

Mattress Warehouse Sign Wellington Green MUPD E

STAFF REPORT

Petition Number: 2026-0025-ARB

Owner/Applicant: JBL Plaza at Wellington (2/3) LLC
2028 Harrison Street, Suite 202
Hollywood, FL 33020

Agent: Fabio Ladino
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Site Address: 2205 State Road 7

PCN(s): 73-41-44-13-01-005-0020

Future Land Use Map (FLUM) Designation:

Regional Commercial (RC)/LSMU

Zoning Designation:

Multiple Use Planned Development (MUPD)

Acreage:

10.25 Acres (+/-)

Request:

Architectural Review Board approval of the wall signs with technical deviation for Mattress Warehouse Suite 103 Building A within MUPD E of the Wellington Green project.

Project Manager:

Damian Newell, Senior Planner
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Location/Map:

The Wellington Green MUPD E project is located approximately half a mile south of the Forest Hill Boulevard and State Road 7/US 441 intersection, at the northwest corner of the State Road 7 and Lime Drive. The subject site is Building A (FKA Office Depot Building), located within the southeast section of the Wellington Green MUPD E project, as illustrated on the map below.



Adjacent FLUM and Zoning Designation:

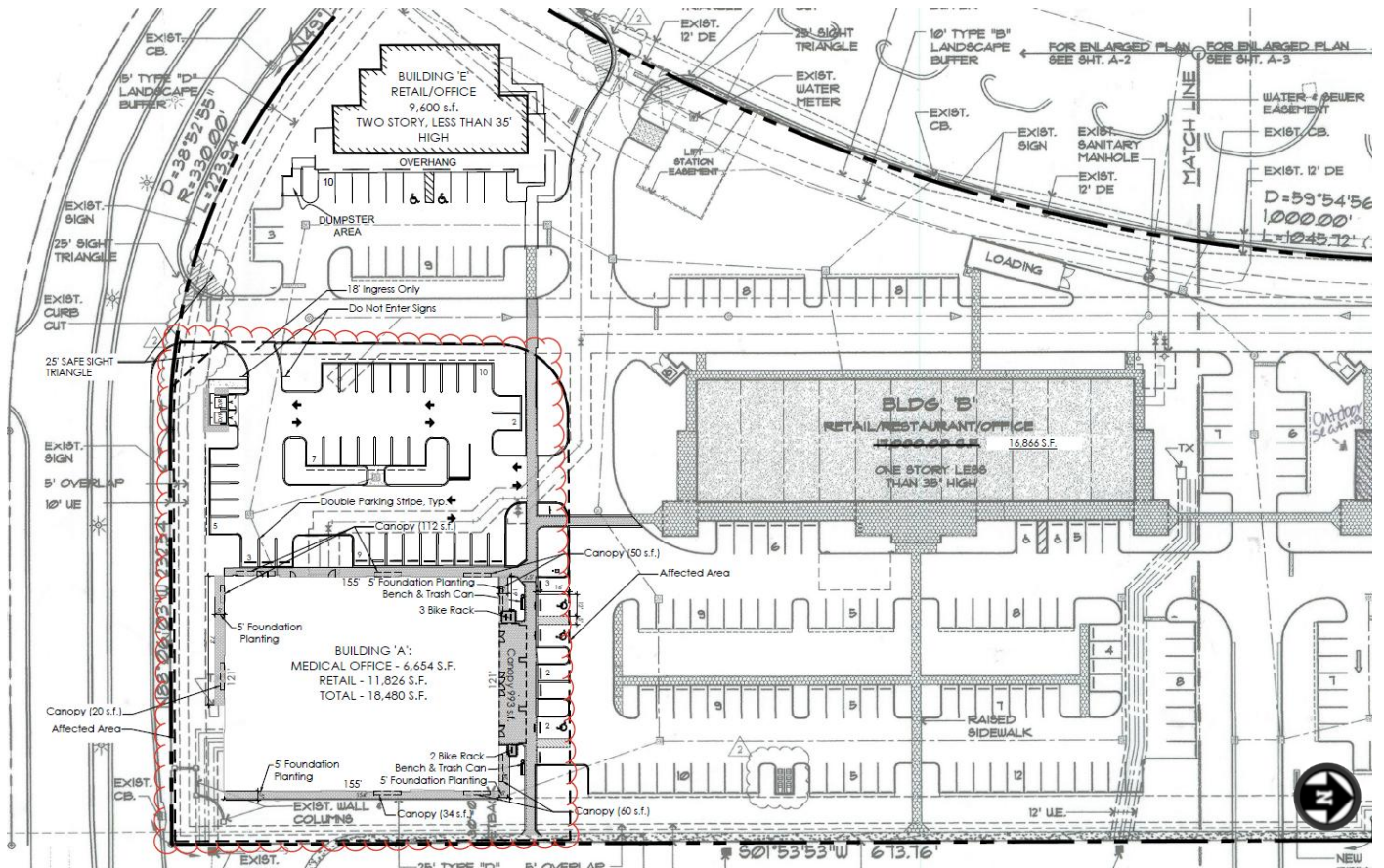
Adjacent Property	FLUM	Zoning
North	Regional Commercial (RC)/LSMU	Multiple Use Planned Unit Development (MUPD)
South	RC/LSMU	MUPD
East	Residential C	Planned Unit Development (PUD)
West	RC/LSMU	MUPD



Site History and Current Request:

The Wellington Green project is 456 acres located on the southwest corner of State Road 7/US 441 and Forest Hill Boulevard, and consists of seven MUPDs and one PUD. The six (6) perimeter MUPDs (A-F) and the central mall (MUPD 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).

The subject site is located within MUPD E of the Wellington Green project. In 2025, the site plan was approved for the expansion of the existing Building A (Formerly Office Depot) from 15,986 to 18,480 square feet. The building was modified from a single retail tenant building to a multi-tenant building, with expansion of the building into the existing load area (on the south side). The expansion area is to accommodate a 6,654 square foot medical office. The existing building space (Office Depot) was divided into three (3) retail tenant bays/suites totaling 11,826 square feet. Also, ARB approved (2025-0005-ARB) the modification to the elevations/façade of the existing building, and includes proposed wall signs for each of the four (4) new tenant spaces/bays. Construction of these improvements is currently ongoing. See the affected area below.



This request (2026-0025-ARB) is for the proposed Mattress Warehouse tenant (Suite 103) wall signs on the north (primary) and east (secondary) elevations, with technical deviations for the sign heights.

Analysis:

Staff reviewed the request for Architectural Review Board (ARB) approval of the wall signs for consistency with Wellington’s Land Development Regulations (LDR) and the current approved Wellington Green Master Plan (Resolution No. R2017-10).

The applicant’s request is only for the proposed Suite 103 (Mattress Warehouse tenant) wall signs (Exhibit A) on Building A, which were reviewed for compliance with LDR Section 7.9.8.A. The request includes one (1) principal/main wall sign on the north façade/elevation and one (1) secondary wall sign on the east façade/elevation for the retail tenant space (Suite 103). Per LDR Section 7.9.8.A.2., the tenant space is allowed one (1) primary/principal wall sign for the tenant principal suite/bay north façade with a maximum sign area of two (2) square feet per foot of the bay façade or maximum of 150 square feet, a maximum height of 30 inches (Minor Tenant Wall Signs/less than 10,000 SF of indoor space), and a length not to exceed 80 percent of the bay façade. The proposed secondary wall sign was reviewed for compliance with LDR Section 7.9.8.A.4, which allows tenants up to two (2) secondary wall signs (1 per façade) on the side or rear façades. The secondary wall sign is allowed at 50% of the sign area and height of the associated minor tenant wall sign, as approved/permitted on the primary/principal façade of the tenant bay/suite within the building. Below is what’s allowed per the LDR, being requested, and deviation for the proposed wall signs.

Wall Signs (Suite 103)			
Standards	Allowed	Requested	Deviation
Primary/Principal North Façade/Elevation			
Number of Signs	1	1	0
Sign Area	80 sq. ft. (40 ft. Bay Width)	83 sq. ft. ¹	3 sq. ft.
Height (Boxed)	30 in.	59 in. ¹	29 in.
Length (Boxed)	32 ft. (40 ft. Bay Width)	17 ft. ¹	0
Secondary East Façade/Elevation			
Number of Signs	1	1	0
Sign Area	40 sq. ft. (50% principal wall sign at 80 SF)	40 sq. ft. ¹	0
Height (Boxed)	15 in. (50% principal wall sign at 30 in.)	41 in. ¹	26 in.
Length (Boxed)	N/A	12 ft.	0

¹ Rounded up.

Technical Deviation

An applicant may submit a request for a Technical Deviation for signs that do not meet the standards in the LDR, per the procedures and decision criteria provided in the Development Review Manual, as listed below:

- 1. Describe in detail the Technical Deviation.

As indicated above, the applicant is requesting deviation to allow the primary wall sign area at 83 square feet (3 SF deviation) and height at 59 inches (29 in. deviation), and the secondary wall sign height at 41 inches (26 in. deviation) for Suite 103 north (primary) and east (secondary) façades/elevations.

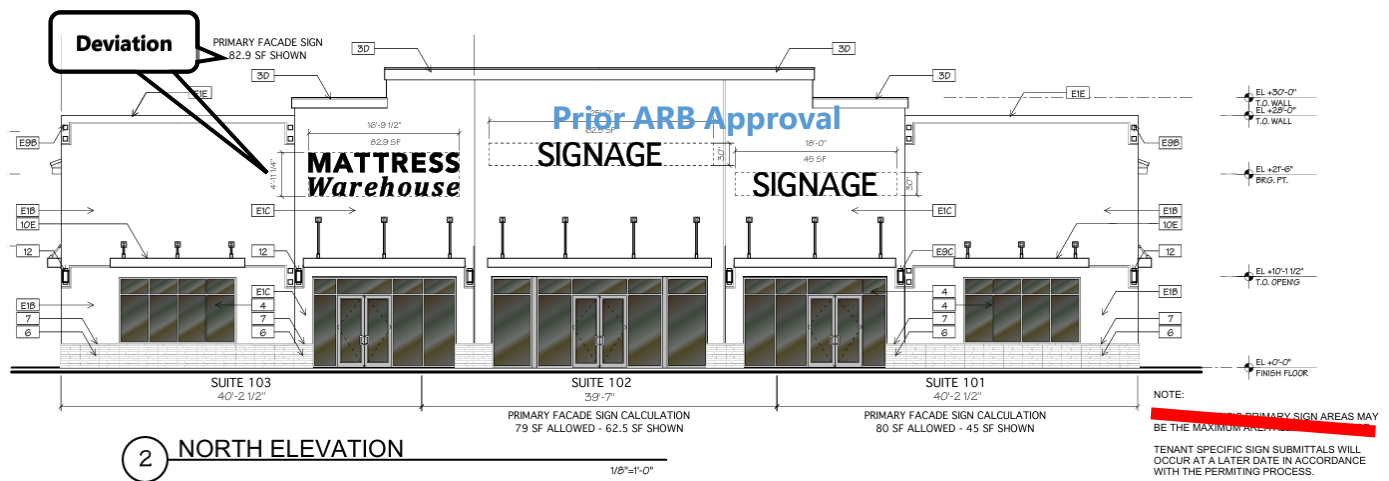
- 2. No deviation may be granted that has the effect of permitting any sign which is specifically prohibited by these regulations.

The proposed tenant wall signs are not specifically prohibited and are permitted under LDR Section 7.9.8.A. The applicant is only requesting ARB approval to deviate from the sign area and heights for Suite 103 wall signs, with deviations of three (3) square feet for sign area, and 41 and 59 inches for sign heights (Boxed).

- 3. 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 ARB.

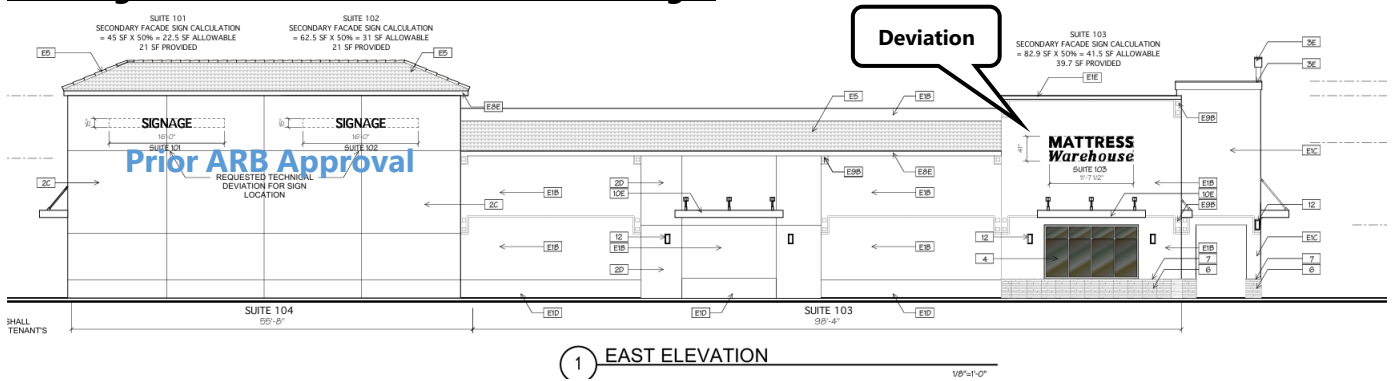
As shown in the illustration below, the wall signs will be proportional to the area of the building it is attached. The proposed wall signs are at an appropriate scale and will help with the overall building aesthetics of the north and east façades while providing visibility for the tenant.

Building East Elevation (State Road 7 Frontage)





Building East Elevation (State Road 7 Frontage)



- 4. Approval of the deviation must not negatively impact another tenant or buildings shown on the Master Sign Plan.

The requested deviation to allow the two (2) wall signs as requested should not negatively impact another tenant or building within this project.

- 5. The technical deviation must not cause any negative off-site impacts.

The primary wall sign area at 83 square feet (3 SF deviation) and height at 59 inches (29 in. deviation), and the secondary wall sign height at 41 inches (26 in. deviation) for Suite 103 north (primary) and east (secondary) façades/elevations of the in-line building will not cause any negative off-site impacts. The requested increase in sign area and height is minimal while still being a proportional scale for the section of the building façade it's affixed to, and will enhance the aesthetic of the building. The requested deviations will help with the tenant visibility to traffic along State Road 7 with the secondary wall sign, and traffic entering along the main access drive with the primary wall sign. The Wellington Green MUPD B project has existing mature and proposed landscaping along the project's frontage and internal areas that should help with the architectural landscape.

Exhibit B is the applicant's Justification Statement containing details on how this request meets the requirements. The applicant's complete Architectural Review Board application (2026-0025-ARB) is available for review at the Planning and Zoning Division office.

Summary:

Based on the findings and consistency with the LDR, the Planning and Zoning Division provides the following conditions if the ARB votes to approve the applicant's request:

- 1. All prior conditions approved by 2025-0005-ARB are still in effect, except as amended with this approval.

2. Suite 103 wall signs are hereby amended to be consistent with Exhibit A, and as approved below:

Wall Signs (Suite 103)		
Standards	Approved	Deviation
Primary/Principal North Façade/Elevation		
Number of Signs	1	0
Sign Area	83 sq. ft. ¹	3 sq. ft.
Height (Boxed)	59 in. ¹	29 in.
Length (Boxed)	17 ft. ¹	0
Secondary East Façade/Elevation		
Number of Signs	1	0
Sign Area	40 sq. ft. ¹	0
Height (Boxed)	41 in. ¹	26 in.
Length (Boxed)	12 ft.	0

¹ Rounded up.

3. Deviations are approved with the condition that the signs will be per the ARB-approved standards (which may be in addition to what is allowed by the LDR), and any modification above this approval will require ARB approval.
4. If any exhibit conflicts with any condition(s), then in that event the condition(s) shall prevail to the extent of such conflict.

Exhibits:

- Exhibit A Proposed Building A Renderings/Elevations (with Color and Material Palette/
Scheme, and Wall Signs
- Exhibit B Applicant Justification Statement