

Site Plan Narrative Northwest Retail Development

November 10, 2021

KEITH, on behalf of Pompano Park JV Northwest Corner, LLC, is pleased to submit the Northwest Retail Development for a major site plan and major building design approval for development, which is identified in the Planned Commerce Development (PCD) Master Plan and has a Regional Activity Center (RAC) land use designation.

Project Background

The Northwest Retail Development is situated within a 221.65 acre parcel with a net site impact area of 20.6 acres located east of Powerline Road and south of SW 3rd Street in a portion of the Arvida Pompano Park Plat 137-33 in the City of Pompano Beach, Florida. The currently vacant parcel has one folio number: 494203220010.

The Northwest Retail Development project is designed for commercial retail use with an independent standalone one-story grocery store consisting of 55,454 gross square feet, an attached liquor store, and inline retail store. The remaining portion of the parcel features 10 additional stand-alone retail buildings for a total of 154,374 gross retail square footage.

The grocery store and retail buildings frame the northwest corner on Lucky Lane, Race Track Road, Powerline Road and Palm Aire Drive.

The Northwest Retail Development project site is designed as first-class vibrant retail providing the opportunity for small businesses to operate within the resort and will benefit the entire community.

Consistent with the goals and intention found in Section 155.5602 Commercial, Institution and Mixed-Use Design Standards for the proposed grocery store, in-line retail building, and outparcel retail buildings, design standards include façade articulation by providing:

- Building façade offsets on all four sides of the building facing the street or parking field;
- Three-dimensional cornice treatments along the top of all parapet walls;
- Covered pedestrian walkways around the buildings for protection from the elements;
- Corner tower focal point features provided at the outparcel buildings, along with entry tower treatments at the grocery store main entry and in-line retail buildings.

The same exterior façade materials as the adjacent Pompano LIVE! Master Plan Development will be utilized to provide changes in texture and color of finish materials.

Loading, service and equipment areas for the grocery store and retail buildings will be properly screened with masonry walls utilizing the same exterior façade materials and finishes as the primary facades. Variations in roof form by the way of different elevation parapet heights and tower features etc., are being provided to ensure roof top mounted equipment is appropriately screened from visibility.

The architecture of the grocery store and retail buildings is a contemporary refined interpretation of traditional South Florida architectural styles and utilizes a light color pallet of white and off-white stucco, coral stone, and wood toned accents which adds a cohesive richness, excitement and harmony to the northwest corner. It's design boasts a drive-through canopy, entrance/exit doors, contemporary signage and a retail store attached on the south side of the liquor store. Public access to the grocery store will be from the west side.

The first impression of the Northwest Retail Development will a shopping experience where a variety of needs may be met. The building grounds will be graced with large and small palm trees and lush well-landscaping to meet or exceed the landscaping requirements of the City Ordinance. Landscaping is designed with consideration given to plant sizes at maturity, water requirements, seasonal appearance, size and color variation. Landscape design in the parking areas will include canopy trees, shrubs and ground cover in vehicular and pedestrian areas. The landscape design coordinates landscaping with lighting, signage and façade sign design to ensure that plantings will enhance the area but not interfere with sign visibility. Lighting and security principles are addressed in an accompanying Crime Prevention Through Environmental Design (CPTED) narrative.

Below is a continuation of the project narrative which addresses each of the site plan review standards established by the City of Pompano Beach. The following is a description of the retail development. The Design Team believes they have provided competent substantial evidence to the City to support the development as proposed.

Per the City of Pompano Beach an application for a Major Site Plan must meet the site plan review standards. The site plan review standards have been addressed below:

1. Is consistent with the land use designation in the comprehensive plan;

The Land Use Designation is Regional Activity Center. The proposed project use is consistent with the land use designation. The Design Team believes the proposed project is consistent and compatible with the Pompano Beach Comprehensive Plan.

2. Complies with the applicable district, use, and intensity and dimensional standards of this Code (Articles 3, 4, and 5);

The Applicant has assembled a design team which is extremely familiar with the City of Pompano Beach. The design team believes the proposed project meets or exceeds all requirements found in the applicable sections of the Pompano Beach Zoning Code and the PCD.

3. Complies with the applicable development standards of this Code (Article 5). While not required to comply with the Sustainable Development Standards in Part 8, Sustainable Development Standards, of Article 5, Development Standards, applications for Minor Site Plan shall be approved only on a finding that there is competent substantial evidence in the record that the proposed development is consistent with the goals and intention found in Section 155.5801, Purpose;

The proposed site plan follows all other applicable standards of the Code and will comply with the applicable standards in the approved Master Plan PCD. As part of the approved Master Plan PCD, the proposed district plan will adhere to the standards set forth as part of the PUD district.

4. Complies with all other applicable standards in this Code;

The Applicant believes the proposed site plan follows all other applicable standards of the Code and will comply with the applicable standards in the approved Master Plan PCD. As part of the approved Master Plan PCD, the proposed district plan will adhere to the standards set forth as part of the PUD district.



5. Complies with all requirements or conditions of any prior applicable development orders or prior applicable approved plans on record;
All prior development orders are anticipated to be in compliance. It is anticipated that the Development Order issued for this project will supersede all other development orders for this portion of this plan.
6. The concurrency review has been completed in accordance with Chapter 154 (Planning) of the Code of Ordinances;
The proposed project anticipates receiving a concurrency certificate from the City of Pompano Beach as part of the major site plan and major building design application.
7. Is designed to provide safe, adequate, paved vehicular access between buildings within the development and streets as identified on the Broward County Trafficways Plan;
The Northwest Retail Development project will be designed to provide safe, adequate, paved vehicular access to Powerline Road and SW 3rd Street which are on the Broward County Trafficways Map. The design team has met with the Florida Department of Transportation (FDOT) which has final jurisdiction over Powerline Road and has received a pre-application letter. A copy of that letter has been provided as part of this submittal.
8. Complies with any applicable hazardous material licensing requirements in the Broward County Wellfield Protection Ordinance;
The project site is not located within a wellfield protection area. The project does not anticipate requiring any hazardous material licensing.
9. Complies with crime prevention security strengthening and CPTED standards for natural surveillance, natural access control, territorial reinforcement, maintenance, and activity support;
As a part of the major site plan and major building design application, the applicant has developed a separate CPTED security plan and CPTED security narrative which addresses all the CPTED standards for natural surveillance, natural access control, territorial reinforcement, maintenance, and activity support.
10. Complies with adopted Fire Codes and Standards per City Code Section 95.02;
The proposed project will comply with all adopted Fire Codes and Standards per the City Code.
11. Considers and mitigates any potential adverse impacts on environmentally sensitive lands identified by the city Comprehensive Plan or Broward County Land Use Plan; and
The proposed project is not located within any protected lands, archaeological sites, environmentally sensitive lands, historic sites, wellfield protection zones, or inactive burrow pits as identified by the City's Comprehensive Plan or Broward County's Land Use Plan.
12. Complies with the approved Transportation Corridor Study, unless in direct conflict with another zoning code provision.
The proposed project is not located within a quarter mile of an approved Transportation Corridor Study.

Goal 01.00.00 The attainment of a living environment which provides the maximum physical, economic and social well-being for the City and its residents through the thoughtful and planned use and control of



the natural and man-made environments that discourages urban sprawl, is energy efficient and reduces greenhouse gas emissions.

Policy 01.01.02 Review all proposals for development or redevelopment and base the approval of same on the continued maintenance of all adopted Level of Service Standards which may be adjusted over time to address the impacts of sea level rise and climate change.

Policy 01.01.06 All site plan applications shall provide pedestrian facilities, such as but not limited to sidewalks and street trees (where not in conflict with underground utilities and permitted by City Engineer)

Objective 01.05.00 Flood Protection

Require all substantial improvement, new development and redevelopment to be consistent with the Federal Emergency Management Agency (FEMA) Flood Insurance Rate Map (FIRM); Chapter 152 of the City's Code and future maps being prepared to determine appropriate finished floor elevations and crown of road elevations based on projected sea level rise.

Policy 01.05.01 Continue to require all substantial improvement, new development and redevelopment to be consistent with the minimum finished floor elevations as specified in the Federal Emergency Management Agency Flood Insurance requirements, the South Florida Building Code, Chapter 152 of the City's Code of Ordinances and future maps being prepared to determine appropriate finished floor elevations and crown of road elevations based on adopted sea level rise projections.

Policy 01.05.02 Continue to enforce the land development regulations in Chapter 152 of the City's Code of Ordinances which require finished floor elevations be above the highest point of the adjacent road crown elevations for all new development and substantial improvement in areas that are not identified as flood zones on the FEMA FIRM or where the required finished floor elevation would otherwise be lower.

Policy 01.05.03 The City of Pompano Beach shall require redevelopment within identified 1 percent chance floodplains and areas subject to flooding with sea level rise to address existing and potential flooding problems, as may be identified on-site and in the adjacent street network.

Policy 01.14.01 The City shall emphasize re-development and infill, which concentrates the growth and intensifies the land uses consistent with the availability of existing urban services and infrastructure in order to conserve natural and manmade resources.

Policy 01.14.07 All site plans will be reviewed for Crime Prevention Through Environmental Design (CPTED) design principles such as lighting, street design, natural surveillance, natural access control, and territorial reinforcement. CPTED infrastructure such as security lighting, security cameras, bollards and other access control methods will be required based on the specific needs of the project.

Objective 01.15.00 – Regional Activity Center

The Regional Activity Center Land Use Category encourages attractive and functional mixed living, working, shopping, education and recreational activities.

Policy 01.15.01 The Planned Development Land Development Regulations shall provide the zoning district that facilitates attractive and functional mixed living, working, shopping, education and recreational activities for application to Regional Activity Centers.

Policy 01.15.02 Regional Activity Centers shall include a mix of land uses that are regionally significant and shall include residential uses when they are complimentary to other uses within the RAC. The application for a RAC land use designation will include a purpose statement for the nonresidential uses based on the scale and identity for the activity center district.



Policy 01.15.07 The Land Development Regulations shall require that Regional Activity Centers provide safe and convenient pedestrian access to transit stops, and safe and secure bicycle parking facilities.

Policy 01.15.08 To enhance pedestrian movement and safety, the Land Development Regulations shall provide for separation of pedestrian and vehicular traffic within the Regional Activity Centers.

Policy 01.15.10 The City shall adopt design guidelines that require transit shelters in the Regional Activity Center to provide safe and comfortable service and to encourage transit usage.

Policy 01.15.11 The City shall adopt performance and design standards within its land development regulations that provide for an interconnected street network, a safe and attractive pedestrian environment and multi-modal transit connections for Regional Activity Centers.

The Project Design Team looks forward to discussing and presenting the Northwest Retail Development Project with the City of Pompano Beach.

Respectfully Submitted,



Ann DeVeaux
Planner

