

Miami, February 12, 2018

**Design Review Board**

City of Miami Beach Planning Department  
1700 Convention Center Drive  
Miami Beach, FL 33139  
T.305.673.7000

**Re: Letter of Intent for the North Beach Yard at 8108, 8128 and 8140 Collins Avenue, Miami Beach FL 33141**

To Whom It May Concern,

We would respectfully like to request Design Review Board approval for the North Beach Yard project at the aforementioned address. The intended scope and vision shall be as spelled out below, and reflected in the Lease Agreement between the City of Miami Beach and the North Beach Yard LLC.

**A Catalyst Development Project**

A jumpstart to the master plan for The North Beach District of The City of Miami Beach, The North Beach Yard represents an economic and cultural catalyst to revitalize and reactivate an underserved neighborhood.

Projected to open in 2019, The North Beach Yard will transform a vacant city-owned lot into a multifaceted ecosystem – incorporating a culinary incubator, an outdoor food hall, and a diverse, modernized community center. The North Beach Yard will have capacity for ~2,500 people and be home to ~35 new businesses, employing ~250 people.

Built on principles of nimble startups, lean urbanism, and groundbreaking sustainability initiatives, The North Beach Yard's distinct model will position Miami Beach as a leader in entrepreneurship, resiliency and economic development.

**The North Beach Yard Model for Impact**

As a catalyst development project, The North Beach Yard ecosystem will serve as a distinct model to energize The North Beach District of The City of Miami Beach across five different dimensions: Entrepreneurial Incubation, Art & Culture Experiences, Sustainability & Resiliency, Community Hub, and Education & Technology.

**For Locals, By Locals**

In April 2017, The North Beach Steering Committee provided unanimous support for the proposed "North Beach Yard" concept. The North Beach Yard project has embraced the diversity of the community through the use of public meetings and charrettes to involve citizens and public officials in a collaborative dialogue about new development, building on the diversity of the region and its physical environment. The project team will continue to work in lockstep with both neighboring residents and stakeholders to ensure that this project will successfully serve the wants and needs of the North Beach community.

**A Distinct Model to Energize North Beach**

Open to the public, for the benefit of the public, The North Beach Yard will promote diversification, not gentrification for the North Beach neighborhood. The North Beach Yard serves as an accessible, inclusive, modernized community center, incorporating the following elements:

- 8-10 food trucks and 3 restaurants founded by local entrepreneurs to provide a wide range of food and beverage offerings
- ~15 market stalls offering local residents an artisan-inspired culinary and retail products
- Fitness studio offering exercise and wellness classes
- Stage and lawn featuring live music, lectures, performances, farmers markets, and projected movies; a full-service test kitchen offering lab space, workshops and instructional classes to attendees
- Interactive Sustainability & Resiliency demonstration project showcasing cutting-edge technology for low-impact architecture, hydroponic & organic farming, rainwater harvesting, composting + recycling, etc.
- Events Hall for communal gatherings, events, and fundraisers
- Rotating events calendar, offering ~30 free and low-cost events to community members on a weekly basis

The multifaceted ecosystem will serve latent resident demand for affordable, neighborhood-oriented food, beverage, and retail products and services, as well as education, fitness, arts, and entertainment programming.

#### **Compliance with Sea Level Rise and Resiliency**

A recycling or salvage plan for partial or total demolition of existing structures on the site shall be provided. The former Classroom Building converted into the Events Hall shall stay above Base Flood Elevation plus Minimum Freeboard (BFE + 1'), and replacement for all of its exterior windows and doors shall be with impact resistant products. Windows shall also be operable. Most of the newly provided landscaping shall be composed of salt-tolerant, draught-resistant, and native or Florida-friendly plants. Most of site is being raised so that, among other things, it can better handle the future raising of surrounding public rights-of-way and adjacent land. Where feasible and appropriate, all critical mechanical and electrical systems shall be located above Base Flood Elevation of +8.00' NGVD. Those habitable spaces located below BFE + 1' shall be provided with wet or dry flood proofing systems in accordance with Chapter 54 of the City of Miami Beach Code of Ordinances.

Should you need additional information, or have any specific question concerning our request, do not hesitate to contact us.

Sincerely,

A handwritten signature in black ink, reading "Danielle Heiman". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Danielle "Della" Heiman  
Managing Member  
**North Beach Yard LLC**  
56 NW 29 Street, Miami FL 33127  
513.315.6802  
della.heiman@gmail.com