



NORTH BEACH: OCEAN TERRACE

**Shulman + Associates for the
City of Miami Beach**

**Intensity Increase Study
1 October 2014**

**Shulman +
Associates**

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MIAMIBEACH

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INTRODUCTION

Mission

In July 2014, Shulman + Associates was commissioned to study potential up-zoning and height increases along Ocean Terrace, in the North Beach district of Miami Beach. The study area considers those blocks between 73rd and 75th Street, facing Ocean terrace. This two-block area is entirely built out in a variety of building types and styles. It is analogous, in its planning, to that part of Ocean Drive in South Beach that fronts on Lummus Park, but has been far less successful as a resort/entertainment district.

Approach

This study was conducted over 4 weeks. It began with extensive modeling of the area, and analysis of existing zoning; the built pattern of its development, including floor area, height and use were considered. In these historically-designated areas, building additions, façade changes, adaptive uses and demolition will be sensitive. Against this context, strategies of expansion were investigated.

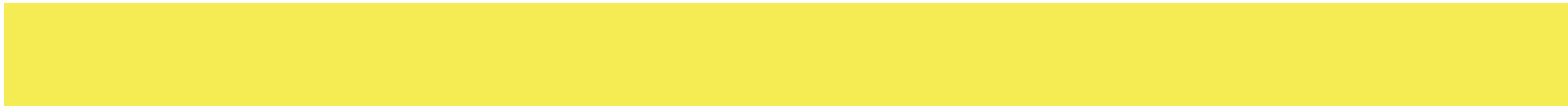
Further, the most recent addition to Ocean Terrace, the St Tropez, was considered for modest expansion. Although likely overbuilt in any current zoning scenario, this structure occupies a large frontage on Ocean Terrace and its contribution to the success of the street is critical.

History

A number of Moderne hotels are situated on Ocean Terrace in the area of the Harding Townsite, where three major hotels were built in one year alone. The seven-story Days Inn (former Ocean Terrace Hotel) at 7450 Ocean Terrace, designed by architect Harry O. Nelson in 1940, features eyebrows at each window and a continuous wrapping eyebrow that formed a modern cornice at the top of the building. Its most prominent feature is a bull-nose glass lobby that projects from the building at the ground floor, screening its large porch

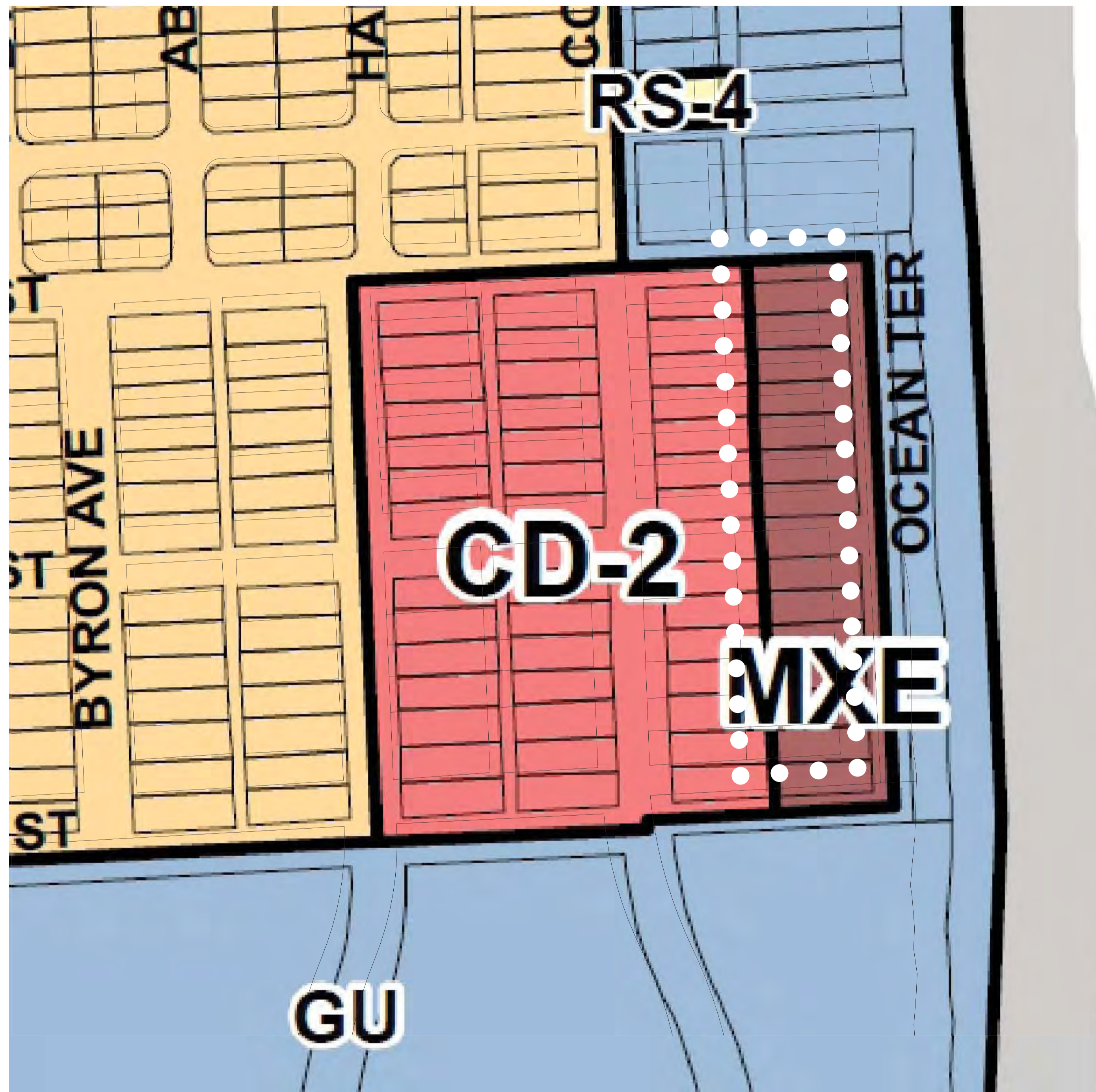
from the corner. Next door, the Ocean Surf (former Alcan Surf Hotel) at 7436 Ocean Terrace, designed by architect Anton Skislewicz, in 1940, was more nautically inspired. On either side of a central vertical band that accentuated the height of the structure, its tripartite facade features large porthole windows and projecting balconies that wrapped its rounded corners. The building is held aloft on piloti columns over a deep ground floor porch. A block south, the three-story Olsen Hotel at 7300 Ocean Terrace, designed by architect Victor H. Nellenbogen 1940, features a streamlined facade with rounded corners, fronted with a projecting glassed-in porch whose corners were similarly rounded.¹

ANALYSIS



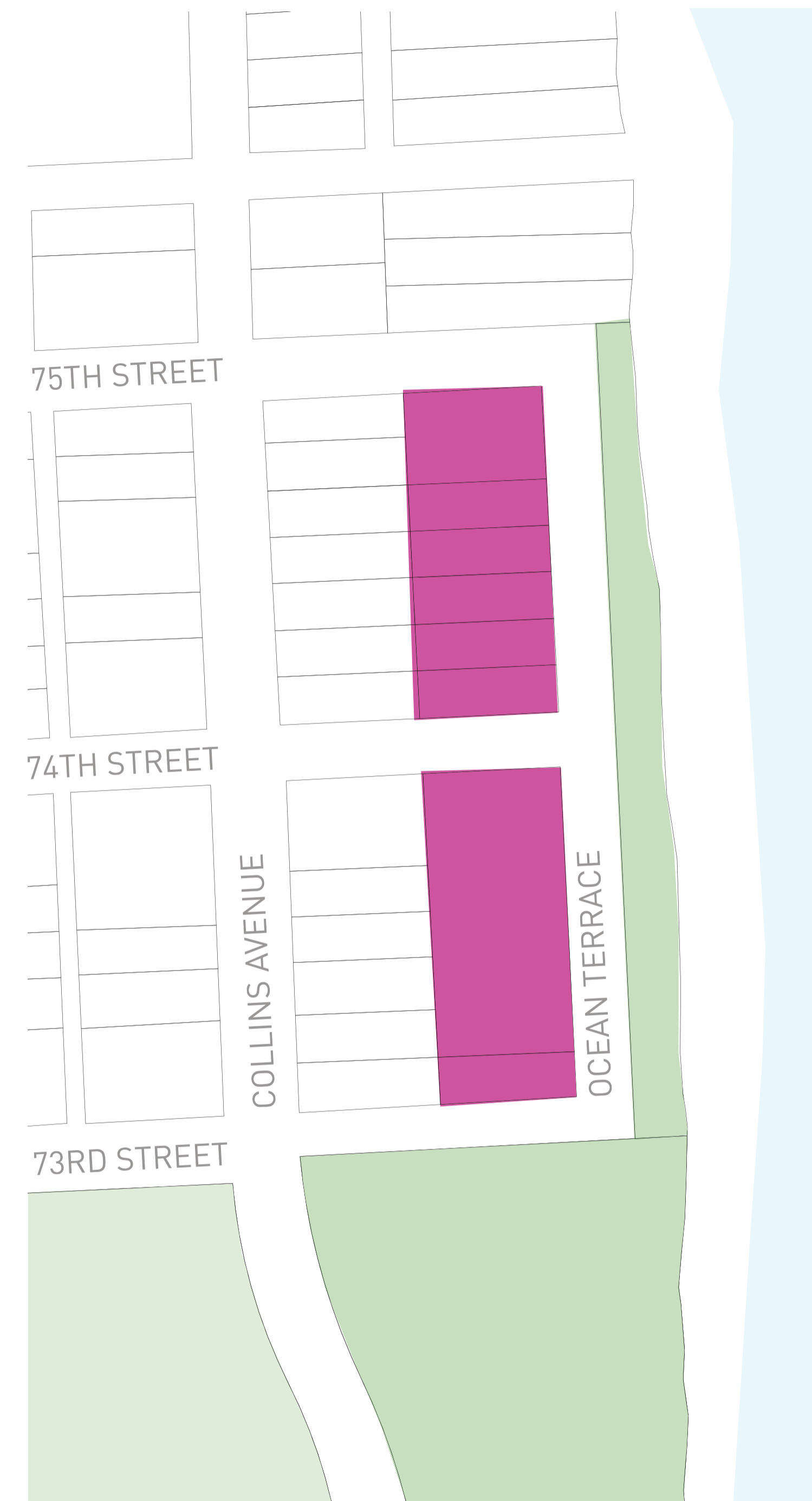
ZONING

SEPTEMBER 2014



ALLOWABLE FAR

SEPTEMBER 2014



BUILT FAR

SEPTEMBER 2014



2.0

ABOVE EXISTING FAR ●
BELOW EXISTING FAR ●

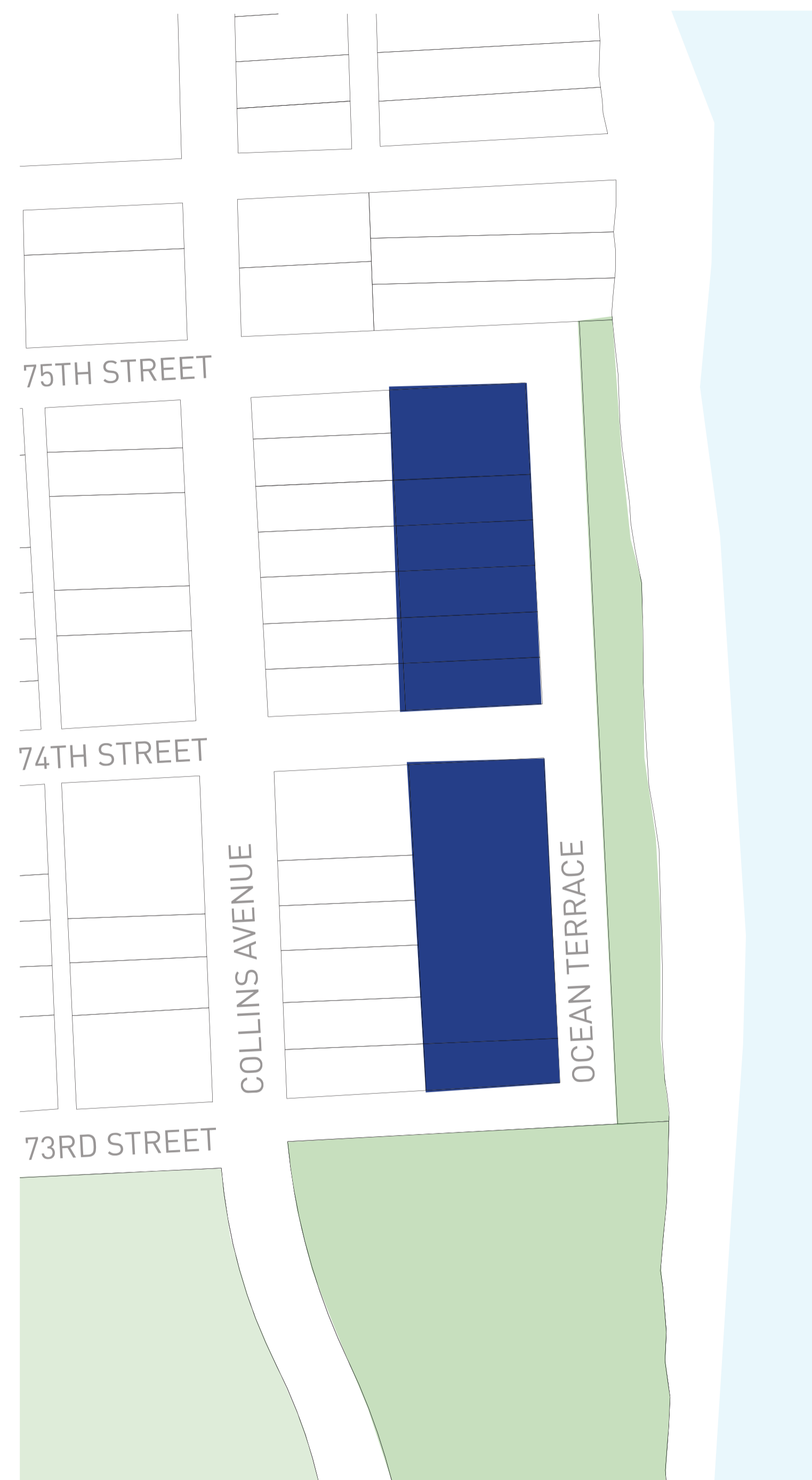
The attached map illustrates how most of the district is over built and would remain over built even with modestly higher FAR. Only four of the structures are underbuilt.

HEIGHT (SEPT. 2014)

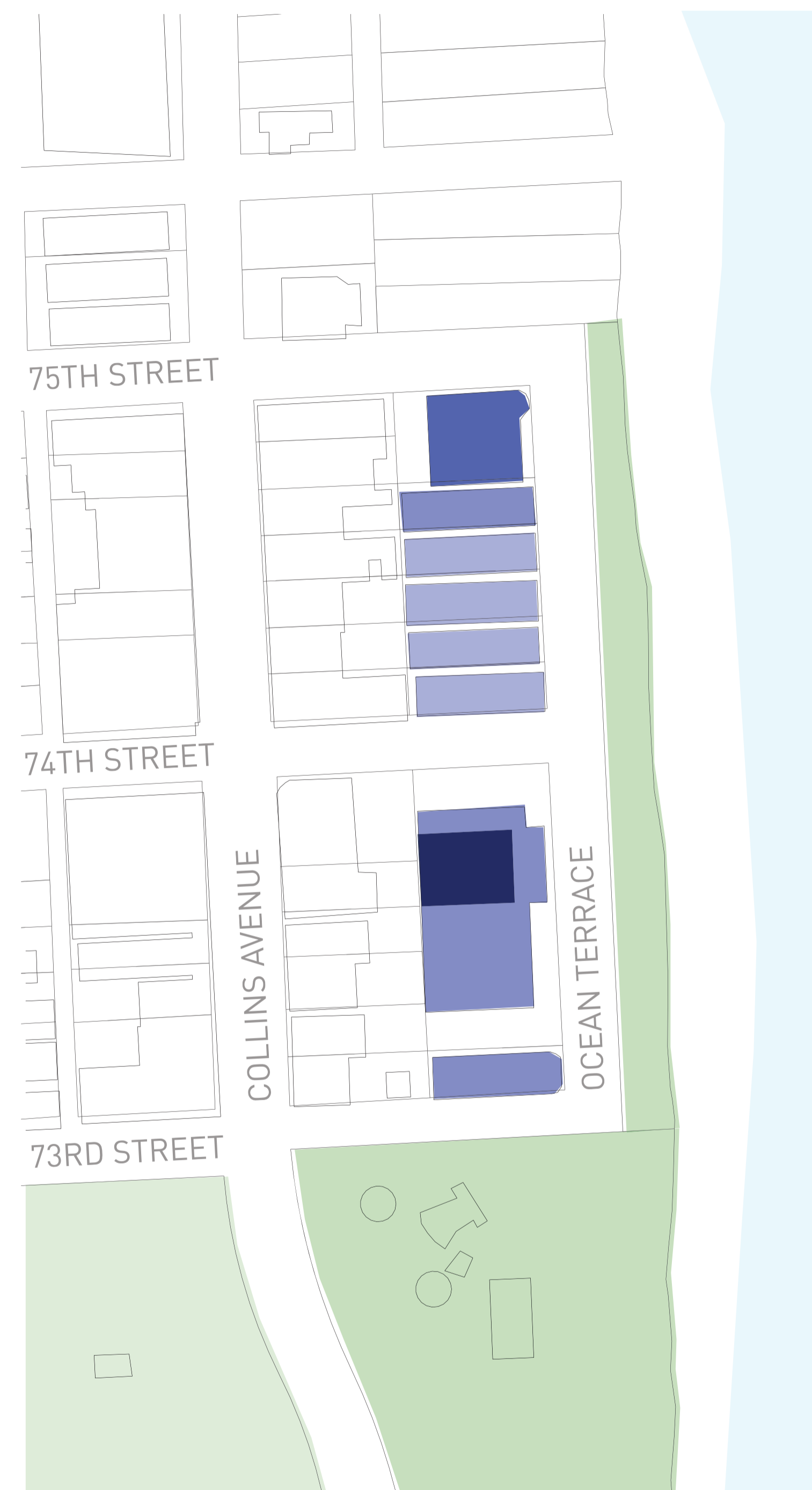
BUILT HEIGHT

USES

GROUND FLOOR USES

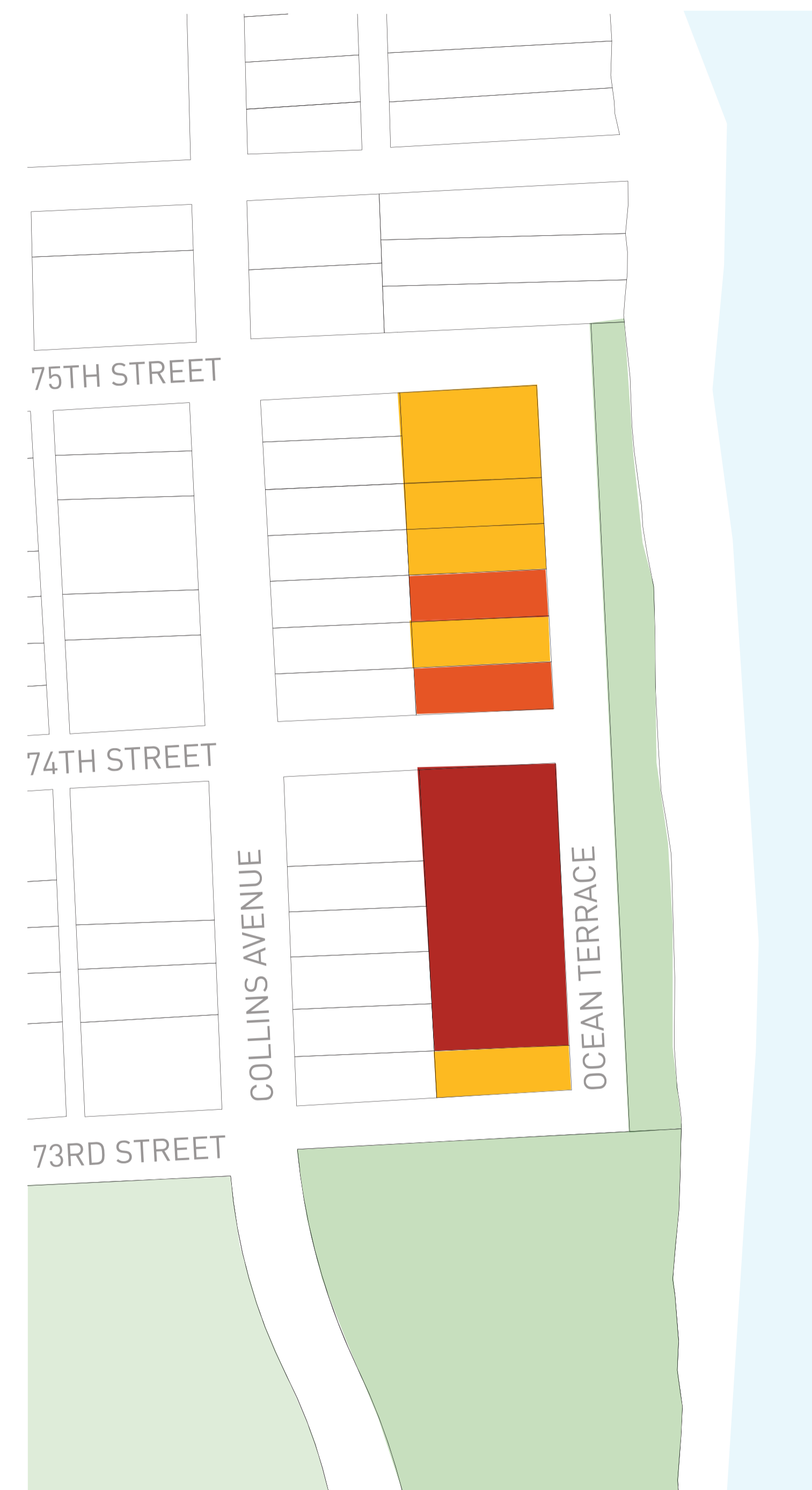


150'

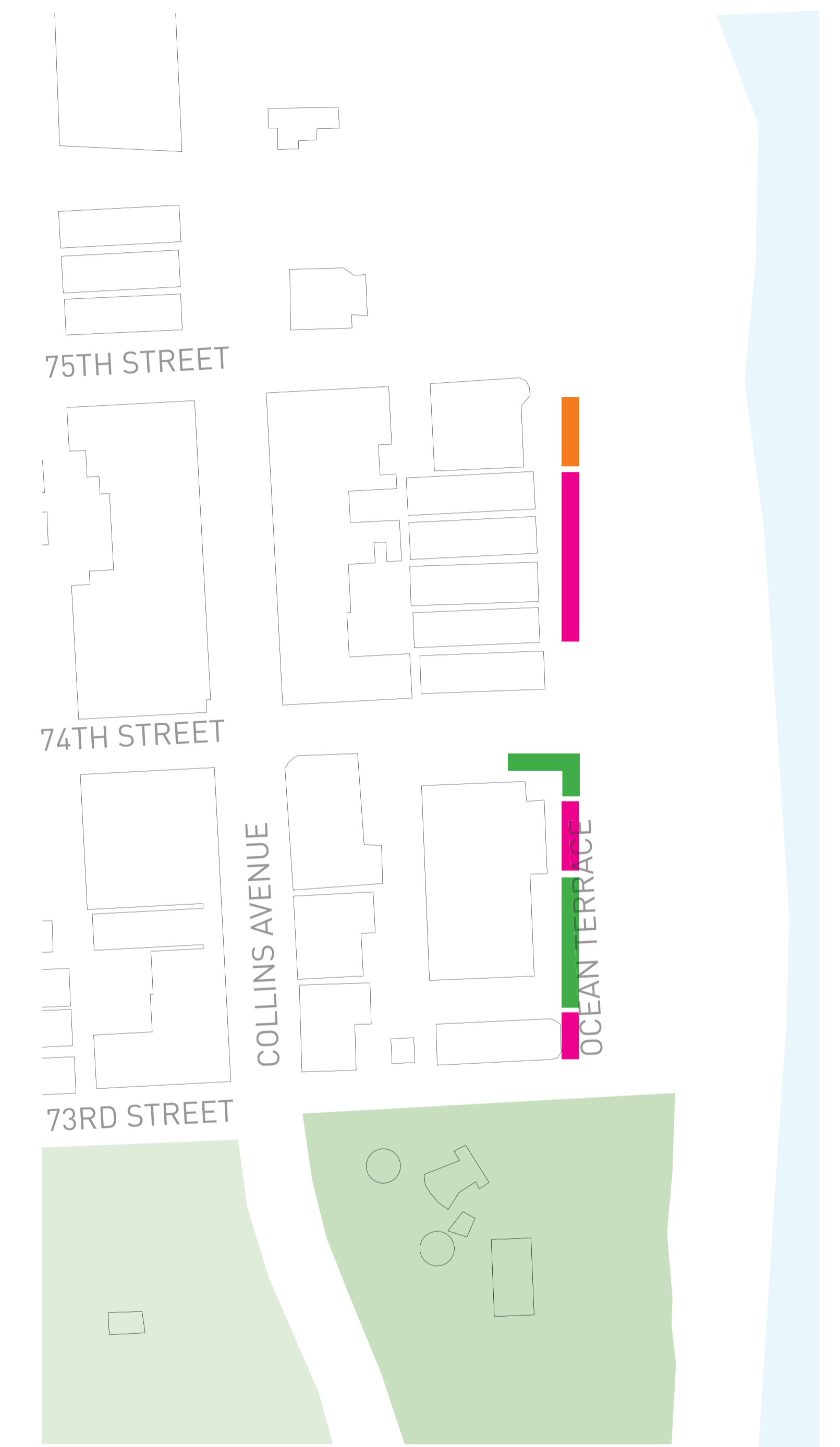


- 2 STORIES
- 3 STORIES
- 7 STORIES
- 26 STORIES

In contrast to the allowable 150' height limit, most structures are two to three stories: the tallest structure is nearly double the height limit.



- SINGLE FAMILY
- HOTEL
- MULTIFAMILY LOW DENSITY (<60 DU/ACRE)
- MULTIFAMILY HIGH DENSITY (101-150 DU/ACRE)
- MULTIFAMILY MEDIUM DENSITY (61-100+ DU/ACRE)

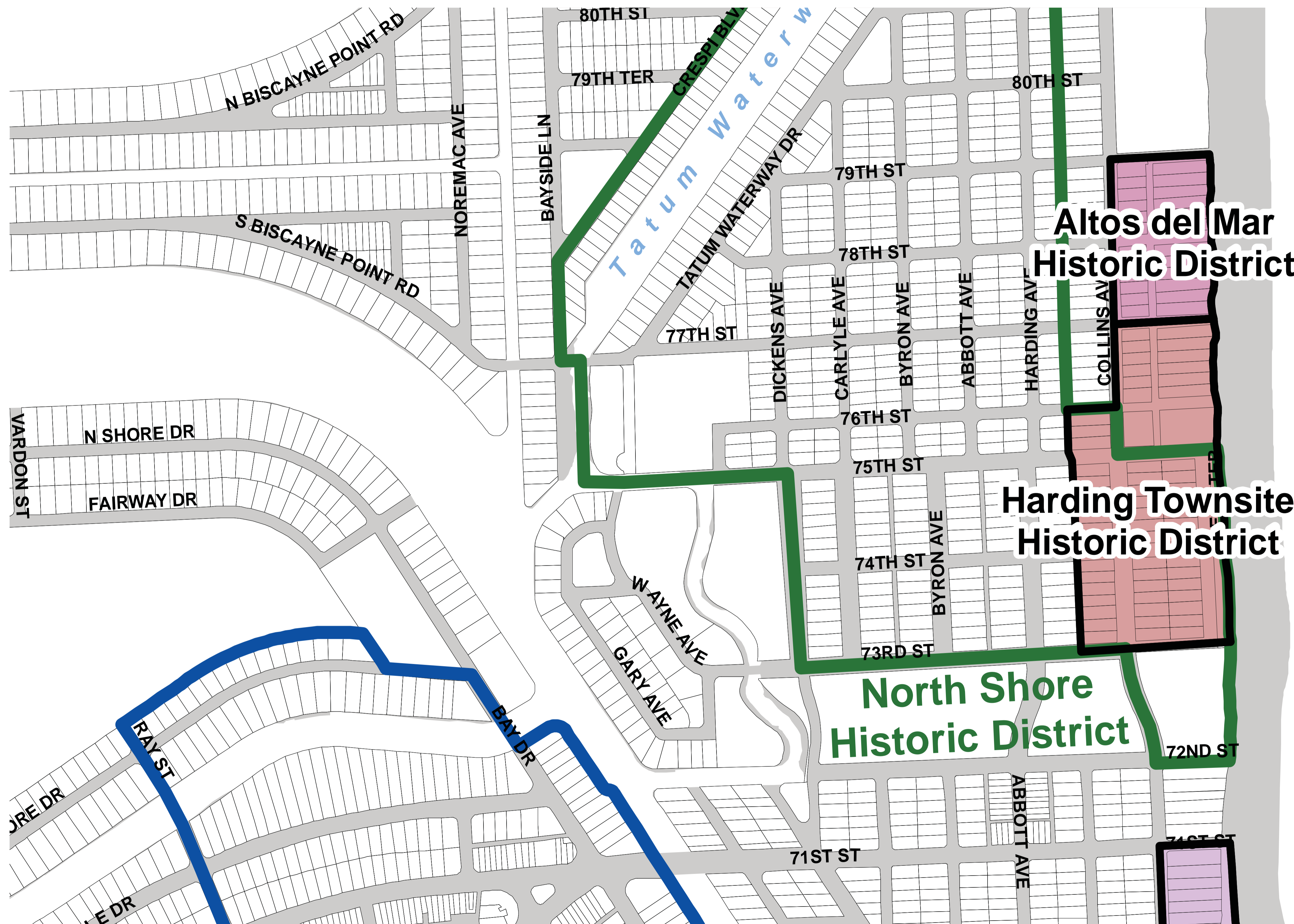


- LOBBY
- RESTAURANT
- VACANT RETAIL

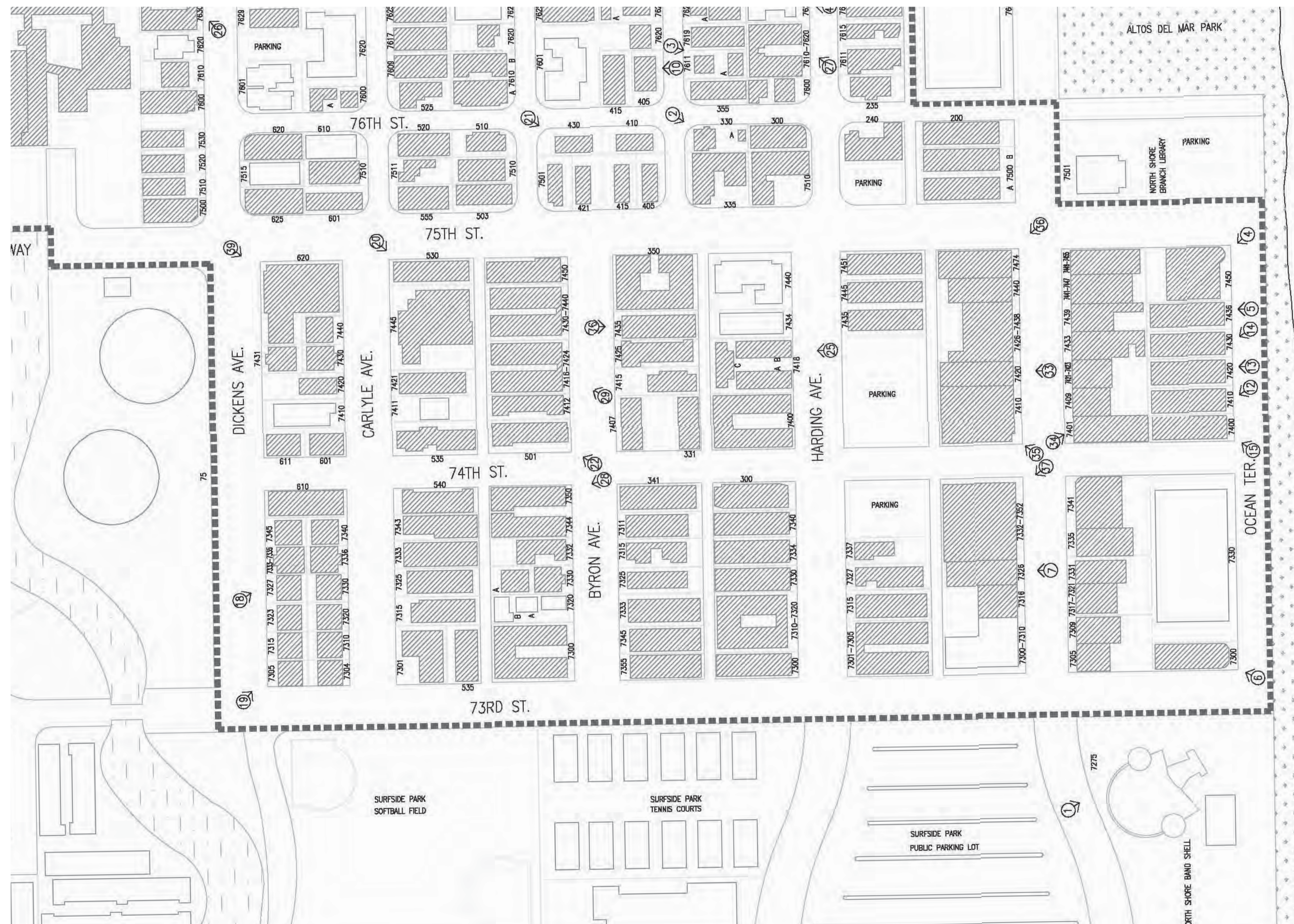
Most ground floor uses are not currently contributing to the idea of an active commercial street frontage.

HISTORIC DISTRICT

Ocean terrace is located in the Harding Townsite Historic District. Changes to buildings in this area will be reviewed by the Historic Preservation Board. The Secretary of the Interior Standard for the treatment of Historic Properties are a standard for what type of changes will be allowed.



CONTRIBUTING STRUCTURES



All the buildings within this study are currently considered Contributing Structures within the Harding Townsite Historic District.

7436 AND 7450 OCEAN TERRACE



The Days Inn may serve, in part, as a model for a more active and successful Ocean Terrace. It's frontage is mostly active with ample streetfront dining and areas that also use the wide sidewalk.

7400 AND 7410 OCEAN TERRACE



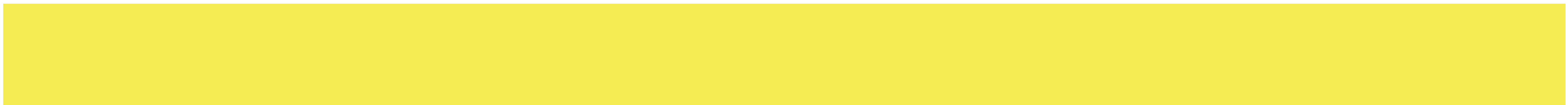
ST. TROPEZ, 7330 OCEAN TERRACE



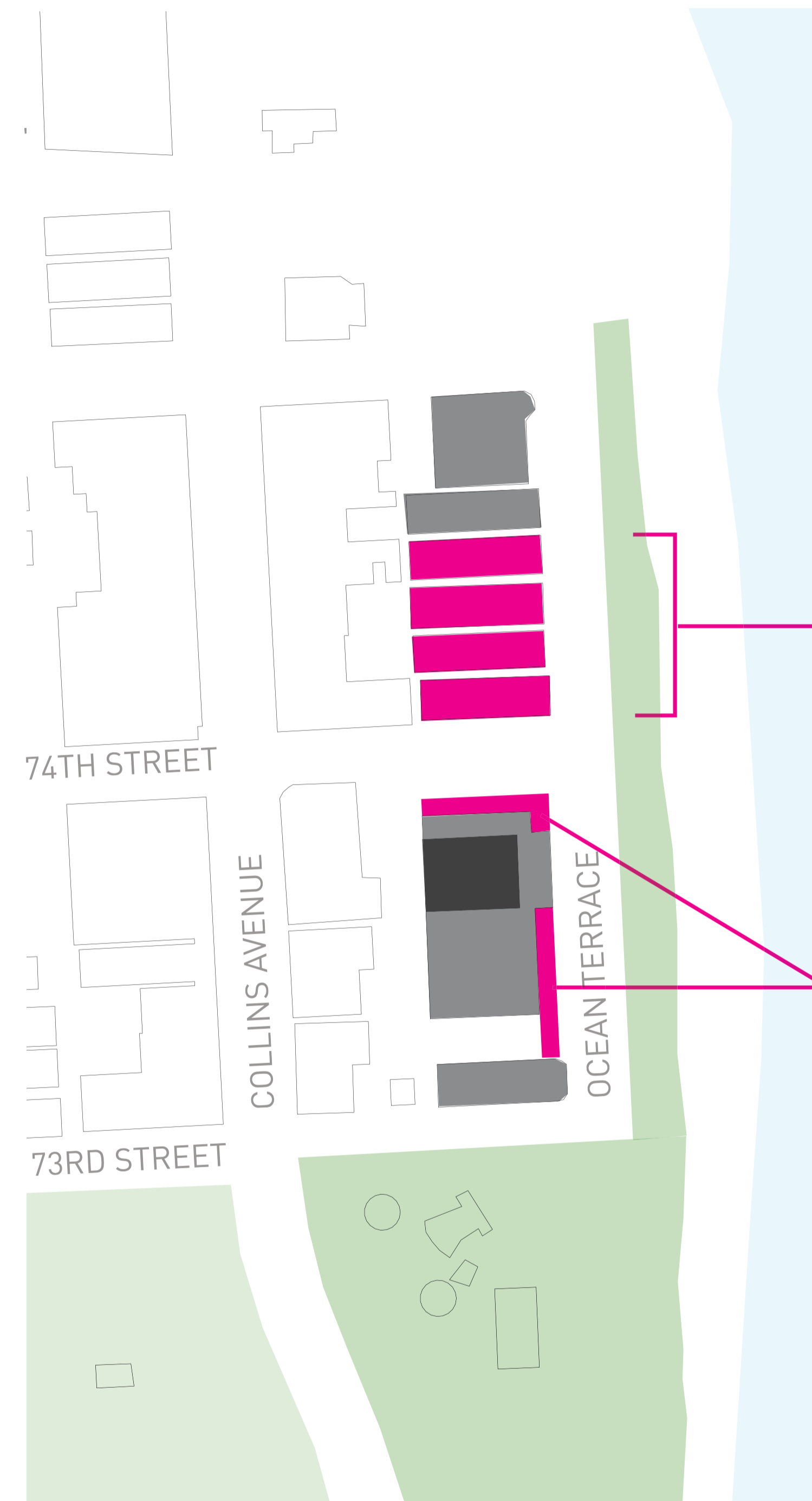
ST. TROPEZ, 7330 OCEAN TERRACE



STRATEGIES 2



TEST PARCELS



Part 1

Parcels tested for increase:

- . Two story contributing structures

Part 2

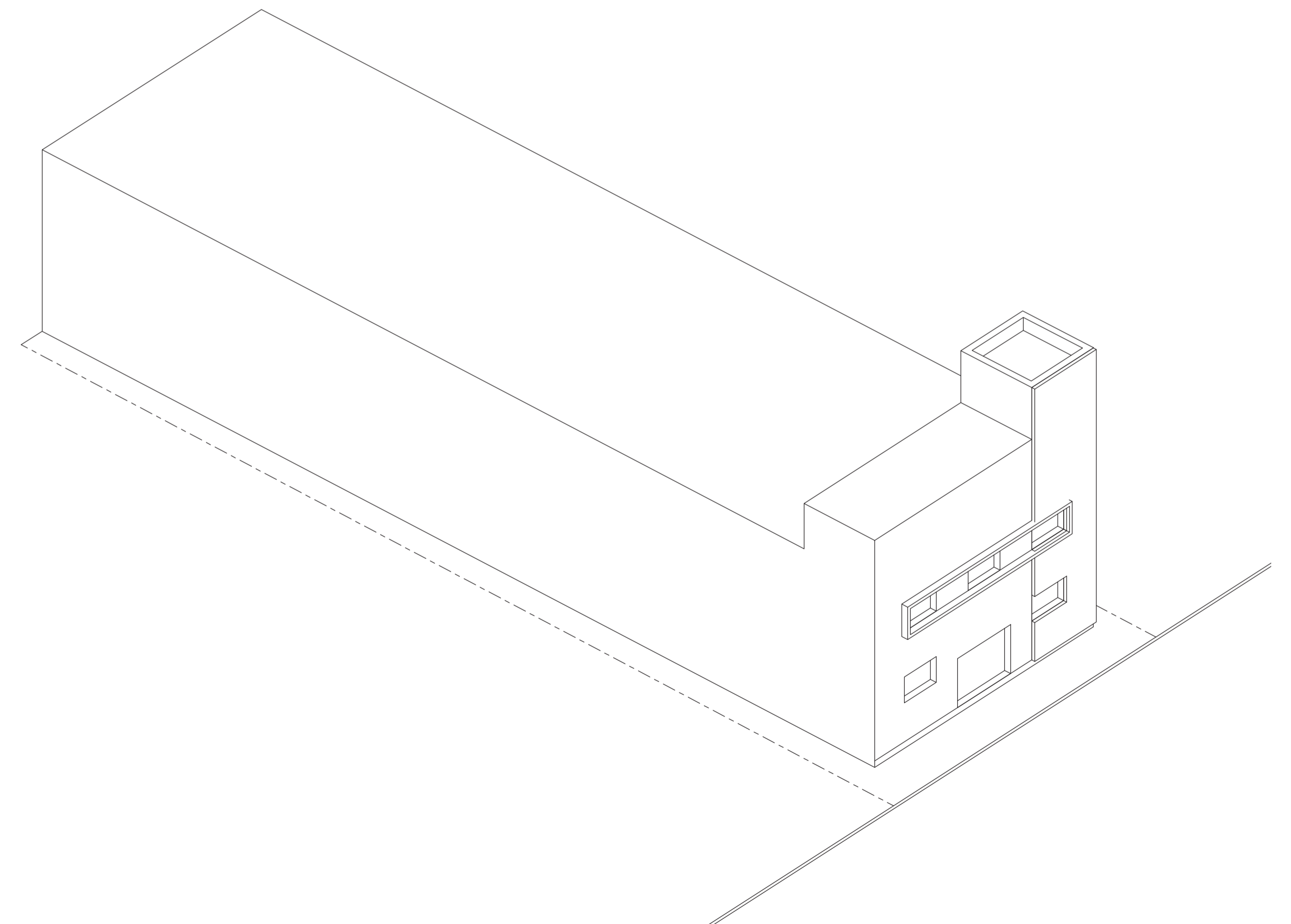
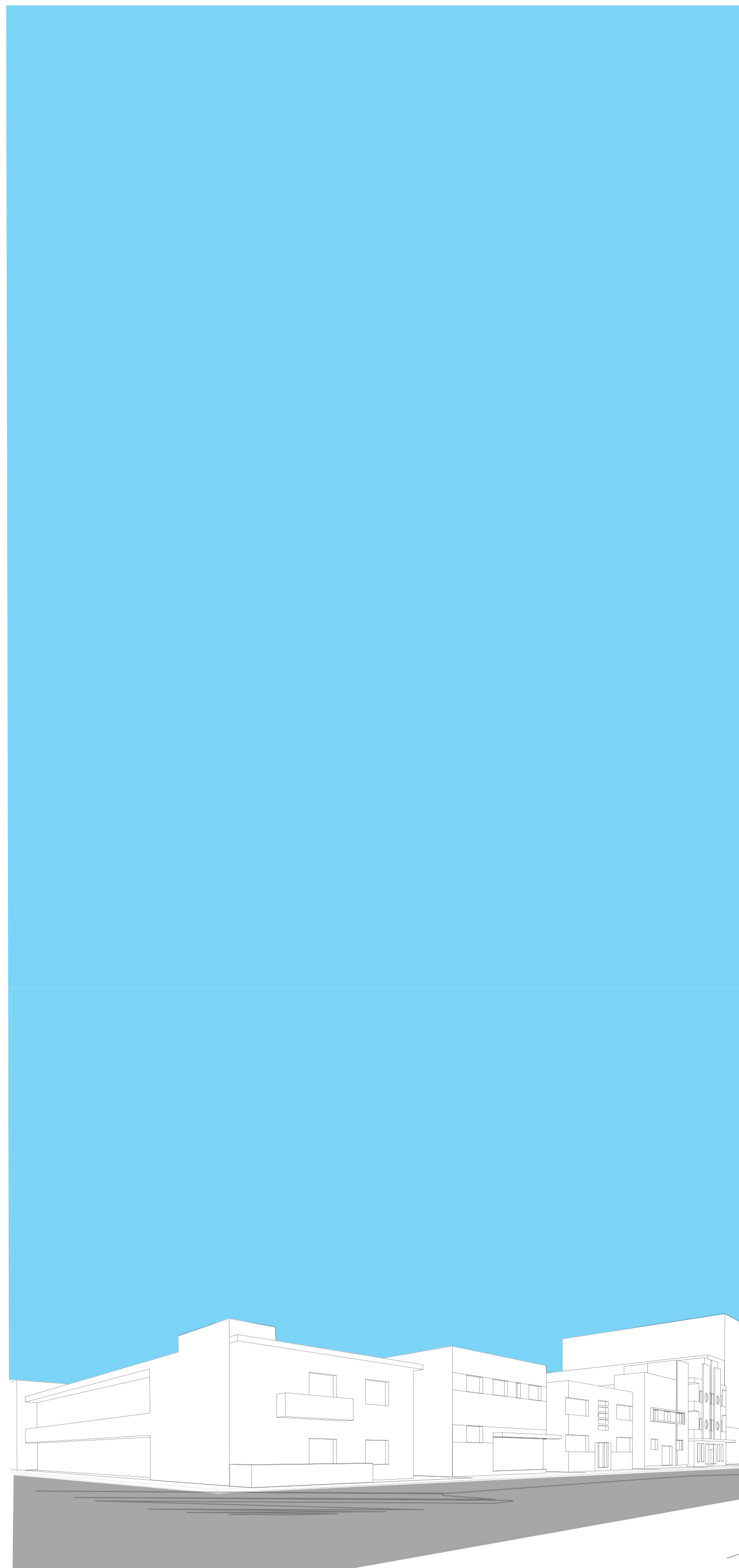
Parcel suggested for small increase:

- . liner activation
- . reconstitute continuity of street frontage

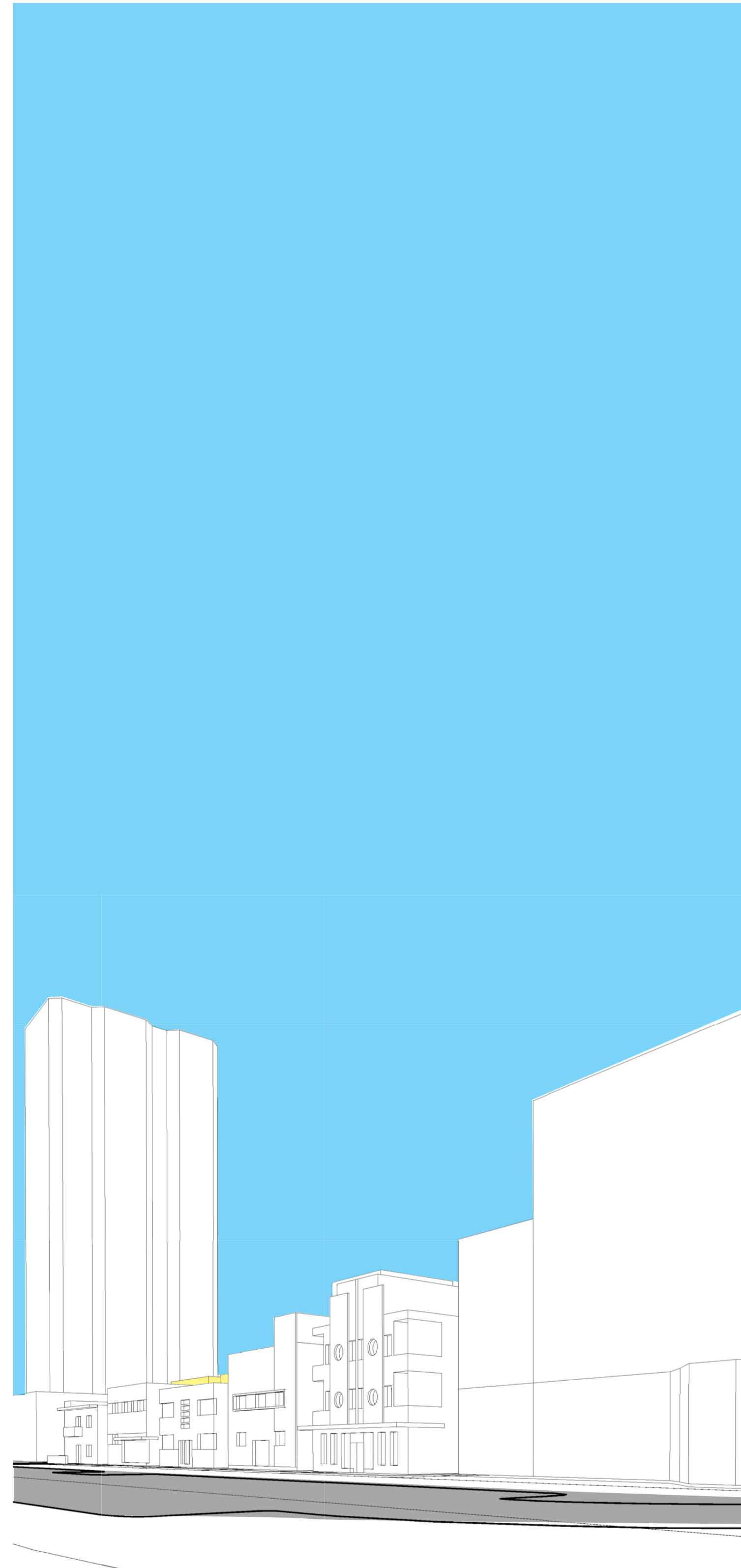
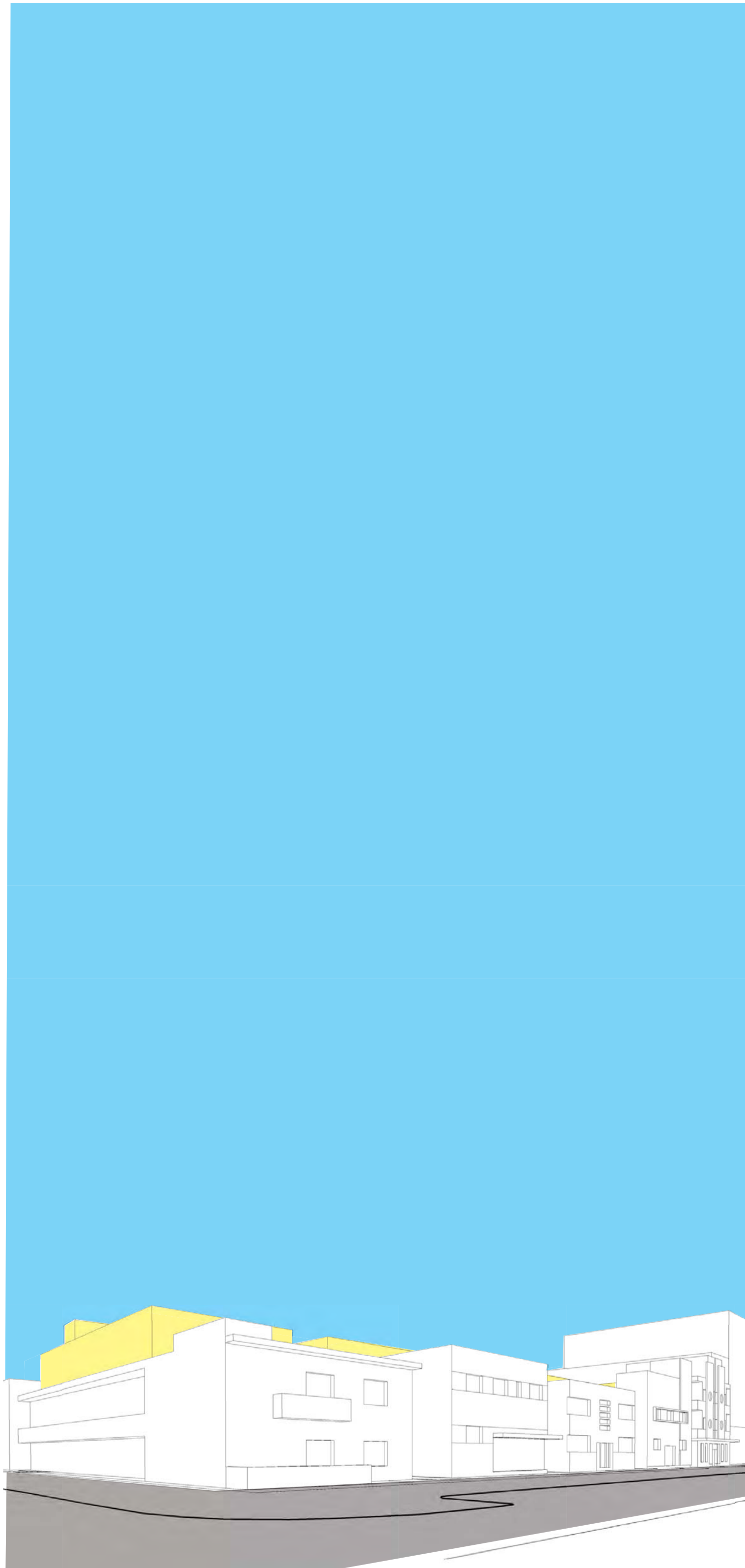
EXISTING NORTH BLOCK: FAR 1.5

GROUND FLOOR	5,600 SF	(EXISTING)
SECOND FLOOR	5,600 SF	(EXISTING)
TOTAL	11,200 SF	

HEIGHT APPROX. 25'



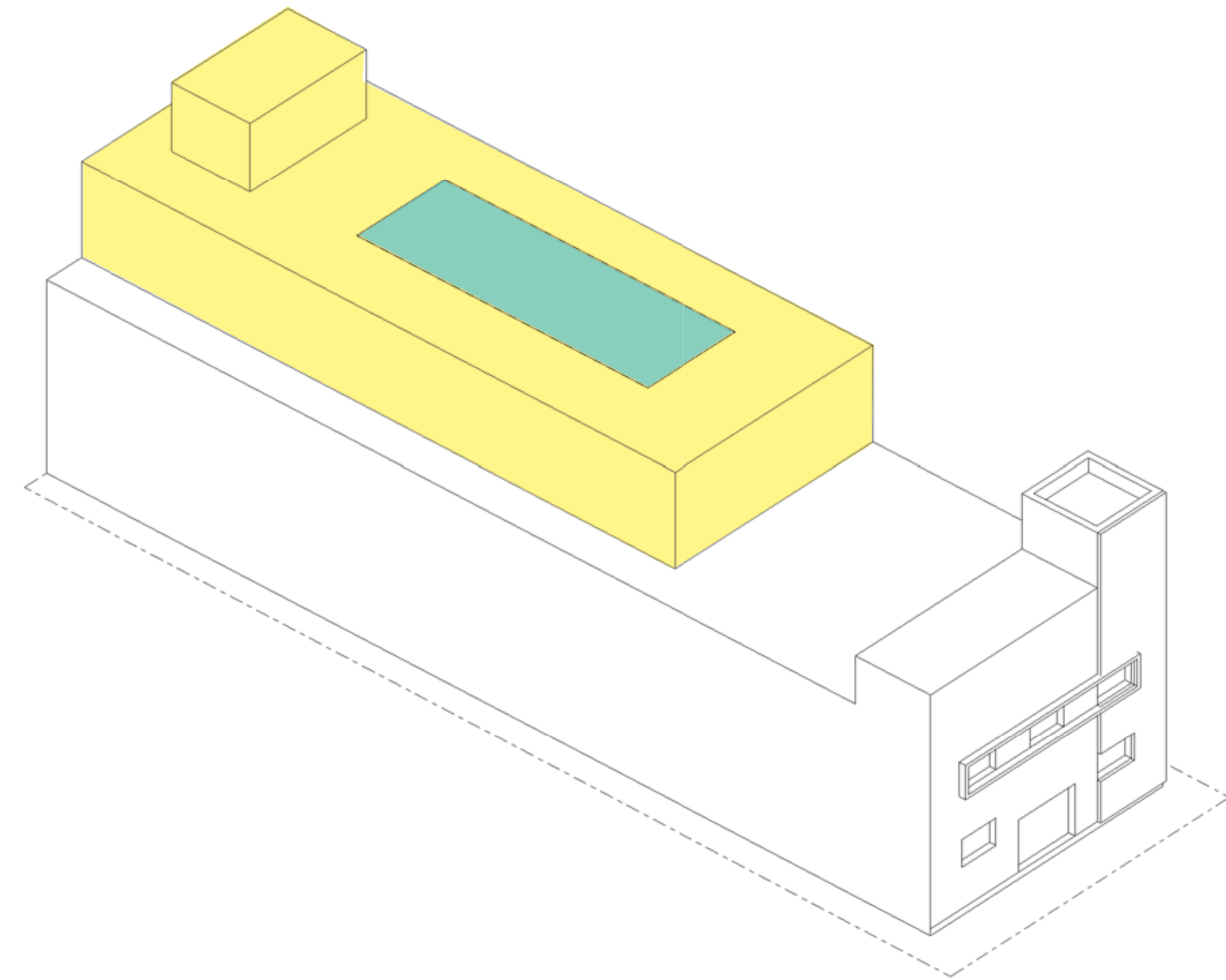
NORTH BLOCK SINGLE STORY ADDITION: FAR 2.0



One means of adding to a contributing building structure in a historic district would be a modest one story roof top addition. This would allow the full build-out of the site according to the current FAR. The area added is not particularly good for hotel rooms, since the majority face north and south rather than address the views toward the ocean.

GROUND FLOOR	5,600 SF	(EXISTING)
SECOND FLOOR	5,600 SF	(EXISTING)
THIRD FLOOR	3,800 SF	(NEW)
TOTAL	15,000 SF	

HEIGHT APPROX. 35'

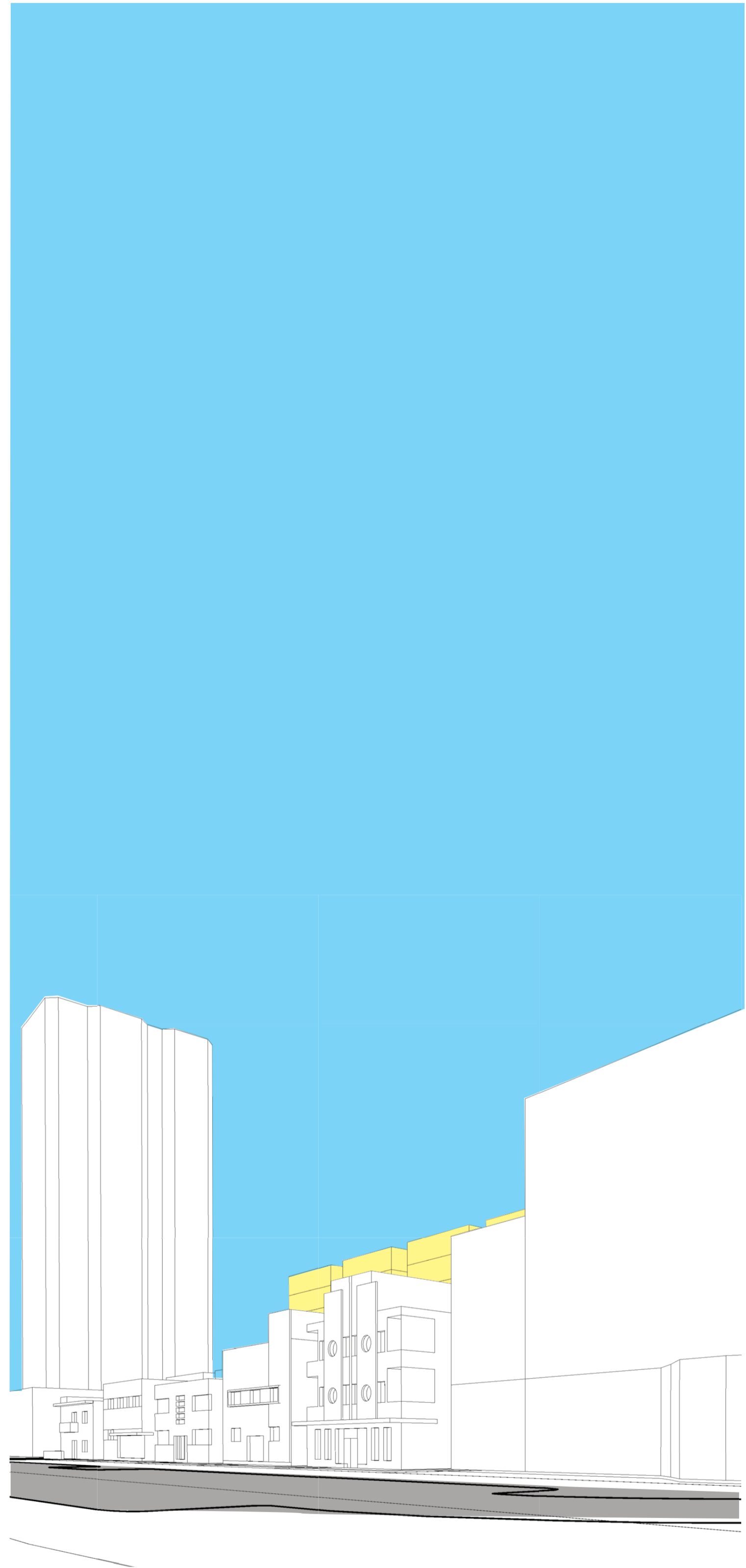
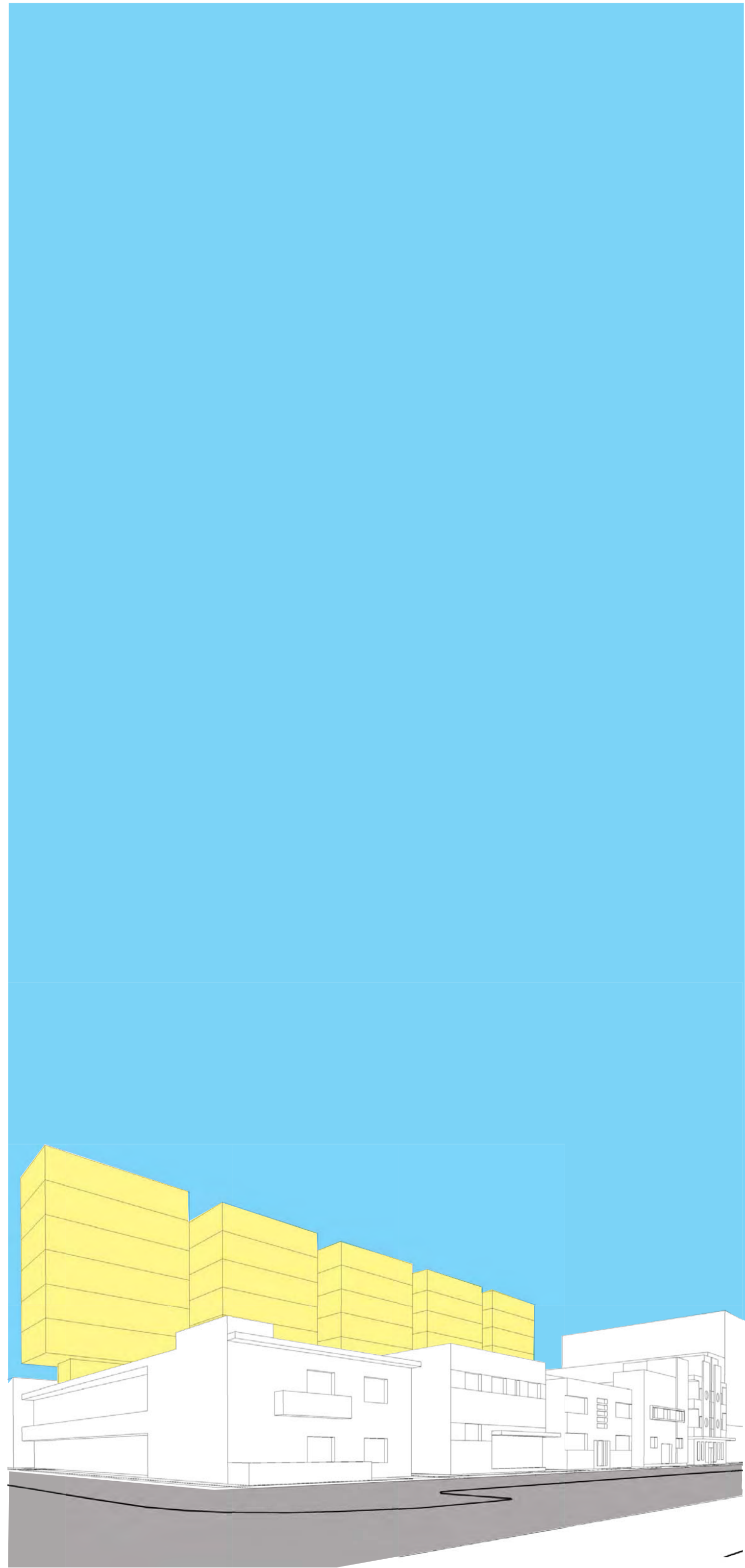
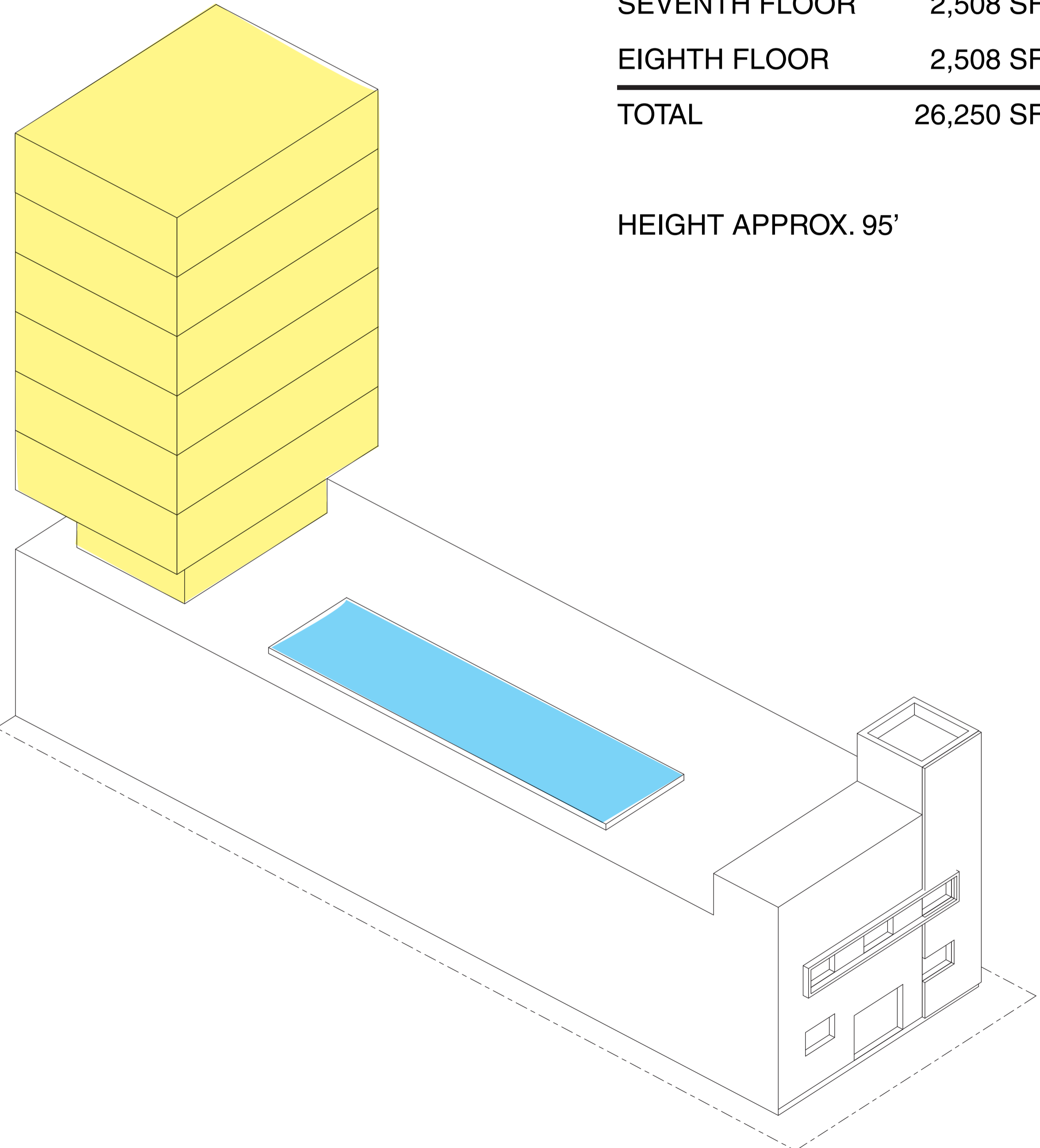


NORTH BLOCK 6 STORY ADDITION: FAR 2.5

Another means of expanding the floor area would require the demolition of the rear of the buildings to create a new mini-tower with rooms facing the ocean. Note that this strategy may disqualify the building projects from Federal Historic Preservation tax credits.

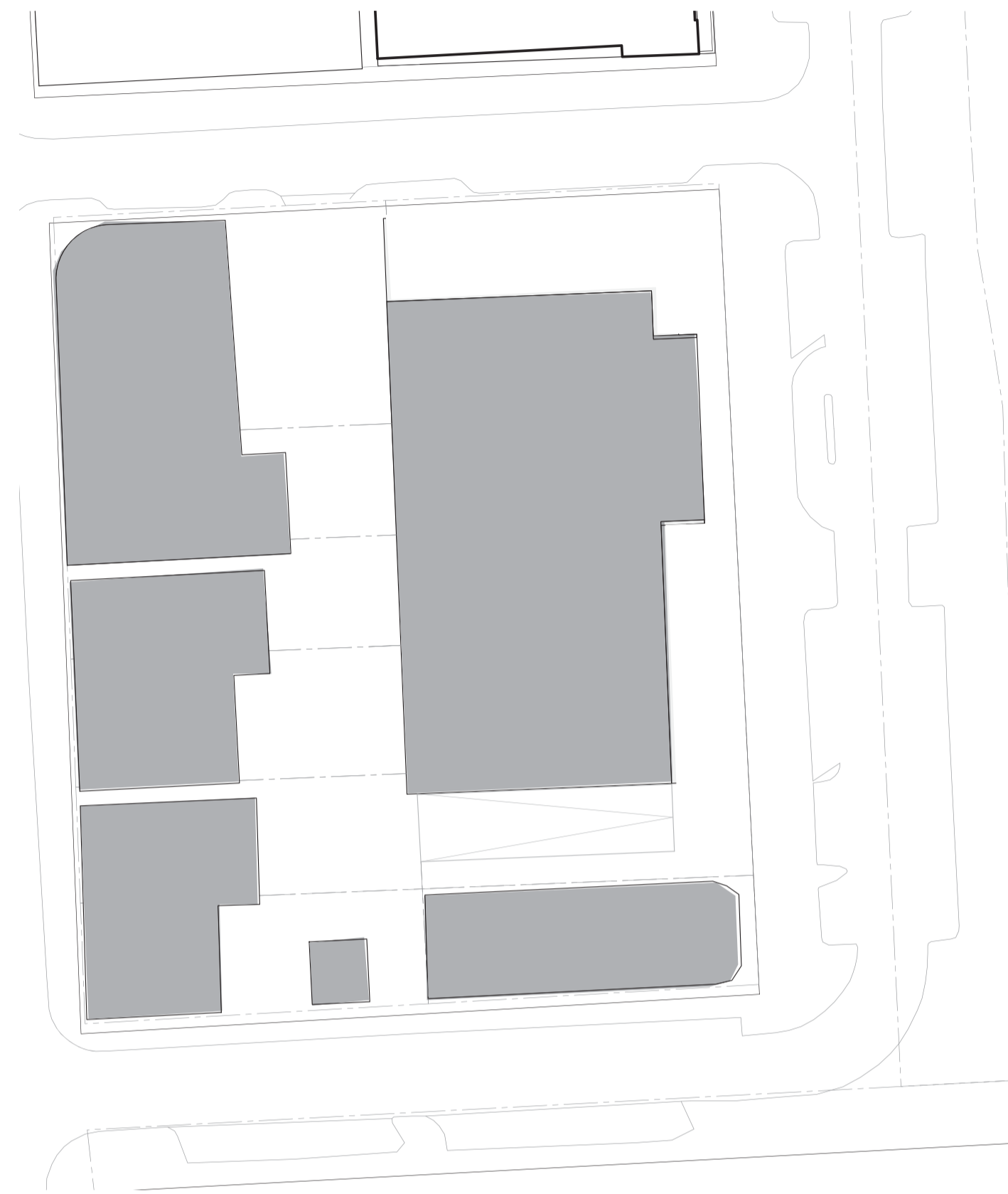
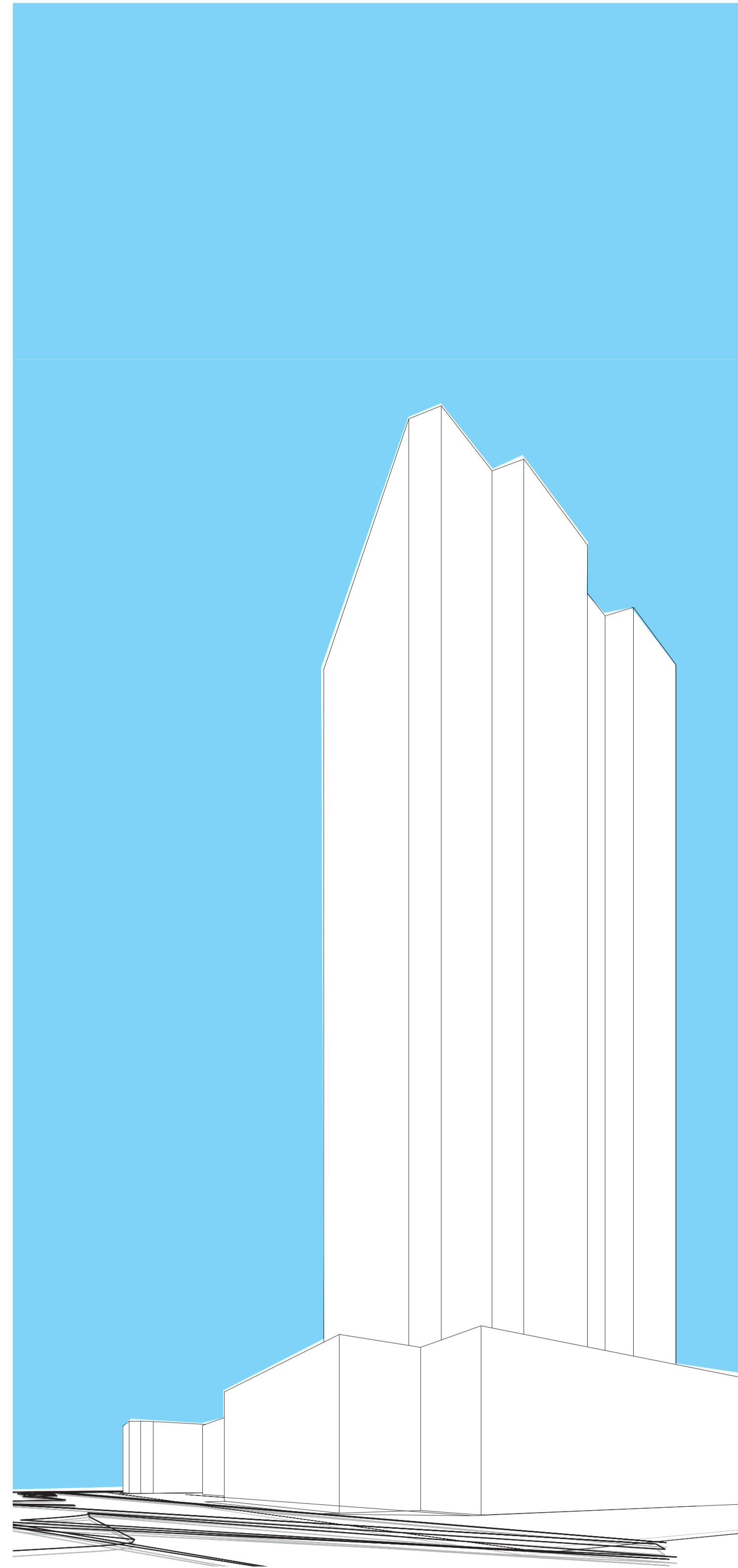
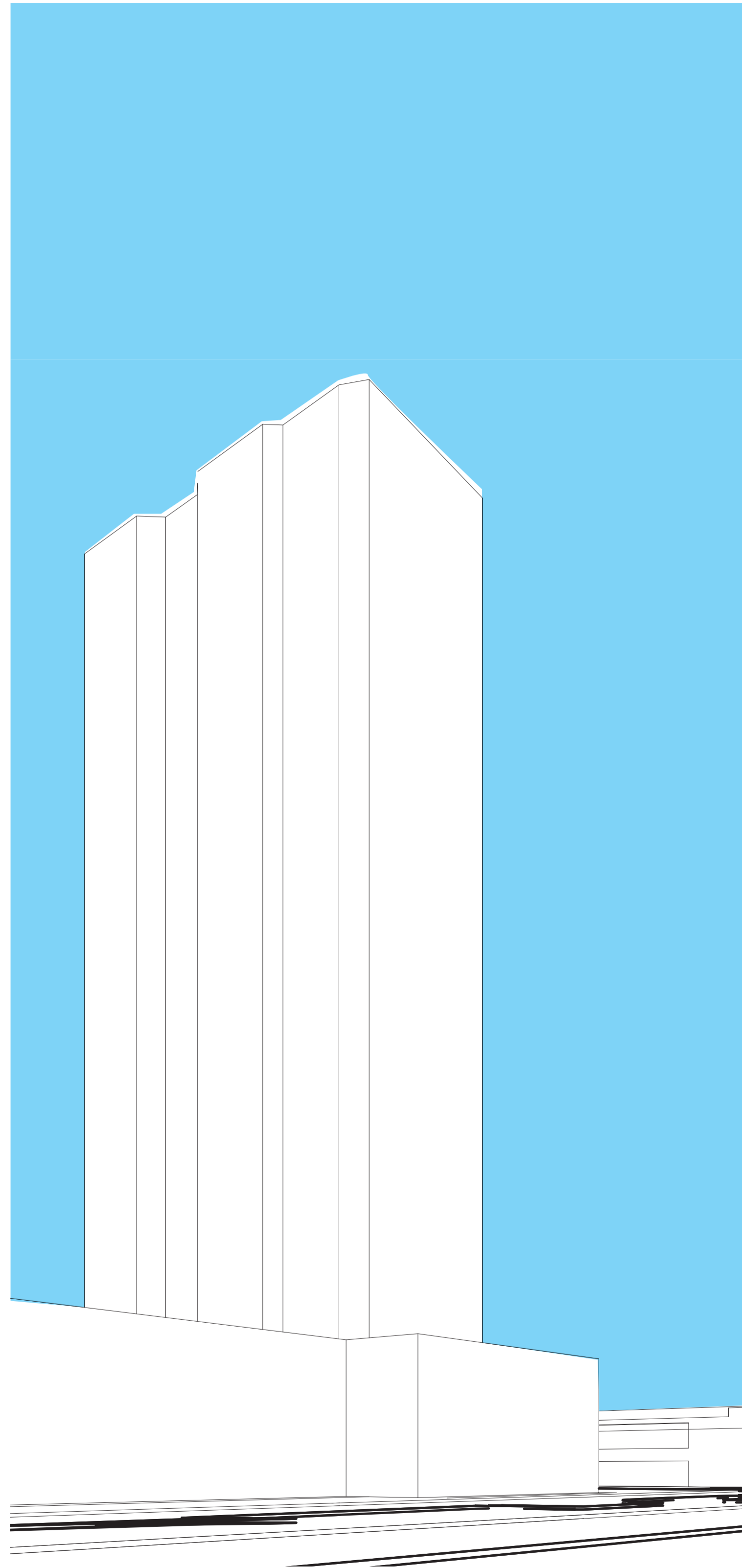
GROUND FLOOR	5,600 SF	(EXISTING)
SECOND FLOOR	5,600 SF	(EXISTING)
THIRD FLOOR	2,508 SF	(NEW)
FOURTH FLOOR	2,508 SF	(NEW)
FIFTH FLOOR	2,508 SF	(NEW)
SIXTH FLOOR	2,508 SF	(NEW)
SEVENTH FLOOR	2,508 SF	(NEW)
EIGHTH FLOOR	2,508 SF	(NEW)
TOTAL	26,250 SF	

HEIGHT APPROX. 95'

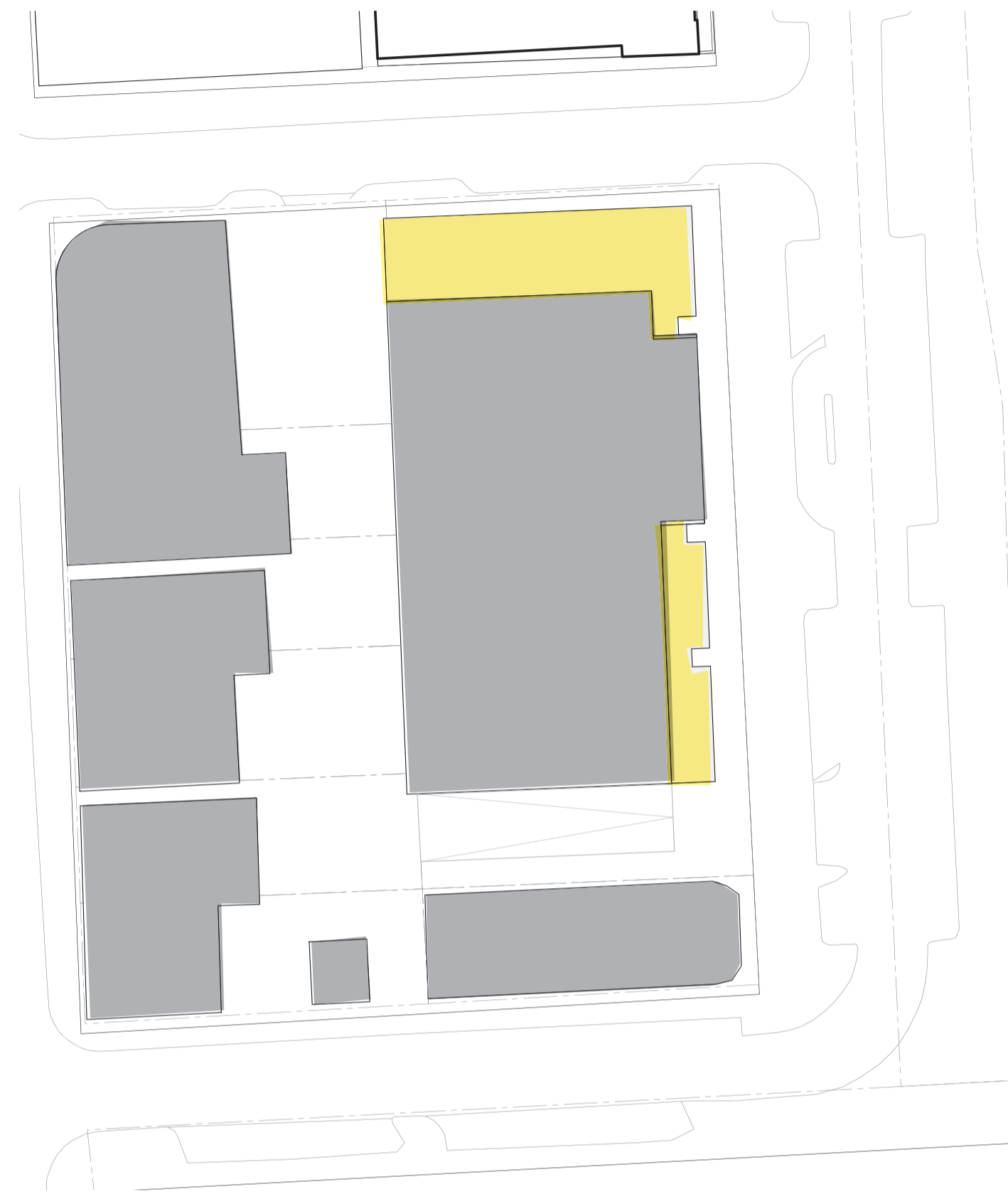
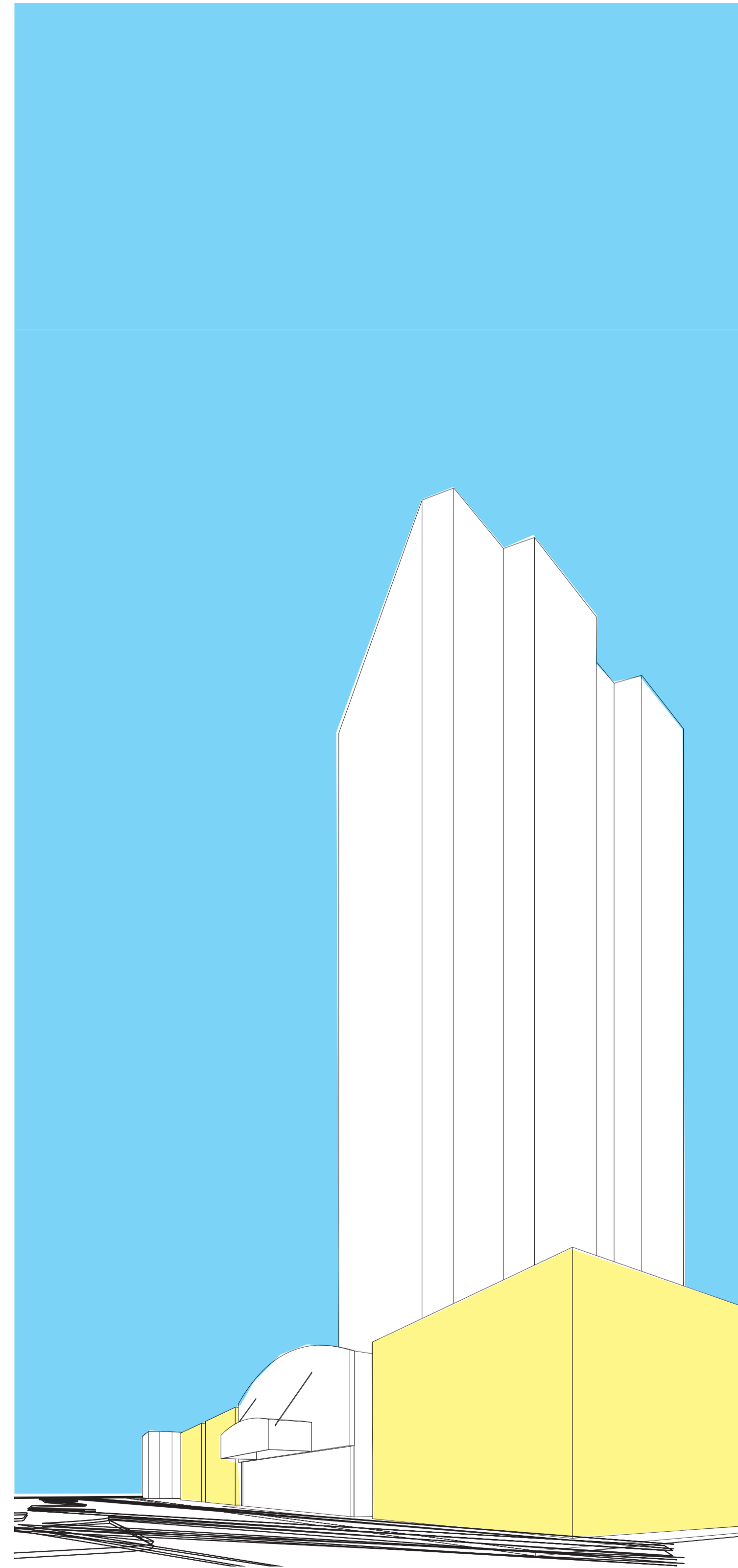
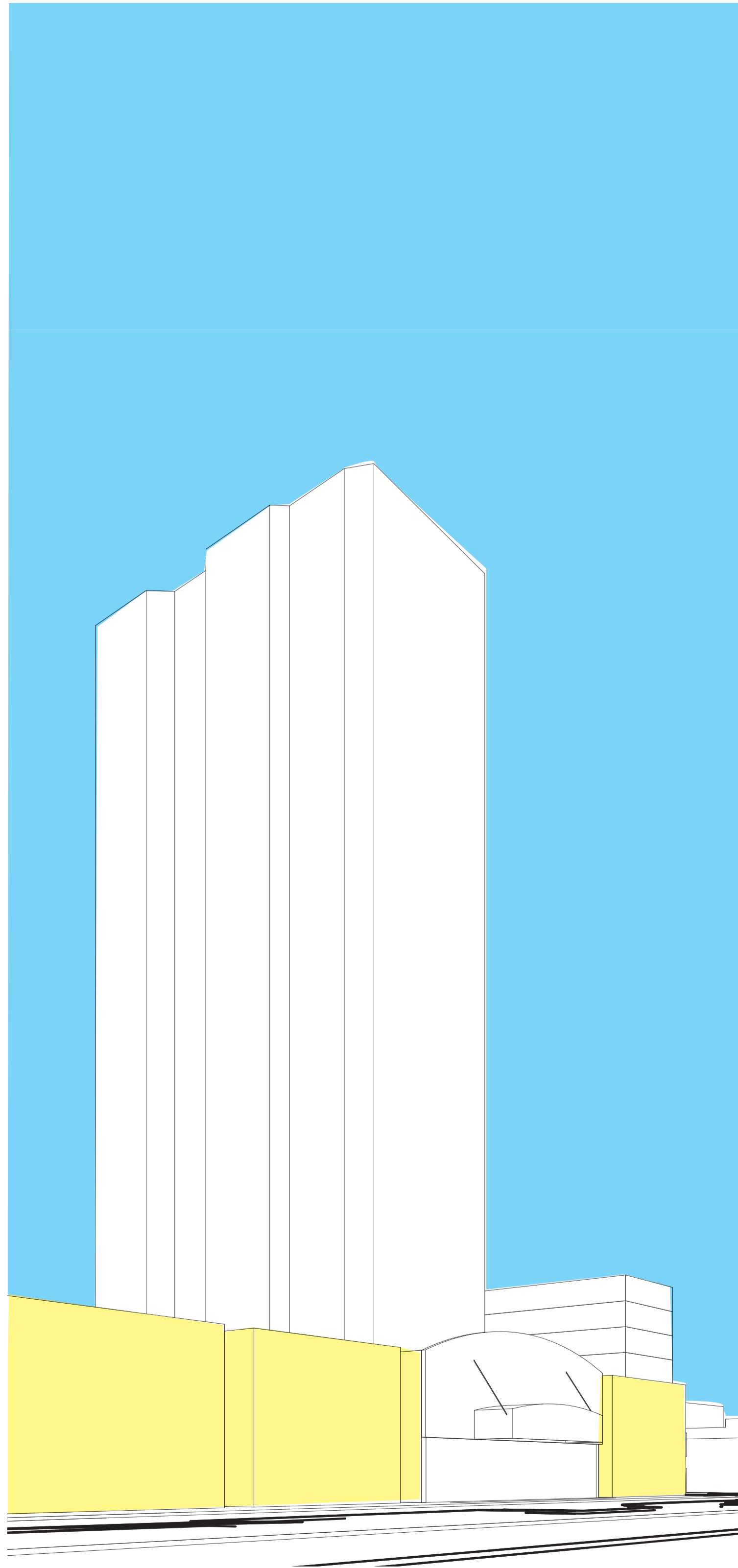


EXISTING SOUTH BLOCK: FAR 3.5

FAR 3.5 (TO BE CONFIRMED)



PROPOSED SOUTH BLOCK PODIUM ACTIVATION: FAR 3.75



FAR 3.75 (TO BE CONFIRMED)

- Additional FAR restricted to new Ground Floor retail or restaurant liner
- Possible upper floor activated with residential or additional commercial liners.



EXECUTIVE SUMMARY

The small size of Ocean Terrace, only two blocks long and comprising only eight buildings, make this an atypical zoning study. On the one hand, even in this limited area, there are a variety of idiosyncratic buildings. On the other hand, as a part of the Harding Townsite Historic District, there are limits on how each property can be developed. Further, the challenge of activating Ocean Terrace go beyond issues of height and floor area. Perhaps, a collaboratively produced “vision” for Ocean Terrace -- taking into account the multiple challenges and interests, as well as opportunities -- could be developed in the future.

A few observations can be made.

1. The ground floor interior and exterior spaces and building components can be developed to promote continuous commercial activity, especially cafes and restaurants along Ocean Terrace.
2. As the street is only two blocks long, all efforts should be made to promote urban continuity along Ocean Terrace. This may involve changes to the St Tropez building.
3. As Ocean Terrace is part of a locally-designated historic district, as well as a National Register Architectural District, rooftop additions will become increasingly problematic as FAR increases.