



200 S. Biscayne Boulevard  
Suite 300, Miami, FL 33131

[www.brzoninglaw.com](http://www.brzoninglaw.com)

305.377.6238 office

305.377.6222 fax

[mmarrero@brzoninglaw.com](mailto:mmarrero@brzoninglaw.com)

May 10, 2021

VIA ELECTRONIC SUBMITTAL

Thomas Mooney, Planning Director  
Planning Department  
City of Miami Beach  
1700 Convention Center Drive  
Miami Beach, Florida 33139

Re: Modification to Existing CUP under PB File NO. 2053 to Reflect Change in Operator for the Property at 743 Washington Avenue, Miami Beach

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Dear Tom:

This law firm represents Mansourandco, LLC (the "Applicant") lessor of the property at 743 Washington Avenue in City of Miami Beach (the "City") and further identified by Folio No. 02-4203-004-0690 (the "Property"). The Applicant intends to take over operations of the existing entertainment establishment at the Property and relaunch a new concept for the space—VENDÔME Miami Beach. In order to do so, the Applicant must modify the existing conditional use permit ("CUP") under Planning Board ("PB") File No. 2053 to reflect that the Applicant is the now the operator.

Proposed Establishment. VENDÔME is envisioned as the City's newest luxury entertainment establishment delivering exclusive entertainment and curated experiences to a sophisticated clientele. The concept is inspired by the Place Vendôme neighborhood in Paris which is widely known for its exquisite architecture and high-profile residents. The team behind VENDÔME are veterans of international nightlife successfully operating high-end entertainment establishments in the United States, Europe and Australia. Jonathan Mansour, who leads the VENDÔME team, has experience with operating entertainment establishments in the Miami area as a founding partner of the Victory Restaurant and Lounge in Downtown Miami. Mansour and his team will bring their expertise and vision to the venue and help make it an asset to Miami Beach.

Elevated entertainment experiences, such as VENDÔME, are needed in the City in order to appeal to an affluent and sophisticated consumer base that can contribute to the City's hospitality and service industry which is currently struggling to recuperate from the economic hardships created by the Covid-19 closures. It is imperative for the economic well-being of the City's hospitality and service industries that responsible operators who comply with City regulations be allowed to open to the public and bring new life to the City. As such, the Applicant respectfully petitions that his request as detailed below be granted.

Request. In 2012, the PB approved a modified CUP to operate a Neighborhood Impact Establishment, more specifically an entertainment establishment, at the Property (the "Approval"). Condition No. 2 of the Approval states that any subsequent owner or operator is required to go before the PB and affirm their understanding of all conditions listed in the Approval. As such, subsequent operators have requested—and this Board has granted—modification of the Approval to reflect a change in operator. See Exhibit A, PB File 2053. Now, the Applicant hereby requests that the Approval be modified, as it has been in the past, to reflect that the Applicant is the operator.

The Applicant has thoroughly reviewed the Approval and affirms that VENDÔME will comply with all conditions of the Approval to ensure safe operation of the new establishment. The enclosed operational plan shows the location of all tables, DJ stage, and bar inside the building, along with the maximum number of guests (140) and staff (53) that are permitted to occupy this space at any one time. Security personnel will be posted in close proximity to all doors, including the rear exit door and all patron queuing will take place within the Property. The Applicant will coordinate with the Parking Department and Transportation Manager for the location of valet drop-off/pick up and to ensure sufficient spaces for proper queuing. Further, hours of operation and noise levels will be consistent with limitations set forth in the Approval and otherwise provide in the City Code.

Conclusion. Mansour and his team are excited to make their vision for VENDÔME a reality and bring a new elevated entertainment experience to Washington Avenue. After over a year of stagnation, the City is finally in a position to approve projects such as VENDÔME that will bring affluent customers back to the City and help revive the hospitality and service industry. The Applicant understands and affirms that he and his team will comply with all conditions set forth in the Approval. Based on the foregoing, Applicant respectfully requests that his request to modify the Approval be granted. Thank you for your consideration.

Sincerely,



Michael J. Marrero

Enclosures

cc: Michael W. Larkin, Esq.  
Cecilia Torres-Toledo, Esq.

**PLANNING BOARD  
CITY OF MIAMI BEACH, FLORIDA**

**PROPERTY:** 743 Washington Avenue

**FILE NO:** 2053 (f.k.a. 1906)

**IN RE:** The application by 743 Washington Entertainment, LLC, requesting a Modification to an existing Conditional Use Permit, pursuant to Section 118-195 of the City Code for a Neighborhood Impact Establishment, to change the name of the operator, as required by Condition 2 of the CUP.

**LEGAL**

**DESCRIPTION:** Lot 14 Block 33 of OCEAN BEACH ADDITION #1, according to the plat thereof, recorded in Plat Book 3, Page 11 of the public records of Miami-Dade County, Florida.

**MEETING DATE:** February 28, 2012

**MODIFIED CONDITIONAL USE PERMIT**

The applicant, ~~Washington Entertainment, LLC~~, 743 Washington Entertainment, LLC, filed an application with the Planning Director to modify the Conditional Use Permit pursuant to Section 118-193 of the Land Development Regulations of the Code of the City of Miami Beach, Florida. Notice of the proposed modification was given as required by law and mailed out to owners of property within a distance of 375 feet of the exterior limits of the property, upon which the application was made.

The Planning Board of the City of Miami Beach makes the following FINDINGS OF FACT, based upon the evidence, information, testimony and materials presented at the public hearing and which are part of the record for this matter:

That the property in question is located in the CD-2 Commercial, Medium Intensity Zoning District;

That the intended Use is consistent with the Comprehensive Plan for the area in which the property is located;

That the majority of surrounding uses are commercial and residential uses;

That the intended Use or construction will not result in an impact that will exceed the thresholds for the levels of service as set forth in the Comprehensive Plan;

That structures and Uses associated with the request are consistent with the Ordinance;

That the public health, safety, morals, and general welfare will not be adversely affected when the conditions of approval are in compliance;

That necessary safeguards will be provided for the protection of surrounding property, persons, and neighborhood values if the following conditions are met.

**IT IS THEREFORE ORDERED**, based upon the foregoing findings of fact, the evidence, information, testimony and materials presented at the public hearing, which are part of the record for this matter, and the staff report and analysis, which is adopted herein, including the staff recommendations, that the modifications to the Conditional Use Permit be GRANTED, as provided below: Underlining = new language; ~~Strikethrough = deleted language~~.

1. The Planning Board shall maintain jurisdiction of this Conditional Use Permit. The applicant shall provide a progress report to the Board in 90 days after the Business Tax Receipt has been issued. The Board reserves the right to modify the Conditional Use approval at the time of a progress report in a non-substantive manner, to impose additional conditions to address possible problems and to determine the timing and need for future progress reports. This Conditional Use is also subject to modification or revocation under City Code Sec. 118-194 (c).
2. This Conditional Use Permit is issued to ~~Washington Entertainment, LLC~~ 743 Washington Entertainment, LLC as operator of this entertainment establishment. Subsequent owners and operators shall be required to appear before the Board to affirm their understanding of the conditions listed herein.
3. The conditions of approval for this Conditional Use Permit are binding on the applicant, the property owners, operators, and all successors in interest and assigns.
4. Security personnel shall take measures to enforce the Patron Age Restriction of the City Code during the hours of operation.
5. The hours of operation for this entertainment establishment ~~the restaurant/lounge~~ shall be as follows:
  - Monday - Wednesday: 10:30 AM to 5:00 AM
  - Thursday - Sunday: 5:00 PM to 5:00 AM
6. As shown on the plans, the existing double door vestibules shall be maintained at the main entrance of the establishment.
7. A revised floor plan that shows the seating arrangement shall be submitted to staff for review and approval prior to obtaining a building permit or Certificate of Completion, Certificate of Occupancy or Business Tax Receipt. In addition, as proffered by the applicant, security personnel shall be posted in close proximity to all doors, including the rear exit door.
8. The garbage holding room opening towards the alley shall be enclosed and air conditioned in order to contain malodorous garbage and to avoid any garbage escaping to the alley.

9. Prior to the issuance of a building permit, the applicant shall participate in a Transportation Concurrency Management Area Plan (TCMA Plan), if deemed necessary, by paying its fair share cost, as determined by the Transportation/Concurrency Management Division. A final concurrency determination shall be conducted prior to the issuance of a Certificate of Occupancy or Certificate of Completion. Mitigation fees and concurrency administrative costs shall be paid prior to the project receiving the Business Tax Receipt.
10. The applicant shall coordinate with the Parking Department and the Transportation Manager the location of valet drop-off/pick up and sufficient spaces for the queuing of vehicles waiting to be serviced by the valet operator.
11. Once the applicant enters into a contract with the valet operator, a valet staffing plan and a vehicle storage plan shall be submitted to staff for review and approval.
12. The applicant shall submit for staff review and approval specific noise attenuation measures inclusive of interior proofing prior to the issuance of a Business Tax Receipt.
13. Any window treatment that may be proposed shall be such that there is a clear view from the sidewalk in order to activate the area. Such treatments shall be included in the building permit plans and shall be reviewed and approved by staff.
14. Street flyers and handouts shall not be permitted, including handbills from third-party promotions.
15. Queuing of persons on the sidewalk shall be prohibited. Queuing shall take place within the premises, as shown in the plans submitted, and controlled by The Gates security personnel so that there is no spillover that could conflict with pedestrian flow in front of the subject establishment.
16. The applicant shall be responsible for maintaining the frontage and exterior of the building and the property in excellent condition, including keeping the sidewalk, curb and gutter in front and side of the building in a clean and sanitary condition, free of all refuse, at all times. When sweeping the sidewalk in front of the establishment, the personnel doing the sweeping shall ensure that they do not merely push the refuse in front of another building, but pick up all trash and dispose of it appropriately. In addition, at the end of business each day sidewalks shall be swept and hosed down.
17. The Planning Board shall retain the right to call the operators back before them and modify the hours of operation or the occupant load should there be issuance of written warnings and/or notices of violation about loud, excessive, unnecessary, or unusual late night noise.
18. A violation of Chapter 46, Article IV, "Noise," of the Code of the City of Miami Beach, Florida (a/k/a "noise ordinance"), as amended, shall be deemed a violation of this Conditional Use Permit and subject to the remedies as described in section 118-194, Code of the City of Miami Beach, Florida.
19. The applicant shall resolve outstanding violations and fines, if any, prior to the issuance of a building permit.

20. ~~This Modified Conditional Use Permit shall be recorded in the Public Records of Miami-Dade County at the expense of the applicant, prior to the issuance of a building permit, certificate of use or Business Tax Receipt, whichever occurs first. Within a reasonable time after applicant's receipt of this Modified Conditional Use Permit as signed and issued by the Planning Director, the applicant shall record it in the Public Records of Miami-Dade County at applicant's expense and then return the recorded instrument to the Planning Department. No building permit or certificate of completion shall be issued until this requirement has been satisfied.~~
21. This order is not severable, and if any provision or condition hereof is held void or unconstitutional in a final decision by a court of competent jurisdiction, the order shall be returned to the Board for reconsideration as to whether the order meets the criteria for approval absent the stricken provision or condition, and/or it is appropriate to modify the remaining conditions or impose new conditions.
22. The establishment and operation of this Conditional Use shall comply with all the aforementioned conditions of approval; non-compliance shall constitute a violation of the Code of the City of Miami Beach, Florida, and shall be subject to enforcement procedures set forth in Section 114-8 of the Code and such enforcement procedures as are otherwise available. Any failure by the applicant to comply with the conditions of this Order shall also constitute a basis for consideration by the Planning Board for a revocation of this Conditional Use permit.
23. Nothing in this order authorizes a violation of the City Code or other applicable law, nor allows a relaxation of any requirement or standard set forth in the City Code.

Dated this 5th day of March, 2012

PLANNING BOARD OF THE  
CITY OF MIAMI BEACH, FLORIDA

BY: 

Richard G. Lorber, AICP, LEED AP  
Acting Planning Director  
FOR THE CHAIRMAN

STATE OF FLORIDA )  
COUNTY OF MIAMI-DADE )

The foregoing instrument was acknowledged before me this 5<sup>th</sup> day of MARCH, 2012, by Richard G. Lorber, AICP, LEED AP, Planning Director of the City of Miami Beach, Florida, a Florida Municipal Corporation, on behalf of the corporation. He is personally known to me.



TERESA MARIA  
MY COMMISSION # DD 928148  
EXPIRES: December 2, 2013  
Bonded Thru Budget Notary Services

*Teresa Maria*

Notary: \_\_\_\_\_  
Print Name TERESA MARIA  
Notary Public, State of Florida  
My Commission Expires: 12-2-13  
Commission Number: DD928148

{NOTARIAL SEAL}

Approved As To Form:  
Legal Department *(g/leed/3-2-12)*