

Buffalo Wild Wings at Village Green Center

STAFF REPORT

Petition Number: 2023-0009-ARB
Owner: Kimco Realty Corporation
Applicant: GDF Partners Florida
83 Cambridge St., Unit 2B
Burlington, MA 01803
Agent: Design and Engineering, Inc
4031 Aspen Grove Dr.
Suite 300
Franklin, TN 37067
615-364-7809

Site Address: 2837 S. State Road 7

PCN(s): 73-41-44-13-12-004-0000

Future Land Use Map (FLUM) Designation:

Commercial

Zoning Designation:

Community Commercial (CC)

Acreage:

15.89 Acres (+/-) Overall (1.18-Acre Subject Site)

Request:

Architectural Review Board (ARB) approval of updated exterior elevations, colors, fabric awning and wall signs (with Technical Deviations) for the existing outparcel building (Buffalo Wild Wings/Building G) within the Village Green project.

Project Manager:

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

Site History and Current Request:

Location/Map:

Village Green project is located approximately a mile south of the Forest Hill Boulevard and State Road 7/US 441 intersection, on the west side of State Road 7 between Stribling Way and NuVista Ave. The subject site (Buffalo Wild Wings) is located in an outparcel within the Village Green 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	Commercial(C)/ Community Facility (CF)	CC/CF
East	Residential C	Planned Unit Development (PUD)
West	Residential C	PUD

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Village Green Center was annexed into Wellington on February 25, 2004. The site was designated Community Commercial on the Future Land Use Map in 2007 (Ordinance 2006-22). In 2008, a rezoning to Community Commercial (Ordinance 2008-08) and a Master Plan (Resolution R2008-58) for the project was approved. The original Master Plan allowed for commercial, office, retail and general office uses. In 2010, a Conditional Use was approved (Resolution R2010-39) allowing two (2) fast food restaurants with drive-thru service. In 2013, the property owner petitioned and approval was granted (Resolution R2013-15) to amend the Development Order to allow for a third fast food restaurant with drive-thru, to abandon the Master Plan and to codify all conditions into a Development Order. In 2015, Resolution R2015-60 was approved to allow a maximum of 15,000 square feet of Medical Office within Retail Buildings A, B, C and E. On January 23, 2018, Council approved Ordinance 2017-08, a Comprehensive Plan Amendment to amend the approved uses for the property, and Resolution R2017-20, a Development Order Amendment to amend conditions of approval to allow for a fourth fast food restaurant with drive thru and to allow medical office within Building D (Professional Building).

The ARB has reviewed and approved the following applications for Village Green Center:

ARB Number	Approval
11-38 (ARB 11-008)	Taco Bell technical deviation to allow one (1) additional drive through menu sign.
11-42 (ARB 11-011)	Overall Village Green Center Master Sign Plan.
11-67 (ARB 11-019)	McDonald's technical deviation to allow a larger menu board and to allow an "M" on the east elevation along with McDonald's sign.
12-19 (ARB 12-003)	Buffalo Wild Wings technical deviation to allow three (3) lines of copy.
12-35 (ARB 12-007)	Village Green sign design.
12-18 (ARB 12-020)	Village Green Center technical deviation to allow a third multiple tenant monument sign which was located in front of the PDQ Building I.
13-18 (ARB 13-005)	Village Green Center exterior elevations, building, roof materials, awning colors for Buildings A, B and C.
12-96 (ARB 13-009)	PDQ building elevations, colors and signage.
13-162 (ARB 13-022)	PDQ additional drive thru sign.
14-43 (ARB 14-005)	Trader Joes technical deviation to allow a larger secondary wall sign.
14-72 (ARB 14-011)	PDQ technical deviation to allow a single tenant monument sign.
14-92 (ARB 14-017)	Flakowitz technical deviation for a larger end wall sign.
15-21 (ARB 15-002)	Elevations and signage for Professional Building.
17-46 (ARB 17-003)	Starbucks and Retail Building F elevations and signage with technical deviations.
18-91 (ARB 18-015)	Forno Bravo elevations and signage with technical deviations.
19-29 (ARB 19-006)	Designers Touch Jewelry secondary wall sign with technical deviations.

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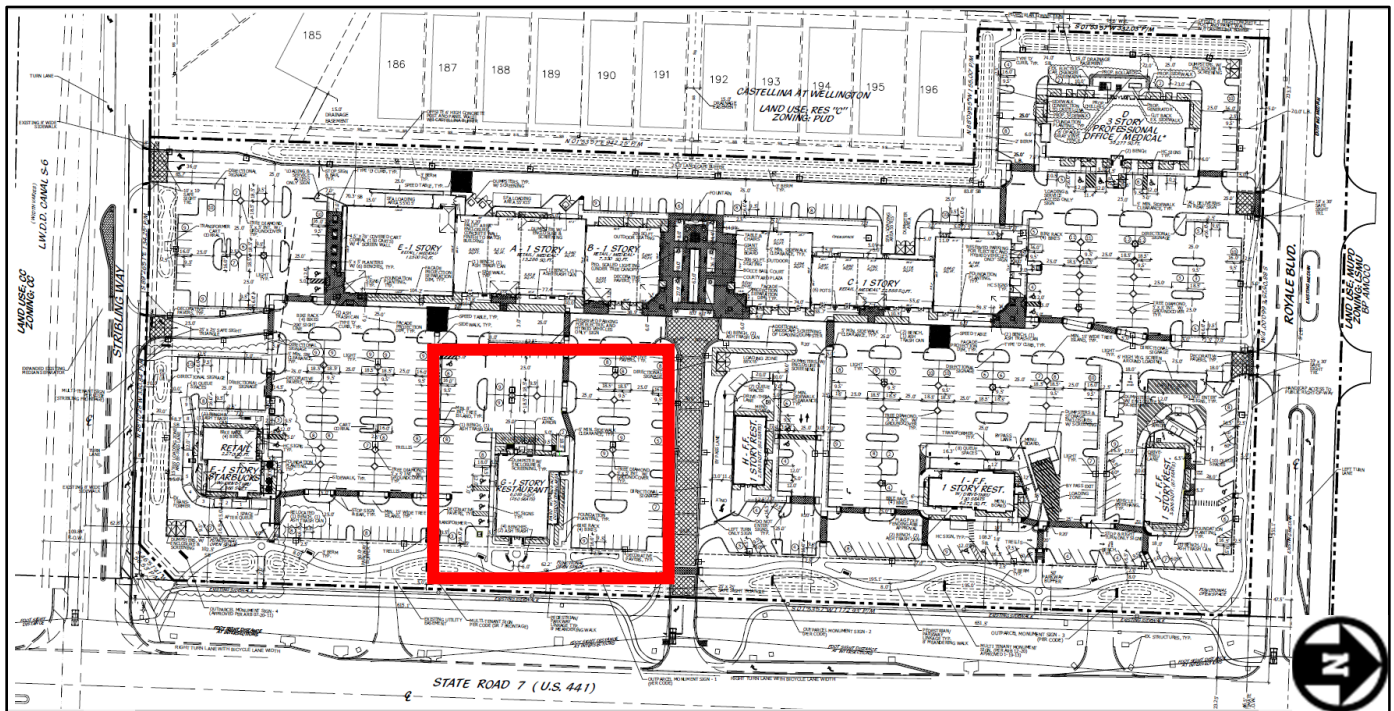
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19 – 60 (ARB 19 – 11)

McDonalds drive-thru digital menu board and preview menu board signs with technical deviation.

The subject site outparcel is currently developed as a 6,693 square foot Buffalo Wild Wings restaurant. This request (2023-0009-ARB) is for Architectural Review Board (ARB) approval of the existing Buffalo Wild Wings building proposed elevation changes, colors, awnings material, and wall signs with Technical Deviation. Below is the Village Green Site Plan with location of the subject site outparcel outlined (Building G).



Analysis:

Staff reviewed the applicant's request for ARB approval of the building's elevations, materials, exterior colors, and wall signs for consistency with Wellington's Land Development Regulations (LDR).

Elevations and Colors

The elevations, architectural details, colors, materials, etc., were reviewed based on the LDR Section 6.4.4.B. Design Standards for non-residential zoning districts. The intent of the ARB review and approval is to ensure the architectural character and design conform to and are compatible with the general architectural character of the project and surrounding area/uses. Some design standards include, but are not limited to: addressing blank walls; accessory structure criteria and compatibility (color, material, design); and outparcel criteria requiring that architectural elements

match or are compatible with the overall project design. Below are images to show the current building.



(North, South and East Elevations/Façades – Applicant Submittal 2023)



The proposed exterior updates include changes in the elevations (**Exhibit A**) and color palette (**Exhibit B**) that was reviewed for consistent/compatibility with existing buildings within the Village Green project, the surrounding area, and Wellington's approved ARB Color

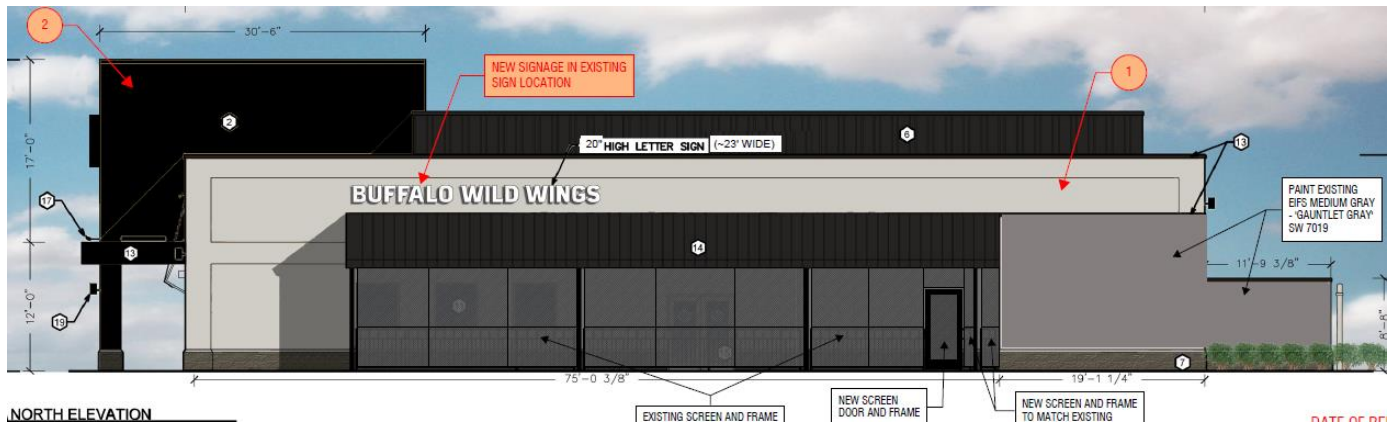
Chart. The elevation changes will include replacing the awning cover with black fabric awning, adding onto the screened patio area on the north side of the building, and updating the color scheme as illustrated in **Exhibit A** and below.



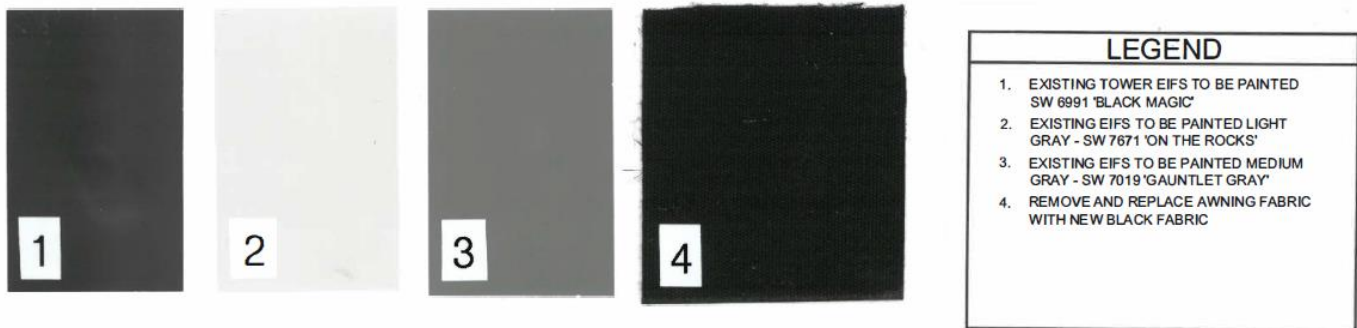
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The architectural details for the existing building include stucco finish, decorative trim/band, accent stone and other architectural details. The finish/color of the existing storefront and glazing/glass, and wall lights will remain as it is currently. No other modifications are proposed for the elevations/façades, colors, or materials with this request. Exhibit B and below are the proposed exterior colors palette that will be utilized.



Signage

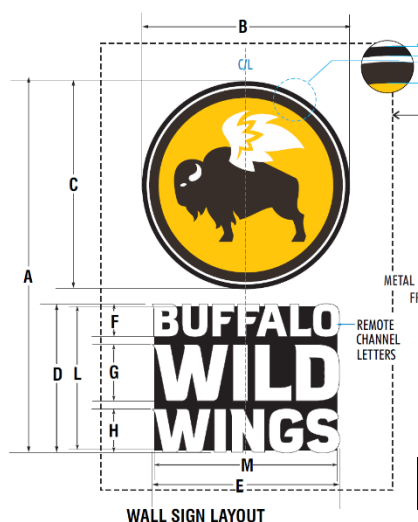
The request for ARB approval of the proposed wall signs was reviewed for consistency with Wellington's Land Development Regulations (LDR).

Wall Signs: The proposed wall signs were reviewed for compliance with LDR Section 7.9.8.A. Permanent Wall Signs. The request is for an outparcel building with one (1) tenant that is allowed Minor Tenant Wall Signs (tenant with less than 10,000 SF of indoor space). The request is for one (1) primary façade wall sign on the east elevation/façade, and two (2) secondary wall signs (1 each on the north and west elevation/façade).

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 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 existing building has a primary façade length of 60 feet. The proposed primary wall sign

will be on the east façade within the tower area of the building. Below is what's allowed per the LDR, being requested and deviation for the east primary façade proposed wall sign.

Primary Wall Sign on East Façade/Elevation			
Standards	Allowed	Requested	Deviation
Number of Signs	1	1	0
Sign Area (Boxed)	120 sq. ft.	44.3 sq. ft.	0
Height (Boxed)	30 in. (Minor Tenant)	106 in.	76 in.
Length	48 ft. (80% Façade Length of 60 ft.)	5 ft.	0



SIGN TYPE	A	B	C	D	E	F	G	H	I	J	K	L (FWS)	M (FWS)	SQ.FT. (GRAPHICS ONLY) (MAX)
CW-NM60-W	8'-10"	5'-0"	5'-0"	3'-6 1/4"	4'-5 1/2"	9'1/4"	16"	12 1/4"	1 1/4"	3/4"	3"	3'-4"	4'-4"	44.3

The proposed secondary wall signs were reviewed for compliance with LDR Section 7.9.8.A.4. Per the LDR, tenants are allowed up to two (2) secondary wall signs (1 per façade) on the side or rear façades. The secondary wall sign is allowed at 50% of the sign area and height of the associated minor tenant wall sign as approved/permitted on the principal/primary façade of the building. Below is what's allowed per the LDR, being requested and deviation for the proposed secondary wall sign.

Secondary Wall Sign on North and West Façades/Elevations			
Standards	Allowed	Requested	Deviation
Number of Signs	1 (Per Façade)	1 (Per Façade)	0
Sign Area (Boxed)*	22.15 sq. ft. (50% of principal wall sign as requested)	38.9 sq. ft.	16.75 sq. ft.
Height (Boxed)*	53 in. (Minor Tenant) (50% of principal wall sign as requested)	20 in.	0
Length	N/A	23 ft. 4 in.	0

*Allowed 50% of the principal wall sign area/height pending approval as requested.

As indicated above and in **Exhibit C**, the applicant is requesting to increase the sign height for the proposed east primary façade wall sign, and the sign area for the proposed secondary wall signs on

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the north and west façades/elevations. The request requires ARB approval of the deviations to allow the proposed wall sign area and height.

The applicant is also requesting to allow a yellow LED light band around the edge of the tower feature /sign area on the east primary façade/elevation as illustrated below and in **Exhibit C**.



The LED light band will be shrouded (covered from direct view), which will cast indirect light inward to the edges of the tower feature /sign area. Below is an example of the shrouded LED light band (sign and stone veneer as illustrated will not be on the subject site building tower feature /sign area).



Per the LDR (Sections 7.6.1.2 and 7.9.7.E), all lighting shall be white, unless approved by ARB. The applicant is proposing yellow light along the edge of the tower feature/sign area. The yellow is used as branding for the Buffalo Wild Wings restaurant, and as proposed would be included in the calculations for the primary wall sign on the east façade/elevation. The request for the yellow light requires ARB approval of the deviation. Staff does not recommend approval of the yellow light, and including the yellow light would increase the east primary wall sign area to 255 square feet (Boxed area of the tower feature/sign area).

Technical Deviation: 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 deviations include:

- Increase the sign height for the proposed east primary façade wall sign height to 106 inches (a 76 in. deviation),
- Secondary wall signs on the north and west façades/elevations with a sign area of 38.9 square feet (a 16.75 sq. ft. deviation), and
- Yellow light along the edge of the tower feature/sign area.

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 requesting ARB approval to deviate from the height standard allowed for the east primary façade wall sign and sign area for the secondary wall signs proposed on the north and west façade of the building.

The yellow light is not specifically prohibited, but if allowed would need to be included in the sign calculation.

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 will allow the proposed primary and secondary wall signs to provide visibility and ensure the signs are proportional to the areas of the building attached. The proposed wall signs will help with the building aesthetics along the north, east and west façades. The Village Green project has multiple buildings/tenants and the in-line building has multiple tenants that has heavy traffic, so approving the primary and secondary wall signs as requested will provide visibility for the Buffalo Wild Wings restaurant internally and along State Road 7/US 441.

All the exterior lighting currently approved within the Village Green project is white. As proposed for this building/tenant, the yellow light does not mitigate a unique feature that warrants a technical deviation from the code in staff's opinion. It is recommended the lighting be white.

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 increased sign area and height for the proposed primary and secondary wall signs should not negatively impact another tenant or building within this project. If approved, the proposed wall signs will help with visibility, which is similar to deviations that other tenants have requested and receive ARB approval for within the Village Green project.

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

The requested increase in sign area and height for the proposed wall signs will allow signs that are a proportional scale to the attached wall areas on the existing building north, east and west façades. The proposed wall signs will help provide visibility to traffic entering the project/site along the main access drives and along the project's frontage. Allowing the proposed yellow lighting may cause negative off-site impacts due to the proposed location along the project's frontage on State Road 7/US 441.

The applicant's complete Architectural Review Board application (2023-0009-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 2023-0009-ARB with the following conditions:

1. The Village Green outparcel Building G (Buffalo Wild Wings) architectural details/features, materials, etc., and exterior color scheme (non-gloss finish) shall be consistent with **Exhibit A and B**, and as approved below:
 - a) The approved colors, materials, architectural details/features, etc., shall not be substituted for any other option (including future repainting) without ARB approval.
 - b) All fencing/railing, site furniture, trash receptacle, bike rack, light fixtures, etc., shall be finished in black color.
 - c) All on-site visible exterior lighting shall be illuminated white light, including the shrouded LED light band for the tower feature /sign area on the east façade/elevation. All lighting shall be extinguished when not open for business, except for lighting needed for public safety.
 - d) Utility box, vents, rain gutter/downspouts, etc., shall be the same color as the area/surface it is attached/surrounded. Rain gutter/downspouts may be black color.
2. Building G (Buffalo Wild Wings) signs shall be consistent with **Exhibit C**, and as approved below:
 - a) Wall signs shall be channel letters or cabinet flush mounted.
 - b) Shall be consistent with the below approved standards:

Primary Wall Sign on East Façade/Elevation		
Standards	Approved	Deviation
Number of Signs	1	0
Sign Area (Boxed)	44.3 sq. ft.	0
Height (Boxed)	106 in. (Minor Tenant)	76 in.
Length	5 ft.	0

Secondary Wall Sign on North and West Façades/Elevations		
Standards	Approved	Deviation
Number of Signs	1 (Per Façade)	0
Sign Area (Boxed)	38.9 sq. ft.	16.75 sq. ft.
Height (Boxed)	20 in.	0
Length	23 ft. 4 in.	0

3. The address identification/numbering height, as required on the buildings/structures shall comply with the Palm Beach County Fire Code minimum requirements and shall not exceed the LDR maximums.
4. Permit approval is required prior to construction/installation of proposed improvement(s).
5. Any modifications to this approval during permitting and/or construction shall require ARB approval.
6. Amended plans as needed and consistent with these conditions shall be provided to Wellington (Planning and Zoning Division and/or Building Department), and 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 proposed improvement(s).
7. The applicant/agent/contractor shall contact the Planning and Zoning Division (Project Manager) for an inspection of the improvement(s) to ensure compliance with all approvals.

Exhibits:

Exhibit A **Proposed Renderings/Elevations**

Exhibit B **Proposed Color and Material Scheme/Palette**

Exhibit C **Proposed Signs**

Exhibit D **Applicant Justification Statement**