Courtyard Cadillac Operations Plan



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I. OPERATIONAL BUSINESS PLAN

HHLP Miami Beach Associates, LLC, as the property owner, HHLP Miami Beach Lessee, LLC, as the current tenant of the hotel and hotel operator, and 3921 Collins Avenue, LLC, as the food and beverage operator are all applicants in this application for a Conditional Use Permit for a Neighborhood Impact Establishment (collectively, the "Applicant").

Hersha Hospitality Management ("HHM") is an industry leading hotel management, investment, and development firm. HHM's portfolio includes over 125 full service, select service, and extended-stay hotels in the United States, which include several well-known hotels in Florida, including Parrot Key Resort in Key West and The Ritz Carlton Coconut Grove, Miami.

Stefano Frittella, a well-known restaurant operator, who is the Manager of 3921 Collins Avenue LLC, will run the food and beverage operations of the Hotel, which consist of the restaurant space along Collins Avenue, tiki bar, lobby bar, and pool areas.

The Courtyard Cadillac Hotel was been owned and operated by HHM as an upscale family resort since 2011. During that time, Carrabba's Italian Grill has operated the restaurant space located at the south end of the Hotel. 3921 Collins Avenue LLC will operate the restaurant space along with the various food and beverage operations of the Hotel.

The Applicant will operate La Trattoria, an Italian style restaurant in the space previously known as Carrabba's and will also operate the food and beverage operations at lobby bar, the tiki bar, and pool areas. Both the restaurant and the lobby bar will be open to the public during the hours of operation referenced below. The tiki bar will be open to the public during its daytime hours as the Applicant anticipates that the majority of patrons frequenting the tiki bar (who are not guests of the Hotel), will be beachgoers who will enter the tiki bar directly from the beach access. The pool areas and the corresponding amenities are only open to guests of the Hotel.

Copies of the restaurant's and tiki bar's proposed menu are included with the application materials.

The hours of operation will be vary for each food and beverage area as follows:

- The restaurant hours will be from approximately 7:00 a.m. to 11:30 a.m. to serve breakfast and will re-open from 6:00 p.m. to 12:00 a.m. for dinner service.

- The tiki bar, which is open to the public during the daytime, will operate from approximately 11:00 a.m. to 10:00 p.m.

- The lobby bar hours will be from approximately 6:00 a.m. to 2:00 a.m.

- The pool bar hours will be from approximately 10:00 a.m. to 12:00 a.m. and is only open to guests of the hotel.

The food and beverage operations will employ approximately thirty-five (35) employees and the Hotel employs approximately one hundred and twelve (112) employees.

II. PARKING PLAN

The Applicant's patrons will be serviced by the Hotel's existing valet parking company, USA Parking. USA Parking utilizes the on-site parking garage as a storage facility for all compact and mid-sized vehicles. Two other nearby parking sites are used for storage of oversized vehicles. These sites are located at 4025 Pine Tree Drive and 300 Arthur Godfrey Road. The valet ramp located along Collins Avenue contains a substantial driveway for the efficient circulation and queuing of vehicles in connection with the valet operations.

In addition to the on-site parking garage, there are surface parking-lots and other parking garages located within the immediate area for use by restaurant patrons. However, even considering those parking accommodations, the venue is located within an area of the City where patrons can easily walk instead of drive (and the applicant anticipates many patrons will walk or take public transportation, such as a taxi).

III. CROWD CONTROL PLAN

As evidenced by the floor plan, the food and beverage areas are designed to accommodate a sufficient number of patrons so that those patrons waiting to gain entry do not have to wait outside. There will be no patron queuing within the public right of way. The restaurant's main entrance is set back away from Collins Avenue under the porte-cochere and hotel guests or those utilizing the lobby bar are also able to access the restaurant from inside the hotel. Therefore, the crowd control plan will rely primarily on queuing patrons inside the restaurant and/or lobby bar of the Hotel.

III. SECURITY PLAN

The Hotel provides overnight security guards who are on shift from 11:00 p.m. to 7:00 a.m. Should there be a special event in which a large group of people are expected, the Applicant will hire security guards for the duration of the event. If after opening there should be a need for daytime security, the Applicant will employ security staff during those times required. The Applicant's staff will specifically enforce patron age restrictions.

IV. TRAFFIC CIRCULATION PLAN

The Applicant has engaged Traf Tech Engineering, Inc. ("Traf Tech") to conduct a valet analysis to confirm and ensure the Applicant the existing valet operations do not have an adverse impact on the immediate neighborhood. Enclosed please find Traf Tech's Valet Analysis, which concludes that the existing valet operation was found to be acceptable from a traffic-engineering standpoint.

Further, the Applicant anticipates many patrons will either walk from nearby hotels, or take public transportation, along with those patrons who are already gusts staying with the Courtyard Cadillac Hotel.

V. DELIVERY AND SANITATION PLAN

The Applicant will utilize the Hotel's existing air conditioned trash room, which is located in the basement of the Hotel. Trash is picked up seven (7) days a week around 10:00 a.m.

The restaurant will utilize the Hotel's existing loading dock for delivery and receiving, located on the side of the hotel along 40th Street, with the majority of deliveries occurring from 8:00 a.m. and 1:00 P.M.(some occurring until 5:00 p.m.), thereby mitigating any potential impact to the neighborhood and adjoining properties.

VI. NOISE ATTENUATION PLAN

A sound study was not required to be submitted with the application as the Applicant is not proposing to have entertainment. The Applicant will play ambient music in the food and beverage areas for its patrons, such as the lobby bar, restaurant, pool areas, and tiki bar. The Applicant will only have a DJ for special events approved under a Special Event Permit by the City of Miami Beach.

La Trattoria Breakfast

Breakfast 6am till 12 pm

Continental Breakfast 12
Fresh Bakery, fresh fruit side, marmalades, juice, coffee

American Breakfast (served with roasted potato) 18
Organic eggs any style, toast,orange juice,coffee. choice of two: bacon, Canadian ham, sausage, bell peppers, mushrooms, zucchini, spinach
Bakery basket (5 pcs) 4
JUICE apple, tomato, grapefruit, orange or cranberry 5

Seasonal fruit plate, cottage cheese 8
Side of fruit, choice of 1 fruit :papaya, cantaloupe melon, watermelon, pineapple 7
Organic oat meal cooked with water or milk, banana, pecan 8
Organic granola or selection of organic cold cereals 5
with regular or fat free milk
Organic yogurt 8
Fresh Mix berries 11
All Organic Granola, yogurt, berry parfait, raw Florida honey 11
Scramble eggs sandwich, Swiss cheese, hash brown potatoes, bacon, tomato, avocado 14
Three farm organic eggs any style (served with roasted potato) 13
(Choice of two: bacon, Canadian ham, sausage, bell peppers, mushrooms, zucchini and spinach)
Omelet with roasted ham, mozzarella cheese, roasted potatoes 13
Eggs Benedict, Canadian ham, English muffin 17
Corned beef hash, eggs any style 21
8 oz Harris Ranch NY Steak and eggs, potatoes, asparagus 25
Egg's white omelet, asparagus, low fat cheese 11
Wild smoked salmon on Poppy seed bagel, 19
with capers,onion,tomato and cream cheese
French toast Challah bread 14
Belgian waffle,homemade, whipped cream, blueberry 13
Pancakes, homemade, served with banana and strawberry on top, maple syrup 12

- **Fresh squeeze Orange juice** 9
- **Mix berry, blackberry, strawberry,blueberry,with milk or water** 9
- **Green apple and pineaple** 9
- **Trattoria green, celery, green apple and fennel** 9
- **Cantaloupe and water melon** 9
- **Carrot and fresh squeeze orange juice** 9

Café au lait	5
Cappuccino	5
Caffe' regular or decaf	5
Espresso solo	5
Espresso doppio	7
Hot Colombian chocolate	5
Tea Forte selection	5
Vanilla frappuccino	5
Mocha frappuccino	5

We are proud to offer Caffe' Vergnano

Dear customer:
To ensure you have a great experience at our restaurant we would like to share some of our policies with you.
Please be aware of signs and posted menu offers before making your selection.
We are unable to combine promotions. Drink refills will be charged.
Unfortunately our POS system does not allow more the 3 ways payment.
Please ask your server for any question regarding charges, promotions, and portion size.
Be ready to show I.D. for alcoholic drinks and credit card payments.
Thank you for choosing us.

Taxes not included in Prices.

Taxes not included in Prices.20% Gratuity is Included

Consuming raw or undercooked meats, poultry, seafood, shellfish, oysters or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

La Trattoria Fall-Winter 2017

STARTERS

Cerignola mixed olives 7
Wood oven roasted bruschetta, garlic, tomato, evoo 9
Eggplant Parmigiana, tomato, mozzarella, parmesan 13
Calamari deep fried, marinara and tartar sauce 15
Mussels P.e.i. , marinara sauce 17
Shrimp cocktail, home made cocktail sauce 17
Burrata cheese, tomato, basil, extra virgin olive oil 19
Angus beef carpaccio, arugula, Parmesan cheese 15
Fresh tuna carpaccio, avocado, baby greens, lemon 17
Salmon carpaccio, baby green, orange, capers, Taggiasca olives 17

SALUMAIO

Slate board: bresaola, culatello, mortadella, salame felino, San Daniele ham 22
The board: Asiago, gorgonzola, Parmesan, Pecorino, Burrata 18

SOUPS

Minestrone Tuscany style soup 9
Lobster bisque, fresh crab 11
Seafood soup, clams, mussles, shrimp, baby squid, bay scallops, basil, tomato 23

SALADS

Buffalo mozzarella Caprese, tomato, olives 15
House salad, baby greens, cherry tomato, extra virgin olive oil, balsamic vinegar 9
Caesar, romaine lettuce, Caesar dressing, crispy croutons 11
Cobb, lettuce, avocado, tomato, blue cheese, egg, bacon, chicken, ranch dressing 17
Greek, mix greens, bell peppers, cucumber, red onion, feta cheese, Kalamata olives 17
Seafood salad, shrimp, bay scallops, squid, crab, avocado, tomato, lettuce 23
Crab and lobster salad, cucumber, avocado, lettuce 29

Add : Shrimp 8, Grilled tuna 8, Crab 12, Organic chicken 8, Grilled steak 8

PASTAS

Penne Arrabbiata, garlic, red crushed pepper, tomato, green olives 17
Fettuccine Alfredo, butter, cream, Parmesan 17
Spaghetti Carbonara, bacon, egg-yolk, Parmesan 21
Gnocchi, four cheese, asiago, parmesan, taleggio, gorgonzola 23
Spaghetti Fradiavolo, spicy tomato sauce, shrimp 23
Tortelloni Lobster, lobster chunk, shallots, parsley, tomato, cream 33
Tagliatelle Bolognese, D.o.p. 21
Ravioli mushrooms, black truffle butter, Parmesan 27
Lasagna Bolognese, meat sauce, Parmesan 17

Add: Shrimp 8, Grilled tuna 8, Crab 12, Organic chicken 8, Grilled steak 8

Farabella Gluten Free available – Whole Wheat Available

SHELLFISH

Raw
*12 oysters of the day 44
* wild tuna tartare, meyer lemon, soy, avocado, cilantro 28

Cold
1 lb wild king crab 44

Broil
5 oz. lobster tail 16
12 oz. lobster tail 34
1.5 lb. Maine lobster 44

PIZZAS

Margherita, tomato sauce, mozzarella, basil 10
Briscola, tomato sauce, mozzarella, arugula, San Daniele ham 14
Vero Pepperoni, tomato sauce, mozzarella cheese 12
Genovese, pesto, mozzarella, arugula, Parmesan cheese 14
Pugliese, Nduja, tomato, mozzarella, pecorino Toscano 14

MAIN COURSES

Chicken Parmigiana, tomato sauce, mozzarella and spinach linguine 23
Chicken Milanese, arugula, pomodorini, Parmesan cheese 21
Beef Filet, 8 oz. potatoes gratin and peppercorn sauce 37
New York steak, 12 oz. broccoli, fingerling potatoes 39
Rib Eye, 22 oz. bone in, mashed potatoes, asparagus 43

Mahi Mahi, Sicilian olives, capers, basil, mashed potatoes 25
Faroe Islands Salmon, grilled, seasonal vegetables, pesto rosso 33
Tuna, yellow fin, artichokes, tomato, basil 33
Branzino, Mediterranean sea-bass, Livornese style, seasonal vegetables 37

SIDES

Fries 5
Youkon mashed potatoes 5
Seasonal vegetables 7

Broccoli 5
Grilled asparagus 7
Sauteed mushrooms 7

La Trattoria Fall-Winter 2017

TIKI BAR & POOL MENU'

BAJA GUACAMOLE 11
AVOCADO, JALAPENO, CILANTRO, TOMATO, LIME, TORTILLAS

BEACH SIDE BUFFALO WINGS 13
CELERY, BLUE CHEESE

SHRIMP AND CHORIZO NACHOS 13
BLACK BEANS, CHEDDAR, SOUR CREAM, CILATRO, JALAPENO, LIME

CALAMARI DEEP FRIED 15
MARINARA AND TARTARE DIP

SHRIMP COCKTAIL 17
HOME MADE SAUCE

CAESAR SALAD 13
FOCACCIA CROUTONES, ASIAGO CHEESE

BEACH COBB SALAD 17
LETTUCE, AVOCADO, TOMATO, BLUE CHEESE, EGG, BACON, CHICKEN, RANCH DRESSING

FRIED GROUPER TACOS 15
BAJA SLAW, PICO, MEXICAN CHEESE, SALSA

STEAK ASADO TACOS 17
BLACK BEANS, CORN, SALSA, MONTEREY CHEESE

BLACK ANGUS CHEESEBURGER 15
AMERICAN CHEESE, LETTUCE, TOMATO, PICKELS, FRIES

CRISPY FRIED CHICKEN SANDWICH 15
BAJA SLAW, CHIPOTLE SAUCE, AVOCADO, TOMATO, CHIPS

CLUB SAND-BEACH 15
TURKEY, HAM, SWISS CHEESE, AVOCADO, TOMATO, MAYO, FRIES

HOME MADE ORGANIC VEGGY BURGER 15
HOUSE SALAD, QUINOA

SOUTHERN FRIED SHRIMP 17
FRIES, ISLAND SAUCE

TEXAS BBQ RIBS 19
FRIES, SPICY MANGO SALAD, LIME

FETTUCCINE ALFREDO, CAJUN CHICKEN 17
BUTTER, CREAM, PARMESAN

PIZZA MARGHERITA 15
TOMATO, FRESH MOZZARELLA, BASIL

PIZZA VERO PEPPERONI 15
TOMATO, FRESH MOZZARELLA

FLAT BREAD GENOVESE 17
PESTO, MOZZARELLA, ARUGULA, PARMESAN CHEESE

Add : Shrimp 8, Grilled tuna 8, Crab 12, Organic chicken 8, Grilled steak 8