

Exhibit D
Applicant Justification Statement



5/17/2023

RE: Justification Statement
Buffalo Wild Wings
2837 State Rd.
Wellington, FL
ARB Submittal item

The proposed request to paint existing exterior facades and replace fabric on existing awning framing is consistent with purposes, goals, objectives and policies of the comprehensive plan. The proposed items noted above are for a refresh of the existing building and do not conflict with any portion of Wellington's LDR. The proposed items also are compatible and consistent with existing uses and zoning of properties surrounding the subject site, as none of this is changing with this refresh. The proposed request has been presented to planning staff at pre-application meeting and is consistent with wellington neighborhood aesthetics.

The proposed request to enlarge the front entry signage to exceed the 30" height requirement is a technical deviation request. The proposed larger letter sign on patio elevation is also a deviation request. The request to allow yellow glow from the shielded LED band is also a technical deviation request from the white light requirement. Additional rear sign proposal sign is a deviation from existing conditions but allowed by new sign standards. See attached Technical Deviation Justification Statement for more information.



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For building walls that are less than 10,000 sf, building wall signs are allowed a maximum sign height of 30" for the primary façade. The first deviation is to increase the height of the front (east-facing) sign, which is the primary façade facing the highway, to 106" high (vertical orientation). The Client requires that the letterset "Buffalo Wild Wings" be included on the front entry elevation, so the customer recognizes the brand upon entry. At 30" total height and the proportion of the sign, the letterset will be illegible from cars passing the tree lined frontage at 50 mph. In addition, the intent is to create the appropriate balance on the façade that is visually appealing and enlarging the sign to 106" tall will proportionally fill the blank space on the tower wall, as well as ensure that the brand identity is visible on the facade.

This primary sign on front (east-facing) elevation, as proposed, is 44.3 sf. The building is allowed two secondary wall signs on the side and rear elevations at a maximum sign area and height at 50% of the proposed/approved primary façade wall sign. If the primary wall sign area is approved at 44.3 sf, the secondary wall signs can be no more than 22.15 sf. The right side (north-facing) elevation is an existing sign area, and the deviation is to install a new letter sign that is 1'-8"H x 23'-4"W, which is 38.9 sf.

A second secondary sign is being proposed on the rear (west-facing) elevation that will be 1'-8"H x 23'-4"W, which is 38.9 sf. This is a deviation from the existing signage layout and larger than the allowed 22.15 sf. Also, this is tied to the primary sign square footage deviation noted above. The added rear sign will help drivers driving down the main arterial road of the development and provide a visual beacon to drivers as they approach and park in the parking lot at rear of building. The Client has noted multiple instances where guests approaching from the rear are disoriented and not aware of the building identity/use due to lack of signage on this façade.

The next deviation is to provide yellow indirect illuminated band at the tower, which deviates from the white light requirements. At the front elevation tower, the yellow LED light band wraps the front face along the top and sides of tower perimeter (does not run below tower canopy) and is shrouded from direct view. It only casts indirect light inward to the edges of the perimeter of the tower (see page 3 of the Sign Information PDF showing imagery of this shrouded LED band and below image). The color of this LED band is yellow to follow brand standard for this type of feature. It should also be noted that typically this band is fully exposed to view, but the shroud is being proposed in an effort to shield direct view of the bulb but still have the effect of the illuminated glow.

The below are additional clarifications regarding the proposed design for your information and clarification, but are not a Technical Deviation:

- All the exterior light fixtures are at 4000K color temperature, which is a light-colored fixture hue.
- The existing awning frame is extruded aluminum in silver finish and is to remain. The awning fabric will be replaced with new black colored fabric.

- The existing storefront is clear anodized (silver) and is to remain this color/finish.
- Existing electrical panels on left (south-facing) elevation to be painted same gray color that main part of building is being painted.

In closing, there should be no negative impact to buildings around BWW, as the request is for additional signage and proportionate front signage, providing enhanced aesthetic to each façade. There are also no known negative off-site impacts.

Image of indirect LED band with shroud:

