



HOMEWOOD SUITES BY HILTON
PROJECT NARRATIVE
April 04, 2023

Site Location:

Corner of NE 6th Street and North Federal Highway
(Currently occupied by gas station and commercial building)

Zoning:

TO-EOD (Transit Oriented in East Overlay District)

Requests: Pursuant to the supplemental criteria of the Architectural Appearance Committee, the applicant is requesting deviation of the following code sections *Section 155.3709.1.2.b (minimum percentage of active use along front and street side frontages)* & *Section 155.3501.0.2.h.ii (transparent clear glazed area should not be less than 70% of façade area)*

The following narrative will explain the project and how we demonstrate that the Options 1 & 6 of vernacular or superior design alternatives have successfully been applied.

Project Description:

The proposed Homewood Suites Hotel is located on the corner of NE 6th Street and North Federal Highway across from the recently developed Morea Apartments. The project consists of a nine-story, 225,910 sq. ft. Hotel, with 163 hotel keys and 185 parking spaces. This project has been strategically designed with creativity that not only meets the hotel brand criteria but also satisfies the intent of the Building typology and placement per section 155.3501.0.5.

Adjoining the hotel is a large ground floor lobby space that contains entry doors from the public walkways along Federal, as well as an interior approach from the vehicular drop off within the first floor of the garage. With a multitude of seating and lounging opportunities, the ground floor lobby caters to the hotel guests by offering a large breakfast seating area at the northeast corner, looking out to the street corner. A 700 square foot recessed outdoor patio lounge acts as an extension of the breakfast and central hub area, for guests who wish to sit and enjoy the outside, while also being protected from weather by having a floor overhead. Along the north and east face of the building abuts a deep landscape buffer that reduces any undesired street noise entering the lobby space and also offers a variety of plant species that display a visual appeal from the inside, looking out. The large amounts of landscape prevents large expanses of unsightly asphalt and concrete sidewalk, and rather creates a pleasant walking experience for guests and passersby.

To the south of the lobby and adjacent to the vehicular entrance from North Federal, is a group of office and meeting rooms, available for guests to use at their leisure or for business. These meeting rooms extend the use of storefront along the east side of the building, facing US-1, creating a transparent architectural connection between the outside and inside. The north face of the building includes the breakfast area as well as a food preparation room and a large employee breakroom. The hotel brand takes the care of it's employee's very seriously which is reflected in the size of the breakroom and openness to the outside via storefront glazing.

All back of house functions are kept either internal facing the interior of the garage, or provided along the proposed west access road. With sufficient width for both passenger and service vehicles, this west roadway provides circulation and access to and from the hotel with options to go either north or south and provide a cross access to the neighboring businesses.

As the building rises vertically, the three level garage is strategically hidden from the public's eye on NE 6th Street and North Federal Highway through the use of liner units to the east and an architecturally appealing garage screen to the north. Following the dimensional requirements of the hotel brand standards, these liner guestroom units have been positioned in a way that creates variety in the building's elevation. The many recesses and extrusions prevent the look of the typically

AAC

PZ22-12000033
05/02/2023

monotonous flat façade and adds excitement and character to the building's look. The garage screen creates an attractive addition the building's modern design through the use of horizontal wood-look slats integrated with horizontal LED fixtures to give an impression of speed and movement from the exterior. For an extra layer of enclosure, there will be a perforated mesh screen to hide parked vehicles from exterior view.

Above the garage, on level 5 is a large 11,000 SF outdoor amenity deck that offers a wide variety of activities for the guests. With plenty of space for seating, the deck includes lawn areas, an outdoor kitchen, fire pits as well as an 800 square foot swimming pool located toward the south corner, to take advantage of the afternoon sun. A fitness center is located on the inside of the building structure with storefronts looking out to the pool deck for full visibility of all the green and sun bathed deck. The tower continues up to level 9 with units facing outward to the street and Atlantic ocean as well as interior facing units looking at the amenity deck.

Elevations and Facade:

The building exteriors are strategically designed to include a multitude of warm materials, color palettes and hotel flag standards that work together with the landscape elements to create an appealing architectural language that is harmonious to the natural elements of South Florida. The canopy projection is used over the main entry door along North Federal and located adjacent to the recessed building break that is the outdoor patio at the ground level. The various façade recesses are treated with distinct color tone changes to pronounce the vertical elements of the project. The north east corner units are uniquely expressed through the use of floor to floor glazing, adding modern language through the use of glass and dark bronze mullions extending to the very top of the roof level as a high glass crown element. This truly celebrates the corner because of its prominent location. The remaining portions of the façade rises towards the roof and are capped with low parapet walls that terminate with a dark grey concrete banding.

Vernacular or Superior Design Alternative:

The Development Review Committee have responded to the overall design and have suggested the following alternatives to the design criteria. We will meet this request through the application of Vernacular or Superior Design Alternative Option number 1 & 6

DRC Zoning Comment 2: *The response to the previous comment regarding compliance with the requirement for ground floor active use of at least 90% on Primary streets and 80% on Secondary streets from Section 155.3709.1.2.b states that the applicant will be requesting Superior Design Alternative from the AAC. To request Vernacular or Superior Design Alternative approval from the Architectural Appearance Committee, select one of the six Options in Section H of the Architectural Appearance Committee Supplemental Criteria and submit a narrative describing how that Option has successfully been applied so that the project is superior in design compared to complying with the strict application of the Code, and where in the drawings the evidence that demonstrates the superior design can be found. Each of the six Options can be utilized no more than one time per project. A different Option must be selected for each requested deviation from the Code.*

Applicant's DRC Response: *We are applying for the Superior Design Alternative which will be presented at the Architecture Alliance Committee.*

Superior Design Alternative Option number 1: The proposed features or elements achieve excellence by creating a project of distinction, and thus exceeds the deviation from the requirements of aesthetic quality.

The reason for the active use requirements is to provide a sense of interest from a pedestrian and passerby's perspective. This can be accomplished by the following:

Along North Federal Highway the areas dedicated to active use are dimensioned to provide 89% of the required 90% active use. Excluding the building opening for vehicular access to the garage, the majority of the façade facing east is comprised of active interior functions ranging from breakfast seating, to lobby lounging and meeting rooms for the hotel guests. We proposed a larger amount of meeting rooms than is typically required to provide a maximum amount of active program at the ground level. Additionally, the east façade includes a wide recessed outdoor patio that acts as an extension of the lobby and breakfast area and physically brings the hotel activity outdoors to closely engage with the public walkways of Pompano. An appropriate use of brick veneer and an architectural overhang at the entry point of the building creates a stand-out environment that would welcome any and all to view the hotel building as a positive addition to the cityscape.

AAC

PZ22-12000033
05/02/2023

Along NE 6th street, a secondary street, the areas dedicated to active use are dimensioned to provide 64% of the required 80% active use. The gap is due to the food preparation room being located close to the breakfast serving stations and close to the loading dock for easy delivery pick ups with no need to traverse through front of house spaces. The food preparation room contains a set of spandrel glass panels on the outside that is meant to be a visual continuity of the adjacent clear glass. The remaining storefront along the ground floor is dedicated to open public functions such as the breakfast area and the employee breakrooms, both of which will display large amounts of activity through out the day. To compensate for the active use, the proposed project is providing a wide 13' buffer of landscape in front of the building that will flourish with landscape species and provide a sense of beauty and color for pedestrians walking east or west bound parallel to NE 6th street. Additionally, as seen on sheet A-3.3, immediately above the ground floor storefronts on the north façade, is a unique architectural garage screen that consists of varying widths of horizontal slats, and LED light fixtures that create an appealing visual when lit. The combination of the clear glazing, with the lush landscape and the enticing garage screen makes this an area of distinction that will create activity along this face. We believe that with these efforts, we have provided a design alternative that is superior and works very well at these locations.

To summarize, superior design is demonstrated through the following proposed features (and allows for deviation of this specific design standard):

- The recessed outdoor patio at the east face creates a sense of activity in addition to the active use already provided by the clear storefronts. This is achieved by providing numerous tables and chairs and opportunities for congregational spaces close to the public sidewalks
- The wide landscape buffer adjacent to the building storefront on both the north and east street side serves to create a pleasant visual activity in providing a vast palette of colors and plant life, encouraging walkability around the building frontages.
- The unique design of the garage screen located immediately above the storefronts along NE 6th Street creates visual stimulation along the north sidewalk, implementing a distinct and active characteristic to the building frontage.

DRC Zoning Comment 3: *The response to previous comment regarding compliance with the requirement for transparent glazed area of at least 70% from Section 155.3501.O.2.h.ii states that the applicant will be requesting Superior Design Alternative from the AAC. To request Vernacular or Superior Design Alternative approval from the Architectural Appearance Committee, refer to comment #2 above.*

Applicant's DRC Response: *We are applying for the Superior Design Alternative which will be presented at the Architecture Alliance Committee.*

Superior Design Alternative Option number 6: The project proposes other creative, innovative or artistic applications of design that may be deemed to be superlative or outstanding aesthetic quality by the AAC.

The reason for the transparency requirements is to provide a sense of openness and connectivity from a pedestrian and passerby's perspective. This can be accomplished by the following:

Similar to the previous superior design alternative option, transparency requirements work closely together based on how much active use is provided. Along North Federal Highway the areas dedicated to transparency are dimensioned to provide 69% of the required 70% transparency, while NE 6th Street provides 51% of the required 70% transparency. The gap is due to the food preparation room being located close to the breakfast serving stations and close to the loading dock. The food preparation room contains a set of spandrel glass panels on the outside that is meant to be a visual continuity of the adjacent clear glass, however provides no transparency to the inside for privacy reasons. The large amount of glass along North Federal Highway, provides a clear view to many indoor activities as well as a view to the main entrance to the building from the sidewalk. The glass storefront wraps the corner to NE 6th Street. This corner glass transparency theme then continues upwards along the northeast corner of the building to create a strong transparent corner element that will be lit up at night time. The ground level transparencies act as a base for this expression and is capped at the rooftop through the inclusion of an all glass parapet and crown element. The majority of the glass on the ground level is heavily focused around the northeast corner of the site which will arguably be the most noticeable from the street intersections and walking pedestrians. The wide landscape buffers will help disguise any spandrel panels with clear panels that the distinction will be difficult to make for the average passerby. We believe that with these efforts, we have provided a design alternative that is superior and works very well at these locations.

AAC

PZ22-12000033

05/02/2023

To summarize, superior design is demonstrated through the following proposed features (and allows for deviation of this specific design standard):

- The use of spandrel glass, although not transparent, provides the visual continuity of glass panels along the north building frontage, sharing the qualities of reflectivity and gloss and framed with the same system of mullions as the other glazing panels.
- The concept of transparency begins at the ground level and travels upwards along the northeast corner with floor to floor glazing at the corner units and terminates at the roof with an all glass parapet crown element that is most noticeable from the street intersection.

We thank you in advance for your review of this application. Please feel free to contact the Adache office for any additional information necessary to complete this review.

AAC

PZ22-12000033

05/02/2023