

MIAMIBEACH
PLANNING DEPARTMENT
Staff Report & Recommendation

Historic Preservation Board

TO: Chairperson and Members
Historic Preservation Board

DATE: December 16, 2025

FROM: Thomas R. Mooney, AICP
Planning Director

^{DS}


For TRM

SUBJECT: HPB25-0675, **1651 Washington Avenue - Electronic Murals**

An application has been filed requesting a certificate of Appropriateness for the installation of two electronic murals on the rooftop of the existing building.

STAFF RECOMMENDATION

Approval of the Certificate of Appropriateness with conditions.

EXISTING STRUCTURE

Local Historic District: Flamingo Park
Classification: Non-Contributing
Construction Date: 1951
Architect: Albert Anis

BACKGROUND

On April 13, 2010, the Historic Preservation Board approved a Certificate of Appropriateness to install new illuminated building signage facing Lincoln Road and Washington Avenue in accordance with the Lincoln Road Signage District regulations. On April 8, 2014, the Historic Preservation Board approved a Certificate of Appropriateness for the partial demolition and renovation of the existing 3-story non-contributing structure, as part of a new commercial development.

On December 8, 2015, the Historic Preservation Board approved modifications to a previously issued Certificate of Appropriateness for the partial demolition and renovation of the existing 3-story non-contributing structure, as part of a new commercial development. Specifically, the applicant requested design modifications to the exterior of the building.

On July 31, 2020, the Historic Preservation Board approved a Certificate of Appropriateness for the installation of a sign above the ground level.

ZONING / SITE DATA

Folio: 02-3234-019-0680
Legal Description: Lots 6 and the Westerly 5.5 feet of Lot 5, Block 31 "Fisher's First Subdivision of Alton Beach", according to the plat thereof, as recorded in Plat Book 2, Page 77 of the public records of Miami Dade County, Florida.

Zoning: CD-3 (Commercial, high intensity)

Future Land Use: CD-3 (Commercial, high intensity)

THE PROJECT

The applicant has submitted plans entitled “1655 Washington Avenue”, as prepared by BGA Architects, dated August 29th, 2025.

COMPLIANCE WITH ZONING CODE

A preliminary review of the project indicates that the application appears to be inconsistent with the following applicable provisions of the Land Development Regulations of the City Code (LDRs):

- **Section 6.2.11.c:** The maximum size of an electronic mural, graphic or image shall not exceed 100 square feet, unless approved by resolution adopted by a majority vote of the city commission.

The proposed electronic mural is approximately 450 square feet, as noted in the letter of intent. As such, approval by the City Commission shall be required, if the mural is approved by the Historic preservation Board.

This shall not be considered final zoning review or approval. These and all zoning matters shall require final review and verification by the Zoning Administrator prior to the issuance of a Building Permit.

CONSISTENCY WITH 2040 COMPREHENSIVE PLAN

A preliminary review of the project indicates that the proposed use is **consistent** with the Future Land Use Map of the Comprehensive Plan.

COMPLIANCE WITH SEA LEVEL RISE AND RESILIENCY REVIEW CRITERIA

Section 7.1.2.4(a)(i) of the Land Development Regulations establishes review criteria for sea level rise and resiliency that must be considered as part of the review process for board orders. The following is an analysis of the request based upon these criteria:

- A. A recycling or salvage plan for partial or total demolition shall be provided.
Not Applicable
- B. Windows that are proposed to be replaced shall be hurricane proof impact windows.
Satisfied
- C. Where feasible and appropriate, passive cooling systems, such as operable windows, shall be provided.
Not Applicable
- D. Resilient landscaping (salt tolerant, highly water-absorbent, native or Florida friendly plants) shall be provided, in accordance with Chapter 4 of the Land Development Regulations.
Satisfied
- E. The project applicant shall consider the 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. The applicant shall also specifically

study the land elevation of the subject property and the elevation of surrounding properties.

Not Applicable

- F. The ground floor, driveways, and garage ramping for new construction shall be adaptable to the raising of public rights-of-ways and adjacent land and shall provide sufficient height and space to ensure that the entry ways and exits can be modified to accommodate a higher street height of up to three (3) additional feet in height.

Not Applicable

- G. In all new projects, all critical mechanical and electrical systems shall be located above base flood elevation. Due to flooding concerns, all redevelopment projects shall, whenever practicable, and economically reasonable, move all critical mechanical and electrical systems to a location above base flood elevation.

Not Applicable

- H. Existing buildings shall be, where reasonably feasible and economically appropriate, elevated up to base flood elevation, plus City of Miami Beach Freeboard.

Not Applicable

- I. 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 in General Ordinances.

Not Applicable

- J. In all new projects, water retention systems shall be provided.

Not Applicable

- K. Cool pavement materials or porous pavement materials shall be utilized.

Not Applicable

- L. The project design shall minimize the potential for a project causing a heat island effect on site.

Satisfied

COMPLIANCE WITH CERTIFICATE OF APPROPRIATENESS CRITERIA

A decision on an application for a certificate of appropriateness shall be based upon the following:

1. Evaluation of the compatibility of the physical alteration or improvement with surrounding properties and where applicable, compliance with the following criteria pursuant to section 2.13.7(d)(ii)(1) of the Land Development Regulations (it is recommended that the listed criteria be found Satisfied, Not Satisfied or Not Applicable, as so noted):

- a. The Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings may be amended from time to time.

Not Applicable

- b. The Secretary of Interior's Standards for Reconstruction as may be amended from time to time.

Not Applicable

- c. Other guidelines/policies/plans adopted or approved by resolution or ordinance by the city commission.

Satisfied

The Secretary of Interior's Guidelines for Rehabilitation are intended as an aid to assist in applying the Secretary of Interior's Standards but are not binding on their own and are not meant to give case-specific advice or to address exceptions of unusual conditions.

2. The examination of architectural drawings for consistency with the criteria pursuant to section 2.13.7(d)(ii)(2) of the Land Development Regulations and stated below, with regard to the aesthetics, appearances, compatibility, safety, and function of any new or existing structure, public interior space and physical attributes of the project in relation to the site, adjacent structures and properties, and surrounding community. The criteria referenced above are as follows (it is recommended that the listed criteria be found Satisfied, Not Satisfied or Not Applicable, as so noted):

- a. The location of all existing and proposed buildings, drives, parking spaces, walkways, means of ingress and egress, drainage facilities, utility services, landscaping structures, signs, and lighting and screening devices.

Satisfied

- b. The dimensions of all buildings, structures, setbacks, parking spaces, floor area ratio, height, lot coverage and any other information that may be reasonably necessary to determine compliance with the requirements of the underlying zoning district, and any applicable overlays, for a particular application or project.

Not Applicable

- c. The color, design, surface finishes and selection of landscape materials and architectural elements of the exterior of all buildings and structures and primary public interior areas for developments requiring a building permit.

Satisfied

- d. The proposed structure, or additions to an existing structure are appropriate to and compatible with the environment and adjacent structures, and enhance the appearance of the surrounding properties, or the purposes for which the district was created.

Not Applicable

- e. The design and layout of the proposed site plan, as well as all new and existing buildings and public interior spaces shall be reviewed so as to provide an efficient arrangement of land uses. Particular attention shall be given to safety, crime prevention and fire protection, relationship to the surrounding neighborhood, impact on preserving historic character of the neighborhood and district, contiguous and adjacent buildings and lands, pedestrian sight lines and view corridors.

Not Applicable

- f. Pedestrian and vehicular traffic movement within and adjacent to the site shall be reviewed to ensure that clearly defined, segregated pedestrian access to the site

and all buildings is provided for and that any driveways and parking spaces are usable, safely and conveniently arranged and have a minimal impact on pedestrian circulation throughout the site. Access to the site from adjacent roads shall be designed so as to interfere as little as possible with vehicular traffic flow on these roads and pedestrian movement onto and within the site, as well as permit both pedestrians and vehicles a safe ingress and egress to the site.

Not Applicable

- g. Lighting shall be reviewed to ensure safe movement of persons and vehicles and reflection on public property for security purposes and to minimize glare and reflection on adjacent properties and consistent with a city master plan, where applicable.
Satisfied
- h. Landscape and paving materials shall be reviewed to ensure an adequate relationship with and enhancement of the overall site plan design.
Satisfied
- i. Buffering materials shall be reviewed to ensure that headlights of vehicles, noise, and light from structures are adequately shielded from public view, adjacent properties and pedestrian areas.
Satisfied
- j. Any proposed new structure shall have an orientation and massing which is sensitive to and compatible with the building site and surrounding area and which creates or maintains important view corridor(s).
Not Applicable
- k. All buildings shall have, to the greatest extent possible, space in that part of the ground floor fronting a sidewalk, street or streets which is to be occupied for residential or commercial uses; likewise, the upper floors of the pedestal portion of the proposed building fronting a sidewalk street, or streets shall have residential or commercial spaces, or shall have the appearance of being a residential or commercial space or shall have an architectural treatment which shall buffer the appearance of a parking structure from the surrounding area and is integrated with the overall appearance of the project.
Not Applicable
- l. All buildings shall have an appropriate and fully integrated rooftop architectural treatment which substantially screens all mechanical equipment, stairs and elevator towers.
Satisfied
- m. All portions of a project fronting a street or sidewalk shall incorporate an amount of transparency at the first level necessary to achieve pedestrian compatibility.
Not Applicable
- n. The location, design, screening and buffering of all required service bays, delivery bays, trash and refuse receptacles, as well as trash rooms shall be arranged so as to have a minimal impact on adjacent properties.

Satisfied

STAFF ANALYSIS

The subject property, which is located at the northeast corner of Lincoln Road and Washington Avenue, contains a four-story structure that was constructed in 1951 and is classified as an altered, non-contributing building within the Flamingo Park Local Historic District. The building's façade was updated in 2015, including the partial demolition and renovation of the structure with design modifications to the exterior of the building. The existing building also contains a rooftop restaurant, which is the focus of the current request.

The proposal includes the installation of two electronic murals featuring moving imagery on exterior walls at the rooftop level; the proposed murals are oriented towards the interior dining areas of the rooftop restaurant. Pursuant to Section 6.2.11 of the LDRs, moving images may be permitted when expressly approved by the Design Review Board or Historic Preservation Board. The code also limits each property to a maximum of two electronic murals and restricts individual murals to 100 square feet unless approved by resolution adopted by a majority vote of the City Commission. Such installations are only permitted within commercial or mixed-use districts and must not be visible from the public right-of-way. Additional spacing, illumination, and operational standards apply, including a requirement that displays be dimmed to no more than 250 nits or turned off between 12:00 a.m. and 7:00 a.m.

The proposed electronic murals, which exceed 100 square feet, are inspired by Colombian music artist Montoya, who is rooted in Colombia's diverse folk traditions, Afro-Caribbean rhythms, and melodic electronica, which layer harmonies with modern sound. Additionally, the applicant states that the audio draws from the calming atmosphere of ocean soundscape music, the immersive visual experience of aquarium projection mapping, and the serene, emotive quality of Peder B. Helland's piano compositions.

Substantial landscaping and screening elements will effectively obscure the murals from any right-of-way views. These improvements will also enhance the building's visual character and support a cohesive streetscape. The murals will operate daily from 6:00 p.m. to 2:00 a.m., with illumination reduced to a maximum of 250 nits after midnight.

Staff generally has no objections to the initial concept of the installation of an artistic electronic mural along portions of the exterior facing north and southwest elevation of the proposed mixed-use building, especially when the interventions activate otherwise blank featureless walls. The proposed electronic murals are composed as "electronic noncommercial graphics and images" to display a varying array of artistic digital imagery to be illuminated upon the two (2) large wall(s). The original program and content of the electronic murals has been broken into the north wall and the stairwell along the south side.

Staff recommends that as part of this approval, the Historic Preservation Board provide some latitude in what may be substituted at a later date so that future updates to the murals may be reviewed and approved by staff. In addition, staff believes that the design of the mural is consistent with the overall character of the outdoor landscaped rooftop area fronting Washington Avenue and has no objection to the proposal.

RECOMMENDATION

In view of the foregoing analysis, staff recommends that the request for a Certificate of Appropriateness be **approved**, subject to the conditions enumerated in the attached draft Order.

HISTORIC PRESERVATION BOARD
City of Miami Beach, Florida

MEETING DATE: December 16, 2025

PROPERTY/FOLIO: 1651 Washington Avenue / 02-3234-019-0680

FILE NO: HPB25-0675

APPLICANT: Manhattan House Inc.

IN RE: An application for a certificate of Appropriateness for the installation of two electronic murals on the rooftop of the existing building.

LEGAL: Lots 6 and the Westerly 5.5 feet of Lot 5, Block 31 "Fisher's First Subdivision of Alton Beach", according to the plat thereof, as recorded in Plat Book 2, Page 77 of the public records of Miami Dade County, Florida.

ORDER

The City of Miami Beach Historic Preservation Board makes the following FINDINGS OF FACT, based upon the evidence, information, testimony and materials presented at the public hearing and which are part of the record for this matter:

I. Certificate of Appropriateness

- A. The subject site is located within the Flamingo Park Local Historic District.
- B. Based on the plans and documents submitted with the application, testimony and information provided by the applicant, and the reasons set forth in the Planning Department Staff Report, the project as submitted:
 1. Is consistent with Sea Level Rise and Resiliency Review Criteria in Section 7.1.2.4(a)(1) of the Land Development Regulations.
 2. Is consistent with Certificate of Appropriateness Criteria in section 2.13.7(d)(ii)(1) of the Land Development Regulations.
 3. Is consistent with Certificate of Appropriateness Criteria in section 2.13.7(d)(ii)(2) of the Land Development Regulations.
- C. The project would remain consistent with the criteria and requirements of sections 2.13.7(d) and 7.1.2.4(a) of Land Development Regulations if the following conditions are met:
 1. The proposed electronic murals shall require the review and approval of the City Commission, in accordance with the applicable regulations set forth in the Land Development Regulations of the City Code (LDRs). City Commission approval shall

- be required prior to the submittal and issuance of any building permit for the proposed electronic murals.
2. Revised elevation, site plan and floor plan drawings shall be submitted, and at a minimum, such drawings shall incorporate the following:
 - a. The moving electronic graphics and images may be installed as proposed, and as may be modified by the City Commission. Changes to the graphics may be approved administratively, provided such changes are minimal and consistent with the overall original design intent, subject to the review and approval of staff.
 - b. The final details of the electronic graphics shall be submitted, in a manner to be approved by staff consistent with the Certificate of Appropriateness Criteria and/or the directions from the Board.
 - c. The final planter details, including irrigation and plant species, shall be provided in a manner to be reviewed and approved by staff.
 - d. The landscaping approved as part of this application shall be maintained in a manner that screens view of the electronic graphics at all times. Should the landscaping at anytime not effectively screen views from the right of way, then the electronic graphics shall remain off unless or until the landscaping grows or is modified to fully screen such graphics.
 - e. Prior to the issuance of a certificate of completion for the associated building permit, inspection by Planning shall be required to confirm that the electronic graphics are not visible from any portion along a right-of-way.

In accordance with section 2.2.4.8(c) of the Land Development Regulations the applicant, the City Manager, Miami Design Preservation League, Dade Heritage Trust, or an affected person may appeal the Board's decision on a Certificate of Appropriateness to a special magistrate appointed by the City Commission.

II. Variance(s)

- A. No variances have been applied for as part of this application.

The decision of the Board regarding variances shall be final and there shall be no further review thereof except by resort to a court of competent jurisdiction by petition for writ of certiorari.

III. General Terms and Conditions applying to both 'I. Certificate of Appropriateness' and 'II. Variances' noted above.

- A. A copy of all pages of the recorded Final Order shall be scanned into the plans submitted for building permit and shall be located immediately after the front cover page of the permit plans.

- B. The Final Order shall be recorded in the Public Records of Miami-Dade County, prior to the issuance of a Building Permit.
- C. Satisfaction of all conditions is required for the Planning Department to give its approval on a Certificate of Occupancy; a Temporary Certificate of Occupancy or Partial Certificate of Occupancy may also be conditionally granted Planning Departmental approval.
- D. The Final Order is not severable, and if any provision or condition hereof is held void or unconstitutional in a final decision by a court of competent jurisdiction, the order shall be returned to the Board for reconsideration as to whether the order meets the criteria for approval absent the stricken provision or condition, and/or it is appropriate to modify the remaining conditions or impose new conditions.
- E. The conditions of approval herein are binding on the applicant, the property's owners, operators, and all successors in interest and assigns.
- F. Nothing in this order authorizes a violation of the City Code or other applicable law, nor allows a relaxation of any requirement or standard set forth in the City Code.
- G. Upon the issuance of a final Certificate of Occupancy or Certificate of Completion, as applicable, the project approved herein shall be maintained in accordance with the plans approved by the board and shall be subject to all conditions of approval herein, unless otherwise modified by the Board. Failure to maintain shall result in the issuance of a Code Compliance citation, and continued failure to comply may result in revocation of the Certificate of Occupancy, Completion and Business Tax Receipt.

IT IS HEREBY ORDERED, based upon the foregoing findings of fact, the evidence, information, testimony and materials presented at the public hearing, which are part of the record for this matter, and the staff report and analysis, which are adopted herein, including the staff recommendations, which were amended and adopted by the Board, that the application is GRANTED for the above-referenced project subject to those certain conditions specified in Paragraph I, II, III of the Findings of Fact, to which the applicant has agreed.

PROVIDED, the applicant shall build substantially in accordance with the plans entitled "**1655 Washington Avenue**", dated **8/29/2025**, as approved by the Historic Preservation Board, as determined by staff, and as may be modified by the City Commission.

When requesting a building permit, the plans submitted to the Building Department for permit shall be consistent with the plans approved by the Board and the City Commission, modified in accordance with the conditions set forth in this Order. No building permit may be issued unless and until all conditions of approval that must be satisfied prior to permit issuance, as set forth in this Order, have been met.

The issuance of the approval does not relieve the applicant from obtaining all other required Municipal, County and/or State reviews and permits, including final zoning approval. If adequate handicapped access is not provided on the Board-approved plans, this approval does not mean that such handicapped access is not required. When requesting a building permit,

