

April 5, 2018

To: Suzette Sibble, Assistant City Manager
City of Pompano Beach

From: Pompano Beach Pier Hotel, LLC
Pompano Pier Associates, LLC

POMPANO BEACH PIER HOTEL

The hotel component at Pompano Beach Fishing Village has always been viewed as an important element of the development, as the hotel will consistently feed tourists to surrounding restaurants both within and outside Pompano Beach Fishing Village. This will add vitality to Pompano Beach Boulevard during weekdays and evening periods when restaurants are slower, but also especially during non-peak periods of the year, which are particularly challenging for retail uses and restaurants.

The building fits well into the compact design of the overall Pompano Beach Fishing Village Development and helps define the entry to the development with similar massing and height as the parking garage along Pier Street. The building orientation is human scale, particularly compared to residential buildings located in the immediate vicinity of the site, to the north, south and west. The Tropical Contemporary substyle is compatible with the Tropical Old Florida and Tropical Contemporary style buildings already approved or being approved within Pompano Beach Fishing Village, continuing that identity and character for this new dining and retail district and resulting in an organic mix of styles within the Florida Maritime family. The building, with windows and/or doors on all four sides, lends itself to natural surveillance from the streets.

The site is conveniently located on a BCT bus route. Economic development benefits include an estimated 50 new jobs, significant tax increment and additional spending in the community. It is projected to have a ripple effect, creating demand for more hotels as Pompano Beach is seen as an increasingly viable and desirable lodging alternative. The master plan amendment for the hotel was approved by the City Commission on September 26, 2017. The site plan was approved by the Planning and Zoning Board on July 28, 2017 and the site plan and architecture was approved by the Architectural and Appearance Committee on July 26, 2017.

Pompano Pier Associates has subleased the Hotel site (Parcel R5) to the Pompano Beach Pier Hotel, LLC, an affiliate of the Madhav Group, an experienced hotel developer in Southwest Florida. Pompano Beach Pier Hotel, LLC (herein 'Pier Hotel") is anxious to bring a dual branded Hilton franchised hotel to Parcel R5 located within the City's Pompano Pier Property. The Pier Hotel as graphically depicted in the below artistic renderings will be composed of two towers with a central lobby, elevated pool deck, roof top observation deck, conference facilities, and 150 guest rooms. The Pier Hotel has been approved by Hilton for the operation of a Home2 Suites by Hilton in one tower and a Tru by Hilton in the second tower. These are new, fresh Hilton hotel concepts, which we believe are ideally suited for this beach accessible location. Construction of the Pier Hotel is scheduled to begin this summer and construction is anticipated to take sixteen to eighteen months.

Because of the small size of Parcel R5 (38,772 square feet) on-site parking is not feasible. Franchise approval by Hilton is subject to execution of the Pier Hotel Parking Space License Agreement that will provide hotel guests with the use of up to 150 spaces in the City's Pier Parking Garage. Hilton requires one parking space for each guest room and will not permit branding of the hotel without a minimum of 150 spaces available to hotel guests.

The City's approval of the Parking Agreement is one of the final steps we must take in the pre-construction process. Our hotel will drive patrons to the parking garage on a year round basis, with peak hotel parking in non-peak hours and we look forward to the approval of the Parking Agreement which we view as beneficial to our project and the City of Pompano Beach.



