

March 4, 2022

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Chairman and Members of the Historic Preservation Board
c/o Debbie Tackett, Chief of Historic Preservation
City of Miami Beach
1700 Convention Center Drive
Miami Beach, Florida 33139

Re: Objection to Application for Certificate of Appropriateness for partial demolition and renovation of two buildings on the site, the total demolition of two buildings, the construction of two new additions and landscape and hardscape modifications for the property located at 1901 Collins Avenue, Miami Beach, Florida (Historic Preservation Board File No. 21-0481).

Dear Chairman and Members of the Historic Preservation Board,

My name is David Bloom. I am an owner of units 1908 and 3307 at the Setai and have lived year round in the Setai for about 8 years. Also, I serve as a director of the Setai Resorts and Residences Condominium Association, but I am submitting this letter on my personal behalf. I have given permission to present this letter at the HPB hearing. I was present in person to speak on February 8, 2022 at the last HPB meeting, but it was continued by request of the Applicant.

Since I moved into the Setai, I have thoroughly enjoyed the historic district and the multitude of art deco and older looking buildings around the neighborhood. Yet, I also have looked forward to progress and improvements in the neighborhood.

I regularly walk from the Setai down to 5th street and back, along Collins Avenue, Ocean Drive and the Beachwalk. While the proximity to the beach and the diversity of the crowd that enjoys the area creates a special environment, in my opinion the large number of art deco and older looking buildings make for not only a unique experience, but actually a uniquely wonderful experience. Any changes that impact that experience in a negative way would be a disappointment. I look to the HPB to protect me and the many other Miami Beach residents who could be adversely impacted by the Shore Club proposal.

That the developer proposed such a massive structure dropped into the middle of the Shore Club site surprised me. I am also surprised that staff is supporting the total demolition of a historic building. One of my many concerns is that the proposed scale of the new building overwhelms the historic building immediately across the street from the Setai entrance.

I am disappointed that this developer did not design the building to impact the area less.

I ask the Historic Preservation Board to request the developer to reevaluate the project and bring down the scale of the new tower to better fit into and be more compatible with our unique historic Miami Beach neighborhood.

In my opinion as an owner at the Setai, the demolition of the contributing structure will enable the developer to build more massive structures that will overwhelm us and the neighborhood. It would particularly adversely impact me and the other residents of the Setai because it would diminish light along 20th Street at our residence entrance, diminish view corridors, overwhelm the historic Cromwell building immediately across from my residential entrance and deny me the enjoyment of that structure every day I walk down the beachfront. Miami Beach is uniquely wonderful, and I hope you do not want to change it.

I adopt the objections raised by Mr. Robbins on behalf of his clients.

Sincerely,

David Bloom

David Bloom
Owner of Unit No. 1908 and 3307 at the Setai Resort and Residences Condominium Association, Inc.