

Project Name: Downtown Dadeland

#09163.00

Re: Letter of Intent for Zoning Hearing Application

Date: April 20, 2010

ADD Inc is submitting a Zoning Hearing application on behalf of Downtown Dadeland Retail, LLC, for signs at Downtown Dadeland, located at 7270 North Kendall Drive, Miami, FL 33156. The Downtown Dadeland complex consists of 7 existing, seven-story condominium residential buildings with ground-floor retail use. The project was completed in 2009.

The project is located within the Downtown Kendall Urban Center zoning district. The project has not had success in attracting both vehicular and pedestrian traffic into the complex as originally intended. The difficulty lies in the lack of street presence for the retail tenants; it is almost impossible to know what types of stores, restaurants, and services are provided inside the complex from the perimeter vehicular access streets, especially along North Kendall Drive and Dadeland Boulevard. In addition, without any formal guidance at the street level, it is extremely difficult to locate the entrances to the two existing underground parking garage.

The specific parameters for point-of-sale and directional signs within the DKUC code are inadequate for addressing the two conditions specifically mentioned above. Our variance request for exterior banner signs is an attempt to provide a meaningful apparatus for showcasing the variety of tenants within the complex that is appropriate to the scale of the existing building frontages. Our client has had numerous retail tenants inquire about greater presence along the perimeter streets, and unfortunately, some have even turned down leasing offers because of the lack of signage opportunities. The banner signs are our response to the market-driven demands for creating a useful platform that will allow retail tenants to thrive and bring in the pedestrian activity and density originally envisioned for the Downtown Kendall Urban Center core.

With regards to the directional signs, the DKUC code has both a maximum size and height limitation that we are seeking a variance for. Because the primary method of bringing in the desired pedestrian activity is through vehicular means, the proposed parking directional signs will become a critical component to the future success of the project. Furthermore, the proposed signs on the existing parking canopies will not only serve the purpose of locating the garage

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entrances and exits but will also help to differentiate and distinguish them from the regular rhythm of awnings that define the existing building façades.

Without the proposed signage improvements, the project will continue to struggle to achieve the vision of a true urban center that incorporates a mix of residential, retail, and commercial uses. By utilizing signs as a vehicle for creating greater awareness of the exciting array of activities within the complex, we have great expectations that the Downtown Dadeland project will become a central catalyst in the continued improvement and growth envisioned for this specific urban district.


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