



The Journal



Corona impact on world hunger (read below)



Margaritaville, 1st New York Hotel to become a Resort

New York City considers creating entertainment districts.

August 1, 2021 NY, NY . There are many beaches in New York City, including Jones Beach State Park, Coney Island, Manhattan Beach, Brighton Beach, The People’s Beach at Jacob Riis Park, Times Square ...

Wait. What?

Surrounded by buildings, asphalt, concrete, and enough exterior lighting to throw off anyone’s circadian rhythm, Times Square is rarely mistaken as a place to go for relaxation. But a team of developers led by Margaritaville Hospitality Group and Soho Properties is marketing the newly opened Margaritaville Resort Times Square, located at 7th Avenue and 40th Street, as a vertical version of a vacation getaway. This is the first of 22 Margaritaville lodging venues that isn’t horizontal. The \$370 million, 32-story hotel, rising 375 ft above street level, offers 234 rooms and five restaurants. To give the hotel its resort feel, the developers brought in The McBride Company as its interior designer. McBride has done the interiors for numerous other Margaritaville venues.



Magnificent tower – High end custom refrigeration by OscarTek

Outside one of the hotel’s restaurants, the Landshark Bar & Grill, is Times Square’s only heated year-round outdoor pool. And the

building's architectural design, by the firm Stonehill Taylor, maximizes guests' and visitors' views of the city.

"We don't have a beach, but we have Times Square," says Paul Taylor, President and Founding Partner at Stonehill Taylor, whom BD+C interviewed with the firm's Senior Associate Steve Chew.

HOTEL SITS IN TWO ZONING AREAS

Stonehill Taylor has been involved in at least 70 hotel projects in New York since the firm's founding in 1986. Its design of the Margaritaville Resort began in 2014, and construction, by Flintlock Construction Services, commenced three years later.



The views from the hotel's 234 rooms maximize the cityscape.

Other building team members on this hotel project included WSP (SE and MEP), Frank Seta & Associates (façade), Jenkins & Huntington (elevator), URS (civil/geotech), and Longman Linsey (acoustics). The project's construction cost was \$98 million.

The Margaritaville Resort posed some unique challenges. For one thing, the hotel—which replaces a six-story building that housed the former campus for the Parsons School of Design and a synagogue—sits between two zoning districts, so the hotel's exterior lighting is limited, explains Chew. (Reveal Design Group was the lighting provider on this project.) In addition, the real estate footprint for this building is relatively small—9,886 sf.

To call attention to the hotel, the team incorporated a 32-ft-tall replica of the Statue of Liberty (hoisting a margarita glass, of course) into the building's design. A five-story stairwell (an improvisation to offset some setback and street wall requirements) allows pedestrians to see up to the pool and deck on the fourth floor. The hotel's rooftop, and several of its rooms, give guests and visitors a perfect view of the New Year's Eve ball dropping.

The hotel has one of the city's largest food & beverage operations.

Taylor notes that the building team completed this project during the coronavirus pandemic and restrictive COVID-19 jobsite protocols. "This was a new experience for us," he says. Taylor adds that none of the hotel's five restaurants are on its first floor, bucking what had been conventional wisdom about where hotel food and beverage venues needed to be located to be successful.

Margaritaville Resort includes nearly 5,000 sf of retail space. The ground-floor retail features 22-ft-tall ceilings. (IMCMV Holdings is the developer for the hotel's retail and F&B spaces.) The hotel's first floor is also the entrance to a replacement synagogue (whose reconstruction was part of the property acquisition deal) that is located on two below-street level floors.

Margaritaville Resort Times Square opened at a time when, as reported in the New York Post, the city's Office of Nightlife has proposed creating 24-hour "entertainment districts" that would open up certain neighborhoods, possibly including Times Square,

for 24/7 revelry that could contribute to the hotel's resort atmosphere.
For more info please visit <https://www.margaritaville.com/stay>

World food program: coronavirus pandemic has worsened hunger around the world

The Coronavirus pandemic has not only spread death across the globe, but has imperiled food supplies.

"Even before Covid-19 virus turned our world upside down, we were facing a perfect storm already," says the Executive Director of the World Food Program, former South Carolina Governor David Beasley. "Today we are not only dealing with a global health crisis but a hunger pandemic."



US NOW AVERAGING 100,000 NEW COVID-19 INFECTIONS A DAY

The WFP says Covid has pushed nearly 300 million people into a food crisis, and that 135 million people are on the brink of starvation.

The pandemic has prompted the agency to start its largest operation in its history. The dual threats of Covid and climate change have collided to create a food crisis in 23 hot spots. Most of the hardest-hit countries are in Africa, but nations closer to home, such as Haiti and others in Central America have been badly affected also. The war in Afghanistan continues to create an emergency there.

"We protect the most vulnerable with safety nets," says Beasley. "The support of governments....allows the WFP to save lives and change lives every day."

The U.S. is by far the agency's largest sponsor, donating more than \$3.5 billion per year. The contributions from American taxpayers far outstrip the mere \$11 million in donations from China and \$72 million from Russia in 2020.

Other nations are also pitching in.

Qatar recently donated \$100 million to help feed people in war-torn Yemen, which the United Nations considers the world's worst humanitarian crisis.



"Qatar's support, part of which will go to WFP, is critical for staving off famine in Yemen and will save millions of lives," said Beasley.

"I am very encouraged by this latest development in Qatar's partnership with WFP and my sincere thanks go to the government and people of Qatar for this much-needed expression of solidarity."

UNVACCINATED INDIVIDUALS TWICE AS LIKELY TO FACE COVID-19 REINFECTION: CDC STUDY

The WFP says it supports nearly 13 million people in Yemen with emergency food assistance and special foods to prevent malnutrition for more than 3 million mothers and children. The agency estimates that about 400,000 children are at risk of dying without the supplies.

The Qatari gift, under the name of Amim bin Hamad Al Thani, Emir of the State, was praised by U.S. Secretary of State Antony Blinken, as well as U.S. Senators Chris Murphy, D-Conn., and Todd Young, R-Ind., the Chairman and Ranking Member of the Senate Foreign Relations Committee, among others.

"We are pleased that Qatar has stepped up in a big way with a \$100 million contribution to the World Food Program. This money will go a long way in helping end the suffering in Yemen, which reinforces efforts for regional peace and security," the senators said in a joint statement.

The U.S. Special Envoy for Yemen, Tim Lenderking, thanked the Amir and noted that "more funding is urgently needed."

Other nations have also targeted their donations to support the WFP's programs in Yemen, including Saudi Arabia and the U.A.E. More than 35 countries kicked in funds earlier this year during the U.N.'s High Level Pledging Event For the Humanitarian Crisis in Yemen, totaling \$1.67 billion.

100 million people around the globe are kept alive by the World Food Program deliveries in more than 80 countries. Covid directly plunged 120 million more people into food shortages.

Beasley recently told the G20 that "These are not just numbers, these are not just statistics, these are people with real names, real lives, fragile and literally on the brink of starvation."

He said, "If we don't address their needs, over the next six to nine months you could have unprecedented famine of biblical proportions, destabilization of nations and mass migration."



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