

SOHO BEACH HOUSE

MIAMI

OPERATIONAL BREAKDOWN

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GOALS & ETHOS

Soho Beach House Miami will create a unique addition to both Miami Beach and the Soho House group properties. We aim to become an integral and positive addition to the social, business and neighborhood community on Miami Beach as well as a haven for our local members and a destination for our international members.

By combining the service and atmosphere from the Havana-inspired Forties, Soho House aims to offer a taste of relaxed European glamour. As importantly, we hope to add value both culturally and economically to Miami Beach as we have done in both West Hollywood in Los Angeles and the Meatpacking district in New York.

OPERATIONAL BREAKDOWN **FACILITIES**

Soho House Miami Beach is made up of the following individual elements all managed and operated internally by Soho House:

CECCONI'S

Cecconis Restaurant & Bar

Location

Ground Floor Lobby & Courtyard

Ethos

Cecconis in Miami will be a classic Italian restaurant serving breakfast, lunch, and dinner. Open 7 days a week it will focus on sourcing the finest quality ingredients and maintaining affordability. Menu consists of simply prepared Venetian influenced food and drink. (See attached menu example)
Predominantly located in the courtyard area customers will dine beneath 6 mature trees and a fully retractable canvas awning.

Operating Hour

Breakfast 7am to 11.30am
Lunch 11.30am to 5pm
Dinner 5pm to 2am

Capacity

Restaurant 124 seats
Bar 14 seats
Wine Bar 5 seats

Access

General public

Enter from Collins Avenue through main entrance at West side of lobby

Music

Ambient background Italian Jazz
Early evening pianist in lobby

CECCONI'S

BREAKFAST

Fruit & Cereal				Eggs			
Seasonal fruit, natural yoghurt				(all our eggs are organic - served with hash brown, fruit salad or herb salad)			
Homemade granola, yoghurt & berries				Wood Oven			
Oatmeal, fresh strawberries				Rosti & duck egg			
Stewed fruit, vanilla & crème fraîche				Frittata with spinach			
Bread				Frittata with wild mushroom & pancetta			
Ham & cheese croissant 6				Frittata with ham & fontina cheese			
Pain au chocolat 5				Poached			
Bagel, smoked salmon 11 & cream cheese				Benedict			
Apple turnover				Florentine			
Carrot muffin				Royal			
Bran muffin				Poached egg & spinach on toast			
Lemon muffin				Pan			
Pear danish				Scrambled eggs & smoked salmon			
Pancakes & Waffles				Fresh herb & goats cheese omelette			
Waffles, mascarpone & berries				Egg white omelette, asparagus			
Panettone French toast, maple syrup				Add On			
Ricotta hotcakes, blueberry compote				Goat cheese 2 Tomatoes 1			
Crêpes, Nutella & bananas				Avocado 2 Bacon 2			
Sides				Wild mushroom 3 Smoked salmon 4			
Avocado 4 Wild mushrooms 8				Ham 2 Black truffle M.P.			
Roast tomatoes 4 Fresh fruit 8				Coffee & Chocolate			
Rosti 5 Turkey bacon 5				Leaf Tea (all organic)			
Spinach 5 Applewood bacon 5				Espresso 3 Breakfast 4			
Toast 2 Egg 3				Dbl espresso 4 Earl Grey 4			
Fresh Juices				Machiatto 3 Darjeeling 4			
(squeezed at Cecconi's)				Cappuccino 4 Lapsang Souchong 4			
Valencia orange 6				Café latte 4 Green 4			
Grapefruit 5				Americano 4 White 4			
Melon 5				Mocha 4 Redbush 4			
Carrot 5				Hot chocolate 5 Chamomile 4			
Apple 5				Iced Drinks			
Pineapple 5				Americano 4			
Seasonal juice 5				Cappuccino 4			
				Café Latte 4			
				Peach tea 4			
				Lemon tea 4			
				Pear & banana smoothie, 5 natural yoghurt			
				Liquid breakfast 5 (oats, bananas, dates, honey & your choice of milk)			

Complimentary pots of coffee during breakfast

CECCONI'S

DINNER

Appetizers

Pea soup, shaved Pecorino	10
Buffalo mozzarella, cherry tomato & basil	14
Baked gnocchi 'Romana,' gorgonzola	12
Grilled octopus, lemon, capers & olives	16
Wood-oven roast scallops, pancetta & rosemary	16
Wood-oven baked meatballs	12
Prosciutto San Daniele, salumi & Parmigiano	16

Carpaccio & Tartare

Carpaccio, Venetian dressing	18
Octopus carpaccio	14
Kobe beef tartare	18
Ahi tuna tartare	16

Salads

Roast Chino Farm beets & burrata	12/18
Chopped spring vegetables	10/16
Grilled chicken, pancetta, apple & shaved Parmigiano	12/18
Seared Ahi tuna, tomatoes, romaine & avocado	14/20

Pizza

Buffalo mozzarella, tomato & oregano	16
Spicy salami & mushroom	16
Prosciutto San Daniele, arugula & Parmigiano	22
Goat cheese & Norcia black truffle	45

Sides all at 6

Zucchini fritti	Roast potatoes
Arugula & Parmigiano	Spinach
Mashed potatoes	Rapini
Rainbow chard	Green salad

Weekly Specials

Smoked shrimp & asparagus salad	16/26
Strozzapreti, rabbit, Taggiasca olives, thyme & lemon zest ragout	16/26
Charcoal grilled lamb chops & purple artichokes	38
"Bistecca Fiorentina" 32oz prime aged (for two)	110

Pasta & Risotto

Potato gnocchi, tomato, almond & pecorino pesto	12/18
English pea tortelli, butter & sage	14/20
Pappardelle, wild boar ragout	14/20
Maine lobster home made spaghetti	34
'Plin' agnolotti	14/20
Wild mushroom risotto	24

Charcoal Grill

Halibut, lemon & chili, rainbow chard	38
Salmon, asparagus	30
Mary's Farm Chicken paillard, eggplant caponata	24
Sonoma Valley veal chop, Fresno morel sauce	44
13oz. Dry aged Prime beef, 'Tagliata'	40

Wood Oven

Eggplant parmigiana	19
Barolo braised short rib, truffle mashed potatoes	30
Roast branzino filet, cherry tomatoes & black olives	34
Veal ossobuco, gremolata	32

CECCONI'S

Andrea Cavaliere
Corporate Chef

Born in Turin, a city in Northern Italy, Andrea Cavaliere began his culinary career in his family's trattoria. Working as the chef's assistant, Cavaliere quickly learned how to coax intricate flavors out of simple ingredients, which today stands as the root of his cuisine. When he was a teenager, he left the family restaurant and studied at Scuolo Alberghiera Ceres, a prestigious culinary school in Turin. After finishing his studies, Cavaliere apprenticed under famed Michelin-starred chef Moreno Grossi at Della Rocca and La Smaritta. Grossi introduced Cavaliere to unique ingredients not available in Turin, such as micro greens and complex olive oils, and he was amazed by the possibilities they offered.

Cavaliere further pursued his career by studying the basic principles of the culinary cultures of France, Switzerland, and Venice. He found himself drawn to these diverse cuisines and gathered an abundance of knowledge with every passing city. Cavaliere eventually returned to Turin where he began as a sous chef at Relais Chateaux member Villa Sassi. He received exceptional training from the hotel and from the culinary students that migrated to Villa Sassi to study, introducing him to a variety of cultures, foods, and techniques.

Cavaliere moved to London in 1998 where he worked as sous chef under Chef Antonio Carluccio at the Neal Street Restaurant in Covent Garden, famous for wild mushrooms and white truffles. In addition to his tasks as a chef, Cavaliere aided Carluccio in all aspects of his life including assisting in televised food programs and writing Carluccio's cookbooks. Cavaliere opened the first three in his line of restaurants Carluccio's café, where he became Executive Chef. Soon thereafter, Cavaliere accepted the coveted position of Executive Chef at the Neal Street Restaurant and returned to the world of fine dining.

Cavaliere's appreciation for the simple techniques and ingredients used in his homeland grew, inspiring him to execute all cuisine in this fashion. In 2004, Cavaliere was invited to be Executive Chef of the historical restaurant Cecconi's, Soho House's newly acquired Italian project, which originally opened in 1978. In addition to his duties in the kitchen, Cavaliere oversaw the refurbishment of the famed restaurant and remodeled the venue to its original ambience, a classic Italian restaurant with Venetian roots. Using local cured meats and cheeses, Cavaliere incorporated Italian and English influences for an approachable menu in the heart of London. It was here that Cavaliere found his signature culinary style with The Slow Food Movement, a philosophy that emphasizes the utilization of domestic animals, farming, and vegetation. Cavaliere's appreciation for local food and produce and the refined techniques and styles he learned abroad are the key elements leading to the success of Cecconi's rebirth.

In 2007, Cavaliere opened the largest property of the Soho House Clubs, Shoreditch House in East London. A complex undertaking, Cavaliere tended to all aspects of the multifaceted culinary program. He helped establish Soho House New York in 2008 and would ultimately assist in recreating Cecconi's in West Hollywood in 2009. It is at Cecconi's West Hollywood that Cavaliere further built upon what had succeeded in the original by adding a wood burning oven and charcoal grills to the kitchen.

"The best ingredients are the simplest ones, and the simplest ingredients can only get better in a wood-burning oven or charcoal grill," says Cavaliere. "It's one of the oldest ways to cook in Italy and wood brings out flavors that are different from a regular oven, more authentic to the way we cook in Italy."

Cavaliere's menu perfectly balances Northern Italian comfort food with fresh, healthy Californian fare. Moving forward, Cavaliere will embark upon the second American outpost of Cecconi's with Soho House Beach House in Miami, slated to open in 2010. The simple interplay between Italian staples and regional cuisine is why Cavaliere continues to cultivate restaurants that keep guests returning time and time again.

PREVIOUSLY APPROVED

TIKI BAR

Location

1st Floor rear of property

Ethos

A rustic wooden Tiki bar in a secluded garden area

Operating Hour

12pm to 2am

Sunday Early evening screenings for the members, same speakers
as Tiki background organic sounds

Capacity

28 seats

40 seats for screenings

Access

Members & their guests

Enter from Collins Avenue through main doors at West side of lobby
or gate at boardwalk

Music

Ambient background jazz and soul

PROPOSED MODIFICATION



MANDOLIN BEACH

LOCATION

Mandolin Beach is located on the ground floor at the rear of property. The restaurant sits between the swimming pool and Miami Beach Boardwalk.

ETHOS

Mandolin Beach is a rustic bar and restaurant serving Aegean food and drink in a casual, secluded, garden setting.

OPERATING HOURS

Mandolin Beach is open daily from 12pm to 2am.

CAPACITY

Mandolin Beach can accommodate 72 seats.

ACCESS

Mandolin Beach is open to members and their guests, who may enter from Collins Avenue through the main lobby doors or via the wooden gate at the Boardwalk.

MUSIC

Mandolin Beach plays ambient background jazz and soul music.

BREEZE BAR

Location

2nd Floor

Ethos

The focal point of the Members dining and drinking experience.
Taking its inspiration from 1940s Havana and featuring stunning
views across the pool & ocean.

Operating Hour

Breakfast 7am to 11.30am

Lunch 11.30am to 5pm

Dinner 5pm to 4am

Capacity

Restaurant 78 seated

Bar 9 seated

Access

Members & their guests

Enter from Collins Avenue through main doors at West side of lobby
or gate at boardwalk.

Music

Ambient background Cuban jazz and soul.

SAMPLE MENU

Breakfast		Bread		Sides	
Egg white omelette, avocado & spinach	10	Croissant	3	Turkey bacon	5
Wood baked asparagus & ricotta frittata	12	Pain au chocolat	4	Applewood bacon	5
Field mushroom bruschetta, poached egg & arugula	13	Coffee cake	6	Homemade pork sausage	5
Chorizo, baked eggs, chilli & potatoes	14	Homemade muffin	4	Roast potatoes	4
Full English, eggs any style	16			Tater tots	5
Benedict / Florentine / Royale	12/11/14				
		Coffee & Espresso	Organic Leaf Tea	Squeezed Juices	Iced Drinks
Smoked salmon, toasted rye & Redwood Hill goat cheese	11	Espresso 3	Masala chai 4	Orange 6	Americano 4
Avocado, chili, lime & cilantro bruschetta (v)	7	Dbl espresso 5	Earl grey 4	Grapefruit 6	Cappuccino 4
Market fruit & berries	9	Machiatto 5	English 4		Cafe latte 4
Banana oatmeal & buttered apples	8	Cappuccino 5	Jasmine 4	Carrot 6	Plum tea 4
Homemade granola, yogurt & berries	9	Cafe latte 5	Mint 4	Apple 6	Lemon tea 4
Buttermilk pancakes, Meyer lemon curd	9	Pot of coffee 3	Chamomile 4	Pineapple 6	Lemonade 4
Waffles, chocolate, raspberries & cream	9	Americano 4	Roobis 4		
		Mocha 4	Peppermint 4	Seasonal 6	Arnold Palmer 4
		Hot chocolate 5			

SAMPLE MENU

Appetizers

Beetroot, carrot & cumin soup (v)	9
Burrata, roast cherry tomatoes & squash (v)	12
Asparagus & parmesan fonduta (v)	12
Prime steak tartare & quail egg	17
Braised rabbit & wild mushroom pappardelle	12/20
Dungeness crab spaghetti	14/22
Scallops, sea beans, lentils & grilled chili	12
Octopus, mussels, chorizo, tomato & chili	14
Tuna ceviche, lime, ginger & spring onions	16

Salads

Chopped salad (v)	12
Quinoa, spring vegetables, feta & herbs (v)	13
Beets, heirloom tomatoes, sunflower seeds & goat cheese (v)	14
Cobb salad & green goddess dressing (add chicken 6)	14
Roast chicken, grilled zucchini, heirloom tomatoes & basil	15
Confit duck salad	14

Entrees

Roast chicken, sunchokes, lardons & wild mushrooms	24
Lamb saddle, purple sprouting broccoli & salsa verde	29
Bone-in rib-eye, roast fingerling potatoes, radicchio & balsamic	39
Kobe short rib, roasted escarole, carrots & horseradish gremolata	29
Swordfish, marinated artichokes & spinach	23
Striped bass, slow cooked fennel & olives	28
Salmon, asparagus & romesco sauce	24
Braised artichokes, chard, tomatoes, olives & preserved lemon (v)	18

Vegetables

Grilled broccoli, garlic, chili & vinegar	7
Baked sweet potatoes, creme fraiche & chili	6
Roasted cauliflower, ginger & cumin seed	6
Potato, prosciutto & parmesan gratin	8
Braised Swiss chard, chickpeas & carrots	8
Mixed house salad	6/10

House Regulars

Steak frites	22
Club burger, blue cheese & fries	12/16
Club sandwich, chicken, prosciutto, fontina & truffle mayonnaise	9/14
Seared Ahi tuna sandwich, guacamole & sprouts	10/18
Crab cakes, corn puree & chili oil	14/19
Classic grilled cheese & cup of soup	8/12
Mac & cheese (v)	8/12
Pizza, margarita (v)	8/16
Pizza, spicy salami & mushroom	9/17

Dessert

Chocolate sundae, peanut brittle	8	Boca negra, roast pineapple	8
Lemon & lime posset	8	Torta della nonna, blood orange	9
Eton mess	7	Ice cream & sorbets	3/scoop
Apple & blackberry crostata	8	Cookies	6

Artisanal cheese board 14

Dessert Wines

Pacific Rim, Vin de Glaciere Riesling 2007, Columbia Valley 375ml	10/34
Moscato Tears of Dew Late Harvest 2008, Eos Estate, Paso Robles 375ml	16/54
Royal Tokaji Red Label 5 Puttonyos 2005, Hungary 500ml	29/80
Austin Hope Late Harvest Roussane 2005, Santa Lucia	24/70

COWSHED

COWSHED SPA & GYM

Location

2nd & 3rd Floors

Ethos

A luxurious spa & fitness area including 4 manicure and pedicure chairs, 5 treatment rooms, 2 steam rooms & a full gym overlooking the ocean.

Operating Hour

7am to 10pm

Capacity

Treatments 10

Gym 20

Access

Members & their guests

Enter from Collins Avenue through main doors at West of lobby

General Public

Escorted access to Spa by appointment only, no access to gym

Music

Ambient background organic sounds

COWSHED

Cowshed Spa invites you to use this spa menu as a guide. We want to honor your specific requests and assist you as to which treatment would be suitable for your desired experience. Please ask our spa coordinators who can guide and advise.

COWSHED

Soho House 29-35 9th Avenue New York NY 10014 t (212) 627 9800
www.sohohouseny.com www.cowshedproducts.com

Cowshed Hours
Monday to Saturday 7am - 10pm
Sunday 8am - 10pm

Treatments 9am - 9pm daily
Roof Gym 7am - 9pm daily

COWGROOM

During this treatment two therapists work in synchronised movements. Cowgroom begins with the feet - a rose petal soak and invigorating exfoliation with peppermint salt scrub. This is followed by a forehead pressure point massage and a de-stressing shoulder massage to prepare for your Cowgroom and is finished with a light makeup application if required

90 Minutes @ \$300

- Cowshed Facial
- Eyebrow Tidy
- Cowshed Manicure and Pedicure

BODY

Head, Neck and Shoulder Massage • 30 min \$75

Designed for the problem areas of the upper body

Cowshed Massage • 60 min \$125 • 90 min \$175

Full body massage using signature Cowshed essential oils to soothe, invigorate and relax.

Deep Tissue Massage • 60 min \$135 • 90 min \$195

Designed to battle stubborn knots and chronic tension

In-room Massage • 60 min \$160 • 90 min \$210

Enjoy a Cowshed Massage in the comfort of your room.

Outside Cowshed opening hours + \$50

Reflexology • 30 min \$60 • 60 min \$110

A foot massage promoting deep relaxation of the body

Pregnancy Massage • 60 min \$165

Body cushions support you while you enjoy a relaxing full body massage using our specifically designed pregnancy massage oil

Hot Stone Massage • 90 min \$185

The volcanic basalt stones are bathed in warm water and anointed with spicy, sensual aromas. They are placed on key energy points of the body and are used to massage using traditional techniques easing pain and tension and enhancing relaxation.

Shiatsu • 60 min \$165

Traditional shiatsu massage working through the clothing, using gentle stretches and acupressure to balance the body's energy and encourage self healing.

COWSHED

Thai Massage • 90 min \$210 • 120 min \$260

Thai-style massage focuses on the sen lines to awaken the body using deep-stretching and compression to invigorate and open the body

Please wear comfortable loose clothing as Shiatsu and Thai massages are both performed on a massage mat placed on the floor.

Salt Scrub • 30 min \$65

Complete body exfoliation using sea salt immersed in peppermint oil and finished with conditioning contour cream.

Cowshed Salt Scrub and Massage • 90 min \$190

Full body brushing followed by deep exfoliation and a Cowshed massage to finish.

Deep work + \$20

Cowshed Body Wrap • 75 min \$160

A full body exfoliation using natural sea salt followed by your choice of our Cowshed wrap

- Detoxify with a Deep Mineral Seaweed Wrap
- Restore your body's energy with our Evening Primrose Cream Wrap
- Invigorate with our Spicy Warming Honey and Mango Wrap

While your body is wrapped, you will receive a gentle scalp massage using a nourishing hair mask followed by a nourishing Body Contour Cream.

Vitamin C Body Mask • 75 min \$180

A full-body firming and anti-aging experience finished with a moisturizing contour cream

Full Back Polish • 60 min \$140

Deep cleanse with an exfoliating and moisturizing specialized service

Sunless Tan • 50 min \$110

A refined body polish followed by body bronzing.

FACE

Collagen Eye Treatment • 30 min \$80

Concentrating on the delicate area of the eyes incorporating pressure point massage and a collagen eye mask. Helps detoxify, reduce puffiness and combat fine lines.

Speedy Facial • 30 min \$75

A Cleansing facial in half the time, steam extractions excluded.

Cowshed Facial • 60 min \$140

Facial cleanse, exfoliation, steam, extractions, facial and décolleté massage. This treatment focuses on naturally improving the condition of the skin and enhancing its appearance

In addition, Cowshed offers an extra polishing customized mask to give the skin deep exfoliation.

ADVANCED FACE

The following advanced treatments take facials beyond cleansing, toning and moisturizing and into treating specific skin concerns

Hydrating Facial • 75 min • \$170

Designed for very dry and dehydrated skins. It also includes a relaxing face, shoulder, neck and scalp massage

Vitamin C Facial (Anti-aging) • 75 min • \$170

With the combination of Vitamins A & C your skin will look radiant, luminous, and firmer. Includes a relaxing face, shoulder, neck and scalp massage

Calming Facial • 75 min • \$170

Designed to help calm and soothe irritated skin. It also includes a relaxing face, shoulder, neck and scalp massage

Deep Cleansing Facial • 75 min • \$170

Perfect for oily skin and acne. Helps to reduce oil and detoxify the skin. Includes steam, extractions and a relaxing shoulder and scalp massage

Reviving Skin Peel

An intense peel with vitamins boosters and a firming mask leaving your skin feeling smooth, youthful and more refined. Excellent for fine lines, scarring, congested or sun damaged skin

30 min • \$80

60 min • \$140

60 mins includes pressure point massage to help detoxify the skin as well as a combination of intense serums

COWSHED

HANDS

Polish Change • \$15

Speedy Manicure • \$35

File, tidy and polish

Cowshed Manicure • \$50

File and complete cuticle tidy, followed by a deep relaxing hand and arm massage and polish to finish

Fruit Acid Manicure • \$60

The ultimate in hand rejuvenation includes a file and complete cuticle tidy and an application of fruit acid peel which refines the texture of your hands, leaving them extremely smooth - good for anti-aging. This is followed by a deep, relaxing hand and arm massage and polish to finish

French polish + \$5

FEET

Polish Change • \$15

Speedy Pedicure • \$45

File, tidy and polish

Cowshed Pedicure • \$60

File and complete cuticle tidy with the removal of hard and calloused skin. Followed by a deep, relaxing foot and leg massage and polish to finish

Fruit Acid Pedicure • \$75

The ultimate in foot rejuvenation includes a file, complete cuticle tidy, removal of hard and calloused skin and an application of fruit acid peel which refines the texture of your feet, leaving them extremely smooth. This is followed by a deep, relaxing foot and leg massage and polish to finish

WAXING

Pricing available upon request. In-grown hair treatments also available upon request.

EXERCISE

Personal training, offsite group classes and/or individual yoga and pilates instruction available on request

Arrival

We ask that you arrive 15 minutes prior to your appointment in order to register and de-stress by enjoying our Eucalyptus steam room. By arriving late, the time of the appointment will be shortened in consideration of the next person.

Cancellation Policy

If you cancel your treatment with less than 24 hours notice, you will be charged 50% of the total cost of the treatment. A cancellation within 12 hours or a no show will incur a 100% charge

Health Conditions

Please advise us of any health conditions and any medication you are taking. Please note our pregnancy and safety policy: no body treatments can be given in the first 12 week of pregnancy; manicure and pedicure are available, but please inform your therapist of your condition

Private Parties

Include Cowshed Spa in private parties - please inquire with the Spa Manager for more details.

Gift Vouchers

Gift certificates are available for an amount or treatment of your choice. They are valid for a period of twelve months from the date of purchase and are non refundable

All information is correct at the time of going to press but is subject to variation without notice

POOL, BAR, PRIVATE DINING ROOM, & LOUNGE

Location
8th Floor

Ethos

A relaxed roof top bar and open air lounging space with a separate sitting room and private dining area. The perfect place to sunbath during the day and enjoy a quiet cocktail in the evening. Members will also be able to enjoy the house food menu throughout the day.

Pool Area Operating Hours
7am to 12am

Bar, Private Dining Room & Lounge Operating Hours
Breakfast 7am to 11.30am
Lunch 11.30am to 5pm
Dinner 5pm to 2am

Capacity
Pool 28 loungers / sunbeds
Bar 33 seated
Private dining room & Lounge 22 seated

Access
Members & their guests
Enter from Collins Avenue through main doors at West side of lobby.

Music
Ambient background chilled jazz

BEDROOMS

Location

Floors 4 through 7 & 9 through 15

Ethos

Boutique style bedrooms furnished with a stunning mix of vintage and modern furniture, luxurious bathrooms and a generous supply of Cowshed products.

Operating Hour

365 days a year

Room service 24 hours a day

Capacity

50 Bedrooms

Access

Hotel residents

Enter from Collins Avenue through main doors at West side of lobby

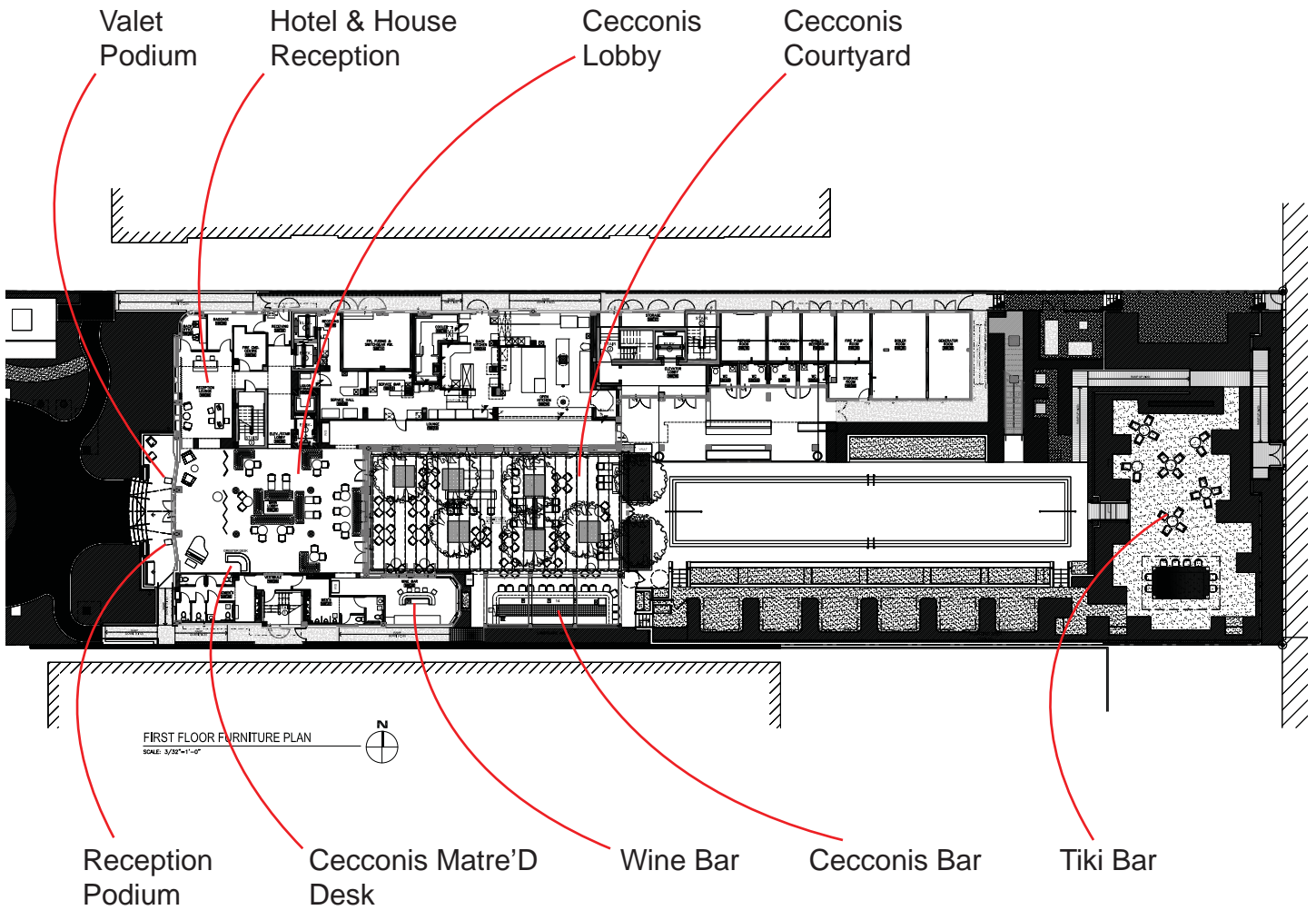
Music

In room ipod dock

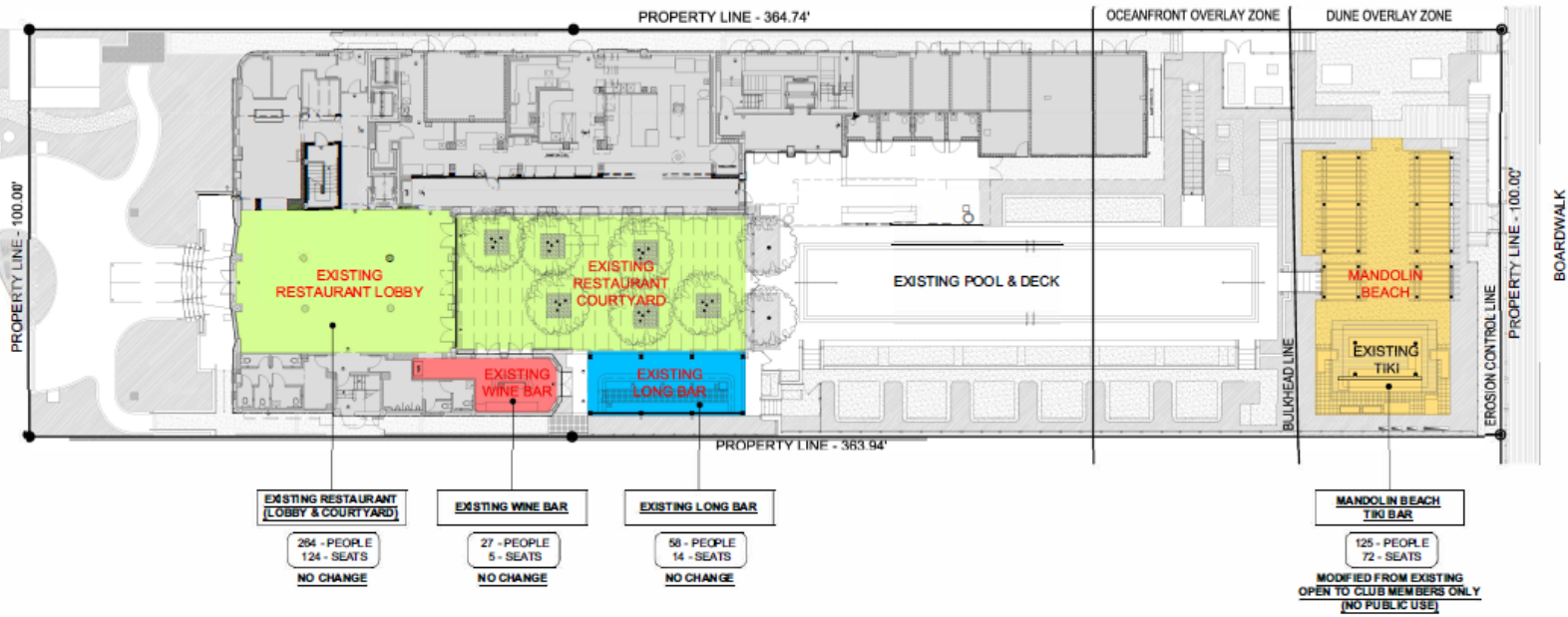
OPERATIONAL BREAKDOWN

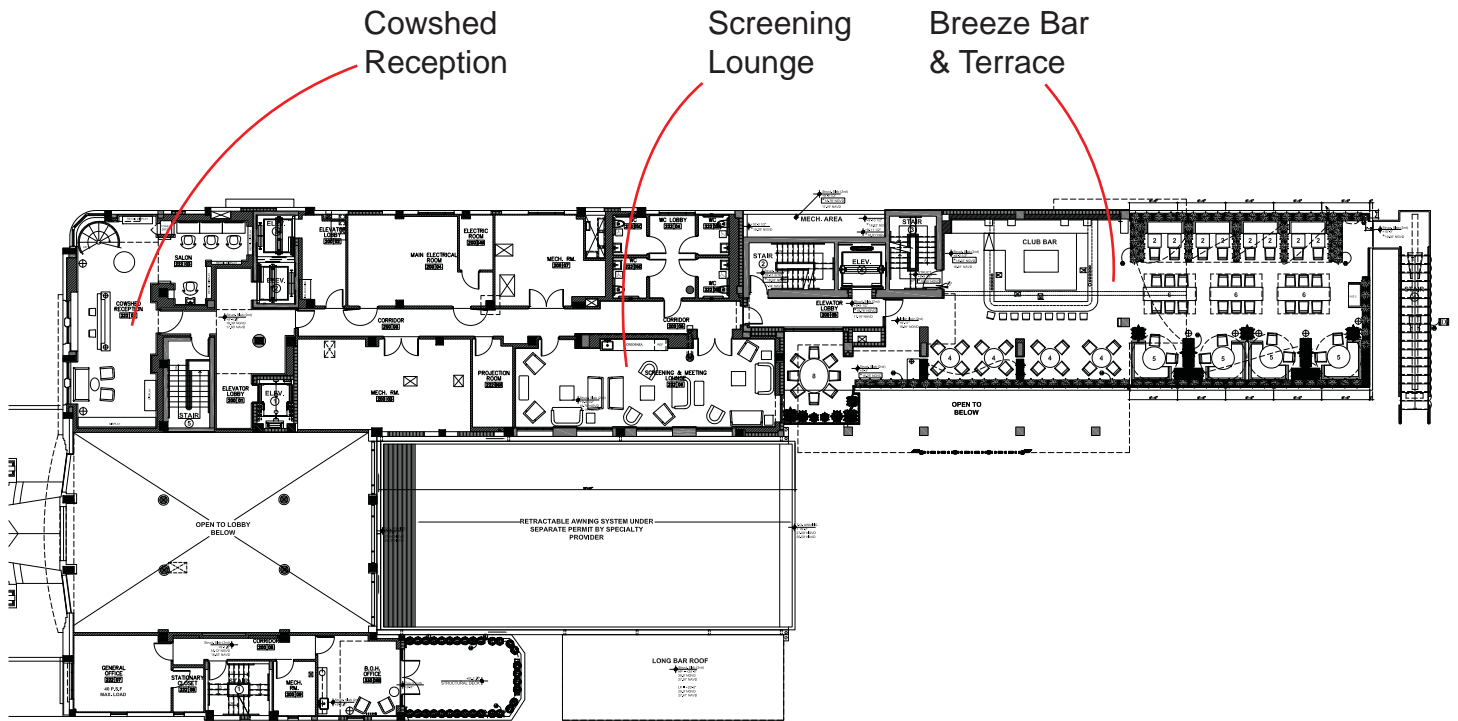
FLOOR PLANS

PREVIOUSLY APPROVED



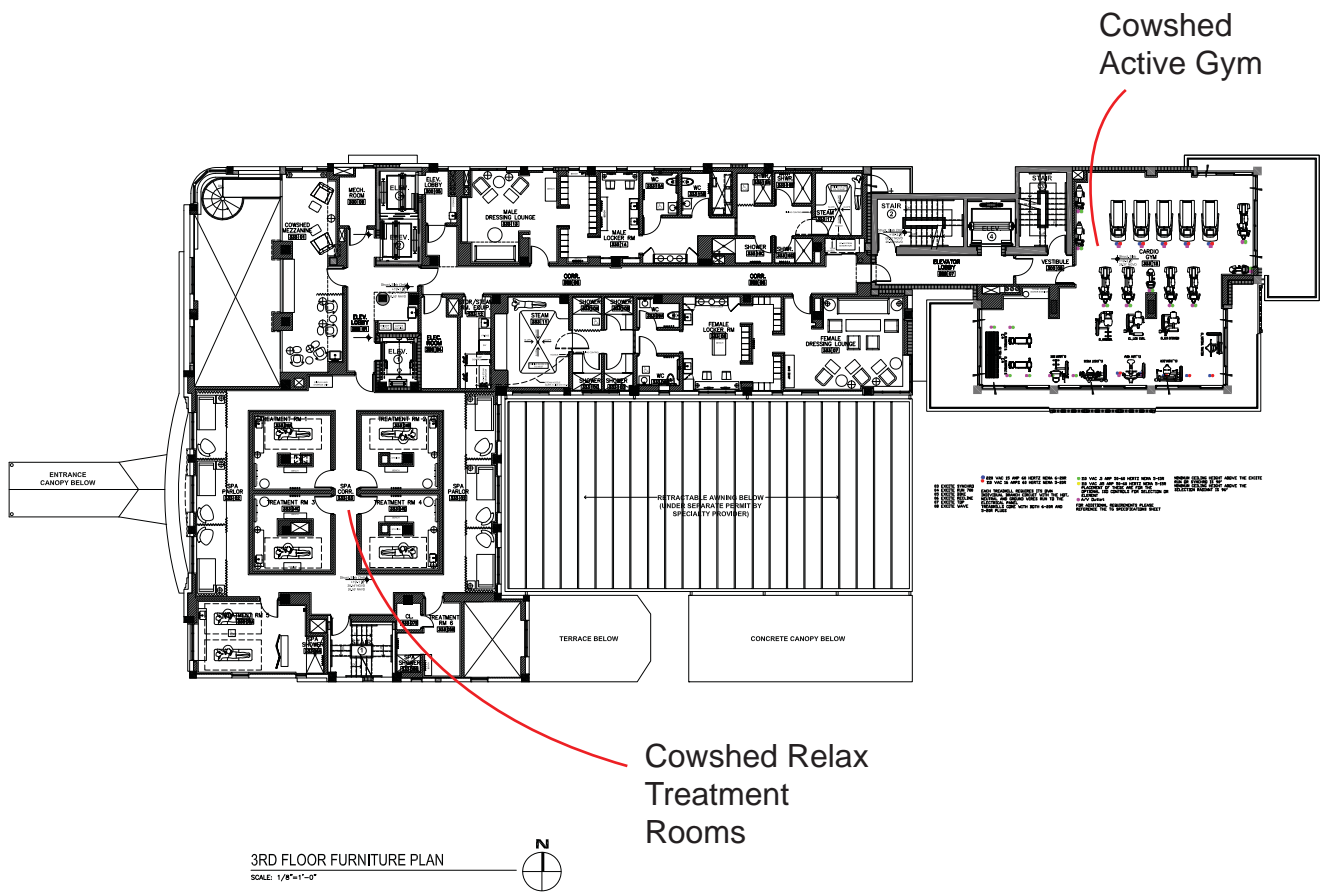
PROPOSED MODIFICATION

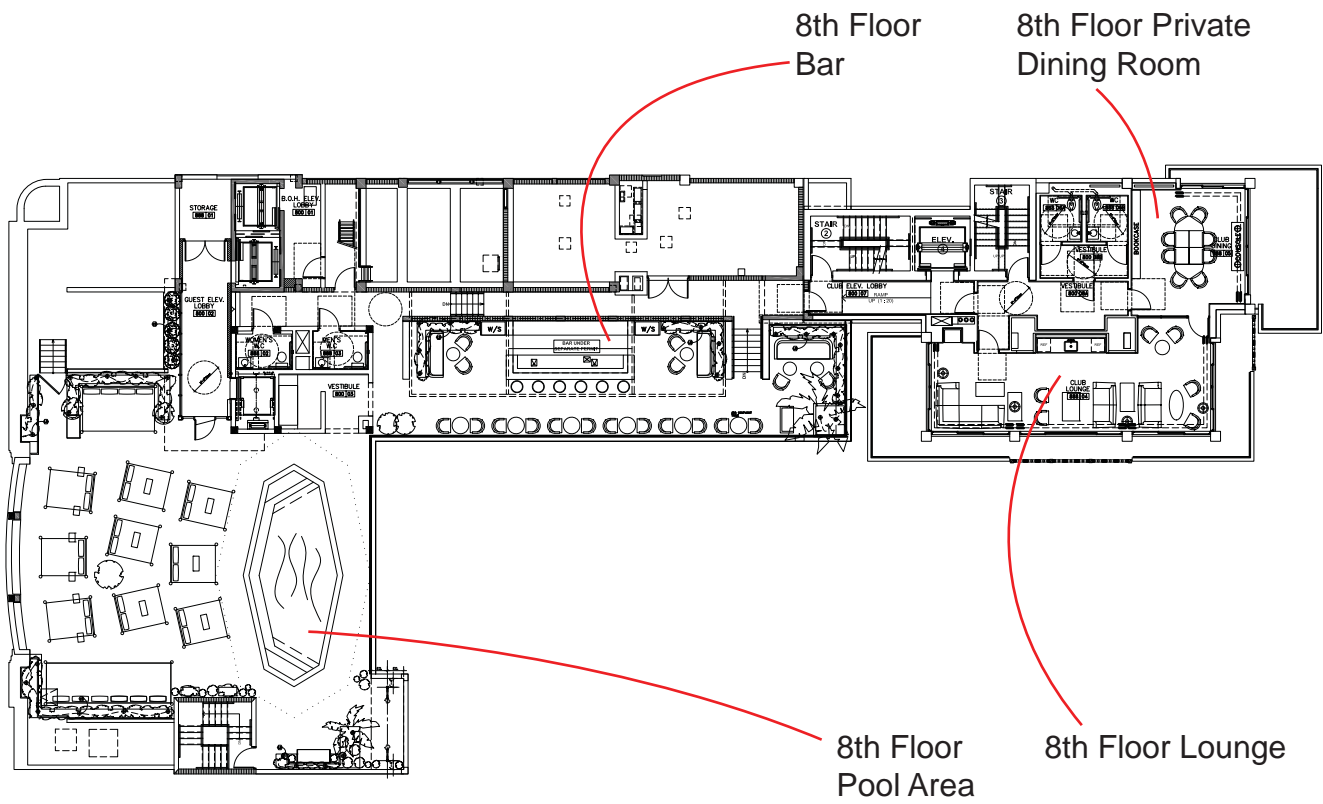




SECOND FLOOR FURNITURE PLAN
SCALE: 1/8"=1'-0"







8TH FLOOR FURNITURE PLAN
 SCALE: 1/8"=1'-0"

OPERATIONAL BREAKDOWN

VALET PARKING

Soho Beach House Miami are planning to use AAA parking to operate our valet parking services.

Their current clients on Miami Beach include, Delano, Sagamore, Shore Club, W Hotel & Mondrian.

They appear to be a professional operation who have been in business for over 50 years and according to our research have a good reputation on the beach.

Our valet service would operate 24 hours a day.

Staffing levels would range from 3 valets overnight to 12 valets at peak times (6 pm - 2 am).

A valet manager would be present between the hours of 7am and 4am. Drop off and pick up would occur on the driveway off Collins avenue directly in front of the main entrance.

Current proposed parking would be at 2912 Collins Ave, Miami Beach, FL 33021.

Drop route would be:

W on 44th Street to Indian Creek.

S on Indian Creek to 29th Street.

E. on 29th street to Collins ave. Storage on left hand side.

Return route would be:

N on Collins to 44street.

Enter ramp on 44th.

UPDATED VALET STORAGE & ROUTES

Valet storage takes place at the Charles Garage at 4332 Collins Avenue, Miami Beach, FL 33140.

Drop Route:

W on 44th Street.

S on Indian Creek Drive.

E on 43rd Street.

N on Collins Avenue to garage entrance.

Return Route:

E on 43rd Street

N on Collins Avenue to Soho House

OPERATIONAL BREAKDOWN

STAFFING LEVELS

According to the hours of operation applied for under the Conditional Use Permit Soho Beach House expects to have the below staffing levels:

Area	Number of staff		Average per shift	
	Low season	High season	Low season	High season
Cecconis Bar	10	15	3	5
Cecconis Floor	30	40	10	13
Cecconis Management	5	5	2	2
Cecconis Kitchen	32	42	11	14
Cecconis Reception	5	8	2	3
Cecconis Maintenance	1	1		
Cecconis Cleaners	4	6		
Sub total	87	117	28	37

Bedrooms & House				
Bar	14	24	5	8
Floor	28	47	9	16
Kitchen	15	26	5	9
Managers	21	21	7	7
Reception	17	21	6	7
Housekeepers	16	21	5	7
Nannies	2	2		
Security	5	5	2	2
Maintenance	5	5	2	2
Spa & Gym	21	27	7	9
Sub total	144	199	48	67
Total	231	316	76	104

OPERATIONAL BREAKDOWN
ACCESS

4 different groups can potentially access Soho Beach House:

Members	Access to all areas
Members guests	Each member may invite 3 guests per visit
Hotel residents	Considered members for the duration of residence
General Public	Access to Cecconis & Cowshed Spa by appointment only

Soho House is committed to stringently enforcing its members areas remain exactly that as this component of exclusivity ensures continued value of memberships and control over the atmosphere within the club. To ensure this the following procedures will be implemented:

- All persons arriving at property will check in at the reception podium located immediately south of the main entrance doors at Collins Avenue entrance.
- At this point membership cards, room keys or relevant guest list information will be checked and all members or their guests will be directed to the Hotel & Members reception located to the North of the lobby.
- Guests for Cecconis will be informed of availability or lack thereof and either directed to the Cecconis reception located at South of lobby, or politely asked to leave. Guests waiting to be seated will be able to wait at Cecconis bar or wine bar. Walk ins will be accepted at times we know we will be able to accommodate them.
- Members & Hotel guests will be required to produce their card and sign in at the Hotel & Members reception before being allowed access to the 2 elevators or stairwell which allow access to the members areas.
- Members must accompany their guests at all times within the building.
- Other than the elevators and stairwell which are constantly supervised there are 5 other potential access points between Cecconis and members areas. These are all either fitted with Salto electronic locks that can only be triggered by Membership cards or room key cards or under staff supervision.
- Alongside the physical barriers maintaining the privacy of our members areas we also ensure our reception and management team are highly trained and focused on constantly monitoring guest flow throughout the building.
- The Eastern boardwalk entrance to the property is fitted with a Salto electronic lock that can only be triggered by membership cards or room key cards. This gate will also be manned with security and reception staff in the evenings and all day at weekends. When unstaffed a live security camera feed relayed to the hotel & members reception ensures it remains monitored.
- Security will have a 24 hour a day presence
- Fences at North, South & East property lines will secure perimeters

OPERATIONAL BREAKDOWN

DELIVERIES & COLLECTIONS

The following procedures will be implemented to ensure minimal impact on local residents:

- Deliveries of all food produce, beverages & sundries will be received at North side of the main driveway directly off Collins Avenue. From here they will be walked around the north alleyway of the property to the back of house entrance.
- Deliveries will only be accepted between the hours of 8am and 12pm.
- Refuse collection will take place at between 8am and 9am from the same location. Refuse will be collected 6 days a week.
- All refuse will be walked from the refuse room located off north property alleyway along the alleyway to the driveway.
- 3 goods receivers will be employed during these hours to ensure minimum noise or disturbance is created.

OPERATIONAL BREAKDOWN

SECURITY

The following measures will be implemented to ensure the security of the building and its patrons:

- Security will have a 24 hour a day presence
- Security cameras located at all entrances to the property
- Security cameras installed to monitor all perimeter areas of property
- Security cameras installed in elevators to monitor guest flow within the building
- 5 security staff will be employed permanently to both physically monitor property and security camera feeds
- Salto electronic locks fitted at key access points around exterior of property and throughout interior of property
- A key responsibility of our security and reception staff will be to ensure that all guests leaving the property do so showing due consideration to our neighbors

PB16-0052
Soho Beach House
4385 Collins Ave

Delivery Details
Current Conditions

Deliveries are made to the north side of the historic building via a walkway through the front yard and from on-street loading spaces in the area. See sheets A-1.0a and A-1.0b. Delivery vehicles drive north on Collins Avenue, which is one-way north in the area of the property, deliver from the designated loading space(s) on either side of the street, and then drive north and west on 44 Street to Indian Creek Drive, which is two-way, to go north or south to their next destination. See sheet A-1.0b.