



**Architectural Review Board
STAFF REPORT
PLANNING & ZONING DIVISION
November 28, 2018**

Petition Number: 18-117 (ARB 18-020)

Project Name: Joe DiMaggio Children's Specialty Center at Wellington Parc Signage with Technical Deviations

Agent/Owner: Alan Benenson, President
Wellington Office Parc, LLC
19950 W. Country Club Drive
#904
Aventura, FL 33180

PCN: 73-41-44-24-11-001-0000

Existing Zoning: Multiple Use Planned Development (MUPD)

Future Land Use Designation: Mixed Use

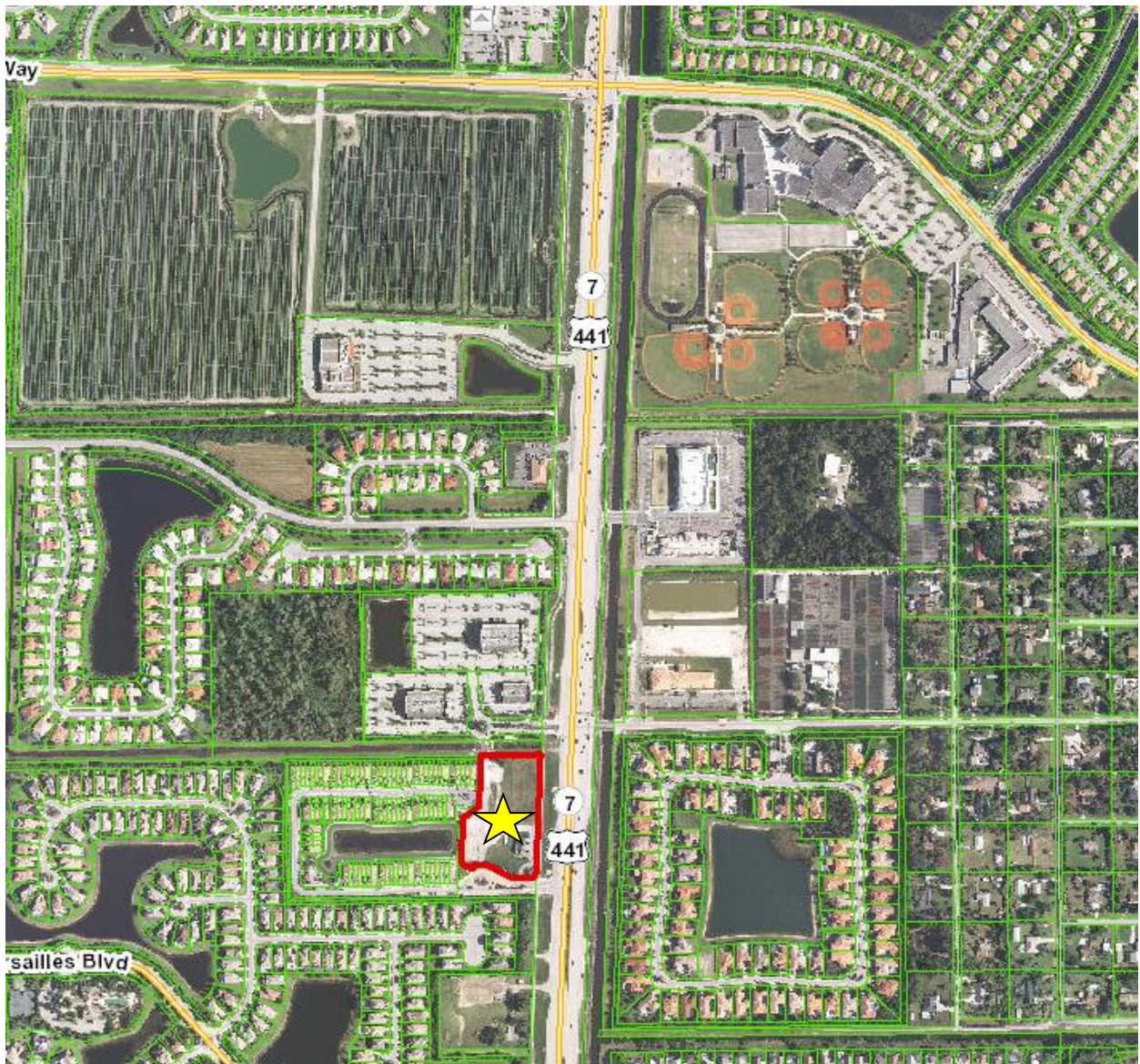
Project Manager: Kelly Ferraiolo, Senior Planner

REQUEST

Alan Benenson, owner, Wellington Office Parc, LLC, is seeking Architectural Review Board (ARB) approval for revised signage with technical deviations for Joe DiMaggio Children's Specialty Center at Wellington Parc.

LOCATION AND VICINITY:

Wellington Parc Commercial is located on west side of State Road 7/US 441 approximately one-half (1/2) mile south of Stribling Way.



LAND USE AND ZONING:

The 15.83 Wellington Parc mixed use project was annexed into Wellington on December 28, 2004. The Future Land Use Map designation of Mixed Use (MU) was adopted on May 23, 2006 and the Master Plan was adopted on October 24, 2006. The project was approved with conditions that limited the use to 92 town home dwelling units on the west portion of the project and 31,830 square feet of commercial office space, consisting of medical and professional office uses, at the east portion of the project abutting 441/SR7. The townhomes have been constructed and the 3.47 acre commercial parcel is currently under construction.

On August 17, 2016, the ARB approved building elevations, exterior colors, materials, site amenities and signage for the commercial portion of the Wellington Parc project. A request for modification to the approved elevations was approved at the November 16, 2016 Architectural Review Board meeting once the tenant was secured and requested additional exterior modifications to the building to fit their unique needs. On May 18, 2017, the ARB approved modifications to the exterior elevations and signage for the tenant, Joe DiMaggio

Children's Hospital. On November 7, 2018, an application was received to modify one of the previously approved sign.

BACKGROUND:

The plans date stamped November 7, 2018, were reviewed for consistency with Section 7.14.11, Sign Requirements for Industrial and Commercial Uses and Section 7.14.9.C Technical Deviations, of Wellington's Land Development Regulations (LDRs).

Signage with Technical Deviations:

The applicant received approval for signage in May 2017. Due to business operational changes, the secondary wall sign that was approved as a baseball silhouette will need to be modified in order to fit the operational needs of the tenant. The applicant is requesting modifications on the primary (east) elevation to replace one of the baseball silhouette on the northern entrance with a shorter and longer sign with three (3) lines of copy as shown below and in Exhibit A. The other silhouette that was approved on the south side of the primary elevation will remain unchanged.

Secondary Wall Sign Comparison

	Previously Approved	Proposed	Change (+/-)
Height	7 feet 4 inches	2 feet 8 inches	- 4 feet 8 inches
Length	7 feet 11 inches	9 feet 10 inches	+ 1 foot 11 inches
Sign Area	58 square feet	26 square feet	- 32 square feet
Lines of Copy	2	3	+ 1

Image 1: Originally Approved Secondary Wall Sign

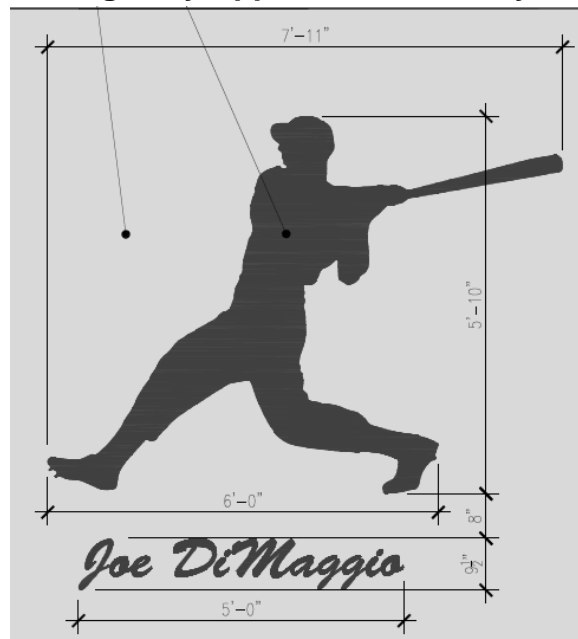
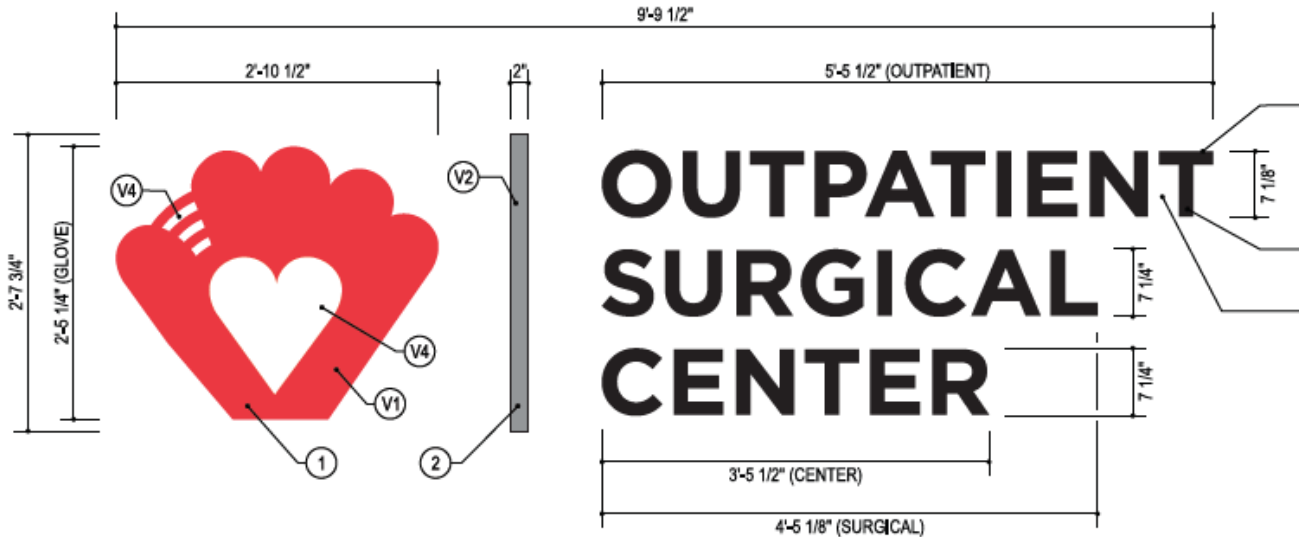


Image 2: Proposed Secondary Wall Sign



7.14.9.C - CRITERIA FOR TECHNICAL DEVIATION

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

Does Not Comply. The proposed sign is a permitted wall sign.

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.*

Complies. The applicant has received approval for three (3) wall signs on the east elevation that were larger than the code permits. The 31,830 square foot building will be occupied by a single tenant. The original floor plan had a potential of 26 tenants which would equal a minimum of 26 wall signs, 13 of which would be on the east (primary) elevations. If the building was built to this potential, each tenant could have a 32 square foot sign, which would equal to 413 square feet on both the east and west elevation. The requested modification is due to a change in business operations. Originally the outpatient surgical center did not have its own separate entrance, but now that the floor plan was finalized, it was determined that an entrance would be required along with a sign.

3. *Approval of the deviation must not negatively impact another tenant or building shown on the Master Sign Plan.*

Complies. This is the only building within the commercial portion of the Wellington Parc project. The requested modification reduces the overall sign area for the building by 32 square feet.

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

Complies. The proposed sign will not cause any negative off-site impacts. Changing the sign from the silhouette to an actual tenant identification wall sign will cause less confusion to the patients when trying to locate the proper entrance.

The extra lines of copy will not cause negative off-site impacts as smaller copy will be less visible to patrons traveling on SR7/US441 which is a high speed, heavily traveled right-of-way.

STAFF RECOMMENDATIONS:

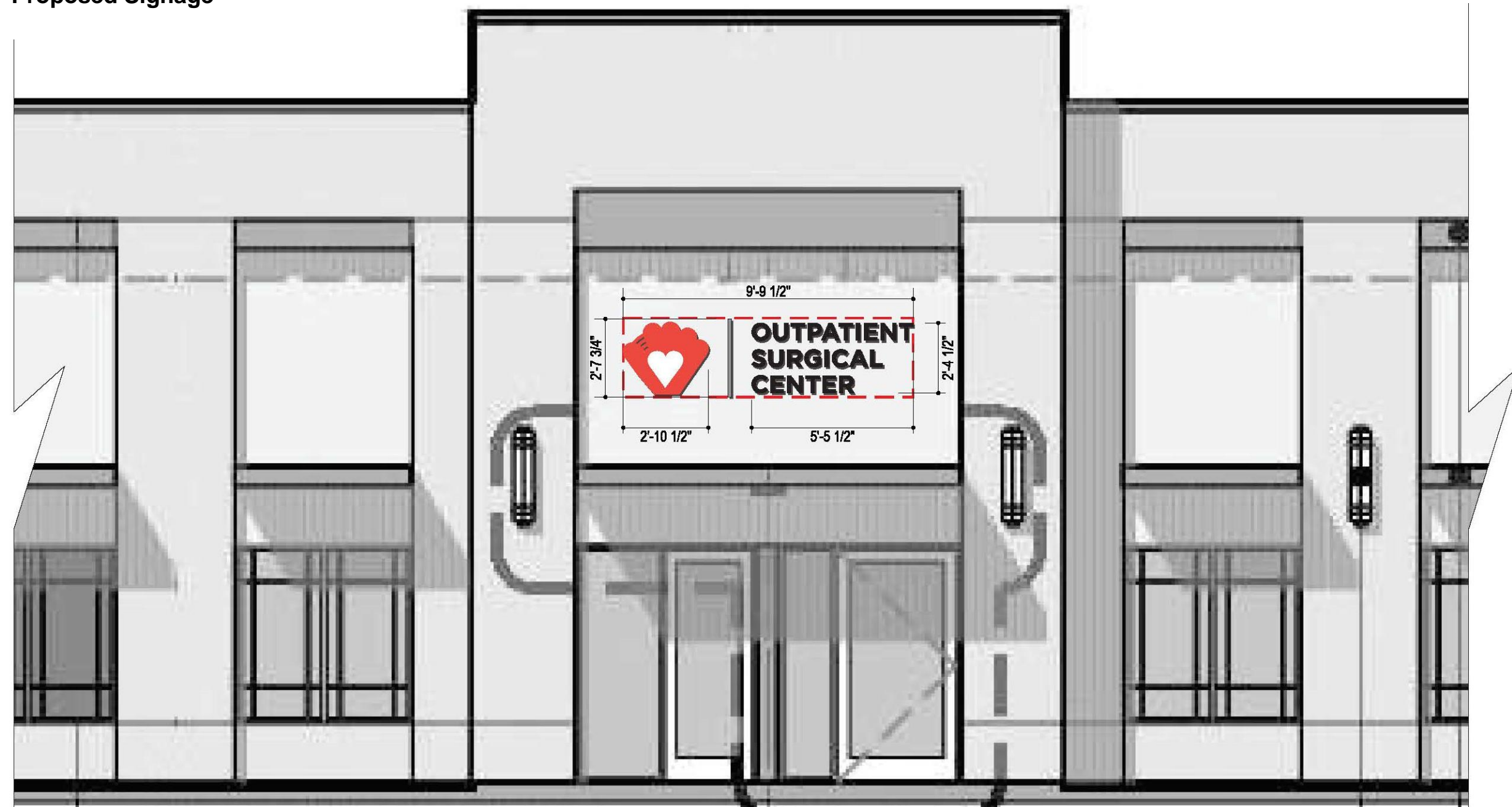
Based on the analysis noted above and the plans prepared by Sign-A-Rama date stamped November 7, 2018 staff recommends approval with the following conditions:

1. All previously approved conditions remain in effect.
2. The proposed secondary wall sign on the east façade above the north entrance shall comply with the dimensions, location and mounting as shown in Exhibit A – Signage.
 - a. Maximum Sign Height: 2 feet 8 inches
 - b. Maximum Length: 9 feet 10 inches (Technical Deviation)
 - c. Maximum Signage Area: 213.64 square feet (Technical Deviation)
 - d. Maximum Lines of Copy: 3 (Technical Deviation)
 - e. Maximum Number of Signs: 1 (Technical Deviation)
3. Building permits shall be required prior to installation of all signage.
4. Any changes to approved materials, colors, signage or building design without approval of the ARB will result in delay and/or denial of a Certificate of Occupancy.

Exhibits:

Exhibit A	Proposed Signage
Exhibit B	Existing Conditions
Exhibit C	Elevations and Other Signage

Exhibit A – Proposed Signage



ELEVATION VIEW

Illuminated Channel Letters - 25.84 sq. ft.

Scale: 1/4"=1'-0"

NOTES: Sign mounts directly to masonry wall/painted stucco

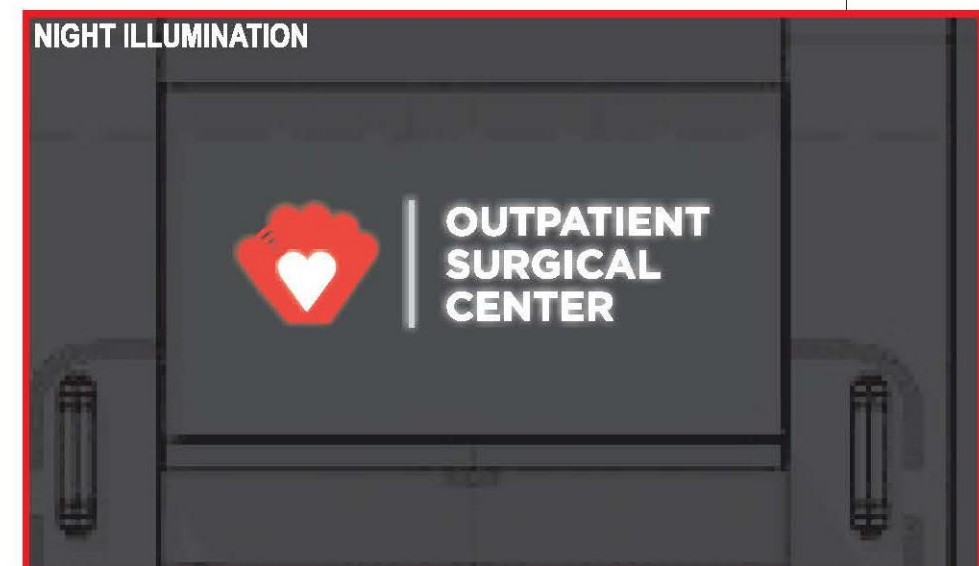
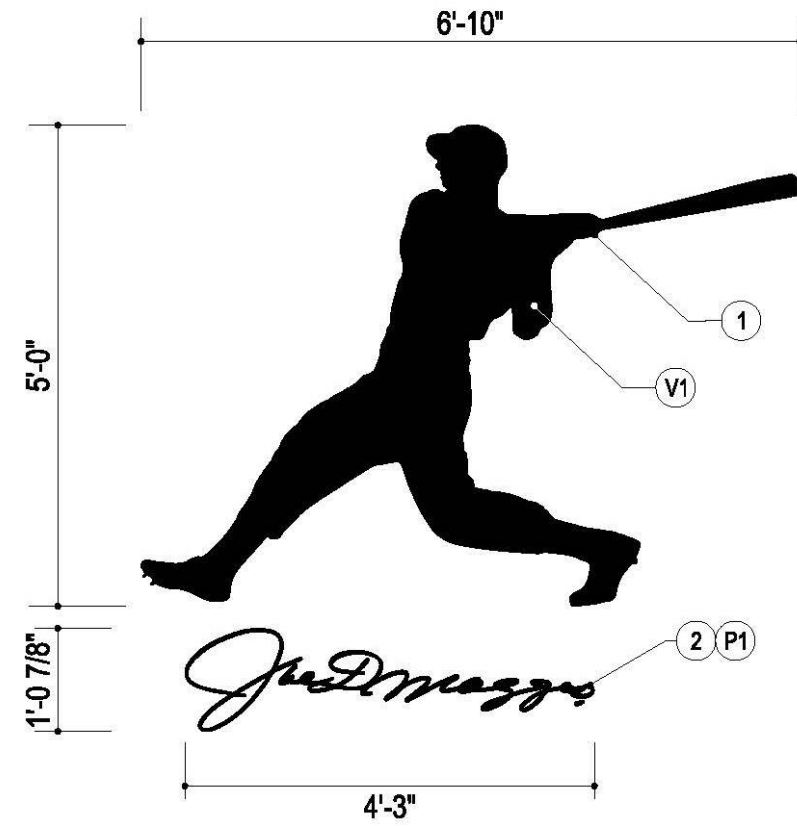


Exhibit B – Existing Conditions



East Façade - Main Entrance
Signage Previously Approved
Not changing



East Façade – South Entrance
Signage Previously Approved
Not changing

