The Deauville
PB24-0708 and PB24-0693 – November 26, 2024
Planning Board Meeting
Terra
Foster + Partners
Shulman + Associates
odp

DESIGN TEAM

Foster + Partners

Foster + Partners is a global studio for architecture, urbanism and design, rooted in sustainability, which was founded over fifty years ago in 1967 by Norman Foster. Design is at the core of everything that we do. We design buildings, spaces and cities; we listen, we question, and we innovate.

odp

Founded in 2004, ODP is an award-winning service architecture and interior design firm headquartered in Hollywood, FL, with offices in Fort Lauderdale, Naples and Tampa, FL. With over 20 years of delivering projects in South Florida, ODP has also partnered with premier architecture firms as Architect of Record.

Shulman + Associates

Shulman + Associates is a multidisciplinary design studio that has been deeply engaged in the built environment of Miami Beach since the mid 1990s. Through built works and studies, lectures, exhibits and books, S+A has become a leader in the creative urban synthesis between preservation and innovation.

DEAUVILLE HOTEL SITE
6701 COLLINS AVENUE

Ca. 1920

1926

1915
MIAMI BEACH
FOUNDED

1926
DEAUVILLE CASINO HOTEL
JOE ELSENER, OWNER

1936
MACFADDEN-DEAUVILLE
BERNARR MACFADDEN,
OPERATOR

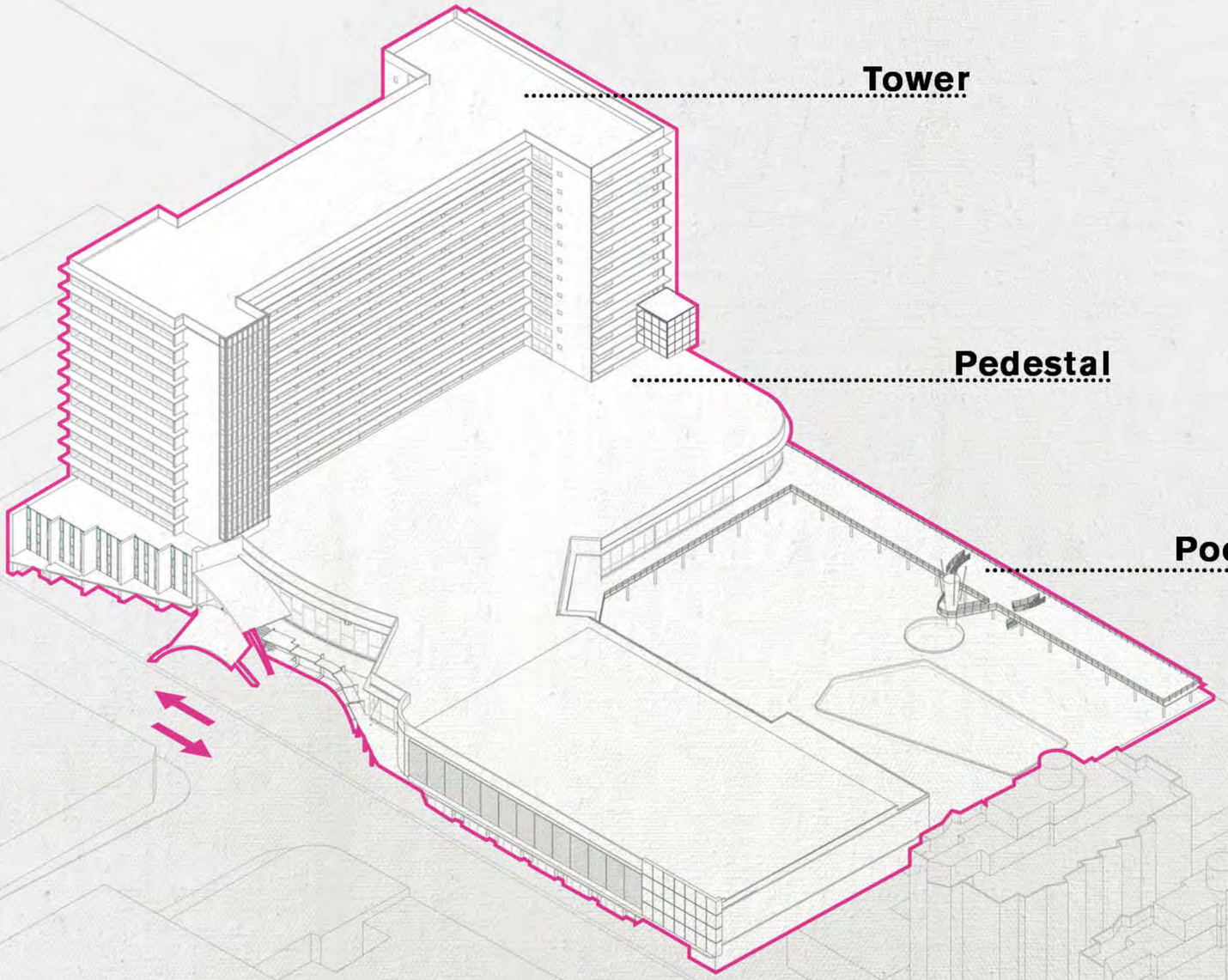
1956
DEMOLITION OF
MACFADDEN-DEAUVILLE

1957
DEAUVILLE BEACH RESORT
MELVIN GROSSMAN,
ARCHITECT

2017
THE DEAUVILLE CLOSES

2022
DEMOLITION

2024
DEAUVILLE REDEVELOPMENT
PROJECT PROPOSED

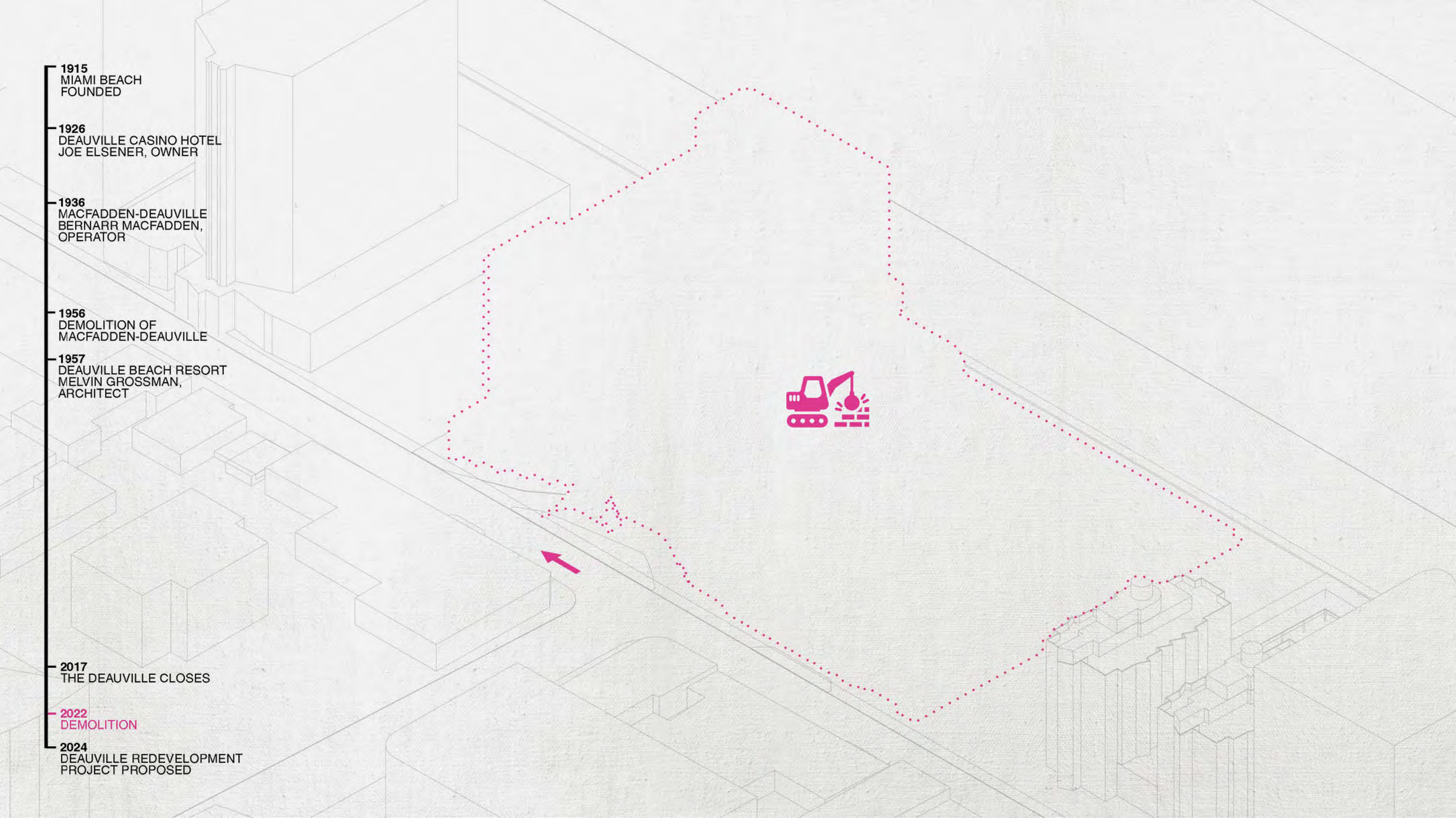


Carillon
Deauville
Hester
TRAVEL
WESTERN UNION
1WW - 673

Deauville
Deauville

POSTCARD OF THE DEAUVILLE HOTEL (1957), MELVIN GROSSMAN, HISTORYMIAMI MUSEUM, MIAMI NEWS COLLECTION
Shulman + Associates

KENTU
MARYL
PRESIDENT OF THE UNITE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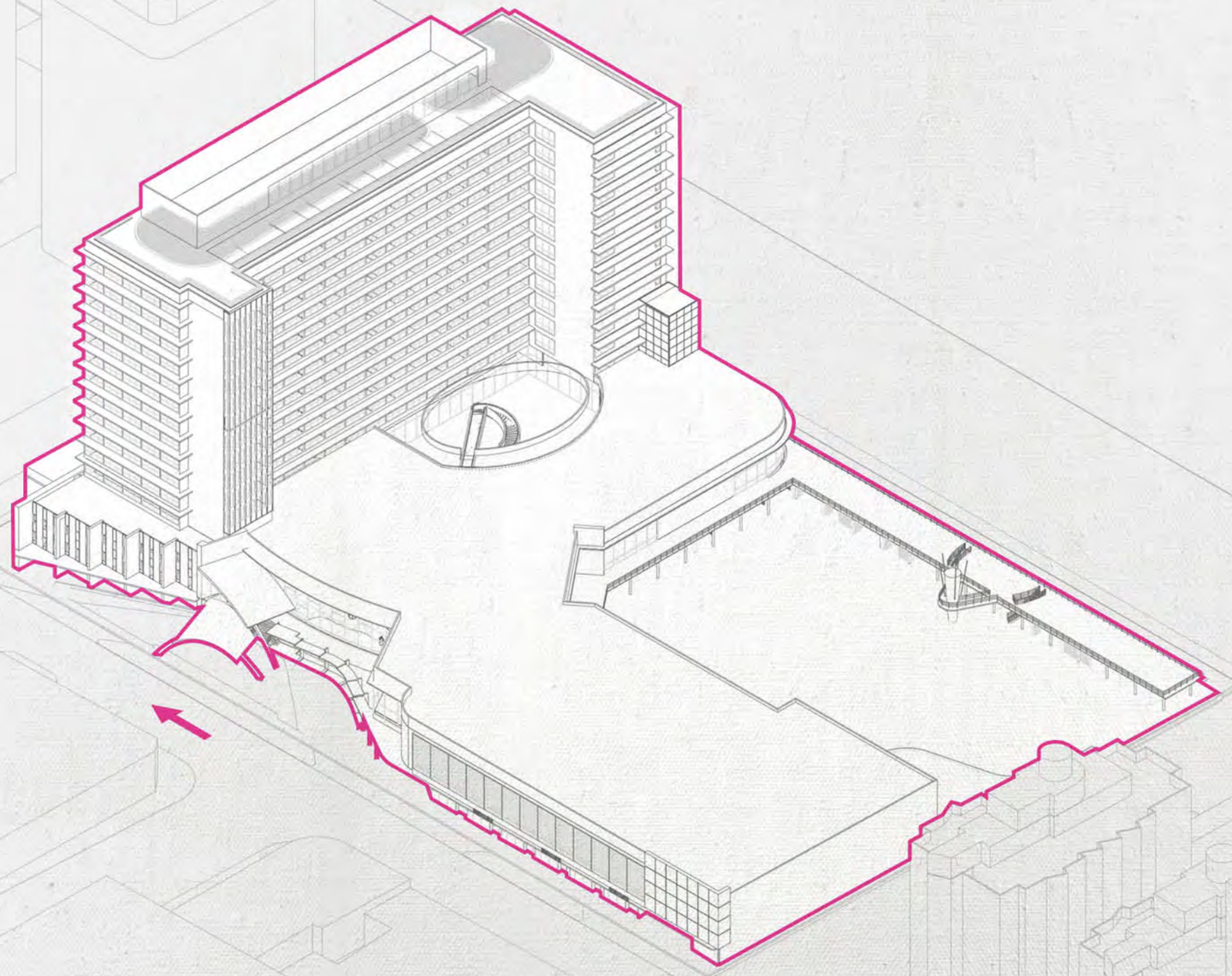
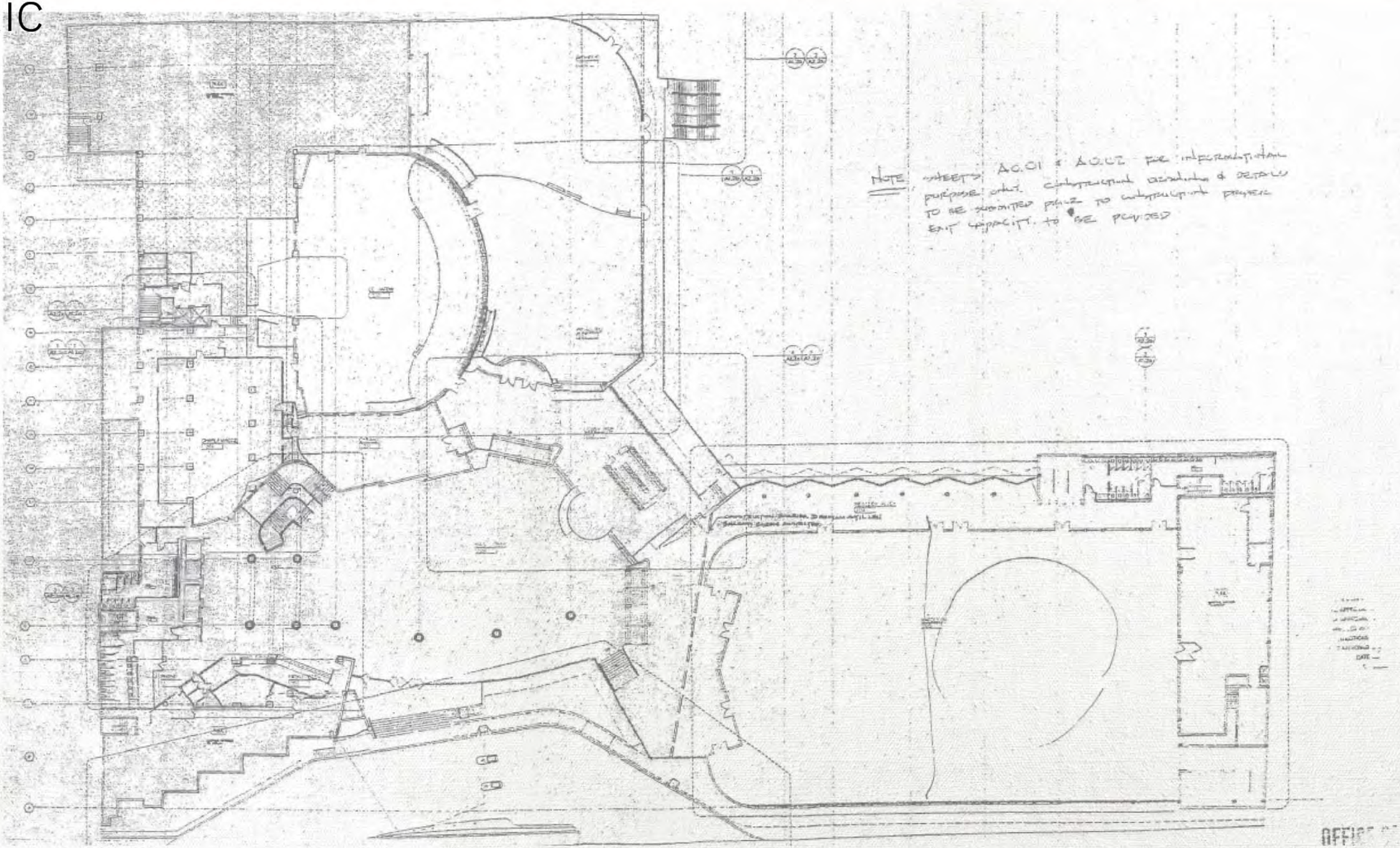


Deauville
Deauville

HISTORIC HOTEL LOBBY



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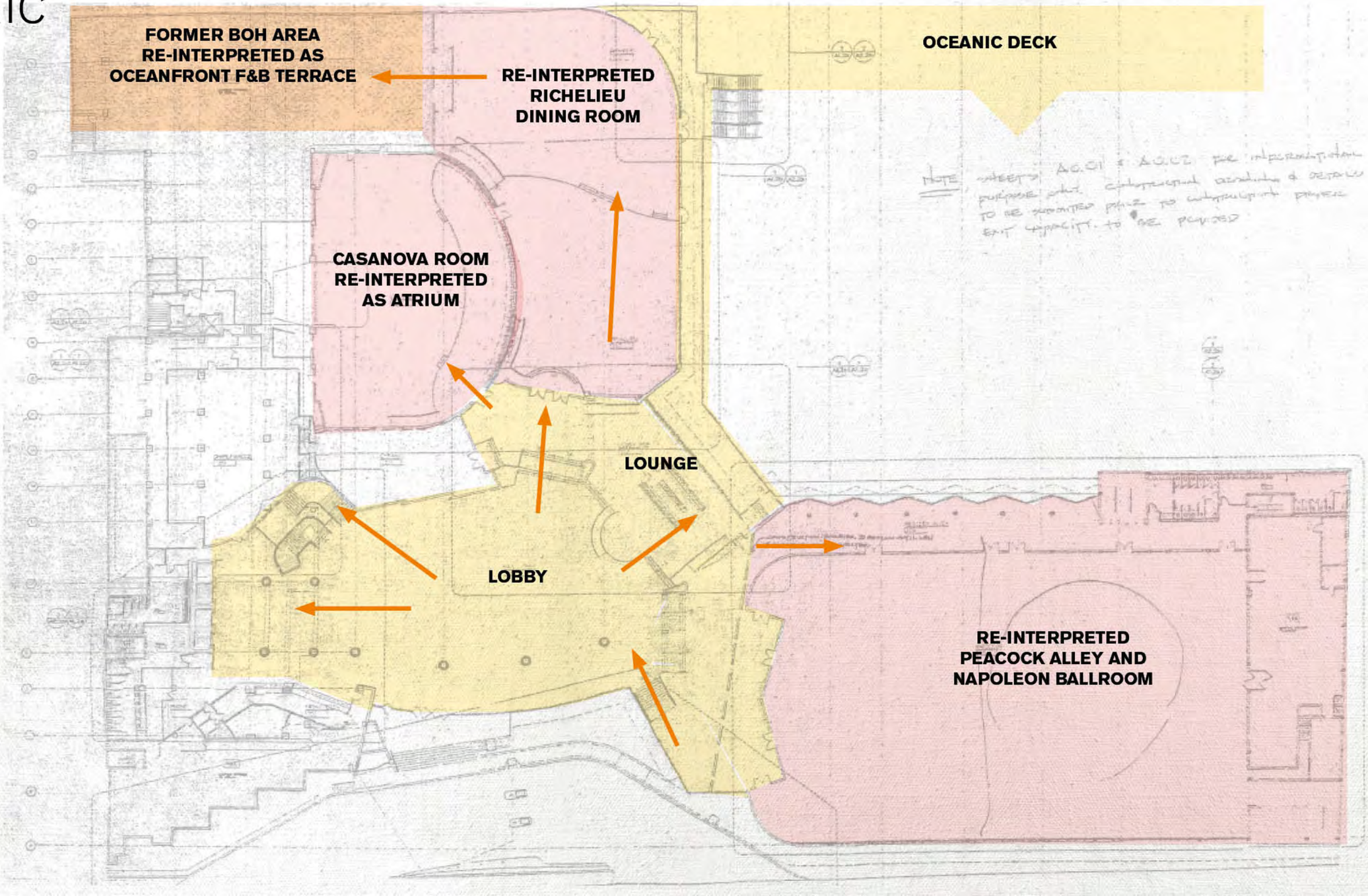

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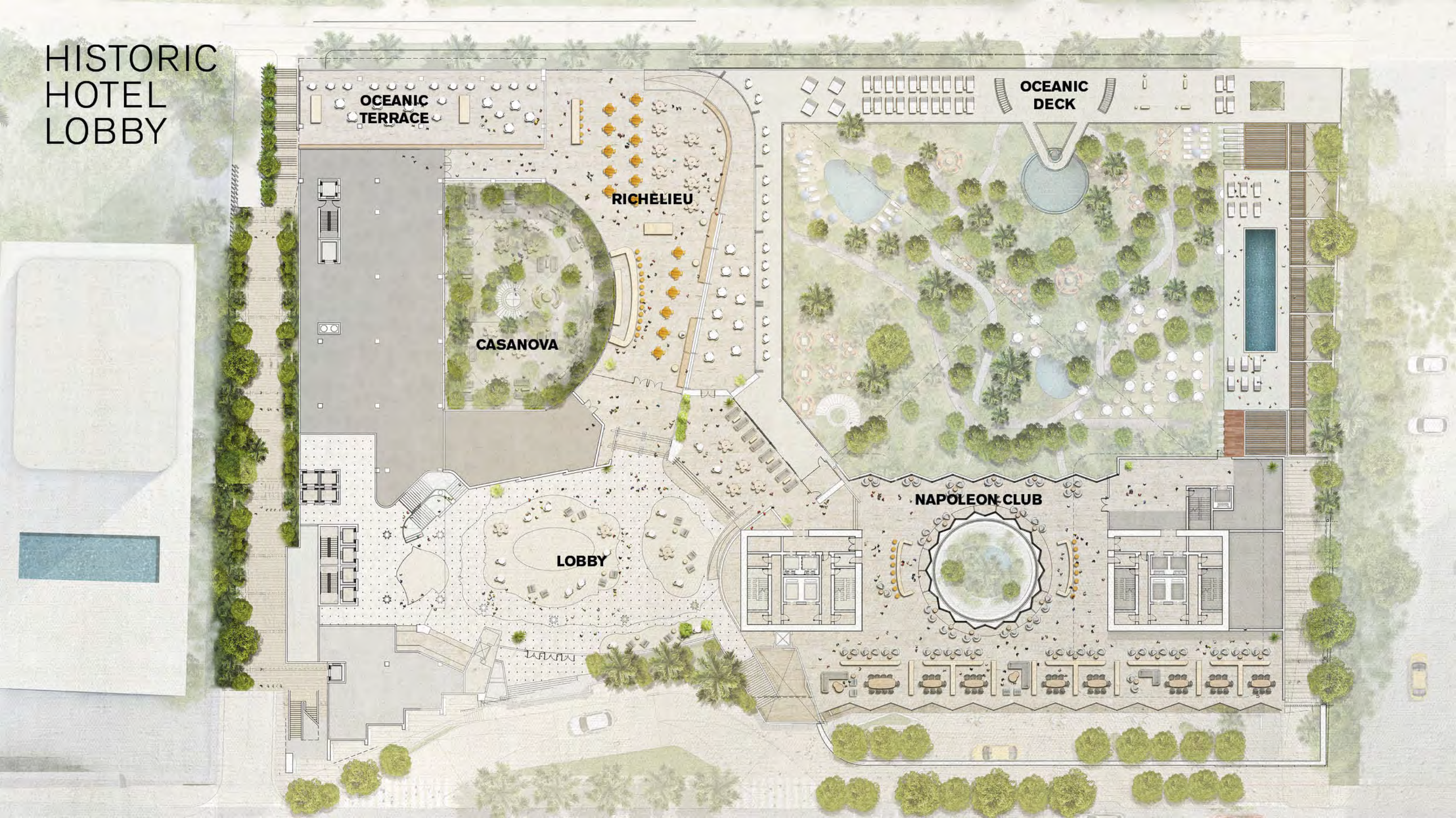
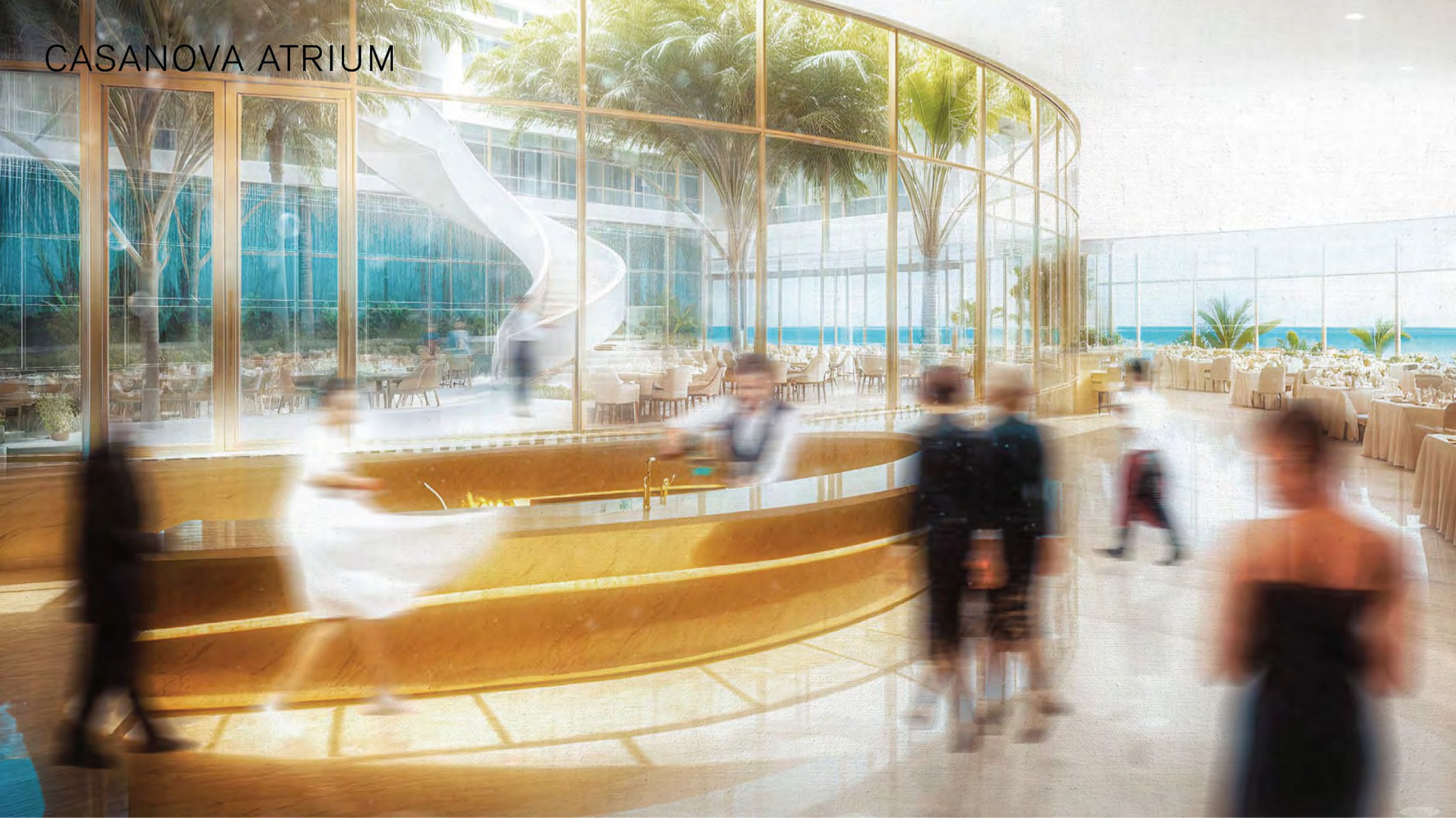


COLLINS AVE. ENTRANCE TO MAIN LOBBY

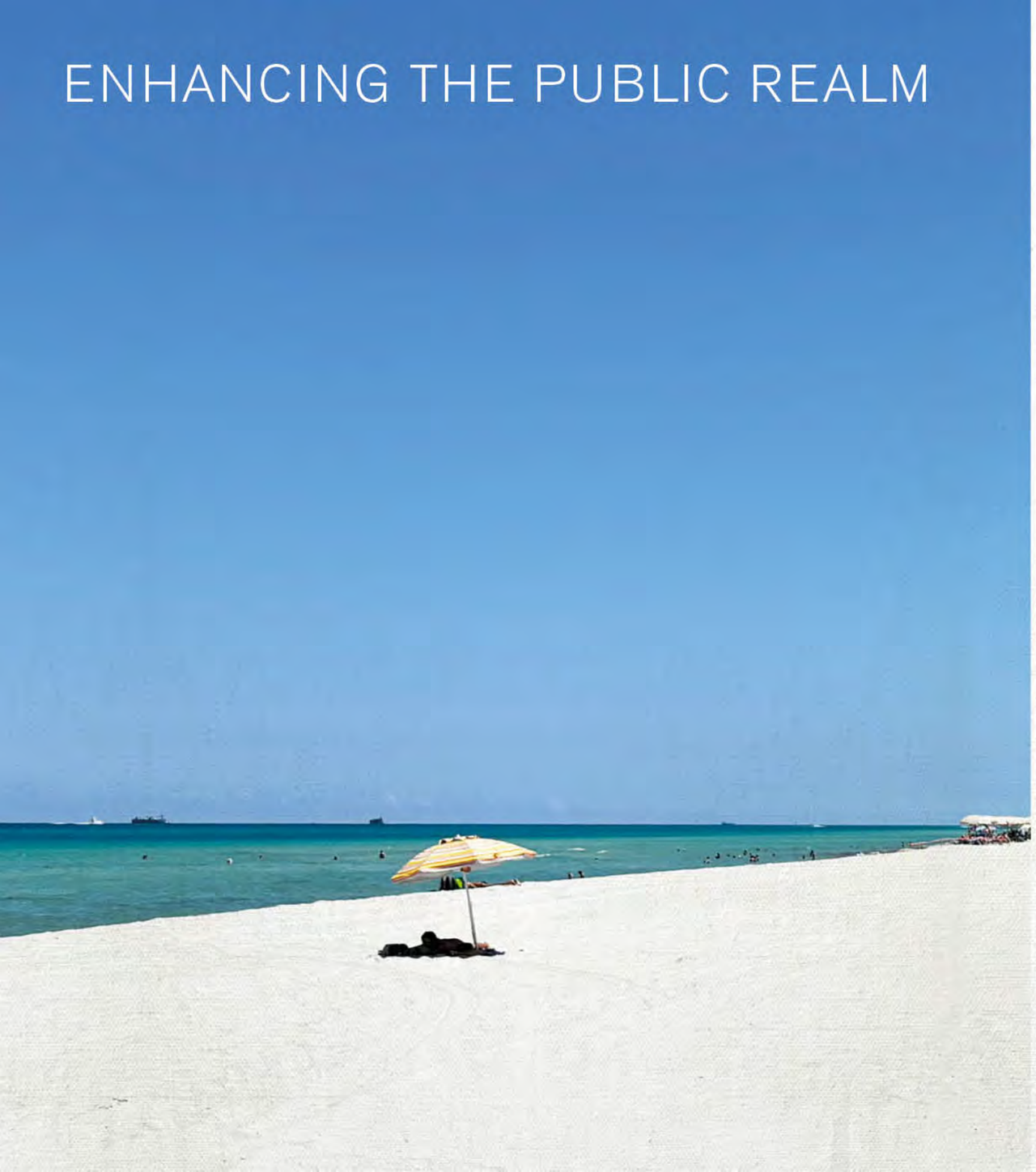
DEAUVILLE LOBBY

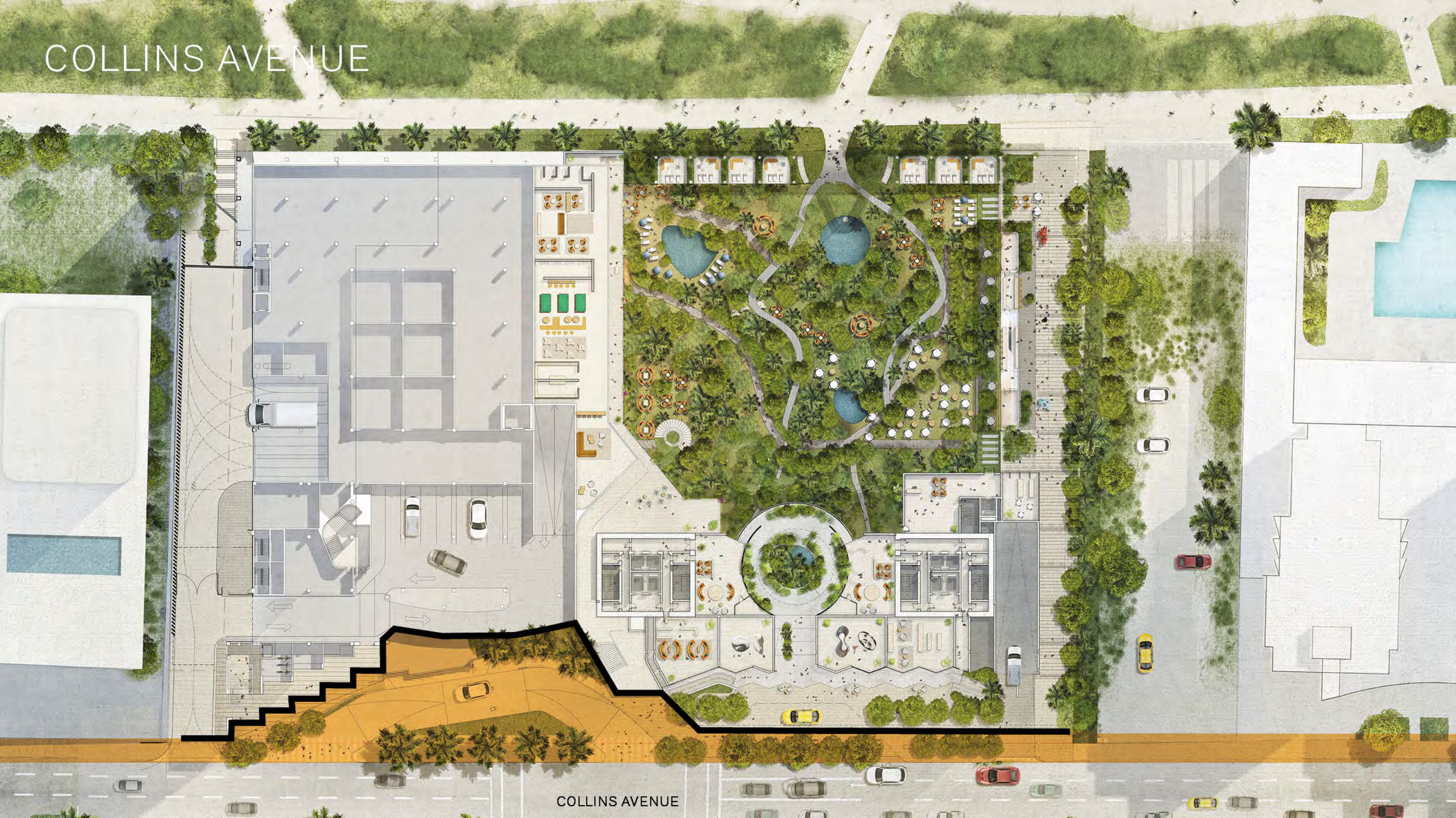
CASANOVA ATRIUM



PEACOCK ALLEY

ENHANCING THE PUBLIC REALM




COLLINS AVENUE
COLLINS AVENUE

COLLINS AVENUE
COLLINS AVENUE

COLLINS AVENUE 1964

A WIDER SIDEWALK

ACTIVATION THROUGH RETAIL AND F&B

SOUTH BEACH WALK
COLLINS AVENUE

DEAUVILLE SOUTH BEACH WALK

ARRIVAL FROM COLLINS AVENUE

DEAUVILLE SOUTH BEACH WALK

DEAUVILLE WALK

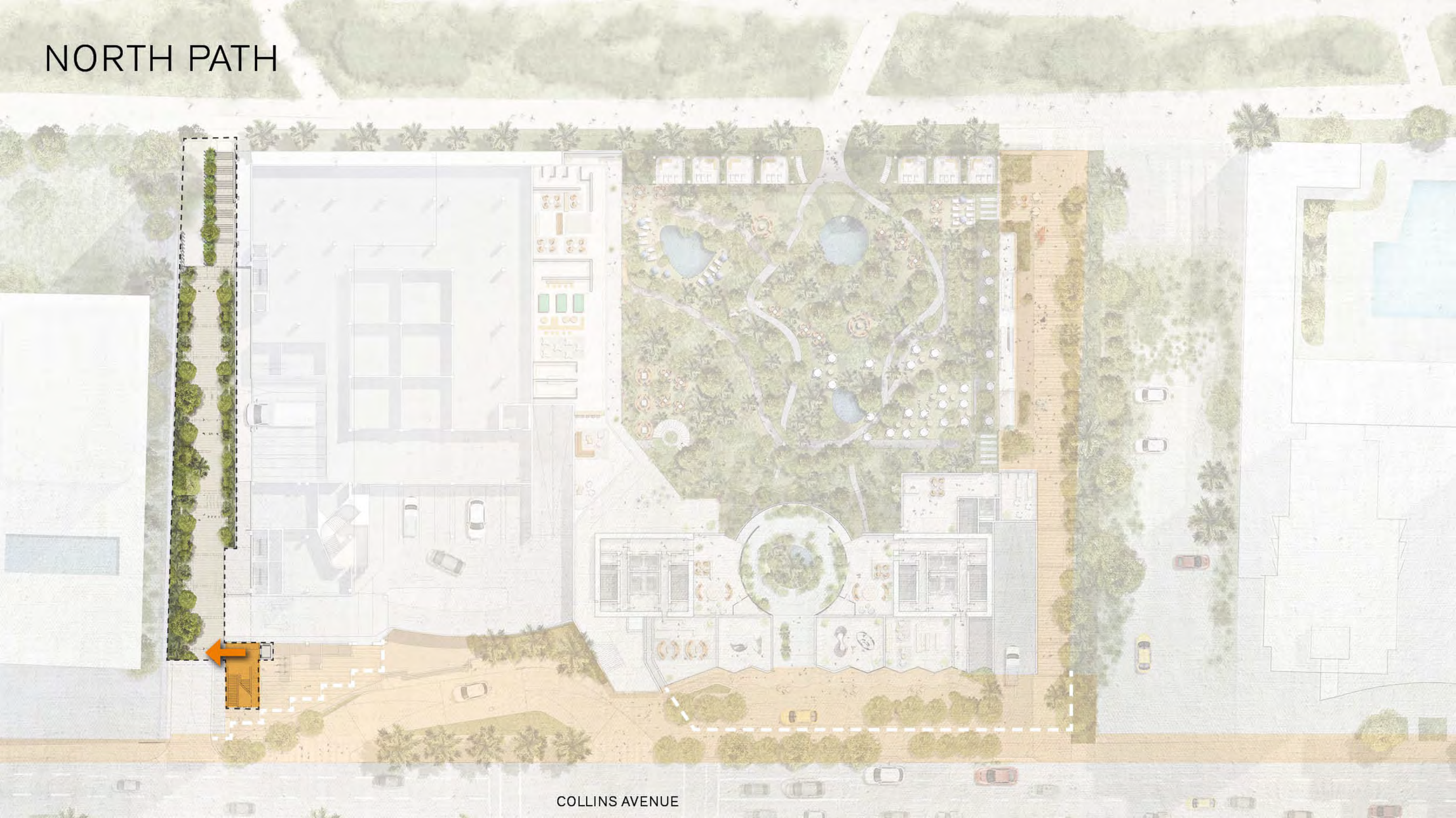
DEAUVILLE SOUTH BEACH WALK

ARRIVAL FROM COLLINS AVENUE

NORTH PATH

Deauville

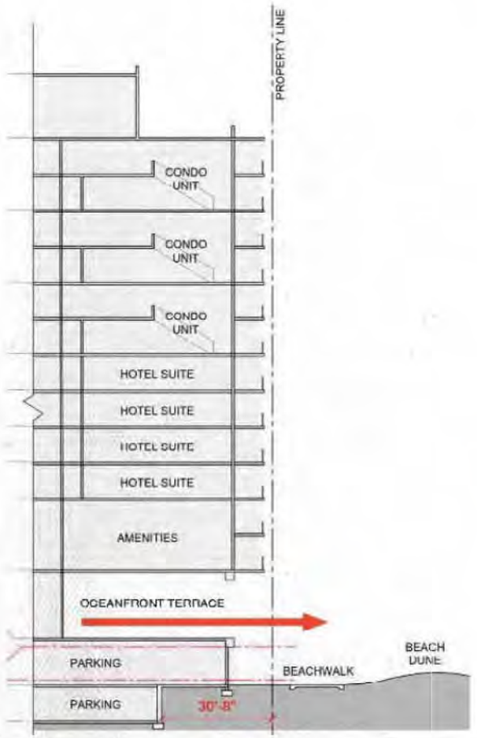
NORTH PATH



DEAUVILLE NORTH BEACH WALK

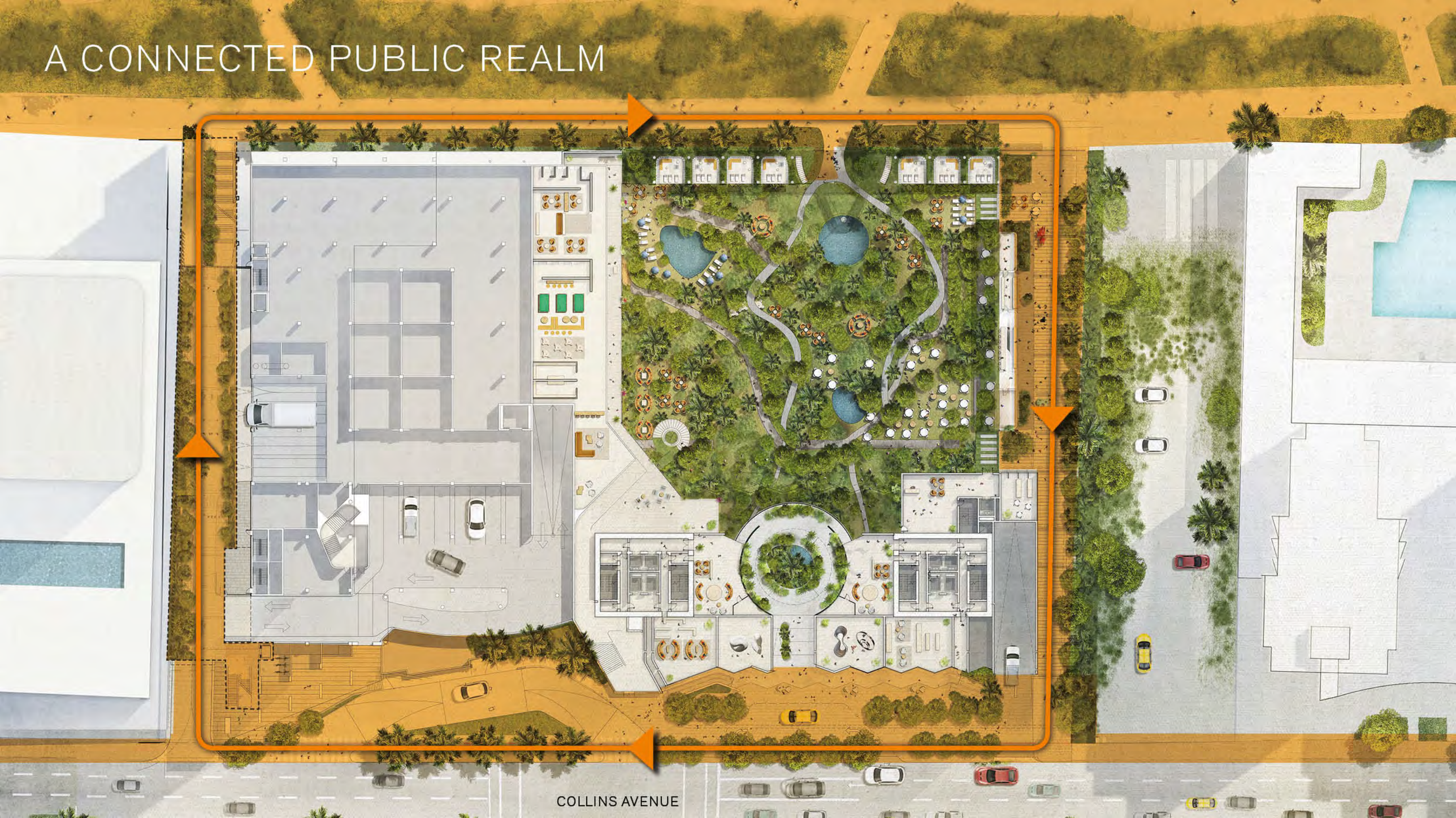
NORTH PATH
COLLINS AVENUE

DEAUVILLE NORTH BEACH WALK

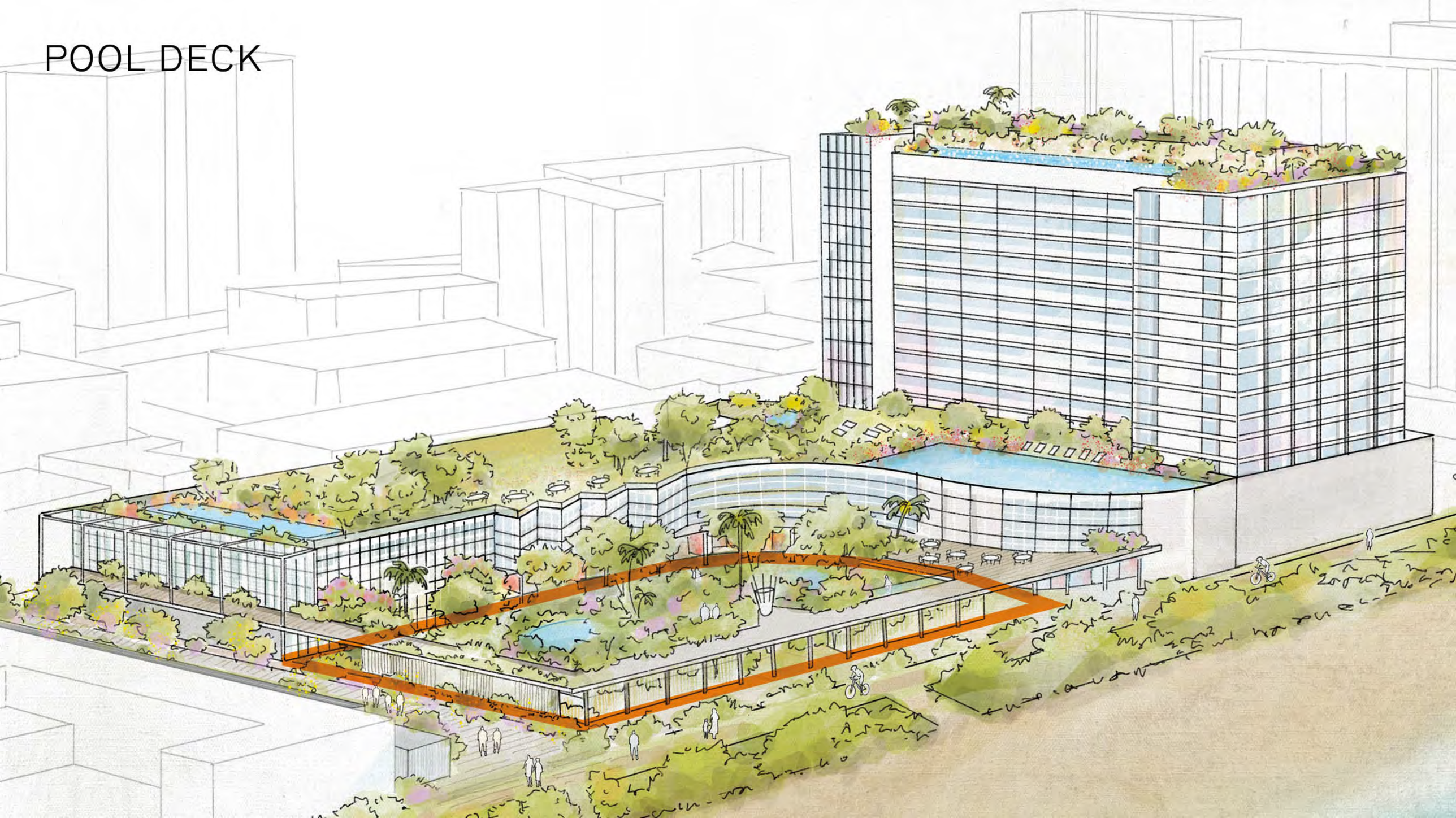

PROPERTY LINE
CONDO UNIT
CONDO UNIT
CONDO UNIT
HOTEL SUITE
HOTEL SUITE
HOTEL SUITE
HOTEL SUITE
AMENITIES
OCEANFRONT TERRACE
PARKING
BEACHWALK
BEACH DUNE
PARKING
30'-8"

BEACH WALK

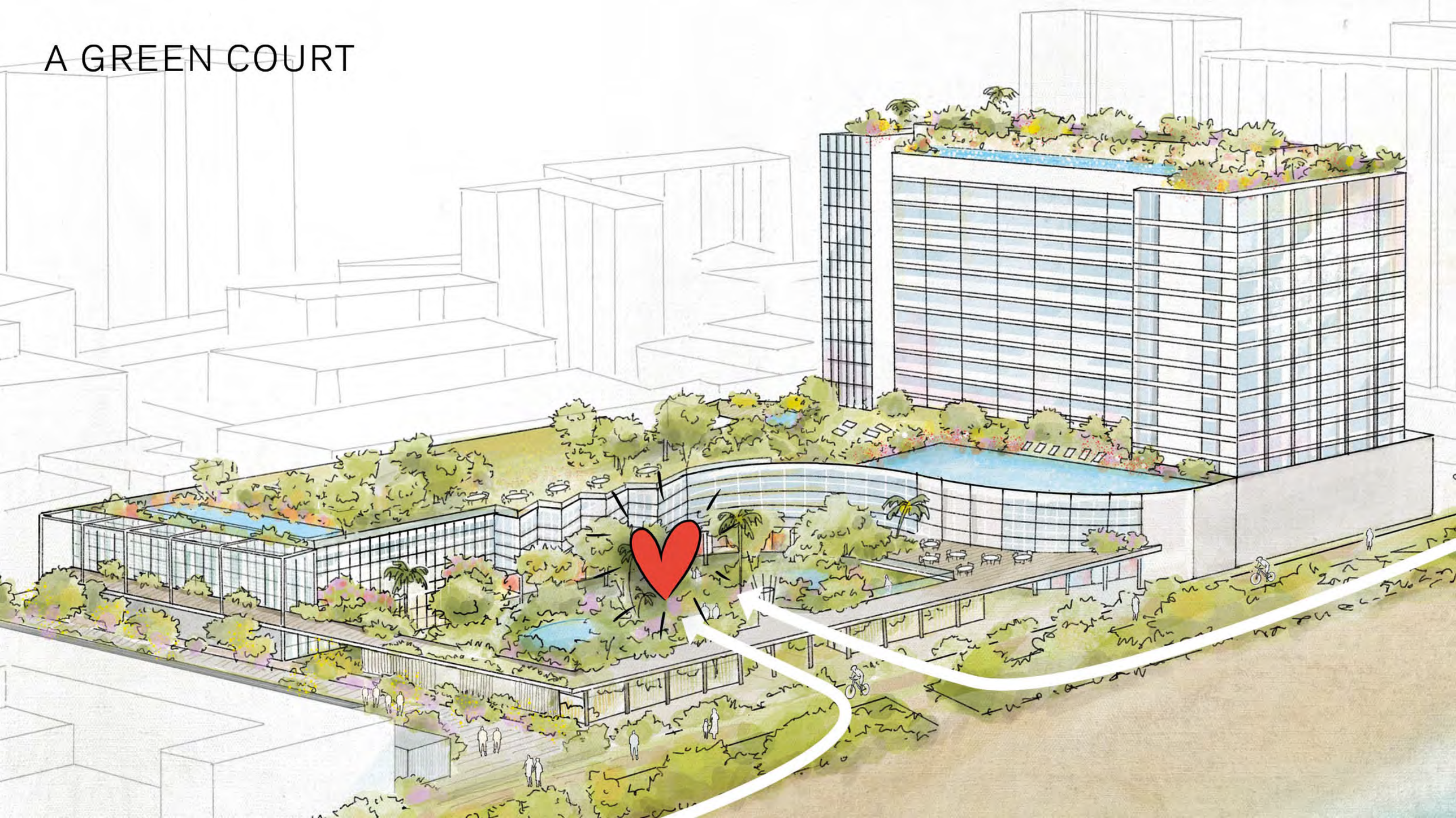
A CONNECTED PUBLIC REALM

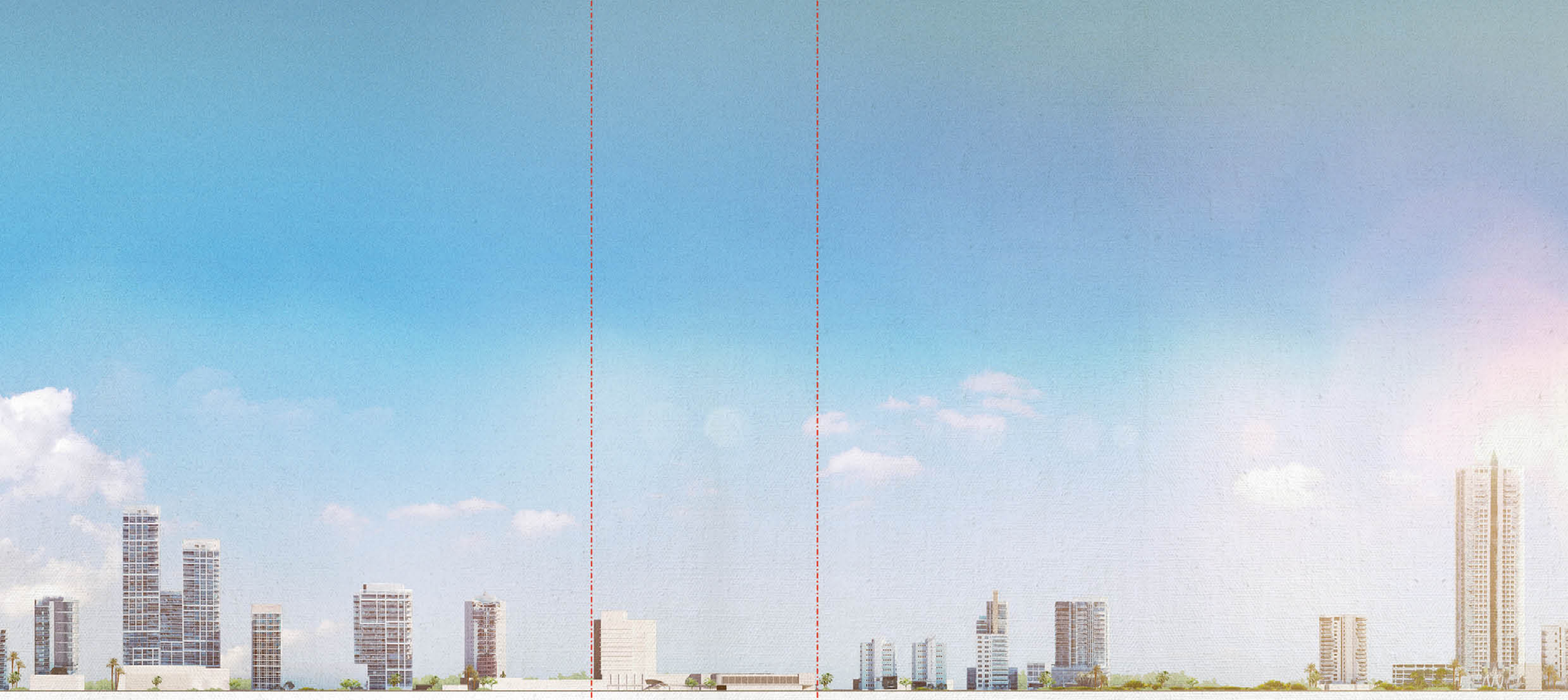


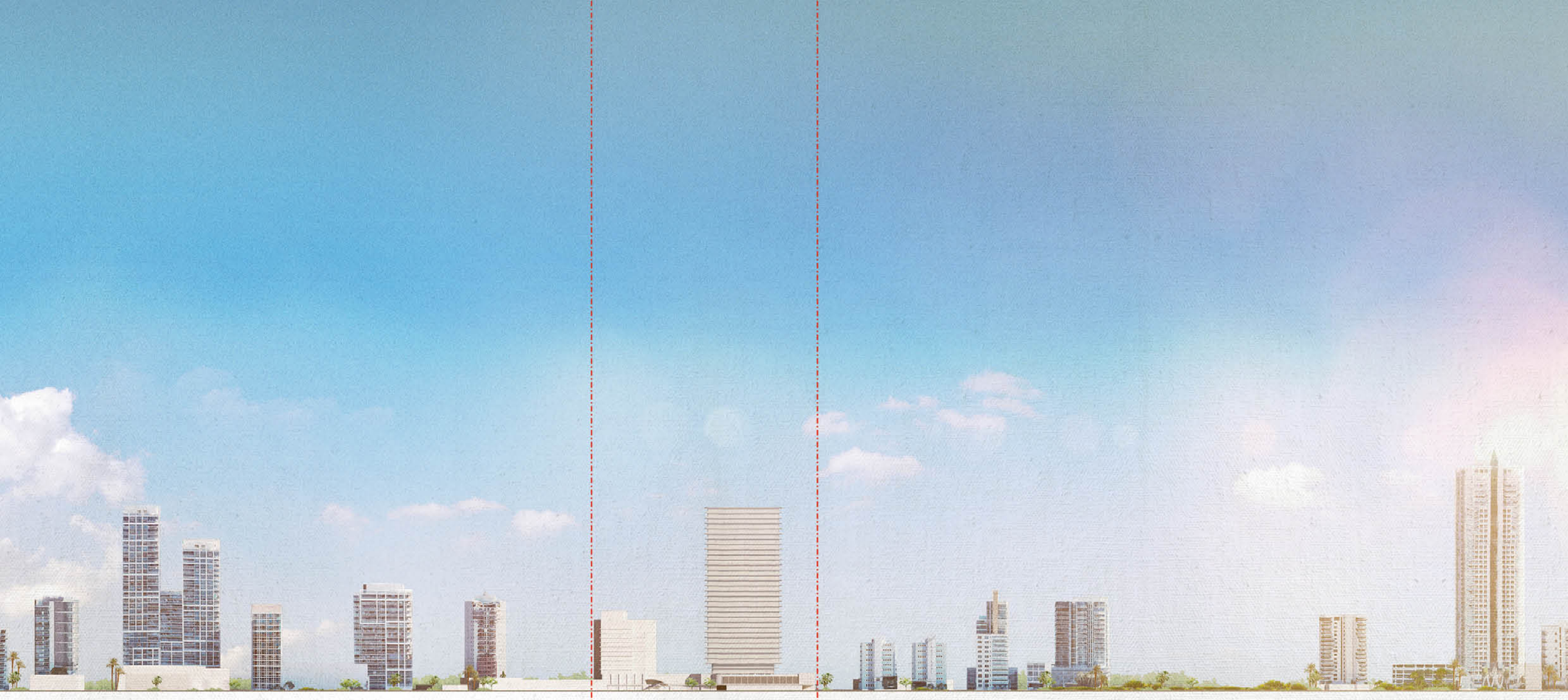
POOL DECK



A GREEN COURT




The Carillon
The Deauville
Sherry
Frontenac
The Akoya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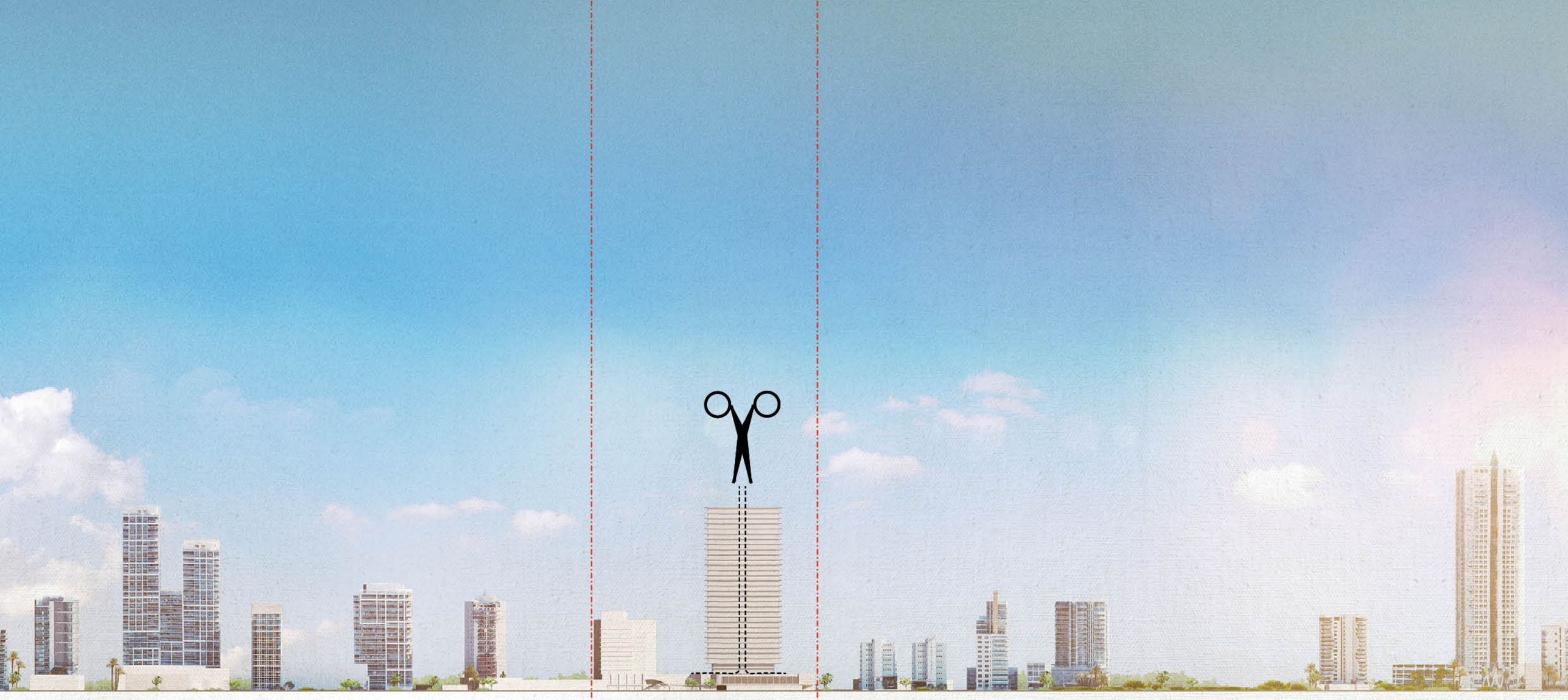

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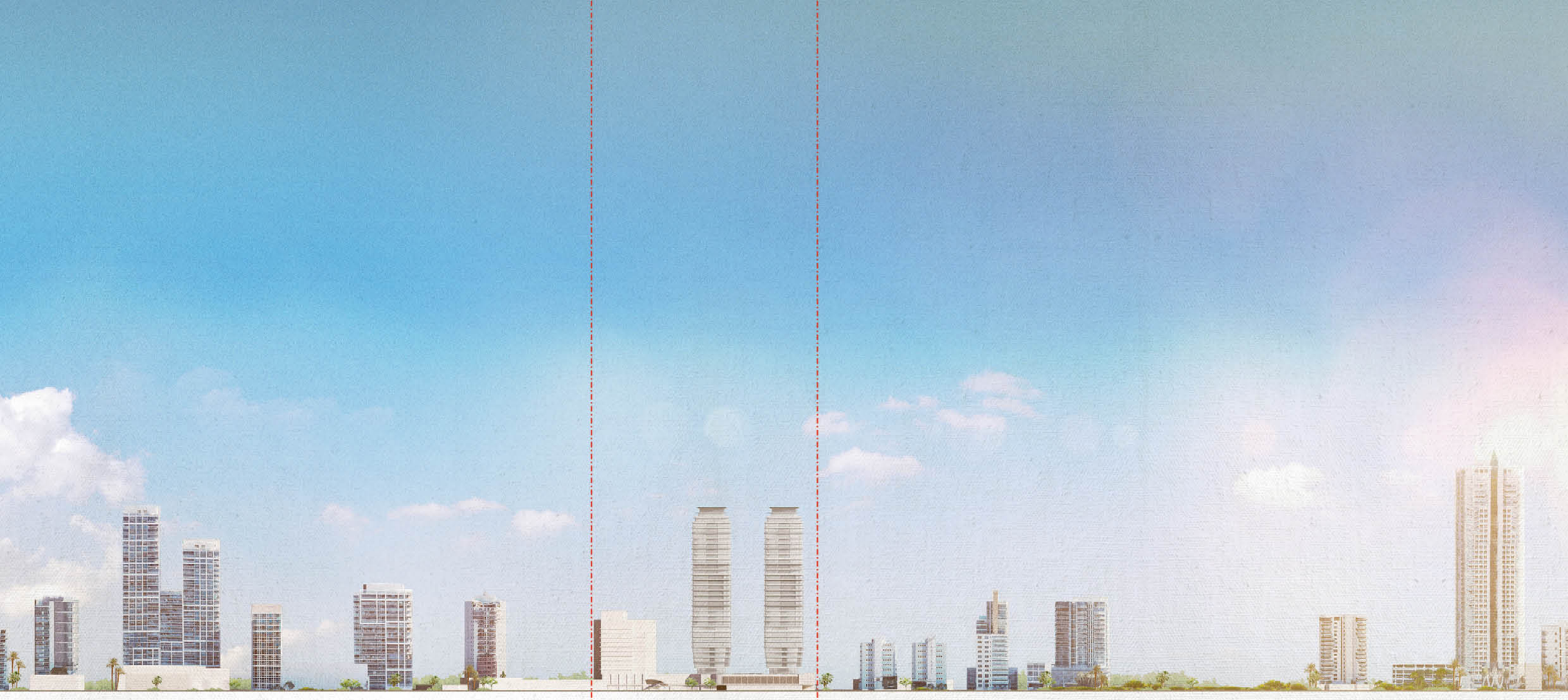
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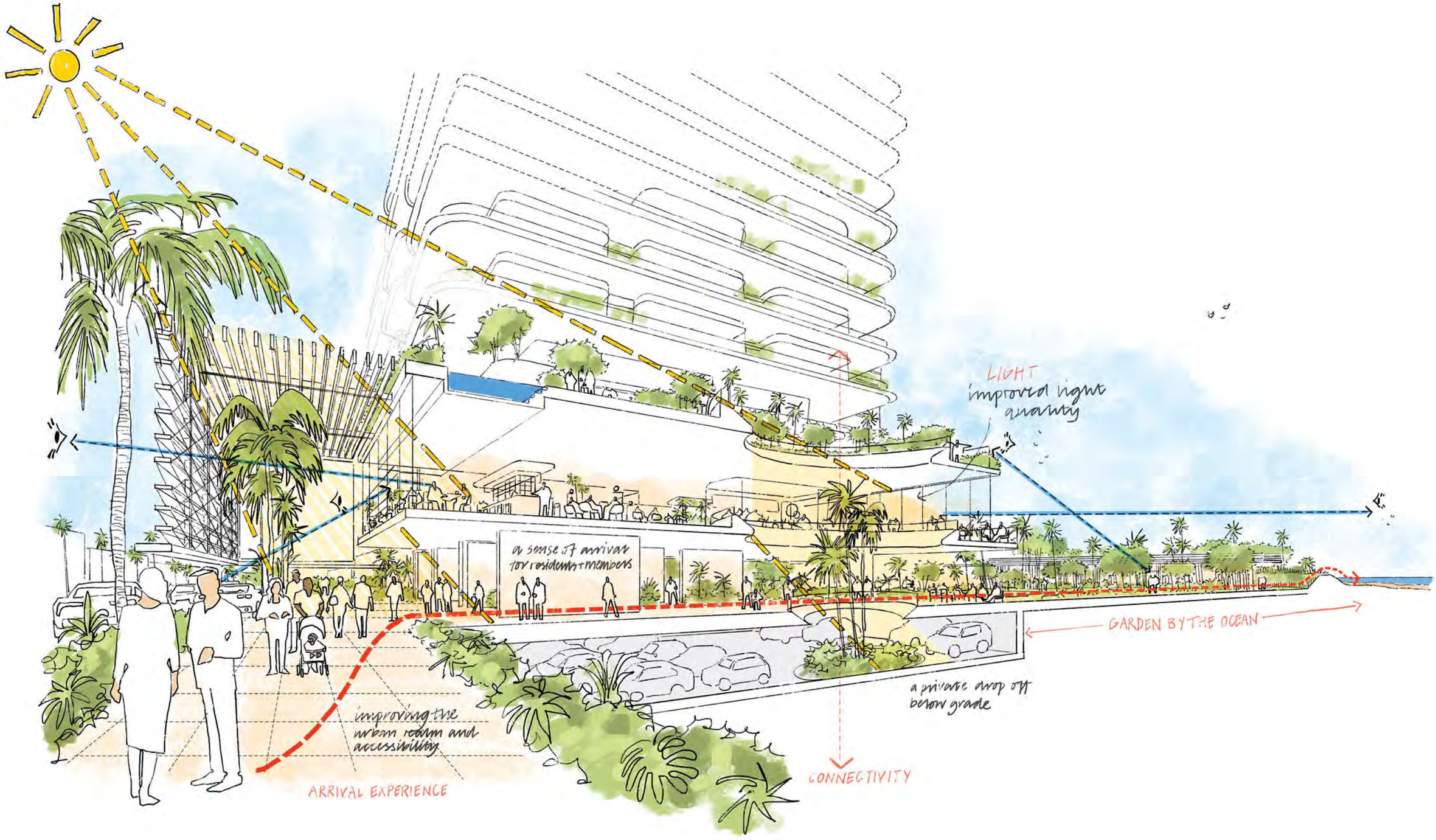
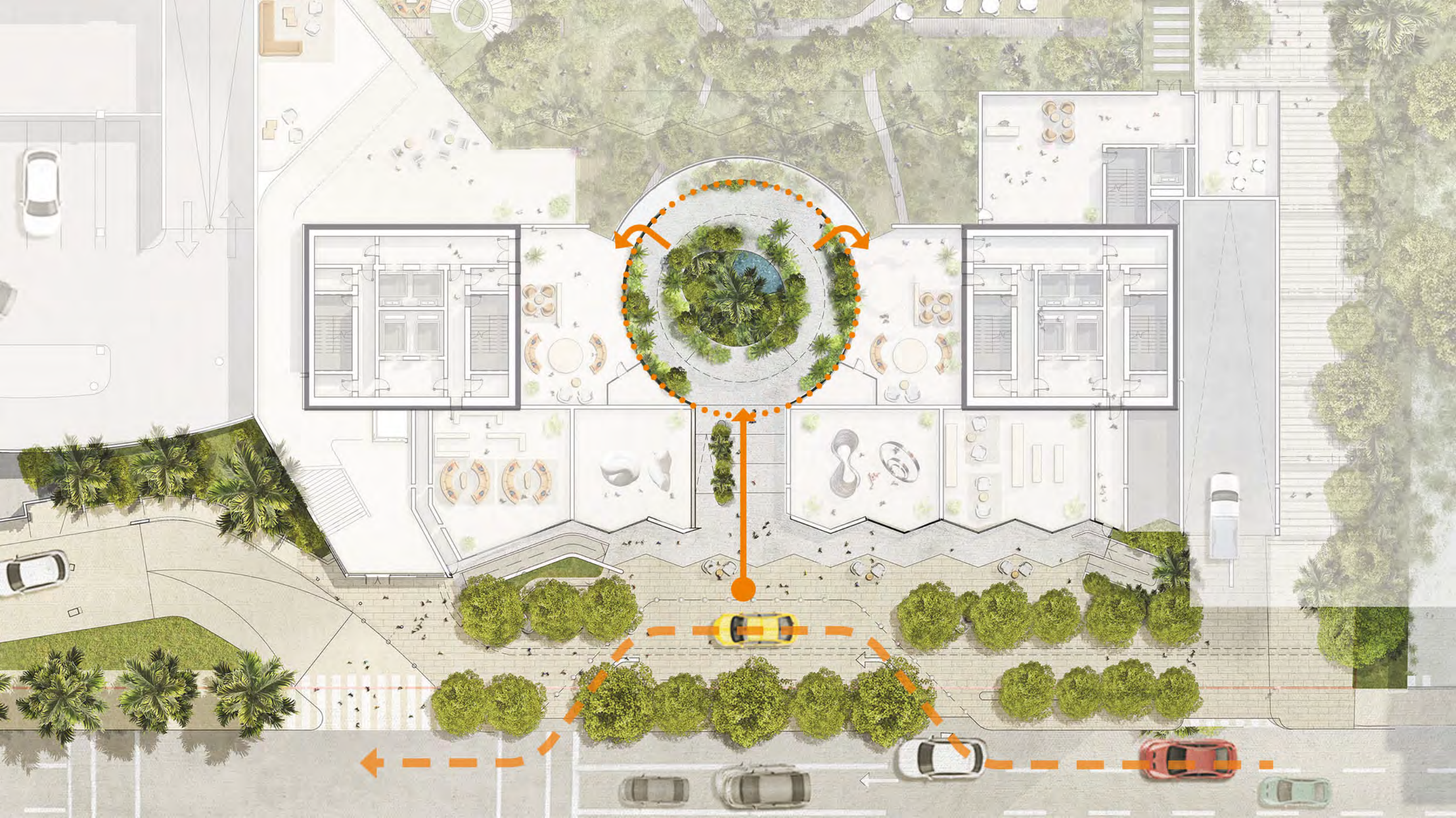
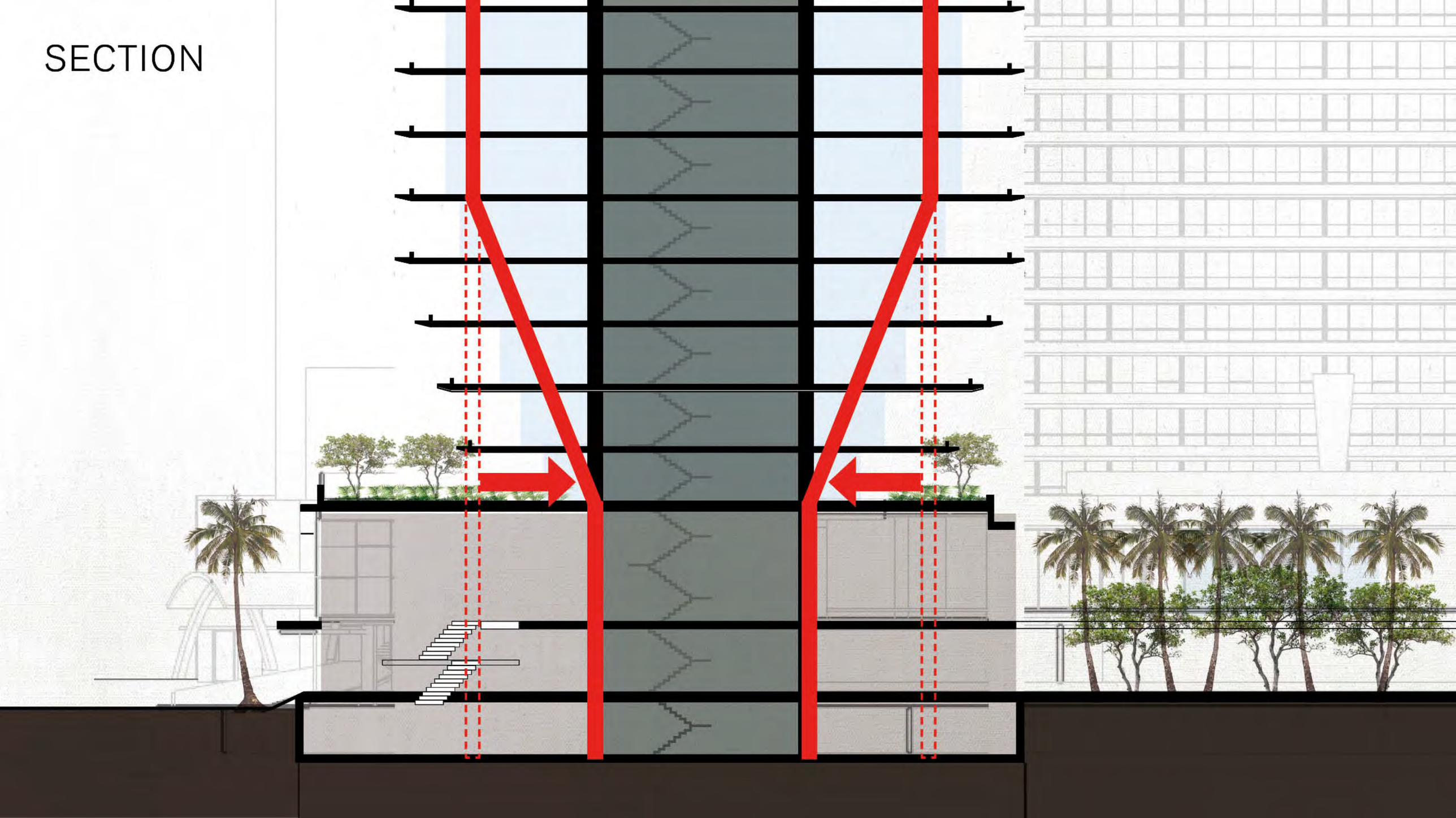

LIGHT
improved light quality
a sense of arrival for residents + members
GARDEN BY THE OCEAN
a private drop off below grade
improving the urban realm and accessibility
ARRIVAL EXPERIENCE
CONNECTIVITY



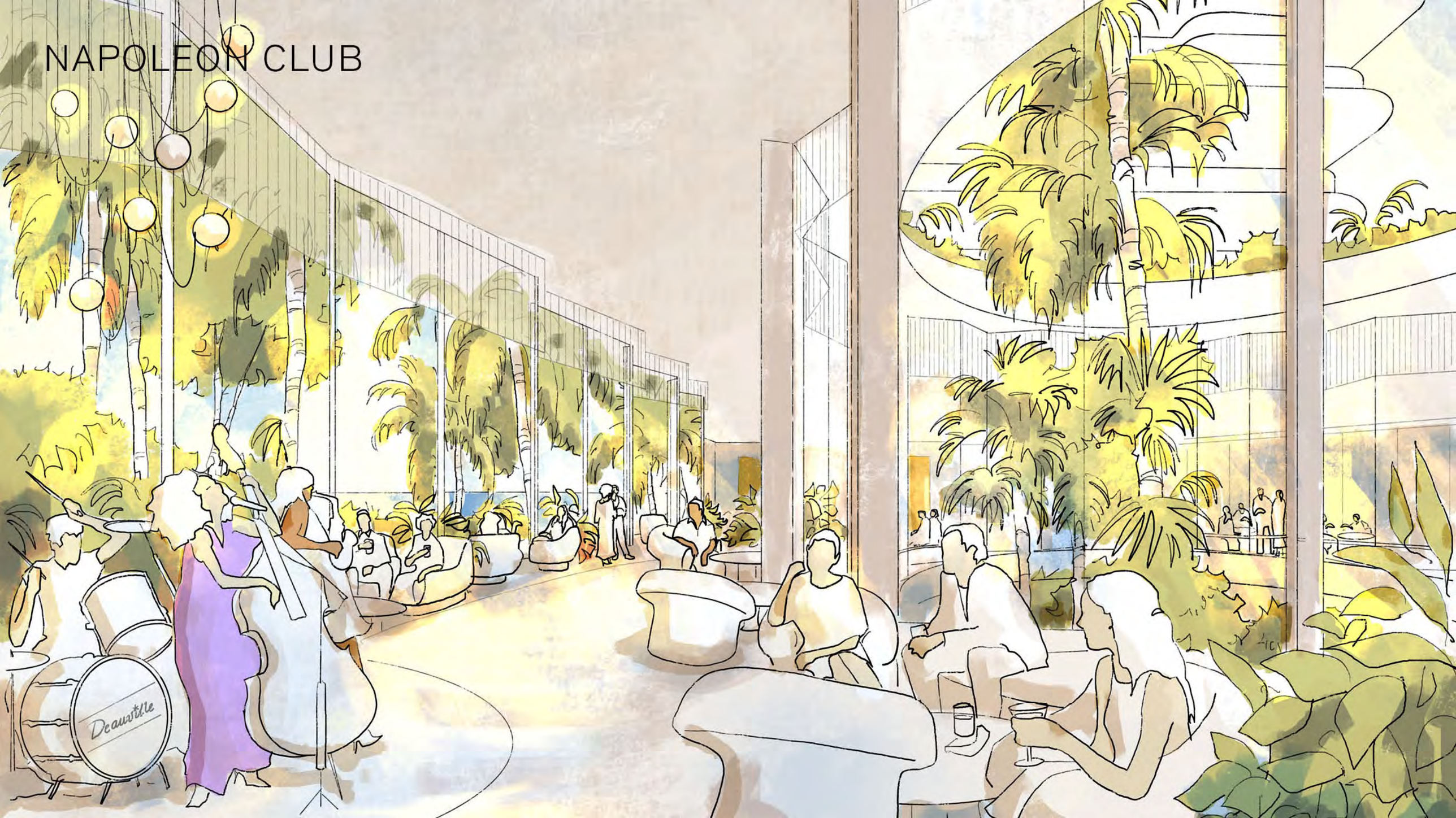
OCULUS

MAIN DROP-OFF

SECTION



NAPOLEON CLUB



PROPOSED

PROPOSED LEGISLATION – COMPREHENSIVE PLAN

Authorizes the City Commission to adopt land development regulations that provide additional floor area for substantial reconstruction of a contributing historic structure up to a **maximum of 400,000 SF**, provided that:

- Density is limited to **75 units per acre**
- Hotel unit count is limited to **280 units**
- Accessory uses are limited to **35%** of the square footage of the **reconstructed contributing building**
- The HPB approves the **substantial reconstruction**

PROPOSED LEGISLATION – RESILIENCY CODE

Creates North Beach Oceanfront Overlay for existing oceanfront lots within North Beach Resort Historic District that are 140,000 SF in size and at least 450 feet wide

- Authorizes new construction above pedestal of substantially reconstructed Deauville
- Authorizes new ground floor additions
- Allows 20-foot-wide driveways
- Base FAR of 3.0 + 400,000 SF for substantial reconstruction of Deauville, provided:
1) density and intensity limits are adhered to, 2) short term rentals prohibited for residences, 3) a public beach path is provided, 4) planning analysis is provided, and 5) building permit is obtained within 5 years
- Height bonus to 400 feet if all criteria required to use bonus FAR are satisfied
- Modifies required setbacks and setback encroachments for substantial reconstruction and new construction above pedestal
- Restores parking exemption for substantially reconstructed historic building
- Facilitates mechanical parking
- Imposes **Resilient Design Requirements** in lieu of compliance with current Resiliency Code requirements.

IMPACT ANALYSES

Traffic Study

- Current Permitted Maximum Development Potential
  977 Hotel Rooms & Accessory Uses
- Proposed Code Amendment Maximum Development Potential
  280 Hotel Rooms & 140 Multifamily Residential Units & Accessories
- Trip Generation - Weekend AM Peak Hour Reduction of 246 net new vehicle trips
- Trip Generation – Weekend PM Peak Hour Reduction of 379 net new vehicle trips

**Trip Generation conducted by Kimley Horn*

IMPACT ANALYSES

Infrastructural & Planning Impact Study

- Community Benefits
  - o Prohibition of short-term rentals for the residential units
  - o Beneficial Economic benefit to surrounding businesses
  - o Public access paths to the beach walk
    -North Access Path
    -South Access Path

**Impact Study conducted by The Curtis Group*

IMPACT ANALYSES

Infrastructural & Planning Impact Study

- Lower demand on Public Infrastructure and Services
  - Reduced Water Consumption
  - Reduced Sanitary Sewer Demand
  - Reduced Solid Waste Generation
  - Reduced Student Population
  - Reduced Demand on City recreational areas

**Impact Study conducted by The Curtis Group*

IMPACT ANALYSES

Key Economic Impacts

1. Jobs Created

Temporary: 4,358 jobs during construction across multiple sectors.

Permanent: Project is expected to create 236 permanent jobs once operational. These jobs will be sustained annually, primarily in the hospitality and commerce sectors.

2. Property Value Growth:

Taxable value increases from **$72,2M in 2024 to $725,9M by 2030** (build out/operational year).

IMPACT ANALYSES

Tax Revenue 2024 - 2122					
Year	**Taxable Value**	**City Ad Valorem**	**County Tax**	**Schools Tax**	**Children's Tax**
2024 (Initial)	72,261,000	422,886	330,522	467,384	36,131
2030 (Stabilized)	725,930,003	4,248,288	3,320,404	4,695,315	362,965
2121 (99th Year)	93,762,490,292	548,716,846	428,869,631	606,455,787	46,881,245
Total over 99 years		**12,717,930,212**	**9,940,161,442**	**14,056,179,319**	**1,086,593,949**

2030 - 2051			
Year	**North Beach CRA**	**Resort Tax**	**State Sales Tax**
2030 (Stabilized)	3,740,390	479,160	991,892
Total to 2051 Sunset	**366,246,475**	**13,740,625**	**28,443,971**

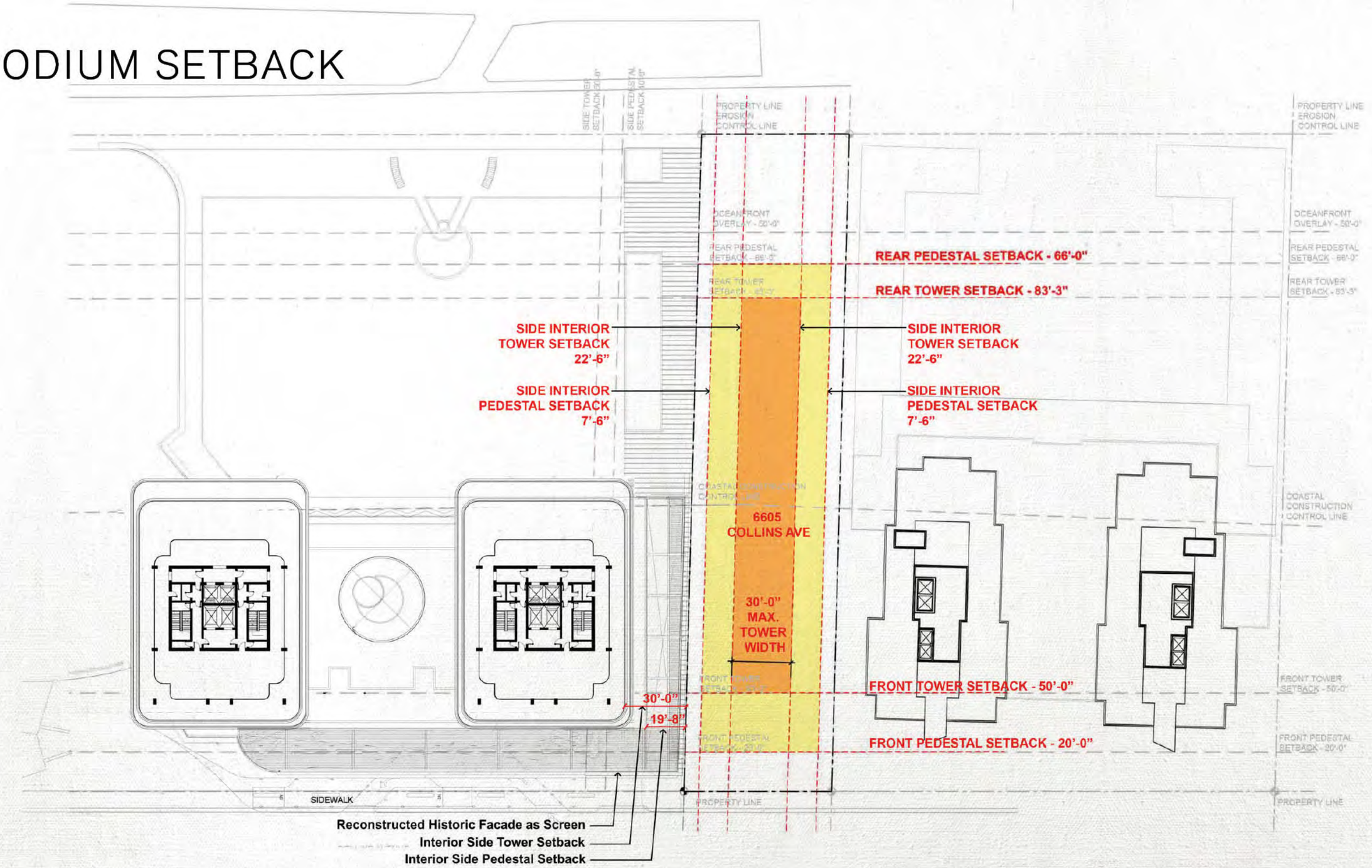
THANK YOU

APPENDIX

Traffic – Proposed New Trip Generations

Table 1: Proposed Net New Trip Generation				
A.M. Peak Hour (P.M. Peak Hour)				
Future Land Use (ITE Code)	**Scale**	**Entering Trips**	**Exiting Trips**	**New External Trips**
Existing Code Amendment				
Hotel (310)	977 rooms	222 (292)	175 (282)	397 (574)
Proposed Code Amendment				
Hotel (310)	280 rooms	61 (74)	49 (73)	110 (147)
Multifamily Housing (High-Rise) (222)	140 dwelling units	11 (30)	30 (18)	41 (48)
	Subtotal:	72 (104)	79 (91)	151 (195)
Net New Project Trips		**-150 (-188)**	**-96 (-191)**	**-246 (-379)**

PODIUM SETBACK



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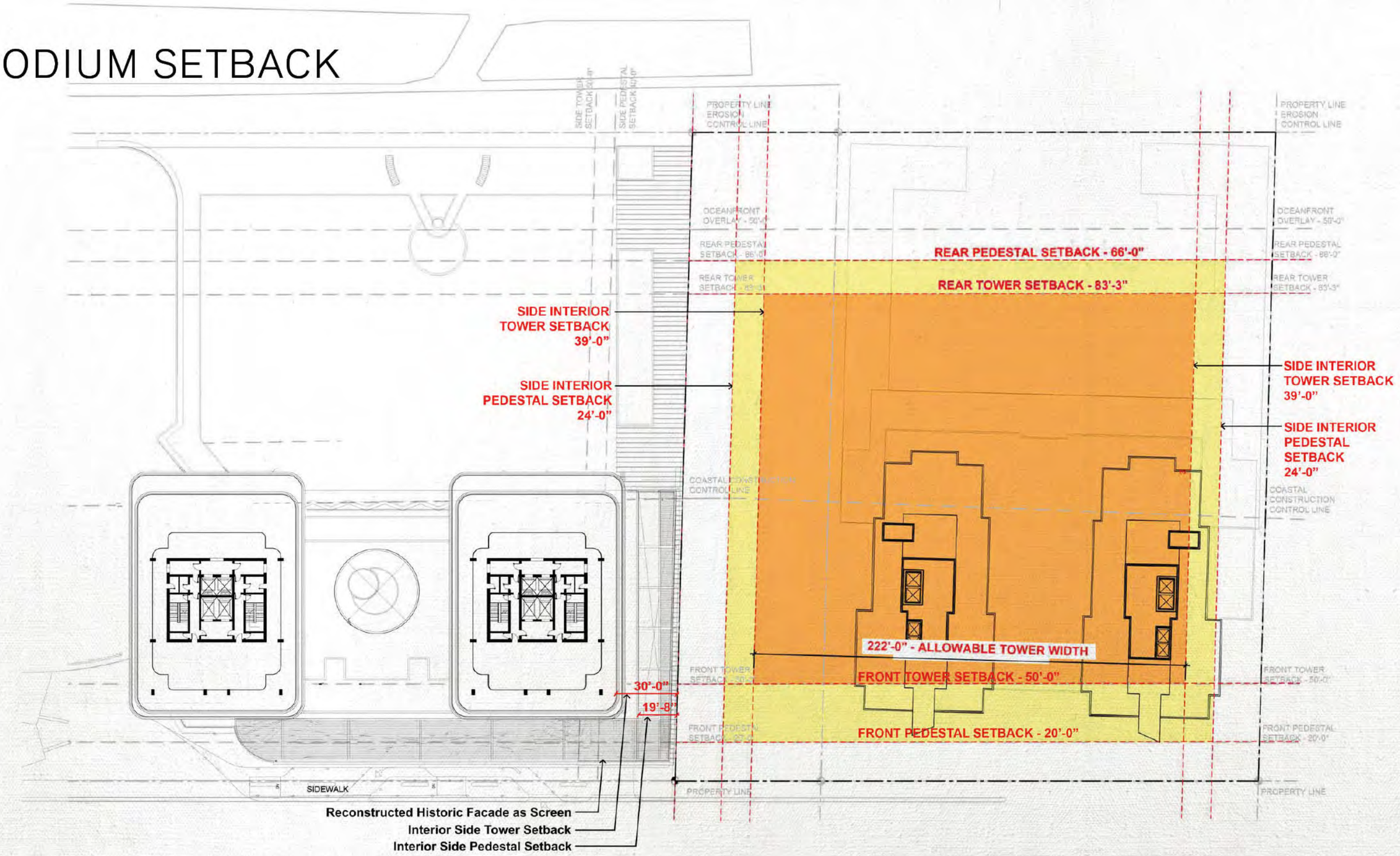

SECTION THROUGH THE SOUTH BOUNDARY