

Exhibit "A"

Proposal for a New Byron Carlyle Theater

Committee to Preserve Byron Carlyle Theater

The Committee to Preserve Byron Carlyle Theater is a group of Miami Beach residents, neighborhood associations, civic leaders and members of the arts and culture community. We propose that the publicly owned, iconic Byron Carlyle Theater be saved and enhanced to become the anchor of North Beach's planned Town Center. The Byron Carlyle can become a North Beach engine for economic growth and activity and put North Beach on the map as Miami Beach's newest destination. It can connect North Beach to its preeminent past and provide a walkable destination for tourists, residents, and families. We urge the Miami Beach Commission to work with residents to create a new Byron Carlyle Theater that will be a catalyst for a more vibrant and prosperous community.

Background

1. The eastern commercial corridor of North Beach has many similarities to South Beach and could be revitalized with similar success, assuming the same sensitivity to preservation of historic architecture. In South Beach, potential residents, visitors, and investors were attracted to the unique, low-rise collection of Art Deco buildings that evoked 1930's and 1940's history. North Beach provides the same charm and uniqueness with its collection of low-rise MiMo buildings that evoke the late 1940's, 1950's and 1960's, similarly within a pedestrian-friendly setting.
2. The Byron Carlyle Theater, although sadly in a state of disrepair, is one of the most recognizable cultural landmarks in North Beach, along with the North Beach Bandshell and Normandy Fountain. The Byron Carlyle is an icon that references an era in Miami Beach history when the city was on the map due to the presence of the Beatles, Ed Sullivan, Jackie Gleason and Muhammad Ali. The theater also invokes memories of residents and visitors who considered the theater their favorite location to see movies.
3. The Byron Carlyle is a historic icon as well. It was opened in 1968 as the Wometco Byron Carlyle Twin Theaters and was the largest theater in South Florida at that time. Wometco Enterprises is historically important to Miami for operating the largest chain of movie theaters in Florida and founding Miami's first television station. Jackie Gleason attended the theater's opening which featured the world premiere of his movie *Skidoo*.
4. A renovation of the Byron Carlyle Theater that preserves elements from its former state of glory could showcase North Beach to the country's arts and tourist communities in the same way that Friedman's Bakery publicized South Beach to the art and architecture communities. The restoration/re-creation of the façade with its collage of Miami Beach islands; the smaller theater's lipstick red walls, alternating red and black upholstered seats and silver lame curtain; and the larger theater's deep moss green walls and upholstered seats would provide a historic, one-of-a-kind attraction worth publicizing.

5. The Byron Carlyle's central location in North Beach's planned Town Center makes the site uniquely positioned to jumpstart economic growth and activity. It is well established that cultural centers increase local pedestrian and mobile traffic, revitalizing local businesses and generating income, jobs and growth. A functioning arts community can make North Beach a tourist destination. The Colony Theater on Lincoln Road is estimated to have an economic impact of \$10 million per year on the surrounding area, illustrating the ripple effect a successful cultural center can generate. Such income can offset the economic costs of saving and repurposing the Byron Carlyle and continue providing revenue for years to come.
6. A Community Redevelopment Agency (CRA) fund was recently approved for North Beach's Town Center, including the Byron Carlyle. One important role for a CRA is funding development and activities that revitalize a community and spur growth and development. CRA funding was used in downtown Hollywood to create Cinema Paradiso with great success. It could be used in North Beach to offset the operational costs of the Byron Carlyle.
7. Residents of North Beach have exhibited overwhelming support for saving the Byron Carlyle. An online petition calling for preservation of the theater has over 1,100 signatures thus far. Residents object to their landmark theater, icon and link to the past meeting a wrecking ball. The North Beach Master Plan, passed by voters in 2016, states that "there should be no net loss of publicly owned land," it promises to "Better Utilize Public Lands" and contemplates a "...development project that could enhance the vision of the Town Center." The Byron Carlyle is uniquely positioned to play that role.

A New Byron Carlyle Arts Center

We request that the City of Miami Beach allocate funds and staffing to develop a plan for the new Byron Carlyle, with consideration of the type of programming that would be most successful and the cultural organizations and commercial partners that would help make the project a success. Our committee has contacted some of the most successful, acclaimed cultural organizations in South Florida and identified cultural partners interested in having a home at the Byron Carlyle. We have also communicated with retail businesses and restaurants that are extremely enthusiastic about working with the Byron Carlyle. We have been in contact with architects and construction professionals to review the current conditions of the Byron Carlyle, to help provide the best options to keep the location as a theater and arts center. Based on the responses we received, we propose the following facilities and restorations:

1. Byron Carlyle Facilities:
 - a. A cinema multiplex consisting of multiple theaters capable of showing more than one title at a time, including independent/foreign films.
 - b. One or more indoor/outdoor cafés.
 - c. A bookstore and/or gift shop.
 - d. A venue for live performances and lectures.
 - e. Classrooms and workshops for afterschool programs and adult classes in art, theater, dance, music, and film
 - f. Artist studios

- g. Art galleries.
2. Byron Carlyle Restoration:
- a. Retention/restoration of the existing structure shell.
 - b. Restoration/re-creation of the façade including the collage depicting the islands of Miami Beach.
 - c. Restoration/re-creation of lobby and stadium fixtures, furnishings, and decorations such as carpet, wallpaper, curtains, ticket booths, concession stands and historic posters, with the addition of decorations that reference Wometco Enterprises and Miami history.
 - d. Retention of existing stadium chairs.
 - e. Redesign of the interior to accommodate the uses listed above.

(Addenda Attached)

ADDENDUM 1

External Links to Information on the Byron Carlyle Theatre

- 1) Link to the MDPL blog post showing archival photographs of the Byron Carlyle:
<https://mdpl.org/blog/2020/10/byron-carlyle-theatre/>
- 2) Link to the 'Save the Byron Carlyle Theater from Demolition' petition showing over 1100 signatures as of 11/12/20:
<https://www.thepetitionsite.com/579/358/791/save-the-byron-carlyle-theater-from-demolition/>
- 3) Link to the YouTube Video of the MDPL 'Saving the Byron Carlyle Forum' on October 20, 2020: <https://mdpl.org/blog/2020/10/video-saving-the-byron-carlyle-forum/>
- 4) Link to YouTube Video on O Cinema celebrating Byron Carlyle's 50th anniversary in July 2018: https://www.youtube.com/watch?v=QwuvyBTZF_w

ADDENDUM 2

Survey of Miami Area Buildings by A. Herbert Mathes, Architect of Byron Carlyle Theater

HOTELS	BUILT	LOCATION	STATUS
Allison Hotel	1951	6261 Collins Avenue Miami Beach, FL 33140	Open as Hilton Cabana Miami Beach
Continental Hotel	1948	4000 Collins Avenue Miami Beach, FL 33139	Open as Hampton Inn Miami Beach
Geneva Hotel	1952	1520 Collins Avenue Miami Beach, FL 33139	Open
Island House	1949	1428 Collins Avenue Miami Beach, FL 33139	Open
Parisian Hotel	1953	1510 Collins Avenue Miami Beach, FL 33139	Open
Revere Hotel	1950	Ocean Drive at 11 th Street Miami Beach, FL 33139	Demolished 1993
Versailles Tower, Fontainebleau Hotel	1958	4441 Collins Avenue Miami Beach, FL 33140	Open
WOMETCO THEATERS			
163 rd Street Theatre/ Patio Theatre	1963	1245 NE 163 rd Street North Miami Beach, FL 33162	Closed 1994, Demolished
Byron Carlyle Theatre	1968	500 71 st Street Miami Beach, FL 33140	Closed 2019
Coral Way Auto Theater/ Coral Way Drive In	1949	SW 24 th Street and 70 th Avenue, Miami, FL	Closed
Crossroads 2 Theatre	1965	2070 Tyrone Boulevard, St. Petersburg, FL 33170	Closed 1988
Dadeland Triplex	1967	7440 SW 88 th Street, Miami, FL 33156	Closed
Davie Boulevard Drive-In	1955	3200 W. Davie Boulevard Fort Lauderdale, FL 33312	Closed 1975
Kendal Lakes Triple	1977	13975 SW 88 th Street Miami, FL 33186	Closed 1990
North Andrews Drive-In	1953	4200 N. Andrews Avenue Fort Lauderdale, FL 33334	Closed
North Dade Drive-In	1956	17175 NW 27 th Avenue Miami, FL 33056	Closed 1986
Palm Springs Twin One and Two	1962	419 West 49 th Street Hialeah, FL 33012	Closed
Park 11 Theatre	1965	501 North Orlando Avenue Winter Park, FL 32789	Closed
PUBLIC BUILDINGS			
Flagler Dog Track	1959	450 NW 37 th Avenue Miami, FL 33125	Repurposed as Magic City Jai-Alai
Miami Beach Public Library (bas relief by Albert Vrana)	1962	2110 Collins Avenue Miami Beach, FL 33139	Partially demolished; drum retained
RESIDENCES			
Lois Ann	1945	815 Alton Road Miami Beach, FL 33139	807 Alton Road now includes 3 1945/1947 buildings
Mark Leo	1947	801 Alton Road Miami Beach, FL 33139	807 Alton Road now includes 3 1945/1947 buildings
Kimberley	1947	807 Alton Road Miami Beach, FL 33139	807 Alton Road now includes 3 1945/1947 buildings