

submitted
Dec. 11, 2018
"Exhibit A"

HPB File No. HPB18-0245
MAC1045 5TH ST, LLC
1045 5TH Street, 1031 5TH Street,
527 Lenox Avenue & 543 Lenox Avenue
December 11, 2018

MODIFIED ORDER

* * *

II. Variance(s)

- A. The applicant filed an application with the Planning Department for the following variance(s) which were either approved by the Board with modifications, or denied:

The following variances were approved by the Board:

A. Sign area at the ground floor.

Variances Board to exceed by 5.3 square feet the maximum allowed aggregate sign area (which ranges from 15 square feet to 27.6 square feet for each commercial space) in order to install one 5.3 square feet projecting sign for twelve (12) commercial spaces at the ground level along Lenox Avenue and 5th Street, resulting in an aggregate sign area ranging from 20.3 square feet to 32.9 square feet for each commercial space.

A variance to exceed by 48 square feet the maximum of zero (0) square feet of sign area allowed in order to install a wall sign (Target) with 48 square feet at the ground floor facing Lenox Avenue.

B. Street Access.

Variances from the requirement of having direct access to the street for each licensed establishment, for six (6) signs facing Lenox Avenue and seven (7) signs facing 5th Street.

C. Location

Variances for the location of five (5) signs facing Lenox Avenue and seven (7) signs facing 5th Street, to be located above the ground floor.

D. Sign area above the ground floor

Variances to exceed the maximum sign area of zero square feet in order to install three (3) wall signs on the third (3rd) floor facing Lenox Avenue and three (3) wall signs on the third (3rd) floor facing 5th Street, each with an area of 25 square feet.

Variances to exceed the maximum sign area of zero (0) square feet in order to install one (1) wall sign and one (1) projecting sign associated with Target on the second floor facing Lenox Avenue, with an aggregate area of 52.2 square feet, and to install three (3) wall signs and one (1) projecting sign associated with Target on the second floor facing 5th Street, with an aggregate area of 117.7 square feet.

E. Projecting sign area

Variances to exceed by 5 square feet the maximum sign area of 15 square feet allowed for a projecting sign in order to install one projecting sign (Target sign A) facing Lenox Avenue and one projecting sign facing 5th Street, each with an area of 20 square feet.

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G. Directional sign area

A variance to exceed by 8 square feet the maximum area of two (2) square feet allowed for exempted signs in order to install a parking sign with 10 square feet at the second floor facing 5th Street.

~~The following variance was **denied** by the Board:~~

F. Directory sign area

A variance to exceed by 18 square feet the maximum area of six (6) square feet allowed for a directory sign in order to install a directory sign with 24 square feet at the ground floor facing 5th Street.

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- C. The Board hereby **Approves** the requested variance(s) A, B, C, D, E, F and G and imposes the following condition based on its authority in Section 118-354 of the Miami Beach City Code.



December 11, 2018

Historic Preservation Board Members
c/o Thomas Mooney, Planning Director
Planning Department
City of Miami Beach
1700 Convention Center Drive, 2nd Floor
Miami Beach, Florida 33139

RE: Support for Requests for Certificate of Appropriateness and Variances (File No. IIPB18-0245) for Master Signage Plan for Retail Project at 1045 5th Street, Miami Beach, Florida.

Dear Historic Preservation Board Members:

I am the owner of the LuLav Square apartment community located near the above-referenced property. Recently, I had an opportunity to meet with The Seyer Group to review the project and am impressed with the building design, floor plans and exterior finishes including the signage and how nicely it will fit into our neighborhood.

The LuLav Square community is composed of 140 units of senior housing. Our Property Manager, Aura Escalante, shares, our residents are excited for the addition, particularly the new Target and they are looking forward to having options for grocery and household products within walking distance.

We appreciate the clear and concise identification and directional signage on the building that will facilitate vehicular traffic flow and maintain a safe pedestrian environment for our residents and other shoppers. We all look forward to a 2019 opening.

Sincerely,

Donald W. Paxton