



November 15, 2021

To: Mayor Erik Arroyo, Vice Mayor Kyle Battie
Commissioners Ahearn-Koch, Hagen Brody and Liz Alpert

Thank you for the opportunity to submit a proposal for the redevelopment of the Fillmore Parking Lot site.

In advance of submitting this proposal we have met with representatives of the St. Armands Residents Association and the Lido Beach Property Association to hear their thoughts and concerns regarding the potential development of this City owned property. We received important local feedback which based upon the citizens comments and our planners' and architects' review of the area and potential impacts to the neighbors, we have created two proposals for you to consider.

The first proposal is to build a 63 room hotel which we have designed as a high end boutique residential hotel called the St. Armands Hotel. This type of residential hotel blends in best with the surrounding residential neighborhood and will cater to longer/extended stays that will reduce activity around the neighborhood as well as traffic which were two of the concerns.

Since this site is now zoned G-Governmental Use, and a zoning change will be needed, we asked citizens, our planners, architects and consultants to give us their suggestions on the appropriate height, scale and density compatible with the immediate neighbors and the character of the St. Armand's Circle area reflecting its historic significance. Based upon their recommendations, we used a density of 35 hotel units per acre, which is also the City's current CG zoning for the Wells Fargo lot located at Washington and Madison Drive.

We have stayed within the current approved height of 35' above FEMA. Height was naturally very important to the adjacent neighbors, the St. Armands Residents Association and Lido Beach Property Association. Our architects felt the 35' height limitation creates the right fit and provides the proper scale consistent with existing homes and businesses on the Circle. We do not need to change the Comprehensive Plan for a height variance to do this project. By staying with the 35' limit it eliminates the shading and canyon effect that proposals seeking 5 stories and 60'+ height will create. Maintaining existing height limits will also preserve the ambiance and appearance for which St. Armand's Circle is renowned for.

We will provide 1 parking space for each hotel room - slightly less than what the City required us to do on our recent approval at the Sandcastle Hotel (1.1 per room). We have designed a high end boutique residential hotel without large restaurants, bars, meeting space catering to the public. This type of hotel creates less traffic, less activity and less noise.

Our hotel will only have a small lobby bar of 20 seats which would be open to the public. Again, we believe with all the great restaurants and bars on the Circle there is currently no need to add additional restaurants or bars to this project which would impact our neighbors.

We would pay \$125,000 for each approved hotel room and based upon our proposal of 63 rooms, that would be \$7,875,000. If the final plan added more rooms, up to a maximum of 70 rooms, we would pay an additional \$125,000 per room. We will also pay \$15,000 per seat for the 20 seat bar which is open to the public amounting to an additional \$300,000. Based upon 63 rooms at \$125,000 per room and 20 seats at \$15,000 per seat the total value of this proposal to the City would be \$8,175,000.

The second proposal would include the same 63 room hotel but we also included retail and a high end fresh grocery deli type market of approximately 15,000 sq/ft. We know many high end operators that would do an outstanding job running this market. We also have worked on keeping deliveries and traffic flow away from the adjacent neighborhood. If this proposal were selected it would pay the City \$11,775,000.

In both designs we have included public restrooms to be located by the main entrance of the project on the street level to make access easy for patrons shopping and walking on the Circle.

The current surface parking of 251 spaces will be replaced with 175 covered spaces.

Attached is a brief summary on our company which highlights some of our family's 55 years of experience owning, developing, building and managing our hotels and resorts around North America as well as our 14 page presentation. We are happy to provide business and financial references at your request.

We look forward to your review and the opportunity to meet with you individually or City staff to answer any questions.

Again, thank you for the opportunity to submit these proposals.

OCEAN PROPERTIES, LTD.,

A Maine corporation



Mark Walsh

Its Vice President



Ocean Properties Hotels Resorts & Affiliates was started in the 1950s by Thomas T. Walsh as a small business with one hotel and has grown into one of the largest privately held hotel operating and development groups in the United States, operating over 100 hotels with more than 18,000 guest rooms. The Company is the largest hotel company in Florida and locally owns and manages The Resort at Longboat Key Club, Lido Beach Resort, Holiday Inn Lido Beach, Sandcastle Resort, and Zota Beach Resort.

In addition to designing, building, and managing its own hotels, the Company and its affiliates build and operate restaurants, golf courses, shopping centers, and other real estate throughout North America.

The Company has corporate offices in Delray Beach, FL, Portsmouth, NH, Montreal, QC and Vancouver, BC.

Major affiliates include Atlific Hotels and Resorts, the largest independent hotel management company in Canada, operating hotels from Halifax, Nova Scotia to Vancouver, British Columbia.

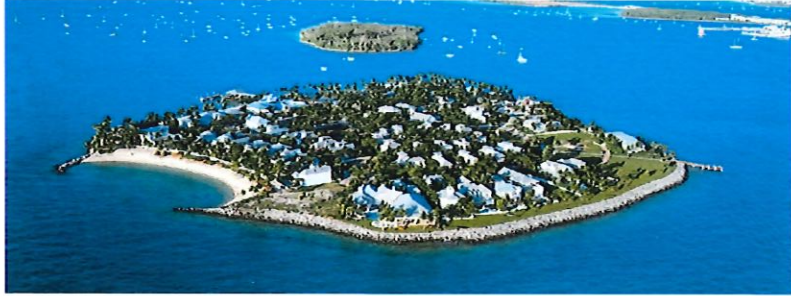
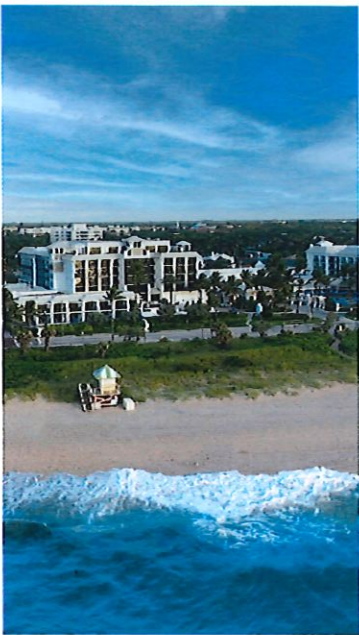
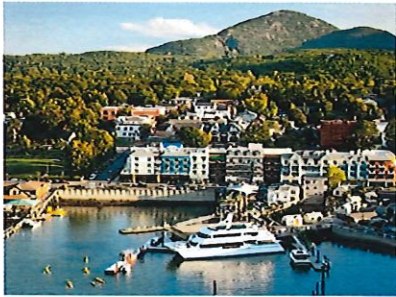
The Company's success is the result of a tradition of excellent customer service, meticulous product quality and unequaled associate satisfaction and loyalty. Our hotel, resort and restaurant operations are respected in the industry for their innovative concepts, quality offerings, and working closely with the communities we are in.

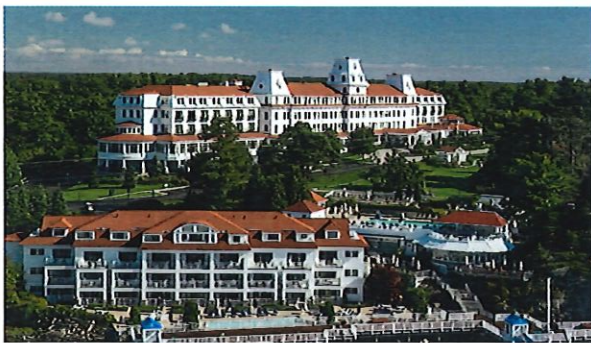
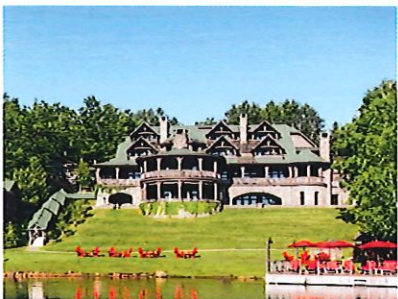
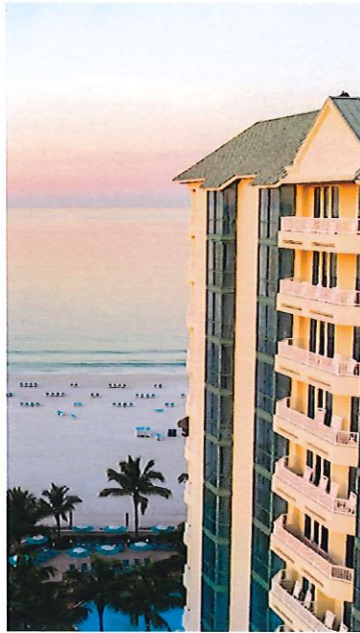
Management believes that choosing the appropriate concept for each location is a key factor. The design and scale of the product must fit the site and community around it.

“The Company’s success is the result of a tradition of excellent customer service, meticulous product quality and unequaled associate satisfaction and loyalty.”



Our Portfolio





2021 Awards & Accolades

Ocean Properties Hotels Resorts & Affiliates and Atlicific Hotels have been the recipients of numerous awards for our hotels, including awards for customer satisfaction, product quality, and outstanding new development. The list below includes just some of our awards for our Florida resorts in 2021.

Our Sunset Key Cottages resort was the number one ranked resort hotel in Florida in 2020 as well as 2021 by Travel + Leisure World's Best Awards



Travel + Leisure World's Best Awards 2021

The Top 15 Resort Hotels in Florida

- Sunset Key Cottages - #1
- Opal Sands Resort - #5
- The Resort at Longboat Key Club - #12

The Top 15 Resort Hotels in the Continental US

- Sunset Key Cottages - #11



Condé Nast Traveler Readers' Choice Awards 2021

Top 15 Hotels in Florida

- Edgewater Beach Hotel - #15

Top 15 Resorts in Florida Keys

- Sunset Key Cottages - #5
- Opal Key Resort & Marina - #8
- Barbary Beach House - #13
- Havana Cabana Key West - #15

Top 20 Resorts in Florida

- The Resort at Longboat Key Club - #3
- Hutchinson Shores Resort & Spa - #7
- Jupiter Beach Resort & Spa - #12
- Sandpearl Resort - #17
- Zota Beach Resort - #19

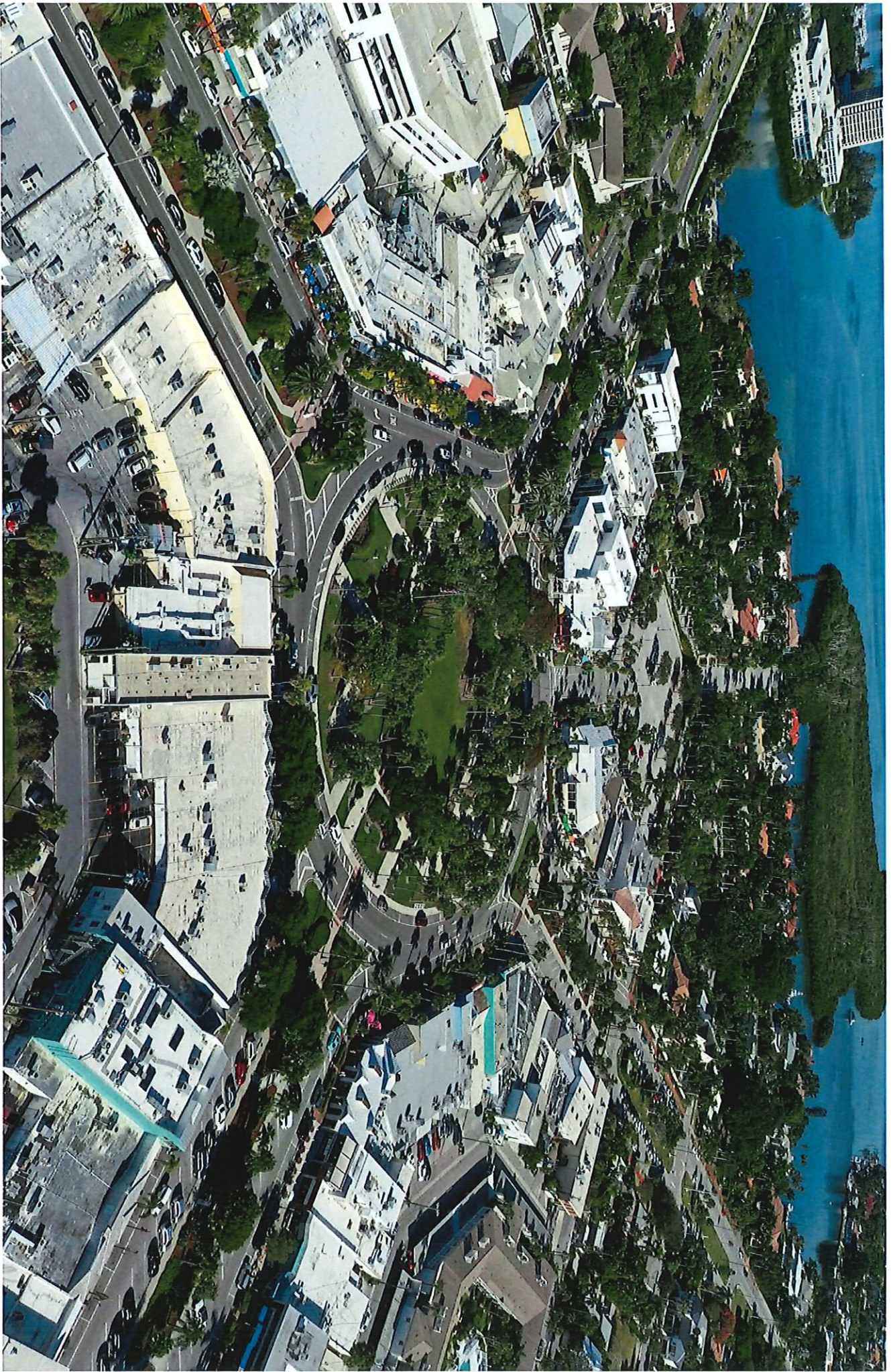


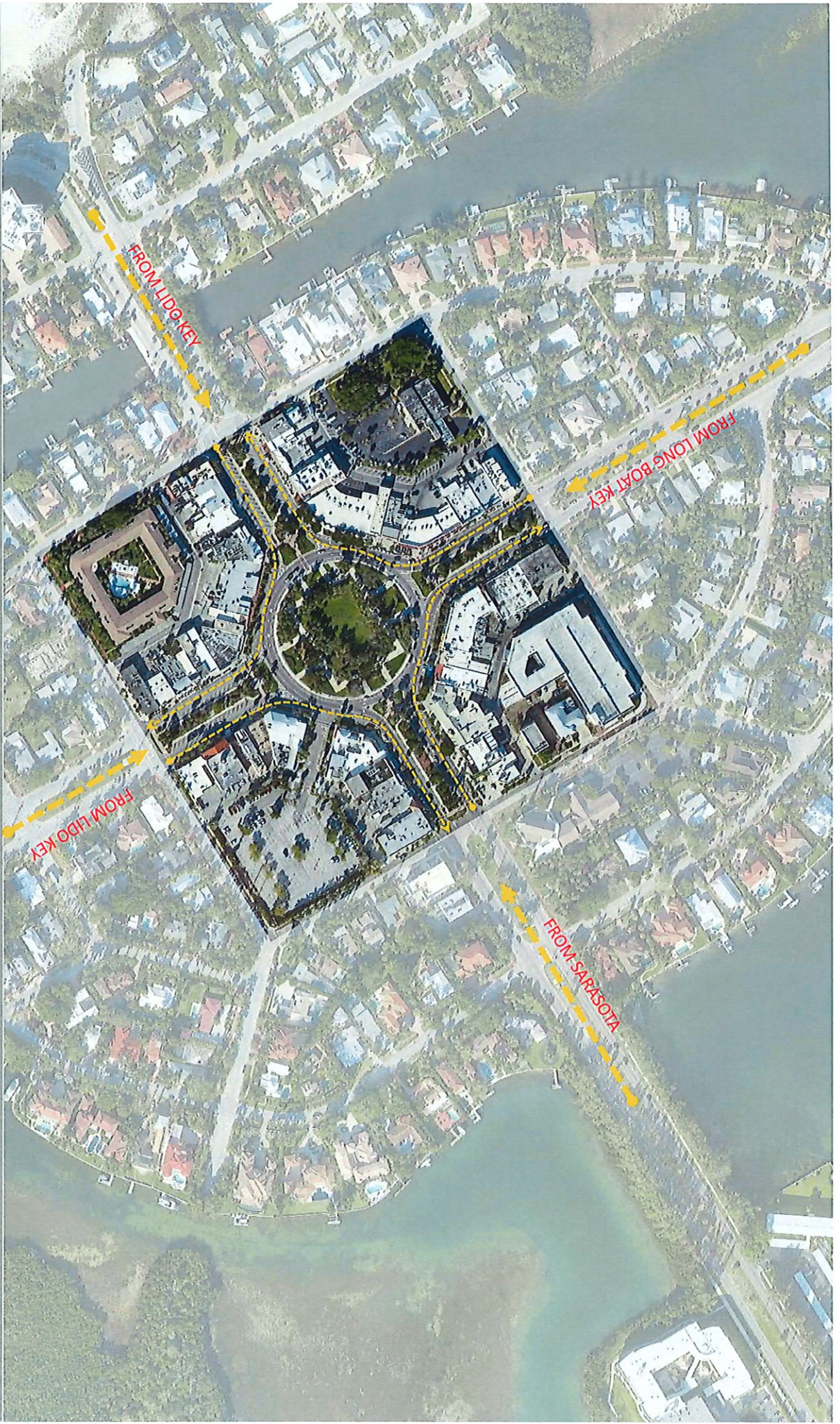
Our Florida properties received a total of 14 awards in Condé Nast Traveler and Travel + Leisure's prestigious readers' choice lists in 2021

OPAL
DESIGN
ST ARMANDS CIRCLE

SARASOTA, FLORIDA
CONCEPTUAL DESIGN

11-11-2021

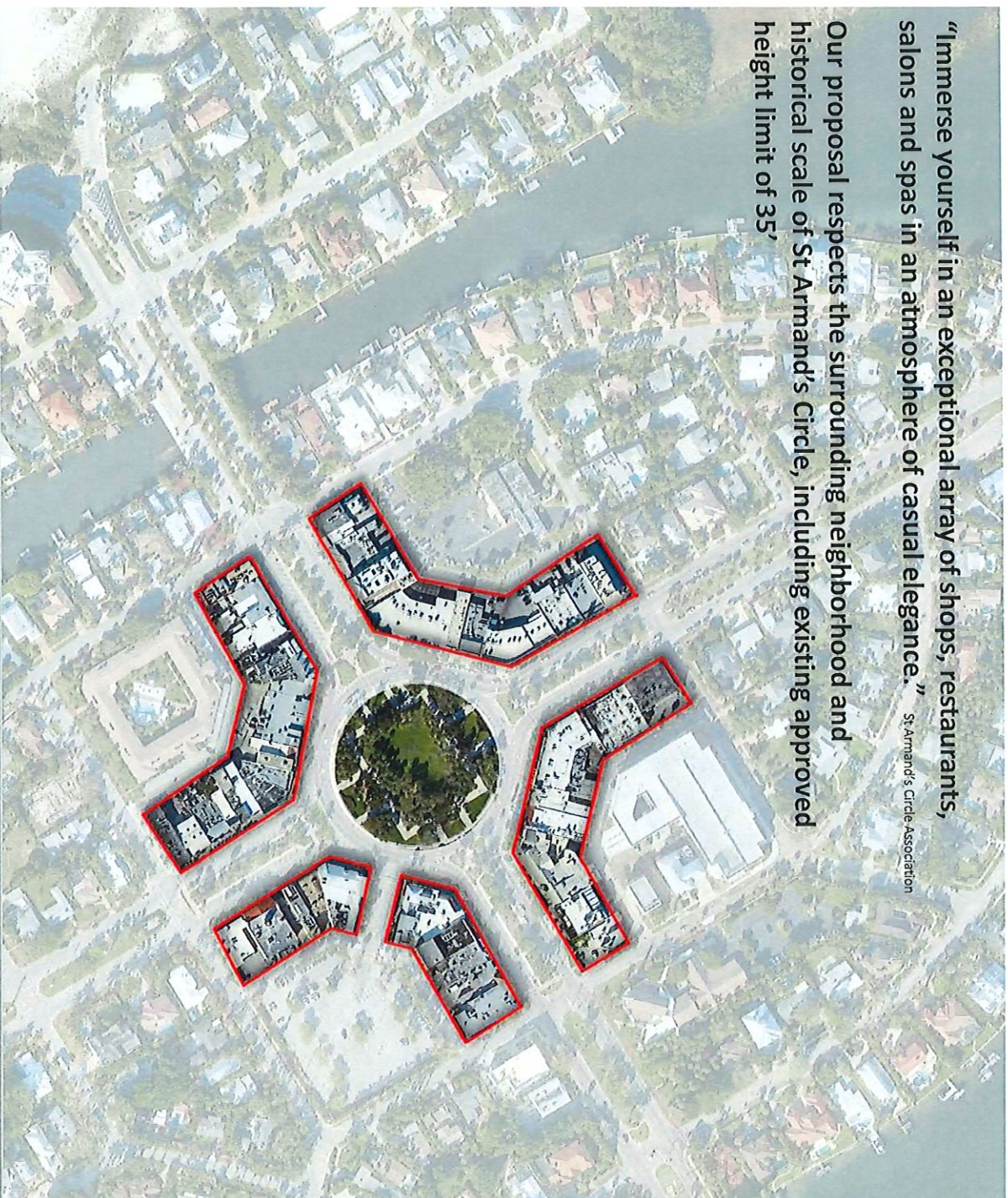




ST ARMANDS CIRCLE

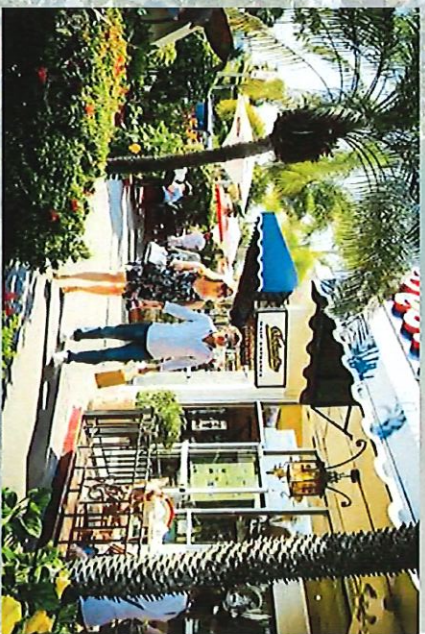
"Immerse yourself in an exceptional array of shops, restaurants, salons and spas in an atmosphere of casual elegance." St. Armand's Circle Association

Our proposal respects the surrounding neighborhood and historical scale of St Armand's Circle, including existing approved height limit of 35'

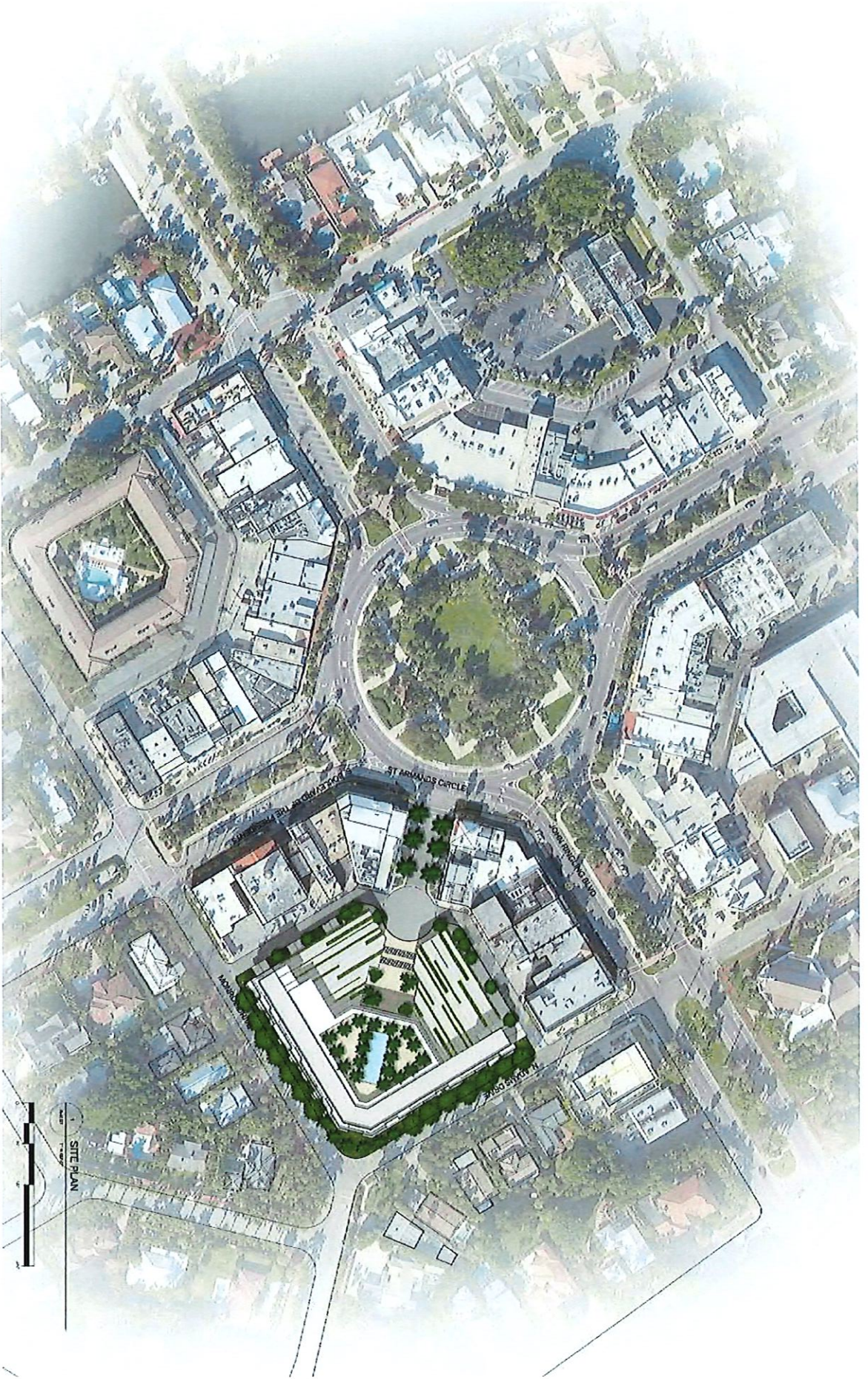


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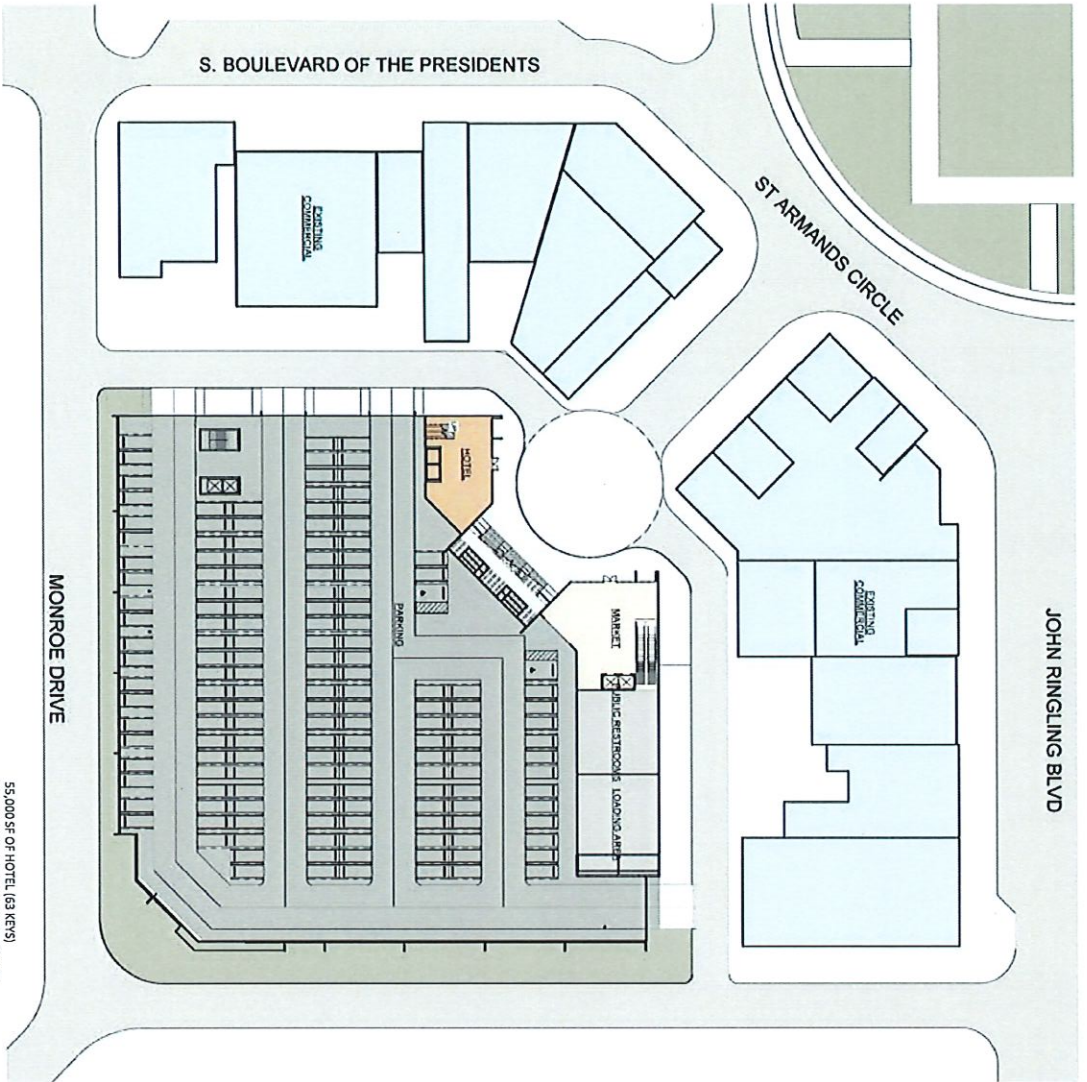
The Fillmore Parking lot is similar to the Wells Fargo Site. Since the zoning code changes are being considered on the Fillmore Site, Our planners, architects and consultants recommended using the density of the Wells Fargo site of 35 Units per Acre as the right scale for St Armand's Circle.



ST ARMANDS CIRCLE



ST ARMANDS CIRCLE

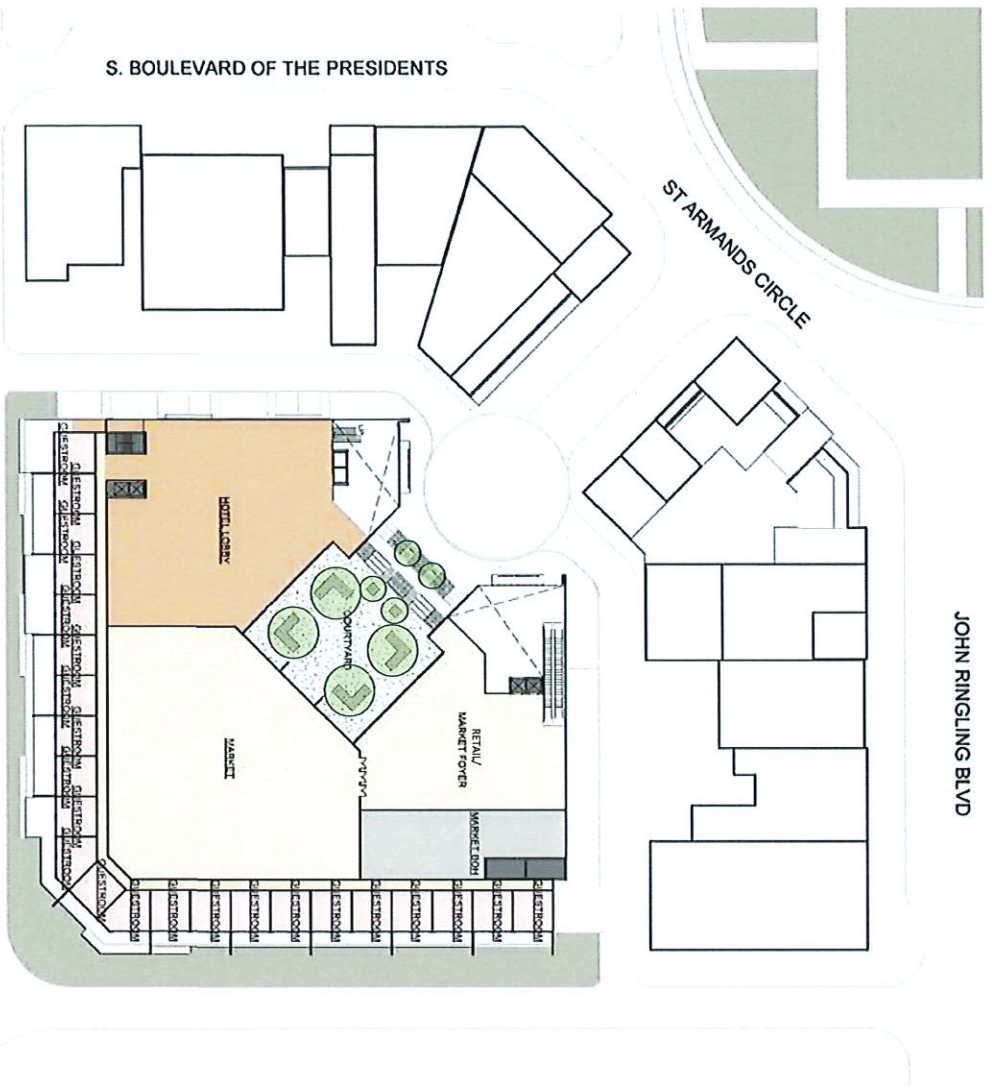


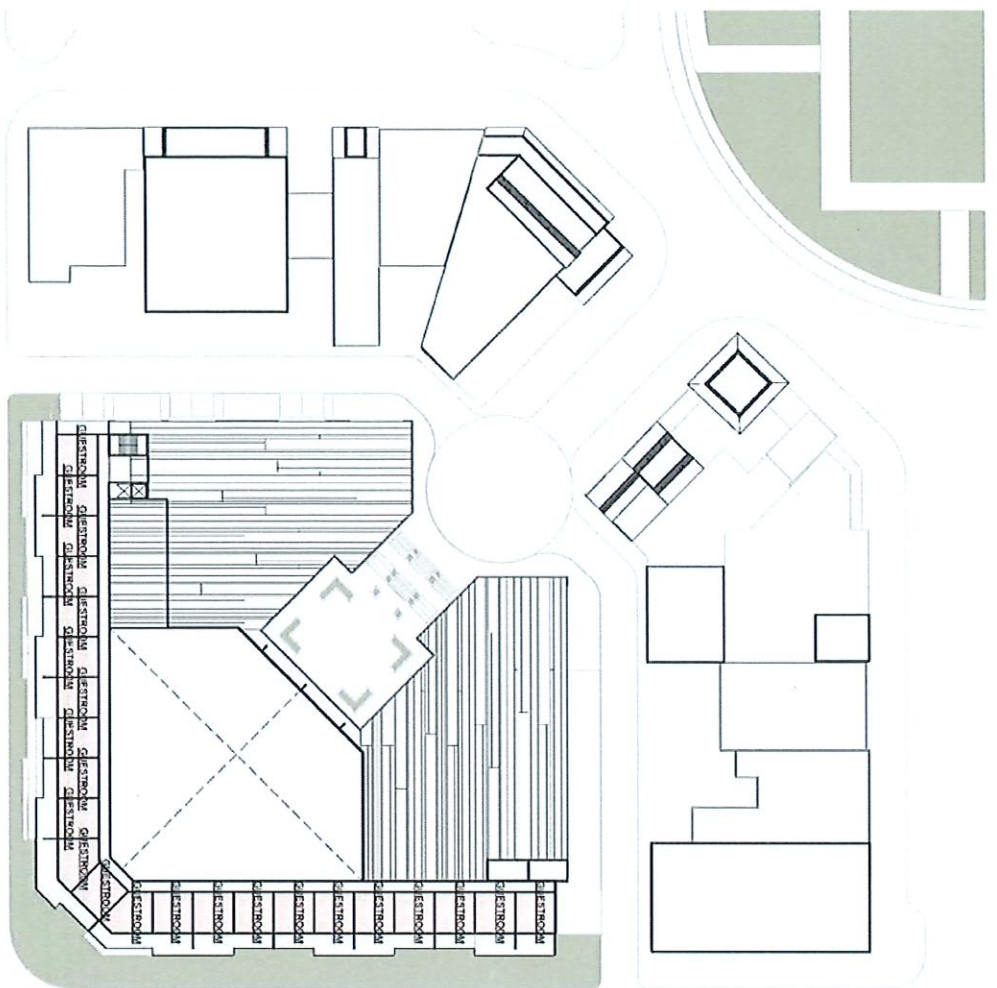
55,000 SF OF HOTEL (63 KEYS)
 15,000 SF OF RETAIL/MARKET SPACE
 2,000 SF OF PUBLIC RESTROOMS
 175 PARKING SPACES



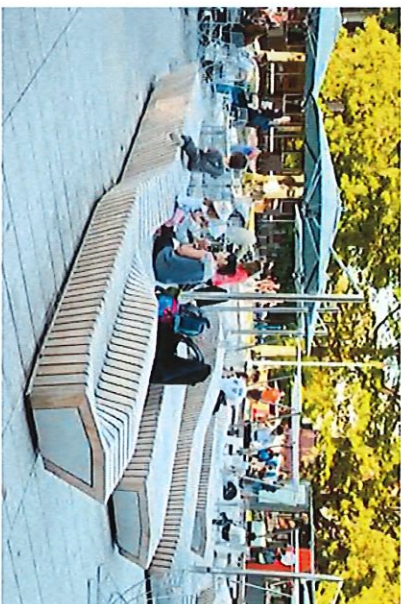
ST ARMANDS CIRCLE

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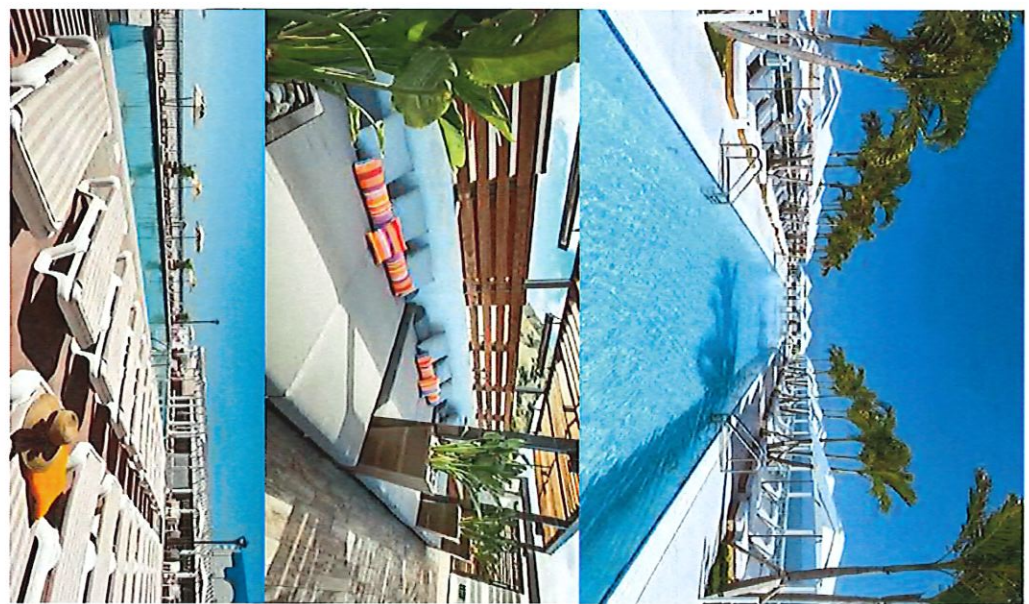
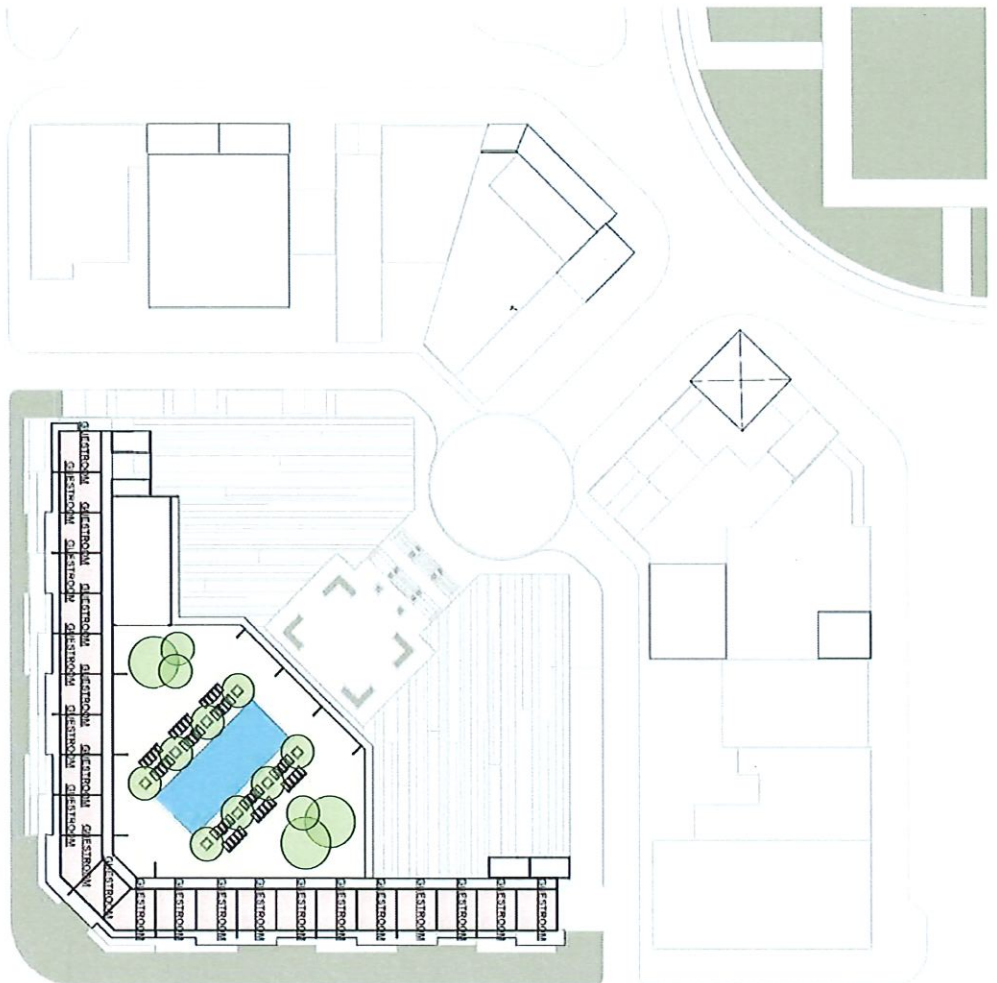




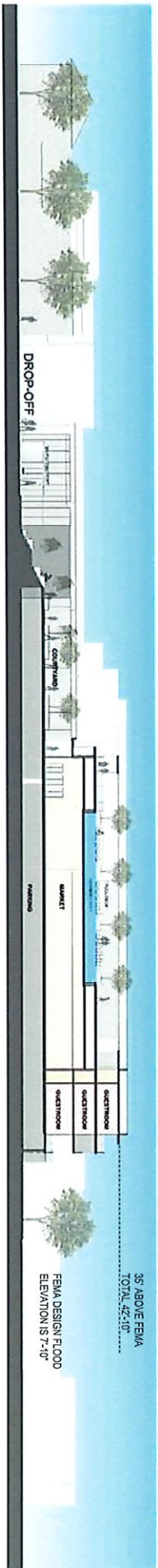
1 LEVEL 03
A1.03 1:3000



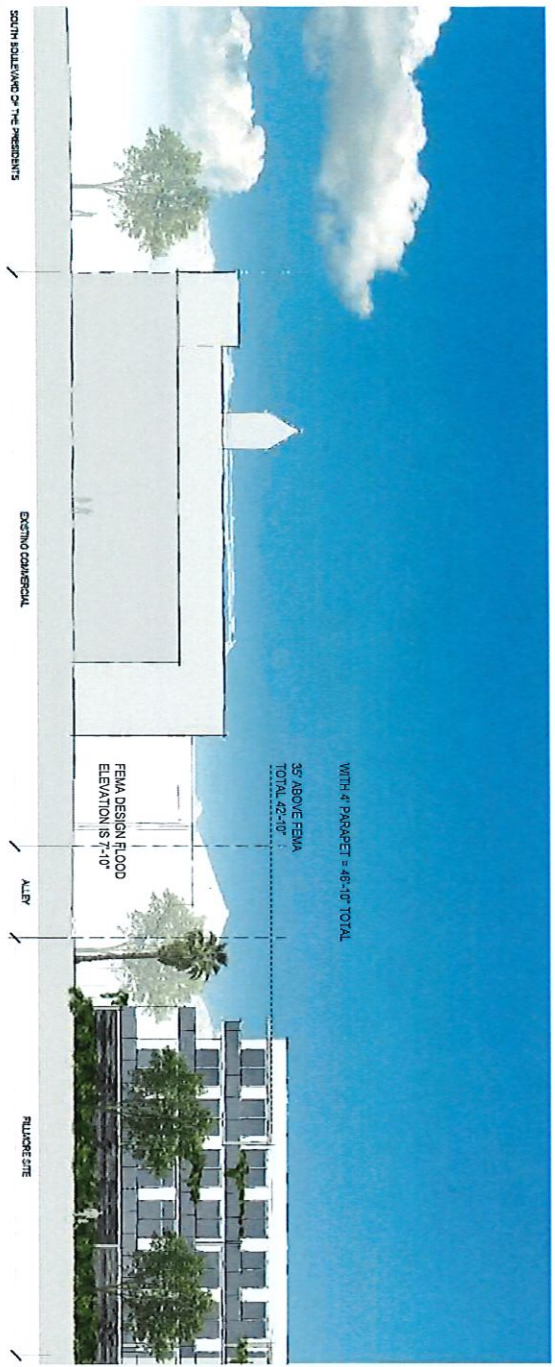
ST ARMANDS CIRCLE



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1 URBAN SECTION
1/8" = 1'-0"



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