

# LINCOLN RD

December 12, 2024

Planning Board Members  
c/o Thomas Mooney  
City of Miami Beach  
1700 Convention Center Drive, 2<sup>nd</sup> 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.

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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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