

# Updated Operations Plan and Menu

for

*1100 Lincoln Road*  
Miami Beach, Florida



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## **PROJECT CONCEPT**

This adaptive reuse redevelopment Project will provide an exciting modern experiential art museum on the important corner of Lincoln Road and Alton Road, currently occupied by the Regal Theater. The existing theater facility presents a perfect location with ample existing parking, pedestrian circulation along the iconic Lincoln Road, and existing loading areas all of which will readily serve the proposed Superhuman Modern Art Museum operations.

The parking and operations analysis summarized in the Traffic Impact Analysis projects less intensity of use than contemplated by the design of the existing Regal Theater. Other than the unique sights and sounds constituting the immersive Museum experience in the interior of the attraction, no entertainment is proposed, including no outdoor entertainment.

The Museum will be accessed via the existing ground floor entrance adjacent to the existing broad pedestrian-only thoroughfare of Lincoln Road, at the northwest corner of the building. While there is limited frontage on the corner of Alton Road, the principal frontage will continue to be located on Lincoln Road. The existing facility to be used for the Museum features an entrance lobby with a vaulted ceiling fronting Lincoln Road. The total square footage presently occupied by the theater to be used for the proposed Museum is approximately 78,000 square feet. The existing 280 parking spaces in the existing parking garage complies with City requirements as was required for the existing theater, and is expected to readily exceed the anticipated demand of the Museum attendees. No mechanized parking or valet operations are proposed. Loading will continue to be accessed from the existing twenty-foot wide alley at the rear of the property via the existing internal off-street loading zone on the south elevation.

## **HOURS OF OPERATION AND PARKING**

The proposed hours of operation are 11:00 AM to 12:00 AM, and any modification will comply with the requirements and limitations of the City of Miami Beach Code of Ordinances, as they may be amended from time to time. The current Resiliency Code does not require parking for the proposed Museum at this location, however, the existing parking garage for the theater will serve the patrons of the Museum. No valet service is proposed, and many visiting patrons are expected from cruise ships, nearby hotels and other locations where personal vehicles will not be used. A security gate will be provided at the base of the parking garage entrance and exit ramp to restrict garage access after-hours. Based upon the detailed Traffic Impact Analysis submitted with this Application, the Museum is projected to generate significantly less vehicular trips during peak hour of operations than the existing theater use, such that the existing facility will provide more than adequate level of service.

## **DELIVERIES & COLLECTIONS**

The following procedures will be implemented to ensure minimal impact on local residents and neighboring businesses. All deliveries will be received within the dedicated on-site loading area, which will use internal existing facilities and the twenty-foot-wide alley to the rear of the existing facility, accessed via Lenox Avenue. Deliveries will only be accepted between the hours of 7:00 AM and no later than 8:00 PM. Trash collection will similarly occur from the designated trash and recycling area located interior to the site. Trash collection will take place during the City's regularly scheduled times for this property, and using the City-approved Commercial Waste Haulers. The facility has an existing off-street trash

room to the rear, which will remain. Delivery and collection operations at the Project will abide by all applicable City of Miami Beach Ordinances and City of Miami Beach Freight Loading regulations, as they may be amended or issued from time to time.

### **SECURITY**

The Applicant will incorporate a Project-wide security system. Multiple security cameras with recording abilities will be placed at all access points, within staircases, and at various locations within the parking levels. Security personnel stationed at the office lobby will also monitor the Property, including all portions of the parking levels, including the loading areas. The Property will also be well-lighted to aid in clearly identifying individuals or approaching vehicles during the evening hours. The project currently anticipates employing 55 full-time employees at the site, some of whom will be dedicated to the security of the facility, and all of whom will work to ensure that Museum patrons have a safe and enjoyable experience at the Museum.

### **TRANSPORTATION AND INTERNAL CIRCULATION**

As noted above, the proposed Museum is expected to generate less vehicular trips than the existing theatre. Bicycle racks are available along the West / Alton Road elevation, and the Applicant seeks to collaborate with the City on additional bicycle racks on Lincoln Road. The entire design and experience of the Museum is focused on the efficient internal circulation of Museum patrons, starting with state-of-the-art electronic ticketing procedures to utilize the existing theatre facility and escalators at the site. The plans submitted with the Application include detailed illustrations of the one-way, controlled internal circulation through the modern art Museum.

# SUPERHUMAN MUSEUM MENU

Small Meals and Beverages For Museum Patrons

## Favorite Latin Lite Snacks

### **Croquettes–**

*Served with two croquettes (\$4.99)*

### **Vegan Pastelito–**

*Puff pastry filled with vegetables and grains. (\$3.99)*

### **Pastelito- (\$3.99)**

### **Empanadillas – (4.99)**

## Sandwiches

### **Media Noche Trio –**

*Three soft mini media noche buns filled with ham, cheese and pickle (\$8.99)*

### **Ibérico –**

*Ham, prosciutto, Manchego cheese with a garlic dressing on our French baguette (\$9.99)*

### **Chicken Caesar Wrap –**

*Baked chicken seasoned in our homemade Caesar dressing with lettuce in a flour tortilla (\$14.99)*

### **Egg Salad Croissant –**

*Croissant filled with boiled egg salad and spinach (\$9.99)*

### **Muffuletta –**

*Ham, salami, pickled peppers and onions on wheat focaccia bread (\$12.99)*

### **Three Cheese Sandwich –**

*Pullman bread miga sandwich with three different cheeses and ham (\$12.99)*

### **Vegan Chickpea Wrap –**

*Wrap filled with chickpea, bulgur wheat, spinach, and roasted peppers and onions (\$12.99)*

### **Roast Beef Wrap –**

*House roasted beef and Swiss in a Spinach Wrap (\$12.99)*

### **Turkey Wrap –**

*Oven roasted Turkey and Swiss in a Spinach Wrap (\$12.99)*

### **Tuna Sandwich -**

*A pair of tuna salad mini sandwiches on wheat bread (\$12.99)*

**Margarita Sandwich –**

*Mozzarella, tomato, and pesto on focaccia bread (\$12.99)*

**Cuban Sandwich -**

*A Miami signature sandwich - Ham, slow roasted pork, cheese, and pickles on Cuban bread (\$12.99)*

**Turkey Wheat –**

*Sliced turkey with lettuce and tomato on a honey wheat bread (\$12.99)*

## Salads, Deli and Platters

**Almond Chicken Salad -**

*Oven baked chicken breast on a bed of lettuce topped with almond slices and seasonal fruit bits (\$12.99)*

**Deli Salad**

*Ham, cheese, and turkey on a bed of lettuce (\$12.99)*

**Assorted Cheese Platter**

*(\$12.99)*

**Charcuterie Platter**

*Salami, Spanish sausage, ham, cheeses, olives, and roasted peppers. Crackers included (\$12.99)*

## Beverages

**Colada/Espresso – 4oz**

*(\$3.49)*

**Jumbo Colada/Espresso – 8oz**

*(\$5.49)*

**Cortadito – 8oz**

*(\$5.89)*

**Café con Leche/Latte**

*(\$5.59)*

**Specialty Sodas and Energy Drinks**

*(\$3.99)*

**Bottled Water**

*(\$2.99)*

## Alcoholic Beverages

### **Wine/Champagne & Beer**

#### **Wine/Champagne:**

**Merlot** (\$14.00)

**Cabernet** (\$14.00)

**Sauvignon Blanc** (\$13.00)

**Chardonnay** (\$13.00)

**Champagne** (\$18.00)

#### **Beer:**

**Bottled Beer** (\$10.00-\$14.00)

### **Specialty Mixed Drinks & Specialty Cocktails**

#### **Nice Dreams -**

*Absolut Vanilla, Orange Juice, Grenadine*  
(\$17.00)

#### **The Big Lebowski -**

Malibu Coconut, Malibu Passionfruit, OJ  
Triple Sec / Blue Curaçao, Pineapple Juice  
(\$13.00)

#### **Risky Business -**

*Absolut Pear, Fruit Punch, OJ, Pineapple Juice*  
(\$11.00)

#### **Weird Science -**

*Jameson Irish Whisky, Grenadine, Sprite*  
(\$11.00)

#### **Dusk till Dawn -**

*Altos Silver Tequila, Triple Sec, Sour, Pink Lemonade*  
(\$11.00)

#### **Dirty Dancing -**

*Bacardi Dragon Berry, Peach Schnapps, Lemon Juice, Cranberry Juice, Sour*  
(\$11.00)