



January 6th, 2022

To: The Historic Preservation Board and City Planning Department, City of Miami Beach  
1700 Convention Center Drive  
Miami Beach, FL 33139  
From: The Collins Park Neighborhood Association  
Subject: Shore Club Application, 1901 Collins Avenue

Dear HP Board Members and Planning Staff:

On November 16th, 2021, Architect, Kobi Karp and Land Use Attorney, Michael Larkin presented the proposed Shore Club project to our Collins Park Neighborhood Association Board of Directors. On hand were family members from the Witkoff Family, owners of the property. Over the past 20 years there have been several proposals for this property of which the only thing done was to build the 20 story building that added hotel rooms to the Shore Club but in observation was a poorly constructed building not adding anything notable to the neighborhood. The New project tears down that 20 year old structure and replaces it with a magnificent architecturally significant building elliptical in shape. The project restore the original Shore Club and Cromwell Hotel but tears off additions added later that are not historic to the property. The Board was intrigued by moving the main entrance to 20th Street which will help alleviate traffic and back up on Collins Avenue. We were also surprised that such an amazing project was not requesting any variances from the City to build the project as proposed. This project very much fits into the other projects that have been perviously approved by HPB in our neighborhood reducing the overall units and adding a much needed residential component bringing more affluent residents and tourist to our neighborhood, ones that will be interested in the Art and Cultural destination we have created in Collins Park. Our Board unanimously voted to support this project and to send you this letter stating our enthusiastic response and approval that clearly defines historic preservation and the renaissance of this important block of Collins Avenue in our Collins Park Cultural Arts District of Miami Beach.

Sincerely,

Ray Breslin, president and for the BOD, 305-772-5665  
email: [Bresaro@aol.com](mailto:Bresaro@aol.com)

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