



Exhibit C - Justification Statement

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September 19, 2024

Village of Wellington
12300 Forest Hill Blvd
Wellington, FL 33414

Re: Taco Bell
2801 S. State Road 7
Wellington, FL
Technical Deviation

To Whom it May Concern:

GoPermit on behalf of Taco Bell respectfully requests approval from the Architectural Review Board for a Technical Deviation for the following improvements and signage upgrade to our existing location noted above.

The improvements we are seeking is to install our cove light branding around the top of the building. The brand color, purple, will enhance the building by providing an illumination around the top of the building and by lightly washing the facade to provide a unique visual appearance.


We are also looking to update our signage to meet with our new brand design. While we are keeping our nationally recognized "bell" logo, we are relocating the existing "Taco Bell" copy on the front of the canopy and relocating it to the top in order to display our new font. This change is for both the East and North elevations.

Finally, we are going to update our existing manual menu board to a digital board, like all of the other quick service restaurant chains, the sign will be the same size as existing and will be in the same location as it stands today. To complete the improvements, we will be replacing the sign face in the existing freestanding "Village Green" sign facing S. State Road 7.

Our request for improvements will enhance the aesthetics of the area by bringing something new and unique to the Village. The proposal is within the allowable scope of the Village code and is not specifically prohibited and therefore should be considered due to the unique nature of the request.

Approval of this request will only have a positive impact on the surrounding businesses as the improvements will enhance the area and visual appearance of our restaurant to make it worthy of the Village of Wellington.

Sincerely,


Jennifer Ronneburger
President, GoPermit