

**From:** [Robert Massarelli](#)  
**To:** [Cale Curtis](#)  
**Subject:** FW: Window Signs  
**Date:** Friday, August 2, 2019 10:05:00 AM  
**Attachments:** [image001.png](#)

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Cale,

Here is this week's update on window signs enforcement action.

**Robert Massarelli, AICP**

Director of Development Services  
Development Services Department  
901 NW 66th Avenue  
Margate, FL 33063  
[rmassarelli@margatefl.com](mailto:rmassarelli@margatefl.com)  
954.884.3686 (Direct)  
954.952.8014 (Cell)

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**From:** Dan Topp  
**Sent:** Thursday, August 1, 2019 4:59 PM  
**To:** Robert Massarelli <[rmassarelli@margatefl.com](mailto:rmassarelli@margatefl.com)>  
**Subject:** Re: Window Signs

Hello Bob,

I have now contacted a total of 74 businesses concerning window signs. I reconnected with a few businesses that complied or partially complied after our initial visit to explain the new window sign ordinance in 2018.

Below are the locations that I have contacted since my previous email. They are due for reinspection starting 08-12-19.

Esquina Latina Supermarket at 636 S. State Road 7  
La Island Cuisine at 360 S. State Road 7  
Loyalty Financial and Legal Services at 348 S. State Road 7  
Yari Nails at 346 S. State Road 7  
Dominican Barbershop at 326 S. State Road 7  
1st Insurance at 324 S. State Road 7  
Boost Mobile at 320 S. State Road 7  
Cafeteria Cuban at 310 S. State Road 7  
Autotronics at 240-246 N. State Road 7  
Immigration Income Tax at 254 N. State Road 7  
Margate Eye Care at 258 N. State Road 7

Best Price Furniture at 266 N. State Road 7  
Envios at 278 N. State Road 7  
Aqua Market at 282 N. State Road 7  
Chancellor Institute at 5648 W. Atlantic Blvd.  
Smile at Margate at 5404 W. Atlantic Blvd.  
Health Rush at 6832 W. Atlantic Blvd.  
Palm Lakes Liquor at 6846 W. Atlantic Blvd.  
MSL Tax and Insurance at 6848 W. Atlantic Blvd.  
USA Caribbean Restaurant at 6876 W. Atlantic Blvd.  
Instituto Politecino at 6878 W. Atlantic Blvd.  
G. S. Salon and Barber at 6880 W. Atlantic Blvd.  
Union Nutrition Fitness at 488 NW 69th Ave.

**Last Week's visit list below is due for reinspection next week:**

Xpress Lane Food Store at 430 NW 65th Ter.  
Craig Versil, O.D. at 6000 W. Atlantic Blvd.  
Advance Auto Parts at 281 N. State Road 7 - **complied**  
Delish Caribbean at 171 S. State Road 7  
Good 2 Go Cuisine at 181 S. State Road 7  
El Famoso Supermarket at 193 S. State Road 7  
Masters Billiards at 201 S. State Road 7  
Multiservices at 215 S. State Road 7  
City Discount Liquors at 227 S. State Road 7  
A&B Multiservices at 275 S. State Road 7  
Estrella Insurance at 269 S. State Road 7  
Shangul's at 263 S. State Road 7  
Vital Dental Center at 279 S. State Road 7  
Asian Lily Day Spa at 8068 W. Sample Road  
Beauty Supply at 7942-7946 W. Sample Road  
AB Auto Driving at 7910 W. Sample Road  
Cargo Zone at 8074 W. Sample Road  
Quick Shop at 7808 W. Sample Road - **complied**  
Giro Express at 7816 W. Sample Road  
Chinese Restaurant at 7820 W. Sample Road  
A-1 Foods at 7832 W. Sample Road  
Smoke Shop at 4900 W. Atlantic Blvd. Bay 5  
Oriental Massage at 4996B West Atlantic Blvd.  
Spiritual Visions at 5426 West Atlantic Blvd.  
Unique Cuts at 5424 West Atlantic Blvd.

Allure Massage at West Atlantic Blvd.  
Lee's Mobile at 5430 West Atlantic Blvd.

Status of the first group is below:

Value Pawn at 2001 N. State Road 7 - **partial compliance - still a small portion blacked out**  
Classy Girl Beauty Supply at 305 S. State Road 7 - **Notice of Non-Compliance issued 07-31-19**  
Mr. Fish at 1605 N. State Road 7 - **complied**  
Bright Education Institute at 6890 W. Atlantic - total blackout Landlord is working with tenant  
Comic Book Shoppe at 6512 W. Atlantic - **Notice of Non-Compliance issued 07-31-19**  
Tax Realty Office at 6510 W. Atlantic - **Notice of Non-Compliance issued 07-31-19**  
Annie's Flowers at 6450 W. Atlantic Bay 4 - **complied**  
Splash Print Shop at 6450 W. Atlantic Bay 3 - **complied**  
Valeska's at 6450 W. Atlantic Bay 2 - **Notice of Non-Compliance issued 07-31-19**  
GSH at 6350 W. Atlantic - spoke with tenant who agreed to comply within 10 days  
La Huasteca at 974 S. State Road 7 - **Notice of Non-Compliance issued 07-31-19**  
Envitravel at 950 S. State Road 7 - **Notice of Non-Compliance issued 07-31-19**  
Tacqueria Michocana at 608 S. State Road 7 - spoke with landlord (in Italy) about another issue at the plaza which he corrected so I gave him 10 more days  
Super Markette at 300 S. State Road - with landlord's help met with manager who will comply within 10 days  
Gino's Audio and Tint at 601 N. State Road 7 - **Notice of Non-Compliance issued 07-31-19**  
Atlantica Insurance at 605 N. State Road 7 - **Notice of Non-Compliance issued 07-31-19**  
Best Nail 2418 N State Road 7 - **complied**  
Lee's Beauty Salon at 2525 N. State Road 7 - **partial compliance**

Shirts Direct at 1303 N. State Road 7 - **complied**

Below are the CRA properties from the previous email that I have been working with Jim Nardi on:

Barber Shop USA at 5710 Margate Blvd.:  
Tri County Discount Liquors at 5817 Margate Blvd.  
Way Back When at 6217 Margate Blvd. - **complied**  
Beauty Land at 1031 N. State Road 7 (this is the one complained about repeatedly)  
The Latin Café at 1011 N. State Road 7

Thank you,

**Dan Topp**  
Community Development Inspector

City of Margate, Development Services Department  
901 NW 66th Avenue  
Margate, FL 33063  
[dtopp@margatefl.com](mailto:dtopp@margatefl.com)  
954-884-3688 Direct

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**From:** Robert Massarelli <[rmassarelli@margatefl.com](mailto:rmassarelli@margatefl.com)>  
**Sent:** Monday, July 29, 2019 2:00 PM  
**To:** Dan Topp <[dtopp@margatefl.com](mailto:dtopp@margatefl.com)>  
**Subject:** FW: Window Signs

FYI

**Robert Massarelli, AICP**

Director of Development Services  
Development Services Department  
901 NW 66th Avenue  
Margate, FL 33063  
[rmassarelli@margatefl.com](mailto:rmassarelli@margatefl.com)  
954.884.3686 (Direct)  
954.952.8014 (Cell)

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**From:** Cale Curtis  
**Sent:** Monday, July 29, 2019 12:05 PM  
**To:** AllCityCommissioners <[allcitycommissioners@margatefl.com](mailto:allcitycommissioners@margatefl.com)>  
**Cc:** Robert Massarelli <[rmassarelli@margatefl.com](mailto:rmassarelli@margatefl.com)>  
**Subject:** FW: Window Signs

Hello Mayor, Vice Mayor and Commissioners-

Please see the below report from Development Services regarding compliance efforts for the window signs not covering more than 50% of the window.

Let us know if you have any questions.

Thank you,

Cale

**Cale Curtis**

City Manager  
City of Margate  
Office of the City Manager  
5790 Margate Boulevard  
Margate, FL 33063  
[ccurtis@margatefl.com](mailto:ccurtis@margatefl.com)

(954)935-5308



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**From:** Dan Topp  
**Sent:** Thursday, July 25, 2019 3:44 PM  
**To:** Robert Massarelli <[rmassarelli@margatefl.com](mailto:rmassarelli@margatefl.com)>  
**Subject:** RE: Window Signs

Hello Bob,

I have now contacted a total of 51 businesses concerning window signs. While looking at these plazas more closely I have noticed many businesses that complied after our initial visit to explain the new window sign ordinance in November and December of 2018.

Below are the locations that I have contacted since my previous email. They are due for reinspection starting 08-05-19.

Xpress Lane Food Store at 430 NW 65th Ter.  
Craig Versil, O.D. at 6000 W. Atlantic Blvd.  
Advance Auto Parts at 281 N. State Road 7 - **complied**  
Delish Caribbean at 171 S. State Road 7  
Good 2 Go Cuisine at 181 S. State Road 7  
El Famoso Supermarket at 193 S. State Road 7  
Masters Billiards at 201 S. State Road 7  
Multiservices at 215 S. State Road 7  
City Discount Liquors at 227 S. State Road 7  
A&B Multiservices at 275 S. State Road 7  
Estrella Insurance at 269 S. State Road 7  
Shangul's at 263 S. State Road 7  
Vital Dental Center at 279 S. State Road 7  
Asian Lily Day Spa at 8068 W. Sample Road  
Beauty Supply at 7942-7946 W. Sample Road  
AB Auto Driving at 7910 W. Sample Road  
Cargo Zone at 8074 W. Sample Road  
Quick Shop at 7808 W. Sample Road - **complied**  
Giro Express at 7816 W. Sample Road  
Chinese Restaurant at 7820 W. Sample Road  
A-1 Foods at 7832 W. Sample Road  
Smoke Shop at 4900 W. Atlantic Blvd. Bay 5

Oriental Massage at 4996B West Atlantic Blvd.  
Spiritual Visions at 5426 West Atlantic Blvd.  
Unique Cuts at 5424 West Atlantic Blvd.  
Allure Massage at West Atlantic Blvd.  
Lee's Mobile at 5430 West Atlantic Blvd.

I contacted or left a message with all of the businesses below (from my previous email) that were not in compliance. Two have since complied. Any businesses not in compliance will be due for a written notice on 07-28-19. BTW two businesses (Accutax and Quoc Thach) were erroneously included on this list and were removed.

Value Pawn at 2001 N. State Road 7 - **partial compliance**  
Classy Girl Beauty Supply at 305 S. State Road 7  
Mr. Fish at 1605 N. State Road 7 - **complied**  
Bright Education Institute at 6890 W. Atlantic - total blackout  
Comic Book Shoppe at 6512 W. Atlantic  
Tax Realty Office at 6510 W. Atlantic  
Annie's Flowers at 6450 W. Atlantic Bay 4 - **complied**  
Splash Print Shop at 6450 W. Atlantic Bay 3 - **complied**  
Valeska's at 6450 W. Atlantic Bay 2  
GSH at 6350 W. Atlantic  
La Huasteca at 974 S. State Road 7  
Envitravel at 950 S. State Road 7  
Tacqueria Michocana at 608 S. State Road 7  
Super Markette at 300 S. State Road 7  
Gino's Audio and Tint at 601 N. State Road 7  
Atlantica Insurance at 605 N. State Road 7  
Best Nail 2418 N State Road 7  
Lee's Beauty Salon at 2525 N. State Road 7

Shirts Direct at 1303 N. State Road 7: I spoke to owner 07-22-19 who said she will comply by 07-29-19

Below are the CRA properties from the previous email that I have been working with Jim Nardi on.

Barber Shop USA at 5710 Margate Blvd.:  
Tri County Discount Liquors at 5817 Margate Blvd.  
Way Back When at 6217 Margate Blvd. - **complied**  
Beauty Land at 1031 N. State Road 7 (this is the one complained about repeatedly)  
The Latin Café at 1011 N. State Road 7

Thank you,

**Dan Topp**

Community Development Inspector  
City of Margate, Development Services Department  
901 NW 66th Avenue  
Margate, FL 33063  
[dtopp@margatefl.com](mailto:dtopp@margatefl.com)  
954-884-3688 Direct

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**From:** Dan Topp

**Sent:** Thursday, July 18, 2019 10:17 AM

**To:** Robert Massarelli <[rmassarelli@margatefl.com](mailto:rmassarelli@margatefl.com)>

**Cc:** Jim Nardi <[j\\_nardi@bellsouth.net](mailto:j_nardi@bellsouth.net)>; Paul Robinson <[probinson@margatefl.com](mailto:probinson@margatefl.com)>

**Subject:** Window Signs

Hello Bob,

Below are the locations that I have visited. I have either spoken with the owners or I left my card. Most of these visits were in May. Paul and I spoke to all of them previously when we were educating people about the new window sign ordinance before it came into effect.

Value Pawn at 2001 N. State Road 7 - **partial compliance**

Classy Girl Beauty Supply at 305 S. State Road 7

Mr. Fish at 1605 N. State Road 7 - **complied**

Bright Education Institute at 6890 W. Atlantic - total blackout

Comic Book Shoppe at 6512 W. Atlantic

Tax Realty Office at 6510 W. Atlantic

Annie's Flowers at 6450 W. Atlantic Bay 4

Splash Print Shop at 6450 W. Atlantic Bay 3

Valeska's at 6450 W. Atlantic Bay 2

GSH at 6350 W. Atlantic

La Huasteca at 974 S. State Road 7

Envitravel at 950 S. State Road 7

Tacqueria Michocana at 608 S. State Road 7

Super Markette at 300 S. State Road 7

Gino's Audio and Tint at 601 N. State Road 7

Atlantica Insurance at 605 N. State Road 7

Accutax at 1444 N. State Road 7 **complied**

Quoc Thach Deli & Grocery at 1360 N. State Road 7 - **complied**

Best Nail 2418 N State Road 7

Lee's Beauty Salon at 2525 N. State Road 7

Shirts Direct at 1303 N. State Road 7 (left my card - so far no response)

I am in the process of contacting landlords of the tenants above before issuing written violations.

The following are the CRA properties that I have been working with Jim Nardi on. We spoke today and he's continuing to work with the tenants to get compliance..

Barber Shop USA at 5710 Margate Blvd.:

Tri County Discount Liquors at 5817 Margate Blvd.

Way Back When at 6217 Margate Blvd. - **complied**

Beauty Land at 1031 N. State Road 7 (this is the one complained about repeatedly)

The Latin Café at 1011 N. State Road 7

Thank you,

**Dan Topp**

Community Development Inspector  
City of Margate, Development Services Department  
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Margate, FL 33063  
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