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January 7, 2022

Jack Finglass, Chair and Members of the Historic Preservation Board
C/O Deborah Tackett, Chief Historic Preservation Officer
City of Miami Beach
1700 Convention Center Drive, 2nd Floor
Miami Beach, Florida 33139

Re: Shore Club / Cromwell Project – Support Letter

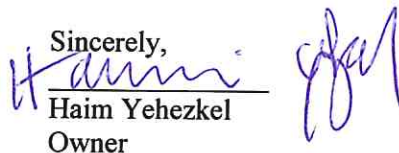
Dear Chair Finglass and members of the Board,

We own the long term lease and operate the Townhouse Hotel, located at 150 20th Street in Miami Beach, which is the corner of Collins Avenue and 20th Street. The Townhouse is adjacent to the Shore Club/Cromwell Hotel property on both the south and east sides

We are aware of the proposed redevelopment of our neighbor and have seen the plans and the renderings of the renovation and replacement tower. It is a beautiful project which we believe will enhance the neighborhood and greatly improve conditions on 20th Street, our primary frontage. Additionally, with a significant decrease in the hotel intensity and the introduction of a residential component we believe parking and loading on 20th Street will be improved over conditions when the Shore Club was an operating hotel. .

To us, the new project includes a significant improvement: over the years, the Townhouse porch entry has been very close to a working service entry / back alley condition for the Shore Club/Cromwell property along 20th street and we appreciate the design efforts our neighbor is making to improve the condition of their north-facing frontage - including better screening of the service areas - both when viewed from the side and when viewed from above. We also appreciate the efforts to improve the pedestrian experience between Collins Avenue and the 20th street public beach access, with the widened sidewalk, improved landscaping, and significant improvements to the façade of the Cromwell Hotel – all of which will benefit our patrons' beach-going experiences as well.

We believe this is a positive project which has taken a sensitive approach to its context and ask that you accept our letter of support in advance of your Historic Preservation Board hearing.

Sincerely,

Haim Yehezkel
Owner