



**STAFF REPORT  
PLANNING & ZONING DIVISION**

**I. PETITION DESCRIPTION**

Petition Number: 19 – 037 (ARB 19 – 008)

Project Name: Dance Theatre at Wellington Green Square Signage with Technical Deviations

Owner: Shawnick Wellington, LLC c/o Southeast Centers

Petitioner/  
Applicant: Stephanie Salerno, Dance Theatre Palm Beach Inc.

Project Manager: Branden Miller, Planner

Request: The tenant, Stephanie Salerno of Dance Theatre, on behalf of the owner, Shawnick Wellington, LLC, is requesting Architectural Review Board (ARB) approval for a primary wall sign that exceeds the maximum allowable height for the center.

**II. SITE DATA**

Existing Land Use: Regional Commercial/Large Scale Multiple Use

Existing  
Zoning District: Multiple Use Planned Development (MUPD)

Parcel Size: 13.01 acre

PCN: 73-41-44-13-04-001-0000

Location: Dance Theatre is located on the southeast corner of Forest Hill Boulevard and Wellington Green Drive behind the Bank of America in the Wellington Green Square plaza. Wellington Green Square is located at the Mall at Wellington Green (MUPD B) (Exhibit A – MUPD Site Plan).

**III. LAND USE AND ZONING**

**EXISTING LAND USE, FUTURE LAND USE & ZONING**

Dir.	Existing Use	Future Land Use	Zoning District
North	Wellington's Edge Residential "E"	Residential "E" 5.01 d.u./acre-8.0 d.u./acre	Wellington PUD (AR/SE/PUD)
South	Axis Multi-Family Residential	Regional Commercial-Large Scale Multiple Use (RC-LSMU)	Planned Unit Development (PUD) Multiple Use Planned Development (MUPD)
East	Wellington Green MUPD "C"	Regional Commercial-Large Scale Multiple Use (RC-LSMU)	Multiple Use Planned Development (MUPD)

West	Wellington Green MUPD "A"	Regional Commercial- Large Scale Multiple Use (RC-LSMU)	Multiple Use Planned Development (MUPD)
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#### IV. 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 (MUPD). Dance Theatre is within the Wellington Green Square (MUPD B) which is also the location of The Fresh Market.



#### V. STAFF ANALYSIS

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

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

- b. Maximum Sign Size: National/Regional Tenants signs shall not exceed sixty (60) inches in height. Other tenants shall not exceed thirty (30) inches in height.

**Does Not Comply** The petitioner is requesting a Technical Deviation to allow a primary wall sign 44 inches in height and 93.5 inches in length. The proposed wall sign is illustrated in Exhibit B and has a total sign area of 28.57 square feet. Per Section 7.14.19.B.1.b. of the LDR, a primary wall sign for this tenant shall be a maximum of 30 inches in height and 20 feet in length for a maximum square footage of 50 square feet (Exhibit C - Primary Wall Sign Allowed Per Code).

#### **CRITERIA FOR A TECHNICAL DEVIATION:**

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

The proposed sign is not a prohibited sign type.

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 primary wall sign exceeds the maximum allowed height by 14 inches for a total of 44 inches in height. The proposed sign area is 28.57 square feet which is over 20 square feet less than what is permitted.

Due to the projecting arcade that breaks up the storefront, the area to place a sign is extremely limited. If the tenant were to install a sign that met code requirements, the copy would be extremely small (Exhibit C) limiting the visibility for the tenant. The applicant has been a tenant in the plaza for more than 10 years and recently relocated from a smaller bay in the east side of the plaza, which had a larger sign (Exhibit E – Previous Tenant Location). The current bay, which is the former Joey's Outback location (Exhibit D – Existing Tenant Bay). The current bay is almost double the size but has a façade that is broken up by a projecting entry feature as previously mentioned. The recessed portion of the façade is covered by trees and it not an ideal location for the sign. The proposed sign is centered above the arched entryway of the tenant bay and has approximately 10 inches of space above and below the sign.

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.

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

The larger sign will increase visibility for the tenant, which is needed to locate them within the plaza. In addition, the tenant is located directly behind the Bank of America outparcel which also reduces their visibility along Forest Hill Boulevard.

**Recommendation:**

Based on the analysis noted above and the plans prepared by SignAmerica date stamped October 25, 2018, staff recommends approve of the following:

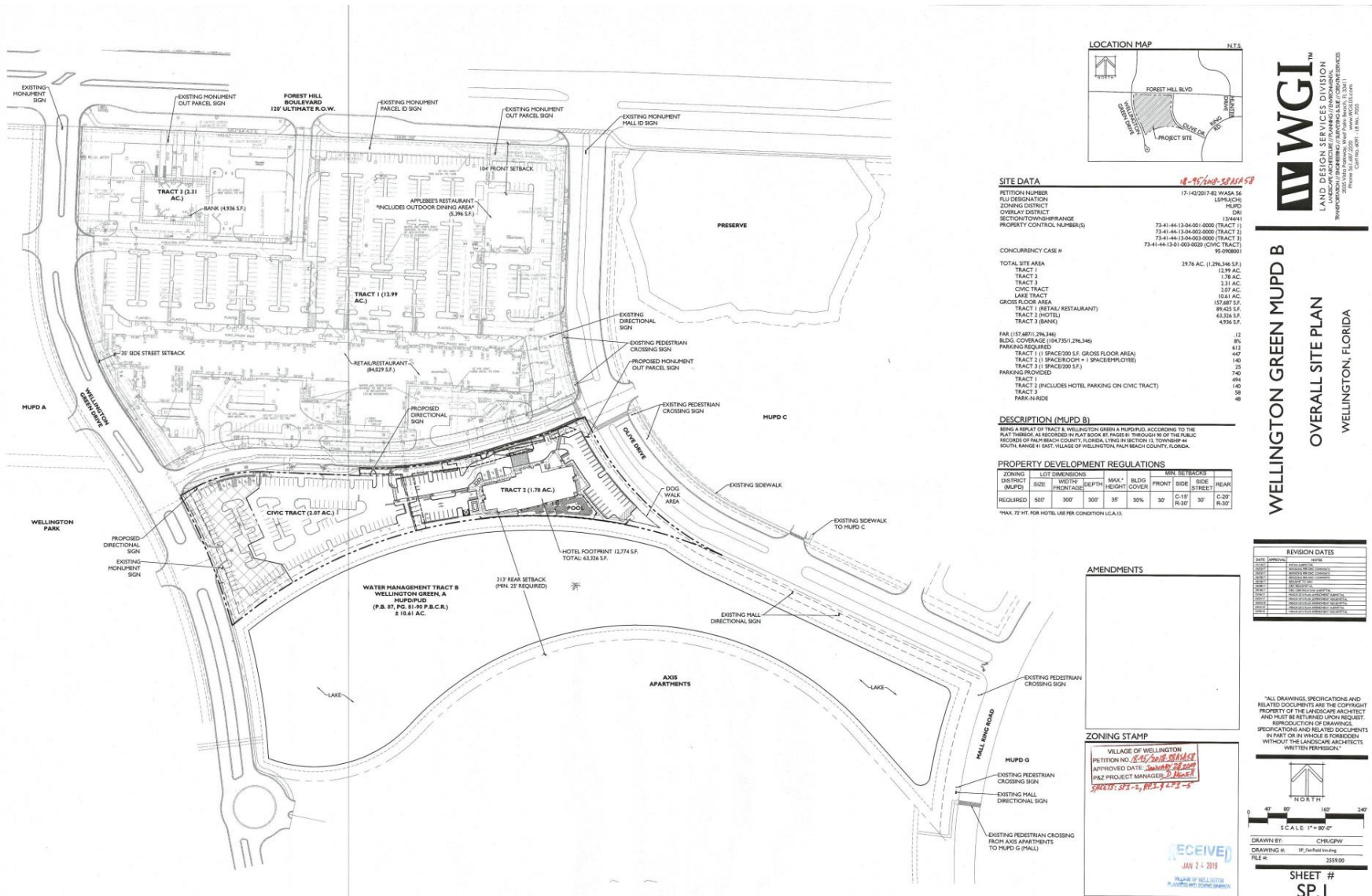
1. The primary wall sign shall comply with the following dimensions and be constructed and located as shown in Exhibit B – Proposed Primary Wall Sign:
  - a. Maximum Sign Area – 28.5 square feet
  - b. Maximum Height – 44 inches (Technical Deviation)
  - c. Maximum Length – 93.5 inches
  - d. Maximum Lines of Copy – 2
2. A building permit is required prior to installation of all signs.

**Exhibits:**

Exhibit A	MUPD B Site Plan
Exhibit B	Proposed Primary Wall Sign
Exhibit C	Maximum Primary Wall Sign Allowed Per Code
Exhibit D	Existing Tenant Bay
Exhibit E	Previous Tenant Bay and Sign
Exhibit F	Justification Statement



# Exhibit A - MUPD B Site Plan



## Exhibit B – Proposed Primary Wall Sign

### PERMIT DRAWING

Project: Illuminated channel letters  
mounted ush to the wall



Scale 1/4"=1'-0"

PROPOSED NEW SIGN  
NORTH ELEVATION

GOVERNING CODE: 2017 FLORIDA BUILDING CODE WITH 3 SEC GUST. & A.S.C.E. 7-10 CH. 6, 29  
132 MPH, V=170 MPH EXPOSURE "C" SOLID SIGN METHOD, HVHZ CHAPTER 16 CAT II

ENGINEER AGK, LLC  
DON ARPIN M.S.P.E.  
4920 N. DIXIE HWY  
STRUCTURAL ONLY PE.28585  
FT. LAUDERDALE, FL 33334  
954-772-8345  
COA#26073

THIS ENGINEER HAS NOT VISIT  
THE JOBSITE. DESIGN IS BASED  
ON CONTRACTOR SUPPLIED DATA  
IF ANY FIELD CONDITIONS OTHER  
THAN SPECIFIED HEREIN, THIS  
ENGINEER SHALL BE NOTIFIED.

Struct. Only  
#28585

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**Project:**  
DANCE THEATRE  
10664 FOREST HILL BLVD  
BAY # M3-A  
WELLINGTON, FL 33414

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PVC SIGNS, TRAFFIC SIGNS, ADA SIGNS, EXHIBIT SIGNS, CONSTRUCTION SIGNS  
COLOR LOGOS

DWG Section:  
SIGN LETTERS

DATE  
10.25.2018

PAGE 1

## PERMIT DRAWING

Project: Illuminated channel letters  
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- Ⓐ Manufacture (1) set of internally illuminated mounted ush to the wall.

Plexi-face channel letters.

Sign specications:

Aluminum channel letters

Bronze return 5" deep

Bronze trimcap 1"

White acrylic face

Letters to be internally illuminated W/ UL stickers plus white short LED's.

Length of Storefront: 156"  
Allowed sign not to extend more  
then 75% of length of storefront = 117"

Total Sign Area 27.5 Sq.Ft.

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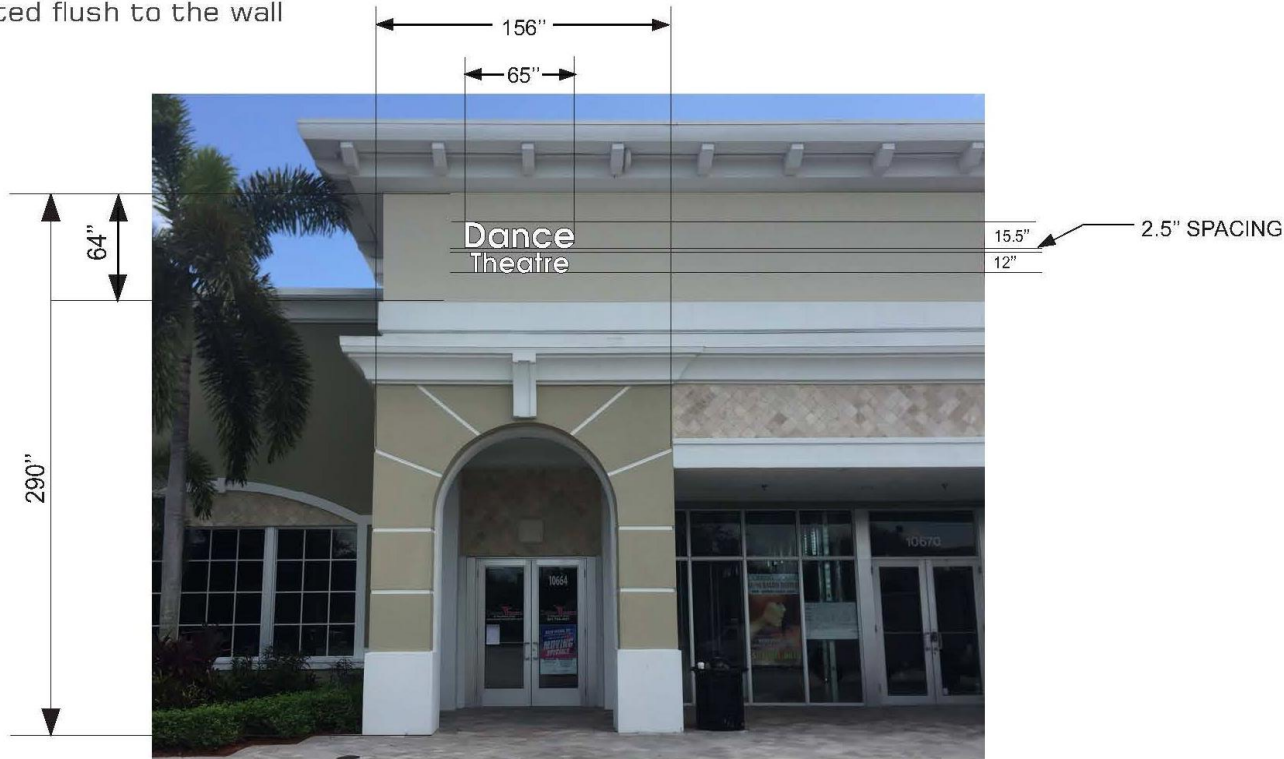
PAGE 2



**Exhibit C – Maximum Primary Wall Sign Allowed Per Code:**

**PERMIT DRAWING**

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Scale 1/4"=1'-0"

PROPOSED NEW SIGN  
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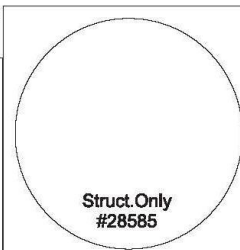
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**Exhibit D – Existing Tenant Bay**





**Exhibit E – Previous Tenant Bay and Sign**





## **Exhibit F – Justification Statement**

### **II. Justification Statement**

A. Yes, my proposed request is consistent with the purposes, goals, objectives, and policies of the Comprehensive Plan.

B. Yes, the proposed request is not in conflict with any portion of Wellington's LDR and yes, it is consistent with the purpose and intent of the LDR.

C. Yes, the proposed request is compatible and consistent with existing uses and the zoning of properties surrounding the subject site and yes, the proposed request is appropriate for the site and surrounding area.

D. Yes, the proposed request is consistent with Wellington neighborhood aesthetics.

### **III. Technical Deviation Justification**

A. I am requesting approval for a larger sign for my storefront located at 10664 W Forest Hill Blvd, Dance Theatre at Wellington Green. The sign that has been approved by the village is extremely small given the size of my facility.

B. I have spoken with other business owners in my plaza and around the outer mall property and several have stated that they received technical deviations for their signage.

C. I have been a tenant in this plaza going on eleven years. The first ten years I was on the other end of the plaza and had a large, beautiful sign. My business grew and I needed to expand. The landlord wanted to keep me in the plaza and found extra space for me. Their solution was to take the space that was formerly Joey's Outback Adventure and split it into two businesses. I went from 2400 sq ft to 4400 sq ft. Unfortunately, the new storefront space was not designed to house two businesses. My new storefront has a small arch that can house a sign or a larger area that is blocked by trees. My only option is to put my sign in the small area so it can be seen by clients. The village approved sign is extremely small. It upsets me that I have almost doubled the size of my facility (and my rent) and am now forced to have a sign that is about a quarter of the size of my original one, and will barely be visible from the road.

D. The larger sign I'm requesting will not negatively affect the plaza, as it was originally designed and approved by them. They were surprised it was not approved by the village.

E. A larger sign will not negatively impact the other businesses. I have over 275 families that attend my studio on a weekly basis. I have brought the other patrons lots of customers over the years (especially the restaurants). A more visible sign will help my business grow and in turn will help the other businesses as well!