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February 3, 2025

VIA ELECTRONIC DELIVERY

Ms. Michelle M. Lopez
Interim Director
Planning and Zoning Department
City of Doral
8401 NW 53 Terrace, 2nd Floor
Doral, Florida 33166

**RE: Doral Atrium Retail Investments, LLC / Atrium Doral DMU
Letter of Intent for Media and Public Service Board Wall Sign Special
Exception Approval - Sec. 80-258(a)(2)(b)**

Dear Ms. Lopez:

This shall serve as the letter of intent on behalf of Doral Atrium Retail Investments, LLC (the “Applicant”) in support of its request for City Council approval of a special exception for the proposed Media and Public Service Board Wall signs (the “Application”) pursuant to City of Doral (the “City”) Code of Ordinances (the “Code”) Section 80-258(a)(2)(b).¹ The property subject to this Application is located at the northwest intersection of NW 79th Avenue and NW 36th Street (the “Project”), as further identified by Miami-Dade County Property Appraiser’s Office by folio no. 35-3027-076-0020 (the “Property”).²

I. Background Information

The Project was approved on June 22, 2015, pursuant to the Master Development Agreement recorded in Miami-Dade County Official Record Book 29673, Page 2112 which contemplated the construction of a mixed-use development consistent with the “PATTERN BOOK Atrium at Doral,” as amended from time to time. The “Doral Atrium – Master Signage Plan & Criteria” (the “Signage Plan”) which was designed in accordance with the Pattern Book, was

¹ See Ordinance No. 2023-34.

² The Property addresses are as follows: 7905 NW 36 ST; 3900 NW 79 AVE; 7901 NW 36 ST; and 7955 NW 36 St, Doral, FL.

subsequently approved by the City Planning and Zoning Department, pursuant to the City approval letter dated June 20, 2023, attached hereto as **Exhibit “A”**, and amended from time to time.³

II. Request

The Applicant seeks approval of a Special Exception for two (2) Media and Public Service Board Wall signs for the Project pursuant to City Code Section 80-258(a)(2)(b). Specifically, the Applicant requests approval of the placement of two (2) Media and Public Service Board Wall signs on the south and east building elevations—each Media and Public Service Board Wall abutting and facing a section line road, or portion thereof (Doral Boulevard and NW 79th Avenue). Approval of this request would allow for the final two (2)—of the maximum four (4)—Media and Public Service Board Wall signs permissible in the Downtown Mixed Use Zoning District.⁴

The Media and Public Service Board Wall signs are intended to advertise the businesses operations, goods sold, services provided or activities occurring on or off the premises, as well as community-oriented and civic activities, such as, but not limited to, amber alerts, and City Hall meetings. In particular, each sign will make available to the City a minimum of 10 percent (10%) of its operating time dedicated to the City for public service announcements. Furthermore, the Applicant voluntarily agrees to impose restrictions for political or campaign messages, signs or advertisement on the proposed Media and Public Service Board Wall signs to be erected on the Property. Said prohibition will be in the form of a condition for approval or declaration of restrictive covenants, in a form to be approved by the Planning and Zoning Director and City Attorney.

The proposed Media and Public Service Board Wall signs each have a sign area of 208 square feet, equivalent to the allowable maximum sign area of 1.25 square feet for each one lineal foot of street frontage and within the maximum threshold for the aggregate sign area ratio. Since corner parcels providing for two signs on a single multi-tenant building—as is the case here—may utilize the greater of the two frontages along a section line road for purposes of providing symmetrical signage on both sides of the building, the proposed sign area was calculated using the lineal frontage of 419 feet of the south elevation. The addition of the proposed Media and Public Service Board Wall signs will result in a combined 416 square feet of sign area. Overall, the delta between the aggregate wall sign area ratio (including Media and Public Service Board Wall signs) and the Project’s existing wall sign area ratio results in an increase of less than 1.06% in compliance with the intent of the Code, as shown below:

³ Pages 18-19, and 34-38 were added to the Signage Plan in connection with this application submittal.

⁴ The two (2) already-approved Media and Public Service Board Wall signs are located on the northwest of Doral Boulevard and NW 87th Avenue, referred to as the “Doral Square” project.

Wall Signs Area Ratio Analysis

Total Wall Area	Max. Allowed Wall Sign Area Ratio	Aggregate Wall Sign Area Ratio (including Media and Public Service Boards)	<i>Delta between Aggregate Wall Sign Area Ratio and Max. Wall Sign Area Ratio</i>
39,328 SF	4.35%	5.41%	1.06%
	Max. allowed Tenant Sign Area (1,712 SF) / Bldg. Total Wall Area (39,328 SF)	Allowed Tenant Sign Area (1,712 SF) + Proposed Media and Public Service Board Wall Sign Area (416 SF) = (2,128 SF) / Bldg. Total Wall Area (39,328 SF)	*Shall be less than 1.4%

Additionally, the proposed sign placement is more than 2,000 feet from another permitted Media and Public Service Board Wall Sign. Specifically, the approved Media and Public Service Board Wall signs at Doral Square are 3,256 feet away, when measured to the edge of the Property line along the Doral Boulevard commercial corridor between NW 87 Avenue and NW 79 Avenue. Moreover, the proposed sign placement is 404 feet from the nearest residential development.

Advertising Programs, Content, & Other Specifics

The Applicant will comply with the following standards for the Media and Public Service Board Wall signs: (1) maximum hours of operation: Monday - Thursday from sunrise to midnight, and Friday - Sunday and Holidays from sunrise to 2:00 a.m., and (2) brightness not to exceed the recommended Nits when operating said signs after sunset. Messages will have a minimum duration of eight (8) seconds and will be a static display. No portion of the message will flash, scroll, twirl, change color, fade in or out or in any manner imitate movement. Nor will colors be used in advertisements that could be reasonably mistaken for road traffic signs. The time one message will completely change from the next will be a maximum of two (2) seconds and the change of messages will occur simultaneously for the entire sign face. Automatic changing will contain a default design that will hold the face of the display on the sign in one position if a malfunction occurs. Neither audio speakers or pyrotechnics will be associated with the Media and Public Service Board Wall signs.

Finally, the Media and Public Service Board Wall Signs will not advertise materials that is immoral, lascivious, or obscene as defined in Chapter 847.001, Florida Statutes, nor will they advertise tobacco products, or alcoholic beverages as defined in Chapter 561.01 within one-quarter mile of (a) any type of public or private school including pre-schools, elementary schools, middle schools, high schools, colleges and universities; (b) houses of worship, including churches, synagogues, temples and mosques; or (c) hospitals or addiction treatment centers.

Doral Atrium – Media and Public Service Board Wall Signs Special Exception Approval
Letter of Intent
February 3, 2025

Overall, the Applicant strongly believes that this Application is a unique opportunity to bring enhanced and effective digitalized communication to the City to benefit both its businesses and residents. The proposed Media and Public Service Board Wall signs will directly or indirectly promote the City's economy and public awareness of important events and alerts.

This Application is consistent with the provisions of City Code Chapter 80 and will not have a negative effect on the intent of the City's Comprehensive Plan or Code.

Based on the foregoing, we ask for your favorable review of this Application. Should you have any questions or require additional information, please contact me directly.

Respectfully submitted,

HOLLAND & KNIGHT LLP



Vanessa Madrid, Esq.

Enclosures

Cc: Mr. Joseph G. Goldstein, Esq.
Ms. Erica Adams, Esq.



8401 NW 53rd Terrace, Doral, Florida 33166

Tel. (305) 593-6630

Facsimile: (305) 593-6768

Website: cityofdoral.com

PUBLIC HEARING APPLICATION
/ Administrative Review Application

PLANNING AND ZONING DEPARTMENT

Please check one:

☒ CITY COUNCIL

☐ ADMINISTRATIVE REVIEW

OFFICIAL USE ONLY

Application No.: LAND-2502-0023

Date Received: 2/4/2025

INSTRUCTIONS

This application, with all supplemental data and information, must be completed in accordance with the specific instructions in this application. Applications and all supplemental information must be filed no later than 60 days prior to the regular public hearing date.

APPLICATION

Please indicate which type of application you are submitting by checking one category below:

- ☐ Change in Zoning District
☐ Variance
☐ Appeal of Decision
☐ Conditional Use

- ☐ Plat
☐ Entry Feature
☐ Site Plan
☒ Other **Special Exception for Media and Public Service Board Wall Signs for Atrium Doral**

IMPORTANT: THE APPLICANT, OR REPRESENTATIVE, MUST BE PRESENT AT THE HEARING TO REPRESENT THE PROPOSAL.

Please print or type

Name of Applicant, agent or tenant (with owners affidavit)

Doral Atrium Retail Investments, LLC c/o Vanessa Madrid, Esq., Attorney for the Owner

Mailing Address

Holland & Knight LLP
701 Brickell Avenue, Suite 3300

City, State, Zip

Miami, Florida 33131

Telephone 305-789-7453

Email: vanessa.madrid@hklaw.com

Name of Owner

Doral Atrium Retail Investments, LLC

Mailing Address

3310 Mary Street, Suite #302

City, State, Zip

Coconut Grove, FL 33133

Telephone 786-263-1076

Email: cruiz@terragroup.com

PROPERTY INFORMATION

- A. **LEGAL DESCRIPTION.** (If subdivided - lot, block, complete name of subdivision, plat book and page numbers). If metes and bounds description - Complete description, including section, township and range). SEE ATTACHED EXHIBIT "A"

Folio Numbers: 35-3027-076-0020

Address 7905 NW 36 St, 3900 NW 79 Ave, 7901 NW 36 ST, 7955 NW 36 St, & 7955 NW 36 St, Doral, FL

Lot(s) _____ Block _____ Section _____ Plat Book No. 176 Page No. 014

FINISHED FLOOR ELEVATION (if applicable): _____ FLOOD ZONE: _____

- B. **ADDRESS** (If number has been assigned) 7905 NW 36 St, 3900 NW 79 Ave, 7901 NW 36 ST, 7955 NW 36 St, and 7955 NW 36 St, Doral, FL

- C. **SIZE OF PROPERTY** _____ ft. X _____ ft. = _____ sq. ft.: 5.23+/- acre(s)
Width Depth

- D. Provide legal description or address of any property held by the owner which is contiguous to that which is the subject matter of this application. _____

- E. **DATE SUBJECT PROPERTY WAS ACQUIRED** 05/08/2018

APPLICANT'S REQUEST

Specify in full the request. (Use a separate sheet of paper if necessary.)

The Applicant is seeking approval of the approval of a special exception for a proposed Media and Public Service Board Wall sign pursuant to City of Doral (the "City") Code of Ordinances (the "Code") Section 80-258(a)(2)(b). For further information and details relating to the specifics of this request, please see the Letter of Intent filed in connection with this Application.

INTENT

Explain purpose of application, benefit(s) in the change and reasons why this application should be approved. Specify the exact nature of the use or operation applied for, together with any pertinent technical data, which will clarify the proposal. (Use a separate sheet of paper if necessary.)

For further information and details relating to this request, please see the Application Letter of Intent.

Is this application the result of a Notice of Violation or deviation from approved plans? ☐ Yes ☒ No
Are there any existing structures on the property? ☒ Yes ☐ No
If so, what type? (CBS, Frame, Frame-Stucco, Wood, Other) CBS Buildings

Any applications (except plat applications) which involve new building construction or exterior improvements to an existing building must submit the plans with this application. Plans that are not filed with this application will not be considered by the City of Doral.

All data and exhibits submitted in connection with this application become a PERMANENT PART OF THE PUBLIC RECORDS OF THE CITY OF DORAL.

The following enclosures where applicable MUST BE ATTACHED to complete the application:

- A. ☐ SURVEY OF PROPERTY: For vacant or improved property. Must be no more than five years old and sealed by a registered land surveyor. The Building and Planning Department may require a more recent survey if a site visit indicates any discrepancies. Survey must include, where applicable, lot lines, all structures, walls, fences, landscaping, and all physical improvements.
- B. ☐ SITE DEVELOPMENT PLAN: Where applicable, plans shall show location and elevations of existing and proposed buildings, proposed additions, alterations and use of each; all dimensions of buildings and space between buildings; setbacks from property lines; proposed and existing off-street parking showing lined spaces, driveways, handicap spaces, compact spaces; a landscape plan that complies with the City of Doral Landscape Ordinance showing location of existing and proposed vegetation, landscaping (i.e. trees and hedges), number, height and species type. The plan shall also show wall and fence height, location and material.
- C. ☒ LETTER OF INTENT: A letter of intent must be filed explaining in detail the extent of the development and how the proposal meets the applicable Code criteria. Signature and address must be shown.
- D. ☐ OTHER GOVERNMENTS/AGENCIES ENDORSEMENTS: All applicable DERM, Miami-Dade Fire Department, or the Miami-Dade Water and Sewer Department's endorsement must be submitted.
- E. ☒ OWNER'S AFFIDAVIT: Owner's affidavit allowing the filing of an application is required on all applications where the applicant is not the owner of the property under consideration; same form allows posting of property.
- F. ☐ TRAFFIC STUDY: A detailed traffic analysis considering the impacts of the proposed development on current level-of-service (LOS) standards in abutting (or nearby) roads and intersections.

NOTE: SURVEYS, SITE DEVELOPMENT PLANS, LANDSCAPE PLANS MUST BE SUBMITTED AT STANDARD PLAN SIZE. AN APPLICATION WILL NOT BE CONSIDERED COMPLETE UNLESS 12 COPIES OF THE APPLICATION AND SUPPORTING DOCUMENTATION (FRONT AND BACK), APPROPRIATE PLAN DRAWINGS AND SURVEYS ARE SUBMITTED.

In support of this request, I submit the following additional items, which are attached hereto and made a part of this application:

- ☐ 35 MM Photo(s) (Mounted 8½ x 11) ☐ Other _____
☐ Letters from Area Residents

Please check only one of the following options:

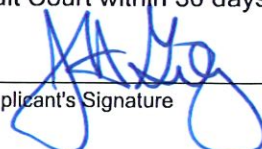
☐ FOR CITY COUNCIL PURPOSES

I/We understand that additional public hearings may be required and any interested person may discuss the application with City staff to the same extent as the applicant. The application may change during the hearing process and additional public notices may affect the schedule of the hearings. If my/our appeal is denied, I/we must file an appeal to the Circuit Court within 30 days of the meeting.

Date

1/22/25

Applicant's Signature



Print Name

Jason Gilg

I/We **Doral Atrium Retail Investments, LLC** as Owner (s) of Folio No. **35-3027-076-0020**

Block _____ Section _____ PB/PG **176-014**

of property which is located **7905 NW 36 St, 3900 NW 79 Ave, 7901 NW 36 ST, 7955 NW 36 St, & 7955 NW 36 St, Doral, FL**, desire to file an application for a public hearing before the ☒ City Council ☐ Administrative Review, and I/We do understand and agree as follows:

1. That the application for a variance will not be heard unless the applicant is present at the hearing.
2. The property will be posted with a sign, which must not be removed until after the public hearing, at which time the City staff will remove the sign.
3. That the requirements of the zoning code, Miami-Dade County Ordinances, the South Florida Building Code, and other government agencies may affect the scheduling and ability to obtain/issue a permit for the proposal.
4. That the only exceptions to the zoning code are those that have been specified in the written application and any other code or plan issues will be corrected by modifying the plans to comply with the respective codes and ordinances of the City of Doral or Miami-Dade County ordinances.
5. That the applicant will be responsible for complying with all the conditions and restrictions imposed by the City Council or City Staff in connection with the request and will take the necessary steps to make the request effective if approved by the City Council or City Staff.
6. That it is the responsibility of the applicant to submit a complete application with all of the documents necessary for the City Council or City Staff to consider the applicant's request.
7. That the applicant is responsible for timely submission and accuracy of all items requested on the application.
8. That the applicant is responsible for any additional fees which include but are not limited to mailing notices to surrounding property owners, legal fees, surveys, and technical reports.

I/We as the owners of the subject property (check one):

☒ do hereby authorize **Holland & Knight, LLP** to act on my/our behalf as the applicant.

☐ will on my/our own behalf act as applicant(s), and make application in connection with this request for a ☒ public hearing ☐ administrative review before the City Council or City Staff.

Owner's Name: **Doral Atrium Retail Investments, LLC**

Print Name: **JASON GILG**

Signature _____ Date **1/22/25**

Notary to Owner:

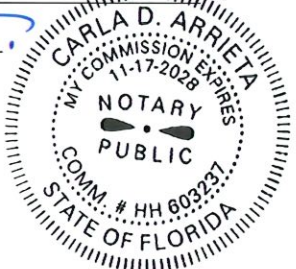
STATE OF FLORIDA)

ss:
COUNTY OF **MIAMI-DADE**

The foregoing instrument was acknowledged before me by means of ☒ physical presence or ☐ online notarization, this **22** day of **JANUARY**, 2024, by **JASON GILG**, who is personally known to me or who has produced _____ as identification. **2025**

[NOTARIAL SEAL]

Print Name: **CARLA D. ARRIETA**
Notary Public, State of Florida
Commission #: **HH603237**
My Commission Expires: **11/17/28**



Attorney for Applicant: **Vanessa Madrid, Esq.**

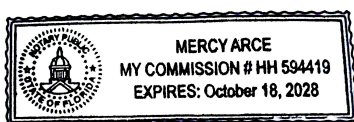
Signature **VMadrid** Date **January 23, 205**

Notary to Attorney:

STATE OF FLORIDA)

ss:
COUNTY OF **MIAMI-DADE**

The foregoing instrument was acknowledged before me by means of ☒ physical presence or ☐ online notarization, this **23** day of **January**, 2024, by **Vanessa Madrid**, who is personally known to me or who has produced _____ as identification.



Print Name: **Mercy Arce**
Notary Public, State of Florida
Commission #: **HH 594419**
My Commission Expires: **October 18, 2028**

DISCLOSURE OF INTEREST*

If a **CORPORATION** owns or leases the subject property, list principal, stockholders and percent of stock owned by each. [Note: Where principal officers or stockholders consist of other corporation(s), trust(s), partnership(s) or similar entities, further disclosure shall be made to identify the natural persons having the ultimate ownership interest].

CORPORATION NAME: **Doral Atrium Retail Investments, LLC**

NAME AND ADDRESS	Percentage of Interest
David Martin - 3310 Mary St Miami, FL 33133	50%
Pedro Martin - 3310 Mary St Miami, FL 33133	50%

If a **TRUST** or **ESTATE** owns or leases the subject property, list the trust beneficiaries and percent of interest held by each. [Note: Where beneficiaries are other than natural persons, further disclosure shall be made to identify the natural persons having the ultimate ownership interest].

TRUST/ESTATE NAME: _____

NAME AND ADDRESS	Percentage of Interest

If a **PARTNERSHIP** owns or leases the subject property, list the principals including general and limited partners. [Note: Where partner(s) consist of other partnership(s), corporation(s), trust(s) or similar entities, further disclosure shall be made to identify the natural persons having the ultimate ownership interests].

PARTNERSHIP OR LIMITED PARTNERSHIP NAME: _____

NAME AND ADDRESS	Percentage of Ownership

If there is a **CONTRACT FOR PURCHASE** by a Corporation, Trust or Partnership, list purchasers below including principal officers, stockholders, beneficiaries or partners. [Note: Where principal officers, stockholders, beneficiaries or partners consist of other corporations, trusts, partnerships or similar entities, further disclosure shall be made to identify natural persons having ultimate ownership interests].

NAME OF PURCHASER: _____

NAME AND ADDRESS (if applicable)	Percentage of Interest

Date of contract: _____

If any contingency clause or contract terms involve additional parties, list all individuals or officers, if a corporation, partnership or trust:

NOTICE: For changes of ownership or changes in purchase contracts after the date of the application, but prior to the date of final public hearing, a supplemental disclosure of interest is required.

The above is a full disclosure of all parties of interest in this application to the best of my knowledge and belief.

Doral Atrium Retail Investments, LLC

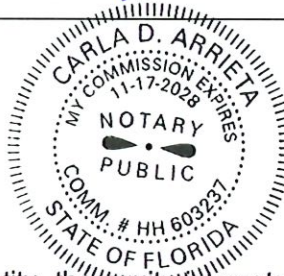
Signature: _____

Print Name: JASON H. GILG

Sworn to and subscribed before me by means of ☒ physical presence or ☐ online notarization, this 29 day of JANUARY, 2025. Affiant is personally known to me or has produced _____ as identification.

(Notary Public)

My commission expires 11/12/28



*Disclosure shall not be required of: 1) any entity, the equity interests in which are regularly traded on an established securities market in the United States or another country; or 2) pension funds or pension trusts of more than five thousand (5,000) ownership interests; or 3) any entity where ownership interests are held in a partnership, corporation or trust consisting of more than five thousand (5,000) separate interests, including all interests at every level of ownership and where no one (1) person or entity holds more than a total of five per cent (5%) of the ownership interest in the partnership, corporation or trust. Entities whose ownership interests are held in a partnership, corporation, or trust consisting of more than five thousand (5,000) separate interests, including all interests at every level of ownership, shall only be required to disclose those ownership interest which exceed five (5) percent of the ownership interest in the partnership, corporation or trust.

EXHIBIT A

LEGAL DESCRIPTION

COMMERCIAL / RETAIL PARCEL:

A portion of Tracts 14, 15 and 16 of "FLORIDA FRUIT LAND COMPANY'S SUBDIVISION No. 1", in Section 27, Township 53 South, Range 40 East, according to the Plat thereof, as recorded in Plat Book 2, Page 17, of the Public Records of Miami-Dade County, Florida, being more particularly described as follows:

Commence at the Northwest Corner of the Northeast 1/4 of the Northeast 1/4 of Section 27, Township 53 South, Range 40 East; thence run N89° 58' 38" West along the North Line of the Northeast 1/4 of the Northeast 1/4 of said Section 27 for 33.02 feet to a point on the West Right of Way Line of NW 79th Avenue; thence run S01° 44' 43"E along the West Right of Way Line of NW 79th Avenue for 392.97 feet to the POINT OF BEGINNING of the parcel of land hereinafter described; thence continue S01°44'43"E along said West right of Way Line of NW 79th Avenue for 265.35 feet; thence N89°59'30"W for 2.00 feet to a point on a line 35 feet West of and parallel with the West Line of the Northeast 1/4 of the Northeast 1/4 of said Section 27; thence S01°44'43"E along said line 35 feet West of and parallel with the West Line of the Northeast 1/4 of the Northeast 1/4 of said Section 27, for 118.51 feet to point of intersection with the Northeasterly Right of Way line of NW 36th Street Extension, as recorded in Plat Book 81, at Page 24, of the Public Records of Miami-Dade County, Florida, said point also being a point of a Non-tangent intersection of a circular curve, concave to the Northeast (said point bears S01°10'12"W from the center of said curve); thence Westerly and Northwesterly along the arc of said curve, having for its elements a radius of 1090.92 feet, a central angle of 14°23'57", for an arc distance of 274.16 feet to a Point of Tangency, (the following three courses being along the Northeasterly Right of Way Line of NW 36th Street Extension); thence N74°25'53"W for 293.30 feet to a point on the North Line of said Tract 14; thence N74°25'35"W for 40.95 feet to a Point of Curvature of a circular curve, concave to the Southwest; thence Northwesterly along the arc of said curve, having for its elements a radius of 1200.92 feet, a central angle of 01°55'12", for an arc distance of 40.24 feet to a point on the West Line of the East 1/2 of said Tracts 15 and 16; thence N01°43'54"W along said West Line of the East 1/2 of Tracts 15 and 16, for 439.07 feet; thence N88°15'17"E for 148.25 feet; thence S01°44'43"E for 222.19 feet; thence N88°15'17"E for 298.36 feet; thence N84°42'52"E for 130.92 feet; thence N88°15'17"E for 51.73 feet to the Point of Beginning.

Containing 227,881 Square Feet or 5.23 Acres, more or less, by calculations.