

WE NEED YOUR SUPPORT TO REVITALIZE THE CITY CENTER

The Ritz Carlton -Sagamore is poised to make a large investment in the heart of our city to revitalize the east end of Lincoln Rd. and add new residences. Just as we did 20 years ago when we brought the first five-star hotel to a blighted city, we want to see our efforts spark a new chain reaction of upgrading streets, businesses, and safety but we need your support.

**** For your convenience, you can respond to our three support requests by simply filling in this form on your computer where indicated. Thank you very much for letting government know action must be taken now to correct the problems we face.**

Three simple actions to support our revitalization efforts:

1. Please write a short letter to the Historic Preservation BOARD (HPB) in support of our residential project to start reversing the blight that has crept into our city center. You can fill out the form this one where we have created the address block for your convenience or write a letter in your own words. State your name, your business if applicable, and sign it. **Please email the completed letter to pkflag@comcast.net where we will package all support letters for a unified submission.**
2. (Most important) We will have a rehearing in April or May. We'll provide the exact date in advance. **If you could attend the hearing in person or by zoom, it is a tremendous help** to counter our no-growth opposition and get the board members to pay attention as many of them are unaware of the severity of the issues.
3. Please sponsor our attached Community Preservation Newsletter. This requires no money or time commitment on your part. **When you return the email simply check the YES box below** permitting us to add your name and business to our growing list of sponsors as we distribute this important document. This is a powerful statement to the government and the community that we are committed to educating, focusing, and acting on issues affecting Miami Beach, Lincoln Rd., and the center city district. **YES – Avi Yesawich**

**The Chairperson and Members of the
Miami Beach Historic Preservation Board
c/o Mr. Tom Mooney and Ms. Deborah J. Tackett
City of Miami Beach Planning Department
1700 Convention Center Drive, 2nd Floor
Miami Beach, Florida 33139**

Date: 2/28/2022

**Re: Letter of Support for the Ritz-Sagamore Project / Historic Preservation Board
Application File Nos. HPB22-0506, HPB21-0497 and HPB21-0457**

Dear Board Members,

Central Miami Beach has always been the glue holding the city together, and now it needs our help. Allowing quality residences in our high-density areas on the city edge along Collins Ave. is a sound way to begin the process of elevating the touristic and residential experience while providing a base to support the business and cultural activities so vital to our lives.

We need to change our city's image and balance our transient character with a sense of permanence, safety, and place. We need to make a statement that we stand for residents first to foster the best expression of human enjoyment and activity for all, tourists and residents alike.

We, therefore, urge you to approve the plans and investment to build quality residential dwellings by the Ritz-Sagamore group who have demonstrated their consistent contributions to the Miami Beach as a family/resident owned enterprise for many decades.

Sincerely,

Name: Avi Yesawich, General Manager

A handwritten signature in black ink, appearing to be 'Avi Yesawich', written over a horizontal line.

Business: The Goodtime Hotel