



**MIAMI DESIGN PRESERVATION LEAGUE**  
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To: Deauville Hotel Stakeholders

The Miami Design Preservation League learned this morning - along with the general public - about a new bid for the Deauville by Miami Dolphins owner Stephen Ross.

We celebrate the possibility that North Beach's most important landmark will soon be out of the hands of its neglectful owners, who have brought nothing but bad news to the property for many years.

However, we are disturbed to hear conflicting reports about the fate of the historic landmark under new ownership. In particular, the potential new owner appears to want to follow through on total demolition of the landmark and replacement with a completely new structure.

This historic landmark does not merit demolition. MDPL has demonstrated through a peer review of the structural report that if there is a willing owner, the steps to bring the building back to life are laid out clearly. These same steps have been undertaken at dozens of similar structures throughout our city's historic districts.

Our city's strong Historic Preservation Ordinance - protected by charter - helps enforce a fair and balanced process.

Mayor Dan Gelber sent a citywide email this morning announcing the sale and expressing his own opinion of what should happen at the Deauville. Paraphrased, he suggests:

1. A ballot measure in November asking the voters for additional "ability" and "flexibility" for "something transformative" on the site
2. Loosening the stringent HPB requirements that buildings lost under demolition by neglect be substantially rebuilt, or limited to the same FAR on the site previously

We want to be clear from the start: we cannot support an FAR increase for a demolished historic landmark. Doing so would set a dangerous precedent and could lead to an even bigger incentive for demolition by neglect - which is clearly happening at the Deauville as we speak.

We urge the stakeholders to undertake the following critical next steps:

1. Convene a meeting between MDPL and Deauville prospective new owners to discuss preservation strategies. This should include a review of all previously proposed/approved applications showing the potential for additional floor area within the currently allowable zoning code
2. Immediate shoring of the structure to make it safe and prevent further deterioration. Asbestos remediation - which would be required for any substantial rehabilitation - may continue during this process

Until the above steps are taken, we do not believe it would be a prudent use of time and resources to move forward a proposal to the voters.

Miami Beach has a unique opportunity to finally bring this landmark - and North Beach - back to life. Let's not mess it up.

Sincerely,



Daniel Ciraldo  
Executive Director  
Miami Design Preservation League