



AN ICONIC HOTEL, MIAMI BEACH

1500 COLLINS + 1509-1515 WASHINGTON AVE. MIAMI BEACH, FL 33139
PB Submission **File No. PB23-0625**

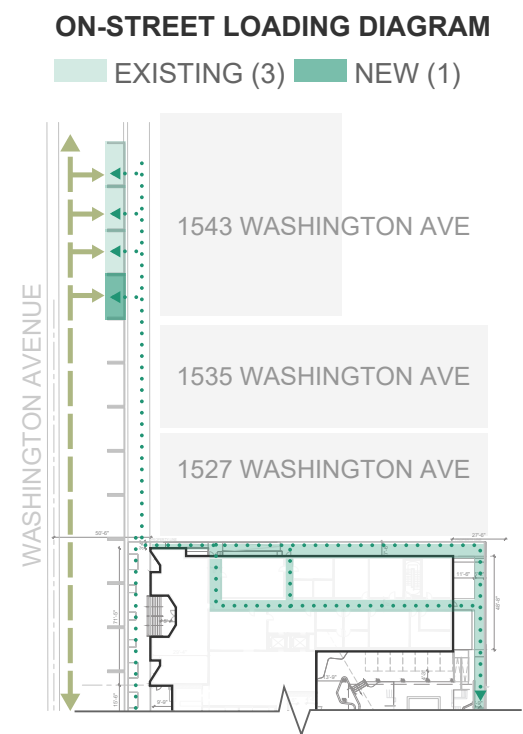
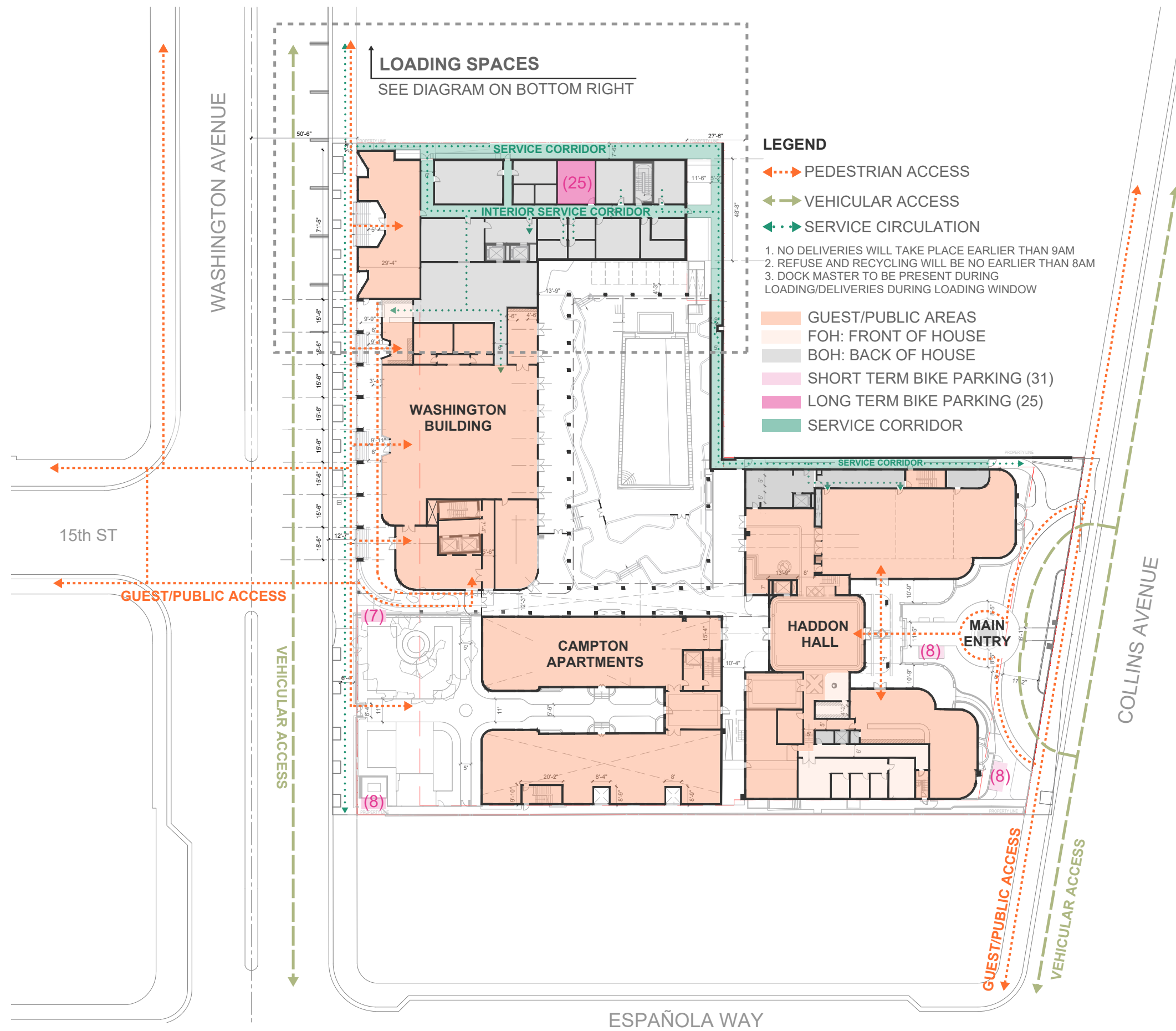
PB HEARING PRESENTATION

JANUARY 07, 2025



Conditional Use Permit

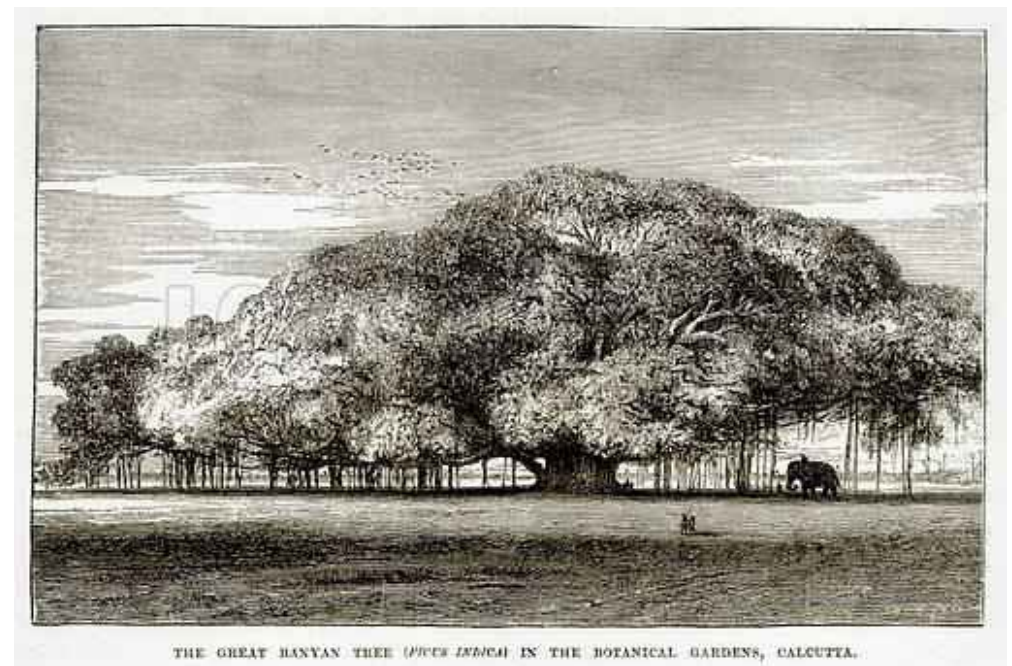
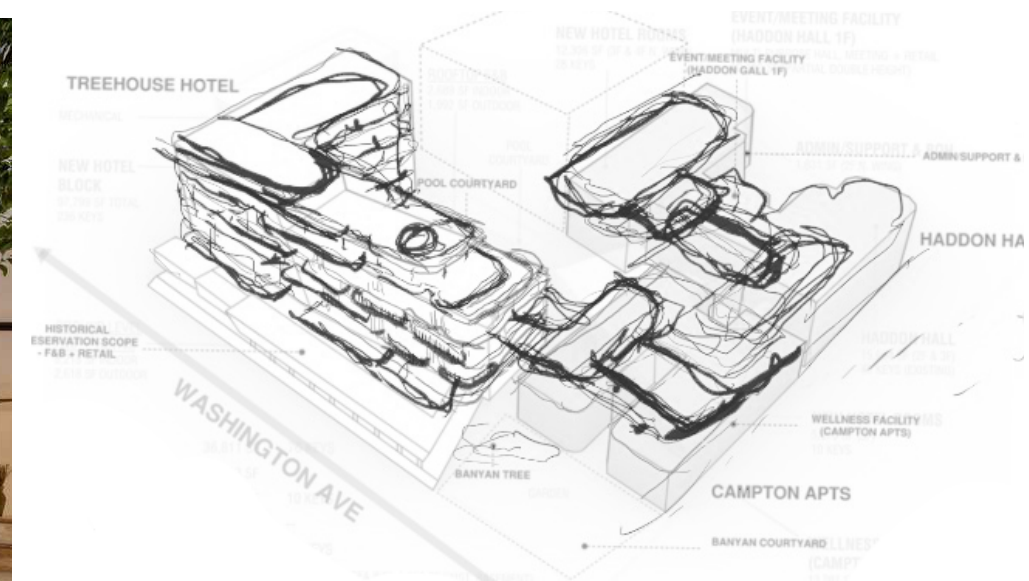
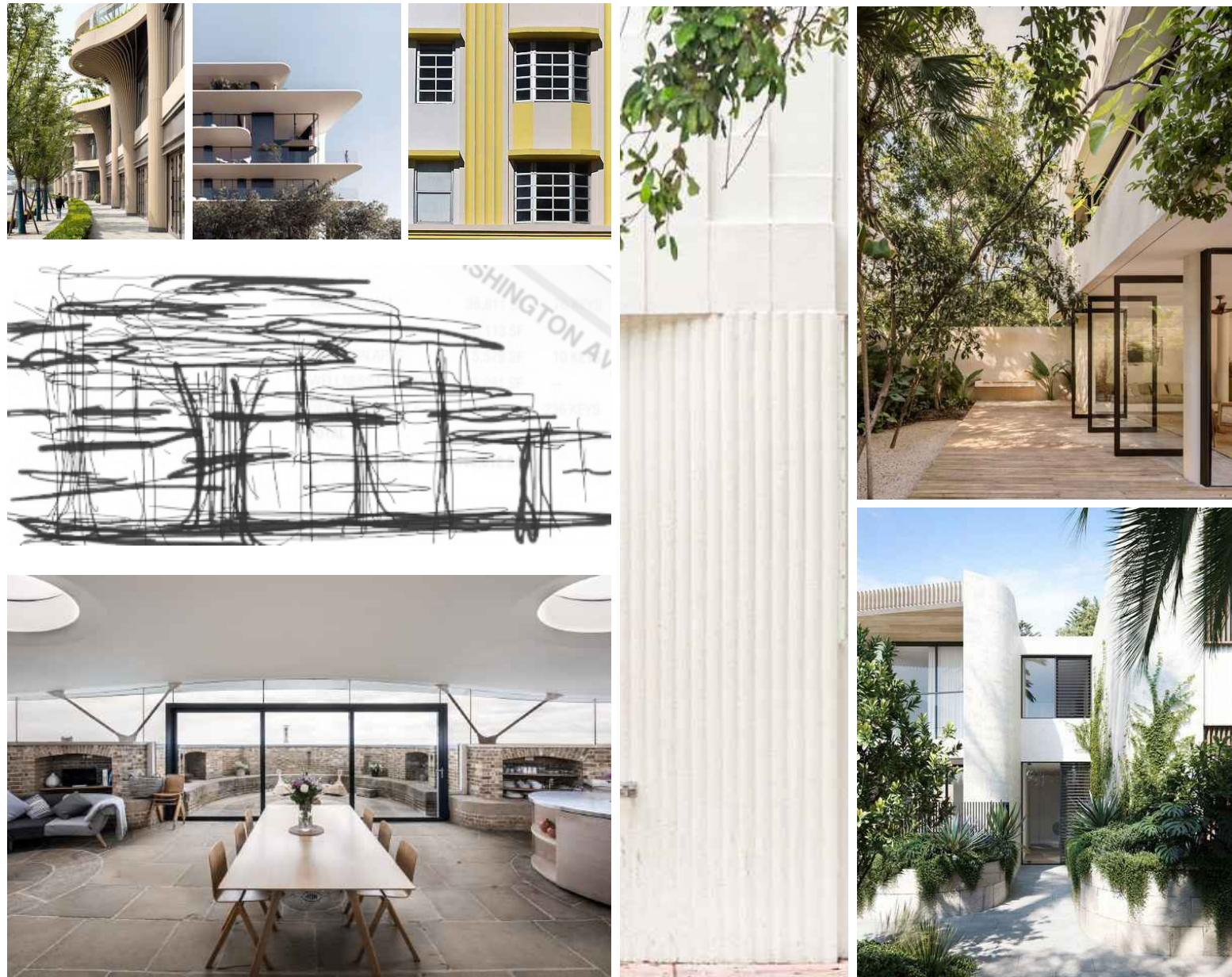
1. New construction exceeding 50,000 square feet in size;
2. Rooftop restaurant within 200 feet of residential uses; and
3. Neighborhood impact establishment for restaurants not also operating as entertainment establishments, with occupancy of 300 or more persons.





Design Narrative

Haddon Hall design in 1939 by Lawrence Murray Dixon is a premium example of Streamline Moderne highlighted by profiles of clean contours and horizontal planes and colorful terrazzo flooring. This stunning example is nestled inside a city and neighborhood layered with a foundation of Spanish Mediterranean architecture like the charming and historic Espanola Way. This new hotel, built in the frame work of the existing Streamline Moderne, will connect and bridge those two worlds in a modern way. Starting with a site foundation that echoes the Spanish foundations of the region, mosaics and colorful patterns layered with the beautiful Terrazzo floors of the existing lobbies. Growing out of this foundation of color and detail a new modern adaptation of Streamline Moderne will extend and link the individual historic buildings and the new hotel building. This new Streamline Moderne, will reflect the horizontal planes and clean curves of the historic with a nod to the present. Similar but new and distinct. Subtle arches provide depth and anchor the project with similar details to the facades of Espanola Way.



The Banyan Tree

The Banyan tree, the ancient symbol for growth, strength, and enlightenment is rooted in religion and mythology. This unique flora, grows and expands as new trunks develop from roots that drop down from the branches above. This connection and expansion creates a dense connecting canopy for ideas and contemplation to flourish. Our courtyard is anchored by a beautiful and mature Banyon along Washington Ave in front of the historic Campton Apartments. This tree has long anchored this site and has inspired the design for the new Hotel that much like the Banyan tree is a connection and expansion of the original Haddon Hall Hotel on Collins Avenue. Vertical details with horizontal plans branch out and connect the two historic buildings along with the new Guestroom tower. Vast terraces and roof decks extend amenities and activities up into the canopy for activation and views to the ocean. This architecture bridges, both figuratively and literally, to unify the unique collection of structures into a singular establishment to house new growth for the surrounding community.













A. CURVED MODERN BANDING



**B. RIBBED PLASTER
C. DARK BRONZE METAL**



**F. DECORATIVE TILE @ VAULTED
CEILINGS OF RESTURANT**



**D. PAINT AT UNDERSIDE OF HISTORIC EYEBROWS
E. WHITE PLASTER**



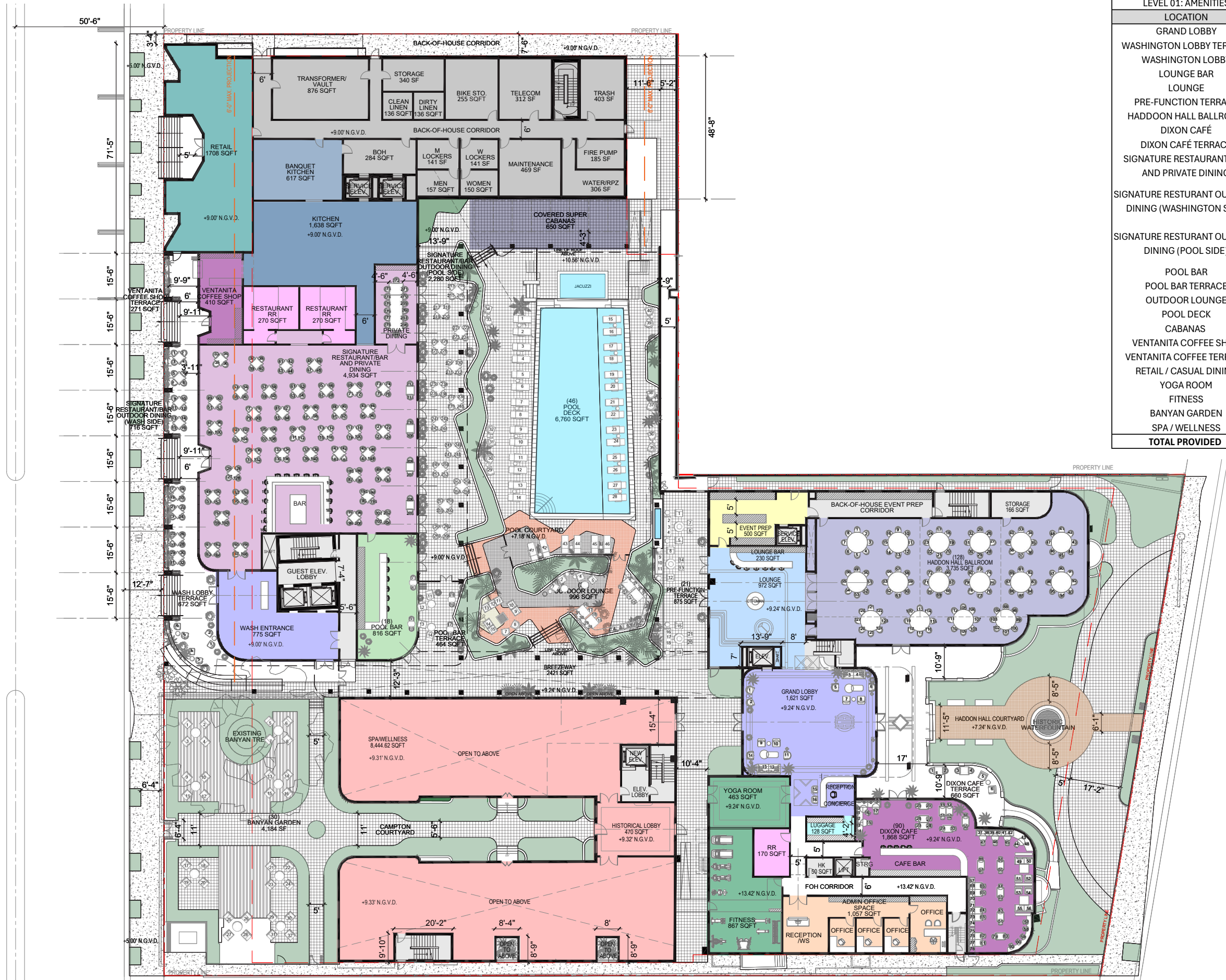
H. ART INSTALLATION I. CLEAR GLASS WITH DARK BRONZE



G. DECORATIVE MOSAIC



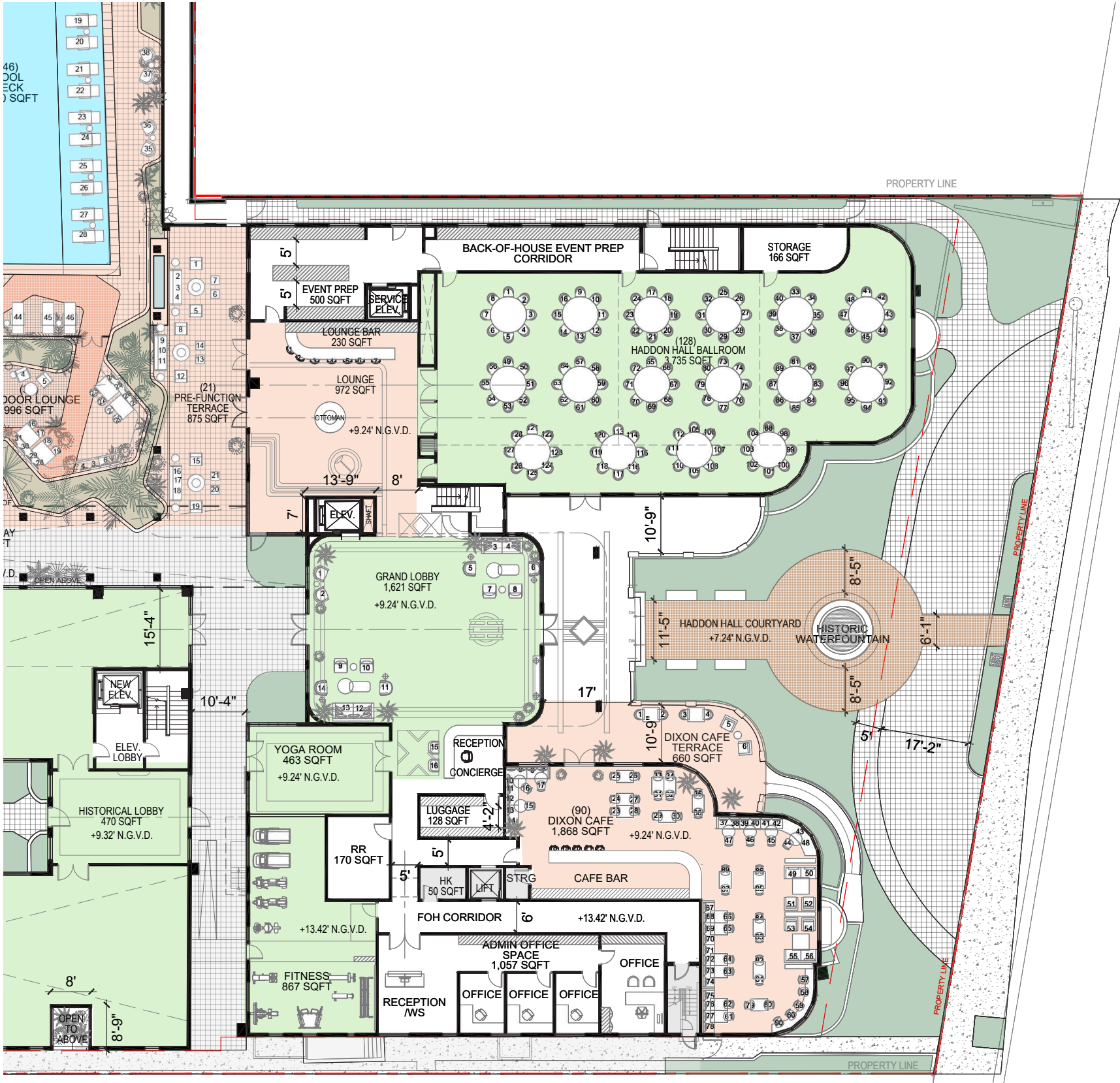
J. NATURAL STONE



LEVEL 01: AMENITIES	NON-F&B	F&B	SUBTOTALS
LOCATION	SQFT	SQFT	SQFT
GRAND LOBBY	1,621		
WASHINGTON LOBBY TERRACE	672		
WASHINGTON LOBBY	775		
LOUNGE BAR		230	
LOUNGE	972		
PRE-FUNCTION TERRACE	875		
HADDON HALL BALLROOM	3,735		
DIXON CAFÉ		1,868	
DIXON CAFÉ TERRACE		660	
SIGNATURE RESTAURANT/BAR AND PRIVATE DINING		5,416	
SIGNATURE RESTURANT OUTDOOR DINING (WASHINGTON SIDE)		664	
SIGNATURE RESTURANT OUTDOOR DINING (POOL SIDE)		2,280	
POOL BAR		816	
POOL BAR TERRACE		464	
OUTDOOR LOUNGE		996	
POOL DECK		6,760	
CABANAS		650	
VENTANITA COFFEE SHOP		440	
VENTANITA COFFEE TERRACE		244	
RETAIL / CASUAL DINING		1,740	
YOGA ROOM	463		
FITNESS	867		
BANYAN GARDEN	4,184		
SPA / WELLNESS	8,444		
TOTAL PROVIDED	22,608	23,228	45,836

LEVEL 01

HADDON LEVEL 01: AMENITY DIAGRAM

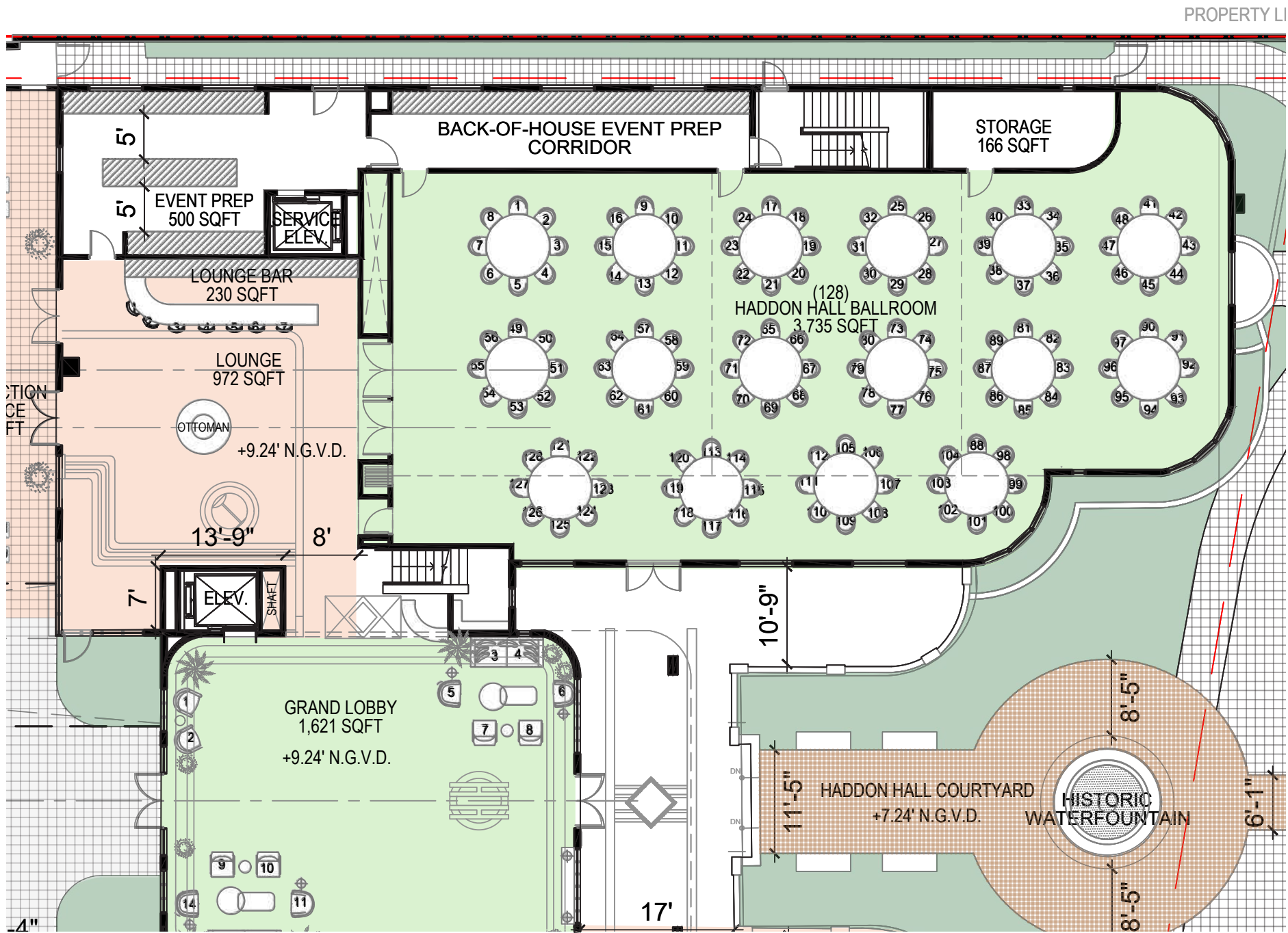


HADDON HALL: AMENITIES	NON-F&B	F&B	SUBTOTALS
LEVEL 01	SQFT	SQFT	SQFT
GRAND LOBBY	1,621		
LOUNGE BAR		230	
LOUNGE	972		
PRE-FUNCTION TERRACE	875		
HADDON HALL BALLROOM	3,735		
DIXON CAFÉ		1,868	
DIXON CAFÉ TERRACE		660	
YOGA ROOM	463		
FITNESS	867		
TOTAL PROVIDED	8,533	2,758	11,291

NON F&B
F&B

LEVEL 01

5,582 SF Non F&B (Ballroom, Pre-Function, Pre-Function Terrace)
230 SF F&B (Bar)
5,812 Total SF



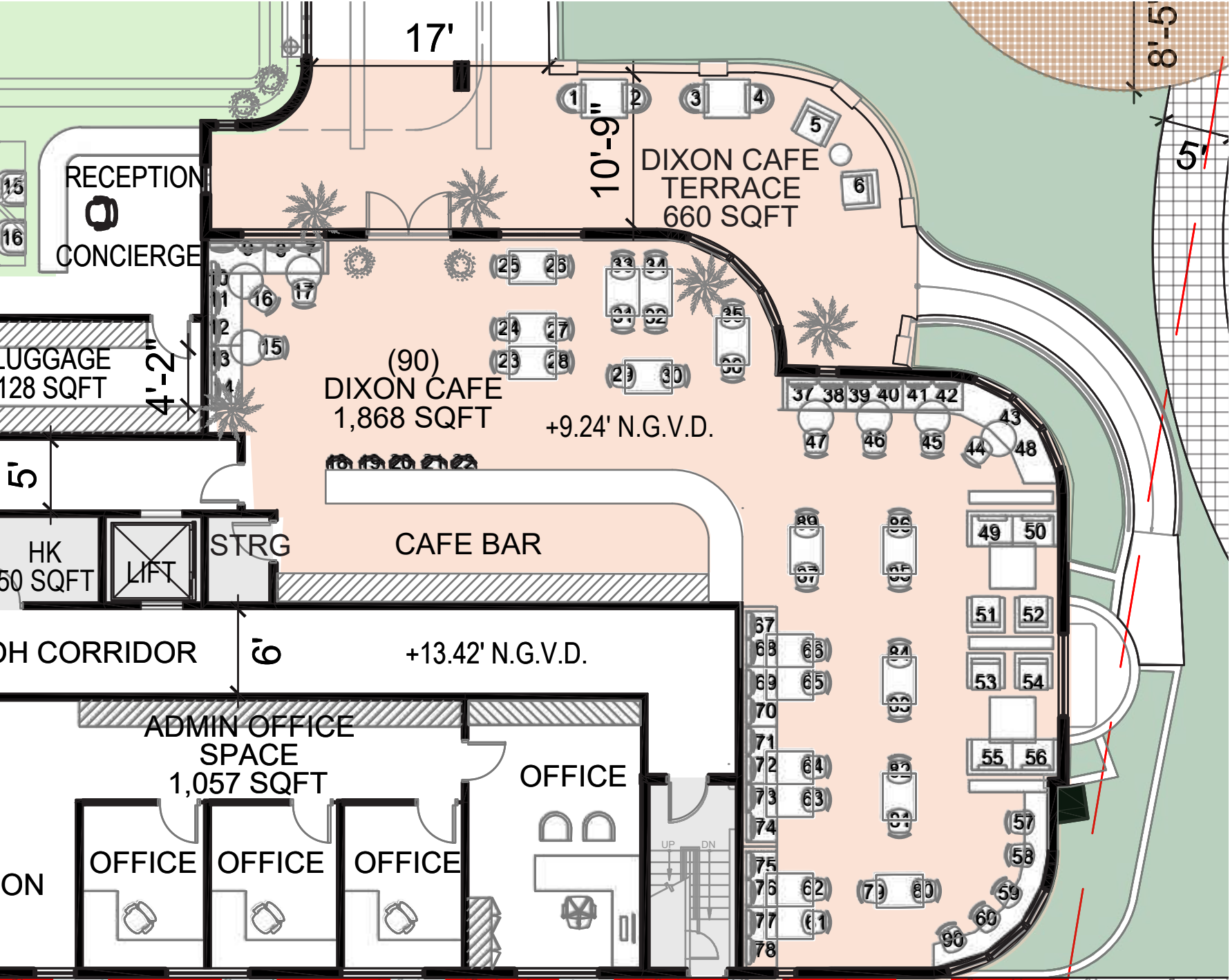
MEETINGS & EVENTS FACILITIES

Accessible via the hotel Grand Lobby, for event guests. Pre-Function Bar open for hotel guests when not part of an event. Serviced by event prep kitchen and Signature Restaurant. Entertainment will vary depending on specific event function. Open to non hotel guests for private events only.

- Operator: Hotel Operated
- Employees: 12 (plus on call staff when necessary)
- Occupancy:
 - Pre-Function Terrace: 59
 - Ballroom: 314
- Total: 373 *Based on code occupancy per sf
- Seats:
 - Pre-Function Terrace: 21
 - Ballroom: 128
- Total: 149

Hours of Operation: 7 AM - 10 PM
Hours of Entertainment:
No live entertainment, Ambient background music only

LEVEL 01
2,528 SF F&B



DIXON'S CAFE

Health and wellness Cafe named after Murray Dixon, the original architect of Haddon Hall. The cafe will be accessible to the public from Collins Avenue and through the hotel lobby.

Operator: Hotel Operated

Concept: Health & Wellness Cafe, themed after one of Miami Beach's signature architects, Lawrence Murray Dixon.

Employees: 16

Occupancy:

Cafe Indoor: 125

Terrace: 44

Total: 169 *Based on code occupancy per sf

Seats: Cafe Indoor: 84

Terrace: 6

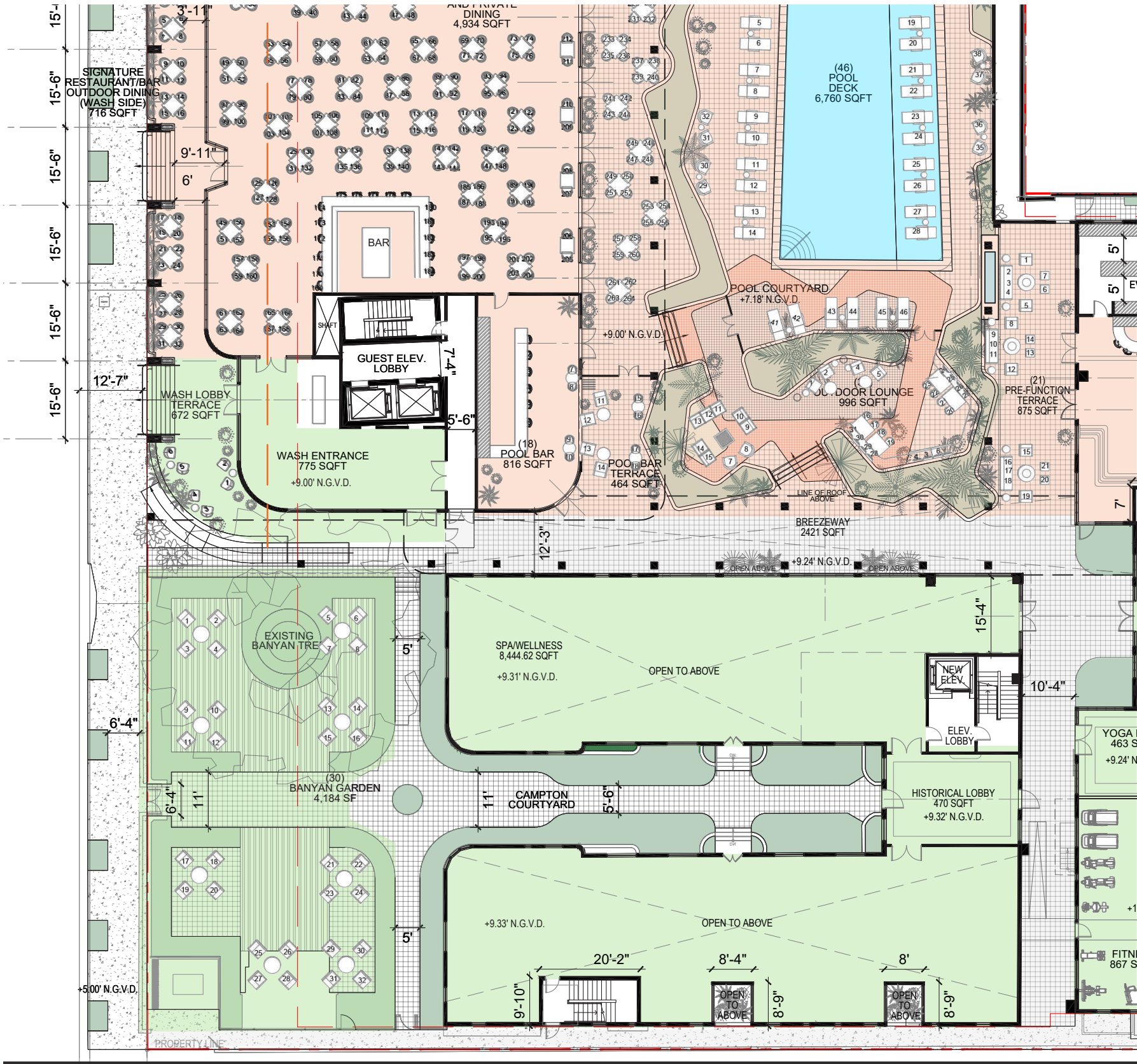
Total: 90

Hours of Operation: 6:30 AM - 2 PM

Hours of Entertainment:

No live entertainment, Ambient background music only

CAMPTON LEVEL 01: AMENITY DIAGRAM



CAMPTON: AMENITIES	NON-F&B	F&B	SUBTOTALS
LEVEL 01	SQFT	SQFT	SQFT
BANYAN GARDEN	4,184		
SPA / WELLNESS	8,444		
TOTAL PROVIDED	12,628	0	12,628

NON F&B
F&B

LEVEL 01-03

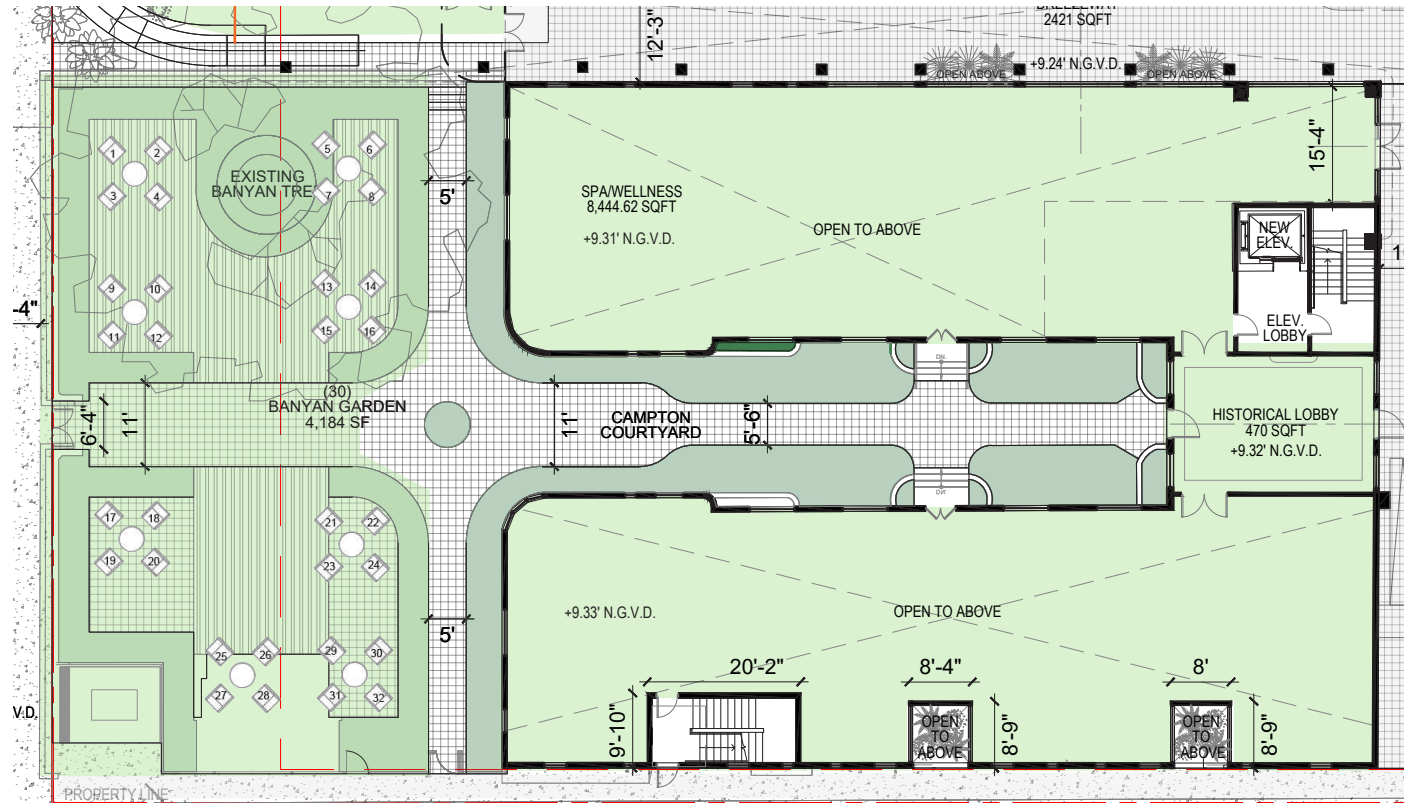
Wellness: 10,000 SF

Banyan Garden: 4,184 SF

14,184 SF Non-F&B

Rooftop Garden

8,111 SF Non-F&B



SOCIAL WELLNESS SPA

Flagship location of leading Social Wellness Spa. Open to the public and residents (members, non-members) and hotel guests. Dedicated entrance from Washington Avenue through Banyan tree garden.

8,000 SF activated rooftop wellness garden and sun deck for spa guests. Access via dedicated Remedy Place entrance.

Operator: Spa Operator/Tenant

Employees: 10

Occupancy:

Wellness: 329

Rooftop Garden: 541

Total: 870 *Based on code occupancy per sf

Seats: Banyan Garden: 32

Wellness (Indoor): TBD

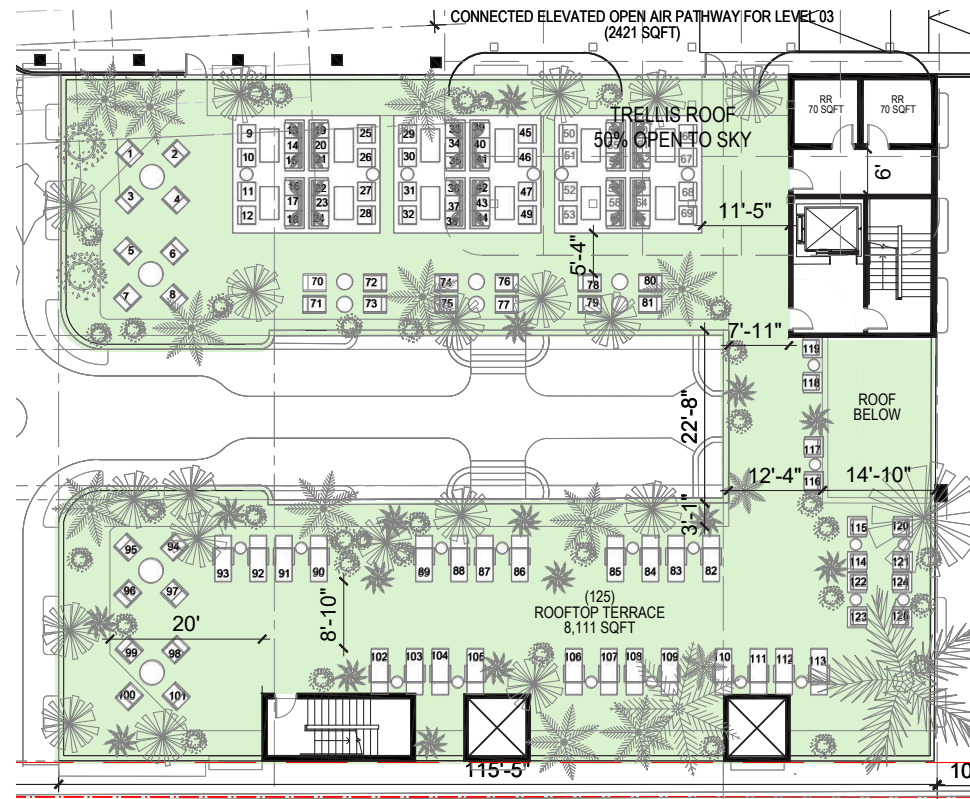
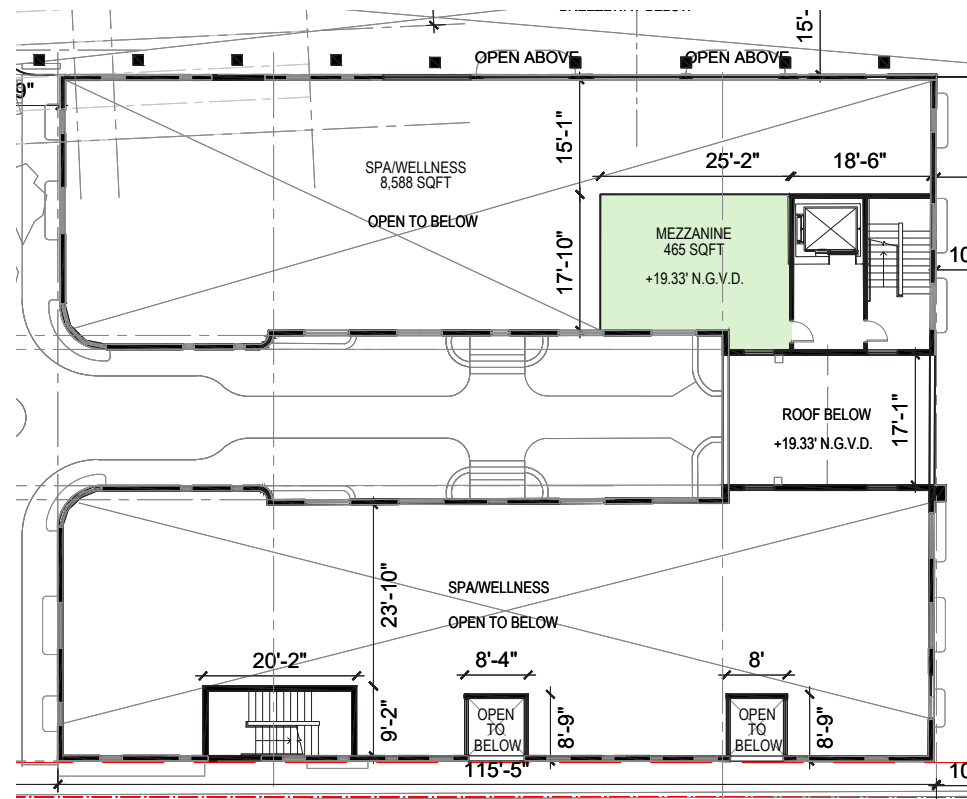
Rooftop Garden (Outdoor): 125

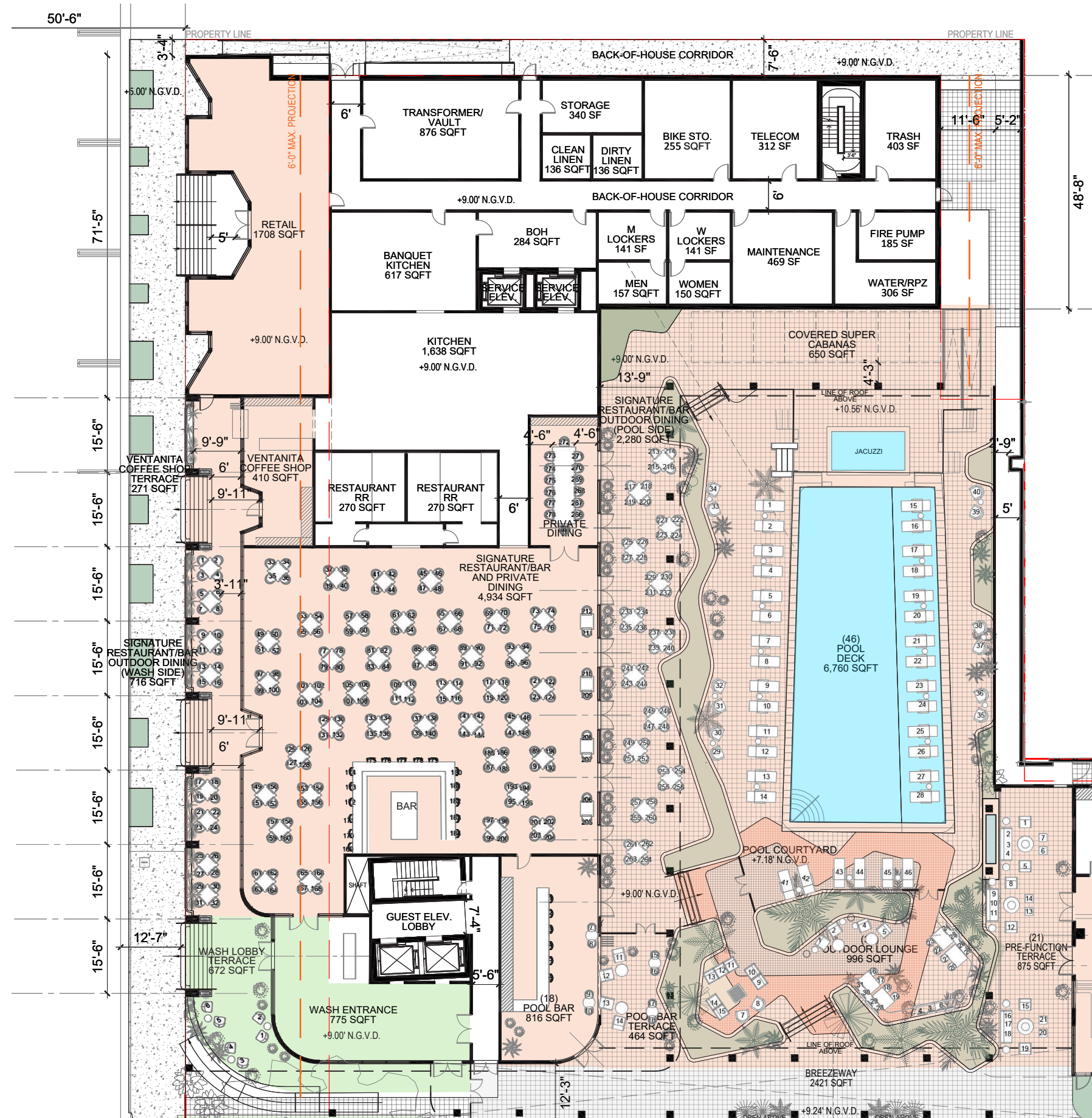
Total: 157

Hours of Operation: 9 AM - 9 PM

Hours of Entertainment:

No live entertainment, Ambient background music only. Loudspeakers: 6" bass drivers or smaller (low mounted, no subwoofers).





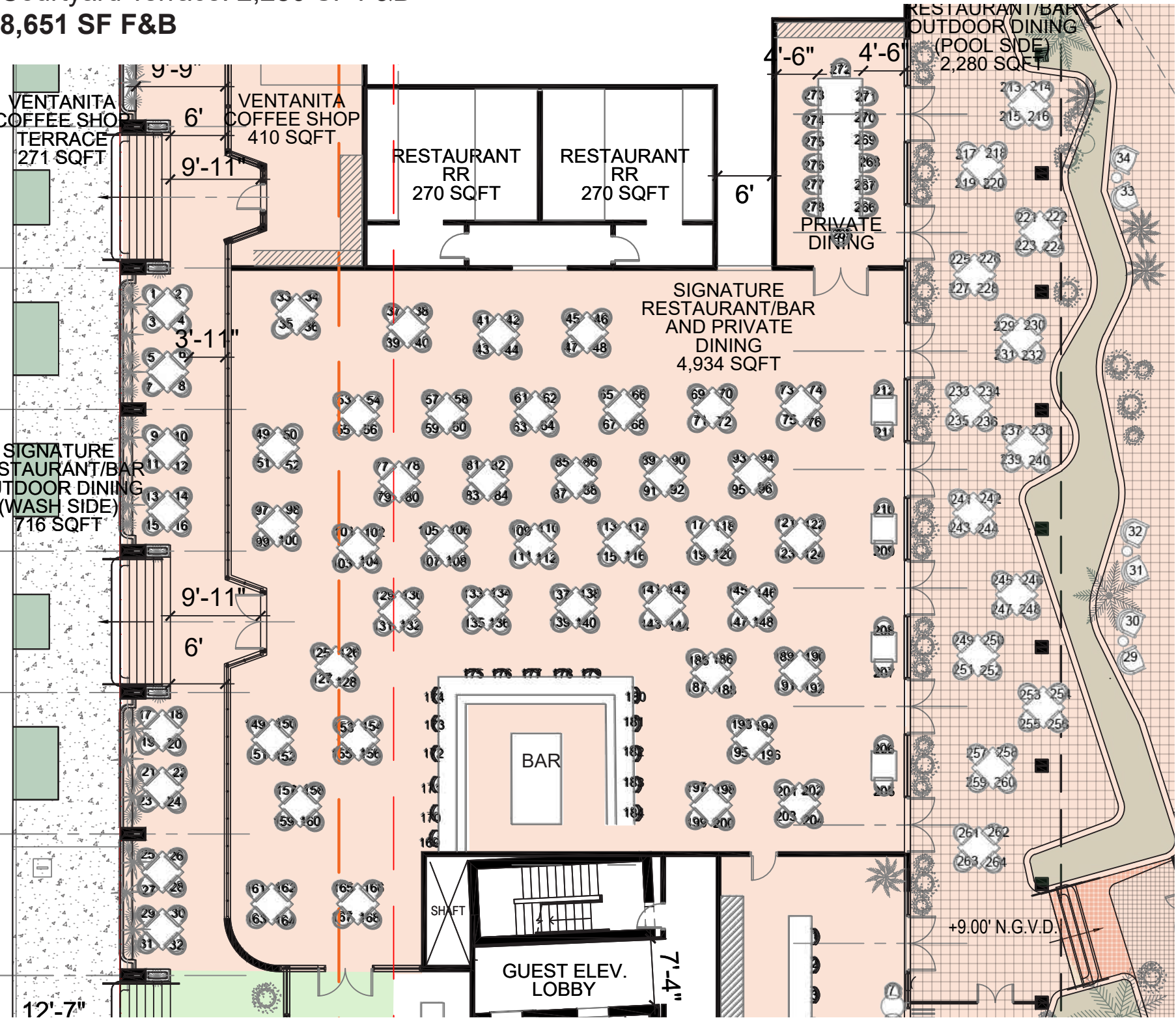
WASH. LEVEL 01: AMENITY DIAGRAM

WASHINGTON: AMENITIES	NON-F&B	F&B	SUBTOTALS
LEVEL 01	SQFT	SQFT	SQFT
WASHINGTON LOBBY TERRACE	672		
WASHINGTON LOBBY	775		
SIGNATURE RESTAURANT/BAR AND PRIVATE DINING		5,416	
SIGNATURE RESTURANT OUTDOOR DINING (WASHINGTON SIDE)		664	
SIGNATURE RESTURANT OUTDOOR DINING (POOL SIDE)		2,280	
POOL BAR		816	
POOL BAR TERRACE		464	
OUTDOOR LOUNGE		996	
POOL DECK		6,760	
CABANAS		650	
VENTANITA COFFEE SHOP		440	
VENTANITA COFFEE TERRACE		244	
RETAIL / CASUAL DINING		1,740	
TOTAL PROVIDED	1,447	20,470	21,917

NON F&B
F&B

LEVEL 01

Restaurant/Bar/Private Dining: 5,655 SF F&B
Washington Terrace: 716 SF F&B
Courtyard Terrace: 2,280 SF F&B
8,651 SF F&B



SIGNATURE RESTAURANT

Signature all-day-dining restaurant, featuring a high profile chef. Public access from Washington Avenue. Guest access from pool courtyard or Washington Avenue lobby.

Operator: Hotel Operated

Concept: All-Day Dining

Employees: 52

Occupancy:

Indoor: 388

Outdoor: 211

Total: 599 *Based on code occupancy per sf

Seats: Indoor: 170

Outdoor: 84

Total: 254

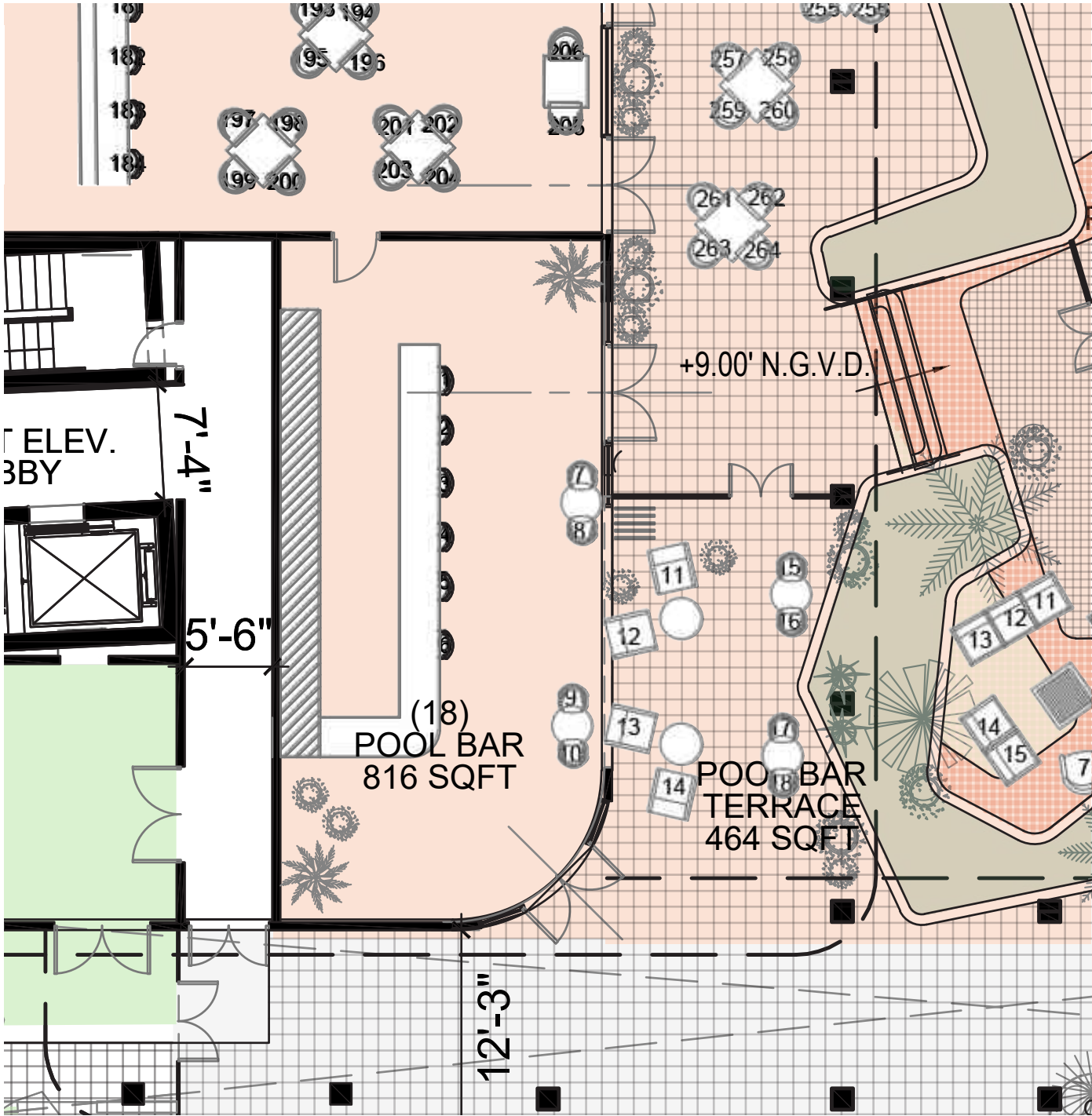
Hours of Operation: 7AM - 2 AM

Hours of Entertainment:

No live entertainment, Ambient background music

LEVEL 01

Pool Bar: 816 SF F&B
Terrace: 464 SF F&B
1280 SF F&B



POOL BAR

Indoor/Outdoor pool deck and bar lounge. Public and Accessible to hotel guests and the public from the Grand Lobby and Washington Ave. Lobby.

Operator: Hotel Operated

Employees: 9

Occupancy:

Indoor: 55

Outdoor: 27

Total: 82 *Based on code occupancy per sf

Seats: Indoor: 10

Outdoor: 8

Total: 18

Hours of Operation: 12 PM - 2 AM

Hours of Entertainment:

Ambient background music only



LEVEL 02: AMENITIES	NON-F&B	F&B	SUBTOTALS
LOCATION	SQFT	SQFT	SQFT
PRE-FUNCTION	305		
MEETING ROOMS	834		
BALLROOM CATWALK	550		
SPA / WELLNESS	298		
TOTAL PROVIDED	1,987	0	1,987

LEVEL 02



LEVEL 03: AMENITIES	NON-F&B	F&B	SUBTOTALS
LOCATION	SQFT	SQFT	SQFT
SPA ROOFTOP TERRACE	8,111		
TOTAL PROVIDED	8,111	0	8,111

LEVEL 03



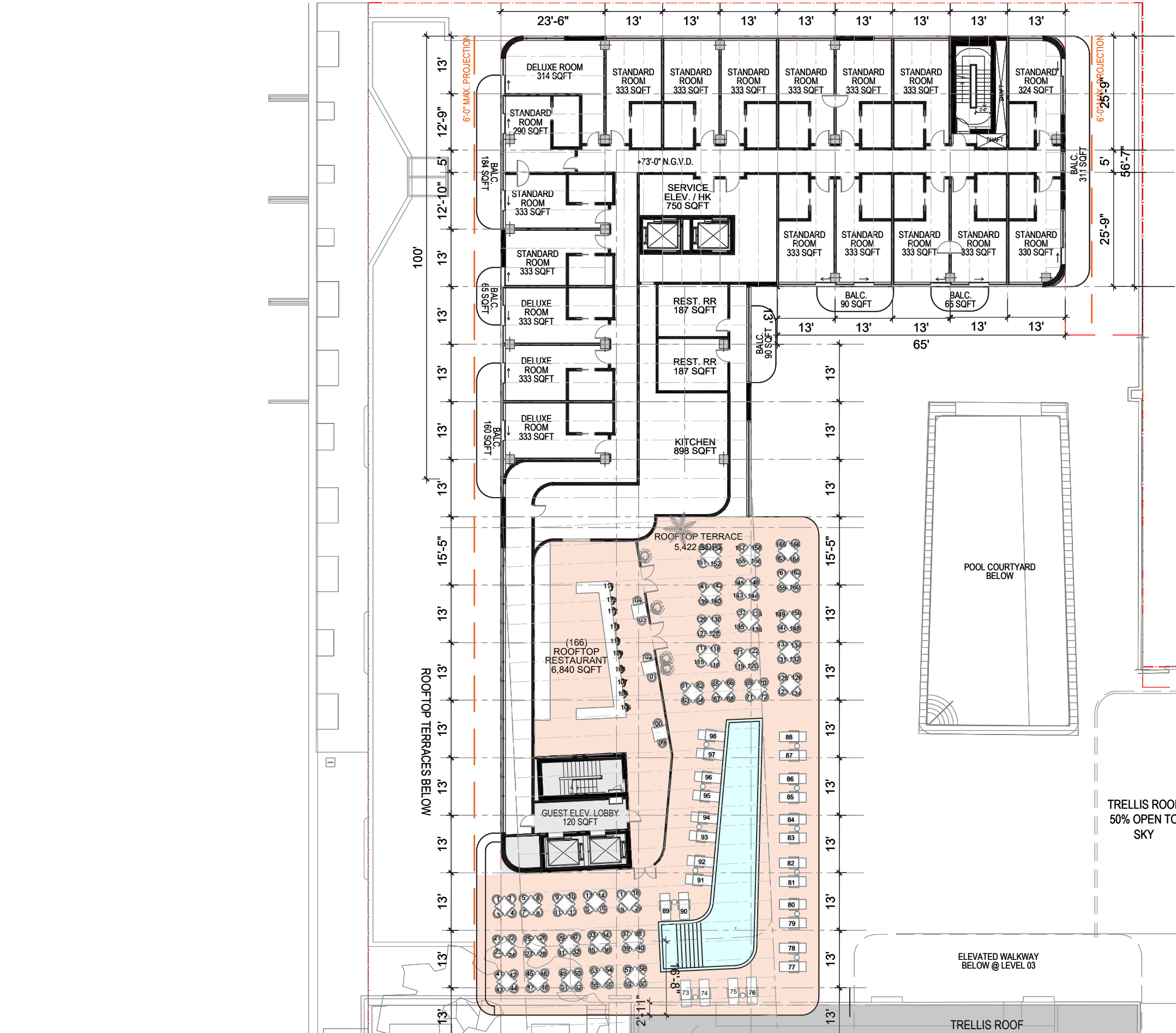
AN ICONIC MIAMI BEACH HOTEL, PB HEARING PRESENTATION



KEYAH REAL ESTATE GROUP







WASH. LEVEL 07: AMENITY DIAGRAM

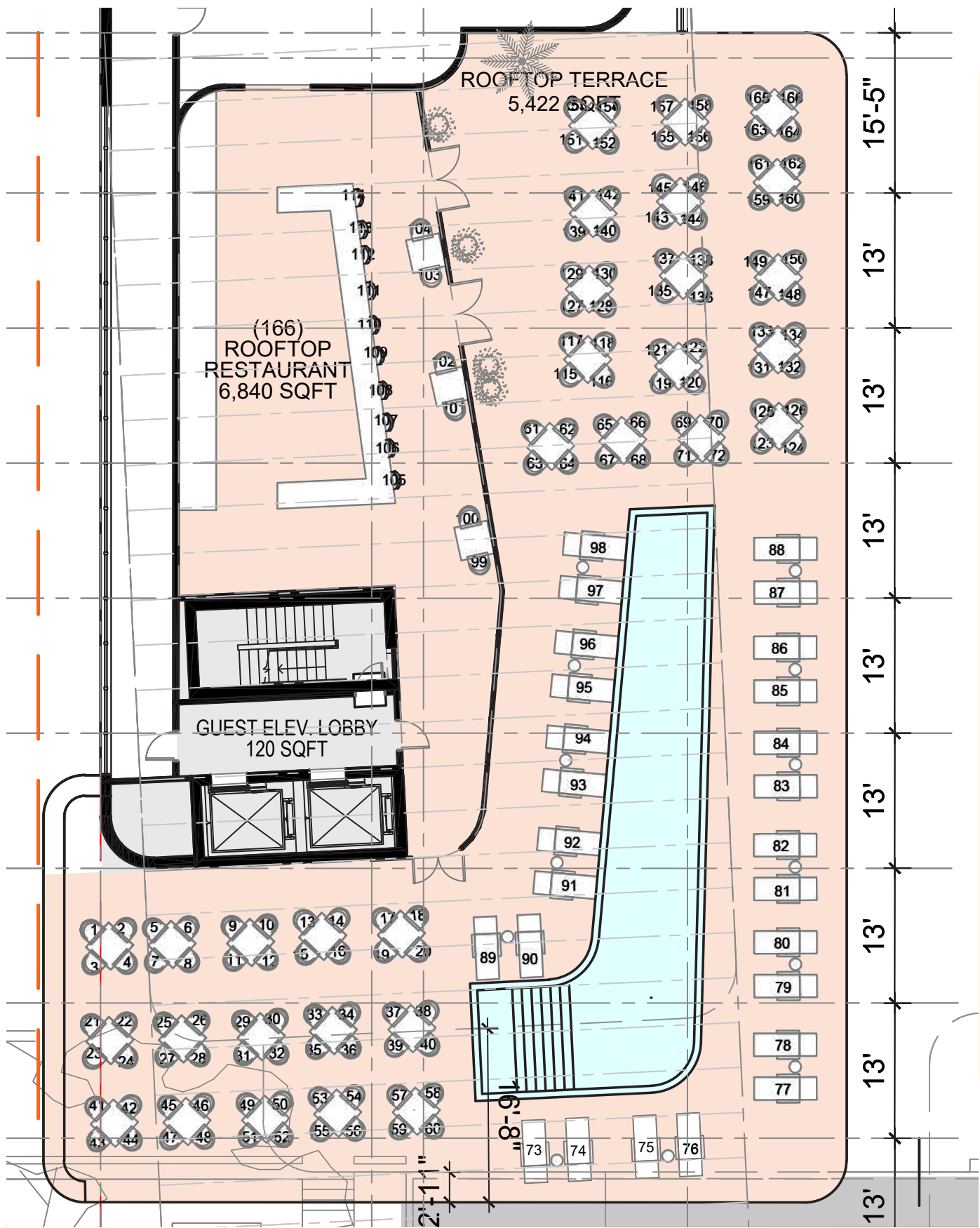
WASHINGTON: AMENITIES	NON-F&B	F&B	SUBTOTALS
LEVEL 07	SQFT	SQFT	SQFT
ROOFTOP RESTAURANT		1,400	
ROOFTOP TERRACE		5,422	
TOTAL PROVIDED	0	6,822	6,822

NON F&B

F&B

LEVEL 07

1,400 SF Indoor F&B
5,422 SF Outdoor F&B
6,822 SF Total F&B



ROOFTOP RESTAURANT LOUNGE

Indoor/Outdoor lounge and rooftop pool deck. Public and hotel guest access via Washington Lobby elevator.

Operator: Hotel Operated

Employees: 10

Concept: Sunset Lounge

Occupancy:

Indoor: 94

Outdoor: 90

Total: 184 *Based on code occupancy per sf

Seats: Indoor: 16
Outdoor: 150

Total: 166

Hours of Operation: 7 AM - 2 AM

Hours of Entertainment:

Ambient background music only



ADDEMDUM



CONDITIONAL USE PERMIT SUMMARY								
VENUE	FLOOR	INDOOR/ OUTDOOR	CAPACITY	SEATS	ACCESS	HOURS OF OPERATION	ENTERTAINMENT	HOURS OF ENTERTAINMENT
OPERATED BY: HOTEL MANAGEMENT COMPANY								
Signature Restaurant (Washington Ave.)								
Indoor Dining & Bar	Level 1	Indoor	388	170	Public	7 AM - 2 AM	Ambient Music Only	N/A
Outdoor	Level 1	Outdoor	211	84	Public	7 AM - 2 AM	Ambient Music Only	N/A
Rooftop Restaurant								
Outdoor Terrace	Level 7	Outdoor	90	150	Public	7 AM - 2 AM	Ambient Music Only	N/A
Indoor Restaurant	Level 7	Indoor	94	16	Public	7 AM - 2 AM	Ambient Music Only	N/A
Dixon Café								
Outdoor Terrace	Level 1	Outdoor	44	6	Public	6:30 AM - 2 PM	Ambient Music Only	N/A
Indoor Café & Bar	Level 1	Indoor	125	84	Public	6:30 AM - 2 PM	Ambient Music Only	N/A
Pool Deck								
Pool Bar Terrace	Level 1	Outdoor	27	8	Public after 5 PM	12 PM - 2 AM	Ambient Music Only	N/A
Pool Bar - Indoor	Level 1	Indoor	55	10	Public after 5 PM	12 PM - 2 AM	Ambient Music Only	N/A
Outdoor Lounge								
Garden Lounge	Level 1	Outdoor	67	29	Authorized Guests	9 AM - 10 PM	Ambient Music Only	N/A
Meeting & Event Facilities								
Pre-Function Terrace	Level 1	Outdoor	59	21	Authorized Guests	7 AM - 10 PM	Ambient Music Only	N/A
Ballroom	Level 1	Indoor	314	128	Authorized Guests	7 AM - 10 PM	Ambient Music Only	N/A
Total			1,474	706				

RESTAURANTS, CAGES, BARS, LOUNGES, NIGHTCLUBS	REQUIRED	EXISTING	PROPOSED					
TYPE OF USE	N/A	N/A	RESTAURANT	POOL BAR	OUTDOOR LOUNGE	HADDONHALL BALLROOM	DIXON CAFÉ BAR	ROOFTOP RESTAURANT
NUMBER OF SEATS LOCATED OUTSIDE ON PRIVATE PROPERTY	N/A	N/A	84	8	29	21	6	150
NUMBER OF SEATS INSIDE	N/A	N/A	170	10	0	128	84	16
TOTAL NUMBER OF SEATS	N/A	N/A	254	18	29	149	90	166
TOTAL OCCUPANT CONTENT	N/A	N/A	599	82	67	373	169	184
PROPOSED HOURS OF OPERATION	SEE HOURS OF OPERATION LISTEN BELOW							
IS THIS AN NIE? (NEIGHBORHOOD IMPACT ESTABLISHMENT, SEE CMB 141 1361)	YES							
IS DANCING AND/OR ENTERTAINMENT PROPOSED? (SEE CMB 141-1361)	NO							
IS THIS A CONTRIBUTING BUILDING?	YES							
LOCATED WITHIN A LOCAL HISTORIC DISTRICT?	YES							

VENUE	FLOOR	INDOOR/OUTDOOR	OCCUPANCY	SEATS	ACCESS	HOURS OF OPERATION
SIGNATURE RESTAURANT / BAR AND PRIVATE DINING	GROUND	INDOOR	388	170	PUBLIC	12PM TO 2AM
		OUTDOOR	211	84	PUBLIC	12PM TO 2AM
POOL BAR	GROUND	INDOOR	55	10	PUBLIC AFTER 5PM	12PM TO 2AM
		OUTDOOR	27	8		
OUTDOOR LOUNGE	GROUND	OUTDOOR	67	29	PUBLIC AFTER 5PM	12PM TO 2AM
HADDONHALL BALLROOM	GROUND	INDOOR	314	128	PRIVATE	12PM TO 2AM
		OUTDOOR	59	21		
DIXON CAFÉ BAR	GROUND	INDOOR	125	84	PUBLIC	12PM TO 2AM
		OUTDOOR	44	6		
ROOFTOP RESTAURANT	7	INDOOR	94	16	PUBLIC	12PM TO 2AM
		OUTDOOR	90	150		

PROPOSED OCCUPANCY

	MAIN PARCEL (1509 Washington Ave)	HADDON HALL HOTEL PARCEL (PARCEL 1)	CAMPTON BUILDING PARCEL (PARCEL 3)	GRAND TOTAL
BASEMENT		26	5	31
LEVEL 1	1,235	704	337	2,276
LEVEL 2	76	88	8	172
LEVEL 3	76	74	269	419
LEVEL 4	76	27		103
LEVEL 5	76			76
LEVEL 6	79			79
LEVEL 7	244			244
TOTAL OCCUPANCY:	1,862	919	619	3,400

TOTAL PROPERTY GUESTROOM AVERAGES:

STANDARD DB/DB	160	322 SF
DELUXE KING	76	366 SF
GARDEN (WASHINGTON)	10	333 SF
JUNIOR SUITE	13	485 SF
2-BAY SUITE	1	620 SF
PRESIDENTIAL SUITE	2	838 SF
	262	gross sqft +/-

HADDON HALL GUESTROOM AVERAGES:

STANDARD DB/DB	25	273 SF
DELUXE KING	29	316 SF
GARDEN (WASHINGTON)	0	0 SF
JUNIOR SUITE	7	481 SF
2-BAY SUITE	1	620 SF
PRESIDENTIAL SUITE	1	1,005 SF
	63	gross sqft +/-

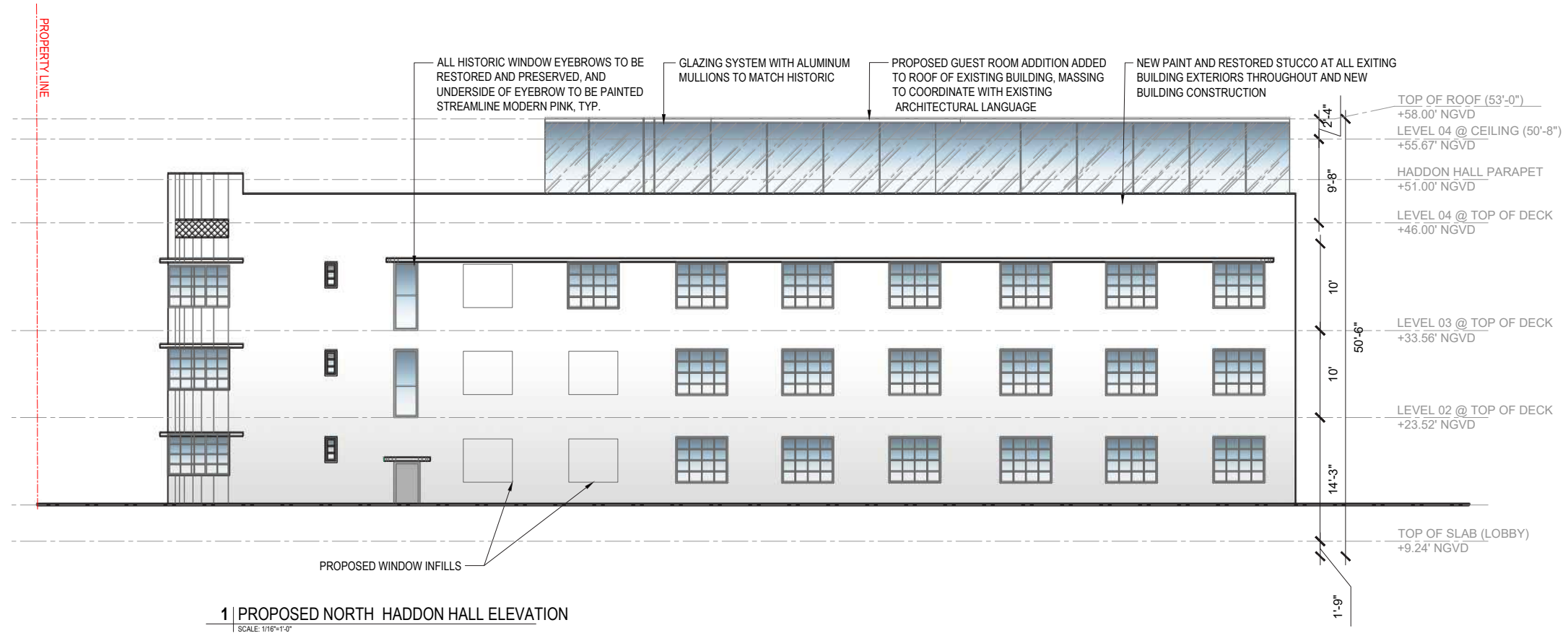
WASHINGTON BUILDING GUESTROOM AVERAGES:

STANDARD DB/DB	135	331 SF
DELUXE KING	47	348 SF
GARDEN (WASHINGTON)	10	333 SF
JUNIOR SUITE	6	491 SF
2-BAY SUITE	0	0 SF
PRESIDENTIAL SUITE	1	670 SF
	199	gross sqft +/-

GUESTROOM CONNECTIONS:

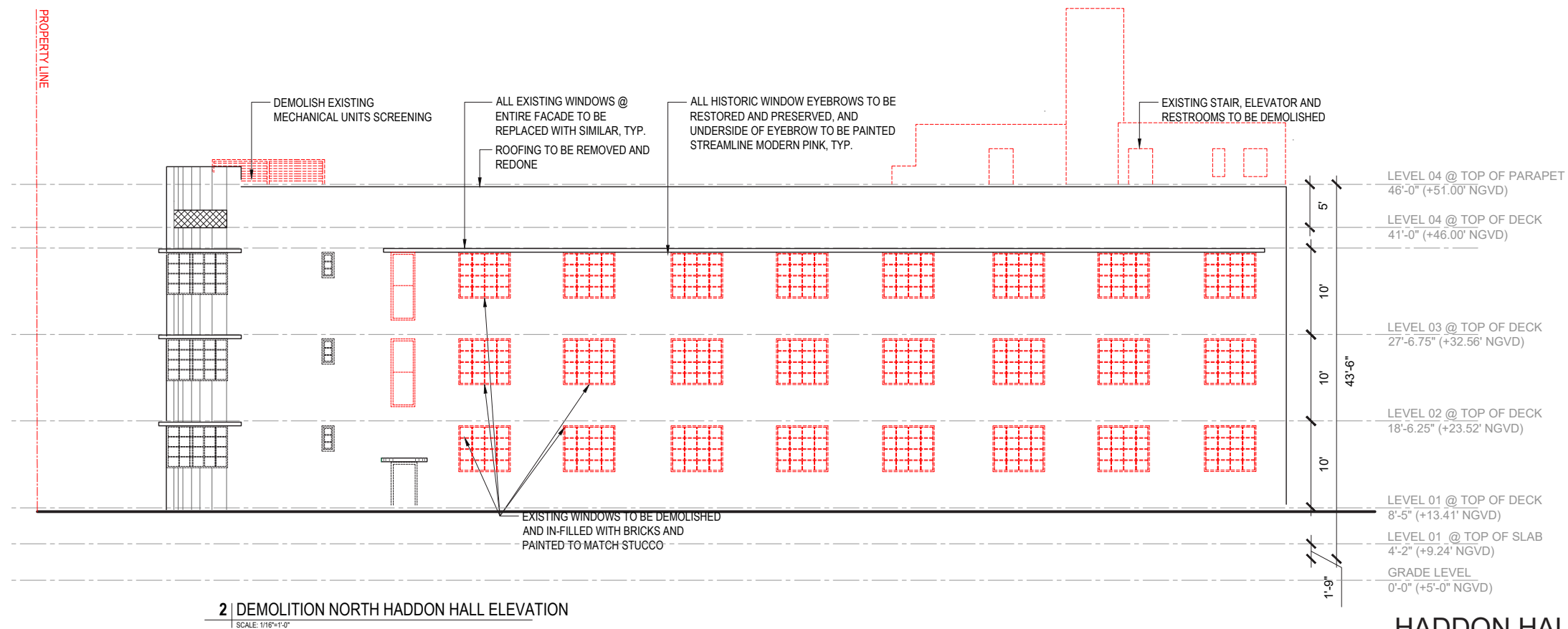
HADDON HALL	6
WASHINGTON BUILDING	33
TOTAL	39





1 | PROPOSED NORTH HADDON HALL ELEVATION
SCALE: 1/16"=1'-0"

PROPOSED

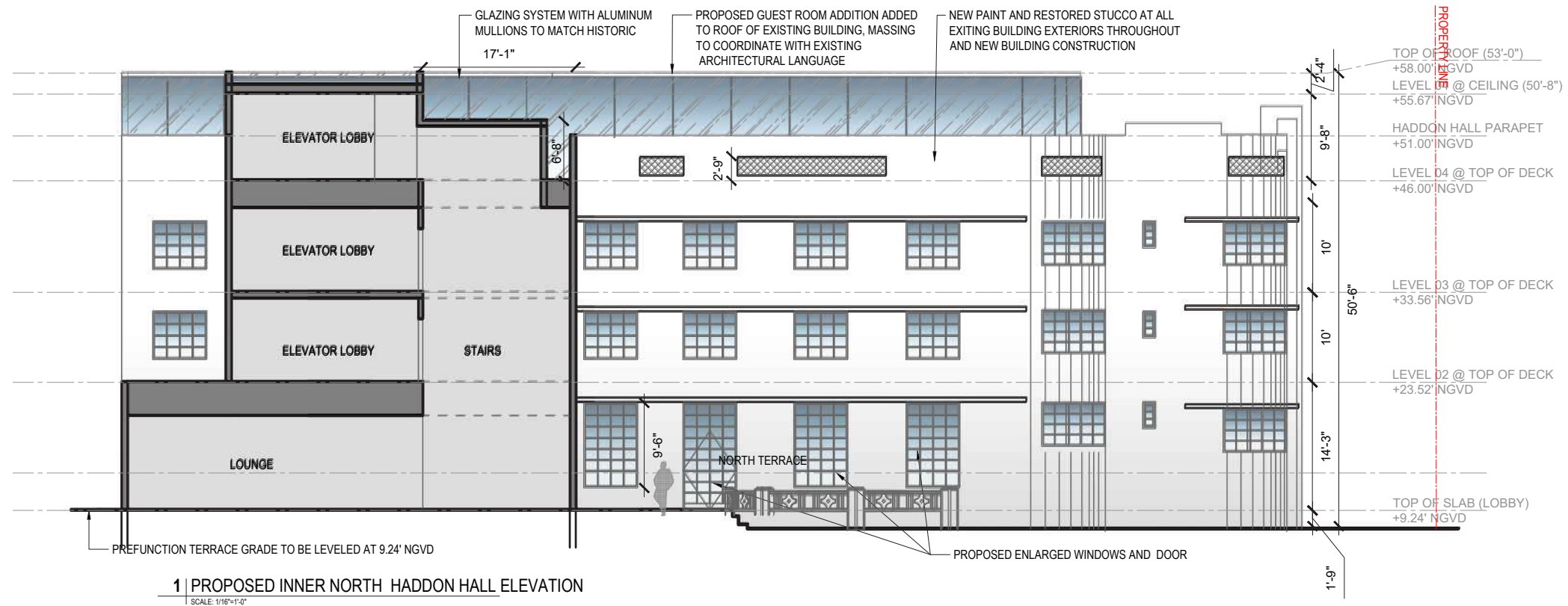


2 | DEMOLITION NORTH HADDON HALL ELEVATION
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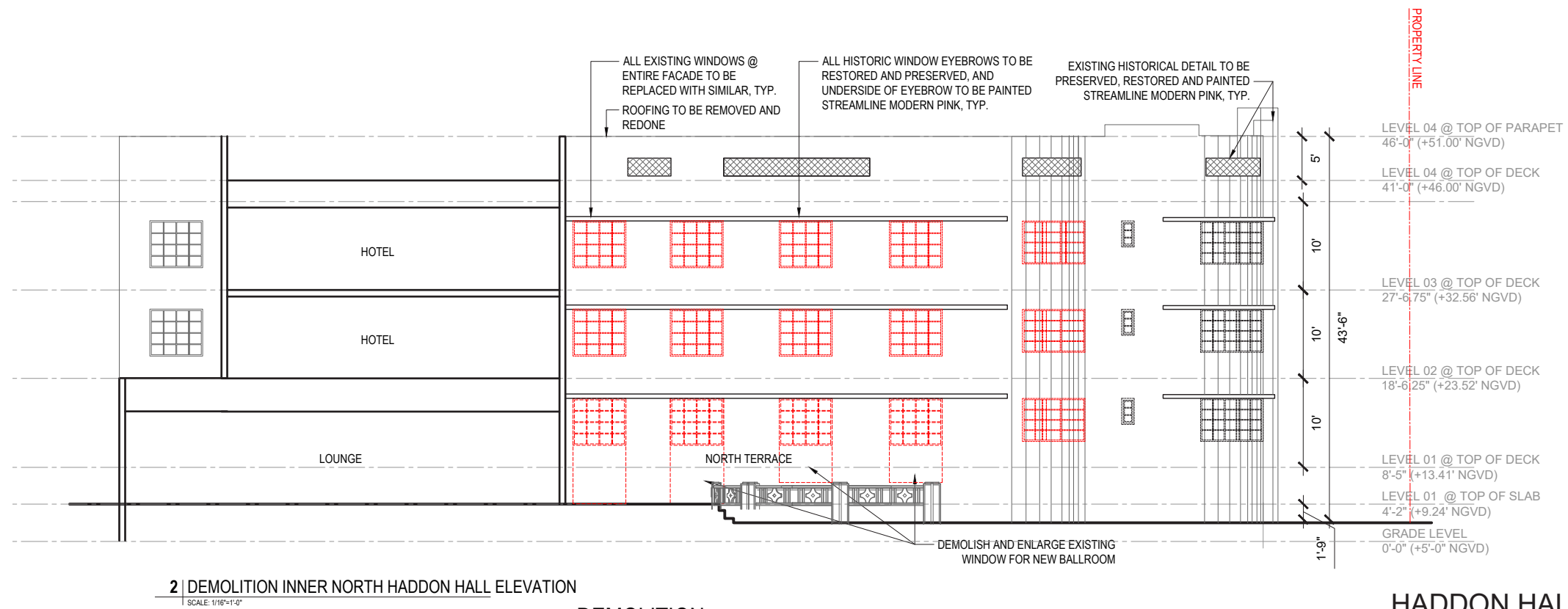
DEMOLITION

HADDON HALL NORTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"



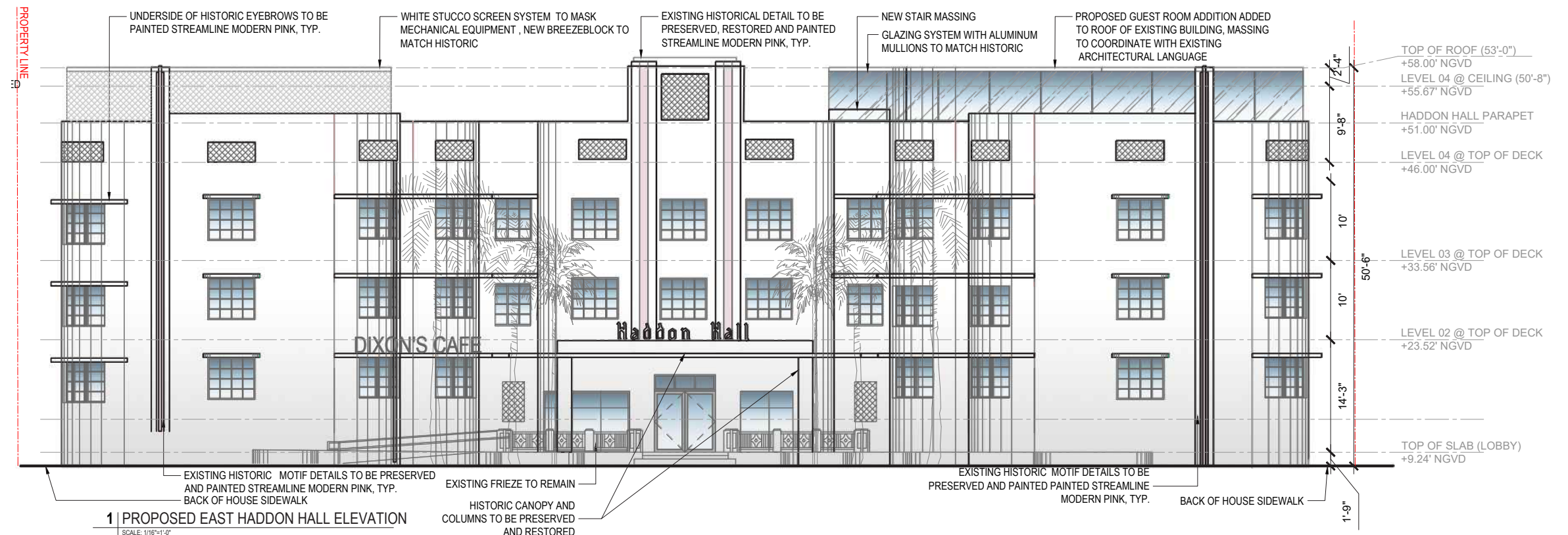
PROPOSED



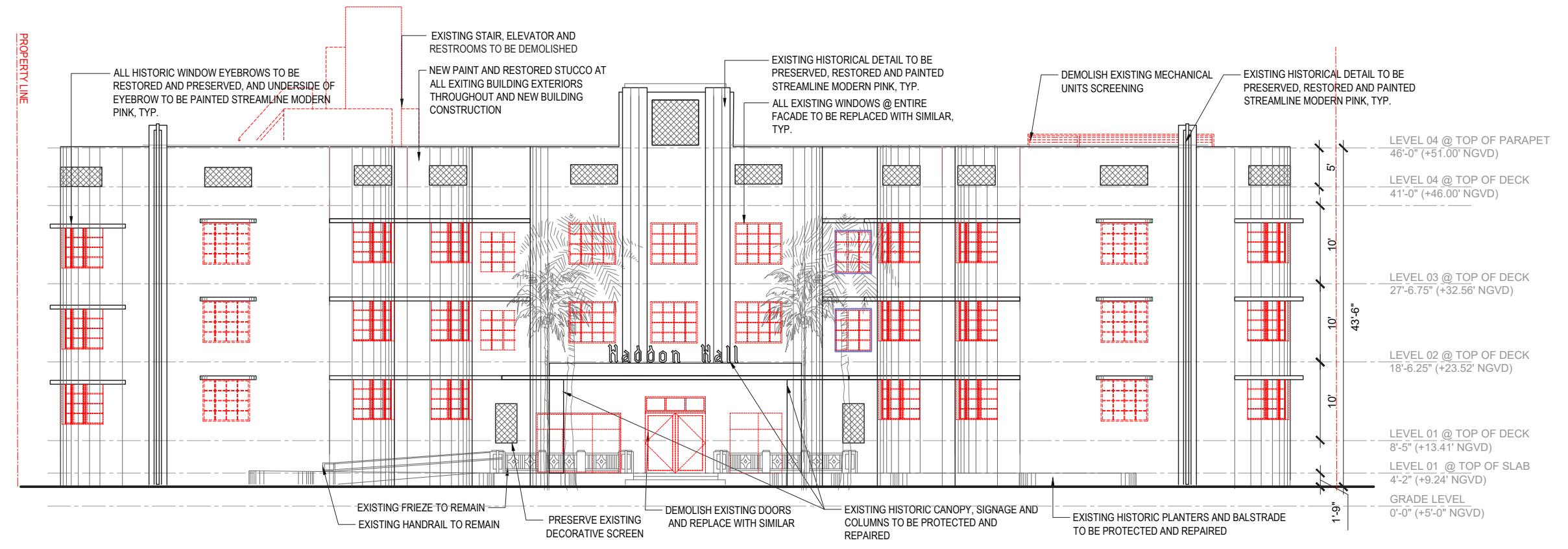
DEMOLITION

HADDON HALL NORTH TERRACE ELEVATION

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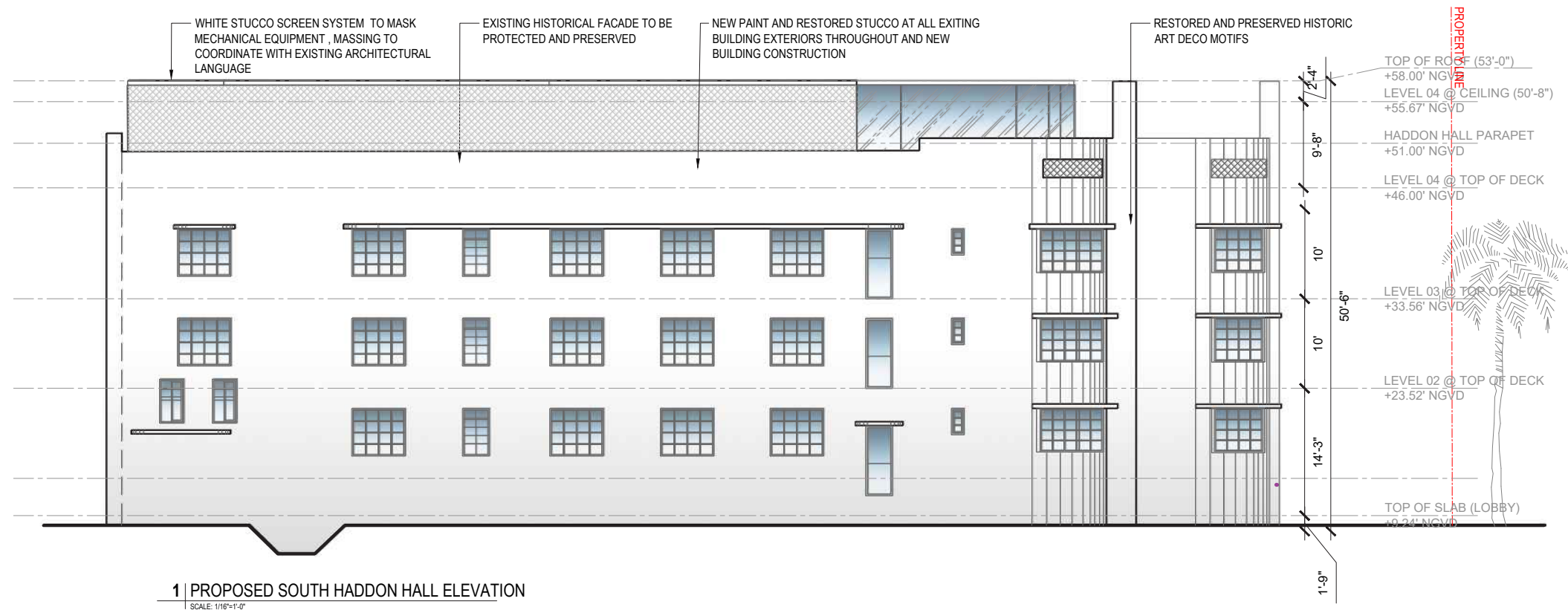
PROPOSED



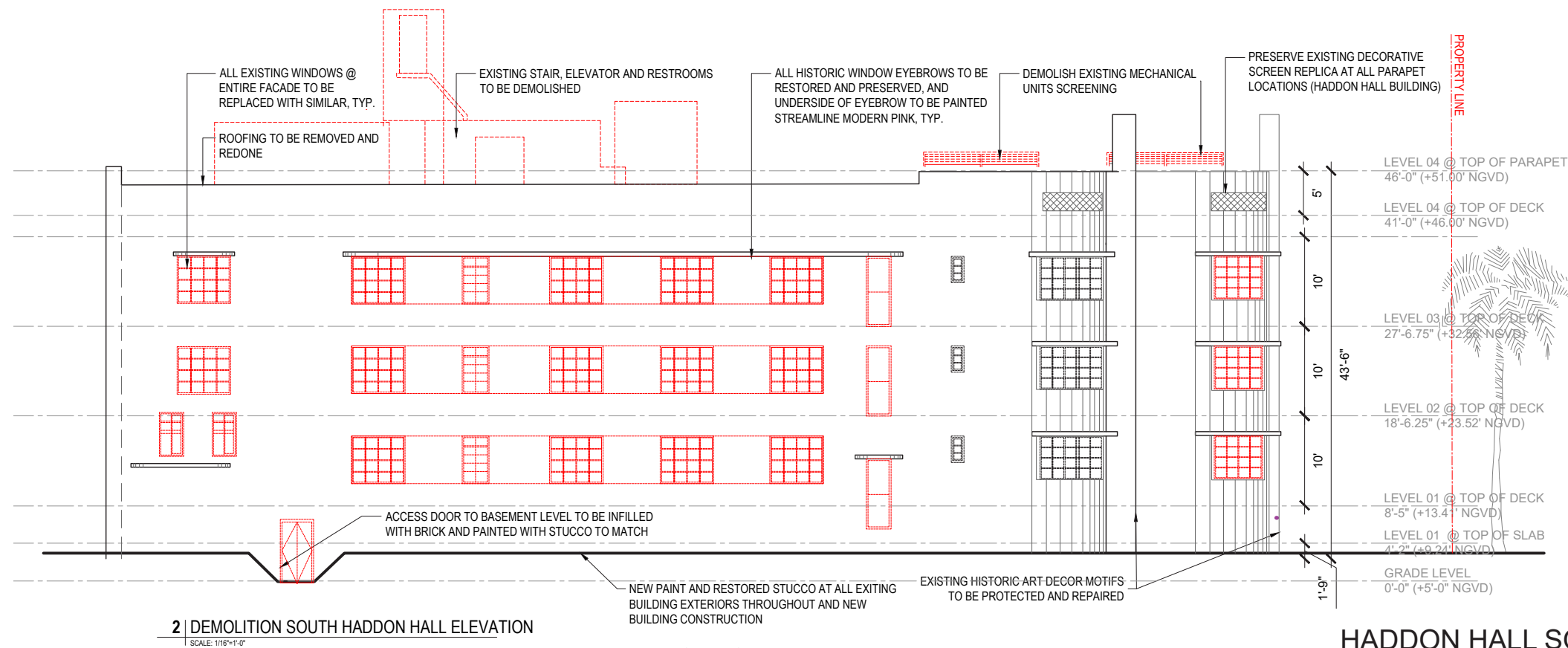
DEMOLITION

HADDON HALL EAST FACADE ELEVATION

SCALE: 1/16" = 1'-0"



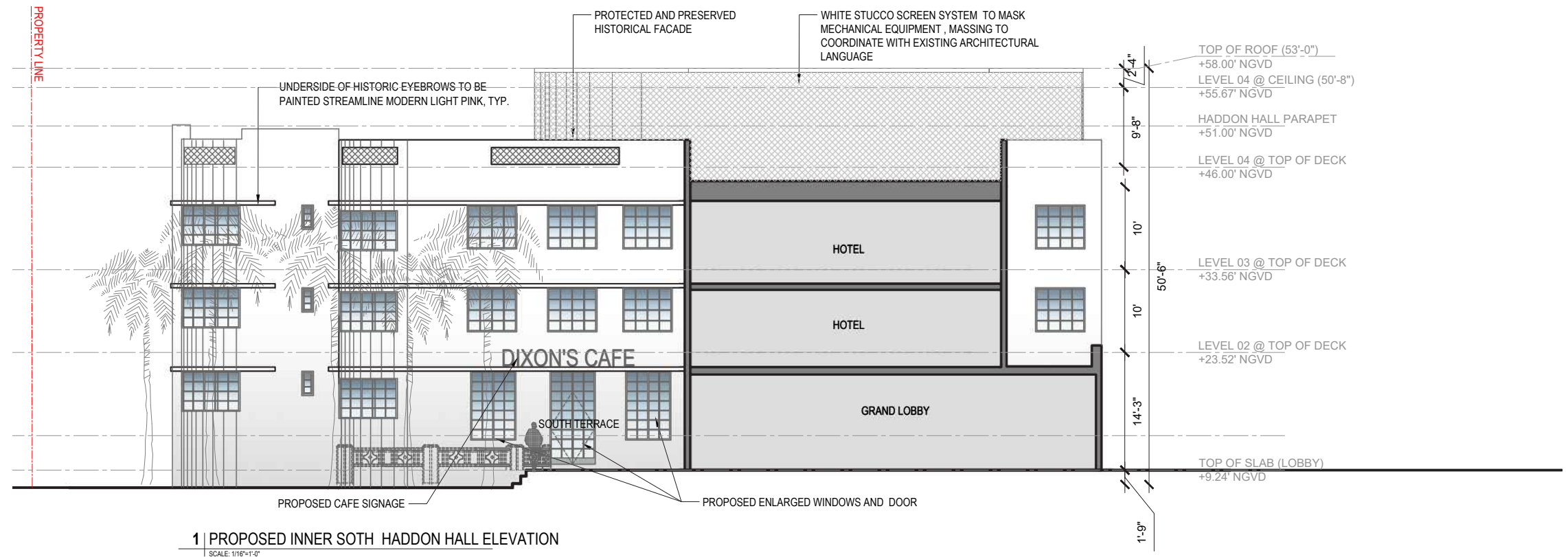
PROPOSED



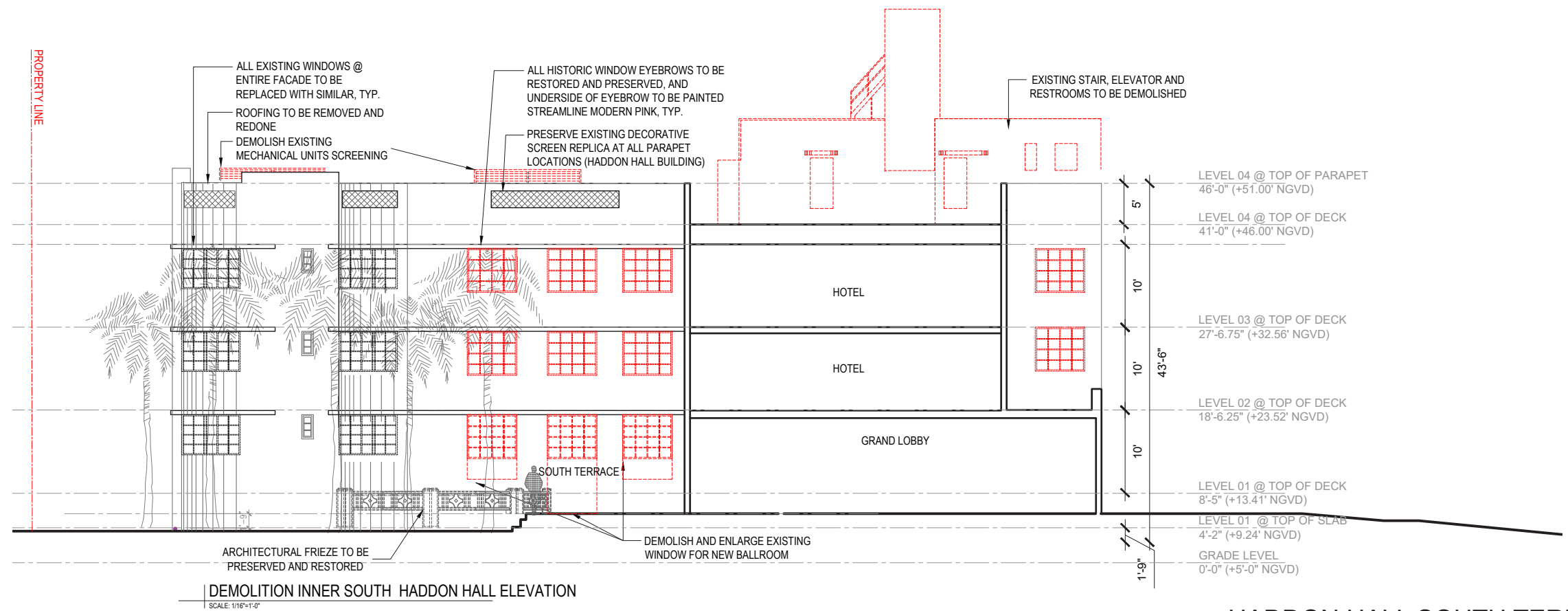
DEMOLITION

HADDON HALL SOUTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"



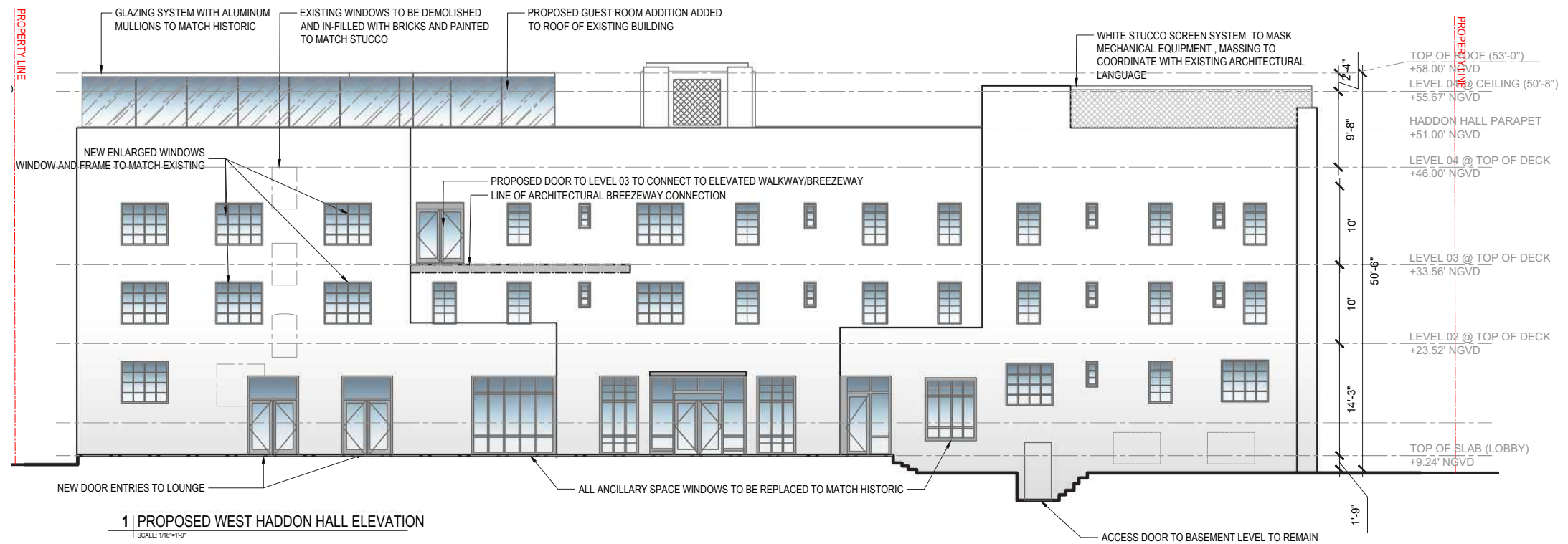
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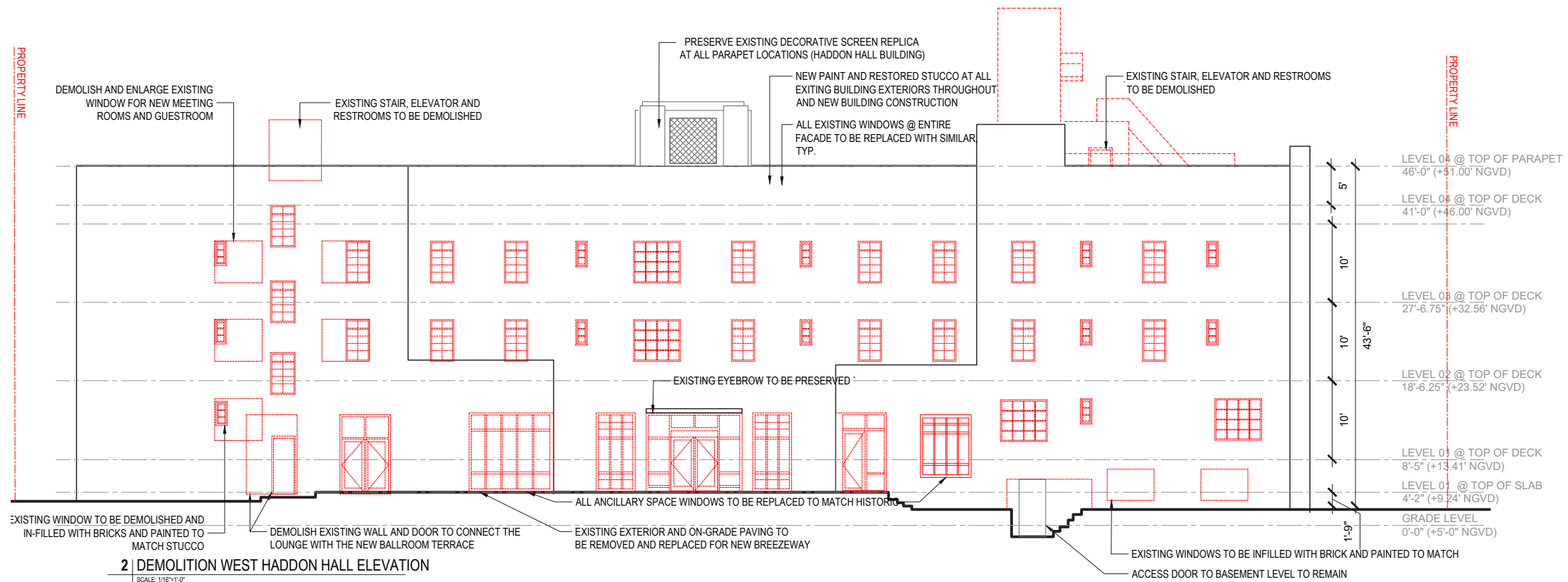
DEMOLITION

HADDON HALL SOUTH TERRACE ELEVATION

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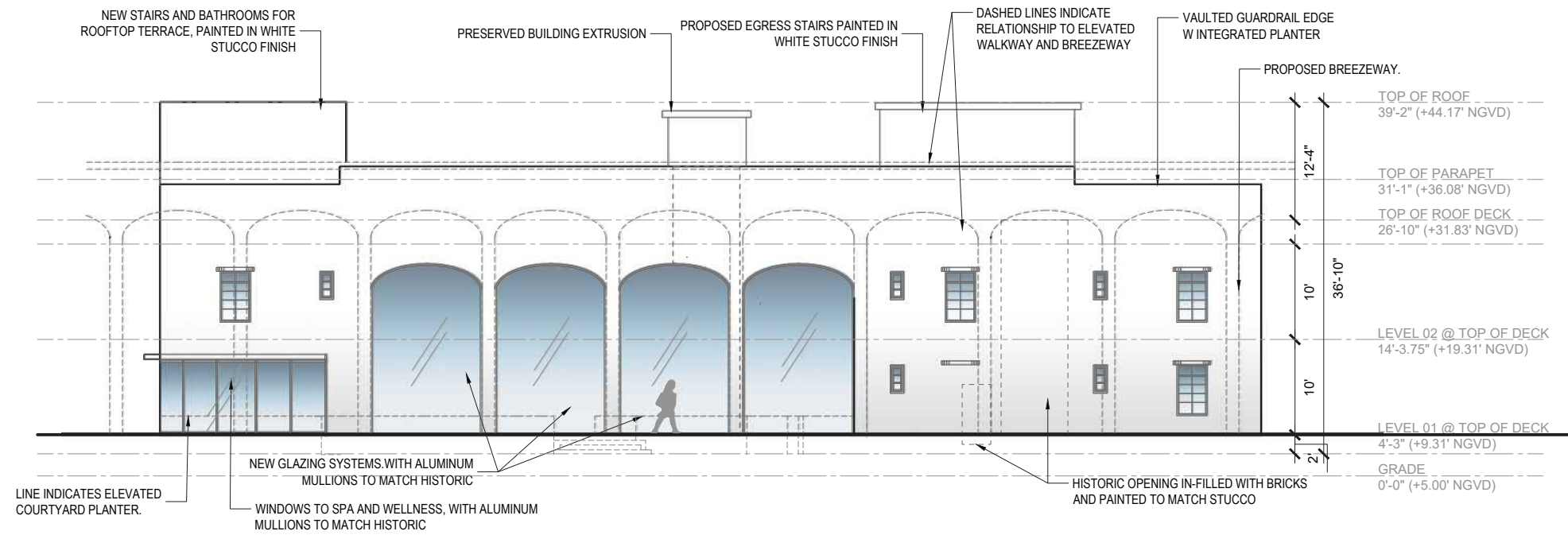
PROPOSED



DEMOLITION

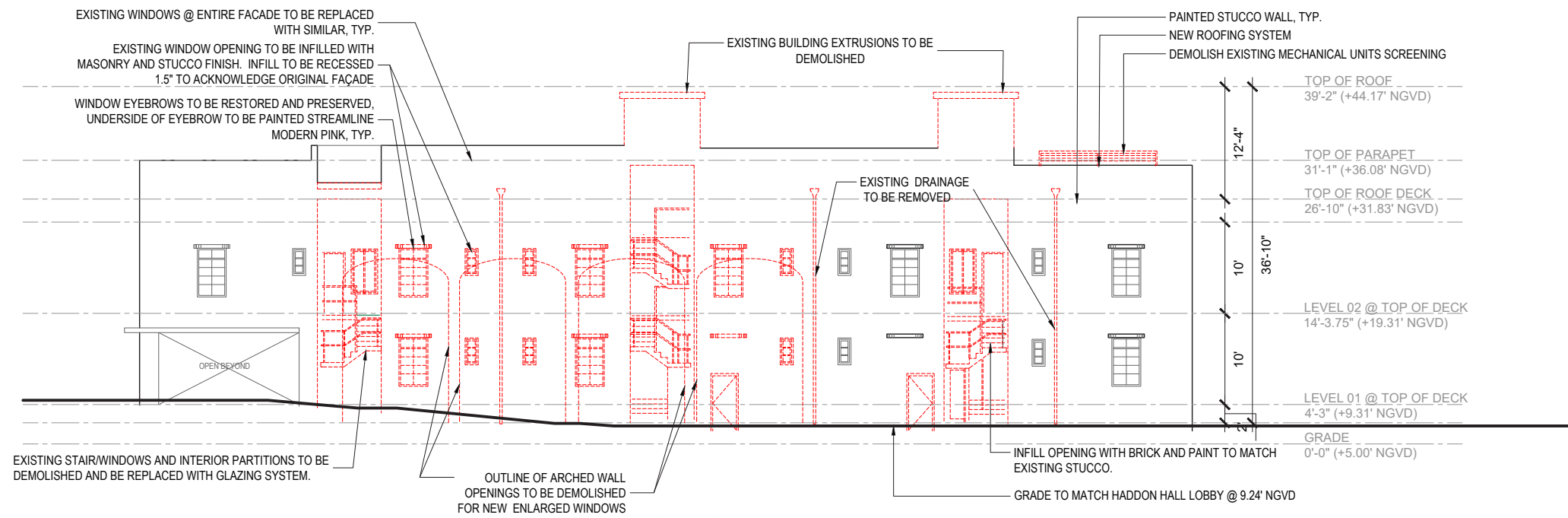
HADDON HALL WEST FACADE ELEVATION

SCALE: 1/16" = 1'-0"



1 | PROPOSED CAMPTON APT NORTH ELEVATION
SCALE: 1/16"=1'-0"

PROPOSED

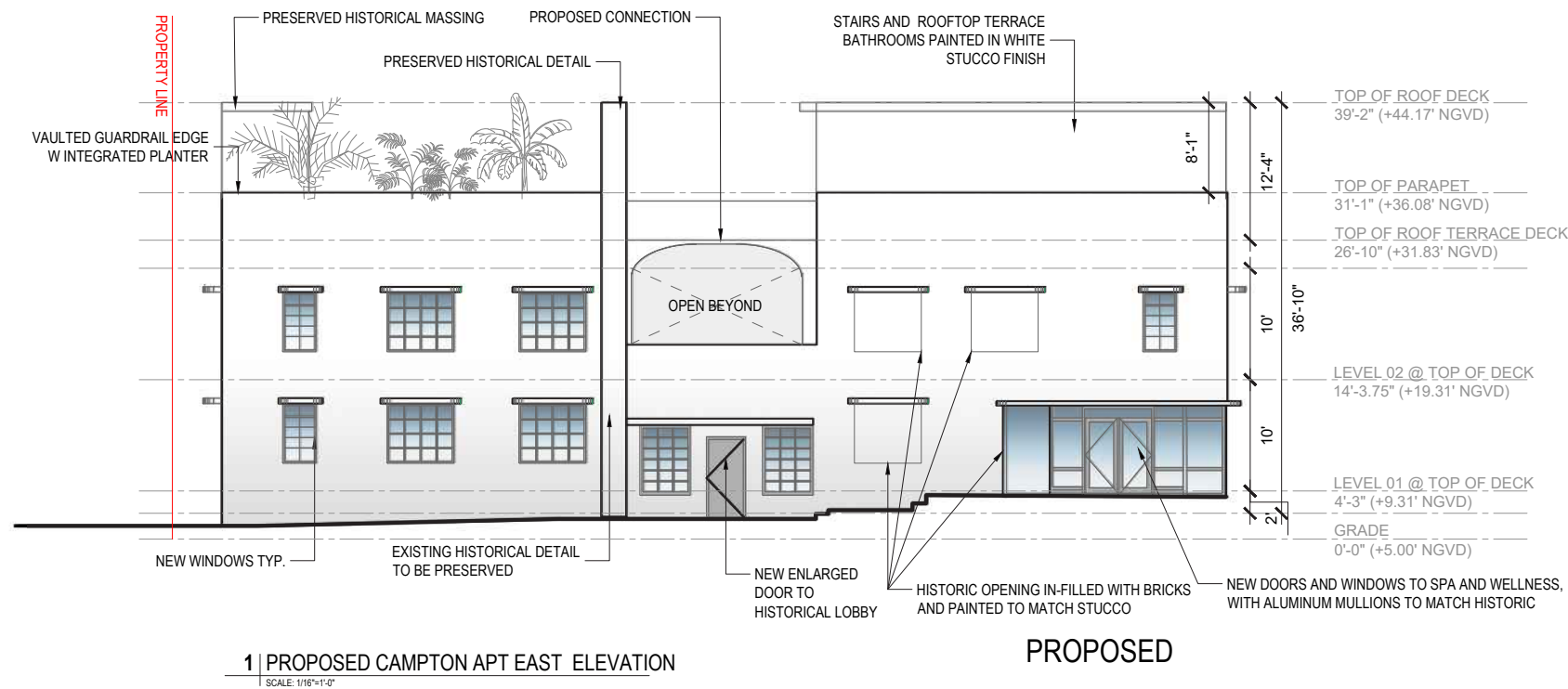


2 | DEMOLITION CAMPTON APT NORTH ELEVATION
SCALE: 1/16"=1'-0"

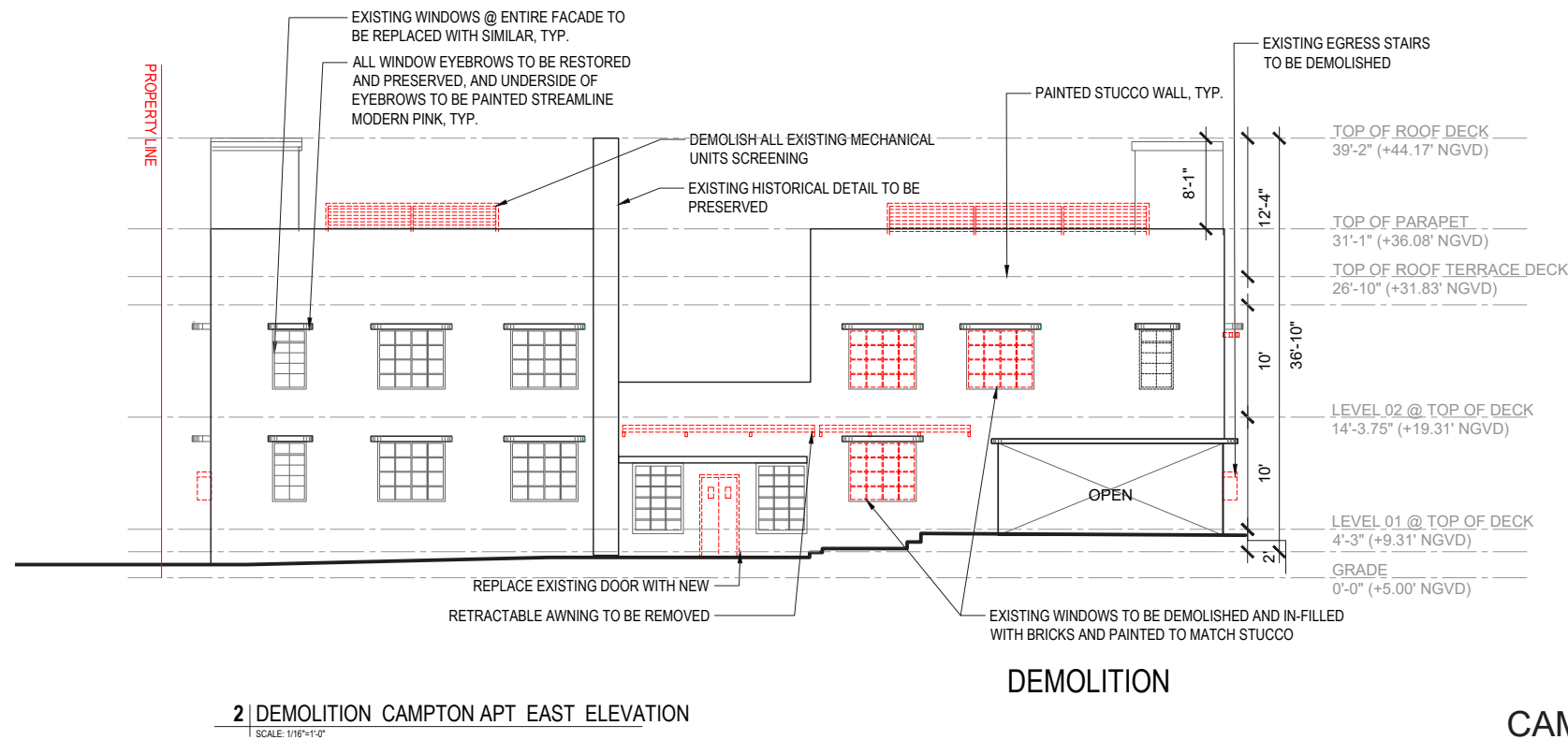
DEMOLITION

CAMPTON APT. NORTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"



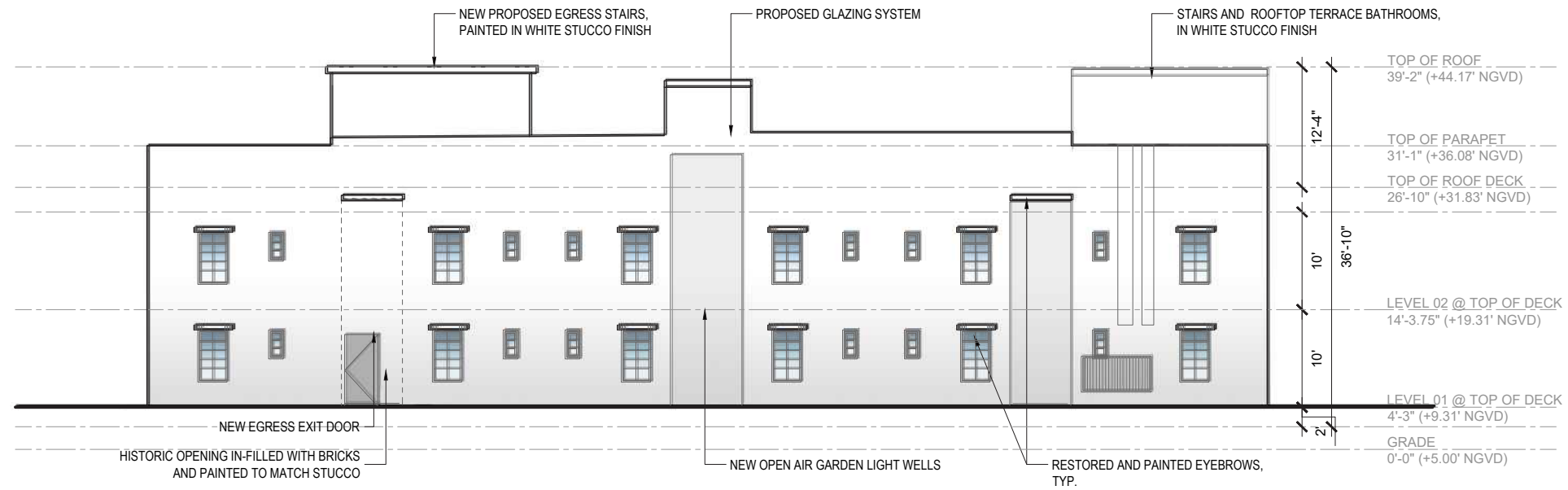
PROPOSED



DEMOLITION

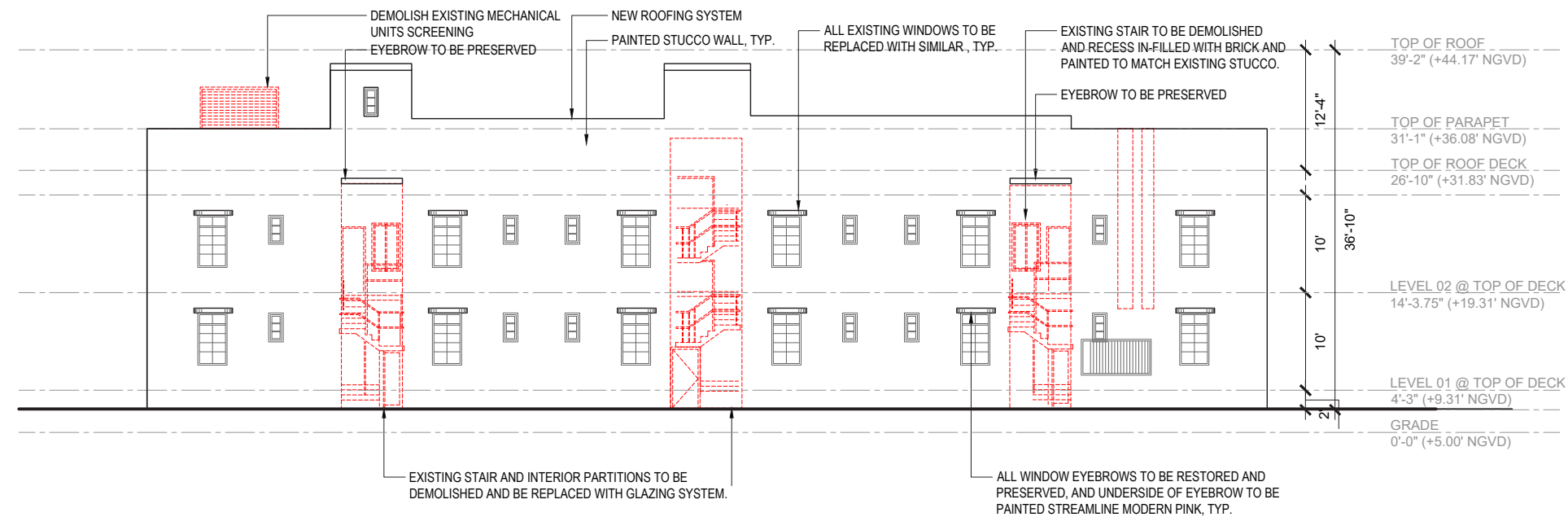
CAMPTON APT. EAST FACADE ELEVATION

SCALE: 1/16" = 1'-0"



1 | PROPOSED CAMPTON APT SOUTH ELEVATION
SCALE: 1/16"=1'-0"

PROPOSED

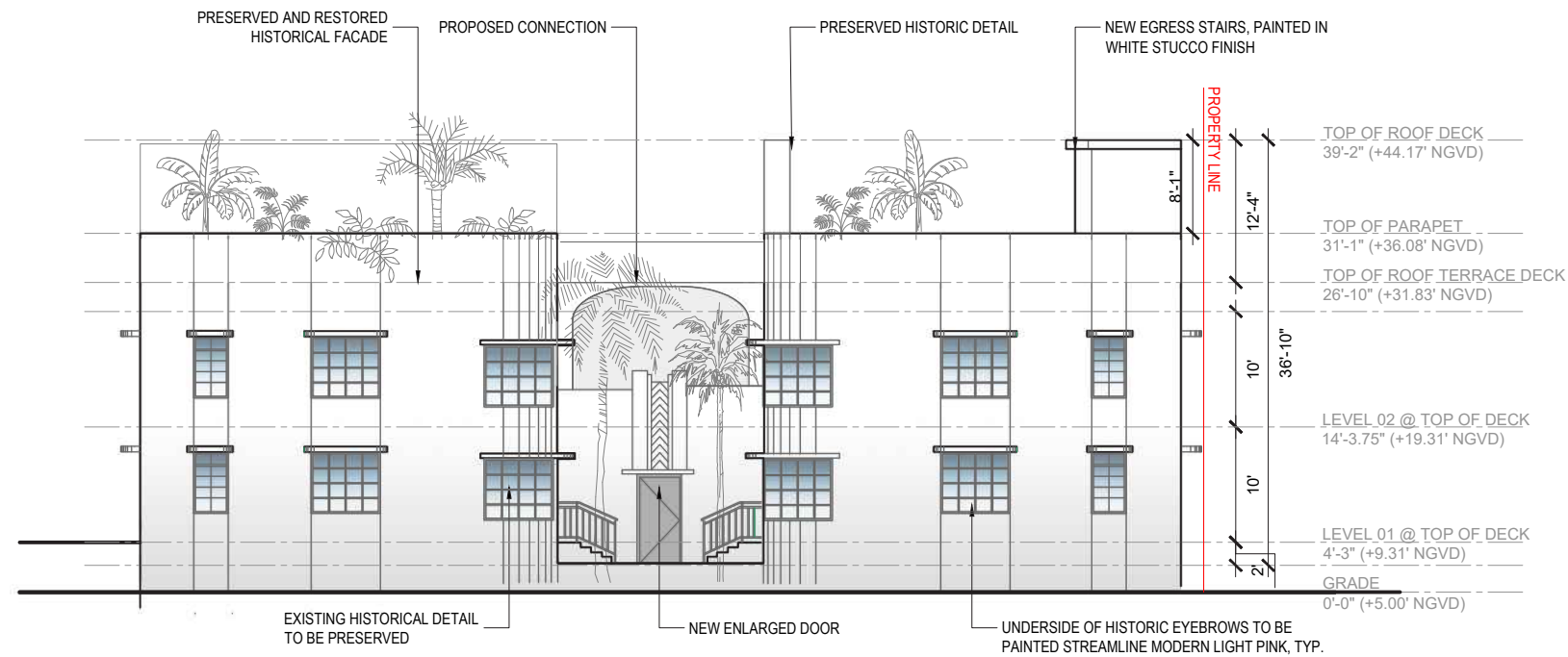


2 | DEMOLITION CAMPTON APT SOUTH ELEVATION
SCALE: 1/16"=1'-0"

DEMOLITION

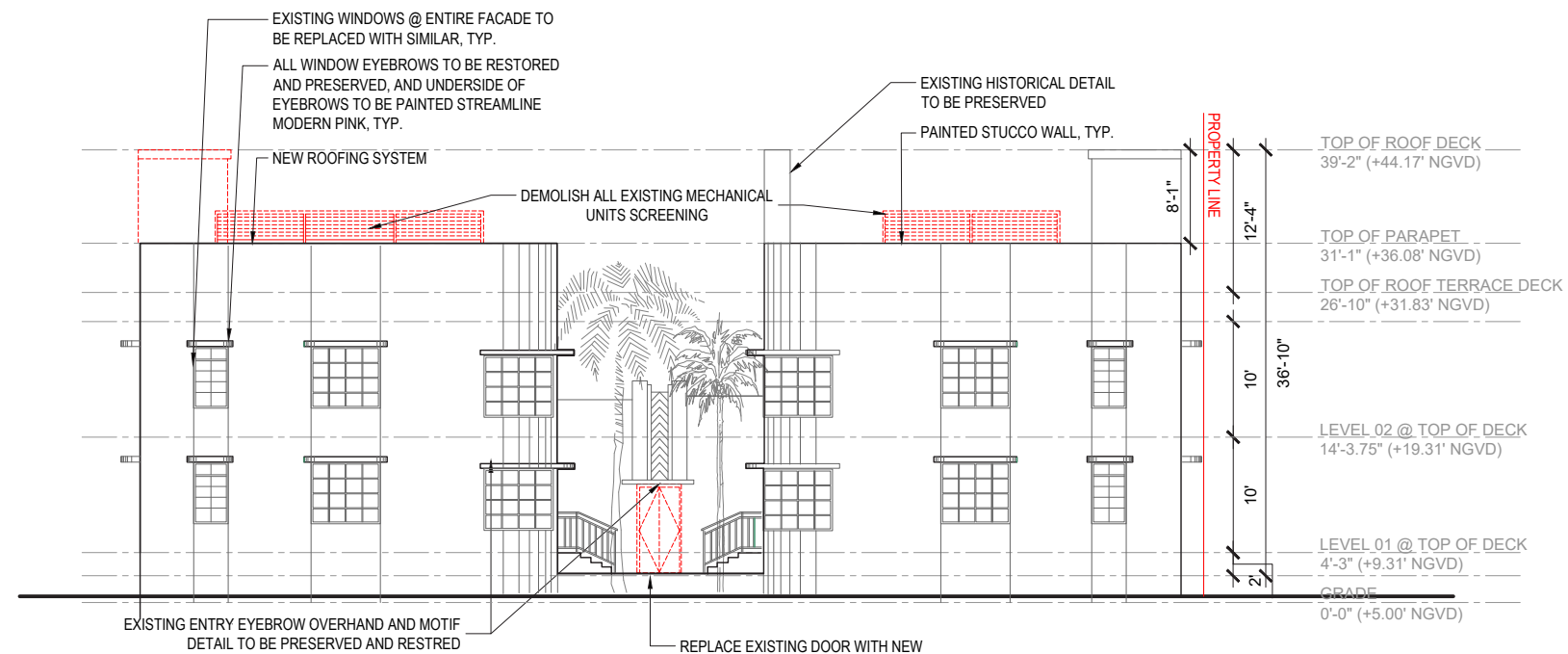
CAMPTON APT. SOUTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"



1 | PROPOSED CAMPTON APT WEST ELEVATION
SCALE: 1/16"=1'-0"

PROPOSED

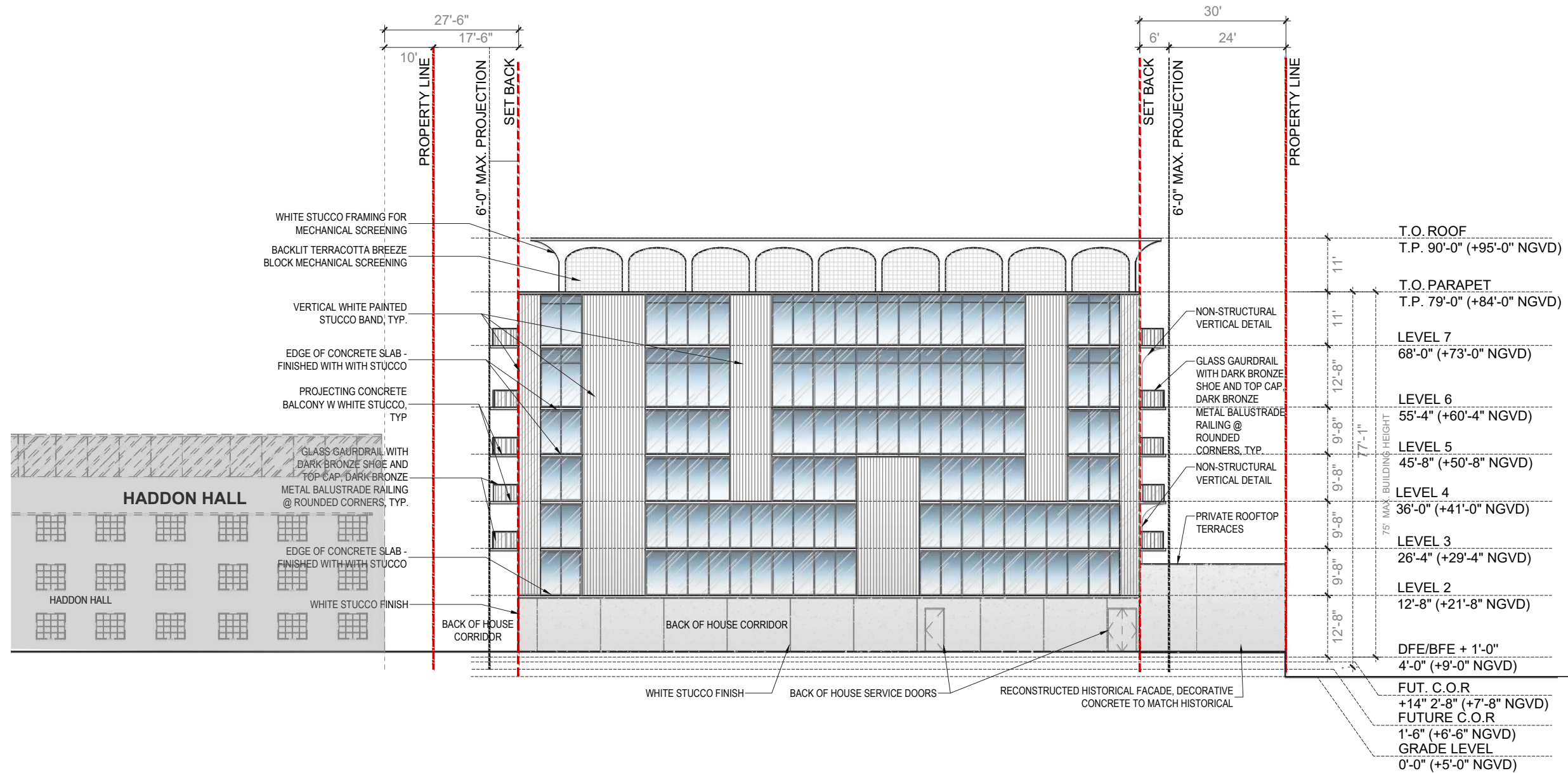


2 | DEMOLITION CAMPTON APT WEST ELEVATION
SCALE: 1/16"=1'-0"

DEMOLITION

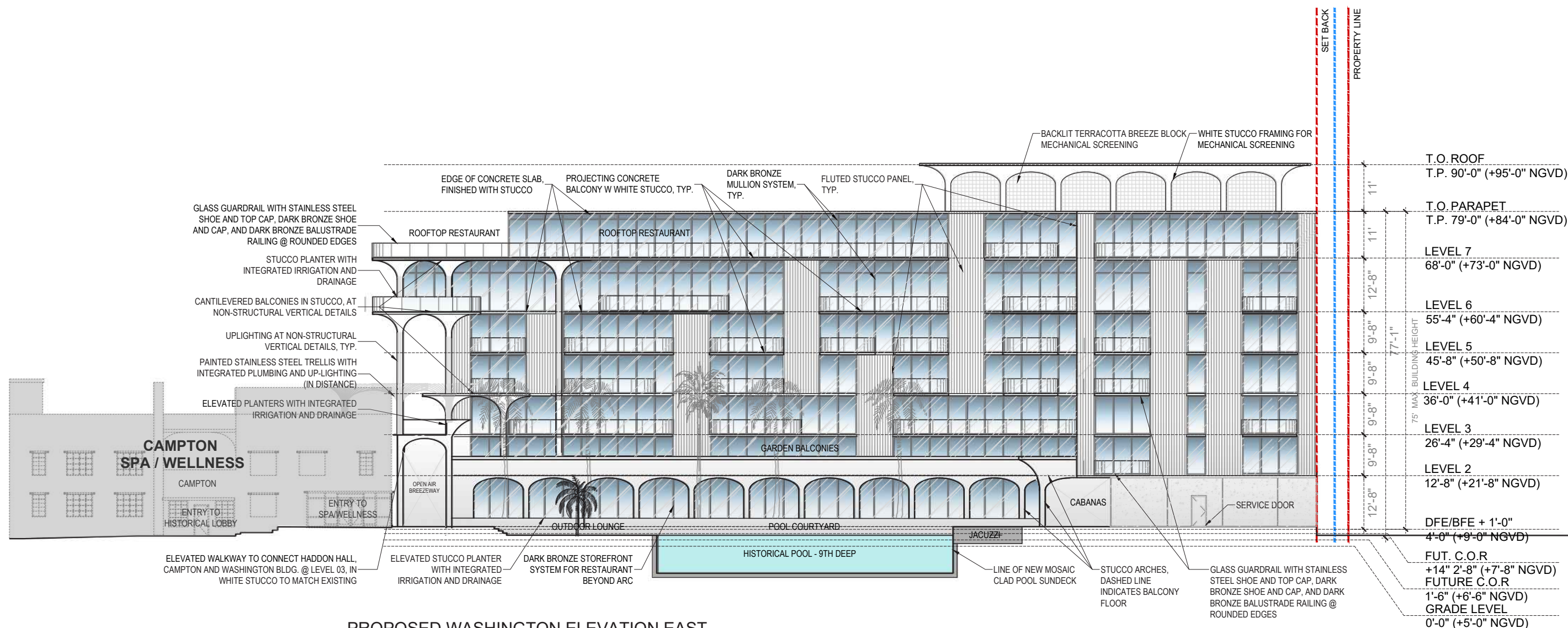
CAMPTON APT. WEST FACADE ELEVATION

SCALE: 1/16" = 1'-0"



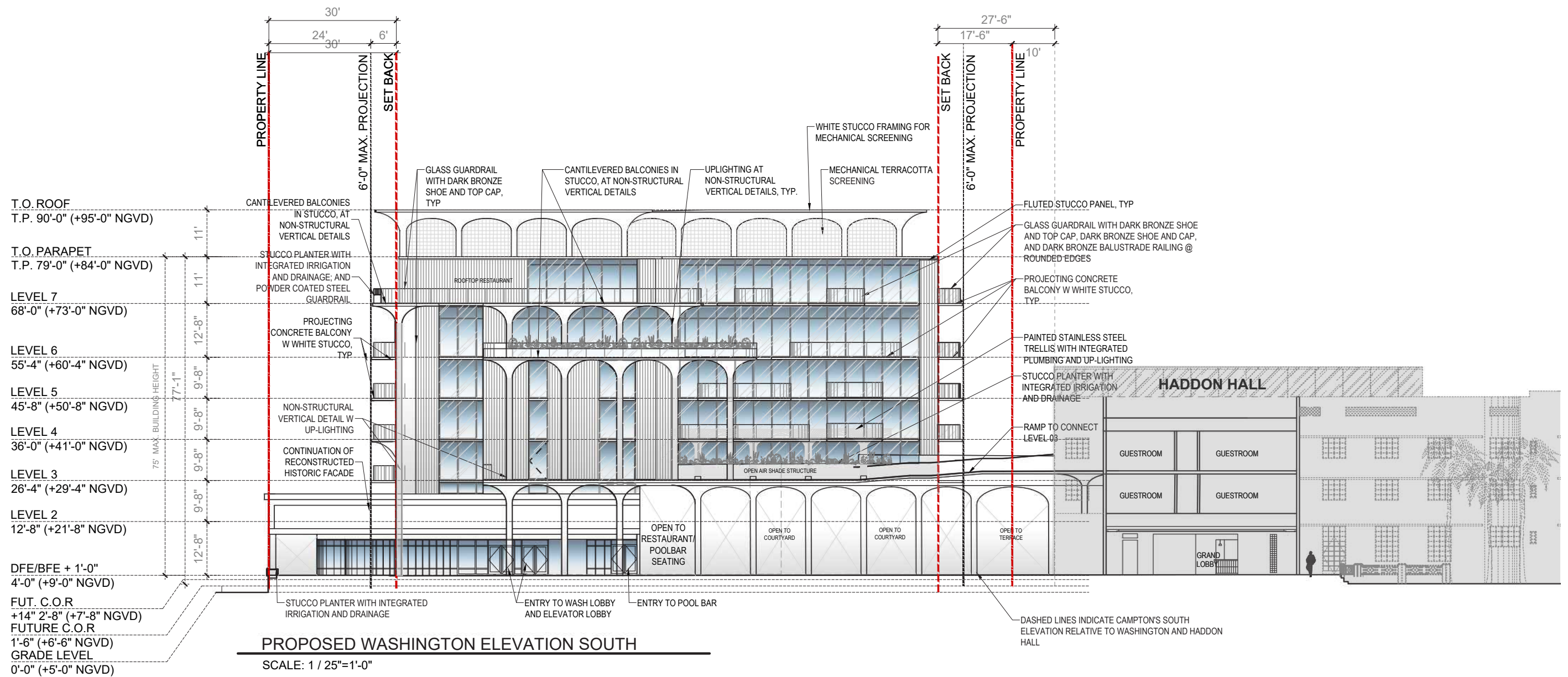
WASHINGTON NORTH FACADE ELEVATION

SCALE: 1/16" = 1'-0"

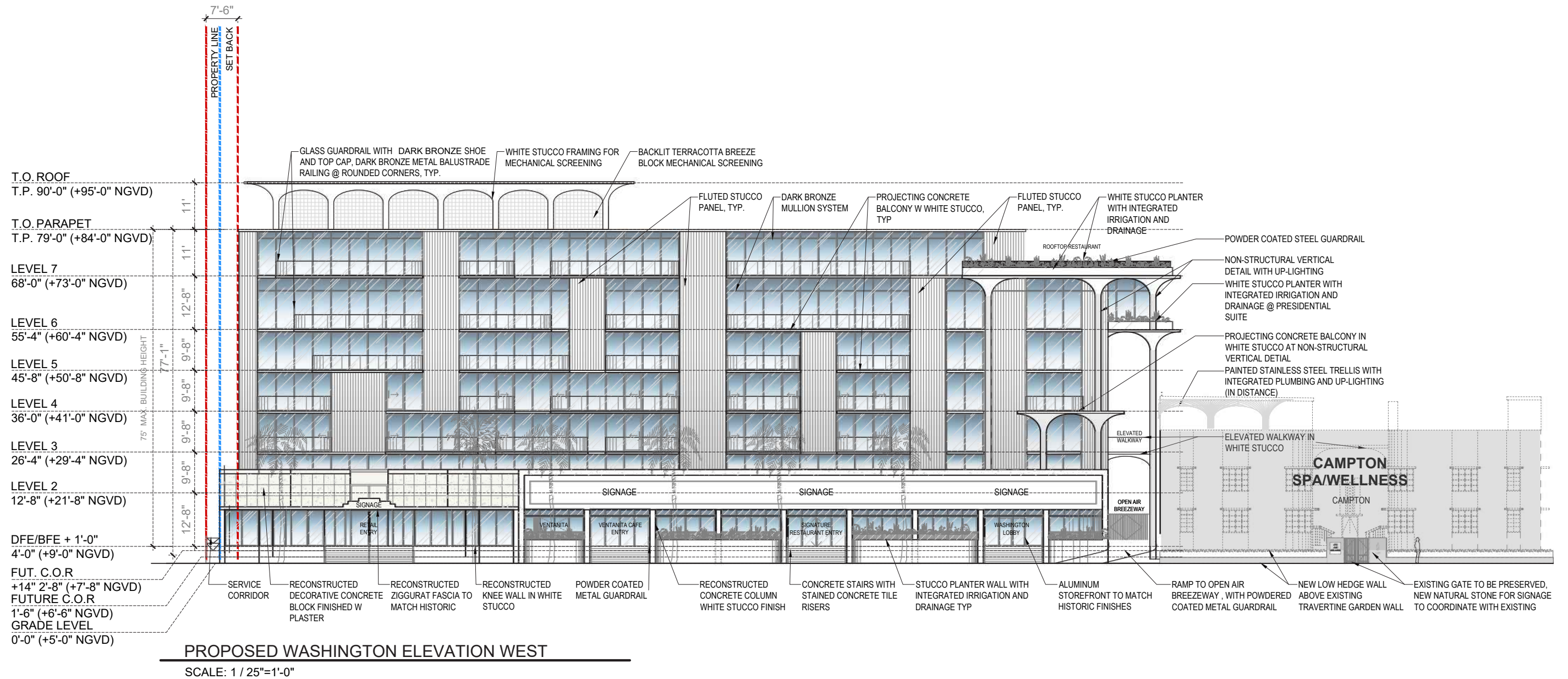


WASHINGTON EAST FACADE ELEVATION

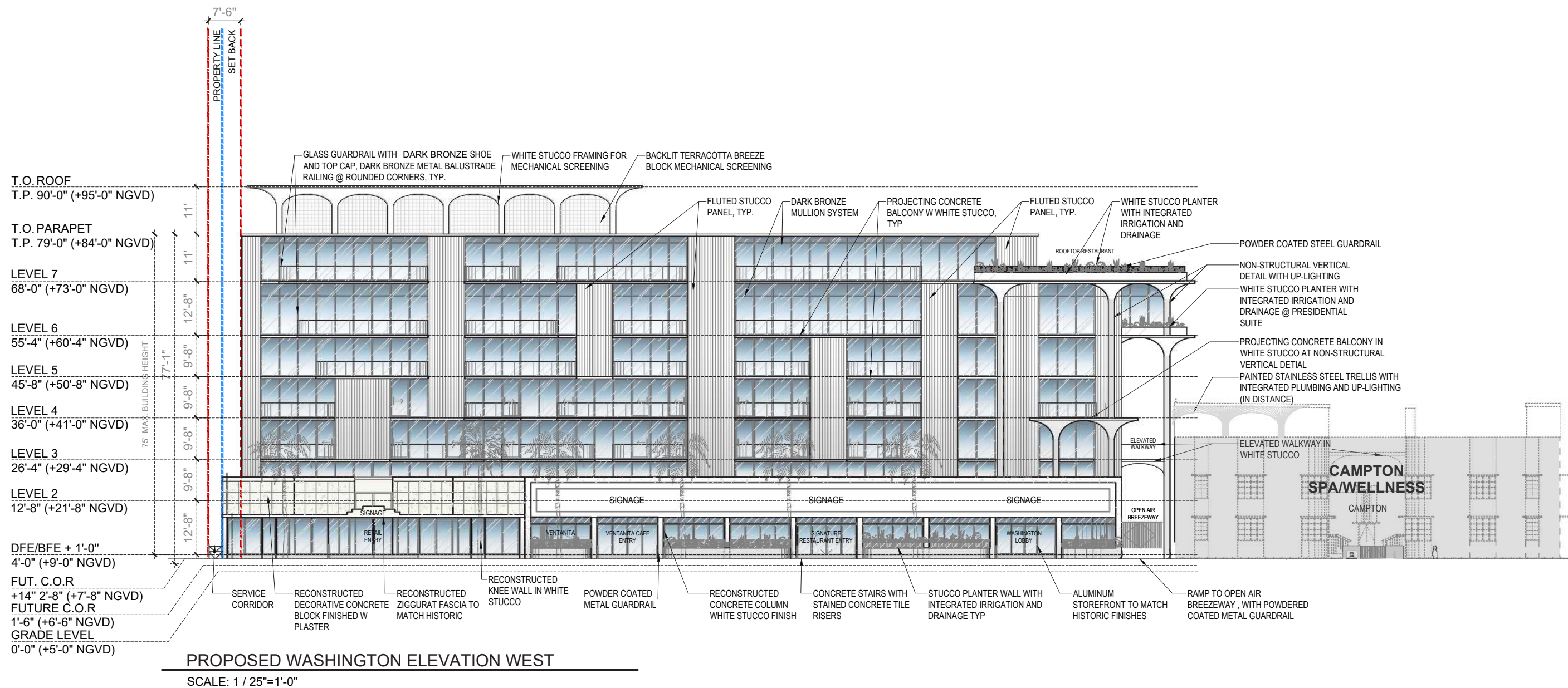
SCALE: 1/16" = 1'-0"



WASHINGTON SOUTH FACADE ELEVATION
SCALE: 1/16" = 1'-0"

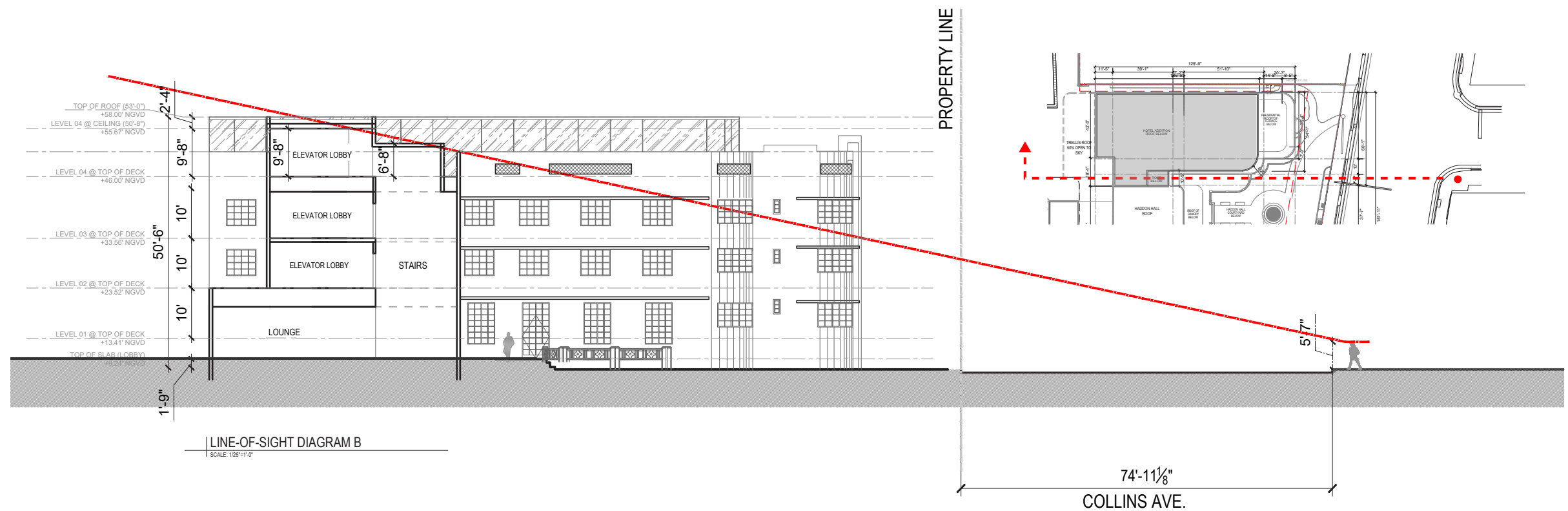
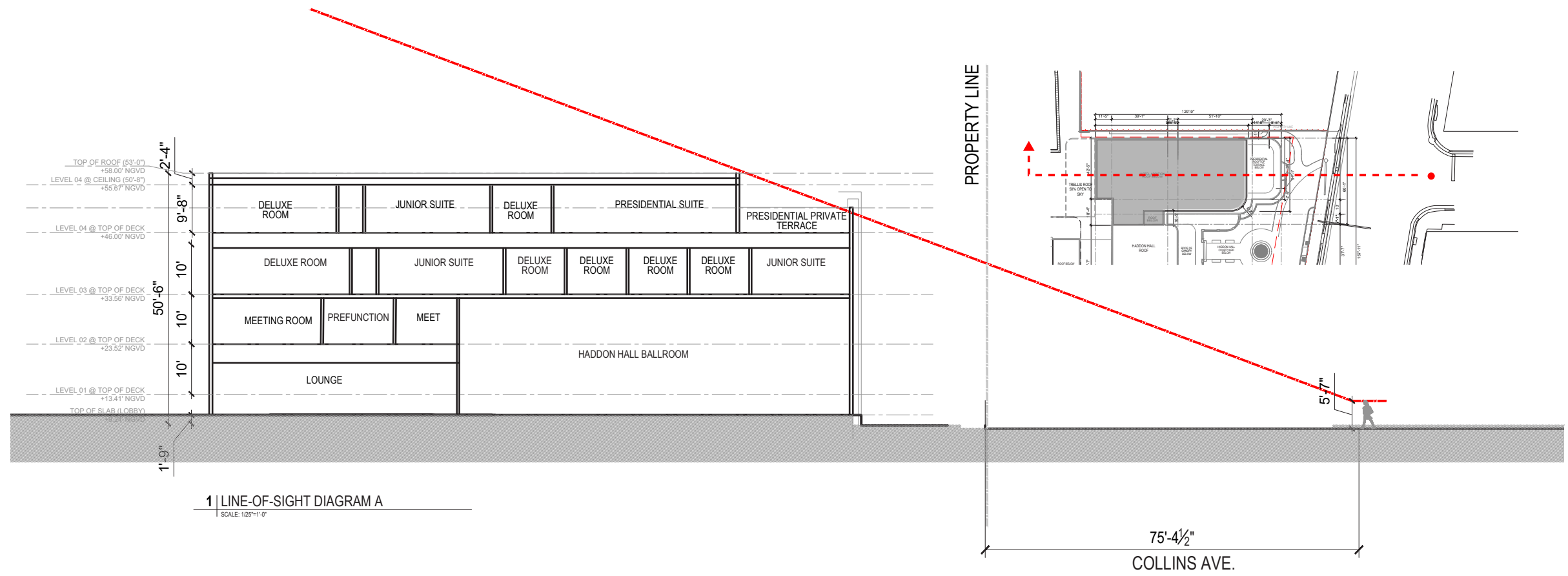


WASHINGTON WEST FACADE ELEVATION (CURRENT COR)
 SCALE: 1/16" = 1'-0"



WASHINGTON WEST FACADE ELEVATION (FUTURE COR)

SCALE: 1/16" = 1'-0"



HADDON HALL LINE OF SIGHT DIAGRAM

SCALE: 1/25" = 1'-0"



ROTTET STUDIO
ARCHITECTURE AND DESIGN



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