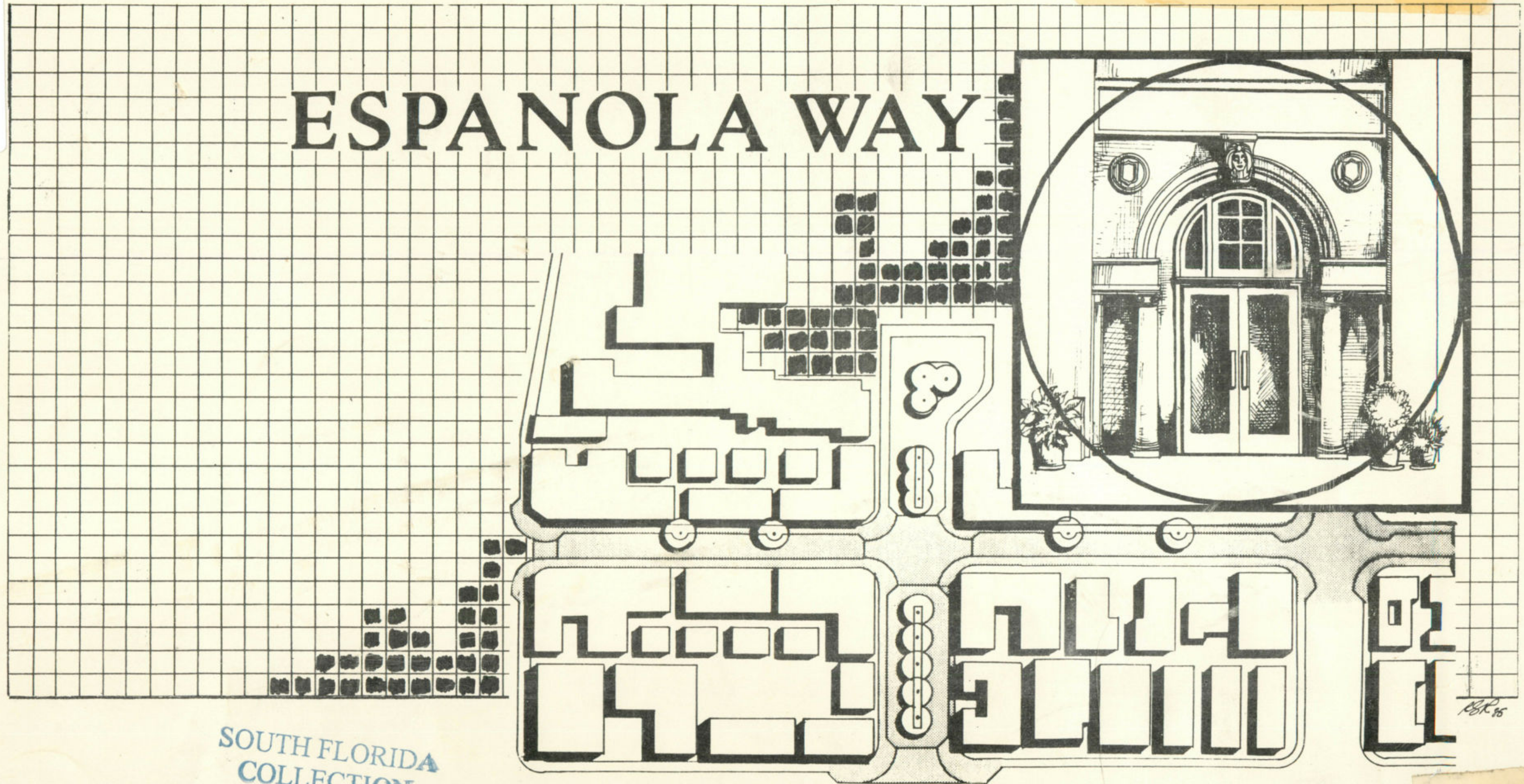


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# ESPANOLA WAY



SOUTH FLORIDA  
COLLECTION

## RENAISSANCE OF THE SPANISH VILLAGE

FLORIDA INTERNATIONAL UNIVERSITY

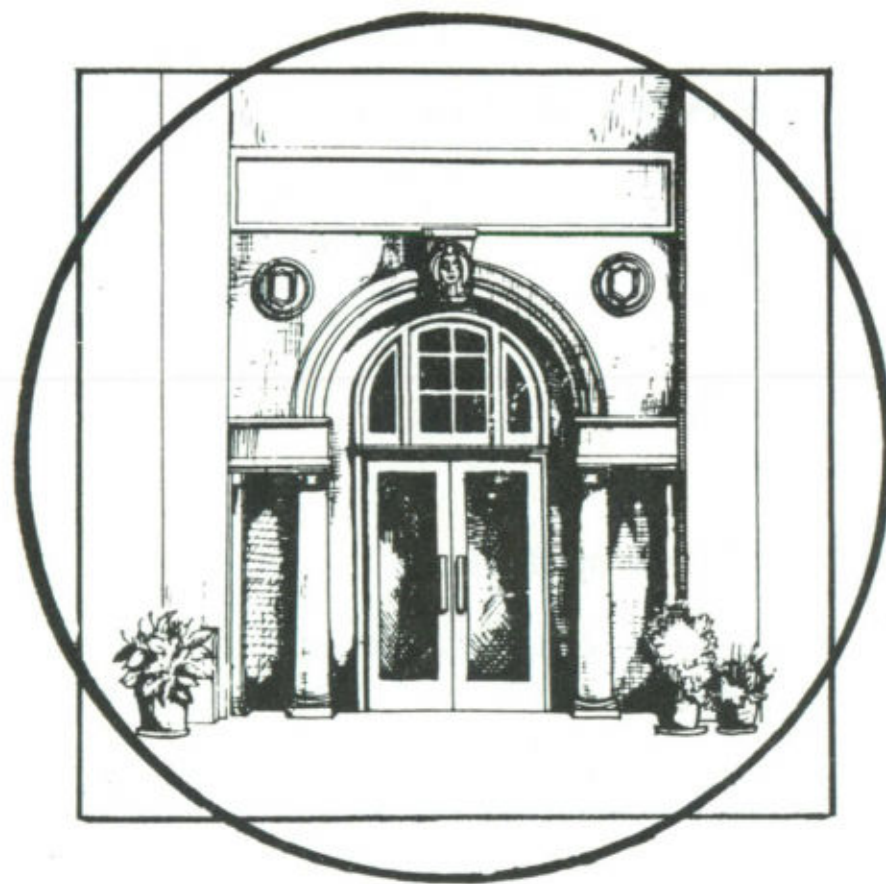


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THE CITY OF MIAMI BEACH

ESPANOLA WAY: RENAISSANCE OF THE SPANISH VILLAGE



Prepared by:

CITY OF MIAMI BEACH DEPARTMENT OF PLANNING

MARCH, 1985

SOUTH FLORIDA  
COLLECTION

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James Silvers

Professional Contributions by:

Jud Kurlancheek, Director of Planning  
Stuart L. Rogel, Director of Economic Development

Editor and  
Principal Author:

Richard S. Rickles, Principal Planner

Janet Gavarrete, Landscape Architect  
Jorge Quintero, Real Estate Economist  
Armando Valdes, Planning Technician  
Christopher J. Heid, Management Intern II  
Beverly Solomon, Administrative Secretary II  
Melody Hopkins, Clerk-Typist

Photographs and  
Illustrations:

Richard S. Rickles, Principal Planner

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# TABLE OF CONTENTS

EXECUTIVE SUMMARY	i	VII. IMPLEMENTATION PROGRAM	37
I. DEVELOPMENT OF THE PLAN	1	A. Implementation of Public Improvements	37
II. HISTORY	2	B. Implementation of Private Property Improvements	39
III. CURRENT CONDITIONS	4	C. Zoning Controls	45
A. Study Area	4	D. Development Impact Assessments	49
B. Architecture	7	E. Next Steps	51
C. Circulation	10	APPENDIX 'A'	54
D. Municipal Right-of-Way	11	APPENDIX 'B-1'	58
E. Lighting	11	APPENDIX 'B-2'	58
F. Residents	12		
G. Neighboring Projects	13		
H. Current Zoning	15		
IV. THE ESPANOLA WAY RENAISSANCE CONCEPT	17		
A. Problems	18		
B. Opportunities	19		
V. IMPROVEMENT PROGRAM	21		
A. Public Improvements	21		
B. Private Property Improvements	27		
C. Program Recommendations	29		
VI. ECONOMIC POTENTIAL	32		
A. Redevelopment Potential	32		
B. Market Potential	33		
C. Projected Operating Potential	34		
D. Case Study: Cafe/Bookstore	34		

## LIST OF EXHIBITS

Exhibit 1.	Historic Developments	2
Exhibit 2.	Study Area	4
Exhibit 3.	Historic Architectural Survey	4
Exhibit 4.	Espanola Way Subsections	5
Exhibit 5.	Census Data	12
Exhibit 6.	Neighboring Projects	14
Exhibit 7.	Zoning Map	16
Exhibit 8.	Proposed Jefferson Avenue Parking Lot	26
Exhibit 9.	Project Operating Potential	34
Exhibit 10.	Improvement Program	38
Exhibit 11.	Proposed Flamingo Park Parking Lot	38
Exhibit 12.	Implementation Schedule	52

## LIST OF PHOTOGRAPHS

Espanola Way, Cica 1926	1
Clay Hotel	7
Bella's Apartments	9
Detail, Grace Hotel	17
Clay Hotel	21
Arcade, Clay Hotel	23
Grace Hotel	27
Warsaw Ballroom	29
Cameo Hotel	37
Matanzas Hotel	39
Sinclair Hotel	45
1444 Collins Avenue	49
724 Espanola Way	51

## LIST OF ILLUSTRATIONS

Entrance, Clay Hotel	vi
Cameo Hotel	3
Grace Hotel	6
Courtyard Entrance, Clay Hotel	8
Lucille Court Apartments	14
Warsaw Ballroom	15
724 Espanola Way	20
Arcade, Clay Hotel	24
Entrance, Chester Apartments	25
Courtyard Entrance, Clay Hotel	30
Detail, Sinclair Hotel	31
Matanzas Hotel	36
Detail, Grace Hotel	42
Doorway, 1444 Collins Avenue	47
Balcony, Grace Hotel	48
Detail, Grace Hotel	50

# EXECUTIVE SUMMARY

## DEVELOPMENT OF THE PLAN

Espanola Way, from Collins Avenue to Jefferson Avenue, and particularly that portion between Washington and Drexel Avenues known as the "Spanish Village", is a colorful and unique part of Miami Beach. From the time it was developed in the 1920s, the street was conceived as a special district distinguished by its architecture, scale, and street configuration. It is the intent of this document to focus attention on this special district character and develop it as a concept for revitalization.

## HISTORY

Espanola Way has four distinguishable areas. These areas include the Spanish Village, an area of single family homes between Meridian and Jefferson Avenues, and two (2) areas of infill construction (see Exhibit #1).

The Spanish Village was designed by R. A. Taylor and developed by one of early Miami Beach's most prolific builders, N.B.T. Roney, who originally envisioned Espanola Way as an artists colony. Throughout its history, the Spanish Village has enjoyed a colorful reputation for gambling and other dubious activities. The buildings, while maintaining distinguishing architectural forms, combine to create a cohesive streetscape. Combinations of Mediterranean-inspired features including the repetition of balconies and courtyards, quoins, columns and the narrowness of the right-of-way all contribute to the impression of a Mediterranean Village.

The area between Meridian and Jefferson Avenues was developed in the mid-1930s as single family homes in the Mediterranean Revival style. The remaining areas on Espanola Way are composed of a combination of Mediterranean, Art Deco, and contemporary architecture. Many of these buildings were designed by prominent Miami Beach architects such as Henry Hohaus, L. Murray Dixon, Roy France, and Carlos Schoepel.

## CURRENT CONDITIONS

### A. Study Area

The Espanola Way study area, includes all properties adjacent to Espanola Way from Collins Avenue to Jefferson Avenue. This area is within the Miami Beach Architectural District and is listed on the National Register of Historic Places. The 13.6 acre study area contains 47 buildings, of which 38 are considered contributing or conforming to the district. As such, they may be eligible for Federal Investment Tax Credits.

Espanola Way is comprised of four (4) functional sub-sections including (see Exhibit #4);

1. Collins Avenue to Washington Avenue. The importance of this section lies in its ability to strengthen the linkage between Espanola Way, Washington Avenue, Collins Avenue and Ocean Drive via 14th Lane.
2. The Spanish Village. Includes the area from Washington Avenue to Drexel Avenue. The most active, colorful and commercially oriented of the sub-sections. This area, due to its commercial mixed-use zoning and its architectural appeal is the primary focus and critical element in the revitalization of the entire street.
3. Drexel Avenue to Meridian Avenue. Predominantly residential, this sub-section is substantially different from the Spanish Village in architecture, building setbacks and character; however, it does contain quality historic architecture.
4. Meridian Avenue to Jefferson Avenue. This area, although zoned for multi-family use, gives the appearance of a single family neighborhood.

## B. Architecture

While a number of infill structures which post date the 1950's are present on Espanola Way, historic architectural styles predominate. The Mediterranean Revival style is the most highly visible in addition to a number of examples of Art Deco/Moderne architecture.

## C. Circulation

1. Vehicular Circulation. The four (4) blocks between Washington and Meridian Avenues (including the Spanish Village), are one lane, one-way traffic. At the east and west ends of the street, from Collins Avenue to Washington Avenue and from Meridian Avenue to Jefferson Avenue, two lane, two-way traffic exists.

Few of the Espanola Way properties provide off-street parking. For the most part, properties are dependent on 88 municipal on-street spaces, in addition to the 29 off-street spaces contained in newer developments. The absence of parking lots is desirable in architectural districts as they often disrupt the streetscape, building flow and visual interest. This lack of parking is typical of historic districts throughout the country and while not the most critical element in the success of a special district, it is recognized that additional parking must be developed.

2. Pedestrian Circulation. Espanola Way is predominantly pedestrian oriented, particularly within the Spanish Village.

## D. Municipal Right-of-Way

The condition of the Municipal right-of-way ranges from satisfactory to poor with many sidewalks, curbs, gutters and roadways in need of repair. Surface drainage in this area is poor and collection of water on the street is common.

## E. Lighting

A number of different types of lighting fixtures are present on Espanola Way. It was the opinion of the Task Force that existing light levels are too low.

## F. Residents

Espanola Way residents are significantly younger, more frequently black and hispanic, poorer, less educated and more likely to be non-working than the surrounding neighborhood and the City as a whole. The majority of residents rent rather than own their housing unit and pay lower rent than the City average.

## G. Neighboring Projects

A number of new projects are located adjacent to the study area and have a positive impact on Espanola Way (see Exhibit #6):

1. Abel Holtz/Flamingo Park Tennis Stadium
2. Washington Avenue Revitalization Plan
3. Washington Avenue Facade Improvement Program
4. Fienberg/Fisher Community School
5. Flamingo Park Master Plan
6. Ocean Drive Plan

## H. Current Zoning

Espanola Way, from Collins Avenue to Pennsylvania Avenue is zoned C-5, General Business District. This zoning is intended to create a mixed-use neighborhood with high density residential, retail, and light to heavy commercial development. Espanola Way from Pennsylvania Avenue to Jefferson Avenue is zoned RM-60, Multi-Family Medium Density District. This zoning is intended to create a residential, non-tourist, apartment neighborhood.

## THE ESPANOLA WAY RENAISSANCE CONCEPT

The concept behind the renaissance of Espanola Way is to enhance its special district character, to correct its current problems, and to capitalize on its special opportunities.

### A. Problems

1. Physical Deterioration
2. Lack of Recognition
3. Negative Image
4. Shortage of Parking
5. Public Service Problems
6. Underutilization of Commercial Space
7. Poor Linkage

### B. Opportunities

1. Special District
2. Quality of Architecture
3. Lack of major Alterations
4. Available Ground Floor Commercial Space
5. Location

## IMPROVEMENT PROGRAM

### A. Public Improvements

The condition of the public right-of-way, including street, sidewalks, lighting and utilities, is in need of improvement. The improvements should not only correct current problems but should be designed to enhance the special character of Espanola Way.

As each Espanola Way sub-section differs in character and function, the recommended improvements also differ.

1. Collins Avenue to Washington Avenue. The primary importance of this segment is to strengthen the links to Collins Avenue, Ocean Drive and Lincoln Road.

- a. resurface roadway;
- b. replace water, sanitary and storm sewer lines, pipes, catch basins, and manholes;
- c. reconstruct sidewalks with decorative pavers;
- d. create landscape islands;
- e. expand the corners of the sidewalk for greater pedestrian visibility and encouragement of activity zones;
- f. install new "candlestick" type lighting fixtures as are in use in the Spanish Village;
- g. continue decorative paving across Collins Avenue and east on 14th Lane to Ocean Drive; and,
- h. install landscape improvements on 14th Lane (this may require locating such improvements on private property).

2. Spanish Village. The primary focus of the Espanola Way Revitalization Plan.

Improvements within the Spanish Village include:

- a. installation of special street signs at the corners;
- b. resurface roadway;
- c. replace water, sanitary and storms sewer lines, pipes, catch basins, and manholes;



- d. reconstruct sidewalks with decorative pavers from Washington Avenue to, and including, the west side of Drexel Avenue;
  - e. install new double-head vandal resistant parking meters;
  - f. create landscape islands;
  - g. expand the corners of the sidewalks;
  - h. repair and refinish existing light fixtures, upgrade lighting elements to increase light levels;
  - i. install decorative waste receptacles;
  - j. construct movable decorative gates/barriers for use during special events for street closing;
  - k. continue paving and other decorative elements across Drexel Avenue to strengthen links; and,
  - l. install median landscaping on Drexel Avenue to attract attention from 15th Street.
3. Drexel Avenue to Meridian Avenue. Ground floor commercial use could expand into this primarily residential neighborhood.
- a. resurface roadway;
  - b. replace water, sanitary and storm sewer lines, pipes, catch basins, and manholes;
  - c. reconstruct sidewalks with pink concrete;
  - d. create landscape islands;
  - e. expand the corners of the sidewalk; and,
  - f. install new "candlestick" type light fixtures.
4. Meridian Avenue to Jefferson Avenue. It is recommended that this portion remain exclusively low-density residential.

Improvements in this section include:

- a. remove existing sidewalks, construct new five foot wide pink concrete sidewalks;
- b. replace water, sanitary and storm sewer lines, pipes, catch basins, and manholes;
- c. regrade and, resurface roadway with six inch curb;
- d. stripe a parallel parking lane on the south side of the roadway;
- e. install new "candlestick" light fixtures; and,
- f. acquire Lot 4 on Jefferson Avenue for the development of a landscaped, at-grade parking lot for the use of residents of this block.

#### B. Private Property Improvements

The private properties will have the strongest impact on the character, appearance and eventual success or failure of Espanola Way. It is recommended that the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings form the basis for established design guidelines.

#### C. Program Improvements

In addition to physical improvements, special programs and activities, administered through the City, neighborhood associations or concessionaires are recommended:

- 1. Festivals and Special Events
- 2. Special Transportation
- 3. Sidewalk Cafes
- 4. Street Concessions
- 5. Special Decorations
- 6. Limited Delivery Hours
- 7. Espanola Way Business Association

## ECONOMIC POTENTIAL

To determine the redevelopment opportunities of Espanola Way, the current economic conditions and proposed new uses were analyzed. The Spanish Village is the obvious candidate for redevelopment. Being in a depressed condition, it possesses elements necessary to attract visitors and tourists and link the residential neighborhoods at the west end of Espanola Way to the tourist/commercial uses on the east.

Studies indicate that full service, quality restaurants still present a good opportunity within the Spanish Village and should act as a draw for visitors. Other recommended new uses include:

1. Jazz Club/Restaurant
2. Bookstore/Cafe
3. News shop/Cafe
4. Antique Shop
5. Art Gallery
6. Plant Shop
7. Exotic Clothes Boutique
8. Street Concessions

It is recommended that the Liquor Control Regulations of the Zoning Ordinance be ammended to exempt Espanola Way from the prohibition of liquor sales within 300 feet of a school, such exemption to be with the case-by-case approval of the Development Impact Committee (see Chapter VII). It is believed that liquor sales in restaurants, cafes, and nightclubs are necessary to the success of such operations and that these types of operations are necessary to the success of Espanola Way.

Comparison of Spanish Village commercial square footage and commercial rents with the U.S. median indicate that when considering the relatively small size of leaseable commerical space, rents are not significantly lower than the U.S. median.

Analysis of a case study indicates that if sufficient commerical space can be assembled, reasonable returns on investments can be expected.

## IMPLEMENTATION PROGRAM

### **A. Implementation of Public Improvements**

It is recommended that the proposed public improvements be implemented in one phase, under one contract, as funding is secured. Funding sources include General Obligation Bonds, Community Development Block Grant Funds, Special Tax Assessment Districts, Renewal and Replacement Fund and the Water and Sewer Enterprise Fund, revenues generated from concessions, and Metered Parking funds. Total cost of proposed public improvements is approximately \$2,320,000.

### **B. Implementation of Private Property Improvements**

The following programs may be used to assist property owners and developers in the rehabilitation of property:

1. Development of a Revolving Loan Fund for Commercial Revitalization;
2. Urban Development Action Grants (UDAG);
3. Rehabilitation Tax Credits;
4. Industrial Revenue Bonds (IRB's);
5. Community Development Block Grants (CDBG);
6. Tax Incentive Enterprise Zone;
7. SBA "503" Loan Programs;
8. Other programs;
  - a. Section 312 Loan Program;
  - b. Ford Foundation Local Initiative Support Corporation (LISC)
  - c. Dade Heritage Trust Facade Easement Program;

### C. Zoning Controls

The present zoning ordinance is unresponsive to market demands as it restricts hotel or apartment expansion, and the placement of accessory uses such as restaurants, night clubs and outdoor cafes on Espanola Way. These uses are necessary to create an active pedestrian environment and contribute to the financial feasibility of a rehabilitation project. It is recommended the Ordinance be amended to allow for these uses, to place the study area under Design Review jurisdiction, and to designate the study area as a Historic Preservation District.

### D. Development Impact Assessments

In order to insure the continued emphasis on the maintenance of pedestrian amenities, correct scale, proportionality and design of buildings, and to insure that the implementation of recommendations proceeds smoothly and efficiently, it is advised that the Board of Adjustment powers be expanded to enable it to function as a Development Impact Committee.



**Espanola Way is a special district, distinguished by its architecture, scale, and street configuration.**

**Input of the Espanola Way Task Force was vital to the production of this plan.**

**The Spanish Village was developed by N.B.T. Roney as an artist colony in 1925.**

**Throughout its history, the Spanish Village has enjoyed a colorful reputation.**

**Narrowness of the right-of-way, repetition of balconies and courtyards all contribute to the image of a Mediterranean Village.**



## **CHAPTER I DEVELOPMENT OF THE PLAN**

Espanola Way, from the time it was developed in the 1920s, was conceived as a special district, distinguished by its architecture, scale, and street configuration from neighboring thoroughfares. The "Spanish Village" as it was originally known, located on Espanola Way between Washington and Drexel Avenues is the focus of this unique street, but its flavor extends from Collins Avenue to Jefferson Avenue. The Planning Department has long recognized the unique character of Espanola Way and its exciting potential as a key element in the revitalization of southern Miami Beach. In order to develop a more complete understanding of the street and to organize the neighborhood for positive action, the Espanola Way Task Force was formed. This group, consisting of Espanola Way property owners, interested citizens, residents, and civic organizations, held a series of meetings with the Planning Department staff to discuss current conditions, problems and opportunities on Espanola Way. Their input was vital in the production of this plan.

## CHAPTER II HISTORY

The history of Espanola Way is evident in the physical record of its architecture. Different environments exist within the study area (see Exhibit #1), including three planned, consistent developments and two areas of infill construction. The planned developments include the Spanish Village located between Washington Avenue and Drexel Avenue and two phases of single-family development between Meridian and Jefferson Avenues.

The Spanish Village was developed by N.B.T. Roney and the Spanish Village Corporation in 1925. Roney, best known for the Roney Plaza Hotel, was one of the most prolific developers in early Miami Beach. His vision of the Spanish Village was as an artist colony; however, there is little evidence to indicate that the area fulfilled this purpose. Throughout its history, the Spanish Village has enjoyed a colorful reputation. Early newspaper articles and the recollection of long time residents suggest gambling and other dubious entertainments were available on Espanola Way.

The village was designed by R.A. Taylor and consisted of the Clay Hotel, The Village Hotel (now the Cameo Hotel), the Grace Hotel, the Barcelona Hotel (now the Sinclair Hotel) and the Matanzas Hotel. The architectural design of these structures, while each being slightly different, repeat combinations of Mediterranean inspired features forming a cohesive streetscape. Narrowness of the right-of-way, repetition of balconies and courtyards all contribute to the image of a Mediterranean Village.

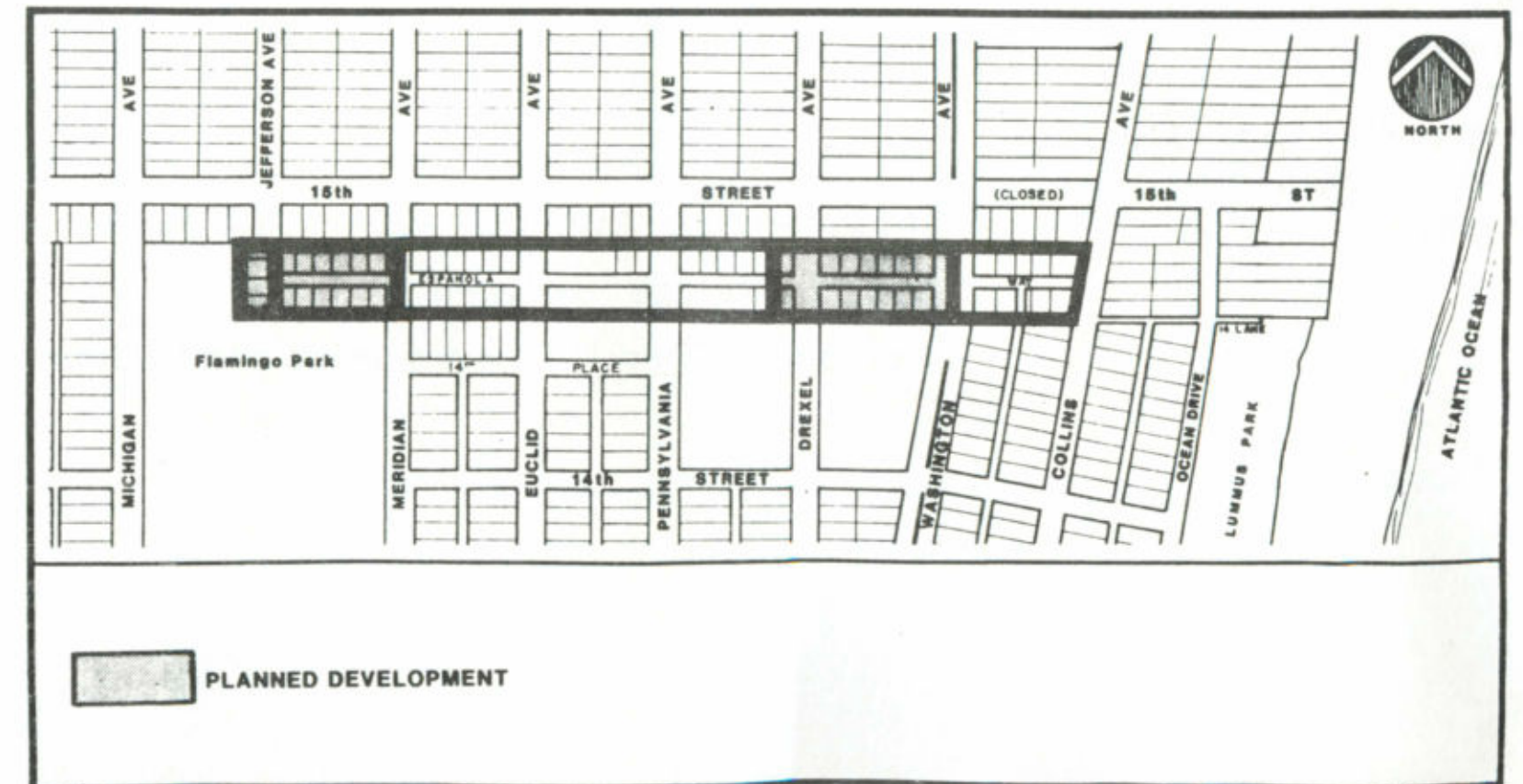


EXHIBIT 1

HISTORIC DEVELOPMENTS

The residential section of Espanola Way between Meridian and Jefferson Avenues was developed by the Millco Investment Company in 1935 and 1936.

The residential section on Jefferson Avenue was developed by William F. Whitman in 1930.

Many of Miami Beach's most prominent architects are represented on Espanola Way.

Thirty-eight (38) of forty-seven (47) buildings within the Espanola Way study area are historically contributing or conforming and, therefore, may be eligible for Federal investment tax credits.

The portion of Espanola Way between Meridian and Jefferson Avenues, originally a single-family residential neighborhood, was the product of two developers. Millco Investment Company built all but three of the houses fronting Espanola Way in 1935 and 1936. The predominant architects were L. Murray Dixon and Harry O. Nelson. The houses fronting Jefferson Avenue at the western terminus of Espanola Way were developed by William F. Whitman and designed by A. Frasser Rose in 1930.

The remainder of buildings on Espanola Way were constructed primarily in the 1930s by different architects. There are numerous structures designed by prominent Miami Beach architects such as Henry Hohausser (1450 and 1444 Collins Avenue, and 724 and 735 Espanola Way), Roy F. France (1440 Euclid Avenue), Carlos Schoepel (446 Espanola Way), and L. Murray Dixon (525 and 531 Espanola Way, 1436 Pennsylvania Avenue, and 1435 Meridian Avenue). R.A. Taylor, architect of the Spanish Village designed and built 1440 Pennsylvania Avenue for himself as a residence and studio.



# CHAPTER III

## CURRENT CONDITIONS

### A. STUDY AREA

The Espanola Way study area (see Exhibit #2) includes all properties fronting or abutting Espanola Way from Collins Avenue on the east to Jefferson Avenue on the west. The entire study area is contained within the Miami Beach Architectural District which is listed on the National Register of Historic Places. The 13.6 acre study area contains 47 buildings (or building complexes), 38 of which are considered contributing or conforming to the District and therefore may be eligible for Federal investment tax credits (see Exhibit #3).

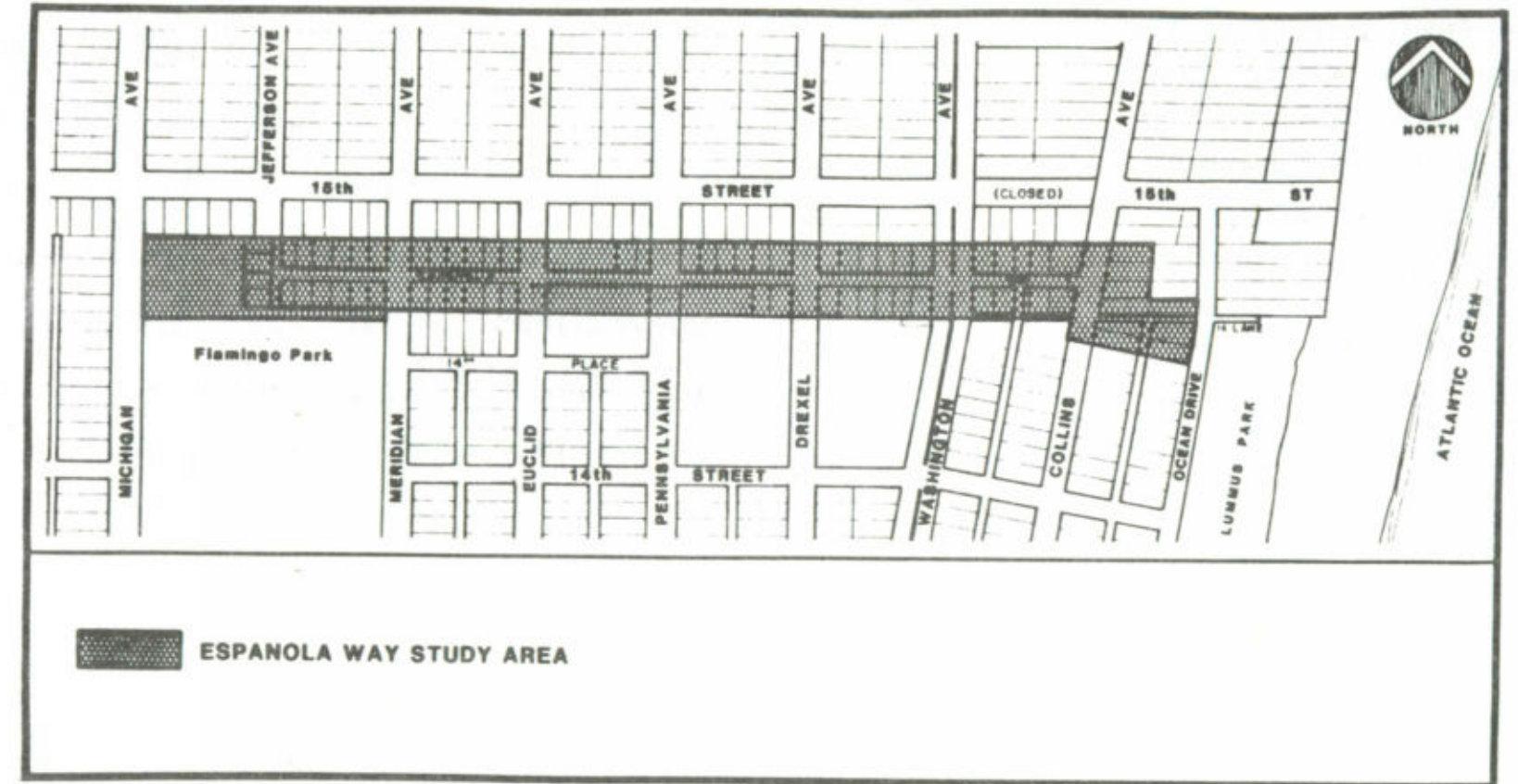


EXHIBIT 2

STUDY AREA

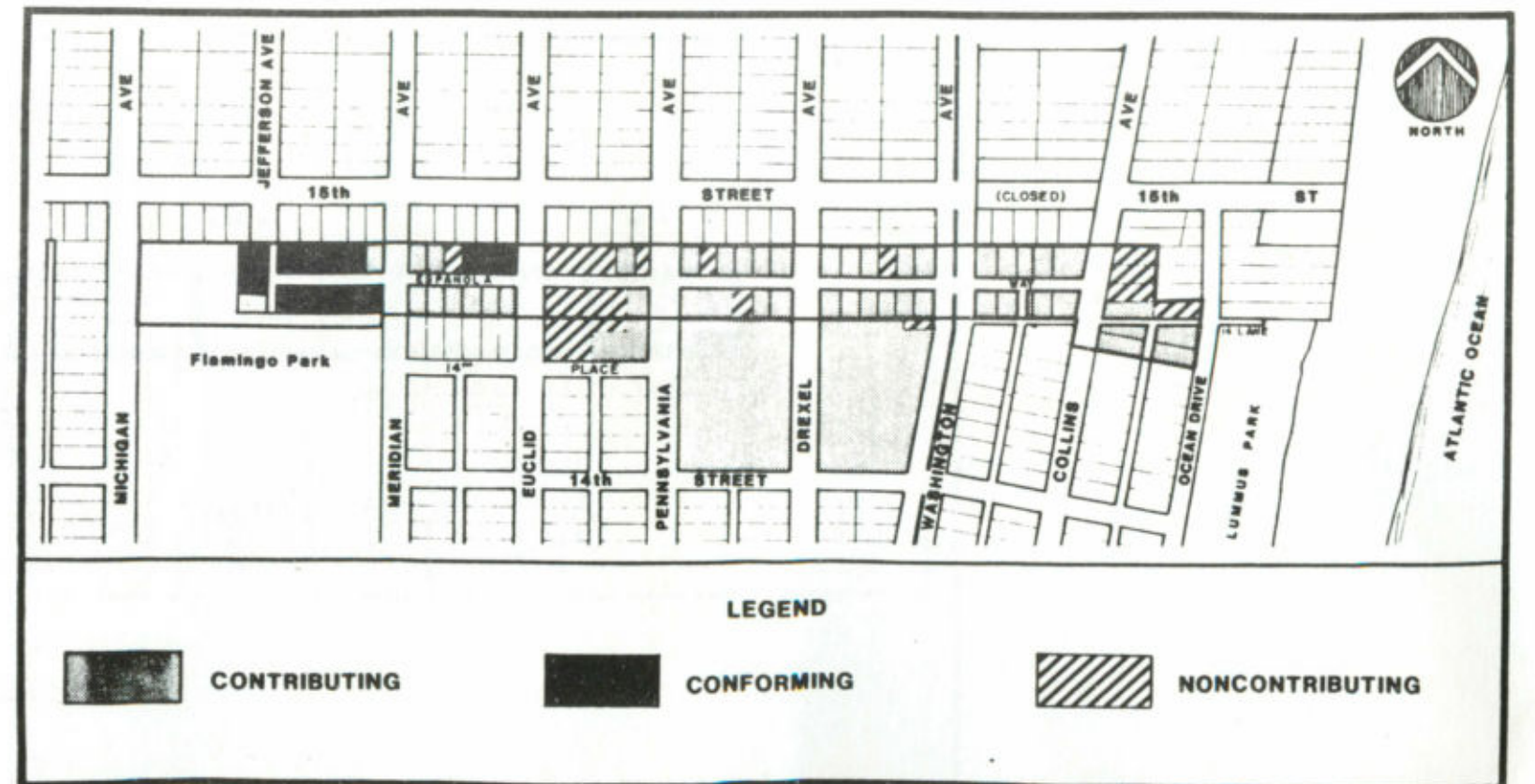


EXHIBIT 3

HISTORIC ARCHITECTURAL SURVEY

Four functional sub-sections comprise the Espanola Way study area. Each sub-section must be recognized and treated individually yet in a manner which will unify the entire street.

Even though Espanola Way is a relatively short street, it is comprised of four functional sub-sections, each with a different character (see Exhibit #4). In studying Espanola Way and developing recommendations for its enhancement, the different sub-sections must be recognized and treated individually yet in a manner which will unify the entire street. These sub-sections are:

1. Collins Avenue to Washington Avenue. The primary influence on this section of Espanola Way are the intersecting streets. Few of the structures have direct access onto Espanola Way. The importance of this section lies in its ability to strengthen the linkage between Espanola Way, Washington Avenue, Collins Avenue and Ocean Drive via 14th Lane.
2. The Spanish Village, from Washington Avenue to, and including, the western corners of Drexel Avenue. This area was developed by N.B.T. Roney and creates the atmosphere of a mediterranean village. It is the most active, colorful, and commercially-oriented of the Espanola Way sub-sections and is the primary focus and critical element in the revitalization of the entire street.
3. Drexel Avenue to Meridian Avenue (excluding those structures included in the Spanish Village). This sub-section is predominantly residential and is heavily influenced by the public schools and other institutional uses in this area. While containing the same narrow right-of-way, this sub-section is substantially different from the Spanish Village in architecture, building setbacks and character. It does contain quality historic architecture and can benefit from the revitalization of the Spanish

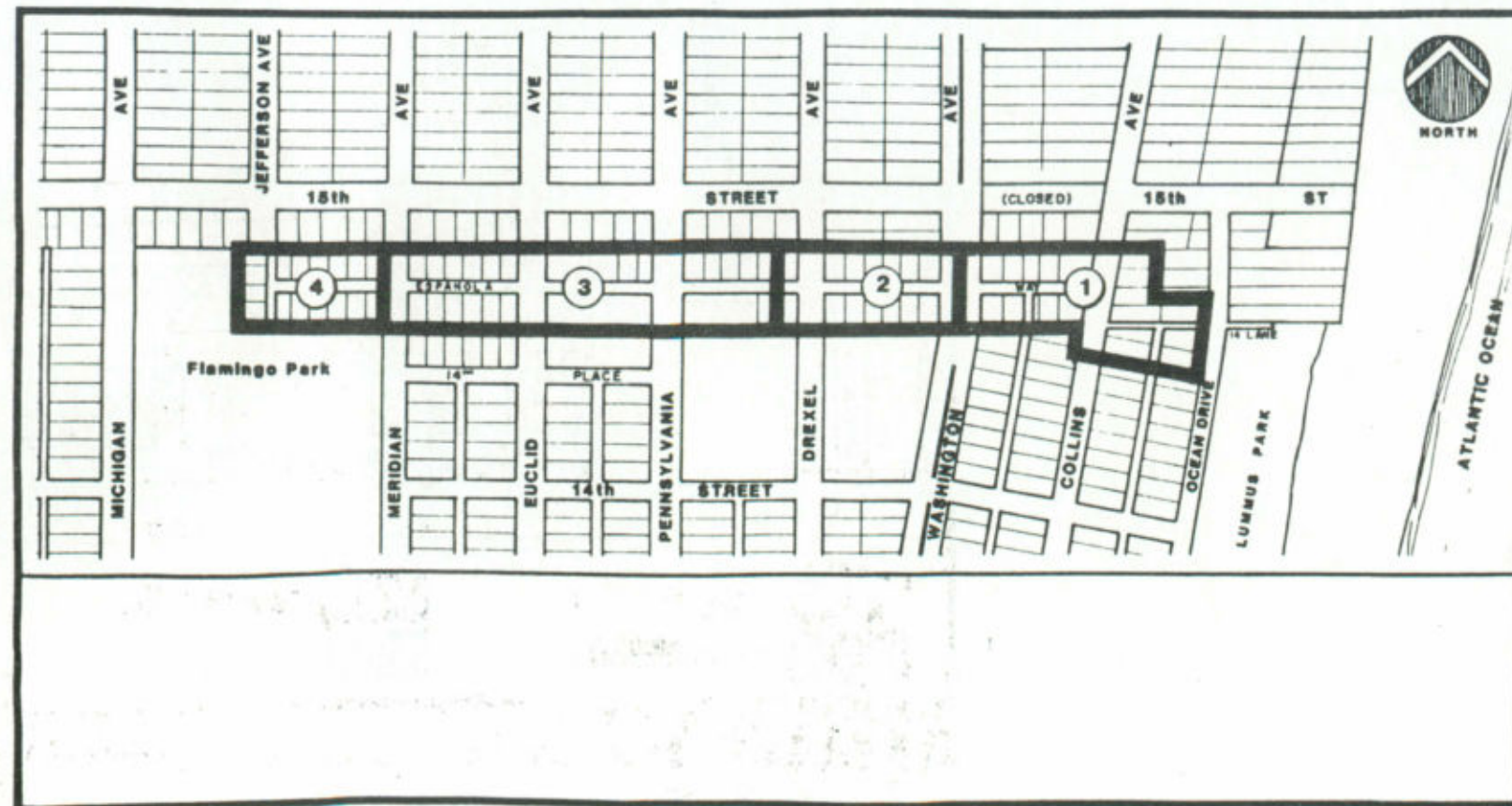


EXHIBIT 4

ESPANOLA WAY SUBSECTIONS



Village as interest in this architecture spreads down the street.

4. Meridian Avenue to Jefferson Avenue. Even though this sub-section is now zoned multi-family (RM-60), it still has the appearance of a single-family neighborhood. It is heavily influenced by its proximity to Flamingo Park but is entirely residential.



**Mediterranean inspired architecture is Espanola Way's strongest visual characteristic.**

**Mediterranean revival was the prominent architectural style during South Florida's "boom" years of the 1920's.**

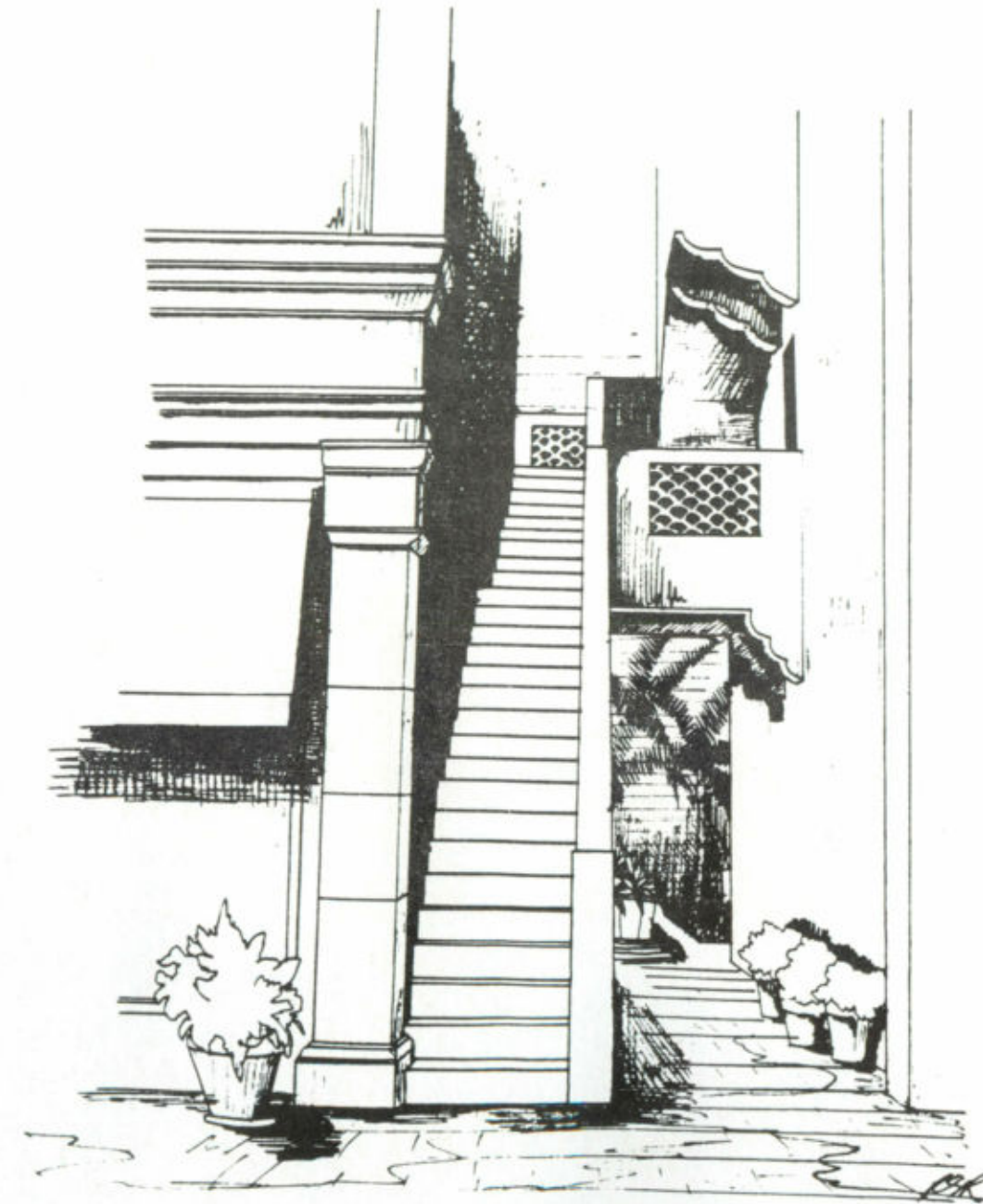
## **B. ARCHITECTURE**

Espanola Way's strongest visual characteristic is its architecture. While there are a number of infill structures dating from the 1950s and later, historic architectural styles predominate. The overall impression is gained from structures in the Mediterranean Revival style, but there are a number of significant buildings in the Art Deco/Moderne style as well.



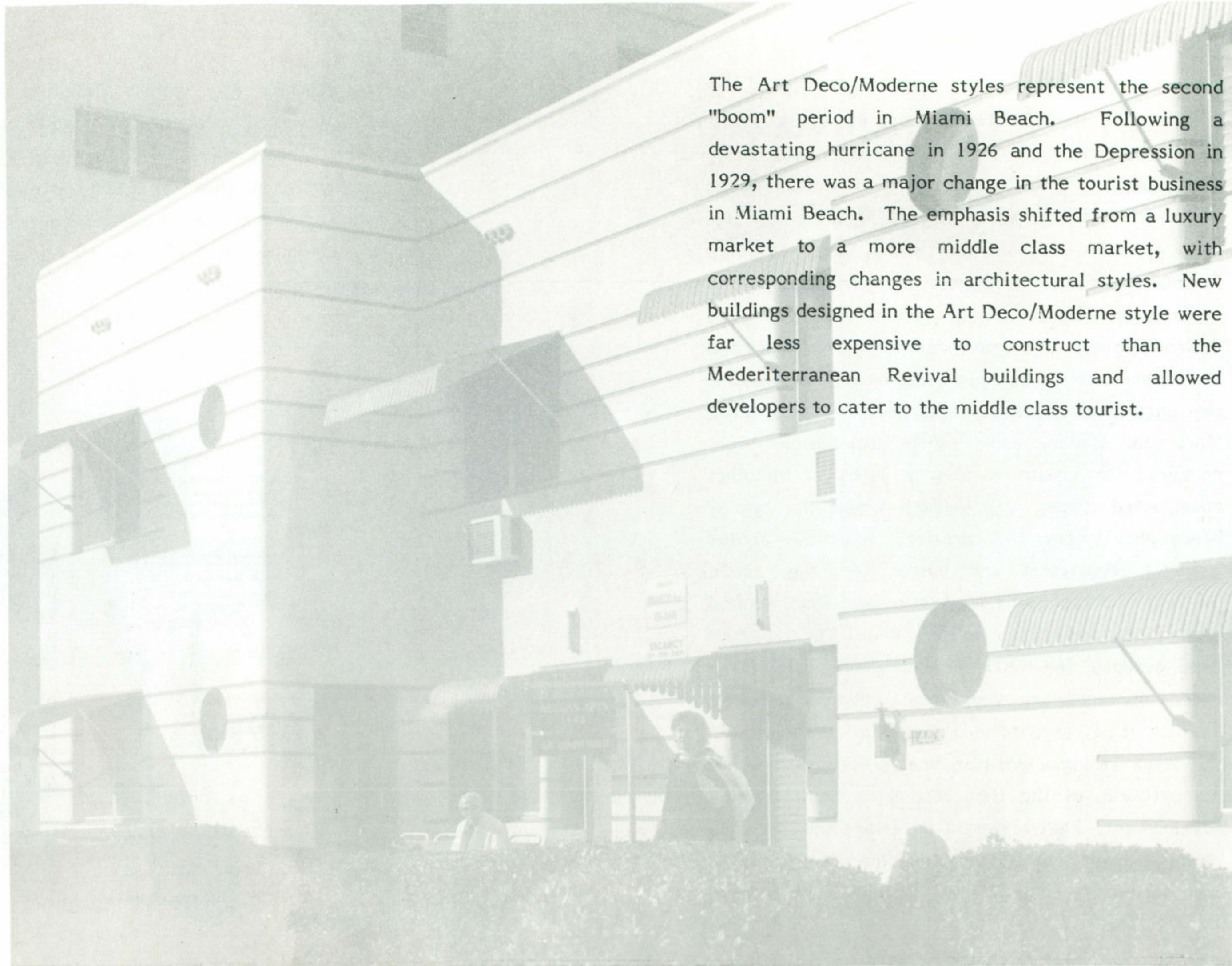
Mediterranean Revival was the most common of architectural styles in South Florida during the 1920s. As the area developed through the teens as a luxury resort and residential mecca, earlier (pioneer) wood frame structures began to be replaced with buildings more appropriate to the marketable image of South Florida as a domestic Riviera. Hotels, residences, as well as commercial and institutional buildings were designed to appear as aged transports from Spain and the Italian coast. While not being pure recreations of any particular style, elements common to Spanish, Moroccan, Italian, and French architecture were combined to create a fantasy image. Buildings constructed during this period frequently display balconies, loggias, decorative columns, arched windows, courtyards and barrel tile clay roofs. Building surfaces were stucco often with applied mosaic tile and native oolite stone. The buildings were designed for the local environment with large overhangs, maximum ventilation, covered galleries, and use of native materials. Buildings constructed in this style are important historically, because they are the artifacts of the first "boom" in South Florida development. They represent the image and life style which sold this area to the rest of the country and, as such, formed the basis of what South Florida is today.

The Espanola Way Spanish Village is an outstanding example of the commercial Mediterranean Revival style. Not only are the individual buildings constructed in this style, but the concentration and grouping of buildings and the narrowness of the street all combine for a realistic impression of a mediterranean village.



**Vehicular circulation is sometimes difficult on Espanola Way because of its narrow right-of-way and improperly parked automobiles.**

**As is typical of southern Miami Beach and the historic sections of most cities, there is a parking shortage on Espanola Way.**



The Art Deco/Moderne styles represent the second "boom" period in Miami Beach. Following a devastating hurricane in 1926 and the Depression in 1929, there was a major change in the tourist business in Miami Beach. The emphasis shifted from a luxury market to a more middle class market, with corresponding changes in architectural styles. New buildings designed in the Art Deco/Moderne style were far less expensive to construct than the Mederiterranean Revival buildings and allowed developers to cater to the middle class tourist.

In brief, the Art Deco style was the contemporary architecture of the 1930s. As with the Post-Modern movement of the 1980s, the Art Deco style incorporated classical themes (such as Egyptian and Mayan) in a thoroughly modern context. Common elements of the early Art Deco style are a strong verticality, angular forms, ornamentation in relief, and symmetry of fenestration.

In the later Streamline buildings, the forms are rounded and simplified similar to the aerodynamic design of automobiles, trains and airplanes of that time. There is a simplification of ornamentation in the form of raised or incised banding (called racing stripes) which takes the place of elaborate friezes seen on earlier buildings. The Streamline buildings, while still possessing a strong vertical emphasis utilize more horizontal elements in their design.

## C. CIRCULATION

1. Vehicular Circulation The vehicular circulation system on Espanola Way consists of:

a. Collins Avenue to Washington Avenue, two lanes, two way traffic flow with a parallel parking lane on each side of the 51 foot right-of-way;

b. Washington Avenue to Meridian Avenue, one lane, one way traffic flow with a parallel parking lane on the south side of the 39.7 foot right-of-way; and,

c. Meridian Avenue to Jefferson Avenue, two lanes, two way traffic flow with undefined parallel parking on the sidewalks within a 39.7 foot right-of-way.

Vehicular traffic flow west of Washington Avenue is rarely smooth due to the narrow right-of-way, improperly parked cars and the presence of service or delivery vehicles. Still, vehicular circulation is not considered a major problem because, even though it may be difficult, it is generally light except for peak hours in the morning and afternoon.

Few of the Espanola Way properties provide off-street parking spaces. Therefore, the street is dependent on 68 municipal on-street spaces, 44 of which are metered. Newer developments contain a total of 29 off-street parking spaces. By current zoning standards, Espanola Way should contain approximately 800 parking spaces. It is clear that this number cannot be provided on Espanola Way or in the immediate area. This situation is typical of

**Espanola Way is highly pedestrian oriented which contributes to the sense of high activity in the area.**

**Sidewalks are wider than typical City sidewalks and contribute to high pedestrian activity.**

**Numerous sidewalks, curbs, gutters, and roadways are in need of repair or replacement.**

**The Spanish Village still contains the light fixtures in common use throughout Miami Beach from the late 1920's until the 1950's.**

**1980 Census data indicates Espanola Way residents to be significantly younger and more frequently black or of hispanic origin than the City as a whole.**

southern Miami Beach and historic districts throughout the country and is not the most critical element in the success of a special district. This can be seen in the Coconut Grove section of Miami, where limited parking does not discourage substantial numbers of patrons and visitors to restaurants and shops. It is undesirable to locate parking lots on Espanola Way or large parking garages within the Architectural District because these lots and structures disrupt the streetscape, flow of buildings, and visual interest which make this area so popular for pedestrians.

2. Pedestrian Circulation Like most of southern Miami Beach, Espanola Way is decidedly pedestrian oriented. This is particularly true within the Spanish Village where ground floor commercial uses supply many of the needs of local residents, provide constant visual stimulation, and create a sense of activity which characterizes the street. Pedestrian activity is lighter in the western portions of the street as it becomes progressively more residential.

Espanola Way sidewalks are six (6) feet in width from Collins to Washington Avenues and eight (8) feet in width from Washington to Jefferson Avenues. However, the sidewalk west of Meridian Avenue is frequently obstructed with parked automobiles making pedestrian circulation difficult. All of these sidewalks are wider than typical Miami Beach sidewalks and contribute to pedestrian activity.

#### **D. MUNICIPAL RIGHT-OF-WAY**

The condition of the municipal right-of-way ranges from satisfactory to poor. In the area between Washington Avenue and Meridian Avenue, the sidewalks, curbs and gutters, and the roadway are in need of repair or replacement. There are numerous cracks and poorly matched patches. Surface drainage in this area is also poor and collection of water at the street corners is common.

#### **E. LIGHTING**

The Spanish Village, from Washington Avenue to Drexel Avenue, is lined with 10 foot high "candlestick" type street lights which were not the original fixtures but were in common use in Miami Beach from the late 1920s to the early 1950s.

Street lights in the remaining sections of Espanola Way are 22 foot high Kerrigan "bracket" type lights in common use on Miami Beach through the 1950s and 1960s. The Citizen Task Force recommended that lighting levels on Espanola Way should be increased.

#### F. RESIDENTS

According to the 1980 Census data, Espanola Way residents are significantly younger than the surrounding neighborhood and the City as a whole. Similarly, there is also a significantly higher percentage of black and hispanic residents than in the surrounding neighborhood and the City as a whole. Even so, the majority of residents of Espanola Way are elderly, white, and non-hispanic (see Exhibit 5).

Analysis of the surrounding Flamingo neighborhood (data not available for Espanola Way specifically) show residents to be poorer, less educated, more likely to be unmarried, slightly more likely to be female, and more likely to be non-working than in the City as a whole.

The majority of residents on Espanola Way rent rather than own their housing unit, over 16% of these units are considered overcrowded, and the contract rent is lower than the City average. The statistics reflect the socio-economic status of a densely populated

urban environment. Characteristic of such an area, the residents are dependent on immediate local services, shops, and social/recreational facilities, be they organized or casual.

#### EXHIBIT 5

#### 1980 CENSUS

#### GENERAL POPULATION CHARACTERISTICS

	ESPANOLA WAY	FLAMINGO	CITY-WIDE
o White	91.9%	96.6%	96.0%
o Black	3.4%	0.9%	0.9%
o Hispanic	46.4%	29.9%	22.2%
o Over 65	39.4%	59.0%	51.7%
o Under 18	10.7%	--	--
o Female	--	58.0%	57.3%
o Single	--	58.5%	47.9%
o Low income	--	60.0%	--
o Percent population renting housing units	69.0%	77.1%	63.9%
o Percent housing units overcrowded	16.33%	--	--
o Monthly contract rent of housing units	--	\$ 194	\$ 228
o Mean annual income	--	\$8,487	\$ 15,302

Source: U.S. Census of Population, 1980  
U.S. Census of Housing, 1980

There are numerous new projects planned or recently completed adjacent to the study area which will have a positive impact on Espanola Way.

#### G. NEIGHBORING PROJECTS

In the general area surrounding Espanola Way, there are a number of new projects which impact the study area (see Exhibit #6). These include:

1. The Abel Holtz/Flamingo Park Tennis Center: A new tennis facility located in Flamingo Park on Meridian Avenue near Espanola Way. This facility is to accommodate professional tournaments with up to 5,000 spectators. While this size crowd will undoubtedly place an additional strain on the limited parking in the area, it will also bring a large supply of potential customers for Espanola Way restaurants, shops, and entertainment facilities. The Tennis Center was completed in January, 1985.
2. Washington Avenue Revitalization Plan: An adopted program of street improvements and established design guidelines for the rehabilitation of buildings on Washington Avenue. The plan has been implemented on portions of the street and when extended to the area of Espanola Way will strengthen the connection between the two streets and Lincoln Road. The street improvements proposed for Espanola Way should be compatible with the Washington Avenue improvements to insure this link is created.
3. Washington Avenue Facade Improvement Program: Administered by the Miami Beach Development Corporation and funded through City and County Community Development Block Grant funds, this program assists Washington Avenue property owners in making improvements to the outside appearance of their buildings. Those Espanola Way properties which also front on Washington Avenue may be eligible for this program.
4. Fienberg/Fisher Community School: A Community Development funded project creating a park linking Ida M. Fisher Adult Education Center and Leroy D. Fienberg Elementary School. The park is located on a vacated portion of Drexel Avenue and includes landscaping, seating areas, and a cul-de-sac terminating Drexel Avenue just south of Espanola Way. The project impacts Espanola Way by limiting vehicular circulation to and from the area via Drexel Avenue. However, the project also provides an attractive passive recreation area for Espanola Way.
5. Flamingo Park Master Plan: This plan was adopted by the City Commission in 1979. The plan recommends improvements and expansion of the recreational facilities, parking facilities, signage, and landscaping within Flamingo Park.



6. Ocean Drive: A Planning and Urban Design Strategy. A document prepared by the Planning Department and approved by both the Planning Board and City Commission. This plan proposes extensive (approximately \$6.0 million) improvements to Ocean Drive and Lummus Park. The plan advocates Ocean Drive as a successful and highly active mixed-use tourist, residential, and entertainment district. As this occurs, the activity generated on Ocean Drive can easily spread to Espanola Way via 14th Lane. The historic character of Espanola Way would appeal to the same people attracted to the historic character and lively street environment of Ocean Drive and the two districts would reinforce and benefit each other.

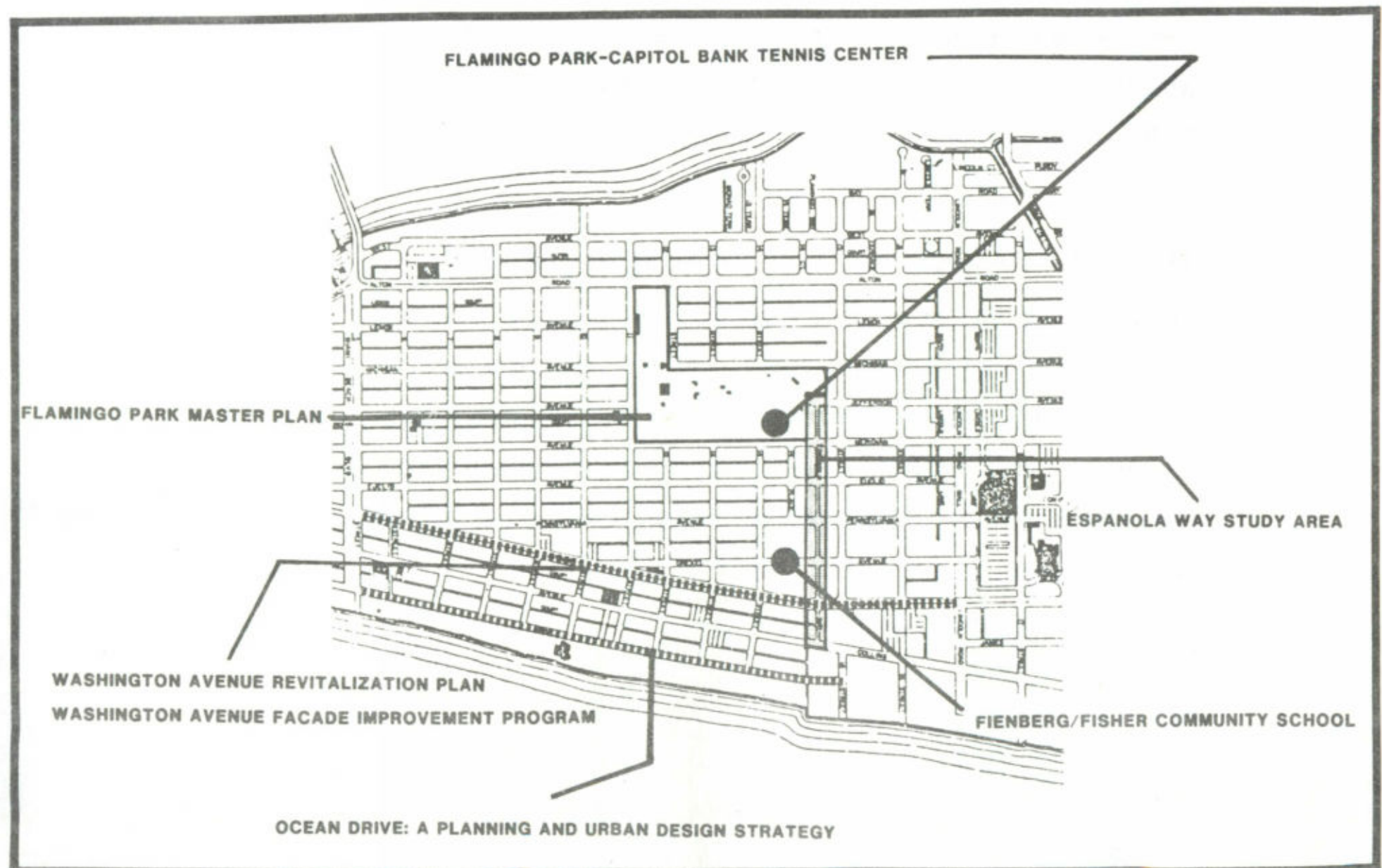
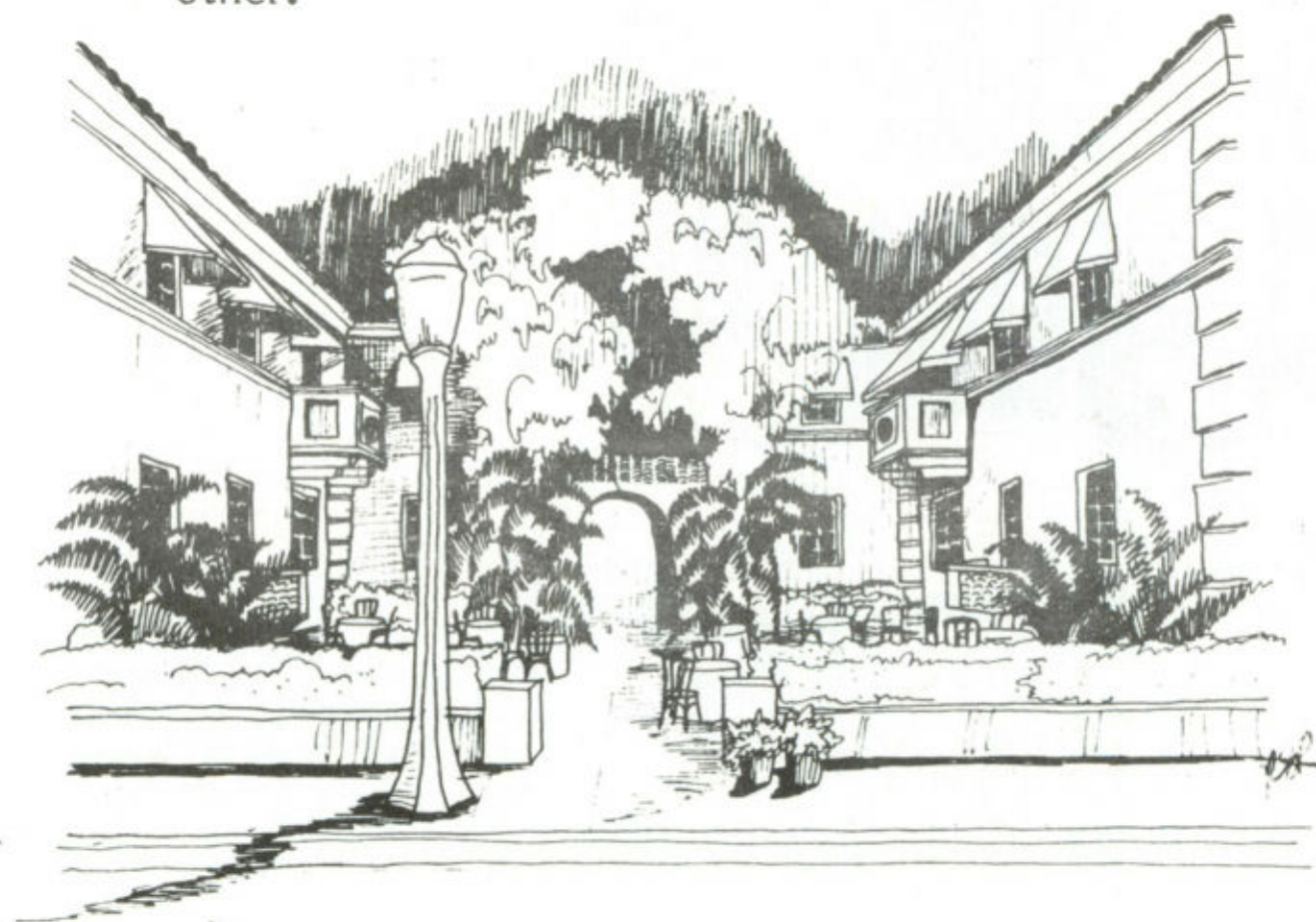


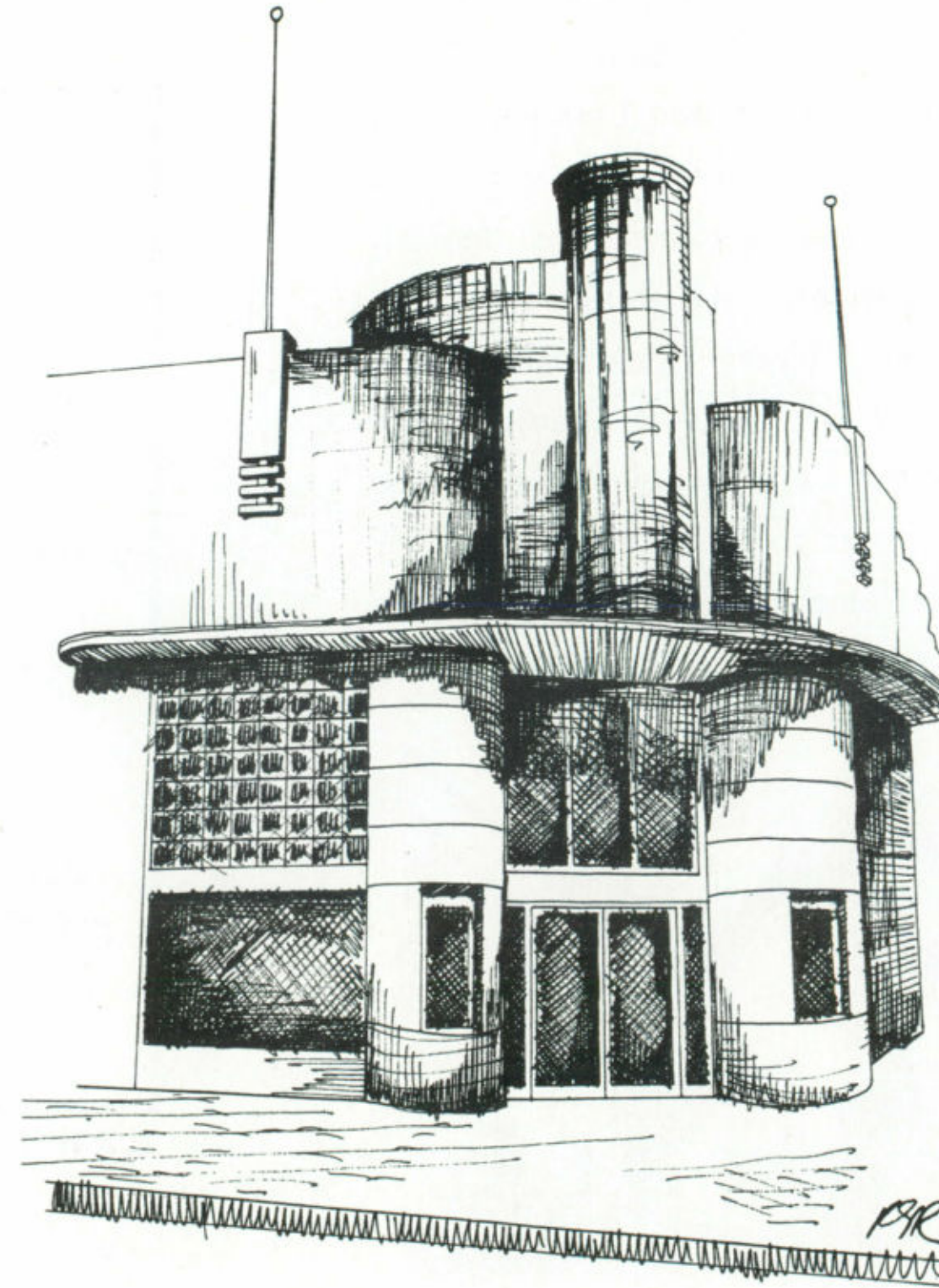
EXHIBIT 6

NEIGHBORING PROJECTS

## H. CURRENT ZONING

At this time, Espanola Way is located within two zoning districts. From Collins Avenue to Pennsylvania Avenue the area is zoned C-5, General Business. From Pennsylvania Avenue to Jefferson Avenue, RM-60 Medium Density Multiple Family Residential (see Exhibit #7).

The C-5, General Business District is intended to create a mixed-use neighborhood with high density residential, retail, and light to heavy commercial development. Permitted uses in a C-5 District are extensive and include most commercial, retail, and non-industrial uses allowed in Miami Beach. Parking requirements are included in the Zoning Ordinance and are listed by specific use.



RM-60 Multiple Family Medium Density Residential District is intended to create a residential, non-tourist, apartment district. Permitted uses include apartment buildings (up to 60 units per acre), rooming houses, community garage and townhouses. In addition, a number of other uses are permitted as conditional uses, which require consideration by the Planning Board and approval by the City Commission.

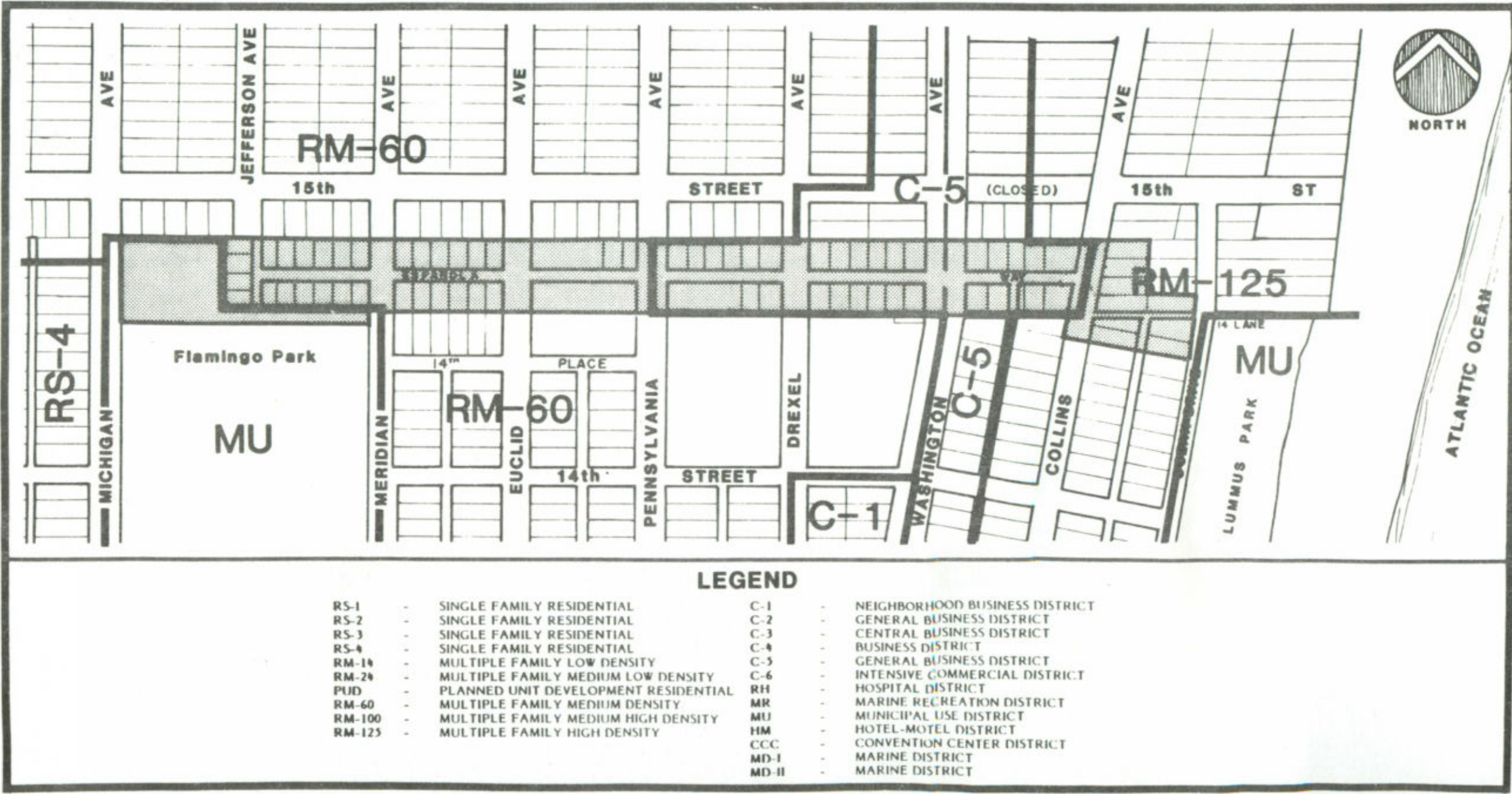


EXHIBIT 7

ZONING MAP

The renaissance concept involves recognition and enhancement of Espanola Way as a special district, unique and somewhat removed from the surrounding neighborhood.

Recommended public improvements are designed to help solve current problems and take advantage of the special opportunities on Espanola Way.

Problems include physical deterioration, lack of recognition, negative image, parking, public services, underutilization of commercial space, and poor linkage.



## CHAPTER IV THE ESPANOLA WAY RENAISSANCE CONCEPT

The concept behind the renaissance of Espanola Way is the recognition of its unique character, architecture, and function as a special district, somewhat removed from the surrounding neighborhood. The intent is to enhance these characteristics, to preserve the historic streetscape, lively street activity, and pedestrian character of the street. The recommendations which are proposed in this plan are intended to correct those problems identified through staff analysis and input from the Task Force and to direct energies toward fulfillment of the opportunities present on Espanola Way.

## A. PROBLEMS

1. Physical Deterioration. This problem, in varying degrees, is evident throughout southern Miami Beach and is typical of historic areas throughout the country prior to rehabilitation. Deterioration due to age, neglect, and improper repairs can be seen both in the buildings lining Espanola Way and the municipal right-of-way. The problem is most severe in the Spanish Village section where the buildings are older and more complex in design and where vehicular and pedestrian traffic is heaviest.
2. Lack of Recognition. Because it is small in size and is not a numbered thoroughfare, Espanola Way is not well known or, if known, its location is unclear to Miami Beach residents and visitors who do not spend a good deal of time in the southern portion of the City. Accepting Espanola Way's sense of separation from the surrounding area as a positive feature, methods for improving its recognition throughout the community must be developed.
3. Negative Image. This problem is common to the older, urban sections of most cities. The combination of highly visible property deterioration and a large, transient low-income

population often results in a perception by the community-at-large that such areas are unsafe, particularly in the evening. Overcoming these perceptions is difficult, people must be enticed into the area, possibly by means of special events or highly promoted entertainment facilities and shown that these perceptions are unfounded. Simultaneous improvement of the visual appearance of Espanola Way is critical if this is to occur.

4. Parking. Shortage of parking is a problem throughout southern Miami Beach where buildings were densely constructed with no provision for parking. Development of parking lots and parking garages is often undesirable as they negatively impact the scale and flow of historic streetscapes. Although it is believed that the parking shortage is not critical to the success of Espanola Way, it is a problem which must be addressed.
5. Public Services. Because of the narrow right-of-way, the continual presence of parked automobiles and the lack of trash receptacles on the sidewalks, the collection of litter and cleaning of the street and gutter is especially difficult. This, in combination with collected water due to poor drainage, adds to the deteriorated appearance of

Opportunities include Espanola Way's sense of being a special district, quality of architecture, minimal alterations, ground floor commercial space, and location.

the area. Mobile street cleaning equipment can be used on the north side of the street except when automobiles are illegally parked there, but the south side must be swept by hand when manpower is available.

6. Underutilization of Commercial Space. Within the Spanish Village, the ground floors of all buildings are designed for commercial use. The type and appearance of the enterprises now occupying this space are indicative of the depressed status of the street. As the economic climate improves, market forces will eventually remedy this situation; but property owners must make the effort to improve the appearance and quality of this leasable space in order to attract new businesses.
7. Poor Linkage. Because Espanola Way functions as a separate, defined area, it is critical that strong physical links to the major thoroughfares be developed. With the possible exception of the Washington Avenue intersection, such links do not presently exist. As such there is little mutual trade between businesses on Espanola Way and Collins Avenue, Ocean Drive, or Lincoln Road.

The public improvements described in upcoming pages are intended to create these links. Other programs, such as completing the Washington Avenue street improvements from Lincoln Road will help establish that linkage.

## B. OPPORTUNITIES

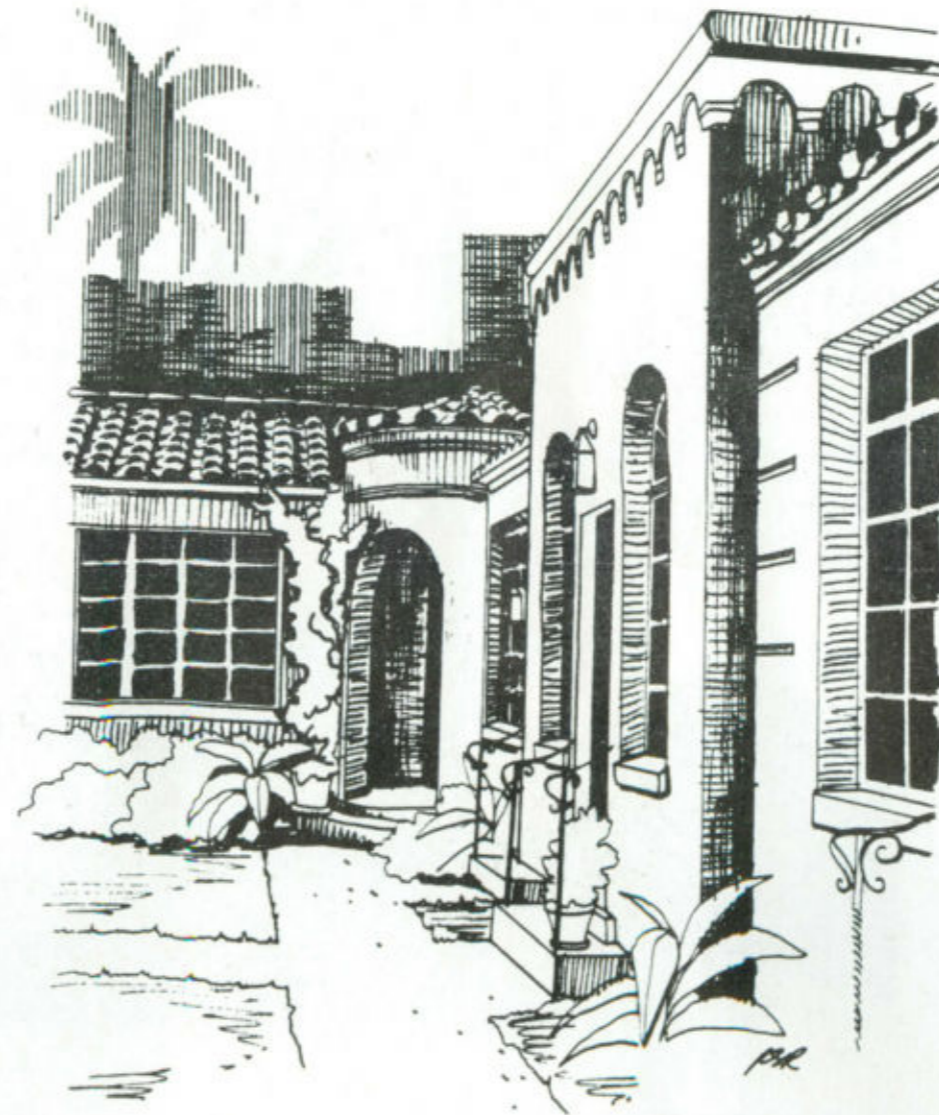
1. Special District. As previously discussed, by virtue of its size, configuration, and character, Espanola Way is a special district with definable boundaries and recognizable elements. This leads to some problems as noted above, however, it can be one of Espanola Way's prime opportunities. With exciting activities, design, and promotion, a special district can receive attention and recognition beyond that of the surrounding area. Espanola Way is a distinct product, which can be more easily marketed than if it were just another street within the National Register District or the City as a whole.
2. Quality of Architecture. Espanola Way contains a high concentration of quality historic architecture. The Spanish Village is one of the finest examples of commercial Mediterranean Revival architecture in Dade County. The remainder of Espanola Way contains many fine examples of Art Deco/Moderne buildings in addition to those in the Mediterranean

Revival style. Quality historic architecture presents a prime opportunity as the public's interest in historic preservation continues to grow. Historic architecture also represents an economic opportunity to property owners who are eligible for federal investment tax credits for the rehabilitation of such structures. While interesting buildings alone are not a sufficient cause for revitalization, it can be the basis of visitor attraction to an area, create a stimulating environment for business, and become a special place for the tourist and resident to shop and be entertained.

3. Alterations. While many buildings are in a deteriorated condition, fortunately only a minor amount of facade alteration has occurred over the years. Therefore, the original character of the buildings is still intact. Proper rehabilitation will be easier as it will not be necessary to duplicate or replace detailed building ornamentation.

4. Ground Floor Commercial Space. The presence of existing ground floor commercial space and storefronts, particularly in the Spanish Village, increases the opportunities for successful and attractive mixed-use development on Espanola Way.

5. Location. Situated within the National Register Architectural District, Espanola Way has the opportunity of sharing the tourists and visitors attracted by the District and utilizing tax incentives available for contributing buildings. As previously discussed, the present links between Espanola Way and other commercial thoroughfares are insufficient. But these links can be more easily established because of the proximity of Washington Avenue, Collins Avenue, Ocean Drive, and Lincoln Road to Espanola Way. Its location makes it possible to develop mutual commerce with these other streets.



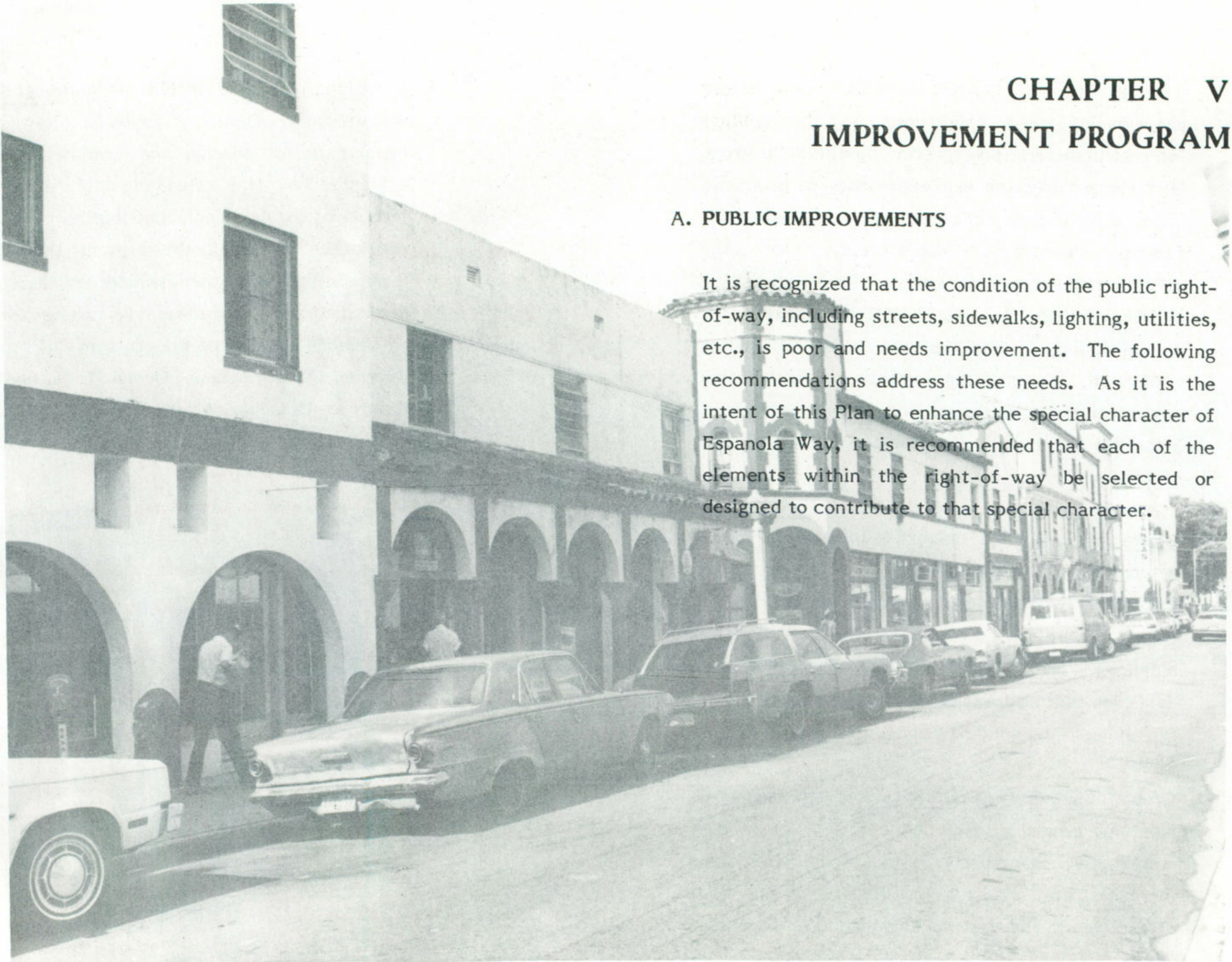
Public improvements are intended not only to solve existing problems, but to enhance the special character of Espanola Way.

Improvements on Espanola Way between Collins and Washington Avenues are intended to strengthen the linkage to other thoroughfares and commercial areas.

## CHAPTER V IMPROVEMENT PROGRAM

### A. PUBLIC IMPROVEMENTS

It is recognized that the condition of the public right-of-way, including streets, sidewalks, lighting, utilities, etc., is poor and needs improvement. The following recommendations address these needs. As it is the intent of this Plan to enhance the special character of Espanola Way, it is recommended that each of the elements within the right-of-way be selected or designed to contribute to that special character.





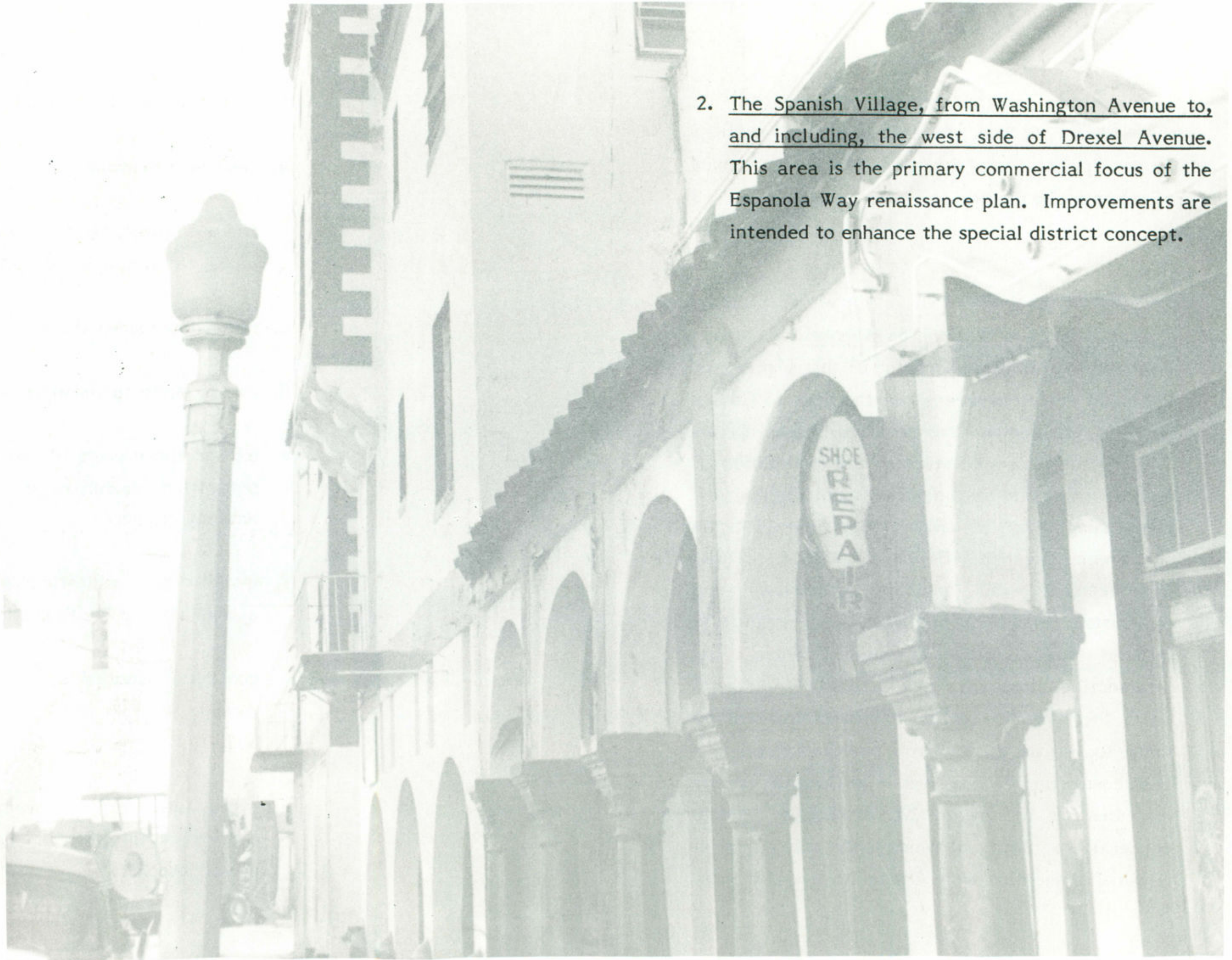
The improvement program will be described by sub-section of Espanola Way. As each of the sub-sections differ in character and function, the recommended improvements also differ.

1. Collins Avenue to Washington Avenue. As stated earlier, the primary importance of this segment of Espanola Way is to strengthen the links to Collins Avenue, Washington Avenue and Ocean Drive. This will be accomplished with the installation of special sidewalk treatments, street lights, and landscaping which visually connect this block to the remainder of Espanola Way. These improvements will enable pedestrians and motorists along Collins and Washington Avenues to become more aware of the Espanola Way intersection, focusing their attention westward down the street. Similar improvements will be made to 14th Lane, a narrow pedestrian/vehicular path connecting Collins Avenue to Ocean Drive. It is essential to create an attractive, visible connection at this point which is the only potential physical connection from Ocean Drive to Espanola Way.

Improvements for this block include:

- a. resurface roadway;
- b. replace water, sanitary and storm sewer lines, pipes, catch basins and manholes;
- c. reconstruct sidewalks with decorative pavers;
- d. create landscape islands;
- e. expand the corners of the sidewalk for greater pedestrian visibility and encouragement of activity zones;
- f. install new "candlestick" type lighting fixtures as are in use in the Spanish Village;
- g. continue decorative paving across Collins Avenue and east on 14th Lane to Ocean Drive; and,
- h. install landscape improvements on 14th Lane, this may require locating such improvements on private property.

Improvements within the Spanish Village will enhance the commercial aspects as well as the visual qualities of this section.



2. The Spanish Village, from Washington Avenue to, and including, the west side of Drexel Avenue. This area is the primary commercial focus of the Espanola Way renaissance plan. Improvements are intended to enhance the special district concept.

Improvements within the Spanish Village include:

- a. install special street signs at the corners;
- b. resurface roadway;
- c. replace water, sanitary and storm sewerlines, catch basins, and manholes;
- d. reconstruct sidewalks with decorative pavers;
- e. install new double-head vandal resistant parking meters;
- f. create landscape islands;
- g. expand the corners of the sidewalks;
- h. repair and refinish existing light fixtures, upgrade lighting elements to increase light levels;
- i. install decorative waste receptacles;
- j. construct movable decorative gates/barriers for use during special events for street closing;

- k. continue paving and other decorative elements across Drexel Avenue to strengthen links; and,
- l. install median landscaping on Drexel Avenue to attract attention from 15th Street.



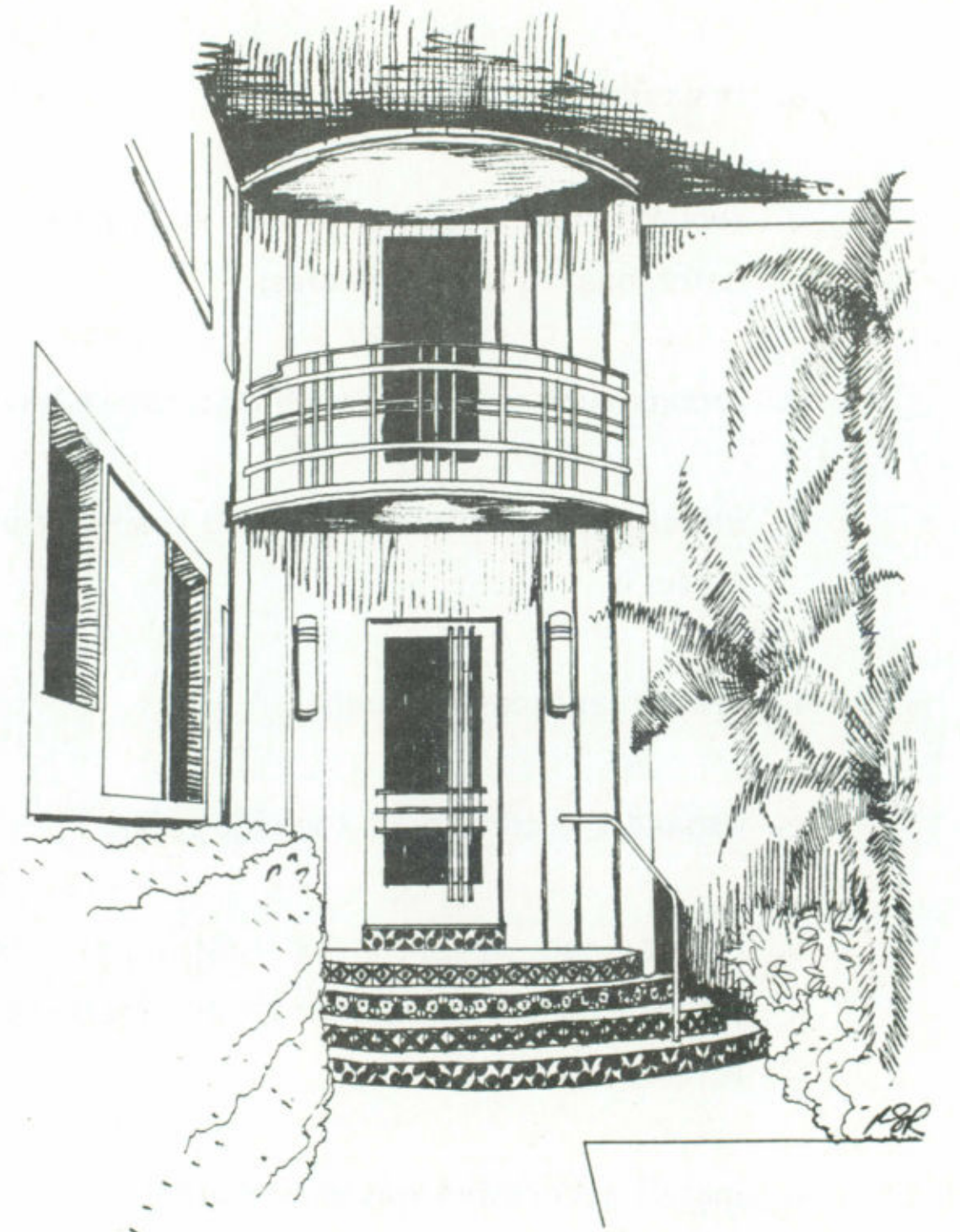
Improvements on Espanola Way between Drexel and Meridian Avenues create the potential for commercial activity to extend into this section.

Improvements on the westernmost block of Espanola Way will organize parking and circulation in the entirely residential section.

3. Drexel Avenue to Meridian Avenue. This section is primarily residential with a significant influence from neighboring institutional uses. It is possible that the anticipated success of the Spanish Village renaissance will result in the spread of ground floor commercial uses into this sub-section, particularly east of Pennsylvania Avenue.

Improvements in this section include:

- a. resurface roadway;
- b. replace water, sanitary and storm sewer lines, pipes, catch basins and manholes;
- c. reconstruct sidewalks with pink concrete;
- d. create landscape islands;
- e. expand the corners on the sidewalk; and,
- f. install new "candlestick" type light fixtures.



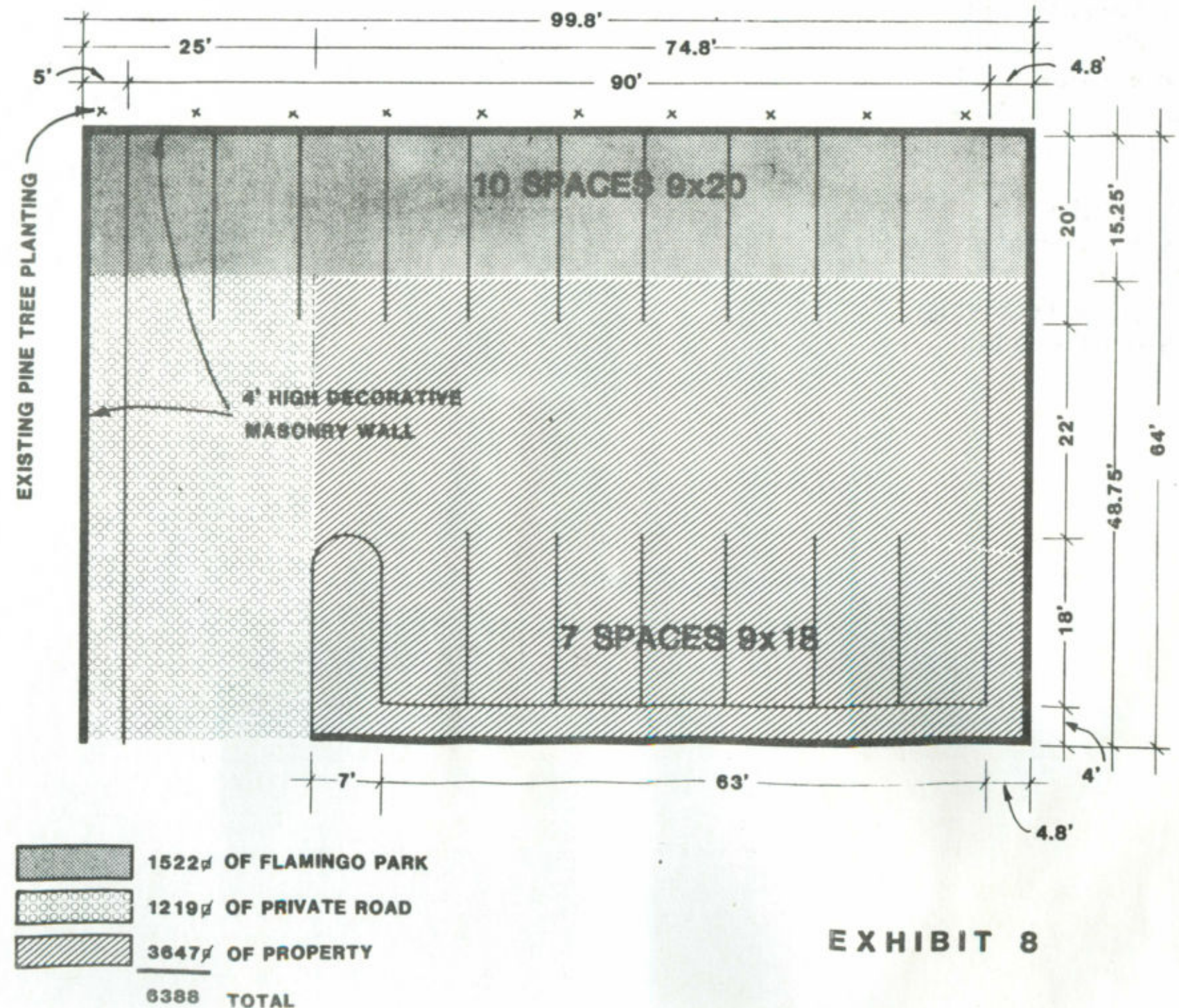
4. Meridian Avenue to Jefferson Avenue. This section is exclusively low density residential and it is recommended that it remain as such. The increased commercial, tourist, and pedestrian activities on the eastern portion of Espanola Way are not expected to spread to this last block. Therefore, the proposed improvements, while in keeping with the character of the street, are intended primarily to improve conditions for the residents alone.

Improvements in this section include:

- a. construct new five foot wide pink concrete sidewalks;
- b. replace water, sanitary and storm sewers, pipes, catch basins and manholes;
- c. regrade, resurface roadway;
- d. stripe a parallel parking lane on the south side of the roadway;
- e. install new "candlestick" light fixtures; and,

f. acquire Lot 4 on Jefferson Avenue for the development of a landscaped, at-grade parking lot for the use of residents of this block.

**SOUTH FLORIDA  
COLLECTION**



**EXHIBIT 8**

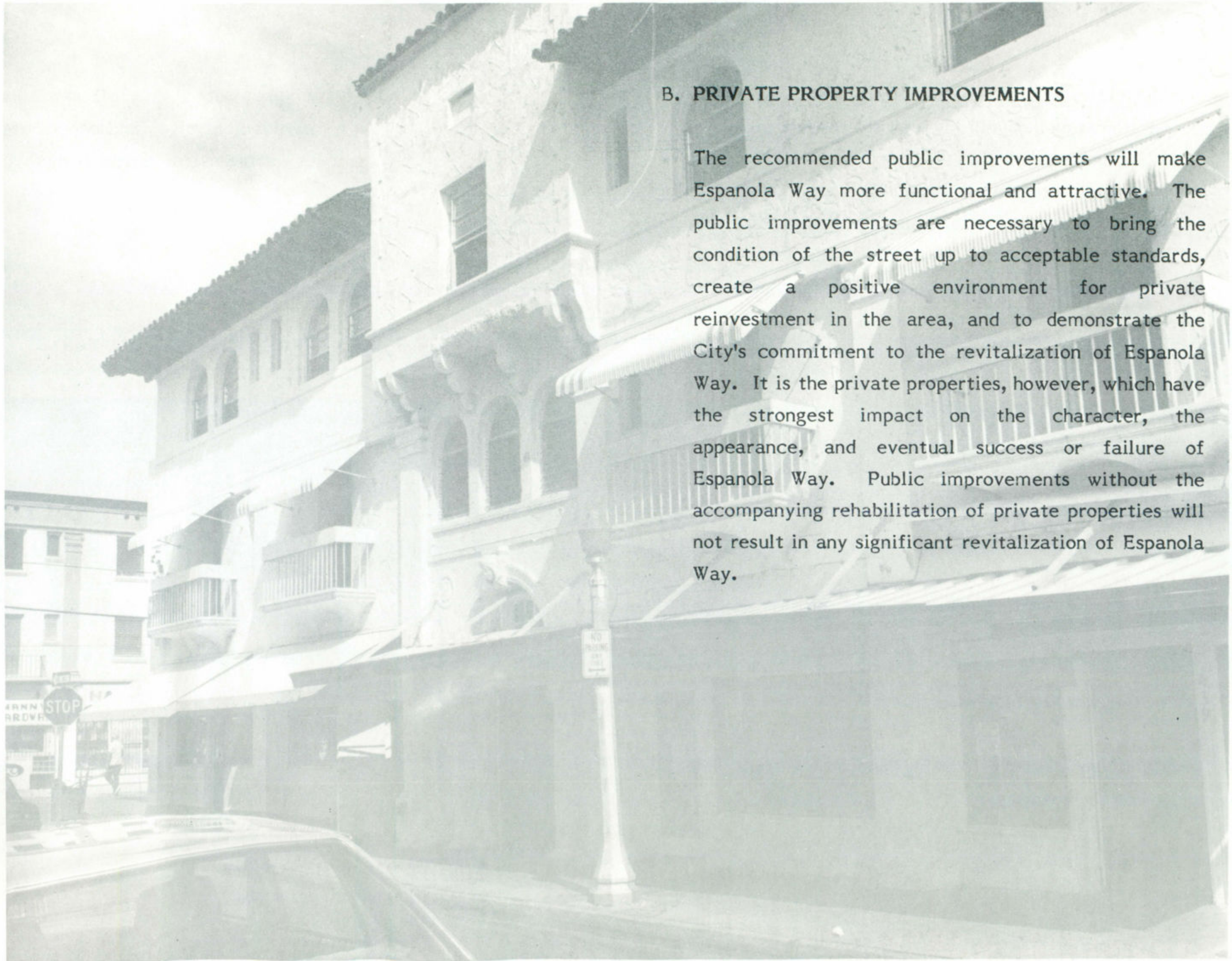
While the public improvements will make Espanola Way more attractive and functional, it is the rehabilitation of private properties which will have the greatest impact.

Rehabilitation should follow the Secretary of the Interior's Standards to insure the architectural quality on Espanola Way is maintained.

Adherence to the Secretary of Interior's Standards is a requirement for receiving Federal investment tax credits.

## B. PRIVATE PROPERTY IMPROVEMENTS

The recommended public improvements will make Espanola Way more functional and attractive. The public improvements are necessary to bring the condition of the street up to acceptable standards, create a positive environment for private reinvestment in the area, and to demonstrate the City's commitment to the revitalization of Espanola Way. It is the private properties, however, which have the strongest impact on the character, the appearance, and eventual success or failure of Espanola Way. Public improvements without the accompanying rehabilitation of private properties will not result in any significant revitalization of Espanola Way.



It is recommended that design guidelines be established for the rehabilitation of Espanola Way properties to insure the architectural integrity of these buildings is maintained. It is further recommended that the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings form the basis of the design guidelines. The Secretary's Standards are recognized and used throughout the country and must be followed when seeking the investment tax credits from the federal government.

Proposed design guidelines, attached as Appendix A, are intended to provide a framework for rehabilitation planning. Any property owner seeking investment tax credits should obtain a copy of the Secretary of the Interior's Standards prior to preparing construction documents.

While existing historic buildings comprise the basic appeal of Espanola Way, there are a number of "non-contributing" properties within the study area. If, as anticipated, Espanola Way becomes a popular, successful special district, property owners may wish to replace these structures with new construction which better takes advantage of the Espanola Way character or makes better use of property that is

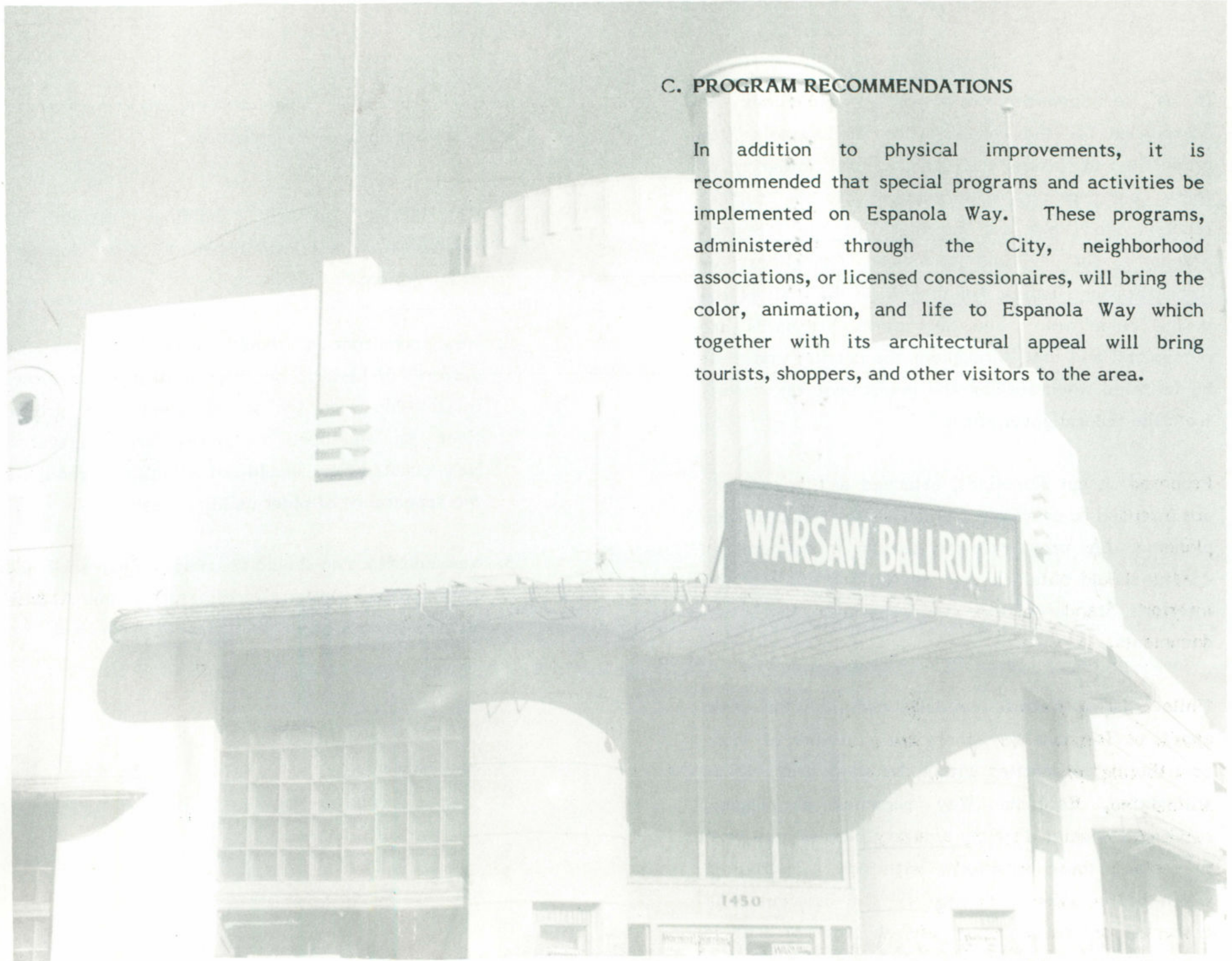
increasing in value. The following are recommended when considering new construction:

1. Contributing historic buildings should be rehabilitated, not demolished to allow for new construction;
2. New construction should incorporate the use patterns of historic buildings such as their direct relationship with the street, commercial ground floor use, and open breezeways and courtyards. New construction should not attempt to replicate the appearance of older buildings; and
3. New construction should be compatible in scale and materials (see Design Guidelines, Appendix A) with historic structures.

In addition to physical improvements, programs, festivals, and street concessionaires will add to the ambiance and activity on Espanola Way.

### C. PROGRAM RECOMMENDATIONS

In addition to physical improvements, it is recommended that special programs and activities be implemented on Espanola Way. These programs, administered through the City, neighborhood associations, or licensed concessionaires, will bring the color, animation, and life to Espanola Way which together with its architectural appeal will bring tourists, shoppers, and other visitors to the area.





1. Festivals and Special Events. Because of its stage set appearance, the Spanish Village is an ideal location for art festivals, exotic food festivals, and music festivals. During these times, the roadway can be easily sealed off creating a safe pedestrian environment for these events. Maintenance of vehicular traffic when events are not scheduled is believed necessary to provide service and delivery access to Espanola Way properties.

2. Special Transportation. Special vehicles, such as horse drawn carriages, rickshaws, or trams should be operated throughout southern Miami Beach. These vehicles would link Espanola Way to Washington and Collins Avenues, Ocean Drive, Lincoln Road, the Convention Center, Theater of Performing Arts, and Flamingo Park. These vehicles, which add character to the street, can be operated as guided tours and become tourist attractions on their own. In addition, they can to some extent, relieve the strain on neighborhood roads and parking. Passenger pick-up points can be located outside of the district where parking is more plentiful and bring tourists and visitors into the neighborhood without their automobiles.

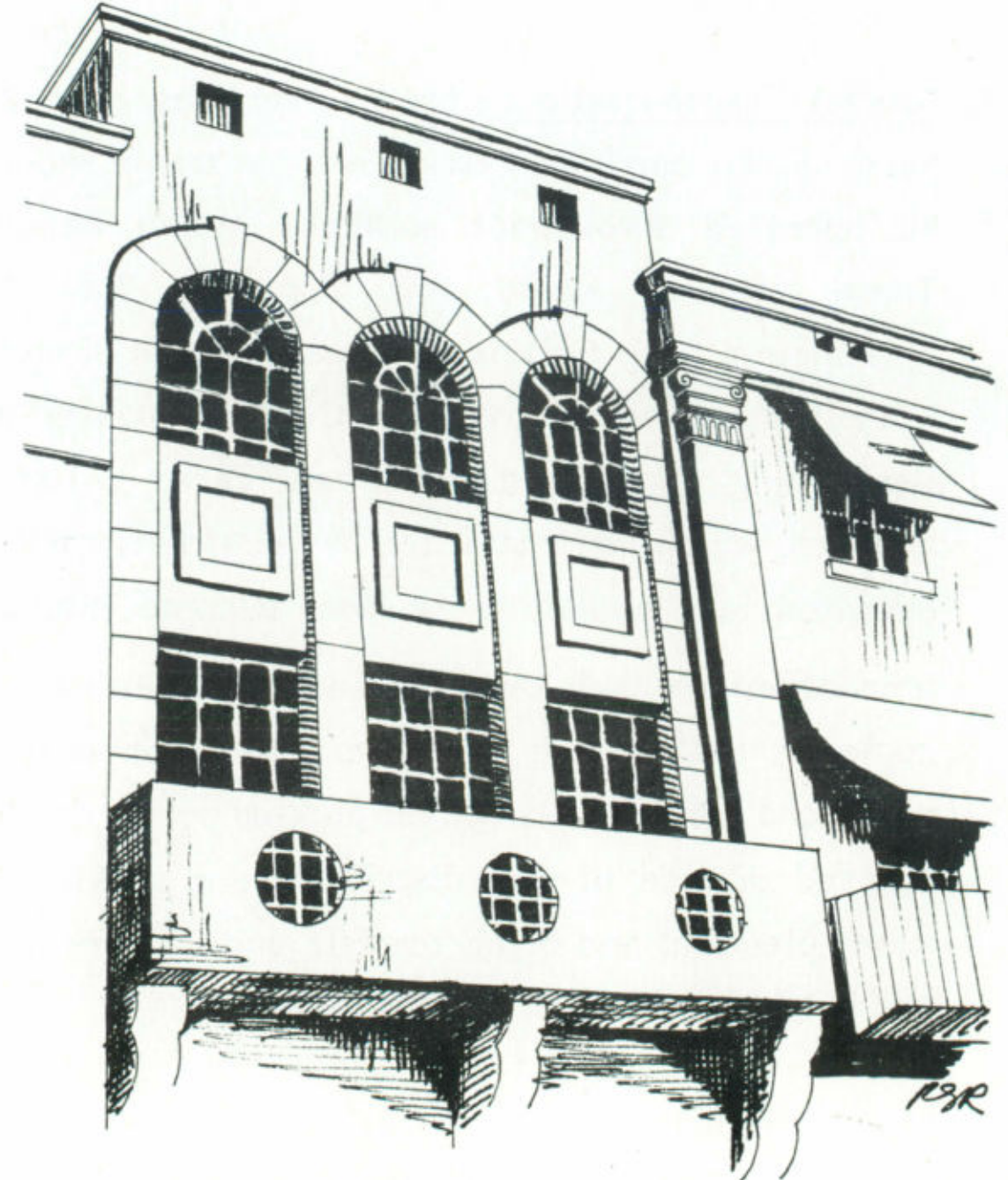
3. Sidewalk Cafes. Within the Spanish Village, the ground floor commercial spaces are ideal locations for restaurants and cafes. Outside of the Spanish Village, buildings with courtyard designs are also potential cafe locations. Under careful controls, cafes may be partially extended onto the sidewalk which adds to the liveliness of the street.



The Spanish Village is an ideal area for a specialty retail/entertainment center.

4. Street Concessions. It is recommended that concession licenses be granted to allow the selling of selected goods, such as flowers, art work, food items, and special transportation within the Spanish Village section of Espanola Way. It is recommended that such licenses be carefully screened and limited in quantity.
5. Special Decorations. Private properties should be encouraged to add to the lively, colorful image of Espanola Way with banners, flags, potted plants and flowers, and decorative lighting of their structures. Such decorations must be consistent with the design guidelines and be maintained by the property owner although permission may be granted to locate such decorative items within the public right-of-way.
6. Limited Delivery Hours. It is recommended that service and delivery vehicles be allowed on Espanola Way only during specified times, such as between 8:00 and 10:00 in the morning and 4:00 to 6:00 in the afternoon. This will improve the pedestrian atmosphere on the street and improve vehicular circulation. Recommended improvements also call for loading spaces at the corners on Collins, Washington and Drexel Avenues.

7. Espanola Way Business Association. It is recommended that an organization of Espanola Way property owners and commercial interests be formed to oversee the quality of Espanola Way operations, insure properties are properly maintained, and to jointly promote area activities.



## CHAPTER VI

### ECONOMIC POTENTIAL

This chapter will focus on the economic redevelopment opportunities of Espanola Way. In order to accomplish this, the current economic conditions of Espanola Way were evaluated as to the market potential of proposed uses. In addition, an analysis of the financial feasibility of one of the proposed uses will be discussed at the end of this chapter.

#### A. REDEVELOPMENT POTENTIAL

The first task is to identify what portions of Espanola Way are in most need of redevelopment, taking into account both current deterioration as well as economic potential. The area which stands out as the most obvious candidate for redevelopment is the Spanish Village. At present it is in a state of decay. An abundance of secondhand stores and transient residential dwellings have created a less than desirable image. At many times of the day one can observe vagrants loitering along the street and in front of several stores and courtyards. On the other hand, the area's uniform Mediterranean Revival style, its narrow right-of-way and pedestrian activity, as well as its primarily commercial nature make the ideal area for a

specialty retail/entertainment center. The Spanish Village could provide an excellent link between the residential areas on the west end of Espanola Way and the commercial/resort areas on the east end. Revitalization of Espanola Way will also have a favorable spill over effect on neighboring sections of Washington and Collins Avenues. Already there are positive signs of a transformation of Espanola Way with the opening of a youth travel hostel, artist studio and gallery, bicycle rental store and the scheduled opening of a Juice/Health Bar and a second artist studio.

For the following analysis, the area studied was that portion of the Spanish Village between Washington Avenue and Drexel Avenue. It should be noted that in discussing current conditions and recommended physical improvements, the Spanish Village includes the Matanzas and the Sinclair Hotels on the west side of the Espanola Way/Drexel Avenue intersection.

The current ownership of the Spanish Village should facilitate redevelopment. Each side of the street in the primary area is under individual ownership so only two land owners would have to be involved. The owners of the south side have already undertaken a limited amount of rehabilitation, including the

Food operations are recommended for Espanola Way as an initial draw for visitors.

cosmetic renovation of existing storefronts, exterior painting and facade restoration using the Washington Avenue Facade Improvement Program.

Currently, the Spanish Village is primarily a neighborhood service oriented commercial district. The tables in Appendix B show the existing commercial uses within the Spanish Village as well as parcel related data.

#### B. MARKET POTENTIAL

A recent retail survey commissioned by the City of Miami Beach has identified those commercial uses which are currently over or under supplied in the Miami Beach area. The study, prepared by InterAmerica Research Associates, points to the following as the most oversupplied establishments:

1. Barber Shops
2. Gift, Novelty, and Souvenir Shops
3. Beauty Shops
- \*4. Eating Places
5. Hotels, Motels, and Tourist Centers

\*InterAmerica states that although there is a plethora of smaller and cafeteria style restaurants, Miami Beach is short on full service, quality restaurants operating year round.

A number of potential commercial uses could be developed which are in keeping with the special character of the Spanish Village. Among these are:

1. Jazz Club/Restaurant
2. Book store/cafe combination
3. News shop/cafe
4. Antique shop/home accessories, perhaps from the Deco period
5. Art gallery
6. Plant shop
7. Exotic clothes boutique
8. Street concessions such as flower stands and art works

Food operations are recommended for development on Espanola Way first because there is a lack of quality restaurants in the area and second because restaurants serve as a primary draw to bring people into the area. One only has to look at the success of the Carlyle and Cardozo Hotel cafes on Ocean Drive and the 30's Cafe on Lincoln Road to be convinced of the demand for quality food establishments. There is also demand for quality entertainment establishments that will draw from areas outside Miami Beach. An issue that must be resolved, however, is that success of these types of food/entertainment establishments depends in large

part on their ability to serve alcoholic beverages. At present, because of the proximity of the elementary school, under current zoning no new establishments would be allowed to sell alcoholic beverages. This will have to change in order to attract quality food/entertainment establishments.

**C. PROJECTED OPERATING POTENTIAL**

Exhibit #9, taken from "Dollars & Cents of Shopping Centers" describes the typical operating experience of a variety of retail establishments. This is compared to the existing conditions in the Spanish Village. As one can see, the stores along Espanola Way are significantly smaller than the U.S. median. However, rents per square foot are not out of line with the U.S. median. Even though the rent on a store can be as low as \$250.00 per month, because of the small size of the stores, rents per square foot are not overly low.

**D. CASE STUDY: CAFE/BOOKSTORE**

Espanola Way is beginning to attract new uses and tenants into the area such as the art gallery, bike shop, juice bar, youth hostel, etc. These stores are attracting a younger, more affluent clientele which enjoys the ambiance of the street. It is recommended that similar uses be encouraged to locate on the

ground floor of Espanola Way to add additional activity, excitement and visitors. One such potential use is a combination cafe/bookstore. These stores have been extremely successful in other cities.

**EXHIBIT 9**

**PROJECT OPERATING POTENTIAL**

TENANT	GROSS LEASEABLE AREA		ESPANOLA # OF STORES	TOTAL RENT PER SQR FT	
	US MEDIAN	ESPANOLA MEAN		US MEDIAN	ESPANOLA RANGE
Restaurant with Liquor	3,150 S. F.	NA	0	\$6.83	\$6.00 - \$8.00
Restaurant without Liquor	2,034	783 S. F.	3	\$6.63	\$6.00 - \$8.00
Art Gallery	1,304	630	1	\$6.09	\$6.00 - \$8.00
Bike Shop	1,207	390	1	\$7.20	\$6.00 - \$8.00
Books & Stationary	1,728	NA	0	\$6.25	\$6.00 - \$8.00
Liquor & Wine	2,440	450	1	\$6.47	\$6.00 - \$8.00
Flower Shop	1,220	NA	0	\$6.90	\$6.00 - \$8.00
Beauty Shop	1,200	677	5	\$6.32	\$6.00 - \$8.00
Barber Shop	730	758	1	\$6.15	\$6.00 - \$8.00
Unisex Hair Salon	1,200	NA	0	\$7.00	\$6.00 - \$8.00
Shoe Repair	767	450	1	\$6.66	\$6.00 - \$8.00
Convenience Market	2,400	1,500	1	\$4.60	\$6.00 - \$8.00

Source: The Urban Land Institute, "Dollars & Cents of Shopping Centers," 1984

An analysis of a hypothetical cafe/bookstore operation in the Spanish Village indicates a reasonable return for investors.

The following case study illustrates the basic economics involved in the development of a Cafe/Bookstore combination. Background information was obtained from Michael Miller, retail specialist for Halcyon, Ltd. of Hartford, Connecticut.

1. Cafe/Bookstore combinations typically require 4,000 to 6,000 sq. ft. in order to achieve a critical mass necessary for success.
2. Cafes require \$60 to \$80 per square foot in improvement costs.
3. Bookstores require \$32 to \$40 per foot in improvement costs.
4. Liquor sales, particularly specialty drinks with coffee or ice cream are important to the success of the concept.
5. The cafe is normally located at the rear, forcing patrons to walk past the books in order to get to the cafe.
6. Sales for this type of establishment range from \$150 per square foot to as high as \$600 per square foot. Because of the less than optimum

present condition of Espanola Way, the analysis assumes \$75 of sales per square foot.

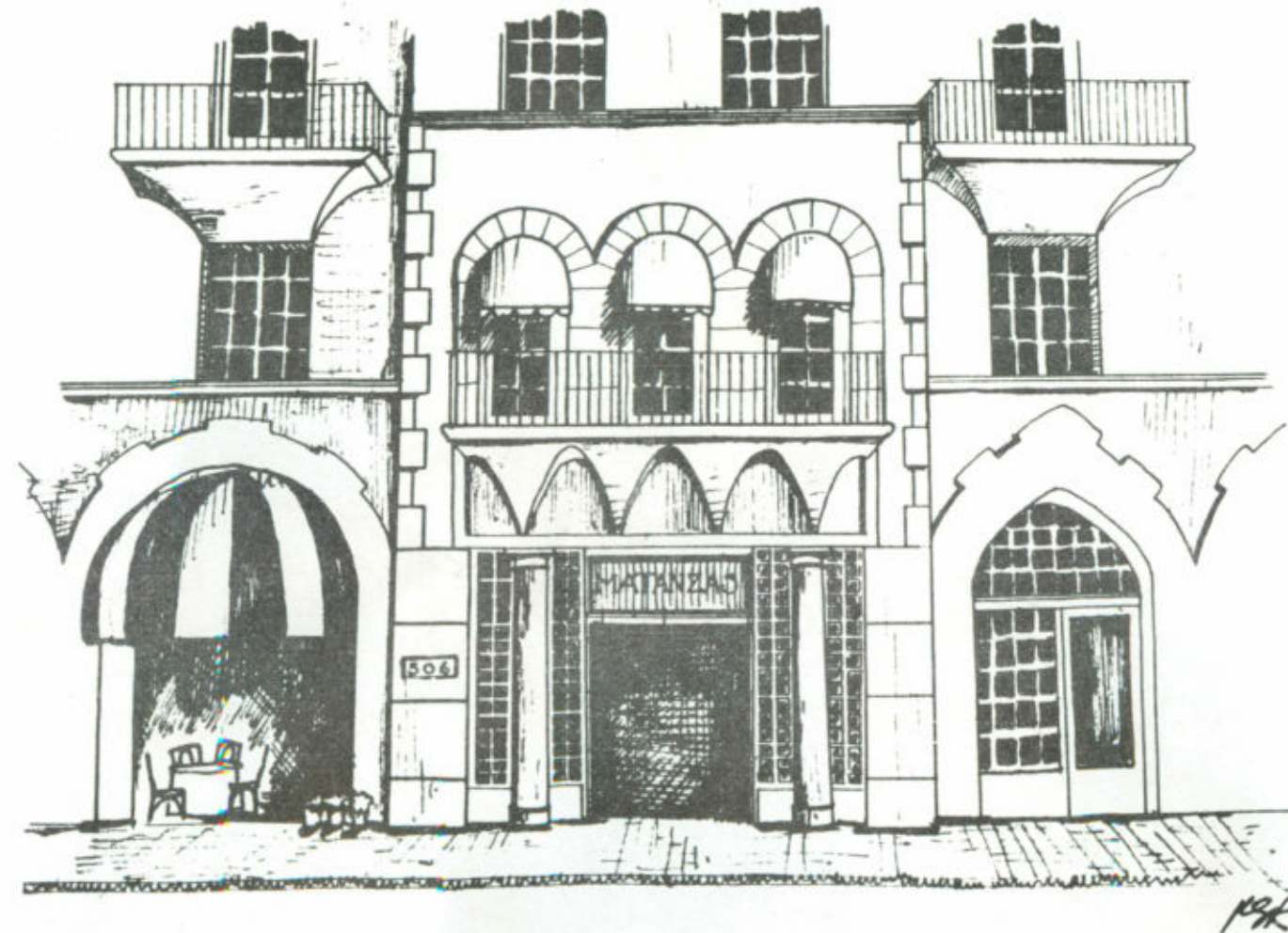
7. Average rents per square foot are about 10% to 11% of sales.
8. Costs of goods for sale range from 30% to 45% of sales revenue with the higher figure being more appropriate for smaller establishments.
9. Labor costs range from 10% to 18% with 15% as a typical median.
10. Promotion costs are approximately 5% of sales.
11. This leaves approximately 24% of sales available for debt service and profit.

## ECONOMIC PROFORMA

Square feet for use as cafe	3,000
Square feet for use as bookstore/newsstand	2,000
Start-up cost for cafe/square foot	\$ 70
Start-up cost for bookstore-newsstand/square foot	\$ 35
Sales/square foot for cafe	\$ 75
Sales/square foot for bookstore/newstand	\$ 75
Start-up cost for cafe	\$210,000
Start-up cost for bookstore/newsstand	<u>70,000</u>
Total start-up costs	\$280,000
Debt service constant	15.00%

	% of sales	
Total sales for cafe	60.00%	225,000
Total sales for bookstore/newsstand	<u>40.00%</u>	<u>150,000</u>
Total Sales	100.00%	\$375,000
Operating expenses	45.00%	\$168,750
Labor	15.00%	56,250
Rent	11.00%	41,250
Promotion	<u>5.00%</u>	<u>18,750</u>
Total Expenses	76.00%	\$285,000
Net Operating Income	24.00%	90,000
Debt service on start-up costs	<u>11.20%</u>	<u>42,000</u>
Before Tax Cash Flow	12.80%	\$ 48,000

The above projections indicate that this type of establishment can show reasonable returns to the investor, given the assumptions employed. Two issues are of critical importance. First, the analysis presumes the ability to combine 5000 square feet of rentable area. This could pose a problem given the small size of the existing partitioning of space. Also crucial is the ability to receive variances to allow liquor sales. Both are essential to the success of this type of establishment.



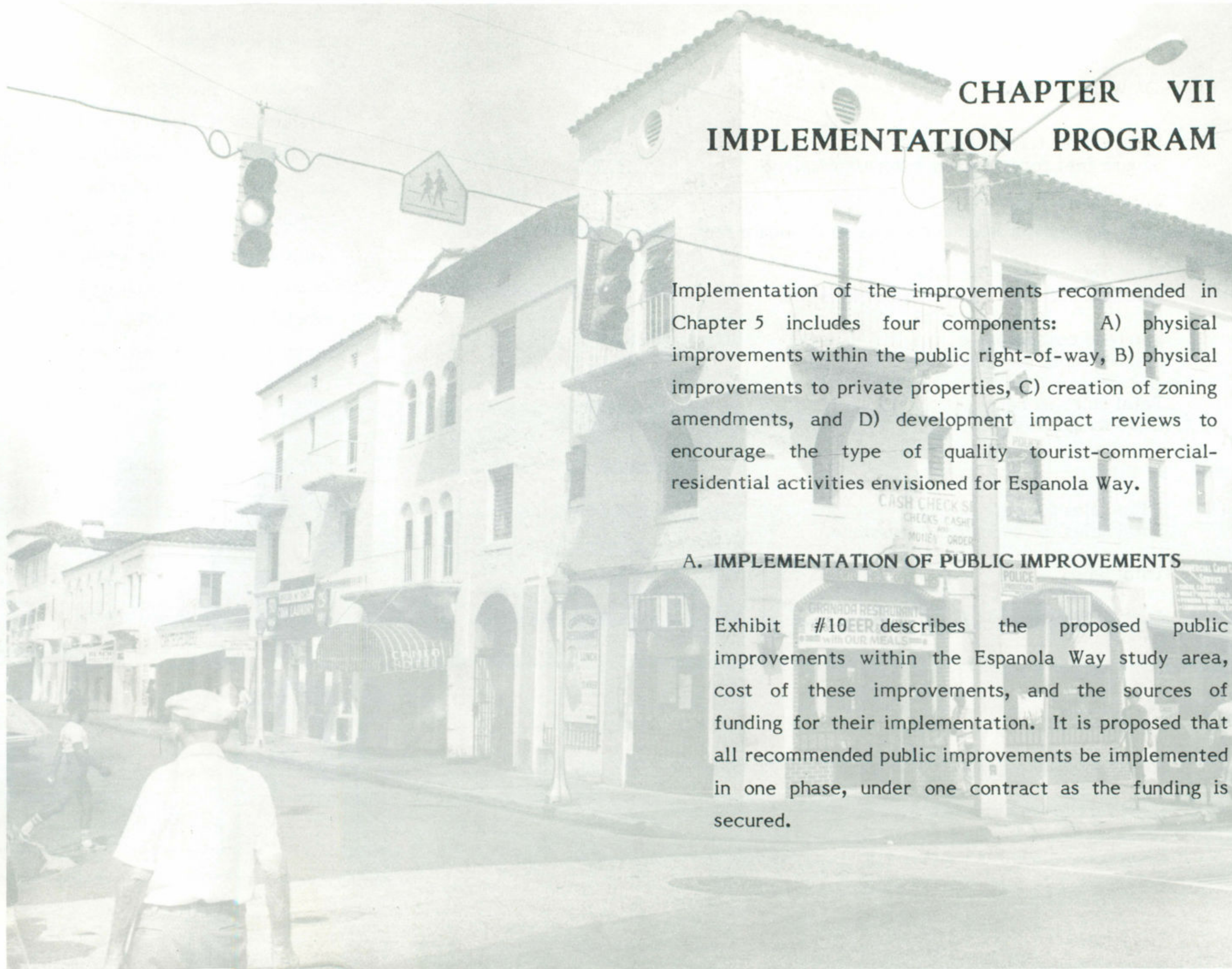
It is recommended that all public improvements be implemented in one phase, under one contract.

## CHAPTER VII IMPLEMENTATION PROGRAM

Implementation of the improvements recommended in Chapter 5 includes four components: A) physical improvements within the public right-of-way, B) physical improvements to private properties, C) creation of zoning amendments, and D) development impact reviews to encourage the type of quality tourist-commercial-residential activities envisioned for Espanola Way.

### A. IMPLEMENTATION OF PUBLIC IMPROVEMENTS

Exhibit #10EER describes the proposed public improvements within the Espanola Way study area, cost of these improvements, and the sources of funding for their implementation. It is proposed that all recommended public improvements be implemented in one phase, under one contract as the funding is secured.





The following table identifies the major physical improvements and costs recommended in the planning program and identifies funding sources for implementation and phasing.

PUBLIC IMPROVEMENTS	DESCRIPTION OF WORK	COST	FUNDING SOURCES
STREETS AND SIDEWALKS	New asphalt and base course, sidewalks, expanded corners, decorative paving, curb and gutter.	\$ 736,006	General Obligation Bond Community Development Grant Special tax Assessment District (commercial area only)
LIGHTING	Pedestrian, street, and landscape lighting.	\$ 256,089	General Obligation Bond Community Development Grant
LANDSCAPING AND IRRIGATION	Plant materials, soil, mulch and irrigation.	\$ 61,286	General Obligation Bond Community Development Grant
STREET FURNITURE	Benches, trash receptacles, signage.	\$ 60,465	General Obligation Bond Community Development Grant
WATER, SANITARY AND STORM SEWER	New water lines, sanitary and storm sewers, pipes, catch basins, manholes.	\$ 883,454	Renewal and Replacement Fund Water and Sewer Enterprise Fund General Obligation Bond.
ESPANOLA WAY/ JEFFERSON AVENUE PARKING LOT	Lot aquisition Construct 17 space parking lot.	\$ 94,718	Parking Tax Assessment District
FLAMINGO PARK BASEBALL FIELD PARKING LOT	Construct 114 space parking lot.	\$ 225,154	Metered parking funds
TOTAL		\$2,317,172	

TOTAL INCLUDES CONTINGENCY, PROFESSIONAL AND ADMINISTRATIVE FEES

Once funds become available and are secured from the sources identified above, the recommended public improvements will be implemented under one contract after completion of contract documents and specifications.

### EXHIBIT 10

As noted in the chart, two new parking lots are proposed, a 17 space lot in Jefferson Avenue for the use of residents of this subsection (see Exhibit #8), to be paid for a special tax district, and a 114 space lot in Flamingo Park for use by park users, the Convention Center and patrons of Espanola Way (see Exhibit #11), to be paid for with metered parking funds and the Convention Center. In addition to these proposed lots, other methods for reducing the strain on area parking include:

1. Constructing a second level on the at-grade municipal parking lot at 16th Street between Collins and Washington Avenues. This could result in an approximate increase of 75 spaces over the existing 134 spaces. A combination of Municipal and private funding is being investigated for the development of this lot;
2. Utilizing the Development Impact Assessments described later in this chapter; and,
3. Utilizing special transportation systems described in Chapter V.

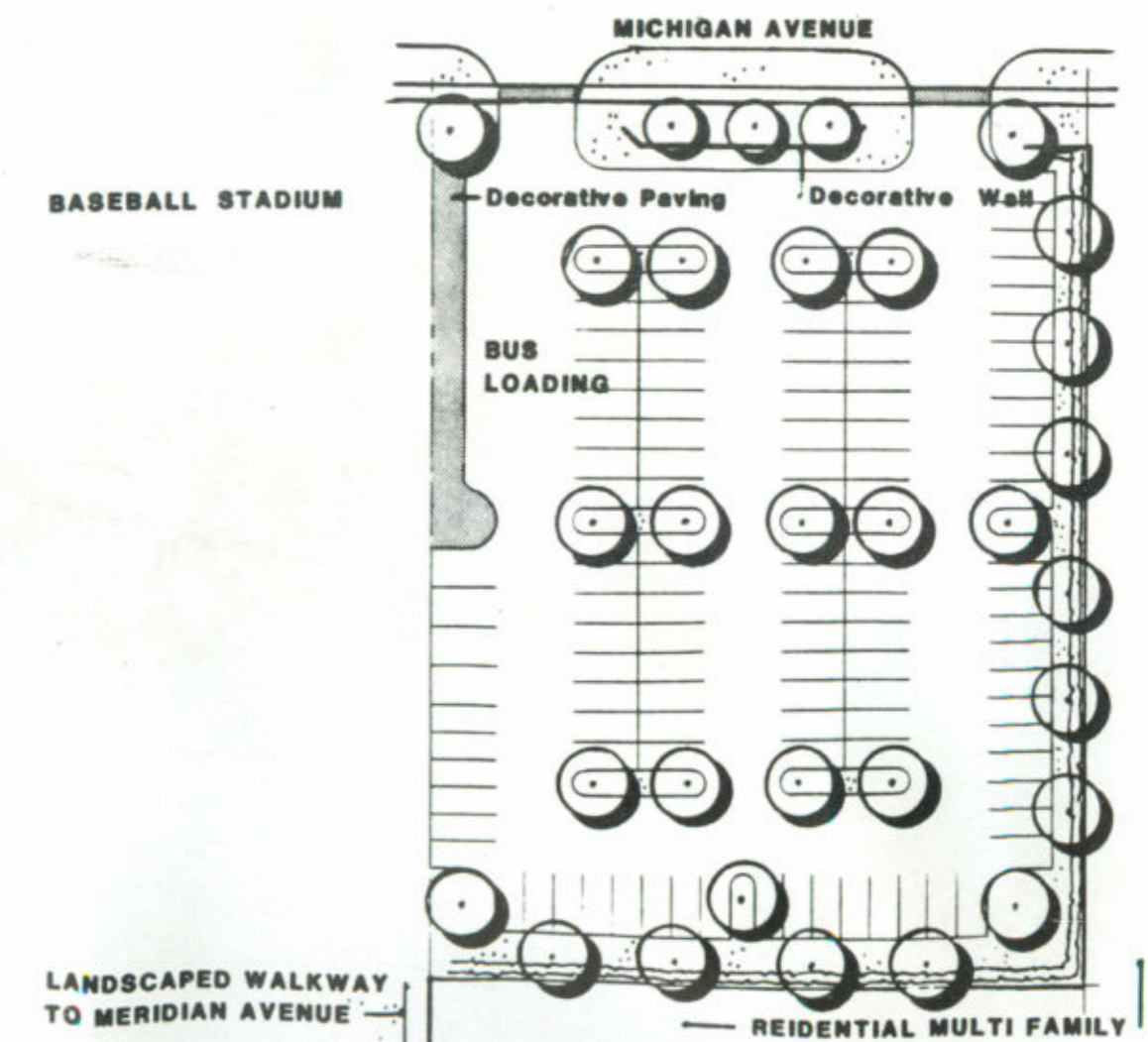
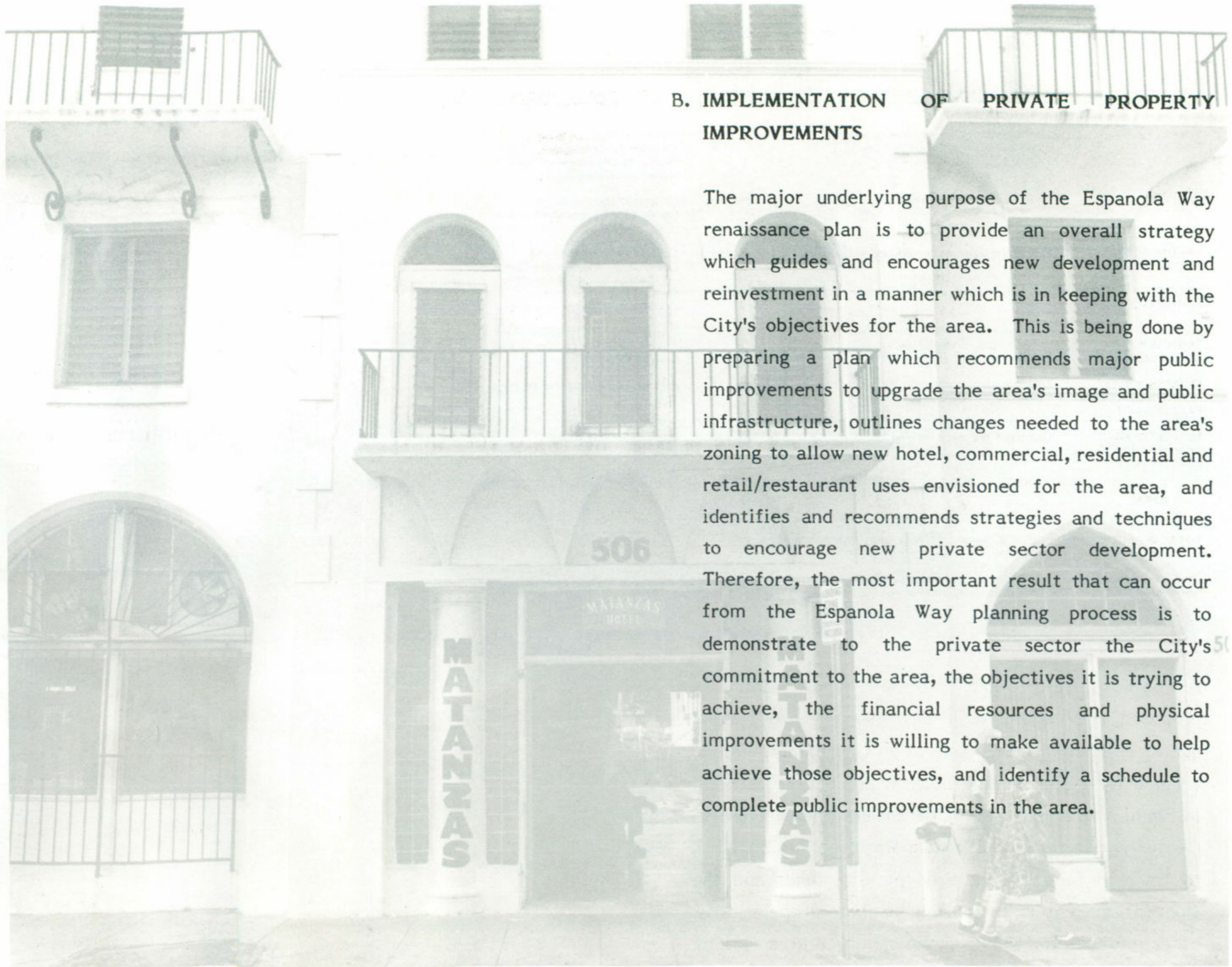


EXHIBIT 11

There are numerous public and semi-public programs which can offer financial assistance to property owners in the rehabilitation of their properties.

## B. IMPLEMENTATION OF PRIVATE PROPERTY IMPROVEMENTS

The major underlying purpose of the Espanola Way renaissance plan is to provide an overall strategy which guides and encourages new development and reinvestment in a manner which is in keeping with the City's objectives for the area. This is being done by preparing a plan which recommends major public improvements to upgrade the area's image and public infrastructure, outlines changes needed to the area's zoning to allow new hotel, commercial, residential and retail/restaurant uses envisioned for the area, and identifies and recommends strategies and techniques to encourage new private sector development. Therefore, the most important result that can occur from the Espanola Way planning process is to demonstrate to the private sector the City's commitment to the area, the objectives it is trying to achieve, the financial resources and physical improvements it is willing to make available to help achieve those objectives, and identify a schedule to complete public improvements in the area.



The following are some of the programs and tools which are recommended to assist the private sector in revitalizing Espanola Way:

1. Revolving Loan Fund For Commercial Revitalization

At the present time there are no City programs to assist hotel owners or other owners of commercial property in the rehabilitation of their properties. The Miami Beach Development Corporation does offer a facade improvement program whereby property owners are lent funds to improve their storefronts. At this time, however, this program is limited to commercial properties located on Washington Avenue and is limited to storefront improvements. Therefore, it cannot be used for other structural renovation activities such as roof repairs, gutter improvements, major system upgrading (i.e. electrical, plumbing, etc.) or window repair or replacement and so forth.

In order to assist the revitalization process on Espanola Way and other local historic areas, a

revolving loan fund should be organized and administered by the City to make matching 50/50 grants or low interest loans available to property owners wishing to undertake a variety of rehabilitation, restoration and renovation projects. The program should be funded by a combination of sources, including the City's Community Development Block Grant program, the County's Community Development Block Grant funds, and monies available from the State and Federal government for establishing revolving funds for historic preservation projects. Foremost among these funding sources is the National Preservation Loan Fund administered by the National Trust for Historic Preservation. This fund specifically provides seed money to begin revolving loan funds. Grant requests up to \$100,000 are available and local governments are eligible applicants.

It is recommended that a revolving loan fund be established initially at between \$300,000 and \$500,000 with ongoing yearly commitments. Monies from the fund would be used for facade improvements, roof repair or replacement, window repair, interior improvements related to bringing the building up to code requirements

and any other improvements which stabilize the building and improve the exterior appearance. Funds could either be awarded as grants matched by equal or greater private sector contributions or would be lent to projects requiring refinancing. Borrowers would be required to meet eligibility and suitability tests and would also be required to comply with rehabilitation guidelines, such as the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings. The City's current Multi-Unit Residential Rehabilitation Program could be used as a model to structure the basic operating procedures for the revolving loan program.

## 2. Urban Development Action Grants

The Urban Development Action Grant Program (UDAG) is funded by the U.S. Department of Housing and Urban Development to assist in private sector developments and to leverage private investment in distressed communities. This program provides financing in the form of loans, equity funding, interest subsidy, or almost any possible form of financing that is required to allow a development to proceed that could not go forward otherwise. The

financing can take a subordinate position behind any bank or debt financing and the loan is eventually paid back to the City by the developers. UDAG funds are awarded competitively and currently the ratio of private dollars leveraged by UDAG funds in a typical project is 6:1.

## 3. Rehabilitation Tax Credit

The Federal government offers a 25% investment tax credit of Federal income tax for all expenses related to substantial rehabilitation of historic structures. Substantial rehabilitation is defined as one dollar more than the adjusted basis of the property. This tax credit is a particularly useful incentive to attract additional equity into a rehabilitation project through syndication of the tax shelter benefits. Espanola Way is listed in the "Miami Beach Architectural District" and is located on the U.S. Department of Interior's National Register of Historic Places. Many of the buildings along Espanola Way are considered historic and contributing to the district. Therefore, these properties may be eligible for the rehabilitation tax credits.



#### 4. Industrial Revenue Bonds (IRBs)

Because Espanola Way is located in the City's only State-designated Enterprise Zone, locally issued industrial revenue bonds may be used to finance hotel projects and other commercial or job-generating projects. Industrial revenue bonds can provide low-interest, permanent financing for developers in the Espanola Way area. IRBs may be combined with the Urban Development Action Grants (UDAGs) to provide total project financing at very favorable interest rates.

#### 5. Community Development Block Grants

The Community Development Block Grant (CDBG) program provides federal funds to cities for a wide variety of eligible local projects in the general area of housing, economic development, community development, and public improvements. Year 10 CDBG funds totalled approximately \$2.2 million. CDBG funds are eligible to fund a number of different private sector projects on Espanola Way.

6. HUD Section 312 Rehabilitation Funding

The Section 312 Program was established by HUD to assist in the rehabilitation of residential property. It provides financing of up to \$27,000 per dwelling unit at rates which approximate U.S. Treasury rates. These funds are awarded on a competitive basis.

7. Tax Incentives For Enterprise Zone Businesses

Espanola Way is located within Miami Beach's only Enterprise Zone. Under Florida law, a locally designated enterprise zone is eligible for a variety of tax incentive programs which benefit corporations paying state corporate income taxes. First, any company which makes substantial improvements, expansions, or additions to an existing business or opens a new business in an enterprise zone is eligible for a tax credit against their state corporate income tax equal to the amount of the school portion of ad valorem taxes for a period of 10 years. A second benefit allows companies who hire employees who live in enterprise zones to take a 25% corporate income tax credit on wages paid to these employees. Presently, the State

is considering additional legislation to strengthen tools available for Enterprise Zone projects. Proposals include corporate tax credits for local utility taxes paid and abatement of local property taxes for a period up to 10 years.

8. SBA "503" Loan Program

The SBA 503 Program is designed to provide 40% second mortgage financing at U.S. Treasury rates for a loan term of 15, 20, or 25 years up to a maximum of \$500,000 per borrower for the purchase of fixed assets. The 503 Program also allows a bank or savings and loan to lend as little as 50% of project cost for a minimum of 10 years and for an amortization in excess of the loan term. This lowers the risk for the bank and gives them the level of comfort they need to lend for a longer term to small businesses. Therefore, by combining the 503 Program with private bank financing, the small business is able to borrow up to 90% of total project costs for a longer loan term and at below market interest rates.

## 9. Other Programs

Other programs available for rehabilitation include the City's Section 312 loan program for residential rehabilitation and the Multi-Unit Residential Rehabilitation Program. These programs provide 10% and 6% loans for up to 30 years to private developers and property owners undertaking residential and commercial rehabilitation work. It is anticipated that after October, 1985, \$350,000 of new funds from the City's Community Development Block Grants will be available to finance the Multi-Unit Residential Rehabilitation Program.

Additional county and private foundation programs exist to assist in rehabilitation. In particular, the Ford Foundation recently established a Local Initiative Support Corporation (LISC) to provide upfront and soft cost loans for 501C3 non-profit corporations. This funding may be used in the Architectural District by a non-profit neighborhood based development corporation to fund architectural, engineering, appraisal, and legal fees.

The Dade Heritage Trust is accepting facade easements from owners of historic properties. Facade easements are treated as charitable contributions for tax purposes and can be used to raise more syndication equity dollars from individuals or corporations seeking tax shelters. Although a "before and after" appraisal is required to estimate the exact value of the donation of a facade easement, the rule of thumb for such a donation is generally 10-20% of the building's value.

There are numerous programs that can be used to help property owners wishing to rehabilitate and invest in Espanola Way properties. The UDAG program, the proposed revolving loan fund for commercial properties, the 25% Rehabilitation Tax Credit, the SBA "503" program and Industrial Revenue Bonds are five programs which would have the most significant effort on Espanola Way properties.

It is recommended that the Zoning Ordinance be amended to allow those uses necessary to the successful operation of hotels, apartments, and entertainment facilities to occur on Espanola Way.

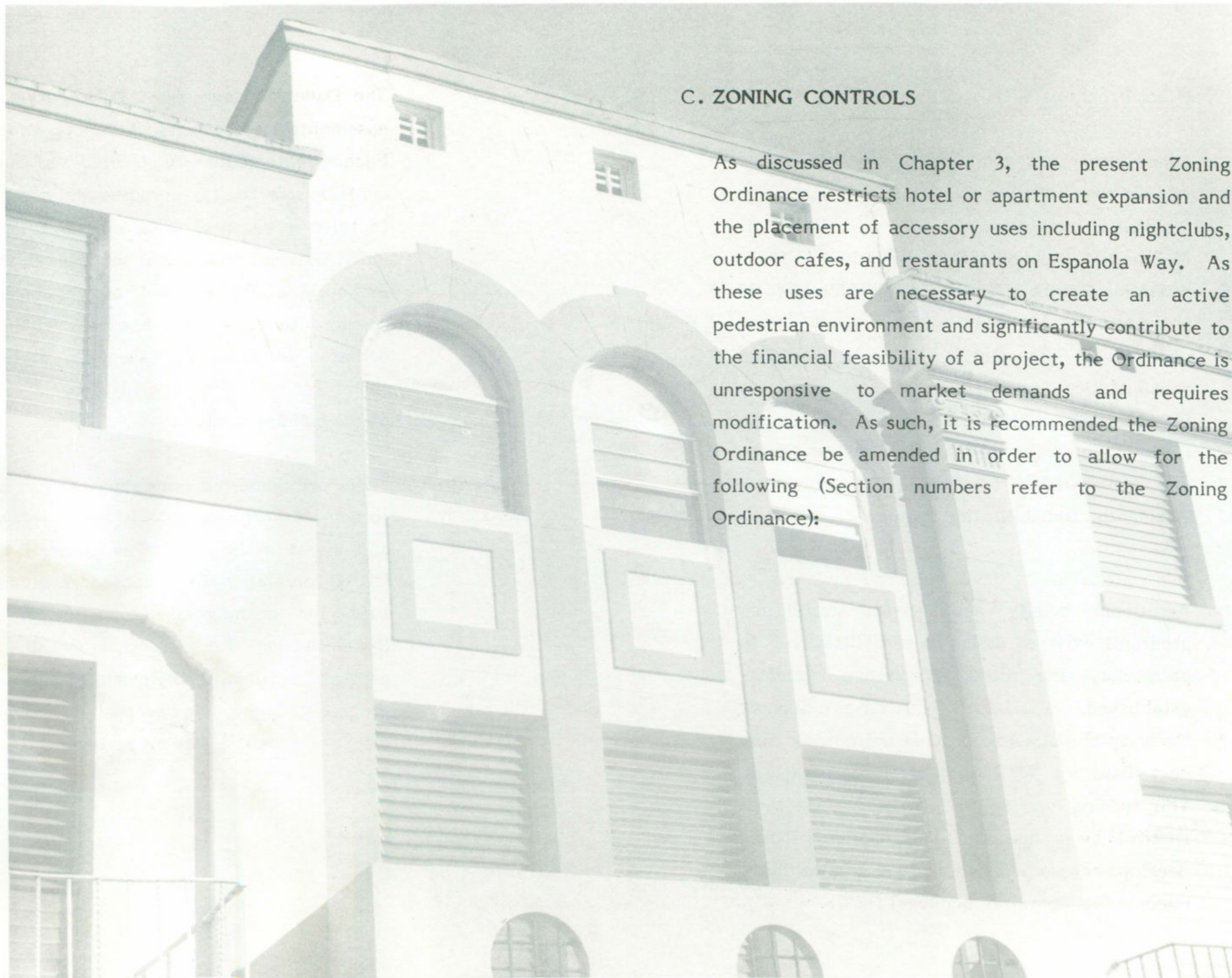
It is recommended that the study area be included under the jurisdiction of the Design Review Board.

It is the Board of Adjustment function as a Development Impact Committee to insure the efficient and reasonable implementation of this plan's recommendations.

It is recommended that a parking program be created to accumulate funds for the future development of Espanola Way improvements.

### C. ZONING CONTROLS

As discussed in Chapter 3, the present Zoning Ordinance restricts hotel or apartment expansion and the placement of accessory uses including nightclubs, outdoor cafes, and restaurants on Espanola Way. As these uses are necessary to create an active pedestrian environment and significantly contribute to the financial feasibility of a project, the Ordinance is unresponsive to market demands and requires modification. As such, it is recommended the Zoning Ordinance be amended in order to allow for the following (Section numbers refer to the Zoning Ordinance):





1. Nightclub, with or without an accessory bar or exterior entrances or exits to be allowed in a hotel or apartment/hotel with no minimum unit (room) restriction (Section 6-7(B)(6)).
2. Mixed retail, entertainment, conference or meeting facility, restaurant, nightclub or outdoor cafe facility as a permitted use (Section 6-7(A)) upon approval of Board of Adjustment Development Impact Committee.
3. Eliminate the minimum unit and room restriction for accessory uses (Section 7-3(B)).
4. Expand the permitted list of accessory uses to include any use that is customarily associated with a hotel or apartment/hotel.
5. Allow limited specialty type retail uses on the ground floor in buildings which are substantially considered as apartments or hotels.
6. In order to insure that all renovated buildings and infill new construction is compatible with the recommended design program, it is recommended that all of Espanola Way between Collins Avenue and Jefferson Avenue shall be

under the provinces of the Design Review Board (Section 23-3).

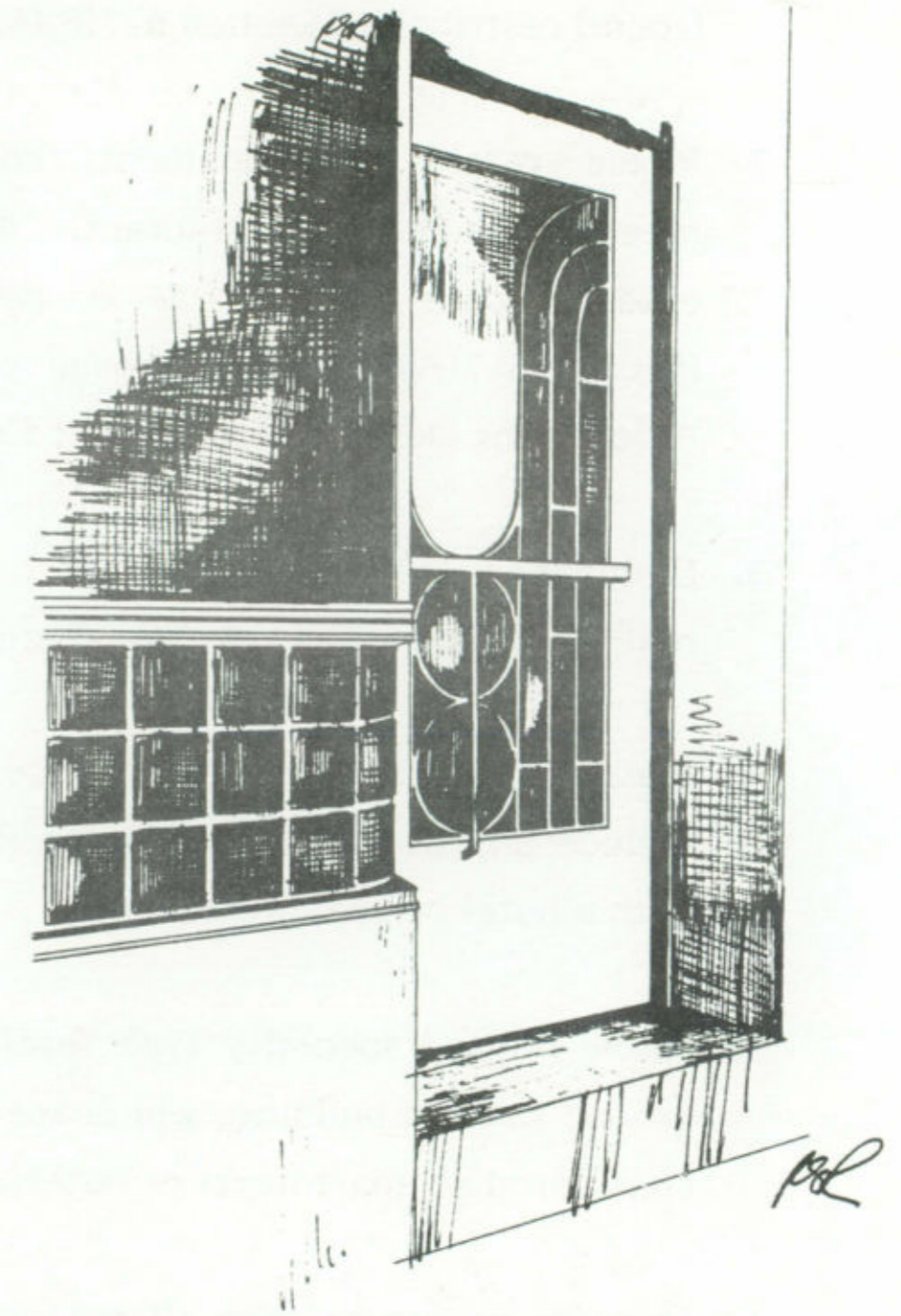
7. Establish minimum yards (setbacks), density, parking, lot coverage, signage, etc. regulations which are consistent with the Design Guidelines presented in Appendix A. With regard to the Floor Area Ratio (FAR), the maximum without design bonuses, should be between 2 and 3 and allow for an increase in the maximum FAR from that level to between 3 and 6 based on the Design Review Conditions contained in this report and presented under a modified Design Bonus Formula similar to the South Pointe Performance Design Standards.
8. In order to mitigate any adverse affect of these amendments and to insure that all accessory outdoor uses and structures are compatible with neighboring properties, and to reduce parking problems that will result from a reduction of standards, the Board of Adjustment's review authority should be expanded to enable it to function as a Development Impact Committee.

It is recommended that the study area be designated as a Historic Preservation district.

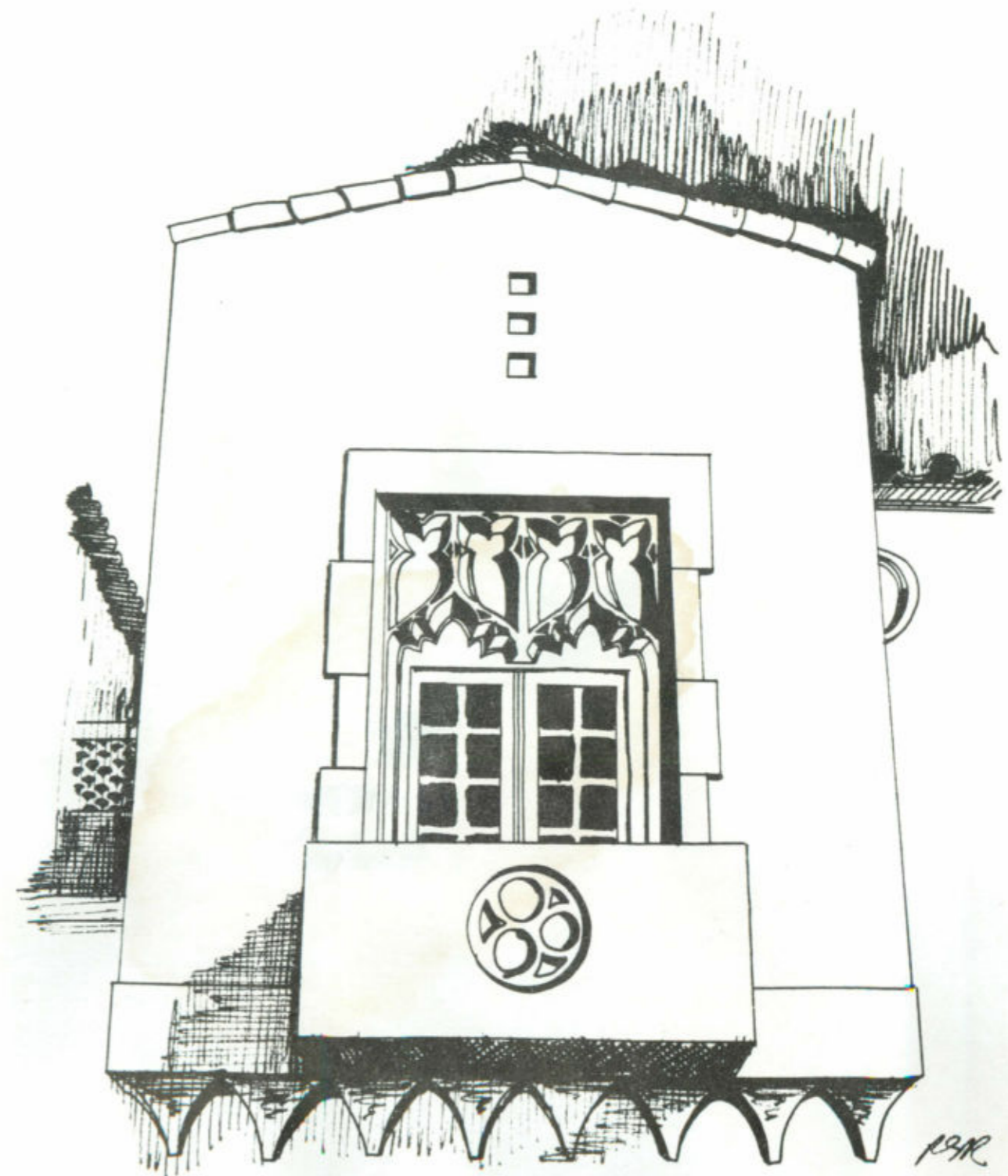
It is recommended that the area between Meridian and Jefferson Avenues be rezoned from RM-60 to RM-14 low density Multiple Family-Townhomes.

It is recommended that the Flamingo Park Master Plan be amended to eliminate the acquisition of that portion of Espanola Way west of Meridian Avenue.

9. All property on Espanola Way between Collins Avenue and Jefferson Avenue shall be designated as a Historic District, upon the review of the Historic Preservation Board and the Planning Board, and the approval of the City Commission.
10. Establish a parking program to enable the developers of property to substantially improve buildings and provide accessory uses without the requirement of providing parking on the site. Revenues generated by parking assessments and the sale of parking decals should be reinvested in Espanola Public Improvements.
11. For the area between Meridian and Jefferson Avenues reduce the density from RM-60 Medium Density Multiple Family to RM-14 Low Density Multiple Family Townhomes.



12. It is recommended that Section 29, Liquor Control Regulation be amended to allow liquor sales in restaurants, cafes, and nightclubs on Espanola Way with the case-by-case approval of the Development Impact Committee (see next section).
  
13. Amend the Flamingo Park Master Plan to eliminate the acquisition of the portion of Espanola Way west of Meridian Avenue.





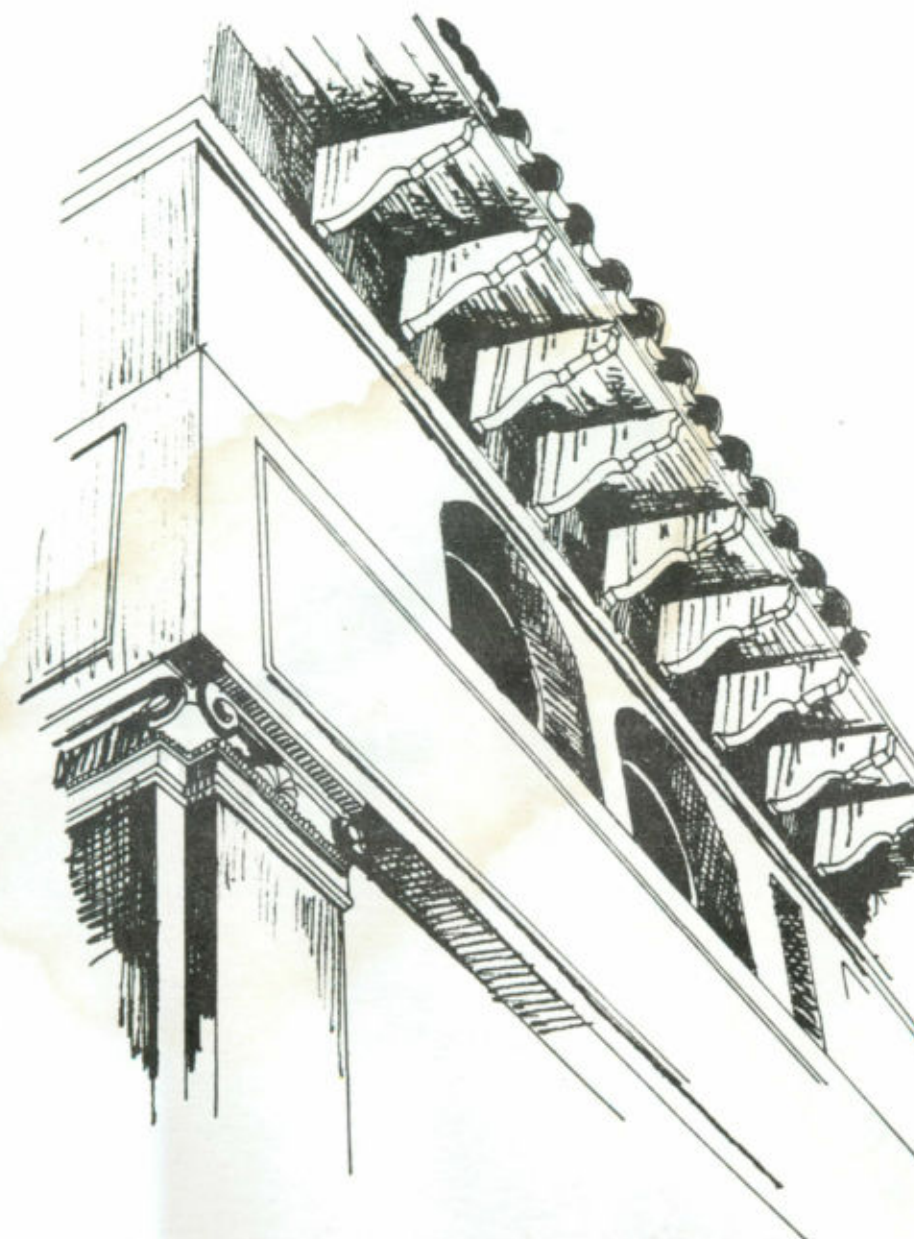
## E. DEVELOPMENT IMPACT ASSESSMENTS

The future growth and prosperity of Espanola Way is based upon the emphasis and maintenance of the pedestrian amenities, and the scale, proportionality and design of buildings. As advocated in this report, the substantial rehabilitation of existing buildings and a limited amount of new infill construction that is compatible with the existing streetscape and public improvements will not only raise property values but create certain problems primarily relating to parking. Substantial private reinvestment will only proceed if all the existing and prospective property owners can be assured that proper design guidelines are equally and uniformly applied to all developments, that the recommendations advocated by this report are implemented, and that all developments are allowed to proceed if the parking impact is somewhat mitigated and quality control is assured over all accessory uses that are operated in the ground floor commercial space, courtyards, and public right-of-way.

In order to insure that these and other issues are satisfactorily addressed in an efficient and economical manner, it is recommended the Board of Adjustment's powers and responsibilities be expanded so it may act as a Development Impact Committee. This body would have specific authorization to require as part of its zoning impact review that applicants requesting approval to operate nightclubs, restaurants, or entertainment uses demonstrate the following:

1. Substantial rehabilitation of the exterior and interior of the building;
2. Provision for parking either by the acquisition or long-term lease (both recorded in Circuit Court), purchase of City parking decals, or a financial contribution equivalent to the cost of parking decals based on at least 50% of the required parking for the entire facility, including hotel rooms and apartments. All proceeds of such a program would be reinvested in the vicinity of the development;
3. A commitment letter from an institutional lender or private entity attesting to their readiness to commit funds should the Board approve the project;and,

4. Submission of detailed plans, narrative, or explanation of the rehabilitation work.



**The renaissance of Espanola Way will encourage new private reinvestment, tax generation, and creation of jobs. It will create a unique attraction and preserve an important part of the heritage of Miami Beach.**

#### **E. NEXT STEPS**

The renaissance of Espanola Way will present an exciting opportunity to invest in Miami Beach, to create a unique attraction for tourists, visitors, and residents, and to preserve an important part of the heritage of Miami Beach. New private sector investment, tax generation, and job creation can result from this project. Exhibit #12 describes the implementation schedule for the improvements which will form the basis of this renaissance and provide demonstrable proof to investors that the City of Miami Beach believes in the exciting future of Espanola Way.

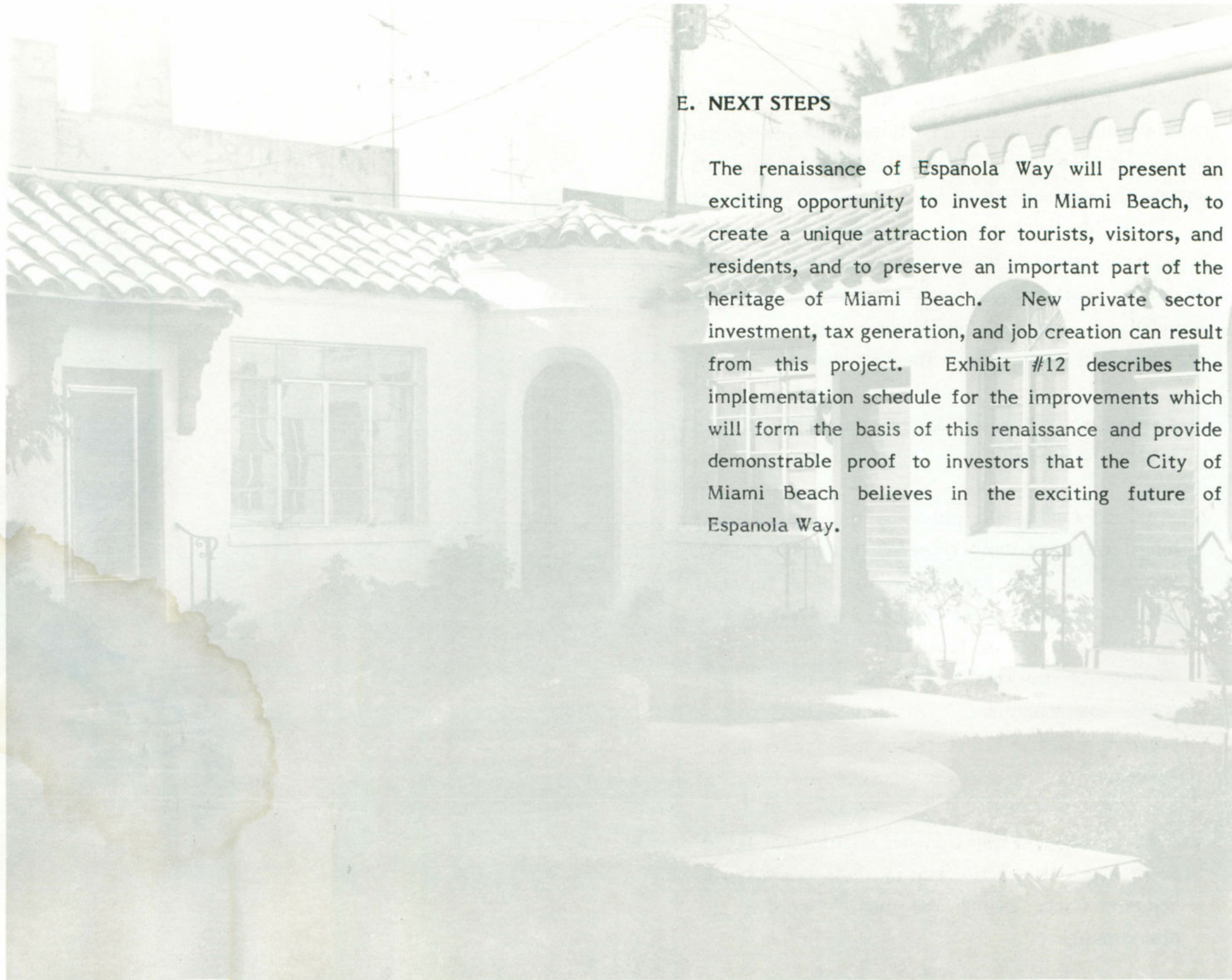


EXHIBIT 12

IMPLEMENTATION SCHEDULE

STEP	ACTION/TASK	IMPLEMENTING AGENCY	TARGET DATE
1.	Community Response Review and Comment by: a. Espanola Way Task Force b. Miami Design Preservation League c. Historic Preservation Board d. Community Development Advisory Committee e. Design Review Board	Planning Department	August 1985
2.	Plan Review and Consideration by Planning Board	Planning Department	September 1985
3.	Plan Review and Adoption by City Commission	City Manager's Office Planning Department	October 1985
4.	Application for Community Development Block Grant Funds for preparation of Construction Documents for Espanola Way Improvements.	Planning Department	January-May 1986
5.	Creation of Espanola Way Business Association	Planning Department Economic Development Department	January 1986
6.	Preparation of Year 2000 Bond referendum and Program for Placement on Fall Ballot (for funding of street/sidewalk Improvements)  a. Commission approval b. Electorate approval	City Manager's Office Economic Development Department	Spring 1986
7.	Creation of Espanola Way Special Assessment District	City Attorney's Office Economic Development Department	Spring 1986

	a. Commission approval b. Electorate Approval	Planning Department Public Works Department	
8.	Designation of the Study Area as a Historic District	Planning Department	Spring-Summer 1986
9.	Preparation of Zoning Amendments for Consideration by the Planning Board and City Commission	Planning Department	Spring-Summer 1986
10.	Preliminary Design Drawings for Espanola Way Improvements	Planning Department Public Works Department	Summer 1986
11.	Request for Proposal for Professional Services to Complete Construction Documents	Planning Department Purchasing Department	Fall 1986
12.	Issue Year 2000 Bonds	Finance Department	Fall 1986
13.	Issue Special Assessment Bonds	Finance Department	Fall-Winter
14.	Acquisition of Lot 4 on Jefferson Avenue for Development of Parking Lot.	Purchasing Department	Fall 1986
15.	Final Design Documents complete and approved by City Commission	Planning Department Public Works Department City Manager's Office	Spring 1987
16.	Construction Contracts Awarded	Purchasing Department City Commission	Spring 1987
17.	Begin Construction	Public Works Department	Summer 1987
18.	Complete Project	Public Works Department	Summer 1988



**APPENDIX 'A'**  
**ESPANOLA WAY DESIGN GUIDELINES**

The following design guidelines are intended to provide a general overview of a rehabilitation project. Before beginning the actual rehabilitation plans, a property owner and his or her architect should obtain the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (Revised 1983), which provide far more detailed and specific guidelines for such a project.

**1. General Guidelines**

- a. Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure, or site and its environment, or to use a property for its originally intended purpose.
- b. The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
- c. All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
- d. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.

- e. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.
- f. Deteriorated architectural features shall be repaired rather than replaced wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
- g. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.
- h. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, materials, and character of the property, neighborhood or environment.
- i. Wherever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

**2. Environmental Guidelines**

- a. The distinctive features such as the size, scale, mass, roof, courtyards, porches, and stairways of a building shall be retained.

- b. New plant materials, walls, fences, walks, signs and furniture shall be compatible with the size, scale, materials, and character of the building and the street.

### 3. Structural Guidelines

- a. Stabilize and repair weakened structural members and systems.
- b. Supplement existing structural systems when damaged or inadequate. Replace historically important structural members only when necessary.

### 4. Exterior Guidelines

- a. Retain original masonry whenever possible.
- b. Duplicate old masonry in composition, and texture when repair is necessary.
- c. Repair stucco with stucco mixture that duplicates the original as closely as possible in appearance and texture.
- d. Repair, or replace when necessary, deteriorated material with new material that duplicates the old as closely as possible.
- e. Repair, or replace when necessary, damaged or missing architectural features such as cornices brackets, railings, and shutters.
- f. Retain, repair, or duplicate if replacement is necessary, original signage.

### 5. Roof Guidelines

- a. Preserve the original roof shape.
- b. Retain original roofing material when possible.

- c. Replace deteriorated roofing material with new material that matches the old in composition, size, shape, color and texture.
- d. Retain, repair and replace if necessary, all architectural features which give the roof its essential character such as dormer windows, railings, cupolas, cornices, brackets, chimneys, finials, gutters, weather vanes, downspouts, etc.

### 6. Windows and Door Guidelines

- a. Retain and repair existing, or reproduce if necessary, original window and door openings, including size, shape, design, materials and hardware.
- b. Storm windows or hurricane shutters should be installed in a manner that does not damage existing windows and door frames and can be removed when not in use.
- c. Use original doors and door hardware when they can be repaired and reused.

### 7. Entrances, Porches, Courtyards, Balconies, Galleries and Steps

- a. Retain entry features, porches, courtyards, balconies, galleries, and steps which are appropriate to the building and the neighborhood.
- b. Do not enclose galleries, balconies, or courtyards.
- c. Repair, or replace when necessary, deteriorated railings, floors, door surrounds, or other architectural features of the galleries, balconies, and courtyards.

- d. Telephone booths, vending machines, or similar items shall not be located in the galleries, balconies, courtyards or other areas visible to the public.

#### 8. Ornamentation Guidelines

- a. Retain, repair, or replace if necessary, all ornamental features including light fixtures, ornamental tile work, wall fountains, decorative metal or masonry grill work, balconies, etched glass, medallions, relief work, sculpture, signage, addresses, eyebrows, decorative neon, decorative stone work, racing stripes, and pilasters.

#### 9. Exterior Paint Guidelines

- a. Exterior paint shall be in pastel hues. Even though dark intense colors, browns, beiges, and earthtones were the original color treatment on these buildings, they are no longer compatible with the surrounding area and should be avoided.
- b. Secondary, or accent colors which emphasize architectural detailing is encouraged.
- c. Stone, tile, or terrazzo surfaces shall not be painted. Such surfaces which have been painted should be carefully stripped.
- d. Metal elements shall be carefully cleaned (see 1-g above) and primed prior to painting.
- e. Paint used should be of a type developed to best withstand harsh environmental conditions.

#### 10. Interior Guidelines

This section primarily refers to the public spaces within the building such as lobbies, restaurants, parlors, etc.

- a. Retain original materials, architectural features, and hardware whenever possible, such as stairs, elevators (particularly the doors), handrails, balusters, columns, cornices, doors, windows, doorways, light fixtures, mantles, front desks, and flooring.
- b. Repair or replace if necessary, deteriorated materials with new material that duplicates the old as closely as possible.
- c. Retain, repair, or replace if necessary, original plaster work.
- d. Retain the basic floor plan and proportion of rooms on the ground floor.
- e. Retain, restore, and protect any significant murals present in the building.
- f. Retain, restore, and reuse, when possible, any original furnishings in the public spaces of the building.
- g. Resurfacing interior walls with paneling, mirrors, wallpaper, tile, or other material not consistent with the architectural style or period of the building should be avoided.

#### 11. Mechanical System

- a. Install necessary mechanical systems such as air conditioning, electrical, plumbing and fire protection, in areas and spaces which require the least possible alteration to the structural integrity and physical appearance of the building.

- b. Utilize early mechanical systems when possible.
- c. Install the vertical runs of ducts, cables, and pipes in closets, service rooms, and wall cavities.
- d. Retain or install ventilation in attics and crawlspaces to prevent moisture problems.

**12. New, Infill Construction**

- a. New construction should not attempt to replicate a building of an earlier age.
- b. New construction should be compatible with the size, scale, and pattern of buildings established in the district. This includes height, location of entrances, setbacks, and siting of the building.
- c. New construction should utilize similar building materials and finishes common to the street or district.



APPENDIX B-1

Summary of ground floor commercial space, north side Spanish Village.

Block	Lot	Address	Approximate Dimensions		Square Footage
			Frontage	Depth	
3	1-2				
Existing Use		Address	Frontage	Depth	Square Footage
Bakery		1450 Washington Avenue	14	75	1,050
Beauty Salon		1448A Washington Avenue	14	75	1,050
Money Orders		1448 Washington Avenue	14	34	476
Restaurant		Not Shown	30	34	1,020
Cameo Hotel		405 Espanola Way	19	35	665
Laundry & Alteration		409 Espanola Way	22	35	770
Second Hand Store		415 Espanola Way	22	30	660
Fishing Equipment		Not Shown	22	30	660
Appliance Repair		421 Espanola Way	19	30	570
Poultry Market		429 Espanola Way	65	30	1,950
Beauty Salon		437 Espanola Way	15	30	450
Shoe Repair		439 Espanola Way	15	30	450
Medical Center		441 Espanola Way	15	30	450
Grace Hotel (ACLF)		443 Espanola Way	14	30	420
Restaurant		1445 Drexel Avenue	35	16	560
Grocery Store		Not Shown	60	25	<u>1,500</u>
<b>TOTAL</b>					12,701

Source: Miami Beach Planning Department

APPENDIX B-2

Summary of ground floor commercial space, south side Spanish Village.

Block	Lot	Address	Approximate Dimensions		Square Footage
			Frontage	Depth	
3B	1				
Existing Use		Address	Frontage	Depth	Square Footage
Pizza Parlor		1434 Washington Avenue	15	45	675
Barber Shop		1436 Washington Avenue	15	51	758
Hotel Lobby		1438 Washington Avenue	15	48	720
Hotel Lobby		1438 Washington Avenue	18	30	540
Hotel Office		1438 Washington Avenue	32	15	480
Hotel Storage		1438 Washington Avenue	32	15	480
Beauty Salon		1438A Washington Avenue	15	30	450
Liquor Store		1450 Washington Avenue	15	30	450
Renaissance Cafe		406 Espanola Way	32	24	768
Fruit & Vegetables		412 Espanola Way	15	30	450
Clothing Alteration		414 Espanola Way	15	30	450
Shoe Repair		416 Espanola Way	15	30	450
Frame Shop		420 Espanola Way	21	30	630
Used Clothing		422 Espanola Way	21	30	630
Art Gallery		428 Espanola Way	21	30	630
Carpet Store		432 Espanola Way	21	30	630
Print Shop		436 Espanola Way	15	30	450
Second Hand Store		440 Espanola Way	15	30	450
Bike Shop		442 Espanola Way	13	30	390
Second Hand Store		444 Espanola Way	17	30	510
Second Hand Store		448 Espanola Way	17	30	510
Vacant		1437 Drexel Avenue	30	34	1,020
Plumbing		1433 Drexel Avenue	15	30	<u>450</u>
<b>TOTAL</b>					12,971

Source: Miami Beach Planning Department



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