

Cadillac Hotel & Beach Club Operations Plan



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I. OPERATIONAL BUSINESS PLAN

HHLP Miami Beach Associates, LLC, as the property owner and, its affiliate, HHLP Miami Beach Lessee, LLC, as the current lessee of the hotel are the applicants in this application for a modification to the Conditional Use Permit previously issued under Planning Board File No. 1985 (collectively, the "Applicant").

Hersha Hospitality Management L.P. ("HHM") manages the hotel on behalf of the Hersha lessee entity pursuant to a management agreement between HHLP Miami Beach Lessee, LLC and HHM.

The Cadillac Hotel & Beach Club has been owned and operated by the Applicant since 2011. During that time, Applicant comprehensively renovated the Hotel, adding a second hotel tower and up-branding from a Courtyard by Marriott to an Autograph by Marriott.

II. PARKING PLAN

The Applicant's patrons are serviced by the Hotel's valet parking company, USA Parking System, an affiliate of SP+. USA Parking System/SP+ utilizes the on-site parking garage as a storage facility for all compact and mid-sized vehicles. Two other nearby parking sites are used for storage of oversized vehicles. These sites are located at 4025 Pine Tree Drive and 300 Arthur Godfrey Road. The valet ramp located along Collins Avenue contains a substantial driveway for the efficient circulation and queuing of vehicles in connection with the valet operations.

In addition to the on-site parking garage, there are surface parking-lots and other parking garages located within the immediate area for use by hotel patrons. However, even considering those parking accommodations, the hotel is located within an area of the City where patrons can easily walk instead of drive and the applicant's many patrons arrive at the hotel via public transportation and ride sharing services.

III. SECURITY PLAN

The Hotel provides overnight security guards who are on shift from 11:00 p.m. to 7:00 a.m. Should there be a special event in which a large group of people are expected, the Applicant hires security guards for the duration of the event.

IV. TRAFFIC CIRCULATION PLAN

Applicant does not propose any changes to the existing valet operations, which were included in the 2011 CUP and studied by Traf Tech Engineering, Inc. Given the past 15 years of experience, the existing valet operations do not have an adverse impact on the immediate neighborhood.

V. DELIVERY AND SANITATION PLAN

The Applicant continues to utilize the Hotel's existing air conditioned trash room, which is located in the basement of the Hotel. Trash is picked up seven (7) days a week around 10:00 a.m.

The Hotel's existing loading dock is used for delivery and receiving, located on the side of the hotel along 40th Street, with the majority of deliveries occurring from 8:00 a.m. and 1:00 P.M. (some occurring until 5:00 p.m.), thereby mitigating any potential impact to the neighborhood and adjoining properties.