FROM : PREFERRED_SIGNS INC._

Feb. 28 2013 04:26PM P2

DISPLAY THIS CARD ON FRONT OF JOB MAY7,2013 CITY OF FORT LAUDERDALE ILDING PER

**CALL IN INSPECTIONS BETWEEN 8AM PERMIT DATE 07/11/2012 12060248

ADDRESS 101 S FT LAUD BEACH BLVD

OWNER LAS OLAS BEACH CLUB CONDO ASSN

CONTRACTOR A TO Z AWNINGS & MARINE CANVAS BAWNINGC NAME

COMMON AREA UNIT 4&5 INSTALL AWNENGS PURPOSE

SUBDIVISION LAS OLAS BEACH CLUB CONDO

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ZONE

CERTIFICATE OF OCCUPANCY MUST BE SECURED BEFORE THIS BUILDING CAN BE USED FOR ANY PURPOSE

DO NOT REMOVE THIS CARD BEFORE COMPLETION FOR INSPECTIONS CALL 954-828-5191 or SCHEDULE ONLINE at www.fortlauderdale.gov See Permit receipt for web instructions

FORM AB-248 Revised 05/05

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FROM : PREFERRED_SIGNS INC. __ ___

FAX NO.: 954+923+3359

Feb. 28 2013 04:23PM P1

PH-6 MAY 7, 2013

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,

And the second

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.

FROM: PREFERRED_SIGNS INC.__ ___ FAX NO.: 954+923+3359 Feb. 28 2013 04:25PM P1

Mr. Mark Weber February 25, 2013 Page 2

Please keep in mind that we will not approve the signage package until the awnings are deleted from the application and removed from the building. Should you have questions in this regard, please feel free to contact me at parcal@aol.com or 954-764-6166.

Sincerely

Patricia A. Rathburn, President

Broward Trust for Historic Preservation