

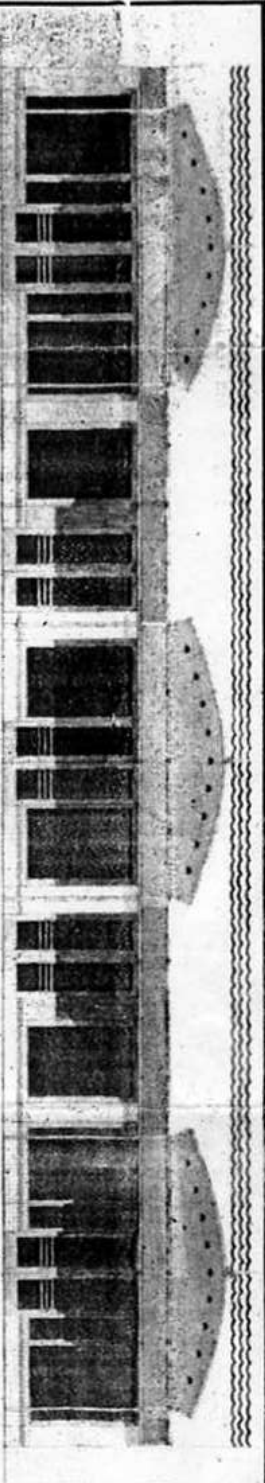
The Post

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Volume III, Number 24

Serving Miami Beach, Surfside, North Bay Village, Bal Harbour, Bay Harbor Islands, Sunny Isles, Golden Beach

Thursday June 9-Wednesday June 15, 1988



New York-based architect Yosi Friedman's rendering of 643-657 Lincoln Road, one of four Lincoln Road buildings currently being renovated by The Doran Jason Group. The retail property, a four-unit, 10,000-square-foot

grouping, is located between Pennsylvania and Euclid Avenue. The renovation includes new terrazzo entrances and awnings specifically designed for maximum pedestrian shading.

\$Multi-million renovations for Lincoln Rd.

Award-winning architectural talent is being featured in the multi million dollar renovations now well underway on the four-building, 60,000 square foot, Lincoln Road/Miami Beach properties, being developed by the Doran Jason Group, a major South Florida developer. The firm has announced three new tenants, and unveiled high-end architectural designs created by Yossi Friedman, of the New York and Miami-based architectural firm, Friedman, McAlpin & Associates, according to Andy Parrish, Doran Jason's project and leasing manager. The firm is targeting completion for Fall 1988.

The project will change the face of Lincoln Road and accelerate the revitalization of the pioneering open-air mall.

"The Lincoln Road Mall is rapidly turning around, paralleling the resurgence of activity in the Art Deco District. It currently houses the South Florida

Art Center, Miami City Ballet, Stirling Building, *Design South* magazine and the Colony Theater, among others, and has a definite arts-orientation," points out Denis Russ, executive director of the Miami Beach Development Corporation (MBDC).

Founded in 1972, by Doran A. Jason, the Doran Jason Group is the largest South Florida property developer to enter the surging South Beach real estate market. The firm has successfully developed about 1.5 million square feet of commercial and residential real estate properties in South Florida.

The Doran Jason Group has already invested more than \$1 million in renovation and construction of the properties, located between Jefferson and Pennsylvania Avenues. The buildings have been

completely gutted, with new wiring, air conditioning and lighting installed.

Space is currently leasing at \$8.50 per square foot and new tenants have already leased a total of 6,000 square feet, says Parrish. These include Pietro's, a well known Miami Beach Italian restaurant with a big league local following, the architectural firm of Ortiz, Perez-Polo, and an Italian renaissance gallery/photo studio.

"Many of the existing tenants, including Globe Shoes, Diamonds and Chicken Soup and the Carefully Chosen Gallery, intend to stay," according to Parrish.

"The space is ideal for restaurants, arts-oriented businesses and large retailers, all desperately needed to serve the expanding yuppie residential base in the neighbor-

hood," Parrish says. There is convenient unlimited parking nearby, and contiguous spaces ranging from 800-8,000 square feet. Plans on the drawing board include arts and jazz performance areas designed to attract the burgeoning latenight crowd. To stimulate nightlife and late shopping, the firm has provided free outdoor cafe areas and introduced innovations in building and street lighting.

Friedman's architectural designs encompass unique exterior awnings specifically designed to dramatize storefront entrances and optimize pedestrian shading. Terrazzo entrances will be refreshed and upgraded and original ceiling heights and treatments, as well as the tile, stucco and metallic patterns of the facades, will be exposed.

Friedman, who has

worked with prominent architect Michael Graves, also created South Beach's award-winning Helen Mar condominium conversion and served as architectural consultant to The Strand, the area's most successful new product.

"Friedman's designs for the buildings enhance the original architecture wonderfully, adding clarity and great style," says Nancy Liebman, chairperson of the Miami Beach Historic Preservation Board.

The Lincoln Road Mall was built in the boomtime era of the 1920s, by legendary developer Carl Fisher, to link his original bayfront hotels with his residential oceanfront properties. The first commercial area developed on the island, it once housed Fisher's first office, notes Liebman. Famed South Florida architects

Russell Pancoast and Bob Banker designed many of the buildings that housed the smart shops and elegant jewelers which made the strip the "Fifth Avenue of Miami Beach," during its heydays in the 1940s and 1950s. Its shoppers included some of the most famous names in the business, political and entertainment worlds.

The project is slated for additional support via a \$415,000 rehabilitation grant funded by the HUD community development block grant program, according to Lynn Bernstein, MBDC's commercial revitalization coordinator. It is funded via the Metro-Dade County Office of Community and Economic Development and the City of Miami Beach Community and Economic Development Division.