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INTRODUCTION

The Miami Beach Art Deco District is our nation's most unique result. For over 70 years, it has sustained itself as a premier and healthy community. And still, recently, it retained nearly unimpaired the accommodations, recreation and nonresidential facilities that have attracted thousands of visitors each year.

All South Florida is currently experiencing intense development and the Art Deco District is no exception. Land values in the District are high, especially for "softcore" projects, and the effects of uncontrolled new development have already become apparent in deterioration and excessive new construction. In some areas, new development has been spurred by the historic energy of the District. However, as the development momentum

quickens, it threatens to alter the very essence of the community's social, architectural and cultural fabric unless properly directed. The citizens of Miami Beach have recently begun to appreciate the inherent attributes of their historic Art Deco District. The latent potential of the District is being recognized with a conscious and enthusiastic effort to restore economic, health and vitality to the area. They recognize that the District will be unable to attract its potential share of the growing regional tourist market if guidelines are not developed to control the trends of physical deterioration and neglect. They also recognize that the architectural richness and quality of their community make it a very special place.

The time has arrived for a full fledged Preservation and Development Plan to focus the new energy in directions which will most effectively accomplish the goals of preservation and revitalization.

STUDY ORIGIN

The movement to save Art Deco and Mediterranean Revival architecture in the Miami/Beach area began in 1938 with the formation of the non-profit Miami Design Preservation League. This group of artists, interior designers and others concerned in local design activity organized to have the Miami Beach Architectural District listed in the National Register of Historic Places. This goal was accomplished in 1978, making the area the youngest National Register Historic District in the nation.

The development of a preservation master plan for the District which would recognize and promote preservation and rehabilitation became the next step for the League. An preservationists' group was concerned with the urban and architectural environment of the District, and it was also aware of existing development pressures into projects which would have a positive impact on the housing, social and economic needs of the community. The League responded by seeking public money to contract for a master plan for preservation and revitalization of the District. Early

in 1980, funding commitments were made by the City of Miami Beach, Management, Cook County, the Florida Department of State, Division of Archives, History and Records Management and the National Endowment for the Arts. Jointly, these agencies agreed to fund this Preservation and Development Plan.

This report represents the culmination of an eight-month planning process. Careful analysis of the District's architectural, social and economic characteristics by the consultants as well as periodic brainstorming sessions held with local public and private interests resulted in the formation of this dramatic and comprehensive Preservation and Development Plan. This document presents the study's major conclusions and proposals and seeks to call upon the public attention to the District and to spark a spirit of civic pride and interest in the area's future potential. Subjective data, interpretation and historical planning data can be obtained from the Miami Design Preservation League or the consultants.

GOALS OF THE PLAN

The goals of the Plan were identified in the introductory stage as means to establish a dialogue and sense of mutual commitment between the League, the City and the consultants. Five overall goals were identified:

1. To encourage sensitive revitalization of the historic and architectural significant buildings, in accordance with the recommendations of the Preservation and Development Plan.
2. To encourage development activities for private investments in rehabilitation and new construction which are compatible with the visual energy of the District and to create a healthy economic environment, reinforcing existing uses and identifying needs while also expanding future commercial activities.
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- 4 To provide guidelines for housing and services which support the identified needs of the District's population, especially the elderly.

SUMMARY OF THE PLAN

The Preservation and Development Plan is scheduled for implementation over the next ten years. During this period, a total of approximately \$22 million in public commitments is projected to generate up to five times as much in private expenditures for a total investment of at least \$100 million. Thousands of new housing units, open spaces and a fully mixed and healthy economy for Miami Beach. The Plan calls for a phased effort which begins in the Ocean Drive, Collins Avenue and Washington Avenue target areas and gradually extends to other areas of the District.

Key elements of the Plan are:

- Upgrading of the Ocean Drive hotels as tourist facilities with ground floor restaurants and tourist services fronting on an Art Deco and Mediterranean revival theme mix with through traffic removed from Ocean Drive.
- Reuse of lower Collins Avenue buildings as a health oriented commercial and recreational center, offering health/spa, sports, gym, etc.
- Upgrading of Washington Avenue as a neighborhood and tourist shopping area, with a focus on the historic heritage and cultural diversity of residents and visitors.
- Upgrading and rehabilitation of apartment buildings in residential areas for housing with family and elderly units and varied uses and programs for both permanent and seasonal residents.
- Creation of theme malls on Espanola Way and Lincoln Road. Espanola Way can be a Latin bazaar, while Lincoln Road can

- 5 To develop a joint commitment between the City, public agencies, preservation and civic groups, property owners and the local financial community in order to accomplish these preservation and development objectives.

Include Art Deco specialty boutiques and an outdoor museum of Art Deco art.

- Rehabilitation of historic hotels in the historic area for housing and creation of an artists and writers enclave in this area. Current focus will be nightlife and entertainment.
- Upgrading of large Collins Avenue hotels to be an expanded tourist market.
- Development of a large scale mixed use retail/health/watering trade center as a central focal point of the District with a variety of public spaces.

The District will capture a dramatically increased share of the tourist and commercial trade which now is directed to other areas of the Florida coast. The Plan offers an exciting opportunity to reverse the current trend of decline. It will create a new resort image, an inviting welcome to visitors and a pleasing and comfortable home for its residents, young and old.

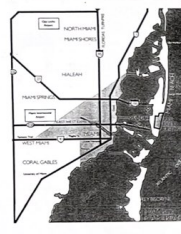
Without action, the District cannot survive. Continued deterioration is an easy alternative, and the possible removal of the other historic site would leave behind a lifeless community without a cohesive identity.

Implementation of the Plan will begin the renewal and rejuvenation of an important historic resource. Its completion will be the District's current development trends and market demands. The District can again become an outstanding place to experience, to live in and to visit.

STUDY AREA

The City of Miami Beach encompasses the nation's most densely developed barrier island isolated from the east coast of South Florida by the Island Waterway, where it empties into Biscayne Bay. Miami Beach is directly east of the mainland City of Miami.

The Miami Beach Art Deco District is a one-quarter mile area of



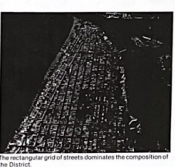
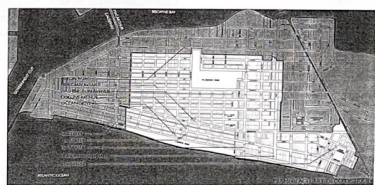
The District's barrier island location is ideally suited as a major attraction for visitors and residents of the region. The entire South Florida area is a large tourist and recreational mecca because of its barrier island. Total population for Miami Beach and visitors includes Key West, a quiet beach where rich architectural heritage remains unaltered from its nineteenth century beginnings. Everglades National Park, West Palm Beach which features a picturesque historic district of Mediterranean Revival design, and the Micoossee Indian Reservation, Miami, Fort Lauderdale, Palm Beach, Naples and Fort Myers are additional attractions and concentrations of development in South Florida.

The more immediate surroundings of the District within Dade County are equally important in its role as a tourist resort community. Other area attractions include: Coral Gables, since known as the "Greenwich Village of the South", the planned community of Coral Gables Little Havana, in the 8th Street area in Miami, Miami's "Wall of Art", Bay Center and Orange Row, the birthplace of the Miami design professional League. Also in Miami and directly west of the District is Government Cut, the port of arrival from South America and the Caribbean. East of the District, large hotels, such as the Fontainebleau and the Americana, built from the late 1920's to 1930's, attract thousands of tourists and play a major role in the Beach's continuing role as a tourist center. Extensive condominium development has also embraced the area, providing a vacation and retirement retreat. Major retail centers for more affluent tourists and residents are Miami's City Center, Biltmore and The Falls retail centers.

Excellent transportation networks throughout the region provide easy access to Miami Beach. Major north-south routes are Interstate 95, U.S. Route 1 and the Florida Turnpike. East-west connectors include U.S. Route 41, Routes 80 and 82. Miami International Airport is east of Miami on Route 111. There are major commercial routes from Interstate 95 and three state routes to Miami Beach, the MacArthur Causeway, Venetian Causeway and John Tambo Causeway. Within the District, Ocean Drive, Collins Avenue and Alton Road serve as major traffic routes north and south along the outside edge of the barrier island.

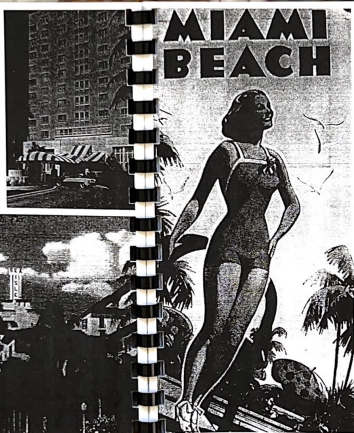
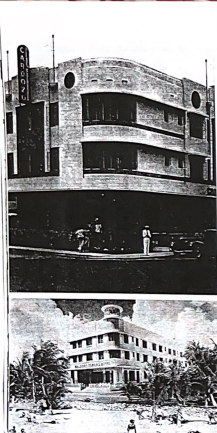
South of the District is the South Shore area of the City of Miami, which includes the South Shore, Biltmore, and the Hotel Biltmore. The City of Miami and the City of Miami Beach, Miami, Dade and Metropolitan Miami, Florida, are all interconnected. The City of Miami, which definitely must be considered in any potential redevelopment plan, is located just east of the District's barrier island attraction.

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Standard size rectangular plots produced a consistent pattern of building massing.

The rectangular grid of streets dominates the composition of the District.



TIME PRESENT TIME PAST

DISTRICT HISTORY AND DEVELOPMENT

The Miami Beach Architectural District was developed in the 1920's and 1930's as the nation's most fashionable winter resort area. Prior to 1925, the area was part of a 195-acre colonial plantation established in the 1820's by Henry Lumis, a Pennsylvania farmer. Lumis purchased the land from the U.S. Government for \$16 an acre, introduced the Florida palm tree and created the first hotel, the Commodore. Lumis was an industrialist who introduced the automobile to the area. He was responsible for introducing the automobile to the area. He was responsible for introducing the automobile to the area. He was responsible for introducing the automobile to the area.

In 1915, planning of the island was begun by the Ocean Beach Realty Company (L.H. Lumis). The basic grid pattern was established, 200 feet by 400 foot blocks and was also 50 feet by 100 foot wide. The street layout of 1915 is still the District had been planned by the three land development companies: Ocean Beach Realty Company, Alton Beach Realty Company (Carl Graham Fisher), and the Miami Beach Improvement Company (L.H. Lumis).

In 1915, Fisher began development of Lincoln Road as an east-west axis, using a circus elephant to cut through the dense mangrove swamps. Land with the show and the Ocean Beach Realty Company as the first owner of the beach. The newly incorporated Town of Miami Beach purchased a strip of ocean front property from L.H. Lumis in 1915 and designated it as a public beach. Lumis planned ocean front along its edge and beach for beach to speed in two years. Lumis Plan was later to become the "American Riviera" for winter visitors vacationing in the hotels along its edge.

The three land developers were quick to promote the new resort, resulting in the first major building boom of 1920-1922. By 1921, there were three hotels, the Flamingo, the W.J. Brown and the Lincoln. The first ocean front hotel, the Waldorf Astoria, the District was completed in 1922. The Roney Plaza opened in 1925. Financial investment boomed as the stock market rose, and land speculation became a game of quick sales and rapidly increasing real estate values. During this period, most hotels and other buildings were designed almost exclusively in the Mediterranean Revival tradition. In the Lumis tract, the Blockbuster Hotel,

Amsterdam Plaza, Edison Hotel, Edward Hotel and Parkway Apartments are fine examples of the period.

In the area north of Lincoln Road much of the development reflects Carl Graham Fisher's efforts to create an exclusive luxury resort. Fisher, the Florida lottery magnate, is often referred to as the "Father of Miami Beach." He professed the Beach's recreational qualities to sponsoring horse races and developing polo fields and golf courses. Today, the former clubhouse of his Miami Beach Golf Links (1917) is used as the municipal community center and is the oldest municipal structure in the City.

While lots on Ocean Drive, Collins Avenue and adjacent streets were sold for residential development as modest single family homes, property along Washington Avenue was developed for commercial and public uses. A hotel crossed the County Causeway and continued to Washington Avenue, defining the main commercial spine of the District. The avenue displays several architectural landmarks which reflect the commercial and industrial importance. The Washington Storage Company, with its richly appointed Mediterranean Revival, was designed as a storage facility for household goods of wealthy seasonal residents.

The old Miami Beach City Hall was built in 1927 at the intersection of Ocean and Washington Avenues. This progressive new structure suggested the City's continuing optimism. Inside the central hall, designed by 1925, Jeffrey D. Fensberg Elementary School, built in the Central Beach Elementary District in another early Mediterranean Revival style building with overtones of the Mission style. The charming Mediterranean Revival character of Española Way reflects its development for commercial and residential uses by 1927. Fisher as a model for artists, writers and musicians.

Recovery from the 1926 hurricane was slow but steady. Land values tended to rise off, and by 1930, the population had grown to nearly 6,500 permanent residents.

The 1930's were difficult for Miami Beach, but income from palm groves and hotels enabled it to weather the worst years of the Great Depression. In a sense, the Depression helped the Beach. For those who could afford it, the Beach provided one of the few escapes from the pervasive gloom which engulfed the country.

By 1930, Miami Beach's economy had recovered and the second building boom of 1935-1945 had begun. Hotel development

located along Ocean Drive on bonus lots unbuilt upon during earlier residential development. Permanent residents numbered 28,000 by 1945, with an additional 75,000 annual winter tourists, all an urban Miami Beach in administrative accommodations.

Restricted economic conditions in the years following the Great Depression resulted in more modest residences than in the earlier years. Many of the small lots south of Lincoln Road provided opportunities for small investors catering to seasonal or transient tourists. Modestly scaled hotels and apartment buildings quickly dominated blocks after blocks west of Washington Avenue. Almost all were designed in the Art Deco or Moderne style with facades of windows, projecting awnings, cubed corners and detailed ornamentation inspired by the streamlined building forms. Typical examples of the early Art Deco hotels and apartments include the Normans, Belmore Apartments, Larkin, Evelyn and John Apartments. The sites were generous and friendly, reflecting the character of the neighborhoods, where residents shared common courtyards, balconies and ramps.

The demand for tourist hotels was equally intense, and large, impressive hotels were built. In the Ocean Drive-Collins Avenue area, a strong, prominently governmental presence. Architectural magnificence and the style calling forth the standard to adorn the many new hotels. The Biscayne Shore District, New Homes and Old Parks only began to reflect the imaginative application of the Art Deco style to Miami Beach's hotels.

West of Collins Avenue between 20th and 23rd Streets, an intimately scaled cluster of smaller hotels and nightclubs emerged. A glamorous tone had been established by the pastel Roney Plaza Hotel in the 1920s. Music and entertainment filled the streets from the Strand to the Mall and the recently opened El Chico Club, where Latin music and dance themes were selected by "Red" Turner's music. The Roney Plaza was one of the most striking of the District's Art Deco buildings, set the pace for the new. Across from the Roney Plaza, the original Miami Beach Public Library was built, nestled in a small park. Entry clad in travertine, the structure is now the Basil Museum.

While the demand for housing flourished throughout the District, commercial enterprises remained concentrated on Washington Avenue and Lincoln Road. New Art Deco theaters, offices, retail shops and movie facilities were incorporated with earlier buildings along these major streets. The Cameo Theater on Washington Avenue is an excellent example of streamlined Art Deco. The back-lot Cinema Theater Building contains the original Miami Beach movie theater designed by Thomas Lamb, one of the District's theater designers of the period. The building housed a "Fremont camera" support club and cabaret.

The U.S. Post Office was built in 1937 as a "contemporary interpretation of Mediterranean architecture" inside the grounds as a WPA. Planned by Charles Hechler, depicting scenes of Florida history.

On Lincoln Road, prominent Art Deco structures housed elegant boutiques and shops. The Chandler Building, Lincoln Theater Building and Chase Federal Building are handsome examples of period design, reflecting the strong interest in industrial design and streamlining. The Community Church of Mediterranean Revival style, is set among landscaped gardens which form an oasis of tranquility on the busy mall. In 1937, Lincoln Road was converted to a pedestrian mall, and new plantings and fountains were added.

During the years, Miami Beach gained a generous reputation as the resort capital of the South and maintained that image by providing the local, recreational and cultural amenities, in which it stands to claim. The well planned and rapidly implemented development has produced an architectural district where visual coherence and high-quality design serve as proud reminders of its remarkable history.



Aerial view of Lumina Park c. 1930.



Fashionable Lincoln Road was considered the "Fifth Avenue of the South."



The Roman Pool in 1918, an early attraction of the Beach.



The boardwalk was lined by cabanas overlooking the beach.



Rooftop dance floor designed with a nautical flag.

ARCHITECTURAL SIGNIFICANCE

DISTRICT STYLES

The Miami Beach Art Deco District contains the nation's largest and most significant concentration of recent architecture dating from the 1920's and 1930's. The area's development within a relatively short period of time resulted in an extraordinary architectural concentration of Art Deco and Mediterranean Revival design.

During the 1920's the Mediterranean Revival style became the fashionable choice for housing, schools and commercial buildings, and Miami Beach's first hotels, apartments and homes were designed in this picturesque but traditional historic mode. Over forty percent of the District's buildings attest to the popularity of the style and of these, many are in the Spanish Colonial mode of Mediterranean Revival. The proliferation of the Spanish Revival style in Miami Beach can be attributed to the situation of the Panama-Canals Exposition of 1915-1916 held in San Diego. The architectural vocabulary of the exposition drew from the contents of the early Spanish colonization of California.

Mediterranean Revival buildings possess an elegance and excitement which was totally suited to the prosperity and sense of well-being of the 1920's. Red steel roofs of low pitch, arched windows and piazzas with iron grilles. Downspouts are often flanked by columns or pilasters, and accents of terra cotta or upper levels are common. Wrought iron balconies, and window grilles are another decorative feature of the style.

The "Exposition des Arts Decoratifs" of 1925 in Paris marked the debut of the Art Deco or Moderne style. A Hoover commission sent representatives to Paris, and the European influence was soon felt in New York's Chrysler Building (1930-32) and Chase Building (1927-32). But it did not fully take hold in Miami Beach until the economic boom of 1925.

The Art Deco Movement sprang from a search for modernity and the notion that it could be achieved through a new style of art and architecture. Miami Beach Art Deco is a unique result of buildings with cubic, simple lines and clean facades, applied painted or encaustic ornamentation. The Art Deco style was also influenced by the three World Fairs of the 1920's and Hollywood movie sets. Busy Berkeley movie sets, Hollywood Boulevard and the glamorous page of the Hollywood movie world contributed to the fashion aura of Miami Beach, its people's lifestyles, their dress and the forms of buildings they built.

The industrial triumphs of the 1930's crowned a fascination with

high speed technology, turbines, trains and airplanes. This fascination was reflected in the pioneering effort of Art Deco design. Certain buildings also reflect the mixed interests in Egyptian, Aztec and South American cultures. Others are transitional Mediterranean Revival buildings with Art Deco details. Federal Depot buildings of the W.P.A. period and factory or industrial styles.

Art Deco was an eclectic style combining trends from earlier eras ranging from gothic, classical, baroque, arabesque and neoclassical combined with modern rounded forms and undecorated surfaces. Historic windows or facades of color emphasizing a more horizontal orientation on many of the smaller buildings. Facades in red and other encaustic in unexpected base materials. Art Deco patterns such as four-pointed Greek keys, scrolls, floral designs and zig-zag patterns. Light and shadow are used to accentuate architectural details. Glass block, open airways, metal, chrome, aluminum, chrome and polished brass are used in Miami Beach Art Deco. The profile on the Miami Beach Art Deco contrast remains in the European and American antecedents of the Art Deco style in further detail.

DISTRICT ZONES

The Art Deco and Mediterranean Revival styles found their expression in all of the major building uses in the District. The uses coincide with the long established street configuration which divides the District into three functional zones. These zones are the commercial heart, the commercial strip and the residential area.

The commercial heart is concentrated along Ocean Drive, Collins Avenue and the beach boulevard area. They present a variety of uses and styles. On Ocean Drive, from the 1920's to 1930's, the Art Deco design type led by the Victor, the Tides and the Casino are punctuated by an occasional Mediterranean Revival structure such as the Ambassador Palace. On Collins Avenue, the larger hotels compete for attention with their tall spires, zig-zag patterns, ogee arches and curving walls. Hotels line both sides of the street and exhibit greater density in scale, style and setbacks. The three-story buildings create a symmetrical design with their rounded balconies and stepped setbacks. Hotel styles range from the Mediterranean Revival to the Art Deco style. Peter Miller, the Collins Avenue hotel, is a special example of grand, sometimes Art Deco style. The museum area contains a cluster of smaller hotels and the vestiges of sophisticated restaurants and night

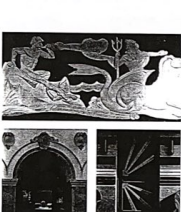
spots. The Plymouth Hotel, with its tall spire and vertical ribbon windows, was influenced by the futurism of the 1933 World's Fair and is a focal point for the area. Consistent fine designs form a cohesive ensemble on 110 Street, highlighted by the Governor, Adams and Tyler Hotels.

The seasonal hotels are concentrated along Ocean Drive, Collins Avenue and the Biltmore Avenue. They present a variety of imaginative architectural styles, art deco and architectural motifs. On Ocean Drive, from left to right, the Art Deco design is typified by the Yorker, the Tides and the Carillon and is particularly an excellent Mediterranean Revival structure such as the Alhambra-Palace. On Collins Avenue, the major hotels compete for attention with their tall spires, sculptural facades, arched and curving walls. Hotels like both sides of the street and exhibit greater diversity in scale, style and setbacks. The ribbon design and towers create a streamlined image while color is used boldly to emphasize verticality, setbacks and terraces, and bright light and color. Within the collection of Mediterranean Revival Hotel, Edward and the Pines Hotel, the Collins Avenue hotels are typical examples of grand, sometimes flamboyant Art Deco hotel designs. The museum area contains a cluster of smaller hotels and the wing of sophisticated restaurants and nightclubs. The Plymouth Hotel, with its tall spire and vertical ribbon windows was enhanced by the futurism of the 1933 World's Fair and is a focal point for the area. Consistent fine designs form a cohesive ensemble on 110 Street, highlighted by the Governor, Plymouth, Adams and Tyler Hotels.

Washington Avenue, the major north-south artery and the main commercial strip, contains a great variety of uses and building types. Despite later remodeling of structures, the original Mediterranean Revival and Art Deco design influences remain strong. The central area of department stores, theaters, fish and produce markets includes many notable commercial structures such as Frumkin's, Bazaar, the Wynette, Baskin's and the Cinema general architectural landmarks. The Washington, Skopje and Theatrical Building, interspersed with the modern retail buildings are the Corners, Old City Hall, the Biltmore Hotel, U.S. Post Office, Carver Theater and Temple Emmanuel. It is home to a few

Lincoln Road has served as the District's office, commercial and specialty retail area since Car Caborn's urban development of the 1920's. In 1957, it was closed to traffic and lined with lush plantings, fountains and seating. Architecturally, it ranges from one and two-story structures to six-story office buildings encompassing large blocks. Uniform facade lines and consistent classical architectural details, although many of the original storefronts have been replaced. Key architectural landmarks such as the Barmat, Lincoln Road Modern Building and Credit Federal Building stand out as anchors along the pedestrian plaza. The six-

story Van Dine Building represents the earlier Mediterranean Revival influence while the Sterling Building, retrofitted in 1941, reflects the transition to the Art Deco style and motifs which predominate on Lincoln Road.



The Sterling Building, retrofitted in 1941, reflects the transition to the Art Deco style and motifs which predominate on Lincoln Road.



The St. Moritz is an excellent example of the streamlining effect of many Deco buildings.



Carved railings and tile roofs enhance the Mediterranean Revival style Parkway Apartments.



The railings, scoopers, slopes and vertical emphasis of the Glen Bell are typical Art Deco features.



Horizontal window bands, glass block and sunshades are balanced against the vertical emphasis of the entry to the streamlined Sterling Building.

Retail shops and small hotels such as the Clay, Carlton and Seaside Hotels, dominate the eastern blocks, while apartment buildings and residences of Mediterranean Revival design dominate the western blocks.

Although the District is outstanding in its uniform and consistent architectural imagery, certain particulars among specific examples have been identified. Key buildings predominate in the blocks along Ocean Drive and Collins Avenue and along the two commercial strips, Washington Avenue and Lincoln Road Mall. Many of the buildings in the residential areas are usually fine examples of Mediterranean Revival and Art Deco design, although many include and more modest in their use of detailing and sculptural elements. An architectural significance map was prepared to delineate locations of architecturally important structures and to lead to the office of the Miami Design Preservation League.

Collectively, the architecture of the District represents a richly ornamented style reflecting the transition to a new spirit of modernism during the 1920's and 1930's. The smooth surfaces and rounded geometry of the building forms, together with, create an appealing streetscape representative of the glamour and style that has always symbolized Miami Beach.



Horizontal recessed balconies counter the vertical center bay of this typical Art Deco block.

MIAMI BEACH ART DECO ITS CONTEXT

The Art Deco style found in Miami Beach was a product of many new ideas and movements which together comprised the major trends of modern art and architecture. The term Art Deco, not even three years old, has only recently become closely associated with renewed interest in this style, originally known as Art Moderne.

Because the style has sometimes been a high and versatile style with regional variations, it is easier to analyze. The Art Deco period was characterized by great diversity; there was a revival of craftsmanship and a concern for the individual expression of the artist, while at the same time an emphasis on the machine and mass production was evident. Furthermore, two major periods of Art Deco exist: the general consumer period, with motifs of tourism, luxury and organic imagery; and the later period, which was more industrial, scientific and machine-oriented. Even the most obvious objects of the style, the Egyptian Revivalism in the Art Deco style, is not a revival of the Egyptian Revivalism in the Art Deco style, but a new style of Egyptian Revivalism, one that is more modern and more expressive of the machine age. The Egyptian Revivalism in the Art Deco style is not a revival of the Egyptian Revivalism in the Art Deco style, but a new style of Egyptian Revivalism, one that is more modern and more expressive of the machine age.

This report was created by a small number of architects, many of whom never received formal training but who represented the ideas brought to Miami by the few who had produced architecture in New York City. The American dream for the complete and diverse ideas imported from Europe. The two parts of images which follow provide a brief overview of the movement and origins to which the Art Deco architect in Miami Beach responded.

Of the Art Deco architects in Miami Beach, the most prominent were those who had studied in Europe. The Art Deco architects in Miami Beach were those who had studied in Europe. The Art Deco architects in Miami Beach were those who had studied in Europe. The Art Deco architects in Miami Beach were those who had studied in Europe.



George Frazar: One of the first Art Deco buildings in Miami Beach, Florida, 1925.



Gene Keenan: A modernist building in Miami Beach, Florida, 1925.



Phonograph Art Deco Building: A building in Miami Beach, Florida, 1925.

CHURCH from unexpectedly in 1927 with, in the opinion of some, the building of the Church of the Holy Spirit in Miami Beach. The Church of the Holy Spirit was designed by the architect George Frazar and was one of the first Art Deco buildings in Miami Beach. It was a landmark building that combined traditional religious architecture with modernist influences.

George Frazar: One of the first Art Deco buildings in Miami Beach, Florida, 1925. Frazar's work was characterized by a blend of classical and modernist styles, reflecting the transitional nature of the Art Deco movement in Miami Beach.

Gene Keenan: A modernist building in Miami Beach, Florida, 1925. Keenan's architecture was more explicitly modernist, embracing geometric forms and a lack of ornamentation, which was a departure from the traditional styles of the time.

ART MODERNISM in Art Deco was a style of art and architecture that emerged in the 1920s and 1930s. It was characterized by its embrace of modernist principles, such as the use of geometric shapes, bold colors, and a focus on functionality and mass production.

PARIS 1925 was a major international exhibition held in Paris, France, in 1925. It was a landmark event that showcased the latest in art and architecture, and it played a significant role in the development of the Art Deco style.

BAHNSHALE called the most important art school of the twentieth century. It was a school that emphasized the importance of design and craftsmanship, and it was a key institution in the development of the Art Deco style.



Phonograph Art Deco Building: A building in Miami Beach, Florida, 1925.



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DISTRICT LAND USE

ENVIRONMENT AND OPEN SPACE

Miami Beach, the nation's most intensively developed barrier island, has been considered a model of coastal development for decades. In 1960, "The Year of the Coast," the re-examination of this model community brought renewed appreciation for its environmental amenities and the problems of unplanned urbanization.

The natural setting and mild climate of Miami Beach continue to be an ideal escape from cold northern winters. Unhindered by water and close to the Gulf Stream, prevailing easterly winds and gentle sea breezes create a comfortable climate year-round. Temperatures range from an average of 72° in January to 82° in August, creating a mild temperate climate.

Although the tropical vegetation throughout the District and the excellent environment throughout the city may no longer be as abundant as the park lands, the potential remains to recreate this idyllic atmosphere. The view of the ocean from Ocean Drive is still very dramatic, and the view of the city from the ocean is still as dramatic as the view of the city from the ocean. The potential remains to recreate this idyllic atmosphere. The view of the ocean from Ocean Drive is still very dramatic, and the view of the city from the ocean is still as dramatic as the view of the city from the ocean.

Major open spaces in the District are limited to two Lummus Park and Fleming Park. Established in 1915 along Ocean Drive, Lummus Park continues to be a major public open space and meeting place for District residents. Lining areas and shaded walkways along the 20-acre park's edge are well-suited to the beauty and scenic enjoyment of the District's residents and have the potential to be even further developed as pleasant spaces for both active and passive recreation. An expansion of 1000 Street in the Park provides organized activities for the local community.

The entire beach is programmed for extensive rehabilitation by the Army Corps of Engineers to provide a safe beach as a haven for swimmers and sunbathers and to protect the beach from storms and hurricanes. In addition, Lummus Beach Park will act as a catalyst for tourism. Three million dollars will be spent for Phase One from 21st Street to 4th Street, and additional funding has been requested to carry the improvements to Lincoln Road. The project is conceived as a 50-foot wide strip of tropical landscape threaded with a promenade, where this pedestrian circulation along the beach is and around oceanfront hotels and to major points of interest. With the Corps' recently completed extension of

the beach to a 200-foot width, the Linear Park will be an important complementary resource for tourists and residents.

Fleming Park is a second environmental remedy of 3.5 acres. Here, the focus is on active recreation. Tropical plantings create a scenic promenade, protecting the park from and enhancing the densely settled residential areas which surround it. Within the park are softball, tennis, basketball and children's recreational facilities, as well as sitting areas and attractively landscaped walkways. Fleming Park is highly used by the residents but would benefit from the proposed additional landscape improvements and expansion of recreational facilities.

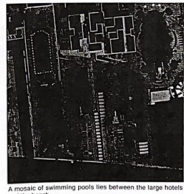
The favor of Miami Beach's image as a recreation spot in a glamorous vacation setting is no longer evident. Sporty events, such as horse racing and polo, have been replaced by more passive activities, but the scenic and environmental assets remain strong and well-recovered.



The palm grove of Lummus Park offers shaded comfort for enjoying the cool ocean breezes.



Large hotels, such as the Delano and National, are clustered along Collins Avenue between 16th and 23rd Streets.



A row of swimming pools lies between the large hotels and the beach.

HOTELS

The Deco hotels, synonymous with Miami Beach and its tradition as America's winter seaside resort, highlight the qualities of the Art Deco style. Function, texture and color are designed to create a unique resort environment. Even the names of the hotels—New Yorker, Plymouth, St. Moritz, Betty Ross, Chrysler, Delano, Sagamore, Caribou, Tiffany, Versailles, Waldorf, etc.—portray a time past, a present relationship which ties them to the various homelands of visitors or to images of national interest.

These hotels were constructed before World War II, primarily during the 1920's, when there was a surge in the construction of small low-rise hotels to serve the more modest middle class tastes of the time. However, this decline has actually preserved the historic hotels. Contemporary and innovative innovations have been minimal; most hotels retain their original character and design integrity.

During the past season, generally defined as being from November to May, a number of District hotels charge an \$4,000 per week for an 11-night stay. Rates for the winter months are periods, some for as long as six months. These visitors are primarily from northern United States and Canada. Summer tourists, many residents of Latin and South America and Great Britain, visit the District for shorter periods. The District loses advertising nationally or even locally, perhaps because the repeat business rate appears to be over 75 percent.

Many of the smaller hotels function as a supportive living environment. First floor lobbies, open porches and balconies are general tourist services such as coffee shops and restaurants. Some provide social interaction between tourists and well-passing pedestrians. Other amenities include organized social services, live entertainment, theater, music, health and spa services. While particularly amenable to the needs of retirees, this informal ambience is also congenial to a resort population.

Although the hotels offer special services to permanent and temporary guests, they are generally unable to compete with the more modern hotels north of the District. Adaptive systems as well as general tourist services such as coffee shops and restaurants need to be provided to compete for the District's share of a part of the recent growth in Miami Beach tourism.

In January, 1976, a preservation group, the Art Deco Development Corporation, was formed to spearhead preservation and rehabilitation of the District's hotels. They recently purchased the Caribou Hotel and began a program of hotel restoration and tax shelter limited partnership for other hotels, mostly along Ocean Drive. To date, the Caribou and the Victor have been greatly restored under the direction of an accredited contractor, Shingly

Miami Beach currently has 30,673 hotel/motel rooms in 343 properties. The number of rooms is decreasing with each successive demolition. The average size of rooms is 100 square feet and new hotels have been built in the City in over fourteen years. Only 33,000 rooms are completed in the contemporary hotel market.

A 1976 survey of District hotel owners and managers conducted by the Department of Architecture and Planning at the University of Miami indicates important hotel trends in the Ocean Drive, Collins Avenue and Museum areas. Most hotels have a large proportion of permanent, year-round residents, in part, a figure slightly over 70 percent, but the average rate of permanent occupancy in the hotels surveyed was 62 percent. These hotels have an extremely high degree of occupancy by residents and business appointments for advertising, apartments, palmettos and lawns.

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backed by national travel promotion, the group has attempted to bring new transient business to these small hotels.

The hotels are central to the revitalization aspect of the Preservation and Development Plan. Carefully upgraded and renovated, the hotels may be the catalyst to attract a burgeoning international trade to the District, the establishment of a tourist and resort mecca could be achieved by a single hotel or restoration environment on Ocean Drive and Collins Avenue.

RESIDENTIAL

While the hotel boom in Miami Beach has had a salutary result, the District's extreme residential overpopulation is equally significant. Between 1920 and 1940, the year-round population actually increased at a faster pace than the tourist population.

The area bounded by Flamingo Park to the south and east, Alton Road to the west and 16th Street to the north contains a concentration of single family bungalow designs. Built by a less affluent population, owners and their children to nearby neighborhood schools at one time, this area became a community within a community of the larger District.

The Depression years brought a decline in home ownership in Miami Beach similar to other parts of the country. A more efficient housing form was introduced and widely adopted—the small apartment house. Approximately ninety percent throughout the western section of the District from 8th Street north to 16th Street. In fact, 1920 data showed that 85 percent of the 36,500 dwelling units in the area bounded by 6th Street and Dade Boulevard is rental housing. Originally built as multiple bedroom units, many have been converted to smaller dwellings, and 96 percent of the rental housing has one or two bedrooms.

The small District apartment buildings, two or three stories in height, illustrate how the basic design of Art Deco and Modernist design features solve important practical problems in the tropical climate. Expansive verandas and balconies, light colored concrete walls, keep rooms cool, and common courtyards, as well as balconies and terraces are designed for residents to share the pleasant climate. Today, as then, the open porches and front yards are a pleasant space for residents to sit or relax, day or night, which permits to enjoy the good sea breezes and scenery. This informal social interaction cannot be overemphasized in supporting daily contact for resident retirees.

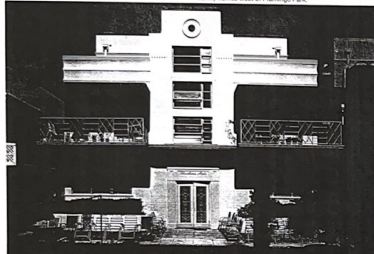
These apartment blocks retain their original pleasing aspect, with alterations generally limited to replacement windows and new exterior paint schemes. Some have demonstrated both inside and out, due to inadequate maintenance. Others have old fashioned

interiors which have never been modernized. Bathrooms and cooking equipment may be obsolete, especially for the elderly and physically unable to upgrade and provide necessary accommodations for residents.

Elderly Jews and Latin Americans comprise the majority of apartment residents. They enjoy the geometry of Flamingo Park and Washington Avenue, yet are removed from the hectic pace and congestion of tourist-oriented services and facilities. The apartment neighborhoods are attractive and cohesive and can be renewed as a desirable place for residents to call "home."



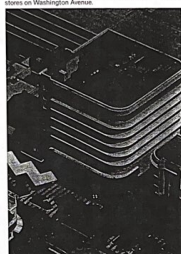
This Miami Beaches revival bungalow is typical of the single family houses west of Flamingo Park.



Blocks and blocks of low-rise Art Deco apartment buildings like this one form the heart of the district's residential neighborhood.



Retail and service establishments are integral aspects of the culture of Miami Beach. Their continued presence and use provide the environment with a feeling of vibrancy and life. These uses have been concentrated in linear fashion along major streets.



Washington Avenue contributes to the District's Miami Beach style with cultural and open streets. From the markets, boutiques, salons, taverns, and services create an atmosphere of cultural vitality and diversity which is the essence of Miami Beach. Recent crime problems since the Cuban immigration of 1960 have placed

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a heavy toll on Washington Avenue. At least 100 have been closed in the past two months. The long time retaining companies, particularly in apartment and retail shopping, is being tested.

Lincoln Road is an eight block mall which was formerly Southern Florida's premier retail street. This street was transformed into one of the nation's first pedestrian malls in 1957 in an attempt to return new vitality and complete an emerging shopping centers. Gradual evolution by various commercial interests has reduced sales 75% and increased parking. Changing retail markets and special opportunities continue to threaten Lincoln Road Mall, but it is still recognized as the City's primary business district.

Esplanade Way is a two block area of shops and hotels known as the "Spanish Village." Completed in 1925, it was the first integral development in the City. Its unique skyscraper provides a unique Latin environment within the District. Interest in preservation is currently being expressed by property owners. Esplanade Way, sponsored by the City House, is a thematic tourist and mixed use development opportunity which should be encouraged and guided.

The spirit and culture of the Art Deco era have been preserved in the District's theaters. In 1978, the Cinema Theater was closed, and since then all of the major theaters have closed. Strategic locations and excellent exposure added to their visual impact. Theater interests featured the ultimate in Art Deco design. The Cinema, Lincoln and Corona were excellent examples from the period. The Cinema still remains, and would be the City's most significant remaining asset. District's national campaign to preserve the interior, the Corona is currently being considered for conversion to a shopping mall, an arena which would increasingly detract from landmark interest. The 1947 theaters, the Beach and Coral, have already been renovated as luxury shopping malls.

The entertainment focus of the 1920's was further evidenced in the Miramar Ballroom and the now demolished El Chico Club. The El Chico Club, with its beautiful interior music by Paul Silver Thorne, was destroyed to make way for a condominium development. Further renovation of significant cultural structures will provide the strength which can be a resource for a revitalized Miami Beach.

Cultural rebirth and growth are the cornerstones of successful revitalization efforts throughout America. A primary Art Deco movie palace, the Paramount in Oakland, California, has been restored and placed in the city's major cultural center. New York's Radio City Music Hall, an Art Deco shrine created by industrial designer Donald Deskey, serves not only as a vital performance

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hall but also as a museum and gathering place for Art Deco functions.

Other examples include the Fox Theater in Akron, the Opera House in Wilmington, Delaware; Mechanics Hall in Worcester, Massachusetts; and the Rialto Theater in Milwaukee. In these projects, the inclusion of a significant cultural facility has opened the economic and cultural rebirth of the entire downtown area. In the same way, Miami Beach has an opportunity to capitalize on its own remaining cultural resources that are now vacant or underutilized, most notably the Warshaw Ballroom, Cinema and Lincoln Theaters.

CULTURAL FACILITIES
Written and immediately adjacent to the District are a variety of public facilities. These resources can be expected to leverage the upgrading of the surrounding neighborhoods.

The nearby Miami Beach Convention Center and the Center for the Performing Arts are assets to support the hotel/tourism/government industry. In conjunction with new and rehabilitated hotels,

these facilities can help attract Miami Beach's fair share of the growing tourist and convention market.

The Bass Museum and Rialto Library are cultural facilities which can anchor revitalization and new development opportunities in the 21st and 22nd Streets area. The Community Center at 21st Street, one of the oldest structures in the District, can serve the community's elderly residents with theater, a special lecture hall and adult classes.

The Fenwick and Fisher Schools can be utilized to strengthen and upgrade the surrounding residential areas for elderly and family housing. These well-located facilities should continue to be major assets to improve and maintain the neighborhood character.

Located at the intersection of Washington and Duval Avenues, the new Miami Beach City Hall is now vacant and surplus to the City. This new city structure offers an excellent opportunity for adaptive reuse and would add new vitality to Washington Avenue. The City has indicated its flexibility, study, and development opportunities will be identified shortly.

CIRCULATION

VEHICULAR CIRCULATION
Access to and from the Art Deco District is provided by a series of thoroughfares which run west to Miami and the Miami International Airport. The regional highway network is well-defined.

Automobile traffic functions smoothly throughout the District although no recent traffic studies have been undertaken. Congestion occurs occasionally on Ocean Drive during peak weekend hours, but this is a natural consequence of high beach usage on Saturdays and Sundays. A traffic study should be conducted to determine needs and future traffic planning consistent with the Preservation and Development Plan.

The Metropolitan Dade County Transit Authority operates a public bus system which services the District. Bus routes run north-south on Alton Road, Mendota, Washington and Collins Avenues. Most routes have at least three to five miles (one way) by bus. The system is not oriented toward bus stops or loops within the District.

An open train provides a public shuttle service on Lincoln Road Mall. This service is sporadic but does respond to a recognized need for improved transit along the right-of-way which many shoppers find too long to walk.

At this time, there is not adequate mass transit to serve the special needs of the District. A shuttle bus system which connects the District to major shopping and activity areas is badly needed for both residents and tourists. The vehicles should be exceptionally well designed to appear to fit in and enhance the attraction itself to Miami Beach. The system should interconnect with the County bus system and the rail transportation mode.

Parking in the District is supplied by on-street metered spaces, private lots and public facilities. It is one of the congested commercial zones and along Ocean Drive during summer weekends that peak season parking demand exceeds supply. The Beach Renourishment and Beachfront Park programs will partially alleviate the parking problems near Lummus Park and the beach. The District, public and private facilities need to be developed to respond to existing conditions and the anticipated parking pressure generated by revitalization.

Parking demands and needs of the 83 block area surrounding Lincoln Road Mall and the Convention Center were evaluated in a 1975 Parking Study. A parking program which took into consideration the expansion of the Civic Center, relocation of City Hall and the Rialto, Jenkins Building and zoning requirements was developed. The proposed program provided the addition of parking,



Buses are the only public transit available in the District.



Public improvements and storefront elevations would enhance the pedestrian experience of the District.



Landscaping is needed to offer relief from the heat on many streets and to soften the effect of parking areas.



The open train is a well-used service which runs the full length of Lincoln Road Mall.

to expand the capacity of Civic and Convention Center facilities and to provide joint development in the Lincoln Road Mall area.

PEDESTRIAN CIRCULATION

A strong pedestrian orientation is one of the District's greatest strengths. It creates an intimate, friendly scene and promotes an active lifestyle among neighbors and visitors. People sit out on verandas and chat with neighbors as a regular social activity.

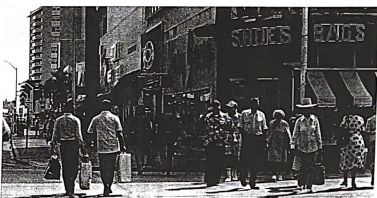
With only 35 percent of the District population owning automobiles, pedestrianism is an important way of life for residents and is supported by many factors. The terrain is flat and the climate is pleasant year round. Older citizens traditionally enjoy walking for exercise and fresh air, and many prefer not to drive. Neighbors food shopping and community facilities are, in most cases, within a short walking distance from where people live.

Sidewalks and crosswalks are often crowded with pedestrians.

This is especially true on the major streets Ocean Drive, Collins Avenue, Washington Avenue, Lincoln Road, Espanola Way and 21st Street. The east-west streets between Ocean Drive and the residential area west of Washington Avenue are important pedestrian arteries to the Convention and Lummus Park.

Certain elements of the environment detract from the pedestrian quality of the District. Sidewalks on busy pedestrian routes need to be widened. Crosswalks are not always clearly marked and traffic lights often do not provide adequate intervals for the elderly to cross.

Curb cuts and barrier-free design of public improvements are essential to improve accessibility for seniors and handicapped persons. Locations for new shade trees, street furniture and sidewalk designs should recognize the special considerations of high volume pedestrian routes and congestion of key intersections and focus points in the District. The route and access points of a new transit shuttle system should also take into account the pedestrian orientation of the District.



Accommodating the pedestrian is a key concern in upgrading the District's commercial areas.

ECONOMICS

A preserved and rehabilitated Art Deco District will bring new economic vitality to a large segment of Miami Beach and will position the City's image as an international playground. Rehabilitation of the District will allow Miami Beach to compete in attracting international tourists and national conventions. It also will provide better housing and entertainment facilities for convention attendees.

MARKET SUPPORT SOURCES
Major sources of market support for revitalization of the District can be grouped into three categories of transient, semi-transient and permanent resident populations.

TRANSIENT POPULATION
The transient population includes domestic and international tourists, convention visitors, and business travelers. With tourism as its primary industry, the annual flow of visitors to Miami Beach is the single most important source of market support for almost any public service. Traditionally, the tourist market has been highly dependent on the post-war boom. However, domestic tourism has declined from its peak years in the 1960's. The amount of the total population that remained almost constant at around \$1.3 billion annually during the period from 1970-1978. Considering inflation, this represents a substantial net decline in tourism. Because of the importance of tourism to the City's economic base, new opportunities to attract more tourists should be pursued with great vigor.

The decline in the number of domestic tourists has been offset by a dramatic increase in international tourists. In 1977, about 300,000 international visitors came to South County. By 1979 the number of international visitors had increased to 1,300,000. It is expected to approach 2,400,000 during the current year, a phenomenal increase of approximately 100 percent over the past five years. In the next year alone, this market is expected to increase by 20 percent, a rate of 10-20 percent is more realistic for future years.

Until 1979, most international tourists were Latin Americans who visited Miami and other South County areas with strong Hispanic communities. In 1979, Latin American and Caribbean tourists represented 78 percent of the international visitors.

Much of the recent growth in the South County market is attributed to the present strength of the parcel of international travelers and to active promotion of package tours in England. European tourists represented only 13 percent of the 2,400 international visitors, a 50 percent increase over the 1976 level. Continental tourists are attracted to the area for its sun and beaches where

Latin Americans are drawn primarily by the shopping and commercial services.

Additional comfortable and clean hotel accommodations are needed if Miami Beach is to attract a greater share of this market source. Of the City's 3,527 hotel rooms, only 3,000 qualify to meet contemporary hotel room standards. Upgrading and expansion can help to serve this market as well as to offset the currently low occupancy rates. In 1978, Miami Beach recorded an average 64 percent hotel occupancy compared to a national rate of 78 percent for resort hotels.

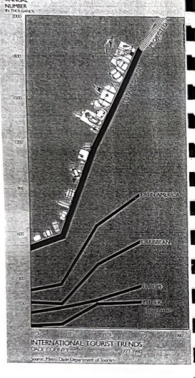
Pivotal to the marketing efforts for the District's hotels is an understanding of the "small hotel" concept. The European "bed and breakfast" concept is a popular one for the District. Small hotels are fashionable and can offer friendly, personal service. Most major cities in the U.S. have been efforts to revive their "small hotel" concept, as evidenced by the many advertisements in recent issues of "The New Yorker," "The Reader," "Drive Home" in Beverly Hills is a good example of this type of hotel, which could easily be adapted to the District's available building stock.

The lack of adequate first class hotel rooms as well as inadequate commercial and service support facilities has had a significant impact on the number of conventions which have been attracted to Miami Beach since the early 1970's.

Competition from cities with major hotel and convention facilities has caused a decline in the City's convention trade during the past decade. In 1973 there were 711 conventions with 300,000 delegates. In 1979 there were 242 conventions with 275,000 delegates. In addition, the average total of conventions has increased from 313 in 1973 to 1,083 in 1980, requiring larger facilities to accommodate convention guests.

The decline in Miami Beach's convention trade is attributable to the impact of large hotel facilities with substantial meeting banquet capabilities. Additional convention-oriented hotels are needed to revitalize the convention industry. However, smaller high quality hotels are also needed to provide "spillover" support and moderate priced rooms to accommodate a larger convention business potential. The Deco District could also be attractive to conventions that enjoy meeting in a unique atmosphere filled with history and nostalgia. Conventions for 1981 and 1982 are already in the planning stages.

Business travelers comprise only about 3 percent of Miami Beach's overall visitors and are included as domestic tourists.



SEMI-TRANSIENT POPULATION
The semi-transient population in Miami Beach includes visitors who come to enjoy portions of the winter season but who do not require a permanent residence. They seek modest but comfortable accommodations. They seek modest but comfortable accommodations. They seek modest but comfortable accommodations. They seek modest but comfortable accommodations.

A second group, whose numbers are difficult to estimate, is the recent immigrants who reside for a time in Miami Beach before moving to other sections of the country. They are not generally a major market force.

PERMANENT RESIDENT POPULATION
The permanent resident population of Miami Beach grew at an estimated rate of 1.5 percent annually during the 1970's, increasing from 87,077 in 1970 to 96,500 in 1979. This population growth is a major percentage of the City's population. These additional permanent residents are expected to spend retirement, seek good housing, commercial, entertainment and service facilities. Based on 1970 U.S. Census data, 48.7 percent were 65 years or over in 1970, 52.6 percent in 1976 and 54 percent projected by 1980.

HOTEL POTENTIAL
The major demand for new and rehabilitated hotel rooms and entertainment, commercial and service facilities in Miami Beach and the Art Deco District will come from increasing numbers of international tourists and convention visitors. Domestic tourists are expected to remain at present levels for the next decade. Therefore, to analytical purposes, the domestic market is assumed to be accommodated by existing hotel facilities.

International tourists and convention visitors to the Miami Beach-Hollywood Beach corridor are expected to increase from 1,000,000 visitors in 1979 to 2,400,000 visitors by 1985, and to 3,000,000 by 1990. This increase will generate a demand for 6,104,000 additional room nights above 1979 levels in the Miami Beach-Hollywood Beach corridor by 1985 and 10,000,000 room nights by 1990. These additional hotel room nights above 1979 levels by 1985. These additional hotel room nights above 1979 levels by 1985. These additional hotel room nights above 1979 levels by 1985.

Most new marketplaces have been developed in restored buildings, but Hollywood on the Biltmore waterfront represents new construction starting with the past year, upon opening in July 1980, became an instant success. The 1,000,000 square foot restaurant, shopping center, including major people in the first six months of operation, including major people in the first six months of operation, including major people in the first six months of operation.

This substantial hotel room demand will be captured by existing, rehabilitated and new hotel facilities throughout the beach corridor that are most attractive to visitors.

Since the beach corridor's European tourist market is growing rapidly, the rehabilitated Art Deco District should have a unique opportunity to capture a share of this market which can be used as a beach location purpose while sympathetic to an environment of tradition, history and modest scale. To secure the needed, an entertainment, commercial and service infrastructure must be provided in close proximity to the rehabilitated hotel district.

While there is a demand for small competitive priced first class hotels in unutilized space, Miami Beach also needs additional new and existing space from facilities in proximity there to have access to the Convention Center of the City from 100,000 square feet new convention business. A large new Convention Center hotel (1,200 rooms) and a moderate sized City Fair hotel (500 rooms) could help fulfill the need in this market sector.

RETAIL POTENTIAL
The proposed Unity Fair offers a unique opportunity for Miami Beach to create a dramatic, modern and metropolitan with retail and entertainment uses for local residents. A well-planned mix of retail and entertainment uses and public health related activities can benefit neighboring retail establishments. A large retail restaurant attraction in Miami Beach is necessary as a tourist magnet if local efforts to encourage tourism are to succeed.

Urban marketplaces, such as the proposed Unity Fair, are being developed in once deteriorated cities and become very new attractions, returning vitality as well as increased revenues to the area. These urban marketplaces in Baltimore, Cleveland and elsewhere, often provide a new economic, and actual costs. The trends to which urban marketplaces responded could have been predicted by past economic growth patterns. They become successful because they have something special to offer.

Most new marketplaces have been developed in restored buildings, but Hollywood on the Biltmore waterfront represents new construction starting with the past year, upon opening in July 1980, became an instant success. The 1,000,000 square foot restaurant, shopping center, including major people in the first six months of operation, including major people in the first six months of operation, including major people in the first six months of operation.

The premises on which these successful marketplaces are based can be applied to Miami Beach. Tourists who are without cars will demand retail, entertainment and amusement facilities close at hand. Varsity Fair could satisfy part of these expectations by providing European-style bars and sidewalk cafes, excellent restaurants, interesting shops and opportunities for entertainment.

Varsity Fair has the potential to spark the lagging retail and entertainment components of Miami Beach's economy. A major addition of restaurants, eating and drinking establishments and specialty shopping is needed if Miami Beach is to attract an international tourist as well as a convention-business on a sustained basis.

Washington Avenue serves a neighborhood shopping function. It contains a variety of small shops and food stores which cater primarily to the day employment and transient residents of the area. The existing Lincoln-Dickinson Avenue should continue to be neighborhood-oriented. It should be closely related to residential rehabilitation and development. Opportunities will be created for upgrading the physical appearance of the Avenue, providing a balanced mix of retail uses and introducing new retail outlets.

Lincoln Road Mall once served as a major retail and specialty shopping area catering both to local residents and Miami Beach visitors. Retail development in Lincoln Road Mall has been seriously eroded as a major retail center. Numerous stores, including Saks Fifth Avenue, closed and retail sales volumes decreased. Some recent tenant changes and merchandise improvements suggest that Lincoln Road Mall can again become a viable tourist-oriented shopping center. Given the likelihood of revitalization of the larger Art Deco District, the most important future market sources for Lincoln Road Mall are convention delegates and international tourists.

Nationally, convention delegates spend an average of \$40.24 in retail restaurants and \$21.39 in retail purchases. English visitors, for example, have approximately a \$64 daily free allowance which is largely unspent by Miami Beach visitors at this time. The ability to take advantage of this market is dependent on convenient hotel operation and shopping in the northern end of the District. Apparel, gift and other shops' goods stores, upgrade, entertainment and restaurant facilities would be appropriate on the Mall.

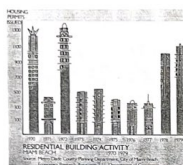
Specific uses with high marketability could exist in the Art Deco and Mediterranean Revival apart of the District. Facilities should certainly be open to proposals, discussed later in the report, to develop an international outdoor sculpture museum along Lincoln

Road Mall. Suggested uses might include: Deco apparel and stores, designer clothing and furniture, art galleries and studios, theme restaurants, restaurants, theaters, group shopping and collections, a foreign language bookstore and restaurant, international sidewalk cafes, money changing and check-cashing facilities.

New tourist-oriented retail, restaurant and entertainment facilities should be considered at appropriate locations along Collins Avenue near the Ocean Drive hotels and near the Bass Museum in proximity to the larger Art Deco hotels.

Expansive Way offers a fine opportunity to develop a significant three-level mixed-use concept with retail, restaurant and entertainment facilities at ground level and residential units located on upper levels.

Since 1972 population and household formations in Miami Beach have increased at a moderate rate. The total number of households in Miami Beach increased by less than 10,000 between 1970-1978. During that same time, about 6,000 residential



RESIDENTIAL POTENTIAL



Fresh air, exercise and socializing with neighbors and shopkeepers are all part of the daily shopping trips of residents.



Front porches of homes and apartments are opportune places for visiting with neighbors.



The beach is an attraction to tourists and residents on any warm, sunny day.

building permits were issued. New household formations were accommodated by additional units constructed during the 1970's and available vacant housing.

In 1978 and 1979, nearly 2,000 residential building permits were issued. Most permits issued were for condominiums.

High-rise condominiums are the current trend in Miami Beach housing. Many condominium purchases are made by foreign investors, particularly Latin Americans.

The South Beach Rehabilitation Project, if developed as planned, will attract many new residents to this area south of the District and will focus additional attention on the District in turn.

The Miami Beach Art Deco District is the only self-selected elderly-dominated community in the United States which has sustained itself for over fifty years. This fact makes it a social as well as an architectural treasure.

District residents are predominantly a retired Jewish population who are the majority group among the metropolitan United States in the decades of 1900-1970. Through their able, self-starting material culture, on which was still thriving. Relying on the partners with the district, which sustained them and reinforced them in their annual pre-retirement visits. As tourists, they originally built the District. Time marches on, and the retirement demand has become somewhat less satisfactory in reality.

Accurate information, selectively sensitive to the planning needs of the District, is currently not available. What is available has been made to improve local cultural awareness, based largely on 1970 Census projections, the designated Art Deco District is not clearly distinguishable from South Beach in the data. Good sample studies have been conducted of samples of elderly in the District, and these have been integrated with census and city reports as well as those of prior contributors.

Data from 1970 covering the Flamingo Neighborhood Strategy Area, an area slightly larger than the District, indicates that 23 percent of the 20,000 population are elderly. More than 70 percent of these residents claim less than 50 percent of the current median income of the overall Miami area. Of these percent of the population are minority residents, and 80 percent live in rental housing.

general upgrading of District hotels and retailing would increase the attractiveness of South Beach to condominium buyers, especially international visitors familiar with the area through vacation trips.

Population and household trends indicate a need in the 1980's for up to 1,500 to 2,000 new units annually in Miami Beach. The most logical marketplace for rehabilitated District housing would be those segments of the existing and new population who are Art Deco devotees or who seek quality housing in an environment which provides shopping, entertainment and amenities within close proximity. To attract this market, a housing rehabilitation program should strive to preserve the architectural fabric of the residential neighborhoods, upgrade the physical appearance of the district, provide a better and broader mix of uses, and improve the neighborhood with surrounding areas.

POPULATION

Most population estimates suggest a stable elderly and continuity created by the majority of over-65 residents but there is no definitive data to confirm that the high rate of re-migration of the 1960-69 decade has continued. The forthcoming 1980 Census will be the best source of data from which more detailed population studies can be conducted. The data will establish a new base to develop strategies for housing and services which respond to population trends.

General trends which seem to be continuing suggest the following:

- An increased number of the elderly are widows and widowers needing greater opportunities for reinforced social spaces.
- Most of the elderly are older and frailer and require planned support for housing and services. It is estimated that 25 percent of the elderly are over 85 years old.
- A significant group of older government employees has problems in financial resources, brought about by fast income and inflation.
- There is an increasing population of Latin Americans of varied ages and incomes, both permanent (current estimate - 10 percent) and seasonal.
- In 1970, 27 percent of the District's population lived alone. Of the elderly however, perhaps up to 50 percent live alone. Living alone is a deceptive category since small-scale settings offer

intimate communal support systems, which compensate for living alone. In addition, elderly residents appear to have at least one close acquaintance in the area of migration prior to their move.

While the District's permanent resident population is clearly dominated by people over the age of sixty, this kind of advanced population structure also indicates a knowledge of family and community ties. This knowledge is reinforced and a major barrier to geographic mobility for the District. That this over sixty population range is widely in health, activity level and social engagement is unique to the District. This is apparent from systematic health and fitness studies. The District's elderly, as a type of health, activity and social engagement, is unique to the District. This is apparent from systematic health and fitness studies. The District's elderly, as a type of health, activity and social engagement, is unique to the District. This is apparent from systematic health and fitness studies. The District's elderly, as a type of health, activity and social engagement, is unique to the District. This is apparent from systematic health and fitness studies.

Experts in gerontology view healthy human aging to be a product of a person's control over their life and the resources available to make control possible.

While the majority of elderly in the District were above poverty level in 1975, a 1978 study of South Beach indicated the District showed 74 percent of seniors (61 ages) had incomes below the poverty level. One hundred percent of seniors in the District are renters. Affordable quality housing and health care are the two primary resource needs of elderly residents. Housing alternatives should be developed, appraised and made more available for the use of elderly residents. Health care alternatives should be developed, appraised and made more available for the use of elderly residents. Health care alternatives should be developed, appraised and made more available for the use of elderly residents.

There is no clear picture of a system by which high quality health care is delivered in the District. Facilities and services appear fragmented, uncoordinated, uncoordinated, and uncoordinated. Health care is fragmented, uncoordinated, uncoordinated, and uncoordinated. Health care is fragmented, uncoordinated, uncoordinated, and uncoordinated. Health care is fragmented, uncoordinated, uncoordinated, and uncoordinated.

Another major resource need is which aging residents maintain control over their lives as people. While overall of resident elderly live alone, at least one third probably still live with a spouse. Planning to maintain the couple as health providers emerge involves the

development of a strong corps of home aides and other service providers. It is imperative for single and married elderly to remain close to their friends and acquaintances.

Perhaps more revealing than statistical analyses of Census data were interviews conducted with elderly residents and the experience of shopping with residents on Washington Avenue. The interviews confirmed the community network which provides family friends and neighbors as the heart of the community. Since no many people live alone, for many families, they depend on the social interaction and the looking out for each other attitude which the District promotes. Small apartment buildings are especially conducive to the communal support network and the small number of units in the typical District apartment building makes it easy to know one's neighbors. The priority of units provide congenial space for residents to interact, to enjoy the outdoors and to participate in the street life. Many smaller



Residents relax in the sunshine at Lumina Park.



School children learn how to explore their environment.



Residents relax in the sunshine at Lumina Park.

apartment buildings in the residential blocks close to Washington Avenue are clearly suited as housing for older residents.

The shopping trip routine emphasized several additional concerns. During peak shopping hours, Washington Avenue is crowded with people. Shopping is a social event for the elderly when they meet old friends or acquaintances. Disabled areas to sit and chat with a friend out of the main pedestrian flow are now clearly absent but a necessary amenity.

It is important to retain the types of shops and services on Washington Avenue that the elderly need and that to interact with their family shops where the elderly cannot afford to buy food, clothing and services. Accessibility is another key issue concerning Washington Avenue. Most residents like to walk and the shopping area is not for those who are disabled. But salesmen with bags and bundles or tired out from doing their errands, a shuttle service or transfer would be a great asset to the District's



Shops cater to the ethnic preferences of the District's Latin and Jewish populations.

elderly residents. By making it easier to get around, a transfer would promote continued social interaction and accessibility to commercial and entertainment facilities to maintain the role of elderly residents as an important part of the Miami Beach community.

The population of older citizens has its own unique reserve, a unique background of skills and talents associated with New York World War II-era garment industry. Crafts, such as sewing, embroidery and tailoring, are arts which could be revived as cottage industries. The cottage industries could emphasize the local market in Miami and home furnishings. Many residents (including a small number of men and women) are skilled in the craft of the District's residents and their social integration. As well as sewing, knit arts, it would provide new leisure and employment opportunities which are part of "National Goals" for American elderly. The National Endowment for the Arts has

defined "cottage industries" as small-scale, home-based, and often seasonal, businesses which are operated by individuals or small groups. Many of the middle-aged residents are of diverse economic backgrounds, which tends to minimize the potential for income. However, new economic aid for elderly integration of the changing population in housing, commercial services, recreation and cultural facilities and to include all aspects which contribute to the unique social character of the District. Enjoyable ways to encourage more English usage for Hispanic service providers need to be continued. Multilingual cultural events would offer a comfortable setting for interaction and exchange.

Housing and service needs for the Hispanic family population are both interlocking and distinct. While many have their own family groups, some housing facilities are more family oriented, and new forms which are services to educational and recreational services need to be engaged with the revitalization plan in order for a healthy, active community to enjoy the benefits of the preservation and economic development.

A long-term plan to support the independent as well as the resource needs of older citizens and Hispanic families requires a continuous and careful monitoring of these populations as they vary and change.

The District Plan cannot neglect the low cost and pedestrian characteristics of the physical environment which directly involve the migrants and has reinforced their informal life styles.

feasibility study for a cottage industry plan.

Overgeneralization does not help planning for aging people and, by the same token, homogenizing the varied Hispanic speaking groups in the District does not contribute to successful planning. The diverse characteristics of Spanish speaking migrant and immigrant families in the District over the past decade will only begin to emerge with the 1980 Census.

This population, too, had a necessary vigor which propelled it to the area. Spanish speaking families who contribute to the small child population of the District, tend also to contain late middle-aged and elderly members. To retain and reorganize living patterns and a stable corps to work in the new business industries, larger dwelling units will need to be created.

Compatibility among ethnic groups and the elderly is not well defined. Communities of incomprehensibly abundant, but within some of the elderly, mixed Cuban-Cuban, and other Hispanics were observed. Many of the middle-aged residents are of diverse economic backgrounds, which tends to minimize the potential for income. However, new economic aid for elderly integration of the changing population in housing, commercial services, recreation and cultural facilities and to include all aspects which contribute to the unique social character of the District. Enjoyable ways to encourage more English usage for Hispanic service providers need to be continued. Multilingual cultural events would offer a comfortable setting for interaction and exchange.

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The importance of the Plan to continue to the average of each existing resident population group, to support the definable needs of each group and to complete the plans for physical improvements and new development with the priority needs and special talents of the varied residential populations.

CURRENT DEVELOPMENT PROPOSALS

Miami Beach is a dynamic area, and the District is an integral part of these dynamics. Many studies have been done, both in and around the District, and many important proposals have been generated. Existing and future developments and an expanding economic market contribute to a growth-oriented environment throughout Dade County. Miami Beach has many current development proposals, some of which will directly affect and impact the District.

The Preservation and Development Plan of this study recognizes that development will continue to increase within the District. This study also recognizes that developments, if completed and well-situated, can be the catalyst for implementing the Plan and for preserving and enhancing all the aspects of the District. It also recognizes that new developments or proposals can be mutually compatible or complementary. The following is a synopsis of these current proposals:

South Shore Redevelopment, one of the most dramatic development projects in the nation, immediately abuts the District at 6th Street. This project proposes 4,800 luxury hotel rooms, 3,300 housing units, approximately 500,000 square feet of retail, entertainment space and 700 marina berths. The plan would redevelop the entire area south of 6th Street and replace the existing grid street layout with extensive lagoons and continuous development sites.

Implementation of the South Shore Plan will generate and attract major economic activity to the general area including the District. More people, more tourists and increased housing space will create significant job opportunities and business activities within the District. Development pressure for high-density housing in the District will also increase, as will the need for urban housing.

Washington Avenue Revitalization is already underway with the City of Miami Beach leading major street-level improvements. Two blocks of improvements are the initial phase of a comprehensive long-range program. Metro-Dade County has established and funded a Commercial Rehabilitation Program to assist property owners in the Washington Avenue area. The program encourages and guarantees of expenses correlate with quality design guidelines which have a refreshing impact on this important but neglected commercial street.

Lincoln Road Mall and Convention Center have recently been analyzed by the City and its consultants. The program proposes

CHANGING PATTERNS

the addition of significant retail, entertainment and office space, an 800-1,000 room convention center, hotel, a trade mart, an expanded and improved Convention Center and 300 units of market rate housing to the Lincoln Road Mall and Convention Center. The revitalization effort will increase local availability to attract new residents, international tourists and convention guests while conforming to the objectives for the District.

5th Street Extension has recently been adopted by the City. Plans are to extend 5th Street from Washington Avenue through to Collins Avenue.

Flamingo Park is proposed for upgrading and improvement as the major urban and passive recreation in the interior of the District. The City has a plan to expand the site and upgrade public improvements and landscaping of the park.

Beachfront Renourishment is a program developed by the United States Army Corps of Engineers to reclaim sand from the ocean and extend the beach to counteract the gradual erosion of the beach ridge. The objective is to extend the beach an additional 300 feet in depth.

Linear Beachfront Park proposes the construction of an 11 foot high levee with beachfront park, vegetation and outdoor seating to act as a pedestrian connector, hurricane dune and beach amenity. It currently encompasses from 6th Street to 8th Street, but its extension to Lummus Park has been proposed.

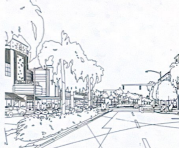
Hotel Rehabilitations are accelerating in the Ocean Drive/Wellfleet Corridor Avenue area. Developers are undertaking several projects including conversion to boutique elderly housing, condominiums and renovations for improved hotel use. These efforts need to be coordinated within an overall rehabilitation framework. Sensitive rehabilitation standards as suggested by the Design Guidelines presented in this report and techniques proposed by this study's Preservation Ordinance should be employed to respect the integrity of the District.

CURRENT TRENDS

Miami Beach is a community that is subject to continual change. The present study challenges and opportunities to preserve the architectural and historic integrity of the district. Many of these trends are likely to continue. The study's design guidelines encourage new development, the application mix of elderly and young/active families, the juxtaposition of a strong permanent and transient population, and the powerful history and promising



Hotels, housing and retail areas in the South Shore Redevelopment will be connected by a network of canals.



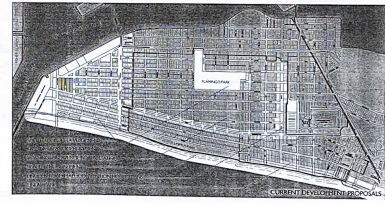
New sidewalks, plantings and mini-parks to beautify Washington Avenue are under construction.



Improvements to Flamingo Park are proposed in the City's masterplan.



The City is seeking a developer to renovate the Old City Hall.



CURRENT DEVELOPMENT PROPOSALS

future of the District. To influence and guide these dynamic changes requires knowledge and understanding of current trends which affect the District.

A significant trend in the growing awareness and appreciation for historic sites that have been preserved in recent decades. Interest in the Art Deco style is increasing not only in the region but throughout the United States. Miami Beach and the District in particular are continually being recognized as the finest usage concentration of Art Deco structures and style in the world.

People everywhere are becoming enthralled. The idea on which Art Deco stands is based on an engaging recognition and renaissance to an important element of the past, the present and of the future.

Another significant trend is a national growing interest in the heritage of our communities, our environment and our family roots. An important aspect is the heritage of our built environment and how a place developed and achieved its time presence. Understanding and preserving our architectural heritage can be the foundation of other institutions and improved quality of life for our citizens. The Miami Beach Art Deco District is a special place.

By recognizing, understanding and by utilizing its resources, the District can become a national model of community revitalization through the Preservation and Development Plan.

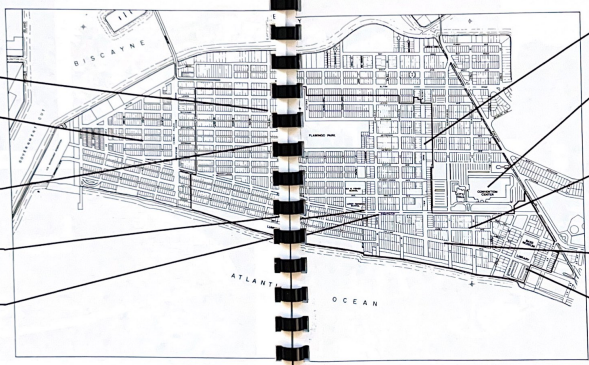
The District also wishes to rapidly increasing land values. With essentially no unimproved sites available, the fear of a deteriorating market and the previous negative image associated with the once unappreciated Deco buildings, pressure upon owners and developers results in demolition and development of these structures. The trend is to replace existing buildings with condominium apartments for middle and upper income release and energy investment. With this come lost opportunities in tourism and energy investment. We wish to come out opportunities in tourism and energy investment. We wish to come out opportunities in tourism and energy investment. We wish to come out opportunities in tourism and energy investment.

These are the major current trends, and the energy from them can be harnessed to result in a community of Time Past, Time Present and Time Future. To harness and direct these trends and opportunities for the benefit of the community are the challenge and opportunity of this Plan.

ASSETS AND LIABILITIES

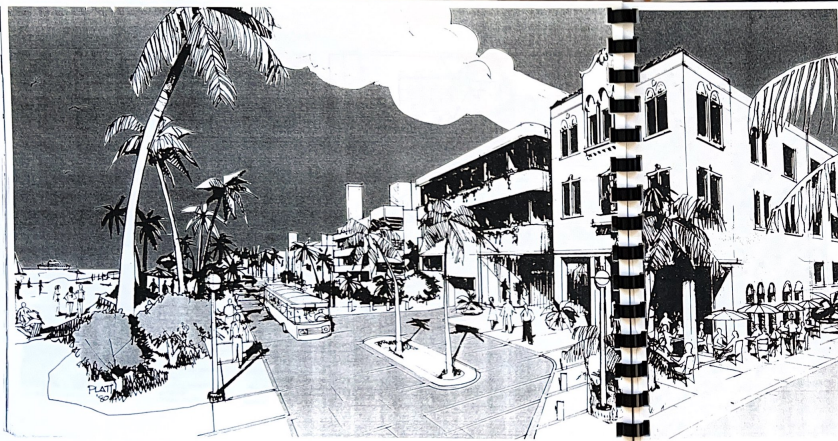
As a resort and year-round community, the Art Deco District faces an array of challenges to improve the quality of life and appeal of the District for both residents and tourists. The evaluation of existing conditions, current development proposals and current trends identified specific assets and liabilities in the District and was an integral component in the preliminary review process of this study. Categorized by area, the list is not intended to be an exhaustive "audit" or "list" about the District. It is, however, a framework for establishing the fundamental opportunities on which the Preservation and Development Plan is based.

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|--|---|
| <p>GENERAL IMAGE</p> <ul style="list-style-type: none"> • Historic environment • Pleasant climate • Art Deco theme <p>DO-THE-HOME DEVELOPMENT</p> <ul style="list-style-type: none"> • Increased tourist volumes • Increased facilities, housing and commerce <p>RESIDENTIAL AREA</p> <ul style="list-style-type: none"> • Architectural quality • Convenient facilities • Pedestrian orientation • Complete population <p>ESPANOLA WAY</p> <ul style="list-style-type: none"> • Mediterranean Revival • Spanish Revival style buildings • Intimate scale • Tourist theme potential • Current rehabilitation <p>WASHINGTON AVENUE</p> <ul style="list-style-type: none"> • Pedestrian scale and activity • Commercial concentration • Building rehabilitation potential • Public Improvements | <p>ASSETS</p> <ul style="list-style-type: none"> • Negative image due to building deterioration • Lack of distinctive attitude • Low-density activity <p>LIABILITIES</p> <ul style="list-style-type: none"> • Competing commercial areas • Form layout and scale contrasts with historic character for adjoining • Demand for nearby employee housing • Development pressures for demolition and new high rise housing • Lack of housing subsidies • Involvement building and excessive densities possible under present zoning • Modern buildings • Deteriorated appearance • Absence of tourist activities • Inconsistent signage • Parking shortage • Underutilized many structures |
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- | | |
|--|--|
| <p>LIABILITIES</p> <ul style="list-style-type: none"> • Limited retail selection • Unsympathetic storefront alterations • Length of Mall • Lack of phone lines • Decline in retail activity <p>CONVENTION CENTER</p> <ul style="list-style-type: none"> • Hotel room, restaurant and entertainment shortage in immediate vicinity • Competition from large hotels with in-house convention facilities outside District • No connection with tourist theme or ocean <p>SMALL HOTELS</p> <ul style="list-style-type: none"> • Architectural quality • Complete structures • High real estate values • Pressure for demolition • Erosion services • Tourist hotel potential <p>LARGE UPPER DISTRICT HOTELS</p> <ul style="list-style-type: none"> • Architectural landmark quality • Complete structures • High real estate values • Pressure for demolition • Erosion services • Tourist hotel potential <p>DISTRICT ENTRANCES</p> <ul style="list-style-type: none"> • Thematic gateway potential at southern edge • Potential intermodal terminal location • Neighborhood entertainment center potential as northern gateway | <p>ASSETS</p> <ul style="list-style-type: none"> • Quality architectural character • Art Deco theme potential • Hotels and convention center proximity • Ample parking • City's largest convention capacity • Adequate parking facilities • Tourist market for nearby hotels and visitors <p>POTENTIAL</p> <ul style="list-style-type: none"> • Potential conflict between existing services and tourism • Discourage hotel rooms • Lack of retail services • Development pressures for existing commercial • Development pressures for new condominiums • Discourage hotel rooms • Lack of hotel services and support facilities • Development pressure for neighborhood condominiums • Weak visual definition of District boundaries |
|--|--|





TIME FUTURE

THE NEW DISTRICT IMAGE

The Miami Beach Art Deco District of the future will recapture the spirit and heritage of the past. It will become a vibrant place to live and visit. A place where visitors will be drawn from all over the world to see the buildings. Backdropping visitors to discover each of its special sites, the buildings will be drawn from all over the world to see the buildings. Backdropping visitors to discover each of its special sites, the buildings will be drawn from all over the world to see the buildings. Backdropping visitors to discover each of its special sites, the buildings will be drawn from all over the world to see the buildings.

Tourists will delight in strolling through back after back to see these beautiful buildings where they may observe and enjoy the spirit of the District. Children will be playing and all children will be playing in the playgrounds. Children will be playing and all children will be playing in the playgrounds. Children will be playing and all children will be playing in the playgrounds.

The discovery of the District will begin at its entry points where fountains, gardens and fountains will create an Art Deco historical environment. Most new arrivals will first glimpse the District at the South Beach water taxi dock will welcome tourists. There will carry visitors to transportation hotels along the Ocean Drive promenade by the beaches and tall palms of Lummus Park and the white sands of the beach. Ocean Drive will be the heart of the District. Like the French Riviera, the District's four apartment buildings, dining centers in the Park will be constant parade of surfers to the beach. These shaded pavilions will lead visitors to the spas and swimming pools on Collins Avenue. They will wander further to share the beaches and fruit shops of Washington Avenue, commencing with residents in this fabulous new environment.

The Miami Beach Art Deco District of the future will recapture the spirit and heritage of the past. It will become a vibrant place to live and visit. A place where visitors will be drawn from all over the world to see the buildings. Backdropping visitors to discover each of its special sites, the buildings will be drawn from all over the world to see the buildings. Backdropping visitors to discover each of its special sites, the buildings will be drawn from all over the world to see the buildings.

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marketplace in the French Quarter, and concerts at Preservation Hall, new casinos to cater to specialty restaurants and cultural events in the Jackson Square museum area. Rebuilt cities such as Boston, Baltimore, Savannah, and Seattle have also shown that close commercial centers, waterfronts, historic districts and superb pedestrian amenities draw and hold residents and tourists by creating a critical mass of activity focused around the city's unique assets.

PRESERVATION AND DEVELOPMENT PLAN

INTRODUCTION

The Preservation and Development Plan for the Miami Beach Air Deco District capitalizes on the area's unique architectural through preservation and development. The plan is designed to provide a framework for the future development of the district. The plan is designed to provide a framework for the future development of the district. The plan is designed to provide a framework for the future development of the district.

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The Miami Beach Air Deco District has the potential to accommodate what these cities have already demonstrated. Clearly, setting historic districts aside for preservation is not an end in itself, but an opportunity to create an environment, planning efforts will build on the strength of the District. The Preservation and Development Plan for the Air Deco District attracts attention to it, reinforces its historic fabric, provides to public places, supports its position, strengthens its economy and provides its image.

provide attractive, dynamic spaces for hotels, housing and commercial uses and new construction is programmed on vacant or underutilized lots.

A major new commercial hotel and office complex is proposed as an anchor. This new development, described as "Miami Fair" will be a major attraction for visitors to the District. Development in the plan will provide highly modern facilities needed to support conventions, commerce, and tourism in the District. In addition, it will generate jobs and income for a healthier local economy.

The Plan is presented as a series of elements which respond to the special needs and opportunities identified for each area. Proposals are supported by visual studies of residential, commercial and hotel structures, and development opportunities for both preservation and new construction have been identified.

PROTOTYPICAL REUSE STUDIES

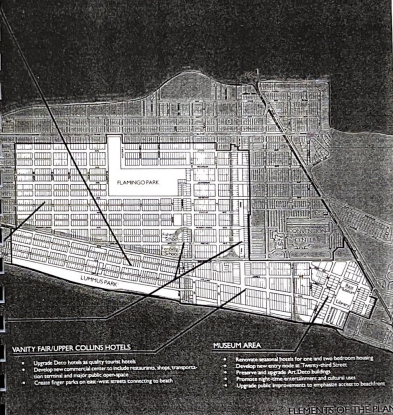
To demonstrate that sensitive preservation and adaptive use of the historic building stock could be accomplished for a profit was the primary goal. The current trend of property sales for preservation and the subsequent development of historic new structures is rapidly changing the District's image and must be halted. The prototypical studies demonstrate that reuse is a viable and profitable alternative. Many buildings were considered and the four

- Ocean Drive/ Collins Avenue:**
 - Historic Ocean Drive hotels
 - Historic Collins Avenue buildings
 - Historic Ocean Drive buildings
 - Historic Collins Avenue buildings
- Washington Avenue/ Collins Avenue:**
 - Historic Washington Avenue buildings
 - Historic Collins Avenue buildings
- Washington Avenue/ Collins Avenue:**
 - Historic Washington Avenue buildings
 - Historic Collins Avenue buildings
- Washington Avenue/ Collins Avenue:**
 - Historic Washington Avenue buildings
 - Historic Collins Avenue buildings

- RESIDENTIAL AREA:**
 - Historic residential buildings
 - Historic residential buildings

- THEME MALLS:**
 - Historic theme mall buildings

- LOCAL ROAD:**
 - Historic local road buildings



which were selected are typical in site plan and condition to the majority of buildings and houses similar types of upgrading.

On Ocean Drive, the Wilkes Hotel is a prototype for upgrading small hotels in the historic neighborhood. The Habana Hotel and Mandorlini Guest apartments were preserved for historic, ethnic and unique housing culture. Riva's Restaurant was selected as a commercial prototype, reflecting the physical environment and marketing approach needed for many of the buildings along Washington Avenue.

Buildings were measured, plans drawn, specific details prepared, and construction cost estimates and pro forma balance sheets developed to assist building to assess the economic feasibility of renovation and improvements. These results indicate that reuse of these historic structures can yield a reasonable return to owners while preserving important aspects of the District's architectural heritage.

DEVELOPMENT SITES

Recognizing the continued pressure for new development, the study also identified potential development sites that would be appropriate for redevelopment, new construction or current use. These sites include vacant lots, parking lots, underutilized or vacant buildings, single-story residential buildings, vacant hotels and stores or buildings, parking lots or vacant lots. The sites are predominantly clustered between Ocean Drive and Washington Avenue, and in the area surrounding the Basil Museum and Public Library. Already subject to development pressure, new development on some sites is likely to occur in the near future. Each site was analyzed to allow optimum development consistent with the existing local and national and non-designated program that encourages the concept strengths and preserves the architectural integrity of the District while permitting appropriate development and growth.

ELEMENTS OF THE PLAN

The plan is a highly integrated and coordinated program which capitalizes on the unique potential of the following: the essential elements: Ocean Drive, Collins Avenue and Washington Avenue, the residential neighborhood, theme malls at Jackson Road Mall and Espanola Way, the museum area, the Upper Collins Avenue hotels and North Park. The discussion which follows presents specific proposals for each of these elements and demonstrates their mutually supportive nature.

OCEAN DRIVE-COLLINS AVENUE-WASHINGTON AVENUE

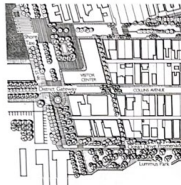
Many of the seasonal hotels along a strip from 30 to 70 reports are located on Ocean Drive and lower Collins Avenue. In recent years, retail residents have occupied these hotels. Washington Avenue contains the major shopping and services for District residents. This area will be transformed into an Art Deco and Mediterranean Revival theme resort which captures all the spirit and genius of the Miami Beach.

At Fifth Street, a "Gateway to the District" will be the arrival point for tourists approaching from the South Shore Redevelopment Area and from Miami via the MacArthur Causeway. It will be a central transit point for water taxi service and provide the South Shore Development. The Gateway will feature a visitor orientation center and a parking garage and include a series of walkways which will lead to a new tramline to travel throughout the District.

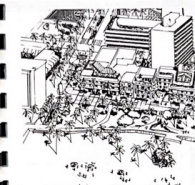
The tramline is a major element of the plan. It strengthens and reinforces the pedestrian-oriented environment without incorporating tourists who need mobility. It will connect different areas of the District to one another and will provide a major shopping and activity center. The tramline will have a distinctive design, open to the air and will be a convenient point of access. Approaches to transportation in respect with the progressive spirit of the District. The route system ultimately developed will be a single circular route around the District or it will bring in shorter routes and later expanded to include additional sections.

Public improvements in the Gateway/Ocean Drive area will establish a theme for the District. Custom-designed, Art Deco inspired buildings, some parking, street furniture and outdoor seating will be the flavor of the area in their design, as well as the use of period materials, such as stucco and concrete.

Ocean Drive will serve as the center of the Deco theme. The area will become the focal point of the District with busy sidewalk cafes, lush tropical plantings, well-kept beach and sophisticated theme, all frequented by a diversified clientele. The small seasonal hotels on Ocean Drive will be upgraded as quality tourist facilities. Hotel rooms will be enlarged or modernized to meet requirements for more upscale tourist-oriented services. Such as restaurants and cafes. These restaurants will cater to hotel guests as well as tourists staying throughout the District who wish to be a part of the area's daytime and nighttime vitality. The width of the drive will be reduced to eliminate through traffic, to create a pedestrian orientation and to allow for the new tramline which will run along Ocean Drive with frequent stops at major hotels and activity centers. Wider sidewalks and sun new planting will be in the hotel and Lummus Park open spaces and will create a pedestrian environment for the area. Sidewalk cafes will be incorporated into the sidewalk, and refreshment stands will encourage it to have a more open atmosphere. Public improvements will play on Deco motifs, creating an appropriate setting for the proposed Deco building facade. Ocean Drive will serve as a



The proposed Visitor's Center and 5th Street entry.



Aerial sketch of the Visitor's Center.

promenade for tourists to stroll along, enjoying the scenic view and the constant activity in the area.

Lummus Park will be upgraded with new landscape and site improvements to recreate its former atmosphere as a tropical paradise. Shade trees and other public improvements on the east-west street will transform these concrete streets into attractive pedestrian ways between the residential area and the downtown. Ground level recreational activity and cafes will be encouraged to emphasize pedestrian interaction.

Rehabilitation of Ocean Drive's seasonal hotels can be accomplished through several approaches. The West Hotel was selected as a prototype for study since it is located in an area surrounded by many other hotels. This Mediterranean Revival hotel has fifty small

A major entry point at 5th Street will announce the District to visitors arriving from the MacArthur Causeway and South Shore Redevelopment. Fountain, Kiosk and Deep-topped neon sculpture will identify the new Visitor's Center, surrounded by lush tropical greenery. Visitors will park their cars, tour the Visitor's Center and relax at outdoor cafes. From this access point, they can board the open-air tram and head into the district.

The 5th Street Visitor's Center will serve as a visual gateway to the District. Major public improvements are proposed, including outdoor plazas and sitting areas. The Visitor's Center and parking structure are contemporary elements which complement the existing Ocean Drive area.



Aerial view of the deteriorated entry area as it looks today.

rooms. Two alternate plans were drawn for the hotel. In the first, Scheme A, the number and size of floor rooms remains constant, and a major reduction of the space is aimed at the economy-minded European tourist market. Ground floor spaces are converted to restaurants and hotel services. Rest areas split out onto Ocean Drive and 15th Streets with outdoor cafes.

Scheme B involves a contemporary modern revival of the adjacent 1930's Waves Apartments. In this scheme, 112 luxury rooms will be created by replacing the existing rooms and adding new ones in the addition. The proposal has a rectangular building plan with a central landscaped courtyard. The ground floor of the Waves will again contain restaurants and hotel services. As a large facility, additional hotel services can be supported. Enclosed parking will also be provided on part of the site where a parking lot



Open-air cafes will line the sidewalks of the revitalized Ocean Drive hotels.



There is a strong rhythmic balance to the Ocean Drive hotels.

There will be an open tram similar to the Washington, D.C. system.

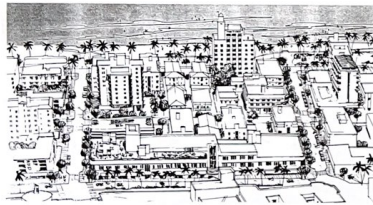


currently exists. The design of the new addition is compatible in materials, scale and massing with its neighbors and adds a fresh new element to the streetscape.

Collins Avenue will continue the theme of the original Miami Beach floor. Hotels will be upgraded to other purposes to tourists. First floor uses will focus on tropical health spas, jacuzzis, health food restaurants, and dance and exercise studios for the fitness-minded tourist. Upper stories of the seasonal hotels may be redeveloped for elderly housing or as year-round hotels. It may be possible to reconstruct structures in order to share elevators and electric systems.

Collins Avenue between 11th and 12th Streets is identified as a potential development site that is appropriate for rehabilitation and

The vacant upper office floor of the Kress Building is a prime development site for reuse as a vintage industry center and art gallery. The Kress Building also contains the vacant Cinema Theatre, which has one of the best preserved Art Deco interiors in the District. Renovation of the theater will begin to provide much needed night-time activity in the area.



URVES PROFILE

The Waves Hotel has been analyzed as a prototype for the many smaller hotels in the District. The existing 12-story hotel, located on the corner of Ocean Drive and 11th Street, is a Mediterranean-style building of structurally sound condition. Maintenance and modifications are needed to bring it in line with today's hotel standards. Two schemes for renovating the Waves were developed by architectural and economic feasibility analysis. Scheme A provides an innovative approach to upgrading the existing building and adding a cafe and restaurant. Scheme B takes a more traditional approach to renovating the existing building and evaluating the feasibility of constructing a major new addition.

The architectural possibilities for the Waves are exciting and its historic facade is a highlight. The program increase in construction costs estimated for each scheme. The results of the analysis should encourage many other owners to renovate. Scheme A would provide 253 per cent return on equity and Scheme B, at 202 per cent return. Subsequent development under the provisions of the Tax Reform Act for historic preservation would yield additional revenues to make either scheme a most attractive project.



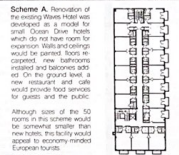
The Waves Hotel and adjacent Waves Addition



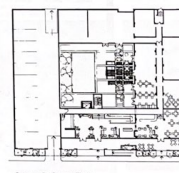
Existing Site Plan



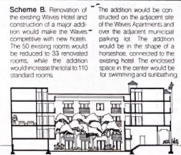
The renovated Waves Hotel and compatible new addition



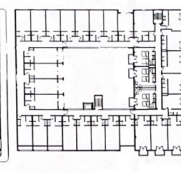
Scheme A - Upper Floor



Scheme A - Ground Floor

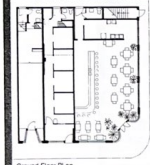


Scheme B - Section through Courtyard



Scheme B - Upper Floors

FOUN'S RESTAURANT PROFILE



Foun's Restaurant is a prototype for small commercial buildings. The historic building is a three-story structure with a view compatible structure on the second level. The street front facade is a view compatible structure on the second level. The street front facade is a view compatible structure on the second level. The street front facade is a view compatible structure on the second level.



new construction. It contains three seasonal hotels, the Tubor, Palmer and Kent and two vacant lots. One adjacent is a view compatible structure on the second level. The street front facade is a view compatible structure on the second level. The street front facade is a view compatible structure on the second level. The street front facade is a view compatible structure on the second level.



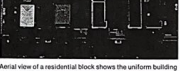
RESIDENTIAL AREA

The residential area west of Washington Avenue extends from 5th Street north to Lincoln Road. It also includes Flamingo Park and the largest lot area in the District.

Rehabilitation of existing buildings and upgrading of the street layout are the key elements for this area.

The Habana Hotel and Mendham Street apartments were selected as prototypes to illustrate the variety of opportunities available for upgrading and renovating these buildings. The majority of building envelopes throughout the residential area are approximately the same size and have similar gas configurations in response to the original planning of the District. Consequently, most of the buildings are conducive to similar rehabilitation schemes.

Rehabilitation of the Habana Hotel, a courtyard building in poor condition, is presented in two alternate schemes. Both schemes include new mechanical systems, floors, windows and roof. Scheme A converts the Habana Hotel to a congenial elderly housing. Here, the central corridors and many of the existing walls are preserved. The hotel rooms are enlarged to efficiency and one-bedroom units, and the existing units along the courtyard are eliminated to provide indoor and outdoor space for congenial dining and social activities.



Aerial view of a residential block shows the uniform building lots, dense texture and consistent fenestration.

Scheme B is a complete rehabilitation which calls for removal of nearly all interior walls. The corridor is moved to the inside edge of the building to create two and three bedroom units for mixed couples or family tenants. The corridor would open onto the courtyard and all levels, to allow cross-ventilation through the units.

Two alternate schemes are also possible for the Mendham Street apartment building. The building is in relatively good condition and the existing structure can be retained. Schemes A and B are presented as prototypes to illustrate the variety of opportunities available for upgrading and renovating these buildings. The majority of building envelopes throughout the residential area are approximately the same size and have similar gas configurations in response to the original planning of the District. Consequently, most of the buildings are conducive to similar rehabilitation schemes.

Interior renovations and preservation of the quality Art Deco or Mediterranean Revival interiors, areas and elevations in the residential area will renew the neighborhood with all the charm and appeal that these buildings were originally designed to provide. Compatible rehabilitation and development will be guided by Preservation Ordinance, design guidelines, and a proposed new



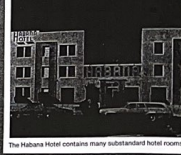
Two-story apartment blocks with lushly planted courtyards are characteristic of the residential neighborhood.

HABANA PROFILE

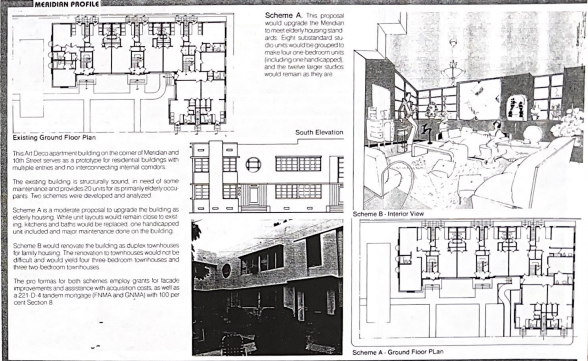
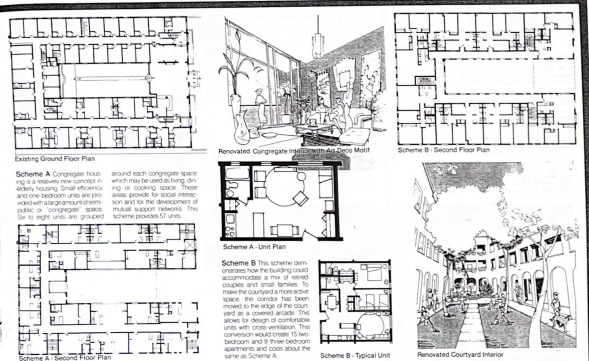
The Habana Hotel, located at the corner of Canal Avenue and 12th Street, is a prototype for buildings with concrete access to the courtyard. The building is a three-story structure with a view compatible structure on the second level. The street front facade is a view compatible structure on the second level. The street front facade is a view compatible structure on the second level.

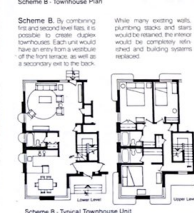
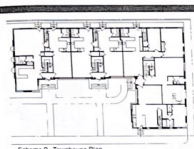
The two schemes propose congenial housing and include courtyard apartments. While Scheme A for congenial housing is used in the existing center courtyard, Scheme B moves the corridor to the courtyard edge of the building to provide deeper spaces for single apartments. Both schemes include new openings through the courtyard and to create a stronger connection between indoor and outdoor space.

These schemes should provide attractive investment with the benefits of historic preservation of the Art Deco style. Both schemes employ a 200 D-4 urban mortgage (FHA and GHA) with 100 per cent Section 8 subsidy in Scheme A.



The Habana Hotel contains many rehabilitated hotel rooms.





giving entrance to assure that the District's sense of place is preserved.

The other key element to preserving the residential area is through landscape improvements by both the public and private sectors. Public improvements will include new plantings, shade trees along the street and pedestrian areas and thematic street furniture and lighting. Special design considerations for the elderly, and other vulnerable populations will be included.

Well landscaped front yards and building setbacks are equally important to the streetscape and can be adopted by owners to enhance the setting of their buildings. An on-street bicycle register will dramatically revive the street experience.

Flamingo Park and the schoolyard park on the Fisher and Flamingo Schools are major open space resources of the area. Public improvements and additional tropical plantings in these parks will strengthen and reinforce the attractive neighborhood qualities of the residential area.



Public improvements are proposed for residential streets which, as shown above, are lacking in visual and pedestrian amenities. The search for basic District typologies, such as shade trees, pedestrian-scaled lighting fixtures with a Down spout, upgraded sidewalks paving with rough boards and hand-sapped curb cuts. New crosswalks are proposed, as is new street furniture such as benches and bollards.



While many existing walls, parking spaces and signs would be retained, the new design would be consistent with the street and building systems retained.

THEME MALLS

ESPAÑOLA WAY

Española Way and Encino Road are proposed as special commercial corridors which will serve as unique tourist attractions. Beginning from Washington Avenue west to Flamingo Park near 15th Street, Española Way is one of the most colorful streetscapes in the District. The Mediterranean character of this two block stretch is unmitigated excellence. The small scale and intimacy of the street offer a contrast to the faster pace and scale of other commercial areas. The plan calls for redevelopment of Española Way into a theme mall, a pedestrian oriented Spanish/Latin marketplace.

Imagine the street closed to traffic and the space redesigned as an open plaza with vendors selling their wares from kiosks, and showing their sales pitches in many languages to the tourists and residents who come to shop. Souvenirs will reflect a similar theme, selling Latin clothing, furnishings and jewelry. The aroma

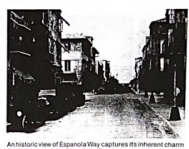
of Spanish cuisine will drift through the air from restaurants and cafes which overlook the bazaar.

Buildings such as the Clay and Matanzas Hotels will be renovated. Upper story space can remain in casual hotel or housing. There is an opportunity to upgrade the older hotels in a manner which also captures the Spanish flavor in the interior design and furnishings. Hidden courtyards can be preserved as peaceful havens from the busy activity of the street bazaar, and can serve as sales and gathering or reception areas for the hotels.

The theme mall is consistent with the objective of promoting rehabilitation and preservation of the District's architecture. Local merchants could form an association which would promote the area and organize special street entertainment.



Open-air stalls, where local farmers come to sell their produce, are envisioned as the focal point of the Española Way marketplace.



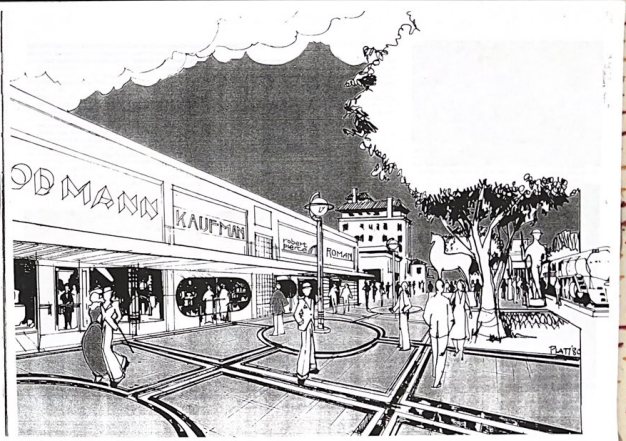
An architectural view of Española Way captures its historic charm as the bohemian quarter of the District.



The marketplace will include foods and crafts.



The renaissance of Espanola Way has already started with renovation of the City Hotel. The Plan envisions closing traffic on one and a half blocks of Espanola Way to create a pedestrian marketplace. The renovated Spanish buildings will open up to the mall where vendors will sell foods and crafts, organ grinders will play, parents will squawk. Meanwhile, restaurants in the lush courtyards of the renovated buildings will offer cool, quiet spots for a rest from the busy marketplace. Upper floors may be renovated for artists' studios.





Lincoln Road Mall today, and at left, a sketch of the Mall which illustrates the plan to reverse the current trend toward inappropriate uses and vacancies on Lincoln Road Mall. This will be accomplished by facilitating storefronts and retaining public improvements.

The focus of the revitalized mall will be an outdoor sculpture and industrial design museum, featuring representative art works which were created during the Art Deco period.



"Study of Two Dancers" by Maude Sherwood Jewett: an example of Art Deco period sculpture.

LINCOLN ROAD MALL

Lincoln Road Mall is an eight block pedestrian mall which forms the northwest edge of the District. The existing mall has been abandoned in its original treatment and is in need of a new configuration and orientation is clearly suited to its proposed use as an Art Deco theme mall. Storefronts will be renovated with appropriate materials and designs to match the Art Deco or Modernist theme. New signage will echo the mall's theme.

Most of abandoned buildings will be developed for new tenants. The focus of merchandising on Lincoln Road Mall will be Deco, including designer furniture, home furnishings, clothing, jewelry, paintings, sculpture, art, antiques, music and electronics. It will be a fashion center as well, featuring specialty clothing stores. A continuous fashion show on the mall will be an added attraction to tourists.

The center of the mall will be treated as an outdoor sculpture museum featuring monumental sculpture of the Deco and related periods. Exhibit items can range from sculpture and models to

unprinted technology such as antique race cars, airplanes and boats. The works of Deco designers such as Dreier, Dryfus and Laves will be featured. The sculptures of Lachew, Nadelman and Mies will be reproduced.

An intensive new program of Deco public improvements along the mall will complement the sculpture gallery and feature shows. Black and white, Deco theme colors will be featured in abstract painting programs and Deco lighting features. An extensive painting program will provide a lush backdrop for the retail activities and additional shops, news and convenience stores, areas will be provided. The new street surfaces, benches, bicycle racks and trash receptacles will be custom designed in a Deco style. The comprehensive use of Deco design will enhance visitors' awareness of the industrial and functional as well as ornamental aspects of the style. A request has already been made by AEDT for specially designed telephone booths.

As the awareness and appreciation for Deco design continues to accelerate worldwide, Miami Beach will become recognized as the foremost location for viewing, appreciating and collecting Deco goods.



An elegant original storefront on Lincoln Road shows the design facing the proposed installation will receive.



Horse, by Elie Nadelman, one of the best known of the Deco designers.

MUSEUM AREA

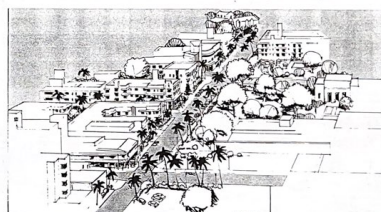
The Museum Area is the portion of the District surrounding the Bass Museum of Art and the Public Library. It includes an area of small hotels and extends from 21st Street to 23rd Street in the northeast section of the District, east of Washington Avenue.

This area has several well-defined streetscapes which feature smaller residential buildings of quality Deco design. The Bass Museum and Public Library are major public buildings set within a well-scaled park. They are situated on a major thoroughfare for the District. Hotels will be renovated and new signage for music, dining and entertainment will be established. It will become a center for artists, writers and musicians to gather and to live.

Seasonal hotels such as the Plymouth, the Abbey and others in the 21st Street area were identified during this study as development sites for rehabilitation. These under-utilized hotels could be

converted to year-round transient hotels or housing. Housing could be market rate apartments or condominiums geared to older residents and to the local community in the 21st and 23rd Street areas. There are several vacant lots where new construction should take place. These lots could be used only directed towards moderate income, older residents. Complete and well-developed buildings will be encouraged. Epicure has been analyzed during this study to identify its optimum development, consistent with the existing scale and density of the surrounding area.

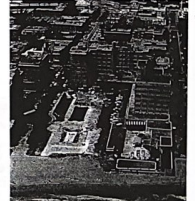
The museum area will serve as another entry point into the Art Deco District and will ensure public improvements which emphasize this transition from more recent type developments to the north. These improvements will focus on the area's proximity to the beach by creating major vistas and images in the beachfront.



There are numerous opportunities for housing and hotel renovations and for public improvements in the Museum Area.



High-rise and low-rise will renew the area's role as an entertainment center.



The King David Hotel is an oceanfront property between the Museum Area and the large hotels of Collins Avenue.