



November 13, 2023

TD Bank – Lincoln Road

**Project Address: 350 Lincoln Road,
Miami Beach, FL**

Job Description: Interior Renovation & Exterior Branding & Signage Upgrades

Subject: Letter of Intent/Scope of Work

To: Historic Preservation Board

Description of Property. The Property is located at the southwest corner of Lincoln Road and Washington Avenue is identified by Miami-Dade County Folio No. 02-3234-019-0820. The Property known as "The Lincoln Building" currently contains a five-story commercial structure consisting of approximately 52,000 square feet. The Property is located within the CD-3 Zoning District and is a contributing historic structure within the Flamingo Park Historic District. The Property is surrounded by primarily retail and commercial structures as it is located within historic Lincoln Road.

As noted in the enclosed historic resource report prepared by Carolyn Klepser, the Lincoln Building was designed by architect Albert Anis and developed by Newton B, T, Roney (developer of the Roney Plaza Hotel and the 'Spanish Village' at Espanola Way). The building was originally conceived as an office building and its upper floors were used for that purpose. However, the ground floor was dedicated to retail space including TD Bank with a gross floor area of 4,672 SF, with Business as the primary occupancy.

The existing TD bank outdated signs constructed of high-quality metals, plastics, and low-energy LED illumination. TD's construction materials and disposal criteria are in line with high environmental production and disposal standards.

Lincoln Road Signage District. The properties fronting Lincoln Road between Washington Avenue and Collins Avenue were built with large, mostly blank facades originally designed to accommodate large signage. The bright, well-designed signage created excitement and activity in this eastern stretch of Lincoln Road. In 2001 the City Commission, with favorable recommendations from the HPB and Planning Board, adopted the Lincoln Road Signage District Ordinance (the "Ordinance"). The Ordinance was intended to encourage the reintroduction of this type of bright signage onto Lincoln Road. HPB approval is required for any signage approval within the District, pursuant to certain conditions enumerated in the Ordinance. ¹

The proposal includes one "TD Bank" sign each on the west and north storefronts. These signs will be LED illuminated, with the white "TD" embedded onto the green channel letterset mounted on custom green aluminum tube fins with timed illumination pattern behind TD signage as an architectural feature. Additionally, a new ceiling-hung LED illuminated "TD" logo cube is proposed for the corner marquee, with the white "TD" embedded onto three faces of the suspended green cabinet, replacing the existing TD sign above the entrance canopy. Finally, an illuminated TD Hyper Shield is proposed on the interior side of the storefront system facing Lincoln Road.



The location of the ground floor signage is consistent with the historic "Kitty Kelly" signage from the 1950s.

The overall design, graphics and artistry associated with the proposed sign and the design detail, animation, and non-text graphics of the proposed illuminated fins, described as follows:

The architectural features on which the lettersets are mounted create a unique design along the existing architecture. The timed illumination pattern is unique to the Lincoln building drawing the community to the bank's entry canopy where the one-of-a-kind, suspended TD Shield greets the neighborhood. Attachment points for the illuminated fins have been minimized to protect and preserve this historic stone facade.

Sincerely,

A handwritten signature in blue ink that reads "M. Hirezi Diegan". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Micheline Hirezi Diegan, Senior Project Manager
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