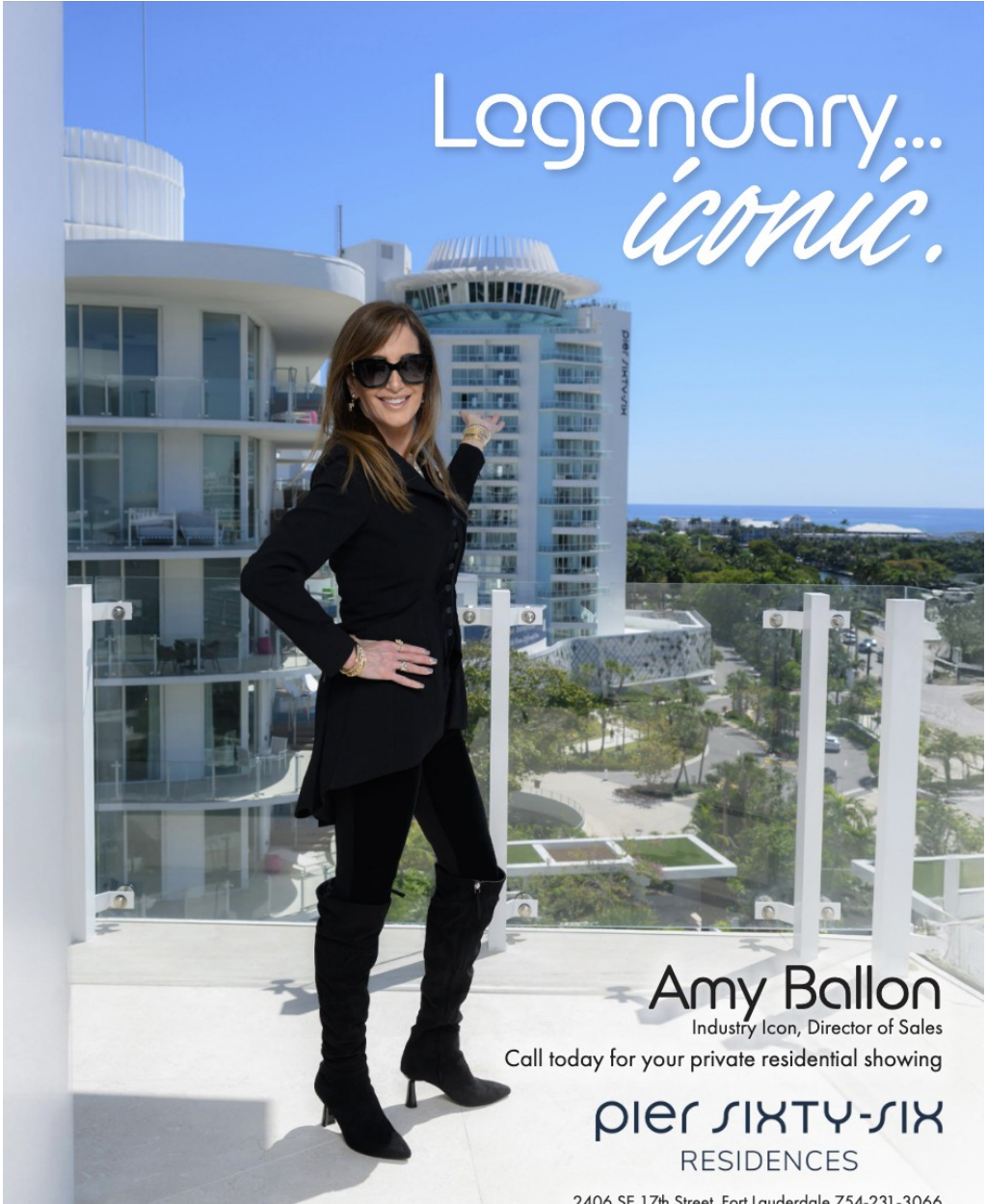






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Amy Ballon

Industry Icon, Director of Sales

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THE NEW HOSPITALITY COAST

FROM A FAMILY-OWNED BEACHFRONT RESORT TO A BILLION-DOLLAR HARBOR REVIVAL, FIVE
FORT LAUDERDALE HOTELS REVEAL HOW THE CITY'S LUXURY LANDSCAPE IS EVOLVING

Fort Lauderdale has always had two identities.

There's the beach town visitors have come to know by heart—slow afternoons on the sand, the hum of beachside shops, and yachts gliding through the Intracoastal. Then there's the city that has matured around it, where new towers rise beside historic landmarks and hospitality has become both an art and an industry.

Over the past several years, that evolution has accelerated. A new

convention district has taken shape along the water. Historic icons have undergone billion-dollar reinventions. Boutique beachfront hotels have introduced design-driven concepts, while family-run resorts continue to thrive, their presence anchored to the same stretch of sand they've occupied for generations.

Different visions, different histories. Yet each captures something essential about what makes Fort Lauderdale unmistakably unique.



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PIER SIXTY-SIX FORT LAUDERDALE THE SOCIAL HARBOR REAWAKENS

Pier Sixty-Six may best capture where the city is heading next.

Following a billion-dollar transformation, the legendary waterfront property has reopened as a 32-acre resort and residential community built around one of the largest superyacht marinas on the Eastern Seaboard.

The marina defines the experience. With more than 5,000 linear feet of dockage accommodating vessels up to 400 feet, it is not simply an amenity, it is the organizing principle of the entire property.

Life unfolds around it.

Yachts ease into slips. Crews move with quiet precision. Guests drift between terraces, restaurants, and lounges that open directly onto the water. Walkways trace the harbor's edge, creating a sense of constant motion that feels more like a working waterfront than a resort set piece.

That energy carries through the design. A 325-room hotel anchors the property, with sightlines intentionally oriented toward the marina, Intracoastal, and Atlantic beyond. Floor-to-ceiling glass and open-air

transitions keep the water present from nearly every vantage point.

Dining acts as both anchor and activation. More than a dozen venues are positioned throughout the property, each calibrated to a different moment of the day. Mornings begin quietly along the docks, afternoons stretch into long, sunlit lunches, and evenings build into a more layered social rhythm that extends across the harbor.

The return of Pier Top reestablishes one of Fort Lauderdale's most recognizable vantage points, its rotating views once again connecting the property to its history while reframing it for a new generation. At ground level, the gradual reopening of legacy touchpoints like Pelican Landing signals a deliberate effort to restore the places that defined the property's identity while elevating their role within a more expansive setting.

Wellness is integrated into that same flow. The 13,000-square-foot Zenova Spa introduces a full program of treatments, recovery spaces, and experiential elements designed to complement, rather than separate from, the pace of the property. Guests move easily between marina, pool, dining, and spa, creating a continuity that feels considered rather than compartmentalized.

For the first time, that experience extends into private ownership.

The Indigo and Azul residences introduce a residential layer that is fully embedded within the resort environment. Expansive glass, deep terraces, and indoor-outdoor living spaces frame unobstructed views of the marina and waterways, reinforcing the connection between residence and setting.

At the top of the market, the release

of the Indigo Penthouse signals both scale and scarcity. Spanning nearly 7,800 total square feet, with more than 5,600 square feet of interior space and a 2,150-square-foot wraparound terrace, the residence is defined as much by its positioning as its size. Twin plunge pools placed on opposite sides of the terrace capture both sunrise over the Atlantic and sunset across the Intracoastal, anchoring the home to the full arc of the day.

What emerges is something larger than a resort or a residential project. The redevelopment positions Pier Sixty-Six as a fully realized waterfront district, one where hospitality, boating culture, and private ownership intersect.

Few places in Fort Lauderdale bring those elements together at this scale, or with this level of cohesion.



The famous Pier Top Bar rotates to give guests a 360-degree view.

THE NEXT CHAPTER

A CONVERSATION WITH
AMY BALLON

Amy Ballon, Director of Sales, Pier Sixty-Six Residences

You've spent decades in South Florida's luxury residential market. What drew you to Pier Sixty-Six at this stage of your career?

My path into development was shaped early on by my father, who was a builder in California and part of the evolution of modern multifamily living. I've now been in South Florida for more than three decades, working in luxury real estate, and it remains one of the most dynamic markets in the world.

Pier Sixty-Six stood out because of its legacy and the scale of what's being created. It's rare to be part of a project that isn't just new, but truly transformative. The opportunity to help shape the next chapter of such an iconic waterfront destination felt meaningful.

The Indigo Penthouse marks a significant moment for the project. What does it signal about where the residences are today?

It represents a shift. When we first launched, buyers were responding to the vision. Now the residences are established, the property is active, and people are living here.

The listing itself reflects how far Fort Lauderdale's luxury market has come. At this level, buyers are looking for scale, privacy, and something that feels singular. As we reach this stage, inventory naturally becomes more limited as the property transitions from new development to a legacy address.



Now that the full experience is operational, how has that changed buyer behavior?

It's completely changed the conversation. Before, people had to imagine it. Now they can walk the marina, spend time on property, and understand the scale immediately.

That emotional connection is powerful. Once buyers experience it firsthand, it becomes much more than a residence. They begin to understand how everything connects, and that's when it resonates.

What are you seeing in terms of how buyers plan to use these residences?

There's a mix. Some are full-time residents, others are seasonal, and some are looking at it as part of a broader lifestyle that includes boating.

That connection to the marina is key. For many buyers, it's not just about owning a home—it's about having direct access to the water and being able to move seamlessly between the residence, their boat, and the rest of the property.

Fort Lauderdale has no shortage of new luxury developments. What makes this one different?

It's the scale and the integration. This isn't just a residential tower. It's a destination built around one of the most iconic marinas in the country.

Everything is connected—the residences, the resort, the dining, the wellness. That level of activity and programming is something you typically see in global yachting destinations. There's also a sense of history here, which adds another layer. It's not starting from scratch, it's building on something people already know.