



420 Lincoln Road | PB24-0662 | 01.07.25

Letter of Support Lincoln Road BID

LINCOLN RD

December 12, 2024

Planning Board Members
c/o Thomas Mooney
City of Miami Beach
1700 Convention Center Drive, 2nd floor
Miami Beach, FL 33139

RE: 420 Lincoln Road Grocery Store Code Amendment

Dear Chair and Members of the Planning Board,

The Lincoln Road BID Board reviewed and heard the request from the Applicant for a code amendment to allow a "grocery" store in the 420 Lincoln Road building owned and controlled by Ambassador Paul Cejas.

An upscale gourmet grocer would be an amenity for residents and visitors alike. It would be appropriate for Ambassador Cejas' building because of its unique depth and floorplate as the only property on Lincoln Road covering a full City block on Lincoln Road from Drexel to Washington Avenue and extending approximately three fourths of the block from Lincoln Road to 16th Street on the Washington Avenue frontage. We support that the future grocer would not have an entrance on Lincoln Road.

The Board voted to support the application if the grocery store aligns criteria for an "upscale" gourmet grocer, which is what the Applicant has indicated it intends to lease to. Suitable examples include Fresh Market, Sprouts, Whole Foods, Narbone, Joseph's Classic Market, and Milam's, alongside established gourmet grocers identified by the Applicant including Epicure, Lyons Freres, Dean & DeLuca, Erewhon, Golden Hog, Aroma, Citerella, Graziela's, and Plum.

The Board is not supportive of a small low-end market nor a convenience store that masquerades as a grocery store as that would be counterproductive for the continued growth and revitalization of Lincoln Road as the City's premier commercial destination.

In direct response to the Board's comments, the Applicant revised the proposed legislation to add important limitations to grocery stores permitted at these properties:

- a minimum square footage of 5,000 square feet – this prevents small low-end markets as these uses do not typically occupy spaces larger than 5,000 square feet.
- a minimum 70% of inventory must be food and beverage – this prevents a convenience store masquerading as a grocery store as convenience stores largely carry non-food and beverage items and would not meet this threshold.

305.600.0219 Office
305.517.1307 Fax
1620 Drexel Avenue, Suite 100
Miami Beach, FL 33139

Lincoln Road Business
Improvement District, Inc.

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Legislation only applies to the 420 Lincoln Road building. The former TimeOut Market space at 1601 Drexel Avenue is not subject to this legislation.

Additionally, the Board recognizes that the PLC Team are responsible long-term property owners on Lincoln Road and members of the BID and would not place a tenant that is inconsistent with or harmful to the further development of Lincoln Road.

As such, the Board supports the proposed code amendment to permit grocery stores, subject to the previously stated limitations, at the Property.

Sincerely,



Mindy McIlroy
Vice President
Lincoln Road Business Improvement District

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1620 Drexel Avenue, Suite 100
Miami Beach, FL 33139

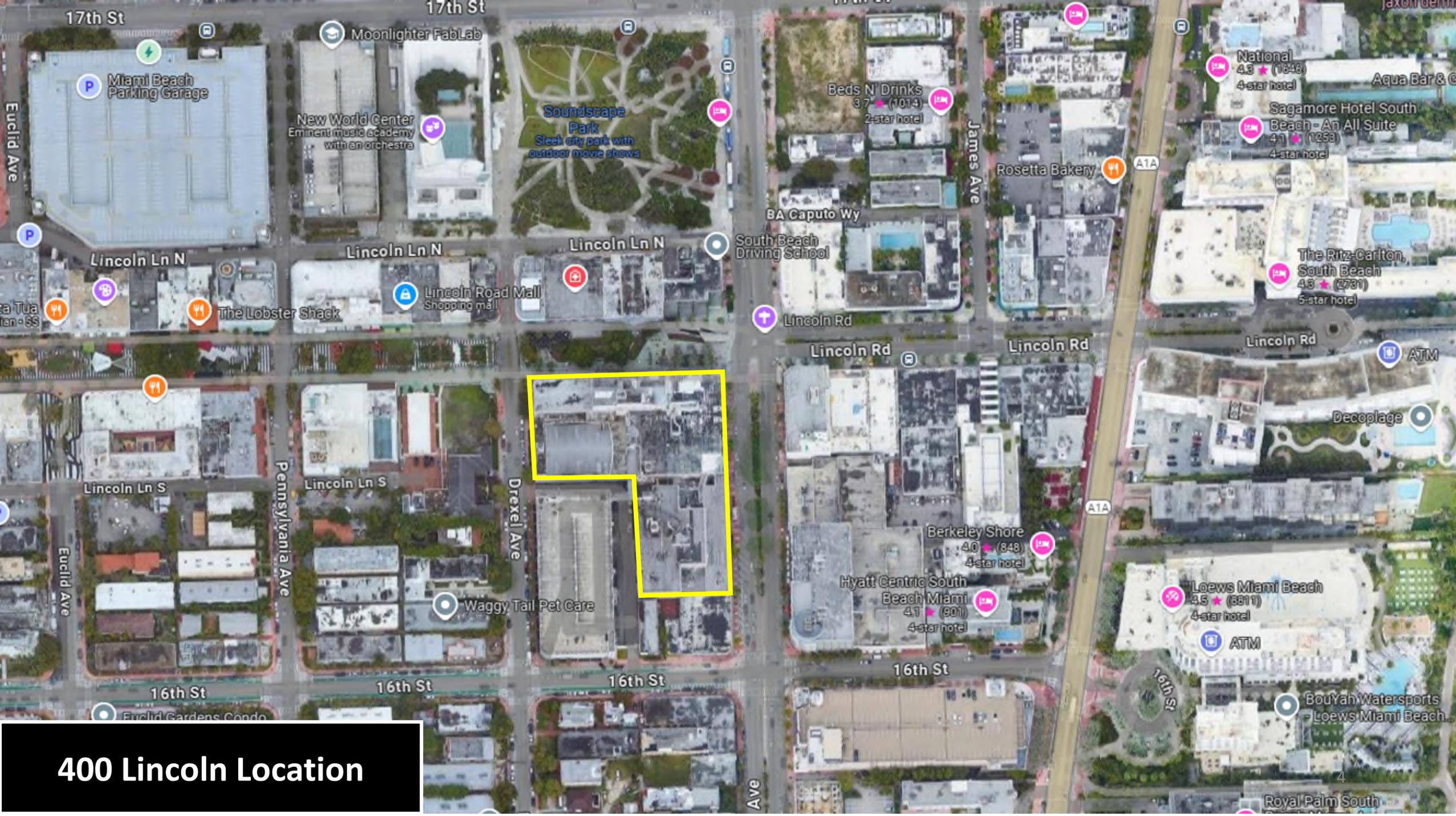
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Property Overview

- 420 Lincoln Road is a contributing historic building controlled by Ambassador Paul Cejas since the 1990s.
- Zoned **CD-3**, Policy RLU 1.1.10 of Comp Plan notes retail sales and service establishments may be permitted uses.





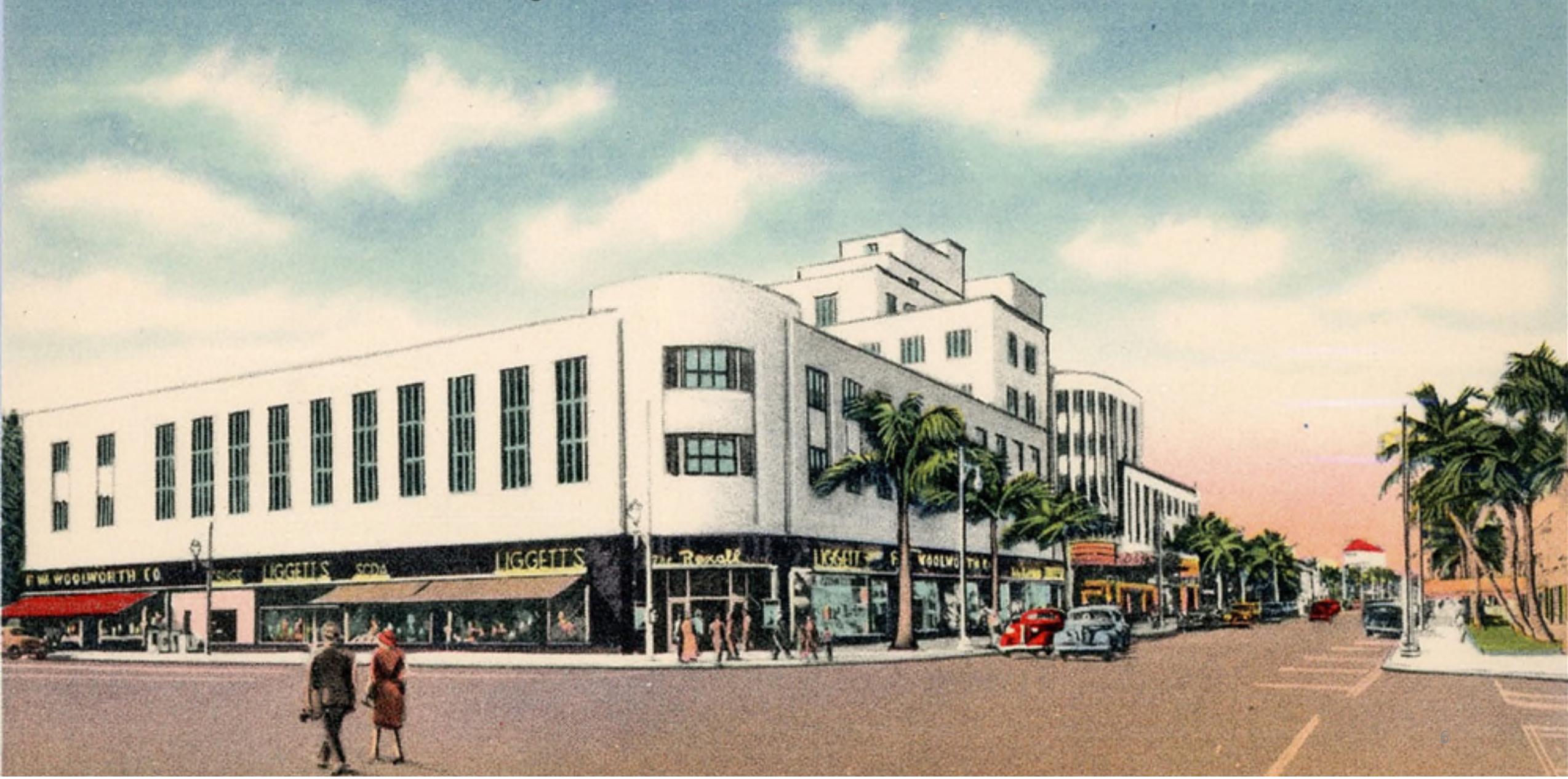
400 Lincoln Location

420 Lincoln Road

- A **contributing historic building built in the 1940s** that takes up the entire south block face of Lincoln Road between Drexel Avenue and Washington Avenue, and on the Washington Avenue frontage extends almost the entire depth of the block.
- The **unique configuration** of this historic building, **specifically its depth**, best accommodates uses which require large footprints but little street frontage such as grocery stores.



Lincoln Road and Washington Avenue, Miami Beach, Fla.



Issue and Proposed Legislation

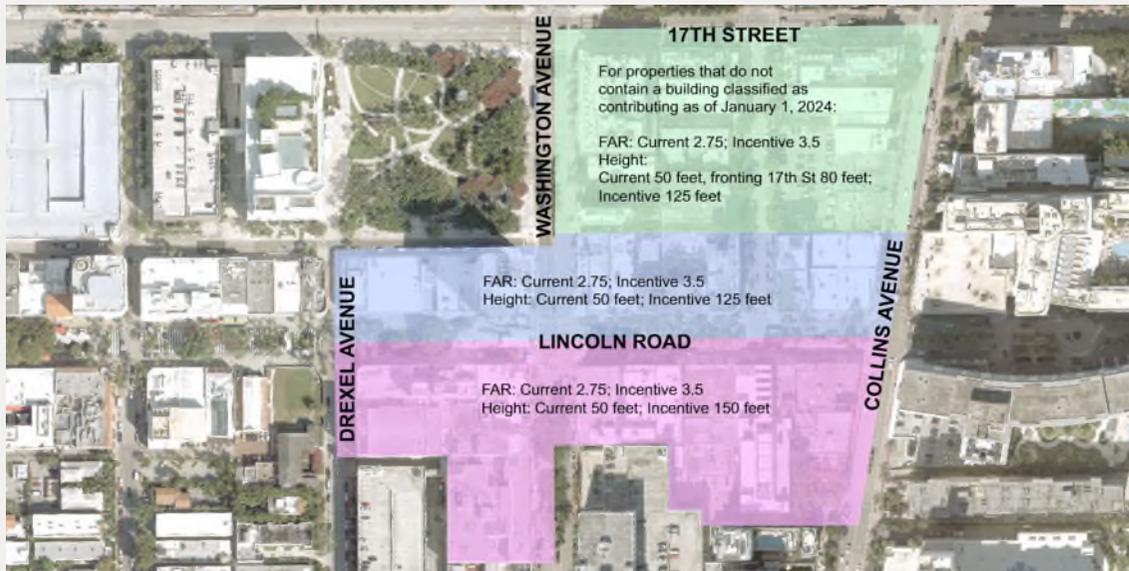
- Typical uses on Lincoln Road such as restaurants and retail stores, utilize small to modestly sized spaces and depend on substantial street frontage to attract customers in. These kinds of tenants have little interest for the leasable space at the depth of the 420 Lincoln building and securing tenants for these spaces has been a challenge.
- 7.2.12.2.b.7 – “Grocery stores, notwithstanding the prohibited uses listed under Section 7.2.12.2.d and Section 7.3.7.2.a, may be permitted as a conditional use of properties with a lot line on Lincoln Road or 16th Street, east of Drexel Avenue, west of Washington Avenue. Entrance and retail frontage of such use shall not be permitted on Lincoln Road. Such grocery stores shall have a minimum square footage of 5,000 square feet and a minimum 70% food and beverage inventory.”

Request is Appropriate

1. Consistent with City's Proposed Redirection of Lincoln Road East and Washington Avenue
2. Additional Limitations Ensure Future Tenant is a Bonafide Grocer
3. Conditional Use Permit Process is a Check



Reason #1: Consistent with City's Proposed Redirection of east Lincoln Rd. and Washington Ave.



2 Incentive area

Includes properties along Washington Avenue from 5th Street to 17th Street.

Includes the following zoning districts:

- CPS-2
- RM-2
- CD-2
- CD-3

4

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Grocery Store Map



Grocery Store	Distance from Property
1. Publix – Dade Blvd.	1.0 mi
2. The Fresh Market	1.1 mi
3. Trader Joes	1.1 mi
4. Whole Foods	1.2 mi
5. Publix – 5 th & Alton	1.5 mi
6. Meridian Market and Cafe	1.3 mi
7. La Playa Market	1.4 mi

Source: Google Maps

Reason #2: Additional Limitations Ensure Future Tenant is a Bonafide Grocer

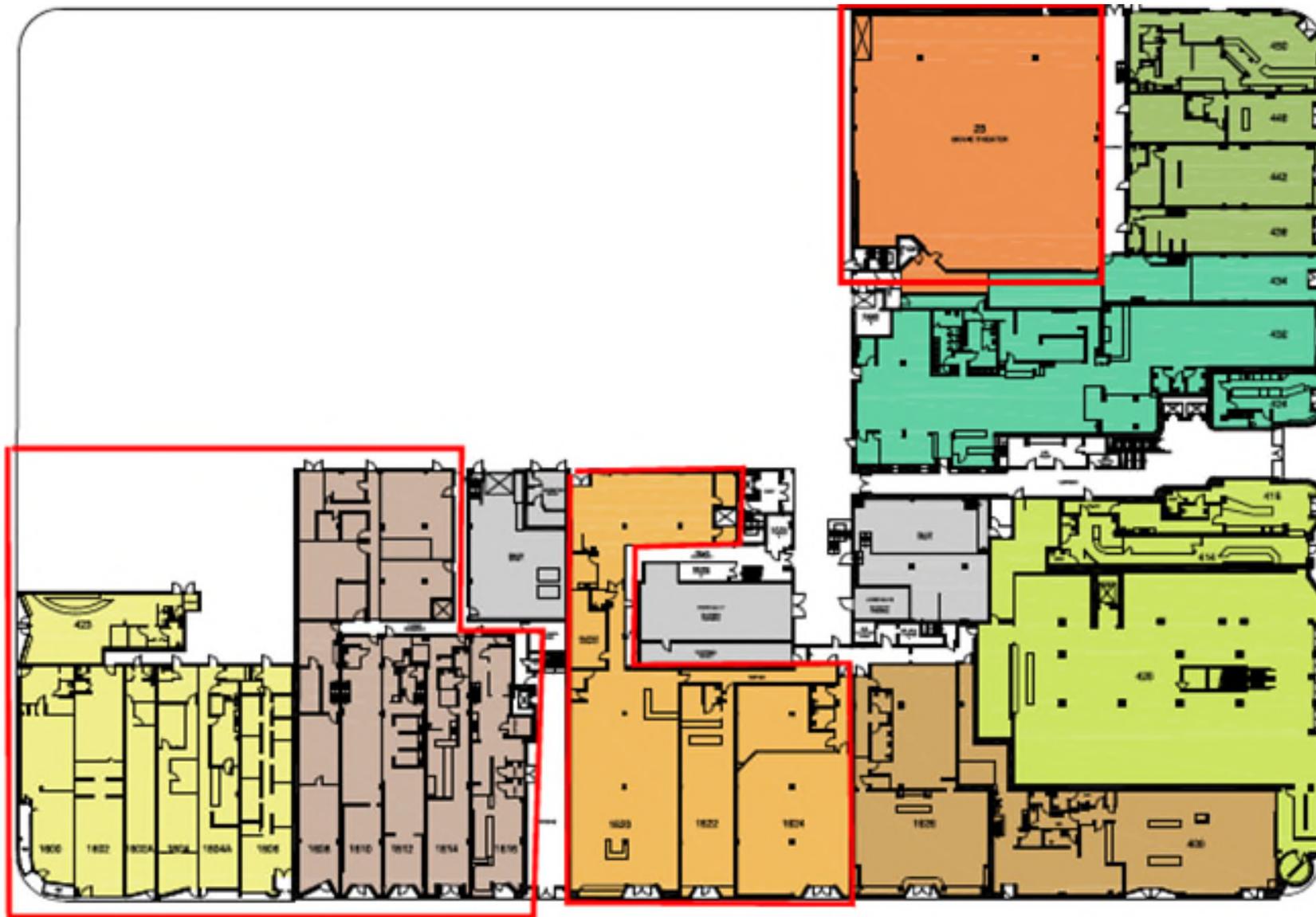
- To ensure future tenant is a bonafide grocer and not a small low-end market
 - minimum 5,000 square foot
 - small low-end grocers do not typically occupy large spaces
 - minimum 70% of inventory must be food and beverage
 - this prevents a convenience store masquerading as a grocery store as convenience stores largely carry non-food and beverage items and would not meet this threshold.
- No entrance permitted on Lincoln Road

Reason #3: Conditional Use Permit is a Check

- The proposed amendment allows grocery store use at the Property as a **conditional use**. Any potential future tenant must still obtain a **CUP**.
 - **Grocery store** means a retail store with direct access from the street or sidewalk that primarily sells food, including canned and frozen foods, fresh fruits and vegetables, and fresh (raw) and prepared meats, fish, and poultry.
 - **Convenience store** means a retail store with direct access from the street or sidewalk, containing a publicly accessible sales area that comprises at least 70% of the floor area of the store, and that is designed and stocked to sell a mixture of goods such as non-prescription medications, beverages, magazines, food (packaged and/or prepared), school/office supplies, cosmetics, and other household supplies. A store that markets itself as a "pharmacy store" or "pharmacy" in addition to selling the goods described above, but that does not provide pharmacy services, including the dispensing of medicinal drugs by a pharmacist, shall be considered a convenience store and not a pharmacy or pharmacy store.

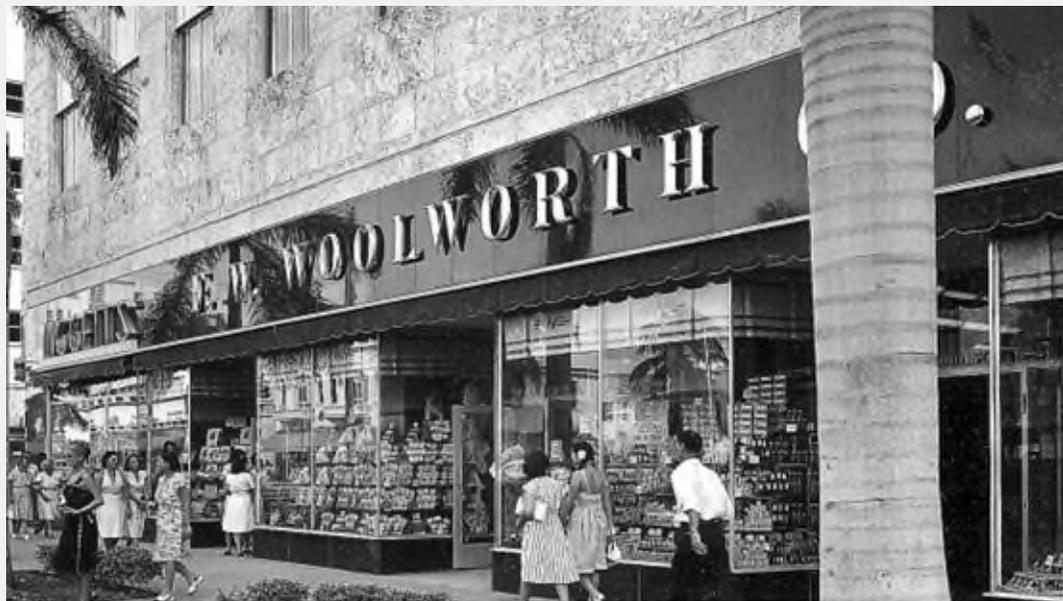
Reason #3: Conditional Use Permit is a Check

- **CUP review will evaluate** a robust operations plan and other deliverables and, at that time, this Board will scrutinize the appropriateness of the tenant and approve or deny based on the CUP criteria in Sec. 2.5.2.2.a. of the Code.
 1. The use shall be consistent with the comprehensive plan or neighborhood plan if one exists for the area in which the property is located.
 2. The intended use or construction shall not result in an impact that will exceed the thresholds for the levels of service as set forth in the comprehensive plan.
 3. Structures and uses associated with the request shall be consistent with these land development regulations.
 - 4. The public health, safety, morals, and general welfare shall not be adversely affected.**
 5. Adequate off-street parking facilities will be provided.
 - 6. Necessary safeguards will be provided for the protection of surrounding property, persons, and neighborhood values.**
 - 7. The concentration of similar types of uses shall not create a negative impact on the surrounding neighborhood. Geographic concentration of similar types of conditional uses should be discouraged.**
 8. The structure and site comply with the sea level rise and resiliency review criteria in chapter 7, article I, as applicable.
 9. Appropriate consideration is given to the safety of and friendliness to pedestrian traffic; passageways through alleys is encouraged where feasible and driveways shall be minimized to the extent possible.



- LEASABLE / SEPARATE TENANT AREAS (NET)**
- 8334 SQ. FT. NET AREA
 - 5965 SQ. FT. NET AREA
 - 9654 SQ. FT. NET AREA
 - 12923 SQ. FT. NET AREA
 - 7697 SQ. FT. NET AREA
 - 10506 SQ. FT. NET AREA
 - 10477 SQ. FT. NET AREA
 - 9093 SQ. FT. NET AREA
- B.O.H. SERVICE UTILITY AREAS**
- B.O.H. SERVICE UTILITY AREAS
- CIRCULATION COMMONS AREAS**
- CIRCULATION COMMONS AREAS

420 Lincoln Rd. Floor Plate



To BIRMINGHAM and the ROEBUCK PLAZA SHOPPING CENTER Comes a BRAND NEW
WOOLWORTH'S
 Come To The GALA OPENING of YOUR NEW SELF-SERVICE STORE

SPORT SHIRTS \$1.69	AMERICA'S FAVORITE STORE OPENING THURSDAY, MARCH 14 SATURDAY, MARCH 16	OPENING SPECIAL Nylon Hose 59¢
WOODGRAYS 79¢	PARAKEETS 98¢	JEWELRY 59¢
PLAZA TARD GOODS	ROSE BUSHES 49¢	PANTIES 59¢
EXTRA SPECIAL PAINTS 4 for 97¢	LAUNCH TO THE WATERPROOF THE WINDS 69-79¢	POTTED HOUSE PLANTS \$1.98
WASH LING 15 for 1.00	EASTER CANDY \$1.98	SPRING HATS \$1.98
DINNERWARE	OUR OUR LAY-A-WAY	WISHT WATCHES \$5.95
LADIES \$1.79	SPECIAL ICE CREAM SAVING 9¢	WISHT WATCHES \$5.95
35¢	VISIT WOOLWORTH'S NEW LUNCHEONETTE	WISHT WATCHES \$5.95

F. W. WOOLWORTH CO.



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D. C. 62—Lincoln Road and Washington Avenue Business Section, Miami Beach, Fla.

