

# THE CLOUD ONE

HOTELS

1515 WASHINGTON AVENUE  
MIAMI BEACH, FLORIDA, 33139



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A new brand, a new city, a new travel experience: The Cloud One Hotels is here - to redefine the budget luxury hospitality experience.

The Cloud One Hotels are for those who seek both the extraordinary and the authentic. For travellers who want to fully immerse themselves in a city. For all of those who want to live experiences and not just tick off a bucket list.

The Cloud One is at the heart of it all, delivering something special. A place that is open to all. Made to inspire and thoughtfully designed to care for our environment. Urban and local, created to absorb and breathe the energy of a destination...



## BRAND VALUES:



### INDIVIDUALITY

Every journey and every traveller is unique. We design our hotels with this in mind. With selected collaborations, exciting events and individual interiors, each The Cloud One Hotel tells its very own locally inspired story.



### EXPERIENCES

We celebrate experiences - in our hotel and around it. Our staff are happy to share their inside tips with you. Exclusive wine bar, stocked by the US Sommelier of the Year 2022 with a selection of first-class organic US wines. Mix in some authentic Miami sounds from local DJs when the sun sets.



### SUSTAINABILITY

A little bit of sustainability is not enough for us: at The Cloud One Hotels, it is at the forefront of everything we do - from bathroom products and organically sourced produce, to sustainable design to energy use.



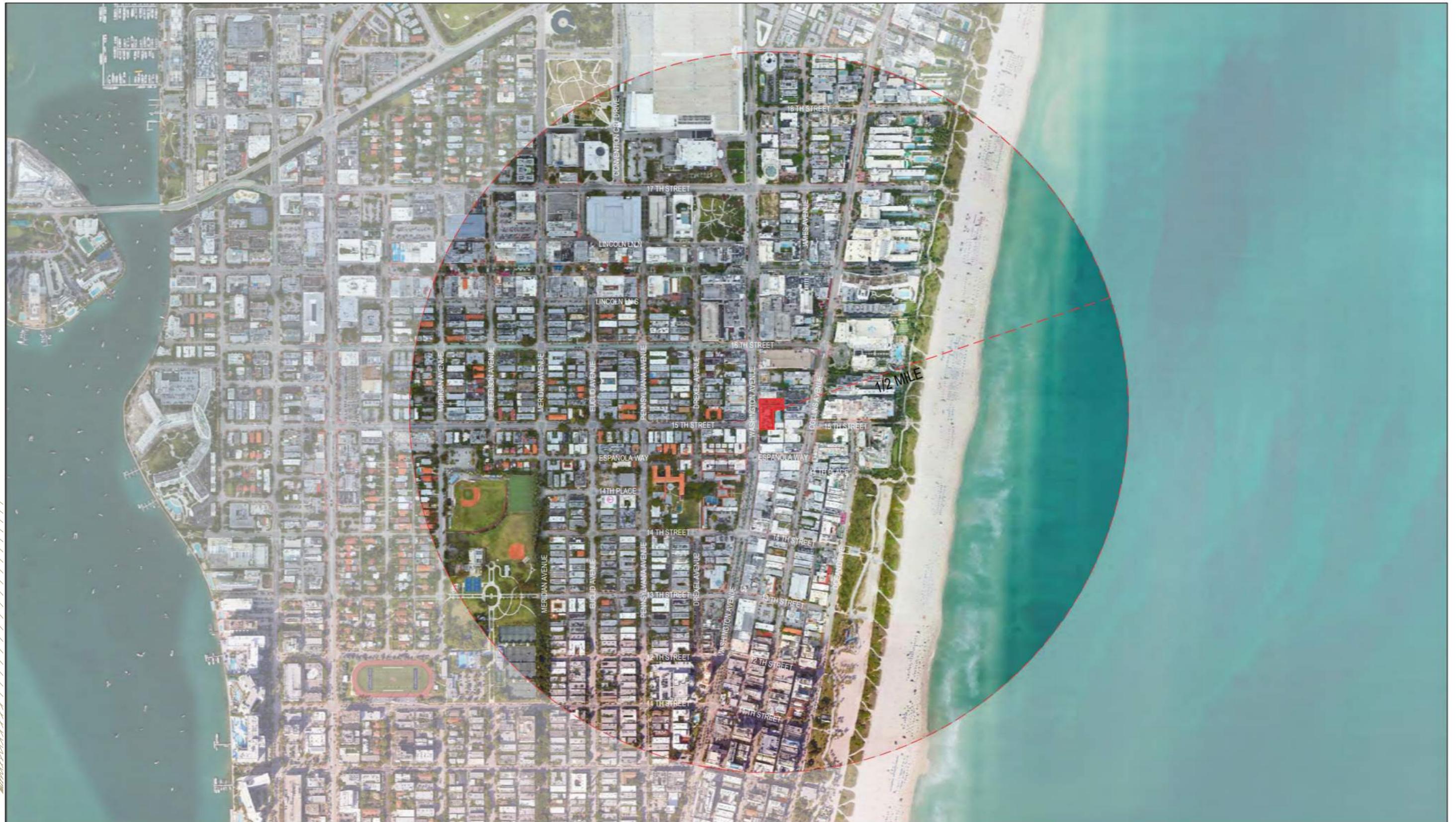






# SITE: LOCATION MAP

# 1515 Washington Avenue Hotel Development



# SITE: FRONT and MASSING VIEW

# 1515 Washington Avenue Hotel Development



# SITE: SOUTH ELEVATION and MASSING VIEW

# 1515 Washington Avenue Hotel Development



# SITE: EAST ELEVATION and MASSING VIEW

# 1515 Washington Avenue Hotel Development

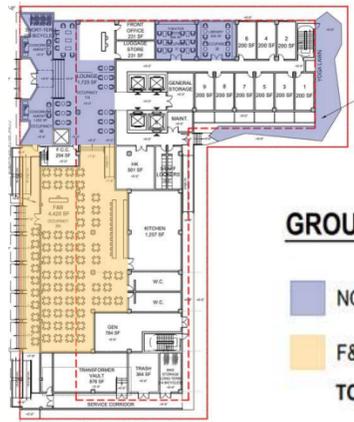


# SITE: NORTH ELEVATION and MASSING VIEW

# 1515 Washington Avenue Hotel Development

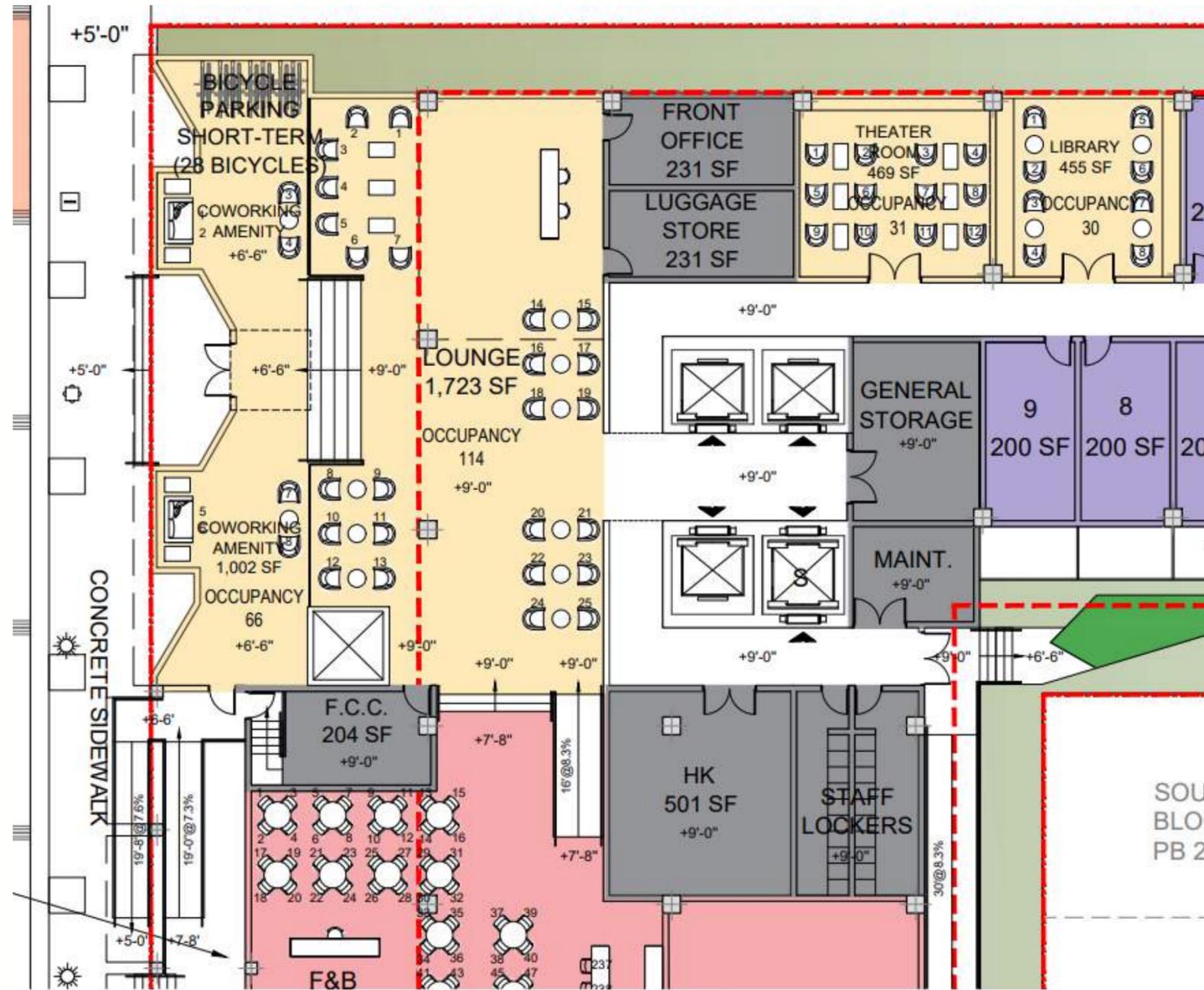


GROUND FLOOR



GROUND LEVEL

NON F&B: 4,740 SF  
 F&B: 5,578 SF  
 TOTAL: 10,318 SF



LOBBY & LOUNGE

Entrance from Washington Avenue. Operated by the Cloud One Hotels. Hotel guest check-in, management offices and reception lounge area - without any F&B service.

Operator: The Cloud One Hotels

Concept: Lifestyle Design Limited Service

Employees: 10

Occupancy: Coworking 66  
 Lounge 114  
 Theatre Room 31  
 Library 30

**TOTAL: 241** (Based on Code per SF)

Seats: Coworking 8  
 Lounge 25  
 Theatre Room 12  
 Library 8

**TOTAL: 53**

Hours of Operation: 7AM - 2AM

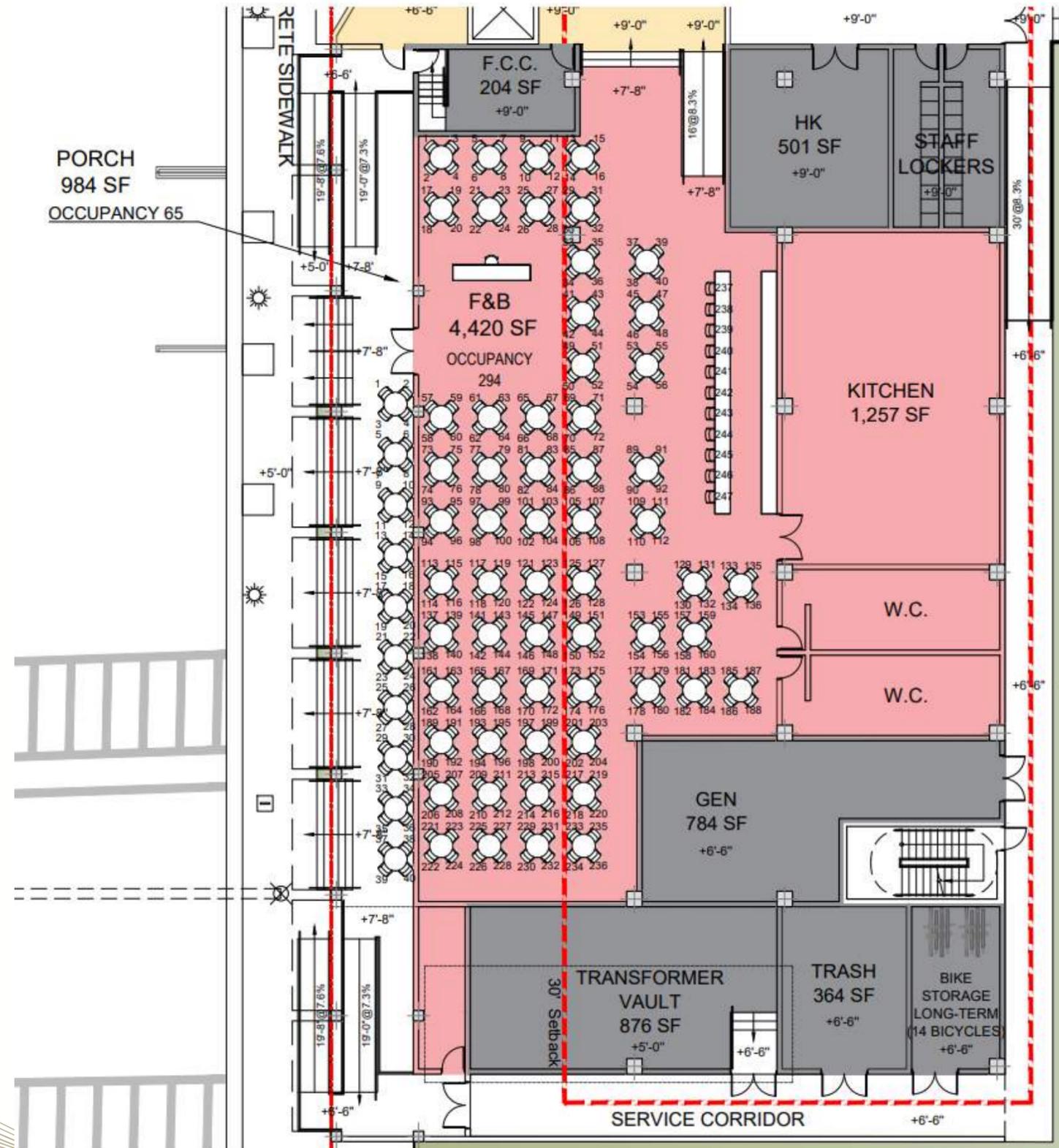
Hrs. of Entertainment:  
 Ambient music only in hotel lounge.

GROUND FLOOR



GROUND LEVEL

- NON F&B: 4,740 SF
- F&B: 5,578 SF
- TOTAL: 10,318 SF



RESTAURANT

Restaurant serving lunch and dinner. Public entry through Washington Avenue and from lobby for hotel guests.

Operator: TBD (3rd Party Lease)

Concept: TBD

Employees: est. 35

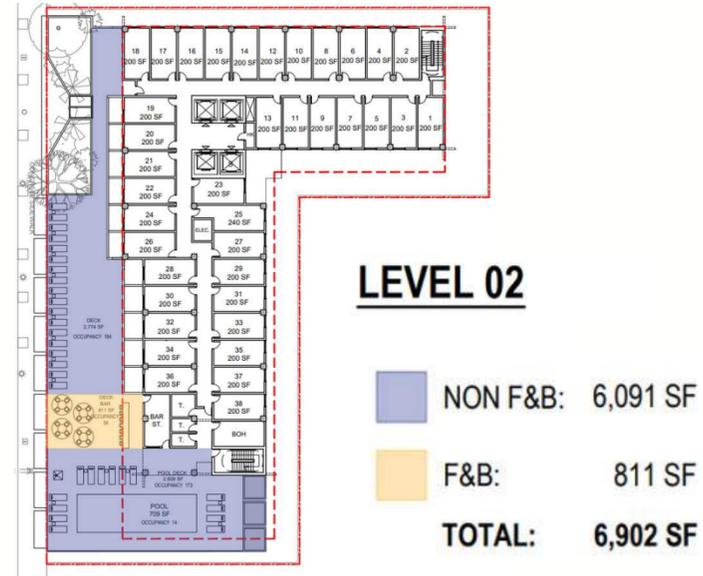
Occupancy: Interior: 294  
 Porch: 65 **TOTAL: 395**  
*\*Based on code occupancy per sf*

Seats: Interior: 247  
 Porch: 40 **TOTAL: 287**

Hours of Operation:  
 Indoor: 12PM - 2AM  
 Outdoor: 12PM - 2AM

Hours of Entertainment:  
 No live entertainment, Ambient background music only

LEVEL 2



**POOL DECK**

Limited to hotel guests only. Access only via room key card through hotel corridor. F&B service provided by the bar, operated by the hotel.

Loudspeakers: 6" bass drivers or smaller (low mounted, no subwoofers).

Operator: The Cloud One Hotels

Concept: Active pool environment

Employees: 5

Occupancy: Pool Deck: 173  
 F&B Deck: 54  
 Sun Deck: 184  
 Pool: 14  
 Cabanas: 6 (2 per cabin)  
**TOTAL: 431**

\*Based on code occupancy per sf

Seats: Pool Deck: 32  
 F&B Deck: 23  
 Cabanas: 6 (2 per cabin)  
**TOTAL: 61**

Hours of Operation: 8AM - 8PM

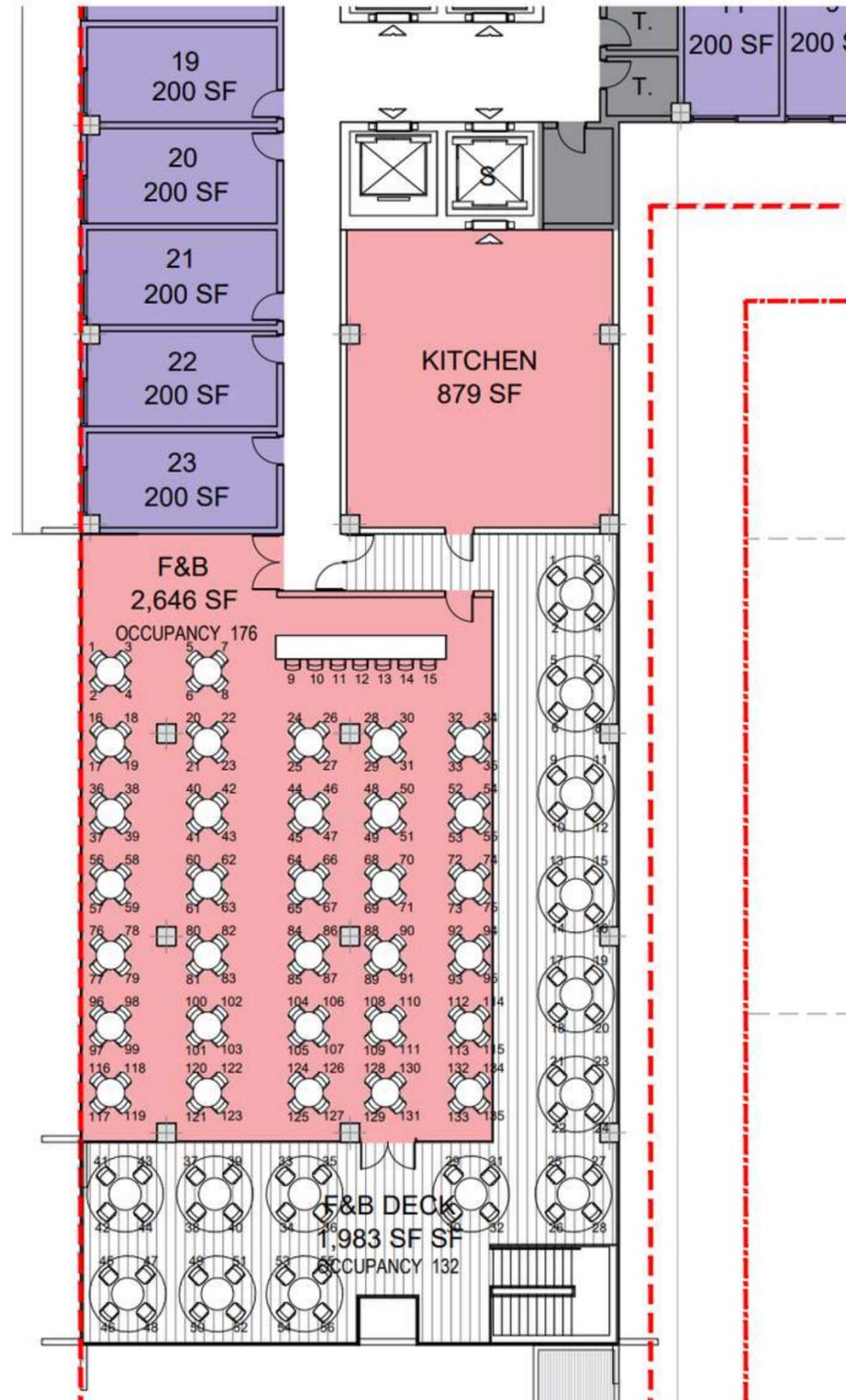
Hrs. of Entertainment:  
 Ambient background music only

LEVEL 7



**LEVEL 07**

F&B 4,629 SF  
**TOTAL: 4,629 SF**



**ROOFTOP LOUNGE**

Indoor and Outdoor venue for serving hotel breakfast and limited all day dining. Access through hotel elevators. Public access only after 5PM.

Sliding glass doors separate lounge from terrace. Terrace will be covered by trellis sun shade pannels.

Operator: The Cloud One Hotels

Employees: 15

Concept: Hotel Lounge

Occupancy (based on code occ. per sqft):  
 Interior: 176  
 Exterior: 132 **TOTAL: 308**

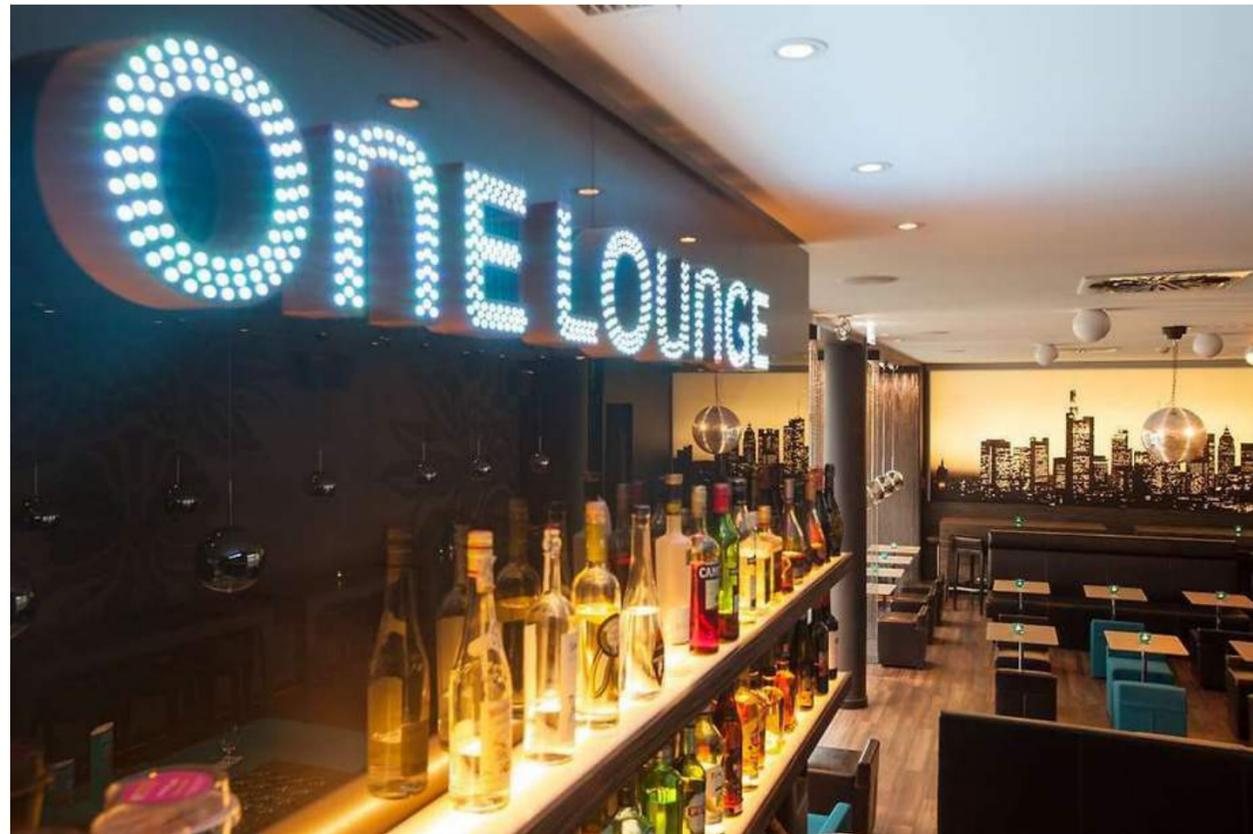
Seats: Interior: 135  
 Exterior: 56 **TOTAL: 191**

Hours of Operation:  
 Indoor: 7AM - 2AM  
 Outdoors: 7AM - 12AM

Hrs. of Entertainment:  
 Ambient background music only. No subwoofers, low mounted speakers.

# ROOFTOP LOUNGE IMPRESSIONS

1515 Washington Avenue Hotel Development



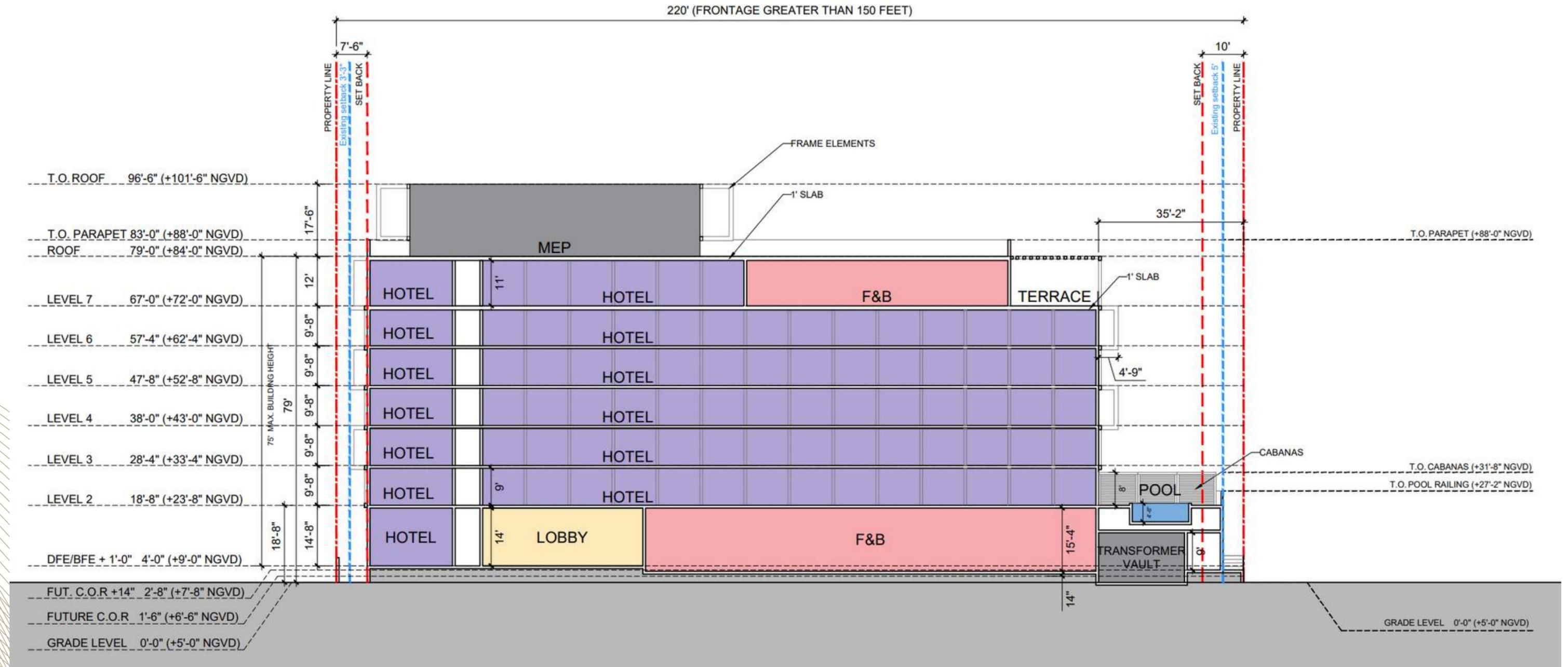
AMENITIES BREAKDOWN

TOTAL FIGURES

	Non-F&B	F&B	Subtotals
Ground	4,740 SF	5,578 SF	10,318 SF
Level 2	6,091 SF	811 SF	6,902 SF
Level 7		4,629 SF	4,629 SF
<b>Total Provided</b>			<b>21,849 SF</b>
Total GSF			106,839 SF
Required (20% of GSF)			21,368 SF
50% from F&B			10,684 SF
<b>Total Provided</b>	<b>10,831 SF</b>	<b>10,684 SF</b>	<b>21,515 SF</b>

# VENUES: OVERVIEW

# 1515 Washington Avenue Hotel Development



<b>VENUE</b>	<b>FLOOR</b>	<b>EMPLOYEES</b>
Lobby and Lounge	Ground Floor	10
Restaurant	Ground Floor	35
Pool Deck	Level 2	5
Rooftop Lounge	Level 7	15

**TOTAL: 65**

The employee count as noted above is based on high season and high occupancy at any given time.  
Employees will be given monthly Miami-Dade County public transportation passes.

**THE FOLLOWING GROUPS MAY ACCESS THE HOTEL AND PUBLIC AREAS:**

**HOTEL GUESTS:**

Hotel guests will enter from Washington Avenue, where they may valet their car and be greeted by a hotel bellman who will direct them to the hotel reception. Hotel guests can also access the restaurant from the lobby.

**THE PUBLIC:**

Restaurant and Bar patrons will arrive in the same fashion as described above for hotel guests, or directly to the restaurant through Washington Avenue.

**NOTES:**

The Rooftop Lounge may also be accessed by the public through the hotel lobby and hotel elevators. Public access to the bar lounge only after 5PM.

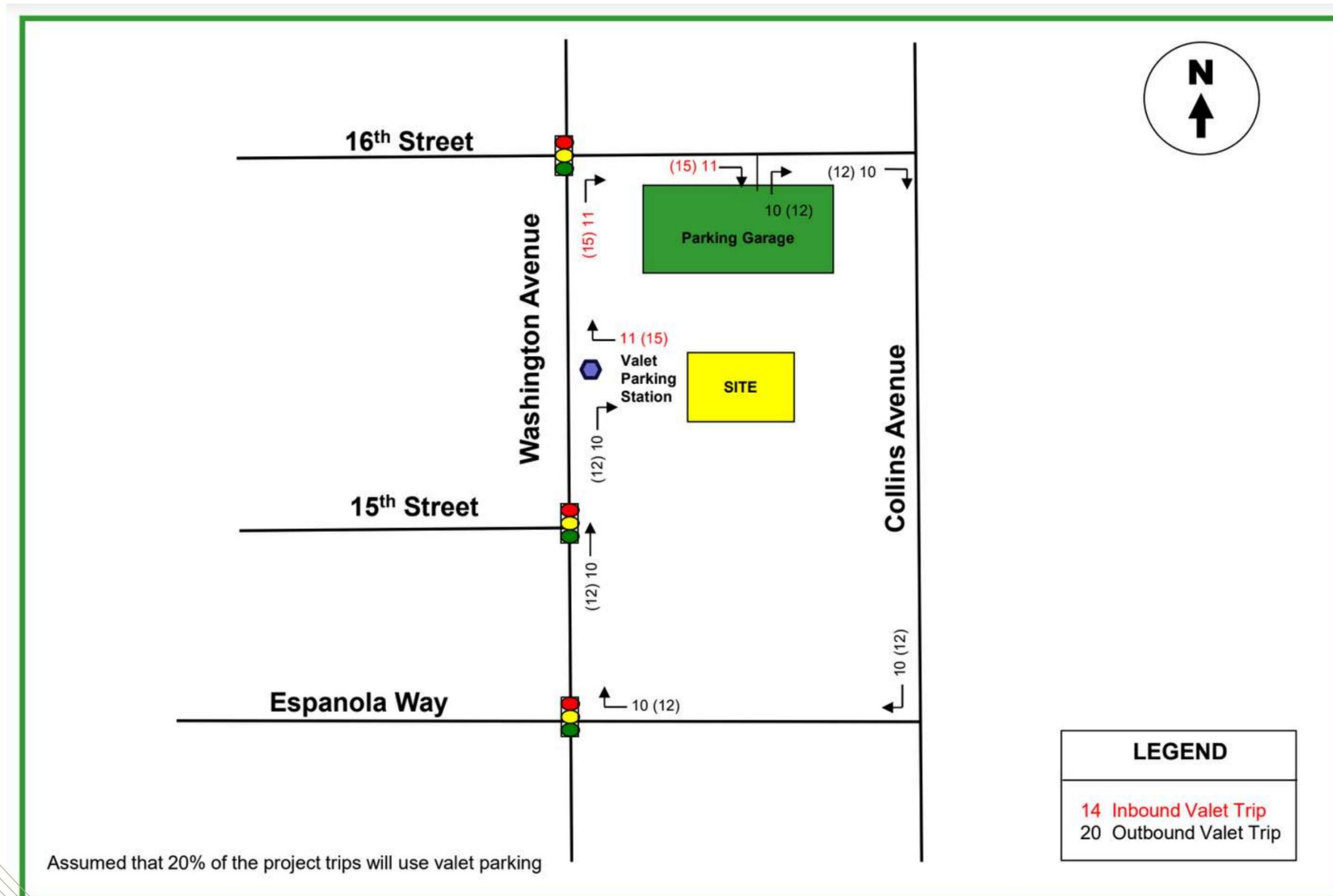
Employees will be given monthly Miami-Dade County public transportation passes.

# VENUES - SUMMARY OF VENUES OPEN TO PUBLIC

1515 Washington Avenue Hotel Development

VENUE	FLOOR	INDOOR / OUTDOOR	OCCUPANCY	SEATS	ACCESS	HOURS OF OPERATION
Indoor Restaurant	Ground Floor	Indoor	294	247	Public	12PM - 2AM
Outdoor Restaurant	Ground Floor	Outdoor	65	40	Public	12PM - 2AM
Sky Lounge	Level 7	Indoor	176	135	Public after 5PM	7AM - 2AM
Sky Lounge	Level 7	Outdoor	132	56	Public after 5PM	7AM - 12AM

**TOTALS:                    667                    478**

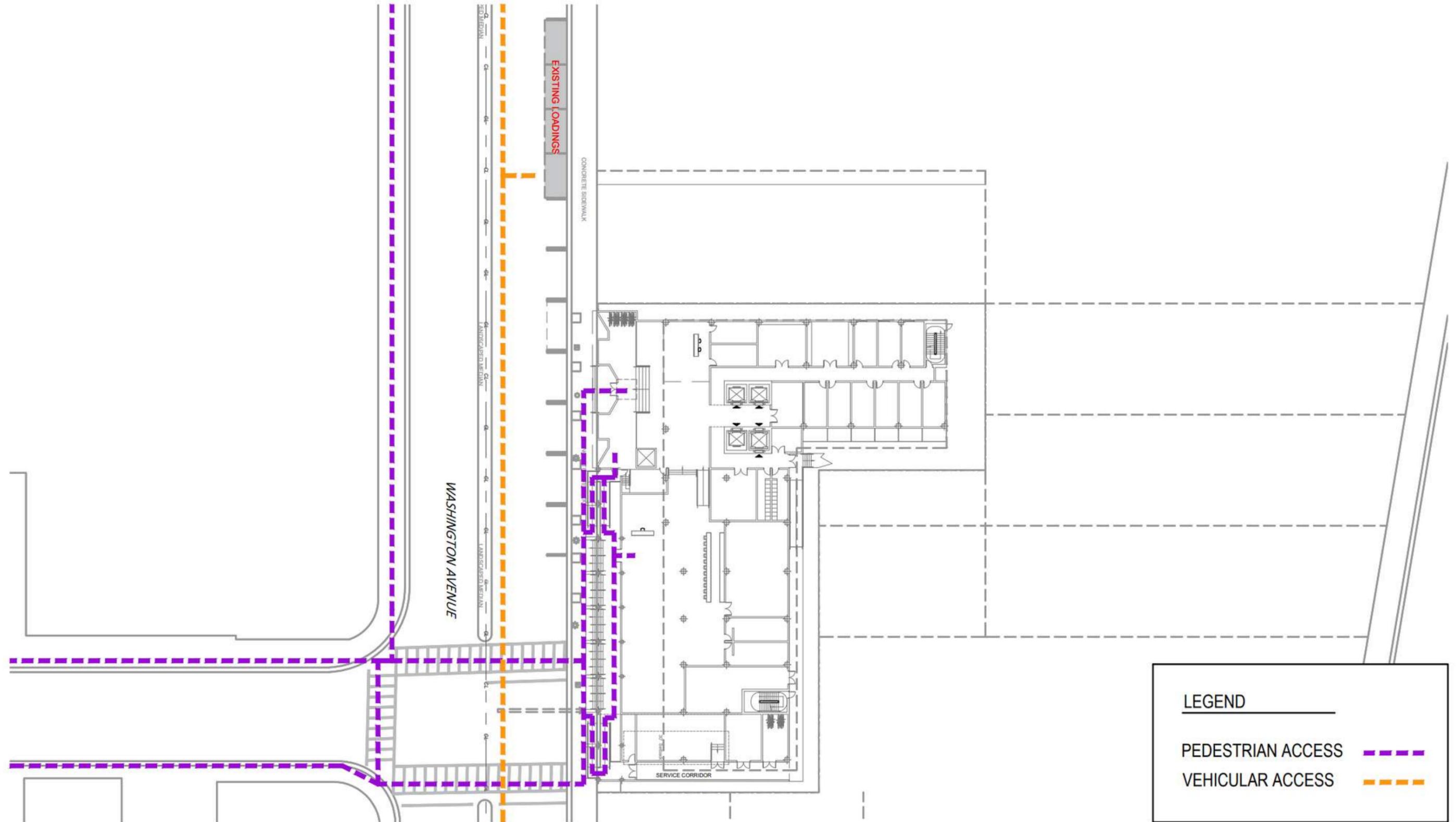


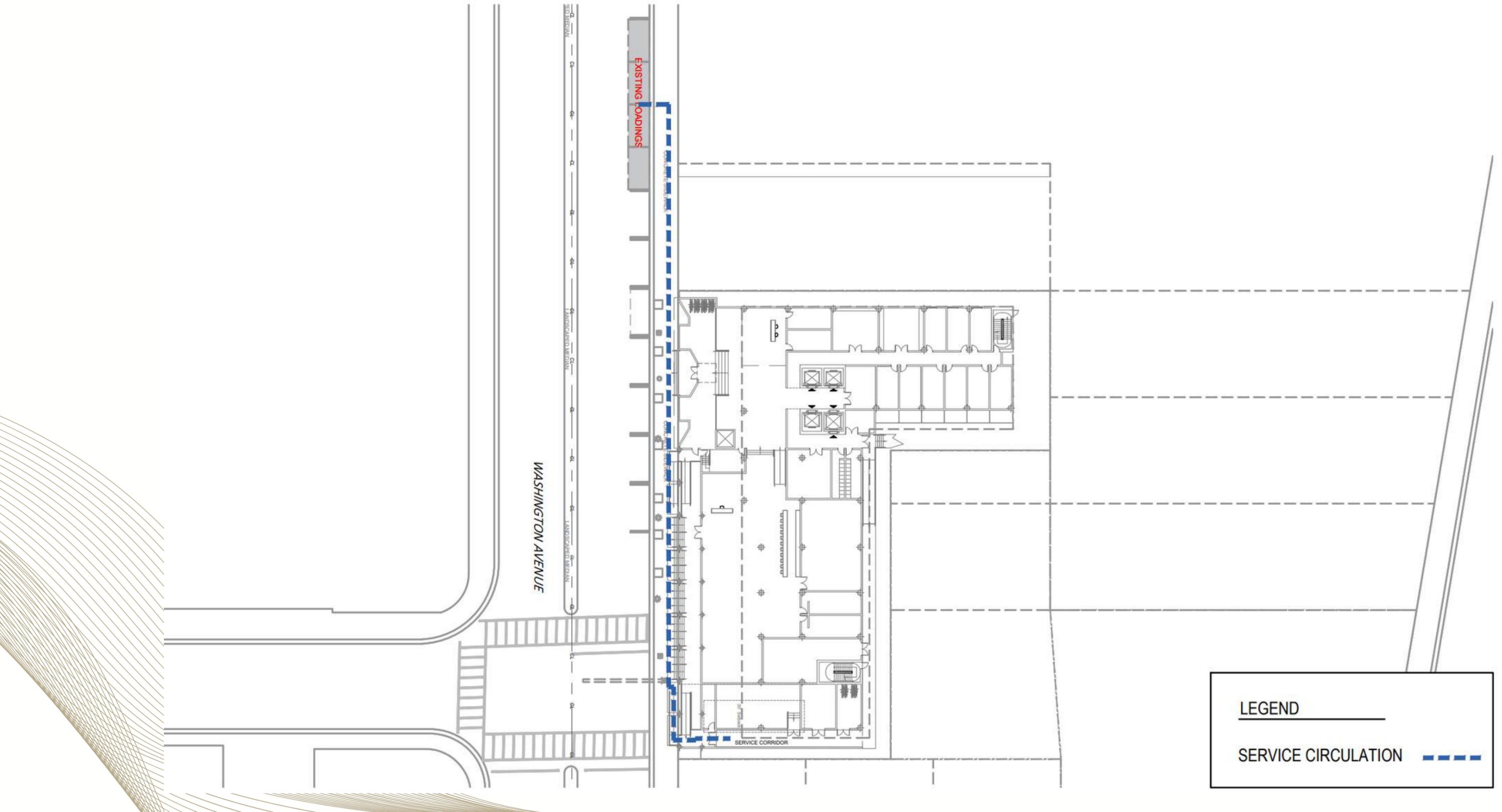
Assumed that 20% of the project trips will use valet parking



**VALET PARKING**  
**Weekday New Peak Hour Trips AM & (PM)**

**FIGURE 4B**  
 Cloud One  
 Miami Beach, Florida





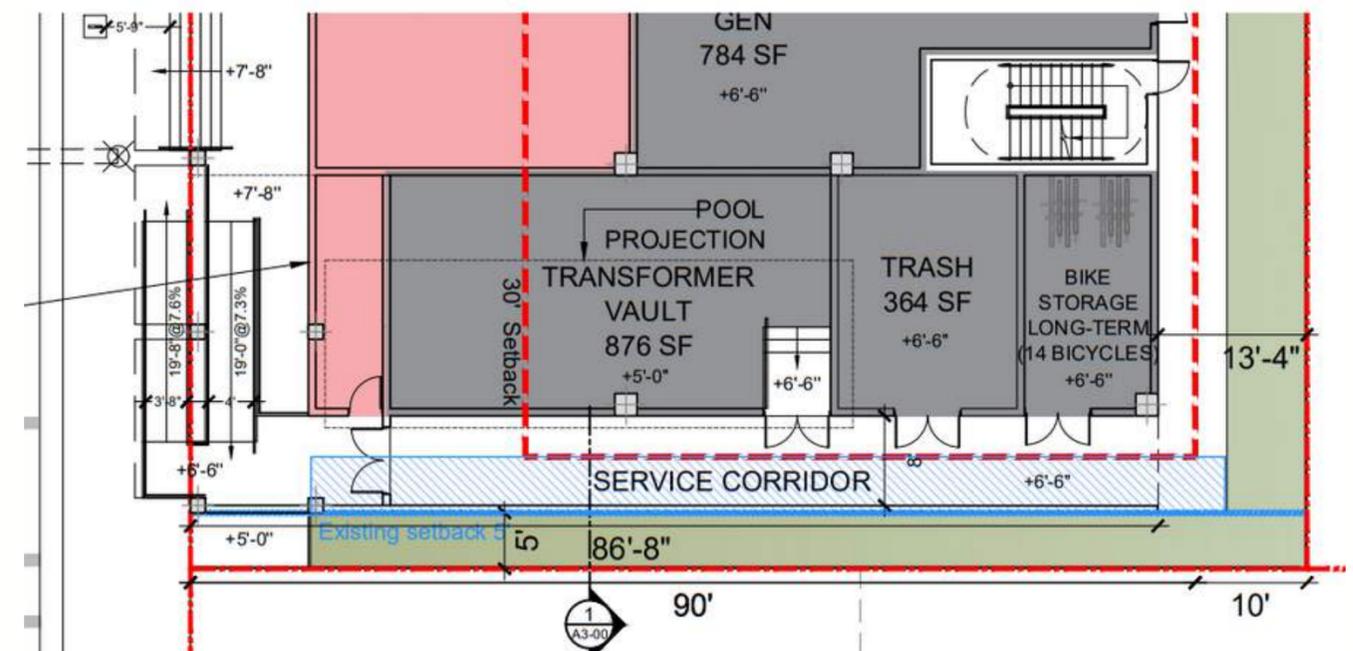
**IN AN EFFORT TO ENSURE MINIMAL IMPACT ON LOCAL RESIDENTS, HOTEL GUESTS AND STREET TRAFFIC, THE FOLLOWING PROCEDURES WILL TAKE PLACE:**

**DELIVERIES:**

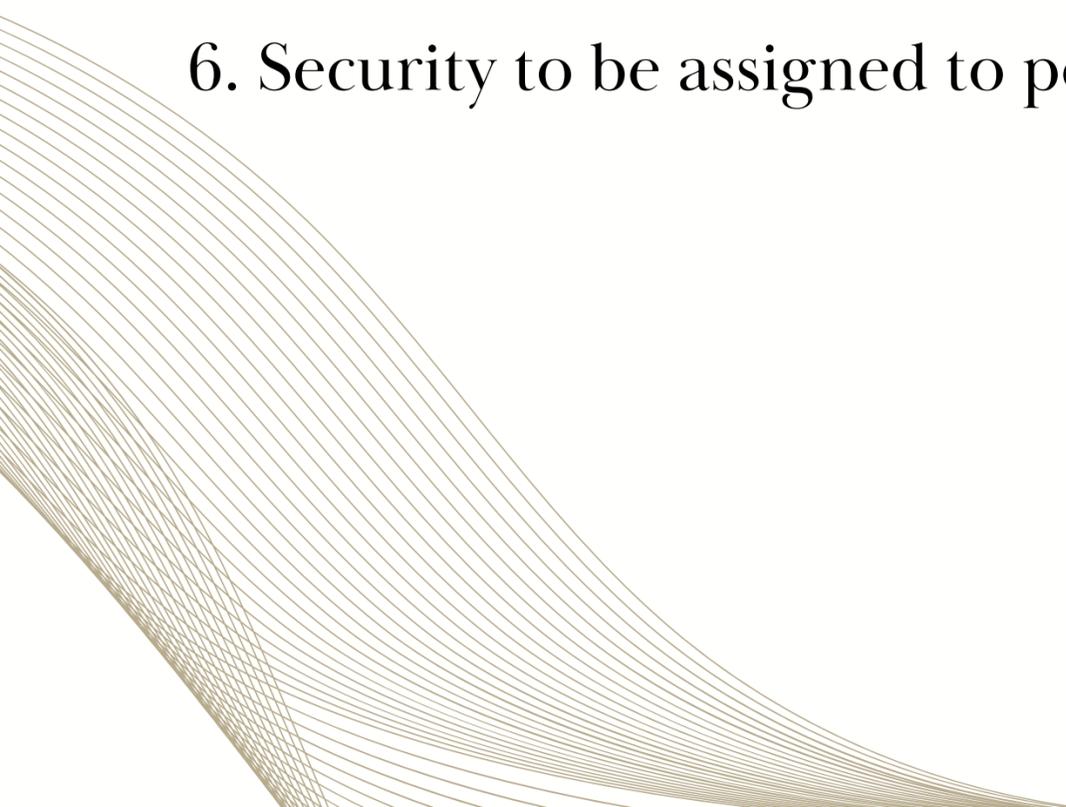
- The Project has been designed to accomodate large and small scale deliveries.
- Large deliveries will be accomodated in a designated loading area on Washington Avenue.
- Small deliveries will be accomodated in the 110 foot loading area on the southern perimeter.
- No deliveries will take place earlier than 6AM.

**REFUSE & RECYCLING**

- Refuse and Recycling will be no earlier than 8AM.
- Allocated trash disposal and collection areas. Collection accessible via the southern service corridor from Washington Avenue (see diagram)



**PURSUANT TO THE POLICIES OF THE HOTEL, ALL SECURITY WILL BE ADMINISTERED BY HOTEL MANAGEMENT AND THE FOLLOWING MEASURES WILL BE IMPLEMENTED:**

1. Security will be present 24-hours a day.
  2. Security cameras will be located at the major entrance and exit points of the property.
  3. Security cameras will be installed to monitor all points of sale.
  4. Security cameras will be installed in elevators to monitor guest flow.
  5. Extra security will be scheduled on high occupancy days.
  6. Security to be assigned to pool deck as required.
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- Loudspeakers for audio playback shall use 6” bass drivers or smaller, be mounted as low as possible, and distributed, keeping individual sound levels low. Subwoofers will not be used on the Pool Deck or Roof Lounge.
- A digital tamper-resistant sound level input limiter will be installed and configured after on-site sound level calibration to ensure that the calibrated level is never exceeded. This limiter and output gain settings will only be accessible by corporate management and will have no local operational access.
- Sound will be directed away from the neighbors to the south, 1455 and 1447 Washington Ave. The sound level in the outdoor areas will kept sufficiently low to not disturb the peace of these buildings. (see table i)
- The ambient, environmental background sound level on Washington Ave. is approximately 60 dBA. The audio playback systems will not impact this level.
- No sound will impact the environment or other establishments

<b>Table i – Suggested Sound Level Maximum Level Limitation</b>							
<b>(Leq “average” sound level)</b>							
<b>Area</b>	<b>31.5 [Hz]</b>	<b>63 [Hz]</b>	<b>125 [Hz]</b>	<b>250 [Hz]</b>	<b>500 [Hz]</b>	<b>Overall [dBA]</b>	<b>Overall [dBC]</b>
<b>Level 2 Pool Deck</b>	-	70	70	70	70	73	77
<b>Level 2 Restaurant</b>	-	72	72	72	72	75	79
<b>Level 8 Rooftop Lounge</b>	-	72	72	72	72	75	79

# CONDITIONAL USE PERMIT SUMMARY

1515 Washington Avenue Hotel Development

VENUE	FLOOR	INDOOR / OUTDOOR	CAPACITY	PUBLIC / HOTEL ONLY	HOURS OF OPERATION	HOURS OF ENTERTAINMENT	ENTERTAINMENT
Lobby	Ground Floor	Indoor	241	Hotel Guests	7AM-2AM	N/A	Ambient Music Only
Indoor Restaurant	Ground Floor	Indoor	294	Public	12PM - 2AM	N/A	Ambient Music Only
Outdoor Restaurant	Ground Floor	Outdoor	65	Public	12PM - 2AM	N/A	Ambient Music Only
Pool Deck	Level 2	Outdoor	173	Hotel Guests Only	8AM -8PM	N/A	Ambient Music Only
F&B Deck	Level 2	Outdoor	54	Hotel Guests Only	8AM-8PM	N/A	Ambient Music Only
Sun Deck	Level 2	Outdoor	184	Hotel Guests Only	8AM-8PM	N/A	Ambient Music Only
Cabanas	Level 2	Outdoor	6	Hotel Guests Only	8AM-8PM	N/A	Ambient Music Only
Pool	Level 2	Outdoor	14	Hotel Guests Only	8AM-8PM	N/A	Ambient Music Only
Sky Lounge	Level 7	Indoor	176	Public after 5PM	7AM - 2AM	N/A	Ambient Music Only
Sky Lounge	Level 7	Outdoor	132	Public after 5PM	7AM - 12AM	N/A	Ambient Music Only

**TOTAL: 1,339**