

Justification Statement

The applicant shall provide a written Justification Statement to explain how the request conforms to the following:

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

The request for the additional sign size is consistent with the Comprehensive Plan by having the proposed signage be consistent with the existing signage onsite which makes for a visually pleasing aesthetic.

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 request is not in conflict with the LDR, the LDR allows the additional signage, we are simply looking for additional square footage for site and brand consistency.

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 request is compatible and consistent as the same signage as proposed has already been approved and installed at this location. Since the code has changed since the original proposal of this location, we are requesting another sign to match the existing exterior façade signs.

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

The request is consistent with the neighborhood aesthetics as this is the reason that we are looking asking for this request...for consistency.

Technical Deviation Justification

Technical deviations (if requested) may be approved by the Architectural Review Board if the following criteria have been satisfied:

1. Describe in detail the Technical Deviation.

CVSpharmacy received approval for elevations and signage thru an Architectural Review Board request on March 15, 2017. At that time, rear signage was not permitted however since then, the code has been changed and now code allows an additional sign on the rear elevation that faces Forest Hill Blvd at 75 square feet. Since code states that we can have the signage on that elevation, this technical deviation request is for the signage to be the same size as the other wall signage for consistency, so we are asking for an additional 26 square feet to represent CVSpharmacy's signage.

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

The additional signage is allowed now per code at 75 square feet and our request is only for the increase in square footage to 101 square feet so the exterior signage on the building matches what currently exists. We weren't allowed to ask during the last ARB review per this code requirement which is why we did not request the additional signage back in 2017.

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

The additional signage increase will enhance the overall sign program by allowing consistency.

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

The request of the additional square footage will not have a negative impact on any surrounding tenants or the Master Sign Plan, it will enhance the area as the building will be identified on Forest Hill Blvd.

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

The approval of this request will not have any negative impacts, it will be only positive as it will serve as identification for the building facing Forest Hill Blvd.