

**From:** [Aleman, John](mailto:Aleman, John)  
**To:** [Granado, Rafael](mailto:Granado, Rafael)  
**Subject:** Fwd: Ocean Terrace  
**Date:** Monday, June 17, 2019 9:11:29 PM

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Please add this letter to the item for 6/26/19 Ocean Terrace

Commissioner John Alemán  
City of Miami Beach  
[JohnAleman@miamibeachfl.gov](mailto:JohnAleman@miamibeachfl.gov)

Sent from my iPhone

Begin forwarded message:

**From:** Silvia Coltrane <[silvia@retimiami.com](mailto:silvia@retimiami.com)>  
**Date:** June 16, 2019 at 12:05:08 PM EDT  
**To:** "[DanGelber@miamibeachfl.gov](mailto:DanGelber@miamibeachfl.gov)" <[DanGelber@miamibeachfl.gov](mailto:DanGelber@miamibeachfl.gov)>, "[MickySteinberg@miamibeachfl.gov](mailto:MickySteinberg@miamibeachfl.gov)" <[MickySteinberg@miamibeachfl.gov](mailto:MickySteinberg@miamibeachfl.gov)>, "[MarkSamuelian@miamibeachfl.gov](mailto:MarkSamuelian@miamibeachfl.gov)" <[MarkSamuelian@miamibeachfl.gov](mailto:MarkSamuelian@miamibeachfl.gov)>, "[Michael@miamibeachfl.gov](mailto:Michael@miamibeachfl.gov)" <[Michael@miamibeachfl.gov](mailto:Michael@miamibeachfl.gov)>, "[joymalakoff@miamibeachfl.gov](mailto:joymalakoff@miamibeachfl.gov)" <[joymalakoff@miamibeachfl.gov](mailto:joymalakoff@miamibeachfl.gov)>, "[RickyArriola@miamibeachfl.gov](mailto:RickyArriola@miamibeachfl.gov)" <[RickyArriola@miamibeachfl.gov](mailto:RickyArriola@miamibeachfl.gov)>, "[JohnAleman@miamibeachfl.gov](mailto:JohnAleman@miamibeachfl.gov)" <[JohnAleman@miamibeachfl.gov](mailto:JohnAleman@miamibeachfl.gov)>  
**Subject: Ocean Terrace**

June 16, 2019

Honorable Mayor Gelber and City Commissioners:

I am writing to you to respectfully request that you do not waiver in your commitment to the residents of North Beach to assure a revitalized community. Your vote to turn Ocean Terrace into a beautiful park is a very important decision for North Beach because "As **Ocean Terrace goes, so does Town Center**".

While other developers previously explored the area and gave up on North Beach, the City of Miami Beach is fortunate to have the Ocean Terrace Developers committing to build **and pay for** an oceanfront park and promenade for the entire community to enjoy. We should be glad that they have not given up yet. What is very commendable is that these developers have been very sensitive to the wishes of the residents and have engaged the community in the entire process by holding various charettes and community outreach meetings.

Please do not be swayed by the very few people that say that the community voted against allowing for the increase of buildable square footage in Ocean Terrace. Recently, the voters approved a 3.5 FAR for Town Center, the highest FAR in this city today because they want to see change, and a revitalized North Beach. As Kirk Pascal stated at the public charette held in June 12<sup>th</sup>, the previous

opposition was not because of the increase in buildable, it was because historic buildings were being demolished. The developers heard the public and redesigned the development. The project received the approval of the Historic Preservation Board.

We have a win-win situation for all. Yes, the developer will get to build a few more hotel units in order to get a quality hotel company to look at North Beach as a worthy location for one of their flags. Without the right flag, the development will not be financially feasible, and the community will be the real loser.

You must not look at what the developer may get, you must look at the bigger picture and the ripple effect that this development will generate. The community will be the larger winner and the recipient of direct and indirect benefits as the subject development moves forward. In addition to the investment by the developer of \$11 million plus for world-class park at no cost to the residents of Miami Beach, North Beach will get additional benefits:

- More jobs for the community that lives close by. They could bike or walk to work instead of taking long bus rides to get to their jobs away from North Beach.
- Attractive jobs nearby will help the historic building to get quality tenants, and this will allow them to invest to improve their properties.
- The Business community will be able to flourish again. (6 businesses have closed in the last six months in North Beach and 4 more are ready to close within the next 2 months).
- Quality retail and fun restaurants will replace t-shirt shops, Tattoo parlors and bikini bars.
- About \$49 Million in net present value increase to the City budget from Ad valorem taxes, bed tax, hotel related fees, construction related fees, etc. This will alleviate budget deficits.

**The level of comfort of lenders, hotels and investors is very thin as they view this area. With your vote, you will be telling, lenders, investors and hotel companies to believe in the future of this area, and this is vital for any change to occur. I can attest to this from my own personal experience.**

I am respectfully requesting that you deliver on your promise to the residents of North Beach and support progress for a community that has been left behind. A vote against allowing this proposal to move forward, is a vote against the entire North Beach and the potential of a bright future. **“As Ocean Terrace goes, so does Town Center”.**

Respectfully yours,

Silvia Coltrane

Collins and 72<sup>nd</sup> Developers, LLC.

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