



**Architectural Review Board
STAFF REPORT
PLANNING & ZONING DIVISION
June 21, 2017**

ARB Number: 17-074 (ARB 17-009)

Project Name: **Internal Directional Signs at MUPD F at Wellington Green**

Owner: WRI Wellington Green LLC
2600 Citadel Plaza
Houston, TX 77008

Petitioner: Denise Williams, Art Sign Company
835 NW 6th Avenue
Fort Lauderdale, FL 33311

PCN: 73-41-44-13-05-008-0010

Existing Zoning: Multiple Use Planned Development (MUPD)

Future Land Use Designation: Regional Commercial/Large Scale Multiple Use

Project Manager: Kelly Ferraiolo, Planner

REQUEST

The agent, Denise Williams, Art Sign Company, on behalf of the owners, WRI Wellington Green LLC, is seeking Architectural Review Board approval to amend the MUPD F Master Sign Plan to allow six (6) non-illuminated double sided internal directional signs.

LOCATION AND VICINITY:

Wellington Green Commons, also known as MUPD F of Wellington Green DRI, is located at 2741 S State Road 7 and has Wholefoods, Chili's and Toojays as its tenants, to name a few.



BACKGROUND:

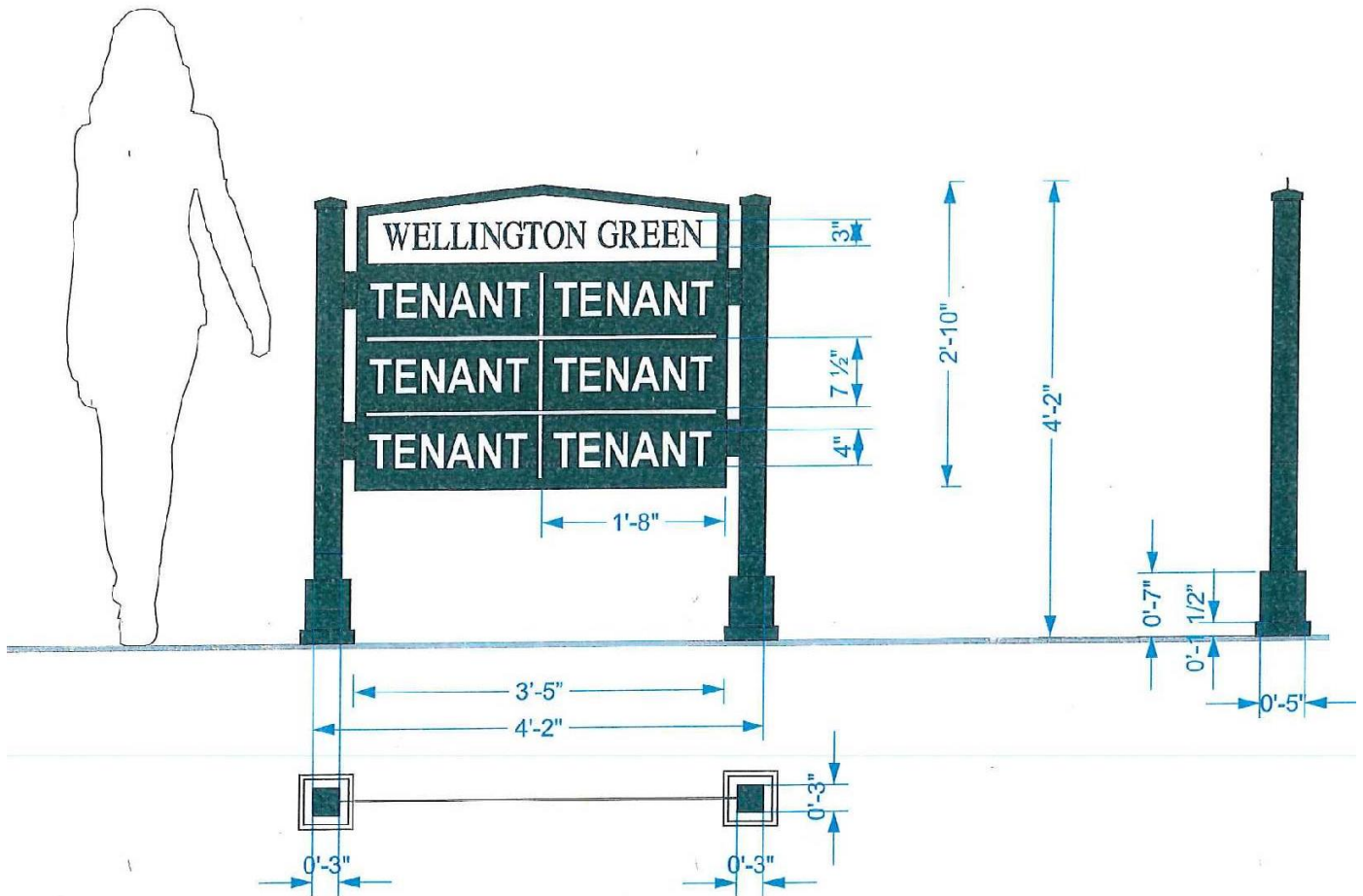
The Wellington Green Mall “DRI” site is a 236.6 acre parcel located on the southwest corner of the intersection of SR7/US 441 and Forest Hill Boulevard. The regional mall consists of seven (7) Multiple Use Planned Developments (MUPDs A-G). MUPD F consists of 108,925 square feet of retail/restaurant space and 22,500 square feet of office space. Wholefoods, Chili’s and Marathon gas station are located within MUPD F.

The Master Sign Plan for MUPD F was approved by the ARB on January 15, 2002 (Exhibit A). It did not include regulations for internal directional signs.

STAFF ANALYSIS:

The sign details and locations were reviewed based on Section 7.14.11.O, Internal Directional Signs, of Wellington’s Land Development Regulations.

Image A – Proposed Internal Directional Sign



Standards for Internal Directional Signs:

- a. **Type and Style of Signage.** The directional signs shall be of similar type, color and style throughout the nonresidential development. Individual type fonts or logos associated with a tenant or user may be utilized, otherwise a standard font shall be used. All fonts shall be the same color.

Complies. The applicant is requesting a total of six (6) non illuminated double sided internal directional signs as shown above in Image A. The body of all signs will be dark green in color with white vinyl lettering. Individual type fonts may be used.

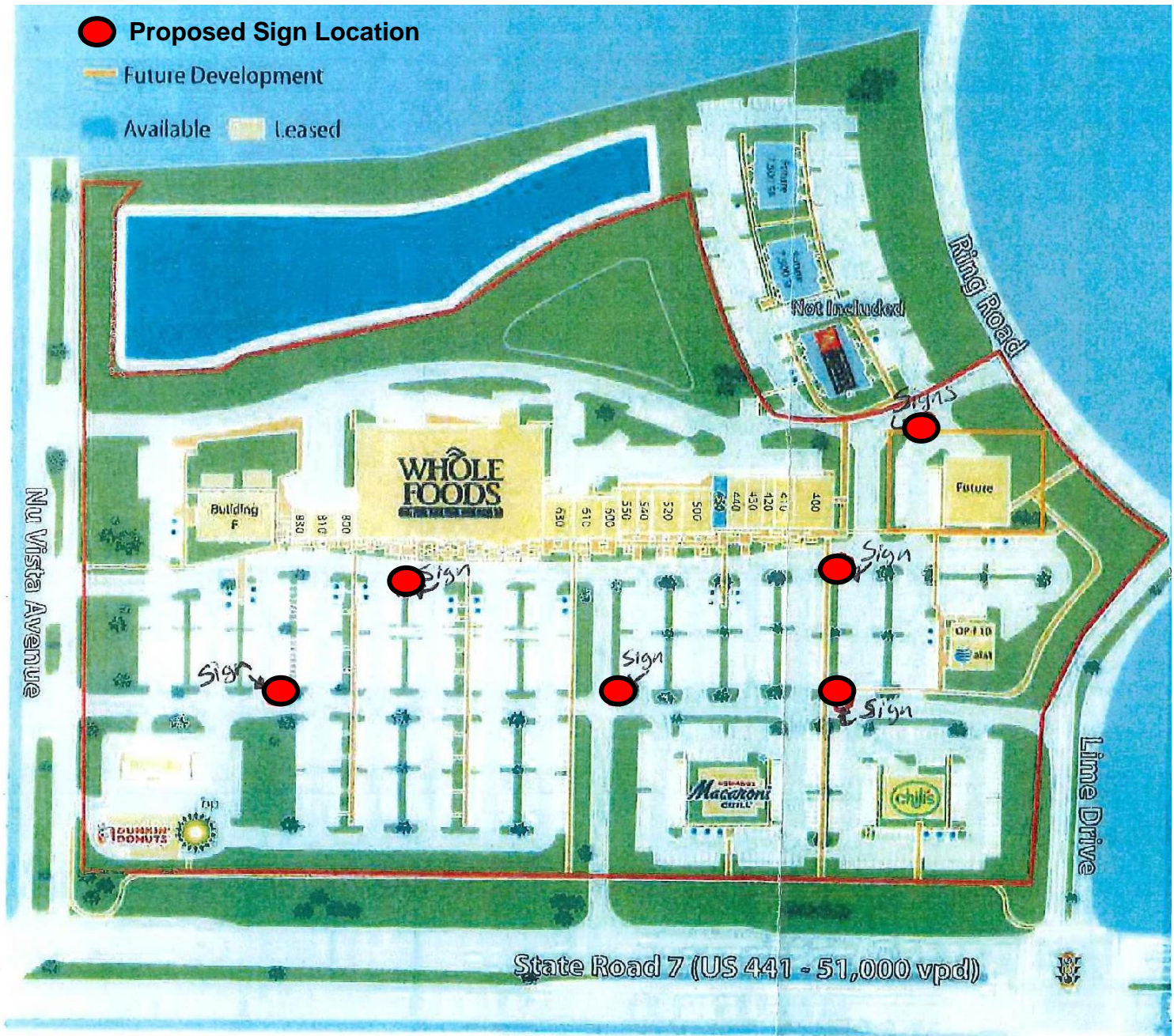
- b. **Maximum Size and Dimensions.** The directional signs shall not exceed a maximum sign area of twelve (12) square feet, a maximum width of four (4) feet, and a maximum height of six (6) feet.

Complies. The proposed height of the sign is four (4) feet two (2) inches. The sign area is two (2) feet 10 inches in height and three (3) feet five (5) inches in width with a total sign area of 9.67 square feet which is within the allowable square feet permitted for internal directional signs.

- c. **Information to be included.** The directional sign may contain tenant names and may include logos for individual tenants or users or in the alternative may include sales or leasing contact information regarding property within a center.

Complies. The signs will include the plaza name and up to six (6) tenants. Leasing information may be included as long as it not taller than a tenant row.

Image B – Proposed Locations



Prohibited and Permitted Locations. Directional signs shall be located as provided in an approved sign plan, and shall not be located

within a safe sight triangle or other location that interferes with visibility for both pedestrians and drivers of vehicles.

Complies. The directional signs will be placed in sections in landscape islands where they are to not obstruct the safe sight triangle and interfere with visibility and stop signs.

STAFF RECOMMENDATION:

Staff recommends the approval of adding the six (6) non illuminated double sided internal directional signs to the MUPD F Master Sign Plan with the following conditions:

1. The non-illuminated double sided internal directional sign shall follow the requirements of Section 7.14.11.O, Internal Directional Signs, of Wellington's Land Development Regulations.
2. The applicant shall submit for a Minor Site Plan Amendment to show the locations of the six (6) internal directional signs as shown in Image B.
3. A maximum of six (6) internal directional signs shall be permitted within MUPD F. A request for additional signage will require Architectural Review Board approval.