



STAFF REPORT
PLANNING & ZONING DIVISION

I. PETITION DESCRIPTION

Petition Number: 19 – 10 (ARB 19 – 01)

Project Name: Wellington Green Master Sign Plan
(MUPD “B” Fairfield Inn and Suite Marriott)

Petitioner/Applicant: Wellington FFI, LLC

Agent: Jennifer Vail / Wantman Group, Inc.

Project Manager: Damian Newell

Request: The petitioner is seeking Architectural Review Board (ARB) approval to amend the approved Wellington Green Master Sign Plan to allow one (1) sign panel for the existing monument sign within the median on Wellington Green Drive. The sign panel is for the Fairfield Inn hotel within MUPD “B” of the Wellington Green project.

II. SITE DATA

Existing Land Use: Regional Commercial/Large Scale Multiple Use

Existing Zoning District: Multiple Use Planned Development (MUPD)/Planned Unit Development (PUD)

Location: The subject site is located south of the intersection at Forest Hill Boulevard and Wellington Green Drive. Exhibit “A” is a location map of the site and Fairfield Inn hotel within MUPD “B” of the Wellington Green project.

III. LAND USE AND ZONING

EXISTING LAND USE, FUTURE LAND USE & ZONING

Dir.	Existing Use	Future Land Use	Zoning District
North	Wellington Edge PUD	Residential “E”	Planned Unit Development (PUD)
South	Wellington Green Pod “C” (Axis Apartments)	Regional Commercial- Large Scale Multiple Use (RC-LSMU)	Wellington Green PUD
East	Wellington Green MUPD “C”	RC-LSMU	Multiple Use Planned Development (MUPD)
West	Wellington Green MUPD “A” / Village of Wellington Park	RC-LSMU / Institutional-Public Facilities	MUPD / Community Facilities

IV. BACKGROUND

The Wellington Green project consists of seven MUPDs and one PUD. The six (6) perimeter MUPDs (A-F) and the central mall (G) were approved for a variety of commercial, retail, hotel, office and personal service uses. The PUD currently consists of 224.85 acres, with three residential pods (A, B & C). Most recently, Council approved (Resolution No. R2017-09) a Master Plan Amendment to allow an additional hotel in MUPD "B." The Fairfield Inn hotel site plan (Wellington Green MUPD "B" 17-10/2017-06ASA56) was approved June 28, 2017 and ARB (17-72/ARB17-08) was approved July 19, 2017. Construction of the hotel is complete and recently had a grand opening.

As a result, the petitioner is now seeking ARB approval to add one (1) sign panel to the existing residential pod monument sign within the median on Wellington Green Drive at the intersection of Forest Hill Boulevard and Wellington Green Drive.

V. STAFF ANALYSIS

Staff reviewed the request for Architecture Review Board (ARB) approval of the sign panel proposed on the existing residential pod monument sign for the hotel located within Wellington Green MUPD "B" project for consistency with Wellington's Land Development Regulations (LDR), Wellington Green Development Order (DO) and Wellington Green Master Sign Plan.

Signage:

This request is to amend Sign #6 as illustrated on the approved Wellington Green Master Sign Plan. Per the master sign plan Condition (LC) 3.e., Sign #6 is limited to signage only for the residential pods (Pod B and C) of the Wellington Green project. LDR Section 7.14.19.C.2. (Directional, Median, Project Identification and Monument Signs) indicates major amendments to the master sign plan approved by Council for projects with LS/MU Future Land Use Map designation shall be reviewed by ARB. Sign #6 was previously amended by ARB to allow a sign panel for the Hampton Inn hotel (ARB 13-18) located within MUPD "A" of the Wellington Green project. The existing monument sign (Sign #6) consist of three (3) panels for The Estates apartments (Pod B), Axis apartments (Pod C) and Hampton Inn hotel (MUPD A).

The proposed amendment will require removal of the Axis apartment sign panel. Wellington received a letter (Exhibit B) from Axis (Camden Court, LLC) indicating approval to remove their sign panel from the existing monument sign (Sign #6). The Axis property (Pod C) has two (2) access points, one (1) from the Ring Road for residents and visitor, and the other from Wellington Green Drive for residents only. The existing Axis sign panel on the monument sign located within the median is not needed, as the access on Wellington Green Drive is only for residents. The Estates apartment (Pod B) is the only residential pod that has access from Wellington Green Drive for both residents and visitor, so they need the signage to provided visibility from Forest Hill Boulevard. The intent of this monument sign was to provide visibility to the residential pods from Forest Hill Boulevard.

The proposed sign panel (Exhibit C) is for the recently constructed Fairfield Inn hotel located in MUPD "B," which is not one (1) of the residential pods (Pod A, B and C). The Fairfield Inn received ARB approval for two (2) wall signs, one (1) monument sign and two (2) directional signs. The hotel and approved signage are located

behind the in-line building in MUPD “B” with no direct visibility from Forest Hill Boulevard. This hotel does have the option of a sign panel on the existing MUPD “B” multi-tenant monument sign located along Forest Hill Boulevard. Staff notes the multi-tenant monument sign is only for four (4) tenants and is currently providing visibility for other tenants within the MUPD.

The hotel use is a unique business that is based on visitors, who are typical from out of town and may not be accustomed to the area. This hotel is in a busy shopping area and behind an in-line building which can make it difficult for visitors to find the location. The proposed amendment will provide needed visibility for a unique use without the need to add additional monument signs on Forest Hill Boulevard. The MUPD “B” project currently has three (3) monument type signs, and an additional freestanding monument sign for this hotel would potentially overcrowd this area along Forest Hill Boulevard.

The approved Wellington Green Master Sign Plan is provided for reference in Exhibit “D.” The applicant’s complete ARB application is available for review at the Planning and Zoning Division office.

VI. RECOMMENDATION

Staff recommends approval of the request to amend the Wellington Green Master Sign Plan with the following conditions of approval:

1. The Wellington Green Master Sign Plan shall be amended to illustrate a sign panel for the hotel in MUPD “B” for Sign #6. A maximum of three (3) sign panels on both sides is allowed for Sign #6. The amended master sign plan shall be provided to the Planning and Zoning Division for final ARB approval processing.
2. Sign #6 sign panel for the hotel in MUPD “B” shall be limited to:
 - a) One (1) sign panel on each side of the monument sign.
 - b) Two (2) lines of copy.
 - c) Height: 1’ – 8” Length: 7’ – 0”
 - d) Letters shall be black in color and the panel background color shall match the existing monument sign color.
 - e) Display for the hotel use only.
3. Future freestanding monument signs and additional sign panels along Forest Hill Boulevard for the hotel site in MUPD “B” shall be prohibited, unless the sign panel on Sign #6 is removed and the future sign is approved by ARB.

List of Exhibits

Exhibit "A"	Location Map
Exhibit "B"	Axis (Camden Court, LLC) Letter
Exhibit "C"	Sign #6 Sign Panel
Exhibit "D"	Wellington Green Master Sign Plan