

# The Deauville

PB24-0708 and PB24-0693 – February 4, 2025  
Planning Board Meeting

 Terra

| Foster + Partners

| Shulman +  
Associates

| 







# THE DEAUVILLE



# THE TOWER





## THE PEDESTAL









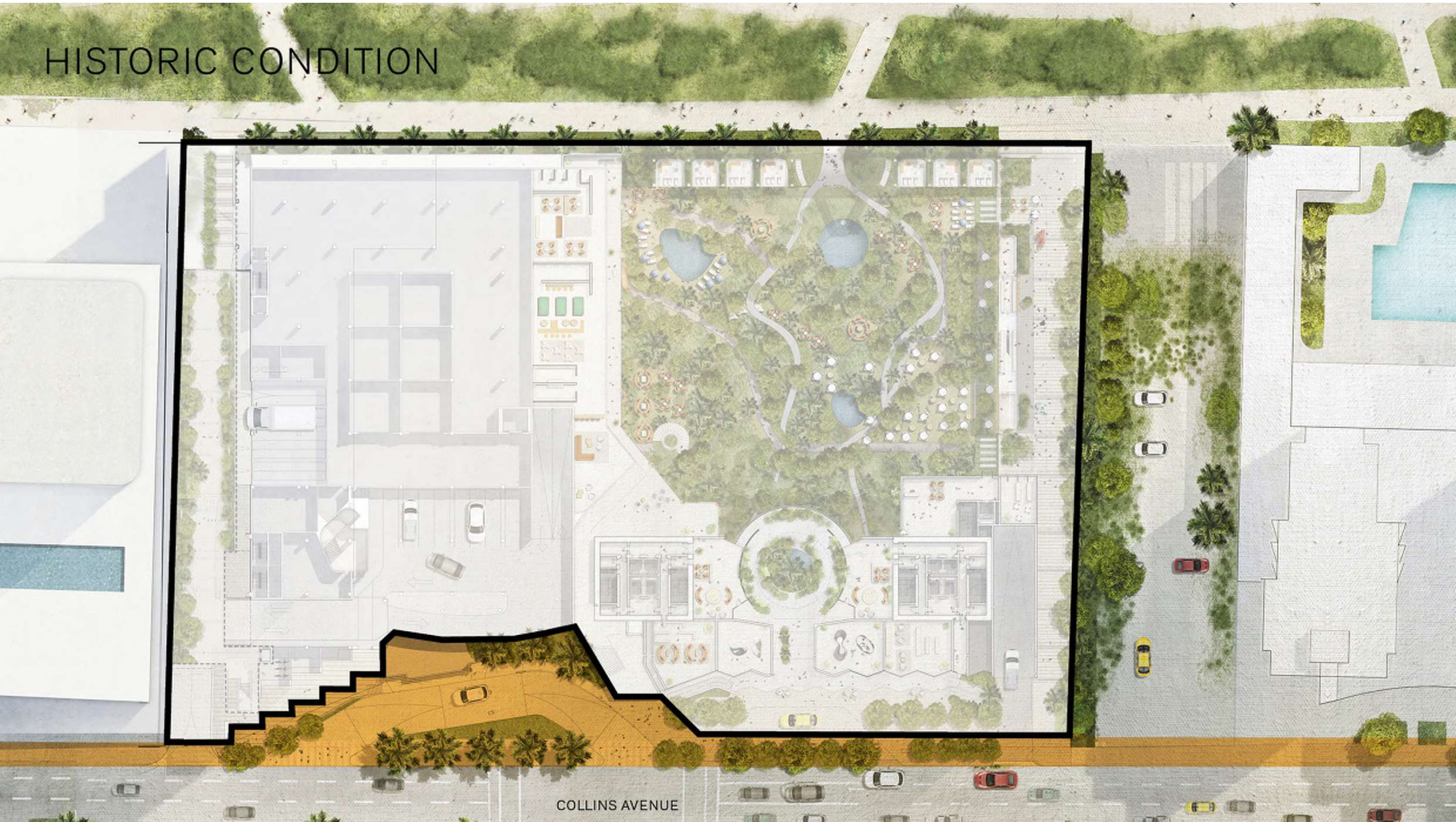








HISTORIC CONDITION



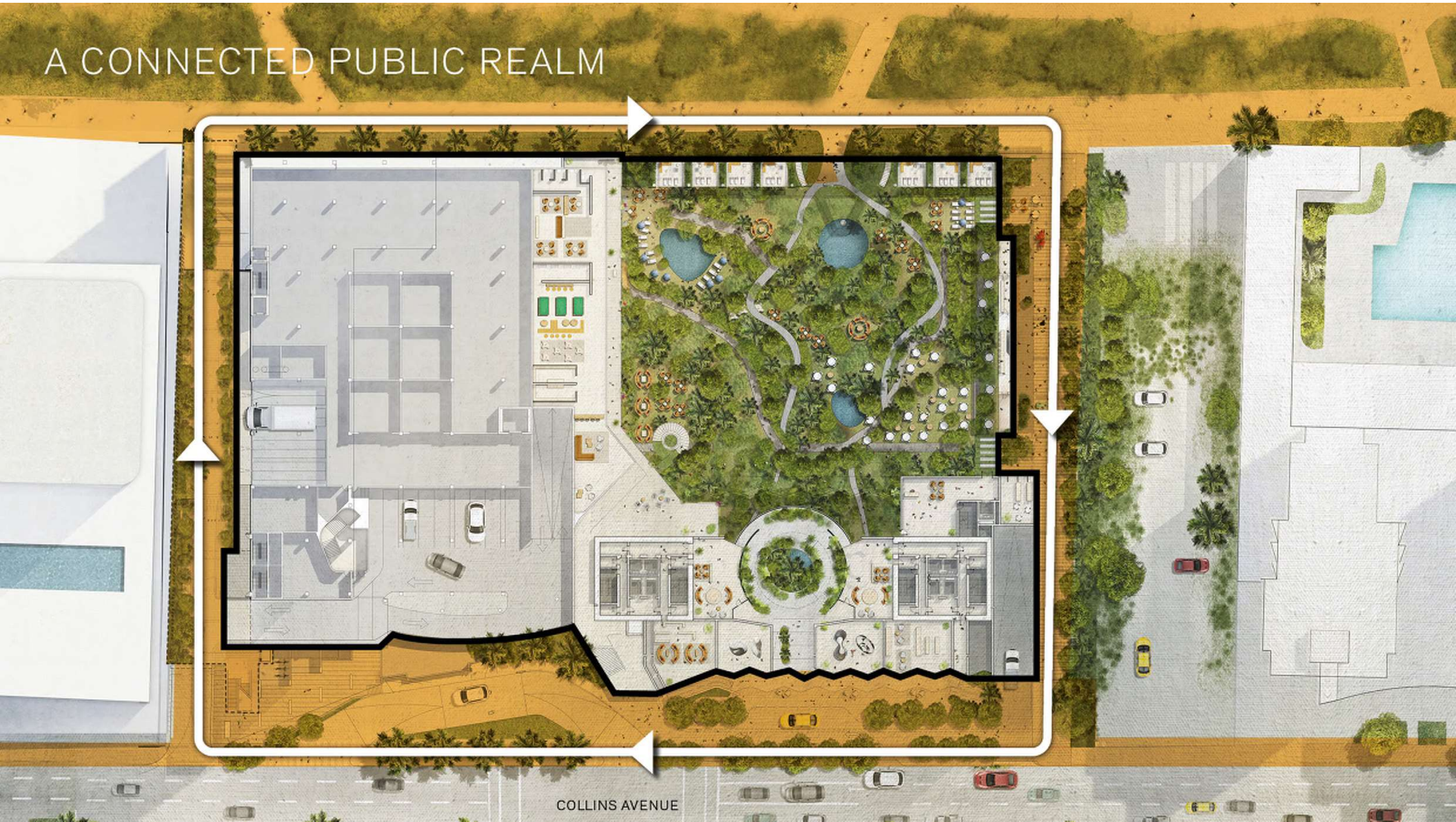


PUBLIC SPACE EXPANSION





# A CONNECTED PUBLIC REALM

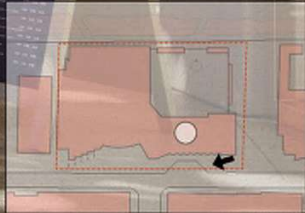








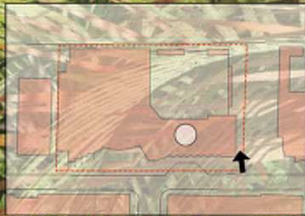
# A PUBLIC SPACE FOR THE NEIGHBORHOOD





# SOUTH BEACH WALK

ARRIVAL FROM COLLINS AVENUE





# SOUTH BEACH WALK

## DEAUVILLE WALK





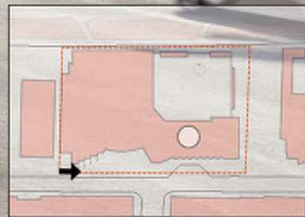
# DEAUVILLE SOUTH BEACH WALK

ARRIVAL FROM COLLINS AVENUE

## THE DEAUVILLE WALK









NORTH BEACH WALK





# NORTH BEACH 1950S



Carillon Hotel

**The Deauville**

Sherry Frontenac



NORTH BEACH



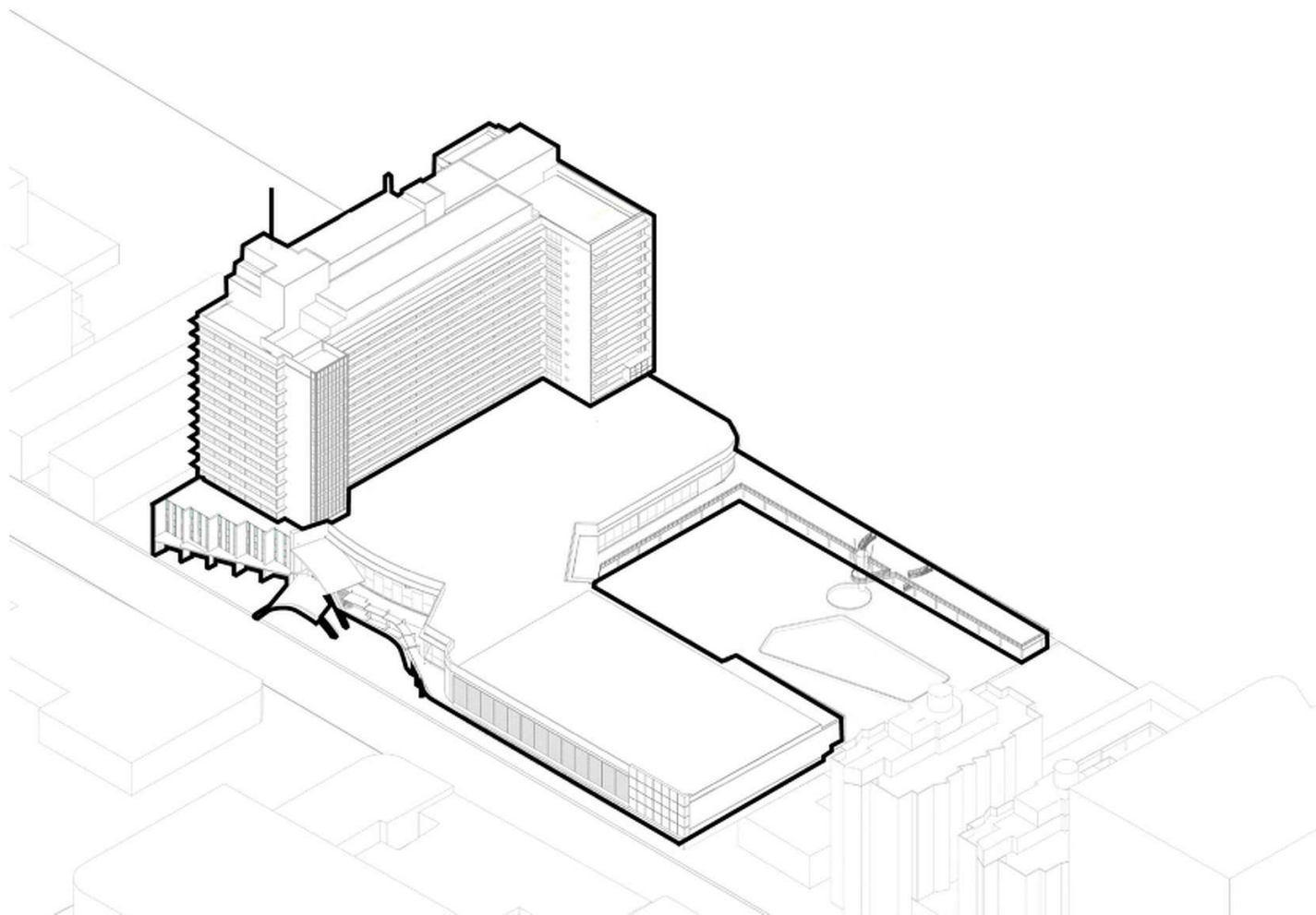


# NORTH BEACH



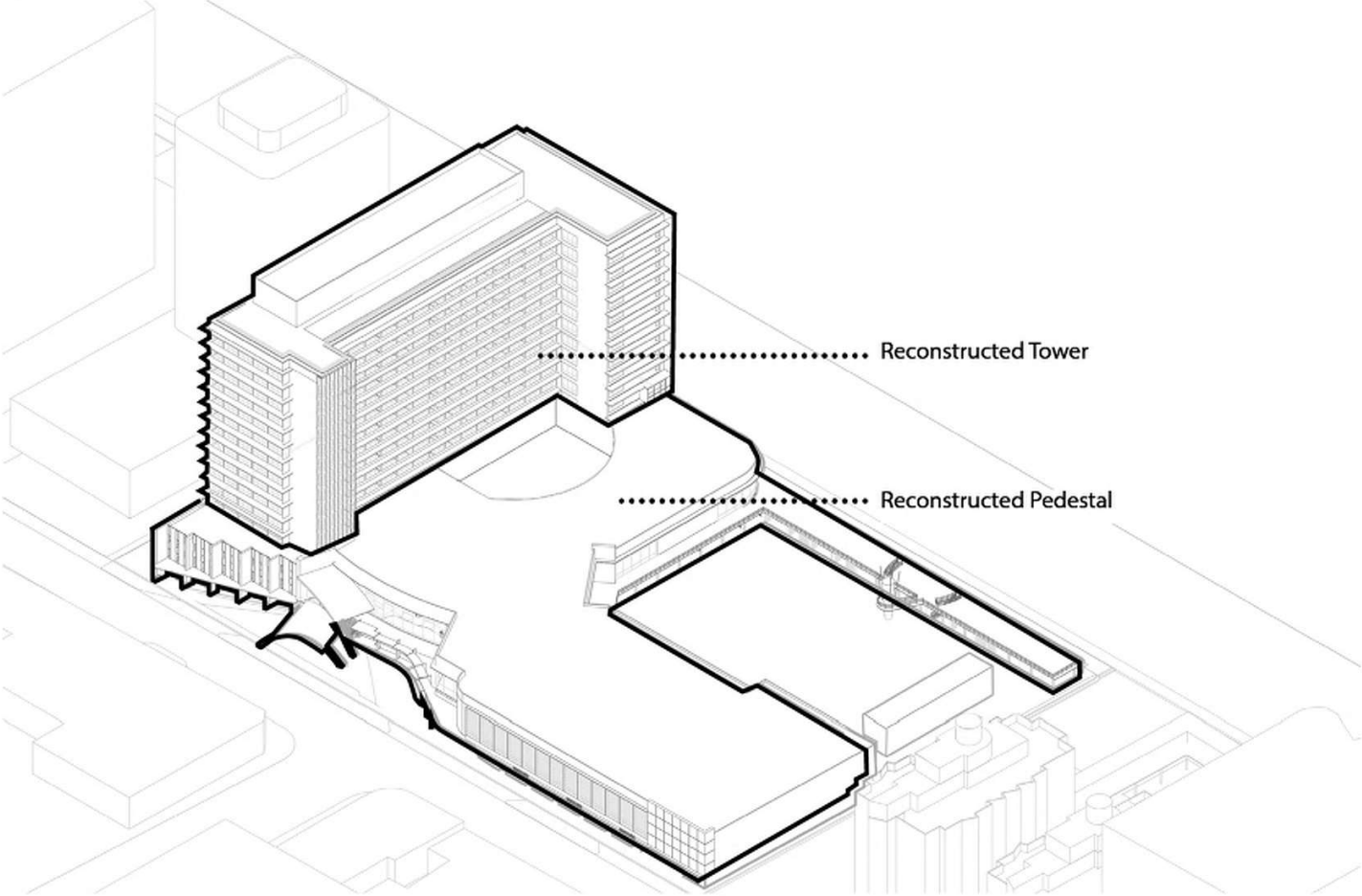


## HISTORIC DEAUVILLE HOTEL (1957)



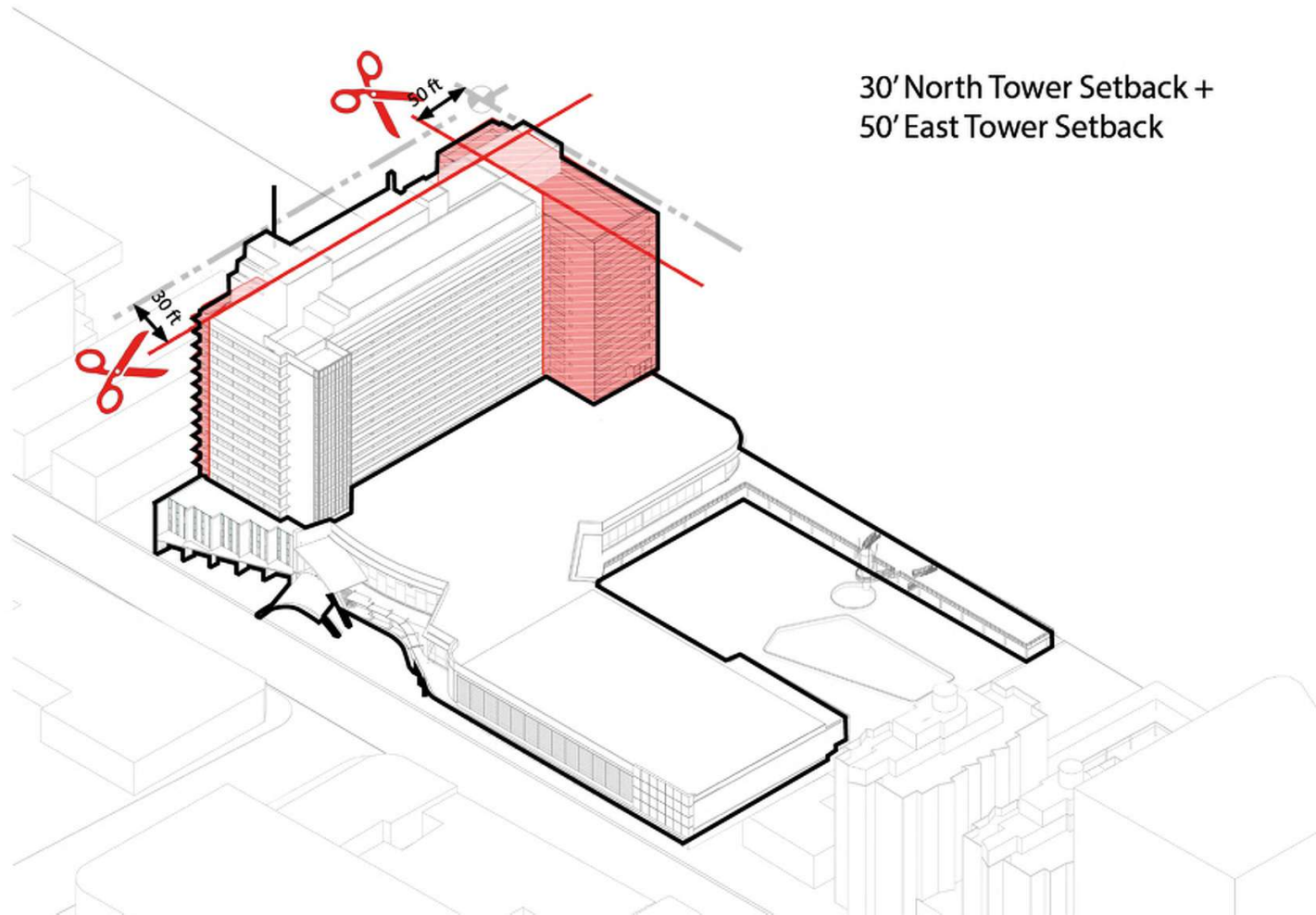


ORIGINAL PROPOSAL - AUGUST 2024  
AS SUBMITTED TO PLANNING BOARD



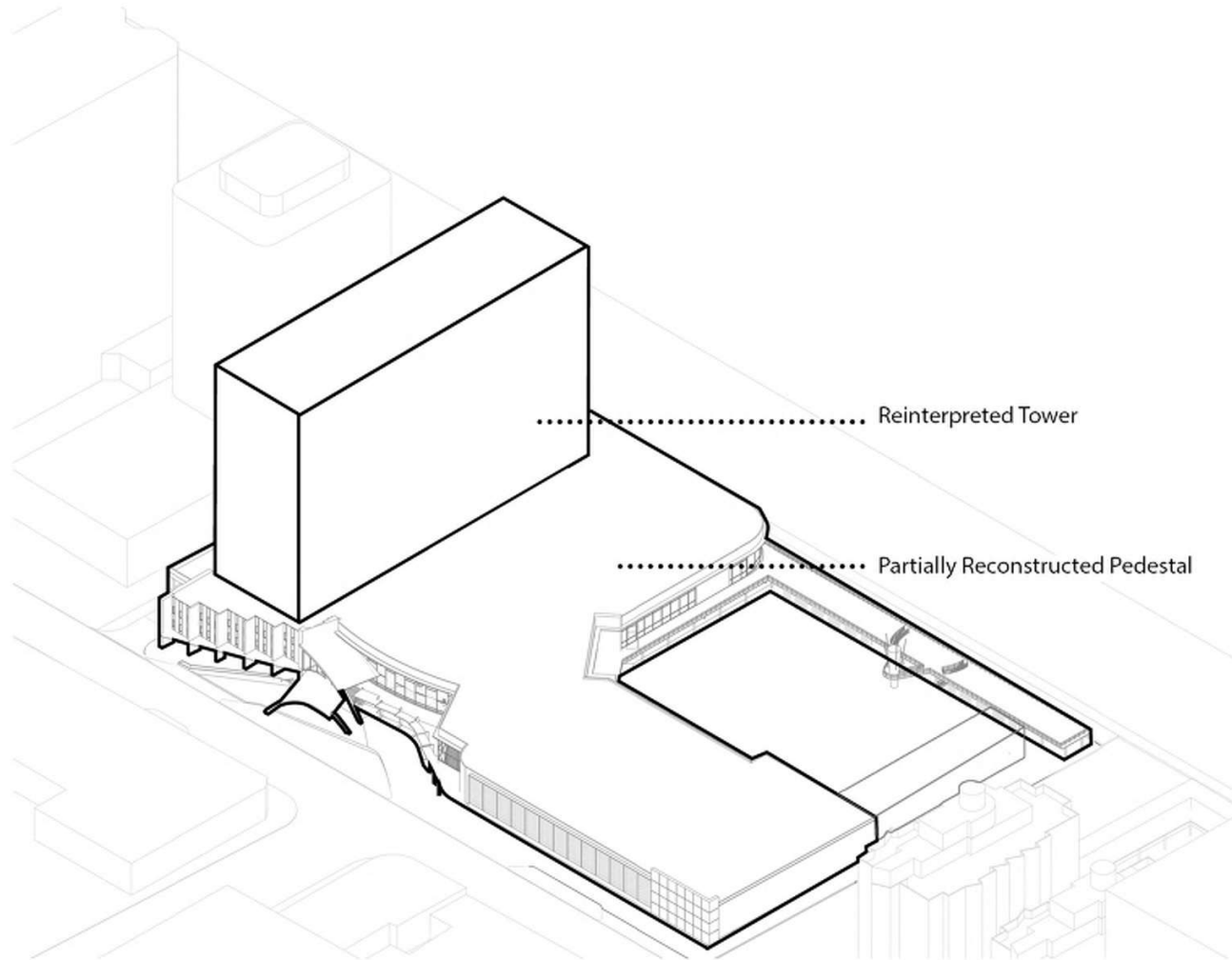


## INCREASED SETBACKS



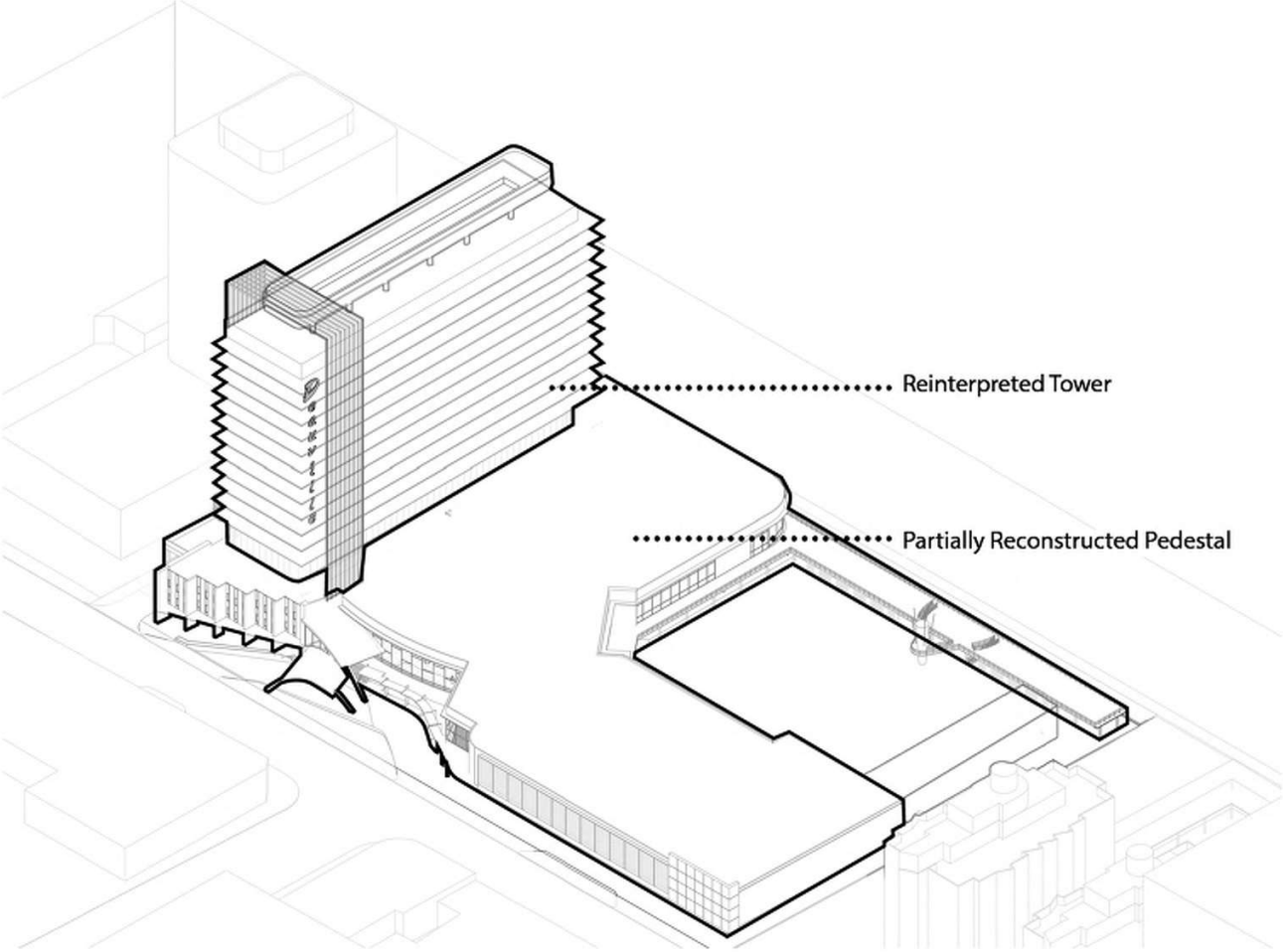


## NEW APPROACH





CURRENT PROPOSAL - FEBRUARY 2025  
AS SUBMITTED TO PLANNING BOARD





HISTORIC





PROPOSED





# GREEN COURT



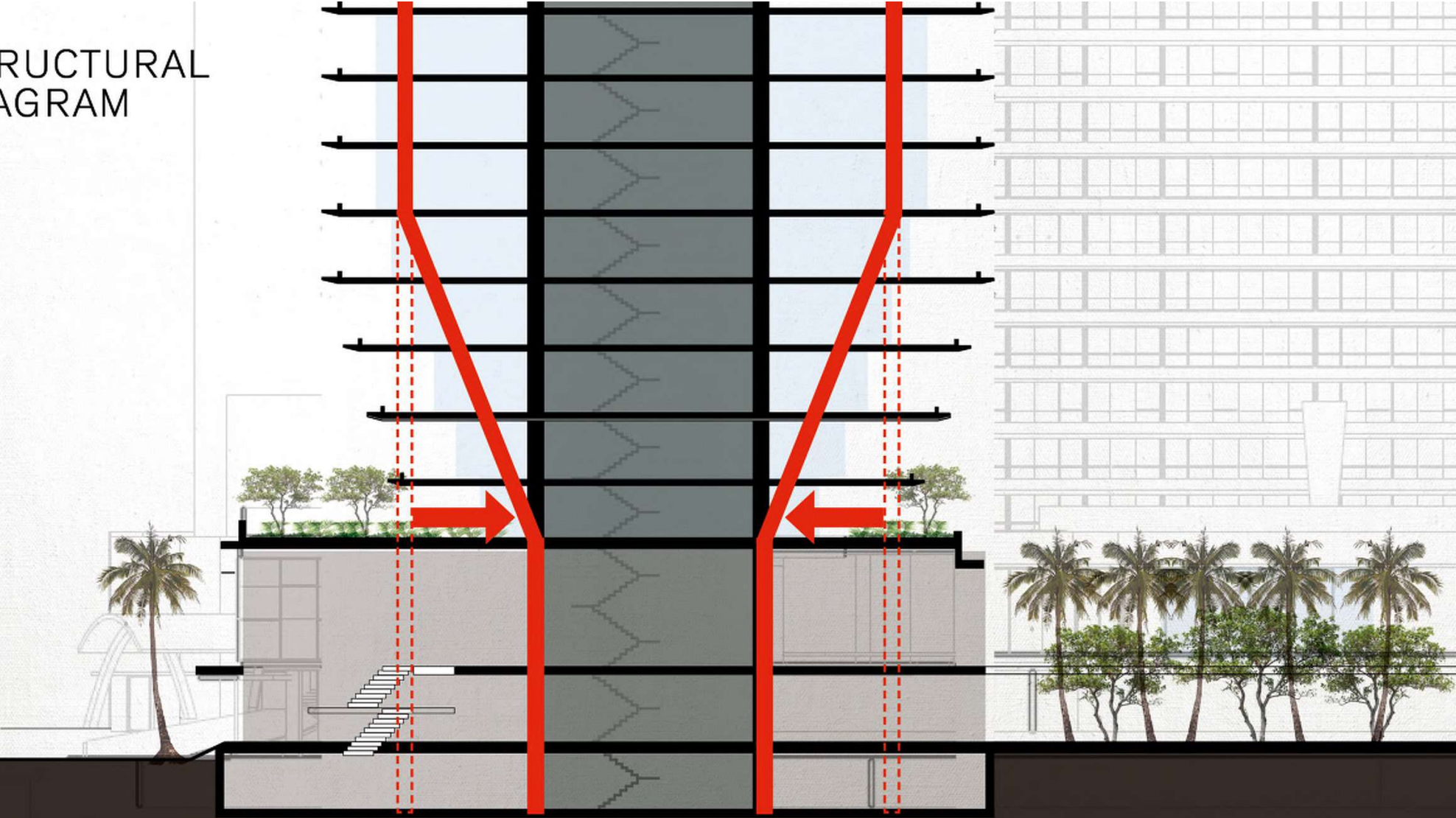


## THE RESIDENCES





STRUCTURAL  
DIAGRAM









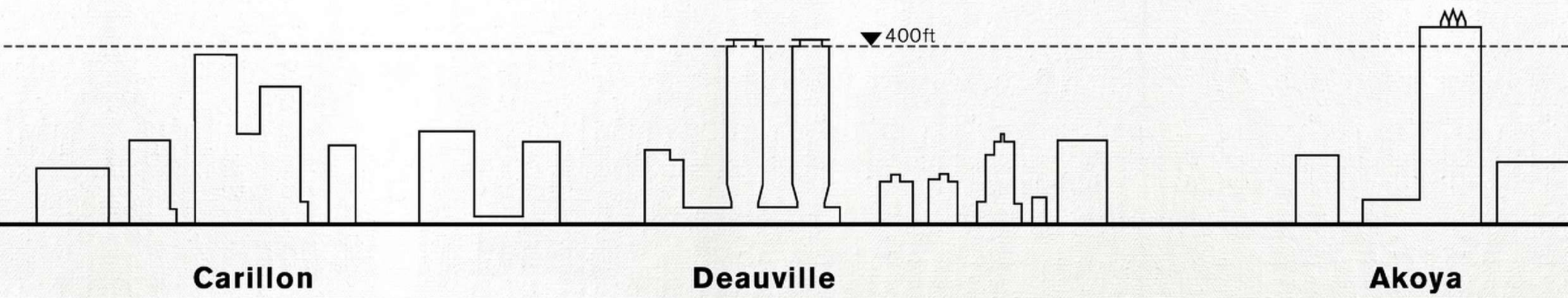






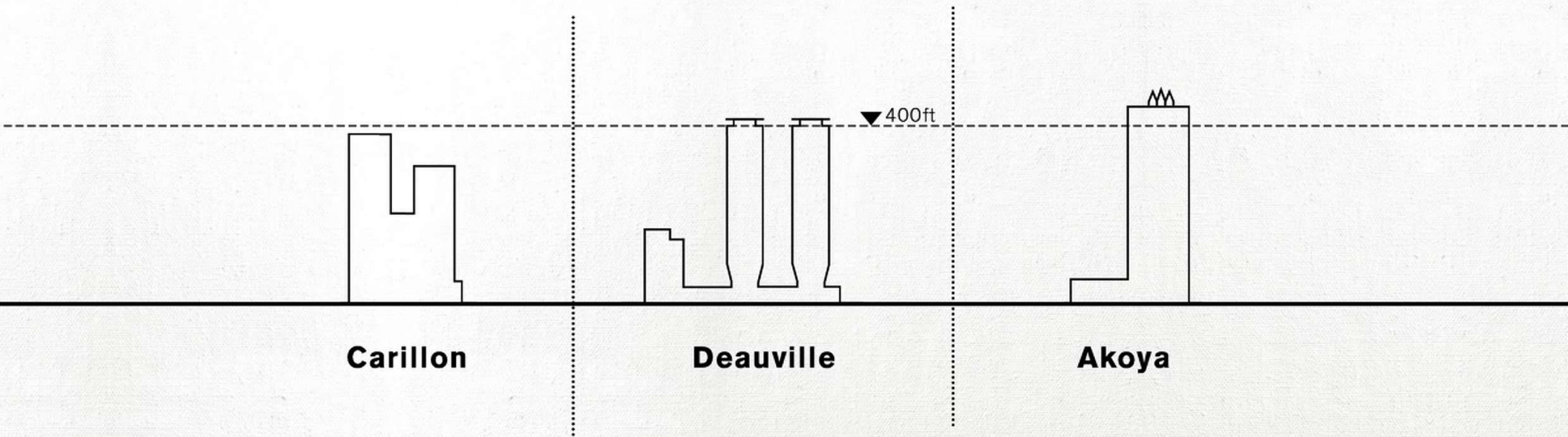


# HEIGHT COMPARISON



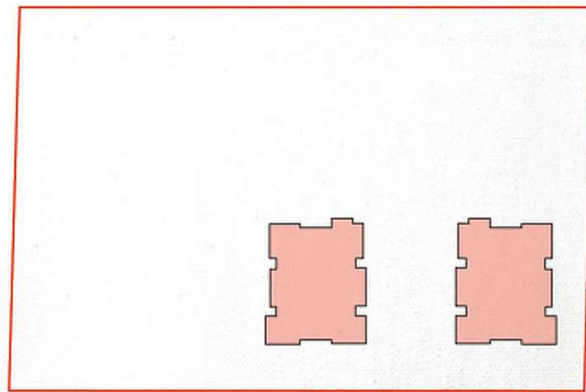


## HEIGHT COMPARISON



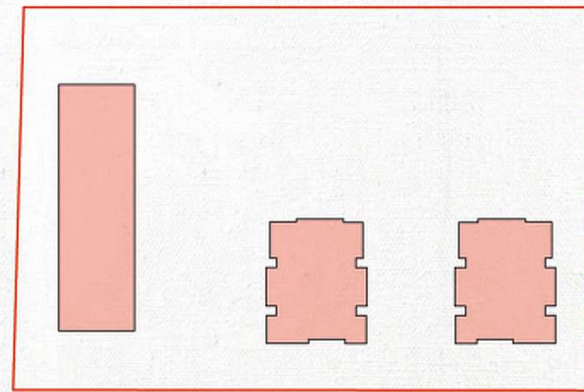


## BUILDING COVERAGE



**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**

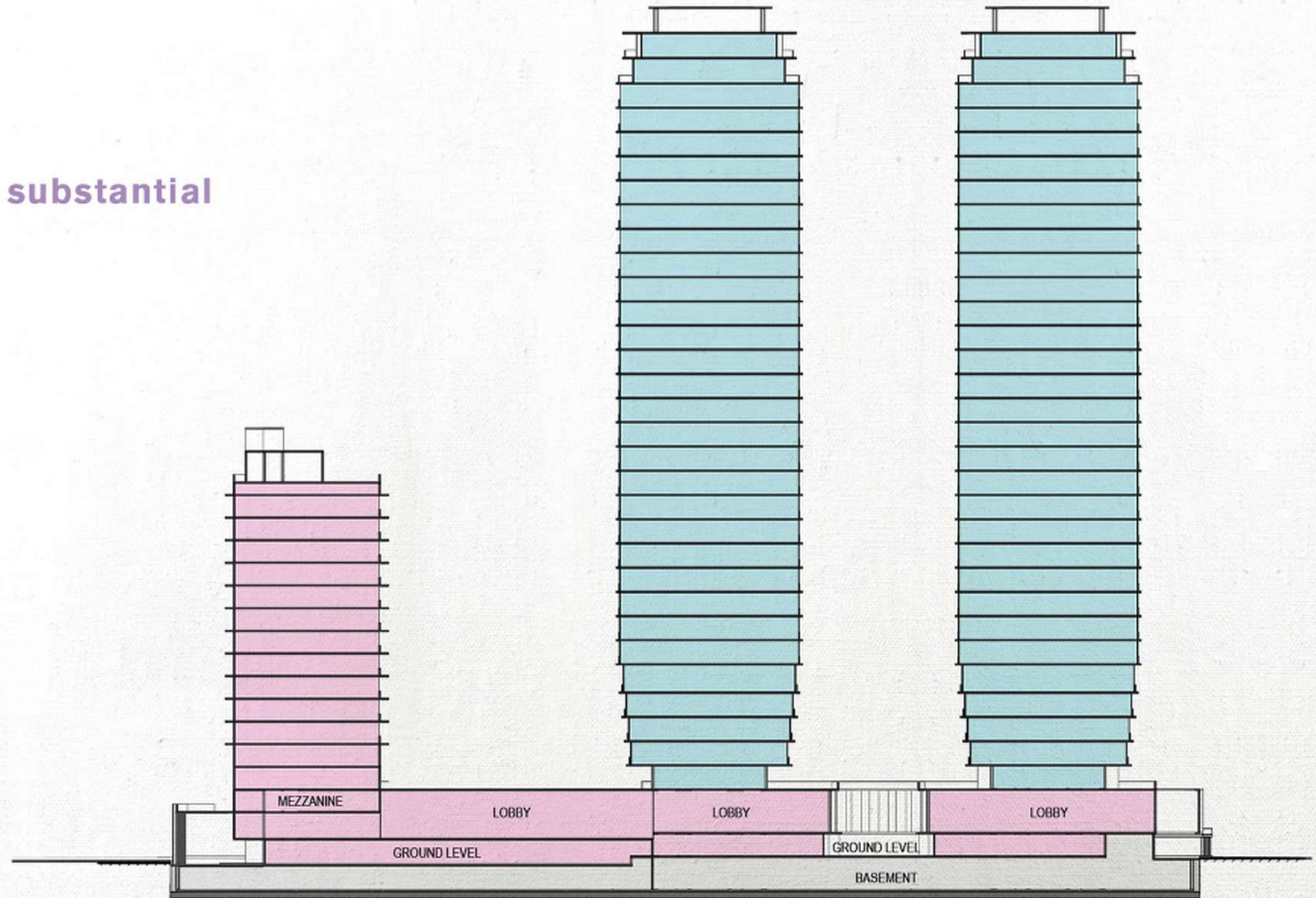
Bonus Criteria	FAR Bonus	FAR Total
1) Property is developed with a <b>substantial reconstruction of Deauville</b> approved by HPB; AND 2) Density and hotel room counts limited to 75 units per acre and 280 rooms; AND 3) Short Term Rental of residences prohibited; AND 4) Public beach access path is provided; 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) <u>= ~5.5 FAR</u> = 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**

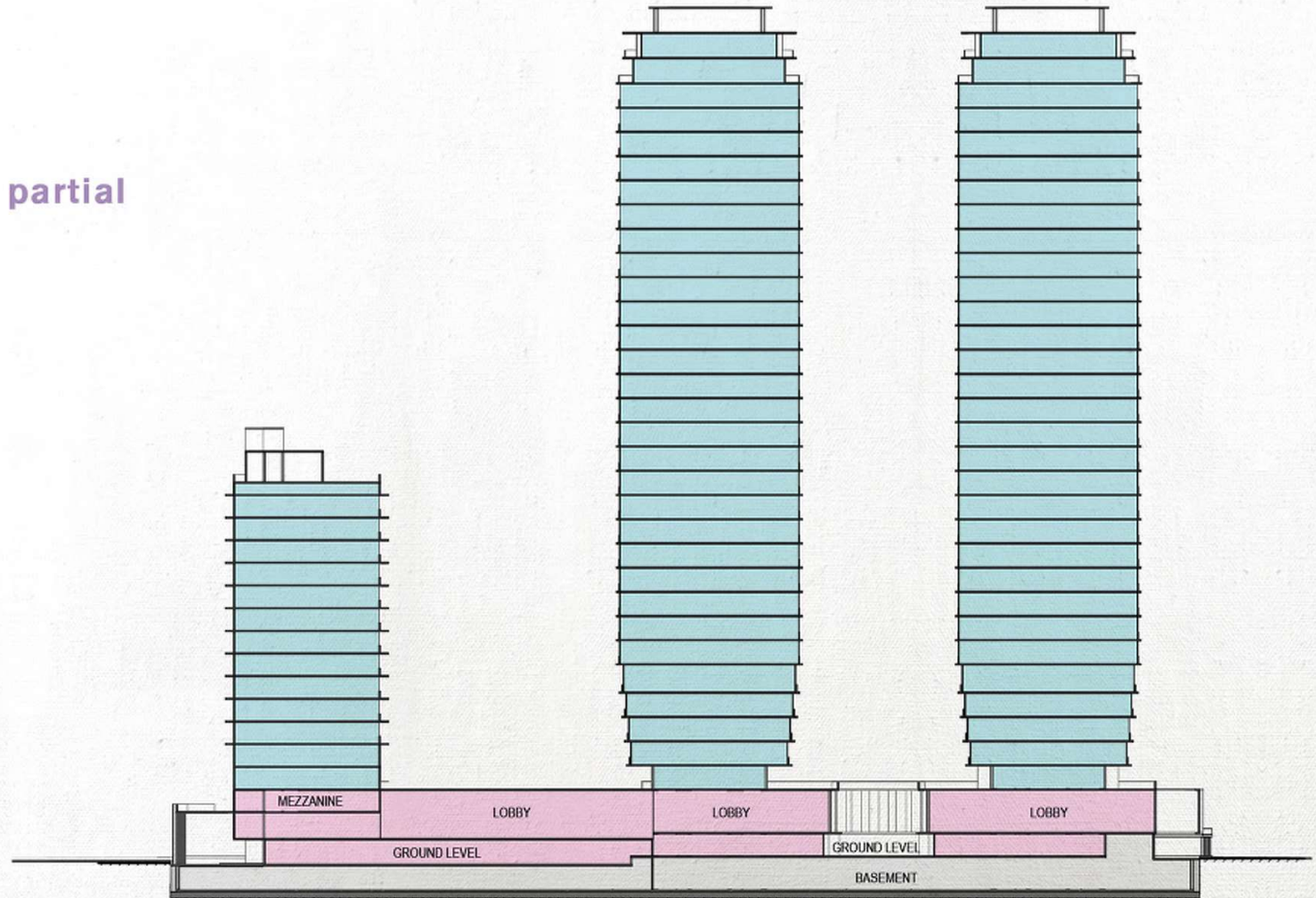
Bonus Criteria	FAR Bonus	FAR Total
Limit density to 75 units per acre	+ 0.25	3.25
Limit hotel unit count to 280 rooms	+0.25	3.50
Prohibit Short Term Rentals	+0.50	4.0
Provide pedestrian paths for public beach access on north and south sides of property	+0.50	4.5
Partially reconstruct pedestal of Deauville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



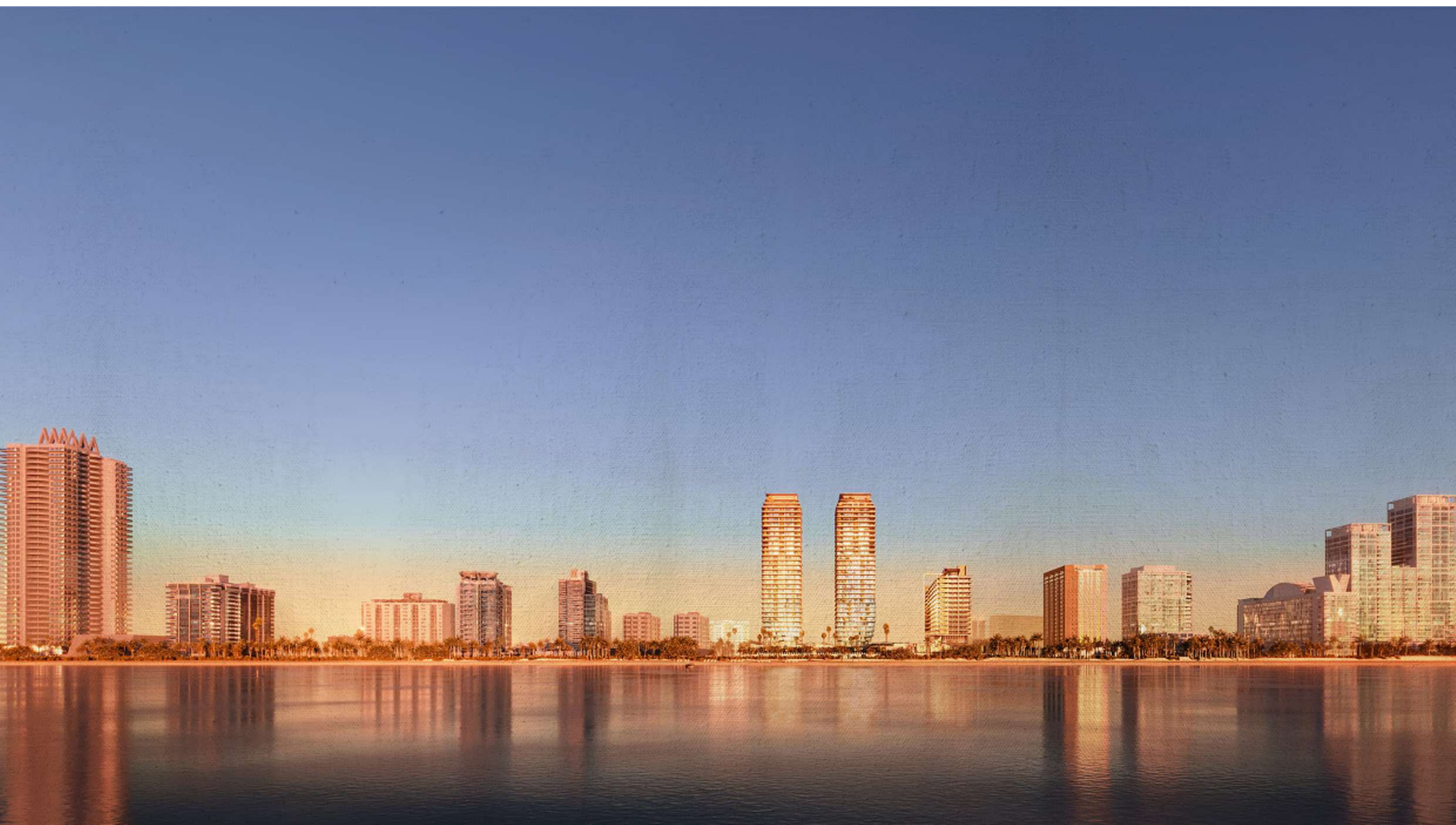
# FAR BONUS STRUCTURE – FEBRUARY 2025 VERSION

Site Area FAR

Bonus Floor Area for partial reconstruction





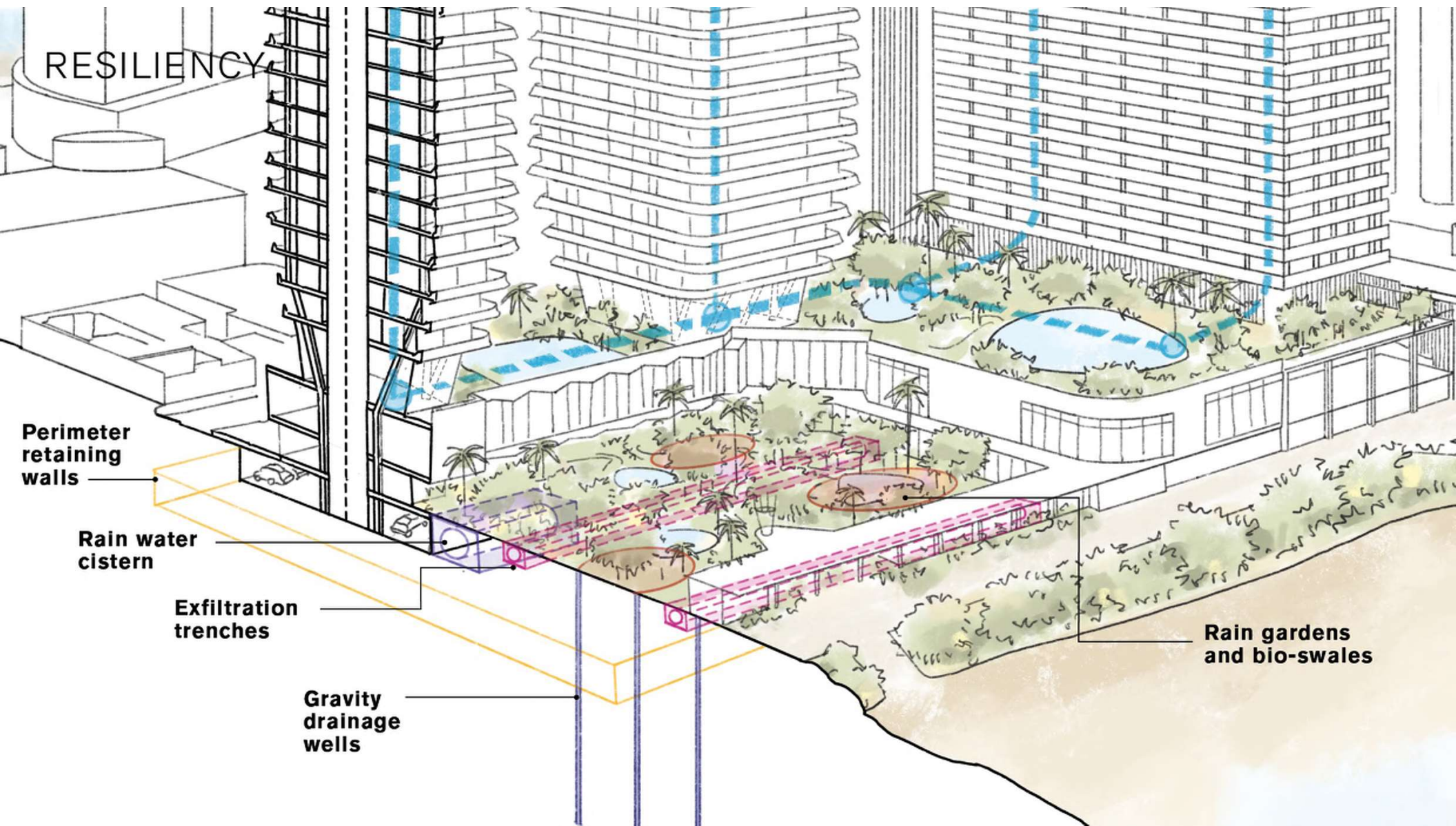




RESILIENCY, VEHICULAR ACCESS AND TRAFFIC



RESILIENCY



Perimeter retaining walls

Rain water cistern

Exfiltration trenches

Gravity drainage wells

Rain gardens and bio-swales



# RESILIENCY

An architectural sketch of a multi-story building complex. The drawing is in a light, sketchy style with blue and yellow highlights. Four circular callouts with red borders are placed over different parts of the building and its surrounding landscape. Each callout is connected by a line to a text box describing a sustainability feature. The features are: Rain water collection (pointing to a rooftop area), Native and Salt Tolerant planting (pointing to a landscaped area with palm trees), Water Conservation (pointing to a pond area), and Increasing Habitat for BioDiversity (pointing to a landscaped area with various plants and trees).

## 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

## Rain water collection

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

## Water Conservation

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

## Increasing Habitat for BioDiversity

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



# VEHICULAR ACCESS

**Service/  
Secondary Site  
Access**

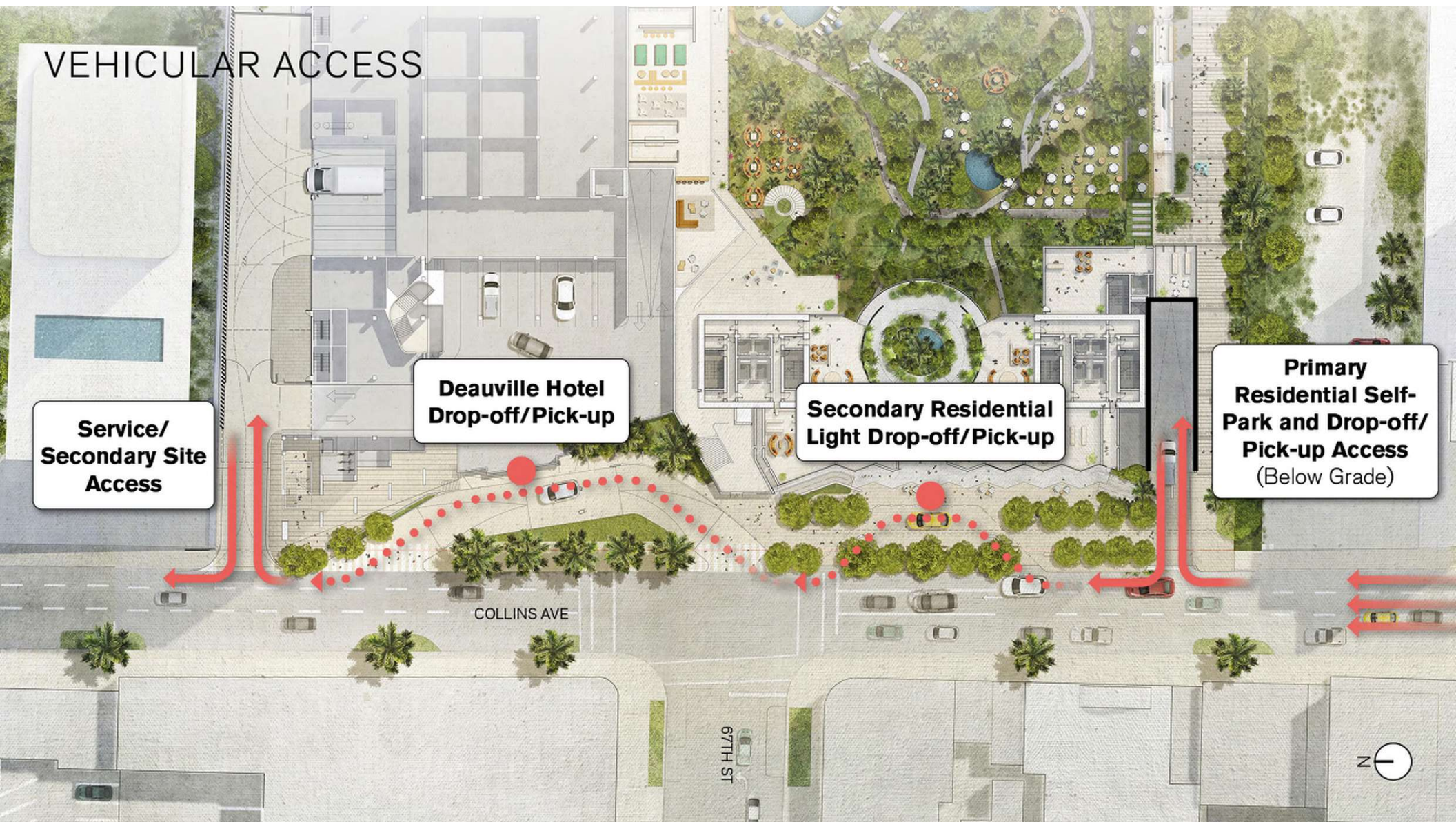
**Deauville Hotel  
Drop-off/Pick-up**

**Secondary Residential  
Light Drop-off/Pick-up**

**Primary  
Residential Self-  
Park and Drop-off/  
Pick-up Access  
(Below Grade)**

COLLINS AVE

67TH ST





BELOW GRADE DROP-OFF





## BELOW GRADE DROP-OFF



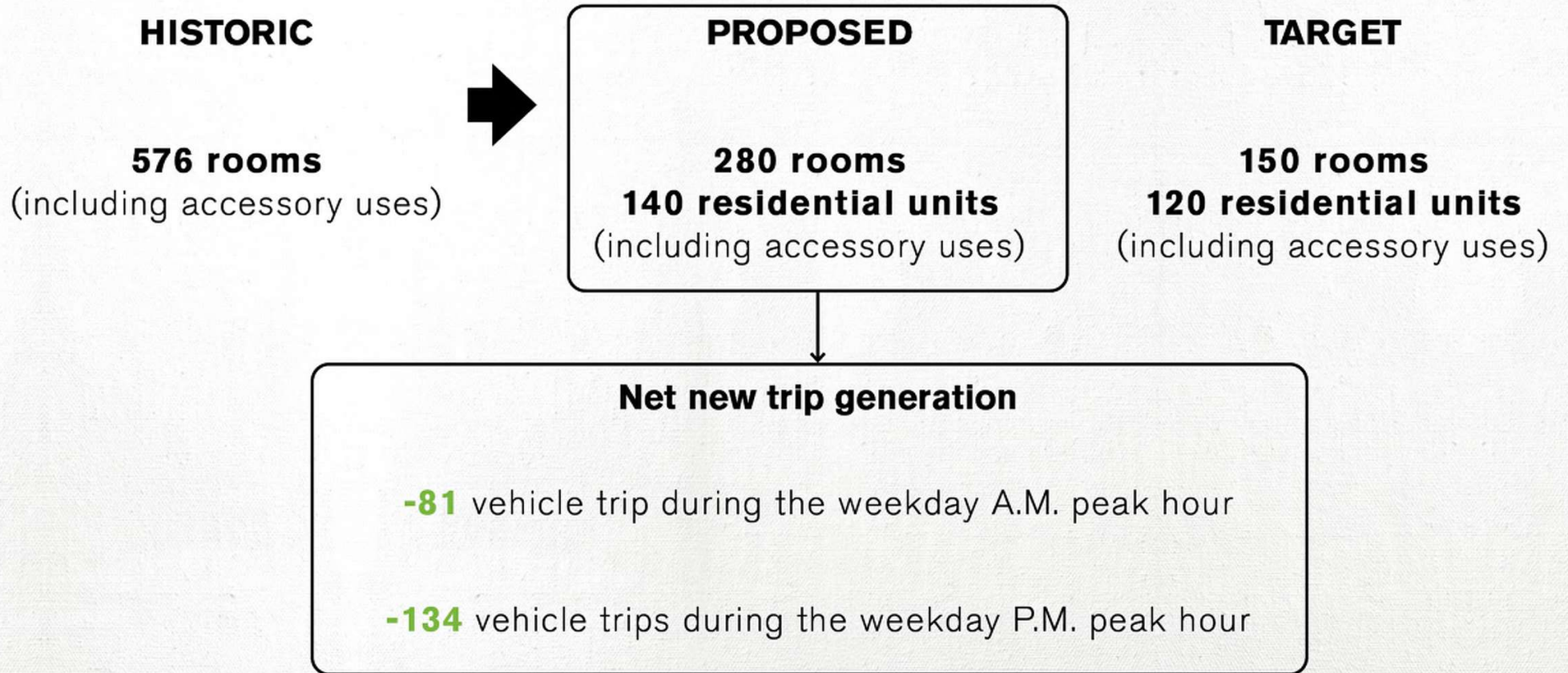


# 6625 INDIAN CREEK PARKING GARAGE



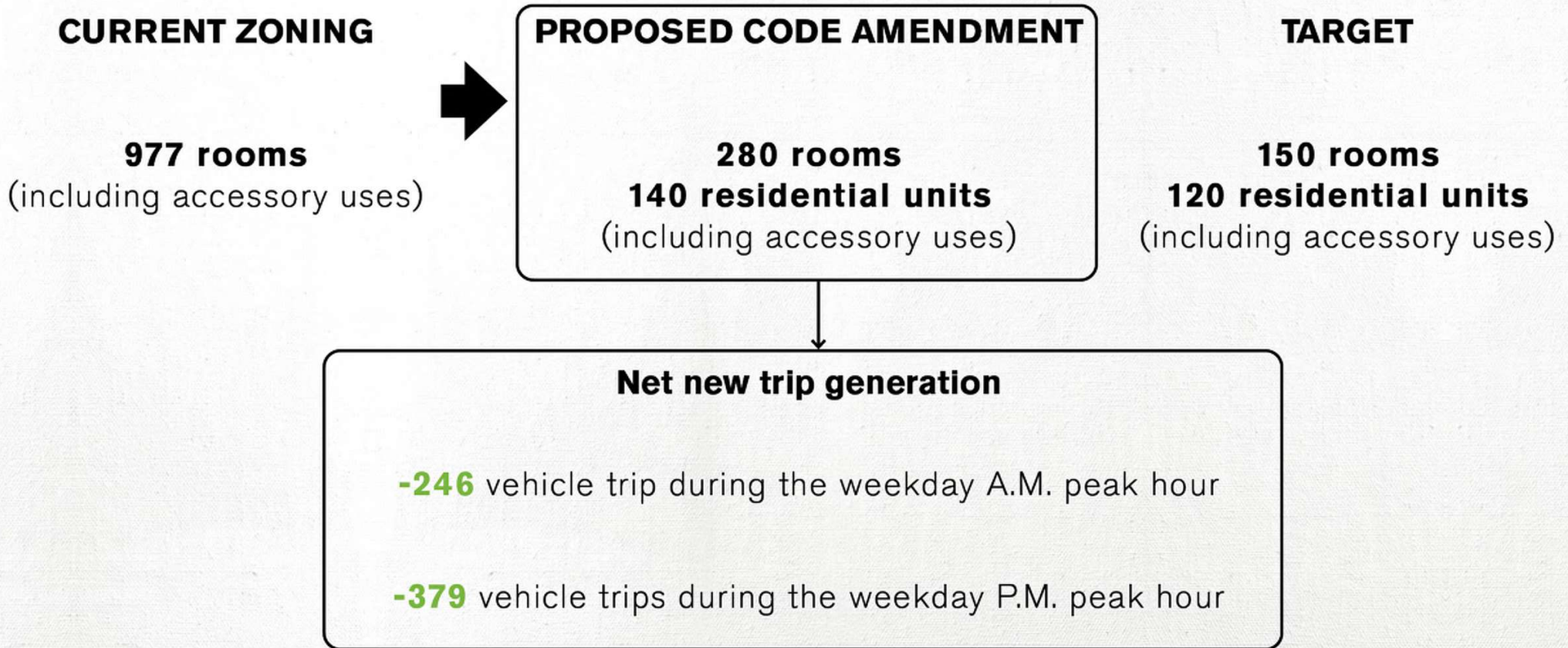


## TRAFFIC REDUCTION





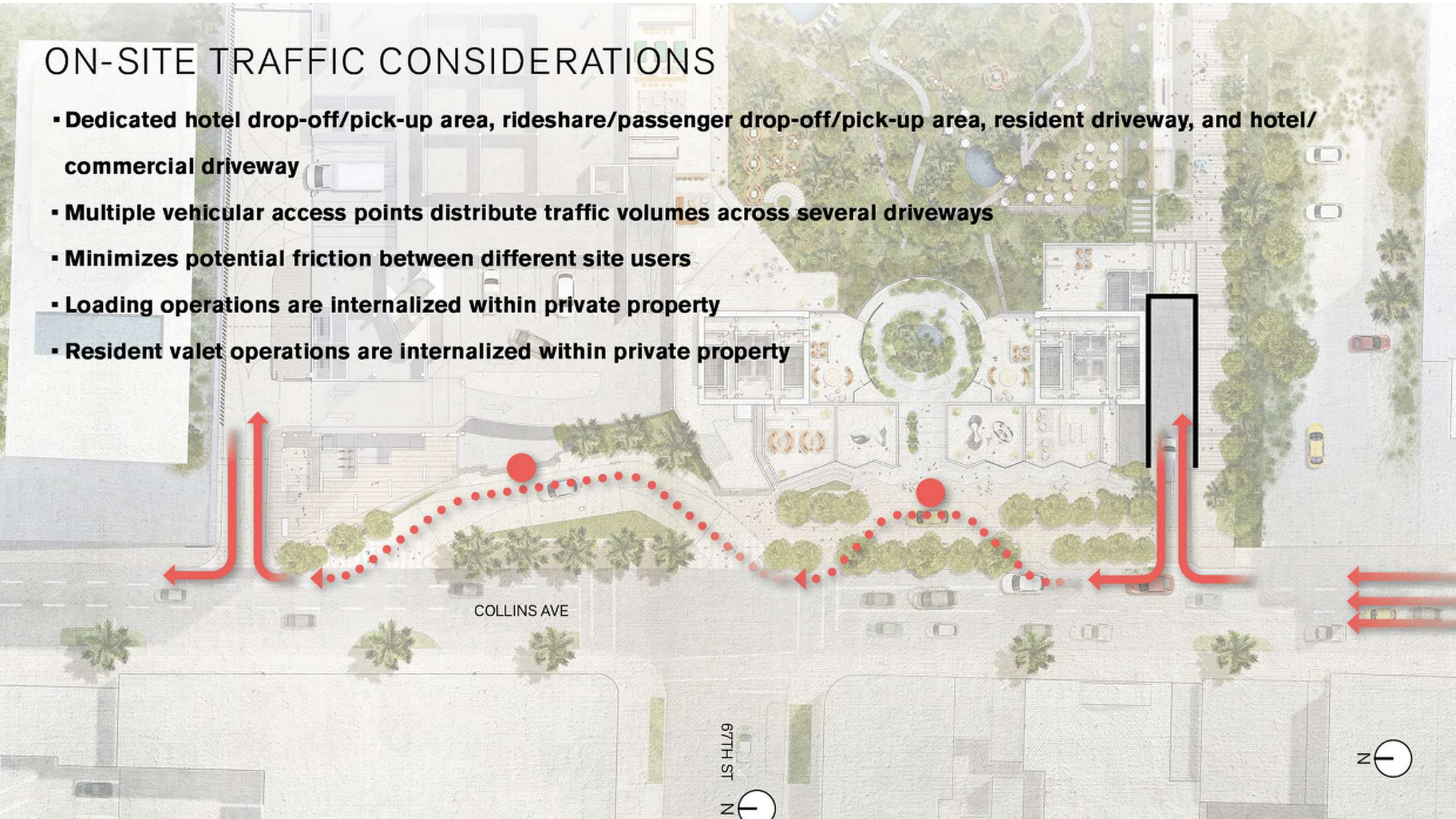
## TRAFFIC REDUCTION





## 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

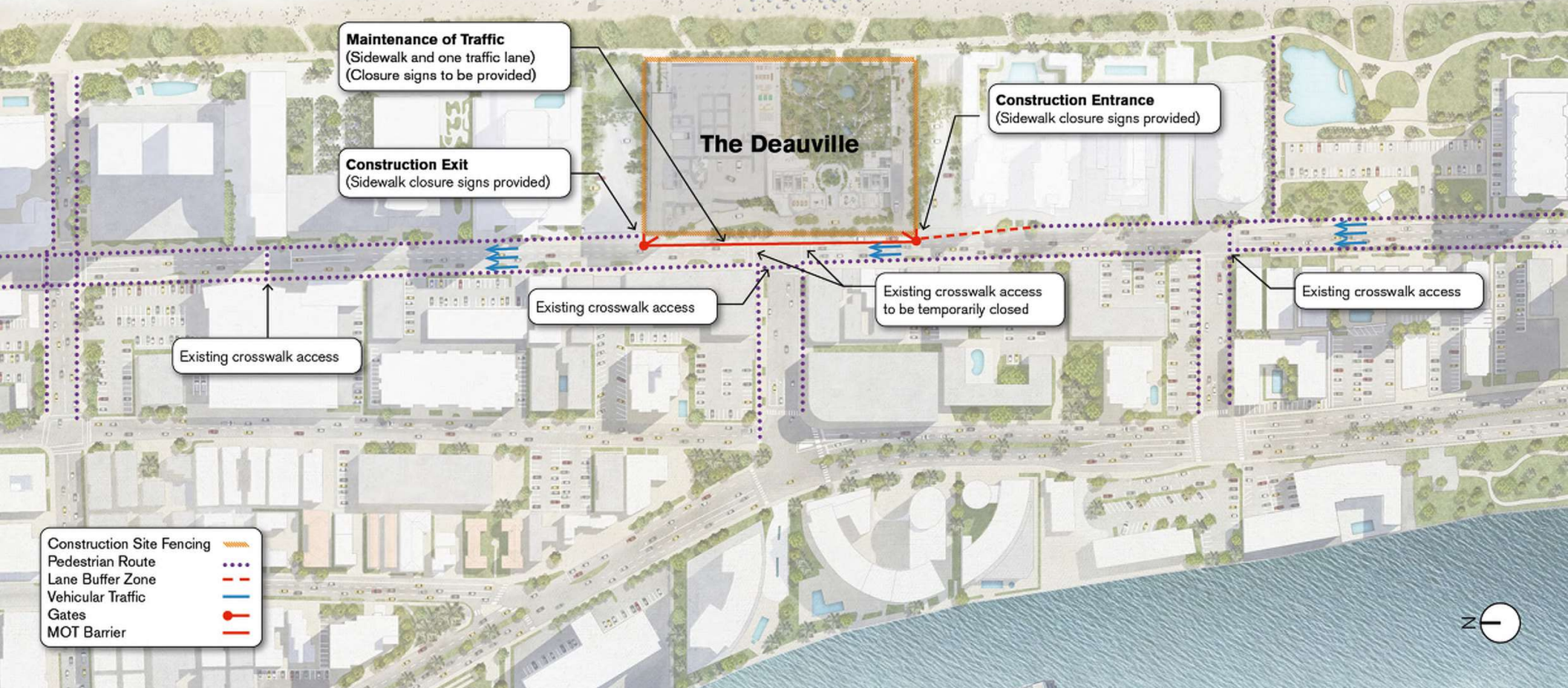
- **As part of the preparation of the traffic study, the need for roadway/intersection improvements will be evaluated.**

**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%
<b>City Revenues</b>							
- 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
<b>County Revenues</b>							
- 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	\$ -	\$ -
<b>Other Revenues</b>							
- 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	\$ -	\$ -



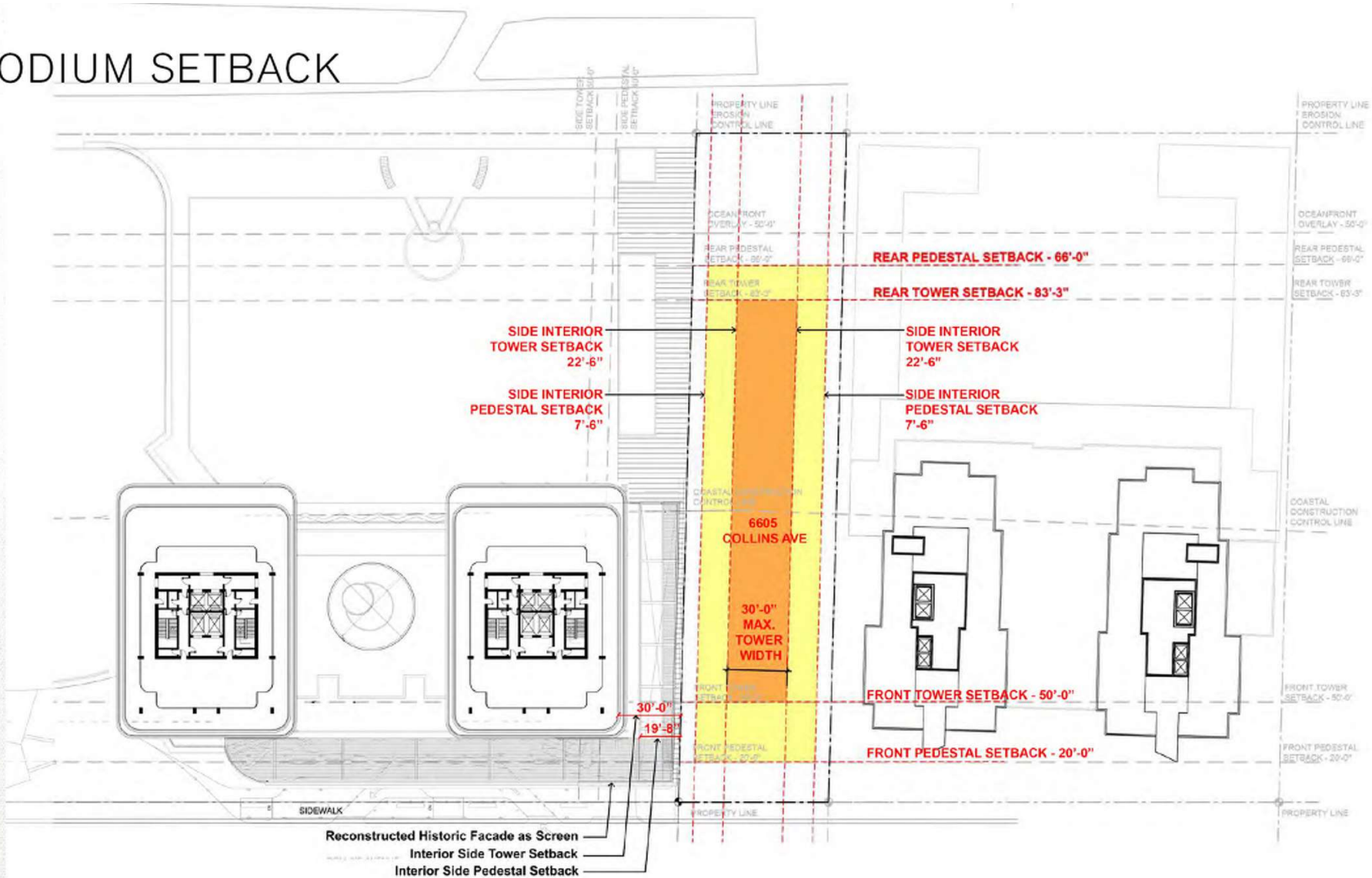
PODIUM SOUTH SETBACK





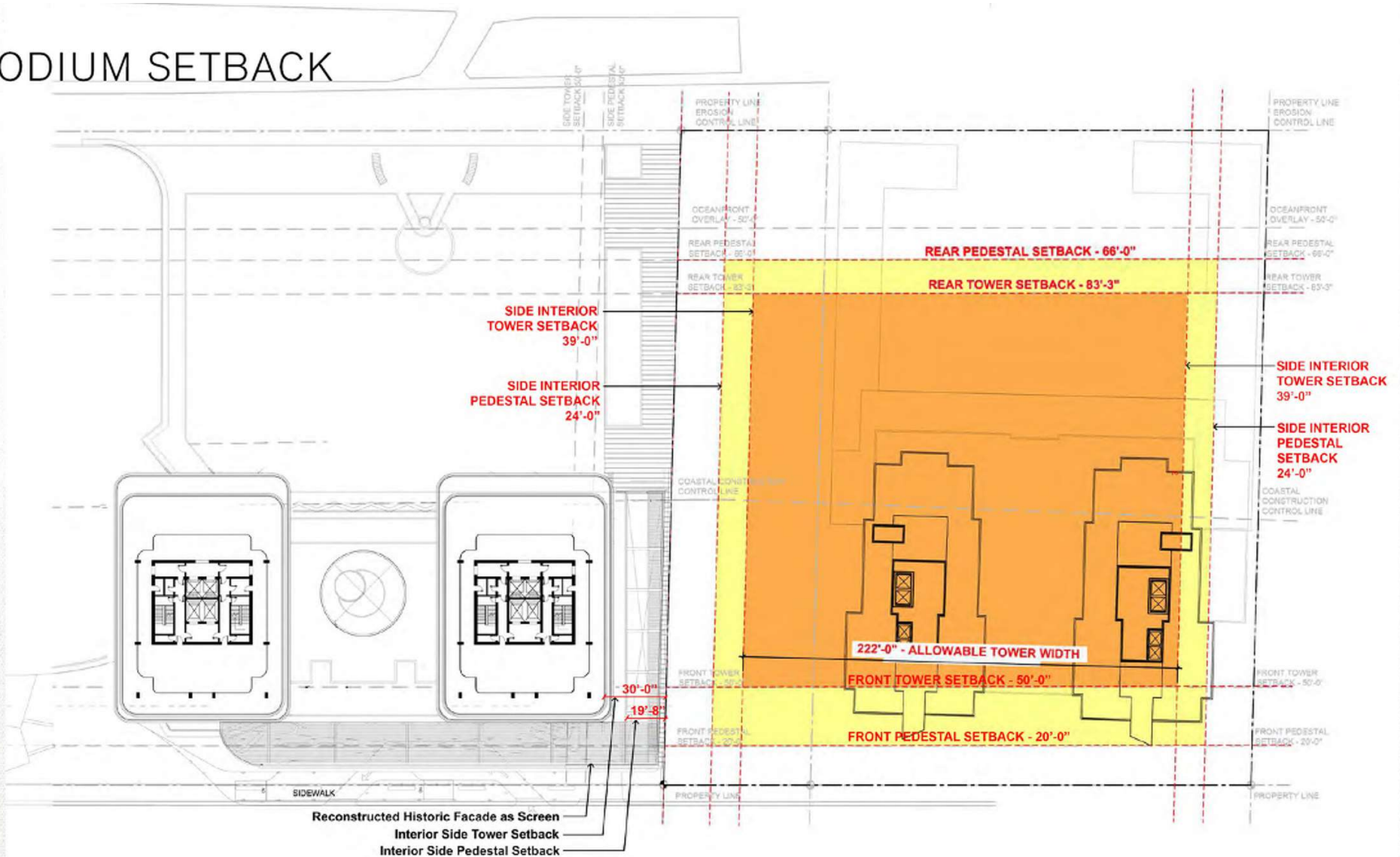


# PODIUM SETBACK



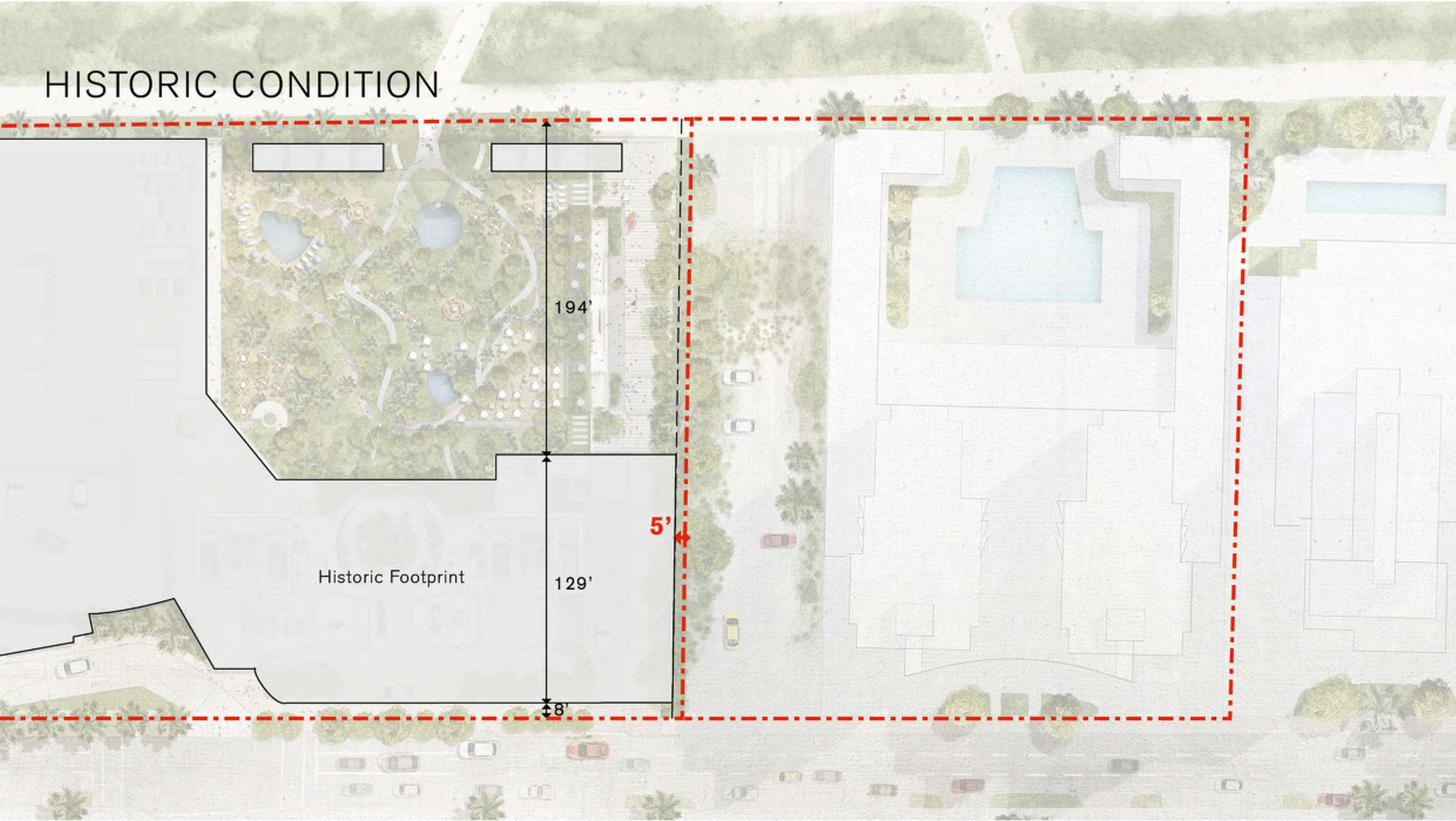


# PODIUM SETBACK



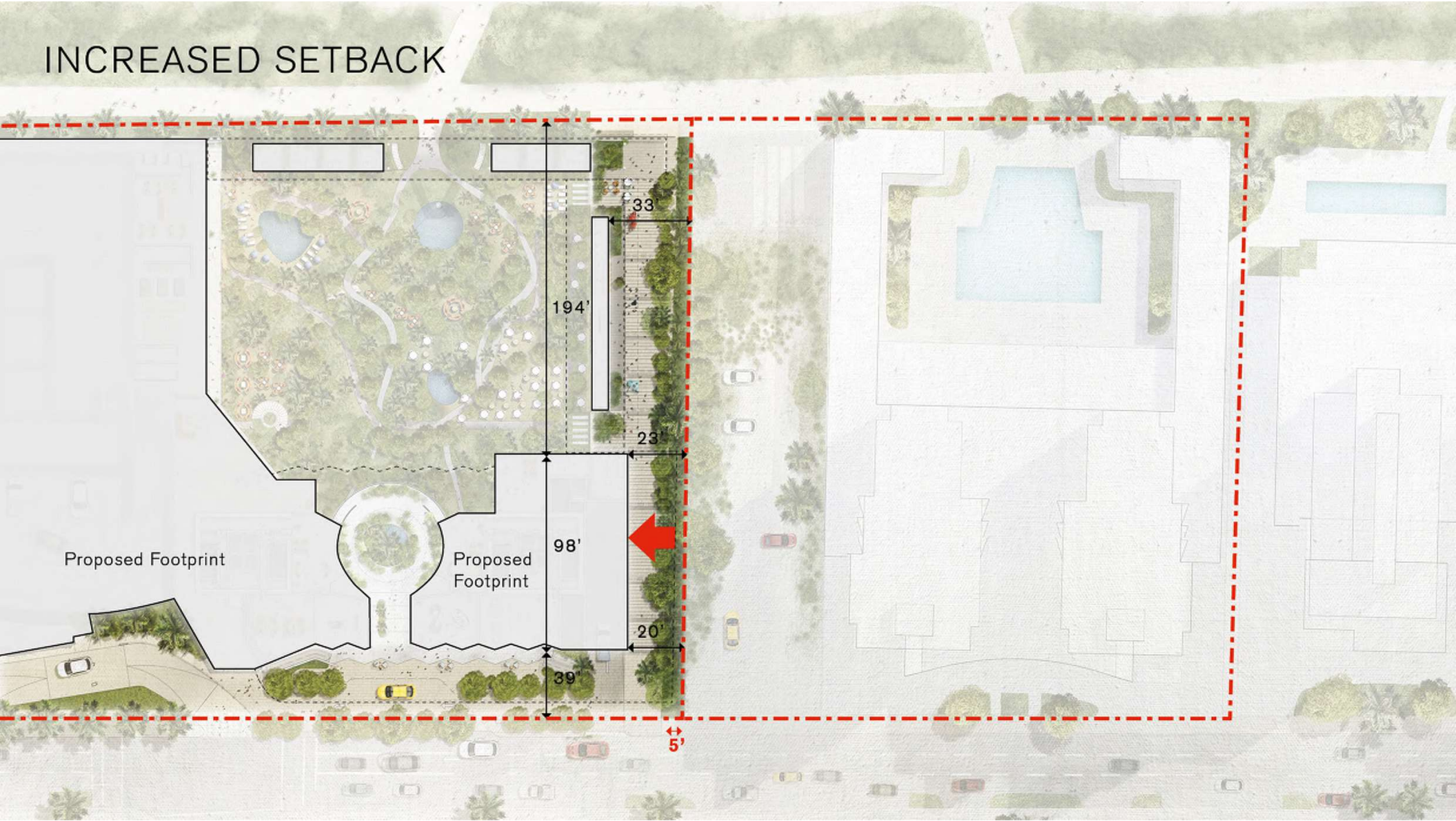


HISTORIC CONDITION



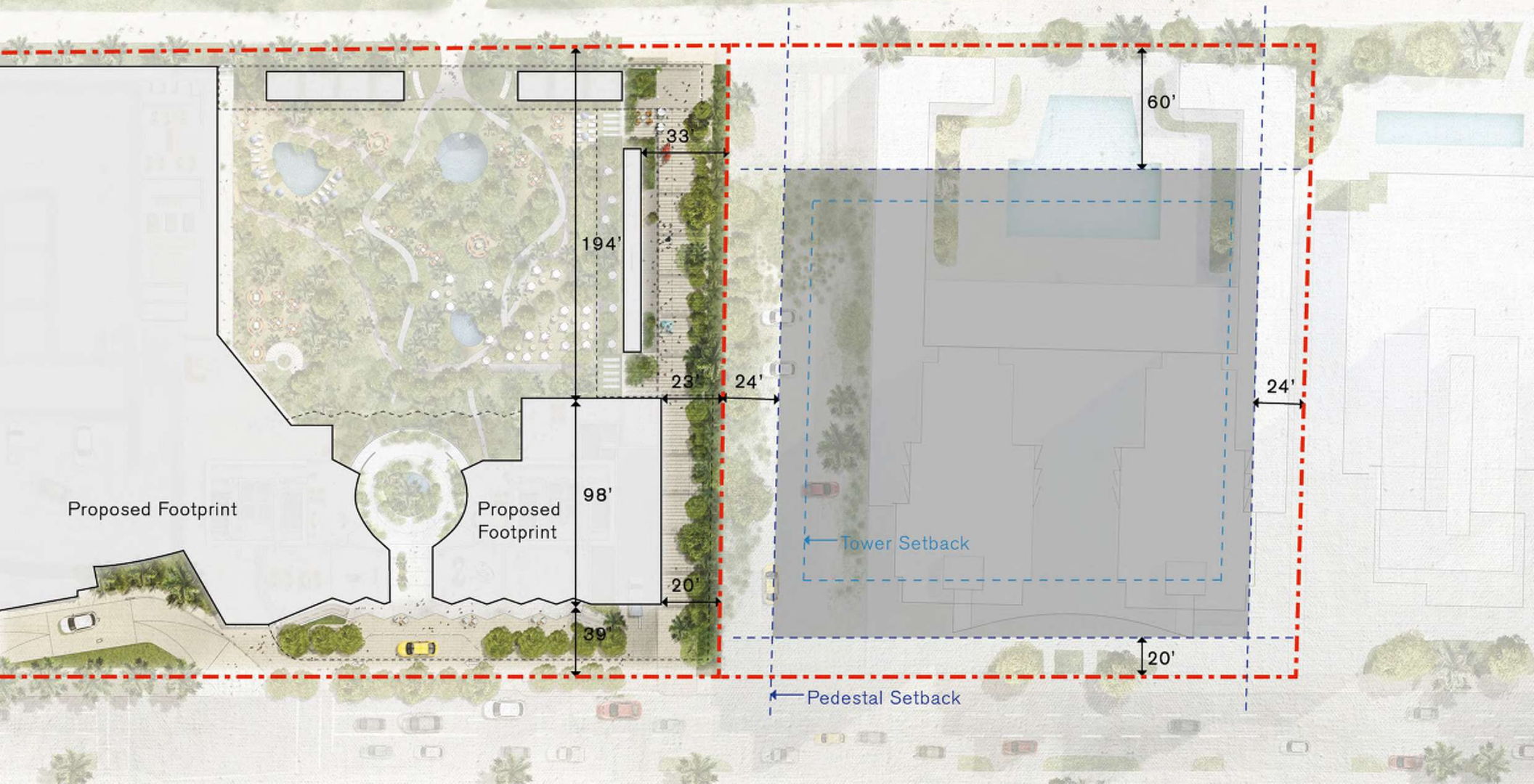


INCREASED SETBACK



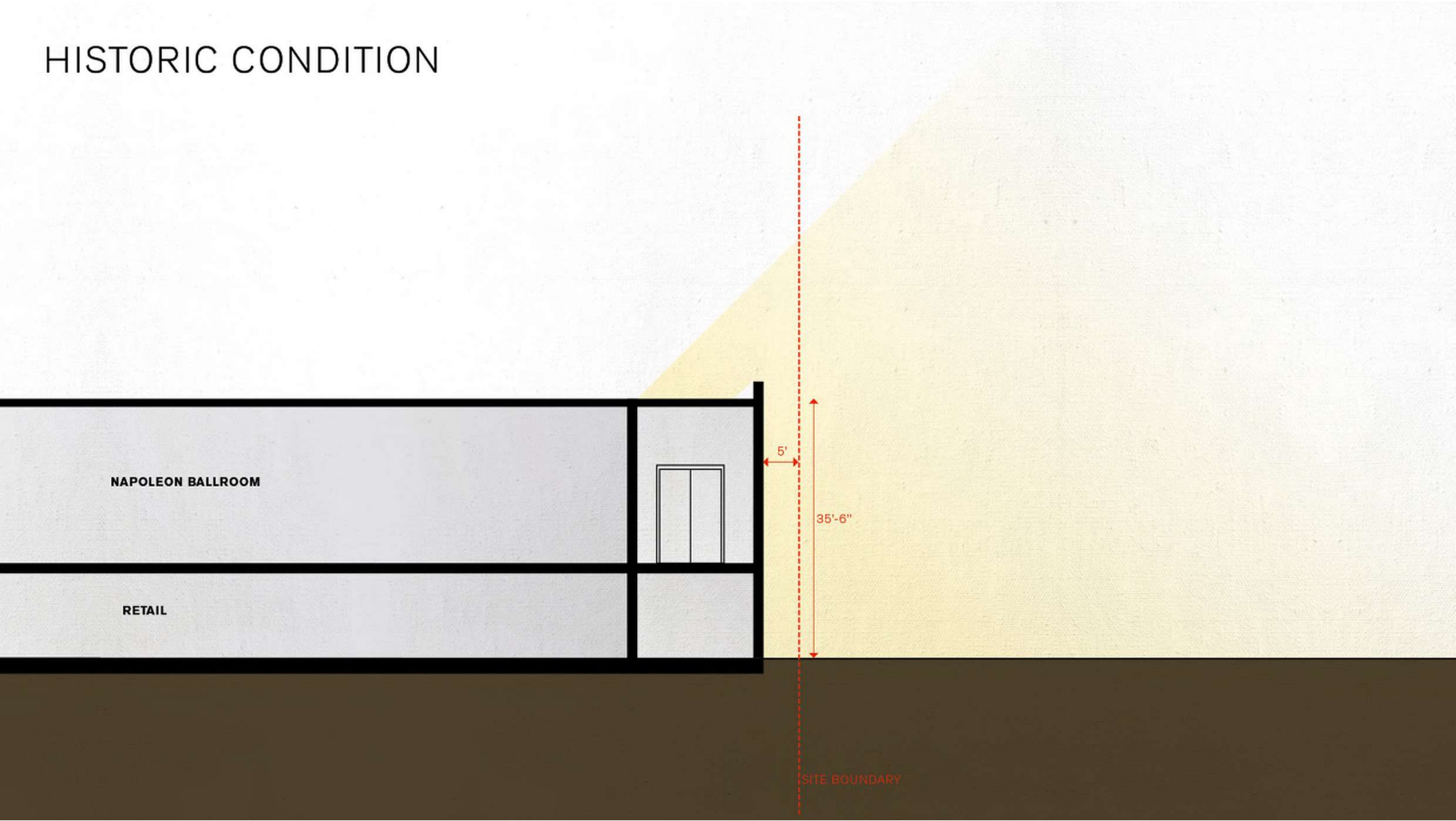


POTENTIAL NEIGHBOURING PEDESTAL





HISTORIC CONDITION





INCREASED SETBACK

NAPOLEON CLUB

RETAIL

PARKING

RAMP

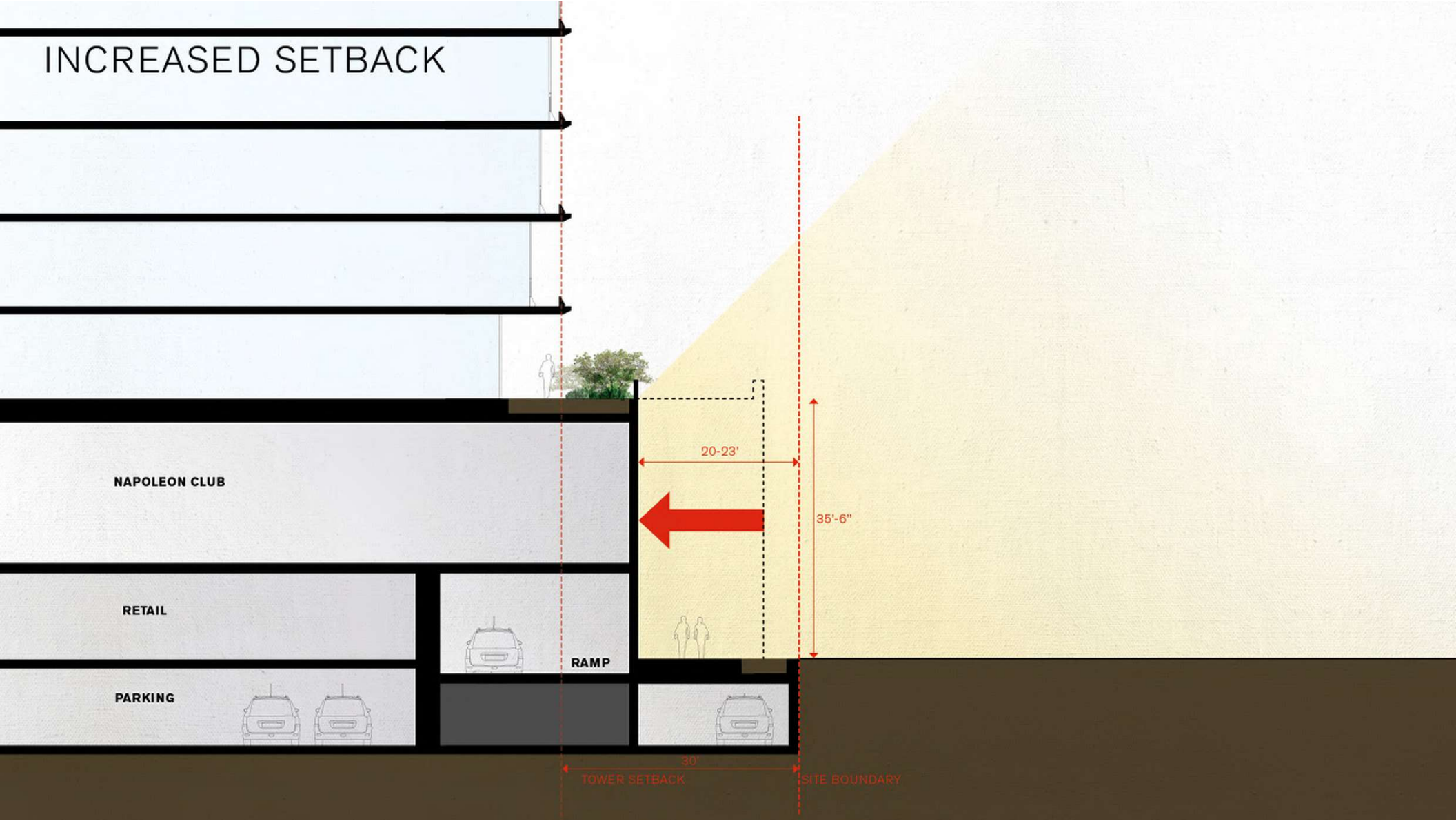
20-23'

35'-6"

30'

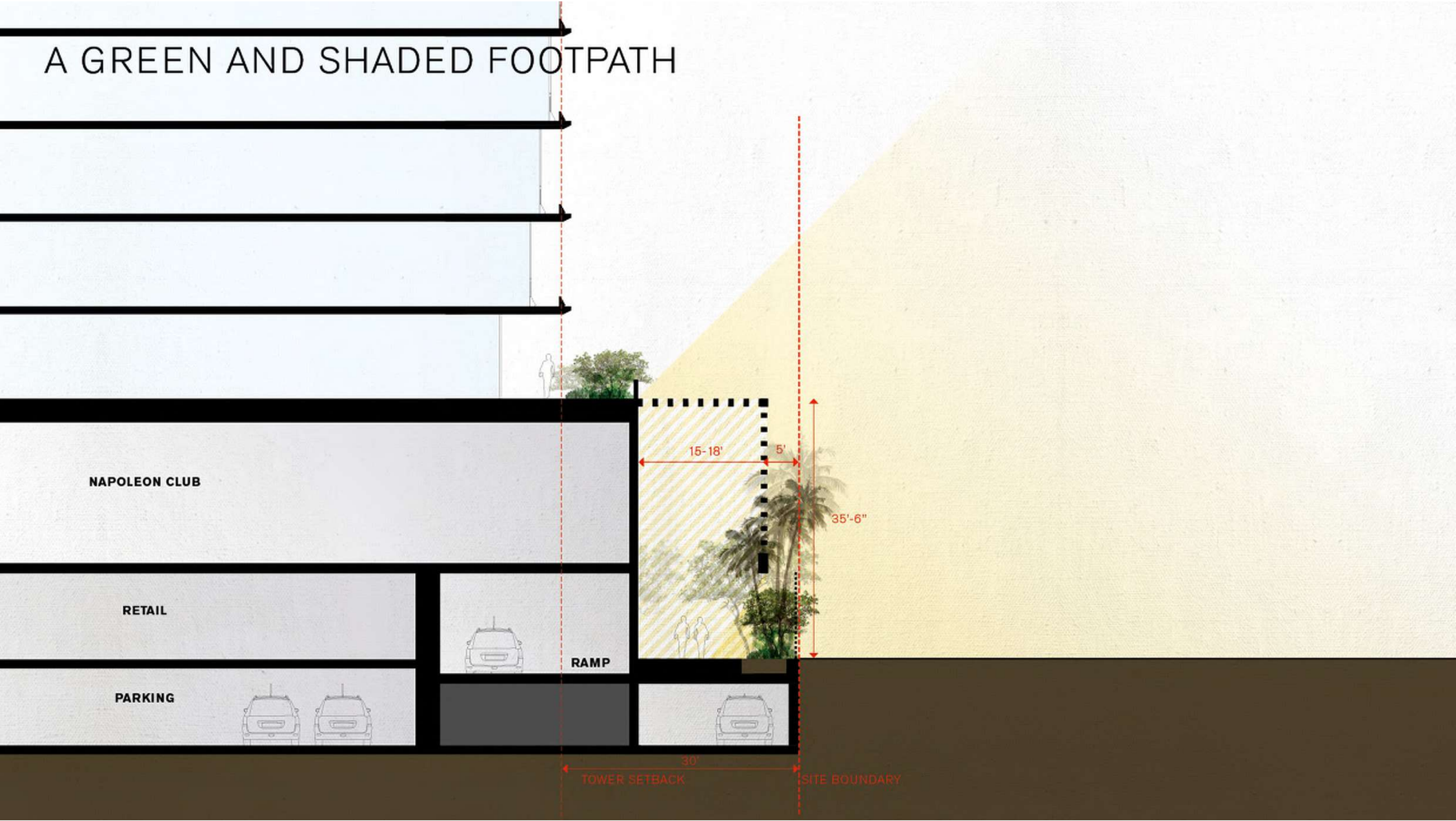
TOWER SETBACK

SITE BOUNDARY



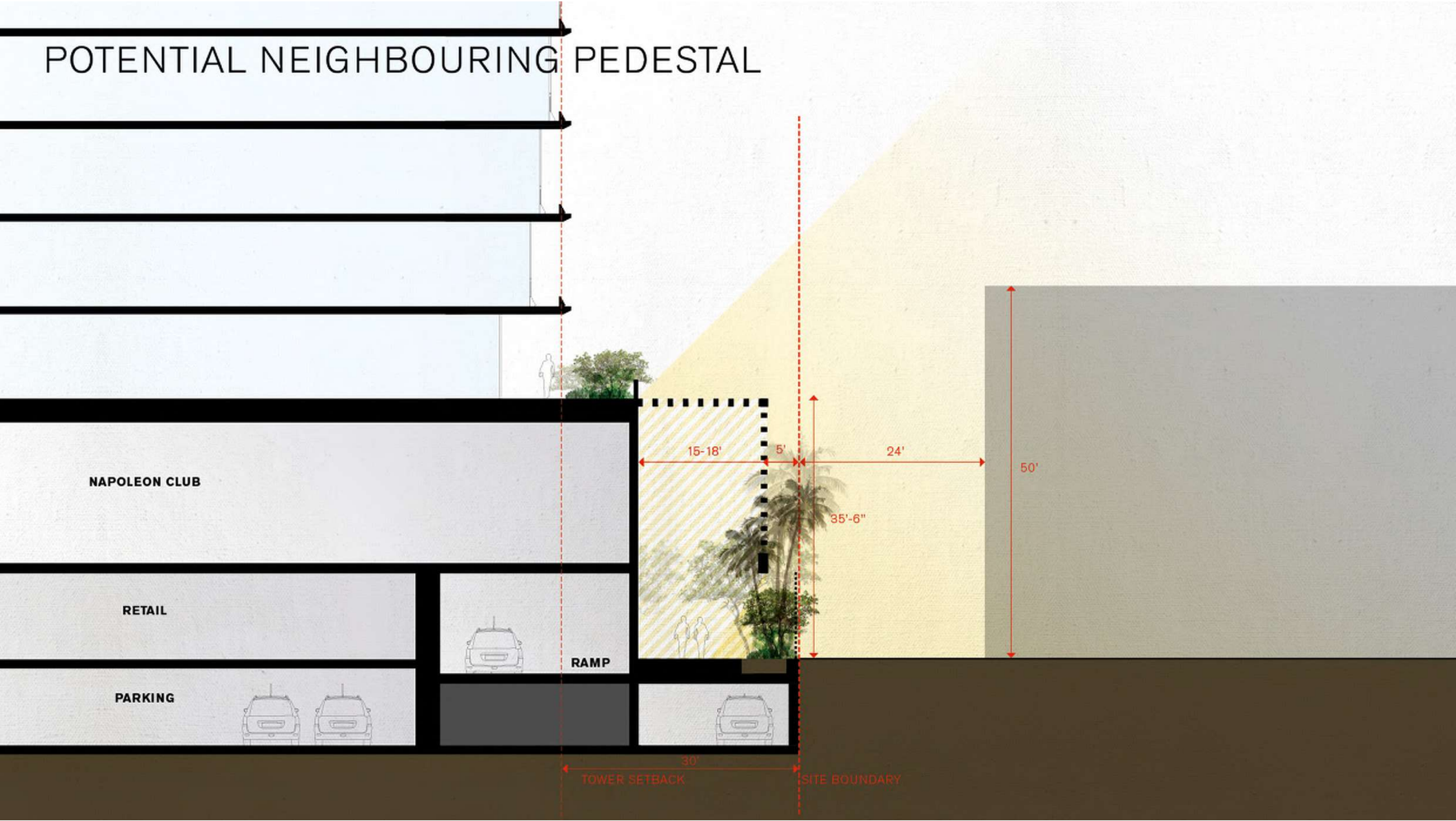


# A GREEN AND SHADED FOOTPATH





POTENTIAL NEIGHBOURING PEDESTAL

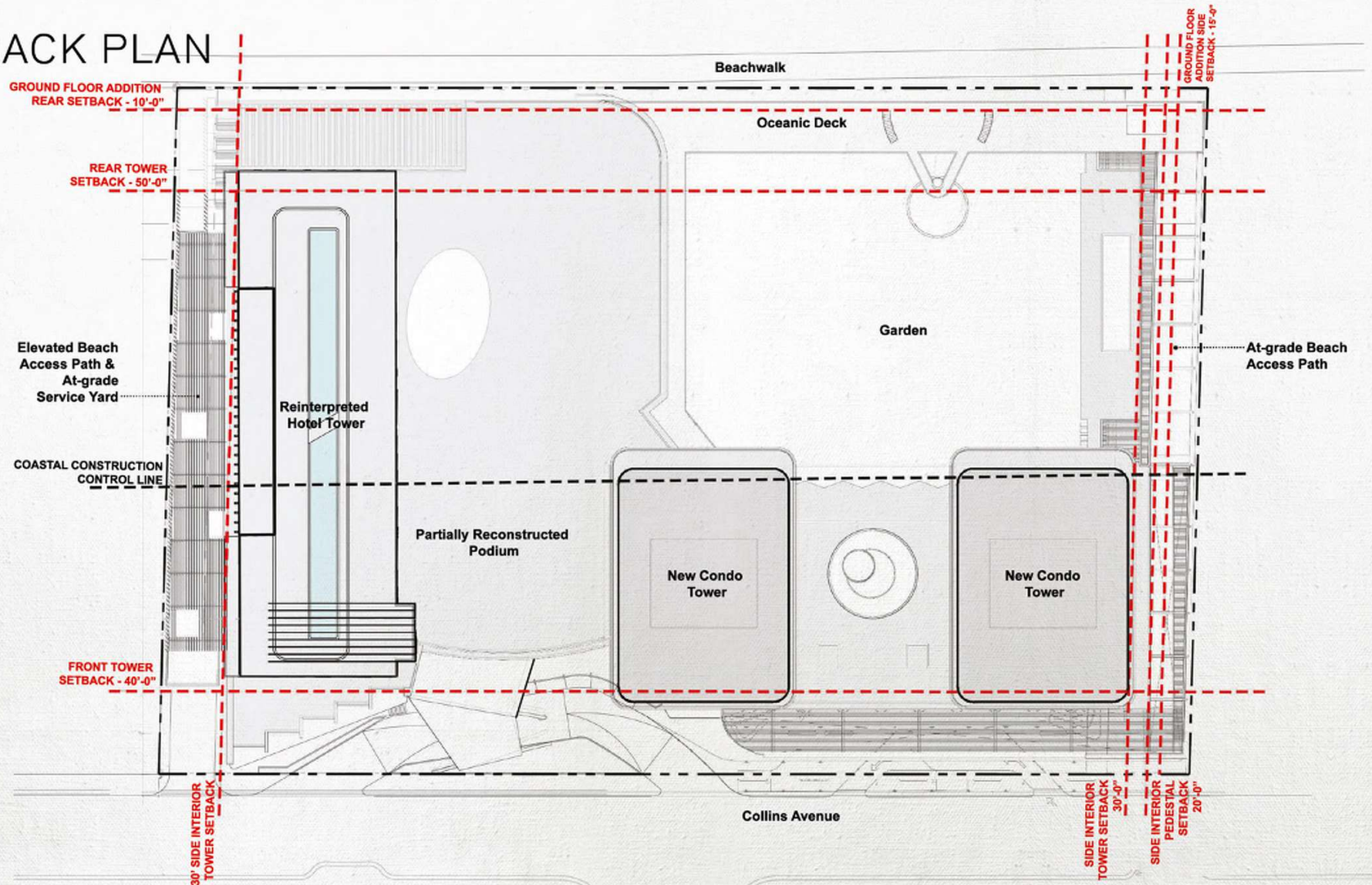




## SETBACK PLAN



# SETBACK PLAN





 **Terra**

**Foster + Partners**

**Shulman +  
Associates**

