



Staff Report

**File #:** LN-341

PLANNING AND ZONING BOARD  
Meeting Date: NOVEMBER 16, 2022

**NW 31<sup>ST</sup> AVE LUPA**

**Request:** Local Land Use Plan Amendment from Commercial to Industrial  
**P&Z#** 22-92000004  
**Owner:** Pompano Beach Hospitality LLC  
**Project Location:** 1201 NW 31 Ave  
**Folio Number:** 484233280010; 484233000323; 484233000328  
**Land Use Designation:** Commercial  
**Zoning District:** B-3 (General Business)  
**Commission District:** 5 (Cyndy Floyd)  
**Agent:** John Rinaldi (954-788-3400)  
**Project Planner:** Jean Dolan (954-786-4046 / jean.dolan@copbfl.com)

**Request**

The Applicant is requesting to change the entitlements for a 5.76 gross acre property, currently the site of the Travelodge Motel, located at 1201 NW 31<sup>st</sup> Avenue. The existing motel building on the site will be demolished in order for the new industrial uses to be constructed. The type of industrial use has not been specified by the Applicant as part of this Application.

**Proposed Development and Net Change in Entitlements**

The Applicant is proposing to change the Land Use to Industrial from its current Commercial designation to build an undisclosed industrial use. The Broward County land use plan has the site designated "Commerce" which allows both commercial and industrial land uses so this change on the City's land use map does not require a Broward County land use plan amendment. A change from Commercial to Industrial will always result in a reduction of building square footage and thus a reduction in public facility impacts due to the reduction in intensity between commercial and industrial land use. Commercial land use allows for 60% lot coverage and 105 feet in height (roughly 10-stories) which equates to a FAR of 6. Industrial land use allows for 65% lot coverage but only 45 feet in height (which typically translates into only 2-stories given the higher height per floor for industrial uses) and this equates to an FAR of only 1.3. If the 45 foot height is used to build a 4-story building, the industrial FAR becomes 2.6. In either scenario, the maximum industrial buildout is always less theoretical demand on infrastructure which puts the emphasis on compatibility for decision making on these types of land use amendment requests.

**NET CHANGE IN ENTITLEMENTS BY LAND USE CATEGORY**

Current Land Use	Current Entitlements Per City Commercial Intensity Standards	Entitlements per City Industrial Intensity Standards	Net Change
Commercial	1,505,434 SF	652,355 SF	-853,079 SF

**Applicant’s Rationale for the Proposed Amendment**

The Applicant’s narrative is as follows:

*The area of this site has needed development and redevelopment for some time. With the access to the Florida Turnpike the site is prime for business/industrial development. The site is underutilized with vacant property and the expansion or modernization of the existing motel is not viable. The vacant parcel along with the motel site creates an opportunity for economic development. FDOT proposes additional interchange improvements that will have a direct north bound off-ramp onto Martin Luther King Blvd. that will be adjacent to this site. The north end of NW 31 st Avenue is suited for business and industrial uses. The area is prime for redevelopment and can be done in a way with the use of lush landscape buffers and building design that crates a positive gateway image.*

**Surrounding Land Uses**

The future land use designations and existing uses of the properties immediately surrounding the subject property are summarized as follows:

**EXISTING AND PLANNED USE OF ADJACENT AREAS**

Land Use	Site	North	South	East	West
Future Land Use Map Designation	Commercial (C)	Commercial (C)	Commercial (C)	Commercial (C)	Turnpike ROW (roads do not have a land use designation)
Existing Uses	Travelodge Motel	Budgetel Motel	Mobil Gas Station	Vacant (requesting Residential Flex)	Turnpike

**Impact Analysis**

As noted above, a change from Commercial land use to Industrial land use will always result in a reduction in public facilities demand due to the fact that commercial land use allows 3-5 times the development rights as industrial land use (FAR of 6 compared to FAR of 1.3-2.6 depending on building height). The details of the reduction in public facilities, therefore, will not be detailed in this report. The Applicant’s estimate of the reduction in public facility demands is shown in the application.

Natural and Historic Resources

The Applicant provided a professional analysis to confirm there were no wetlands on-site, however, there was no information provided about potential protected flora or fauna. This information will need to be provided prior to site plan approval for any future project.

Affordable Housing

The proposed change from Commercial land use to Industrial land use is not required to address affordable housing issues.

Land Use Compatibility

Staff finds industrial land use incompatible with the existing adjacent land use designations and existing land uses along NW 31<sup>st</sup> Avenue. The industrialization of this corridor is not consistent with the Comprehensive Plan identification of NW 31<sup>st</sup> as a “gateway corridor”, particularly Policy 01.23.05

*Policy 01.23.05*

*Discourage rezonings that permit additional self-storage and warehouse uses along the City’s gateway corridors which include Atlantic Boulevard, Dr. Martin Luther King, Jr. Boulevard and NW 31st Avenue.*

Hurricane Evacuation

The subject property is not within a hurricane evacuation area.

Redevelopment Analysis

The subject property is not located within one of the Community Redevelopment Areas.

Intergovernmental Coordination

The subject property is adjacent to the Turnpike which separates Pompano from the City of Coconut Creek to the west. Public notice of this land use plan amendment will be provided to Coconut Creek as a courtesy.

Public Education

The change from Commercial to Industrial has no effect on public school demand.

**Goals, Objectives and Policies of the City's Land Use Plan**

The requested land use plan amendment from Commercial to Industrial is inconsistent with the following goals, objectives and policies in the City’s Comprehensive Plan:

**Policy 01.23.01**

To create balanced communities, encourage the expansion of neighborhood-serving retail and office uses in areas dominated by the industrial, and manufacturing sectors if appropriate to better serve the local community.

**Policy 01.23.05**

Discourage rezonings that permit additional self-storage and warehouse uses along the City’s gateway corridors which include Atlantic Boulevard, Dr. Martin Luther King, Jr. Boulevard and NW 31st Avenue.

**Policy 01.03.11**

Consider the compatibility of adjacent land uses in all Land Use Plan amendments and rezonings.

**Policy 01.04.04**

Special exception uses on major corridors including the city’s gateway streets (Atlantic Boulevard, Dr. Martin

Luther King, Jr. Boulevard and NW 31st Avenue) will be required to provide landscaping and beautification in excess of standard code requirements along all major street frontages.

**Policy 01.07.21**

Amend the Land Development Code to require special exception uses on major corridors including the city's gateway streets (Atlantic Boulevard, Dr. Martin Luther King, Jr. Boulevard and NW 31st Avenue) to provide landscaping and beautification in excess of standard code requirements along all major street frontages.

**Policy 01.08.03**

Continue the construction of facilities such as roadway, drainage, water and sewer facilities and enhanced medians and other street section beautification efforts in the northwest Dr. Martin Luther King Jr. Blvd, NW 31st Avenue and Atlantic Boulevard corridors. Encourage auto-oriented and industrial development along these gateway corridor to provide an enhanced roadway frontage for both the building facades and the landscaping visible from the roadway to beautify the corridor.

**Policy 01.03.04**

Consider the preservation of established single family neighborhoods in all rezonings, land use plan amendments and site plan approvals.

**F. Alternative Motions**

Per the City Attorney, all motions for land development applications must be made in the affirmative and if the Board intends to recommend denial of the request, they must vote NO on the motion to approve.

**(1) Motion to recommend approval** of the proposed Future Land Use Map Amendment as the Board finds it to be compatible with the Goals, Objectives and Policies in the Comprehensive Plan. If the application is approved, the Applicant will be required to provide an analysis by a qualified professional that no protected or endangered flora or fauna are using the site prior to site plan approval.

**(2) Motion to table** the proposed Future Land Use Map Amendment to allow further analysis of any issues raised by the Board, Staff, Applicant or the general public.

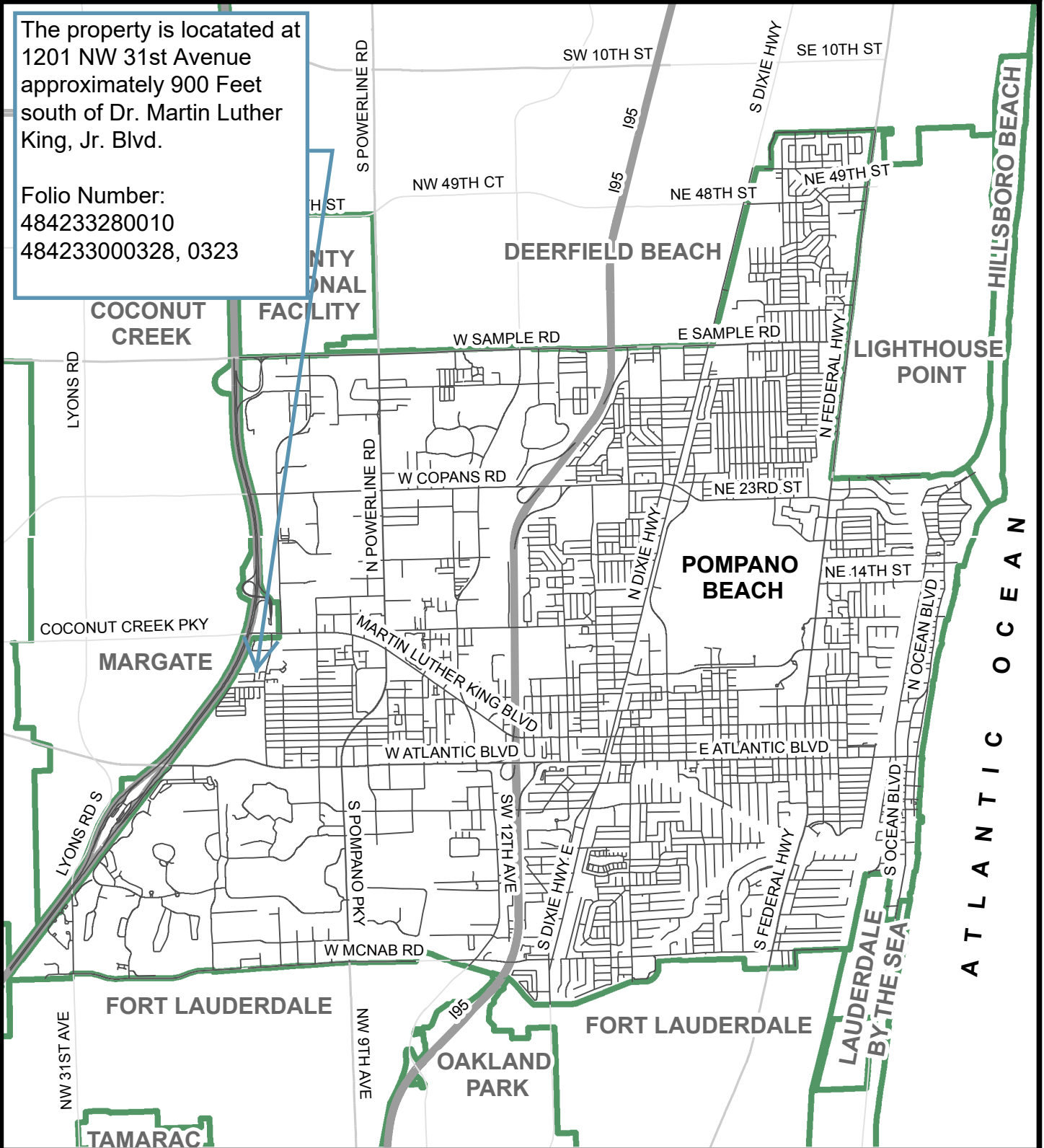
**Staff recommends the Board vote NO on motion number (1) because the project is not compatible with the Goals, Objectives and Policies in the Comprehensive Plan particularly those specifically related to NW 31<sup>st</sup> Avenue.**

# CITY OF POMPANO BEACH LOCATION MAP



The property is located at  
1201 NW 31st Avenue  
approximately 900 Feet  
south of Dr. Martin Luther  
King, Jr. Blvd.

Folio Number:  
484233280010  
484233000328, 0323



1 in = 1 miles

PREPARED BY:  
DEPARTMENT OF  
DEVELOPMENT SERVICES

# CITY OF POMPANO BEACH AERIAL MAP

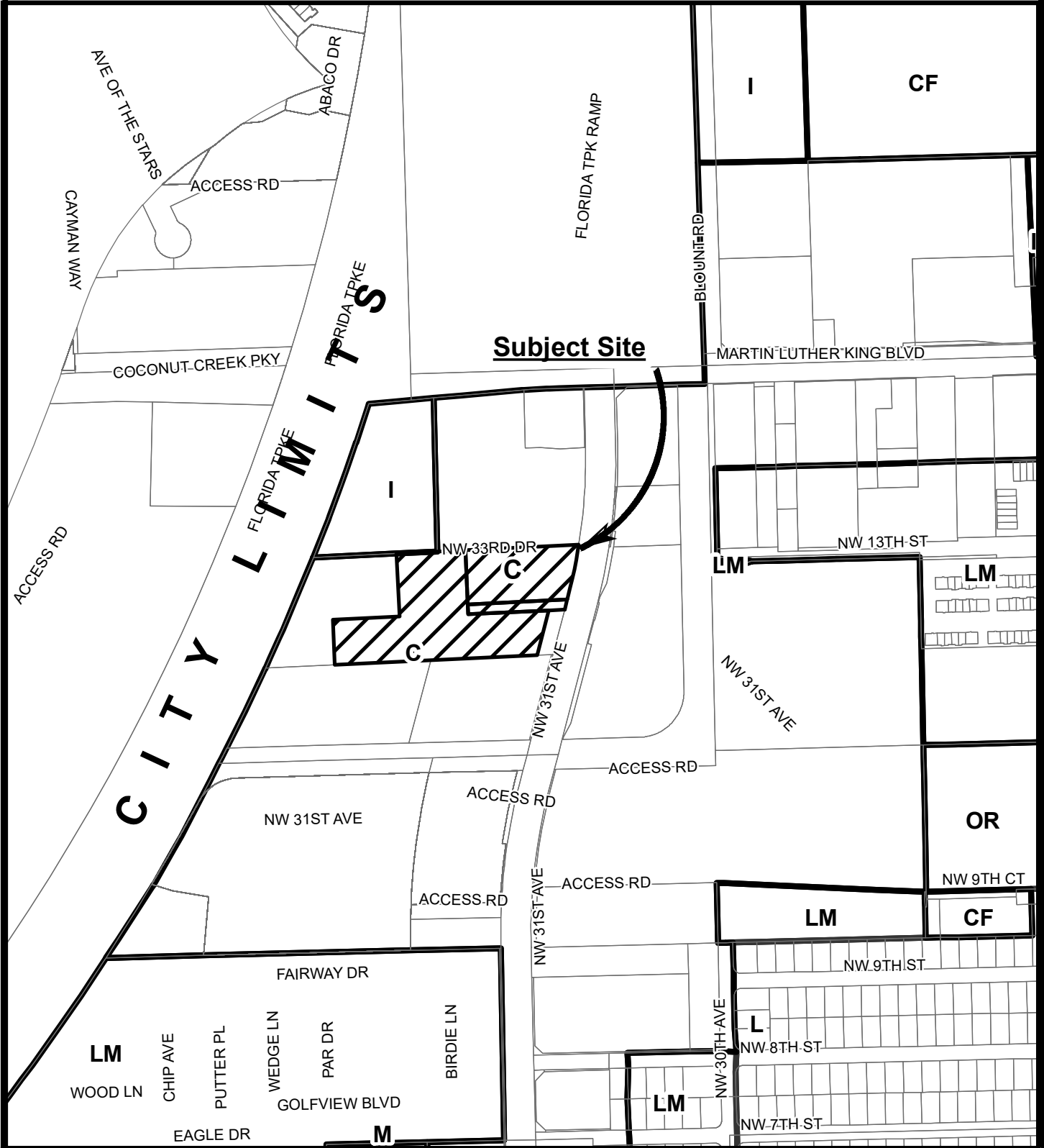


**Subject Site**

1 in = 458 ft

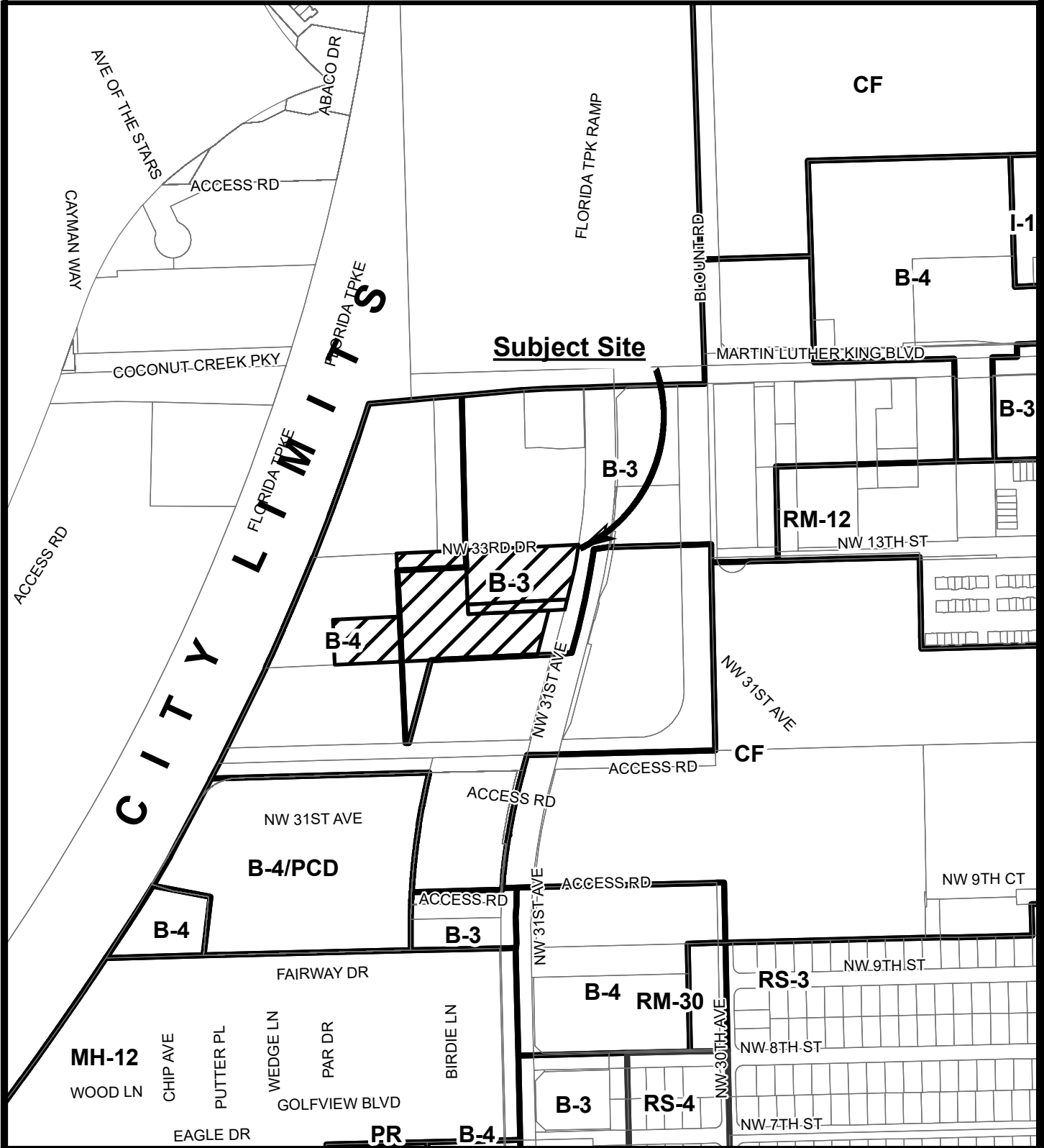
PREPARED BY:  
DEPARTMENT OF  
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# CITY OF POMPANO BEACH OFFICIAL LAND USE MAP



1 in = 458 ft

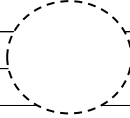
# CITY OF POMPANO BEACH OFFICIAL ZONING MAP



1 in = 458 ft



## LEGEND

FOR LAND USE PLAN		FOR ZONING MAP	
Symbol	Classification Units/ Acre	Symbol	District
		RS-1	Single-Family Residence 1
L	Low (1-5 DU/AC)	RS-2	Single-Family Residence 2
LM	Low- Medium (5-10 DU/AC)	RS-3	Single-Family Residence 3
M	Medium (10-16 DU/AC)	RS-4	Single-Family Residence 4
MH	Medium-High 16-25 DU/AC)	RS-L	Single-Family Residence Leisureville
H	High (25-46 DU/AC)		
12	Irregular Density	RD-1	Two- Family Residence
36	Irregular Density		
		RM-7	Multiple-Family Residence 7
*	C Commercial	RM-12	Multiple-Family Residence 12
	CR Commercial Recreation	RM-20	Multiple-Family Residence 20
		RM-30	Multiple-Family Residence 30
>	I Industrial	RM-45	Multiple-Family Residence 45
		MH-12	Mobile Home Park
	T Transportation		
		B-1	Limited Business
U	Utilities	B-2	Neighborhood Business
		*	B-3 General Business
CF	Community Facilities	B-4	Heavy Business
		M-1	Marina Business
OR	Recreation & Open Space	CR	Commerical Recreation
W	Water	>	I-1 General Industrial
			I-1X Special Industrial
RAC	Regional Activity Center	O-IP	Office Industrial Park
		M-2	Marina Industrial
LAC	Local Activity Center		
		TO	Transit Oriented
DPTOC	Downtown Pompano	PR	Parks & Recreation
	Transit Oriented Corridor	CF	Community Facilities
	Number	PU	Public Utility
		T	Transportation
		BP	Business Parking
		LAC	Local Activity Center
	* Current		
	> Proposed	RPUD	Residential Planned Unit Dev.
		PCD	Planned Commercial Development
		PD-TO	Planned Development - Transit Oriented
		PD-I	Planned Development - Infill
		RM-45 HR	Multiple-Family Residence 45 High Rise-Overlay
		AOD	Atlantic Boulevard Overlay District
		CRAO	Community Redevelopment Area Overlay
		NCO	Neighborhood Conservation Overlay
		APO	Air Park Overlay
		DP	Downtown Pompano Beach Overlay