

KEYAH  
REAL ESTATE GROUP

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AN ICONIC HOTEL, MIAMI BEACH

1500 COLLINS + 1509-1515 WASHINGTON AVE. MIAMI BEACH, FL 33139  
HPB Submission, **File No. HPB23-0591**

**HPB HEARING PRESENTATION**

FEBRUARY 11, 2025



BERCOW  
RADELL  
FERNANDEZ  
LARKIN +  
TAPANES

ZONING, LAND USE AND ENVIRONMENTAL LAW

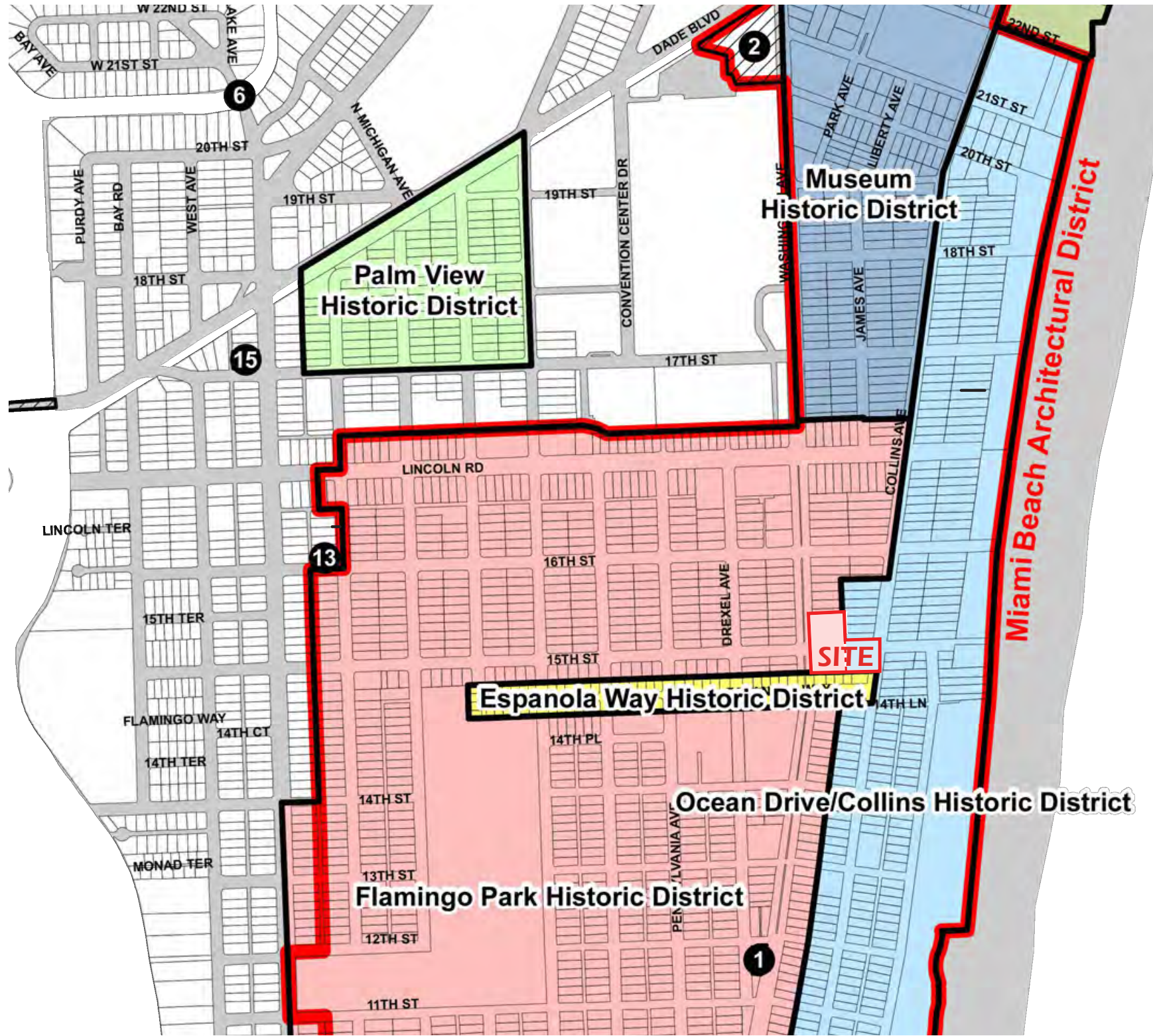


HERITAGE



# Certificate of Appropriateness

1. Total demolition and partial reconstruction of two contributing buildings, and new construction (1509-1515 Washington)
2. Partial demolition and renovation of two contributing buildings, new 1-story rooftop additional (1500 Collins Avenue)
3. Total demolition of a non-contributing building (interior new construction)
4. Waivers:
  - To permit on-street loading in a historic district
  - To permit a 1-story addition visible from adjacent right of way
  - To permit proposed building length
  - To waive additional long frontage standards: circulation zone, parallel transition areas, landscape transition areas and setbacks



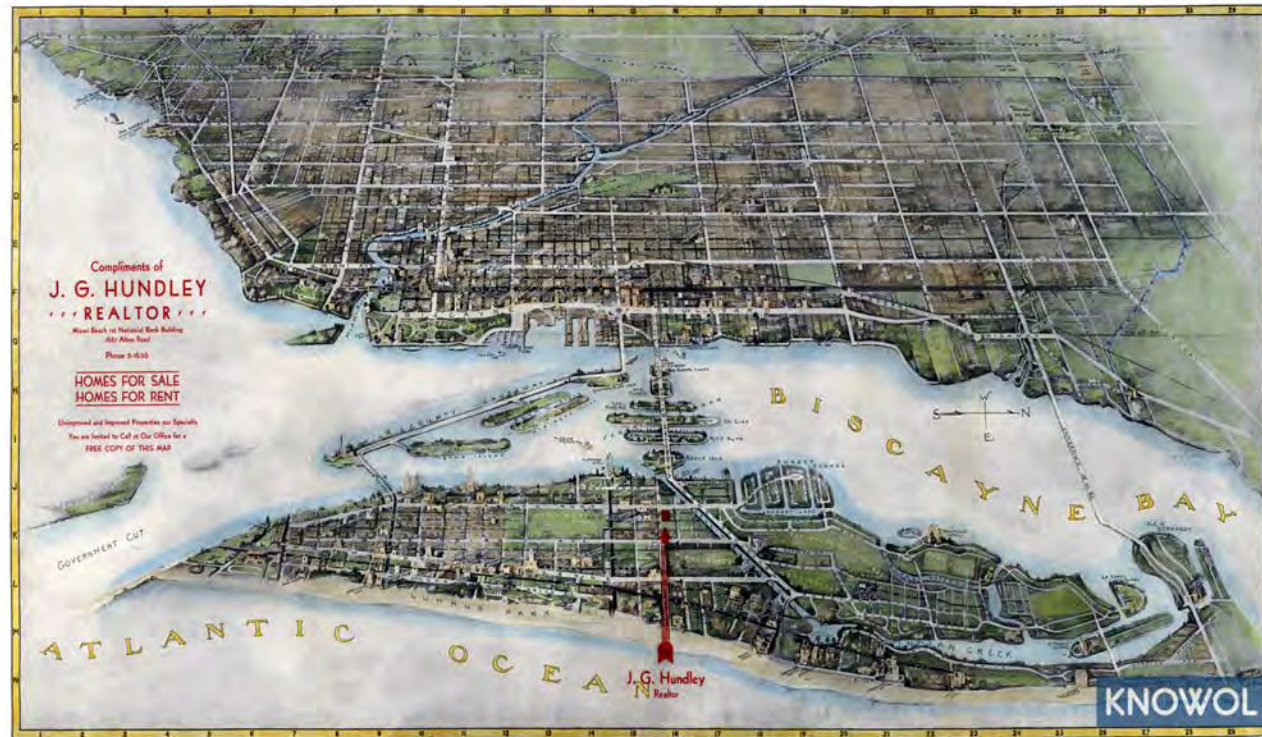
Historic District Map and Project Location



Site Context Analysis

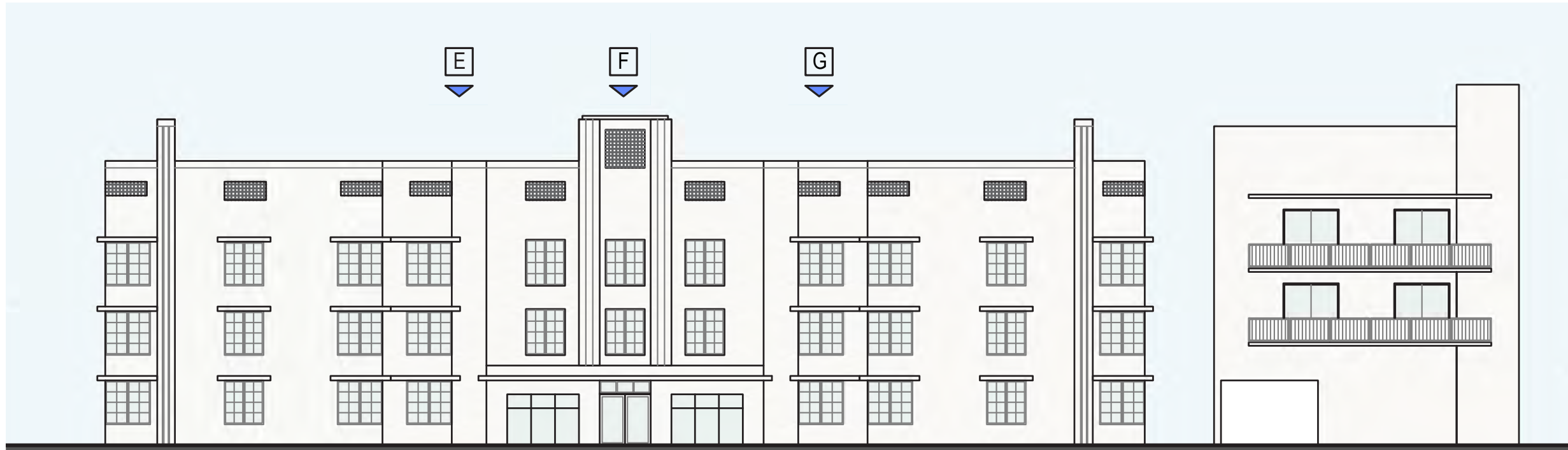
- Mediterranean Influenced
- MiMo Influenced
- Other
- Art Deco/Streamline Influenced
- Project Site
- Key Roads





## Restoration of Historic Haddon Hall

**HISTORIC CONTEXT:** FACADE OF THE EXISTING BUILDING **ARCHITECT:** L. MURRAY DIXON **ARCHITECTURAL STYLE:** STREAMLINE MODERN  
**DATE OF CONSTRUCTION:** 1941 **ADDRESS:** 1500 COLLINS AVENUE, MIAMI BEACH



COLLINS AVE.



E

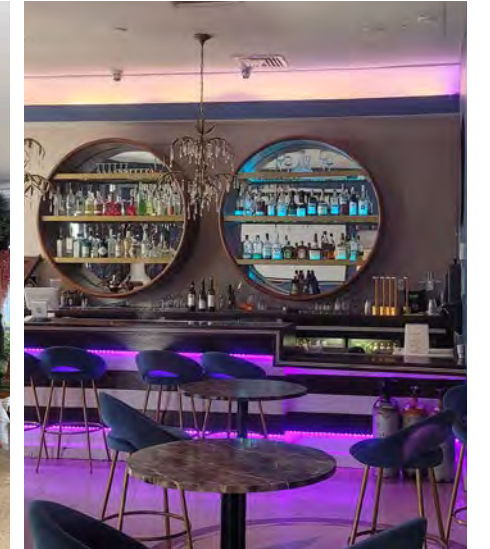


F



G





# Restoration of Historic Haddon Hall Lobby

Interior Existing Conditions



## Restoration of Historic Campton Apartments

**HISTORIC CONTEXT:** FACADE OF THE EXISTING BUILDING **ARCHITECT:** HENRY HOHAUSER **ARCHITECTURAL STYLE:** STREAMLINE MODERN  
**DATE OF CONSTRUCTION:** 1940 **ADDRESS:** 1453-1455 WASHINGTON AVENUE, MIAMI BEACH



## Restoration of Historic Campton Apartments

**HISTORIC CONTEXT:** FACADE OF THE EXISTING BUILDING **ARCHITECT:** HENRY HOHAUSER **ARCHITECTURAL STYLE:** STREAMLINE MODERN  
**DATE OF CONSTRUCTION:** 1940 **ADDRESS:** 1453-1455 WASHINGTON AVENUE, MIAMI BEACH



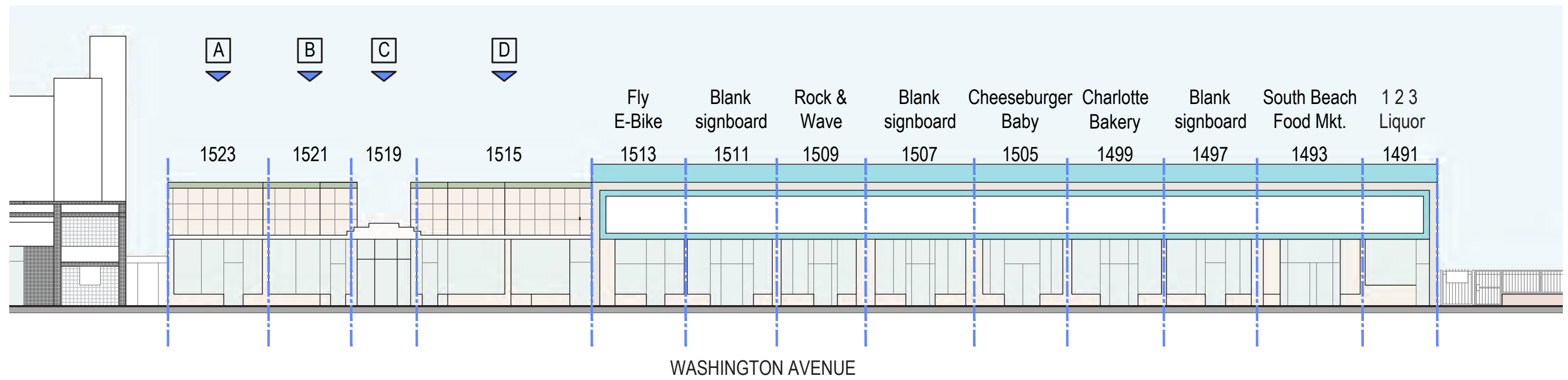
**AT MIAMI BEACH,** this new commercial building, containing nine store units, has just been completed at 15th st. and Washington ave. for Daniel I. Taradash. Constructed by the Leifer Construction Co. from plans drawn by Architect Albert Anis, the building fronts 140 feet on Washington ave. and extends 80 feet in depth. Management of the building is by Taradash Properties, 927 Lincoln rd.

## Preserving the Design Intent of the Washington Frontage

**HISTORIC CONTEXT:** FACADE OF THE EXISTING BUILDING **ARCHITECT:** ALBERT ANIS **ARCHITECTURAL STYLE:** VERNACULAR

**DATE OF CONSTRUCTION:** THE LEFT BUILDING (1515) WAS CONSTRUCTED IN 1948, AND THE RIGHT BUILDING (1509) WAS CONSTRUCTED IN 1950.

**ADDRESS:** 1515-1509 WASHINGTON AVENUE, MIAMI BEACH



A



B



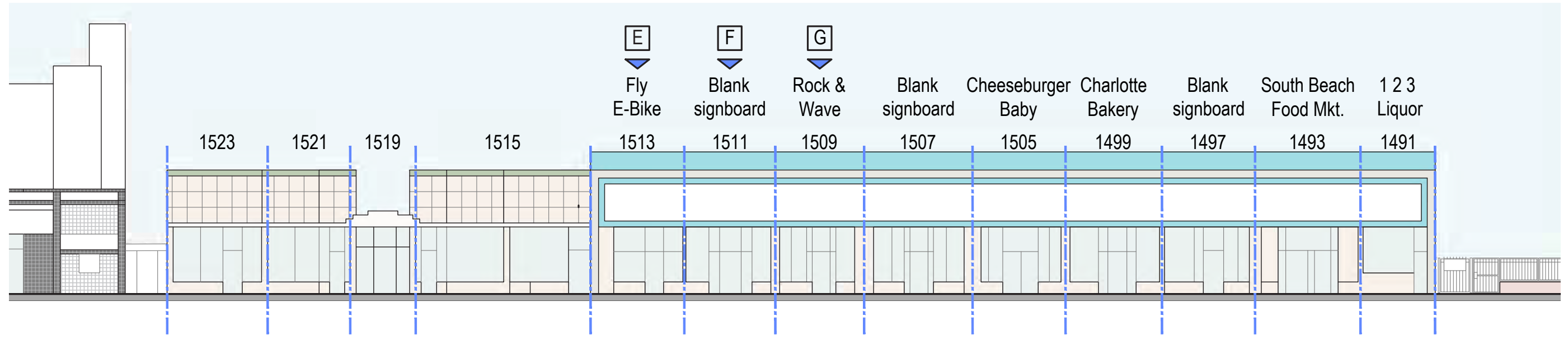
C



D

## Preserving the Design Intent of the Washington Frontage

HISTORIC CONTEXT: FACADE OF THE EXISTING BUILDING



WASHINGTON AVENUE



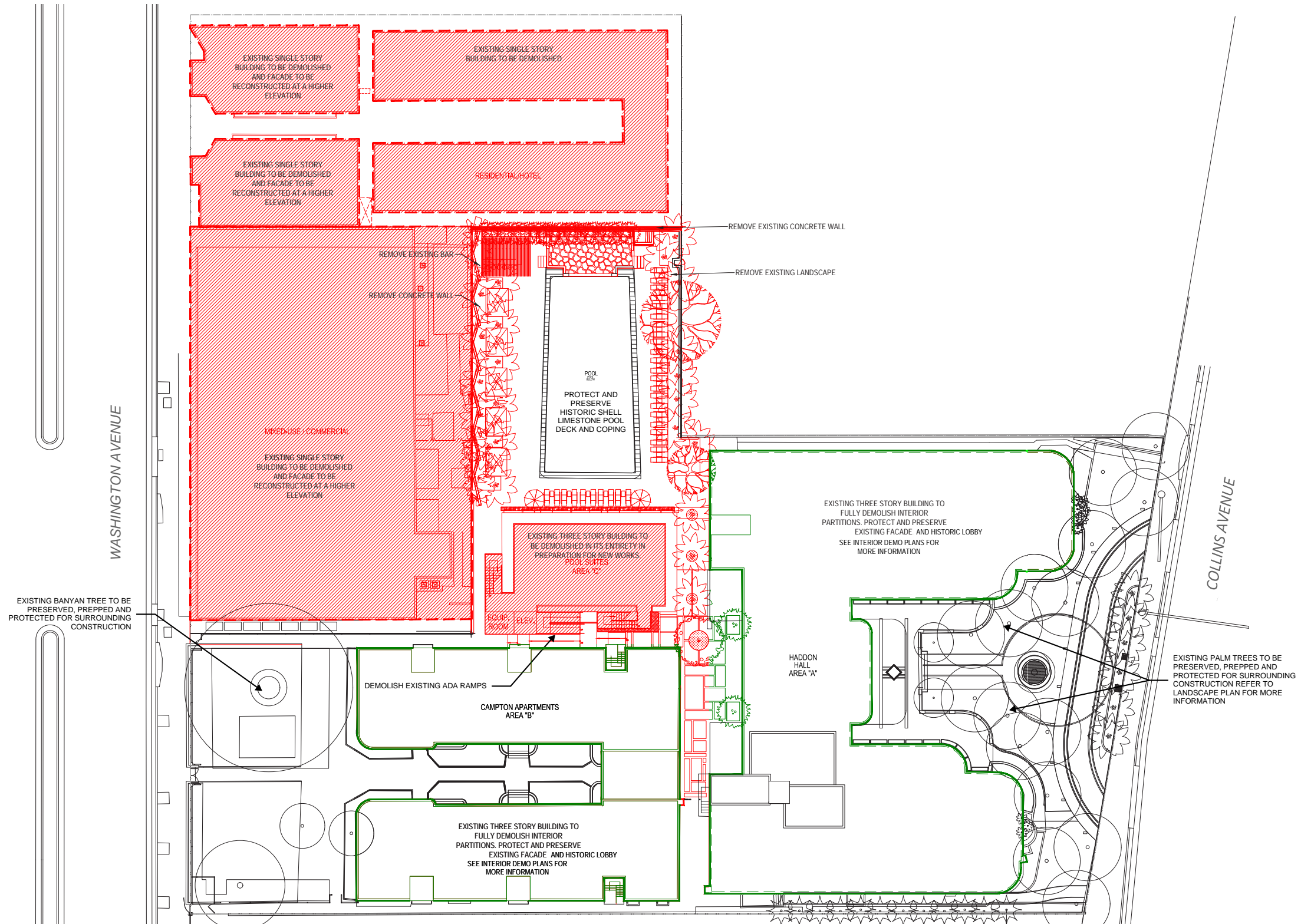
E



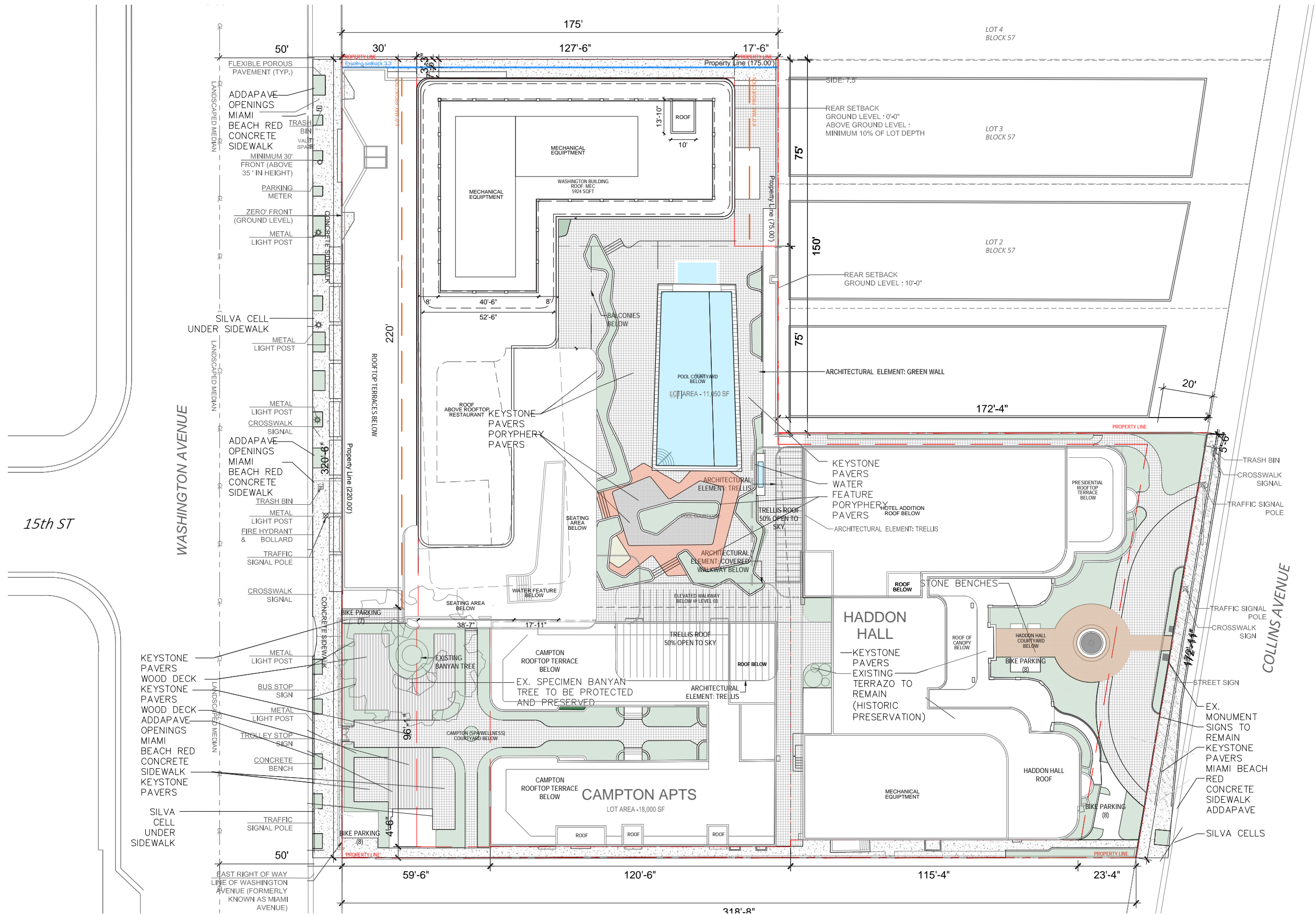
F



G



**Existing Conditions - Demo Site Plan**



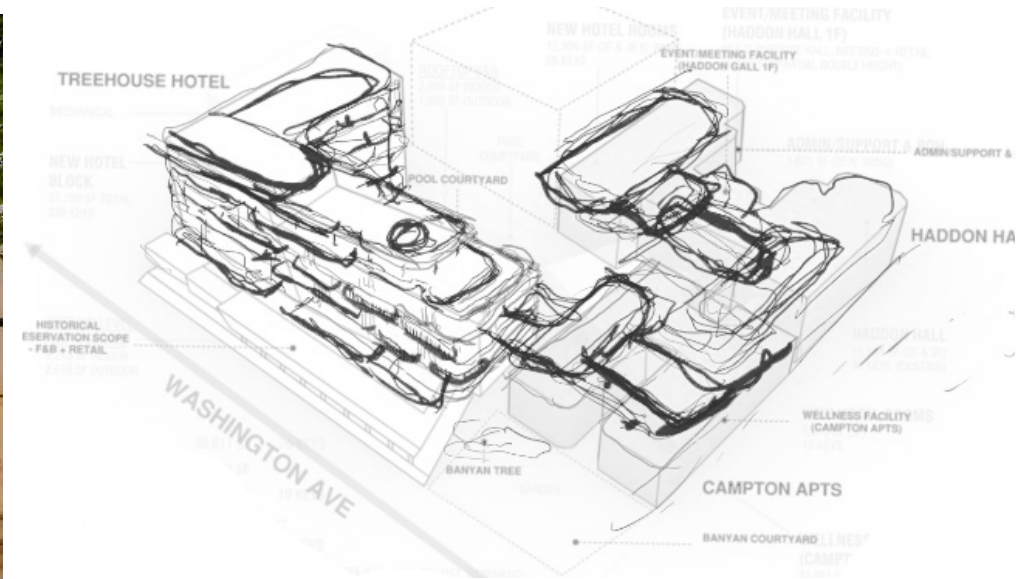
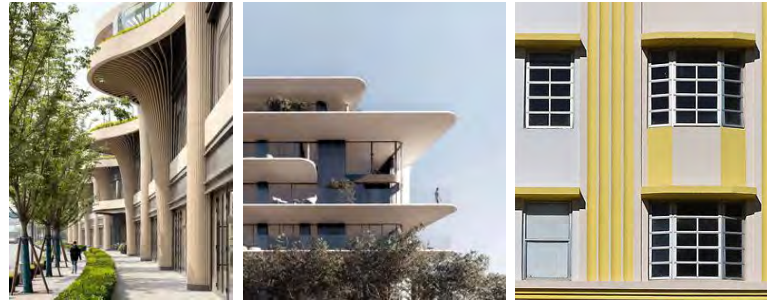
# Proposed Site Plan





### Design Narrative

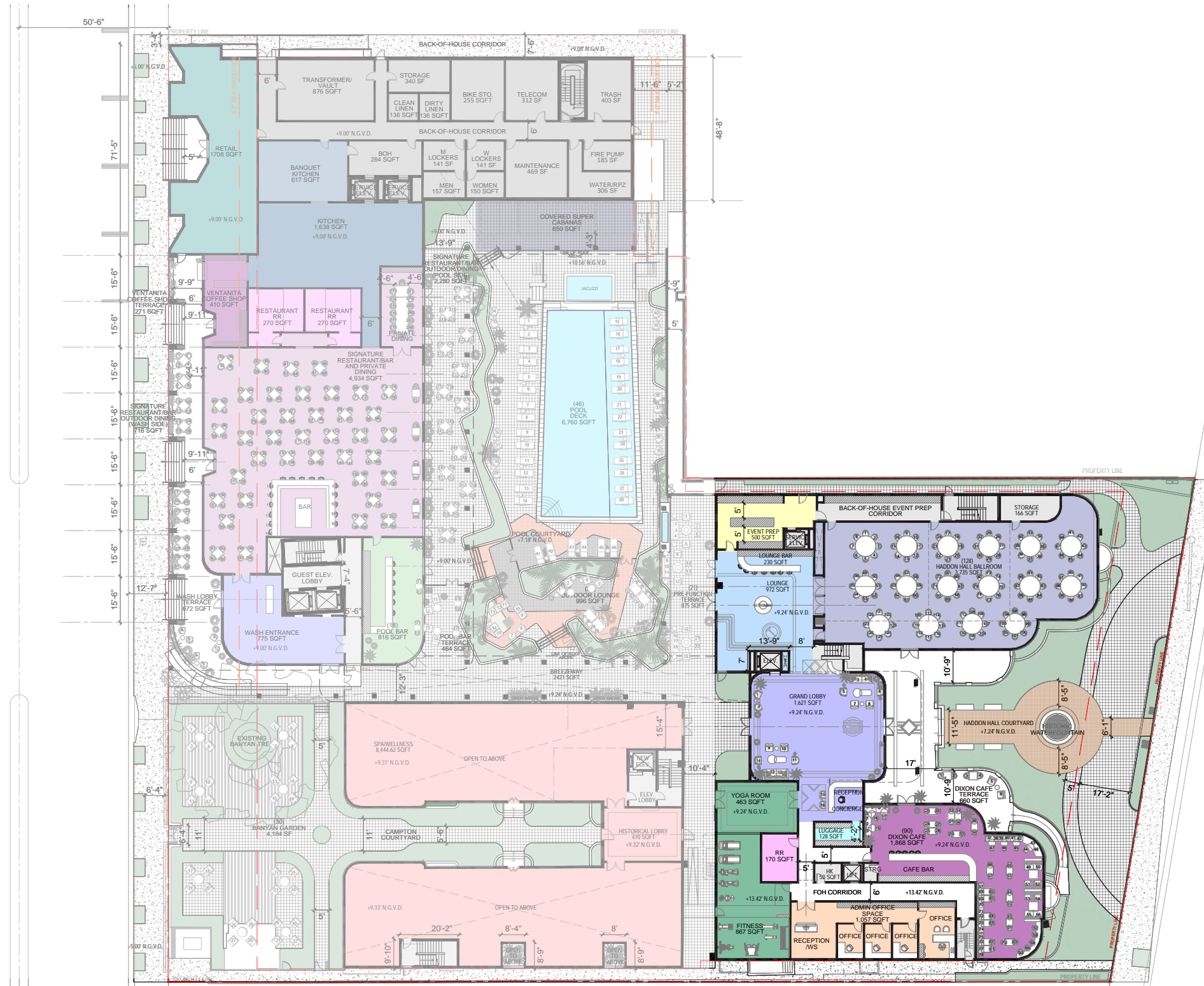
Haddon Hall design, constructed in 1941, by Lawrence Murray Dixon is a premium example of Streamline Moderne highlighted by profiles of clean contours and horizontal planes and colorful terrazzo flooring. This stunning example is nestled inside a city and neighborhood layered with a foundation of Spanish Mediterranean architecture like the charming and historic Espanola Way. This new hotel, built in the frame work of the existing Streamline Moderne, will connect and bridge those two worlds in a modern way. Starting with a site foundation that echoes the Spanish foundations of the region, mosaics and colorful patterns layered with the beautiful Terrazzo floors of the existing lobbies. Growing out of this foundation of color and detail a new modern adaptation of Streamline Moderne will extend and link the individual historic buildings and the new hotel building. This new Streamline Moderne, will reflect the horizontal planes and clean curves of the historic with a nod to the present. Similar but new and distinct. Subtle arches provide depth and anchor the project with similar details to the facades of Espanola Way.



## The Banyan Tree

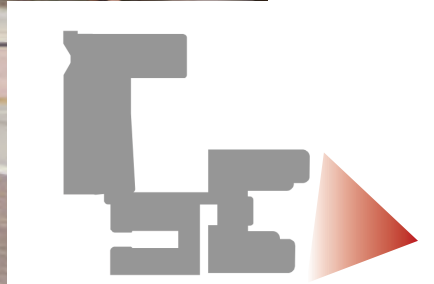
The Banyan tree, the ancient symbol for growth, strength, and enlightenment is rooted in religion and mythology. This unique flora, grows and expands as new trunks develop from roots that drop down from the branches above. This connection and expansion creates a dense connecting canopy for ideas and contemplation to flourish. Our courtyard is anchored by a beautiful and mature Banyon along Washington Ave in front of the historic Campton Apartments. This tree has long anchored this site and has inspired the design for the new Hotel that much like the Banyan tree is a connection and expansion of the original Haddon Hall Hotel on Collins Avenue. Vertical details with horizontal plans branch out and connect the two historic buildings along with the new Guestroom tower. Vast terraces and roof decks extend amenities and activities up into the canopy for activation and views to the ocean. This architecture bridges, both figuratively and literally, to unify the unique collection of structures into a singular establishment to house new growth for the surrounding community.

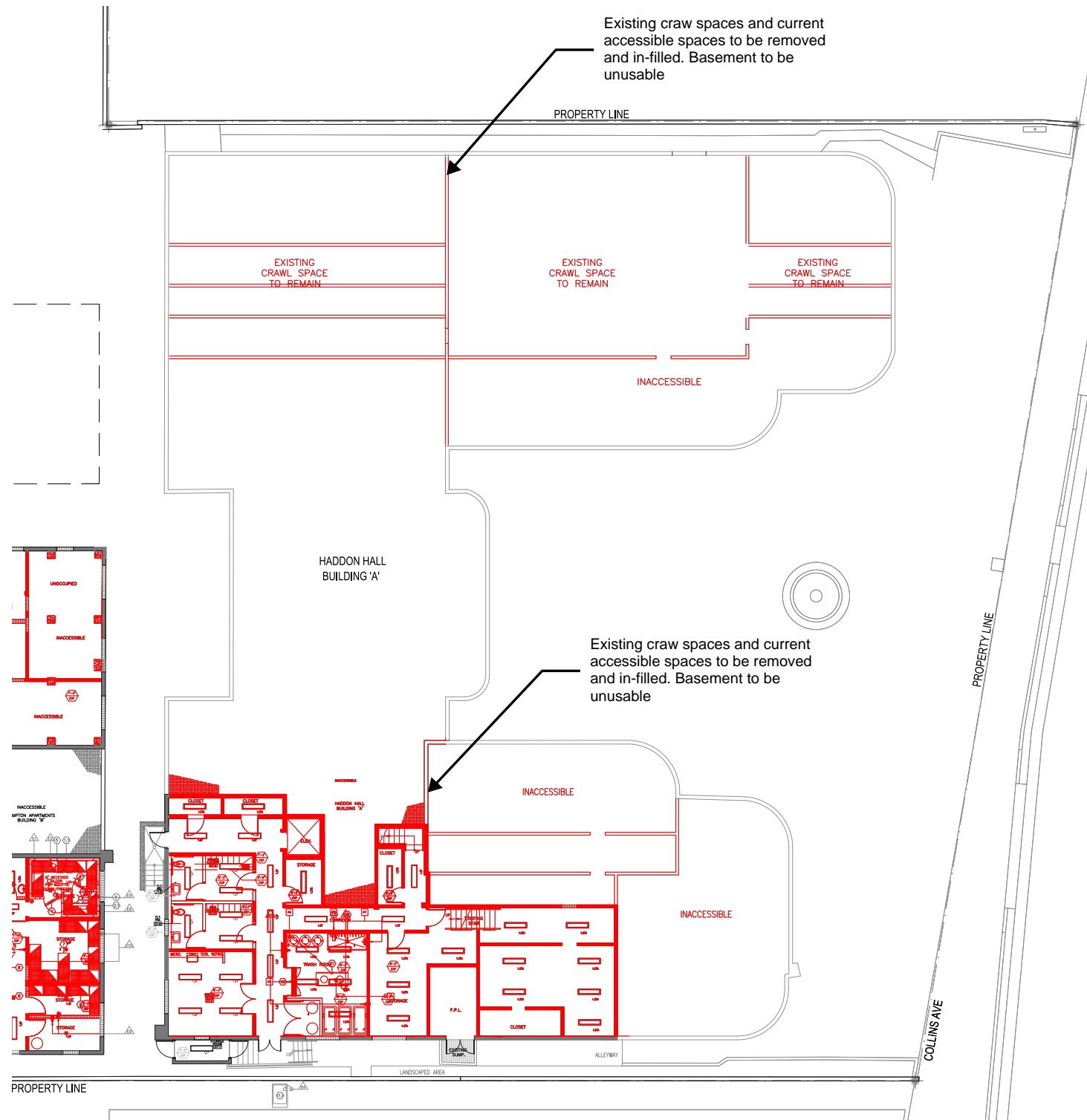




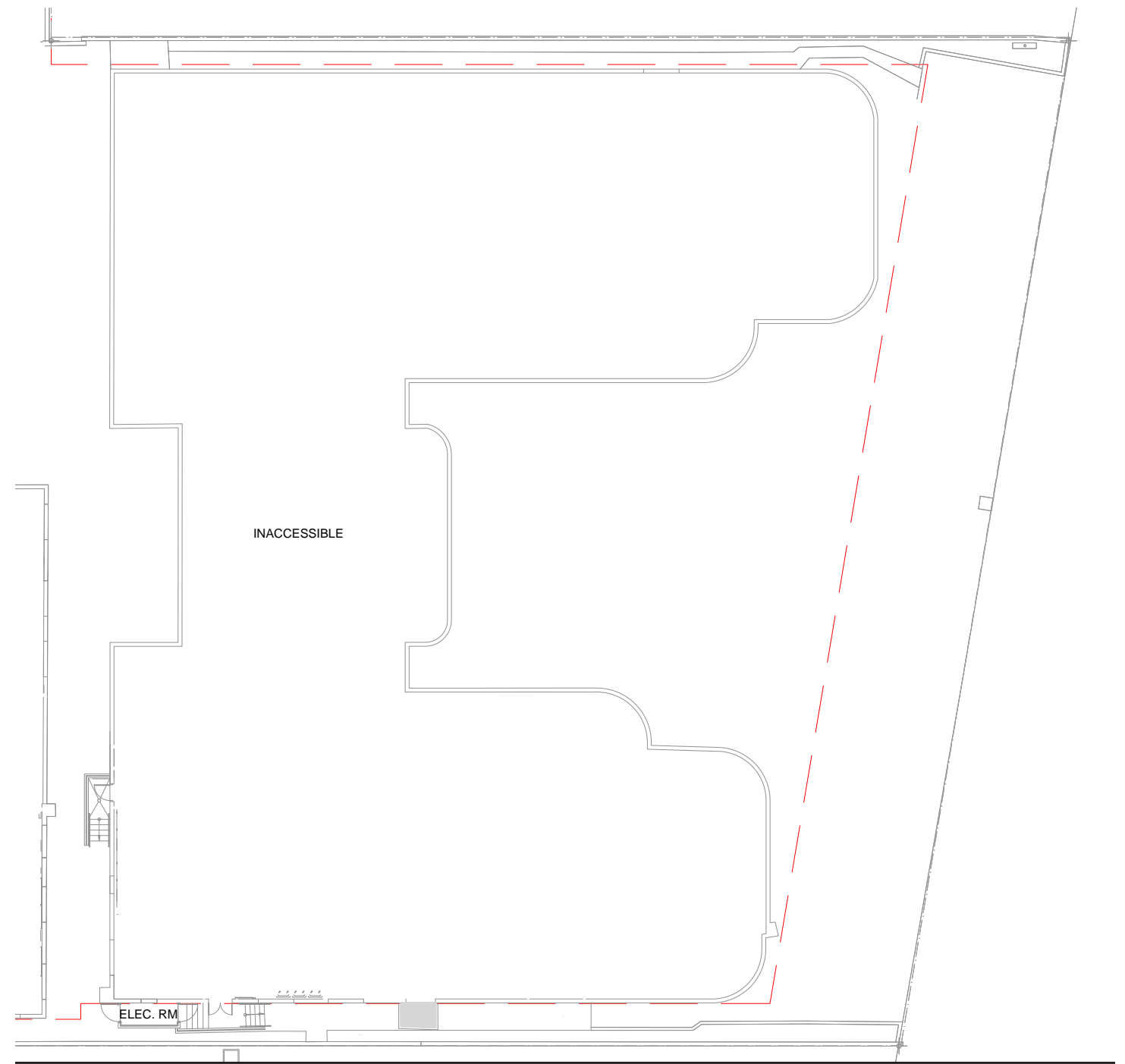
## Restoration of Historic Haddon Hall

1500 COLLINS AVENUE, MIAMI BEACH



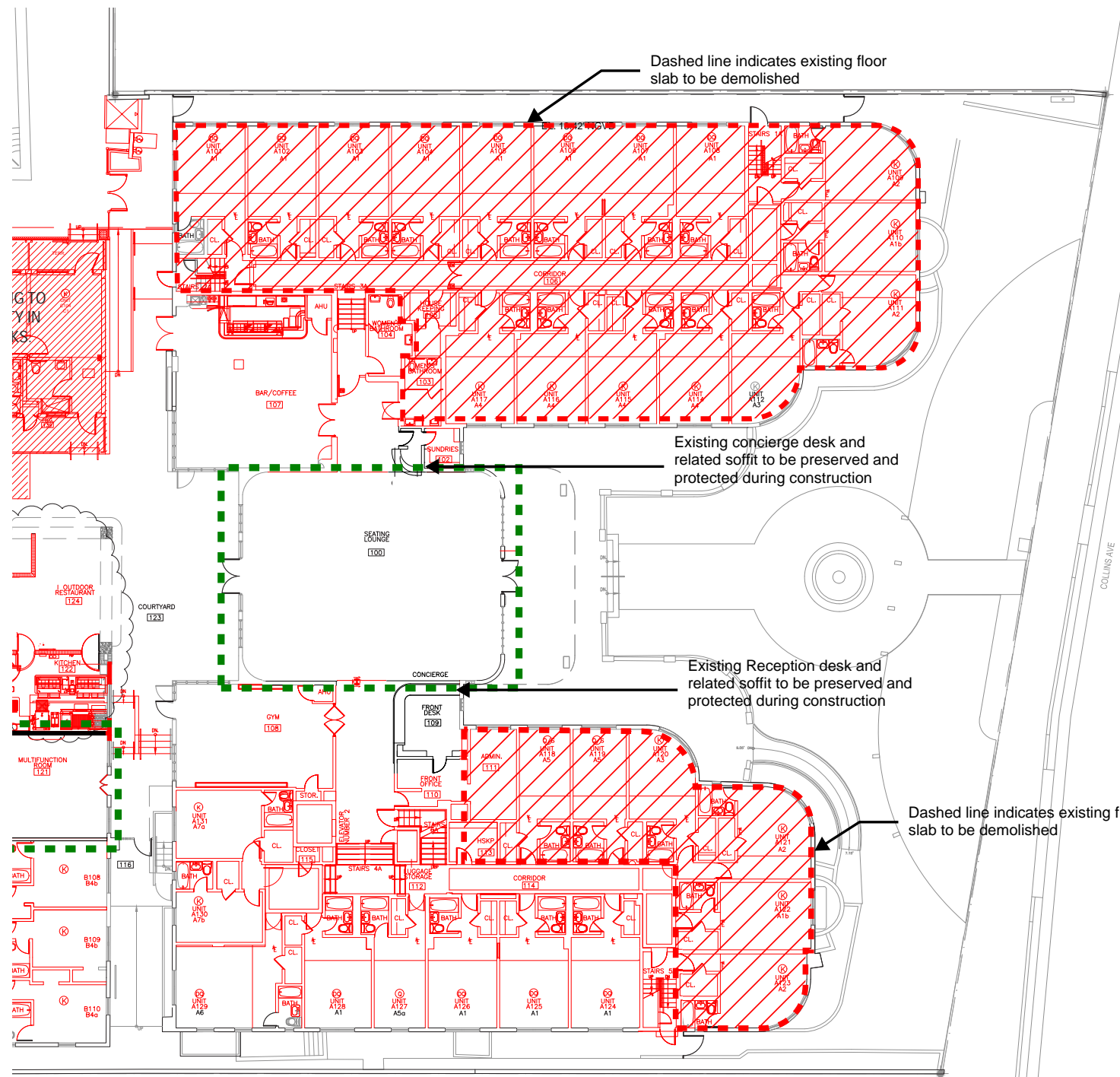


LEVEL 00: DEMOLITION PLAN

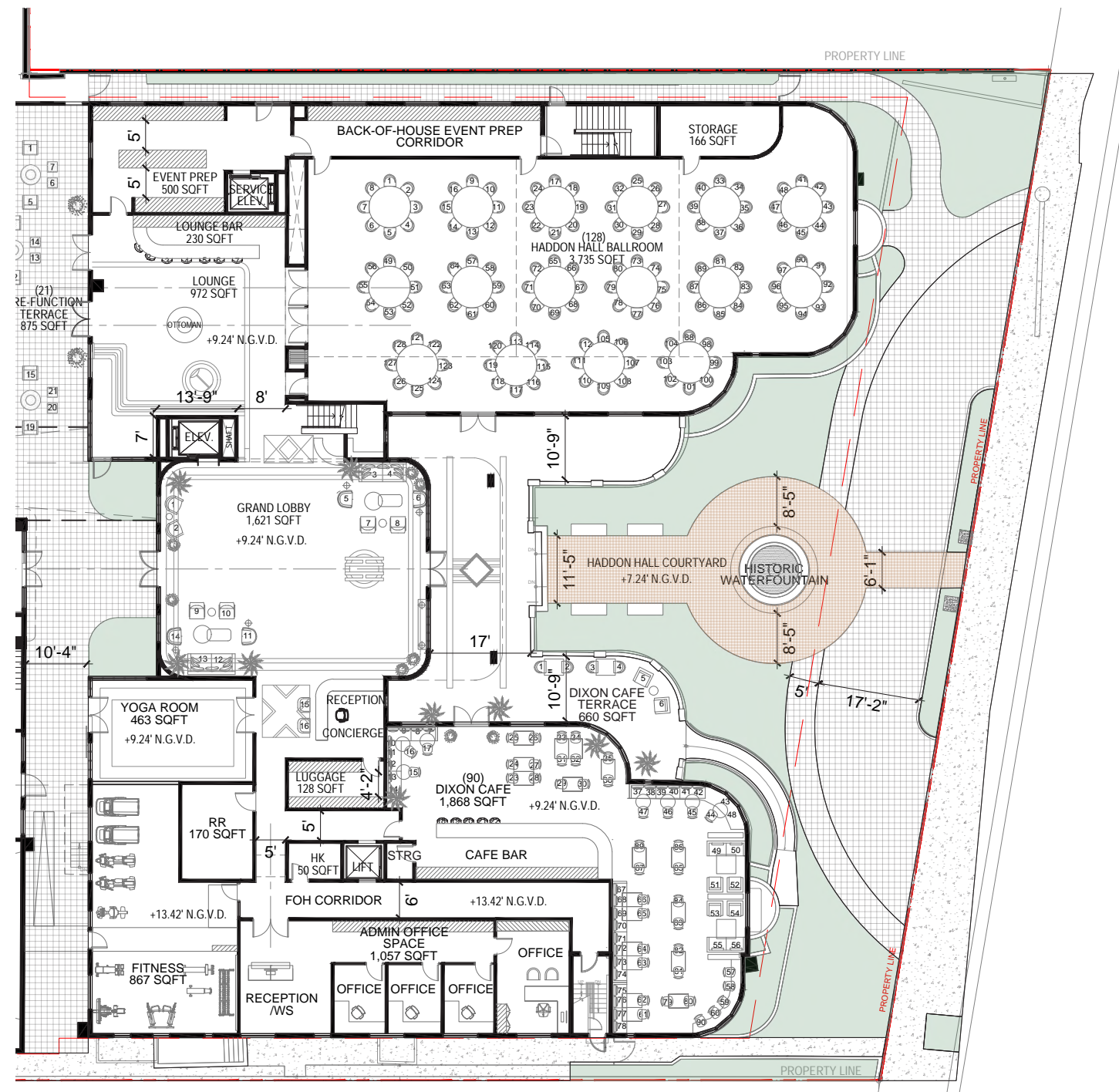


LEVEL 00: PROPOSED PLAN



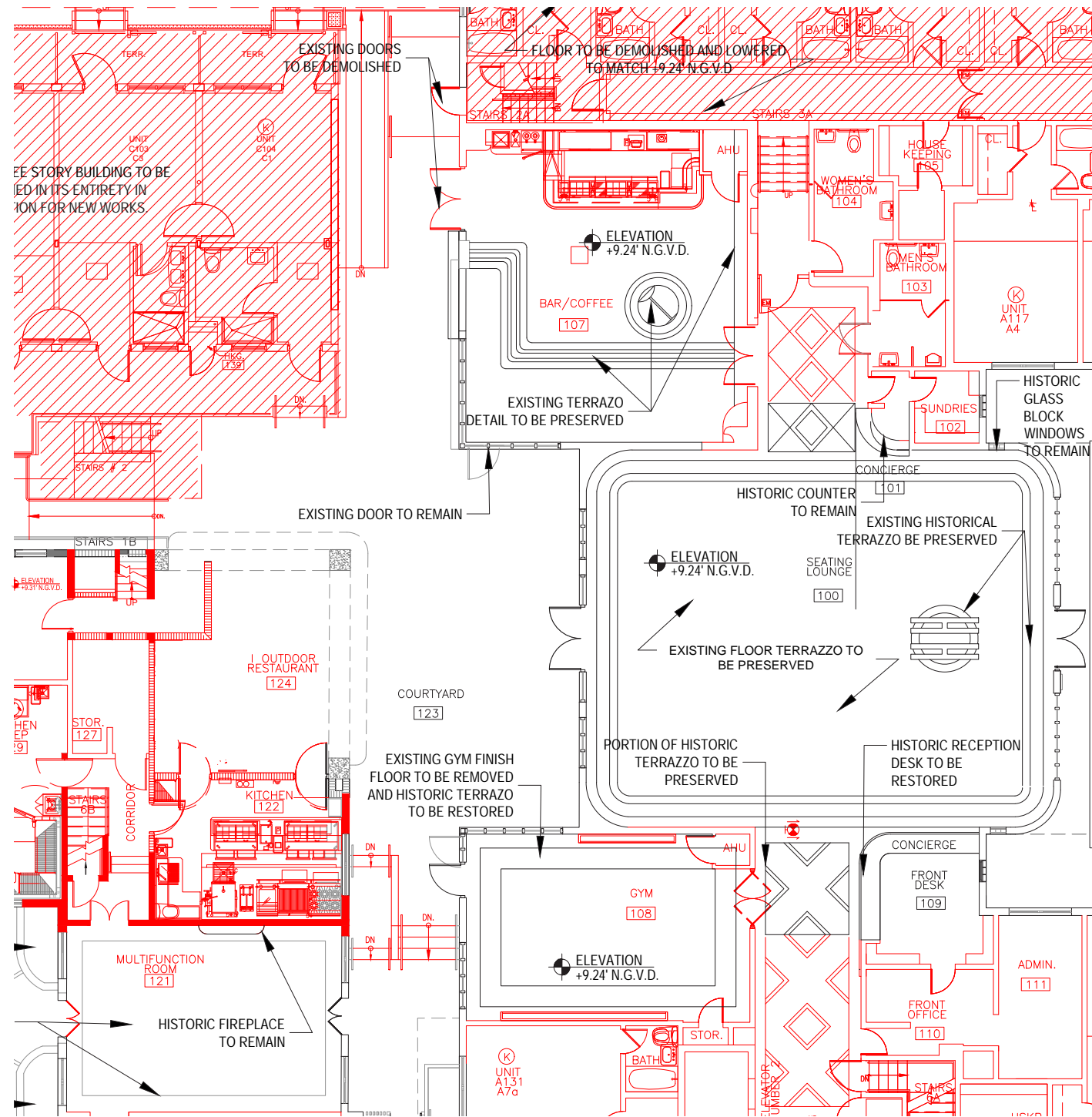


LEVEL 01: DEMOLITION PLAN

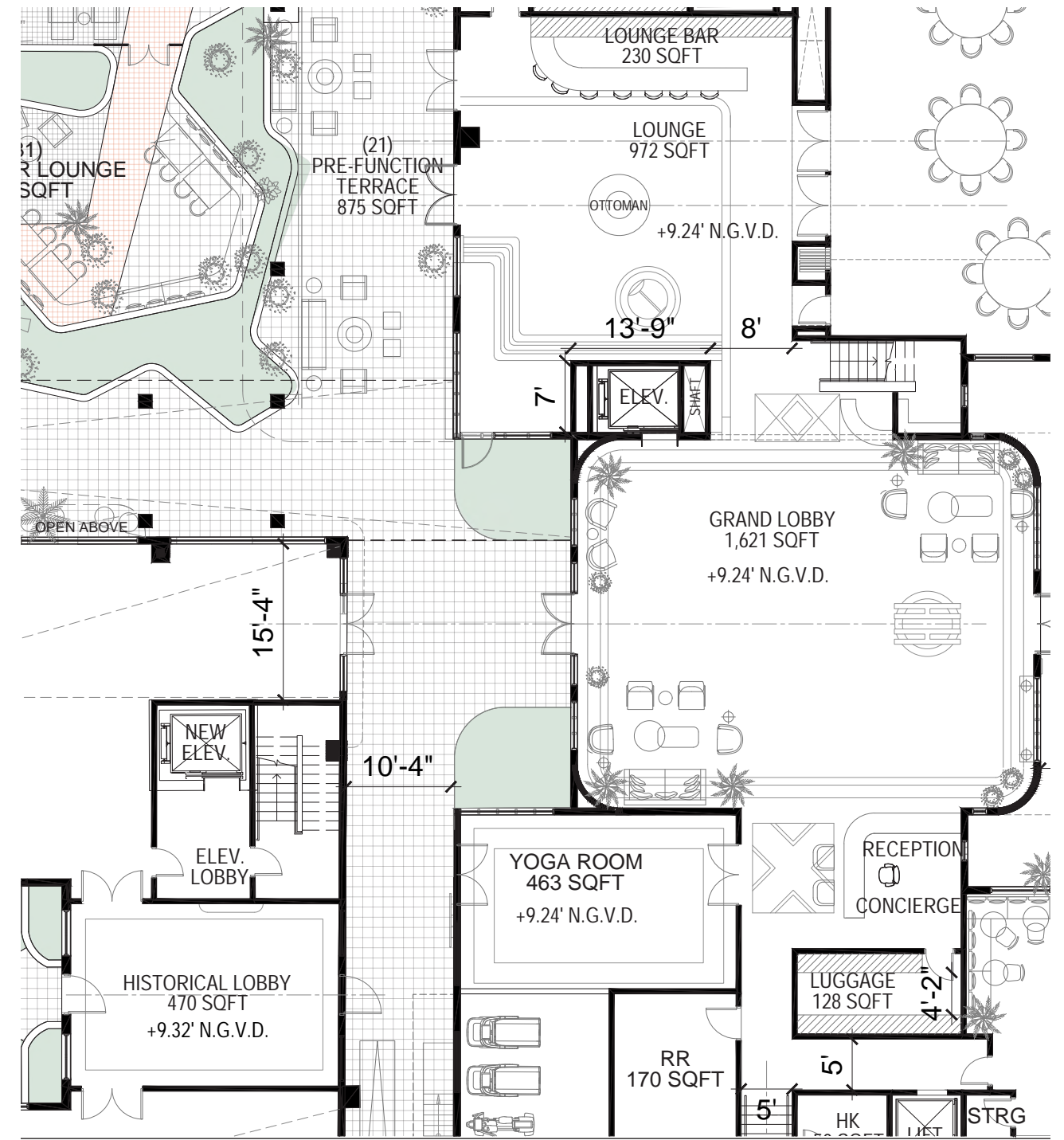


LEVEL 01: PROPOSED PLAN



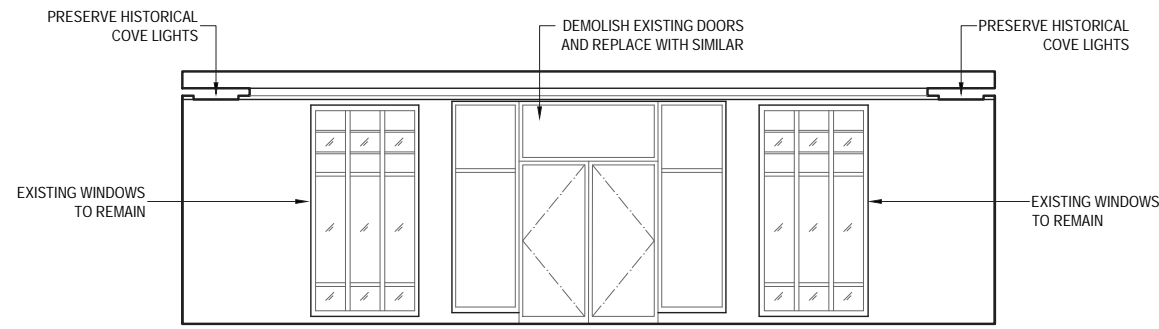


LEVEL 01: DEMOLITION ENLARGED PLAN



LEVEL 01: PROPOSED ENLARGED PLAN

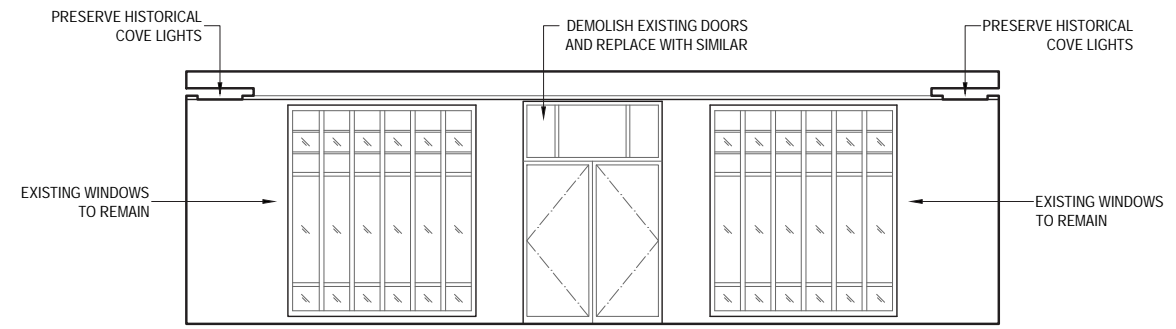




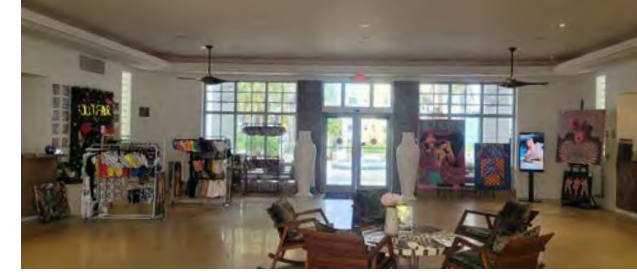
WEST PROPOSED LOBBY ELEVATION



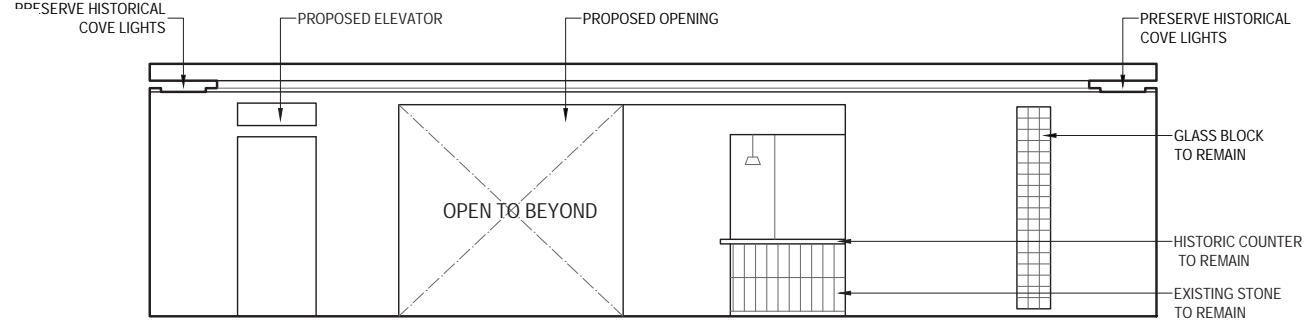
(EXISTING ELEVATION WITH NO CHANGES)



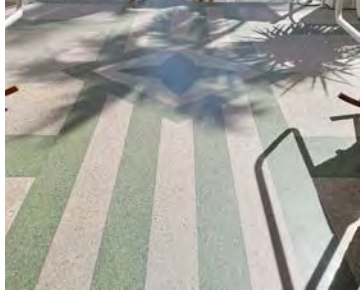
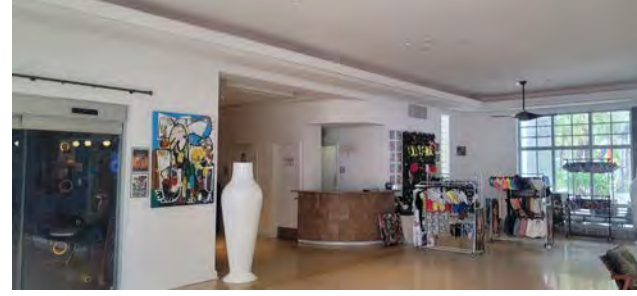
EAST PROPOSED LOBBY ELEVATION



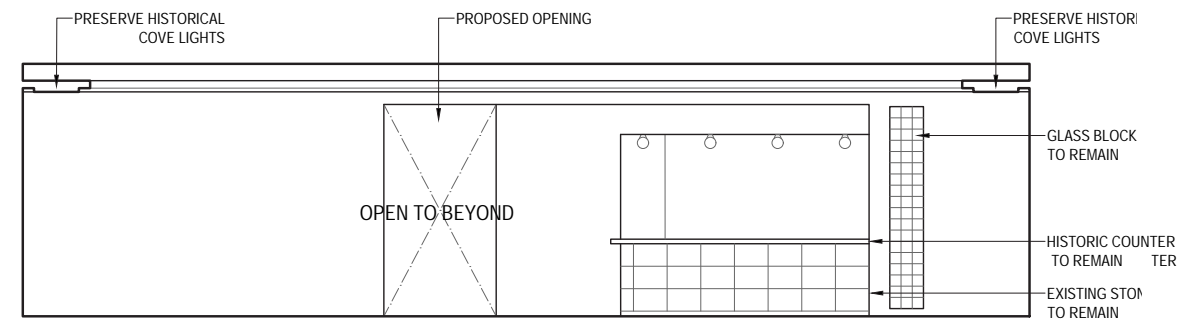
(EXISTING ELEVATION WITH NO CHANGES)



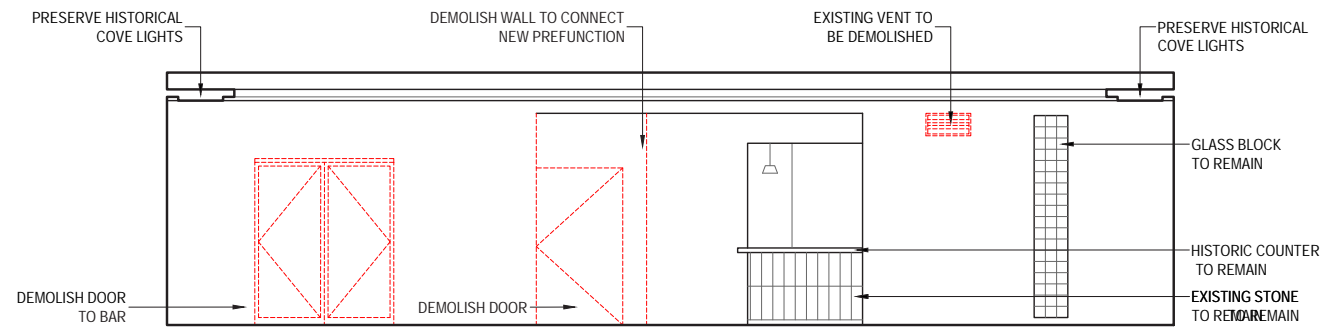
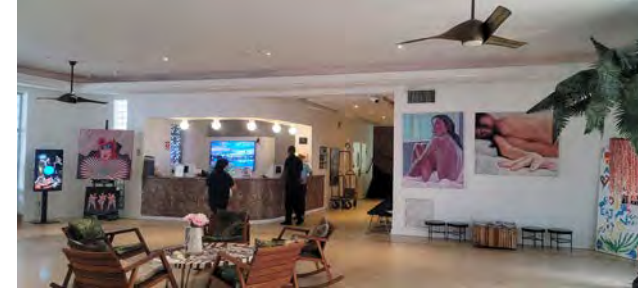
NORTH PROPOSED LOBBY ELEVATION



PROPOSED

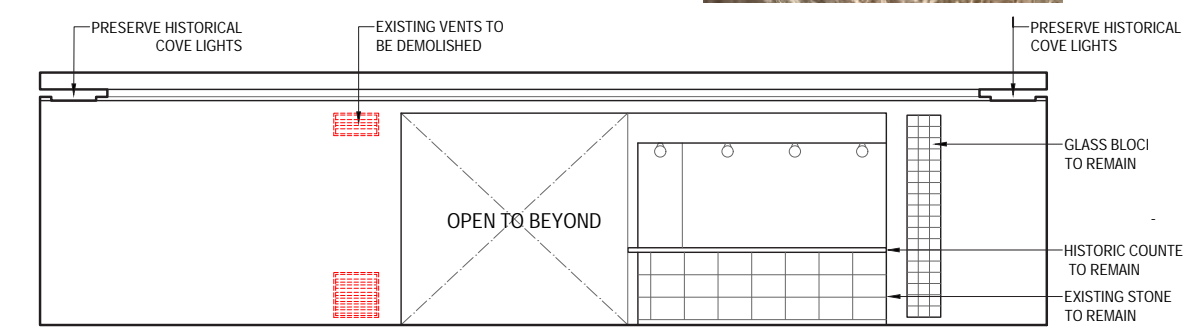


SOUTH PROPOSED LOBBY ELEVATION



NORTH EXISTING LOBBY ELEVATION  
SCALE: 1/8" = 1' 0"

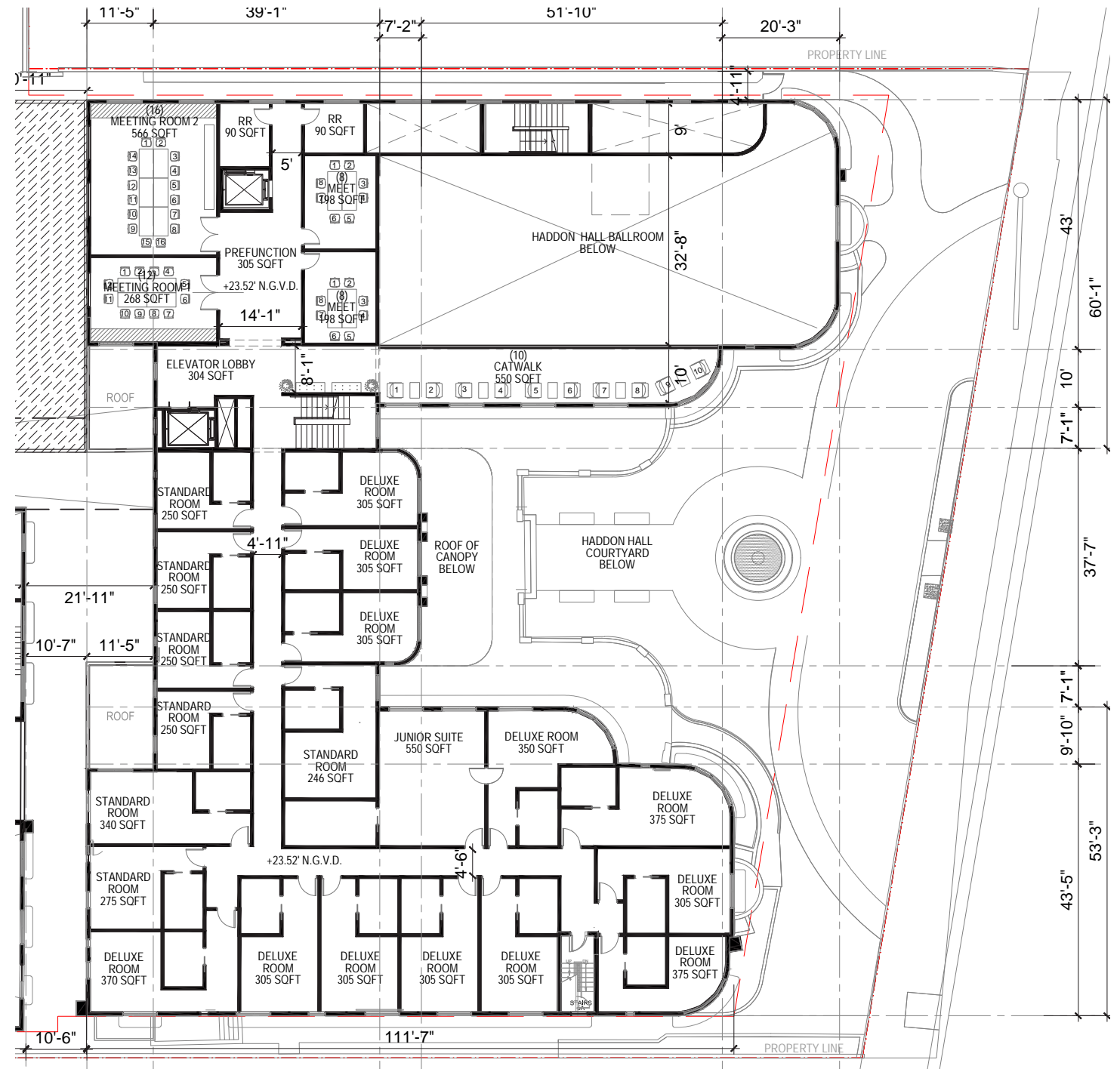
DEMOLITION



SOUTH EXISTING LOBBY ELEVATION  
SCALE: 1/8" = 1' 0"



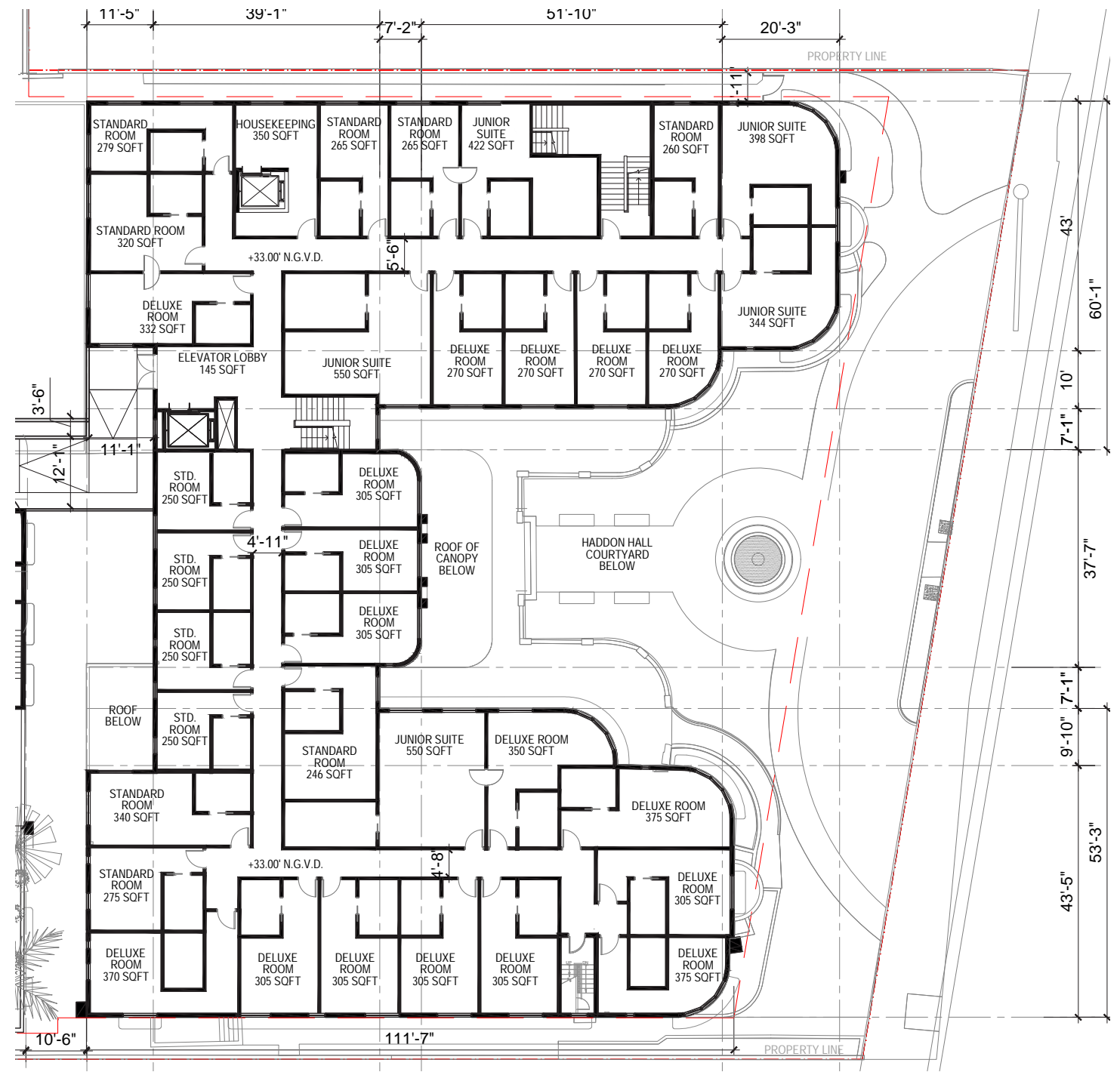
LEVEL 02: DEMOLITION PLAN



LEVEL 02: PROPOSED PLAN

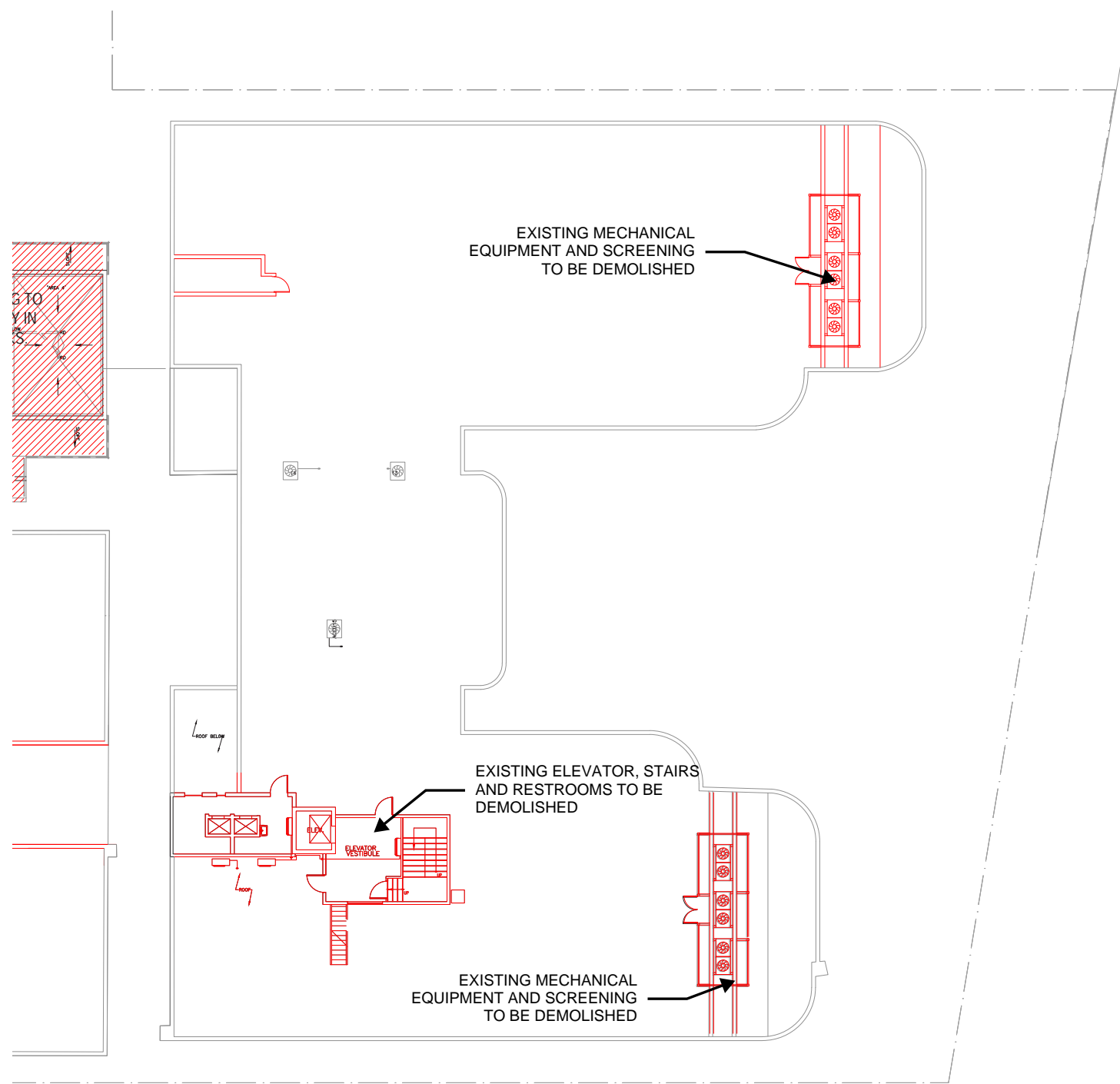


LEVEL 03: DEMOLITION PLAN

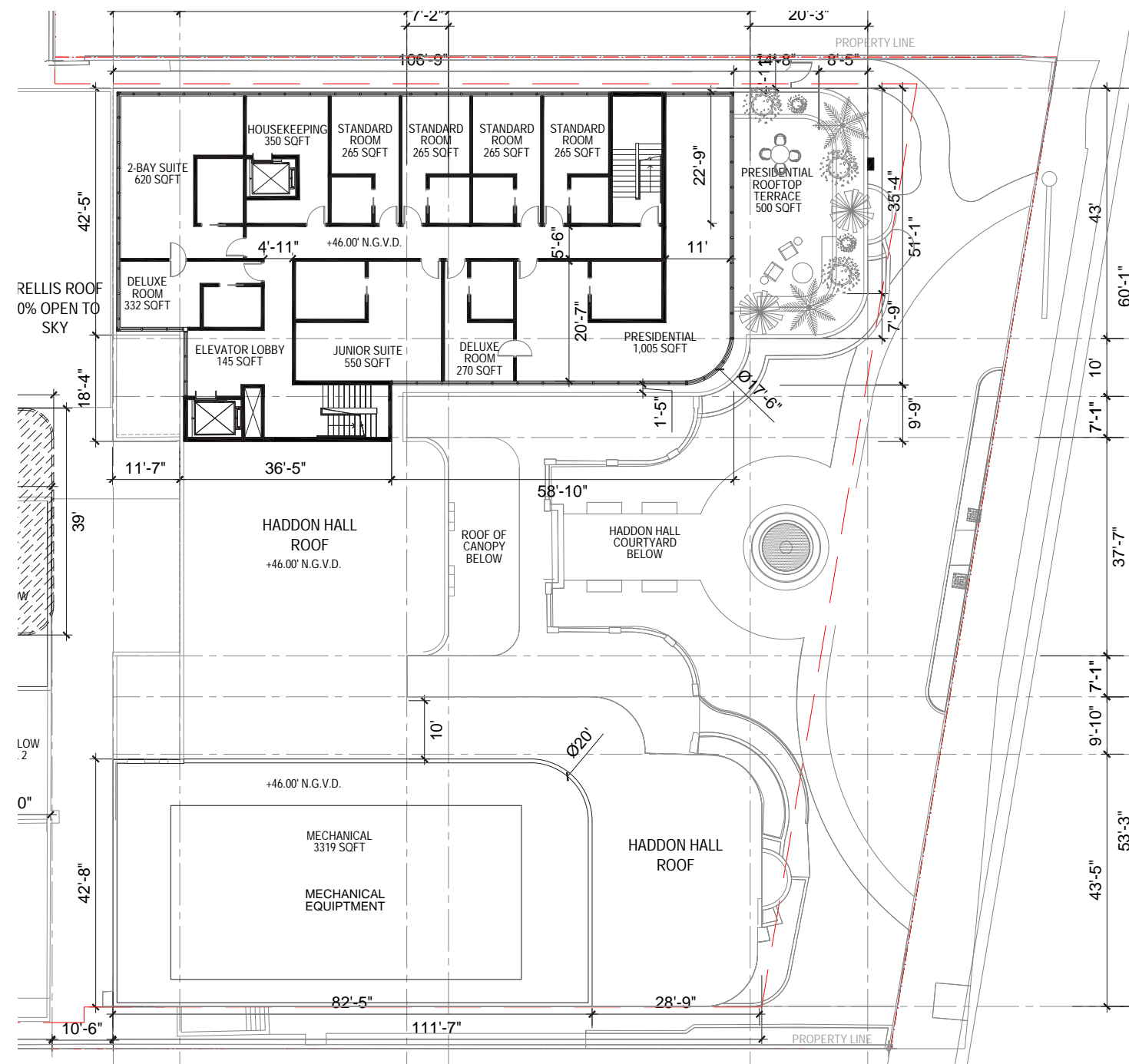


LEVEL 03: PROPOSED PLAN



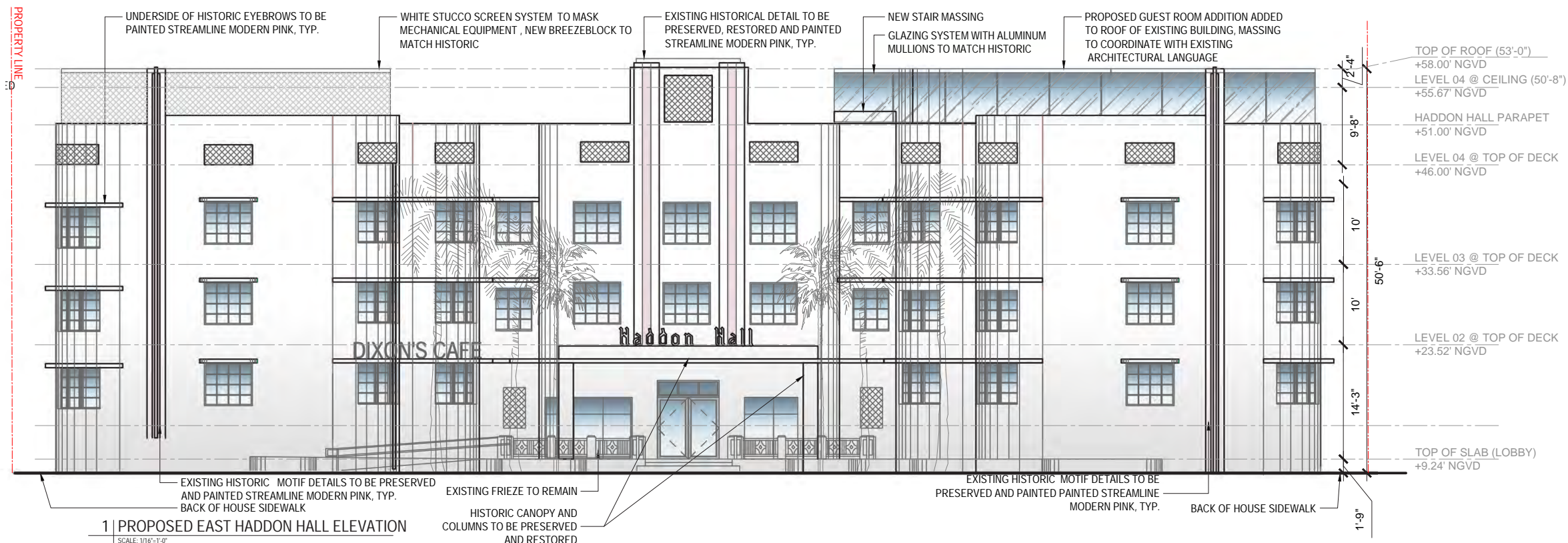


LEVEL 04: DEMOLITION PLAN

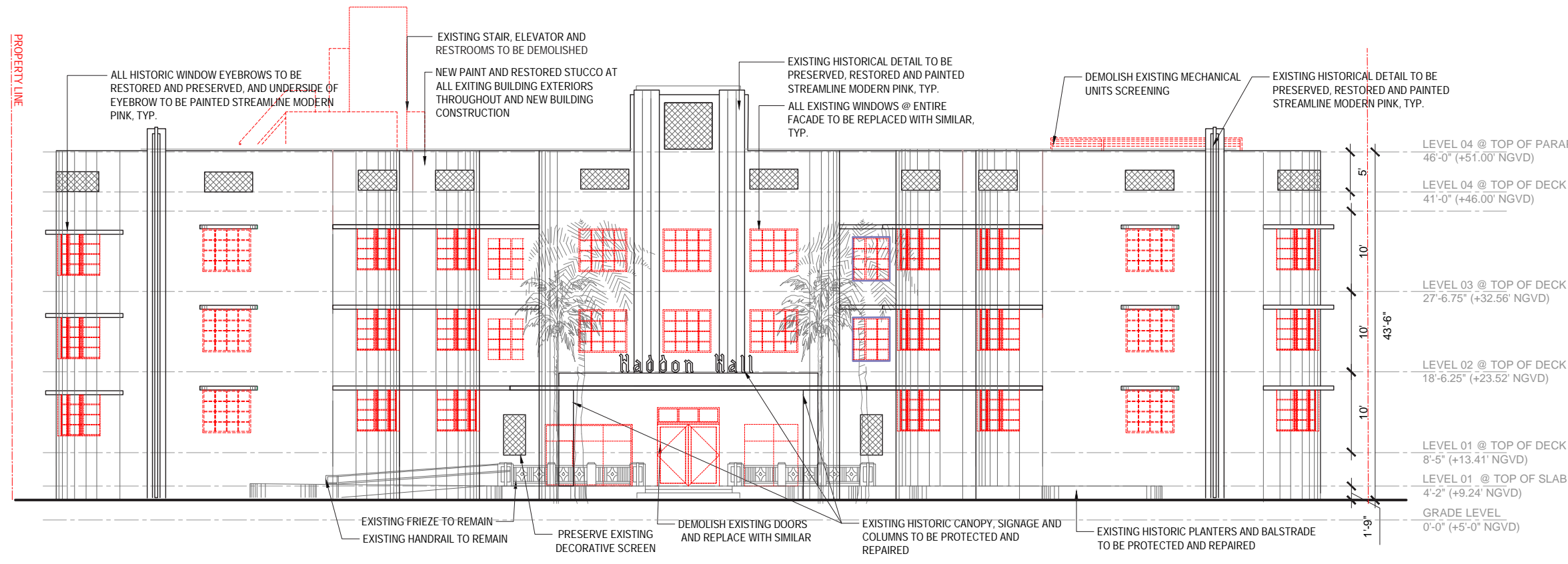


LEVEL 04: PROPOSED PLAN





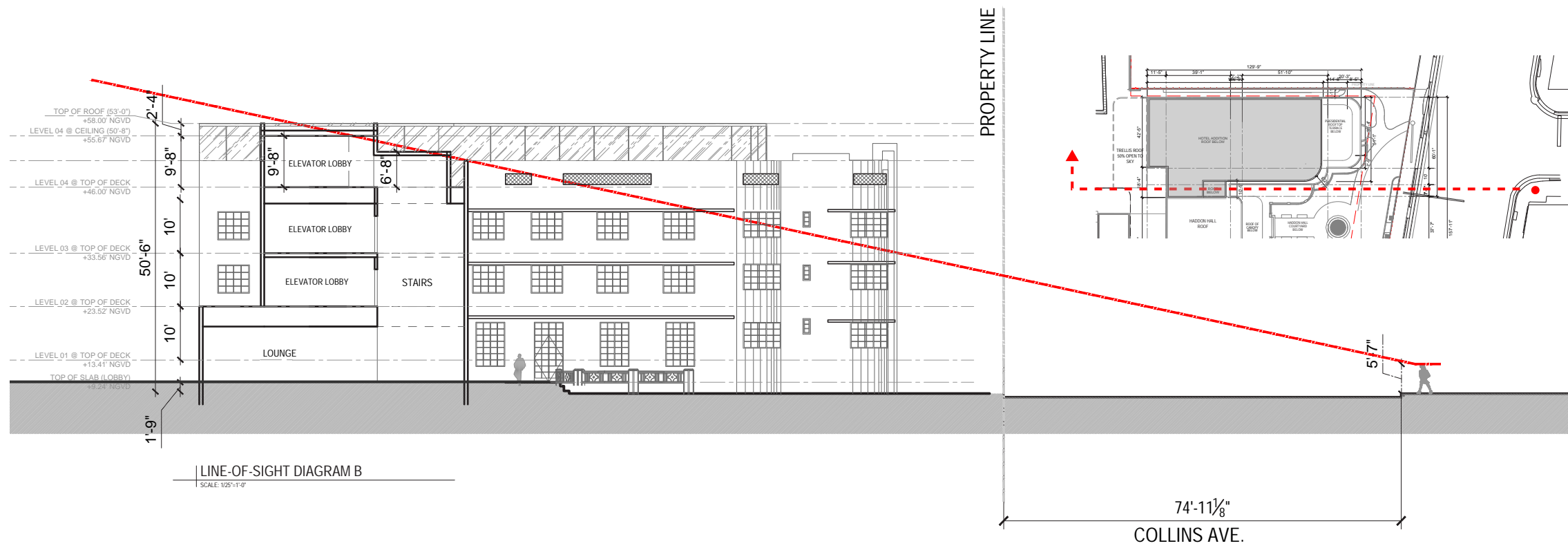
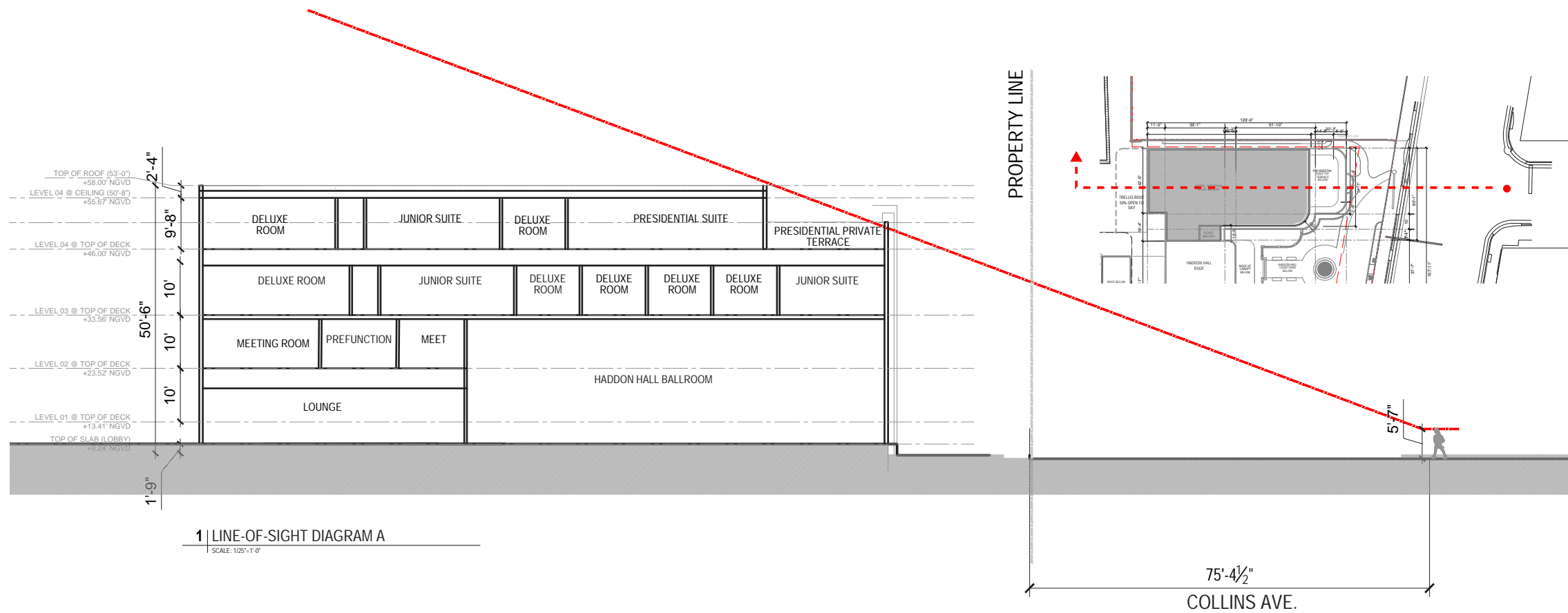
PROPOSED



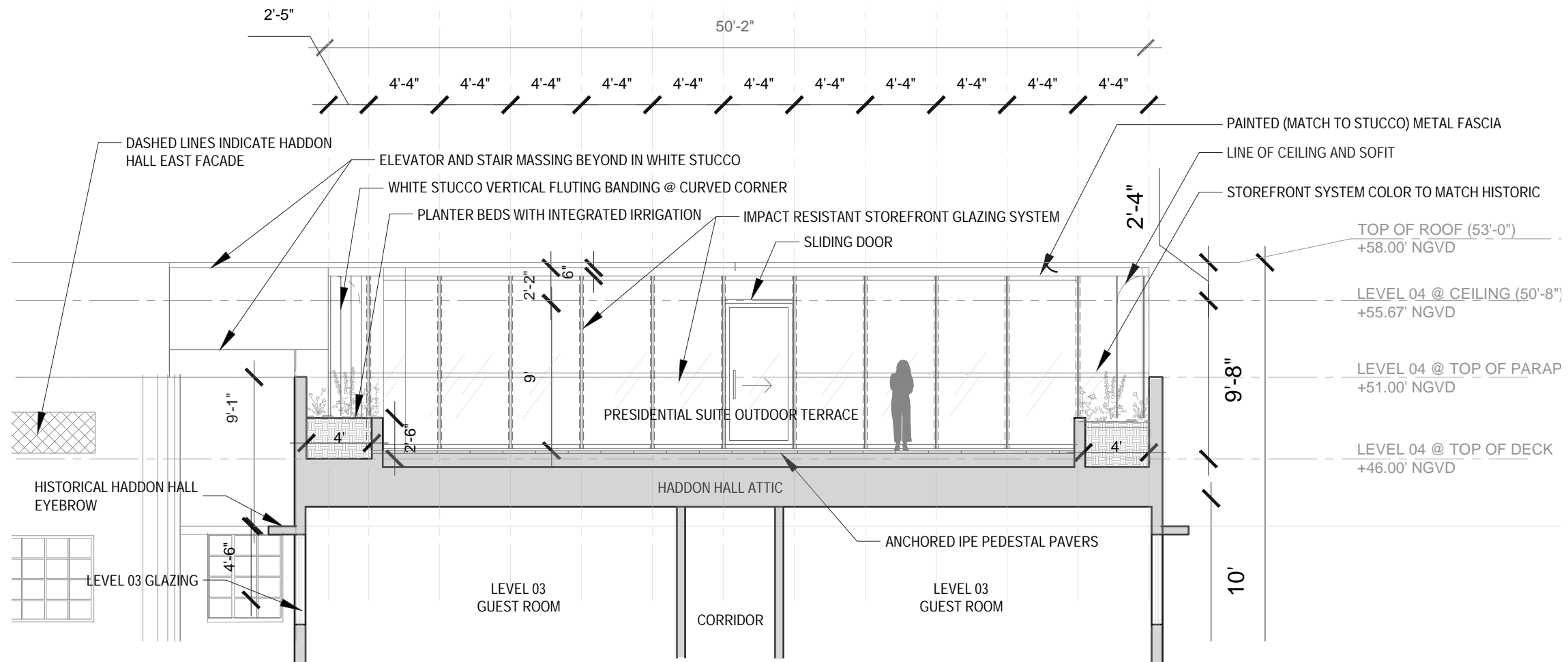
DEMOLITION

HADDON HALL EAST FACADE ELEVATION

SCALE: 1/16" = 1'-0"

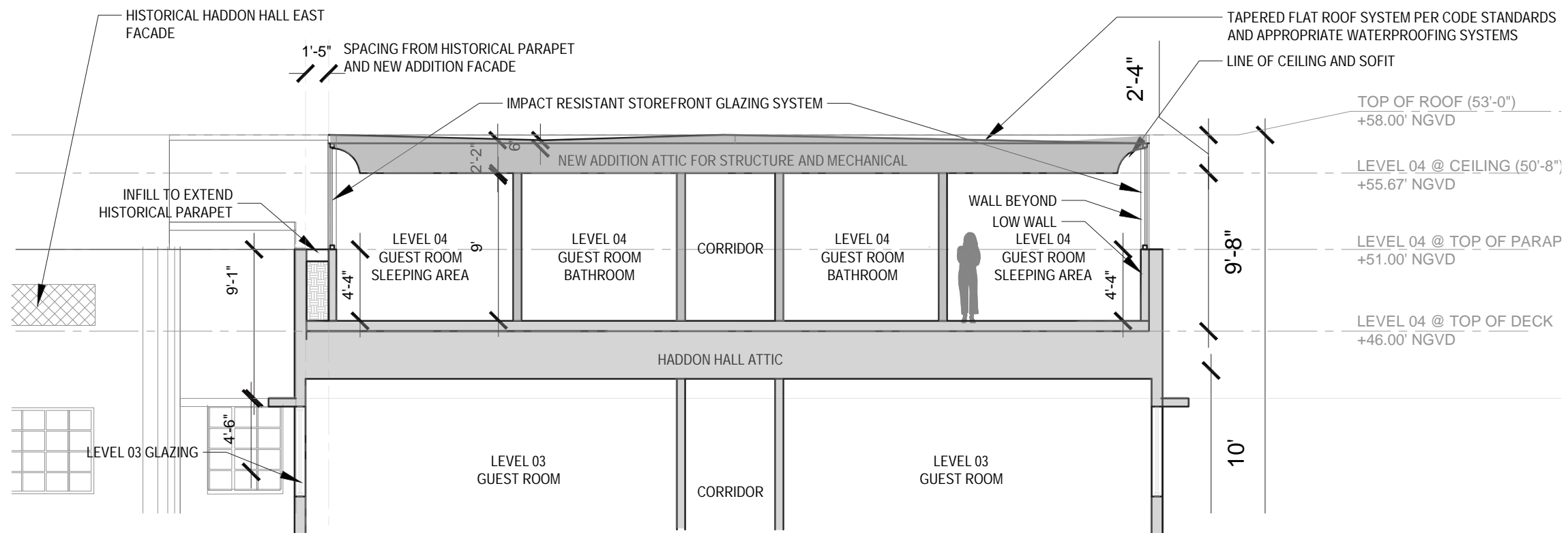
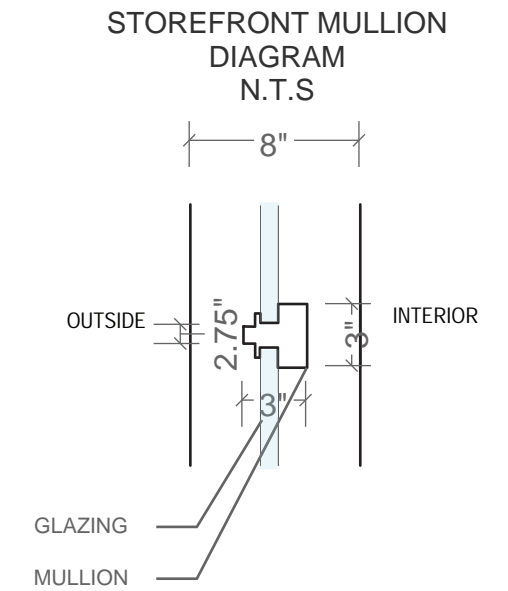


HADDON HALL LINE OF SIGHT DIAGRAM  
SCALE: 1/25" = 1'-0"



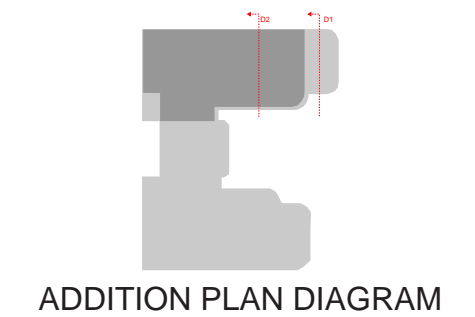
**D1 HADDON HALL HOTEL ADDITION DETAIL ELEVATION**

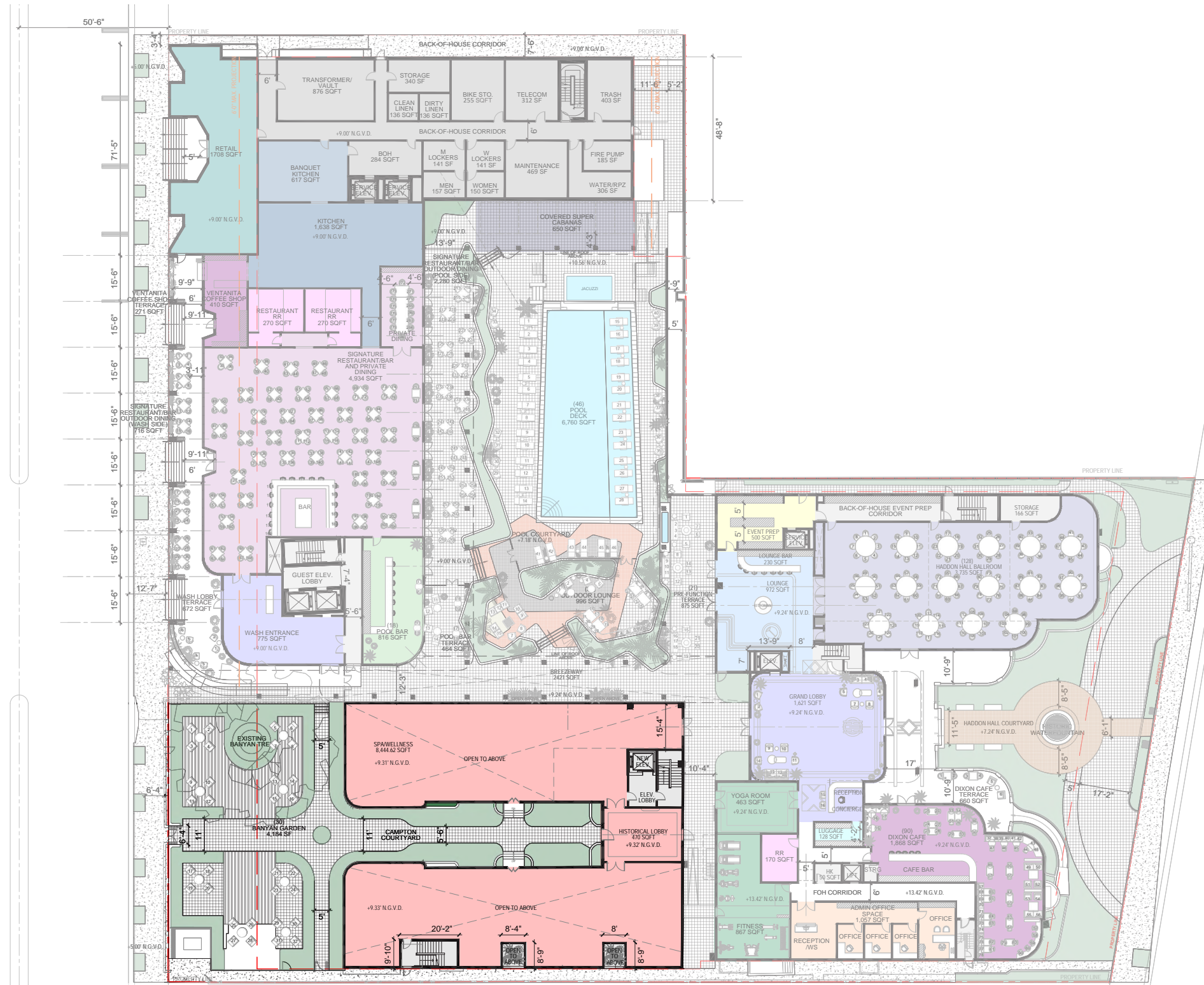
SCALE: 1/8"=1'-0"



**D2 HADDON HALL HOTEL CONCEPTUAL SECTION**

SCALE: 1/8"=1'-0"

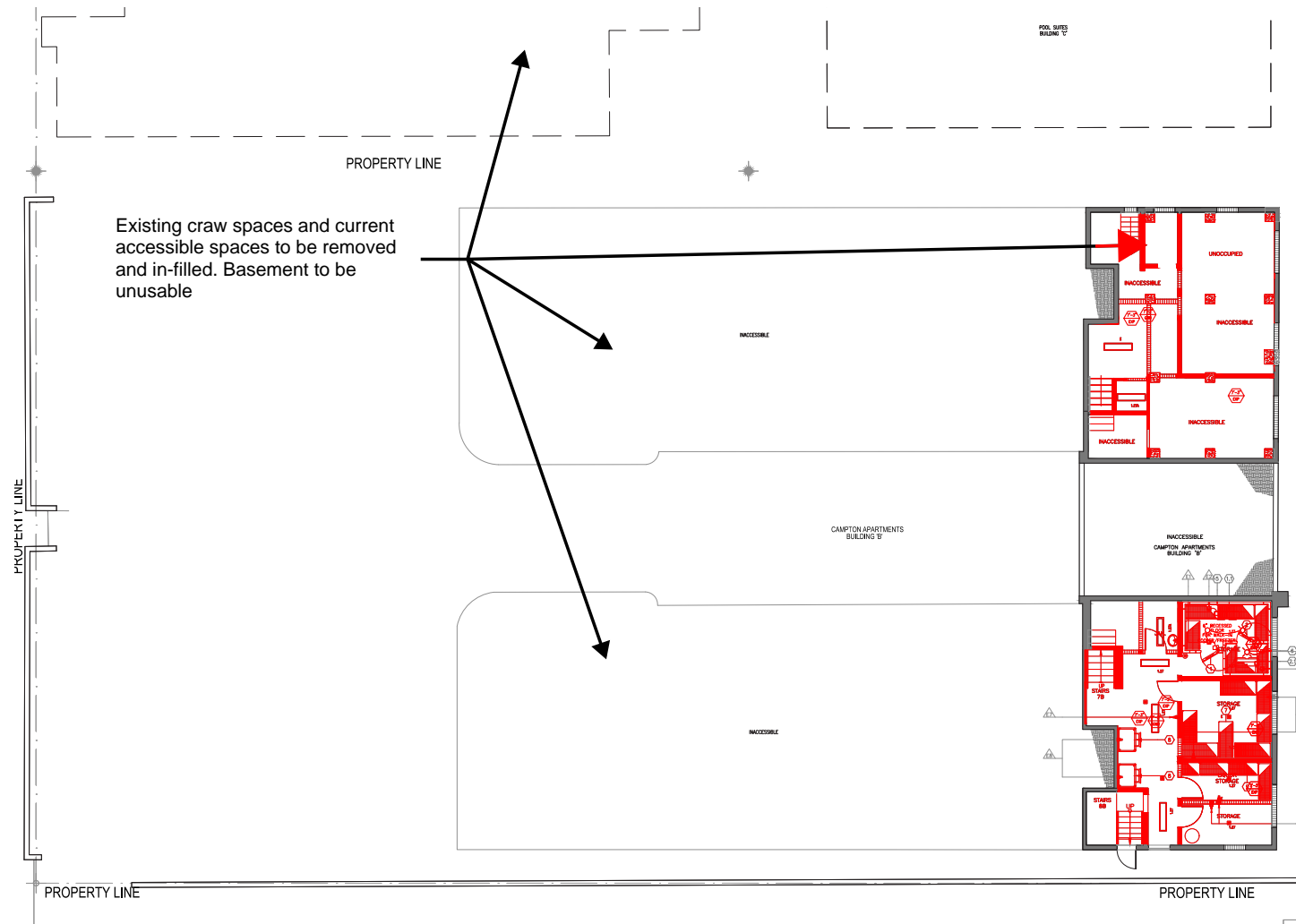




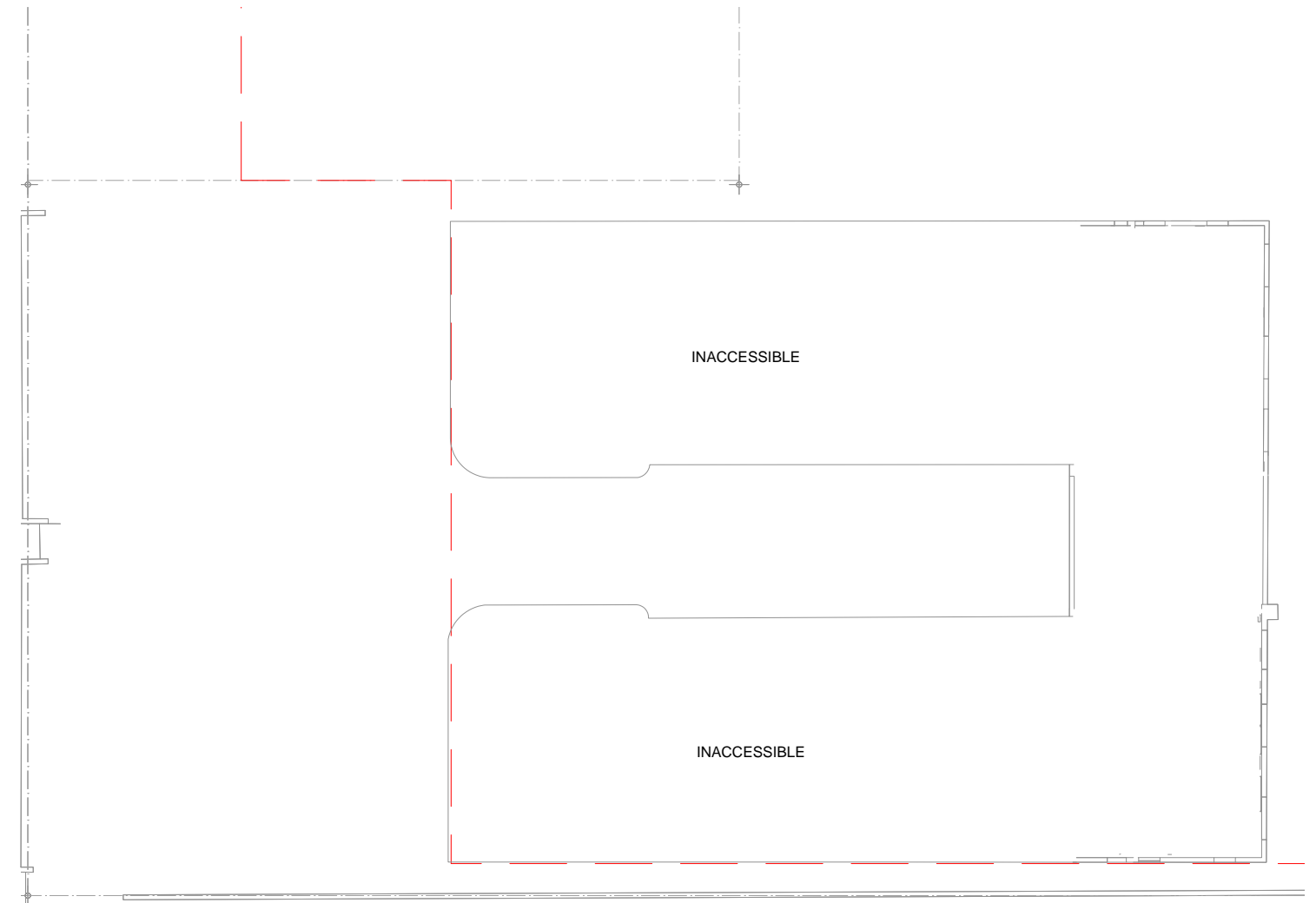
## Restoration of Historic Campton Apartments

1515-1509 WASHINGTON AVENUE, MIAMI BEACH



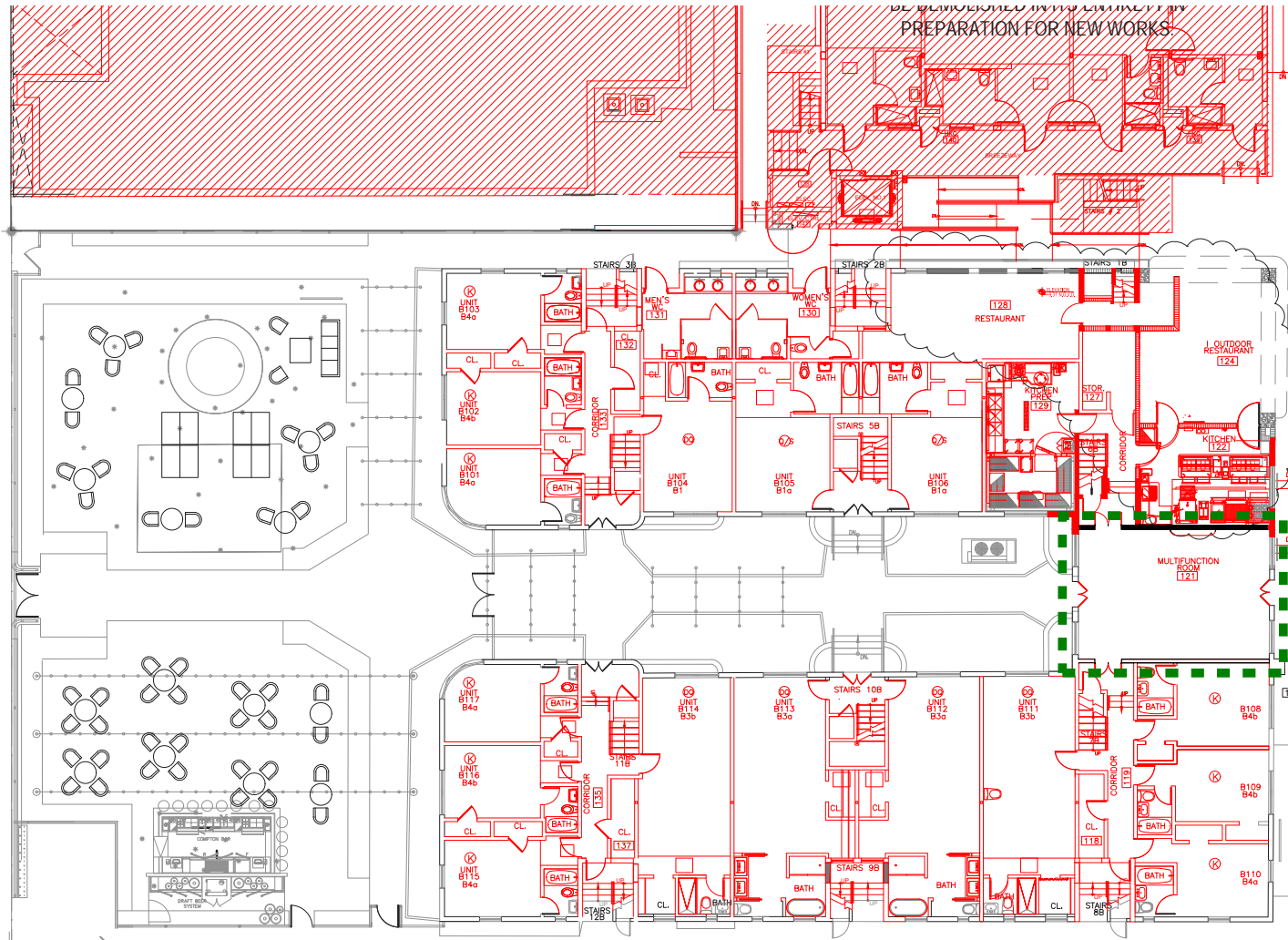


LEVEL 00: DEMOLITION PLAN

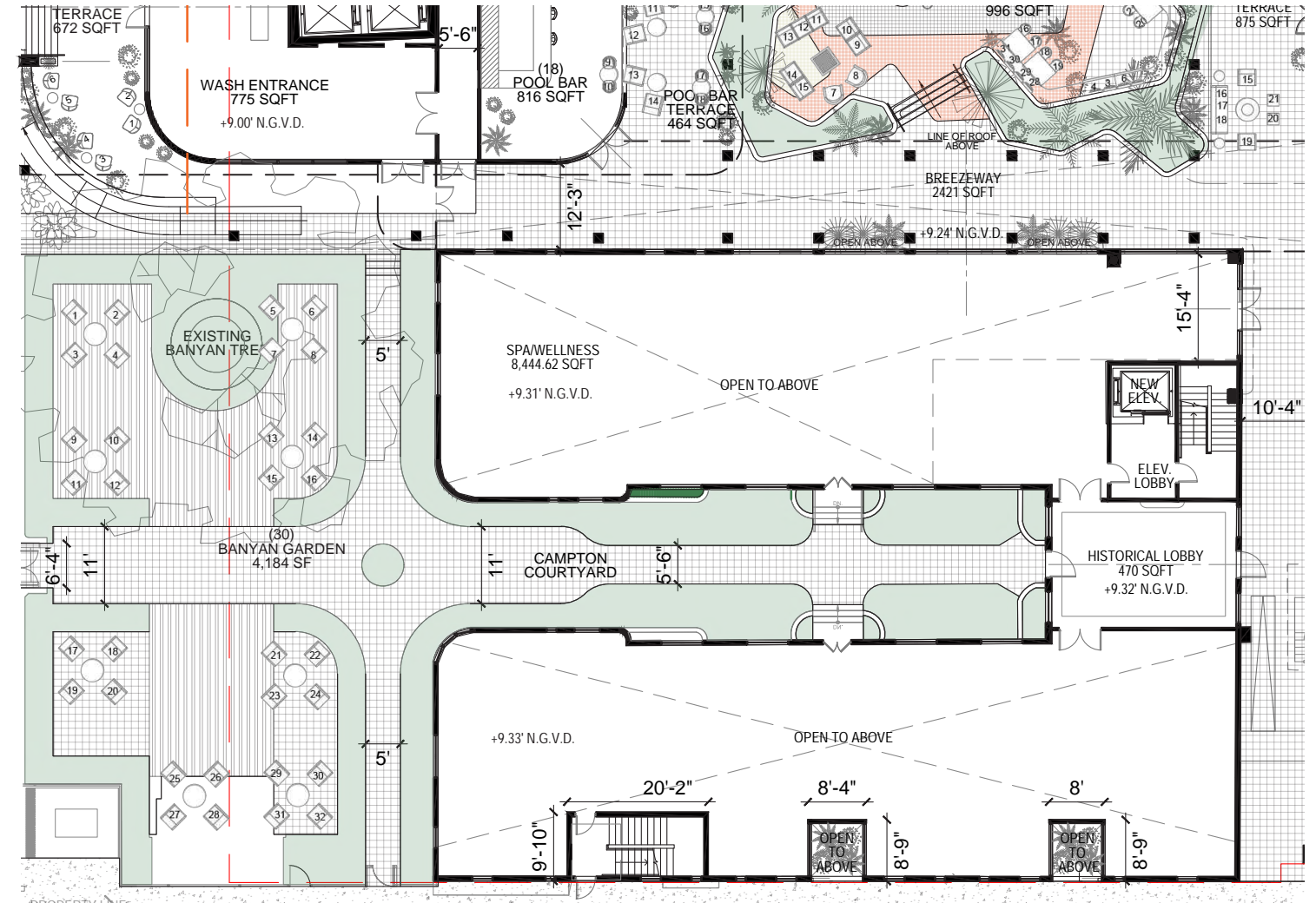


LEVEL 00: PROPOSED PLAN



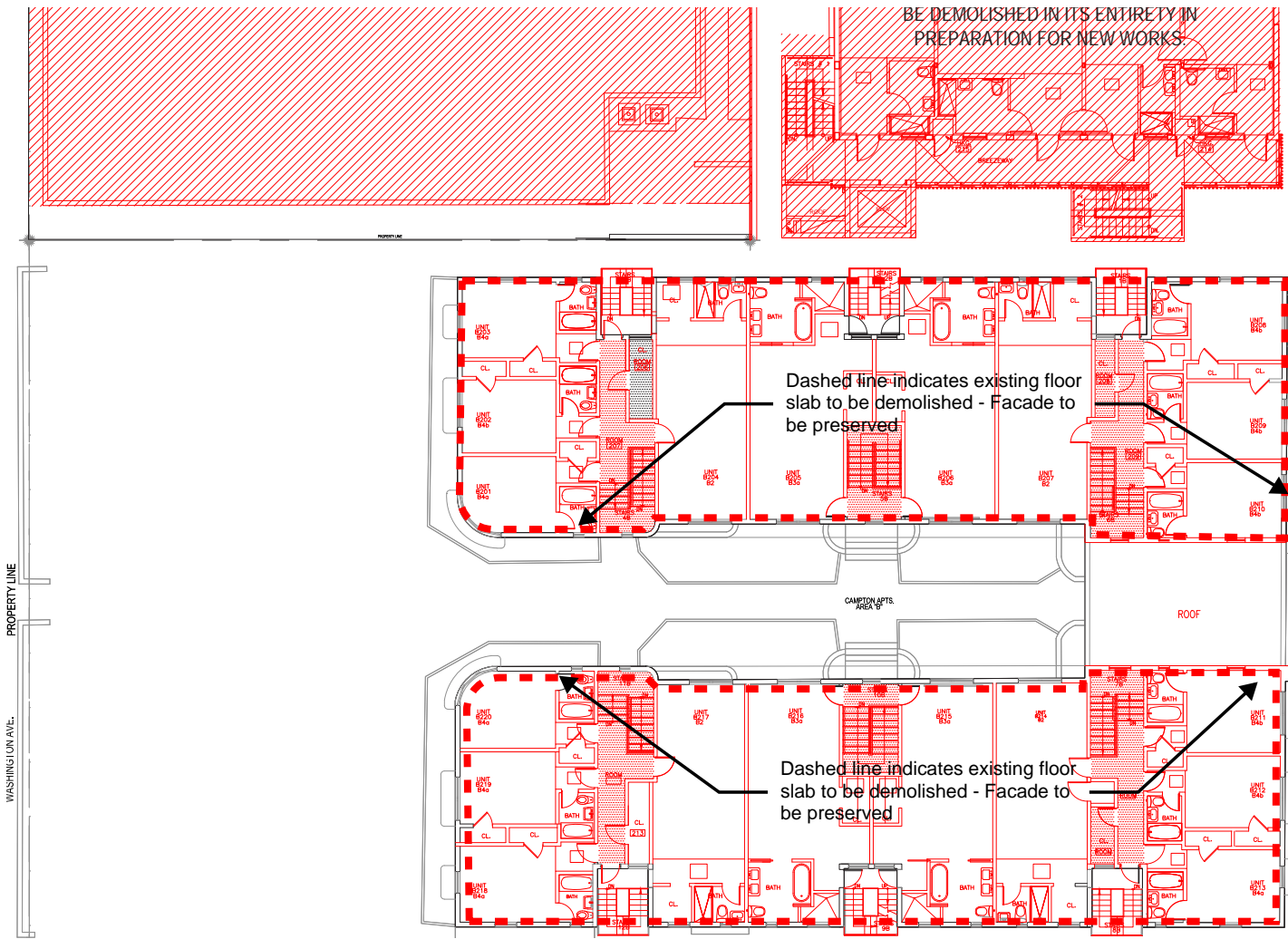


LEVEL 01: DEMOLITION PLAN

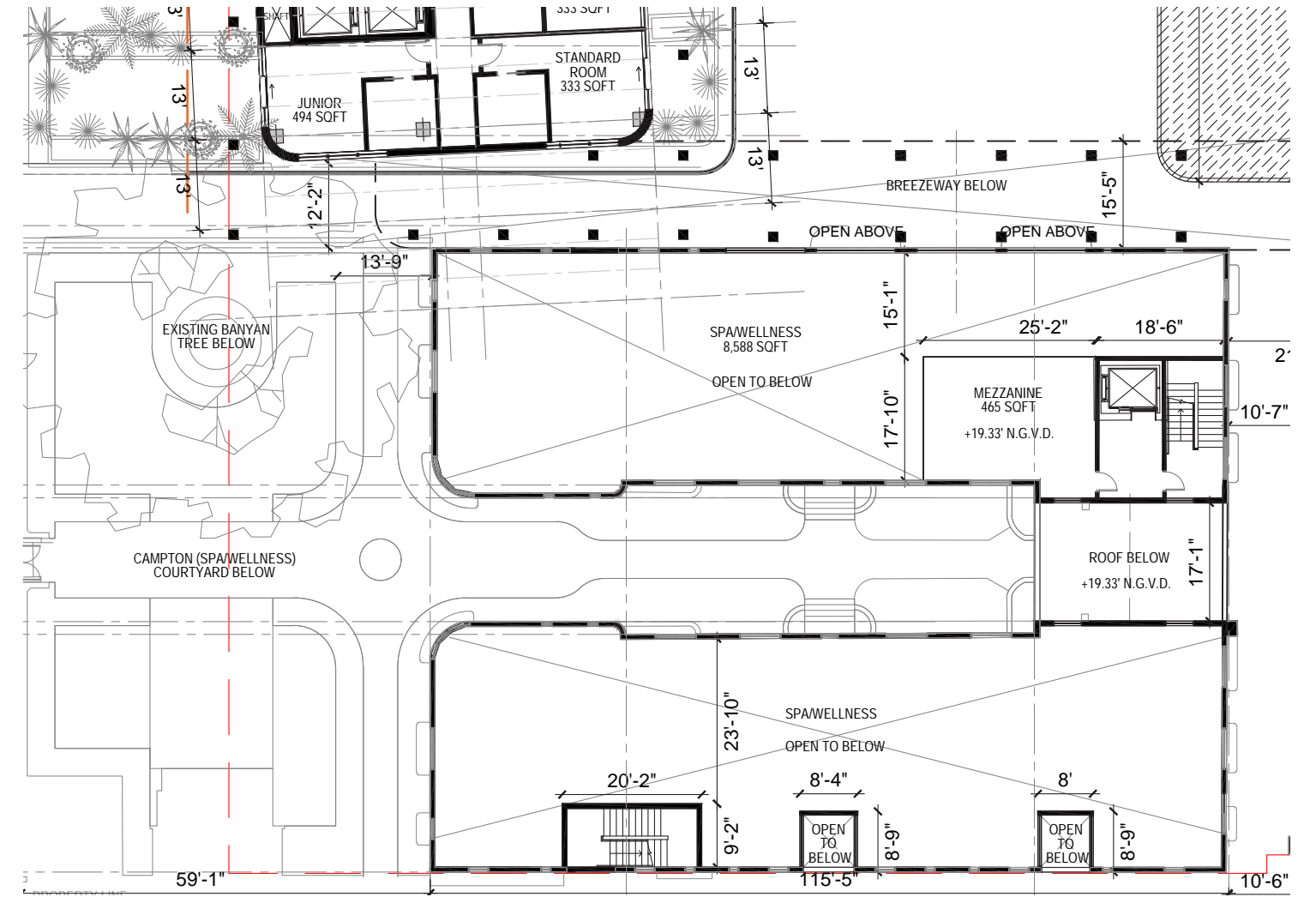


LEVEL 01: PROPOSED PLAN



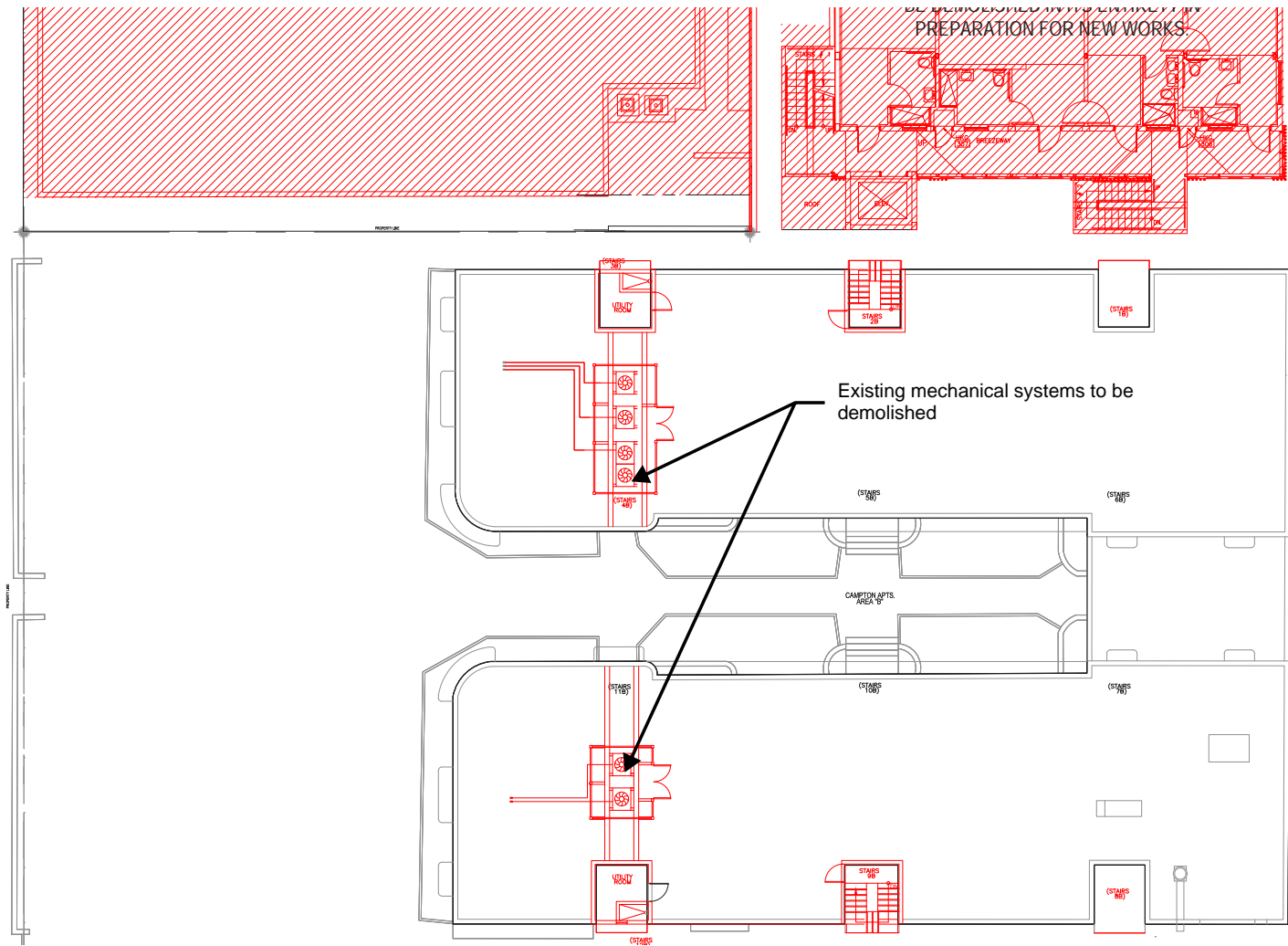


LEVEL 02: DEMOLITION PLAN

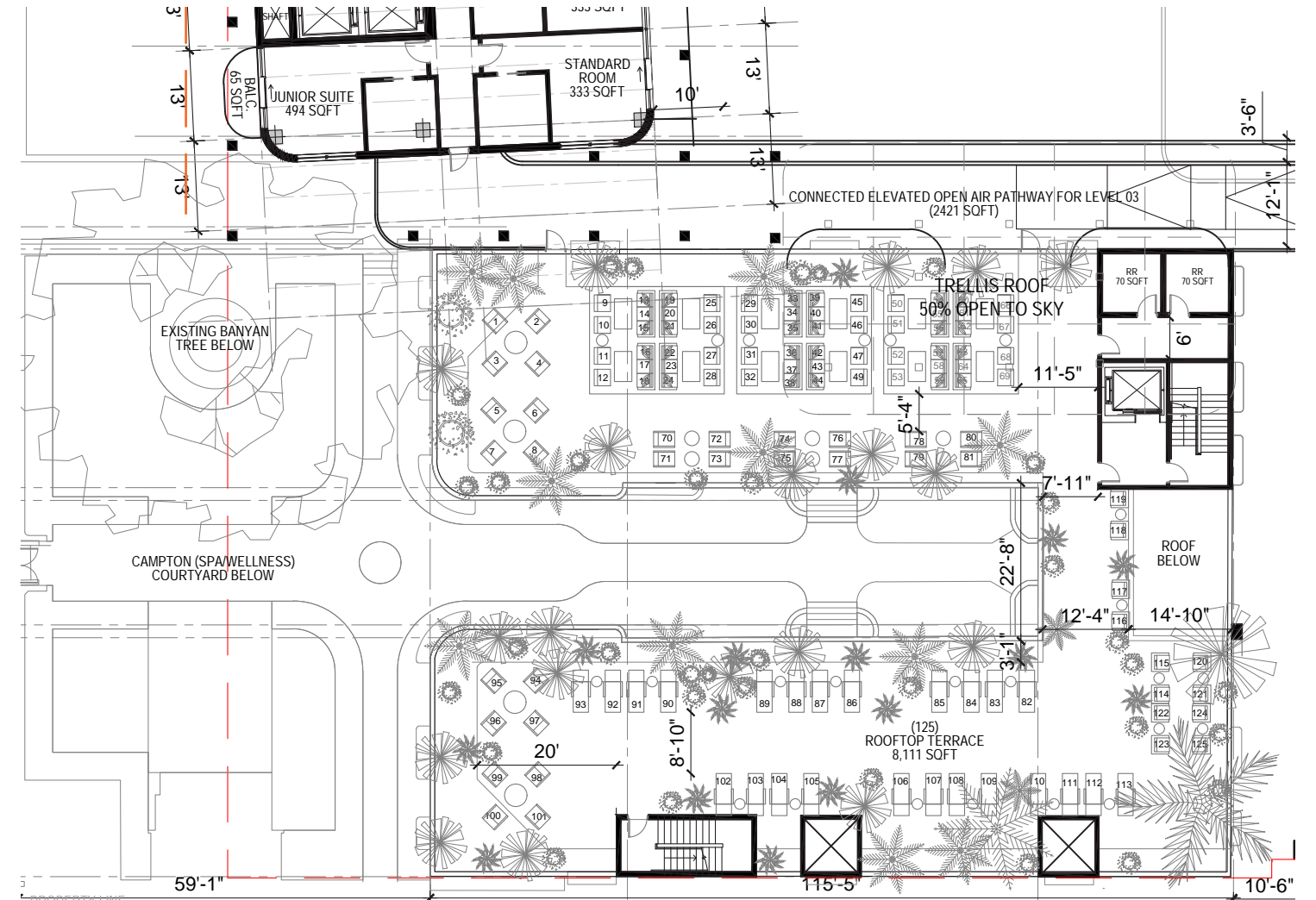


LEVEL 02: PROPOSED PLAN



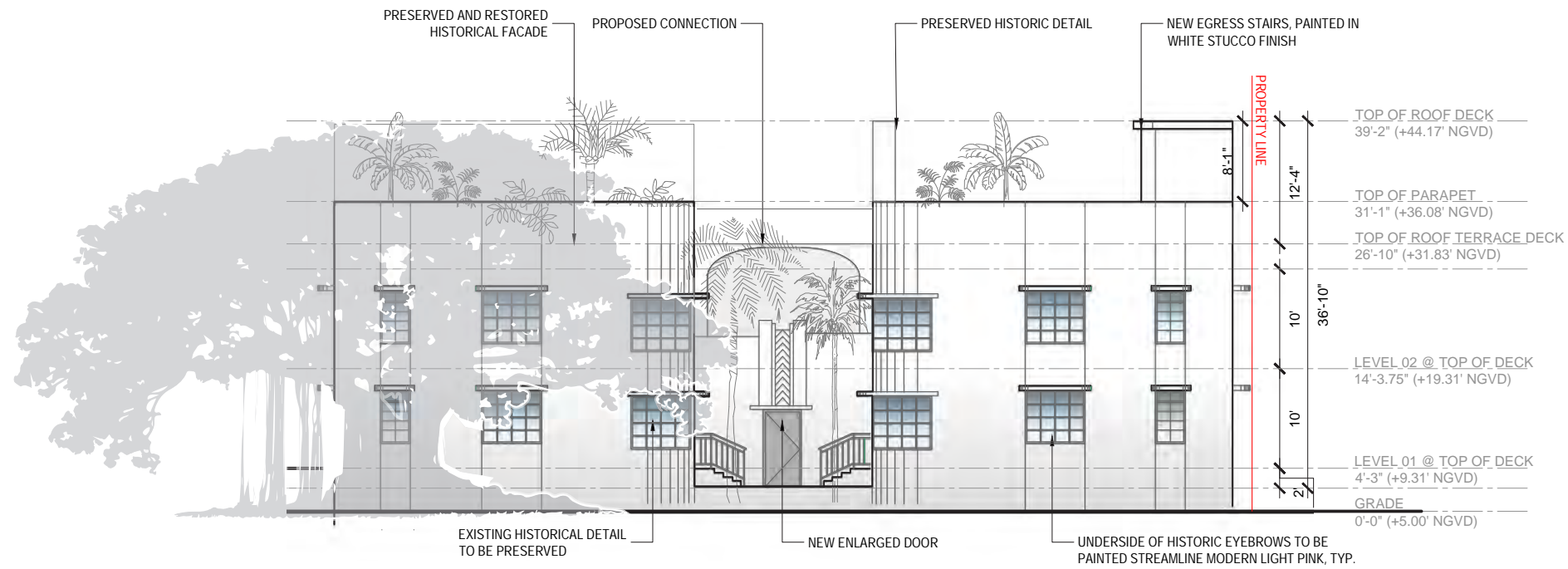


LEVEL 03: DEMOLITION PLAN



LEVEL 03: PROPOSED PLAN



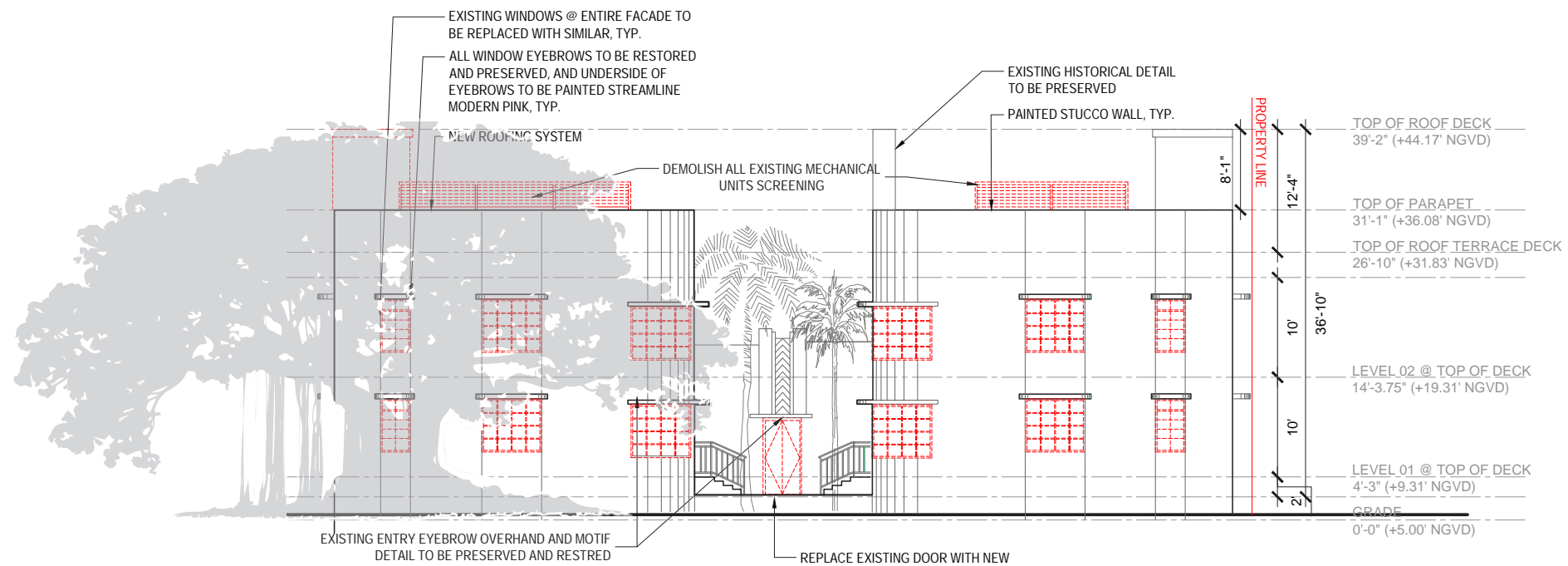


1 | PROPOSED CAMPTON APT WEST ELEVATION  
SCALE: 1/16" = 1'-0"

PROPOSED



Existing Conditions of the Banyan Tree @ Campton Apt looking North.



2 | DEMOLITION CAMPTON APT WEST ELEVATION  
SCALE: 1/16" = 1'-0"

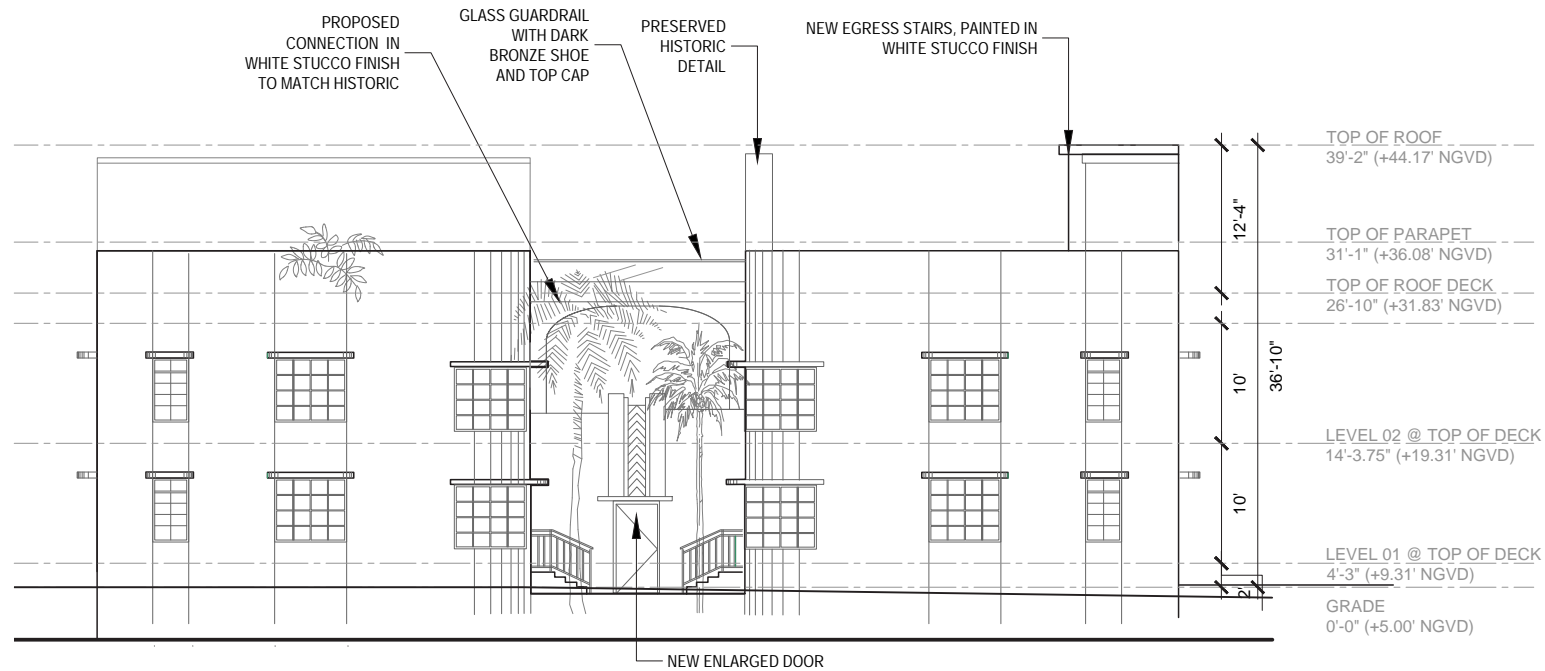
DEMOLITION



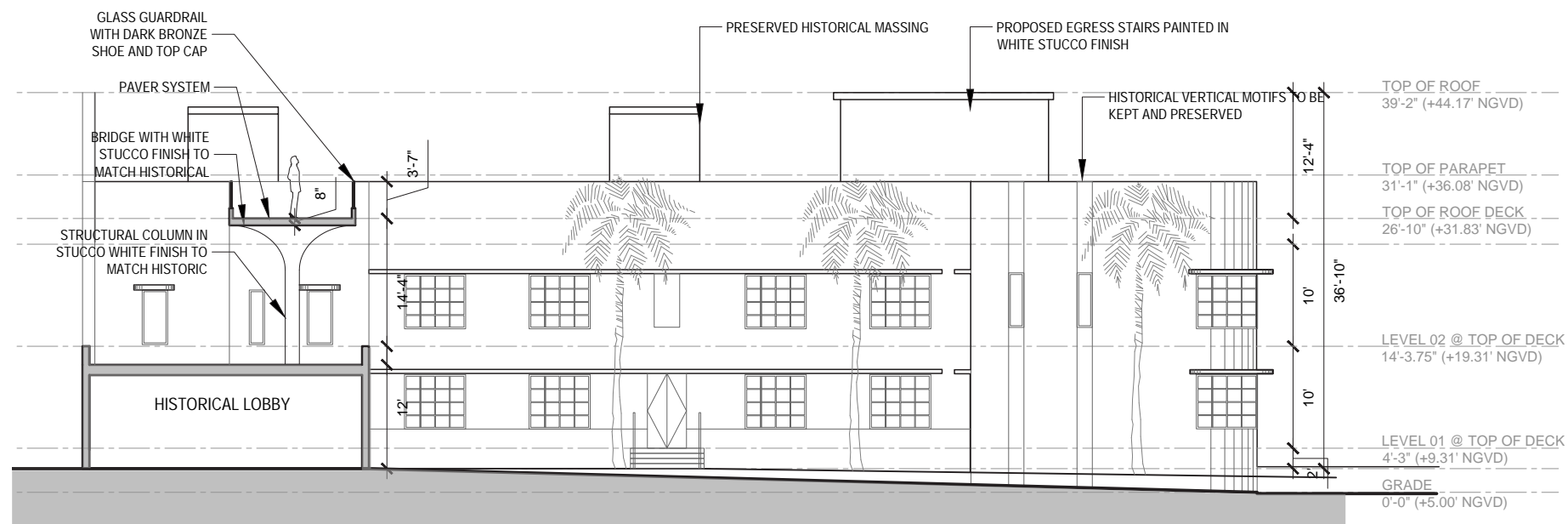
Banyan Tree relative to the Campton Apts West Facade.

CAMPTON APT. WEST FACADE ELEVATION

SCALE: 1/16" = 1'-0"

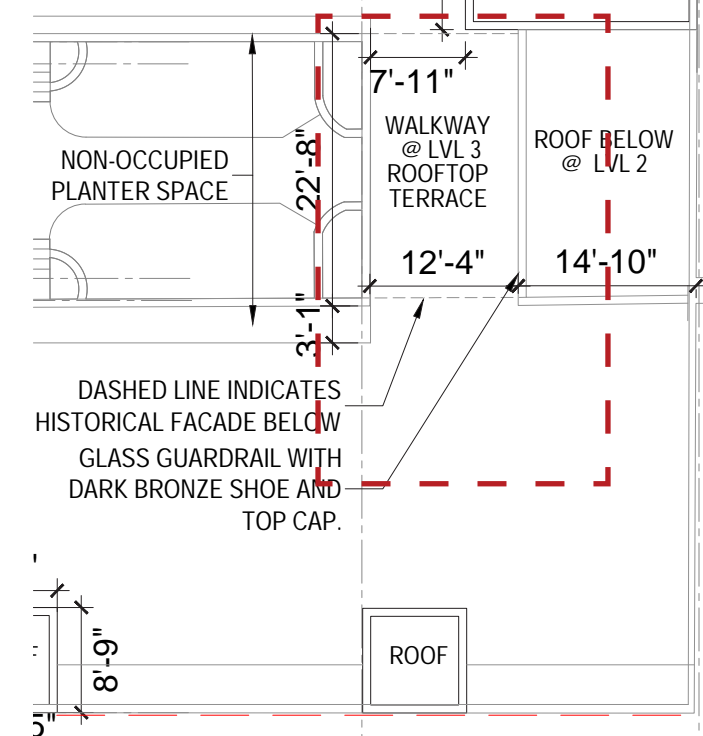
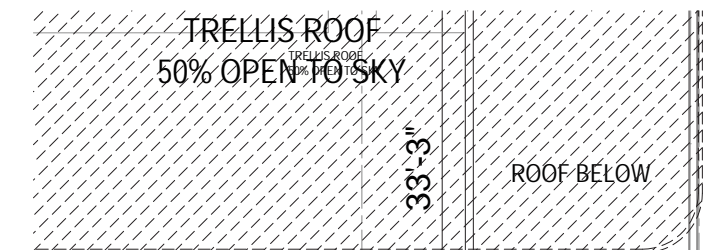


**1 | PROPOSED CAMPTON BRIDGE ELEVATION**  
SCALE: 1/16" = 1'-0"

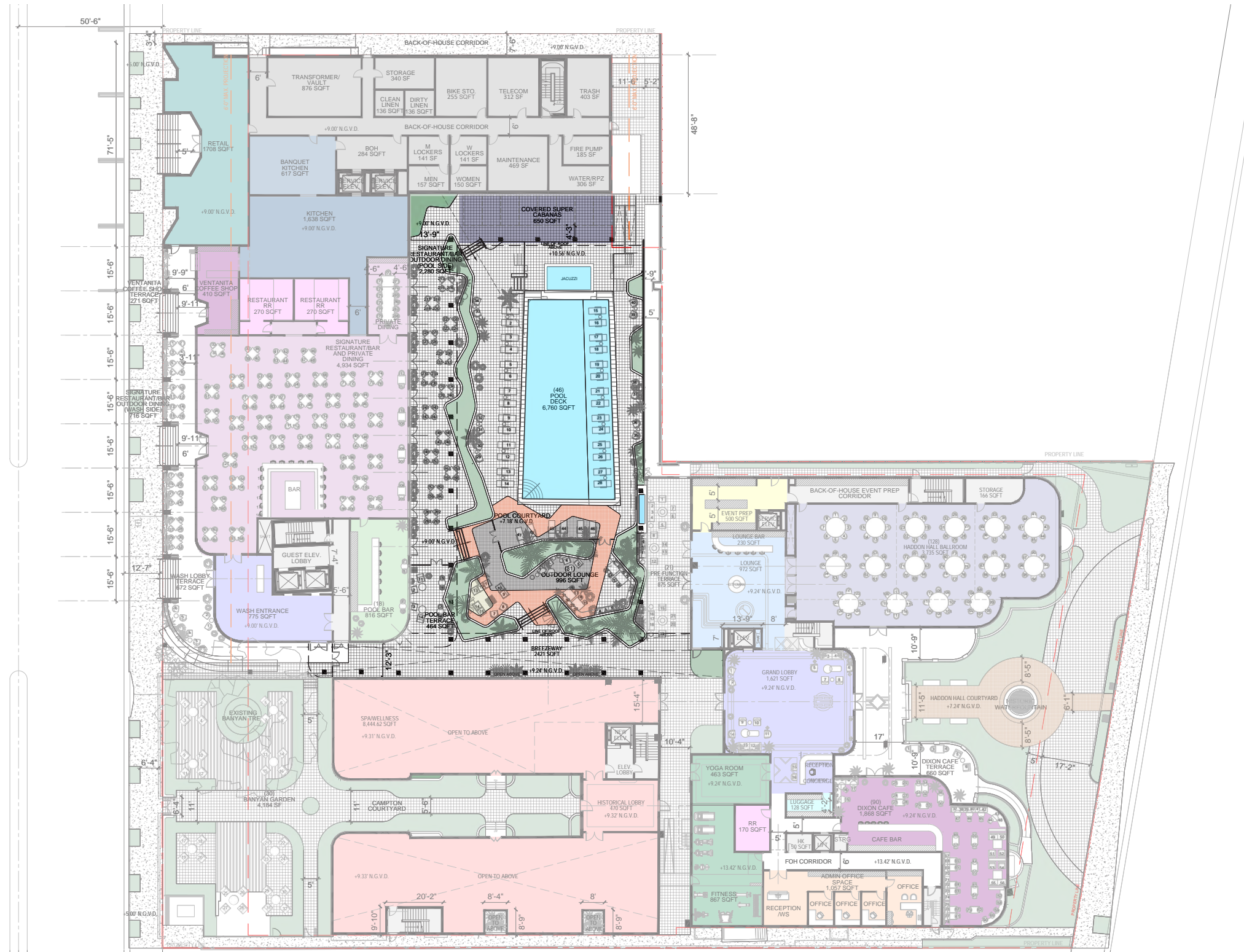


**2 | PROPOSED CAMPTON APT SOUTH TERRACE SECTION**  
SCALE: 1/16" = 1'-0"

BRIDGE AT CAMPTON BUILDING  
SCALE: 1/16" = 1'-0"



**PROPOSED CAMPTON APT ENLARGED PLAN**  
SCALE: 1/16" = 1'-0"



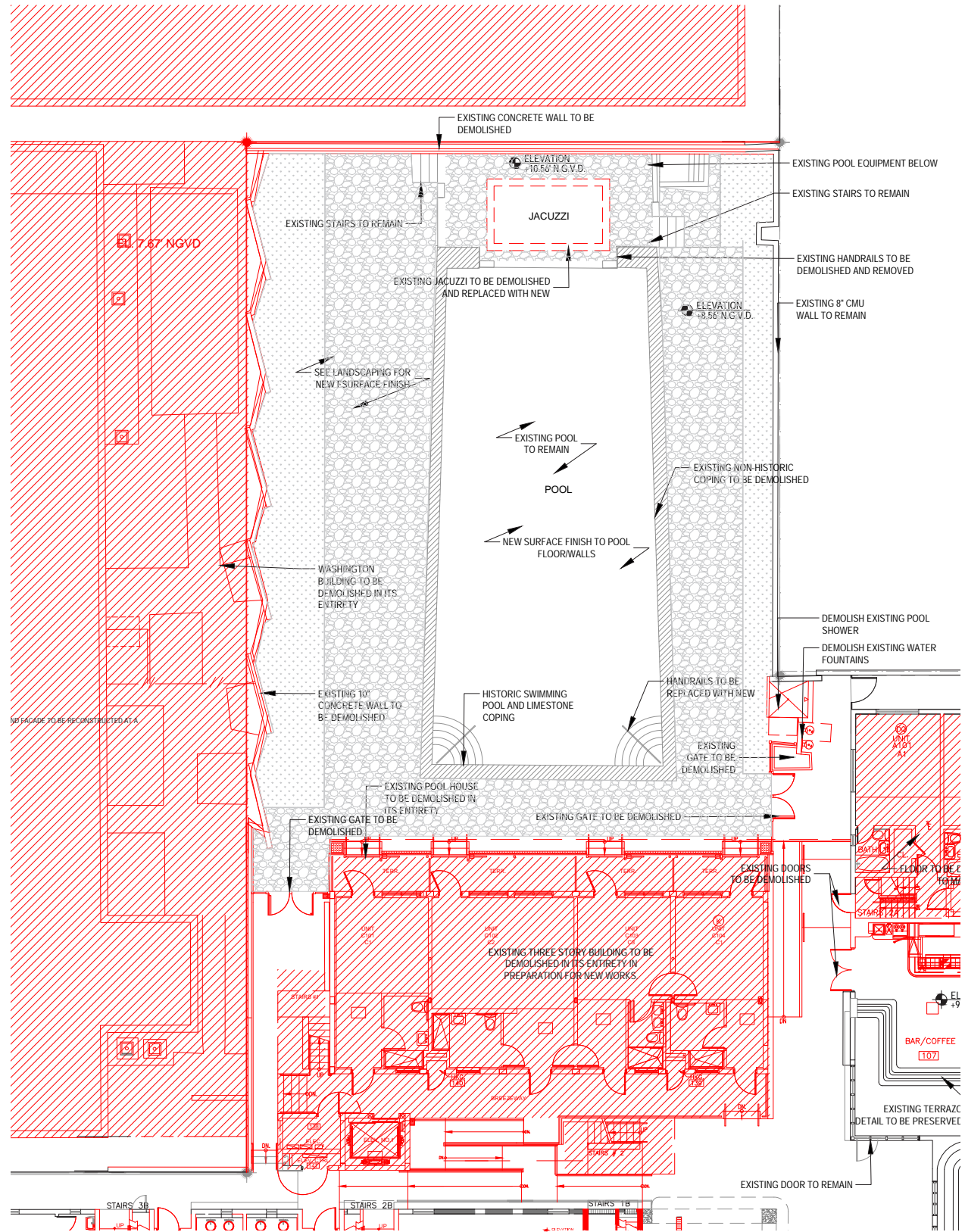
## POOL COURTYARD AND ELEVATED WALKWAY



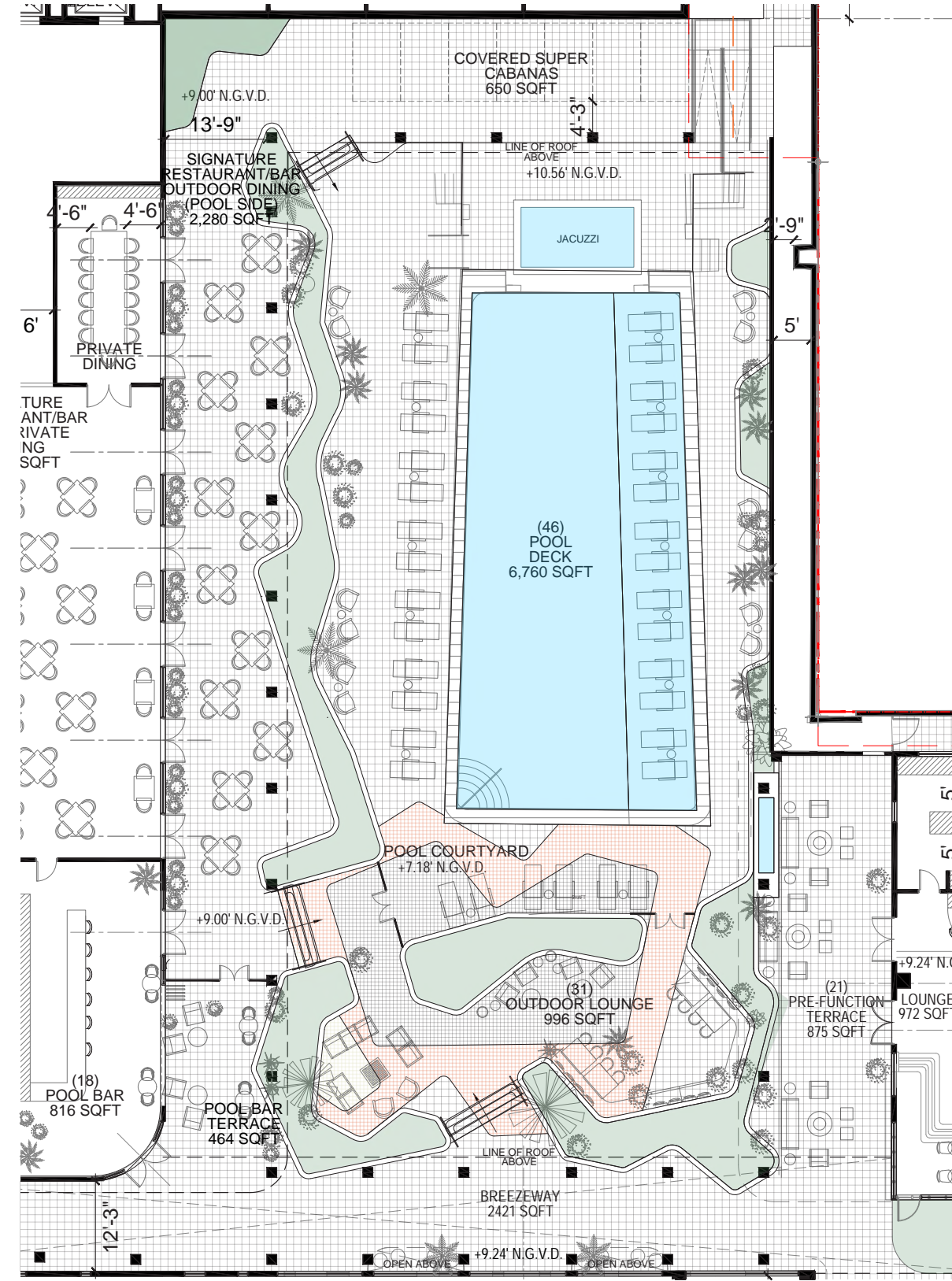
### The Spanish Foundation

Rich and layered like the world the Spanish found, this interior courtyard will be full of natural curves with nooks and crannies for guests to get lost within. Native plants drape the garden and building with nature and merge with fragments and layers of Spanish tile and terrazzo.  
ROBERTO BURLE MARX



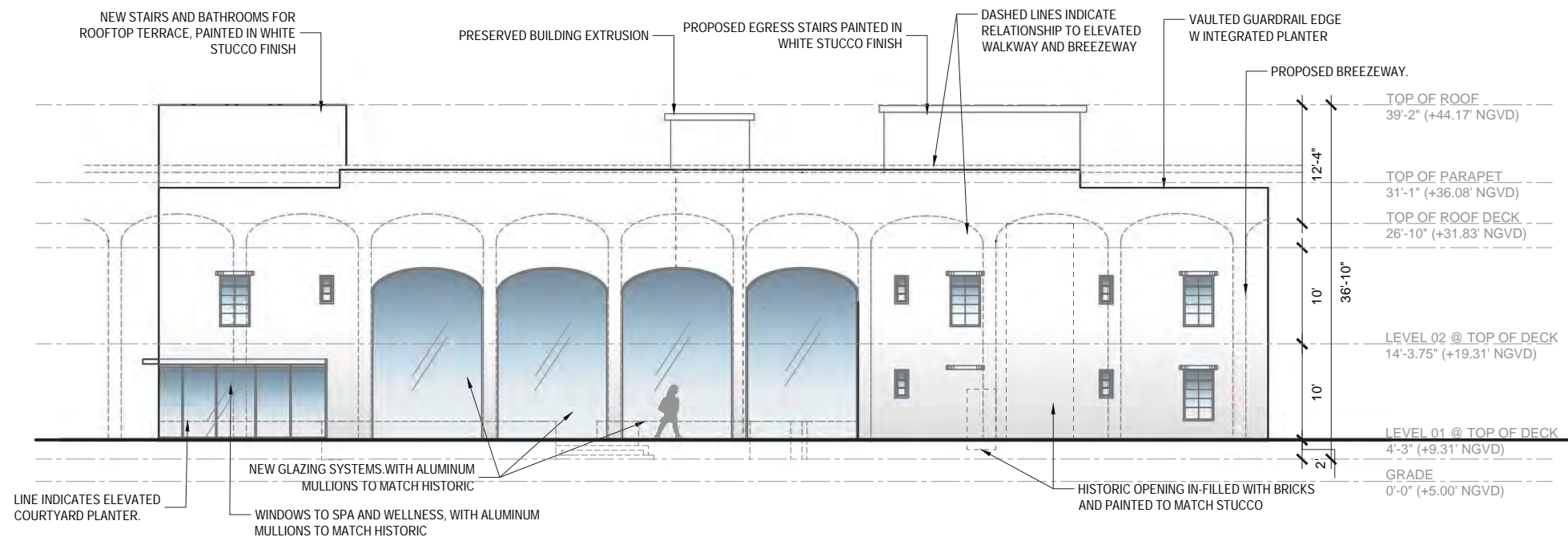


LEVEL 01: ENLARGED POOL DEMOLITION PLAN



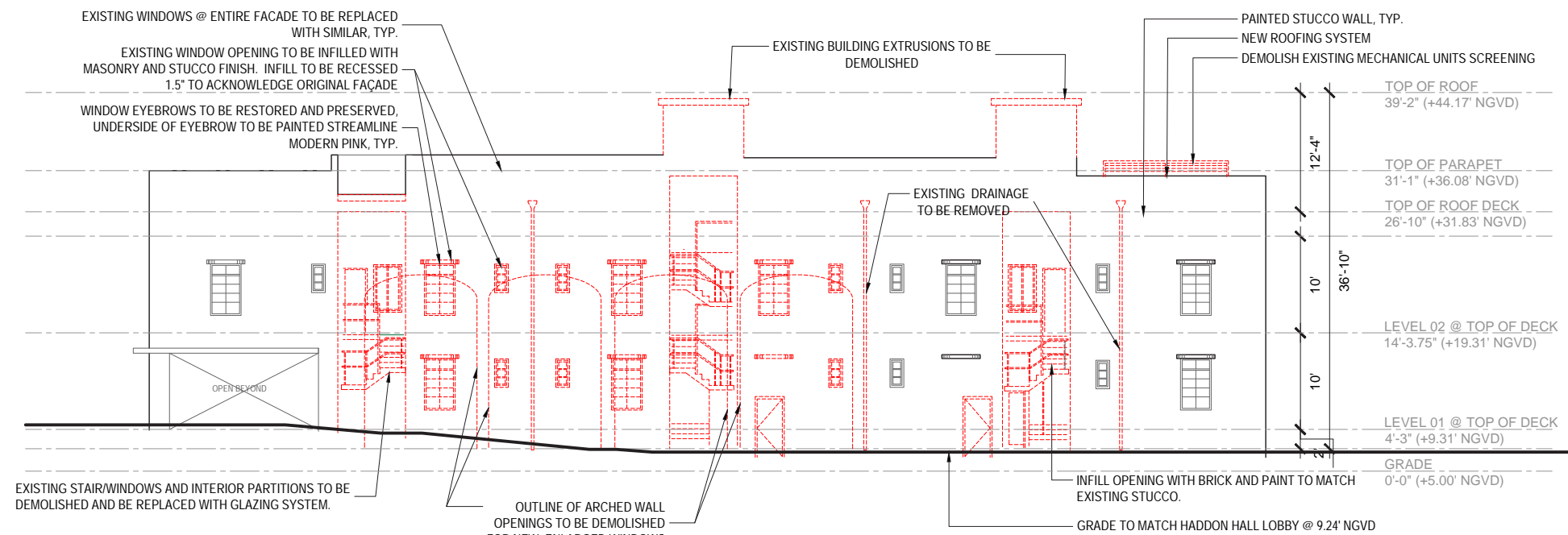
LEVEL 01: ENLARGED POOL PROPOSED PLAN





1 | PROPOSED CAMPTON APT NORTH ELEVATION  
SCALE: 1/16"=1'-0"

PROPOSED

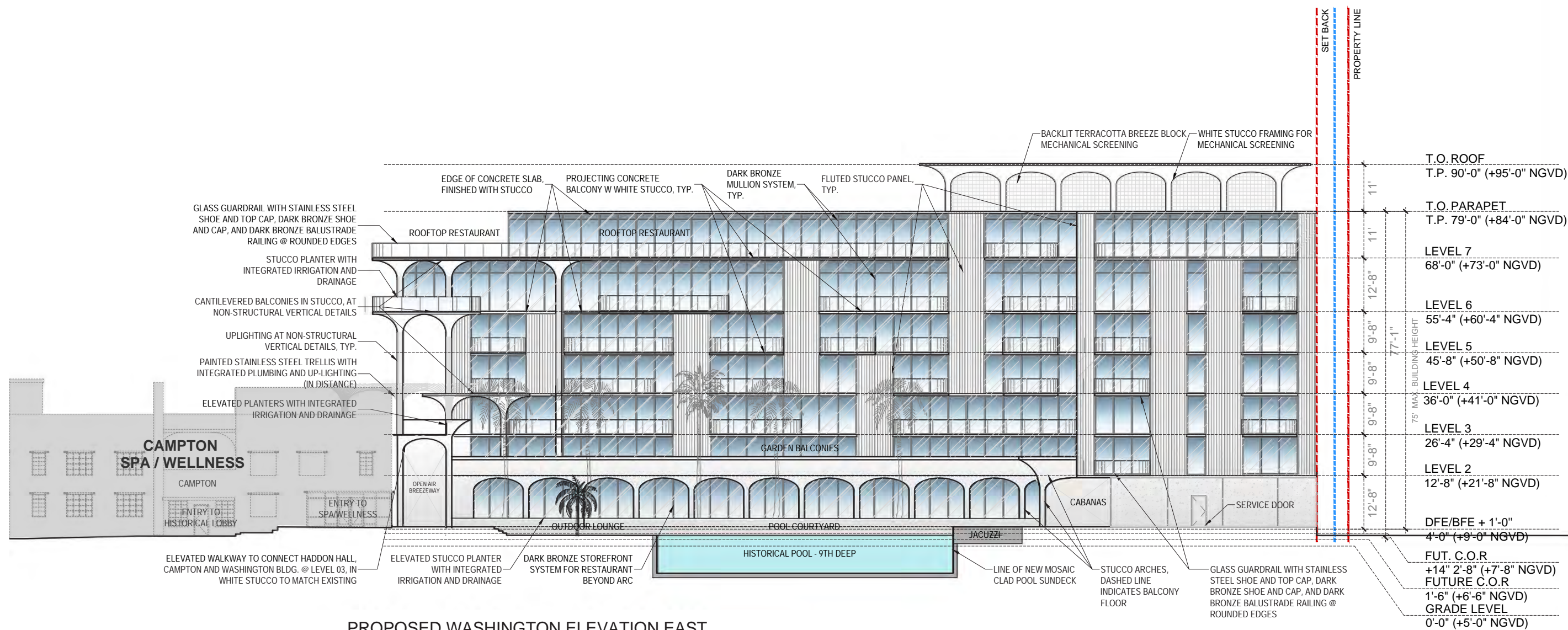


2 | DEMOLITION CAMPTON APT NORTH ELEVATION  
SCALE: 1/16"=1'-0"

DEMOLITION

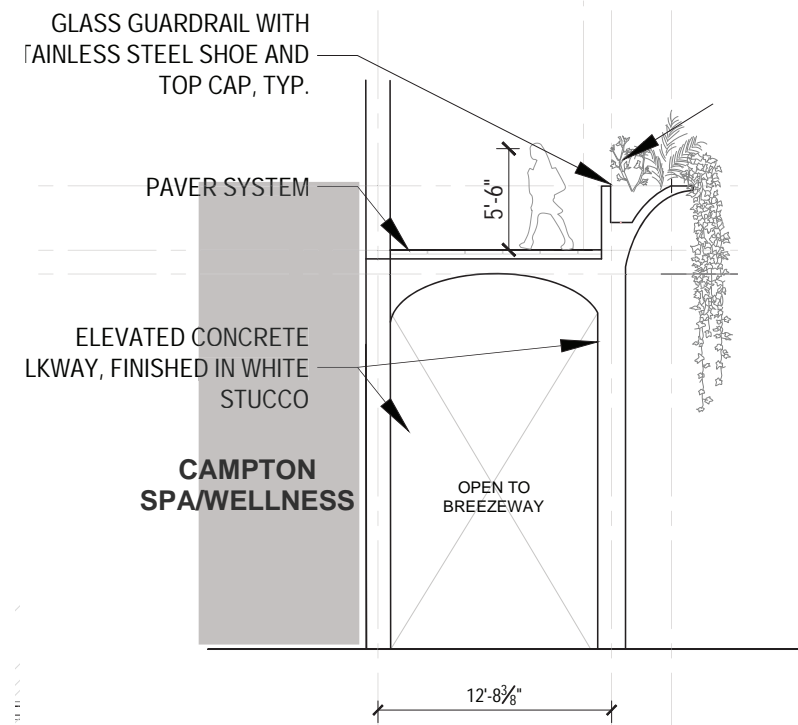
CAMPTON APT. NORTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"

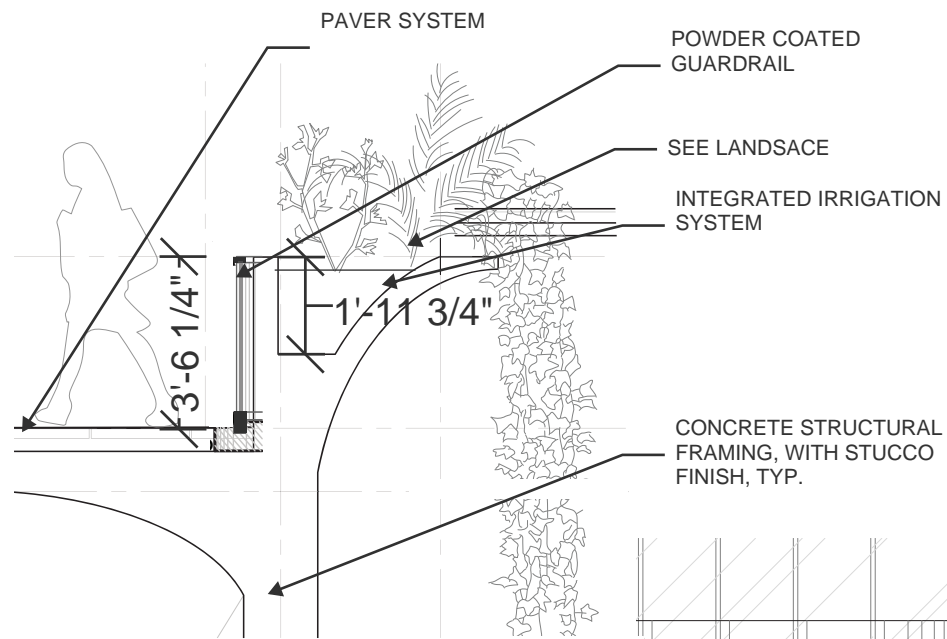


WASHINGTON EAST FACADE ELEVATION

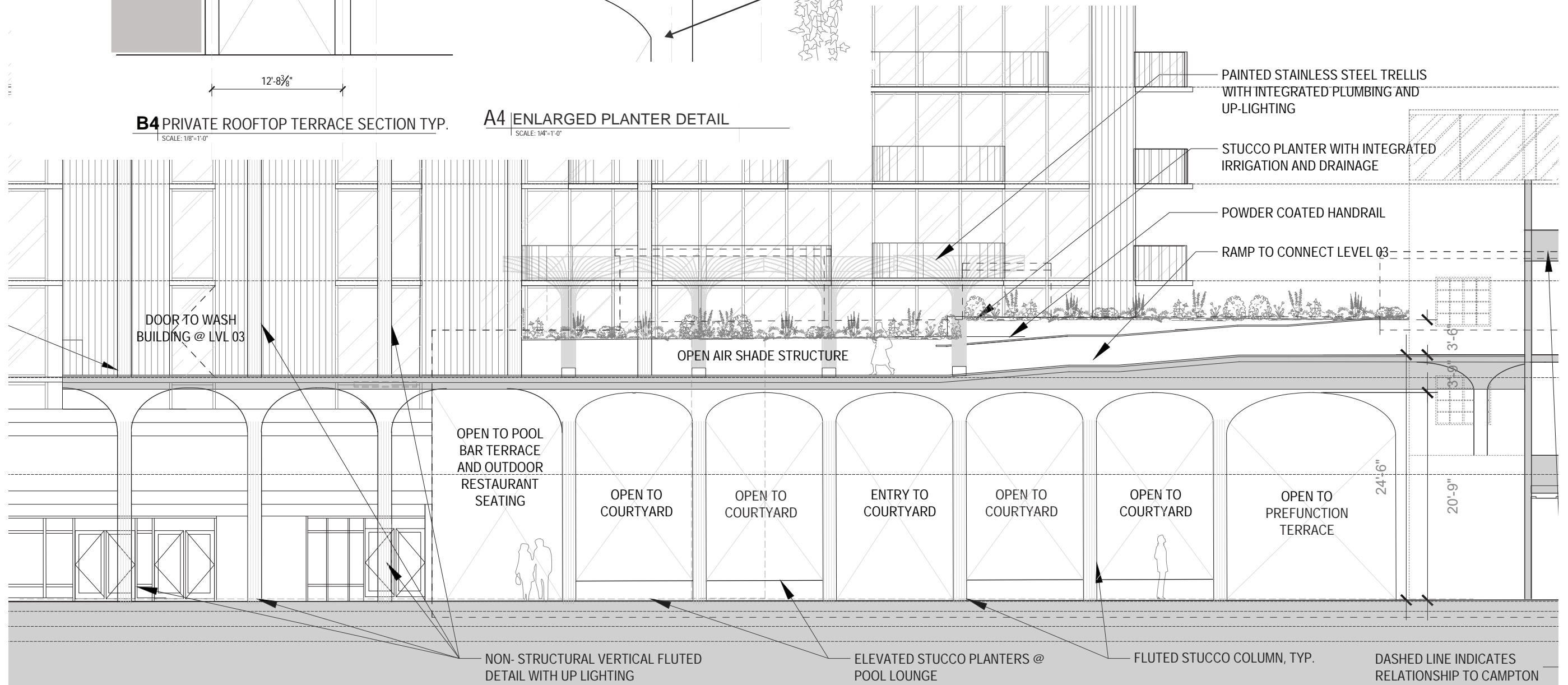
SCALE: 1/16" = 1'-0"



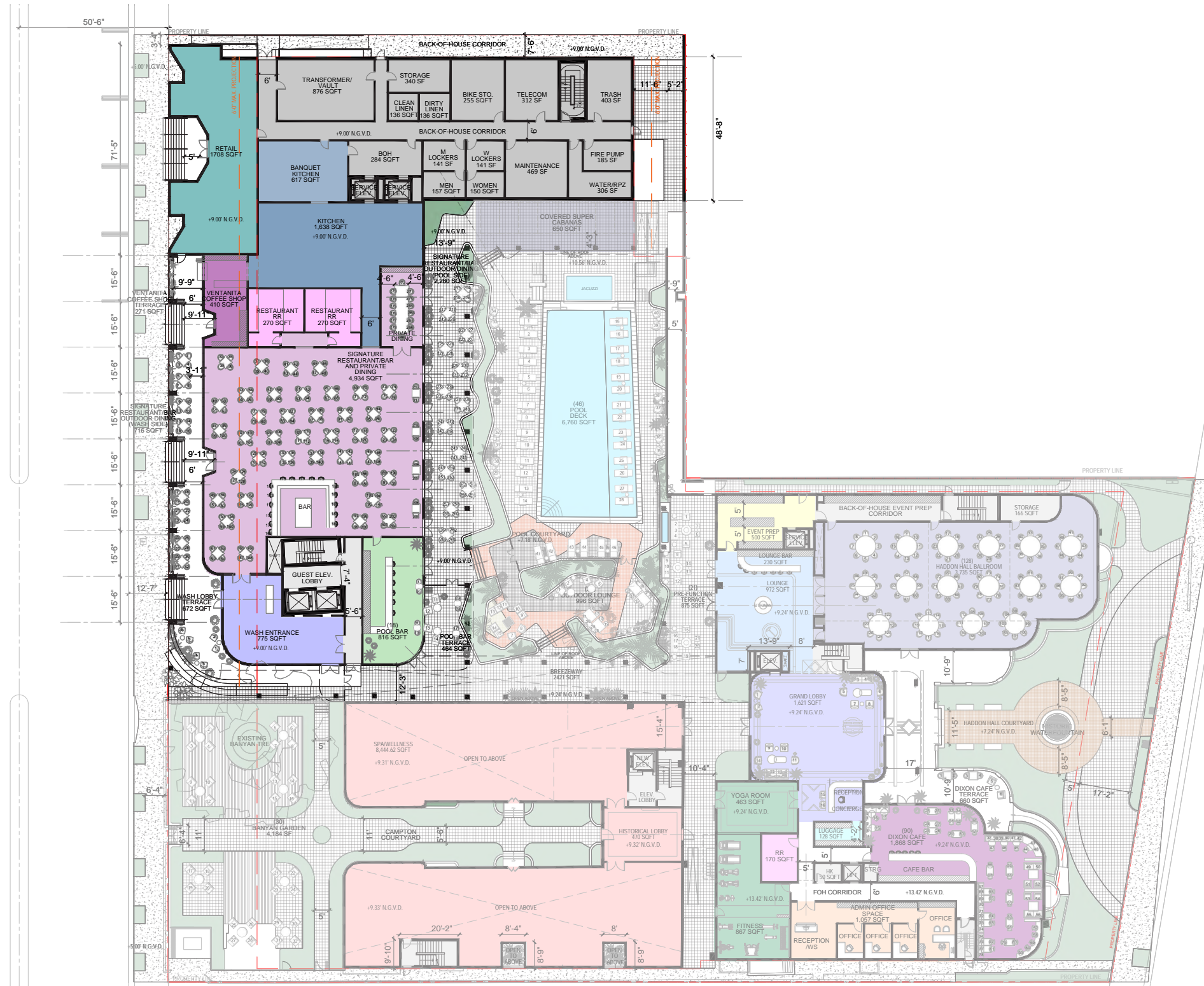
**B4** PRIVATE ROOFTOP TERRACE SECTION TYP. SCALE: 1/8" = 1'-0"



**A4** ENLARGED PLANTER DETAIL SCALE: 1/4" = 1'-0"



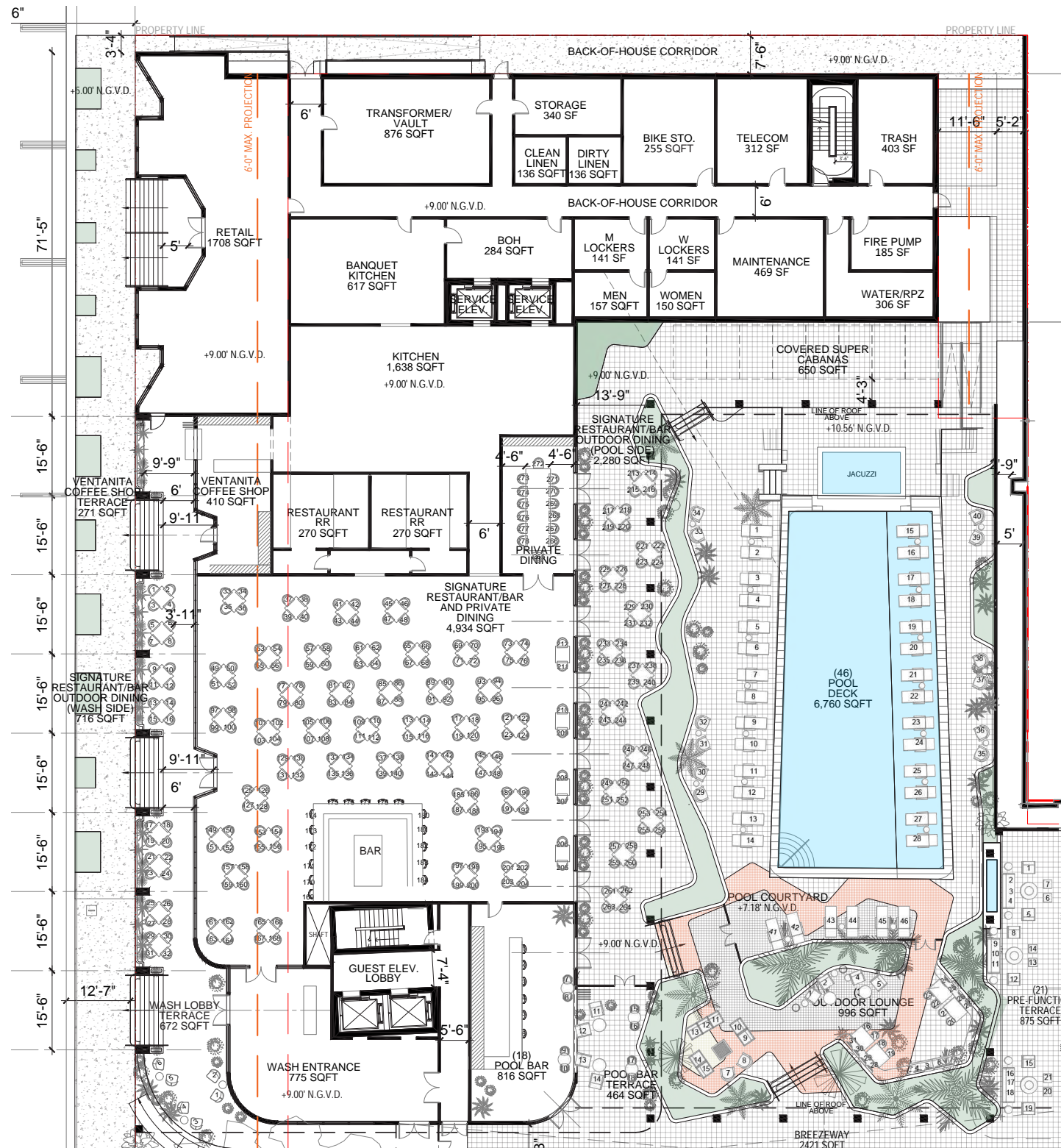
**A3** PRIVATE ROOFTOP TERRACE SECTION TYP. SCALE: 1/8" = 1'-0"



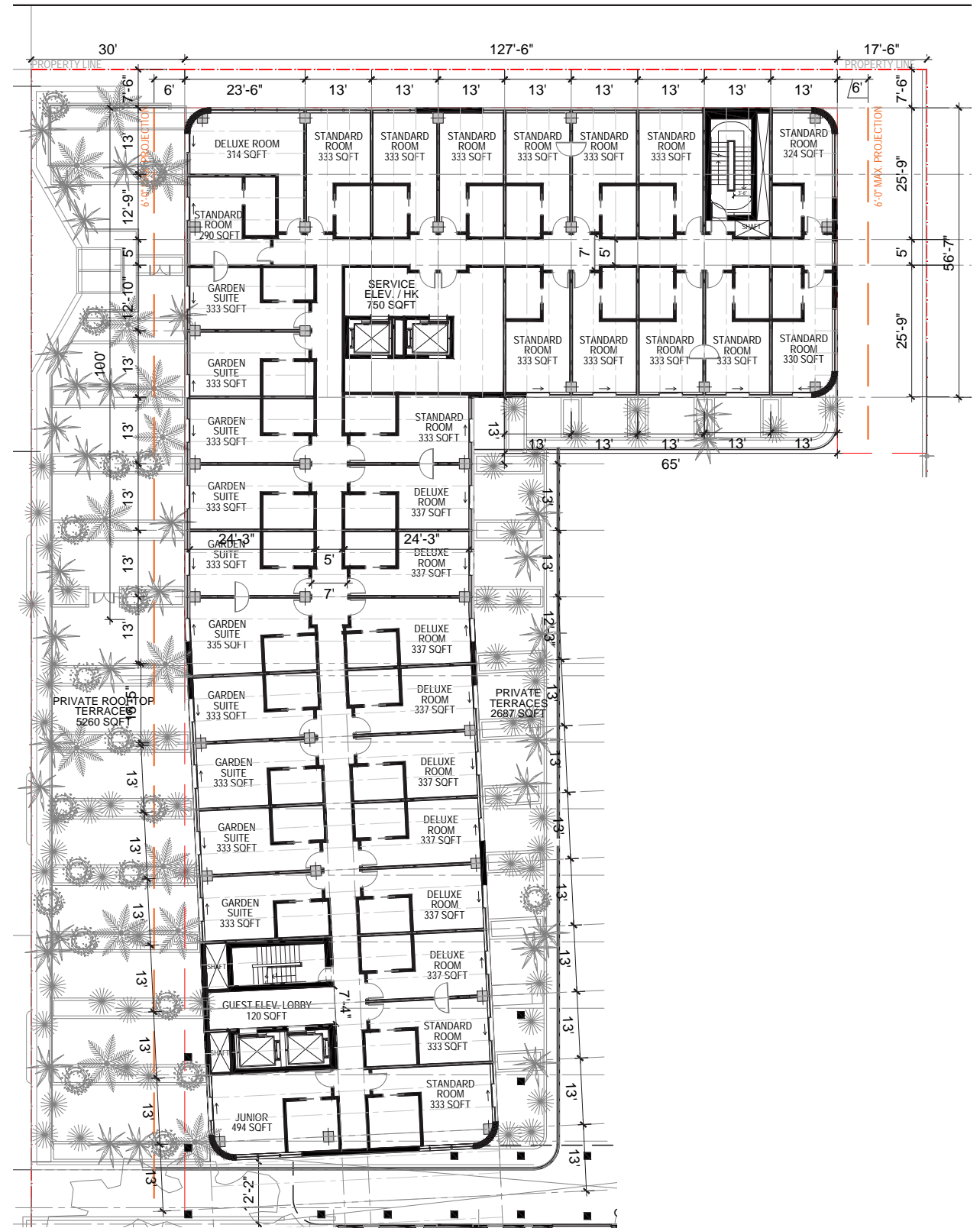
## Preserving the Design Intent of the Washington Frontage

1515-1509 WASHINGTON AVENUE, MIAMI BEACH





LEVEL 01: PROPOSED PLAN



LEVEL 02: PROPOSED PLAN





LEVEL 03: PROPOSED PLAN



LEVEL 04: PROPOSED PLAN



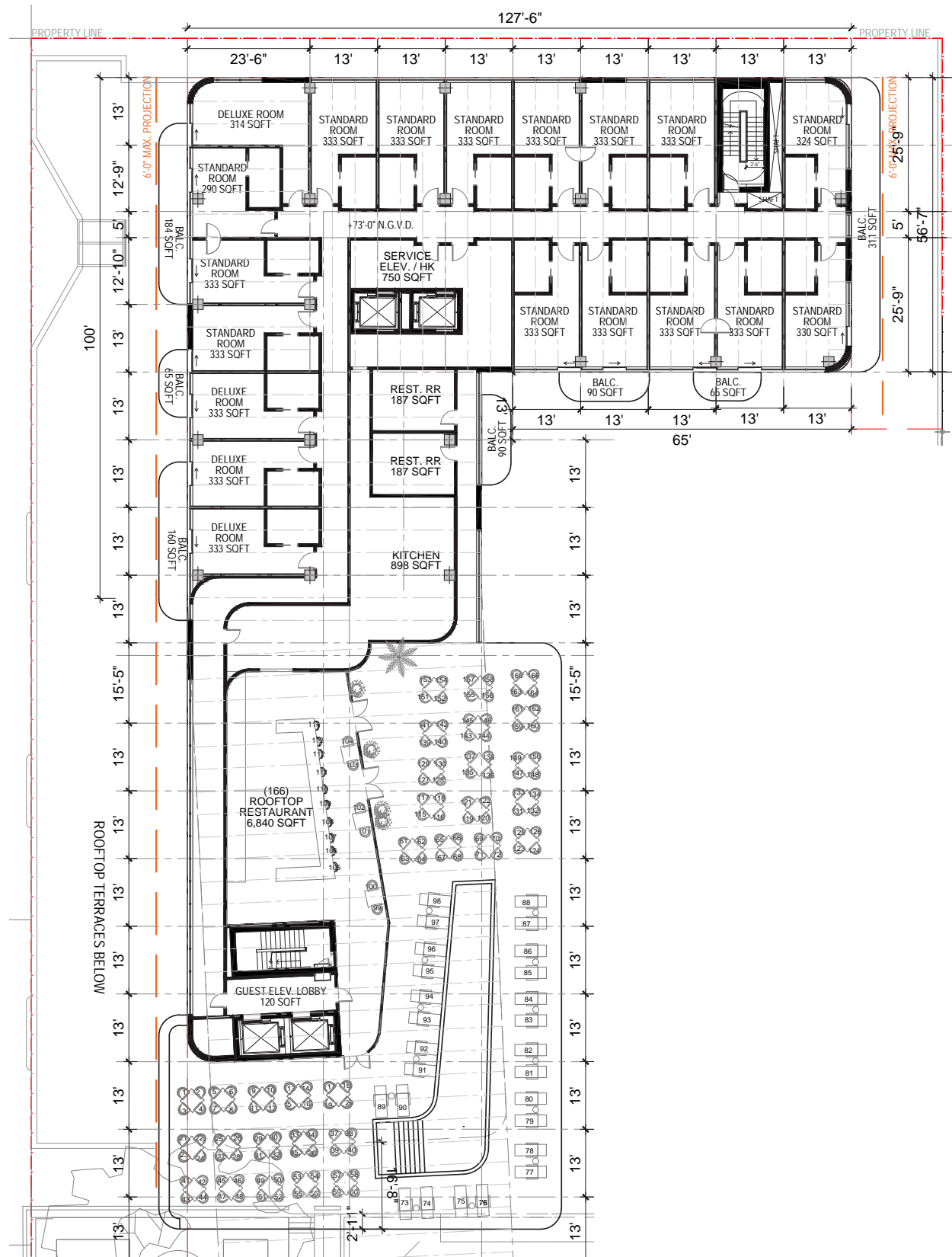


LEVEL 05: PROPOSED PLAN

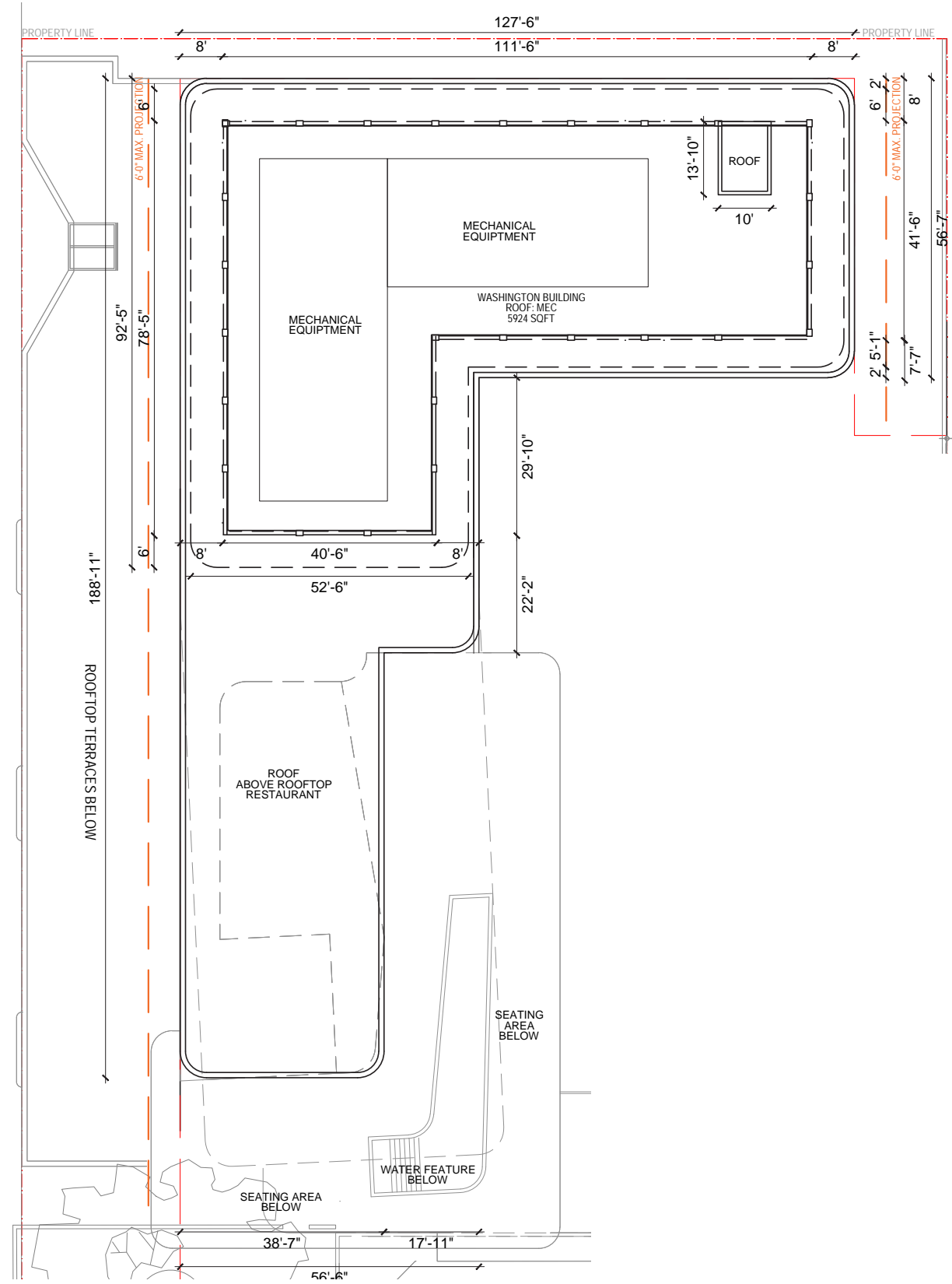


LEVEL 06: PROPOSED PLAN





LEVEL 07: PROPOSED PLAN



LEVEL 08: PROPOSED PLAN





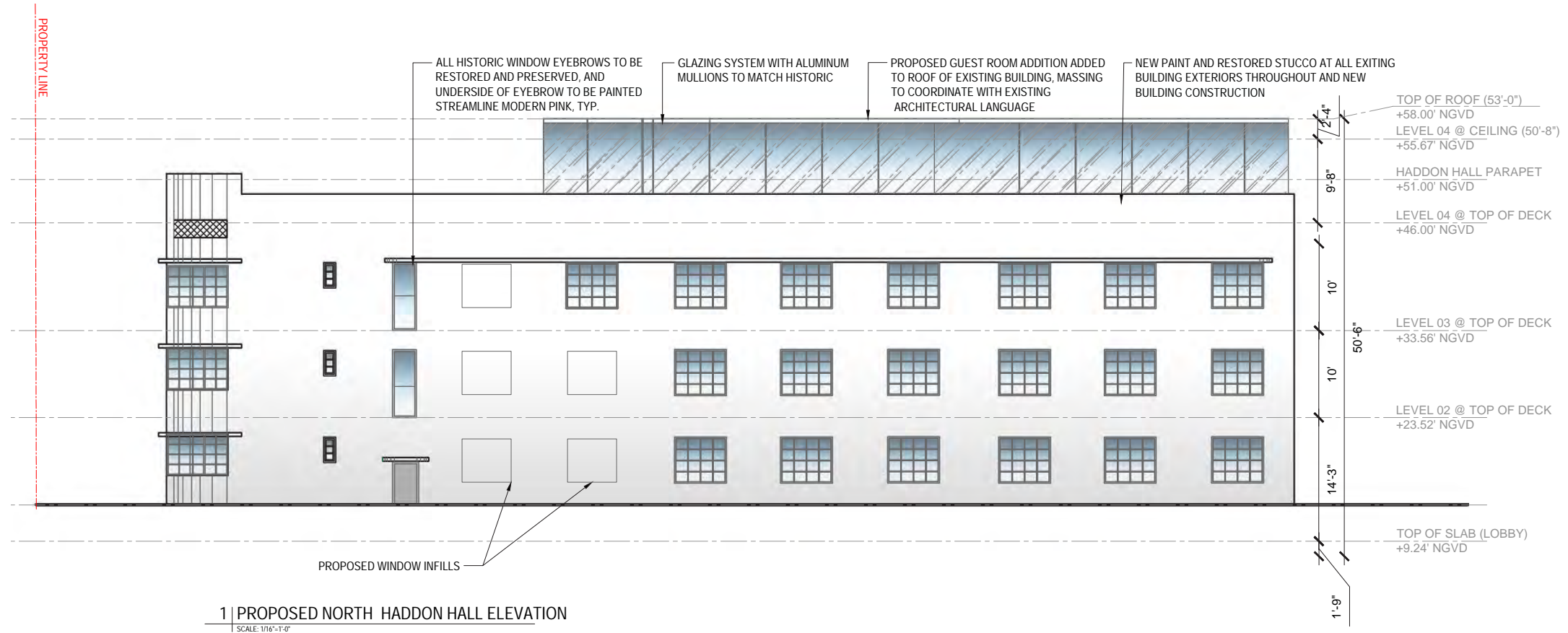
FUTURE C.O.R. CONDITIONS



CURRENT C.O.R. CONDITIONS

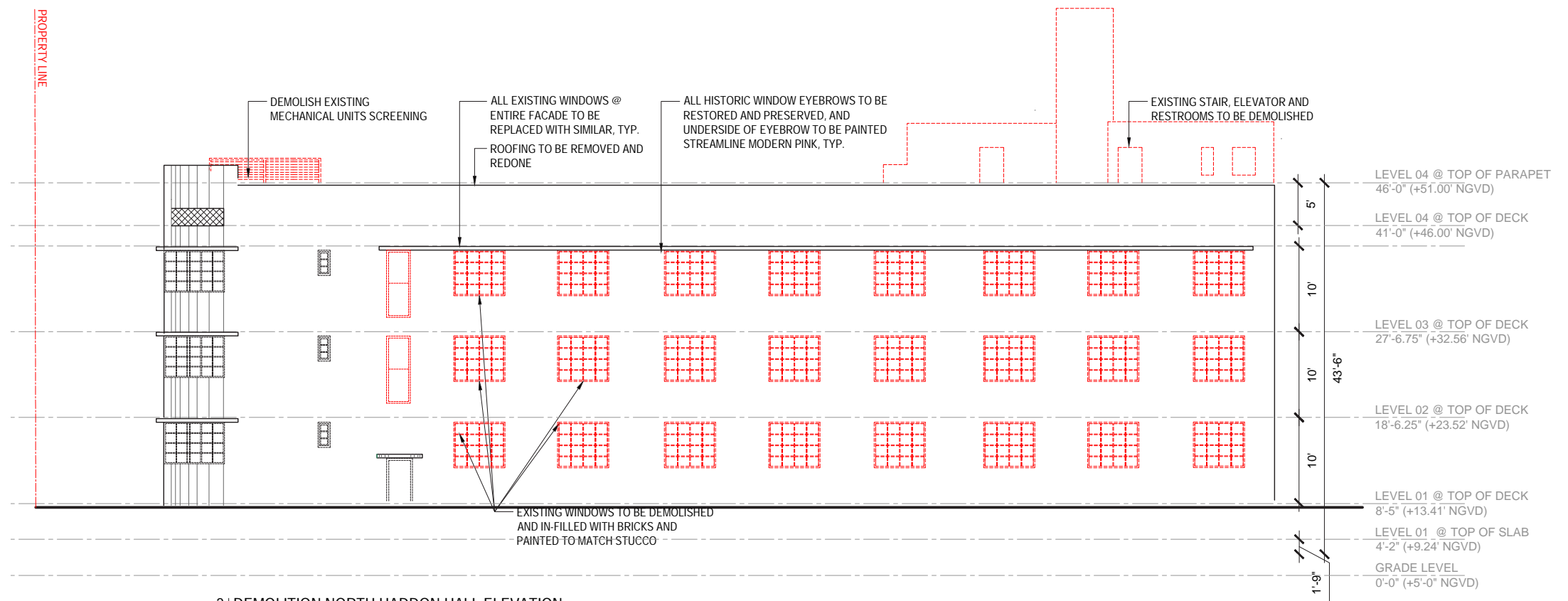


ADDENDUM



1 | PROPOSED NORTH HADDON HALL ELEVATION  
SCALE: 1/16" = 1'-0"

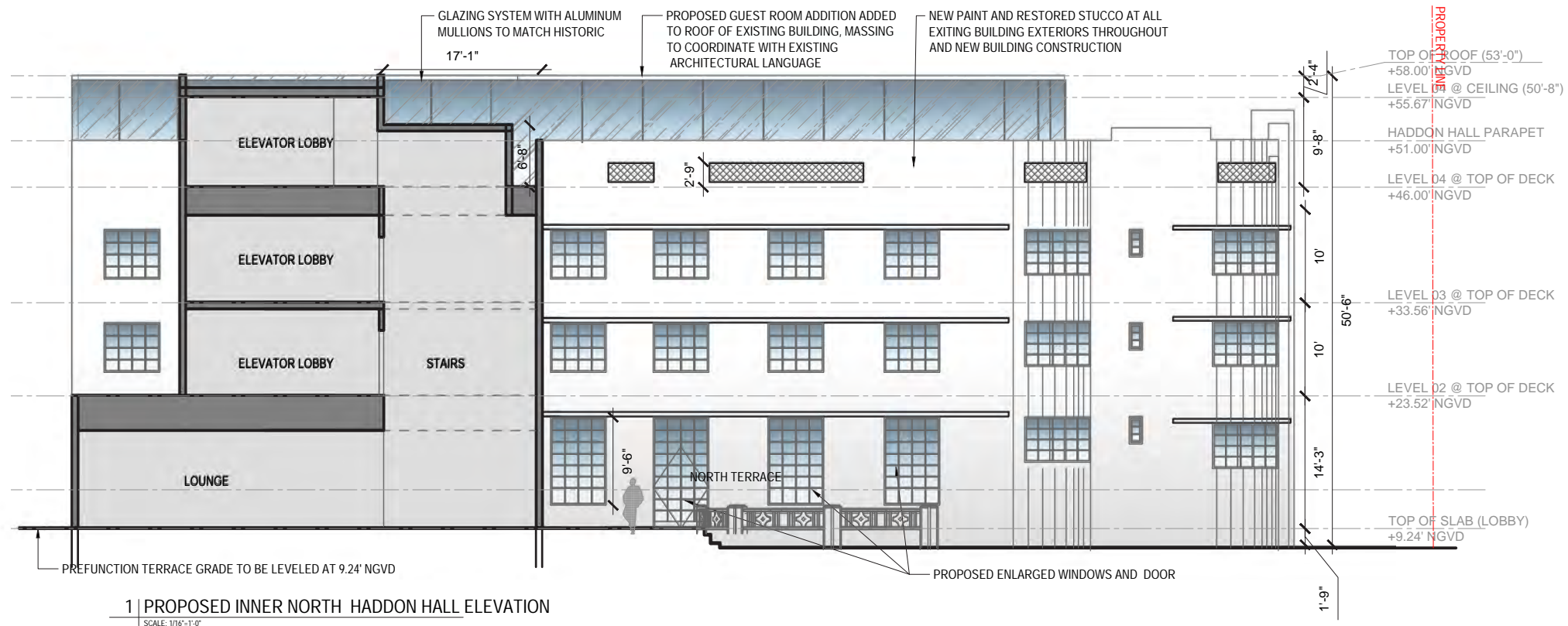
PROPOSED



2 | DEMOLITION NORTH HADDON HALL ELEVATION  
SCALE: 1/16" = 1'-0"

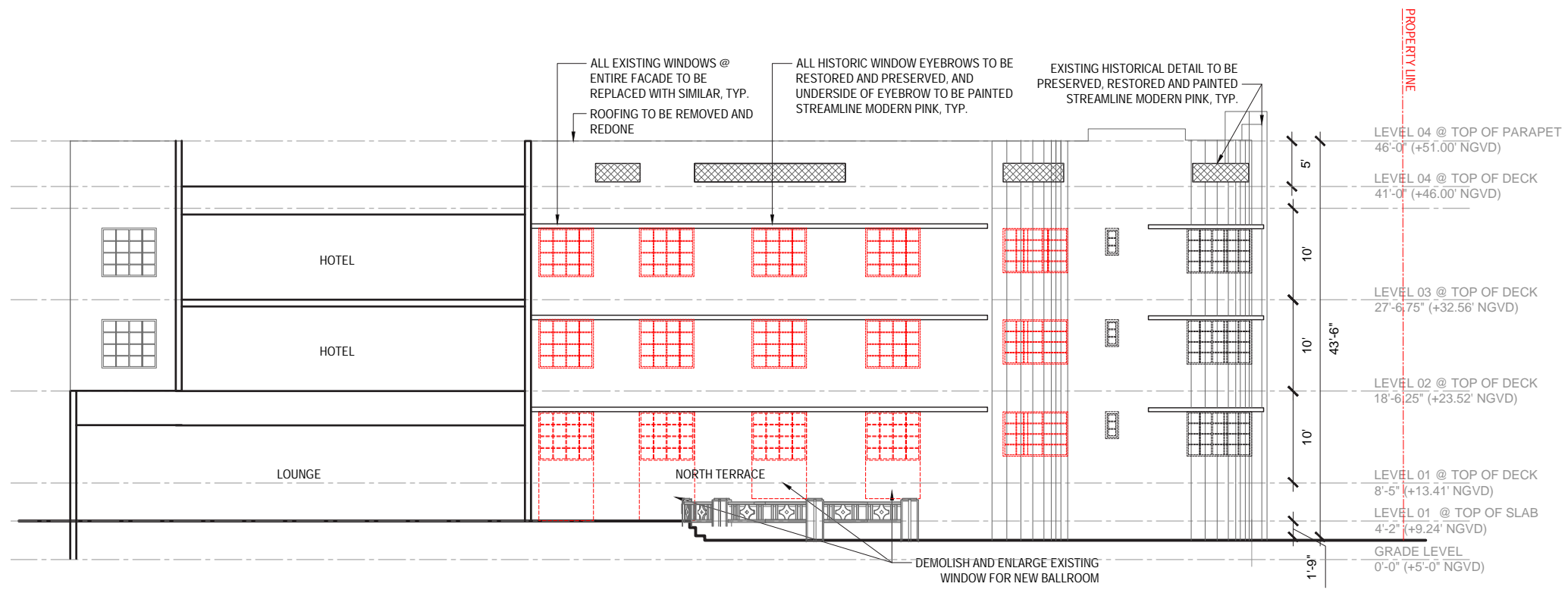
DEMOLITION

HADDON HALL NORTH FACADE ELEVATION  
SCALE: 1/16" = 1'-0"



1 | PROPOSED INNER NORTH HADDON HALL ELEVATION  
SCALE: 1/16" = 1'-0"

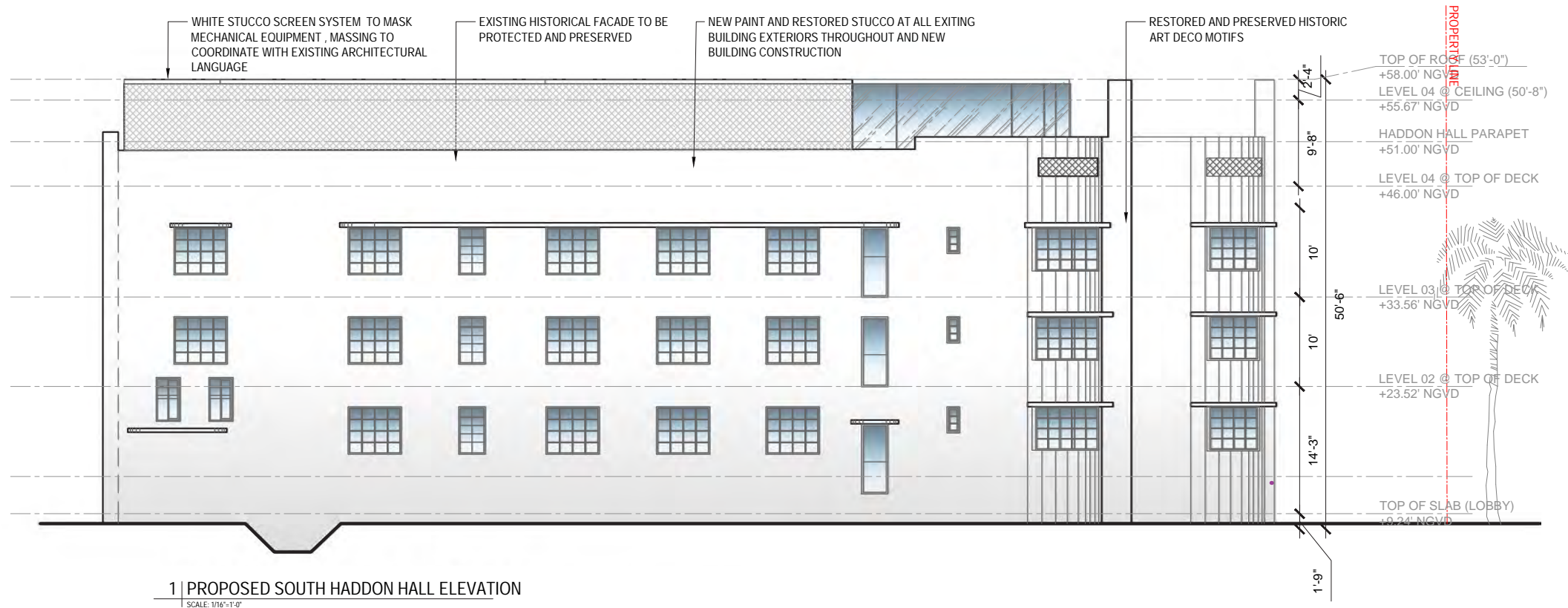
PROPOSED



2 | DEMOLITION INNER NORTH HADDON HALL ELEVATION  
SCALE: 1/16" = 1'-0"

DEMOLITION

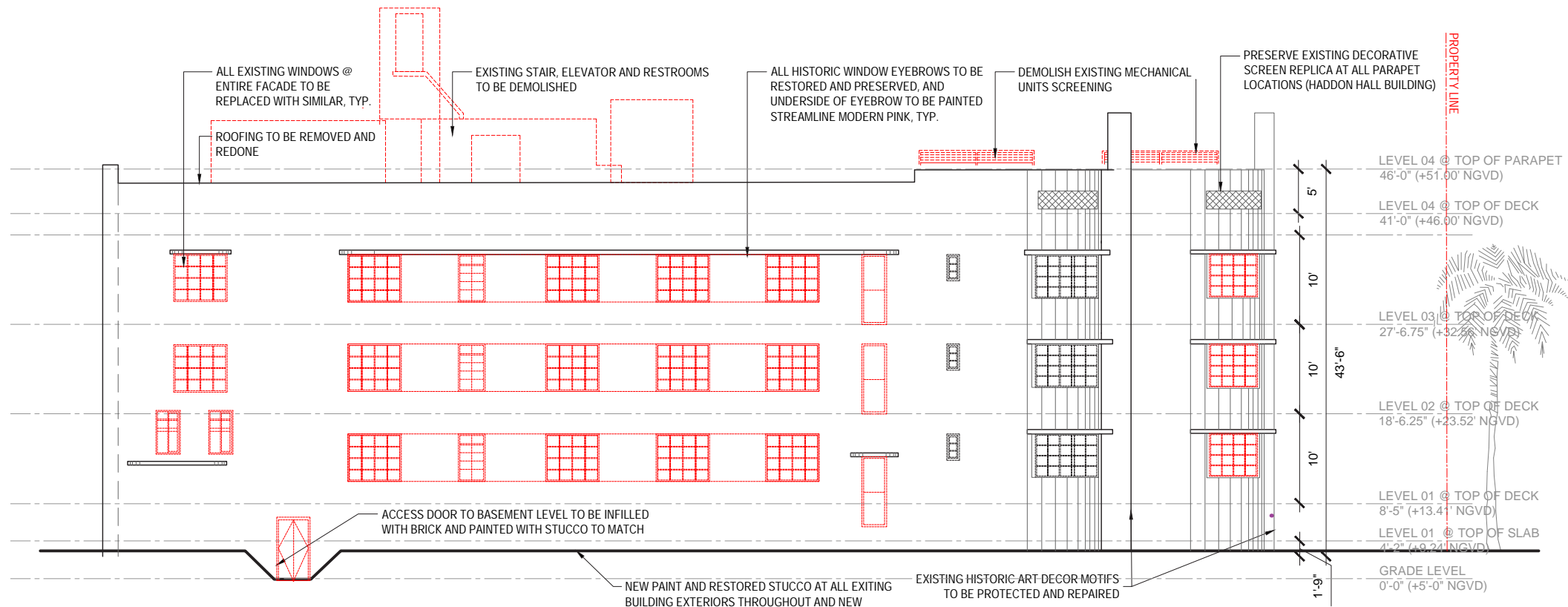
HADDON HALL NORTH TERRACE ELEVATION  
SCALE: 1/16" = 1'-0"



1 | PROPOSED SOUTH HADDON HALL ELEVATION

SCALE: 1/16"=1'-0"

PROPOSED



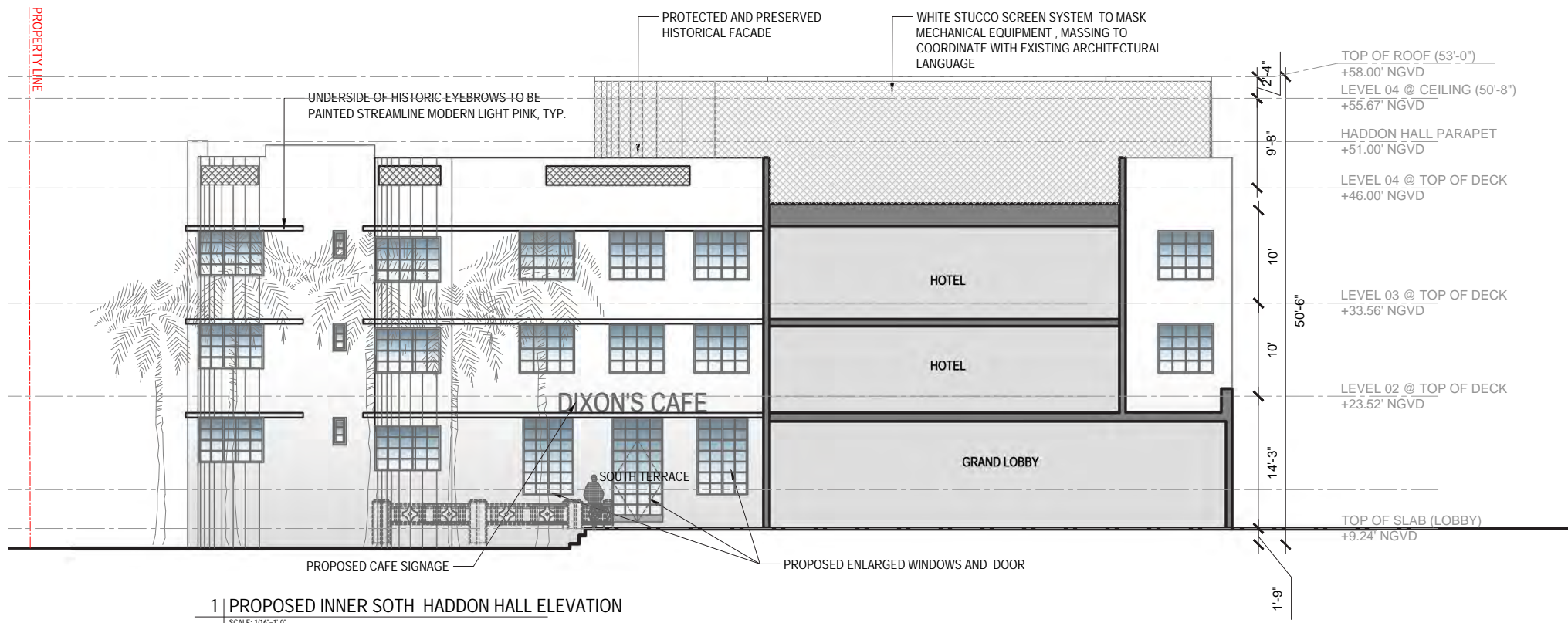
2 | DEMOLITION SOUTH HADDON HALL ELEVATION

SCALE: 1/16"=1'-0"

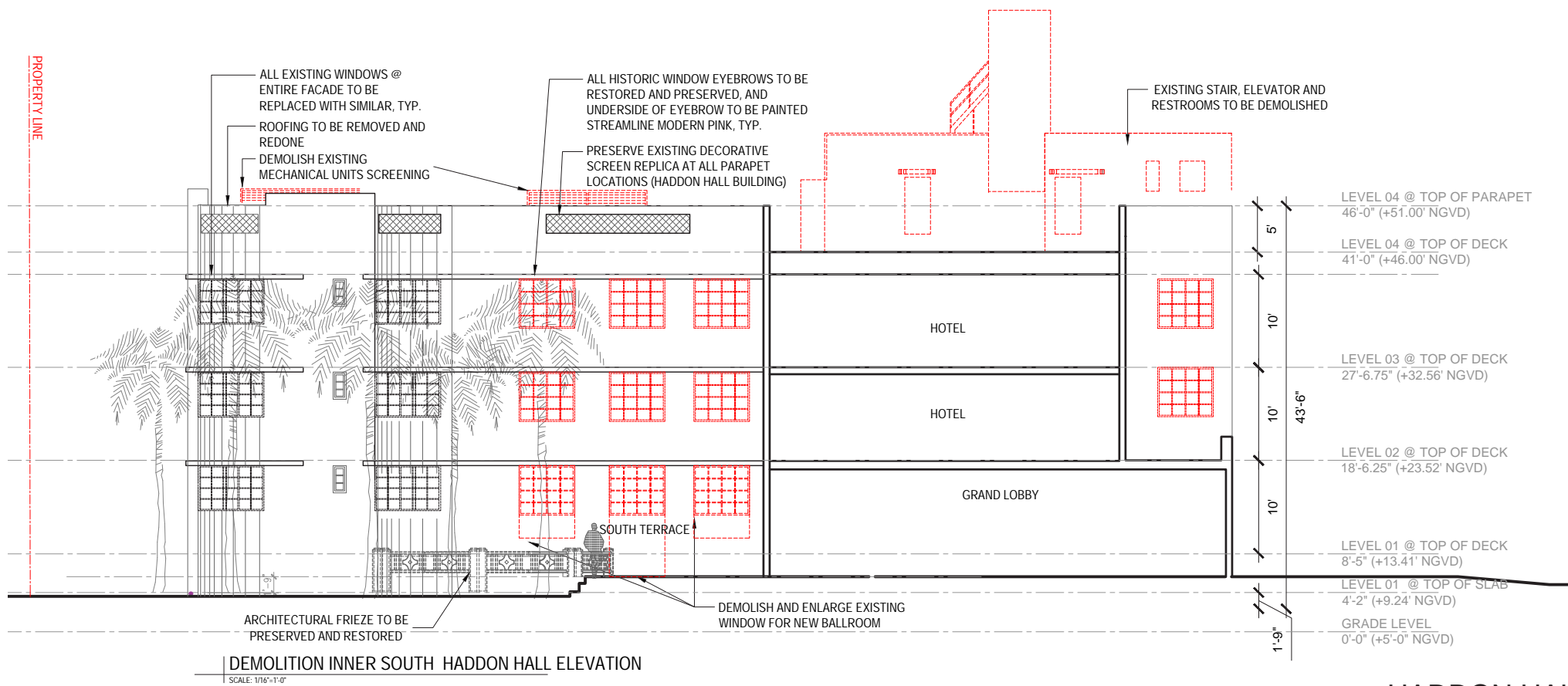
DEMOLITION

HADDON HALL SOUTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"



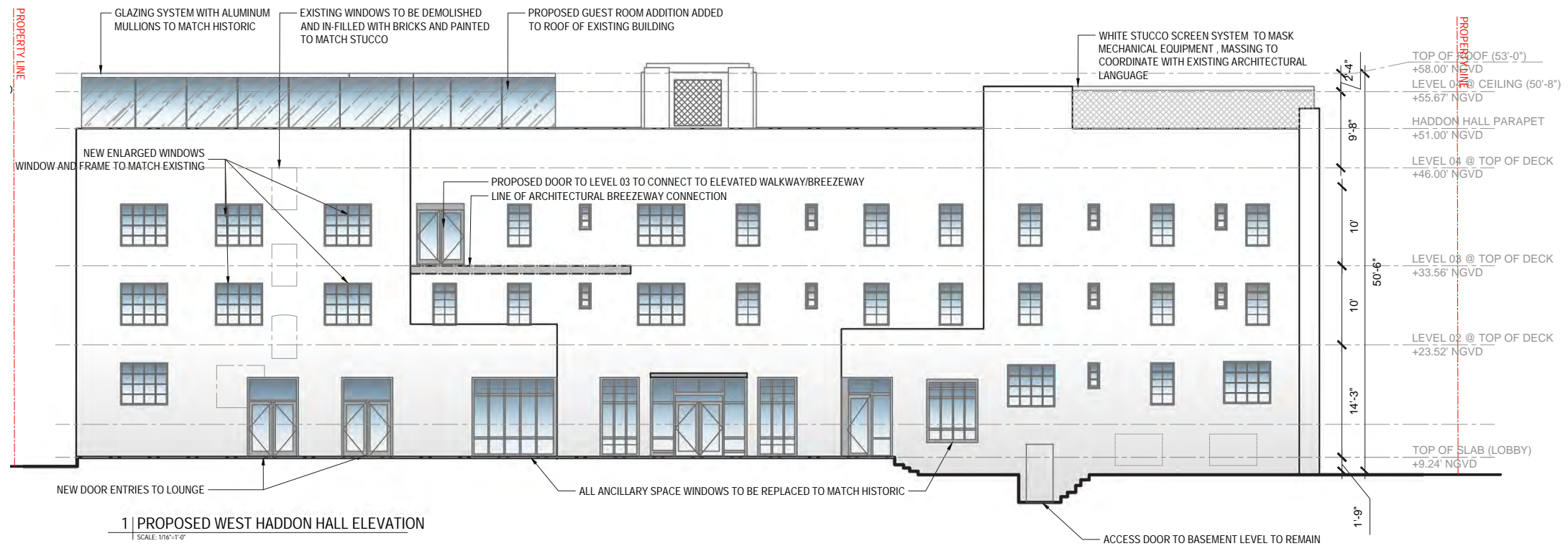
PROPOSED



DEMOLITION

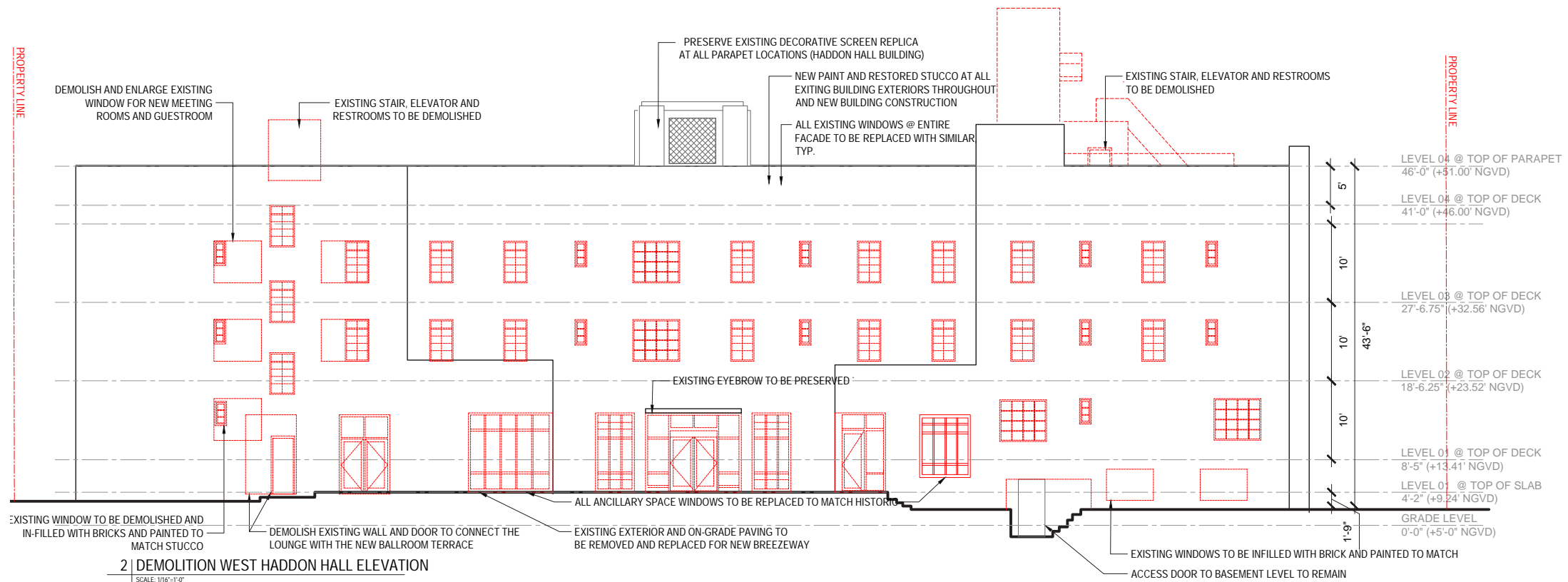
HADDON HALL SOUTH TERRACE ELEVATION

SCALE: 1/16" = 1'-0"



1 | PROPOSED WEST HADDON HALL ELEVATION  
SCALE: 1/16" = 1'-0"

PROPOSED

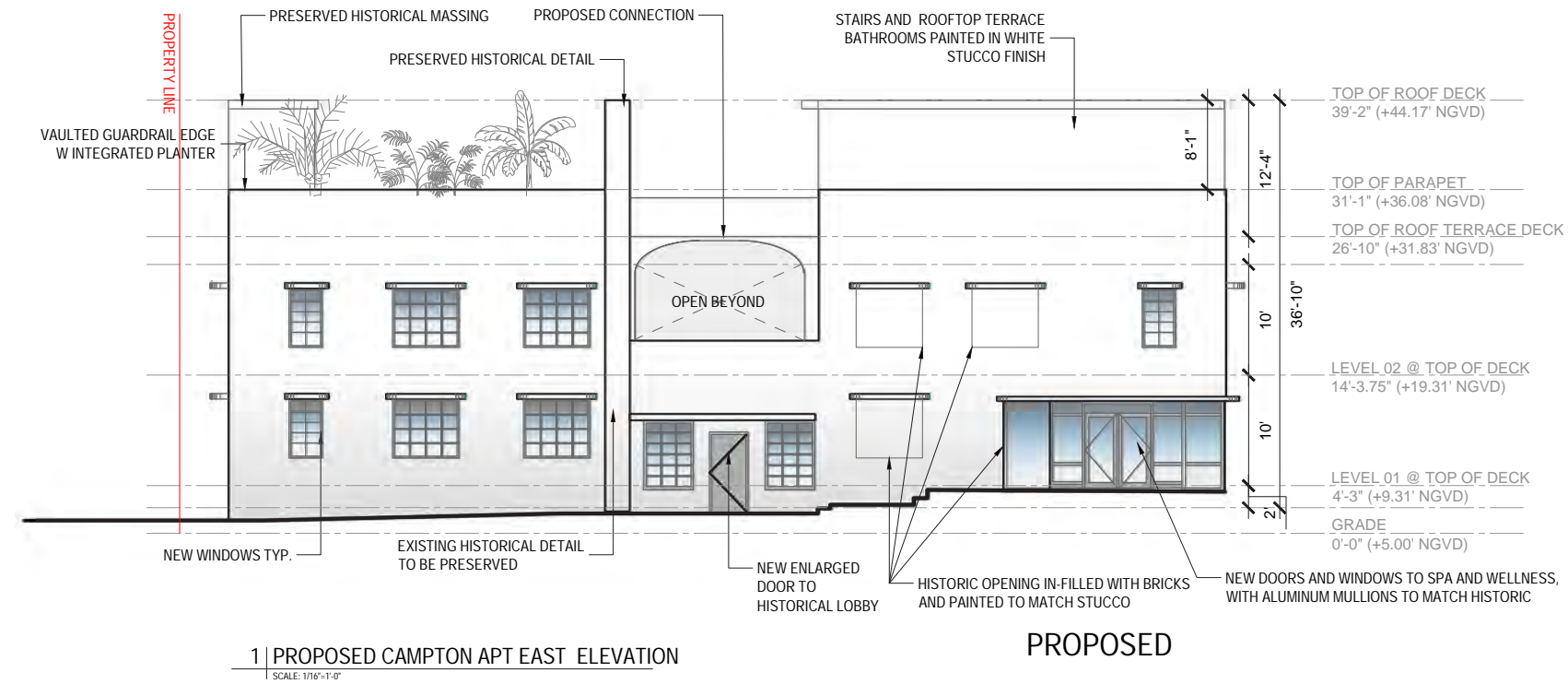


2 | DEMOLITION WEST HADDON HALL ELEVATION  
SCALE: 1/16" = 1'-0"

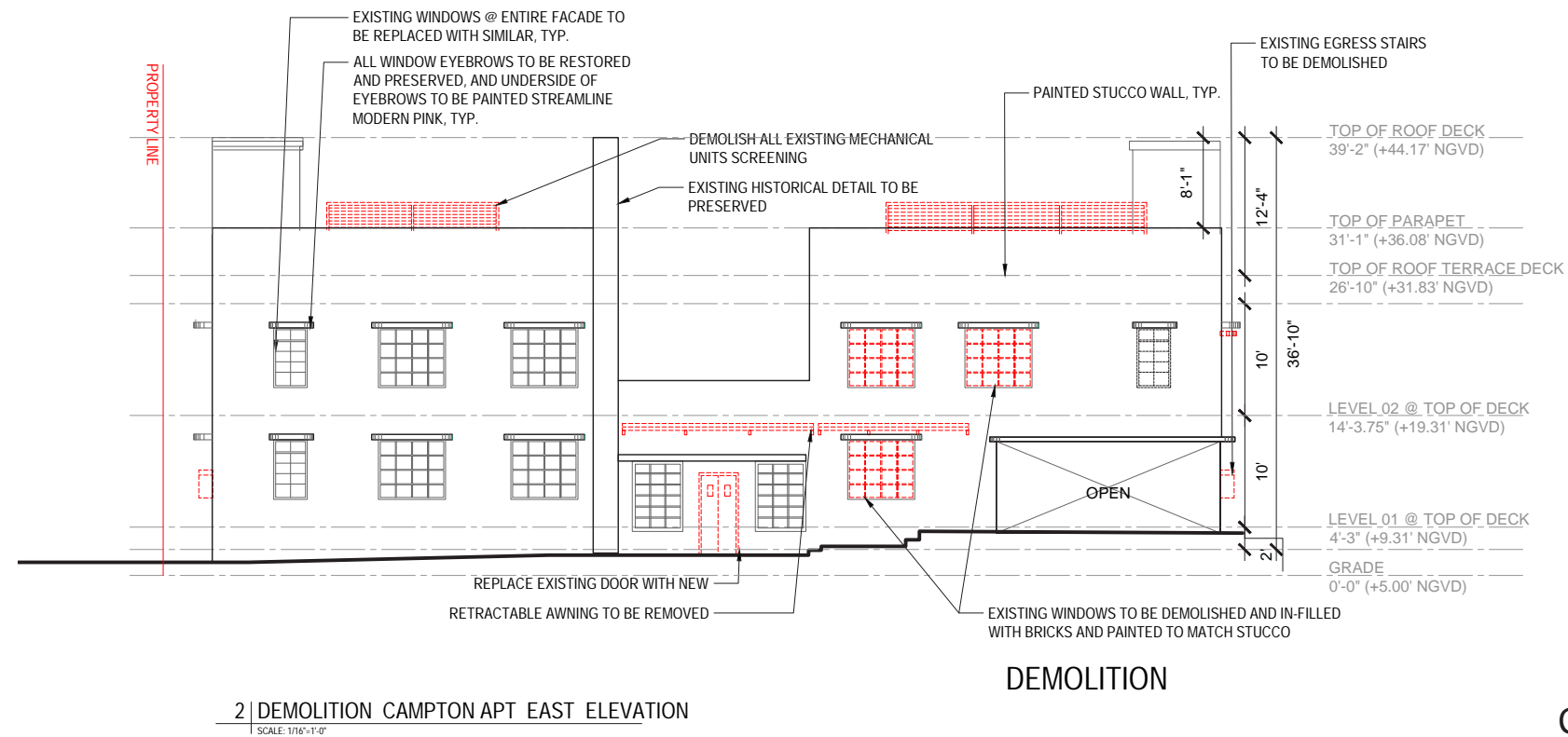
DEMOLITION

HADDON HALL WEST FACADE ELEVATION

SCALE: 1/16" = 1'-0"



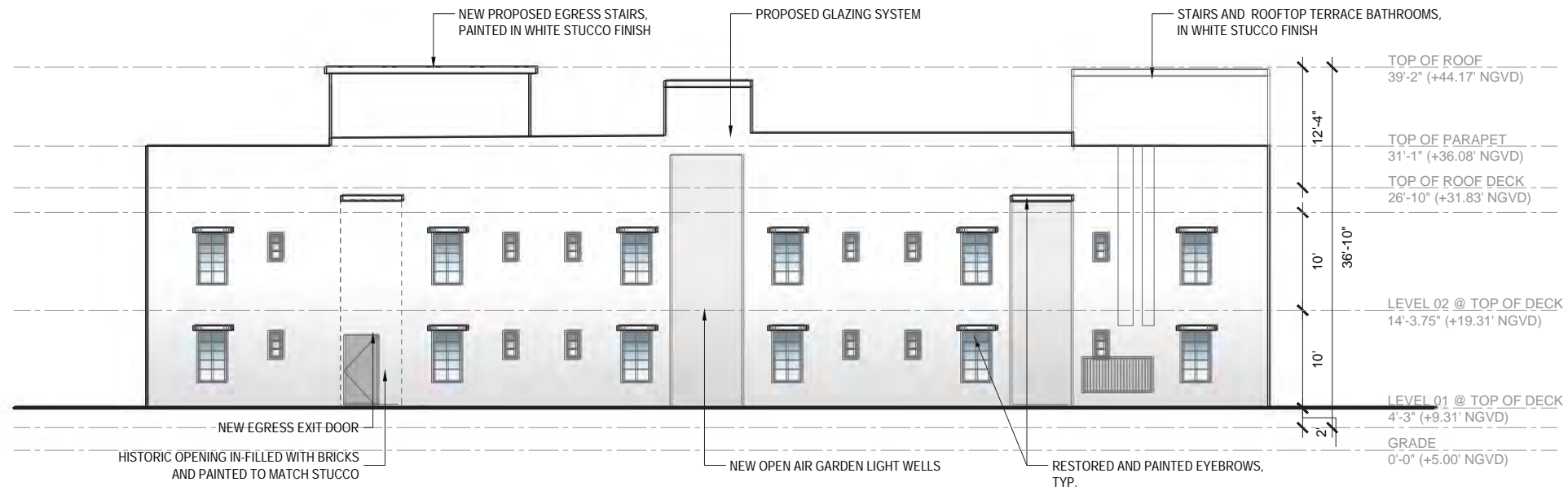
PROPOSED



DEMOLITION

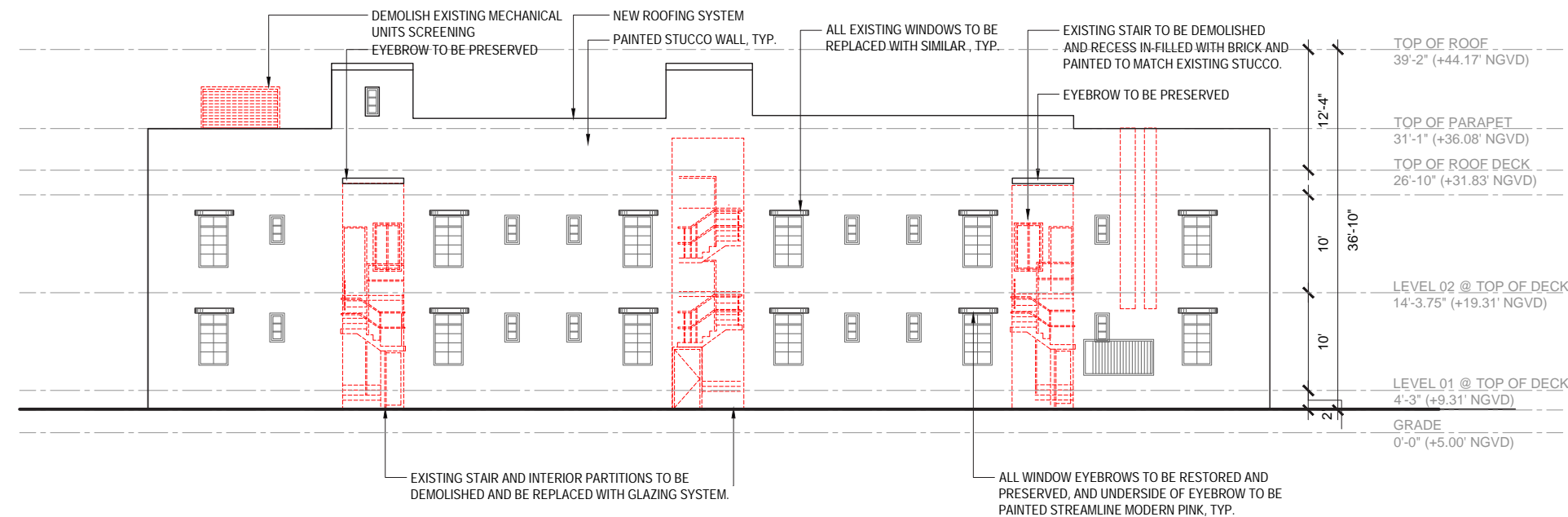
CAMPTON APT. EAST FACADE ELEVATION

SCALE: 1/16" = 1'-0"



1 | PROPOSED CAMPTON APT SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"

PROPOSED

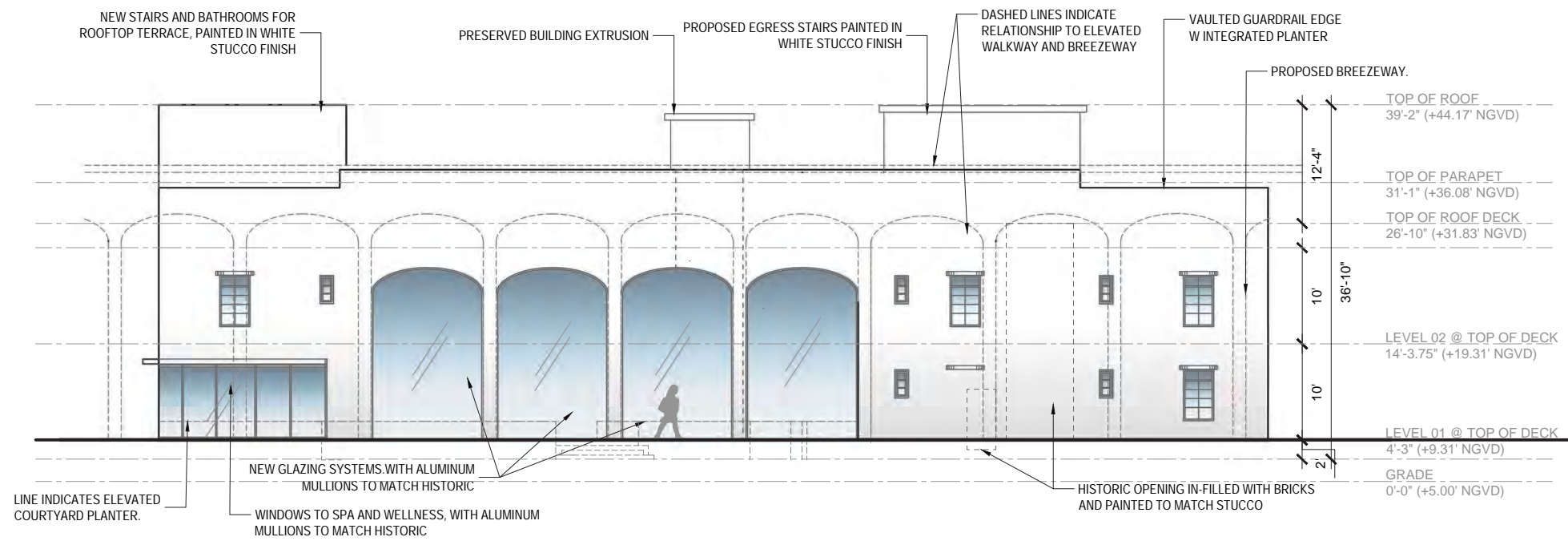


2 | DEMOLITION CAMPTON APT SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"

DEMOLITION

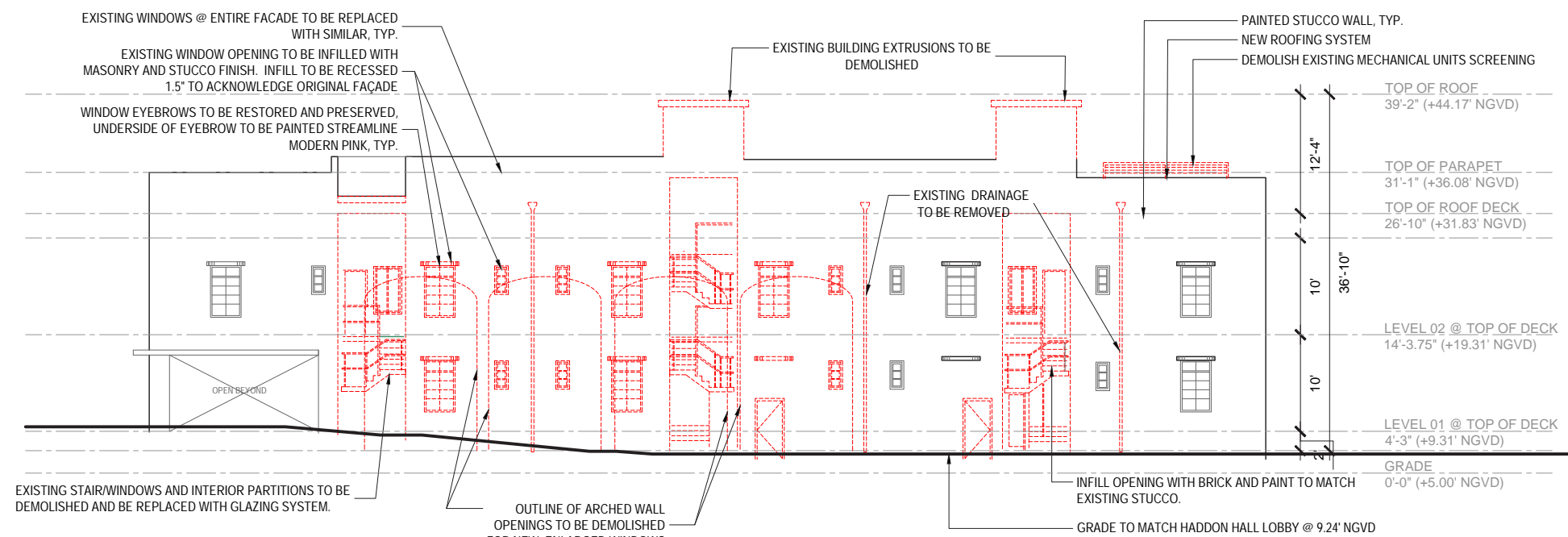
CAMPTON APT. SOUTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"



1 | PROPOSED CAMPTON APT NORTH ELEVATION  
SCALE: 1/16"=1'-0"

PROPOSED



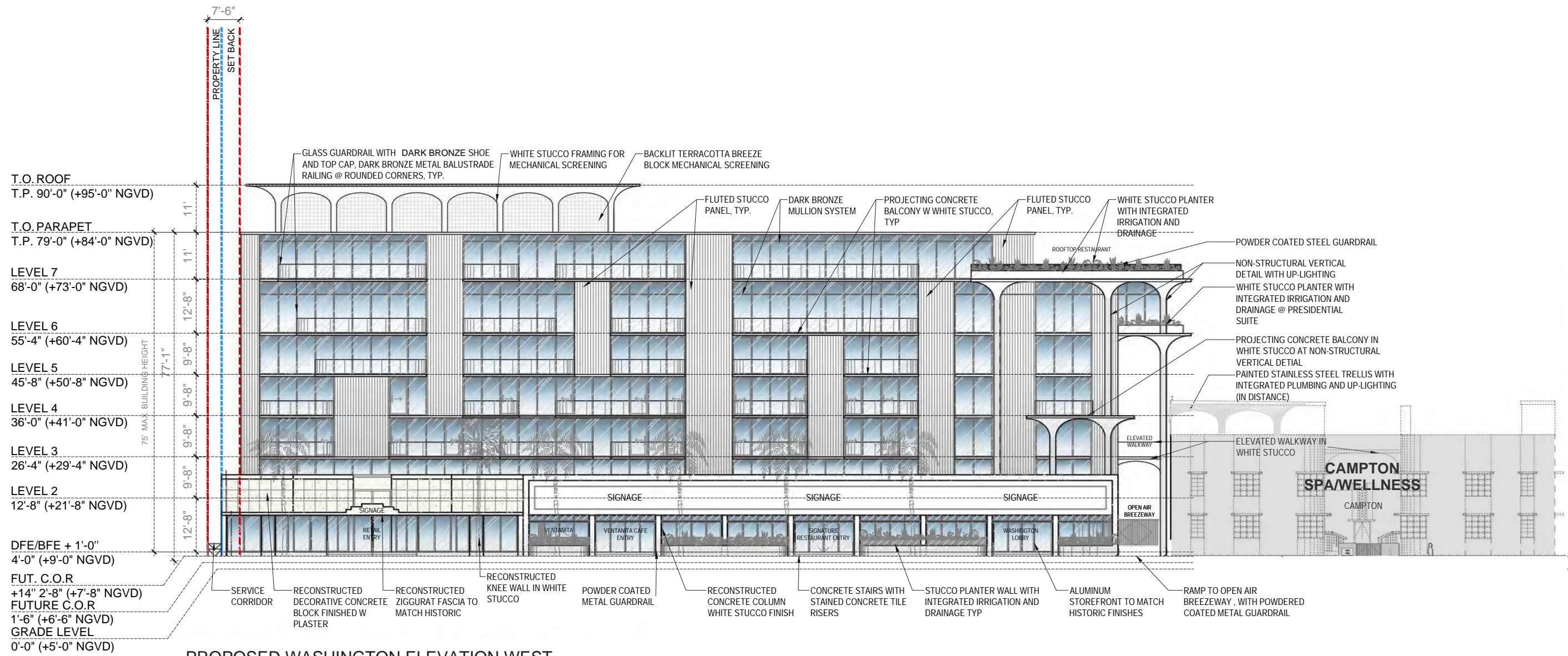
2 | DEMOLITION CAMPTON APT NORTH ELEVATION  
SCALE: 1/16"=1'-0"

DEMOLITION

CAMPTON APT. NORTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"



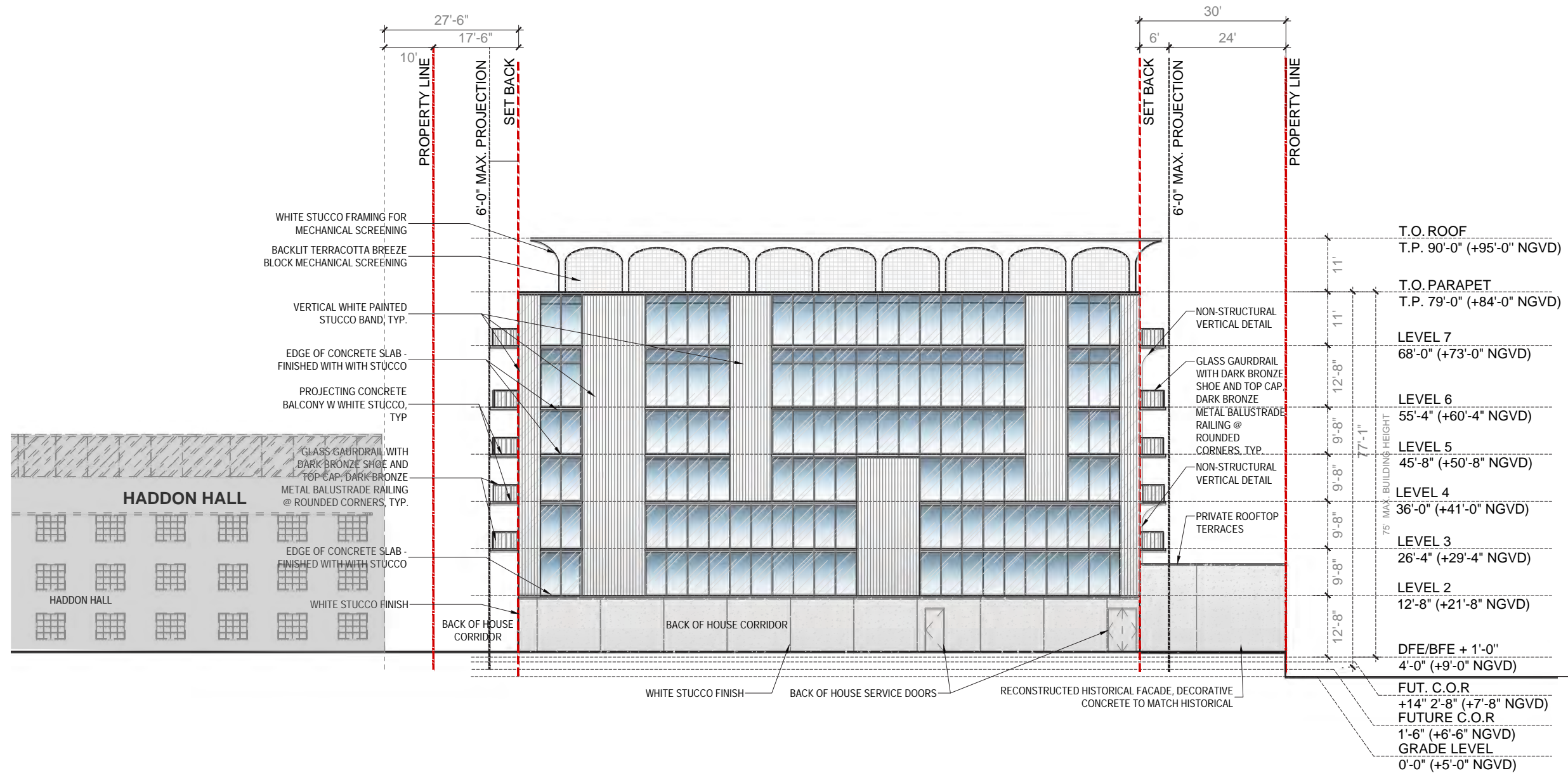


**PROPOSED WASHINGTON ELEVATION WEST**

SCALE: 1 / 25"=1'-0"

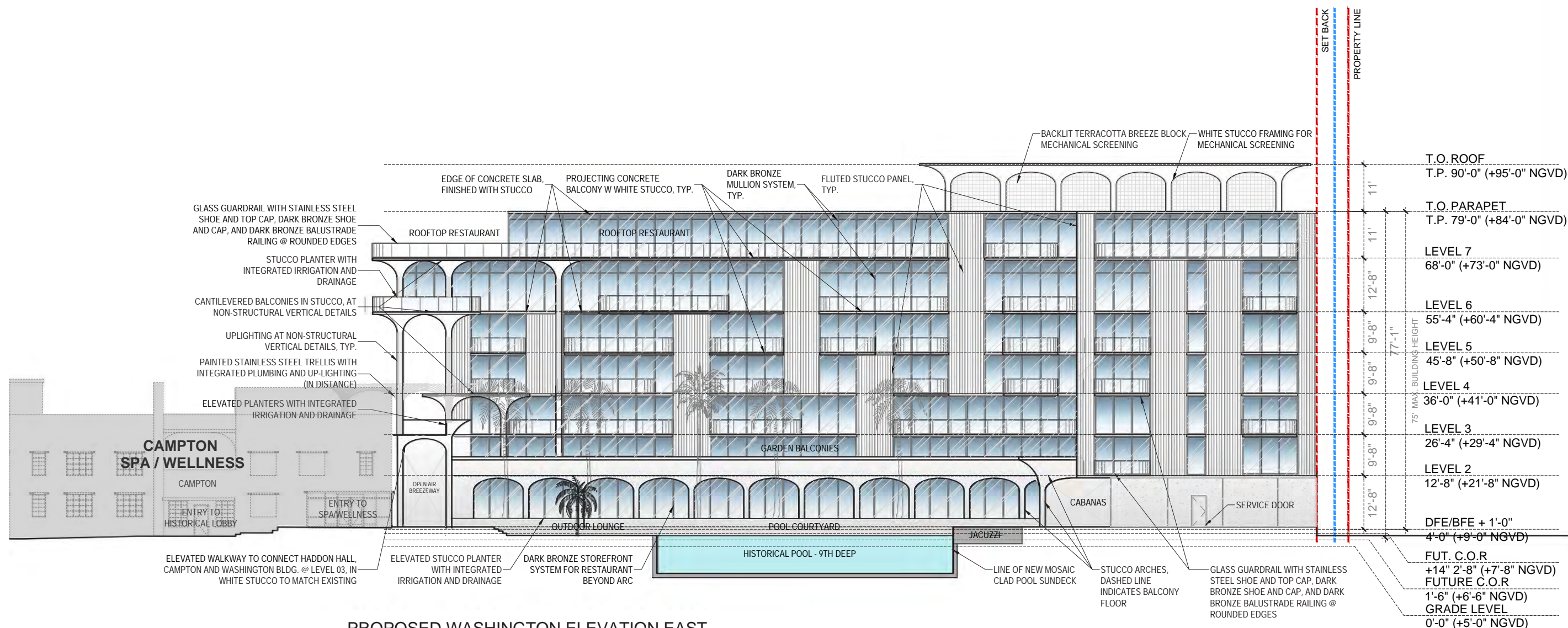
**WASHINGTON WEST FACADE ELEVATION (FUTURE COR)**

SCALE: 1/16" = 1'-0"

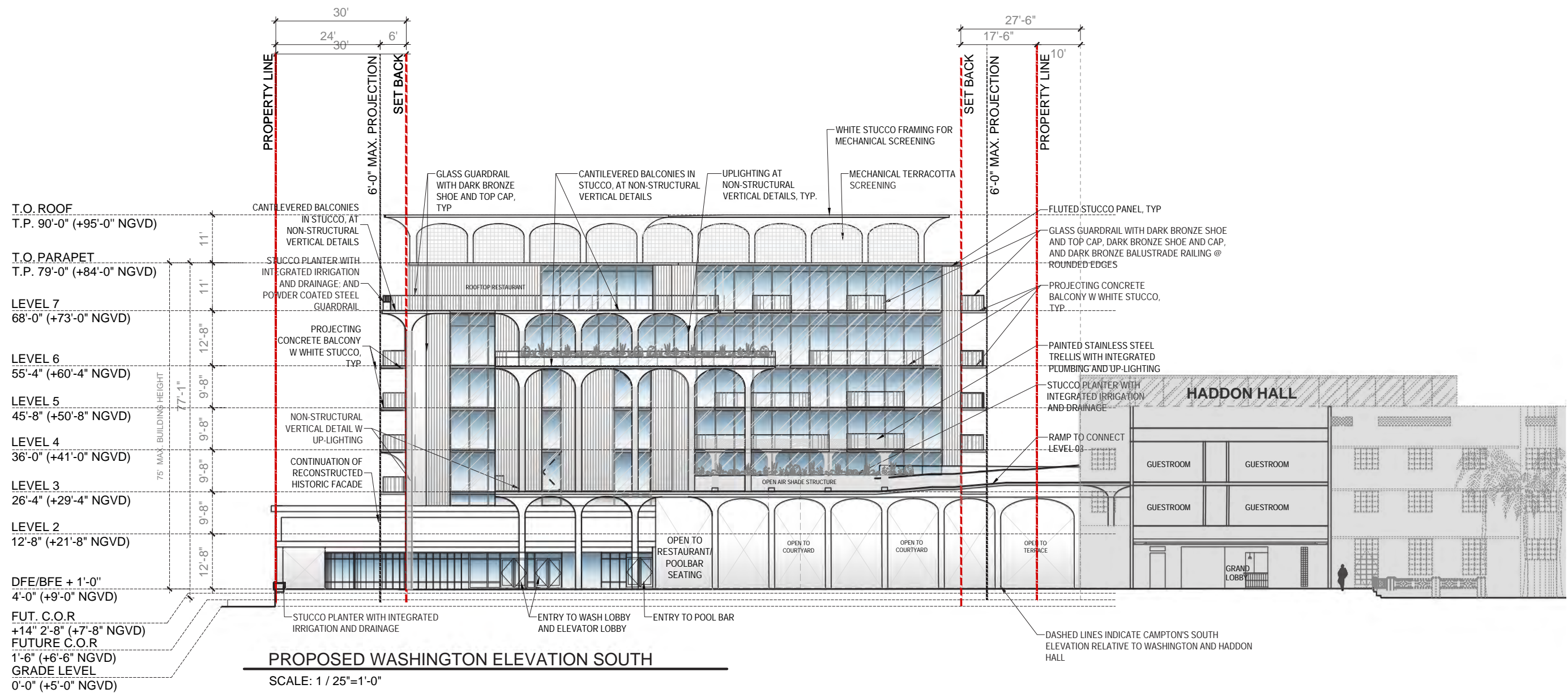


WASHINGTON NORTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"

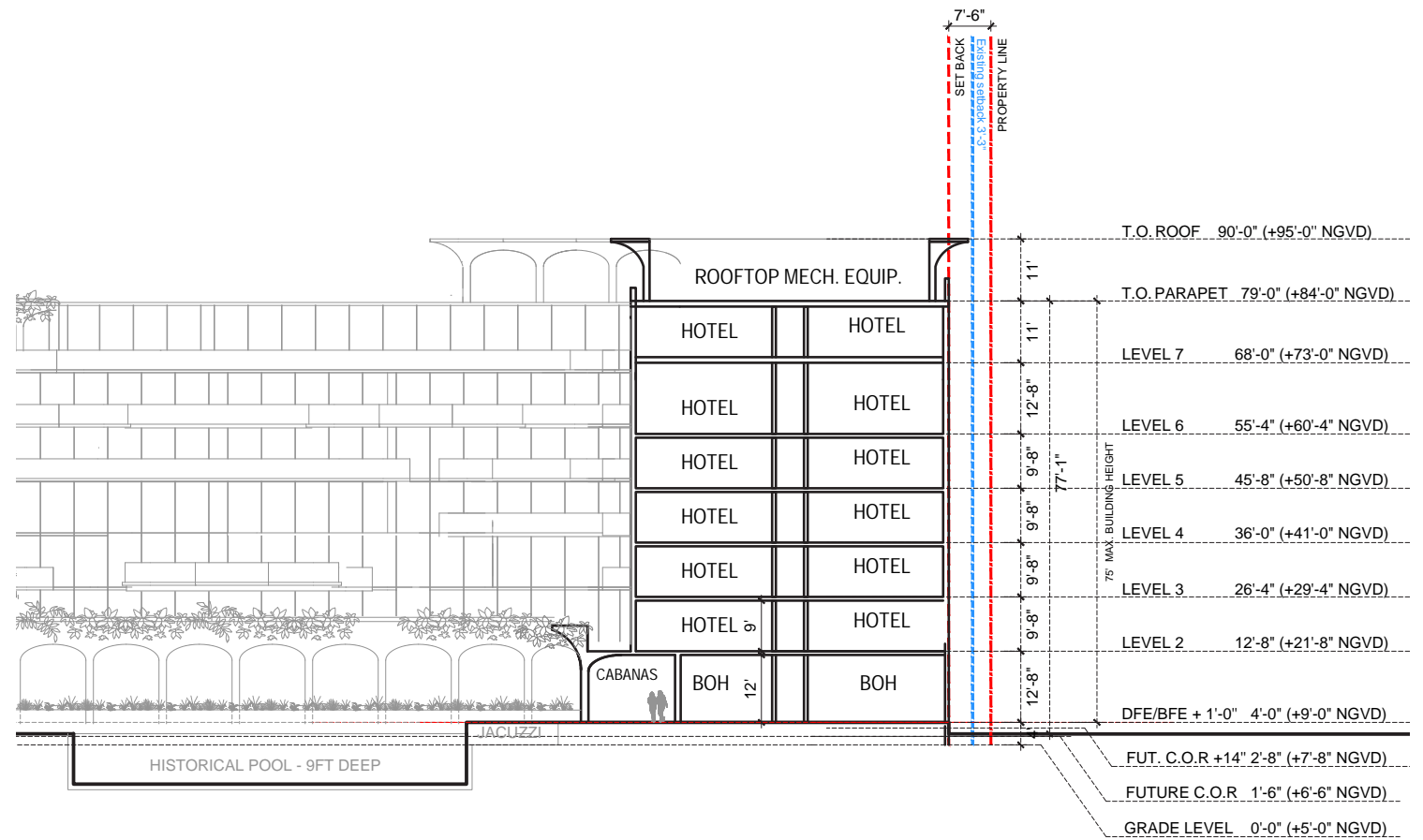
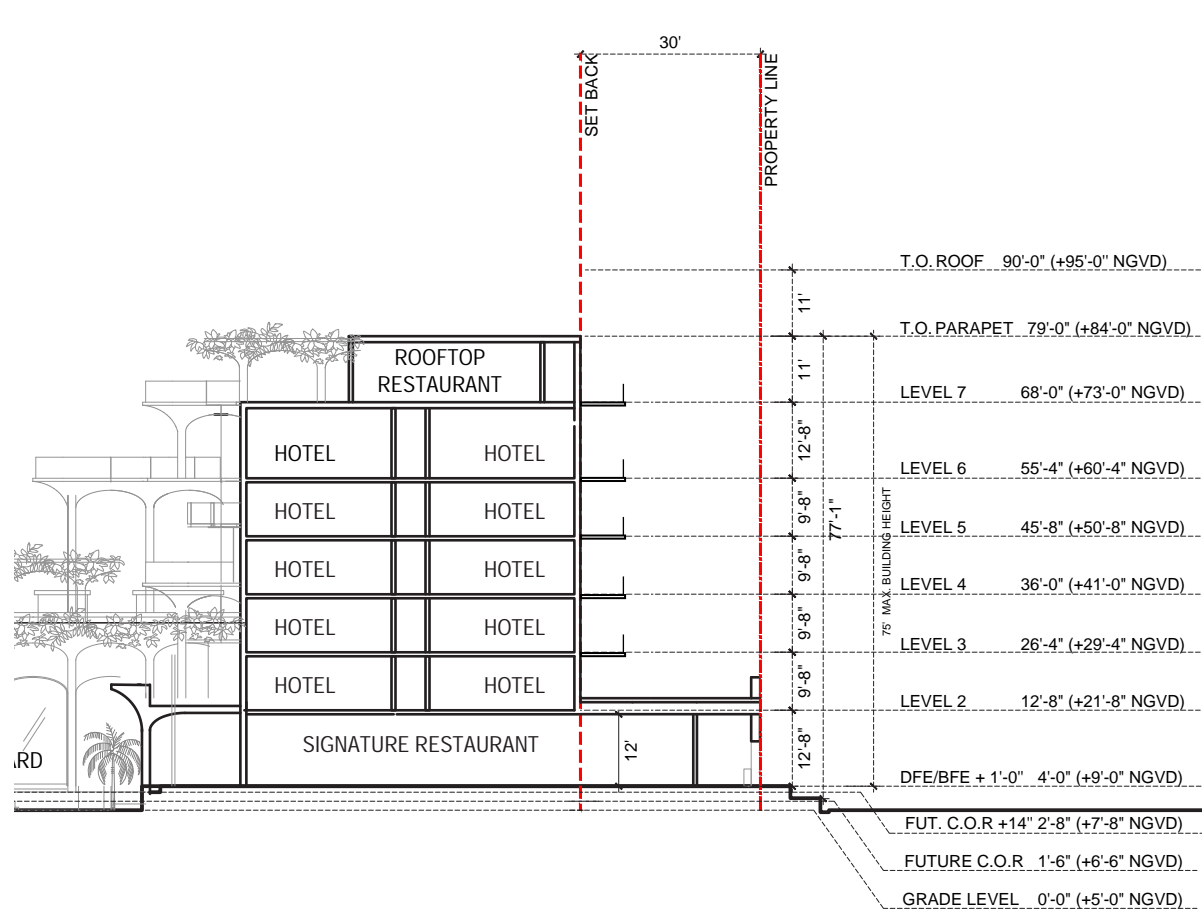


WASHINGTON EAST FACADE ELEVATION  
SCALE: 1/16" = 1'-0"

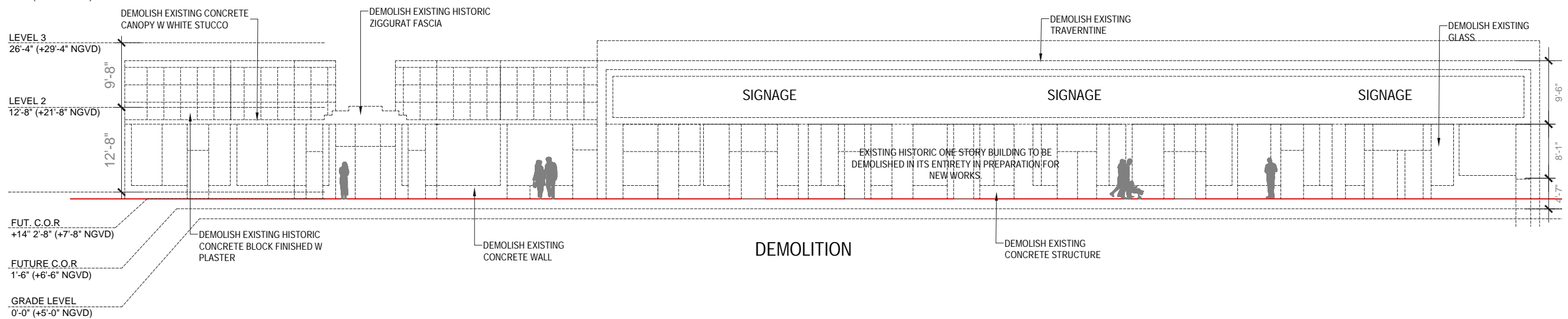
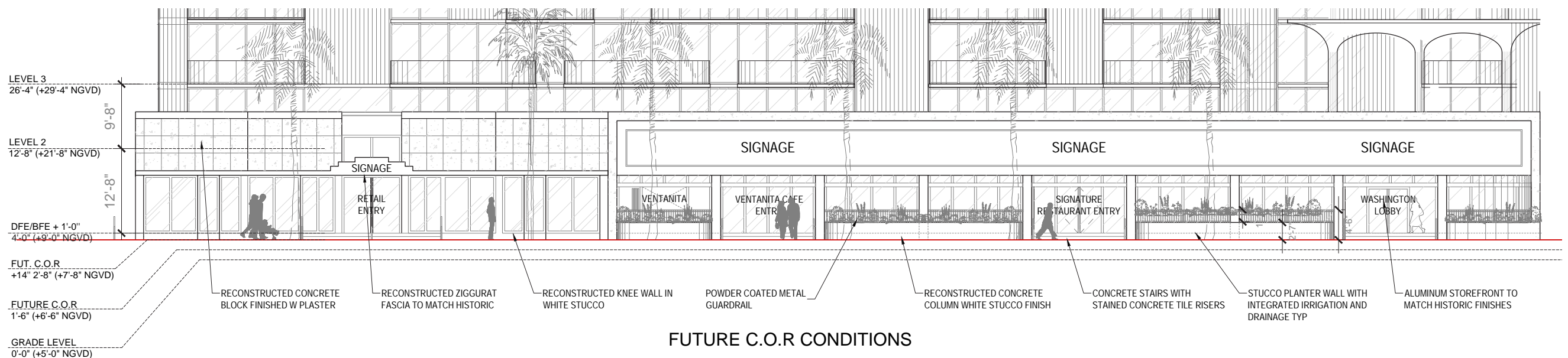
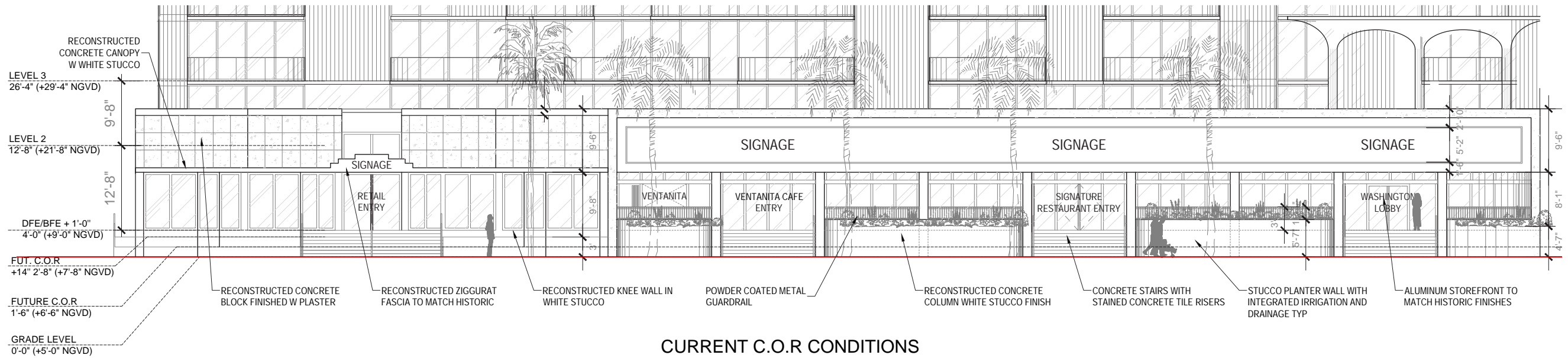


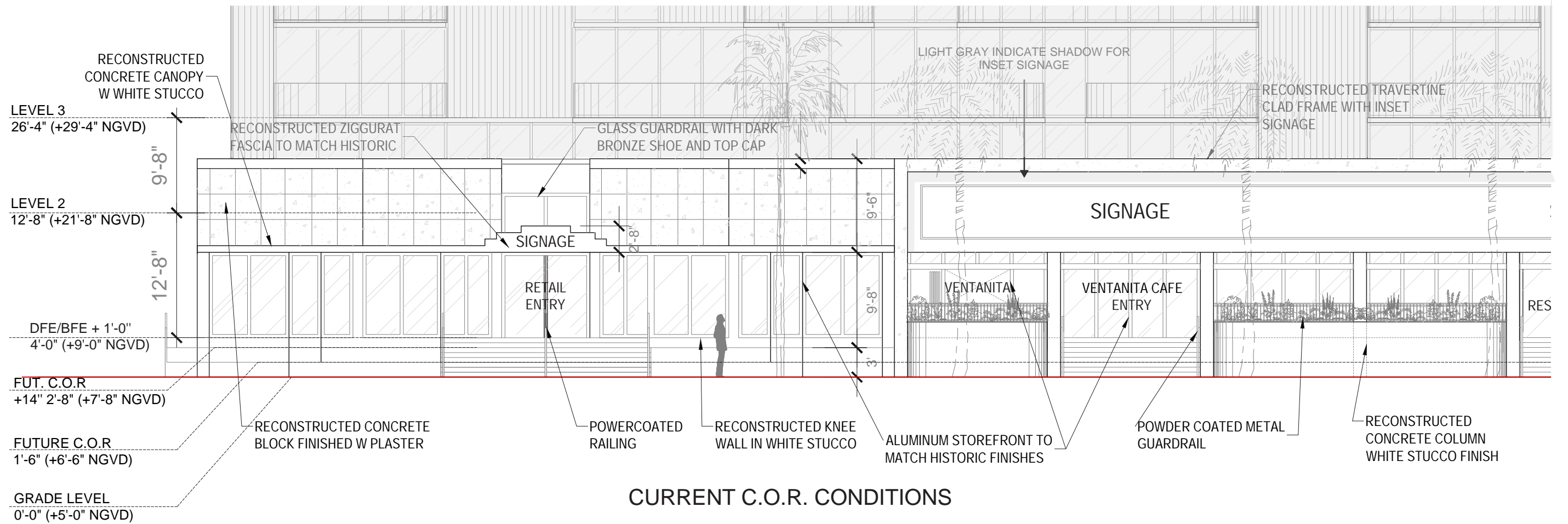
WASHINGTON SOUTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"



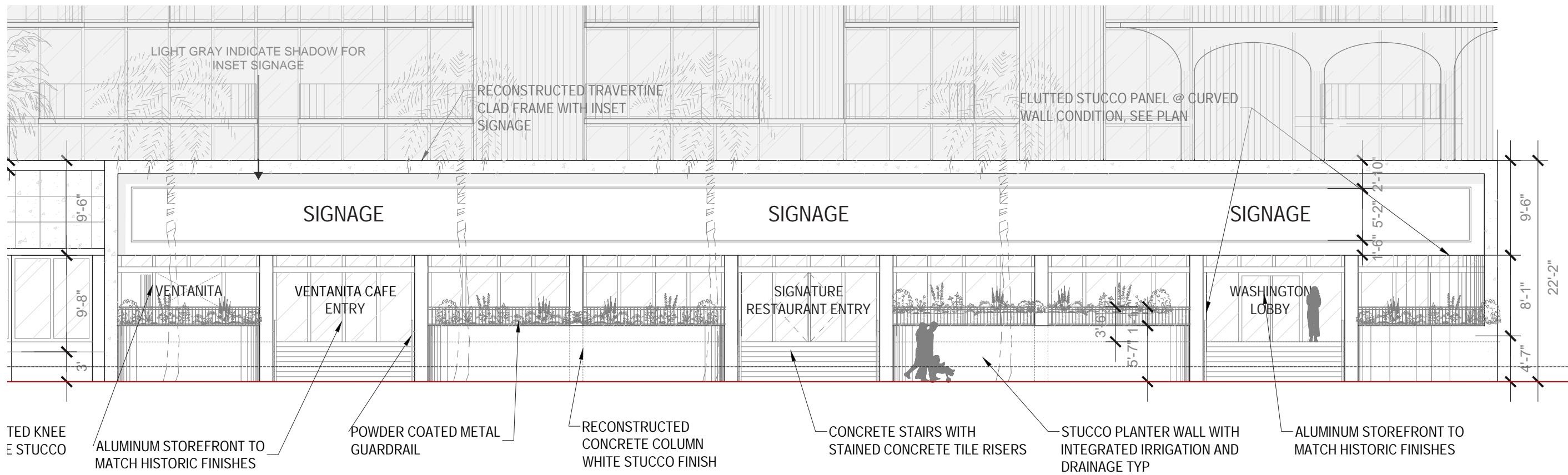
WASHINGTON SECTION CUTS  
SCALE: 1/32" = 1'-0"





WASHINGTON WEST FACADE ELEVATION

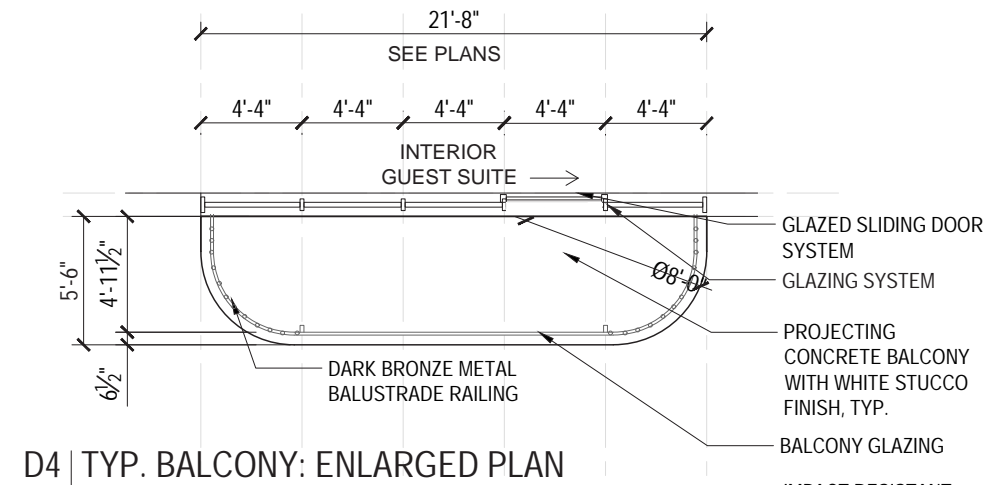
SCALE: 3/32" = 1'-0"



CURRENT C.O.R. CONDITIONS

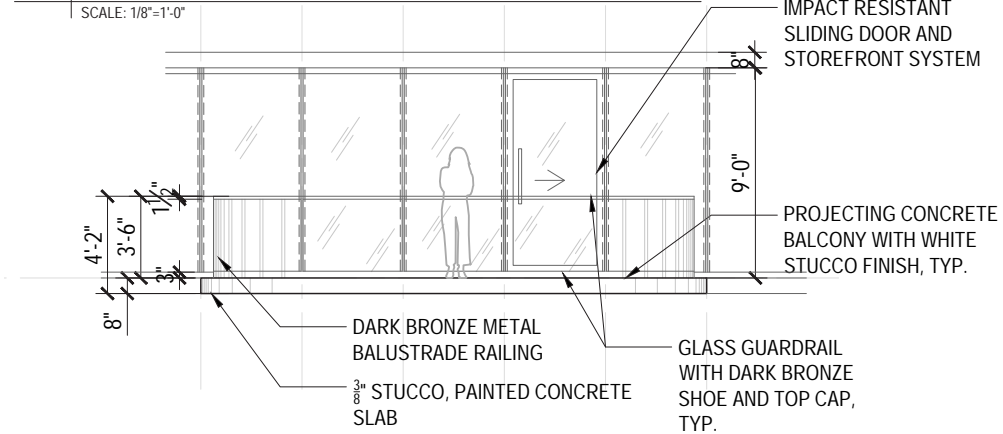
WASHINGTON WEST FACADE ELEVATION

SCALE: 3/32" = 1'-0"



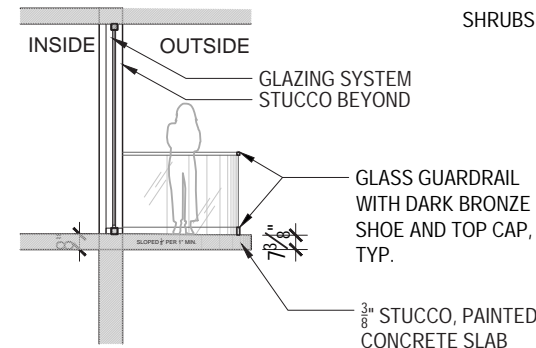
D4 TYP. BALCONY: ENLARGED PLAN

SCALE: 1/8"=1'-0"



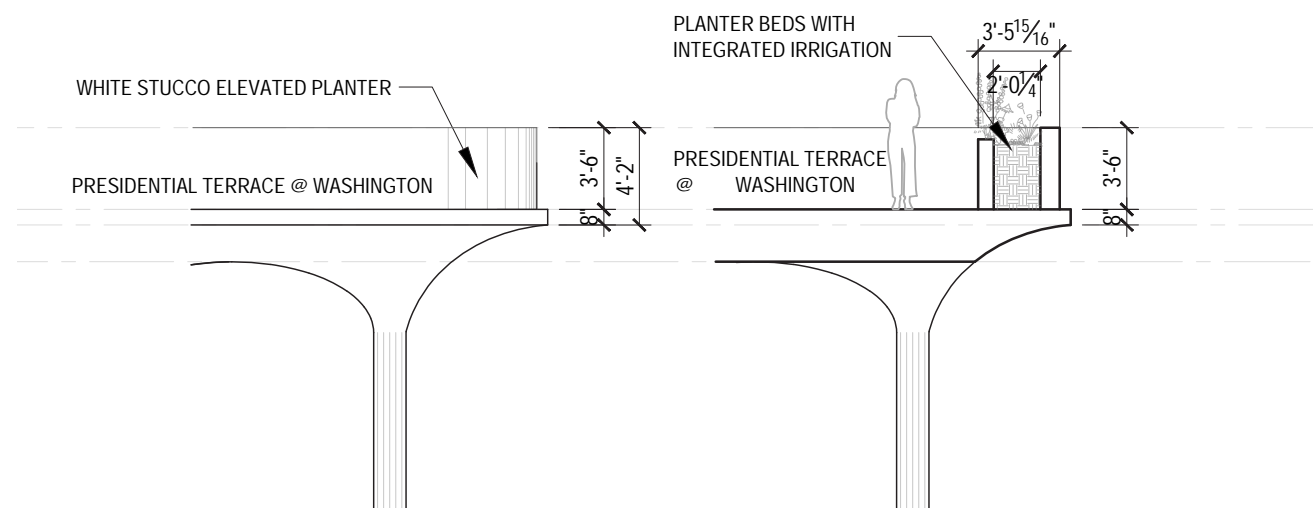
C4 TYP. BALCONY: FRONT ELEVATION

SCALE: 1/8"=1'-0"



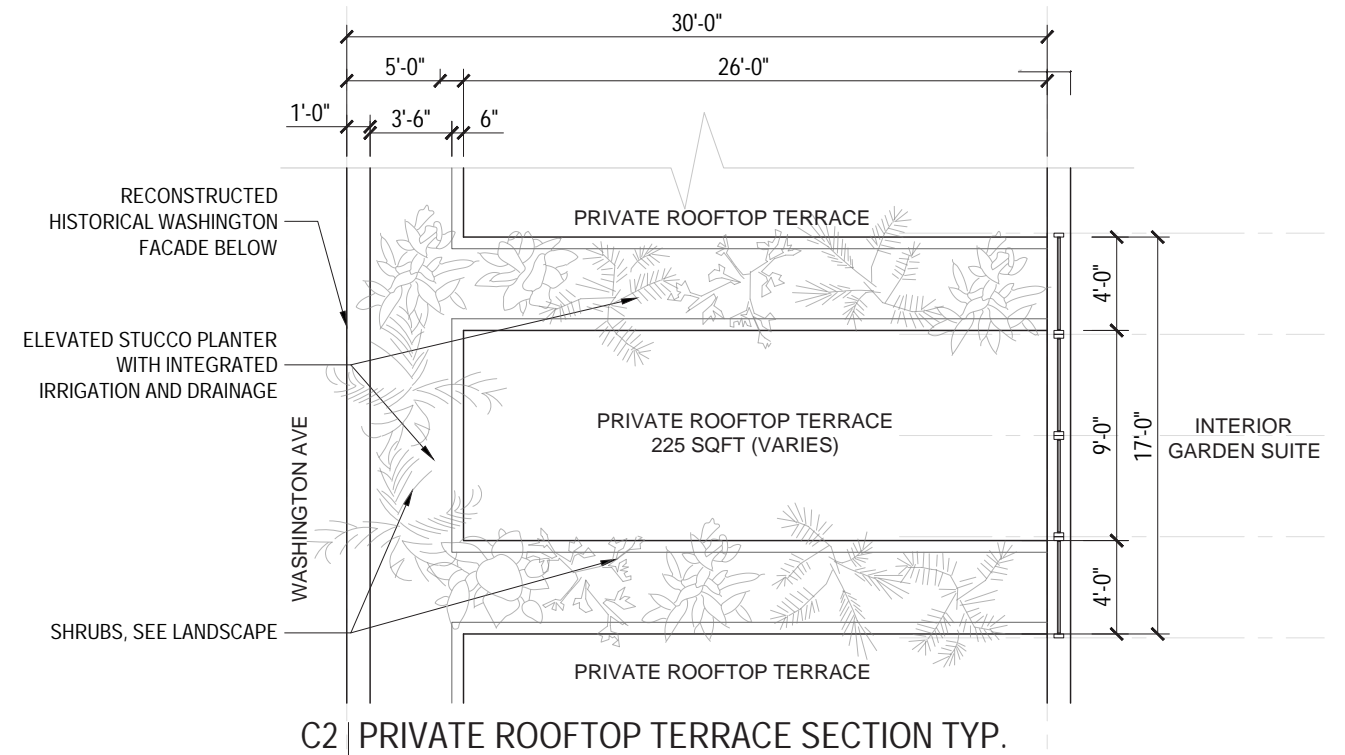
C3 TYP. BALCONY: SECTION

SCALE: 1/8"=1'-0"



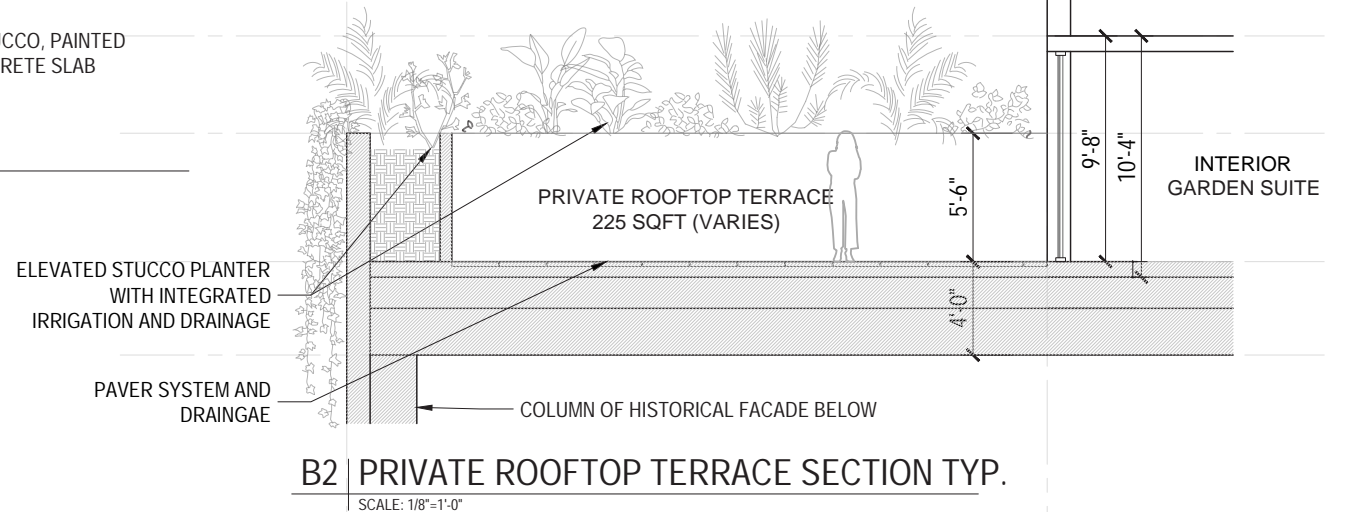
A4 BALCONY DETAIL @ NON STRUCTURAL VERTICAL DETAILS

SCALE: 1/8"=1'-0"



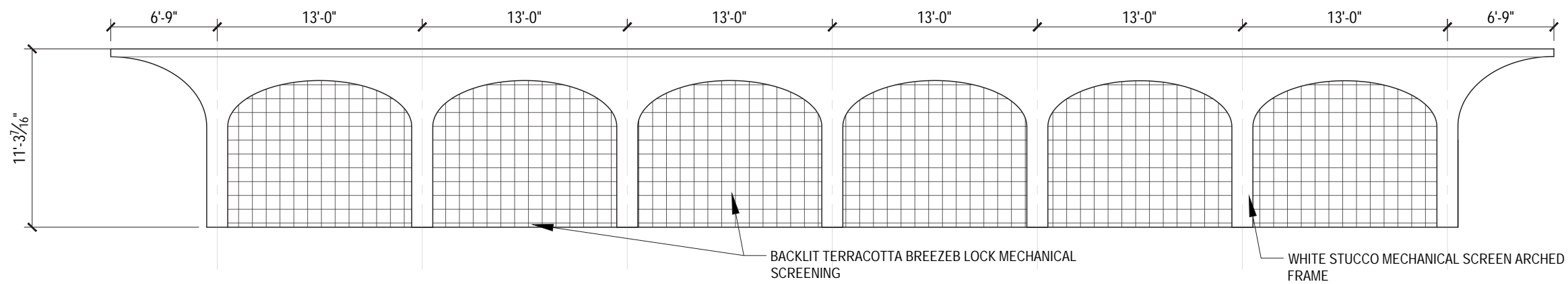
C2 PRIVATE ROOFTOP TERRACE SECTION TYP.

SCALE: 1/8"=1'-0"

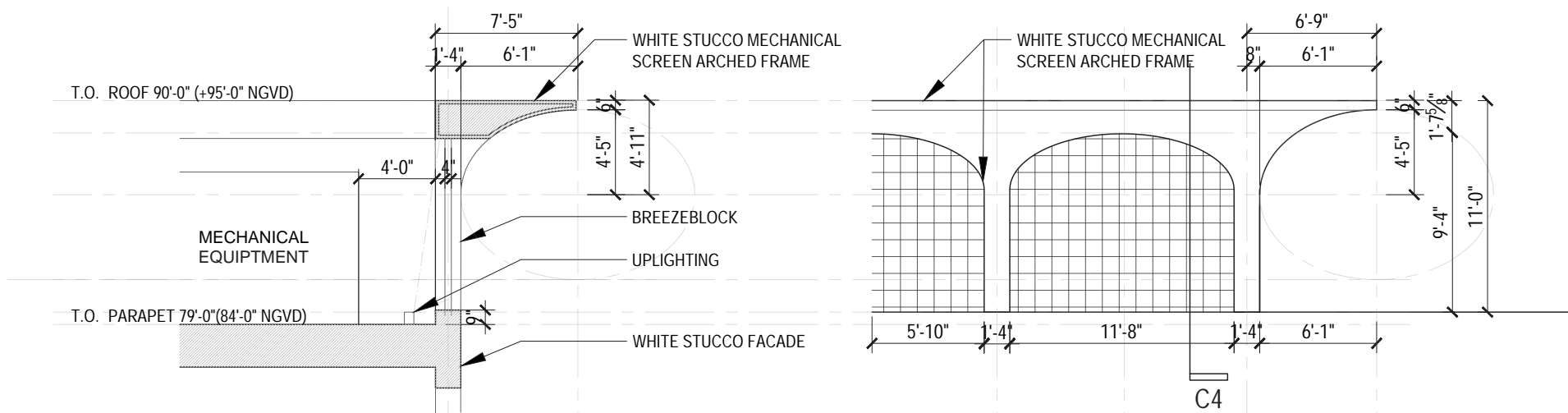


B2 PRIVATE ROOFTOP TERRACE SECTION TYP.

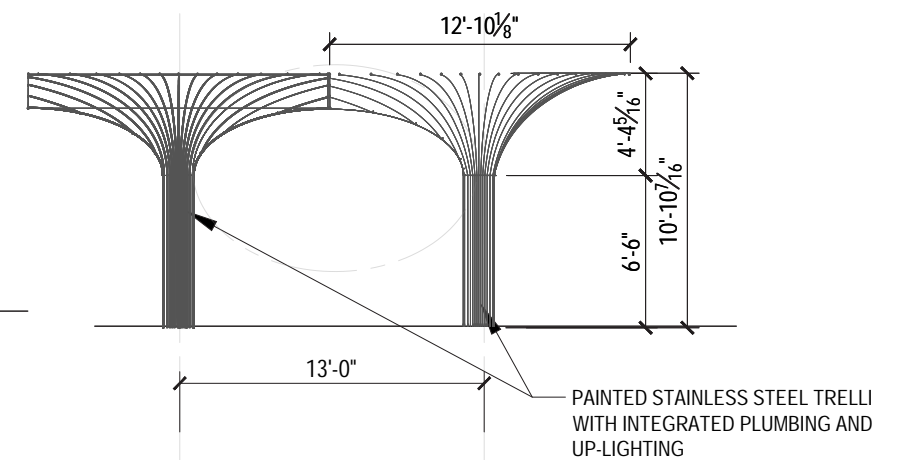
SCALE: 1/8"=1'-0"



**D4 | WASHINGTON MECHANICAL SCREENING: WEST ELEVATION**  
SCALE: 1/8"=1'-0"

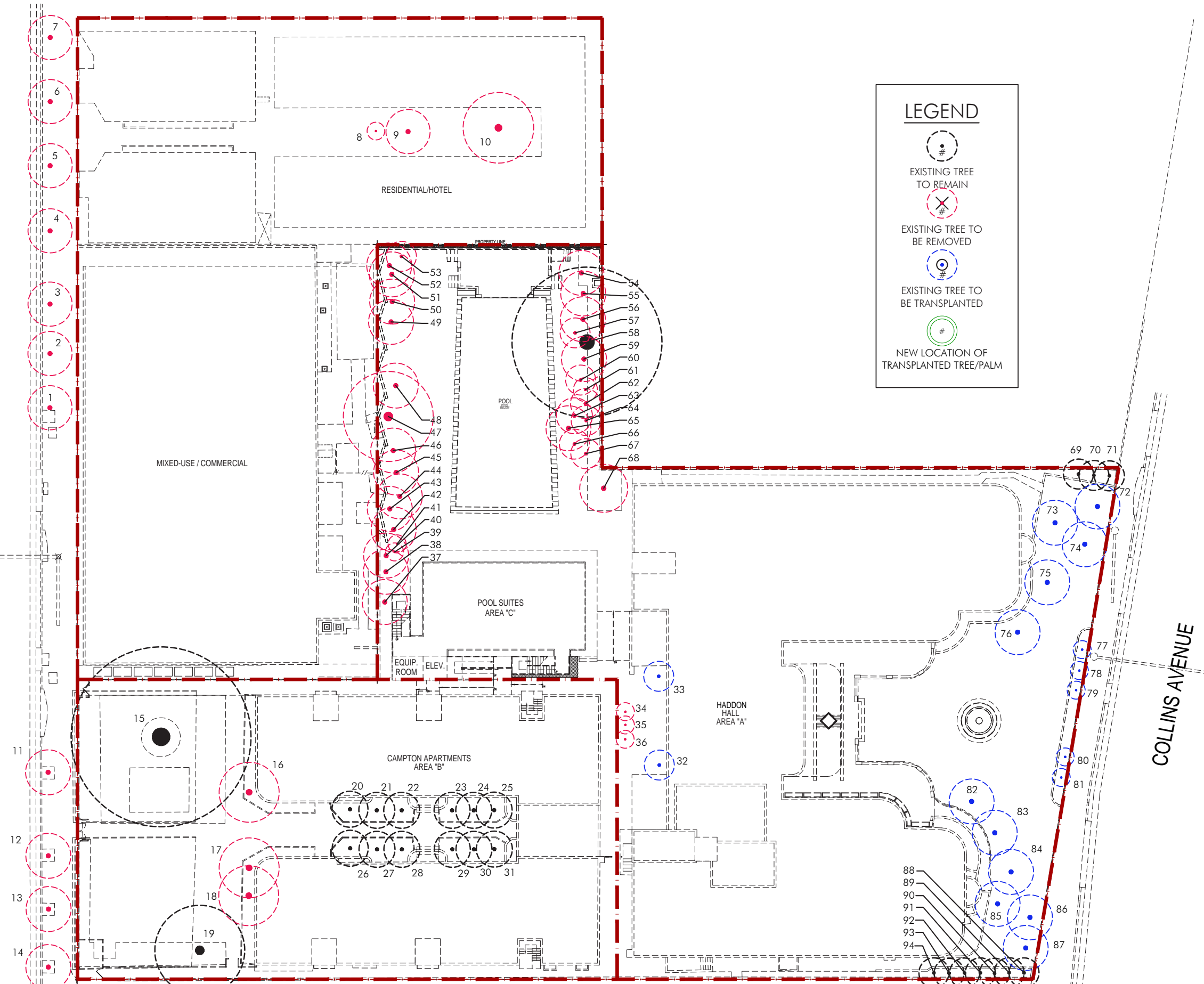


**C4 | WASHINGTON MECHANICAL SCREENING SECTION AND ELEVATION**  
SCALE: 1/8"=1'-0"



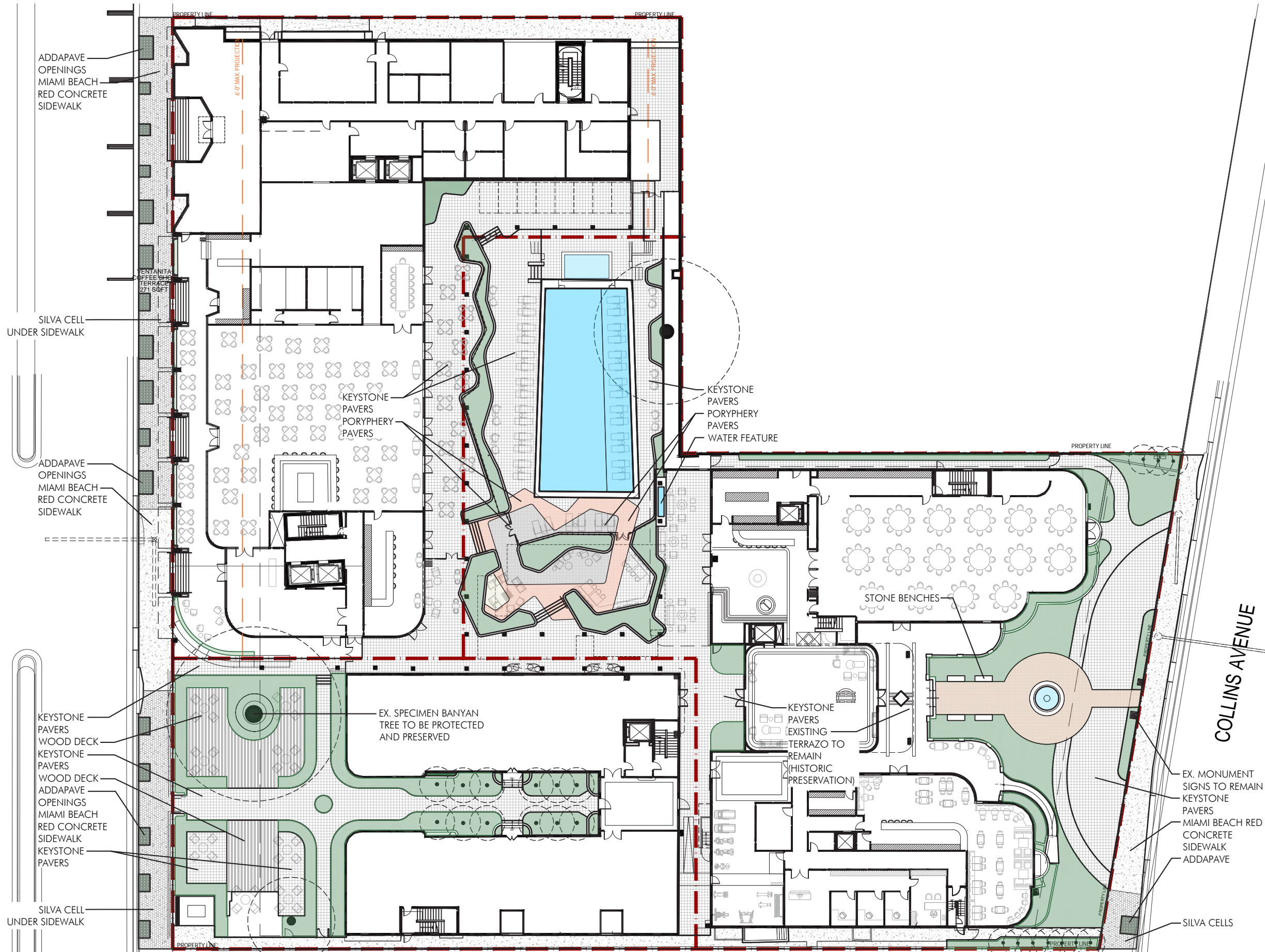
**C2 | TRELLIS DETAIL: ELEVATION**  
SCALE: 1/8"=1'-0"

WASHINGTON AVENUE



WASHINGTON AVENUE

COLLINS AVENUE



ADDAPAVE  
OPENINGS  
MIAMI BEACH  
RED CONCRETE  
SIDEWALK

SILVA CELL  
UNDER SIDEWALK

ADDAPAVE  
OPENINGS  
MIAMI BEACH  
RED CONCRETE  
SIDEWALK

KEYSTONE  
PAVERS  
WOOD DECK  
KEYSTONE  
PAVERS  
WOOD DECK  
ADDAPAVE  
OPENINGS  
MIAMI BEACH  
RED CONCRETE  
SIDEWALK  
KEYSTONE  
PAVERS

SILVA CELL  
UNDER SIDEWALK

KEYSTONE  
PAVERS  
PORYPHERY  
PAVERS

EX. SPECIMEN BANYAN  
TREE TO BE PROTECTED  
AND PRESERVED

KEYSTONE  
PAVERS  
PORYPHERY  
PAVERS  
WATER FEATURE

STONE BENCHES

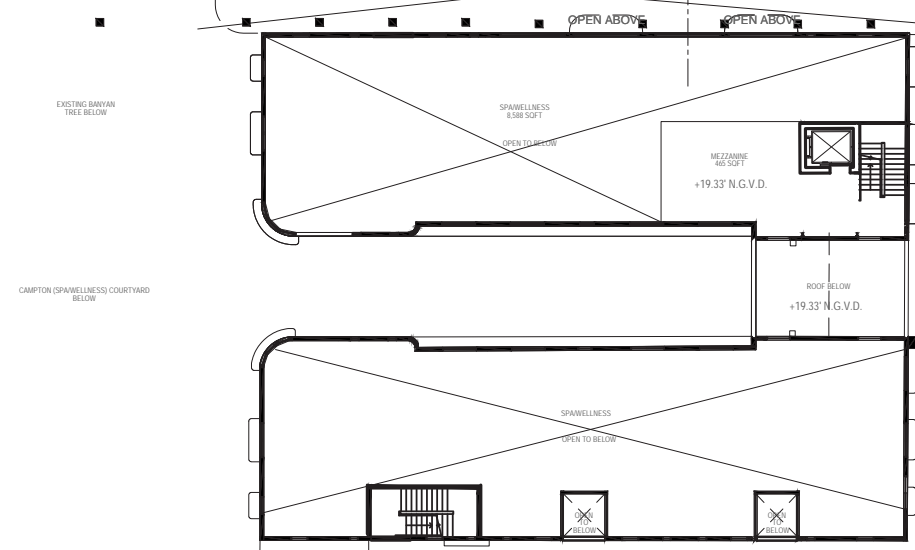
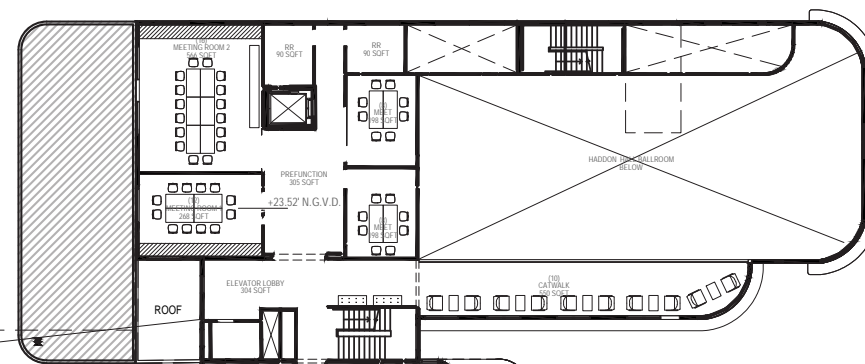
KEYSTONE  
PAVERS  
EXISTING  
TERRAZO TO  
REMAIN  
(HISTORIC  
PRESERVATION)

EX. MONUMENT  
SIGNS TO REMAIN  
KEYSTONE  
PAVERS  
MIAMI BEACH  
RED  
CONCRETE  
SIDEWALK  
ADDAPAVE

SILVA CELLS



THERE WILL BE HARDSCAPE ON THIS SHEET





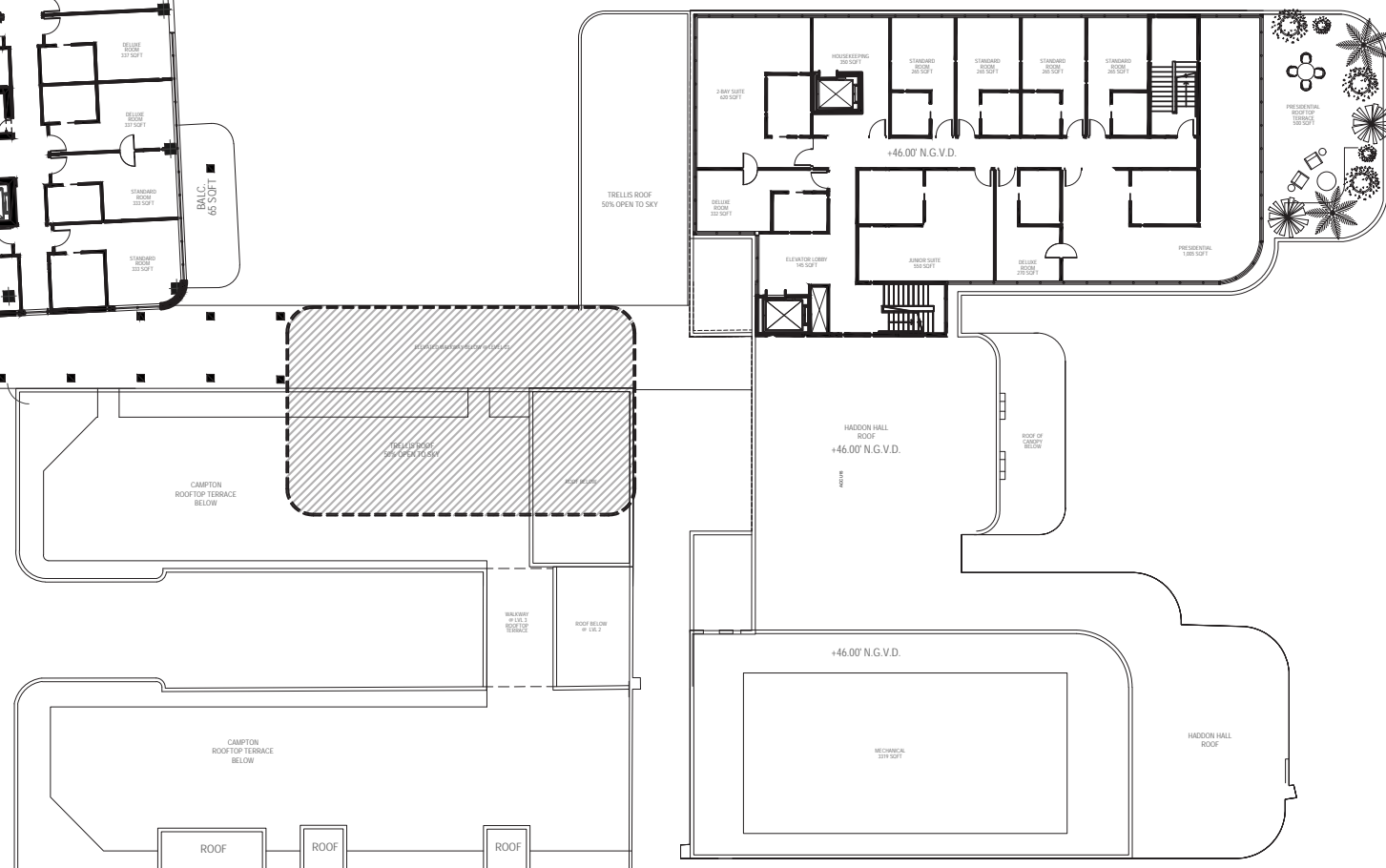
ROOFTOP TERRACES BELOW

THERE WILL BE HARDSCAPE ON THIS SHEET



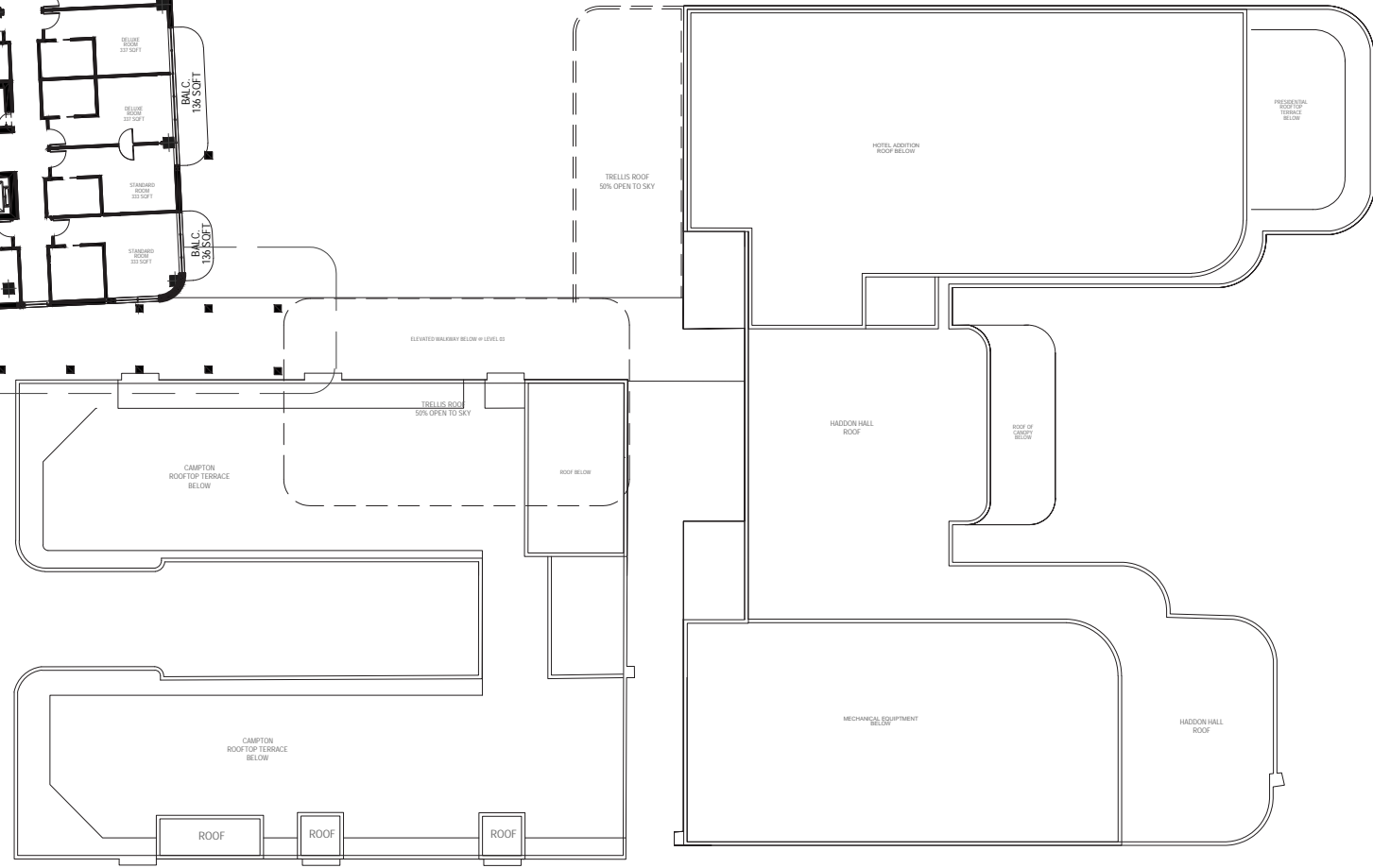


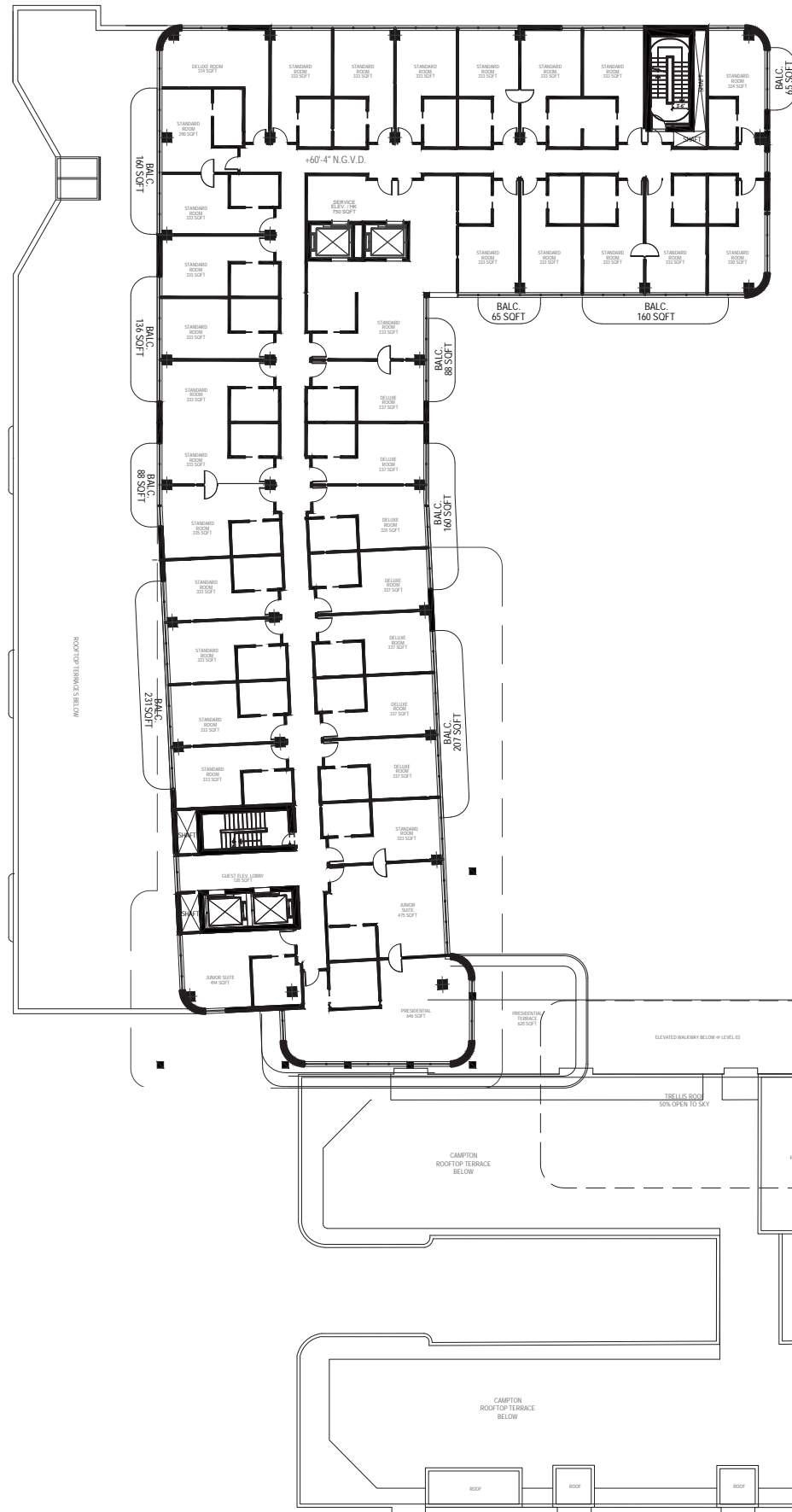
THERE WILL BE HARDSCAPE  
ON THIS SHEET



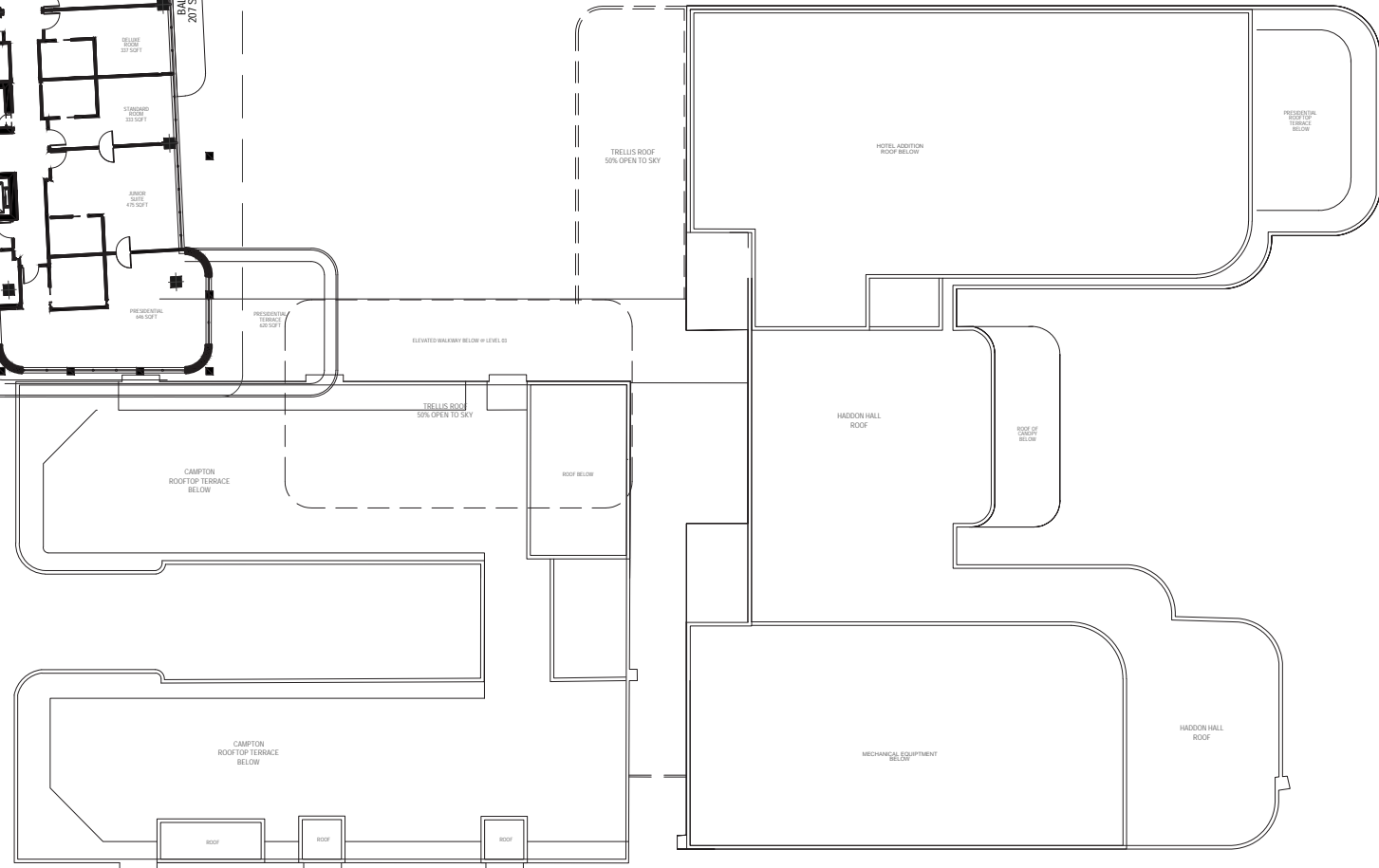


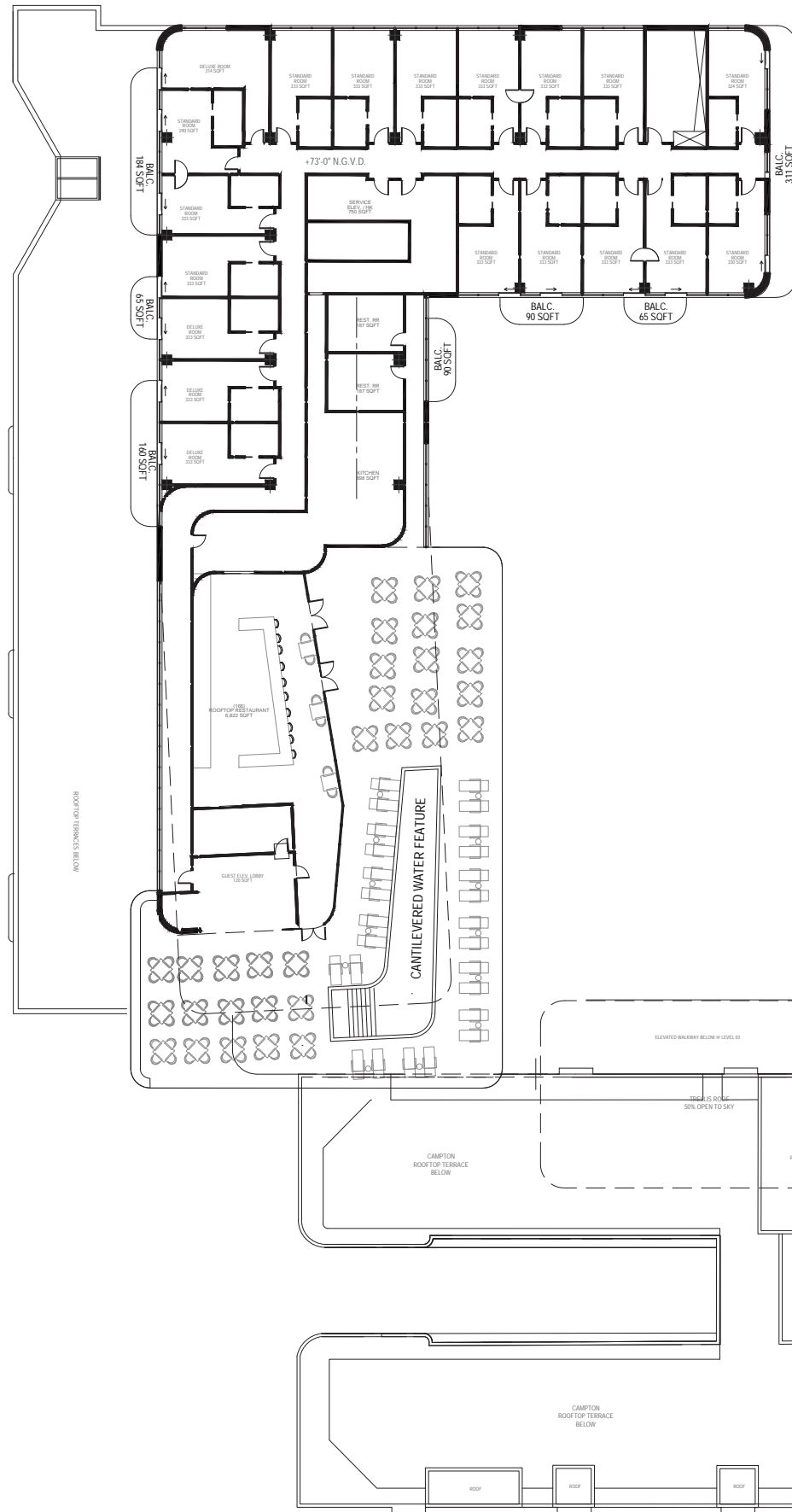
THERE WILL BE HARDSCAPE ON THIS SHEET



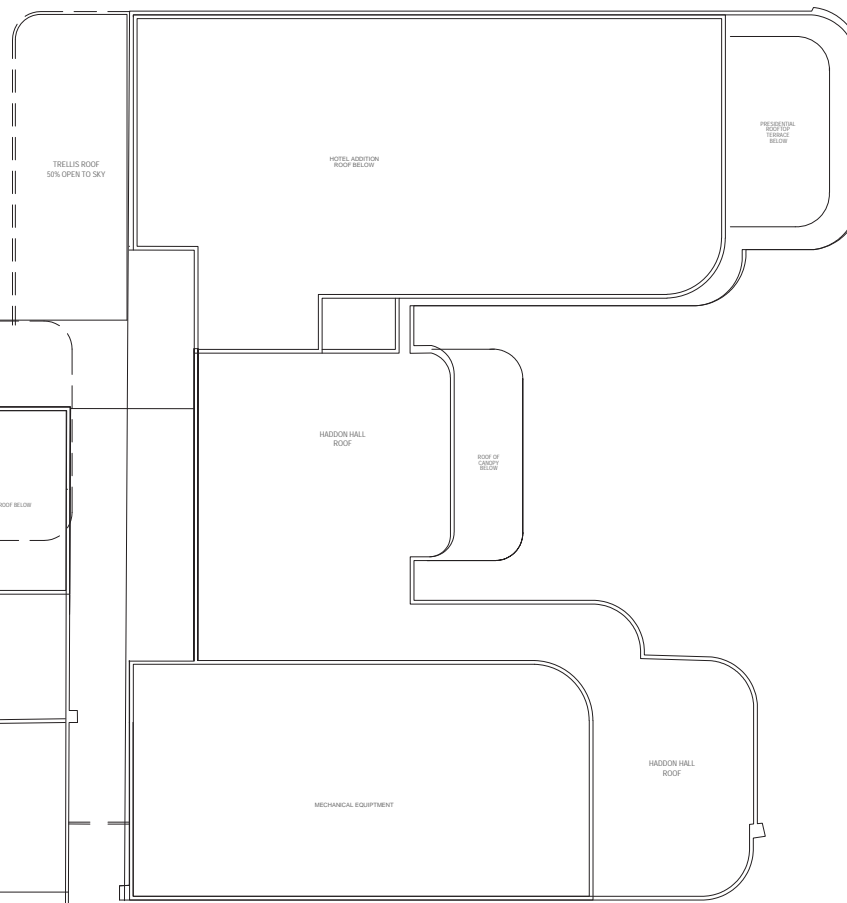


THERE WILL BE HARDSCAPE ON THIS SHEET





THERE WILL BE HARDSCAPE ON THIS SHEET





ROTTET STUDIO  
ARCHITECTURE AND DESIGN



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