



November 28, 2016

Chairman and Board Members  
Historic Preservation Board  
City of Miami Beach  
1700 Convention Center Drive, 2nd Floor  
Miami Beach, FL 33139

Re: 643-657 Lincoln Road  
Miami Beach, FL 33139

Sir/Madam:

This is a request for modifications to the Final Order # 7439 dated July 8, 2014 for the referenced property, specifically the requirements of Condition C (1)(d), which states:

*All building signage shall require a separate permit. A uniform sign plan for the south side of the structure, facing Lincoln Road, shall be required. Such sign plan shall be consistent in font, color, materials, method of illumination and sign location, in a manner to be approved by staff consistent with the Certificate of Appropriateness Criteria and/or the directions from the Board.*

We are asking that the signage criteria be changed from clear anodized brushed aluminum as approved, to allow for brushed matte black finish.

The modifications to the existing HPB Order, if granted, will not result in any detriment to the adjacent property or the surrounding neighborhood, and will not be materially detrimental to the public welfare.

The hardship is not self-created by any person having interest in the property nor is the result of mere disregard for or ignorance of the provisions of the Zoning Ordinance, but in trying to strike a balance between requirements of the Zoning Ordinance and the design guidelines of the City of Miami Beach.

Your kind consideration would be greatly appreciated.

Respectfully,

A handwritten signature in black ink, appearing to be "JL Gomez", written over a vertical line that serves as a guide.

Jose L. Gomez, AIA  
Beilinson\_Gomez Architects P.A.

JLG/mev