

Exhibit E - Justification Statement

Re: Crunch Fitness Wellington
12800 Forest Hill Blvd.
Wellington, FL

March 22, 2022

To Whom It May Concern:

The following are responses to the Justification Statement and Technical Deviation Justification.

Justification Statement

1. That the proposed request is consistent with the purposes, goals, objectives, and policies of the Comprehensive Plan.
Response: Confirmed.
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.
Response: Confirmed.
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.
Response: Confirmed.
4. That the proposed request is consistent with Wellington neighborhood aesthetics.
Response: Confirmed.

Technical Deviation Justification

1. Describe in detail the Technical Deviation.
Response: To change the existing shingles to a painted stucco finish (color of paint to match existing complex) and to change the color of the existing sign to blue.
2. No deviation may be granted which has the effect of permitting any sign which is specifically prohibited by these regulations.
Response: We are not changing the type of sign that is existing, we just want to change the color.
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.
Response: Changing the background to be a lighter and cleaner finish of painted stucco will help the sign stand out better.
4. Approval of the deviation must not negatively impact another tenant or building shown on the Master Sign Plan.
Response: Other tenants have received approval for similar signage. The signage we would like to use does not clash nor negatively impact other tenants.
5. The technical deviation must not cause any negative off-site impacts.
Response: Changing the color of the sign to blue and changing the background to be a lighter and cleaner finish of painted stucco will help the signage to be easier to read from the road/street.