REQUEST: Site Plan Level IV Review: New Six-Story, 203,907 Square-Foot Multipurpose Building with 25,182 Square Feet of Event Space, 24,440 Square Feet of Museum, 17,052 Square Feet of Aquarium, and 7,027 Square Feet of Restaurant Use.

CASE	UDP-S25010	
PROJECT NAME	International Swimming Hall of Fame West Building	
APPLICATION TYPE	Site Plan Level IV Review	
APPROVAL LEVEL	City Commission Approval	
APPLICANT	Hall of Fame Partners, LLC.	
AGENT	Michelle Chung, Hensel Phelps	
PROPERTY ADDRESS	501 Seabreeze Blvd.	
ABBREVIATED LEGAL DESCRIPTION	International Swimming Hall of Fame Complex 138-19 B Parcel "A"	
ZONING DISTRICT	South Beach Marina and Hotel Area (SBMHA) District	
LAND USE	Central Beach Regional Activity Center	
COMMISSION DISTRICT	2 - Steven Glassman	
NEIGHBORHOOD ASSOCIATION	Central Beach Alliance HOA	
DIMENSIONAL STANDARDS	**REQUIRED**	**PROPOSED**
MAXIMUM DENSITY	70 Unit/Acre	N/A
MINIMUM LOT SIZE	N/A	1.46 Acres
MAXIMUM BUILDING HEIGHT	120 Feet	85 Feet
MAXIMUM STREETWALL LENGTH	200 Feet	N/A
MINIMUM PERVIOUS	11,020 Square Feet (25% of Open Space Requirement)	17,153 Square Feet
MINIMUM OPEN SPACE	44,078 Square Feet (20% of gross lot area)	109,914 Square Feet (37% of gross lot area)
MINIMUM PARKING	229 spaces	229 spaces (180 onsite & 49 offsite)
MINIMUM SETBACKS		
FRONT (E)	20 Feet	560 Feet
SIDE (S)	20 Feet	20 Feet
SIDE (N)	20 Feet	20 Feet
REAR (W)	20 Feet	20 Feet, 1 Inch
APPLICABLE ULDR SECTIONS	ULDR, Section, 47-12.4.1, Dimensional Requirements Central Beach DistrictsULDR, Section 47-25.2, Adequacy Review ULDR, Section 47-25.3, Neighborhood Compatibility Review	
NOTIFICATION REQUIREMENTS	ULDR, Section 47-27.4, Public Participation ULDR, Section 47-27.6, Sign Notice 15 days prior to meeting	
STATE STATUTE 166.033	**180-DAY EXPIRATION DATE**	**EXTENSION DATE**
EXPIRATION DATE	September 24, 2025	Waived
ACTION REQUIRED	Approve, Approve with Conditions, or Deny	
CASE PLANNER	Michael P. Ferrera, Urban Planner II	MPF EP

PROJECT DESCRIPTION:

As part of ongoing capital improvements at the International Swimming Hall of Fame complex, located at 501 Seabreeze Boulevard, the applicant, Hall of Fame Partners, LLC., is proposing to redevelop the western portion of the site with a new, six-story building containing approximately 25,182 square feet of event space, a 24,440 square-foot museum, a 17,052 square-foot aquarium and 7,027 square feet of restaurant use, with an associated parking reduction request. The subject property contains an existing aquatic facility featuring training, competition and recreational pools with spectator grandstands, event space and administrative offices. The location map is provided as Exhibit 1.

On September 14, 2020, the City received an unsolicited proposal from Hall of Fame Partners for the redevelopment of the existing East and West Buildings at the International Swimming Hall of

Fame (ISHOF) Complex. Following review, the City Commission approved an Interim Agreement with Hall of Fame Partners on October 21, 2021, and on September 19, 2023, the City Commission approved a Comprehensive Agreement with Hall of Fame Partners, which outlines the anticipated development phases in accordance with the facilities lease.

On March 4, 2025, the applicant presented the overall project concept to the City Commission. At that time, the design featured a smaller overall building and footprint, with views to the Intracoastal Waterway from Seabreeze Boulevard, through architectural cutouts and respite areas. The proposed plans include a larger overall building footprint, with less transparency along the ground floor to the Intracoastal Waterway.

The property is located in the Central Beach Activity Center (CBRAC). The application, applicant's narrative responses to criteria and site plan set are provided as Exhibit 2.

PRIOR REVIEWS:

The project was reviewed by the Development Review Committee (DRC) on April 22, 2025. The DRC comment report with applicant's responses are attached as Exhibit 3.

REVIEW CRITERIA:

The following Unified Land Development Regulations (ULDR) criteria apply to the proposed request:

- ULDR, Section, 47-12.4.1, Table of Dimensional Requirements - Central Beach Districts
- ULDR Section 47-25.2, Adequacy Requirements
- ULDR Section 47-25.3, Neighborhood Compatibility Requirements

ADEQUACY AND NEIGHBORHOOD COMPATIBILITY

The adequacy criteria of ULDR Section 47-25.2 are used to evaluate the demand created on public services and facilities by a proposed development. Water and wastewater are serviced by the City of Fort Lauderdale. A capacity letter was issued by the City's Public Works Department on August 27, 2025, which states that no system improvements are required at this time. The water and sewer capacity letter is attached as Exhibit 4.

The neighborhood compatibility criteria of ULDR Section 47-25.3 include performance standards requiring all developments to be "compatible with, and preserve the character and integrity of adjacent neighborhoods… the development shall 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 property is zoned South Beach Marina and Hotel Area (SBMHA) District which permits a range of commercial recreation, food and beverage sales and service, retail sales, office and other tourist accommodations and uses. The properties surrounding the site are zoned South Beach Marina and Hotel Area (SBMHA), Parks Recreation and Open Space (P), Planned Development District (PDD), and A-1-A Beachfront Area Districts (ABA), and have similar zoning requirements as the subject property.

Building heights in the immediate vicinity of the subject site range from one to fifteen stories. Directly north of the proposed development is a fifteen-story multi-family residential building, while

the property to the northeast is occupied by a thirteen-story Courtyard Marriott Hotel. To the southeast lies the existing Maren Hotel, also thirteen stories in height, with the western edge of the site bounded by a waterway. The proposed building height has been designed to be compatible with the surrounding built environment and context.

The proposed building incorporates a variety of high-quality materials and design elements intended to enhance the architectural character and visual interest of the development. Staff collaborated closely with the applicant to ensure the project's overall design responds appropriately to its waterfront setting and blends seamlessly with the surrounding context. The exterior treatment includes scored stucco, open polymer mesh garage screening, shadowbox glazing bands, and louvered mechanical screening. The ground floor, which will house the new aquarium, is designed with durable stucco incorporating patterns that mimic movement of water, adding to the maritime identity of the site. The polymer mesh system utilized for garage screening integrates a wave-like pattern that complements the existing nautical features throughout the complex, while glazing strategically wraps the north, south, and west elevations to maximize natural light and capture views of the Intracoastal Waterway.

The site is uniquely situated on a peninsula primarily surrounded by the Intracoastal Waterway, with existing surface parking areas located on the northeast and southeast corners. The proposed development incorporates several improvements intended to enhance the public realm and strengthen the pedestrian experience throughout the site. As part of the project, the existing surface parking area on the northern portion of the property will be resurfaced and improved with new landscaping to provide a more attractive and cohesive appearance. Significant enhancements are also proposed along the north, south, and west portions of the site through the creation of a new pedestrian promenade. This promenade will measure approximately twenty feet in width between the property line and the building façade, and will include a twelve-foot sidewalk, pedestrian-scale lighting, and perimeter landscaping to promote comfort, safety, and visual appeal. The new sidewalk will establish a direct pedestrian connection between the existing surface parking area, the public dock, and the water taxi service, while also providing convenient access to the main building entrance, thereby improving overall site circulation and waterfront connectivity.

PARKING AND TRANSPORTATION:

Currently, the site contains 106 surface parking spaces that serve the existing aquatic center and ocean rescue operations. With the construction of the proposed west building, 27 of these spaces will be removed, resulting in a total of 79 remaining parking spaces to support the existing uses. A breakdown of parking requirements is provided in Table 1.

Table 1: Parking Summary

USE	Square Footage	PARKING RATIO	REQUIRED
Museum	24,440	1 space/400 Square Feet	61 Spaces
Aquarium	17,052	1 space/400 Square Feet	43 Spaces
Event Space	25,182	1 space/400 Square Feet	63 Spaces
Restaurant	7,027	1 space/114 Square Feet	62 Spaces
Required			**229 spaces**
Provided			**229 spaces (180 onsite & 49 off-site)**

In accordance with ULDR Section 47-20, Parking Requirements, the proposed development including a museum, aquarium, event space, and restaurant, requires a total of 229 parking spaces. To accommodate this parking demand, the project includes a two-level parking garage that will provide 180 on-site parking spaces. To satisfy the remaining parking requirement for the proposed development and related events, and in accordance with the executed Comprehensive Agreement, dated October 24, 2023, the applicant will enter into a separate parking agreement with the City to reserve the necessary parking spaces for the project, in the Las Olas Parking Garage, as conditioned herein. The applicant submitted a parking analysis study, dated November 5, 2025, prepared by Bowman Consulting Group, Ltd., attached as Exhibit 5.

Vehicular access to the site will be from the existing ingress and egress along Seabreeze Blvd. In addition, there is an existing drive aisle on the southern portion of the property which will be utilized as an exit onto Seabreeze Blvd. Pursuant to the ULDR, a comprehensive traffic impact study is required when a proposed project generates more than 1,000 net new vehicle trips per day or if less than 1,000 trips are generated, more than 20 percent are anticipated to arrive or depart, or both within one-half hour. The applicant has submitted a Trip Generation, dated November 5, 2025, prepared by the applicant's consultant, Bowman Consulting Group, Ltd., identifying that the project will generate 951 daily trips, 85 AM peak hour trips, 75 PM peak hour trips. Based on the trip generation being less than 1,000 trips and 20 percent of the daily trips are not expected to arrive or depart or both within one-half hour, the project does not need to complete a comprehensive traffic impact study. The trip generation is attached as Exhibit 6.

COMPREHENSIVE PLAN CONSISTENCY:

The proposed use is consistent with the City's Comprehensive Plan Goals, Objectives and Policies, including the Future Land Use Element, Goal 1, Objective 1.1, Policy 1.1.1, Density and intensity standards are utilized to control the intensity or density of all uses within the City in order to ensure compliance with the Goals, Objectives, and Policies of the Plan, and the Urban Design Element, Goal 2, Encourage urban design which responds to the climate and character of Fort Lauderdale, is pedestrian friendly, human-scaled and contains the infrastructure and amenities to create a vibrant public realm and Goal 4, Enhance the existing built environment and elements unique to Fort Lauderdale, including waterways, bridges, tunnels and other traversable features.

The Comprehensive Plan requires that the City track development in the Central Beach RAC and monitor the number of residential units and vehicular trips allocated to individual projects. As proposed, the project will result in a net new of 75 PM peak-hour trips. If the proposed project is approved, 197 trips will remain in the Central Beach RAC. Table 2 provides a summary of the residential units and vehicular trips allocated in the Central Beach RAC to date.

Table 2 – Beach RAC Development Tracking Summary

Vehicle Trip Summary	
Total Peak Hour Trips Permitted	3,220
Built and Approved Trips (1)	3,073
Demolition Credits (2)	50
Allocation for ISHOF – West Building	75
Number of Trips Available if Proposed ISHOF – West Building is Approved	**197**

(1) Includes existing 3,050 units as of July 1998, built, approved not yet built, and pending litigation.
(2) Demolition credits for properties where structures were demolished after 1989 and did not receive new approvals.

The City's Future Land Use Map indicates that the subject site has a Central Beach Regional Activity Center Land Use Designation. More specifically, the Central Regional Activity Center Land Use Designation serves as a local and regional destination and is a center for tourist activity, in addition to serving existing and future residential, hotel and commercial uses. The intent of this designation is to encourage high quality mix of uses, promote a strong local economy, integrated with residential, hotel, commercial and recreational uses, a strong waterfront and marina experience, complemented by a world-class pedestrian environment and open space.

PUBLIC PARTICIPATION:

This application is subject to the public participation requirements established in ULDR Section 47-27.4, which applies to projects within 300 feet of City-recognized civic associations. To provide an opportunity for public comments, according to the applicant, seven public meetings were held:

- May 17, 2025 - Venetian Condominium, SWIM/DIVE Community & FLAC staff
- June 20, 2025 - Fort Lauderdale Chamber of Commerce Beach Council
- July 14, 2025 - Fort Lauderdale Chamber of Commerce / Real Estate Construction Council
- September 18, 2025 - Central Beach Alliance Membership Meeting
- October 4, 2025 - Master Swim and Dive Team members and Aquatic Staff
- October 18, 2025 - Master Swim and Dive Team members and Aquatic Staff
- October 20, 2025 - Public Participation Meeting with Property owners within 300 feet

The applicant's public participation meeting summary and affidavit are provided as Exhibit 7.

In addition, this request is subject to sign notification requirements established in ULDR Section 47-27.4. The applicant has installed a total of two signs on the property and has submitted a sign affidavit indicating proper sign notification was provided. The affidavit and photographs of the posted signs reflecting the meeting date are provided as Exhibit 8.

PLANNING & ZONING BOARD REVIEW OPTIONS:

The Planning and Zoning Board shall consider the application and make a determination based on the following criteria:

- ULDR, Section, 47-12.4.1, Table of Dimensional Requirements - Central Beach Districts
- ULDR Section 47-25.2, Adequacy Requirements
- ULDR Section 47-25.3, Neighborhood Compatibility Requirements

The applicant has submitted narratives outlining how the project complies with the applicable sections of the ULDR as described herein and attached as Exhibit 1, to assist the Board in determining if the proposal meets these criteria.

If the Planning and Zoning Board determines that the proposed development or use meets the standards and requirements of the ULDR and criteria for Site Plan Level IV review, the Planning and Zoning Board shall recommend approval, approval with conditions or denial, to the City Commission. If approved, the following conditions shall apply:

CONDITIONS:

1. Prior to City Commission approval, the applicant shall revise Vehicular Access Maneuvering Diagram and corresponding plans to demonstrate how this project accommodates a standard, intermediate-sized semi-trailer vehicle (AASHTO "WB-40" design vehicle) to provide access to and from the required minimum twelve (12) feet by

forty-five (45) feet "Type II" off-street loading zone, per ULDR Section 47-20.6.

2. Prior to the issuance of the Certificate of Occupancy, and in order to satisfy the remaining parking requirement in accordance with the executed Comprehensive Agreement, dated October 24, 2023, the applicant shall enter into a separate parking agreement with the City to reserve the agreed upon parking spaces within the Las Olas Parking Garage for use by the proposed development and related events.

EXHIBITS:

1. Location Map
2. Application, Applicant's Narrative Responses to Criteria and Site Plan Set
3. April 22, 2025, DRC Comment Report with Applicant's Responses
4. Water and Sewer Capacity Letter
5. Parking Study, dated November 5, 2025, Prepared by Bowman Consulting Group, Ltd.
6. Trip Generation, dated November 5, 2025, Prepared by Bowman Consulting Group, Ltd.
7. Public Participation Meeting Summary and Affidavit
8. Public Sign Notice and Affidavit