

GoPERMIT

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March 8, 2021

City of Miami Beach
1700 Convention Center Drive
Miami Beach, FL

Re: CVSpharmacy
306 Lincoln Road
Miami Beach, FL 33139

To Whom It May Concern:

CVSpharmacy is respectfully requesting approval to update their existing exterior wall signage. The signage is currently exposed neon, the new signage will have the same iconic appearance in keeping with the quintessential design aesthetic area of Lincoln Road.

We are proposing the following updates:

- The face image with the word "cosmetics" will be updated to "grocery" with a shopping cart.
- The "1 Hour Photo" will be updated to "(heart logo) minute clinic".
- Requesting to update our existing logo with the new logo displaying our heart which denotes the health care initiative that CVSpharmacy is bringing to the forefront of their business.

The proposed signage will be GE Tetra Contour LED Tubes which gives the appearance of neon however has the technology and durability for long lasting appearance which will minimize outages and keep the exterior of the business looking its best.

By granting design approval, there will not be any negative impacts on any of the surrounding properties. Also, it will be in harmony with the general purpose and intent of the City of Miami Beach's Historical Design Review Code and will not be injurious to the neighborhood or detrimental to the public welfare.

We fully support and respectfully request approval of this request.

Sincerely,



Jennifer Ronneburger
President
GoPermit