

**PPF MBL Portfolio , 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  
December 7, 2018

**Re: Letter of Intent and Variance Request for HPB18-0254, placement and size of building signs (the “Approval”)**

Dear Mr. Mooney:

PPF MBL Portfolio, LLC is the owner of the property located at 801 Lincoln Road (the "Property"). This letter of intent, along with our application, seeks Approval for our proposed signage plan for the new building constructed on the north side of the historic property at 801 Lincoln Road. To effectuate our plan we request approval to modify the placement and size of building identification signage on the all glass building 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.

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, and has a canopy that runs the length of Lincoln Lane.

To analyze the basis of the request, please see the following analysis pursuant to section 118-353(d) of the City Code.

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 further than required from the street 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, this condition lessens 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;

- 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. Additionally, the building is not as transparent as desired because of the reflective quality of the glass that was necessary to reduce the heat load from solar exposure which makes the building more sustainable.

(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 scale proportion and form of the building.

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(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 plan and believe that granting the requested certificate of appropriateness and variances of the requested Application for Variance and related modifications will be beneficial to the City of Miami Beach, the Lincoln Road District and the property owner.

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

PPF MBL Portfolio, 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:

  
\_\_\_\_\_  
Mindy McIlroy, Manager