



Artist conceptual rendering. See back cover for disclaimer.

# *Gale*

BOUTIQUE HOTEL & RESIDENCES  
FORT LAUDERDALE BEACH









A Landmark Restored.  
A Village Reborn.  
A Lifestyle Revealed.



Steps from the sands of Fort Lauderdale Beach exists a place called North Beach Village, an idyllic neighborhood of mid-century hotels and garden apartments who together evoke the nostalgia of a bygone era. At the epicenter of this village - on a full block - the historic Escape Hotel (circa 1948) is being meticulously renovated and contemporized as the Gale Fort Lauderdale Beach, a luxury boutique hotel that is to be managed by the acclaimed Menin Hospitality Group.

The hotel's elegant intimacy, nostalgic charm, contemporary interiors, prestigious services, and remarkable amenities will collaborate to create the unique experience of living at the Gale in the neighboring residential tower.







## Gale Boutique Hotel & Residences, Fort Lauderdale Beach

In a new, 12-story tower, the Gale will offer 128 residences, including 1, 2 and 3-bedroom condominiums and townhomes, with exclusive, resort-style amenities and views of the Intracoastal Waterway and the Atlantic Ocean. Superlative hotel services will be provided by the Gale, a new, 96-room luxury boutique hotel in an impeccably restored, 1948 landmark structure, just one block from the beach.

Another forward thinking development by **Newgard**.



# LOCATION MAP

Located on the Intracoastal one block from the ocean and across from the W Hotel Fort Lauderdale

## HOTELS

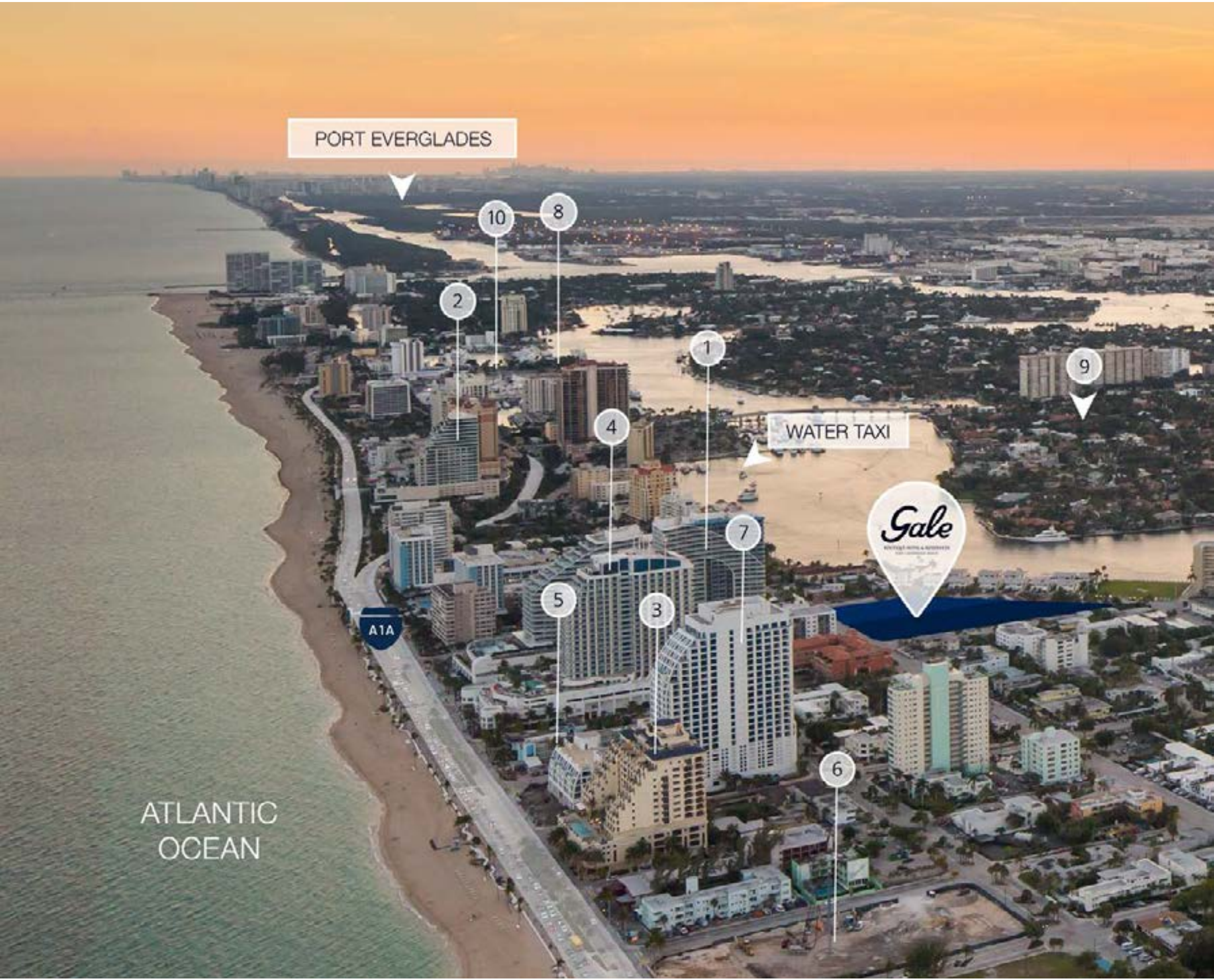
- 1. W Hotel
- 2. Ritz Carlton
- 3. Atlantic Hotel
- 4. Hilton Hotel
- 5. Four Seasons Hotel & Private Residences
- 6. Paramount
- 7. Conrad Hotel/Ocean Residences

## MARINA

- 8. Bahia Mar Marina

## ENTERTAINMENT & SHOPPING

- 9. Las Olas Shopping & Dining District
- 10. International Boat Show





An aerial photograph of Fort Lauderdale, Florida, taken at sunset. The sky is a vibrant orange and yellow, with the sun low on the horizon. The city's skyline is visible in the distance, with several tall buildings. In the foreground, a large body of water, likely the Fort Lauderdale River, winds through the city. On the left side of the river, there are several high-rise apartment buildings. On the right side, there are more residential and commercial buildings. The overall scene is a mix of urban development and natural waterways.

FORT LAUDERDALE  
INTL. AIRPORT

GALLERIA MALL

DAVIE BLVD

MUSEUM OF  
DISCOVERY & SCIENCE

BROWARD CENTER  
FOR PERFORMING ARTS

MUSEUM OF ART  
FORT LAUDERDALE

SAWGRASS  
MILLS MALL



# NORTH VIEW





SOUTH VIEW

*Gale*

RE/MAX REALTY & ASSOCIATES  
CORPORATION, INC.











## Presenting the Past, Perfected.

Nestled between the Atlantic Ocean and the Intracoastal, North Beach Village is a well-preserved haven of intimate streets lined with fine examples of tropical mid-century architecture. As interest in preservation grows, the future of the village is coming into view, bringing with it the best of the past: sidewalk cafés, corner shops, and boutique hotels. At the Gale, guests and residents alike will experience the village sensibility, revitalized with contemporary refinement.





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# FACT SHEET

## SITE ADDRESS:

2900 Riomar Street, Fort Lauderdale

## SALES CENTER:

2434 East Las Olas Boulevard, Fort Lauderdale

## COMPLETION:

Estimated Late 2016

## DEVELOPED BY:

Newgard Development Group

## ARCHITECT:

Garcia Stromberg

## INTERIOR DESIGNERS:

Urban Robot Associates

## STARTING PRICE:

From \$385,000

## RESIDENCES:

128 Units in Total

1 Bedroom + Den: 790 - 890 SF

2 Bedroom + Den: 1,258 – 1,285 SF

3 Bedroom: 1,987 SF

## DEPOSIT STRUCTURE:

10% at reservation

10% at contract

20% at groundbreaking

10% at 8th floor

50% at closing



## BUILDING FEATURES

- 128 fully finished residences
- 1, 2 & 3-bedroom units & townhomes
- 24/7 valet parking
- 24/7 Welcome Desk in lobby
- Supreme concierge service
- Access-controlled parking garage
- Grand Lobby with imported stone, wood, and custom finishes
- Smart building technology, high capacity communications technology and green innovations
- Premium retail and signature restaurants on ground level
- Integrated, high speed Wi-Fi throughout common areas
- Private residents-only clubroom with fully equipped show-kitchen and bar
- Rooftop swimming pool and Sunset Lounge
- Fully equipped state-of-the-art fitness center with HD TVs
- Outdoor fitness and meditation area
- Resident-only swimming pool with Intracoastal views
- Steps from the ocean and world-renowned Fort Lauderdale Beach
- Exclusive services offered by the Gale Boutique Hotel Fort Lauderdale Beach
- Private resident-only movie theater
- Expansive, fully landscaped resort-style terrace with Intracoastal views
- Exterior BBQ area
- Pet-friendly atmosphere
- Dedicated service elevator
- Electric vehicle charging stations
- Electric Bicycles available to residents

## RESIDENCE FEATURES

- Fully finished residences
- Modern, open-concept floor plans
- Smooth-finished 9 ft. ceilings
- Impact resistant floor-to-ceiling sliding glass doors and windows
- Oversized balconies in select units
- Italian kitchen cabinets with contemporary hardware
- Top-of-the-line appliances
- Designer bathroom accessories
- Elegant, imported stone countertops in both kitchen and bathrooms
- Spa-like amenities
- Dual sinks, glass shower enclosures, and soaking tubs in master bathrooms
- Premium European-style fixtures
- Custom finished flooring and walls in wet areas
- Spacious walk-in closets
- Laundry room with full size washer and dryer
- Smart home technology
- Built-in wiring for HDTV, multiple phone/data lines, and high speed Internet
- Individually controlled, energy-efficient central heating and air conditioning systems

## FLEXIBLE LIVING BENEFITS

The Gale Boutique Hotel Fort Lauderdale Beach offers resort-like services to its residents including room service, housekeeping, poolside towel service, laundry service, catering, airport pickup, and car services\*

Flexible Rental Program option for owners who wish to rent their units

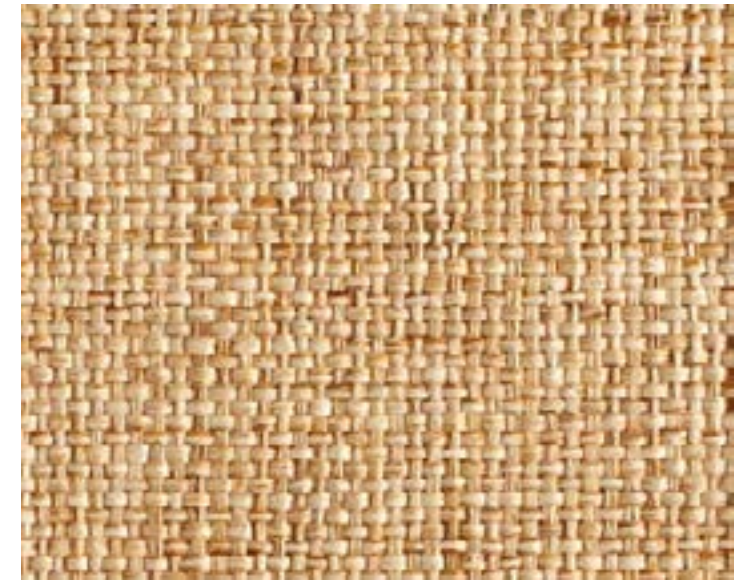
Hands-free maintenance option for mechanical/electrical systems, appliances, and lighting

Owner privileges at Menin Hospitality properties, which include preferred rates, priority reservations, and early check in and late check out at all Menin properties

\*Note: Some features only available in select units and some features have an additional cost



# INTERIOR INSPIRATION







## State-of-the-art Innovations

The perfect collaboration of sophisticated software and elaborate hardware will provide new levels of pampered living.







RIOMAR ST

*Gale*  
BOUTIQUE HOTEL

NORTH BIRCH ROAD

BAYSHORE DRIVE

SUNSET LOUNGE  
& POOL  
(8TH FLOOR)

*Gale*  
RESIDENCES

RESIDENT POOL  
(4TH FLOOR)

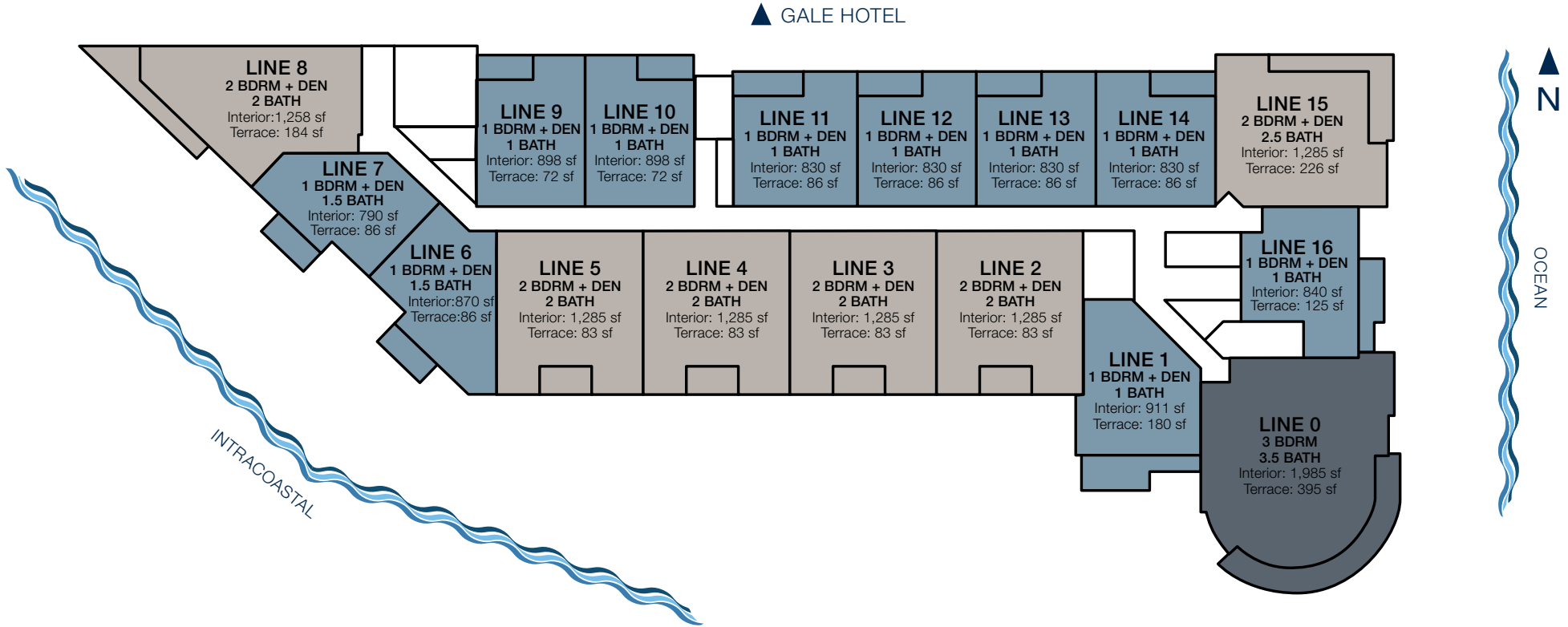
SUNSET TERRACE  
(3RD FLOOR)

- THEATRE  
(3RD FLOOR)
- RESIDENTIAL LOBBY  
(GROUND FLOOR)
- CLUB ROOM  
(3RD FLOOR)
- FITNESS  
(3RD FLOOR)
- RETAIL  
(GROUND FLOOR)

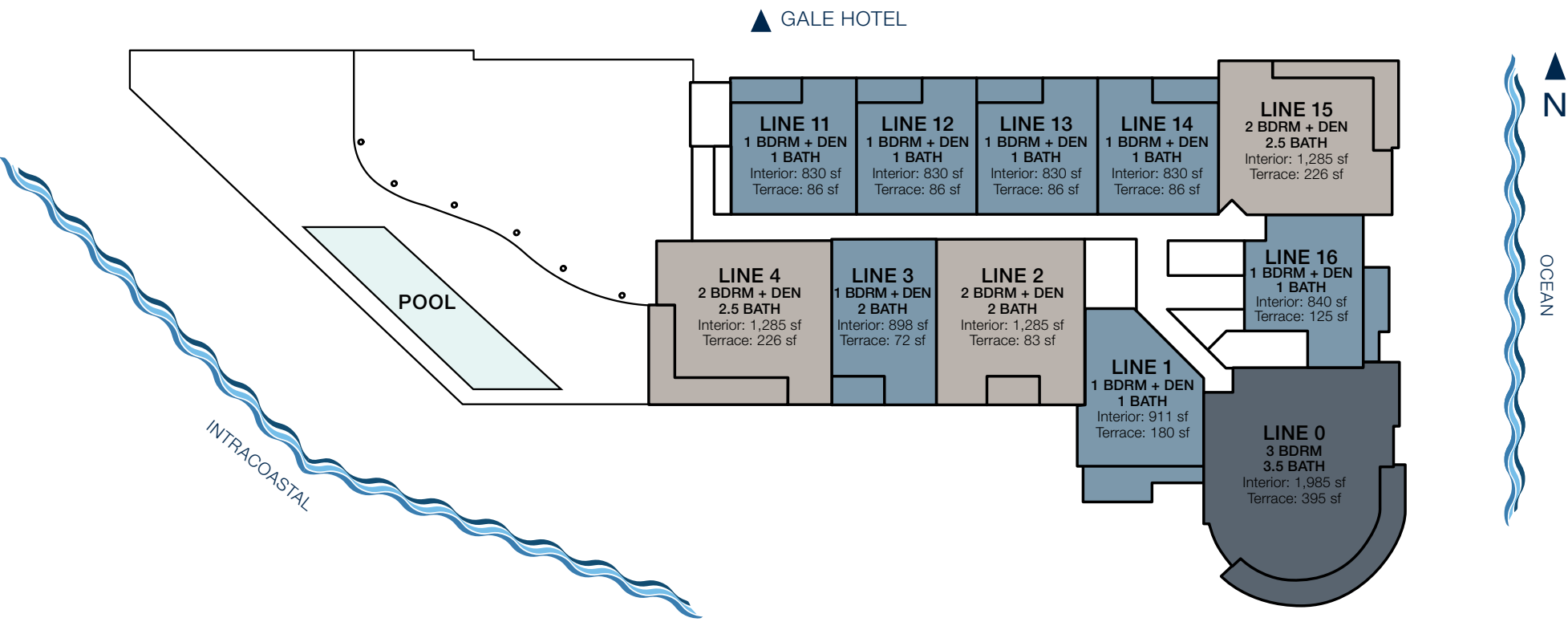
BAYSHORE DRIVE



KEYPLAN | FLOORS 5-7



KEYPLAN | FLOORS 9-12



LEGEND

- 1 BEDROOMS
- 2 BEDROOMS
- 3 BEDROOMS

These drawings are conceptual only and are for the convenience of reference. they should not be relied upon as representations, express or implied, of final details of the residences. units shown are examples of unit types and may not depict actual units. stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the "unit" set forth in the declaration (which generally only includes the interior airspace between the perimeter walls and excludes interior structural components and terrace). for your reference, the area of the unit, determined in accordance with those defined unit boundaries is provided in the declaration. note that measurements of rooms set forth on this floor plan are generally taken at the greatest points of each given room (as if the room were a perfect rectangle), without regard for any cutouts. accordingly, the area of the actual room will typically be smaller than the product obtained by multiplying the stated length times width. all dimensions are approximate and may vary with actual construction, and all floor plans and development plans are subject to change. all depictions of finishes, furniture, furnishings, appliances, counters, soffits, floor coverings and other matters of detail, are conceptual only and are not necessarily included in each unit, or if included, included as depicted. equal housing opportunity.

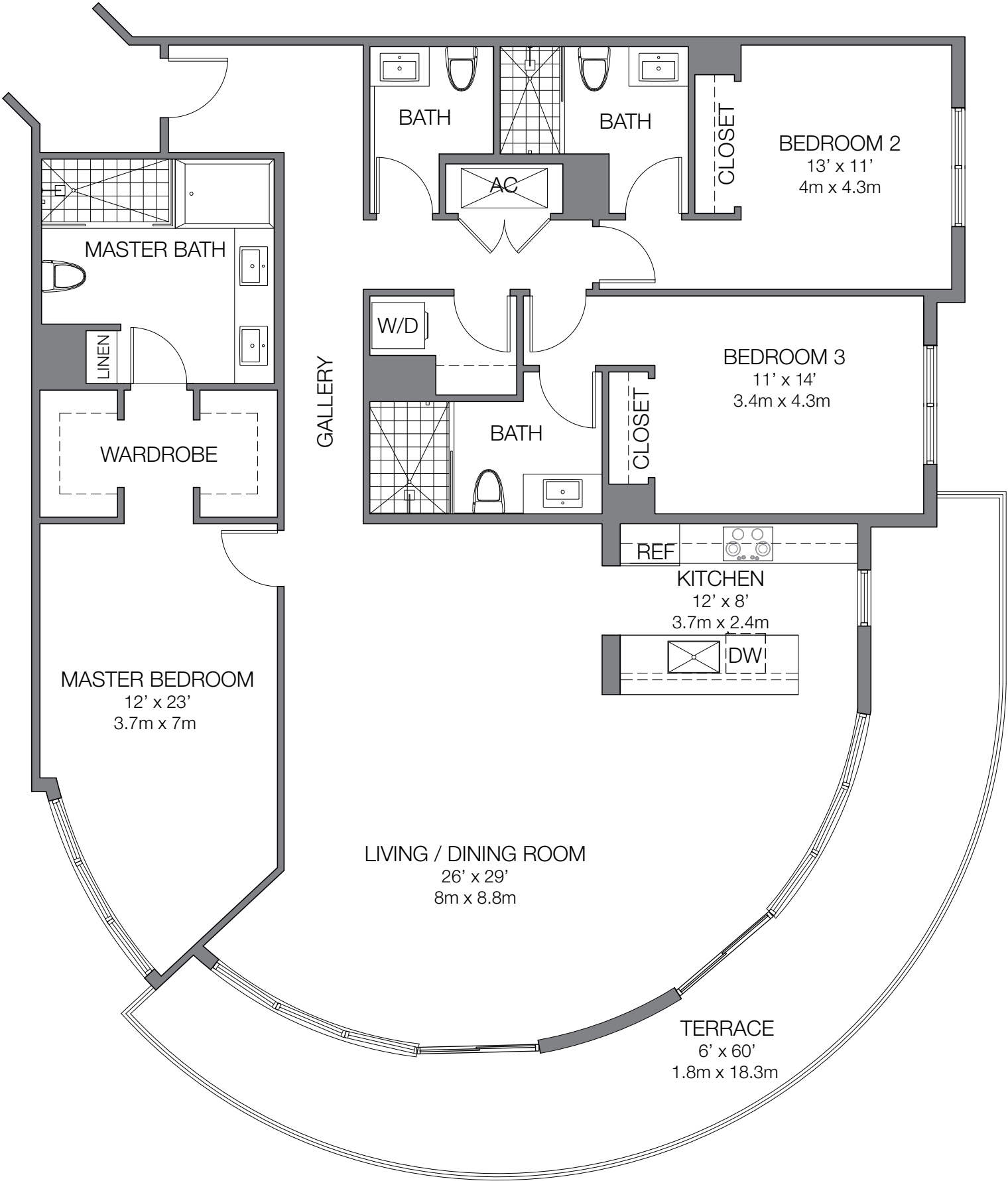
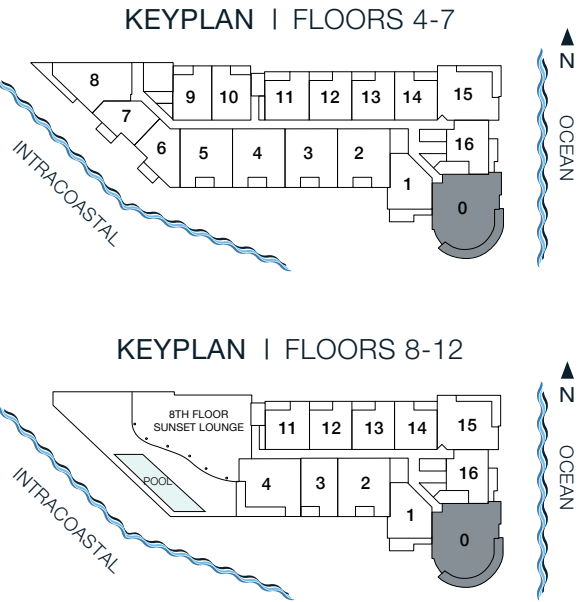




BOUTIQUE HOTEL & RESIDENCES  
FORT LAUDERDALE BEACH

LINE 0 RESIDENCE  
3 BDRM / 3.5 BATH  
FLOORS 4-12

INTERIOR	1,985 SF	184.4 M <sup>2</sup>
TERRACE	395 SF	36.7 M <sup>2</sup>
TOTAL	2,380 SF	221.1 M <sup>2</sup>



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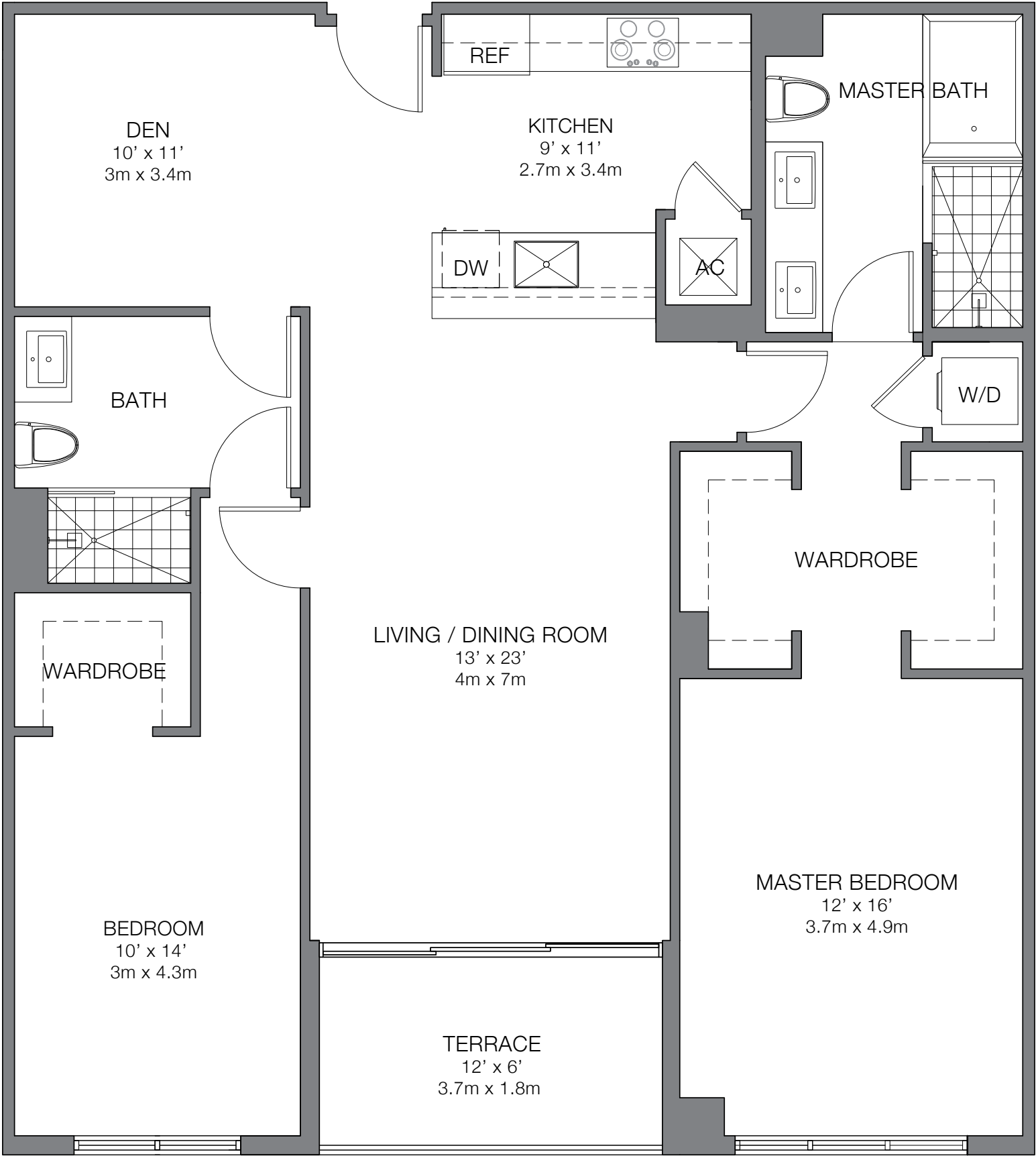
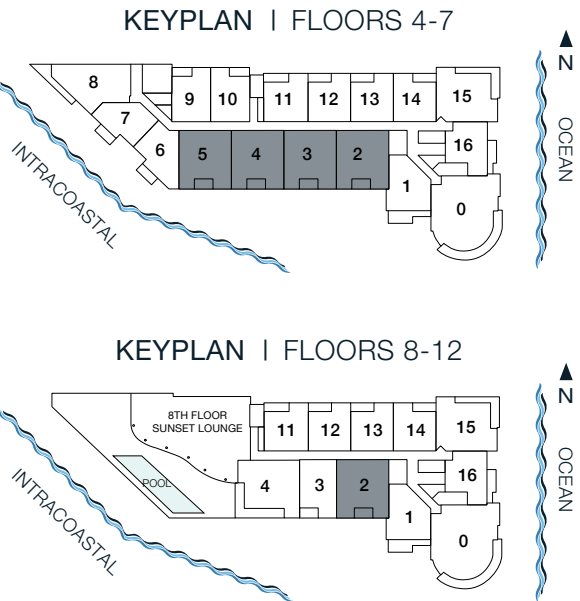




BOUTIQUE HOTEL & RESIDENCES  
FORT LAUDERDALE BEACH

LINES 2-5 RESIDENCE  
**2 BDRM + DEN / 2 BATH**  
FLOORS 4-12

INTERIOR	1,285 SF	119.4 M <sup>2</sup>
TERRACE	83 SF	7.7 M <sup>2</sup>
TOTAL	1,368 SF	127.1 M <sup>2</sup>



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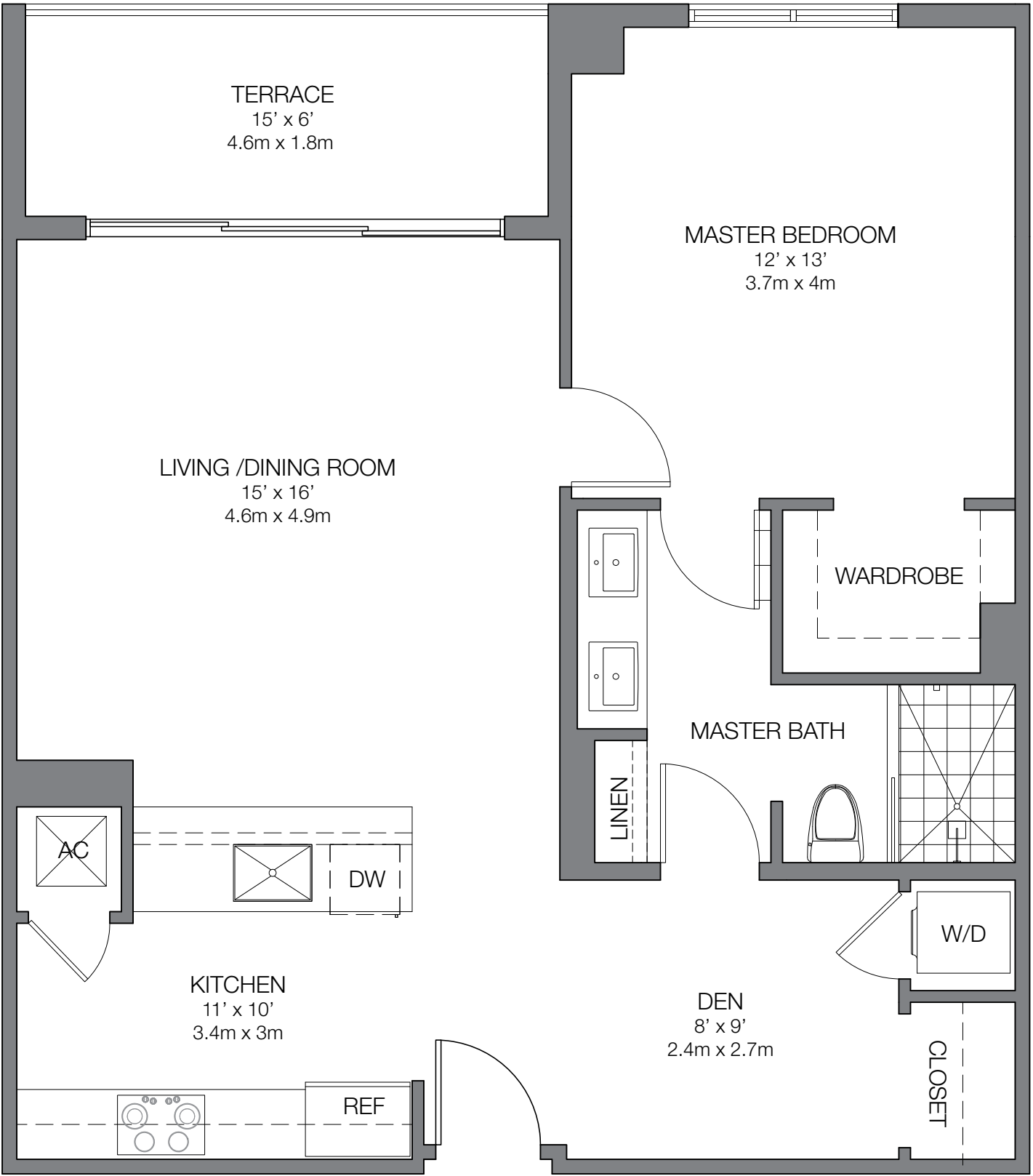
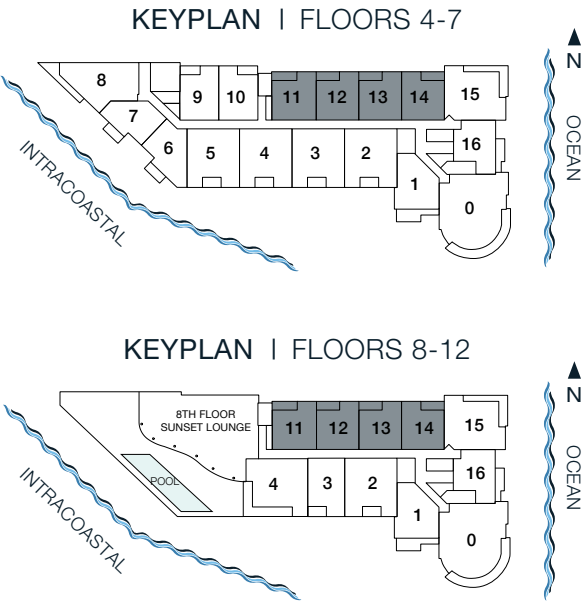




BOUTIQUE HOTEL & RESIDENCES  
FORT LAUDERDALE BEACH

LINES 11-14 RESIDENCE  
**1 BDRM + DEN / 1 BATH**  
FLOORS 4-12

INTERIOR	820 SF	76.2 M <sup>2</sup>
TERRACE	90 SF	8.4 M <sup>2</sup>
TOTAL	910 SF	84.6 M <sup>2</sup>



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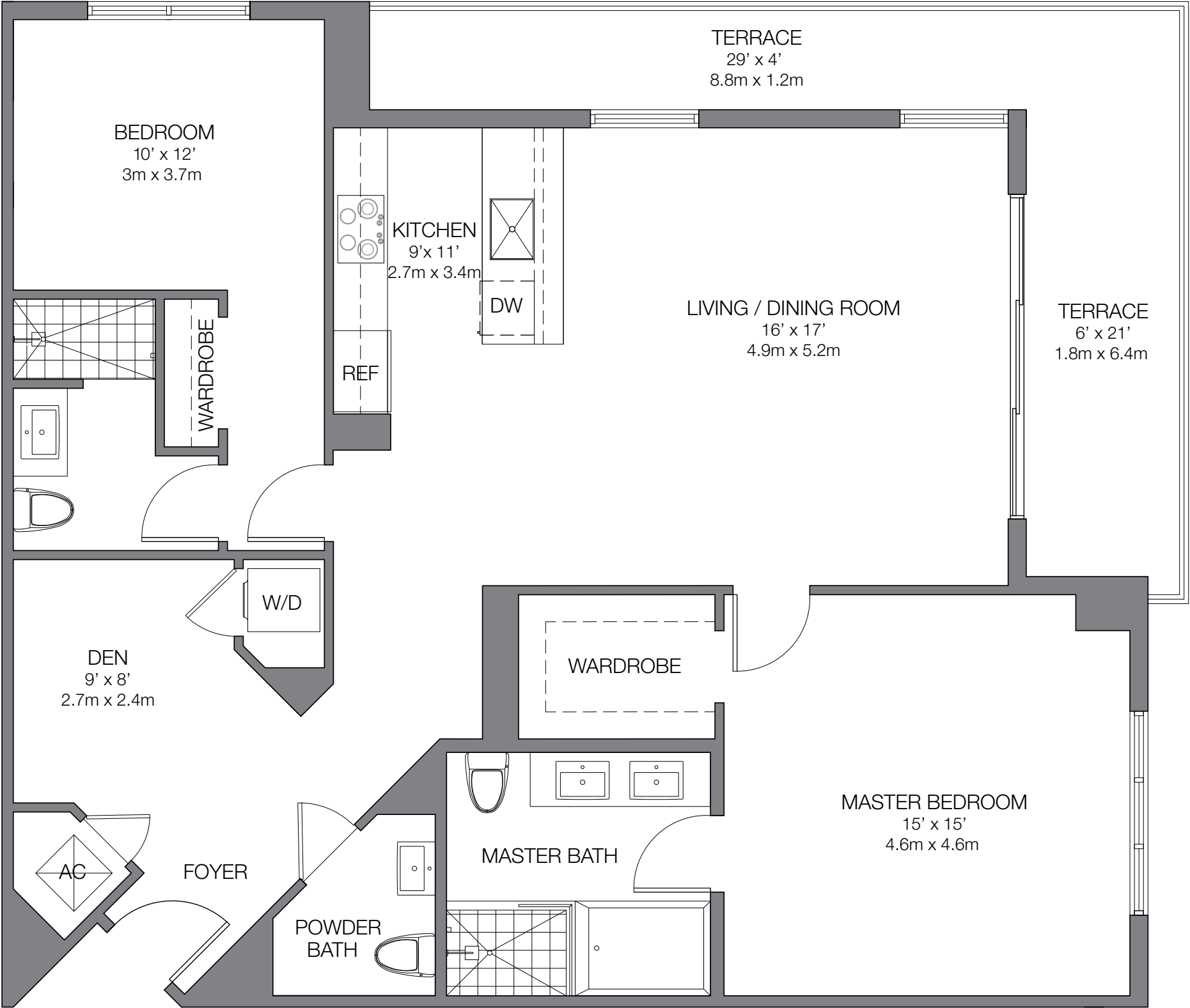
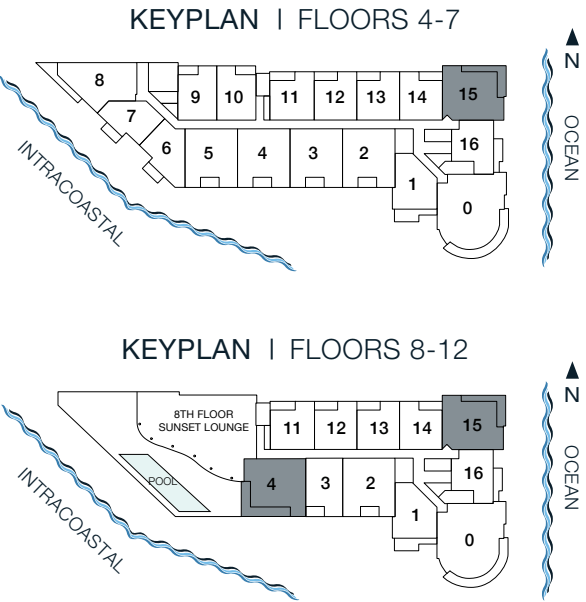




BOUTIQUE HOTEL & RESIDENCES  
FORT LAUDERDALE BEACH

LINE 15 RESIDENCE  
**2 BDRM + DEN / 2.5 BATH**  
FLOORS 4-12

INTERIOR	1,285 SF	119.4 M <sup>2</sup>
TERRACE	226 SF	21.0 M <sup>2</sup>
TOTAL	1,511 SF	140.4 M <sup>2</sup>



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## OUR HISTORY (ESCAPE TO GALE)



Built in 1949, the Escape Hotel was the first bona fide resort in Fort Lauderdale Beach. Its Olympic-sized swimming pool, tennis courts, pitch-and-putt golf course, exotic theme dining and proximity to the beach, all came together to create a worthy destination for Americans on holiday. Soon thereafter, other small hotels and apartments were developed on the surrounding blocks, giving the neighborhood its intimate scale and distinctive architecture with a mid-century modern style.

Although the beachfront properties along A1A were eventually demolished to make way for the larger-scale luxury resorts characteristic of this century, the rest of the village was spared from the wrecking-ball long enough to have its historic value recognized and protected.

In keeping with its reputation for being avant-garde, as well as, the importance of the historic influence it has had on the development of Fort Lauderdale Beach, the Escape Hotel will be fully restored, modernized, and resurrected as the luxurious Gale Boutique Hotel, once again bringing life to the surrounding village. Additionally, a new condominium tower will stand tall adjacent to the hotel, complete with 128 residences intelligently designed to reveal an idyllic lifestyle.

A landmark restored. A village reborn. A lifestyle revealed.



## Gale Hotel

The grace and charm of mid-century style meets chic, contemporary high design at the Gale Fort Lauderdale Beach. Occupying an entire block in the heart of North Beach Village, Gale will offer a distinctive ambiance enhanced by local flavor and character, while also catering to the needs of today's sophisticated travelers. The modern and the classic find common ground at Gale, and that common ground is quality and service.





# THE HOTEL



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## The Power to Deliver Presence

Newgard Development Group breaks out of the mold of typical real estate developers, reacting quickly to market conditions, building better quality projects, and delivering remarkable turnaround on completion schedules. At the same time, they've been able to incorporate concepts previously thought too difficult to include in large-scale residential and commercial projects. Newgard team's recent projects include: BrickellHouse, Centro, One Flagler, Gallery Art in the Miami Arts District, and City Palms in Downtown West Palm Beach. Newgard's commitment to excellence, innovation and responsible development has quickly made it one of the country's top firms when it comes to leading-edge design, construction, quality, and added value to surrounding neighborhoods.

More information can be found at [www.newgardgroup.com](http://www.newgardgroup.com)



**Centro**  
Miami, Florida



**One Flagler**  
Miami, Florida



**BrickellHouse**  
Miami, Florida



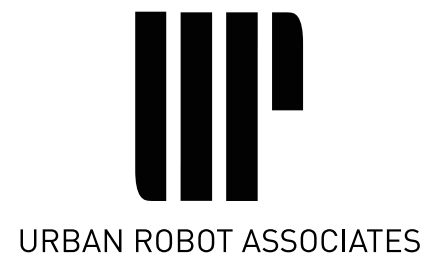


## Fostering Collaboration with a Clear Mission

For over 25 years Garcia Stromberg has been involved in a multitude of project types. From the western coast of Saudi Arabia to remote areas of Central America and in the US particularly throughout the state of Florida, the company has immersed itself in the cultural diversities of the local vernacular.

On each of these projects they have performed a multitude of services including architecture, planning, interior design, graphic design, web design, and marketing strategies. Their combined experience and knowledge within these fields allows for seamless coordination with the entire project team. In each location they have created affiliations with local professionals to further achieve total project success. They are always design driven with a thorough understanding of the responsibilities of the economic, political, social and time constraints present in every venture.

Learn more about Garcia Stromberg by visiting [www.garciastromberg.com](http://www.garciastromberg.com)



## Superior Interiors

Urban Robot Associates (URA) is a full service boutique design firm located in Miami Beach, specializing in architecture, interior design, landscape architecture and urban planning. URA's team works collaboratively to develop a multidisciplinary approach to all projects to bring about a unique vision and create experiences that are meaningful, memorable, and functional.

Whether a luxury single-family residence, dynamic restaurant, historical hotel, precious natural resource, or a brand identity—URA strives to elevate the human experience from the quotidian to the cinematographic. The firm draws upon on its team's diverse design backgrounds to bring about singular narratives that are true to concept and tailored to each project. They endeavor to tell stories by making places.

Learn more about Urban Robot Associates by visiting [www.urbanrobot.net](http://www.urbanrobot.net)




# Gale

## SALES CENTER

2434 East Las Olas Boulevard  
Fort Lauderdale, FL 33301

954.888.2841

GaleFLL.com

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