

Exhibit B

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 additional square footage is consistent with the Comprehensive Plan. Both facades have visibility from the drive-aisle and contain customer parking.

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 for 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 proposed request is compatible and consistent with existing uses and surrounding zoning. It is appropriate for the site and surrounding area due to the additional visibility from the rear drive-aisle and customer parking.

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

The request is consistent with the neighborhood aesthetics because it will provide clean and consistent signage.

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.

We are requesting an additional 18.35 SF for the rear sign, totaling 36.7 SF to match the sign on the front elevation. This will provide clean and consistent signage for this location. Granting of the additional square footage will allow uniformity of the elevations.

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

The proposed request is not for any sign which is prohibited by the regulations. We are requesting additional square footage for an allowed sign.

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 deviation, if approved, will enhance the aesthetic of the façade. At the proposed size, the sign will be able to be illuminated and therefore be visible from the rear drive-aisle and surrounding area. If the square footage is limited to 50% of the proposed size, then the stroke of letters will be too small to allow for illumination. Due to this, the property owner has applied for approval to move the rear column to accommodate the technical deviation requested.

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

The approval of the deviation will not negatively impact another tenant or building shown on the Master Sign Plan. It will enhance the area as the building will be positively identified from the rear drive-aisle.

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

The technical deviation will not cause any negative off-site impacts as it will not be visible from off-site.