



**Architectural Review Board  
STAFF REPORT  
PLANNING & ZONING DIVISION  
May 16, 2018**

**ARB Number:** 18-032 (ARB 18-005)

**Project Name:** **McDonald's at Courtyard Shoppes Elevations and Signage with Technical Deviations**

**Owner:** Real Subs, LLC  
PO Box 407  
Lakeland, FL 33802

**Applicant:** McDonald's USA  
10150 Highland Manor Drive, Suite 470  
Tampa, FL 33610

**Agent:** Craig McDonald  
Corporate Property Services, Inc.  
1239 E. Newport Center Drive, Suite 113  
Deerfield Beach, FL 33442

**PCN:** 73-42-44-06-16-001-0000

**Existing Zoning:** Agricultural Residential/Special Exception/ Planned Unit Development (AR/SE/PUD)

**Future Land Use Designation:** Community Commercial

**Project Manager:** Kelly Ferraiolo, Senior Planner

**REQUEST**

McDonald's USA, applicant, is seeking Architectural Review Board (ARB) approval of the exterior elevations and signage with technical deviations for the McDonald's within the Courtyard Shoppes.

**LOCATION AND VICINITY**

Courtyard Shoppes is located on the southeast corner of Wellington Trace and Greenview Shores Boulevard. McDonald's is located along Greenview Shores Boulevard on the west side of the plaza between the gas station and Chase Bank.



## **SITE HISTORY**

The Courtyard Shoppes plaza was constructed in 1991 (Exhibit A – Proposed Site Plan). The main plaza underwent a facelift in 2009 which incorporated new signage, brick veneer columns, decorative light features, dark brown awning support frames and accents, etc. Only the main inline building and the former Hollywood Video building was renovated, the outparcels (Chase Bank, Shell, McDonald's, Bank of America and Wells Fargo) were not renovated. The McDonald's as it exists today utilizes material and colors that are consistent with the original plaza design. The applicant is requesting a remodel of the exterior facades and new signage with technical deviations. The applicant will also be applying for a Minor Site Plan Amendment to make the site ADA compliant.

## **STAFF ANALYSIS – EXTERIOR ELEVATIONS:**

The elevations (Exhibit B – Elevations and Materials) prepared by the agent, date stamped May 1, 2018 were reviewed for consistency with Section 6.5.19.I., Big Box Standards, of Wellington's, Land Development Regulations (LDR).



A. The intent of the Design Standards is to provide buildings and structures that reflect good design, utilize proper design concepts and are appropriate to the Village of Wellington.

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: Based on the renderings provided and the color palette submitted for the elevations, staff is of the opinion the proposed elevations are appropriate to the character of the existing center and compatible with the surrounding land uses. It utilizes the same or similar colors, stone and metal that exists throughout the plaza.

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 proposed design and appearance of the building will not adversely affect the value of adjacent developed or vacant properties. The new façade will enhance the look of the outdated outparcel and will be designed to be compatible with the existing plaza.

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 renovation for the outparcel provides a cohesive look for the center. As stated previously, the main buildings were renovated in 2009, but none of the outparcels were renovated. They all still match the old center design.

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

Response: The proposed design of the building is compatible with the mass, bulk and scale of surrounding structures and the main in-line buildings.

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 dumpster shall be painted in accordance with the new color palette.

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: The applicant is requesting technical deviations for the tenant wall signs and drive-thru window sign which is provided for in this staff report.

7. All exterior building finishes shall comply with the materials, schedules and color palettes that may be adopted by resolution of the Architectural Review Board.

Response: All building colors comply with the ARB Approved Color palette. The design includes the use of corrugated metal painted bronze at the parapet. This louvered look ties in details from the main retail buildings. Although corrugated metal is prohibited as a predominant material, the metal in the design is used as an accent and not meant to be the predominant material on the building.

- B. The Goal of the Land Use Element of the Comprehensive Plan is to ensure the future land-use pattern “preserves and protects the distinctive characteristics of the individual communities” which makes up Wellington.

1. Policy 1.3.8 Wellington has adopted regulations that limit building height to 35 feet or less in all categories except for professional or business offices within the State Road 7 Corridor, which shall be limited to a maximum height of 72 feet.

The proposed building has a building height of 23 feet to the top of the roof of the Playplace area. The building height is consistent with Policy 1.3.8 of the Land Use Element of the Comprehensive Plan.

#### **COLOR PALATTE:**

All colors and materials will be consistent with the existing center and as shown in Exhibit B – Elevations and Materials.

#### **Roof Top Mounted Mechanical Equipment**

Per Section 6.5.19.1.4.b.i. of the LDR, all mechanical equipment, roof top equipment and other service function areas to be fully screened from view of adjacent properties and roadways at ground level. The roof mounted equipment must not be seen at 10 feet above grade and 200 feet from the structure. Per Exhibit C – Roof Top Mounted Mechanical Equipment, the mechanical equipment will be fully screened from view. **Prior to issuance of a Certificate of Occupancy, an inspection by Planning and Zoning Division will be required to ensure all mechanical equipment is adequately screened.**

#### **STAFF ANALYSIS - SIGNS:**

The applicant is requesting two (2) primary wall signs, two (2) secondary wall signs, a drive-thru menu board sign, digital pre-sell sign, clearance, and internal

directional signs prepared by Kemp Sign Services. The requested signs were reviewed for consistency with Section 7.14.11, Sign Requirements for Commercial and Industrial Uses of Wellington's (LDR).

### **Primary Wall Sign and Secondary Wall Sign:**

Per Section 7.14.11.E of Wellington's LDR, Local Tenant Wall signs shall be a maximum of 24 inches in height and 70% of the bay not to exceed 20 feet and a total area of 40 square feet. The applicant is proposing a "McDonald's" sign, as shown in Exhibit D – Wall Signs, that is 24 inches in height and 16 feet 5 inches in length for a total sign area of 32.8 square feet. This sign meets regulations and no technical deviation is required.

The applicant is also requesting an additional sign on the primary façade above the main entrance. The "M" logo sign is proposed to be 3 feet 6 inches in height and 4 feet wide for a total sign area of 14 square feet. The two (2) primary wall signs together have a sign area of 46.8 square feet which is only 6.8 square feet more than the maximum allowable square feet. Staff feels that the two signs compliment the building and is an appropriate request.

**Staff recommends approval of the additional primary wall sign ("M" logo) on the west (primary ) façade at a height of 3 feet 6 inches and to increase the maximum sign area by 6.8 square feet.**

The applicant is also requesting two secondary wall signs on the south (secondary) elevation. The iconic "M" logo is proposed to be above the side entrance the same size as the sign on the primary façade. They are also requesting a "playplace" sign in lower case letters. The code requires calculation of sign height from the top point of the highest letter to the bottom point of the lowest letter which makes the sign 30 inches high with a sign area of 29.17 square feet. Together, the two signs are 43.16 square feet.

Per Section 7.14.11.E.6.a., a secondary wall sign can be half the allowable size of the principal wall sign. The location of "playplace" sign is on the tower-like feature of the building. It has a higher roofline for the play area inside. A smaller sign would look disproportional to this tower area.

The side entrance has the same architectural design as the front entrance. Not having the "M" logo sign would make this entrance look bare. These signs are critical for the customer brand recognition. These secondary wall signs are visually complementary to the building elevations.

**Staff recommends approval of the two secondary wall signs as requested.**

### **Drive Thru Window Sign (Menu Board) and Digital Pre-Sale Sign**

The applicant is requesting a Drive Thru Window Sign (Menu Board) as shown in Exhibit E with a proposed height of 6 feet, a width of 4 feet 10 inches and a sign area of 20 square feet. Per Section 7.14.11.L., this sign type is allowed a maximum height of 4 feet, a maximum length of 5 feet and a sign area not to exceed 16 square feet. Most drive thrus within Wellington have received

Technical Deviations for their Menu Board sign. This is the smallest sign request that staff has received. Below is a comparison of technical deviations granted throughout Wellington:

**Size of Drive Thru Window Signs (Menu Boards) Throughout Wellington**

|   | <b>Height</b>   | <b>Width</b>     | <b>Sign Area</b> |
|---|---|------------------|------------------|
| <b>McDonald's at Village Green</b>        | 5 feet with an 18 inch clearance (6 feet 6 inches)          | 6 feet           | 30 SF            |
| <b>PDQ at Village Green</b>               | 5 feet with a 2 feet clearance (7 feet)                     | 8 feet           | 32 SF            |
| <b>Taco Bell at Village Green</b>         | 4 feet with a 2 feet clearance (6 feet)                     | 8 feet           | 32 SF            |
| <b>Starbucks at Village Green</b>         | 4 feet with a 17 inch clearance (6 feet 5 inches)           | 8 feet           | 32 SF            |
| <b>Starbucks at Wellington Plaza</b>      | 4 feet with a 17 inch clearance (6 feet 5 inches)           | 9 feet           | 32 SF            |
| <b>Taco Bell at Market Place</b>          | 5 feet 10 inches with a 16 inch clearance (7 feet 4 inches) | 4 feet 8 inches  | 27 SF            |
| <b>Dunkin Donuts at Wellington Plaza</b>  | 4 feet 4 inches with a 24 inch clearance (6 feet 4 inches)  | 6 feet 6 inches  | 28 SF            |
| <b>McDonalds at Courtyard (REQUESTED)</b> | 4 feet 2 inches with a 1 feet 10 inch clearance (6 feet)    | 4 feet 10 inches | 20 SF            |

**Staff recommends approval of the increase in size of the Drive Thru Window Sign (Menu Board).**

The applicant is also requesting a digital pre-sale sign as shown in Exhibit F to be located prior to the menu board to assist the patron in the ordering process. The sign is proposed at a height of 6 feet, width of 2 feet 6 inches and a sign area of 11 square feet. Like shown above, the average sign area for a menu board sign is approximately 32 square feet. Together, the sign area of the proposed drive thru menu board sign (20 square feet) and the digital pre-sale sign (11 square feet) would be less than the average size of menu boards that were granted technical deviations throughout Wellington.

**Staff recommends approval of the digital pre-sell menu board at the size requested with the condition that if in the future, a larger Drive-Thru Window Sign (Menu Board) is requested, the digital pre-sell menu sign shall be removed.**

**Internal Directional Signs:**

The applicant will be replacing the existing internal directional signs with signs shown in Exhibit G. The proposed signs meet the requirements of Section 7.14.11.O. therefore, no technical deviation is required.

**Clearance Bar and Order Screen:**

The clearance bar and ordering screen shown in Exhibit H are an essential component of the ordering process. The two piece structures will replace the existing ordering and clearance structure. No technical deviation is required.

**Section 7.14.9 Criteria for Technical Deviations:**

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

The requested signs are all permitted by code. The applicant is requesting larger signs and more signs than what the code administratively allows.

2. 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.

The applicant is requesting signage that will enhance the new façade and architecture. They are not asking for an over abundant amount or sized signs. Their request is reasonable and acceptable.

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

The proposed signage will not negatively impact any other tenants as other tenants have the ability to apply for a technical deviation.

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

Larger signs would allow patrons to locate the tenant safely and recognize the brand.

**RECOMMENDATION:**

Based on the analysis noted above and the plans prepared for the tenant, staff recommends approval of the following:

1. All exterior elevation shall match what is shown in Exhibit B – Elevations and Materials. The color palette shall incorporate the colors below. No glossy paint shall be used:

**Awnings:**

Bronze colored aluminum

**Building Colors/Materials:**

Abingdon Putt (HC-99)\*

Bucks County Used Brick veneer\*

Metal/Corrugated Metal – Branchport Brown (to mimic existing features in center)

\*Existing colors and stone throughout the center –

2. All roof top mechanical equipment shall be screened from view as shown in Exhibit C – Roof Plan. Prior to issuance of a Certificate of Occupancy for Building F, an inspection by Planning and Zoning Division is required to ensure all mechanical equipment is completely screened from view.
3. All site amenities, if any, shall match the colors that already exist within the center.
4. All approved signs shall be located as shown in Exhibit A – Proposed Site Plan.
5. The Primary Wall Signs shall be installed as shown in Exhibit D - Wall Signs and be located on the facades as showing in Exhibit B – Exterior Elevations and Materials. The two (2) signs shall meet the following requirements:
  - a. McDonalds:
    - i. Maximum Total Sign Area – 32.8 square feet
    - ii. Maximum Height – 2 feet
    - iii. Maximum Length – 16 feet 5 inches
    - iv. Maximum Lines of Copy – 1
  - b. “M” logo:
    - i. Maximum Total Sign Area – 14 square feet
    - ii. Maximum Height – 3 feet 6 inches
    - iii. Maximum Length – 4 feet
    - iv. Maximum Lines of Copy – 1
6. The Secondary Wall Signs shall be installed as shown in Exhibit D - Wall Signs and be located on the facades as showing in Exhibit B – Exterior Elevations and Materials. The two (2) signs shall meet the following requirements:
  - a. Playplace:
    - i. Maximum Total Sign Area – 29.17 square feet
    - ii. Maximum Height – 2 feet 6 inches
    - iii. Maximum Length – 11 feet 11 inches
    - iv. Maximum Lines of Copy – 1
  - b. “M” logo:
    - i. Maximum Total Sign Area – 14 square feet
    - ii. Maximum Height – 3 feet 6 inches
    - iii. Maximum Length – 4 feet
    - iv. Maximum Lines of Copy – 1
7. The Drive-Thru Window Sign (Menu Board) shall be constructed as shown in Exhibit E – Drive Thru Window Sign and must meet the following requirements:
  - a. Number allowed – 1



- b. Maximum Sign Area – 20 square feet
  - c. Maximum Height – 4 feet 2 inches
  - d. Maximum Length – 4 feet 10 inches
  - e. Clearance Area – 1 feet 10 inches
  - f. The base of the sign shall be landscaped.
- 8. The Digital Pre-sell Sign shall be constructed as shown in Exhibit F – Digital Pre-Sell Sign and must meet the following requirements:
  - a. Number allowed – 1
  - b. Maximum Sign Area – 11 square feet
  - c. Maximum Height – 4 feet 2 inches
  - d. Maximum Length – 2 feet 6 inches
  - e. Clearance Area – 1 feet 10 inches
  - f. The base of the sign shall be landscaped.
- 9. If in the future, a larger Drive-Thru Window Sign is requested, the digital pre-sell menu board sign shall be removed.
- 10. The internal directional signs shall be constructed as shown in Exhibit G, shall be located at critical turning points and be shown on the site plan.
- 11. The clearance bar and order screen shall be constructed as shown in Exhibit H.
- 12. Approval from the property owner, Real Subs, LLC, for the elevations as approved by ARB shall be submitted to the Planning and Zoning Department prior to Building Permit submittal.
- 13. The monument sign shall be updated to match the existing Entry Feature Signs for the plaza using the stone veneer. The monument sign shall be installed prior to the issuance of the certificate of occupancy. It shall meet the requirements of the code and the sign face dimensions for the existing sign.
- 14. Landscaping shall be installed according to the originally approved landscape plan. Any dead, diseased or missing material shall be reinstalled. An inspection is required by the Planning and Zoning Department prior to completion of the exterior renovations and prior to building permit close out. Please contact Planning and Zoning for final inspection.

## **Exhibits:**

|                  |  |
|------------------|--|
| <b>Exhibit A</b> | <b>Proposed Site Plan</b>                    |
| <b>Exhibit B</b> | <b>Elevations and Materials</b>              |
| <b>Exhibit C</b> | <b>Roof Top Mounted Mechanical Equipment</b> |
| <b>Exhibit D</b> | <b>Wall Signs</b>                            |
| <b>Exhibit E</b> | <b>Drive Thru Window Sign (Menu Board)</b>   |
| <b>Exhibit F</b> | <b>Digital Pre-Sell Sign</b>                 |
| <b>Exhibit G</b> | <b>Internal Directional Signs</b>            |
| <b>Exhibit H</b> | <b>Clearance Bar and Order Screen</b>        |