

Exhibit I - Justification Statement:

- 1. That the proposed request is consistent with the purposes, goals, objectives, and policies of the Comprehensive Plan.
answered below
- 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.
answered below
- 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.
answered below
- 4. That the proposed request is consistent with Wellington neighborhood aesthetics.

It is our belief that the attached request for your review promotes attractive and creative design, lessens hazardous conditions, minimizes visual clutter and does not impede the safe and free flow of vehicular and pedestrian traffic while maintaining consistent content that flows well with that existing subject matter in the development. All signage proposed adheres to the material and installation requirements for the jurisdiction further adhering to the LDR as well as current FL building codes and ordinances. The signs in the attached book will be kept in excellent working condition per the agreement with the Development.

III. Technical Deviation Statement:

1. Describe in detail the Technical Deviation.

We would like to request the board approve our technical deviation application to allow Heartland Dental "Green Village Dental Care" similar signage allowances as previously approved for the last tenant that occupied the space. Please refer to attached for sizes/ comparisons for Mellow Mushroom. Specifically we would like to request 1. an additional primary sign on the front facade. and 2. an increase in height and size allowed on the secondary elevation wall sign. We are requesting this technical deviation as listed above in order to promote and maintain business visibility and aesteics. Additionally, there are no plans to request or perform any off site work at this location. All signage proposed has no foreseeable negative impacts on neighboring lots, tenants, etc.

- 2.No deviation may be granted which has the effect of permitting any sign which is specifically prohibited by these regulations.
answered above
- 3.The deviation must enhance the aesthetic result of the overall sign program or mitigate aunique feature of a user, structure, or location that warrants a technical deviation from thecode in the opinion of the ARB.
answered above
- 4.Approval of the deviation must not negatively impact another tenant or building shown onthe Master Sign Plan.
answered above
- 5.The technical deviation must not cause any negative off-site impacts.
answered above

Project No. 698

Customer Signage Package

10600 Forest Hill Blvd
Wellington, FL 33414

