

Exhibit E - Justification Statement

September 27, 2018

Village of Wellington
12300 Forest Hill Blvd
Wellington, FL 33414

Re: Verizon
1000 S. State Road 7
Wellington, FL
Technical Deviation Request

To Whom It May Concern:

Verizon has recently updated their logo to remove the word "wireless" and have the red check mark at the end of the word "Verizon". The request is to increase the East elevation approval that was done in 2008 from 31" overall height to 37" overall height. This will allow the business to have matching size signs on the East and West elevations. The West elevation is already approved at the overall height of 37". It should be noted that the reason for the increase in additional height is to allow the logo at its new location. The individual letter height of the "v" will be 24" and the overall square footage of signage will be reduced due to the updated logo design and will remain within the code requirements. The placement and colors of the signage will remain the red and white.

The approval of the deviation for the Verizon signage is consistent with all aspects of the Comprehensive Plan and is not in conflict and is consistent with the Wellington Land Development Regulations as we are asking for a slight increase in signage height to match the West elevation for consistency. The proposed signage meets the intent of the sign regulations and by granting this approval will not deviate from the intent of the sign ordinance.

Granting approval of the deviation will not negatively impact or cause any negative off-site impacts to another tenant, the building or any surrounding neighbors, it will enhance the neighboring tenants as well as the Village as the signage will now be cohesive on both elevations and the slight increase in overall height will look in line with the existing neighboring signage.

We respectfully request approval of the technical deviation for Verizon.

Sincerely,



Jennifer Ronneburger

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