

Operations Plan

PB23-0060

The Harbour Club

1766 Bay Road, Miami Beach FL

Our Haus Bay Road, LLC

Final Submittal 05-30-23

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Our Team

James Julius is an experienced hospitality leader with over 14 years of experience in the industry. James obtained a degree in International Hospitality Management and very early on in his career recognised that his passion lay firmly in the luxury hospitality industry. Originally from London, James started his career working at some of the London's most renowned and exclusive restaurants, hotels, and private members' clubs. These include the prestigious Dorchester Hotel, Alain Ducasse Restaurant, Scott's Mayfair, Harry's Bar and Annabel's.

James relocated to New York City in 2017 after being headhunted by Major Food Group, one of the most influential players in the food industry in recent years. With Major Food Group James played an integral part of the teams responsible for opening THE GRILL, THE POOL and The Lobster Club restaurants, located in the former Four Seasons, Seagram Building. James progressed quickly within the company and holding multiple leadership roles, including the management of Carbone. Subsequently, he successfully opened two restaurants for the company, one at The Jaffa Hotel in Tel Aviv and, most recently, ZZ's Members' Club in the Miami Design District.

Working at some of London's most exclusive private membership clubs, James gained a deep understanding on how to curate a luxury and unique experience for members. James wants to bring the English private membership club model to the United States and believes the City of Miami Beach is the ideal market to realize his vision. After what will be a successful launch of *The Harbour Club*, James will look to expand his model nationally and internationally.



The Harbour Club

Located in the centre of the Sunset Harbour neighbourhood and next to the waterfront at 1766 Bay Road, *The Harbour Club* will be the area's first private membership club and restaurant. *The Harbour Club* proposes two restaurant concepts under one operation to give members opportunity to choose the cuisine and ambiance they want to experience.

The restaurant concept located on the ground floor is an upscale restaurant providing a sophisticated yet approachable dining experience featuring Mediterranean-influenced cuisine and style. The menu is will be a sharing concept—ideal for socializing—and includes fresh pasta, wild-caught fish, organic meats and seasonal vegetables. Food offerings will be served alongside a wide selection of wines and cocktails. The ground floor restaurant will be open to the general public. The idea is to invoke the feeling of docking a boat at a coastal city in the Mediterranean, which is heightened by our lush outdoor seating and proximity to the water. Overall, the dining experience will captivate both the local and destination diner. The restaurant is the perfect location for members to host lunch meetings during the day and celebrate special occasions at night.

The second floor is a more intimate space for members only, designed for individuals who appreciate a luxury experience. This concept features a world-class sushi bar accompanied by a selection of sakes, Japanese whiskeys and cocktails. Fresh fish will be flown in from Japan and the menu will feature items such as; toro toasts, sushi rolls, crispy rice and caviar service. The drinks bar will include special curated cocktails alongside some of the world's rarest Japanese whiskeys. The design on the second floor is sultry and moody—it features more lounge-style seating where members can eat and drink in a more relaxed setting at a slower pace compared to a traditional diner service. This space will emulate other member's clubs in London and Paris, combining of comfort, chicness and intimacy to create an elegant and unforgettable atmosphere.

Sunset Harbour is the perfect neighbourhood for *The Harbour Club*. Also known as "Little New York," Miami Beach's Sunset Harbour neighbourhood has grown into a local mecca for food, culture and luxury hospitality. Its proximity to Biscayne Bay gives this neighbourhood a unique flare that is not always available in New York. *The Harbour Club* will provide locals and non-locals a place to relax and dine, will be a unique destination in the neighbourhood.

Hours of Operation. The Applicant is requesting to be open Monday through Sunday 11:00AM -2:00AM.

- Outdoor seating on the ground floor will be closed at 12:00AM.

Seats & Occupancy. For easy reference, please see below a chart summarizing both proposed numbers of seats allowed occupancy at the Restaurant broken down by floor:

	Seats	Occupancy
Restaurant - Ground Floor	75	114
Member's Club - Second Floor	45	85
Total	120	199
Future Sidewalk Café	30	
<i>Potential Future Total</i>	150	

Staffing Levels. The Applicant anticipates having 45 employees staffed at any point in time. Staffing levels are adequate to support operation of the establishment.

Access & Security. Restaurant access will be provided through the main entrance on Bay Road. Guests will take the stairs or elevator to access the second level. Patrons waiting to be seated will be directed to the indoor bar of the first or second floor restaurant.

Applicant will hire trained security personnel to ensure safe operation of the establishment for both guests and staff. Security personnel will: keep an accurate count of patrons entering the building so as to not exceed maximum occupant capacity; ensure all queuing occurs inside the restaurant so as to not obstruct the sidewalk; ensure that walkways are clean and clear and the exits are not obstructed and maintained clear at all times; enforce a strict dress code.

Valet Parking. Because the Applicant is not increasing the occupancy and seat count approved for the prior operating restaurant, pursuant to Sec. 130-161 of the Code parking credits are grandfathered and no parking is required. Note, there are multiple public self-parking facilities in very close proximity to *The Harbour Club*. Additionally, given the high-caliber of the venue the Applicant does intend to provide valet parking.¹ The valet parking service will include 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. That way, patrons stay inside the venue until a car is ready for them. Note also that Sunset Harbour is a walkable neighborhood and we expect our local patrons to walk to the establishment. We expect that most patrons which are not within walking distance will use ride sharing services such as Uber, Lyft and Alto.

¹ The Applicant will work with all relevant City departments to propose a valet parking system that complies with the City Code and standard practices.

Deliveries and Collections. To mitigate any possible impact on local residents stemming from the Applicant's operation, the Applicant will work with a City approved waste collection company for daily collections to occur between 7:00 AM and 9:00 AM. All refuse will be wheeled from the air-conditioned, enclosed garbage room to the existing on-street loading space on 18th Street. Likewise, all deliveries will occur during weekday hours between 9:00 AM and 3:00 PM, avoiding peak morning traffic hours.

Entertainment and Sound System Data. The Harbour Club venue does not propose any entertainment uses. Ambient music at a volume that does not interfere with normal conversation will be played through speakers. The City of Miami Beach Noise Ordinance will be observed at all times.

Sample Menu Items. The Applicant is still developing the menu. Items listed below are a reference to the type of cuisine that will be served at the ground level restaurant.

