



April 1, 2025

Design Review Board
City of Miami Beach
1700 Convention Center Drive
Miami Beach, Florida 33139

Re: DRB25-1085 – Letter of Intent for a New Sign Plan for 1824 Alton Road. Modification of DRB16-0048 to allow "Michaels" to be replaced with "Ross"

Dear Members of the Design Review Board,

We respectfully submit this Letter of Intent to request a modification to the approved sign plan under **DRB File No. DRB16-0048** for the property located at **1824 Alton Road, Miami Beach, Florida**. The original approval included signage for "Michaels," the previous tenant, on the upper portion of the building.

The subject property, identified by **Miami-Dade County Tax Folio No. 02-3233-012-0130**, is located at the northwest corner of Alton Road and 18th Street. According to the City of Miami Beach Zoning Map, the property is zoned **CD-2 (Commercial, Medium Intensity District)** and is not located within a Local Historic District. The parcel measures approximately **24,000 square feet** and is currently occupied by Citibank, and Ross Stores Inc.

The Property is located at the intersection of Alton Road and 18th Street, it is bordered on two (2) sides by public rights-of-way. To the north of the Property is the Alton Road Animal Hospital, Texaco gasoline and service station, and Goodyear Tires. To the east of the Property is The Social Security Administration building and Walgreens. To the west is South Beach Finest Hand Car Wash. To the south is an Office Depot.

In addition to the previously approved "Ross" signage, we are requesting a modification to the existing sign plan under **DRB File No. DRB16-0048** to reflect the replacement of the previously approved "Michaels" signage on the upper portion of the building along both 18th

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Street, and Alton Rd with new signs for "Ross," the current tenant. The proposed signage will be consistent in scale, placement, and overall design intent with the originally approved plan under DRB16-0048. It has been designed to align with the architectural character of the building and to contribute positively to the aesthetic of the surrounding area.

Signage plays a vital role in the success of any business, serving as a key tool for visibility and customer engagement. In this case, the building's design includes decorative screening and prominent landscaping that partially obscure the view of interior spaces. Compounding this, the property sits along a high-traffic corridor where vehicles dominate the streetscape. As a result, clear and prominent signage is crucial—not just to attract attention, but to help customers easily locate and access the business. The proposed signage not only meets all City requirements, but also enhances visibility, ensuring the site remains both inviting and commercially viable.

The updated sign will comply with all applicable zoning and code requirements unless otherwise addressed in this modification request. The proposed change is strictly limited to tenant branding and identification and does not involve any substantial alterations to the structure, dimensions, or configuration of the previously approved signage.

We look forward to presenting this request to the Board and believe that the updated signage will continue to enhance the visual appeal and commercial character of the Alton Road corridor.

Thank you for your time and consideration. Should the Board require additional documentation, including drawings, renderings, or technical specifications, we are happy to provide them.

Sincerely,

A handwritten signature in black ink, appearing to read "Tina Arcuri".

Tina Arcuri

Agent on Behalf of Ross Stores Inc.

(843)604-4114

tina@coastalsignservices.com