



**PROGRAM FOR REVITALIZATION  
OF LINCOLN ROAD  
DELIVERY AREA PLAN**



**MIAMI  
BEACH**



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## INTRODUCTION



The city of Miami Beach has approached us with the desire to reduce crime and blight and connect the eastern three blocks of Lincoln Road with the aesthetic character of the Lincoln Road Mall. As the owners of the Ritz Carlton and Sagamore hotels, we readily agreed not only to assist the city, but to pay front end costs for the planned revitalization of 100-300 LR.

These blocks have the reputation of being a derelict zone of crime and homelessness. They have been neglected and fallen behind progress all around us. The Lincoln Road BID has just received \$55 million to upgrade the Mall. The properties on Collins Ave. north of 17<sup>th</sup> St. already enjoy a better environment and reputation. When the Convention Center Hotel opens it will shift the center of activity even more northward reducing property values as our neighborhood falls into further neglect.

Our only solution to upgrade and compete with surrounding areas is a public-private partnership to act now while city government is prone to solve the life-safety and aesthetic problems. This would entail closure of the 200-300 blocks to traffic and creating a pedestrian garden way such as was done at the 1100 block of Lincoln Road pictured above.

To accomplish this we need to address delivery and loading alternatives for the properties related to the proposed road closure. Possible delivery points are shown in the graphics enclosed.

### INITIAL ASSUMPTIONS—

South Side 200-300 LR-- there are five properties on the south side of the 200/300 block, Four of them are served by the private drive that begins at Collins and runs westward. TD Bank and WeWork in the westernmost property will have the least delivery demands and can be served by a loading zone on Washington Avenue.

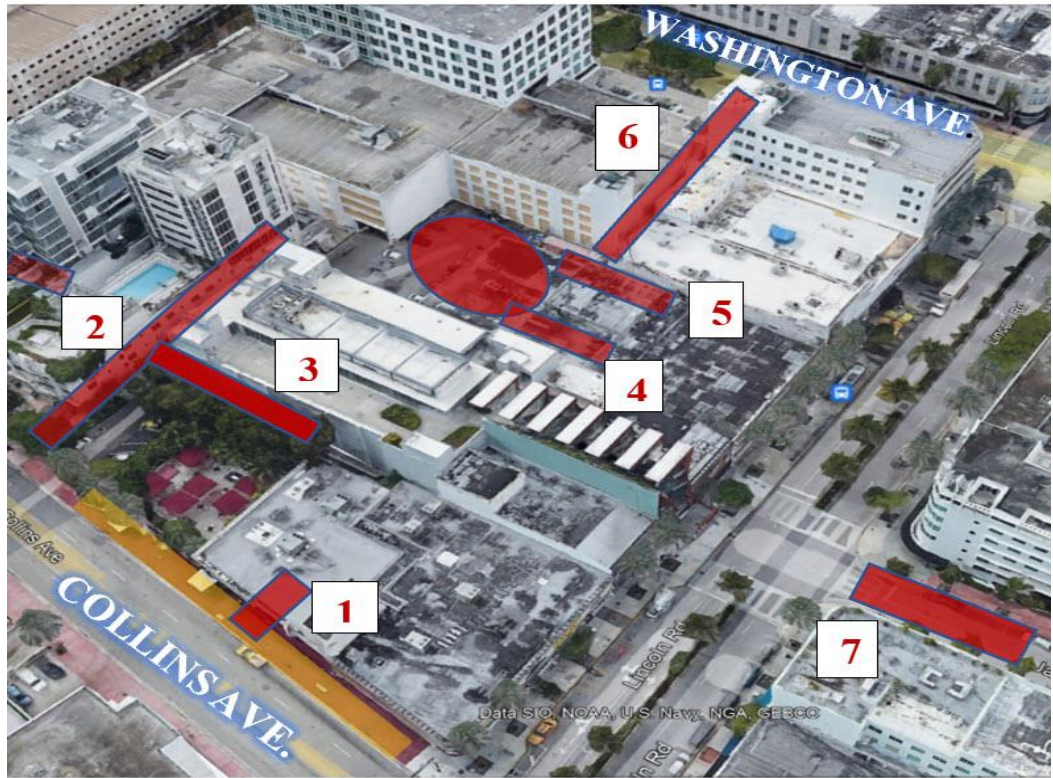
North Side 200-300 LR-- the properties between James Avenue and Collins Avenue can be served by a loading zone on James Avenue. The properties located between James Avenue and Washington Avenue are currently served by an alley that begins on James Avenue and terminates at Washington Avenue or we can propose adding new loading zones along Washington Avenue.

The graphics below illustrate the areas by which all the properties along 200-300 LR can be serviced for deliveries.





200-300 LINCOLN ROAD SOUTH SIDE DELIVERIES



SOUTH SIDE GROUND LEVEL VIEWS KEYED TO MAP

AREA 1



AREA 2



AREA 3



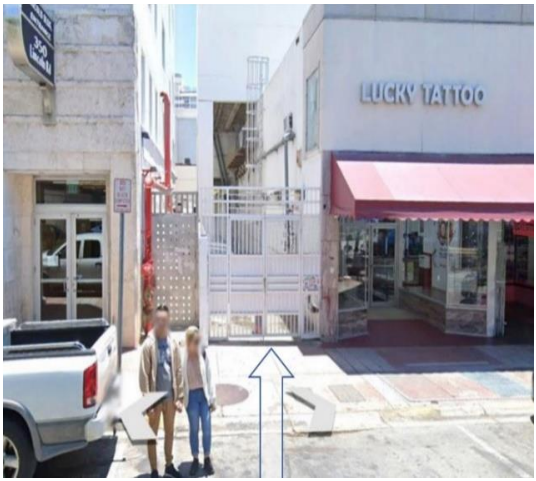
AREA 4



AREA 5



AREA 6





200-300 LINCOLN ROAD NORTH SIDE DELIVERIES



NORTH SIDE GROUND LEVEL VIEWS KEYED TO MAP

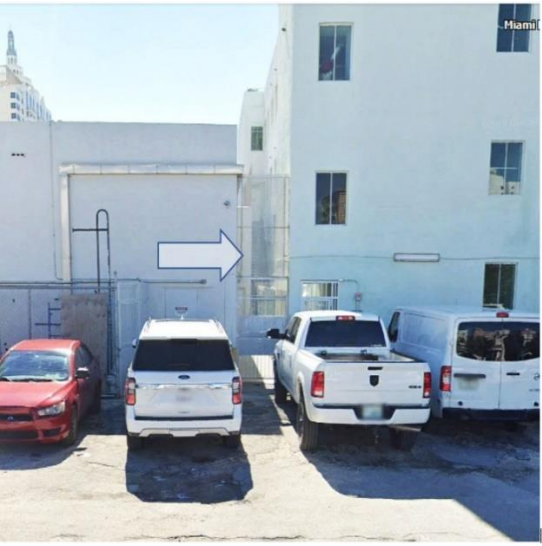
AREA 1



AREA 2



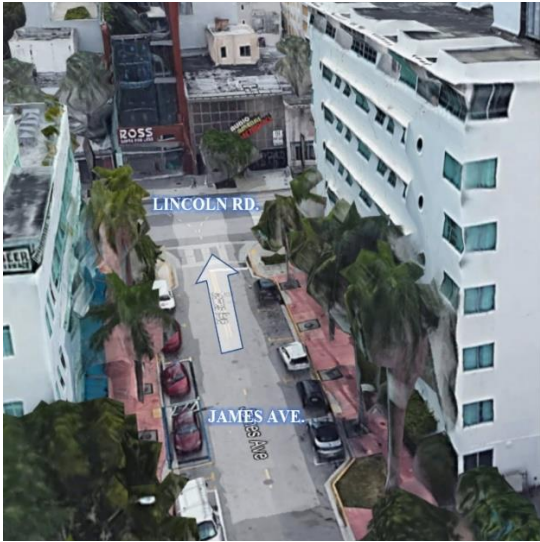
AREA 3



AREA 4



AREA 5



AREA 6

