

# MIAMI TODAY

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## TODAY'S NEWS

### Developers hope facelifts bring upscale to Lincoln Mall

By ROBERT COLEGROVE

Four buildings along Lincoln Road Mall will be renovated for retail and business use by the Doran Jason Co. in a cooperative effort with agencies concerned with the Beach's commercial revitalization.

Doran Jason, with grants from the Miami Beach Development Corp. and the Metro-Dade Office of the Community in Economic Development, bought two buildings in the mall's 800 block, one in the 700 block, and one in the 600 block, with plans to house 27 stores in 70,000 square feet, said Andy Parrish, brokerage salesman for the project.

The ground floor will be retail; the upper floor business. He said 35,000 square feet are presently occupied.

"These are beautiful old buildings," Mr. Parrish said, "but they've been grossly neglected. Some of them need to be renovated from floor to ceiling. New roofs, new wiring — the works.

"We figure we can either complain or get in there and do something about it before it's too late," he said.

Doran Jason acquired New York architect Yossi Friedman to design exteriors, he said, with the Lincoln Road Oversight Committee approving overall plans for renovations and designs. Mr. Friedman previously was principal architect for renovations to Helen Mar Apartments, 2421 Lake Pancoast Dr., Miami Beach.

The face lift and repairs begin this week at 643-75, 719-37, 826-36 and 801-31 Lincoln Road with a January '88 target completion date.

Total cost will be \$1.25 million, Mr. Parrish said.

He said original storefronts are to



Photo by Daphne Sonenthal

#### Andy Parrish of Doran Jason on Lincoln Road

be restored with the introduction of " '80s innovations in lighting." He said he hoped this would encourage night shopping.

For new tenants, he said Doran Jason seeks "upscale shops which already have a following." Prospective shoppers, he said, are residents of new condos on Ocean

Drive in South Beach. He said tenants who will stay include Globe Shoes, Diamonds and Chicken Soup, Carefully Chosen Gallery, the office of architect Fabio Perez-Polo and a ballet studio.

Mr. Parrish said Doran Jason would consider buying other buildings in the area "if the price is right."