



# 1681 Lenox Avenue (Yard House)

Miami Beach, Florida 33141

prepared for:

**Ultra Supper Club Miami, LP**

Transportation Demand Management (TDM Plan)  
and Parking Inventory

**TRAFTECH**  
ENGINEERING, INC.

March 2025

March 14, 2025

Ultra Supper Club Miami, LP  
c/o: Fadi Abdulnour  
1691 Michigan Ave., Suite 501  
Miami Beach, Florida 33139

**Re: Transportation Demand Management (TDM) and Parking Inventory for  
1681 Lenox Avenue (Yard House) - Miami Beach, Florida**

Dear Fadi:

Pursuant to your request, Traf Tech Engineering, Inc. has prepared a Transportation Demand Management (TDM) plan and parking inventory for the existing restaurant (Yard House) located at 1681 Lenox Avenue within the limits of the City of Miami Beach in Miami-Dade County, Florida. Figure 1 on the following Page shows the location of the subject property. The following is a summary of our findings.

**TRANSPORTATION DEMAND MANAGEMENT (TDM)**

Traf Tech Engineering, Inc. prepared a Transportation Demand Management (TDM) plan for the 1681 Lenox Avenue project.

Travel Demand Management plans (TDM) establish policies and mechanisms to reduce automobile trips to and from designated facilities. TDM plans usually use several approaches to address all modes of transportation likely to be used to provide access to a facility such as single occupant driving, carpooling, transit, bicycling and walking. The goal of TDM plans is to increase the use of alternatives modes to single occupant driving, i.e., to reduce the number of automobile trips to and from the facility and consequently, minimizing automobile traffic impacts on the street system.

Successful TDM plans not only address all modes of transportation, but also use policies such as inducements for alternative modes (subsidies), physical enhancements (bike lockers, preferential parking for carpools) and disincentives for automobile use (no free parking for employees).

Potential measures for each mode are addressed below. Use of an employee transportation subsidy is also presented.



### Pedestrian Access

Walking not only reduces automobile trips and their contribution to congestion and emissions, it also provides health benefits to the employees who use this mode of transportation. It is, however, the mode that is least likely to be used for a number of reasons. It is unlikely that a significant number of employees of the restaurant use will reside within a reasonable walking distance (within ¼ - ½ mile) of the subject facility. However, the area near the subject project is a high pedestrian traffic area and therefore, many existing and future customers of the 1681 Lenox Avenue development are expected to be walking trips. Sidewalks exist on the east and west sides of Lenox Avenue (the front of the building is on Lenox Avenue) as well as safe pedestrian crosswalks (with ramps) at the intersection of 17<sup>th</sup> Street and Lenox Avenue located approximately 100 feet north of the subject restaurant. South of the 1681 Lenox Avenue site, there are two signalized pedestrian crossings across Lenox Avenue at the Lincoln Road Mall.

### Bicycling

The site of the 1681 Lenox Avenue project offers two potential approaches to encourage cycling, the use of the Citi Bike program and use of restaurant employee-owned bicycles.

Additionally, use of Citi Bike could be supported by providing monthly passes to employees. Monthly passes are \$15.00 for unlimited 30-minute rides and \$25.00 for unlimited 60-minute rides. Within the immediate area of the project, there is one (1) Citi Bike rental station located on the west side of Lenox Avenue across from the 1681 Lenox Avenue site.

**(Goal: Offer 2 free City Bike passes to restaurant employees. Integrate bikeshare information into communication materials for restaurant patrons).**

### Mass Transit

There are several transit options for the 1681 Lenox Avenue development. These transit options include Route 20 and Route 15, both with 30-minute headways during peak periods along 17<sup>th</sup> Street. Bus stops are found on 17<sup>th</sup> Street, east and west of Lenox Avenue (within 250 feet from the restaurant). Additionally, Miami Beach South Beach Loop (Trolley) travels north and south along Alton Road with trolley stops located north and south of 17<sup>th</sup> Street (within 750 feet from the restaurant). Miami Dade Transit Route 101 also travels north and south along Alton Road and shares the same bus stop locations as the trolley bus.

Employers of the restaurant uses can provide a significant inducement to employees to use public transportation (Miami-Dade Transit, MDT) through a transit subsidy. Transit subsidies can also provide tax benefits to both employees and employers.

MDT offers three methods to provide transit subsidies:

The employee uses pre-tax dollars from their salary to purchase monthly transit passes. There is no income tax on the portion of their salary used for transit passes. The pre-tax funds also reduce the employees' taxable salary, reducing the total amount of income tax paid by the employees. The employer pays the total cost of a monthly transit pass using a tax-deductible (to the employer) subsidy. The employer receives a tax deduction equivalent to the value of the transit subsidies provided to the employees. The transit subsidy is a fringe benefit to employees and is not taxable income.

Both the employer and employees share the cost of transit passes, paying for them with pre-tax dollars. The employer reduces his/her payroll taxes. Employees do not pay income tax on the money used for transit passes.

MDT monthly passes if purchased by an individual are \$112.50. Corporate discounts are available based on the number of participating employees. For 4 – 99 employees, monthly passes are \$101.25 per employee, for 100 or more employees, the cost is \$95.65 per employee.

**Goal: Offer 2 free transit passes to restaurant employees. Provide public transportation pamphlets (MDT and Miami Beach Trolley) at the front of the restaurant.**

Carpooling

Carpooling is historically the least effective alternative transportation mode, even when implemented on a regional basis. Given that no on-site parking spaces are provided for this facility, carpooling will provide some amount of trip reduction. Therefore, paid parking could be made available to restaurant employees that carpool.

**Goal: Offer 2 paid parking passes to employees that carpool to work.**

## PARKING INVENTORY

Traf Tech Engineering, Inc. reviewed the publicly accessible parking facilities located within 1,200 feet from the 1681 Lenox Avenue site. As shown in Figure 2, four (4) surface parking lots and one (1) parking garage are located well under 1,200 feet from the subject site. These parking options are described below:

- Parking lot located on the northwest corner of 17<sup>th</sup> Street and Lenox Avenue. This parking lot has 34 parking spaces. This surface lot has the following parking rates in effect; Up to one hour for \$5.00, up to three hours for \$10.00, up to six hours for \$15.00, up to 12 hours for \$20.00 and \$30.00 for up to 24 hours.
- Parking lot located at the southeast corner of 17<sup>th</sup> Street and Lenox Avenue. This parking lot has 36 parking spaces. This surface lot has the following parking rates in effect as of the date of this memorandum; \$3.00 per hour.
- Parking lot located at the southwest corner of 17<sup>th</sup> Street and Lenox Avenue (1688 Lenox Avenue). City parking lot referenced P25 with 86 parking spaces. This surface lot has the following parking rate in effect; \$2.00 per hour.
- Parking lot located on the east side of Lenox Avenue and south of the Yard House Restaurant (1665 Lenox Avenue). City parking lot referenced P26 with 106 parking spaces. This surface lot has the following parking rate in effect; \$2.00 per hour.
- Public parking garage located at 1111 Lincoln Road (east side of Alton Road just north of Lincoln Road). This public parking garage has 300 parking spaces. This parking garage has the following parking rates in effect; \$20.00 for every five hours or \$25.00 per day. A flat monthly rate of \$175.00 is also available.

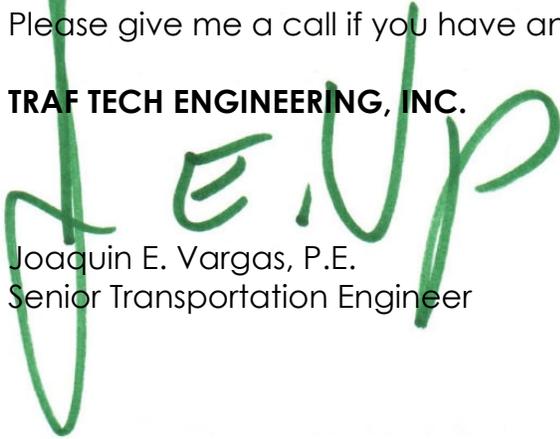
Based on the above, 562 parking spaces are located adjacent to, or within 1,050 feet walking distance from the 1681 Lenox Avenue site.

Safe and convenient sidewalks and signalized crosswalks are available to assist pedestrian traffic walking between the five parking facilities and the 1681 Lenox Avenue restaurant.

Please give me a call if you have any questions.

**TRAFTECH ENGINEERING, INC.**

Joaquin E. Vargas, P.E.  
Senior Transportation Engineer





**LEGEND**

- 1681 Lenox Ave
- Public Parking
- Safe Pedestrian Access

TOTAL: 562 Pkg Spaces

**Parking Garage  
(300 Spaces)**

700 ft

**Parking Lot  
(34 Spaces)**

1,050 ft

**Parking Lot  
(86 Spaces)**

300 ft

**PROJECT SITE**

150 ft

**Parking Lot  
(106 Spaces)**

200 ft

**Lincoln Road Mall**

**17th Street**

**Alton Road**

**Lenox Avenue**



**Availability of Publicly Accessible Parking  
(4 Surface Lots and 1 Parking Garage)**

**FIGURE 2**  
1681 Lenox Avenue  
Miami Beach, Florida