

**PPF 723 Lincoln Lane, LLC  
c/o Terranova Corporation  
801 Arthur Godfrey Road, Suite 500  
Miami Beach, FL 33140**

Mr. Tom Mooney,  
Planning Director  
City of Miami Beach  
1700 Convention Center Drive  
Miami Beach, Florida 33139  
June 18, 2018

**Re: Letter of Intent re Design Review Board Application for Variance and Modification  
of Final Order re File No. 23076 for 723 Lincoln Lane (the "Approval")**

Dear Mr. Mooney:

PPF 723 Lincoln Lane, LLC is the owner of the property located at 723 Lincoln Lane North (the "Property"). This letter of intent, along with our application, seeks Approval for our proposed signage plan for the Lincoln Eatery, a new food hall that we plan to open later this year. To effectuate our plan we request consent to a variance from the Design Review Board modifying the placement and size of building identification signage on the Lincoln Lane North canopy to make the space visible from Lincoln Road, as well as approval of the proposed tenant signage plan to reflect the layout of the project (see page 9, signage schedule, in attached application).

The property is zoned CD-3 and contains a 44,700 sf building constructed according to approved plans. The redevelopment of this building is integral in achieving the desired objective of the City of Miami Beach to (i) enliven the pedestrian experience along Meridian Avenue and Lincoln Lane North, and (ii) expanding the Lincoln Road Mall experience into the Lincoln Road District, per the master plan adopted by the City (the "Strategy"). Marshalls occupies the 2<sup>nd</sup> and 3<sup>rd</sup> floor of the building, and the ground floor will be occupied by the Lincoln Eatery, a new 10,000 square foot food hall with approximately 16 tenants, slated to open in the fourth quarter of this year.

To realize the strategy of activating Lincoln Lane, we need to accomplish a signage program given the particular characteristics of this building design, which contains no parapet, is glass curtain wall clad in aluminum fins, and has a canopy that runs the length of Lincoln Lane. The prominence of the ground floor tenant requires that it receives a building ID sign to help visitors locate the establishment, and the signage must be appended from the facade in manner appropriate under the circumstances. We believe the best way to attach signs for the Lincoln Eatery tenant, without compromising the design of the building, is to use the depicted

projecting open channel letter approach on top of the canopy. Additionally, the tenant has entrances on three sides, and accordingly needs hanging signs over doors to assist in identifying entrances in all locations. The existing DRB approval contains authorization for six over door signs on the Lincoln Lane façade, which we are proposing to reduce to two signs, to reflect the modified layout and door placement.

In summary, this property is a critical part of the Strategy to develop the Lincoln Road District, To draw the attention of pedestrians while preserving the design integrity of the approved design of the building, it is essential that we incorporate vertical signs into the design of the building to complement the defining vertical features of the building. Blade signs are the appropriate intervention on the South and West while a flush mounted sign on the East will work.

To further analyze the basis of the request, please see the following analysis pursuant to section 118-353(d) of the City Code. Given that this application only pertains to signage, we believe that section 113-50 is not applicable.

According to Section 118-353(d) of the Miami Beach code, our rationale for the request is as follows:

- (1) Special conditions and circumstances exist which are peculiar to the land, structure, or building involved and which are not applicable to other lands, structures, or buildings in the same zoning district;
  - o Prior to construction of the new building, Lincoln Lane did not have a sidewalk suitable to creating a desirable pedestrian space. In order to create the most appealing ground floor pedestrian experience possible, the designers chose to set back the building 8'2" from the street (further than the 5 foot requirement) to create a broader, more appealing sidewalk along what is presently a narrow pedestrian space along Lincoln Lane, and further elected to cover the sidewalk with the canopy. Through this design, Lincoln Lane has become a much more appealing street. However, because the building is set back further from Lincoln Road, the visibility of this new destination and the ability to achieve the purpose of activating Lincoln Lane is challenged, and certain signage considerations must be made.
- (2) The special conditions and circumstances do not result from the action of the applicant;
  - o The special circumstance that necessitates the transparent design and the relationship between the building and the street is the public policy goal to enliven Lincoln Lane.

(3) Granting the variance requested will not confer on the applicant any special privilege that is denied by these land development regulations to other lands, buildings, or structures in the same zoning district

- There is nothing in this request that will grant the applicant a special privilege.

(4) Literal interpretation of the provisions of these land development regulations would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of these land development regulations and would work unnecessary and undue hardship on the applicant;

- Commonly retail tenants in this district enjoy visibility from Lincoln Road and the ability for shoppers to locate the entrances to their establishment. Literal interpretation of the land development regulations would prevent the applicant from securing these rights.

(5) The variance granted is the minimum variance that will make possible the reasonable use of the land, building or structure;

- The variance requested is the minimum needed to effectuate the goals, and is in keeping with the context of the building by matching the height of the letters to the height of the Marshall's sign previously approved.

(6) The granting of the variance will be in harmony with the general intent and purpose of these land development regulations and that such variance will not be injurious to the area involved or otherwise detrimental to the public welfare; and

- This design will be compatible with land development regulations and not injurious or detrimental to the public welfare.

(7) The granting of this request is consistent with the comprehensive plan and does not reduce the levels of service as set forth in the plan.

- Granting this request is consistent with the comprehensive plan and has no effect on levels of service.

We are excited about this project and believe that your approval of the requested Application for Variance and related modifications of the File No. 23076 above described will be beneficial to the City of Miami Beach, the Lincoln Road District and the property owner. For the foregoing reasons, we respectfully request your support and approval.

Mr. Tom Mooney  
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Thank you in advance for your time and thoughtful consideration of this request.

PPF 723 Lincoln Lane, LLC, a Florida limited liability company,  
acting by and through its sole Member, to wit:

By: PPF Lincoln Road Venture, LLC,  
a Delaware limited liability company

By: Lincoln Road MM, LLC, a Florida limited  
liability company, its Manager

By:



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Stephen H. Bittel, Manager