Ferrado Lido, LLC The Standard Spa Miami Beach

40 Island Avenue, Miami Beach Florida

Design Review Board Final Submission: September 9, 2016

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OVERVIEW

Over the years, The Standard has become a staple in the community. Residents invite their out-of-town friends and family to stay at The Standard due, not only to its convenient location, but also because of the Zen-type atmosphere. The Standard wants to continue to service the community and raise the standards for such facilities. In so doing, they are seeking design review of approval of a re-design of its easternmost wing.

The proposed design elevates the existing rooms, not only metaphorically, but physically. While keeping the existing room count, The Standard proposes to demolish the east wing. The new wing will consist of three stories, including two stories of hotel units. The new design also provides for much needed parking on the ground level. Having a parking garage on-site, to service the needs of The Standard's patrons, will alleviate parking issues, as well as traffic congestion.

HOURS OF OPERATIONS | ACCESS

The following hours are an approximation of what is existing and being proposed, and may be amended at a later time:

HOTEL

24 Hours a Day, 7 Days a Week

SPA

Sunday - Thursday | 8:00 AM - 10:00 PM Friday - Saturday | 8:00 AM - 12:00 AM

LIDO BAYSIDE GRILL RESTAURANT

7:00 AM - 12:00 AM Daily

JUICE CAFE

Monday - Thursday | 7:00 AM - 6:00 PM Friday - Sunday | 7:00 AM - 10:00 PM

Access

Pedestrian and vehicular access can be achieved through Island Avenue. All guests and members are asked to enter through the main lobby entrance on Island Avenue, while employees access the property using the west path service gate.

STAFFING LEVELS

The following staffing levels are an approximation of what is existing and being proposed, and may be amended as determined to be needed, on a daily basis, by management:

HOTEL

Front Office - 13 Employees
Reservations - 6 Employees
Housekeeping - 22 Employees
Pool - 13 Employees
Boutique - 2 Employees
Human Resources - 2 Employees
Finance - 7 Employees
Guest Relations - 8 Employees
Sales & Marketing - 5 Employees
Engineering - 11 Employees
Total - 89 Employees

SPA & MEMBERSHIPS

Spa – 80 Employees Membership – 10 Employees **Total – 90 Employees**

CULINARY, FOOD AND BEVERAGE

Culinary Employees - 36 Food & Beverage employees - 74 **Total - 110 Employees**

SOUND

Please refer to attached sound study prepared by The Audio Bug, Inc. for details related to sound on the property.

PARKING

Please refer to the submitted traffic study prepared by Traf Tech Engineering, Inc. for details related to parking.

DELIVERIES

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

Deliveries are, and will continue to be, coordinated so that they do not take place before 9:00 AM or after 5:00 PM. Deliveries typically take place Monday – Saturday, including FedEx, UPS, USPS, food purveyors and occasional event rental companies. On-site deliverables currently occur on the east alleyway by the receiving department. In the future, deliveries will occur through the internal drive aisle proposed for the parking level. The hotel's receiving department will continue to process the deliveries, with the exception of food deliveries which are process by the kitchen (sous chef) team.

COLLECTIONS

All waste is placed into seven (7) bins, five (5) of them being two-yard bins for trash and two (2) being four-yard bins for recycling. All trash is stored on the east side alleyway. Waste Management staff will continue to roll out the bins to Island Avenue, picking up the trash, and rolling the bins back inside the alleyway. Collections occur, and will continue to occur, seven (7) days a week.

SECURITY

There are no "large groups" of persons on-site as the property primarily functions as a hotel and spa space with bohemian and tranquil atmosphere. Ownership relies on department managers and supervisors to report suspicious activities to an on-duty manager who will then determine the best course of action to be taken. This action will typically be met by involving the guest relations department as a preliminary action, if the situations warrants the local authorities can be contacted. There is a manager on-site at all times of day. There are also at least two (2) employees at the front desk during the AM/PM shift, and at least one (1) employee at the front desk overnight..

There is an electronic guard tour system (Deggy system) used on-site. This system is a tool that is used to track and log the tours of employees in a variety of applications, such as employee patrolling property. This system provides assurance that the employees are making their designated rounds at the times and intervals requested and have proven to be extremely useful for overall business performance, business health and safety, and/or for legal/insurance matters.

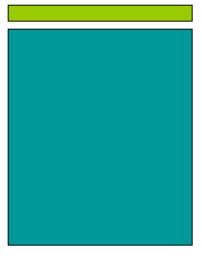
There is also a CCTV system that is backed up to a server in a secured IT area. There are a total of forty-eight (48) individual cameras that cannot be manipulated by any staff members to include managers and directors. The footage is password protected and can only be reviewed by authorized personnel.

For special events, licensed security guards are contracted to conduct access and traffic control. In addition, off-duty police officers may be hired to assist with local vehicle traffic. In addition, the property owner relies on staff to assist with access control within the property. The owner also has a specified security plans that is outlined in its Standard Emergency Response Plans.

The valet company, Park1, is in charge of securing the parking facility, which is currently located off-site property. However, this will be internalized as part of the proposal.

The Standard Hotel









prepared for: FERRADO





August 24, 2016

Monika H. Entin, Esq. Becow Radell & Fernandez, P.A. 200 S. Biscayne Boulevard Suite 850 Miami, Florida 33131

Re: The Standard Hotel - Traffic Evaluation

Dear Monika:

Traf Tech Engineering, Inc. is pleased to provide you with the results of the traffic evaluation undertaken for the proposed on-site parking for The Standard Hotel located on Island Avenue off of Venetian Causeway in the City of Miami Beach in Miami-Dade County, Florida. The subject on-site parking is to better accommodate the hotel guests of the subject lodging facility.

It has been a pleasure working with you on this project.

Sincerely,

TRAF TECH ENGINEERING, INC.

Joaquin E. Vargas, P.E.

Senior Transportation Engineer

August 24, 2016

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INTRODUCTION

The Standard Hotel is an existing hotel located on Belle Isle in the City of Miami Beach in Miami-Dade County, Florida. The site is currently developed with a 105-room hotel and supporting facilities such as restaurants, a pool deck, a spa, a gym, banquet/conference rooms, etc. The hotel provides valet service to all patrons via a drop-off/pickup circular driveway off of Island Avenue. All vehicles are parked at an existing valet-only parking lot located on the east side of West Avenue just north of 18th Street (approximately one-half mile from the hotel).

Traf Tech Engineering, Inc. was retained by Ferrado to conduct a traffic evaluation in connection with the subject lodging facility. The study addresses the traffic generated by the existing hotel and proposed hotel expansion, traffic conditions along Venetian Causeway/Dade Boulevard, and existing and proposed parking/valet operations as a result of a new on-site parking proposed at the hotel site.

This study is divided into three (3) sections, as listed below:

- 1. Inventory and Analysis
- 2. Trip Generation
- 3. Conclusions



Traf Tech
ENGINEERING, INC.

Project Location Map

FIGURE 1

INVENTORY AND ANALYSIS

Existing Land Uses and Parking/Valet Operation

The project site currently consists of a 105-room hotel and supporting facilities. A circular valet driveway is located on the south side of the hotel building. Valet service is provided at the hotel. The parking lot for the valet service is located at a surface parking lot located on the east side of West Avenue just north of 18th Street (approximately one-half mile from the hotel premises). After a vehicle is dropped off at the valet station located in front of the hotel's entrance off of Island Avenue, valet drivers proceed east on Venetian Causeway/Dade Boulevard and turn left (north) on West Avenue.

The valet vehicle retrieval route consists of exiting the parking lot to proceed south on West Avenue heading toward Dade Boulevard. At Dade Boulevard, valet drivers proceed west toward Venetian Causeway in order to access the hotel site off of Island Avenue.

A shuttle vehicle picks-up and drops-off the valet runners between the valet parking lot and the hotel site. Therefore, for every inbound trip associated with a hotel guest, two additional outbound trips (hotel guest's vehicle with valet driver and the shuttle vehicle) head towards the valet parking lot plus one additional inbound trip (shuttle vehicle returning with the valet runner) are generated. Similarly, for every outbound trip associated with a departing hotel guest, one additional outbound trip (shuttle vehicle with valet runner heading towards the valet parking lot) plus two additional inbound trips (returning shuttle vehicle and hotel's guest vehicle with valet driver) are generated.

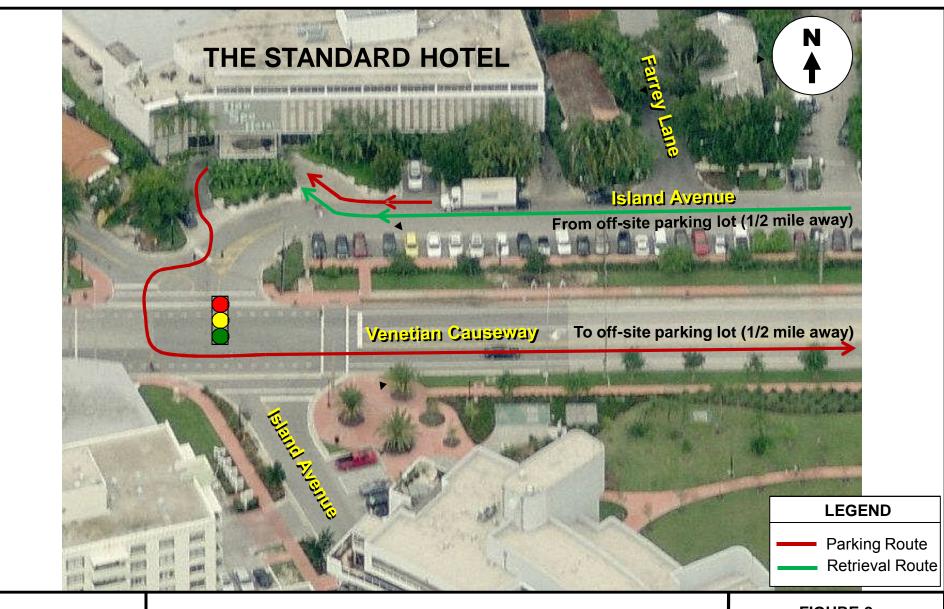
Based on the above, for every peak hour trip generated by a hotel guest, three additional trips are produced by the valet service for not having on-site parking.

The existing valet parking route is graphically depicted in Figure 2.

Proposed Land Uses and Parking/Valet Operation

The hotel site will maintain the same number of rooms (105) and supporting facilities. Additionally, 80 on-site parking spaces will be provided. With the new parking facility provided on site, the valet service between the hotel and the off-site parking lot will not be required. Hence, up to three (3) trips will be eliminated from Venetian Causeway/Dade Boulevard for every peak hour trip generated by a hotel guest due to the proposed on-site parking.

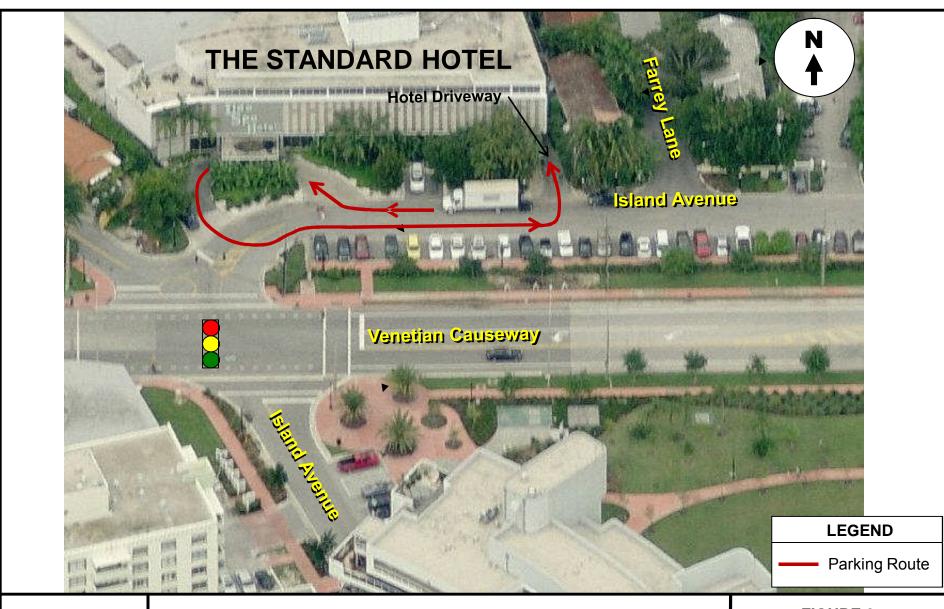
The future valet parking route (with the proposed on-site parking) is illustrated in Figures 3 and 4.



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Existing Valet Parking Routes

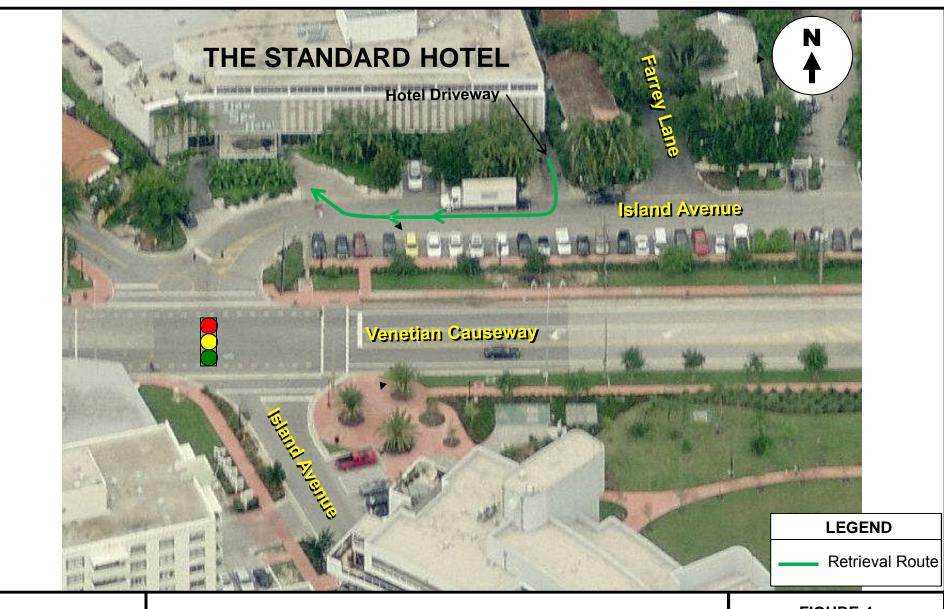
FIGURE 2



Traf Tech ENGINEERING, INC.

Future Valet Parking Routes (Parking Route with On-Site Parking Garage)

FIGURE 3



Traf TechENGINEERING, INC.

Future Valet Parking Routes (Retrieval Route with On-Site Parking Garage)

FIGURE 4

Roadway System and Analysis

One major roadway (Venetian Causeway/Dade Boulevard) is located adjacent to the project site. Venetian Causeway is a two-lane east-west roadway linking Miami Beach with the City of Miami across the Biscayne Bay.

According to FDOT's 2009 Quality/Level of Service Handbook, Venetian Causeway/Dade Boulevard has a maximum level-of-service "D" capacity of approximately 1,197 vehicles per hour. Recent traffic counts recorded by the Florida Department of Transportation on Venetian Causeway/Dade Boulevard between Belle Isle and Alton Road show daily traffic volumes of approximately 14,245 vehicles and a maximum peak hour volume of approximately 987 vehicles. Hence, Venetian Causeway/Dade Boulevard near The Standard Hotel is operating at level of service "D" with approximately 210 peak hour trips of excess/reserved capacity.

Traffic Calming

During public outreach meetings with nearby neighbors, mention was made relative to speeding traffic along Island Avenue. This undesirable situation was also discussed with the City of Miami Beach staff. In order to reduce speeds along Island Avenue, a speed hump could be considered. The location of the subject traffic calming device should be discussed and agreed to with the City of Miami Beach staff. A potential location includes a small area just east of Ferry Lane. If implemented, "Speed Hump" signs (W17-1) shall be placed on both sides of the speed-reduction device in compliance with MUTCD standards.

Other Modes of Transportation

As suggested by the City of Miami Beach staff, bicycle racks should be incorporated inside the parking facility or within the hotel grounds for employees and potential hotel guests, if feasible. This traffic-demand strategy will benefit traffic flow on Belle Isle.

Taxi Drop-off/Pick-up Operation

Taxi services for hotel guests are required to use the porte-cochere adjacent to the hotel entrance door. During peak accumulation periods due to the off-site parking associated with the valet service, taxi drivers oftentimes prefer to park on Island Avenue in order to avoid joining the traffic queues associated with the valet operation. However, with the proposed on-site parking facility, the traffic queues are anticipated to be reduced and therefore, taxi drivers should be able to use the porte-cochere for drop-off and pick-up of hotel patrons.

Pedestrian Path Connectivity

Adequate pedestrian features are provided along Venetian Causeway (sidewalks on both sides of the roadway), Island Avenue (south side of the parking row), and at the signalized intersection of Venetian Causeway and Island Avenue/Century Lane (crosswalk across Venetian Causeway with pedestrian signals and push buttons). However, no pedestrian connection is provided between the two sidewalks located on the north side of the causeway and The Standard Hotel. In order to improve pedestrian connectivity, a pedestrian crosswalk should be implemented across Island Avenue. It appears that the best location for the subject crosswalk is at the western end of Island Avenue (at its intersection with Century Lane). "Pedestrian Crossing" signs (W11-2) with a diagonal pointing arrow (W17-7P) shall be placed on both sides of the crosswalk location.

Delivery Trucks

Delivery trucks (linen, food service, etc.) use Island Avenue for drop-off and pick-up operation. These trucks usually arrive/depart early in the morning (starting at 6:30 AM) and during the late afternoon period (around 6:30 PM). These trucks currently park on Island Avenue and mix with the queues associated with the current valet operation (with the parking off site). The proposed on-site parking facilty will reduce the queues associated with the valet operation and consequently will minimize conflicts with parked delivery trucks.

TRIP GENERATION

A trip generation analysis was conducted for The Standard Hotel. The analysis was performed using the trip generation rates published in the Institute of Transportation Engineer's ITE *Trip Generation Manual* (9th Edition). The trip generation analysis was undertaken for daily, AM peak hour, and PM peak hour conditions. According to ITE's *Trip Generation Manual* (9th Edition), the most appropriate "land use" category for the existing hotel is:

HOTEL (ITE Land Use 310)

Daily Trips

T = 8.17 (X)

Where T = average daily vehicle trip ends

X = number of hotel rooms

AM Peak Hour

T = 0.53 (X) (59% inbound and 41% outbound)

Where T = average AM peak hour vehicle trip ends

X = number of hotel rooms

PM Peak Hour

T = 0.60 X (51% inbound and 49% outbound)

Where T = average PM peak hour vehicle trip ends

X = number of hotel rooms

Using the above-listed trip generation rates from the ITE document, a trip generation analysis was undertaken for the existing and proposed land uses. The results of this effort are documented in Table 1.

TABLE 1 Trip Generation Summary The Standard Hotel – Miami Beach, Florida												
		Number of Trips										
Land Use	Size	Daily	AM Peak	PM Peak								
EXISTING US	SE (With Off-Site V	Valet Operation ¹) –	- Based on ITE and	l Off-Site Valet								
Hotel	105 rooms	3,432	224	252								
PROPOSED USE (Without Off-Site Valet Operation) – Based on ITE												
Hotel	105 rooms	858	56	63								

Difference	-2,574	-168	-189

Source: ITE Trip Generation Manual (8th Edition)

¹ Trips based on ITE rates multiplied by 4 to account for the additional trips generated by the current valet

operation.

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As indicated it Table 1, the existing hotel with valet service generates approximately 3,432 daily trips, approximately 224 AM peak hour trips and approximately 252 trips during the typical afternoon peak hour. The proposed on-site parking facility (without the valet service between the hotel and the off-site parking lot) is projected to generate approximately 2,574 less daily trips, approximately 168 less AM peak hour trips, and approximately 189 less trips during the afternoon peak hour.

Based on the above analysis, the proposed on-site parking facility will significantly reduce the amount of traffic traveling east and west along the Venetian Causeway/Dade Boulevard between the hotel site and West Avenue. The level of service on the subject segment of this east-west roadway will improve as a result of the proposed The Standard Hotel project.

CONCLUSIONS

The Standard Hotel is an existing hotel located on Belle Isle in the City of Miami Beach in Miami-Dade County, Florida. The site is currently developed with a 105-room hotel and supporting facilities such as restaurants, a pool deck, a spa, a gym, banquet/conference rooms, etc. The hotel provides valet service to all patrons via a drop-off/pickup circular driveway off of Island Avenue. All vehicles are parked at an existing valet-only parking lot located on the east side of West Avenue just north of 18th Street (approximately one-half mile from the hotel).

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The existing hotel with valet service generates approximately 3,432 daily trips, approximately 224 AM peak hour trips and approximately 252 trips during the typical afternoon peak hour. The proposed on-site parking structure (without the valet service between the hotel and the off-site parking lot) is projected to generate approximately 2,574 less daily trips, approximately 168 less AM peak hour trips, and approximately 189 less trips during the afternoon peak hour.

The proposed on-site parking facility will significantly reduce the amount of traffic traveling east and west along the Venetian Causeway/Dade Boulevard between the hotel site and West Avenue. The level of service on the subject segment of this east-west roadway will improve as a result of the proposed The Standard Hotel project.

In order to reduce speeds along Island Avenue, a speed hump could be considered. The location of the subject traffic calming device should be discussed and agreed to with the City of Miami Beach staff. A potential location includes a small area just east of Ferry Lane. If implemented, "Speed Hump" signs (W17-1) shall be placed on both sides of the speed-reduction device in compliance with MUTCD standards.

Bicycle racks should be incorporated inside the parking facility or within the hotel grounds for employees and potential hotel guests, if feasible.

Taxi services for hotel guests are required to use the porte-cochere adjacent to the hotel entrance door. During peak accumulation periods due to the off-site parking associated with the valet service, taxi drivers oftentimes prefer to park on Island Avenue in order to avoid joining the traffic queues associated with the valet operation.

However, with the proposed on-site parking facility, the traffic queues are anticipated to be reduced and therefore, taxi drivers should be able to use the porte-cochere for drop-off and pick-up of hotel patrons.

In order to improve pedestrian connectivity, a pedestrian crosswalk should be implemented across Island Avenue. It appears that the best location for the subject crosswalk is at the western end of Island Avenue (at its intersection with Century Lane). "Pedestrian Crossing" signs (W11-2) with a diagonal pointing arrow (W17-7P) shall be placed on both sides of the crosswalk location.

The proposed on-site parking facility will reduce the queues associated with the valet operation and consequently will minimize conflicts with parked delivery trucks.



APPENDIX ASite Plan for Parking Garage



APPENDIX B

Traffic Counts for Venetian Causeway/Dade Boulevard (Source: FDOT) COUNTY: 87 STATION: 8350

DESCRIPTION: VENETIAN CSWY, 200' EAST OF WEST AVENUE

START DATE: 08/19/2015

START TIME: 0000

штмп	1.00	DIRI	ECTION:	E	шоша т	1ST	DIR	ECTION:	W	moma r	COMBINED		
	121					151				TOTAL			
0000	38	14	18	19	89	29	27	23	13	92	181		
0100	7	8	8	12	35	14 5 5 5 17	15	10	10	49	84		
0200	11	10	3	3	27	5	9	8	8	30	57		
0300	3	2	7	4	16	5	12	4	2	23	39		
0400	6	4	7	6	23	5	7	3	9	24	47		
0500	4	11	14	11	40	17	12	22	18	69	109		
0600	19	19	21	49	T08	44	34	.70	Τ0./	255	363		
	56	57		67		69		119			616		
	103	87	98	88	376	108	138	126	124		872		
0900	87	94	101		385	162	127	102	143		919		
1000	93	117		93	413		147	148	124		951		
		95	108	92	399		127	104	140	485	884		
		109	112	103	416	105	125	116	129		891		
1300	111	114	98	111	434		110	131	121	501	935		
1400	112		102	109	424		142	139	130	528	952		
1500	92		106	117	416	128	129	105	117		895		
1600	97	116	93	94	400		110	114	136	485	885		
1700	90	91	87	105	373		135	123	147		900		
1800	98	110	100	96	404	126	136		114	487	891		
1900	94	92 83	81	73	340	130	117	118	99	464	804		
2000	102	83	82	85	352	94	92	67	82	335	687		
2100	72	55	67	60	254	69	75	58	61	263	517		
2200	70	60	53	37	220	55	44	59	49	207	427		
2300	55	46	44	38	183	94 69 55 43	39	47	27	156	339		
24-HOUI	R TOTALS	::			6359					7886	14245		
					. – – – – – פרזע <i>זו</i> ∩דו	IME TNEODI	 маттом						
	DIF	RECTION	: E	P	DIF	JME INFORI RECTION: VOL	M	C	OMBINED	DIRECTI	ONS		
	HOUR	V	OLUME		HOUR	VOL	JME		HOUR	VOLU	JME		
A.M.	800		376		815		550		815	9	910		
P.M.	1230		440		1415		539		1400	Ş	952		
DAILY	1230		440		945		557		945	9	080		

CLASSIFICATION SUMMARY DATABASE

4.92

DIR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTTRK	TOTVOL
E	268	3988	670	102	196	180	7	421	62	129	0	0	30	306	0	1433	6359
W	203	6380	884	39	154	85	9	38	31	28	0	0	4	0	31	388	7886

12.78

TRUCK PERCENTAGE 22.53

COUNTY: 87 STATION: 8350

DESCRIPTION: VENETIAN CSWY, 200' EAST OF WEST AVENUE

START DATE: 08/20/2015

START TIME: 0000

DIRECTION: E DIRECTION: W COMBINED 2ND 3RD 4TH TOTAL 1ST 2ND 3RD 4TH TOTAL TOTAL TIME 1ST23 19 103 | 10 15 5 9 11 9 16 13 14 9 7 12 45 l 8 13 12 57 55 51 56 219 63 49 45 53 62 41 41 40 51 173 59 45 37 37 37 22 124 ______ 24-HOUR TOTALS: 8268 14155

	DIRECT	ION: E		INFORMATION TION: W	COMBINED	DIRECTIONS
	HOUR	VOLUME	HOUR	VOLUME	HOUR	VOLUME
A.M.	830	342	815	550	815	890
P.M.	1215	389	1730	624	1800	987
DAILY	1215	389	1730	624	1800	987
TRUCK	PERCENTAGE	37.80		5.08		18.69

CLASSIFICATION SUMMARY DATABASE

DIR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTTRK	TOTVOL
E	254	2691	717	119	341	150	6	725	82	234	0	0	56	512	0	2225	5887
W	205	6679	923	39	166	95	13	44	29	30	0	0	4	0	41	420	8268
