



To: Commissioners Mark Samuelian and Ricky Arriola

From: David Berg, Vice-President & Scott Robins, President – Espanola Way Association

Date: April 9th, 2020

Re: Ocean Drive – Espanola Way – Lincoln Road Connectivity + Plaza De Espana Art Installation

On Behalf of the Espanola Way Association, we would like to express our support for the City of Miami Beach and the Commission to study and approve a pedestrian promenade connecting Ocean Drive, Espanola Way and Lincoln Road.

We believe that destination streets in the ADCD need to be more unified. By creating a pedestrian promenade that starts on 14th PL (aka the Betsy Ally) and connects through Espanola Way and along Drexel to Lincoln, both tourists and residents alike have a defined pedestrian path to explore some of Miami Beach's main attractions including the art deco architecture of Ocean Drive, the Mediterranean Spanish village of Espanola Way and the pedestrian friendly outdoor shopping and dining experiences of Lincoln Road. In accordance with this promenade the city should explore uniform street paving, lighting, signage, and landscaping from 14th Place through Espanola Way and along Drexel Avenue.

In addition, we believe a critical element to the success of this ADCD initiative is to activate Plaza De Espana (the plaza on Espanola Way and Drexel Ave) with a one-of-a-kind art and culture experience. This can be achieved through a unique sculpture, fountain, or even a suspended activation in the trees to compliment the string lighting and romantic characteristics of the Espanola Way village.

Proceeding with the pedestrian promenade and activation of Plaza De Espana will go along way in delivering an enhanced experience to the new Art Deco Cultural District.

Thank you for consideration.

Respectfully,

David Berg, Vice President Espanola Way Association