

MIAMI BEACH

PLANNING DEPARTMENT

Staff Report & Recommendation

Historic Preservation Board

TO: Chairperson and Members
Historic Preservation Board

DATE: September 13, 2015

FROM: Thomas R. Mooney, AICP
Planning Director

SUBJECT: HPB0616-0041, **230 Lincoln Road.**

The applicants, Camford Corp and Carib Mall Associates LLC, are requesting a Certificate of Appropriateness for the introduction of signage facing Lincoln Road in accordance with the Lincoln Road Signage District.

STAFF RECOMMENDATION

Approval of the Certificate of Appropriateness with conditions

EXISTING STRUCTURE

Local Historic District:	Flamingo Park
Classification:	Non-Contributing
Construction Date:	1950
Architect:	Michael DeAngelis & Roy France

BACKGROUND:

On May 14, 2013, the Historic Preservation Board reviewed and approved a Certificate of Appropriateness for the renovation of the structure including new contemporary facades, an entrance courtyard, and four active retail levels, as part of a new retail development.

ZONING / SITE DATA

Legal Description:	Beginning at a point on South Line of Lincoln Road 40 feet West of the Northeast Corner of Lot 9 for point of beginning west 30 feet South 100 feet, West 35 feet, South 195 feet, East 100 feet, North 195 feet, West 35 feet to point of beginning, Block 54 according to the Plat thereof, as recorded in Plat Book 2, page 77 of the Public Records of Miami-Dade County, Florida.
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Zoning:	CD-3 (Residential Multifamily, High Intensity)
Future Land Use Designation:	CD-3 (Residential Multifamily, High Intensity)

THE PROJECT

The applicant has submitted plans entitled "230 Lincoln Road", as prepared by Revuelta Architecture International, PA., dated July 25, 2016.

The applicants are requesting a Certificate of Appropriateness for the introduction of signage facing Lincoln Road in accordance with the Lincoln Road Signage District.

In an effort to re-create the large, bright, historic signage found along the 200 and the 300 blocks (between Collins and Washington Avenues) of Lincoln Road during the 1940s and 1950s, the City instituted the Lincoln Road Signage District, which allows the Historic Preservation Board to approve signage which exceeds the maximum size requirements of the zoning code, in this limited area along Lincoln Road.

Sec. 138-173 of the City Code states the following:

Lincoln Road Signage District. For those properties fronting on Lincoln Road, and located in between the west side of Collins Avenue and the east side of Washington Avenue, the following shall apply:

- (1) Flat wall, projecting or other building signs, which exceed the number and overall square footage permitted under section 138-172, may be permitted, subject to the issuance of a Certificate of Appropriateness from the Historic Preservation Board. The total square footage, quantity, placement, design and illumination of such signage shall be at the discretion of the Historic Preservation Board, and may include, but shall not be limited to, the following:
 - a. Continuous electrical animation in the form of stationary or flashing borders, writing, emblems or other figures.
 - b. Stationary or flashing sign surface area serving as a field or background.
- (2) In evaluating signage applications for a Certificate of Appropriateness, the Historic Preservation Board shall consider the following:
 - a. The quality of materials utilized for the sign and their appropriateness to the architecture as well as the historic and design integrity of the structure.
 - b. The overall design, graphics and artistry associated with a proposed sign and its relationship to the historic and design integrity of the structure.
 - c. The design detail, animation and non-text graphics proposed for the proposed sign(s).
 - d. The illumination, surface colors and finishes, width, depth, and overall dimensions of the proposed sign(s).
 - e. Original, historic signage associated with the building and/or property.
- (3) The Historic Preservation Board may, at its discretion, place restrictions on the hours of operation for any sign approved under this subsection.
- (4) Signage must relate to the specific occupant(s) of the property.
- (5) The Historic Preservation Board, at its discretion, may require partial rehabilitation or restoration of a facade or storefront where new signage under this section is proposed.

COMPLIANCE WITH ZONING CODE

A preliminary review of the project indicates that the application for modifications, as proposed, appears to be consistent with the City Code:

The above noted comments shall not be considered final zoning review or approval. These and all zoning matters shall require final review and verification by the Zoning Administrator prior to the issuance of a Building Permit.

COMPLIANCE WITH CERTIFICATE OF APPROPRIATENESS CRITERIA:

A decision on an application for a Certificate of Appropriateness shall be based upon the following:

- I. Evaluation of the compatibility of the physical alteration or improvement with surrounding properties and where applicable, compliance with the following criteria pursuant to Section 118-564(a)(1) of the Miami Beach Code (it is recommended that the listed criteria be found Satisfied, Not Satisfied or Not Applicable, as so noted):
 - a. The Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings as revised from time to time.
Satisfied
 - b. Other guidelines/policies/plans adopted or approved by Resolution or Ordinance by the City Commission.
Satisfied
- II. In determining whether a particular application is compatible with surrounding properties, the Board shall consider the following criteria pursuant to Section 118-564(a)(2) of the Miami Beach Code (it is recommended that the listed criteria be found Satisfied, Not Satisfied or Not Applicable, as so noted):
 - a. Exterior architectural features.
Satisfied
 - b. General design, scale, massing and arrangement.
Satisfied
 - c. Texture and material and color.
Satisfied
 - d. The relationship of a, b, c, above, to other structures and features of the district.
Satisfied
 - e. The purpose for which the district was created.
Satisfied
 - f. The relationship of the size, design and siting of any new or reconstructed structure to the landscape of the district.
Satisfied

- g. An historic resources report, containing all available data and historic documentation regarding the building, site or feature.
Satisfied
 - h. The original architectural design or any subsequent modifications that have acquired significance.
Satisfied
- III. The examination of architectural drawings for consistency with the criteria pursuant to Section 118-564(a)(3) of the Miami Beach Code and stated below, with regard to the aesthetics, appearances, safety, and function of any new or existing structure, public interior space and physical attributes of the project in relation to the site, adjacent structures and properties, and surrounding community. The criteria referenced above are as follows (it is recommended that the listed criteria be found Satisfied, Not Satisfied or Not Applicable, as so noted):
 - a. The location of all existing and proposed buildings, drives, parking spaces, walkways, means of ingress and egress, drainage facilities, utility services, landscaping structures, signs, and lighting and screening devices.
Not Applicable
 - b. The dimensions of all buildings, structures, setbacks, parking spaces, floor area ratio, height, lot coverage and any other information that may be reasonably necessary to determine compliance with the requirements of the underlying zoning district, and any applicable overlays, for a particular application or project.
Satisfied
 - c. The color, design, surface finishes and selection of landscape materials and architectural elements of the exterior of all buildings and structures and primary public interior areas for developments requiring a building permit in areas of the city identified in section 118-503.
Satisfied
 - d. The proposed structure, and/or additions to an existing structure is appropriate to and compatible with the environment and adjacent structures, and enhances the appearance of the surrounding properties, or the purposes for which the district was created.
Satisfied
 - e. The design and layout of the proposed site plan, as well as all new and existing buildings and public interior spaces shall be reviewed so as to provide an efficient arrangement of land uses. Particular attention shall be given to safety, crime prevention and fire protection, relationship to the surrounding neighborhood, impact on preserving historic character of the neighborhood and district, contiguous and adjacent buildings and lands, pedestrian sight lines and view corridors.
Not Applicable
 - f. Pedestrian and vehicular traffic movement within and adjacent to the site shall be reviewed to ensure that clearly defined, segregated pedestrian access to the site

and all buildings is provided for and that any driveways and parking spaces are usable, safely and conveniently arranged and have a minimal impact on pedestrian circulation throughout the site. Access to the site from adjacent roads shall be designed so as to interfere as little as possible with vehicular traffic flow on these roads and pedestrian movement onto and within the site, as well as permit both pedestrians and vehicles a safe ingress and egress to the site.

Not Applicable

- g. Lighting shall be reviewed to ensure safe movement of persons and vehicles and reflection on public property for security purposes and to minimize glare and reflection on adjacent properties and consistent with a City master plan, where applicable.

Satisfied

- h. Landscape and paving materials shall be reviewed to ensure an adequate relationship with and enhancement of the overall site plan design.

Not Applicable

- i. Buffering materials shall be reviewed to ensure that headlights of vehicles, noise, and light from Structures are adequately shielded from public view, adjacent properties and pedestrian areas.

Not Applicable

- j. Any proposed new structure shall have an orientation and massing which is sensitive to and compatible with the building site and surrounding area and which creates or maintains important view corridor(s).

Not Applicable

- k. All buildings shall have, to the greatest extent possible, space in that part of the ground floor fronting a sidewalk, street or streets which is to be occupied for residential or commercial uses; likewise, the upper floors of the pedestal portion of the proposed building fronting a sidewalk street, or streets shall have residential or commercial spaces, or shall have the appearance of being a residential or commercial space or shall have an architectural treatment which shall buffer the appearance of a parking structure from the surrounding area and is integrated with the overall appearance of the project.

Not Applicable

- l. All buildings shall have an appropriate and fully integrated rooftop architectural treatment which substantially screens all mechanical equipment, stairs and elevator towers.

Not Applicable

- m. Any addition on a building site shall be designed, sited and massed in a manner which is sensitive to and compatible with the existing improvement(s).

Not Applicable

- n. All portions of a project fronting a street or sidewalk shall incorporate an amount of transparency at the first level necessary to achieve pedestrian compatibility.

Not Applicable

- o. The location, design, screening and buffering of all required service bays, delivery bays, trash and refuse receptacles, as well as trash rooms shall be arranged so as to have a minimal impact on adjacent properties.

Not Applicable

ANALYSIS

On May 14, 2013, the Historic Preservation Board reviewed and approved a Certificate of Appropriateness for the renovation of the structure including new contemporary facades, an entrance courtyard, and four active retail levels, as part of a new retail development. On June 9, 2015 the Board approved modifications to the design of the project. Staff has had several meetings with the applicant and is supportive of the application, which is consistent with Lincoln Road Signage District regulations. This unique section of Lincoln Road will greatly benefit from recreating some of the excitement of the 40s and 50s, generated in part by brilliant decorative signage.

Staff has only minor concerns with the proposed signage. First, staff believes that the introduction of two west facing "Ross Dress For Less" signs is excessive, and would recommend that the west facing sign located on the marquee be eliminated. Second, staff would recommend that the depth of the channel letters on the marquee be increased to a minimum of 6" to be more consistent with the intent of the Lincoln Road Signage District and the original marquee sign as seen in the image below.



Other business that have taken advantage of the Lincoln Road signage district regulations in the past include Alvin's Island – 200 Lincoln Rd, Wings – 201 Lincoln Rd, CVS – 306 Lincoln Rd and TD Bank – 350 Lincoln Rd.

RECOMMENDATION

In view of the foregoing analysis, staff recommends the application be **approved** subject to the conditions enumerated in the attached draft Order, which address the inconsistencies with the aforementioned Certificate of Appropriateness.

HISTORIC PRESERVATION BOARD
City of Miami Beach, Florida

MEETING DATE: September 13, 2016

FILE NO: HPB0616-0041

PROPERTY: 230 Lincoln Road

APPLICANTS: Camford Corp and Carib Mall Associates LLC

LEGAL: Beginning at a point on South Line of Lincoln Road 40 feet West of the Northeast Corner of Lot 9 for point of beginning west 30 feet South 100 feet, West 35 feet, South 195 feet, East 100 feet, North 195 feet, West 35 feet to point of beginning, Block 54 according to the Plat thereof, as recorded in Plat Book 2, page 77 of the Public Records of Miami-Dade County, Florida.

IN RE: The application for a Certificate of Appropriateness for the introduction of signage facing Lincoln Road in accordance with the Lincoln Road Signage District.

ORDER

The City of Miami Beach Historic Preservation Board makes the following FINDINGS OF FACT, based upon the evidence, information, testimony and materials presented at the public hearing and which are part of the record for this matter:

I. Certificate of Appropriateness

- A. The subject site is located within the Flamingo Park Local Historic District.
- B. Based on the plans and documents submitted with the application, testimony and information provided by the applicant, and the reasons set forth in the Planning Department Staff Report, the project as submitted:
 - 1. Is consistent with the Certificate of Appropriateness Criteria in Section 118-564(a)(1) of the Miami Beach Code.
 - 2. Is consistent with Certificate of Appropriateness Criteria in Section 118-564(a)(2) of the Miami Beach Code.
 - 3. Is consistent with Certificate of Appropriateness Criteria in Section 118-564(a)(3) of the Miami Beach Code.
- C. The project would remain consistent with the criteria and requirements of section 118-564 if the following conditions are met:
 - 1. Revised elevation, site plan and floor plan drawings shall be submitted and, at a minimum, such drawings shall incorporate the following:
 - a. Final design and details of the proposed signage shall be provided, in a manner to be reviewed and approved by staff consistent with the Certificate of Appropriateness Criteria and/or the directions from the Board.

- b. The sign proposed for the west side of the marquee shall not be permitted.
- c. The depth of the channel letters located on the marquee shall be no less than 6", in a manner to be reviewed and approved by staff consistent with the Certificate of Appropriateness Criteria and/or the directions from the Board.

II. Variance(s)

- A. No Variances were requested as a part of this application.

III. General Terms and Conditions applying to both 'I. Certificate of Appropriateness' and 'II. Variances' noted above.

- A. Where one or more parcels are unified for a single development, the property owner shall execute and record an unity of title or a covenant in lieu of unity of title, as may be applicable, in a form acceptable to the City Attorney.
- B. Applicant agrees that in the event Code Compliance receives complaints of unreasonably loud noise from mechanical and/or electrical equipment, and determines the complaints to be valid, even if the equipment is operating pursuant to manufacturer specifications, the applicant shall take such steps to mitigate the noise with noise attenuating materials as reviewed and verified by an acoustic engineer, in a manner to be reviewed and approved by staff consistent with the Certificate of Appropriateness Criteria and/or the directions from the Board.
- C. A copy of all pages of the recorded Final Order shall be scanned into the plans submitted for building permit, and shall be located immediately after the front cover page of the permit plans.
- D. The Final Order shall be recorded in the Public Records of Miami-Dade County, prior to the issuance of a Building Permit.
- E. Satisfaction of all conditions is required for the Planning Department to give its approval on a Certificate of Occupancy; a Temporary Certificate of Occupancy or Partial Certificate of Occupancy may also be conditionally granted Planning Departmental approval.
- F. The Final Order is not severable, and if any provision or condition hereof is held void or unconstitutional in a final decision by a court of competent jurisdiction, the order shall be returned to the Board for reconsideration as to whether the order meets the criteria for approval absent the stricken provision or condition, and/or it is appropriate to modify the remaining conditions or impose new conditions.
- G. The conditions of approval herein are binding on the applicant, the property's owners, operators, and all successors in interest and assigns.

- H. Nothing in this order authorizes a violation of the City Code or other applicable law, nor allows a relaxation of any requirement or standard set forth in the City Code.

IT IS HEREBY ORDERED, based upon the foregoing findings of fact, the evidence, information, testimony and materials presented at the public hearing, which are part of the record for this matter, and the staff report and analysis, which are adopted herein, including the staff recommendations, which were amended and adopted by the Board, that the application is GRANTED for the above-referenced project subject to those certain conditions specified in Paragraph I, II, III of the Findings of Fact, to which the applicant has agreed.

PROVIDED, the applicant shall build substantially in accordance with the plans entitled "230 Lincoln Road", as prepared by Revuelta Architecture International, PA., dated July 25, 2016, and as approved by the Historic Preservation Board, as determined by staff.

When requesting a building permit, the plans submitted to the Building Department for permit shall be consistent with the plans approved by the Board, modified in accordance with the conditions set forth in this Order. No building permit may be issued unless and until all conditions of approval that must be satisfied prior to permit issuance, as set forth in this Order, have been met.

The issuance of the approval does not relieve the applicant from obtaining all other required Municipal, County and/or State reviews and permits, including final zoning approval. If adequate handicapped access is not provided on the Board-approved plans, this approval does not mean that such handicapped access is not required. When requesting a building permit, the plans submitted to the Building Department for permit shall be consistent with the plans approved by the Board, modified in accordance with the conditions set forth in this Order.

If the Full Building Permit for the project is not issued within eighteen (18) months of the meeting date at which the original approval was granted, the application will expire and become null and void, unless the applicant makes an application to the Board for an extension of time, in accordance with the requirements and procedures of Chapter 118 of the City Code; the granting of any such extension of time shall be at the discretion of the Board. If the Full Building Permit for the project should expire for any reason (including but not limited to construction not commencing and continuing, with required inspections, in accordance with the applicable Building Code), the application will expire and become null and void.

In accordance with Chapter 118 of the City Code, the violation of any conditions and safeguards that are a part of this Order shall be deemed a violation of the land development regulations of the City Code. Failure to comply with this **Order** shall subject the application to Chapter 118 of the City Code, for revocation or modification of the application.

Dated this _____ day of _____, 20____.

HISTORIC PRESERVATION BOARD
THE CITY OF MIAMI BEACH, FLORIDA

BY: _____
DEBORAH TACKETT
PRESERVATION AND DESIGN MANAGER
FOR THE CHAIR

STATE OF FLORIDA)
)SS
COUNTY OF MIAMI-DADE)

The foregoing instrument was acknowledged before me this _____ day of _____ 20____ by Deborah Tackett, Preservation and Design Manager, Planning Department, City of Miami Beach, Florida, a Florida Municipal Corporation, on behalf of the corporation. He is personally known to me.

NOTARY PUBLIC
Miami-Dade County, Florida
My commission expires: _____

Approved As To Form:
City Attorney's Office: _____ ()

Filed with the Clerk of the Historic Preservation Board on _____ ()