

LINCOLN RD

September 8, 2025

Planning Board Members

c/o Michael Belush
Planning & Design Officer
City of Miami Beach
1700 Convention Center Drive, 2nd Floor
Miami Beach, Florida 33139

RE: Planning Board September 9, 2025 Item No. 12: **PB25-0741**
Letter of Support for Conditional Use Permit for New Superhuman Modern Art Museum
at 1100 Lincoln Road

Dear Mr. Belush:

I am the President of the Lincoln Road Business Improvement District (LRBID), whose boundaries include the proposed new modern art museum at 1100 Lincoln Road. During a Special LRBID Board of Directors meeting on September 8, 2025, we had an opportunity to meet with the applicant and their zoning counsel, who presented their proposal for a new experiential modern art museum located in the existing Regal Cinema location, and explained the need for a Conditional Use Permit for their proposed new facility. We were also provided with copies of the internal circulation plan, renderings depicting exciting new art installations and experiences, and the proposed operational details to provide an upscale, family-friendly destination at the critical west end of the Lincoln Road promenade. The representatives for the applicant explained that the proposal is for the renovation of the existing structure into a new museum to celebrate modern art via a new immersive, educational, and entertaining new attraction. With the Regal Cinema winding down their business at this location, we believe that the proposed Superhuman modern art museum will be a welcome and critical component of the ongoing revitalization of Lincoln Road, and make it an even more attractive destination during Art Basel and other art themed festivals and events.

The renovation of the site with the new proposed artistic and entertainment venue is an exciting and welcome addition to the neighborhood. This project will help to enhance the appeal of Lincoln Road, and elevate the west Lincoln Road experience for both residents and visitors. The Lincoln Road BID Board of Directors unanimously recommended approval of this proposed use and operation, and we look forward to this exciting new cultural venture that will serve both longtime visitors and visiting tourists, all of which are critical to the continued improvement and growth of the Lincoln Road business community.

Sincerely,

305.600.0219 Office
305.517.1307 Fax
1620 Drexel Avenue, Suite 100
Miami Beach, FL 33139

Lincoln Road Business
Improvement District, Inc.

LincolnRd.com | LRBID.com

LINCOLN RD



Lyle Stern
President
Lincoln Road Business Improvement District

305.600.0219 Office
305.517.1307 Fax
1620 Drexel Avenue, Suite 100
Miami Beach, FL 33139

Lincoln Road Business
Improvement District, Inc.

LincolnRd.com | LRBID.com