



1052 Ocean Drive, Miami Beach, Florida 33139

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I. OPERATIONAL BUSINESS PLAN

Before beginning operations at 1052 Ocean Drive, the Applicant operated the Palace at 1200 Ocean Drive with a Conditional Use Permit for **over twenty years**, during which time Palace provided friendly and personal Food & Beverage service, as well as its iconic “drag shows,” to local patrons and many tourists who visited Miami Beach. These performances include performers dressed like celebrities who dance and lip sync to popular sing along songs and participate throughout the duration of the show. The Applicant began its operations at 1052 Ocean Drive in 2017.

A copy of the restaurant’s proposed menu has been included with the application materials.

The hours of operation for the interior portions of the venue will be seven (7) days a week from 8:00 a.m. to 5:00 a.m., with food and beverage service being available to patrons during all hours of operations. As per the previously approved Conditional Use Permit, indoor entertainment will operate seven (7) days a week from 11:00 a.m. to 3:00 a.m.

The hours of operation for the for the exterior ground floor portions of the venue on private property will be seven (7) days a week from 8:00 a.m. to 5:00 a.m., with food and beverage service being available to patrons during all hours of operation.

The hours of operation for the rooftop portion of the venue will be seven (7) days a week from 8:00 a.m. to 12:00 a.m., with food and beverage service being available to patrons during all hours of operation.

The hours of the performances for all areas are as follows:

- Monday through Friday: 11:00 a.m. to 2:00 p.m. and from 6:00 p.m. to 11:30 p.m.
- Saturday and Sunday Brunch: 11:30 a.m. to 11:30 p.m.
- Brunch for holidays that do not fall on a Saturday or Sunday and other events including White Party, Winter Party, and Gay Pride: 11:00 a.m. to 11:30 p.m.

The food and beverage operations will employ approximately twenty-five (25) employees.

As per the Planning Department’s request, below please find a breakdown of the seating and occupancy for the existing Palace as well as the new areas that are a part of this application. There are no changes being proposed to the seating and/or occupancy for the existing Palace space previously approved.

Seating Area	Existing Seating	Proposed Seating
Existing Palace Bar	173 Seats	No Changes Proposed – 173 Seats
Palace Café	64 Seats	121 Seats (no increase in square footage)

Rooftop	61 Seats (condo hotel guests)	61 Seats
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Occupancy Area	Existing Occupancy	Proposed Occupancy
Existing Palace Bar	199 persons	No Changes Proposed – 199 persons
Palace Café	105 persons (for La Baguette)	125 persons (no increase in square footage)
Rooftop	108 persons	112 persons (no increase in square footage)

II. PARKING PLAN

Parking for the patrons of the restaurant shall be by self-park. There are ample meters along Collins Avenue and Washington Avenue as well as the cross roads to accommodate restaurant patrons. Further, there is a parking garage located within the site that provides parking for patrons of the commercial uses.

In addition to the neighboring metered parking, 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 an Uber).

III. CROWD CONTROL PLAN

This venue provides Palace with a substantial performance area for the shows to occur on private property. Further, the Applicant's staff will be posted during performances at the north and south property to ensure the free flow of pedestrian traffic along Ocean Drive.

III. SECURITY PLAN

Please see the enclosed Palace Individual Security Position Procedures which details the duties of the Applicant's security guards. The Applicant's staff will specifically enforce patron age restrictions.

IV. TRAFFIC CIRCULATION PLAN

The Applicant anticipates many patrons will either walk from nearby hotels, or take an Uber. Enclosed with this application please find an updated Transportation Demand Management Plan as prepared by the Applicant's Traffic Engineer.

V. DELIVERY AND SANITATION PLAN

The Applicant will utilize the buildings existing enclosed trash room, which is located on the west side of the building as indicated on the architectural plans submitted with the enclosed application. Trash is picked up seven (7) days a week from approximately 7:00 a.m. to 12:00 p.m.

The restaurant will utilize the buildings existing loading dock for delivery and receiving, located on 11th Street and Ocean Drive (as depicted on the enclosed architectural plans), with the majority of deliveries occurring from 7:00 a.m. and 2:00 p.m. thereby mitigating any potential impact to the neighborhood and adjoining properties.

VI. NOISE ATTENUATION PLAN

As part of the updated Entertainment Noise Study by Edward Dugger + Associates, P.A., sound measurements were taken on the rooftop, which determined that these levels as measured are consistent with outdoor entertainment and are not anticipated to have an impact on the nearest residential property, Council Towers. In addition to the DJ, the Applicant would also like to host some “drag shows” for certain occasions, such as a guest’s birthday party. These shows would only take place during the hours which have already been previously approved for shows under the CUP. The Applicant is not seeking to modify the entertainment operations previously approved for the existing Palace space previously approved under the CUP.

**Palace Famous
Brunch**

Friday, Saturday & Sunday
11am & 2pm
Book your reservation Now!

PALACE

EVERY QUEEN NEEDS A PALACE

Don't forget to ask about our
**Rooftop Pool Bar
&
Corporate Party
Areas**

All food is "*FRESH Never Frozen*"
made in house every day

- Appetizers -

MOZZARELLA BRICKO

Hand cut mozzarella, house made
marinara sauce, fresh buttermilk ranch 12

CRAB CAKE

Fresh Blue lump crab, fire roasted corn,
pepper trio, rustic chipotle aioli 24

CALAMARI

Hand cut calamari, buttermilk
marinated House spice blend and
house made marinara 16

CAULIFLOWER BITES

Beer batter, tossed in honey hot,
pickled shallots, buttermilk ranch 10

CHICKEN ZINGERS

Buttermilk marinated tenders, assorted
artisanal pickles with your choice of
our House made sauces 14

Honey Hot | Buffalo | Lemon Pepper | BBQ

WINGS

Dry rubbed, celery, carrots, blue Cheese,
with your choice of our House made sauces:
Honey Hot | Buffalo | Lemon pepper | BBQ

Full order 17 (14 wings) | Half order 14 (8 wings)

QUESADIVA

Flour tortilla, 12 hour braised chicken,
pico de gallo, micro cilantro, homemade
guacamole, sour cream 14

PALACE NACHOS

Blue corn tortilla, pico de gallo, guacamole,
sour cream, béchamel cheese sauce, arti-
sanal pickled peppers, micro cilantro, and
house made roasted tomatillo sauce 16

Add your choice of protein:

Chicken 6 | Skirt Steak 8 | Shrimp 7

- Tossed Salads -

Add your choice of protein

Chicken 6 | Skirt Steak 8 | Shrimp 7



SMOKED TOMATO

Mixed greens, baby heirloom tomatoes, avocado,
cucumber, feta cheese, rustic smoked tomato
vinaigrette, hand sliced plantain chip 12



GRILLED MANGO

Local greens, mango, heirloom tomatoes, red onion,
candied pecans, house made benne seed dressing 12

CRAB AVOCADO

Halved avocado, fresh crab mix, local garden fresh greens, wa-
termelon radish, carrots, rustic charred lemon vinaigrette 19

CAPRESE

Local heirloom tomatoes, fresh mozzarella, house made pesto 12

CAESAR

Garden fresh romaine lettuce, shaved parmesan,
cheese, house made croutons, homespun Caesar dressing 12

- Tacos -

FIRECRACKER SHRIMP

Corn tortilla, spiced shrimp, house
made roasted tomatillo, home style
coleslaw, micro cilantro 16

LOW & SLOW

Corn tortilla, hand shredded chicken,
Pickled red cabbage, rustic chipotle
aioli, coleslaw, micro cilantro 16

LOCAL CATCH

Corn tortilla, tempura fried, home
style coleslaw, artisanal pickled
shallots, homespun tartar sauce,
fresh watermelon radish 16



Vegetarian



Vegan

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

- Flatbreads -

SKINNY DIVA

House made garlic cream sauce, spinach, heirloom tomato, avocado, fontina, grated parmesan cheese 16

MARGARITA

House made marinara sauce, fresh mozzarella, local tomato, basil 16

THE WORKS

House made marinara sauce, smoked ham, charred pineapple, red onion, fontina, fresh mozzarella, artisanal pickled peppers, fried egg 17

- Between the Buns -

HANGOVER CLUB

Brioche bun, buttermilk chicken breast, hand smashed avocado, lettuce, tomato, bacon, cheddar, rustic chipotle aioli & fries 17

IMPOSSIBLE BURGER

Brioche bun, veggie patty, house made caramelized onion, Monterey jack cheese, impossible sauce & fries 17
 Sub lettuce wrap for vegan option

PALACE BURGER

Brioche bun, house formed 10 oz beef and short rib patty, lettuce, tomato, onion, cheddar cheese, bacon, house recipe special sauce & fries 15

MONSTER BURGER

Brioche bun, two house formed 5 oz beef and short rib patties, farm fresh egg, fresh mozzarella bricko, bacon, cheddar, Monterey jack, lettuce, tomato, onion, piled short rib, cole slaw, house recipe secret sauce & fries 27

JALAPENO BURGER

Brioche bun, house formed 10 oz beef and short rib patty, lettuce, tomato, artisanal pickles, fried jalapeño, Monterey jack cheese, house recipe special sauce & fries 17

FISH SANDWICH

Brioche bun, fresh local catch, home style coleslaw, lettuce, tomato, homespun tartare sauce & fries 19

- Entrees -

MUSSELS

White wine, garlic, shallots, in house made lemon butter, chili flakes, hand cut toast points 19

FISH & CHIPS

House recipe Beer battered tossed in malt vinegar, herb fries, homespun tartar sauce, charred lemon 18

BRANZINO

Local endive salad, marble potatoes, teardrop peppers, jalapeno, house recipe lemon vinaigrette 25

SALMON

Fresh tabbouleh salad, hand cut orange segments, broccolini, watercress 24

CHICKEN UNDER A BRICK

Hand cut half chicken boneless, tricolor potatoes, broccolini, charred pearl onions, artisanal pickled mustard seeds 25

DINO SHORT RIB

Charred cauliflower, spiraled carrots, local petite vegetables, house recipe garlic bordelaise 34

CHURRASCO

10oz skirt steak, roasted dynamite potatoes, local petite salad, house made chimichurri 22

NEW YORK STRIP

12oz strip loin, herb butter, roasted dynamite potatoes, local petite salad 38

- Sauces & Sides -

HONEY HOT 1

BUTTERMILK RANCH 1

BLUE CHEESE 1

BBQ 1

HONEY MUSTARD 1

SWEET FRIES 6

SIDE SALAD 6

HERB FRIES 6

CHARRED CAULIFLOWER 6

LOCAL VEGETABLES 6

COLE SLAW 6

- Desserts -

MOLTEN LAVA

Berry compote, vanilla ice-cream 9

CHEFS CHOICE

Weekly artisanal inspired dessert 10

20% gratuity added to all checks | Un cargo por servicio del 20% será agregado a su cuenta

- Bottle Service -

Vodka

KETEL ONE 250 TITO'S 250
GREY GOOSE 250

- Rum -

BARCADI 200 CRUZAN 175
CAPTAIN MORGAN SPICED 200

- Tequila -

DON JULIO 1942 350
DON JULIO 250
HERRADURA 200

*Scotch / Whiskey
Cognac*

CROWN ROYAL 250
JAMESON 250
JACK DANIEL'S 200
JOHNNIE WALKER BLACK LABEL 300
HENNESSY 300

- Gin -

HENDRICK'S 275
BOMBAY SAPPHIRE 250
TANQUERAY 200

- Sparkling -

HOUSE BY THE GLASS 10
CHANDON BRUT 50
CHANDON ROSE 55

- Champagne -

VUEVE CLICQUOT 135
VUEVE CLICQUOT ROSE 135
MOET & CHANDON 135
MOET & CHANDON ROSE 135
DOM PERIGNON 495

- Wine -

BY THE GLASS 9

WHITE

Chardonnay, Pinot Grigio, Sauvignon Blanc, Rose

RED

Cabernet Sauvignon, Pinot Noir, Malbec

BY THE BOTTLE

WHITE

Kim Crawford Sauvignon Blanc 50
Rodney Strong Chalk Hill Chardonnay 45
Ruffino Il Ducale Pinot Grigio 40

RED

Luigi Bosca Cabernet Sauvignon 50
Erath Pinot Noir 45
Luigi Bosca Malbec 50

20% gratuity added to all checks
Un cargo por servicio del 20% será agregado a su cuenta

****ALL FRESH IN HOUSE INGREDIENTS
WITH 100% NATURAL CANE SUGAR****

- Cocktails -

GRAPE CRUSH 14

House Made Grape, Fresh Lime, Ketel One,
Sprite, Crushed Ice, Garnish Orange Wheel

STRAWBERRY FIELDS 15

House Made Strawberry Basil, Cucumber Ketel One,
Fresh Lemon, Crushed Ice

TOM'S SPICY MARGARITA 14

Fresh Lime & Agave, Don Julio Silver Accented
with Jalapeño. Tahini Salt Rim (try non-spicy)

THAI SPINNER 15

Pineapple, White Rum, Peach Schnapps,
Fresh Lime, House Made Orgeat, Dark Rum Float

BLUEBERRY MOJITO 14

Leafy Mint, House Made Blueberry, Dark Rum,
and Fresh Lime with Sparkling Water

PINEAPPLE SMASH 15

House Made Pineapple, Makers Mark Whiskey,
Fresh Lemon, Leafy Mint

RASPBERRY OR BLUEBERRY MOSCOW MULE 14

House Made Blueberry or Raspberry, Lime and Ginger Beer

WATERMELON CUCUMBER COOLER 14

Hand Cut Watermelon, Cucumber,
Fresh Lemon, Ketel Vodka

PALACE CLASSIC MOJITO 14

Fresh Limes, Fine Cane Sugar, Cruzan White Rum
with Leafy Green Mint

COCONUTS GONE BANANAS 15

Fresh Banana Puree, Coconut Rum, Spiced Rum,
Real Coconut Water, Fresh Lime and Pineapple

BETWEEN THE SHEETS 15

Fresh Pineapple & Lemon, White Rum,
Hennessy, Triple Sec

PALACE SPIKED LEMONADE 14

Fresh Lemon & Leavy Mint, Titos Vodka, Natural Sugar

TEADANCE 16

Fresh Lemon, Pineapple, Vodka, White Rum, Gin, Triple Sec

- Frozen Drinks -

CHIHUAHUA MARGARITA 30

Frozen Lime Juice, Tequila, Triple Sec,
Orange Juice, Upside Down Corona Beer

PIÑA COLADA 25

Piña Colada Puree, Cruzan Rum

STRAWBERRY DAIQUIRI 25

Strawberry Puree, Cruzan Rum

MIAMI VICE 25

Piña Colada, Cruzan Rum, Strawberry Daiquiri

THE FROZEN BULL 30

Frozen Sugar/SF Red Bull, Titos Vodka

- Shots 10 -

**PALACE DROP • PINEAPPLE UPSIDE DOWN •
WASHINGTON APPLE**

- Beer 8 -

PILSNER

Heiniken • Corona • Stella

BELGIAN ALE

Blue Moon
Un-Holly (9.7%) \$10

LITE BEER

Bud Light • Corona Light

AMBERS/LARGER

Havana Lager •
Yuengling

IPA

Sola • Lagunitas

CIDERS

Angry Orchard

- Redbull 6 -

**ORIGINAL & SUGAR FREE
(ASK ABOUT OUR OTHER FLAVORS)**