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July 25, 2017

VIA HAND DELIVERY

Mr. Thomas Mooney, Director
Planning & Zoning Department
City of Miami Beach
1700 Convention Center Drive
Miami Beach, Florida 33139

Re: *Application to the Historic Preservation Board*
Property Addresses: 1440 Ocean Drive and 1433 Collins Avenue

Dear Mr. Mooney:

Please accept this correspondence as our letter of explanation in support of the attached public hearing application to the Historic Preservation Board ("Board") that seeks a supplemental certificate of appropriateness order approving a single design element at the newly re-launched Betsy South Beach Hotel located at 1440 Ocean Drive and 1433 Collins Avenue. This law firm serves as special land use counsel to the Betsy Ross Owner, LLC, a Delaware limited liability company, the owner of the Betsy South Beach Hotel ("Applicant").

On February 11, 2014, the Board granted to the Applicant a certificate of appropriateness order for design enhancements and building improvements to the subject properties ("Order"). On October 15, 2014, the Board passed and adopted a supplemental order concerning certain, limited aspects of the previously approved design enhancements and building improvements ("Supplemental Order"). Both the Order and Supplemental Order, copies of which are attached hereto, are a part of HPB File No. 7414. The orders passed and adopted by the Board approved, in pertinent part, the following: (1) the partial demolition, renovation and restoration of the former three-story Carlton Hotel, including a new one-story ground level addition located adjacent to 14th Place along the north-side of the property, a new four-story ground level addition located at the south-side of the property and a new one-story rooftop addition together with (2) the construction of a pedestrian bridge connecting the third levels of the former Carlton Hotel and the Betsy Hotel. We are pleased to report to the Board that all of the design enhancements and building improvements

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approved pursuant to the Order and Supplemental Order have been completed and the newly re-launched Betsy South Beach Hotel has received nation-wide recognition for excellence in design innovation and architecture.

The current application does not seek to modify, amend or release any of the conditions made a part of the Order or Supplemental Order but, rather, requests a supplemental certificate of appropriateness to permit the newly constructed decorative sphere that encases the pedestrian bridge spanning the Ocean Court alleyway to remain in its existing soft white finish. Neither the Order or Supplemental Order conditions the decorative sphere to a certain color palate. Nevertheless, the Applicant did graphically depict a conceptual sphere at the time of the approval of the orders that was a high-gloss metallic finish. In the interest of transparency, the Applicant is seeking the current supplemental order to avoid any unintended deviations from the previous hearing records and respectfully requests the supplemental order to permit the decorative sphere to maintain a soft white finish.

The desire to maintain the soft white finish arose following the completion of construction. The artistic element of the sphere in the soft white finish, after installation, proved to create a dramatic but well-placed pedestrian viewing experience that complemented the historically architecture of the two hotel buildings to which it connects. A concern also arose that a high gloss metallic finish solely for the decorative sphere may create an overly dramatic focal point that could serve to compete with the historic architectural elements of the two hotels, which are also predominately finished in soft white. Because the existing soft white finish has proven to create a impactful viewing experience that complements the historical architecture the Applicant respectfully requests approval of this application, which will serve to avoid any unanticipated consequences of competing architectural elements.

In addition to the foregoing, the Applicant also respectfully requests approval to allow, from time-to-time, projections of art and poetry onto the sphere that is elevated above Ocean Court. This request would promote the viewing experience from the alleyway and serve to complement the poetry walk recently constructed by the Applicant along 14th Place. The sphere is not visible from either Ocean Drive or Collins Avenue and, as such, the proposed artistic projections would be visible solely by pedestrians walking along the 14th Place or Ocean Court alleyways. The proposal to permit these artistic projections would not only compliment the improvements to the property that are dedicated to celebrating the arts (including the poetry walk along 14th Place) but also complement and promote the City's dedication to same, especially during events such as Art Basel.

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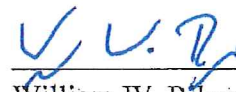
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Based on the foregoing and the supporting documents attached hereto, we respectfully request your support of the application. Thank you for your consideration.

Very Truly Yours,

Gray Robinson P.A.

By:



William W. Riley, a Shareholder

cc: Jonathan Plutzik
Jeff Lehman
Allan Shulman

EXHIBIT "A"
LEGAL DESCRIPTION

Lot 18, Block 19, of OCEAN BEACH ADDITION NO. 2, according to the Plat thereof, as recorded in Plat Book 2, Page 56, of the Public Records of Miami-Dade County, Florida, and also that certain tract of land described as follows:

Beginning at the Northwesterly corner of Block 19, OCEAN BEACH ADDITION NO. 2, according to the Plat thereof, as recorded in Plat Book 2, Page 56, of the Public Records of Miami-Dade County, Florida, thence Easterly along the Northerly line of said Block 19, a distance of 141.99 feet, more or less, to the westerly line of a 20 foot alley, as shown on aforesaid plat; thence Southwesterly along the westerly line of said alley, a distance of 110.5 feet, more or less, to the Northeasterly corner of Lot 18, Block 19, as shown on aforesaid Plat; thence Northwesterly along the Northerly line of said Lot 18, Block 19, a distance of 140 feet to the Northwesterly corner of Lot 18, Block 19, as shown on aforesaid plat; thence Northwesterly along the Westerly line of Block 19, as shown on the aforesaid plat, a distance of 87.2 feet, more or less to the POINT OF BEGINNING.

Lot 1, less the North 13 feet and Lot 2, in Block 19, of OCEAN BEACH ADDITION NO. 2, according to the Plat thereof, as recorded in Plat Book 2, at Page(s) 56, of the Public Records of Miami-Dade County, Florida.