

City of Miami Beach
Planning Board Meeting
October 16, 2025
File No. PB24-0660

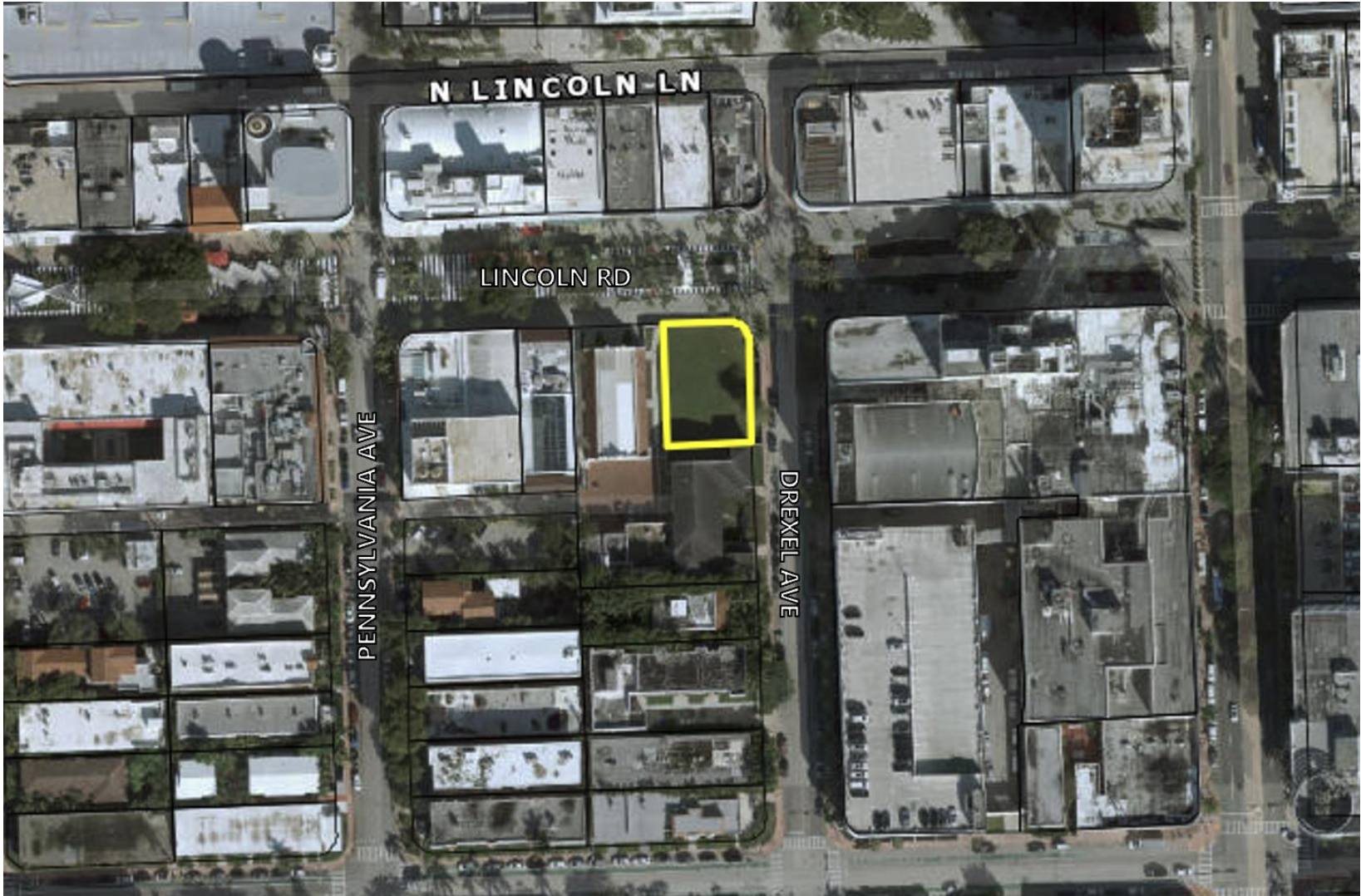
Mēdüzā Mediterrania Restaurant Property at the SW Corner of Lincoln Road and Drexel Avenue



Team Introduction



Property Aerial



Property SW Corner of Lincoln Drive & Drexel Avenue



Property

SW Corner of Lincoln Road & Drexel Avenue



Property

Historic Miami Beach Community Church



Noble 33 Vision



Tosh Berman, Co-founder of Noble 33

Tosh Berman is a restaurateur, real estate developer, and prominent figure in the luxury hospitality industry. He is currently the co-founder and chairman of Noble 33, a hospitality and lifestyle company with an ever-evolving lineup of unique, social dining restaurants stateside and abroad.

Noble 33

- Featured in leading outlets including *Forbes*, *People*, *Eater*, *Hospitality Design*, *Vegas Magazine*, and *Luxury London*.
- Celebrated for “high-energy fine dining” concepts like Toca Madera, Casa Madera, Meduza Mediterranea, and Sparrow Italia.
- Partnered with global icons including Patrick Mahomes and Travis Kelce on the upcoming 1587 Prime.
- Known for celebrity clientele and strong entertainment industry ties.
- Recognized internationally for design-forward venues blending hospitality, nightlife, and culinary excellence.



Proven Track Record of Success: Casa Madera in West Hollywood California



Casa Madera West Hollywood, operated by Noble 33, has become a premier destination known for its vibrant rooftop atmosphere, elevated dining, and polished service. The restaurant is designed to blend seamlessly with its surroundings, offering a lively experience that draws both locals and visitors without creating conflict with nearby residences. Its reputation highlights not only its culinary excellence but also its thoughtful integration into the neighborhood, maintaining harmony with the surrounding community.

Proven Track Record of Success



Mēdüzā Mediterrania in New York City's Meatpacking District was just named Yelp's No. 1 best new restaurant for 2024

Proven Track Record of Success



The Lamb Chops and Garden of Eden Spritz: Mēdüzā Mediterrania in New York City

Proven Track Record of Success



Mēdüzā Mediterranean in New York City Main Dining Room

Proven Track Record of Success



Sparrow Italia Wynwood Miami Main Dining Room

Proven Track Record of Success



Sparrow Italia Mayfair London

Lincoln Road (West) – Resurgence



Lincoln Road (Central) – Resurgence



Lincoln Road (East) – Resurgence



Applicant's Request

Through PB24-0660, the Applicant seeks conditional use approval for a new Neighborhood Impact Establishment ("NIE") restaurant, which is also operating as an entertainment establishment, with an occupancy of 200 or more persons and an active rooftop for dining within 200 feet of residential uses.



Favorable Staff Recommendation

MIAMI BEACH

PLANNING DEPARTMENT

Staff Report & Recommendation

Planning Board

DATE: October 16, 2025

TO: Chairperson and Members
Planning Board

FROM: Thomas R. Mooney, AICP
Planning Director



for TM

SUBJECT: PB24-0660, **1620 Drexel Avenue – Meduza Restaurant**.

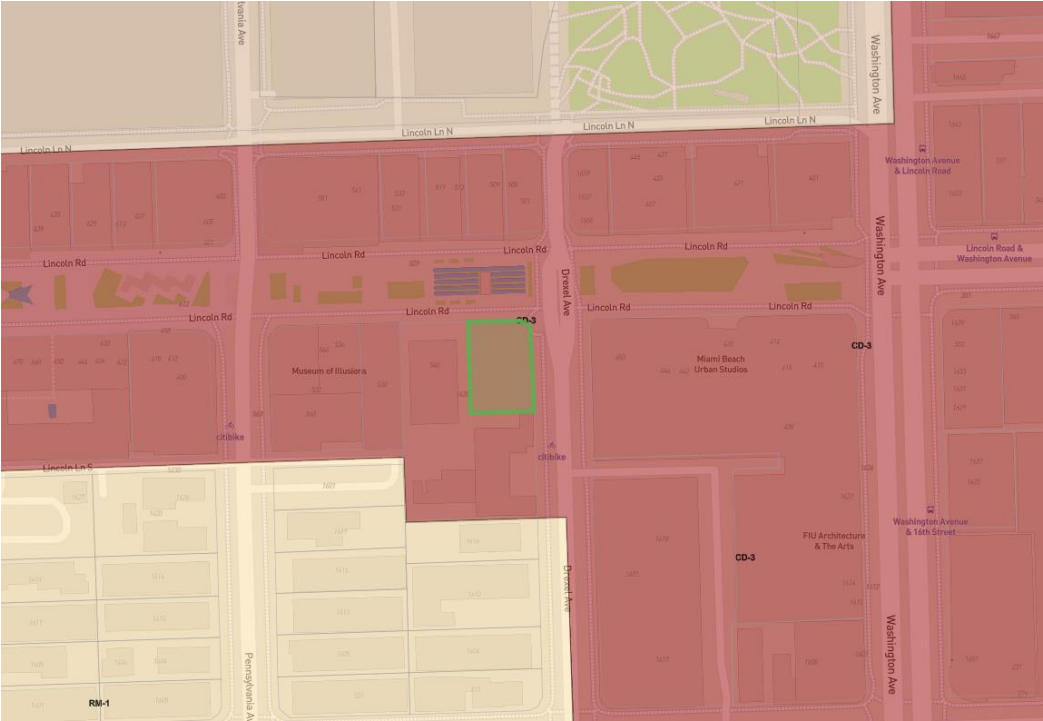
An application has been filed requesting a conditional use permit for a Neighborhood Impact Establishment (NIE), including an alcoholic beverage establishment or restaurant located on the top floor of a building, whether fully enclosed, partially open, or open to the sky, including all open-air portions above the roof-top, which is located on a property that is within 200 feet of a property containing a residential unit, pursuant to Chapter 1, Article II, Section 1.2.2.4; Chapter 2, Article V, and Chapter 7, Article II, of the Miami Beach Resiliency Code.

RECOMMENDATION

Approval of the conditional use permit with conditions.



Zoning Maps



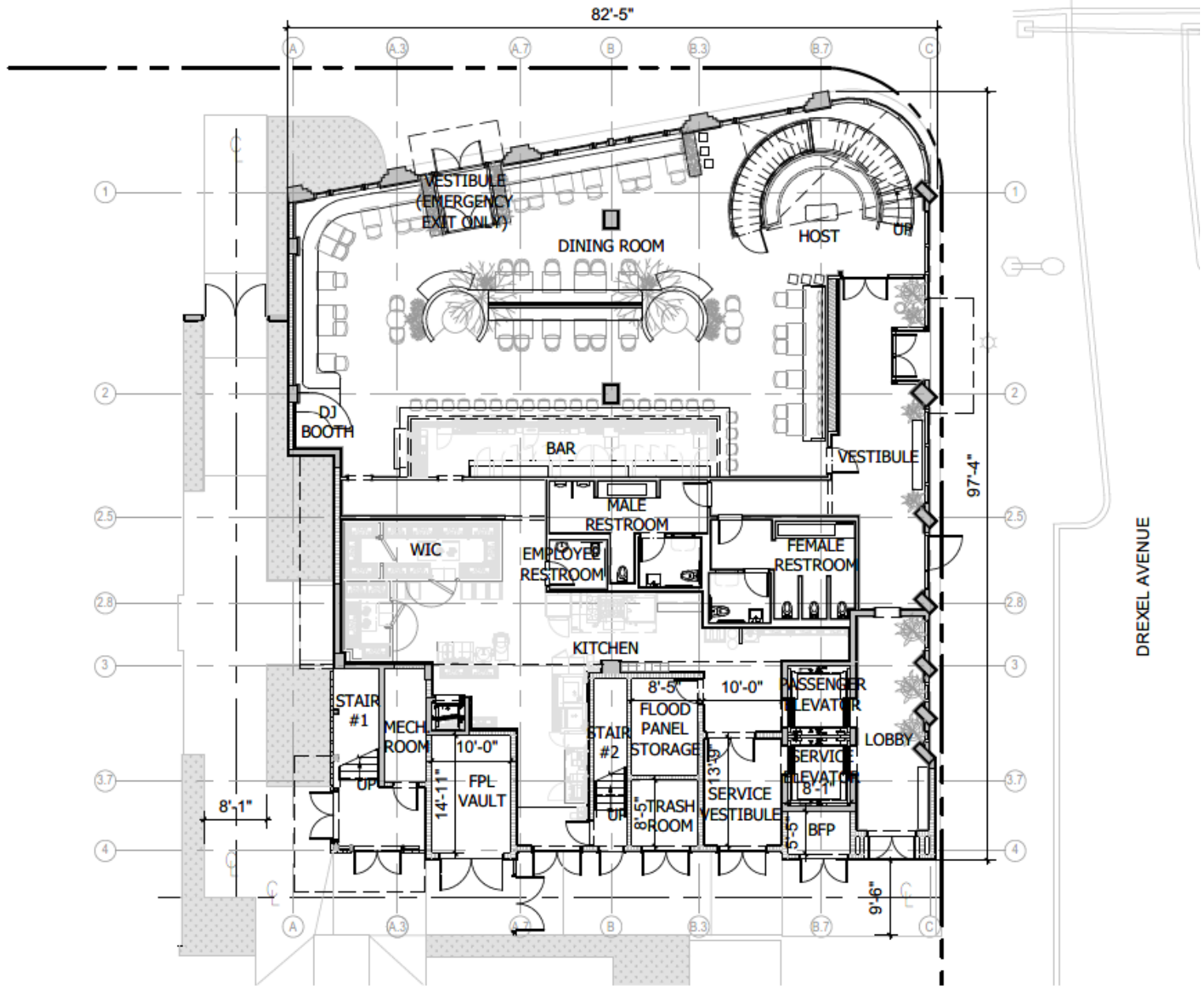
CD-3 Zoning District



Flamingo Park Historic District



Ground Floor Plan

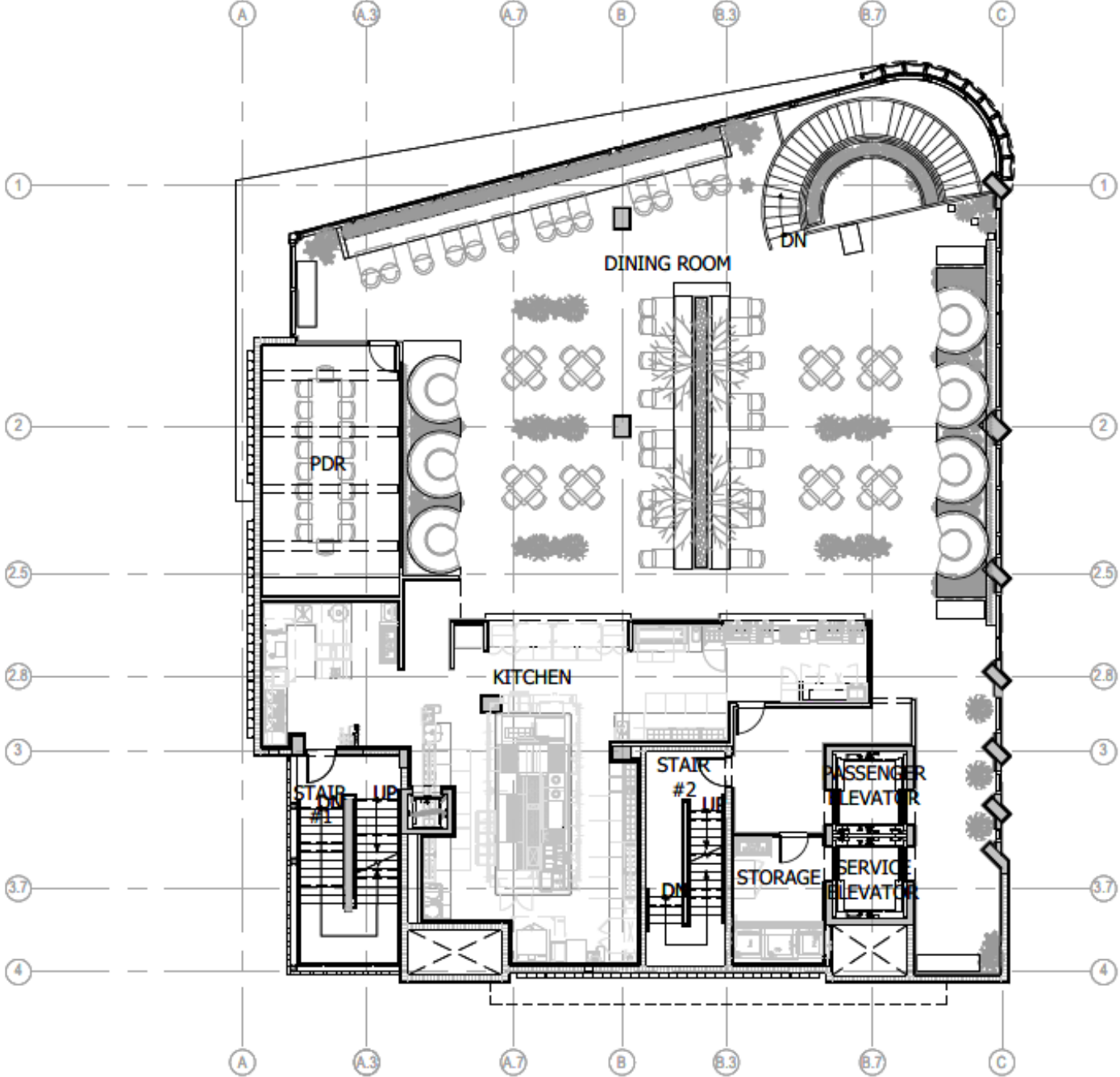


DREXEL AVENUE

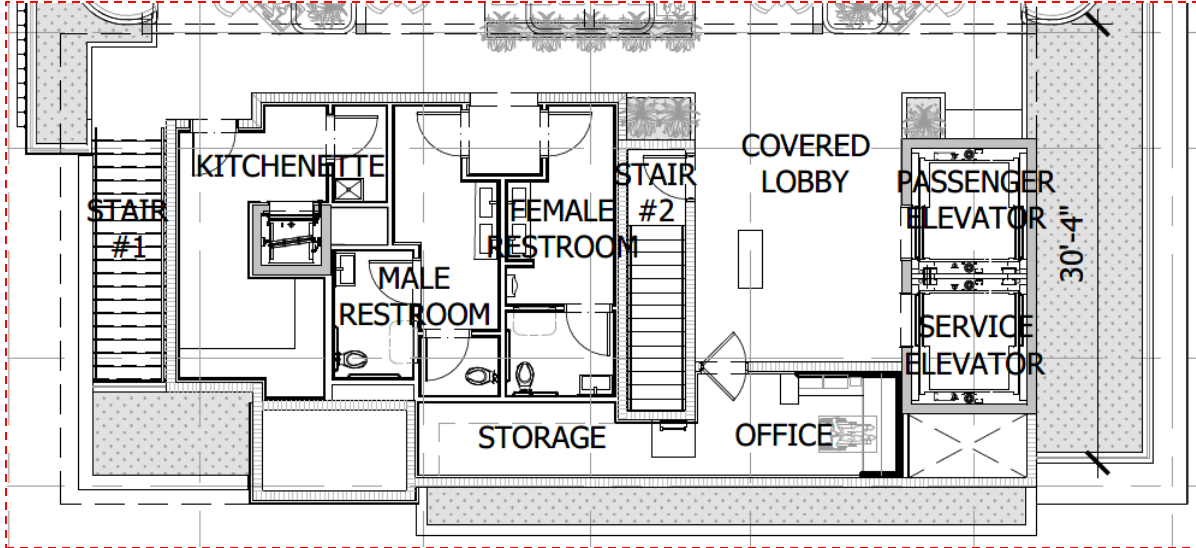
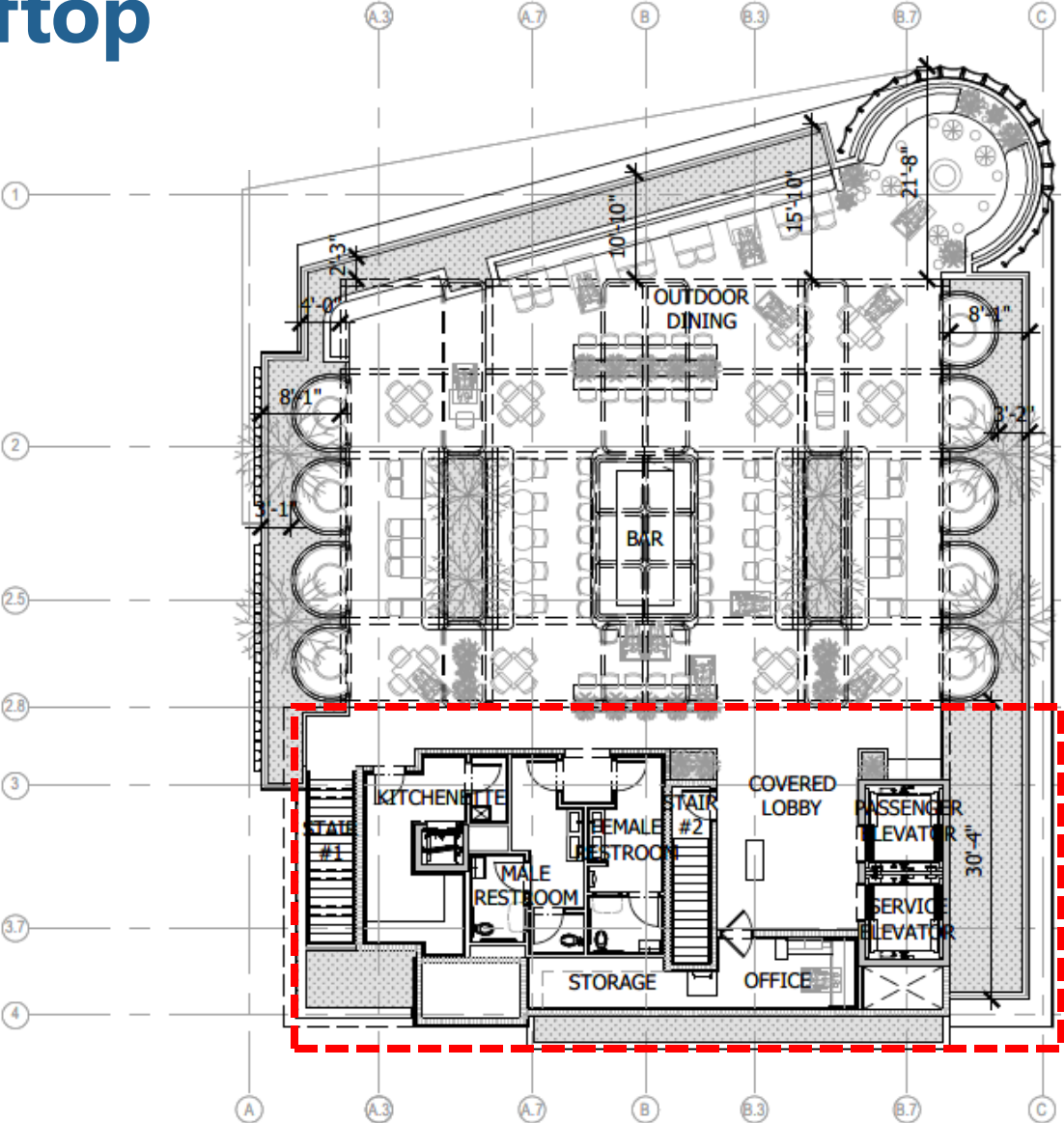


1 PROPOSED GROUND FLOOR PLAN
SCALE: 1/16"=1'-0"

Second Floor Plan



Rooftop Plan



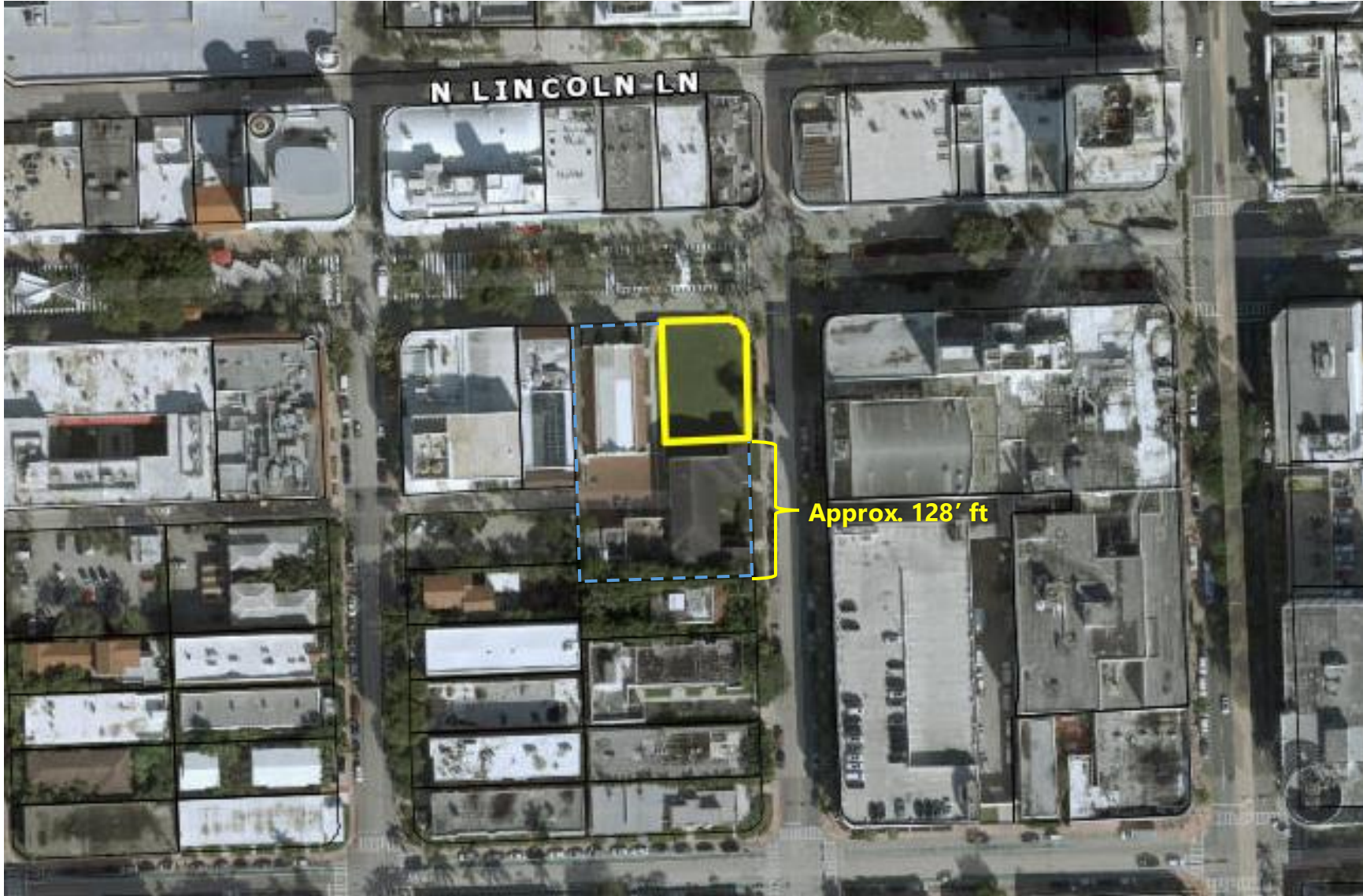
- Back-of-house area (red hatch) is comprised of solid structures including a kitchenette, restrooms, storage, office, stairs, and elevators; concentrating patrons in the northern portion of the rooftop and serving as a screen for sound.

South Elevation

Back-of-house
solid structures



Project Distance to Residential



West Hollywood, California

Casa Madera WeHo Neighborhood



- The venue has received no complaints from surrounding residential neighbors due to its thoughtful and well-managed operations.



Sound Study

Date: July 31, 2025
To: Jill O'Connor – Noble 33
From: David Kotch & Andy Swerdlow – Criterion Acoustics
Re: 1620 Drexel Avenue – Meduza Restaurant, Miami Beach – Environmental Noise Impact Study – V2

1) Overview

Noble 33 (representing Meduza) has hired Criterion Acoustics (CA) to perform an Environmental Noise Impact Study for the proposed rooftop. The project location is 1620 Drexel Avenue, Miami Beach, FL 33139.

2) Environmental Noise Impact Summary

The key points for the project are as follows:

1. Background, "ambient" level music playback is planned in the rooftop food and beverage area through an installed audio system. No "event" music playback or bands are planned for the rooftop.
2. Sound will be directed away from the closest residential buildings, 1619 Pennsylvania Ave. and 1610 Drexel Ave., to the south. The sound level on the roof will kept sufficiently low to not disturb the peace.
 - a. Suggested target rooftop sound level:
 - i. 72 dBA (see Table i below)
 - ii. As measured with the LASmax setting, which is the "slow maximum" setting on the sound level meter, distributed around the rooftop
 - b. The ambient, environmental background sound level in the neighborhood surrounding 1620 Drexel Ave. is 50-55 dBA, as measured by Andy Swerdlow of CA in the late evening on May 8, 2024. See section 4 for more information.
3. Loudspeakers for audio playback shall be distributed to keep individual volumes low, be mounted as close to patron areas as reasonably possible.
4. A digital tamper-resistant sound level input limiter be installed and configured after on-site sound level calibration to ensure that the calibrated level is never exceeded. This limiter and output gain settings will only be accessible by management and will have no local operational access.
5. After limiting, no sound will impact the residences south of 1620 Drexel or other establishments on Lincoln Road if the conditions in this report are met. Sound at 100ft. from the property will not exceed the ambient environmental noise levels.

"After limiting, no sound will impact the residences south of 1620 Drexel or other establishments on Lincoln Road if conditions in this report are met. Sound at 100ft. from the property will not exceed the ambient environmental noise."

Sound Study

Table i – Suggested Sound Level Limitation as Measured on Rooftop (LASmax)							
	31.5 [Hz]	63 [Hz]	125 [Hz]	250 [Hz]	500 [Hz]	Overall [dBA]	Overall [dBC]
Sound Level [dBA]	-	74	74	74	74	72	80

3) Project Images



Figure 1 - Key Plan of 1620 Drexel Ave. from a satellite view

Sound Study

Music Noise

At the recommended rooftop sound operating levels, no sound will impact the surrounding residential neighborhood. The results on this page show less than 40 dBA received at the properties.

The background noise levels measured in the neighborhood is 50 dBA, which is significantly higher than the received noise level.



Figure 6 - dBMap View showing sound projected 5 ft. above the ground. The receiver points are L_{smax} dBA sound pressure level.

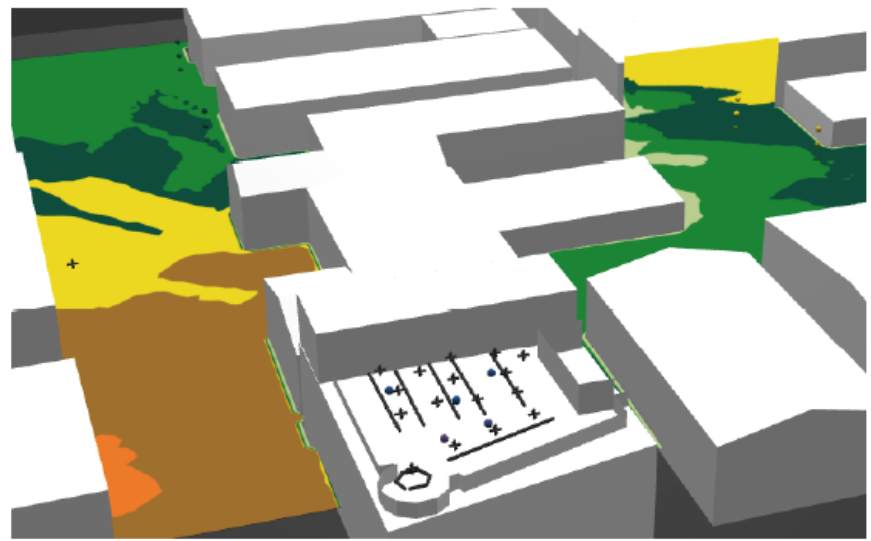
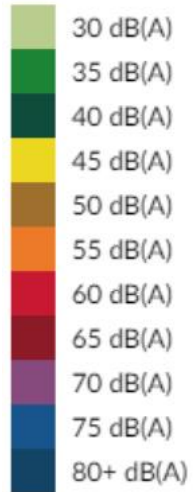


Figure 5 - dBMap 3D View facing south. Sound is projected vertically on 1615 Pennsylvania Ave.

Sound Study



Sound Source Key:

- [+] Loudspeaker
- [line] Patrons Talking

See methodology for detailed descriptions.

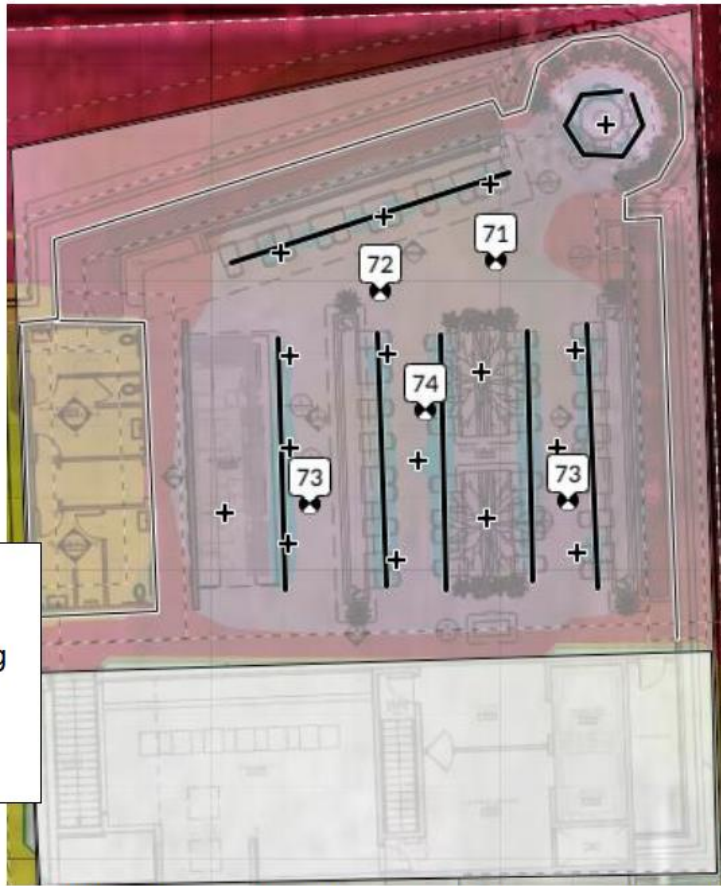


Figure 7 - dBmap view of the 1620 Drexel Rooftop. This is the zoomed in view of the overall plan shown in Figure 5. The sound system is using assumed positions for distributed sound coverage.



Patron Noise

In the model shown on this page, 90 patrons are talking at a "normal" level (according to ANSI 3.5 sound power levels).

- No sound from normal patron noise is received at any residence, and will be inaudible at 100 ft.
- When elevated to "loud" talking levels, sound is received at 1616 Drexel at 40 dBA and 45 dBA at 1615 Pennsylvania (below the 50 dBA background noise level).
- This is representative of 90 patrons yelling simultaneously and it is unlikely that the roof will ever be this loud from patron noise.

Predicted noise from 90 patrons yelling simultaneously on the rooftop. Expected cumulative or total noise patron noise shown to the left—approximately 10 dB lower or half as loud.

Rooftop Rendering – Looking South



Rooftop Rendering – Looking South



Solid walls. Mirror feature reflects rooftop landscaping.

Rooftop Rendering – Looking South



Rooftop Rendering – View Toward East & North



Lincoln Road BID Support

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.

305.600.0219 Office
305.5171307 Fax
1620 Drexel Avenue, Suite 100
Miami Beach, FL 33139

Lincoln Road Business
Improvement District, Inc.
LincolnRd.com | LRBID.com

LINCOLN RD

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

305.600.0219 Office
305.5171307 Fax
1620 Drexel Avenue, Suite 100
Miami Beach, FL 33139

Lincoln Road Business
Improvement District, Inc.
LincolnRd.com | LRBID.com

“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.”

Mēdüzā Mediterrania Restaurant



Thank You

200 S. Biscayne Boulevard
Suite 300, Miami, FL 33131

www.brzoninglaw.com

305.374.5300 office

305.377.6222 fax

Info@brzoninglaw.com

MILA Miami

800 Lincoln Road: Similar Variance to 2:00 a.m.

II. Variance(s)

A. The applicant filed an application with the Planning Department for the following variance(s) which were approved by the Board:

The following variances were approved by the Board:

1. A variance from the requirement of having direct access to the street for a restaurant located at the third floor of the building to install a projecting sign and a menu board facing Meridian Avenue.
2. A variance to exceed by 19 sf the maximum of zero (0 square feet) square feet of sign allow in association with a commercial space located at the third floor of the building in order to allow the installation of a projecting sign with 15 sf and a menu board sign with 4 sf facing Meridian Avenue.
3. A variance to exceed the allowable hours of operation of an accessory outdoor bar counter until 2:00 am.

HPB20-0421 aka HPB18-0264
(10.13.2020)

Andres Carne de Res

455 Lincoln Road: Similar Variance to 3:00 a.m.

II. Variance(s)

A. The applicant filed an application with the Planning Department for the following variance(s):

1. A variance to exceed the allowable hours of operation of an accessory outdoor bar counter until 3:00 am.

* * * *

C. The Board hereby Approves the variance request and imposes the following condition based on its authority in Section 118-354 of the Miami Beach City Code:

1. This variance is issued to Opereta Ciudad Del Sol, LLC, as owner/operator of Andres Carne De Res to exceed the hours of operation for an accessory outdoor bar counter. Any change of operator or fifty percent (50%) or more stock ownership shall require the new owners or operators to return to the Historic Preservation Board and acknowledging acceptance of all conditions established herein, prior to the issuance of a new Business Tax Receipt.

HPB19-0367
(10.12.2021)

Covenant in Lieu Of Unity of Title

This instrument was prepared by:

David J. Coviello, Esq.
Shutts & Bowen LLP
200 South Biscayne Boulevard, Suite 4100
Miami, FL 33131

Folio No. 02-3234-003-0070

(Space Reserved for Clerk)

DECLARATION OF RESTRICTIVE COVENANTS IN LIEU OF UNITY OF TITLE

KNOW ALL BY THESE PRESENTS that the undersigned Owner hereby makes, declares and imposes on the land herein described, the easement and covenants running with the title to the land, which shall be binding on the Owner, its heirs, successors and assigns, personal representatives, mortgagees, lessees, and against all persons claiming by, through or under them;

WITNESSETH:

WHEREAS, the Owner holds fee simple title to certain property in the City of Miami Beach, Florida, located at 1620 Drexel Avenue, Miami Beach, Florida, bearing the following folio number 02-3234-003-0070, legally described in **Exhibit "A,"** attached hereto and made a part hereof ("Property"); and

WHEREAS, on May 13, 2014 Owner obtained approval of the Historic Preservation Board (HPB) under File No. 7424 as recorded in Official Records Book 29935, at Page 2841 of the Public Records of Miami-Dade; and

WHEREAS, the Owner may develop the buildings on the Property in a condominium format of ownership and/or in two or more phases; and

WHEREAS, the Owner may develop the buildings on the Property for sale to multiple owners or in a condominium or association format of ownership and/or in two or more phases; and

WHEREAS, the Owner may wish to convey portions of the Property from time to time, and may wish to offer units as condominiums, this instrument is executed in order to assure that the phased development, or development of the property with future multiple ownership, will not violate the Land Development Regulations of the City of Miami Beach.

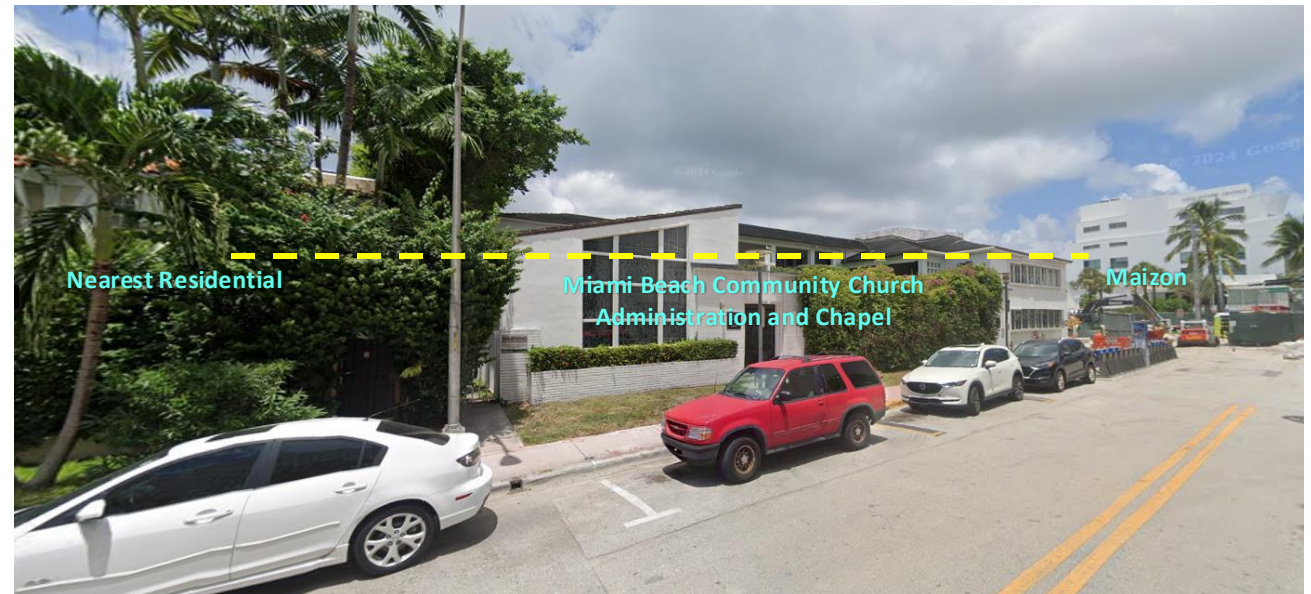
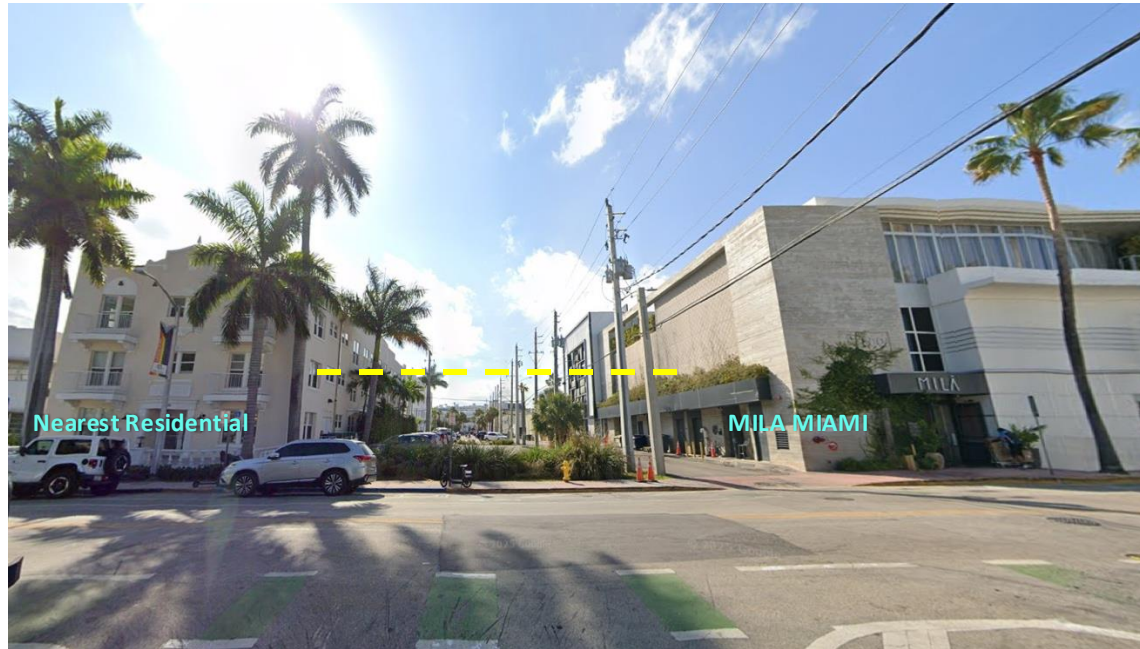
NOW THEREFORE, in consideration of the premises, Owner hereby agrees as follows:

MEADOC3 22811690 3



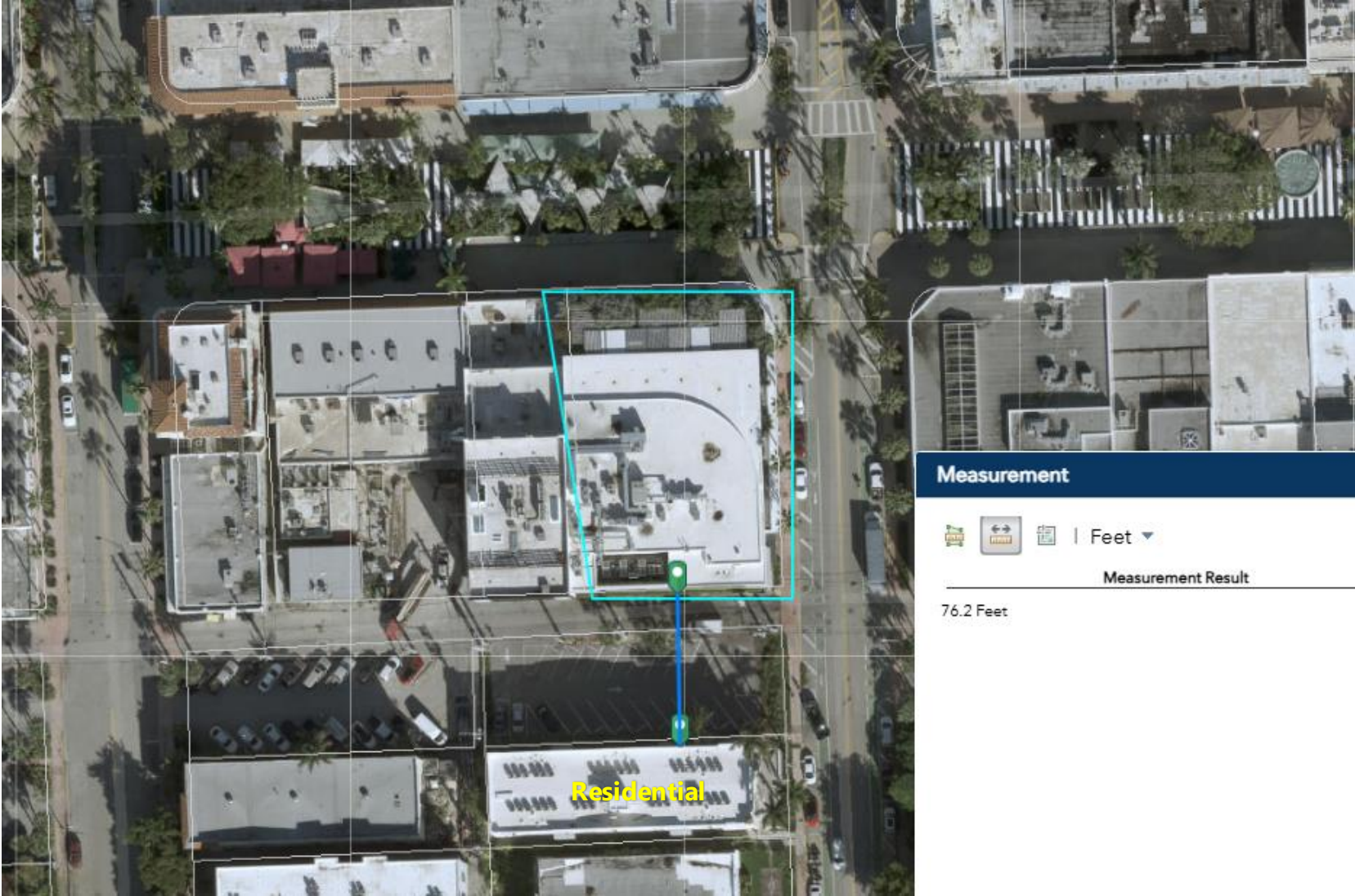
MILA Miami

800 Lincoln Road: Closer to Residential & Without Buffer



MILA Miami

800 Lincoln Road



Measurement

Feet

Measurement Result

76.2 Feet

Project Distance to Residential

