

An architectural rendering of a modern hotel pool area. In the foreground, a large, light-colored patio features several lounge chairs with blue and white striped cushions. A large, striped patio umbrella is partially visible on the left. A curved metal handrail leads into a large, rectangular swimming pool with clear blue water. In the background, a multi-story hotel building with white walls and large windows is visible. The building has several balconies with glass railings and potted plants. To the right of the pool, there are several tall palm trees and a small, white, modern structure that looks like a fountain or a decorative element. The sky is clear and blue.

# **Shelborne South Beach – 1801 Collins Avenue PB22-0495 - Conditional Use Permit Modification**

Planning Board Meeting  
July 26, 2022

PROPER

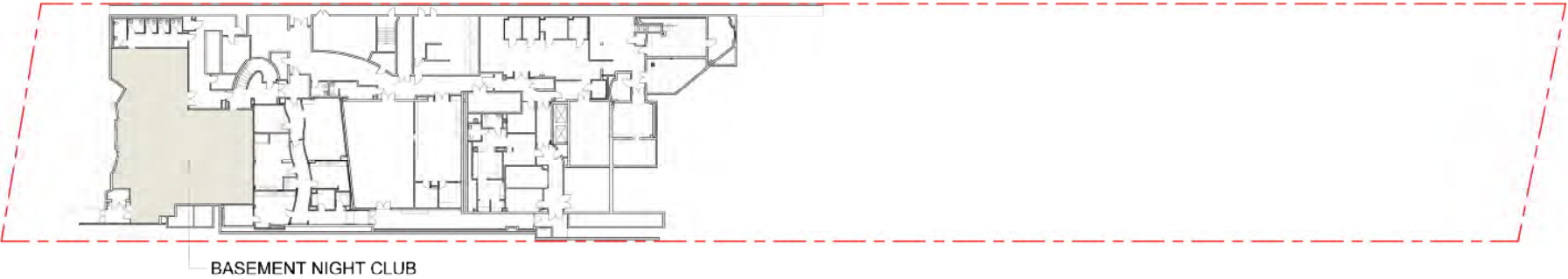


# Summary of Requests

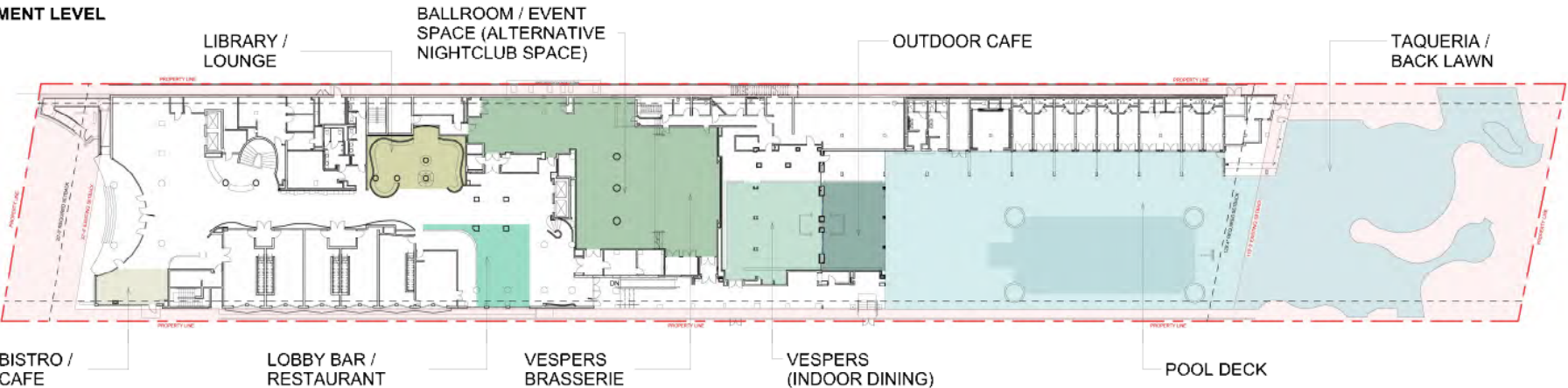
- Introduce new operator – Proper Hotels
- Update venues consistent with HPB-approved renovation while maintaining previously approved hours of operation
- Upgrades to indoor and outdoor restaurant facilities
- Upgrades to Mezzanine Terrace
- Permit entertainment within expanded lobby bar



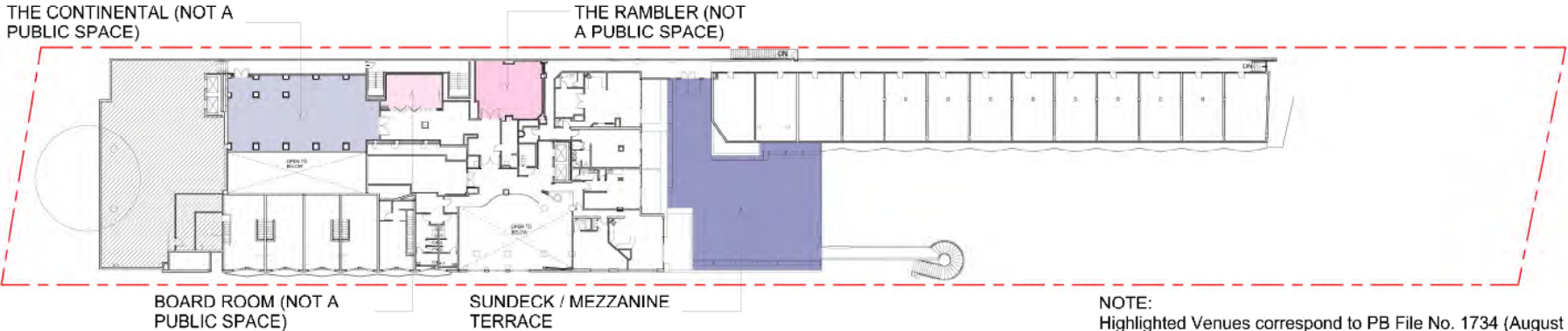
# EXISTING OVERALL FLOOR PLANS



## BASEMENT LEVEL



## GROUND FLOOR LEVEL

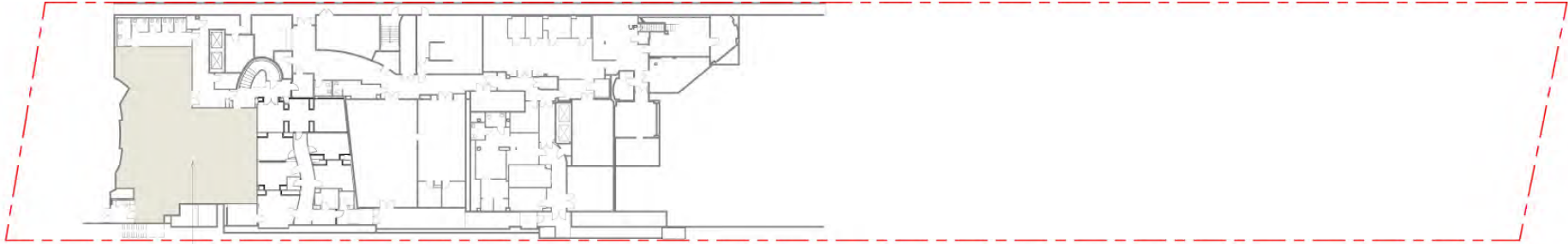


## MEZZANINE LEVEL

NOTE:  
Highlighted Venues correspond to PB File No. 1734 (August 27th, 2013)

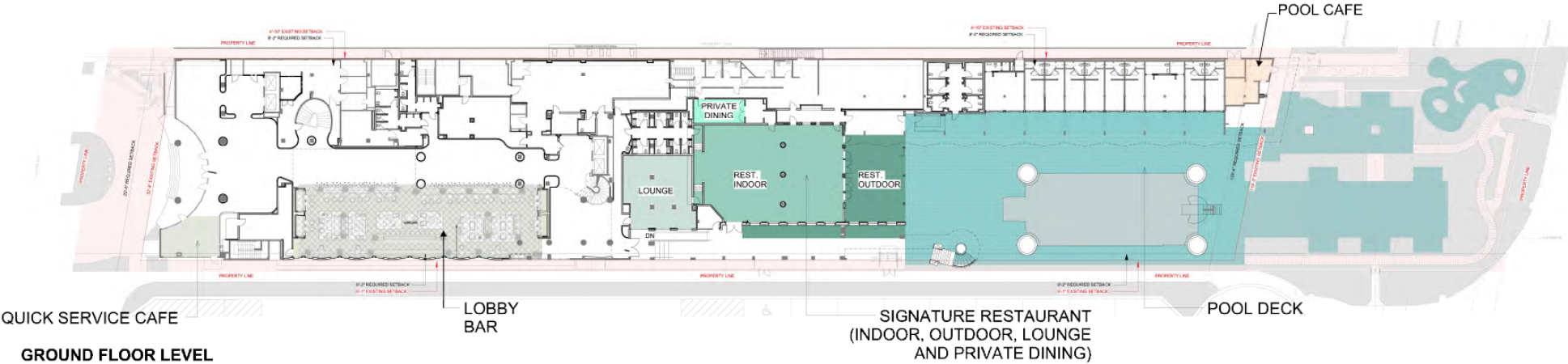


# PROPOSED OVERALL FLOOR PLANS



BASEMENT NIGHT CLUB

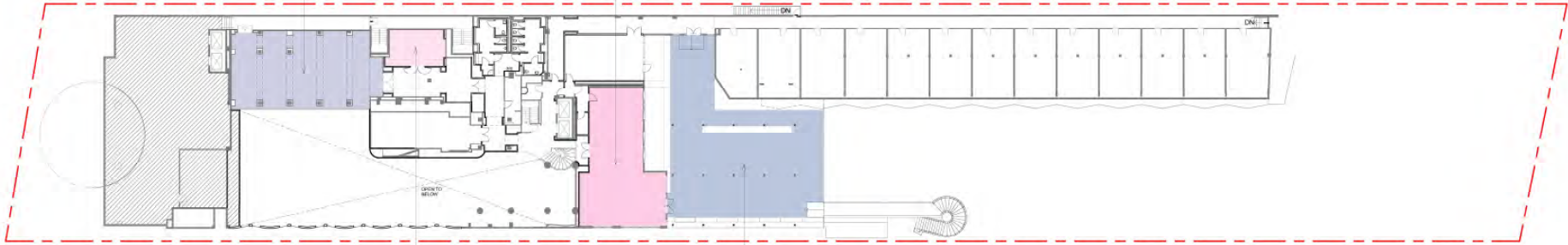
## BASEMENT LEVEL



## GROUND FLOOR LEVEL

THE CONTINENTAL (NOT A PUBLIC SPACE)

HOSPITALITY SUITE (NOT A PUBLIC SPACE)



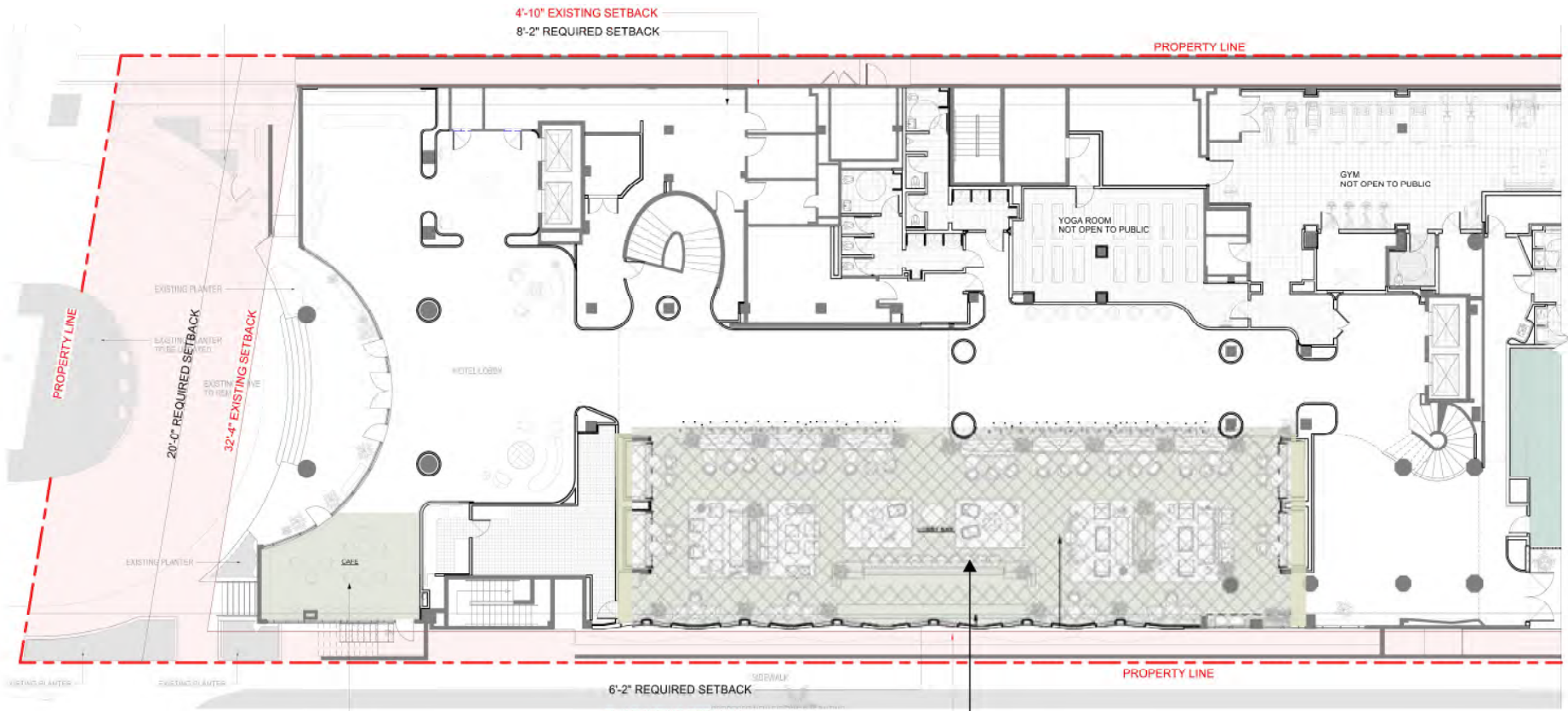
## MEZZANINE LEVEL

BOARD ROOM (NOT A PUBLIC SPACE)

MEZZANINE SKY TERRACE



# PROPOSED ENLARGED GROUND FLOOR PLAN



CAFE  
SF: 422  
SEATS: 18  
OCCUPANCY: 29

**Expanded Lobby Bar to  
replace existing townhomes  
120 seats  
246 person occupancy**





# 2020 HPB Approved Renovation/Restoration



**Existing**



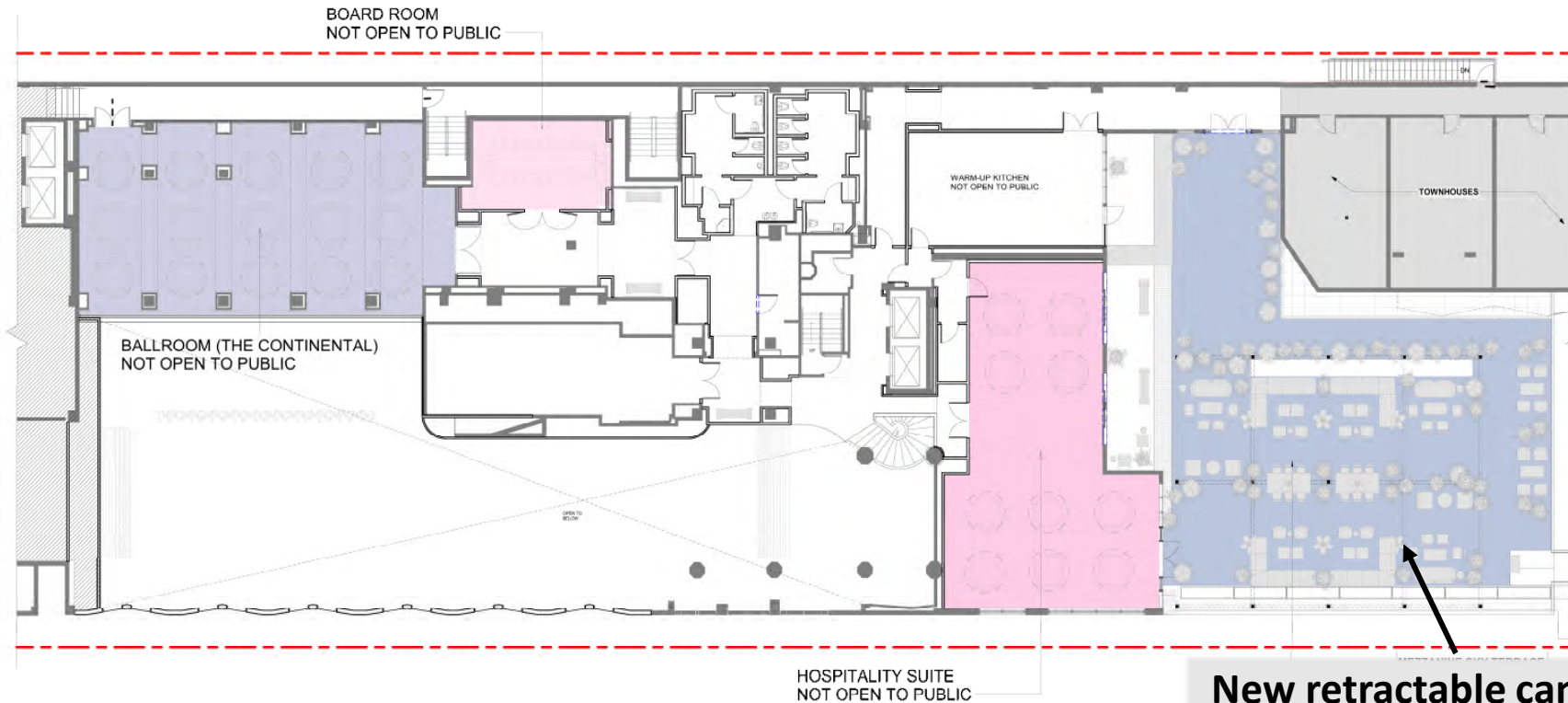
**HPB Approved Design**



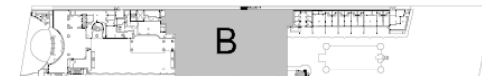




## PROPOSED ENLARGED MEZZANINE FLOOR PLAN



**New retractable canopy for existing Mezzanine Skydeck to be used as events venue**




Shelborne South Beach - 20









A PROPER CONCEPT

## A LOOSER TYPE OF LUXURY

PROPER IS A COLLECTION  
OF LUXURY LIFESTYLE  
HOTELS AND RESIDENCES FOR  
THE CREATIVE CLASS

Our one-of-a-kind-hotels in creative hubs across the country offer a looser kind of luxury, with top-notch service and world-class amenities...imbued with authenticity, filled with unexpected details, brimming with inspiration, and serving as a home base for a broad, ever-evolving cross-section of worldwide travelers. *Anything less wouldn't be Proper.*

*San Francisco Proper*

*Santa Monica Proper*

*Austin Proper*

*Downtown L.A. Proper*

*Shelborne by Proper coming soon*



A PROPER CONCEPT  
GUEST PROFILE

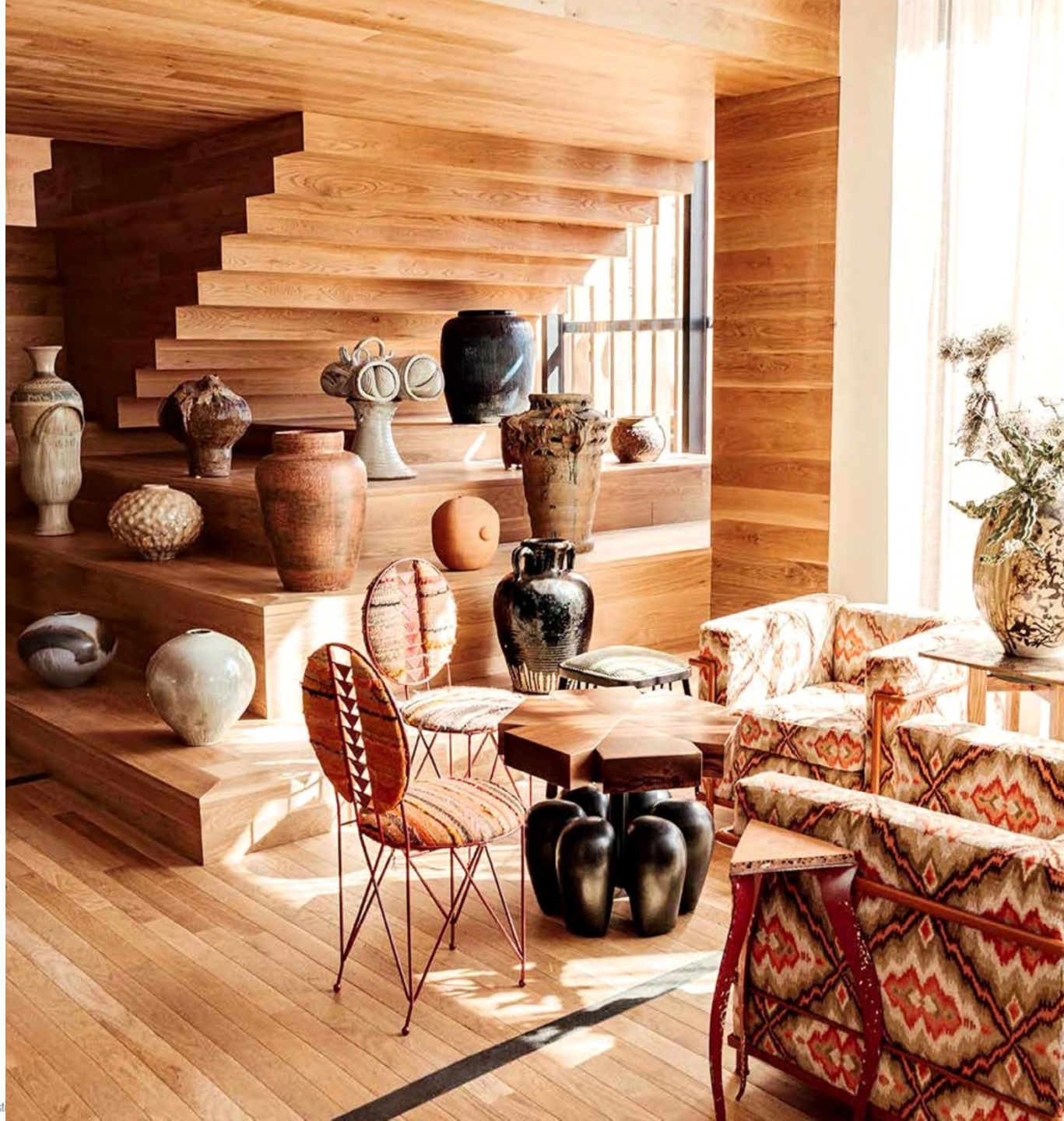
## WE ARE PARTICULARLY FOCUSED ON THE DIVERSE AND THRIVING CREATIVE CLASS

Our guests are creative thinkers,  
entrepreneurs, and other visionaries working  
across a range of industries.

TECHNOLOGY  
VISUAL ARTS  
ENTERTAINMENT  
DESIGN  
JOURNALISM  
RETAIL  
MUSIC







“SO GOOD,  
YOU WON’T  
WANT  
TO *LEAVE.*”

—VANITY FAIR A-LIST

























AUSTIN

PROPER

HOTEL & RESIDENCES

"BEST NEW HOTELS IN  
AMERICA AND CANADA"

2020

CONDÉ NAST TRAVELER

"4-STAR AWARD WINNER" 2022  
FORBES TRAVEL GUIDE

"THE BEST LUXURY HOTELS  
IN AUSTIN" 2022  
TIME OUT AUSTIN

"BEST NEW HOTELS TO BOOK  
AROUND THE WORLD IN 2020"  
TRAVEL + LEISURE

"TOP 20 HOTELS IN TEXAS"  
READERS' CHOICE AWARDS 2020  
TRAVEL + LEISURE



DOWNTOWN L.A.

PROPER

HOTEL

"BEST NEW HOTELS  
IN THE WORLD"

IT LIST 2022

TRAVEL + LEISURE

"BEST NEW HOTELS IN  
THE WORLD" HOT LIST 2022  
CONDÉ NAST TRAVELER

"WORLD'S GREATEST PLACES 2021"  
TIME MAGAZINE LOS ANGELES

"BEST NEW HOTELS  
IN THE USA IN 2021"  
FATHOM

"BEST HOTEL OPENINGS OF 2021"  
HOSPITALITY DESIGN



SAN FRANCISCO

PROPER

HOTEL

"TOP HOTELS IN  
SAN FRANCISCO"

READERS' CHOICE AWARDS

2018, 2019, 2020

CONDÉ NAST TRAVELER

"SAN FRANCISCO -  
FINEST HOTELS IN 2020"  
FODOR'S TRAVEL

"HOT LIST 2017 & 2018"  
CONDÉ NAST TRAVELER

"WORLD'S BEST AWARDS"  
2017 NOMINATION  
TRAVEL + LEISURE

"THE BEST U.S. HOTEL OPENINGS" 2017  
AFAR



SANTA MONICA

PROPER

HOTEL

"BEST HOTELS  
IN THE WORLD"

2021

TRAVEL + LEISURE

"THE WORLD'S BEST NEW HOTELS:  
WESTERN USA" 2021  
FATHOM

"BEST NEW HOTELS IT LIST" 2020  
TRAVEL + LEISURE

"#1 HOTEL IN LA | #3 HOTEL IN THE US"  
WORLD'S BEST AWARDS 2020  
TRAVEL + LEISURE

"BEST NEW HOTELS IN AMERICA + CANADA"  
2020 HOT LIST  
CONDÉ NAST TRAVELER



## INSPIRED COLLABORATIONS WITH THE CITY'S *BEST*, AND MOST INNOVATIVE, CULINARY PARTNERS

Just as the design tells a unique story at each of our properties, the culinary offerings are conceptualized to pay homage to each location's food and beverage culture. We absorb the city's culinary history, consider what the "Proper" dining experience would be for a person wanting to experience each city, and develop around that mindset.





AUSTIN

## MCGUIRE MOORMAN HOSPITALITY

Proper Hospitality tapped Austin locals Larry McGuire and Tom Moorman of McGuire Moorman Hospitality to oversee Austin Proper's food and beverage offerings. The James Beard Award nominated hospitality and lifestyle company is at the forefront of Austin's best dining and entertainment offerings.



DOWNTOWN L.A.

## THE LUCQUES GROUP

Driving local flavors to the hotel, Proper Hotels appointed Caroline Styne and Suzanne Goin, the legendary James Beard Award-winning L.A. restaurateurs known for a.o.c., Lucques, Tavern, and The Larder, to oversee the hotel's two outlets.

SAN FRANCISCO

## BVHOSPITALITY

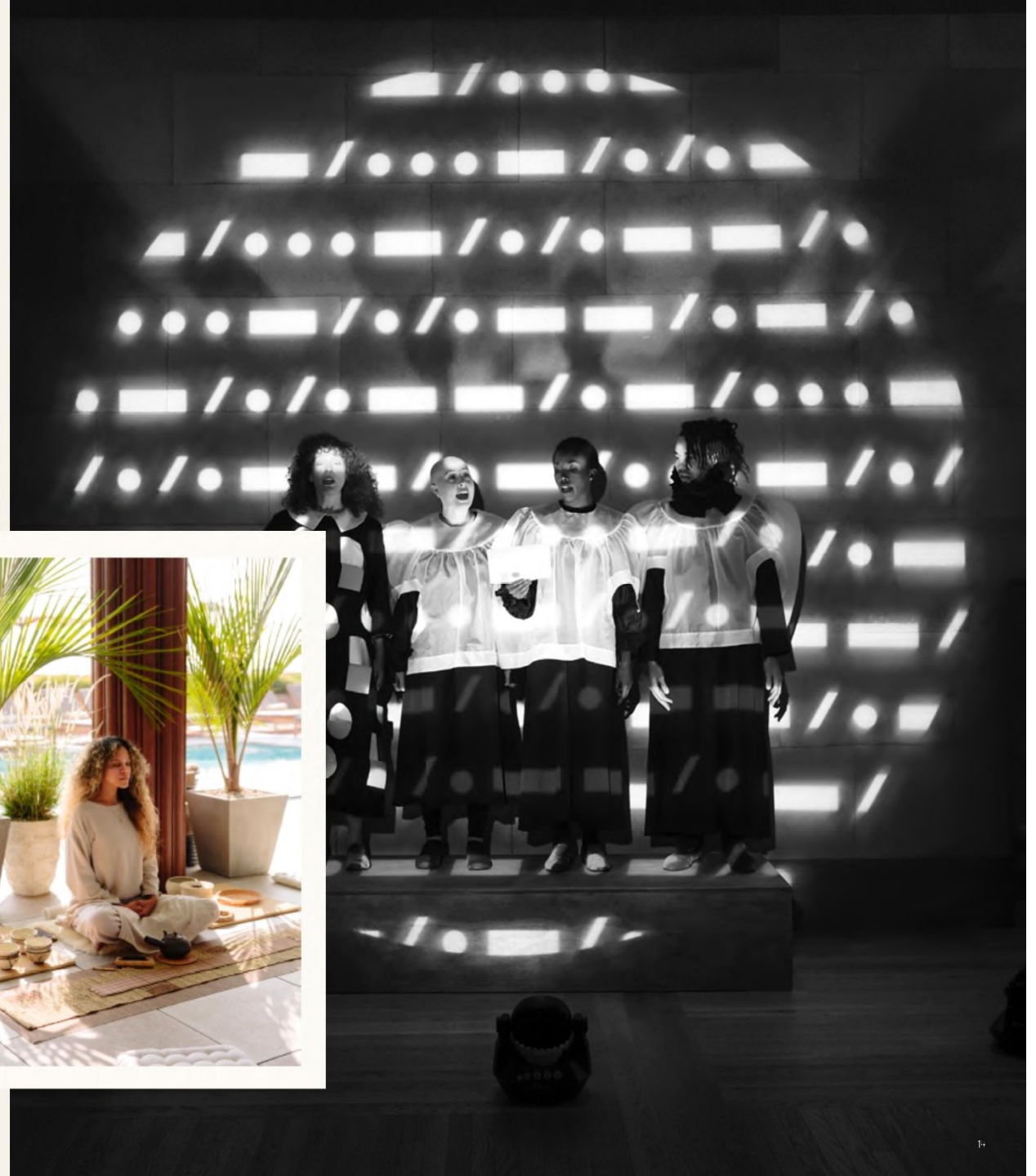
In 2016, Josh Harris and Morgan Schick founded BVHospitality. Their lengthy careers have included opening and developing beverage programs for several highly-regarded Bay Area restaurants.





## INSPIRING CULTURAL ENGAGEMENT

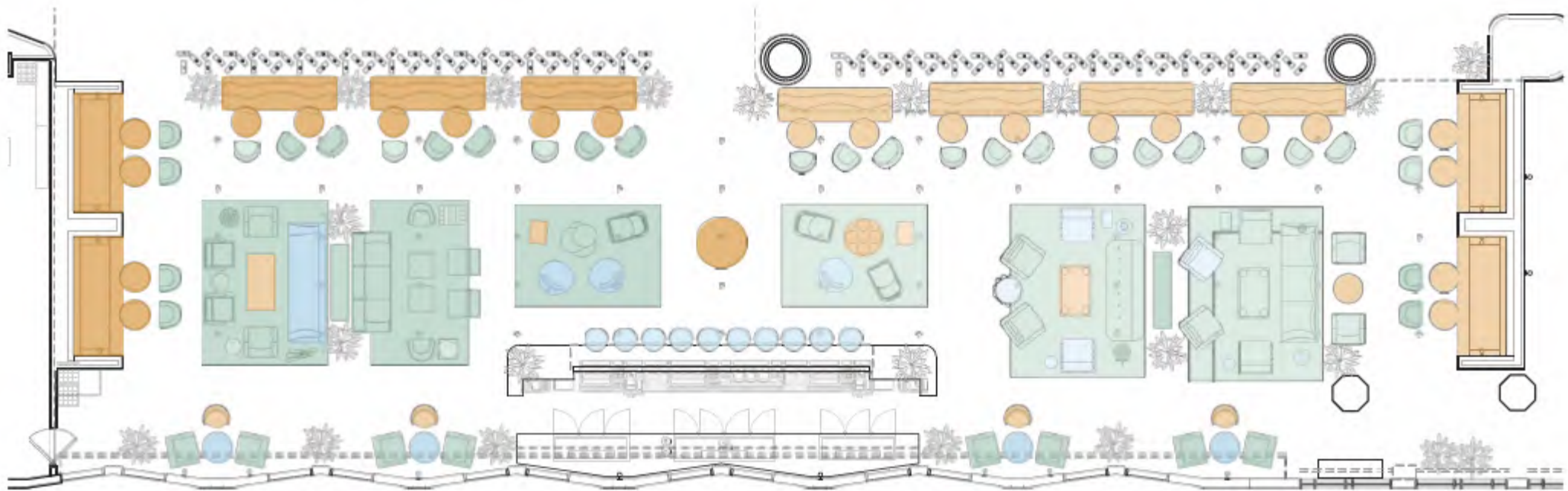
We focus on developing programming for guests and locals that highlight thought-provoking leaders, bringing in a diverse roster of events that match the dynamic energy of the destination we're in. Every Proper hotel will offer thoughtful and authentic events catered to wellness, wellbeing, and culture.





# Lobby Bar Floor plan

LOBBY BAR ENLARGED PLAN



**120 seats**  
**246 person occupancy**



## ONE-OF-A-KIND DESIGN

Design is central to Proper's DNA — closely collaborating with everyone from world-renowned designers like Kelly Wearstler to local artists and independent makers, we consider each Proper Hotel a unique opportunity to inspire and connect, layering visually-rich, design-driven interiors with one-of-a-kind touches and site-specific detail.

### KELLY WEARSTLER

Wearstler believes that honoring history, location and architecture is imperative to pushing the boundaries and challenging the rules. One of the key forces behind the rise of the designer hotel in the early 2000s, Wearstler is currently designing for a new age of elevated residential hotel living with a distinctive vision of authentic cultural immersion and site-specific design.

















Venue	Proposed Hours of Operation	Entertainment
Quick Service Café	6AM – 5AM ( <i>same as existing</i> )	No
<b>Lobby Lounge and Bar</b>	<b>6AM – 5AM (same as existing)</b>	<b>Yes (new request)</b>
Signature Restaurant (includes Lounge, Private Dining Room, Indoor Dining Room, and Outdoor Dining Area)	6AM – 5AM (indoor) 5AM – 2AM (outdoor)	Yes ( <i>previously approved</i> )
Mezzanine Skydeck	6AM – 11PM except during City-approved special events or private functions, then 2AM (limited to 225 occupants)	Yes ( <i>previously approved</i> ) Until 11PM for events. 11PM -2AM only ambient background music.
Pool Deck/Pool Café	6AM – 11PM; except during City-approved special events then 2AM. Restaurant patrons may access pool until 11PM.  Open for public events Fridays, weekends, holidays, and City's special events periods from 10:30AM to 7PM (12/1 – 4/30) and 10:30AM to 8PM for remainder of year. ( <i>same as existing</i> )	Yes ( <i>previously approved</i> )  During permitted events until 7PM/8PM.
Rear Garden	Same as Pool Deck.	Yes, same as Pool Deck.
Basement Nightclub (no programming proposed)	8PM – 5 AM ( <i>same as existing</i> ) (limited to 150 total occupants)	Yes ( <i>previously approved</i> )



# Thank You

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# OCCUPANCY AND SEATING COUNT TABLE

## SHELBORNE SOUTH BEACH

1801 Collins Ave, Miami  
 Beach, FL 33139  
 ZONING DATA SHEET - RESTAURANTS, CAFES, BARS, LOUNGES, NIGHTCLUBS  
 TOTAL NUMBER OF SEATS AND OCCUPANT CONTENT PER VENUE

BASEMENT LEVEL									
EXISTING					PROPOSED				
		BUILDING OCCUPANCY ALLOWED BY AREA OC CERTIFICATE (attached)		NUMBER OF SEATS PROVIDED			BUILDING OCCUPANCY PROVIDED BY AREA		NUMBER OF SEATS PROVIDED
INDOOR	BASEMENT NIGHTCLUB	150 (AS PER CUP)	TOTAL INDOOR = 161	N/A	TOTAL INDOOR = N/A	BASEMENT NIGHTCLUB	213	TOTAL INDOOR = 213	N/A
		150					150		

GROUND FLOOR									
EXISTING					PROPOSED				
		BUILDING OCCUPANCY ALLOWED BY AREA OC CERTIFICATE (attached)		NUMBER OF SEATS PROVIDED			BUILDING OCCUPANCY PROVIDED BY AREA		NUMBER OF SEATS PROVIDED
INDOOR	BISTRO / CAFE	40		34		BISTRO / CAFE	29		18
	LIBRARY	100		40		LOBBY BAR	70		40
	LOBBY BAR	71		34		LOUNGE	65		38
	BALLROOM	283		230		RESTAURANT - INDOOR DINING	188		104
	RESTAURANT - INDOOR DINING	102	TOTAL INDOOR = 596	110	TOTAL INDOOR = 448	PRIVATE DINING	17	TOTAL INDOOR = 378	12
OUTDOOR	RESTAURANT - OUTDOOR DINING	95		82		RESTAURANT - OUTDOOR DINING	98		72
	POOL DECK	420		114		POOL DECK	280		122
	BACK LAWN	205	TOTAL OUTDOOR = 720	124	TOTAL OUTDOOR = 320	BACK LAWN	316	TOTAL OUTDOOR = 694	124
		1,316		768			1,072		530

MEZZANINE LEVEL									
EXISTING					PROPOSED				
		BUILDING OCCUPANCY ALLOWED BY AREA OC CERTIFICATE (attached)		NUMBER OF SEATS PROVIDED			BUILDING OCCUPANCY PROVIDED BY AREA		NUMBER OF SEATS PROVIDED
OUTDOOR	SUNDECK / SKY TERRACE	120	TOTAL OUTDOOR = 120	60	TOTAL OUTDOOR = 60	SUNDECK / SKY TERRACE	225	TOTAL OUTDOOR = 225	84
		120		60			225		84

TOTAL	1,586	828	1,447	614
	EXISTING OCCUPANCY	EXISTING TOTAL NUMBER OF SEATS	PROPOSED OCCUPANCY	PROPOSED TOTAL NUMBER OF SEATS





# Lobby Bar Speaker Plan

