

Exhibit E - Justification Statement



August 27<sup>th</sup>, 2024

Village of Wellington  
Planning and Zoning Department/ARB  
12300 Forest Hill Blvd.  
Wellington, FL 33414

Re: 11924 Forest Hill Blvd  
PCN: 73-41-44-10-12-001-0000

To Whom It May Concern,

Please accept this request for the exterior painting of existing façade at Wellington Town Square.

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 as we are staying within the approved color list approved by ARB2024-01.

The proposed request is also compatible and consistent with existing uses and the zoning of properties surrounding the subject site and the proposed request is appropriate for the site and surrounding area. Less than a mile away, the French Quarter Community on Basin St and Wellington TRC is an example of that.

Additionally, the proposed request is consistent with Wellington neighborhood aesthetics by staying within the approved color board and staying within a timeless and tranquil, blue-gray, soothing aesthetic that is both modern and classic. The proposed SW9140 Blustery Sky is equivalent to color 980Polaris Blue BM 1649; the proposed SW7072 Online is equivalent to color 109) Marina Gray BM1599; and the proposed SW7005 Pure White is equivalent to color 102) Titanium BM 2141-60. The proposed awning color is Sunbrella Marine Blue 4678-0000.

The deviations from the previously approved sign plan are being proposed to be more in keeping with the adjacent anchor stores. The backlit signs will also provide some added visibility to the adjacent tenants. Another reason we are abandoning the current sign plan is due to the hanging wood plaque signs posing maintenance issues and safety concerns. At the low mansard roof areas, they are low hanging and people have been able to touch and sway them. Over time, that has become a safety concern. The wood plaques have also been attracting termites.

Should you have any question or need any additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bruce A. Arthur", written over a horizontal line. The signature is stylized and somewhat cursive.

Bruce A. Arthur

**whadesign**  
est. 1962  
12401 Pinecrest Parkway  
Pinecrest, Florida 33156  
v. 305.443.3100