

SEP 17, 2013 PH-1
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City of Fort Lauderdale Historic Preservation Guidelines- Commercial Properties - adopted May 2012

In submitting her report on the application for certificates of appropriateness for signage and awnings at the Lauderdale Beach Hotel/Lauderdale Beach Club condominium, the City's consultant admitted to the HPB that she had not taken into consideration the City of Fort Lauderdale's Historic Preservation Design Guidelines in making her recommendation. Clearly, she should have done so and same should be considered at the de novo hearing on these matters. The City should specifically consider the following:

Sign Illumination: (HPDG-Commercial Properties – page 6)

Backlit signs are typically inappropriate

The signage that the applicant requested a COA for is back-lit illuminated and considered by the HPDG to be inappropriate

Sign & Awning Guide: (HPDG-Commercial Properties – page 7)

ENCOURAGED: Limit lettering and logos to awning valances – *applicant's logos (which were not included in the application for COA) are on the face of awnings rather than valance*

Canvas fixed or retractable awnings, whose color, style and location are compatible with the building's character - *applicant's plastic awnings are not compatible with the buildings character*

Awning shapes that correspond with the openings they protect- *applicant's awnings are inconsistent with the window shapes and do not provide protection where located under balconies*

DISCOURAGED:

Contemporary awning shapes, such as balloon or barrel awnings -*applicant has a barrel awning over main store front, under a balcony*

Signs or awnings that obstruct architectural features –*applicant's barrel awning obstructs architectural details*

STRONGLY DISCOURAGED:

Install awnings in locations where they are non-functional, such as under a balcony or overhang. Two of applicant's awnings are non-functional and located under balconies or overhangs