

**CITY OF HOLLYWOOD, FLORIDA
DEPARTMENT OF DEVELOPMENT SERVICES
PLANNING DIVISION**

DATE: June 14, 2018 **FILE:** 18-L-08

TO: Planning and Development Board/Local Planning Agency

VIA: Leslie A. Del Monte, Planning Manager 

FROM: Fitz Murphy, Planning Administrator *FMM*

SUBJECT: Diplomat Landings Owner, LLC/Diplomat Hotel Owner LLC requests an amendment to the Land Use element of the City's Comprehensive Plan to change the Land Use designation from Medium-High (25) Residential and General Business to Activity Center for a mixed-use development (Diplomat Activity Center).

APPLICANT'S REQUEST:

Amend the Land Use element of the City's Comprehensive Plan to change the Land Use designation from Medium-High (25) Residential and General Business to Activity Center for a mixed-use development (Diplomat Activity Center).

STAFF'S RECOMMENDATION:

Staff finds the proposed future Land Use change to be consistent with Article 1 of the Broward County Administrative Rules Document, Broward County Land Use Plan, the City-Wide Master Plan and the City's Comprehensive Plan. Staff recommends the Planning and Zoning Board, acting as the Local Planning Agency, forward this petition to the City Commission with a ***recommendation of approval***, including transmittal to appropriate agencies.

HISTORY

The subject site comprises approximately 19.1 acres. The property, situated on the east and west sides of A1A north of Hallandale Beach Boulevard. The portion of the subject property on the east side of A1A is currently developed with the Diplomat Hotel, hotel offices, hotel food/beverage, convention/meeting space, and associated parking garage. The portion of the subject property on the west side of A1A is currently developed with commercial, a parking garage and surface parking.

BACKGROUND

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). This approval was in an effort to allocate additional density not in excess of

two percent of the total number of units allowed in the flexibility zone 92 by the Broward County Land Use Plan. This represented an additional 198 dwelling units within the flexibility zone 92. Additionally 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 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 now been in operation for well over 15 years.

REQUEST

The request to amend the Land Use element of the City's Comprehensive Plan to change the Land Use designation from Medium-High (25) Residential and General Business to Activity Center for a mixed-use development (Diplomat Activity Center) is to redevelop the property on the west side of A1A with hotel rooms, dwelling units, retail and meeting space. The proposed use will enhance and further support the existing 128,000 square foot convention facility. The convention center will be an integral part of the Activity Center. If approved, this amendment will enable greater flexibility in allocating land uses within the subject area while maintaining existing uses.

The intent is to direct currently permitted densities and intensities, along with additional compatible uses, within the area of Hollywood. This will provide additional redevelopment opportunities and will allow for a mix of uses and the permitting of densities and intensities that will better support the City's economy and tourism. The proposed future land use will include 350 Multi Family units, 1,500 hotel rooms, 75,000 square foot Commercial/Office spaces, and 150,000 square foot Convention Center.

SITE DATA

Owner/Applicant:	Diplomat Landings Owner, LLC/Diplomat Hotel Owner LLC
Address/Location:	3555 S Ocean Drive
Amendment Area:	19.1 ± acres
Existing Future Land Use:	Medium-High (25) Residential (MHRES) General Business (GBUS)
Proposed Future Land Use:	Activity Center (AC)
Existing Zoning:	Planned Development (PD)
Requested Zoning:	Planned Development (PD)

ADJACENT FUTURE LAND USE (AMENDMENT AREA)

North:	Medium-High (25) Residential (MHRES)
South:	Medium-High (25) Residential (MHRES)
East:	Medium-High (25) Residential (MHRES)
West:	Water

ADJACENT ZONING (AMENDMENT AREA)

North: High Multiple Family (RM-25)
South: High Multiple Family (RM-25)
Low intensity Commercial (C-1)
East: Medium high Multiple Family (RM-18)
West: Water

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The intent of the Land Use Element of the Comprehensive plan is to lay out a broad physical plan for the future development of the city. This is the only element describing appropriate locations for future Land Use and declares the policies regulating their location and development. The Land Use Element takes into consideration factors affecting current development trends. The proposed amendment is consistent with the following policies of the comprehensive plan:

Land Use Element:

***Goal:** 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.*

***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.*

***Policy 6.3:** Maintain the Zoning and Development Regulations that implement standards for different intensities of land use and residential densities as stated in the Future Land Use Categories of the Land Use Element.*

***Policy 6.4:** Maintain those regulations that promote increased pedestrian access between neighborhoods and commercial uses. (CWMP Policy CW.14)*

***Policy 7.4:** Maintain the level of service for the City's park and open space standard of 3 acres per 1000 population to assess adequacy of service.*

***Policy 7.6:** Facilitate accessibility of recreational facilities and services to all City residents.*

***Policy 7.7:** Adequate public access to public beaches will continue to be provided and upgraded in the City of Hollywood in accordance with recommendations set forth by the Beach Redevelopment Plan.*

***Policy 7.38:** Prioritize shoreline land uses based on water use and tourism.*

***Policy 7.41:** Coordinate traffic circulation with future Land Use designations as specified by the City's Land Use Plan by reviewing traffic impacts during the development review process and by coordinating with County and State Governments.*

***Policy 8.12:** The compatibility of existing and future Land Uses shall be a primary consideration in the review and approval of amendments to the Broward County and City Land Use plans.*

The existing Diplomat is comprised of residential and non-residential uses. Allowing the Applicant to change the property's Land Use from Medium-High (25) Residential and General Business to Activity Center will allow the applicant to redevelop the property situated to the west of A1A with hotel rooms, dwelling units, retail and meeting space. The proposed use will enhance and further support the existing 128,000 square foot convention facility. The Activity Center will enable greater flexibility in allocating land uses within the subject area while maintaining existing uses. Additionally, the new units will result in a population increase for the City.

SUMMARY OF FINDINGS

1. Pursuant to the City's Comprehensive Plan as identified Staff finds the proposed Land Use change from Medium-High (25) Residential and General Business to Activity Center for the property generally located on the east and west sides of A1A north of Hallandale Beach Boulevard, commonly referred to as Diplomat to be consistent with the City's Comprehensive Plan.
2. Pursuant to the City-Wide Master Plan Guiding Principles as identified, Staff finds the proposed Land Use change for the property located on the east and west sides of A1A north of Hallandale Beach Boulevard, commonly referred to as Diplomat to be consistent with the City-Wide Master Plan.

Additional review will be required during the Site Plan to ensure consistency with the Zoning and Land Development Regulations and the City's vision.

ATTACHMENTS

Attachment A: Application Package

Attachment B: Land Use and Zoning Map