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VIA ELECTRONIC SUBMITTAL

March 10, 2025

Deborah Tackett
Historic Preservation & Architecture Officer
City of Miami Beach
1700 Convention Center Drive, 2nd Floor
Miami Beach, Florida 33139

RE: Certificate of Appropriateness for the Property
Located at 100 Lincoln Road, CU1, 2, 39 & 40

Dear Ms. Tackett:

This law firm represents 100 Lincoln Road, LLC (the "Applicant") relating to the property located commercial units CU-1, 2, 39 & 40 at 100 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 association with this request for a Certificate of Appropriateness to allow for the improvement of the Property with an Alo Yoga retail storefront and associated health club (the "Project"). The Applicant's goal is to revitalize this long-vacant commercial space fronting corner of Lincoln Road and Collins Avenue by introducing a commercial space for Alo, a very popular and highly-regarded fitness apparel and activewear brand.

Description of the Property. The Property is located on the ground level at the northwest corner of the Decoplage condominium fronting both Lincoln Road and Collins Avenue. The Property is located within the Ocean Drive/Collins Avenue historic district and the Decoplage is listed as non-contributing. Previously, this commercial space was occupied by a Walgreens drugstore. However, the space has been vacant since 2016.

Surrounding Area. The Property is located at the eastern end of the iconic Lincoln Road, two (2) blocks east the main pedestrian thoroughfare and just west of the highly-trafficked beach and boardwalk access. Directly across Lincoln Road from the Property is the Ritz-Carlton South Beach Hotel and future residential tower. The Property is situated in a vibrant mixed-use area frequented by residents and visitors, with popular hotels, residential developments, restaurants, retail shops, and the like all within immediate proximity.

Alo and the Project. Alo has locations throughout the United States and across the world and is known for its fitness apparel and activewear, specifically providing high-end and fashionable yoga, exercise, and leisure attire. Most locations are limited to a retail storefront. Uniquely, this location also proposes an associated exclusive, invitation-only, health and wellness club. The Applicant has carefully selected the Property as the perfect location for its third combined retail store and health club location. Currently, the Applicant operates two other locations similar to the Project (retail store combined with exclusive health club) in New York City and Los Angeles, both of which have been extremely successful for the brand.

The Applicant seeks approval of a Certificate of Appropriateness to improve this vacant commercial space with a retail component at the highly visible corner of Lincoln Road and Collins Avenue and health club in the eastern portion of the Property. A portion of the interior will also be used for offices for Alo staff. A true adaptive reuse, the Project has been carefully and methodically designed inside and out to be of the highest quality. The cumbersome low and long concrete canopy will be replaced with a thinner and lighter screen composed of vertical panels that can be backlit at night providing an aesthetic shadow element. This screen treatment emphasizes and honors a primary design element of the building – the curved, or rounded, façade at the main entrance – by designing the screen to follow and preserve this curvature and by implementing a second similar curvature feature at the southern end of the screen treatment. Shade and protection from the elements will still be provided, but in a more open and inviting fashion. The resulting Project will be cohesive with and enhance the surrounding neighborhood, existing conditions, and also the planned future improvements to the 100 Block of Lincoln Road.

Certificate of Appropriateness Criteria. The Project satisfies the applicable criteria for the renovation and preservation of the existing structure. The massing of the structure will remain unchanged, and the Project is designed to be compatible with the surrounding historic district in accordance with the Secretary of the Interior Standards for the Treatment and Rehabilitation of Historic Properties. The Project proposes no structural demolition and will provide a much-needed and tasteful upgrade to the existing unoccupied and deteriorating structure. The Project will be an asset to the community

and further encourage the much-needed revitalization of the 100 Block of Lincoln Road. In sum, the Project design, the Alo Yoga brand, interior design and décor are all entirely complimentary to the surrounding historic districts, structures, and Lincoln Road.

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

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

A recycling and salvage plan for the demolition of the existing structures will be provided during the building permit process.

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

Any new windows will be Miami-Dade County rated impact windows.

(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.

Where applicable, the Project will use resilient, Florida-native, or Florida-friendly landscaping.

(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.

Sea level rise projections have been considered in the design and development of the Project.

(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 Project is a renovation not new construction and proposes no structural demolition of the building.

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

All new 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 building and proposed renovation Project do not present a feasible or appropriate opportunity to raise the existing contributing structure.

(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 will comply with the Florida Building Code requirements for flood resiliency.

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

Water retention systems are not feasible or appropriate for the scale of the proposed renovation.

(11) Cool pavement materials or porous pavement materials shall be utilized.

If the scope of the proposed renovation implicates pavements, then porous materials are proposed where appropriate.

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

The Applicant will utilize strategies to minimize any potential for heat island effects on-site.

Conclusion. The Project will allow for the activation and utilization of a long-time vacant, underutilized commercial space located in a rapidly improving area of the City. We appreciate expeditious review and scheduling for hearing. Should you have any questions or concerns, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Matthew Amster', with a long horizontal line extending to the right.

Matthew Amster, Esq.

cc: Benjamin Sherry, Esq.