



REQUEST: Historic Landmark Designation of Pier 66 Motor Hotel Addition / Pier 66 Hotel Tower Located at 2301 SE 17th Street

Case Number	UDP-HPD22001	FMSF#	
Applicant	Chris Gandolfo, Senior Vice President of Development, Tavistock		
Owner	P66 Land Trust, LLC		
Address	2860 N. Federal Highway		
General Location	North Side of SE 17th Street between the Stranahan River and the Marion Canal		
Legal Description	KIMBERLY PLAT 130-1 B TRACT A		
Existing Use	Commercial - Retail		
Zoning	B-1 – Boulevard Business		
Applicable ULDR Sections	47-24.11.C.		
Authored By	Trisha Logan, AICP, Principal Urban Planner		

This staff memorandum was prepared using excerpts from the attached designation report that provides further information on the history and significance of this property.

Statement of Significance:

The property, historically known as Pier 66 Marina and Hotel, is important for its historic associations with the Phillips Petroleum Company. After World War II, the Phillips Petroleum Company was at the forefront of the petroleum industry and began a nationwide marketing and expansion program. By the late 1950s, the Phillips Petroleum Company developed and tested a new logo and a new gas station architectural style that featured a V-shaped canopy. One of the first gas stations was tested in Fort Lauderdale, Florida at Pier 66. Established in 1955 by the Phillips Petroleum Company, Pier 66 began as a yacht marina with a fueling dock and boat service facility as well as an automobile service station, both completed in 1956. At the onset of the project, the Company announced their intentions to construct a motel, and restaurant and yacht club building. The Pier 66 Restaurant and Lounge was completed in 1957. Shortly after, plans were underway for the 102-room Motor Hotel (1958-59) and 9-hole, par-3 golf course, swimming pool, restaurant, and other amenities. The success, rapid development, and reputation of Pier 66 Marina, Restaurant and Lounge, and Motor Hotel necessitated more rooms and meeting facilities. In 1963, Phillips Petroleum Company announced the development of the Pier 66 Hotel Tower, a unique 19-story concept that added 160 rooms to the existing 102-rooms.



Photo of Existing Site



Location Map

The Pier 66 Hotel Tower is significant for both its association with Phillips Petroleum Company and its Mid-Twentieth-Century Modern architectural design. The architectural design was a collaboration between two Phillips Petroleum Company architects, Richard F. Humble and Clarence Reinhardt, and two local consulting architects, Robert E. Todd and George C. Weisman of Todd & Weisman Architect. Todd was known for his use of pre-stressed concrete structural units finished with exposed aggregate in his designs and that influence can be seen on the elevations of the Pier 66 Hotel Tower.

Request for Historic Landmark Designation

Historic Landmark Designation is requested for the property located at 2301 SE 17th Street, commonly known as Pier 66 (Pier 66 Motor Hotel Addition / Pier 66 Hotel Tower). The Pier 66 Hotel Tower and site are currently under construction and the portion of the project that includes the tower is expected to be completed in mid-2024.

Criteria for Historic Designation

Pursuant Section 47-24.11.C.7 of the ULDR, the criteria for the designation of property as a landmark, landmark site or historic district shall be based on one (1) or more of the criteria and evaluated in conjunction with guidance provided within the National Register Bulletin series published by the National Park Service.

ULDR, Section 47-24.11.C.7

c. Its identification with a person or persons who significantly contributed to the development of the city, state, or nation.

Applicant Response

The Pier 66 Hotel Tower is significant for its association with the Phillips Petroleum Company and three of its employees: Frank Phillips, Founder, President, Chairman; Kenneth S. Adams, the company's second President; and Richard F. Humble, lead architect of Phillips Petroleum Design and Development Department and designer of the Pier 66 Hotel Tower. Adams succeeded Franks Phillips as President in 1938 and as Chairmen and CEO in 1950. Under Adams leadership, the Phillips Petroleum Company had an aggressive capital expenditures program which expanded the company's reach beyond the Midwest to the South and the Eastern Seaboard.

Adams strategic decision to construct a terminal at Port Everglades, develop Pier 66 Marina and Hotel and institute a gas station building program in Fort Lauderdale contributed to the growth and development of the area. The availability of more gas stations in the area afforded motorist with the opportunity for convenient and leisurely travel. As more tourists flocked to the area, there was a demand for recreational and lodging accommodations. The development of the Pier 66 Marina and Hotel created a tourist designation, local employment opportunities and stimulated the local economy.

Staff Response

Application meets this criterion.

e. Its value as a building recognized for the quality of its architecture, and sufficient elements showing its architectural significance.

Applicant Response

The Pier 66 Hotel Tower is locally significant as a distinct example of Mid-Twentieth-Century Modern design in Fort Lauderdale, FL representative of the Phillips Petroleum Company's Design and Development and Marketing Departments embrace of the modern design ideologies influenced by trending architectural styles such as Googie and the availability of new technologies and building materials readily available after World War II. The design of the



Tower's crown, specifically the trihedrons, is influenced by the elements of the successful gas station design of the early 1950s and 1960s that featured lighted V-shaped canopies, slanted floor-to-ceiling windows, rotating Phillips 66 logo mounted high above the canopy, and even the color scheme, which is no longer visible on the crown. However, the original color remains below various painting campaigns. These elements define the Pier 66 Hotel Tower. The Tower serves a monument to the Phillips Petroleum Company and the success of their gas station expansion and rebranding program of the early 1950s and 1960s, specifically in the Fort Lauderdale area and decision to unveil the canopy prototype at Pier 66. The design of the Pier 66 Hotel Tower employs many Mid-Twentieth-Century Modern buildings materials like architectural precast concrete, prestressed concrete units, porcelain enamel steel, and aluminum.

Staff Response

Application meets this criterion.

Summary Conclusion:

Staff finds that the application for Historic Landmark Designation located at 2301 SE 17th Street under case number UDP-HPD22001 meets criteria (c) and (e) as outlined in Section 47-24.11.C.7 of the ULDR.

Unless otherwise specified by the approving body, each designation of a landmark shall automatically include the designation of the site upon which the landmark exists as a landmark site.

Historic Preservation Board Suggested Motion:

I move to recommend to **(approve) (deny) (approve with conditions) (continue)** the request for Historic Landmark Designation located at 2301 SE 17th Street under case number UDP-HPD22001 based on a finding this request **(meets) (does not meet)** criteria (c) and (e) as outlined in Section 47-24.11.C.7. of the ULDR.