

MIAMI BEACH

PLANNING DEPARTMENT

Staff Report & Recommendation

Historic Preservation Board

TO: Chairperson and Members
Historic Preservation Board

DATE: September 8, 2015

FROM: Thomas R. Mooney, AICP
Planning Director



SUBJECT: HPB File No. 7515. **1901 Collins Avenue – The Shore Club.**

HPB File No. 7515, 1901 Collins Avenue – Shore Club Hotel. The applicant, Shore Club Property Owner LLC, is requesting modifications to a previously issued Certificate of Appropriateness for the partial demolition and renovation of the existing 'Contributing' structures on the site, total demolition of the existing 2-story cabana structure, the construction of two 2-story ground level cabana structures, modifications to the existing 22-story 'Non-Contributing' structure and landscape and hardscape modifications. Specifically, the applicant is requesting to modify condition I.C.1.b. in the previously issued May 12, 2015 Order and condition I.C.1.d. in the previously issued July 14, 2015 Order in order to allow for the introduction of balconies on the north façade of the existing Cromwell Hotel structure located along 20th Street.

STAFF RECOMMENDATION

Denial

EXISTING STRUCTURES

Local Historic District: Ocean Drive/Collins Avenue

Cromwell Hotel

Original Construction Date: 1939
Original Architect: Robert A. Taylor
Status: Contributing

The Cromwell Hotel, located at 110 20th Street, was constructed in 1939 and designed by Robert A. Taylor. The original 7-story structure was first owned and developed by N.B.T. Roney and is an excellent example of classic Art-Deco, resort hotel architecture. With significant nautical references, stepped pedestal, vertical window openings, raised vertical bands on the west elevation and portholes on the east elevation, the subject structure is very reflective of the period of architecture in which it was built. In 1997, the Joint DRB/HPB reviewed and approved a Certificate of Appropriateness for a 1-story roof top addition, designed by David Chipperfield Architects.

Shore Club Hotel

Original Construction Date: 1949
Original Architect: Albert Anis
Status: Contributing

The Shore Club Hotel, located at 1901 Collins Avenue, was constructed in 1949 and designed by Albert Anis as a 3-story hotel. This structure is a very good example of the Post WWII Modern style by Anis. In 1955, an 8-story attached addition, designed by Melvin Grossman, was constructed at the end of the southeast wing of the hotel. In 1997, the Joint DRB/HPB reviewed and approved a Certificate of Appropriateness for a 17-story tower addition, designed by David Chipperfield Architects, on top of the existing 3-story north wing of the hotel.

The lobby of the Shore Club Hotel is also significant, including feature columns, which have a rounded cross shape in plan and increase in width as they rise to a special "cloud like" ceiling feature, backlit wall sculpture mounted on a sweeping curved wall and a decorative terrazzo floor. Equally significant is the stepped glass curtain wall of the lobby which overlooks the central courtyard.

BACKGROUND

On February 11, 2015, the City Commission adopted an ordinance which allows for projecting balconies and balconies supported by columns to extend up to 30 feet from an existing building wall up to the highest habitable floor of the non-conforming building and not be considered a ground floor addition.

On March 10, 2015, the Board continued the application to the April 14, 2015 meeting.

On April 14, 2015, the Board continued the application to the May 12, 2015 meeting.

On May 12, 2015, the Board reviewed and approved a Certificate of Appropriateness for the partial demolition and renovation of the existing 'Contributing' structures on the site, total demolition of the existing 2-story cabana structure, the construction of two 2-story ground level cabana structures, modifications to the existing 22-story 'Non-Contributing' structure and landscape and hardscape modifications, with the exception of the demolition plan for the Cromwell Hotel structure fronting on 20th Street. The Board continued the demolition plan for the Cromwell building to a date certain of July 14, 2015.

The following portions of the application were approved on May 12, 2015:

- Restoration and renovation of the existing Shore Club Hotel structure including the conversion of the entire south wing to accessory restaurant and commercial use.
- Conversion of the existing hotel units located within the 20-story north tower addition into 50 residential units.
- Design modifications to the existing 20-story tower addition including the introduction of expansive wrap around exterior terraces and expansion of existing window openings.
- Renovation of the pool deck area including the construction of a new pool and pool deck.
- Demolition of the existing 2-story cabana structure located at the rear of the property along the south property line and the construction of two 2-story cabanas within the rear yard, along the north and south property lines.
- A new landscape plan for the site.

- Construction of a new 5-story structure to the north of the Cromwell Hotel within the area currently containing a 2-level parking garage.

On July 14, 2015, the Board approved the demolition plan for the Cromwell Hotel.

Both the May 12, 2015 Order and the subsequently entered July 14, 2015 Order preclude the introduction of balconies on the north façade of the existing Cromwell Hotel structure located along 20th Street. In this application the Applicant seeks to reintroduce the balconies and remove the condition relating to this provision from the HPB orders [to remove condition I.C.1.b. in the May 12, 2015 Order and condition I.C.1.d. in the July 14, 2015 Order].

ZONING / SITE DATA

Legal Description:

All of Lot 1 and a portion of Lots 2 and 3, Block B, of the OCEAN FRONT PROPERTY OF THE MIAMI BEACH IMPROVEMENT COMPANY, According to the Plat Thereof, as Recorded in Plat Book 5, Page 7, of the Public Records of Miami-Dade County, Florida and all of Lots 5, 6, 8, 9 and 10 and a portion of Lots 4 and 7, Block 1, FISHER'S FIRST SUBDIVISION OF ALTION BEACH, According to the Plat Thereof, as Recorded in Plat Book 2, Page 77, of the Public Records of Miami-Dade County, Florida; and a portion of land lying East of and contiguous to the East line of said Blocks B and 1.

Zoning:

RM-3, Residential Multifamily, High Intensity

Future Land Use Designation:

RM-3, Residential Multifamily, High Intensity

Lot Size:

125,604 S.F. (Max FAR 3.0)

Existing FAR:

282,472 S.F. / 2.24

Proposed FAR:

356,698 S.F. / 2.84 FAR, as represented by the architect

Existing Height:

21-stories / ~200'-0"

Proposed Height:

No change

Existing Use/Condition:

307 room hotel

Proposed Use:

106 room hotel & 89 residential units

THE PROJECT

The applicant has submitted plans entitled "The Shore Club" as prepared by ADD Inc, dated July 22, 2015.

The applicant is requesting to modify condition I.C.1.b. in the previously issued May 12, 2015 Order and condition I.C.1.d. in the previously issued July 14, 2015 Order in order to allow for the introduction of balconies on the north façade of the existing Cromwell Hotel structure located along 20th Street.

CONSISTENCY WITH 2025 COMPREHENSIVE PLAN

A preliminary review of the project indicates that the proposed **hotel** and **residential uses** appear to be **consistent** with the Future Land Use Map of the Comprehensive Plan.

COMPLIANCE WITH ZONING CODE

The application for modifications to a previously issued Certificate of Appropriateness appear consistent with the City Code; this shall not be considered final zoning review or approval.

These and all zoning matters shall require final review and verification by the Zoning Administrator prior to the issuance of a Building Permit.

COMPLIANCE WITH CERTIFICATE OF APPROPRIATENESS CRITERIA

A decision on an application for a Certificate of Appropriateness shall be based upon the following:

- I. Evaluation of the compatibility of the physical alteration or improvement with surrounding properties and where applicable, compliance with the following criteria pursuant to Section 118-564(a)(1) of the Miami Beach Code (it is recommended that the listed criteria be found Satisfied, Not Satisfied or Not Applicable, as so noted):
 - a. The Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings as revised from time to time.
Not Satisfied
The introduction of projecting balconies on the primary façade significantly obscures the subtle vertical score lines located between windows and interrupts the delicate balance of horizontal and vertical elements adversely impacting the original Robert Taylor design.
 - b. Other guidelines/policies/plans adopted or approved by Resolution or Ordinance by the City Commission.
Satisfied
- II. In determining whether a particular application is compatible with surrounding properties, the Board shall consider the following criteria pursuant to Section 118-564(a)(2) of the Miami Beach Code (it is recommended that the listed criteria be found Satisfied, Not Satisfied or Not Applicable, as so noted):
 - a. Exterior architectural features.
Not Satisfied
The introduction of projecting balconies on the primary façade significantly obscures the subtle vertical score lines located between windows and interrupts the delicate balance of horizontal and vertical elements adversely impacting the original Robert Taylor design.
 - b. General design, scale, massing and arrangement.
Not Satisfied
The introduction of projecting balconies on the primary façade significantly obscures the subtle vertical score lines located between windows and interrupts the delicate balance of horizontal and vertical elements adversely impacting the original Robert Taylor design.
 - c. Texture and material and color.
Satisfied

- d. The relationship of a, b, c, above, to other structures and features of the district.
Satisfied
 - e. The purpose for which the district was created.
Not Satisfied
The introduction of projecting balconies on the primary façade significantly obscures the subtle vertical score lines located between windows and interrupts the delicate balance of horizontal and vertical elements adversely impacting the original Robert Taylor design.
 - f. The relationship of the size, design and siting of any new or reconstructed structure to the landscape of the district.
Satisfied
 - g. An historic resources report, containing all available data and historic documentation regarding the building, site or feature.
Satisfied
 - h. The original architectural design or any subsequent modifications that have acquired significance.
Not Satisfied
The introduction of projecting balconies on the primary façade significantly obscures the subtle vertical score lines located between windows and interrupts the delicate balance of horizontal and vertical elements adversely impacting the original Robert Taylor design.
- III. The examination of architectural drawings for consistency with the criteria pursuant to Section 118-564(a)(3) of the Miami Beach Code and stated below, with regard to the aesthetics, appearances, safety, and function of any new or existing structure, public interior space and physical attributes of the project in relation to the site, adjacent structures and properties, and surrounding community. The criteria referenced above are as follows (it is recommended that the listed criteria be found Satisfied, Not Satisfied or Not Applicable, as so noted):
- a. The location of all existing and proposed buildings, drives, parking spaces, walkways, means of ingress and egress, drainage facilities, utility services, landscaping structures, signs, and lighting and screening devices.
Not Applicable
 - b. The dimensions of all buildings, structures, setbacks, parking spaces, floor area ratio, height, lot coverage and any other information that may be reasonably necessary to determine compliance with the requirements of the underlying zoning district, and any applicable overlays, for a particular application or project.
Satisfied
 - c. The color, design, surface finishes and selection of landscape materials and architectural elements of the exterior of all buildings and structures and primary public interior areas for developments requiring a building permit in areas of the city identified in section 118-503.

Not Satisfied

The introduction of projecting balconies on the primary façade significantly obscures the subtle vertical score lines located between windows and interrupts the delicate balance of horizontal and vertical elements adversely impacting the original Robert Taylor design.

- d. The proposed structure, and/or additions to an existing structure is appropriate to and compatible with the environment and adjacent structures, and enhances the appearance of the surrounding properties, or the purposes for which the district was created.

Not Satisfied

The introduction of projecting balconies on the primary façade significantly obscures the subtle vertical score lines located between windows and interrupts the delicate balance of horizontal and vertical elements adversely impacting the original Robert Taylor design.

- e. The design and layout of the proposed site plan, as well as all new and existing buildings and public interior spaces shall be reviewed so as to provide an efficient arrangement of land uses. Particular attention shall be given to safety, crime prevention and fire protection, relationship to the surrounding neighborhood, impact on preserving historic character of the neighborhood and district, contiguous and adjacent buildings and lands, pedestrian sight lines and view corridors.

Not Applicable

- f. Pedestrian and vehicular traffic movement within and adjacent to the site shall be reviewed to ensure that clearly defined, segregated pedestrian access to the site and all buildings is provided for and that any driveways and parking spaces are usable, safely and conveniently arranged and have a minimal impact on pedestrian circulation throughout the site. Access to the site from adjacent roads shall be designed so as to interfere as little as possible with vehicular traffic flow on these roads and pedestrian movement onto and within the site, as well as permit both pedestrians and vehicles a safe ingress and egress to the site.

Not Applicable

- g. Lighting shall be reviewed to ensure safe movement of persons and vehicles and reflection on public property for security purposes and to minimize glare and reflection on adjacent properties and consistent with a City master plan, where applicable.

Not Applicable

- h. Landscape and paving materials shall be reviewed to ensure an adequate relationship with and enhancement of the overall site plan design.

Not Applicable

- i. Buffering materials shall be reviewed to ensure that headlights of vehicles, noise, and light from Structures are adequately shielded from public view, adjacent properties and pedestrian areas.

Not Applicable

- j. Any proposed new structure shall have an orientation and massing which is sensitive to and compatible with the building site and surrounding area and which creates or maintains important view corridor(s).
Not Applicable
- k. All buildings shall have, to the greatest extent possible, space in that part of the ground floor fronting a sidewalk, street or streets which is to be occupied for residential or commercial uses; likewise, the upper floors of the pedestal portion of the proposed building fronting a sidewalk street, or streets shall have residential or commercial spaces, or shall have the appearance of being a residential or commercial space or shall have an architectural treatment which shall buffer the appearance of a parking structure from the surrounding area and is integrated with the overall appearance of the project.
Not Applicable
- l. All buildings shall have an appropriate and fully integrated rooftop architectural treatment which substantially screens all mechanical equipment, stairs and elevator towers.
Not Applicable
- m. Any addition on a building site shall be designed, sited and massed in a manner which is sensitive to and compatible with the existing improvement(s).
Not Applicable
- n. All portions of a project fronting a street or sidewalk shall incorporate an amount of transparency at the first level necessary to achieve pedestrian compatibility.
Not Applicable
- o. The location, design, screening and buffering of all required service bays, delivery bays, trash and refuse receptacles, as well as trash rooms shall be arranged so as to have a minimal impact on adjacent properties.
Not Applicable

CERTIFICATE OF APPROPRIATENESS FOR DEMOLITION EVALUATION CRITERIA

Section 118-564 (f)(4) of the Land Development Regulations of the Miami Beach Code provides criteria by which the Historic Preservation Board evaluates requests for a Certificate of Appropriateness for Demolition. The following is an analysis of the request based upon these criteria:

- a. The Building, Structure, Improvement, or Site is designated on either a national or state level as a part of an Historic Preservation District or as a Historic Architectural Landmark or Site, or is designated pursuant to Division 4, Article X, Chapter 118 of the Miami Beach Code as a Historic Building, Historic Structure or Historic Site, Historic Improvement, Historic Landscape Feature, historic interior or the Structure is of such historic/architectural interest or quality that it would reasonably meet national, state or local criteria for such designation.
Satisfied

The existing structures are designated as part of the Ocean Drive/Collins Avenue Local Historic District; the 3 and 8-story Shore Club Hotel and the 7-story Cromwell Hotel are designated as ‘Contributing’ structures in the historic district. The 18-story roof top addition is designated ‘Non-Contributing’.

- b. The Building, Structure, Improvement, or Site is of such design, craftsmanship, or material that it could be reproduced only with great difficulty and/or expense.

Satisfied

The principal hotel structures on the site possess surviving original detailing, craftsmanship and materials that would be difficult and costly to reproduce today, and hence should be preserved.

- c. The Building, Structure, Improvement, or Site is one of the last remaining examples of its kind in the neighborhood, the country, or the region, or is a distinctive example of an architectural or design style which contributes to the character of the district.

Satisfied

Both principal original hotel structures on the subject site are distinctive examples of their respective architectural styles and periods of construction in Miami Beach (1949 Post War Modern and 1939 Art Deco respectively); both make a significant contribution to the special design character of the Ocean Drive/Collins Avenue Local Historic District as well as the National Register District.

- d. The building, structure, improvement, or site is a contributing building, structure, improvement, site or landscape feature rather than a noncontributing building, structure, improvement, site or landscape feature in a historic district as defined in section 114-1, or is an architecturally significant feature of a public area of the interior of a historic or contributing building.

Satisfied

Both principal original hotel structures on the subject site are distinctive examples of their respective architectural styles and periods of construction in Miami Beach (1949 Post War Modern and 1939 Art Deco respectively); both make a significant contribution to the special design character of the Ocean Drive/Collins Avenue Local Historic District as well as the National Register District.

- e. Retention of the Building, Structure, Improvement, Landscape Feature or Site promotes the general welfare of the City by providing an opportunity for study of local history, architecture, and design or by developing an understanding of the importance and value of a particular culture and heritage.

Satisfied

Retention of the *Shore Club* and *Cromwell* original structures, including significant public areas will promote and benefit the general welfare of the City by providing an opportunity to experience, understand and appreciate excellent examples of the unique evolution of resort hotel architecture in Miami Beach between 1939 and 1949.

- f. If the proposed demolition is for the purpose of constructing a parking garage, the Board shall consider it if the parking garage is designed in a manner that is consistent with the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating

Historic Buildings, U.S. Department of the Interior (1983), as amended, and/or the design review guidelines for that particular district.

Not Applicable

The demolition proposed in the subject application is not for the purpose of constructing a parking garage.

- g. In the event an applicant or property owner proposes the total demolition of a contributing structure, historic structure or architecturally significant feature, there shall be definite plans presented to the board for the reuse of the property if the proposed demolition is approved and carried out.

Satisfied

The applicant has presented plans for renovation and restoration of the property.

- h. The Dade County Unsafe Structures Board has ordered the demolition of a Structure without option.

Not Applicable

The Dade County Unsafe Structures Board has not ordered the demolition of any of the subject structures.

ANALYSIS

On May 12, 2015 and July 14, 2015 the Board reviewed and approved the subject development project. At the May 12th meeting, the Board imposed a condition prohibiting the introduction of balconies along the primary (north) elevation of the original Art Deco Cromwell Hotel. This condition is also contained d in the July 14th Supplemental Order.

The applicant is now requesting that the Board modify this condition of both previous Orders in order to allow for the introduction of balconies on the north façade, including the partial demolition that will be required, of the existing Cromwell Hotel structure located along 20th Street.

Condition I.C.1.b. of the May 12, 2015 Order and condition I.C.1.d. of the previously issued July 14, 2015 Order states:

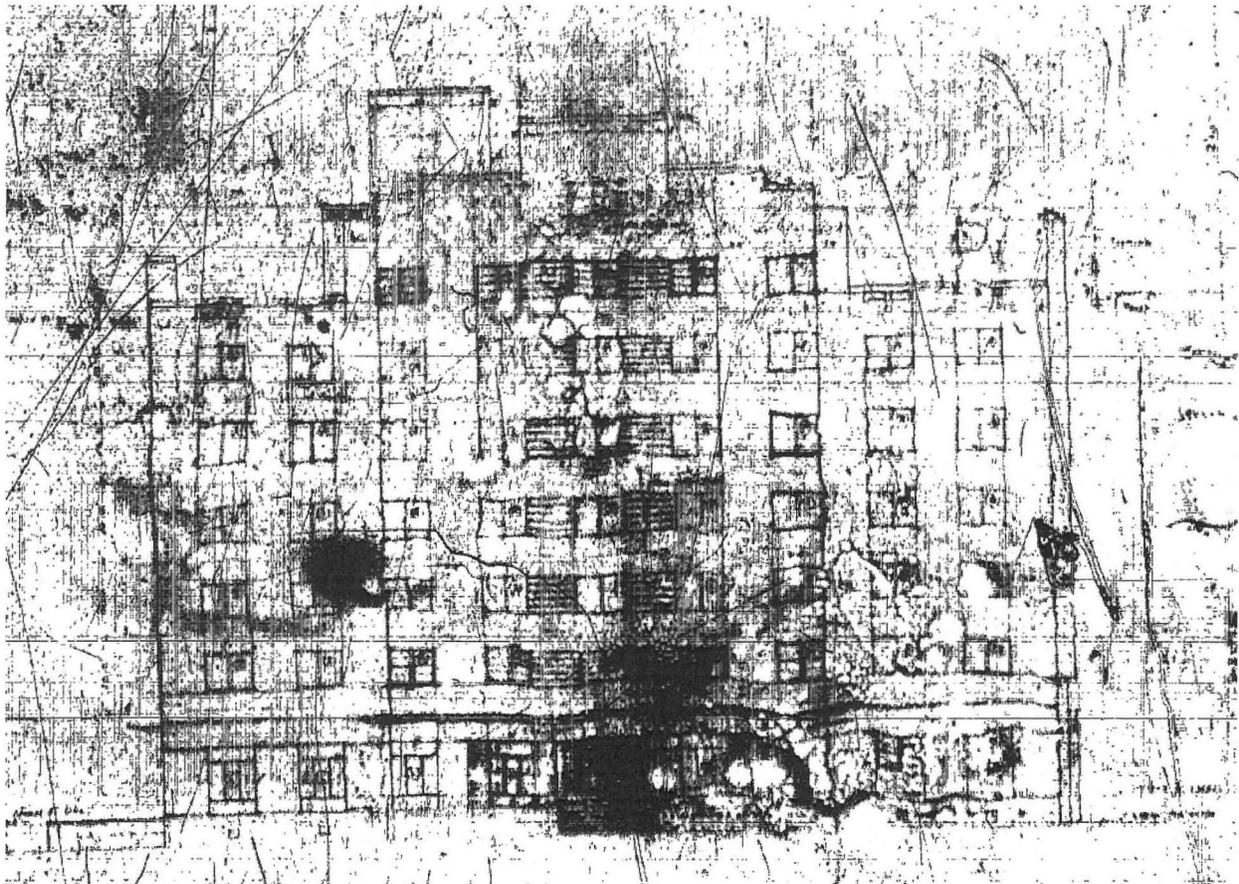
The balconies proposed for the north elevation of the Cromwell Hotel structure shall not be permitted. The balconies proposed for the east elevation may be permitted, provided the degree of demolition is the minimum required to accommodate the new projecting balconies and sliding glass doors, in a manner to be reviewed and approved by staff consistent with the Certificate of Appropriateness Criteria and/or the directions from the Board.

Staff maintains its position, as previously stated in the May 12, 2015 Staff Report, that the introduction of projecting balconies on the primary façade of the Cromwell Hotel is highly inappropriate as the proposed balconies significantly obscure the subtle vertical score lines located between windows and interrupt the delicate balance of horizontal and vertical elements, adversely impacting the original Robert Taylor design. Staff would further note that the Board unanimously approved a separate and specific motion during the May 12th meeting, denying the request for the introduction of the subject balconies

According to the letter of intent, the applicant contends that the proposed balconies are “consistent with those found in other buildings of the same architectural era and are critical to the feasibility of repositioning of the building as residential use.” However, of the six reference images depicted on Sheet F-14D of the plans, five are not of the Art Deco era and were, in fact, designed in the Post War Modern style of architecture. In these instances, the projecting balconies are important architectural features, integrated into the original design of the buildings.

The sole example of Art Deco architecture, the reconstructed Dempsey Vanderbilt Hotel, constructed in 1936, contains no projecting balconies on the primary 8-story symmetrical façade.

Finally, staff is happy to report that the original microfilm plan of the north elevation has been located. Staff can now confirm that this primary façade remains pristinely intact with little to no alterations since its original construction in 1939.



RECOMMENDATION

In view of the foregoing analysis, staff recommends the application be **DENIED**.

HISTORIC PRESERVATION BOARD
City of Miami Beach, Florida

MEETING DATE: September 8, 2015

FILE NO: 7515

PROPERTY: 1901 Collins Avenue

APPLICANT: Shore Club Property Owner LLC

LEGAL: All of Lot 1 and a portion of Lots 2 and 3, Block B, of the OCEAN FRONT PROPERTY OF THE MIAMI BEACH IMPROVEMENT COMPANY, According to the Plat Thereof, as Recorded in Plat Book 5, Page 7, of the Public Records of Miami-Dade County, Florida and all of Lots 5, 6, 8, 9 and 10 and a portion of Lots 4 and 7, Block 1, FISHER'S FIRST SUBDIVISION OF ALTION BEACH, According to the Plat Thereof, as Recorded in Plat Book 2, Page 77, of the Public Records of Miami-Dade County, Florida; and a portion of land lying East of and contiguous to the East line of said Blocks B and 1.

IN RE: The Application for modifications to a previously issued Certificate of Appropriateness for the partial demolition and renovation of the existing 'Contributing' structures on the site, total demolition of the existing 2-story cabana structure, the construction of two 2-story ground level cabana structures, modifications to the existing 22-story 'Non-Contributing' structure and landscape and hardscape modifications. Specifically, the applicant is requesting to modify condition I.C.1.b. in the previously issued May 12, 2015 Order and condition I.C.1.d. in the previously issued July 14, 2015 Order in order to allow for the introduction of balconies on the north façade of the existing Cromwell Hotel structure located along 20th Street.

SUPPLEMENTAL ORDER

The City of Miami Beach Historic Preservation Board makes the following FINDINGS OF FACT, based upon the evidence, information, testimony and materials presented at the public hearing and which are part of the record for this matter:

I. Certificate of Appropriateness

- A. The subject site is located within the Ocean Drive/Collins Avenue Local Historic District.
- B. Based on the plans and documents submitted with the application, testimony and information provided by the applicant, and the reasons set forth in the Planning Department Staff Report, the project as submitted:
 - 1. Is not consistent with the Certificate of Appropriateness Criteria 'a' in Section 118-564(a)(1) of the Miami Beach Code.
 - 2. Is not consistent with Certificate of Appropriateness Criteria 'a', 'b', 'e' & 'h' in Section 118-564(a)(2) of the Miami Beach Code.
 - 3. Is not consistent with Certificate of Appropriateness Criteria 'c' & 'd' in Section 118-564(a)(3) of the Miami Beach Code.
 - 1. Is consistent with Certificate of Appropriateness Criteria for Demolition in Section 118-564(f)(4) of the Miami Beach Code.

II. Variance(s)

- A. No variance(s) were filed as part of this application.

IT IS HEREBY ORDERED, based upon the foregoing findings of fact, the evidence, information, testimony and materials presented at the public hearing, which are part of the record for this matter, and the staff report and analysis, which are adopted herein, including the staff recommendation, that the application is DENIED for the above-referenced project.

Dated this _____ day of _____, 20__.

HISTORIC PRESERVATION BOARD
THE CITY OF MIAMI BEACH, FLORIDA

BY: _____
DEBORAH TACKETT
PRESERVATION AND DESIGN MANAGER
FOR THE CHAIR

STATE OF FLORIDA)
)SS
COUNTY OF MIAMI-DADE)

The foregoing instrument was acknowledged before me this _____ day of _____ 20__ by Deborah Tackett, Preservation and Design Manager, Planning Department, City of Miami Beach, Florida, a Florida Municipal Corporation, on behalf of the corporation. He is personally known to me.

NOTARY PUBLIC
Miami-Dade County, Florida

Page 3 of 3
HPB File No. 7515
Meeting Date: September 8, 2015

My commission expires: _____

Approved As To Form:
City Attorney's Office: _____ ()

Filed with the Clerk of the Historic Preservation Board on _____ ()

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