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VIA ELECTRONIC DELIVERY

May 11, 2020

Debbie Tackett, Chief of Historic Preservation
City of Miami Beach
1700 Convention Center Drive, 2nd Floor
Miami Beach, Florida 33139

Re: HPB20-0391 - Letter of Intent for Certificate of Appropriateness for Tenant Sign at 1651 Washington Avenue, Miami Beach, Florida

Dear Debbie:

This law firm represents Gymage Miami, Inc. (the "Applicant") with regard to the above-referenced property (the "Property") within the City of Miami Beach (the "City"). This letter shall serve as the required letter of intent for a Certificate of Appropriateness for design of a sign above the ground floor at a size permitted on the ground floor.

Description of Property. The Property is approximately 8,325 square feet in size (0.191 acres) and is located at the northeast corner of the intersection of Lincoln Road and Washington Avenue. The Property is identified by Miami-Dade County Property Appraiser folio number 02-3234-019-0680. The Property is zoned CD-3, Commercial High Intensity District and is within the Flamingo Park Historic District as well as the Miami Beach Architectural District. In addition, the Property is within the Convention Hotel Overlay District. The area surrounding the Property is comprised primarily of hotel, retail, parking garage, and entertainment establishment uses, as it is located adjacent to historic Lincoln Road.

The Property is improved with a four (4) story structure originally constructed in 1951. The Property is deemed to be an altered, non-contributing building. The property owner obtained approval from the Historic Preservation Board (HPB) for façade and building renovations in 2015 through approved HPB File No. 7422 and is presently completing the work. The Applicant is a commercial tenant that intends to use the second floor of the building as an "urban resort," which functions as a gym and overall wellness facility.

Existing Signage. The west and south elevations of the existing structure contain building identification signs. Pursuant to Section 138-16 of the City Code (the “Code”), commercial buildings are permitted one building identification sign per façade that faces a public right-of-way, with an area not to exceed one percent (1%) of the façade area. The building identification sign on the west facade fronts Washington Avenue and is 44 square feet in size, and the sign on the south elevation fronts Lincoln Road and is 18 square feet in size. The City approved the signs pursuant to Permit No. BC1703449 on March 30, 2017. Accordingly, the existing building identification signs are permitted by the Code, and do not impact the permissible area of the Applicant’s proposed signage and are not a part of this application.

Signage Approval Request. The Applicant proposes one (1) approximately 68 square foot wall sign located above the ground floor (the “Proposed Sign”) on the west elevation. Pursuant to Section 138-16 of the Code, the area of wall signs is limited to 0.75 square feet per every foot of linear frontage, with a minimum of 15 square feet and a maximum of 100 square feet. According to a survey of the Property dated March 31, 2020, the Property has 150 feet of frontage along Washington Avenue. The portion of the Washington Avenue frontage that will be occupied by the Applicant consists of the entire second floor of the building, which is approximately 132 feet in length. Accordingly, the Applicant is permitted a sign of up to 99 square feet in size ($132 \times 0.75 = 99$).

Pursuant to Section 138-16 of the Code, the Proposed Sign requires a Certificate of Appropriateness from the HPB because the Proposed Sign will be located above the ground floor. The Proposed Sign is a modest backlit channel lettering sign that consists primarily of text and a minor graphic element on the lower left side. The Proposed Sign is designed to simply but effectively display the name of the Applicant’s business in a manner that is compatible with the Property’s smooth white façade. As mentioned, the property owner is completing renovation of the facades.

The Proposed Sign is a contemporary sign that is consistent with the many backlit channel letter signs in this neighborhood and located throughout the City. The Proposed Sign is consistent with the existing building identification signs, which are also backlit channel letter signs, and adds to the character of historic Lincoln Road. The Proposed Sign utilizes high quality materials to ensure that it retains its aesthetic feel for years to come. For instance, the letters on the Proposed Sign are made from lexan, a polycarbonate that is translucent to allow for a colored backlight, and which is durable enough to withstand the environmental conditions in the City.

Debbie Tackett, Chief of Historic Preservation

May 11, 2020

Page 3

Conclusion. The Applicant is providing a gym and wellness resort that will occupy a large vacant commercial space in the City's commercial district. In doing so, the Applicant needs appropriate signage consistent with the use and the character of signage in the City. The Proposed Sign is a modest well-designed sign with a simple purpose of identifying a use within the Property in a manner that positively contributes to the City's internationally recognized brand. The requested Certificate of Appropriateness allows the Applicant to accomplish that aim. Accordingly, we respectfully request your recommendation of approval of the Applicant's request. If you have any questions or comments with regard to the application, please give me a call at (305) 377-6236.

Sincerely,



Matthew Amster

cc: Michael W. Larkin, Esq.
Nicholas Rodriguez, Esq.