

GENERATOR GROUP

Miami Beach – Historic Preservation Board Hearing

 GENERATOR

Freehand

Generator is setting a new standard for Hotels and redefining the guest experience. We seek to provide affordable comfortable lodging, with emphasis being given to central locations in popular city districts



OUR VISION

Generator Globally

- 2 brands: Generator & Freehand.
- 19 hotels (13 in Europe, 6 in the United States).
- Our Hotels offer a range of shared, private a premium lodging options.
- All hotels have chill out areas, social spaces & F&B outlets operated by local partners.
- 14 of 19 hotels are in historic character buildings. Historic buildings are core to our brand.



George Washington Hotel New York City.

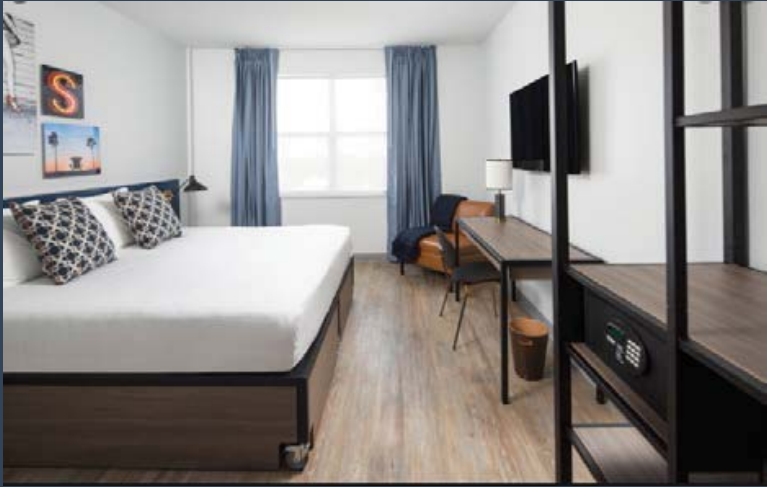
- Built in 1930.
- Historic Restoration by Generator in 2016.
- Owned and Operated by Generator Group.
- Now operates as the Freehand Hotel.



Generator in Miami Beach

- Miami Beach is globally our key focus for investment over the next 10+ years.
- Miami Beach was Generator Groups first US outpost and is now home city in the US.
- This proposal (Generator Building E) is our first of what we hope will be many projects in Miami Beach.

1 - Generator Miami:
*3120 Collins Avenue,
Miami Beach*



2 - Freehand Miami:
*2727 Indian Creek Drive,
Miami Beach*



Thank you

↳ GENERATOR

freehand



STA ARCHITECTURAL GROUP



3526 NORTH MIAMI AVE.
MIAMI, FL 33127
TEL: 305.571.1811
Todd Tragash, A.I.A. Florida Registration Number #11053

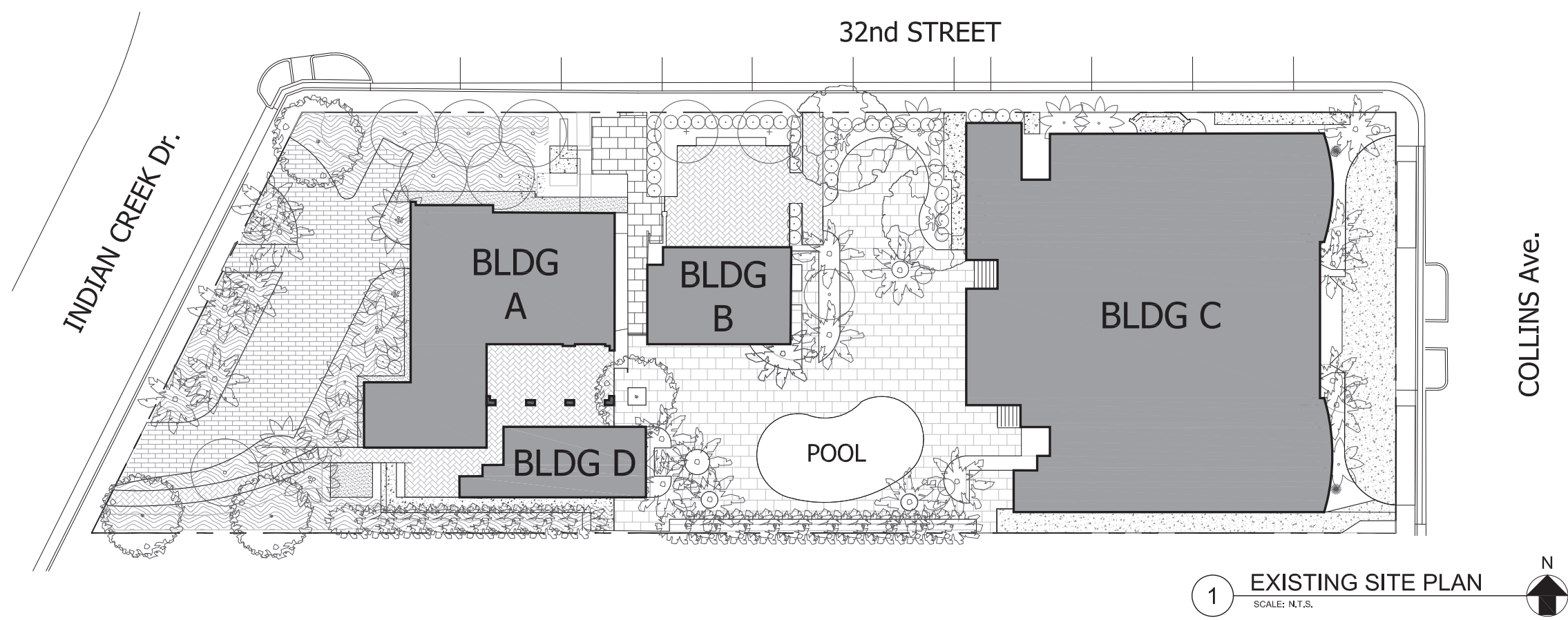
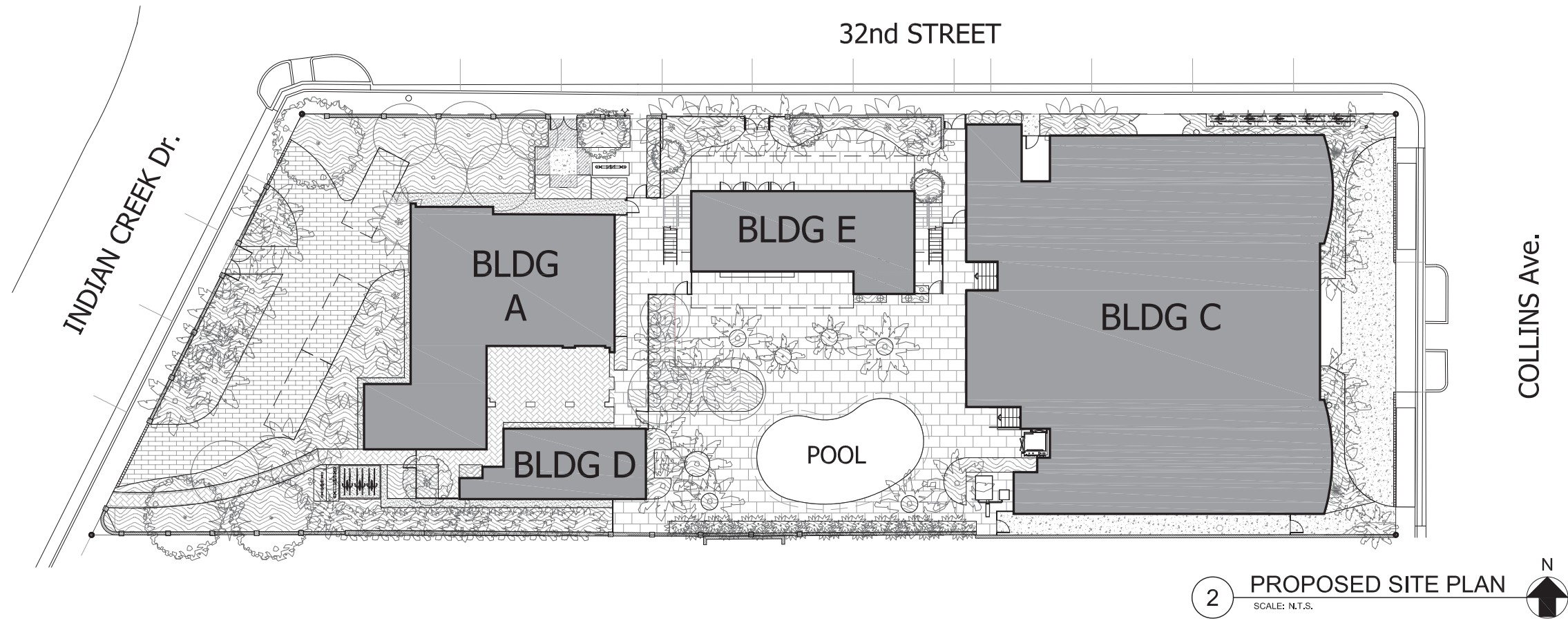
HISTORIC PRESERVATION BOARD: FINAL SUBMITTAL SUPPLEMENT - 06/09/2020

City of Miami Beach Planning Dept.
1700 Convention Center Drive
Miami Beach, FL, 33139



Project # 3426.01
3120 Collins Avenue
Miami Beach, FL, 33139

A-01
COVER SHEET





1

COLLINS AVE & 32nd ST

SCALE: N.T.S.





1 VIEW FROM 32nd ST, FACING SE
SCALE: N.T.S.



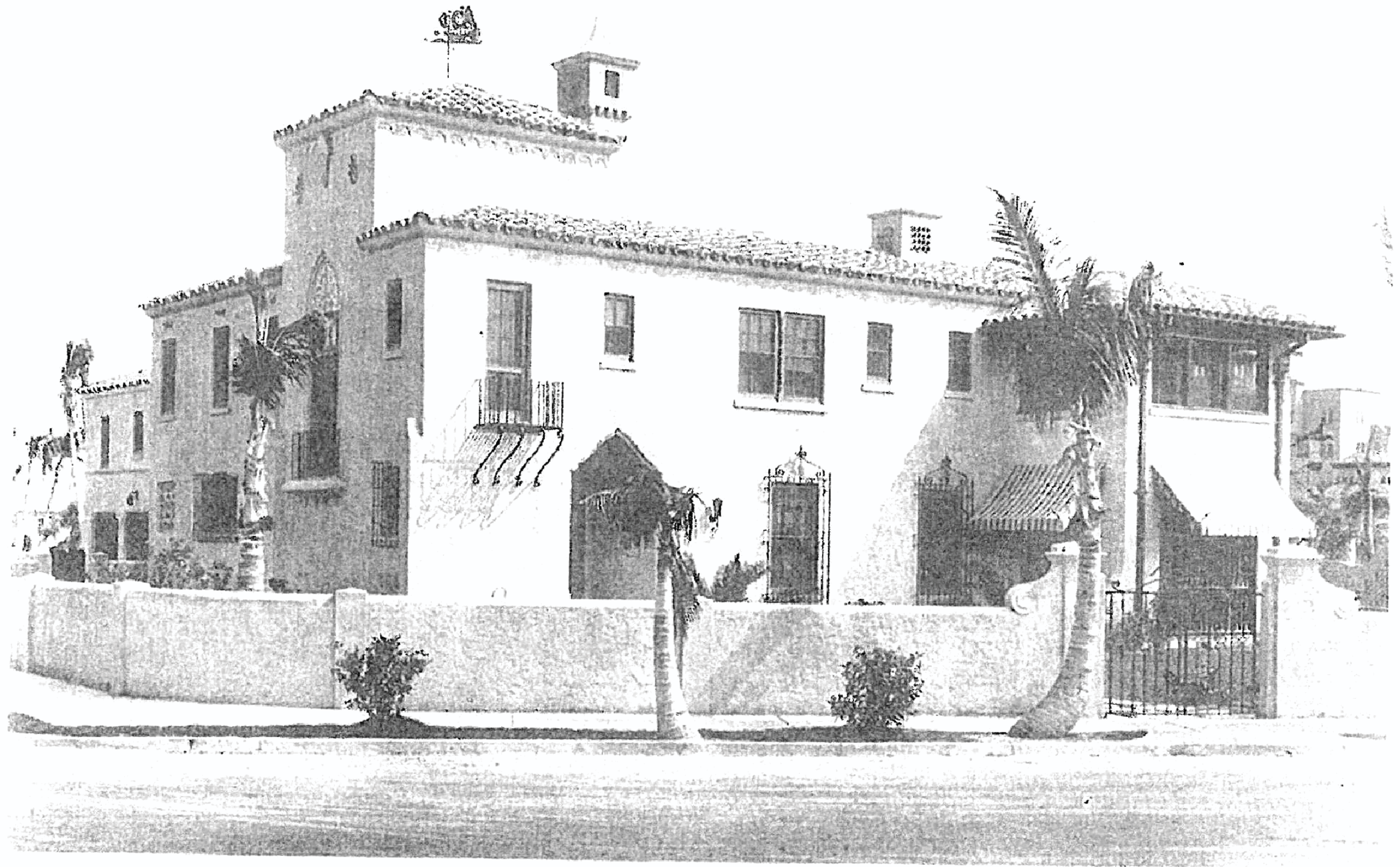


1

BUILDING A: INDIAN CREEK DR & 32nd ST

SCALE: N.T.S.





RESIDENCE OF E. E. SHMIDHEISER, MIAMI BEACH
E. L. Robertson, Architect

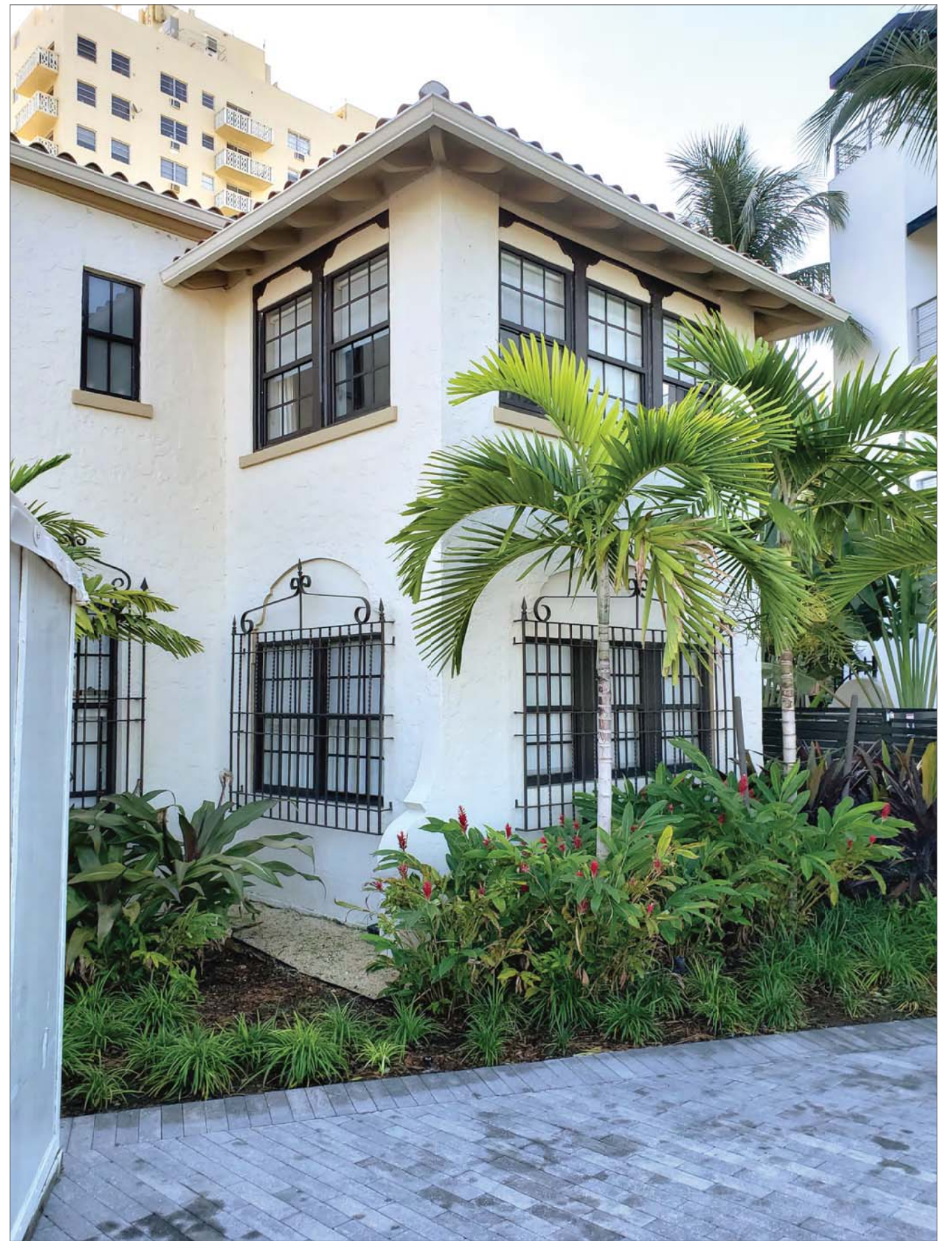
1

SCHMIDHEISER RESIDENCE: HISTORIC PHOTO

SCALE: N.T.S.



1 BUILDING A: NORTH FACADE
SCALE: N.T.S.



2 BUILDING A: WEST FACADE
SCALE: N.T.S.



1 BUILDING A: ENTRY VESTIBULE
SCALE: N.T.S.



2 BUILDING A: INTERIOR
SCALE: N.T.S.



1

BUILDING B: VIEW FROM 32nd ST

SCALE: N.T.S.





1 BUILDING C: PRE-RESTORATION CONDITION (2015)
SCALE: N.T.S.



2 BUILDING C: POST-RESTORATION CONDITION (2019)
SCALE: N.T.S.

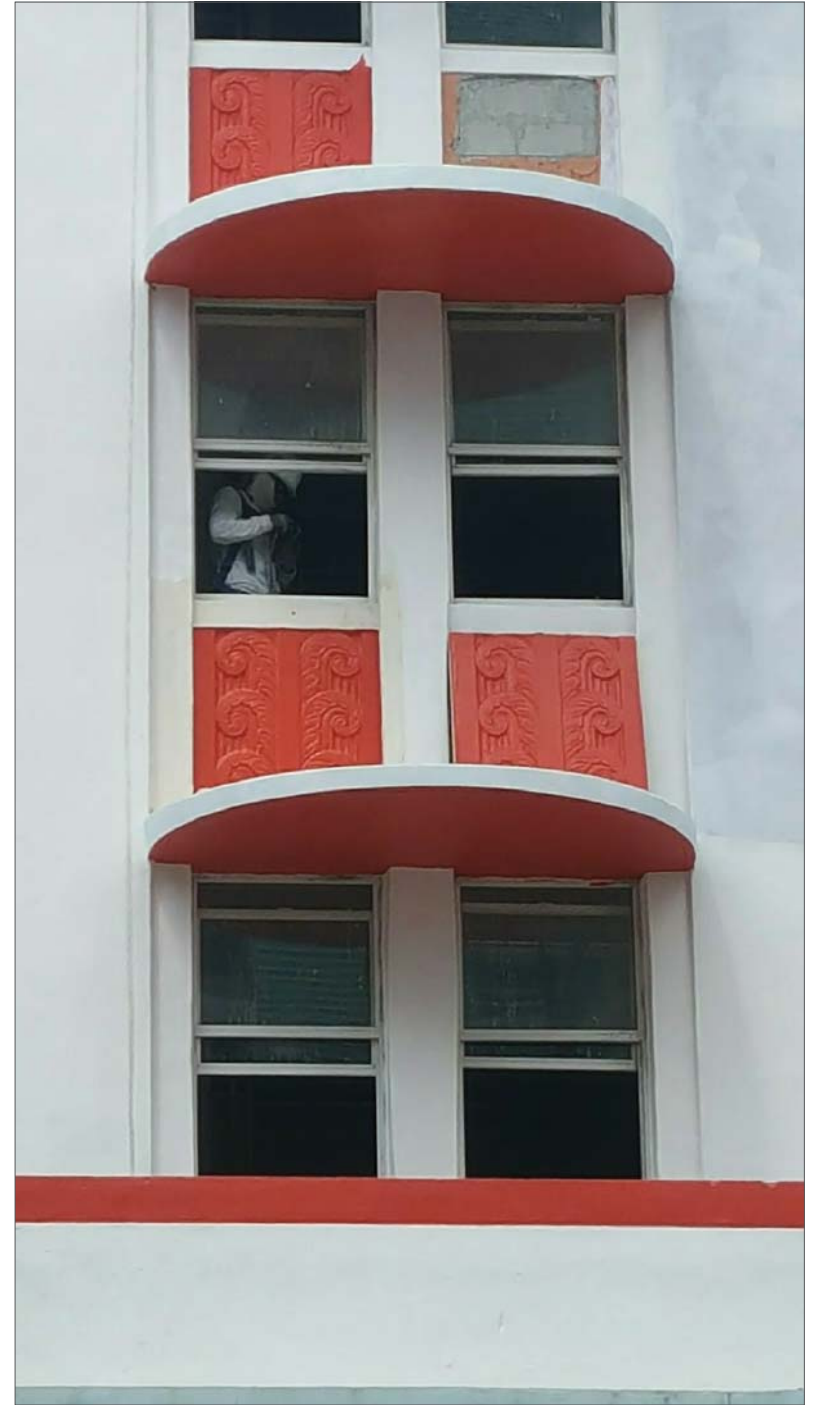


1 RENDALE HOTEL: HISTORIC PHOTO c.1940
SCALE: N.T.S.



2 RENDALE HOTEL: HISTORIC PHOTO
SCALE: N.T.S.





1

BUILDING C: DECO BAS-RELIEF RESTORATION

SCALE: N.T.S.





LOBBY, RENDALE HOTEL

1

RENDALE HOTEL LOBBY: HISTORIC PHOTO c.1940

SCALE: N.T.S.



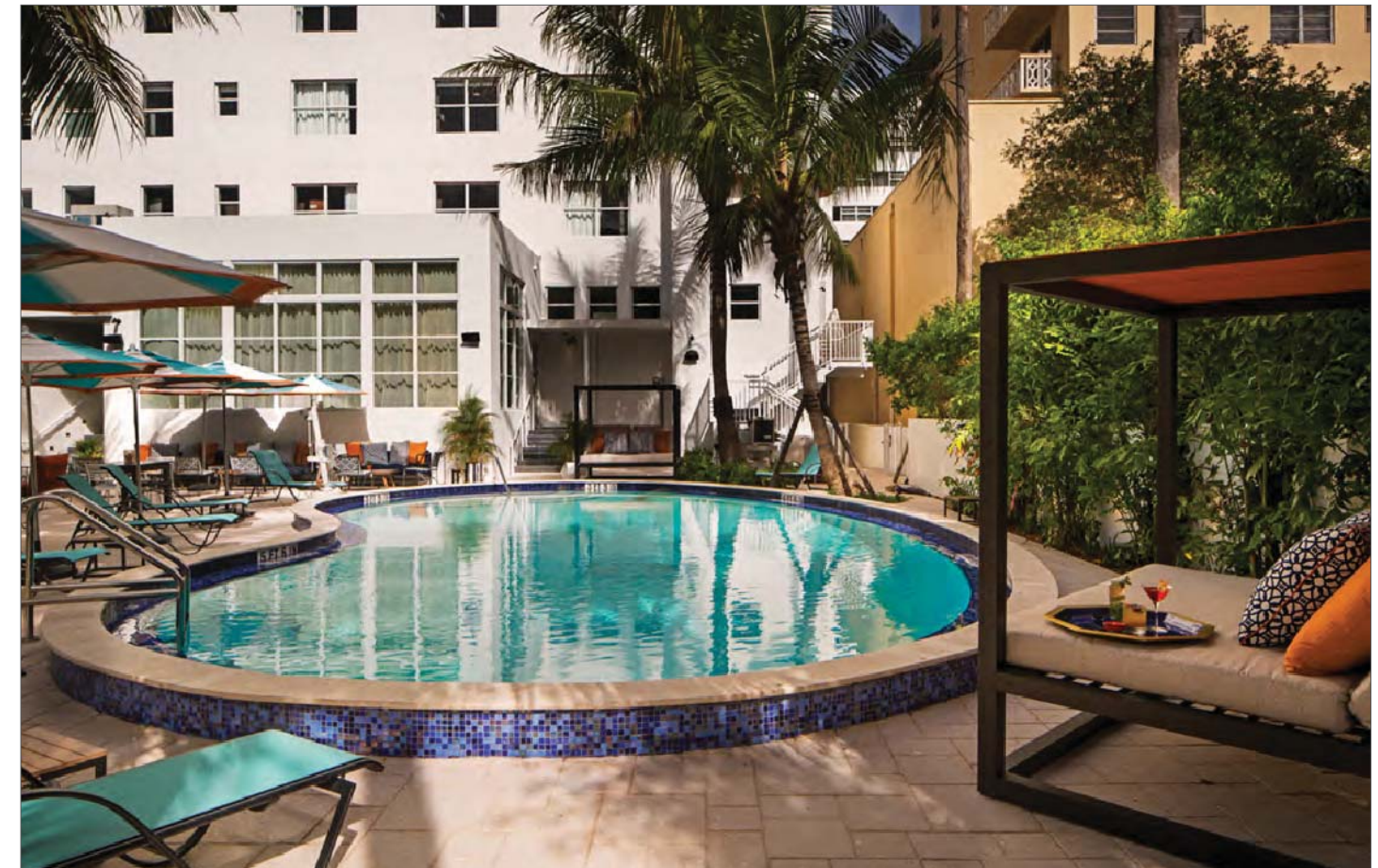
2

BUILDING C LOBBY: POST-RESTORATION (2019)

SCALE: N.T.S.



1 RENDALE HOTEL POOL: HISTORIC POSTCARD
SCALE: N.T.S.



2 GENERATOR HOTEL POOL: POST-RESTORATION (2019)
SCALE: N.T.S.



A BIRD'S EYE VIEW
SCALE: N.T.S



A

PERSPECTIVE VIEW: 32ND STREET

SCALE: N.T.S





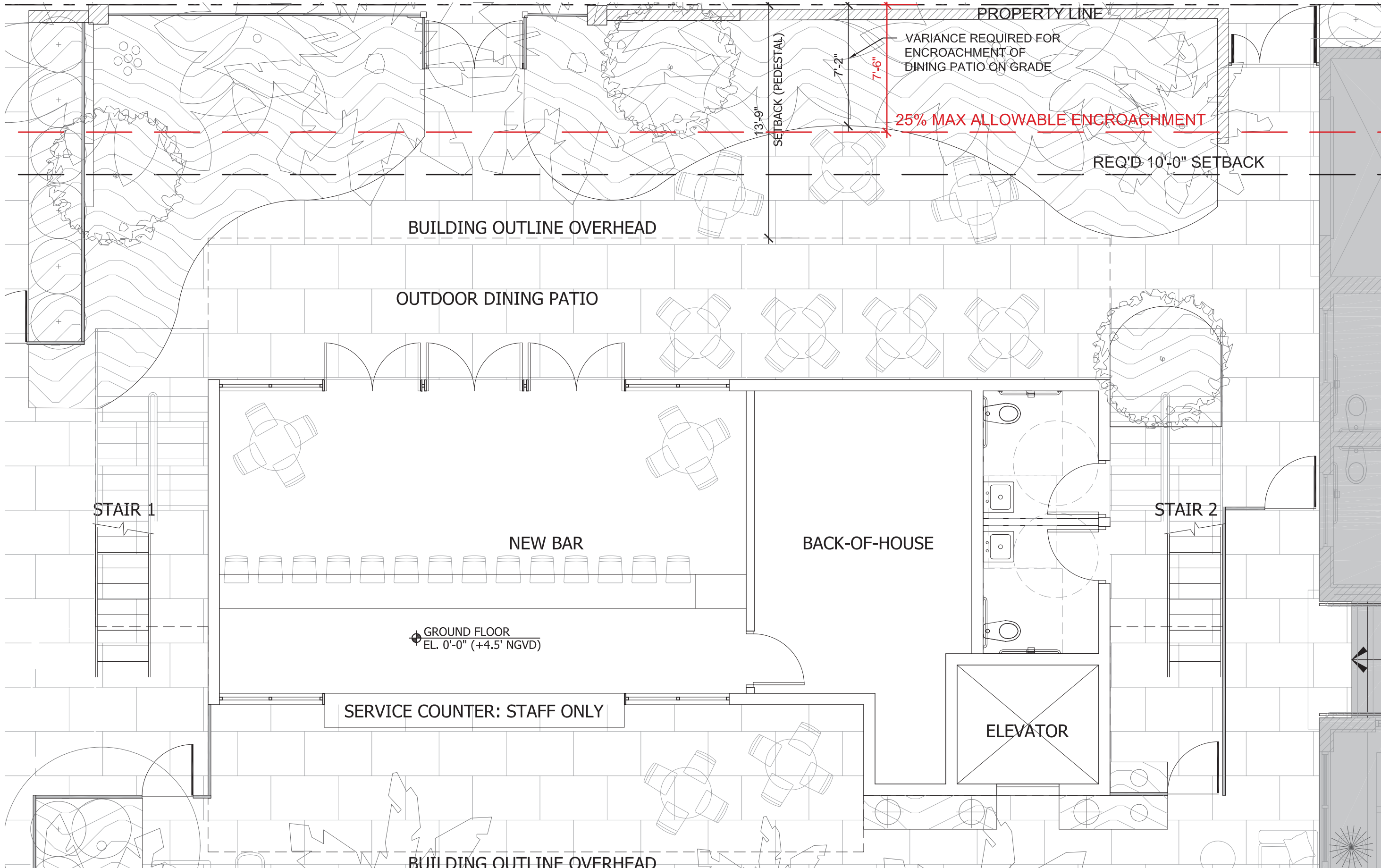
A PERSPECTIVE VIEW: POOL DECK
SCALE: N.T.S



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A PERSPECTIVE VIEW: INDIAN CREEK DRIVE FACING SE
SCALE: N.T.S





1 BUILDING E: PROPOSED GROUND FLOOR PLAN
 SCALE: 3/16" = 1'-0"

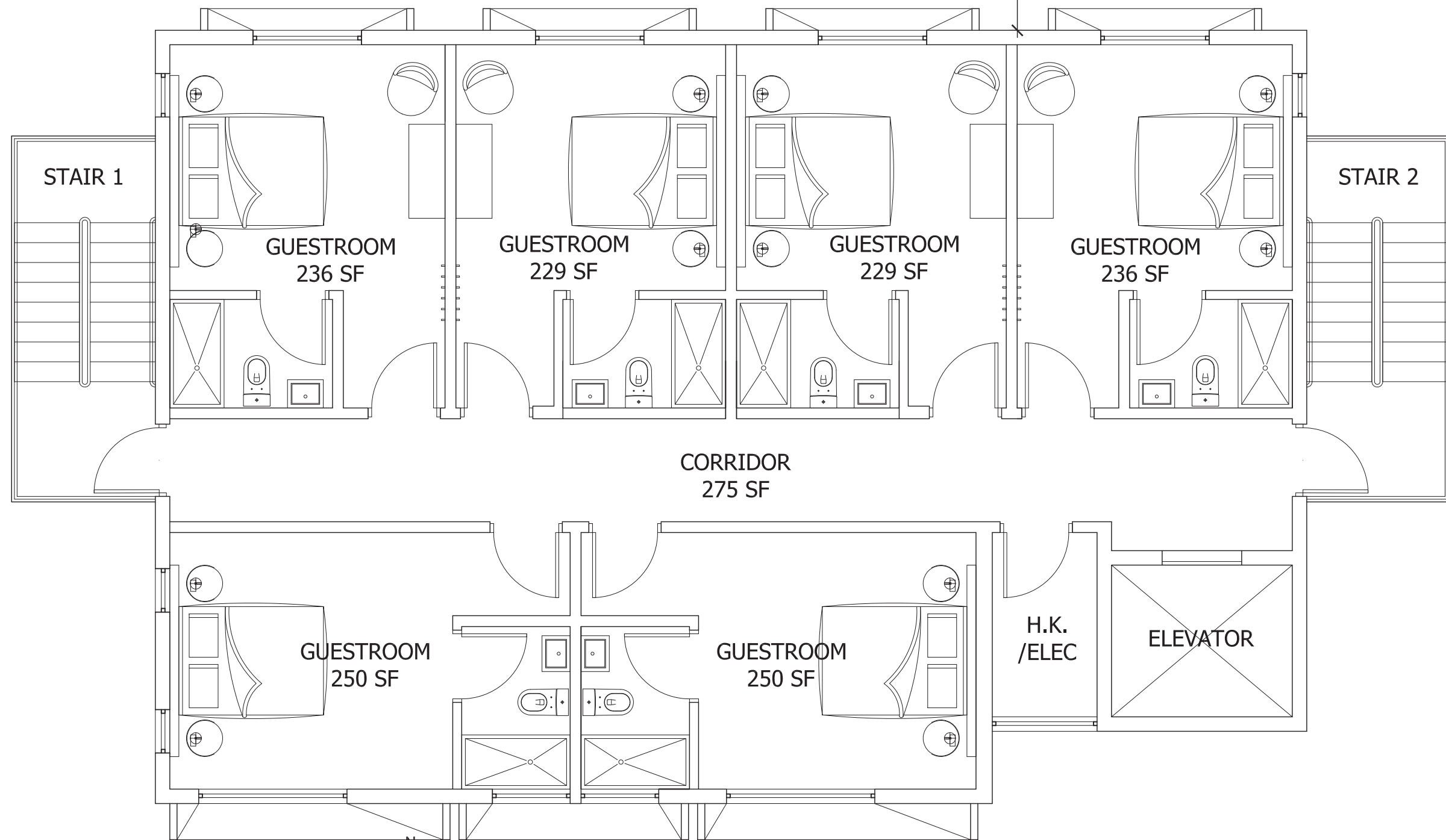


 EXISTING TO REMAIN
 NOT IN SCOPE OF WORK

PROPERTY LINE

13'-9"
SETBACK (PEDESTAL)

REQ'D 10'-0" SETBACK



1 BUILDING E: PROPOSED TYPICAL FLOOR (2-4) PLAN
 SCALE: 3/16" = 1'-0"

EXISTING TO REMAIN
 NOT IN SCOPE OF WORK

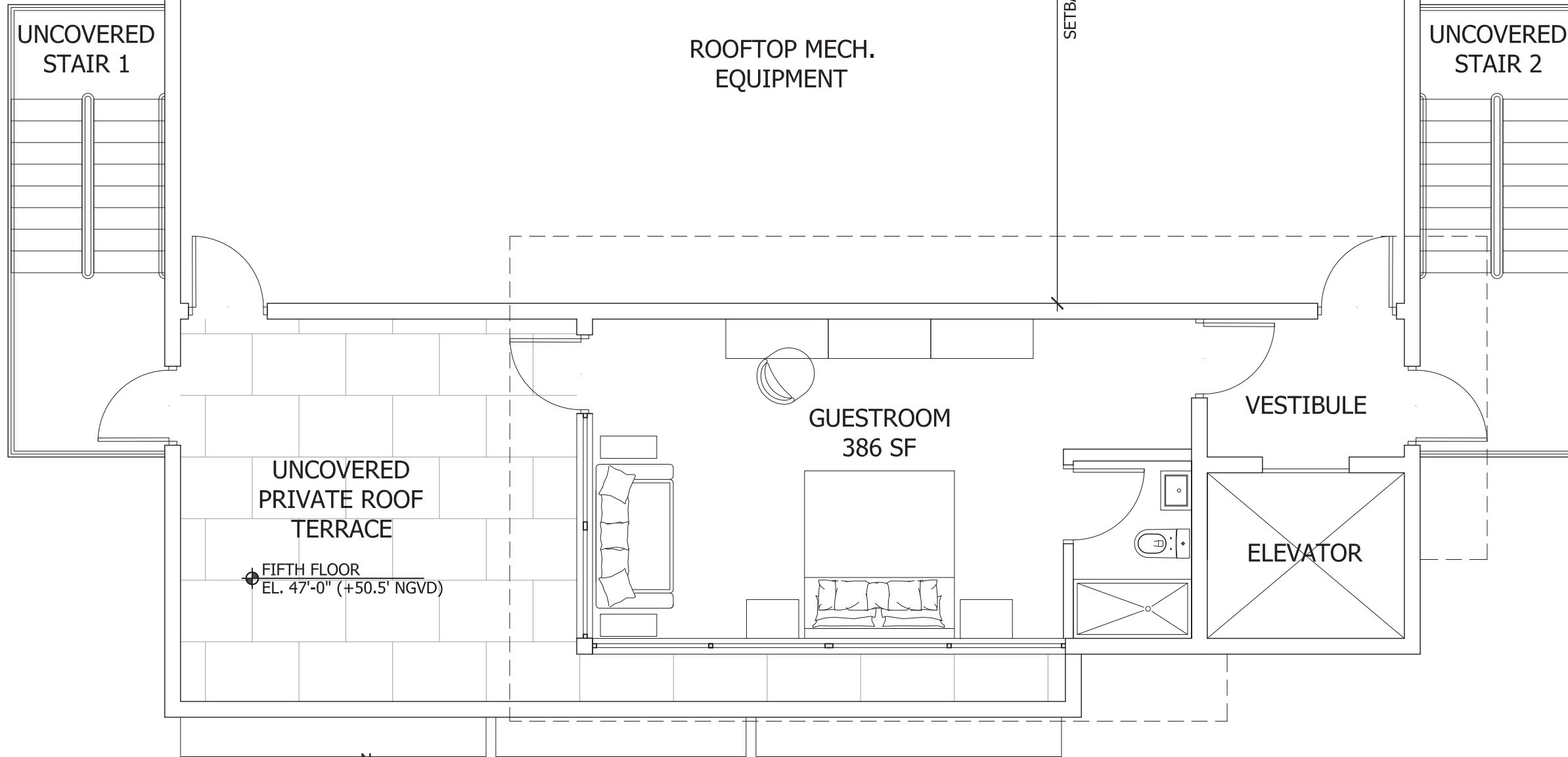


PROPERTY LINE

REQ'D 10'-0" SETBACK

13'-9"
SETBACK (PEDESTAL)

31'-11"
SETBACK (TOWER)



FIFTH FLOOR
EL. 47'-0" (+50.5' NGVD)



EXISTING TO REMAIN
NOT IN SCOPE OF WORK

1

BUILDING E: PROPOSED FIFTH FLOOR PLAN

SCALE: 3/16" = 1'-0"



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A-21

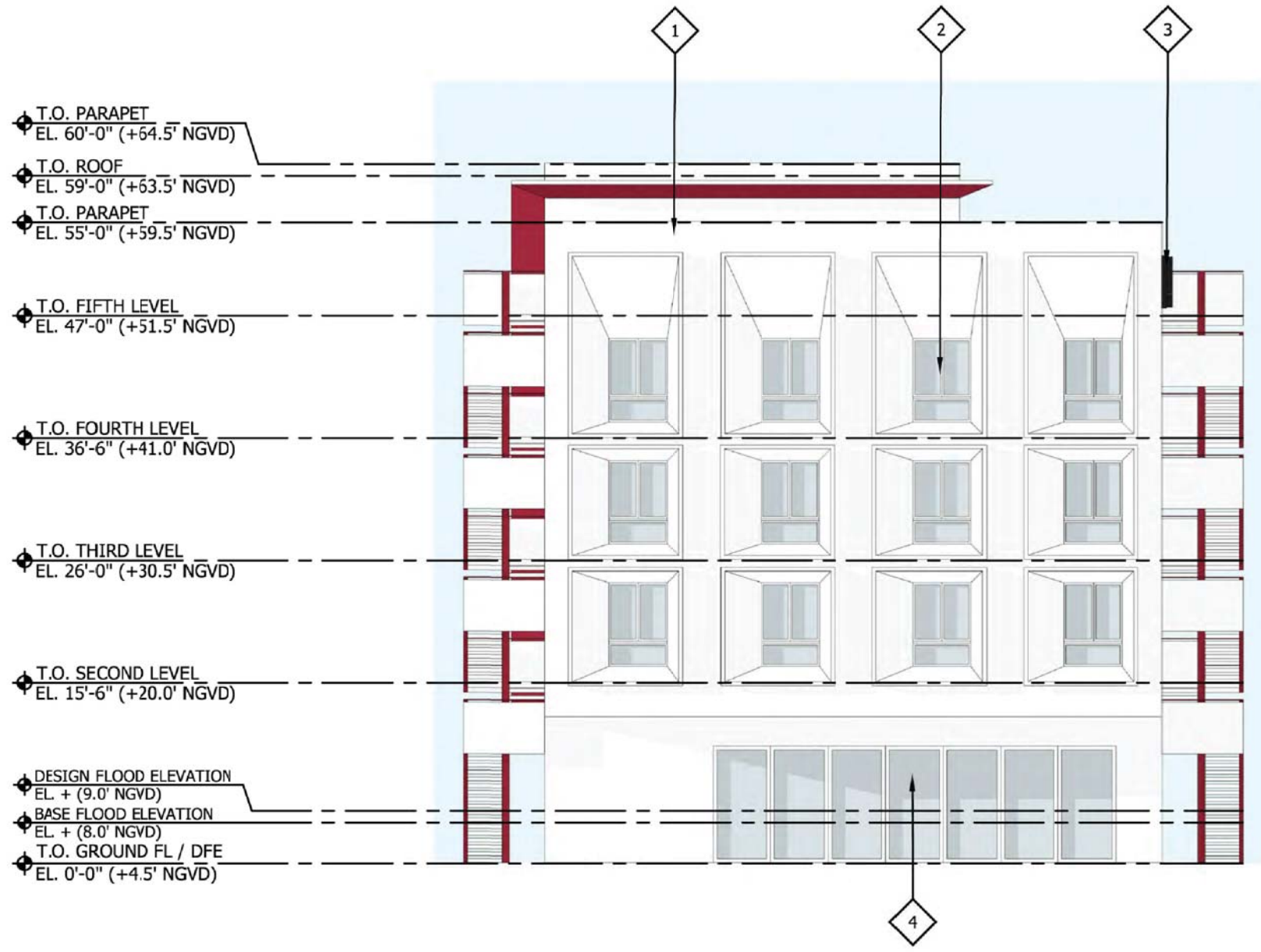
PROPOSED FIFTH FLOOR PLAN



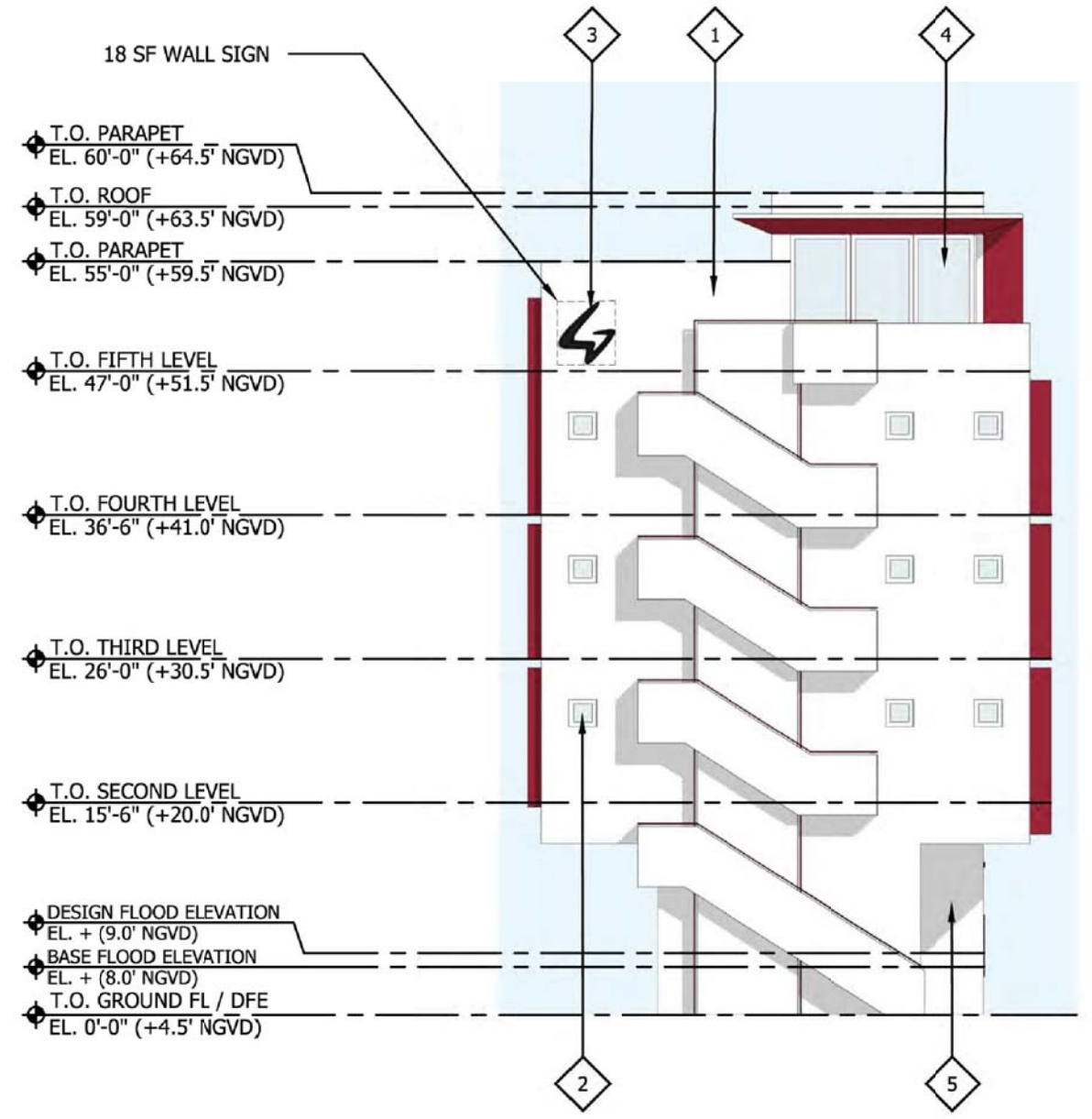
1 32ND ST CONTEXTUAL ELEVATION
 SCALE: 1/16"=1'-0"



ELEVATION LEGEND	
1	PAINTED STUCCO WALL, TYP.
2	NEW CLEAR GLASS WINDOW, TYP.
3	NEW EDGE-LIT WALL SIGN
4	NEW CLEAR GLASS SWING DOOR
5	NEW CLEAR GLASS FIXED WINDOW

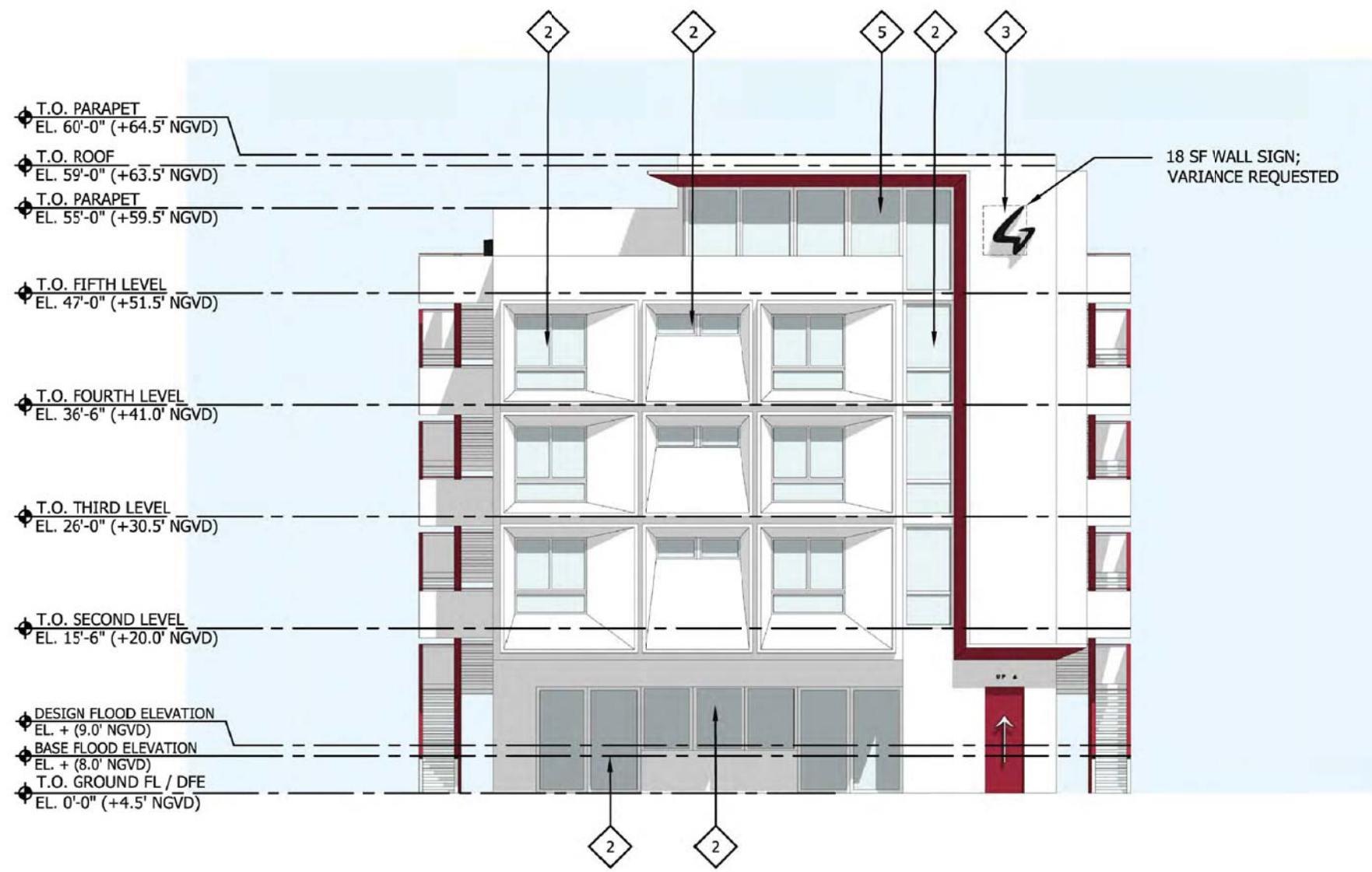


A BUILDING E: PROPOSED NORTH ELEVATION
SCALE: N.T.S.

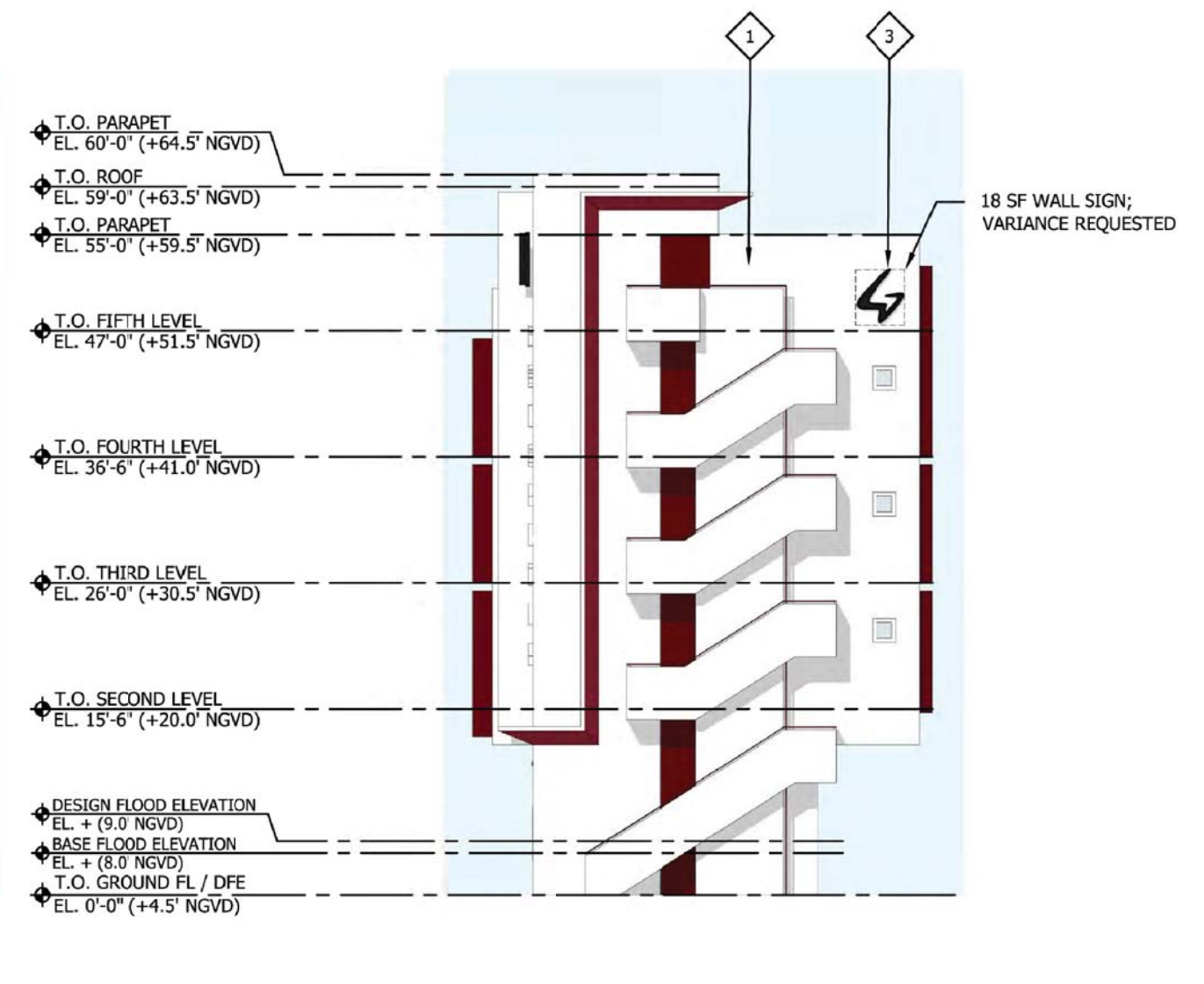


B BUILDING E: PROPOSED WEST ELEVATION
SCALE: N.T.S.

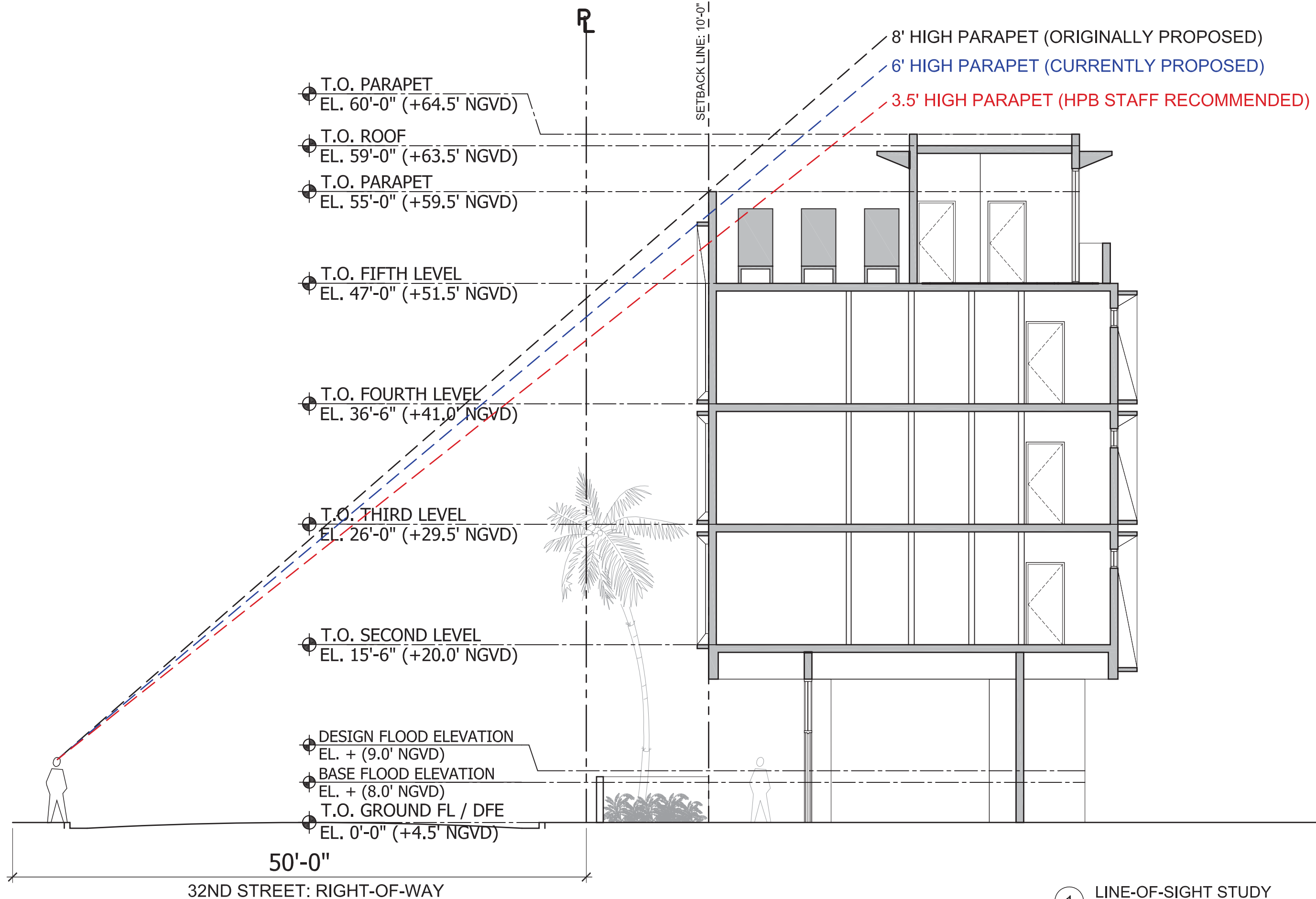
ELEVATION LEGEND	
1	PAINTED STUCCO WALL, TYP.
2	NEW CLEAR GLASS WINDOW, TYP.
3	NEW EDGE-LIT WALL SIGN
4	NEW CLEAR GLASS SWING DOOR
5	NEW CLEAR GLASS FIXED WINDOW



A BUILDING E: PROPOSED SOUTH ELEVATION
SCALE: N.T.S.



B BUILDING E: PROPOSED EAST ELEVATION
SCALE: N.T.S.



1 LINE-OF-SIGHT STUDY
SCALE: 1/8"=1'-0"





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