

POMPANO HOTEL
101 S. OCEAN BOULEVARD
REZONING NARRATIVE

PROJECT DESCRIPTION

The proposed development is a 220-room hotel located at 101 S. Ocean Boulevard. The hotel will include 5,945 square feet of meeting space and a 2,070 square foot bar on the pool deck for guests. The hotel will provide 192 structured valet parking spaces within the garage.

The Project is located in the B-2 zoning district within the AOD. Applicant is proposing to rezone the Property to B-3 to match the zoning on the remainder of the block.

REZONING CRITERIA

City of Pompano Beach Zoning Code Section 155.2454

“Site-specific amendments to the Official Zoning Map (Rezoning) are a matter subject to quasi-judicial review by the City Commission and constitute the implementation of the general land use policies established in this Code and the comprehensive plan. In determining whether to adopt or deny a proposed Site-Specific Zoning Map Amendment, the city shall find that:

- 1. The applicant has provided, as part of the record of the public hearing on the application, competent substantial evidence that the proposed amendment:*
 - a. Is consistent with the Future Land Use Category and any applicable goals, objectives, and policies of the comprehensive plan and all other applicable city-adopted plans.”*

RESPONSE: The Property has a Commercial future land use designation under the City’s comprehensive plan and future land use map. The proposed B-3 zoning district is consistent with the future land use designation.

In addition to meeting the criterion provided for rezonings in the City’s zoning code, the proposed rezoning meets numerous goals, policies and objectives in the City’s comprehensive plan. Policy 01.03.12 of the comprehensive plan’s future land use element expands on criteria that may be used in evaluating zoning requests, detailed on the following page.

Policy 01.03.12 – Criteria for Evaluating Rezoning Requests.

(1) Density

RESPONSE: The proposed project is a hotel development, therefore density provisions are not applicable. However, Policy 01.03.10 of the comprehensive plan's future land use element is to support and promote hotels and other tourist accommodations in designated commercial land use designations. The Property has a commercial land use designation, and this rezoning will allow a hotel to be developed on the Property, furthering the intent of this policy.

(2) Design

RESPONSE: The Project subject to this rezoning is a hotel, which is much needed on the barrier island. The hotel is designed with upscale finishings, and was designed to meet all of the design criteria requirements in the Atlantic Boulevard Overlay District.

(3) Distance to similar development

RESPONSE: The Property is in the vicinity of other visitor accommodation uses, however the proposed hotel is in a different category than these visitor accommodation uses. There are various boutique-style hotels south of Atlantic Boulevard where the Property is located, along with a few dozen AirBnB rentals. The proposed hotel is a traditional mid-range hotel for visitors and tourists that want the traditional hotel experience (valet parking, rooftop pool deck, room service, etc.). Amenity-wise and pricing-wise the closest comparison is likely the TRU by Hilton located north of Atlantic Boulevard. However, the Project appears to have improved furnishings and finishings compared to the closest comparable hotel, and due to the need for additional hotel rooms on the barrier island, the Project is not expected to cannibalize existing hotel business.

(4) Existing adjoining uses

RESPONSE: The adjacent uses include a vacant lot to the west, motel/residential uses to the south, commercial uses to the north, and high-rise residential uses to the east. The proposed hotel will fit neatly between these uses and will provide tourists additional accommodation options other than the motels in the immediate surrounding area.

(5) Proposed adjoining uses

RESPONSE: It is applicant's understanding that the vacant lot to the west of the Property has an approval for a condominium building. Although there is no "right to a view", Applicant understands the sensitivity surrounding that discussion, particularly when it comes to views of the beach. The Project is at a significantly smaller scale than the adjacent Pompano Beach Club, therefore the Project will not block views that aren't already blocked by existing development. Although the Project could go up to 210' in height (plus the additional height for mechanical equipment screening and architectural features), the Project was designed to be a smaller scale than Pompano Beach Club in order to better fit within the character of the area.

(6) Readiness for redevelopment of surrounding areas

P&Z

RESPONSE: The Property as well as multiple surrounding properties are ripe for redevelopment. This area of Pompano Beach has been transitioning from disjointed uses with significant surface parking into a vibrant, mixed-use, walkable area. This project will further that transition, replacing a vacant commercial building and surface parking lot with a well-designed, modern hotel.

Over the past decade, Pompano Beach has transformed into a place where tourists want to visit, enjoy the local beaches, and become customers of local businesses. The ability for tourists to be concentrated onto a single hotel site (rather than the sprawl of AirBnBs) will benefit the adjacent businesses and will promote future sustainable growth along Atlantic Boulevard.

(7) Proximity to mass transit

RESPONSE: Multiple bus stops exist immediately to the north and east of the Property. The hotel is not expected to generate any significant increase in traffic due to the proliferation of ride-sharing apps. Ride-sharing apps have been beneficial to lower the parking demands for all uses in general, but hotels have arguably benefited the most as tourists further eschew rental cars in favor of ride-sharing apps, particularly in a walkable area such as Pompano Beach's barrier island. The Project includes an area within the development site for ride-sharing pickup and drop-offs.