



**STAFF REPORT
PLANNING & ZONING DIVISION**

ARB Number: 18-051 (ARB 18-008)

Project Name: Simon Orthodontics at The Pointe at Wellington Green (MUPD D)
Signage with Technical Deviations

Owner: Centre at Wellington Green, LTD
10200 Forest Hill Boulevard #130
Wellington, FL 33414

Applicant: David Simon, Simon Orthodontics
10200 Forest Hill Boulevard #110
Wellington, FL 33414

Agent: McNeill Signs
555 S. Dixie Hwy
Pompano Beach, FL 33060

PCN: 73-41-44-13-01-004-0020

Existing Zoning: Multiple Planned Development (MUPD)

**Future Land
Use Designation:** Regional Commercial/Large Scale Multiple Use (LSMU)

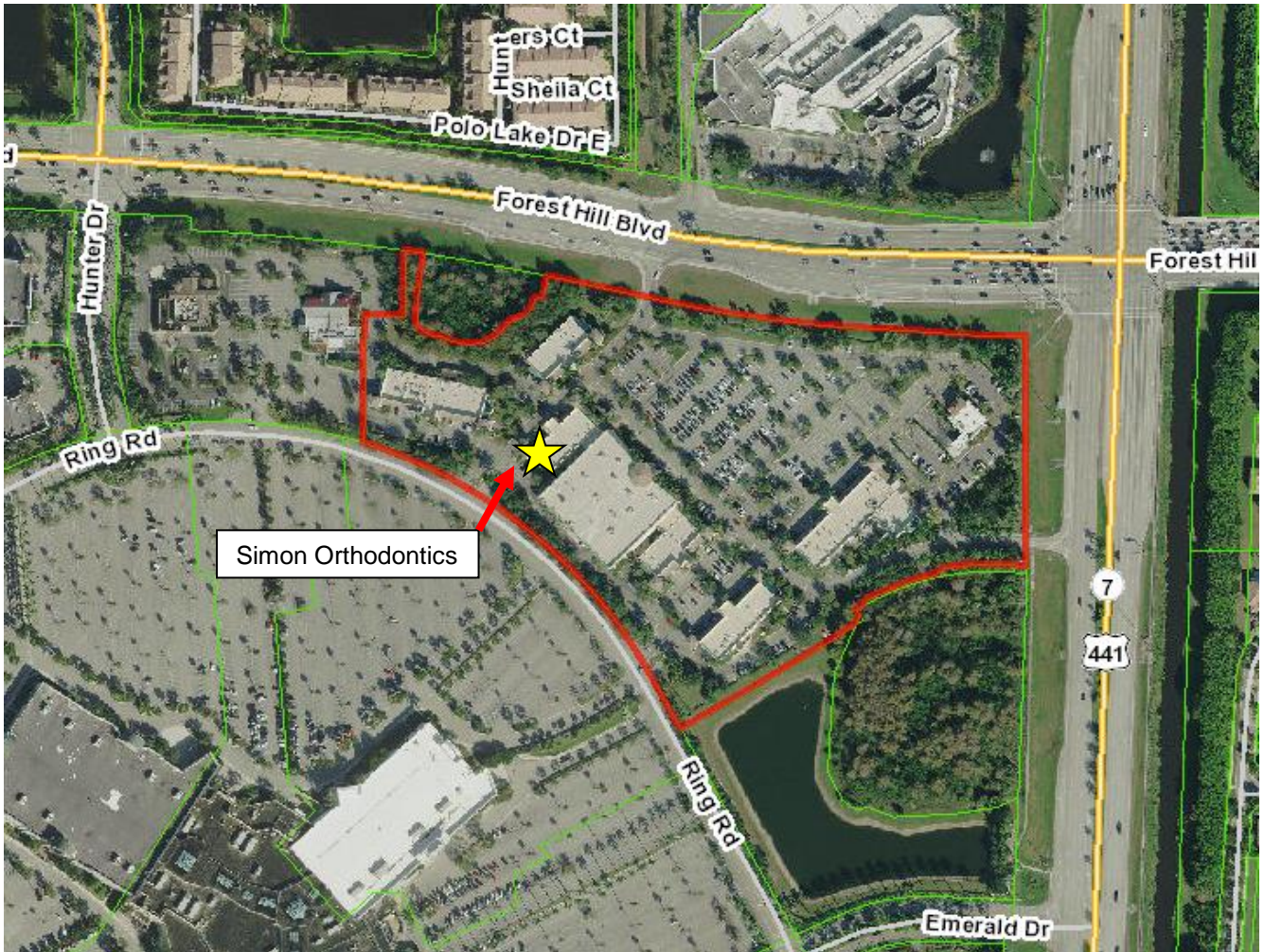
Project Manager: Kelly Ferraiolo, Senior Planner

REQUEST

The Agent, McNeill Signs, on behalf of the applicant, Simon Orthodontics, is seeking Architectural Review approval of the proposed end wall sign on the south elevation with Technical Deviations to be equal size of the primary elevation.

LOCATION AND VICINITY:

Simon Orthodontics is located at the endcap of the center entrance for The Pointe at Wellington Green (MUPD D) (Exhibit A – MUPD Site Plan). The Pointe at Wellington Green is located on the southwest corner of US 441/SR 7 and Forest Hill Boulevard.



BACKGROUND:

The Mall at Wellington Green is a 236.6 acre Development of Regional Impact (DRI) located on the southwest corners of the intersection of State Road 7/US 441 and Forest Hill Boulevard. The DRI consists of (7) Multiple Use Planned Developments (MUPDs). Simon Orthodontics is within The Pointe at Wellington Green (MUPD D) which consists of LA Fitness.

STAFF ANALYSIS:

Staff based their review on plans prepared by McNeill Signs for consistency with Wellington's Land Development Regulations (LDRs) Section 7.14.19.B.1 Tenant Wall Signs within Multiple Use Planned Developments (MUPDs) and Section 7.14.9.C Technical Deviations.

7.14.19.B.1 – Tenant Wall Signs within Multiple Use Planned Developments (MUPDs)

- f. Number of Wall Signs: One wall sign shall be permitted for each principal storefront façade of an individual bay or store or freestanding commercial building. When a

commercial building faces multiple road frontages, one wall sign may be permitted for each wall facing a road frontage with a maximum of three (3) wall signs total.

Complies. The applicant will have a total of two wall signs: primary and secondary (end). The applicant is only requesting a technical deviation for the end wall sign on the south side of the building.

- i. One (1) additional wall sign, not to exceed fifty percent (50%) of the maximum square footage allowed for the principal wall sign shall be permitted if the store is located on the end of the shopping center structure or if the store is located on an outparcel and the rear wall faces other stores in the MUPD.

Does Not Comply. The petitioner is requesting a Technical Deviation to allow an end wall sign the same size as the primary wall sign. The proposed end wall sign (Exhibit B – Proposed Wall Signs) is 2 feet in height by 33 feet in length for a total sign area of 66 square feet. Per Section 7.14.19.B.1.f.i. of the LDRs, an end wall sign shall be 50% of the size of the primary wall sign which would be 1 foot in height by 16 feet 6 inches in length for a total sign area of 33 feet (Exhibit C - Maximum End Wall Sign Allowed Per Code).

7.14.9.C – Criteria For Technical Deviations

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

The proposed sign is not prohibited.

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 proposed end wall sign exceeds the maximum allowed height by 1 foot and length by 16 feet 6 inches which is double than what is permitted by code. Staff supports the proposed sign as the south elevation faces Ring Road which is the main entrance into the plaza. The primary wall sign is interior to the shopping plaza, faces other interior buildings, cannot be seen from Ring Road, and can only be seen if entering the plaza (Exhibit D – Existing View from Right of Way). In addition, there is a lush landscape buffer which also partially blocks the both signs. A larger sign will allow the user to find the tenant in ample time to turn into the plaza.

It is also important to note that the use of a channel letter sign with the proposed font type as opposed to a box type sign makes the sign smaller in appearance.

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

A request of a Technical Deviation would not negatively impact another tenant or building shown on the Master Sign Plan as other tenants could request a technical deviation as well. The previous tenant (Plato's Closet) had both the primary wall sign and the secondary wall sign the same size. Other tenants throughout the Village that have been allowed to have the same size signs as a corner tenant include Five Guys, Flakowitz, Trader Joes and Bethesda Health.

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

The proposed design should not cause any negative off-site impacts as other tenants within the village have been granted the same technical deviation. The larger sign will increase visibility of the tenant, which is needed to easier locate them from the adjacent Ring Road.

RECOMMENDATION:

Staff recommends approval of the proposed south elevation end wall sign with the following conditions:

1. Both the primary and secondary (end) wall sign shall comply with the following criteria as shown in Exhibit B – Proposed Wall Signs:
 - a. Maximum Height: 24 inches (Technical Deviation)
 - b. Maximum Length: 33 feet (Technical Deviation)
 - c. Maximum Lines of Copy: 2
 - d. Maximum Sign Area: 66 SF (Technical Deviation)
2. A building permit is required prior to installation of all signs.

Exhibits:

Exhibit A	MUPD D Site Plan
Exhibit B	Proposed Wall Signs
Exhibit C	Maximum End Wall Sign Allowed Per Code
Exhibit D	Existing View from Right of Way