



JUSTIFICATION STATEMENT

As Degree Wellness franchisees, we feel providing exterior vinyl coverings for our location in the Lotis plaza would meet AND exceed Village of Wellington's aesthetic standard. Our plans not only are consistent with the look of nearby businesses, they are absolutely necessary for the following reasons:

1. Interior walls are not a design option with our brand and would also mean that shoppers would see a huge wall of white walls. We do not believe this would align with the plaza's sophisticated aesthetics
2. Contractor suggested using black vinyl to cover the dividing walls, which would meet Wellington's window conditions because less than 25%, but same as with the wall of white walls, and would be a terrible look in a beautiful plaza.
3. Frosting from the inside would still leave us with exposed dividing walls visible to anyone passing by.
4. Blacking out will affect the experience inside because it will be too dark and would not meet Wellington's aesthetic standard.

Our franchisor suggested the graphics below would be aesthetically pleasing for the community while meeting brand standards.

Pls note:

1. These graphics would cover the side of our space, not the front
2. Lotis Wellington, LLC (landlord) approved the signage.
3. The side doors are not operational.

Proposed Graphics:



PURPOSE IS TO COVER INTERIOR DIVIDING WALLS, WATER HEATER & PROVIDE PRIVACY.



MOCK UP OF SIDE WINDOWS WITH PROPOSED GRAPHICS:



MOCK UP WITH LESS MARKETING DOESN'T ALIGN WITH LOTIS DESIGN



