

July 7, 2016

Members of the Historic Preservation Board
c/o Thomas Mooney
City of Miami Beach
Planning, Design & Historic Preservation Division
1700 Convention Center Drive
Miami Beach, Florida 33139

Re: Americas Trade Center, The Application for Modification of an Certificate of Appropriateness for Design of Signage along Lincoln Road/ 230 Lincoln Road, Miami Beach, Florida.

Dear Members of the Historic Preservation Board:

This letter accompanies the Modification application by Americas Trade Center (the "Applicant") for 230 Lincoln Road, (the "Project") for the public hearing before the City of Miami Beach Historic Preservation Board (the "Board") HPB Order File 7362.

The proposed project is the renovation of an abandoned interior mall structure with many small shops, that closed over 25 years ago in the 1980's, located at 230 Lincoln Road. The building on the Project, while in the Flamingo Park Historic District, is not a contributing building to the district. The Building originally housed the Carib Theater, one of a series of similar Movie Palaces built by the Wometco Group throughout the country, and featuring the typical marquee and map feature on the Lincoln Road Façade as well as a 'Caribbean themed' interior lobby with a large retractable skylight.

In homage to the lost marquee and lobby of the original theatre building, the proposed development of the site reintroduces these elements in a modern interpretation. The marquee becomes an iconic feature that integrates with the new building's open exterior tropical courtyard and both prominent design features are carefully based on the original theatre's proportions, motifs and are reflective of the design spirit of the original. The map is reinterpreted in an etched and lit glass reinterpretation, located above the marquee feature. The reinterpretation of the tropical lobby as an iconic and significant public courtyard space will bring increased pedestrian activity to this block of Lincoln Road, and will be a bridge between the high pedestrian use of Collins Avenue and the Pedestrian portion of Lincoln Road to the West.

The site is zoned CD-3, Commercial High Intensity District, having a F.A.R. of 2.75 with a total allowable F.A.R. 62,368 sq. ft. The Applicant proposes to renovate and built 62,368 square feet of F.A.R.

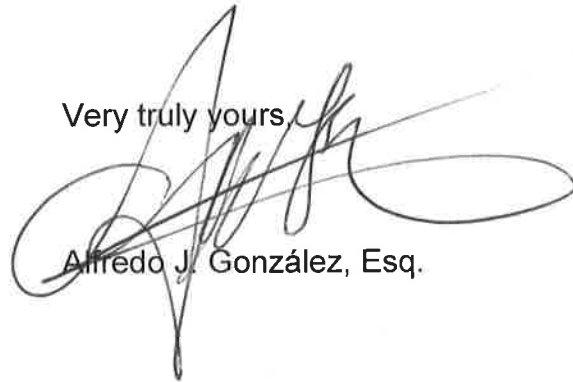
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After further development of the Project the Applicant is requesting the following modifications to introduce and have approved the proposed signage on Lincoln Road frontage under Code Sec. 138-173 the Lincoln Road Signage district as detailed in the attached plans.

The Applicant has worked with the staff prior to submitting this modification and based on the foregoing, we respectfully request your favorable consideration of this application.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Alfredo J. González', is written over the closing 'Very truly yours,'. The signature is fluid and stylized, with a large loop at the end.

Alfredo J. González, Esq.

Enclosures

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