

MIAMI BEACH

PLANNING DEPARTMENT

Staff Report & Recommendation

Design Review Board

TO: DRB Chairperson and Members

DATE: October 23, 2025

FROM: Thomas R. Mooney, AICP
Planning Director



SUBJECT: DRB25-1085, FKA DRB16-0048, FKA DRB 23233, 1824 Alton Road:
1824 Alton Road

An application has been filed requesting a modification to previous Design Review Approval for installation of a new signage design. Specifically, the applicant would like to modify the building identification signage requirements to allow for signage for a new tenant.

RECOMMENDATION:

Approval with conditions.

LEGAL DESCRIPTION:

Lots 1-3 of Block 12 of the "Island View Subdivision", According to the Plat Thereof, as Recorded in Plat Book 6, Page 115, of the Public Records of Miami-Dade County, Florida.

HISTORY:

On March 1, 2016, the Design Review Board (DRB) approved the construction of a new four-story commercial building, including a variance to reduce the minimum required rear setback, to replace a one-story gasoline and service station, pursuant to DRB File No. 23233. On October 10, 2016, the DRB modified the order to allow for the installation of a new ID and blade sign. On February 6, 2017 meeting, the DRB approved the ground floor signage for the project.

SITE DATA:

Zoning:	CD-2 Commercial, Medium Intensity District
Future Land Use:	CD
Lot Size:	24,000 SF
Proposed FAR:	1.0 – 35,726 SF Total Area as represented by the applicant
Permitted FAR:	1.5 (36,000 SF)
Proposed Height:	50'-0"
Permitted Height:	50'-0"
Total SF:	37,562 SF

LAND USES:

East: Two-story Chase Bank / Walgreens
North: One-story Animal Hospital
South: Vacant / Future apartment building
West: One-story hand car wash

THE PROJECT:

The applicant, Tina Acuri on behalf of Ross Stores, Inc., has submitted plans entitled "#2541 Sunset Harbour", as prepared by **Blair Image Elements**, dated 04/07/25.

The applicant is proposing to change the building identification signage as the building has a new primary tenant. Condition (I)(1)(b) of the order approved by the DRB on October 10, 2016 specifically called for signage to read "MICHAELS" and include colors specific to that brand. The applicant is seeking to modify the signage to read "ROSS" and utilize blue colors specific to their brand.

CONSISTENCY WITH COMPREHENSIVE PLAN

A preliminary review of the project indicates that the **commercial use** is **consistent** with the Future Land Use Map of the 2025 Comprehensive Plan.

COMPLIANCE WITH ZONING CODE:

A preliminary review of the project indicates that the application, as proposed, appears to be consistent with the City Code, excluding any requests for variance(s).

The above noted comments 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.

COMPLIANCE WITH DESIGN REVIEW CRITERIA, SECTION 2.5.3.1:

Design review encompasses the examination of architectural drawings for consistency with the criteria stated below, with regard to the aesthetics, appearance, safety, and function of any new or existing structure and physical attributes of the project in relation to the site, adjacent structures and surrounding community. The design review board and the planning department shall review plans based upon the below stated criteria, criteria listed in neighborhood plans, if applicable, and applicable design guidelines. Recommendations of the planning department may include, but not be limited to, comments from the building department and the public works department.

- a. The existing and proposed conditions of the lot, including but not necessarily limited to topography, vegetation, trees, drainage, and waterways.
Not applicable.
- b. 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.
Not applicable.
- c. 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.

- d. The color, design, selection of landscape materials and architectural elements of exterior building surfaces and primary public interior areas for developments requiring a building permit in areas of the city identified in section 2.5.3.2.
Satisfied.
- e. The proposed site plan, and the location, appearance and design of new and existing buildings and structures are in conformity with the standards of this article and other applicable ordinances, architectural and design guidelines as adopted and amended periodically by the design review board and historic preservation board and all pertinent master plans.
Not applicable.
- f. The proposed structure, or additions or modifications to an existing structure, indicates a sensitivity to and is compatible with the environment and adjacent structures, and enhances the appearance of the surrounding properties.
Not applicable.
- g. The design and layout of the proposed site plan, as well as all new and existing buildings 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 contiguous and adjacent buildings and lands, pedestrian sight lines and view corridors.
Satisfied.
- h. 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 all parking spaces are usable and are safety and conveniently arranged; pedestrian furniture and bike racks shall be considered. Access to the site from adjacent roads shall be designed so as to interfere as little as possible with traffic flow on these roads and to permit vehicles a rapid and safe ingress and egress to the site.
Not applicable.
- i. 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. Lighting shall be reviewed to assure that it enhances the appearance of structures at night.
Not applicable.
- j. Landscape and paving materials shall be reviewed to ensure an adequate relationship with and enhancement of the overall site plan design.
Not applicable.
- k. 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.
Not applicable.

- l. The proposed structure has 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.
- m. The building has, where feasible, space in that part of the ground floor fronting a 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 street, or streets shall have residential or commercial spaces, shall have the appearance of being a residential or commercial space or shall have an architectural treatment which shall buffer the appearance of the parking structure from the surrounding area and is integrated with the overall appearance of the project.
Not applicable.
- n. The building shall have an appropriate and fully integrated rooftop architectural treatment which substantially screens all mechanical equipment, stairs and elevator towers.
Not applicable.
- o. An addition on a building site shall be designed, sited and massed in a manner which is sensitive to and compatible with the existing improvement(s).
Not applicable.
- p. All portions of a project fronting a street or sidewalk shall incorporate an architecturally appropriate amount of transparency at the first level in order to achieve pedestrian compatibility and adequate visual interest.
Not applicable.
- q. 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.
Not applicable.
- r. In addition to the foregoing criteria, subsection 118-104-6(t) of the General Ordinances shall apply to the design review board's review of any proposal to place, construct, modify or maintain a wireless communications facility or other over the air radio transmission or radio reception facility in the public rights- of-way.
Not Applicable.
- s. The structure and site comply with the sea level rise and resiliency review criteria in chapter 7, article I, as applicable.
See below.

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:

- (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) 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.
Not applicable.
- (5) 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.
- (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 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.
- (7) 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.
- (8) Existing buildings shall be, where reasonably feasible and economically appropriate, elevated up to base flood elevation, plus City of Miami Beach Freeboard.
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) In all new projects, water retention systems shall be provided.
Not applicable.
- (11) Cool pavement materials or porous pavement materials shall be utilized.
Not applicable.
- (12) The project design shall minimize the potential for a project causing a heat island

effect on site.
Not applicable.

ANALYSIS
DESIGN REVIEW

On October 10, 2016, the DRB approved a modification to the order to allow for a building ID sign. Condition (I)(1)(b) of the Final Order states the following:

“All building ID signage shall require a separate permit. The building ID signage shall consist of a red brushed or anodized aluminum reverse channel, back-lit letters, scripted in the ‘MICHAELS’ font, in a manner to be approved by staff. No exterior raceway or exterior disconnect switches shall be allowed. Intermittent lights, moving or revolving lights shall not be permitted. All electrical wiring and power shall be routed through the parapet and not be visible from the right-of-way.”

The primary building tenant has since changed to a ROSS retail store, and signage along the pedestrian level of the building has been changed under separate permits to reflect the change in tenancy. The applicant is now seeking to revise the building identification signage that is located on the parapet at the top level of the façade, in accordance with the following revision to condition (I)(1)(b):

“All building ID signage shall require a separate permit. The building ID signage shall consist of a ~~red~~ brushed or anodized aluminum reverse channel, back-lit letters, ~~scripted in the ‘MICHAELS’ font,~~ in a manner to be approved by staff. No exterior raceway or exterior disconnect switches shall be allowed. Intermittent lights, moving or revolving lights shall not be permitted. All electrical wiring and power shall be routed through the parapet and not be visible from the right-of-way.”

The proposed modifications would allow for future changes in tenancy, while still maintaining the design intent of the original approval, which maintains high quality finishes and blocks electrical and mounting equipment. The signage would continue to be subject to all other applicable requirements of the Land Development Regulations of the City Code (LDRs), including size restrictions.

The applicant is also proposing to include signage inside of an interior atrium on the corner of Alton Road and 18th Street. While the signage is not on the exterior face of the building, it will be visible from the exterior. Given that the signage will be recessed from the façade and internal to the building, staff is not opposed to the ROSS sign on the interior atrium.

RECOMMENDATION:

In view of the foregoing analysis, staff recommends the application be **approved** with conditions, subject to the conditions enumerated in the attached Draft Order, which address the inconsistencies with the aforementioned Design Review and Sea Level Rise criteria.

DESIGN REVIEW BOARD
City of Miami Beach, Florida

MEETING DATE: October 23, 2025 & October 10, 2016

FILE NO: DRB25-1085, f.k.a. DRB16-0048, f.k.a. DRB File No. 23233

PROPERTY: **1824 Alton Road**

APPLICANT: Saber 1800 Alton LLC

LEGAL: Lots 1-3 of Block 12 of the "Island View Subdivision", According to the Plat Thereof, as Recorded in Plat Book 6, Page 115, of the Public Records of Miami-Dade County, Florida.

IN RE: An application has been filed requesting a modification to previous Design Review Approval for installation of a new signage design. Specifically, the applicant would like to modify the building identification signage requirements to allow for signage for a new tenant.

MODIFIED ORDER

The City of Miami Beach Design Review 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. Design Review

- A. The Board has jurisdiction pursuant to ~~Section 118-252(a) of the Miami Beach Code~~ Section 2.1.3.1 of the Land Development Regulations. The property is not located within a designated local historic district and is not a individually designated historic site.
- 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 is inconsistent with Design Review Criteria 2, 3, 5, 8, 9, and 17 in ~~Section 118-251 of the Miami Beach Code~~ Section 2.5.3.1 of the Land Development Regulations.
 1. Revised elevation, site plan and floor plan drawings shall be submitted to and reviewed by staff, at a minimum, such drawings shall incorporate the following:
 - a. The uniform signage plan for the ground floor wall signage of the building shall ~~not be approved as proposed. The ground floor signage program requested herein shall be continued to the December 6, 2016 DRB meeting, and shall be resubmitted, in a manner to be reviewed and approved by the Design Review Board on February 17, 2016.~~
 - b. All building ID signage shall require a separate permit. The building ID signage shall consist of a ~~red~~ brushed or anodized aluminum reverse channel, back-lit letters, ~~scripted in the 'MICHAELS' font,~~ in a manner to

be approved by staff. No exterior raceway or exterior disconnect switches shall be allowed. Intermittent lights, moving or revolving lights shall not be permitted. All electrical wiring and power shall be routed through the parapet and not be visible from the right-of-way.

- c. The blade sign be designed consisting of an powder coated aluminum face with the tenant signage either routed out or metal lettering with a minimum projection of 3" from the face of the sign, for a high quality aesthetic, in a manner to be reviewed and approved by staff consistent with the Design Review Criteria and/or the directions from the Board.
- d. 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.
- e. Prior to the issuance of a Certificate of Occupancy, the project Architect shall verify, in writing, that the subject project has been constructed in accordance with the plans approved by the Planning Department for Building Permit.

In accordance with Section ~~448-262-2.2.4.8~~, the applicant, or the city manager on behalf of the City Administration, or an affected person, Miami Design Preservation League or Dade Heritage Trust may seek review of any order of the Design Review Board by the City Commission, except that orders granting or denying a request for rehearing shall not be reviewed by the Commission.

II. Variance(s)

- A. No variance(s) were filed as part of this application.

III. General Terms and Conditions applying to both 'I. Design Review Approval and 'II. Variances' noted above.

- A. The proposed projecting sign that extends above and encroaches within the City sidewalk may require a revocable right-of way permit to be obtained from the Public Works Department and approved by the City Commission.
- B. A Construction Parking and Traffic Management Plan (CPTMP) shall be approved by the Parking Director pursuant to Chapter 106, Article II, Division 3 of the City Code, prior to the issuance of a Building Permit.
- C. The final building plans shall meet all other requirements of the Land Development Regulations of the City Code.
- D. The Final Order shall be recorded in the Public Records of Miami-Dade County, prior to the issuance of a Building Permit.
- E. 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.

- F. 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.
- G. The conditions of approval herein are binding on the applicant, the property's owners, operators, and all successors in interest and assigns.
- H. 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.

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 Finding of Fact, to which the applicant has agreed.

PROVIDED, the applicant shall build substantially in accordance with the plans submitted to the board, and as approved by the Design Review Board, as determined by staff.

When requesting a building permit, the plans submitted to the Building Department for permit shall be consistent with the plans approved by the Board, modified in accordance with the 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 Building permit, the plans submitted to the Building Department for permit shall be consistent with the plans approved by the Board, modified in accordance with the conditions set forth in this Order.

If the Full Building Permit for the project is not issued within eighteen (18) months of the meeting date at which the original approval was granted, the application will expire and become null and void, unless the applicant makes an application to the Board for an extension of time, in accordance with the requirements and procedures of ~~Chapter 118 of the City Code~~ Section 2.2.4.6 of the Land Development Regulations, the granting of any such extension of time shall be at the discretion of the Board. If the Full Building Permit for the project shall expire for any reason (including but not limited to construction not commencing and continuing, with required inspections, in accordance with the applicable Building Code), the application will expire and become null and void.

In accordance with ~~Chapter 118 of the City Code~~ Chapter 2 of the Land Development Regulations, the violation of any conditions and safeguards that are a part of this Order shall be deemed a violation of the land development regulations of the City Code. Failure to comply with this **Order** shall subject the application to ~~Chapter 118 of the City Code~~ Chapter 2 of the Land Development Regulations, for revocation or modification of the application.

