

Exhibit D - Justification Statement

Planning & Zoning – Village of Wellington
Part 2 – Architectural Review Board

III. TECHNICAL DEVIATION JUSTIFICATION

1. Describe in detail the Technical Deviation.

Window covering is perceived to cover more than 50% of total window area. Whereas windows are treated with a white tinted UV sun protection in order to protect products from sun damage and actual signage is only the lettering and official logo of the brand which covers far less than 50% of the total window area.

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

The treatment on the windows is white in color to provide the strongest level of UV protection and is not considered signage.

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.

We have experienced significant sun damage to product which has been a negative drain on our financials prior to installing the new UV protection which now allows us to display products on the interior window space without harm of sun damage. The window treatment is very tasteful, and we have received very positive feedback on the appearance from customers and other tenants.

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

Considering we have received positive feedback on the look of our window treatment from other tenants it is our opinion that the deviation is not negatively impacting anyone else. Other tenants within the surrounding facilities have branding that is much larger and less professional than ours.

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

The deviation will not produce any negative off-site impacts.

IMAGES of our Professionally Branded Windows:

FRONT VIEW:



SIDE VIEW:



IMAGES of other Store/Office Windows, in the same office park that are also protected with UV film:

