

20 N. Ocean Narrative Minor Amendment July 3, 2024

KEITH, on behalf of 20 North Oceanside Owner, LLC, (“Applicant”) is pleased to submit a minor amendment to the project known as Oceanside Pompano Beach (PZ06-12000032) located at 20 N. Ocean Boulevard (the “Property”).

I. Project Background

The Property is designated Commercial by the City of Pompano Beach (“City”) Comprehensive Plan Future Land Use Map and zoned General Business (B-3) / Planned Commercial District (PCD). The Property is identified as Parcel A of the overall Oceanside Pompano Beach project, which included two development parcels:

- Parcel A, which is on the east side of A1A and is the subject of this application; and
- Parcel B, which is on the west side of A1A and already developed with multifamily uses, and not the subject of this application.

On May 9, 2006, the City Commission adopted Ordinance No. 2006-38 approving the rezoning of the Property to B-3/PCD and approving a master plan for the Property. Shortly, thereafter, in June of 2006, the City’s Planning and Zoning Board and Architectural Advisory Commission approved the site development plans for the Property (“Project”) consisting of a 24-story building with the following uses:

77 Multifamily units
303 Hotel/Condo-Hotel units
Spa
Banquet facilities
Restaurants
Retail/Office
Bars
Outdoor Dining

Since its approval, as an interim use, the City leased the Property for public beach parking. The Applicant acquired the Property in May of 2023, and a hotel brand was secured. The Applicant wishes to modify the development plan to update the architecture, accommodate the hotel brand’s requirements and address market conditions. The Project continues to provide same mixture of uses as stated above to make the Project a world class destination and will promote the live, work, play atmosphere at the heart of the beach. In keeping with the original design intent, the Project continues to provide wide sidewalks and lush landscaping in the public realm to create a welcoming and accessible environment for residents and visitors alike.

II. Proposed Amended Project

The proposed amendments to the approved development plan can be summarized as follows:

- Update the architectural style;
- Remove “townhouses” that were previously located within the garage podium and move them to the tower;
- Modify residential unit mix;
- Interior floor plan changes to accommodate the hotel brand and respond to current marketing conditions;
- Increase the provided parking spaces to accommodate public parking;
- Modify square footage of various uses within the building, but keeping the same mixture of uses; and
- Minor changes to the landscaping.

The most noticeable change to the building is the update to the architectural style. Previously, the building was a plain white building which incorporated a significant amount of painted stucco. The proposed architectural design is inspired by ocean views and a sense of lightness. The building's curved massing emphasizes these views, creating an overall lightness through its architectural language. This effect is achieved by breaking up the mass with angled architectural features that detach the tower from the podium and crown. The lightness of the tower is further emphasized using glass, white metal, and white stucco elements. The podium is grounded with a sophisticated touch of bronze-colored metal and stucco, which are also used in the crown design to ensure coherence throughout the project.

The Project Design Team looks forward to discussing and presenting this project with the City of Pompano Beach.

Respectfully Submitted,

Michael Amodio

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