



2830 N. 28th Terrace
Hollywood, FL. 33020

City of Miami Beach
Attn. Historic Preservation Board
1700 Convention Center Drive
Miami Beach, FL. 33139

AUGUST 26, 2020
LETTER OF INTENT

TO THE HONORABLE MEMEBERS OF THE HISTORIC PRESERVATION BOARD, CITY OF MIAMI BEACH:

The purpose of this letter and application submission is to obtain an approval for the relocation of an allowable sign above the ground level. The below comments were provided on a recent application submitted for new and revised signage the comment provided is as follows:

HPB18-0201 provided a variance to move allowable ALTON facing Building ID sign to North side. Either one or the other may be permitted currently. For both, a new variance would have to granted by the Historic Preservation Board

EXTERIOR SIGNS ON THE NORTH AND UPPER WEST ELEVATION AT BAPTIST MEDICAL OFFICE LOCATED AT 709 ALTON ROAD.

THE LOWER WEST ELEVATION HAS NO VISIBILITY AS YOU TRAVEL SOUTH. A RECOGNIZABLE BAPTIST PINEAPPLE AND HOSPITAL NAME TO INCLUDE ADVISING OF A URGERT CARE FACITLTY WOULD BE HELPFUL FOR PATIENTS AND VISITORS TO KNOW THAT THIS IS A BAPTIST URGERT CARE FACILITY. THIS SIGNAGE WOULD BE IN ADDITION TO THE ALREADY APPROVED NORTH ELEVATION SIGNAGE SYMBOL WHICH IS BEING CHANGED TO AN ILLIMATINED SYMBOL. SINCE THIS BUILDING WILL HOUSE A MEDICAL OFFICE BUILDING AND DOES HAVE AN URGENT CARE AND PRIMARY CARE COMPONENT. IT IS VITAL FOR PEOPLE RUSHING TO THE FACILITY FOR THEM TO BE ABLE TO LOCATE IT. DUE TO THE PROXIMITY OF THE BUILDING TO ALTON ROAD, ANY SIGN ON THE BUILDING HAS VERY LIMITED IMPACT AND VISIBILITY TO DRIVERS.

THANKS,

APPLICANT:
BROOKE WALKER

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