

LINCOLN RD

October 10, 2025

Planning Board Members

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

Historic Preservation Board Members

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

RE: Planning Board and Historic Preservation Board Items: Proposed Meduza Restaurant at Drexel Avenue & Lincoln Road; **PB24-0660 & HPB24-0616**
Letter of Support

Dear Ms. Tackett Mr. Belush:

I am the President of the Lincoln Road Business Improvement District (LRBID), whose boundaries include the proposed restaurant to be located adjacent to 1620 Drexel Avenue. During the LRBID Board of Directors' meeting on September 25, 2025, we met with representatives for the applicant and operators Noble 33. They presented a proposal for a new restaurant with a rooftop dining area and accessory outdoor bar.

Based on the materials presented, the proposed modern Mediterranean restaurant with a rooftop dining area and accessory outdoor bar is consistent and compatible with existing dining uses in and around Lincoln Road, including rooftop components at comparable establishments. The applicant explained their request for a Conditional Use Permit for a Neighborhood Impact Establishment (File No. PB24-0660), with an occupancy in excess of 200 persons and an active rooftop within 200 feet of residential uses. The proposed hours are generally 4:00 p.m. to 2:00 a.m. The applicant also explained their request for a waiver to permit on-street loading within a local historic district and a variance to allow operation of the accessory rooftop outdoor bar counter until 2:00 a.m. (File No. HPB24-0616).

The applicants presented their strong record of operating successful, high-quality dining venues in other major markets. Casa Madera located in West Hollywood, California, is also operated by the same operator Noble 33, and has become a premier destination celebrated for its vibrant rooftop atmosphere, elevated dining, and seamless integration into the surrounding neighborhood. Other acclaimed concepts, such as Sparrow Italia (London), Sparrow Italia (Wynwood), and Meduza Mediterranea (New York City), have earned national and international recognition, including Meduza Mediterranea in New York being named as Yelp's No. 1 best new restaurant for 2024.

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Improvement District, Inc.

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The Lincoln Road BID Board of Directors voted to favorably support and recommended approval of the Conditional Use Permit for the Neighborhood Impact Establishment (File No. PB24-0660), together with the related Historic Preservation Board approvals for the on-street loading waiver and the rooftop accessory outdoor bar counter hours to 2:00 a.m. (File No. HPB24-0616).

Development of the site with the proposed Meduza restaurant is a welcomed addition to the neighborhood. The concept is compatible with the surrounding commercial context and similar in character to other new restaurants along Lincoln Road, and it will help enhance the appeal of the corner of Lincoln Road and Drexel Avenue for both residents and visitors.

Sincerely,



Lyle Stern
President
Lincoln Road Business Improvement District

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