



**BERCOW RADELL FERNANDEZ & LARKIN**  
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VIA ELECTRONIC FILING / HAND DELIVERY

July 24, 2019

Thomas Mooney, Director  
Planning Department  
City of Miami Beach  
1700 Convention Center Drive, 2<sup>nd</sup> Floor  
Miami Beach, Florida 33139

Re: Third Supplementary Letter of Intent for "1212 Lincoln" Development - Ratification of Modified Electronic Noncommercial Graphics, Sign Variances, and Sign Program Approval.

Dear Tom:

This firm represents ARRP 1600 Alton, LLC, 1212 Lincoln, LLC, and Wells Fargo Bank (collectively the "Applicant") the owners of an assemblage of land located on the west side of Alton Road between 16 Street and Lincoln Road. Please consider this letter the Applicant's third supplementary letter of intent in support of an application for the Design Review Board's approval of a unified commercial sign program, and variances for exterior signage.

Agreed-To Modifications. Following the July 2, 2019 Board hearing at which the majority of the sign program was approved, the Applicant has revisited the remaining elements of the project signage. This letter will explain the changes as well as the implication of the changes to the Applicant's requests. The changes relate to the proposed parking signs and directional signs.

The Applicant has agreed to the following design revisions:

Directional Signage. As last proposed, the ground floor directional signs have been re-designed to reduce their size to just ten (10) square feet each. The revised plans depict these signs with more detail to aid the Board in its review. The directional signs will be tucked into the two pedestrian access points in the first phase of the

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project. Because of their size and location, the directional signs will serve as important wayfinding aids while otherwise not having an impact on the general public.

Variations Implicated: Nos. 13 through 19 - size variations have been reduced to 4 square feet - allowing ten (10) square feet where six (6) square feet would be permitted.

Parking Sign Along Alton Road. The sign has been reduced significantly and the design has been modified to limit its visual impact. The total sign length is now just fifteen (15) feet (from an original forty (40) feet). The design is now proposed to consist of post mounted extruded metal letters with neon tubing located in each letter, removing the solid backing that had been previously requested. The sign will be visible from both the north and south.

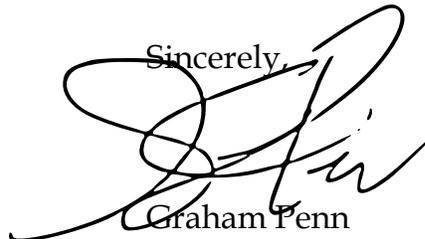
Variations Implicated: Nos. 64 through 67 - size reduced from 280 square feet to 25 square feet and reduced length to fifteen (15) feet.

Parking Sign Along 16 Street. This sign has also been significantly reduced in size and the "Parking" portion of the sign is now proposed at fifteen (15) feet in length. The main portion of the sign shall remain c-channel with neon lighting open only to the east. The height of the sign on the building has been significantly reduced and it is now proposed to be located just above the parking garage entrance to facilitate wayfinding.

Variations Implicated: Nos. 68 through 71 - size reduced from 280 square feet to 29 square feet and reduced length of the main portion of the sign to fifteen (15) feet.

Conclusion. The Applicant is excited to bring this new development to the Lincoln Road area. We look forward to your recommendation on our application. If you have any questions or comments, please call me at 305-377-6229.

Sincerely,

A handwritten signature in black ink, appearing to read 'Graham Penn', written over the word 'Sincerely,'.

Graham Penn

cc: Russell Galbut  
Marisa Galbut