

SHVO

April 26, 2019

VIA ELECTRONIC DELIVERY

City of Miami Beach Mayor and Commission
1700 Convention Center Drive
Miami Beach, Florida 33139

RE: Request for support and referral for Text Amendment to allow height of 200' in the Architectural district for lots of 115,000 square feet and greater as part of RM-3 district.

Dear City of Miami Beach Mayor and Commissioners,

I am Michael Shvo, the Chairman and CEO of SHVO, and in February my partners and I acquired the Raleigh Hotel located at 1775 Collins Avenue located in the City of Miami Beach. With the acquisition of the Raleigh Hotel, we commenced planning the redevelopment of the Raleigh site in order to preserve and restore the historic building and pool area. During the process, a unique opportunity presented itself to combine the Raleigh Hotel site with the Richmond Hotel, located at 1757 Collins Avenue, and the South Seas Hotel, located at 1751 Collins Avenue, into one development site (the "Raleigh Master Plan").

The re-envisioning of the Raleigh Master Plan as one unique site would create a rare opportunity for a landmark project within the City, rather than development of the three independent sites. The Raleigh Hotel currently has approvals and building permits for the renovation of the historic portions of the building with the addition of two, 2-story pavilions to the East of the historic pool. Additionally, the South Seas Hotel has also obtained approval for the development of a long and linear 85' tower, with eastern promenade pavilions. The Richmond, similarly situated to the South Seas site, may apply to the Historic Preservation Board for comparable site approvals per the City of Miami Beach Land Development Regulations. For example, the Richmond and South Seas properties may each be developed with 85' linear buildings closer to the Collins Avenue public right of way. Therefore, developed as independent sites, it would create limited open space and limited public view corridors to the existing properties along Collins Avenue, thereby interrupting the side facades of both the Marseilles and Raleigh hotels and altering the pedestrian experience.

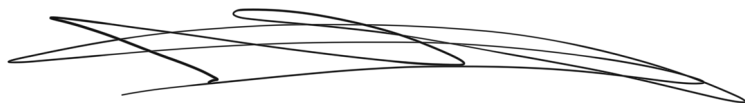
Alternatively, combining the three properties as one developable site under the purview of the proposed text amendment will allow for the opening of the site, first, reducing the total number of permitted pavilions down to a maximum of two cabanas, one on each end of the combined properties framing the view of the Raleigh oceanside elevation from the beach walk. The façades along Collins Avenue would be further enhanced by the preservation of the South façade views of the Raleigh, in addition to North façade views of the Marseilles and maintains the 4-story historic components of the South Seas and Richmond hotels as originally designed.

The Raleigh, along with the 4-story buildings of the Richmond and South Seas, will be operated as a luxury hotel with accessory uses and amenities centered around the historic pool. Additionally, the Raleigh Master Plan may be designed with a new 200' residential tower situated on the rear portion of the Richmond and South Seas properties, with a substantial buffer from the existing 4-story buildings.

With the potential of creating a truly significant hotel and residential project, within walking distance from the Miami Beach Convention Center, I am respectfully requesting your support for the adoption of the text amendment that would permit the development a 200' residential tower that would further the preservationist efforts and enhance the historic elements envisioned for these properties.

I would be happy to discuss further, if you have any questions please feel free to reach me and our team, Kobi Karp and Alfredo J. Gonzalez.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Michael Shvo', with a stylized, sweeping flourish extending to the right.

Michael Shvo, Chairman and CEO

Cc: Dan Gelber, Mayor
Joy Malakoff, Vice Mayor
Micky Steinberg, Group 1 Commissioner
Mark Samuelian, Group 2 Commissioner
Michael Góngora, Group 3 Commissioner
Ricky Arriola, Group 5 Commissioner
John Elizabeth Alemán, Group 6 Commissioner