

Exhibit D

August 1, 2024

City of Wellington Planning Department
Attn: Damian Newell
12300 Forest Hill Boulevard
Wellington FL 33414

Re: Lazy Dog Restaurant
Justification Statement &
Technical Deviation Justification
1343 S STATE ROAD 7
Wellington FL

Dear Mr. Newell,

Lazy Dog Restaurant proposes the development of a new freestanding restaurant building with outdoor patio at the above referenced location as detailed in the enclosed plans.

The Huntington Beach-based Lazy Dog Restaurant and Bar started over 20 years ago. Lazy Dog proposes a casual dining atmosphere that is inspired by the comfort of the Rocky Mountains, cozy fireplaces and a massive chandelier grafted from aspen logs, with a rustic decor. Artwork and playful touches inspired by man's best friend will be woven throughout, a dog-friendly patio along with ample seating and fire pit. Both the bar and exterior patio will be outfitted with multiple flat screens for guests to enjoy their meals and crafted beers.

Lazy Dog restaurant proposes to construct a 7,969 sq. ft. building with adjacent 232 sq. ft. trash enclosure, 233 sq. ft. mechanical rooms, 1,559 sq. ft. patio and 939 sq. ft. beer garden. Lazy Dog is proposed operate the interior restaurant and patio and beer garden from 11AM to 1AM five days per week and 9AM to 1AM on Saturday and 9AM to 12 Midnight on Sunday. Lazy Dog proposes to employ 24 to 30 employees per shift. Lazy Dog proposes the sale of sandwiches, burgers, meats, fish, brick oven pizza, salads, beverages and alcoholic beverages and kids menu. Beer and wine is also proposed to be sold for offsite consumption as a part of takeout food sales and the Lazy Dog beer club. No dancing or live entertainment is proposed. Food is proposed to be served at all times the restaurant is open, food and drinks will be served by a server within the restaurant, on the patio and within the beer garden. Lazy Dog Restaurant proposes 222 interior seats, 72 patio seats and 42 beer garden seats.

Lazy Dog Restaurant previously obtained Wellington Planning Architectural Review Board approval via 2022-0022-ARB, this approval was obtained July 27, 2022. Over the past two years Lazy Dog has completed a building re-design Lazy Dog hereby proposes revisions to the site plan, building footprint and building elevations to be in alignment with the new Lazy Dog Restaurant overall building/branding design, tower design and building layout. The current proposal aligns with Lazy Dog's national brand image of new Lazy Dog Restaurant locations including the new Lazy Dog tower design. These proposed changes are happening at all new Lazy Dog locations. Lazy Dog Restaurant has opened one new store (so far) with the new tower/building design in San Mateo, CA. Lazy Dog Restaurant is under construction and development of multiple new restaurant locations which will also incorporate the new building and tower design. These under construction and development locations are in: Northbrook, IL, Buffalo Grove, IL, Henderson, NV, San Diego, CA, King of Prussia, PA, Algonquin, IL, Castle Rock, CO, Brentwood, CA, Moorestown, NJ and Alexandria, VA The submitted plans include new site design and updated building elevations. The updated building elevations still incorporate the use the same building finishes as previously approved in 2022-0022-ARB, these same finishes are: painted stucco, stone, wood, metal entry canopies and painted parapet cap.

Regarding signage:

No changes are proposed the previously approved monument sign.

Updated but very similar wall signage is proposed with the new building design. Wall signage is proposed at the same wall elevation locations as previously proposed. Two wall signs remain the same size, one wall sign decreased in size. Take out directional signage is again proposed, similar to the previous proposal. No background color is proposed with the proposed wall signage, the wall signs are proposed as channel letters to be installed over the building finishes. As per conversations with Wellington Planning, the Applicant understands Wellington Planning may wish to include the wood wall finish behind the two tower signs as part of the signage area, this is not the Applicants intent. The wood on the tower behind the sign is the same wood as found in multiple places on the building elevations. Lazy Dog has analyzed the signage as approved in August of 2022 and the currently proposed wall signage in the two below charts:

**Approved Wall Signs
August 8, 2022**

Building 2 Minor Tenant Principal Wall Sign		
West Façade/Elevation		
Standards	Approved	Deviation
Number of Signs	1	0
Sign Area	47.3 sq. ft.	0
Height (Boxed)	48 in.	18 in.
Length (Boxed)	11 ft. 10 in.	0

Building 2 Minor Tenant Secondary Wall Signs		
South Façade/Elevation		
Standards	Approved	Deviation
Number of Signs	1	0
Sign Area	47.3 sq. ft.	23.6 sq. ft.
Height (Boxed)	48 in.	33 in.
Length (Boxed)	11 ft. 10 in.	0
East Façade/Elevation (State Road 7 Frontage)		
Standards	Approved	Deviation
Number of Signs	1	0
Sign Area	93 sq. ft.	69.3 sq. ft.
Height (Boxed)	67 in.	52 in.
Length (Boxed)	11 ft. 10 in.	0

7/30/2024

Current Wall Sign Design

Building 2 Minor Tenant Principal Wall Sign		
West Façade/Elevation		
Standards	Requested	Deviation
Number of Signs	1	0
Sign Area	47.3 sq. ft.	0
Height (Boxed)	48 in.	18 in.
Length (Boxed)	11 ft. 10 in.	0

Building 2 Minor Tenant Secondary Wall Signs		
South Façade/Elevation		
Standards	Requested	Deviation
Number of Signs	1	0
Sign Area	47.3 sq. ft.	23.6 sq. ft.
Height (Boxed)	48 in.	33 in.
Length (Boxed)	11 ft. 10 in.	0
East Façade/Elevation (State Road 7 Frontage)		
Standards	Requested	Deviation
Number of Signs	1	0
Sign Area	84	60.4 sq. ft.
Height (Boxed)	64 in.	49 in.
Length (Boxed)	15 ft. 9 in.	0

In response to the Justification Statement Questions:

1. That the proposed request is consistent with the purposes, goals, objectives, and policies of the Comprehensive Plan.

The project is proposed to construct a new Lazy Dog Restaurant building within a new shopping center adjacent to the 441 commercial corridor and Multiple Use Planned Development (MUPD). The MUPD is established to promote the design of unified, multiple use developments for land which has a residential, commercial industrial, or commercial recreation designation on the Future Land Use Map and to provide for the efficient use of land by the integration of multiple uses within a single development. The intent of the MUPD is to provide for the development of multiple nonresidential uses with enlightened and imaginative approaches to community planning. The MUPD is consistent with the Mixed Use, Regional Commercial/LSMU and Commercial Future Land Use Map designations in the Land Use Element of the Comprehensive Plan. The proposed Lazy Dog Restaurant project will directly enact upon these goals, objectives and policies.

2. That the proposed request is not in conflict with any portion of Wellington's LDR and is consistent with the purpose and intent of the LDR.

The proposed Lazy Dog Restaurant project is designed to not conflict with any portion of Wellington's LDR and is consistent with the purpose and intent of the LDR.

3. That the proposed request is compatible and consistent with existing uses and the zoning of properties surrounding the subject site the proposed request is appropriate for the site and surrounding area.

The proposed Lazy Dog Restaurant is completely compatible and constant with the existing and proposed surrounding the Lazy Dog Restaurant project site. The proposed Lazy Dog Restaurant will be surrounded by a commercial shopping center with parking field and

4. That the proposed request is consistent with Wellington neighborhood aesthetics.

The proposed Lazy Dog Restaurant building has been designed to utilize colors, materials and building design elements to match or be very similar to the surrounding Lotis Development. Lazy Dog Restaurant proposes to utilize similar stone, stone wainscot, horizontal wood elements, angled wall features, painted stucco colors, parapet caps, and black steel canopies to match and blend with the surrounding Lotis Development.

In response to the Technical Deviation Justification Questions:

1. Describe in detail the Technical Deviation.

Lazy Dog Restaurant requests technical deviation to allow the proposed building wall signage to exceed sign height of 30 inches for minor tenant principal/primary wall sign on the building primary façade. Lazy Dog Restaurant additionally request technical deviation to allow secondary wall signs to exceed the allowed 50% of sign area and height of the primary structure/primary wall signage (as approved on the building primary façade).

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

All wall signs as proposed by Lazy Dog Restaurant are not specifically prohibited by Wellington regulations.

3. The deviation must enhance the aesthetic result of the overall sign program or mitigate a unique feature of the user, structure, or location that warrants a technical deviation from the code in the opinion of the ARB.

The Lazy Dog Restaurant wall signage is proposed to tastefully accent the building architectural design. The individual channel letters are proposed to be sized in such a way that the signage is not overpowering for the building elevations and compliments the building elevations. The proposed signage deviation will enhance the aesthetic result of the overall sign program.

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

Approval of the requested deviation will not negatively impact another tenant or building shown on the Master Sign Plan, in fact approval of the requested deviation will enhance the aesthetic appearance of the overall shopping center and therefore positively impact surrounding Tenants.

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

Approval of the requested deviation will not cause any negative off-site impacts. In fact approval of the requested deviation will help to aid drivers on 441 in finding the Lazy Dog Restaurant location and correctly navigating to the restaurant. Such identification signage will have positive off-site impacts.

Sincerely,

Jared Taylor

Golden Property Development LLC