

Shelborne Hotel

Modified Operations Plan

1801 Collins Avenue

SHELBORNE HOTEL

An original 1940s Art Deco gem located within the Ocean Drive/Collins Avenue Local Historic District, the Shelborne recently underwent a two-year, \$20 million 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.

OVERVIEW OF HOTEL FOOD AND DRINK USES

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

- The “Café” (also known as “Vespers”) is located within an interior space with no planned entertainment, and is utilized as the Shelborne Hotel’s three-meal-a-day restaurant open for breakfast, lunch and dinner. The Café opens at 6:00 AM for breakfast and remains open until 2:00 AM for dinner. The Café’s kitchen accommodates room service for guests 24 hours per day. The menu items of the Café consists of traditional American style food for breakfast, lunch, dinner and room service, and also includes a menu comparable to other restaurants in hotels of the same caliber and style. The Café will play only ambient background music.
- The “Outdoor Café” (also part of what is now known as “Vespers”) is located directly adjacent to the Café, and is the outdoor dining component to the Café, providing patrons with an outdoor venue for breakfast, lunch and dinner, with a view of the hotel’s pool area. In conjunction with the Café, the Outdoor Café will open at 6:00 AM for breakfast and remain open until 2:00 AM for dinner. The hours of operation may be extended

during City-approved Special Events or private functions when the hours may be determined by the event/function, but shall run no later than 2:00 AM. As with the Café, the menu items of the Outdoor Café will consist of traditional American style food for breakfast, lunch and dinner, and will also include a menu comparable to other restaurants in hotels of the same caliber and style. The Outdoor Café plays only ambient background music.

- The “Brasserie” (also known as “Vespers”) is located within an interior space with no direct connection to the exterior and serves as the hotel’s fine dining establishment, which includes an entertainment component in conjunction with a unique dining experience. The Brasserie is open at 5:00 PM and remains open for dinner through 5:00 AM. The menu of the Brasserie is comparable to other fine dining restaurants in hotels of the same caliber and style.
- The “Lounge” is located directly adjacent to the lobby area, and is designed to accommodate the hotel’s need for a lounge with an entertainment component. 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, talk, and at the same time, enjoy some entertainment. The Lounge is open from 5:00 PM through 5:00 AM.
- The “Lobby Bar/Restaurant” is located at the southwest corner of the hotel’s lobby area, and is designed to accommodate the hotel’s need for a lobby bar/restaurant as an alternative to the other restaurant venues located in the rear of the structure. There is no entertainment planned for the Lobby Bar/Restaurant. The Lobby Bar/Restaurant is open from 6:00

AM (for breakfast) through 5:00 AM. The Lobby Bar/Restaurant will play only ambient background music.

- The “Event Space (and Alternative Nightclub Space)” is located in the area historically utilized as a ballroom at the Shelborne Hotel. Under the previous operational program, prior to the renovation, the ballroom space was operated exclusively as a nightclub with dancing and entertainment. The ballroom area is used as a hotel event space for events such as weddings, corporate meetings, and other similar uses, which are accessory uses customarily associated with the main hotel use. In addition, the Shelborne Hotel utilizes the “Event Space” as an “Alternative Nightclub Space,” allowing the ballroom area to serve as a venue for events with dancing and entertainment open to the general public. The Event Space will operate during those hours necessary for the specific planned events. When the space is operated as a nightclub, it operates from approximately 10:00 PM through 5:00 AM. All queuing for the Event Space is located within the lobby area.
- 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 “Taqueria” is located within the two easternmost commercial cabanas and rear open courtyard area of the Shelborne 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 Taqueria will serve a

menu comparable to other poolside cafes in hotels of the same caliber and style, and will operate from approximately 11:00 AM through 11:00 PM. The Taqueira will play only ambient background music.

- The Pool Deck is located on the eastern end of the property just west of the Taqueria. Details on the food, drink, and entertainment proposed for the Pool Deck are below.

There is no outdoor entertainment proposed for the outdoor accessory use restaurants and bars (the Outdoor Café, Pool Deck and Taqueria), except during the weekend pool events described herein, city-approved special events or private events. The Applicant will fully staff the Shelborne Hotel to accommodate the service and security needs of patrons and guests. The Applicant intends to employ approximately 30 employees, including hosts, servers and security throughout the property.

HOTEL SECURITY / CROWD CONTROL

The Hotel has incorporated new security systems in connection with the renovation of the property, including the installation of over 30 new security cameras with DRV recording. 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.

The Shelborne 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 Café and Brasserie along 18th Street, and the beach access. The hotel will have security located at these access points to ensure groups of patrons gain entry to the venues in an orderly fashion, and monitor 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 Taqueria and the pool deck during hours where the public is excluded. When the Taqueria is closed, the beach access will be secured.

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. 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 or taxi to the venue.

DETAILS ON OPERATION OF POOL DECK

The pool deck and mezzanine areas will be open 6:00 AM until 11:00 PM, 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 and mezzanine will generally be limited to the use of hotel guests and/or the guests of private functions, with three exceptions.

First, patrons of the Brasserie, Café, or Outdoor Café uses 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 7:00 PM daily. Except for weekends and holidays, all music played during this period shall be ambient background music.

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. During these events, entertainment will be permitted. All music will be played through the hotel's audio system and no portable speakers will be allowed. The hotel manager or his/her designee shall have sole control over sound levels. Food for the weekend/holiday event shall be served by the waitstaff of the Taqueria and the public will have access to the bar within the Outdoor Café as 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. The maximum occupancy of the pool deck during these events shall be limited to 371 persons.

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.

Operator Agreement

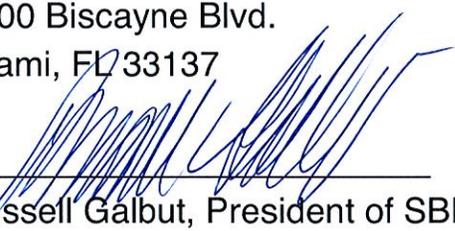
We hereby agree to be bound by the limits of the above operations plan, unless same is later modified following a public hearing approval of the Miami Beach Planning Board or successor agency.

Shelborne Associates, GP

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By 

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