

HPB25-0652 6979 & 6985 Collins Avenue



Crystal Beach
September 16, 2025

Project Team



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September 16, 2025

Property Location



Existing Condition

- 1.108 acre site
- Improved with the Normandy Plaza Hotel and Crystal Beach Suites Hotel
- Normandy Plaza has been abandoned since 2013 and deemed unsafe in 2018
- Both to be demolished under Resiliency Act



Project Overview

- 37-unit residential project with ground floor retail fronting Collins Avenue
- Low profile, with a shorter than permitted podium
- Modern, but respectful of the Historic District and its architectural heritage
- Compatible with neighboring properties – no setbacks are maximized at the tower levels
- Maintains view corridors



Request

- Approval of certificate of appropriateness for design and new construction
- No waivers or variances are requested



Project Support

- Unanimous support by the North Beach CRA Advisory Committee

MIAMI BEACH

OFFICE OF THE CITY CLERK

NO. LTC #

LETTER TO COMMISSION

TO: Honorable Mayor Steven Meiner and Members of the City Commission

FROM: Rafael E. Granado, City Clerk

DATE: July 10, 2025

SUBJECT: **North Beach Community Redevelopment Agency Advisory Committee - July 8, 2025 Motion**

This Letter to the Commission (LTC) provides an update on the motions passed at the July 8, 2025 meeting of the North Beach Community Redevelopment Agency (North Beach CRA) Advisory Committee (Committee).

Members Present:

- Ronnie Issenberg, Chair
- Tom Richerson, Vice Chair
- Manning Salazar
- David Cohen
- David Sexton, ex officio (non-voting)

Motion 1: **BHK Crystal Beach Development Proposal**

Following the presentation on the proposed redevelopment of the property located at 6979 and 6985 Collins Avenue, the Committee recommends approval of the project as outlined in the July 8, 2025 presentation, contingent upon:

- The developer proffers a legally binding restrictive covenant prohibiting short-term rentals on the property; and
- The proposed driveway entrance be designed in a manner that mitigates any potential adverse traffic impacts to Collins Avenue.

Motion made by: Tom Richerson
Seconded by: Manning Salazar
Vote: Passed unanimously (4 – 0)



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Traffic

- Reduces the amount of peak PM trips vs. the Crystal Beach Suites Hotel
- Doesn't even account for the Normandy Plaza
- This project reduces traffic vs. what could be built and what is already existing
- This has been vetted by the City's engineers as part of the process

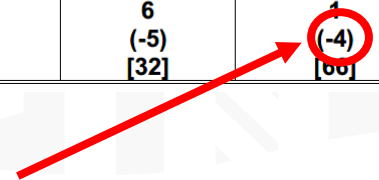


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Table 1: Proposed Net New Trip Generation

A.M. Peak Hour (P.M. Peak Hour) [Daily]

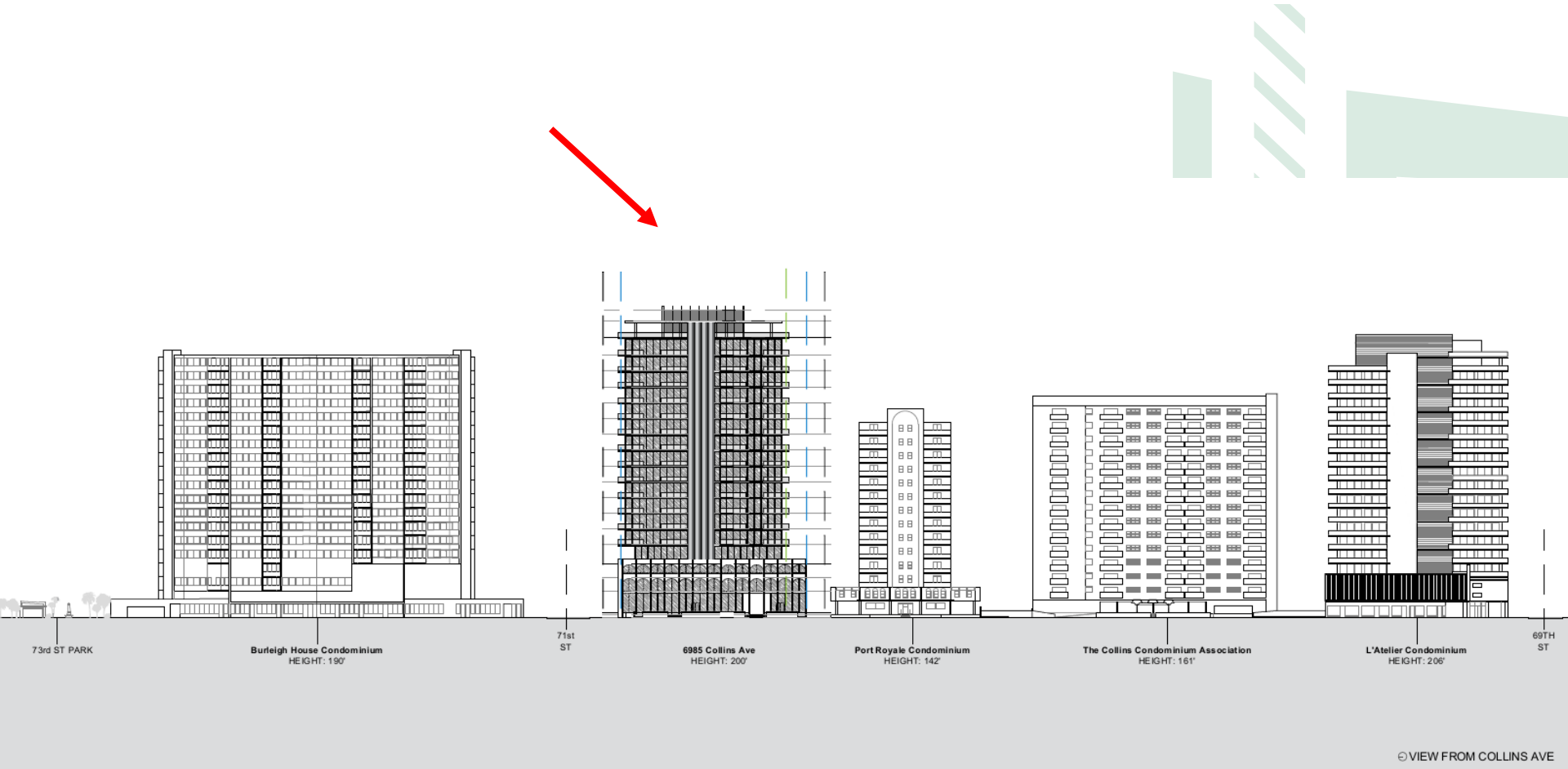
Land Use	Scale	Entering Trips	Exiting Trips	Net New External Trips
<i>Existing Development</i>				
Hotel	84 rooms	17 (20) [269]	14 (20) [269]	31 (40) [538]
<i>Proposed Redevelopment</i>				
Multifamily Housing (High-Rise)	37 dwelling units	6 (13) [179]	16 (9) [187]	22 (22) [366]
Strip Retail Plaza	3,000 square feet	6 (8) [124]	4 (6) [114]	10 (14) [238]
Net New Project Trips		-5 (1) [34]	6 (-5) [32]	1 (-4) [00]



Architectural Plans



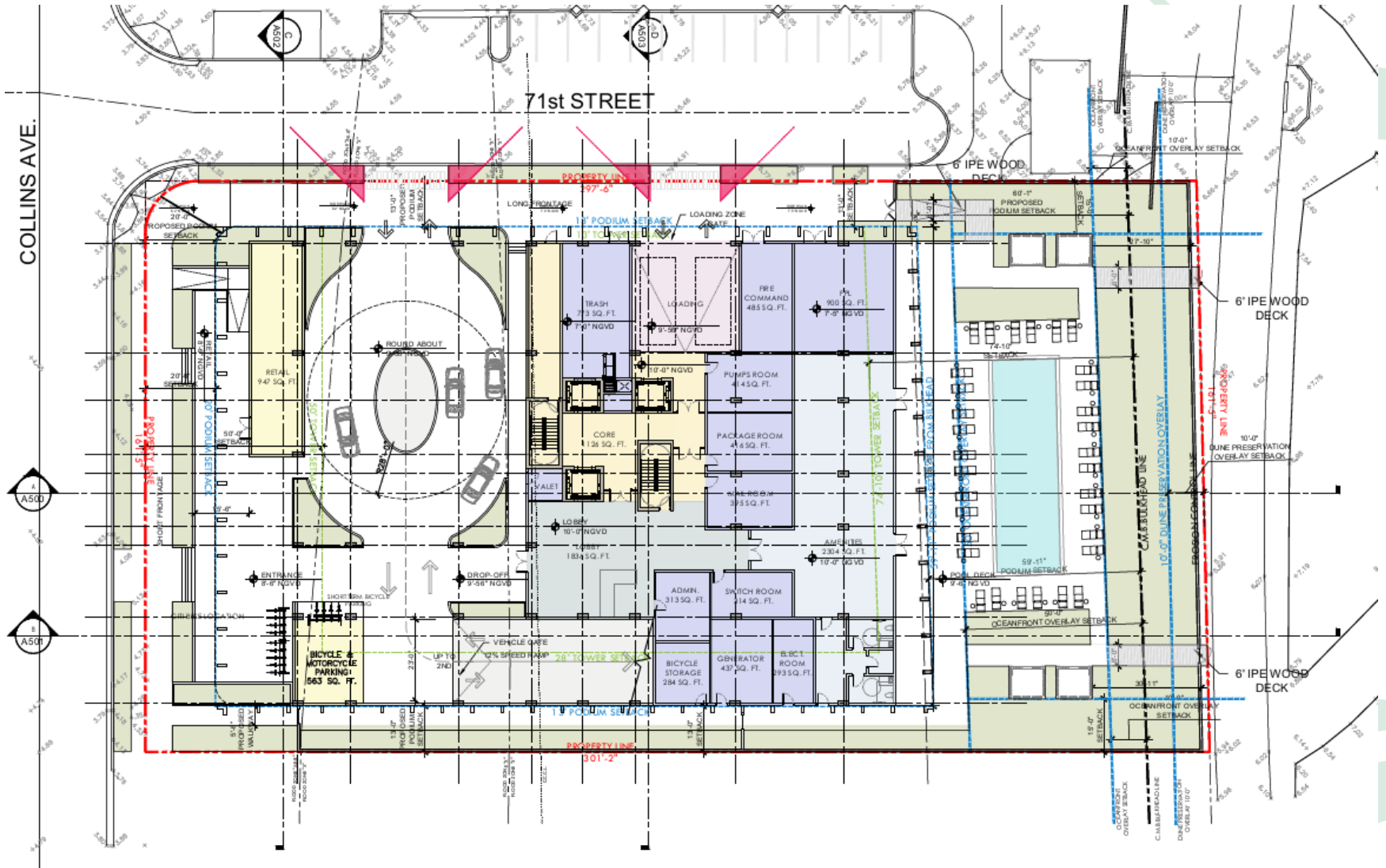
Context Elevation



©VIEW FROM COLLINS AVE

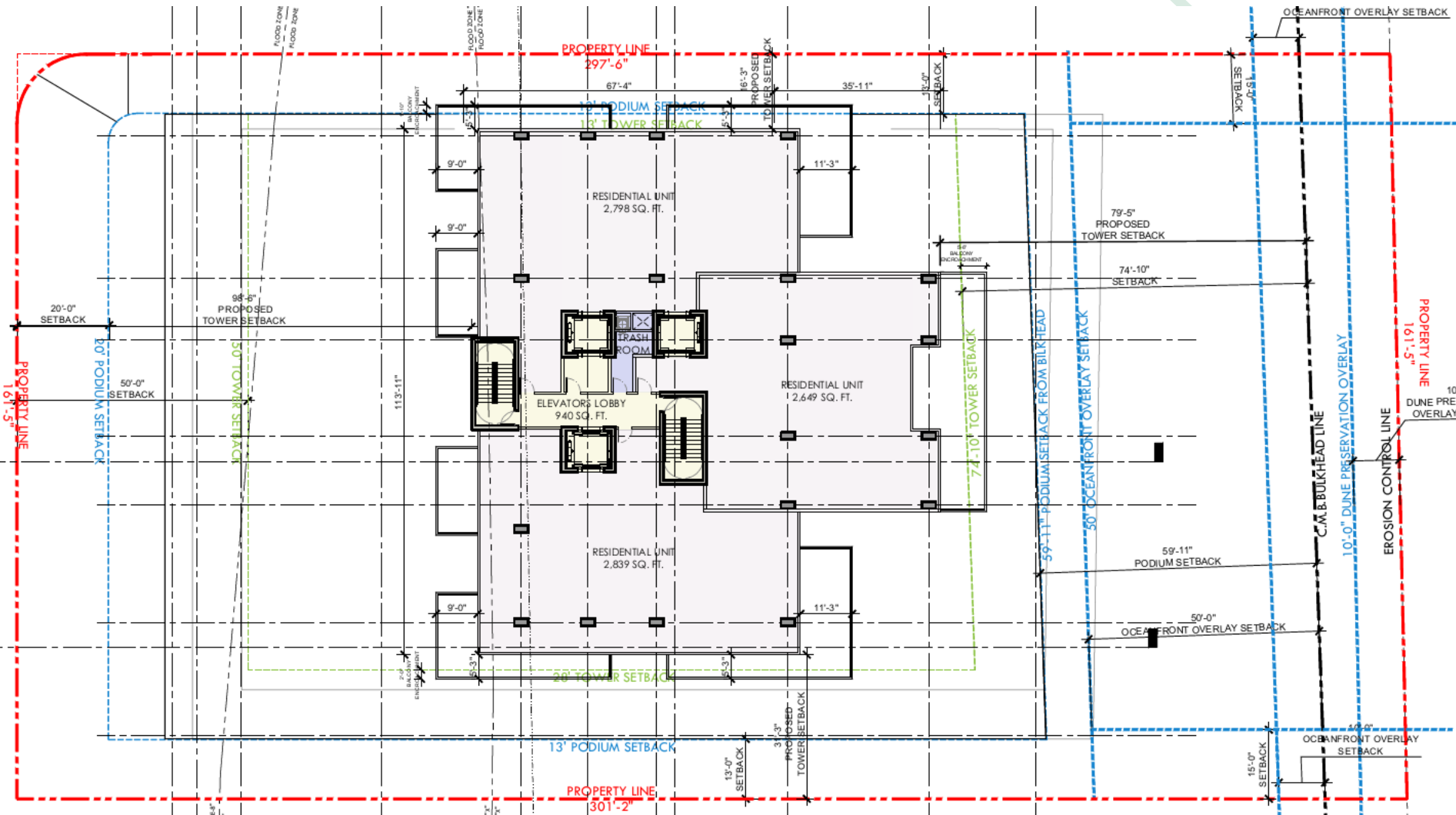
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Ground Floor



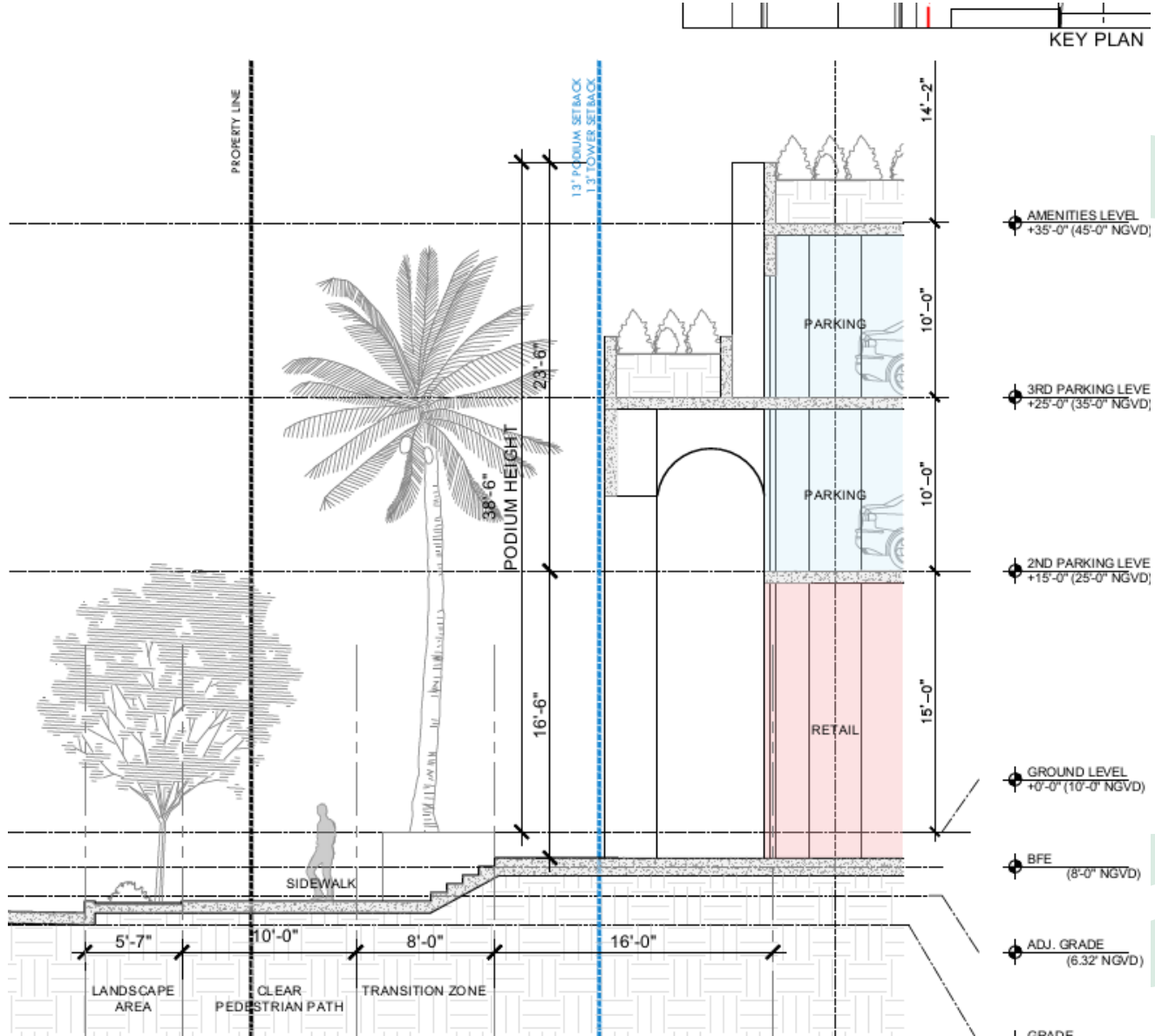
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Tower Levels 5 - 15



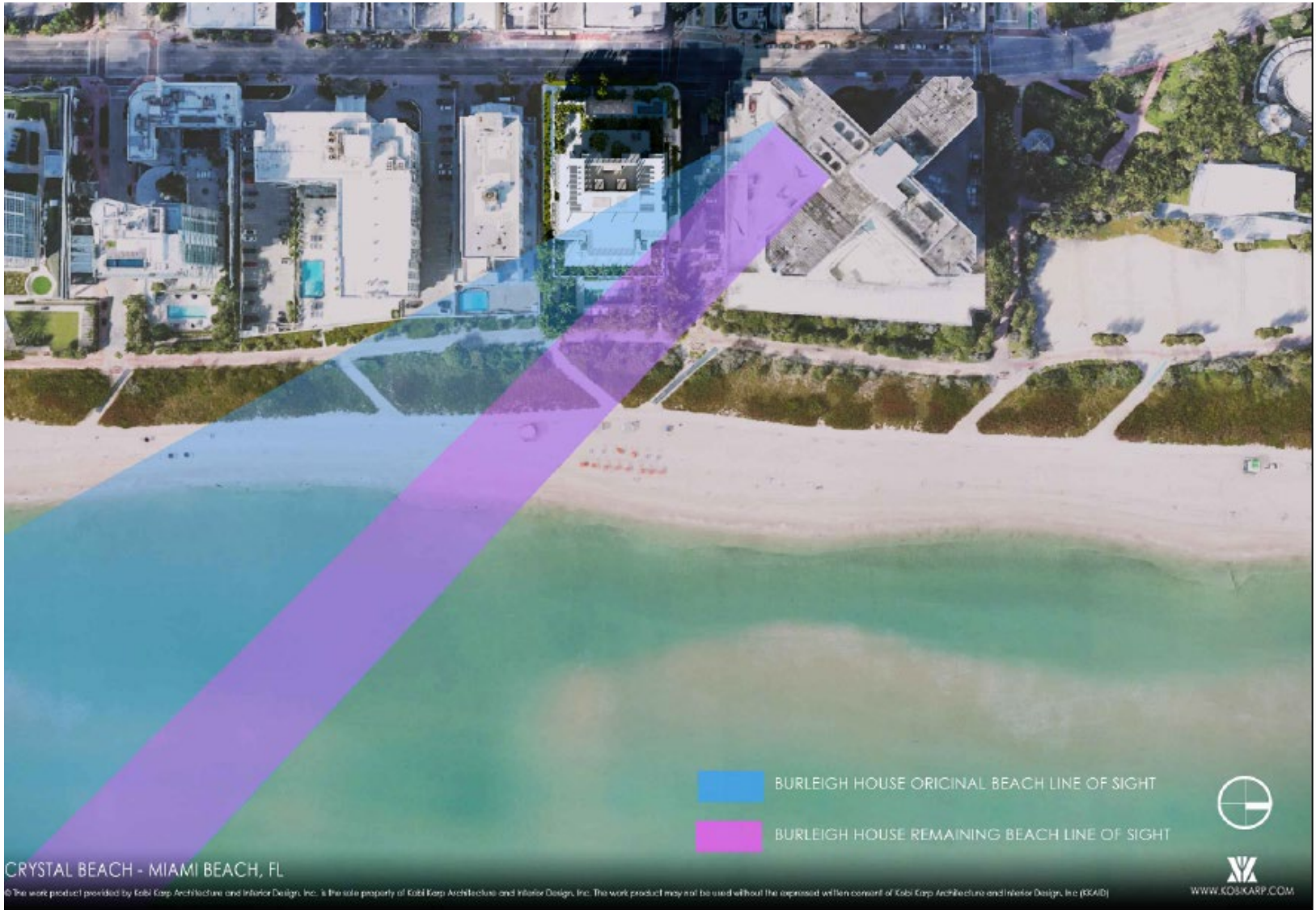
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Podium



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View Corridor Study



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East Elevation



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West Elevation



CRYSTAL BEACH - MIAMI BEACH, FL

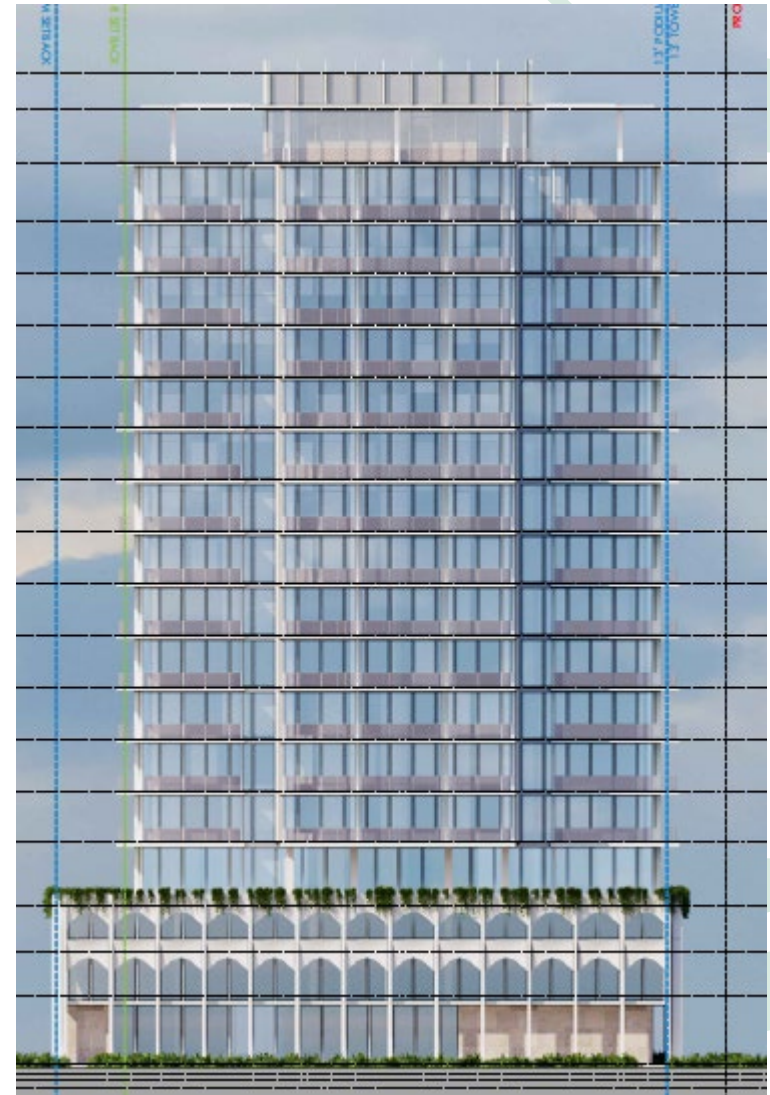
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Design Changes Based on Staff Recommendations

Before

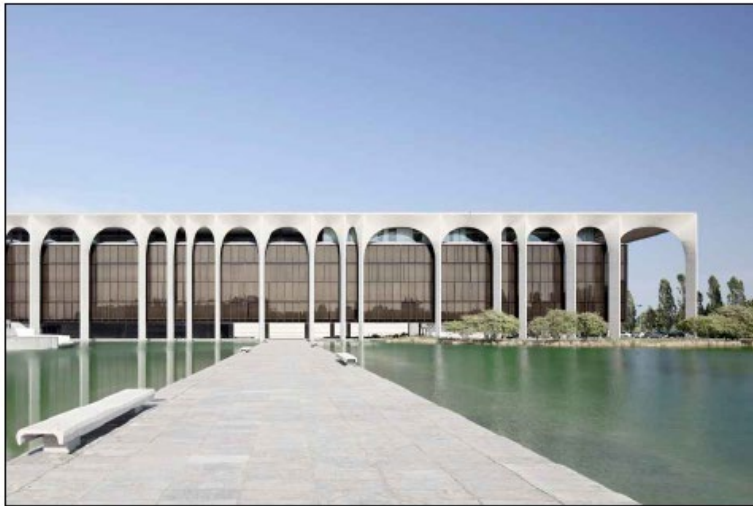
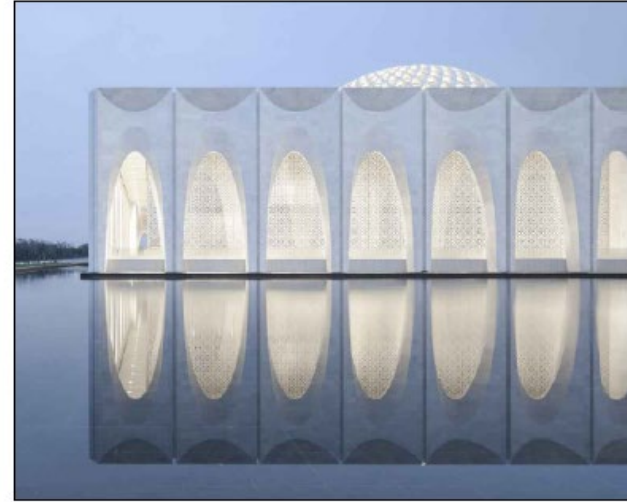
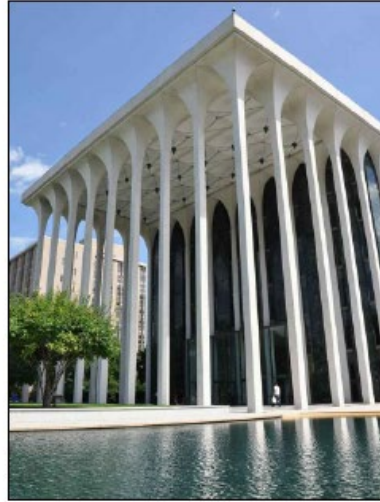


After



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Design Inspiration



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Design Inspiration



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East Elevation – Ground Floor (Collins Avenue)



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North Elevation – Ground Floor (71 Street)



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Materials

A CORALINE STONE CLADDING



C GLASS RAILING



D WHITE GLAZING SYSTEM



E WHITE GFRC PANELS



F FROSTED GLASS



G WHITE STUCCO



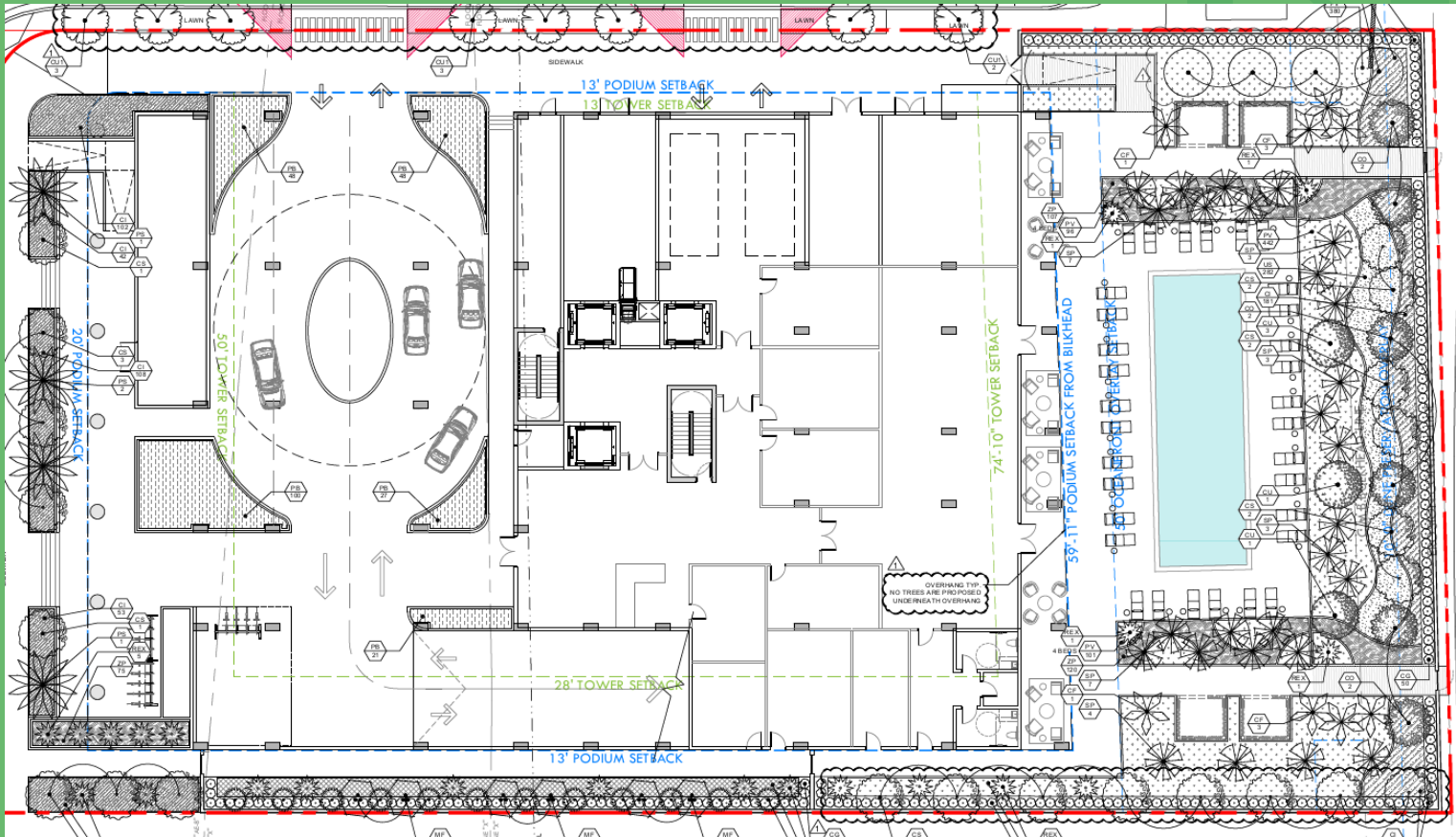
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Landscape Plans



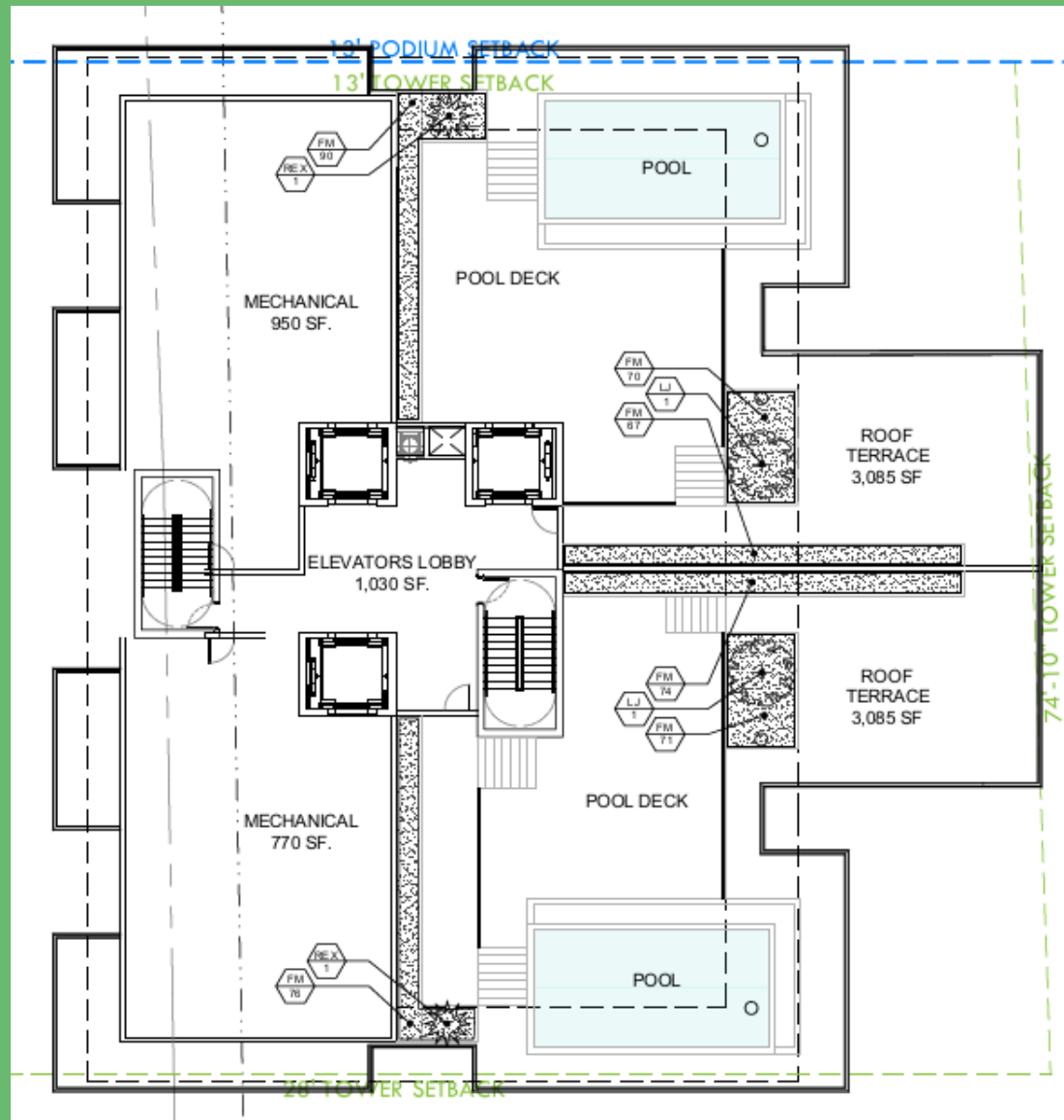
Landscape Plan

- All native trees
- All frontages (including Beachwalk) greatly enhanced



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Roof Plan



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Thank You

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