

SHODDY JOURNALISM DEPT: Today, just two days before the Planning Board hearing on Marina Lofts, the Sun-Sentinel turned over space on its oped page to a Chamber of Commerce cheerleader who wants to hug and kiss Marina Lofts because it's so wonderful. If the Sun-Sentinel was a decent, responsible local paper, they would have had a balanced presentation. Instead they let the C of C Cheerleader parrot the developer's arguments. Shame on them! **And shame on Dan Lindblade**, whose low-class article trashes those of us who appreciate and worry about the Rain Tree. He seems unable to wrap his head around the idea that we enjoy something green that does not go into a wallet.

IMPORTANT NOTE: Planning Board hearing on Marina Lofts is Tuesday, May 14, at 6:30 p.m. in City Hall. [Click here for agenda and meeting info.](#)

Buildings showcased by Marina Lofts developer are actually a bunch of vacant lots, citizen finds



*Resident Steve Sticht investigates projects
shown on Cymbal Development's web site
... and discovers that the buildings aren't there!*

— MORE —

Sticht gives his report to the City Commission:



FORT LAUDERDALE, May 12, 2013 — Citizen Steve Sticht got curious.

The Marina Lofts developer has a "portfolio" web page on which he touts a number of major Miami building projects. Sticht decided to take a road trip to Miami to check on their progress — to see how they look in real life.

Sticht came back from his March journey with some interesting findings and photos. The fancy new buildings shown on Cymbal Development's web site don't exist! The renderings in the web site are just that: Renderings. Real buildings resembling those in Cymbal's images were nowhere to be seen, as you will see below. Cymbal apparently has rounded up entitlements for some of the sites. Actually putting up buildings is another matter.

Sticht presented his pictures to the City Commission during a three-minute Citizen Presentation. "I feel there's something fishy going on," he told them.

You can watch the video of his presentation [by clicking here](#). Give it a few moments to load. (It's at 1:58:28). You can download Sticht's report, which include tax records for each property, [by clicking here](#).

Recently a developer called to say that he thinks Cymbal is going to "flip" the Marina Lofts property, meaning he'll get permission to build — the entitlements — then sell the whole ball of wax to someone else. If that happens, what will become of any unwritten pledges, promises, commitments, representations, etc. that Cymbal has made to our citizens?

Sticht was kind enough to provide me with the photos he shot in Miami. — *Cal Deal*

Note: Cymbal's web site says the Museum Village project in the top row is "under construction." The photo is from March.



Museum Village, 112 NE 40th Street



Park Lane Towers, NE 32nd Street and Biscayne Boulevard



Brickell Flatiron Building, Brickell Avenue and South Miami Avenue



The Chelsea, 1550 Biscayne Boulevard



Cymbal Development, Gigi, Bardot, Saccaro and Carpet Boutique, 3452-3470 North Miami Avenue. These are two contiguous lots with one owner, North Miami Avenue, LLC. The corporation uses Cymbal's North Miami Avenue address, but his name is not listed in the incorporation papers. Cymbal's work here is "basically tenant build-outs," Stitch tells City Commission. Note that the two photos overlap in the center.

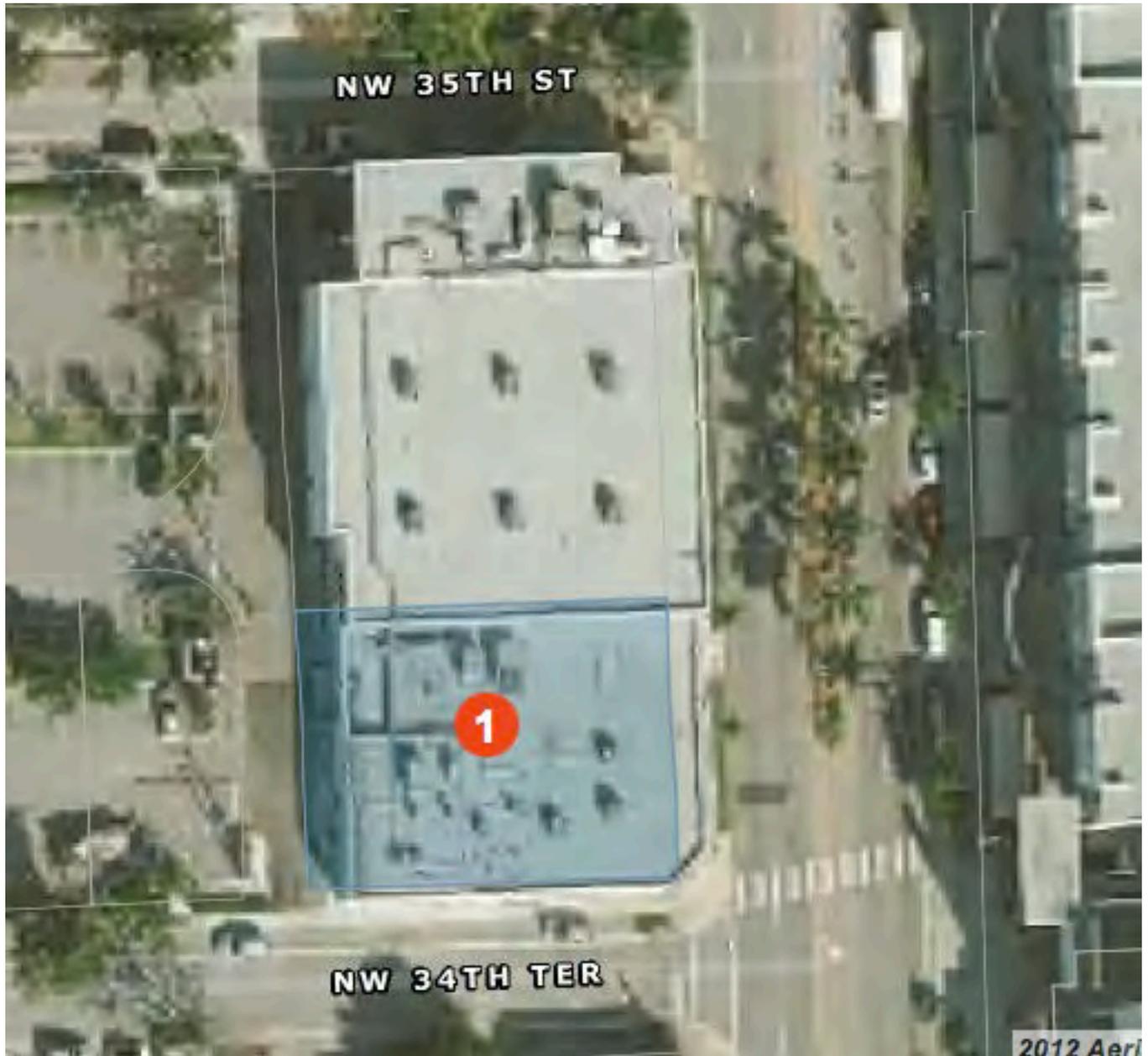
**There are 24 projects on Cymbal's "Portfolio" page,
9 of them are at the same address:
3452-3470 N. Miami Avenue**

SEE RED "SAME ADDRESS" CIRCLES ON NEXT PAGE • [Link to Cymbal Portfolio page](#)

That address consists of two parcels owned by one company, North Miami Avenue LLC, a corporation that uses Cymbal's Miami address, but its online corporate records do not include Cymbal's name. Cymbal Development's offices are in these Miami buildings. Cymbal Development did the build-outs.

Here's that location: 3452-3470 N. Miami Avenue

All of the red-circled projects above are either on the "1" property below, or the property just above it. North Miami Avenue LLC owns both, and Cymbal Development's office is located there. Cymbal's address is used for the LLC's mailing address in corporate records.



**Here is what's left of Cymbal's projects
when you gray out renovations, build-outs,
and Boymelgreen's three New York projects**

*He's gathered up entitlements and flipped a Miami property.
There are no completed, newly constructed buildings.*

Cymbal worked for Boymelgreen from 2002 to 2004.

SEE GRAPHIC ON NEXT PAGE



Martha Little
 • Location: 413 SW 2nd Avenue, Fort Lauderdale, FL
 • 6 acres
 • Retail, residential, and a parking
 • Project value: \$200 million
 • Status: Under development



RTA/OC
 • Location: 81 NE 40th Street, Design District, Miami, FL
 • Mixed-use retail and condominium project
 • Project value: \$50 million
 • Status: Sold for 500% gain in 24 months



Design1
 • Location: 112-130 NE 41st Street, Design District, Miami, FL
 • 120,000 sq. ft.
 • Mixed-use office and retail project
 • Project value: \$30 million
 • Status: Under construction



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Orchard Towers
 • Location: 1005-1121 S. Miami Avenue, Miami, FL
 • Net Lot: 48,282 sq. ft.; Gross Lot: 187,945 sq. ft.
 • Entitlements: Entitled site for 1,188,827 sq. ft. of mixed-use F&R



Park Lane
 • Location: 3302 Street and Biscayne Boulevard, Miami, FL
 • Net Lot: 62,288 sq. ft.; Gross Lot: 26,634 sq. ft.
 • Entitlements: Entitled site for 288,798 sq. ft. of mixed-use F&R



The Chelsea
 • Location: 1000 Biscayne Boulevard, Miami, FL
 • Net Lot: 33,525 sq. ft.; Gross Lot: 62,778 sq. ft.
 • Entitlements: Entitled site for 941,082 sq. ft. of mixed-use F&R



Millennium Park
 • Location: 3424-3470 N. Miami Avenue, Miami, FL
 • Net Lot: 39,044 sq. ft.; Gross Lot: 62,369 sq. ft.
 • Entitlements: Entitled site for 205,135 sq. ft. of mixed-use F&R

WHAT CYMBAL SAYS HE DOES

*Excerpt from Asi Cymbal's letter to Tarpon River Civic Association
re Marina Lofts and his company*

We agree that this property is in dire need of development. Cymbal Development has a proven track record of envisioning and creating design-driven communities in underutilized areas. We focus on areas that are in dire need of development such as this one, and that can benefit from our holistic and sensitive approach to development. We are not only real estate developers. We are also owners and builders, and also own and operate restaurants that give our communities life and soul. Our projects typically transform neighborhoods in a positive way and serve as a catalyst for further quality-of-life improvements.

Cymbal's "Portfolio" page includes three projects by New York developer Shaya Boymelgreen

*Cymbal was his "vice president and general counsel,"
Queens Tribune reports*



Brooklyn developer Shaya Boymelgreen (center) shown here with his executive assistant Tamar Madmoni (left) and vice president and general counsel Asi Cymbal.

WHAT DID HE DO?

Cymbal spent 2 years with Boymelgreen, South Florida Business Journal reports

*He was a "project manager and general counsel,"
South Florida paper says.*

**The Queens, New York report above says he was a
"vice president and general counsel."**

After three years with Dennis, he answered a classified ad requesting resumes from real estate professionals. Within a week, he was interviewing with [Shaya Boymelgreen](#), who had just signed a partnership with diamond magnate [Lev Leviev](#) and his company Africa Israel to develop mixed-use projects in Manhattan. Cymbal was brought on as VP of the company, which executed several prominent projects, including converting the former [JPMorgan](#) headquarters into the Downtown by [Philippe Starck](#) luxury condominium.

He was with the company from 2002 to 2004, as both project manager and general counsel. Leviev Boymelgreen proposed several projects in Miami, the bulk of which never came to pass, and Cymbal's involvement in the company was limited to New York.

From the South Florida Business Journal

BOYMELGREEN SUED OVER BUILDING "DEFECTS"

Cymbal uses this building on his "Portfolio" page

[Read New York Post story.](#)

15 Broad buyers sue Boymelgreen, Africa Israel for \$20M over alleged defects

November 02, 2010 09:00AM



From left, Shaya Boymelgreen, Lev Leviev of Africa Israel and 15 Broad Street

Shaya Boymelgreen and co-developer Africa Israel have been hit with a \$20 million lawsuit over shoddy construction at 15 Broad Street, the glitzy, 330-unit Financial District condominium conversion also known as Downtown by Starck. According to the Post, four members of the condo

board and several apartment owners claim the developers left the building "rife with defects," including a movie theater rendered unusable by building code violations, water leaks and a lack of fireproofing. They also allege that the developers have purposely avoided making the building improvements necessary for a permanent certificate of occupancy from the city in order to retain control of the condo board "as leverage to pressure its unit owners into accepting conditions that are far less than what the sponsor and its associates promised them." It's an all-to-familiar story for the **embattled** Boymelgreen, who virtually **disappeared** last year amid a slew of **similar lawsuits from condo buyers** in Brooklyn, but who has been attempting to **stage a comeback** on the New York City scene in recent months. Laurie Golub, general counsel for Africa Israel, pledged to "aggressively defend this action," which she said is "wholly without merit." **[Post]**

BOYMELGREEN'S "GROWING LIST" OF MIAMI LAWSUITS

[FULL SOUTH FLORIDA BUSINESS JOURNAL STORY](#)

SUBSCRIBER CONTENT: Feb 18, 2008, 12:00am EST

Litigation follows developer dreams

Africa Israel's Lev Leviev takes control of Leviev Boymelgreen properties and headaches

Oscar Pedro Musibay and Julia Neyman

Debra Rosen stormed into the office of Miami-based developer Leviev Boymelgreen to get her \$148,000 deposit back. She cursed and screamed, after months of getting the run-around, until then-President Andy Hellinger asked her to leave, she recalled.

How could she go wrong, she thought before the encounter, buying a condominium from the partnership of diamond magnate Lev Leviev and New York City builder Shaya Boymelgreen, who had several New York projects under his belt?

Now the developer's Soleil project, where Rosen bought her unit, is shelved, its Vitri condo project on South Beach is on hold indefinitely and Rosen is one of a growing list of plaintiffs who have filed lawsuits against Leviev Boymelgreen.

In contrast, the developer entered South Florida in 2004 with splashy front-page news that it would build \$1.5 billion in mixed-use projects, mainly on \$90 million in land near Biscayne Boulevard. A key seller was parking lot magnate Hank Sopher.



[+ Enlarge](#)

Leviev Boymelgreen had splashy plans for \$1.5 billion in development, but the Marquis is the only project to start construction.



NSU BUSINESS SCHOOL
DISCOVERY DAY

NSU NOVA SOUTHEASTERN UNIVERSITY

Wednesday, May 22
8:00 a.m. - 8:00 p.m.
Main Campus—Fort Lauderdale

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Cal Deal

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*"Always do right. This will gratify some people
and astonish the rest."*

— Mark Twain

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