

February 11, 2013

Mr. Charles Wu  
Director of Development Services  
City of Hallandale Beach  
400 S. Federal Highway  
Hallandale Beach, Florida 33009

Re: Beachwalk Sales Center  
2801 E. Hallandale Beach Blvd, Hallandale Beach, FL 33009  
Application for Wall Mural

Dear Mr. Wu:

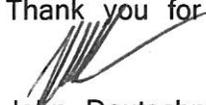
Please find attached our application for the display of a graphic art mural that depicts the proposed North Beach City Park and Beachwalk Condo/Hotel Project attached to the south elevation wall of the City of Hallandale Beach Fire Station. We have leased the adjacent space of the facility from the City of Hallandale Beach, Owner of the property, for the purpose of operating the space as a sales center for the Beachwalk Condo/Hotel Project.

Our application, and request for approval is unique in that our graphic art mural is displayed to represent the future improvements planned for the City of Hallandale Beach's North Beach City Park as viewed from the ocean water towards the beach. The mural will not have any advertising symbols, lettering or trademarks pertaining to the sales or promotions of the Beachwalk or Beachclub Projects.

We have attached a rendering of the mural that represents a width of 32 feet in height and 47 feet in width and also provided a picture of the mural placement as viewed from the south, approximately 150 feet away. Note: Existing shadowing/lettering will be removed, final display will not have advertising symbols, lettering or trademarks.

We respectfully request that our application for placement of the graphic art mural be reviewed with favor by City Staff of Hallandale Beach and presented to the City Commissioners for approval.

Thank you for your assistance.



John Deutschmann  
Construction Manager

Cc: Jennifer Frastai, Assistant City Manager, City of Hallandale Beach  
Robert Santarsiero, Manager of Capital Projects, City of Hallandale Beach  
Eric Fordin, Vice President, PRH 2600 Hallandale Beach, LLC

THE RELATED GROUP  
Condominium Division

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**CITY OF HALLANDALE BEACH**  
**APPLICATION FORM**

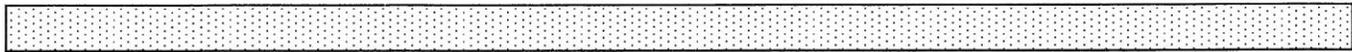
NO APPLICATIONS ARE AUTOMATICALLY SCHEDULED FOR ANY MEETINGS. APPLICATIONS MUST BE DETERMINED TO BE COMPLETE BY STAFF BEFORE ANY PROCESSING OCCURS.

**PLEASE PRINT OR TYPE**

Date of Application: 2-11-13  
Name of Owner: CITY OF HALLANDALE BEACH  
Name of Applicant, if different from owner: PRH 2600 HALLANDALE BEACH, LLL  
Mailing Address: 315 S. BISCAYNE BLVD MIAMI FL 33131  
Telephone: 305 460 9900  
Name of Authorized Representative, if different from applicant: JOHN DEUTSCHMANN  
Mailing Address: 315 S. BISCAYNE BLVD, 4TH FLOOR, MIAMI, FL 33131  
Telephone: 954 263-1891  
Location of Subject Property: 2801 E. HALLANDALE BEACH BLVD, HALLANDALE BEACH, FL  
Folio Number: \_\_\_\_\_ 33009  
Legal Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**TYPE OF APPLICATION** (Check the ones which apply to the request(s))  
\_\_\_\_ REZONING FROM: \_\_\_\_\_ District TO: \_\_\_\_\_ District  
\_\_\_\_ SIZE OF SUBJECT PROPERTY TO BE CONSIDERED FOR REZONING \_\_\_\_\_ (acres)  
\_\_\_\_ CONDITIONAL USE  
\_\_\_\_ VARIANCE  
\_\_\_\_ LAND USE PLAN AMENDMENT  
\_\_\_\_ REDEVELOPMENT AREA MODIFICATION  
 SPECIAL SIGN VARIANCE  
\_\_\_\_ TEXT CHANGES (CITY CODE) \_\_\_\_\_  
\_\_\_\_ MINOR DEVELOPMENT (Less than ten (10) residential units or less than 4,000 sq. ft. gross floor area)  
    Residential-Number of Units \_\_\_\_\_  
    Commercial-Sq. Ft. \_\_\_\_\_  
\_\_\_\_ MAJOR DEVELOPMENT (Ten or more residential units or more than 4,000 square feet of gross floor area)  
    Residential-Number of Units \_\_\_\_\_  
    Commercial-Sq. Ft. \_\_\_\_\_  
\_\_\_\_ Platting or Replatting a Subdivision or portion thereof  
    (Size of property \_\_\_\_\_ acres)  
\_\_\_\_ Other \_\_\_\_\_



**BRIEF DESCRIPTION OF REQUEST**  
DISPLAY 32' H X 47' W GRAPHIC ART MURAL ON  
SOUTH ELEVATION WALL OF FIRE STATION #60  
ADJACENT TO ENTRANCE OF BEACHWALK SALES  
CENTER  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Proposed Mural

32 Feet



47 Feet

# Existing Conditions

