

**1212 Lincoln  
Rooftop Cinema Club  
(PB20-0377)**



**Alton Road**

**Lincoln Road**

**West Avenue**

**16 Street**





2020-08-17  
9. 1212 LINCOLN ROAD BUILDING - GARAGE ROOF DECK FACING SOUTH



2020-08-17  
10. 1212 LINCOLN ROAD BUILDING - ENTRANCE TO GARAGE ROOF DECK FACING SOUTH



2020-08-17  
11. 1212 LINCOLN ROAD BUILDING - GARAGE ROOF DECK FACING SOUTHEAST



2020-08-17  
12. 1212 LINCOLN ROAD BUILDING - GARAGE ROOF DECK FACING NORTHEAST

SITE PHOTOS

JENNIFER McCONNEY FLORIDA LIC# AR93044

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SCALE:  $\frac{3}{32}"=1'-0"$

CHECK: JMcG

DATE: 10/19/2020

SHEET NUMBER



13. 1212 LINCOLN ROAD BUILDING - GARAGE ROOF DECK FACING SOUTHEAST



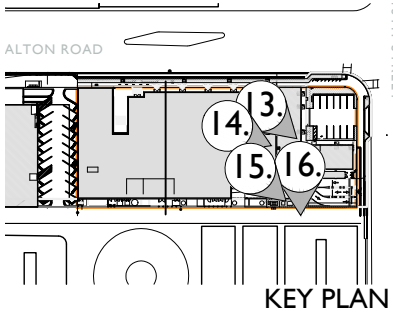
14. 1212 LINCOLN ROAD BUILDING - ENTRANCE TO GARAGE ROOF DECK FACING SOUTHWEST



15. 1212 LINCOLN ROAD BUILDING - GARAGE ROOF DECK FACING SOUTHWEST



16. 1212 LINCOLN ROAD BUILDING - GARAGE ROOF DECK FACING SOUTHWEST



**ROOFTOP  
CINEMA**

1212 Lincoln Rd  
Miami Beach, FL 33139

**SITE PHOTOS**

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**ROOFTOP  
CINEMA**

1212 Lincoln Rd  
Miami Beach, FL 33139

RENDERINGS



VIEW FACING WEST

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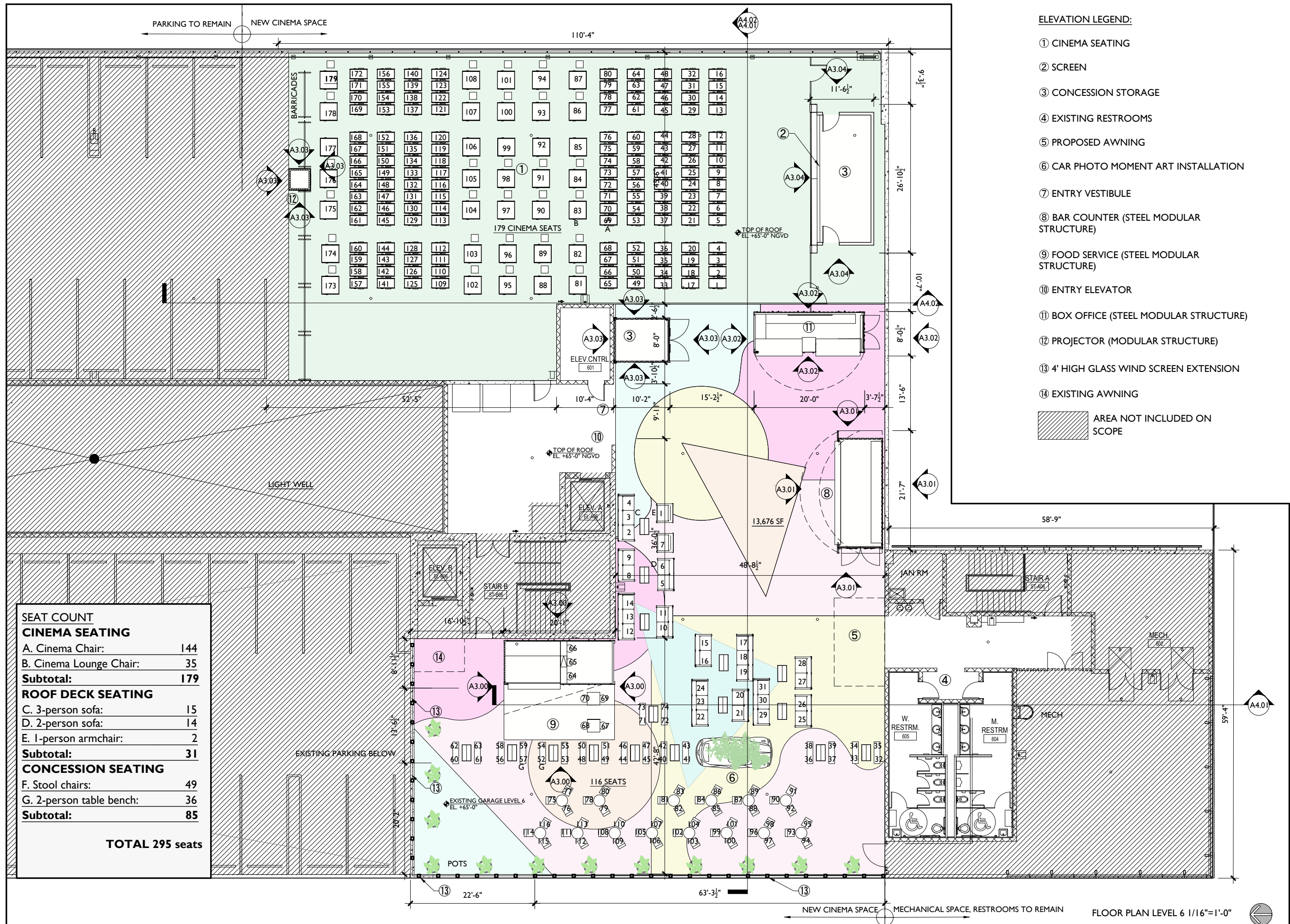
**25 Feet**











ELEVATION LEGEND:

- ① CINEMA SEATING
- ② SCREEN
- ③ CONCESSION STORAGE
- ④ EXISTING RESTROOMS
- ⑤ PROPOSED AWNING
- ⑥ CAR PHOTO MOMENT ART INSTALLATION
- ⑦ ENTRY VESTIBULE
- ⑧ BAR COUNTER (STEEL MODULAR STRUCTURE)
- ⑨ FOOD SERVICE (STEEL MODULAR STRUCTURE)
- ⑩ ENTRY ELEVATOR
- ⑪ BOX OFFICE (STEEL MODULAR STRUCTURE)
- ⑫ PROJECTOR (MODULAR STRUCTURE)
- ⑬ 4' HIGH GLASS WIND SCREEN EXTENSION
- ⑭ EXISTING AWNING

AREA NOT INCLUDED ON SCOPE





I. MODULAR CONCESSION STRUCTURES WITH RETRACTABLE AWNINGS - STORAGE AND FOOD SERVICE



2. BAR MODULAR STRUCTURE WITH RETRACTABLE AWNING



3.VIEW OF SCREEN, PROJECTOR WITH REMOVABLE ROOF AND SEATING

3D VIEWS

# Operational Details

No Music Above Ambient Level.

All Theater Sound – **Headphones Only.**



# Operational Details

**No Entertainment**

**Noise Attenuation Panels Added on  
West**

# Operational Details

Open No Earlier than 4:30 PM

Weekdays – Closed at Midnight

Weekends – Closed at 1:00

Food and Beverage Closes One Hour Earlier



# Operational Details

**Food and Beverage Cannot Be Open  
Separately from Cinema**

**One Screen/Display – Oriented North**

**No More than 3 Showings Per Day**

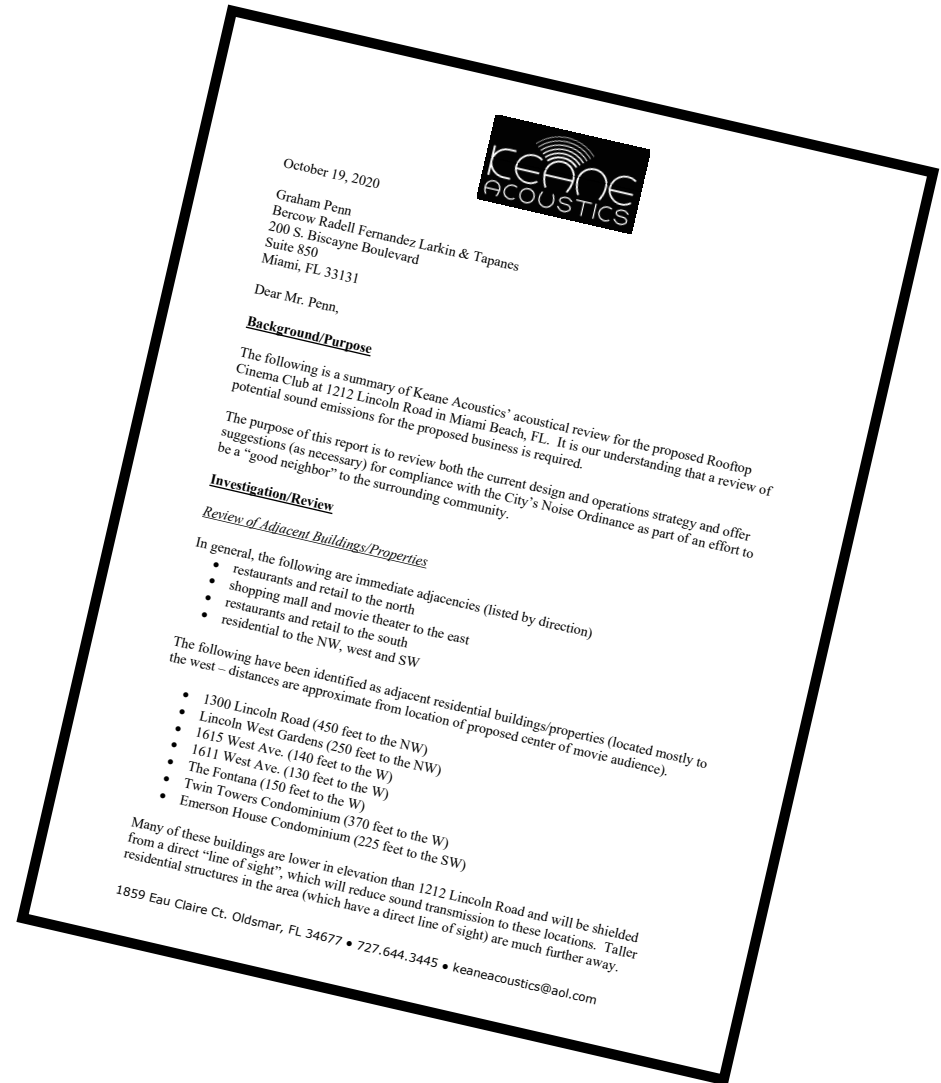
# Traffic Study

Change in  
Overall Program  
Results in +12 PM  
Peak Hour Trips



# Sound Study

“Based on the review of the design and operations plans, the resultant noise emissions will be compliant with the Miami Beach Noise Ordinance and will have a negligible effect on the overall soundscape in the adjacent properties.”







**THE ULTIMATE OPEN-AIR CINEMA EXPERIENCE**

# **VENUE RECOMMENDATIONS**

MAY 2020

# Example Site: Los Angeles

In the 4 years of our partnership with Rooftop Cinema Club, I can happily say we have not received **any complaints of disturbances from our residents (who live directly above the RCC events)**. . .



Andrew Cobb  
Onni Group  
5055 North 32<sup>nd</sup> Street Suite 200  
Phoenix, AZ 85018  
May 8, 2020

Gerry Cottle  
Founder  
Rooftop Cinema Club  
4136 Del Rey Ave  
Marina Del Rey, CA 90292

To whom it may concern:

I am writing this letter to recommend the services of Rooftop Cinema Club. During the past 4 years our company has had the pleasure of working with Rooftop Cinema Club on multiple events and projects. They have provided memorable experiences for all who attend and do a great job of creating a neighbor friendly environment with their state-of-the art personal headphones that allows users to be in the cinematic moment all while not disturbing others who are nearby.

Rooftop Cinema Club truly puts on respectful and conscious events that are focused around film and bringing the community together. They are an excellent footfall generator for local shops, restaurants and businesses in the area and help to provide a much-needed escapism, especially in these challenging times.

In the 4 years of our partnership with Rooftop Cinema Club, I can happily say we have not received any complaints of disturbances from our residents (who live directly above the RCC events), neighbors, or guest which is a true testament to their professionalism and thoughtfulness when creating these events and experiences.

If you would like any more information, feel free to contact me at (602) 281-6743.

Sincerely,

Andrew Cobb  
VP of Asset Management & Corporate Operations U.S



# Los Angeles Location

Cinema Club  
Location

888 E. Olive  
Street

303 Units





**1212 Lincoln  
Rooftop Cinema Club  
(PB20-0377)**



# ROOFTOP CINEMA CLUB

1212 Lincoln Road, Miami Beach, Florida 33139

## PLANNING BOARD

FINAL SUBMISSION

OCTOBER 19, 2020



### Scope of Work

- NEW ROOFTOP CINEMA USE AT EXISTING PARKING DECK

S T U D I O  
**McG**  
ARCHITECTURE

7500 NE 4th Court  
Studio 103  
Miami, FL 33138

2012

PROJECT NUMBER

PROJECT:



**ROOFTOP  
CINEMA**

1212 Lincoln Rd  
Miami Beach, FL 33139

DRAWING:

COVER SHEET

JENNIFER McCONNERY FLORIDA LIC# AR93044

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OFF STREET PARKING REQUIREMENTS PARKING DISTRICT No. 6				
USE	AREA / #OF UNITS	REQUIREMENT		PROPOSED
EXISTING 1600 ALTON RETAIL	4,653 SF	1 SPACE PER 300SF =	15.51 SPACES	
PHASE 1 RETAIL	35,410 SF	1 SPACE PER 300SF =	118.03 SPACES	
PHASE 1 BANK	4,486 SF	1 SPACE PER 300SF =	14.95 SPACES	
ROOFTOP CINEMA CLUB	179 THEATER SEATS	1 SPACE / 4 SEATS =	44.75 SPACES	
PHASE 2 HOTEL ROOMS	100 ROOMS	1 SPACE PER 2 ROOMS =	50 SPACES	
PHASE 2 RETAIL	16,087 SF	1 SPACE PER 300SF =	53.62 SPACES	
TOTAL		(296.86) 297 SPACES REQUIRED		372 EXIST. - 35 SPACES REMOVED = 337

INDEX

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MIAMI BEACH  
Planning Department, 1700 Convention Center Drive  
Miami Beach, Florida 33139, www.miamibeachfl.gov  
305.673.7550



7500 NE 4th Court  
Studio 103  
Miami, FL 33138

2012

PROJECT NUMBER

PROJECT:



ROOFTOP  
CINEMA

1212 Lincoln Rd  
Miami Beach, FL 33139

DRAWING:

INDEX AND  
DATA

MULTIFAMILY - COMMERCIAL - ZONING DATA SHEET					
ITEM	Zoning Information				
	1 Address:	1600-1634 Alton Road, Miami Beach FL 33139			
	2 Board and File numbers:	DRB0416-0015			
	3 Folio number(s):	02-3234-018-0120			
	4 Year constructed:	2020	Zoning District:	CD-2 Commercial Medium Density	
	5 Base Flood Elevation:	8'-0" NGVD	Grade Value in NGVD:	2.32' NGVD	
	6 Adjusted grade (Flood+Grade/2)	N/A	Lot Area:	Phase 1 - 52,542 sf	Total: 70,666 sf
	7 Lot Width	471'-9"	Lot Depth:	Phase 2 - 18,124 sf	
	8 Minimum Unit Size	N/A	N/A		
9 Existing User	Retail and Garage	Proposed Use:	Outdoor Motion Pictures Theater @ roof		
		Maximum	Existing	Proposed	Deficiencies
10 Height		60'-0"	60'-0"	60'-0"	
11 Number of Stories		N/A	5 with rooftop	5 with rooftop	-
12 FAR		2.0			-
13 FLOOR AREA Square Footage		141,332 SF max	84,976 SF	84,976 SF	-
14 Square Footage by use		N/A	N/A	N/A	-
15 Number of Units Residential		N/A	N/A	N/A	-
16 Number of Units Hotel		N/A	N/A	N/A	-
17 Number of Seats		N/A	N/A	179 theater seats	-
18 Occupancy Load		N/A	N/A	574	-
	Setbacks	Required	Existing	Proposed	Deficiencies
	At Grade Parking:				
19 Front Setback (EAST):		5'-0"	N/A	N/A	-
20 Rear Setback abutting an Alley(WEST):		0'-0"	N/A	N/A	-
21 Side Setback Interior (NORTH):		5'-0"	N/A	N/A	-
22 Side Setback facing I6 Street (SOUTH)		5'-0"	N/A	N/A	-
	Pedestal LEVEL I				
23 Front Setback (EAST):		0'-0"	varies; from 0' to 14'-5"	aries; from 0' to 14'-5"	-
			10'-0" at grade and 2nd floor, 0'-0" all levels above	10'-0" at grade and 2nd floor, 0'-0" all levels above	Variance granted
24 Rear Setback (WEST):		5'-0"	N/A	N/A	
25 Side Setback Interior (NORTH):		N/A	N/A	N/A	-
		0'-0"; 10'-0" if abutting residential	varies, 0'-0" to 58'-9"	varies, 0'-0" to 58'-9"	-
26 Side Setback facing I6 Street (SOUTH)					
	Tower				
27 Front Setback (EAST):		0'-0"	varies; from 0' to 14'-5"	aries; from 0' to 14'-5"	-
			10'-0" at grade and 2nd floor, 0'-0" all levels above	10'-0" at grade and 2nd floor, 0'-0" all levels above	Variance granted
28 Rear Setback (WEST):		5'-0"	N/A	N/A	
29 Side Setback Interior (NORTH):		N/A	N/A	N/A	-
		0'-0"; 10'-0" if abutting residential	varies, 0'-0" to 58'-9"	varies, 0'-0" to 58'-9"	-
30 Side Setback facing I6 Street (SOUTH)					
	Parking	Required	Existing	Proposed	Deficiencies
31 Parking District		6	6	6	-
32 Total # of parking spaces		297 P.S.	372 P.S.	337 P.S.	-
34 Parking Space Dimensions		8.5' X 18'		N/A	-
35 Parking Space Configurations (45°,60°,90°,Parallel)		90 DEGREE		N/A	-
36 ADA Spaces		7	9	9	-
37 Tandem Spaces		N/A	N/A	N/A	-
38 Drive Aisle Width		22'	22'	22'	-
39 Valet Drop off and pick up		11'	N/A	N/A	-
		60,000SF+1 space for the next 50,000SF)			
40 Loading zones and Trash collection area			6	6	-
		10 Short Term (1 space/10,000 SF of Retail) + 10 Long Term	13 Short Term and 10 Long Term	13 bike racks	-
41 Bike Racks					
	Restaurants, Cafes, Bars, Lounges, Nightclubs	Required	Existing	Proposed	Deficiencies
				Office/Retail/Garage/ Outdoor Motion Picture Theater	
42 Type of use		N/A	Office/Retail/Garage	Picture Theater	-
43 Total # of Seats		N/A	N/A	179	-
44 Total # of Seats per venue		N/A	N/A		-
				please see the chart for Theater occupancy	-
45 Total Occupant Content		N/A	N/A		-
				please see the chart for Theater occupancy	
46 Occupant content per venue (Provide a separate chart for a breakdown calculation)		N/A	N/A		-
47 Is this a contributing building?		NO			
48 Located within a Local Historic District		NO			

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A0.01





ROOFTOP  
CINEMA

1212 Lincoln Rd  
Miami Beach, FL 33139

RENDERINGS



VIEW FACING WEST

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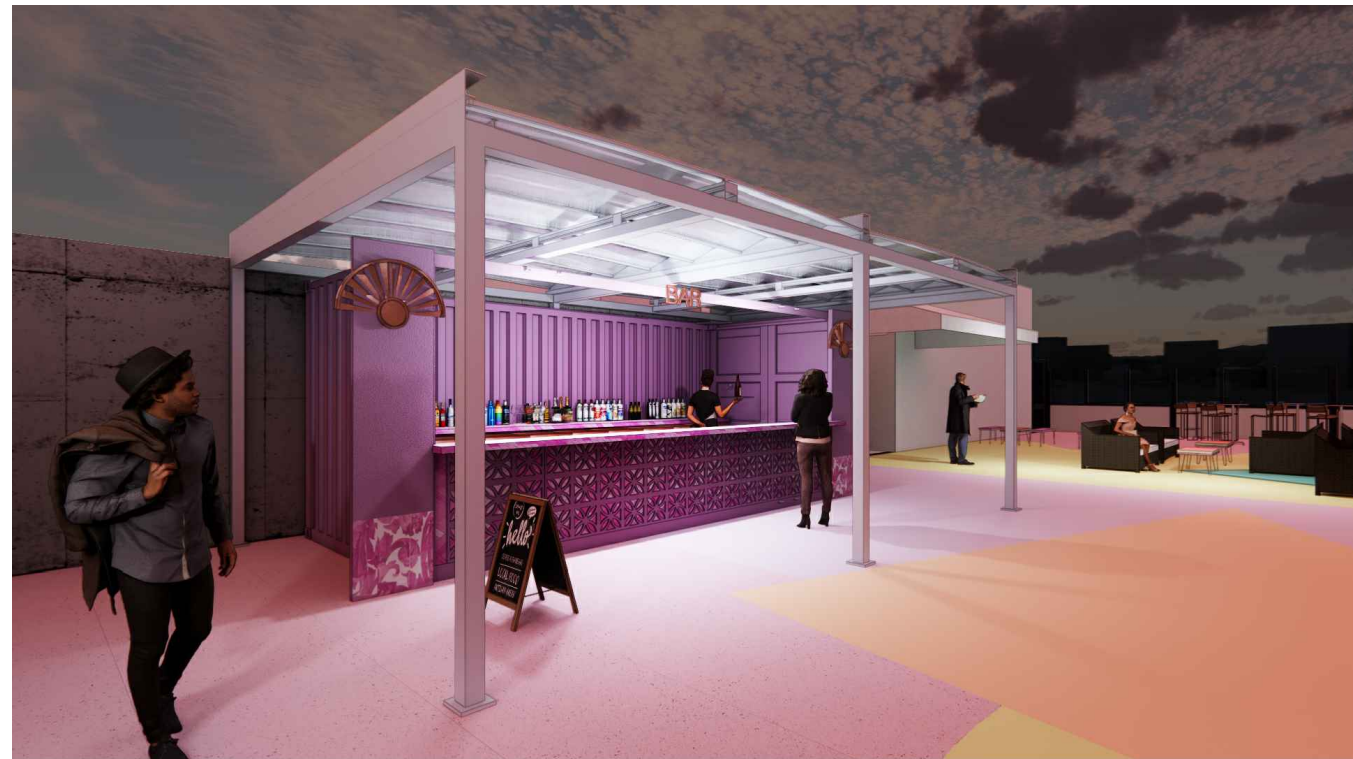








I. MODULAR CONCESSION STRUCTURES WITH RETRACTABLE AWNINGS - STORAGE AND FOOD SERVICE



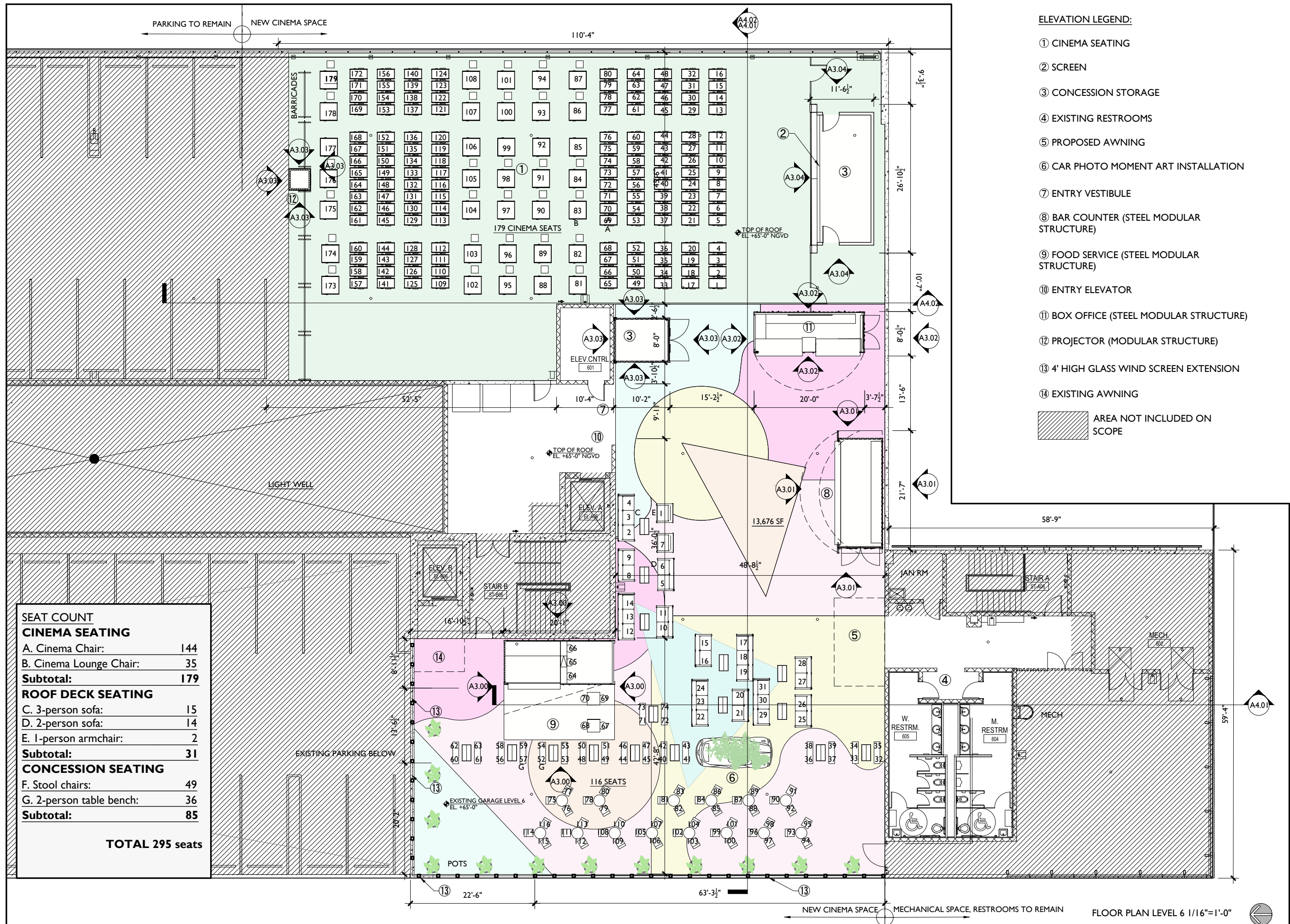
2. BAR MODULAR STRUCTURE WITH RETRACTABLE AWNING



3.VIEW OF SCREEN, PROJECTOR WITH REMOVABLE ROOF AND SEATING

3D VIEWS



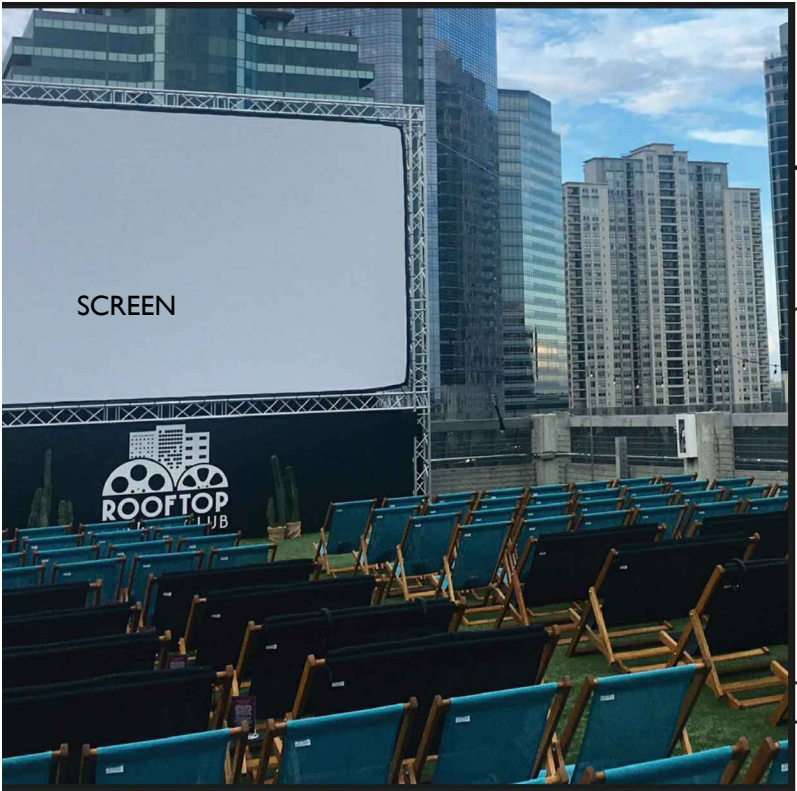


ELEVATION LEGEND:

- ① CINEMA SEATING
- ② SCREEN
- ③ CONCESSION STORAGE
- ④ EXISTING RESTROOMS
- ⑤ PROPOSED AWNING
- ⑥ CAR PHOTO MOMENT ART INSTALLATION
- ⑦ ENTRY VESTIBULE
- ⑧ BAR COUNTER (STEEL MODULAR STRUCTURE)
- ⑨ FOOD SERVICE (STEEL MODULAR STRUCTURE)
- ⑩ ENTRY ELEVATOR
- ⑪ BOX OFFICE (STEEL MODULAR STRUCTURE)
- ⑫ PROJECTOR (MODULAR STRUCTURE)
- ⑬ 4' HIGH GLASS WIND SCREEN EXTENSION
- ⑭ EXISTING AWNING

AREA NOT INCLUDED ON SCOPE





I. VIEW OF STORAGE MODULAR STRUCTURE BEHIND SCREEN WITH RETRACTABLE AWNING

3D VIEWS



2. TICKET BOOTH MODULAR STRUCTURE WITH RETRACTABLE AWNING



3. FOOD SERVICE MODULAR STRUCTURE





**ROOFTOP  
CINEMA**

1212 Lincoln Rd  
Miami Beach, FL 33139

**PROPOSED LEVEL  
6 OVERALL  
FLOOR PLAN**

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SCALE: 1/16" = 1'-0"

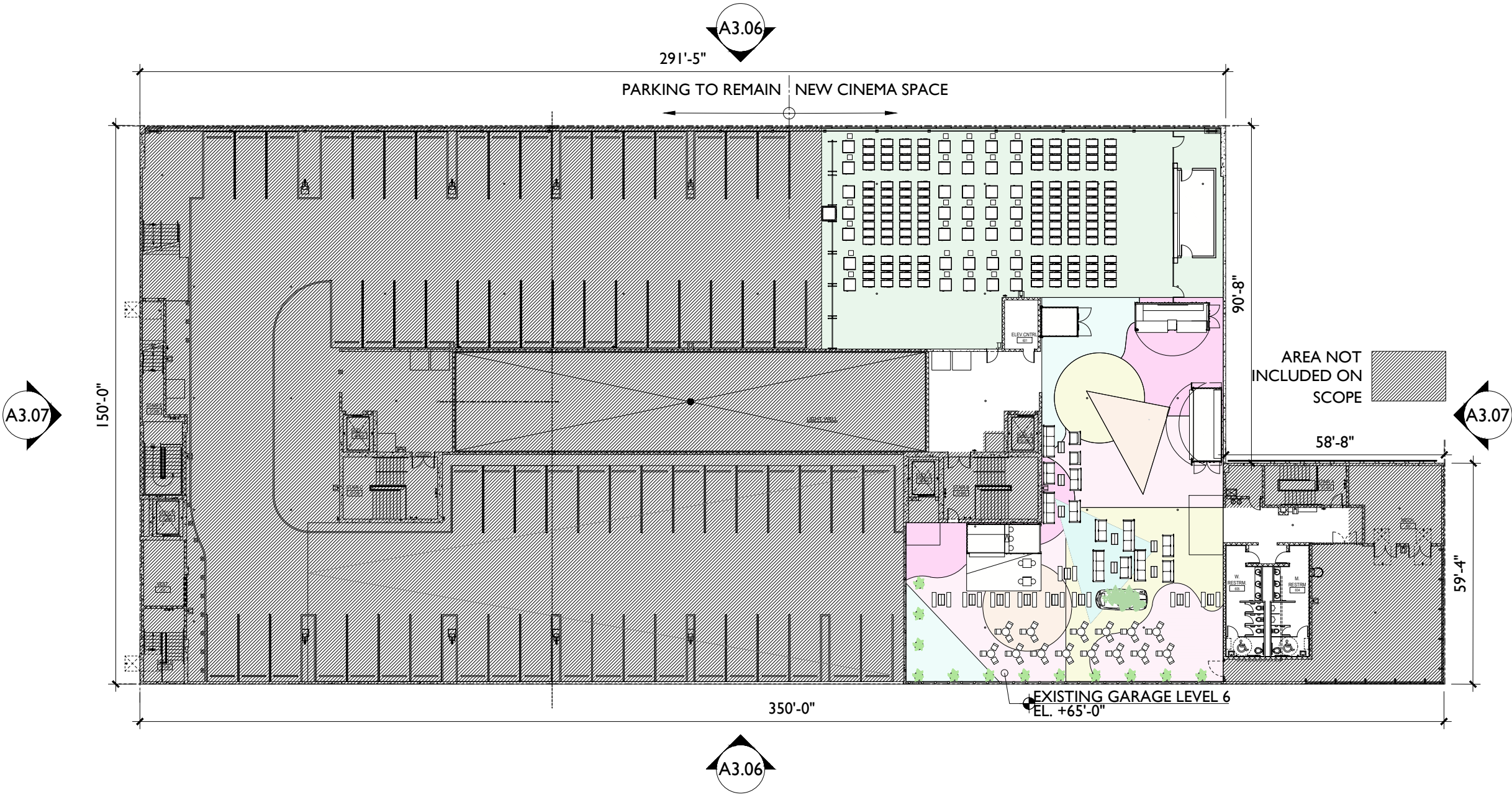
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**A2.06 B**

FLOOR PLAN LEVEL 6 (PROPOSED) 1/32"=1'-0"





ROOFTOP  
CINEMA

1212 Lincoln Rd  
Miami Beach, FL 33139

DRAWING:

OCCUPANCY  
LOAD PLAN  
LEVEL 6

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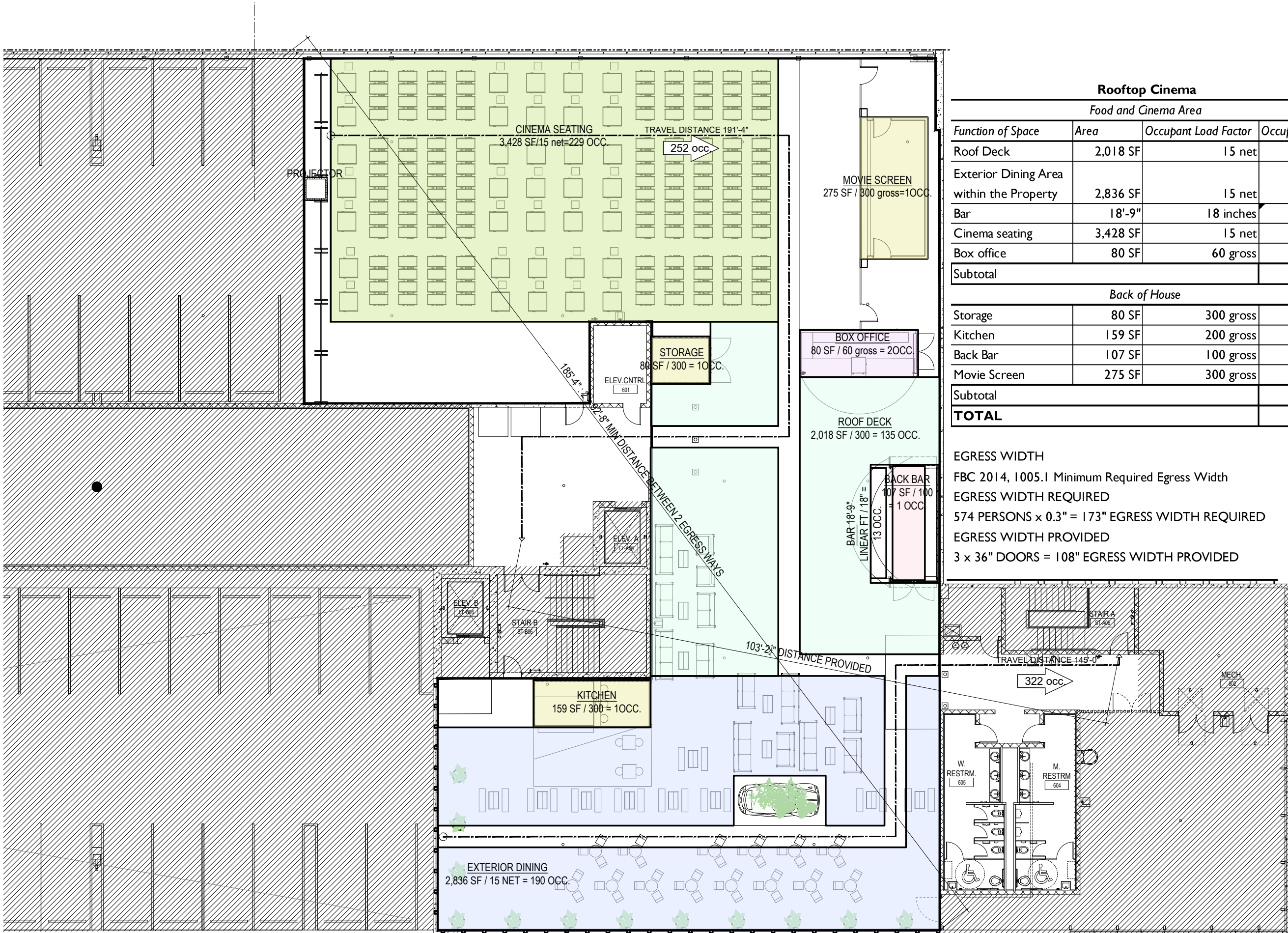
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FLOOR PLAN ROOF LEVEL 1/16"=1'-0"

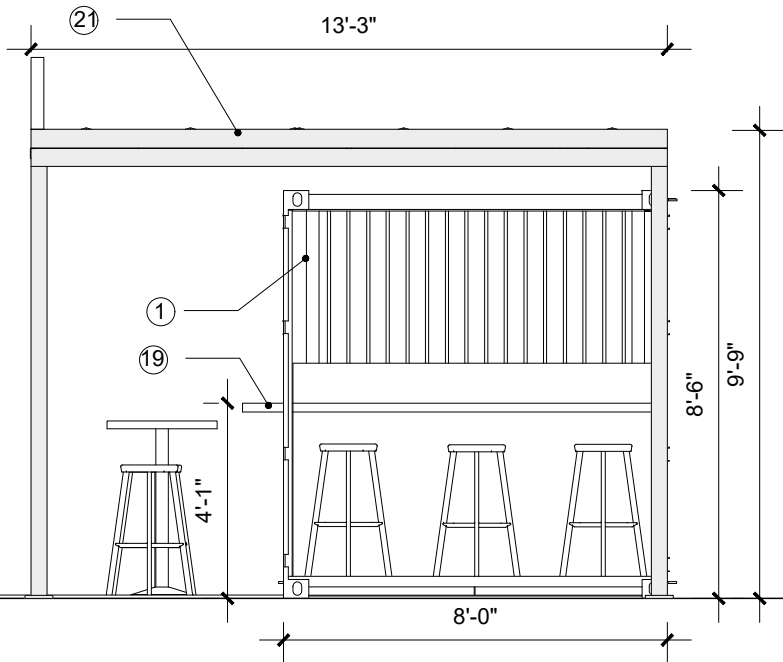
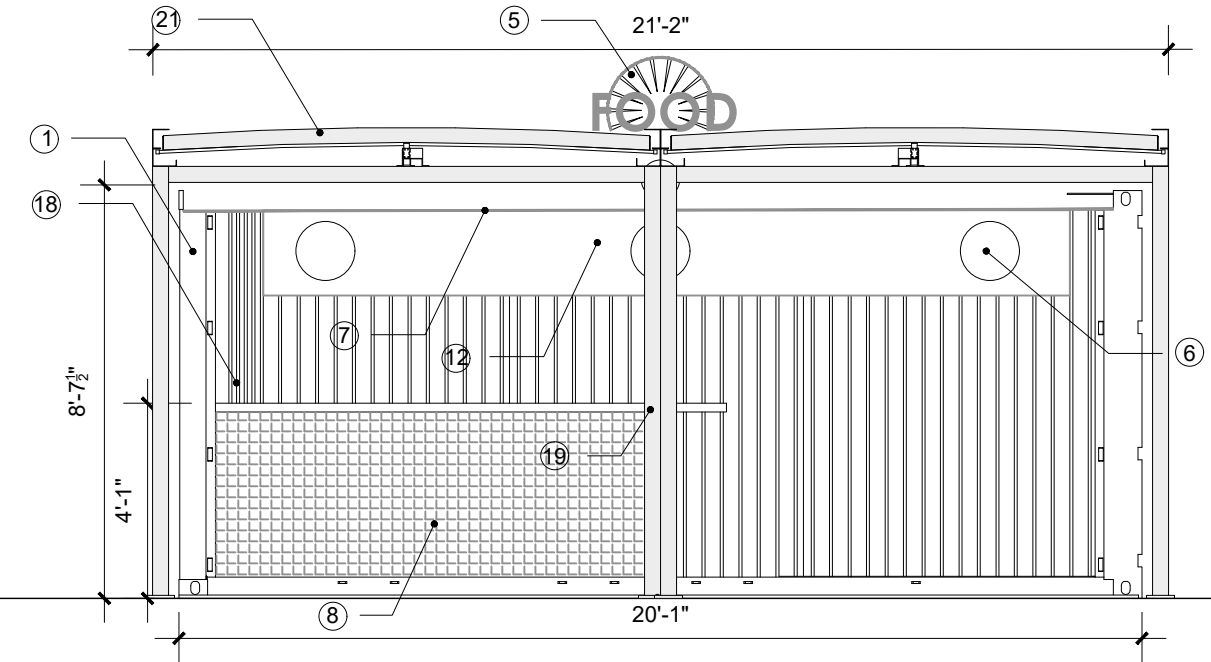
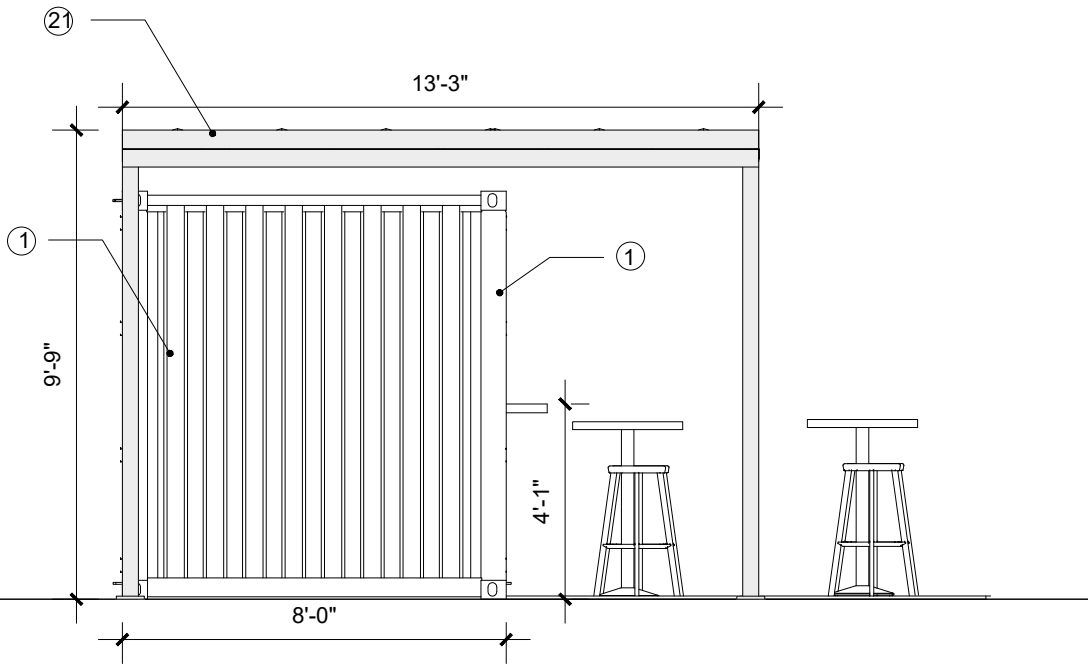
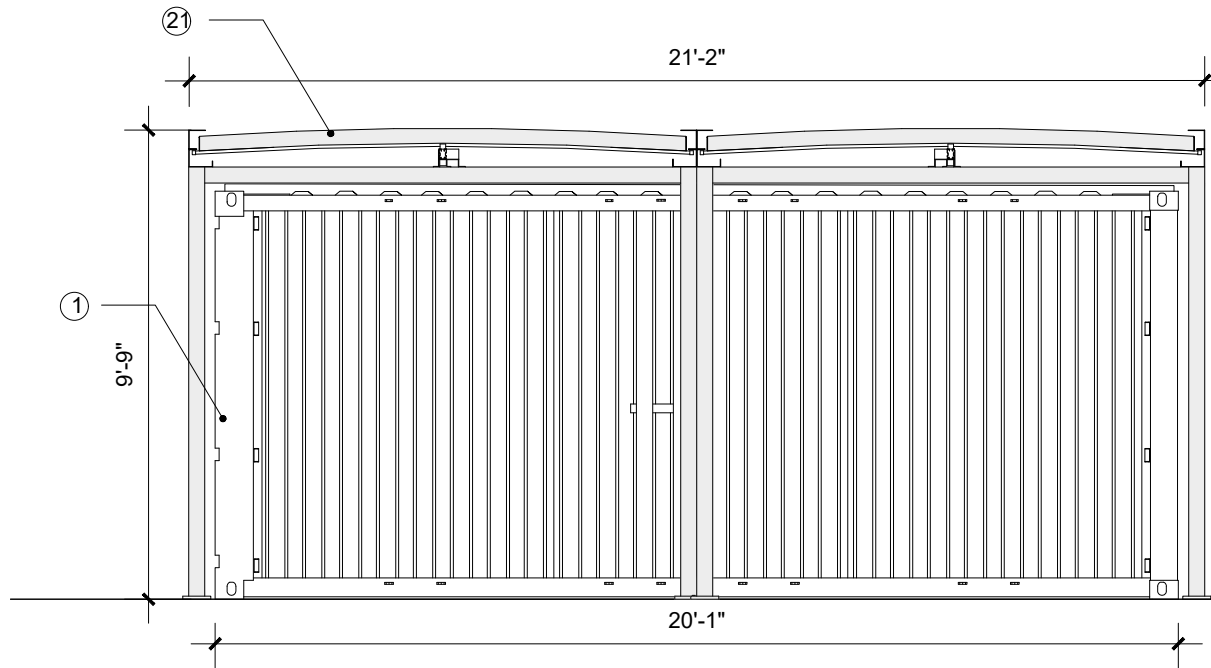


ELEVATION LEGEND:

- ① CORTEN STEEL PRIMED AND PAINTED
- ② SIGN: RETRO LIGHTING, BULB-LIT, BENT METAL FRAME, POWDER COATED IN PURPLE. ROOFTOP FONT
- ③ SIGN: METAL FRAME, POWDER COATED IN DARK PURPLE WITH INTERNAL PURPLE NEON / LED. ROOFTOP FONT
- ④ SIGN: 3D CUT LETTER, PURPLE FINISH. ROOFTOP FONT
- ⑤ SIGN: 3D CUT GOLD LETTER. RELIEF FAN DETAIL WHERE SHOWN
- ⑥ ROUND GOLD WALL SCONCE

- ⑦ NEON / LED LIGHT STRIP
- ⑧ CERAMIC TILED FRONT
- ⑨ DECORATIVE CONCRETE BRICKS, PAINTED FINISH
- ⑩ BLACK MARBLE EFFECT LAMINATE COUNTERTOP WITH LED STRIP LIGHT
- ⑪ BACKLIT GOLDEN CASE BOX SCREEN
- ⑫ TERRAZO EFFECT TILES/PATTERN WITH GOLD BEADING DETAIL
- ⑬ 3D GOLD FAN DETAIL WITH EMBOSSED OR RELIED PALM LEAF PATTERN
- ⑭ WARM WHITE GLOBE PENDANT LAMPS
- ⑮ REAL FOLIAGE COVER

- ⑯ WOOD-CLAD ENCLOSURE
- ⑰ SCREEN
- ⑱ METAL CORRUGATED ENCLOSURE
- ⑲ TERRAZZO EFFECT TILE COUNTERTOP
- ⑳ STAINED CHEVRON WOOD PATTERN COUNTERTOP
- ㉑ FREE-STANDING RETRACTABLE CANVAS STRUCTURE
- ㉒ REMOVABLE COVER (DOTTED LINE FOR CLARITY)



ELEVATION BAR 1/4" = 1'-0"

ELEVATION LEGEND:

① CORTEN STEEL PRIMED AND PAINTED

② SIGN: RETRO LIGHTING, BULB-LIT, BENT METAL  
FRAME, POWDER COATED IN PURPLE. ROOFTOP  
FONT

③ SIGN: METAL FRAME, POWDER COATED IN DARK  
PURPLE WITH INTERNAL PURPLE NEON / LED.  
ROOFTOP FONT

④ SIGN: 3D CUT LETTER, PURPLE FINISH. ROOFTOP  
FONT

⑤ SIGN: 3D CUT GOLD LETTER. RELIEF FAN DETAIL  
WHERE SHOWN

⑥ ROUND GOLD WALL SCONCE

⑦ NEON / LED LIGHT STRIP

⑧ CERAMIC TILED FRONT

⑨ DECORATIVE CONCRETE BRICKS, PAINTED FINISH

⑩ BLACK MARBLE EFFECT LAMINATE COUNTERTOP  
WITH LED STRIP LIGHT

⑪ BACKLIT GOLDEN CASE BOX SCREEN

⑫ TERRAZO EFFECT TILES/PATTERN WITH GOLD  
BEADING DETAIL

⑬ 3D GOLD FAN DETAIL WITH EMBOSSED OR RELIED  
PALM LEAF PATTERN

⑭ WARM WHITE GLOBE PENDANT LAMPS

⑮ REAL FOLIAGE COVER

⑯ WOOD-CLAD ENCLOSURE

⑰ SCREEN

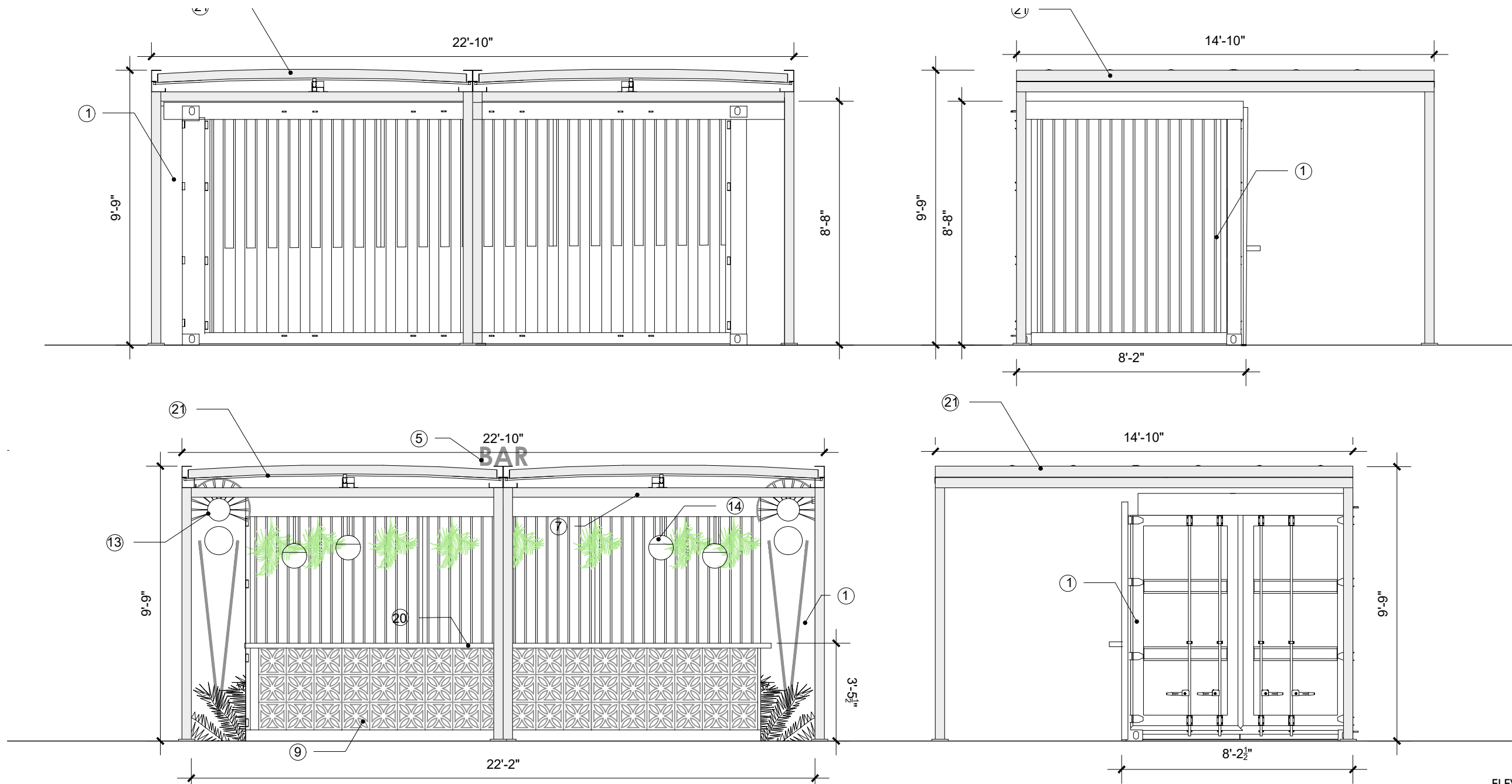
⑱ METAL CORRUGATED ENCLOSURE

⑲ TERRAZZO EFFECT TILE COUNTERTOP

⑳ STAINED CHEVRON WOOD PATTERN  
COUNTERTOP

㉑ FREE-STANDING RETRACTABLE CANVAS  
STRUCTURE

㉒ REMOVABLE COVER (DOTTED LINE FOR  
CLARITY)





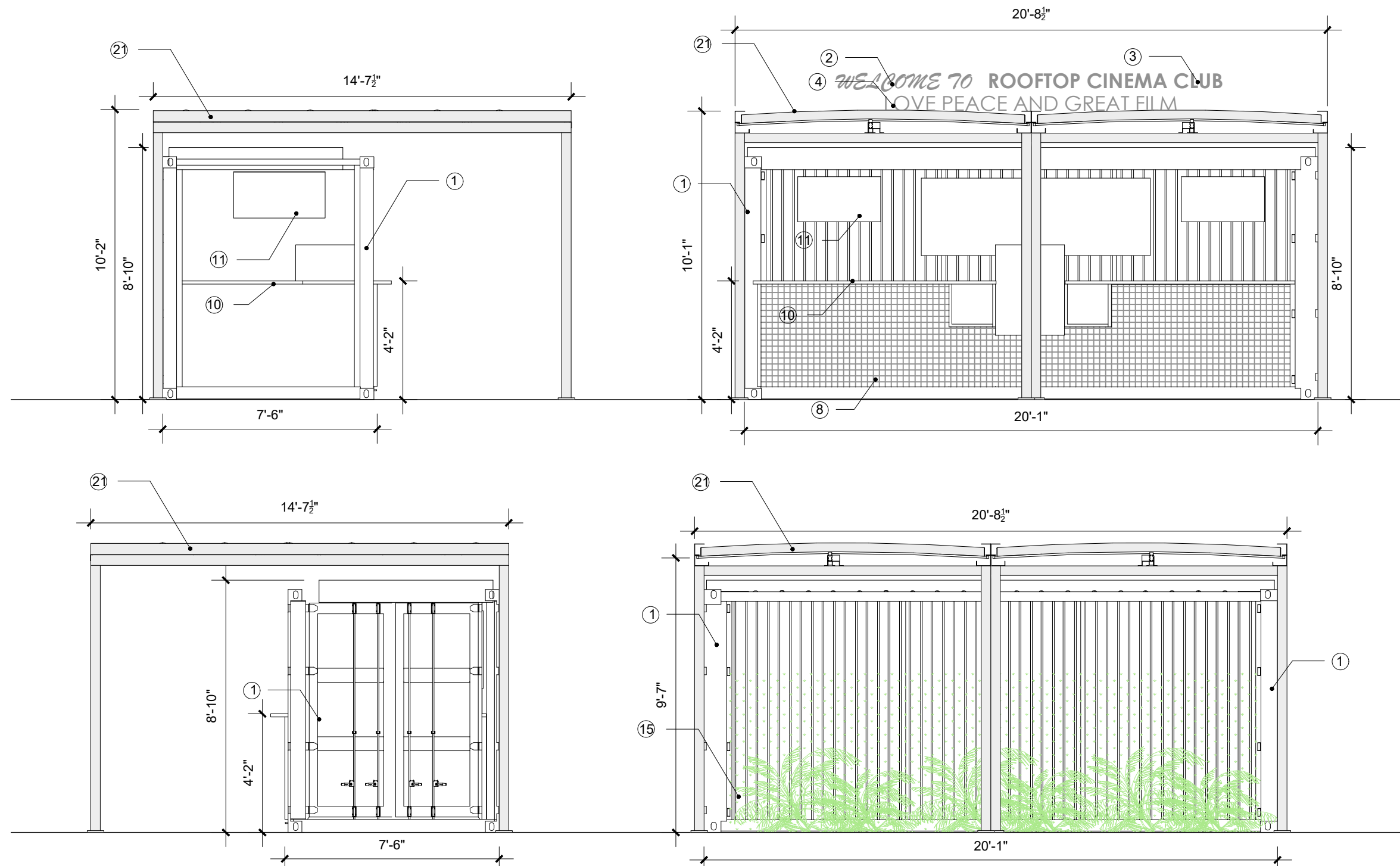
ELEVATIONS-  
TICKET BOOTH  
MODULAR  
STRUCTURE

ELEVATION LEGEND:

- ① CORTEN STEEL PRIMED AND PAINTED
- ② SIGN: RETRO LIGHTING, BULB-LIT, BENT METAL FRAME, POWDER COATED IN PURPLE. ROOFTOP FONT
- ③ SIGN: METAL FRAME, POWDER COATED IN DARK PURPLE WITH INTERNAL PURPLE NEON / LED. ROOFTOP FONT
- ④ SIGN: 3D CUT LETTER, PURPLE FINISH. ROOFTOP FONT
- ⑤ SIGN: 3D CUT GOLD LETTER. RELIEF FAN DETAIL WHERE SHOWN
- ⑥ ROUND GOLD WALL SCONCE

- ⑦ NEON / LED LIGHT STRIP
- ⑧ CERAMIC TILED FRONT
- ⑨ DECORATIVE CONCRETE BRICKS, PAINTED FINISH
- ⑩ BLACK MARBLE EFFECT LAMINATE COUNTERTOP WITH LED STRIP LIGHT
- ⑪ BACKLIT GOLDEN CASE BOX SCREEN
- ⑫ TERRAZO EFFECT TILES/PATTERN WITH GOLD BEADING DETAIL
- ⑬ 3D GOLD FAN DETAIL WITH EMBOSSED OR RELIED PALM LEAF PATTERN
- ⑭ WARM WHITE GLOBE PENDANT LAMPS
- ⑮ REAL FOLIAGE COVER

- ⑯ WOOD-CLAD ENCLOSURE
- ⑰ SCREEN
- ⑱ METAL CORRUGATED ENCLOSURE
- ⑲ TERRAZZO EFFECT TILE COUNTERTOP
- ⑳ STAINED CHEVRON WOOD PATTERN COUNTERTOP
- ㉑ FREE-STANDING RETRACTABLE CANVAS STRUCTURE
- ㉒ REMOVABLE COVER (DOTTED LINE FOR CLARITY)



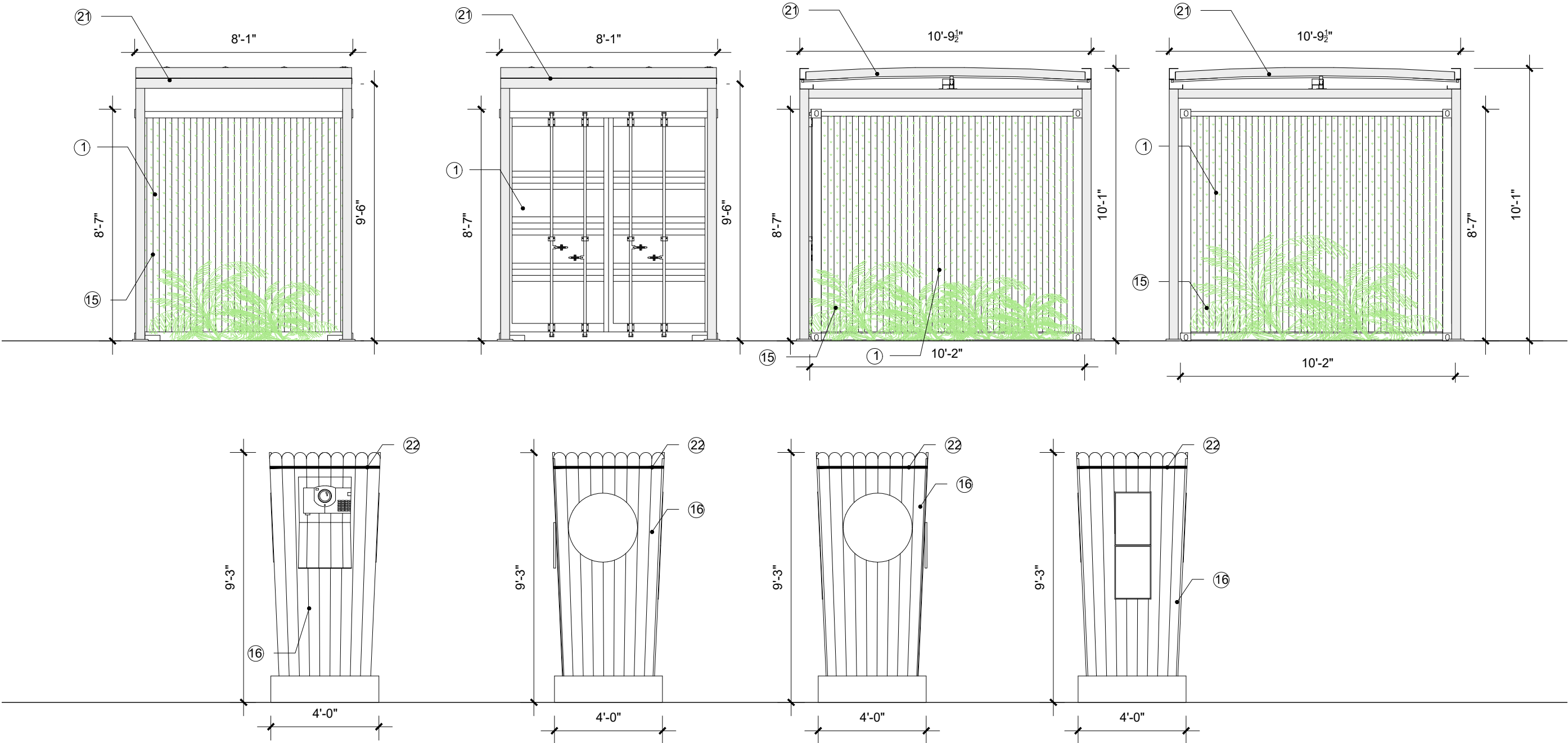


ELEVATION LEGEND:

- ① CORTEN STEEL PRIMED AND PAINTED
- ② SIGN: RETRO LIGHTING, BULB-LIT, BENT METAL FRAME, POWDER COATED IN PURPLE. ROOFTOP FONT
- ③ SIGN: METAL FRAME, POWDER COATED IN DARK PURPLE WITH INTERNAL PURPLE NEON / LED. ROOFTOP FONT
- ④ SIGN: 3D CUT LETTER, PURPLE FINISH. ROOFTOP FONT
- ⑤ SIGN: 3D CUT GOLD LETTER. RELIEF FAN DETAIL WHERE SHOWN
- ⑥ ROUND GOLD WALL SCONCE

- ⑦ NEON / LED LIGHT STRIP
- ⑧ CERAMIC TILED FRONT
- ⑨ DECORATIVE CONCRETE BRICKS, PAINTED FINISH
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- ㉑ FREE-STANDING RETRACTABLE CANVAS STRUCTURE
- ㉒ REMOVABLE COVER (DOTTED LINE FOR CLARITY)





PROJECT:



ROOFTOP  
CINEMA

1212 Lincoln Rd  
Miami Beach, FL 33139

DRAWING:

ELEVATIONS-  
SCREEN AND  
STORAGE

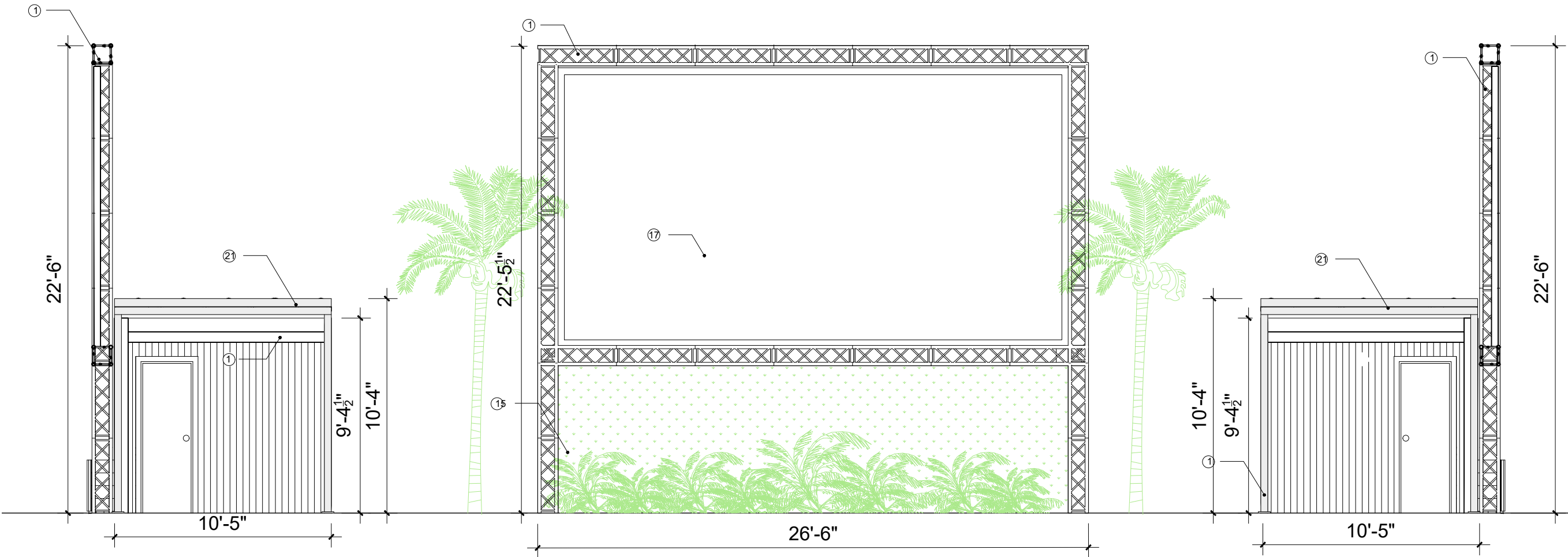
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ARCHITECTURE, INC. © 2020  
SCALE: 1/8" = 1'-0"  
CHECK: JMcG  
DATE: 10/19/2020  
SHEET NUMBER

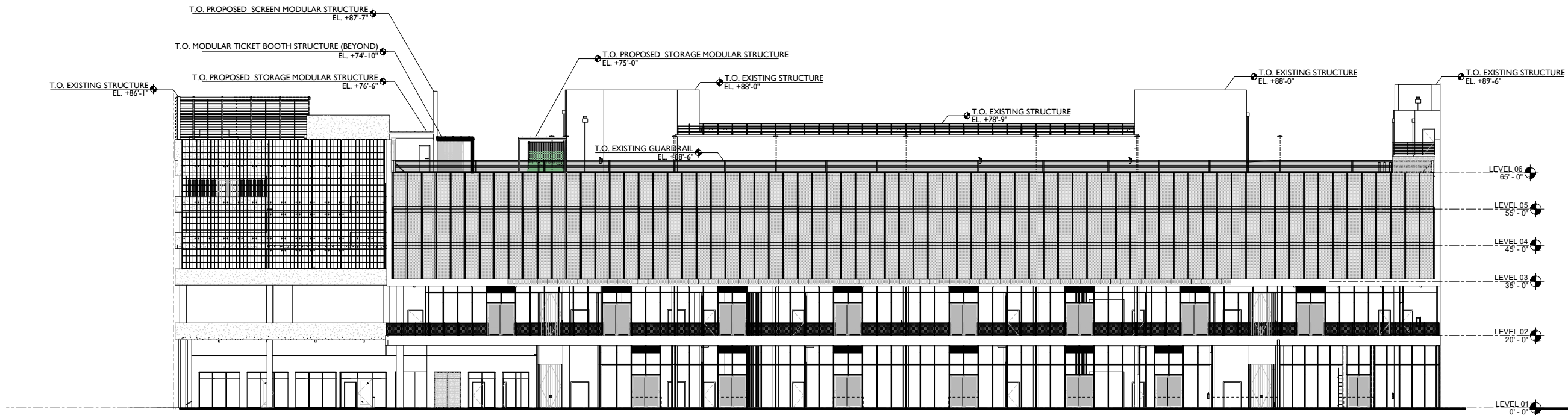
ELEVATION LEGEND:

- ① CORTEN STEEL PRIMED AND PAINTED  
② SIGN: RETRO LIGHTING, BULB-LIT, BENT METAL  
FRAME, POWDER COATED IN PURPLE. ROOFTOP  
FONT  
③ SIGN: METAL FRAME, POWDER COATED IN DARK  
PURPLE WITH INTERNAL PURPLE NEON / LED.  
ROOFTOP FONT  
④ SIGN: 3D CUT LETTER, PURPLE FINISH. ROOFTOP  
FONT  
⑤ SIGN: 3D CUT GOLD LETTER. RELIEF FAN DETAIL  
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⑮ REAL FOLIAGE COVER

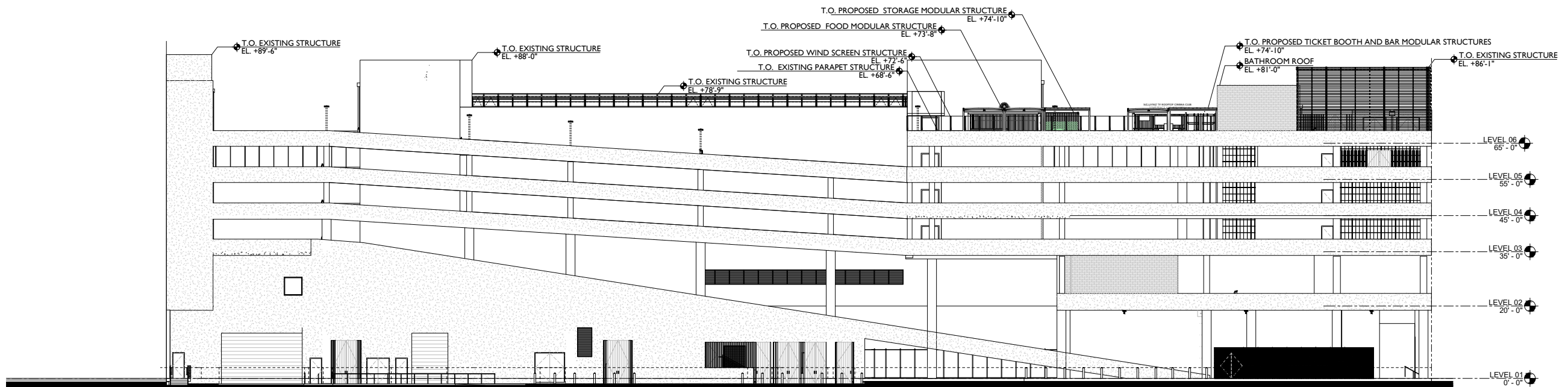
- ⑯ WOOD-CLAD ENCLOSURE  
⑰ SCREEN  
⑱ METAL CORRUGATED ENCLOSURE  
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COUNTERTOP  
㉑ FREE-STANDING RETRACTABLE CANVAS  
STRUCTURE  
㉒ REMOVABLE COVER (DOTTED LINE FOR  
CLARITY)





ALTON ROAD

ELEVATION OVERALL- EAST |  $\frac{1}{32}'' = 1'-0''$



ALLEY

ELEVATION OVERALL- WEST |  $\frac{1}{32}'' = 1'-0''$





**ROOFTOP  
CINEMA**

1212 Lincoln Rd  
Miami Beach, FL 33139

**OVERALL  
ELEVATIONS**

JENNIFER McCONNEY FLORIDA LIC# AR93044

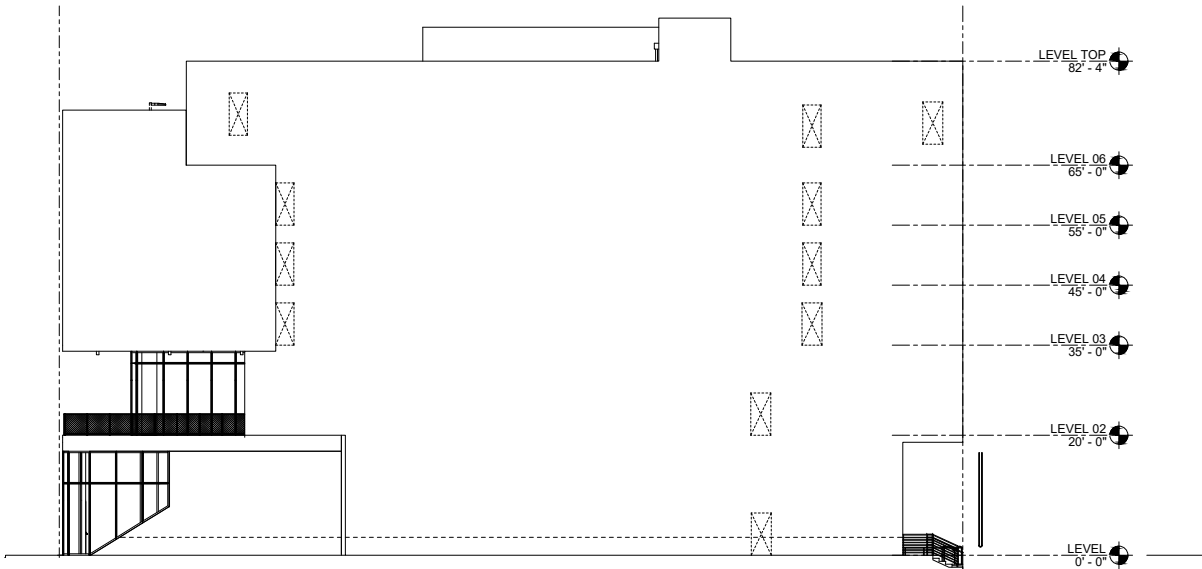
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SCALE: 1/8"=1'-0"

CHECK: JMcG

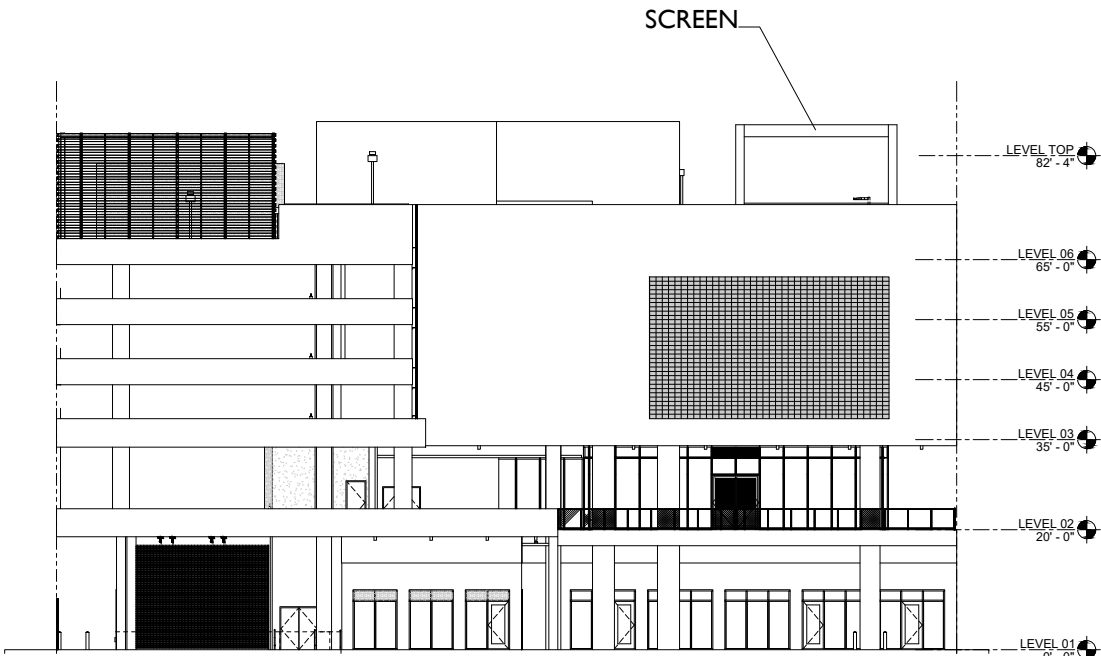
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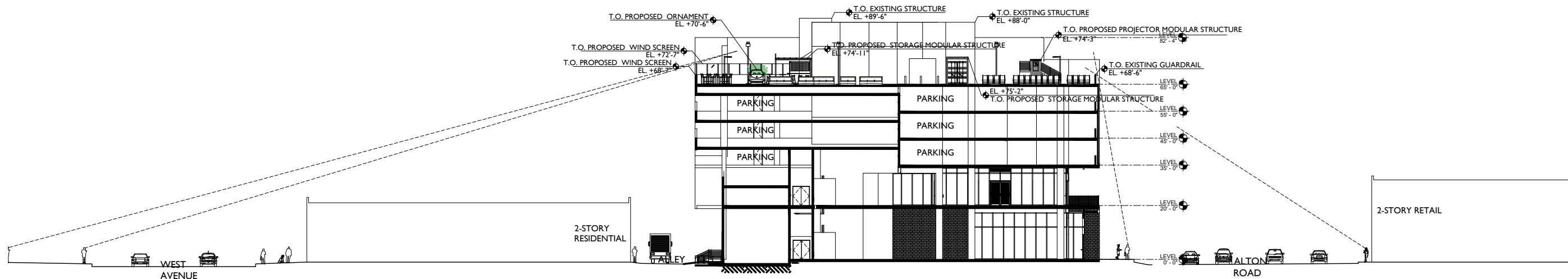
PARKING

NORTH ELEVATION - 1/32" = 1'-0"

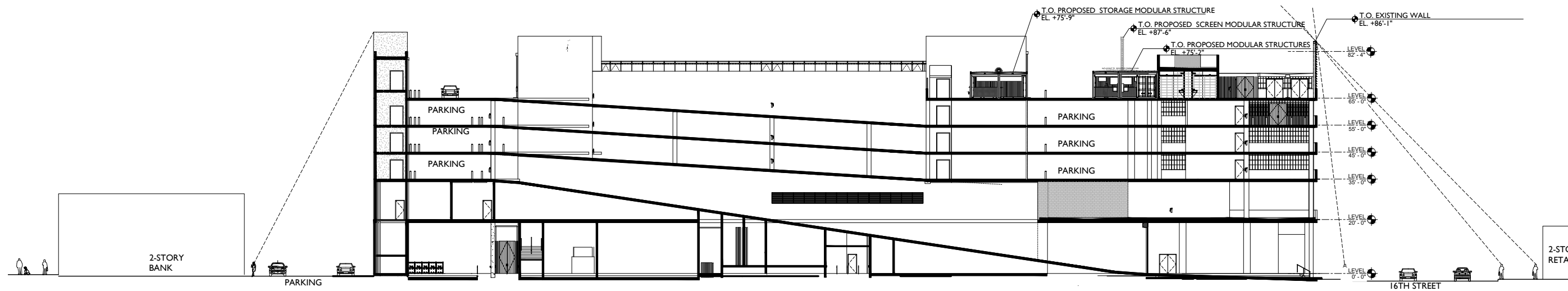


I6TH STREET

SOUTH ELEVATION 1/32" = 1'-0"



1. SECTION FACING NORTH SHOWING LINES OF SIGHT 1" = 40'-0"



2. SECTION FACING WEST SHOWING LINES OF SIGHT 1" = 40'-0"





ROOFTOP  
CINEMA

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Miami Beach, FL 33139

SECTIONS

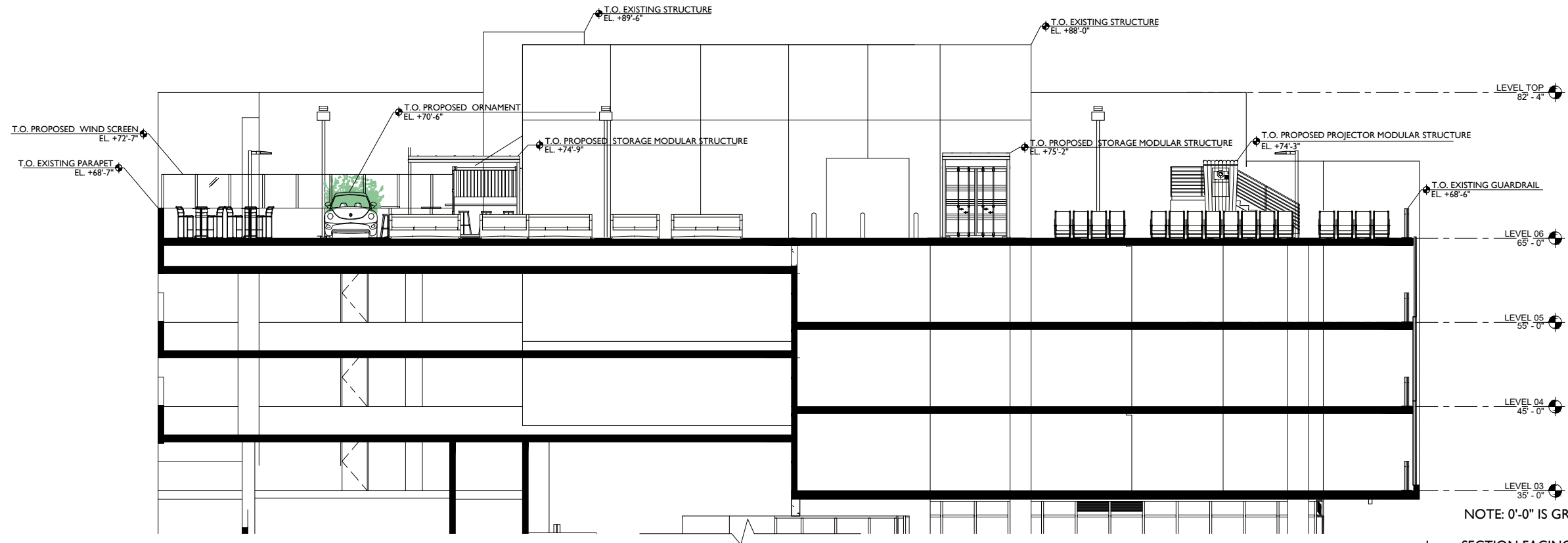
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SCALE:

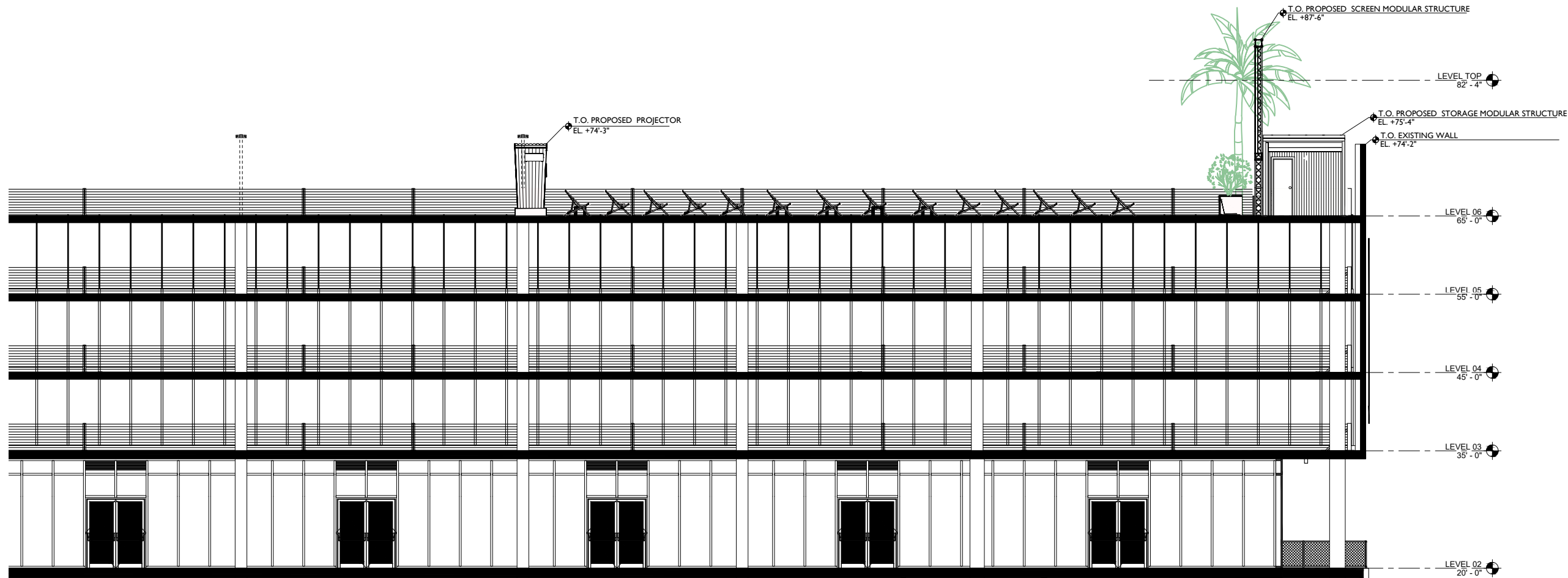
CHECK: JMcG

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1. SECTION FACING NORTH 1" = 15'-0"



2. SECTION FACING EAST 1" = 15'-0"