

## Site Plan Narrative LIVE! Venue & Hotel

September 29, 2022

KEITH, on behalf of Pompano JV Land Holdings, LLC, is pleased to submit the LIVE! Venue & Hotel for a major site plan and major building design approval. The project site carries a zoning of Planned Commercial/Industrial District (PCD) and a land use designation as Regional Activity Center (RAC).

### Project Background

The LIVE! Venue project is a multi-building development located on a 221.65 acre parcel with a net site impact area of 7 acres. The project impact area is currently used for existing parking, vehicle circulation, and an existing grandstand structure for the existing casino located in a portion of the Pompano Park Racino Plat 181-22. The existing grandstand will be demolished via a separate permit (BP22-4320). The general location of the project site is south of Palm Aire Drive and east of the proposed Main Street. Palm Aire drive is currently in construction for roadway improvements (BP22-0218) and the future Main Street is currently in building permit review (BP22-4148). The proposed improvements of the LIVE Venue and Hotel will require modification to both roadway permits. The entire site has one folio number: 494203350010.

As part of the approved master plan, the entertainment district design is focused on a pedestrian experience and includes a variety of natural and textural paving, lush native landscape materials, and warm and varied street furniture. The LIVE!! Venue and Hotel project is situated along Main Street - a highly pedestrian-friendly gateway leading into the heart of the overall project and boasts wide sidewalks and medians. It includes interior and exterior dining - where connectivity and entertainment is achieved.

The project's north frontage is Palm Aire Drive which is the foundation for all forms of transportation to access the LIVE! Venue. Main Street and the private extension of Lucky Drive provide the main direct accesses to the project, but the proposed development will feature a multi-purpose lane adjacent to Palm Aire along the north side of the LIVE! Building. This multi-purpose lane will be used as a drop off point for ride sharing programs (Uber/Lyft/Taxi), but also for emergency access/staging (Fire, EMS, Police). In special circumstances, this area would also be used for event staging. Pedestrian/vehicle access will be from all sides of the development via public sidewalks, crosswalks between origin/ destination points, and on-street parking.

The keystone of the entertainment district is the LIVE! Building, which is a one-story four-square structure with tower elements emphasizing each corner. The massing is richly articulated and includes shaded ground level outdoor space on every side.

Just south of the LIVE! Building, is the proposed central outdoor entertainment space with plenty of seating/standing room around a centrally located bar structure. The outdoor space around the LIVE!! Building will also host performances, concerts, community events, and courts for outdoor recreation.

The LIVE! Venue has a total of six retail buildings providing a mix of retail/restaurant space. Two retail buildings are along the Main Street median providing fully interconnected destination points within the LIVE! Development and linking to surrounding uses of the master plan. Three additional retail buildings

are provided along the south end of the LIVE! Block which frame the street and also provide connectivity through it front and rear building access points.

Lastly, the sixth retail building is adjacent to a 99,751 SF seven-story hotel featuring 176 rooms, meeting space, a rooftop bar, indoor/outdoor seating, and a ground level pool. This will be a key component of the entertainment district linking the existing casino to the remaining entertainment features of the LIVE! Venue.

The architecture is intended as a contemporary interpretation of traditional South Florida architectural styles and includes a light color pallet of white and off-white stucco, coral stone, and wood toned accents such as louvered trellises and shutters to control the South Florida sunshine.

The retail buildings surrounding the LIVE! Venue and entertainment spaces are lower in scale, but utilize a similar pallet of materials, with a slightly more contemporary identity. They are designed to help define the outdoor spaces, especially the entertainment and event spaces, with a consistent rhythm of light colored pilasters, while allowing variety within the resultant bays that can host various retail programs and identities to add richness and excitement to the District.

Public access to the development will be from Main Street, and via a private roadway along the east side of the development. On-street parking will be provided on adjacent roadways. Pedestrian access will be achieved via all sides of the development as the LIVE!! Venue is a central entertainment/retail/restaurant destination of the master development plan.

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 entertainment/retail/restaurant 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. Below are the responses to the site plan review criteria established in Sec155.2407.E**

1. *Consistent with the land use designation in the comprehensive plan.*  
***The Land Use Designation for this site is Regional Activity Center (RAC). The proposed development is consistent with the Pompano Beach Comprehensive Plan, and the Future Land Use Element Goals, Objectives and Policies contained therein:***

**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 01.14.01** 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 01.14.02** The City will encourage and implement the use of compact building design principles which preserve more open space, contain mixed use, support multi-modal transportation options, make public transportation viable, reduce infrastructure costs and take advantage of recycled and sustainably sourced building materials.

**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 01.15.12** The City shall maintain design standards within its land development regulations to ensure compatibility between existing and planned land uses within and adjacent to Regional Activity Centers

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 approved PCD for LIVE! Resorts Pompano.**

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 PCD district.**

4. Complies with all other applicable standards in this Code;  
**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 PCD 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. This particular project redevelops a portion of an existing parking lot, vehicle circulation, and existing grandstand building which is anticipated to be demolished.**
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 LIVE!! Building 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. A fire access plan has been submitted with this application addressing the standards set forth in the fire department apparatus access site development guidelines.**
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 limits are 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. The overall site has additional ongoing permits which include mitigation for existing burrowing owls, however, these locations are outside of the LIVE Venue impact area and are being handled under a separate building permit (BP22-7351) and additional permitting through the state for**



**mitigation.**

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.**

The Project Design Team looks forward to discussing and presenting the LIVE! Venue and Hotel Project with the City of Pompano Beach.

Respectfully Submitted,

*Michael Amodio*

Michael Amodio, AICP  
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