



**STAFF REPORT  
PLANNING & ZONING DIVISION**

**I. PETITION DESCRIPTION**

Petition Number: 19 – 60 (ARB 19 – 11)

Project Name: McDonalds at Village Green Center

Owner: W & W V LLC.

Petitioner/  
Applicant: McDonalds Corp.

Agent: Mastec Network Solutions

Project Manager: Damian Newell, Senior Planner

Request: The petitioner is seeking Architectural Review Board (ARB) approval of drive-thru digital menu board and preview menu board signs with technical deviation for the McDonalds within the Village Green Center project.

**II. SITE DATA**

Existing Land Use: Community Commercial

Existing  
Zoning District: Community Commercial

PCN: 73-41-44-13-12-001-0000

Location: The Village Green project is located on the west side of State Road 7 between Stribling Way and NuVista Ave. The subject site is located at the southwest intersection of State Road 7 and NuVista Ave. Exhibit “A” is a location map of the subject site within Village Green Center project.

**III. LAND USE AND ZONING**

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

Dir.	Existing Use	Future Land Use	Zoning District
North	Wellington Green MUPD “F”	Regional Commercial- Large Scale Multiple Use (RC-LSMU)	Multiple Use Planned Development (MUPD)
South	K Park	Institutional/Public Facilities/Utilities/ Community Commercial	Community Commercial
East	Olympia PUD	Residential “C”	Planned Unit Development (PUD)
West	Castellina PUD	Residential “C”	PUD

#### **IV. BACKGROUND**

The 15.89 acre project known as Village Green Center was annexed into Wellington on February 25, 2004. The site was designated Community Commercial on the Future Land Use Map in 2007 (Ordinance 2006-22). In 2008, a rezoning to Community Commercial (Ordinance 2008-08) and a Master Plan (Resolution R2008-58) for the project was approved. The original Master Plan allowed for commercial, office, retail and general office uses. In 2010, a Conditional Use was approved (Resolution R2010-39) allowing two (2) fast food restaurants with drive-thru service. In 2013, the property owner petitioned and approval was granted (Resolution R2013-15) to amend the Development Order to allow for a third fast food restaurant with drive-thru, to abandon the Master Plan and to codify all conditions into a Development Order. In 2015, Resolution R2015-60 was approved to allow a maximum of 15,000 square feet of Medical Office within Retail Buildings A, B, C and E.

On January 23, 2018, Council approved Ordinance 2017-08, a Comprehensive Plan Amendment to amend the approved uses for the property, and Resolution R2017-20, a Development Order Amendment to amend conditions of approval to allow for a fourth fast food restaurant with drive thru and to allow medical office within Building D (Professional Building). A Site Plan Amendment was subsequently certified amending the layout of Building F to incorporate the fast food restaurant with drive-thru service (Exhibit A – Site Plan and Landscape Plan) and additional retail bay.

The ARB has reviewed and approved the following applications for Village Green Center:

- 11-38 (ARB 11-008): Taco Bell technical deviation to allow one (1) additional drive through menu sign
- 11-42 (ARB 11-011): Overall Village Green Center Master Sign Plan
- 11-67 (ARB 11-019): McDonald's technical deviation to allow a larger menu board and to allow an "M" on the east elevation along with McDonald's sign
- 12-19 (ARB 12-003) Buffalo Wild Wings technical deviation to allow three (3) lines of copy.
- 12-35 (ARB 12-007): Village Green sign design
- 12-18 (ARB 12-020): Village Green Center technical deviation to allow a third multiple tenant monument sign which was located in front of the PDQ Building I
- 13-18 (ARB 13-005): Village Green Center exterior elevations, building, roof materials, awning colors for Buildings A, B and C
- 12-96 (ARB 13-009): PDQ building elevations, colors and signage
- 13-162 (ARB 13-022): PDQ additional drive thru sign
- 14-43 (ARB 14-005): Trader Joes technical deviation to allow a larger secondary wall sign
- 14-72 (ARB 14-011): PDQ technical deviation to allow a single tenant monument sign
- 14-92 (ARB 14-017): Flakowitz technical deviation for a larger end wall sign
- 15-21 (ARB 15-002): Elevations and signage for Professional Building
- 17-46 (ARB 17-003): Starbucks and Retail Building F elevations and signage with technical deviations
- 18-91 (ARB 18-015): Forno Bravo elevations and signage with technical deviations
- 19-29 (ARB 19-006): Designers Touch Jewelry secondary wall sign with technical deviations

## V. STAFF ANALYSIS

This petitioner is seeking ARB approval to allow drive-thru digital menu board and “preview” menu board signs for each of the two (2) drive-thru lanes. The request includes technical deviation for the allowed size and number of signs. This McDonald’s location previously received technical deviation approval (ARB 11-019) to allow two (2) menu board signs with a height of 60 inches, length of 72 inches, maximum sign area of 30 square feet and three (3) panels.

### Current Approval:

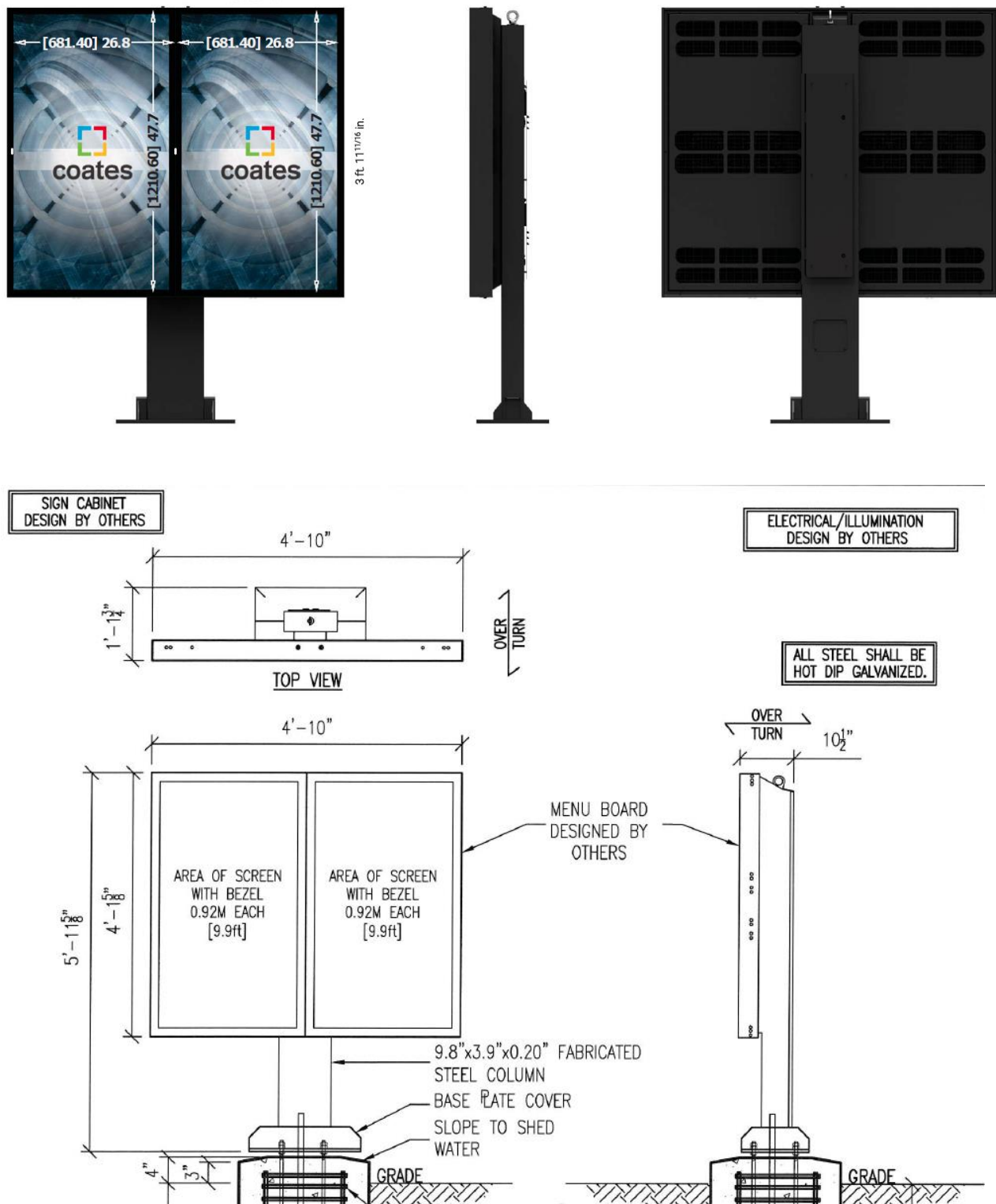
ARB 11-019 Approved Menu Board Signs:



**3 Panel Menu Board = 30 Total Square Feet**

Proposed:

The petitioner is now seeking a height of 49 inches, length of 58 inches, sign area of 17.75 square feet and two (2) panels for the proposed two (2) digital menu board signs as illustrated below.



The other signs are two (2) digital "preview" menu board signs with a proposed height of 49 inches, length of 29 inches, sign area of 8.88 square feet and one (1) panel as illustrated below.

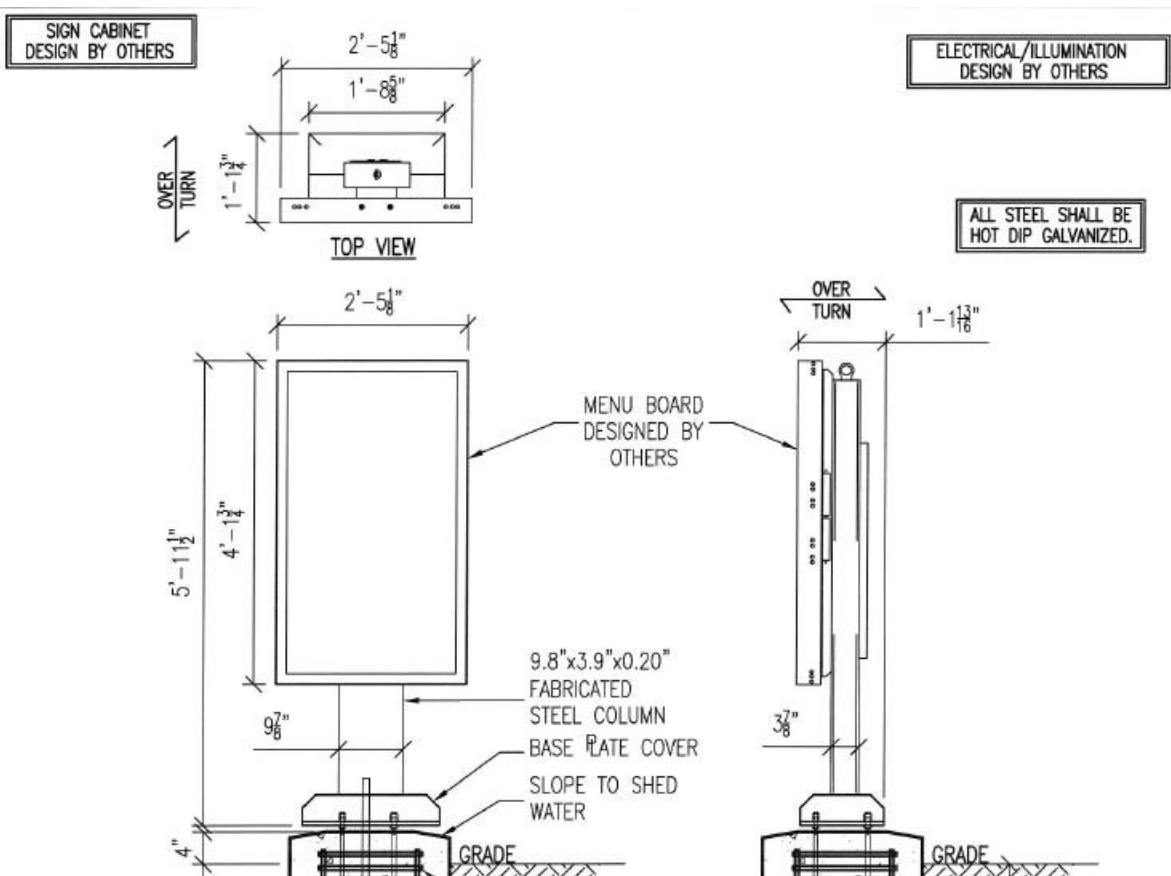


Exhibit "B" is a site plan of the subject site with the proposed locations of the two (2) digital menu board signs and two (2) digital "preview" menu board signs for a total of four (4) new signs being requested.

Staff reviewed the request for ARB approval of the drive-thru window menu board signs for consistency with Wellington's Land Development Regulations (LDR) Section 7.14.11.L.

Drive-Through Window Signs and Section 7.14.9.C Technical Deviations. Per LDR Sec. 7.14.11. L. the signs shall not exceed four (4) feet in height, five (5) feet in length and 16 square feet in sign area.

Technical Deviation

Wellington's LDR Section 7.14.9.C. provides criteria for approval of Technical Deviation for signage in the case where the use or location of a building is of a nature that the requirements of the regulations negatively impact a proposed use/request. The Architectural Review Board (ARB) may approve Technical Deviations if these criteria have been satisfied. These criteria standards were utilized for review of the proposed wall sign as follows:

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

**Response:** The proposed digital menu board signs are not specifically prohibited by the LDR. The ARB has approved digital menu board signs for the Starbucks at Wellington Country Plaza (ARB 15-009), Starbucks at Village Green Center (ARB 17-003) and McDonald's at Courtyard (ARB 18-005).

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.

**Response:**

This tenant is a fast food restaurant with a requirement to move customer's through the two (2) drive-thru lanes quickly. The additional digital menu board signs and size is intended to provide the customer with available menu options and while ensuring efficient traffic flow.

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

**Response:** The requested deviations to allow additional menu board signs, height, length and sign area will not negatively impact another tenant or building within this project. The sign face is separated by an internet drive aisle, parking lot, and orientated away from other tenants.

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

**Response:** As illustrated on Exhibit B, the signs are located internal to the Village Green project which should not cause any negative off-site impacts or impacts to traffic on the public right-of-way. The signs are orientated at an angle and will be visible to customers within drive-thru lane.

Exhibit "C" is the applicant's Technical Deviation Justification Statement. The applicant's complete ARB application is available for review at the Planning and Zoning Division office.

## **VI. RECOMMENDATION**

Staff recommends approval of the drive-thru window digital menu board signs for the McDonalds within the Village Green Center project with the following conditions of approval:

1. The drive-thru window digital menu board sign shall be consistent with the illustration and;
  - a. Maximum Signage Area: 17.75 square feet for each sign (Technical Deviation)
  - b. Maximum Sign Height: 49 inches for the sign cabinet and 5 feet 11 inches overall (Technical Deviation)
  - c. Maximum Length: 58 inches for the sign cabinet
  - d. Maximum Number of Sign: 2 (1 for each drive-thru lane) (Technical Deviation)
  - e. Maximum Number of Sign Panel: 2 for each sign
  - f. Sign cabinet and column color shall be Coates dark grey (Match Pantone 446C).
2. The drive-thru window digital “preview” menu board sign shall be consistent with the illustration and;
  - a. Maximum Signage Area: 8.88 square feet for each sign
  - b. Maximum Sign Height: 49 inches for the sign cabinet and 5 feet 11 inches overall (Technical Deviation)
  - c. Maximum Length: 29 inches for the sign cabinet
  - d. Maximum Number of Sign: 2 (1 for each drive-thru lane) (Technical Deviation)
  - e. Maximum Number of Sign Panel: 1 for each sign
  - f. Sign cabinet and column color shall be Coates dark grey (Match Pantone 446C).
3. All existing signs on the canopy/order screen communications system shall be removed prior to issuance of any building final for the proposed digital menu board signs.
4. Area around the base/column of the digital menu board signs shall include shrubs with a minimum height of 12 inches when installed/planted. Landscaping shall be installed according to the approved landscape plan for this site. Any dead, diseased or missing material shall be reinstalled.
5. A Minor Site Plan Amendment application to include the proposed digital menu board signs shall be submitted to the Planning and Zoning Division prior to issuance of building permit(s) for the proposed digital menu board signs.
6. Building permit required prior installation of signage.
7. Prior to issuance of a building final, an inspection by Planning and Zoning Division is required to ensure compliance with all approvals.

### **List of Exhibits**

Exhibit "A"	Location Map
Exhibit "B"	Site Plan with Proposed Sign Locations
Exhibit "C"	Applicant's Technical Deviation Justification Statement