



**JESTA  
GROUP**

# CLEVELANDER REDEVELOPMENT

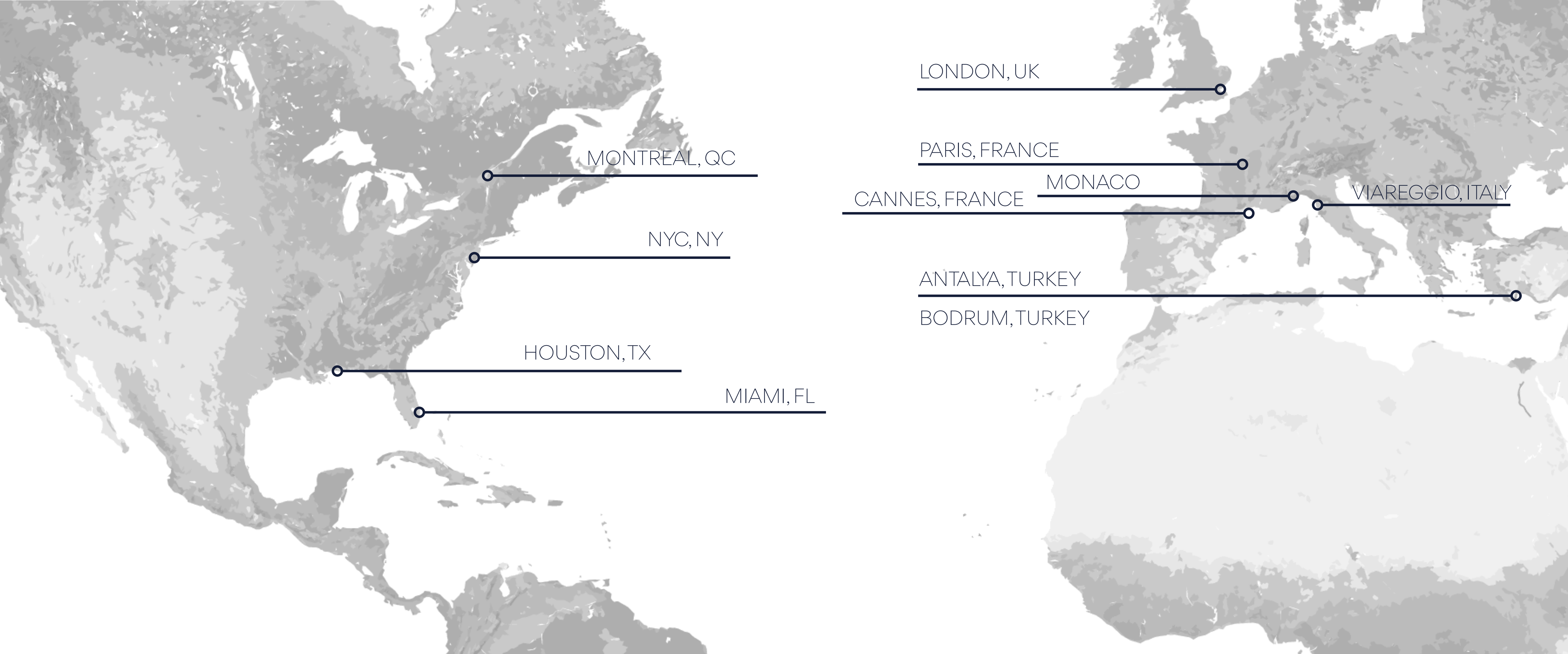
HPB PRESENTATION

JUNE 2024



# ABOUT JESTA

DEVELOPMENT PROJECTS & PROPERTIES



MONTREAL, QC

NYC, NY

HOUSTON, TX

MIAMI, FL

LONDON, UK

PARIS, FRANCE

CANNES, FRANCE

MONACO

ANTALYA, TURKEY

BODRUM, TURKEY

VIAREGGIO, ITALY

# HERITAGE EXPERIENCE

EXAMPLE OF RECENTLY COMPLETED  
DEVELOPMENT MONTREAL CANADA



# OPTION 1

## LIVE LOCAL ACT PROJECT

### KEY PARAMETERS:

- Height is maximum allowed within one mile radius.
- Max FAR is 1.5 times maximum in the city. That equates to a FAR of 5.25
- 40% required to be affordable housing
- No HPB, city commission or other public hearings
- No requirement that we close our bar or abandon our CUP for outdoor entertainment and no restriction on short term rentals



**OPTION 1**  
**LIVE LOCAL ACT |**  
**OFFICIAL SUBMISSION TO**  
**CITY OF MIAMI BEACH**  
**18 STORIES**



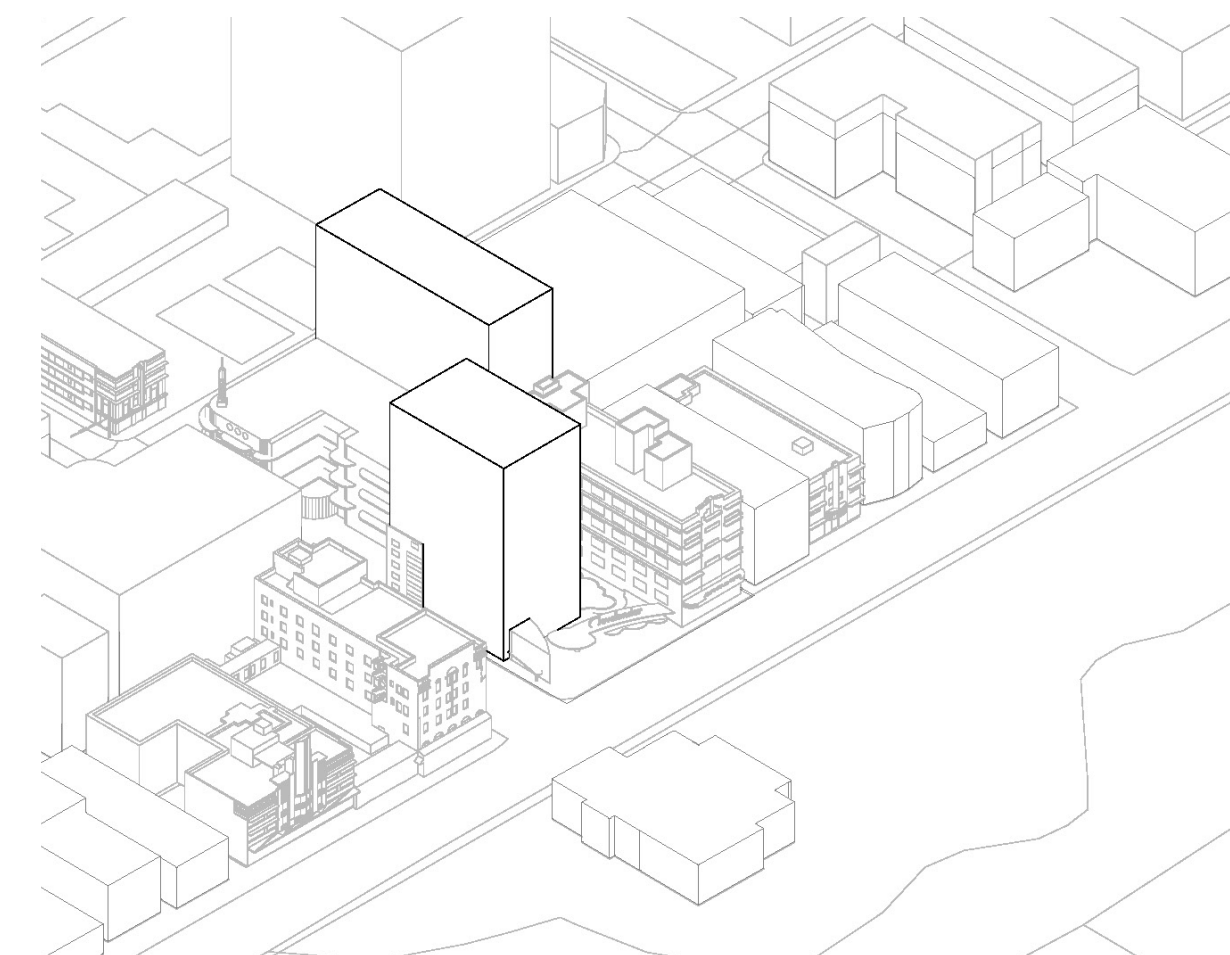
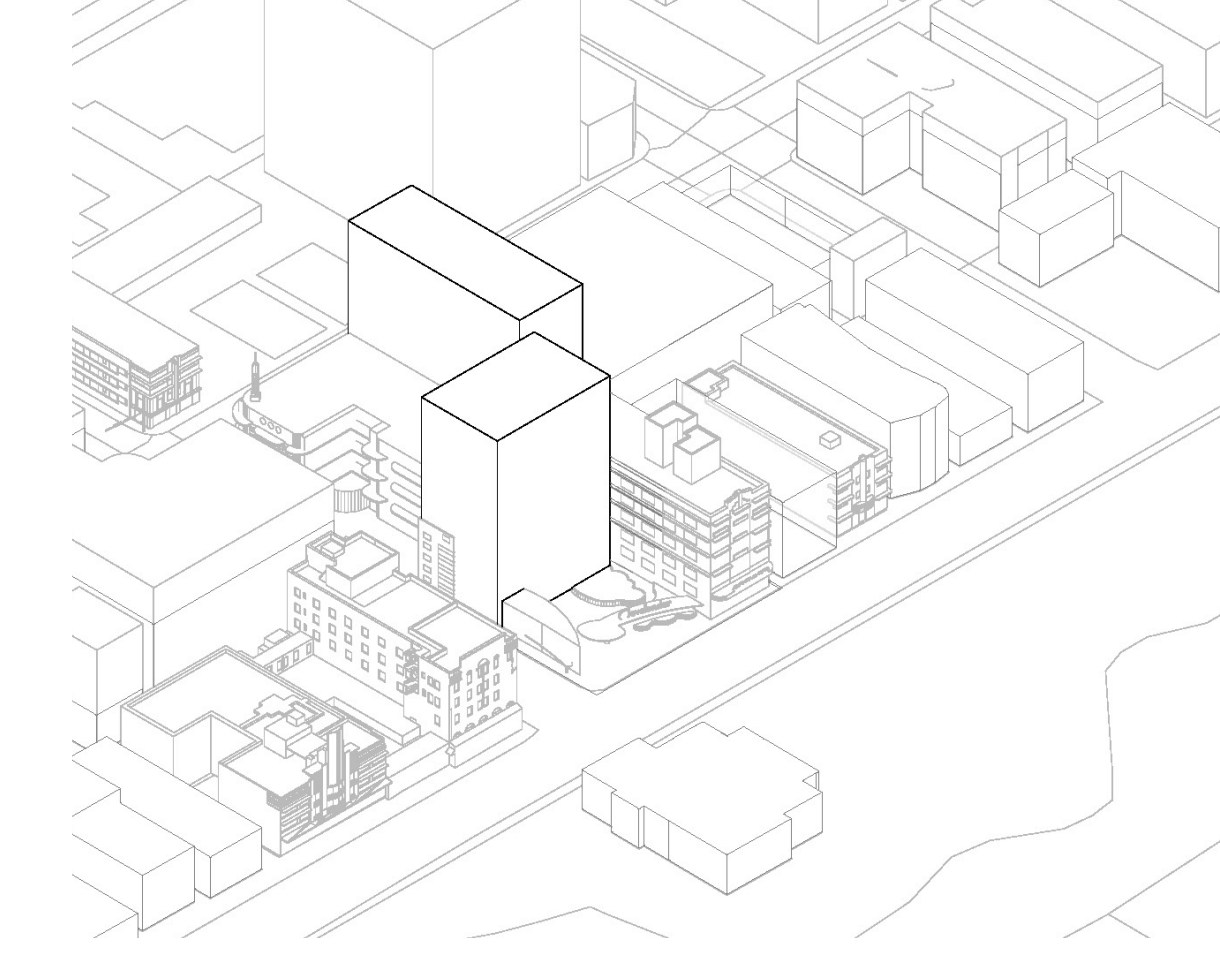
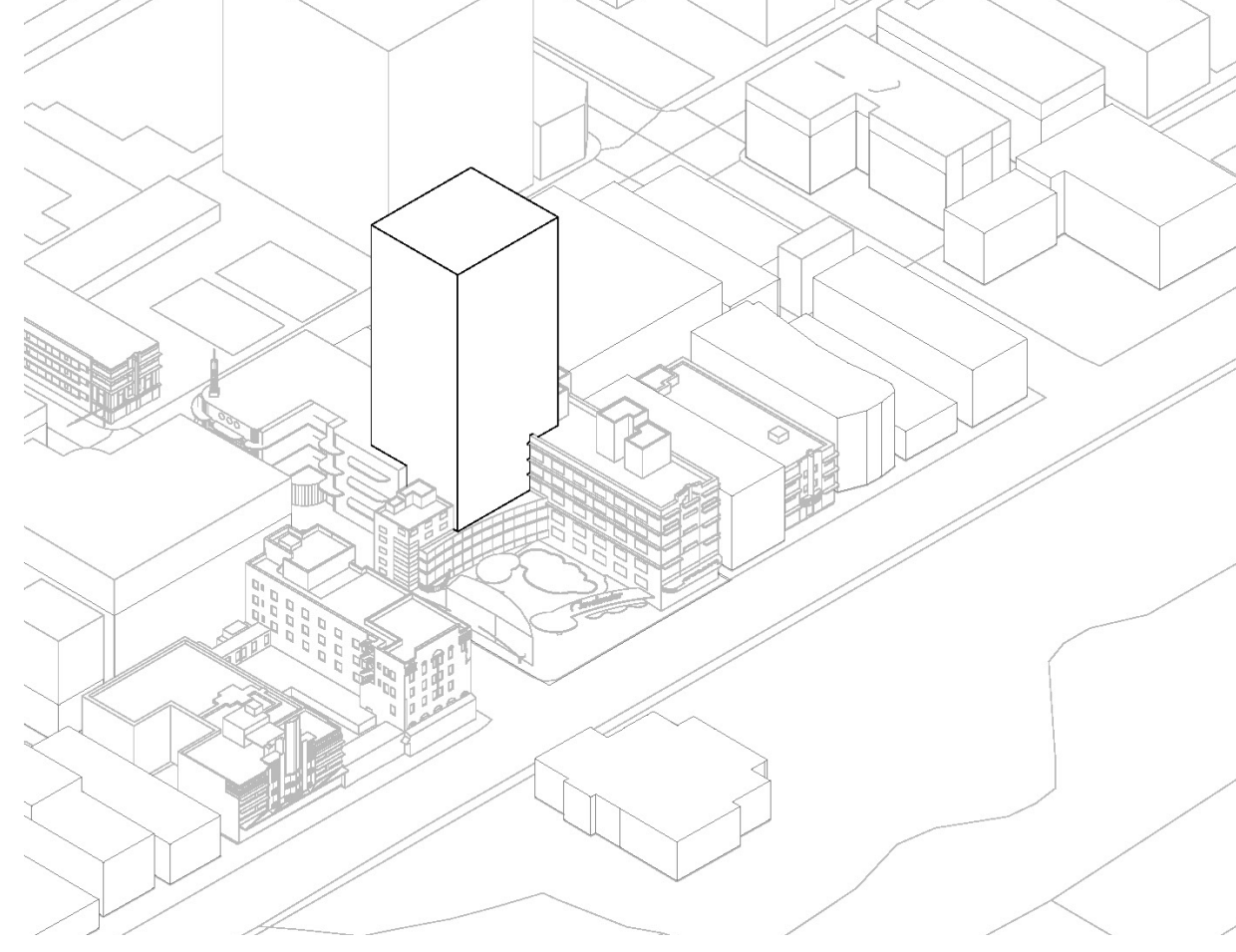
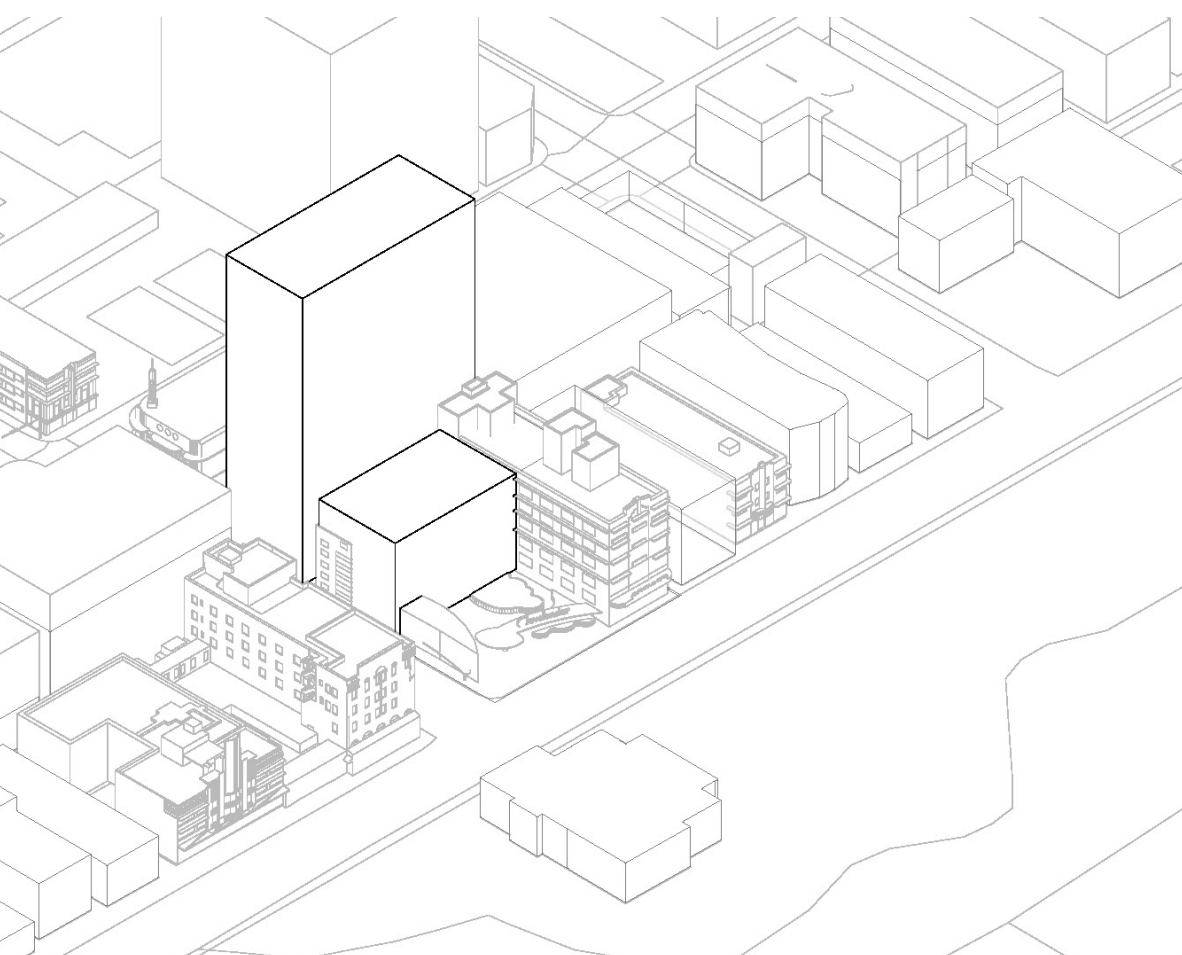
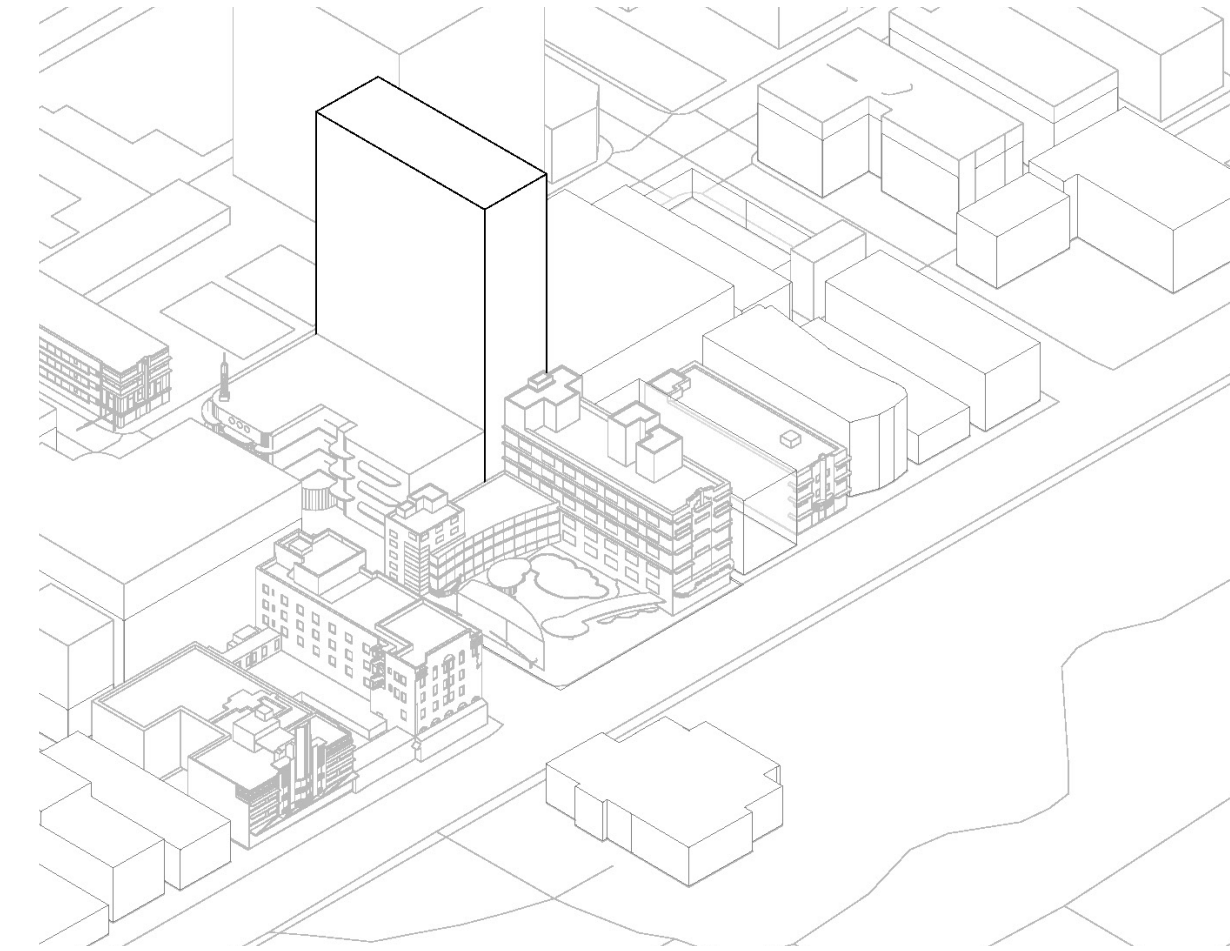
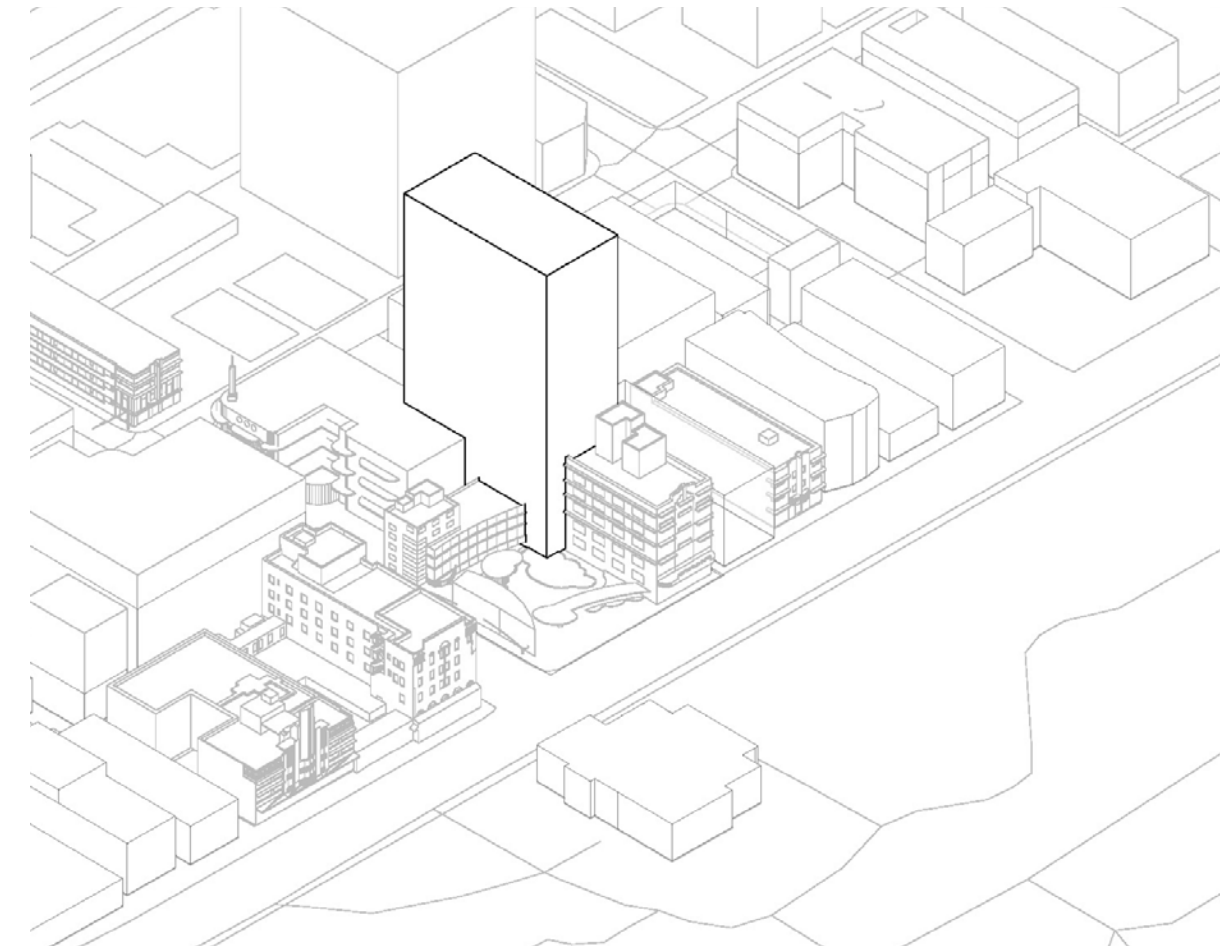
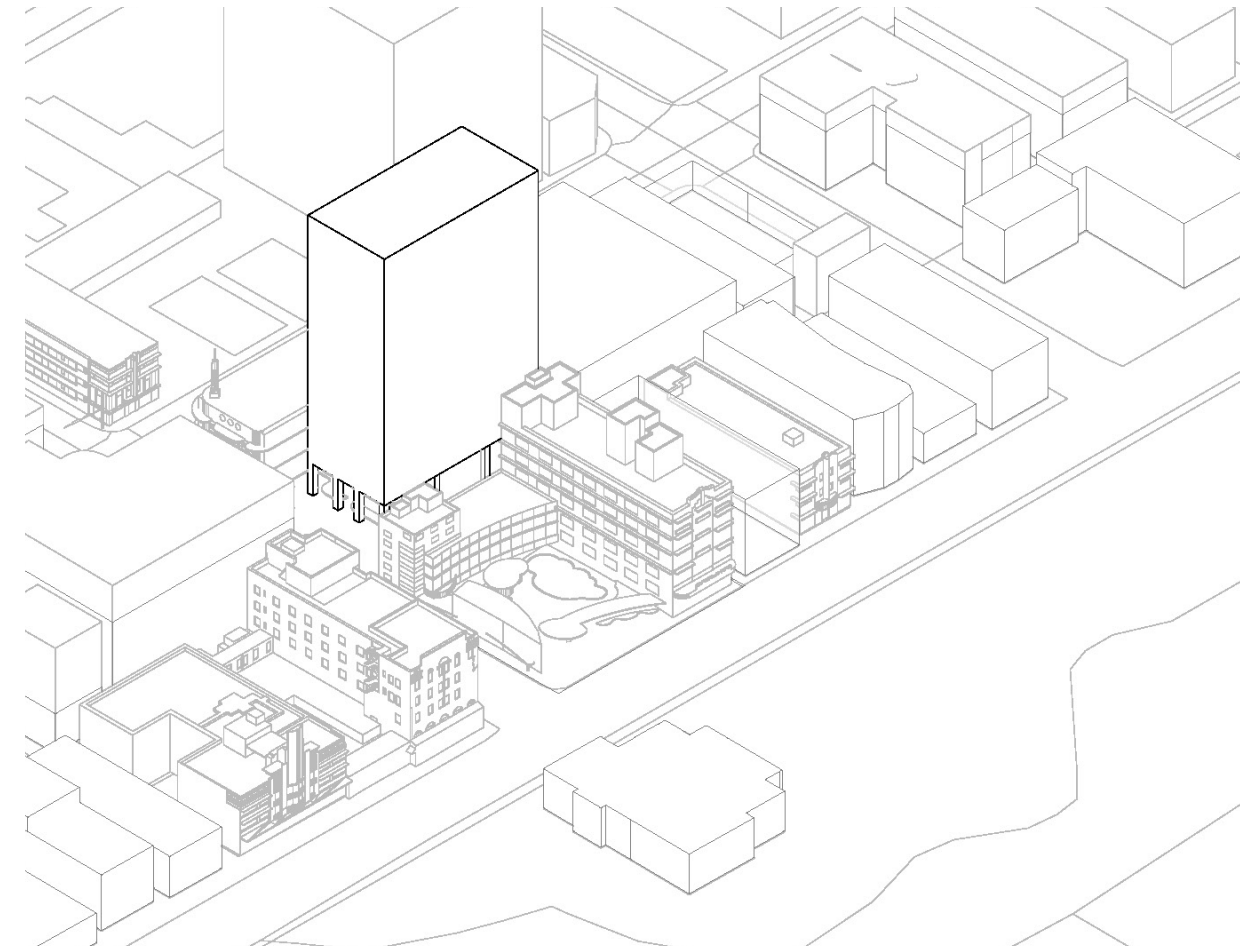
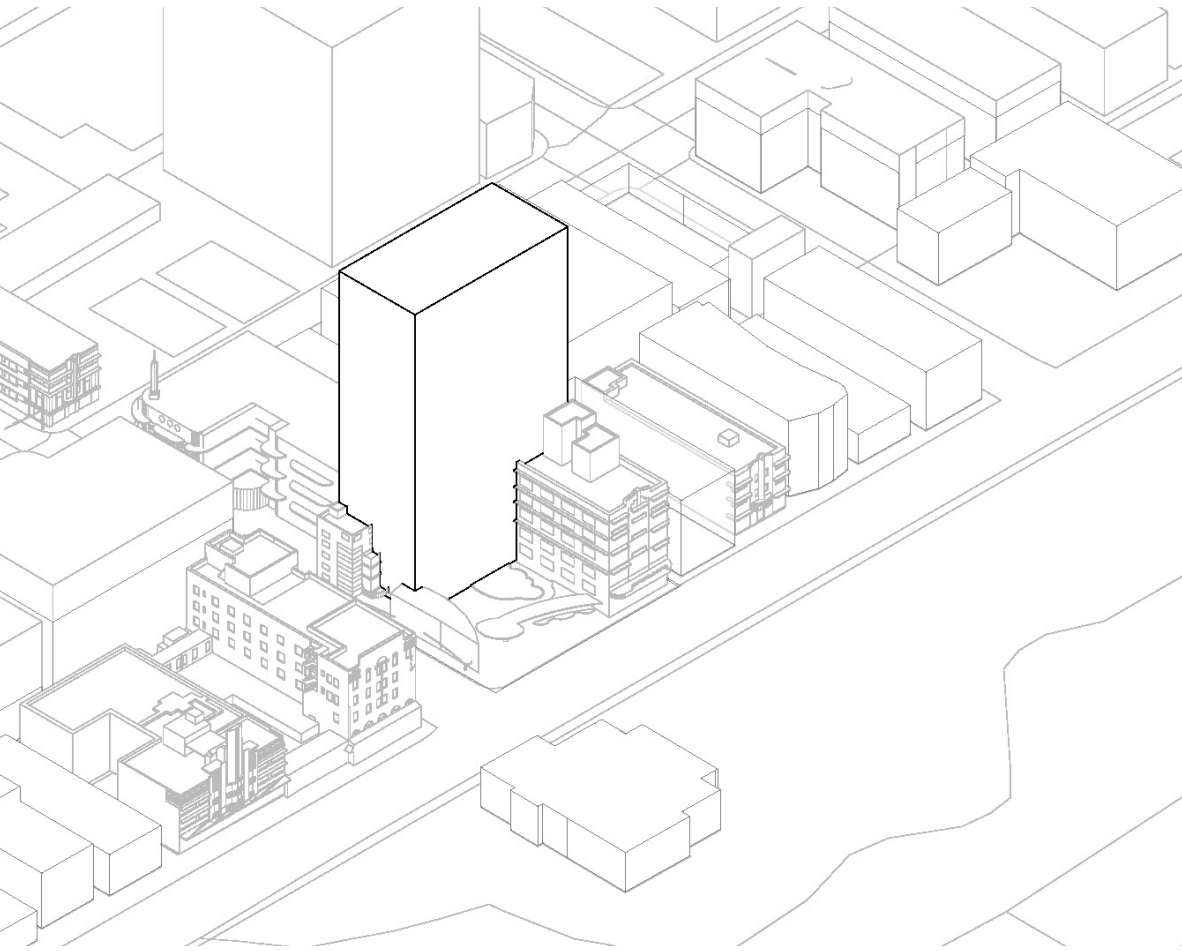
## OPTION 2

### KEY PARAMETERS:

- Collaborative approach with City commissioners, Planning staff, HPB and key stakeholders
- Work in partnership on height and massing
- Create a higher-end residential project with a destination restaurant
- Preserve and enhance historic architecture on site
- Potentially close outdoor bar
- Potentially abandon CUP for outdoor entertainment
- Rebalance neighbourhood

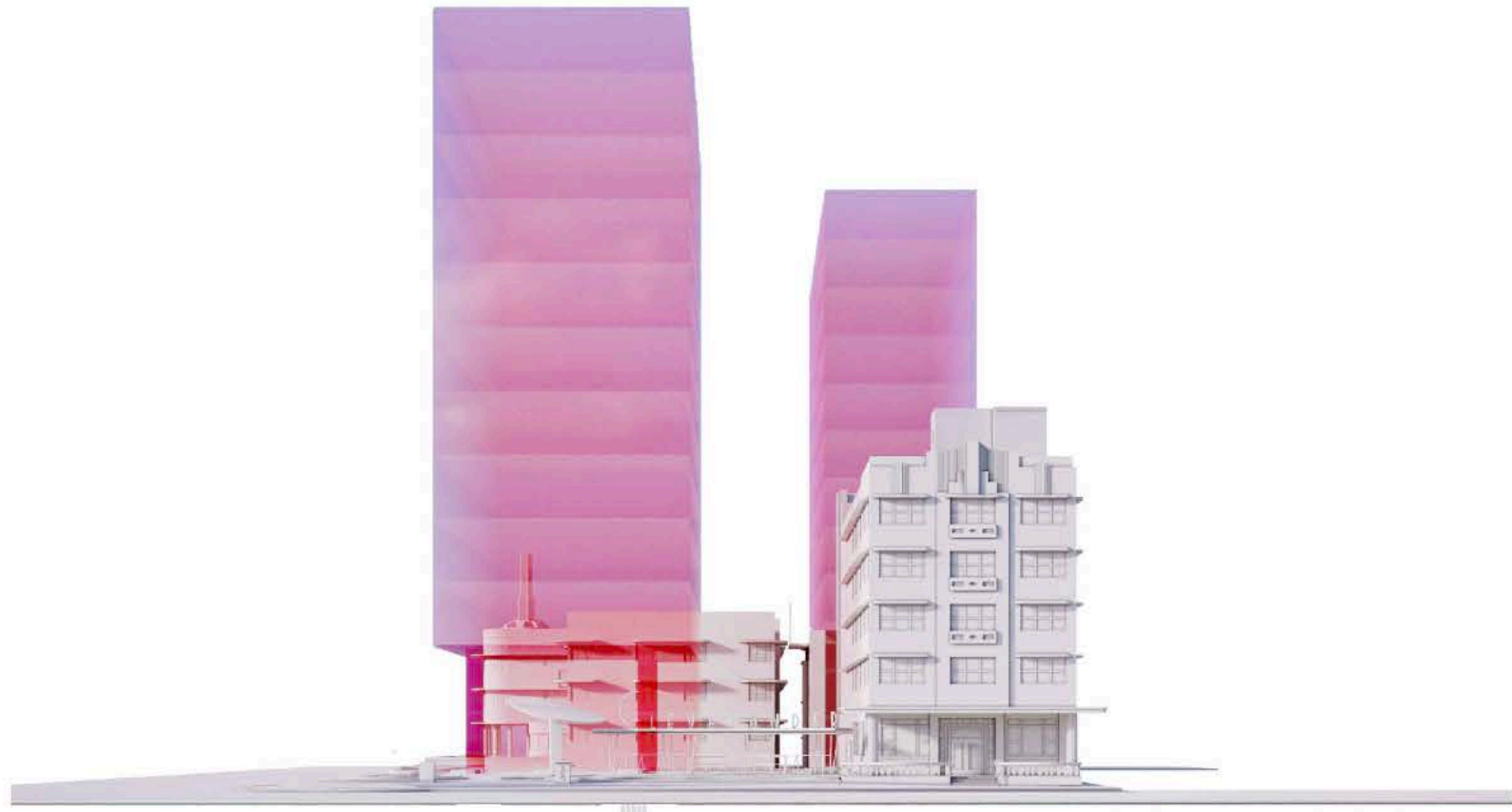


# COMMUNITY INPUT DROVE MULTIPLE MASSING EXERCISES

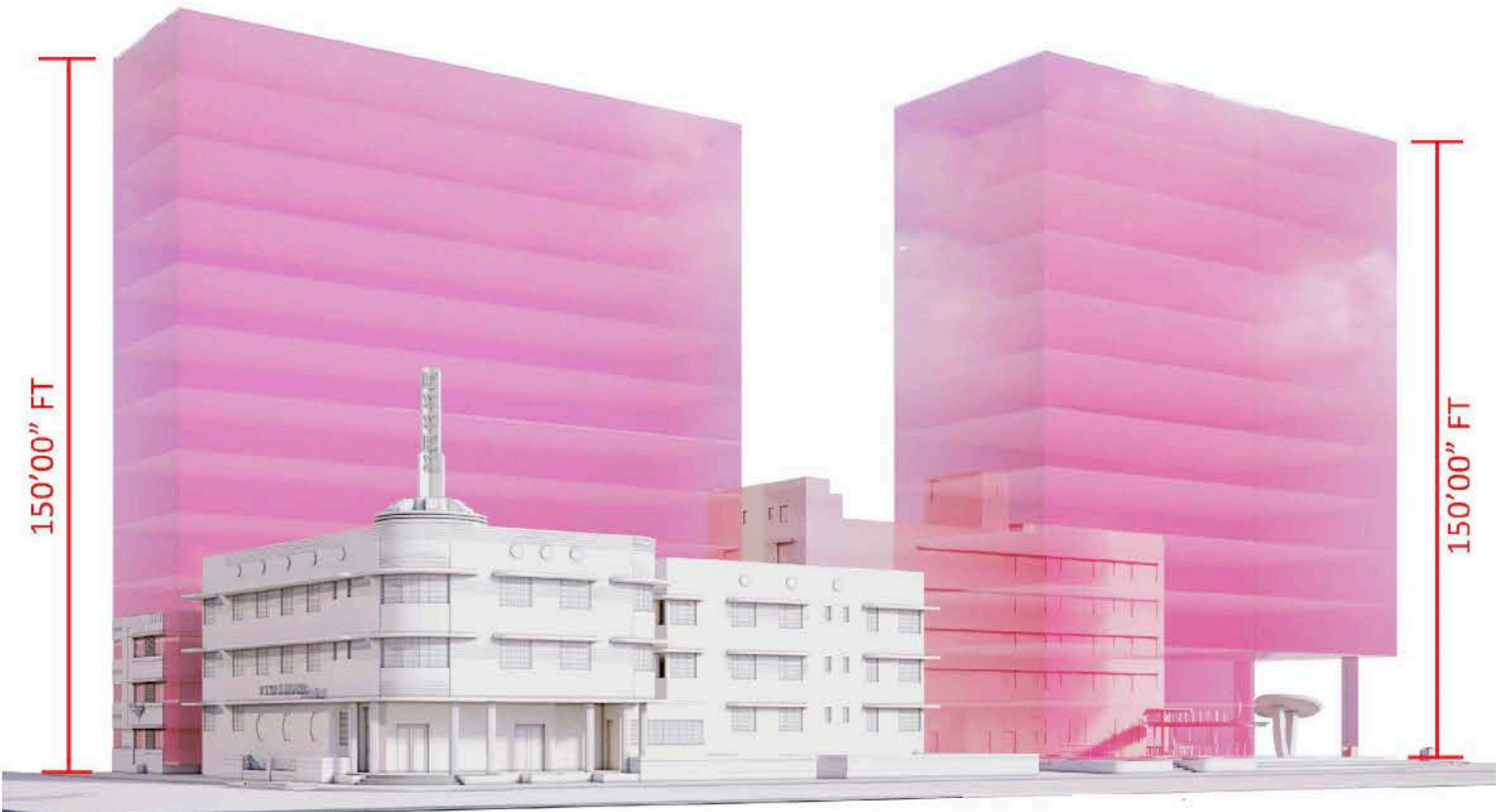


# MARCH 2024 | LUSC MASSING PRESENTATION TWO TOWERS | 12 STORIES

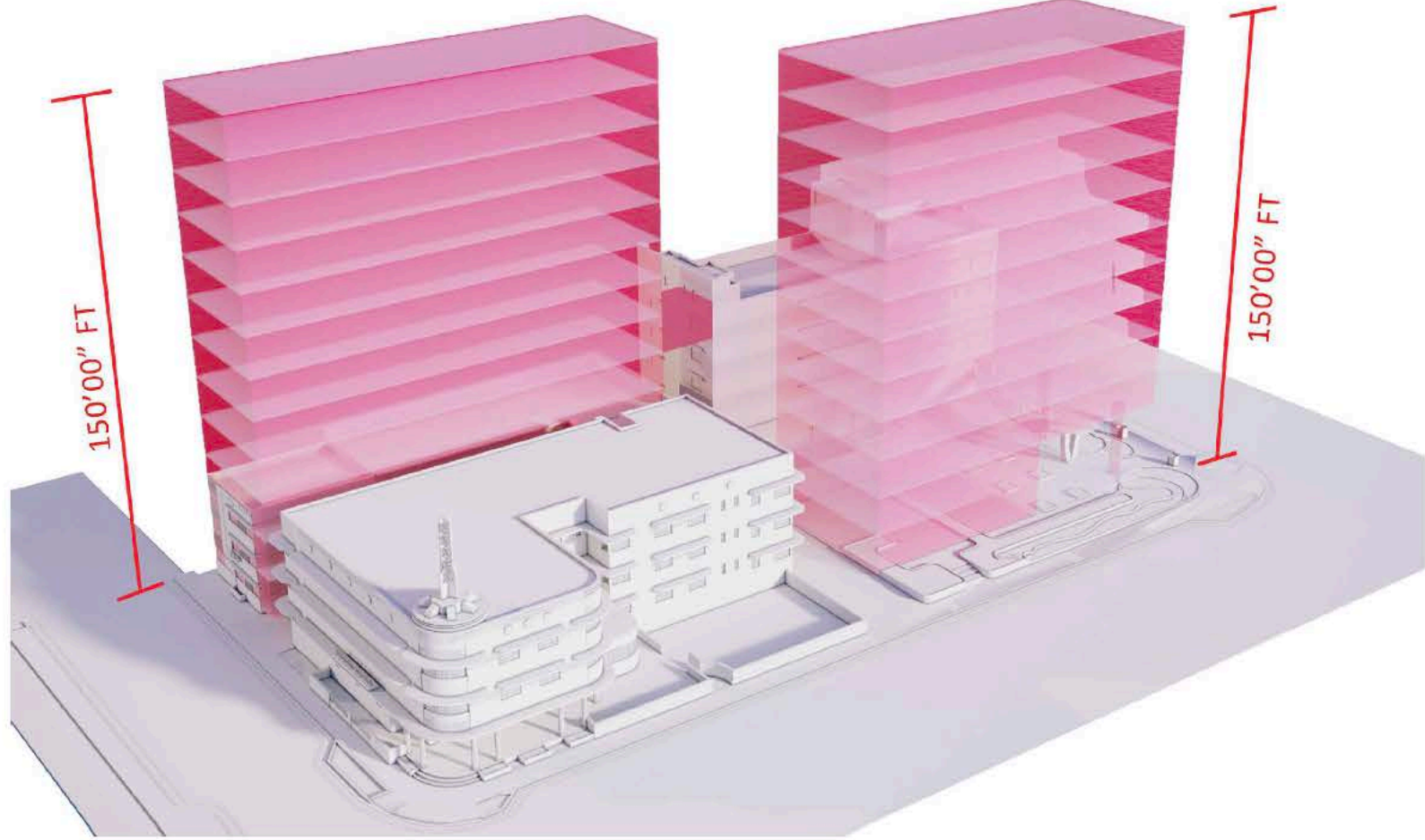
150 FEET



VIEW FROM OCEAN DR.



VIEW FROM COLLINS AVE



AERIAL FROM COLLINS AVE

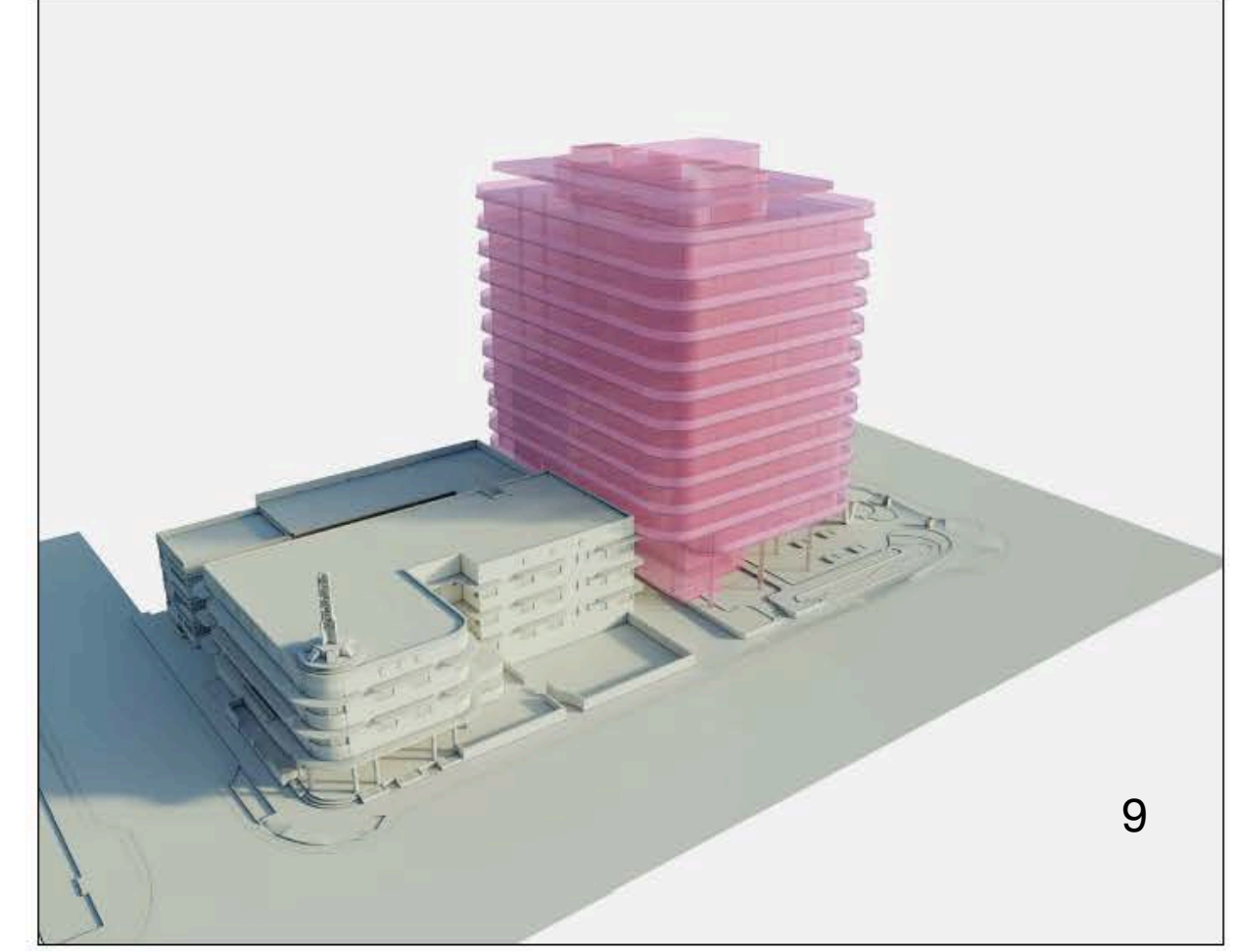


VIEW FROM OCEAN DR.



# MAY 2024 | LUSC MASSING PRESENTATION ONE TOWER

139 FEET



# PROPOSED MASSING



# PROPOSED MASSING

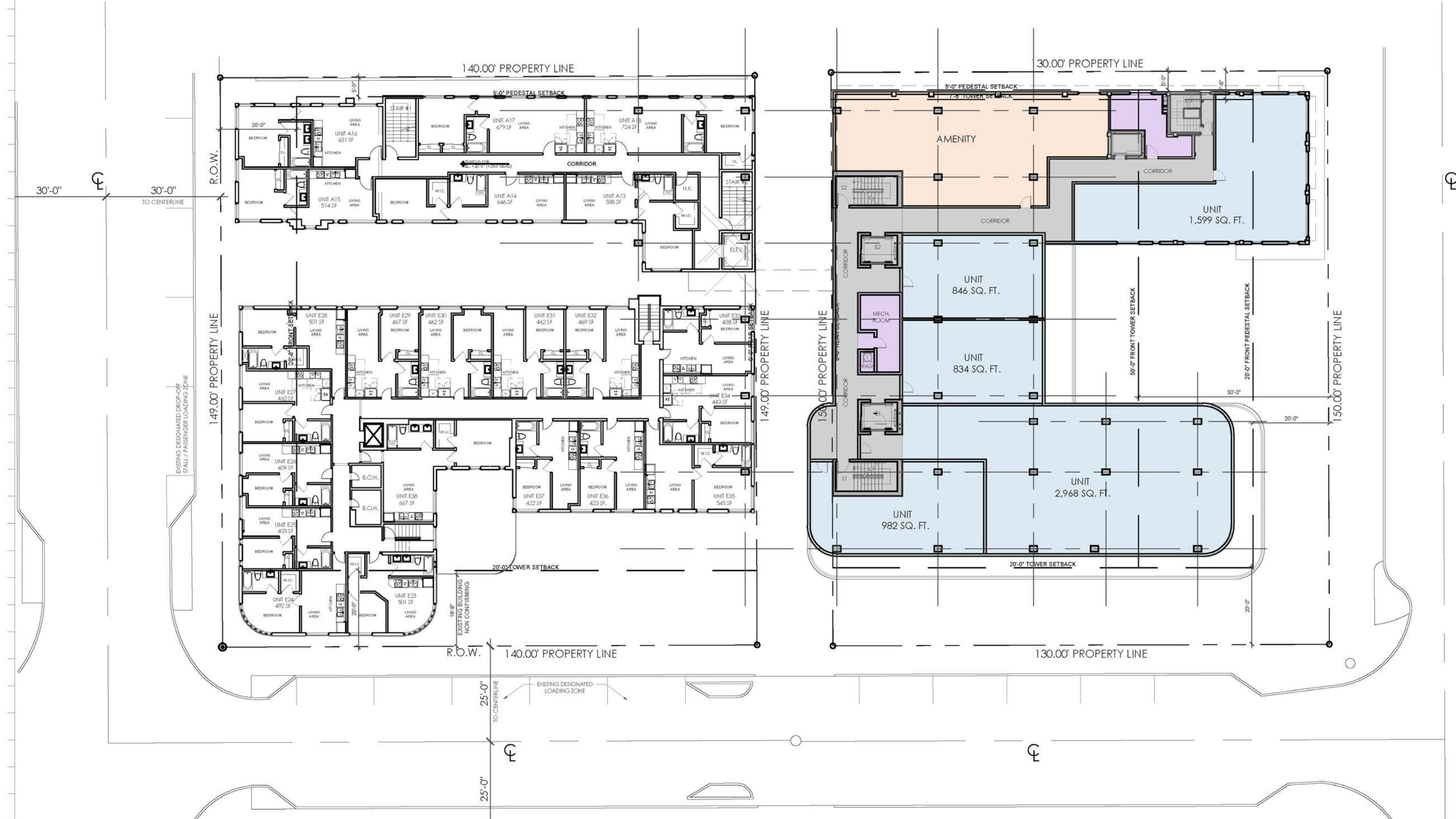






# PROPOSED FLOOR PLAN

## THIRD FLOOR

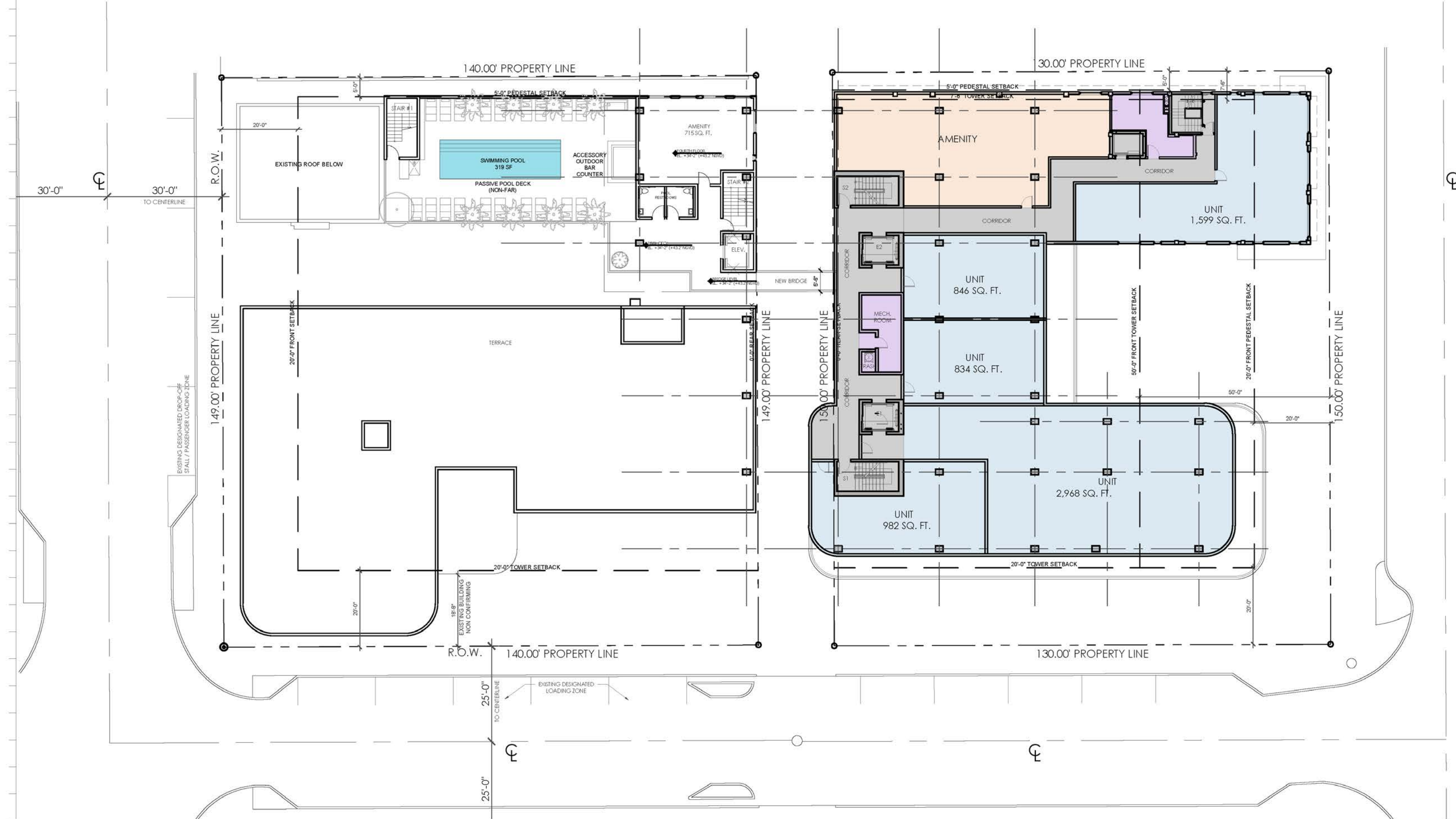


- RESIDENTIAL AREA 7,153 SF
- CORE/CORRIDOR AREA 2,233 SF
- BOH AREA 496 SF
- AMENITY AREA 1,813 SF

1 PROPOSED THIRD FLOOR PLAN  
SCALE 1" = 30'-0"

# PROPOSED FLOOR PLAN

## FOURTH FLOOR

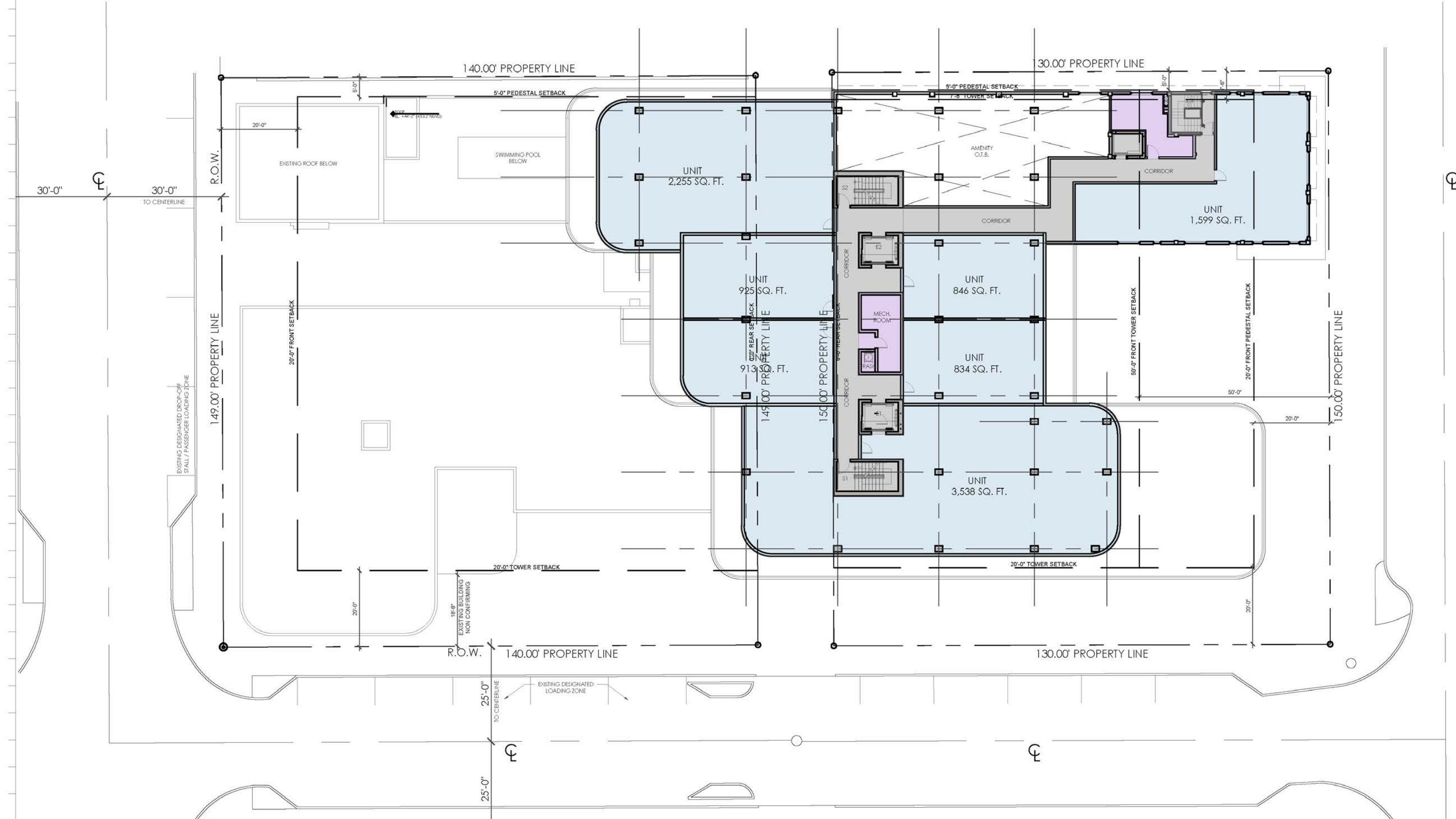


- RESIDENTIAL AREA 7,153 SF
- CORE/CORRIDOR AREA 2,233 SF
- BOH AREA 496 SF
- AMENITY AREA 1,813 SF

1 PROPOSED FOURTH FLOOR PLAN  
SCALE 1" = 30'-0"

# PROPOSED FLOOR PLAN

## FIFTH FLOOR



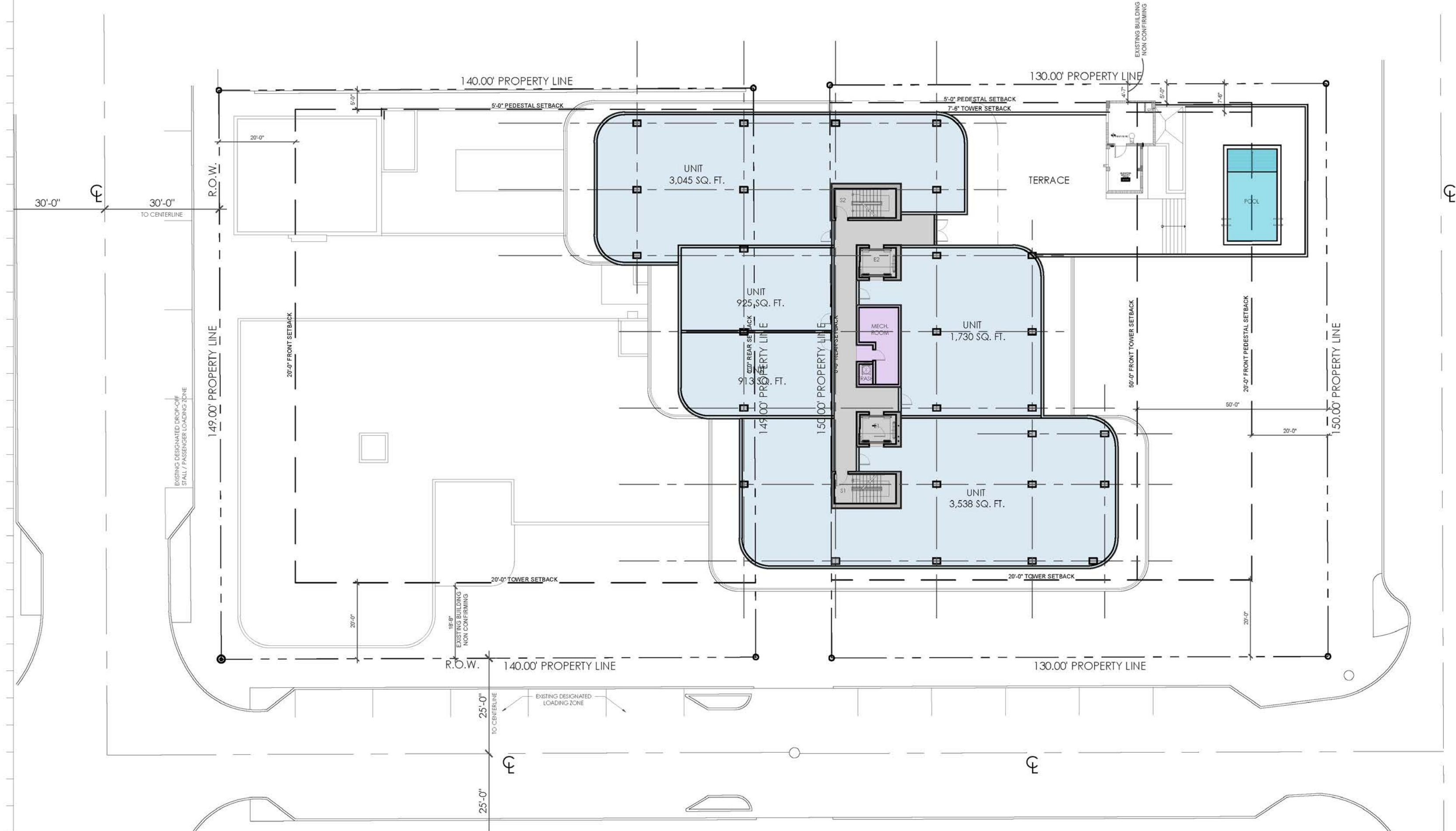
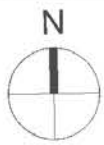
- RESIDENTIAL AREA 10,919 SF
- CORE/CORRIDOR AREA 2,014 SF
- BOH AREA 496 SF

① PROPOSED FIFTH FLOOR PLAN  
SCALE 1" = 30'-0"



# PROPOSED FLOOR PLAN

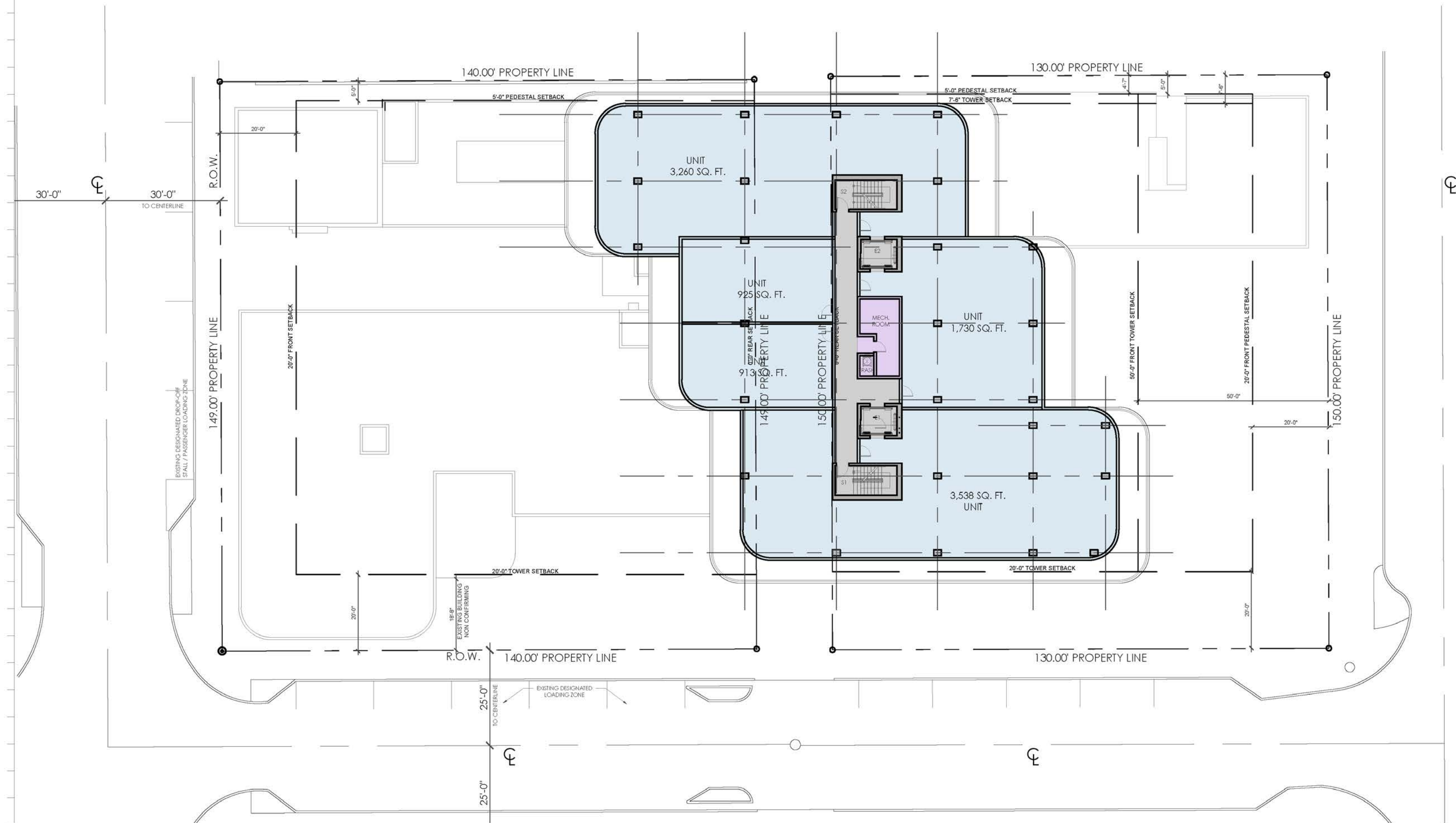
## SIXTH FLOOR



- RESIDENTIAL AREA 10,167 SF
- CORE/CORRIDOR AREA 1,171 SF
- BOH AREA 250 SF

1 PROPOSED SIXTH FLOOR PLAN  
SCALE 1" = 30'-0"

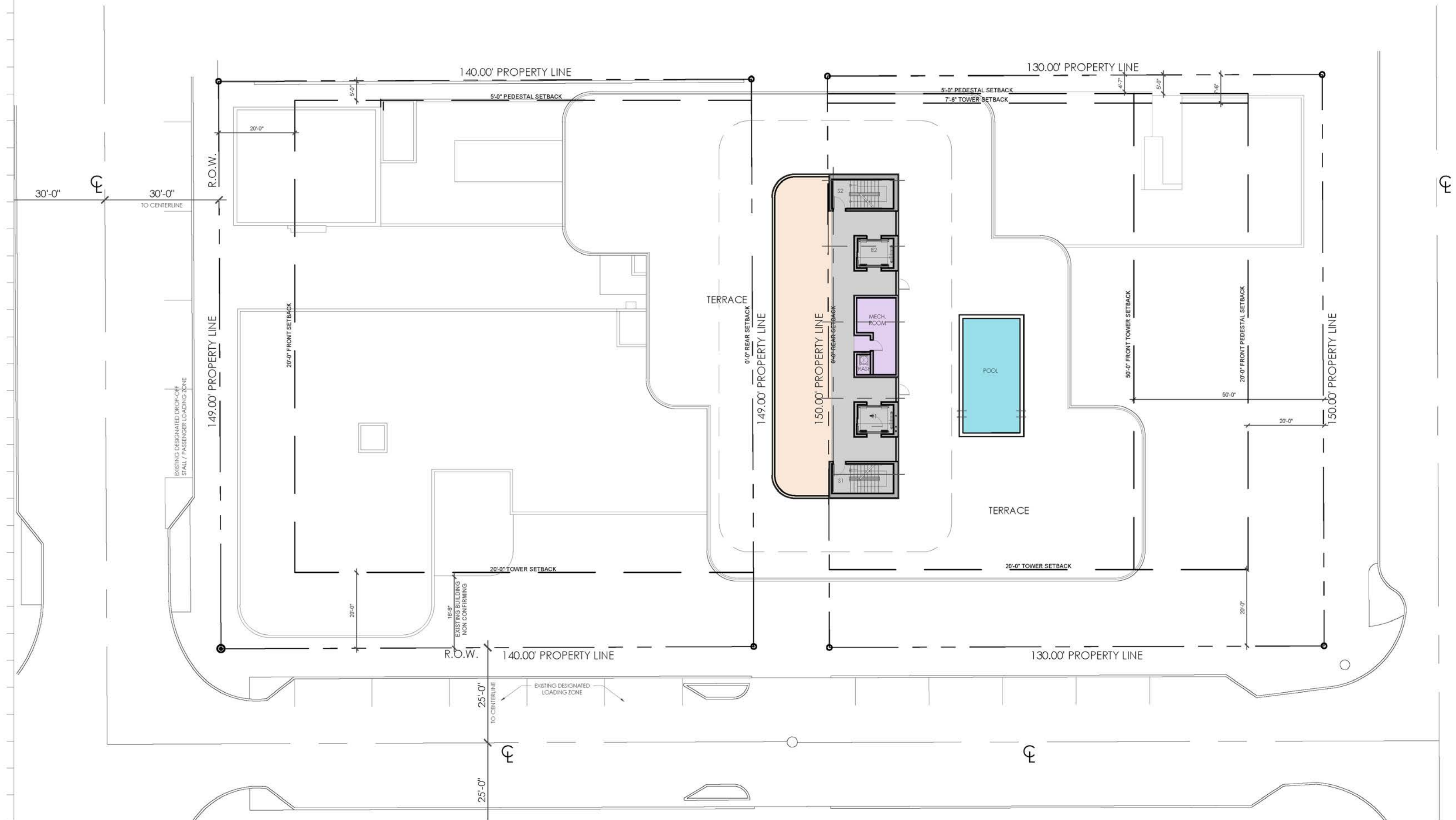
# PROPOSED MASS 7-13 FLOORPLATE



- RESIDENTIAL AREA 10,381 SF
- CORE/CORRIDOR AREA 1,020 SF
- BOH AREA 250 SF

1 PROPOSED 7TH-13TH FLOOR PLAN  
SCALE 1" = 30'-0"

# PROPOSED MASSING ROOFTOP



- AMENITY AREA 1,305 SF
- CORE/CORRIDOR AREA 1,252 SF
- BOH AREA 250 SF

1 PROPOSED ROOFTOP FLOOR PLAN  
SCALE 1" = 30'-0"

# NEIGHBORHOOD CONTEXT



The Wolfsonian-Florida International University  
1001 Washington Ave, Miami Beach, FL 33139  
HEIGHT 111'0" FT

Old City Hall  
1130 Washington Ave, Miami Beach, FL 33139  
HEIGHT 140'0" FT

1300 Collins Ave  
1300 Collins Ave, Miami Beach, FL 33139  
HEIGHT 104'0" FT

Netherland Condominium Associates  
1330 Ocean Dr, Miami Beach, FL 33139  
HEIGHT 125'0" FT

Council Towers North  
1040 Collins Ave # 2, Miami Beach, FL 33139  
HEIGHT 141'0" FT

Islander Condominium  
1255 Collins Ave #20, Miami Beach, FL 33139  
HEIGHT 115'0" FT

The Tides South Beach Condominium  
1220 Ocean Dr, Miami Beach, FL 33139  
HEIGHT 159'0" FT

Hotel Victor South Beach  
1144 Ocean Dr, Miami Beach, FL 33139  
HEIGHT 108'0" FT

