PB24-0707 a.k.a. PB23-0577
230 1st Street/81 Washington Avenue
CUP Modification

January 7, 2025 Planning Board Meeting

BELLINSON GOMEZ ARCHITECTS pa

THE GROUP NYC

BERCOW RADELL FERNANDEZ LARKIN + TAPANES
ZONING, LAND USE AND ENVIRONMENTAL LAW

THE GROUP
NYC

OUR CONCEPTS
BOUCHERIE

Boucherie concept was born five years ago with an idea to build a restaurant that will capture carefree spirit of Belle Époque, with menu that contains touches of decadence from foie gras to crème brûlée, prime cuts, wagyu selection to Butcher's block. The philosophy of this era inspired the foundation of Boucherie.

Boucherie is created to be the perfect blend of an indulgent steak house and a refined Parisian brasserie.

LA GRANDE
BOUCHERIE

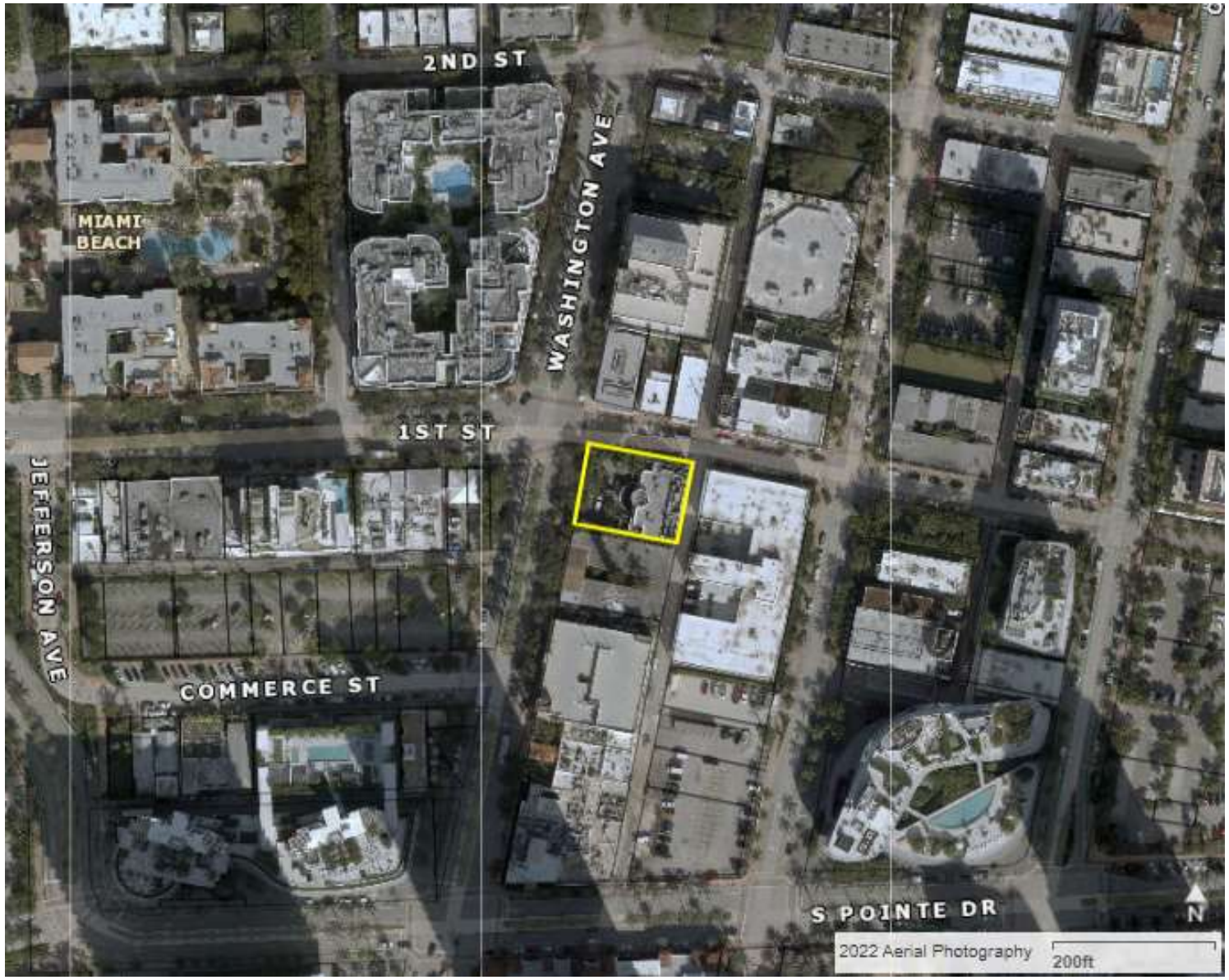
This one-of-a-kind Brasserie is located in the beating heart of Midtown with entry access through the unique pedestrian arcade at 6-1/2 Avenue, between 53rd and 54th St, with 5,500 ft² floor and 6,000 ft² plaza, is featuring 20 ft ceilings.

Upon entering, you are carried away to a different time and place. This space embodies the *joie de vivre* of the Belle Époque era of Paris through a careful and meticulous revival of Art Nouveau forms. The site's existing architecture offers the perfect canvas for an expressive rehabilitation and reinvention of a style.

Surrounded by some of New York's most remarkable landmarks, it brings an elevated Boucherie experience while setting a new dining standard for this historic and alluring Manhattan neighborhood.

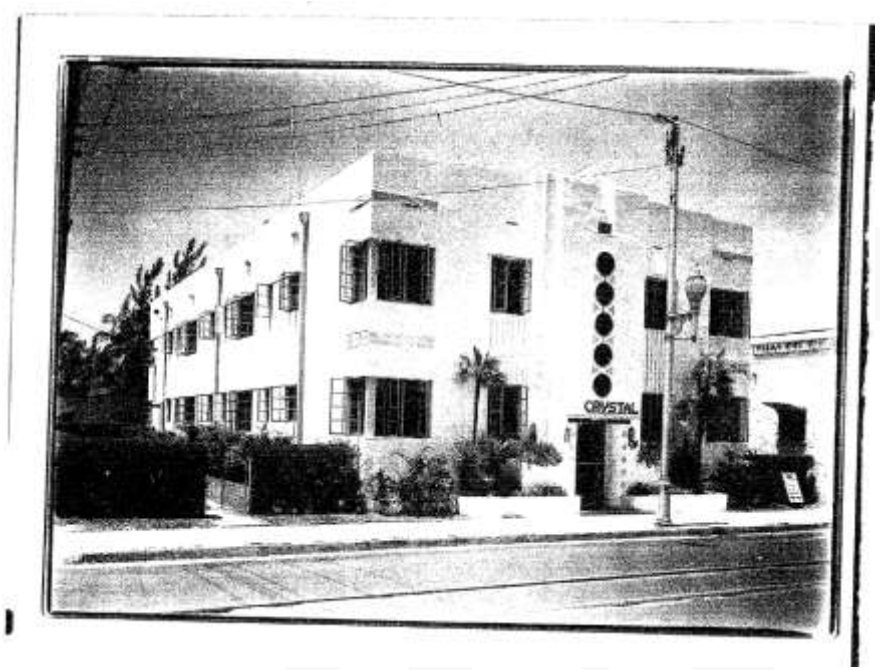
Context

LA GRANDE BOUCHERIE


2ND ST
MIAMI BEACH
WASHINGTON AVE
1ST ST
JEFFERSON AVE
COMMERCE ST
S POINTE DR
N
2022 Aerial Photography
200ft

Site History

- **1936:** Developed as “Crystal Apartments” by Henry Hohauser
- **1993-1997:** Various commercial uses
- **2007 - 2015:** 1st and 2nd Floors operated as French Restaurants “Au Pied De Cochon” and La “Gloutennerie”
- **2017:** Plans approved for 246 seat restaurant
- **2020:** Building purchased by the Group NYC
- **2023:** CUP approved for 450 seat Boucherie restaurant on 1st and 2nd Floors of building
- **2025:** La Grand Boucherie Miami Beach grand opening



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LA GRANDE

CUP Modification Request

1. Establish new Japanese restaurant “Genzo-Omakase Room” on 3rd floor with maximum 102 seats, for a total of 517 seats within the building

2. Modify location of valet storage lot from 119 Washington Avenue to 400 Collins Avenue

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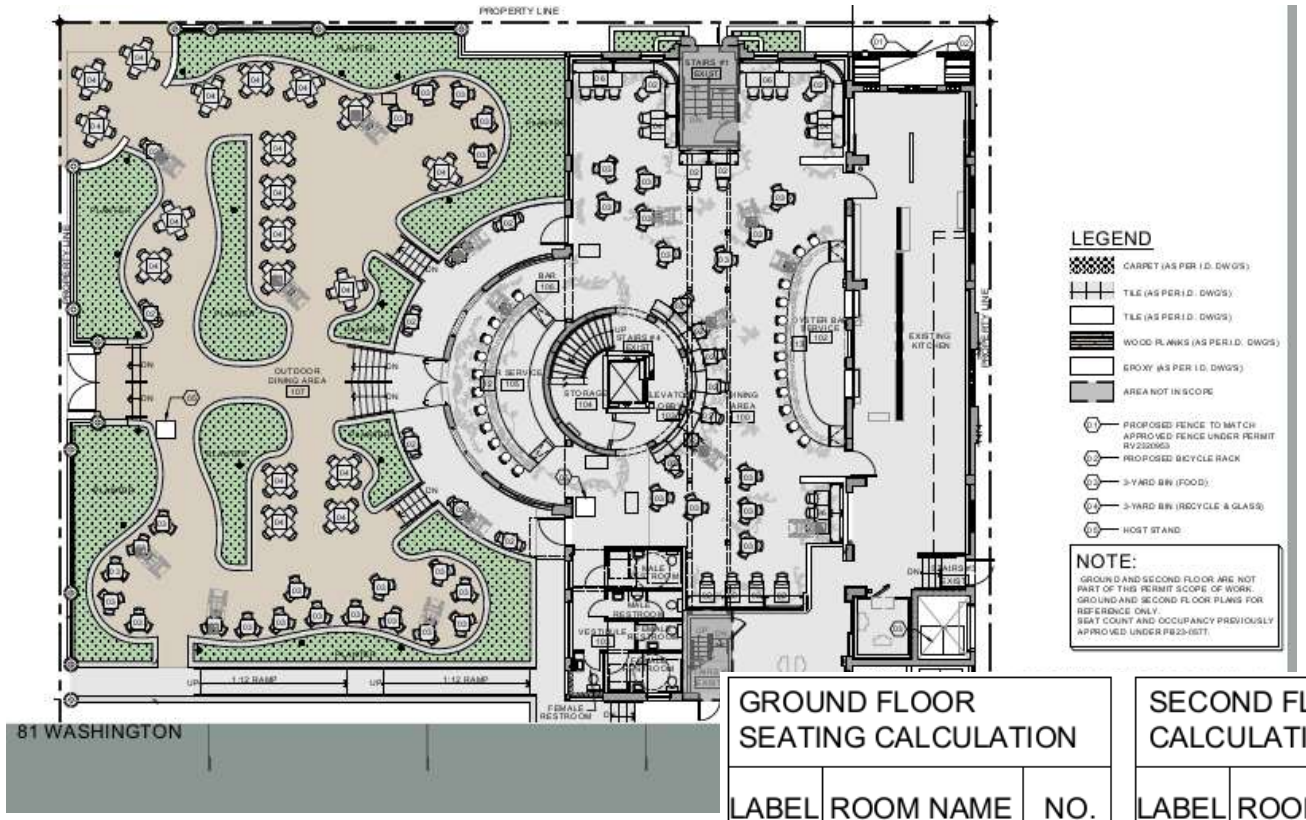
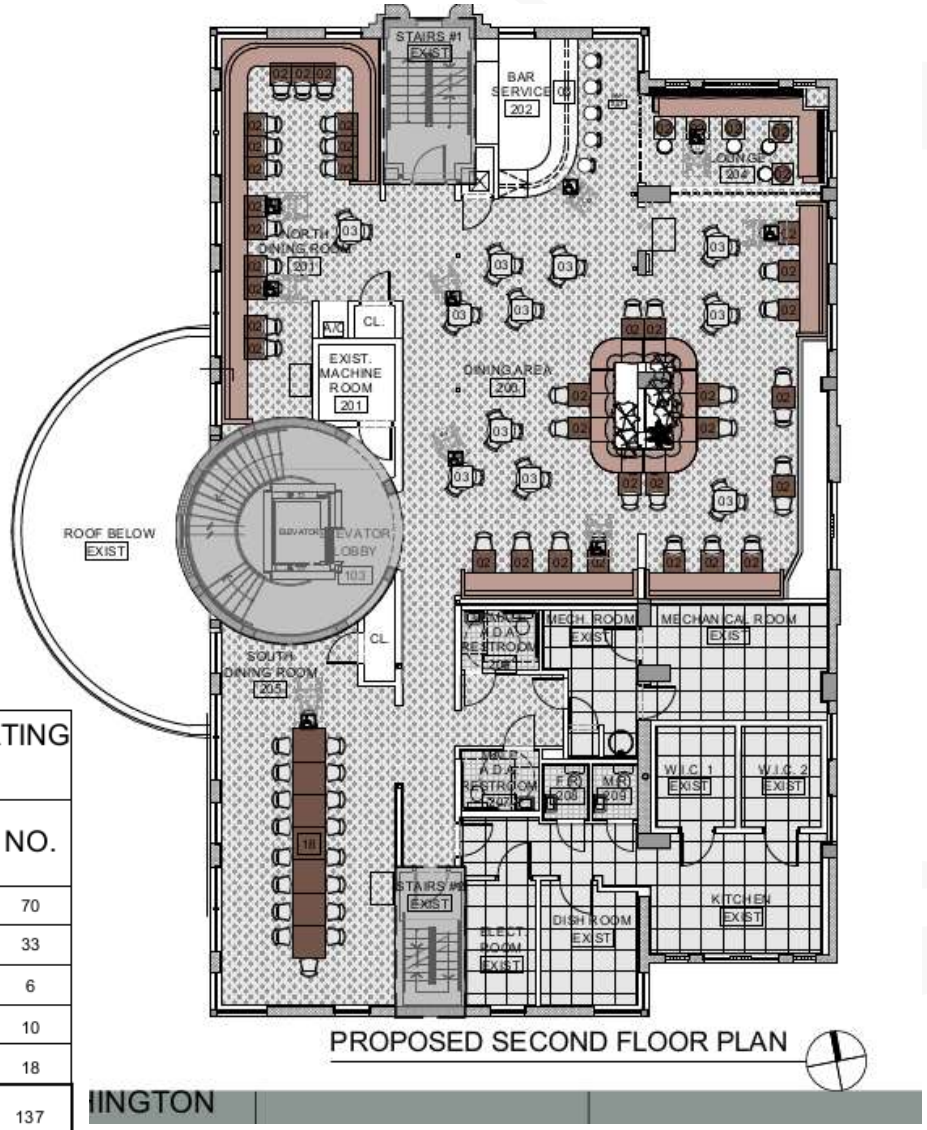
Levels 1 & 2 – Previously Approved and Permitted



GROUND FLOOR SEATING CALCULATION		
LABEL	ROOM NAME	NO.
107	OUTDOOR DINING	158
106	BAR	12
100	INTERIOR DINING	95
102	OYSTER BAR	13
TOTAL # OF SEATS		278

SECOND FLOOR SEATING CALCULATION		
LABEL	ROOM NAME	NO.
200	MAIN DINING	70
201	NORTH DINING ROOM	33
203	BAR	6
204	LOUNGE	10
205	SOUTH DINING ROOM	18
TOTAL # OF SEATS		137



415 seats

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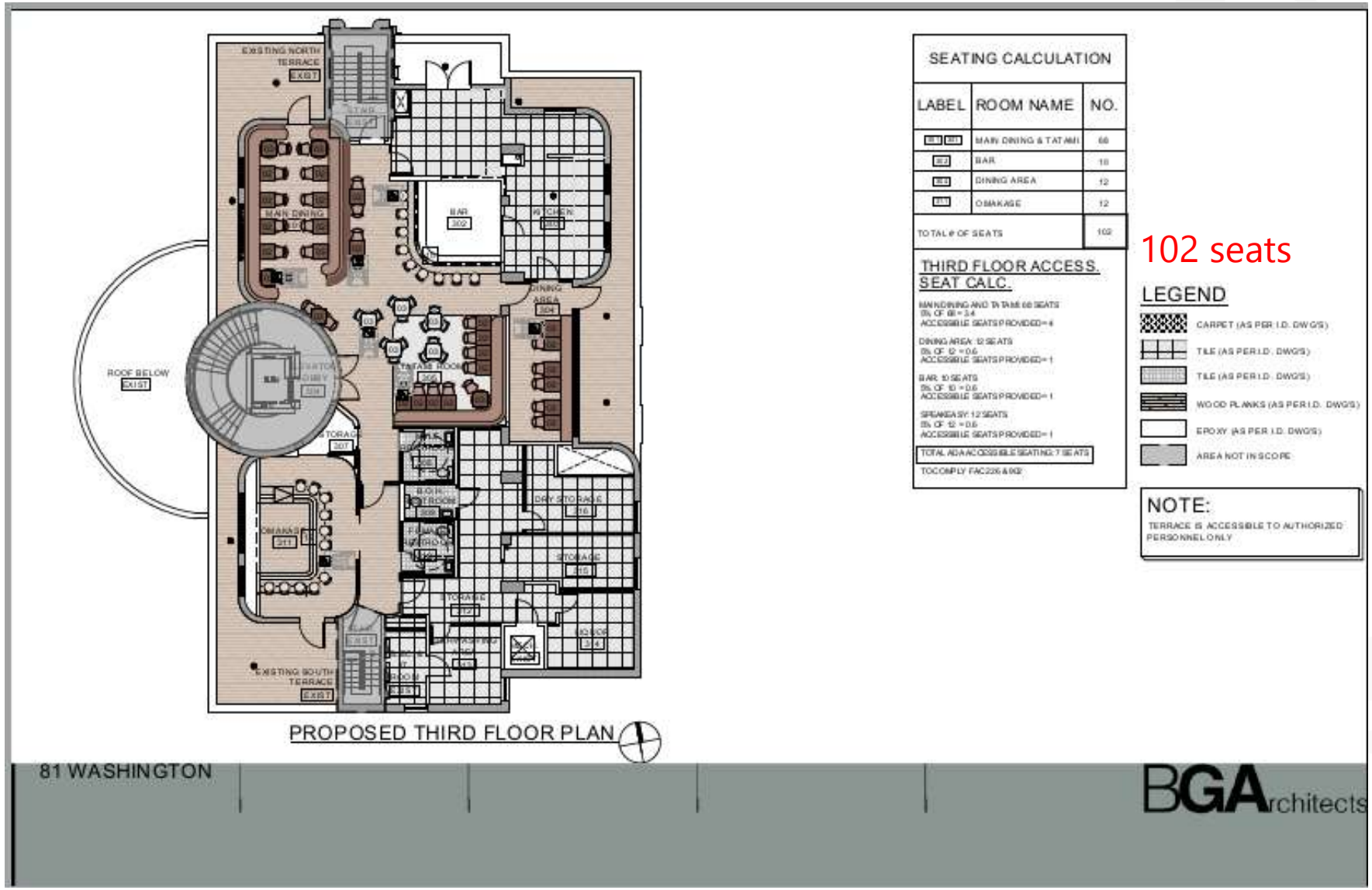
Level 3 – Proposed Expansion



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Seat Count Summary

Proposed Seat Counts	
Total Per Building Permit for Levels 1 and 2	415
Total Proposed for Level 3	102
Building Total (all levels)	517 seats

Previously approved for 450 seats on levels 1 and 2.

Net increase of 67 seats

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LEGEARD
STUDIO

LEGEARD
STUDIO

Sample Menu

OMAKASE ROOM *by* SHIN

OMAKASE $175

*Chef's menu may undergo slight changes every day
because we serve the best fresh fish of the day
(this depends on the fish market availability).
*Consuming raw or undercooked meats, poultry, seafood,
shellfish or eggs may increase your risk of foodborne illness.

14 COURSES

Seasonal Appetizer
Seasonal Savory Egg Custard
Kanpachi Sushi
Madai Sushi
Salmon Sushi
Ikura Sushi
Seasonal Shellfish Sushi
Bf Red Meat Tuna
Bf Fatty Tuna
Toro Hand Roll
Eel Sushi
Uni Hand Roll
Miso Soup
Tamago

お任

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Valet Storage

Figure 4 - Valet Operation Routes

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Transportation Demand Management (TDM)

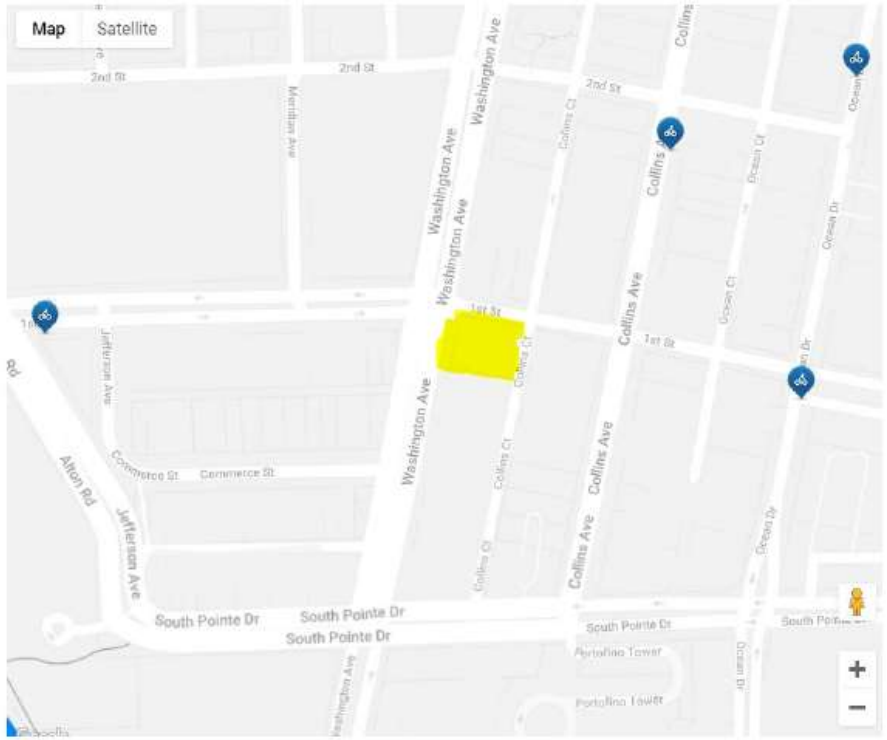
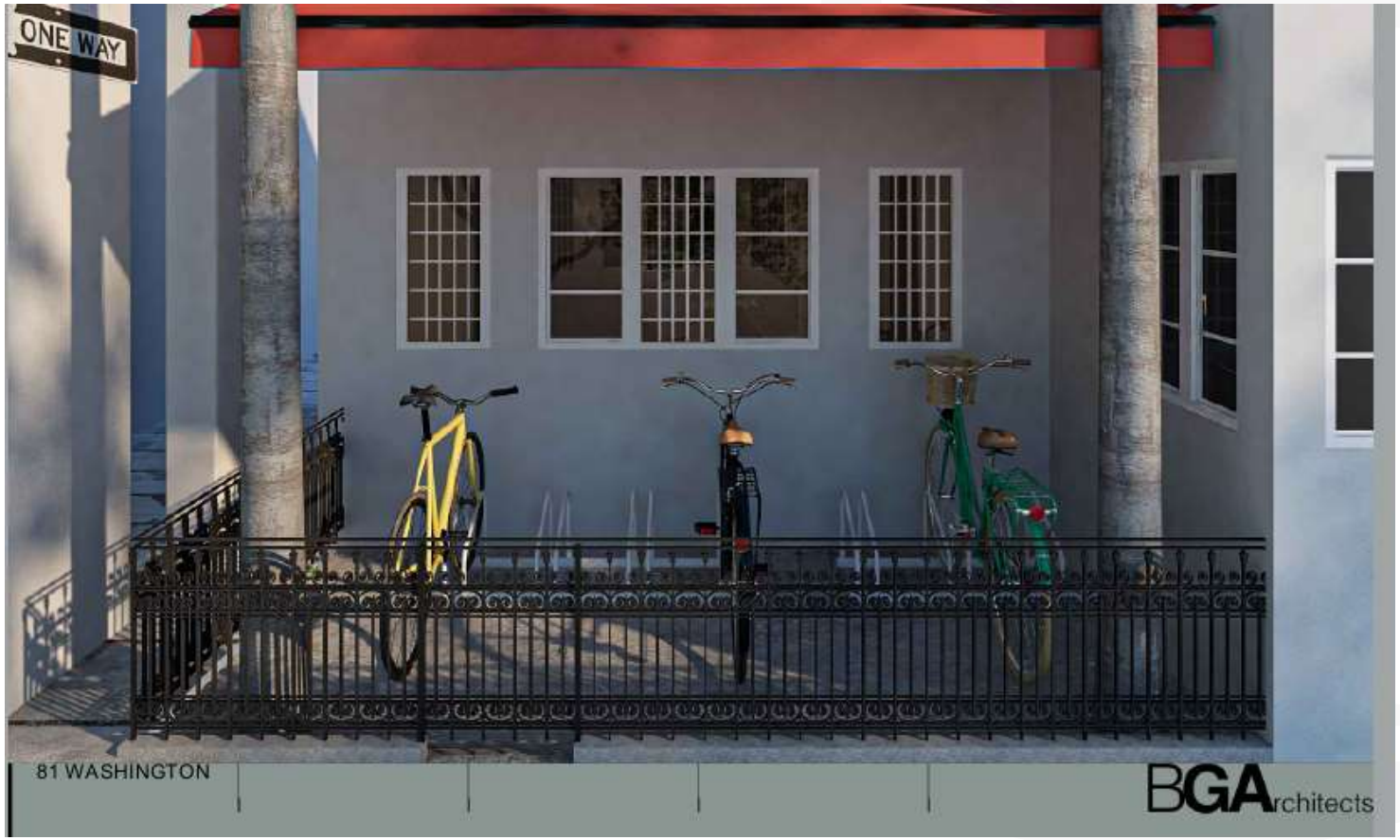


Figure 1: Citi Bike stations within 2 blocks.



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Proposed Modified CUP Summary (all 3 levels)

Operating Hours: (No change)

- Indoor:11:00AM – 12:00 AM
- Outdoor: 11:00 AM – 11:00 PM Sunday – Thursday, 12:00 AM Friday and Saturday

Capacity: 517 seats **(Requested)**

- 1st level Indoor + Outdoor: 278 seats (approved and permitted)
- 2nd level indoor: 137 seats (approved and permitted)
- **3rd level indoor: 102 (Requested)**

Music: (No change)

- Ambient background level indoor and outdoor 11:00 AM – 10:00 PM (Sunday- Thursday), 11:00 PM on Friday and Saturday (approved and permitted)
- Entertainment and special events prohibited

Valet: storage at 400 Collins Avenue **(Requested)**

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Modified Conditions of Approval

Condition 3. This Conditional Use Permit is issued to ~~81 Washington, LLC~~ La Grand Boucherie Miami Beach, LLC, as tenants and operators of the Neighborhood Impact Establishment consisting of a restaurants and accessory indoor bars. Any change of operator or fifty percent (50%) or more stock ownership shall require the new owners or operators to submit an affidavit, approved by City, to the City of Miami Beach Planning Department transferring approval to the new owners and/or operators and acknowledging acceptance of all conditions established herein, prior to the issuance of a new Certificate of Use/Business Tax Receipt. A progress report shall be scheduled within 60 days following the applicant's submission and staff's approval of the affidavit.

Condition 11. Prior to issuance of a Certificate of Use/Business Tax Receipt for seats located on the third level of the building, the existing curbcut previously used to access the onsite parking on Washington Avenue shall be removed and replaced with a sidewalk and curb, subject to the review and approval of staff.

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Thank You

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Traffic Study

- 67 new seats = 11 additional trips during weekend peak hour

Table 1 - Trip Generation Summary

ITE Code / Description	Quantity	Units	Peak Hr. Trips	Multimodal Reduction	Pass-By Trips	Net Peak Hr. Trips	% In Trips	Net Peak Hour Trips	
								In	Out
WEEKEND PEAK HOUR									
931 / Fine Dinning Restaurant - Previously Approved	450	Seats	149	15.6%	44%	71	59%	42	29
931 / Fine Dinning Restaurant - Proposed Increase	517	Seats	171	15.6%	44%	82	59%	49	33
Total Trips Increased (Decreased)						11		7	4
WEEKDAY AM PEAK HOUR									
931 / Fine Dinning Restaurant - Previously Approved	450	Seats	68	15.6%	0%	58	69%	41	17
931 / Fine Dinning Restaurant - Proposed Increase	517	Seats	78	15.6%	0%	66	69%	46	20
Total Trips Increased (Decreased)						8		5	3
WEEKDAY PM PEAK HOUR									
931 / Fine Dinning Restaurant - Previously Approved	450	Seats	141	15.6%	44%	68	59%	41	27
931 / Fine Dinning Restaurant - Proposed Increase	517	Seats	164	15.6%	44%	78	59%	47	31
Total Trips Increased (Decreased)						10		6	4

ITE Trip Generation Manual - 11th Edition.

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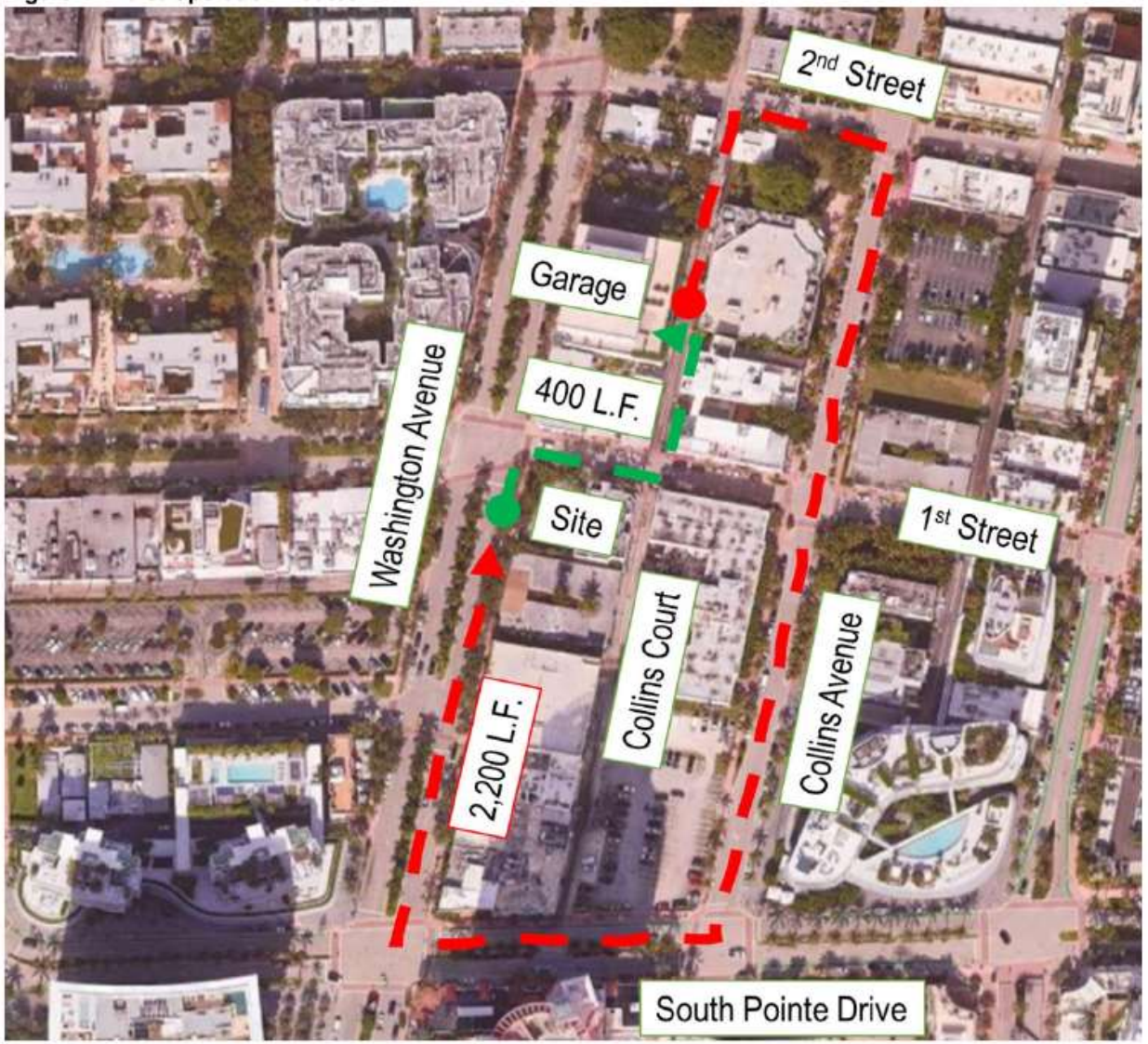
Valet – 119 Washington

Figure 4 - Valet Operation Routes



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