

MARGARITAVILLE GOES HOLLYWOOD (FLORIDA)

By Jena Tesse Fox

IN EARLY OCTOBER, Hollywood, Fla., got a new beach resort from Margaritaville, singer Jimmy Buffett's chain of restaurants and hotels. Designed by Fort Lauderdale-based Adache Group Architects and the McBride Company, the 349-room Margaritaville Hollywood Beach Resort aims to combine the laid-back vibe of the casual restaurant chain with the style guests expect in an upscale hotel.

DESIGN DETAILS

Tapping the McBride Company, which has a long-standing relationship with Margaritaville, helped to strike that balance. The company, CEO Pat McBride says, has acted as brand coordinator and creative designer on almost every Margaritaville project (including restaurants, hotels, casinos and vacation ownership) since its first location opened at Universal Studios, in 1999.

To find the right blend of classy and casual, the team worked backward, first designing a contemporary upscale beach resort and then inserting "hints" of the Margaritaville culture, such as the beach-style "lobby cabanas" and a commissioned 14-foot-tall flip-flop sculpture.

Based in Florida, the team at Adache Group Architects had a good sense of how to give the property a sense of place. "The location of the resort had a huge impact on the design," President and CEO George Fletcher says. Drawing inspiration from the Colonial British Victorian architecture seen throughout the Caribbean, the team created a porte cochère reminiscent of a grand mansion's entryway with an exposed heavy timber roof structure and dormers that let in natural light. The supporting columns, Fletcher says, were wrapped with



THE FIVE Ws

WHAT: Margaritaville Hollywood Beach Resort

WHO: The McBride Company & Adache Group Architects

WHERE: Hollywood, Fla. | **WHEN:** Oct. 1, 2015 | **WAY:** New build

coral stone characteristic of the islands. "Metal standing seam roofs complement the lower façade with gingerbread details along the soffits. The upper roofs are typical mansards to camouflage the mechanical equipment from view. Scored stucco along the base imitates the typical lap siding found in the Caribbean islands."

Materials, McBride says, were selected to help create the beach atmosphere, including whitewashed and weathered wood, palm trees, rattan and bamboo furniture, lime-washed brick, island-inspired tile and custom tropical-themed carpets. Even the color scheme was inspired by the beach location, he says. "Margaritaville has a phrase to describe much of its apparel: 'washed in the ocean and dried in the sun.' That soft, weathered approach served our design team well in the selection of color." In addition to what he calls "island white," the two main color palettes were warm colors that can be found in a Floridian sunset (reds, oranges and yellows) and cooler colors that can be found in the waters surrounding the resort (blues, turquoises and greens).

The hotel's lobby serves as a centerpiece, management company Coral Hospitality CEO Lee Weeks says, with coral rock flooring, natural wood beams made of pecky cypress and ►

PHOTOGRAPHY: Eileen Escarda
Above:

The resort's beach-level pool area.

vegetation native to South Florida. Discreet niches within the open space offer privacy, and an oversized mixed-media mosaic hangs above the reception desk. To keep things informal, free-form lighting structures are made from hundreds of margarita glasses.

“When you are trying to create a relaxed environment, nothing is more important than the acoustics, but you can’t just put up acoustic panels everywhere and call it a day,” McBride says. To keep the volume down but maintain an open environment, soft, non-reflective materials from carpeting, area rugs and “buried” acoustical materials were blended with coral rock, stone and wood.

CHALLENGES AND SOLUTIONS

The teams did face some challenges, of course, especially given the space restrictions of the property. “Every square inch mattered, much like on a cruise ship,” McBride says. “It needed to feel spacious and inviting, but space could not be wasted.” Notably, the project received public support for certain spaces available for public use. “The band shell, plaza and open spaces will create a platform for neighborhood programs and day-to-day use along the

Top to bottom:
Jimmy Buffett’s Margaritaville Restaurant;
The lobby’s lighting element is made of margarita glasses.

[Hollywood Beach] Broadwalk,” Fletcher says. The resort has three free-form pools with a water slide and a “backyard” water sports activity area that is an extension of the beach and Broadwalk.

Both McBride and Fletcher noted the need for sufficient parking facilities as required by the municipality. “Providing for hundreds of parking spaces for both public and hotel use was a special challenge,” Fletcher says. “Elements such as the north-side entry ramp helped to satisfy needs particular to hotel service and helped maintain a secure relationship between the two uses.”

The design and architectural teams also added elements to keep the property sustainable, including electric vehicle charging spaces, bicycle racks, high-performance glazing, recycling facilities, water-efficient plumbing fixtures, light-emitting-diode lighting, occupancy sensors, Energy Star mechanical systems, low-emitting materials and emergency power backup. And to protect the property from the adjacent ocean, the hotel meets both current and future Federal Emergency Management Agency guidelines for coastal flooding. **HD**



PARTICIPANTS

Developer: The Lojeta Group
Purchasing Company: The Parker Company
Hospitality Management: Co-managed by Margaritaville and Coral Hospitality
General Contractor: Coastal Construction/Tishman
Landscape Architecture: Lifescapes International
Lighting Consultant: Brian Orter Lighting Design
Graphics Consultant: The McBride Company
Interior Design Consultant: The McBride Company (Interior Designer), Rockwell Group (Associate Interior Designer)
Mechanical Electrical Consultant: Steven Feller P.E.
Kitchen Consultant: Edward Don & Company
Signage and Graphics Consultant: The McBride Company
ADA Consultant: Tcherneshoff Consulting
Pool Consultant: Aquadynamics Design Group
Waterproofing Consultant: Be-Tech
Elevator Consultant: ThyssenKrupp Elevator