



July 22, 2016

Mr. Josiel Ferrer-Diaz, E.I.  
City of Miami Beach  
Transportation Department  
1700 Convention Center Drive  
Miami Beach, Florida 33139

***Re: Soho Beach House  
Trip Generation Analysis, Valet Operations, and  
Transportation Demand Management Strategies***

Dear Mr. Ferrer-Diaz:

Kimley-Horn and Associates, Inc. has performed a trip generation analysis, valet operations assessment, and identified Transportation Demand Management (TDM) strategies for the proposed redevelopment of the Soho Beach House located at 4385 Collins Avenue in Miami Beach, Florida. Currently, the site's approved conditional use permit allows for a 124-seat restaurant, open to the public and two (2) ancillary bars (long bar and wine bar) with a total of 19 seats that serve as a waiting area for the public restaurant. Additionally, the approved conditional use permit includes the Soho Beach House members-only Mandolin restaurant and ancillary bars with a total of 170 seats.

The proposed redevelopment proposes 44 additional seats to the Soho Beach House members-only Mandolin restaurant. Detailed seat count information is contained in Attachment A.

## **TRIP GENERATION ANALYSIS**

The proposed redevelopment is not expected to generate external traffic onto the adjacent roadway as the redevelopment does not include additional hotel rooms or additional seats in the restaurant open to the public. The additional seats that are proposed in the Soho Beach House members-only Mandolin restaurant enhance ancillary/amenities uses for members and are not expected to increase membership. Therefore, the proposed redevelopment will not result in an increase in external traffic onto the adjacent roadway network.

## **VALET OPERATIONS**

Soho Beach House is served by one (1) dedicated valet drop-off/pick-up porte-cochere located at the main entrance along Collins Avenue. The porte-cochere consists of two (2) lanes with a vehicle storage of approximately four (4) vehicles in the inner lane and approximately six (6) vehicles in the outer lane. Please note that self-parking is not provided on-site. Therefore, all vehicles are valeted. Valet vehicles are parked at the Charles Parking Garage located on the northeast corner of 43<sup>rd</sup> Street and Indian Creek Drive with the exception of vehicles that cannot be accommodated within the Charles Parking Garage which are parked in the outer lane of the Soho Beach House driveway.

The site's peak periods are Fridays, Saturdays, and Sundays from 10:00 A.M. to 2:00 P.M. and 3:00 P.M. to 6:00 P.M. Eleven valet attendants are typically staffed during these peak periods. Patrons are issued valet tickets at drop-off and instructed to present the ticket when they arrive to pick-up their vehicle. Valet attendants direct patrons dropping off their vehicles to pull forward through the full length

of the driveway to maximize capacity. Valet attendants also pull vehicles to the end of the driveway for vehicle pick-up.

The valet drop-off circulation consists of valet vehicles exiting the Soho Beach House porte-cochere and circulating westbound on 44<sup>th</sup> Street, southbound on Indian Creek Drive, eastbound on 43<sup>rd</sup> Street, and northbound on Collins Avenue to enter the Charles parking garage. Valet attendants park vehicles on the 6<sup>th</sup> floor (top floor) of the Charles parking garage. The valet pick-up circulation consists of valet vehicles exiting the Charles parking garage, circulating eastbound on 43<sup>rd</sup> Street, northbound on Collins Avenue, and enter the Soho Beach House porte-cochere. An illustration of the existing valet routes is provided in Attachment B.

## **TRANSPORTATION DEMAND MANAGEMENT STRATEGIES**

TDM strategies are proposed to reduce the impacts of project traffic on the surrounding roadway network. TDM measures promote bicycling and walking, encourage public transportation, encourage car/vanpooling and finding transportation alternatives.

The site currently provides one (1) bicycle rack with 10 bicycle docks on-site along the Collins Avenue frontage. A second bicycle rack is proposed as part of the redevelopment and will be installed at the back entrance of the site adjacent to the boardwalk. The applicant will also provide an Employee Transportation Coordinator to manage the TDM program. The TDM program will include subsidized transit passes for employees and provide bus route map information on-site. Additionally, a CitiBike station with eight (8) bike docks is located along the west side of Collins Avenue at 44<sup>th</sup> Street.

## **CONCLUSIONS**

A trip generation analysis, valet operations assessment, and identification of TDM strategies were performed for the proposed redevelopment of the Soho Beach House. Please note that the additional 44 seats proposed for the members-only Mandolin restaurant is not expected to directly increase club membership. Therefore, the redevelopment is not expected to generate external trips. Valet service is conducted from the Soho Beach House porte-cochere and valet attendants utilize 44<sup>th</sup> Street, Indian Creek Drive, 43<sup>rd</sup> Street, and Collins Avenue for drop-off/pick-up operations at the Charles parking garage. The applicant is providing TDM strategies to reduce the impacts of project traffic on the surrounding network. These strategies include additional bicycle racks, an Employee Transportation Coordinator, subsidized transit passes for employees, and bus route map information provided on-site.

Sincerely,

KIMLEY-HORN AND ASSOCIATES, INC.



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

Attachments

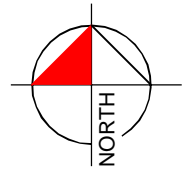
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## **Attachment A**

Land Use	Conditional Use Permit	Proposed	
	Seat Count	Seat Count	
Restaurant (lobby and courtyard) Cecconi's Restaurant (open to the public)	124	124	
Long Bar (open to the public)	14	14	
Wine Bar (open to the public)	5	5	
Existing Tiki Hut and Rear Yard Proposed Mandolin (Private, Members Only)	28	72	
Breeze Bar/Club Bar (Private, Members Only)	87	87	
Rooftop Bar (Private, Members Only)	33	33	
Sitting Room and Private Dining Room (Private, Members Only)	22	22	Seat Increase
Total (Public and Private)	313	357	44
Total: Private, Members Only (Restaurant and Bar)	170	214	44
Total: Open to the Public (Restaurant and Bar)	143	143	0
Total: Open to the Public (Restaurant)	124	124	0

## **Attachment B**





NOT TO SCALE

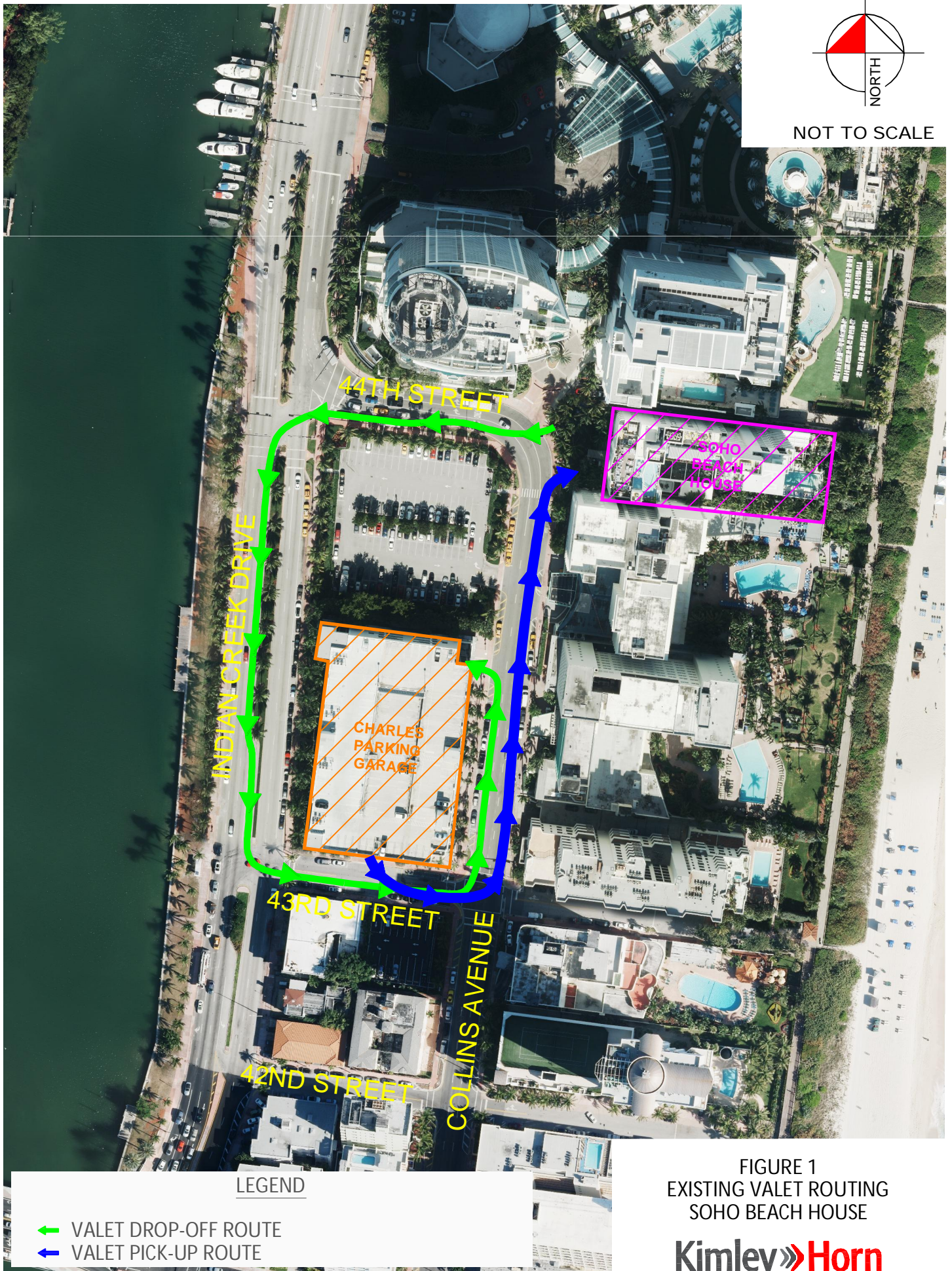


FIGURE 1  
EXISTING VALET ROUTING  
SOHO BEACH HOUSE

Kimley»Horn