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VIA HAND DELIVERY

January 27, 2016

Thomas Mooney, Planning Director
City of Miami Beach
1700 Convention Center Drive, 2nd Floor
Miami Beach, Florida 33139

Re: Revised Letter of Intent for Conditional Use Permit for a Food and Beverage Establishment Exceeding 299 Patrons at the Property Located at 1500 Collins Avenue (1455 Washington Avenue – Campton Apartments)

Dear Tom:

As you know, this law firm represents Haddon Hall Hotel Owner, LLC (the "Applicant"), the owner of the above-referenced property (collectively, the "Property"). Please allow the following to serve as the revised letter of intent in connection with the request for conditional use permit for a food and beverage establishment resulting in an occupancy over 299 persons on the Property.

Description of the Property. Three parcels, comprising approximately 60,445 square feet, make-up the Property. They are identified by the following Miami-Dade County Property Appraiser Folio Numbers: 02-3234-019-1190 (1500 Collins Avenue – Haddon Hall); 02-3234-019-1191 (1500 Collins Avenue – Haddon Hall pool area) and 02-3234-019-1200 (for 1455 Washington Avenue – Campton Apartments). The Property is located within two (2) zoning districts. Haddon Hall (and the parcel to the west) is located in the MXE, Mixed Use Entertainment District, while the Campton Apartments are located in the CD-2, Commercial Medium Intensity District. The Property is also located within the Collins Waterfront Local Historic District. These areas contain numerous hotels, retail stores, parking garages and entertainment establishments.

Haddon Hall was designed by L. Murray Dixon in 1941 as a three (3) story hotel with one hundred fifteen (115) units. It is lauded to be one of his finest works.

It was designed with a narrow, flat front façade that is set far back from the street and is flanked by two (2) rounded, projecting double-lobed wings that create a courtyard leading up to the entrance. These wings, with eyebrows sweeping around their curved edges, appear to be balanced, but in fact the north wing is larger than the south. A vertical light channel, extending above the roofline, decorates each wing. The original design of the building remains largely intact, inside and out.

Haddon Hall was completed just as the United Stated entered World War II. As with many buildings at the time, Haddon Hall became barracks for the troops and did not return to civilian use until July 6, 1944. In 1952, a pool was added at the northwest corner of the site, on the 15th Street right-of-way behind the original building.

The Campton Apartments were constructed in 1940 with twenty-four (24) hotel rooms and sixteen (16) apartments units. It was designed by prominent Miami Beach architect Henry Hohauser. It consists of two (2) parallel two (2) story wings that form a narrow courtyard between them and are joined at the far east end by one-story lobby. The projecting wings feature rounded corners, horizontal banding, shallow setbacks, eyebrows, and decorative bas-relief chevrons and bosses. The one-story lobby section has a stepped-up parapet in ziggurat form, a vertical bas-relief panel, and eyebrows over the door and flanking windows.

As Haddon Hall, shortly after its construction, the Campton Apartments became one of the hundreds of Miami Beach buildings that were leased by the United States Army-Air Forces for use as a training base during World War II. The Campton Apartments, with its forty (40) rooms, served as a barracks that accommodated 165 men. It served in this capacity from May 4, 1942, until it returned to civilian use on August 30, 1943.

The Applicant purchased the Property in 2013 with the desire to renovate and update much of the Property. To that end, the Applicant has appeared and obtained Certificates of Appropriateness (COA) from the Historic Preservation Board (HPB). While the owner as obtained a Business Tax Receipt for other areas open to the public on the Property, the proposed food and beverage establishment increases the total occupancy to more than 299 occupants; thus, triggering the need for this Conditional Use Permit request.

Description of the Development Program. The Applicant has worked tirelessly with the architects to restore the individual buildings to their former grandeur, while at the same time creating viable endeavors for current times. As

a result, the Applicant proposed several areas within the Property which would provide food and beverage. One of those areas is located along the westernmost façade of the Property, adjacent to Washington Avenue, in the historic Campton yard. The area proposes to serve small meals and beverages to patrons.

Satisfaction of Conditional Use Permit Review Criteria. The Applicant's two (2) requests satisfy the different conditional use permit review criteria and guidelines as follows:

Conditional Use Standards in Section 118-192(a) of the City Code.

(1) The use is consistent with the comprehensive plan or neighborhood plan if one exists for the area in which the property is located.

CONSISTENT – Furthermore, restaurants are a permitted use within the district and will not have a negative impact on the neighborhood.

(2) The intended use or construction will not result in an impact that will exceed the thresholds for the levels of service as set forth in the comprehensive plan.

CONSISTENT – The proposed use will not result in an impact that will exceed the threshold levels of service for the area. Nevertheless, the Applicant will work closely with City staff to address any and all service level concerns that may arise.

(3) Structures and uses associated with the request are consistent with these land development regulations.

CONSISTENT – The structures on the Property providing food and beverages are existing and every effort has been made to restore them to their historic appeal.

(4) The public health, safety, morals, and general welfare will not be adversely affected.

CONSISTENT – Washington Avenue features numerous restaurants and other food and beverage establishments, throughout. The proposed used fits within the dynamic of the neighborhood while at the same time providing much needed improvement. For a number of years, the Campton yard has been nothing more than an eyesore for the community,

housing trash and a blank space. The proposed use, not only cleans up the area, but also provides a garden style eatery, which improves the appearance of the site and pedestrianism in the area.

(5) Adequate off-street parking facilities will be provided.

CONSISTENT - The project is located within a contributing Property within a local historic district. Nevertheless, parking will be serviced, through the hotel valet, located along Collins Avenue.

(6) Necessary safeguards will be provided for the protection of surrounding property, persons, and neighborhood values.

CONSISTENT - The proposed establishment is located completely within the Campton yard area. The area provides an entry gate along Washington Avenue, and restricts access to the hotel areas to hotel guests, only. This use is expected to add much-needed upscale character and increase the neighborhood aesthetic. The proposed development will mesh effortlessly with the existing mix of uses in this area.

(7) The concentration of similar types of uses will not create a negative impact on the surrounding neighborhood. Geographic concentration of similar types of conditional uses should be discouraged.

CONSISTENT - The most prominent use near the Property is in the Espanola Way commercial corridor and the Washington Avenue restaurant and nightclub district. This area has been specifically designed to promote pedestrianism, shopping, and dining. An eating establishment on this Property will contribute further to this vibrant area. As a result, there should not be any adverse impacts on the surrounding area.

Conditional Use Standards in Section 118-192(b) of the City Code.

(1) Whether the proposed business operations plan has been provided, including hours of operation, number of employees, goals of business, and other operational characteristics pertinent to the application, and that such plan is compatible with the neighborhood in which it is located.

CONSISTENT - A proposed operations plan is contained herein in response to the conditional use criteria.

RESTAURANT
Operating Hours
Sundays - Thursdays | 2:00 AM Closing
Fridays - Saturdays | 5:00 AM Closing

Staffing:
This facility will be operated through the main hotel. Staffing levels will be determined on a day-to-day basis. While the area is not small, the anticipated searing area is, with under sixty (60) seats. In light of the intended use, it is anticipated that approximately six (6) staff members will service the area during days of maximum capacity.

For further details, please refer to the operations plan attached hereto.

(2) Whether a plan for the mass delivery of merchandise has been provided, including the hours of operation for delivery trucks to come into and exit from the neighborhood and how such plan will mitigate any adverse impacts to adjoining and nearby properties, and neighborhood.

CONSISTENT – Deliveries will continue to take place in the City designated loading spaces, along Washington Avenue and through the southern service corridor for the Hotel. For further details, please refer to the operations plan attached hereto.

(3) Whether the scale of the proposed use is compatible with the urban character of the surrounding area and create adverse impacts on the surrounding area, and how the adverse impacts are proposed to be addressed.

CONSISTENT – The immediate neighbors to this project are a liquor store, nightclub and restaurants. Prior to current ownership, the Campton yard had been ignored and served more as a trash receptacle than an active, compatible use with the neighborhood. The proposed Campton yard use will vastly improve the neighborhood, create curb appeal and pedestrianism. This is the kind of project that the City task forces would welcome for the neighborhood. It is located within walking distance to the Lincoln Road and Espanola Way commercial corridors, areas that have been specifically designed to promote pedestrianism, shopping, and dining. A restaurant project on this Property will be suitable for, and compatible with, the surrounding neighborhood.

(4) Whether the proposed parking plan has been provided, including where and how the parking is located, utilized, and managed, that meets the required parking and operational needs of the structure and proposed uses.

CONSISTENT – As the project is contained within a contributing structure located within a local historic district, parking is not required for the proposed site. Nevertheless, the Applicant will provide valet services through the Hotel valet provides, located along Collins Avenue.

(5) Whether an indoor and outdoor customer circulation plan has been provided that facilitates ingress and egress to the site and structure.

CONSISTENT – Guests will have access to Campton yard through two (2) entry points depending on whether they are non-hotel or hotel guests. Identification will be checked at all entry points.

Non-hotel guests will enter at gate/security checkpoint on north side of Washington entry Campton yard. Guest will be directed into Yard and order food & beverage either at designated tables or at the bar on the south side of Campton Yard. Exit from Campton Yard will be through the center gate on Washington, also manned by security personnel.

Hotel guests will enter and exit back to their rooms through card protected and security personnel monitored gate between Campton Apartment breezeway and Campton yard.

(6) Whether a security plan for the establishment and supporting parking facility has been provided that addresses the safety of the business and its users and minimizes impacts on the neighborhood.

CONSISTENT – Security personnel will be located on-site to facilitate with guest flow and provide a safe environment for the businesses and users of the structure, as well as the surrounding neighborhood.

(7) Whether a traffic circulation analysis and plan has been provided that details means of ingress and egress into and out of the neighborhood, addresses the impact of projected traffic on the immediate neighborhood, traffic circulation pattern for the neighborhood, traffic flow through immediate intersections and arterials, and how these impacts are to be mitigated.

CONSISTENT – It is expected that most of the patrons of Campton yard will be either hotel guests or local pedestrian traffic. The City has been working on area traffic studies to promote the viability of the area.

(8) Whether a noise attenuation plan has been provided that addresses how noise will be controlled in the loading zone, parking structures and delivery and sanitation areas, to minimize adverse impacts to adjoining and nearby properties.

CONSISTENT – The building will be located along the heavily traversed Washington Avenue corridor, adjacent to an existing nightclub to the south, liquor store to the north and its own hotel facility to the east. It is located within a purely commercial area. Sound is not expected to permeate outside of the proposed area and into the community, at large. Nevertheless, the facility will be required to comply with the City's noise ordinance.

(9) Whether a sanitation plan has been provided that addresses on-site facilities as well as off-premises issues resulting from the operation of the structure.

CONSISTENT – All waste will be transported, through an interior corridor to the south side of the Property, into a cooled trash room located within Haddon Hall. Recyclable materials will be stored separately. All items will be picked up daily by Waste Management at 7:00 am.

(10) Whether the proximity of the proposed structure to similar size structures and to residential uses creates adverse impacts and how such impacts are mitigated.

CONSISTENT – The surrounding neighborhood is comprised of restaurants, nightclubs and retail uses, in comparable size to the proposed project. The proposed eating establishment is compatible with the area and will not create any adverse impacts.

(11) Whether a cumulative effect from the proposed structure with adjacent and nearby structures arises, and how such cumulative effect will be addressed.

CONSISTENT – There will be no cumulative effect from the proposed structure with adjacent and nearby structures. The most prominent use near the Property is in the Washington Avenue, Espanola Way and Lincoln Road commercial areas. This area has been specifically designed to promote pedestrianism, shopping, and dining. A restaurant use on this Property will contribute further to the up-and-coming revival of the neighborhood. As a result, there should not be any adverse impacts on the surrounding area.

Conclusion: This Property will greatly benefit from the proposed redevelopment of the Campton yard, as will the surrounding neighborhood. The upscale food and beverage component will further enhance the community. This project will help to enhance the appeal of Washington Avenue while providing much needed character, ensuring that the Property does not become a nuisance to the existing neighborhood. We look forward to your favorable recommendation. If you have any questions or comments, please call me at 305-377-6237.

Sincerely,

FOR

Monika H. Entin

cc: Mr. Michael Belush