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## Simon Property Group, Owner of Sawgrass Mills Mall, Confirms Plans for 170-Room AC Hotel by Marriott at Mega Shopping Complex

*Arlene Satchell | Sun Sentinel | October 6, 2017 3:26pm*

Oct. 05--Mall operator Simon Property Group on Thursday confirmed plans for a new 170-room hotel in Sunrise on property adjacent to its sprawling Sawgrass Mills shopping, dining and entertainment complex.

Construction of the new hotel, to be part of the AC Hotels by Marriott brand, is expected to begin in spring 2018 for opening in early 2020, Simon said in a press release.

Sunrise officials voted on the development agreement in July after the proposal won initial recommendation for approval by some city staff.

The new AC Sawgrass Mills/Sunrise is poised to be the first new hotel to be built in Sunrise in 15 years and will be the lifestyle brand's first hotel in Broward County.

The eight-story hotel's offerings will include 5,000 square feet of meeting and event space, arts-focused library, lounge with tapas-style menu and craft beers and cocktails, health and fitness center and a rooftop water feature and full-service bar.

Sawgrass Mills, billed as the largest outlet and value retail shopping destination in the country, already attracts large numbers of local residents and tourists to more than 350 stores and restaurants and entertainment venues.

City officials welcomed the hotel project.

"The hotel's close proximity to Sawgrass Mills and the BB&T Arena, a major entertainment and sports venue, provides easy access to luxury and everyday shopping, dining and entertainment offerings for visitors with diverse interests," said Sunrise Mayor Michael J. Ryan, in the statement.

Officials at Indianapolis-based Simon had said in its development proposal that the on-site hotel was a missing component for the mall complex.



"Introducing AC Sawgrass Mills/Sunrise to our neighborhood will enhance our overall hospitality offerings," said David Gott, general manager, Sawgrass Mills. "We look forward to welcoming domestic and international visitors seeking overnight accommodations, business professionals attending planned meetings, as well as residents looking to lounge in a stylish and upscale setting with friends and guests."

The AC Hotel Marriott brand is "a new breed of lifestyle hotel created for leisure and business travelers," said Tim Sponsler, Marriott International's vice president, lodging development.

Each AC Hotel is customized to its geographic location and highlights local artists and culture.

"The upscale, classic European modern design of AC Hotels will have artistic synergy with the distinctly cosmopolitan and chic atmosphere of Sawgrass Mills," Sponsler said.

Simon said it's partnering with real estate developer and investor Norwich Partners of Florida and New Hampshire on the project.

In South Florida, the Norwich portfolio of hotels includes Aloft and AC properties in Aventura and an Element by Westin in Miami, according to its website.

Broward has a slew of new hotels opening in 2017 and over the next few years. They include the 290-unit all-suite Conrad Fort Lauderdale Beach resort opening on Tuesday and the Four Seasons Private Residences Fort Lauderdale, which will have 130 rooms when it debuts in 2020.

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