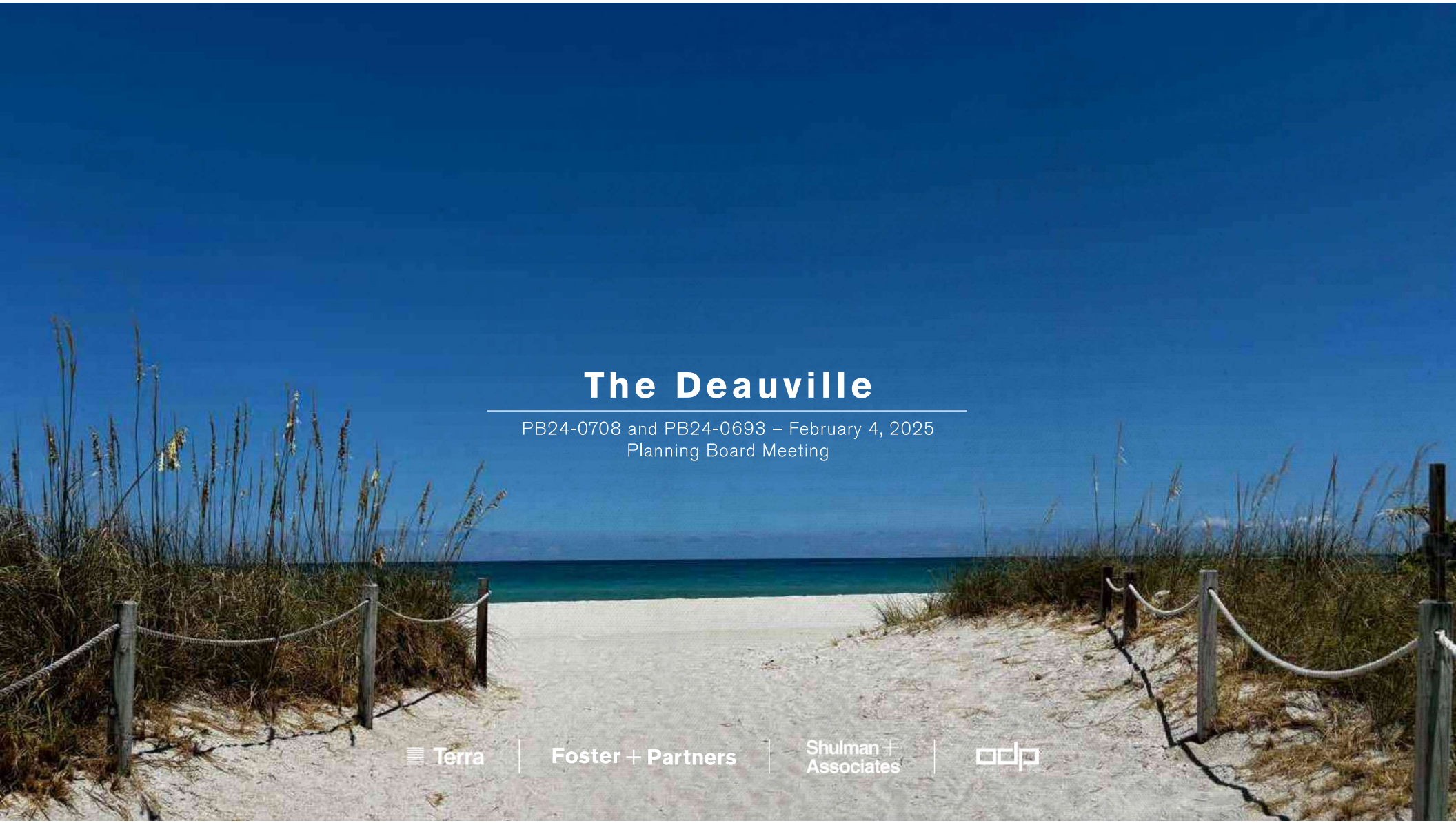

The Deauville
PB24-0708 and PB24-0693 – February 4, 2025
Planning Board Meeting
Terra
Foster + Partners
Shulman + Associates
odp

HARDING AVENUE
COLLINS AVENUE
INDIAN CREEK DRIVE
67TH ST
DEAUVILLE HOTEL SITE
6701 COLLINS AVENUE

THE DEAUVILLE

THE TOWER

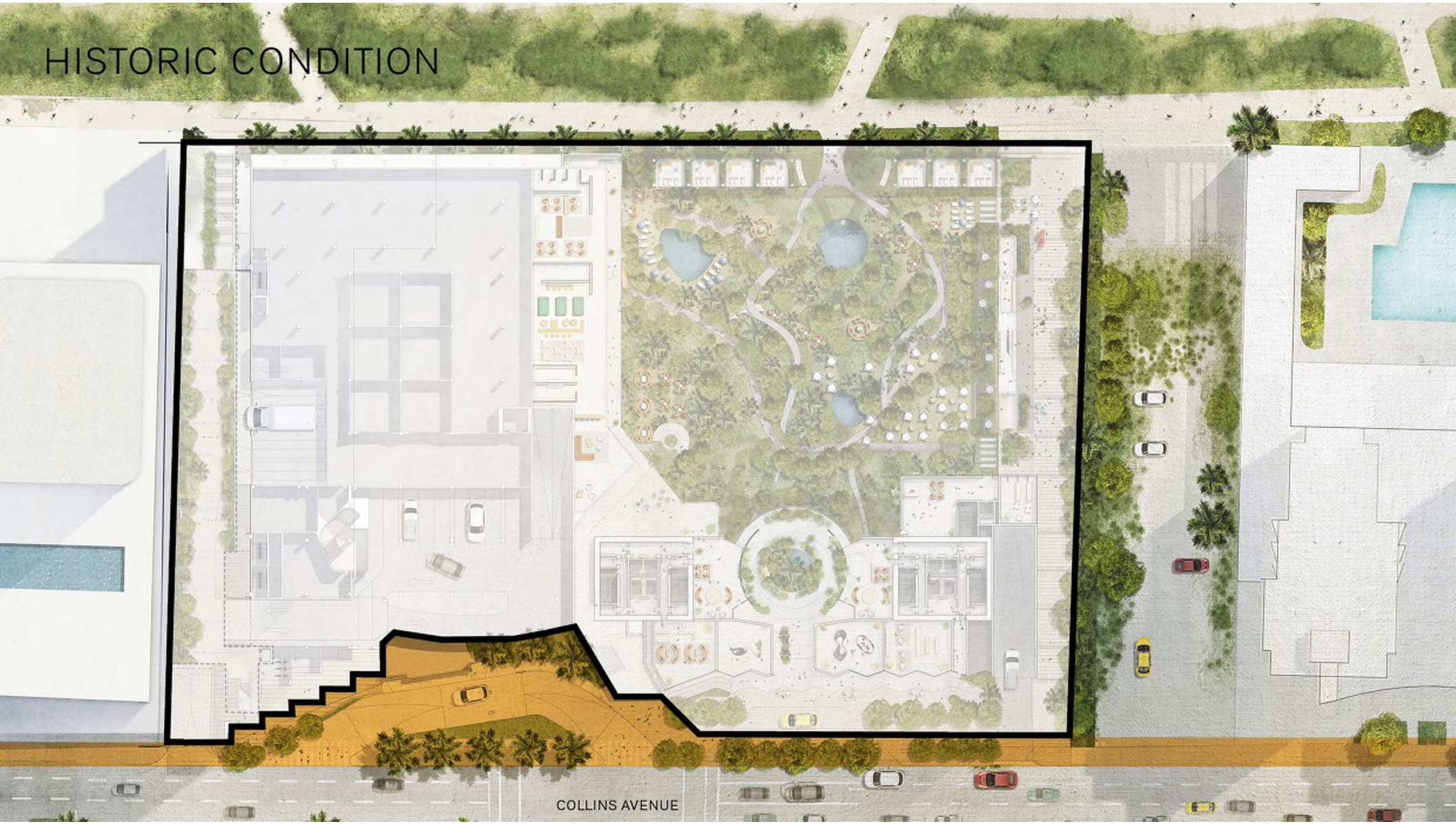
THE PEDESTAL

Carillon
Deauville
TRAVEL

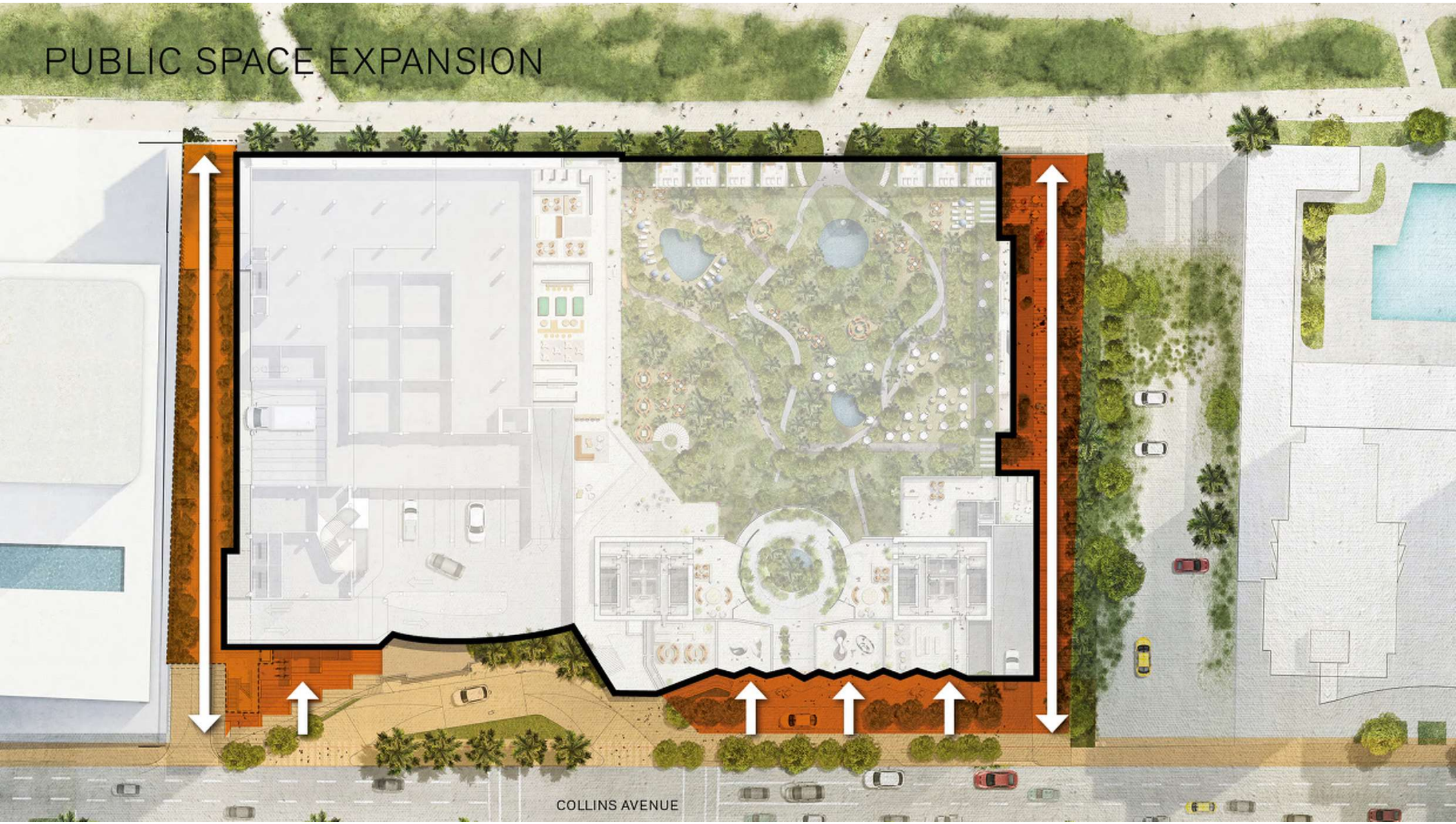
KENTU
MARYL
PRESIDENT OF THE UNITE

Deauville
Deauville
SODA
DRUG
NO PARKING

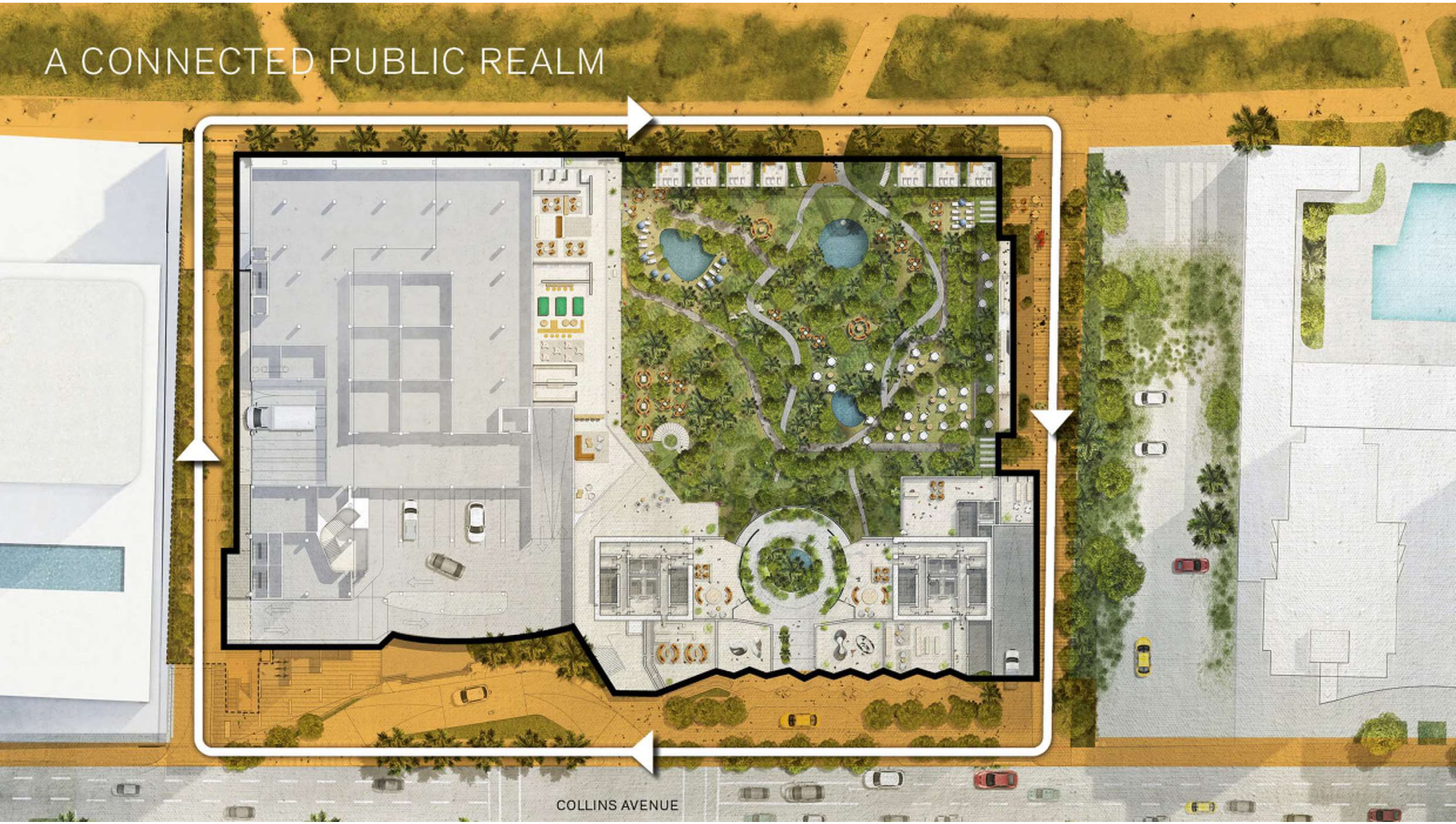
HISTORIC CONDITION



PUBLIC SPACE EXPANSION



A CONNECTED PUBLIC REALM



Café
pilates

A PUBLIC SPACE FOR THE NEIGHBORHOOD

SOUTH BEACH WALK

ARRIVAL FROM COLLINS AVENUE

SOUTH BEACH WALK

DEAUVILLE WALK

DEAUVILLE SOUTH BEACH WALK
ARRIVAL FROM COLLINS AVENUE
THE DEAUVILLE WALK

Café
Café
COFFEE
Deauville

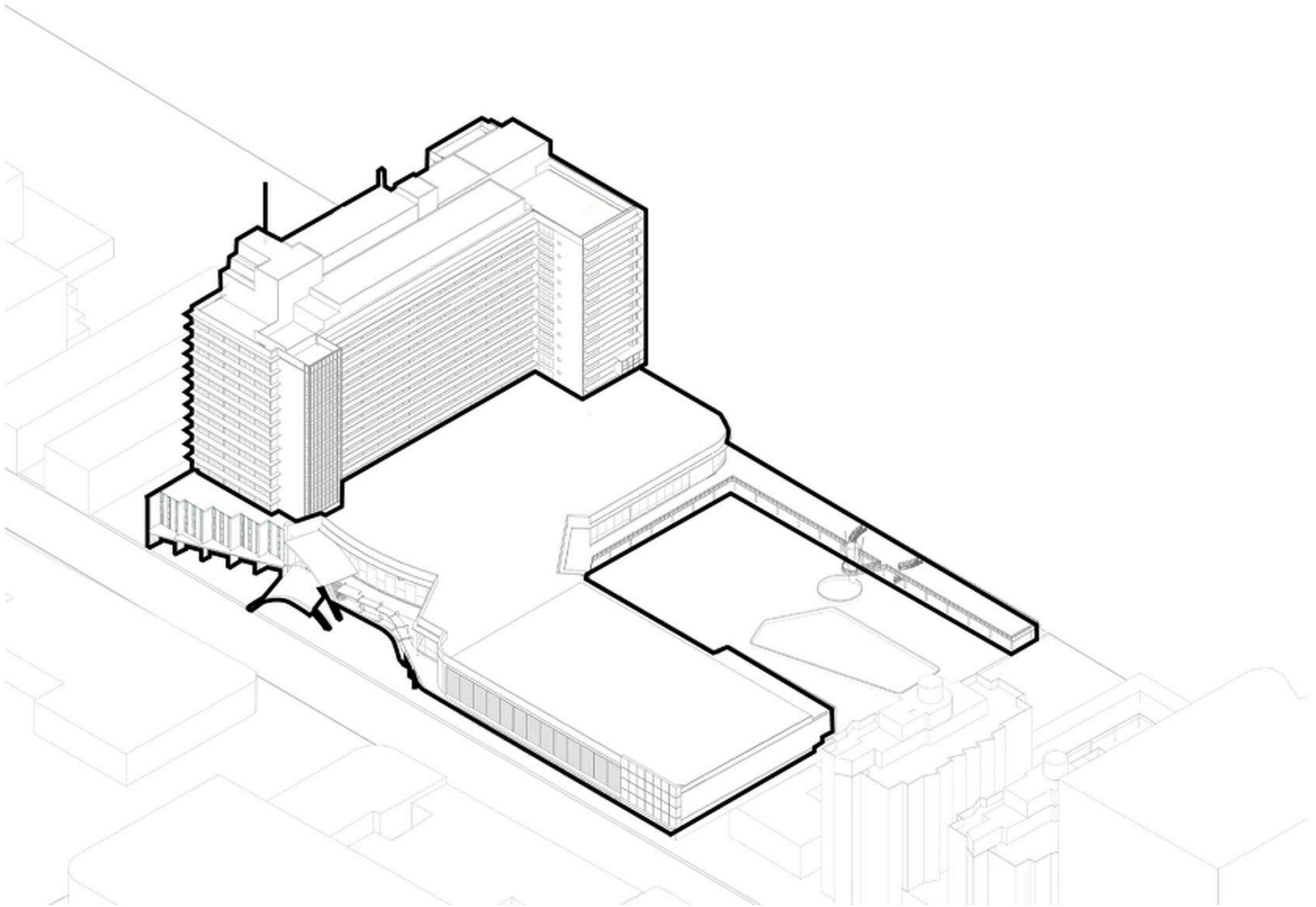
NORTH BEACH WALK

NORTH BEACH – 1950S
Carillon Hotel
The Deauville
Sherry Frontenac

NORTH BEACH
30ft
50ft

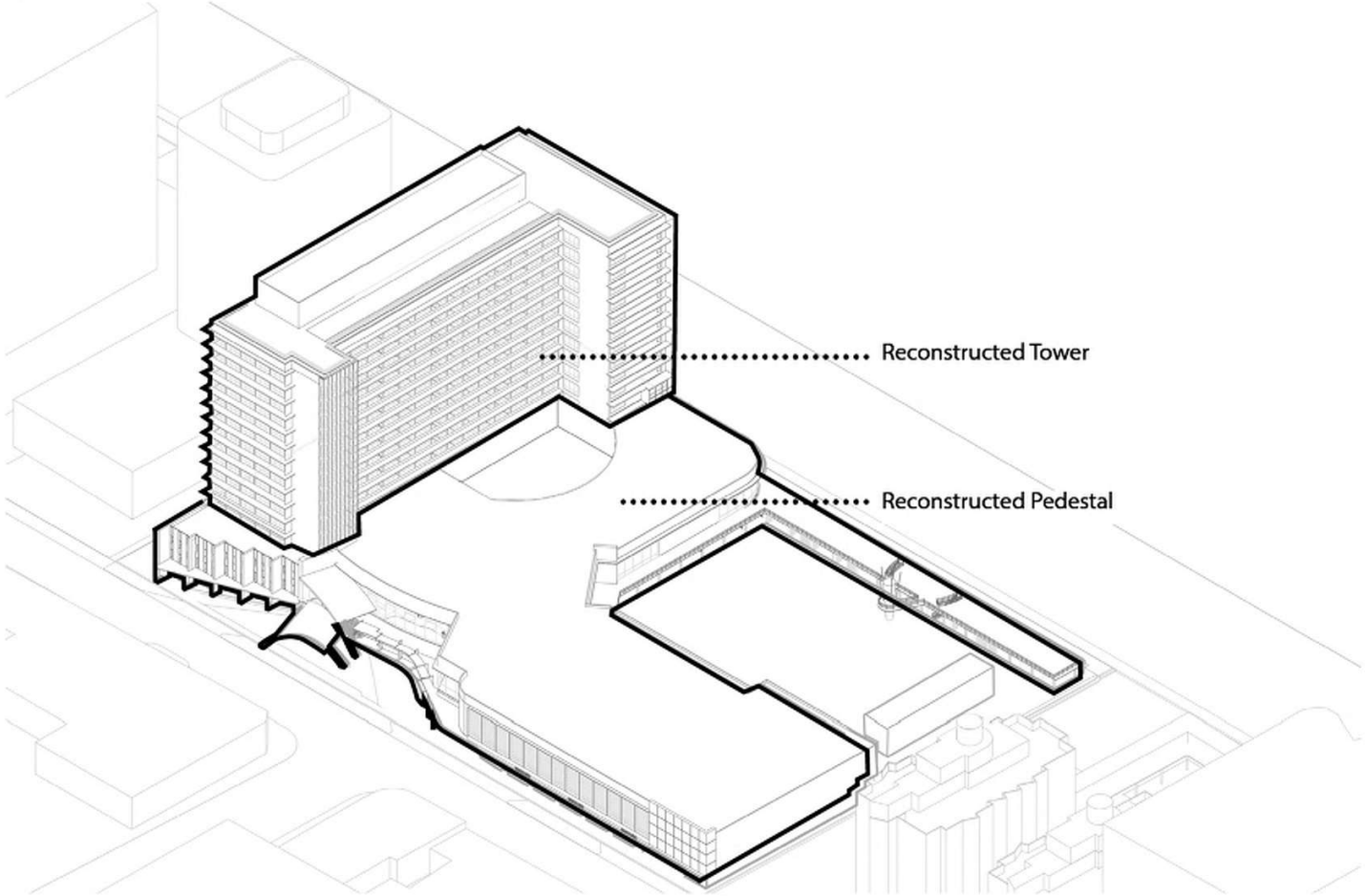
NORTH BEACH

HISTORIC DEAUVILLE HOTEL (1957)

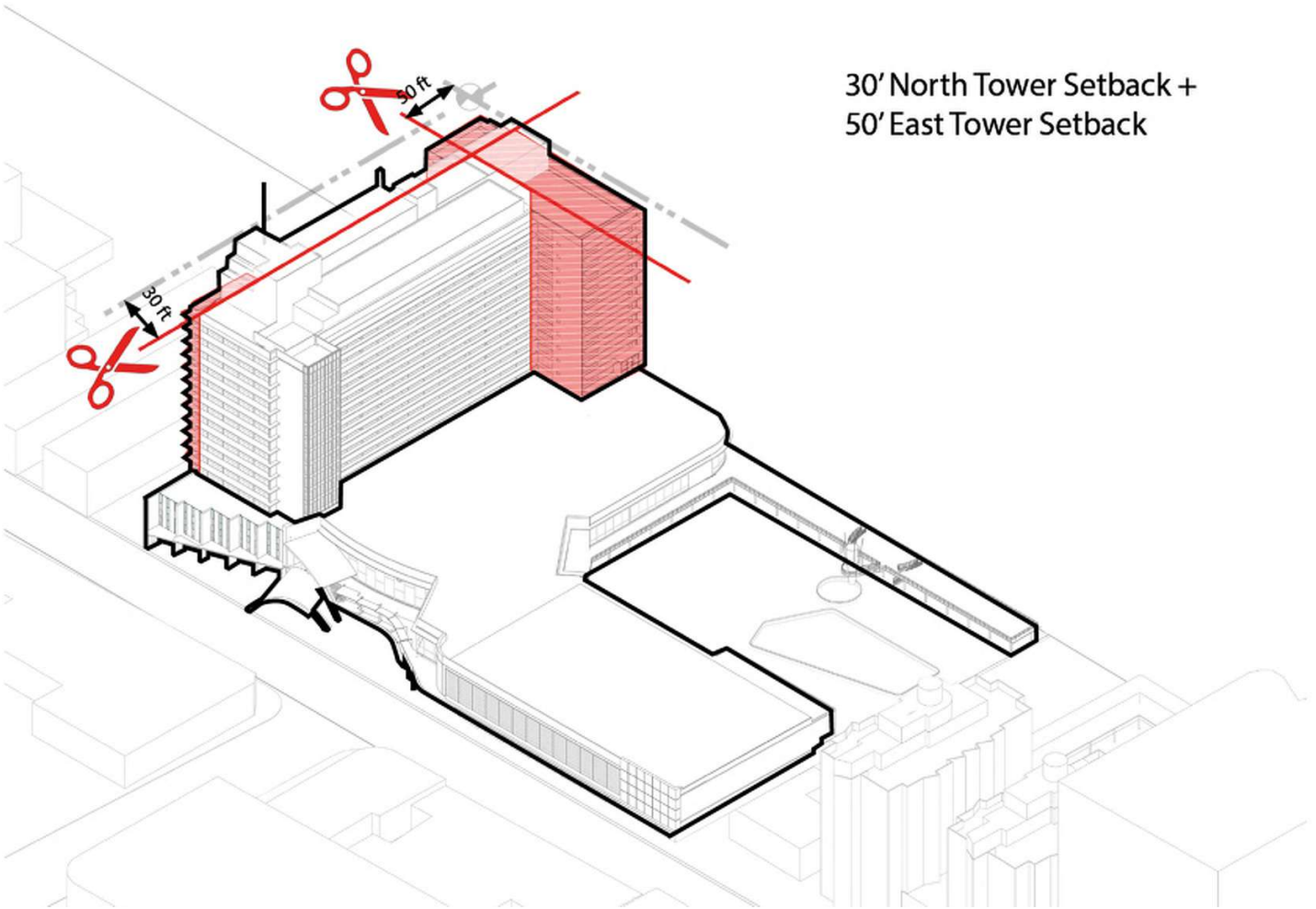


ORIGINAL PROPOSAL - AUGUST 2024

AS SUBMITTED TO PLANNING BOARD

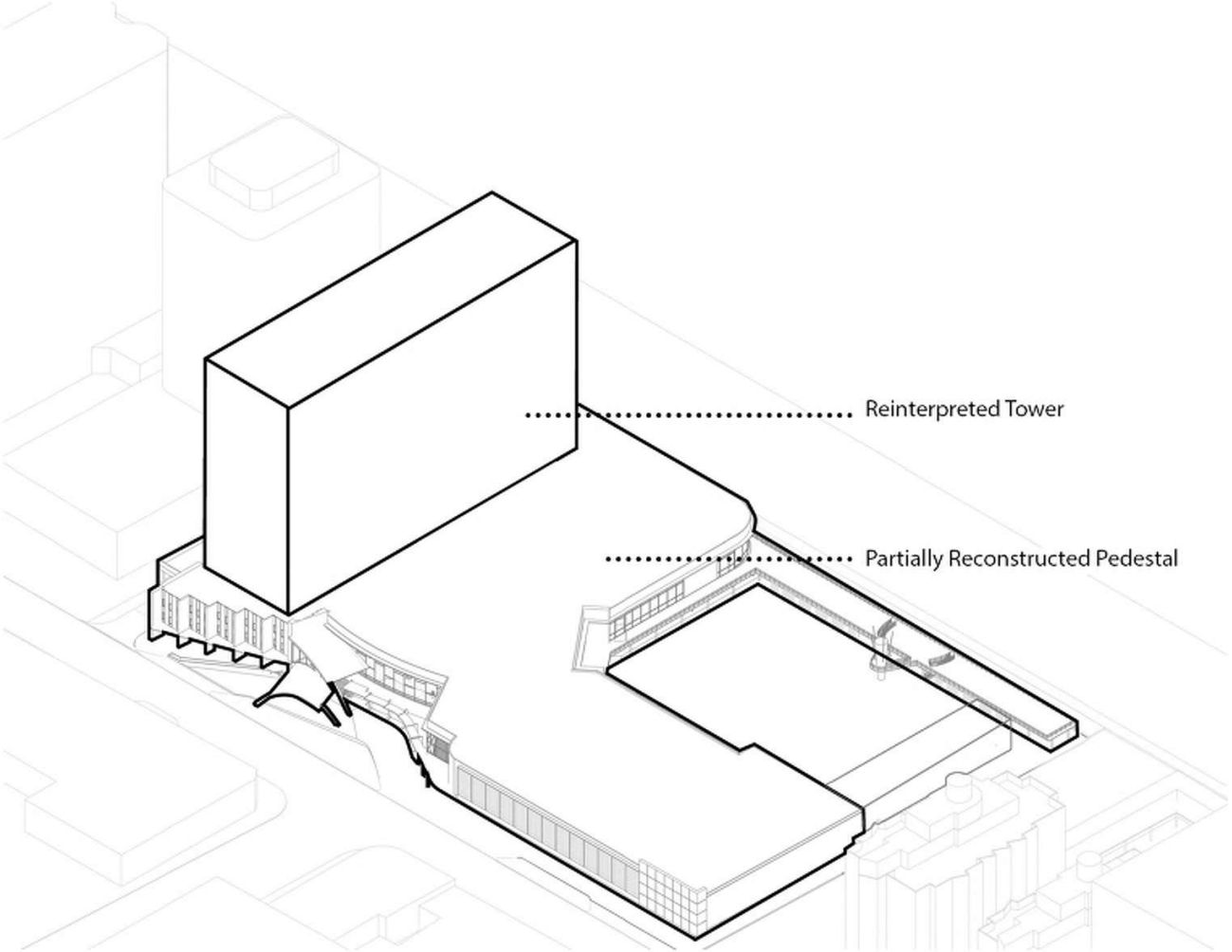


INCREASED SETBACKS



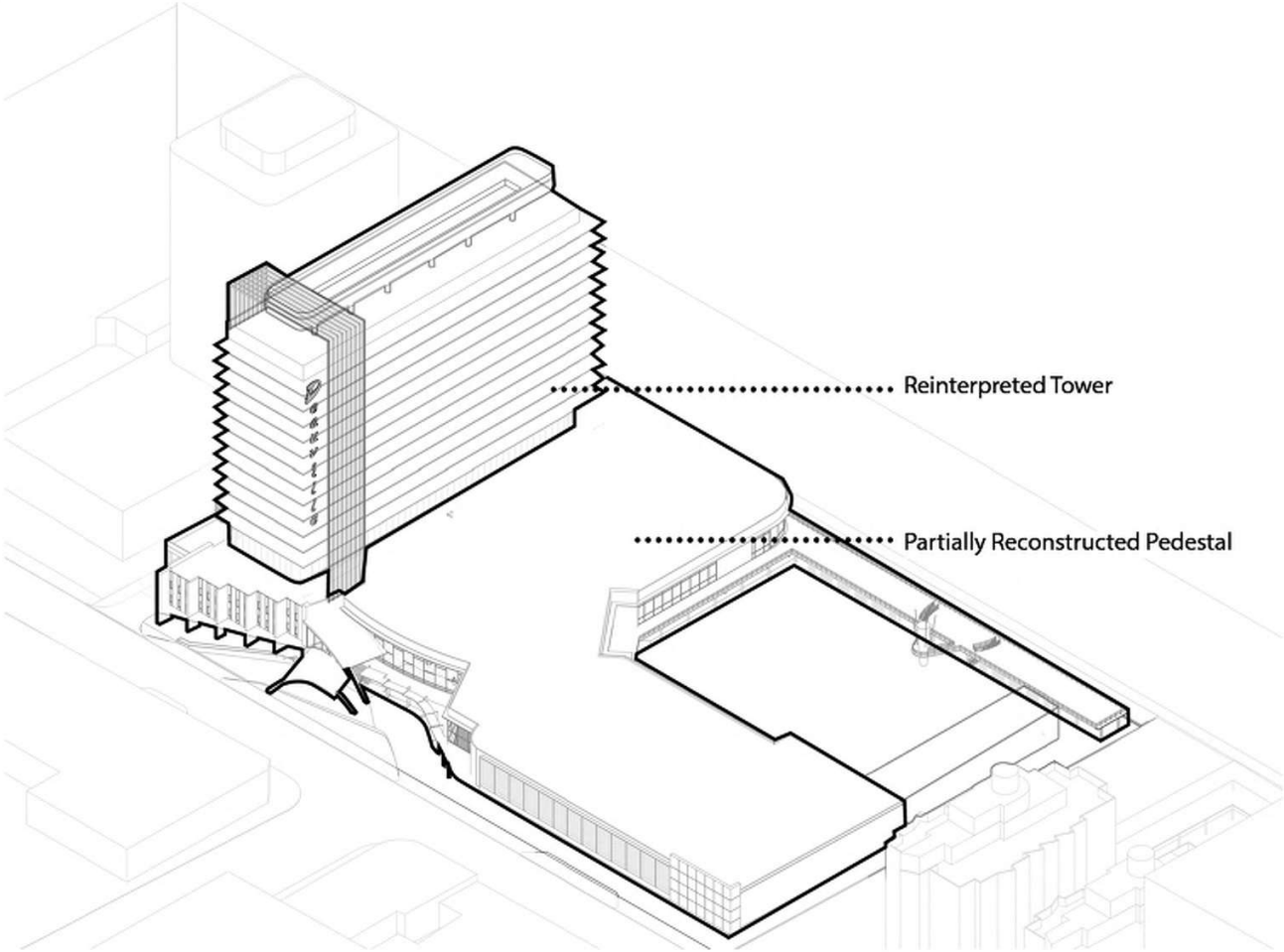
30’ North Tower Setback +
50’ East Tower Setback

NEW APPROACH



CURRENT PROPOSAL - FEBRUARY 2025

AS SUBMITTED TO PLANNING BOARD



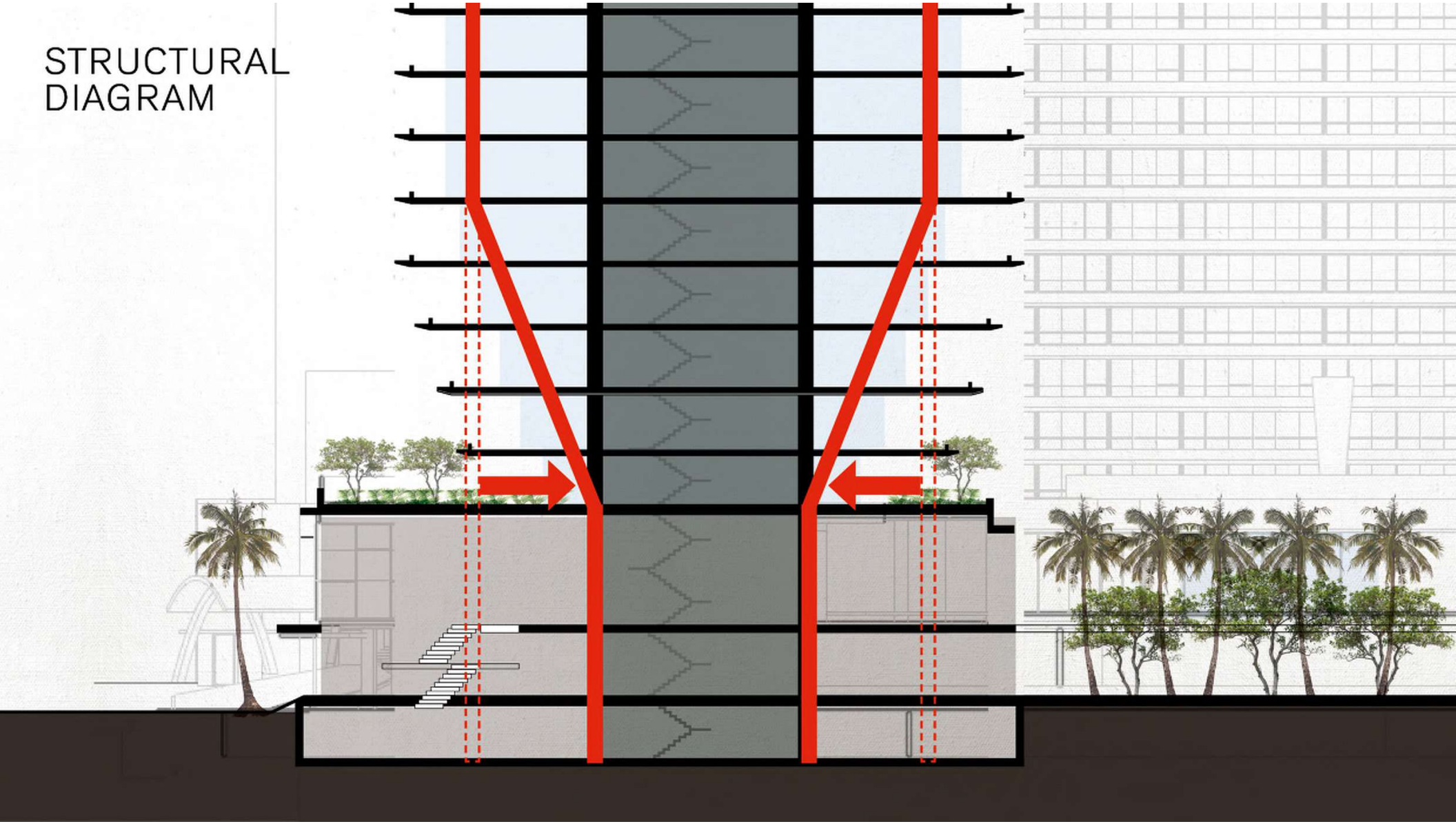
HISTORIC

PROPOSED

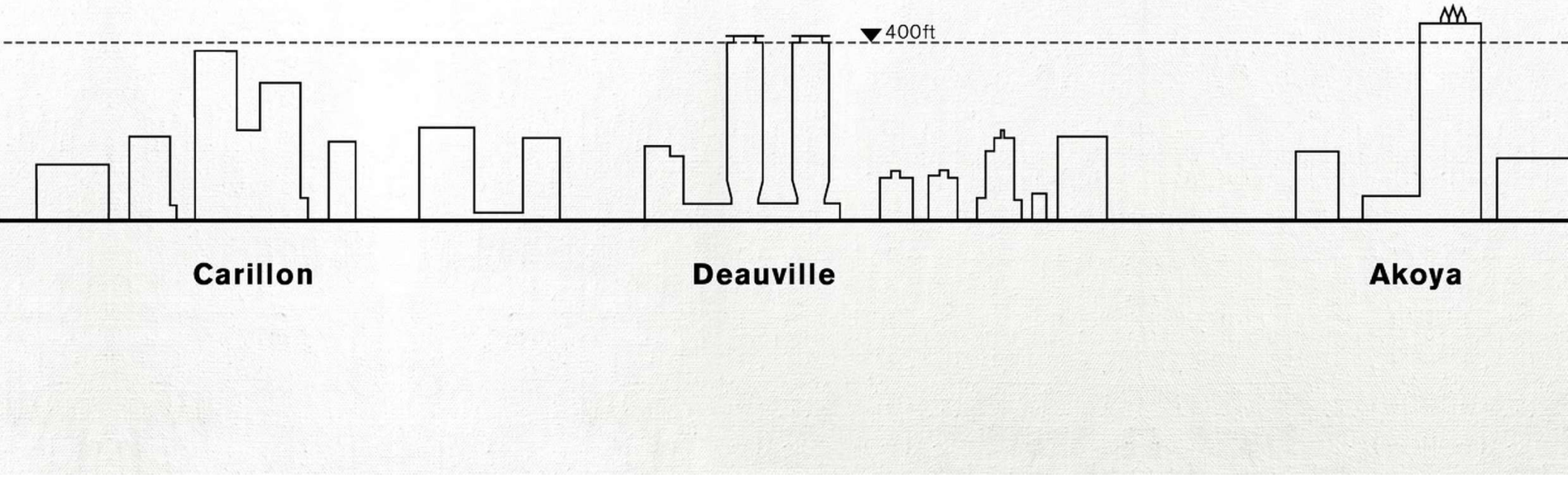
GREEN COURT

THE RESIDENCES

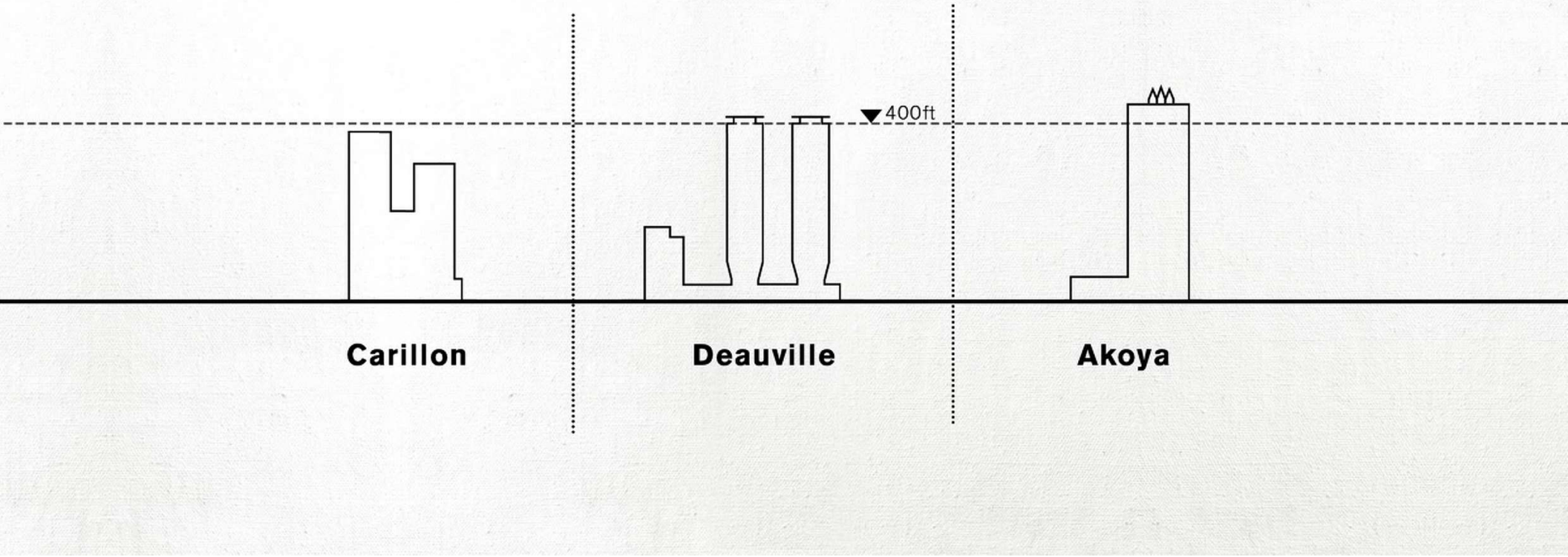
STRUCTURAL DIAGRAM



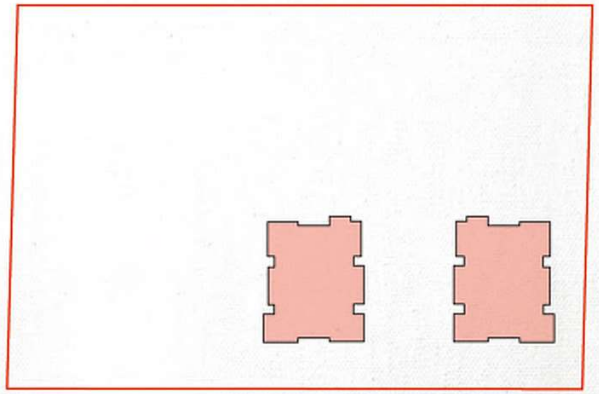
HEIGHT COMPARISON



HEIGHT COMPARISON

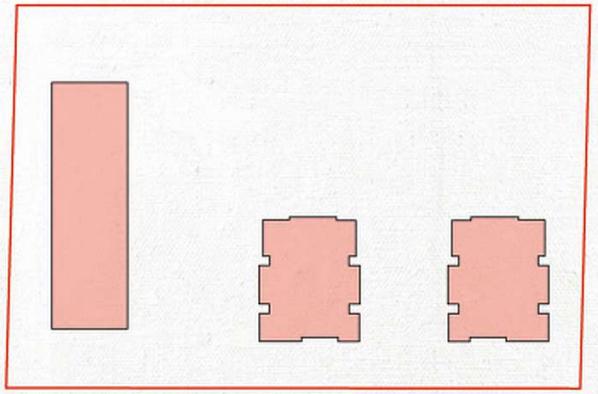


BUILDING COVERAGE



12%

Upper Tower Levels



23%

Mid Tower Levels

LEGISLATION

PROPOSED NORTH BEACH OCEANFRONT OVERLAY SUMMARY

- **Applies only to:** Existing Oceanfront lots within the North Beach Resort Historic District with a lot area greater than 140,000 square feet and a minimum width of 450 feet that are proposed to be developed with the partial reconstruction of a previously existing contributing building, as determined by the Historic Preservation Board

- **Floor Area Bonus System:** Allows 4.5 FAR for hotel reinterpretation and new residential towers + 166,460 SF bonus for partial reconstruction of pedestal

- **Height Bonus:** Allows 400 feet total height (200 feet bonus)

- **Setbacks:** Modified setbacks to allow partial reconstruction

- **Setback Encroachments:** Permits beach access pathways, enclosed loading area, balconies, and shade structures to encroach required setbacks

- **Parking:** Exempts partial reconstruction from parking requirement and allows administrative approval of mechanical parking

- **Resiliency and Adaption:** Requires project to be developed in accordance with flood plain requirements but exempts from other Resiliency code requirements that conflict with partial reconstruction.

FAR BONUS STRUCTURE – NOVEMBER 2024 VERSION

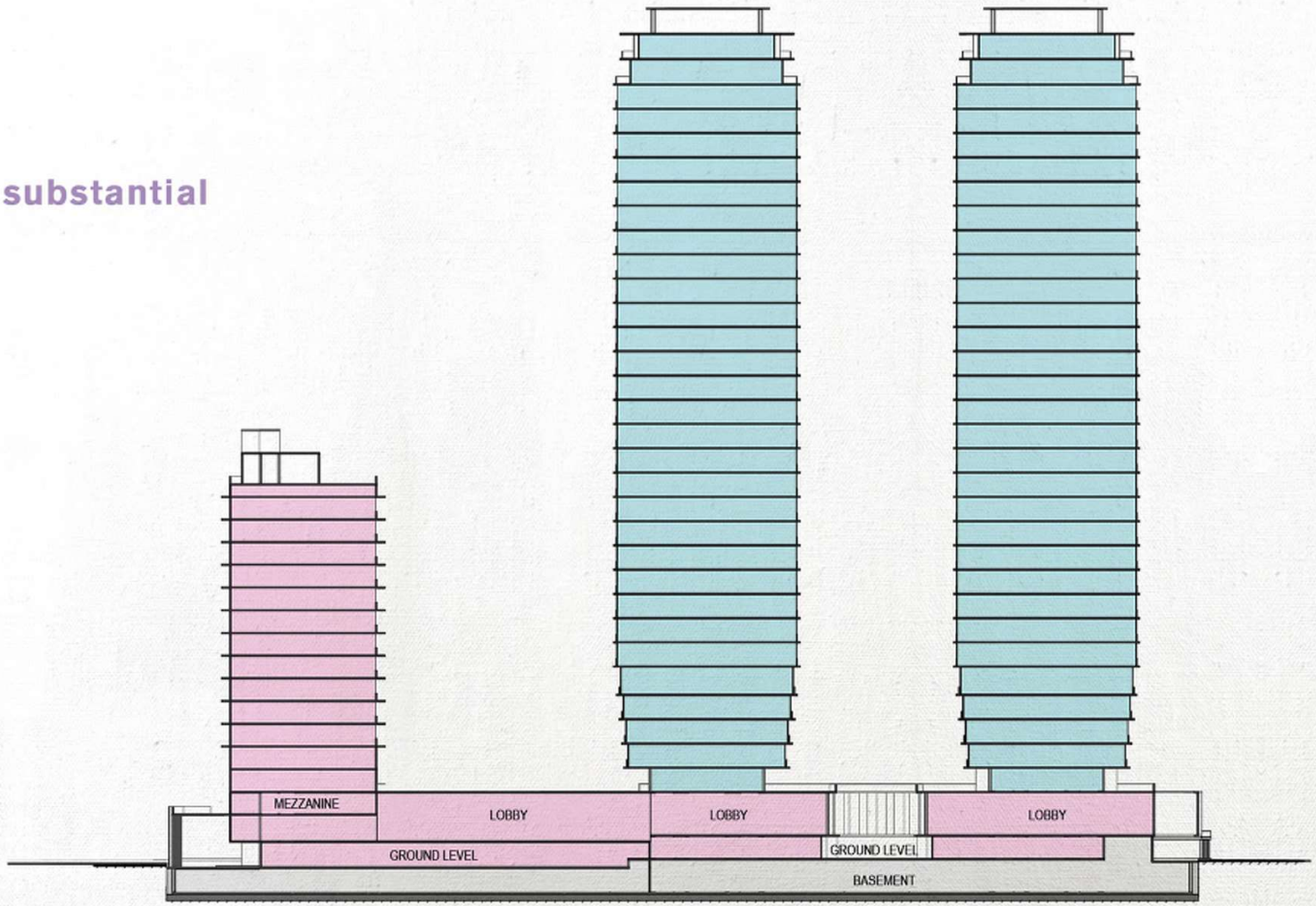
RM-3 BASE FAR = 3.0

Bonus Criteria	FAR Bonus	FAR Total
1) Property is developed with a **substantial reconstruction of Deauville** approved by HPB; AND 2) Density and hotel room counts limited to 75 units per acre and 280 rooms; AND 3) Short Term Rental of residences prohibited; AND 4) Public beach access path is provided; AND 5) Planning analysis is provided; AND 6) Building permit is obtained within 5 years	400,000 SF (~2.5 FAR)	Base FAR (3.0) + 400,000 SF Bonus (~2.5 FAR) = ~5.5 FAR = 915,750 SF

FAR BONUS STRUCTURE – NOVEMBER 2024 VERSION

Site Area FAR

Bonus Floor Area for substantial reconstruction



FAR BONUS STRUCTURE – FEBRUARY 2025 VERSION

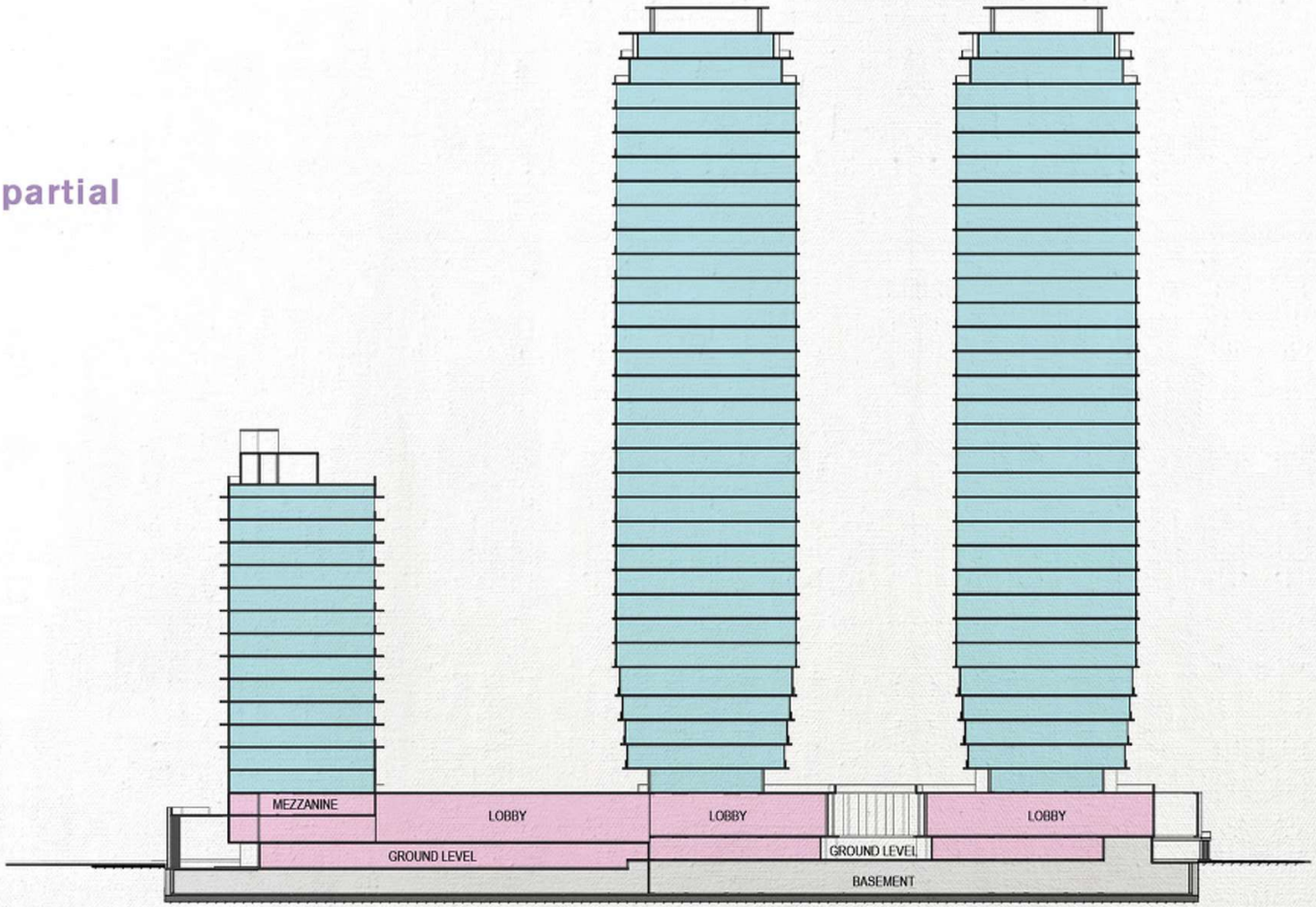
RM-3 BASE FAR = 3.0

Bonus Criteria	FAR Bonus	FAR Total
Limit density to 75 units per acre	+ 0.25	3.25
Limit hotel unit count to 280 rooms	+0.25	3.50
Prohibit Short Term Rentals	+0.50	4.0
Provide pedestrian paths for public beach access on north and south sides of property	+0.50	4.5
Partially reconstruct pedestal of Deauville	+166,500 SF (1.0 FAR)	**~5.5 FAR = 915,750 SF**

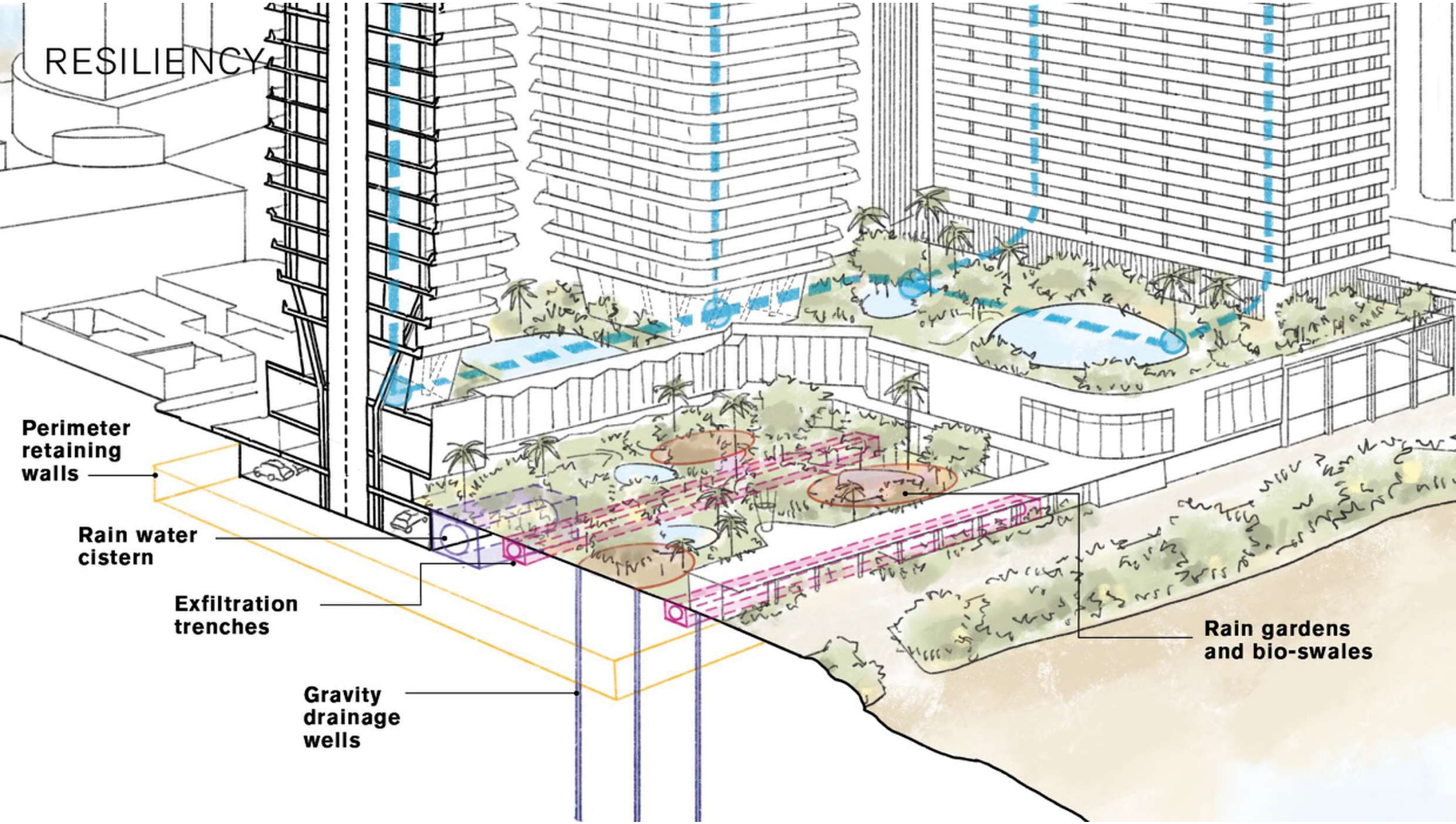
FAR BONUS STRUCTURE – FEBRUARY 2025 VERSION

Site Area FAR

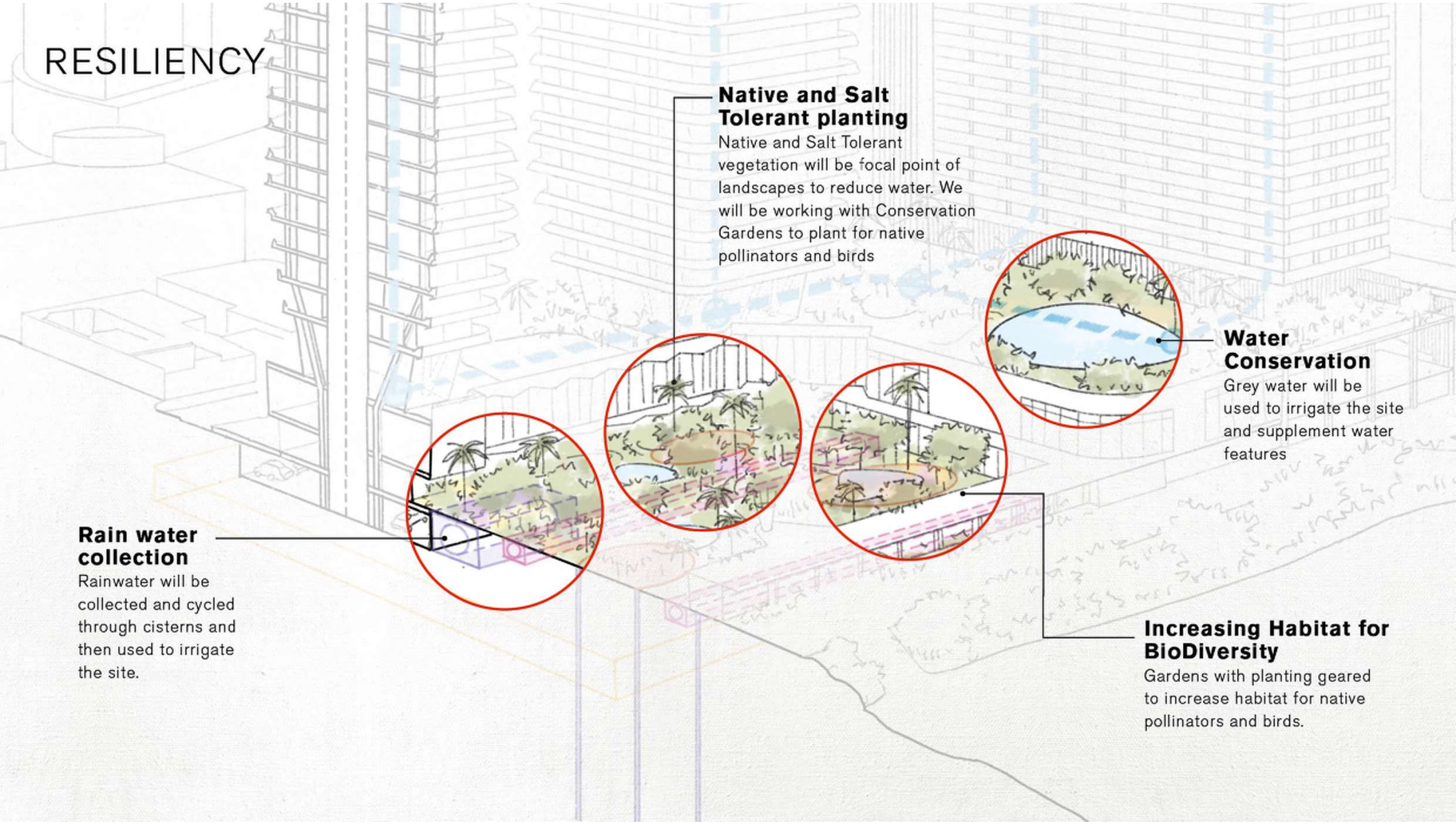
Bonus Floor Area for partial reconstruction



RESILIENCY, VEHICULAR ACCESS AND TRAFFIC


RESILIENCY
Perimeter retaining walls
Rain water cistern
Exfiltration trenches
Gravity drainage wells
Rain gardens and bio-swales

RESILIENCY

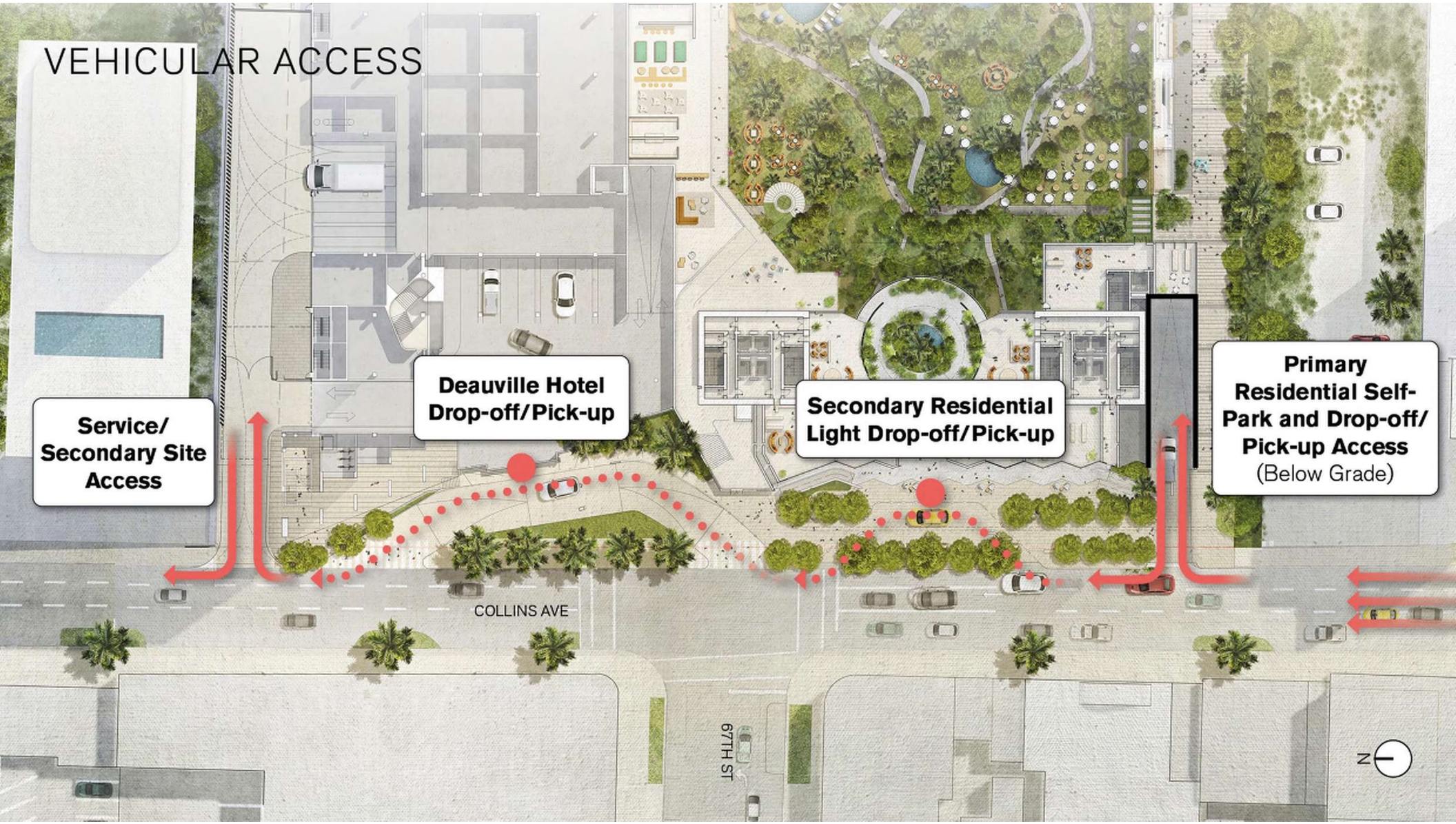


Native and Salt Tolerant planting
Native and Salt Tolerant vegetation will be focal point of landscapes to reduce water. We will be working with Conservation Gardens to plant for native pollinators and birds

Water Conservation
Grey water will be used to irrigate the site and supplement water features

Rain water collection
Rainwater will be collected and cycled through cisterns and then used to irrigate the site.

Increasing Habitat for BioDiversity
Gardens with planting geared to increase habitat for native pollinators and birds.


VEHICULAR ACCESS
Service/ Secondary Site Access
Deauville Hotel Drop-off/Pick-up
Secondary Residential Light Drop-off/Pick-up
Primary Residential Self-Park and Drop-off/ Pick-up Access (Below Grade)
COLLINS AVE
67TH ST
N

BELOW GRADE DROP-OFF

BELOW GRADE DROP-OFF

6625 INDIAN CREEK PARKING GARAGE

TRAFFIC REDUCTION

HISTORIC

576 rooms
(including accessory uses)

PROPOSED

280 rooms
140 residential units
(including accessory uses)

TARGET

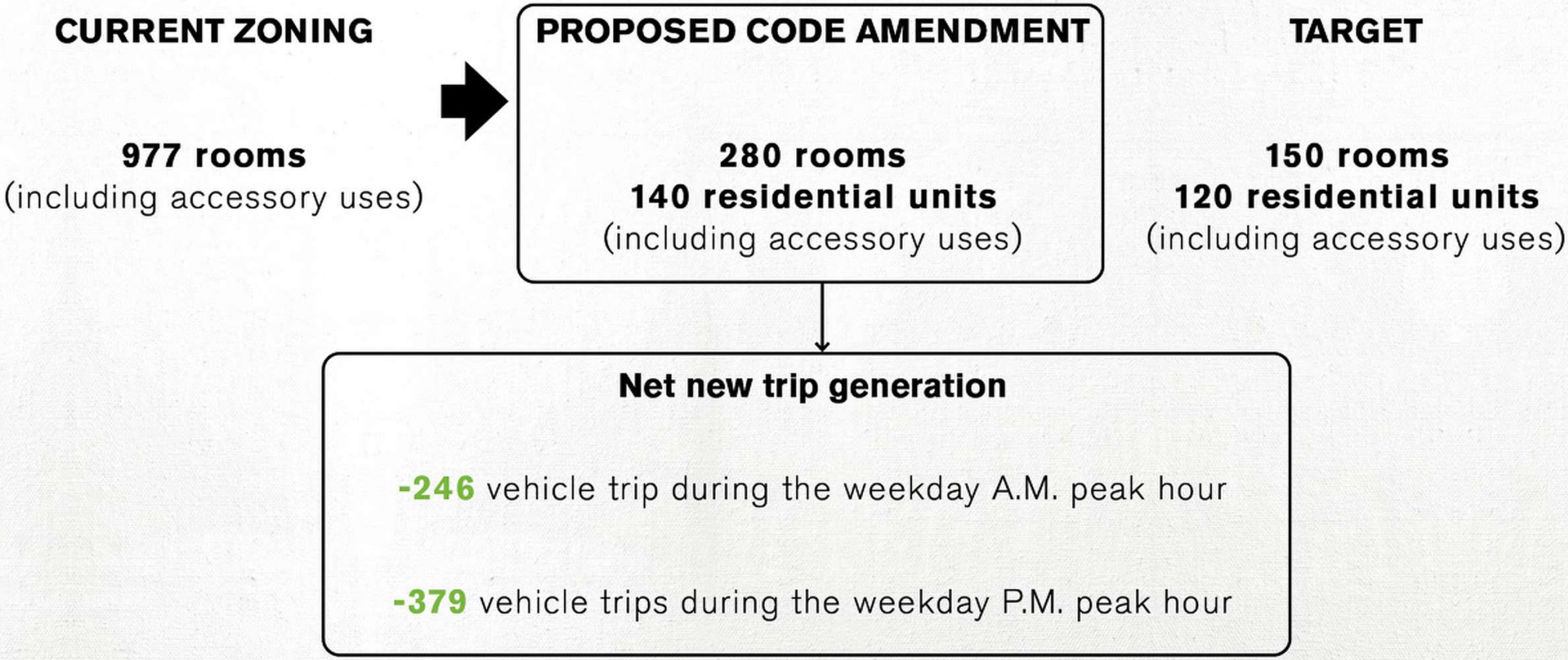
150 rooms
120 residential units
(including accessory uses)

Net new trip generation

-81 vehicle trip during the weekday A.M. peak hour

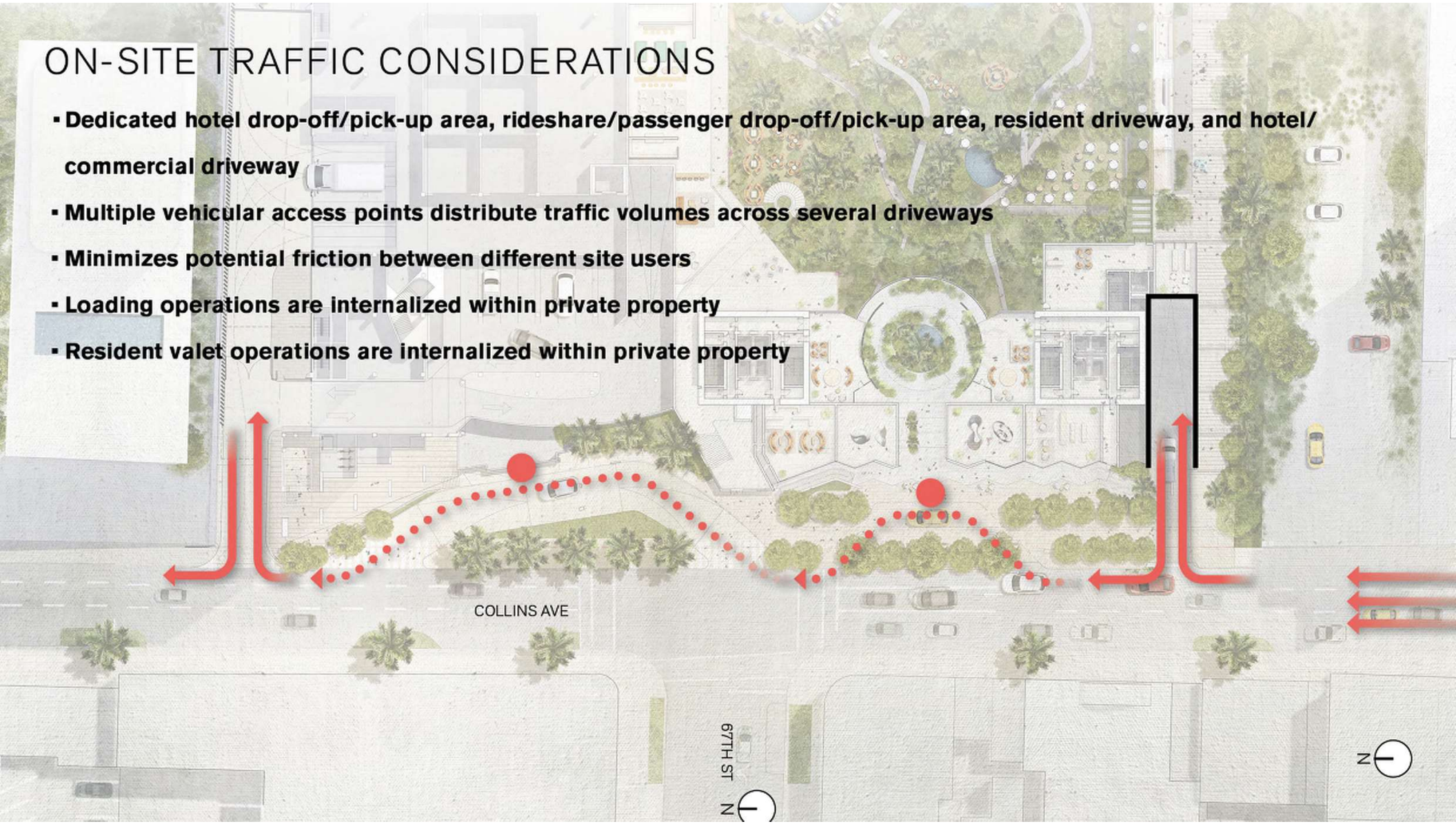
-134 vehicle trips during the weekday P.M. peak hour

TRAFFIC REDUCTION



ON-SITE TRAFFIC CONSIDERATIONS

- **Dedicated hotel drop-off/pick-up area, rideshare/passenger drop-off/pick-up area, resident driveway, and hotel/ commercial driveway**
- **Multiple vehicular access points distribute traffic volumes across several driveways**
- **Minimizes potential friction between different site users**
- **Loading operations are internalized within private property**
- **Resident valet operations are internalized within private property**



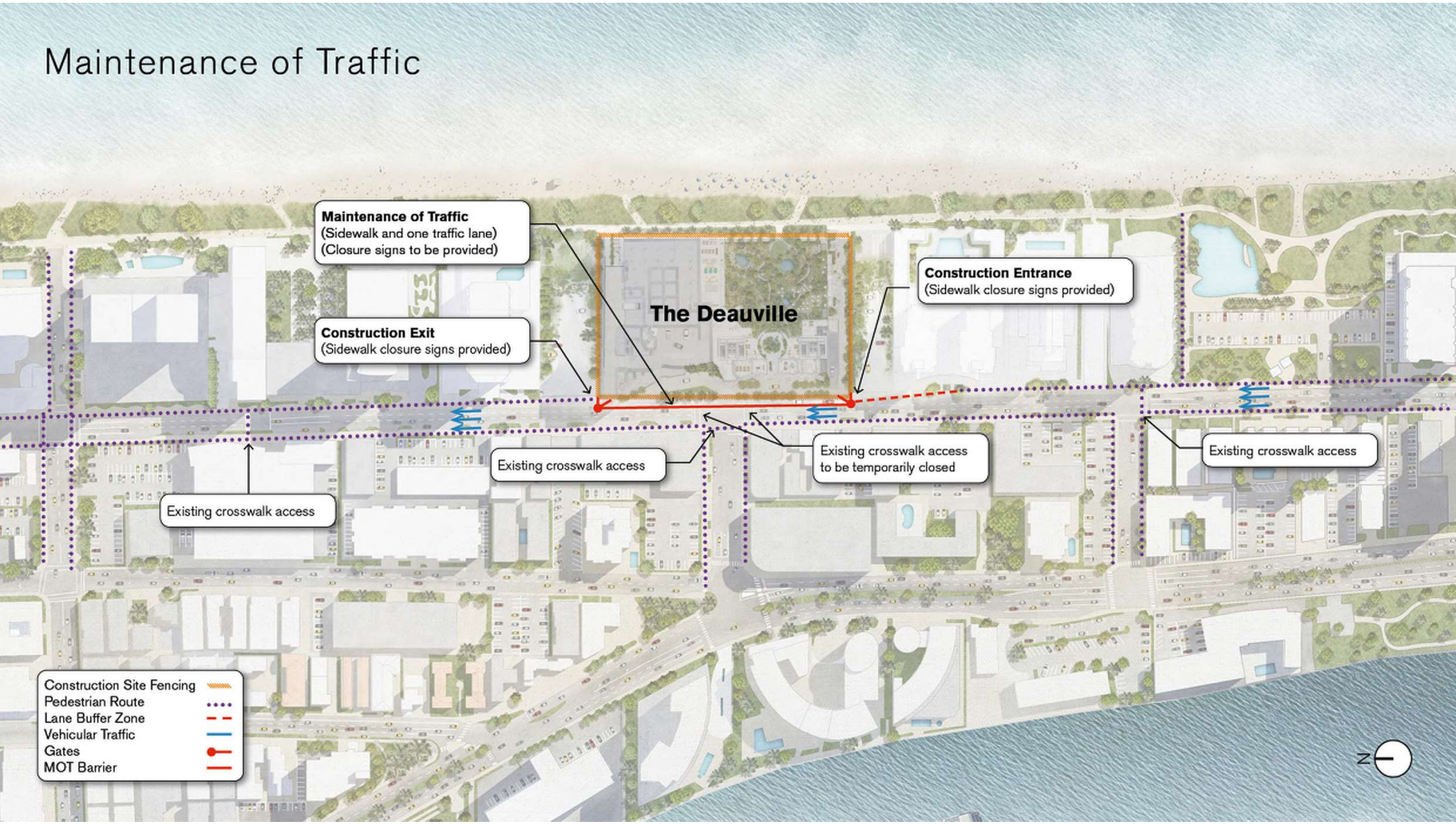
OFF-SITE TRAFFIC IMPROVEMENTS

- **As part of the preparation of the traffic study, the need for roadway/intersection improvements will be evaluated.**

  If necessary, these improvements could include, but are not limited to:

  - Traffic signal timing optimization
  - Traffic signal phasing modification
  - Intersection laneage reconfiguration
  - Additional dedicated turn lanes
  - Pedestrian crosswalk enhancements

Maintenance of Traffic



APPENDIX

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
  - o Reduced Water Consumption
  - o Reduced Sanitary Sewer Demand
  - o Reduced Solid Waste Generation
  - o Reduced Student Population
  - o 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).

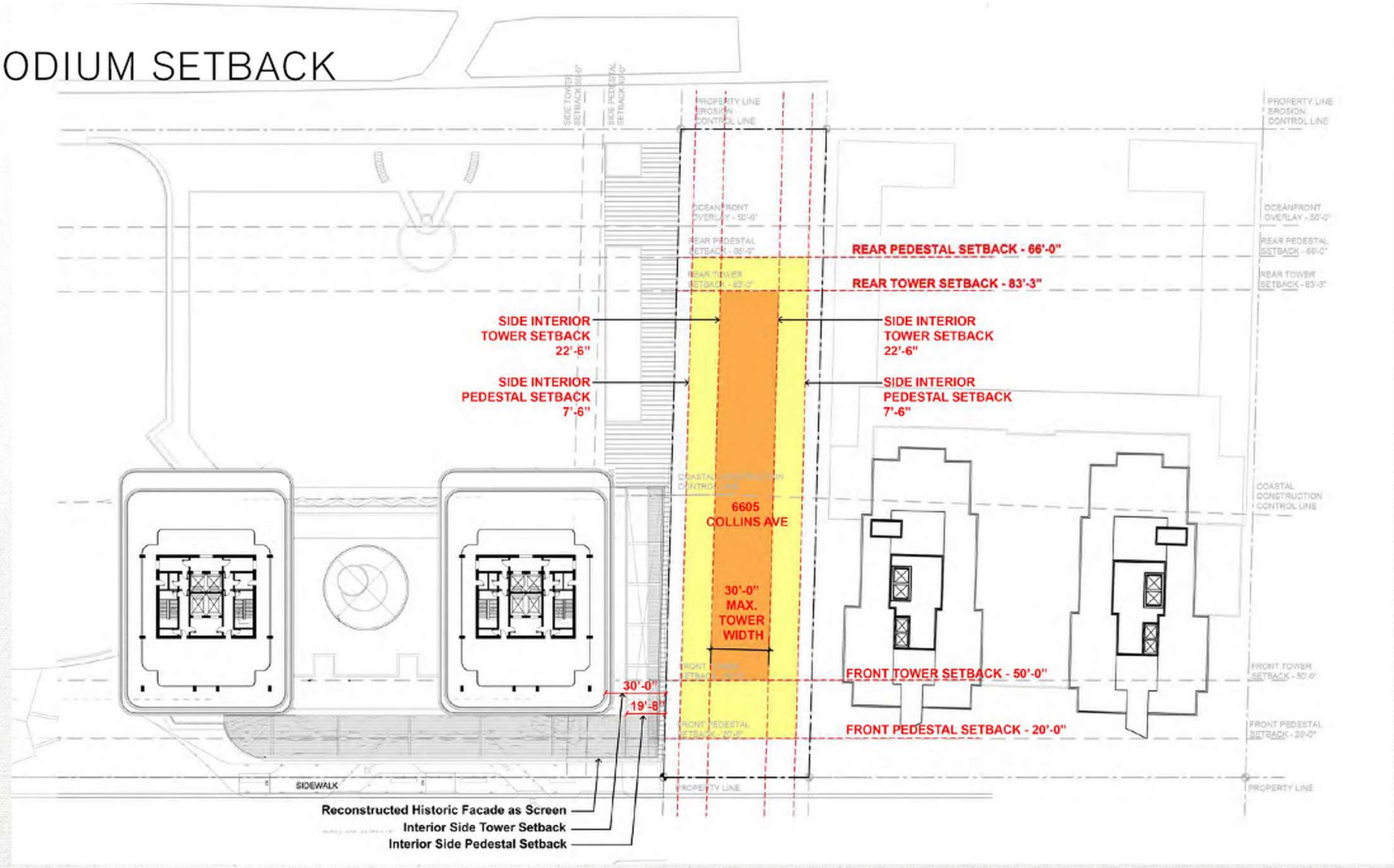
IMPACT ANALYSES

Category	2024 Initial	2030 Stabilized	2030 NPV 5.00%	2050 CRA Sunset	2050 NPV 5.00%	2121 99th Year	2121 NPV 5.00%
City Revenues							
- City Ad Valorem Tax	$ 422,886	$ 4,248,288	$ 3,267,914	$ 25,821,646	$ 11,226,803	$ 548,716,846	$ 93,797,751
- CRA Revenue (City)	$ -	$ 3,740,390	$ 2,877,223	$ 26,801,272	$ 11,652,727	$ -	$ -
- Resort Tax	$ -	$ 479,160	$ 368,585	$ 865,416	$ 376,268	$ -	$ -
- Taxable Value	$ 72,261,000	$ 725,930,003	$ 558,407,695	$ 4,412,297,282	$ 1,918,390,122	$ 93,762,490,292	$ 16,027,776,118
County Revenues							
- County Tax	$ 330,522	$ 3,320,404	$ 2,554,157	$ 20,181,848	$ 8,774,716	$ 428,869,631	$ 73,311,048
- Local Option Sales Tax	-	$ 165,315	$ 127,166	$ 298,578	$ 129,816	$ -	$ -
- Convention Development Tax	-	$ 479,160	$ 368,585	$ 865,416	$ 376,268	$ -	$ -
Other Revenues							
- Schools Tax	$ 467,384	$ 4,695,315	$ 3,611,781	$ 28,538,739	$ 12,408,147	$ 606,455,787	$ 103,667,656
- Children's Trust Tax	$ 36,131	$ 362,965	$ 279,204	$ 2,206,149	$ 959,195	$ 46,881,245	$ 8,013,888
- State Sales Tax	-	$ 991,892	$ 762,994	$ 1,791,467	$ 778,899	$ -	$ -

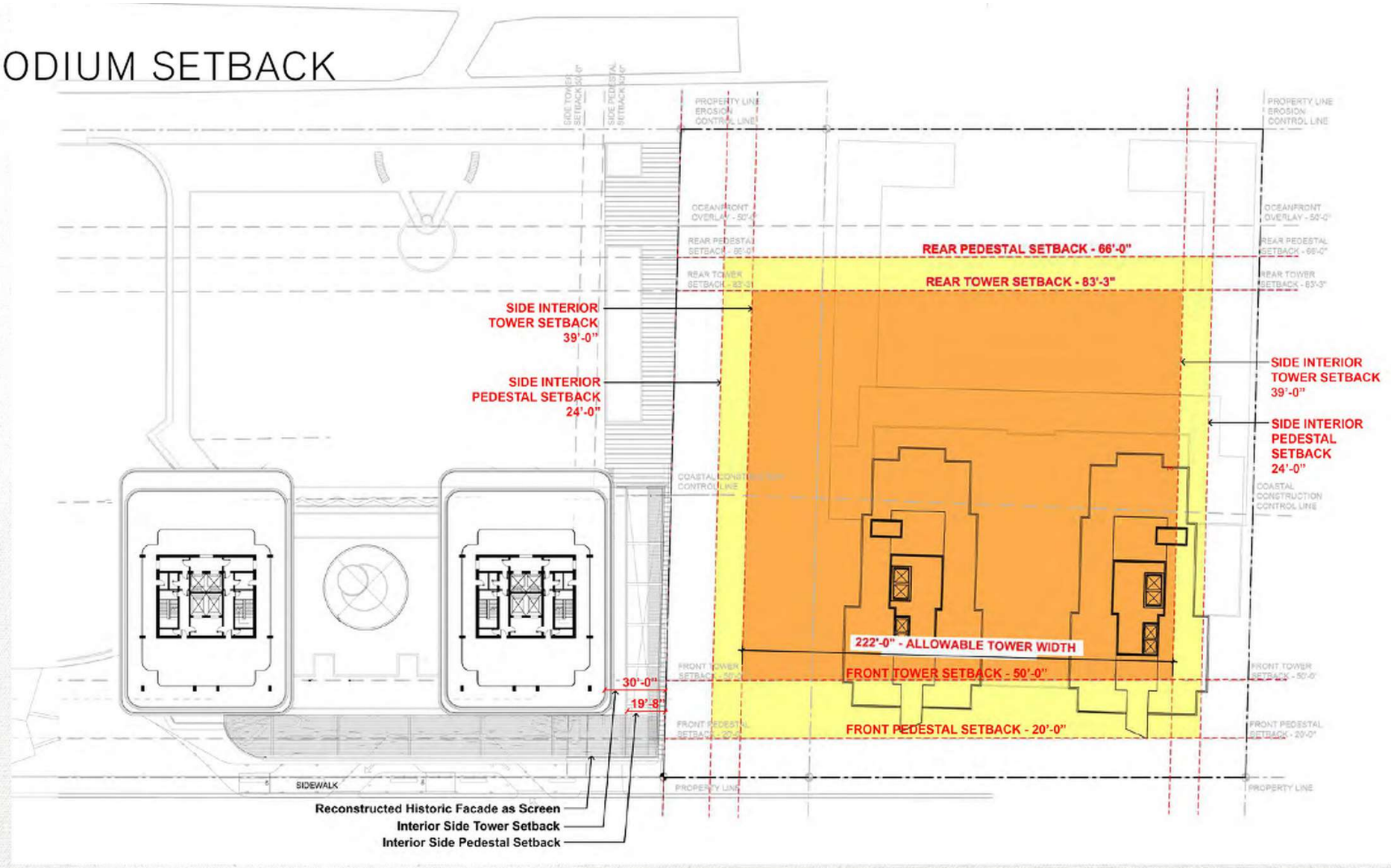
PODIUM SOUTH SETBACK

Deauville

PODIUM SETBACK



PODIUM SETBACK



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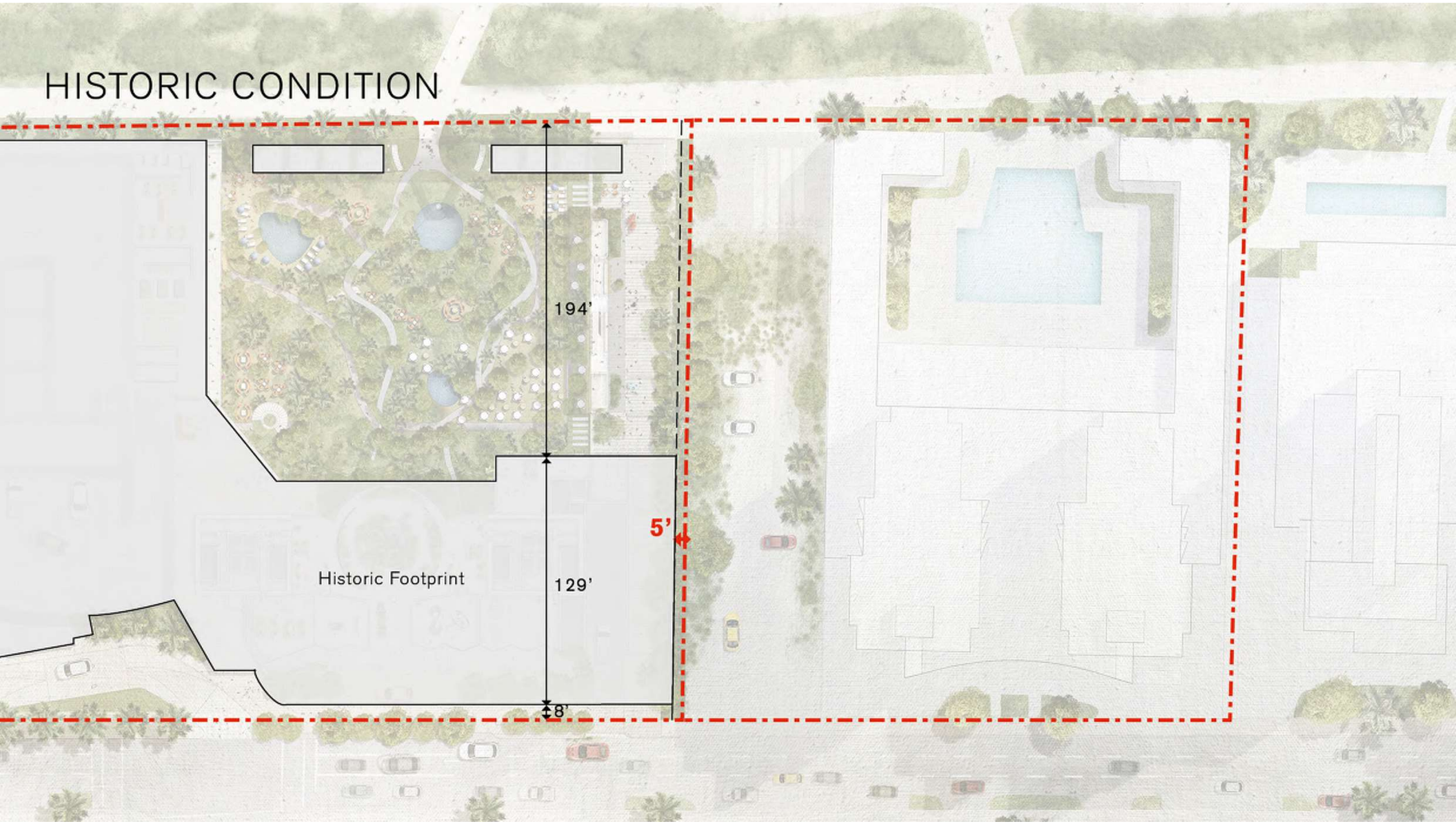
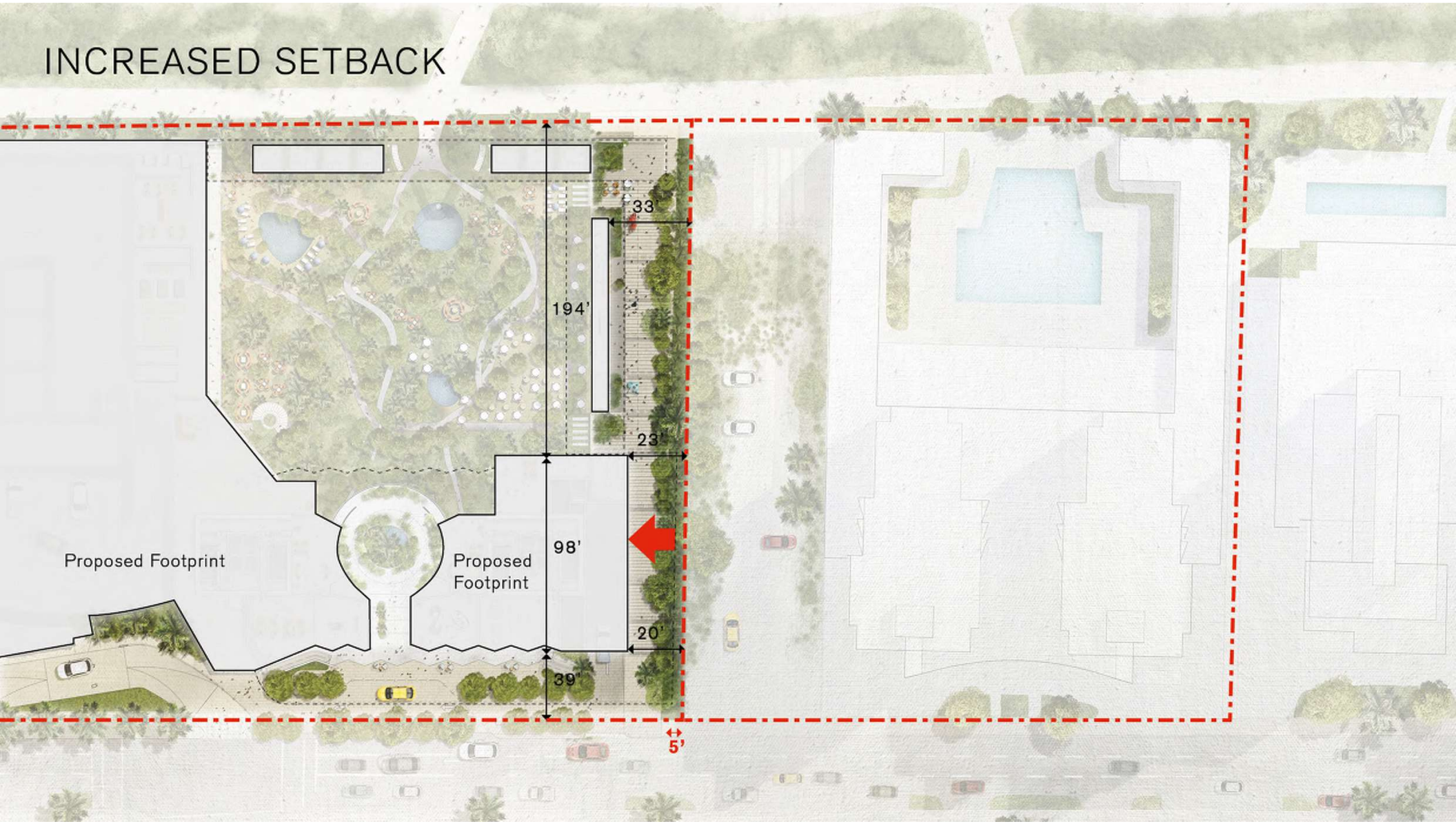
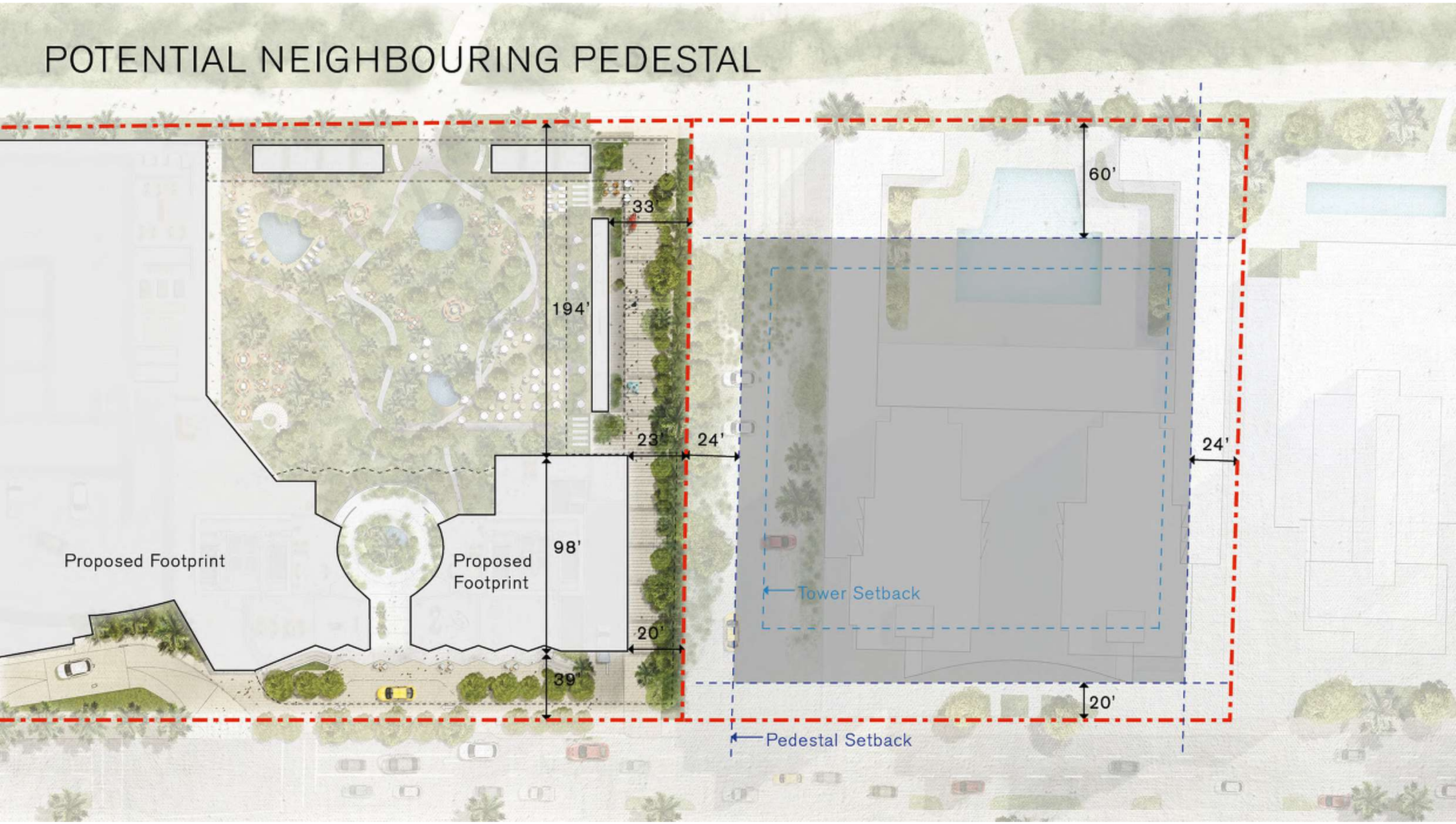


INCREASED SETBACK



POTENTIAL NEIGHBOURING PEDESTAL



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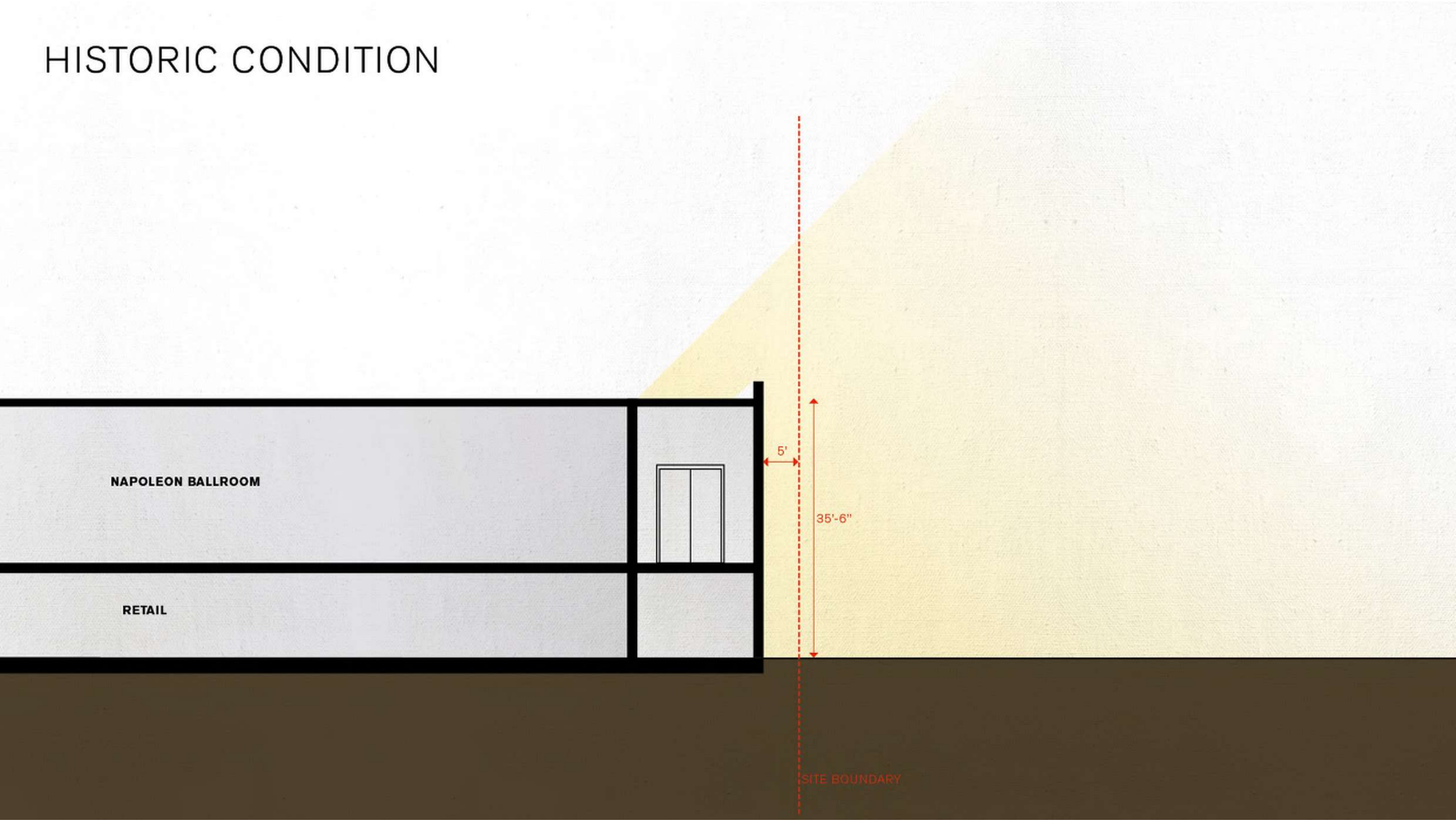
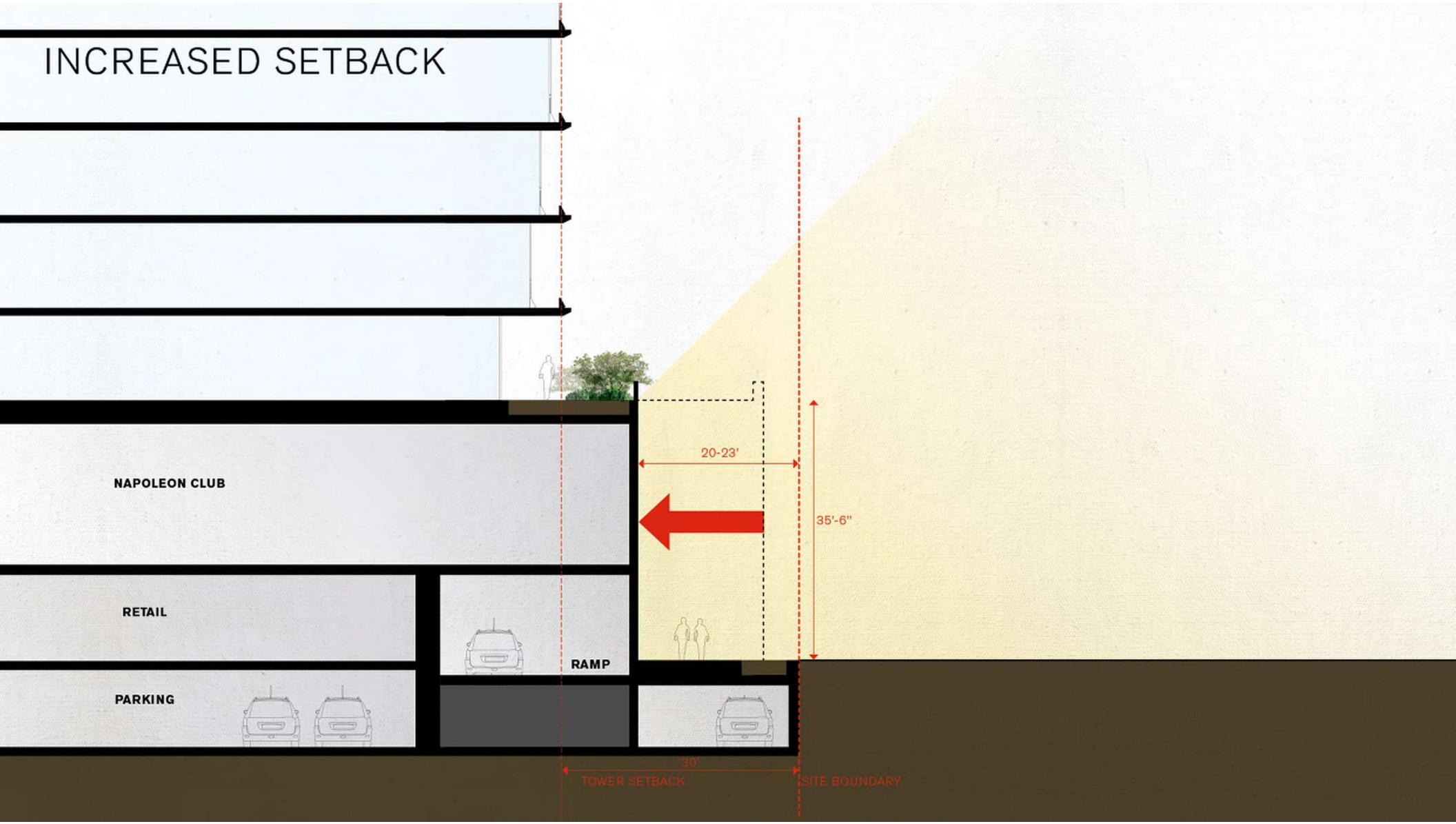
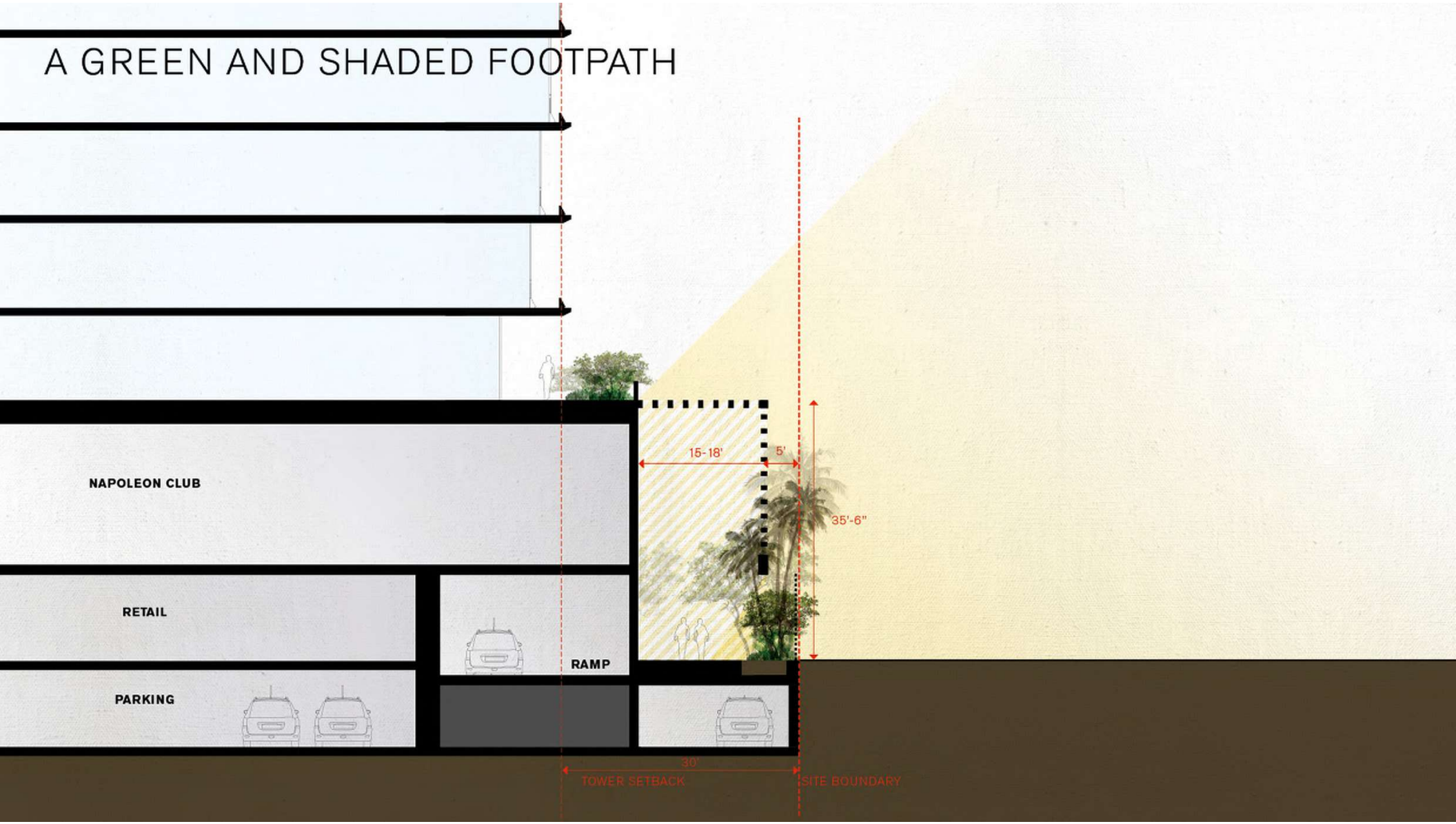
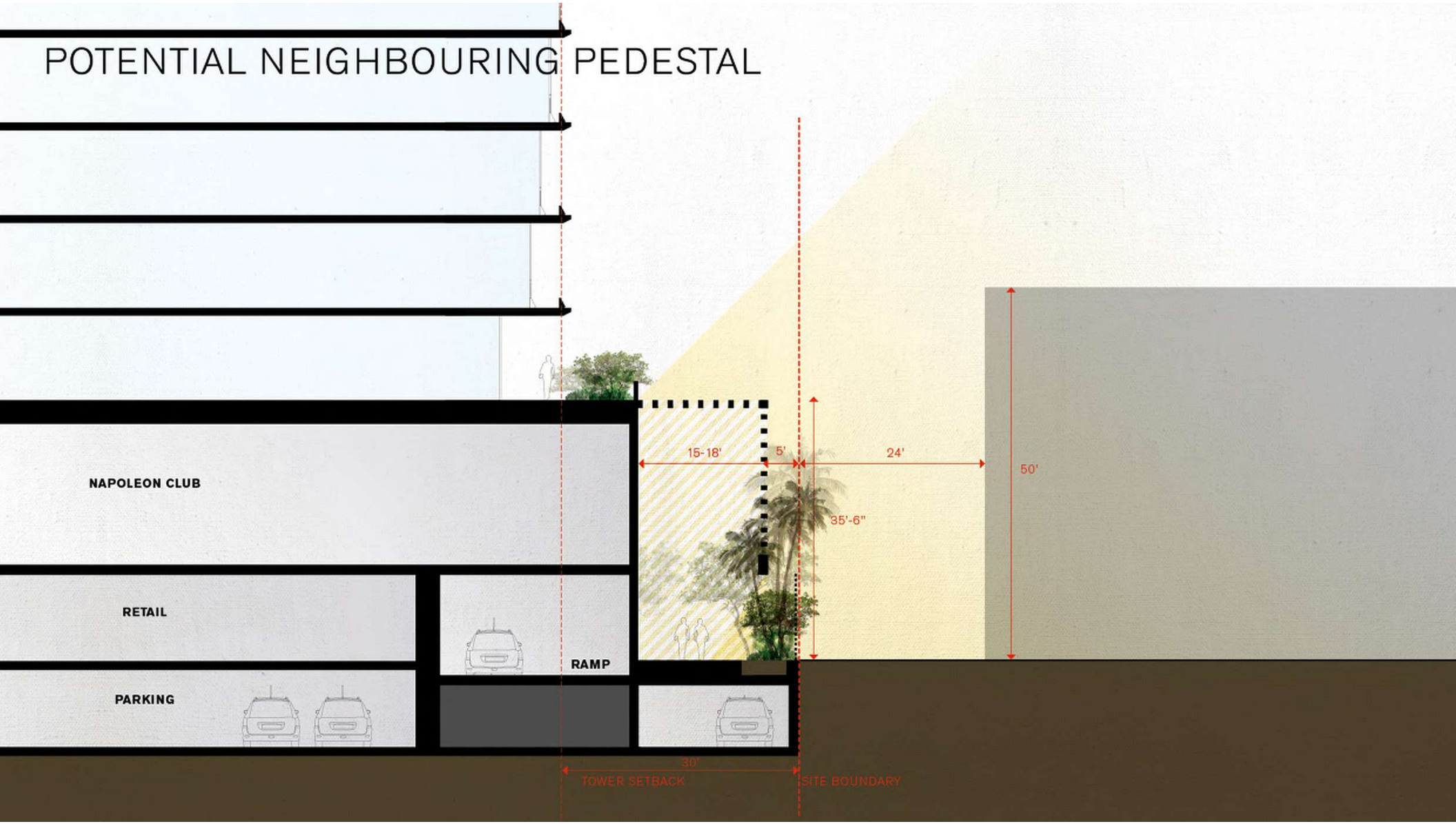



INCREASED SETBACK
NAPOLEON CLUB
RETAIL
PARKING
RAMP
20-23'
35'-6"
30'
TOWER SETBACK
SITE BOUNDARY

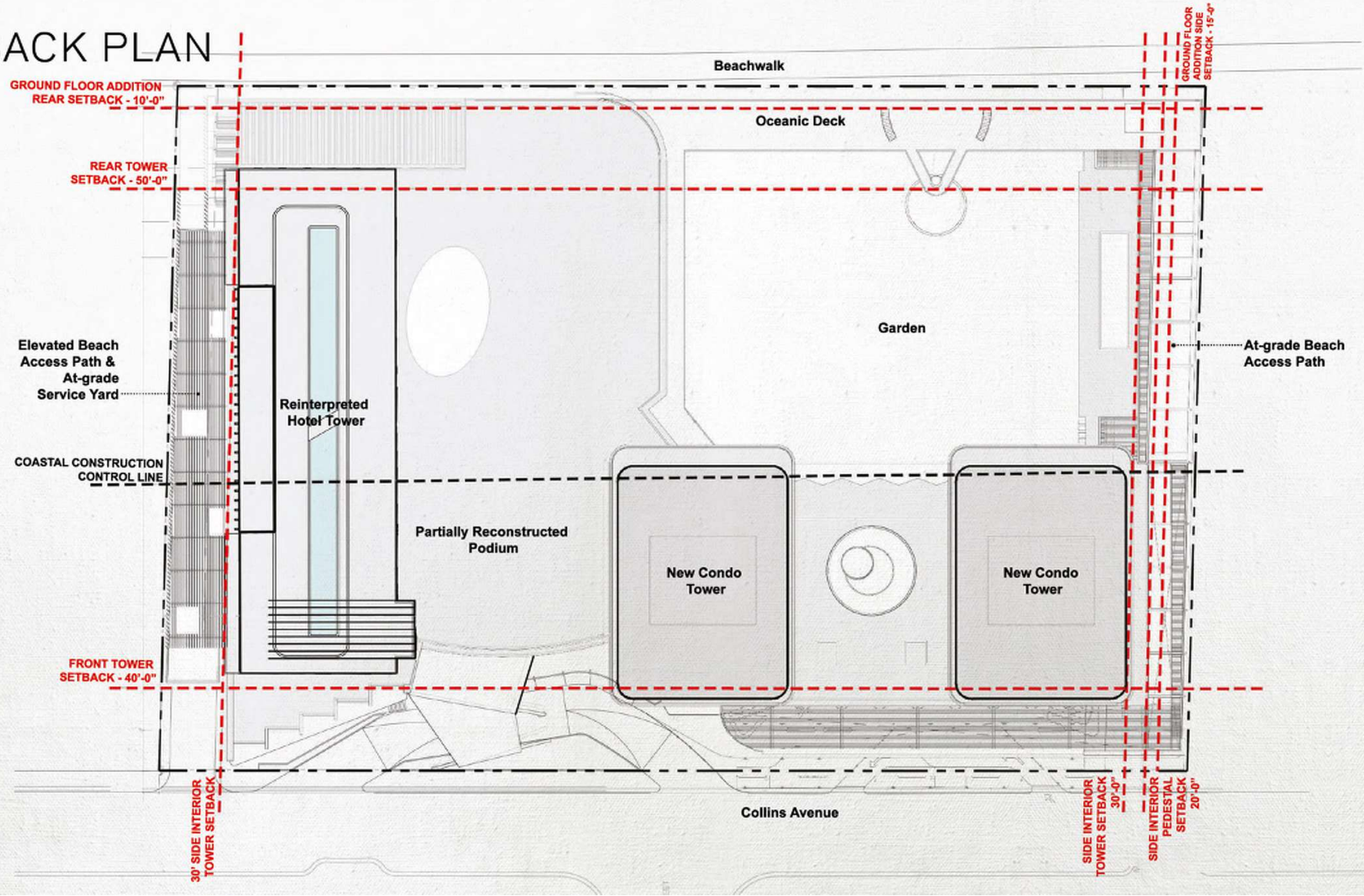
A GREEN AND SHADED FOOTPATH




POTENTIAL NEIGHBOURING PEDESTAL
NAPOLEON CLUB
RETAIL
PARKING
RAMP
15-18'
5'
24'
50'
35'-6"
30'
TOWER SETBACK
SITE BOUNDARY

SETBACK PLAN

SETBACK PLAN



Terra
Foster + Partners
Shulman +
Associates
odp