

John M. Milledge

PROFESSIONAL ASSOCIATION
ATTORNEYS AT LAW

April 1, 2019

Mayor Dean J. Trantalis
Vice Mayor Ben Sorensen
Commissioner Heather Moraitis
Commissioner Steven Glassman
Commissioner Robert L. McKinzie
100 North Andrews Avenue
Fort Lauderdale, FL 33301

Re: Harbor Shops/S.E. 10th Avenue Directional Signage

Dear Mayor and Commissioners:

On behalf of Jack Loss and Harbor Shops, LLC, request is hereby made for a revocable license agreement to allow a directional sign to be located at S.E. 10th Avenue and S.E. 17th Street.

We have worked with City Staff for well over a year on the need for directional signage to intercept traffic that normally would utilize Cordova Road so that such traffic would utilize 10th Avenue in order to access Harbor Shops. Southeast 10th Avenue was constructed many years ago by the owners of Harbor Shops and it remains an under-utilized four lane roadway.

There is a significant public purpose in approving directional signage in order to reduce congestion not only on segments of 17th Street, but also on Cordova Road, both which are significantly constrained rights of way. This signage also helps tourists and first time visitors trying to access Harbor Shops. Because access to Harbor Shops from 10th Avenue is through an easement, the 10th Avenue route does not appear on traffic apps, which only direct traffic to the Cordova Road entrance. Thus, the installation of this new directional signage will intercept these new visitors and other patrons that are currently unaware of this access route.

It should be noted that we have also coordinated with engineering staff to locate the signage free of any sight triangle conflicts.

Thank you for your consideration.

Sincerely,


JOHN M. MILLEDGE

JMM/jjw

Enclosures

cc: City Manager
City Attorney

AUTONATION BUILDING • 200 S.W. FIRST AVENUE • SUITE 800 • FORT LAUDERDALE, FLORIDA 33301
TELEPHONE (954) 761-8640 • FAX (954) 761-8979