

The Deauville

PB24-0708 and PB24-0693 – November 26, 2024
Planning Board Meeting



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.



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

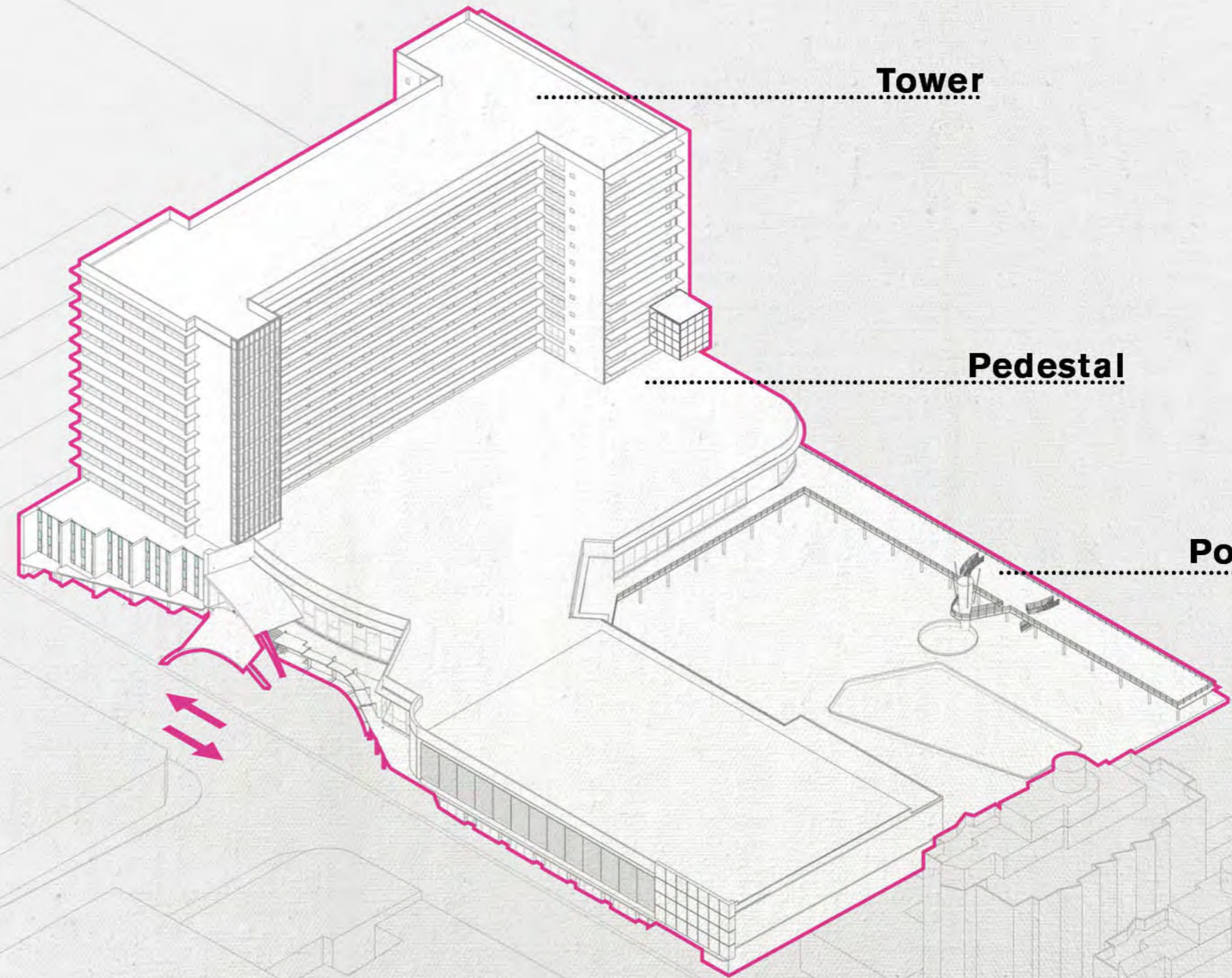
1956
DEMOLITION OF
MACFADDEN-DEAUVILLE

1957
DEAUVILLE BEACH RESORT
MELVIN GROSSMAN,
ARCHITECT

2017
THE DEAUVILLE CLOSES

2022
DEMOLITION

2024
DEAUVILLE REDEVELOPMENT
PROJECT PROPOSED



Tower

Pedestal

Pool Deck/Garden







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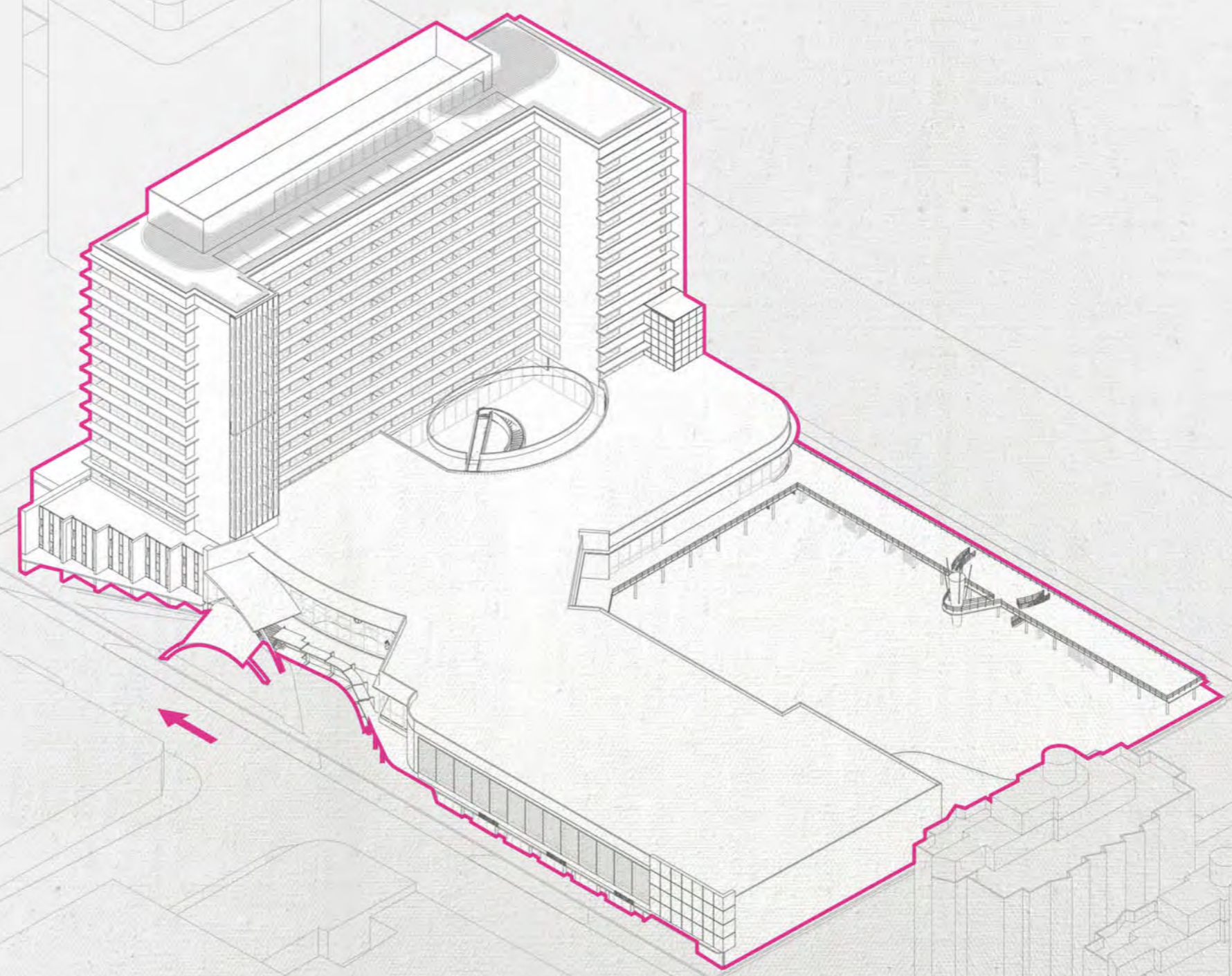
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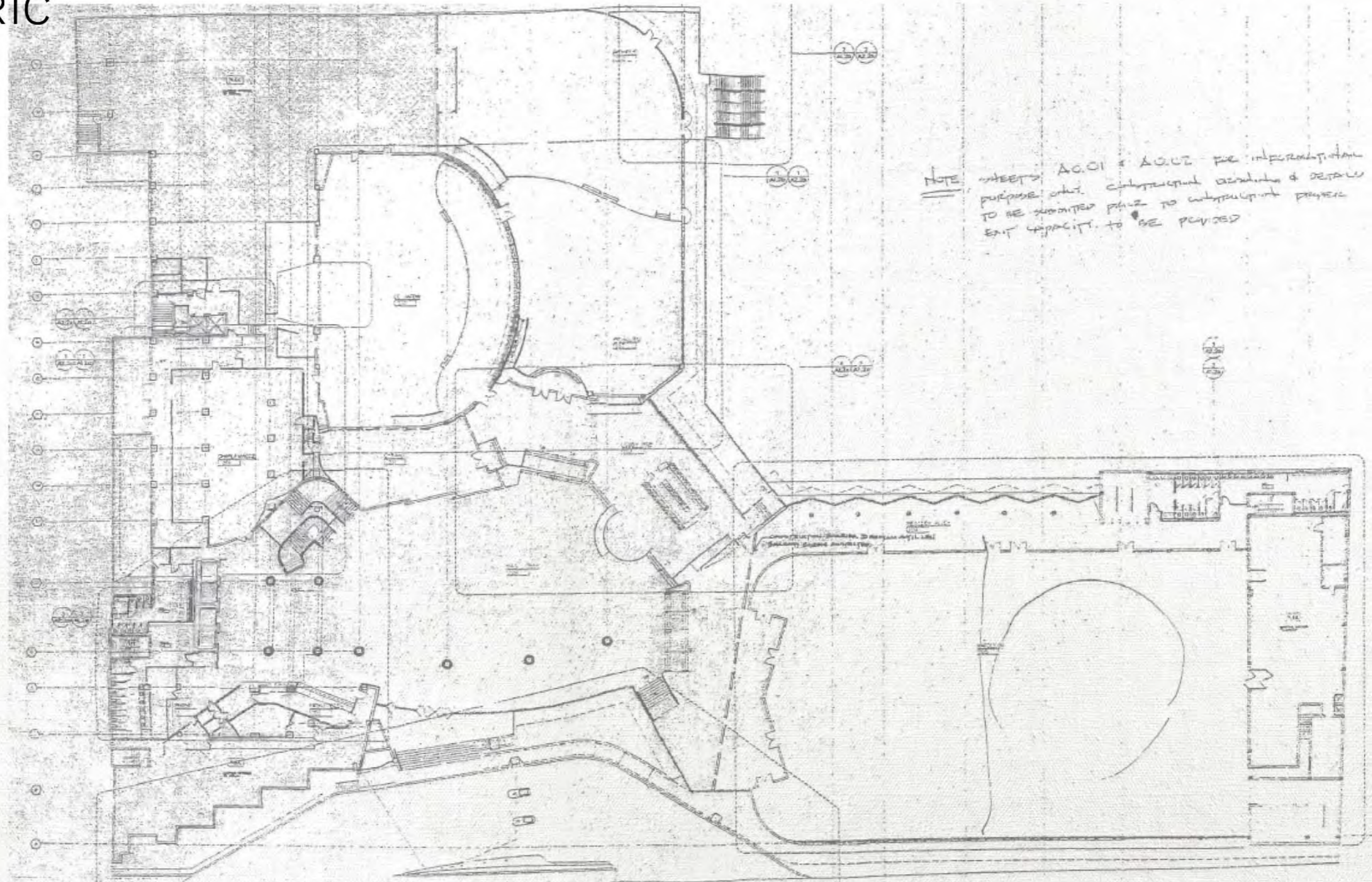
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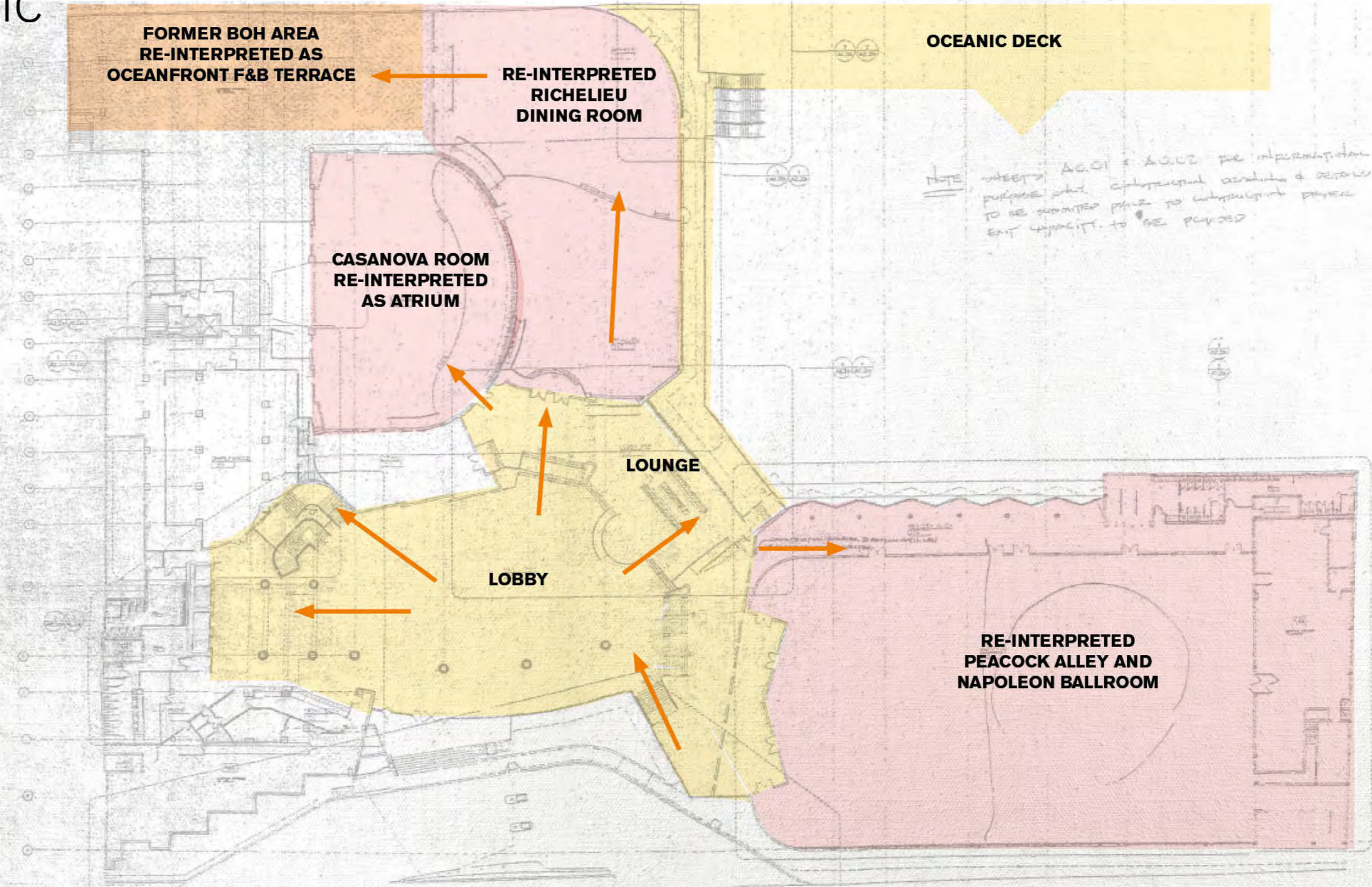




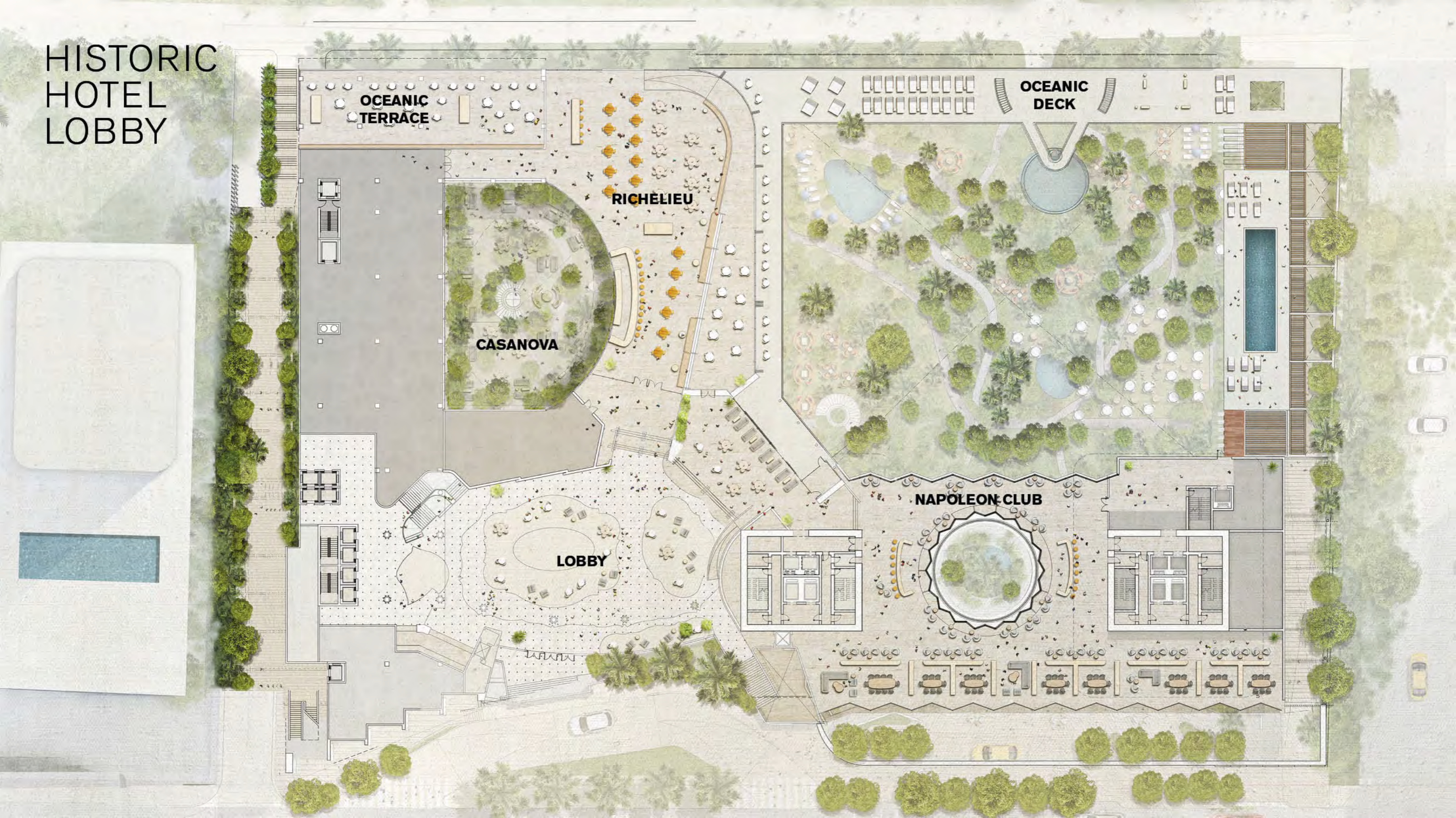
HISTORIC HOTEL LOBBY



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HISTORIC
HOTEL
LOBBY



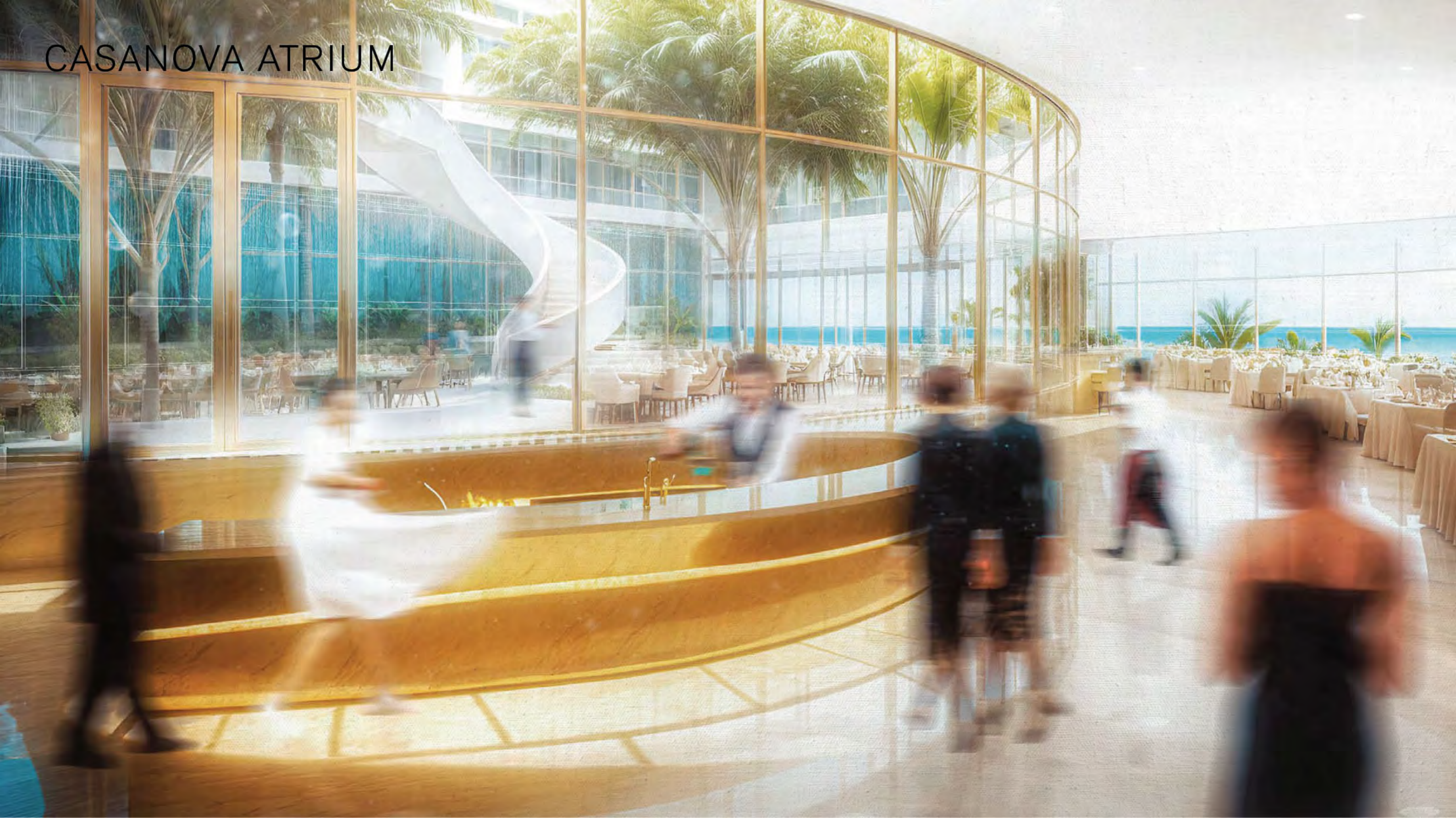
COLLINS AVE. ENTRANCE TO MAIN LOBBY



DEAUVILLE LOBBY



CASANOVA ATRIUM



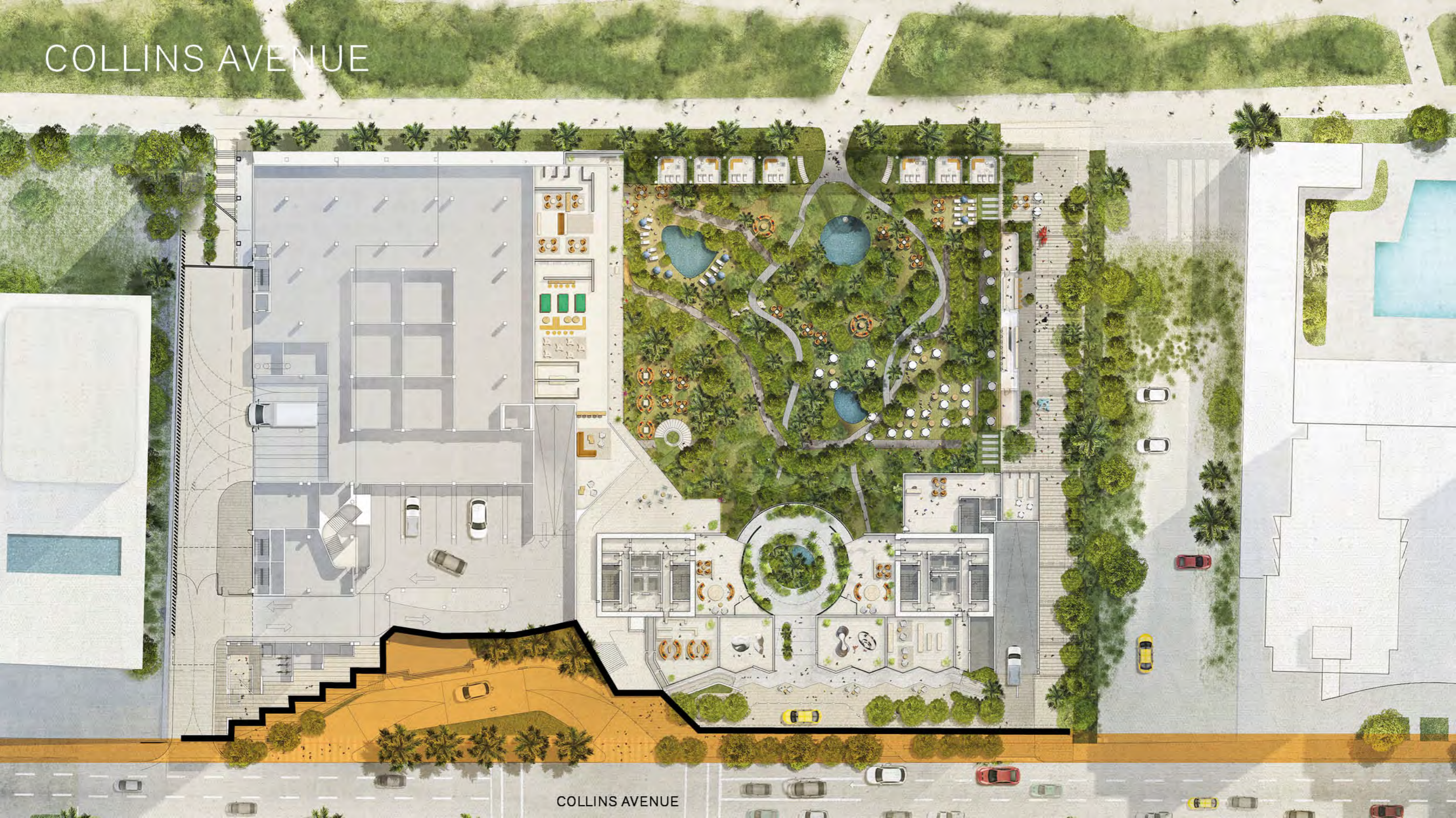
PEACOCK ALLEY



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



THE
DEAUVILLE
WALK

XAVIER CORTADA

FURVIS YOUNG

DEAUVILLE SOUTH BEACH WALK

DEAUVILLE WALK



DEAUVILLE SOUTH BEACH WALK

ARRIVAL FROM COLLINS AVENUE

THE DEAUVILLE WALK



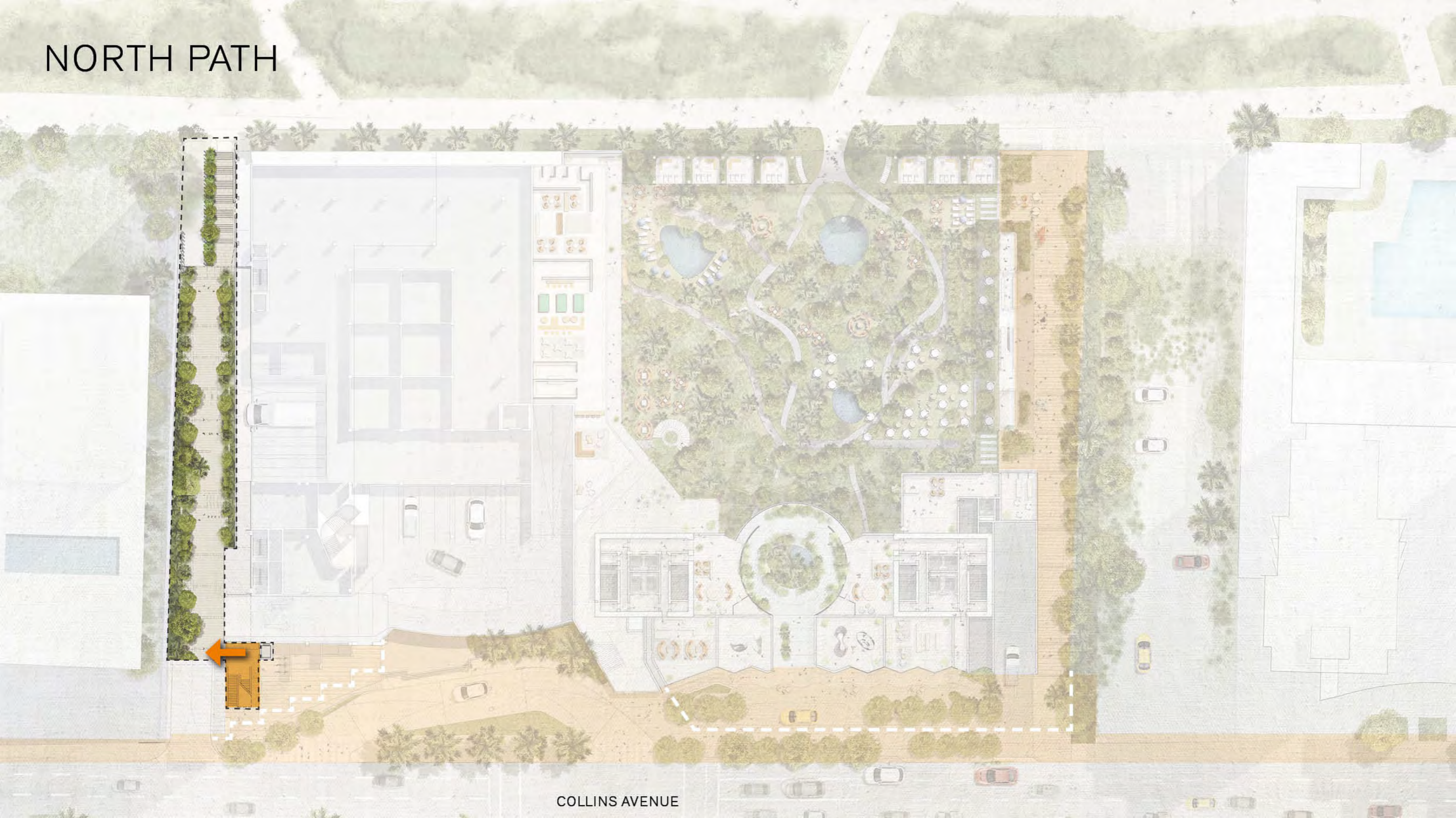
NORTH PATH



COLLINS AVENUE



NORTH PATH



COLLINS AVENUE

DEAUVILLE NORTH BEACH WALK



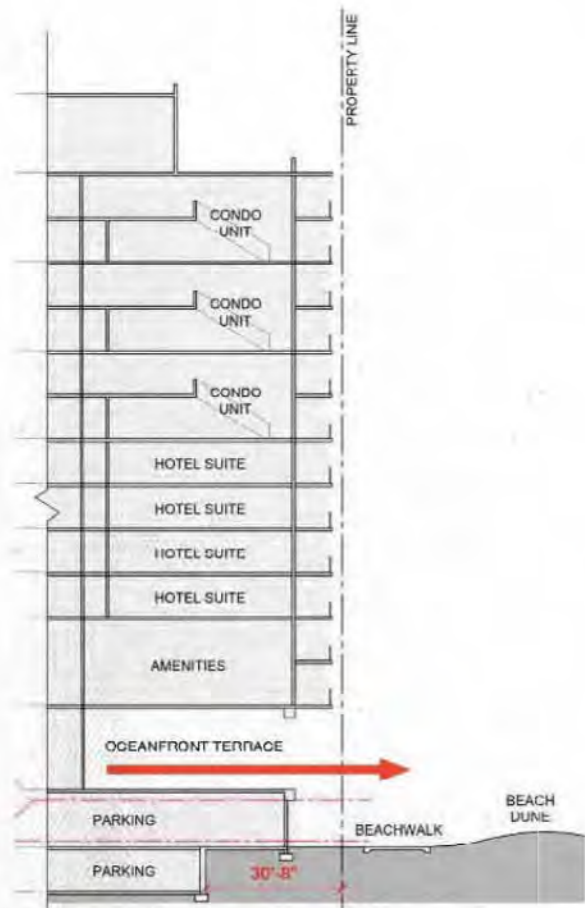
NORTH PATH



COLLINS AVENUE

DEAUVILLE NORTH BEACH WALK

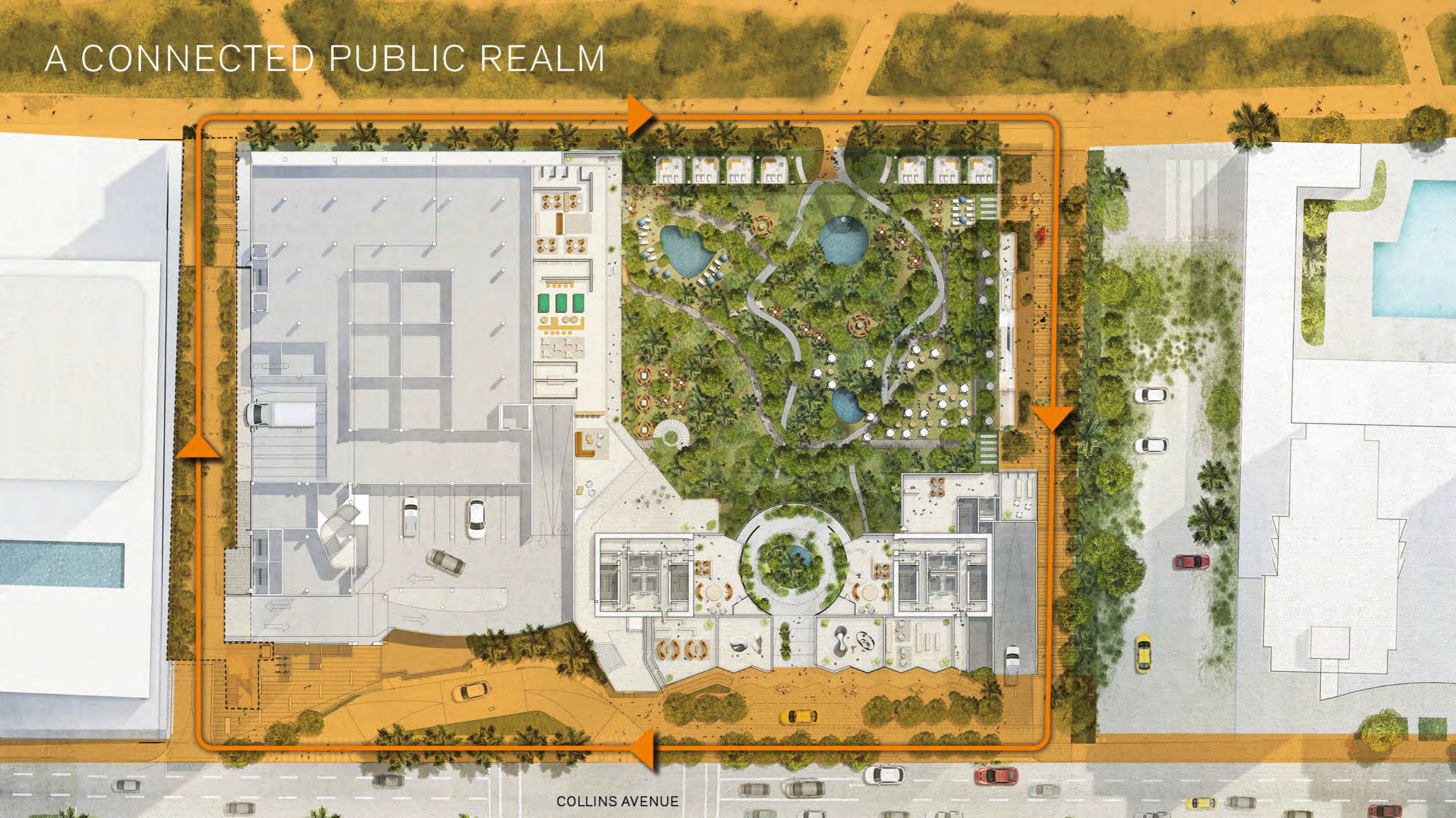




BEACH WALK

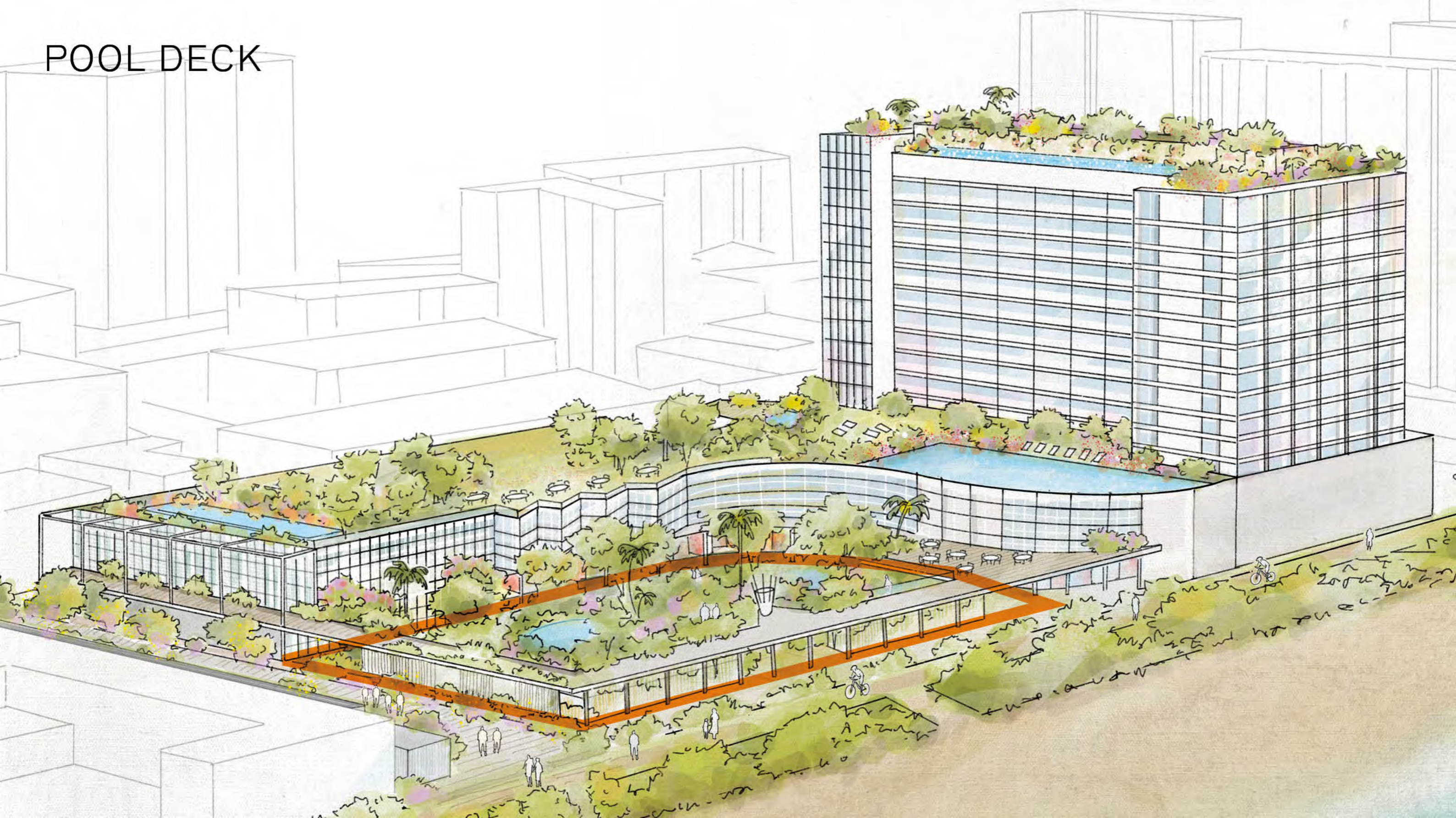


A CONNECTED PUBLIC REALM

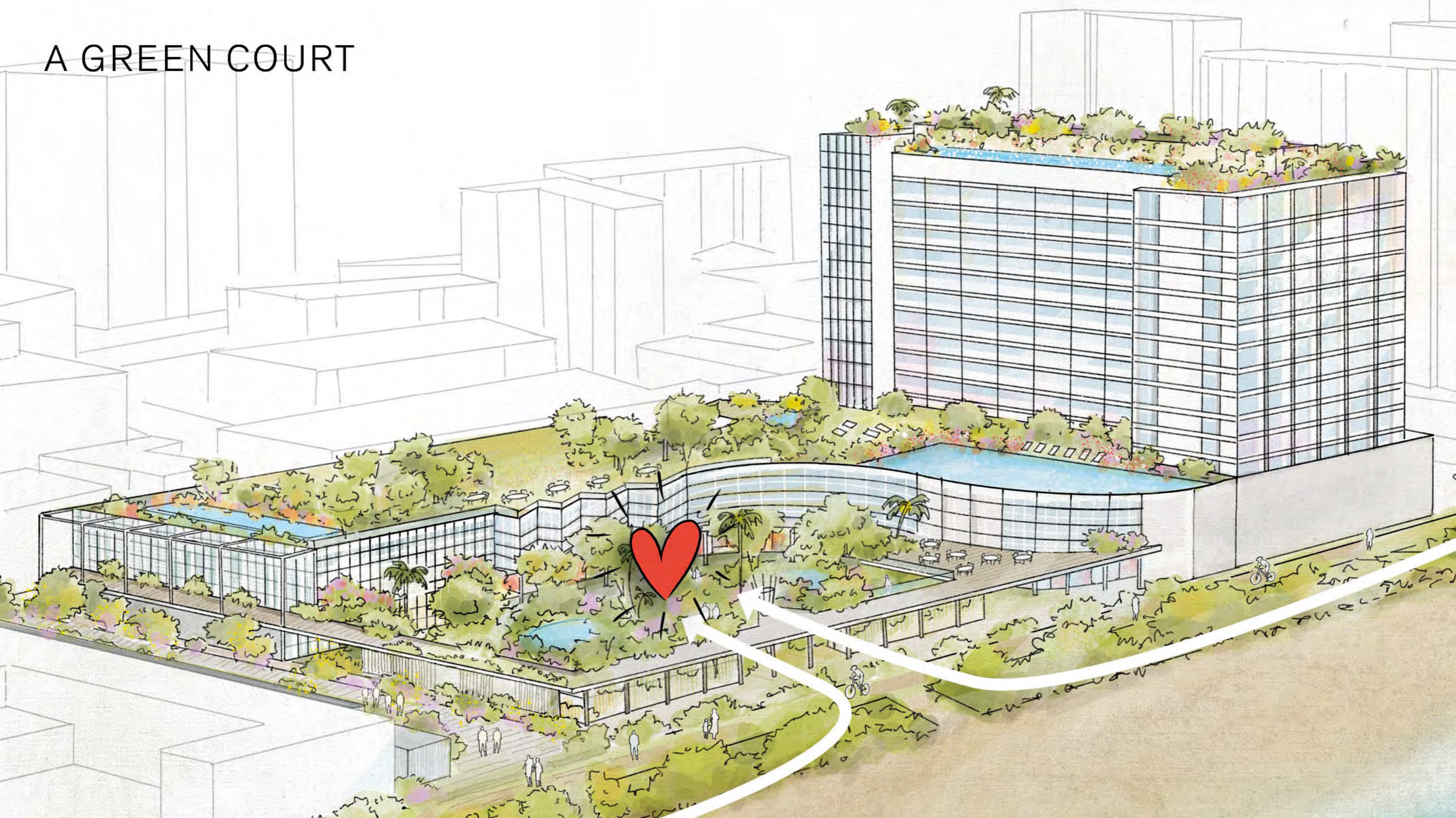


COLLINS AVENUE

POOL DECK

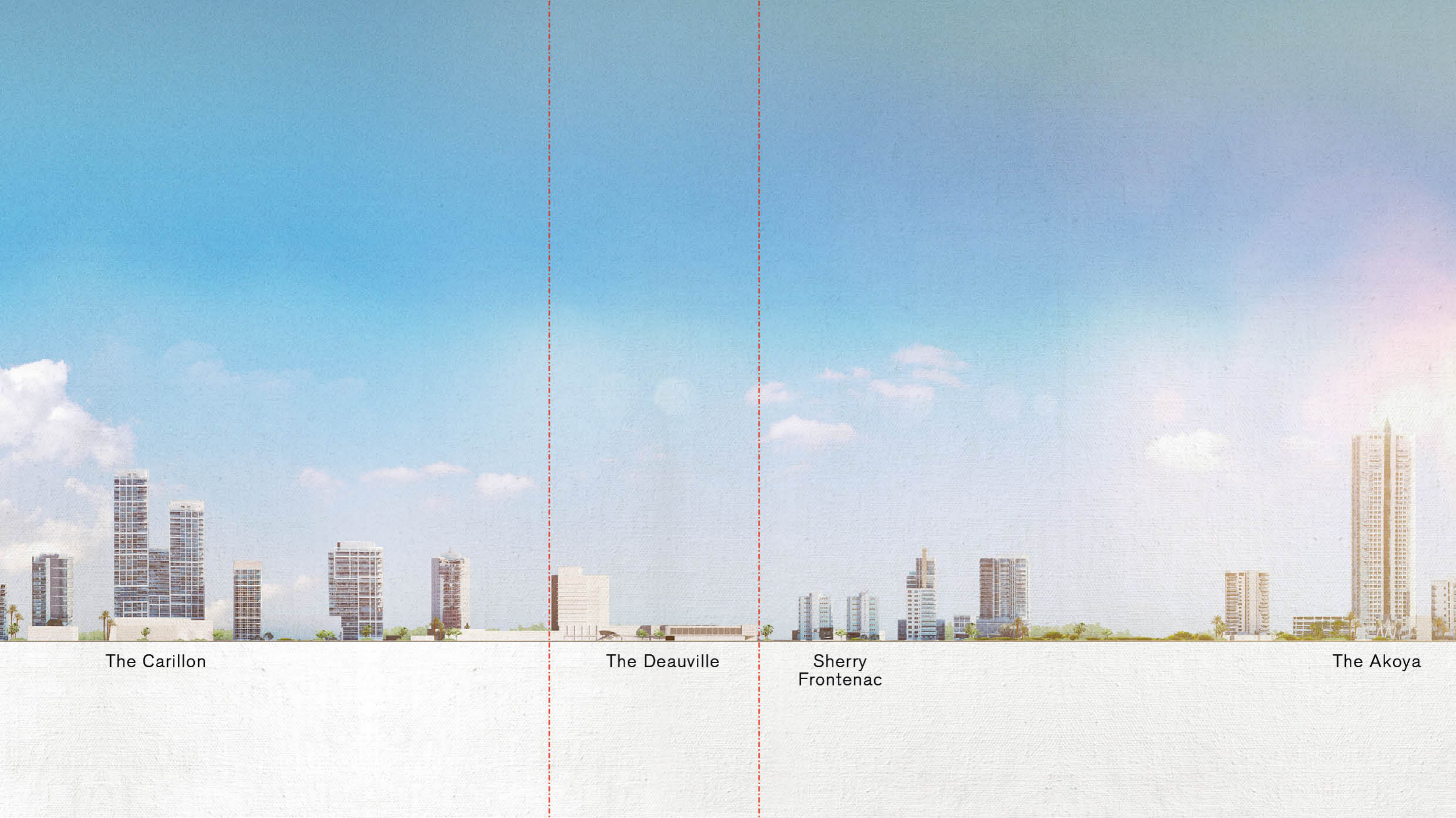


A GREEN COURT







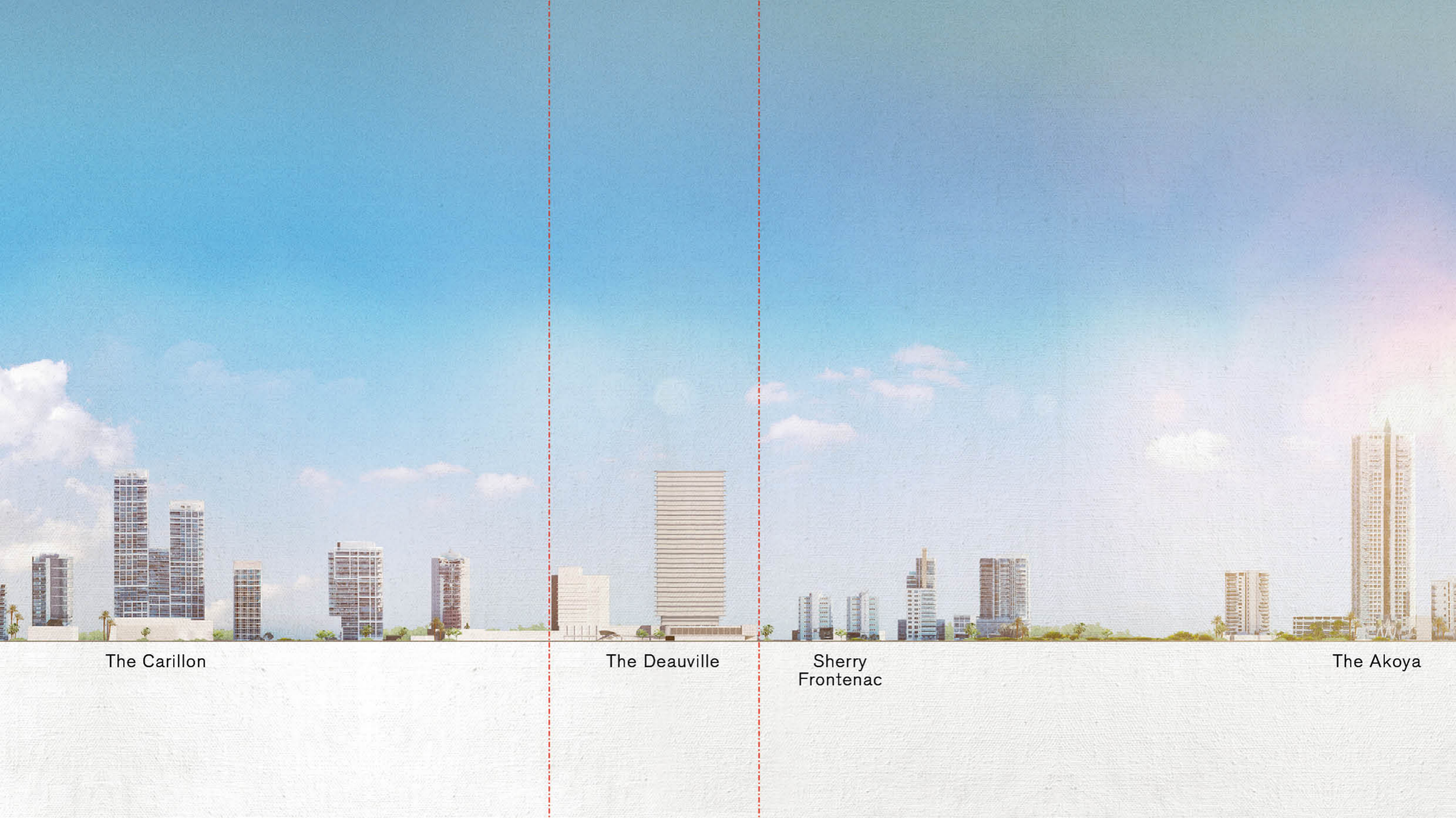


The Carillon

The Deauville

Sherry
Frontenac

The Akoya

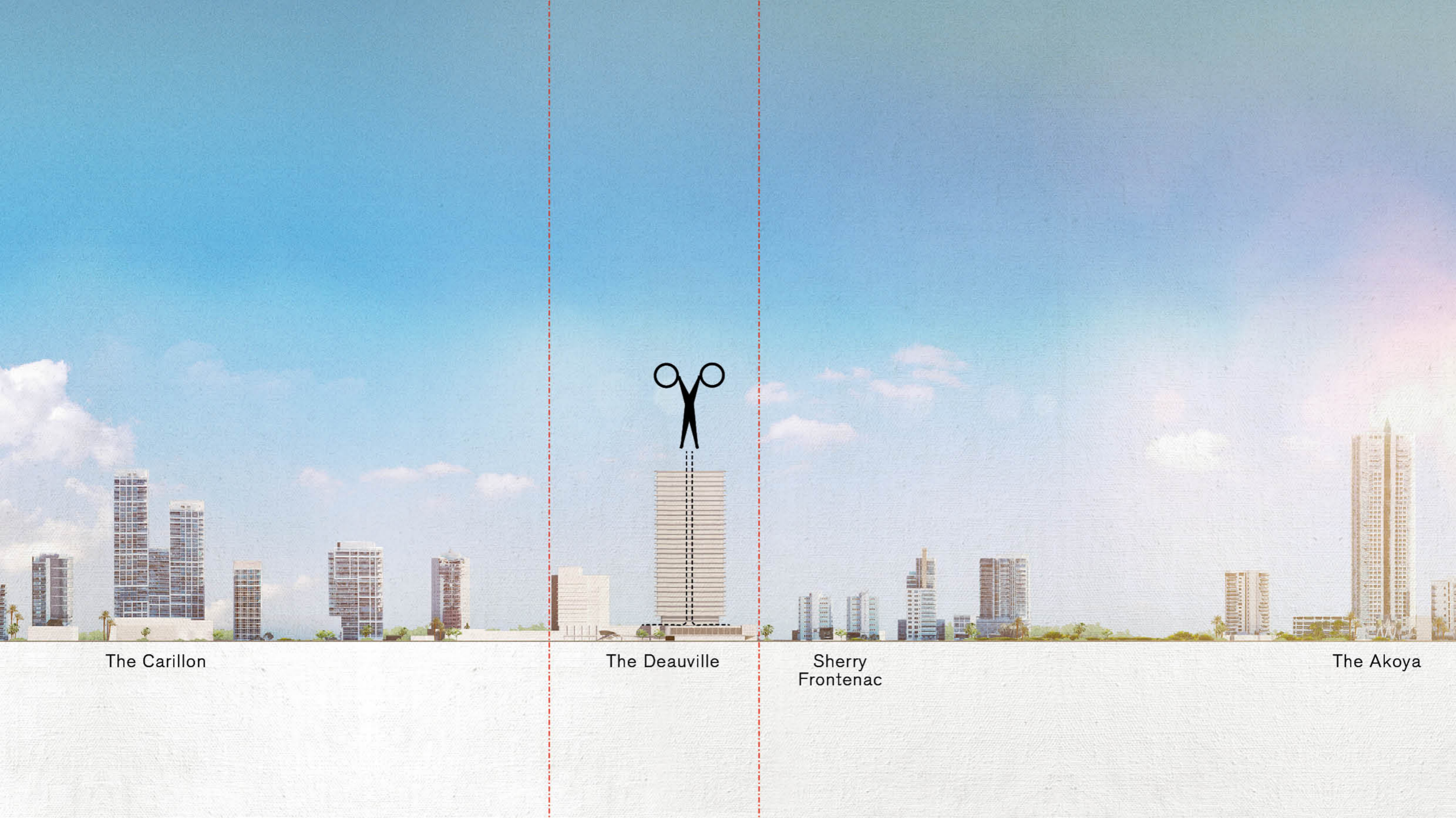


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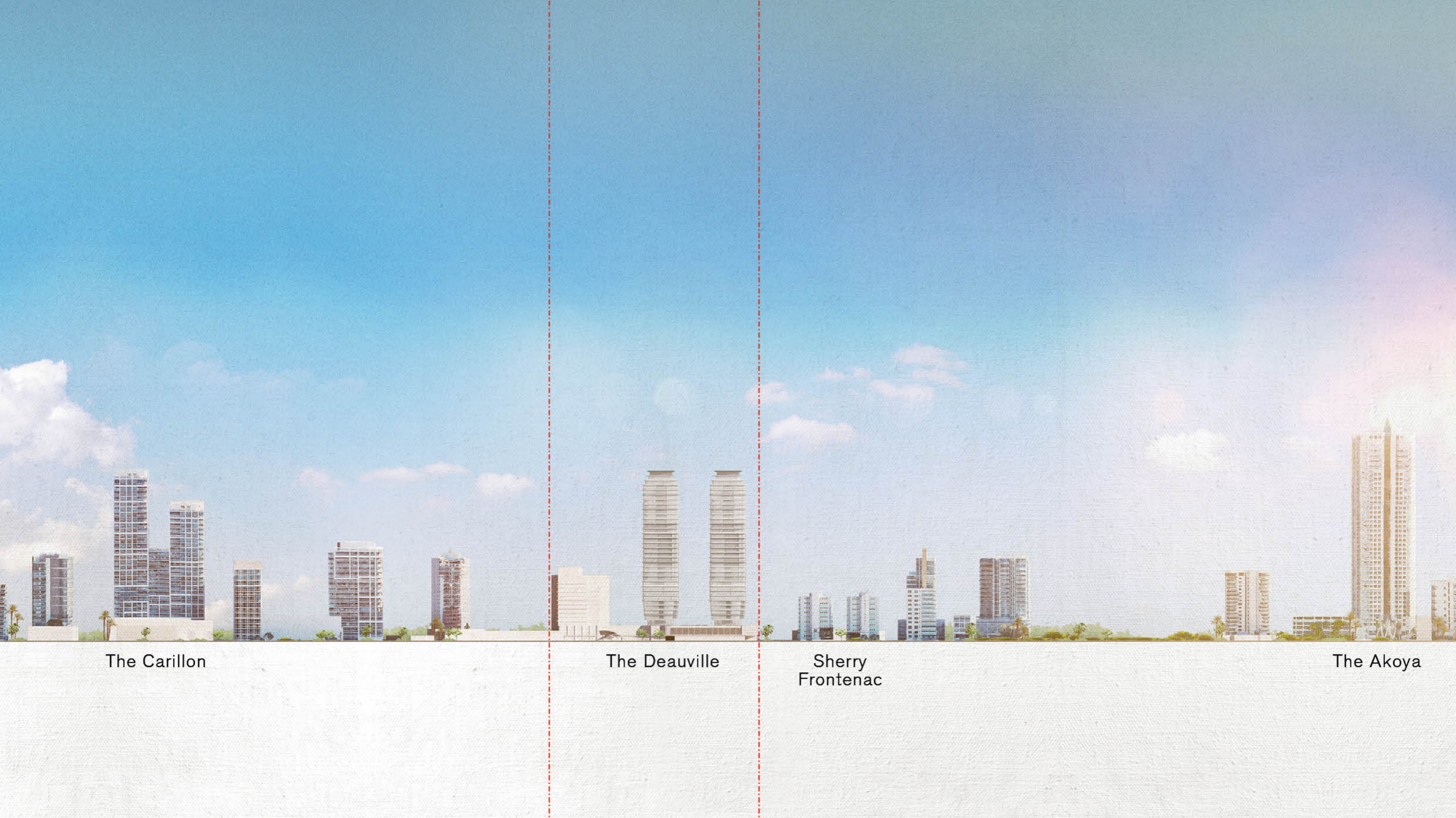


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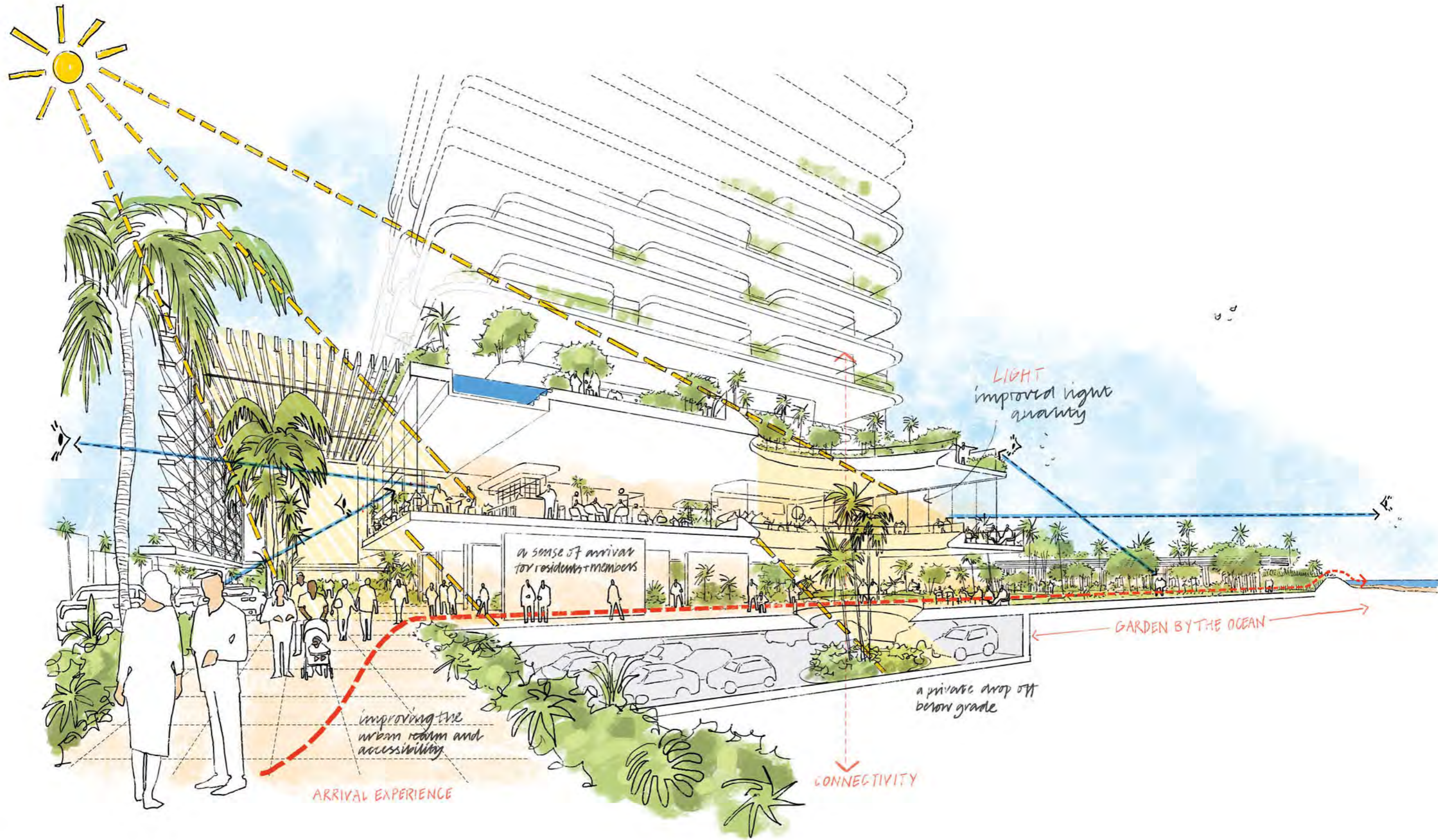


The Carillon

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Sherry
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ARRIVAL EXPERIENCE

improving the urban realm and accessibility

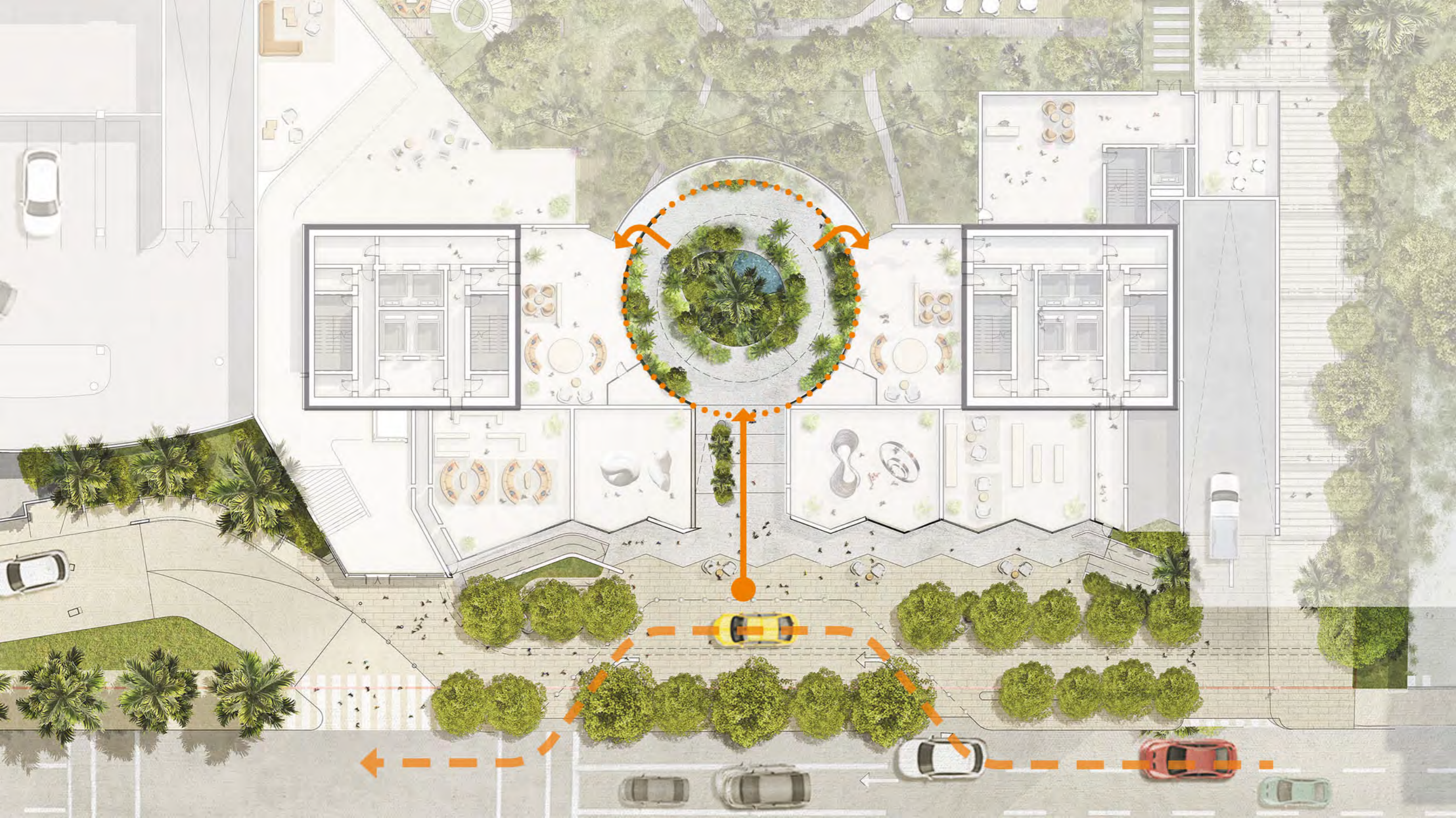
a sense of arrival for residents + members

CONNECTIVITY

GARDEN BY THE OCEAN

a private drop off
no drive around below grade

LIGHT
improved light quality



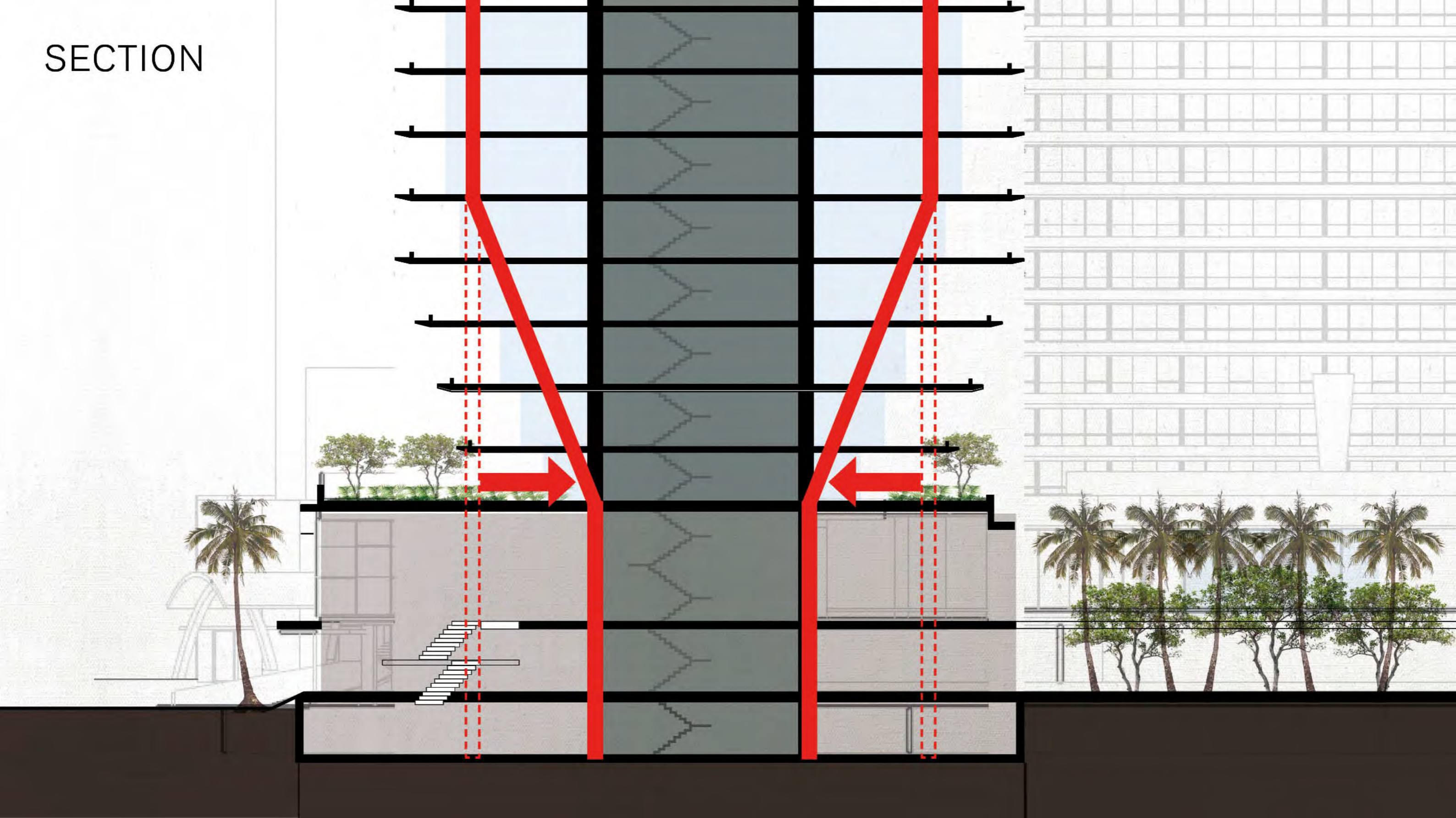
OCULUS



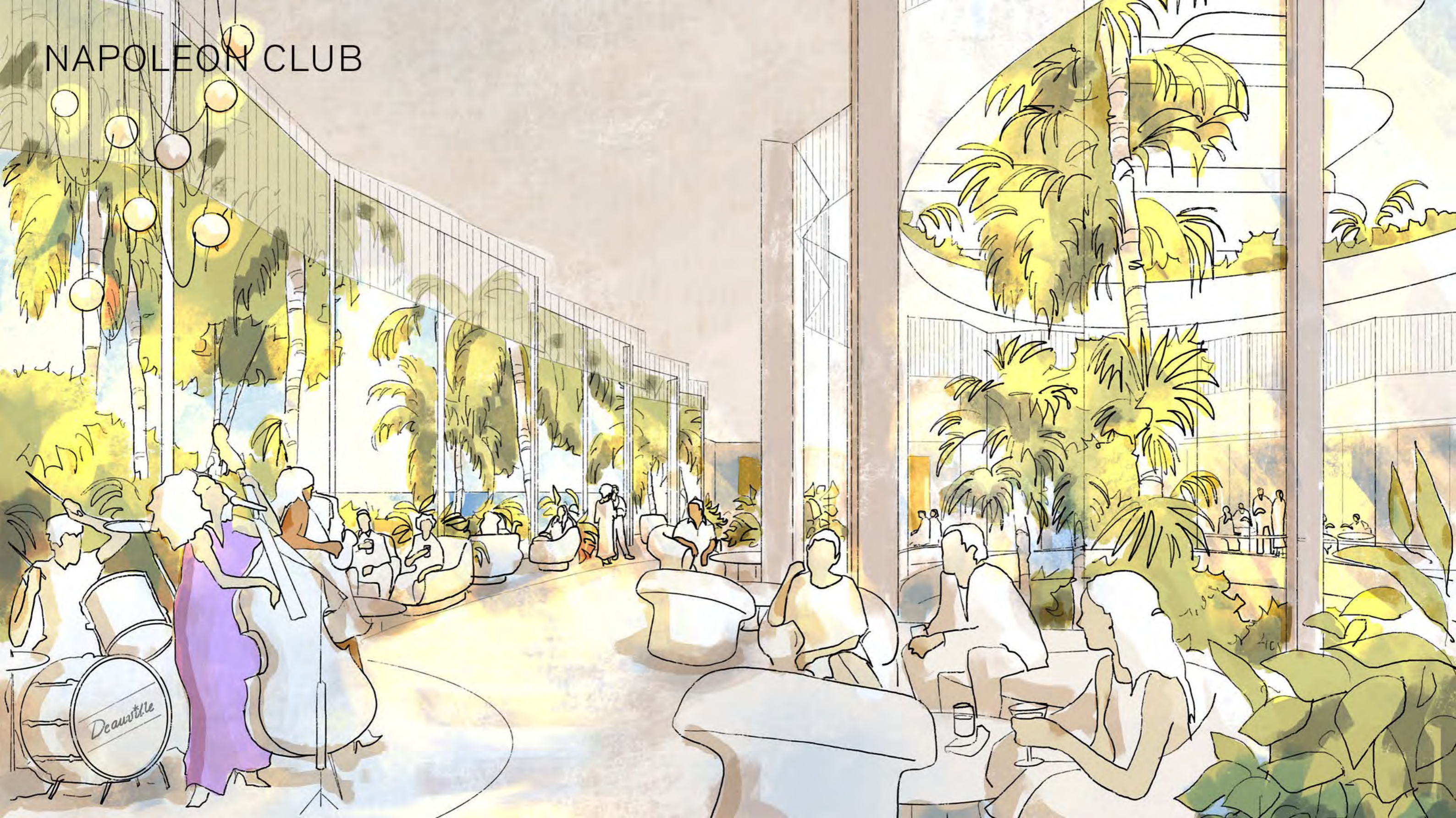
MAIN DROP-OFF



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

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 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 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

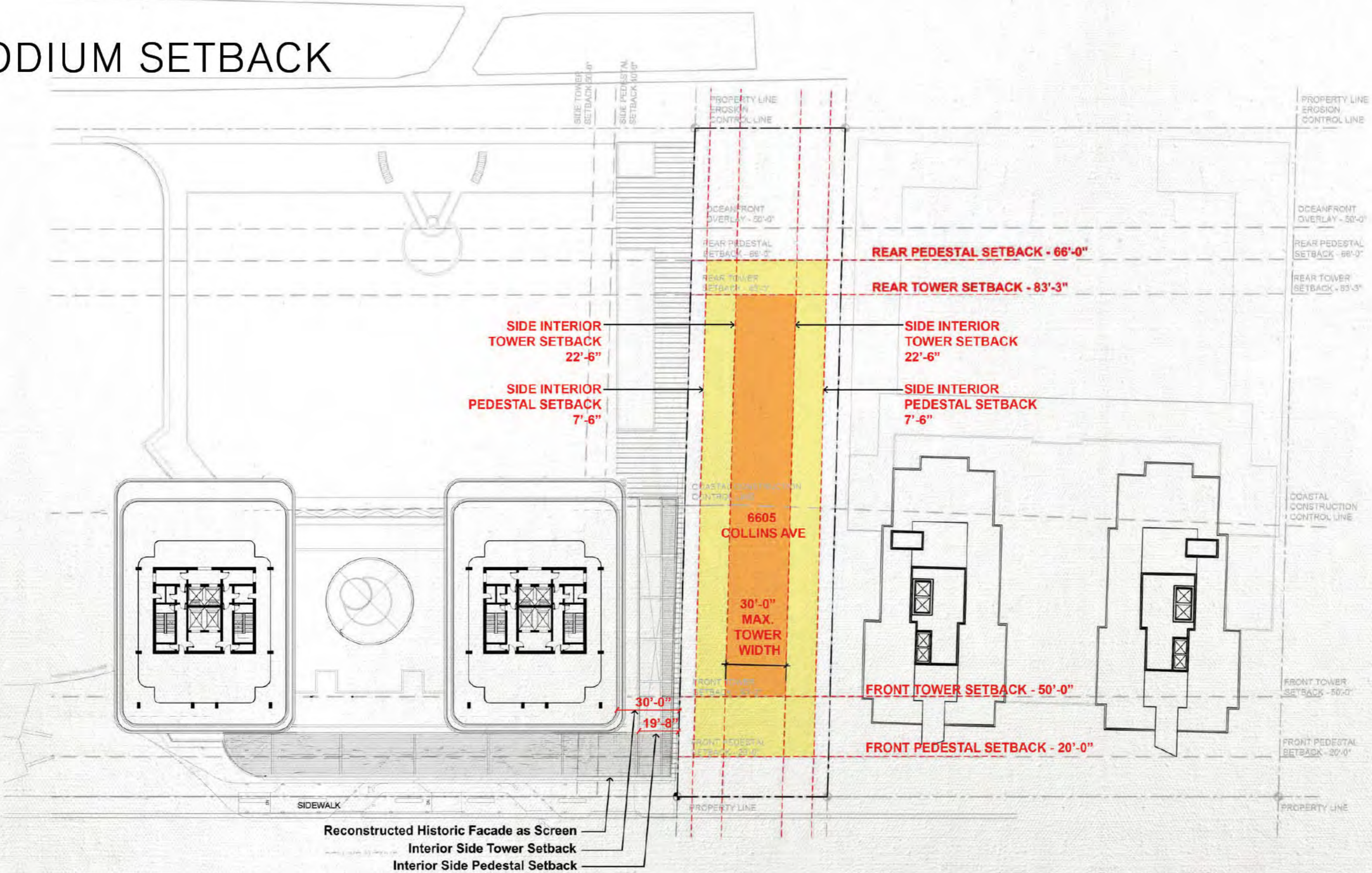
THANK YOU

APPENDIX

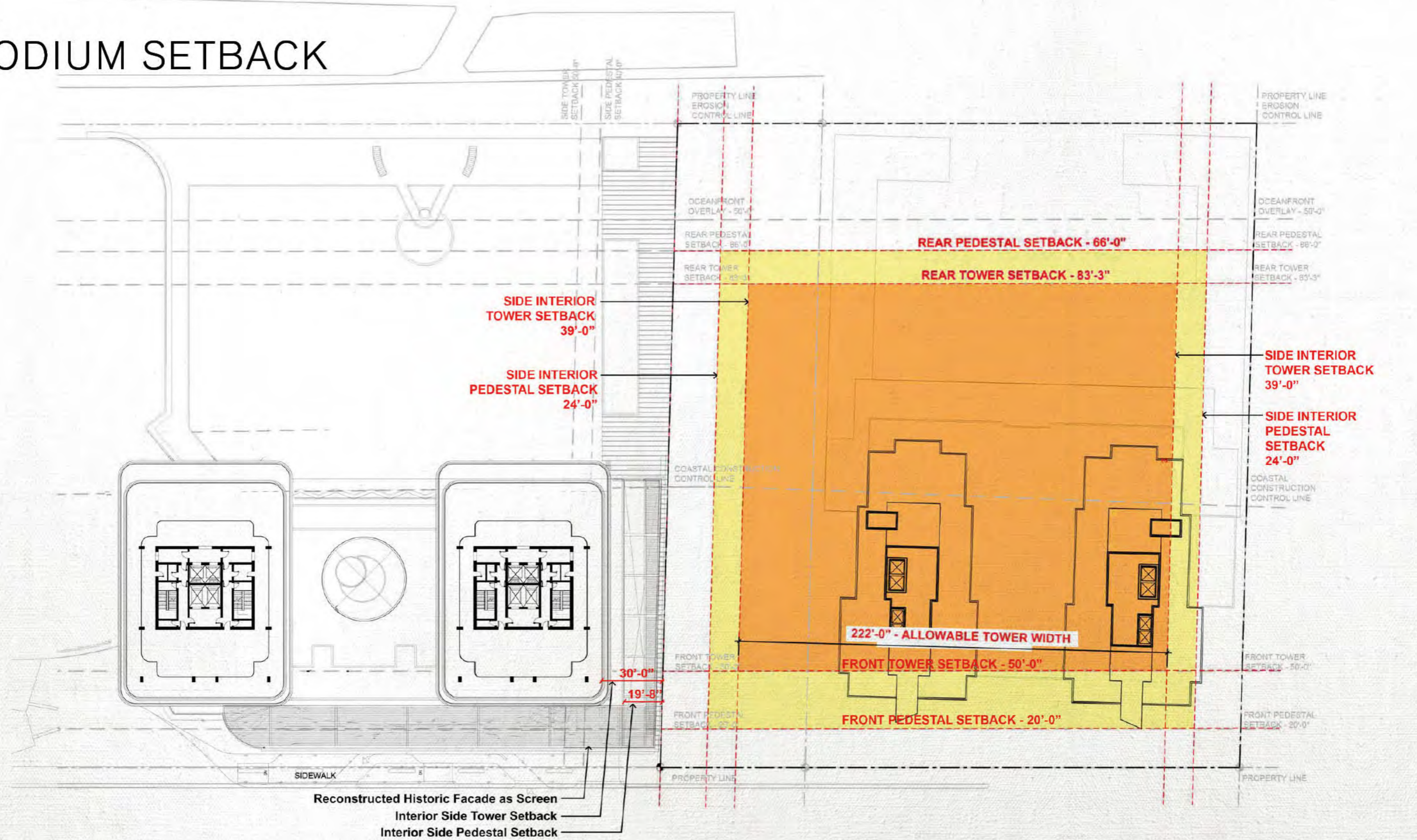
Traffic – Proposed New Trip Generations

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
<i>Existing Code Amendment</i>				
Hotel (310)	977 rooms	222 (292)	175 (282)	397 (574)
<i>Proposed Code Amendment</i>				
Hotel (310)	280 rooms	61 (74)	49 (73)	110 (147)
Multifamily Housing (High-Rise) (222)	140 dwelling units	11 (30)	30 (18)	41 (48)
<i>Subtotal:</i>		72 (104)	79 (91)	151 (195)
Net New Project Trips		-150 (-188)	-96 (-191)	-246 (-379)

PODIUM SETBACK



PODIUM SETBACK



SECTION THROUGH THE SOUTH BOUNDARY

