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**Falcone & Associates, LLC
3151-3251 North Federal Highway
Project Narrative for Major Site Plan Application
PZ Case #: 21-12000015**

Falcone & Associates, LLC (“Applicant”) hereby submits this major site plan application to develop a 285-unit mixed-use project (“Project”) on the +/- 6.2 acre parcel located on the west side of North Federal Highway just south of Northeast 33rd Street (“Property”) in the City of Pompano Beach (“City”). The property owner, 1307 South Wabash, LLC, has authorized the submission of this application. Applicant proposes constructing a modern multifamily development with mid-rise buildings, luxury amenities, associated surface and garage parking, and approximately 4,164 square feet of commercial space fronting along Federal Highway. As shown on the site plan and landscaping plans, Applicant’s design objectives for the Project are (1) to create an inviting, modern “community” feel that will offer an elevated living experience for its residents, (2) to scale and buffer the site plan to ensure it transitions in a compatible fashion from the single-family neighborhood to the west, and (3) to articulate the east façade with glass and creative architecture, complemented with landscaping, to introduce an activating pedestrian experience to an otherwise vehicle-focused thoroughfare.

The Property is zoned B-3 and has an underlying land use designation of Commercial. Mixed-use multifamily projects are permitted uses in the B-3 zoning district with the allocation of flexibility units. Concurrent with this application, Applicant is in the process of requesting the allocation of 285 residential units from the City, which request has been assigned Planning and Zoning Case Number 20-05000003. Applicant respectfully requests approval of this application along with the flex unit request, as the proposed Project is fundamentally consistent with the pertinent goals, objectives, and policies of the Comprehensive Plan, supports the vision and principles underlying the City’s 2013 Transportation Corridor Studies Transformation Plan, and will introduce a substantial improvement for the neighborhood and surrounding properties at a time when the demand for new housing is at an all-time high.

Applicant aims to comply with all pertinent City Code criteria for mixed use multifamily projects. The primary Code requirements are identified below in bold with Applicant’s responses provided in italics.

General Business (B-3) Use and Dimensional Standards, Section 155.3304(C).

As stated above, mixed-use multifamily is a permitted use type in B-3, with the allocation of flex units. B-3 permits residential densities up to 46 units to the acre. As the Property is 6.2 acres in size, the proposed density of 285 units does not exceed the maximum allowed by Code. With regard to the 4,164 square feet of commercial space being proposed on the east side of the Project, Applicant intends to market the four distinct spaces for commercial uses which would be compatible with the residential use but has not identified those specific uses at this time.

The proposed structures comply with the pertinent setback, size, and height limitations. Featuring a small dog park and other landscaped areas, the Project provides sufficient pervious area to meet Code. The proposed residential units comply with the minimum unit sizes as well.

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Article 5. Development Standards

Part 1. Access, Circulation, Parking and Loading, Sections 155.5101 and 155.5102.

Primary access is proposed along Federal Highway with secondary access provided on the northwest side of the site behind the existing Racetrac gas station. A call box with a gate will be installed on the access drive adjacent to Federal Highway for residents and guests. For the secondary access, access will be controlled with a gate and key fob system to only permit residents to use that access point. Surface parking is provided in various spots on the site, and a parking garage is proposed in the southwest corner of the Property. A unique feature of the Project is the individual car garages shown on the southeast corner of the site. These garages will be offered to residential tenants as an additional amenity/add-on rental item and will have architectural treatments on their street-facing exterior to add visual interest along Federal Highway.

Part 2. Landscaping and Tree Preservation.

Applicant is aiming to preserve and relocate as many of the existing live oak trees as feasible. The landscaping proposed for the Project is designed to dramatically enhance the visual appeal of the Property from Federal Highway. In addition, buffering is proposed along the sides of the Project in compliance with Code requirements. See landscaping plans for additional details.

Part 6. Design Standards.

The mixed-use design standards, residential compatibility standards, and parking garage standards are applicable to this Project. The configuration and articulation of the proposed structures were crafted with the Code's mixed-use design purposes in focus. Specifically, the Project strives to achieve a village atmosphere with multiple buildings, amenity areas in the back, a dog walk area, sidewalks connecting the various structures, commercial space centralized in the front, and ample variegation in building offsets and facades. The architecture, fenestration, and proposed colors collectively seek to present a light, clean, and inviting appearance to the Project.

With regard to the residential compatibility standards, the Project complies with the building setback requirements on the west side and provides the required buffering.

For the parking garage, Applicant will screen the garage and incorporate the rooftop shade elements required by Code.

Part 8. Sustainable Development Standards.

As Applicant is proposing a mixed-use project, the Code requires the Project to incorporate sustainable features which achieve 12 points from the list of options in Table 155.5802. Applicant intends to incorporate the following items from the Table (points assigned to each are provided in the right-hand column).

<i>Sustainable Feature</i>	<i>Points</i>
<i>Efficient Cooling – all air conditioners are Energy Star qualified</i>	<i>2</i>
<i>Hurricane Resistant Structures – 150 MPH load minimum</i>	<i>4</i>
<i>Infill or Mixed-Use Development</i>	<i>4</i>
<i>White Roof – All roof surfaces are painted white</i>	<i>2</i>
<i>Total</i>	<i>12</i>

In light of the foregoing and based on the plans and materials submitted with this application, Applicant respectfully requests approval of this major site plan application.