Memorandum

- To: Josiel Ferrer-Diaz, E.I. City of Miami Beach
- From: Adrian K. Dabkowski, P.E., PTOE

Date: June 20, 2016

Subject: 1 Hotel Beach Club Valet Operations Analysis

Kimley-Horn and Associates, Inc. has prepared a valet operations analysis for the proposed 1 Hotel Beach Club redevelopment. The 1 Hotel is bounded by the beach to the east, Collins Avenue to the west, 24th Street to the north, and 23rd Street to the south. The site is currently occupied by 828 high-rise residential condominium units (569 units in the Roney Palace and 259 units in the Pardisio), a 333-room hotel, and 93,000 square feet of retail space. Please note that a large portion of the retail space will be used for additional lobby space. The proposed redevelopment program consists of the addition of a beach club. The beach club is bounded by the beach to the east, 24th Street to the north, and 23rd Street to the south. The proposed beach club consists of an 80-seat food and beverage area with a maximum occupancy of 816 patrons. The beach club will operate primarily as a members-only venue but will also be open to the public. Refer to Figure 1 in Attachment A for a location map. The following sections summarize our analysis.

VALET SERVICE AND OPERATIONS

The 1 Hotel Beach Club redevelopment will be served by two (2) valet drop-off and pick-up areas for members/guests and the public. The member/guest valet drop-off/pick-up is located within the 1 Hotel porte-cochere along the east side of Collins Avenue with a storage capacity of 22 vehicle spaces. It is assumed that with 16 spaces will be used for valet vehicles and six (6) spaces for taxis. The public drop-off/pick-up is located along the south side of 24th Street just north of the 1 Hotel with a storage capacity of four (4) vehicle spaces with three (3) spaces for valet vehicles and one (1) space for taxis.

Self-parking will not be provided for the proposed redevelopment. All personal vehicles arriving to the redevelopment will be valet parked at the on-site parking garage located between 23rd Street and 24th Street between Collins Avenue and the beach. Figure 2 contained in Attachment A, provides a graphic illustration of the proposed valet routes to and from the parking garage. A conceptual site plan for the Collins Avenue and 24th Street valet drop-off/pick-up locations is provided in Attachment A as Figure 3 and Figure 4.

TRIP GENERATION

The Institute of Transportation Engineers' (ITE's) *Trip Generation Manual*, 9th Edition was not used for trip generation calculations due to the limited number of referenced studies relevant to the 1 Hotel Beach Club. 1 Hotel Beach Club vehicle-trips were determined by assuming the occupancy of the

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beach club is equivalent to the total person-trips generated by the beach club. Person-trips were then converted into vehicle-trips by using a vehicle occupancy factor. Please note that the ITE's *Trip Generation Manual*, 9th Edition, was used for the existing land uses to prepare Saturday peak hour of generator trip generation to determine the internal capture rate for the proposed beach club. ITE Land Use Code (LUC) 232 (High-Rise Residential Condominium/Townhouse) was used for the 828 condominium units including the 569 units in the Roney Palace and 259 units in the Paradiso. ITE LUC 310 (Hotel) was used for the 333-room hotel. Please note that the approved conditional use permit also includes 93,000 square feet of retail space. However, a large portion of this area will be used for additional lobby space. In order to provide a conservative internal capture analysis, it was assumed that 10,000 square feet of restaurant space will be occupied. ITE LUC 931 (Quality Restaurant) was used for 10,000 square feet of restaurant space.

A 10 percent (10%) multimodal (public transit, bicycle, and pedestrian) reduction factor was applied to the trip generation to account for the urban area in which the redevelopment is located. Trip generation rates were examined for the weekend (Saturday) peak hour of generator. Please note that all trips are assumed to be valet trips as self-parking is not provided. All vehicles are valeted and parked at the parking garage located between 23rd Street and 24th Street between Collins Avenue and the beach. Additionally, a 42.6 percent (42.6%) taxi/shared-ride trip reduction factor was applied to the trip generation to account for patrons arriving via taxi/shared-ride to the site. The reduction is based on data collected for the Cadillac Hotel Expansion. Detailed data is contained in Attachment B.

The trip generation calculations indicate that the proposed redevelopment will generate 69 net new valet trips during the weekend (Saturday) peak hour of generator. Please note that based on data provided by the applicant, it was assumed that 48 percent (48%) of the net new valet trips will utilize the 24th Street valet drop-off/pick-up (public) and 52 percent (52%) of the net new valet trips will utilize the 1 Hotel porte-cochere along Collins Avenue (members/guests). The valet analysis was prepared for the highest demand trip generation condition and typical demand trip generation condition.

Highest Demand Condition

A highest demand condition was examined for the redevelopment which is assumed to be equal to the highest trip generation scenario. The 24th Street valet drop-off/pick-up is expected to generate 33 net new valet trips of which 28 enter the site and five (5) exit the site and the 1 Hotel porte-cochere along Collins Avenue is expected to generate 36 net new valet trips of which 30 enter the site and six (6) exit the site during the weekend (Saturday) peak hour of generator. Detailed trip generation calculations are included in Attachment B.

Typical Demand Condition

An average demand condition was also examined which is assumed to be equal to 25 percent (25%) of the highest demand scenario which accounts for more typical traffic conditions outside of the highest demand condition. The 24th Street valet drop-off/pick-up is expected to generate eight (8) net new valet trips of which seven (7) enter the site and one (1) exits the site and the 1 Hotel porte-cochere along Collins Avenue is expected to generate nine (9) valet trips of which eight (8) enter the site and one (1) exit the site during the weekend (Saturday) peak hour of generator. Detailed trip generation calculations are included in Attachment B.

VALET OPERATIONS ANALYSIS

The valet queuing operations analysis was performed based on the methodology outlined in ITE's *Transportation and Land Development,* 1988. The analysis was performed to determine if valet operations could accommodate vehicular queues without blocking travel lanes on Collins Avenue and 24th Street. Valet operations were analyzed for the number of valet attendants and required vehicle stacking for the redevelopment total traffic as valet service is provided at the existing development.

Collins Avenue Porte-Cochere Valet Queuing Analysis

Net New Valet Assumptions

Currently, the Collins Avenue 1 Hotel porte-cochere utilizes eight (8) valet attendants during the Saturday peak hour.

The queuing analysis used the multiple-channel waiting line model with Poisson arrivals and exponential service times. The queuing analysis is based on the coefficient of utilization, ρ , which is the ratio of the average vehicle arrival rate over the average service rate multiplied by the number of channels.

Valet attendants will be stationed at the Collins Avenue porte-cochere and will walk/run to and from the 1 Hotel parking garage. Valet drop-off trip service time was calculated based on the time it would take a valet parking attendant to obtain and park a drop-off vehicle at the 1 Hotel parking garage. Valet pick-up trip service time was calculated based on the time it would take a valet parking attendant to bring a parked vehicle back to a patron at the valet stations for pick-up.

The calculated average service time for vehicles valeted from the member/guest valet station on Collins Avenue is 3.5 minutes for valet drop-off and 3.6 minutes for valet pick-up. Detailed trip length calculations are included in Attachment C.

If the coefficient of utilization (average service rate/valet attendant service capacity) is greater than one (> 1), the calculation methodology does not yield a finite queue length. This result indicates overcapacity conditions for the valet area. The valet attendant service capacity is the number of total trips a valet attendant can make in a one-hour period multiplied by the number of valet attendants.

The analysis determined the required queue storage, M, which is exceeded P percent of the time. Since this analysis seeks to ensure that the queue length does not exceed the storage provided, at a level of confidence of 90 percent (90%). Twenty two (22) vehicle drop-off/pick-up spaces are provided based on the attached site plan for the member/guest valet drop-off/pick-up located along Collins Avenue. It is assumed that 16 vehicle drop-off/pick-up spaces will be provided for valet vehicle dropoff/pick-up and six (6) spaces will be provided for taxi drop-off/pick-up. Please note that a maximum queue of four (4) vehicles was observed in the field during the existing Saturday peak period. Therefore, of the 16 spaces provided for valet vehicles, 12 spaces are available for the net new valet trips associated with the proposed beach club.

Net New Valet Analysis

An iterative approach was used to determine the number of valet attendants required to accommodate the proposed redevelopment demand during the analysis hour and ensure that the 90th percentile valet queue does not extend beyond the designated valet service area. Detailed valet analysis worksheets are provided in Attachment D.

Results of the highest demand condition valet operations analysis demonstrate that three (3) additional valet attendants would be required within four (4) drop-off/pick-up spaces with eight (8) spaces of vehicle drop-off/pick-up capacity remaining. Results of the typical demand conditions valet operations analysis demonstrate that one (1) additional valet attendant would be required so that the vehicle drop-off/pick-up storage would not be exceeded.

Net New Valet Conclusion

Based on the valet operations analysis performed, it was determined that the 90th percentile valet queues will not extend beyond the valet service area onto Collins Avenue. Based upon the conservative assumptions applied to the typical and highest traffic demand conditions, it was estimated that between one (1) and three (3) additional valet attendants may be required during peak periods. It should be noted that projected vehicular volumes and estimated valet processing times were conservatively assumed in the analysis. If it is determined that valet processing times can be performed more efficiently and/or actual traffic volumes are lower than projected, a reduced number of valet attendants may be adequate to serve the site.

24th Street Valet Queuing Analysis

Net New Valet Assumptions

A valet drop-off/pick-up is proposed along 24th Street for use by the public.

The queuing analysis used the multiple-channel waiting line model with Poisson arrivals and exponential service times. The queuing analysis is based on the coefficient of utilization, ρ , which is the ratio of the average vehicle arrival rate over the average service rate multiplied by the number of channels.

Valet attendants will be stationed at the 24th Street drop-off/pick-up and will walk/run to and from the 1 Hotel parking garage. Valet drop-off trip service time was calculated based on the time it would take a valet parking attendant to obtain and park a drop-off vehicle at the 1 Hotel parking garage. Valet pickup trip service time was calculated based on the time it would take a valet parking attendant to bring a parked vehicle back to a patron at the valet stations for pick-up.

The calculated average service time for vehicles valeted from the member/guest valet station on 24th Street is 3.4 minutes for valet drop-off and 4.1 minutes for valet pick-up. Detailed trip length calculations are included in Attachment C.

The analysis determined the required queue storage, M, which is exceeded P percent of the time. Since this analysis seeks to ensure that the queue length does not exceed the storage provided, at a level of confidence of 90 percent (90%). Four (4) vehicle drop-off/pick-up spaces are provided based on the attached site plan with three (3) valet vehicle drop-off/pick-up spaces and one (1) taxi drop-off/pick-up spaces for the member/guest valet drop-off/pick-up located along 24th Street.

Net New Valet Analysis

An iterative approach was used to determine the number of valet attendants required to accommodate the proposed redevelopment demand during the analysis hour and ensure that the 90th percentile valet queue does not extend beyond the designated valet service area. Detailed valet analysis worksheets are provided in Attachment D.

Results of the highest demand condition valet operations analysis demonstrate that three (3) additional valet attendants would be required so that the vehicle drop-off/pick-up storage of three (3) vehicles would not be exceeded, onto 24th Street. Results of the typical demand conditions valet operations analysis demonstrate that one (1) additional valet attendant would be required so that the vehicle drop-off/pick-up storage would not be exceeded.

Net New Valet Conclusion

Based on the valet operations analysis performed, it was determined that the 90th percentile valet queues will not extend beyond the valet service area onto 24th Street. Based upon the conservative assumptions applied to the typical and highest traffic demand conditions, it was estimated that between one (1) and three (3) additional valet attendants may be required during peak periods. It should be noted that projected vehicular volumes and estimated valet processing times were conservatively assumed in the analysis. If it is determined that valet processing times can be performed more efficiently and/or actual traffic volumes are lower than projected, a reduced number of valet attendants may be adequate to serve the site.

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Attachment A



Kimley≫Horn ◎ 2016 Figure 1 Location Map 1 Hotel Beach Club City of Miami Beach, Florida







Attachment B

EXISTING WEEKEND PEAK HOUR OF GENERATOR TRIP GENERATION

		ITE TRIP GENERATION CHARACTERISTICS				DIREC DISTRI	FIONAL BUTION		GROS VOLUM	S ES	INTE CAP	INTERNAL CAPTURE		EXTERNAL TRIPS		10% MULTIMODAL REDUCTION		NET NEW EXTERNAL TRIPS			
		Land Use	ITE Edition	ITE Code	Scale	ITE Units	Per In	cent Out	In	Out	Total	Percent	IC Trips	In	Out	Total	Percent	PB Trips	In	Out	Total
	1	High-Rise Residential Condominium/Townhouse	9	232	828	du	43%	57%	119	158	277	7.9%	22	111	144	255	10.0%	26	100	129	229
	2	Hotel	9	310	333	room	56%	44%	131	103	234	4.7%	11	123	100	223	10.0%	22	111	90	201
	3	Quality Restaurant	9	931	10	ksf	59%	41%	64	44	108	21.3%	23	52	33	85	10.0%	9	47	29	76
	4																				
G	5																				
R	6																				
0	7																				
U	8																				
Р	9																				
	10			-																	
1	11																				
	12																				
	13			-																	
	14																				
	15																				
		ITE Land Use Code	_	Ra	te or Equa	tion		Total:	314	305	619	9.0%	56	286	277	563	10.0%	57	258	248	506
		232		Y=	0.3*(X)+28	.85															
		310		Y=	0.69*(X)+4	.32															
		931		Y=1	0.87*(X)+-	0.46															

PROPOSED WEEKEND PEAK HOUR OF GENERATOR TRIP GENERATION

		ITE TRIP GENERATION CHARACTERISTICS		DIREC DISTRI	TIONAL BUTION	GROSS VOLUMES		S ES	INTERNAL CAPTURE EXTERNAL TRIPS		10% MULTIMODAL REDUCTION		NET NEW EXTERNAL TRIPS		RIPS						
			ITE	ITE		ITE	Per	cent				_	IC				_	PB			
		Land Use	Edition	Code	Scale	Units	In	Out	In	Out	Total	Percent	Trips	In	Out	Total	Percent	Trips	In	Out	Total
	1	High-Rise Residential Condominium/Townhouse	9	232	828	du	43%	57%	119	158	277	8.7%	24	109	144	253	10.0%	25	98	130	228
	2	Hotel	9	310	333	room	56%	44%	131	103	234	5.1%	12	122	100	222	10.0%	22	110	90	200
	3	Quality Restaurant	9	931	10	ksf	59%	41%	64	44	108	26.9%	29	50	29	79	10.0%	8	45	26	71
	4	Beach Club ⁽¹⁾	N/A	N/A	N/A	N/A	81%	19%	122	29	151	6.0%	9	118	24	142	10.0%	14	106	22	128
G	5																				
R	6																				
0	7																				
U	8																				
Р	9																				
	10																				
2	11																				
	12																				
	13																				
	14																				
	15																				
		ITE Land Use Code	•	Ra	te or Equa	tion	•	Total:	436	334	770	9.6%	74	399	297	696	10.0%	69	359	268	627
		232	_	Y=	0.3*(X)+28	.85															
		310		Y=	0.69*(X)+4	.32													IN	OUT	TOTAL
		931		Y=1	0.87*(X)+-	0.46										NET NEW	TRIPS		101	20	121

	IN	OUT	TOTAL
NET NEW TRIPS	101	20	121
42.6% TAXI/SHARED-RIDE REDUCTION	43	9	52
NET NEW VALET TRIPS	58	11	69

	IN	OUT	TOTAL
COLLINS AVENUE NET NEW VALET TRIPS	30	6	36
24TH STREET NET NEW VALET TRIPS	28	5	33

Note: ⁽¹⁾Trip generation data based on valet parking projections and

weekly event capacities. Detailed trip generation is attached.

⁽²⁾Taxi/shared-ride reduction based on data collected at Cadillac Hotel.

Detailed calculations are attached.

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N/A

N/A

	Table 1																
Hotel South Beach - Private Beach - Valet Parking Projections																	
Saturday Party Hourly Valet Projections	Saturday Event Capacity (person-trips)	Saturday Event Capacity (vehicle-trips) 2 persons per vehicle	Hourly I Valet Bre (1pm-	Drop-off eakdown -2pm)	Hourly Valet Br (2pm	Drop-off eakdown -3pm)	Hourly Dro Break (3pm	p-off Valet down -4pm)	Hourly Dro Break (4pm	pp-off Valet down -5pm)	Hourly I Valet Bre (5pm-	Drop-off eakdown 6pm)	Hourly Valet Br (6pm	Drop-off eakdown -7pm)	Hourly D Valet Bre (7 pm-	0rop-off akdown 8pm)	Weekly Event Occupancy
January	408	204	5%	10	15%	31	25%	51	30%	61	20%	41	5%	10	0%	0	408
February	510	255	5%	13	15%	38	25%	64	30%	77	20%	51	5%	13	0%	0	510
March (Daylight Saving Start)	510	255	5%	13	5%	13	20%	51	30%	77	25%	64	10%	26	5%	13	510
April	595	298	5%	15	5%	15	20%	60	30%	89	25%	74	10%	30	5%	15	595
Мау	595	298	5%	15	5%	15	20%	60	30%	89	25%	74	10%	30	5%	15	595
June	574	287	5%	14	5%	14	20%	57	30%	86	25%	72	10%	29	5%	14	574
July	574	287	5%	14	5%	14	20%	57	30%	86	25%	72	10%	29	5%	14	574
August	574	287	5%	14	5%	14	20%	57	30%	86	25%	72	10%	29	5%	14	574
September	574	287	5%	14	5%	14	20%	57	30%	86	25%	72	10%	29	5%	14	574
October	638	319	5%	16	5%	16	20%	64	30%	96	25%	80	10%	32	5%	16	638
November (Daylight Savings End)	638	319	5%	16	15%	48	25%	80	30%	96	20%	64	5%	16	0%	0	638
December	816	408	5%	20	15%	61	25%	102	30%	122	20%	82	5%	20	0%	0	816

Assumptions: projections made with help from Zac Courtney, who opened the Beach Club at Soho House. The use of valet parking is correlated to the price charged. Charging \$25 will likely generate a 10% utilization of this service. Charging \$10-\$12 will generate aprox 50% utilization. Projections made for the Saturday parties are based on 50% utilization

December Saturday Peak Hour Valet Trips	Drop-off	Pick-up	Total	
	Valet	Valet	Valet	
1 to 2 PM	20	0	20	Pick-up valet trips represent 0% of 1 to 2 pm drop-off valet trips
2 to 3 PM	61	4	65	Pick-up valet trips represent 20% of 1 to 2 pm drop-off valet trips
3 to 4 PM	102	18	120	Pick-up valet trips represent 30% of 1 to 2 pm drop-off valet trips and 20% of 2 to 3 pm drop-off valet trips
4 to 5 PM	122	29	151	Pick-up valet trips represent 50% of 1 to 2 pm drop-off valet trips and 30% of 2 to 3 pm drop-off valet trips
5 to 6 PM	82	51	133	Pick-up valet trips represent 50% of 2 to 3 pm drop-off valet trips and 20% of 3 to 4 pm drop-off valet trips
6 to 7 PM	20	55	75	Pick-up valet trips represent 30% of 3 to 4 pm drop-off valet trips and 20% of 4 to 5 pm drop-off valet trips
7 to 8 PM	0	104	104	Pick-up valet trips represent 50% of 3 to 4 pm drop-off valet trips, 30% of 4 to 5 pm drop-off valet trips, and 20% of 5 to 6 pm drop-off valet trips
8 to 9 PM	0	90	90	Pick-up valet trips represent 50% of 4 to 5 pm drop-off valet trips, 30% of 5 to 6 pm drop-off valet trips, and 20% of 6 to 7 pm drop-off valet trips
9 to 10 PM	0	57	57	Pick-up valet trips represent 50% of 5 to 6 pm drop-off valet trips and 80% of 6 to 7 pm drop-off valet trips

Table 1

1 Hotel South Beach - Private Beach	n - Valet Parking Proje	ections					
Day of the Week	Annual Number of Public Guests	Annual Number of Members	Annual Total Number of Public and Members	Daily Total Number of Public and Members			
Monday	2409	2,560	4968.57	124			
Tuesday	2409	2,560	4968.57	124			
Wednesday	2409	2,560	4968.57	124			
Thursday	2810	2,987	5796.67	144			
Friday	4817	5,120	9937.15	248	Total	Public	Member
Saturday	4817	5,120	9937.15	248	9937	48%	52%
Sunday	3211	3,413	6624.77	165		·	·
Total	22881	24320	47201.45	1176	1		

Internal Capture Reduction Calculations

Methodology for A.M. Peak Hour and P.M. Peak Hour based on the *Trip Generation Handbook*, 3rd Edition, published by the Institute of Transportation Engineers

Methodology for Daily

based on the average of the Unconstrained Rates for the A.M. Peak Hour and P.M. Peak Hour

SUMMARY (EXISTING) **GROSS TRIP GENERATION** Daily A.M. Peak Hour P.M. Peak Hour Land Use Enter Exit Enter Enter Exit Exit Office INPUT Retail Restaurant 64 44 Cinema/Entertainment 119 158 Residential Hotel 103 131 305 0 0 0 0 314 **INTERNAL TRIPS** Daily A.M. Peak Hour P.M. Peak Hour Land Use Enter Exit Enter Enter Exit Exit OUTPUT Office 0 0 0 0 0 0 Retail 0 0 0 0 0 0 0 12 Restaurant 0 0 0 11 Cinema/Entertainment 0 0 0 0 0 0 0 14 Residential 0 0 0 8 Hotel 0 0 0 0 8 3 28 0 0 28 0 0 Total % Reduction 0.0% 0.0% 9.0% Office OUTPUT Retail 21.3% Restaurant Cinema/Entertainment Residential 7.9% Hotel 4.7% **EXTERNAL TRIPS** Daily A.M. Peak Hour P.M. Peak Hour Land Use Enter Exit Enter Exit Enter Exit DUTPUT Office 0 0 0 0 0 0 Retail 0 0 0 0 0 0 Restaurant 0 0 0 0 52 33 Cinema/Entertainment 0 0 0 0 0 0 Residential 0 0 0 0 111 144 Hotel 0 0 0 0 123 100 0 0 0 0 286 277

Internal Capture Reduction Calculations

Methodology for A.M. Peak Hour and P.M. Peak Hour based on the *Trip Generation Handbook*, 3rd Edition, published by the Institute of Transportation Engineers

Methodology for Daily

based on the average of the Unconstrained Rates for the A.M. Peak Hour and P.M. Peak Hour

SUMMARY (PROPOSED) **GROSS TRIP GENERATION** Daily A.M. Peak Hour P.M. Peak Hour Land Use Enter Exit Enter Enter Exit Exit Office INPUT Retail Restaurant 64 44 Cinema/Entertainment 122 29 158 Residential 119 Hotel 103 131 0 0 0 0 436 334 **INTERNAL TRIPS** Daily A.M. Peak Hour P.M. Peak Hour Land Use Enter Enter Exit Enter Exit Exit OUTPUT Office 0 0 0 0 0 0 Retail 0 0 0 0 0 0 0 Restaurant 0 0 0 14 15 Cinema/Entertainment 0 4 0 0 0 5 0 10 14 Residential 0 0 0 Hotel 0 0 0 0 9 3 37 0 0 37 0 0 Total % Reduction 0.0% 0.0% 9.6% Office OUTPUI Retail 26.9% Restaurant Cinema/Entertainment 6.0% Residential 8.7% Hotel 5.1% **EXTERNAL TRIPS** Daily A.M. Peak Hour P.M. Peak Hour Land Use Enter Exit Enter Exit Enter Exit DUTPUT Office 0 0 0 0 0 0 0 0 0 0 0 Retail 0 Restaurant 0 0 0 0 50 29 Cinema/Entertainment 0 0 0 0 118 24 Residential 0 0 0 0 109 144 Hotel 0 0 0 0 122 100 0 0 0 0 399 297

Hotel and Restaurant Valet Drop-off and Pick-up Traffic Data Summary Friday October 22, 2010

	Hotel Valet Area Observations													
	Hotel Pick- up		Hotel Pick- Up Peak	Hotel Drop- off		Hotel Drop- Off Peak			Total Hotel					
	Maximum	Hotel Pick-	Hour	Maximum	Hotel Drop-	Hour	Total Hotel		Peak Hour					
Time	Queue	Up Volume	Volume	Queue	off Volume	Volume	Volume		Volume					
18:00	0	0		3	18		18							
18:15	2	4		2	3		7							
18:30	2	6		3	7		13							
18:45	4	23	40	4	13	37	36		77					
19:00	3	9		1	3		12							
19:15	2	6		2	7		13							
19:30	1	2		3	14		16							
19:45	0	0		2	4		4							
20:00	1	3		2	7		10							
20:15	1	3		1	2		5							
20:30	3	11		2	7		18							
20:45	3	13		2	6		19							

	Restaurant Valet Area Observations													
	Restaurnt		Restaurant	Restaurant		Restaurant								
	Pick-up	Restaurant	Pick-Up Peak	Drop-off	Restaurant	Drop-off								
	Maximum	Pick-Up	Hour	Maximum	Drop-off	Peak Hour								
Time	Queue	Volume	Volume	Queue	Volume	Volume								
18:00	5	17		0	0									
18:15	4	13		2	7	8								
18:30	3	9		0	0									
18:45	3	18		0	0									
19:00	4	15		1	1									
19:15	4	14		1	1									
19:30	5	18		1	1									
19:45	6	27		1	2									
20:00	5	18	81	1	1									
20:15	5	15		0	0									
20:30	5	15		0	1									
20:45	6	33		0	0									

	Taxi vs Valet Trips													
						Total Taxi	Total Site	Total Site						
	Valet Pick-	Valet Drop-	Total Valet	Taxi Pick-up	Taxi Drop-	Pick-up	Pick-up	Drop-off	Total Site					
Time	up Trips	off Trips	Trips	Trips	off Trips	Trips	Trips	Trips	Trips					
18:00	1	11	12	16	7	23	17	18	35					
18:15	5	6	11	12	4	16	17	10	27					
18:30	3	3	6	12	4	16	15	7	22					
18:45	32	10	42	9	3	12	41	13	54					
19:00	17	1	18	7	3	10	24	4	28					
19:15	12	5	17	8	3	11	20	8	28					
19:30	12	12	24	8	3	11	20	15	35					
19:45	20	4	24	7	2	9	27	6	33					
20:00	10	4	14	11	4	15	21	8	29					
20:15	3	1	4	15	1	16	18	2	20					
20:30	15	4	19	11	4	15	26	8	34					
20:45	35	2	37	11	4	15	46	6	52					

Taxi Trips Observed 42.6%

Attachment C

Collins Avenue Member Valet Drop-off/Pick-Up Calculated Travel Time

	I Hotel Parkin	g Garage Calculated Travel Time					
		VALET DROP-OFF					
VEHICLE	TRAVEL TIME	VALET A	ATTENDANT TRAVEL TIME				
Travel Times (Assume	15 mph speed)	Travel Times (Assume 5 ft/s speed)					
To Valet Ga Distance 0.219 miles Controlled Delay Total Time	arage (In vehicle) Travel Time 0.9 minutes 1.5 Minutes 3.5 Minutes	Return from Vale Distance 0.064 miles	et Garage (Walk/Run) to Valet Area Travel Time 1.1 minutes				

1 Hotal Darking Caroga Calculated Travel Tu

1 Hotel Parking Garage Calculated Travel Time

	V	ALET PICK-UP					
VALET ATTENDANT	TRAVEL TIME	VALET ATTENDANT TRAVEL TIME					
Travel Times (Assume	<mark>5</mark> ft/s speed)	Travel Times (Assume 15 mph speed)					
To Valet Garage (Walk/F Distance 0.064 miles Controlled Delay 1.5 Mi Total Time 3.6 Mi	Run) Travel Time 1.1 minutes inutes inutes	 Return from Vale Distance 0.25 miles 	et Garage (In Vehicle) to Valet Area Travel Time 1.0 minutes				

24th Street Public Valet Drop-off/Pick-Up Calculated Travel Time

THOTEL Parking Garage Calculated Travel Time								
	VALET DROP-OFF							
VEHICLE TR	AVELTIME	VALET ATTENDANT TRAVEL TIME						
Travel Times (Assume	15 mph speed)	Travel Times (Assume	5 ft/s speed)					
To Valet Garag Distance 0.138 miles Controlled Delay 1.5 Total Time 3.4	ge (In vehicle) Travel Time 0.6 minutes Minutes Minutes	 Return from Valet Distance 0.076 miles 	: Garage (Walk/Run) to Valet Area Travel Time 1.3 minutes					

1 Hatal Daulder Courses Calculated Travel T

1 Hotel Parking Garage Calculated Travel Time

VALET PICK-UP							
VALET ATTEND	VALET ATTENDANT TRAVEL TIME		ATTENDANT TRAVEL TIME				
Travel Times (Assume	Travel Times (Assume 5 ft/s speed)		15 mph speed)				
To Valet Garage (W Distance 0.076 miles Controlled Delay 1. Total Time 4.	/alk/Run) Travel Time 1.3 minutes 5 Minutes 1 Minutes	 Return from Vale Distance 0.326 miles 	et Garage (In Vehicle) to Valet Area Travel Time 1.3 minutes				

Attachment D

Weekend (Highest Demand Condition) Peak Hour of Generator



iviean time in system	E(t)=	5.48	n
Proportion of customers who wait (P) (E(w	() > 0)=	49.72%	
Probability of a queue exceeding a length (M) P(x	< > M)=	10.00%	

Queue length which is exceeded	10.00%	of the times is equal to	3.4	vehicles

Weekend (Highest Demand Condition) Peak Hour of Generator



Expected (avg.) number of vehicles waiting in queue Mean time in the queue Mean time in system	E(n)= E(w)= E(t)=	2.67 1.35 4.85	mins mins
Proportion of customers who wait (P) (E Probability of a queue exceeding a length (M)	41.13% 10.00%		
Queue length which is exceeded 10.00% of the times is	equal to	2.0	vehicles

Average (Typical Demand Condition) Peak Hour of Generator



- Proportion of customers who wait (P) (E(w) > 0)=52.67%Probability of a queue exceeding a length (M) P(x > M)=10.00%
- Queue length which is exceeded 10.00% of the times is equal to 1.4 vehicles

Average (Typical Demand Condition) Peak Hour of Generator



Queue length which is exceeded	10.00%	of the times is equal to	0.8	vehicles

July 22, 2016

Mr. Carter McDowell Bilzin Sumberg Baena Price & Axelrod LLP 1450 Brickell Avenue, 23rd Floor Miami, Florida 33131

Re: 1 Hotel Beach Club Delivery/Service Operations Analysis/Recommendations

Dear Mr. McDowell:

The purpose of this letter is to summarize our analysis related to operations at the 23rd Street and 24th Street delivery/service areas that serve the 2300 Block of Collins Avenue which includes the 1 Hotel, STK Restaurant, Roney Palace Condominiums, the 1 Residence Tower, and the associated retailers along Collins Avenue. The analysis also accounts for deliveries for the proposed 1 Hotel Beach Club. The proposed beach club is not expected to generate additional delivery vehicles as beach club deliveries will be made through existing vendors and purveyors utilizing current trucks. Therefore, it is not expected that additional delivery vehicles will use the delivery/service areas.

Additional refuse service may be needed to serve the proposed beach club. Data provided by the Sandy Lane Master Association's property manager indicated that approximately three (3) refuse removal vehicles currently service the site on an average week. Please note that the trash/recycling service area is independent of the delivery/service areas analyzed in this report and contains sufficient excess capacity to accommodate additional refuse service trips. The following sections summarize our analysis.

DELIVERY/SERVICE AREA OPERATIONS ANALYSIS

The delivery/ service area entry logs for the 23rd Street and 24th Street delivery/service areas were provided by the Sandy Lane Master Association's property manager from the time period of May 19, 2016 through July 15, 2016. A review of the log indicated that between 15 and 23 "check-in" entries (total deliveries/service calls) were logged on an average weekday. Total deliveries consist of recurring deliveries and contractors. Deliveries are generally defined as vehicles arriving to deliver supplies. Contractors are generally defined as maintenance or installation companies.

Approximately 38 percent (38%) of the total entries were logged at the 24th Street delivery/service area and 62 percent (62%) at the 23rd Street delivery/service area. Table 1 summarizes the total entries from May 19, 2016 through July 15, 2016.

Table 1: 23 rd Street and 24 th Street Delivery/Service Area Entries				
Total Entries			ntries	
		24 th Street	23 rd Street ⁽¹⁾	
May	Month	54	59	
way	Average Weekday	8	8	
luna	Month	136	196	
June	Average Weekday	6	9	
luky	Month	62	160	
July	Average Weekday	6	16	
Total		252	415	
		37.8%	62.2%	

Note: ⁽¹⁾ Includes UPS, FedEx, DHL, and USPS deliveries.

24th Street Delivery/Service Schedule Review

Approximately 55 percent (55%) of the 24th Street deliveries are categorized as scheduled or recurring. Based on the log entries and the May 2016 delivery schedule, approximately 19 percent (19%) of these scheduled entries arrive within one (1) hour of their allotted time slot, while approximately 40 percent (40%) arrive during their exact time slot. The remaining 41 percent (41%) of the scheduled deliveries arrive throughout the scheduled day and occasionally on unscheduled days of the week.

Several companies such as Cintas and Chef's Warehouse typically arrive on time or within one (1) hour of their scheduled delivery time, while others such as American Plumbing Supply and White Linen Service typically arrive outside of their scheduled delivery window. An analysis by vendor is provided in Attachment B.

23rd Street Delivery/Service Schedule Review

Per information provided by the Sandy Lane Master Association property manager, Roney Palace residents, typically served by the 23rd Street delivery/service area, are required to contact the property management office at least 48 hours in advance to schedule a delivery. It is our understanding, based on input from the Master Association, that a majority of deliveries for the Roney Palace are not formally arranged by the residents which results in random delivery arrivals to the site. The potential for a high frequency of random arrivals may result in situations in which the number of entries arriving on site exceeds the delivery/service area capacities.

Based on the log entries and the May 2016 delivery schedule, approximately 18 percent (18%) of the scheduled entries arrive within one (1) hour of their allotted time slot, while approximately 44 percent (44%) arrive during their exact time slot. The remaining 38 percent (38%) of the scheduled deliveries arrive throughout the scheduled day and occasionally on unscheduled days of the week.

Several companies such as UPS typically arrive on time or within one (1) hour of their scheduled delivery time, while others such as Amazon, DHL, and Fedex typically arrive outside of their scheduled delivery window. An analysis by vendor is provided in Attachment B.

OVERALL DELIVERY/SERVICE AREA CAPACITY ANALYSIS

It was assumed that all deliveries require the use of the delivery/service areas while contractors park in the designated spaces within the delivery/service areas. The existing schedule indicated that approximately 12 deliveries at the delivery/service area occur on an average weekday. The delivery/service area along 23rd Street contains three (3) loading bays while the delivery/service area along 24th Street contains two (2) loading bays. However, to account for multiple delivery vehicles arriving simultaneously it was conservatively assumed that the delivery/service areas can each serve one (1) delivery truck per hour, accommodating a total of 20 deliveries per day between the hours of 7:00 AM and 5:00 PM. Therefore, the delivery/service areas appear to have the capacity to accommodate the existing demand if entries arrive consistent with the schedule.

CONCLUSIONS

Based upon our analysis of the delivery/service entry data provided from May 19, 2016 through July 15, 2016, the following is concluded:

1. The trash/recycling service area, which is independent of the delivery/service areas, contains sufficient excess capacity to accommodate additional refuse service trips.

- 2. Approximately 59 percent (59%) of the 24th Street delivery/service area entries arrive within their scheduled delivery time or within one (1) hour of their scheduled delivery time.
- 3. Approximately 62 percent (62%) of the 23rd Street delivery/service area entries arrive within their scheduled delivery time or within one (1) hour of their scheduled delivery time.
- 4. 23rd Street delivery/service area entries account for almost 62 percent (62%) of the total entries within the study period.
- 5. Delivery/service entries associated with Roney Palace are, by policy, to be coordinated and scheduled with the Sandy Lane Master Association.
- 6. The existing 23rd Street and 24th Street delivery/service areas appear to have the capacity to accommodate the current demand if deliveries/service entries arrive consistent with the current schedule.

RECOMMENDATIONS

In review of the data provided and analysis provided herein, we recommend the following modifications/improvements to the delivery/service area protocols:

- Revise the delivery/service schedule to allow for a more sufficient spacing of delivery slots for early/late arrivals. Contact specific vendors to identify vendors with flexible delivery schedules to adjust schedules appropriately, in an effort to limit congestion at the delivery/service areas. Under no circumstances, should the schedule/grace period allow for the number of deliveries/service entries to exceed the current delivery/service area capacities.
- Determine the appropriate delivery/service entry grace period consistent with a revised schedule. Once defined, the grace period must be strictly enforced. Vehicles arriving outside of their defined entry time window should be denied entry.

Sincerely,

KIMLEY-HORN AND ASSOCIATES, INC.

Adrian K. Dabkowski, P.E., PTOE Associate

Attachments

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Attachment A

24th Street Delivery

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00- 8:30 AM	MONDAY	FRIDAY BREAD DELIVERY: CUSANO'	S, LE MACARON, LA PROVEI	NCE, ZAK THE BAKER, SOUTH	H BEACH BAGEL,		
	HOTELIER	HOTELIER	HOTELIER	HOTELIER	HOTELIER	HOTELIER	
8:30 - 11:30 AM							PRODUCE KINGDOM
	FRESH POINT	FRESH POINT	FRESH POINT	FRESH POINT	FRESH POINT	FRESH POINT	
	CHEF'S WAREHOUSE	CHEF'S WAREHOUSE	CHEF'S WAREHOUSE	CHEF'S WAREHOUSE	CHEF'S WAREHOUSE	CHEF'S WAREHOUSE	
	US FOODS	BREAK THRU	FAIRY DAIRY	BREAKTHRU BEV	COCA COLA	PRODUCE KINGDOM	
	PRODUCE KINGDOM	REPUBLIC	US FOODS	REPUBLIC	US FOODS	RADAR	
		BROWN	RADER	BROWN	RADAR		
		RADAR		RADAR			
		WASTE MANAGEMENT/RECYCLE			WASTE MANAGEMENT/RECYCLE		
	Notes:						
	Daily scheduled deliveries for	events.					
11:30- 2:30 PM	COD AND CAPERS	COD AND CAPERS	COD AND CAPERS	COD AND CAPERS	COD AND CAPERS	COD AND CAPERS	
	PRODUCE KINGDOM	STACOLE	PRODUCE KINGDOM	STACOLE	Don Edwards	PANTHER COFFEE	
	NORTH STAR	DADE PAPER	Don Edwards	DADE PAPER	PANTHER COFFEE	NORTH STAR	
		NORTH STAR	NORTH STAR	NORTH STAR	NORTH STAR		
		AMORE GELATO		Don Edwards			
	Notes:						-
	Random daily construction del	iveries.					
2:30 - 5:00 PM	PT FISH	PT FISH	PT FISH	PT FISH	PT FISH	PT FISH	PRODUCE KINGDOM
	DADE PAPER	SWS	PRODUCE KINGDOM	SWS	SWS	BUSH BROTHER	
	PRODUCE KINGDOM	PRODUCE KINGDOM	BUSH BROTHER	PRODUCE KINGDOM	PRODUCE KINGDOM		
	BUSH BROTHER	BERTIN HENRY		BUSH BROTHERS	BUSH BROTHERS		
		BUSH BROTHERS					

23rd Street Delivery							
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00- 8:30 AM	HOTELIER	HOTELIER	HOTELIER	HOTELIER	HOTELIER		
				ALSCO LINEN			
8:30 - 11:30 AM	FRESH POINT	FRESH POINT	FRESH POINT	FRESH POINT	FRESH POINT	FRESH POINT	
	CHEF'S WAREHOUSE	CHEF'S WAREHOUSE	CHEF'S WAREHOUSE	CHEF'S WAREHOUSE	CHEF'S WAREHOUSE	CHEF'S WAREHOUSE	
	CINTAS	CINTAS	BAR HOUBOR SEAFOOD	CINTAS	CINTAS	UPS	
	FED EX GROUND	FED EX GROUND	FED EX GROUND	FED EX GROUND	FED EX GROUND	USPS	
	FED EX HOME	FED EX HOME	FED EX HOME	FED EX HOME	FED EX HOME	FED EX	
	GFI	GFI	GFI	GFI	GFI	DHL	
	MR.GREEN	MR.GREEN	MR.GREEN	MR.GREEN	MR.GREEN		
	UPS	UPS	UPS	UPS	UPS		
	DHL DELIVERY	DHL DELIVERY	DHL DELIVERY	DHL DELIVERY	DHL DELIVERY		
	WASTE MANAGEMENT	WASTE MANAGEMENT		WASTE MANAGEMENT	WASTE MANAGEMENT		
	Notes:						
	Daily scheduled deliveries	for Sudsies Laundry.					
	Daily scheduled deliveries	and pick-ups for Roney Apa	rtments.		-		
11:30- 2:30 PM	USPS DELIVERY	USPS DELIVERY	USPS DELIVERY	USPS DELIVERY	USPS DELIVERY	HALPERNS	
	NORTH STAR	NORTH STAR	NORTH STAR	NORTH STAR	NORTH STAR	NORTH STAR	
	OCEAN LINEN	DADE PAPER	CAPE SEA FOOD	Don Edwards	DADE PAPER		
	WHITE LINEN	BREAK THRU	UPS DELIVERY	DADE PAPER	BREAK THRU		
	CAPE SEA FOOD	AMERCAN PLUMBING	HOTELIER	BREAK THRU	CAPE SEA FOOD		
	UPS DELIVERY	CAPE SEA FOOD	JOJO TEA	AMERICAN PLUMBING	UPS DELIVERY		L
	HOTELIER	UPS DELIVERY	HALPERNS	CAPE SEA FOOD	HOTELIER		
	JOJO TEA	HOTELIER	AMAZON	UPS DELIVERY	JOJO TEA		L
	HALPERNS	JOJO TEA	PANTHER COFFE	HOTELIER	HALPERNS		
	AMAZON	HALPERNS		JOJO TEA	AMAZON		
		AMAZON		HALPERNS	DON		L
		PLANT THE FUTURE		AMAZON	PLANT THE FUTURE		
2:30 - 5:00 PM	BUSH BROTHERS	BUSH BROTHERS	BUSH BROTHERS	BUSH BROTHERS	BUSH BROTHERS	BUSH BROTHERS	
	LASERSHIP DELIVERY	SWS	LASERSHIP DELIVERY	SWS	SWS		
		LASERSHIP DELIVERY	MARKYS	LASERSHIP DELIVERY	LASERSHIP DELIVERY		
		SWISS			MARKYS		1

Attachment B






























































3800 HILLCREST DRIVE, # 102 • HOLLYWOOD, FL 33021-7937 • PHONE: 954-983-2788 • FAX: 954-983-2789 • audiobug1@aol.com

July 24, 2016

Michael Belush, AICP Planning & Zoning Manager **Planning Department** 1700 Convention Center Drive Miami Beach, FL 33139 Phone: 305-673-7000, ext. 6258 Fax: 305-673-7559 MichaelBelush@miamibeachfl.gov

Reference: One Hotel Beach Sound System Calibration

Dear Mr. Belush,

In this report, we will discuss the process whereby the outdoor beach sound system at the One Hotel has been tested and calibrated to ensure that music played on the system will not be audible in any of the residential units in the Roney Palace or the One Hotel. I was joined in this process by Michael Callahan, Systems Integrator with AVL Innovations and Luc Clavet, Director of Facilities at 1 Hotel South Beach.

The analysis and adjustment of the system was conducted the morning of July 22, 2016, beginning at 9:30 a.m. The system was first adjusted to its maximum sound output capability by setting the system's digital signal processing system to "0" or maximum. Sound levels were then measured along the east side of the private beach area between the north and south limits of the sound system. A one minute sample of the C-weighted sound level recorded with music playing over the system registered LC_{eq} 86.7 dB. The A-weighted sound level during the same time registered LA_{eq} 79.6 dB.

Mr. Clavet, Mr. Callahan and I next went to several unoccupied hotel and condominium units to listen for the music still playing over the sound system. Due to construction work that was being done on the north tower at ground level, we were not able to clearly hear the music from the beach system from any of the hotel rooms we checked in the north tower. No music from the beach could be heard in the units we checked in the center portion of the property either.

However, condominium Unit 1110 proved to be an ideal point of observation. Mr. Callahan went down to the beach area to observe the system and make adjustments as we determined what needed to be done. I spent about 15 minutes on the balcony of Unit 1110 and was able to analyze the music heard from the beach system. I communicated with Mr. Callahan by cell phone and gave him instructions on adjustments to the sound system. We first tried reducing the system's output by -10 dB. I listed to this setting for a while and then had him lower the level an additional 2 dB, to -12 dB over all. While this appeared to be satisfactory, I asked for the system to be reduced an additional 3 dB, to -15 dB. At this setting, I was not able to hear the music from the beach at all. I determined that this was appropriate and told Mr. Callahan to set this level and lock it into the processor.









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I then went down to the beach area and measured the system's output level along the same area tested before the adjustments were performed. A one minute sample of the C-weighted sound level recorded with music playing over the system now registered LC_{eq} 73.5 dB. The A-weighted sound level during the same time registered LA_{eq} 68.4 dB.

Table 1 provides a summary of the changes resulting from lowering of the sound system's output by 15 dB.

Table 1		
System set to maximum	LCeq 86.7 dB	LAeq 79.6 dB
System output set to -15 dB	LCeq 73.5 dB	LAeq 68.4 dB
Difference	-13.2 dB	-11.2 dB

The sound levels documented once the system had been adjusted down by 15 dB appear to be somewhat less than 15 dB lower. This is due to the fact that at these lower sound levels, noise sources other than the sound system have added to the overall levels. However, the music played at the reduced output was inaudible on Unit 1110's balcony and barely audible on the pool deck directly above the beach area.

Based on my observations subsequent to the system calibration, I can confirm that music from the system will not be audible at any of the residential units in Roney Palace or in hotel rooms at One Hotel. I would encourage that subsequent tests be conducted during future DJ and band performances to ensure that the adjustments made to the system during this calibration process are confirmed to be effective. I would be happy to assist in these tests.

Respectfully submitted,

Donald J. Washburs

Donald J. Washburn President









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One Hotel Beach Sound System Analysis Site Survey July 22, 2016, between 9:30 a.m. and 11:45 a.m.





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One Hotel Beach Sound System Analysis Site Survey July 22, 2016, between 9:30 a.m. and 11:45 a.m.











Carter N. McDowell Tel 305-350-2355 Fax 305-351-2239 cmcdowell@bilzin.com

July 22, 2016

Mr. Thomas Mooney Planning Director City of Miami Beach 1700 Convention Center Drive Miami Beach, FL 33139

Re: <u>Waiver of Any Claims to Vested Rights Related to Floor Area based upon</u> <u>approval of Application number PB0616-0035 (the "Application")</u> <u>for the property Located at Approximately 2301-2399 Collins Avenue and</u> <u>102 24th Street, Miami Beach, FL</u>

Dear Mr. Mooney:

This law firm represents SB Hotel Owner, L.P., a Delaware limited partnership and owner ("Owner") of the property legally described in Exhibit "A", attached hereto (the "Property"). As you know, the Owner has submitted an application to the Planning Department ("Department") of the City of Miami Beach ("City") for modifications to several provisions of the existing Conditional Use Permit. Among the requested modifications is the creation of a new beach club facility on the ground level portion of the Property abutting the beach and beachwalk (the "Project"). The application has been filed under application number PB0616-0035.

Pursuant to your request and direction in our pre-application conference in addition to the disclaimer in the Letter of Intent, on behalf of the Owner this letter specifically acknowledges that the Project, as currently designed, requires Floor Area Ratio ("FAR") in order to permit and construct restrooms and other proposed internal ancillary facilities for the beach club venue (the "Ancillary Facilities"). The Owner further acknowledges that the FAR currently located on the Property exceeds the maximum permitted FAR under the City's Land Development Regulations ("LDRs").

As you are further aware, the Owner is currently in discussions with the City about potential solutions that might make FAR available for the construction of the Ancillary Facilities. The Owner specifically acknowledges that it must successfully determine, with City staff and the Office of the City Attorney, the source of the required FAR to be used for the Ancillary Facilities before it will be able to permit and construct those ancillary facilities. The Owner further acknowledges that approval of the Application will not grant any vested or rights to permit and construct the Ancillary Facilities and will not bring any claim for such vested rights based upon approval of the Application.

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July 22, 2016 Page 2

We look forward to working with the City to both resolve the FAR issue and to gain approval of the Application.

Sincerely

Carter N. McDowell

CNM



1 BEACHCLUB CONCEPT

1 BEACHCLUB GOALS

- Create a flexible, beautiful, and hip venue that can cater to 1 Hotels guests, residents, and the Miami natives
- Utilize the space and activate key areas as an amenity to the hotel, outside food and beverage venue
- Design a stellar venue for great music, fantastic local food, unique and tasty beverages, and #daylife programming for the mind, body, and soul.
- Based on demand, we may consider offering a private membership option for the venue

1 BEACHCLUB PROGRAMMING

- Daytime venue (sun up to sun down) focused primarily on activity based programming, fresh cocktails and beverages, and light fair
- Venue used primarily as a hotel amenity and open to the public on key dates and times for music and event programming
- Geared towards 1 Hotel guests, residents and Miami Natives.
1 BEACHCLUB OPERATIONS

SCOPE:

- 80 Seat F&B Outlet
- Three full service bars
- Portable grills
- Operated by 1 Hotel South Beach Team
- Comfort lounging/seating area with area for physical activities activities

ENTRANCE & PARKING

- Club members will access the Beach Club via hotel entrance on Collins Ave, using the Valet Station #2.
- Non-members will access through the 24th Street. On weekdays, the public is expected to use alternative means of transportation such as Uber, private drivers or by foot. On Saturdays only, non-members will have an additional valet station #4, available on 24th street.

HOURS OF OPERATIONS

Daytime venue, open 10AM-8PM daily

STAFFING

- Staffed as food and beverage outlet with proper servers, bartenders, bussers, etc.
- Dedicated security staff to oversee venue and entrance on peak days and seasons
- Additional valet parking staff needed for 24th street entrance



PROGRAMMING

MUSIC

Mellow beach and deep house music played through distributive sound system.

DAYLIFE ACTIVITIES

Volleyball, meditation, circuit trainings, water gun fights- fun, family friendly activities offered on a daily basis

DAYTIME GATHERINGS

Daytime gatherings on 1-2 days a week around key holidays or peak seasons. Could include dance parties, movie screenings, lectures or talks, gardening classes, etc.

LOUNGING

Daytime cabanas for loungers for sunbathing and relaxing on property

NEW DESCRIPTION

Key private events hosted by hotel clients on evenings within regulation with property CUP (Example: JP Morgan)

*All items/programming to be done in accordance with amended CUP.



FOOD & BEVERAGE

Overall, the 1 beachclub is focused on organic food in a relaxing luxurious atmosphere. The menu offered is light and easy to prepare

FRESH GRILLED FOOD

Fresh vegetables, fish, and meat of the day grilled fresh on open flame portable grills for purchase. Menu changes daily and seasonal.

EASY TO GO SALADS & SNACKS

Vegetarian and Vegan to go and easy to eat or take salads, snacks, and bites provided boxed from the 1 Kitchen

FRESH COCKTAILS & JUICES

Epic cocktails and fresh pressed juices, including extensive fresh margarita menus, mojito menus, and local and international fresh cocktails

OCCUPANCY PROJECTIONS

Member Usage		Details
Memberships	400	
Adult Members	760	90% couples memberships
Children Members	120	
Visits per year	24	
Guests of Members	3,200	8 per member
Total Member Visits	24,320	
1 Hotel Guests Usage		
Hotel Rooms	425	
RMA Units	48	
Occupancy	68.4%	
Occupants/Room	1.6	
% of guests that use Beach Club	35%	
Annual Guests Visits	50,911	Assumes 7 rain days per month
Public Usage		
Mon-Wed	60	
Thursday	70	
Fri-Sat	120	
Sunday	80	
Annual Public Visits	22,881	Assumes 7 rain days per month
Total Usage		
Annual Visits	98,112	# of People
Average Daily Visits	349	

OCCUPANCY PROJECTIONS

Saturday Weekly Events				
Events Per Year		(20 raj	n days/private	32 e events assumed)
		(20 141	T	A 1
	Event Capacity	Turns	Event	Annual Occupancy
Jan	340	1.2	408	1,088
Feb-March	425	1.2	510	2,720
April-May	425	1.4	595	3,173
June-Sept	383	1.5	574	6,120
Oct-Nov	425	1.5	638	3,400
Dec	510	1.6	816	2,176
				18,677

PARKING OPERATIONS

- There are currently three valet locations on site. Valet #1 is reserved for residents and guests of the Roney Palace. Valet #2, which is located at the property's main entrance underneath the existing porte cochere, will be available for patrons of the hotel and its restaurants and bars, STK Restaurant, the Ballroom and the Retail space. Valet #3 will be reserved for residents and guests of the 1 Homes. The Beach Club operation will use an additional station, Valet #4, to accommodate the traffic on the Saturday beach parties.
- Parking on this property is far more controlled and efficient than nearly any other property on Miami Beach. Most properties have no parking on-site; the property's on-site parking garage has 1,188 parking spaces. The property enjoys a unique three lane driveway underneath the Porte Cache that will allow for greater circulation and ease when dropping-off and picking-up vehicles. The public will access the facility through the 24th street, using Uber or by foot.
- On Saturdays, when more public is expected to frequent the Beach Club, there will be an additional valet station #4 on 24th street for the public access. In order to limit the traffic, the parking fees will be equal or higher than the hotel parking fees, at \$25 per the first 3 hours and \$41 after that. Due to this measure, it's expected that 10% of the public will use the parking facility and the remaining partygoers will use one of the many alternative transportation methods such as private drivers and Uber.

PARKING & ARRIVAL ON SATURDAYS



- On Saturdays only, the Entrance to the 1 BEACHCLUB for non members will be through 24th Street. Guests will valet their cars at 24th street and proceed through private entrance.
- Arrival will be manned by Valet staff. Visitors will pull up to 24th street on the location indicated on the plan, where they will meet Valet stand. Guests will exit and Valet will take car to enter and park in 1 Hotel Parking garage through 24th street garage entrance.

1 BEACHCLUB OPERATIONS

SCOPE:

- 80 Seat F&B Outlet
- Three full service bars
- Portable grills and pantry for kitchen
- Operated by Hotel Team
- Comfort lounging/seating area

HOURS OF OPERATIONS

- Daytime venue, open 10AM-8PM daily
- Set up begins at 9am, Breakdown begins at Dusk

WASTE MANAGEMENT

- BOH access through parking garage with designated area for large bins.
- BOH access area for towel disposal- 8 carts count between private beach and public (clean and dirty)

SANITATION PLAN

The applicant, as owner of the Property, will be responsible for the collection and disposal of refuse. Property stewarding personnel will be assigned to routinely pick up waste within all areas of the Private Beach Club, this includes both front and back of the house. All refuse will be separated into recyclables, trash and food waste, as the property currently does as part of their green initiative program. All refuse will be collected in color designated large garbage containers (Green-Food Waste, Blue-Recycle, Grey-Trash) located at the Property's first floor of the parking garage by the service station of the Private Beach Club. Area designated will have limited personnel access. From the collection area, trash and recyclable containers will be taken to the 23rd street loading area where the current trash facilities servicing the area includes a dumpster, compactor and recycle bins. Food waste will be taken to the ORCA machine (rapid food composting system) located in the same level as the collection area. Both the 23rd loading dock and the ORCA are accessible through the first level of the parking garage. The plan is to have three trash pickups per day, which can be increased as needed. The first pick up will be prior opening to ensure all set up disposal is taken away, the second one is after mid-day and the third one will happen during the closing procedures. The stewarding department will designate an employee dedicated to the transport and disposal of all refuse.

SANITATION PLAN



SECURITY OPERATIONS

The applicant is to provide security for private beach club under the direction of The Loss Prevention Director. Security personnel will be dedicated for private beach club area with a total of five (5) Loss Prevention Officers to be present during the hours of operations. Security team members are to uphold posts assigned for access control at entry points as well as to ensure the safety of patrons, guests, residents, and employees within. Furthermore, CCTV surveillance cameras are strategically located throughout venue for monitoring and recording of activity by security personnel 24-hour dispatch center. During special events, security will assist in verification for minimum age requirements and off-duty police will also be hired to provide additional assistance when needed. Security team members are fully trained to assist in emergency situations, CPR/AED certified, and will handle all incidents requiring such assistance. Private beach club officers will always have direct communication to all security team on property via two-way radios and additional assistance can be provided by hotel operations team should it be required.

SECURITY OPERATIONS



"Nature isn't just beautiful. Even in small doses, it changes the way we feel."

THANK YOU