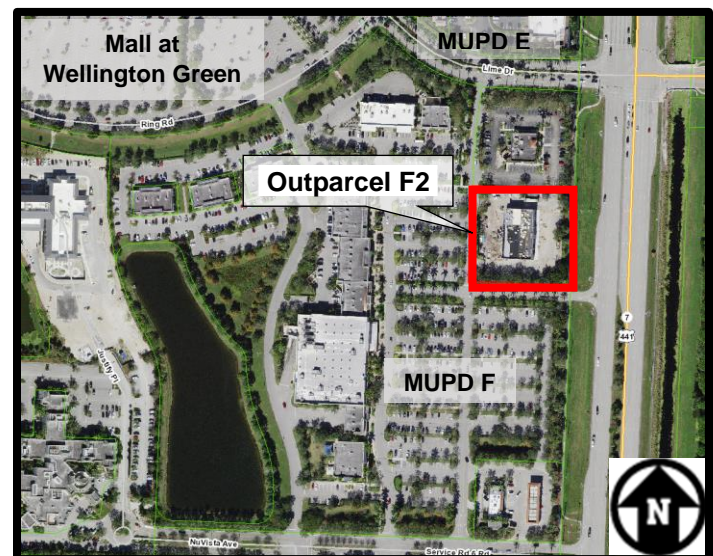
Acreage:
 1.80 Acre (+/-) (Subject Parcel)

Request:
 Architectural Review Board (ARB) approval of wall signs with Technical Deviation for the proposed Olive U restaurant within MUPD F of the Wellington Green project.

Project Manager:
 Damian Newell, Senior Planner
dnewell@wellingtonfl.gov
 (561) 753-2577

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). ARB recently approved (2022-0015-ARB June 15, 2022) deviations to allow the secondary wall sign (west façade/elevation) with sign area at 36.71 square feet (18.35 sq. ft. deviation) and sign height at 30 inches (15 in. deviation) for the proposed Sleep Number tenant.

This request (2022-0027-ARB) is for approval of wall signs with Technical Deviations for the proposed Olive U restaurant.

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 29 feet. Below is what's allowed per the LDR, being requested and deviation for the proposed tenant bay primary façade wall sign.

Primary Wall Sign (East Façade/Elevation)			
Standards	Allowed	Requested	Deviation
Number of Signs	1	1	0
Sign Area (Boxed)	58 sq. ft.	45.40 sq. ft.	0
Height (Boxed)	30 in. (Minor Tenant)	46 in.	16 in.
Length	23.2 ft. (80% Façade Length of 39'-4")	11 ft. 10 in.	0

Below is an illustration of the proposed primary façade wall sign on the east façade/elevation of the building.

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Planning and Zoning Division

January 25, 2023



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.

Secondary Wall Signs (West Façade/Elevation)			
Standards	Allowed	Requested	Deviation
Number of Signs	1	1	0
Sign Area	29 sq. ft. (50% principal wall sign)	25 sq. ft.	0
Height	15 in. (50% principal wall sign)	34 in.	19 in.
Length	N/A	18 ft. 10 in.	0

The applicant's request requires ARB approval of deviations to allow the proposed primary and secondary wall signs to exceed the allowed sign height.

Technical Deviation

As indicated in the above tables, the request is to allow the primary wall sign height at 46 inches (30" allowed) and secondary wall sign height at 34 inches (15" allowed which is 50% of the allowed primary wall sign 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.

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.

As stated above, the requested deviation is to allow the primary wall sign height at 46 inches (a 16" deviation) and secondary wall sign height at 34 inches (a 19" deviation) for a proposed Olive U restaurant tenant within the multi-use tenant building current developed with four (4) tenant bays/units.

ARCHITECTURAL REVIEW BOARD

Planning and Zoning Division

January 25, 2023



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

The proposed primary and secondary wall signs are not specifically prohibited and is permitted under LDR Sections 7.9.8.A.2 and 7.9.8.A.4. The applicant is only requesting ARB approval to deviate from the height standards to allow the size sign on front (east) and rear (west) façades of the building.

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 height deviations as shown in the above tables will allow signs that are proportional to the area of the building they are attached. Requiring wall sign heights that meets the allowed code requirements (30" and 15" heights) will not be in proportional scale with the tenant's area of the building on the east (primary) and west (secondary) façades. Increasing the sign height as requested or slightly larger would be a more appropriate scale for each façade. If approved the wall signs will provide visibility from both the State Road 7 frontage and the internal access drive that runs along the rear of the building. The proposed wall signs will also 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 and height for the proposed wall signs should not negatively impact another tenant or building within this project. As indicated, this freestanding multi-use tenant 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. Other tenants of this building are allowed a wall signs, 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 requested increase in sign heights for the primary and secondary wall signs will allow signs that are more proportional scale to the freestanding building façades within Wellington Green MUPD F project. The proposed wall signs will help provide visibility along State Road 7 and at the rear of this building to traffic along the access drive, which will not cause any negative off-site impacts due to the proposed increase in the height.

The applicant's complete Architectural Review Board application (2022-0027-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 2022-0027-ARB with the following conditions:

1. The Olive U 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;

ARCHITECTURAL REVIEW BOARD

Planning and Zoning Division

January 25, 2023



- a) Shall be channel letters mounted to panel (painted same color as the wall).
- b) Shall be consistent with the below approved standards per the tenant façade length of 29 feet:

Primary Wall Sign (East Façade/Elevation)		
Standards	Requested	Deviation
Number of Signs	1	0
Sign Area	45.40 sq. ft.	0
Height	46 in.	16 in.
Length	14 ft. 8 in.	0

Secondary Wall Signs (West Façade/Elevation)		
Standards	Requested	Deviation
Number of Signs	1	0
Sign Area	25 sq. ft.	0
Height	34 in.	19 in.
Length	18 ft. 10 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 |