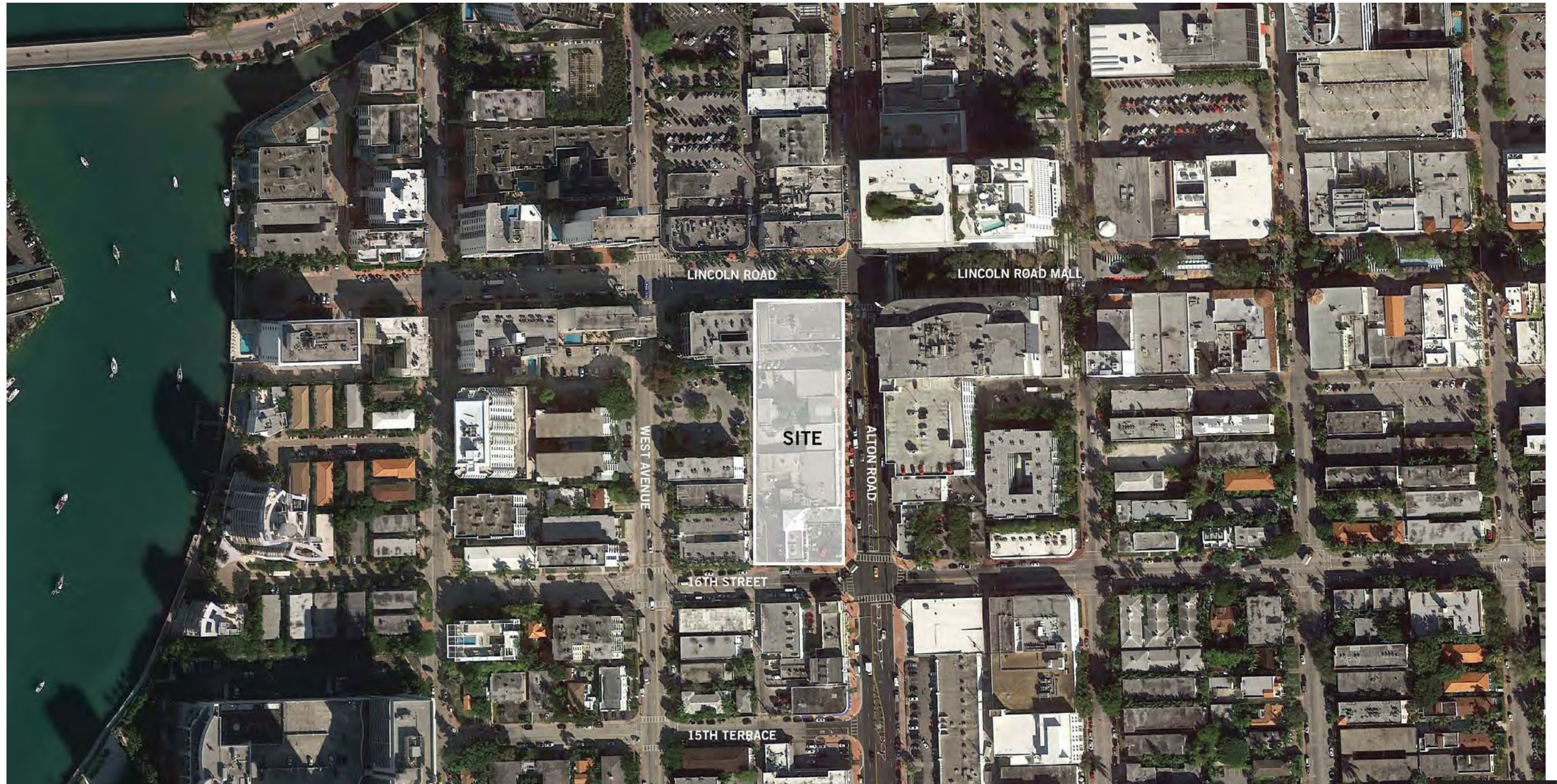


# 1212 LINCOLN

1212 LINCOLN ROAD  
MIAMI BEACH, FLORIDA

DESIGN REVIEW BOARD

SIGNAGE AND GRAPHICS FINAL SUBMITTAL - July 23, 2019





CURRENT ZONING VARIANCE REQUESTS - SIGNAGE

138-16 PROJECTING SIGN		
REGULATION	REQUIREMENT	PROPOSED
MAX AREA	15 SF	16th ST PARKING SIGN; VARIANCES REQUESTED (#68-71); SEE APPENDIX B; REVOCABLE PERMIT TO BE SOUGHT ALTON PARKING SIGN; VARIANCES REQUESTED (#64-67); SEE APPENDIX B; REVOCABLE PERMIT TO BE SOUGHT

NOTE

REVOCABLE PERMIT WILL BE SOUGHT FOR EACH OF TWO SIGNS:

1. PARKING SIGN AT SE CORNER ON ALTON ROAD
2. PARKING SIGN AT SW CORNER ON 16TH STREET

SHEET NUMBER	SHEET NAME
PAGE 2	SURVEY
PAGE 3	LOCATION PLAN
PAGE 4	ZONING DATA AND DRAWING LIST
PAGE 5	BUILDING PLANS
PAGE 6	LANDSCAPE PLANS
PAGE 7	ZONING AND VARIANCES SUMMARY
PAGE 8	SIGNAGE LOCATIONS AND VARIANCES - PLANS
PAGE 9	SIGNAGE LOCATIONS AND VARIANCES - ELEVS
PAGE 10	ELEVATIONS: LANDSCAPE AND SIGNAGE
PAGE 11	EXISTING BUILDING KEY PLAN
PAGE 12	EXISTING BUILDING SITE PHOTOS
PAGE 13	EXISTING BUILDING SITE PHOTOS
PAGE 14	EXISTING BUILDING SITE PHOTOS
PAGE 15	EXISTING BUILDING SITE PHOTOS
PAGE 16	APPENDIX B - PARKING SIGNS
PAGE 20	APPENDIX C - DIRECTIONAL SIGNAGE

(NOTE: APPENDIX A IS NOT USED)

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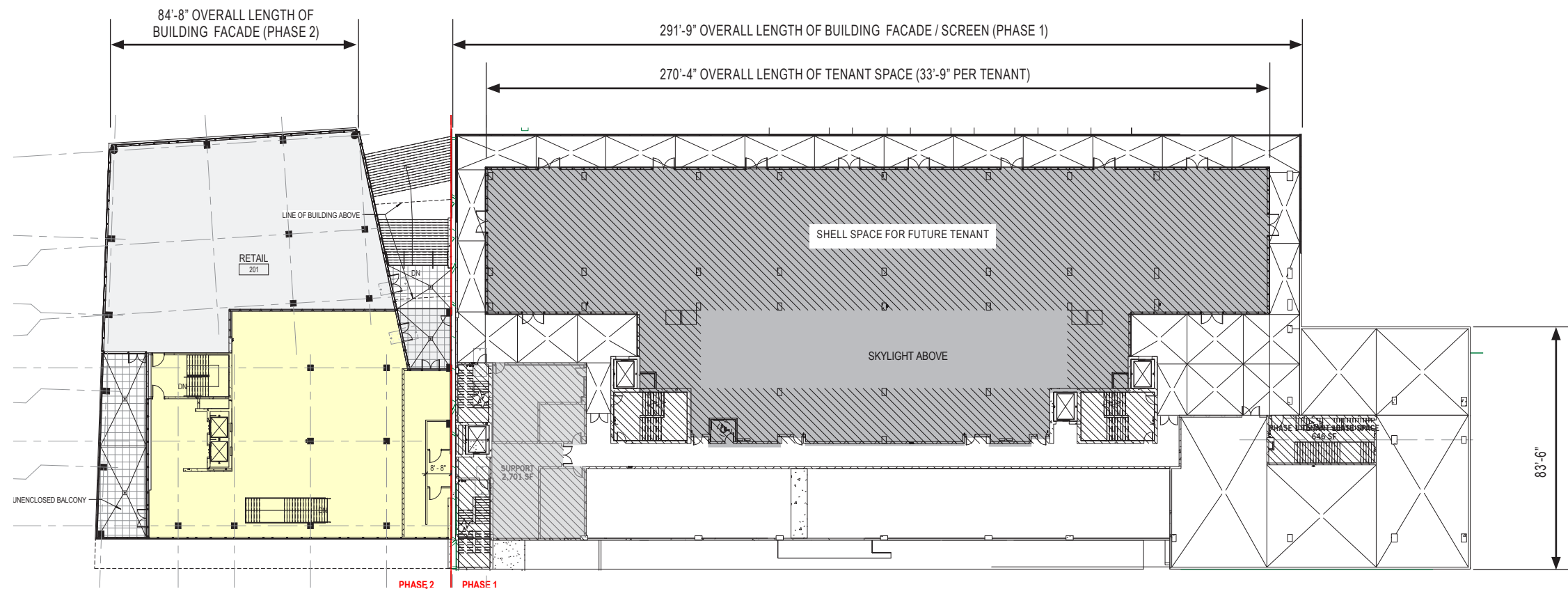
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ZONING DATA AND  
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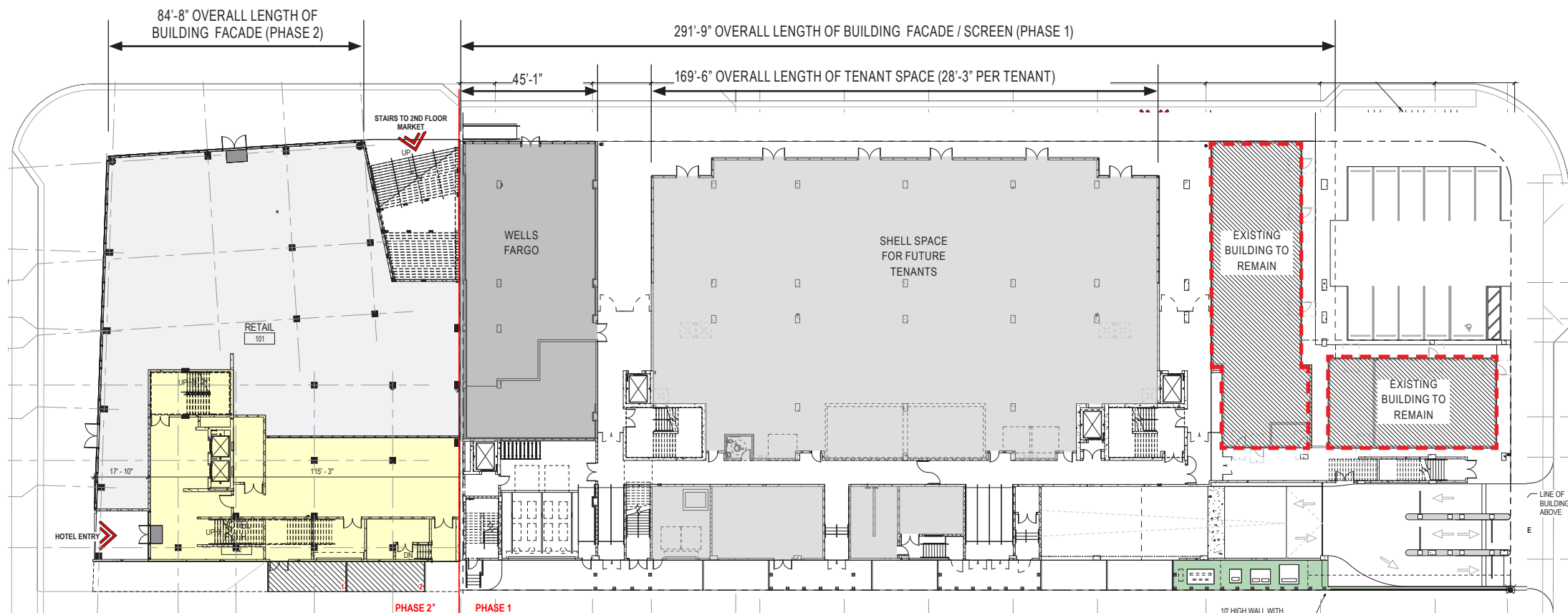
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\*NOTE THAT PHASE 2 IS NOT PART OF PERMIT SUBMITTAL B1505070, BUT IS STILL PART OF THE DRB PACKAGE. PHASE 2 IS TO BE SUBMITTED UNDER SEPARATE PERMIT

SECOND FLOOR PLAN- PER PERMIT SUBMITTAL B1505070



\*NOTE THAT PHASE 2 IS NOT PART OF PERMIT SUBMITTAL B1505070, BUT IS STILL PART OF THE DRB PACKAGE. PHASE 2 IS TO BE SUBMITTED UNDER SEPARATE PERMIT

FIRST FLOOR PLAN- PER PERMIT SUBMITTAL B1505070

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**BUILDING PLANS**

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ZONING AND  
VARIANCES

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LINCOLN ROAD

0'-0" SETBACK FOR  
EXISTING BUILDING

EXISTING TO DEMOLISH  
IN PHASE 2

EXISTING 20' ALLEY

SITE AREA  
55,551 SF

ALTON ROAD

2ND FLOOR TO BE  
DEMOLISHED

EXISTING TO  
REMAIN  
2,005 SF

EXISTING  
TO  
REMAIN  
2,815 SF

SITE AREA  
15,115 SF

16TH STREET

② EXISTING CD2 COMMERCIAL MEDIUM DENSITY  
1" = 30'-0"

N

LINCOLN ROAD

VARIANCES GRANTED JULY 05, 2016

VARIANCE

A rear pedestal setback variance to permit the hotel use to be located 10 feet from the rear on the first and second floors.

VARIANCE

A rear setback pedestal variance to permit the hotel use to be located 0 feet from the rear on the third floor and above.

VARIANCE

A rear setback tower variance to permit the hotel use to be located 0 feet from the rear.

VARIANCE

A rear setback pedestal variance to permit the commercial floors (second and above) to be located at 0 feet where 5 feet would be required.

VARIANCE

A rear setback tower variance to permit the commercial floors (second and above) to be located at 0 feet where 5 feet would be required.

EXISTING 20' ALLEY

PHASE 1  
PHASE 2

VARIANCES GRANTED JULY 05, 2016

VARIANCE

A side street setback pedestal variance to permit the hotel use to locate from 0 feet to 15'7" from the north property line.

VARIANCE

A side street setback tower variance to permit the hotel use 0 feet from the north property line.

VARIANCE

A front setback pedestal variance to permit the hotel use to locate from 0 feet to 4'9" from the east property line above second floor.

VARIANCE

A front setback tower variance to permit the hotel use to locate from 0 feet to 4'9" from the east property line.

VARIANCES GRANTED OCT. 28, 2016

VARIANCE

Roof variance request to allow deck at 5'-0".

VARIANCE GRANTED OCT. 03, 2017

VARIANCE

Minimum unit size variance.

VARIANCE GRANTED JULY 02, 2019

SIGNAGE VARIANCE REQUEST

Request for Building ID Sign to be located vertically on the garage, above tenant spaces

VARIANCES GRANTED JULY 02, 2019

SIGNAGE VARIANCE REQUEST

Request for 2 signs per tenant

SIGNAGE VARIANCE REQUEST

Request for second floor tenants to have multiple signs without direct access from the street (typ.); see Appendix C

SIGNAGE VARIANCE REQUEST

Request hanging tenant signs to exceed aggregate area; see Appendix C

SIGNAGE VARIANCE REQUEST SUMMARY  
(SEE P.8 FOR MORE DETAIL)

SIGNAGE VARIANCE REQUEST

Request for 10 sf hanging directional sign; see Appendix C

SIGNAGE VARIANCE REQUEST

Request for 2 projecting parking signs; seeking revocable permit; see Appendix B

SIGNAGE VARIANCE REQUEST

Request for projecting parking signs to exceed allowable size; seeking revocable permit; see Appendix B

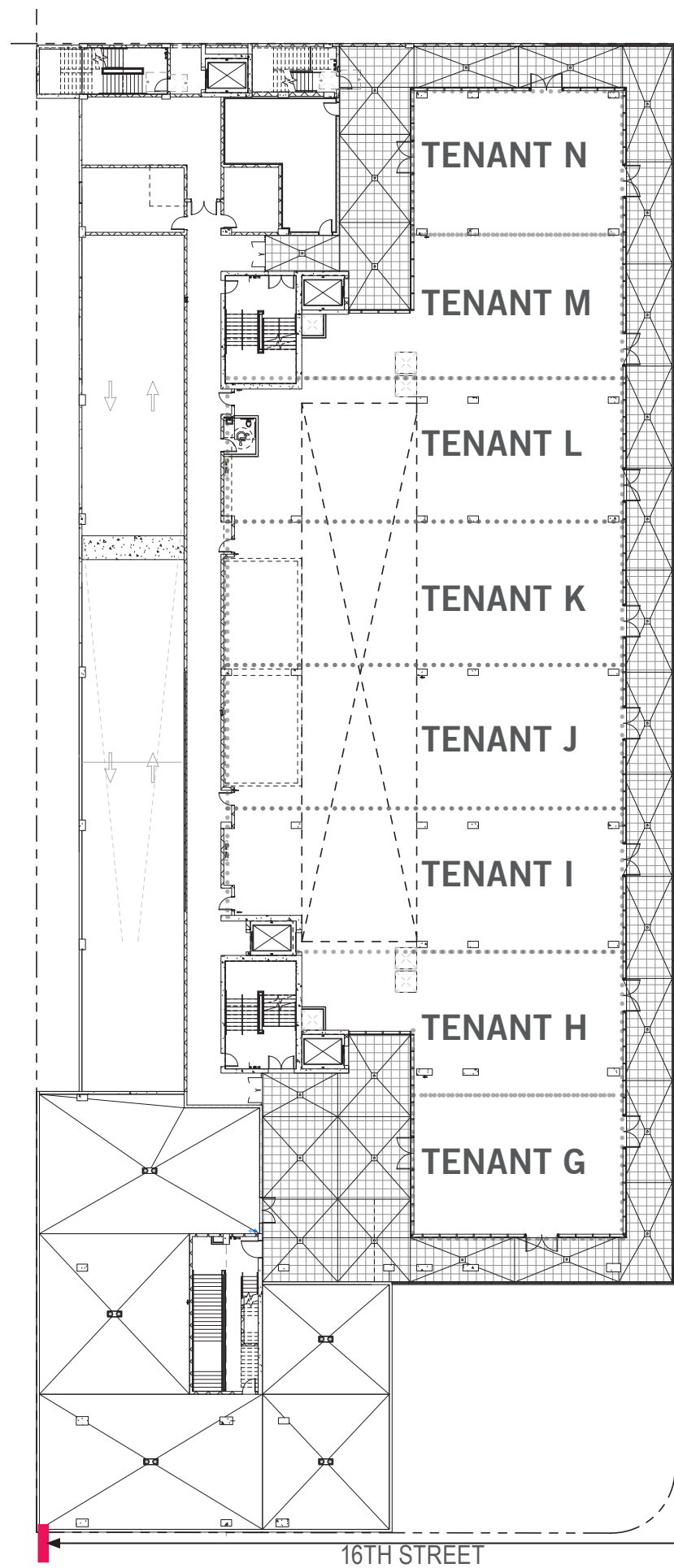
Note: Phase 1 floor plan has been updated to match the plan submitted for permit.

16TH STREET

① PROPOSED CD2 COMMERCIAL MEDIUM DENSITY  
1" = 30'-0"

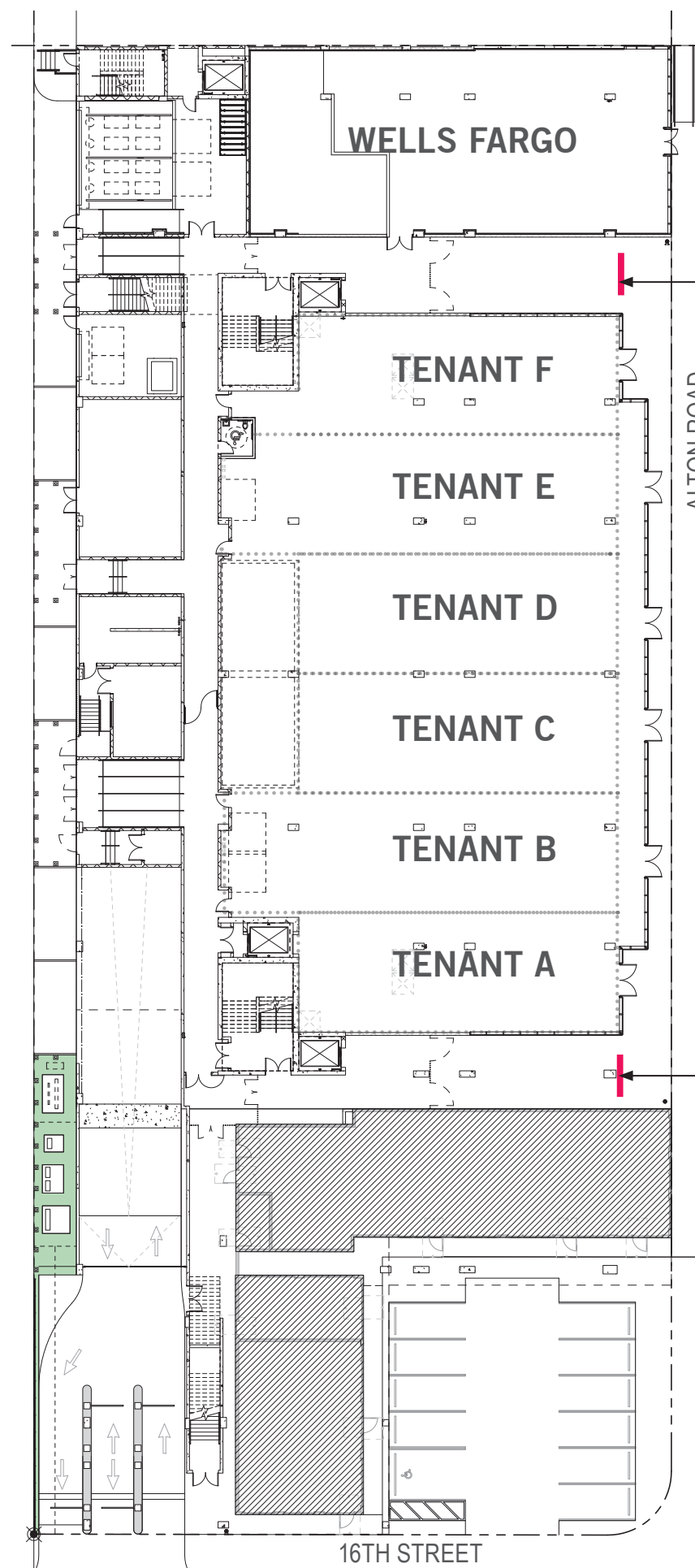
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SECOND FLOOR SIGNAGE LOCATION PLAN - NTS

N



FIRST FLOOR SIGNAGE LOCATION PLAN - NTS

N

10 SF PROJECTING DIRECTIONAL SIGN;  
VARIANCES REQUESTED (#13-19)  
SEE APPENDIX C

10 SF PROJECTING DIRECTIONAL SIGN;  
VARIANCES REQUESTED (#13-19)

GENERAL NOTES:  
SEE APPENDIX B FOR PARKING SIGNS.  
SEE APPENDIX C FOR DIRECTIONAL SIGNAGE.

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**SIGNAGE LOCATIONS  
AND VARIANCES**

SHEET NUMBER

**P.8**

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PARKING SIGN ABOVE FIRST FLOOR; PROJECTING SIGN WITHOUT DIRECT ACCESS FROM THE STREET, 25 SF EXCEEDS ALLOWABLE AREA AND MAXIMUM AGGREGATE; SEEKING REVOCABLE PERMIT FOR PROJECTION INTO RIGHT OF WAY; **VARIANCES REQUESTED (#64-67)**; SEE APPENDIX B

PARKING SIGN ABOVE; PROJECTING SIGN ABOVE THE FIRST FLOOR; SEEKING REVOCABLE PERMIT FOR PROJECTION INTO RIGHT OF WAY; **VARIANCES REQUESTED (#68-71)** SEE APPENDIX B

29 SF REQUESTED

ALLOWABLE AREA: 54'-2" X 83'-6"  
= 4523SF X 1% = 45.22SF

291'-9" LENGTH OF PHASE 1 + 84'-8" LENGTH OF PHASE 2 = 376'-5"

65'-0" FACADE HEIGHT

10 SF PROJECTING DIRECTIONAL SIGN

EAST ELEVATION (ALTON RD)- NTS

PARKING SIGN ABOVE; PROJECTING SIGN ABOVE THE FIRST FLOOR; SEEKING REVOCABLE PERMIT FOR PROJECTION INTO RIGHT OF WAY; **VARIANCES REQUESTED (#68-71)** SEE APPENDIX B

29 SF REQUESTED

ALLOWABLE AREA: 54'-2" X 83'-6" = 4523SF X 1% = 45.22SF

83'-6"

54'-2" FACADE HEIGHT

4522 SF

PARKING SIGN ABOVE FIRST FLOOR; PROJECTING SIGN WITHOUT DIRECT ACCESS FROM THE STREET, EXCEEDS ALLOWABLE AREA AND MAXIMUM AGGREGATE; SEEKING REVOCABLE PERMIT FOR PROJECTION INTO RIGHT OF WAY; **VARIANCES REQUESTED (#64-67)**; SEE APPENDIX B

SOUTH ELEVATION (16TH ST) - NTS

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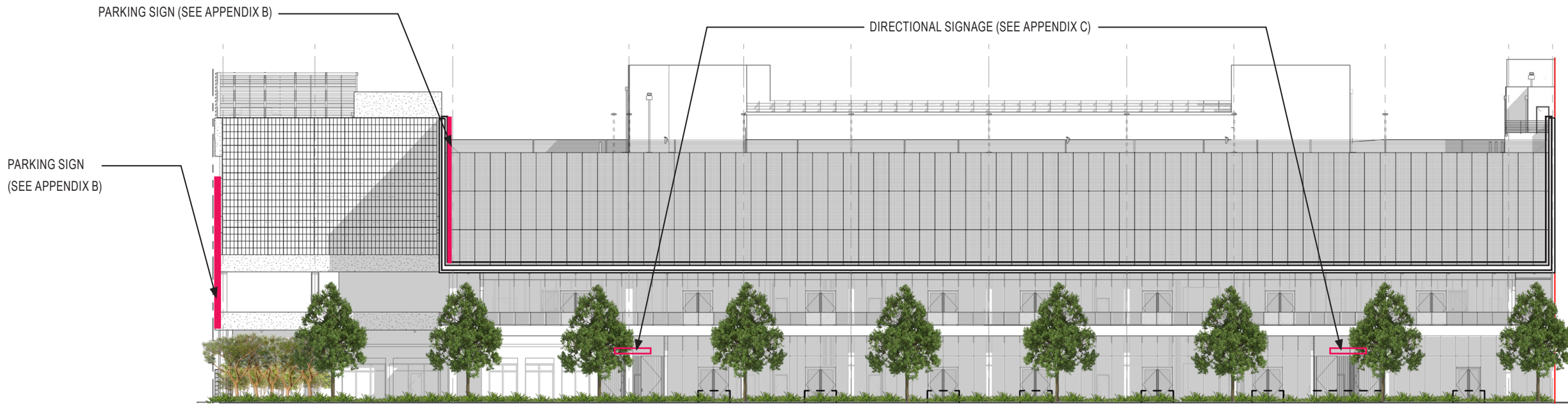
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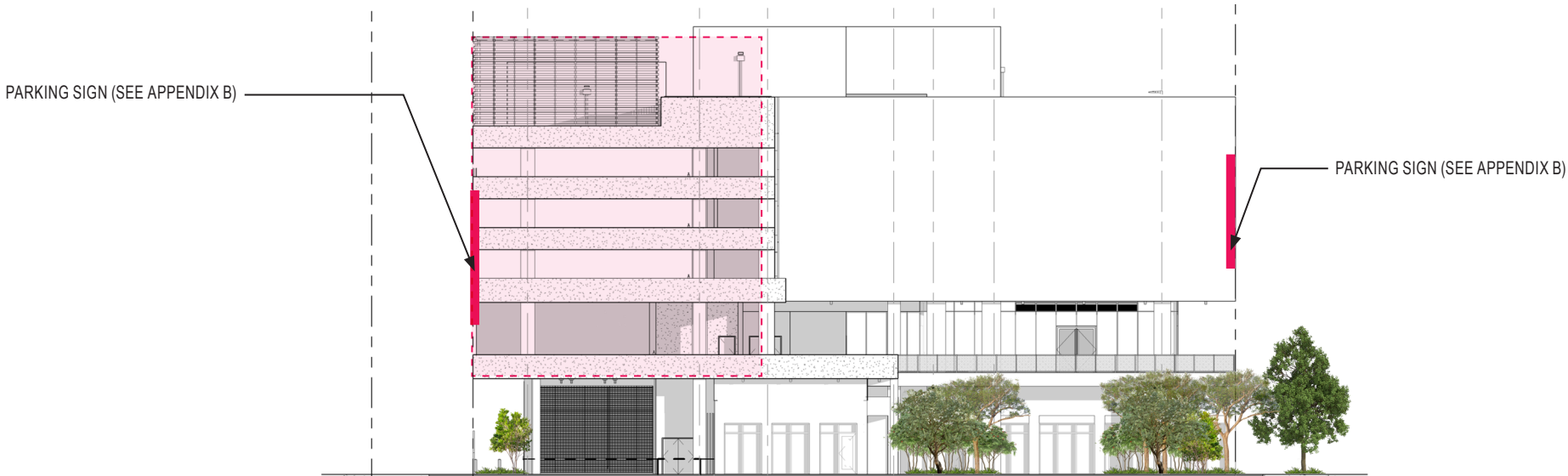
SIGNAGE LOCATIONS  
AND VARIANCES

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EAST ELEVATION (ALTON RD)- NTS



SOUTH ELEVATION (16TH ST) - NTS

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ELEVATIONS WITH  
LANDSCAPE

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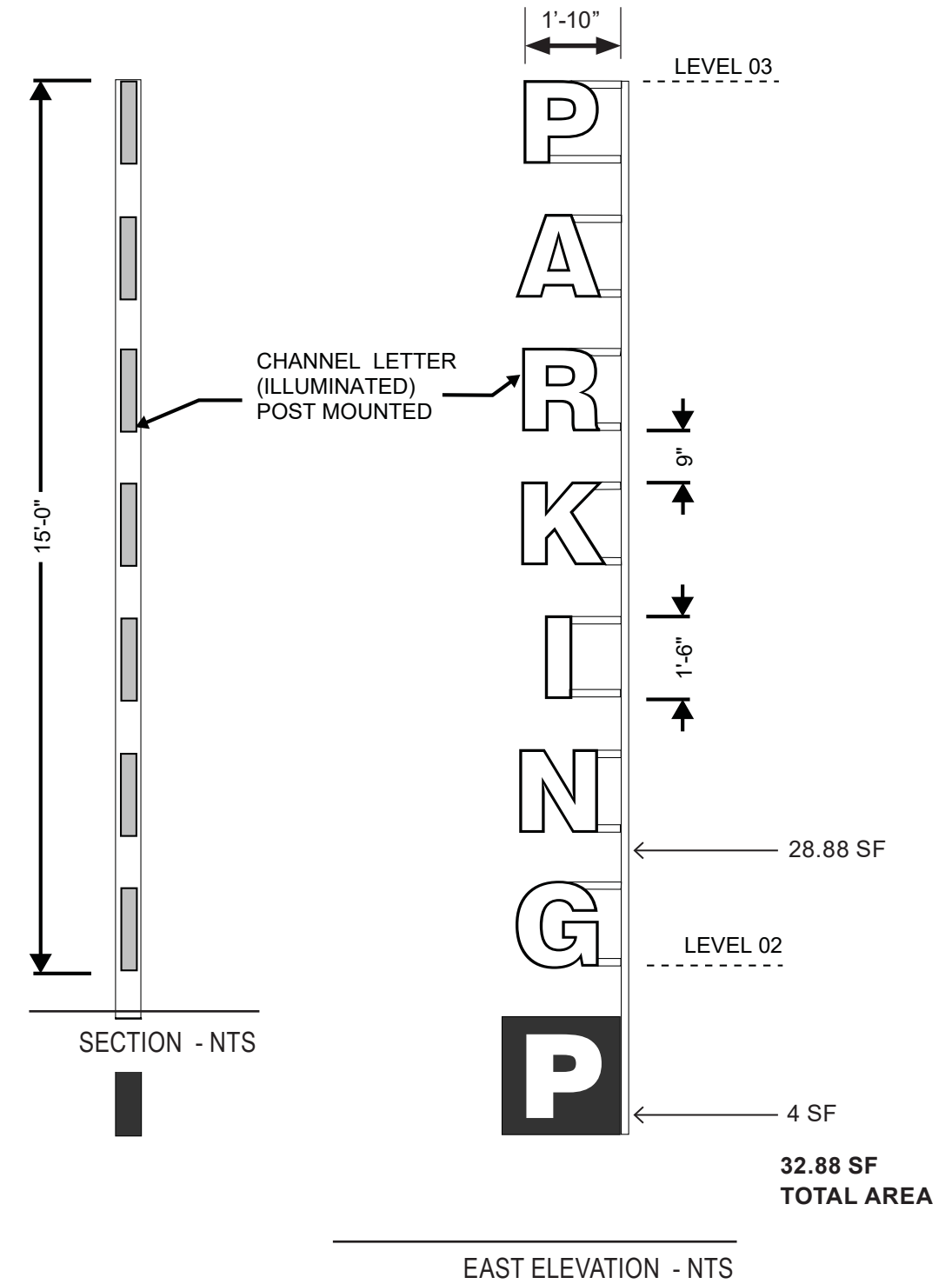
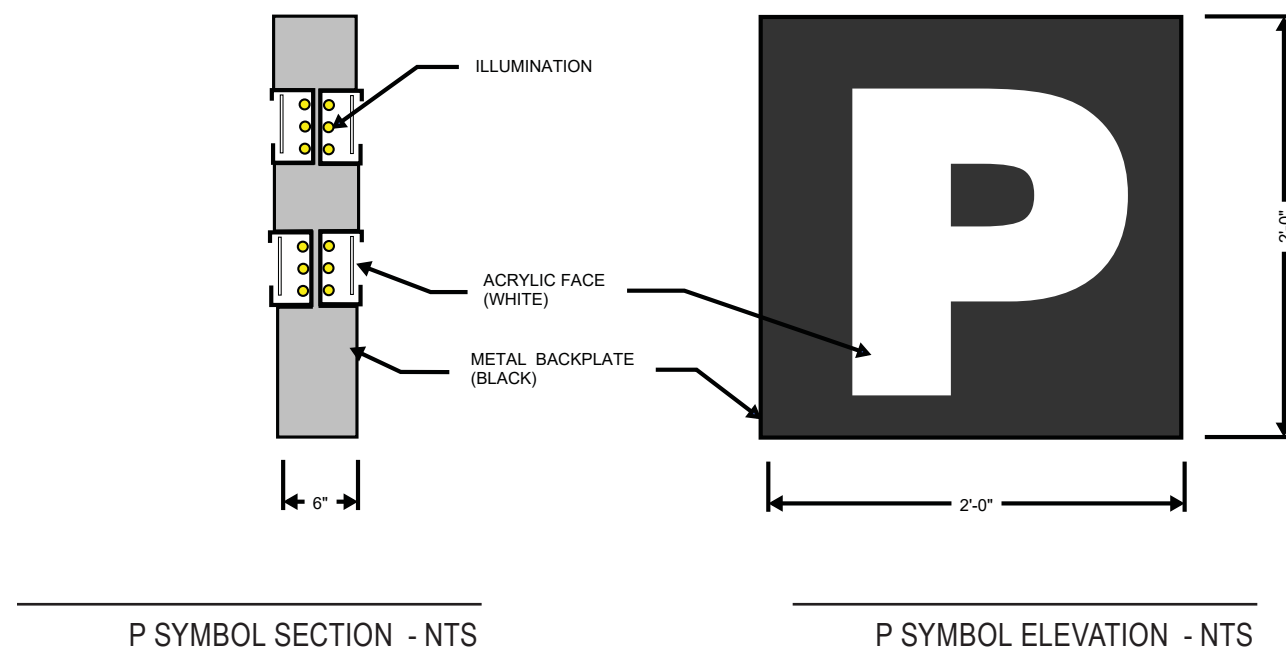
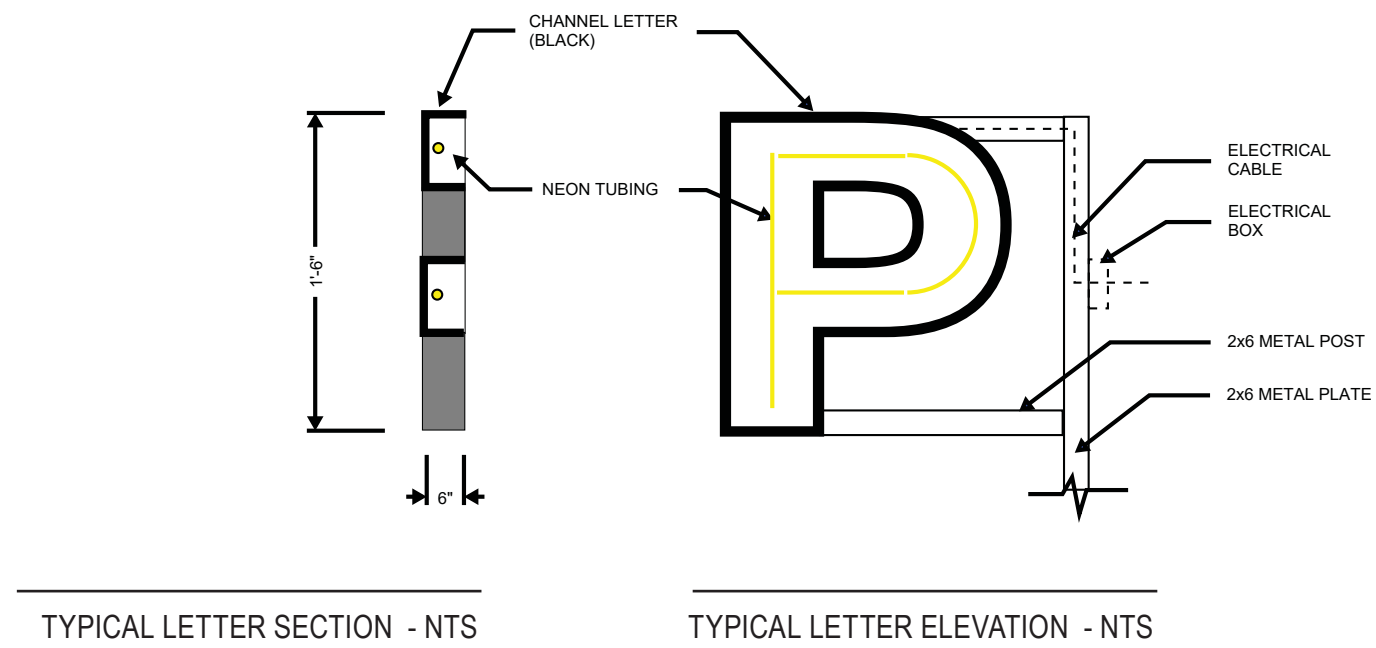


## APPENDIX B: PARKING SIGNAGE

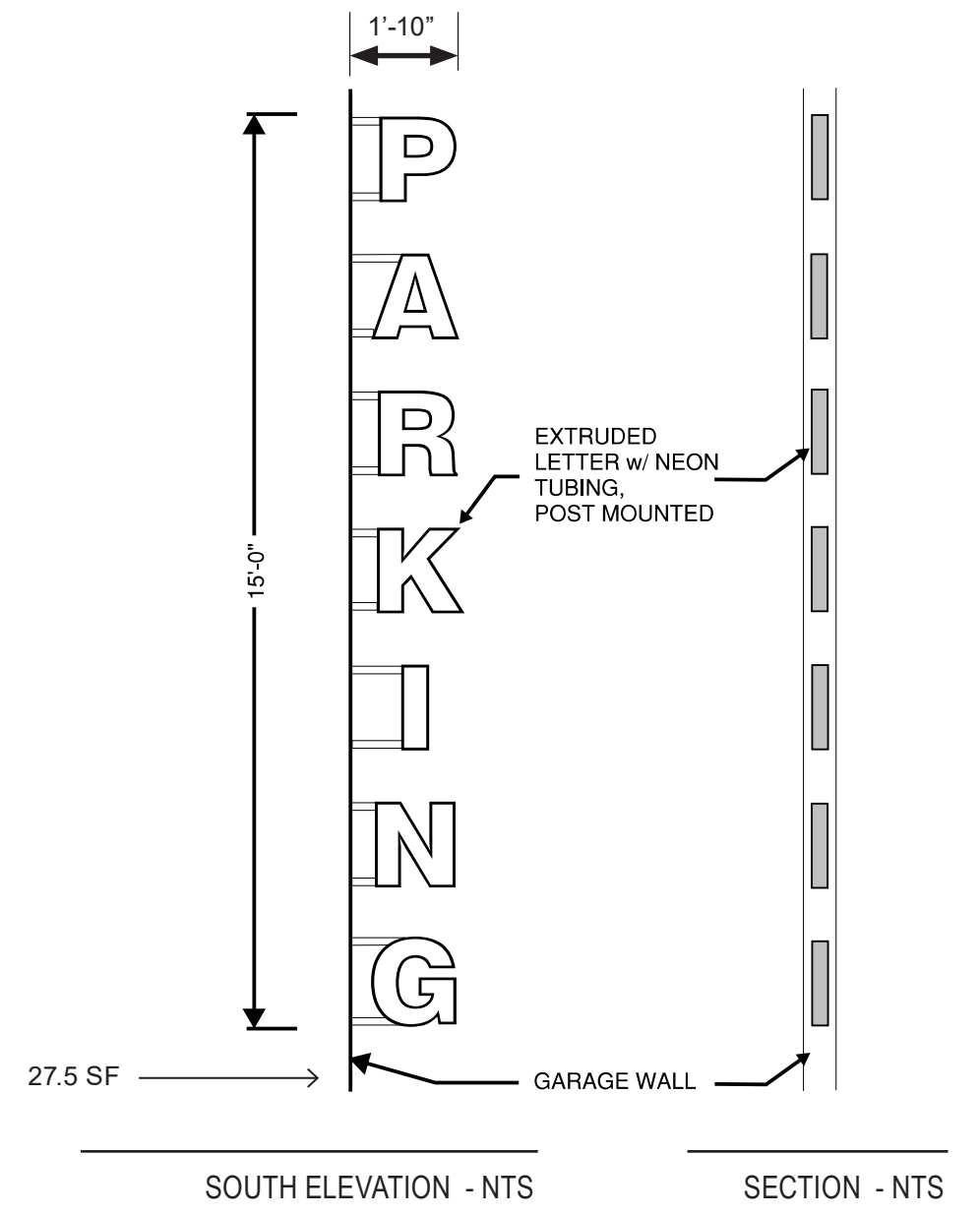
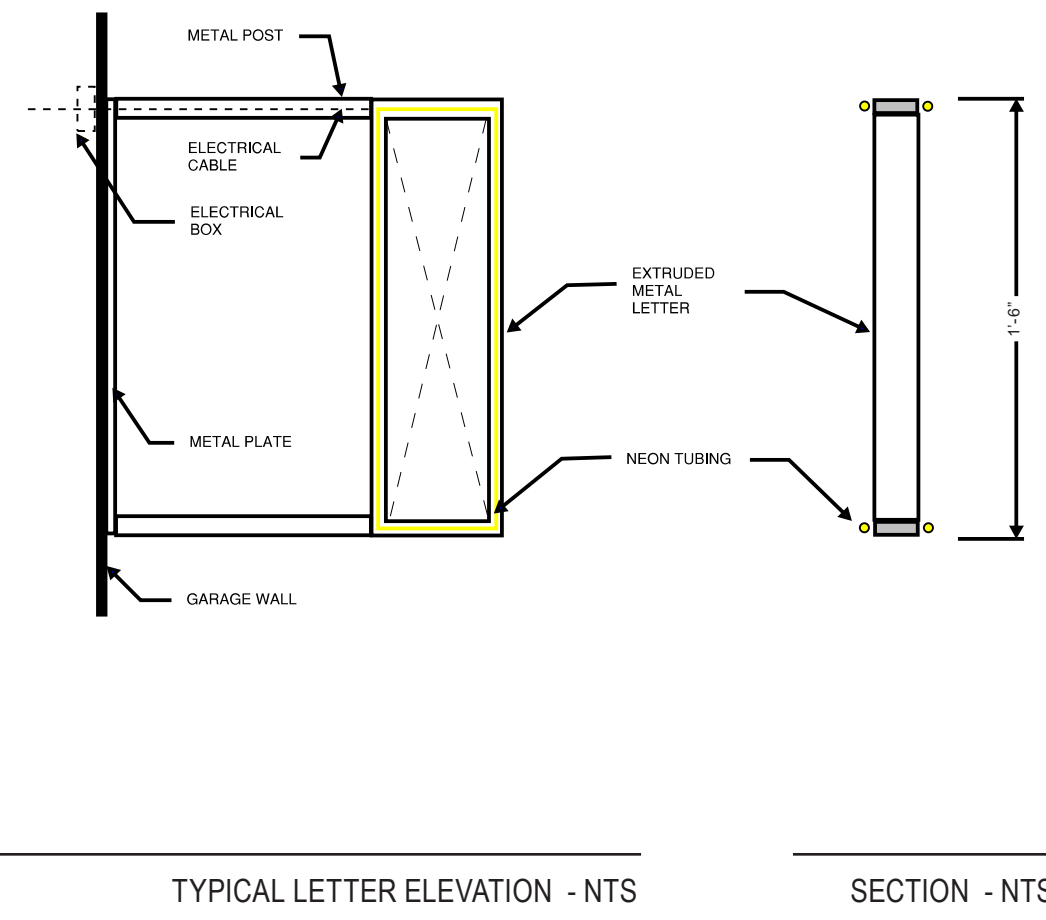




NOTE: CHANNEL LETTERS ARE ILLUMINATED TO THE EAST ONLY; THE WEST SIDE IS OPAQUE









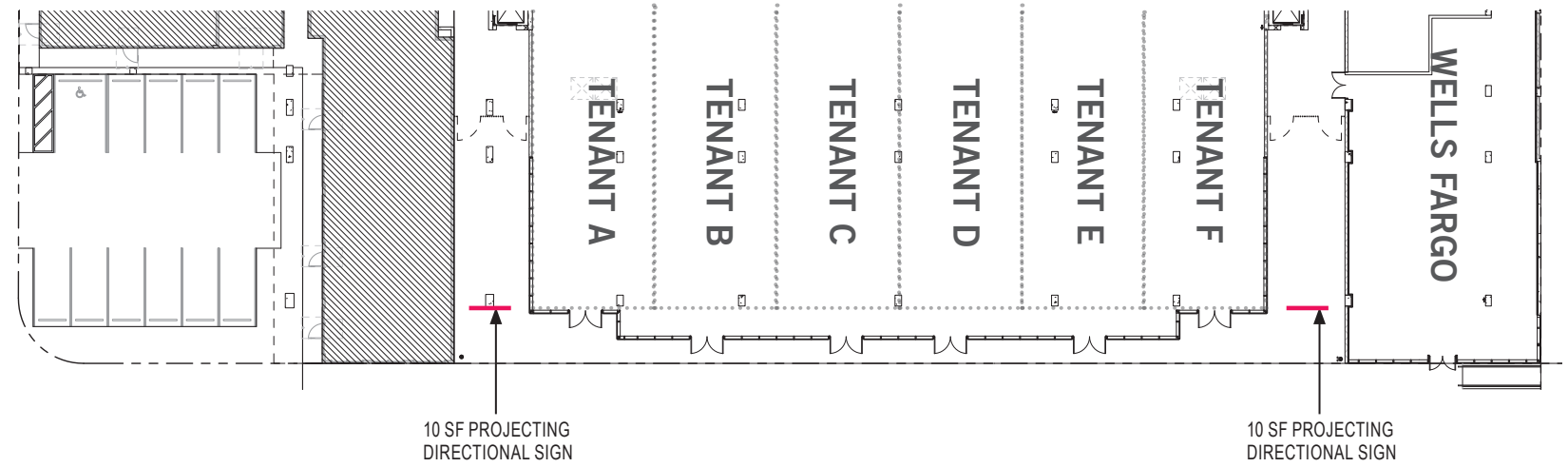
## APPENDIX C: DIRECTIONAL SIGNAGE



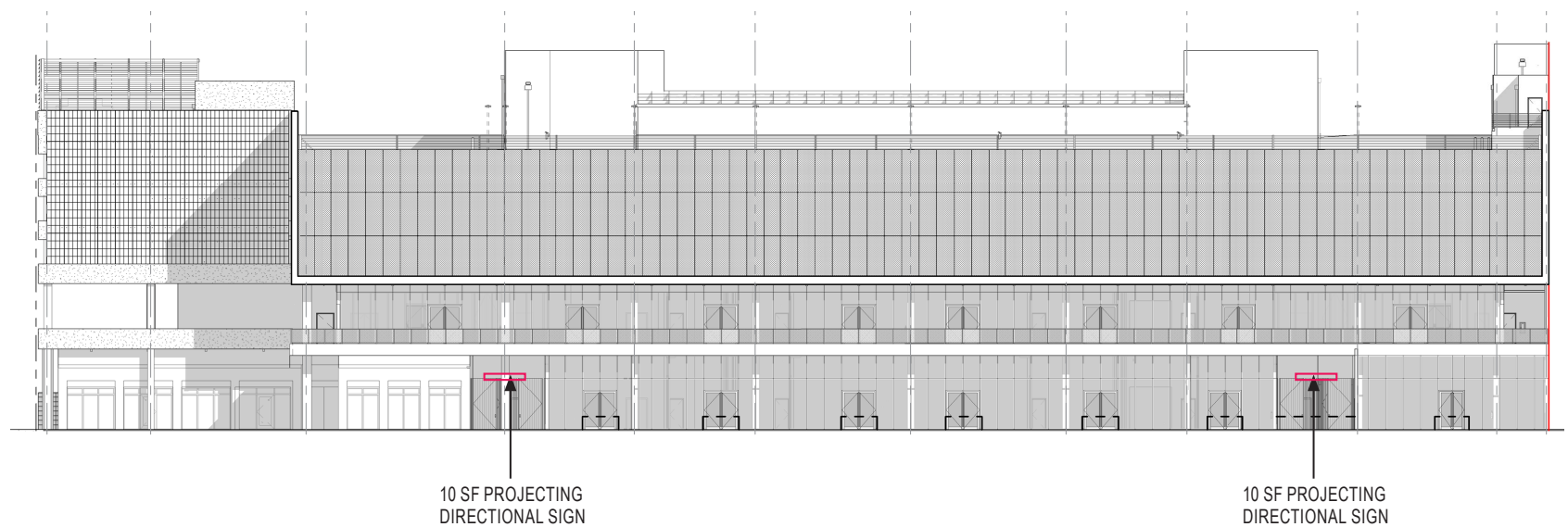


PARTIAL AXONOMETRIC - NTS

10 SF DIRECTIONAL SIGN  
(X2)



FIRST FLOOR RETAIL SIGNAGE PLAN



EAST ELEVATION - NTS

