

Exhibit F

Justification Statement

The proposed request is consistent with the purposes, goals, objectives, and policies of the Town of Wellington Comprehensive Plan. The improvements maintain the existing approved development pattern and do not introduce new or conflicting uses.

The proposed request is not in conflict with any portion of Wellington's Land Development Regulations (LDR) and is consistent with the purpose and intent of the LDR. All elements comply with applicable zoning, architectural, and site design standards.

The proposed request is compatible with existing uses and zoning of the surrounding properties. The scope of work is appropriate for the site and surrounding area and does not alter the established character or function of the development.

The proposed request is consistent with Wellington neighborhood aesthetics. Materials, colors, and design elements align with existing approvals and surrounding development, ensuring a cohesive and visually compatible result.

Technical Deviation Statement – Principal Sign Height and Life Kids Sign Area

1. Description of the Technical Deviation

A technical deviation is requested for (a) the height of the existing principal building sign and (b) the sign area of the Life Kids sign. The principal sign height reflects an existing, long-standing installed condition. While documentation of prior ARB approval for the existing principal sign height is not currently available, the sign has functioned as the primary building identification element. The Life Kids sign area exceeds the originally approved sign area. The modest increase in height and sign area supports readability at appropriate viewing distances while maintaining proportionality and architectural integration within the façade composition. No changes are proposed to sign location, materials, illumination, or overall design character.

This request is submitted with the understanding that approval of a technical deviation is at the discretion of the Architectural Review Board. Should the deviation not be approved, the applicant is willing to modify the signage to conform to the previously approved dimensions.

2. Compliance with Prohibited Sign Regulations

The requested deviations do not permit any sign type that is specifically prohibited by Wellington's sign regulations. Both signs remain permitted building-mounted identification signage in accordance with the code.

3. Aesthetic Enhancement / Unique Feature Consideration

The existing and proposed signage maintains a cohesive, proportional, and architecturally integrated sign program. The principal sign provides clear primary identification for the site, and the Life Kids sign serves as subordinate program identification. The dimensional adjustments support appropriate legibility while preserving balance within the façade composition and overall architectural intent.

4. Impact on Other Tenants or Master Sign Plan

Approval of the requested deviations will not negatively impact any other tenant or building within the Master Sign Plan. The signage is limited to this building façade and does not encroach upon or diminish signage opportunities for others.

5. Off-Site Impacts

The requested deviations will not create negative off-site impacts. The signage remains building-mounted, consistent in scale with the structure, and compatible with surrounding development.