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July 20, 2016

Chairperson and Members of the Miami Beach Historic Preservation Board
City of Miami Beach
1700 Convention Center Drive
Miami Beach, Florida 33139

RE: Application for Signage for Hyatt's The Confidante Hotel, 4041 Collins Ave.

Dear Chairperson and Members:

We represent Hyatt Hotels Corporation ("Hyatt"), which owns and manages The Confidante Hotel (the "Hotel"), located at 4041 Collins Avenue, Miami Beach, Florida. The Hotel was previously known as The Thompson Hotel and was recently purchased by Hyatt. In connection with the purchase of the Hotel by Hyatt and the obvious change of name of the Hotel to go along with the new ownership, we are hereby filing this application with the Historic Preservation Board for three (3) new building identification signs to be located on the upper portions of the west, south and east facades.

As indicated above, we are applying for these new signs due to the name change of the Hotel. One (1) building identification sign is allowed for each façade facing a street plus for a façade facing the beach. All three (3) proposed signs are within the allowable sizes provided under the Code. Staff is recommending in favor of our application.

We respectfully request your approval of this application and are happy to answer any questions you may have. Thank you.

Sincerely,

Shutts & Bowen LLP

A handwritten signature in blue ink, appearing to read "Alexander I. Tachmes".

Alexander I. Tachmes, Esq.

AIT/sm

cc: Thomas Mooney, Planning Director
Deborah Tackett, Design Manager
James Seiberling, Senior Planner
Eve Boutsis, Esq., Chief Deputy City Attorney

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