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Marriott-branded hotel proposed in Fort Lauderdale

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A hotel featuring two Marriott brands has been proposed just north of Fort Lauderdale/Hollywood International Airport.

Fort Lauderdale's Development Review Committee on Sept. 14 will consider plans for the Fairfield Inn & Townplace Suites at 1100 W. State Road 84/Marina Mile. The 1.9-acre site was acquired for \$3.33 million in April by 1100 Hotels LLC, an affiliate of Fort Lauderdale-based hotel firm Lucky's Management.

The property currently has a 15,602-square-foot office building constructed in 1973. It would be demolished to make way for the hotel.

Totaling 106,437 square feet, the 8-story hotel would have 172 rooms and 107 surface parking spaces. Amenities would include a ground-floor pool, a fitness room, a library room, and a dining area with a buffet.



GEORGE WHITE ARCHITECT

A Fairfield Inn & Townplace Suites hotel planned at 1100 W. State Road 84, Fort Lauderdale

Jay Patel, CEO of Lucky's Management, said the project would cost about \$30 million. About 88 rooms would be under the Townplace brand with full kitchens for long-term stays. The other rooms would be for short-term stays and leisure travel under the Fairfield Inn brand.

There have been relatively few hotels breaking ground in South Florida since the Covid-19 pandemic started, however, Patel said this location is poised to benefit from the resumption of travel.

Lucky's Management has three existing hotels on State Road 84 that have had strong bookings, Patel said. Traffic at the airport has rebounded from the start of the pandemic and he's confident that cruise traffic will be strong once most cruise lines resume service at Port Everglades.

"We are very positive about South Florida," said Patel, whose company owns nine hotels in Broward County. "The population is increasing and businesses are moving to South Florida."

He hopes to break ground in the fourth quarter of 2022.

The hotel was designed by George White Architect in Lake Worth Beach. Fort Lauderdale-based attorney Courtney Crush represents the developer in the application.

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