MEMORANDUM

TO: **Historic Preservation Board**
FROM: **Merrilyn C. Rathbun, Fort Lauderdale Historical Society**
SUBJECT: **Agenda for February 4, 2013**
DATE: **January 15, 2013**

1.

Case	5 H 13	**FMSF #**	BD01724
Applicant	**Preferred Signs**		
Owner	Las Olas Beach Club Condo Association (Lauderdale Beach Hotel)		
Address	101 So. Fort Lauderdale Beach Blvd.		
General Location	Corner of A!A and Poinsettia		
Legal Description	LAS OLAS BEACH CLUB CONDO, BLK 0001, LOT 1-7		
Existing Use	Condominium with retail space.		
Proposed Use	same		
Applicable ULDR Sections			
Request(s)	1. Certificate of Appropriateness for Alteration • Install signage on east façade of the building • Install awning over doorway; install wrap around awning over windows on southeast corner of the building		

Property Background:
The Lauderdale Beach Hotel was the first large resort hotel built on Fort Lauderdale beach. Earlier plans for a resort hotel on the beach were stopped by the collapse of the "boom", the disastrous 1926 hurricane and the subsequent nationwide Depression. James Knight's decision to build the hotel in 1936 helped kick-start the beach economy in the late 1930s. .

Knight commissioned Miami Beach architect Roy M. France to design the first phase of the Lauderdale Beach Hotel in 1936. At the end of the hotel's successful first season, Mr. Knight brought Mr. France back to design the second phase of the hotel in 1937. Formerly from Chicago, Mr. France was one of the busiest hotel architects on Miami Beach from the 1930s through the post war period. Many of his projects still stand and contribute to the Art Deco Historic District of South Beach and the Collins/Waterfront Historic District both of Miami Beach. The Lauderdale Beach Hotel is the only building in Fort Lauderdale to be designed by Roy France; it is one of the few large Deco/Moderne style buildings built in this city. Mr. France was one of the most active hotel architects working in Miami Beach and South Florida. Many of his projects remain in the National Register South Beach Art Deco District and the Collins/Waterfront Historic District of Miami Beach.

An application to designate the hotel was brought to the Board in 2002. The property owner/developer eventually agreed to preserve the façade, the original lobby, the north and south facing elevations and the 1937 clock tower. The developer gave a façade easement to the Broward Trust for Historic Preservation

Description of Proposed Site Plan:
The applicant is before the board to ask for a COA to install a business sign on the historic façade of the Las Olas Beach Club, formerly called the Lauderdale Beach Hotel. The hotel façade was designated in 2002.

The applicant requests approval of a six foot wide sign consisting of 10 inch and 8 inch high illuminated channel letters; the letters will be blue in color, The sign will be located on the fascia wall at the southeast corner of the historic building (the historic portion of Las Olas Beach Club) facing South Fort Lauderdale Beach Blvd. The Broward Trust for Historic Preservation holds a façade easement on this building. The applicant has not indicated that he has received approval of the trust for his project.

The applicant also requests approval of a COA to install a dome shaped canvas awning over the entrance to the shop and an awning over a corner window. Both awnings are canvas and blue in color. The awnings match other awnings already installed on the building.

Criteria for Certificate of Appropriateness:
Pursuant to ULDR Section 47-24.11.C.3.c.i, in approving or denying applications for certificates of appropriateness for alterations, new construction, demolition or relocation, the HPB shall use the following general criteria:

ULDR Section 47-24.11.C.3.c.i	Consultant Response
a) *The effect of the proposed work on the landmark or the property upon which such work is to be done;*	CONSULTANT RESPONSE There is no adverse effect on the historic resource
b) *The relationship between such work and other structures on the landmark site or other property in the historic district;*	CONSULTANT RESPONSE The proposed signage and awnings are consistent with other work done on the building
c) *The extent to which the historic, architectural, or archeological significance, architectural style, design, arrangement, texture, materials and color of the landmark or the property will be affected;*	CONSULTANT RESPONSE The proposed design and materials are appropriate
d) *Whether the denial of a certificate of appropriateness would deprive the property owner of all reasonable beneficial use of his property;*	CONSULTANT RESPONSE n/a
e) *Whether the plans may be reasonably carried out by the applicant;*	CONSULTANT RESPONSE n/a
f) *Whether the plans comply with the "United States Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings."*	CONSULTANT RESPONSE The applicant's proposal is compliant with the Standards and Guidelines (See below)

From the "United States Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings."

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

[

.

Request No. 2 - COA for Alterations:
The applicant is requesting a certificate of appropriateness for alterations to XX structures.

In addition to the General Criteria for obtaining a COA and the Material and Design Guidelines, as previously outlined, pursuant to ULDR Section 47-24.11.C.3.c.ii, the Board must consider the following additional criteria specific to alterations, taking into account the analysis of the materials and design guidelines above:

"*Additional guidelines; alterations.* In approving or denying applications for certificates of appropriateness for alterations, the board shall also consider whether and the extent to which the following additional

guidelines, which are based on the United States Secretary of the Interior's Standards for Rehabilitation, will be met."

ULDR Section 47-24.11.C.3.c.ii	Consultant Response
a) *Every reasonable effort shall be made to provide a compatible use for a property that requires minimal alteration of the building, structure, or site and its environment, or to use a property for its originally intended purpose;*	CONSULTANT RESPONSE The applicant's proposal meets this criterion.
b) *The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible;*	CONSULTANT RESPONSE The applicant's proposal meets this criterion.
c) *All buildings, structures, and sites shall be recognized as products of their own time. Alterations which have no historical basis and which seek to create an earlier appearance shall be discouraged;*	CONSULTANT RESPONSE n/a
d) *Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected;*	CONSULTANT RESPONSE n/a
e) *Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site, shall be treated with sensitivity;*	CONSULTANT RESPONSE n/a
f) *Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historical, physical, or pictorial evidence, rather than on conjectural designs or the availability or different architectural elements from other buildings or structures;*	CONSULTANT RESPONSE n/a
g) *The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken; and*	CONSULTANT RESPONSE n/a
h) *Every reasonable effort shall be made to protect and preserve archeological resources affected by, or adjacent to, any acquisition, protection, stabilization, preservation, rehabilitation, restoration, or reconstruction project.*	CONSULTANT RESPONSE n/a

Summary Conclusion:

The proposed work is consistent with previously approved awnings and signage. The proposed signage and awnings are compatible with the design of the historic resource and should be approved.

Historic Preservation Board Action:

For each requested Certificate of Appropriateness, the board may:

1. Approve the application as presented; or
2. Approve the application with modification; or
3. Deny the application.