

# THE MAJESTIC HOTEL

660 OCEAN DRIVE  
SOUTH BEACH • MIAMI • FLORIDA



## PRIME MIAMI BEACH BOUTIQUE HOTEL ON OCEAN DRIVE FOR SALE

Atlantic Commercial Group and Upland Property Advisors, as exclusive agents, are pleased to present the opportunity to acquire the iconic Majestic Hotel, a 49-room Art Deco property commanding a prime corner location on Miami's famed Ocean Drive. Constructed in 1941 by renowned architect Albert Anis, the three-story property totals 17,808 square feet and includes a full-service restaurant and bar and a retail unit – both leased to established operators since 2008. Ideally located on Ocean Drive at 7th Street, directly facing Lummus Park and the Atlantic Ocean, the Majestic represents a rare opportunity to acquire a centrally located, historic South Beach asset with stable income and significant value-creation potential.

The Majestic has been professionally managed and maintained and is unencumbered by brand or management agreements, providing a clean foundation for strategic repositioning. Targeted enhancements to guest rooms and public areas, improvements to food and beverage programming, and the introduction of a stronger brand and management platform can deliver immediate RevPAR growth, higher daily rates, and stronger occupancy. Moreover, active rezoning initiatives along Ocean Drive provide additional opportunities for redevelopment or expansion, further enhancing long-term value creation.

### Historic Art Deco Icon

Built in 1941 by renowned architect Albert Anis, the property is a celebrated example of Art Deco architecture, with prime beachfront exposure on the corner of Ocean Drive and 7th Street.

### Unencumbered of Brand and Management

Offered free of brand or management agreements, the Majestic provides a rare blank canvas for investors to implement their own vision in a market with limited hotel supply.

### Transformative Value-Add Potential

Repositioning guest rooms and public areas, enhancing food and beverage offerings, and introducing a stronger brand and management platform can drive RevPAR growth, higher rates, stronger occupancy, and significant NOI upside.

### Positioned to Capture Market Upside

Robust South Beach fundamentals, rising visitation, and limited supply create an opportunity to elevate the property's performance to a higher tier, maximizing revenue potential.

### High-Quality Food & Beverage and Retail

Income-generating leases include the retail unit through 2027 and Ocean Seven restaurant through 2032, with built-in annual increases. Flexible retail terms allow incorporation into a broader repositioning strategy.

### Supply Constraints and Defensible Location

Strict zoning, historic preservation rules, and limited development sites make new hotels rare. The Majestic's corner location provides a highly desirable and defensible position.

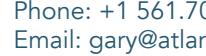
### Future Redevelopment Potential

Emerging zoning initiatives, including the Live Local Act, could enable higher-density redevelopment or expansion, positioning the property to capture future value.

### Prime Ocean Drive Corner

Located steps from Lincoln Road, the Miami Beach Convention Center, and South Beach's dining, nightlife, and recreation, the property occupies one of the most coveted addresses in Miami Beach, ensuring long-term value creation.

Block / Lot	11/1
Land Area	6,500 SF
Lot Dimensions	50' x 130'
Year Built	1941
No. of Guest Rooms	49
Commercial Spaces	1 Restaurant/Bar, 1 Retail
Stories	3 plus basement
Building Area	17,808 SF
Zoning	MXE – Mixed Use Entertainment
Floor Area Ratio (FAR)	2.0
Amenities	24-hour Front Desk, WiFi, In-room Safes, Beach Towels, and Onsite Restaurant/Café and Retail Gift Shop



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