

# PIER 66 MOTOR HOTEL ADDITION / PIER 66 HOTEL TOWER

2301 SE 17<sup>th</sup> Street, Fort Lauderdale

## HISTORIC LANDMARK DESIGNATION REPORT



City of Fort Lauderdale  
Historic Preservation Board  
100 N. Andrews Avenue  
Fort Lauderdale, Florida 33301



CITY OF FORT LAUDERDALE

REPORT OF THE CITY OF FORT LAUDERDALE  
TO THE HISTORIC PRESERVATION BOARD AND THE CITY COMMISSION  
ON THE POTENTIAL DESIGNATION OF THE PROPERTY NAMED  
PIER 66 MOTOR HOTEL ADDITION / PIER 66 HOTEL TOWER

LOCATED AT

2301 SE 17<sup>TH</sup> STREET

AS A HISTORIC LANDMARK

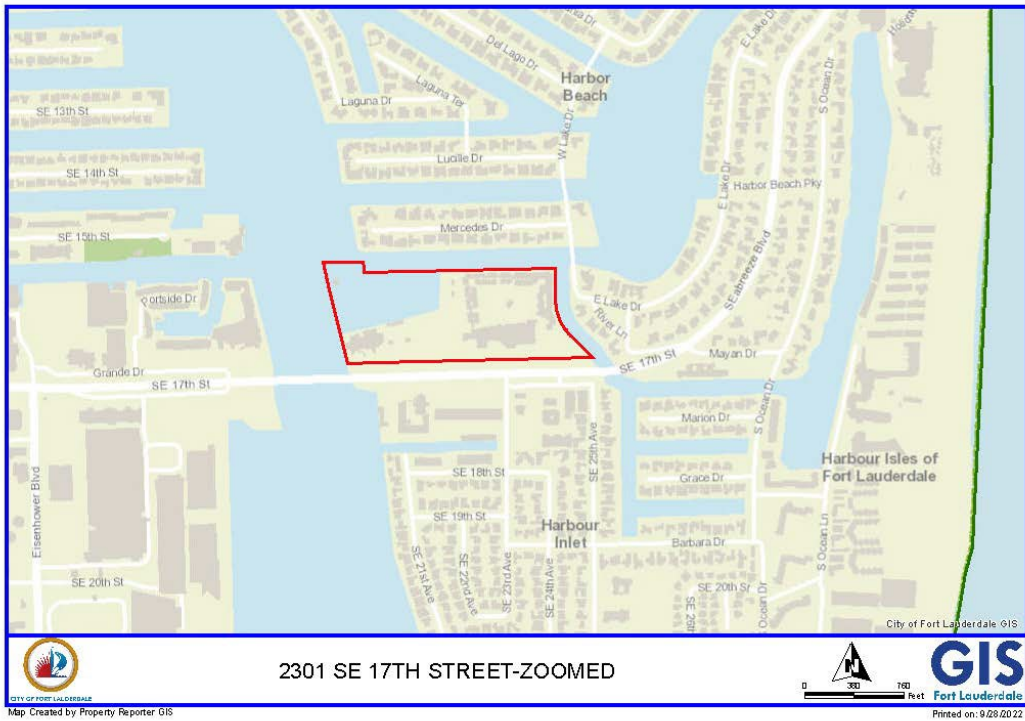
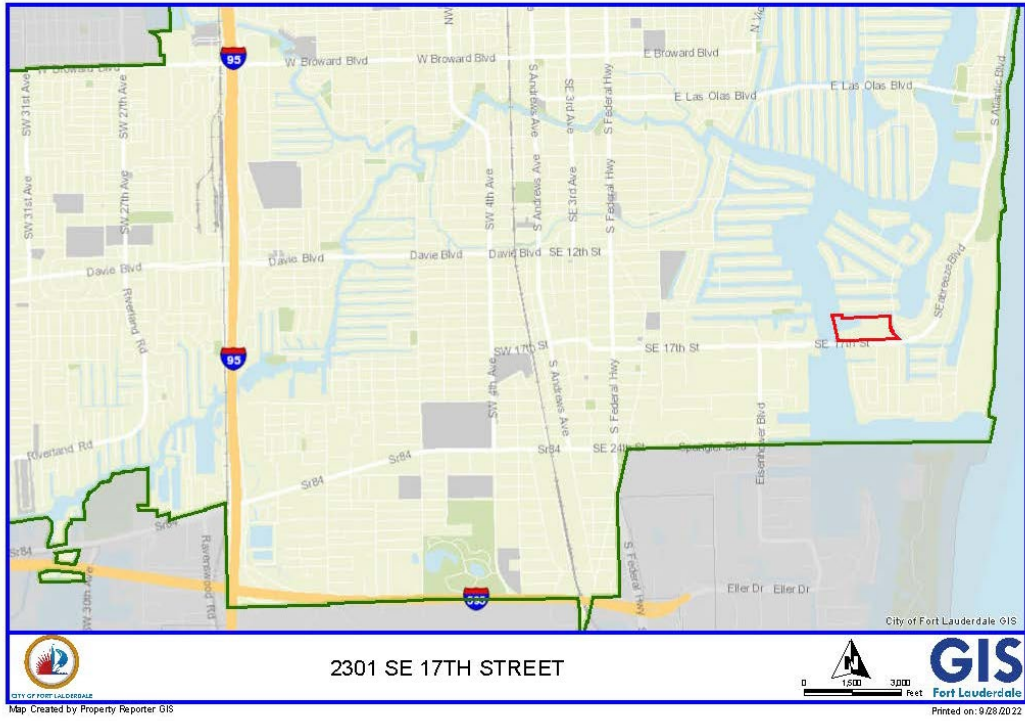
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Passed and Adopted On:

Resolution Number:

# LOCATION MAPS





CITY OF FORT LAUDERDALE

Map Created by Property Reporter GIS

### 2301 SE 17th Street - Tower



**GIS**  
Fort Lauderdale

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## I. General Information

Historic Name(s): Pier 66 Motor Hotel Addition, Pier 66 Hotel Tower

Current Name: Pier 66 Hotel and Marina

Date of Construction: 1965

Location: 2301 SE 17<sup>th</sup> Street, Fort Lauderdale, FL 33316

Present Owner: P66 Land Trust, LLC.

Present Use: 39 - Commercial - Hotels, motels

Zoning: B-1 - Boulevard Business

Folio Number(s): 504213210010

Boundary/Legal Description: KIMBERLY PLAT 130-1 B TRACT A

Setting: The Pier 66 Hotel and Marina is a 22-acre parcel of land located at 2301 SE 17<sup>th</sup> Street, in Fort Lauderdale, Florida. The property is on the north side of the causeway/17<sup>th</sup> Street Bridge and adjacent to the Intracoastal Waterway. The site is located within 2 miles from Port Everglades and 3 miles from Fort Lauderdale-Hollywood International Airport. The area consists of mostly residential homes and apartment buildings with some commercial and retail buildings. Toward the east, there are hotels and resorts on the Atlantic Ocean.

Period of Significance: The period of significance extends from construction of the building in 1965 until its sale in 1985, after the Phillips Petroleum Company sold to three Fort Lauderdale businessmen of Pier Properties Ltd. The building is an important local example of Mid-Century Modern design with Googie-style influence.

## II. 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



Source: Unknown. Aerial image taken ca. 1975.  
Camera facing northwest.

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.

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.

### III. Historic Context

#### Frank Phillips and The Phillips Petroleum Company

Frank Phillips (1873-1950) was a hard worker, an entrepreneur, and a man with great foresight. He started off as a barber and eventually purchased his own shop, and later entered the banking business as a salesman.<sup>1</sup> A chance encounter with an old friend in St. Louis in 1903 would inform him of vast oil deposits in Bartlesville, Oklahoma, then part of the Indian Territory. His curiosity and a hunch that oil would play an important role in society enticed him to visit Bartlesville. Opportunity and the chance of success and great wealth led him to begin purchasing oil leases in 1904. In 1905, Frank moved his family to Bartlesville, began drilling and struck it lucky which encouraged him to keep drilling. Although he was successful at drilling oil he knew to balance luck with more stable income, so he and his brother Lee Eldas (1876-1944), nicknamed L.E., organized the Citizens Bank and Trust Company in July 1905.



Frank Phillips, Source: Business Builders in Oil, Frank Phillips: Phillips Petroleum's Wildcat King, 2000.

In 1915, both of the brother's businesses were so successful that they decided to sell the oil business and focus on the banking businesses. However, anticipation of the United States entering World War I stopped the brothers from selling the oil business and instead they focused their efforts on production and refining. The demand for oil during World War I (1914-1918) led the brothers to consolidate their oil holdings and found one of the most influential energy companies in the United States. The Phillips Petroleum Company was incorporated in Bartlesville, Oklahoma by Frank and L.E. Phillips on June 13, 1917.<sup>2</sup> Frank served as the president, and L.E. served as the vice president. The demand for automobile fuel continued to increase as the war drew to a close, which propelled the brothers to enter into the business of refining gasoline.

In the mid- to late 1920s, the Phillips Petroleum Company owned 2,300 wells and was producing 55,000 barrels of oil per day.<sup>3</sup> During this time, the Phillips Petroleum Company was also selling its products to other refiners, who sold the Phillips Petroleum product to consumers under their own names. Aggravated that consumers were misled, the Phillips Petroleum Company went into the retail business and opened the first service station on November 19, 1927 in Wichita, Kansas. The same year, the Phillips Petroleum Company opened its first refinery in a small town near Borger in the Texas Panhandle.<sup>4</sup> Continued financial success supported the advancement and refinement of the Phillips Petroleum product, which yielded

<sup>1</sup> He entered the banking business at the request of his father-in-law, John Gibson who was one of his customers at the barber shop. John was the president of the Iowa State Savings Bank.

<sup>2</sup> Castaneda, Christopher J. "Phillips Petroleum Company." *The Encyclopedia of Oklahoma History and Culture*, Oklahoma Historical Society | OHS, <https://www.okhistory.org/publications/enc/entry?entry=PH004>.

<sup>3</sup> Aaseng, Nathan. "Frank Phillips: Phillips Petroleum's Wildcat King." *Business Builders in Oil*, Oliver Press, Minneapolis, 2000, pp. 92–107.

<sup>4</sup> The Town is named Phillips and was named after the Phillips Petroleum Company in 1938 after the vote to combine Pantex and Whittenburg.





Phillips 66 Logo, Source: Business Builders in Oil, Frank Phillips: Phillips Petroleum's Wildcat King, 2000.

gasoline that would help cars run more smoothly and start more easily in cold weather. The Phillips Petroleum Company tested its new product on U.S. Highway 66 in Oklahoma when the car reached almost 66 miles per hour. The test driver and a company executive that conducted the test drive were inspired to name the new fuel Phillips 66.<sup>5</sup>

At the onset of the Great Depression (1929-1939), the Company was doing well investing in new markets and growing and even went through with the construction of a gas pipeline in 1930.<sup>6</sup> The Company did feel the effects of the Great Depression and experienced financial losses.<sup>7</sup> However, the Company was diversified enough to carry through. The construction of the pipeline allowed the Phillips Petroleum Company to expand into more states and increase their business. In addition to making sound business strategies, the company also made smart personnel decisions and promoted Kenneth S. (Boots) Adams in 1932 to assistant to the President, Frank Phillips.<sup>8</sup> Adams quickly became Frank Phillips protégé and worked to develop strategic initiatives that would expand Phillips Petroleum's realm. In 1938, Adams succeeded Frank Phillips as President when Frank became Chairman.<sup>9</sup> Sound business practices coupled with good personnel strategies advanced the Phillips Petroleum Company during the Depression years and secured the company's growth and continued success during World War II (1939-1945) and thereafter.



Kenneth S. Adams, Source: Fort Lauderdale News, *Phillips 66 Grows in State: Adams is 'Florida Friend'*, 1966.

During World War II, The Phillips Petroleum Company's Research and Development Department produced key materials needed for the military such as synthetic rubber, butadiene, carbon black and high-octane fuels for fighter planes.<sup>10</sup> The company steadily grew in the postwar years and advanced its research and development of natural gas and expanded its lead and service areas as a national and international company by licensing its petrochemical patents to foreign companies. Petrochemicals are the chemical products that result from the refinement of petroleum or other fossil fuels such as natural gas. The success of the development of petrochemicals and natural gas led to the subsidiary, Phillips Chemical Company.<sup>11</sup>

<sup>5</sup> Aaseng, Nathan. "Frank Phillips: Phillips Petroleum's Wildcat King." *Business Builders in Oil*, Oliver Press, Minneapolis, 2000, pp. 92–107.

<sup>6</sup> Castaneda, Christopher J. "Phillips Petroleum Company." *The Encyclopedia of Oklahoma History and Culture*, Oklahoma Historical Society | OHS, <https://www.okhistory.org/publications/enc/entry?entry=PH004>.

<sup>7</sup> Ibid.

<sup>8</sup> Gerard, John. "Phillips '66' Grows in State: Adams Is 'Florida Friend'." *Fort Lauderdale News*, 24 July 1966, p. 83. "History of Phillips Petroleum Company." *Reference for Business*, <https://www.referenceforbusiness.com/history2/74/Phillips-Petroleum-Company.html>.

<sup>9</sup> Ibid.

<sup>10</sup> Ibid

<sup>11</sup> Ibid

Frank Phillips died in 1950 and Adams succeeded him as Chairman and CEO. Under Adams, the capital expansion program of the Phillips Petroleum Company was ambitious with expenditures reaching \$257 million in 1956. Phillips expanded its marketing network beyond the Midwest, opening Phillips 66 gas stations in Texas and Louisiana, and pushed expansion into the “Deep South” and the “Atlantic Seaboard” as it extended supply pipe lines from its refineries.<sup>12</sup>

According to Sentinel articles it is known that Adams vacationed in Fort Lauderdale, Florida and was familiar with the area.<sup>13</sup> With an increasing residential and tourism base, Port, and vacant waterfront property, Adams understood that Fort Lauderdale was an ideal place for the Company’s growth initiatives. In 1952, the Phillips Petroleum had already started selling Phillips 66 in the area, and by 1953, the Company announced their intentions for continued investment and expansion in Fort Lauderdale unveiling plans for the development of a 22-acre waterfront property adjacent to the Causeway at SE 17<sup>th</sup> Street and the Intracoastal Waterway, a 29-acre site at Port Everglades, and institution of a gas station building program throughout Fort Lauderdale.<sup>14</sup>



Pier 66 Marina, Source: Fort Lauderdale Historical Society.

The Company constructed a terminal at Port Everglades that was supplied by their tankers from the company’s refinery on the Texas gulf coast. The strategic development and proximity of Pier 66, the terminal at the Port, and local gas stations contributed to the success of Phillips Petroleum Company’s expansion in Fort Lauderdale.

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, the Phillips Petroleum Company announced the development of the Hotel Tower, a unique 19-story concept that added 160 rooms to the existing 102-rooms.

On September 8, 1956, the Phillips Petroleum Company announced plans to open a restaurant that would serve the needs of the marina.<sup>15</sup> The Pier 66 Restaurant and Lounge was inaugurated on November 22, 1957 and later became known as the Pier 66 Restaurant and Yacht Club. The design of this \$669,000.00

<sup>12</sup> Ibid

<sup>13</sup> “Comments by Henry Kinney.” *Fort Lauderdale News*, 5 Oct. 1959, p. 38.

“Sailfish Citation Awards.” *Fort Lauderdale Sunday News*, 20 Sept. 1953, p. 17.

<sup>14</sup> “Multi-Million Dollar Program Slated Here: Oil Firm Plans Huge Expansion.” *Fort Lauderdale News*, 21 Jan. 1955, p. 1.

<sup>15</sup> “Pier 66 Restaurant Slated: Yacht Center Included.” *Fort Lauderdale News*, 8 Sept. 1956, p. 21.

(\$7,000,000.00 in today's US dollars) building is attributed to Phillips Petroleum Planning and Design Department with Consulting Architects, Todd & Weisman of Pompano Beach, Florida (Robert Todd, AIA and George C. Wiesman, AIA).<sup>16</sup> The contractor was Wilbur L. Kroetz Inc.<sup>17</sup>

In 1959, the Phillips Petroleum Company and Todd & Weisman Architects constructed the Pier 66 Motor Hotel. The two-story hotel with 102 rooms was also locally known as the "Boatel". The Motor Hotel, which included a 9-hole golf course among its amenities, was built by Bradford Builders and Mildred English, Inc. of San Antonio was the Interior Designer for the estimated \$1,080,000.00 (\$11,092,000.00 in today's US dollars).

In 1963, the Phillips Petroleum Company announced the development of the Pier 66 Hotel Tower (Tower), a 19-story tower concept that made it the tallest in Fort Lauderdale at that time, requiring hearings for a zoning variance. Construction began upon approval of the height variance in 1964.

The architectural design of the Tower was the result of collaborative work of the Phillips Petroleum Company's in-house architects Richard F. Humble, AIA, who was the lead design and planning director for the company that led the Marina project, and Clarence Reinhardt, AIA. As a licensed Florida architect, Reinhardt signed and sealed all the working drawings submitted to the local authorities.

The Phillips Petroleum Company retained the Restaurant and Hotel's original architects, Todd and Weisman, as consulting architects for the project since the Tower was to be a continuing expansion-addition to the Pier 66 Motor Hotel (1958-59). The Tower was built as an addition to the east wing of the 2-story Motor Hotel which served as the lobby for the Tower. The primary entrance was maintained at the south elevation of the Motor Hotel. One would enter the lobby and access a guest corridor along the north wall which terminated at the elevator lobby. This connection is important because it demonstrated how the buildings were functionally related. The Tower was built by Holland Construction at a cost of \$6 million dollars (\$57,500,000.00 in today's US dollars). A soft opening of the tower was held on December 3, 1965.



Pier 66 Hotel Tower during Construction, Source: Fort Lauderdale Historical Society.



Pier 66 Hotel Tower Completed. Source: Florida State Archived, Florida Memory.

<sup>16</sup> Ibid

<sup>17</sup> "'Pier 66' Buildings Rise." *Fort Lauderdale News*, 12 Jan. 1957, p. 27.

#### **IV. Architectural Description**

##### The Architectural Design Team for the Hotel Tower

Phillips Petroleum Design and Development Department Architects involved in the project in 1964 included Richard F. Humble and Clarence Reinhardt.

##### **Brief Phillips Petroleum Architects Biography**

###### Richard F. Humble, AIA (1925-2011)

Richard F. Humble was born in Elkhart, Kansas in 1925. He served in the Navy, and attended Notre Dame University, later graduating from University of Kansas School of Architecture. Richard Humble had a long career with the Phillips Petroleum Company and from the late 1950s to the early 1960s he was the lead architect of the Design and Development Department. He was the primary designer of the Pier 66 Hotel Tower and the revolving lounge on the top floor was part of his design concept. He also designed other buildings for the Phillips Petroleum Company including the company's Headquarters in Borger, Texas and the Transportation Center in Bartlesville, Oklahoma. Richard F. Humble died in Tulsa, Oklahoma in 2011.

###### Clarence Reinhardt, AIA (1906-1993)

Clarence Reinhardt was born in Bison, Kansas on January 10, 1906. He was a graduate of Central Wesleyan College in Warrenton, Missouri and received his Bachelor of Science degree in architectural engineering from Kansas State University in 1928. Reinhardt worked for several employers before his employment in the Engineering Department of the Phillips Petroleum Company where he remained for his career. His roles including serving as Project Manager of sales, supply and transportation facilities for the Phillips Petroleum Company. He was responsible for designing the Phillips Petroleum Company's Research and Development Center, and the Adams and Information Center Buildings. Clarence Reinhardt died on February 4, 1993 at 87 years of age.<sup>18</sup>

##### **Brief Consulting Architects Biography**

###### Robert E. Todd, AIA

Robert E. Todd, AIA was a University of Florida Graduate that started his career in 1954 in the Pompano Beach and Fort Lauderdale areas.<sup>19</sup> He was known to be an active committee member in the building craftsmanship awards.<sup>20</sup> Todd was a well-known member of the Institute of Church Design. He designed the new First Christian Church and additions to the First Methodist Church where he was also a member.<sup>21</sup> Todd was also known to for his use of pre-stressed



Robert Todd. Source: Fort Lauderdale News, 1962.

<sup>18</sup> Historical designation report for Phillips Petroleum Company Service Station, City of Glendale, Milwaukee County- Wisconsin Historic Preservation database-WHPD

<sup>19</sup> "Need for More Master Planning Stressed." *Fort Lauderdale News*, 24 June 1961, p. 22.

<sup>20</sup> "60 Craftsmanship Awards." *Fort Lauderdale News*, 11 Feb. 1961, p. 30.

<sup>21</sup> "Institute of Church Design: Architect Home from Seminary." *Fort Lauderdale News*, 4 July 1964, p. 3.



concrete structural units with exposed aggregate in his designs.<sup>22</sup> In 1967, Todd was the Director of the Florida Association of the AIA, for the Broward Chapter of the American Institute of Architects.<sup>23</sup>

### George C. Wiesman, AIA

George C. Wiesman, AIA was born in Hamilton, Ohio and graduated from the University of Cincinnati in 1935. He served as a captain in the U.S. Army Corps of Engineers in Europe during World War II.<sup>24</sup> After the war, Wiesman moved to Florida and began his career as an architect. Locally, he is known for the original Pier 66 Restaurant design that was torn down in 1965 to make way for the Pier 66 Hotel Tower. He also designed the 40-story Burleigh House Condominium in Miami Beach and several large golf course developments for Oriole Homes in Broward and Palm Beach counties.



George C. Wiesman serves as vice president of architecture and design for Oriole Homes Corp.

George C. Weisman. Source: Fort Lauderdale News, 1980.

### **Mid-Twentieth Century Modern Design**

During World War II, the demand for scientific and engineering ingenuity led to advancements in the development of new materials.<sup>25</sup> Following the War, many companies found new applications for their inventions and began marketing their new products in architectural journals, design books and product advertisements to the construction industry, which served as references for designers, architects and builders. The aggressive advertisement of new construction materials “had a decisive impact on the mid-century commercial setting,” and changed how buildings were constructed.<sup>26</sup>

Modernists architect Walter Gropius referenced the influence of “industrialized building components, developed by the engineer and scientist and not the architect, which are found in manufactures catalogues” in his 1955 book *Scope of Total Architecture*.<sup>27</sup> Gropius noted that “intellectual, social and technical conditions” of the time influenced design.<sup>28</sup> Many Modern architects experimented with innovative forms and engineering like prefabricated structural systems and other cataloged building components which facilitated the application of Modern ideals to regular design commissions.

Mid-Twentieth-Century Modern buildings minimized the amount of building materials needed to achieve cost effectiveness and incorporated new technologies and building materials like architectural precast concrete and porcelain enamel steel that became readily available after World War II. For example, new scientific formulas enabled thinner coatings of enamel to be applied to the base metal which allowed for

<sup>22</sup> “Doctor’s Offices Unusual.” *Fort Lauderdale News*, 17 Aug. 1963, p 33.

<sup>23</sup> “Broward Architects Install Officers For 1967.” *Fort Lauderdale News*, 10 Dec. 1966, p 62.

<sup>24</sup> “G. Wiesman, Designed Pier 66 Marina Restaurant.” *South Florida Sun Sentinel*, 15 Feb. 1995, p. 19.

<sup>25</sup> Tomlan, Michael. “Introduction.” In *Twentieth-Century Building Materials: History and Conservation*, 1-10. 2nd ed. Los Angeles, CA: Getty Conservation Institute, 2014.

<sup>26</sup> Dyson, Carol J. *Mid-Century Commercial Modernism: Design and Materials*. Proceedings of Mid-Century Modern Structures: Materials and Preservation Symposium, Missouri, St. Louis. National Center for Preservation Technology and Training (NCPTT). 161-70.

<sup>27</sup> Gropius, Walter. *Scope of Total Architecture*. New York: Collier Books, 1955, 59, 76

<sup>28</sup> Gropius, Walter. *Scope of Total Architecture*. New York: Collier Books, 1955, 59.

a range of new applications.<sup>29</sup> For example, prior to World War II, porcelain enamel was used in homes in bathroom tiles sinks and appliances and after the porcelain enamel was a popular material used architectural wall panels, shingles, curtain wall spandrels.

The Tower reflects Modern design ideologies free of traditional ornamentation and this influence can be seen in the employment of many Mid-Twentieth-Century Modern buildings materials like architectural precast concrete, prestressed concrete units, porcelain enamel steel, and aluminum.

### **Phillips Petroleum Company Gas Station Design Influence**

When the Phillips Petroleum Company unveiled their first gas station in Wichita, Kansas in 1927, they introduced a Tudor cottage style design consisting of a brick structure with rectangular footprint, gable roof with a cross gable over the front door, and chimney adjacent to the entrance.<sup>30</sup> These cottage style gas stations were quaint, inviting and contextual. From the onset of their building program, the Phillips Petroleum Company, understood the importance of design and creating an instantly recognizable brand that customers new and trusted. The Tudor cottage style would dominate the market throughout the 1930s.



Roadside gas station and Tower. Source: Vanishing Points: Phillips' Postwar 'New Look' Service Stations, 2019.

After World War II, the Company began a nationwide marketing campaign to build new gas stations with a modern look that would meet the demands of motorist embarking on leisurely travel after the War. The Company tested a new V-shaped canopy at a new service station in 1956 in Fort Lauderdale at Pier 66. The design of the new stations included rock-faced large slanted windows known as Rock Frames, a change in color scheme and resulting in the painting of red, diamond like symbols on the stations and the introduction of the triangular pointed canopies.<sup>31</sup>

By the 1950s, architect Clarence Reinhardt, was producing plans and specifications for most of the Phillips Petroleum Company buildings including the canopy at the Pier 66 Marina. Reinhardt was inspired by the early Los Angeles-area drive-ins which influenced the form of the gas station canopies. The stations were designed to be “inviting and identifiable”.<sup>32</sup> In addition to the design and color scheme, the Company also understood the importance of lighting and lit the underside of the canopies. The V-shaped canopy quickly became an icon and a symbol of Phillips Petroleum across the nation.

<sup>29</sup> Jester, Thomas C. *Twentieth-Century Building Materials History and Conservation*. Getty Conservation Institute, 2014.

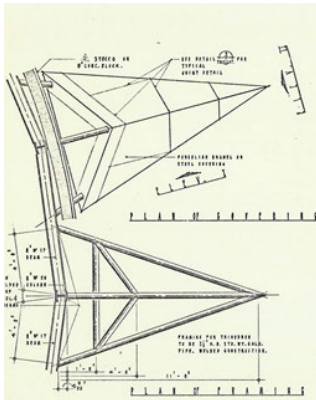
<sup>30</sup> Kertok, Michael B. “Restorations of Phillips 66 Gas Stations (U.S. National Park Service).” *National Parks Service*, U.S. Department of the Interior, <https://www.nps.gov/articles/000/restorations-of-phillips-66-gas-stations.htm>.

<sup>31</sup> Leppke, Cliff. “Vanishing Points: Phillips' Postwar 'New Look' Service Stations.” *Society for Commercial Archeology*, 23 Nov. 2019, <https://sca-roadside.org/vanishing-points-phillips-postwar-new-look-service-stations/>.

<sup>32</sup> Ibid.



The design influence inspired by the architectural trend that started in California in the 1940s is referred to as Googie. The Googie style of architecture is “characterized by bold, angular forms and an intensive use of steel, glass and neon inspired by The Space Age, science fiction, and car culture”.<sup>33</sup>



Trihedron Detail. Source: Phillips Petroleum Motor Hotel Addition Drawings, 1964

The discussion of the gas station canopy design influence is important because the iconic triangular canopy shape became a symbol of the Phillips Petroleum Company like the Phillips 66 logo. The triangle shape is employed in the Tower in several instances, but the most significant architectural feature is the crown element of the top floor featuring the trihedrons. A trihedron is a geometric shape composed of three planes, constructed of steel tubes and finished with porcelain enamel. The other triangular architectural elements employed at the Tower are the outriggers, vertical fins, and cantilevered balconies. Like the canopies, the underside of the trihedrons were lit to draw attention to the shape and the top of the building which rotated affording 360-degree panoramic views of Fort Lauderdale and the Pier 66 Marina. Furthermore, the use of floor-to-ceiling slanted windows was also an important design feature of the gas stations in late 1950s and 1960s that are also featured in the crown.

The 19-story building is 239'-2" high to the top of the crown and has hexagonal footprint that measures 88 x 115'-10-1/2". The floor plans alternate; the corners of the even floors (4<sup>th</sup>, 6<sup>th</sup>, 8<sup>th</sup>, etc.) extend out beyond the balconies of the odd floors (3<sup>rd</sup>, 5<sup>th</sup>, 7<sup>th</sup>, etc.) which creates a unique exterior visual appearance that the floor plates are rotated 45 degrees. The reinforced concrete building is finished with architectural cast stone panels with an exposed aggregate finish and features balconies with metal railings with horizontal balusters that extend down beyond the floor plates and precast concrete panel balcony railings. Each balcony was divided into two private areas via balcony divider screens with a baked enamel finish that features a metal tube pole with four large bulbs (“CE fixtures”) mounted to the conduits. Other exterior surfaces are finished with stucco. The elevator features an aircraft Fresnel beacon light that is approximately 5-stories high. The outriggers and vertical fin that forms the crown are constructed of steel beams and tubing and clad with porcelain enamel panels. Each vertical fin is lit with a single light beacon. Each elevation is divided into two primary window bays which is further divided into 4 windows per bay.



Roadside gas station and Tower. Source: Vanishing Points: Phillips' Postwar 'New Look' Service Stations, 2019.

<sup>33</sup> “Googie.” *Docomomo*, <https://www.docomomo-us.org/style/googie>.

It was reported that the "66" theme was featured throughout the hotel's design. There are 66-trihedron on the tower's crown; it took 66 seconds to reach the top crown of the Hotel in a unique panoramic elevator; and the revolving floor at the cocktail lounge took 66 minutes for a full circle.

## **V. Integrity and Alterations**

From 1970 to 1980, the 2-story motel building that served as the lobby for the tower had significant interior and exterior modifications that included additions and improvements to the atrium, as well as, expansions and glazing modifications to the kitchen and meeting rooms. According to a copy of the 1981 original remodeling plans by Py Vavra Development—Architects/Engineers, Inc. from Milwaukee, Wisconsin, improvements were made to the main wing of the hotel lobby and meeting room facilities, which included additions to the east wing of the main floor and partial demolitions of the west wing and main entrance to create an atrium and more meeting/convention type rooms. The client supplied working drawings showing Phillips Petroleum Company as the Owner and plans date 6/30/81 through 7/16/82.

According to Fort Lauderdale Property Permit Records dated April of 1984, the dock master's quarters and the gas house were demolished to make way of a new structure that was built between late 1984 and 1985. Today it's known as Pelican Landing located at the end of Pier 66 on the 2<sup>nd</sup> floor, overlooking the Intracoastal Waterway and downtown Fort Lauderdale skyline.

In the 1980s, the Phillips Petroleum Company fought takeovers and a \$4.5 billion-dollar debt. As part of its financial restructuring, the Pier 66 Hotel and Marina were sold in 1985 to three Fort Lauderdale business men, John H. Anderson, Peter H. Roberts and H. Wayne Huizenga.<sup>34</sup> In 1986 as part of the development of the Pier 66 Hotel and Marina, a pair of lanai-style, two-story buildings with 132 rooms were added to the northeast sector of the site. The additions eliminated the golf course on the east side of the site and new pool and spa amenities were added to the property.

Fort Lauderdale Property Permit records from 1987 describe a permit for the "demolition of the old Convention Center", this demolition appears to be the Restaurant, Lounge and Yacht Club building dating to 1957. A new 1-story building for Convention Center and Restaurant was built according to 1987 permit records. This was most recently the Grille 66 & Bar building and the Panorama Ballroom.

Hyatt Hotels managed the Pier 66 Hotel Tower from 1985 to 2017. According to permit records during this period (*refer to significant Pier 66 Marina and Hotel Permit Records List*), the hotel underwent significant alterations, remodeling and renovations that included American Disabilities Act (ADA) compliance, infrastructure and glazing improvements, room and rooftop lounge renovations, remodeling of the hotel's restaurants, elevators and meeting rooms, as well as, renovations to the decorative crown and concrete restoration. There was also a significant bulkhead repair project in 2013 estimated at \$3.8 million dollars.

<sup>34</sup> Zamost, Scott A. "Pier 66 Sold to 3 Broward Businessmen." *South Florida Sun Sentinel*, 20 Dec. 1985.

In December 2016, the Orlando-based real estate development group Tavistock Development Company announced it had acquired the 384-room hotel and 127-slip marina complex. Property deed transfers recorded in Broward County shows the property sold for \$163.27 million.

The site is currently undergoing redevelopment and five of the original buildings (Gas Station, Marina Office, Restaurant and Lounge, and 2-story Motor Hotel) that made up the complex have been removed to make way for the new buildings that will tie into the iconic Pier 66 Hotel Tower. While five key buildings have been removed, the Tower, the most prominent building, conveys the significance of the Phillips Petroleum Company's development of Pier 66, their growth and local influence on the area's tourism and recreational industry throughout the late 1950s and 1960s.

The Tower is undergoing substantial rehabilitation that includes exterior and interior alterations. On the exterior, the railings, aggregate precast panels, and spire will be removed, and the northern corner of the building will be reconstructed to accommodate a new elevator shaft and guest corridor. On levels 5 and up, the balcony dividers will be removed since the two rooms have been combined into one. The vertical lights on the dividers will be retained and restored. New structures are being constructed around the Tower, which will partially obscure the elevations, and new connections are being made that will alter certain areas of the elevations. At the interior, all interior partitions will be removed to accommodate the new floor plan configurations which will be reconstructed approximately in their original location, maintaining the original corridor and circulation paths. The Tower is commemorative of the site's history and representative of the original design intent as the buildings still retains its massing, scale, proportions and original materials which defines its Mid-Twentieth-Century Modern-style.

#### **Pier 66 Hotel Tower Remaining Historical Architectural Elements**

- Architectural volumes of the Tower (1965).
- The crowning roof element of the Tower is original and has intact details: trihedrons, outriggers vertical fins, glass, lighting concept, (spire) vertical element and revolving cocktail lounge.
- The precast exposed aggregate "Chattahoochee" panels are original and date back to 1965. They are attributed to architect Robert Todd of Todd and Weisman Architects in Pompano Beach. His interest in precast concrete designs with exposed finishes is evident in his career. Although recently renovated, an example that can still be seen through certain angles on Google Street View is located at N.E. 2<sup>nd</sup> Street at 22<sup>nd</sup> Avenue in Pompano Beach. The building was built as dental office use for Dr. D.L. King.
- The concept of the panoramic elevator to the cocktail lounge was innovative for its time.

## VI. Application for Criteria for Designation

As per Unified Land Development Regulation (ULDR) Section 47-24.11. C.7, the designation of property as a landmark shall be based on one or more of the criteria and evaluated in conjunction with guidance provided within the National Register Bulletin series published by the National Park Service. For this application, the following criteria are applicable:

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

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 motorists 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.

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

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 as 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.

## VII. Planning Context

The Pier 66 Hotel Tower is located on a 22-acre parcel of land located at 2301 SE 17th Street, in Fort Lauderdale, Florida. The area consists of mostly residential homes and apartment buildings with some commercial and retail buildings. Toward the east, there are hotels and resorts on the Atlantic Ocean.

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**IX. Photographs**

*(Label photographs as Figure 1, Figure 2, etc.)*



Figure 1. Pier 66 Hotel Tower. Southwest building perspective, camera facing northeast. Photograph taken January, 2018.



Figure 2. Pier 66 Hotel Tower. Northwest building perspective, camera facing southeast. Photograph taken January, 2018.





Figure 3. Pier 66 Hotel Tower. Southwest building perspective and site, camera facing northeast. Photograph taken January, 2018.



Figure 4. Pier 66 Hotel Tower. Partial north elevation, camera facing up and southeast. Photograph taken January, 2018.



Figure 5. Pier 66 Hotel Tower. Partial west elevation, camera facing up and southeast. Photograph taken January, 2018.



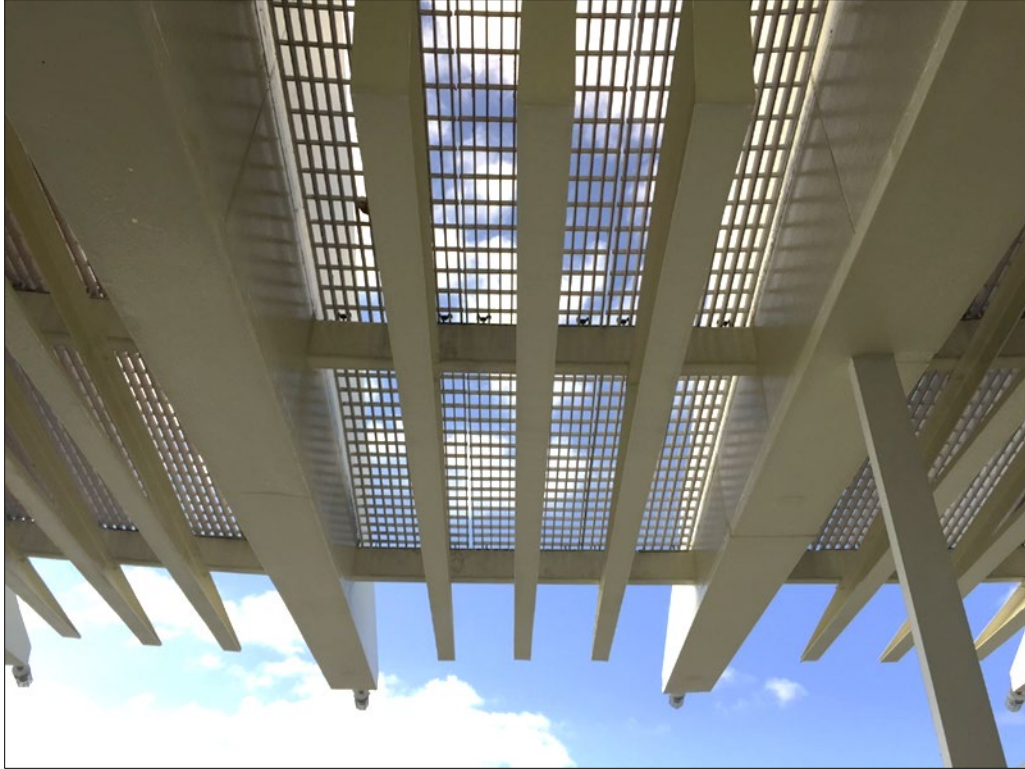


Figure 6. Pier 66 Hotel Tower. Crown outriggers. Camera facing up and northwest. Photograph taken October, 2017.



Figure 7. Pier 66 Hotel Tower. Trihedrons. Camera facing down and northwest. Photograph taken October, 2017.





Figure 8. Pier 66 Hotel Tower. Aluminum balconies, room dividers and exterior light post. Camera facing southeast. Photograph taken October, 2017.



Figure 9. Pier 66 Hotel Tower. Southeast building perspective, camera facing northwest. Photograph taken October 18, 2022.



Figure 10. Pier 66 Hotel Tower. Northwest building perspective, camera facing southeast. Photograph taken October 18, 2022.





Figure 11. Pier 66 Hotel Tower. Northeast building perspective, camera facing southwest. Photograph taken October 18, 2022.



Figure 12. Pier 66 Hotel Tower. Crown: outriggers and trihedrons. Camera facing southeast. Photograph taken October 18, 2022.



Figure 13. Pier 66 Hotel Tower. Top of crown: vertical fins. Camera facing south. Photograph taken October 18, 2022.



Figure 14. Pier 66 Hotel Tower. Crown: vertical fins. Camera facing southeast. Photograph taken October 18, 2022.





Figure 15. Pier 66 Hotel Tower. Precast concrete panels with expose Chattahoochee aggregate, camera facing north. Photograph taken October 18, 2022.



**X. Appendix**

# Significant Pier 66 Marina and Hotel Historical Permit Records Facts

Source Fort lauderdale Property Records January 11, 2017

Item	Date	Description	Remarks
1	7/6/1954	First Permit for site development but "No notes" on the concept of the permi	Costs at \$40,000.00
2	12/1/1955	Permit for Yatch Basin	Costs at \$400,000.00
3	7/17/1956	Permit for Administration Building	Costs at \$40,000.00
4	8/28/1956	Permit for Additional Restaurant and Club	Costs at \$669,000.00
5	4/22/1958	Permit for Additional Storage Room	Costs at \$1,500.00
6	7/21/1958	Permit for 102 Unit Hotel C.O. 116 11-10-59	Costs at \$1,080,000.00
7	7/30/1958	Permit for Founation for Hotel	Costs at \$80,000.00
8	7/1/1958	Permit for 2-floor Elevator	Costs at \$12,000.00
9	10/6/1959	Permit for Interior Alterations	Costs at \$00.00
10	9/26/1962	Permit for Remodeling Interior of Cocktail lounge	Costs at \$20,000.00
11	12/26/1963	Permit for Piling for Hotel	Costs at 1,882,800.00
<b>12</b>	<b>4/9/1964</b>	<b>Permit for the Addition of Hotel</b>	<b>Costs at \$2,837,000.00</b>
13	11/11/1966	Permit for Wideining the Front Entrance	Costs at \$8,100.00
14	9/23/1970	Permit for Remodeling or Repairs	Costs at \$00.00
15	7/11/1977	Permit for remove screen enclosure(Dining Area)	Costs at \$108,000.00
16	9/23/1977	Permit for Extending Kitchen 1st Level & Remodel Existg Kitchen	Costs at \$150,000.00
17	10/10/1977	Permit to Replace Ceiling in Panorama Room	Costs at \$7,000.00
18	9/20/1979	Permit to Remodel Interior of 3rd Floor, Restaurant for Conference	Costs at \$60,000.00
19	11/1/1979	Permit for sign for Pier 66 Conference Center	Costs at \$3,500.00
20	5/19/1981	Permit for Demolish Interior ( Phase 1) 2 Story Lanais	Costs at \$1,000.00
21	6/12/1981	Permit for Remodelg. w. end Main Building, 1st & 2nd Floor Offices	Costs at \$3,000,000.00
22	11/18/1981	Permit for Glass and Glazing Renovations ( Pier 66 Phase 1)	Costs at \$500,00.00
23	5/4/1982	Permit for Add 2nd Floor Ballroom, 1st Floor Health Club	Costs at \$00.00
24	5/4/1982	Permit for Remodel ( Relocate Kitchen & Diniong Rm Area)	Costs at \$00.00
25	4/23/1984	Permit for Demolition of Dockmasters Qrters and gas House	Costs at \$00.00
26	6/7/1984	Permit for Addition to 1st Floor & addition 2nd Floor 1 Story Dock	Costs at \$438,000.00
27	7/25/1984	Permit for 2 Story Marine Serv Station & Retail Store on 1st	Costs at \$385,600.00
28	8/15/1986	Permit for 2 Story Addition ( 132 Rooms- East Lanais)	Costs at \$4,890,000.00
29	10/16/1986	Permit for Pool Only work	Costs at \$40,000.00
30	11/19/1986	Permit for Pool w/Spa only	Costs at \$90,000.00
31	1/22/1987	Permit for Demolition od Old Convention Bldg. Only	Costs at \$30,000.00
32	3/18/1987	Permit for 1 story Bldg. for Conference Center ( with & Restaurant)	Costs at \$2,900,000.00
33	11/23/1987	Permit for Remodeling 2nd Flr of Observation Deck ( bar)	Costs at \$50,000.00
34	5/13/1988	Permit for reroof Marine Service Station & harbormaster	Costs at \$50,000.00
35	8/19/1988	Permit for Renovation of existing Health Club (PT 1st Floor)	Costs at \$380,000.00
36	11/15/1988	Permit for Remodeling of Roof Top Lounge	Coste at \$175,000.00
37	1/8/1990	Permit for Partial Interior Demolition ( 2nd Flr Office & 1st Flr Wall)	Costs at \$2,000.00
38	12/11/1990	Permit for Sign ( Pier 66 Marina UNION 76)	Costs at \$1,000.00
39	8/29/1996	Permit for Stair Addition Top Floor	Costs at \$30,000.00
40	10/17/1996	Permit for Install Patio Awning at Panorama Room	Costs at \$38,000.00
41	11/10/1997	Permit for 1st Fl Interior Renovations "Marine Grille"	Costs at \$25,000.00
42	5/5/1998	Permit for Hotel Renovation of rooms in Tower "Pier 66"	Costs at \$950,000.00
43	6/4/1998	Permit for Foundation Piles for Pre-Assembly Improvements	Costs at \$7,000.00
44	6/12/1998	Permit for Replacing 150 Sliding Glass Doors @ Pier 66	Costs at \$250,00.00
45	6/16/1998	Permit for Electric for Tower "Pier 66"	Costs at \$200,000.00
46	7/7/1998	Permit for Demo Partial Slope Glazing	Costs at \$7,000.00
47	7/30/1998	Permit for Pre Assembly Improvements ( 2nd Flr)	Costs at \$200,000.00
48	8/12/1998	Permit for Storefront Glass/Glazing	Costs at \$150,000.00
49	8/31/1998	Permit for ADA Upgrade-Lanai Guestrooms- 600Sq. Ft.	Costs at \$45,000.00
50	10/13/1998	Permit for ADA Updgade	Cost at \$6,000.00
51	11/16/1998	Permit for 15th Flr- Plbg for Tower Renov	Costs at \$2,347.00
52	11/18/1998	Permit for 15th flr. #1563,1569, 1570, 1571	Costs at \$1,200.00
53	7/28/1999	Permit for Redesign parking lot, Storm Drainage & landscape	Costs at \$520,000.00
54	11/21/2003	Permit for 1st Floor Remodel Restaurant - Grille 66	Costs at \$400,000.00
55	3/1/2005	Permit for Removal of 1 72" dia ficus Banyan	Costs at \$100.00
56	8/4/2005	Permit to Relocate 89 Palms, 2 trees, remove 100 trees	Costs at \$15,000.00
57	10/5/2005	Permit for Interior Demolitions	Costs at \$50,000.00
58	10/13/2005	Permit for Pool area Renovations	Costs at \$1,000,00.00

59	12/7/2005 Permit for interior alterations corridors & meeting rooms	Costs at \$210,000.00
60	12/9/2005 Permit for 16th Flr Interior Alteration Pier Top "Pier 66"	Costs at \$50,000.00
61	6/21/2006 Permit for alterations to handicap rooms for Hote	Costs at \$2,000.00
62	3/14/2007 Permit for remodel "Mariners Grill" Max Cap @206	Costs at \$1,050,000.00
63	7/20/2007 Permit for "pier 66" Ballroom Interior remodel	Costs at \$2,000,000.00
64	11/13/2007 1st Flr Interior Renovation of Hotel's 4 meetings	Costs at \$500,00.00
65	12/14/2007 Install Fire suppression Syst for Kit Remodel	Costs at \$2,100.00
66	12/14/2007 Pier 66 Kitchen Rebuild	Costs at \$40,000.00
67	12/14/2007 Plumbing for Kitchen rebuild after explosion	Costs at \$4,000.00
68	12/14/2007 Electrical for Kitchen rebuild after explosior	Costs at \$2,100.00
69	7/23/2013 Repairs to Bulkhead	Costs at \$3,810,466.00
70	8/28/2013 Decorative Crown on Roof Repair, Maintain and	Costs at \$152,500.00
71	12/9/2013 Phase 2 Work to Bulkhead & Finger Docks	Costs at \$5,630,000.00
72	11/18/2015 Permit for Tenant build out for Offices (Hatteras yachts)	Costs at \$60,000.00
73	12/1/2015 Concrete Restoration and joint Repairs	Costs at \$23,450.00
74	9/1/2016 Concrete Restoration Repair to 10 yr Report	Costs at \$62,050.00
75	12/6/2016 Modernization of existing Elevators 2	Costs at \$71,906.00
76	9/27/2017 Install Sign for Pier 66 Hotel and Marina	Costs at \$16,874.00
77	10/3/2017 Install Sign for Pier 66 Hotel and Marina	Costs at \$16,874.00