



*Crafts Section*

*Change of Land Use,  
Change of Zoning, &  
Text Amendment*

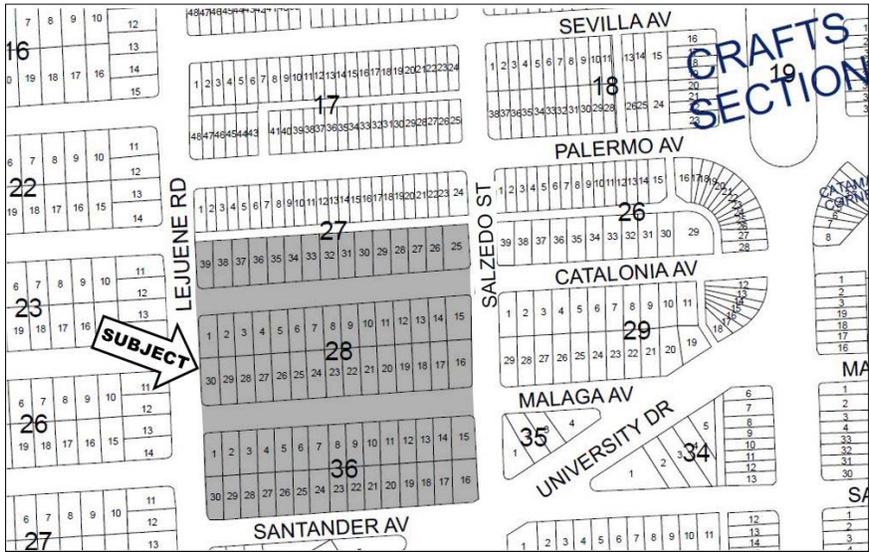
PLANNING AND ZONING BOARD  
JULY 29, 2020



CORAL GABLES  
CRAFTS SECTION

1

*Location Map*



SEVILLA AV

PALERMO AV

CATALONIA AV

MALAGA AV

UNIVERSITY DR

SANTANDER AV

LEJUENE RD

SALZEDO ST

CRAFTS SECTION

SUBJECT

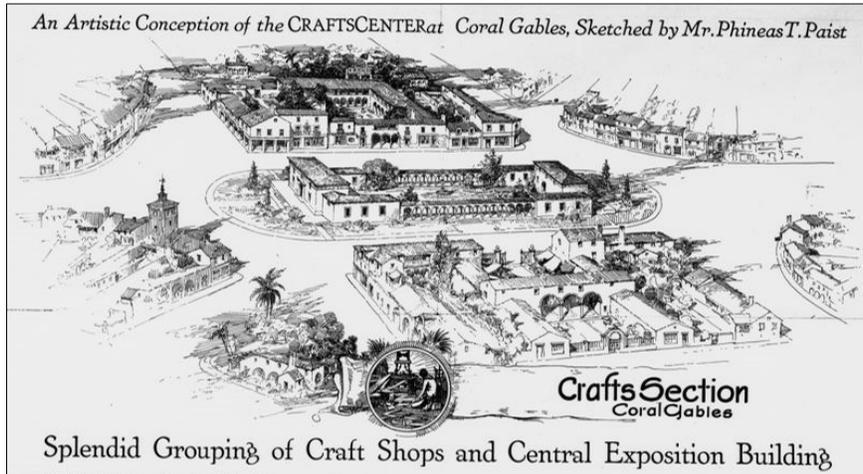
2

*Aerial*



3

*Merrick's rendering of Crafts Section*



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*Existing conditions Block 27-28*



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*Existing conditions Block 27-28*

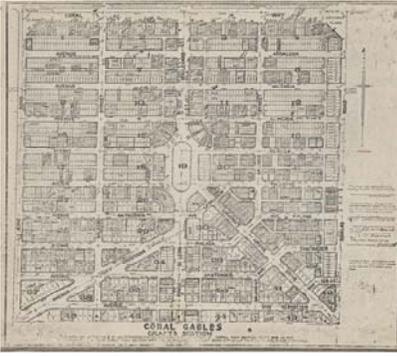


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# Existing conditions Block 36



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## Opening of the Crafts Section



**A New and Interesting Coral Gables Development  
Feature Offering Wonderful Opportunities  
for Profitable Investment**

**T**HE opening of the new Crafts Section at Coral Gables is one of the most interesting announcements regarding the development of this beautiful suburb which has been made this year. It is an announcement that is equally significant both to the student of Miami's progress as an art and industry and to the investor here in the chance to turn a quick profit in real estate.

The new Crafts Section joins the distinctive Business Section of Coral Gables just north of Coral Way between LeJeune and Douglas Roads. Its proposed street will be Pierre de Lamoignon, the splendid 100 foot wide artery of the Business Section as well as Douglas and Flagler Sections.

The new section is described in detail clearly with all of the Sections which lie to the north and especially with Flagler Street, the main business artery of Miami and western Miami. It is also linked with the distinctive County Club Section on the east through the construction of Avenue Americana to the Crafts Center and with all the other sections by its linkage on Coral Way, the great east and west backbone of Coral Gables.

But the dominating significance of the Crafts Section is not entirely a matter of fine location. It is in a far greater way based on the entire program of stockholding here a craft center of international renown, something which Coral Gables is in a better position to carry out successfully far and wider than any other city or suburb in the South. The details of this ambitious plan are told on the following pages.

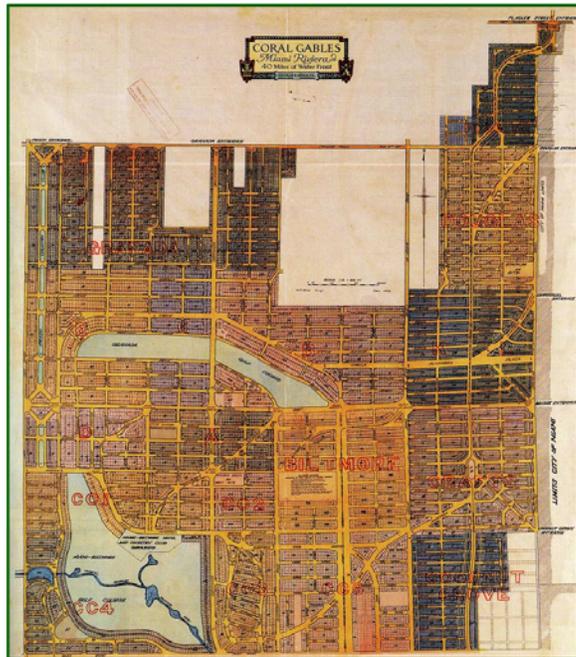
**CORAL GABLES**  
George E. Merrick,  
*America's Finest Suburb*  
Miami, Florida  
Executive Office: 152-154-156 E. Flagler Street, Miami, Florida

BRANCH OFFICES IN ALL FLORIDA CITIES

*Merrick proposed a specialized Craft Section intended as a live/work space for artisans and craftsmen. His vision also was to provide affordable housing.*

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*As Coral Gables expanded Merrick continued to embrace the precept of providing distinct separation of sections based on use. Crafts Section was planned and a specialized live-work.*



**Figure 2: Map, May 1925 – “Coral Gables: Miami Riviera” Northern Section**

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*The blocks were eventually developed in the early 1950s predominantly with modest single-family homes.*

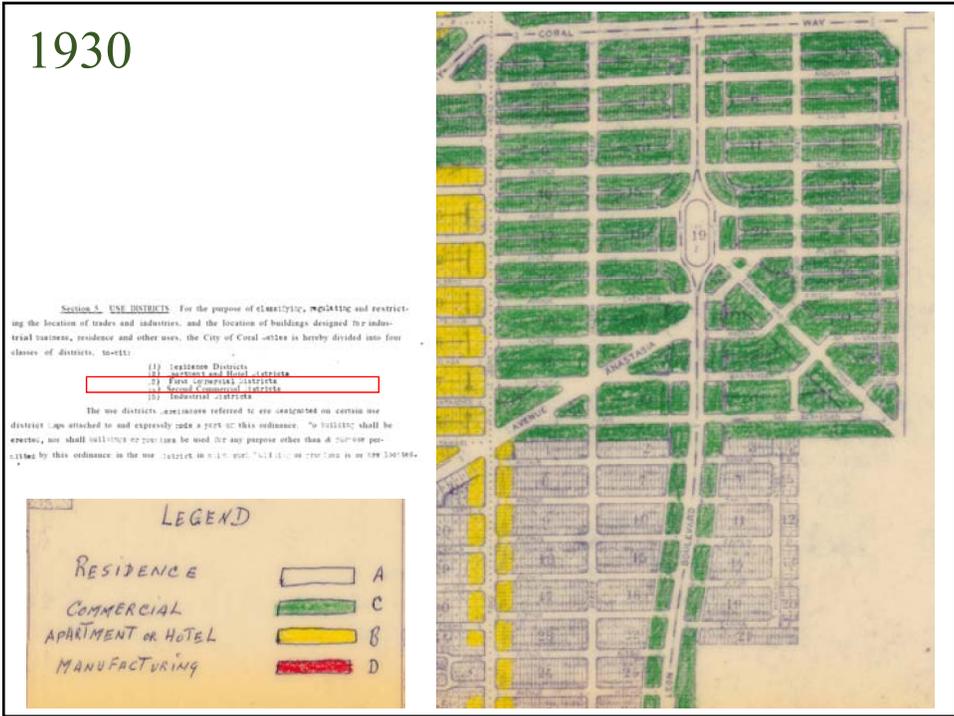


**Aerial Photos: 1938**

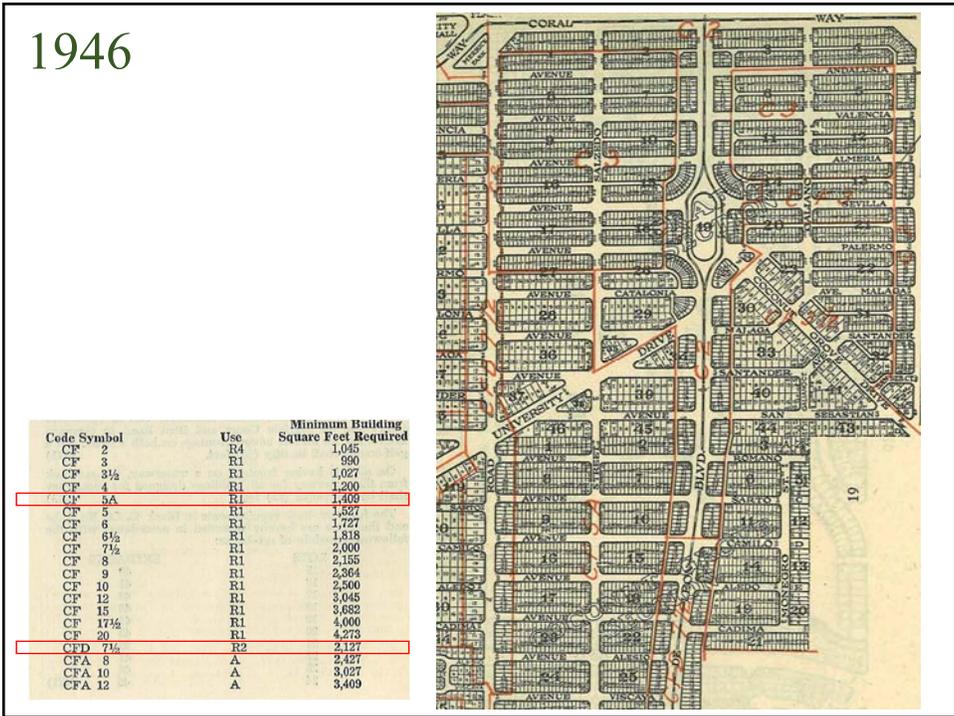


**1954**

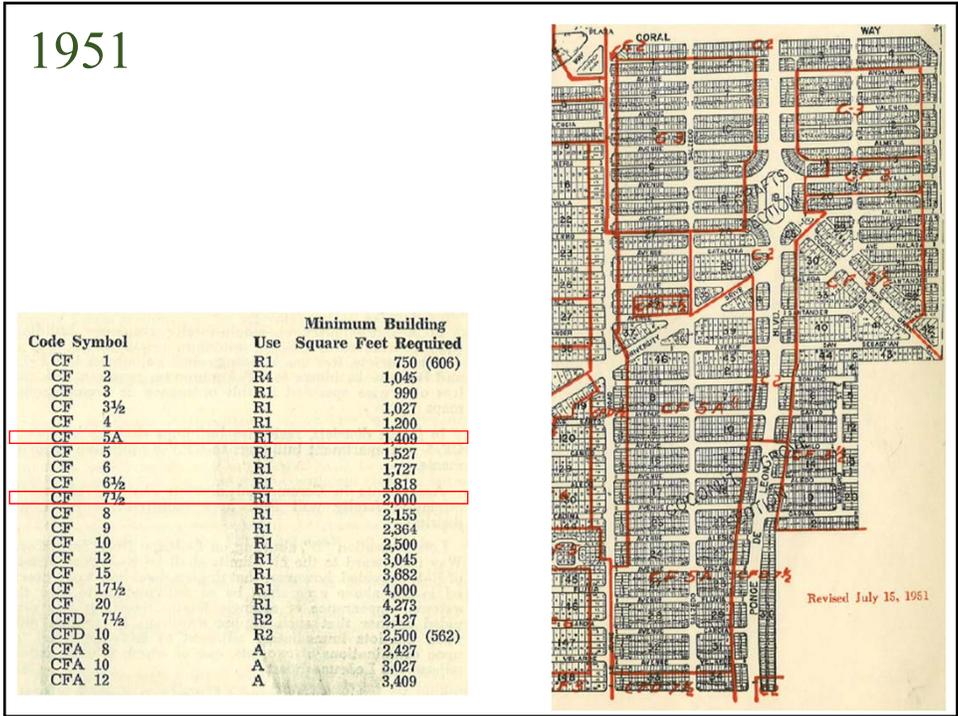
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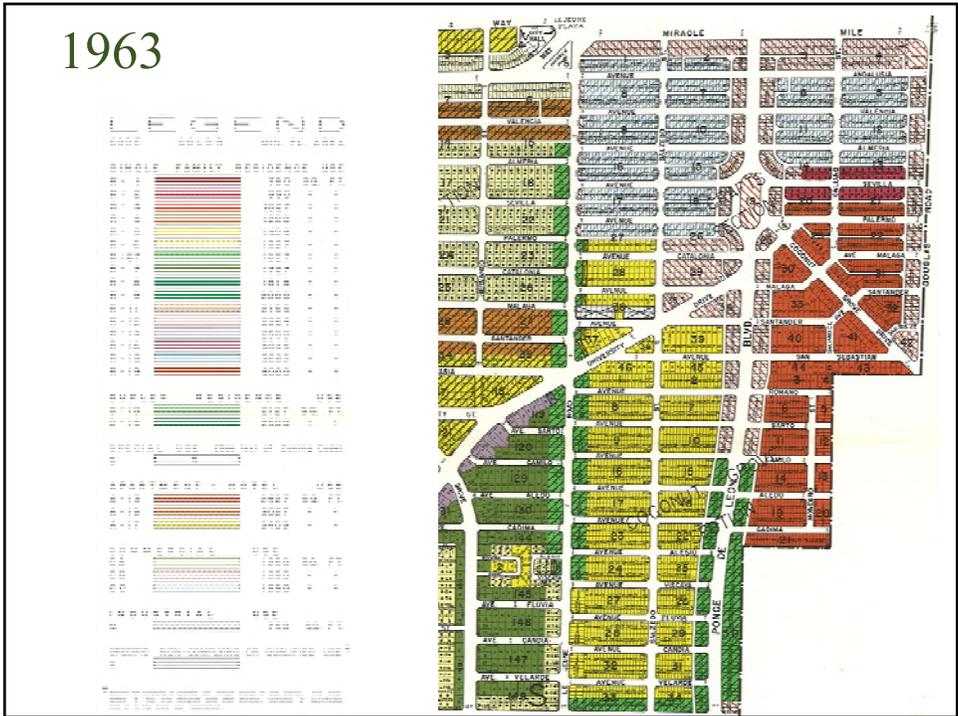
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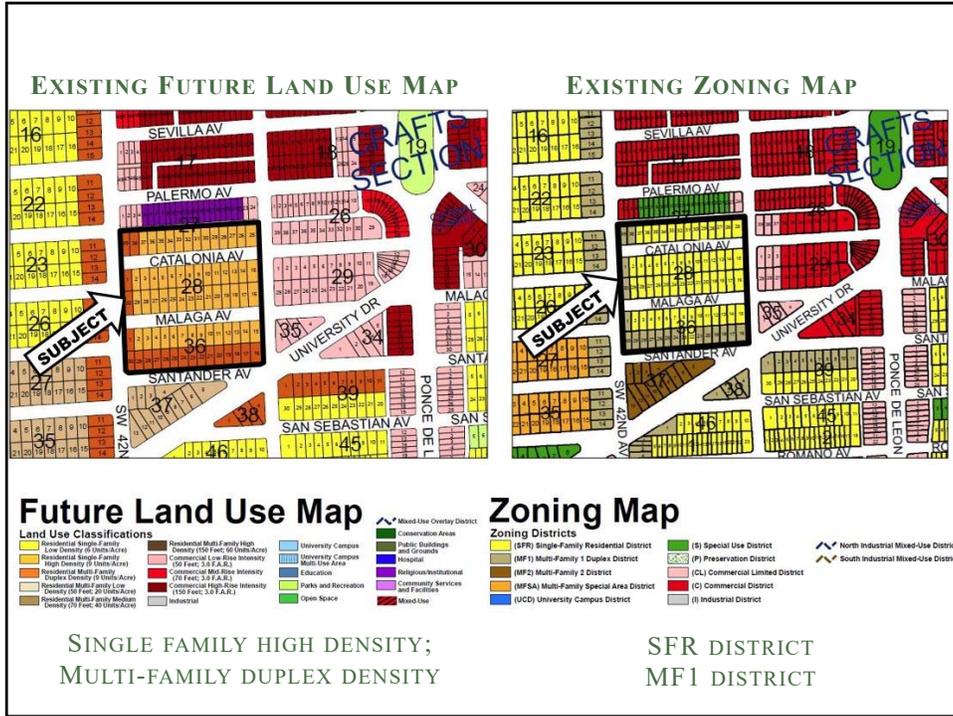
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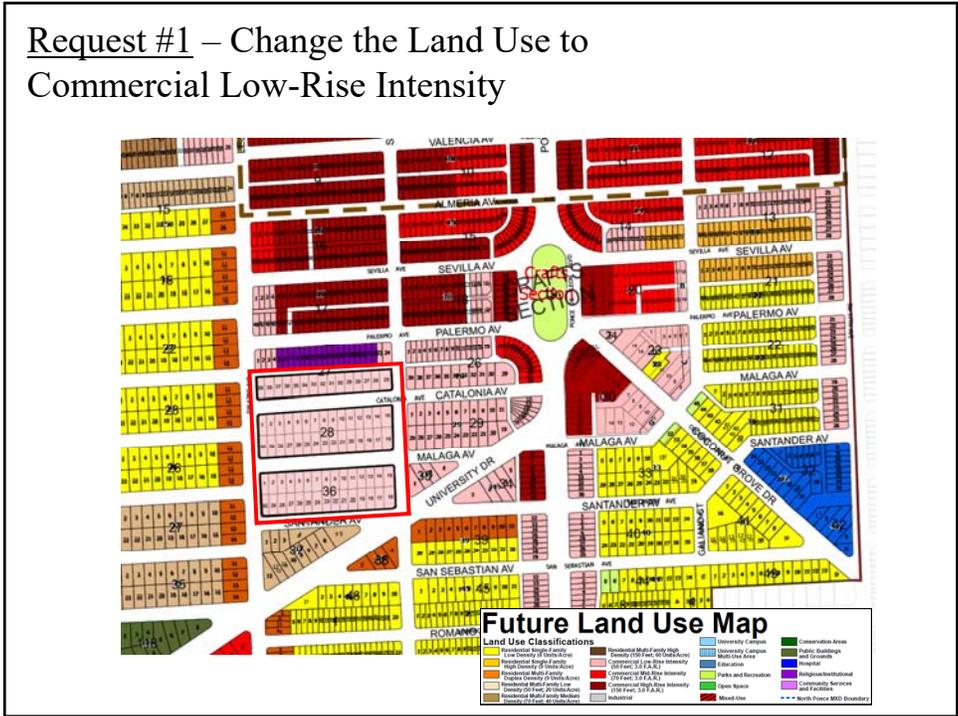
**REQUEST #1:**  
COMPREHENSIVE PLAN MAP AMENDMENT

**REQUEST #2:**  
ZONING CODE MAP AMENDMENT

**REQUEST #3:**  
ZONING CODE TEXT AMENDMENT

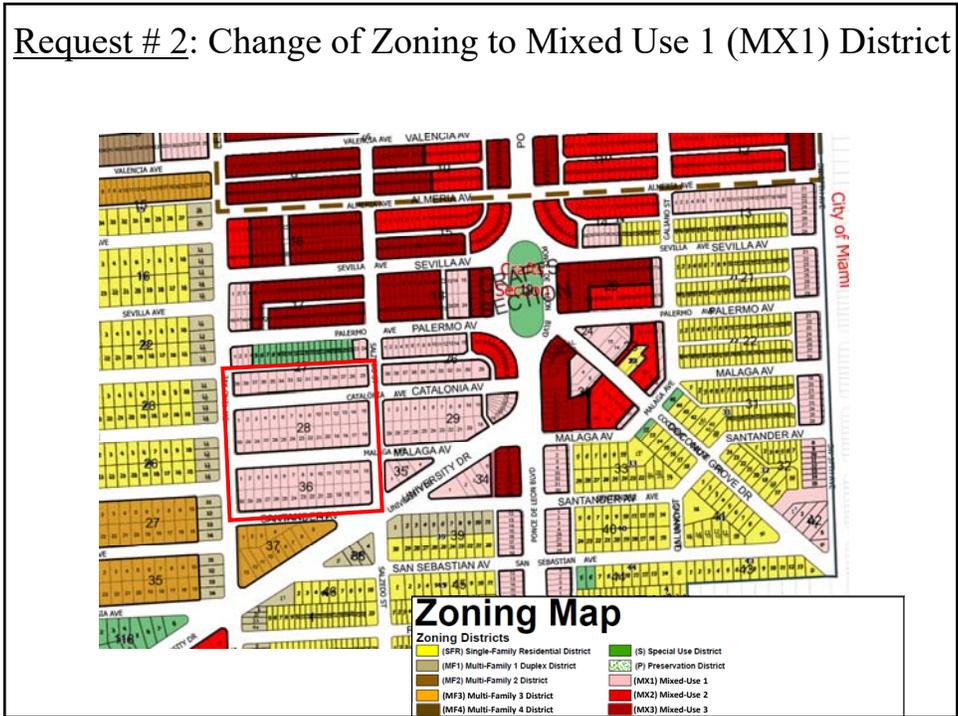
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Request #1 – Change the Land Use to Commercial Low-Rise Intensity



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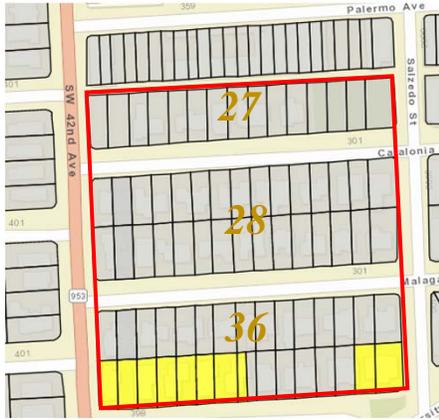
Request # 2: Change of Zoning to Mixed Use 1 (MX1) District



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Request # 3: Amend the Site Specifics Regulations

Section A-36- Crafts Section



*B. Height of buildings.*

*1. Duplex buildings constructed on the following described property shall be restricted to **bungalow type duplexes** one (1) story in height:*

*a. ~~Lots 16 and 17, Lots 24 through 30, inclusive, and the west one half (1/2) of Lot 23, all in~~ **Block 36.***

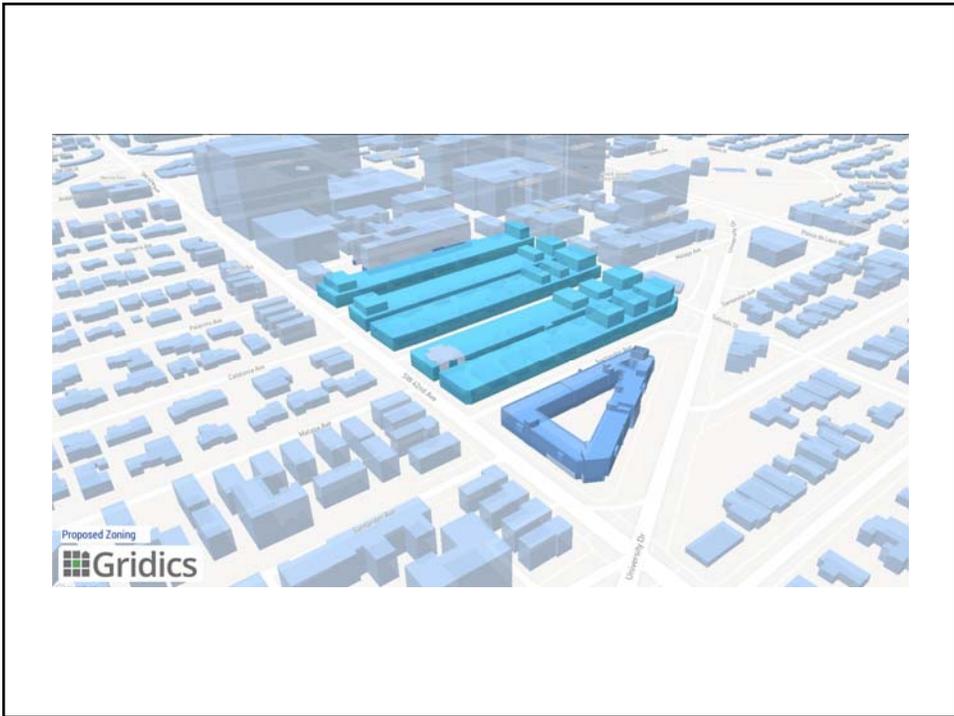
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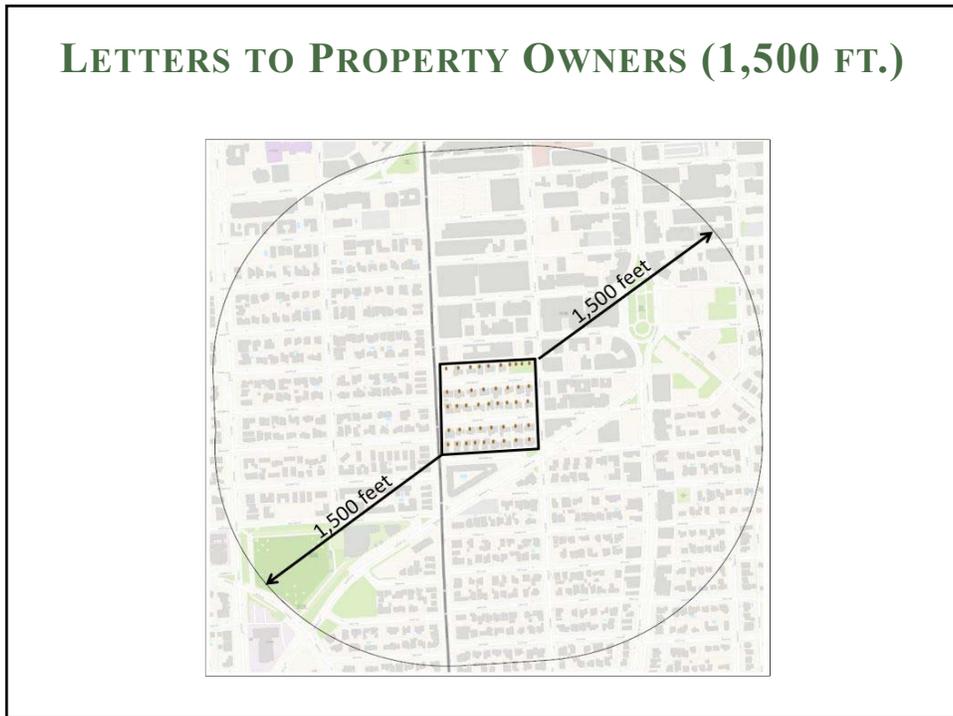


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<b>PUBLIC NOTIFICATION</b>	
<b>07.17.20</b>	<b>LEGAL ADVERTISEMENT</b>
<b>07.15.20</b>	<b>COURTESY NOTIFICATION</b>
<b>07.24.20</b>	<b>POSTED AGENDA ON CITY WEB PAGE AND AT CITY HALL</b>
<b>07.24.20</b>	<b>POSTED STAFF REPORT ON CITY WEB PAGE</b>

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**STAFF RECOMMENDATION:**

REQUEST #1: COMPREHENSIVE PLAN MAP AMENDMENT.  
APPROVAL

REQUEST #2: ZONING CODE MAP AMENDMENT  
APPROVAL

REQUEST #3: ZONING CODE TEXT AMENDMENT  
APPROVAL

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