

RESOLUTION OF THE HISTORIC PRESERVATION BOARD OF  
THE TOWN OF FORT MYERS BEACH FLORIDA  
RESOLUTION NUMBER 2013-001  
HDD2012-0001 – ‘The Big M’ Roof Sign

WHEREAS, applicant Emily McDaniel, authorized agent and manager for the subject property, is requesting designation for a historically significant sign under Section 30-57 of the Town of Fort Myers Beach Land Development Code; and

WHEREAS, the applicant has indicated that the STRAP number for the subject property is 24-46-23-W3-00027.0000 and the legal description of the subject property is attached as *Exhibit A*; and

WHEREAS, the subject property is located at 450 Harbor Court Fort Myers Beach, FL 33931, is zoned Commercial Marine on the Official Zoning Map, and is in the “Marina” category on the Future Land Use Map of the Comprehensive Plan of the Town of Fort Myers Beach, Florida; and

WHEREAS, a public hearing on this matter was legally advertised and held before the Historic Preservation Board (HPB) on October 9, 2012 and was continued to a date certain of February 12, 2013; and

WHEREAS, a public hearing on this matter was legally advertised and held before the HPB on February 12, 2013 and was continued to a date certain of March 12, 2013; and

WHEREAS, a public hearing on this matter was legally advertised and held before the HPB on March 12, 2013

WHEREAS, at the hearing the HPB gave full and complete consideration to the request of Applicant, recommendations of staff, the documents in the file, and the testimony of all interested persons, as required by Fort Myers Beach Land Development Code (LDC) Section 30-57.

IT IS HEREBY RESOLVED BY THE HPB OF THE TOWN OF FORT MYERS BEACH, FLORIDA, as follows:

Based upon the presentations by the applicant, staff, and other interested persons at the hearing, and review of the application and the standards for granting designation as a historically significant sign, the HPB recommends the following findings of fact and conclusions for consideration by the Town Council:

The HPB recommends that the Town Council **APPROVE/DENY** the applicant’s request for designation as a historically significant sign.

**RECOMMENDED FINDINGS AND CONCLUSIONS:**

In accordance with the requirements of LDC Sections 30-57(b) for designating a sign as historically significant, the HPB recommends that the Town Council make the following findings and reach the following conclusions:

1. Whether the sign is associated with historic person(s), event(s), or location(s);  
AYE/NAY
2. Whether the sign provides significant evidence of the history of the product, business or service represented;  
AYE/NAY
3. Whether the sign is characteristic of a specific historic period;  
AYE/NAY
4. Whether the sign is an outstanding example of the art of sign-making, through its craftsmanship, use of materials, and/or design; and  
AYE/NAY
5. Whether the sign is a local landmark that is popularly recognized as a focal point in the community.  
AYE/NAY

The foregoing Resolution was adopted by the HPB upon a motion by HPB Member \_\_\_\_\_ and seconded by HPB Member \_\_\_\_\_, and upon being put to a vote, the result was as follows:

Jane Plummer, Chair	AYE/NAY	Joanne Shamp, Vice Chair	AYE/NAY
Al Durrett, Member	AYE/NAY	John Kakatsch, Member	AYE/NAY
Hank Zuba, Member	AYE/NAY	Alan Smith, Member	AYE/NAY
Jim Steele	AYE/NAY		

DULY PASSED AND ADOPTED THIS 12<sup>th</sup> day of **MARCH, 2013**.

By: \_\_\_\_\_  
Hank Zuba, LPA Chair

Approved as to legal sufficiency:

By: \_\_\_\_\_  
Fowler, White, Boggs  
LPA Attorney

ATTEST:

By: \_\_\_\_\_  
Michelle Mayher  
Town Clerk



# *Town of Fort Myers Beach*

## **Memorandum**

**To:** Historic Preservation Board  
**From:** Leslee Chapman, Zoning Coordinator  
**CC:** Walter Fluegel, Community Development Director  
**Date:** March 1, 2013  
**Re:** HDD2012-0001, The Big M roof sign

---

Following the February 12th Historic Preservation Board meeting, the HPB voted 7-0 to grant the applicant a continuance to the March 12<sup>th</sup> meeting. This continuance was granted with the understanding that all packet materials and evidence be submitted to Staff by end of business on February 25<sup>th</sup>. Furthermore, the additional time would allow the applicant to provide the necessary evidence that the sign in question, 'The Big M' roof sign, qualifies for historic designation thus allowing for the HPB to make a recommendation to Town Council.

The applicant did supply Staff with additional materials by the February 25<sup>th</sup> deadline. The materials were submitted via email attachments with no direction as to what documents pertained to which case, the HDD2012-0001 case or the VAR2011-0007 case. Staff has assembled our best guess as to which documents go where, and this material is attached to this memo.

As a reminder, Staff must review all applications for designation as a historically significant sign by the following section of Chapter 30.

***Sec. 30-57. Designation of Historically Significant Signs.*** Any existing sign may be nominated for designation as historically significant as provided herein.

(a) *Nomination of a sign for designation as historically significant shall be made on an application provided by the director. The application should document the historical background of the sign.*

(b) *The historic preservation board will hold a public hearing on the nomination and will use the historic preservation element of the town's comprehensive plan as a guideline to consider the nomination. The following criteria will be considered where applicable:*

- (1) Whether the sign is associated with historic person(s), event(s), or location(s);*
- (2) Whether the sign provides significant evidence of the history of the product, business or service represented;*
- (3) Whether the sign is characteristic of a specific historic period;*

*(4) Whether the sign is an outstanding example of the art of sign-making, through its craftsmanship, use of materials, and/or design; and*

*(5) Whether the sign is a local landmark that is popularly recognized as a focal point in the community.*

*(c) The historic preservation board will, after hearing public comment, vote to recommend that the Town Council either approve or deny historically significant status to the nominated sign.*

*(d) Following the historic preservation board public hearing, the Town Council will hold a public hearing to consider the nomination. In order to approve the designation of a sign as historically significant, the Town Council must find that the sign meets one or more of the criteria in § 30-57(b) and is consistent with the Town comprehensive plan historic preservation element.*

*(e) A sign that has been designated historically significant may remain as a legal non-conforming sign notwithstanding the provisions of §30-56 (non-conforming signs). If a sign that has been designated as historically significant is damaged or destroyed, it may be reconstructed, but such reconstruction must duplicate in all respects the sign that was damaged or destroyed.*

As you can see in the attachment, the applicant has provided a small aerial photograph (pg. 2) dated January 16, 1983; three personal letters (pg. 3-5); and several pages (pg. 6-15) on signatures from a petition page titled 'Save Our Sign.'

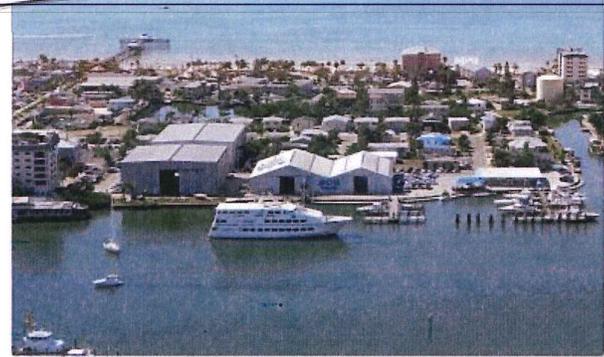
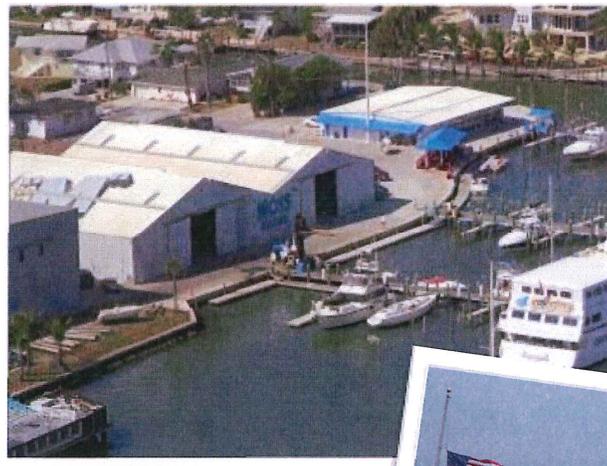
From this submitted information, Staff has surmised that the applicant is opting to utilize criteria #5 from Section 30-57 (b) which is: "whether the sign is a local landmark that is popularly recognized as a focal point in the community."

The burden of proof in establishing the justification for granting designation as a historically significant sign lies with the applicant. As such, Staff can only evaluate the application based upon the information provided by the applicant.

One photograph from 1983, three letters and a petition is not compelling enough evidence for Staff to recommend approval of the applicant's request for historic and landmark status; therefore Staff recommends that the LPA **DENY** HDD2012-0001 for the 'The Big M' roof sign to be designated as a historically significant sign.

# MOSS MARINE

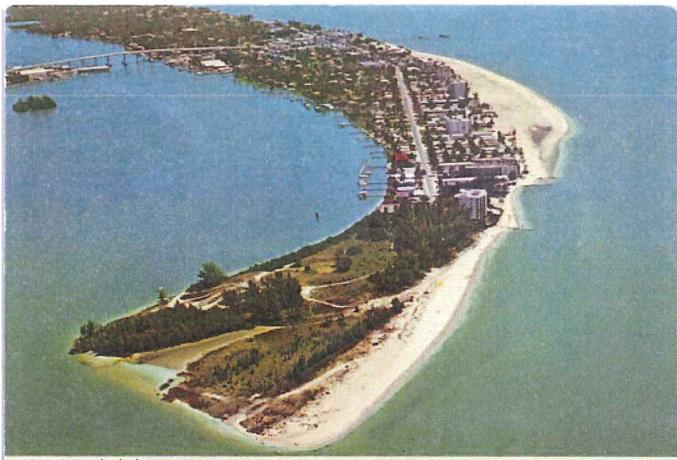
the big M



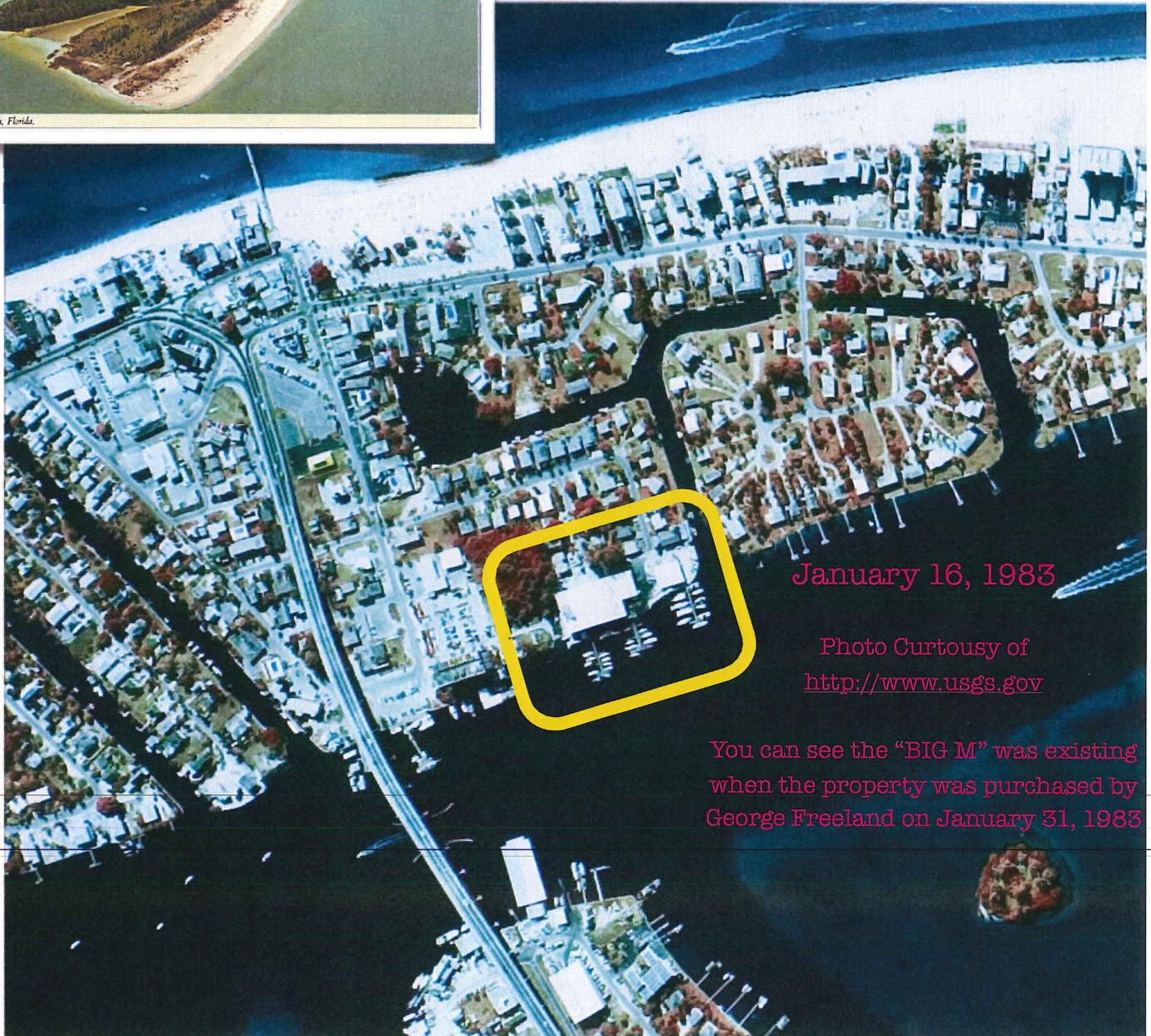
450 Harbor Ct Fort Myers Beach Fl 33931

HDD2012-0001  
Applicant Resubmittal rec'd 2/25/13

# Fort Myers Beach



Fort Myers Beach, Florida.



January 16, 1983

Photo Courtesy of  
<http://www.usgs.gov>

You can see the "BIG M" was existing when the property was purchased by George Freeland on January 31, 1983

1995 a referendum passed to incorporate Estero Island as a means to engage citizens of the island in the preservation of their own small town character.

We believe that the "big M" roof sign on the Moss Marine barn is not only historically significant to the area, but a well know landmark that adds to the small town character of Fort Myers Beach.

FROM THE DESK OF  
RICHARD KALLIAINEN

February 22, 2013

Re: The BIG M roof sign

To Whom it May Concern:

I am a local Shrimper from Fort Myers Beach. I have lived and worked here for over 50 years. The Big M roof sign has been there as long as I can remember. I have always seen it as a landmark and it will always remind me I am HOME, especially after spending weeks at sea and months in Texas.

Sincerely,

Richard Kalliainen

2/13/13

To Mess Marine

subject - Big "M" Sign on  
Roof - 1969 -

I John Kakatsch Recall  
Using This sign as a  
landmark when Flying  
in to Ft. Myers - Told us  
we are here "Ft. Myer"  
line up to Page Field!

This was important to  
us!

Thank you  
J Kakatsch

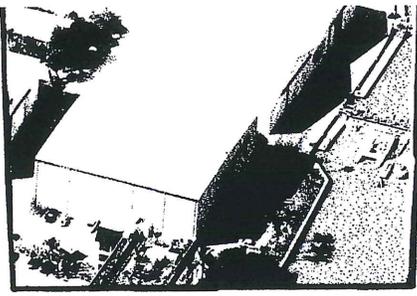
2-16-13

To Whom It May Concern:

I was born and raised in Ft. Myers, FL. As far back as I can remember, the Big M sign on the roof of Moss Marine was a sign that we had arrived at Ft. Myers Beach. Back in the 80's going to the beach every weekend was a way of life for me and all my friends. We would cheer as we came over the bridge and saw the Big M sign because we knew our "long" car ride from San Carlos Park was finally over and we could get down to the business of swimming, building sand castles, walking the pier, flying kites, ice cream at the DQ, etc. Even as a teenager in the 90's, you knew if you got to the Big M sign and didn't have your make-up done, it was time to pull over and do it, because the strip for cruising FMB was about a minute away. As an adult, seeing that sign as I come to the beach brings such nostalgia for so many amazing childhood memories because it's always been there, signaling your arrival to Ft. Myers Beach. Removing the Big M sign would be like taking away a piece of history for me and Ft. Myers Beach. Even now as I bring my own children to the beach, they know to look for the Big M sign as we are coming over the bridge because they know we have arrived to Ft. Myers Beach.

*Jami Carlson*

Jami Carlson, RN  
Southport, North Carolina

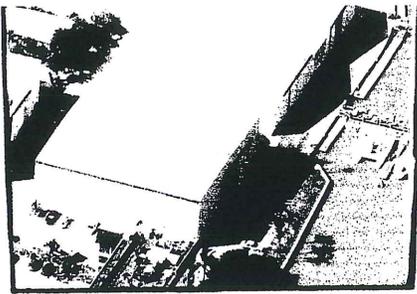


# SUB

## SAVE OUR SIGN!

Please sign our petition to let the Town of Fort Myers Beach know that you recognize the "BIG M" on the roof of our barn as a Fort Myers Beach Historical Landmark. THANK YOU for your continued support!

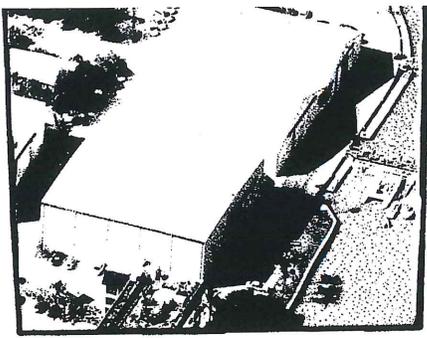
SIGNATURE (Feel free to add contact information if you would like to comment or write a testimonial about our Big M roof sign)	How long have you lived in or been visiting the Fort Myers Area?
<i>[Signature]</i>	25 years
NICOLE ST JOHN	25 years
Josh St John (Wife of John)	15 years
Emma [Signature]	16 years
Aren Gonzalez	14 years
Tom Mankowski	14 years
[Signature]	41 years
[Signature]	22 yrs
Rachel Rodriguez	17 years
Gustavo Rodriguez	29 years
Michelle Kenyon	30 yrs.
[Signature]	29 years
[Signature]	32 yrs
Carl McDaniel	34 years
Todd McDaniel	40 years
Renee Debusse	34 yrs
[Signature]	52 yrs
[Signature]	47 years
Camel Finch	38 yrs
Laine Tallman	34 years
[Signature]	15 years
Kwaku Yabani	37 years
Michael [Signature]	7 yrs
Tiffany [Signature]	31
Kathie Parkley	33 years
[Signature]	27 yrs
Charles [Signature]	38 yrs
Jody Cross	36 years



**SAVE OUR SIGN!**

Please sign our petition to let the Town of Fort Myers Beach know that you recognize the "BIG M" on the roof of our barn as a Fort Myers Beach Historical Landmark. THANK YOU for your continued support!

SIGNATURE (Feel free to add contact information if you would like to comment or write a testimonial about our Big M roof sign)	How long have you lived in or been visiting the Fort Myers Area?
Angel Fritz	15 yrs.
Bill [unclear]	25 yrs
Kim Garrett	30 yrs.
James Farrell	20 years
Karen [unclear]	35 years
Tommy Ransberry	8 yrs.
ROBERT S Schitzman	25 years
Tary Sratzma	28 yrs
Frank Bogacz	34 yrs.
Jim Bogacz	22 yrs.
Cindy [unclear]	28 yrs
Verne [unclear]	42 years
Rand [unclear]	63
Colleen Kallanum	48 years
James [unclear]	27 years
Paul [unclear]	55 years
[unclear]	30 years
[unclear]	27 yrs
Colleen [unclear]	18 yrs
Florence [unclear]	54 years
Walter McDonald	57 years
Janet [unclear]	17 years
Paul [unclear]	11 years
Kathleen [unclear]	11 years
Joe Widner	55 years
Becky [unclear]	43 yrs
[unclear]	41 years
Supreme [unclear]	17 years

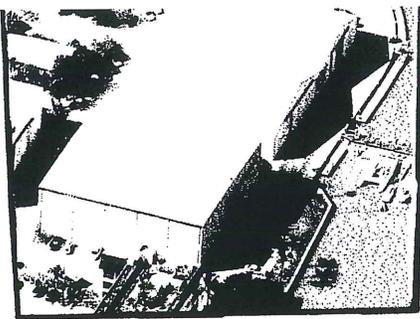


# SOS

## SAVE OUR SIGN!

Please sign our petition to let the Town of Fort Myers Beach know that you recognize the "BIG M" on the roof of our barn as a Fort Myers Beach Historical Landmark. THANK YOU for your continued support!

SIGNATURE (Feel free to add contact information if you would like to comment or write a testimonial about our Big M roof sign)	How long have you lived in or been visiting the Fort Myers Area?
<i>[Signature]</i>	26 years
<i>[Signature]</i>	37 yrs
<i>[Signature]</i>	16 yrs
<i>[Signature]</i>	27 yrs
Capt + Juleb Pambwena EZ chapters	25 yrs
<i>[Signature]</i>	17 yrs
Robin Spurrin	8 yrs
<i>[Signature]</i>	53 years
<i>[Signature]</i>	27 yrs
<i>[Signature]</i>	38 yrs
<i>[Signature]</i> Capt. org telework	54 yrs
<i>[Signature]</i>	38 yrs
<i>[Signature]</i>	5 years
<i>[Signature]</i>	14 yrs
<b>S.V. BEAN</b>	<b>years</b>
<i>[Signature]</i>	66 years
<i>[Signature]</i>	17 yrs
<i>[Signature]</i>	12 yrs
<i>[Signature]</i>	36 yrs
<i>[Signature]</i>	17 yrs
Pam Mathon	17 yrs
<i>[Signature]</i>	25 years
<i>[Signature]</i> KEIM, DAN	43 yrs
<i>[Signature]</i>	27 yrs
<i>[Signature]</i>	28 yrs
<i>[Signature]</i>	12 yrs
Kent Weiland	15 yr
<i>[Signature]</i>	10 yrs

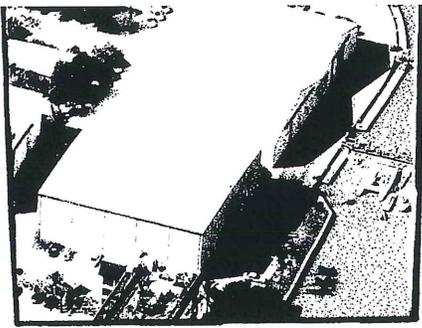


# SMS

## SAVE OUR SIGN!

Please sign our petition to let the Town of Fort Myers Beach know that you recognize the "BIG M" on the roof of our barn as a Fort Myers Beach Historical Landmark. THANK YOU for your continued support!

SIGNATURE (Feel free to add contact information if you would like to comment or write a testimonial about our Big M roof sign)	How long have you lived in or been visiting the Fort Myers Area?
Ryan Blondell	5
Randy Crowl	17 YRS
Wesley McQuinn	2
Paul Platt	15 YRS
Alan Deest	20 YRS
1874 Lulek Pamb...	26 YRS
Catherine Ferris	6 mo
Paul Ferris	6 mo.
Kelly Wood	8 YRS
[Signature]	20 YRS.
[Signature]	27 YRS
Doug Ross	10 YRS
Paul Ross	5 YRS
[Signature]	19 YRS
[Signature]	1
[Signature]	10 YRS
[Signature]	12 YRS
[Signature]	16 YRS
[Signature]	9 years
[Signature]	30 years
Bill Beerbower	3 YEARS
[Signature]	7 years
CAROL ANN MOORE	35 yrs
DIANE - BRUCE BENDER 19	9 YRS
JOHN M. MORGAN	28 YEARS
[Signature]	4 yrs
Robert Bates	19 YRS
Gary Bates	

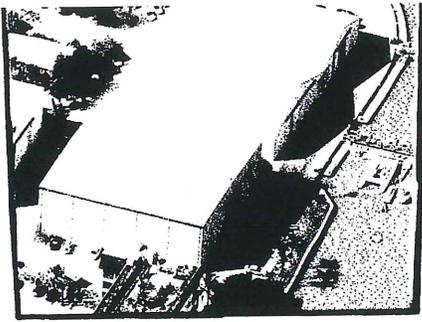


# SOS

## SAVE OUR SIGN!

Please sign our petition to let the Town of Fort Myers Beach know that you recognize the "BIG M" on the roof of our barn as a Fort Myers Beach Historical Landmark. THANK YOU for your continued support!

SIGNATURE (Feel free to add contact information if you would like to comment or write a testimonial about our Big M roof sign)	How long have you lived in or been visiting the Fort Myers Area?
	1 year
Joyce Childress	3 years
Chris Childress	3 yrs
Paul Stalger	4 yrs
Dorinda Mulvaney	3 yrs
Kerry Mathews	3 years
Kelly Mulvaney	3 yrs
Bonnie Walker	4 yrs
Rita Randal	3 yrs
	5 yrs
Ann Lohman	26 yrs
Stephanie Wenders	6 yrs
Robert Christie	1 yr
Robert P. [unclear]	1 yr
Judy A. [unclear]	25 yr
	10 yrs
Debra [unclear]	25 yrs
A. K. [unclear]	8 yrs
Chuck [unclear]	25 yrs
Al [unclear]	5 yrs
Nancy Eiler	7 yrs
Lynda Davis	10 yrs
John [unclear]	25 yrs
McRae	2 yr
MK [unclear]	3 yrs
Green [unclear]	1 yr
Ken [unclear]	1 yr
Dawn [unclear]	9 yrs



# SOS

## SAVE OUR SIGN!

Please sign our petition to let the Town of Fort Myers Beach know that you recognize the "BIG M" on the roof of our barn as a Fort Myers Beach Historical Landmark. THANK YOU for your continued support!

SIGNATURE (Feel free to add contact information if you would like to comment or write a testimonial about our Big M roof sign)	How long have you lived in or been visiting the Fort Myers Area?
Raymond J. White	4 yrs.
Bill Boyd	5 yrs
Chris [unclear]	4 yrs
David Roberts	10 yrs
Debra Hill	3 yrs
Darlene Herbert	5 yrs
Ray J. [unclear]	2 yrs
Harvey Cellari	8 yrs
Maria Garnetti	15 yrs
Lernando Larneth	15 yrs
Joanne Columbus	20 yrs
Bob Corcoran	8 yrs
Maria [unclear]	8 yrs
John Herbert	5 yrs
Griffith [unclear]	20 yrs
Theresa [unclear]	5 yrs.
Constance Stringer	5 yrs
Pat [unclear]	50
Tom Malowich	8 yrs.
Laura Randall	10 yrs
Donald D. [unclear]	10 yrs
Rubel [unclear]	5 yrs
Dee Rose	4 yrs
John [unclear]	2 yrs
John Gator	2 yrs
John [unclear]	3 yrs
John [unclear]	3 yrs
Lisa Hamilton	<del>2 yrs</del> 1st yr.

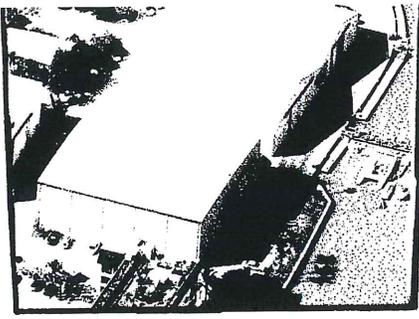


# SOS

## SAVE OUR SIGN!

Please sign our petition to let the Town of Fort Myers Beach know that you recognize the "BIG M" on the roof of our barn as a Fort Myers Beach Historical Landmark. THANK YOU for your continued support!

SIGNATURE (Feel free to add contact information if you would like to comment or write a testimonial about our Big M roof sign)	How long have you lived in or been visiting the Fort Myers Area?
<i>[Signature]</i>	18 yrs
<i>[Signature]</i>	15 yrs
<i>[Signature]</i>	5 yrs
<i>[Signature]</i>	2 yrs
<i>[Signature]</i>	30 yrs
<i>[Signature]</i>	38 yrs
<i>[Signature]</i>	20 yrs
<i>[Signature]</i>	20 yrs
<i>[Signature]</i>	3 YEARS
<i>[Signature]</i>	3 years
<i>[Signature]</i>	8 yrs
<i>[Signature]</i>	1 yrs
<i>[Signature]</i>	3 yrs
<i>[Signature]</i>	9 yrs
<i>[Signature]</i>	<del>20 yrs</del> 20 yrs
<i>[Signature]</i>	10 yrs
<i>[Signature]</i>	6 yrs
<i>[Signature]</i>	20 yrs
<i>[Signature]</i>	5 yrs
<i>[Signature]</i>	10 yrs
<i>[Signature]</i>	26 years
<i>[Signature]</i>	11 years
<i>[Signature]</i>	30 years
<i>[Signature]</i>	15 years
<i>[Signature]</i>	4 yrs.
<i>[Signature]</i>	2 years

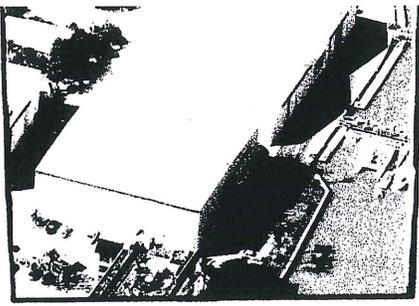


# SOS

## SAVE OUR SIGN!

Please sign our petition to let the Town of Fort Myers Beach know that you recognize the "BIG M" on the roof of our barn as a Fort Myers Beach Historical Landmark. THANK YOU for your continued support!

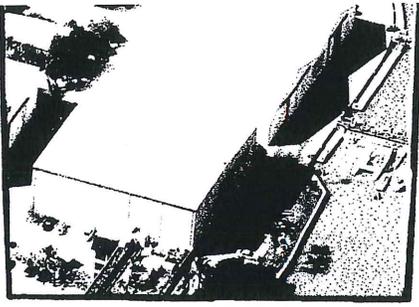
<b>SIGNATURE</b> (Feel free to add contact information if you would like to comment or write a testimonial about our Big M roof sign)	<b>How long have you lived in or been visiting the Fort Myers Area?</b>
<i>Jan [unclear]</i>	35 yrs
<i>Randall E. [unclear]</i>	30 years
<i>Mark [unclear]</i>	25 yrs
<i>Capt Kaleb [unclear]</i>	26 years



# SAVE OUR SIGN!

Please sign our petition to let the Town of Fort Myers Beach know that you recognize the "BIG M" on the roof of our barn as a Fort Myers Beach Historical Landmark. THANK YOU for your continued support!

SIGNATURE (Feel free to add contact information if you would like to comment or write a testimonial about our Big M roof sign)	How long have you lived in or been visiting the Fort Myers Area?
<i>Chad Miller</i> Estate #1	37 years
<i>James Widner</i>	53 years
<i>David Jones</i>	7 years
<i>Ann Brown</i>	47 years
<i>Wesley Rice</i>	47 yrs
<i>Shirley Williams</i>	42 yrs
<i>Dr. Dink</i>	19 yrs
<i>Michelle Buel</i>	38
<i>Tommy Green</i>	41 years
<i>Janet Butthead</i>	40 years
<i>Debbie Schatzman</i>	38 years
<i>Pat</i>	22 yrs
<i>Vernon Taylor</i>	37 yrs
<i>Danielle Hampton</i>	8 years
<i>Janelle Walker</i>	30 years
<i>Paul Jones</i>	27 yrs
<i>Linda Kibick</i>	43 yrs
<i>John</i>	22 yrs
<i>Helen Barber</i>	36 years
<i>Ray</i>	47 yrs



# SOS

## SAVE OUR SIGN!

Please sign our petition to let the Town of Fort Myers Beach know that you recognize the "BIG M" on the roof of our barn as a Fort Myers Beach Historical Landmark. THANK YOU for your continued support!

SIGNATURE (Feel free to add contact information if you would like to comment or write a testimonial about our Big M roof sign)	How long have you lived in or been visiting the Fort Myers Area?
Daniel L. ...	9 Years
Gerald C. Weiss	7 YRS
Charles ...	7 YRS
James ...	6 Years
...	...
...	...
...	...
...	...
...	...
Daniel Mallott	35 Years
...	...
...	35 years
...	...
...	...
...	...
...	...
...	...
...	...
...	...
...	...
...	...
...	...
...	...
...	...
...	...
...	...



# *Town of Fort Myers Beach*

## **Memorandum**

**To:** Local Planning Agency  
**From:** Leslee Chapman, Zoning Coordinator  
**CC:** Walter Fluegel, Community Development Director  
**Date:** February 1, 2013  
**Re:** HDD2012-0001, The Big M roof sign

---

As requested by Staff at the October meeting, LPA voted to continue case HDD2012-0001, 'The Big M' roof sign, to the February 12 meeting.

This continuance was suggested by Staff and approved by LPA with the understanding that the additional time would allow the applicant to conduct further research into the historical significance of the sign and to provide additional historical evidence to strengthen the justification for the request.

Staff must review all applications for designation as a historically significant sign by the following section of Chapter 30.

***Sec. 30-57. Designation of Historically Significant Signs.*** Any existing sign may be nominated for designation as historically significant as provided herein.

(a) *Nomination of a sign for designation as historically significant shall be made on an application provided by the director. The application should document the historical background of the sign.*

(b) *The historic preservation board will hold a public hearing on the nomination and will use the historic preservation element of the town's comprehensive plan as a guideline to consider the nomination. The following criteria will be considered where applicable:*

- (1) *Whether the sign is associated with historic person(s), event(s), or location(s);*
- (2) *Whether the sign provides significant evidence of the history of the product, business or service represented;*
- (3) *Whether the sign is characteristic of a specific historic period;*
- (4) *Whether the sign is an outstanding example of the art of sign-making, through its craftsmanship, use of materials, and/or design; and*
- (5) *Whether the sign is a local landmark that is popularly recognized as a focal point in the community.*

*(c) The historic preservation board will, after hearing public comment, vote to recommend that the Town Council either approve or deny historically significant status to the nominated sign.*

*(d) Following the historic preservation board public hearing, the Town Council will hold a public hearing to consider the nomination. In order to approve the designation of a sign as historically significant, the Town Council must find that the sign meets one or more of the criteria in § 30-57(b) and is consistent with the Town comprehensive plan historic preservation element.*

*(e) A sign that has been designated historically significant may remain as a legal non-conforming sign notwithstanding the provisions of §30-56 (non-conforming signs). If a sign that has been designated as historically significant is damaged or destroyed, it may be reconstructed, but such reconstruction must duplicate in all respects the sign that was damaged or destroyed.*

Following the October LPA meeting Staff did not hear from the applicant until Ms. McDaniel replied to a December email from Staff, where she indicated that she would be in touch. No further communication was received from the applicant until a second Staff email was sent, this time in late January, reminding Ms. McDaniel of the February hearing date. There was a back and forth email discussion as to what needed to be provided for case HDD2012-0001 (and VAR2011-0007) however, at the time of these emails the submittal deadline for packet materials had expired.

The burden of proof in establishing the justification for granting designation as a historically significant sign lies with the applicant. As such, Staff can only evaluate the application based upon the information provided by the applicant. The applicant's request is probably best considered under the provision of 30-57(b)(5) and possibly (b)(2) if there is enough evidence to support it. Specifically, Staff is looking for more confirmation as to the historic nature of the roof sign, particularly if there is photographic evidence of the sign dating back to the late 1960s. However, with no additional information provided for Staff review, Staff recommends that the LPA **DENY** HDD2012-0001 for the 'The Big M' roof sign to be designated as a historically significant sign.



# Town of Fort Myers Beach

## Memorandum

**To:** Local Planning Agency  
**From:** Leslee Chapman, Zoning Coordinator  
**CC:** Walter Fluegel, Community Development Director  
**Date:** October 3, 2012  
**Re:** HDD2012-0001, The Big M roof sign

---

As directed by the LPA at the August 14<sup>th</sup> hearing, the applicant for the Moss Marine sign variance (VAR2011-0007) applied for designation for a Historically Significant Sign per LDC Section 30-57 for the roof sign on one of their storage barns. That request and justification will be heard under case number HDD2012-0001.

However, upon review of the request (see attached), Staff has determined that there is not sufficient information provided for Staff to evaluate the historic merits of the roof sign. Staff must review the request based on the provisions found here:

**Sec. 30-57. Designation of Historically Significant Signs.** *Any existing sign may be nominated for designation as historically significant as provided herein.*

*(a) Nomination of a sign for designation as historically significant shall be made on an application provided by the director. The application should document the historical background of the sign.*

*(b) The historic preservation board will hold a public hearing on the nomination and will use the historic preservation element of the town's comprehensive plan as a guideline to consider the nomination. The following criteria will be considered where applicable:*

- (1) Whether the sign is associated with historic person(s), event(s), or location(s);*
- (2) Whether the sign provides significant evidence of the history of the product, business or service represented;*
- (3) Whether the sign is characteristic of a specific historic period;*
- (4) Whether the sign is an outstanding example of the art of sign-making, through its craftsmanship, use of materials, and/or design; and*
- (5) Whether the sign is a local landmark that is popularly recognized as a focal point in the community.*

*(c) The historic preservation board will, after hearing public comment, vote to recommend that the Town Council either approve or deny historically significant status to the nominated sign.*

*(d) Following the historic preservation board public hearing, the Town Council will hold a public hearing to consider the nomination. In order to approve the designation of a sign as historically significant, the Town Council must find that the sign meets one or more of the criteria in § 30-57(b) and is consistent with the Town comprehensive plan historic preservation element.*

*(e) A sign that has been designated historically significant may remain as a legal non-conforming sign notwithstanding the provisions of §30-56 (non-conforming signs). If a sign that has been designated as historically significant is damaged or destroyed, it may be reconstructed, but such reconstruction must duplicate in all respects the sign that was damaged or destroyed.*

The applicant's request is probably best considered under the provision of 30-57(b)(5) and possibly (b)(2) if there is enough evidence to support it. Specifically, Staff is looking for more confirmation as to the historic nature of the roof sign, particularly if there is photographic evidence of the sign dating back to the late 1960s.

Staff is requesting that LPA continue the application request to allow the applicant time to conduct further research on the historic nature of the roof sign. Staff recommends at continuance to the December 11, 2012 LPA meeting with materials due to Staff by November 13, 2012.



Town of Fort Myers Beach  
2523 Estero Blvd  
Fort Myers Beach Fl

Re : Moss Marine "Big M" Roof Sign Designation of Historically Significant sign  
Strap # 24-46-23-W3-00027.0000

450 Harbor Ct.  
Fort Myers Beach Fl, 33931

450 Harbor Ct  
Fort Myers Beach Fl  
T 239-765-6677  
F 239-765-6612  
[www.mossmarine.com](http://www.mossmarine.com)

To Whom it May Concern,

Please accept this letter as our formal request to have the roof sign on our a/b barn deemed historical significant to the Town of Fort Myers Beach. We believe that the roof sign qualifies for this historic designation under the provisions found in Chapter 30, Section 30-57(b)2 of the Town's Land Development Code.

Attached is an informational history of the property, which should help determine if we qualify for such determination.

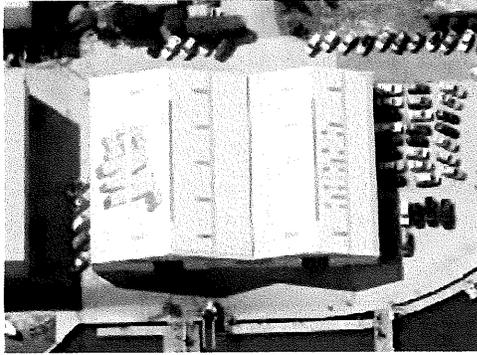
Sincerely yours,

Emily McDaniel

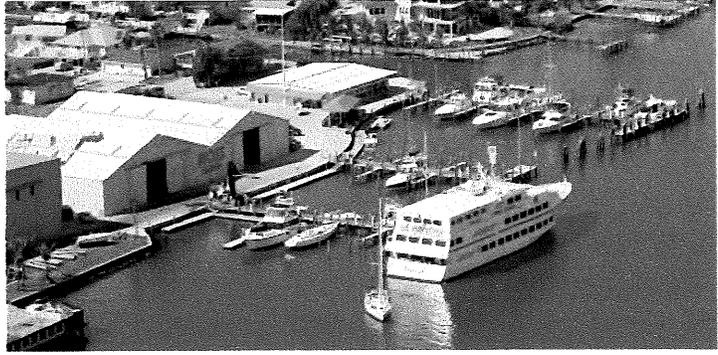
Emily McDaniel

For George Freeland and Moss Marine

## Moss Marine aka “The Big M”



Direct overhead view



View from the Mantanzas pass bridge

The Original “Moss Marina” was started by the Moss Family in 1969. The original Moss Marina owners, John P & Betty B Moss, husband & wife, purchased the original property on December 22, 1966 from Arrow Structures, Inc., followed by the purchase of an additional adjoining parcel in January 11, 1967. They filed a notice of commencement to construct a storage marina, a sales office and docks on March 25, 1968 and so became “MOSS MARINA”. The Moss Family had the original “Big M” painted on the roof of the storage barns shortly after construction because it is what the locals nick named the marina based on the “big M” shape of the storage barns. It has remained the nick name of Moss Marine ever since and the “Big M” on the roof has been repainted a time or two, but remains the original format the Moss Family put place in the late 60’s

The property has changed hands a few times since its origin; the sale from the Moss Family to Texar Enterprises on November 3, 1977, the sale from Texar Enterprises to Carl G Dubois on December 28, 1978, the sale from Carl Dubois to current owner George Freeland on January 31st 1983. All the while, keeping the original Moss Marina name, the “big M” nickname & Company Logo.

There are not many people who grew up here, or have even visited here in the last 40+ years that don’t recognize the “big M” on the roof of our barns when you head onto the beautiful Fort Myers Beach.

So you can see why we consider the roof top sign to be quite iconic to the Fort Myers Beach area and a landmark to those who live here and have been coming to Fort Myers Beach since the late 60’s.

Thank you for considering our application for historic preservation.