

JORDANA L. JARJURA  
(954) 765-2922  
email: [jlj@trippscott.com](mailto:jlj@trippscott.com)

STEPHANIE J. TOOTHAKER  
(954) 765-2905  
email: [sjt@trippscott.com](mailto:sjt@trippscott.com)

AUGUST 25, 2015

**VIA HAND DELIVERY**

PLANNING AND ZONING BOARD  
CITY OF FORT LAUDERDALE  
700 N.W. 19<sup>TH</sup> AVE  
FORT LAUDERDALE, FL 33311

***Re: OTO Development/ AC Hotel (Case No. R15013)  
Site Plan Level IV PZB Application – Justification Narrative***

Dear Members of the Planning and Zoning Board:

OTO Development (“Applicant”) is requesting a Site Plan Level IV approval for a 10-story, 175-room hotel under the AC Hotel flag on roughly three-quarters of an acre on the north side of Alhambra Street (hereafter referred to as “AC Hotel” or “the Project”). The proposed limited-service, boutique hotel will be conveniently located in close proximity to Port Everglades and the cruise terminal. The hotel does not include destination resort uses, but does include some accessory uses for hotel guests in its lobby such as a breakfast café, lobby lounge, fitness room, and a small swimming pool with a 6,000 square foot public plaza that incorporates environmentally sustainable design elements and public art.

The architecture is a direct reflection of its urban and environmental surroundings. The overall building concept is about kinetics, light and movement seen in the natural environment, and undulating patterns visible all around in this region. The project is designed to pay respect to the historic use of patterned Brise Soleil elements with modern materials and deep/recessed openings creating varying shade and shadow patterns.

The Project is intended to meet the goals of the Central Beach Revitalization Plan “to enhance the **resort image of Fort Lauderdale beach** as a place for tourists and conference groups” and “to enhance the unique characteristics of the beach in order to **effectively compete with other resorts.**” *Part 1 Goals, subsection (a), pages 6-8; 1988 City Central Beach Revitalization Plan (emphasis added). See Sheet SP-1 for the site plan, Sheet G1-001 and Sheets LC 4.01 – LC 6.02 for illustrative elevations and renderings of the Project.*

**I. PROPERTY DESCRIPTION**

The Project is proposed on three separate parcels delineated in the aerials below (hereinafter referred to collectively as the “Property” because all relevant land use and zoning designations apply to all three parcels). The first is located at 3029 Alhambra Street (“3029 Alhambra”), the second is located at 3021 Alhambra Street (“3021 Alhambra”) and the third is located at 3017 Alhambra Street (“3017

Alhambra”). See attached plans for surveys of the Property as well as Sheet LC 0.00 for photos of the Property and area.

3029 Alhambra is a roughly .287-acre site (12,500 square feet) generally located on the north side of Alhambra Street and west of North Atlantic Boulevard (Folio No. 5042-1210-0720). The site is currently vacant.



3021 Alhambra is a roughly .287-acre site (12,500 square feet) generally located on the north side of Alhambra Street and west of North Atlantic Boulevard (Folio No. 5042-1210-0730). The Alhambra Beach Resort (a 2-story, 12-room hotel) is the existing use of this parcel.



3017 Alhambra is a roughly .14-acre site (6,250 square feet) generally located on the north side of Alhambra Street and west of North Atlantic Boulevard (Folio No. 5042-1210-0740). There is an existing 2-story, multi-family residential building on this site.



The three parcels combined result in a .71 acre site (cumulative 31,250 square feet).

The surrounding properties are made up of a mix of multi-family and hotel buildings ranging in height from two to sixteen stories.

Directly east of the Property is the Casablanca Café, located at 3049 Alhambra Street. The restaurant was originally constructed in 1927 as a single-family residence and then went through significant renovations in the 1990's to convert to the current restaurant use. North of the Casablanca restaurant site is a 4-story, 18-unit hotel (40') building known as Snooze which was built in 1951.

West of the 3017 Alhambra parcel are two 2-story, 6-unit multi-family (20') buildings, located at 3007 and 3005 Alhambra Street respectively. Both of these structures were built in 1959. The two structures mirror each other in style, architectural features and lay-out and are under the same ownership.

At 3001 Alhambra Street is a 3-story, 4-unit multi-family (35') building with a commercial unit on the ground floor. This building sits at the northeast corner of Alhambra Street and North Birch Road and was built in 2005.

North of the 3001 site, along Seville Street are several 2 and 3-story multi-family (20' – 30') buildings as well as a surface parking lot at the southeast corner of Seville Street and North Birch Road. At the southwest corner of Seville Street and A1A is the 16-story (160') Seasons Condominium, which is located at 209 N. Fort Lauderdale Beach Blvd and built in 1982.

Along the south side of Alhambra Street and directly across from 3021 Alhambra are City-owned properties – specifically, Lots 8 through 19, Block 5, LAUDER DEL MAR 7-30 B. The City lots are currently used for a surface parking lot. The Beach Master Plan has identified these lots for either a public parking garage or a mixed-use hotel development. To the east of the City-owned properties is the Casa Alhambra, a 2-story, 20-unit multi-family building located at 3026 Alhambra Street.

As shown in the City of Fort Lauderdale's 2008 DRAFT Central Beach Inventory List, the block includes a variety of architectural styles ranging from Art Deco, Vernacular, Mid-Century Modern and Mediterranean Revival, Tropical Modern and even Greek Revival. The block is made up of a mix of architectural styles and housing types and not one style of the many styles listed in the City's Historic Preservation Design Guidelines is prevalent here.

## **II. CONSISTENCY WITH THE COMPREHENSIVE PLAN, UNIFIED LAND DEVELOPMENT CODE ("ULDR") AND THE PERTINENT MASTER PLANS**

### **A. Proposed Use**

The Property has an underlying land use designation of Central Beach Regional Activity Center (CB- RAC), is located in the City's Central Beach Revitalization Area<sup>1</sup> and is zoned A-1-A Beachfront Area (ABA). *Attached as part of the site plan submittal is the City Zoning Map and the City Future Land Use Map.*

The CB-RAC land use has been the applicable Future Land Use designation for the Property for more than 25 years. The 1990 land use designation was changed from residential and recreation and open space to CB-RAC "in order to encourage private sector redevelopment/revitalization efforts in a 262-acre area, primarily commercial in nature." *Vol. 1 – Future Land Use Element, Pages 2-12; City Comprehensive Plan (Ordinance C-08-18).* The goal was to create **"a center of regional tourist activity."** *Vol. 1 – Future Land Use Element, Page 59; City Comprehensive Plan (Ordinance C-08-18) (emphasis added).*

The City adopted the CB-RAC in its Future Land Use Element, which establishes the regulatory basis for the land development regulations that apply to the Central Beach, including the ABA zoning district. *Vol. 1 – Future Land Use Element, Pages 2-59; City Comprehensive Plan (Ordinance C-08-18).*

---

<sup>1</sup> The south side of Alhambra Street is with the Central Beach Community Redevelopment Area. The north side (where the Property is located) is within the Central Beach Revitalization Area.

The CB-RAC requires that development in the Central Beach is consistent with the Central Beach Revitalization Plan. *Vol. 1 – Future Land Use Element, Pages 2-12; City Comprehensive Plan (Ordinance C-08-18).*

The City's Central Beach Revitalization Plan states that the ABA is intended as a mixed-use area, predominated by hotel uses. The goals of the Revitalization Plan are "to enhance the **resort image of Fort Lauderdale beach** as a place for tourists and conference groups" and "to enhance the unique characteristics of the beach in order to **effectively compete with other resorts.**" *Part 1 Goals, subsection (a), pages 6-8; 1988 City Central Beach Revitalization Plan (emphasis added).*

"Consideration shall be given to the recommendations of the adopted neighborhood master plan in which the proposed development is to be located, or which it abuts." *Sec. 47-25.3.A.3.e.i.b; ULDR.* The Property is located in the Central Beach Revitalization Area and abuts the Central Beach Community Redevelopment Area. City Staff has taken the position that the draft Central Beach Master Plan is intended to take the place of previous plans for the Central Beach area and accordingly City Staff reviews projects pursuant to the Beach Master Plan's design guidelines.

Pursuant to the Beach Master Plan, the "intent of the Mid Beach Area is envisioned as a residential and hotel area transitioning from the more dense core Central Beach Entertainment Area to the less dense North Beach neighborhood." The Beach Master Plan speaks at length at to "improvements to the public realm" which can "contribute significantly to enhancing the pedestrian environment." It is important to note that the Beach Master Plan identifies as a design alternative for the City-owned parcels across from the Property "a 10 floor 350 room hotel, with 500 parking spaces" *See Central Beach Master Plan.* The Plan goes on to state that "[t]he 10 floor hotel building set back from A1A and the north side of the parcel would not create a shadow on the beach." *See Central Beach Master Plan.*

Both Plans re-state the purpose of the ABA zoning district:

[E]stablished for the purpose of **promoting high quality destination resort uses** that reflect the desired character and quality of the Fort Lauderdale beach and improvements along A-1-A. The district is intended as a means of providing incentives for quality development and redevelopment along a segment of A-1-A and to ensure that such development is **responsive to the character, design and planned improvements as described in the revitalization plan.** *Sec. 47-12.2.A.2; ULDR (emphasis added).*

The Central Beach Master Plan also re-states the dimensional requirements for the Property and permitted uses outlined by the ULDR. *Central Beach Master Plan.*

**Hotels are permitted uses in the ABA zoning district** and are automatically classified as a Site Plan Level IV Development. *Sec. 47-12.5.B.5.a.i; ULDR; see also Central Beach Master Plan.*

Again, the desired development of the Property is for a 175-room, 10-story (107.2 feet) AC Hotel with a breakfast café, lounge/bar area, small swimming pool with a 6,000 square foot public plaza that incorporates environmentally sustainable design elements and public art.

AC Hotel is joint venture, which combines AC founder Antonio Catalán's design aesthetic with Marriott's global distribution system, is the first select-service brand Marriott has launched in the U.S. in 15 years, which speaks volumes as to Marriott's faith in the hotel flag. Well established in Europe, AC

Hotels by Marriott, which has a footprint of 79 properties in Spain, Italy, Portugal and France, launched in the U.S. last November in New Orleans. It is primarily an upscale business hotel brand in the select service category, with an approachable average daily rate and a design mission defined as “European-inspired classic modernism.” Rooms are tech-need oriented with a focus on the public space with a bistro and bar as well as a curated collection of locally sourced art that gives the setting of a trendy art house or museum rather than a business hotel.

**Accordingly, the Project is consistent with the City Comprehensive Plan/Future Land Use Element, the 1988 Central Beach Revitalization Plan, the Central Beach Master Plan and the ABA zoning district.**

### **B. Proposed Design**

The Project is compatible with the surrounding community and is the exact use desired in the City Comprehensive Plan/Future Land Use Element, the 1988 Central Beach Revitalization Plan, the Beach Master Plan and the ABA zoning district. The dynamic design of the Project will significantly improve the overall character and integrity of the neighborhood including improving the northern side of Alhambra’s streetscape which is just outside the Beach CRA.

The Project is being designed to be environmentally responsible, incorporating several green techniques and will pursue LEED certification (i.e. sustainable sites, water efficiency, energy and atmosphere, etc.).

The Project is designed to respect and respond to its surroundings at the street and pedestrian level by creating an approximately 6,000 square foot large, public, urban plaza along Alhambra from the Casablanca restaurant toward the West, connecting and activating the East/West corridor and promoting public interaction with multiple sitting areas and shaded landscaped garden zones where what is now all back out parking. The Project’s use will promote a public interaction with the ground level lobby bar/lounge, with both indoor and outdoor gathering areas, along with possible art installations highlighting the history of the area. The streetscape can help to reactivate and inspire the entire pedestrian experience in this area. Importantly, this new streetscape will greatly improve this street which is devoid of public facilities and currently boasts back-out parking. The southeast side and the east end of Alhambra is part of the Beach CRA master plan public improvements. The north side of Alhambra is not in the Beach CRA and this proposal gives the opportunity to improve for the public realm a significant portion of the block. *See Sheets LC 2.01, LC 3.01, LC 3.02, LC 4.01, LC 5.01, LC 5.02, LC 5.03, and LC 5.04.*

The site design provides several other unique features like a possible shared service/trash/recycling area (screened from the street) with the adjoining neighbors, keeping back of house elements in collective areas, a covered vehicle arrival court on the West side of the building (which will pull vehicles off of the road reducing traffic impact), a hidden ramp with a secured entry along the North side, keeping all vehicle parking areas above grade within the valet parking garage, and 30-foot side and 20-foot rear setbacks for densely landscaped buffer areas. These design elements all serve to mitigate any impact to the existing neighborhood and further to improve upon existing inefficiencies and impacts. *See Sheets SP-1, A-1.01-1, LC 2.01, LC 3.01, LP 1.01, and LP 1.02.*

Another building feature is the garage screening concept that is completely integrated into the overall building design. The variations in the screening openings and the undulations of the panel designs coupled with its merging into the ground level architecture, forces user interaction with the

building's skin. This design encased by the lush foliage, will have a multitude of shade and shadow patterns during the day and lighting patterns in the evening. This design serves to create a building that appears to be in constant motion. *See Sheets A-2.00, A-2.01-2, A-2.02-2, LC 5.01, LC 5.02, LC 5.03, and LC 5.04.*

Many sustainable strategies are being implemented to create a space that enhances the function and usability for both hotel users and the general public, while at the same time being environmentally sensitive. Constructed Wetlands and Rain Gardens along the streetscape and pedestrian plaza provide an innovative method of managing and filtering storm water on the site. This, in conjunction with the use of native plant species and materials, creates a living habitat for local birds, butterflies and insects. Efficient irrigation methods, including drip irrigation and appropriate zoning based on plant type/ water use will be employed to reduce water loss through evapotranspiration and overwatering. *See Sustainability Diagram on Sheet LC 3.02.*

Silva cells are being incorporated beneath the paving along the streetscape and pedestrian walks to provide a structural soil system, prevent compaction and allow the trees to grow and thrive in an otherwise harsh condition. *See Details on Sheet LS 3.02.* Planting of shade trees along this streetscape and along drive aisles, in addition to the use of high-albedo paving materials, helps to reduce the impact of the Urban Heat Island effect. *See Sheets LC 3.02 and LC 4.01.*

Walkability is an important consideration in the design of this streetscape and pedestrian plaza zones in front of the building. Providing visually distinct crosswalks and a public sidewalk across the property encourages pedestrian connection along Alhambra Street. Further, allowing the exterior plaza spaces to be accessed by the general public rather than closing the space off for hotel users only is intended to encourage activity throughout the space. *See Sheets LC 2.01, LC 3.01, LC 3.02, LC 4.01, LC 5.01, LC 5.02, LC 5.03, and LC 5.04.*

Art will be integrated into the landscape and plaza zones in order to enhance the pedestrian experience and activate the public areas. In doing so, art may also be used as an avenue to celebrate the history of the property and tell its story, or provide an opportunity for education. This is also consistent with the AC Hotel brand. *See Sheet LC 3.01.*

**An analysis addressing each of the pertinent land use and zoning regulations is below.**

**i. ULDR**

In terms of the City development review, the Property and the proposed development are subject to the following sections of the ULDR:

1. Sec. 47-12.4 Central Beach District Requirements
2. Sec. 47-12.5.B District Requirements and Limitations ABA Zoning District
3. Sec. 47-12.6 Central Beach Development Design Criteria
4. Sec. 47-24.2 Site Plan Development Permits
5. Sec. 47-25.2 Adequacy Requirements
6. Sec. 47-25.3 Neighborhood Compatibility Requirements
7. Sec. 47-20 Parking and Loading Requirements
8. Sec. 47-21 Landscape and Tree Preservation

### ***1. Site Plan Level IV***

As explained in further detail in Section B below, the Project is subject to a Site Plan Level IV review. As a Site Plan Level IV development, the proposed development will be reviewed by (i) Department of Sustainable Development – Urban Design and Planning (hereafter “City Staff”), (ii) the Development Review Committee (“DRC”), (iii) the Planning and Zoning Board and (iv) the City Commission. *Sec. 47-24.2.A.3.d; ULDR.*

During a regular public meeting, the Planning and Zoning board shall consider the application, the record, the recommendations forwarded by City staff and DRC, and shall hear public comment on the application. *Sec. 47-24.2.A.3.d.iv.; ULDR.* After which, the Planning and Zoning Board shall determine “whether the proposed development or use meets the standards and requirements of the ULDR and criteria for site plan level IV development and shall forward its recommendation to the City Commission.” *Sec. 47-24.2.A.3.d.v.; ULDR.*

The City Commission, during a quasi-judicial public hearing, shall then consider the application, the record below, the recommendations forwarded by City Staff, DRC and the Planning and Zoning Board, and public comment on the application. *Sec. 47-24.2.A.3.d.iv; ULDR.* If the City Commission determines that the proposed development meets the standards and requirements of the ULDR and the Site Plan Level IV criteria, they shall approve or approve with conditions. *Sec. 47-24.2.A.3.d.vi; ULDR.* If the City Commission determines that the proposed development or use does not meet the standards, requirements and criteria, they shall deny the application. *Sec. 47-24.2.A.3.d.vi; ULDR.*

If the Commission approves the development, the application shall then be returned to the DRC for final review (“Final DRC”) and approval to ensure that any and all conditions for approval are incorporated into the final approved site plan. *Sec. 47-24.2.A.3.d.vii; ULDR.*

OTO submitted its DRC Application to the City on February 13, 2015. The DRC Application was reviewed by the City of Fort Lauderdale’s Development Review Committee on March 10, 2015 where the City provided comments. OTO submitted a DRC response letter to these comments along with revised plans to DRC on July 23, 2014 and has received pre-P&Z DRC sign-off. Additionally, and discussed more fully below, pursuant to the City’s Public Participation Ordinance, the revised site plan was presented to the Central Beach Alliance (“CBA”) on June 3, 2015. The CBA membership voted in favor of the site plan by a majority vote (93 to 60).

### ***2. Dimensional Criteria***

<b>Dimensional Data</b>	<b>Required</b>	<b>Proposed</b>
<i>Lot Size (SF/Acreage)</i>	NA	31,250/.72 acres
<i>Lot Density</i>	NA	NA
<i>Lot Width</i>	NA	250 feet
<i>Height (Feet)</i>	200 feet/240 feet with bonus	107.2 feet (10-stories)

<i>Structure Length</i>	200 feet	189.9 feet
<i>FAR</i>	4/4.8 with bonus	3.97
<i>Lot Coverage</i>	NA	35%
<i>Open Space</i>	NA	9,217 square feet (29%)
<i>Landscape Area</i>	NA	7,743 square feet (25%)
<i>Parking Spaces</i>	117.25	117

See Sheet SP-1.

*a. Height*

No structure shall exceed two hundred (200) feet in height. *Sec. 47-12.5.B.2.a.ii; ULDR.* A developer may exceed the maximum height requirement up to 240 feet in height which request shall be reviewed pursuant to a design compatibility and community scale. *Secs. 47-12.5.B.2.b, 47-12.5.B.2.c and 47-12.5.B.6.a; ULDR.* This height bonus program is only available as a part of a beach development permit for a development of significant impact. *Sec. 47-12.5.B.6.b; ULDR.*

The Project is for a 10-story (107.2 feet) hotel. This height is well below the 240 feet maximum height permitted for the ABA zoning district.

*b. Setbacks*

No structure shall be constructed, remodeled or reconstructed so that any part of the structure is located within 20 feet of the proposed public right-of-way along A-1-A as shown in the revitalization plan, and within 20 feet of any other public right-of-way, unless the development or redevelopment of the structure is approved as if it were a development of significant impact. *Sec. 47-12.5.B.1.a; ULDR.* Yards not abutting a public right-of-way must have a minimum side yard setback of 10 feet and a minimum rear yard of 20 feet. *Sec. 47-12.5.B.1.b; ULDR.* The side and rear yard setbacks are minimums. Unless otherwise approved as a development of significant impact, in no case shall the yard setback requirements be less than an amount equal to one-half the height of the building when this is greater than the above minimums. *Sec. 47-12.5.B.1.c; ULDR.*

<b>Dimensional Data</b>	<b>Minimum Required*</b>	<b>Required*</b>	<b>Proposed</b>	<b>Balcony</b>
<i>Front Setback (South)</i>	20 feet	20 feet	20 feet	(13.8' on floor 9)
<i>Side Setback (East)</i>	10 feet	½ height = 53.5	30 feet	(25.6' on floor 8)
<i>Side Setback (West)</i>	10 feet	½ height = 53.5	30 feet	(25.9' on floor 9)
<i>Rear Setback (North)</i>	20 feet	½ height = 53.5	20 feet	(18.1' on floor 9)

The Project will require a modification to the setback requirements for the ABA zoning district. In order to apply for the modification to the setback requirements, the Project must be approved as a development of significant impact. A development of significant impact is approved through a Site Plan



Level IV review process. Since this is a hotel in the ABA zoning district, the Project is automatically reviewed as a Site Plan Level IV development.

By applying for the modification to the front, side and rear yard setbacks, the Project is afforded greater flexibility in shifting the mass of the building and applying distinctive design elements that make the building more transparent, allowing for the greatest light and openness in design.

*c. Floor Area Ratio*

The maximum FAR is 4.0. *Sec. 47-12.5.B.3.a; ULDR.* A developer may exceed the maximum FAR requirement which request shall be reviewed pursuant to a design compatibility and community scale. *Secs. 47-12.5.B.3.b and 47-12.5.B.6.a; ULDR.* This FAR bonus program is only available as a part of a beach development permit for a development of significant impact. *Sec. 47-12.5.B.6.b; ULDR.*

The proposed development has an FAR of 3.97 and therefore consistent with the Code's requirements. No bonus is being sought.

*d. Parking & Loading*

The proposed hotel must comply with the parking requirements laid out in Sec. 47-20 of the ULDR. A hotel is required to provide .67 parking space per room. *Sec. 47-20.2, Table 1; ULDR.* There are no loading zones required for hotels. *Sec. 47-20.2, Table 3; ULDR.* Any accessory uses to the proposed hotel (i.e., bar, restaurant, spa) would also have separate parking requirements. For example, bars are calculated at 1 space per 76 square feet of gross floor area (gfa) and restaurants less than 4,000 square feet are calculated at 1 space per 140 square feet of gfa. *Sec. 47-20.2, Table 3; ULDR.*

The contemplated development is for a 175-room hotel with lobby amenities for hotel guests such as a breakfast area, lobby lounge and small retail area (likely for a newsstand). The project does not have a destination restaurant or bar open to the public. The project is proposed with the required parking for the hotel at 175 keys x .67 or 117 spaces within the parking garage area. In addition, the project is proposing enhancements within the right-of-way area, including parallel parking along the street.

Furthermore, the project proposes an off-street loading zone and service area that can potentially tie into the neighboring properties' service court, making for a more attractive, cleaner and safer street zone. It is important to note that a loading zone is not required for a hotel in the ABA zoning district, but in response to concerns raised by the neighborhood in a previous development application, the Applicant has incorporated a loading area into the Project plans to be handled internally as well as proposed a solution to the Casablanca Café's loading needs.

**As described in the sections above, the Applicant meets and/or exceeds the ULDR's design criteria requirements.**

**3. Adequacy Requirements (Sec. 47-25.2)**

*For ease of review, subsections A-Q of Section 47-25.2 have just been dropped into this narrative. It is important to note that the Applicant has received pre-P&Z application DRC sign-off from the pertinent Departments which addressed each of the requirements below.*

**A.     *Applicability.***

The adequacy requirements stated in ULDR Section 47-25.2 are applicable to the project to evaluate the demand it will place on public services and facilities.

**B.     *Communications network.***

At this time, the Applicant is not aware of any interference with the City's communication network. If interference is identified, the applicant shall work with the City to eliminate the interference. It is important to note that the Applicant has received pre-P&Z application DRC sign-off from the City's Communications Department.

**C.     *Drainage facilities.***

The Engineering Representative has reviewed and approved all the drainage facilities on site. In fact, the Applicant has received pre-P&Z application DRC sign-off from the City's Engineering Department which includes review of all drainage facilities.

**D.     *Environmentally sensitive lands.***

There are no environmentally sensitive lands located on the property.

**E.     *Fire protection.***

The Fire Department has reviewed pertinent fire safety items on the plans provided, and the Applicant has received pre-P&Z application DRC sign-off.

**F.     *Parks and open space.***

The proposed 6,000 square foot pedestrian plaza and any other open space of the Project will be maintained by the property owner/operator and not place a demand on the City services. *See Sheet SP-1 for the site plan and Sheets LC 5.01 – LC 5.04.*

Additionally, according to the Fee Calculator provided on the City of Fort Lauderdale website, the total due for this project at time of permit is \$218,750.00 (the rate for each hotel room is \$1,250 x 175 rooms = \$218,750.00). Park impact fees are assessed and collected at time of permit per each new hotel room and dwelling unit type.

**G.     *Police protection.***

The proposed project use will have 24-hour security staffing and secured ingress/egress to the Project.

**H.     *Potable water and Potable Water Facilities.***

The applicant is committed to compliance with the City's standards. The design of the water service system shall be in accordance with the City's requirements as noted above and in accordance with the Florida Building Code, and American Water Works Association (AWWA) Standards and Manuals of Water Supply Practices. The domestic and the fire demands for the facilities will be

coordinated with the City to verify the design of all components of the domestic and fire protection supply systems. Design of a water distribution system requires both domestic and fire flow demands be considered concurrently.

An Existing System evaluation will be performed including, a flow tests, to verify the capability of the existing water supply system to meet the proposed domestic and fire protection system needs of the proposed development.

Connections to the existing City water mains and Building Service Lines have been indicated on the drawings. Design of the connections to the water distribution system will included the meter assemblies and the necessary backflow-preventing devices. Fire protection system will be considered as that part of the distribution system, supplying fire hydrants and building fire suppression systems. Hydrants and valves shall conform to City, AWWA C500 and NFPA requirements. The maximum amount of flow that can be permitted will be determined. Meter assembly shall meet the requirements of the City.

It is important to note that the Applicant has received pre-P&Z application DRC sign-off from the pertinent Departments.

***I. Sanitary sewer.***

The Applicant is committed to comply with the City's standards. The design of the sanitary service system shall be in accordance with the City's requirements as noted above and in accordance with the Florida Building Code, and applicable State and Federal Standards. The sanitary sewerage flow demands for the facilities will be coordinated with the City to verify the design of all components of the sanitary systems. Existing sanitary pipes in conflict with proposed building structures will be relocated as a part of this Project.

Review of the existing system with the City's Utility department to confirm system capacity and treatment plant capacity, to verify the capability of the existing sanitary system meet the needs of the proposed development. The City Utility Department will be coordinated with to insure the capacity is available or that the proper improvements to the sanitary system network are implemented as a part of this project.

It is important to note that the Applicant has received pre-P&Z application DRC sign-off from the Utility Department.

***J. Schools.***

This section is not applicable as this is a non-residential development.

***K. Solid waste.***

The Applicant will contact the solid waste authority (waste management) for coordination of services for Project. All garbage, recycling and bulk trash disposal shall be provided by the Applicant. See attached letter dated July 9, 2015 from the Applicant. It is important to note that the Applicant has received pre-P&Z application DRC sign-off from the pertinent Departments.

***L. Storm Water.***

The Applicant is committed to compliance with the City's standards. It is important to note that the Applicant has received pre-P&Z application DRC sign-off from the pertinent Departments. This Project will not connect to any existing storm sewer system, but discharge via a proposed gravity injection well. Additional storm water, water quality practices (BMP's), will be implemented as a part of this project. The roof drainage from the proposed buildings will be transmitted to drainage well(s) where it will benefit the barrier for salt water intrusion. Bio "Green" Swales, exfiltration trench, and swirl concentrators are all BMP's that are expected to be implemented for water quality purposes in the design of the storm water management system. Connections to building roof or area drain lines shall be designed and constructed in accordance with the Florida Building Code.

Additionally, sustainable storm water approach is included in the site design. This is evident by the bio-swales or retention areas located along the streetscape and rear yard areas. The project has also included structural soil (Silva Cells or Similar) that allow great water percolation beneath typically compacted areas. *See Sheets LS 1.01 and LS 3.01.* The storm –water management system shall be designed in accordance with South Florida Water Management District, Broward County EPD, City of Ft. Lauderdale, and Florida Building Code criteria. The first floor elevation and building openings are designed to comply with the FEMA regulations and the City ordinance which requires that structures be placed at least One foot above the FEMA 100-year return frequency flood elevation.

Federal, State and local regulations regarding the design of storm-water management systems shall be considered the minimum design criteria and should apply. Additionally the Project will be designed to minimize the impacts of construction activities on the drainage system by preventing loss of soils by water and wind erosion. An NPDES SWPPP will be prepared and implemented in accordance with the Florida Department of Environmental Protection criteria. Low Impact Development (LID) strategies will be used in this project. LID is a storm water management strategy concerned with maintaining or restoring the natural hydrologic functions of a site.

***M. Transportation facilities.***

A licensed traffic engineer has been engaged to complete the required traffic analysis for the Project. A narrative regarding the traffic impact and transportation facilities is included with the attached submittal package.

***N. Wastewater.***

City of Fort Lauderdale will provide for this item.

***O. Trash Management Requirements.***

As discussed above, Solid Waste & Recycling have reviewed and approved the proposed project plans.

***P. Historic and Archaeological Resources.***

There are no archeological resources on the site. Attached with this submittal package is a report by Bob Carr of Archaeological and Historical Conservancy, Inc.

On April 3, 2015, a historic designation application was submitted to the City of Fort Lauderdale for 3017 Alhambra, alleging the structure on the property was of historic distinction and worthy of preservation. Also on April 3, 2015, a historic designation application was submitted to the City of Fort Lauderdale for 3029 Alhambra, alleging the structure on the property was of historic distinction and worthy of preservation. The 3029 Alhambra application was dismissed because the structure was demolished pursuant to a demolition permit issued by the City prior to the filed application. The 3017 Alhambra application was unanimously denied by the City Commission July 7, 2015, finding the property on the site lacked genuine historic qualities. The same applicants filed a historic designation application on the 3021 parcel and this application is being processed by the City. The Applicant and the property owner have filed a letter of objection along with an expert report rebutting the application and objecting to the designation.

It is important to note that the Applicant has received pre-P&Z application DRC sign-off from the pertinent Departments and that no comments were raised as to this item.

***Q. Hurricane Evacuation.***

Applicant will determine the agency with jurisdiction over hurricane evacuation and provide the required agency analysis either indicating that acceptable level of service of hurricane evacuation routes and hurricane emergency shelter capacity will be maintained without impairment resulting from the Project or describing actions or development modifications necessary to be implemented in order to maintain level of service and capacity. It is important to note that the Applicant has received pre-P&Z application DRC sign-off from the pertinent Departments.

**As discussed above, the Project satisfies all of the adequacy requirements of the ULDR.**

***4. Neighborhood Compatibility (Section 47-25.3)***

*The Applicant offers the following point-by-point analysis of how the proposed project is compatible with the neighborhood in which it is located. For ease of review, the subsections of Section 47-25.3 have just been dropped into this narrative. It is important to note that the Applicant has received pre-P&Z application DRC sign-off from the pertinent Departments which addressed each of the requirements below.*

***A. The neighborhood compatibility requirements are as follows:***

***1. Adequacy Requirements.***

See section 3 above.

***2. Smoke, odor, emissions of particulate matter and noise.***

The MEP design will not exceed the maximum levels of smoke, odor, emissions of particulate matter and noise as regulated by Chapter 27, Pollution Control, of the Code of Broward County, and that a DNR permit for such facility is not required. In addition, the Project will comply with the criteria established by the AC Marriott Design Standards and LEED.

***3. Design and Performance Standards.***

**a.      *Lighting.***

The Project will incorporate pedestrian level lighting in the form of bollards and soft landscape lighting, along with required light poles for access and security. This area is very dark and potentially unsafe for pedestrian access in the evenings and the Project will look to provide a safer and more pedestrian friendly environment. The Property is not subject to any Turtle lighting requirements. *See Sheets E-0.001 and E-0.002.*

**b.      *Control of Appearance.***

The proposed project will be maintained by the owner/operators of the facility on a reoccurring basis as this is critical for the success of this venture.

**c.      *N/A.***

**d.      *N/A.***

**e.      *Neighborhood Compatibility and Preservation.***

The neighborhood compatibility criteria include performance standards requiring all developments to be “compatible with, and preserve the character and integrity of adjacent neighborhoods...include modifications either on-site or within the public rights-of-way to mitigate adverse impacts, such as traffic, noise, odors, shadow, scale, visual nuisances, or other similar adverse effects to adjacent neighborhoods.” *Sec. 47-25.3.A.3.e.i.a; ULDR.*

The properties to the north, south, east and west are all zoned ABA and the buildings range in size from two to sixteen stories. Directly to the northeast of the Property on Seville Street and A-1-A is a 16-story multi-family building. To the west at the end of Alhambra Street and along N. Birch Road is a 14-story multi-family. Directly to the east of the Property and fronting A-1-A is Casablanca Café which is a restaurant in a restored home and a 4-story multi-family building just to Casablanca’s north.

Across Alhambra Street to the south is a three-story multi-family building as well as a vacant lot owned by the City. The City’s Central Beach Master Plan recommends for the property “a four level parking structure (536 spaces) with beach related retail/restaurant space of 13,800 s.f. on the ground floor.” *Page 67, Central Beach Master Plan.* As a development alternative for this City parcel, the Plan goes on to recommend this lot for a larger mixed-use project; “[t]he site can accommodate a 10 floor 350 room hotel, and 500 parking spaces.” *Page 68, Central Beach Master Plan.* *Attached as Exhibit G is the two-page excerpt from the Central Beach Master Plan.*

The Project is compatible with the surrounding community and is the exact use desired in the City Comprehensive Plan/Future Land Use Element, the 1988 Central Beach Revitalization Plan, the Central Beach Master Plan and the ABA zoning district. The Project meets the goals of the Revitalization plan by improving the overall physical environment and appearance of the Central Beach Area and supporting the overall image of Fort Lauderdale Beach as a tropical resort destination with a walkable streetscape. The dynamic design of the Project will significantly improve the overall character and integrity of the neighborhood including improving the northern side of Alhambra’s streetscape which is just outside the Beach CRA.

The Project is being designed to be environmentally responsible, incorporating several green techniques and will pursue LEED certification (i.e. sustainable sites, water efficiency, energy and atmosphere, etc.).

The Project is designed to respect and respond to its surroundings at the street and pedestrian level by creating an approximately 6,000 square foot large public urban plaza along Alhambra from the Casablanca restaurant toward the West, connecting and activating the East/West corridor and promoting public interaction with multiple sitting areas and shaded landscaped garden zones which currently has only back out parking.

The Project's use will promote a public interaction with the ground level lobby bar/lounge, with both indoor and outdoor gathering areas and possible art installations highlighting the history of the area. The streetscape can help to reactivate and inspire the entire pedestrian experience in this area. This new streetscape will greatly improve this street which is devoid of public facilities and currently boasts back-out parking. The southeast side and the east end of Alhambra Street is part of the Beach CRA master plan public improvements. The north side of Alhambra Street is not in the Beach CRA. This proposal provides the opportunity for improvements to the public realm which is a significant portion of the block.

The site design provides several other unique features like a possible shared service/trash/recycling area (screened from the street) with the adjoining neighbors, keeping back of house elements in collective areas, a covered vehicle arrival court on the West side of the building (which will pull vehicles off of the road reducing traffic impact), a hidden ramp with a secured entry along the North side, keeping all vehicle parking areas above grade in the valet parking garage, and 30-foot side and 20-foot rear setbacks for densely landscaped buffer areas. These design elements all serve to mitigate any impact to the existing neighborhood and further, to improve upon existing inefficiencies and impacts.

Another building feature is the garage screening concept that is completely integrated into the overall building design. The variations in the screening openings and the undulations of the panel designs along with becoming a part of the ground level architecture, forces user interaction with the building's skin. This design, coupled with the adjacent lush foliage, will have a multitude of shade and shadow patterns during the day and lighting patterns in the evening. The building will appear to be in constant motion. Rather than be an unattractive parking garage pedestal, the Project is designed to make the garage and the urban plaza a design feature that is both aesthetically pleasing and functional.

### ***Community Compatibility Criteria***

In addition to meeting the goals and objectives of the City Comprehensive Plan/Future Land Use Element, the 1988 Central Beach Revitalization Plan and the ABA zoning district, the Project complies with the design objectives as follows:

### ***Bulk Controls***

The overall building design is in keeping with the master plan guidelines by the creation of a podium of 3 stories, a step back of 15-20' for amenities, and then an upper building portion of 7 floors at approx. 10,000 sf per floor to minimize bulk. . See *Sheets A-2.01 through A-2.02-2*.

### ***Massing Guidelines***

The building design responds to the massing guidelines within this area by following the principles of design for creating an open pedestrian experience at the street level, screened parking above, and a stepped tower with smaller floor plate on top. *See Sheets A-2.01 and Sheets LC-4.02 through LC-4.04.*

### ***Street Level Guidelines***

The Project utilizes principles set forth in the master plan guidelines by placing parking in an elevated location and activating the pedestrian experience through interactive plaza and interior spaces. *See Sheet SP-1 for the site plan, Sheets LC 2.01 – LC 3.01.*

### ***Other Guidelines (Energy Conservation/Building Separation/Rooftop Design)***

The Project is being designed with an environmentally sensitive approach and will pursue LEED certification. The rooftop designs will incorporate green areas and active use spaces.

### ***Vehicular Circulation***

Vehicular circulation is pulled off of the roadway for arrival and departures and service/loading areas are located on-site in discreet zones. This design was in response to previous neighborhood comments regarding use of the street as a loading zone by existing businesses. The Project's design aims to capture all vehicles on-site efficiently and quickly so to not create stacking on Alhambra Street. *See Sheet SP-1 for the site plan, Sheet A-1-01.1 through A-1.03-1.*

### ***Pedestrian Circulation***

The project proposes to connect to the existing fabric along Alhambra Street, as well as enhance the area with a 6,000 square pedestrian plaza and offsite improvements within the right-of-way with the creation of parallel parking and an improved streetscape consistent with the Beach Master Plan guidelines. *See Sheet SP-1 for the site plan and Sheets LC 5.01 – LC 5.04.*

### ***Perimeter Treatments***

In addition to the pedestrian plaza area along Alhambra Street, the site will be lushly landscaped on the sides and rear of the Property. *See Sheet SP-1 for the site plan and Sheets LC 2.01 – LC 3.01 and LP1.01 -- LP2.01.*

### ***Site Furnishings***

Site furnishings will be proposed to be user friendly, durable and appropriate for their intended use. *See Sheet SP-1 for the site plan, Sheet G1-001 and Sheets LC 2.01 – LC 3.01.*

### ***Signage***

Building signage will be in accordance with the City requirements and tie into the overall architecture of the building and the AC Hotel brand.



### ***Lighting***

The proposed lighting for the Project will be sensitive to the surrounding beach environment as well as the security and appropriate ambiance for an improved pedestrian experience. *See Sheets E-0.001 and E-0.002.*

### ***Utilities***

All utilities have been located in discreet areas from public viewing, yet practical areas for servicing.

### ***Site Plan Objectives***

The main objective of the site plan is to create connectivity to the surrounding neighborhoods as well as define a gathering zone for the pedestrian activity in the area through the creation of an open public plaza and for garden zones. The building siting and use allocation further enhances the experience by locating active public spaces along the plaza that will open up and connect to it, creating an indoor/outdoor space. *See Sheet SP-1 for the site plan and Sheets LC 2.01 – LC 3.01.*

### ***Usable Outdoor Spaces***

The Project will incorporate a large public plaza along the street that will have multiple seating areas, along with the potential to have art exhibits. This can pay homage to the history of the local area consistent with the AC Hotel brand. The public plaza will have rain gardens, art installations highlighting the history of the area, native vegetation, multiple water features, terraces and multiple seating areas. The area is approximately 6,000 square feet. *See Sheet SP-1 for the site plan and Sheets LC 2.01 – LC 3.01.*

### ***Defensible Space***

The proposed space will be well lit and open with views in and around the public areas, which will be visible by the building staff.

**As discussed above, the Project satisfies all of the neighborhood compatibility requirements of the ULDR.**

## **ii. Beach Master Plan Design Guidelines**

“Consideration shall be given to the recommendations of the adopted neighborhood master plan in which the proposed development is to be located, or which it abuts.” *Sec. 47-25.3.A.3.e.i.b; ULDR.* As mentioned previously, the Property is located in the Central Beach Revitalization Area and abuts the Central Beach Community Redevelopment Area. City Staff has taken the position that the draft Central Beach Master Plan is intended to take the place of previous plans for the Central Beach area. Accordingly, City Staff reviews projects pursuant to the Beach Master Plan’s design guidelines.

As such, in addition to meeting the architectural design criteria of the ULDR, the design of the proposed hotel for the Property should accommodate the intent of the Central Beach Master Plan as well as its Design Guidelines as much as possible. It is important to note, when recommended improvements

for the mitigation of impacts to the neighborhood conflicts with any applicable ULDR provision, then the provisions of the ULDR prevail. *Sec. 47-25.3.A.3.e.i.b; ULDR.*

Pursuant to the Beach Master Plan, the “intent of the Mid Beach Area is envisioned as a residential and hotel area transitioning from the more dense core Central Beach Entertainment Area to the less dense North Beach neighborhood.” *See 2009 DRAFT Central Beach Master Plan.* The Beach Master Plan also speaks at length at to “improvements to the public realm” which can “contribute significantly to enhancing the pedestrian environment.” *See 2009 DRAFT Central Beach Master Plan.* The Master Plan identifies “street improvements, new public gathering spaces, new community facilities and enhanced connectivity at Central Beach” as potential public realm improvements. *See 2009 DRAFT Central Beach Master Plan.*

As described throughout this narrative, the Project has been designed in the spirit of the Central Beach Master Plan. Located in the Mid-Beach District, the project understands the importance of enhancing the pedestrian experience along Alhambra Street. A dynamic and environmentally sustainable 6,000 square foot public plaza has been designed to interface the pedestrian experience with the active hotel spaces proposed within the ground floor of the building.

The proposed design respects the key architectural resource of the neighboring Casablanca building in a number of ways. The building massing has been stepped back from the east to better integrate with the Casablanca facade. Additionally, the Project has aligned the service area to fit with the established Casablanca service area. The Applicant has also expressed support of carrying the pedestrian improvements to the east to complete the north side of Alhambra Street.

The design respects the urban streetscape and provides a shoulder and a shoulder stepback that meets the spirit of the Master Plan. The shoulder stepback provides shifts across the site breaking up the building facade and varying from approximately 8 feet to 26 feet.

As a hotel, the project fits well into the characteristics of the neighborhood. The building mass and floor plates were designed based on the Master Plan Guidelines. The typical hotel floor plate is approximately 11,500 sf which is below the recommended maximum floor plate areas provided in the Master Plan Guidelines for hotels.

**As described above, the Project meets the goals and objectives of the Central Beach Master Plan Design Guidelines.**

### **C. Community Outreach**

Pursuant to the City’s Public Participation Ordinance and the UDLR Secs. 47-27.4.A.2.c. and 47-24.2.d.ii, the Applicant has conducted a public participation meeting. The requisite report on this public meeting is attached as part of this submittal.

In addition to meeting the minimum requirements, the Applicant has worked diligently with the community to address the concerns raised. After numerous meetings with City planning staff, the Commission and neighborhood stakeholders as well as the review of these DRC comments, the building plan and mass have been reworked to accommodate a more appropriate scale and be more compatible with the neighborhood. Since the February submittal the project has been redesigned several times to incorporate the comments made by the various stakeholders, including the neighborhood, to reduce the scale and mass and improve the architectural design. In fact, prior to the June 3, 2015 Public Meeting, the

Applicant met with the CBA Board individually or as a group on at least seven occasions and did multiple redesigns in response to this feedback.

The Applicant presented a revised plan to the Central Beach Alliance (CBA) on June 3, 2015 to satisfy the Public Participation Public Meeting Requirement. Even after receiving a vote in support of the project, the Applicant made further design revisions to the plans at the request of the neighbors in attendance at the meeting.

Additionally, on June 10, 2015 the applicant on its own accord sent a letter to each resident within 300 feet of the property, advising them of the proposed project. The letter gave each resident the opportunity to meet with our team to discuss the project, review the plans and renderings, and answer any questions or concerns they may have had. The letter is included with this package.

**As described above, the Applicant has met the City's Public Participation Code requirements.**

### **III. CONCLUSION**

The proposed development of the Property is consistent with the applicable land use and zoning regulations. Accordingly, **we respectfully request your recommendation to the City Commission that the proposed development and use meets the standards and requirements of the ULDR and criteria for Site Plan Level IV development.**

If we can provide any additional information, or if you have any comments or questions, please do not hesitate to contact either one of us.

VERY TRULY YOURS,

STEPHANIE J. TOOTHAKER  
FOR THE FIRM

JORDANA L. JARJURA  
FOR THE FIRM

JLJ/ymr

cc: Jenni Morejon, Director of Department of Sustainable Development  
Lorraine Tappen, Project Planner, Urban Design & Planning  
Yvonne Redding, Tripp Scott  
Todd Turner, OTO Development  
John Coleman, OTO Development  
Dennis Mitchell, OTO Development  
(All Via-Email)