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**VIA ELECTRONIC MAIL**

April 5, 2026

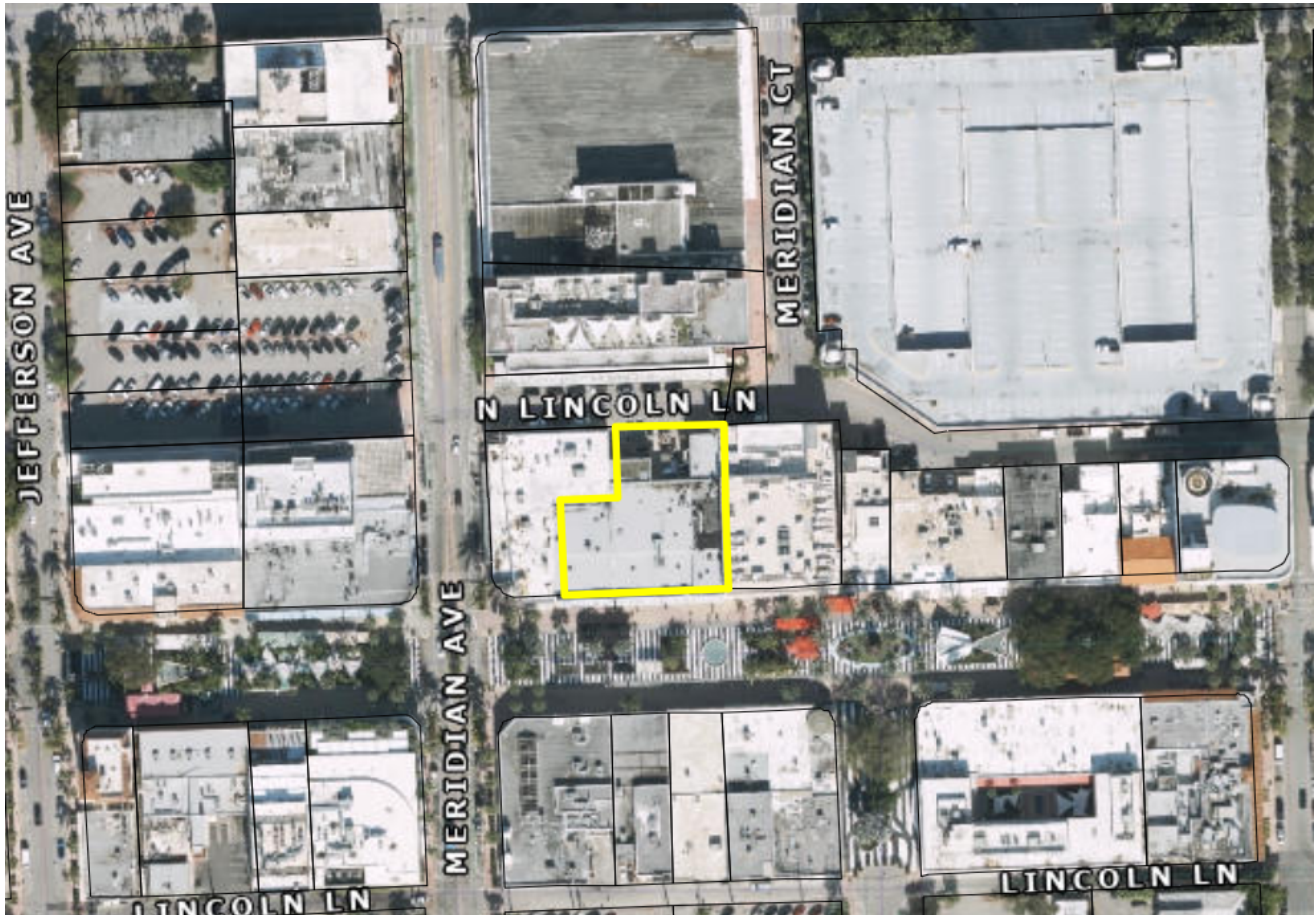
Mr. Michael Belush, Planning & Design Officer  
Historic Preservation Board  
City of Miami Beach  
1700 Convention Center Drive, 2nd Floor  
Miami Beach, Florida 33139

RE: **HPB26-0686** – Certificate of Appropriateness for the  
Property Located at 719-737 Lincoln Road

Dear Mr. Belush:

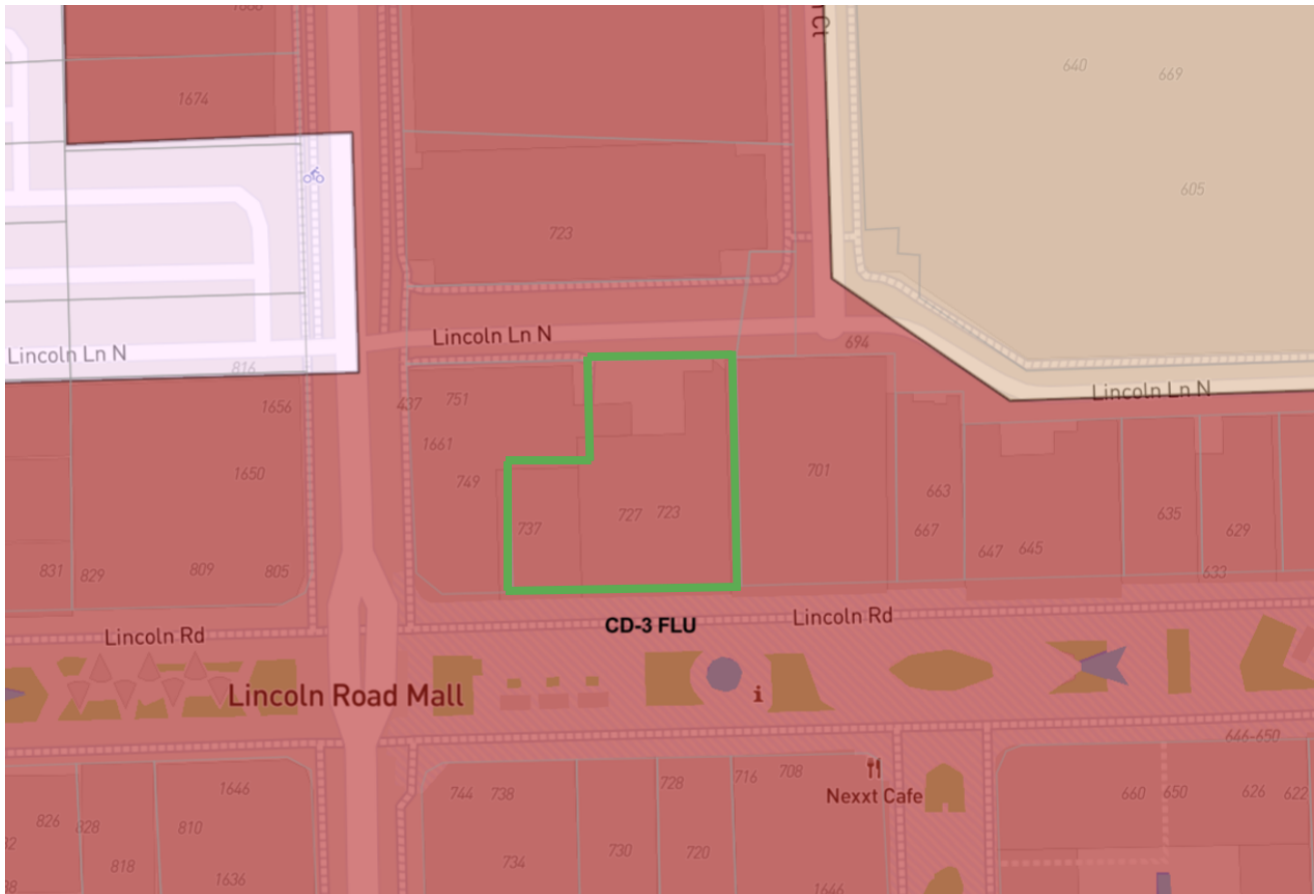
This law firm represents MAC 719 LR, LLC (the "Applicant"), the owner of the property located at 719-737 Lincoln Road (the "Property") in the City of Miami Beach (the "City"). Please allow this letter to serve as the required Letter of Intent in connection with a request to the Historic Preservation Board ("HPB") for a Certificate of Appropriateness for proposed renovations and streetscape improvements for the Property.

Property Description. The Property, further identified by Miami-Dade County Folio No. 02-3234-007-0490, is a midblock lot fronting Lincoln Road on the south and North Lincoln Lane to the north. See Figure 1. Aerial, below. The Property sits between Meridian Avenue and Meridian Court. The Property is approximately 18,836 square feet (0.432 acres) in size. The Property is currently improved with a retail building. While the portion of the building facing Lincoln Road is a pedestrian corridor, activated with retail, the portion along North Lincoln Lane is an unimproved alley primarily used for vehicle parking and loading.



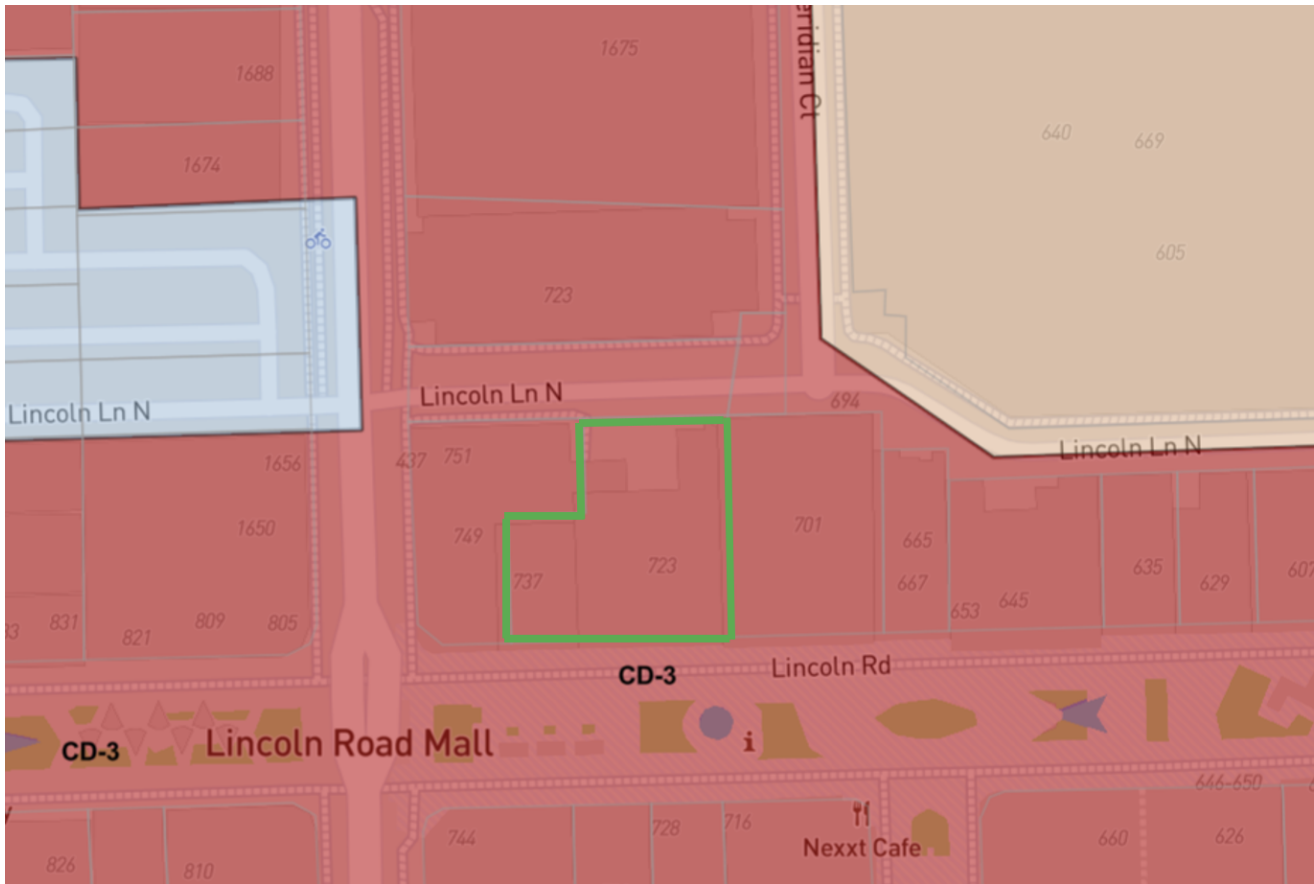
**Figure 1. Aerial.**

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.



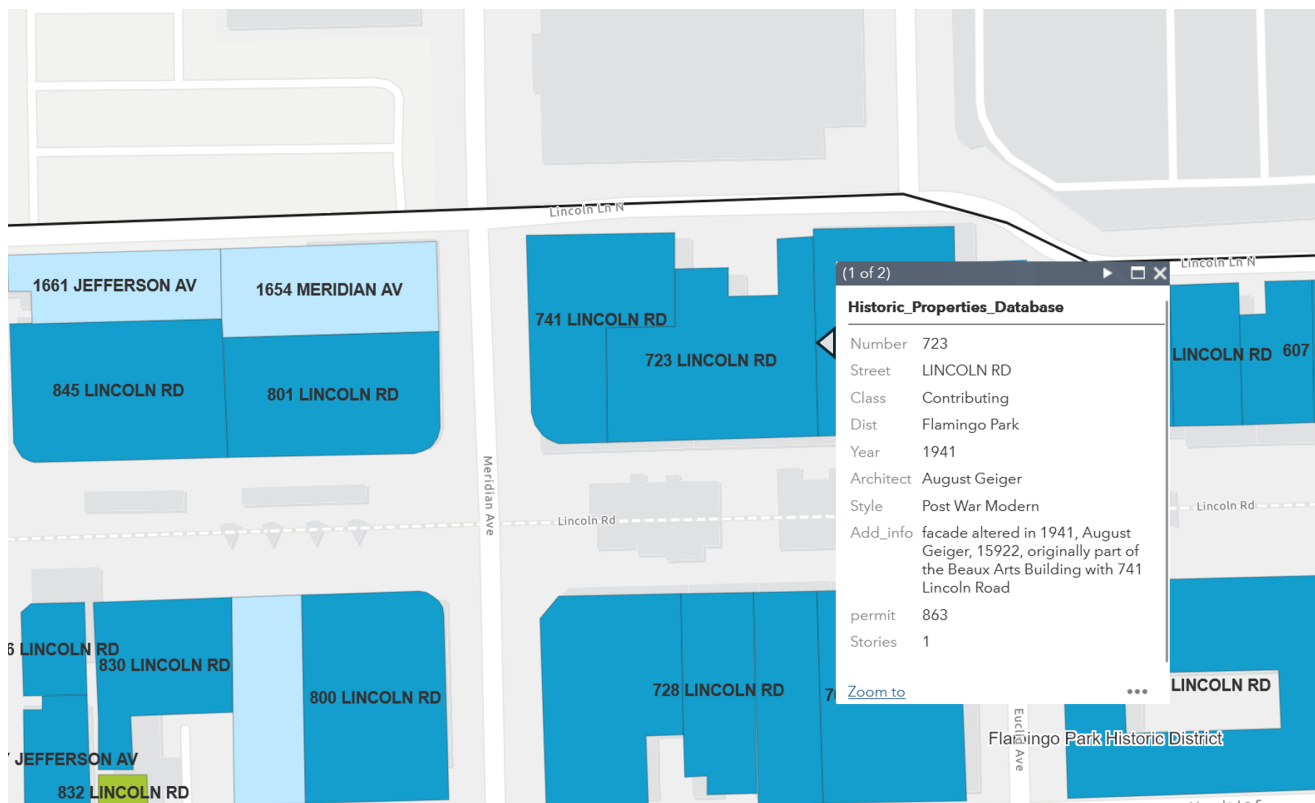
**Figure 2. Future Land Use Designation.**

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.**

Historic Preservation. The Property is within the Flamingo Park Historic District, the City’s local historic district that generally spans north to south from Lincoln Road to 6th Street. The Property is also located in the Miami Beach Architectural District, a national historic district within the City. Pursuant to the City’s Historic Properties Database, the existing structure on the Property is classified as a contributing building built in 1941. See Figure 4, Historic Properties Database, below.



**Figure 4. Historic Properties Database.**

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 the Property, including the introduction of a pedestrian via; (ii) a DRB application for related architectural and site improvements to 723 North Lincoln Lane; and (iii) negotiations with the City regarding public-realm and infrastructure improvements to Lincoln Lane North. This letter is limited the first component of the Via NoLi Project, which covers the HPB application for improvements to the Property, including the introduction of a pedestrian via and the pedestrianization of North Lincoln Lane (the "Project").

The proposed via and pedestrianization of North Lincoln Lane will transform the existing street condition from a service-oriented alley into an activated, pedestrian-oriented "street off the street." This will be Lincoln Roads's first via connection with boutique retail, cafés, and lifestyle-oriented uses. The Project includes architectural improvements to the Property's façades, including new storefront glazing and upgraded materials intended to improve transparency, pedestrian engagement, and visual continuity throughout the site. In

addition, the Project introduces new landscaping and shade trees along North Lincoln Lane and adjacent frontage areas to provide pedestrian cover, improve comfort, and reinforce the character of the via as a walkable, pedestrian-friendly environment. The via is designed as a covered pedestrian walkway providing approximately 1,500 linear feet of newly activated retail frontage, intended to enhance walkability and encourage pedestrian movement between Lincoln Road and North Lincoln Lane. The portion of the via fronting North Lincoln Lane will function as a small plaza space, incorporating outdoor seating and accommodating a potential outdoor café. The Project will also improve the second-floor mezzanine area to provide a space above the via where people can relax, with a view towards the newly pedestrianized North Lincoln Lane. While the Project increases the number of individual retail units across the Property, it does not result in increased floor area.

*Related Applications.* In furtherance of the second component of the Via NoLi Project, the Applicant has separately filed a Design Review Board application (DRB26-1162) for the Lincoln Road Eatery located at 723 North Lincoln Lane, which proposes complementary architectural and site improvements.

In furtherance of the third component of the Via NoLi Project, 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.

Compliance with COA Criteria. The proposed improvements are consistent with the Certificate of Appropriateness criteria applicable to alterations within a local historic district. See Exhibit A, COA Criteria. The Project is limited in scope and focuses on adaptive improvements that allow the historic building to remain active and viable while respecting defining architectural features. The proposed introduction of a pedestrian via and related façade improvements support the continued commercial use of the building in a manner that is compatible with both the existing building form and the surrounding historic context.

This design approach allows the building to evolve in response to contemporary use demands while maintaining its overall historic character. Importantly, multiple architectural elements along the existing structure will be retained, and the improvements are concentrated primarily at the ground-floor level to enhance pedestrian engagement and visual continuity along Lincoln Road and North Lincoln Lane. The Project introduces transparent storefront glazing, upgraded façade materials, and architectural refinements that are visually compatible with the surrounding contributing structures within the Flamingo Park Historic District. The

introduction of the pedestrian via improves connectivity between Lincoln Road and North Lincoln Lane while reinforcing the pedestrian-oriented character of the district. Additionally, the proposed streetscape improvements and landscaping elements enhance the public realm and support the historic function of Lincoln Road as a walkable commercial corridor.

Overall, the proposed improvements balance functionality, appearance, and preservation, ensuring the building's continued contribution to the Lincoln Road corridor while remaining compatible with adjacent structures and the surrounding historic context.

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 reactivate the Property through sensitive façade improvements, the introduction of a pedestrian-oriented via, and upgraded landscaping and public-realm features that reinforce Lincoln Road's historic role as a walkable

commercial destination. The proposed improvements are compatible with the surrounding historic context, respect the scale and character of the contributing structures, and advance the City's objectives related to pedestrian connectivity, economic vitality, and resiliency. The Applicant respectfully requests the City's review and approval of the proposed improvements and looks forward to working collaboratively with City staff and the reviewing boards throughout the entitlement process. Should you have any questions or require additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, consisting of a single, fluid, wavy line that starts with a small loop on the left and ends with a short tail on the right.

Michael Larkin

cc: Graham Penn  
Mark W. Royero

## EXHIBIT A

Pursuant to Section 2.13.7.d of the City Resiliency Code (the "Code"), a decision on an application for a Certificate of Appropriateness shall be based upon the following:

- I. Evaluation of Compatibility. 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 Code.
  - a. The Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings as revised 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.  
**The project supports the continued commercial viability of this property along Lincoln Road and is consistent with adopted policies encouraging active, pedestrian-oriented designs within the district.**
- II. Compatibility with Surrounding Properties. In determining whether a particular application is compatible with surrounding properties the historic preservation board must consider the following criteria pursuant to section 2.13.7(d)(ii)(2) of the Code.
  - a. Exterior architectural features.  
**The Project retains the existing architectural character of the building while introducing façade improvements that enhance transparency and pedestrian engagement. The proposed storefront glazing and architectural refinements are designed to complement the existing building and remain visually subordinate to the historic façade elements.**
  - b. General design, scale, massing and arrangement.

**The Project does not alter the overall scale or massing of the building and does not increase floor area. The proposed improvements focus on enhancing the pedestrian experience through the introduction of a pedestrian via and improvements to the ground-floor façades, which maintain the established scale and rhythm of development along Lincoln Road.**

- c. Texture and material and color.

**The Project utilizes transparent storefront glazing, refined architectural materials, and a restrained material palette that complements the historic building and surrounding district. These materials enhance the appearance of the building while remaining compatible with the historic streetscape.**

- d. The relationship of a, b, c, above, to other structures and features of the district.

**The proposed storefront improvements are consistent with the pedestrian-oriented character of Lincoln Road and maintain compatibility with adjacent contributing structures within the historic district.**

- e. The purpose for which the district was created.

**The renovations preserve the building's character-defining architectural features while allowing adaptive improvements that ensure continued active commercial use, consistent with the preservation goals of the district.**

- f. The relationship of the size, design and siting of any new or reconstructed structure to the landscape of the district.

**Not Applicable.**

- g. A historic resources report, containing all available data and historic documentation regarding the building, site or feature.

**To the extent applicable, the site plan indicate the historic resources for Lincoln Road.**

- h. The original architectural design or any subsequent modifications that have acquired significance.

**Not Applicable.**

- III. Architectural review criteria. The examination of architectural drawings for consistency with the criteria pursuant to section 2.13.7(d)(ii)(3) of the Code and stated below, with regard to the aesthetics, appearances, 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.
- 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 screening devices.  
**The Project does not alter the building footprint or overall site layout. The improvements focus primarily on façade-level modifications and the introduction of a pedestrian via connecting Lincoln Road and North Lincoln Lane, as well as associated streetscape improvements.**
  - 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, any applicable overlays, for a particular application or project.  
**The Project does not modify the building height, setbacks, floor area ratio, or lot coverage. The improvements are limited to façade and pedestrian-realm enhancements within the existing development envelope.**
  - 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 in areas of the city identified in section 2.13.1(c).  
**The proposed design utilizes transparent storefront glazing, upgraded façade materials, and architectural elements that complement the historic character of the building and surrounding district. Landscaping improvements along North Lincoln Lane will incorporate resilient plant materials where feasible.**

- d. The proposed structure, and/or additions to an existing structure is appropriate to and compatible with the environment and adjacent structures, and enhances the appearance of the surrounding properties, or the purposes for which the district was created.  
**The proposed improvements enhance the pedestrian experience and improve the overall appearance of the Property while maintaining compatibility with the surrounding historic district.**
- 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.  
**The Project improves the functionality of the site by introducing a pedestrian-oriented connection between Lincoln Road and North Lincoln Lane while maintaining active commercial uses along Lincoln Road.**
- 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 and that 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.  
**The Project enhances pedestrian connectivity through the introduction of the pedestrian via and associated improvements to North Lincoln Lane, which will transform the existing service-oriented alley into a pedestrian-oriented environment.**
- 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.

**Lighting associated with the Project will be designed to provide safe pedestrian conditions while minimizing glare and impacts on adjacent properties.**

- h. 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 and shade trees along North Lincoln Lane to enhance the pedestrian environment and complement the surrounding streetscape.**

- 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.

**Not Applicable.**

- 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 proposed building fronting a sidewalk, street or streets shall be 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.

**The Project maintains and enhances active commercial uses along Lincoln Road and introduces additional activated retail frontage along the pedestrian via.**

- l. All buildings shall have an appropriate and fully integrated rooftop architectural treatment which substantially screens all mechanical equipment, stairs and elevator towers.

**Not Applicable.**

- m. Any 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.**

- n. 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.

**The proposed storefront improvements increase transparency along the ground-floor façade and enhance visual connectivity between the interior retail spaces and the public realm.**

- o. 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.

**All trash and refuse receptacles are located inside the Property and are not visible by other properties.**

- p. In addition to the foregoing criteria, the requirements of chapter 104, of the General Ordinances, shall apply to the historic preservation board's review of any proposal to place, construct, modify or maintain a wireless communication facility or other over the air radio transmission or radio reception facility in the public rights-of-way.

**Not Applicable.**

- q. The structure and site comply with the sea level rise and resiliency review criteria in chapter 7, article 1, as applicable.

**The Project incorporates resiliency considerations consistent with the City's sea level rise and resiliency criteria, including the use of durable materials, resilient landscaping where feasible, and building systems designed to improve long-term climate resilience.**

- IV. Evaluation criteria. The historic preservation board shall consider the following criteria in evaluating applications for a certificate of appropriateness for demolition of historic buildings, historic structures, historic improvements or historic sites, historic landscape features and all public interior spaces, structures and buildings located in a historic district or architecturally significant feature of a public area of the interior of a historic or contributing building.

- a. The building, structure, improvement, or site is of such design, craftsmanship, or material that it could be reproduced only with great difficulty or expense.

**The structure has been significantly modified over time, including façade changes, interior subdivision, and mezzanine additions. As such, it is not a unique or irreplaceable example of craftsmanship and can be replicated using modern methods.**

- b. The building, structure, improvement, or site is one of the last remaining examples of its kind in the neighborhood, the county, or the region, or is a distinctive example of an architectural or design style which contributes to the character of the district.

**While originally part of a cohesive Geiger-designed composition, subsequent alterations have eliminated the building's architectural integrity. The Historic Resource Report confirms the structure no longer reflects its original style or Geiger's influence. It is therefore not a distinctive or rare example within the district.**

- c. Retention of the building, structure, improvement, landscape feature or site promotes the general welfare of the city by providing an opportunity for study of local history, architecture, and design, or by developing an understanding of the importance and value of a particular culture and heritage.

**Due to the loss of integrity, the building has limited value for the study of historic architecture or cultural heritage. Its retention does not meaningfully advance public understanding of Geiger's work or the district's history.**

- d. In the event an applicant or property owner proposes the total demolition of a contributing structure, historic structure or architecturally significant feature, there shall be definite plans presented to the board for the reuse of the property if the proposed demolition is approved and carried out.

**The applicant does not propose the total demolition of the structure. The structure will remain mostly intact.**

- e. The county unsafe structures board has ordered the demolition of a structure without option.

**Not applicable.**