

REQUEST:

Site Plan Level IV Review; Hotel use with request for reduced front, side and rear yard setbacks.

Case Number	R15013		
Applicant	OTO Development (Dennis Mitchell and John Coleman)		
General Location	3017-3029 Alhambra Street		
Property Size	0.71 acres		
Zoning	A-1-A Beachfront Area District (ABA)		
Existing Use	3017 Alhambra Street - Multifamily Residential 3021 Alhambra Street - Hotel 3029 Alhambra Street - Vacant		
Future Land Use Designation	Central Beach Regional Activity Center		
Applicable ULDR Sections	47-12 Central Beach Districts 47-25.2 Adequacy Requirements 47-25.3 Neighborhood Compatibility Requirements		
	Required	Proposed	
Lot Size	N/A	0.71 acres	
Lot Width	N/A	125 feet x 250 feet	
Building Height	200 feet maximum	107 feet 2 inches	
Structure Length	200 feet maximum	First Floor 153.7 feet Garage Level (2 nd Floor) 189.9 feet	
Floor Area Ratio	4	3.97	
Parking	117	117	
Setbacks/Yards		Requested through Site Plan Level IV Review	
	Required	Proposed Request	
		<i>To Building Envelope</i>	<i>Reduced Setback Request for Architectural Features</i>
Front Setback (South)	20 feet	20 feet	18.5 feet on 2 nd & 3 rd floor / 13.8 feet on 9 th floor
Side (East)	53.5 feet	30 feet	25.6 on 8 th floor
Side (West)	53.5 feet	30 feet	25.9 feet on 9 th floor
Rear (N)	53.5 feet	20 feet	18.5 feet on the 1 st floor/18.1 feet on 9 th floor
Notification Requirements	Sec. 47-27.6 Sign Notice 15 days prior to meeting Sec. 47-27.4. Public Participation		
Action Required	Approve, Approve with Conditions, or Deny		
Project Planner	Lorraine Tappen, AICP, LEED Green Associate, Planner III		

PROJECT DESCRIPTION:

The applicant proposes to construct a 175-room hotel in the A-1-A Beachfront Area District (ABA) zoning district. The development consists of a ten story building, approximately 107 feet in height. The first floor will contain a lobby area with a limited service breakfast café and lounge. Parking will be placed on the second and third floors. Floors four through ten will have hotel rooms with a pool on the fourth floor. The applicant is requesting reduced front, side and rear setbacks.

PRIOR REVIEWS:

The Development Review Committee (DRC) reviewed the proposal on March 10, 2015. Records of the DRC are available on file with the Department of Sustainable Development.

REVIEW CRITERIA:

As per ULDR Section 47-12.2, the A-1-A Beachfront Area District encourages high quality destination resort uses. Hotel developments up to two hundred feet in height are permitted in the ABA zoning district,

provided they meet the criteria outlined for ABA District, Central Beach Criteria, Neighborhood Compatibility and Adequacy requirements, as defined further below.

Pursuant to the City's Unified Land Development Regulations (ULDR) Section 47-12.5.B.1. reduced front, side and rear yard setbacks may be requested through the Site Plan Level IV (City Commission) process. The proposed encroachment in the required 20 foot front setback occurs from the second floor to allow for the louvre system surrounding the parking on the second and third floors and balconies. The encroachment into the front yard does not affect the pedestrian experience on the ground level as the provided setback is maintained at 20 feet. The requested front yard setback for architectural features on the second and third floor is 18.5 feet with a maximum encroachment on the ninth floor at 13.8 feet.

Per ULDR Section 47-12.5.B.1.c. the standard side and rear setbacks for this type of development are 53.5 feet based upon one-half the height of the building. However, the applicant is requesting reduced side and rear yard setbacks to accommodate varying balcony widths that will enhance the building's design and massing. The requested setback for the east side varies from a 30 foot side yard setback at the first floor to 25.6 feet on the eighth floor to accommodate the balconies. The west side yard is requested at 30 feet for the first floor to 25.9 feet at the ninth floor to accommodate a balcony. The applicant is also requesting a rear yard setback of 18.5 feet with a yard of 18.1 feet at the ninth floor to accommodate a balcony.

Pursuant to ULDR Section 47-12.6.B, the following criteria shall apply for developments in the Central Beach area:

1. It shall first be determined whether the proposed development or use is compatible with the character of the overall plan of development contemplated by the revitalization plan for the central beach area.
2. It shall then be determined whether the architectural design of the proposed development is compatible with the design guidelines provided in Sec. 47-25.3. The design guidelines provided in Sec. 47-25.3 are intended to provide a framework for design review of proposed developments and outline the design elements which have been determined to be compatible with the revitalization plan.
3. The design guidelines provided in this section are not intended to be exclusive. Alternative architectural and design concepts outlined in the development application will be considered during review of the development application. It shall be the applicant's burden to show that the proposed alternative architectural and design concepts are compatible with the character of the overall plan of development contemplated by the revitalization plan for the central beach area and not incompatible with the design guidelines provided in this section.
4. It shall then be determined whether the proposed development incorporates design or architectural elements which mitigate the development's impacts, if any, on existing uses in the immediate vicinity of the proposed development.
5. The goal of the city in the adoption of the revitalization plan is to facilitate development of the central beach area as a world-class destination resort. The primary objective of the design review shall be to implement the overall plan of development and to foster redevelopment as contemplated in the revitalization plan.

As per ULDR Sec. 47-25.3.A.3.e.i.b, 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, although such neighborhood master plan shall not be considered to have the force and effect of law. The City is in the process of updating the 2009 Draft Central Beach Master Plan, which is intended to take the place of previous plans for the Central Beach area, and the applicant has made efforts to accommodate the intent of the guidelines. The draft Central Beach Master Plan encourages improving streets over time to enhance the pedestrian experience and its focus along with the City's Vision Plan will be on continually enhancing the Beach as a vibrant resort and residential environment.

The proposed application creates a more pedestrian-friendly ground level experience. Existing back out parking will be replaced with areas for seating and landscaping, including addition of trees that will increase tree canopy and shade over the sidewalk. The landscaping, including rain gardens in front of the building, will provide additional visual interest at the street level while adding an element of sustainable design. In addition, three on-street parking spaces will be provided with the improvements in the right-of-way to provide parking, while framing the road with a more pedestrian-friendly scale.

Through the DRC process, staff requested that the applicant provide changes to the building façade and reduce massing of the proposed building. In particular, staff requested greater articulation, a more distinctive design and creative treatment of the parking podium. The applicant responded by reducing the building scale as well as height on the eastern portion of the building, and by incorporating variation in the massing through the addition of balconies of various widths and louvered screens. The aluminum louvre screens shield the parking areas on the second and third floors and reduce the exterior visual impact of the parking area.

Adequacy and Neighborhood Compatibility:

The neighborhood compatibility criteria of ULDR Sec 47-25.3 include performance standards requiring all developments to be “compatible with, and preserve the character and integrity of adjacent neighborhoods...include improvements or 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. These improvements or modifications may include, but shall not be limited to, the placement or orientation of buildings and entryways, parking areas, bufferyards, alteration of building mass, and the addition of landscaping, walls, or both, to ameliorate such impacts”

The properties to the north, south and west of the site are zoned ABA. The buildings surrounding the project site range from two to sixteen stories. Directly to the west and north are two story multifamily residences. To the east is a two story restaurant, a four story hotel and a sixteen story multifamily residential building. To the south, there is a two-story multifamily residential building and parking lot.

The applicant has submitted narratives regarding the project’s compliance with Section 47-25.2, Adequacy Requirements, and Section 47-25.3, Neighborhood Compatibility Requirements, attached with the site plan and submittal material as **Exhibit 1**, to assist the Board in determining if the proposal meets these criteria. A context plan and perspective renderings depicting the height, mass, scale, shadow, materials and details, etc. of the proposed development as it relates to surrounding properties have also been provided with the site plan submittal material.

Parking and Circulation:

The applicant is proposing to provide 117 parking spaces. Parking will be provided on the second and third floors and will be entirely valet parking. Bicycle parking is proposed on the first floor near the garage entrance and in front of the building.

As per ULDR Sec. 47-20, Parking Requirements:

175 hotel room @ 0.67 spaces = 117

TOTAL: 117 parking spaces required

117 parking spaces provided

A trip generation analysis was conducted by Kimley-Horn and Associates, Inc. using the Institute of Transportation Engineers (ITE) *Trip Generation*, 9th Edition for the proposed redevelopment plan. The proposed redevelopment will generate 998 net new daily trips, 79 net new A.M. peak hour trips and 88 net new P.M. peak hour trips. The percentage of daily traffic occurring during the peak hours is less than 9 percent for both peak periods. The analysis can be found in **Exhibit 4**.

Comprehensive Plan Consistency:

The proposed development is consistent with the City’s Comprehensive Plan in that the hotel use is permitted in the Central Beach Regional Activity Center land use category. The proposed development will add 64 pm peak hour trips. If approved there will be 778 remaining (including all pending projects) in the Central Beach Regional Activity Center.

PUBLIC PARTICIPATION

Site Plan approval is subject to the public participation requirements established in ULDR Sec. 47-27.4. In February, the applicant notified the Central Beach Alliance of the Development Review Committee meeting in March. According to the applicant, they held a public participation meeting on June 3, 2015, in order to offer the neighborhood association surrounding the property the opportunity to learn about the proposal. Property owners within three (300) feet of the proposed development were notified in August of

the Planning and Zoning Board meeting in September. Affidavits provided by the applicant are attached as part of **Exhibit 2**. In addition, **Exhibit 3** includes email communications from community members received to date by staff.

STAFF FINDINGS:

Staff recommends the Board approve this request, subject to conditions herein and consistent with:

ULDR Section 47-12, Central Beach Districts

ULDR Section 47-25.2, Adequacy Requirements

ULDR Section 47-25.3, Neighborhood Compatibility Requirements

CONDITIONS OF APPROVAL:

Should the Planning and Zoning Board recommend approval of the development, the following conditions are proposed:

1. At time of permit submittal, applicant will be required to pay a Park Impact Fee for the proposed residential units prior to issuance of building permit in accordance with ULDR Sec. 47-38A.
2. Prior to Final DRC, the applicant must comply with Sec. 47-25.2.P. regarding archaeological resources by requesting information from the state, county, local governmental or other entity with jurisdiction over archaeological matters and submitting this information to the City.

PLANNING & ZONING BOARD REVIEW OPTIONS:

If the Planning and Zoning Board determines that the proposed development or use meets the standards and requirements of the ULDR and criteria for review, the Planning and Zoning Board shall recommend approval or approval with conditions to the City Commission necessary to ensure compliance with the standards and requirements of the ULDR and criteria for the proposed development or use.

If the Planning and Zoning Board determines that the proposed development or use does not meet the standards and requirements of the ULDR and criteria for the proposed development or use, the Planning and Zoning Board shall recommend denial to the City Commission.

EXHIBITS:

1. Applicant's Response Narratives
2. Public Participation Documentation
3. Neighbor Comments
4. Traffic Statement