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Vanessa J. Leroy | Director  
City of Hallandale Beach  
Department of Sustainable Development (DSD)  
400 South Federal Highway  
Hallandale Beach, FL 33009

**RE: Gulfstream Park Racing Association, Inc. ("GSP") – Application for Approval of an Updated Master Plan Site & Way-finding Signage Guideline ("Signage Guideline")**

Dear Ms. Leroy:

On behalf of our client, GSP, please accept this letter as a formal request that the enclosed Signage Guideline be reviewed and approved by the City, in order to update the overall Signage Master Plan which was approved in 2009.

The Signage Guideline has been revised by using the base signage plans included within the existing document and also includes updates reflecting existing conditions and future additions. Revisions incorporated consist of Pegasus Park and the associated roadway adjustments, the development pad behind the 1700 Building and the modifications to Village Lane, as well as the LED signage erected at the Gulfstream Way and the Via Da Fortuna entrances, all of which occurred in the years since the original Signage Master Plan was approved.

The signage sizes are essentially an outline of the existing signs with an indication of the "look and feel" that GSP is trying to achieve with new signage on the property. The only exception to this is the entry LED sign located along So. Federal Hwy. and Via Da Fortuna, which the Signage Guideline has created a new sign type with an increased height, as was illustrated and discussed during our recent meeting.

In summary, we believe that the approval of the proposed Signage Guideline is not only consistent with the City's request for an updated Signage Guideline, but will afford both the City and GSP the ability and flexibility to meet the needs of future development as envisioned by GSP.

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We appreciate your cooperation, in advance, and look forward to working with you and your Staff for an expedited approval process, if at all possible.

Sincerely,

Shutts & Bowen LLP



Edwin J. Stacker

EJS/dlo  
Enclosure

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