



August 15, 2018

Tui Munday
Planning Department
City Of Miami Beach
1700 Convention Center Drive, 2nd Floor
Miami Beach, Florida 33139

RE: Granting outdoor entertainment as per Collins Park Arts District Overlay amended 11/9/16 section 142-856

Dear Tui,

My name is Shawn Vardi. I am the authorized representative for all matters concerning the Plymouth Hotel LLC. Please let the following serve as the letter of intent in connection with granting the right for outdoor entertainment as per the approved Collins Park Arts District Overlay amended 11/9/16 section 142-856.

Description of Property: The property is approximately 33,000 Square feet located on the south side of 21 Street between Park and Liberty Avenues. To the north of the Property lies the Bass Museum and to the south lies the historic Riviera Plaza; to the east of the property lie the Ansonia and the Abbey; and to the west lies the Collins Park hotel complex. This area is zoned RM-2 Residential Multifamily, High Intensity and is located within the Museum Local Historic District as well as the National Miami Beach Architectural District. The Plymouth Hotel was designed by Anton Skislewicz and originally constructed in 1940. The hotel features unique Art Deco characteristics and is best known for its iconic front entrance.

Modification Request: The Plymouth Hotel falls within the jurisdiction of the Collins Park Arts District Overlay. This district amended the code on 11/9/16 to allow for outdoor entertainment. This request is to apply that amendment for this specific asset. We are not requesting to change the hours of operation, nor the noise limit already specified. We are simply asking to request the ability to have outdoor entertainment while still abiding to all existing codes.

Reason for Request: The Plymouth Hotel has been opened for approximately 2 years. Within the last 6-8 months we are getting more requests for groups and corporate bookings directly related to the opening of the convention center. This is due to location proximity, reviews and pricepoint of The Plymouth Hotel. As we are getting these groups, we are getting last minute (sometimes even the day-of) requests for the groups who are attending or exhibiting at the convention center to have a gathering, group function, team building or soiree at our facility. In order to accommodate these group requests, it's a necessity to have outdoor entertainment so that their function can be a success. Sometimes this involves a DJ, or some form of string instrument. Due to the nature of the requests being so last minute, it is impossible for us to get a special event permit as that takes too long and is also financially impossible to compete with these requests.



Noise Ordinance: We want to be clear that this request is not to change or modify the noise ordinance. We understand that all music must be at background levels and do not want to change that. Note that our hotel rooms are the closest proximity to all sound, and the last thing we would want to do is negatively impact our own asset. We are only requesting that we have the ability for outdoor entertainment which will be amplified but at a background level.

Hours of Operation: we are requesting that the hours of operation be Sun-Thurs 11:00am – 12:00am; Thurs – Sat 11:00am – 2:00am

Guests: The guests attending any of these activations will be hotel guests. As a result we don't anticipate any additional parking or traffic impact for the hotel or surrounding area

Neighbors: To the east of this hotel is the Ansonia Hotel (which is the same ownership group), along with the Abbey Hotel. To the North of this hotel is the Bass Museum and Collins Park. To the West of this hotel is the Collins Park Hotel & Convention Center. To the South of this hotel is the Riviera Hotels, Granite and Sadigo Court.

Existing Operation: Note that there is an existing restaurant on premises which has an existing operating license which allows them to stay open until 5AM. This restaurant is not part of this modification, nor is it connected to this CUP request.

Conclusion: We respectfully request your recommendation of approval of the Plymouth Hotel's request. If you have any questions or comments with regard to the application, please give me a call at 516 606 0900

Sincerely,

Shawn Vardi