

EXHIBIT C

MIAMI BEACH

OFFICE OF THE CITY MANAGER

LTC # 118-2025

LETTER TO COMMISSION

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

FROM: Eric Carpenter, City Manager



DATE: March 17, 2025

SUBJECT: **Update on Open House for 7605 Collins Avenue**

The purpose of this Letter to Commission (LTC) is to provide an update on the 'open house' held for 7605 Collins Avenue pursuant to Resolution 2024-33425. The administration hosted an open house on February 6, 2025 with the goal of showcasing the space and gathering community feedback regarding its potential use. Following the event, staff received a range of feedback from residents and stakeholders. Below is a summary of the key themes expressed:

Community Feedback Summary

Feedback on the future use of 7605 Collins Avenue was diverse, with residents expressing a range of ideas and priorities. Some attendees were pleased to learn that the property would be used for Building Department staff, offering closer city services in North Beach. Others expressed interest in exploring alternative uses that would provide different community benefits.

Many residents highlighted the need for more cultural, educational and environmental programming in North Beach and suggested that the property could serve as a multi-use community space. There was also a shared desire to integrate any future use with the surrounding park and neighborhood, ensuring accessibility and enhancing the character of North Beach. Additionally, several attendees expressed a willingness to volunteer their time and expertise to support community-driven initiatives at the site.

Alternative Uses Proposed

Residents shared a variety of alternative uses for the property, all of which focused on community enrichment and engagement. Suggestions included:

- **Community Cultural Center:** A space for local artists, musicians and organizations to host exhibitions, performances, and educational workshops.
- **Beach Club for Residents:** A membership-based venue with reasonable fees, providing a gathering space for local residents.
- **Events Venue:** A rental space for weddings, retreats, and workshops to generate revenue while fostering local engagement.
- **Environmental & Marine Science Center:** A facility dedicated to sea turtle conservation and marine education, integrating with Altos Del Mar Park.
- **Public Safety:** An Ocean Rescue and/or Police Substation.
- **Library Integration:** Enhancing or expanding North Shore Branch Library by incorporating 7605 Collins Avenue.
- **Art & Cultural Programs:** Dedicated space for art classes, ceramics, poetry readings, and cultural programs for seniors and adults.


- Tourist & Community Welcome Center: A hub offering visitor information, cultural programming, and shared office space for local nonprofits.
- Public Space Improvements: Suggestions to remove the security wall, repurpose the pool area, and create an outdoor event space.

Next Steps

Given the level of community engagement and the strong preference for public use, the administration is reviewing the feedback and exploring potential pathways that align with both community interests and the city's operational needs. The next steps will include assessing the feasibility of proposed uses, engaging further with the community to refine concepts, and determining funding options for any potential renovations or operational costs.

Attached to this LTC are copies of emails received from residents, further detailing their perspectives and proposals.

MIH / KP



Wednesday, March 12, 2025 at 11:25:51 Eastern Daylight Time

Subject: The Perez home purchased by MB
Date: Thursday, February 13, 2025 at 10:35:01 Eastern Standard Time
From: Rosie Betancourt
To: Pulido, Kevin

You don't often get email from rosie.betancourt@gmail.com. [Learn why this is important](#)

[THIS MESSAGE COMES FROM AN EXTERNAL EMAIL - USE CAUTION WHEN REPLYING AND OPENING LINKS OR ATTACHMENTS]

Hi, Kevin

It would be great if there was a program of art, ceramics and perhaps a reading or book clubs room available for either seniors or adults. We need indoors gathering spaces that can be reserved by groups for cultural activities since there are no shaded benches in the parks around and our heat is sweltering. Unidad has a great art class but the facility is open in the lobby and not conducive to proper class or art lab. Park design in this area has ignored that people have backs and instead are populated by uncomfortable concrete walls and benches. There is a large senior voting population in the area that does not play panel or volleyball, but it seems we're not getting any pampering from city officials, or at least a small return on our property Taxes. Please do something. Even Cleveland has a poetry garden in their downtown area. Miami Beach could do something as sophisticated, right?

Wednesday, March 12, 2025 at 11:20:23 Eastern Daylight Time

Subject: FW: Follow Up from 7605 Collins Ave Open House
Date: Friday, February 7, 2025 at 12:00:37 Eastern Standard Time
From: Guevara, Bianca
To: Pulido, Kevin

MIAMI BEACH

Bianca Guevara, Permit Coordinator
OFFICE OF MARKETING & COMMUNICATIONS
1700 Convention Center Drive, Miami Beach, FL 33139
Tel: 786.750.6185 | www.miamibeachfl.gov

We are committed to providing excellent public service and safety to all who live, work and play in our vibrant, tropical, historic community.

From: Debra Diana <debrabook1@gmail.com>
Sent: Friday, February 7, 2025 11:19 AM
To: Guevara, Bianca <BiancaGuevara@miamibeachfl.gov>
Cc: laelora@gmail.com
Subject: Follow Up from 7605 Collins Ave Open House

You don't often get email from debrabook1@gmail.com. [Learn why this is important](#)

[THIS MESSAGE COMES FROM AN EXTERNAL EMAIL - USE CAUTION WHEN REPLYING AND OPENING LINKS OR ATTACHMENTS]

Dear Bianca,

It was so nice to meet you yesterday and share some quality conversation about our amazing North Beach residential community!

Thank you to you and the City of Miami Beach for thoughtfully providing an open forum for community residents to view the fabulous property right on the Altos Del Mar beachfront park.

As discussed, Laura Lopez and I shared some ideas of how to utilize the property and create an opportunity to build a local community center for North Beach Residents -- preserving the North Beach residential community.

Here are a few ideas 💡

1. First and foremost — don't tear it down and don't build up! Can you designate it as a historical property of the city of Miami Beach instead and perhaps build out plans for interior renovations?

I had shared a comparison with you to Alphabet City in NYC -- very unique and culturally rich area that combines gentrification of the area with local residents and blends a unique arts feel very special to the community.

2. It could be a wonderful Beach Club open to residents of North Miami. If needed, an annual membership fee could be requested for registered North Beach Residents wanting to utilize the space for community engagement activities. My primary request would be to make the annual membership fees reasonable since we are a working community! The pool should stay! Patio furniture and chairs would be a nice touch for members. A great way to network and build more community locally.

Bianca, you and I discussed finding out what upkeep costs will be associated with maintaining the property — thanks for your review.

3. An Events Venue — open for rentals i.e. weddings, occasions, workshops and retreats. Supporting entrepreneurship and small local businesses. For example, I have a coaching business and I would personally set up about 3-4 annual weekend retreats for my women's wellbeing workshops in the space since it's on the beach and close to everything. We are always observing folks doing sunset vows on the beach or creating small gatherings of celebration on the beach all year round. It should have a liquor license and built in outside bar area for congregation purposes.

4. A restaurant — although, I think using it for local community residents is ideal.

5. Display art from local artist community of the area (maybe for sale?) -- Laura, please elaborate if you have more to share on this point.

In general, community engagement is always possible with food and drink and a place to connect.

Please let Laura and I know when you may be available for a coffee connect in the upcoming weeks. We'd love to take you on a walk in the immediate area and show you a few local spots that are treasures in the area and also building community for North Beach.

I am very much an advocate of enhancing the local culture and community exclusive to North Beach (and not duplicating South Beach). As new towers are being developed in the area which will bring a lot more residents and snow birds to North Beach, it is most

important we cultivate a shared sense of preservation for the unique essence of what North Beach culture and residential community offers.

With kind regards,

Debra Diana
8000 Harding Avenue, 6F
Miami Beach, FL 33141

646.438.5012

Wednesday, March 12, 2025 at 11:20:57 Eastern Daylight Time

Subject: Input and feedback on 7605 Collins
Date: Monday, February 10, 2025 at 12:32:14 Eastern Standard Time
From: Adam Ganuza
To: Pulido, Kevin
Attachments: North Beach Welcome Center One-Pager - 02.10.25.pdf

[THIS MESSAGE COMES FROM AN EXTERNAL EMAIL - USE CAUTION WHEN REPLYING AND OPENING LINKS OR ATTACHMENTS]

Hi Kevin,

Thank you for organizing and hosting the open house last week. I took the large turnout as an indication of the neighborhood's great interest in the facility.

Please see the attached document. It lays out some specific proposals for how the space could be used to best complement the Building Dept and Surfrider.

Happy to answer any questions or discuss further.

-AG

--

Adam Ganuza
Executive Director
The Rhythm Foundation | Miami Beach Bandshell
786.295.0666
miamibeachbandshell.com



Welcome to North Beach!

North Beach is a gem where rich history and culture blend with a vibrant future. The **NORTH BEACH WELCOME CENTER**, located at 7605 Collins Avenue, would be a gateway to this dynamic neighborhood, offering a new public space designed to foster community, enrich quality of life, and further reinforce Miami Beach's identity as a place of A.W.E. (arts, wellness, and environment)

WHAT IS THE NORTH BEACH WELCOME CENTER?

The *Welcome Center* would be more than just a tourist information hub – it would be an entrypoint and anchor to what is, in effect, a mile-long urban oceanfront greenspace that encompasses Bandshell Park, Ocean Terrace Park, Altos Del Mar Park, and North Shore Open Space Park.

With a focus on A.W.E. (arts, wellness, and the environment), the center would offer a wide range of activities, including workshops, exhibitions, and talks. Beyond programming, the center would provide shared office space for arts nonprofits, and serve as a gathering place for all who live in or visit North Beach.

The inspiration for this Center comes in part from the Welcome Centers in South Beach, whose positive impact on the area is well established. The South Beach Centers, however, do not include information about North Beach.

KEY SERVICES OFFERED:

- **Tourism Concierge Services:** Personalized guidance for visitors to explore North Beach. The concierges would direct tourists (and curious locals) to the abundance of arts, culture, wellness and community events happening in the neighborhood by providing schedules, flyers and calendars for the Miami Beach Bandshell, Unidad Center, Altos Del Mar Park, North Shore Library, Normandy Fountain, the North Shore Youth Center and much more!
- **Public Programming:** Public events like arts, wellness, and eco-themed workshops, exhibitions, and talks will engage both residents and visitors, promoting local talent and cultural exchange. These programs would also attract more people into the Altos Del Mar Park after hours, helping to deter bad actors from the dimly lit park.
- **Shared Administrative Spaces:** Office space and a conference room will be made available for a consortium of North Beach-based arts nonprofits, fostering collaboration and supporting the local arts infrastructure.

A CATALYST FOR COMMUNITY AND ECONOMIC GROWTH

The *North Beach Welcome Center* is designed to bring economic and social benefits to the neighborhood. By drawing tourists, supporting local businesses, and providing a platform for local nonprofits, the center would be a driver in the development of North Beach. Additionally, it would provide a tangible proof of concept for the ambitious Byron Carlyle Cultural Center and demonstrate the power of shared cultural spaces to enrich our lives, develop our neighborhoods, foster community, and preserve our heritage.

PARTNERING WITH LOCAL CULTURAL LEADERS

The *Welcome Center* would collaborate with established North Beach-based arts nonprofits to ensure diverse and impactful cultural offerings:

Normandy Fountain Business Association

The Normandy Fountain Business Association aims to promote and support businesses in the Normandy Foundation area through arts programming. It works to create a vibrant and attractive environment for businesses, visitors, and residents.



DanceNow!

DanceNow! Miami is a dynamic dance company based in North Beach since 2000. Renowned for its innovative approach and community engagement, the company has been recognized as a leading force in South Florida's dance scene.



FUNDarte

FUNDarte is a North Beach-based cultural organization that promotes artistic expressions from Latin America, Spain, the Caribbean, and beyond. By presenting a variety of Spanish-language performances and events, FUNDarte aims to engage communities, nurture local talent, and foster international collaboration.



Rhythm Foundation

Founded in 1988 in Miami Beach, Rhythm Foundation is a leading presenter of international music in the US. Since 2015, it has operated the Miami Beach Bandshell on behalf of the City of Miami Beach.



FLEXIBLE, MULTI-USE SPACES

7605 Collins will contain a Building Department field office, as well as a water testing facility operated and maintained by Surfrider Foundation. Here are some specific ideas for the rest of the facility:

- Add a *Welcome Center* information desk, whether it be in the main house or by enclosing the porch. This manned-desk could be staffed by volunteers from the non-profits benefiting from use of the space.

- Enclose part of the ground floor to create a shared conference room. Priority would be given to the Building Department.
- Fill in the pool for liability concerns, and remove at least a portion of the security wall surrounding the building to create greater connection with Altos Del Mar Park. The now expanded "backyard" could become another public space to host receptions, small performances, and perhaps even a cafe.
- Use the first floor for the Building Department. Convert the second floor into a shared administrative workspace for the local nonprofits (think "WeWork" for the arts).
- Seek design solutions so that the first floor can convert into a program space after business hours. For example, after 5 pm, the Building Dept. waiting room can flex into a space that could host a talk on the history of MiMo architecture.

COMMUNITY-DRIVEN AND FUTURE-FOCUSED

By investing in the *North Beach Welcome Center*, we're investing in the neighborhood's future – a future where arts, wellness, and environment come together to create a vibrant, healthy, and thriving neighborhood.

Subject: Re: 7605 Collins Avenue Open House
Date: Friday, February 7, 2025 at 00:31:15 Eastern Standard Time
From: Maria Luisa Rouco
To: Kevin Pulido
CC: Antonio Lopez, Bob OB Bob Nanes, Frank Raposo, Ariel Yuneisy Miranda, Matthew Anderson, Carolina Peraza, Ariel Blanco, Cary Lopez, Gil Rachlin, Bianca Guevara, Leonor Hernandez, Ariel Yuneisy Miranda, Bianca Guevara, Leonor Hernandez

[THIS MESSAGE COMES FROM AN EXTERNAL EMAIL - USE CAUTION WHEN REPLYING AND OPENING LINKS OR ATTACHMENTS]

Kevin, the lady wearing blue is Maria Luisa Rouco (ML). It is I.

I was a little disappointed that City Officials had already a direction as to what to do with the property.

We fought long and hard in this neighborhood to not allow Betsy to sell to developers and destroy the fabric of the park by allocating the type of occupancy that in some ways you now described.

Definitely "NO" to a satellite office for the Building Department, and or leased as a cafe or restaurant, as was mentioned. The "funds" being from the Building Department as they were described, is not the case; the "funds" used for buying the property are "OUR HARD EARNED TAX PAYERS MONEY".

Thus, we the neighbors of Altos Del Mar , want the decision to come from us; the ones who paid and are the ultimate users of this facility.

We are interested in the future of this area, and want this facility to be used to awaken and develop the environmental consciousness required in our young to preserve the quality of life aspired by those that live in the surroundings of our beloved Altos Del Mar Park.

We will fight again and again, any type of occupancy that is not advocated by our neighbors, and comes from the top down.

The idea floated by the Surfriders(?), seems to be more in line with the Altos Del Mar Committee, integrating the children in our neighborhood to become stakeholders of our ocean and the wonderful creatures that thrive within this ecosystem.

Please know, we are here to volunteer our time to make the Altos Del Mar Community Center a success.

ML, Board member at OceanBlue Condominium
avanti@bellsouth.net,
305-5735505

Sent from my iPhone

On Feb 6, 2025, at 9:15PM, Pulido, Kevin <KevinPulido@miamibeachfl.gov> wrote:

Pleasure to connect with you today. I apologize if we got disconnected during the rush. If you may please have the neighbor who came share her (she was wearing blue) comments so I can share with staff.

Please do not hesitate to reach out if you have any additional questions.

<image001.png>

Kevin Pulido, Neighborhood Affairs Division Director

OFFICE OF MARKETING & COMMUNICATIONS
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Tel: 786.394.4033 | www.miamibeachfl.gov/NAD

We are committed to providing excellent public service and safety to all who live, work and play in our vibrant, tropical, historic community.

From: Antonio Lopez <arlopez2@msn.com>
Date: Thursday, February 6, 2025 at 14:14
To: Kevin Pulido <KevinPulido@miamibeachfl.gov>
Cc: Bob OB Bob Nanes <bobnanes@gmail.com>, Frank Raposo <frankraposo@aol.com>, Ariel & Yuneisy Miranda <yuneisymiranda@hotmail.com>, Maria Luisa Rouco <avanti@bellsouth.net>, Matthew Anderson <aerochoice@gmail.com>, Carolina Peraza <mcperaza@bellsouth.net>, Ariel Blanco <arielbm@yahoo.com>, Cary Lopez <caryel@msn.com>, Gil Rachlin <gilrachlin@gmail.com>, "Guevara, Bianca"

List of Ideas for Proposed Uses of 7605 Collins Avenue - Ashley Moline 305-890-0557

- Integrate with North Shore Branch Library, could use rejuvenation (compare to South Beach Library and North Beach very much needs it own library)
- Relocate parks department offices that are currently in trailers on 79th street at the entrance of North Shore Open Space Park
- Relocate Miami Beach Lifeguard Headquarters that is currently in trailers West of Collins Ave between 79th & 80th Street "West Lots" (7940 Collins Ave, Miami Beach, FL 33141). They currently have to drive their ATV's through 79th Street and have to Collins Ave twice a day
- **Headquarters for Sea Turtle Conservation and/or Marine-Aquatic Ocean / Environmental Science Education Center with events, presentations, etc. utilizing / integrating with the adjacent park**
- Contact Environmental Organizations
- Educational facilities such as institutions / universities' Marine Studies departments (MAST academy, UM, FIU)
- "Turtle Bill" connections, Jim Hoover, Bill Aher, and more!
- Pelican Harbor Seabird Station
- **Turtle Fest Event** - Organizers & Participants (Booths)
- Haulover Park, Key Biscayne
- Water testing facility for reporting current beach conditions / water quality for swimming <https://www.theswimguide.org/>
- Surfrider
- Lifeguards / Ocean Rescue / coast guards offices /facilities (meeting rooms, break rooms, etc.)
<https://www.miamibeachfl.gov/city-hall/fire/ocean-rescue/currentbeachconditions/>
- Art classes, ceramics with oven, drawing, painting
- Information & Welcome Center for Miami Beach visitors

Subject: 7605 Collins Ave
Date: Sunday, February 9, 2025 at 14:38:23 Eastern Standard Time
From: Nina Schumann
To: kevinpulido@miamibeachfl.gov

You don't often get email from nina_schumann@yahoo.com. [Learn why this is important](#)

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Dear Kevin:

I live at LaGorce Palace 6301 Collins Ave. I took a walk through the property at 7605 Collins Ave. last week. I understand the property was purchased in April 2024 for \$6.5 million. It's market value today is considerably less according to some real estate websites (as low as \$4,500,000).

I got a little information from people who were at the open house, But I would appreciate if you could direct me to the information concerning how the Building department and/or the city came to be in possession of this property.

Someone said that the Building department has to occupy 51% of the building according to whatever deal was made. Something doesn't sound right! But I'm sure there's a paper trail and even if you can't provide it, I should be able to find it.

One of the city staff at the open house said that the Building department is thinking of moving a call center and offices from their location on Normandy Isle to the house at 7605 Collins Ave. I cannot imagine a more inappropriate setting for the Building department, and that seemed to be the sentiment of most people who attended the open house.

Even if a deal was made that would require the Building department occupied 51% of the property I'm sure that can be undone. And I think there Are easily several locations in the city of Miami Beach that would be more appropriate for the Building department offices. The Byron Carlyle proposals included expansion upward to build workforce housing. Very suitable location for a call center and the Building department and there will be parking available. Call centers are rapidly being automated with AI so personnel numbers will diminish.

The house at 7605 Collins is prime real estate! In my opinion, it should be sold to the highest bidder. If not, the building should be used for the community.

It would make a lovely community cultural center, providing outreach and education, as well as a social networking hub for the residents of North Beach. While we have Unidad, that facility caters mostly to the Hispanic community and low income residents with free meals and free outings. Unidad is not very welcoming to non-Hispanic people. It is not open at night or on the weekends. I've tried to address these issues with the Unidad staff but they act powerless to effect any change.

I envision a community cultural center that would showcase local artists, local Musicians, local chefs, entrepreneurs and speakers, with a rotating Residency for area nonprofits and environmental initiatives. A community center would foster cultural, educational, and social programs, for the benefit of our richly diverse north beach neighborhood. As a community center for North Beach, small gatherings could be offered on weekends and evenings, with an emphasis on building relationships, personal growth and healthy living. Do we aspire to be a Blue Zone community? One of the most important factors in the longevity of blue zone residents is “community”, represented by the fact that people are connected socially, and not just for a free lunch, but for meaningful exchange.

The building at 7605 Collins is the perfect size and location for a community cultural center! Reasonable fees can be charged for classes and programs. The center would evolve as the neighborhood does, reflecting the needs of the residents.

I would like to know more of the history behind this property! Thank you

Nina Schumann
Miami Beach
603.502.3983