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NEW PEDESTRIAN BLOCK AND CAR PARK OPEN ON MIAMI BEACH'S LINCOLN ROAD

City of Miami Beach and Developer Robert Wennett Open

New 1100 Block of Lincoln Road

1:11 PM on Monday, January 11, 2010

Miami Beach, Florida, January 11, 2010 – For half a century, Miami Beach's Lincoln Road has been the heart of the city. The country's second oldest open-air pedestrian mall, the "Road" has an enchanting energy that attracts millions of visitors every year for great dining, culture, entertainment, shopping and people-watching.

On Monday, January 11, 2010, Lincoln Road's pedestrian experience expands to a new block at its western edge between Lenox Avenue and Alton Road. As part of a public/private partnership, the City of Miami Beach and UIA Management/Robert Wennett, developer of 1111 Lincoln Road, open the new promenade and public plaza at the 1100 Block of Lincoln Road. The block was previously a vehicular street, which was closed and replaced with a new pedestrian plaza, in keeping with the Lincoln Road blocks to the east that expand to Washington Avenue.

"We are very excited to unveil and open this extraordinarily beautiful west entrance to our historic landmark -- 12 months ahead of schedule," said Miami Beach Mayor Matti Herrera Bower.

The new plaza features interactive public art by New York artist Dan Graham. A water garden with native trees and other features use Morris Lapidus' legendary designs as inspirations. Other features include special lighting, a Pedra Portuguesa finished surface, new sidewalks and curbs, and drainage improvements. In addition to the pedestrian plaza expansion, the developer built a new, multi-use structure on the north end that adds 250 parking spaces and includes retail, residential and office space at 1111 Lincoln Road.

Raymond Jungles, a Miami-based landscape architect, designed the public plaza and pedestrian promenade in collaboration with Swiss-based architectural firm of Herzog & de Meuron, the architect of the 1111 Lincoln Road project. Herzog & de Meuron are the designers of the Bird's Nest Stadium for the 2008 Olympics in Beijing and the Miami Art Museum.

The City of Miami Beach entered into a development agreement with UIA Management LLC on March 14, 2007 for the design, development and construction of improvements to the Lenox to Alton Road portion of Lincoln Road. The total project cost of \$6.2 million was funded by Miami Beach Redevelopment Agency (Historic Convention Village/City Center RDA).

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NEW PUBLIC PLAZA AND PROMENADE

Raymond Jungles, a Miami-based landscape architect, designed the public plaza and pedestrian promenade in collaboration with Swiss-based architectural firm of Herzog & de Meuron. The new pedestrian plaza is highly organic in nature, including groupings of mature cypress and oak trees surrounded by ponds of water. The black and white striped pavement pattern is composed of pedro portuguesa stones, each individually hand laid in the style of both, Roberto Burle Marx, the visionary Brazilian landscape designer of Copacabana and Ipanema in Rio de Janeiro, Brazil, and Morris Lapidus streetscape pattern for Lincoln Road.

Conceptual artist **Dan Graham** was commissioned to create an interactive reflective glass pavilion situated in the middle of the public plaza. The pavilion is shaped as a peanut in homage to the Fontainebleau's original pool and is titled "Morris" after architect Morris Lapidus. The artwork was commissioned as part of the Miami Beach Art in Public Places (AIPP) program. This program is sponsored by the City of Miami Beach and exhibits works of art in public places other than museums to enrich the public environment.

CAR PARK @ 1111 LINCOLN ROAD

Concurrent to the launch of the new promenade and public plaza is the opening of the Car Park at 1111 Lincoln Road, a project by developer Robert S. Wennett, president of UIA Management. The Car Park is at the heart of Wennett's visionary new structure encompassing retail, parking, residential and office spaces located at the 1100 block of Lincoln Road. Wennett's objective was not only to create a unique shop-work-live experience, but also to build a fully open architectural structure with breathtaking panoramic views surrounded by public spaces that are both wholly original and welcoming – a unique urban experience. Wennett engaged the Pritzker-Prize winning architects **Herzog & de Meuron** to design 1111 Lincoln Road. Among the firm's most widely recognized projects are the transformation of a power plant into Tate Modern in London, the de Young Museum in San Francisco, and more recently the National Olympic Stadium in Beijing. The architect of record is Miami-based Charles Benson & Associates.

The Car Park is open to the public 24 hours a day. The hourly rates are: up to one hour, \$4.00; up to two hours, \$8.00; up to three hours, \$10.00; up to six hours, \$15.00; up to 12 hours, \$25.00; and up to 24 hours, \$30.00.

RETAIL/OFFICE SPACE

1111 Lincoln Road hosts 40,000 square feet for 13 retail concept stores; 110,000 square feet of office space; a 300-space multilevel parking facility; four restaurants, one on the roof top with ocean and bay views; an event space for concerts and art openings; and five high-end residences.

Office space is occupied by creative office tenants like MTV and Nickelodeon Latin America. Retail and Restaurant space is leased by MAC Cosmetics, a wholly owned subsidiary of Estee Lauder; Tokyo-based Adidas Y3, the Yohji Yamamoto line of footwear and apparel; Journelle, a New York based women's lingerie store; Osklen, the contemporary casual lifestyle apparel from Brazil; Coltorti and Italian multibrand designer boutique; Alchemist featuring Rick Owens, Martin Margiela and Chrome Hearts; Swiss-based Nespresso, the European espresso and food bar; Taschen Books from Germany; Inkanta design store; Babalu gift store; Artsee Eyewear from the New York Meatpacking district; and Shake Shack, the burger and shake Danny Meyer concept from New York.

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