



Holiday Inn Express
1102 S. Shoreline Blvd

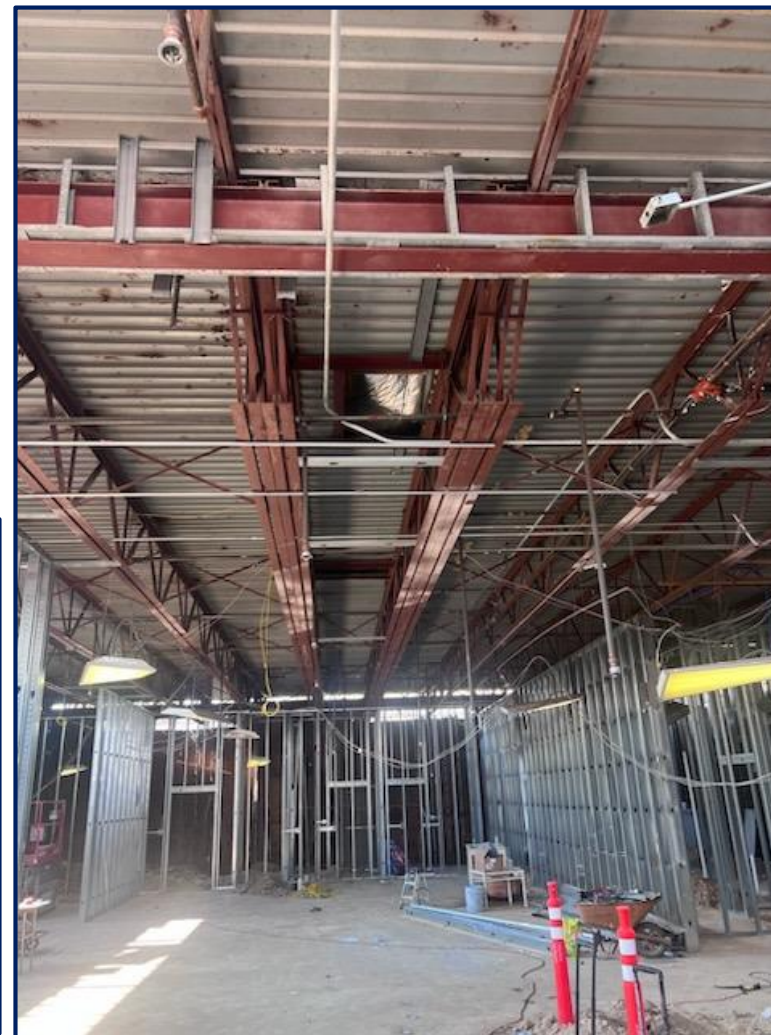
September 19, 2023

Project Site

<p>Description</p>	<ul style="list-style-type: none"> • C&P Monarch, LP acquired this property in 2021 and proposes a massive renovation, splitting the current buildings into two hotels. The South Tower phase will be made into a Holiday Inn Express with details of the next phase still being finalized. The hotel originally opened in 1965 and has been rebranded or reopened into four hotels since then. • This project includes a complete renovation of the interior and infrastructure as well as: a complete redesign of the façade, lobby entrance canopy, lobby roof, rooftop event center, elevators and stairs to reach the rooftop event center, a resurfaced and restriped parking lot, landscaping, a pedestrian walkway around the property, lighting, upgraded security cameras, murals, signage, new doors and fencing. • This space is located at the merge of Ocean Drive and Shoreline Boulevard and stands unique as the only hotel directly on the beach in the area.
<p>Project Cost</p>	<ul style="list-style-type: none"> • \$19,871,896
<p>Incentive Proposed</p>	<ul style="list-style-type: none"> • Streetscape & Safety - \$1,000,000 • Rooftop Activation- \$1,000,000
<p>Completion Date</p>	<ul style="list-style-type: none"> • January 30, 2025



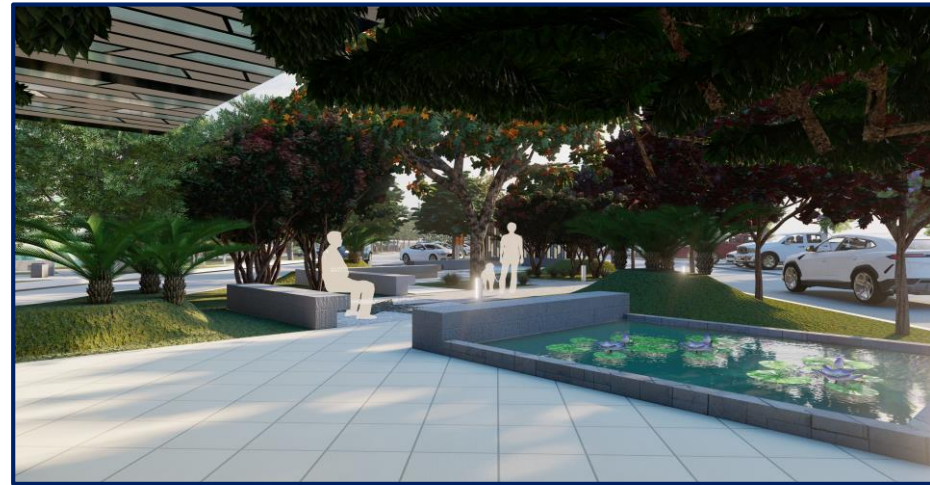
Current Condition



Project Concept



Project Concept



Urban Design & Walkability Features





Recommendation

Program	Total	Period
• Streetscape & Safety Improvement Program	\$1,000,000	FY 24-25
• Rooftop Activation Program	\$1,000,000	FY 24-25
Total	\$2,000,000	-

- Motion to Approve Agreement
- Plans Submitted for Review, waiting to Pull Permits
- Owner intends to complete project by Summer 2024.
- Recommended Contract Completion Date: January 30, 2025