

Oro & Elixir

PB22-0518: CUP for 818 Lincoln Rd.

September 20, 2022



Lincoln Road Mall

Property: 818 Lincoln Road



From Lincoln Rd.



From Lincoln Lane S.

Golden Era Hospitality, LLC

Principal **Philippe Kalifa** is a self-made entrepreneur that relocated to Miami at age 19. Kalifa successfully launched and operated a perfume distribution company, a cosmetics company and with a partner still owns a real estate investment company holding more than 500 multi-family residential and shopping centers around Florida.



Golden Era Hospitality, LLC

- *El Patio* (2016) – Kalifa’s first venue. The Latin-inspired bar became an overnight sensation, defining the day-to-night party experience in Wynwood.
- *Mayami Mexicantina* (2020) - *Mayami* transports guests to stunning beaches of Mexico, serving elevated Mexican cuisine, uniquely crafted cocktails, insect-infused Mezcal shots, and a late-night party atmosphere with aerialists and fire dancers.



Oro & Elixir

- *Oro* is the restaurant concept housed in the second floor of the property. *Oro* will offer gorgeous meals in a sultry environment. The menu is envisioned to serve a variety of premium cuts of meat and fresh seafood, including crab, lobster, oysters, and caviar.
- *Elixir* the lounge concept on the third floor of the venue will provide an exciting and innovative cocktail menu specially curated by a team of master mixologists. Bottle service that delivers a club-like experience will also be available. For entertainment, performances by aerialists and fire dancers will take place regularly. DJs will be occasionally performing in the indoor portion of the venue.

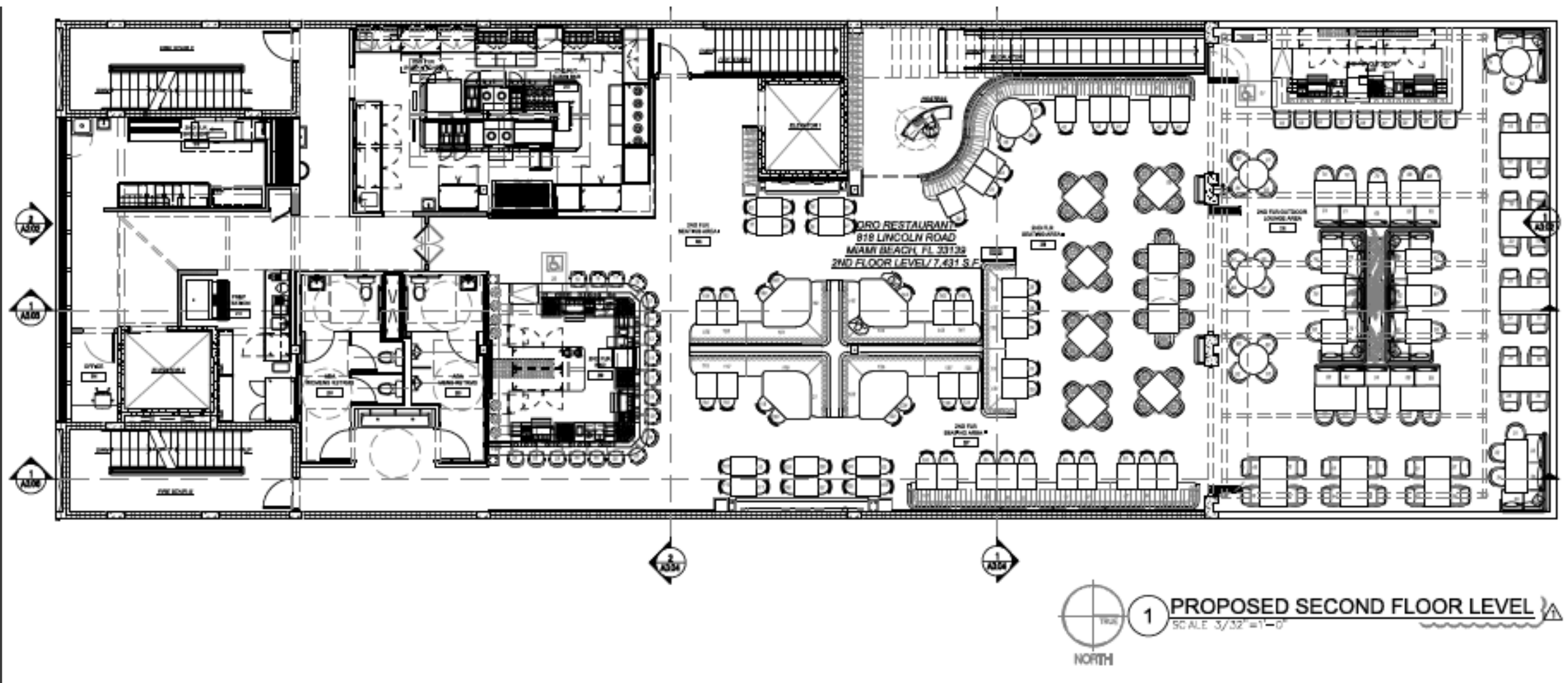


Property: 818 Lincoln Road



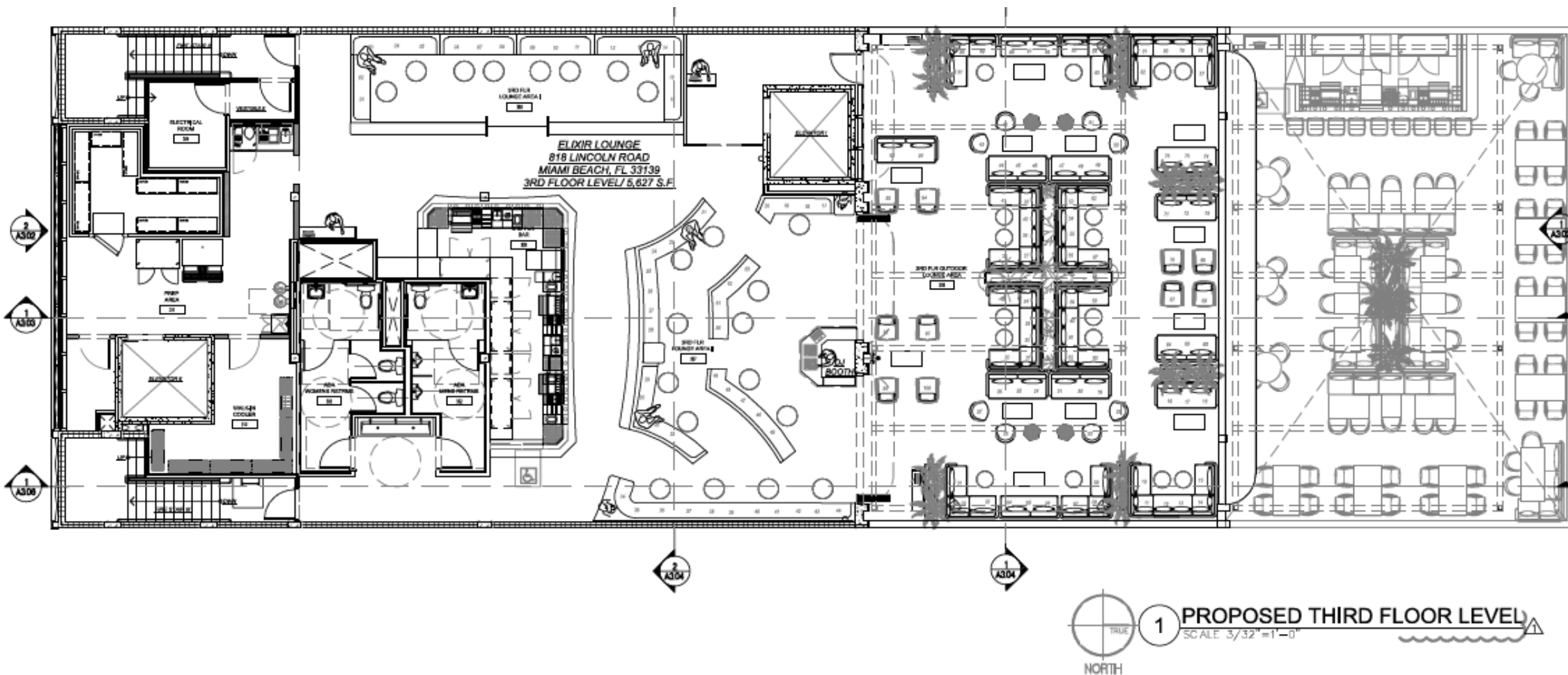
Oro

Indoor	154 Seats (8 ADA)
Outdoor	92 Seats (5 ADA)
Total	246 Seats (13 ADA)



Elixir

Indoor	53 Seats (3 ADA)
Outdoor	100 Seats (5 ADA)
Total	153 Seats (8 ADA)





Operations

- **Hours of Operation.** Monday through Sunday 11:00AM -4:00AM.
 - Consistent with Section 142-334 Code, outdoor bar counter will stop serving alcohol at 12:00AM.
 - Outdoor terraces on the second and third floor will be closed at 2:00AM
- **Staffing Levels.** 85 employees staffed at any point in time.
- **Access & Security.** Patron access only available from Lincoln Road. Security posted at door to ensure no congregation of patrons and orderly queuing. All standard security measures will be observed.
- **Valet Parking and Text-To-Order Vehicle.** Use current valet station on the west side of Meridian Avenue at the entrance of the 800 Lincoln Road Building. Applicant will use a text-to-order system that allows patrons to call for their vehicle via text message and be notified when the vehicle is ready for pick up to ensure patrons contained in venue.
- **Entertainment.** At *Oro*, music will not interfere with normal conversation. At *Elixir*, live DJ playing recorded music at ambient level. Occasionally, *Elixir* will host live musical performances. For these performances, the outdoor terrace at *Elixir* will remain closed in order to contain sound. Aerialist and fire dancers will perform regularly throughout both venues.

Sound Contained within the Property

SPEAKERS SCHEDULE


 P10 Speaker with Hanging Bracket


 Flying L15 Subwoofer


 ID 24 Hanging Speaker (double 4")


 6" Ceiling Speaker (70V)


SPEAKERS SCHEDULE


 Kiva II (4 Speaker Flying Line Array)

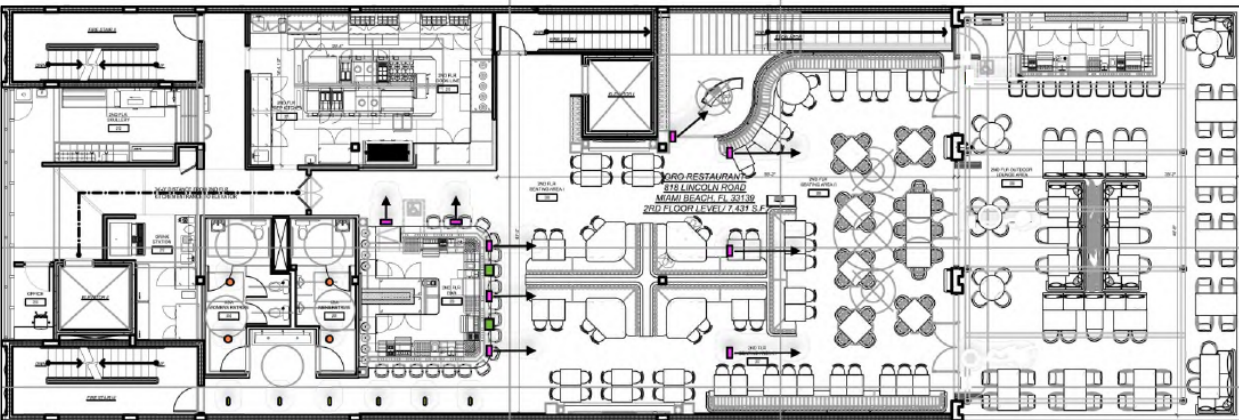
 SB18 X 2 (Stacked 18" Subwoofers)

 KS21 (Flying Subwoofers)

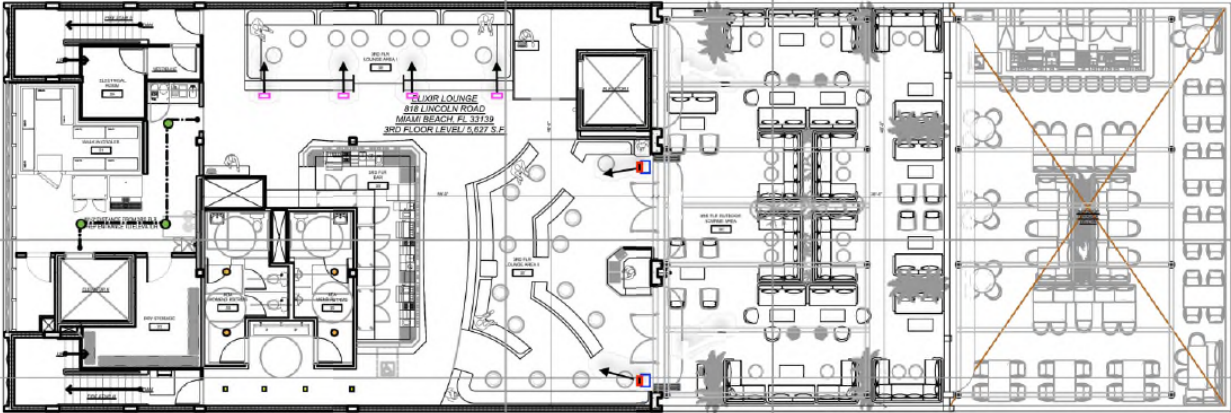
 X4i (Flying 4" delay Speaker)

 OVI 12 (1 point Hanging Speaker)

 6" Ceiling Speaker (70V)



1 SECOND FLOOR LEVEL SPEAKERS LOCATION PLAN
SCALE: 3/32"=1'-0"



1 THIRD FLOOR LEVEL SPEAKERS LOCATION PLAN
SCALE: 3/32"=1'-0"

Lincoln BID Support

RESOLUTION 21-22-08

A RESOLUTION OF THE EXECUTIVE COMMITTEE OF THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, INC., EXPRESSING SUPPORT FOR THE CONDITIONAL USE PERMIT APPLICATION SUBMITTED BY GOLDEN ERA HOSPITALITY, LLC, FOR THE OPERATION OF RESTAURANT AND LOUNGE AT 818 LINCOLN ROAD, MIAMI BEACH, FLORIDA.

WHEREAS, the Lincoln Road Business Improvement District, Inc., ("LRBID") wishes to promote and encourage the continued development of Miami Beach and a vibrant Lincoln Road mixed-use neighborhood, providing a dynamic setting that meets the needs of businesses and residents alike;

WHEREAS, Golden Era Hospitality LLC ("Golden Era") is a responsible operator with a proven track record of success in South Florida; and

WHEREAS, Golden Era has proposed an upscale, multi-story, multi-dimensional dining and entertainment experience at 818 Lincoln Road, including a restaurant concept called Oro on the second floor of the property and a lounge concept called Elixir on the third floor of the property; and

WHEREAS, Oro will feature approximately one hundred and fifty-four (154) indoor seats and ninety-two (92) outdoor seats; and Elixir will feature approximately fifty-three (53) indoor seats and one hundred (100) outdoor seats; and

WHEREAS, Oro and Elixir will offer an upscale experience and reinforce Lincoln Road's standing as a premier destination for elevated dining and entertainment; and

WHEREAS, Golden Era has developed a sound mitigation plan to mitigate, or eliminate, any impact to nearby residential areas; and

WHEREAS, Golden Era has submitted an application for a Condition Use Permit (CUP) to the City of Miami Beach for the operation of the above-described hospitality project; and


WHEREAS, the Planning Board of the City of Miami Beach will consider the CUP application, identified by number PB22-0518, during its September 2022 meeting.

NOW, THEREFORE, BE IT RESOLVED BY THE EXECUTIVE COMMITTEE OF THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, INC.:

Section 1. The Executive Committee of the LRBID hereby expresses its support for application PB22-0518 and respectfully urges the Planning Board of the City of Miami Beach to approve this application.

Section 2. The Board of Directors of the LRBID further urges the City of Miami Beach and its land use boards to embrace world-class operators such as Golden Era and provide reasonable design and operational flexibility to allow these operators to create elevated experiences for Miami Beach residents and visitors.

Approved and presented by the Executive Committee of the Lincoln Road Business Improvement District, Inc., on this 17th day of August of 2022.



Lyle Stern
President

Lincoln Road Business Improvement District, Inc.



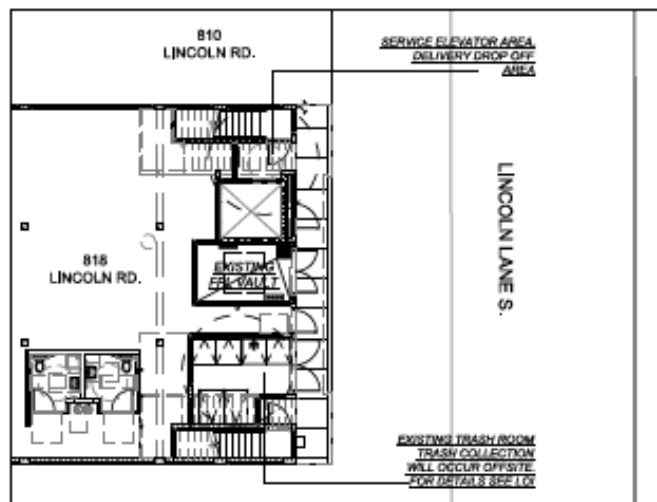
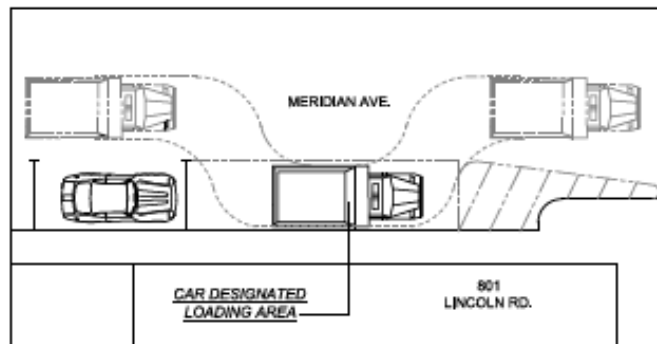
Thank you

Please contact us with any questions or concerns:

Ian Bacheikov, Esq. – ian.bacheikov@akerman.com

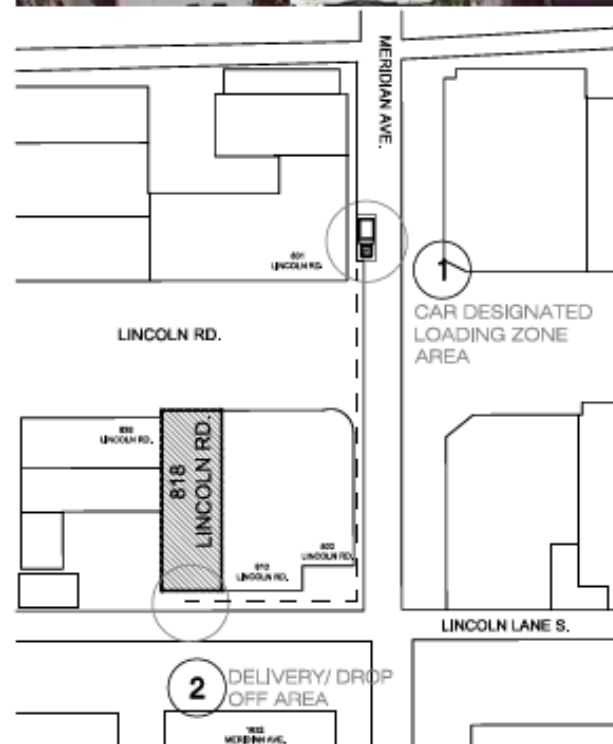
Cecilia Torres-Toledo, Esq. – cecilia.torres-toledo@akerman.com

Philippe Kalifa - pk@lkcreation.com



DELIVERIES AND COLLECTIONS

THE FOLLOWING PROCEDURES WILL BE IMPLEMENTED TO ENSURE MINIMAL IMPACT ON LOCAL RESIDENTS. GOLDEN ERA HOSPITALITY, LLC WILL WORK WITH ONE OF THE CITY APPROVED WASTE COLLECTION COMPANIES FOR DAILY COLLECTIONS. ENCLOSED TRASH ROOM AT THE SOUTHWEST REAR OF THE PROPERTY, LINCOLN LANES SOUTH . ALL DELIVERIES WILL OCCUR DURING WEEKDAY AS WELL. FOR HOURS OF THESE ACTIVITIES PLEASE REFER TO LOI.



ARCHIVIST OF RECORDS

drewtucker

1345 Lincoln Rd Ph 1
Miami Beach, FL 33139
cell 520.881.0173
office 305.208.9573
www.drewtucker.com

PROJECT:

ORO RESTAURANT
ELIXIR LOUNGE

818 LINCOLN RD
MYRTLE BEACH, FL 33139

DISCUSSION

**GOLDEN ERA
HOSPITALITY, LLC**

REVISIONS

ISSUE DATE/YEAR



Drew Tucker, Architect
LIC# AR98386

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PROJECT NO. _____ DRAWING NO. _____

2020-21	2019-20
2019-20	2018-19

DATE:	REPORT BY:
AS SHOWN	DISCUSS

DATE: 8/12/98 10:00

004490071.0

PROPOSED

PROPOSED
LOADING ZONE

A5.01

TABLE 1 Trip Generation Summary (Existing Use) 818 Lincoln Road								
Land Use	Size	Daily Trips	AM Peak Hour			PM Peak Hour		
			Total Trips	Inbound	Outbound	Total Trips	Inbound	Outbound
Retail (LUC 822)	10,765 sf	586	25	15	10	71	36	35
Walking Trips (-30%)		-176	-8	-5	-3	-21	-11	-10
Subtotal		410	17	10	7	50	25	25
Pass-by (-40%)		-164	-7	-4	-3	-20	-10	-10
External Trips		246	10	6	4	30	15	15

Source: ITE Trip Generation Manual (11th Edition)

TABLE 2 Trip Generation Summary (Proposed Use) 818 Lincoln Road								
Land Use	Size	Daily Trips	AM Peak Hour			PM Peak Hour		
			Total Trips	Inbound	Outbound	Total Trips	Inbound	Outbound
Restaurant (LUC 931)	439 seats	1,141	9	5	4	123	82	41
1st Floor	40 seats							
2nd Floor	246 seats							
3rd Floor	153 seats							
Walking Trips (-30%)		-342	-3	-2	-1	-37	-25	-12
Subtotal		799	6	3	3	86	57	29
Pass-by (-44%)		-352	-3	-1	-2	-38	-25	-13
External Trips		447	3	2	1	48	32	16

Source: ITE Trip Generation Manual (11th Edition)

	Daily	AM Peak	Ins	Out	PM Peak	Ins	Out
Difference in Trips Proposed - Existing)	201	-7	-4	-3	18	17	1