

**CITY OF HOLLYWOOD, FLORIDA
DEPARTMENT OF DEVELOPMENT SERVICES
PLANNING AND URBAN DESIGN DIVISION**

DATE: January 23, 2024 **FILE:** 23-DP-49

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Cameron Palmer, Principal Planner

SUBJECT: HFL Landings Owner LLC request Design and Site Plan for a 500-room hotel development at 3451-3690 South Ocean Drive (Diplomat Landing Hotel).

REQUEST

Design and Site Plan for a 500-room hotel development (Diplomat Landing Hotel).

RECOMMENDATION

Design: Approval

Site Plan: Approval, if the Design is granted, with the following conditions:

1. Prior to issuance of a Building Permit, the amendment to the restrictions on the face of the plat to allow the 500 hotel rooms shall be recorded with Broward County Public Records and submitted to the City.
2. If Broward County determines platting/replatting of the property is required, prior to issuance of a Building Permit, such plat/replat shall be recorded with Broward County Public Records and submitted to the City.
3. An easement for unrestricted public access to the boardwalk, in a form acceptable to the City Attorney, shall be submitted prior to the issuance of a Building Permit and recorded in the Public Records of Broward County by the City prior to the issuance of a Certificate of Occupancy.
4. The Water Main and Sewer Main Extension will require sign and sealed plans from a licensed engineer, and FDEP/Broward County wastewater license and FDEP/Broward County Department of Health main extension permit. All work must be performed by a certified utility contractor.
5. Prior to issuance of a Building Permit, the amendment to Non-Vehicular Access Line (NVAL) along S. Ocean Drive to reflect the new / relocated vehicular access points shall be recorded with Broward County Public Records and submitted to the City.

BACKGROUND

The subject property is part of the approximately 19.1 acre Diplomat Activity Center/Planned Development which is situated on both the east and west sides of A1A/South Ocean Drive.

On May 20th, 1992, the City of Hollywood approved the rezoning of the subject property from Beach Residential District (R-6A) and the Beach Business District (B-1-A) to the City of Hollywood Planned Development District (PD). The intention was to develop a resort community concept which included the renovation of the existing hotel to include 655 rooms, 386 residential units, and related commercial and recreational facilities.

In 1998, the City Commission granted approval of the Diplomat Landing Planned Development Master Plan for the Diplomat Resort and Country Club. The complex, which includes multifamily residential units, hotel rooms, convention center, retail and associated parking, has been in operation for years.

In 2019, the City of Hollywood amended the City's Comprehensive Plan to adopt the Diplomat Activity Center (DAC) Land Use designation, becoming the first municipality able to grant this land use designation to a private landowner. The adopted land use change included the addition of 350 multi-family units, 1,500 hotel rooms, 75,000 square feet of commercial/office spaces and 150,000 square foot of convention center space (18-L-08).

On August 30, 2023, the City Commission took the following actions as they relate to the subject property:

1. Adopted Ordinance No. O-2023-11 for the modification of the Diplomat Landing Planned Development (PD) Master Plan to add 350 multi-family units and 500 hotel rooms, as reflected in the City's Comprehensive Plan (23-Z-33);
2. Adopted Resolution No R-2023-255, issuing Design and Site Plan approval for the 350 multi-family units, known as Diplomat Landing (23-DP-33a), consistent with the adopted dwelling unit allocations in the modified PD Master Plan; and,
3. Adopted Resolution No. R-2023-256, approving amendments to the notations on the face of the Plat for the "Diplomat Resort and Country Club", recorded in Plat Book 158, Page 16, as well as amendments to the Non-Vehicular Access Line and concurrency notes on the plat. These amendments to the plat have not yet been recorded in the Public Records of Broward County.

REQUEST

The Applicant now requests Design and Site Plan for a 500-room hotel development at 3451-3690 S. Ocean Drive, consistent with the adopted room count allocations in the modified PD Master Plan approved by the City Commission on August 30, 2023. The site is zoned 'Planned Development' and has a land use of 'Diplomat Activity Center' (DAC). The property is approximately 4.39 acres in area and is located on the west side of A1A / South Ocean Drive. The proposed 500-room, 42-story hotel development, at 443'-8" in height, is located on the north side of the subject property, adjacent to the existing parking garage.

The first-floor lobby faces South Ocean Drive, which includes access to the tower elevators, an administration office, various service uses, and amenity spaces including cabanas, hotel restaurant and lounges, and pool deck.

Additional conference room amenities are included on the second level, which connects to the existing parking garage. A health club, club room and spa are proposed on the third and fourth levels.

Public access is proposed to a 10' wide boardwalk along the Intracoastal Waterway via a sidewalk along the subject property's northern boundary. Pedestrian access across South Ocean Drive is available via the existing pedestrian bridge on the second level.

Existing vehicular access to South Ocean Drive will be reconfigured, including a connection to the parking garage and a pickup/drop off area in front of the lobby. The existing parking garages on the south and north side of the subject property will remain. 366 parking spaces are proposed for the development, with 324 spaces provided in the south parking garage and 42 spaces provided in the north parking garage.

The design is modern, proposing a series of features which integrate with the existing hotel and approved residential development on the property, and the surrounding area. Design elements consist of a neutral paint palette, supported by multiple materials and finishes, such as varied stucco, exposed concrete and glass balcony railings. Parking is screened from the street and accommodated in existing structures, while the design also uses landscaping to enhance and frame the property. The proposed design, meeting all applicable PD Master Plan and City of Hollywood zoning regulations, serves as an example for ongoing redevelopment efforts in the area.

SITE INFORMATION

Owner/Applicant:	HFL Landings Owner, LLC.
Address/Location:	3451-3690 S. Ocean Drive
Net Size of Property:	191,314 sq. ft. (4.39 acres)
Land Use:	Diplomat Activity Center (DAC)
Zoning:	Planned Development (PD)
Present Use of Land:	Commercial
Year Built:	2001 (Broward County Property Appraiser)

ADJACENT LAND USE

North:	Diplomat Activity Center (DAC)
South:	Diplomat Activity Center (DAC)
East:	Diplomat Activity Center (DAC)
West:	Intracoastal Waterway

ADJACENT ZONING

North:	Planned Development (PD)
South:	Planned Development (PD)
East:	Planned Development (PD))
West:	Intracoastal Waterway

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Diplomat Activity Center the subject site is surrounded primarily by multi-family residential properties and other hotel uses. The goal of the Land Use Element is to *promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property*. Land Use Plan Amendment (18-L-08) changed the Future Land Use Map (FLUM) to incorporate the creation of the Diplomat Activity Center (DAC), including the 500-room hotel proposed with this application. Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for new development within the Diplomat Activity Center and the surrounding area. The project is consistent with the Comprehensive Plan based on the following Objectives:

Land Use Element:

Goal: *Promote a distribution of Land Uses that will enhance and improve the residential, business, resort and natural communities while allowing landowners to maximize the use of their property.*

Policy 1.3: *Maintain the City Code or Zoning and Development regulations to require that all new and existing unsewered development, where practical and financially feasible, including new residential units, be connected to the sewer system.*

Objective 3.2: *Assist, coordinate and monitor adjacent municipalities' land development efforts along major thoroughfare corridors and, when feasible, implement plans, Capital Improvement Projects and other programs to supplement and enhance economic development, land use changes, streetscape design, and infrastructure service improvements along these corridors.*

Objective 4: *Maintain and enhance neighborhoods business, utilities, industrial and tourist areas that are not blighted.*

Policy 4.5: *Maintain the City of Hollywood Zoning Map and Zoning and Development Regulations that provide for compatibility of adjacent land uses by rezoning or strengthening buffering requirements between land uses.*

Policy 4.9: *Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas. (CWMP Policy CW.15 and CW.19)*

Objective 6: *Encourage multi-use areas and mixed uses concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 4, Hollywood Beach, which is defined by the Atlantic Ocean to the east, the Intracoastal Waterway to the west, Dania Beach Boulevard to the north, and Hallandale Beach Boulevard to the south. The Beach is comprised of three very distinct areas, North Beach, Central Beach, and South Beach, which could be broken down further into sub-sectors. The proposed modification is consistent with the City-Wide Master Plan, based upon the following Guiding Principles and Policies:

Guiding Principle: *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

Policy CW.15: *Place a priority on protecting, preserving and enhancing residential neighborhoods.*

Policy CW.44: *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

Policy CW.50: *Identify areas where buffers can be provided between residential and commercial/industrial uses and develop incentives to spur privately financed improvements.*

APPLICABLE CRITERIA

Analysis of Criteria and Findings for Design as stated in the City of Hollywood Zoning and Land Development Regulations, Article 5.

CRITERIA 1: *Architectural and Design components.* Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. The use of traditional materials for new architectural details is recommended. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment.

ANALYSIS: The design is modern, consisting of extensive balconies and glazing, combined with varied finishes of stucco and exposed concrete, which create dynamic and visually appealing facades for the proposed hotel tower. These design features are commensurate with the building mass and provide for extensive views of the surrounding area. The lobby at the ground level faces the street and opens onto a covered plaza area, providing pedestrian access and giving definition to the urban form.

FINDING: Consistent.

CRITERIA 2: *Compatibility.* The relationship between existing architectural styles and proposed construction, including how each building along the street relates to the whole and the pattern created with adjacent structures and the surrounding neighborhood. Buildings should contain architectural details that are characteristic of the surrounding neighborhood.

ANALYSIS: With varying architectural styles and finish materials found throughout the surrounding community, the proposed development exhibits proportionate architectural features and styles that are sensitive and compatible to the surrounding area. The Applicant has introduced a modern interpretation of the styles and elements found throughout the area, whilst also maintaining consistency with the architectural features of the adjoining hotel development and recently approved residential development on the subject property.

FINDING: Consistent.

CRITERIA 3: *Scale/Massing.* Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures. Building mass shall reflect a simple composition of basic architectural details in relation to its length, width, height, lot coverage, and setting of the structure in context with adjacent buildings. Architectural details include, but are not limited to, banding, molding, and fenestration.

ANALYSIS: The project is compliant with the Diplomat PD Master Plan and City of Hollywood zoning regulations. The proposed scale and height are proportionate to the existing and approved development on the subject property, and consistent with the vision of the Diplomat Activity Center and Planned Development zoning district.

FINDING: Consistent.

CRITERIA 4: *Landscaping.* Landscaped areas should contain a variety of native and other compatible plant types and forms, and be carefully integrated with existing buildings and paved areas. Existing mature trees and other significant plants on the site should be preserved.

ANALYSIS: The Applicant has worked with the City Landscape Architect to incorporate a variety of compatible plant types and forms into the design. The proposed landscape helps articulate the property and enhance the design of the proposed buildings.

FINDING: Consistent.

SITE PLAN

The Technical Advisory Committee (TAC) has found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Hollywood Zoning and Land Development Regulations and all other pertinent regulations. Therefore, staff recommends approval if Design is granted, subject to conditions.

The following standards shall be utilized by the Technical Advisory Committee and the Planning and Development Board in the review, evaluation, and approval of all required plans and exhibits:

- A. *Natural Environment.* All proposed development shall be designed in such a manner as to preserve, perpetuate and improve the existing natural character of the site. Existing trees and other landscape features shall, to the maximum extent possible, be preserved in their natural state; and additional landscape features shall be provided to enhance architectural features, to relate structural design to the site, and to conceal unattractive uses. In all instances the city's tree protection, landscaping and all other applicable regulations shall be fully complied with as minimum standards.
- B. *Open space.* Adequate landscaped open space shall be provided which meets the particular needs and demands of the proposed development and all specific zoning district requirements.

Legal methods assuring the continued preservation and maintenance of required open space shall be submitted to and approved by the City Attorney. The type and distribution of all open space shall be determined by the character, intensity and anticipated residential or user composition of the proposed development.

1. Passive open spaces (those areas not planned for intensive activity) shall be arranged as to enhance internal spatial relationships between proposed structures, to provide buffers between the project and adjacent less intensive uses, to facilitate pedestrian movements within the development, and to improve the overall visual quality of the site.

2. Active open spaces (those areas containing activities such as playgrounds, tennis courts, swimming pools and other active recreational facilities) shall be located so as to permit easy access to all residents or users within a development. Private recreational facilities and activities within specific projects shall, wherever possible, complement, rather than duplicate, nearby public recreational activities.

C. *Circulation and parking.* All circulation systems and parking facilities within a proposed development shall be designed and located in such a manner as to comply with the following:

1. A clearly defined vehicular circulation system shall be provided which allows free movement within the proposed development while discouraging excessive speeds. Said systems shall be separated insofar as practicable from pedestrian circulation systems. Pavement widths and access points to peripheral streets shall be provided which adequately serve the proposed development and which are compatible and functional with circulation systems outside the development.

2. Whenever possible in proposed residential developments, living units should be located on residential streets or courts which are designed to discourage nonlocal through traffic.

3. Off-street parking areas shall be provided which adequately accommodate maximum vehicle storage demands for the proposed project and are located and designed in such a manner so as to conveniently serve the uses to which they are accessory and not create incompatible visual relationships.

4. Safe and efficient access to all areas of the proposed development shall be provided for emergency and service vehicles, as required by the Florida Building Code in effect in Broward County, Florida, as revised from time to time.

5. Sidewalks shall be provided as required by the city regulations.

6. Handicapped Accessibility shall be provided as required by all applicable regulations.

D. *Community services and utilities.* All proposed developments shall be designed and located in such a manner as to insure the adequate provision, use and compatibility of necessary community services and utilities.

1. An adequate sanitary sewer collection system including all necessary extensions and connections, shall be provided in accordance with city standards for location and design. Where

necessitated by the size of the development and/or by the unavailability of city treatment facilities, sanitary sewage treatment and disposal systems must be provided in accordance with city and state standards and regulations.

2. An efficient solid waste collection system, including the provisions of an adequate number of properly screened local receptacles in locations which afford maximum use and collection convenience, shall be provided in accordance with all applicable city standards.

3. A well designed internal system for fire protection, including the provisions of an adequate number of properly located fire hydrants and an efficient access arrangement for emergency fire vehicles, shall be provided to insure the safety of all persons within the project.

E. *Building and other structures.* All buildings and structures proposed to be located within a development shall be oriented and designed in such a manner as to enhance, rather than detract from, the overall quality of the site and its immediate environment. The following guidelines shall be followed in the review and evaluation of all buildings and structures:

1. Proposed buildings and structures shall be related harmoniously to the terrain, other buildings and the surrounding neighborhood, and shall not create through their location, style, color or texture incompatible physical or visual relationships.

2. All buildings and structures shall be designed and oriented in a manner insuring maximum privacy of residential uses and related activities both on the site being developed and property adjacent thereto.

3. All permanent outdoor identification features which are intended to call attention to proposed projects and/or structures shall be designed and located in such a manner as to be an integral part of the total project and/or structural design and shall not exceed a size and scale necessary for the recognition from vehicles moving along adjacent streets at prescribed legal speeds.

F. *Level of service standards.* For the purpose of the issuance of development orders and permits, the city has adopted level of service standards for public facilities and services which include roads, sanitary sewer, solid waste, drainage, potable water, and parks and recreation. All Applicants are required to prove concurrency pursuant to the City's Comprehensive Plan and F.S. Chapter 163, as amended from time to time.

G. *Other requirements.* Requirements and recommendations as provided in the city tree and landscape regulations shall be observed as will the requirements of all applicable standards and regulations. Adding retail to the west side of the Master Development Plan is being considered by the applicant, as well. This realization this type of development is contingent on Commission approval.

ATTACHMENTS

ATTACHMENT A: Application Package
ATTACHMENT B: Land Use and Zoning Map