

Ferrado Lido, LLC  
The Standard Spa Miami Beach  
40 Island Avenue, Miami Beach Florida

Design Review Board Final Submission: September 9, 2016

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## OVERVIEW

Over the years, The Standard has become a staple in the community. Residents invite their out-of-town friends and family to stay at The Standard due, not only to its convenient location, but also because of the Zen-type atmosphere. The Standard wants to continue to service the community and raise the standards for such facilities. In so doing, they are seeking design review of approval of a re-design of its easternmost wing.

The proposed design elevates the existing rooms, not only metaphorically, but physically. While keeping the existing room count, The Standard proposes to demolish the east wing. The new wing will consist of three stories, including two stories of hotel units. The new design also provides for much needed parking on the ground level. Having a parking garage on-site, to service the needs of The Standard's patrons, will alleviate parking issues, as well as traffic congestion.

## **HOURS OF OPERATIONS | ACCESS**

The following hours are an approximation of what is existing and being proposed, and may be amended at a later time:

### **HOTEL**

24 Hours a Day, 7 Days a Week

### **SPA**

Sunday - Thursday | 8:00 AM - 10:00 PM

Friday - Saturday | 8:00 AM - 12:00 AM

### **LIDO BAYSIDE GRILL RESTAURANT**

7:00 AM - 12:00 AM Daily

### **JUICE CAFE**

Monday - Thursday | 7:00 AM - 6:00 PM

Friday - Sunday | 7:00 AM - 10:00 PM

### **Access**

Pedestrian and vehicular access can be achieved through Island Avenue. All guests and members are asked to enter through the main lobby entrance on Island Avenue, while employees access the property using the west path service gate.

## **STAFFING LEVELS**

The following staffing levels are an approximation of what is existing and being proposed, and may be amended as determined to be needed, on a daily basis, by management:

### **HOTEL**

Front Office - 13 Employees  
Reservations - 6 Employees  
Housekeeping - 22 Employees  
Pool - 13 Employees  
Boutique - 2 Employees  
Human Resources - 2 Employees  
Finance - 7 Employees  
Guest Relations - 8 Employees  
Sales & Marketing - 5 Employees  
Engineering - 11 Employees  
**Total - 89 Employees**

### **SPA & MEMBERSHIPS**

Spa - 80 Employees  
Membership - 10 Employees  
**Total - 90 Employees**

### **CULINARY, FOOD AND BEVERAGE**

Culinary Employees - 36  
Food & Beverage employees - 74  
**Total - 110 Employees**

## **SOUND**

Please refer to attached sound study prepared by The Audio Bug, Inc.  
for details related to sound on the property.

## **PARKING**

Please refer to the submitted traffic study prepared by Traf Tech Engineering, Inc. for details related to parking.

## **DELIVERIES**

The following procedures are or will be implemented to ensure minimal impact on local residents:

Deliveries are, and will continue to be, coordinated so that they do not take place before 9:00 AM or after 5:00 PM. Deliveries typically take place Monday – Saturday, including FedEx, UPS, USPS, food purveyors and occasional event rental companies. On-site deliverables currently occur on the east alleyway by the receiving department. In the future, deliveries will occur through the internal drive aisle proposed for the parking level. The hotel's receiving department will continue to process the deliveries, with the exception of food deliveries which are process by the kitchen (sous chef) team.



## **COLLECTIONS**

All waste is placed into seven (7) bins, five (5) of them being two-yard bins for trash and two (2) being four-yard bins for recycling. All trash is stored on the east side alleyway. Waste Management staff will continue to roll out the bins to Island Avenue, picking up the trash, and rolling the bins back inside the alleyway. Collections occur, and will continue to occur, seven (7) days a week.

## SECURITY

There are no “large groups” of persons on-site as the property primarily functions as a hotel and spa space with bohemian and tranquil atmosphere. Ownership relies on department managers and supervisors to report suspicious activities to an on-duty manager who will then determine the best course of action to be taken. This action will typically be met by involving the guest relations department as a preliminary action, if the situations warrants the local authorities can be contacted. There is a manager on-site at all times of day. There are also at least two (2) employees at the front desk during the AM/PM shift, and at least one (1) employee at the front desk overnight..

There is an electronic guard tour system (Deggy system) used on-site. This system is a tool that is used to track and log the tours of employees in a variety of applications, such as employee patrolling property. This system provides assurance that the employees are making their designated rounds at the times and intervals requested and have proven to be extremely useful for overall business performance, business health and safety, and/or for legal/insurance matters.

There is also a CCTV system that is backed up to a server in a secured IT area. There are a total of forty-eight (48) individual cameras that cannot be manipulated by any staff members to include managers and directors. The footage is password protected and can only be reviewed by authorized personnel.

For special events, licensed security guards are contracted to conduct access and traffic control. In addition, off-duty police officers may be hired to assist with local vehicle traffic. In addition, the property owner relies on staff to assist with access control within the property. The owner also has a specified security plans that is outlined in its Standard Emergency Response Plans.

The valet company, Park1, is in charge of securing the parking facility, which is currently located off-site property. However, this will be internalized as part of the proposal.