

May 9, 2022

SENT VIA EMAIL

Hon. Rick Lopez, Chair (rick.hpb@gmail.com)
Hon. Kirk Paskal, Vice Chair (kpaskal@gmail.com)
Hon. Nancy Liebman (nanlieb@aol.com)
Hon. Barry Klein (barrykleinboa@gmail.com)
Hon. Stuart Reed (stuartreedhpb@aol.com)
Hon. Ray Breslin (bresaro@aol.com)
Hon. Laura Weinstein (lwb.mbhp@gmail.com)

RE: Shore Club Hotel; 1901 Collins Avenue; Certificate of Appropriateness; HPB21-0481

Dear Chair Lopez and Historic Preservation Board Members:

My name is Ariel Nakash of Nakash Holdings.

Our family story began 50 years ago, when my father Ralph and his brothers, Joe and Avi, came to America as penniless immigrants. With a lot of hard work and a little bit of luck, they built an apparel business that turned into a successful hospitality empire. Today, our business includes 50 hotels around the world. My father and his brothers truly embody the American Dream.

In 2005, we made our first hotel purchase in Miami Beach: the Hotel Ocean on 12th Street and Ocean Drive. In 2008, we purchased the Breakwater Hotel and the Edison Hotel on 10th Street and Ocean Drive. In 2011, we added the Hotel Victor to our portfolio followed by Casa Casuarina, known as The Former Versace Mansion. In 2015, we acquired both The Abbey Hotel and the Dempsey-Vanderbilt Hotel, now known as the Art Deco Building at The Setai Resort. Just last month we purchased 1350 Collins Avenue, a 1930s landmarked building that we plan to restore to a boutique hotel and restaurant.

To my knowledge, there has been no group or individual that has made a larger investment in our community. Unfortunately, at the last Historical Preservation Board meeting, representatives of both The Shore Club and Bulgari Hotels tried to portray us as bad neighbors. I can assure you of one thing: the Nakash family has NEVER come to this board to propose the demolition of a landmark building, or any building, only to replace it with a modern glass high-rise. The current proposal would not look out of place in Sunny Isles among the tall glass towers built by many other New York City developers. All our investments were made with knowledge of, and respect for, our important Miami Beach landmarks and the laws that govern them. We understand and respect this board's vision for South Beach. The Shore Club should not be rewarded for preserving the Melvin Grossman Building – this should have been an obvious given!

We would like this board to know that we inclusively welcome everyone to our properties. We converted the Former Versace mansion from an exclusive private members' club to what has

become the second most photographed home in America, allowing all visitors to experience a part of history daily.

Disappointingly, Paul Whalen of Robert Stern Architects, said in the last meeting, regarding a 2 story private oceanfront villa: "Now this is not a villa for everybody. Whoever buys this villa is going to want to be part of the action and the activity of the pool, because it's right there. So it is a very particular kind of villa but one that our clients thought really was sellable. That there was somebody out there..."

Do you think they have the same vision for South Beach as you do? Will this board approve the only private oceanfront mansion in our neighborhood?

I would like to add that we acknowledge that the Setai Condominium is the tallest building in our neighborhood. However, to quote the Miami Design Preservation League, "Two wrongs don't make a right... The objective standards for Historic Preservation still need to be adhered to... The mistakes of the past should not become mistakes of the present". Although the Nakash family did not develop the building, we can understand why this board approved it many years ago – and we believe that this property deserves some credit for spearheading the renaissance of the South Beach we know today.

As I stated at the last meeting, I support a new Shore Club; one that matches with what this Board approved 4 years ago. Should this Board agree to a redesign, we believe it should have a smaller footprint, less-massing, and be limited to a height no more than 175 feet, similar to the Raleigh Hotel project.

Lastly, we are eager to support a well-thought-out plan for 20th Street by this Board and the City, for the comfort and safety of our neighbors.

Thank You,

Ariel Nakash



cc: Ms. Deborah Tackett, Chief of Historic Preservation (deborah_tackett@miamibeachfl.gov)
Ms. Jessica Gonzalez, Clerk of Boards (jessicagonzalez@miamibeachfl.gov)
Ms. Lizbeth Bueno, Office Associate V (lizbethbueno@miamibeachfl.gov)