

THE JAMES
At the Royal Palm

July 2011

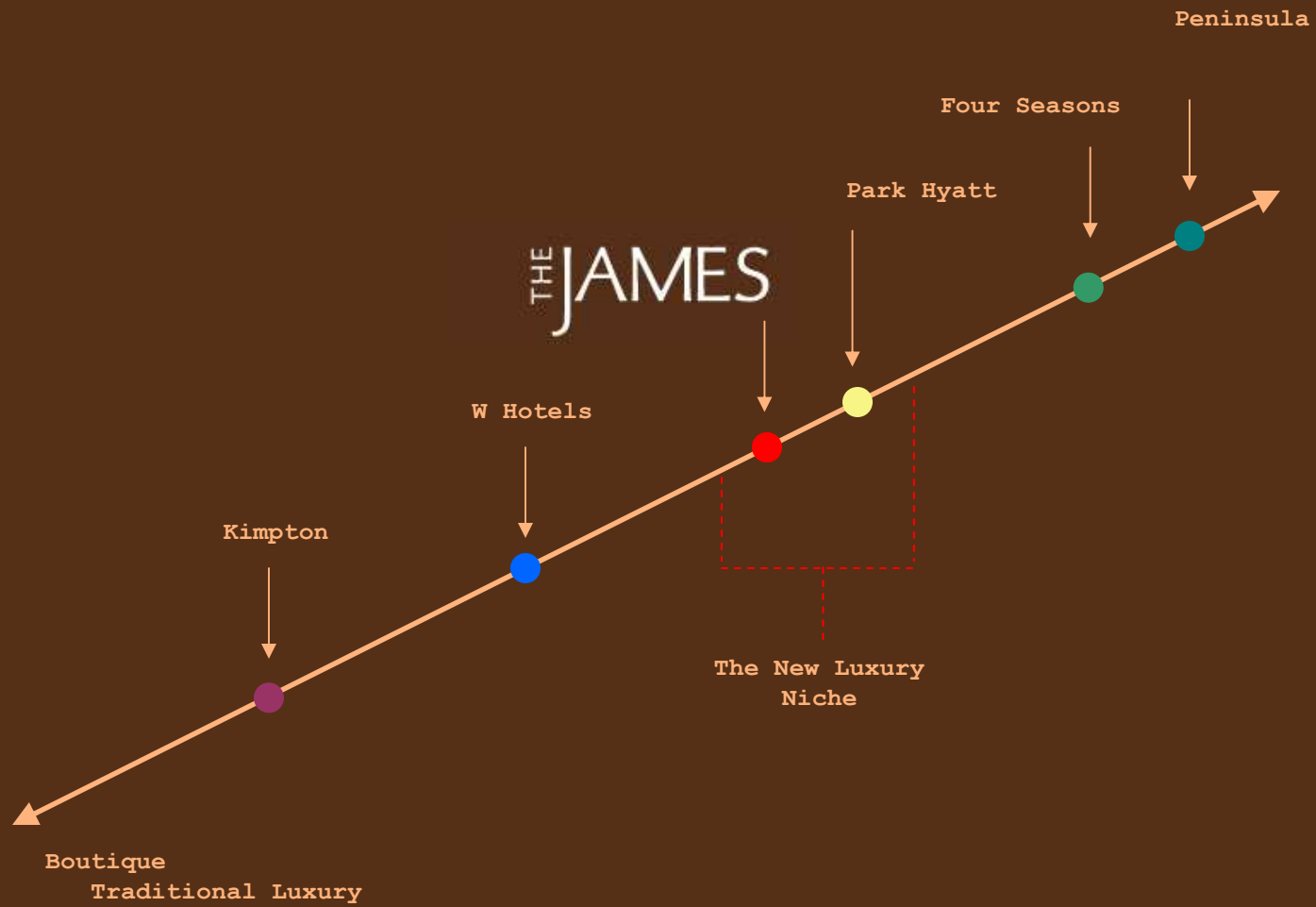
The James is a brand of ideally situated, warmly modern, residentially styled luxury hotels that delivers an artful blend of exquisite hand-crafted design, seamlessly intuitive service and personalized comfort.

In the realm of hospitality, The James defines luxury liberated from tradition.



THE JAMES
Luxury Liberated

The New Luxury Niche



The James at the Royal Palm...As We See It

Our renovation and repositioning initiatives will address the current limitations of the property to add value for the guests and create revenue opportunities for the owners by putting the Hotel on the map. Highlights include...

- Completely renovating guestrooms, offering a product designed uniquely for the traveler seeking modern, comfortable accommodations with genuine service
- Re-concepting indoor and outdoor public spaces to create social spaces and intimate spots for our guests to enjoy and the community to seek out
- Converting vacant Shorecrest space on corner of 15th Street and Collins Avenue into an a compelling, sophisticated restaurant and lounge concept, with private dining options, providing a “reason to come” for social seekers and area influencers
- Enhancing meeting space options to offer greater flexibility to suit a wider range of needs, including adjacent outdoor break-out spaces to maximize the beach location
- Creating a destination fitness and spa area, including a dedicated tranquility pool, on the second floor offering guests and locals a place to rejuvenate peacefully

Shorecrest Building Plan

The Location: Currently vacant former lobby of Shorecrest Hotel

- At front of property on Collins Avenue

The Idea: Create a experiential restaurant / lounge

- Attract the right local, domestic and international media buzz
- Offer high quality menus that are current, not trendy (examples in appendix)
- Design elements, artwork, and furniture will combine to form a communal, stylish environment
- Likely to be managed by a recognized third-party operator

The Details:

- Completely refurbish 8,600 SF bi-level indoor space and small front patio
- Will be hotel's primary dinner and evening lounge venue - critical to overall positioning of renovated hotel
- Space will include a dedicated kitchen

Design Influences



Design Influences (Cont'd)



Operational Considerations: Entrance / Egress

Restaurant

- The primary entrance / exit will be from Collins Avenue at the front (east) of the Shorecrest building on the ground floor
- In addition, there will be a secondary, internal entrance / exit through from the hotel lobby portion of the Shorecrest Building of the ground floor

Lounge

- The primary entrance / exit will be “speak easy” style through a portion of the underground garage
 - From the front lawn located on the north side of the Shorecrest building
 - Restricts queuing to Royal Palm property in mostly enclosed areas, away from neighbors and hotel guests
- The restaurant exits will also be available for emergency egress



Operational Considerations

Security Personnel

- The dedicated staff of the Shorecrest Restaurant, including supervisory personnel, will be onsite at all times during hours of operation
- Supplemental security staff will be hired as appropriate
- In addition, hotel staff will be on property and available to assist as needed
 - Note hotel staff will be the primary security for the parking facilities

Parking

- It is anticipated that the patrons will valet park
- Valet parking will be provided in underground garage beneath the Shorecrest Building and the City Parking Garage.
 - Guests will drop off / pick up cars in the front of Royal Palm
 - No self park will be available in on premises



Operational Considerations

Controlling Noise

- Most Intense use is the Specialty Restaurant & Lounge located at the front of property away from neighbors in the Shorecrest building.
- Closest building is a vacant commercial space (see following page)
- Primarily internal space
 - Historic, concrete walls actively contain noise; additional sound dampening construction anticipated
 - Max capacity of approximately 543 people
 - Smaller 2,665 sf lounge limits necessary sound amplification
 - No windows in proposed lounge and dining rooms serve as buffer.
- High end positioning, not mass market establishment.

Proximity to Residential Uses

