

One Ocean Drive: Pier Park

PB25-0792



MAJOR
BEACH

PIER PARK - MIAMI BEACH, FL

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Team Members



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Chronology: City Issues RFP 2023-479-KB

- City issued RFP for: “management and operation of a high-end beach establishment and ancillary uses at One Ocean Drive and adjacent concession areas.”
- 60 days to prepare bid and respond to RFP



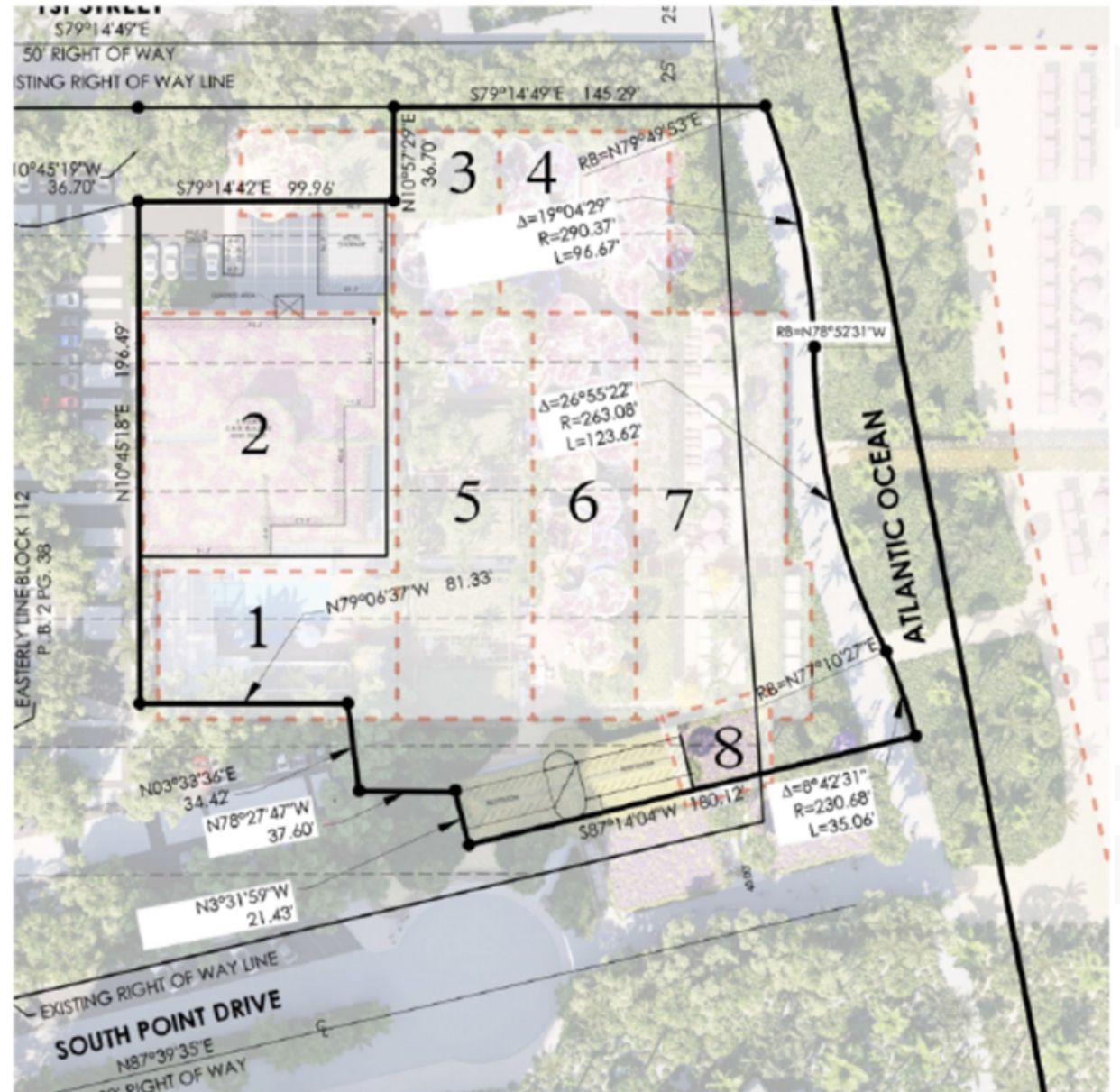
Chronology: Bid Award – RFP Concept Proposal

- Resolution 2023-32783: authorized Administration to negotiate agreement with Boucher Brothers based on its proposal.



Chronology: Enter Concession Agreement

- Resolution 2023-32825
- Entered Concession Agreement with City
- Established project requirements:
 - Project location, design, and approval procedures
 - Uses
 - Access
 - Operations
 - Maintenance and repair

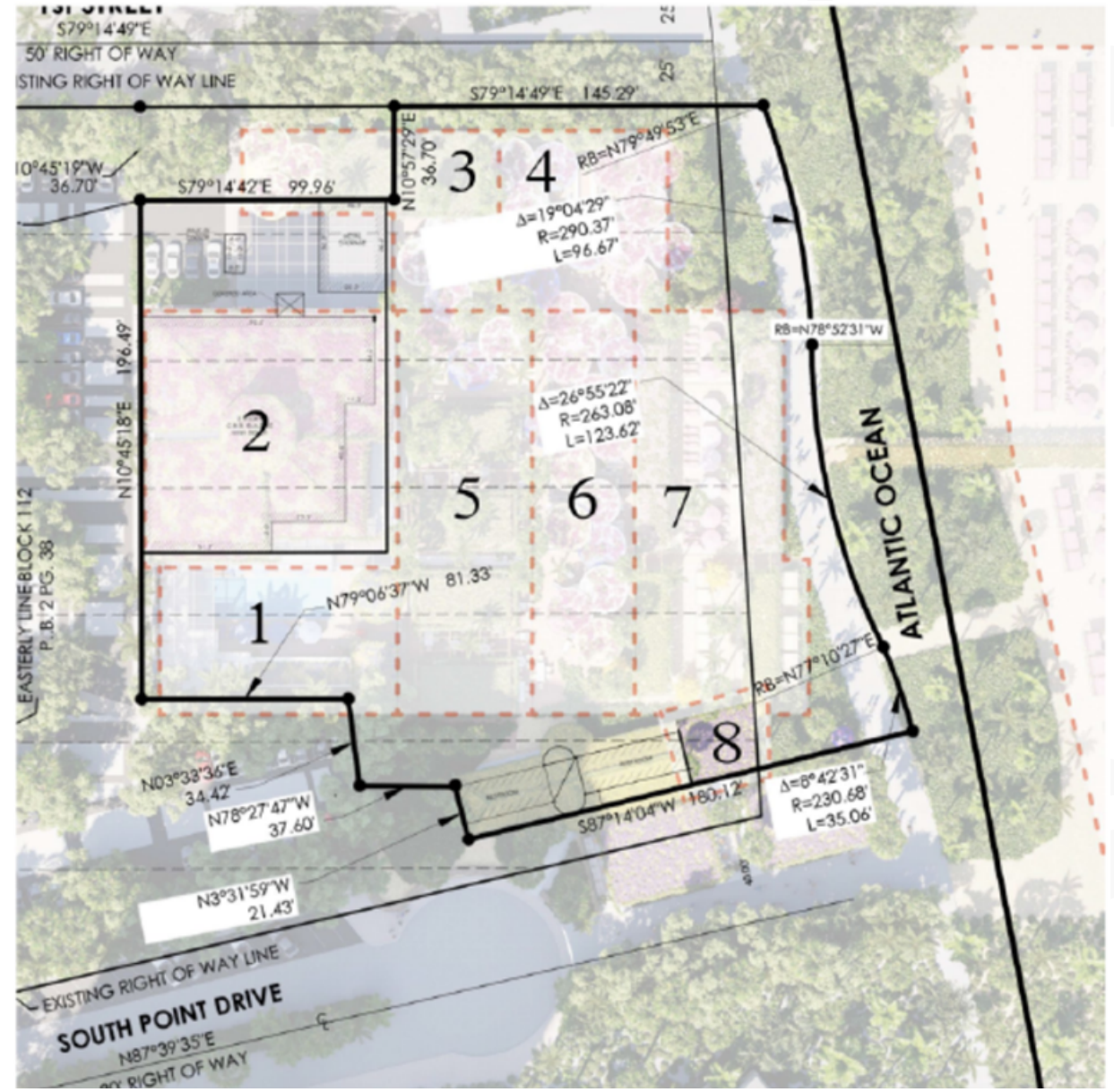


Concession Agreement Site Plan

Three Distinct Dining Concepts:

- Mediterranean restaurant
- Japanese restaurant
- Outdoor Café

Concession Agreement §3.2.1

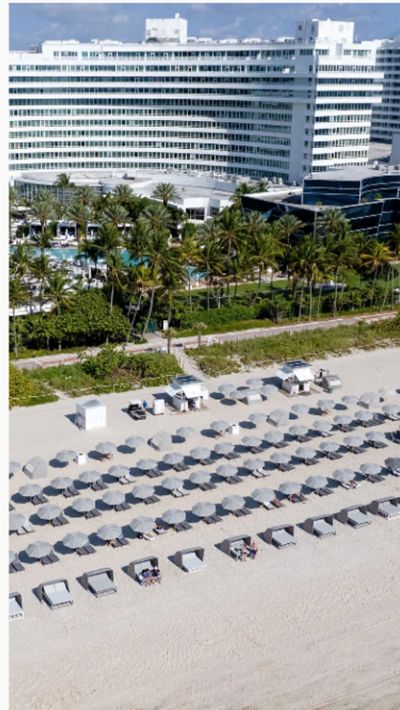
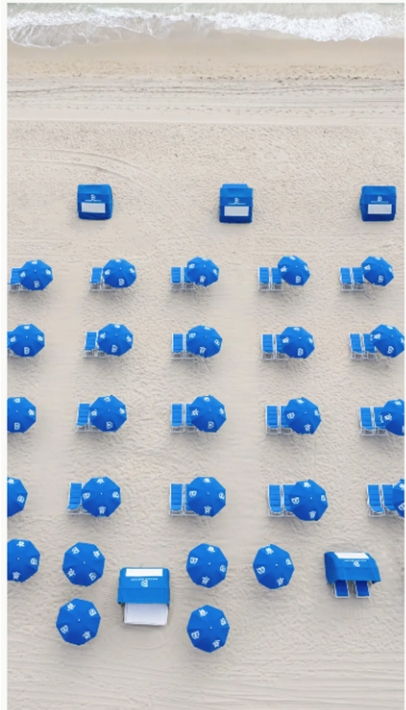


Concession Agreement Parties: The City

- Property owner - existing lease expiring in 2026
- Issued RFP for management and operation of “high-end” beach establishment at Property
- Negotiated Concession Agreement

MIAMI BEACH

Concession Agreement Parties: Boucher Brothers



Concession Agreement Parties: Major Food Group



CARBONE



DIRTY FRENCH STEAKHOUSE



CONTESSA



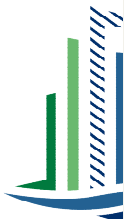
ZZ'S CLUB



SADELLE'S



CHATEAU ZZ'S



Property History: Hardies Casino and Bath (1913)



Property History: Hardies 1926-1980s



Circa 1961

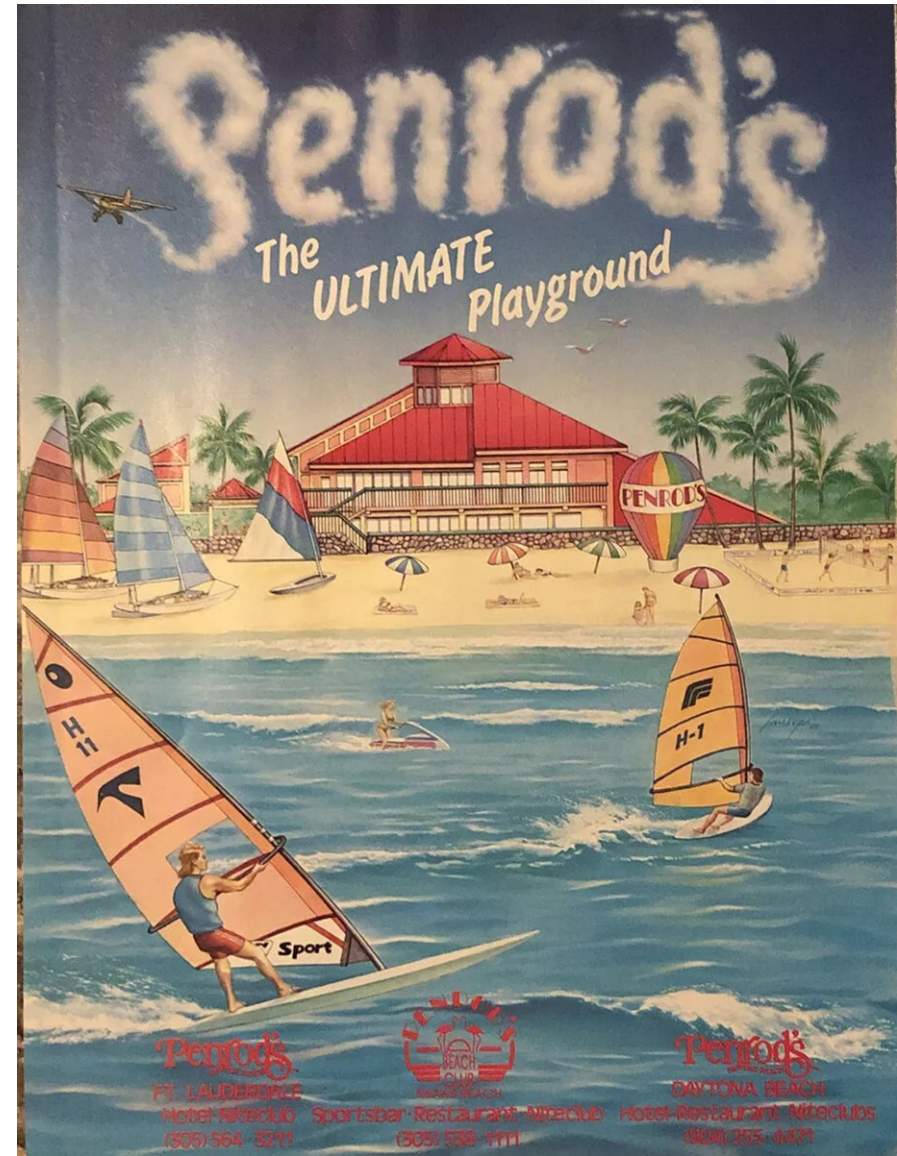
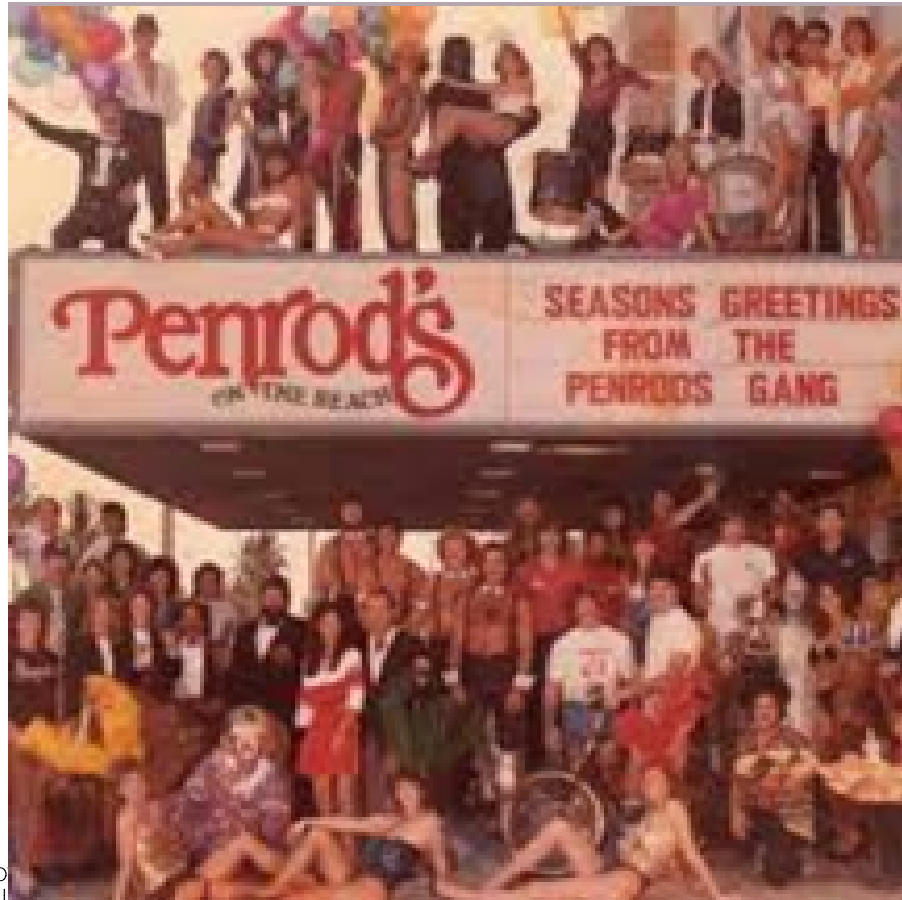


Circa 1986



Circa 1995

Property History: Penrod's Beach Club (1989)



Property History: Nikki Beach (1998)



Existing Conditions: Lease Expiring

- Existing Lease and Concession Agreement Expiring



① ONE OCEAN DR - NIKKI BEACH CLUB
AERIAL VIEW



② ONE OCEAN DR - NIKKI BEACH CLUB
MAIN ENTRANCE



Property – Aerial



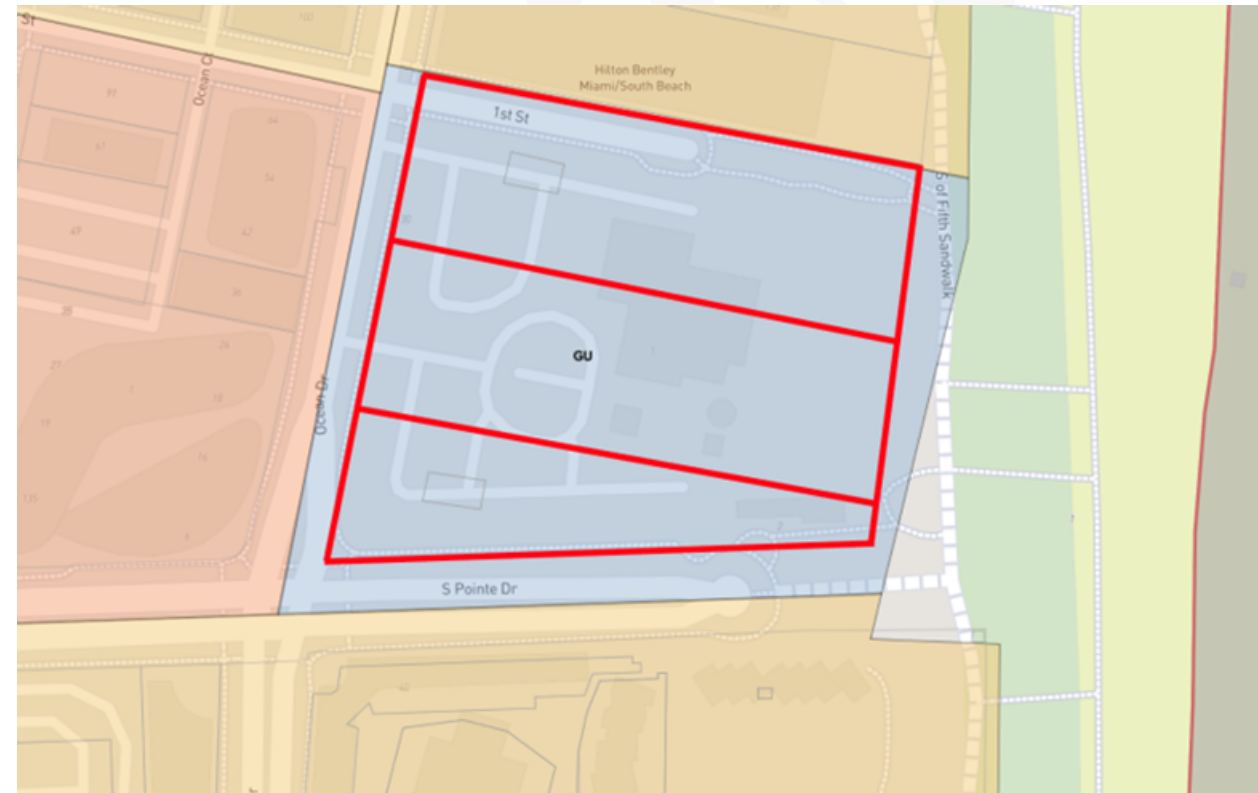
Property – Land Use and Zoning



FLUM: Recreation and Open Space Including Waterways (ROS)



Zoning: Government Use (GU)



Favorable Recommendation

Staff Report & Recommendation

Planning Board

DATE: January 6, 2026

TO: Chairperson and Members
Planning Board

FROM: Thomas R. Mooney, AICP
Planning Director



SUBJECT: PB25-0782, **1 Ocean Drive.**

An application has been filed requesting the review of private or joint government/private uses in the GU government use zoning district including but not limited to multiple restaurants/alcoholic beverage establishments, retail and beach club with children's center, pursuant to Chapter 7, Article II, Section 7.2.16.2.e of the Miami Beach Resiliency Code.

RECOMMENDATION

Transmit a **favorable recommendation** for the proposed use to the City Commission.

Probative Value of Staff's Recommendation

“Staff Recommendations for Approval constitute competent substantial evidence supporting a commission’s decision, and courts must defer to such findings when determining the legality or that decision.”

See Metro. Dade Cnty. v. Fuller, 515 So. 2d 1312, 1313-14 (Fla. 3d DCA 1987).



Project: Pier Park



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Project: Pier Park



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Project: Entrance Looking West



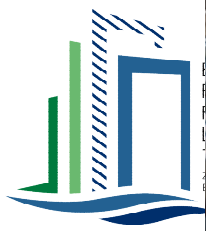
Project: Pool Area



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Project: Northeast View



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Project: West View

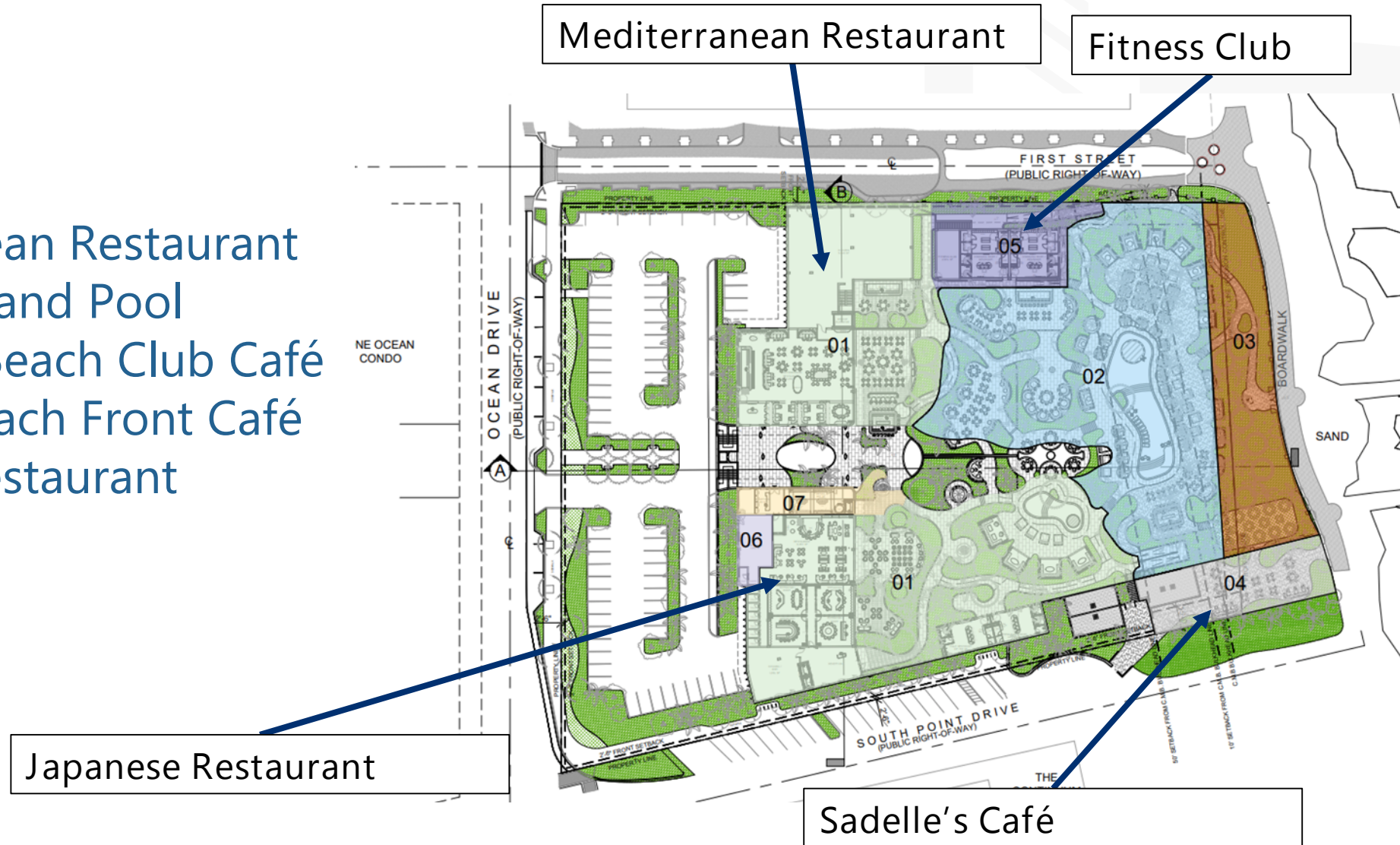


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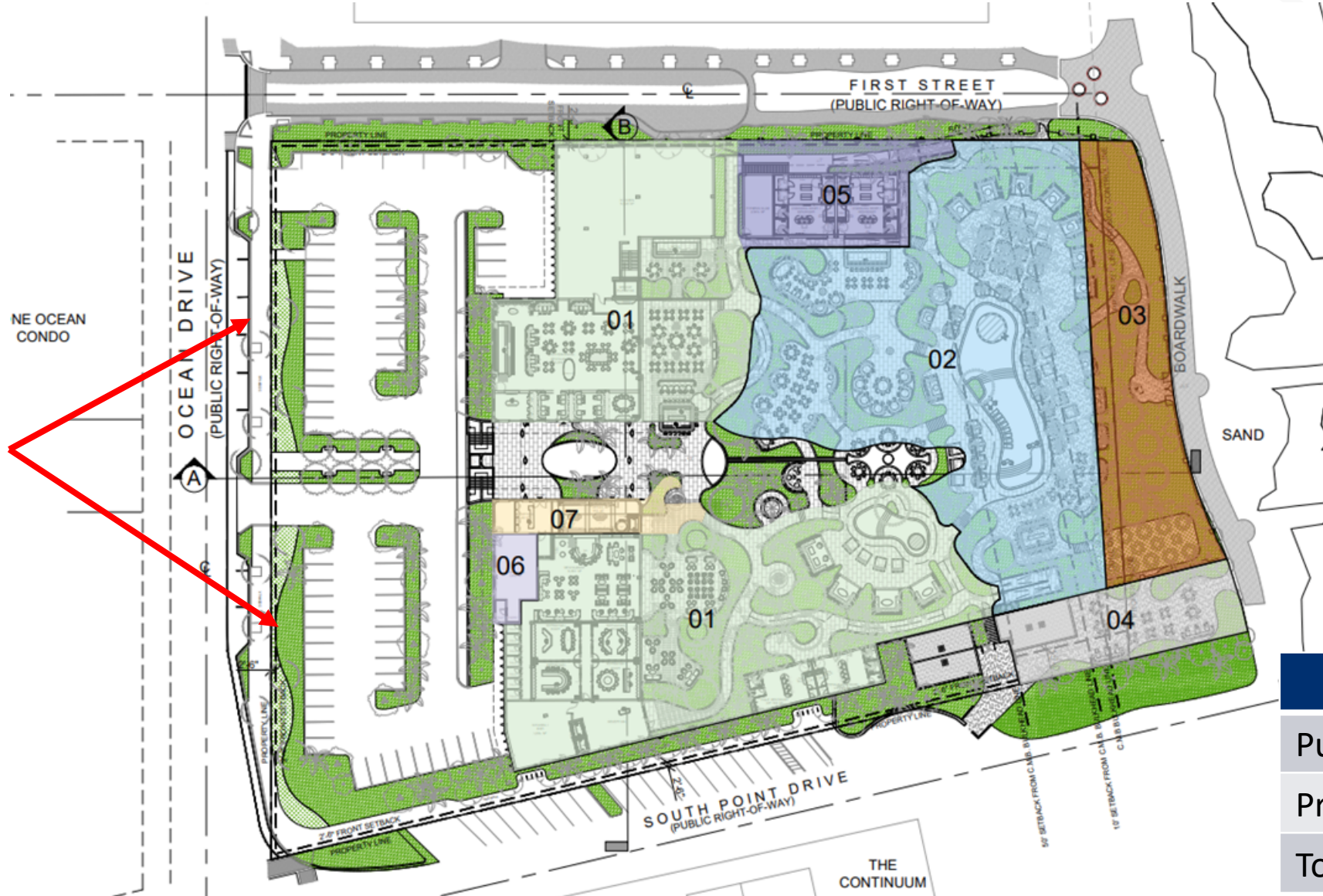
Proposed Uses

- Beach Area
- Cabanas
- Mediterranean Restaurant
- Beach Club and Pool
- Lawn Area Beach Club Café
- Sabelle's Beach Front Café
- Japanese Restaurant
- Fitness Club
- Kids' Club
- Retail



Public Parking: 72 Spaces

Reserved City
Public
Parking



Public Spaces	72
Private Spaces	96
Total	168

Proposed Operations: Hours

1. Beach Concessions: Open 1 hour after sunrise and close 1 hour prior to sunset
2. Mediterranean Restaurant: 11:00 am to 11:00 pm
3. Japanese Steakhouse: 5:00 pm to 11:00 pm
4. Sadelle's Boardwalk Café: 9:00 am to 9:00 pm
5. Outdoor lounge, pool, kids club, wellness, retail: 11:00 am to 7:00 pm

Proposed Operations: Security

Implementing a Project-wide Security system:

- Security cameras at all access points and various locations in parking lots
- Access control measures including key-card access to back of house areas
- Security staff
- Reception areas and host stands
- Valet staff
- Security/Valet staff will control and monitor vehicular access and circulation, extended/overnight parking, noise or gatherings for car “burnouts” or “donuts” will not be tolerated.

Neighbor Support: SOFNA

BOARD RESOLUTION
SOUTH OF FIFTH NEIGHBORHOOD ASSOCIATION
December 10, 2025

Dear Planning Board and Design Review Board Members,

At a public meeting of the South of Fifth Neighborhood Association (SOFNA) held on December 10, 2025, the SOFNA board **voted to support** the Design Review Board and Planning Board applications for Pier Park's new building and operations under Boucher Brothers/Major Food Group starting in 2026. SOFNA's position is based on the attractive architectural plans and impressive experience of the concessionaires that will be operating the proposed project.

Sincerely,



SOFNA Board of Directors

Keith Marks – President
Alyson Herman – Vice President
Ron Starkman – Secretary
Jordy Levy – Treasurer
John Caprio – Director
David Podein – Director
Mark Haskins – Director



Procedural Track for GU Uses:

- **Private or Joint Government/Private Uses**



City Commission:
Review and Approval
of Proposed Use. See
§7.2.16.2(e)

Planning Board: Review
and Recommendation to
the City Commission. See
§7.2.16.2(e)

Request

1. **Review and recommendation pursuant to Section 7.2.16.2(e) requiring private or joint government/private uses in the GU Government Use District be reviewed by the Planning Board prior to approval by the City Commission.**

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Project: Pool Area



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Project: Cabanas



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Project: Lush Landscaping



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Thank You

200 S. Biscayne Boulevard
Suite 300, Miami, FL 33131

www.brzoninglaw.com

305.374.5300 office

305.377.6222 fax

Info@brzoninglaw.com

Alcoholic Beverage Establishments and Civic Uses Authorized in GU

USES TABLE (GU)	
LODGING	
OFFICE	
COMMERCIAL	
Alcoholic Beverage Establishment	P*
Gambling and Casinos pursuant to section 7.1.8	Pro
Rentals or leases of mopeds, motorcycles, and motorized bicycles pursuant to section 7.1.8	Pro
Neighborhood and Retail Fulfillment Centers pursuant to section 7.1.8	Pro
CIVIC	
Parks and associated parking	P
Performing arts and cultural facilities	P
Monuments and memorials	P

* See Supplemental use regulations below

§7.2.16.2, GU Uses Table, Resiliency Code.

Alcoholic Beverage Establishments and Private Uses Authorized in GU

a. Supplemental Main permitted uses regulations (GU).

The supplemental main permitted uses are as follows:

1. *Alcoholic beverage establishments* shall require approval from *the city commission*.

2. Any use not listed above shall only be approved after the *city commission* holds a public hearing. See section 7.2.16.3.h for public notice requirements.

* * * *

e. Supplemental Private or joint government/private uses regulations (GU)

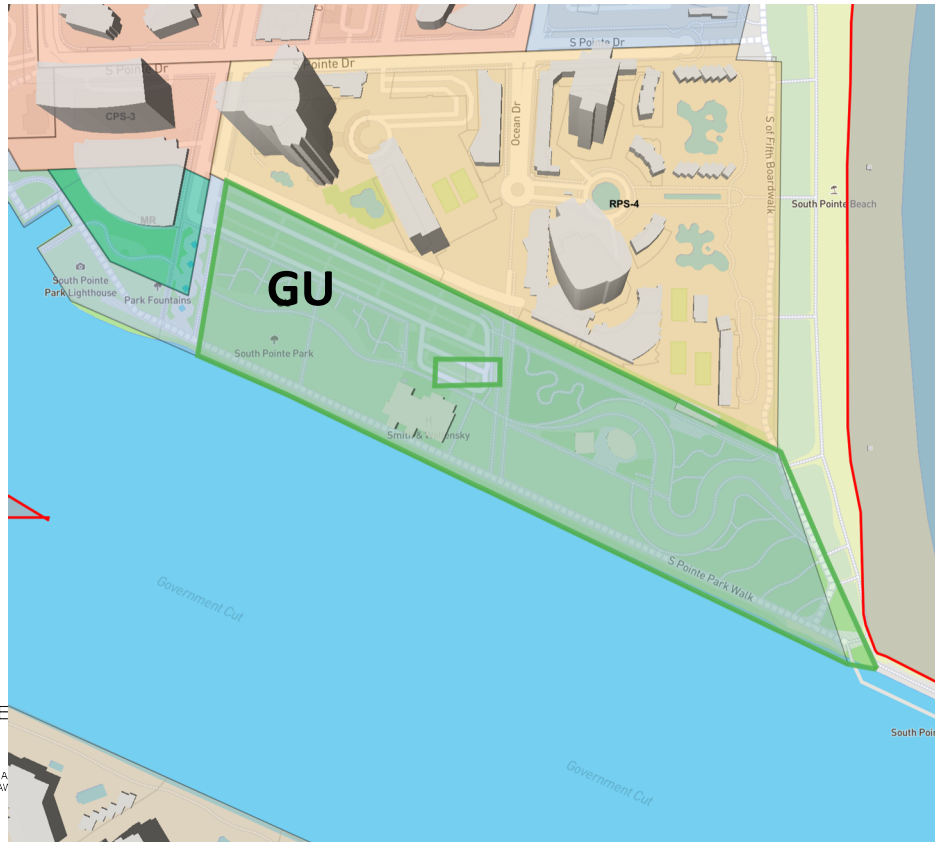
Private or joint government/private uses in the GU government use district, including air rights, shall be reviewed by the planning board prior to approval by the city commission.

§7.2.16.2(a) & (e), Resiliency Code (emphasis added).

GU Permitted Use Example: Smith and Wollensky

1 Washington Avenue:

- Owner: City of Miami Beach
- Zoning: Government Use (GU)
- Use: Smith and Wollensky (Public/Private partnership; Long-term lease between City and Operator)



Property Address

1 WASHINGTON AVE
5 S WASHINGTON AVE
3 S WASHINGTON AVE

Owner

CITY OF MIAMI BEACH
CITY HALL

Property Not Designated as Public Park

- Property not listed in City Parks & Facilities Directory or Parks and Facilities Map (shown here)
- Property not listed in County Parks and Marina Directory

