

HPB25-0676: Renovations to W South Beach



REUBEN BROTHERS

Who are we?

We own and manage an exclusive portfolio of luxury hotels and resorts located in iconic destinations globally.

Our properties offer a blend of timeless elegance, exceptional service, and modern amenities. Flagship properties have set benchmarks for design and hospitality excellence, providing guests with curated experiences.

Whether it's beachfront resorts or city-center luxury hotels, we ensure each property is a standout in terms of quality, atmosphere, and guest satisfaction.



Our Global Presence



A Selection of our Hospitality Portfolio



Rome, *Corinthia Hotel*



Capri, *Hotel La Palma*



Palm Beach, *The Vineta Boutique Hotel*



Los Angeles, *Century Plaza*



Venice, *Il Palazzo Experimental*



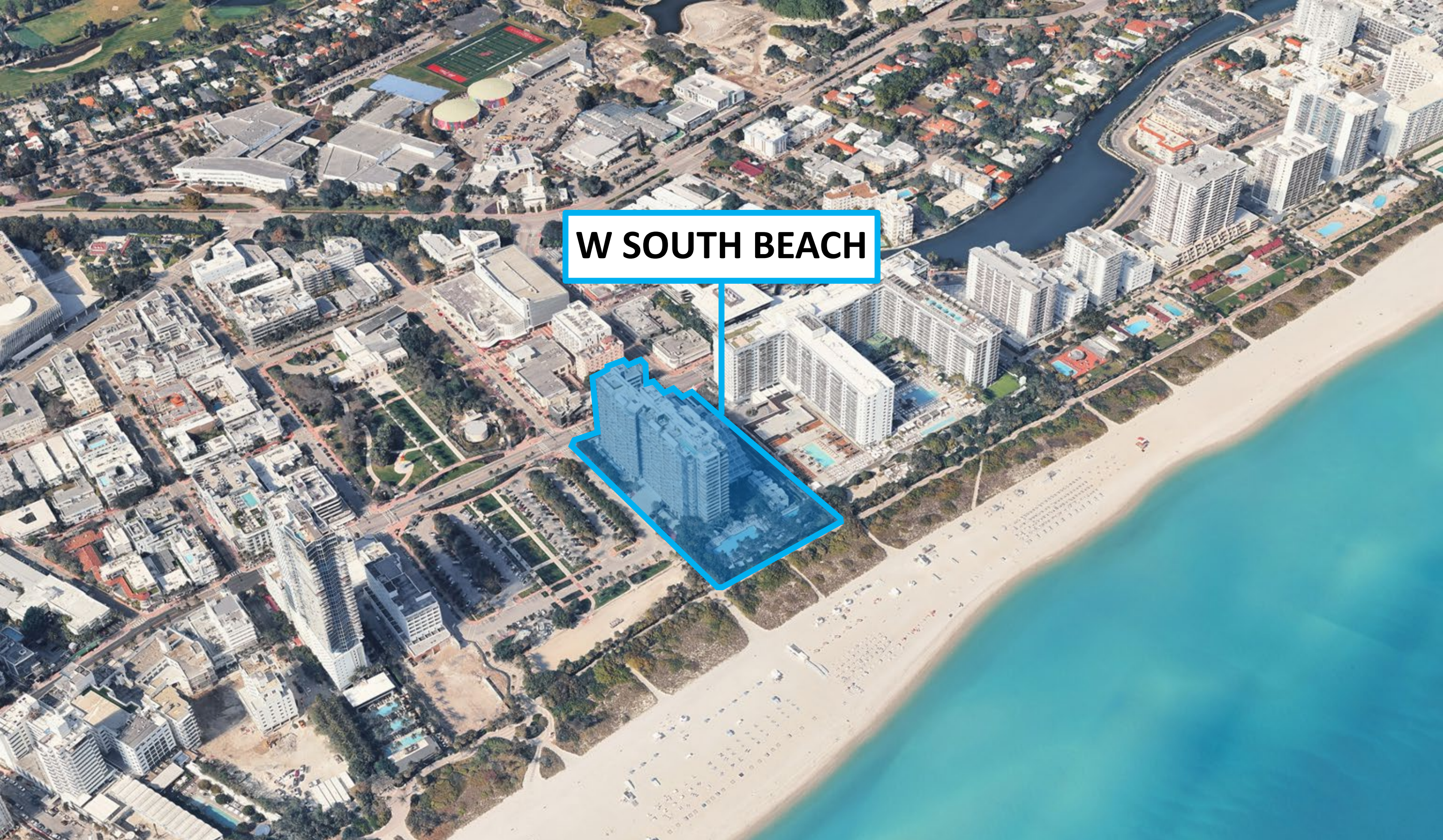
New York, *The Twenty Two*



London, *The Twenty Two*



Verbier, *Experimental Chalet*

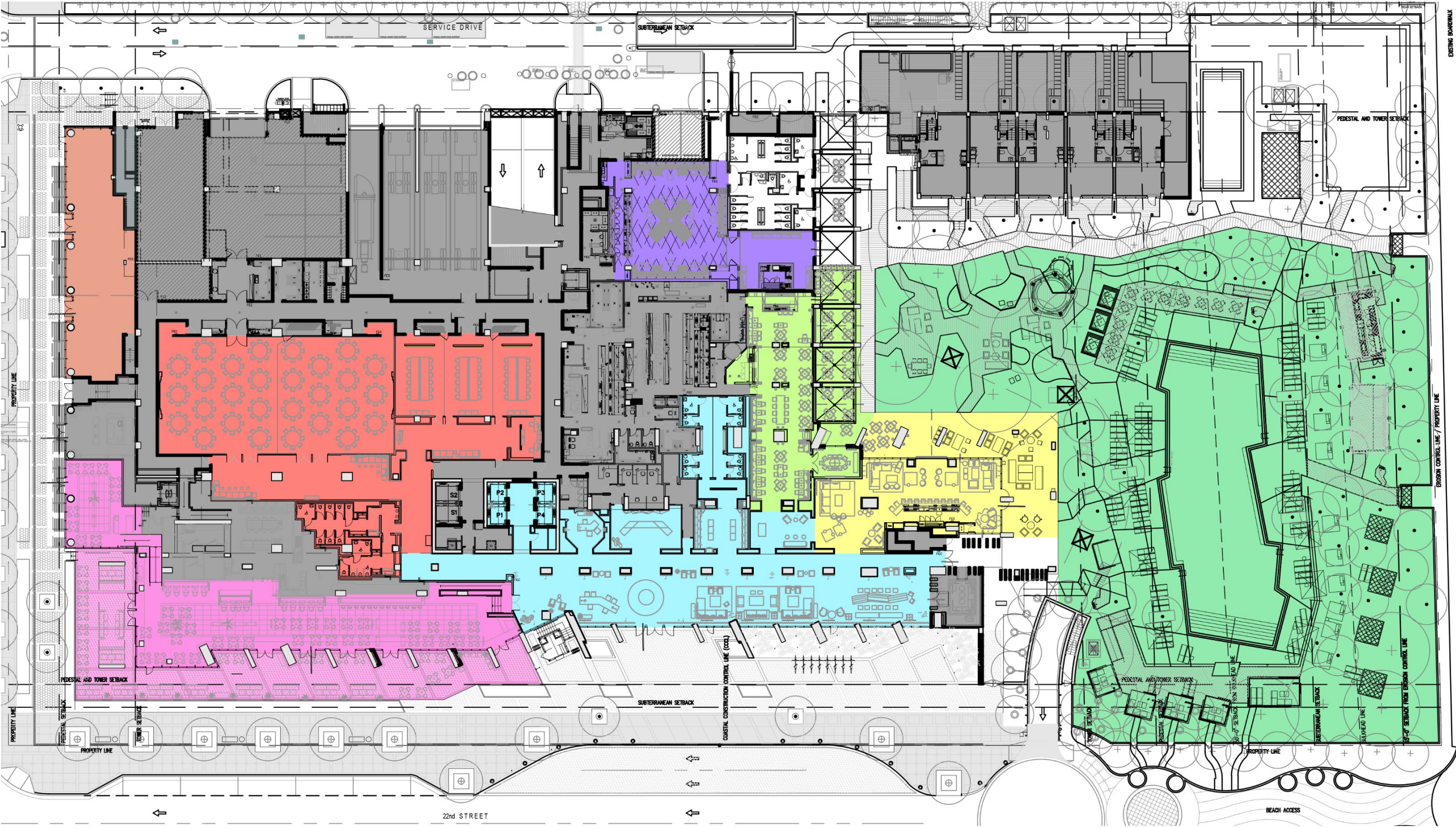


W SOUTH BEACH

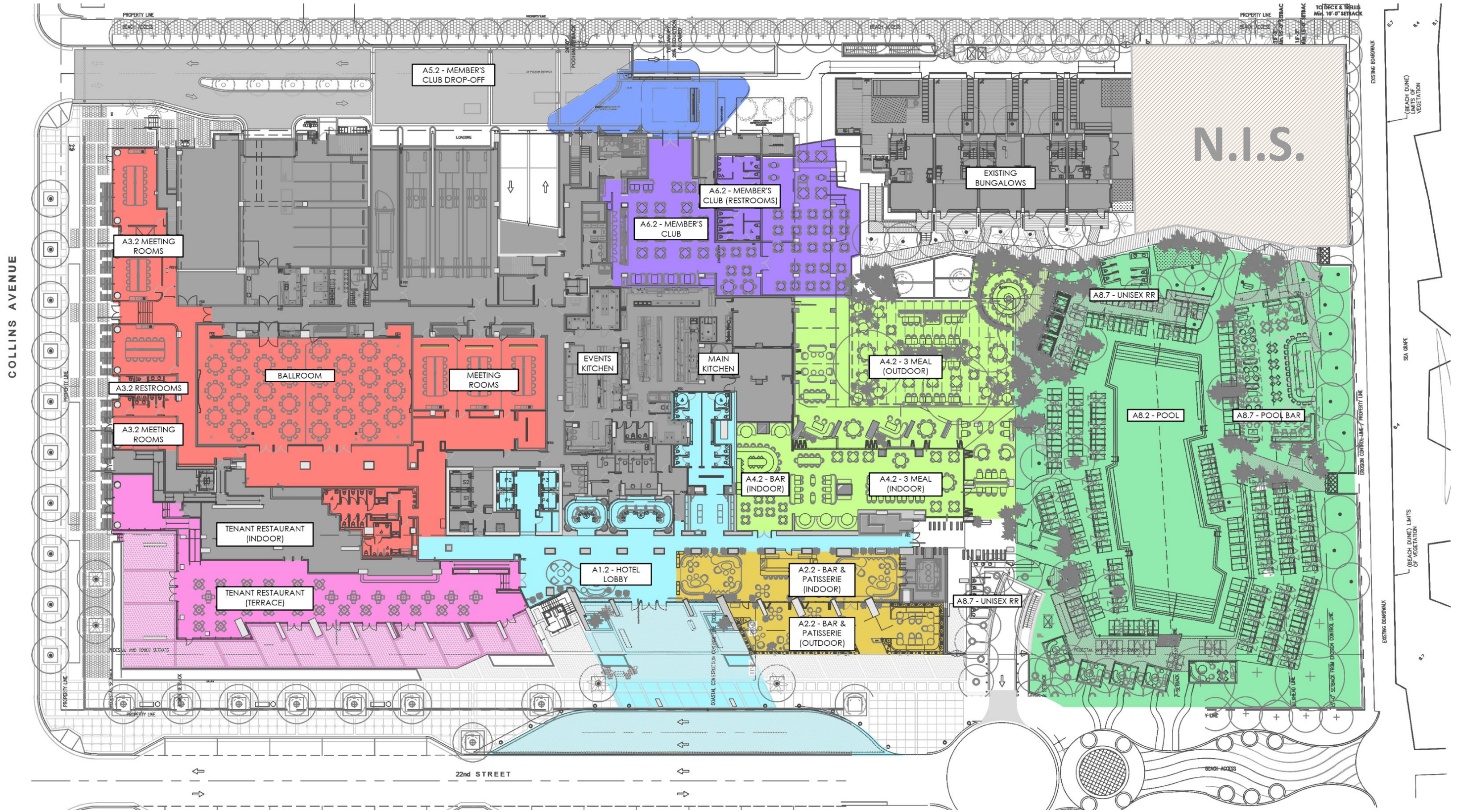




Existing Plan



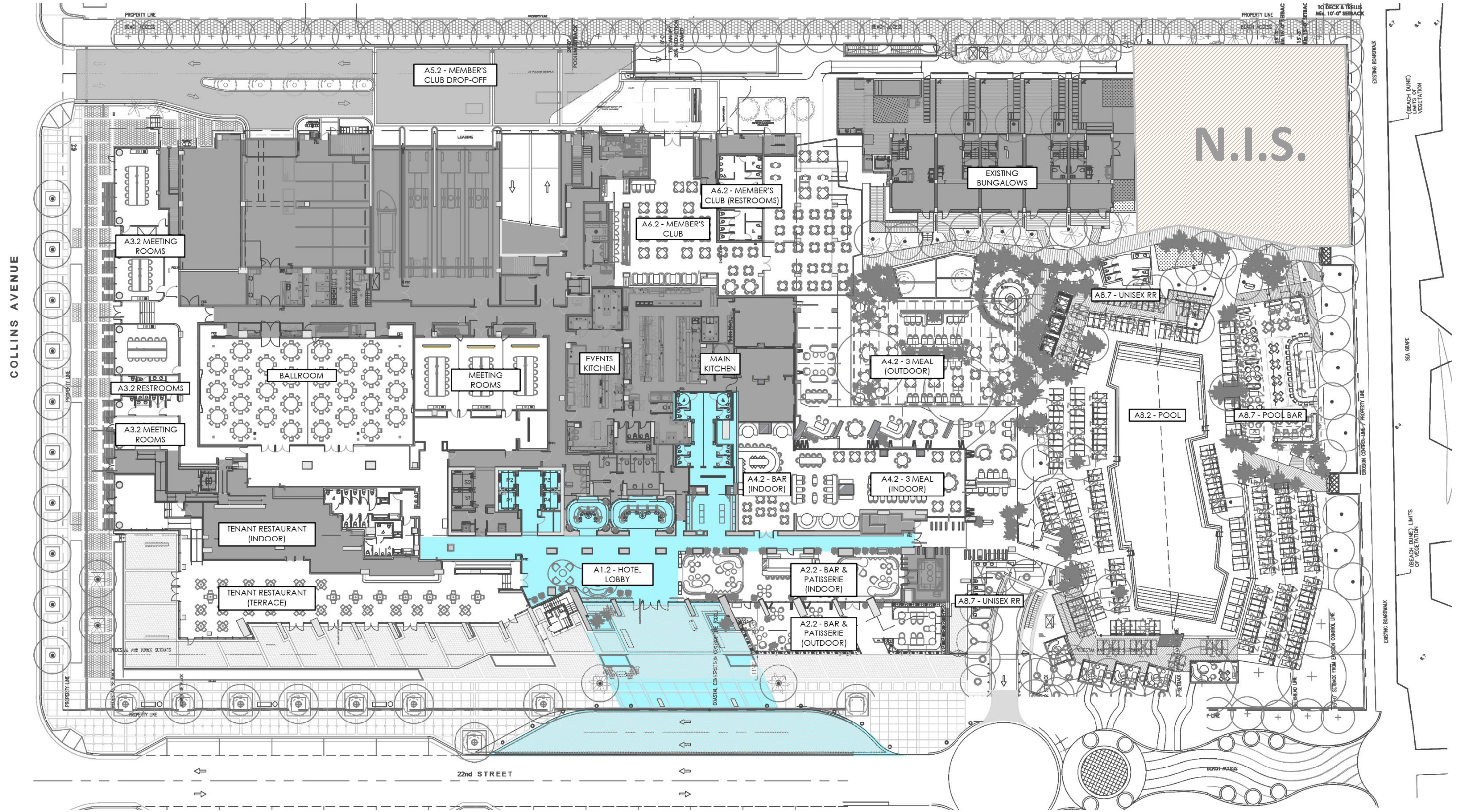
Proposed Renovation Plan



Renovation Plan Mood Board



Hotel Arrival Experience



Existing Arrival Experience



Proposed Arrival Experience



Existing Arrival Experience



Proposed Arrival Experience



Existing Lobby Seating



Proposed Lobby Seating



Existing Lobby Viewing East



Proposed Lobby Patisserie



Existing Hotel Reception



Proposed Hotel Reception



Existing Hotel Reception



Proposed Hotel Reception



Existing Ground Floor Elevator Lobby and Cab Design



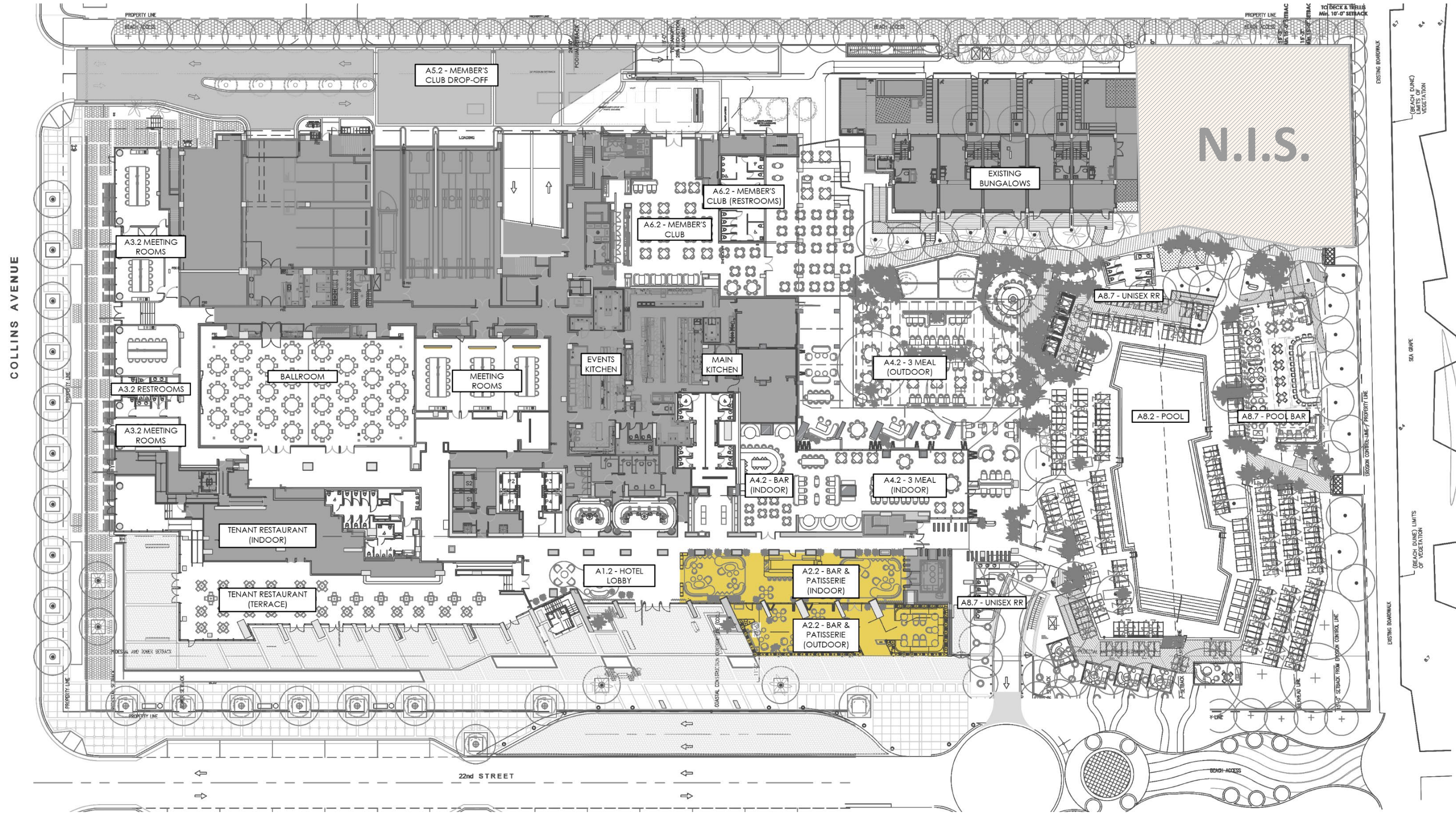
Proposed Ground Floor Elevator Lobby and Cab Design



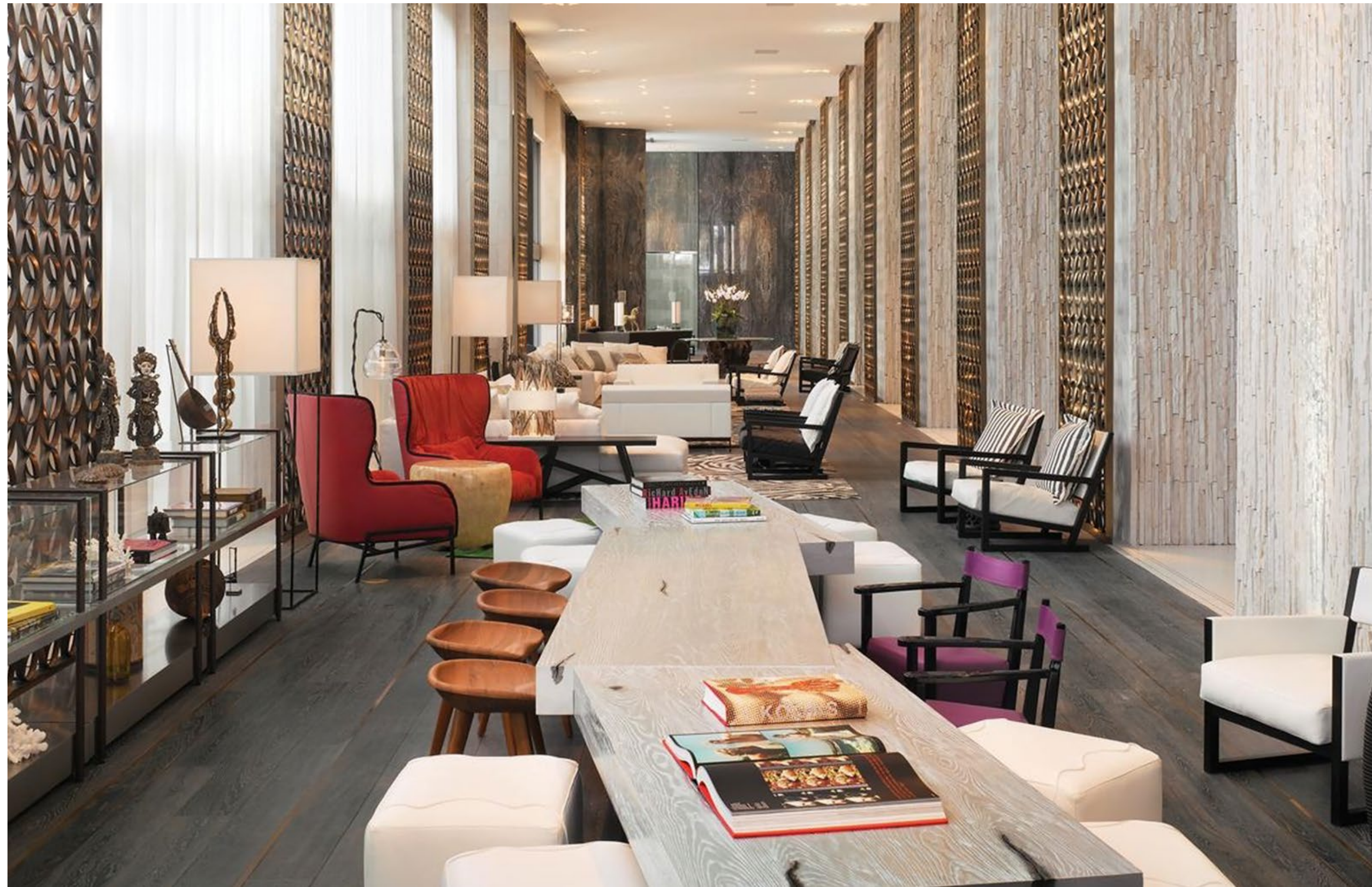
Proposed Ground Floor Elevator Lobby



Lobby Patisserie & Terrace



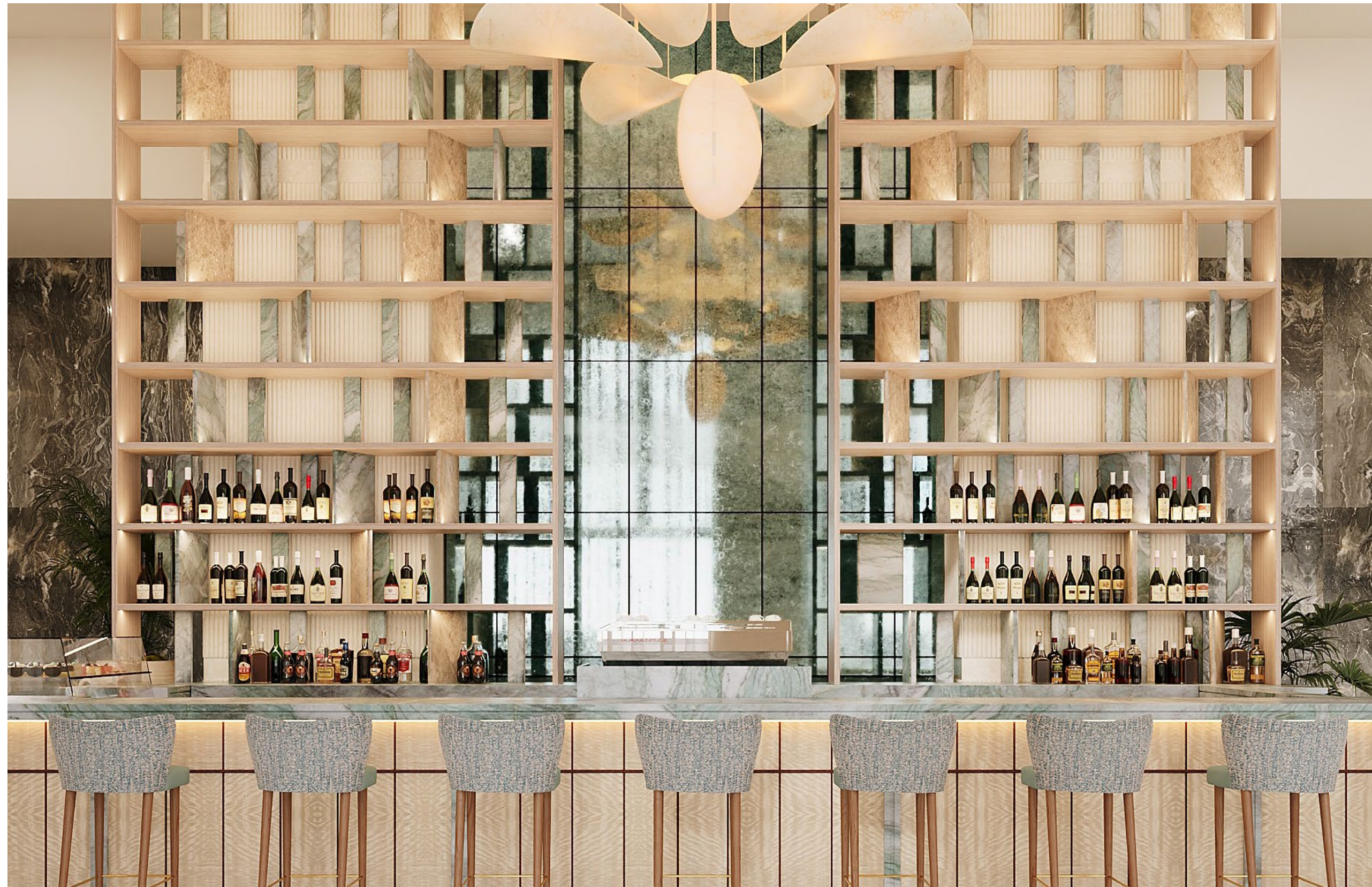
Existing Conditions Lobby Viewing West



Proposed Lobby Patisserie Viewing West



Proposed Lobby Patisserie



Existing Conditions at Proposed Patisserie Terrace



Proposed Patisserie Terrace



Hotel Room Floor



Existing Guest Floor Elevator Lobby and Room Entry



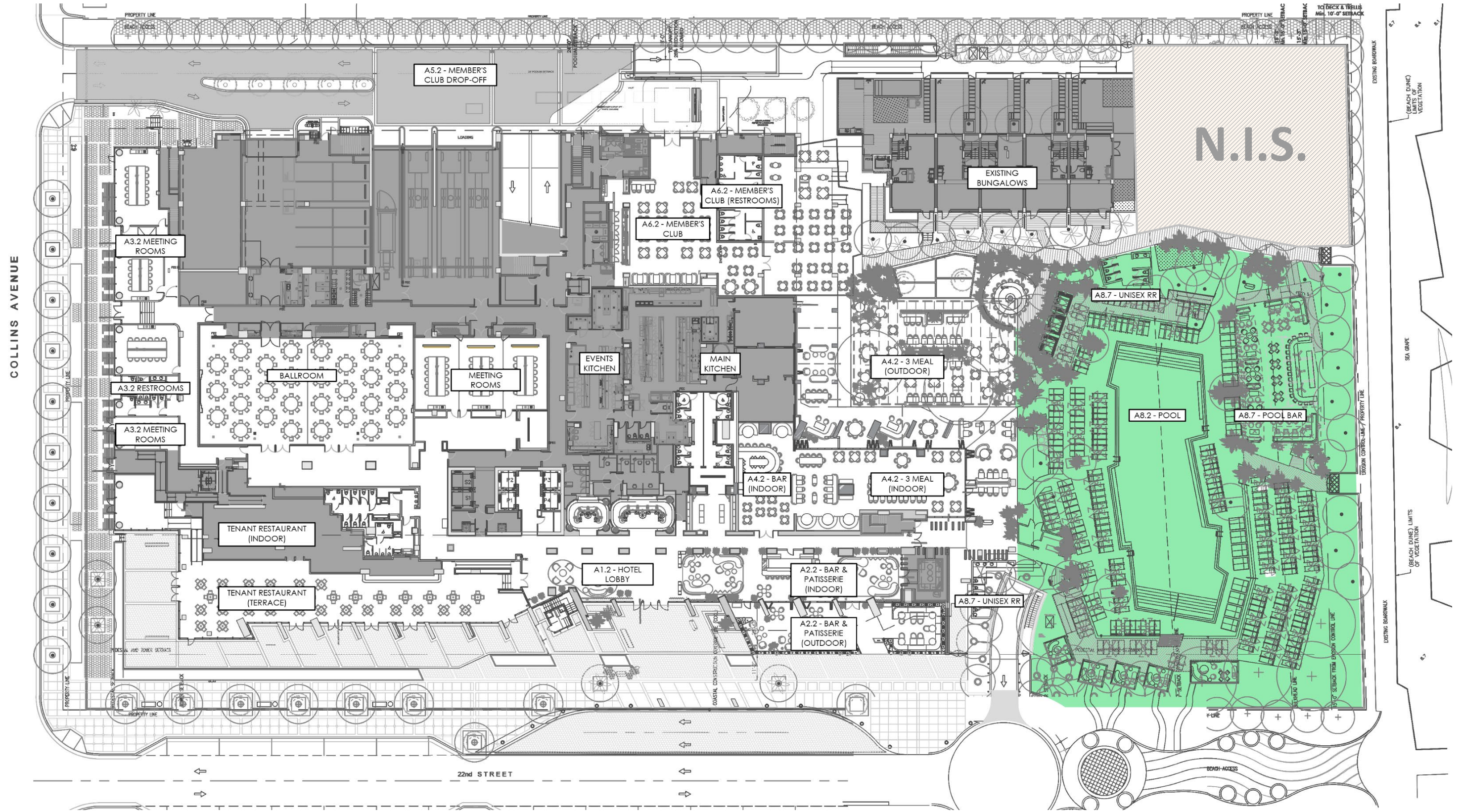
Proposed Guest Floor Elevator Lobby and Room Entry



Proposed Guest Room Interior



Pool Deck & Pool Bar



Existing Pool Bar



Proposed Pool Bar



Proposed Pool Bar



Proposed Pool Bar



Existing Pool Deck



Proposed Pool Deck



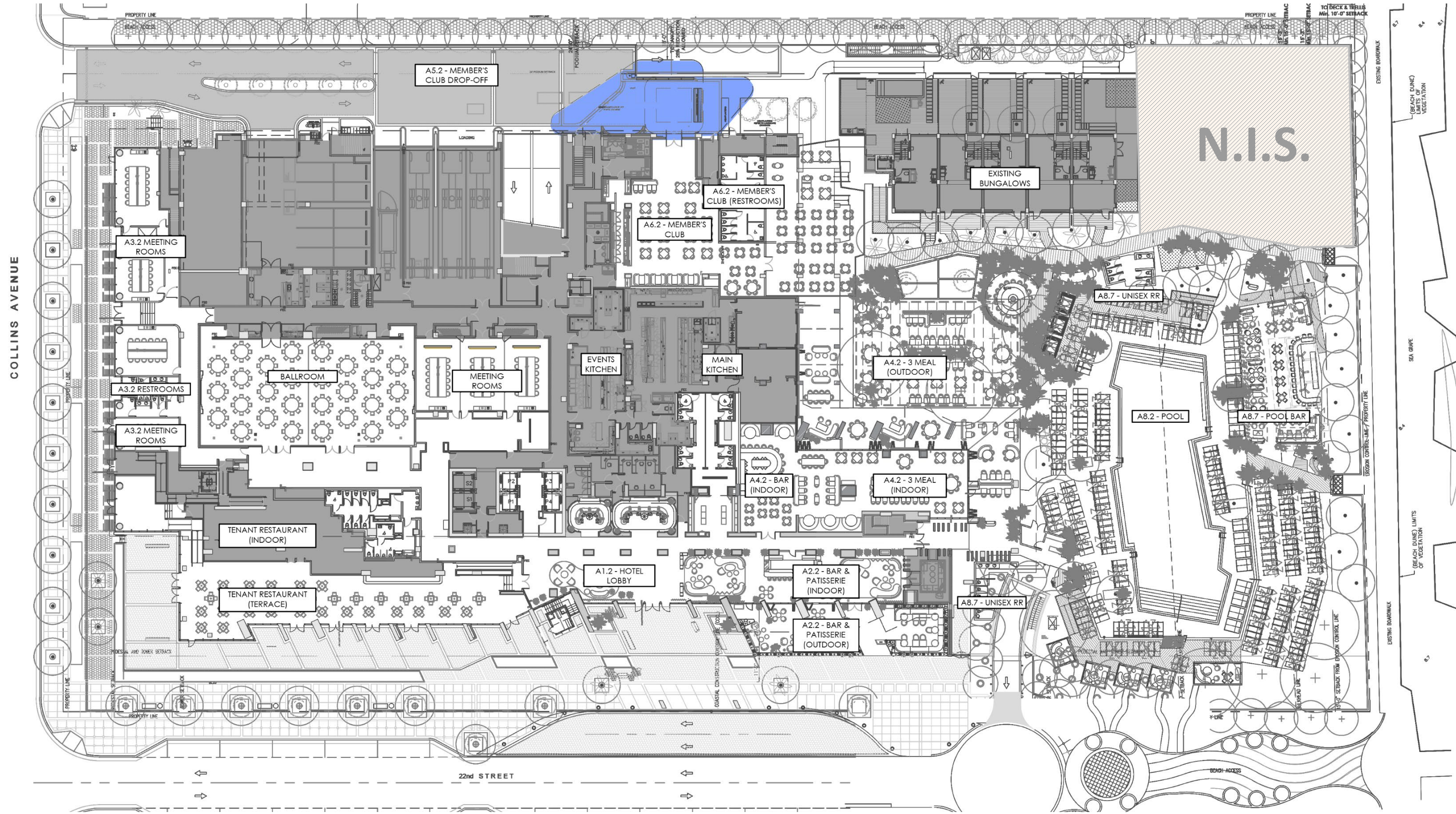
Existing Pool Deck



Proposed Pool Deck



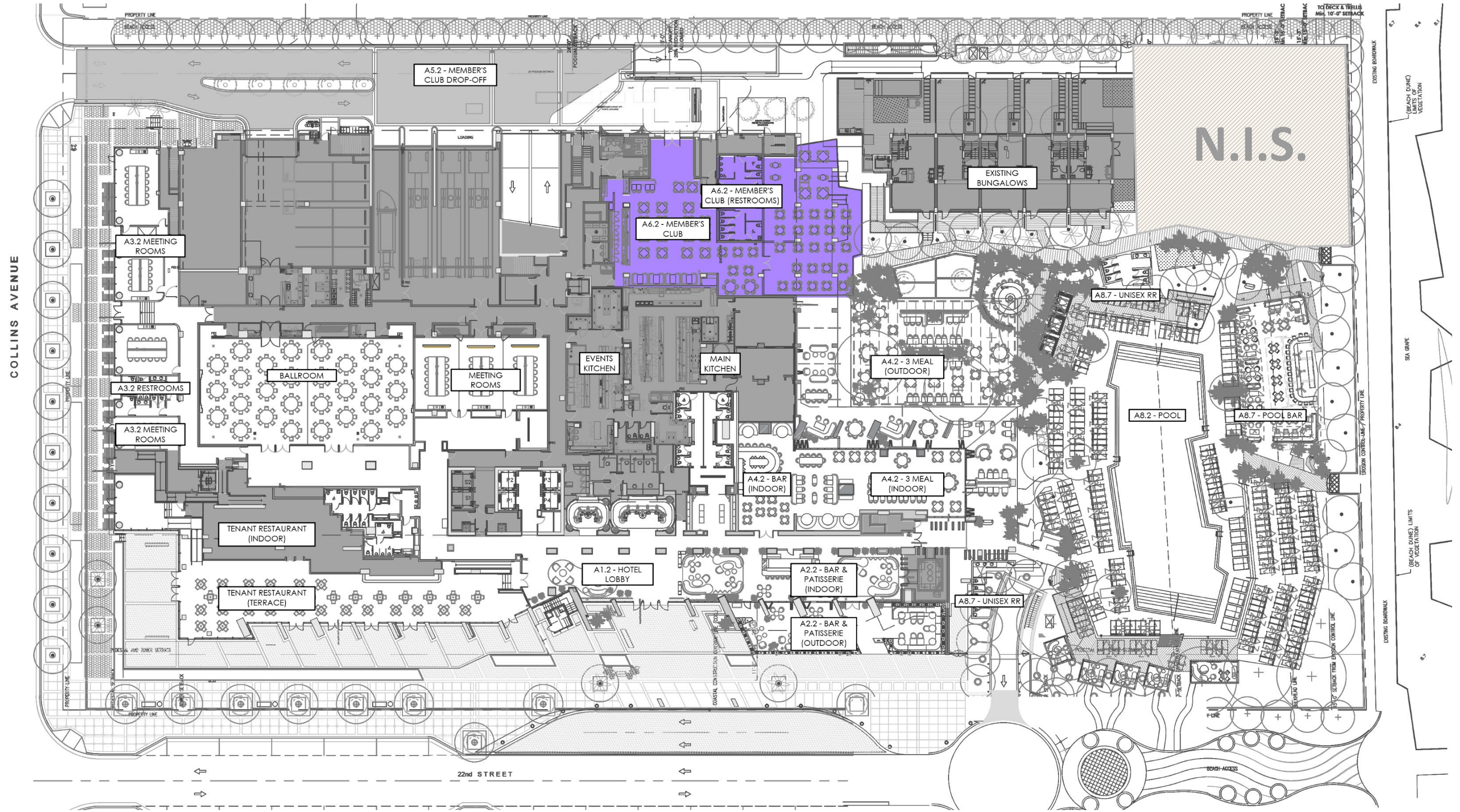
North Valet Drop-Off



Proposed North Valet Drop-Off



Members Lounge



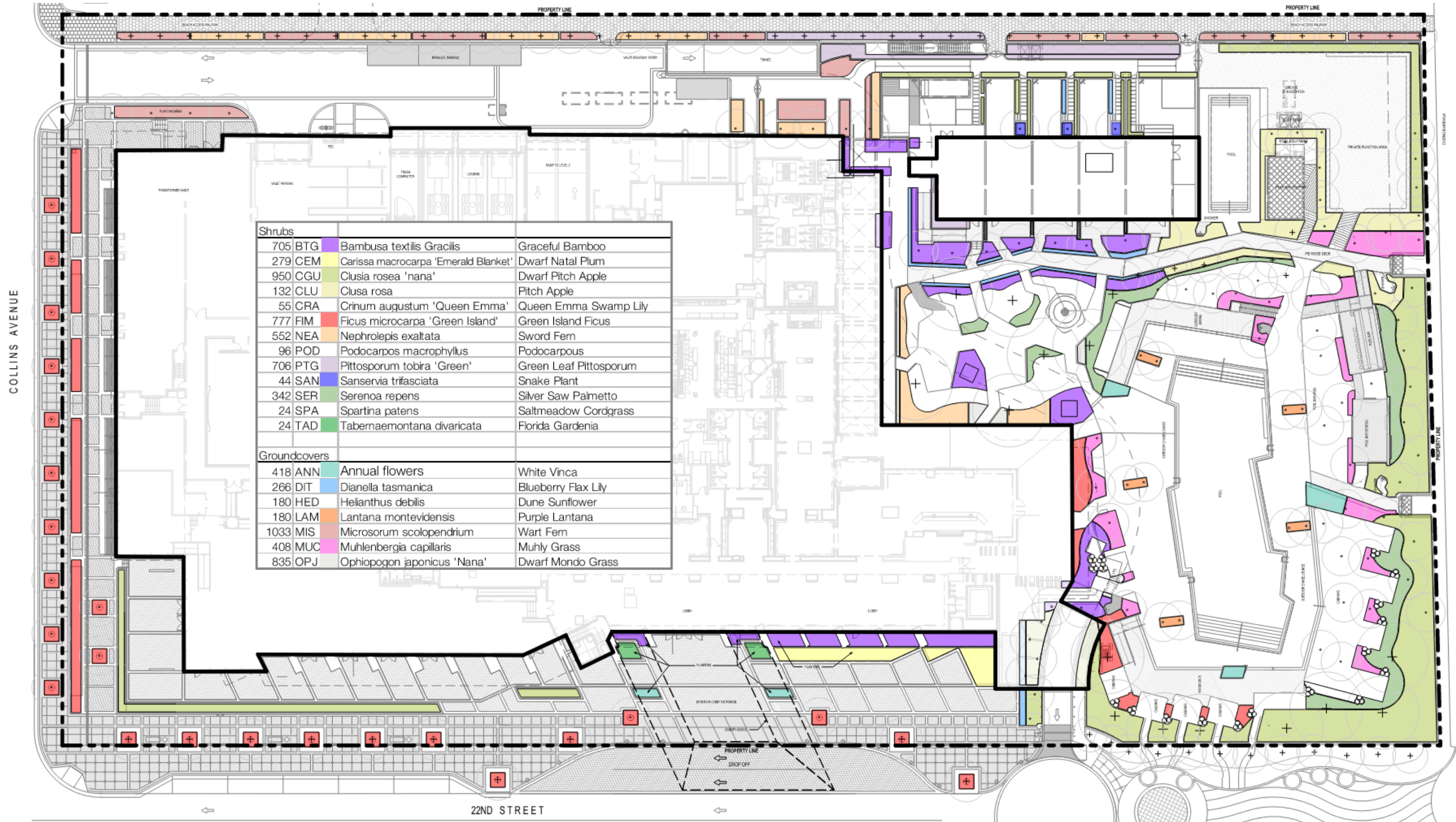
Existing Members Lounge



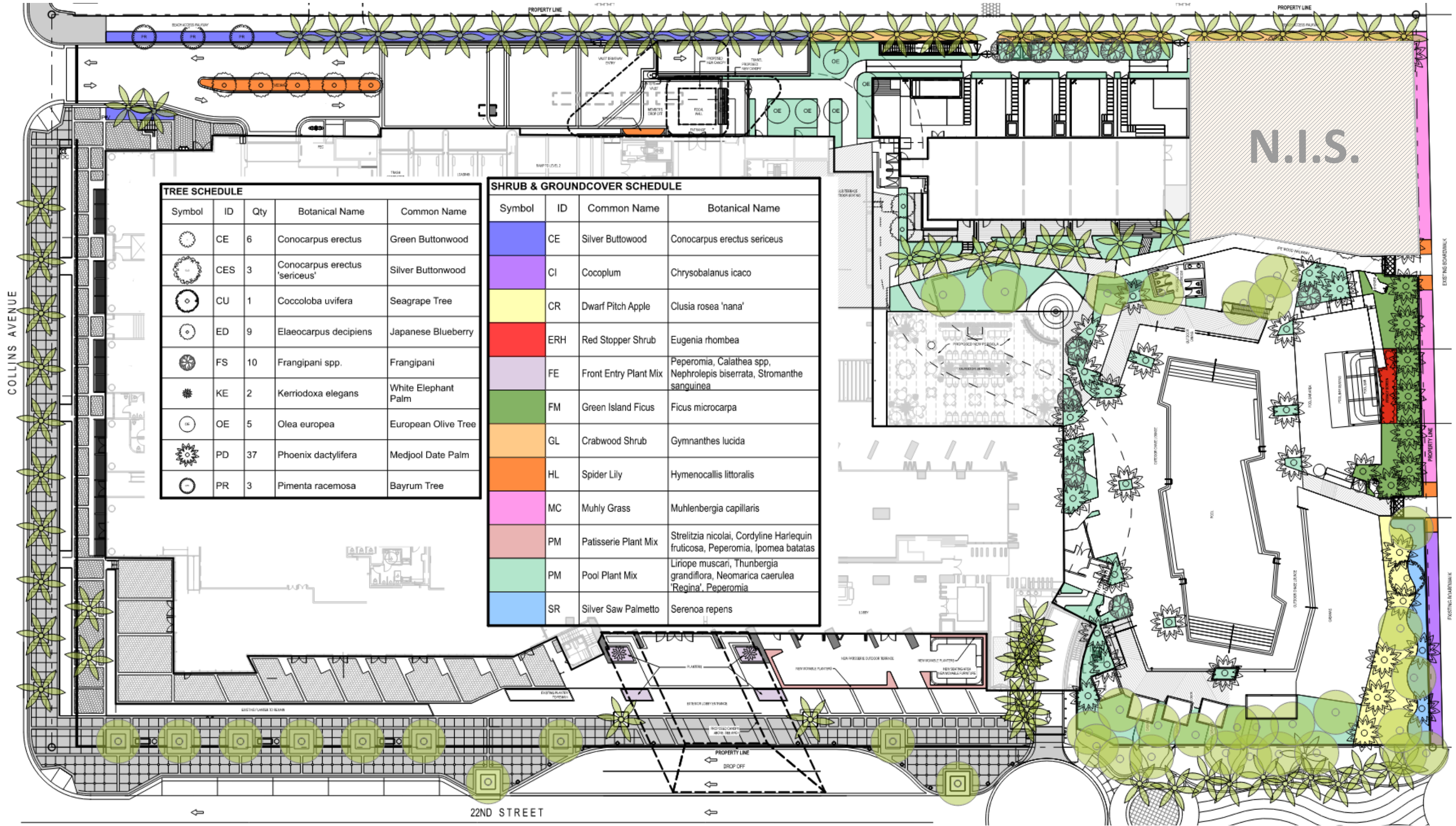
Existing Members Lounge



Existing Landscape Plan



Proposed Landscape Plan



TREE SCHEDULE				
Symbol	ID	Qty	Botanical Name	Common Name
	CE	6	Conocarpus erectus	Green Buttonwood
	CES	3	Conocarpus erectus 'sericeus'	Silver Buttonwood
	CU	1	Coccoloba uvifera	Seagrape Tree
	ED	9	Elaeocarpus decipiens	Japanese Blueberry
	FS	10	Frangipani spp.	Frangipani
	KE	2	Kerriodoxa elegans	White Elephant Palm
	OE	5	Olea europea	European Olive Tree
	PD	37	Phoenix dactylifera	Medjool Date Palm
	PR	3	Pimenta racemosa	Bayrum Tree

SHRUB & GROUNDCOVER SCHEDULE			
Symbol	ID	Common Name	Botanical Name
	CE	Silver Buttonwood	Conocarpus erectus sericeus
	CI	Cocoplum	Chrysobalanus icaco
	CR	Dwarf Pitch Apple	Clusia rosea 'nana'
	ERH	Red Stopper Shrub	Eugenia rhombea
	FE	Front Entry Plant Mix	Peperomia, Calathea spp, Nephrolepis biserrata, Stromanthe sanguinea
	FM	Green Island Ficus	Ficus microcarpa
	GL	Crabwood Shrub	Gymnanthes lucida
	HL	Spider Lily	Hymenocallis littoralis
	MC	Muhly Grass	Muhlenbergia capillaris
	PM	Patisserie Plant Mix	Strelitzia nicolai, Cordyline Harlequin fruticosa, Peperomia, Ipomea batatas
	PM	Pool Plant Mix	Liriope muscari, Thunbergia grandiflora, Neomarica caerulea 'Regina', Peperomia
	SR	Silver Saw Palmetto	Serenoa repens

Proposed Hardscape

Front Hotel Entrance



Light Gray Concrete Paver

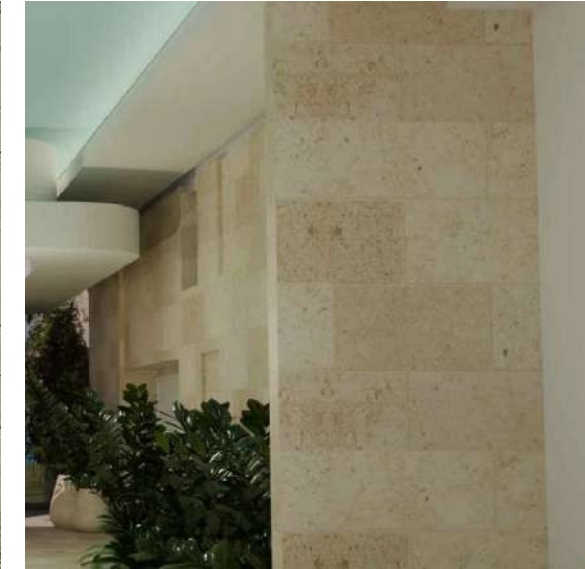


Dark Gray Concrete Paver

North Valet Drop-Off

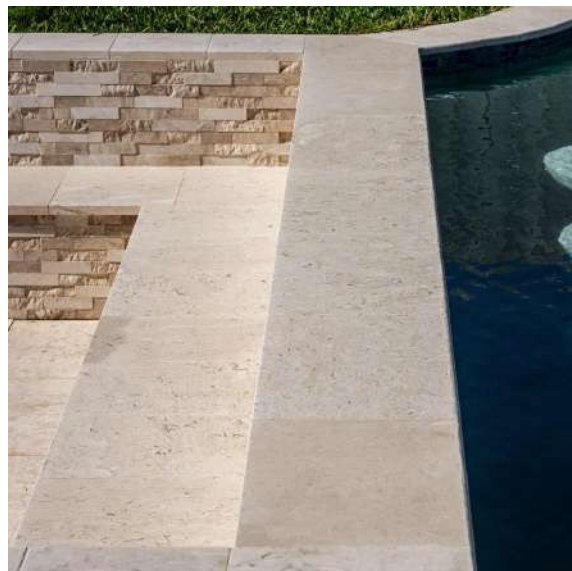


Stone Paver



Stone Wall Covering

Pool Deck & Pool Bar



Stone Paver



Wood Deck



Artificial Turf

Lobby Bar Terrace



Ceramic or Terrazzo Tile

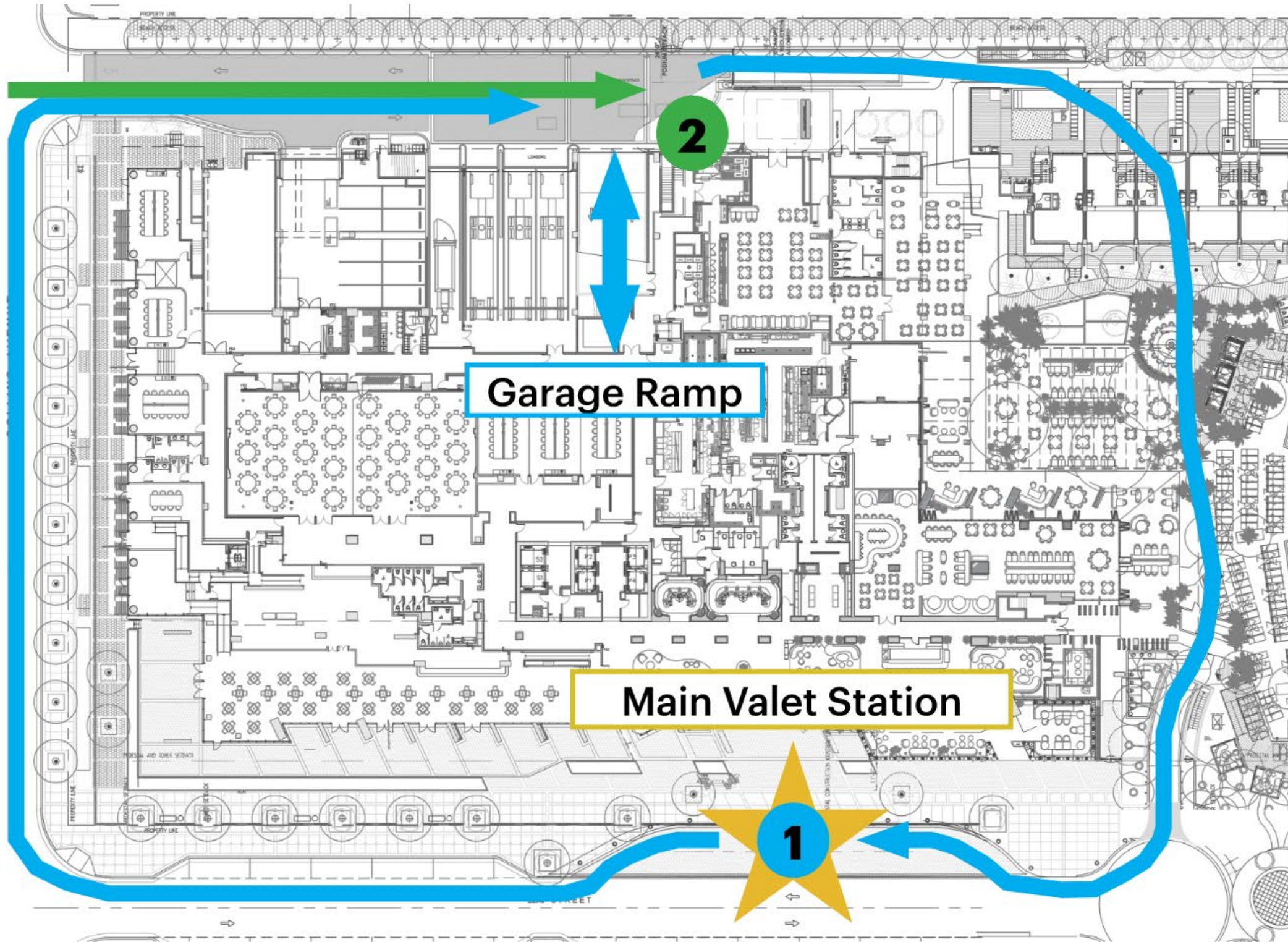
Thank You



REUBEN BROTHERS

APPENDIX

Valet Sequence

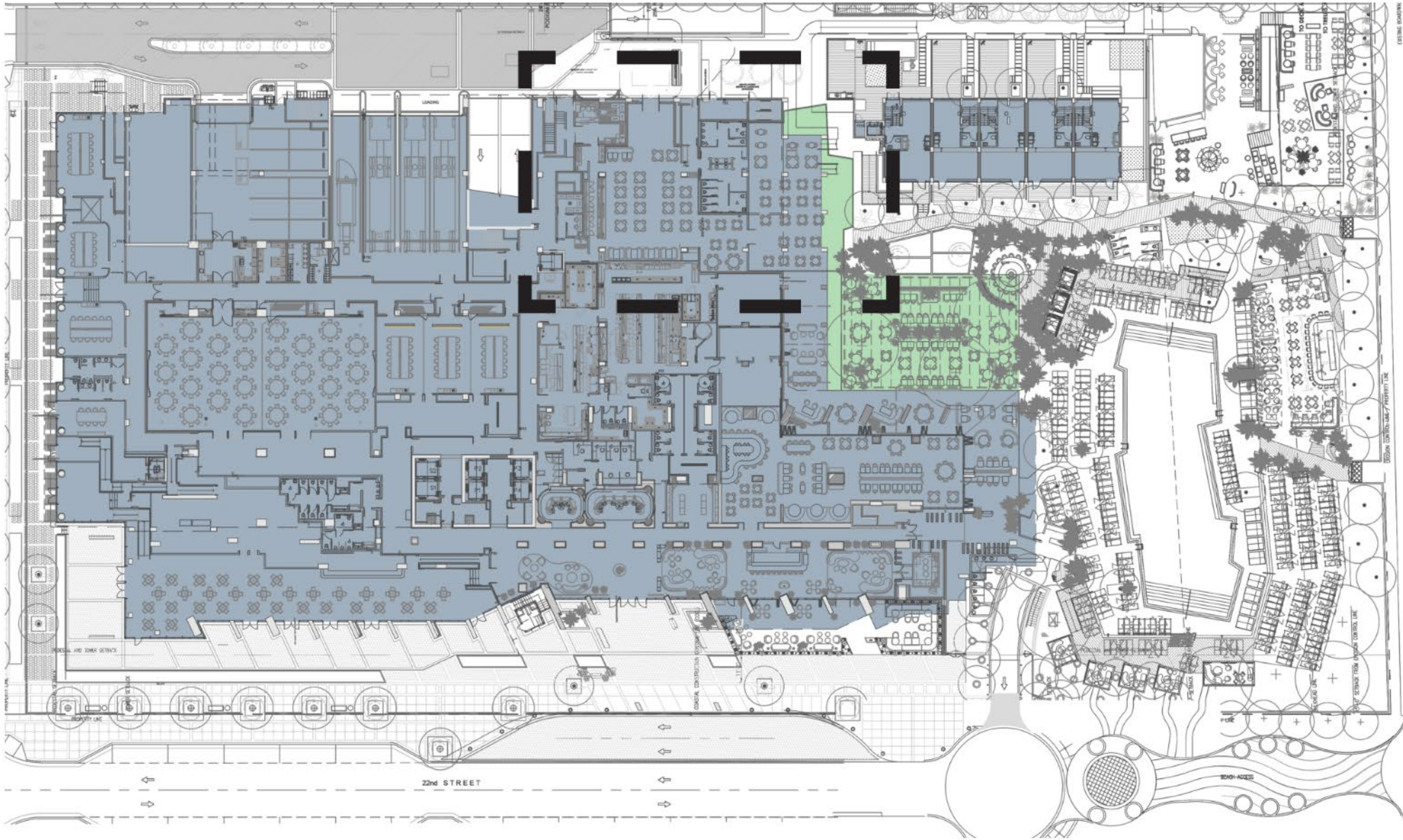


- 1** Existing Valet Sequence
- ★ Primary Customer Pick-up Area
- 2** Low Volume VIP Drop-Off **ONLY**

ALL RIDESHARE + VALET CUSTOMER DEPARTURES ON 23RD STREET ONLY

Proposed Site Plan

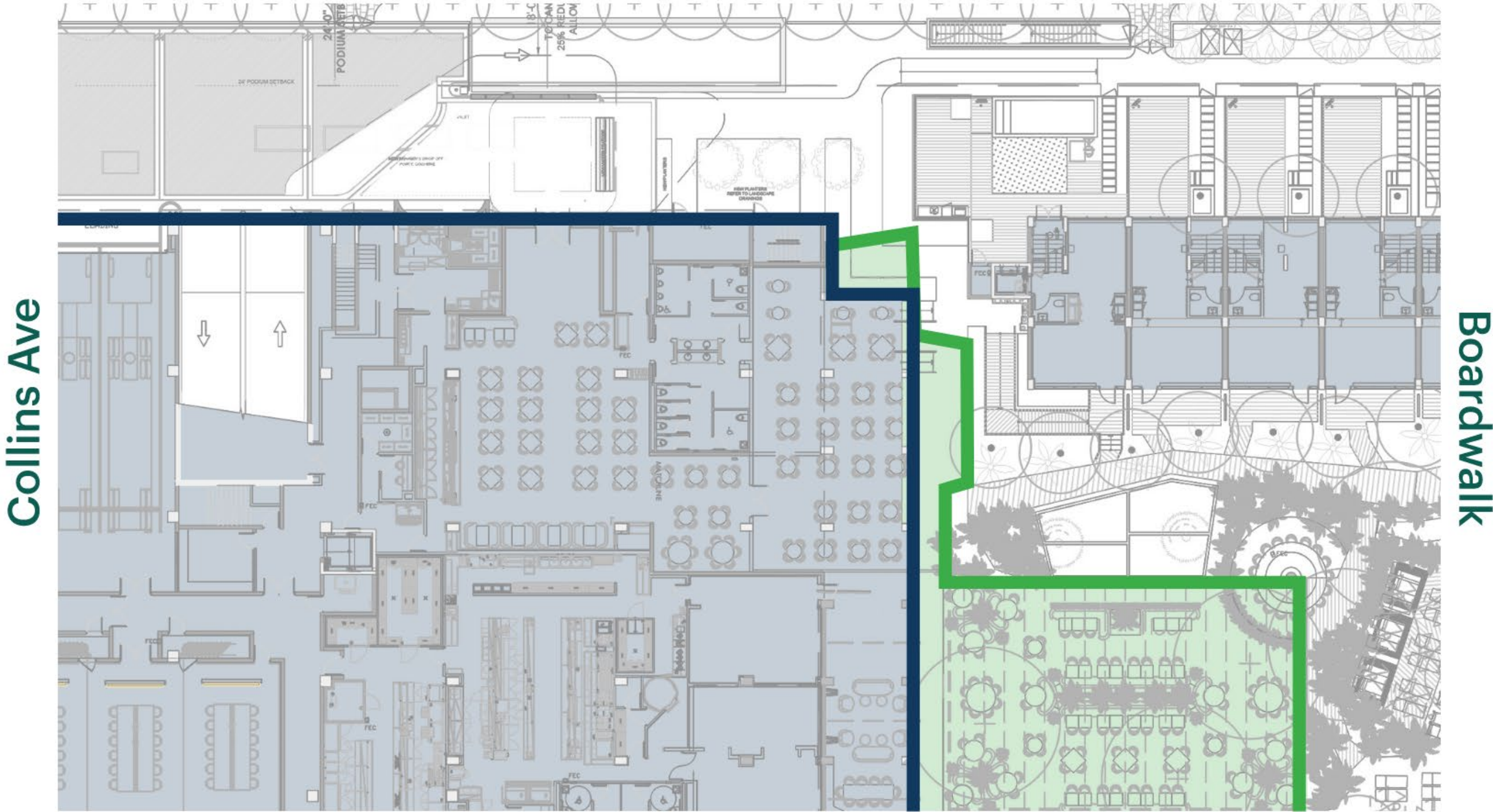
Collins Ave



Boardwalk

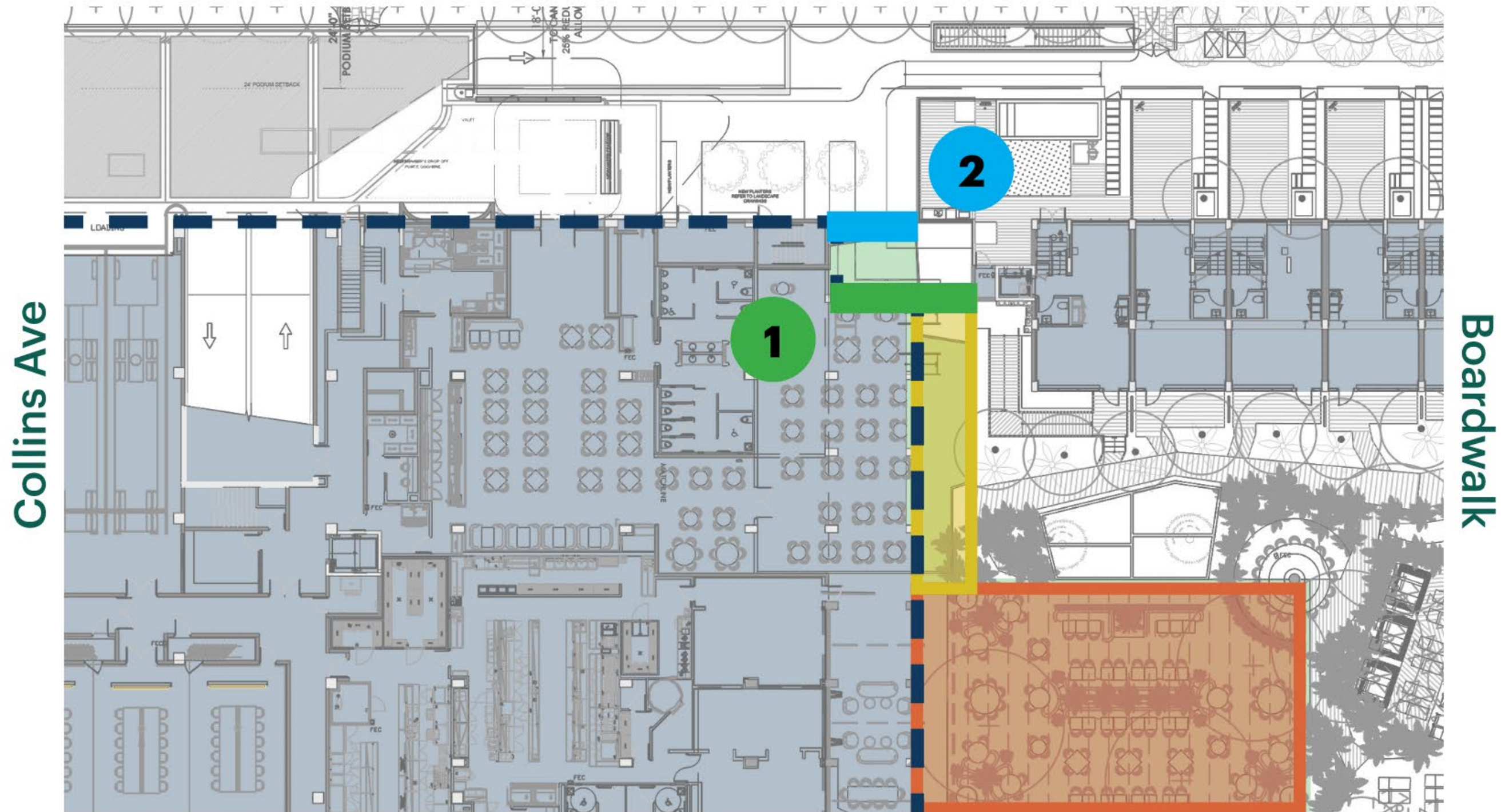
■ Below Building Footprint ■ Outboard of Building Footprint

Proposed Enlarged Site Plan



■ Below Building Footprint ■ Outboard of Building Footprint

Horizontal Sound Mitigation



1 Location 1: Sound Absorbing Wall

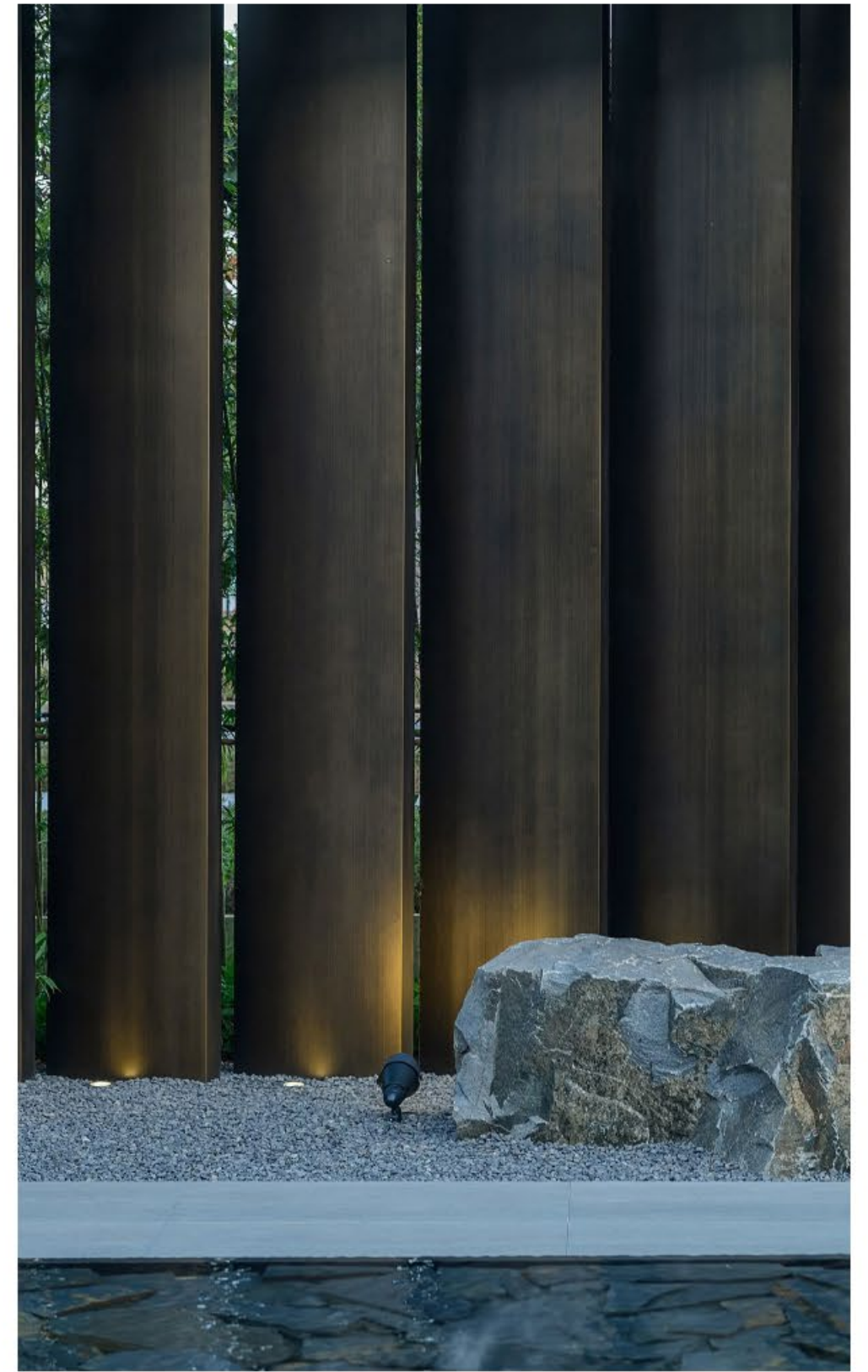
2 Location 2: Sound Absorbing Wall

Vertical Sound Mitigation | Example*



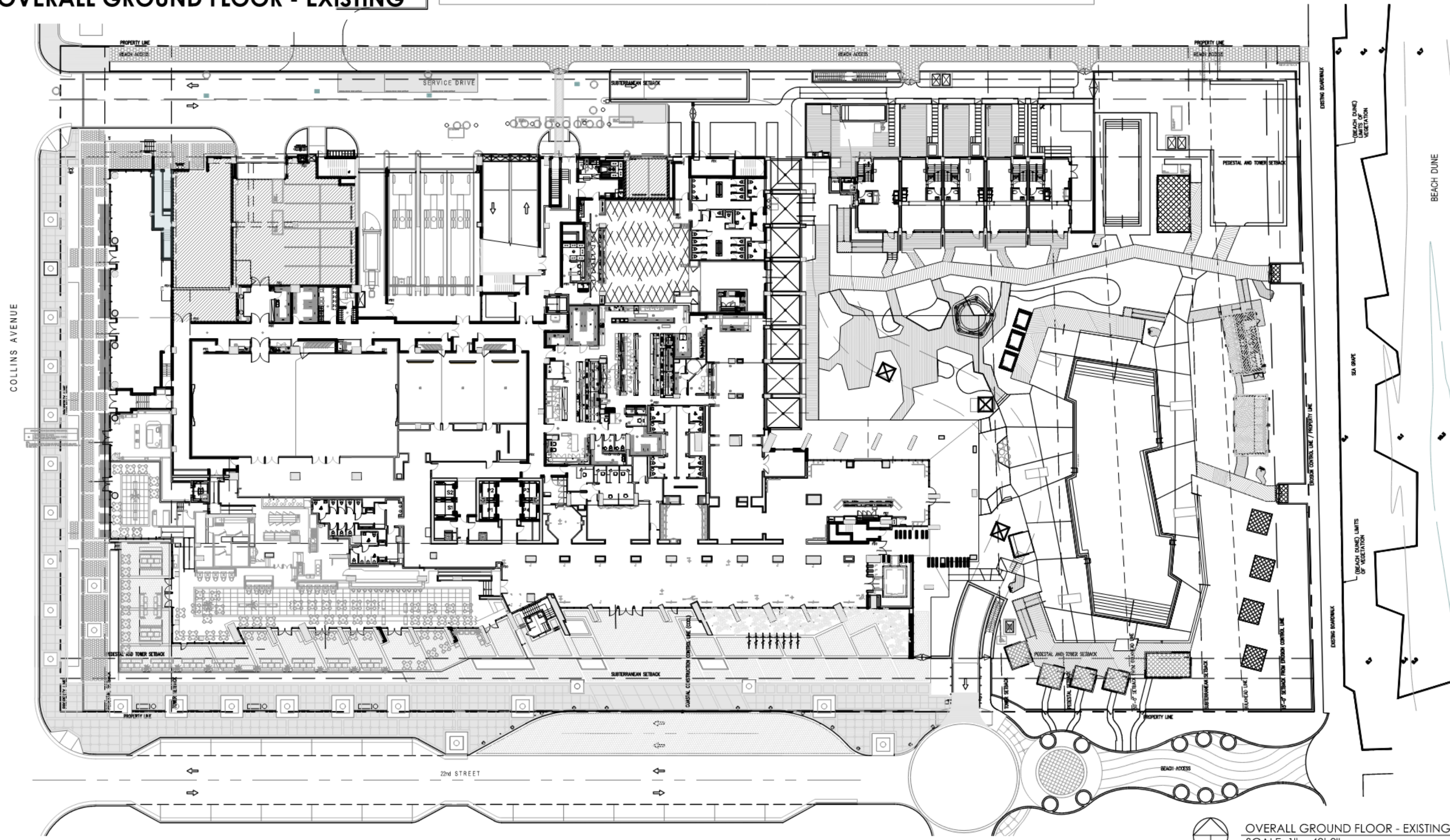
*Visuals for diagrammatic display, design pending Architect feedback and design.

Horizontal Sound Mitigation | Example*



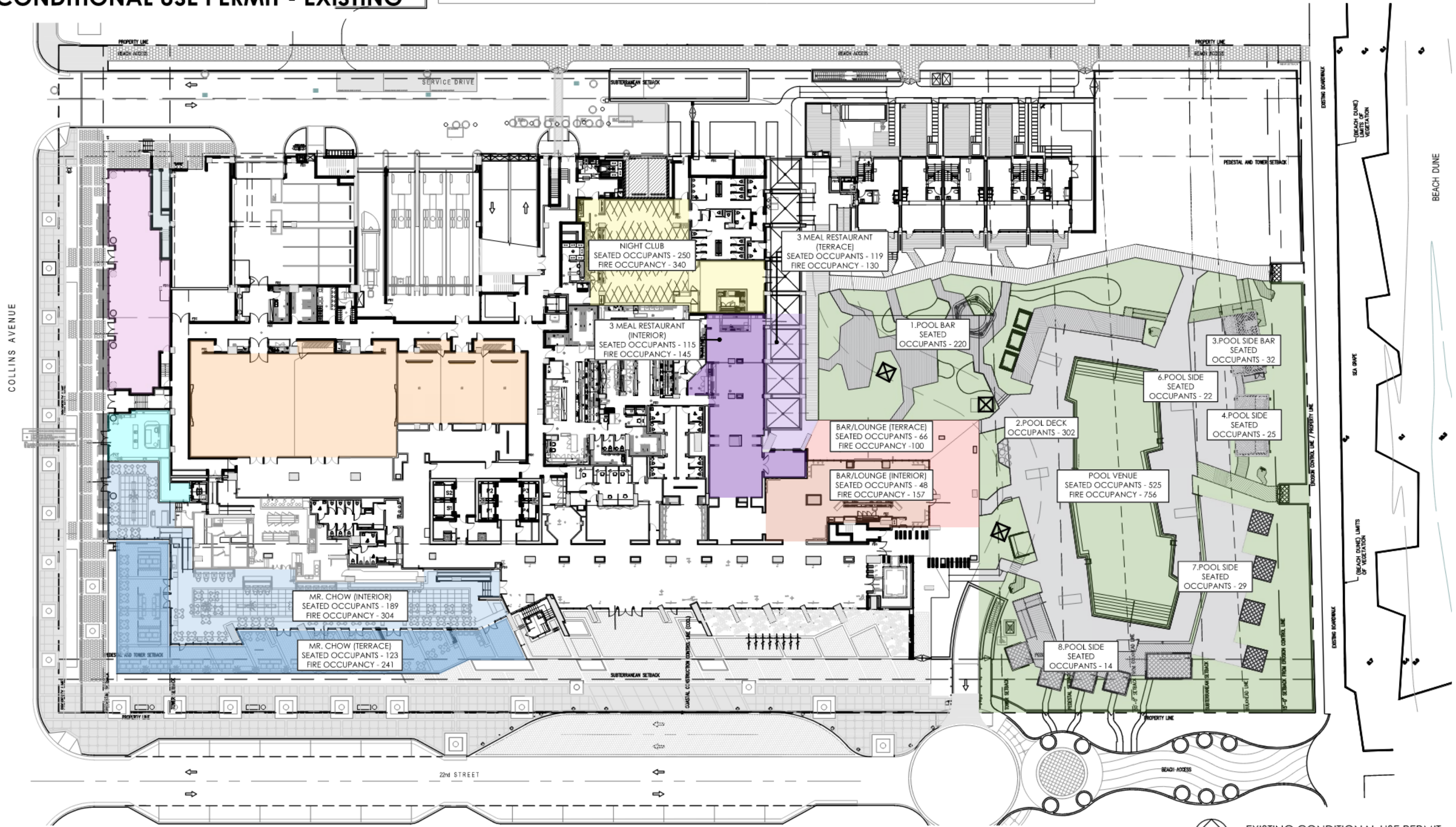
*Visuals for diagrammatic display, design pending Architect feedback and design.

OVERALL GROUND FLOOR - EXISTING



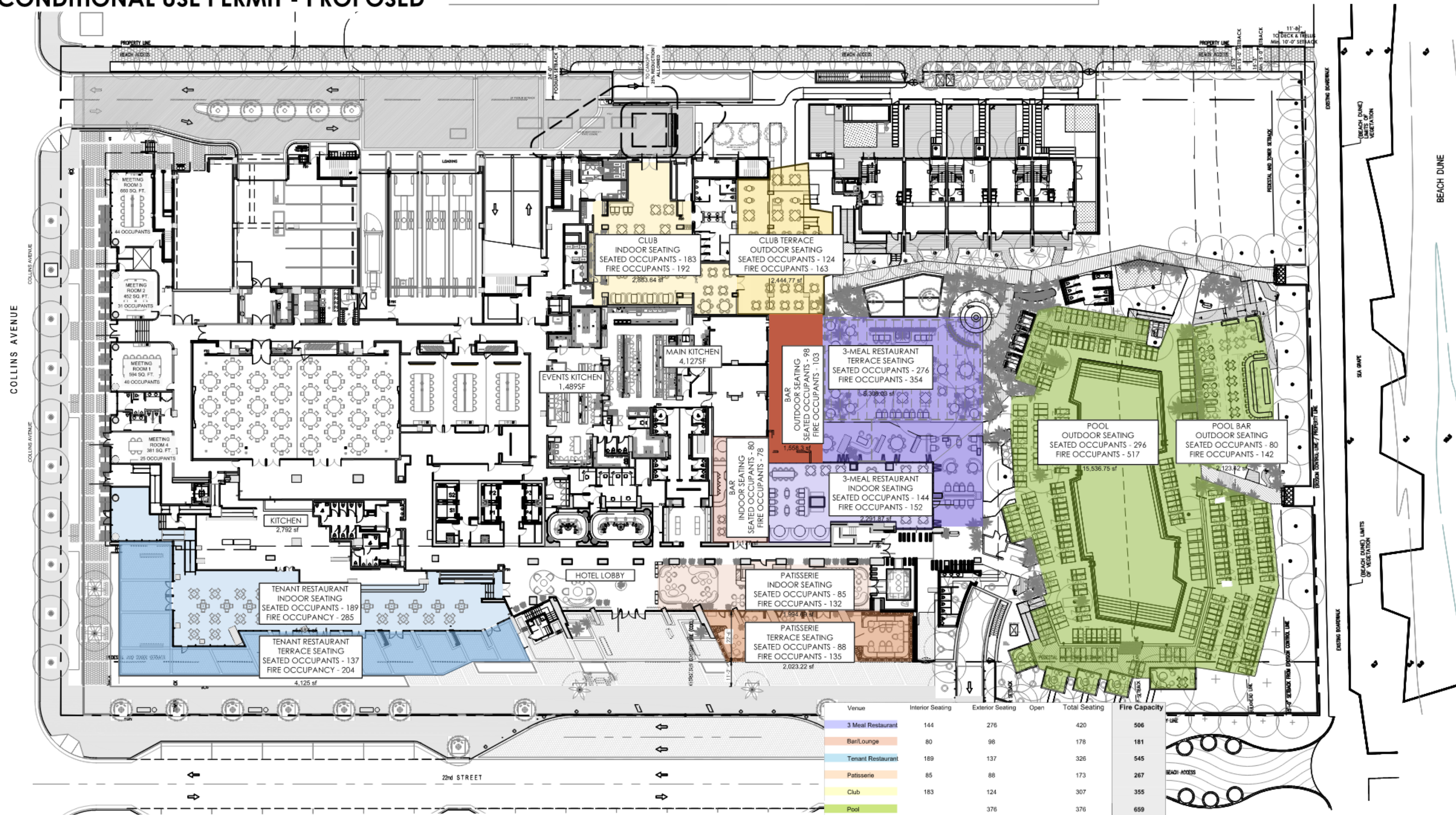
OVERALL GROUND FLOOR - EXISTING
SCALE: 1" = 40'-0"

CONDITIONAL USE PERMIT - EXISTING



EXISTING CONDITIONAL USE PERMIT
SCALE: 1" = 40'-0"

CONDITIONAL USE PERMIT - PROPOSED



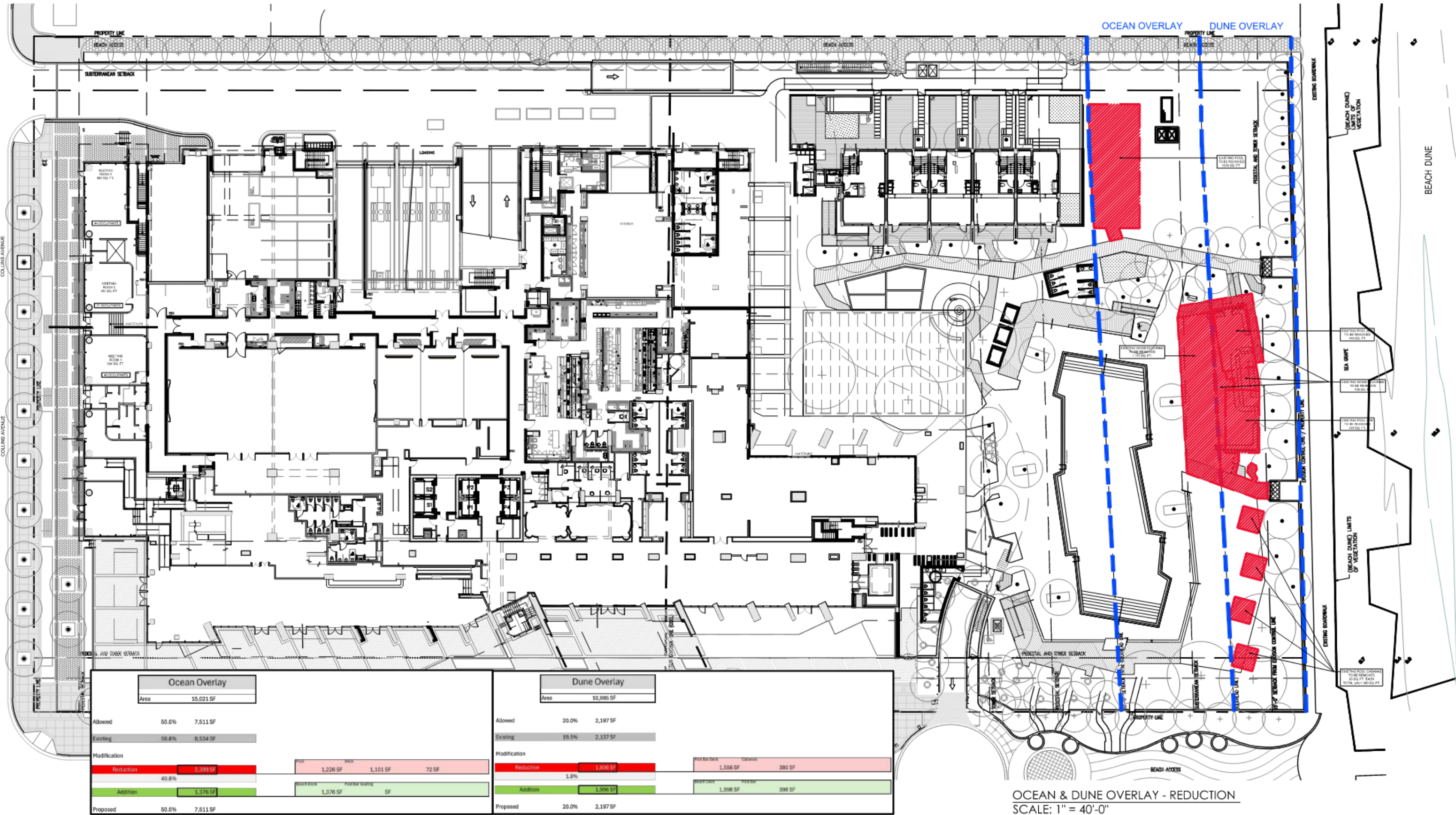
Venue	Interior Seating	Exterior Seating	Open	Total Seating	Fire Capacity
3 Meal Restaurant	144	276		420	506
Bar/Lounge	80	98		178	181
Tenant Restaurant	189	137		326	545
Patisserie	85	88		173	267
Club	183	124		307	355
Pool		376		376	659
Total/Type	681	960	0	2017	2513

Grand Total

Conditional use permit originally approved and provided. 1435

PROPOSED CONDITIONAL USE PERMIT
SCALE: 1" = 40'-0"

DUNE AND OCEAN OVERLAY - REDUCTION

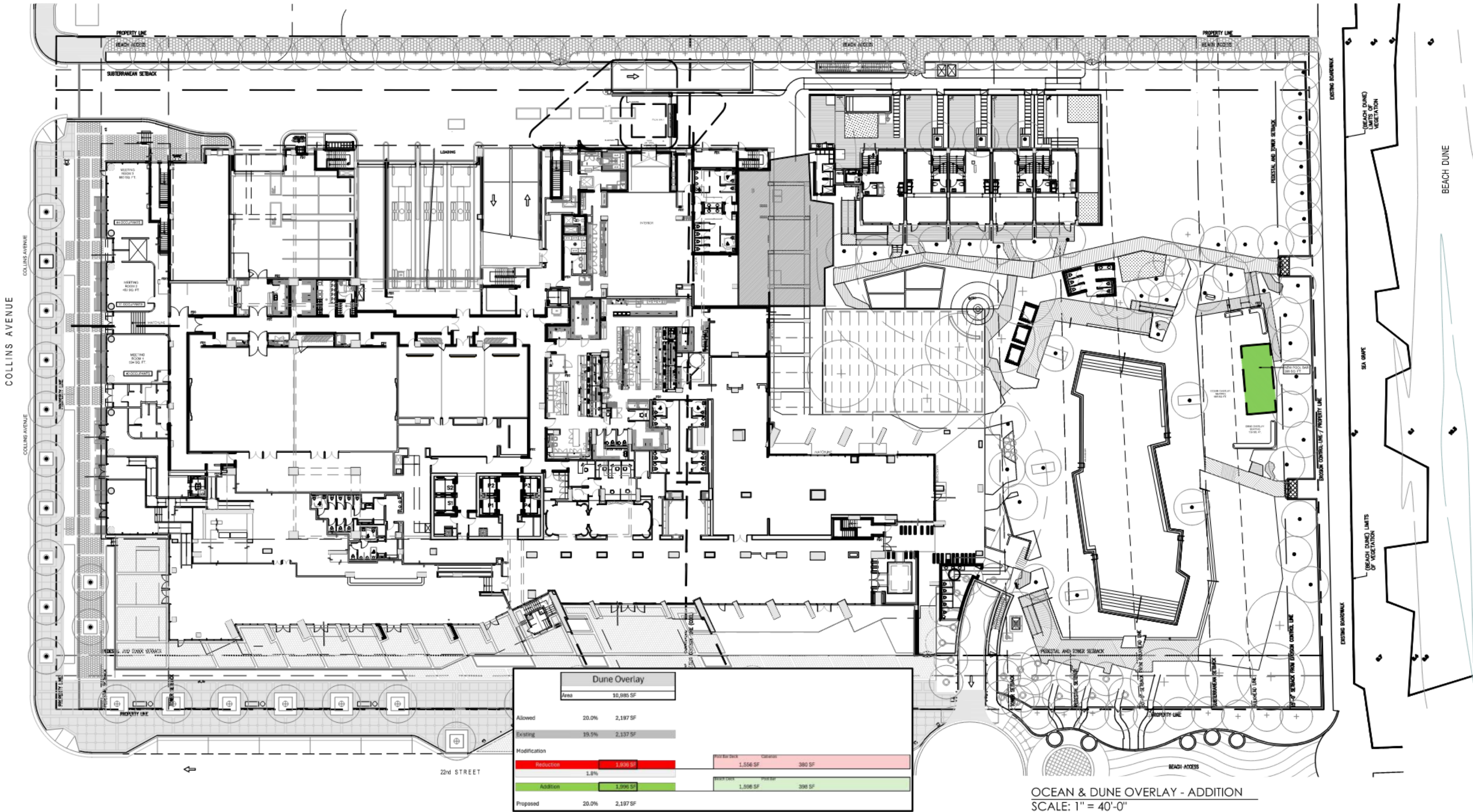


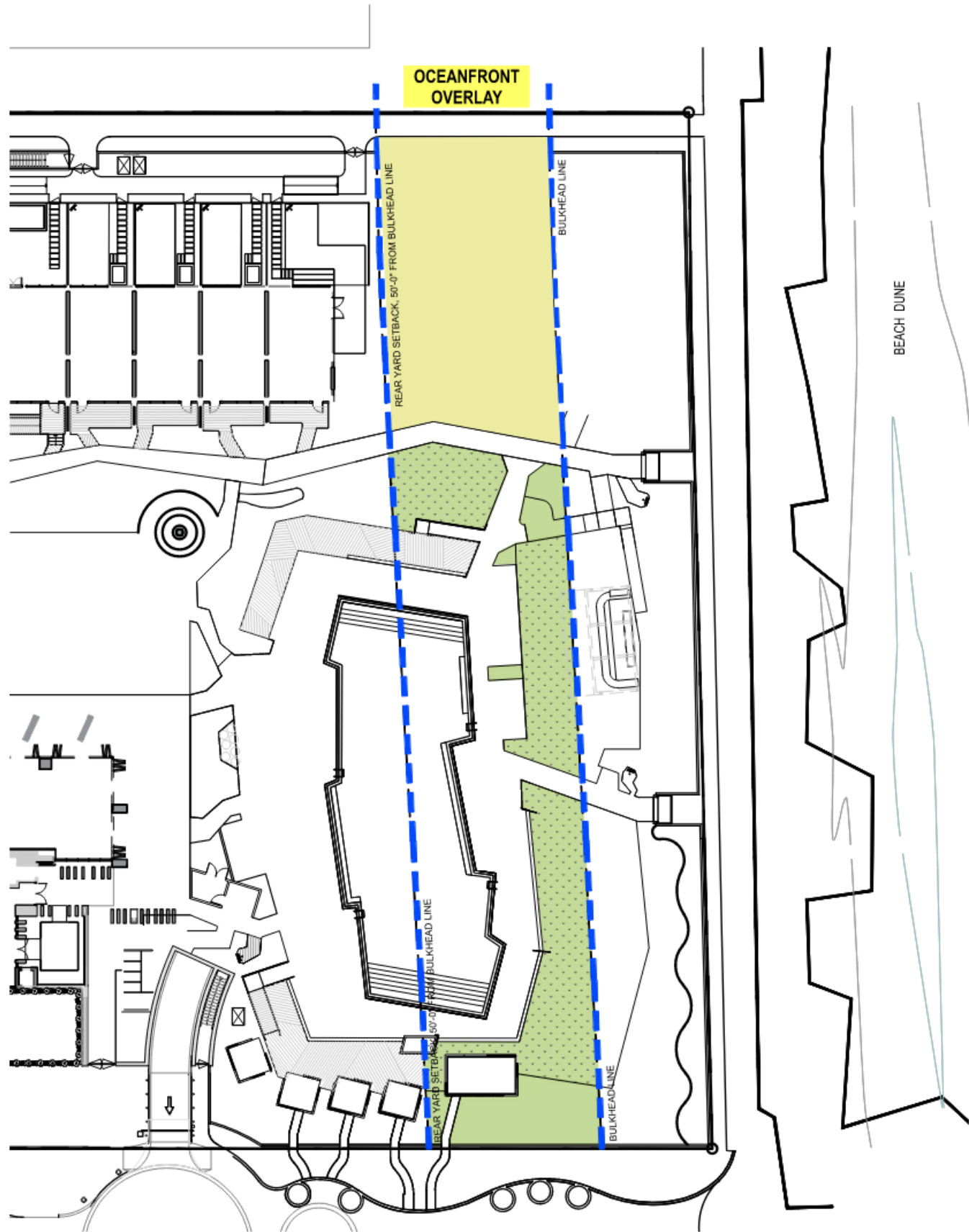
Ocean Overlay			
Area	15,021 SF		
Allowed	50.0%	7,511 SF	
Existing	56.8%	8,534 SF	
Modification			
Reduction	40.8%	2,991 SF	
Addition		1,376 SF	
Proposed	50.0%	7,511 SF	

Dune Overlay			
Area	10,985 SF		
Allowed	20.0%	2,197 SF	
Existing	19.5%	2,137 SF	
Modification			
Reduction	1.8%	1,808 SF	
Addition		1,506 SF	
Proposed	20.0%	2,197 SF	


OCEAN & DUNE OVERLAY - REDUCTION
SCALE: 1" = 40'-0"

DUNE AND OCEAN OVERLAY - ADDITION

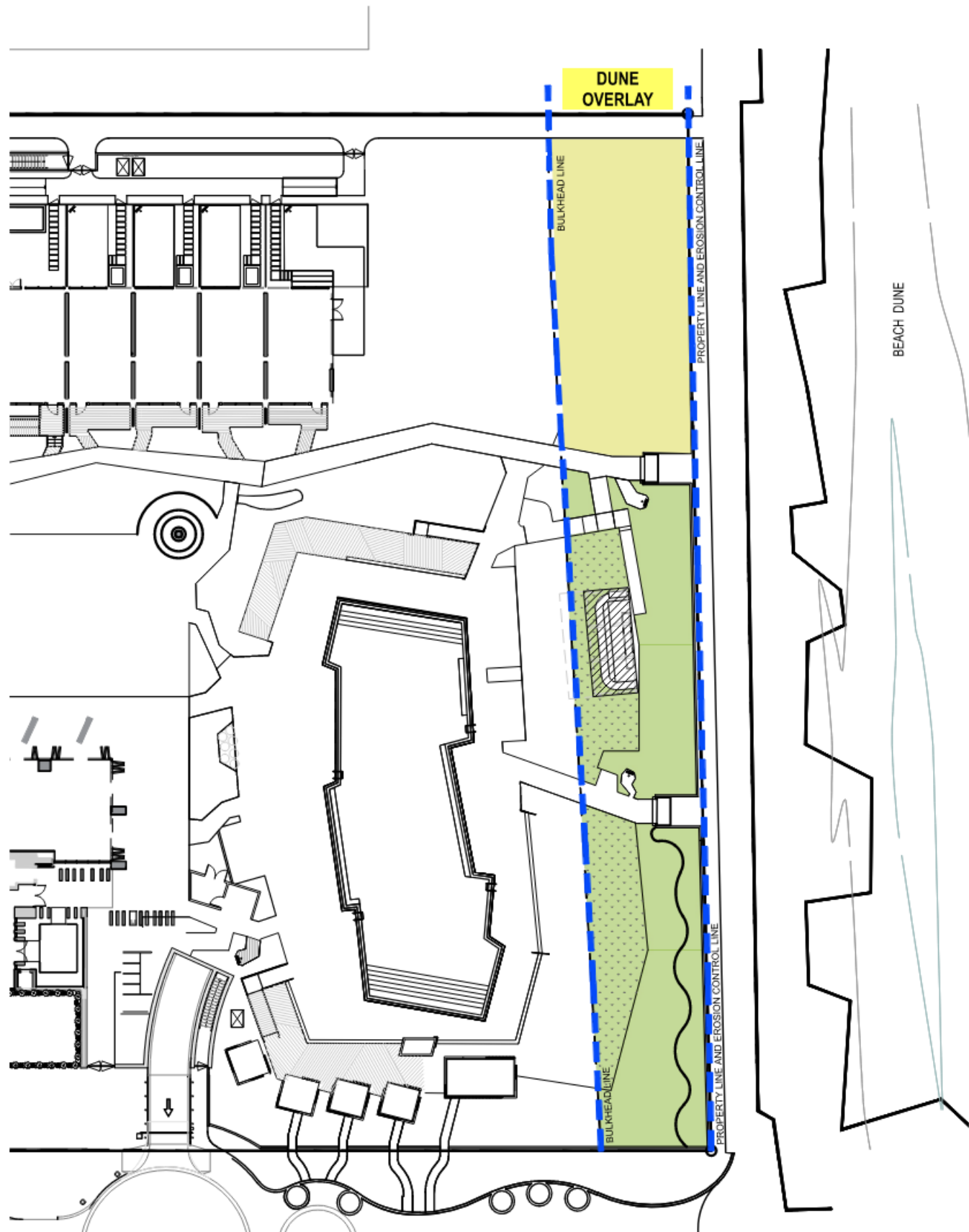








OCEANFRONT OVERLAY			7.3.1.2 OCEANFRONT
AREA (SF)		15,021 SF	7. Lot coverage shall be at least 50 percent (50%) of the required rear yard setback, open to the sky and landscaped. All areas covered by permitted uses, other than portable beach furniture, shall be considered in the lot coverage calculation.
LOT COVERAGE REQUIRED (OPEN TO SKY AND LANDSCAPED)	50.0%	7,511 SF	
LOT COVERAGE PROPOSED (OPEN TO SKY AND LANDSCAPED)	50.0%	7,511 SF	


-  NOT OPEN TO THE SKY (0 SF)
 -  OPEN TO THE SKY (7,511 SF)
 -  OPEN TO THE SKY AND LANDSCAPED/PVIOUS STABILIZED SAND (3,872 SF)
 -  SYNTHETIC GRASS (3,639 SF)
- Counted toward open space

 OCEAN OVERLAY - OPEN SPACE CALCULATIONS
SCALE: 1" = 40'-0"



DUNE OVERLAY		
AREA (SF)	10,985 SF	7.3.1.1-d DUNE PRESERVATION - Development Regulations
OPEN SPACE REQUIREMENT (OPEN TO THE SKY, LANDSCAPED, OR SAND BEACH)	80% 8,788 SF	1. Minimum open space requirements. At least 80 percent (80%) of the site shall remain open to the sky, landscaped or maintained as sand beach. All areas covered by the uses permitted above, other than portable beach furniture, shall be considered in the lot coverage calculation.
PROPOSED OPEN SPACE	81.8% 8,989 SF	
NOT OPEN TO THE SKY	18.2% 398 SF	

- Counted toward open space
-  NOT OPEN TO THE SKY (398 SF)
 -  OPEN TO THE SKY (8,989 SF)
 -  OPEN TO THE SKY AND LANDSCAPED/PERVIOUS STABILIZED SAND (7,244 SF)
 -  SYNTHETIC GRASS (one half of the 80% open space allowed) (1,745 SF)

 DUNE OVERLAY - OPEN SPACE CALCULATIONS
SCALE: 1" = 40'-0"

OVERALL SITE PLAN - PROPOSED F.A.R.

FAR:
ADDED MEMBER'S CLUB
ENTRANCE = 353 SQ.FT.

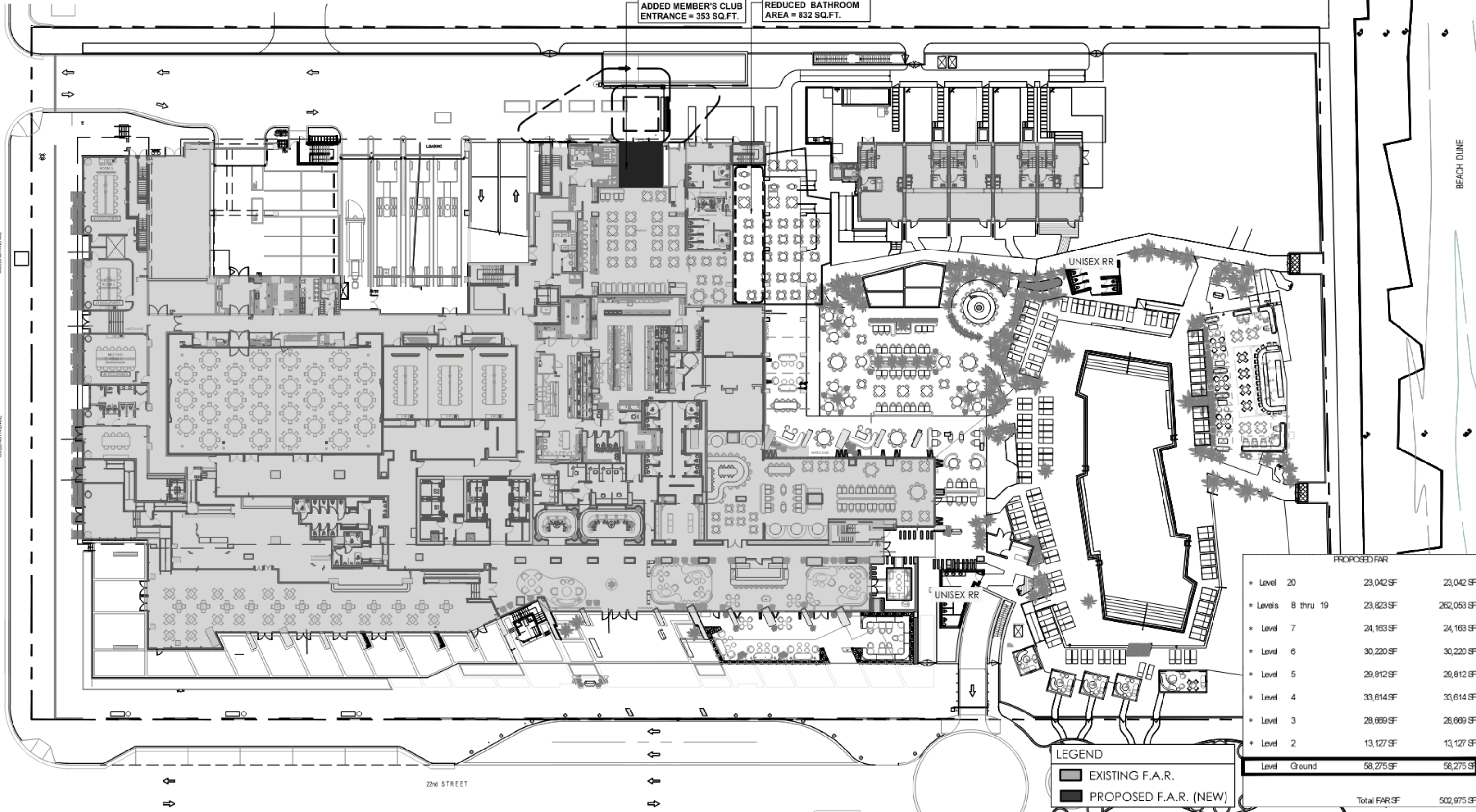
FAR:
REDUCED BATHROOM
AREA = 832 SQ.FT.

COLLINS AVENUE

COLLINS AVENUE

COLLINS AVENUE

BEACH DUNE



PROPOSED FAR		
* Level 20	23,042 SF	23,042 SF
* Levels 8 thru 19	23,623 SF	262,053 SF
* Level 7	24,163 SF	24,163 SF
* Level 6	30,220 SF	30,220 SF
* Level 5	29,812 SF	29,812 SF
* Level 4	33,614 SF	33,614 SF
* Level 3	28,669 SF	28,669 SF
* Level 2	13,127 SF	13,127 SF
Level Ground	58,275 SF	58,275 SF
Total FAR SF	502,975 SF	502,975 SF

LEGEND

- EXISTING F.A.R.
- PROPOSED F.A.R. (NEW)

*F.A.R TO REMAIN AS APPROVED
ALLOWABLE F.A.R = 519,543 FT²

GROUND FLOOR - PROPOSED F.A.R.
SCALE: 1" = 40'-0"

PLANNING ZONING DATA SHEET

MIAMI BEACH

Planning Department, 1700 Convention Center Drive, 2nd Floor
Miami Beach, Florida 33139, www.miamibeachfl.gov
305.673.7550

MULTIFAMILY - COMMERCIAL - ZONING DATA SHEET

Item #	Project Information				
1	Address:	2201 Collins Avenue, 33139 Miami Beach, Florida			
2	Board and file numbers :	HPB25-0676			
3	Folio number(s):	Parcel ID: 02-3234-218-0001			
4	Year constructed:	2009	Zoning District:	RM-3	
5	Based Flood Elevation:	AE - 8'-0"	Grade value in NGVD:	N/A	
6	Adjusted grade (Flood+Grade/2):	N/A	Lot Area:	168,291 SF	
7	Lot width:	300'	Lot Depth:	North: 557.87' / South: 564.71'	
8	Minimum Unit Size	N/A	Average Unit Size	N/A	
9	Existing use:	Hotel / Apartments	Proposed use:	Hotel / Apartments	
Zoning Information / Calculations		Maximum	Existing	Proposed	Deficiencies
10	Height	200'-0"	200'-0"	N/A	N/A
11	Number of Stories	N/A	20 + Roof & elevator machine room	N/A	N/A
12	FAR	504,873 SF	503,454 SF	503,812 SF	N/A
13	Gross square footage	N/A	N/A	N/A	N/A
14	Square Footage by use	N/A	N/A	N/A	N/A
15	Number of units Residential	N/A	N/A	N/A	N/A
16	Number of units Hotel	N/A	N/A	N/A	N/A
17	Number of seats	N/A	N/A	N/A	N/A
18	Occupancy load	N/A	N/A	N/A	N/A
Setbacks		Required	Existing	Proposed	Deficiencies
Subterranean:					
19	Front Setback (Collins Avenue):	20'-0"	104'-8"	N/A	N/A
20	Side Setback (23rd street):	15'-0"	50'-0"	N/A	N/A
21	Side Setback:	N/A	N/A	N/A	N/A
22	Side Setback facing street (22nd Street):	15'-0"	75'-10"	N/A	N/A
23	Rear Setback (Ocean):	50'-0"	238'-7"	N/A	N/A
At Grade Parking:					
24	Front Setback (Collins Avenue):	N/A	N/A	N/A	N/A
25	Side Setback (23rd street):	N/A	N/A	N/A	N/A
26	Side Setback:	N/A	N/A	N/A	N/A
27	Side Setback facing street (22nd Street):	N/A	N/A	N/A	N/A
28	Rear Setback (Ocean):	N/A	N/A	N/A	N/A
Pedestal:					
29	Front Setback (Collins Avenue):	20'-0"	20'-0"	N/A	N/A
30	Side Setback (23rd street):	24'-0" (8% of 300')	50'-0"	18'-0"	25% reduction allowed
31	Side Setback:	N/A	N/A	N/A	N/A
32	Side Setback facing street (22nd Street):	24'-0"	30'-7"	N/A	N/A
33	Rear Setback (Ocean):	112'-3"	146'-7"	N/A	N/A
Tower:					
34	Front Setback (Collins Avenue):	50'-0"	50'-0"	N/A	N/A
35	Side Setback (23rd street):	50'-0"	174'-8"	N/A	N/A

Item #	Setbacks	Required	Existing	Proposed	Deficiencies
36	Side Setback:	N/A	N/A	N/A	N/A
37	Side Setback facing street (22nd Street):	24'-0"	30'-7"	N/A	N/A
38	Rear Setback (Ocean):	140'-4"	146'-7"	N/A	N/A

Parking		Required	Existing	Proposed	Deficiencies
39	Parking district	N/A	N/A	N/A	N/A
40	Total # of parking spaces	N/A	N/A	N/A	N/A
41	# of parking spaces per use (Provide a separate chart for a breakdown calculation)	N/A	N/A	N/A	N/A
42	# of parking spaces per level (Provide a separate chart for a breakdown calculation)	N/A	N/A	N/A	N/A
43	Parking Space Dimensions	N/A	N/A	N/A	N/A
44	Parking Space configuration (45o, 60o, 90o, Parallel)	N/A	N/A	N/A	N/A
45	ADA Spaces	N/A	N/A	N/A	N/A
46	Tandem Spaces	N/A	N/A	N/A	N/A
47	Drive aisle width	N/A	N/A	N/A	N/A
48	Valet drop off and pick up	N/A	N/A	N/A	N/A
49	Loading zones and Trash collection areas	N/A	N/A	N/A	N/A
50	Bicycle parking, location and Number of racks		18 bikes for hotel guest at main entrance. 12 bikes for employees @ NW	18 bikes for hotel guest at main entrance. 12 bikes for employees @ NW	N/A

Restaurants, Cafes, Bars, Lounges, Nightclubs		Required	Existing	Proposed	Deficiencies
51	Type of use	N/A	F&B / Entertainment	F&B / Entertainment	
52	Number of seats located outside on private property	N/A	615	723	
53	Number of seats inside	N/A	445	681	
54	Total number of seats	N/A	1,060	1,780	
55	Total number of seats per venue (Provide a separate chart for a breakdown calculation)	N/A	Refer to sheet A0.7 for "Interior, exterior open" breakdown.	Refer to sheet A0.8	
56	Total occupant content	N/A	1435	1,780	
57	Occupant content per venue (Provide a separate chart for a breakdown calculation)	N/A	Refer to sheet A0.7	Refer to sheet A0.8	

58	Proposed hours of operation	Refer to operational plan			
59	Is this an NIE? (Neighborhood Impact establishment, see sec. 1.2.2.4)	Refer to operational plan			
60	Is a dancing and / or entertainment proposed?	Refer to operational plan			
61	Is this a contributing building?	No			
62	Located within a Local Historic District?	Yes			
Additional data or information must be presented in the format outlined in this section					

Notes:

If not applicable write N/A

SETBACKS

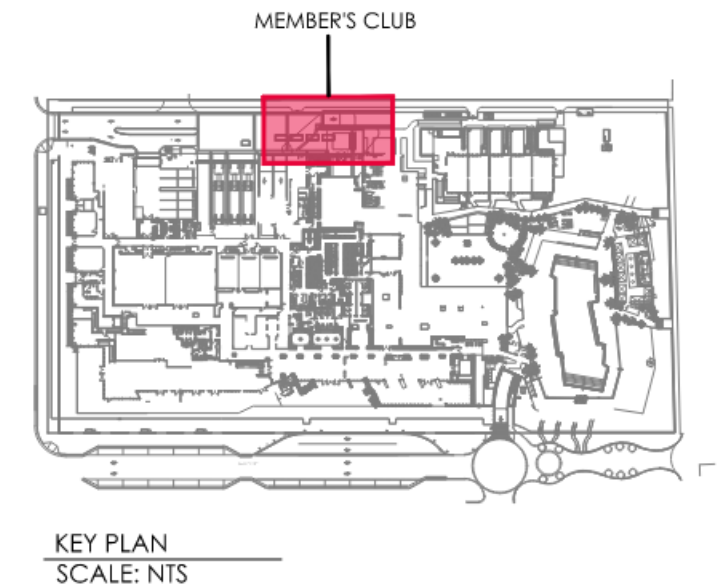
MIAMI BEACH PLANNING DEPARTMENT

1700 Convention Center Drive, Miami Beach, Florida 33139

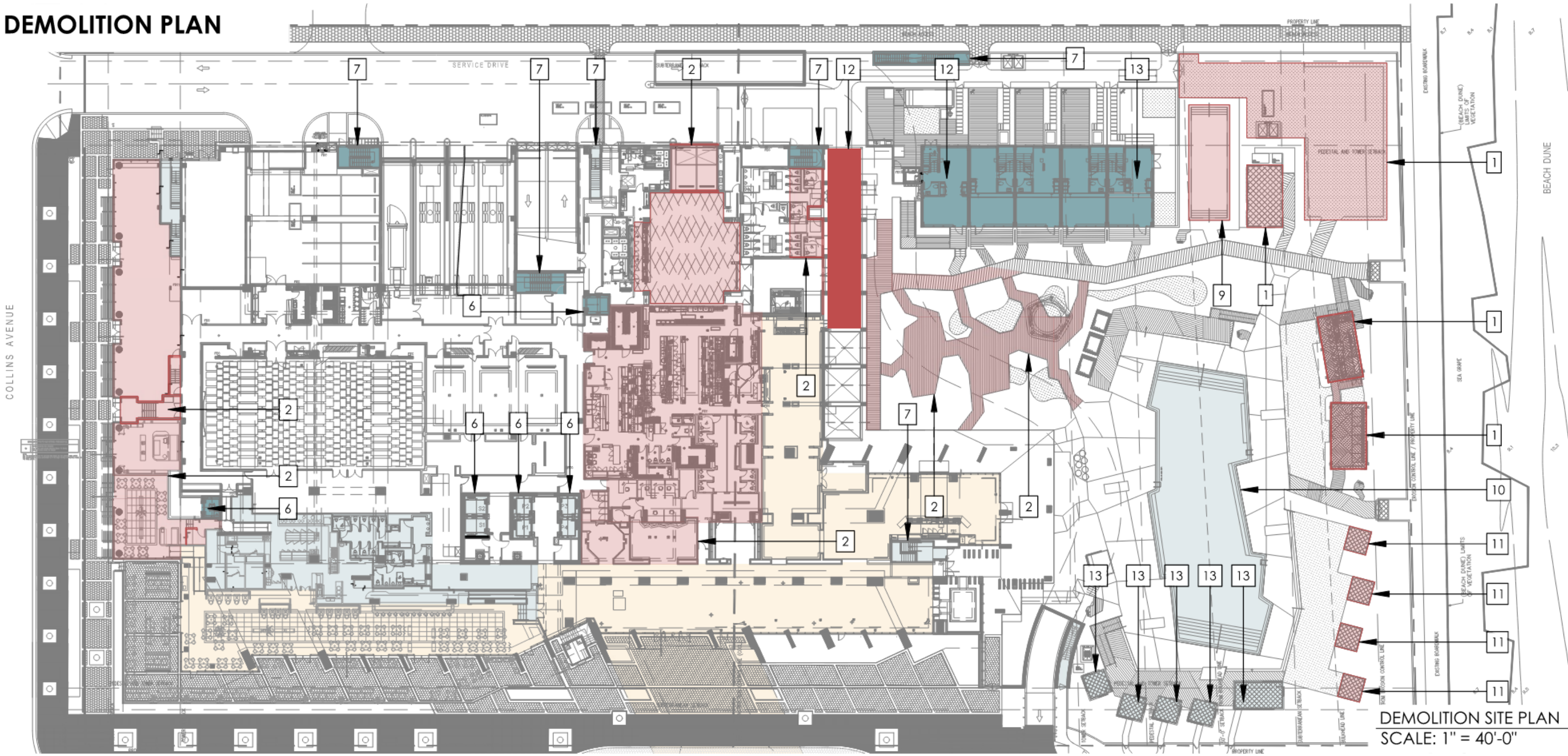
PLANNING ZONING DATA SHEET

BUILDING SETBACKS

AREA	BUILDING SETBACKS	REQUIRED	EXISTING	PROPOSED	VARIANCE	ZONING ORDINANCE
PROPOSED MEMBER'S CLUB DROP-OFF (Refer to sheet A.5.3)	DEVELOPMENT REGULATIONS TABLE (RM-3)	8% of 300' = 24'-0" min. setback. 25% reduction allowed = 18'-0"	N/A	CANOPY AT 18'-0" FROM NORTH PROPERTY LINE.	N/A	7.2.6.3 "Development Regulations (RM-3)": <ul style="list-style-type: none"> Side, facing a street setback. 7.5 feet or 8% of lot width, whichever is greater Sum of the side yards shall equal 16% of lot width Minimum.



DEMOLITION PLAN



DEMOLITION SITE PLAN
SCALE: 1" = 40'-0"

DEMOLITION LEGEND	DEMOLITION NOTES		
THE SELECTED EXISTING STRUCTURE TO BE COMPLETELY DEMOLISHED, INCLUSIVE BUT NOT LIMITED TO THE FOLLOWING FOUNDATIONS, EXTERIOR AND INTERIOR WALLS, FLOORS, ROOF, ALL PLUMBING, MECHANICAL AND ELECTRICAL SYSTEMS, ALL PUBLIC UTILITIES TO BE DISCONNECTED AND CUT AT THE PROPERTY LINE, ETC. FOR ONLY THE AREA SHOWN IN DRAWINGS.	1 COMPLETE DEMOLITION OF EXISTING STRUCTURE'S EXTERIOR AND INTERIOR WALLS, FLOORS, ROOF, PLUMBING, MECHANICAL, ELECTRICAL, FOUNDATION, EXISTING INTERIOR PARTITION WALLS, PLUMBING, MECHANICAL, ELECTRICAL TO BE DEMOLISHED. ALL PERIMETER LOAD-BEARING WALLS TO REMAIN.	5 EXISTING AREA TO REMAIN UNTOUCHED AND TO BE PROTECTED FROM DAMAGE DURING ADJACENT DEMOLITION ACTIVITY.	9 EXISTING SWIMMING POOL TO BE COMPLETELY DEMOLISHED AND REMOVED.
THE SELECTED EXISTING STRUCTURE TO BE SELECTIVELY REMOVED, INCLUSIVE BUT NOT LIMITED TO THE FOLLOWING INTERIOR WALLS, FLOORS, CEILING, PLUMBING FIXTURES, MECHANICAL AND ELECTRICAL SYSTEMS.	2 EXISTING ELEVATOR CAB AND CONVEYANCE SYSTEM TO BE REMOVED AND ELEVATOR SHAFT TO BE COMPLETELY DEMOLISHED.	6 EXISTING ELEVATOR CAB, CONVEYANCE SYSTEM AND SHAFT TO REMAIN UNTOUCHED AND TO BE PROTECTED FROM DAMAGE DURING DEMOLITION.	10 EXISTING SWIMMING POOL TO REMAIN UNTOUCHED AND TO BE PROTECTED FROM DAMAGE DURING DEMOLITION.
THE SELECTED EXISTING STRUCTURE TO BE PROTECTED FROM DAMAGE DURING DEMOLITION ACTIVITY.	3 EXISTING WOOD DECK TO BE COMPLETELY DEMOLISHED.	7 EXISTING STAIRCASE TO REMAIN UNTOUCHED AND TO BE PROTECTED FROM DAMAGE DURING DEMOLITION.	11 EXISTING BAR & SEATING TO REMAIN UNTOUCHED AND TO BE PROTECTED FROM DAMAGE DURING DEMOLITION.
	4 ALL EXISTING HISTORIC EXTERIOR WALLS AND ANY SIGNIFICANT ORIGINAL ARCHITECTURAL DETAILS TO BE PRESERVED AND RESTORED.	8 EXISTING CABANAS TO BE COMPLETELY DEMOLISHED AND REMOVED.	12 EXISTING CABANAS TO BE COMPLETELY DEMOLISHED AND REMOVED.
			13 EXISTING CABANAS TO REMAIN UNTOUCHED AND TO BE PROTECTED FROM DAMAGE DURING DEMOLITION.