

# MIAMI BEACH

## PLANNING DEPARTMENT

### Staff Report & Recommendation

### Design Review Board

TO: DRB Chairperson and Members

DATE: September 6, 2022

FROM: Thomas R. Mooney, AICP  
Planning Director

SUBJECT: DRB22-0864  
**2057 71<sup>st</sup> Street – Miami Beach Entrance Sign**

An application has been filed requesting Design Review Approval on an advisory basis, for the construction of a new Miami Beach entrance sign, and associated construction, to replace an existing entrance sign in the right-of-way, to be demolished

#### **Project Description:**

The Office of Capital Improvements Projects (CIP) has submitted a project for advisory review to the Design Review Board. The project area is an irregularly shaped site located at the western entrance of Normandy Isles, where the John F. Kennedy Causeway intersection with Bay Drive and diverges into Normandy Drive and 71<sup>st</sup> Street.

The proposed entrance sign is one of two proposed North Beach Entrance Markers on City-owned lots, the second which is sited at Harding and 87<sup>th</sup> Street and will appear before the Historic Preservation Board. The subject sign will replace an existing entrance sign. The design proposes large channel letters, 4'-10" in height, that spell out "MIAMI BEACH" at the base of an architectural canopy. The canopy is supported by rectilinear piers painted in a varying Pantone palette of "Neon Pink", "Disco Ball Metallic" and "Sand", and features perforations that allow for palm trees to be weave through the structure. In addition to the new entrance marker, lighting, landscape and general restoration of hardscape is part of the project scope.

#### **Recommendation:**

Staff has the following recommendations for the project:

1. Pedestrian accessibility to the sign from the eastern portion of site, or Normandy Drive.

The recommendations of the Board will be transmitted via LTC to the City Commission.