



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

Letter of Intent
Signage and Lighting outside Function Room
160 Royal Palm Way
ARCS-24-0681

Based upon the Town of Palm Beach Administrative Review dated 20 December 2024, we are pleased to resubmit the accompanying drawing updates for ARCOM review and approval of two items for the Palm House Hotel: 1) New Signage and 2) Bollard Lighting outside of the Function Room.

Project Overview:

ARCOM has previously approved all aspects of the currently operating Hotel except there are two items that need to be reviewed and approved:

1. Hotel Signage on the Front Elevation

The signage area is 12 SF, which does not exceed the 20-SF maximum allowed.

2. Bollard Lights at the Rear Courtyard Lawn Space

These fixtures were previously shown on original plans but were removed from the plan when ARCOM was reviewing the swimming pool area lighting which was ultimately withdrawn. The subject lighting fixtures are located at the Function Room outdoor lawn space. Reference image and detailed fixture specifications of the bollard light fixture are provided in the plans to confirm compliance with the Town of Palm Beach exterior lighting requirements. The bollard light fixture is mounted below eye level and is not visible off the property. The light system operates at 10.3 watts, which does not exceed the 15-watt-per-bulb requirement.

We consider the proposed modifications/improvements to be consistent with the existing architecture in the Town of Palm Beach as follows:

1. We consider the proposed signage and bollard light fixtures to be in conformity with good taste and traditional design principles, and in general contributes to the image of the town as a place of beauty, spaciousness, balance, taste, fitness, charm and high quality.
2. The plan for the proposed signage and bollard light fixtures have not impact on external and internal noise, vibrations, and other factors that may tend to make the environment less desirable.
3. The exterior materials and detailing proposed is consistent with the quality and character of the surrounding structures.



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4. The proposed composition and massing of the proposed signage and bollard light fixtures is consistent with other buildings on Royal Palm Way;
5. The proposed signage and bollard light fixtures are not excessively dissimilar to the surrounding structures.
6. The proposed signage and bollard light fixtures are not excessively dissimilar to the surrounding structures in respect to one or more of the following features of exterior design and appearance:
 - a. Height of building or height of roof.
 - b. Other significant design features including, but not limited to, materials or quality of architectural design.
 - c. Architectural compatibility.
 - d. Arrangement of the components of the structure.
 - e. Diversity of design that is complimentary with size and massing of adjacent properties.
 - f. Design features that will avoid the appearance of mass through improper proportions.
 - g. Design elements that protect the privacy of neighboring property.
7. The proposed modifications do not impact the surrounding unique site characteristics and is consistent with adjacent structures along Royal Palm Way. Proposed changes in this application will improve the project appearance with the removal of the existing chiller from the SW corner and improve ambient noise of equipment away from the adjacent properties.

We hope ARCOM will look favorably upon our application. In the meantime, please feel free to contact us with any questions.

Sincerely,

COOPER CARRY, INC.

M. Sean McLendon, AIA
Principal

CC: Maura A. Ziska, Esq