



Hallandale Beach
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City of Hallandale Beach Planning and Zoning Board Agenda Cover Memo

Applicant:	Maltese Diplomat Owner, LLC	Meeting Date:	January 13, 2026
Project Name:	Shell Bay Residential		
Property Address:	501 Diplomat Parkway		
Application No.:	PA-24-07092 LUPA Map Amendment; PA-24-06921 Comp Plan Text Amendment;	Application Type:	FLUM Amendment, and Future Land Use Map Amendment
Parcel Size:	Total "Diplomat Project" Site: 104.85 acres Amendment Site: 17.5 acres	Quasi-Judicial:	☒ Yes ☐ No
Planning District:	Diplomat/Three Islands	Public Hearing:	☒ Yes ☐ No
Existing Use:	Shell Bay Club and Golf Course	After the Fact:	☐ Yes ☒ No
Existing Zoning:	Commercial Recreation-Passive (CR-P) District		
Future Land Use Designation:	Commercial Recreation		
Proposed Land Use:	Commercial Recreation and Irregular-Residential within a Dashed -Line Area		
Surrounding Zoning:		Surrounding Land Use:	
North: RM-18, Residential multi-family District, CR-P District South: HBBE, Hallandale Beach Boulevard-East subdistrict East: RM-18, Residential multi-family District /RS-5 Residential Single-family district West: RM-18, Residential multi-family, District		North: Commercial Recreation/ Residential Low-Density South: General Commercial East: Residential Medium Density West: Residential Medium Density	
Business Impact Estimate:	Exempt as per Florida Statute 166.041(4)(c)		
Staff Recommendation:	Sponsor Name:		
☒ Approve ☐ Approve with Conditions ☐ Deny	Vanessa J. Leroy, DSD Director		
	Prepared By:		
	Christy Dominguez, Principal Planner		

Short Title:

AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AMENDING THE CITY OF HALLANDALE BEACH ADOPTED COMPREHENSIVE PLAN BY AMENDING THE FUTURE LAND USE ELEMENT, PART 2.3. - PERMITTED USES IN FUTURE LAND USE CATEGORIES, SUBPART A.- RESIDENTIAL USE, TO PROVIDE FOR DASHED- LINE AREAS AS AUTHORIZED IN THE BROWARD COUNTY LAND USE PLAN; AMENDING THE HALLANDALE BEACH FUTURE LAND USE MAP TO CHANGE THE DESIGNATION OF 17.5 NET ACRES OF THE SHELL BAY CLUB LOCATED AT 501 DIPLOMAT PARKWAY FROM COMMERCIAL RECREATION TO COMMERCIAL RECREATION AND IRREGULAR RESIDENTIAL WITHIN A DASHED LINE AREA ALLOWING A MAXIMUM DENSITY OF 13.03 DWELLING UNITS PER NET ACRE; PROVIDING FOR TRANSMITTAL PURSUANT TO CHAPTER 163, PART II, FLORIDA STATUTES; PROVIDING FOR TRANSMITTAL TO THE BROWARD COUNTY PLANNING COUNCIL WITH A RECOMMENDATION OF APPROVAL; PROVIDING FOR RECERTIFICATION BY THE BROWARD COUNTY PLANNING COUNCIL; PROVIDING FOR CONFLICT; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE.

Summary

The Applicant, Maltese Diplomat Owner LLC, is requesting amendments to both the City and County Comprehensive Plans to establish a dashed-line area as authorized under the Broward County Land Use Plan.

In conjunction with these requests, the Applicant seeks amendments to the City and County Future Land Use Maps (FLUM) for approximately 17.5 net acres of the Shell Bay property (formerly known as Diplomat) located at 500-501 Diplomat Parkway, changing the designation from Commercial Recreation to Commercial Recreation and Residential within a Dashed-Line Area.

The attached ordinance, which amends the City's Comprehensive Plan and Future Land Use Map, is presented to the Planning and Zoning Board for review and recommendation to the City Commission for consideration.

Background

The subject property, commonly known as the Diplomat Hotel and Country Club, has a long history of land use and zoning amendment requests involving both the City and Broward County Land Use Plan.

2007–2010: Initial Amendment Requests and Denial

- In February 2007, Diplomat Properties, LLC filed applications #33-07-TC and #34-07-PA seeking to amend the City's and Broward County's Land Use Plans. The request proposed changing the property's designation from *Commercial Recreation, General Commercial, and Low-Density Residential* to *Commercial Recreation and Irregular Residential/Dashed-Line Areas*.
- The proposal included 1,050 residential dwelling units and 349 hotel rooms. The Planning and Zoning Board reviewed the applications on January 23, 2008, and recommended

denial. The applicant subsequently withdrew the applications prior to City Commission consideration.

- In September 2009, the applicant submitted a new application to reclassify the property as a Local Activity Center (LAC), proposing 1,078 residential units, 3,000 square feet of commercial space, and a 500-room hotel.
- On December 16, 2009, the City Commission approved the amendment on First Reading with modifications, reducing the maximum residential units to 950, and transmitted it to Broward County.
- On April 27, 2010, the Broward County Commission denied the amendment and the application was closed.

2015–2016: Diplomat Project Approval

- On March 10, 2015, under new ownership (Diplomat Golf Course Venture, LLC), the applicant submitted a new development program including:
 - Major Development Review
 - Rezoning of 5 acres to CCB District
 - Conditional Use Permit for 250 residential units within the CCB area
 - Rezoning of 0.59 acres to RS-7
 - Application of the Planned Development Overlay (PDO) District to the entire property.
- On March 2, 2016, the City Commission approved the Diplomat Project, which included:
 - 250 residential units (Tower 100) within the Commercial Land Use/CCB District.
 - Hotel/Resort expansion with 938 hotel keys in Towers 200, 300, and 400 under Commercial Recreation Land Use/CR-P Zoning, including:
 - A 12,775-sf conference center and 3,175-sf hotel restaurant expansion (later eliminated).
 - Tower 200 (30-story condo hotel with 374 keys; (modified in 2025).
 - Tower 300 (24-story condo hotel, 312 keys; not constructed; eliminated per the proposed amendment).
 - Tower 400 (20-story condo hotel, 252 keys; not constructed).
 - Tennis Center with 8 courts and support facilities (not constructed).
 - Marina improvements including a dockmaster office, sundry store, and pedestrian plaza (not constructed).
 - Single-family homes (4 units) on 0.59 acres of the marina parcel (not constructed).

2025: Project Modifications and Additional Amendments

- On January 22, 2025, the City Commission approved a PDO amendment for Tower 200, reducing it from 30 stories to 21 stories and decreasing hotel units from 374 to 108 keys, eliminating the 12,775-sf conference center.
- On the same date, the Commission approved a variance to extend the existing docks in the marina.
- On August 20, 2025, the City Commission approved First Reading of an ordinance amending the Comprehensive Plan to allow outdoor recreational facilities in Residential Land Use to accommodate the marina expansion at Shell Bay Club. The amendment is currently under state review prior to Second Reading.
- Also on August 20, the Commission approved First Reading of a Code amendment to permit accessory marinas in CR-P Zoning as a conditional use. Final adoption is pending the Comprehensive Plan amendment's approval.

2025: Proposed Dashed-Line Area Amendment

The current request by Maltese Diplomat Owner LLC seeks to establish a Dashed-Line Area on approximately 17.5 net acres of the property (Shell Bay Club), located at 501 Diplomat Parkway, by amending the City and County Future Land Use Plan Maps to change the designation from Commercial Recreation to Commercial Recreation and Residential within a Dashed-Line Area.

The Dashed-Line Area is a land use mechanism established by Broward County that allows residential density to be allocated within a defined area without utilizing the City's flexibility units. Approval of the proposed plan and map amendments will allow a maximum residential density of 13.03 dwelling units per net acre, resulting in the potential development of up to 228 residential units within the 17.5-acre dashed-line area identified on the Future Land Use Map.

Current Situation

The affected portion of the property is zoned CR-P (Recreation Passive District) with PDO (Planned Development Overlay District) and encompasses 104.85 acres, excluding the portion of the golf course located in Hollywood, Florida. In accordance with the development agreement for the Diplomat Golf Course project, the golf course is subject to a 30-year restrictive covenant recorded on May 23, 2022.

- Existing Regulations and Constraints
 - Under the Broward County Comprehensive Plan, hotel and condo-hotel units must be available for transient occupancy for a "significant majority of the year." Otherwise, they are classified as residential dwelling units.
 - The City's zoning regulations limit hotel stays to 90 days.
 - Neither the CR-P zoning district nor the Commercial Recreation land use designation currently permit residential uses.
- Applicant's Request
 - Tower 200: Operate the 108 approved hotel keys for longer stays than currently allowed by the City and County regulations.
 - Tower 400: Reduce the number of hotel keys from 252 to 120 and also operate with extended stays.

To accomplish this, the applicant has filed for Comprehensive Plan Text and Map Amendments to allow condo-hotels with extended stays in the residentially designated portions within the Dashed-Line Area.

- Related Zoning Code Amendment

To implement the proposed plan amendments, the applicant has also submitted Zoning and Land Development Code Amendment Application #LDC-24-06924, which proposes to:

 - Permit multifamily residential use as a Conditional Use in the CR-P zoning district within Dashed-Line Areas.
 - Revise the definition of "hotel" to exempt condo-hotels located in CR-P districts with commercial recreation land use from the 90-day length-of-stay limitation.

The Code amendment will be presented to the City Commission for adoption concurrent with the second readings of the Comprehensive Plan, FLUM and amended Development Agreement.

- Development Agreement Amendment - The Development Agreement for the Diplomat Project will also be amended to:
 - Ensure consistency with the proposed Comprehensive Plan and zoning changes;
 - Reflect revised land use and density allocations;
 - Incorporate related development improvement commitments.
 The amended Development Agreement will be presented to the City Commission concurrent with the second readings of the Comprehensive Plan, FLUM, and zoning ordinances.

- Dashed-Line Area and Density

Pursuant to the Next Broward County Land Use Plan, a Dashed-Line Area establishes a maximum overall density of dwelling units for land uses within the area. The proposed Plan and Map amendments would allow:

 - A maximum residential density of 13.03 dwelling units per net acre;
 - A total of 228 units within the 17.5 acres designated for residential use. These units would be located in two “irregular residential” areas corresponding generally to Tower 200 and Tower 400.

- Hotel Key Reduction

The applicant’s proposal would reduce the total approved hotel keys from 938 (2016 approval) to 228 residential condo-hotel units, representing a reduction of 710 hotel keys.

Proposed City Future Land Use Map



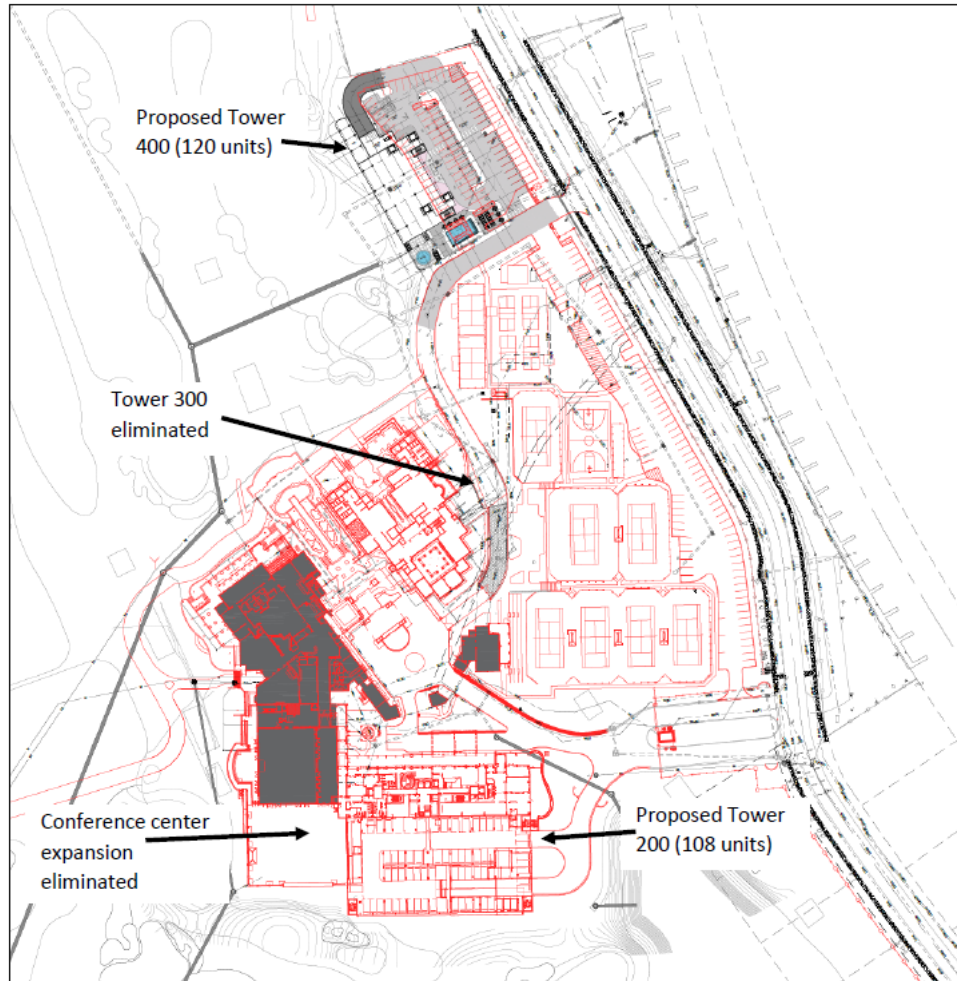
RESIDENTIAL NET DU/ACRE

- LOW DENSITY UP TO 7.0
- LOW-MEDIUM DENSITY 14.0
- MEDIUM DENSITY UP TO 18.0
- HIGH DENSITY UP TO 25.0
- HIGH DENSITY-2 UP TO 50.0
- IRREGULAR RESIDENTIAL

COMMERCIAL

- NEIGHBORHOOD
- GENERAL
- RECREATION
- LIGHT INDUSTRIAL
- EMPLOYMENT CENTER
- DASHED LINE AREA

Buildout Plan



Comprehensive Plan Considerations

The property is designated Commercial Recreation on the City's Future Land Use Map. The designation allows for suitable land areas for commercial recreational attractions and facilities of an active or passive, indoor or outdoor nature which require extensive land area and are recognized as being supportive of a tourist-oriented economy.

In addition to amending the City's Future Land Use Element (FLUE), in order to maintain consistency with the County's Future Land Use Map (FLUM), a Broward County Land Use Plan Map Amendment to Commercial Recreation and Residential Within a Dashed Line Area is also required. The City's Land Use Plan Map Amendment would be effective upon approval by the Broward County Commission of the FLUM and adoption by the City Commission.

Broward County Land Use Plan Policy 2.16.2 mandates that any amendments proposing 100 or more residential units to the existing density must implement affordable housing strategies to the satisfaction of the County and/or the municipality. The Broward County Planning Council is responsible for determining if the application is subject to Policy 2.16.2 after the Land Use Plan

amendment application is submitted to the County. The applicant must meet the County's affordable housing standards as part of their application for a Broward County Land Use Plan Amendment and has commissioned an affordable housing assessment to provide to the County.

The proposed plan amendment will assist in furthering the goals, objectives, and policies of the City's Comprehensive Plan based on the following:

POLICY 1.1.2: Any development order or permit shall be approved only when adequate public services and facilities are in place or will be provided to support the development at Levels of Service adopted by this Plan.

OBJECTIVE 1.5: Commercial Land Use: Maintain at least 2 commercial/business land use categories and corresponding zoning districts, covering at least 20 percent of the City's land area, providing for neighborhood commercial, general commercial uses and commercial recreation uses. At least 40 percent of the land area designated for commercial use shall be devoted to commercial recreation and ancillary uses, however, the City may elect to approve a proposed land use plan amendment to convert a portion of any parcel designated commercial recreation land use on the City's Future land Use Map, even though when the result may be a reduction in total commercial recreation land use below the 40% threshold, provided that the proposed land use designation compliments the commercial recreation land use category.

POLICY 1.5.1: Maintain categories of commercial land use on the Future Land Use Map consistent with those areas identified in the Commercial Permitted Uses listed in Section 2.3 of the Future Land Use Element.

POLICY 1.5.2: Maintain a Commercial Recreation Category including Hallandale Beach major commercial recreation facilities, i.e., Gulfstream Park Racetrack and Casino, Mardi Gras Racing and Casino and Diplomat Golf Course and Country Club. The Commercial Recreation Category will allow public and private recreationally based facilities. Conversion of these facilities to other uses having increased impacts on public facilities will be contingent upon the new developments ability to maintain adopted level of service standards for affected public facilities and a land use compatibility determination by the City.

POLICY 1.5.3: The City adopts Broward County's rules and regulations for flexibility of commercial areas on the Hallandale Beach Land Use Plan.

POLICY 1.5.4: Commercial areas will continue to be regulated by development standards, such as, but not limited to, size and bulk regulations, landscaped medians, right-turn only exits and other controls or designs intended to improve vehicular and pedestrian safety.

POLICY 1.5.5: The commercial policy statements and categories in the Hallandale Beach Land Use Plan shall form the basis for zoning categories and land development regulations which establish different intensities of commercial development compatible with their respective service areas and adjacent and surrounding land uses.

POLICY 1.12.4: The City shall maintain innovative land development regulations that encourage mixed-use developments and incorporate site design planning techniques that will enhance the quality of large scale developments or redevelopment areas.

POLICY 1.14.2: The Development Services Department shall evaluate impacts resulting from new developments to ensure that adequate facilities are either in place or planned so that Level of Service standards are not reduced.

POLICY 1.14.3: The City shall adopt level of service standards and shall be used as the basis for determining the availability of facility capacity. See the Capital Improvements Element for a complete list of adopted Level of Service Standards.

POLICY 1.14.4: The assessment of needed capital improvements shall be based on the Level of Service standards adopted in the Transportation Element, Sanitary Sewer, Solid Waste, Stormwater Management, Potable Water, and Natural Groundwater Aquifer Recharge Element, and Recreation and Open Space Element of the Comprehensive Plan.

POLICY 1.18.1: Increase economic development and employment opportunities within urban infill and urban redevelopment area(s).

APPLICABLE CODES AND ORDINANCES

Review Criteria

Pursuant to Section 32-963 decisions or recommendations relating to any change to the land use element of the comprehensive plan shall address but is not limited to the effect of the proposed amendment as it relates to the following:

- 1. The relationship of the proposed amendment to the purposes and objectives of the city's comprehensive land use plan, when adopted, with appropriate consideration as to whether or not the proposed changes will further the purpose of this chapter and other codes, regulations and actions designed to implement the plan.**

The proposed Future Land Use Plan amendment is consistent with and is not contrary to the regulations and actions designed to implement regulations plan, nor the City's Comprehensive Plan. Policy 1.5 of the City's Future Land Use Element allows for a reduction in Commercial Recreation designated property provided that the proposed land use designation compliments the commercial recreation land use category.

The proposed amendment satisfies this policy by allowing for a compatible mix of uses on the property, including residential or hotel uses with a total of 228 units, which supports redevelopment and enhances the overall land use composition of the property.

- 2. The proposed change would or would not be contrary to the established land use pattern.**

The proposed amendment is consistent with the established land use patterns along the southern portion of the property, which includes the DUO and Slate Building (Tower 100). The amendment also maintains compatibility with the surrounding urban context and existing development pattern in this area. The amendment is also consistent with the Approved Plan for the Diplomat Project which previously authorized 938 hotel rooms. The amendment would allow either residential or hotel units within the specified areas up to 228 units, resulting in a reduction of 710 hotel units from the Approved Plan.

3. The proposed change would or would not create an isolated district unrelated to adjacent and nearby districts.

The proposed land use change for the amendment site would not create an isolated, unrelated district to adjacent and nearby districts. The property is developed with commercial recreation uses including a hotel. Surrounding land uses include high-rise residential and commercial development to the south and mid-rise residential buildings development to the west and north, reflecting a compatible development pattern.

4. The proposed change would or would not alter the population density pattern and thereby have an adverse impact upon public facilities such as schools, utilities and streets.

The proposed amendment applies to the area identified as the Dashed-Line Area and would permit residential uses within two defined portions of the site, allowing for up to 228 residential units. The remaining areas within the Dashed-Line Area would retain the existing Commercial Recreation land use designation.

Impacts on public service levels, including schools, utilities, and traffic, were previously evaluated as part of the approval process for the Diplomat Project. The proposed amendment has been further analyzed with respect to potential impacts on transportation, utilities, parks, and schools. A new traffic impact analysis was prepared by the applicant and reviewed by the City's traffic consultant, Michael Miller Planning Associates. The results of this analysis confirm a reduction in overall traffic generation compared to the Approved Diplomat Project, with a decrease of approximately 356 AM peak-hour trips and 127 PM peak-hour trips, indicating an overall improvement in traffic conditions and maintaining the existing level of service on nearby roadways.

Additionally, the City's consulting engineering firm, Black & Veatch, conducted a review of the water and wastewater service demand analysis in accordance with the City of Hallandale Beach Comprehensive Plan, which establishes level-of-service requirements under Element 5. The review determined that the proposed amendment complies with the applicable Comprehensive Plan provisions and will result in a net decrease in future water and sewer demand compared to the previously approved development program.

5. Existing district boundaries are illogically drawn in relation to existing conditions on the property proposed for change.

The Commercial Recreation land use designation for the Shell Bay Club within the City's limits is not illogically drawn in relation to the existing conditions on the portion of the property that is not proposed to be changed. The applicant's Approved Development Plan includes three towers with a total of 938 hotel keys within the 17.5-acre amendment site, which is presently developed with a clubhouse, a 60-room hotel, tennis facilities, parking areas, and other accessory facilities.

The proposed amendment would modify the land use designation while retaining the approved locations of Tower 200 and Tower 400 while eliminating the previously approved Tower 300. The amendments would permit either hotel or residential use on the designated

parcels within the Dashed-Line Area and would reduce the total number of hotel keys from 938 to 228 units, thereby decreasing the overall intensity of the site.

6. Changed or changing conditions make the passage of the proposed amendment necessary.

The applicant's proposal to incorporate residential uses as part of a mixed-use development in conjunction with the golf course and club facilities, necessitates the proposed amendments to the City's Future Land Use Element and Land Use Map.

7. Substantial reasons exist why the property cannot be used in accordance with the adopted land use plan and/or the existing zoning.

The existing land use designation of the subject property does not preclude the use of the property. However, the applicant's proposed mixed-use development to include residential uses cannot be accommodated under the existing land use designation of Commercial Recreation of the site and therefore, requires the proposed amendments.

8. Whether or not the change is out of scale with the needs of the neighborhood.

The proposed Map amendment is compatible with and responsive to the development patterns and needs of the surrounding area. The change is not out of scale with the Approved Plan for the Diplomat Project and in fact represents a reduction in overall development intensity. The proposal decreases the hotel keys 938 to 228 units and eliminates previously approved towers ranging from 20 to 30 stories, thereby reducing the Project's overall scale and visual impact.

Why Action is Necessary

Pursuant to Section 2-102 of the City of Hallandale Beach Code of Ordinances, the Planning and Zoning Board/Local Planning Agency shall review and make advisory recommendations to the City Commission on applications for changes to the comprehensive land use plan.

Cost Benefits

There is no fiscal impact to the City associated with the proposed Comprehensive Plan- Future Land Use and Map amendments.

The amendments will provide for flexibility to allow residential as well as non-limited stays in hotels on that portion of the Shell Bay Property designated Commercial-Recreation Irregular-Residential within a Dashed-Line Area.

Staff Recommendation:

The proposed amendment will allow hotel or residential use on the designated parcels within the Dashed-Line Area. This change would result in a reduction in the number of hotel keys and a corresponding decrease in the project's impact on the City's level of services compared to the originally approved Diplomat Project.

Staff recommends that the Planning and Zoning Board recommend approval of the proposed amendments to the Future Land Use Element of the Comprehensive Plan and the City's Future Land Use Map to the City Commission. Upon City Commission approval, the ordinance will be transmitted to the State and Broward County for review and subsequently brought back to the City Commission for adoption.

Attachment(s):

- Exhibit 1 – Draft Ordinance Amending Comprehensive Plan
- Exhibit 2 – Aerial Map
- Exhibit 3 – Zoning Map
- Exhibit 4 – Applicant's Letter and Backup
- Exhibit 5 – Traffic Consultant's Report