

THE CLOUD ONE

HOTELS

1515 WASHINGTON AVENUE
MIAMI BEACH, FLORIDA, 33139

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A new brand, a new city, a new travel experience: The Cloud One Hotels is here - to redefine the budget luxury hospitality experience.

The Cloud One Hotels are for those who seek both the extraordinary and the authentic. For travellers who want to fully immerse themselves in a city. For all of those who want to live experiences and not just tick off a bucket list.

The Cloud One is at the heart of it all, delivering something special. A place that is open to all. Made to inspire and thoughtfully designed to care for our environment. Urban and local, created to absorb and breathe the energy of a destination...



BRAND VALUES:



INDIVIDUALITY

Every journey and every traveller is unique. We design our hotels with this in mind. With selected collaborations, exciting events and individual interiors, each The Cloud One Hotel tells its very own locally inspired story.



EXPERIENCES

We celebrate experiences - in our hotel and around it. Our staff are happy to share their inside tips with you. Exclusive wine bar, stocked by the US Sommelier of the Year 2022 with a selection of first-class organic US wines. Mix in some authentic Miami sounds from local DJs when the sun sets.



SUSTAINABILITY

A little bit of sustainability is not enough for us: at The Cloud One Hotels, it is at the forefront of everything we do - from bathroom products and organically sourced produce, to sustainable design to energy use.



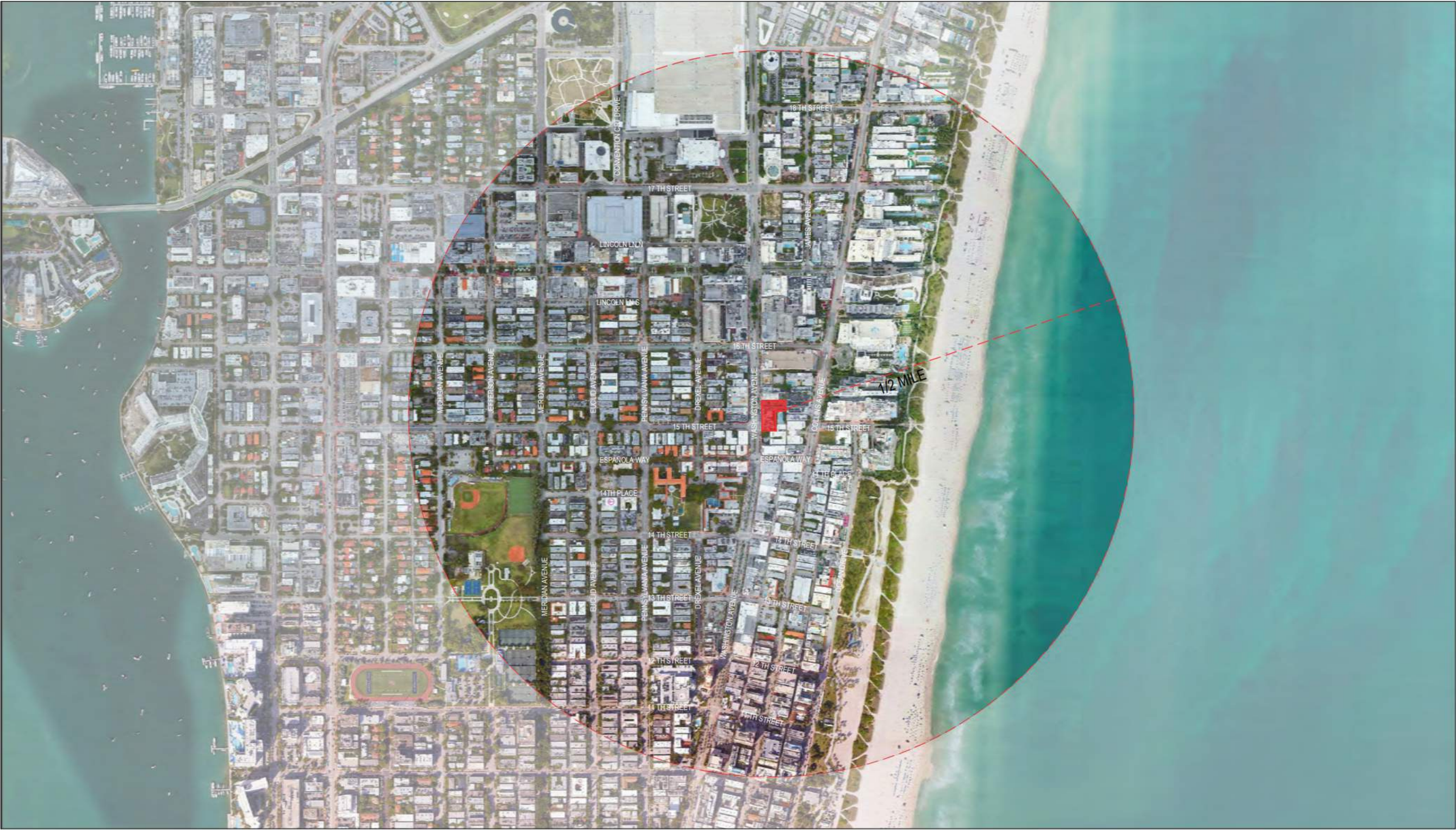






SITE: LOCATION MAP

1515 Washington Avenue Hotel Development





SITE: SOUTH ELEVATION and MASSING VIEW

1515 Washington Avenue Hotel Development



SITE: EAST ELEVATION and MASSING VIEW

1515 Washington Avenue Hotel Development

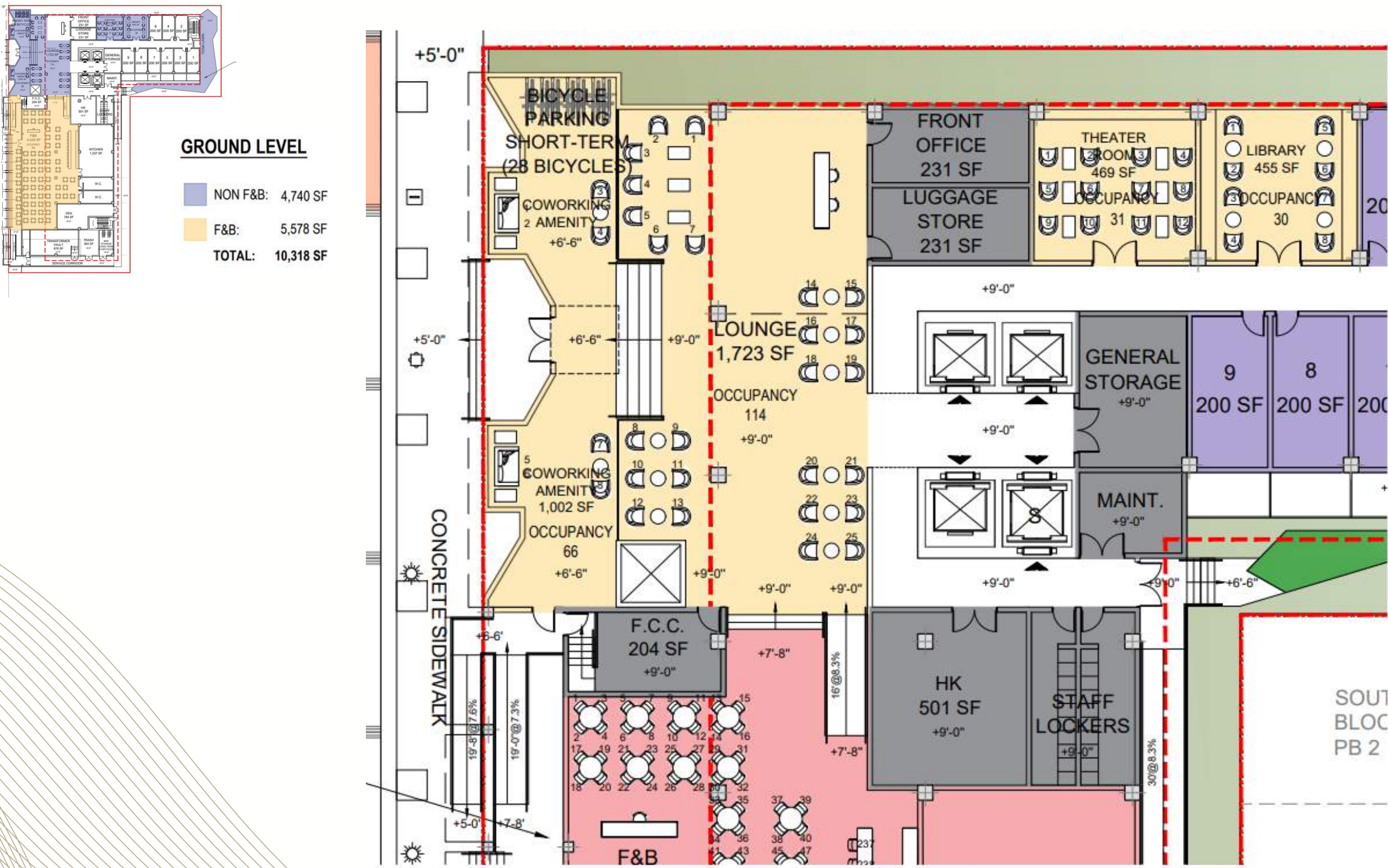


SITE: NORTH ELEVATION and MASSING VIEW

1515 Washington Avenue Hotel Development



GROUND FLOOR



GROUND FLOOR

RESTAURANT

Restaurant serving lunch and dinner. Public entry through Washington Avenue and from lobby for hotel guests.

Operator: TBD (3rd Party Lease)

Concept: TBD

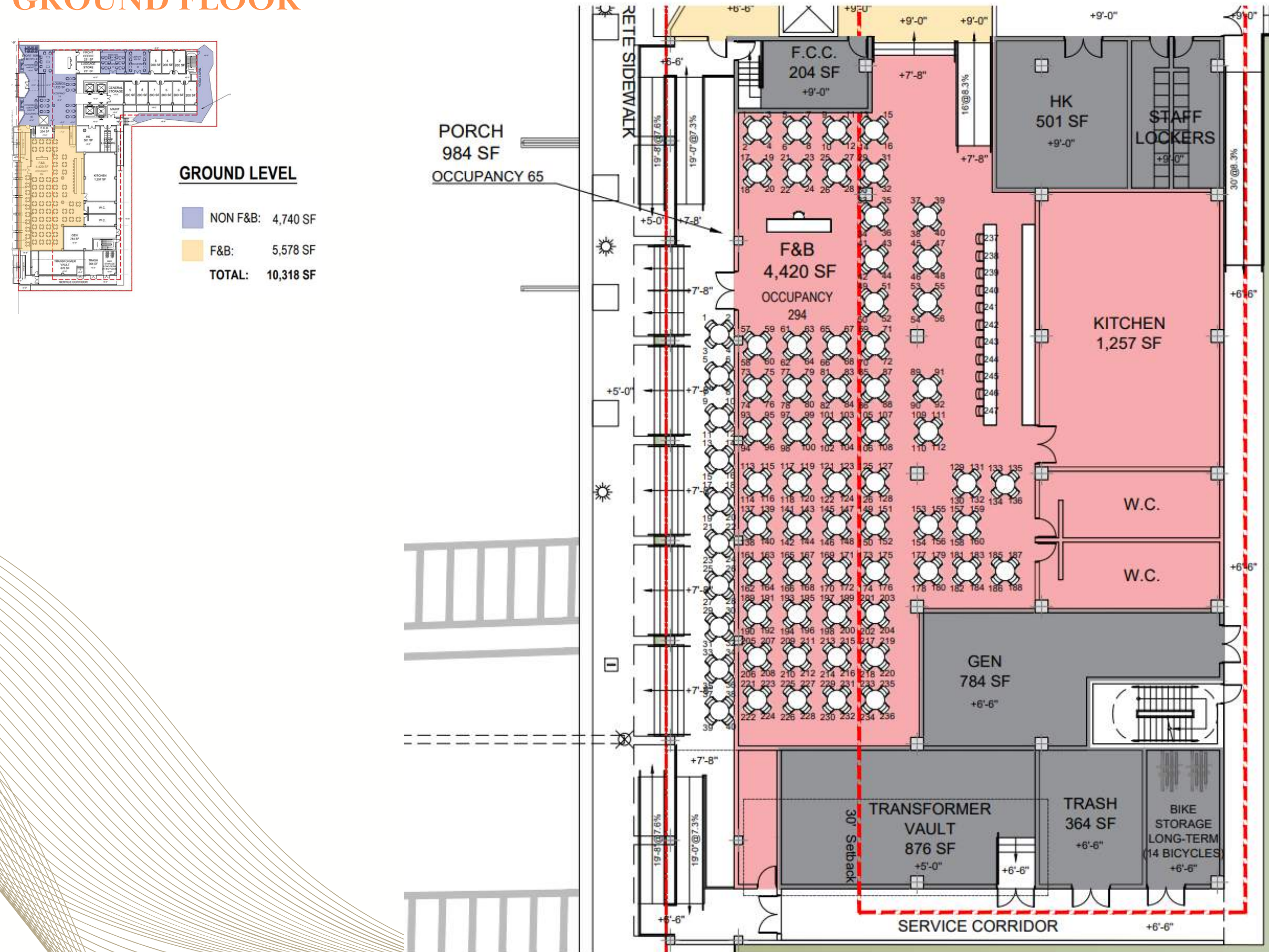
Employees: est. 35

Occupancy: Interior: 294
Porch: 65 **TOTAL: 395**
**Based on code occupancy per sf*

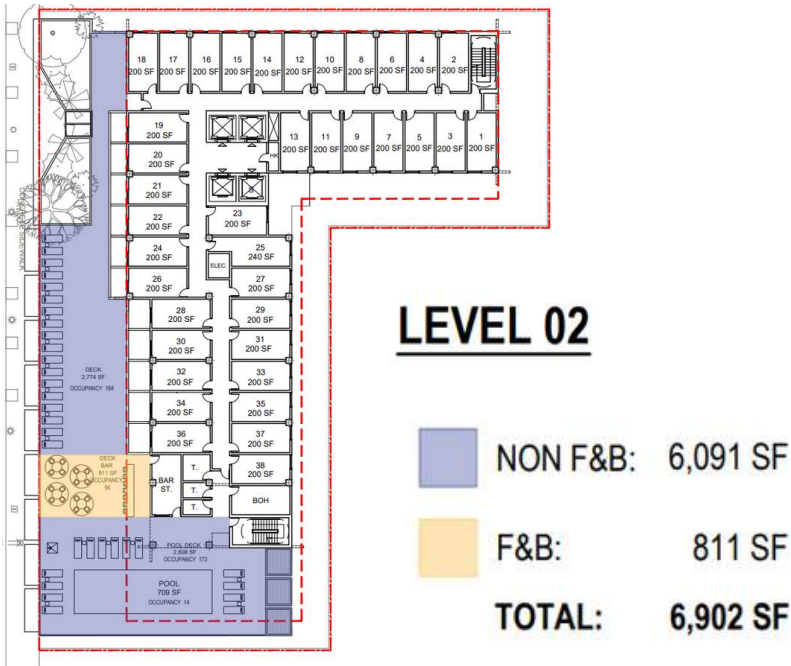
Seats: Interior: 247
Porch: 40 **TOTAL: 287**

Hours of Operation:
Indoor: 12PM - 2AM
Outdoor: 12PM - 2AM

Hours of Entertainment:
No live entertainment, Ambient background music only



LEVEL 2



POOL DECK

Limited to hotel guests only. Access only via room key card through hotel corridor. F&B service provided by the bar, operated by the hotel.

Loudspeakers: 6" bass drivers or smaller (low mounted, no subwoofers).

Operator: The Cloud One Hotels

Concept: Active pool environment

Employees: 5

<u>Occupancy:</u>	Pool Deck:	173
	F&B Deck:	54
	Sun Deck:	184
	Pool:	14
	Cabanas:	6 (2 per cabin)
	TOTAL:	431

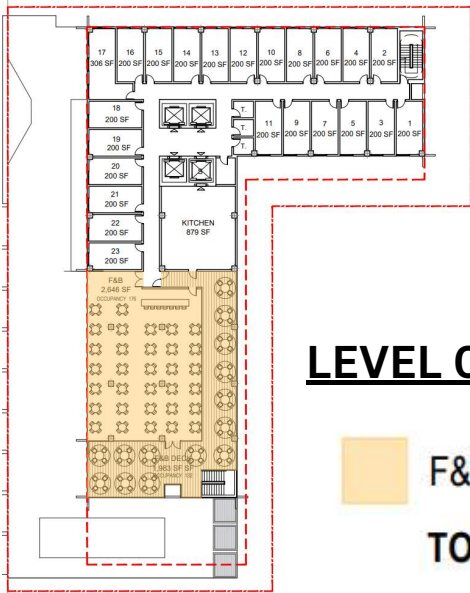
*Based on code occupancy per sf

<u>Seats:</u>	Pool Deck:	32
	F&B Deck:	23
	Cabanas:	6 (2 per cabin)
	TOTAL:	61

Hours of Operation: 8AM - 8PM

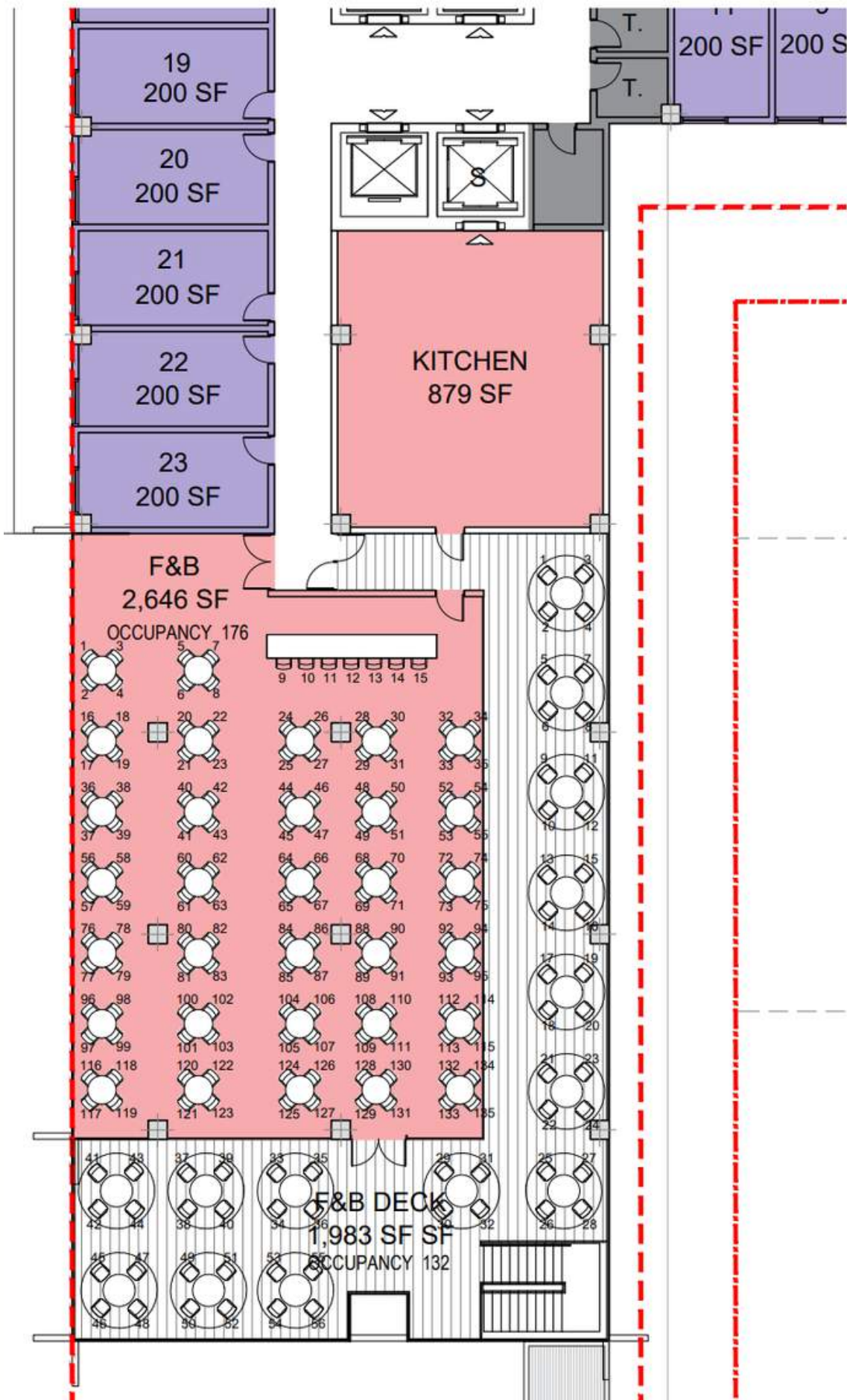
Hrs. of Entertainment:
Ambient background music only

LEVEL 7



LEVEL 07

F&B	4,629 SF
TOTAL:	4,629 SF



ROOFTOP LOUNGE

Indoor and Outdoor venue for serving hotel breakfast and limited all day dining. Access through hotel elevators. Public access only after 5PM.

Sliding glass doors seperate lounge from terrace. Terrace will be covered by trellis sun shade pannels.

Operator: The Cloud One Hotels

Employees: 15

Concept: Hotel Lounge

Occupancy (based on code occ. per sqft):
Interior: 176
Exterior: 132 **TOTAL: 308**

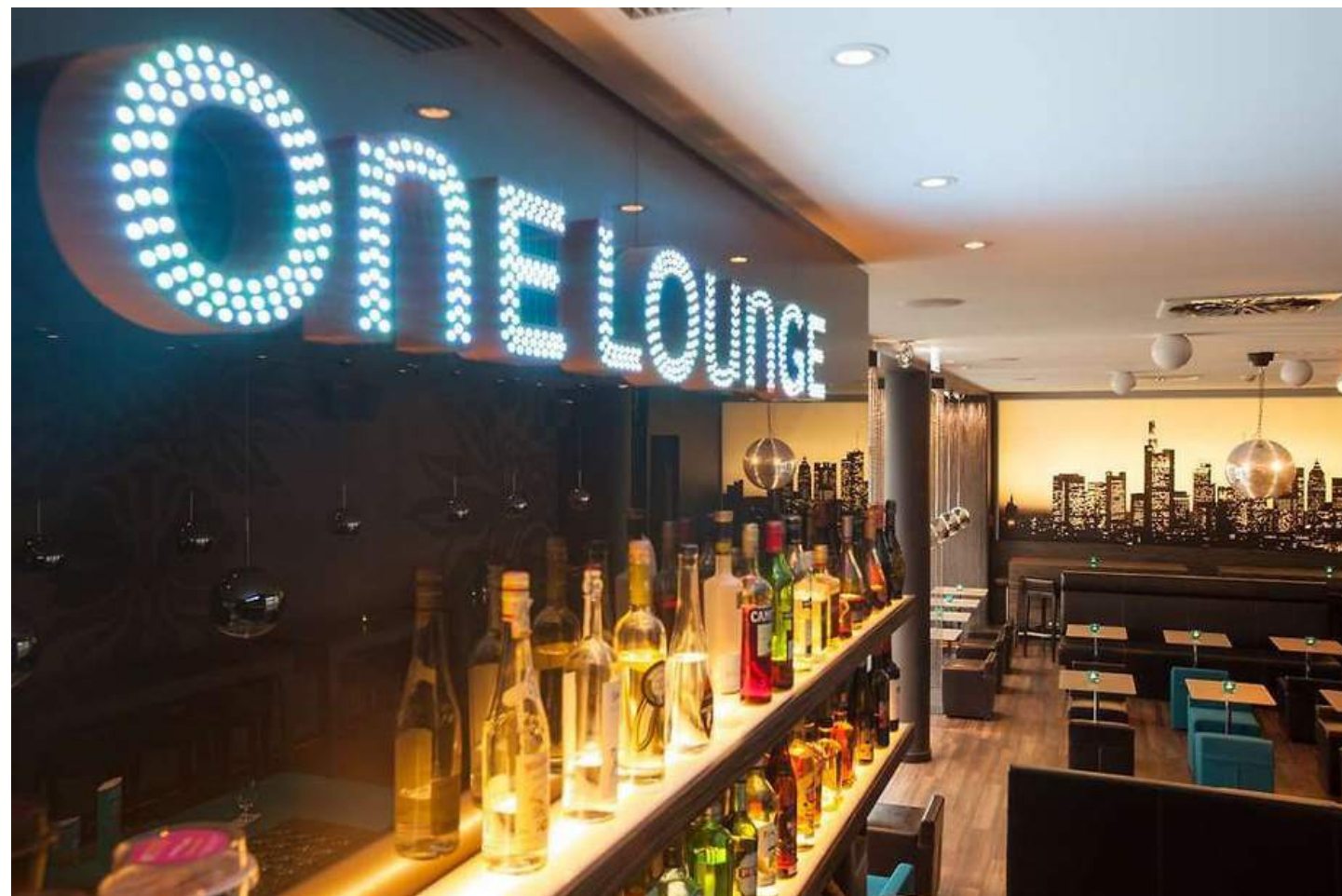
Seats: Interior: 135
Exterior: 56 **TOTAL: 191**

Hours of Operation:
Indoor: 7AM - 2AM
Outdoors: 7AM - 12AM

Hrs. of Entertainment:
Ambient background music only. No subwoofers, low mounted speakers.

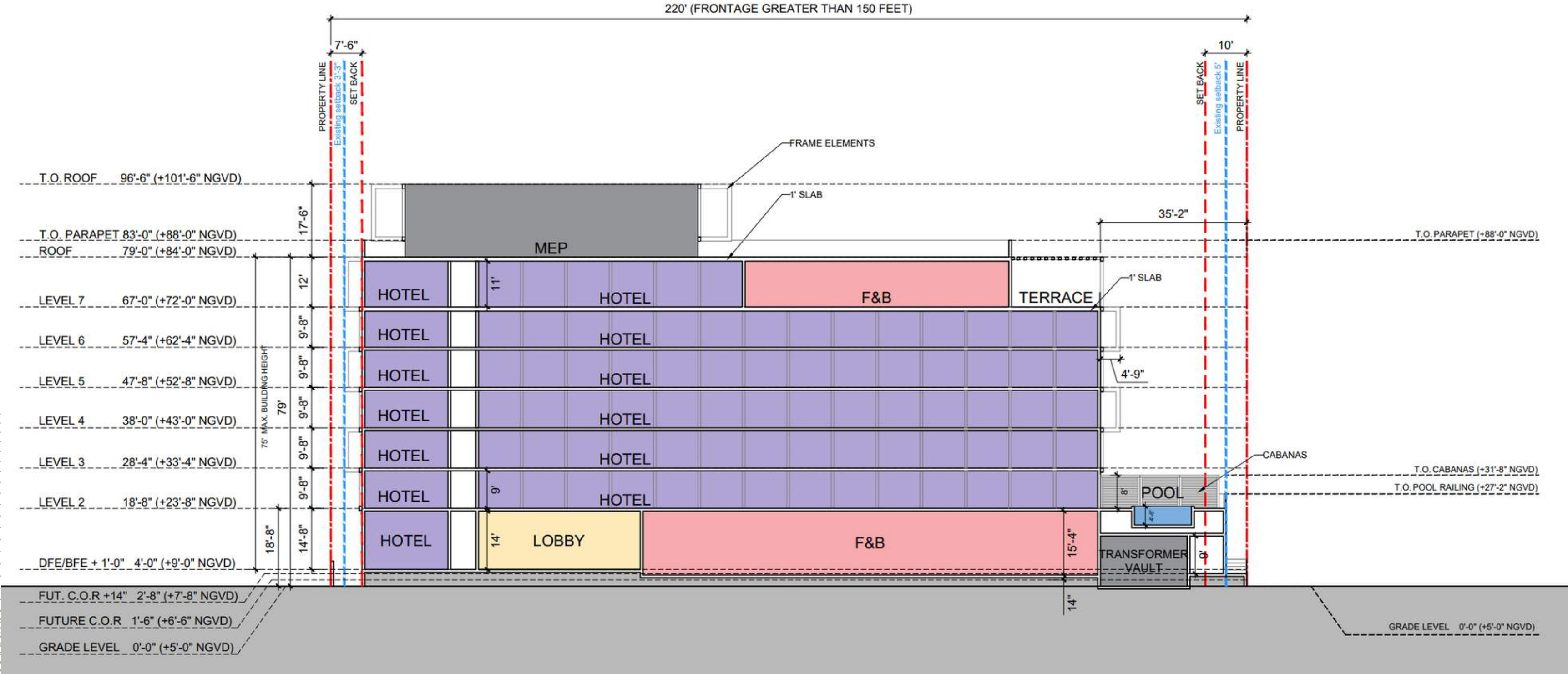
ROOFTOP LOUNGE IMPRESSIONS

1515 Washington Avenue Hotel Development



AMENITIES BREAKDOWN

TOTAL FIGURES			
	Non-F&B	F&B	Subtotals
Ground	4,740 SF	5,578 SF	10,318 SF
Level 2	6,091 SF	811 SF	6,902 SF
Level 7		4,629 SF	4,629 SF
Total Provided			21,849 SF
Total GSF			106,839 SF
Required (20% of GSF)			21,368 SF
50% from F&B			10,684 SF
Total Provided	10,831 SF	10,684 SF	21,515 SF



VENUE	FLOOR	EMPLOYEES
Lobby and Lounge	Ground Floor	10
Restaurant	Ground Floor	35
Pool Deck	Level 2	5
Rooftop Lounge	Level 7	15

TOTAL: 65

The employee count as noted above is based on high season and high occupancy at any given time.
Employees will be given monthly Miami-Dade County public transportation passes.

THE FOLLOWING GROUPS MAY ACCESS THE HOTEL AND PUBLIC AREAS:

HOTEL GUESTS:

Hotel guests will enter from Washington Avenue, where they may valet their car and be greeted by a hotel bellman who will direct them to the hotel reception. Hotel guests can also access the restaurant from the lobby.

THE PUBLIC:

Restaurant and Bar patrons will arrive in the same fashion as described above for hotel guests, or directly to the restaurant through Washington Avenue.

NOTES:

The Rooftop Lounge may also be accessed by the public through the hotel lobby and hotel elevators. Public access to the bar lounge only after 5PM.

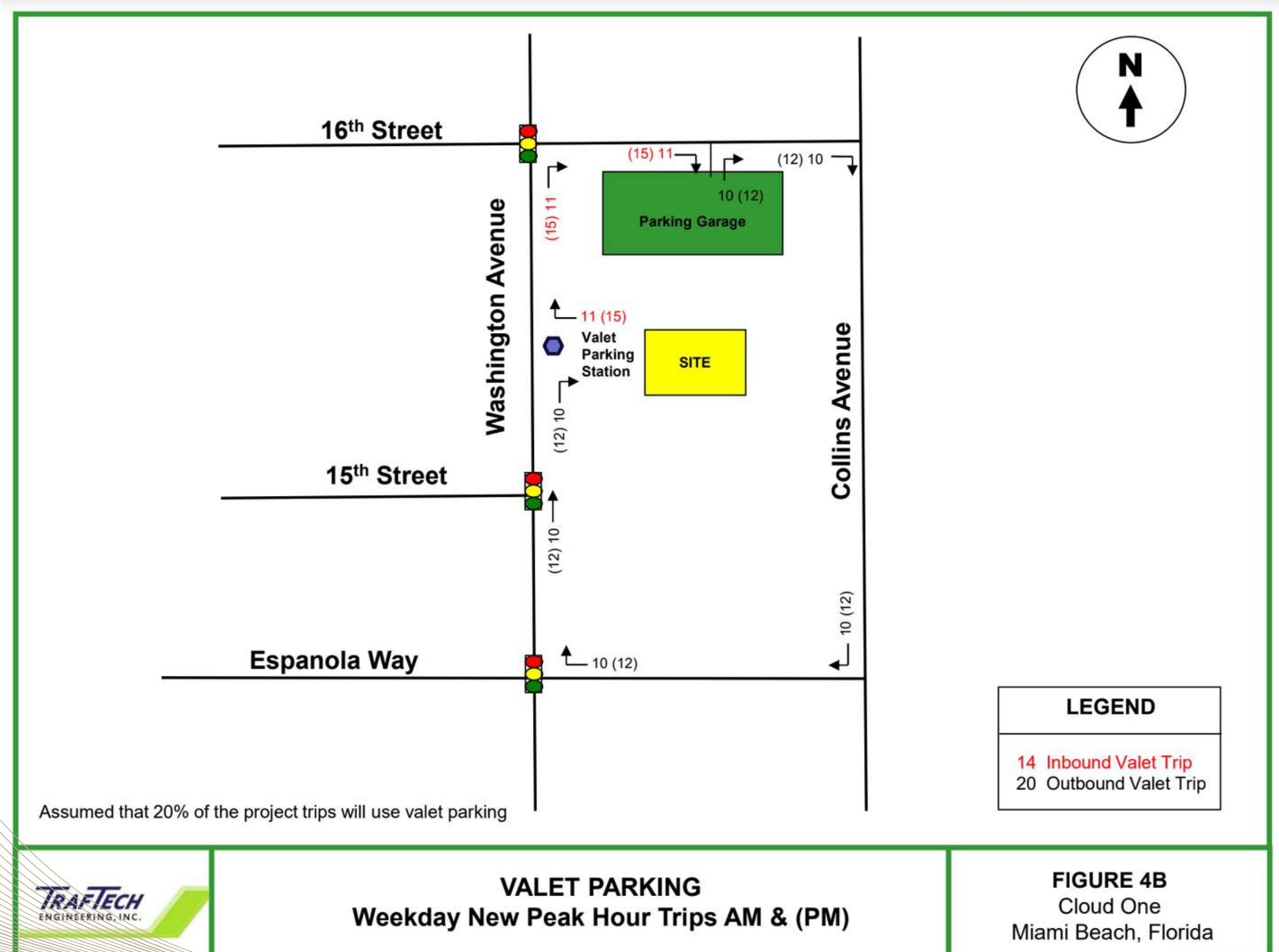
Employees will be given monthly Miami-Dade County public transportation passes.

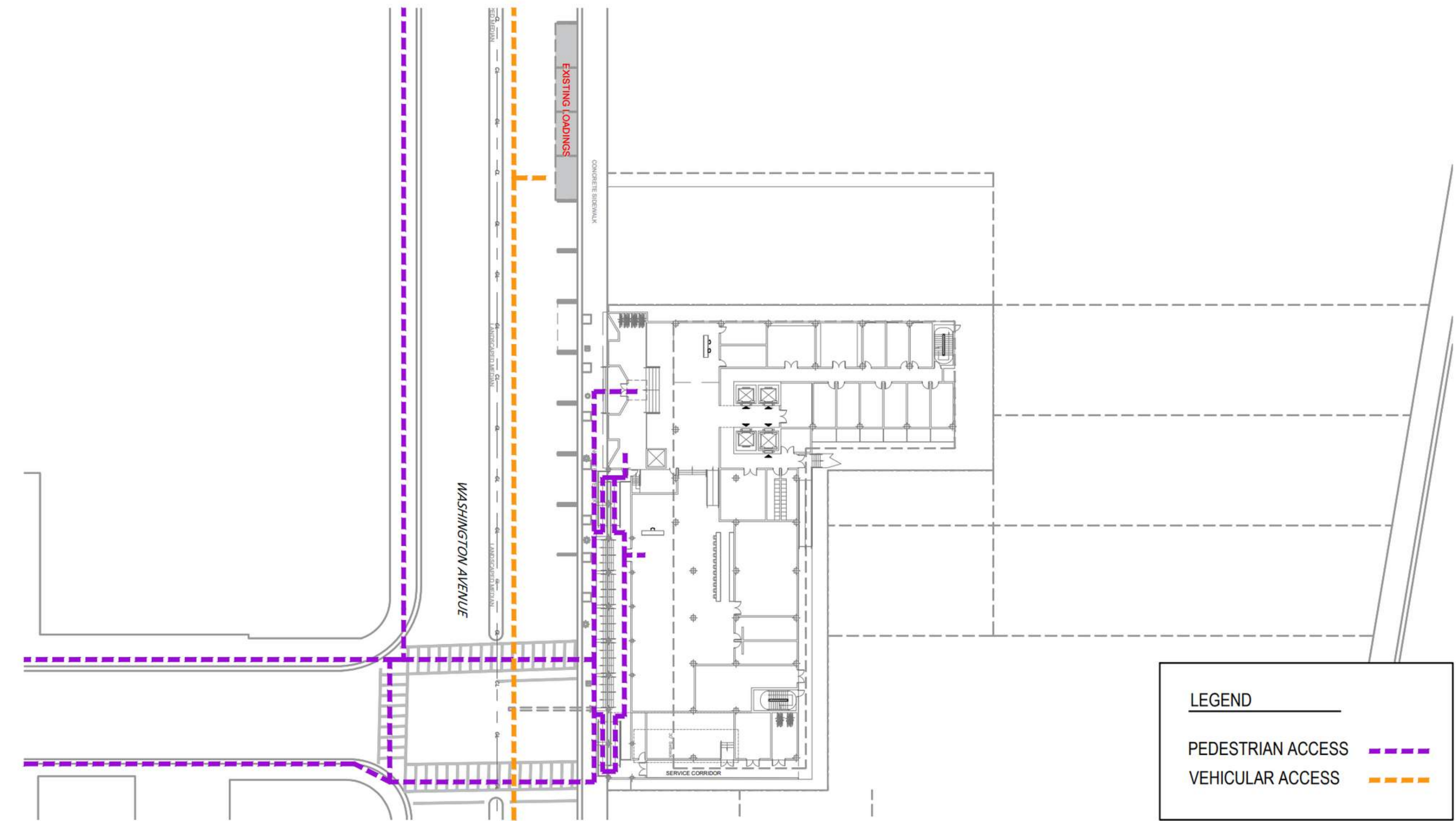
VENUE	FLOOR	INDOOR / OUTDOOR	OCCUPANCY	SEATS	ACCESS	HOURS OF OPERATION
Indoor Restaurant	Ground Floor	Indoor	294	247	Public	12PM - 2AM
Outdoor Restaurant	Ground Floor	Outdoor	65	40	Public	12PM - 2AM
Sky Lounge	Level 7	Indoor	176	135	Public after 5PM	7AM - 2AM
Sky Lounge	Level 7	Outdoor	132	56	Public after 5PM	7AM - 12AM

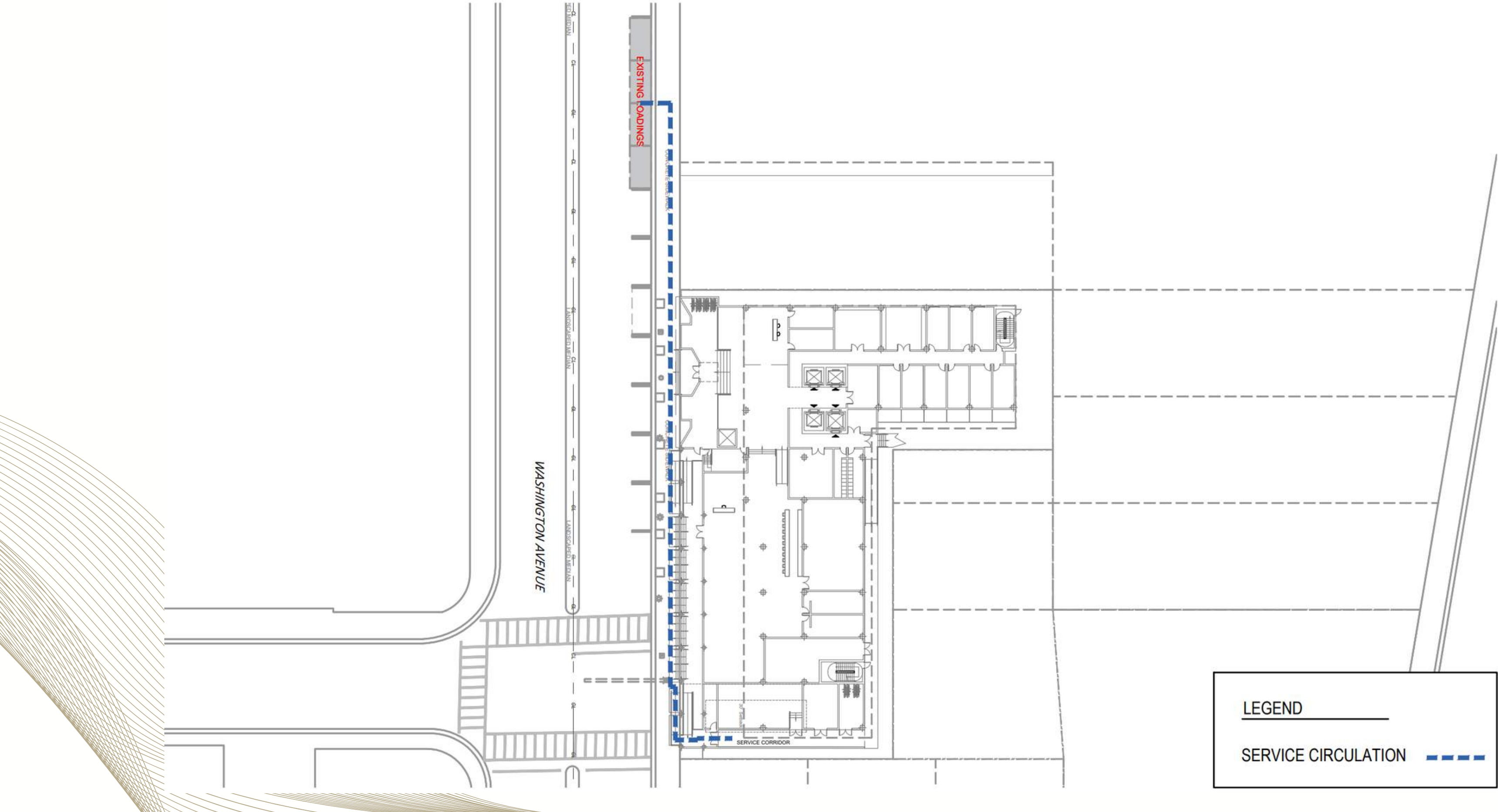
TOTALS:

667

478







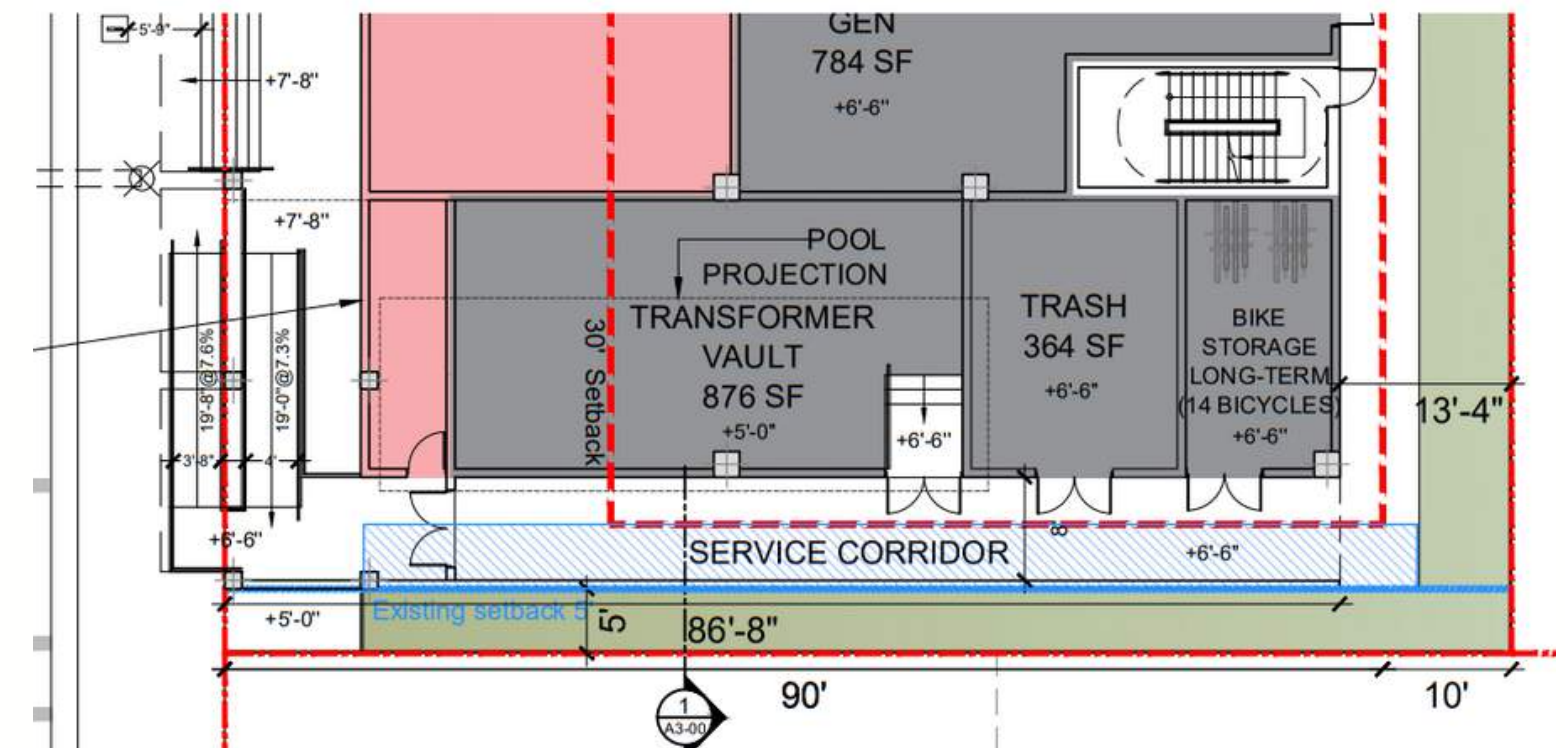
IN AN EFFORT TO ENSURE MINIMAL IMPACT ON LOCAL RESIDENTS, HOTEL GUESTS AND STREET TRAFFIC, THE FOLLOWING PROCEDURES WILL TAKE PLACE:

DELIVERIES:

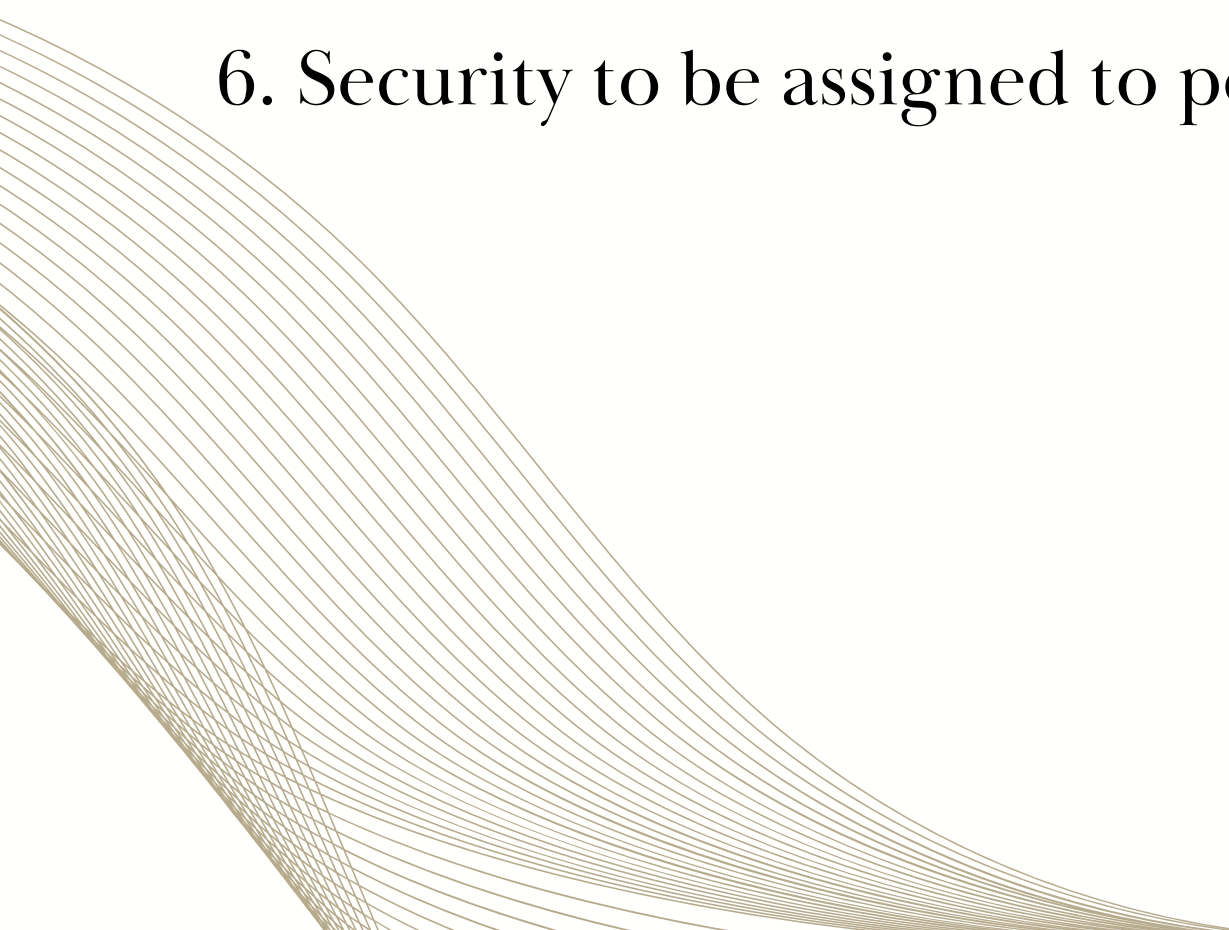
- The Project has been designed to accomodate large and small scale deliveries.
- Large deliverues will be accomodated in a designated loading area on Washington Avenue.
- Small deliveries will be accomodated in the 110 foot loading area on the southern perimeter.
- No deliveries will take place earlier than 6AM.

REFUSE & RECYCLYING

- Refuse and Recycling will be no earlier than 8AM.
- Allocated trash disposal and collection areas. Collection accessible via the southern service corridor from Washington Avenue (see diagram)



PURSUANT TO THE POLICIES OF THE HOTEL, ALL SECURITY WILL BE ADMINISTERED BY HOTEL MANAGEMENT AND THE FOLLOWING MEASURES WILL BE IMPLEMENTED:

1. Security will be present 24-hours a day.
 2. Security cameras will be located at the major entrance and exit points of the property.
 3. Security cameras will be installed to monitor all points of sale.
 4. Security cameras will be installed in elevators to monitor guest flow.
 5. Extra security will be scheduled on high occupancy days.
 6. Security to be assigned to pool deck as required.
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- Loudspeakers for audio playback shall use 6” bass drivers or smaller, be mounted as low as possible, and distributed, keeping individual sound levels low. Subwoofers will not be used on the Pool Deck or Roof Lounge.
- A digital tamper-resistant sound level input limiter will be installed and configured after on-site sound level calibration to ensure that the calibrated level is never exceeded. This limiter and output gain settings will only be accessible by corporate management and will have no local operational access.
- Sound will be directed away from the neighbors to the south, 1455 and 1447 Washington Ave. The sound level in the outdoor areas will kept sufficiently low to not disturb the peace of these buildings. (see table i)
- The ambient, environmental background sound level on Washington Ave. is approximately 60 dBA. The audio playback systems will not impact this level.
- No sound will impact the environment or other establishments

Table i – Suggested Sound Level Maximum Level Limitation							
(Leq “average” sound level)							
Area	31.5 [Hz]	63 [Hz]	125 [Hz]	250 [Hz]	500 [Hz]	Overall [dBA]	Overall [dBC]
Level 2 Pool Deck	-	70	70	70	70	73	77
Level 2 Restaurant	-	72	72	72	72	75	79
Level 8 Rooftop Lounge	-	72	72	72	72	75	79

CONDITIONAL USE PERMIT SUMMARY

1515 Washington Avenue Hotel Development

VENUE	FLOOR	INDOOR / OUTDOOR	CAPACITY	PUBLIC / HOTEL ONLY	HOURS OF OPERATION	HOURS OF ENTERTAINMENT	ENTERTAINMENT
Lobby	Ground Floor	Indoor	241	Hotel Guests	7AM-2AM	N/A	Ambient Music Only
Indoor Restaurant	Ground Floor	Indoor	294	Public	12PM - 2AM	N/A	Ambient Music Only
Outdoor Restaurant	Ground Floor	Outdoor	65	Public	12PM - 2AM	N/A	Ambient Music Only
Pool Deck	Level 2	Outdoor	173	Hotel Guests Only	8AM -8PM	N/A	Ambient Music Only
F&B Deck	Level 2	Outdoor	54	Hotel Guests Only	8AM-8PM	N/A	Ambient Music Only
Sun Deck	Level 2	Outdoor	184	Hotel Guests Only	8AM-8PM	N/A	Ambient Music Only
Cabanas	Level 2	Outdoor	6	Hotel Guests Only	8AM-8PM	N/A	Ambient Music Only
Pool	Level 2	Outdoor	14	Hotel Guests Only	8AM-8PM	N/A	Ambient Music Only
Sky Lounge	Level 7	Indoor	176	Public after 5PM	7AM - 2AM	N/A	Ambient Music Only
Sky Lounge	Level 7	Outdoor	132	Public after 5PM	7AM - 12AM	N/A	Ambient Music Only

TOTAL: 1,339