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October 12, 2025

VIA ELECTRONIC MAIL

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

Re: **HPB25-0675**: Letter of Intent for Electronic Murals at the
Property Located at 1651 Washington Avenue, Miami Beach

Dear Mr. Belush:

This law firm represents Gymage Miami, Inc. (the "Applicant") regarding the above-referenced property (the "Property") within the City of Miami Beach (the "City"). Please allow this letter to serve as the formal letter of intent for Historic Preservation Board ("HPB") approval of non-commercial electronic murals featuring moving images. See Figure 1, Aerial below.

Description of the Property. The Property is approximately 8,325 square feet in size (0.191 acres) and is located at the northeast corner of the intersection of Lincoln Road and Washington Avenue. The Property is identified by Miami-Dade County Property Appraiser Folio Number 02-3234-019-0680. The Property is zoned CD-3, Commercial High Intensity District and is within the Flamingo Park Historic District as well as the Miami Beach Architectural District. In addition, the Property is within the Art Deco Mimo Commercial Character Overlay. The area surrounding the Property is comprised primarily of hotel, retail, parking garage, and entertainment establishment uses, as it is located adjacent to historic Lincoln Road.



Figure 1, Aerial

The Property is improved with a four (4) story structure originally constructed in 1951. The Property is deemed to be an altered, non-contributing building. The façade of the Property was renovated in 2015 as approved by Historic Preservation Board File No. 7422. The Applicant is a commercial tenant operating as an “urban resort,” which functions as a gym and overall wellness facility. In 2020, the Applicant obtained a COA, File No. HPB20-0391 for signage located above the ground floor. The Applicant holds Building Permit No. BC2014846 for a rooftop restaurant, to which the instant application relates.

Electronic Murals. The Applicant proposes two electronic murals with moving images on rooftop surfaces facing the interior of the rooftop restaurant. Section 6.2.11 of the Code requires that murals, graphics, or images must be still and non-moving unless use of moving images is specifically approved by the design review board or historic preservation board. A property may not have more than two electronic murals, graphics, or images, and each one may not exceed 100 square feet unless the city commission approves a larger size by majority vote. These displays are allowed only in commercial or mixed-use districts and cannot be visible from the right-of-way. Properties with such displays must be at least 1,500 feet apart. In addition, all displays must either be dimmed to a maximum of 250 nits or turned off between 12:00 a.m. and 7:00 a.m. every day.

The Applicant requests HPB approval of two moving electronic murals pursuant to the requirement promulgated by Section 6.2.11.a of the Code. The proposed murals comply with the maximum number of electronic murals permitted per property (two) per Section 6.2.11.b. of the Code. In addition, the Applicant intends to seek City Commission approval for an electronic mural exceeding 100 square feet (proposed as 450 square feet in size), as authorized under Section 6.2.11.c. of the Code.

Ample landscaping and screening elements will shield the electronic murals from the view of the right-of-way per Section 6.2.11.d. of the Code. These improvements will also enhance the overall aesthetics of the Property and contribute to a more compatible streetscape. The electronic murals will operate daily from 6:00 p.m. to 2:00 a.m., with illumination levels reduced to a maximum of 250 nits after 12:00 a.m. Lastly, the Applicant will comply with Sections 6.2.11.e and 6.2.11.f of the Code and with all other applicable requirements of the City of Miami Beach Resiliency Code. The electronic murals will feature tasteful and appropriate nature-themed imagery such as water, fish, and greenery, and will serve as an iconic element of the restaurant.

Sea Level Rise and Resiliency Criteria. The proposed project advances the sea level rise and resiliency criteria provided in Section 7.1.2.4(a) of the Code as follows:

1. A recycling or salvage plan for partial or total demolition shall be provided.

Not applicable.

2. Windows that are proposed to be replaced shall be hurricane proof impact windows.

Not applicable.

3. Where feasible and appropriate, passive cooling systems, such as operable windows, shall be provided.

Not applicable.

4. Whether resilient landscaping (salt tolerant, highly water-absorbent, native or Florida friendly plants) will be provided.

All landscaping will be Florida friendly and resilient.

5. Whether adopted sea level rise projections in the Southeast Florida Regional Climate Action Plan, as may be revised from time-to-time by the Southeast Florida Regional

Climate Change Compact, including a study of land elevation and elevation of surrounding properties were considered.

Sea level rise projections have been considered, and appropriate flood mitigation will be incorporated into the design where appropriate and feasible.

- 6. The ground floor, driveways, and garage ramping for new construction shall be adaptable to the raising of public rights-of-ways and adjacent land.**

Not applicable.

- 7. Where feasible and appropriate. All critical mechanical and electrical systems are located above base flood elevation.**

All mechanical and electrical systems will be located above base flood elevation.

- 8. Existing buildings shall be, where reasonably feasible and appropriate, elevated to the base flood elevation.**

Not applicable.

- 9. When habitable space is located below the base flood elevation plus City of Miami Beach Freeboard, wet or dry flood proofing systems will be provided in accordance with Chapter of 54 of the City Code.**

Not applicable.

- 10. Where feasible and appropriate, water retention systems shall be provided.**

Not applicable.

- 11. Cool pavement materials or porous pavement materials shall be utilized.**

Not applicable.

- 12. The design of each project shall minimize the potential for heat island effects on-site.**

The Project utilizes high albedo surfaces, high quality materials, and landscaping that will reduce heat island effects on-site.

Conclusion. Based on these reasons, the Applicant respectfully requests your favorable review and recommendation of this application. If you have any questions or comments regarding the application, please give me a call at (305) 377-6231.

Sincerely,

A handwritten signature in blue ink, consisting of a series of connected loops and curves, representing the name Michael W. Larkin.

Michael W. Larkin

Cc: Paul C. Savage, Esq.
Roberto A. Alvarez, Esq.