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## VIA ELECTRONIC MAIL

April 5, 2026

Rogelio Madan, Development & Resiliency Officer  
Planning Department  
City of Miami Beach  
1700 Convention Center Drive, 2nd Floor  
Miami Beach, Florida 33139

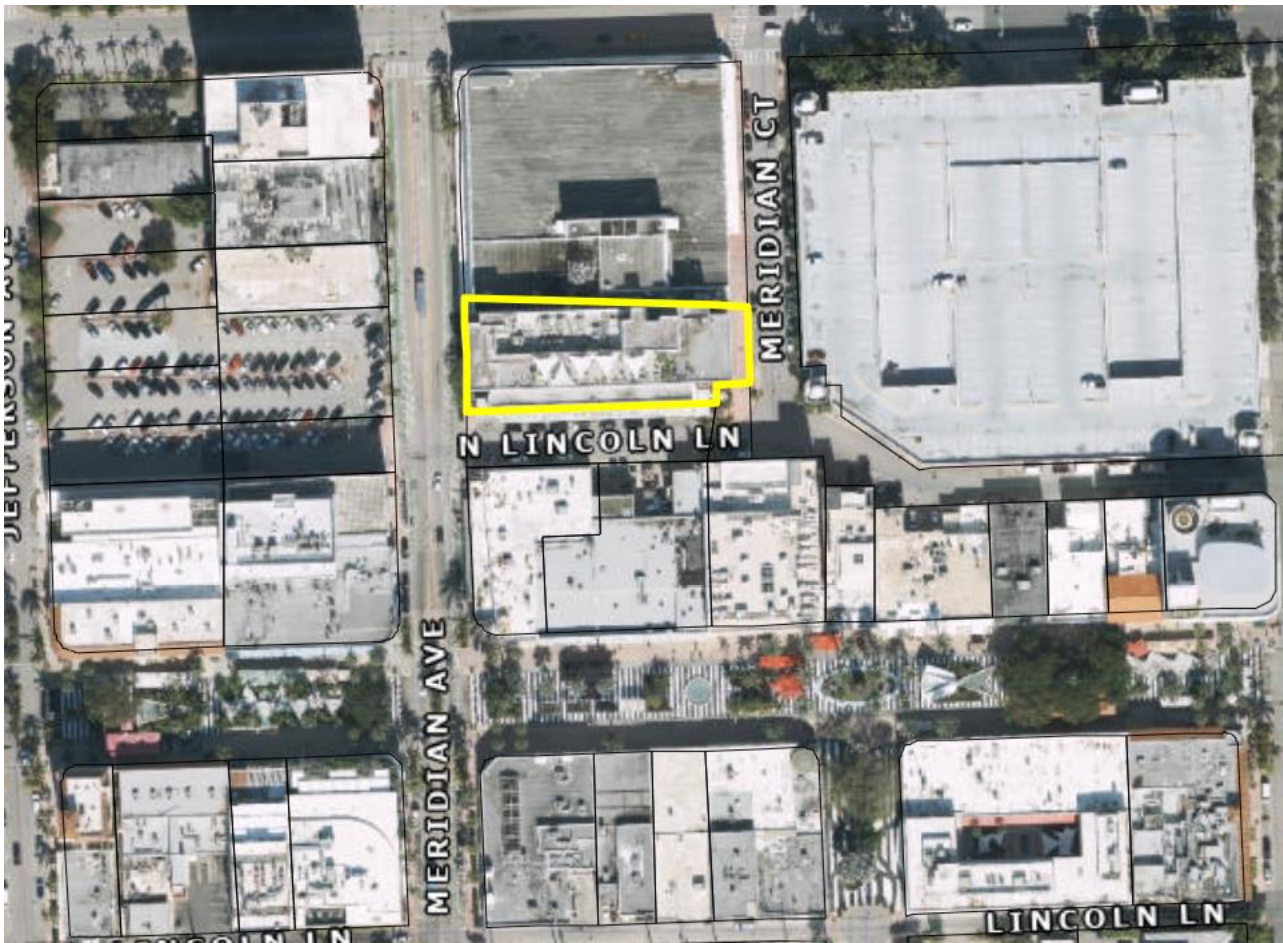
RE: **DRB26-1162** – Design Review Board Approval for the  
Property Located at 723 North Lincoln Lane/1669 Meridian  
Avenue

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Dear Mr. Madan:

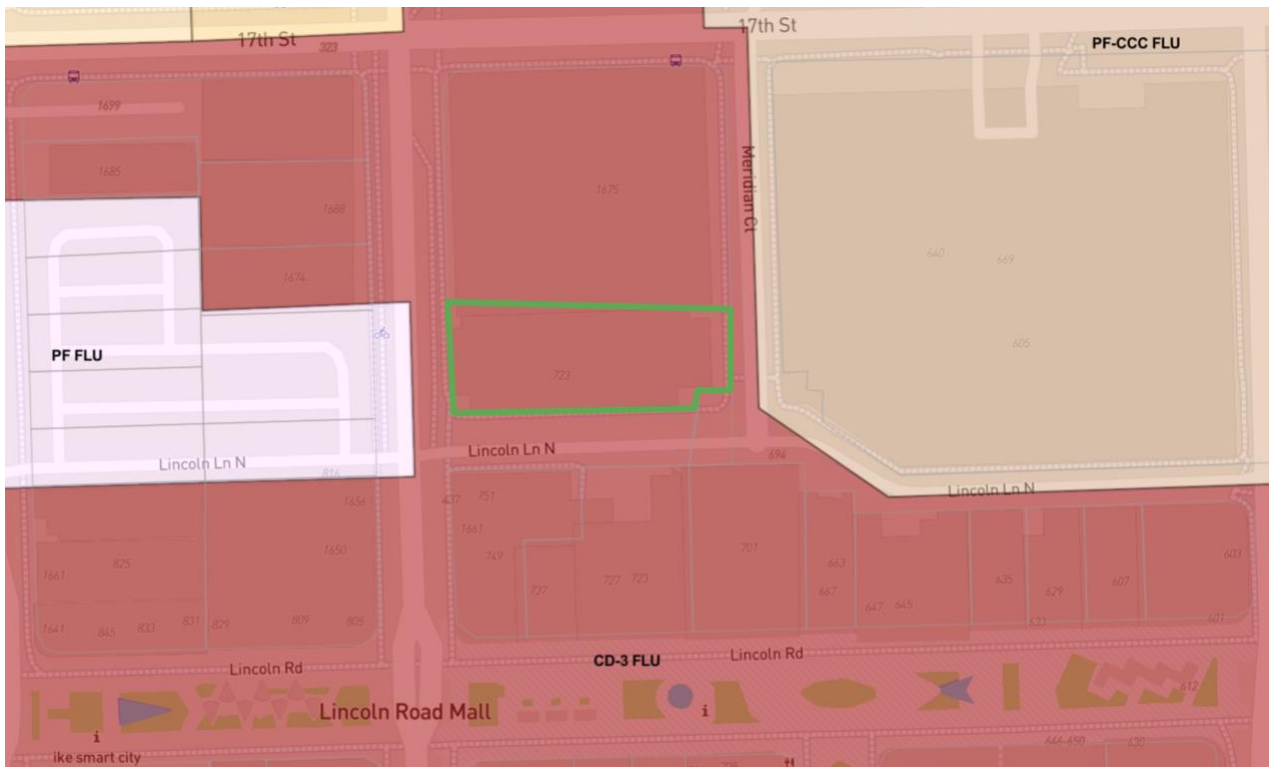
This law firm represents MAC 723 LL, LLC (the "Applicant"), the owner of the property located at 723 Lincoln Road/1669 Meridian Avenue (the "Property") in the City of Miami Beach (the "City"). Please allow this letter to serve as the required Letter of Intent in connection with a request to the Design Review Board ("DRB") for Design Review approval for proposed renovations and streetscape improvements for the Property.

Property Description. The Property, further identified by Miami-Dade County Folio No. 02-3234-007-0520, is a corner lot located along North Lincoln Lane, between Meridian Avenue and Meridian Court. See Figure 1. Aerial, below. The Property is approximately 20,563 square feet (0.472 acres) in size. The Property is currently improved with a retail building. The majority of the property fronts North Lincoln Lane, which is an unimproved alley primarily used for vehicle parking and loading.



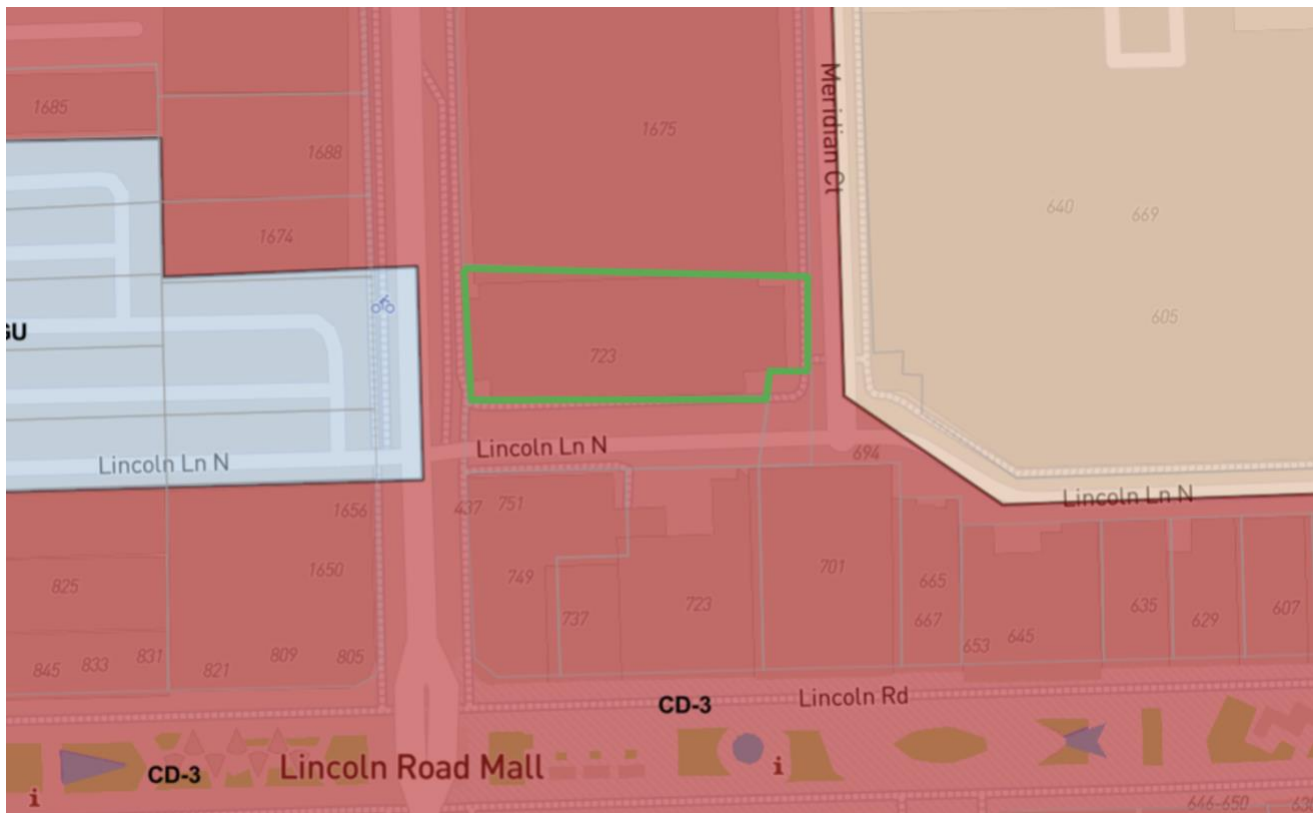
**Figure 1. Aerial.**

Land Use. The Property is designated High Intensity Commercial (“CD-3 FLU”) on the City’s Future Land Use Map. See Figure 2, Future Land Use Designation, below. According to Policy RLU 1.1.10 of the City’s Comprehensive Development Master Plan, the CD-3 FLU designation is intended to provide development opportunities for new development and to enhance the desirability and quality of existing or new commercial areas serving the entire City.



**Figure 2. Future Land Use Designation.**

Zoning. Consistent with its future land use designation, the Property is zoned within the Commercial High Intensity (“CD-3”) district. See Figure 3, Zoning Designation. The CD-3 zoning district is designed to accommodate the City’s highly concentrated business core, where activities serving the entire City are located. See City of Miami Beach Resiliency Code, Section 7.2.12.1. In line with this purpose, the CD-3 district permits commercial uses as of right. See City of Miami Beach Resiliency Code, Section 7.2.12.2.



**Figure 3. Zoning Designation.**

Project. The Property is part of the larger Via NoLi project, a coordinated redevelopment effort intended to re-establish Lincoln Road as a pedestrian-focused destination by improving connectivity, refining retail form, and enhancing the public realm through cohesive architectural design (the "Via NoLi Project"). The Via NoLi Project consists of three related components: (i) an HPB application for improvements to 719-737 Lincoln Road, including the introduction of a pedestrian via; (ii) a DRB application for related architectural and site improvements to the Property; and (iii) negotiations with the City regarding public-realm and infrastructure improvements to Lincoln Lane North. This letter is limited to the second component of the Via NoLi Project, which covers the DRB application for improvements to the Property, including the pedestrianization of North Lincoln Lane (the "Project"). Altogether, the project represents a massive modernization of N Lincoln Lane, which could cost anywhere from \$4-8 million. The cost of the 723 N Lincoln Lane improvements may only cost \$1.5-2 million.

The Project consists of limited and minor façade and site improvements intended to enhance the pedestrian experience along North Lincoln Lane and support the continued activation of the Lincoln Road retail corridor. The proposed improvements include modest

façade enhancements to the existing structure, including the addition of planters and a green roof to the existing canopy, the installation of a landscaped trellis column with integrated lighting, and the introduction of additional landscaping along the storefront frontages to soften the streetscape and improve pedestrian comfort.

In addition, the Project includes interior modifications to subdivide portions of the existing tenant space through the installation of partition walls, allowing the creation of smaller retail units that will better accommodate boutique retail uses. To further activate the lane, new storefront openings are proposed along North Lincoln Lane, improving transparency and strengthening the relationship between the interior retail spaces and the pedestrian environment.

The Project also includes the pedestrianization of North Lincoln Lane adjacent to the Property. This improvement will transform the existing service-oriented condition into a more pedestrian-oriented environment that supports outdoor seating, landscaping, and improved pedestrian circulation. Together, these improvements will enhance the character of North Lincoln Lane as an active retail and pedestrian space while maintaining the existing building footprint and development intensity.

Related Applications. In furtherance of the first component of the Via NoLi Project, the Applicant has also filed a concurrent Historic Preservation Board application (HPB26-0686) for improvements to 719–737 Lincoln Road, including the introduction of a pedestrian via connecting Lincoln Road and North Lincoln Lane, which is intended to complement the improvements proposed herein.

In furtherance of the third component, the Applicant has commenced discussions with the City regarding public-realm and infrastructure improvements to North Lincoln Lane. On December 17, 2025, the City Commission approved Consent Agenda Items C4-K and C7-BP, authorizing the City Manager to negotiate with the Applicant's affiliated entity regarding the proposed improvements, subject to final review and approval by the City Commission.

Design Review Criteria. The application is consistent with the City's design review criteria codified in Section 2.5.3.1 of the City Resiliency Code (the "Resiliency Code"). Below is each relevant criterion and the application's consistency with the applicable standards.

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

The Project consists primarily of façade-level improvements and streetscape enhancements along North Lincoln Lane. The existing site conditions will largely remain unchanged; however, the Project introduces additional landscaping elements, including planters integrated into the existing canopy and new landscaping along the storefront frontages, which will enhance the pedestrian environment and soften the existing service-oriented character of North Lincoln Lane.

**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.**

The Project does not alter the building footprint or existing circulation patterns. The improvements are limited to minor façade enhancements, interior subdivision of tenant spaces, new storefront openings along North Lincoln Lane, and the introduction of landscaping and architectural elements, including a landscaped trellis column with integrated lighting. The Project also includes pedestrian improvements along the north half of North Lincoln Lane, which will enhance pedestrian circulation and activation along the corridor.

**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.**

The Project does not modify the building's height, setbacks, floor area ratio, or lot coverage. The architectural plans submitted with the application materials include a zoning data legend and architectural drawings demonstrating the Project's continued compliance with the applicable requirements of the Resiliency Code.

**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.**

The Project incorporates a restrained palette of materials and architectural elements designed to complement the existing building and surrounding streetscape. Improvements include new storefront glazing along North Lincoln Lane, the addition of planters and a green roof element on the existing canopy, and enhanced landscaping that will contribute to a more pedestrian-friendly environment.

- 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.**

The Project conforms with the intent of the Resiliency Code and applicable design guidelines. The proposed façade improvements, landscaping enhancements, and pedestrianization of the north half of North Lincoln Lane are consistent with the City's policies encouraging pedestrian-oriented design and active retail frontages along Lincoln Road and its adjacent lanes.

- 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.**

The proposed improvements are modest in scope and designed to enhance the existing structure and surrounding environment. The introduction of additional landscaping, improved storefront transparency, and pedestrian-oriented architectural elements will elevate the appearance of North Lincoln Lane and reinforce its role as an active extension of the Lincoln Road retail corridor.

- 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.**

The Project improves the efficiency and activation of the site by subdividing the interior tenant space into smaller retail units that are better suited for boutique retail uses. The addition of storefront openings along North Lincoln Lane improves visibility and passive surveillance, enhancing safety while strengthening pedestrian engagement along the corridor.

- 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 safely and conveniently arranged.**

The Project prioritizes pedestrian movement by introducing pedestrian-oriented improvements along the north half of North Lincoln Lane. These improvements will enhance the pedestrian environment while maintaining service access where required.

- 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.**

The Project incorporates integrated lighting elements within the proposed trellis column and canopy improvements to enhance nighttime visibility and pedestrian safety while minimizing glare and impacts on adjacent properties.

- j. Landscape and paving materials shall be reviewed to ensure an adequate relationship with and enhancement of the overall site plan design.**

The Project introduces new landscaping elements along the storefront frontages and within architectural features such as canopy planters. These landscape elements will enhance the streetscape and contribute to a more comfortable and visually appealing pedestrian environment.

- 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.**

The proposed landscaping and architectural elements will help soften the interface between the building and the pedestrian corridor while minimizing potential visual or lighting impacts on adjacent properties.

- 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).**

The Project does not alter the building's overall orientation or massing. The proposed improvements maintain compatibility with the surrounding urban fabric and preserve important pedestrian sightlines along North Lincoln Lane.

- 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.**

The Project enhances the activation of the ground floor by introducing additional storefront openings and smaller retail spaces along North Lincoln Lane, strengthening the commercial character of the corridor and improving pedestrian engagement.

- n. The building shall have an appropriate and fully integrated rooftop architectural treatment which substantially screens all mechanical equipment, stairs and elevator towers.**

The Project maintains existing rooftop conditions while introducing a green roof element on the existing canopy, which enhances the architectural character of the building and contributes to the overall landscape treatment.

- 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).**

This criterion is not applicable, as the Project does not include additions to the building footprint.

- 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.**

The Project introduces new storefront openings along North Lincoln Lane, increasing transparency and visual connectivity between the interior retail spaces and the public realm, thereby improving pedestrian compatibility.

- 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.**

Service and back-of-house elements will remain located and screened in a manner that minimizes visual and operational impacts on adjacent properties and pedestrian areas.

- r. **In addition to the foregoing criteria, section 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.**

This criterion is not applicable to the Project.

- s. **The structure and site comply with the sea level rise and resiliency review criteria in chapter 7, article I, as applicable.**

The Project incorporates resiliency considerations consistent with the Resiliency Code, including the introduction of additional landscaping and durable architectural elements designed to enhance the long-term sustainability of the site.

Sea Level Rise and Resiliency Criteria. The Proposed Project advances the sea level rise and resiliency criteria in Section 7.1.2.4 of the Resiliency Code as follows:

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

A recycling and salvage plan will be provided at permitting.

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

Hurricane proof impact windows will be provided.

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

The Applicant will provide, where feasible, passive cooling systems.

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

Resilient landscaping, including native or Florida-friendly plant species, will be provided where feasible as part of the proposed streetscape improvements along North Lincoln Lane.

**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.**

Adopted sea level rise projections have been considered.

**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.**

The existing building will remain adaptable to future increases in adjacent street elevations.

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

Where feasible, 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.**

The Project does not include elevation of the existing building.

**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.**

The Project does not modify the location or elevation of existing habitable space.

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

Where feasible, water retention systems will be provided.

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

The Applicant will provide, where feasible, cool pavement or porous pavement materials.

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

The project will seek to minimize potential heat island effects on-site.

Conclusion. The Project will enhance and activate the Property through modest façade improvements, the introduction of additional storefront openings along North Lincoln Lane, enhanced landscaping, and pedestrian-oriented streetscape improvements. The proposed modifications are limited in scope and are designed to improve transparency, pedestrian engagement, and the overall appearance of the Property while maintaining compatibility with the surrounding built environment. The Project will also support the pedestrianization and activation of the north half of North Lincoln Lane, transforming the existing service-oriented condition into a more inviting pedestrian environment that complements the Lincoln Road retail corridor. As proposed, the Project satisfies the applicable design review criteria and will enhance the functionality and character of the surrounding area. Based on these reasons, the Applicant respectfully requests the Design Review Board's favorable review and approval of the proposed improvements. Should you have any questions or require additional information, please do not hesitate to contact me.

Sincerely,



Michael Larkin

cc: Graham Penn  
Mark W. Royero