

Rec'd by EMAIL from P. RATHBURN, BROWARD TRUST HIST. PRESERVATION
2-25-13


MATTHEW DEFELICE

BROWARD TRUST FOR HISTORIC PRESERVATION
P.O. Box 1060
Fort Lauderdale, FL 33302

February 25, 2013

Mr. Mark Weber
Preferred Signs
1906 N. Dixie Highway
Hollywood, Florida 33020

Re: Application for awning and signage approval
101 South Fort Lauderdale Beach Blvd.

Dear Mr. Weber,

Your company recently submitted an application for approval of signage and awnings located/to be located on Broward Trust for Historic Preservation's façade easement on the referenced property. It is our understanding that the awnings were installed without a City of Fort Lauderdale permit, and despite the fact that you are applying for approval of the awnings; you have stated that they were not installed by your company.

Nevertheless, your application and the application submitted to the Historic Preservation Board of the City of Fort Lauderdale is for both the awnings, and the signage for "Sunglasses & Swim. Our board has reviewed the application with our consultants and based on our findings in this regard, rejects the application for both the awnings and the signage. Specifically, the awnings are unacceptable and must be removed immediately. There is no remedial action that can be taken given the location, style and composition of the awnings that would make them acceptable.

With respect to the proposed signage, this type of backlit signage is not consistent with the buildings architecture and is not typical of its deco style. If you would like to speak to our consultants with respect to what signage would be consistent with the buildings character, I would be happy to have them meet with you at a mutually convenient time so that you can revise the signage application and submit it to our board for approval prior to submission to the Historic Preservation Board.