

SHORE CLUB

SOUTH BEACH

1901 Collins Avenue, Miami Beach, Florida 33139

VIA CSS & HARDCOPY SUBMITTAL

April 15, 2022

Deborah Tackett, Chief Historic Preservation Officer
City of Miami Beach
1700 Convention Center Drive, 2nd Floor
Miami Beach, Florida 33139

RE: **HPB21-0481** – Second Resubmittal Letter of Intent for Certificate of
Appropriateness for Demolition and Design for Shore Club Property Located at 1901
Collins Avenue, Miami Beach, Florida

Dear Mrs. Tackett:

The undersigned represent Shore Club Property Owner LLC (the "Applicant") with regard to the above-referenced property (the "Property") within the City of Miami Beach (the "City"). This letter shall serve as the required Letter of Intent ("LOI") for a Certificate of Appropriateness for demolition and design ("COA") and associated waiver request for renovations to the existing structures on the Property, as well as the development of a new residential addition in accordance with Section 142-246(f) of the City of Miami Beach Code of Ordinances (the "Code").

Property Description. The Property is an irregularly-shaped oceanfront parcel located east of Collins Avenue and south of 20th Street in the Collins Park neighborhood of the City. The Property is within the nationally registered Miami Beach Architectural District ("Architectural District") as well as the Ocean Drive/Collins Avenue Local Historic District. The Property is approximately 2.88 acres (125,452 square feet) in size and is improved with the following "Contributing" and "Non-Contributing" buildings:

- A. The three-story contributing Shore Club Hotel building fronting the east side of Collins Avenue developed in 1949 by Albert Anis (the "Shore Club Building");
- B. The eight-story contributing Cromwell Hotel building fronting the south side of 20th Street developed in 1939 by Robert A. Taylor (the "Cromwell Building");
- C. The eight-story contributing addition to the south side of the Shore Club Building developed in 1955 by Melvin Grossman (the "Grossman Annex"); and
- D. The twenty-story non-contributing addition at the center of the Property and non-contributing cabanas developed by David Chipperfield Architects in 2001 (the "Chipperfield Additions").

See Figure 1, below.



Figure 1: Aerial of Property with: A) Shore Club Building(Contributing); B) Cromwell Building (Contributing); C) the Annex (Contributing); and D) Chipperfield Additions (Non-Contributing).

The Property contains a mosaic of architectural styles that characterize the City's rich cultural heritage. For instance, the Cromwell is a classic Art Deco design and the Original Shore Club Building is an excellent example a of the post-war Miami-Modern ("MiMo") style. The blend of architectural styles makes the Property uniquely important to the City's heritage and architectural tradition. The proposed design by Robert A.M.

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Stern Architects (“RAMSA”) includes a researched, studied, and deferential approach to design, skillfully reflecting/referencing, and interpreting the historical context and creating what will certainly become a new contributing structure reflective of our time in history.

Design Modifications. In response to feedback from the Historic Preservation Board (“HPB”), the Applicant has made substantial changes to the proposed design intended to improve the compatibility and deference of the project to the historic nature of the Property. Most notably, the Contributing Grossman Annex is proposed to be preserved and restored. Further, the re-designed proposed residential tower is sleeker in order to defer to the existing courtyard on the east side of the Shore Club building, which is framed by the Grossman Addition. The slimmer residential tower still retains the features that make it sensitive to the unique historic context of the Shore Club Property such as the punched out windows and nautical references, while introducing an elegant new building at the center of the Property.

Proposed Development. The Applicant proposes to reimagine the iconic Shore Club Property to align with the City’s long-term goals for a resilient live, work, and play community. The Applicant accomplishes this by proposing to substantially reduce the intensity of hotel use on the Property from 312 hotel units to a maximum of 65 hotel units, and incorporating a maximum of 80 high-end residential units . The proposed shift from transient hotel use to residential is based on the growing residential character of the Collins Park neighborhood and existing surplus of hotel rooms and associated entertainment venues in the immediate vicinity of the Property.¹

In summary, the proposed development includes the following components:

- **Residential:** Maximum 80 units.
- **Hotel:** The Applicant proposes to substantially reduce the intensity of hotel use on the Property from 312 hotel units to a maximum of 110 hotel units.
- **Restoration of the historic Shore Club Building and lobby:** The Applicant proposes preservation and restoration of original features, including the terrazzo

¹ There are three additional hotels in the immediate vicinity of the Property– the Townhouse Hotel, the Nautilus Hotel, and the Shelborne Hotel. The reduction in hotel units at the Property will not impact the availability of hotel rooms in the City.

floor, unique columns, wall finishes, open volume space, among other contributing features. A new lobby bar is proposed on the north side of the lobby to replace previous back of house space.

- **Restoration of the historic Cromwell Lobby:** The Applicant proposed to restore the configuration and layout of the original lobby to the extent feasible, including the restoration of the original octagonal columns and introduction of terrazzo floor.
- **Renovation of the historic Cromwell Hotel:** The Applicant proposes to create an entrance to the residential component of the project at the Cromwell and renovate the interior lobby as a shared lobby between the Cromwell and the proposed residential tower addition. Further, the Cromwell Building will be returned to its historic use as a beach hotel.
- **Pool deck:** The Applicant proposes a new lushly landscaped amenity deck with a lap pool aligned with the central bay of the eastern façade of the Cromwell, a hotel pool towards the center of the Property, and a residential pool located towards the oceanfront.
- **Landscape:** The project will be lushly landscaped by Island Planning Corporation with native, Florida-friendly, and tropical vegetation alongside various sculpture gardens

(collectively the “Proposed Development”).

Design Narrative. Miami Beach is replete with exuberant modernism and art deco allure, including the largest concentration of 1920s and 1930s resort architecture in the United States. Robert A. M. Stern Architects’ proposed design for a new Shore Club Hotel and Condominium builds upon this rich history, referencing and interpreting Miami Beach’s historic vibrant layered urbanism and varied styles—especially Art Deco and Miami Modernism, or “MiMo”— and integrates them into a cohesive contextual architectural composition for the 21st century.

The proposed modifications to the site include sensitive renovations to the historic Shore Club Building (Albert Anis, 1949) and The Cromwell Building (Robert Taylor, 1939), removal of the Annex and Chipperfield Additions, and the insertion of a new ocean-facing

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condominium tower interwoven between. The existing Shore Club Building will be maintained as a boutique hotel, and its historic lobby preserved, restored, and reactivated with a new lobby bar. Modifications to the Cromwell Building will create spacious family-friendly residential units, return the building to its historic prominence, and provide the primary entrance for condominium residents.

The new seventeen-story condominium tower establishes an iconic silhouette on the skyline and will be composed of three staggered tiers that step away from the ocean, creating terraces with hanging gardens that make deliberate visual connections to the scale of neighboring historic buildings. Gentle curves, cambered surfaces, and filleted windows reflect a streamlined nautical aesthetic, but orthogonal geometries lock the building into the urban fabric and underpin the composition.

In order to propose a complementary and considerate addition to the historic district, the existing Shore Club and the Cromwell also serve as important sources of design inspiration. On the west elevation, a combination of punched windows and sweeping ribbons echo elements on the existing Shore Club, which serves as a visual foundation for the new structure. Circular windows found on the Cromwell have been interpreted into the north elevation of the condominium tower. The interplay of glass and white masonry from both buildings is extended to the new tower, humanizing the scale of the building and producing unique condominium units in direct contrast to the many monolithic, glass-clad towers that proliferate today.

Visitors will experience a varied procession through the site, entering first into the restored lobby of the Shore Club and continuing on to a series of engaging landscaped spaces. A gracious, open-air colonnade (featuring *pilotis* inspired by the signature detail of the Mid-Century columns in the lobby of the existing Shore Club Building) leads guests from a welcoming courtyard, past various indoor and outdoor amenity spaces, to a densely planted rear terrace shared by hotel guests and residents with resort pools that step down toward the beach. Condominium residents will enter the Cromwell through a new Art Deco-inspired porch restored lobby on their way to units distributed between the existing building and the new tower, where upper-floor units will offer sweeping ocean views to the east and south, many with balconies and generous glazing. A new private villa that references the Art Deco architecture of the adjacent Cromwell is located along 20th Street and coherently adds to the entire composition and frames the northern edge of the site, ensuring privacy for residents and hotel guests.

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The Proposed Development is a landscape-driven project emphasizing native ecology as conceived by Nathan Browning and Island Planning Corporation. It is a botanical park focused on biodiversity and resilience - a collection of rare specimen palms, trees and understory species native to South Florida and the Caribbean. The design focus on regional plants highlights a robust local cultural and natural history while creating a park for residents and guests.

Height Increase Legislation. In recognition of the challenges associated with redeveloping historic sites such as the Property, the City adopted legislation that permits oceanfront lots in the Architectural District that are at least 115,000 square feet in size to develop additions up to 200' in height, subject to certain safeguards intended to protect the historic integrity of existing structures within these large development sites, as well as buffering the neighboring community by requiring significant setbacks and floor plate size restrictions.

Specifically, additions permitted under this legislation must be centrally located on the development site, with a front setback of at least 100', a side street setback of at least 75', and a rear setback of 100'. Furthermore, the maximum floor plate size for portions of such additions that exceed 50' in height is 15,000 square feet per floor, with the opportunity for the Historic Preservation Board ("HPB") to increase the maximum floor plate size to 20,000 square feet per floor in accordance with the COA criteria.

These floor plate limitations and significant setback requirements that can only be accomplished on large sites such as the Property ensure that additions are sensitive to existing structures on the site, and preserve view corridors from Collins Avenue and the Beach Walk. Importantly, the Property exceeds the minimum criteria for a maximum 200' tall addition, as it is 125,452 square feet in size where 115,000 square feet is required. It should be noted that the Property already contains an approximately 200' tall tower addition developed in 2001 as part of the Chipperfield Additions. As explained above, this project proposes to replace the Chipperfield tower with a new approximately seventeen-story addition that is sensitive to the existing historic context of the Property, its neighbors, in full compliance with the requirement of the height increase legislation.

Requests. To achieve the Proposed Development, the Applicant seeks the following requests:

- 1) A COA for the proposed demolition of Chipperfield Additions and Annex, as well as the design of the proposed 200' tall tower addition pursuant to Section

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142-246(f) of the Code and associated improvements to the Shore Club and Cromwell Buildings; and

- 2) A Waiver to increase the maximum floor plate size to 15,918 square feet for two levels (levels 6 and 7) of the proposed tower addition.

Analysis. The proposed tower addition has been designed with remarkable sensitivity towards its surrounding context, both within and external to the Property. Notably, the Applicant proposes to fully restore the original configuration and finishes of the historic Shore Club lobby, as well as the historic Cromwell lobby, including the terrazzo floors, mural, and unique columns. In addition, a new lobby bar is proposed to replace back of house space on the north side of the Shore Club lobby. It is important to note that the new proposed lobby bar will not impact the original historic elements such as the terrazzo flooring, as it is being developed in an area that was previously back of house. Additionally, the open spatial volume of the lobby, which is a contributing feature of the space will be retained. Furthermore, the Cromwell lobby will be renovated and restored consistent with available historic documentation to serve as the primary residential entrance to the project. The non-contributing Chipperfield Addition and associated accessory structures are the only portions of the Property proposed to be replaced. The replacement of the Chipperfield Tower allows the floor area currently utilized for hotel rooms to be repurposed for large, family-friendly residential units with expansive ocean views.

The proposed tower addition borrows and interprets elements from the design of the original Shore Club Building and Cromwell Building to provide a cohesive focal point at the center of the Property. With a front setback of 180', a side facing a street setback of 101'-9", and a rear setback of 189'-6", the proposed tower addition complies with the requirements and intent of Section 142-246(f) of the Code. Each elevation of the proposed tower addition is thoughtfully crafted with respect to the existing historic structure it faces, with punched windows typical of the MiMo style on the west elevation above the Shore Club Building, while nautically inspired circular windows ornament the north elevation as a reference to the Art Deco Cromwell Building. These design details reflect the level of purposeful sensitivity displayed in conceptualizing and designing the Proposed Development to be consistent with the COA criteria and the Secretary of the Interior Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings.

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Height Analysis. The proposed 200' tall addition is consistent and compatible with the existing built context of the area, which includes the following buildings:

- Setai Condominium: 385'
- Loews Hotel: 272'
- Chipperfield tower: 222'
- The SLS Hotel 204'
- The Decoplage: 183'
- The Shelborne Hotel: 171'.

Floor Plate Waiver. The Applicant proposes a maximum floor plate size of 15,918 square feet on levels 3-7. Above level 7, floor plate sizes decrease to below 15,000 square feet in size to preserve the flow of air and light at the upper reaches of the building consistent with the intent of the Code.

The 15,918 square foot floor plates above level 5 require a minor waiver to allow an additional 918 square feet of floor area on levels 6 and 7. The requested increase in maximum floor plate size for levels 6 and 7 of the proposed tower addition is consistent with the COA criteria in light of the siting of proposed addition within the uniquely large Property. Specifically, the proposed addition provides a front setback of 181'-7" where only 100' is required, a side facing a street setback of 101'-9" where only 75' is required, and a rear setback of 166'-10" where only 100' is required. Further, the additional square footage associated with the larger floor plate sizes is oriented towards the south east side of the Property, facing away from the neighboring Setai Condominium Tower and situated east of the adjacent Nautilus Hotel. The terraced massing and orientation of the addition result in spacious units with abundant opportunities for indoor-outdoor living and expansive oceanfront views. The enlarged setbacks, purposeful building orientation, and terraced massing ensure that the increased floor plate size between levels 6 and 7 will not negatively impact the existing Contributing Shore Club and Cromwell Buildings within the site, and will not negatively impact view corridors from Collins Avenue, the Beach Walk, or neighboring properties consistent with the intent of the Code.

Sea Level Rise and Resiliency Criteria. The Project advances the sea level rise and resiliency criteria in Section 133-50(a) of the City Code, as follows:

1. A recycling or salvage plan for partial or total demolition shall be provided.

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A recycling and salvage plan for any proposed demolition will be provided at permitting.

2. Windows that are proposed to be replaced shall be hurricane proof impact windows.

Hurricane proof impact windows will be provided.

3. Where feasible and appropriate, passive cooling systems, such as operable windows, shall be provided.

The Applicant will provide, where feasible, passive cooling systems.

4. Whether resilient landscaping (salt tolerant, highly water-absorbent, native or Florida friendly plants) will be provided.

New landscaping provided will be Florida-friendly and resilient.

5. Whether adopted sea level rise projections in the Southeast Florida Regional Climate Action Plan, as may be revised from time-to-time by the Southeast Florida Regional Climate Change Compact, including a study of land elevation and elevation of surrounding properties were considered.

Sea level rise projections are being considered and incorporated. The proposed addition shall be developed as base flood elevation plus freeboard.

6. The ground floor, driveways, and garage ramping for new construction shall be adaptable to the raising of public rights-of-ways and adjacent land.

To the extent feasible the Applicant will design improvements to be adaptable to future harmonization with public roadway raising projects.

7. Where feasible and appropriate. All critical mechanical and electrical systems are located above base flood elevation.

All mechanical and electrical systems will be located above base flood elevation to the extent feasible and appropriate in light of the historic context of the building.

8. Existing buildings shall be, where reasonably feasible and appropriate, elevated to the base flood elevation.

All new construction is proposed to be elevated to base flood elevation plus freeboard.

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9. When habitable space is located below the base flood elevation plus City of Miami Beach Freeboard, wet or dry flood proofing systems will be provided in accordance with Chapter of 54 of the City Code.

Wet or dry flood proofing systems will be provided where habitable space is located below BFE.

10. Where feasible and appropriate, water retention systems shall be provided.

Where feasible, water retention systems will be provided.

11. Cool pavement materials or porous pavement materials shall be utilized.

Cool pavement materials and/or porous pavement materials will be utilized.

12. The design of each project shall minimize the potential for heat island effects on-site.

The Applicant proposes additional landscaping around the perimeter of the site.

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Conclusion. The Proposed Development furthers the City's long-term objective of striking an appropriate balance between transient uses and thriving residential communities. The Proposed Development reimagines and reinvigorates the currently idle historic Shore Club Property with a masterfully designed residential tower addition that is sensitive to the unique blend of architectural styles within the site, and mitigates impacts external to the site. Finally, the public interior spaces of the Shore Club are proposed to be renovated to their original grandeur and augmented with a new lobby bar. Accordingly, the Proposed Development, inclusive of the waiver request, is consistent with the COA criteria.

In light of the above, the Applicant respectfully request your favorable review and recommendation of this application. If you have any questions or comments with regard to the application, please do not hesitate to contact us.

Sincerely,



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