

ORDINANCE NO. C-14-14

AN ORDINANCE APPROVING THE APPLICATION OF A PRIOR ZONING REGULATION TO THE CALCULATION OF GROSS FLOOR AREA OF STRUCTURES AND BUILDINGS ON THE PROPERTY DESCRIBED AS ALL OF LOTS 1, 2, 3, 4, 5, 6, 7 AND 8, "A RESUBDIVISION OF BLOCK 8 BIRCH OCEAN FRONT SUBDIVISION", ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 26, PAGE 34, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA, ALSO KNOWN AS PARCEL 1, 2 AND 3 OF SAID PLAT, LOCATED SOUTH OF TERRAMAR STREET, NORTH OF WINDAMAR STREET, EAST OF BREAKERS AVENUE AND WEST OF NORTH ATLANTIC BOULEVARD AND WHOSE POSTAL ADDRESS IS 551 NORTH FORT LAUDERDALE BEACH BOULEVARD PURSUANT TO SECTION 47-26.A.1. OF THE UNIFIED LAND DEVELOPMENT REGULATIONS AND APPROVING MODIFICATIONS TO THE APPROVED SITE PLAN FOR A DEVELOPMENT ON SAID PROPERTY.

WHEREAS, the applicant, Conrad Fort Lauderdale Beach Resort ("Applicant"), owns property located at 551 North Fort Lauderdale Beach Boulevard and zoned ABA; and

WHEREAS, pursuant to Resolution No. 01-43 adopted on March 15, 2001, the City Commission approved a development permit for the construction of a hotel, parking garage and restaurant on said property as a development of significant impact formerly known as the Trump Hotel; and

WHEREAS, pursuant to Ordinance No. C-01-15 adopted on May 1, 2001, the Unified Land Development Regulations ("ULDR") was amended to change how "gross floor area" of buildings or structures east of the Intracoastal Waterway were calculated; and

WHEREAS, Applicant has filed a development application requesting the approval of amendments to the approved site plan that would have been permitted pursuant to the regulations in effect prior to the effective date of Ordinance No. C-01-15, but is not permitted under the zoning regulations applicable to the property at the time of the application; and

WHEREAS, Section 47-26.A.1. of the Unified Land Development Regulations ("ULDR") provides that approval may be granted for the application of the zoning regulations in effect immediately prior to the amendment in order to permit a new project which does not comply with zoning regulations adopted on or after September 4, 1996 and in effect at the time the application for development is filed with the City; and

WHEREAS, the Planning and Zoning Board at its meeting of January 15, 2014 (PZ Case No. 75-R-13) did recommend to the City Commission that the development permit and the request for application of a Prior Zoning Regulation be approved, subject to certain conditions; and

WHEREAS, the City Clerk notified the public of a public hearing to be held on Tuesday, March 4, 2014 at 6:00 o'clock P.M., in the City Commission Room, City Hall, Fort Lauderdale, Florida, for the purpose of hearing any objections which might be made to such application; and

WHEREAS, such public hearing was duly held at the time and place designated after notice of same was given by publication as required by law, and the City Commission has reviewed the application as required by Section 47-26.A of the ULDR and finds that the application, subject to certain conditions provided herein, conforms with the provisions of such regulation;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF FORT LAUDERDALE, FLORIDA:

SECTION 1. That the request for application of a prior zoning regulation, more specifically Section 47-2.2.C of the ULDR as it existed prior to May 1, 2001, as follows:

"Floor area, gross. The sum of the floor areas of all floors of a building or structure from the exterior face of exterior walls, or from the centerline of a wall separating two buildings, but excluding covered parking and loading areas or parking garages for nonresidential uses. Covered parking and loading areas or parking garages shall be included in calculating gross floor area for residential uses. In restaurants, gross floor area shall also include any outdoor or patio floor area used or designed for use for customer service. For the purpose of calculating parking spaces, see gross floor area as provided in Sec. 47-20.2.B., Parking and Loading Zone Requirements."



and the associated site plan modifications is approved, subject to the conditions imposed by the Development Review Committee, Planning and Zoning Board and City Commission, and shall be applicable to property situated in the City of Fort Lauderdale, Broward County, Florida to wit:

ALL OF LOTS 1, 2, 3, 4, 5, 6, 7 AND 8, "A RESUBDIVISION OF BLOCK 8 BIRCH OCEAN FRONT SUBDIVISION, ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 26, PAGE 34, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA. ALSO KNOWN AS PARCEL 1, 2 AND 3 OF SAID PLAT, ALL SAID LANDS BEING IN THE CITY OF FORT LAUDERDALE, FLORIDA.

Location: 551 North Fort Lauderdale Beach Boulevard

SECTION 2. That the development permit approved by Resolution No. 01-43 is hereby modified as depicted on the attached Exhibit "A".

SECTION 3. That if the applicant wishes to change the development from that approved in accordance with this ordinance, the amendment will be required to be reviewed and approved in accordance with Section 47-24.2.A.5 of the ULDR.

SECTION 4. That the appropriate City officials of the City of Fort Lauderdale shall indicate such application of a prior zoning regulation in its records with proper reference to this ordinance and date of passage.

SECTION 5. That if any clause, section or other part of this Ordinance shall be held invalid or unconstitutional by any court of competent jurisdiction, the remainder of this Ordinance shall not be affected thereby, but shall remain in full force and effect.

SECTION 6. Issuance of a development permit by a municipality does not in any way create any right on the part of an applicant to obtain a permit from a state or federal agency and does not create any liability on the part of the municipality for issuance of the permit if the applicant fails to obtain requisite approvals or fulfill the obligations imposed by a state or federal agency or undertakes actions that result in a violation of state or federal law.

SECTION 7. This approval is conditioned upon the applicant obtaining all other applicable state or federal permits before commencement of the development and fulfilling the conditions of approval outlined in City Commission Agenda Memorandum 14-0271.

SECTION 8. That all ordinances or parts of ordinances in conflict herewith, be and the same are hereby repealed.

SECTION 9. That this Ordinance shall be in full force and effect immediately upon and after its final passage.


PASSED FIRST READING this the 18th day of February, 2014.

PASSED SECOND READING this the 4th day of March, 2014.



\_\_\_\_\_  
Mayor  
JOHN P. "JACK" SEILER

ATTEST:



\_\_\_\_\_  
City Clerk  
JONDA K. JOSEPH

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## An architectural rendering of a modern, multi-story building with a white facade and blue accents. The building features a curved, stepped design with large windows and balconies. In the foreground, there are several palm trees and a landscaped area with a covered walkway. A street with a car is visible on the left.

## GENERAL

A-1A PREVIOUSLY APPROVED PLAN - 1ST FLOOR  
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PD-1	SITE PHOTOMETRIC

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**Dr. Gisela Strumberg**

GARCIA STROMBERG

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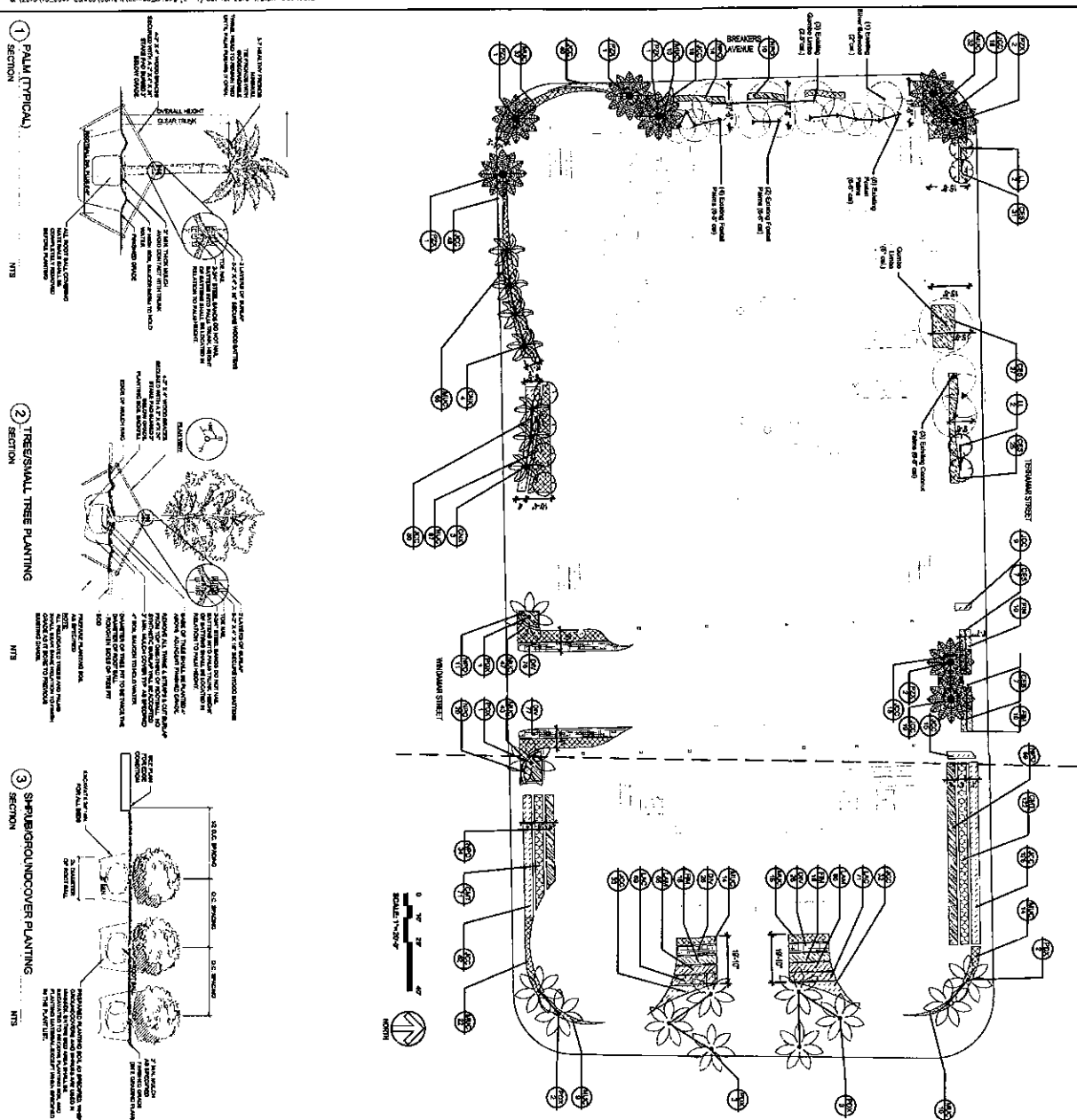
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CONRAD FORT LAUDERDALE  
BEACH RESORT  
551 NORTH FORT LAUDERDALE  
BEACH BOULEVARD (A1A)  
FORT LAUDERDALE, FL 33304

COVER SHEET/ DRAWING INDEX

CV-1  
Exhibit A  
14-0271  
Page 1 of 1



PLANT SCHEDULE			
PLANT	SYMBOL	QUANTITY	REMARKS
1. PALM (TYPICAL)	(Symbol)	1	1. PALM (TYPICAL)
2. TREE/SMALL TREE PLANTING	(Symbol)	1	2. TREE/SMALL TREE PLANTING
3. SHRUB/GROUND COVER PLANTING	(Symbol)	1	3. SHRUB/GROUND COVER PLANTING

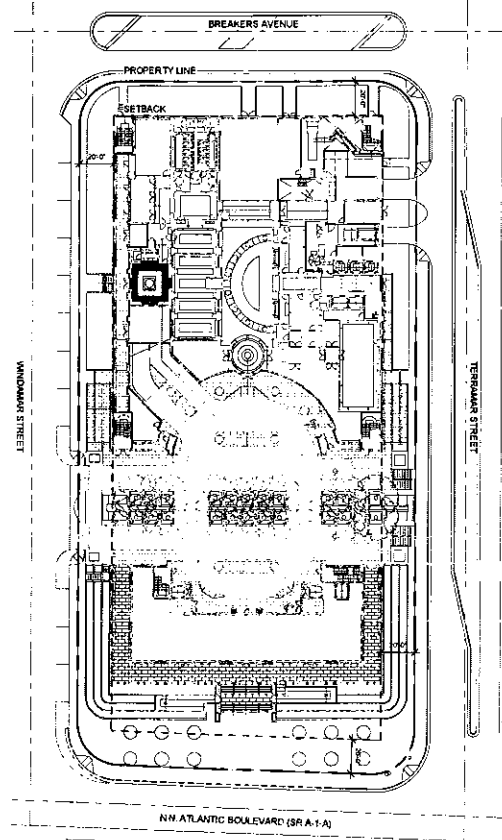
  

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**PREVIOUSLY APPROVED**



## GROUND FLOOR SCOPE OF IMPROVEMENTS

- 1 RECONFIGURED ENTRY COURT.
- 2 RECONFIGURED LOBBY LEVEL.
- 3 BUILD OUT OF CAFE.
- 4 NEW VERTICAL CIRCULATION TO BALLROOM ABOVE.
- 5 MODIFICATION TO COLonnADE AND WINDOWS TO PROVIDE MORE OPENNESS.
- 6 NEW PEDESTRIAN LEVEL INTERFACE.
- 7 RESTAURANT BUILDOUT IN EXISTING SPACE.

## DRC SUBMISSION

### GROUND FLOOR COMPARISON

**CONRAD FORT LAUDERDALE  
BEACH RESORT**  
551 NORTH FORT LAUDERDALE  
BEACH BOULEVARD (A1A)  
FORT LAUDERDALE, FL 33304

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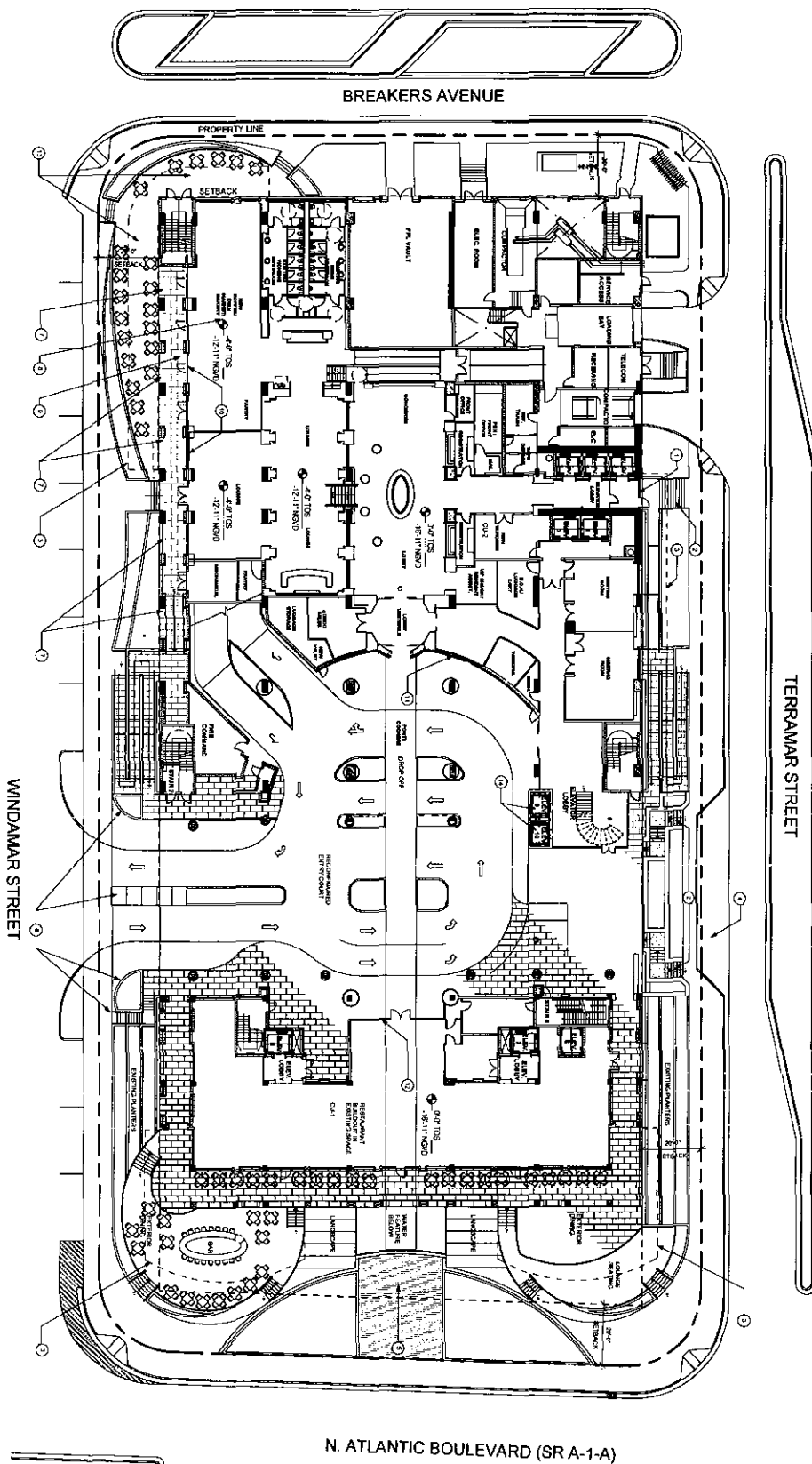
← Gurin Stromberg

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- FIRST FLOOR**
- ① NEW THOUSAND AND SHELTER
  - ② NEW STAIR
  - ③ LINE OF NEW CANOPY ABOVE
  - ④ NEW WALK PULL OVER AREA
  - ⑤ NEW RECONFIGURED PLAZA
  - ⑥ NEW ENTRY DRIVE CONFIGURATION
  - ⑦ REMOVE BLOCK WALL
  - ⑧ CAFE BUILDOUT
  - ⑨ IDENTIFICATION TO COLUMNAGE AND WINDOWS TO PROVIDE MORE OPENNESS
  - ⑩ REMOVE BLOCK ADD GLASS
  - ⑪ GLASS TO ENRICH BLOCK WALL
  - ⑫ NEW GLASS ENTRY FEATURE
  - ⑬ EXTERIOR SEATING
  - ⑭ NEW ELEVATORS TO BALLROOM ABOVE

DRC SUBMISSION

PROPOSED PLAN - 1ST FLOOR

CONRAD FORT LAUDERDALE BEACH RESORT  
551 NORTH FORT LAUDERDALE BEACH BOULEVARD (A1A)  
FORT LAUDERDALE, FL 33304

CONRAD FLB PARTNERSHIP, LLC

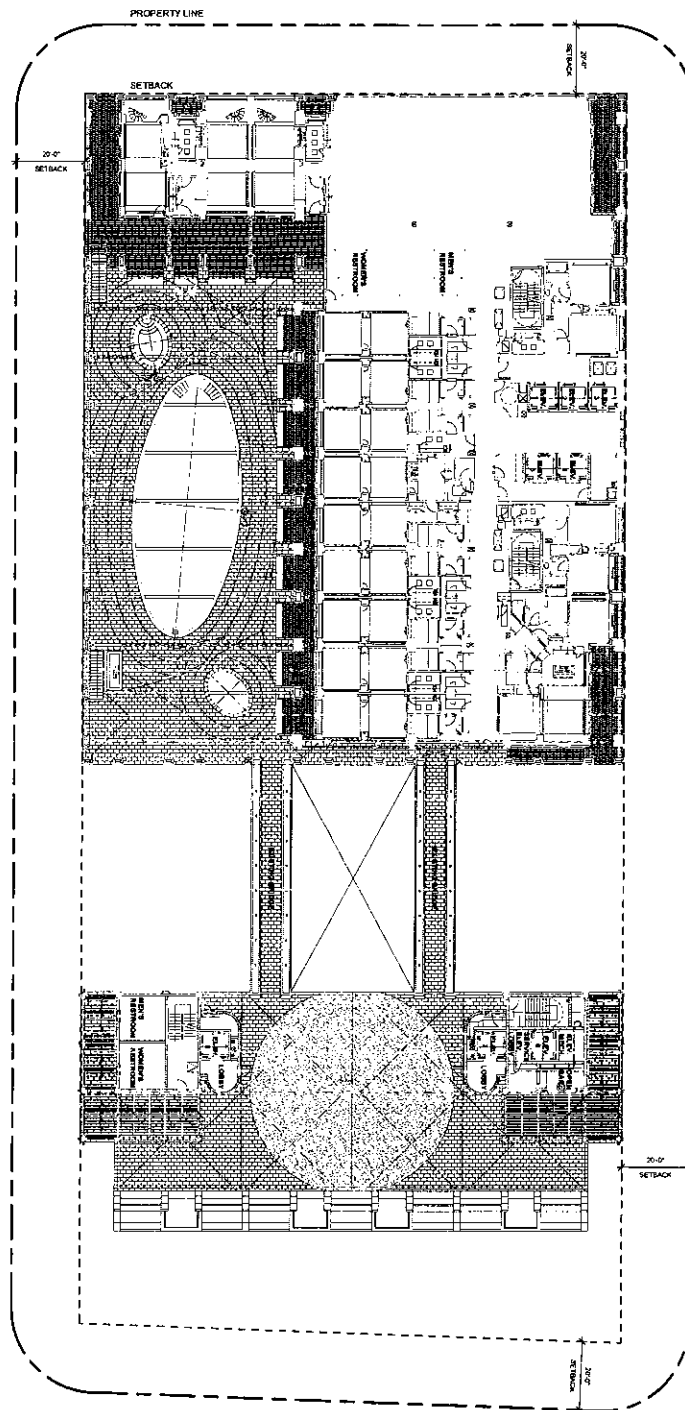
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www.garciastromberg.com

F. Garcia Stromberg

Revision Schedule			
Rev.	Date	By	Description

To the best of the architect's knowledge, the plans and specifications comply with the applicable minimum building codes and the applicable Florida state and local laws, rules and regulations, in accordance with the Florida Building Code, Florida Statutes.



DRC SUBMISSION

**A-6A**

PREVIOUSLY APPROVED  
PLAN - 6TH FLOOR

**CONRAD FORT LAUDERDALE  
BEACH RESORT**  
551 NORTH FORT LAUDERDALE  
BEACH BOULEVARD (A1A)  
FORT LAUDERDALE, FL 33304

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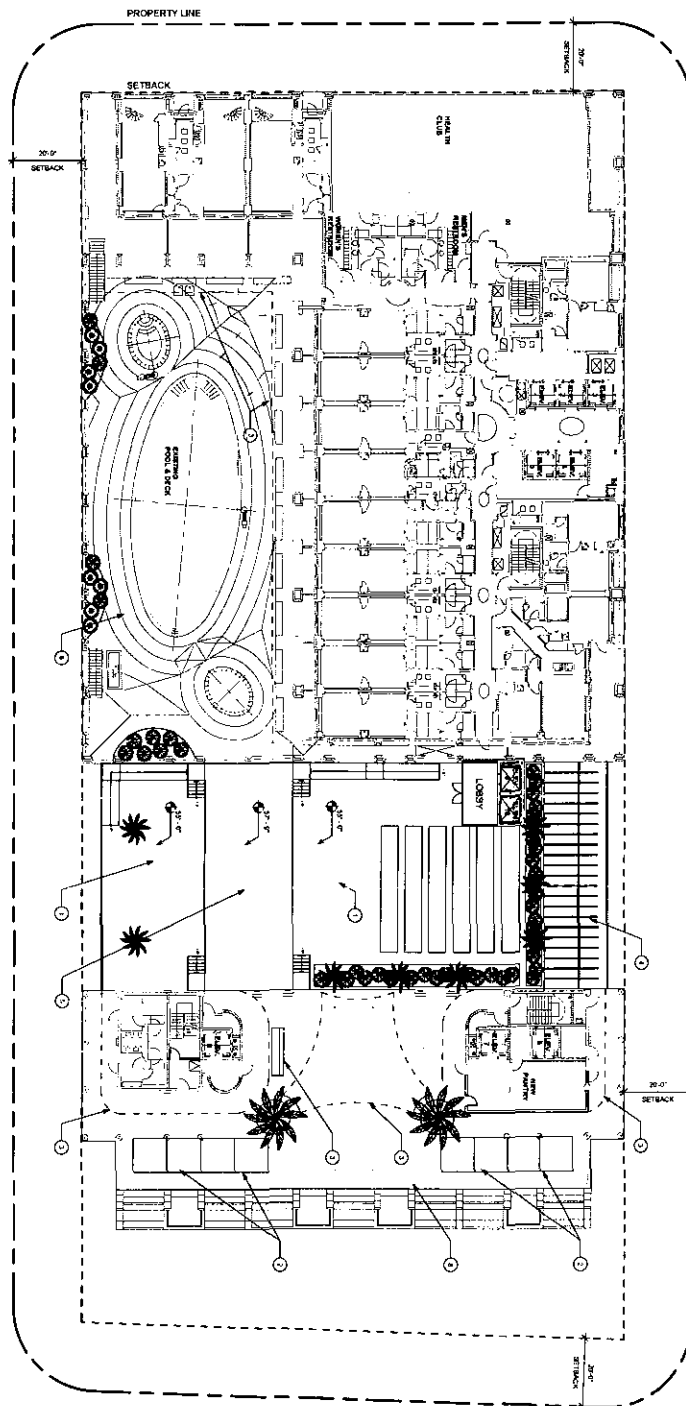
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[www.as2007.com](http://www.as2007.com)

#Rev	Date	By	Description

• **Garlic Strawberry**



- 6TH FLOOR
- 1 NEW AMENITY DECK
  - 2 CABANAS
  - 3 LINE OF NEW TRELLIS / AWNINGS ABOVE FACADE & TRELLIS TO SCREEN MECHANICAL ROOF BELOW
  - 4 NEW PRIVATE
  - 5 RENOVATED POOL DECK
  - 6 RELOCATED POOL BAR
  - 7 REFACE PARAPET WALL WITH GLASS RAILINGS, SEE ELEVATION A-58
  - 8 TOTAL DECK AREA: 27,381 SQFT

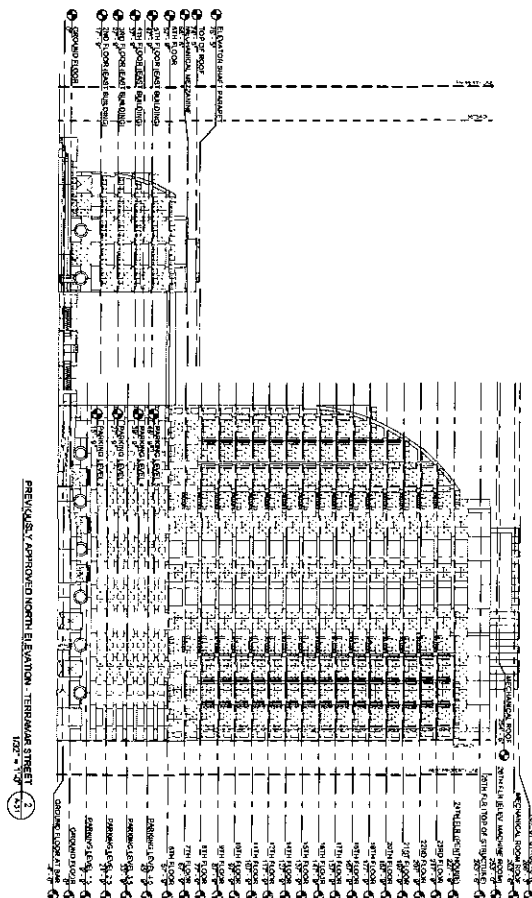
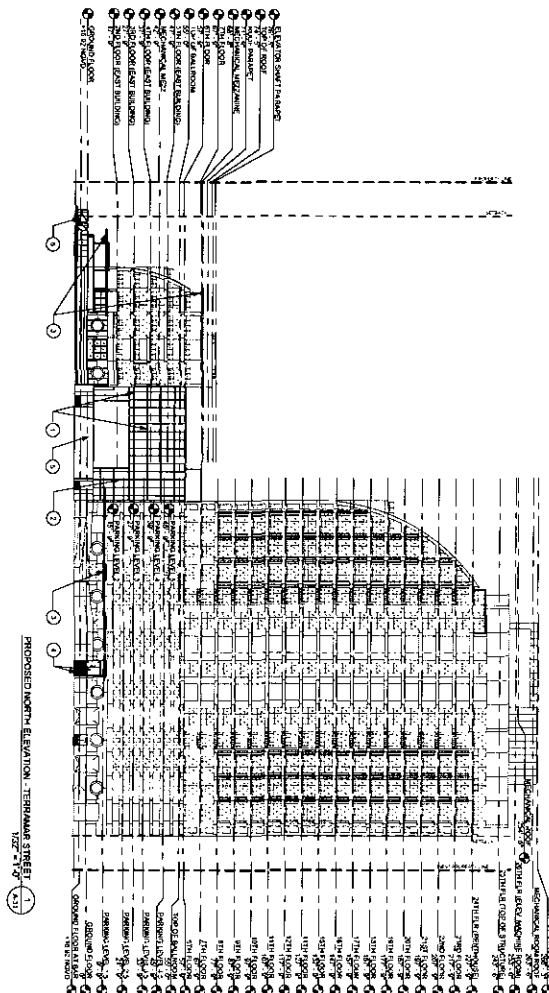
PROPOSED 6TH FLOOR POOL DECK  
11/19/2021

DRC SUBMISSION

<p><b>A-6B</b></p> <p>14-0271</p> <p>Page 7 of 24</p>	<p>PROPOSED PLAN - 6TH FLOOR</p>	<p>CONRAD FORT LAUDERDALE BEACH RESORT</p> <p>551 NORTH FORT LAUDERDALE BEACH BOULEVARD (A1A)</p> <p>FORT LAUDERDALE, FL 33304</p>	<p>CONRAD F.L.B. PARTNERSHIP, LLC</p>	<p>Revision Schedule</p> <table border="1"> <thead> <tr> <th>Rev</th> <th>Date</th> <th>By</th> <th>Description</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>	Rev	Date	By	Description																												
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PREVIOUSLY APPROVED



**TERRAMAR STREET**

- 1 NEW BALLROOM BRIDGE.
- 2 NEW VERTICAL CIRCULATION UP TO BALLROOM.
- 3 NEW CANOPY.
- 4 NEW STOREFRONT AND STAIR CASE.
- 5 REDUCED MASS OF EXISTING PLANTERS.
- 6 NEW ACCESS TO RESTAURANT TERRACE AND ADDED LANDSCAPE TO IMPROVE THE PRODUCTIVITY EXPERIENCE.

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### NORTH ELEVATION COMPARISON

**CONRAD FORT LAUDERDALE  
BEACH RESORT**  
551 NORTH FORT LAUDERDALE  
BEACH BOULEVARD (A1A)  
FORT LAUDERDALE, FL 33304

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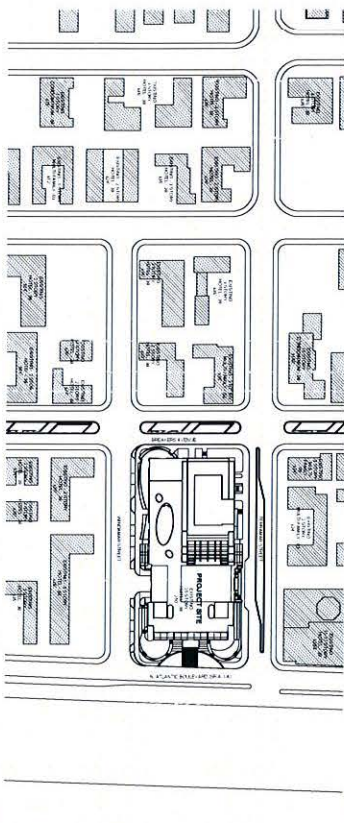
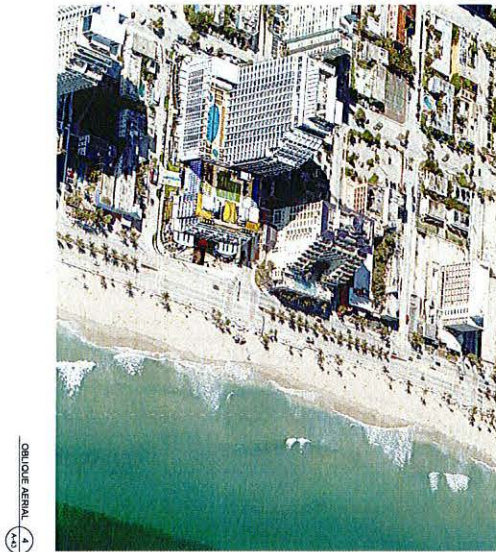
GARCIA STROMBERG

George R. Vossler, Ph.D., is  
Chief Research Officer  
AP 660 Type

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PROJECT NUMBER: 14-0271  
SHEET NUMBER: 14-0271  
**Exhibit "A"**  
**A-43**  
DATE: 12/20/2013  
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### ADDITIONAL RENDERINGS

**PROJECT**  
**CONRAD FORT LAUDERDALE  
BEACH RESORT**  
551 NORTH FORT LAUDERDALE  
BEACH BOULEVARD (A1A)  
FORT LAUDERDALE, FL 33304

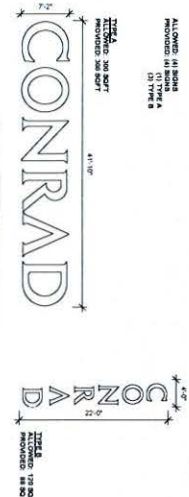
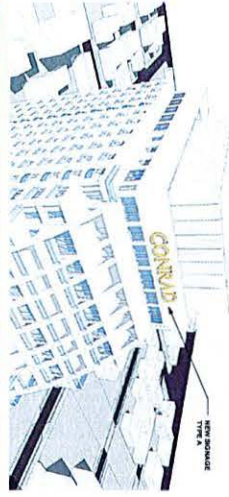
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SIGNAGE 3



DRC SUBMISSION

14-0271  
A44

DETAILS

CONRAD FORT LAUDERDALE BEACH RESORT  
551 NORTH FORT LAUDERDALE BEACH BOULEVARD (A1A)  
FORT LAUDERDALE, FL 33304

CONRAD FLB PARTNERSHIP, LLC

GARCIA STROMBERG

To the best of the architect's or engineer's knowledge, the plans and specifications comply with the applicable minimum building codes and the applicable safety standards as determined by the local authority in accordance with this section and Chapter 633, Florida Statutes.

Revision Schedule			
Rev	Date	By	Description

Garcia Stromberg





EXISTING VIEW N. ATLANTIC BOULEVARD (SR A1A)



EXISTING VIEW CONNER OF WINDAMAR AND N ATLANTIC BOULEVARD



EXISTING VIEW WINDAMAR STREET



EXISTING VIEW CONNER OF BREAKERS AVE AND WINDAMAR STREET



Broward County Aerial Photography



LAND USE MAP 5



AERIAL 7 445

Exhibit "A"  
A-45  
DATE  
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To the best of the architect's or engineer's knowledge, the plans and specifications comply with the applicable minimum building codes and the applicable fire-safety standards as determined by the local authority in accordance with this section and Chapter 633, Florida Statutes.

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Heidi Davis Knapik

**CONRAD FORT LAUDERDALE BEACH RESORT**  
**CASE NO. 75-R-13**  
**Adequacy Criteria – Section 47-25.2**

**This application is for a site plan modification to an already constructed project formerly known as the Trump International Hotel.**

- A. Applicability:** Plans are in accordance with requirements.
- B. Communication Network:** Previously reviewed.
- C. Drainage Facilities:** See civil drawings for Drainage Facilities Compliance.
- D. Environmentally Sensitive Lands:** Not applicable.
- E. Fire Protection:** See architectural and civil drawings for compliance.
- F. Parks and Open Space:** Not applicable.
- G. Police Protection:** Applicant will comply with regulations for adequate Police Protection.
- H. Potable Water Facilities:** The hotel is already utilizing City services.
- I. Sanitary Sewer:** The hotel is already utilizing City services.
- J. Public School Concurrency:** See School Board Final School Capacity Availability Determination, dated November 7, 2013, attached as **Exhibit "A"**.
- K. Solid Waste Facilities:** The hotel is already utilizing City services
- L. Stormwater:** See civil drawings for stormwater compliance.
- M. Transportation Facilities:** See Tinter Traffic, LLC, Traffic General Statement, dated October 24, 2013, attached as **Exhibit "B"**.
- N. Wastewater:** See civil drawings for compliance.
- O. Trash Management Requirements:** Waste Management will be the hotel's trash vendor.
- P. Historic and Archaeological Resources:** Not applicable.
- Q. Hurricane Evacuation:** Previously reviewed and approved. The hotel (i) will not diminish the level of service for the designated hurricane evacuation routes and (ii) will not have a negative impact on the capacity of Broward County's shelters.

**Exhibit "A"**

**14-0271**



By: Heidi Davis Knapik  
Heidi Davis Knapik

**CONRAD FORT LAUDERDALE BEACH RESORT**  
**F/K/A THE TRUMP HOTEL**  
**NEIGHBORHOOD COMPATIBILITY AND**  
**COMMUNITY COMPATIBILITY REQUIREMENTS §47-25.3**

The Applicant, 551 North FLB Marketing, LLC, is requesting a site plan modification to make certain improvements to the already existing structure formerly known as the Trump Hotel. The modifications will significantly improve its appearance and accommodate a new hotel operator, the Conrad Fort Lauderdale Beach Resort (the "Project"). The Trump Hotel, originally approved on March 15, 2001, as amended, was found to satisfy the goals, objectives and policies of the City's Comprehensive Plan, the City's ULDR and the Neighborhood Compatibility and Community Compatibility requirements and criteria pursuant to ULDR Section 47-25.3. The Project continues to satisfy the Comprehensive Plan, the ULDR and the Neighborhood Compatibility and Community Compatibility requirements as set forth below.

**A. NEIGHBORHOOD COMPATIBILITY**

1. **Adequacy Requirements.** See, separate Adequacy statement.
2. **Smoke, odor, emissions of particulate matter and noise.** The Project will not exceed the maximum levels of smoke, odor, emissions of particulate matter and noise as regulated by Chapter 27 of the Code of Broward County.
3. **Design and performance standards.**
  - a. **Lighting.** The Project design will comply with the lighting requirements of this section.
  - b. **Control of appearance.** The Project is a mixed use project with hotel and residential units, which incorporates windows, doors and entrance openings into the design on its facades. The facades contain balconies, awnings, uniform cornice heights and unique architectural features designed by renown architect, Michael Graves. Loading and service facilities will be screened from abutting uses. Rooftop mechanical equipment, stair and elevator towers will be visibly screened from abutting properties.
  - c. **Setback regulations.** The Project complies with the ABA setback regulations.
  - d. **Bufferyard requirements.** N/A
  - e. **Neighborhood compatibility and preservation.** The neighborhood within which the Project is located is a mix of uses.

Exhibit "A"

14-0271

Page 13 of 24



mostly of large resort hotels and businesses within the ABA zoning district. The Project is compatible with the neighborhood and the modifications have been designed to maintain the neighborhood's character. In addition, the design of the building incorporates visually appealing design elements.

B. **COMMUNITY COMPATIBILITY REQUIREMENTS**

1. **BULK-CONTROLS**

- a. **Density.** The Project will consist of 109 residential units and 181 hotel units.
- b. **Floor Area Ratio.** Floor Area Ratio proposed is 4.4, excluding the garage.
- c. **Height.** The height of the structure is 245'. This is not changing.
- d. **Yards.** The yards are as follows:

North (side):	20 feet
South (side):	20 feet
East (front):	52'6" at north
	45'3" at south
West (rear):	20 feet

2. **MASSING GUIDELINES**

- a. **Overall Height.** The existing structure will remain, with the exception of adding a "jewel box" glass sided ballroom between the two structures to create an architectural functional feature which is not a single continuous volume of height. The undulations of the building and varying levels of architectural dimensions and features break up the mass of the facades. With the tower structure and the lower level which will contain a continuous 6<sup>th</sup> floor pool deck, the overall height varies both on the roof and by incorporating recessions and projections along the facades.
- b. **Vertical Plane Moderation.** The modifications designed for The Conrad incorporate various features that break the repetitive moderations such as glass ballroom between the two existing structures, the removal of the heavy, concrete block structures surrounding the building and the 360 degree treatment of the building at the lower levels.
- c. **Facade Treatment.** The Project has incorporated 360 degree exterior facade treatments that enhance the pedestrian environment by incorporating the architectural features into its design. The recessed and interior circular drive will bring vehicular traffic off of AIA, Terramar and Windamar and will not conflict with pedestrian traffic. The removal of concrete block in favor of glass railings, the installation of ornamentation,

and the pedestrian enhanced features such as bicycle racks, benches and awnings, all add special interest and compatibility to public sector site elements.

3. **STREET LEVEL**

a. **Active Use.**

- i. The entire ground floor of The Conrad is designed to emphasize pedestrian scale activity. The first floor frontage along AIA creates a large, active pedestrian plaza experience with a restaurant and minimal interference with vehicular traffic. The main hotel entrance and condominium lobby activates the south elevation and a hotel café will enhance and engage the southwest corner along Breakers Avenue. The west façade provides bicycle racks, benches and a pergola-type architectural feature, where the FPL and mechanical rooms are located. The north side provides some service functions for the hotel as well as a grand pedestrian entrance leading to a glass elevator for the ballroom.
- ii. All furnishings and other elements associated with the active street level uses are designed and will be maintained to enhance the visual and functional quality of the streetscape and will be compatible with public sector site elements.

- b. **Fenestration.** The Project complements and encourages pedestrian scale around the entire building by removing heavy concrete blocks and replacing it with glass balconies and railings, lush landscaping, cafes with open glass areas and water features. Solid walls have been minimized. Reflective surfaces on windows and doors are not utilized, street level windows and doors receive special detailing to add variety to the streetscape.

c. **Arcade.** N/A.

**Trash/Loading Facilities.** The Project will comply with City waste regulations. All building facilities such as trash management and loading/receiving service areas are screened so as not to be visible from the roadways.

4. **OTHER GUIDELINES.**

**Rooftop Design.** The rooftop is an existing structure incorporating a Michael Graves design. The site plan modification will consist of a modified and enhanced 5<sup>th</sup> façade – the pool deck, which is being designed with features which incorporate both structural function and architectural features. The roof is finished with surface materials that do not affect the quality of views from surrounding buildings. All rooftop mechanical

equipment, stair and elevator towers are designed as an integral part of the building's volume and are screened from view.

5. **VEHICULAR CIRCULATION**

- a. **Ingress/Egress.** The main access to the Project is along Windamar. The main entrance includes ingress and egress for residents, visitors and guests. Loading and unloading is located on Terramar.
- b. **Arrival / Drop-off Areas.** The vehicular arrival and drop-off areas are from Windamar. These areas have been designed to allow sufficient room for vehicle stacking, loading, unloading and other main entrance functions. There is no interference with pedestrian entries, which are located the maximum possible distance away from the service and loading areas.
- c. **Parking.**
  - i. The parking provided is consistent with the proposed use as a hotel and condominium and satisfies Section 47-20 of the Unified Land Development Regulations.
  - ii. The Project will consist of valet parking for residents and guests.
  - iii. The ULDR requires that the Project provide 376 parking spaces. The Project will provide 377 parking spaces.
  - iv. Vehicular circulation within the parking areas is internal to the parking facility and public roads are not utilized as part of the parking circulation system. The parking garage driving surface will be treated to prevent tire squealing while turning.
  - v. The Project has an existing internal structured parking garage that complies with street level and covered parking guidelines. The design was found compatible with the neighboring architecture and site elements.

6. **PERIMETER TREATMENTS**

- a. **Screening.**
  - i. All trash handling, loading and equipment storage facilities are screened so as not to be visible from adjoining public corridors and are landscaped to moderate views from surrounding buildings.
  - ii. Mechanical equipment, including handling units, exhaust outlets, transformer boxes and electric switching units will be appropriately screened by landscaping wherever they cannot be concealed within the building volume.

- b. **Paving.** Any paving used will complement the overall fabric of the streetscape and will not dominate the visual experience.
- c. **Landscape.**
  - i. The Project's planting will be consistent with the proposed use and will comply with the requirements of Section 47-21 of the U.L.D.R.
  - ii. Plant material has been selected to fit within a contemporary urban context, acknowledging the limitations of the beach environment, creating a lush tropical environment in keeping with the visual quality of the Beach.
  - iii. Plant massing will be rich in material with special attention given to the ground plane treatment. Color will be used in bold massive statements where appropriate.
  - iv. Landscape design and maintenance will be compatible with the public sector site elements.
- d. **Site Furnishings.** The Project's site furnishings, including benches, water features and bicycle racks, will be compatible with the proposed use, adjacent development and as required by applicable codes. Site furnishings will be designed/located in an organized manner, not haphazardly distributed. Site furnishing design, materials and maintenance will be compatible with public sector site elements.
- e. **Signage.**
  - i. The Project's signage will be consistent with the proposed use and as required under Section 47-12 of the U.L.D.R.
  - ii. The Project's signage will be part of an approved sign package. Signage will be integrated with the Project's architecture and will be designed to improve the pedestrian's orientation to adjoining pedestrian and vehicular circulation systems.
  - iii. The intensity and type of signage illumination will not be offensive to surrounding parcels. The Project's signage style and character is intended to enhance the visual and functional quality of the adjoining public corridor. Signage design materials and maintenance will be compatible with public sector site elements.
- f. **Lighting.**
  - i. The Project's site lighting will be compatible with the proposed use, adjacent development and as required by applicable codes.



- ii. Site lighting, an integral component of the urban streetscape, will be designed/located accordingly. Emphasis will be placed on both nighttime effects of illumination quality and the daytime impact of the light fixtures and appearance.
- iii. Site lighting will be consistent with the theme of the immediate context and will be compatible with the lighting of adjacent parcels. Light distributions will be relatively uniform and appropriate foot-candle levels will be provided for the various uses.
- iv. All exterior spaces will be sufficiently lit to allow police and citizen surveillance, enhance personal security and discourage undesirable activities. Exterior lighting will be controlled by automatic timers or photocells to insure regular activation.
- v. Site lighting which immediately abuts and is readily visible from adjoining public corridors will reflect the fixture style, light source and illumination intensity of adjoining public lighting and provide a cohesive visual and functional transition without interruption.
- vi. The site lighting design, materials and maintenance will be compatible with public sector site elements.
- g. **Utilities.** The power and utility lines are currently underground at the point that they enter the site.
- h. **Site Plan Objectives.** The following site plan objectives have been incorporated into the site plan modification.
  - i. **Usable outdoor spaces.** The Project provides large, usable outdoor plazas, recreational spaces and benches designed to accommodate pedestrians and visitors around the Project.
  - ii. **Pedestrian accessible spaces.** The Project contains pedestrian accessible spaces surrounding the entire project including restaurants, plazas, large sidewalks, park benches and bicycle racks.
- i. **Defensible Space.** Security for the residents and guests is of utmost importance. The Project incorporates secure parking garage entry/exit and elevators, and a protected lobby entrance. In addition, the lighting and landscaping is planned in a manner so as not to obstruct or otherwise inhibit law enforcement's visibility of the property for crime prevention purposes.



GUNSTER

By: 

Heidi Davis Knapik, Agent  
December 12, 2013

**CONRAD FORT LAUDERDALE BEACH RESORT f/k/a TRUMP HOTEL**  
**SITE PLAN MODIFICATION NARRATIVE**

The applicant and current property owner, 551 North FLB Marketing, LLC (the "Applicant"), is requesting a site plan modification to make certain improvements to the structure (the "Project") formerly known as the Trump Hotel located at 551 North Fort Lauderdale Beach Boulevard. The existing structure received original site plan approval by the City Commission on March 15, 2001, and subsequent approvals to accommodate minor site plan modifications. The Trump Hotel, which was designed by renowned architect, Michael Graves, completed construction, but never opened. The structure has remained vacant and closed for several years.

This application is proposing to make minor site plan modifications to the Project to significantly improve its appearance and to accommodate a new hotel operator, the Conrad Fort Lauderdale Beach Resort. The applicant is also proposing to add residential units per Section 47-12.5.B.5.b.iv. The site plan improvements include: (1) the addition of a glass ballroom and meeting facilities within the existing courtyard from the 3<sup>rd</sup> floor up to a height of 55 feet; (2) a revised AIA pedestrian experience to reconfigure terraces, outdoor restaurant spaces and planters; replacing concrete walls with glass; and creating defined plazas; (3) the addition of a hotel café at the southwest corner of the structure with associated awnings and exterior wrap around terrace; and (4) a modified 6<sup>th</sup> floor pool deck with reconfigured hotel pool bar and grille.

The following are the specific ULDR provisions we are requesting in order to accomplish the proposed site plan modifications for the Project:

**1. ADDITION OF RESIDENTIAL UNITS.**

Pursuant to ULDR Section 47-12.5.B.5.b.iv, residential units are permitted uses within the ABA zoning district. The Project satisfies the conditions for permitting residential units in that it will contain 290 total units -- 181 hotel units (60% of total units) and 109 residential units. Additionally, architectural features and street level activities surround the entire structure. The northeast, southeast and southwest portions of the Project (including the ground floor of the eastern / AIA façade) are clad with restaurants, cafes and lounges that wrap around corners and engage the public with internal activation, plazas and outdoor seating areas. Architectural details are featured along all sides of the building facing the streets including, but not limited to, a sculpture-like porte cochere and grand hotel entrance, glass external elevator, nautical themed

**Exhibit "A"**

**14-0271**

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port holes, canopies and colonnades, and plazas. The parking facilities are completely internal and covered by architectural features which minimize visual exposure to vehicles and lighting.

This request requires the following approval:

A. **Request for Residential Units in the ABA** pursuant to the City's Unified Land Development Regulations ("ULDR") Section 47-12.5.B.5.b.iv; and

B. **Site Plan Modification** - Pursuant to ULDR Sections 47-24.2.A.5 (Amendments to Site Plans) and 47-24.2.A.3.d. (Site Plan Level IV City Commission review), the Applicant is requesting a site plan modification to enhance the street level activities, architectural details and uses that surround the Project, including the restaurants, lounges and plazas. Additionally, concrete planters and terraces will be replaced with glass balconies and railings to break up the mass of the existing structure. The sixth floor pool deck, bar and grill will be reconfigured and additional space added (upon the construction of the ballroom) to add additional lounge areas.

## **2. ADDITION OF BALLROOM AND MEETING FACILITIES**

The Applicant is proposing to enclose the current courtyard area at the 3<sup>rd</sup> floor level up to a height of 55 feet to install a beautiful glass, "jewel box" ballroom and meeting room facilities. This new ballroom space will contain glass on the north and south sides, allowing light to penetrate the ballroom and create a visual enhancement that breaks up the mass of the building. The addition of the ballroom adds Floor Area Ratio ("FAR") to the Project. The previously approved FAR was 4.0. With the ballroom, the proposed FAR would be 4.4. Because the former Trump Hotel structure is already constructed, the increase in FAR within the courtyard area at the third floor up only 55 feet does not affect the structure, footprint or overall height of the building, merely the habitable space at the third level within the existing shell.

This request requires the following approvals:

A. **Site Plan Modification** - Pursuant to the City's Unified Land Development Regulations ("ULDR") Sections 47-24.2.A.5 (Amendments to Site Plans) and 47-24.2.A.3.d. (Site Plan Level IV City Commission review), the Applicant is requesting a site plan modification to add additional ballroom space and meeting facilities. Because of the changes proposed, the site plan modification is to be reviewed as a Site Plan Level IV.

B. **Request for Application of Prior Zoning Regulation** - Pursuant to ULDR Section 47-26.A.1.1, the Applicant is making a Request for Application of Prior Zoning Regulation to increase the FAR and use the bonus points to comply with the ULDR regulations at the time the Trump was approved on March 15, 2001. This provision allows an applicant to make a change to an approved development which does not comply with a new zoning regulation and was not considered as part of the approved request, if it is considered as a new request and reviewed pursuant to Section 47-26.A.1. Specifically, Section 47-26.A.1.1 provides "a change to an approved development which is not permitted based on the application of a new zoning regulation which was not considered as part of an approved request shall be considered as a new request and reviewed in accordance with the provision of this section" [Section 47-26.A].

Because the base FAR was approved in 2001 without using any of the permitted bonus points on the Design Compatibility and Community Character Scale (the "Design Scale") per ULDR Section 47-12.5.B.3 and 47-12.5.B.6, we are requesting to use the bonus points based on the superior design and redesign of the Project that were available at the time the Project was originally approved. *See, Paragraph 4 below.*

C. **Request for Increase of Building Length** -- Pursuant to ULDR Section 47-12.5.B.8, the maximum length of a structure shall be 200 feet. However, a greater dimension of a structure in the east/west direction only for the portion of a structure up to 55 feet in height may be approved pursuant to a Site Plan Level IV review and only if the structure does not exceed 250 feet in height. The addition of the glass ballroom structure located between the two existing structures increases the length of the Project to 320'-2". The request satisfies the criteria for increasing the length as the new ballroom structure is not greater than 55 feet in height and the overall height of the Project does not exceed 250 feet (height of structure is 245 feet).

The intent of the code provision is to break up structures and minimize the mass of buildings. The existing Trump Hotel, although technically has two separate structures (the tower and the smaller eastern structure) connected by pedestrian walkways at the 6<sup>th</sup> floor level, is perceived to be one building mass. The modified design for the Conrad Fort Lauderdale Beach Resort increases the length of the structure, but does not increase the perceived mass of the structure. In fact, the addition of the glass ballroom at the 3<sup>rd</sup> floor level up to a height of 55 feet is a significant architectural feature that allows air to flow completely through the building at the hotel and condominium vehicular entrances and light to shine through the glass ballroom.

### 3. **POOL DECK MODIFICATIONS.**

Upon the construction of the ballroom, the roof will be converted to pool deck and lounge space, which will allow a seamless connection from the pool which is located at the southwest corner of the tower building to the lounge area at the eastern side of the Project. This modification will greatly enhance the "5<sup>th</sup> façade" - the roof/pool deck - improving the views from this level and activating these spaces which overlook A1A and the surrounding streets. The improvements will greatly improve the architectural details of the hotel. Removing the solid walls and solid parapets around the Project and along A1A and replacing them with glass balconies and railings will reduce the bulk and mass of the structure.

This request requires the following approval:

**Site Plan Modification** - Pursuant to ULDR Section 47-24.2.A.5 (Amendments to Site Plans), the Applicant is requesting to modify the existing site plan to reconfigure and significantly enhance the 6<sup>th</sup> floor pool deck and lounge area. A redesigned pool bar and grill as well as shade structures, lawn areas and glass railings (instead of concrete walls) will be incorporated as part of the revised 6<sup>th</sup> floor site plan. These changes to the pool deck and façade will greatly enhance the building's appearance and functionality and reduce the bulk and mass of the structure.



4. **FAR INCREASE AND BONUS POINTS.** The Trump Hotel was originally approved in 2001 with a FAR of 4.0, without using any of the permitted bonus points on the Design Scale per ULDR Section 47-12.5.B.3 and 47-12.5.B.6. The Applicant is requesting to use the bonus points that were not used previously in order to add the glass ballroom space and meeting facilities, based on the Project's superior design and redesign.

The ULDR allows for certain FAR bonuses depending on how many points are awarded to a project based on the Design Scale. A total of 14 points are available, with a maximum FAR increase / bonus of 20%. However, the Applicant is requesting only a 10% FAR increase, which is only 7 points on the Design Scale. We believe that the Project is of such exceptional quality, architectural significance and public benefit that it merits more than 7 points (*see, below*). The following is each of the criteria with the corresponding points, accompanied by an explanation of how the Project thoroughly addresses each criterion:

i. **Distinctive design that reflects positively on the overall character of the City: one (1) point.** The Project is a beautiful oceanfront resort with a unique, yet timeless design that once open, will be a tremendous asset to the City. The original Trump Hotel was designed by internationally renowned architect, Michael Graves, who put his stamp and iconic architectural signature on Fort Lauderdale beach. The design and site plan modifications proposed reflect the character of the City including its nautical themes and streamlined forms, and incorporate elements into the design such as port holes, curvilinear upper portions and glass ballrooms and railings which are evocative of ocean liners and cruise ships. The revisions will replace the bulky concrete walls with glass balconies and railings, so that guests and visitors can enjoy the beautiful views of Fort Lauderdale beach. The Project's openness to pedestrian access, its discretely positioned tower, and its active ground-floor uses enhance the City's pedestrian-friendly character.

ii. **Architectural character that reflects a particular sensitivity to the history and culture of South Florida: one (1) point.** As mentioned above, the Project was designed by architect, Michael Graves, with South Florida and Fort Lauderdale, the boating capital of the world in mind. In a statement made about the design of the structure, Mr. Graves stated that he ". . . Recalls the streamlined forms of early 20th century ocean liners, a reference to the hotel's oceanfront location . . ." [www.michaelgraves.com](http://www.michaelgraves.com). The original design and the proposed modifications include many features inspired by South Florida's history as an ocean-front resort destination. The Project contains several architectural elements resembling a cruise ship including the port holes, the glass ballroom and curvilinear "decks". The hotel and enlarged plaza areas as well as the redesigned western façade along Breakers promotes the resort culture of Fort Lauderdale and provides a greater attention with active uses and architectural details for the neighbors to the west.

iii. **Color and composition that reflects the natural colors and composition of South Florida: one (1) point.** The Project will be painted white with blue trim to reflect the natural colors and composition of South Florida – the clouds, sky and ocean. With the site plan modifications being proposed, the composition or massing of the Project minimizes its impact and maximizes its openness so that neighbors, hotel guests and residents alike can enjoy the sun and sand and the natural beauty that defines south Florida.

iv. **Architectural design that represents a deviation from "sameness": one (1) point.** The Project is unlike anything on Fort Lauderdale Beach; the quality and thoughtfulness of its design by Michael Graves is unmatched. However, the Project's proposed modifications only add to the superior architectural design. The building is designed with a generous setback from A1A, which activates the pedestrian corridor with the addition of the restaurant space and outdoor eating areas and plazas. With the addition of the glass, "jewel box" ballroom and incorporating additional amenities and first floor active uses, the Project has a 360-degree design that is beautiful and contextual from all sides. The Project will also incorporate a sculptural design element at the south facade projecting a grand entrance and an interesting focal point. The modifications also will include a hotel corner café on the southwest corner along Breakers Avenue with awning elements and architectural features that activate the western façade, unlike no other project currently on the Beach.

v. **Building orientation that relieves the monotony of building massing and scale along A1A: one (1) point.** The Project's tower is oriented toward the western portion of the property and a 5-story, low scale building is oriented toward the eastern portion of the property, but set back 50 feet from A1A. With its curved upper portions, the replacement of the concrete walls and parapets with glass railings and balconies, the Project does not crowd or loom over A1A. With its generous sidewalks, plazas, space for outdoor seating and an open and inviting arcade, the Project's orientation considerably relieves the monotony of building massing and scale and does not create a "canyon effect" along A1A.

vi. **Accessible pedestrian spaces that are integrated into public pedestrian spaces and corridors along A1A: one (1) to three (3) points depending on the area of the pedestrian area according to the following: a) Up to five thousand (5,000) square feet of pedestrian area: one (1) point; and b) Greater than five thousand (5,000) square feet of pedestrian area: one-tenth (0.1) point for each additional two thousand (2,000) square feet of pedestrian area above five thousand (5,000) square feet up to a maximum of two (2) points.** The Project has incorporated over 9,500 square feet of accessible pedestrian space that is integrated into public pedestrian spaces and corridors along A1A, providing a maximum of 1.25 points based on the Design Scale's formula of 1 point for the first 5,000 square feet of pedestrian area and 0.1 point for each 2,000 square feet up to a maximum of 2 points. The proposed improvements include a raised terrace of 6,000 square feet, as well as a street level plaza along A1A which is 3,500 square feet.

vii. **Distinctive public facilities that contribute to the destination resort character of the central beach area including plazas, courtyards and parks: one-tenth (0.1) point for each one thousand (1,000) square feet of distinctive public facilities up to a maximum of two (2) points.** The Project incorporates distinctive public facilities including expansive public plazas, courtyards and landscaping for the public at large. The Project devotes 3,500 square feet to distinctive public facilities providing a maximum of 0.35 points based on the Design Scale's formula of 0.1 point for each 1,000 square feet of distinctive public facilities.

viii. **Lot aggregation: one-tenth (0.1) point for each one thousand (1,000) square feet of land area proposed for development above twenty-five thousand (25,000) square feet up to a maximum of two (2) points.** The Project contains 79,904 square feet of land area proposed for development. Based on the formula, the Project has 54,904 square feet of land area above

25,000 square feet, which equates to 5.5 bonus points on the scale. However, the maximum number of points which can be counted for this item is 2 points. Eight separate lots and a vacation of a utility easement were aggregated into one unified block for the Project.

ix. **Consolidation of previously parcelized land:** five-tenths (0.5) point for each five thousand (5,000) square feet of land that is assembled into the parcel of land proposed for development up to a maximum of two (2) points. The Project consolidates the previously parcelized land into one parcel consisting of 79,904 square feet. Based on the formula, and on the eight separate lots consolidated, we achieve the maximum number of points which can be counted for this item - 2 points.

**SUMMARY OF FAR BONUS POINTS:**

1.	Distinctive Design:	1 point
2.	Architectural Character:	1 point
3.	Color and Composition:	1 point
4.	Deviation from Sameness:	1 point
5.	Building Orientation:	1 point
6.	Accessible Pedestrian Spaces:	1.25 points
7.	Distinctive Public Facilities:	0.35 points
8.	Lot Aggregation:	2 points
9.	Consolidation of Parcelized Land:	2 points
TOTAL:		10.6 POINTS*

\* Project only needs 7 total points.