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The *Permanent* Staycation

Every day's a staycation when you call Pier Sixty-Six home

BY CLARISSA BUCH ZILBERMAN

At Pier Sixty-Six, Fort Lauderdale's most legendary address has become a new kind of home, one where the lifestyle isn't just a selling point. In fact, that's the whole point. And for the people who live here, the staycation never ends.

But long before there was a waitlist, Pier Sixty-Six was already telling its own story. The site traces back to a Phillips 66 fuel dock in the 1950s, grew into Fort Lauderdale's social harbor through the 1960s, and played host to everyone from Frank Sinatra to Liza Minnelli. The iconic spire tower was, at the time of its construction, the tallest building in Fort Lauderdale. The rotating Pier Top lounge on its 17th floor became a civic institution.

In 2016, Tavistock Development Company purchased the property and began a multi-billion-dollar redevelopment — one that would quietly erase the line between resort guest and resident. The permanent staycation used to be a fantasy. At Pier Sixty-Six, it's a floor plan.



"Highly amenitized destination properties are what people are looking for," says Amy Ballon, director of sales for Pier Sixty-Six. "They're looking for a comprehensive lifestyle."

That distinction has shaped the buyer experience in an unexpected way. Many of the people who ultimately purchase here don't come looking for real estate at all. They start as guests — staying at the resort, docking their boats at the marina during Fort Lauderdale's celebrated boat show season — and discover something they hadn't anticipated: a fully realized lifestyle already in motion.

"They experience the attention to detail, the welcoming drink at check-in, someone walking them through the history and all the different components of the property," Ballon says. "And that experience is what prompts them to buy."

For those already familiar with the Pier Sixty-Six name — particularly in the yachting world — the conversation tends to start with the marina. With 5,000 linear feet of dockage and 164 slips accommodating vessels from 40 to 400 feet, it is one of the largest superyacht marinas on the Eastern Seaboard. There are no bridge restrictions to ocean access. But for many boat owners, the marina is just the beginning.

"People understand what Pier Sixty-Six is," Ballon says. "They just don't understand what it has evolved into."

What it has evolved into is 32 waterfront acres anchored by 88 residences across four buildings — two condo buildings, Azul and Indigo, and two resort residences buildings — with prices starting at $3.85 million. The most talked-about listing at the moment is the Indigo Penthouse: a 7,794-square-foot, five-bedroom residence on the 10th floor with two private plunge pools, a dedicated fitness studio, a private sauna, and 180-degree views spanning the marina, the Intracoastal Waterway, and the Atlantic Ocean. It is listed at $16 million and available for immediate occupancy.

Ownership comes with invitation-only membership to The Club at Pier Sixty-Six, which includes access to the 13,000-square-foot Zenova Spa & Wellness, home to the region's first snow room and ceremonial sauna, a dedicated members' pool, private dining venues, and a robust calendar of curated social events.

That last element matters more than it might seem. When Ballon describes the typical buyer, she's not describing someone looking for a second home with nice finishes. She's describing someone who has, often consciously, decided to restructure their life around experience.

"They're marina focused and looking for a lifestyle," she says. The profile is often someone with homes in multiple cities who winters in South Florida and wants more than a condominium.

Post-pandemic, that appetite has only deepened. "The question people are asking themselves now is: How do you want your life to feel?" Ballon says. "People went through a period of being isolated, and I think it fundamentally changed how they think about community. They want moments they can remember. They want their families to come and have experiences with them."

It's a shift that has quietly transformed what "buying a condo" means at the top of the market. The conversation has moved from square footage and building amenities to something closer to membership in a place.

Ballon sees it clearly: "The shift is from, 'I'm buying a condo that has a gym and a pool' to, 'I'm buying a property that has restaurants, a spa, culinary experiences, live music, a club.'"

Fort Lauderdale, long positioned as Miami's quieter neighbor to the north, is perhaps the right backdrop for this evolution. Pier Sixty-Six has leaned into the idea of transforming the city from the "Venice of America" to the "Monaco of America." Buyers from comparable properties have arrived at Pier Sixty-Six curious, Ballon notes, drawn by something that feels both familiar and distinct.

At its core, what Pier Sixty-Six is selling, and what its residents are buying, is the permanent staycation: the idea that the place you come home to should feel as good as the best trip you've ever taken.

"The reality is no longer a dream," Ballon says.