

# North Beach News

News from the  
**North Beach Development Corporation**

Working to revitalize the North Beach community....  
making a good place to live, work, and do business even better

Ronnie Singer, Executive Director

Donald Shockey, Editor

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*The completed Southeast Normandy Isle Streetscape Project, one of many revitalization activities that are changing the face of North Beach.*

## Message From the President

As outlined in the accompanying story, 1995 was a banner year for North Beach revitalization with over **\$33 million dollars in public sector improvements** underway or set to begin soon. Substantial private sector reinvestment also took place in the form of new and renovated commercial and residential developments.

The outlook for 1996 is even brighter. Completion of the **Ocean Terrace and Normandy Isle streetscape renovations** will bring new cafes and shops to those areas. Extensive tree planting and beautification will dramatically improve the look and feel of our neighborhoods. Residential development will continue, generating demand for more retail. All in all, it's a very exciting time for North Beach.

As NBDC continues its work in bringing about these North Beach improvements, we remain committed to a **community-based revitalization strategy**. Last fall, NBDC was asked by the City of Miami Beach to convene a representative group of North Beach residents, property-owners, and activists to develop a program for allocating North Beach's share of City "Quality of Life" funds. The resulting "**Strategic Planning Committee**" met over several months and then reached a consensus on a program of projects designed to improve the quality of life in North Beach. The process was a model for citizen participation in community decision-making.

To encourage broad participation in its efforts, NBDC meets on the **third Tuesday of each month** and welcomes anyone interested in working to better the community. Great things are in store for North Beach this year and I invite you to join us in making them happen!

*Jonathan Beloff, President*

**North Beach News 1**

## Major Progress Seen in 1995 On North Beach Revitalization

*Pace to quicken in 1996 with completion of Ocean Terrace and Normandy Isle improvements*

After years of planning and discussion, great strides were made in 1995 on a number of important redevelopment efforts that have already begun to transform the face of North Beach. The year also saw a renewed commitment from the City of Miami Beach to upgrading the quality of life in the North Beach community as well as extensive participation by community activists and residents in planning further revitalization activities.

Began in August, the \$20 million dollar **Northshore Streetscape Project** is moving forward with completion of the Ocean Terrace section scheduled for this spring. Work on Phase II of the Project, the Normandy Isle area, began in December. The \$1.1 million dollar **Southeast Normandy Isle Streetscape Project**, completed in mid-December, has given the project area an entirely new look with defined parking areas, new curbs and sidewalks, and hundreds of trees and shrubs.

At the southern end of North Beach, the lushly landscaped **Brittany Bay Park** was completed last spring. (cont'd. p. 2)

## Northshore Streetscape Project Update

After being delayed by frequent heavy rains last fall, work on the **Northshore Streetscape Project** is moving steadily forward. The new **Ocean Terrace**, Phase I of the Project, is taking shape with completion expected in early spring. Several Ocean Terrace hotels have begun substantial renovations in anticipation of the completion of the street. Plans are also in the works for cafes that will take advantage of the new 15 ft. wide sidewalks.

While efforts are being made to minimize the impact of construction, some level of disruption is unavoidable. To help lessen the impact, NBDC has undertaken a signage program to market area businesses and has obtained a commitment from the City to forgo parking meter enforcement during construction.

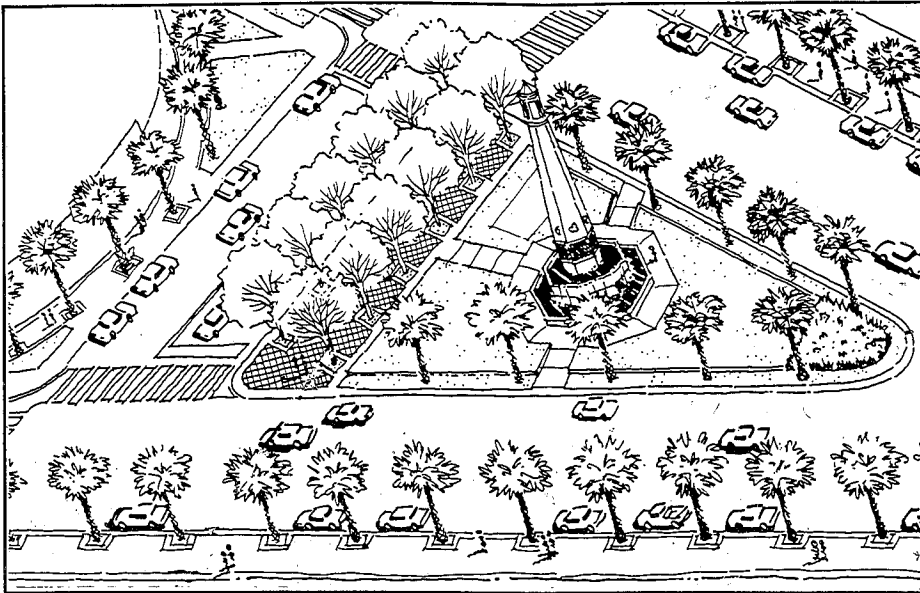
Work began in late December on Phase II of the project, the **Normandy Isle commercial area** which will include renovation of the historic fountain and the surrounding pedestrian area, pictured at left.

Periodic updates on project status will be distributed for the duration of the project. Please remember to **patronize your local businesses** during the construction period - they need your support while we build the new North Beach!

## Collins Avenue/Ocean Terrace Merchants Form Association

Merchants in the 7300-7500 blocks of Collins Avenue and Ocean Terrace have joined together to address issues related to marketing, sanitation, street construction, and signage. Members of the **Northshore Business District Merchants Association** plan to meet regularly - please contact the NBDC office at 865-4147 for more information.

Area residents may be surprised to learn that the Business District is home to over **80 businesses** including hotels, bakeries, drug stores and pharmacies, discount stores, restaurants, deli's and food markets, clothing and gift shops, a fitness center, travel agencies, and fresh fish, pasta, and meat markets,



The renovated Normandy Fountain plaza will serve as a centerpiece for the Normandy Isle commercial area.

(from p. 1) This scenic park on Indian Creek will become increasingly popular as nearby developments are occupied.

Extensive planning for other revitalization initiatives took place over the year as well. Funding was identified for the **Oceanfront Recreational Corridor**, a landscaped path which will run along the beach from 63rd to 75th Streets; construction could begin as early as this summer. The City of Miami Beach developed a **Three-year Strategic Plan** of physical and service improvements for North Beach including the renovation of all City parks, utility and street improvements, and enhanced police protection and code enforcement. The City also made available \$350,000 in **Quality of Life** funds for which a detailed spending program was developed (see story p.3).

Taken together, these activities represent a major step forward for North Beach, and, more importantly, set the stage for an even greater accomplishments in 1996.

### Grant Funds Available to Improve Storefronts

NBDC continues to solicit applicants for the North Beach Facade Renovation Program aimed at improving blighted commercial areas and helping businesses that serve low and moderate income customers. Through the Facade Program, matching funds are provided to eligible tenants and property owners to upgrade facades and cor-

## Two North Beach Luxury Condo Towers Completed

*Nearly 300 new households to have major economic impact - more new construction planned*

Work on two luxury condominium developments in North Beach has been substantially completed with new residents scheduled to move in by spring.

The 19-story Mediterranean-style **Florida Tower** at 6422 Collins contains 60 two and three bedroom units with expansive bay and ocean views. NOMA Enterprises developed the project.

The 33-story **LaGorce Palace** at 6251 Collins boasts a sleek contemporary design with soaring glass columns. Developed by Pacific International Equities, the project contains 208 two and three bedroom units.

Plans were recently announced for another development at 6395 Collins, the 47-story **White Diamond**, which will contain 386 luxury condominiums.

Together, the two completed projects will add 268 new households to North Beach which will have a substantial economic impact on nearby commercial areas. This phenomenal growth is a great opportunity for North Beach merchants who are being encouraged to market their goods and services to the new residents.

## North Beach FEDCO Store Renovated and Expanded

A extensive renovation and expansion of the North Beach FEDCO store, a long-time retail presence on 71st St., is nearing completion. The new facility will include an additional 5,000 s.f. of space to accommodate a pharmacy, expanded executive offices, and a larger sales floor. The renovated store also features an attractive new keystone and stucco facade.

The substantial investment by the owners of FEDCO is an important vote of confidence in the long-term viability of the 71st St. commercial corridor. The project will serve as a catalyst for further commercial redevelopment in the area.

### Please Support Your Local Merchants!

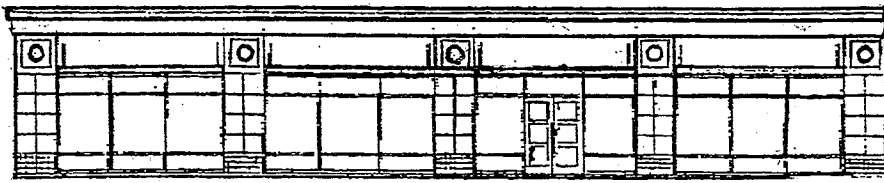
*With the Streetscape Project under construction, North Beach merchants need your business now more than ever. Please take the extra step to patronize our local merchants while we create the New North Beach!*

### Third Annual Halloween "Safe Night of Fright" a Great Success

For one spooky night, the North Shore Bandshell again became a hang-out for vampires, ghouls, Power Rangers, princesses, and other fantasy figures during the 3rd annual "Safe Night of Fright." Over 2100 kids and parents attended the event which is intended to allow underprivileged children from the area to enjoy a safe and fun Halloween.

NBDC, the City of Miami Beach, and the Hispanic Community Center co-sponsored the event. Many thanks go to all the volunteers and donors who put the event together. Special thanks go to the FIU Volunteer Action Center for providing a whole team of enthusiastic workers and to Royal Seacoast Enterprise's Philippe Peraud for a generous donation.

**North Beach News 3**



Artist's rendering of new retail plaza to be built at 65th and Collins Avenue.

## Blockbuster Video to Anchor New Collins Avenue Retail Center

*Video chain's new North Beach location expected to attract other national retailers to area*

North Beach is scheduled to see its first new retail development in several years with the construction of a 13,000 square-foot shopping center anchored by Blockbuster Video at 65th Street and Collins Ave. Adler Development expects to complete the new center, which will have space for two to five retailers in addition to Blockbuster, in time for a

opening. Blockbuster's decision to locate in the new center should help attract other similar retailers to the area according to leasing agent for the property, Lyle Stern of the Koniver Stern Group.

Adler Development President Steven Siegel reported that the decision to build the center was made in response to the tremendous growth being experienced along the Collins Avenue corridor in North Beach. The development is certainly indicative of high expectations for the ongoing revitalization of the area.

## \$350,000 In North Beach Quality of Life Projects Slated

*Beautification, tree planting, capital improvements to have highly visible impact*

Work is scheduled to begin soon on an ambitious program of "Quality of Life" projects that will touch almost every corner of North Beach. The projects will be funded through North Beach's 1996 allocation of City of Miami Beach resort taxes intended to address community quality of life issues. The projects were developed through a series of community meetings coordinated by NBDC last fall. Projects to be funded include:

- a dramatic upgrading of the western entrance to Normandy Isle with extensive landscaping and trees;

- \* tree planting on Hawthorne Ave.;

Crespi Blvd, South Shore Dr., and the Normandie Sud neighborhood;

- \* capital improvements, landscaping, and tree planting at Dickens and 77th;

- improvements to Marseille Dr.;

- \* road striping and signage improvements for Biscayne Beach area;

- \* partial funding for a school nurse at Biscayne Elementary;

- \* and partial funding for a Hispanic Community Center youth program.

Additional quality of life projects will be funded by the City on an annual basis. Areas not addressed by this year's projects will be targeted in the program developed for next year.



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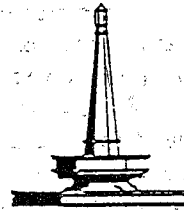
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**North Beach  
Development Corporation**

**Join Us!**

North Beach Development Corporation is  
a non-profit community development corporation  
composed of volunteers working to improve  
North Beach for everyone's benefit.

Call 865-4147 to find out how you  
can take part in this important effort!

**Annual Meeting And Elections**  
**Tuesday, March 5th, 5:30 - 7:30**  
**6701 Collins Avenue**

*Funded in part by the City of Miami Beach Community Development Block Grant Program*

**North Beach Development Corporation**

**300 71st Street, Suite 502**

**Miami Beach, FL 33141**

**(305) 865-4147**

The Community Relations

Board of Miami Beach

encourages you

to get involved

in this

very special

project.

The board is dedicated

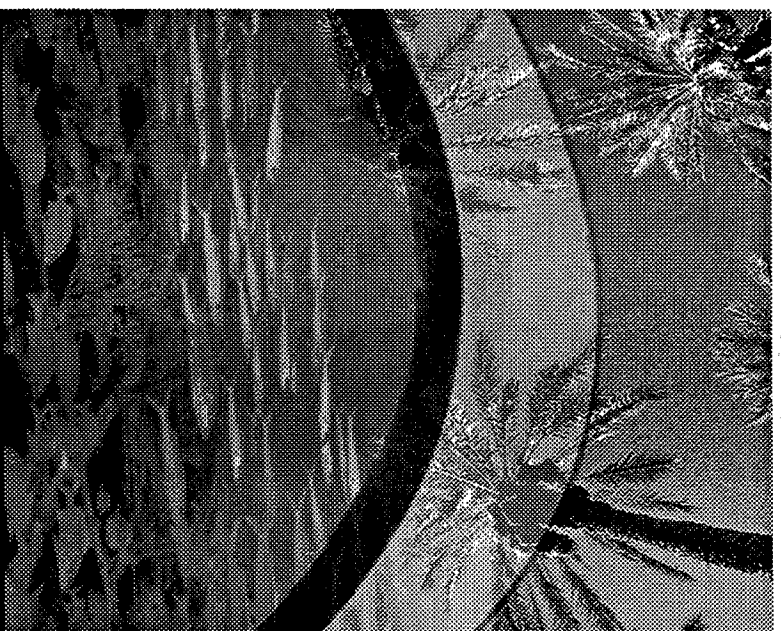
to empowering the citizens

of Miami Beach to foster

harmony in our community.

We thank you

for your support.



MEET YA'  
AT THE  
BRIDGE

## Friendship Walk: A Neighborhood United

A joint project

of the City of Miami Beach,

the Community Relations

Board and the residents

of Biscayne Point,

Parkview Island,

and Tatum Waterway.

ACTIONS  
SPEAK  
LOUDER

HEY YOU!

It's time to talk about education and change in our community.

Join us in our quest to clean-up and bridge our neighborhoods.

SUPPORTERS

- Biscayne Elementary
- Lehrman Day School
- Miami Beach High School
- City of Miami Beach
- Community Relations Board
- Fryd Development Limited
- Kimley Horne and Associates
- Gary Gerson
- Green, Kahn & Plotnikowski PA
- Bridge Studio
- Claire Tomlin, Master Gardener
- Barbara Wade, City of Miami Parks Dept.
- North Beach Development Corp.
- Residents of:
  - Biscayne Point
  - Parkview Island
  - Tatum Waterway

OUR GOALS

- Create nature trail to protect the area's indigenous plant and animal life and to be used as an educational tool for the students
- Work with the community, adults and children alike to develop and initiate an inclusive program of creative solutions to neighborhood concerns
- Identify community resources and redirect them as needed
- Provide opportunities for students from Biscayne Elementary and Lehrman Day School to work together
- Clean waterway, repair walkway and landscape area
- Work with students and young adults to educate and empower them to create positive change in their community

TIMELINE

- November
  - 4 Classroom visits to Biscayne Elementary to inform students of project and collect suggestions
  - 9 Meeting with neighborhood children and young adults to begin developing ideas.
  - 11 Classroom visits to Lehrman Day School.
  - 14 Carvas neighborhood to motivate support and recruit volunteers
  - 16&17 Community clean-up of waterway
  - 22 Deadline for parent / student weekend work registration
  - 23&24 Community clean-up and planting
  - 31 Community clean-up and planting
- December
  - 1 Community clean-up and planting
  - 7&8 Community clean-up and planting
  - 8 Concert and dedication ceremony

