
DESTINATION GUIDE
Surfside
FLORIDA
VisitSurfsideFlorida.com









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WELCOME TO **SURFSIDE**

Where the Town meets the sand, simplicity mingles with elegance and relaxation turns into exhilaration

In this idyllic and sustainably-minded oceanfront community diverse worlds converge, blending uptown luxuries with a beachtown lifestyle. Nestled between Bal Harbourand Miami Beach, Surfside is home to a mile of pristine beach, luxury beachfront hotels, distinctive world-class shopping, and culturally diverse restaurants. A walkable downtown district, lovely residential areas and a variety of family-friendly activities make Surfside a unique destination among Greater Miami's oceanfront neighborhoods. Discover the charm of Surfside today.

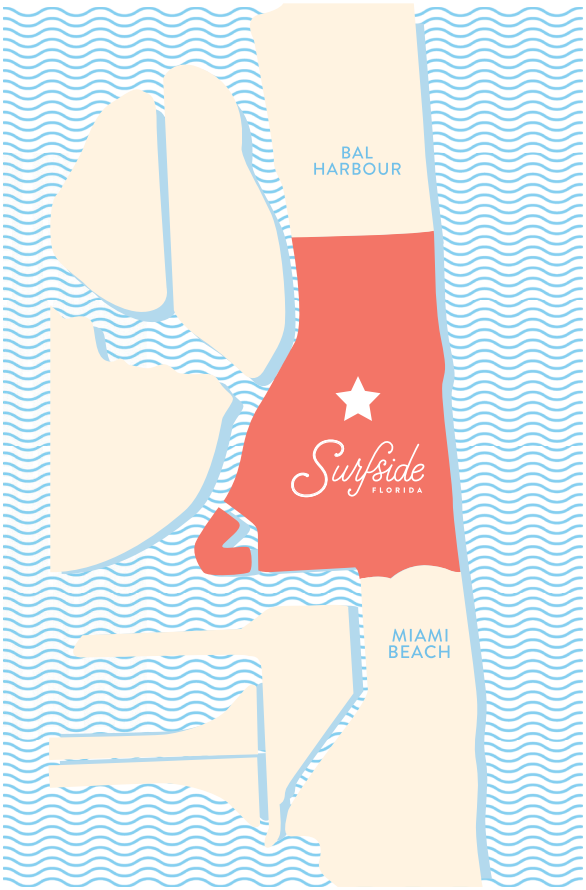




*Image digitally colorized: Newly Completed Surf Club. October 27, 1935. HistoryMiami Museum, 1989-011-15805.

TOWN HISTORY

A storied past

Founded on May 18, 1935, Surfside was incorporated through the signatures of 35 members of the Surf Club, a gathering place for the rich and famous which was eventually redeveloped into the Four Seasons Hotel at The Surf Club. However, human presence in the area dates back thousands of years; in fact, one of Greater Miami's first archeological digs took place in Surfside.

A Tequesta Indian village was uncovered in 1923 when the Tatum Brothers', early Greater Miami's preeminent developers, were in the process of clearing land for a residential section to be known as Altos Del Mar.

After World War II, the Town gained popularity and by 1957 had outgrown its original Town Hall. The current building was renovated in 2001 and serves as a hub of public services, and includes the Town Commission chambers, the offices of the Town Manager, Town Clerk, Solid Waste Department, Water and Sewer Department, Public Works Department, Code Compliance Division, Finance Department, Human Resources and Police Department.

In 1962, the Town built the Community Center at 93rd Street, which was later torn down and rebuilt into a world-class recreation facility. This multi-purpose facility is a central meetup spot for Surfside residents and features a pool with lap lanes, plunge pool and slide, children's activity pool, jacuzzi, Surf-n-Sides and a poolside eatery. Additionally, the Community Center offers numerous events and programs for adults, seniors, teens and kids.

MAP OF SURFSIDE

96TH ST PARK - 9572 Bay Dr

CITI BIKES
88th St @ Harding Ave
93rd St @ Collins Ave
94th St @ Harding Ave
96th St @ Collins Ave, Beachside

KÉ TURTLE SCULPTURE - 95th Street Beach Entrance

COMMUNITY CENTER - 9301 Collins Ave

PAWS UP DOG PARK - Byron Ave @ 93rd St

DOWNTOWN SURFSIDE - Between 96TH St & 94TH St on Harding Ave

ELECTRIC CAR CHARGER - Located in the Town Hall Parking Lot

HAWTHORNE TOT LOT - 90TH St @ Bay Dr

HOTELS
1. **SUN HARBOUR** - 9576 Collins Ave
2. **GRAND BEACH HOTEL SURFSIDE** - 9449 Collins Ave
   GRAND BEACH HOTEL SURFSIDE WEST - 9418 Collins Ave
3. **RESIDENCE INN BY MARRIOTT MIAMI BEACH SURFSIDE** - 9200 Collins Ave
4. **THE FOUR SEASONS AT THE SURF CLUB** - 9101 Collins Ave
5. **BLUEGREEN SOLARA SURFSIDE RESORT** - 8801 Collins Ave

POLICE STATION - 9293 Harding Ave

TENNIS CENTER - 8750 Collins Ave

TOURISM OFFICE - 9301 Collins Ave

TOWN HALL - 9293 Harding Ave

TURTLE WALK - Between Harding Ave & Collins Ave on 93rd St

VETERANS PARK - 8750 Collins Ave

WALKING / BIKE PATHS - Beachside, entire length of Surfside

PARKING LOCATIONS:

- **94TH ST LOT** - 94TH St @ Harding Ave
- **95TH ST LOT** - 95TH St @ Collins Ave North
- **ABBOTT LOT** - Abbott Ave 95TH to 96TH St
- **DOWNTOWN** - Street parking between 94TH to 96TH St on Harding Ave
- **95TH COLLINS LOT** - 95TH St @ Collins Ave South
- **TOWN HALL LOTS** - 93rd St @ Harding Ave
  93rd St @ Collins Ave




BAL HARBOUR
96TH ST
96TH ST PARK PAVILION & PLAYGROUND
P
DOWNTOWN SURFSIDE
P
1
SUN HARBOUR HOTEL
FILL A BAG STATION
95TH ST
P
P
2
GRAND BEACH HOTEL SURFSIDE WEST
FILL A BAG STATION
BAY DR
ATLANTIC WAY
GRAND BEACH HOTEL SURFSIDE
COLLINS AVE
94TH ST
P
FILL A BAG STATION
P
TOWN HALL
P
COMMUNITY CENTER/ TOURISM OFFICE
93RD ST
POLICE STATION
HARDING AVE
3
MARRIOTT RESIDENCE INN
92ND ST
FILL A BAG STATION
P
TOWN HALL
P
COMMUNITY CENTER/ TOURISM OFFICE
DE BLVD
91 ST
POLICE STATION
ATLANTIC WAY
4
THE FOUR SEASONS AT THE SURF CLUB
COLLINS AVE
90TH ST
HARDING AVE
ABBOTT AVE
BYRON AVE
89TH ST
FROUDE AVE
EMERSON AVE
DICKENS AVE
CARLYLE AVE
GARLAND AVE
5
SOLARA SURFSIDE RESORT
FILL A BAG STATION
88TH ST
MIAMI BEACH
N
W
E
S

SERVICES

TOWN HALL
9293 Harding Ave
305-861-4863
townofsurfsidefl.gov

POLICE DEPARTMENT
9293 Harding Ave
305-861-4862

EMERGENCY RESCUE
911

TOURIST BUREAU
9301 Collins Ave
305-722-7578
VisitSurfsideFL.com

UPS STORE
9429 Harding Ave
305-763-8055

PARKING

94TH ST LOT
94TH St @ Harding Ave

95TH ST LOT
95TH St @ Collins Ave North

95TH COLLINS LOT
95TH St @ Collins Ave South

ABBOTT LOT
96TH St @ Abbott Ave

BUSINESS DISTRICT
Between 94TH St & 96TH St
on Harding Ave

TOWN HALL LOTS
93RD St @ Harding Ave
93RD St @ Collins Ave

PARKS

96TH ST PARK,
9572 Bay Dr
305-993-1371

PAWS UP DOG PARK
93RD St @ Byron Ave

HAWTHORNE TOT LOT
90TH St @ Bay Dr

VETERANS PARK
8750 Collins Ave

AMENITIES

COMMUNITY CENTER
9301 Collins Ave
305-866-3635

CITI BIKES
96th St Park
96th St Beach Entrance
94th St & Harding Ave East
94th St & Harding Ave Publix
93rd St & Collins Ave
92nd St Residence Inn
90th St & Hawthorne Ave
88th St & Collins Ave

ELECTRIC CAR CHARGER
93RD St @ Harding Ave
Town Hall Parking Lot

PARKS & RECREATION DEPARTMENT
9301 Collins Ave
305-866-3635

TENNIS CENTER
8750 Collins Ave
305-866-3635



SURFSIDE COMMUNITY CENTER

When you are ready to join the fun after check-in, plenty of recreational options await. Anyone staying in Surfside – whether at a hotel, weekly time share or licensed condo rental – can enjoy the Surfside Community Center with proper proof of stay. The facility includes a recreational pool with lap lanes, children's plunge pool and slide, walk-up café and a hot tub. In addition to its amenities, the Surfside Community Center provides programs and classes for adults and children. The programs promote social, cultural and physical well-being for all who attend. The Center hosts over 90 health and wellness classes, including Aqua Zumba, Beach Yoga, Pilates and more. If your stomach starts to rumble or you need to quench your thirst, the on-site café will satiate.

For more information about the Surfside Community Center and the daily classes offered, click on the Activities & Events calendar on the Town of Surfside website: www.townofsurfsidefl.gov

THE BEACH

Surfside is a waterfront haven that offers a chance to enjoy the simple pleasures of beachfront living. The beach is a pristine mile-long stretch of beautiful sand boasting a serene setting, uninterrupted by commercial intrusion. From the beach you can enjoy an array of outdoor activities and the peaceful sounds and views of nature.

For a great outdoor fitness experience, take advantage of shoreline walking and biking paths. With the beach to the east and lush sand dunes to the west, you can use the paths for a nice stroll, run, or bike ride. There is a lifeguard on duty at the beach just outside of the Community Center. Whether you enjoy taking long walks on the beach, viewing the picturesque sunsets, or going for an afternoon swim, there are many ways to enjoy the beach in Surfside.



SURFSIDE'S TEQUESTA HISTORY

Surfside's first inhabitants were members of the Tequesta Indian tribe. Their principal site, discovered on the Miami Beach barrier island in our area during the 1920s, included a village (known by archaeologists as a midden) and a burial mound located on the shore of Indian Creek between present day 91st to 95th street.

Masters of their environment, the Tequesta fished, hunted and gathered native plants for food and shelter. Recovered marine animal bones from the Surfside site include fish, dolphins and other porpoises, sharks and even whales. Alligators and sea turtles were also abundant, as well as mammals, including Key deer. The age of some of the excavated artifacts indicates that the Tequesta lived in Surfside for as long as 2,000 years.

In 1923, the site was damaged by a new development laying out streets and residential lots (Altos del Mar). It was first excavated by State Archeologist Vernon Lamme in 1931 while subsequent excavations were led by the Smithsonian Institution. Recovered artifacts include pot sherds, shell tools, bone points, stone tools and ornaments.



Numerous skeletons were found in the burial mound that included a mass grave of 19 skulls, but unfortunately, all of the human remains were stolen before they reached the museum.

The Tequesta were destroyed as a culture after European contact in the 16th century. By 1763, the remaining population, victims of European introduced diseases and slave raids, fled to Cuba. Their vacated lands were then settled by the newly arrived Seminoles and Miccosukee.

**Historical information provided by the Archaeological and Historical Conservancy, Inc.*



Project funded and approved by members of the March 2020 - March 2022 Surfside Tourist Board.

KÉ, SURFSIDE'S MOTHER TURTLE

Ke, the Town's largest sea turtle sculpture, commemorates Surfside's first inhabitants, the Tequesta Indian tribe, and celebrates the environment. Ké, the middle syllable of the word Tekésta (Native American spelling), refers to planet Earth as turtles also represented "Grandmother Earth" in their culture.

The sculpture was designed by Aylin Chaparro in partnership with the Miami International University of Art & Design.

Visit Ké at the beach entrance at 95th Street!

To learn more about this project and surfside's Tequesta history, visit SurfsideKe.com





TURTLE WALK

Did you know that one of Surfside's most beloved residents is the Florida loggerhead sea turtle? Just across the street from the Surfside Community Center is a much-loved public art exhibition celebrating these magnificent creatures. Turtle Walk is home to 13 turtle sculptures each painted by a renowned South Florida artist. These unique turtle sculptures are made of a resin and fiberglass composite and stand five feet high with a flipper span of four feet. Located on 93rd St between Collins and Harding avenues, the exhibition highlights sea turtle conservation, a cause near and dear to the residents of Surfside.

Visitors can also head to the 92nd St. beach entrance to view 2 additional turtle sculptures designed by talented students from New World School of the Arts High School.

If you observe hatchlings wandering away from the ocean or trapped on the beach, **call 1-888-404-FWCC (3922) or dial *FWC or #FWC** on a phone to make a report to the Florida Wildlife Conservation Commission.



SEA TURTLE NESTING

If you visit Surfside in the summer or fall, you might notice the limited use of streetlights after sunset and small protected areas on the beach. These measures are in place for sea turtle nesting season, which is in full swing in Florida's beachside communities between May and October. If you see an adult sea turtle or hatchling on the beach, observe from afar but never touch or handle them. By abstaining from interfering, you are helping our most precious Surfside residents thrive by allowing nature to take its course.

LOGGERHEAD SEA TURTLE NESTING IN SURFSIDE





TEAM EFFORT:

HOW WE CAN ALL HELP PROTECT SEA TURTLES

As a coastal community and tourist destination, the Town of Surfside is passionate about minimizing its impact on the planet, as well as protecting the ocean and marine life including the town's beloved loggerhead sea turtles.

Therefore, the decision was made to adopt a resolution to prohibit the distribution, sale or use of disposable plastic straws in any commercial establishment, Town facility, Town property or by any special event permittee.

Additionally, the Town has adopted more stringent controls on beach lighting for the benefit of the turtles.

A clean beach is every person's responsibility. Surfside's pristine shoreline is the Town's most beloved natural asset. Litter and plastics often end up becoming marine debris thus presenting a very real threat to the local marine ecosystem.

Thanks to the Town's Fill A Bag stations, cleaning the beach is now easier than ever—simply locate one of the branded posts on the beach path, grab your bag and go!

Always remember this golden rule: Leave nothing behind but your footprints.

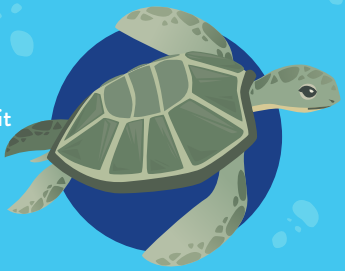
WHICH TURTLES CALL SURFSIDE HOME?

Five different types of sea turtles can be found up and down Florida's coasts, and three of those species pay a visit to Surfside's beaches each year.

Florida conducts an annual survey of sea turtle nesting activity across the state, identifying areas for additional protection for our beloved sea turtles.

Learn more about our most common neighbors here.

GREEN SEA TURTLE



Consumes mostly vegetables
Average Weight: 350 lb.

All Surfside residents and visitors can play a crucial role in helping to protect our sea turtles. Here's how:

NESTING - Never touch or disturb nesting sea turtles, hatchings, or their nests. To report a dead or injured sea turtle, call 1-888-404-FWCC.

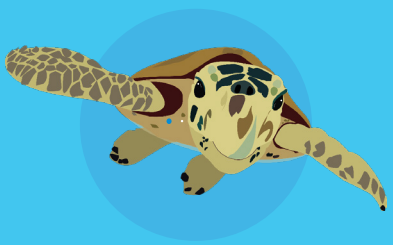
ON THE SAND - Fill in holes and knock down sand castles, which may obstruct a sea turtle's path to the water.

LIGHTING - Upon hatching, sea turtles instinctively seek the moonlight to guide them towards the ocean. Safe lighting practices are essential to ensure hatchlings do not become confused and head in the opposite direction toward potential danger.

BEACHFRONT RESIDENTS AND HOTEL GUESTS SHOULD:

- Not use flashlights, lanterns or flash photography while on the beach at night during nesting season.
- Remove all items, such as beach chairs and trash, from the beach.
- Minimize the use of direct artificial lighting from properties located along the beach as light pollution disorients nesting adults and hatchings.
- Turn off, dim or shield outdoor and indoor lights and move lamps that can reflect light onto the beach.
- Close drapes and blinds at night that face the ocean on the east and west sides of Collins Avenue.
- Tint or install tinted windows with line-of-sight from the beach

LOGGERHEAD TURTLE



Most common in Florida

Average Weight: 275 lb.

LEATHERBACK TURTLE



Can dive to >3,000 ft.

Weighs up to 1,500 lb.

SURFSIDE COLORING BOOK

To bring further awareness to our sea turtle conservation efforts, Surfside has created a fun and informative coloring book to enlighten and educate both the young and the young at heart. Follow Surfy and her adventures from being a hatchling, navigating the perils of the ocean, along with fun facts that you probably didn't know about these important and majestic animals.

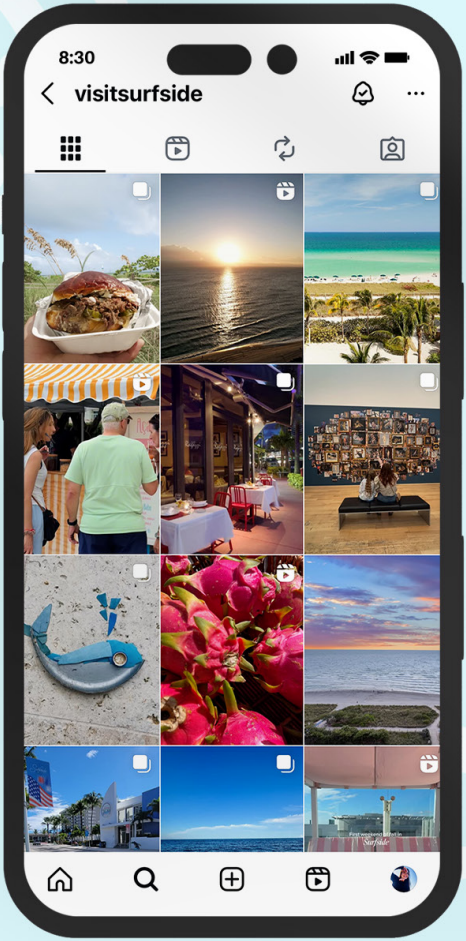


Ask your hotel concierge for a complimentary copy!

COLOR ME!



Follow us on Social!
@VisitSurfside



Use #SurfsideFL to share your Surfside moments and be featured on our feed!

#SURFSIDEFL



UPTOWN FUNTOWN

SPECIAL EVENTS



SIGNATURE EVENTS

Funded by Surfside's Resort Tax Board, Visit Surfside offers an extensive lineup of FREE, special events for visitors and residents year round! From community block parties to beach gatherings, Winter Wonderland and even oceanside film screenings you'll find it in Surfside! Meet us at one of our events and celebrate like a local.

From October through early summer, the Town hosts a vibrant Beachside Farmers Market at the beach entrance on 96th Street, right along the picturesque border of Surfside and Bal Harbour. Held Saturdays and Sundays from 9:30 a.m. to 3:30 p.m., the market offers a uniquely beachside shopping experience, where visitors can browse rows of fresh fruits and vegetables, artisan goods, handmade items, and specialty foods from local vendors—all just steps from the sand. The relaxed coastal setting makes it ideal for a leisurely morning stroll, whether you're grabbing a fresh juice before the beach, picking up gourmet treats, or discovering one-of-a-kind finds. With ocean breezes, nearby cafés, and walkable access to Harding Avenue's shops and restaurants, the Surfside Farmers Market blends community charm with a laid-back seaside atmosphere.

Follow @surfsidefarmersmarket to learn more.

ICONIC BLOCK PARTIES & BEACH GATHERINGS

For years, Surfside has produced a series of legendary block parties during winter & spring known as "Third Thursdays." Expect fun themes, live music, food & drinks, a variety of vendors and arts and crafts. The events are held on the third Thursday during select winter/spring months.

As temperatures warm up, join us on the beach behind the Community Center for Summer Sundays during the summer months and enjoy live music, complimentary shade, fun activities, food & refreshments.







INTERNATIONALLY RECOGNIZED ANNUAL EVENTS

From one of the world's most elite art fairs to live performances and top sporting events, you'll find it in Miami:

Art Basel Miami Beach & Miami Art Week | DECEMBER

Art Deco Weekend | JANUARY

Miami Marathon | JANUARY

Miami Boat Show International | FEBRUARY

Coconut Grove Arts Festival | FEBRUARY

South Beach Wine & Food Festival | FEBRUARY

Miami Open Tennis | MARCH

Miami Beach Pride | APRIL

Miami Film Festival | APRIL

Formula 1 Miami Grand Prix | MAY

Miami Book Fair | NOVEMBER

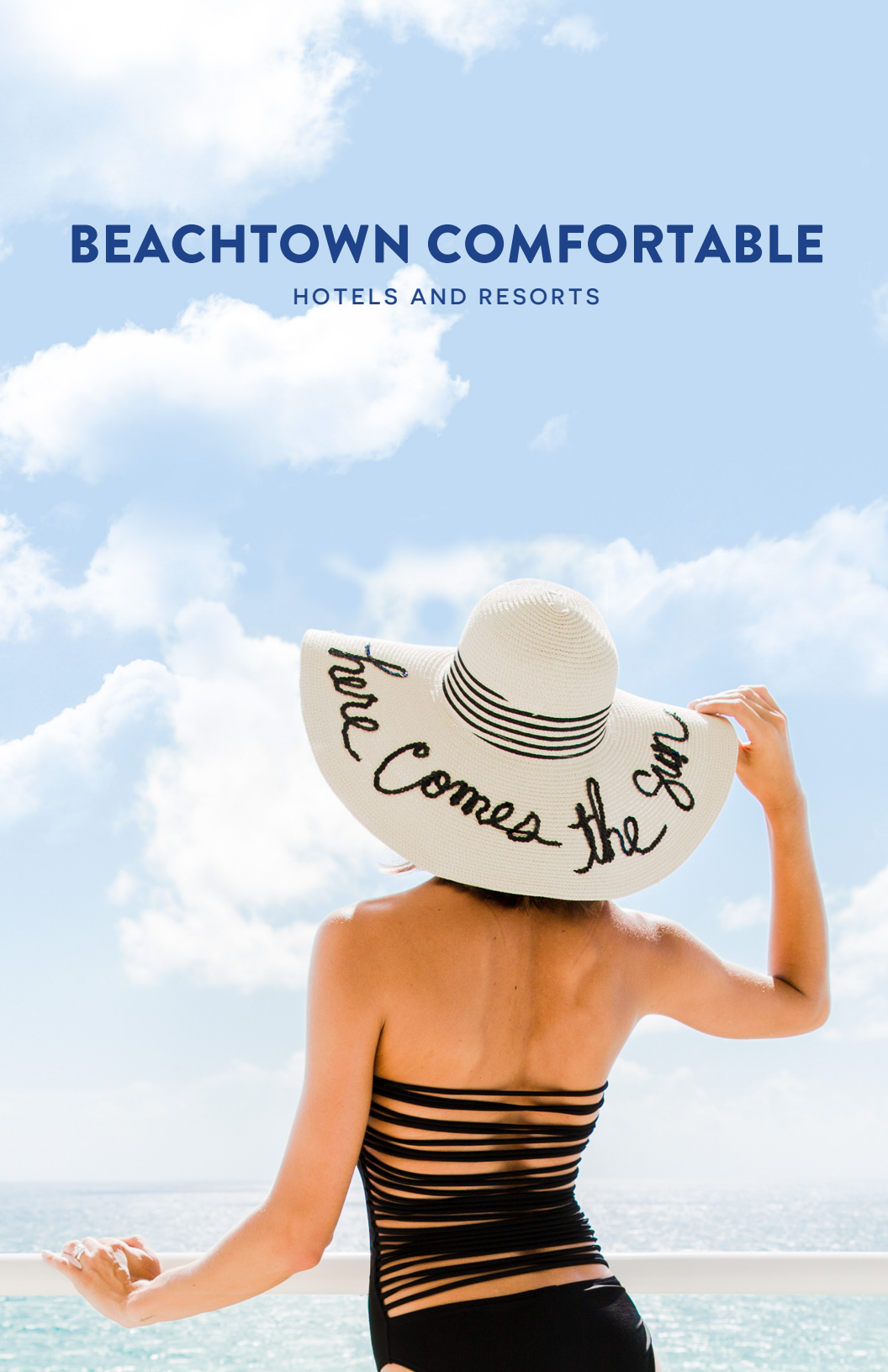


HOTELS

BEACHTOWN COMFORTABLE

BEACHTOWN COMFORTABLE

HOTELS AND RESORTS





Four Seasons Hotel at The Surf Club is set amid 900 feet of shoreline and lush tropical gardens.

FOUR SEASONS HOTEL AT THE SURF CLUB

From the moment it first opened its doors on New Year's Eve 1930, The Surf Club was a place of imagination and possibility. Commanding a nine-acre stretch of ocean front, its clubhouse and beachside cabanas formed elegant backdrops that would frame the beach and sea. The Surf Club quickly became a magnet for members; a home away from home to live a lifestyle in the sun fading into evenings under the stars. Now, a new tradition begins with Four Seasons Hotel at The Surf Club, as the eternal allure of the shoreline is paired with the brilliance of Pritzker-prize winning architect Richard Meier and interior designer Joseph Dirand.

In addition to a meticulous restoration of the existing clubhouse and cabanas, Four Seasons Hotel at The Surf Club features 77 custom-designed guest rooms, including five unique Cabana Studios, as well as a selection of hotel residential suites in new buildings surrounding the original clubhouse and whose design disappears into the changing sky, beach and sea.

Amenities include three seaside pools, a pristine beach, cabanas, a holistic spa and wellness center, a kids' club paradise and oceanfront dining in the historic heart of the Hotel. With Collins Avenue outside the front door, prestigious Bal Harbour shopping is nearby and the nightlife of South Beach and Miami just a short drive away.

9011 COLLINS AVE
305-381-3333
Fourseasons.com/surfside



FOUR SEASONS
HOTEL AND RESIDENCES
THE SURF CLUB, SURFSIDE, FLORIDA

Images by Four Seasons Hotel at The Surf Club





(Above) The spirit of the original Surf Club has been brought to life, combining the historic and new buildings together with the sky beyond.

(Below) Guest rooms evoke a sense of the past with a feeling of the present and a hint of the future.



GRAND BEACH HOTEL SURFSIDE

Based on the success of the Grand Beach Hotel Miami Beach, in November 2013 the Grand Beach Hotel Surfside opened its doors to the public. In refining the ideas that made the first hotel so popular while still maintaining their concept, the Grand Beach Hotel Surfside oceanfront hotel offers luxurious accommodations with first class amenities.

Guests are greeted by sweeping views of the ocean when stepping into the lobby of the hotel. The standard suites are among the largest beachfront rooms in Miami and the hotel also offers two-bedroom suites with a variety of sleeping accommodations. Dine al fresco at La Plage Restaurant, sip on an espresso or refresh with a Gelato at the Espresso / Gelato Bar, or enjoy signature cocktails at the stunning rooftop Sky Bar.

The Grand Beach Hotel Surfside West building is located on the west side of Collins Ave across the street from the beach - within easy walking distance to Surfside's Downtown. The West Hotel offers two pools, two jacuzzis and a sun deck on the roof. Guests are also invited to use all the amenities and beach services at the Oceanfront Hotel.

GRAND BEACH HOTEL SURFSIDE OCEANFRONT
9449 Collins Ave
305-534-8666
1-855-652-8666
grandbeachhotelsurfside.com

GRAND BEACH HOTEL SURFSIDE WEST
9418 Collins Ave
305-534-8666
1-855-652-8666
grandbeachhotelsurfside.com



RESIDENCE INN BY MARRIOTT MIAMI BEACH SURFSIDE

The Residence Inn by Marriott Miami Beach Surfside is a stunning addition to the internationally recognized brand. This hotel is the perfect destination for those looking to escape everyday life, whether for a few days, a week or longer. Located across the street from Surfside's pristine beach with convenient beach access, guests can enjoy swimming in the clean blue waters, playing in the sand with the kids, or reading a book on the relaxing shore.



9200 COLLINS AVE
305-514-3101
marriott.com/hotels/travel/miaxb-residence-inn-miami-beach-surfside



FOUR SEASONS HOTEL AT THE SURF CLUB
9011 Collins Ave
305-381-3333
fourseasons.com/surfside

GRAND BEACH HOTEL SURFSIDE OCEANFRONT
9449 Collins Ave
305-534-8666
1-855-652-8666
grandbeachhotelsurfside.com

GRAND BEACH HOTEL SURFSIDE WEST
9418 Collins Ave
305-534-8666
1-855-652-8666
grandbeachhotelsurfside.com

RESIDENCE INN BY MARRIOTT MIAMI BEACH SURFSIDE
9200 Collins Ave
305-514-3101
marriott.com/hotels/travel/miaxb-residence-inn-miami-beach-surfside

SUN HARBOUR BOUTIQUE HOTEL
9576 Collins Ave
305-868-4447
sunharbourboutiquehotel.com

Sun Harbour Boutique Hotel • 9576 Collins Ave



HARDING AVENUE

THE PULSE OF SURFSIDE



At the center of Surfside's small-town charm is the Harding Avenue Business District—a vibrant, walkable destination where local flavor, neighborhood character, and hospitality come together. Stretching just two blocks between 94th and 96th Streets, the district is home to an eclectic collection of boutiques, cafés, restaurants, wellness studios, specialty shops, and professional services, all just steps from the beach.

Although Surfside was incorporated in 1935, the Harding Avenue district truly came into its own during the years following World War II.
As South Florida experienced a period of rapid growth and prosperity, Surfside developed according to the original vision of the Tatum Brothers, whose community plan called for a dedicated downtown commercial corridor along Harding Avenue. While Collins Avenue evolved as the beachfront resort corridor and surrounding neighborhoods welcomed new residents, Harding Avenue became the Town's commercial and social center—a place where visitors and locals could shop, dine, and gather within walking distance of home. Much of the district's growth occurred throughout the late 1940s and 1950s, mirroring the remarkable expansion that transformed Surfside into the thriving beach community it is today.





BEACHTOWN

DELICIOUS

RESTAURANTS · BISTROS · CAFÉS · DESSERTS

DINING AT THE TOWN OF SURFSIDE

Surfside's Harding Avenue is a must-visit dining destination, where a charming walkable district is home to more than 25 eateries and the most diverse lineup of kosher establishments in the region. Visitors can explore everything from high-end fusion and authentic Italian to Mediterranean specialties, fresh sushi, casual cafés, and everything in between. Whether you're stopping in for a leisurely meal or satisfying a sweet tooth with a decadent dessert, Harding Avenue offers flavors for every craving—all just steps from the beach.

USE QR CODE TO FIND THE DINING LISTING



MONCHEESEPIZZA

A local favorite on Harding Avenue, Moncheese Pizza serves up New Yorkstyle pizza alongside a menu of Italian inspired favorites.
Enjoy a classic slice, specialty pies, salads and more in a casual, welcoming setting.
Located in the heart of Surfside's vibrant Harding Avenue business district, it's a convenient spot for a satisfying meal before or after a day at the beach.

9459 HARDING AVE
305-868-6499
Moncheesepizza.com



NEYA

Neya brings a modern, chef-driven take on Israeli and Mediterranean cuisine to Surfside's Harding Avenue, offering a vibrant dining experience in a sleek, contemporary setting. Helmed by Executive Chef Ben Siman Tov, the kosher menu features creative small plates, fresh seafood, grilled specialties, and colorful mezze inspired by flavors from Spain, North Africa, and the Levant. Guests can expect shareable dishes like house-made hummus, inventive vegetable plates, and charcoal-grilled mains, complemented by craft cocktails and a lively, casual-chic atmosphere—making it an ideal stop for dinner after a day at the beach or nearby shopping.

9491 HARDING AVE
305-452-0768
Neyarestaurant.com



FLANIGAN'S SURFSIDE

Since January 1998, Flanigan's Seafood Bar and Grill has been a beloved part of the Surfside community, proudly holding the distinction of being the Town's oldest operating restaurant. Since opening its doors on Harding Avenue in January 1998, Flanigan's has welcomed generations of residents and visitors alike with its laid-back atmosphere, outstanding hospitality and unmistakable Florida charm. Known throughout South Florida for serving quintessential Florida flavors, Flanigan's has built a loyal following through its fresh seafood, famous ribs, hearty comfort food and neighborhood spirit.

9516 HARDING AVE
305-867-0099
Flanigans.net



SUSHI REPUBLIC

For authentic Japanese fare, head to Sushi Republic. A locals' spot, Sushi Republic is known for classic sushi rolls, tempura, katsu and other delicious Japanese cuisine at reasonable prices. Led by a chef trained in Japan, the petite space consistently boasts five-star reviews, great service, fresh seafood AND - Surfside's best Lunch Special menu.

9583 HARDING AVE



THE SURF CLUB RESTAURANT BY THOMAS KELLER

The Surf Club Restaurant by Chef Thomas Keller is located within The Surf Club, the first time the renowned chef has opened a property in Florida. The à la carte menu interprets classic Continental cuisine for a contemporary audience. Like the swinging patrons of '50s and '60s hotspots this restaurant celebrates, The Surf Club Restaurant knows how to have fun.

9011 COLLINS AVE
305-768-9440
surfclubrestaurant.com



BEACHTOWN

SHOPPING

FLOWERS · GIFTS · RETAILS

WALKING BEACHTOWN SHOPPING

Shopping along Surfside's Harding Avenue offers a relaxed, small-town experience filled with one-of-a-kind finds. This two-block, pedestrian-friendly corridor is lined with a charming mix of mom-and-pop shops, including stylish clothing boutiques, watch and specialty jewelry stores, flower shops, eyewear, nail salons, beauty stores and more. Ideal for an al fresco stroll, Harding Avenue invites visitors to browse at their own pace, discover unique treasures, and enjoy the personalized service that makes this walkable district a standout shopping destination just steps from the beach. Surfside's hotels also offer unique shops and award-winning spas.





POTTERME

Potterme is an independent, artist-owned paint-your-own pottery studio offering a fun and relaxing creative experience for visitors of all ages. Guests can paint alongside friends and family or enjoy a peaceful solo activity while choosing from a wide selection of unique, unpainted ceramic pieces. With options for both beginners and experienced artists, Potterme provides a welcoming space to create personalized keepsakes and lasting memories in Surfside's charming oceanfront community.

9484 HARDING AVE
786-719-9130
potterme.com

OBERLÉ OPTICIANS

See and be seen at Oberlé Opticians! Surfside's chic optician is a retailer of luxury eyewear and the best place to go for your eyes. A true local business, the shop opened when the store's owner and licensed optician Bernie Oberlander decided to move to Miami Beach to start the optical boutique in 1977. The shop features a wide range of quality eyewear brands and high-end fashion brands from around the world.

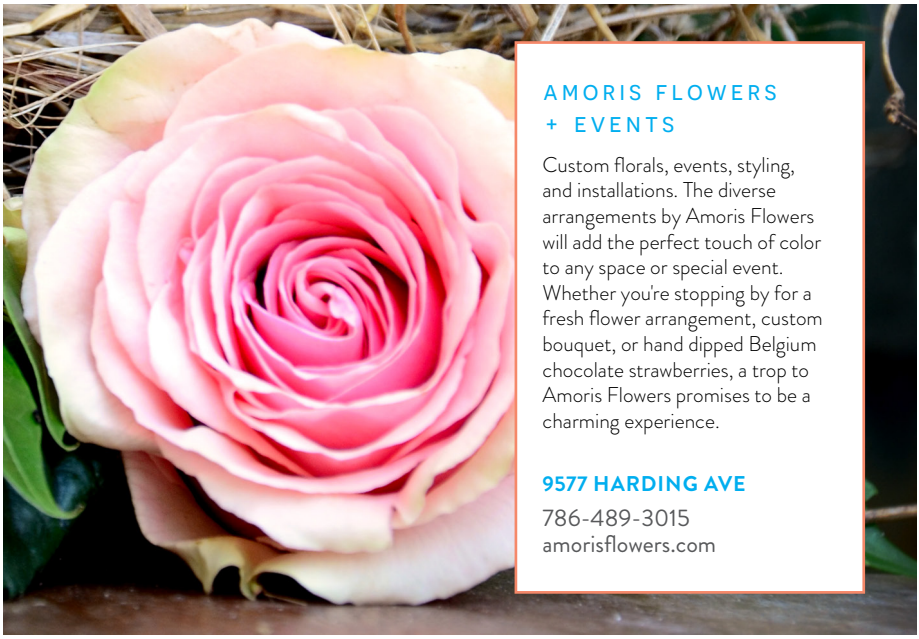
9552 HARDING AVE



GRAY & SONS JEWELERS

Gray & Sons is the best place in Surfside to find a forever gift for that special someone. The full-service jewelry showroom features a range of pre-owned/vintage fine jewelry and timepieces in a refined space. If you're looking for a sparkler or a collector's timepiece, Gray & Sons and their expert staff can help you find the perfect piece. They have an estate appraiser on site and offer full-service jewelry and watch repair in-house.

9595 HARDING AVE
786-933 8611
grayandsons.com



AMORIS FLOWERS + EVENTS

Custom florals, events, styling, and installations. The diverse arrangements by Amoris Flowers will add the perfect touch of color to any space or special event. Whether you're stopping by for a fresh flower arrangement, custom bouquet, or hand dipped Belgium chocolate strawberries, a trop to Amoris Flowers promises to be a charming experience.

9577 HARDING AVE
786-489-3015
amorisflowers.com

USE QR CODE TO FIND THE LISTING OF ALL SHOPS



THE SPA AT THE SURF CLUB

Discover The Surf Club Spa, a Surfside retreat with six treatment rooms, Biologique Recherche and Pharmos Natur therapies, and signature treatments such as Inner Harmony and Recovery and Rescue. Enjoy the hammam, steam, sauna and showers, then unwind in the ocean-view tea lounge, spa boutique or fitness studio with yoga, Pilates and Aqua Fitmat.

9011 COLLINS AVE
fourseasons.com/surfside/spa



SURFSIDE BARBERSHOP

If you're looking for a barber in the area, Surfside Barbershop serves up a no-nonsense, classic and cool cut. A staple in the neighborhood, men (and women) come to the shop for meticulous cuts with dedicated service by old school barbers who are trained in the art.

The old-timey space has a few chairs and a slew of regulars who laud the staff for great service and even better experience. Services include a cut and shave, so get ready for smooth skin and a fresh look.

9431 HARDING AVE



ALEXIA + FRANKIE'S BEAUTY BAR



Alexia + Frankie's Beauty Bar is a spacious salon in the heart of Surfside that's dedicated to all things beauty. Owned by Alexia Echevarria, one of the stars from Bravo's hit TV show "The Real Housewives of Miami" – you know it's going to be an elevated experience!

Specializing in gel manicures, this salon is also known for delivering excellent, top of the line services and a high level of customer satisfaction.

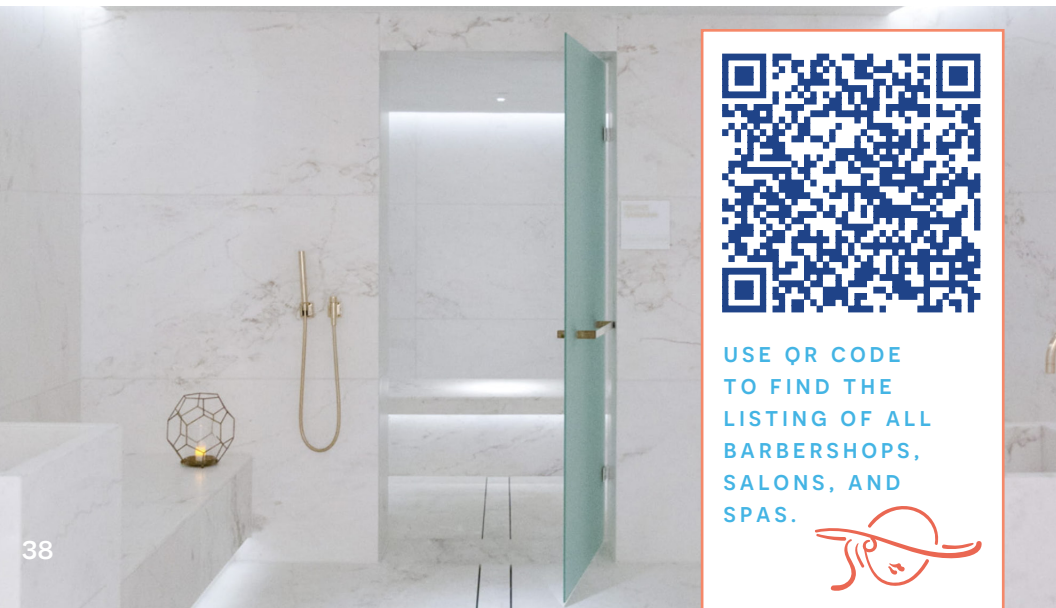
9448 HARDING AVE
alexiaandfrankiesbeautybar.com

REJUVENATION SPA GRAND BEACH SURFSIDE



A serene escape where relaxation and wellness take center stage. Located at the oceanfront Grand Beach Hotel, this full-service boutique spa features rejuvenating massages, revitalizing facials and soothing body treatments designed to relax the mind, restore the body and renew the spirit. Guests can enhance their spa experience with access to the hotel's beach and amenities, making it easy to turn a treatment into a full day of relaxation by the sea.

9449 COLLINS AVE
786-456-5777
rejuvenationspa.us



USE QR CODE TO FIND THE LISTING OF ALL BARBERSHOPS, SALONS, AND SPAS.



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RELIGIOUS • SERVICES



SCAN THE QR CODE FOR THE COMPLETE SERVICES LISTINGS



SJI DERMATOLOGY

Meet Dr. Itenberg: the doctor who cares about your health. Maybe even more than you do. Dr. Itenberg is that rare breed of doctor: combining award-winning skill, an unstoppable drive for learning, and caring that's more than skin-deep. Artistic and creative since childhood, Dr. Itenberg found her calling in dermatology, as it blends her twin passions: crafting beauty and delivering healing.

9526 HARDING AVE
sjidermatology.com



BAL HARBOUR SMILES

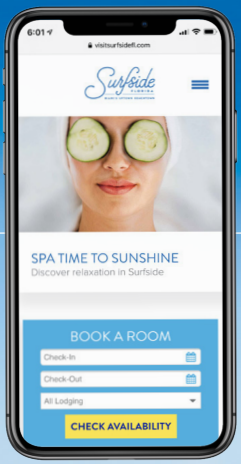
Experience personalized, modern dental care at Bal Harbour Smiles, where Dr. Yudah Ari Benmergui and his experienced team are dedicated to helping patients achieve healthy, confident smiles. Combining advanced technology with a compassionate, patient-first approach, the practice offers a full range of preventive, cosmetic, restorative, and family dentistry services tailored to each individual's needs.

260 95TH ST #202
balharbourdentist.com

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For More Information Contact:
tourism@townofsurfsidefl.gov

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