

# Courtyard Cadillac Operations Plan



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## I. OPERATIONAL BUSINESS PLAN

HHLP Miami Beach Associates, LLC, as the property owner, HHLP Miami Beach Lessee, LLC, as the current tenant of the hotel and hotel operator, and 3921 Collins Avenue, LLC, as the food and beverage operator are all applicants in this application for a Conditional Use Permit for a Neighborhood Impact Establishment (collectively, the “Applicant”).

Hersha Hospitality Management (“HHM”) is an industry leading hotel management, investment, and development firm. HHM’s portfolio includes over 125 full service, select service, and extended-stay hotels in the United States, which include several well-known hotels in Florida, including Parrot Key Resort in Key West and The Ritz Carlton Coconut Grove, Miami.

Stefano Frittella, a well-known restaurant operator, who is the Manager of 3921 Collins Avenue LLC, will run the food and beverage operations of the Hotel, which consist of the restaurant space along Collins Avenue, tiki bar, lobby bar, and pool areas.

The Courtyard Cadillac Hotel was been owned and operated by HHM as an upscale family resort since 2011. During that time, Carrabba’s Italian Grill has operated the restaurant space located at the south end of the Hotel. 3921 Collins Avenue LLC will operate the restaurant space along with the various food and beverage operations of the Hotel.

The Applicant will operate La Trattoria, an Italian style restaurant in the space previously known as Carrabba’s and will also operate the food and beverage operations at lobby bar, the tiki bar, and pool areas. Both the restaurant and the lobby bar will be open to the public during the hours of operation referenced below. The tiki bar will be open to the public during its daytime hours as the Applicant anticipates that the majority of patrons frequenting the tiki bar (who are not guests of the Hotel), will be beachgoers who will enter the tiki bar directly from the beach access. The pool areas and the corresponding amenities are only open to guests of the Hotel.

Copies of the restaurant’s and tiki bar’s proposed menu are included with the application materials.

The hours of operation will be vary for each food and beverage area as follows:

- The restaurant hours will be from approximately 7:00 a.m. to 11:30 a.m. to serve breakfast and will re-open from 6:00 p.m. to 12:00 a.m. for dinner service.
- The tiki bar, which is open to the public during the daytime, will operate from approximately 11:00 a.m. to 10:00 p.m.
- The lobby bar hours will be from approximately 6:00 a.m. to 2:00 a.m.
- The pool bar hours will be from approximately 10:00 a.m. to 12:00 a.m. and is only open to guests of the hotel.

The food and beverage operations will employ approximately thirty-five (35) employees and the Hotel employs approximately one hundred and twelve (112) employees.

## **II. PARKING PLAN**

The Applicant's patrons will be serviced by the Hotel's existing valet parking company, USA Parking. USA Parking 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 restaurant patrons. However, even considering those parking accommodations, the venue is located within an area of the City where patrons can easily walk instead of drive (and the applicant anticipates many patrons will walk or take public transportation, such as a taxi).

## **III. CROWD CONTROL PLAN**

As evidenced by the floor plan, the food and beverage areas are designed to accommodate a sufficient number of patrons so that those patrons waiting to gain entry do not have to wait outside. There will be no patron queuing within the public right of way. The restaurant's main entrance is set back away from Collins Avenue under the porte-cochere and hotel guests or those utilizing the lobby bar are also able to access the restaurant from inside the hotel. Therefore, the crowd control plan will rely primarily on queuing patrons inside the restaurant and/or lobby bar of the Hotel.

## **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 will hire security guards for the duration of the event. If after opening there should be a need for daytime security, the Applicant will employ security staff during those times required. The Applicant's staff will specifically enforce patron age restrictions.

## **IV. TRAFFIC CIRCULATION PLAN**

The Applicant has engaged Traf Tech Engineering, Inc. ("Traf Tech") to conduct a valet analysis to confirm and ensure the Applicant the existing valet operations do not have an adverse impact on the immediate neighborhood. Enclosed please find Traf Tech's Valet Analysis, which concludes that the existing valet operation was found to be acceptable from a traffic-engineering standpoint.

Further, the Applicant anticipates many patrons will either walk from nearby hotels, or take public transportation, along with those patrons who are already guests staying with the Courtyard Cadillac Hotel.

## **V. DELIVERY AND SANITATION PLAN**

The Applicant will 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 restaurant will utilize the Hotel's existing loading dock for delivery and receiving, located on the side of the hotel along 40<sup>th</sup> 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.

## **VI. NOISE ATTENUATION PLAN**

A sound study was not required to be submitted with the application as the Applicant is not proposing to have entertainment. The Applicant will play ambient music in the food and beverage areas for its patrons, such as the lobby bar, restaurant, pool areas, and tiki bar. The Applicant will only have a DJ for special events approved under a Special Event Permit by the City of Miami Beach.

# La Trattoria Breakfast

## Breakfast 6am till 12 pm

Continental Breakfast	12
Fresh Bakery, fresh fruit side, marmalades, juice, coffee	
American Breakfast (served with roasted potato)	18
Organic eggs any style, toast, orange juice, coffee. choice of two: bacon, Canadian ham, sausage, bell peppers, mushrooms, zucchini, spinach	
Bakery basket (5 pcs)	4
JUICE apple, tomato, grapefruit, orange or cranberry	5
Seasonal fruit plate, cottage cheese	8
Side of fruit, choice of 1 fruit :papaya, cantaloupe melon, watermelon, pineapple	7
Organic oat meal cooked with water or milk, banana, pecan	8
Organic granola or selection of organic cold cereals with regular or fat free milk	5
Organic yogurt	8
Fresh Mix berries	11
All Organic Granola, yogurt, berry parfait, raw Florida honey	11
Scramble eggs sandwich, Swiss cheese, hash brown potatoes, bacon, tomato, avocado	14
Three farm organic eggs any style (served with roasted potato) (Choice of two: bacon, Canadian ham, sausage, bell peppers, mushrooms, zucchini and spinach)	13
Omelet with roasted ham, mozzarella cheese, roasted potatoes	13
Eggs Benedict, Canadian ham, English muffin	17
Corned beef hash, eggs any style	21
8 oz Harris Ranch NY Steak and eggs, potatoes, asparagus	25
Egg's white omelet, asparagus, low fat cheese	11
Wild smoked salmon on Poppy seed bagel, with capers, onion, tomato and cream cheese	19
French toast Challah bread	14
Belgian waffle, homemade, whipped cream, blueberry	13
Pancakes, homemade, served with banana and strawberry on top, maple syrup	12

• <b>Fresh squeeze Orange juice</b>	<b>9</b>
• <b>Mix berry, blackberry, strawberry,blueberry,with milk or water</b>	<b>9</b>
• <b>Green apple and pineapple</b>	<b>9</b>
• <b>Trattoria green, celery, green apple and fennel</b>	<b>9</b>
• <b>Cantaloupe and water melon</b>	<b>9</b>
• <b>Carrot and fresh squeeze orange juice</b>	<b>9</b>

Café au lait	5
Cappuccino	5
Caffe' regular or decaf	5
Espresso solo	5
Espresso doppio	7
Hot Colombian chocolate	5
Tea Forte selection	5
Vanilla frappuccino	5
Mocha frappuccino	5

### We are proud to offer Caffè ' Vergnano

Dear customer:

To ensure you have a great experience at our restaurant we would like to share some of our policies with you.

Please be aware of signs and posted menu offers before making your selection.

We are unable to combine promotions. Drink refills will be charged.

Unfortunately our POS system does not allow more than 3 ways payment.

Please ask your server for any question regarding charges, promotions, and portion size.

Be ready to show I.D. for alcoholic drinks and credit card payments.

Thank you for choosing us.

Taxes not included in Prices.

**Taxes not included in Prices.20% Gratuity Is Included**

Consuming raw or undercooked meats, poultry, seafood, shellfish, oysters or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

## **La Trattoria Fall-Winter 2017**

### **STARTERS**

Cerignola mixed olives 7  
Wood oven roasted bruschetta, garlic, tomato, evoo 9  
Eggplant Parmigiana, tomato, mozzarella, parmesan 13  
Calamari deep fried, marinara and tartar sauce 15  
Mussels P.e.i. , marinara sauce 17  
Shrimp cocktail, home made cocktail sauce 17  
Burrata cheese, tomato, basil, extra virgin olive oil 19  
Angus beef carpaccio, arugula, Parmesan cheese 15  
Fresh tuna carpaccio, avocado, baby greens, lemon 17  
Salmon carpaccio, baby green, orange, capers, Taggiasca olives 17

### **SALUMAIIO**

Slate board: bresaola, culatello, mortadella, salame felino, San Daniele ham 22  
The board: Asiago, gorgonzola, Parmesan, Pecorino, Burrata 18

### **SOUPS**

Minestrone Tuscany style soup 9  
Lobster bisque, fresh crab 11  
Seafood soup, clams, mussels, shrimp, baby squid, bay scallops, basil, tomato 23

### **SALADS**

Buffalo mozzarella Caprese, tomato, olives 15  
House salad, baby greens, cherry tomato, extra virgin olive oil, balsamic vinegar 9  
Caesar, romaine lettuce, Caesar dressing, crispy croutons 11  
Cobb, lettuce, avocado, tomato, blue cheese, egg, bacon, chicken, ranch dressing 17  
Greek, mix greens, bell peppers, cucumber, red onion, feta cheese, Kalamata olives 17  
Seafood salad, shrimp, bay scallops, squid, crab, avocado, tomato, lettuce 23  
Crab and lobster salad, cucumber, avocado, lettuce 29

Add : Shrimp 8, Grilled tuna 8, Crab 12, Organic chicken 8, Grilled steak 8

## **PASTAS**

Penne Arrabbiata, garlic, red crushed pepper, tomato, green olives 17  
Fettuccine Alfredo, butter, cream, Parmesan 17  
Spaghetti Carbonara, bacon, egg-yolk, Parmesan 21  
Gnocchi, four cheese, asiago, parmesan, taleggio, gorgonzola 23  
Spaghetti Fradiavolo, spicy tomato sauce, shrimp 23  
Tortelloni Lobster, lobster chunk, shallots, parsley, tomato, cream 33  
Tagliatelle Bolognese, D.o.p. 21  
Ravioli mushrooms, black truffle butter, Parmesan 27  
Lasagna Bolognese, meat sauce, Parmesan 17

Add: Shrimp 8, Grilled tuna 8, Crab 12, Organic chicken 8, Grilled steak 8

Farabella Gluten Free available – Whole Wheat Available

## **SHELLFISH**

Raw

\*12 oysters of the day 44

\* wild tuna tartare, meyer lemon, soy, avocado, cilantro 28

Cold

1 lb wild king crab 44

Broil

5 oz. lobster tail 16

12 oz. lobster tail 34

1.5 lb. Maine lobster 44

## **PIZZAS**

Margherita, tomato sauce, mozzarella, basil 10

Briscola, tomato sauce, mozzarella, arugula, San Daniele ham 14

Vero Pepperoni, tomato sauce, mozzarella cheese 12

Genovese, pesto, mozzarella, arugula, Parmesan cheese 14

Pugliese, Nduja, tomato, mozzarella, pecorino Toscano 14

## **MAIN COURSES**

Chicken Parmigiana, tomato sauce, mozzarella and spinach linguine 23

Chicken Milanese, arugula, pomodorini, Parmesan cheese 21

Beef Filet, 8 oz. potatoes gratin and peppercorn sauce 37

New York steak, 12 oz. broccoli, fingerling potatoes 39

Rib Eye, 22 oz. bone in, mashed potatoes, asparagus 43

Mahi Mahi, Sicilian olives, capers, basil, mashed potatoes 25

Faroe Islands Salmon, grilled, seasonal vegetables, pesto rosso 33

Tuna, yellow fin, artichokes, tomato, basil 33

Branzino, Mediterranean sea-bass, Livornese style, seasonal vegetables 37

## **SIDES**

Fries 5

Youkon mashed potatoes 5

Seasonal vegetables 7

Broccoli 5

Grilled asparagus 7

Sauteed mushrooms 7

## La Trattoria Fall-Winter 2017

### TIKI BAR & POOL MENU'

#### **BAJA GUACAMOLE 11**

AVOCADO, JALAPENO, CILANTRO, TOMATO, LIME, TORTILLAS

#### **BEACH SIDE BUFFALO WINGS 13**

CELERY, BLUE CHEESE

#### **SHRIMP AND CHORIZO NACHOS 13**

BLACK BEANS, CHEDDAR, SOUR CREAM, CILANTRO, JALAPENO, LIME

#### **CALAMARI DEEP FRIED 15**

MARINARA AND TARTARE DIP

#### **SHRIMP COCKTAIL 17**

HOME MADE SAUCE

#### **CAESAR SALAD 13**

FOCACCIA CROUTONES, ASIAGO CHEESE

#### **BEACH COBB SALAD 17**

LETTUCE, AVOCADO, TOMATO, BLUE CHEESE, EGG, BACON, CHICKEN, RANCH DRESSING

#### **FRIED GROUPER TACOS 15**

BAJA SLAW, PICO, MEXICAN CHEESE, SALSA

#### **STEAK ASADO TACOS 17**

BLACK BEANS, CORN, SALSA, MONTEREY CHEESE

#### **BLACK ANGUS CHEESEBURGER 15**

AMERICAN CHEESE, LETTUCE, TOMATO, PICKELS, FRIES

#### **CRISPY FRIED CHICKEN SANDWICH 15**

BAJA SLAW, CHIPOTLE SAUCE, AVOCADO, TOMATO, CHIPS

#### **CLUB SAND-BEACH 15**

TURKEY, HAM, SWISS CHEESE, AVOCADO, TOMATO, MAYO, FRIES

#### **HOME MADE ORGANIC VEGGY BURGER 15**

HOUSE SALAD, QUINOA

#### **SOUTHERN FRIED SHRIMP 17**

FRIES, ISLAND SAUCE

#### **TEXAS BBQ RIBS 19**

FRIES, SPICY MANGO SALAD, LIME

#### **FETTUCCINE ALFREDO, CAJUN CHICKEN 17**

BUTTER, CREAM, PARMESAN

#### **PIZZA MARGHERITA 15**

TOMATO, FRESH MOZZARELLA, BASIL

#### **PIZZA VERO PEPPERONI 15**

TOMATO, FRESH MOZZARELLA

#### **FLAT BREAD GENOVESE 17**

PESTO, MOZZARELLA, ARUGULA, PARMESAN CHEESE

**Add : Shrimp 8, Grilled tuna 8, Crab 12, Organic chicken 8, Grilled steak 8**