

# **Shelborne Hotel**

## **By Proper**

**2022 OPERATIONS PLAN**

**1801 COLLINS AVE**

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## **SHELBORNE HOTEL by PROPER**

An original 1940s Art Deco gem located within the Ocean Drive/Collins Avenue Local Historic District, the Shelborne will be undergoing a \$44M rejuvenation. The operations plan outlined below will provide information on the existing and proposed food and drink uses serving the guests of the hotel and/or the general public. Hours of operation shall be consistent with City of Miami Beach Ordinances with regards to permitted times of operations and events. The operations and concessions shall follow the City of Miami Beach Ordinances with regards to noise and loud music.

### **OVERVIEW OF HOTEL FOOD AND DRINK USES**

The following are the existing and proposed food and beverage uses within the hotel.

- The “Signature Restaurant” is divided into interior and exterior spaces and will be utilized as the Shelborne by PROPER Hotel’s luxury three-meal-a-day restaurant open for breakfast, lunch and dinner. The restaurant will open at 6:00 AM for breakfast and remain open until 5:00 AM for interior service. The exterior portion of the restaurant will operate until 2:00AM. The restaurant will play only ambient background music (except during City-approved special events or private events) or during special event promotions with planned DJ entertainment. Per the existing CUP, the ‘Lounge’ is adjacent to the restaurant and operates under the same hours.
- The “Lobby Lounge and Bar” is designed to accommodate the hotel’s need for an elevated work area, lounge, and all-day dining. As depicted on the floor plan included in the architectural plans submitted with the application, the Lounge is designed as an area for patrons to sit, relax, and talk at all hours of the day. A bar will serve drinks and light refreshments. The Lounge will be open from 6:00 AM through 5:00 AM and will play ambient background music, occasional planned DJ sets, and live music.
- The “Quick Service Cafe” is located at the southwest corner of the hotel’s lobby area and is designed to accommodate the hotel’s need for a lobby quick service grab and go option as an alternative to the other restaurant venues located in the rear of the structure. There is no entertainment

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planned for this area. The Quick Service Cafe will be open from 6:00 AM (for breakfast) through 5:00 AM. The Quick Service Cafe will play only ambient background music.

- The “Basement Nightclub” is an area of the hotel’s basement and has a separate entrance from Collins Avenue. The Basement Nightclub space has historically been used as a nightclub featuring entertainment. The Basement Nightclub is proposed to continue to be used as a nightclub operating from 8:00 PM to 5:00 AM daily. The occupancy of the Basement Nightclub shall be limited to 150 persons.
- The “Pool Deck” is located on the eastern end of the property just west of the Pool Cafe. Details on the food, drink, and entertainment proposed for the Pool Deck are below:
  - The “Pool Cafe” is located within the two easternmost commercial cabanas and rear open courtyard area of the Shelborne by PROPER Hotel and is designed to accommodate the hotel’s need for a poolside café, primarily serving patrons during the daytime and early evening hours. The Pool Café will serve a menu comparable to other poolside cafes in hotels of the same caliber and style and will operate from 6:00 AM through 11:00 PM. The Pool Cafe will play only ambient background music.
  - Food and drink will be served morning until evening poolside, serviced by the Hotel Restaurant and Pool Cafe. There is no outdoor entertainment proposed for the outdoor accessory use restaurants and bars, except during the weekend pool events described herein, city-approved special events or private events.
- The “Rear Yard” is located at the far eastern end of the property, east of the Pool Deck and Pool Café. The Rear Yard is envisioned as an extension of the Pool Deck and recreation area. It will feature a lawn area and comfortable seating areas nestled among lush landscaping. The Rear Yard will be serviced primarily by the Pool Café and Signature Restaurant, and

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will operate at the same hours and under the same conditions as the Pool Deck.

## **DETAILS ON OPERATION OF POOL DECK**

The pool deck areas will be open 6:00 AM until 11:00 PM for guests, except during City-approved Special Events or private functions when the hours may extend to no later than 2:00 AM.

The pool deck area will generally be limited to the use of hotel guests and/or the guests of private functions, with three exceptions.

First, patrons of the Signature Restaurant will be able to enjoy the pool deck and mezzanine as a complement to their meal experience. This access will be permitted from 11:00 AM to 11:00 PM daily.

Second, the pool deck will be open for public events on Fridays, weekends, holidays, and during the City's special event periods. The area will be open to the public during these days from 10:30 AM to 7:00 PM from December 1 to April 30 and from 10:30 AM to 8:00 PM the remainder of the year. All music will be played through the hotel's audio system. The hotel manager or his/her/they designee shall have sole control over sound levels. Food for the weekend/holiday event shall be served by the waitstaff of the Signature Restaurant and Pool Cafe and the public will have access to the bar within the Signature Restaurant well as a temporary bar located on the southern end of the pool deck area. Queuing for the events shall be within the hotel lobby. No queuing will be permitted on the public right of way. The hotel shall be the sole operator of the events.

Third, the general public will be permitted on the pool deck during City-approved special events. The occupant load for City-approved special events on the pool deck shall be determined by the Fire Marshall.

## **DETAILS ON OPERATIONS OF MEZZANINE/SKY TERRACE**

The Mezzanine/Sky Terrace will be open from 6:00 AM until 11:00PM, except during City-approved Special Events or private functions when the hours may be determined by the event/function, but no later than 2:00 AM

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Entertainment style music, as defined in the City Code, shall only be permitted on the Mezzanine/Sky Terrace until 11:00PM. After 11:00PM only ambient background level music shall be permitted.

## **NOISE ATTENUATION**

The Applicant will implement best practices for controlling noise in order to remain in compliance with the City noise Ordinance, including but not limited to:

- Reserving control of sound levels in each venue to upper management;
- Utilizing structures such as retractable canopies, parting walls, and planters to capture sound;
- Using high quality materials for windows and doors to ensure sound capture;
- Using lush landscaping to ensure sound capture.

## **STAFFING**

The Applicant will fully staff the Shelborne by PROPER Hotel to accommodate the service and security needs of patrons and guests. The Applicant intends to employ approximately 225 employees of which 150 are Food & Beverage Employees, including hosts, servers, and security throughout the property. These F&B colleagues and security personnel will enforce any patron age restrictions and will have all gone through Responsible Beverage Service training.

## **HOTEL SECURITY / CROWD CONTROL**

### DIGITAL SURVEILLANCE

The Hotel has incorporated new security systems in connection with the renovation of the property. This includes the installation of over 30 new IP based closed circuit cameras in addition to the existing 21, for live monitoring, recording and retrieval. All cameras are recorded and stored with Network Video Recorders designed to maintain 30 days of footage, based on the system being in operation 24hrs per day, 7 days per week.

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## PHYSICAL SECURITY

The Hotel provides its own security personnel to monitor security on the property 24 hours a day. These security personnel also enforce any patron age restrictions and will have all gone through Responsible Beverage Service.

The Shelborne by PROPER Hotel has three access points for the hotel guests and the general public, which include the hotel's main lobby entrance, the entrance to the Hotel Restaurant along 18th Street, and the beach access. The hotel will have security located at these access points as needed during events and high volume periods to ensure groups of patrons gain entry to the venues in an orderly fashion, and to ensure proper monitoring of the circulation of patrons and occupancy levels in the queuing areas.

Except for permitted public events discussed below, the actual pool deck is not open to the general public, and only hotel guests can cross between the Pool Cafe and the pool deck during hours where the public is excluded. When the Pool Cafe area is closed, the beach access will be secured.

For special events on property, the hotel will staff additional security and in some cases Off Duty Police to supplement regular security. This includes dealing with traffic issues caused by delivery vehicles blocking lanes when delivering equipment to set up / break down special events.

## CRIME PREVENTION

In addition, the hotel renovations will keep crime prevention top of mind through environmental design with the following considerations:

- Access Controls
  - Electronic controls to restrict access to non-guest areas
  - Electronic controls to register access to guest to certain areas and rooms
  - Limited entry controls to ensure the property entry points are safe and can be controlled (especially during special events)
  - Territorial Reinforcement

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- Signage shall be placed at exterior entry points to indicate private property and MBPD trespass affidavits should be signed with PD
- Hedges, fences, and signage shall be used to define places where guests are allowed and no allowed
- Exterior entry points shall be well defined, and non-guest areas should be restricted to avoid and deter trespassers
- Natural Surveillance
  - Lighting may exceed IESNA minimums in high liability/high risk areas such as entries, storage areas, and places where persons can hide or shelter
  - Landscaping shall not block the view of persons, faces, or cause shadows that will limit detection of CCTV video capture
  - Cameras shall be strategically placed (especially at entrances and exits) to detect faces to provide useful video to law enforcement
  - High liability areas shall use proper lighting to deter crime and capture good video footage
- Landscaping
  - Landscaping shall be maintained regularly to prevent it from becoming overgrown and a liability to the security plan

## PARKING

The hotel has no on-site parking, like many similar contributing historic structures, and therefore will provide valet parking services for its guests and patrons 24 hours a day, which are available at the front entrance of the hotel lobby on Collins Avenue. The hotel will add additional valet runners, security and in some cases Off Duty Police to mitigate traffic congestion that will come with any special events. The valet captain will be trained to be aware of any potential tie ups that extend beyond the hotel ramp and cause traffic interruptions on the roadway.

Valet utilizes one (1) valet drop-off/pick-up area located on-site along Collins Avenue north of 18th Street at the existing porte-cochere, which serves the all the

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venues. The valet area consists of two (2) lanes, one (1) lane used for parking/stacking vehicles the other lane is used as by-pass and valet vehicle drop-off/pick-up. The exit onto Collins Avenue is wide enough for three (3) vehicles and entry is wide enough for (2) vehicles.

Patrons have other parking options available, such as off-street parking available at meters, surface parking lots and parking garages. In addition, the owner anticipates many patrons of the accessory restaurants and bars will be guests of the hotel and other local hotels, and therefore it is anticipated those patrons will walk, taxi, or use ride share to the venue.

## **SANITATION PLAN**

Refuse collection occurs during the morning hours on the north side of the site. The trash room is located on the north side of the building adjacent to the existing alleyway. Trash bins are rolled to the garbage truck waiting on Collins Avenue for disposal. Trash is collected on a daily basis.

Shelborne employees clean and sanitize public interior and exterior spaces on a daily basis using best available equipment and standard industry methods for commercial sanitation.

## **Operator Agreement**

We hereby agree to be bound by the limits of the above operations plan, unless same is later modified following a public hearing approval of the Miami Beach Planning Board or successor agency.

**Shelborne Hotel Partners WC LP,**

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New York New York, 10010