

POMPANO HOTEL
101 S. OCEAN BOULEVARD
REZONING NARRATIVE

PROJECT DESCRIPTION

The proposed development is a 252-room hotel located at 101 S. Ocean Boulevard. The hotel will include 7,329 square feet of ballrooms and meeting rooms, a 2,334 square foot fitness center, and 4,810 square feet of restaurant/bar uses. The hotel will offer covered valet parking and provides 236 parking spaces.

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 below.

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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 close to multiple hotels, however the hotels in the immediate vicinity are of a different caliber than the proposed hotel. Most of the immediate hotels are smaller, boutique hotels/motels with a limited number of rooms. The closest similar hotel is likely the Beachcomber, which is approximately ½ mile away from the Property.

(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.

(6) Readiness for redevelopment of surrounding areas

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 an upscale, modern hotel.

(7) Proximity to mass transit

RESPONSE: Multiple bus stops exist immediately to the north and east of the Property.

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