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Developers roll out major renovation at Fort Lauderdale Beach Resort

Firms have tapped design studio behind 1 Hotel Beach Club and The Standard Residences to revitalize the hotel

By **Zoe Monk**



Two developers have teamed up to invest in a complete renovation project at Fort Lauderdale Marriott Pompano Beach Resort & Spa as demand for more 'premium' accommodation offerings in the region rises.

The major project, spearheaded by Key International and Wexford Real Estate Investors, will see all 219 bedrooms and suites reimaged, as well as the lobby, restaurant, bar and guest arrival experience.

The development firms tapped design studio Urban Robot Associates, known for redesigning [The Boca Raton Beach Club](#), the 1 Hotel Beach Club, The Standard Residences and Pastis Wynwood.

"We are thrilled to start this significant renovation project," said Diego Ardid, Co-President of Key International. "With our extensive track record of delivering and transforming premier beachfront properties along the Florida coast, this project is a testament to our commitment to providing our guests with the best accommodations and amenities. We're excited to be part of Pompano Beach's evolution, offering a design-forward space that meets the expectations of today's travelers."

The renovation will be rolled out in two phases with the first encompassing a complete redesign of the resort's pool, amenities and North Tower guestrooms and suites. A new zero-entry pool will be installed, along with new furnishings and refresh landscaping, due for completion by the first quarter of 2025.

The project's second phase focuses on the South Tower guest rooms and suites, which are scheduled for completion by the second quarter of 2025.

The ground floor public space renovation is set to commence in the first quarter of 2025 and is anticipated to be completed by the second quarter of the same year.

The renovation comes during significant growth and development for Pompano Beach. The area has experienced a surge of new residential high-

rises, set to transform the beachside skyline, while an influx of new beachside businesses is expected to follow.

This development boom is increasing demand for high-end hospitality options, making Pompano Beach an increasingly attractive destination for both residents and visitors.

“This renovation is not just about enhancing the resort; it’s about contributing to the larger renaissance of Pompano Beach,” said Shawn Gracey, executive vice president of hospitality of Key International. “As the city experiences unprecedented growth, the need for premium hospitality offerings is also on the rise.”

Hard Rock’s second Reverb property in Florida set for 2029 debut



Hard Rock International has announced development plans for Reverb by Hard Rock Pensacola, which is set to break ground in 2026 and open in 2029. The property will be located downtown at Maritime Park along Pensacola Bay with views of the water that connects to the Gulf of Mexico and views of Blue Wahoos Stadium. ...
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