

ATTACHMENT A

COMMUNITY RENEWAL PROGRAM FOR THE 100-300 BLOCKS OF LINCOLN ROAD

MIAMI
BEACH



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INTRODUCTION AND OBJECTIVES



BACKGROUND-Since 2021, SoBe Sky Development, affiliate of the owners of the Ritz Carlton and Sagamore hotels, had been looking at certain improvements on 100 LR in conjunction with its planned mixed-use residential project on the site of the Ritz Carlton-Sagamore hotels.

In 2022, the idea of revitalizing the blocks encompassing 100-300 LR came into focus in discussions with City Commissioner Alex Fernandez. The core of the discussions was correcting the derelict condition of this critical area.

The developer and the Commissioner agreed on the outline of a comprehensive plan to reduce crime, improve safety, and realize the

connection of the city's two major greenbelts, Lincoln Road and the beach walk.

We agreed with the Commissioner that a public-private partnership modeled after the successful 1111 LR redevelopment is the most expeditious and feasible vehicle to accomplish the goal of revitalizing the east end of Lincoln Road.

To this end, the developer has already spent significant sums having retained Kimley Horn and Raymond Jungles for traffic and landscaping work respectively to meet the conceptual objectives discussed with Commissioner Fernandez. The information herein outlines the process and initial ideas to effectuate the stated objectives.



GOALS AND OBJECTIVES

MICRO URBAN GOALS (NEIGHBORHOOD LEVEL)

- To restore a safe, upscale residential fabric with a sense of place to a district overbalanced with tourism
- To improve traffic flow and esthetics on the 100 block of Lincoln Road and to promote safe, pedestrian friendly access to the beach for residents and tourists
- To close 200-300 LR to vehicular traffic thereby extending the pedestrian experience over the entire length of Lincoln Road
- To redesign 200-300 LR in a manner that reinvigorates and increases business for those blocks with a pedestrian garden way and other unique features that can become an amenity for the entire city
- To eliminate the blight and crime currently affecting the subject area
- To create one of the longest continuous greenbelts in the United State by connecting the garden ways of the Lincoln Road Mall with the beach walk and provide residents and tourists with the ability to enjoy both the commercial and natural pedestrian experience of an "emerald necklace"
- To accomplish the above with sustainable environmental designs
- To provide a showcase for the arts

MACRO URBAN GOALS (CITY-WIDE LEVEL)

- To realize key goals of the 1981 Art Deco District Preservation and Development Plan commissioned by MDPL and funded by the city envisioning Lincoln Road as the connecting node of major activity areas between Ocean Dr. and the hotel district north of Lincoln Road.

THE SUBJECT AREAS

The 100 block is the eastern most portion of Lincoln Road, and it is the city's most significant public access to the beach. Unfortunately, this gateway to the ocean has never fully realized its potential owing to a dated design. Traffic and life-safety issues exist relative to conflicting pedestrian-vehicular flow patterns.



200-300 LR lies at the eastern end of Lincoln Road between Washington and Collins Avenues. These blocks are plagued by a street culture of crime, prostitution, drug dealing, and homelessness. Additionally, vehicular traffic on these blocks impedes the pedestrian experience from the western portions of Lincoln Road to the beach.

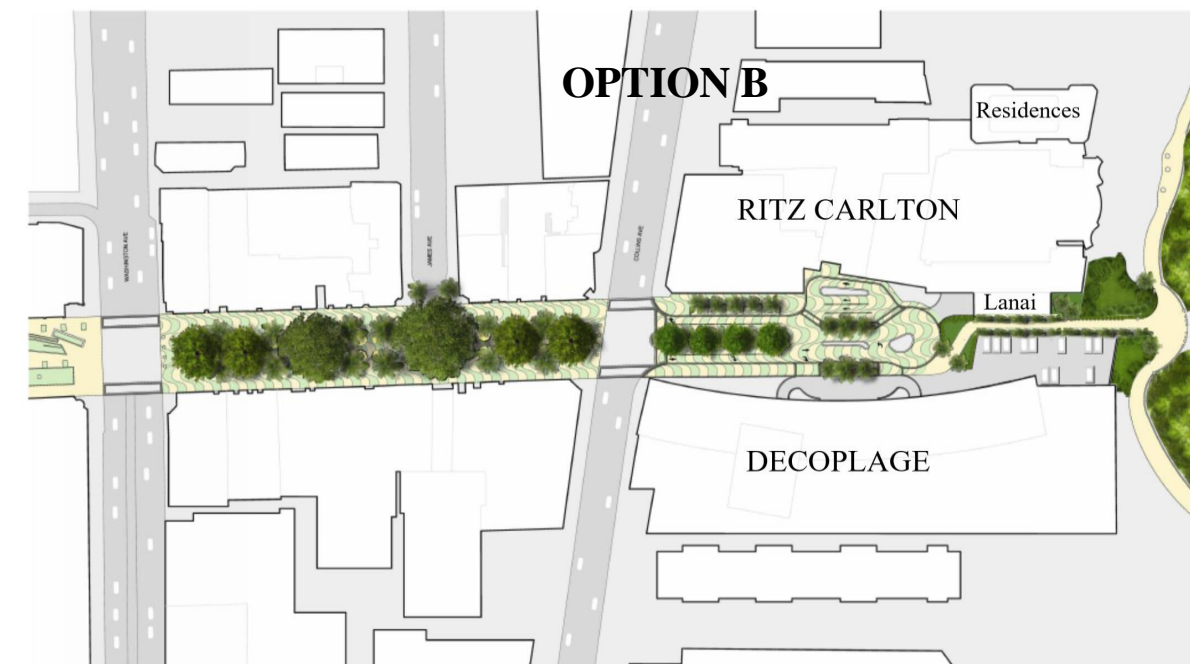
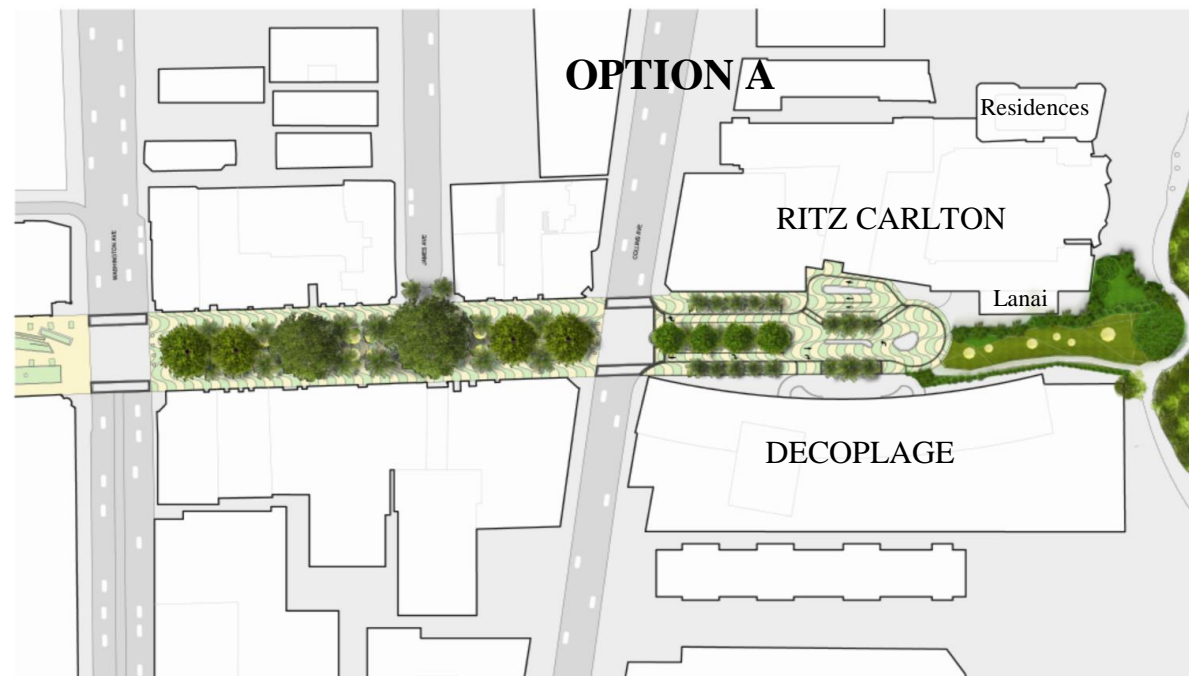
SOLVING THE PROBLEM—A PUBLIC-PRIVATE PARTNERSHIP

The revitalization of the subject areas remains a long-standing priority for the city, however, owing to various problems no effective solutions or investments have materialized. We now have a solution. The government and private stakeholders are engage in a feasible revitalization plan to transform a troubled area into a showcase project for the city.

- The city and stakeholders wish to reduce crime, address life-safety issues, and improve the appearance of the east end of Lincoln Road in keeping with the esthetics of the Mall
- The city has a desire to improve traffic issues and the pedestrian experience in the 100 block of Lincoln Road and provide for a marquee entrance to the beach in line with the visions of Carl Fisher and Morris Lapidus
- The city has a desire to close 200-300 LR to vehicular traffic to become a pedestrian thoroughfare line with the rest of the Lincoln Road Mall
- Sobe Sky Development, LLC., which is an affiliate of the owners of the Ritz Carlton and Sagamore hotels, has agreed to support these initiatives and pay for the soft costs—plans, drawings, and consultant fees pursuant to a road closure and comprehensive plan encompassing improvements to 100-300 LR. The Developer will present a cost estimate to the city, which will detail the hard costs that the city will cover
- The various conditions related to the above will be reflected in a Road Closure Resolution and a Developers Agreement (DA) between the city and the developer
- The successful precedent for this undertaking is the road closure and development of 1111 Lincoln Road

CONCEPTUAL PLANS

The descriptions and graphics below illustrate the landscaping and hardscaping possibilities enabled by improvements to 100 LR and conversion of 200-200 LR to a pedestrian mall. The 100 LR block will have two options A and B depending on certain land acquisitions still under negotiation. Both options would include alterations to medians and street lanes to improve traffic flow and pedestrian safety, beautification and enhanced landscaping of the beach entrance, relocation of the beach walk away from the Ritz loading dock, improvements by the developer to the Ritz Carlton arrival and loading areas, and a net reallocation/reduction of Ritz-Sagamore hotel rooms in favor of creating 38-40 residential units.

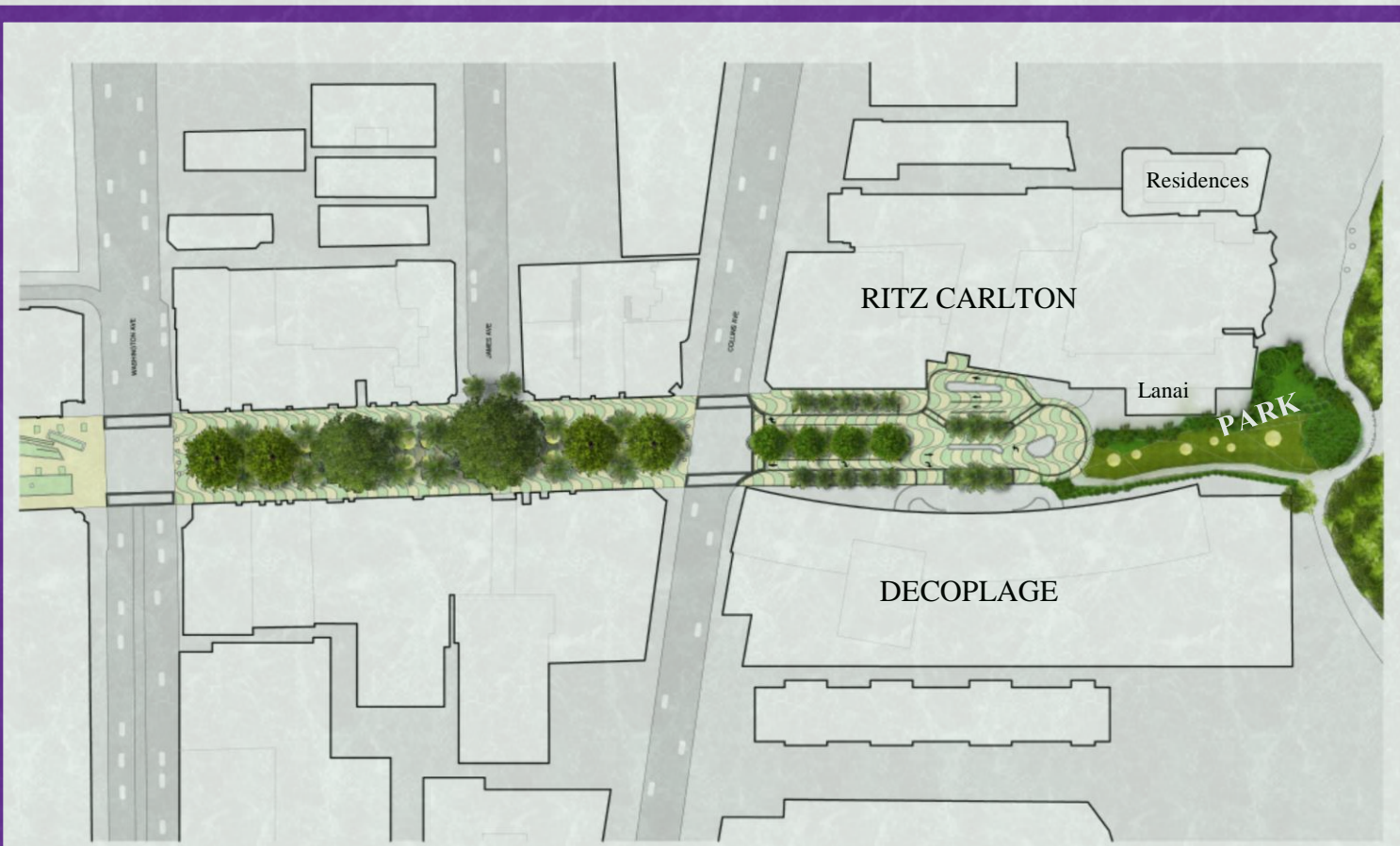


100 BLOCK OPTION A

THE DI LIDO-LAPIDUS MEMORIAL PARK

Di Lido-Lapidus Park is an opportunity to create a public amenity at the entry from Lincoln Road to the beach.

- History** – The park will honor individuals who were instrumental in shaping Miami Beach. A half dozen plexiglass-covered displays would park depict historic graphics of the creation of Lincoln Road and the establishment of the city’s first residential community on the current location of the Ritz Carlton and Decoplage. The contributions of people like Fischer, Collins, Lummus, Poletvitzky, Sirkin, and others would be memorialized. We will erect the unrealized Lapidus Arch in honor of Morris Lapidus, who reshaped modern Lincoln Road as well as being a contributing architect for several historically strategic hotels including the Di Lido, which is the present Ritz Carlton.
- Functional** – The park will be a shaded space amenity, the only oasis of its kind along the entire beach walk. It will have limited concession to provide items like fresh juices, fruits, and water to serve pedestrians along the beach walk. Operators will also help keep undesirables away.
- Esthetics** – We want to showcase selected native plantings and provide proper shade trees for a lush green effect accentuated by water features. Esthetic lighting will be emphasized at night.
- Connectivity** – We want to extend the greenery and water features adorning the mall through 100-300 LR to create a continuous pronounced greenbelt connection to the lushness of the beach walk. experience. This will create one of the longest continuous greenbelts in the eastern U.S.



100 Block Option B The DiLido-Lapidus Beachwalk is the same as Option A but with enhanced landscaping along to the beach entry walk instead of a park. As with Option A, it will include alterations to medians and street lanes to improve traffic flow and pedestrian safety, beautification and enhanced landscaping along the entire length of the beach access, relocation of the beach access from the Ritz loading dock, improvements by the developer to the Ritz Carlton arrival and loading areas, and a net reallocation/reduction of Ritz-Sagamore hotel rooms in favor of creating 38-40 residential units.



SUMMARY OF DEVELOPER CONTRIBUTIONS TO 100 LR

- ASSEMBLE CONSULTANT TEAM
- PAY FOR ALL PLANS AND DESIGNS FOR LANDSCAPE, HARDSCAPE, AND ROAD REALIGNMENTS
- PROVIDE COST ESTIMATES TO THE CITY THROUGH THE VARIOUS DESIGN PHASES
- MANAGE BIDDING, CONTRACT NEGOTIATIONS, AND CONSTRUCTION OF THE PROPOSED IMPROVEMENTS FOR THE CITY
- CONTRIBUTE 20% UP TO \$5.0 MILLION TOWARD THE PURCHASE OF LAND REQUIRED TO EXECUTE OPTION A
- INVEST UP TO \$2.0 MILLION TO IMPROVE RITZ ARRIVAL AND LOADING AREAS TO COMPLEMENT REDESIGN OF RIGHT OF WAY FOR LIFE-SAFETY AND TRAFFIC MITIGATION

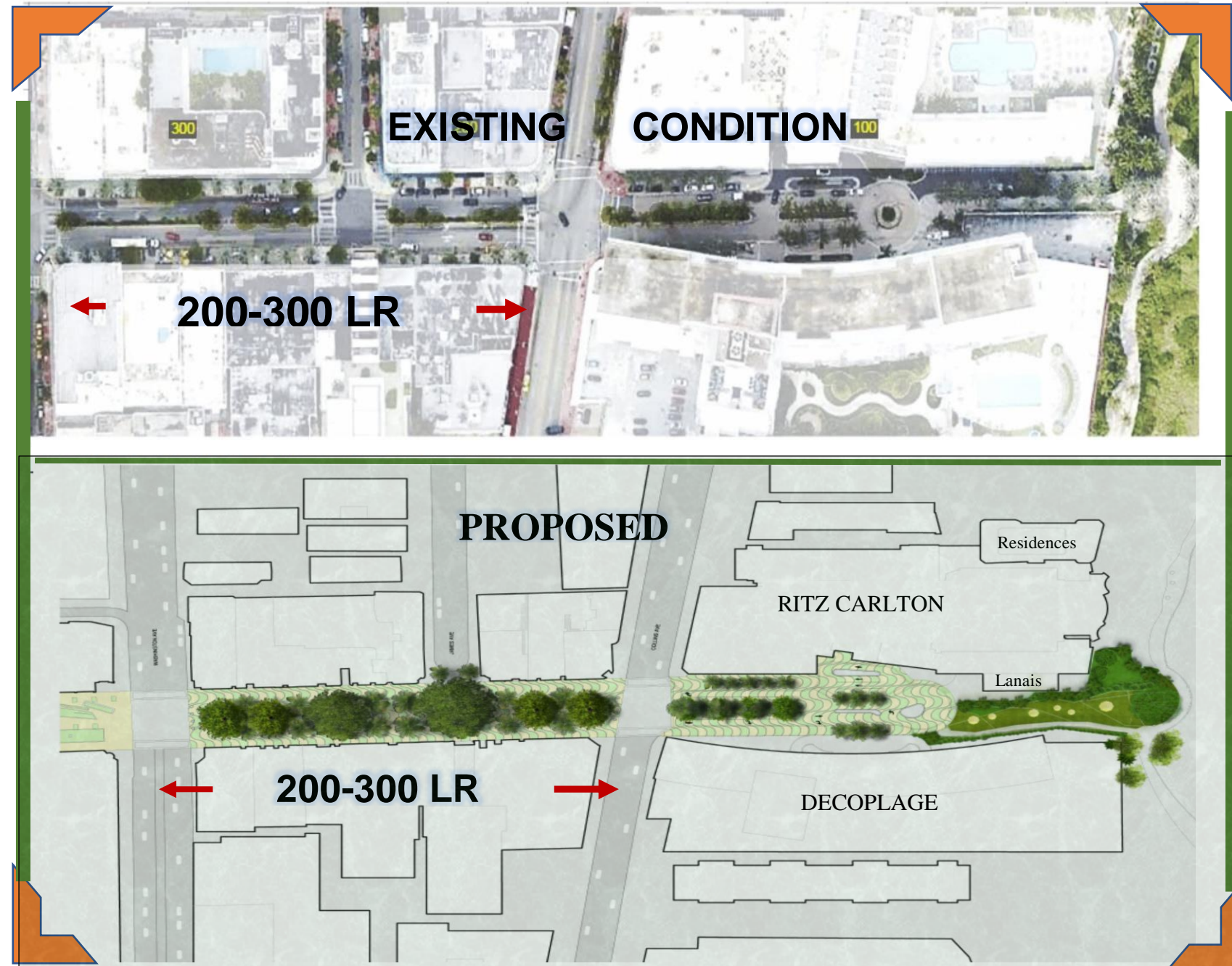


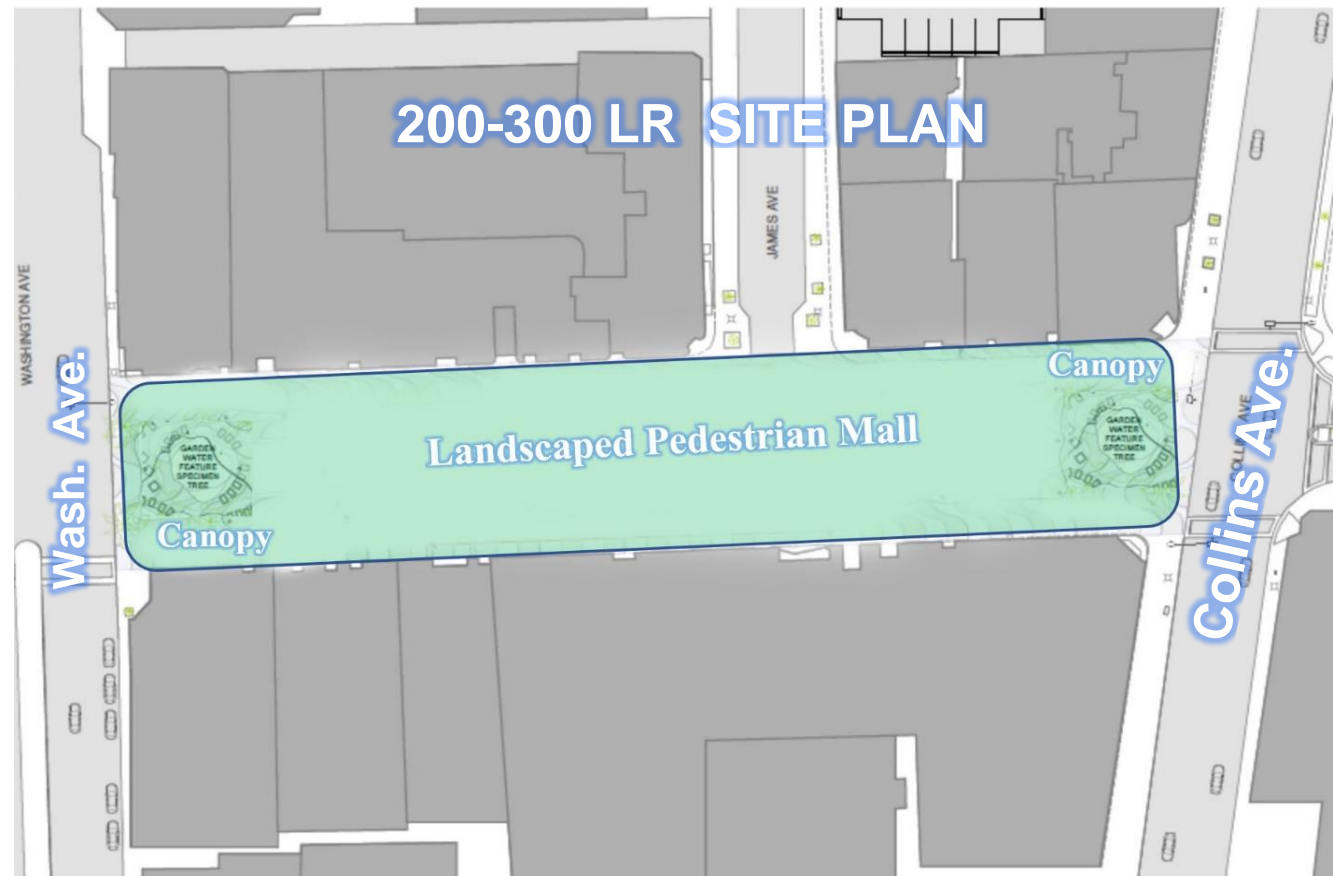
200-300 LR REVITALIZATION CONCEPT

The plan for 200-300 LR calls for a road closure to vehicular traffic and the construction of a landscaped pedestrian garden way consistent with the rest of the Lincoln Road Mall.

We are also examining design features to help further activate the street for increased foot traffic such as overhead shelters, rotating art exhibits, and small coffee-pastry stations for people to gather.

The improvements described herein should significantly increase the volume of pedestrians as well as the quality of potential visitors. As the crime and seediness of the area are eliminated, these blocks should enjoy a demographic comparable in volume and quality to the rest of the mall.





SUMMARY OF DEVELOPER CONTRIBUTIONS TO 200-300 LR

- ASSEMBLE CONSULTANT TEAM
- PAY FOR ALL PLANS AND DESIGNS FOR LANDSCAPE AND HARDSCAPE FEATURES
- PROVIDE COST ESTIMATES TO THE CITY THROUGH THE VARIOUS DESIGN PHASES
- MANAGE BIDDING, CONTRACT NEGOTIATIONS, AND CONSTRUCTION MANAGEMENT OF THE PROPOSED IMPROVEMENTS FOR THE CITY

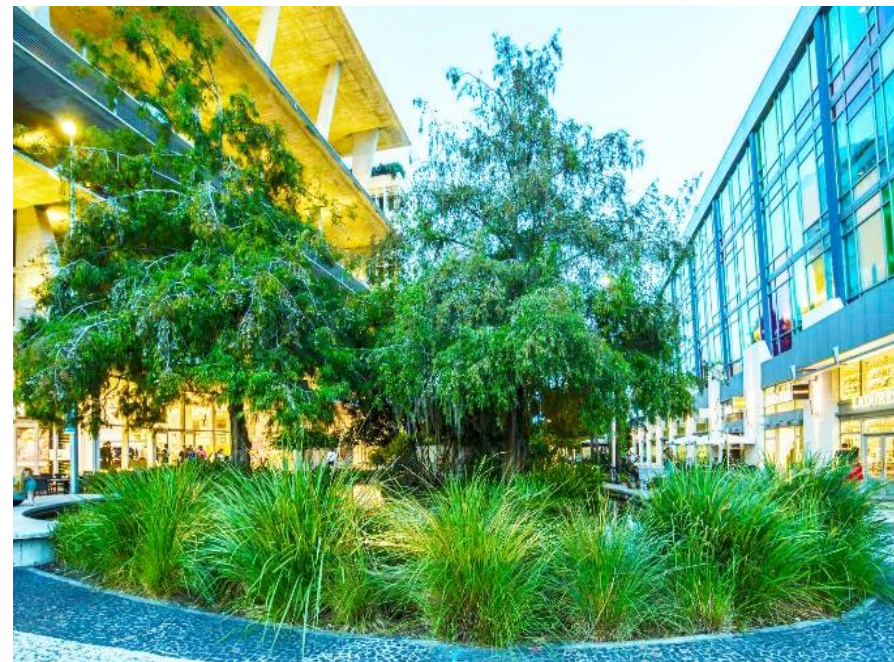
300 200-300 LR VISUALS

200-300 LR EXISTING CONDITION

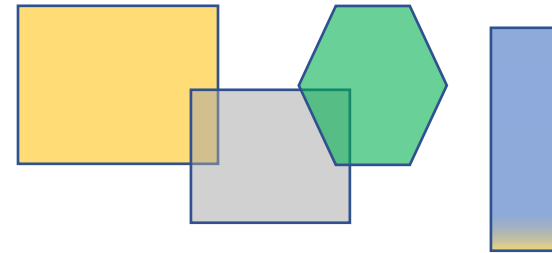
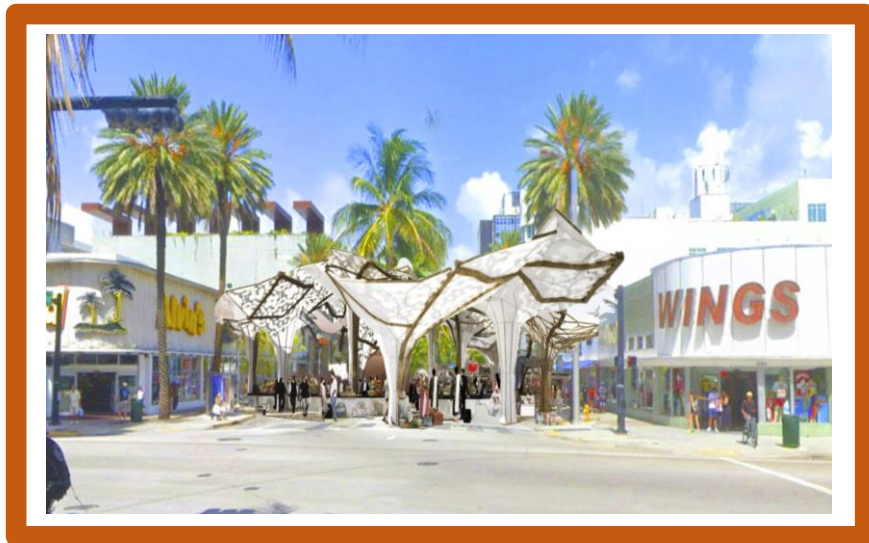


**200-300 LR PROPOSED CONDITIONS BASED ON EXAMPLES
OF JUNGLES 1111 LR PROJECT**





RELATED ARCHITECTURAL AND ENVIRONMENTAL DESIGN OPTIONS



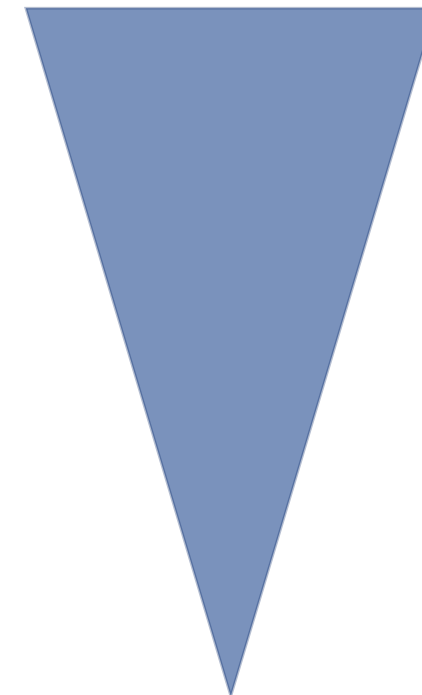
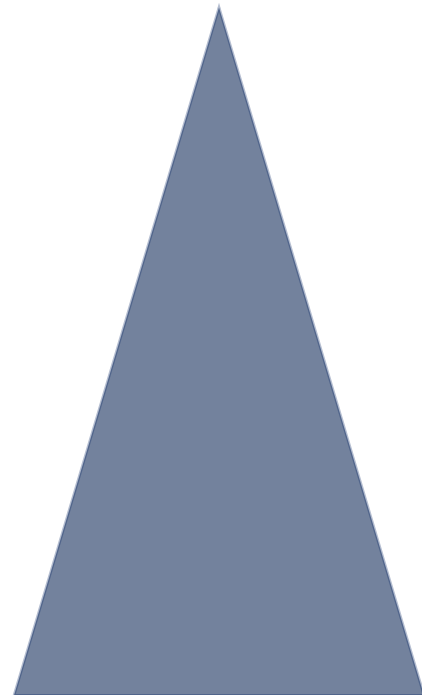
Design features can be both iconic and promote environmental sustainability. Overhead structures or canopies can provide architectural distinction and act as collectors for storm water to be fed into cisterns for runoff control and gray water reuse for landscape maintenance.

The shaded areas beneath the structures can be gathering places displaying artwork with small mobile stations serving coffee and pastries to activate the area with an ambiance similar to the mall and help businesses along the street.



CONNECTING THE GREENBELTS LINCOLN ROAD AND THE BEACH WALK

One of the longest green and shade thoroughfares in the Eastern U.S.



MACRO SCALE URBAN GOALS

The information presented so far has been related to the revitalization of the east Lincoln Road neighborhood and environs.

Realization of a Major Urban Goal

However, the central location of the subject Revitalization Area and the unique character mix of its land uses will allow the realization of a city-wide goal articulated in 1981 in the **ART DECO DISTRICT PRESERVATION AND DEVELOPMENT PLAN** formulated under the auspices of MDPL and the City of Miami Beach. **That goal is the promotion of the area from 15th St. running north between Collins and Washington Avenues to the Art Deco Hotel District bounded by 20th St. as the connecting node for major activity areas, particularly Ocean Drive and the Lincoln Road Mall.**

Land Use Analysis

Our city must be viewed holistically as a fabric woven from many threads. The graphic shown here analyzes the City of Miami Beach into component parts based on land use characteristics, which in turn define character and function.

We see that the subject Revitalization Area of east Lincoln Road occupies a geographically central location as part of the larger city center. The city center is not merely defined by geography, however. It contains most of the city's governmental and cultural institutions, the convention center, our best hotels, lower density residential areas and, of course, the city's commercial spine, Lincoln Road. The city center is the convergence of all these

elements in a proximity found nowhere else. It is truly the unrealized connecting node for the entire city identified in the Art Deco Preservation Plan. Unfortunately, the derelict character of 200-300 LR has thwarted the realization of this earlier urban revitalization effort, hence the need for preservation through renewal and activation of east Lincoln Road as a dynamic contributor to the upscaling of the city. Over time, this will trigger new investment radiating north and south along Collins and Washington Avenues.

A Word About Preservation

We focus a great deal on architectural preservation but *architectural preservation is dependent on community preservation and revitalizing land uses*. The city's Preservation Ordinance states **"The general purpose of these regulations is to protect and encourage the revitalization of sites and districts within the city having special historic, architectural or archeological value to the public."** This wisely recognizes that no social or economic incentives exist to preserve architecture in blighted or derelict sites and districts. A community must thrive for its architecture to thrive. Restoring the public infrastructure of our district is the goal of this initiative, and it creates the sound economic platform necessary to enhance future architectural preservation. efforts.





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



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North Side Deliveries 3



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 17th 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—

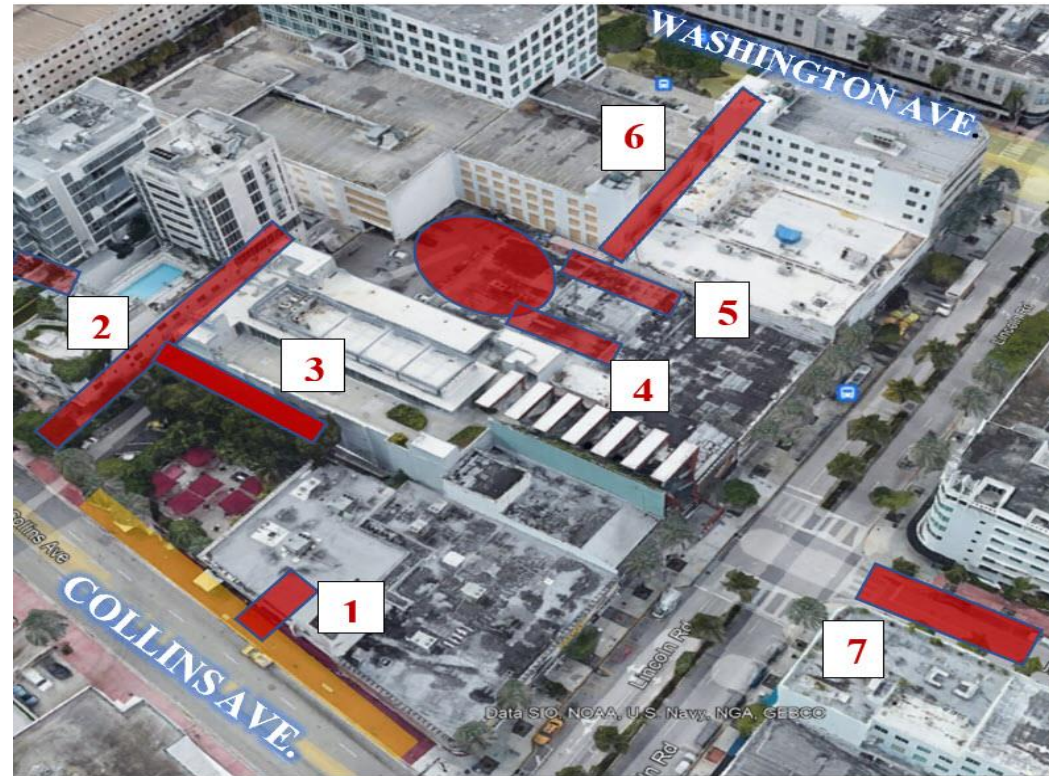
South Side 200-300 LR-- there are five properties on the south side of the 200/300 block, Four of them are served by the private drive that begins at Collins and runs westward. TD Bank and WeWork in the westernmost property will have the least delivery demands and can be served by a loading zone on Washington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



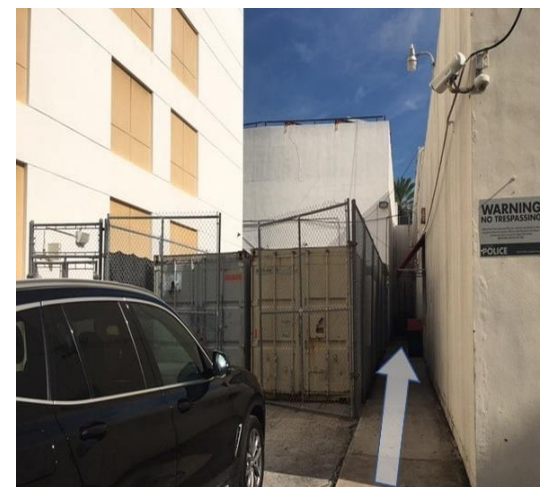
AREA 3



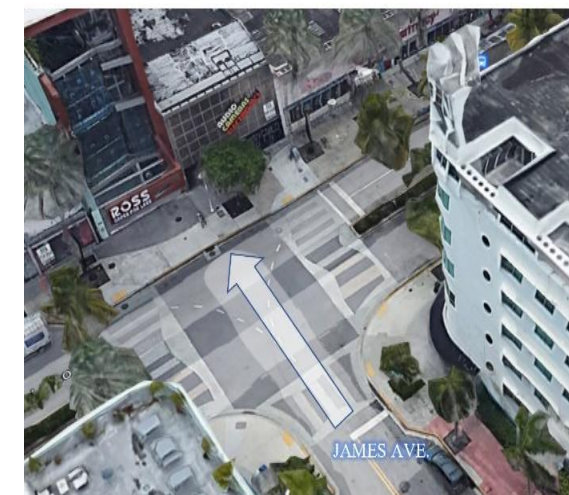
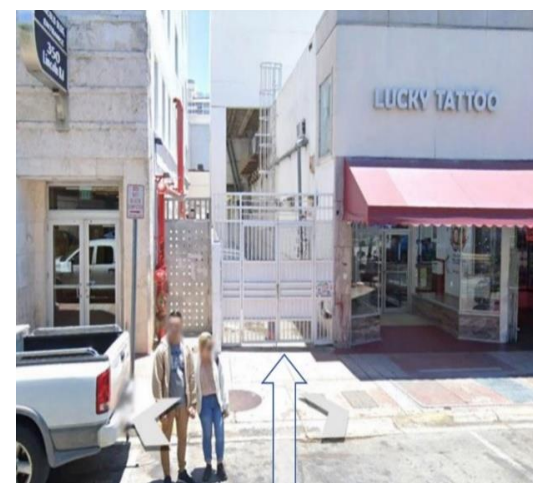
AREA 4



AREA 5



AREA 6

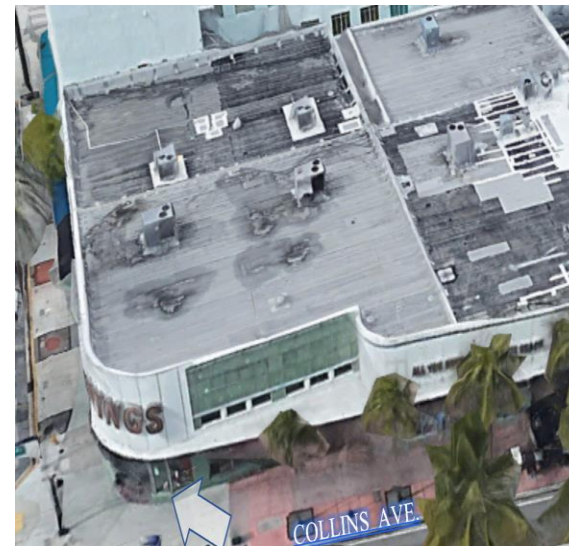


200-300 LINCOLN ROAD NORTH SIDE DELIVERIES



NORTH SIDE GROUND LEVEL VIEWS KEYED TO MAP

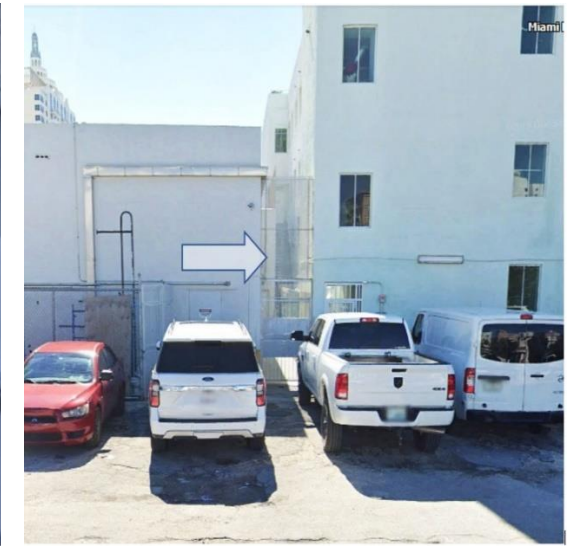
AREA 1



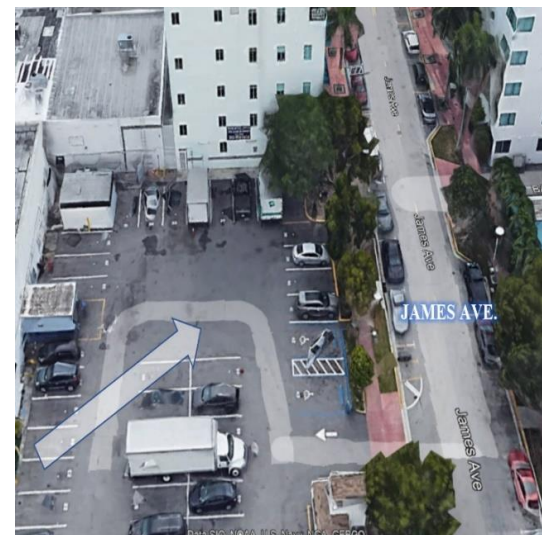
AREA 2



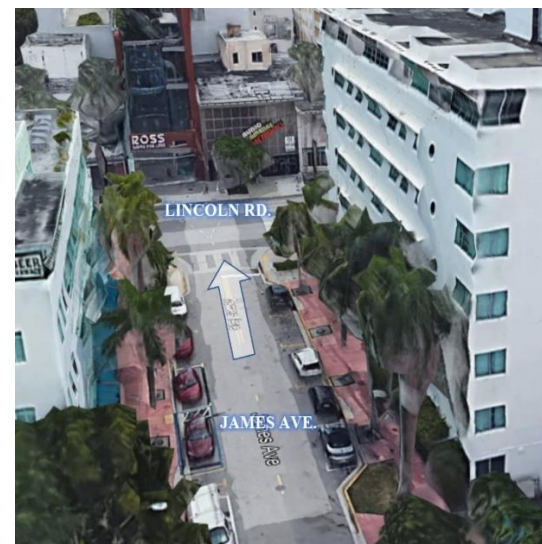
AREA 3



AREA 4



AREA 5



AREA 6

