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April 15, 2024

Town of Palm Beach
360 S. County Road
Palm Beach, FL 33480

Project: 400 Royal Palm Way
Zoning Case Number: ARC-24-073/ZON-24-058

We are pleased to submit the accompanying drawings for a pre-application review of our project at 400 Royal Palm Way, Palm Beach, FL. The proposed work includes adding signage with logos to the building on the East; West and North sides of the building and also to allow a logo and signage on the ATM.

Please note the following as it relates to this application:

A. Landmarks Preservation in accordance with Section 54-122 and/or Section 54-161.
   a. Not Applicable.
B. Architectural Review in accordance with Section 18-205 and/or Section 18-206.
   a. We consider the proposed project to be consistent with the provisions set forth in Section 18-205 of the Town of Palm Beach Zoning Code.
C. Special Exception N/A
   D. Site Plan Review N/A
E. Variance (s)

   a. ATM: 1 variance.
   b. North Façade: 3 variance.
   c. East Façade: 1 variance.
   d. West Façade: 3 variance.
   e. VARIANCE 1: Sec. 134-1997: A variance to permit exterior signage on an exterior electronic banking machine, where signage is prohibited.
   f. VARIANCE 2: Sec. 134-2437(2): A variance to permit a logo at 28' above grade in lieu of the 15' above grade maximum permitted on the north elevation.
   g. VARIANCE 3: Sec. 134-2438: A variance to permit an overall sign area of 32 square feet, in lieu of the 20 square feet maximum permitted on the north elevation.
   h. VARIANCE 4: Sec. 134-2439: A variance to permit a logo area of 2.25 square feet in lieu of the 1 square foot maximum permitted on the north elevation.
   i. VARIANCE 5: Sec. 134-2437(2): A variance to permit a sign at 28' in height above grade in lieu of the 15 ft in height above grade maximum permitted, on the east elevation.
   j. VARIANCE 6: Sec. 134-2437(1): A variance to permit a sign on the (west) side of the building (fronting parking lot), where signs are only permitted to be mounted on street frontage.
   k. VARIANCE 7: Sec. 134-2439: A variance to permit a logo area of 3.59 square feet, in lieu of the one square foot logo permitted, on the west elevation.
   l. VARIANCE 8: Sec. 2437(2): A variance to permit a sign logo at 28' above grade, in lieu of the 15' maximum height above grade permitted, on the west elevation.

The criteria for granting the above variances are listed below:

1) The special conditions that exist relative to the subject property is that the building is designed and configured in a way that the only feasible place to identify the main entrance to the bank space is on the West façade which will be above the first floor and will be above 15 feet height allowed.
2) The Applicant was not the cause of the special conditions of the design of the building with having the balustrades and limited space for signage as the bank has only recently become a tenant of the building.
3) The granting of the variances will not confer on the Applicant a special privilege since the variances requested are for similar signage that the on the other buildings on Royal Palm Way.
4) The hardship, which runs with the land is that the building is designed to not have many options for signage and the size of the logo needs to be larger as it cannot be seen if only 12 inches squared. It is very important to have a logo next to Citizens and the word "Citizens" is used in many other businesses such as watches and insurance, so it is important to distinguish those from the bank (see attached Exhibit "A").
5) The variances requested are the minimum necessary to make reasonable use of the land as having signage to direct customers to the entrance to the bank is a logical request and the proposed signs and logos will not be overly intrusive.
6) Allowing the proposed signage on the west of the building and having a slightly larger logo will have no adverse impact on the neighborhood.

F. Other
   a. None

Very truly yours,

KEITH M. SPINA
CEO