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**MG100 TOWER**  
**100 South Federal Highway**  
**Site Plan Narrative**

MG 100 Federal, LLC ("Petitioner") is the owner of the +/- 1.51 acre property located at 100 South Federal Highway, which is generally located between South Federal Highway to the east and SE 5<sup>th</sup> Avenue to the west, approximately 225 feet south of East Hallandale Boulevard (folios 5142-27-24-0410 & 5142-27-24-0440) (collectively referred to herein as "Property") in the City of Hallandale Beach ("City"). Prior to the adoption of Ordinance No 2014-30, The Property had a future land use designation of RAC, Regional Activity Center and a zoning designation of BG, Business General. The Property was further designated as PRD, Planned Redevelopment District, on the City's zoning Map. On July 8, 2015, Petitioner received confirmation from the City that the Property is vested for development under the zoning designation and regulations in effect prior to Ordinance No 2014-30. Petitioner seeks to develop the Property with 294 multifamily units, +/-4,116 square feet of retail use and a +/- 5,487 square foot restaurant ("Project"). The Project has been designed to differentiate itself from other multifamily developments serving the Hallandale Beach community. Specifically, the look and feel of the Project will offer residents a resort-style lifestyle with all the modern conveniences of living in the heart of Broward County. In order to develop the Project, Petitioner is seeking a rezoning to the PDD, Planned Development District, zoning designation ("Rezoning"), the allocation of flexibility units and RAC units as the City may deem appropriate ("Flex/RAC Allocation"), conditional use approval to allow multifamily development ("Conditional Use"), and approval of a major development site plan application ("Site Plan").

The Project seeks to redevelop this underutilized parcel with a luxury multifamily use that will serve the community. The Project is compatible with development in the adjacent areas which includes residential development to the west and retail businesses along Federal Highway to the north, south and east. Further, it provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Project offers new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need.

The Project is also designed as an environmentally sensitive, pedestrian friendly, mixed use development. The Project will embrace some of the sustainable design practices as required by the Hallandale Beach Green Building Program as defined in Section 32-787(k) of the City's Land Development Code. Specifically, Petitioner is proposing certification by the Florida Green Building Coalition ("FGBC") or a similar third party green building certification program. The systems and infrastructure of the building will be designed to encourage the recycling of disposable materials as well as a reduction of fossil fuel consumption to the greatest extent possible.

In seeking a third-party green building certification, the Project will employ a variety of green building practices, materials and techniques to achieve an energy efficient design. While these elements will be solidified prior to construction of the Project, probable energy efficient design elements are as follows:

- ☐ Tinted glazing shall be used throughout development.
- ☐ LED lighting will be installed, where feasible, to ensure energy efficient practices.
- ☐ Reflective roof membrane will enhance the building resistance to heat gain.
- ☐ Energy Star appliances will be installed to promote energy efficiency.
- ☐ High SEER Efficiency HVAC units will help save energy and contribute to environmental sustainability.
- ☐ Low-flow plumbing fixtures will help promote fresh water conservation.
- ☐ Sun shading devices will be used where feasible to prevent additional heat gain through openings.
- ☐ Low V.O.C. Paint will contribute to a healthy, breathable environment.
- ☐ Recycling facilities throughout the development will encourage social consciousness and environmental responsibility.
- ☐ Use of local materials will prevent unnecessary fossil fuel burning.
- ☐ Use of natural light will decrease the demand for electricity where feasible.
- ☐ Structured parking garages will reduce the heat island effect by avoiding large expanse of asphalt or concrete surfaces on the site



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**MG100 TOWER**  
**100 South Federal Highway**  
**Waiver Justification**

MG 100 Federal, LLC ("Petitioner") is the owner of the +/- 1.51 acre property located at 100 South Federal Highway, which is generally located between South Federal Highway to the east and SE 5<sup>th</sup> Avenue to the west, approximately 225 feet south of East Hallandale Boulevard (folios 5142-27-24-0410 & 5142-27-24-0440) (collectively referred to herein as "Property") in the City of Hallandale Beach ("City"). Prior to the adoption of Ordinance No 2014-30, The Property had a future land use designation of RAC, Regional Activity Center and a zoning designation of BG, Business General. The Property was further designated as PRD, Planned Redevelopment District, on the City's zoning Map. On July 8, 2015, Petitioner received confirmation from the City that the Property is vested for development under the zoning designation and regulations in effect prior to Ordinance No 2014-30. Petitioner seeks to develop the Property with 294 multifamily units, +/-4,116 square feet of retail use and a +/- 5,487 square foot restaurant ("Project"). The Project has been designed to differentiate itself from other multifamily developments serving the Hallandale Beach community. Specifically, the look and feel of the Project will offer residents a resort-style lifestyle with all the modern conveniences of living in the heart of Broward County. In order to develop the Project, Petitioner is seeking a rezoning to the PDD, Planned Development District, zoning designation ("Rezoning"), the allocation of flexibility units and RAC units as the City may deem appropriate ("Flex/RAC Allocation"), conditional use approval to allow multifamily development ("Conditional Use"), and approval of a major development site plan application ("Site Plan").

The Project seeks to redevelop this underutilized parcel with a luxury multifamily use that will serve the community. The Project is compatible with development in the adjacent areas which includes residential development to the west and retail businesses along Federal Highway to the north, south and east. Further, it provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Project offers new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need. Considering the foregoing, Petitioner respectfully requests the following waivers:

Waiver from Section 32-176(j)(7) to allow a maximum one hundred ninety-five (195) dwelling units per acre in lieu of thirty-five (35) dwelling units per acre permitted in the underlying B-L and B-G zoning districts.

Waiver from Section 32-453(i)(4) to allow a parking corridor in excess of four (4) abutting parking spaces without either a direct connection to an adjacent corridor or inclusion of cul-de-sac at the end of such corridor (dead-end parking).

Waiver from Section 32-445(3)(a) to allow six hundred forty-five (645) parking spaces in lieu of seven hundred twenty-three (723) parking spaces required.

Waiver from Section 32-176(g)(5) to allow a twelve foot six inch (12'6") setback on west elevation for planters extending from the garage levels in lieu of twenty-five (25) feet required.

Waiver from Section 32-176 to allow a maximum thirty two (32) foot setback requirement in lieu of a maximum fifteen (15) foot setback required.

Waiver from Section 32-149 to allow a minimum unit size of seven hundred seventy (770) square feet in lieu of eight hundred fifty (850) required.

Waiver from Section 32-331 to allow a garage screen and three foot six inch (3'6") wall and screening in lieu of a six foot (6') wall required.

Waiver from Section 32-384(e)(2) to allow a two foot ten inch (2'10") landscape strip abutting side common property lines instead of five feet (5') required.

Waiver from Section 32-176(j)(7) to allow a maximum one hundred ninety-five (195) dwelling units per acre in lieu of thirty five (35) dwelling units per acre permitted in the underlying B-L and B-G zoning districts.

The Property is designated within the area of the Regional Activity Center ("RAC". The intent of the RAC was to bring greater intensity and density into the area south of Hallandale Beach Boulevard along US 1. The RAC land use category does not limit density within this area. Although the density is limited within the underlying zoning districts, the Planned Development District Overlay ("PDD") did not limit the density permitted. Given the built out nature of the City and the challenges with infill development, the City created the PDD/PDO zoning overlay to "permit site design flexibility and greater land use intensity and density in order to encourage high-quality, innovative development that is consistent with comprehensive plan policies". The minimum lot size was reduced to one (1) acre for the PDD to further encourage redevelopment. As such, the Property was clearly intended for higher density uses such as the high quality mixed use development proposed by the Project. The Project seeks to redevelop this underutilized parcel with a high-density luxury multifamily use that will serve the community. Further, it provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Project offers new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need.

Waiver from Section 32-453(i)(4) to allow a parking corridor in excess of four (4) abutting parking spaces without either a direct connection to an adjacent corridor or inclusion of cul-de-sac at the end of such corridor (dead-end parking).

Section 32-453(j)(4) of the City's Code requires that, in parking corridors with more than four (4) parking spaces, a direct connection to an adjacent corridor be provided or a cul-de-sac be included so that there is no dead-end parking. Petitioner is proposing a dead-end parking area at the top level of the parking garage at the termination of the parking area. The parking can no longer circulate at the top level as the ramp to the uppermost floor conflict with additional circulation. This is common of many parking garages of similar size where only one parking loop on any level can be provided. Rather than continue the parking row by an additional three (3) spaces, a back-out area is provided which will be striped and labeled as a no parking area. This provides a more than sufficient area for safe vehicular movements of cars either backing out from the last spaces on the east, or for cars that must turn around completely through a three-point turn. As such, this parking area is anticipated to meet the needs of the customers and residents of the Project and it is expected that few vehicles will be making these maneuvers as sufficient parking is provided to meet the peak hour parking demands for the project. As such, Petitioner respectfully requests a waiver from this provision.

Waiver from Section 32-445(3)(a) to allow six hundred forty-five (645) parking spaces in lieu of seven hundred twenty-three (723) parking spaces required.

Petitioner respectfully requests a waiver from Section 32-445(3)(a) to allow six hundred forty-five (645) parking spaces in lieu of seven hundred twenty-three (723) parking spaces required. Petitioner seeks to transform this currently vacant lot into luxury multifamily units that will serve the needs of the community. The look and feel of the Project will offer residents a resort-style lifestyle with all the modern conveniences of living in the heart of Broward County. In order to develop the Project, Petitioner is requesting a waiver from Section 32-445(3)(a) to allow six hundred forty-five (645) parking spaces in lieu of seven hundred twenty-three (723). Specifically, for new development, Section 32-445(3)(a) requires 1.75 spaces for every one-bedroom unit, 2.0 spaces for every two-bedroom unit and 2.5 parking spaces per three-bedroom unit. Petitioner has provided a parking study to support this deviation. The parking study looks to the Central RAC parking requirements that affect the Property. The Central RAC has decreased parking rates for new multi-family residential developments. Specifically, this portion of the code requires only 1.25 spaces for each one-bedroom unit and 1.75 parking spaces for each two or more bedroom unit. As such, the parking required under this analysis is only for five hundred ninety-nine (599) parking spaces for the Project. As such, the parking provided exceeds the parking required in the Central RAC district. Please refer to the parking study provided as additional justification for this request.

Waiver from Section 32-176(g)(5) to allow a twelve foot six inch (12'6") setback on west elevation for planters extending from the garage levels in lieu of twenty-five (25) feet required.

Along the west elevation for the Project, Petitioner is proposing the use of planters that will extend from the garage in order to enhance the architecture of the garage levels and create a visually interesting façade. Specifically, Petitioner is proposing planters that extend eleven feet from the garage levels into the setback along SE 5<sup>th</sup> Avenue. A twenty five (25) foot setback is required along SE 5<sup>th</sup> Avenue. Petitioner is requesting a waiver from the setback requirement of Section 32-176(g)(5) in order to allow a twelve foot six inch (12'6") setback to accommodate for the planters along this elevation. The building itself is otherwise setback the required twenty five (25) feet from SE 5<sup>th</sup> Avenue. Further, the Project meets all other required setbacks along the north, south and east elevations. The Project proposes eight (8) levels of parking to accommodate the two hundred ninety-four (294) dwelling units proposed. While the front elevation along South Federal Highway includes a retail component along the ground floors that covers a significant portion of the garage, the parking area for the retail spaces is located along the western portion of the building, with residential parking on upper levels. Off-street parking is required to accommodate any develop and a parking garage is a necessity for any multi-family development of this type. Rather than create a standard parking garage with very little visual interest, Petitioner seeks to add architectural enhancements for a truly unique and attractive development. The planters that are being proposed will also add a natural element to the building's appearance, providing for additional landscape materials on the Project's upper levels. Petitioner truly seeks to create a high-quality development for both the City and future residents of the Project. The waiver from Section 32-176(g)(5) to allow for this additional architectural element will allow Petitioner to do so.

Waiver from Section 32-176 to allow a maximum thirty two (32) foot setback requirement in lieu of a maximum fifteen (15) foot setback required.

Along the Federal Highway frontage, the Project offers a unique pedestrian area with a meandering side pedestrian path with pocket parks, green space and benches. This offers individuals with an alternative to the main sidewalk along Federal Highway for those wanting a more relaxing stroll, to stop and rest at a bench in the park, or simply to be further separated from the vehicular traffic along Federal Highway. This pedestrian area further provides an additional setback from vehicles for patrons enjoying the outdoor dining area of the future restaurant. As such, Petitioner is proposing a thirty two (32) foot setback, in lieu of a maximum fifteen (15) foot setback required. Petitioner truly seeks to create a high-quality development for both the City and future residents of the Project by offering elements such as this pedestrian area as part of the Project. As such, Petitioner is requesting a waiver from this maximum fifteen (15) foot setback in order to provide a thirty two (32) foot setback along Federal Highway.

Waiver from Section 32-149 to allow a minimum unit size of seven hundred seventy (770) square feet in lieu of eight hundred fifty (850) required.

Petitioner is striving to provide a very high-quality Project within the City's Regional Activity Center. One purpose of the RAC and PDD overlay is to encourage high density development close to major commercial and recreational areas. In order to allow for the density proposed, the one bedroom units are proposed approximately eighty (80) square feet under that required by the City's Land Development Code. However, the units will still be luxury units that offer upscale living space for residents. They will still offer a comfortable living space with a kitchen, main room seating area, bedroom and sufficient space for a small kitchen table. In addition, each unit will have a large balcony area to provide an outdoor living space for the enjoyment of residents. For residents that would like to host a party or event, additional amenities and clubhouse space is offered on the terrace level. A fitness center and pool is also proposed on this level. As such, the decreased unit size for one-bedroom apartments is made up by the numerous amenities and features proposed as part of the Project.

The City created the PDD/PDO zoning overlay to "permit site design flexibility and greater land use intensity and density in order to encourage high-quality, innovative development that is consistent with comprehensive plan policies" which is accomplished through the Project. As such, the Property was clearly intended for higher density uses such as the high quality mixed use development proposed by the Project. The Project seeks to redevelop this underutilized parcel with a high-density luxury multifamily use that will serve the community. Further, it provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Project offers new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need. The density proposed

Waiver from Section 32-331 to allow a garage screen and three foot six inch (3'6") wall and screening in lieu of a six foot (6') wall required.

The City's Code requires a six foot (6') high masonry wall in all instances where a commercial development abuts residential development. The Project is a mixed-use development with a commercial component on the ground level. As such, this buffer is required along the west side of the Property. The western façade consists mainly of a parking garage on the ground level. Rather than incorporating such a wall along the western frontage and obstructing view completely into the parking garage, Petitioner is proposing a knee wall of about three feet six inches (3'6") with additional screening with a louver system and planters so that vehicle headlights will not be seen from 5<sup>th</sup> Avenue, but to allow for natural surveillance into the parking garage. The natural surveillance is a CPTED principal that was also raised upon review by the Police Department. A large concrete wall would prevent views into the garage from people passing by and create an area more suitable for criminal activity. Rather than encourage criminal activity by creating obscured area, Petitioner is proposing a smaller wall that will still prevent the view of headlights from the adjacent residential homes, but will allow for the natural surveillance of the Project. The appearance of the knee wall and planters is also much more attractive than a solid masonry wall. The louver system with planters will allow for additional landscaping adjacent to the garage and create a more attractive view of the building along the 5<sup>th</sup> Avenue façade.

Waiver from Section 32-384(e)(2) to allow a two foot ten inch (2'10") landscape strip abutting side common property lines instead of five feet (5') required.

Petitioner is requesting a waiver along the north property line to provide a two foot ten inch (2'10") landscape strip in lieu of five feet (5') required. These areas are adjacent to existing commercial properties. Despite the decreased size in the landscape strip, Petitioner is providing a significant landscaping within that buffer area. Specifically, Petitioner is proposing the use of twelve to fourteen foot (12'-14') full canopy Pigeon Plums to create a nice buffer to the north. This is in addition to the large canopy trees and landscape buffer existing on the adjacent property to the north. Currently, there is a small landscape strip with existing trees that have been very poorly maintained by the previous owner. Petitioner seeks to revitalize this buffer and create a more attractive appearance, not only adjacent to the property to the north, but throughout the entire project. Petitioner has designed the landscaping to replace and enhance the existing landscape materials on the Property to create a high-quality landscape design that is reflective of the Project. Petitioner also seeks to add architectural enhancements for a truly unique and attractive development. The planters that are being proposed throughout the garage and on upper levels will also add a natural element to the building's appearance, providing for additional landscape materials on throughout the Project. The Project meets or exceeds all other landscape requirements. As such, although a deviation is requested for the landscape strip to the north, the Project proposes a significant buffer and substantial landscaping throughout the Property.





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**MG100 TOWER**  
**100 South Federal Highway**  
**Conditional Use Justification**

MG 100 Federal, LLC ("Petitioner") is the owner of the +/- 1.51 acre property located at 100 South Federal Highway, which is generally located between South Federal Highway to the east and SE 5<sup>th</sup> Avenue to the west, approximately 225 feet south of East Hallandale Boulevard (folios 5142-27-24-0410 & 5142-27-24-0440) (collectively referred to herein as "Property") in the City of Hallandale Beach ("City"). Prior to the adoption of Ordinance No 2014-30, The Property had a future land use designation of RAC, Regional Activity Center and a zoning designation of BG, Business General. The Property was further designated as PRD, Planned Redevelopment District, on the City's zoning Map. On July 8, 2015, Petitioner received confirmation from the City that the Property is vested for development under the zoning designation and regulations in effect prior to Ordinance No 2014-30. Petitioner seeks to develop the Property with 294 multifamily units, +/-4,116 square feet of retail use and a +/- 5,487 square foot restaurant ("Project"). The Project has been designed to differentiate itself from other multifamily developments serving the Hallandale Beach community. Specifically, the look and feel of the Project will offer residents a resort-style lifestyle with all the modern conveniences of living in the heart of Broward County. In order to develop the Project, Petitioner is seeking a rezoning to the PDD, Planned Development District, zoning designation ("Rezoning"), the allocation of flexibility units and RAC units as the City may deem appropriate ("Flex/RAC Allocation"), conditional use approval to allow multifamily development ("Conditional Use"), and approval of a major development site plan application ("Site Plan").

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As discussed in greater detail below, the Conditional Use complies with Section 32-964 of the City's Zoning Code ("Code"). Specifically, Petitioner will demonstrate the following: (1) the Conditional use is compatible with the existing natural environment and other properties within the neighborhood; (2) the Conditional use will create no substantial detrimental effects on the property values in the neighborhood; (3) there are adequate public facilities such as schools, road, parks and utilities within the service areas involved; (4) there are adequate provisions for the traffic movement, both vehicular and pedestrian, both internal to the use and in the area which will serve the use; (5) there are adequate drainage systems to service the use with particular attention to the necessity for on-site retention systems to alleviate

drainage and pollution problems; (6) there are adequate setbacks, buffering and general amenities in order to control any adverse effects of noise, light, dust and other nuisances; (7) the land area is sufficient, appropriate and adequate for the use and for any reasonably anticipated expansion of the use; and (8) any other conditions as may be stipulated and made a requirement in granting any application for a conditional use, when it is considered necessary to further the intent and general welfare, including, but not limited to a. limitations on the hours of business operation and b. limitation on the number of occupants of any building at any one time.

***(1) The Conditional Use is compatible with the existing natural environment and other properties within the neighborhood.***

The Conditional Use is compatible with the existing natural environment and other properties within the neighborhood. As noted above, the Project seeks to redevelop this vacant lot with a luxury multifamily use that will serve the community. The Project offers a mixed-use development that is compatible with the existing retail and commercial uses along south Federal Highway to the north, south and east, and the existing residential development to the west. In addition, the Conditional Use is consistent with recent development in the area, including similarly proposed and approved mixed-use development, such as the Gulfstream Point project. The Project offers a new, high-quality multifamily development in an ideal location due to its proximity to existing commercial development and public transportation sources. It provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Project offers new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need. Further, the Project encourages the use of alternate transportation and pedestrian travel because of its proximity to these commercial and recreational venues.

***(2) The Conditional Use will create no substantial detrimental effects on the property values in the neighborhood.***

The Conditional Use will create no substantial detrimental effects on the property values in the neighborhood. As noted above, the Property is currently underutilized and has been a neglected parcel along this portion of the Federal Highway thoroughfare. Petitioner is seeking to redevelop this vacant parcel into a thriving mixed-use development that will transform this area and serve the needs of the community. The additional retail component will provide new businesses for existing residents within the area, while the new residential component will bring a new customer base to those existing businesses along South Federal Highway and Hallandale Beach Boulevard. The proposed residential component will also provide potential employees for the surrounding commercial development. Further, the Project has been designed as a high-quality development that will differentiate itself from other multi-family developments serving the Hallandale Beach and Broward County community. Specifically, the Project seeks to offer a unique architectural vernacular that reflects the elements of luxury associated with the Project and will truly be an attractive and visually interesting addition to the City. As such, the Conditional

Use will enhance property values rather than create a detrimental effect to the property values in the neighborhood.

***(3) There are adequate public facilities such as schools, road, parks and utilities within the service areas involved.***

There are adequate public facilities, such as schools, road, park and utilities within the service areas involved. The Property is located within the Regional Activity Center, which has accounted for the number of residential dwelling units requested. In addition, the Project will be highly amenitized to reduce impacts on parks, and proposed utility services, as well as capabilities of utility providers, have been examined as part of this application.

***(4) There are adequate provisions for the traffic movement, both vehicular and pedestrian, both internal to the use and in the area which will serve the use.***

There are adequate provisions for traffic movements both internal to the use and in the area which will serve the use. The Property is located on South Federal Highway and in the City's Regional Activity Center. This area has been designed to accommodate heavily trafficked commercial and residential development as it is the core activity center of Hallandale Beach. The Project itself, has taken into consideration impacts on street, including both vehicular and pedestrian movements to the Property. Specifically, the Project offers ingress and egress for future residents off SE 5<sup>th</sup> Avenue allowing for a quality pedestrian oriented street-scape along Federal Highway. Multiple points of ingress and egress further relieves potential congestion along SE 5<sup>th</sup> Street by offering alternate access points to and from the Project. The main residential drop-off area is also internal to the Property and offers significant stacking to prevent any potential for backup onto the right-of-way. The site design further provides an internal circulation system for vehicles travelling within the site. Safe travel for pedestrians is also provided through the inclusion of sidewalks along Federal Highway and SE 5<sup>th</sup> Avenue, as well as internal to the site, so that pedestrians can travel to retail, parking and lobby areas without incident. As such, there are adequate provisions for traffic movements.

***(5) There are adequate drainage systems to service the use with particular attention to the necessity for on-site retention systems to alleviate drainage and pollution problems.***

There are adequate drainage systems to service the Conditional Use. Petitioner has consulted with project engineers to ensure there is sufficient on-site retention systems to alleviate drainage and pollution problems. Included with the Site Plan submitted as part of this application, Petitioner has provided plans demonstrating adequate control of erosion and sedimentation, provisions for adequate drainage and disposition of natural and storm water in accordance with the adopted design standards of the City and has indicated proposed utility services, including water and wastewater lines and pipe sizes. The engineering plans submitted demonstrate there is adequate drainage systems provided to accommodate the Project.

***(6) There are adequate setbacks, buffering and general amenities in order to control any adverse effects of noise, light, dust and other nuisances.***

There are adequate setbacks, buffering and general amenities in order to control any adverse effects of the Project. The Project meets all required setbacks along the north, south and east elevations. While the building meets the setback requirement along the west elevation, Petitioner is proposing the use of planters at the garage levels that extend into this setback in order to create an additional natural element that will add to the aesthetic of the Project. The Project also meets all landscape, buffering and illumination requirements. Future residents will be able to use the amenities offered by the Project, including a pool and pavilion area, a fitness center and social rooms. As such, there are adequate general amenities to control any adverse impacts to the community. Further, the Project is located close to public transportation and provides for bicycle storage which encourages the use of alternate transportation and will decrease the use of vehicles. As such, the Project controls any adverse effects of noise, light, dust or other nuisances.

***(7) The land area is sufficient, appropriate and adequate for the use and for any reasonably anticipated expansion of the use.***

The land are is sufficient, appropriate and adequate for the use. As noted above, the Project offers a mixed-use development that is compatible with the existing retail and commercial uses along south Federal Highway to the north, south and east, and the existing residential development to the west. In addition, the proposed use is consistent with recent development in the area, including similarly proposed and approved mixed-use development, such as the Gulfstream Point project. The Project offers a new, high-quality multifamily development in an ideal location due to its proximity to existing commercial development and public transportation sources. It provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Project offers new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need. Further, the Project encourages the use of alternate transportation and pedestrian travel because of its proximity to these commercial and recreational venues.

***(8) Any other conditions as may be stipulated and made a requirement in granting any application for a conditional use, when it is considered necessary to further the intent and general welfare, including, but not limited to a. limitations on the hours of business operation and b. limitation on the number of occupants of any building at any one time.***

Petitioner does not anticipate the need for additional conditions at this time.



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**100 South Federal Highway**  
**Rezoning Justification**

MG 100 Federal, LLC ("Petitioner") is the owner of the +/- 1.51 acre property located at 100 South Federal Highway, which is generally located between South Federal Highway to the east and SE 5<sup>th</sup> Avenue to the west, approximately 225 feet south of East Hallandale Boulevard (folios 5142-27-24-0410 & 5142-27-24-0440) (collectively referred to herein as "Property") in the City of Hallandale Beach ("City"). Prior to the adoption of Ordinance No 2014-30, The Property had a future land use designation of RAC, Regional Activity Center and a zoning designation of BG, Business General. The Property was further designated as PRD, Planned Redevelopment District, on the City's zoning Map. On July 8, 2015, Petitioner received confirmation from the City that the Property is vested for development under the zoning designation and regulations in effect prior to Ordinance No 2014-30. Petitioner seeks to develop the Property with 294 multifamily units, +/-4,116 square feet of retail use and a +/- 5,487 square foot restaurant ("Project"). The Project has been designed to differentiate itself from other multifamily developments serving the Hallandale Beach community. Specifically, the look and feel of the Project will offer residents a resort-style lifestyle with all the modern conveniences of living in the heart of Broward County. In order to develop the Project, Petitioner is seeking a rezoning to the PDD, Planned Development District, zoning designation ("Rezoning"), the allocation of flexibility units and RAC units as the City may deem appropriate ("Flex/RAC Allocation"), conditional use approval to allow multifamily development ("Conditional Use"), and approval of a major development site plan application ("Site Plan").

The Project seeks to redevelop this parcel with a luxury multifamily use that will serve the community. The Project is generally compatible with development in the adjacent areas which includes residential development to the west and retail businesses along Federal Highway to the north, south and east. It is also consistent with other redevelopment projects proposed for the area. Further, it provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Project offers new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need.

As discussed in greater detail below, the Rezoning complies with Section 32-963 of the City's Zoning Code ("Code"). In particular, Petitioner will demonstrate the following: (1) the Rezoning furthers the purposes and objectives of the City's Comprehensive Land Use Plan, and when adopted, will further the purpose of this and other codes, regulations and actions designed to implement said plan; (2) the Rezoning is not contrary to the established land use pattern; (3) the Rezoning will not create an isolated district unrelated to adjacent and nearby districts; (4) the Rezoning will not alter the population density pattern and will not have an adverse impact upon public facilities such as schools, utilities and streets; (5) existing district boundaries are illogically drawn in relation to existing conditions on the Property proposed for change; (6) changed or changing conditions make the passage of the Rezoning necessary; (7) substantial reasons

exist why the Property cannot be used in accordance with the adopted land use plan and/or the existing zoning; and (8) the Rezoning is not out of scale with the needs of the neighborhood.

In addition, Petitioner will demonstrate that the Rezoning to PDD complies with Section 32-174(g)(5) of the City's Code. In particular, Petitioner will demonstrate the following: (a) the Project will further the development or redevelopment of an area of the City consistent with the City's land use and development goals, policies and development/redevelopment efforts; (b) the Project will be of an equal or higher quality with regard to appearance, site design, compatibility with adjacent area, landscaping, and provision of amenities that would result under the existing development standards; (c) the PDD will allow a more innovative design than would be possible under the development standards of the existing zoning district and development regulations; (d) the proposed development will promote the public interest, including, if appropriate, the provision of open space and amenities available for public use; (e) the mixed commercial and residential development proposal is well planned, in an integrated design that encourages the use of mass transportation, pedestrian and bicycling modes of transportation; and (f) it is more appropriate for the Project to be developed under the PDD development standards and procedures than the existing zoning district development standards and development review and variance procedures, when the criteria mentioned in this subsection are considered.

### **Rezoning Criteria**

***(1) The Rezoning furthers the purposes and objectives of the City's Comprehensive Land Use Plan, and when adopted, will further the purpose of this and other codes, regulations and actions designed to implement said plan.***

The Rezoning furthers the purposes and objectives of the City's Comprehensive Land Use Plan. Specifically, the Rezoning furthers the following goals, objectives and policies:

- Goal 1: To provide a coordinated and compatible mix of land uses which encourages a high quality of life.
- Policy 1.1.3: The City will require a development impact analysis to be submitted for developments which contain ten (10) residential dwelling units or more. Petitioner has provided a development impact analysis which evaluates the overall effect of a proposed development on the surrounding neighborhood and overall community.
- Policy 1.3.5: High density residential development should continue to be located with direct access to major arterial streets.
- Policy 1.3.7: The City shall focus on compatible infill residential development.
- Objective 1.9: Consider a RAC land use category within the city to encourage attractive and functional mixed living, working, shopping, educational and recreational activities.
- Policy 1.9.5: Redevelopment activities should be encouraged within a RAC.
- Policy 1.9.6: A Regional Activity Center should provide for substantial housing opportunities to allow people to both live and work within the RAC.
- Policy 1.12.4: The City shall maintain innovative land development regulations that encourage mixed-use development and incorporate site design planning techniques that will enhance the quality of large scale developments or redevelopment areas.

- Policy 1.18.3: Encourage mixed-use development within urban infill and urban redevelopment areas.
- Policy 1.20.6: The City shall continue to encourage mixed-use development and concentrations of higher land use intensities along major transportation corridors by allowing urban-type development standards, residential use and density bonuses in designated commercial areas.

As is evident by the goals, objectives and policies identified in the City's Comprehensive plan, the City desires mixed-use development and more intense and dense development along major thoroughfares, such as Federal Highway. The RAC land use designation reflects the City's desire for more intense development and mixed-use Projects. In order to promote the most appropriate use of the land, the Rezoning to the PDD zoning district is necessary, as the PDD district is intended to permit site design flexibility and the greater land use intensity and density contemplated by the RAC land use designation.

***(2) The Rezoning is not contrary to the established land use pattern.***

The Rezoning is not contrary to the established land use pattern. The Property compliments the established land use pattern by providing development that is compatible with adjacent commercial and residential development along Federal Highway and in close proximity to Hallandale Beach Boulevard. The Project offers new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need. The bus routes and public transportation in the area, as well as access to I-95 along Hallandale Beach Boulevard makes the Property an ideal location for this mixed-use Project. In addition, the Rezoning is consistent with both approved and proposed mixed-use projects in the area, such as the Gulfstream Point project. As such, the Rezoning is not contrary to the established land use pattern.

***(3) The Rezoning will not create an isolated district unrelated to adjacent and nearby districts.***

The Rezoning will not create an isolated district unrelated to adjacent and nearby districts. Petitioner is seeking a rezoning to the Planned Development District, PDD, zoning designation. This will allow for the transformation of the currently vacant Property, into a vibrant mixed-use development that will serve both the existing and proposed commercial and residential development in the area. The Rezoning is compatible with the existing retail and commercial uses along south Federal Highway to the north, south and east, as well as the existing residential development to the west. In addition, the Rezoning is consistent with recent development in the area, including similarly proposed and approved projects.

***(4) The Rezoning will not alter the population density pattern and will not have an adverse impact upon public facilities such as schools, utilities and streets.***

The Rezoning will not alter the population density pattern and will not have an adverse impact upon public facilities. The Property is located within the Regional Activity Center. As such, the City has reviewed and approved a particular population density for the area and has reviewed public facilities. In order to

develop the Project, Petitioner is requesting the allocation of flexibility units and RAC units as the City may deem appropriate. Petitioner has also reviewed the Project to ensure there is adequate drainage and disposition of natural and storm water in accordance with the adopted design standards of the City and has indicated proposed utility services, including water and wastewater lines and pipe sizes. The engineering plans submitted demonstrate there is adequate drainage systems provided to accommodate the Project. The Project itself, has taken into consideration impacts on street, including both vehicular and pedestrian movements to the Property. Specifically, the Project offers two points of ingress and egress for future residents, one off of Federal Highway, and a second off SE 5<sup>th</sup> Avenue. The second point of ingress and egress relieves potential congestion along South Federal Highway by offering an alternate route to and from the Project. The main residential drop-off area is also internal to the Property and offers significant stacking to prevent any potential for backup onto Federal Highway. The site design further provides an internal circulation system for vehicles travelling within the site. In addition, the retail component has a separate entrance off of South Federal Highway, however, this is an ingress only, with the egress on SE 5<sup>th</sup> Avenue. This, again, alleviates additional traffic along the Federal Highway thoroughfare. As such, the Rezoning will not have an adverse impact on public facilities.

***(5) Existing district boundaries are illogically drawn in relation to existing conditions on the Property proposed for change.***

Petitioner is seeking Rezoning to the PDD, Planned Development District. The purpose and intent of the PDD is to provide an optional zoning procedure to permit site design flexibility and greater land use intensity and density in order to encourage high-quality, innovative development to promote its most appropriate use. While the underlying zoning district permits mixed-use retail and multi-family residential with a conditional use approval, the PDD zoning district allows for increased density that will certainly transform this vacant parcel and positively impact the surrounding areas by creating a development that serves the needs of the community. Further, the City's Regional Activity Center land use designation contemplated the increased density and intensity in the area south of Hallandale Beach Boulevard along South Federal Highway, as is proposed through the Rezoning.

***(6) Changed or changing conditions make the passage of the Rezoning necessary.***

Changed and changing conditions make the Rezoning necessary. As noted above, the City recently designated the Property as Regional Activity Center with the intent of bringing greater intensity and density to the area south of Hallandale Beach Boulevard and along South Federal Highway. As such, the Regional Activity Center regulations do not restrict height or density. The recently adopted RAC designation reflects the City's desire for more intense development and mixed-use Projects. In order to promote the most appropriate use of the land, the Rezoning to the PDD zoning district is necessary, as the PDD district is intended to permit site design flexibility and the greater land use intensity and density contemplated by the RAC land use designation. Further, current market trends clearly display a demand for high density residential and mixed-use development that is close to commercial uses, employers and public transportation. These elements make the Property an ideal location for the Project. The Rezoning will allow for a new, high-quality multifamily development in an ideal location due to its proximity to existing commercial development and public transportation sources. It provides access to I-95 along East



Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Rezoning will allow for a new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need.

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

The Property has a future land use designation of RAC, Regional Activity Center and a zoning designation of BG, Business General. The Property is further designated as PRD, Planned Redevelopment District, on the City's zoning Map. While the PRD overlay permits multi-family and mixed-use development with a conditional use approval, density, height and development regulations restrict the use of the Property. As noted above, the RAC designation was assigned to this area in order to bring more intense and dense uses and quality development to this area. The purpose and intent of the PDD is to provide an optional zoning procedure to permit site design flexibility and greater land use intensity and density in order to encourage high-quality, innovative development to promote its most appropriate use. While the underlying zoning district permits mixed-use retail and multi-family residential with a conditional use approval, the PDD zoning district allows for increased density that will certainly transform this vacant parcel and positively impact the surrounding areas by creating a development that serves the needs of the community. As such, the underlying BG and PRD zoning designations do not allow for the Property to be developed in accordance with the adopted RAC land use.

***(8) The Rezoning is not out of scale with the needs of the neighborhood.***

The Rezoning is not out of scale with the needs of the neighborhood. As noted above, , the City recently designated the Property as Regional Activity Center with the intent of bringing greater intensity and density to the area south of Hallandale Beach Boulevard and along South Federal Highway. The recently adopted RAC designation reflects the City's desire for more intense development and mixed-use Projects. In order to promote the most appropriate use of the land, the Rezoning to the PDD zoning district is necessary, as the PDD district is intended to permit site design flexibility and the greater land use intensity and density contemplated by the RAC land use designation. Further, the Rezoning will allow for a new, high-quality multifamily development in an ideal location due to its proximity to existing commercial development and public transportation sources. It provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Rezoning will allow for a new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need.

### **PDD Specific Criteria**

***(a) The Project will further the development or redevelopment of an area of the City consistent with the City's land use and development goals, policies and development/redevelopment efforts.***

The Rezoning furthers the purposes and objectives of the City's Comprehensive Land Use Plan. Specifically, the Rezoning furthers the following goals, objectives and policies:

- Goal 1: To provide a coordinated and compatible mix of land uses which encourages a high quality of life.
- Policy 1.1.3: The City will require a development impact analysis to be submitted for developments which contain ten (10) residential dwelling units or more. Petitioner has provided a development impact analysis which evaluates the overall effect of a proposed development on the surrounding neighborhood and overall community.
- Policy 1.3.5: High density residential development should continue to be located with direct access to major arterial streets.
- Policy 1.3.7: The City shall focus on compatible infill residential development.
- Objective 1.9: Consider a RAC land use category within the city to encourage attractive and functional mixed living, working, shopping, educational and recreational activities.
- Policy 1.9.5: Redevelopment activities should be encouraged within a RAC.
- Policy 1.9.6: A Regional Activity Center should provide for substantial housing opportunities to allow people to both live and work within the RAC.
- Policy 1.12.4: The City shall maintain innovative land development regulations that encourage mixed-use development and incorporate site design planning techniques that will enhance the quality of large scale developments or redevelopment areas.
- Policy 1.18.3: Encourage mixed-use development within urban infill and urban redevelopment areas.
- Policy 1.20.6: The City shall continue to encourage mixed-use development and concentrations of higher land use intensities along major transportation corridors by allowing urban-type development standards, residential use and density bonuses in designated commercial areas.

As is evident by the goals, objectives and policies identified in the City's Comprehensive plan, the City desires mixed-use development and more intense and dense development along major thoroughfares, such as Federal Highway. The RAC land use designation reflects the City's desire for more intense development and mixed-use Projects. In order to promote the most appropriate use of the land, the Rezoning to the PDD zoning district is necessary, as the PDD district is intended to permit site design flexibility and the greater land use intensity and density contemplated by the RAC land use designation.

***(b) The Project will be of an equal or higher quality with regard to appearance, site design, compatibility with adjacent area, landscaping, and provision of amenities that would result under the existing development standards.***

The Project is of a higher quality than would result under the existing development standards. The Project proposes an infill development on an underutilized parcel of land along the heavily trafficked Federal Highway thoroughfare. While the existing PRD overlay allows for mixed-use development, it would not allow for the higher intensity and density contemplated by the RAC regulations. The additional height and density permitted under the PDD zoning designation and additional flexibility provided allow for a truly unique, luxury development that will be highly amenitized. More specifically, amenities include two pools along the east and west portions of the Property to ensure constant sun. Several spa/Jacuzzi areas are also proposed along the north and south portions of the Project. Towards the center of this deck, there is a fitness center which will offer various cardio and weight room equipment, in addition to a clubroom, library and gathering space for use by residents. The architecture further creates a very clean and modern aesthetic that reflects the resort-style lifestyle with all the modern conveniences the Project offers to its residents. Unique means of landscaping are also proposed as planters will extend from the garage levels along the west façade. The PDD designation provides for the additional density and development flexibility that would allow this high quality development.

The Project is also compatible with adjacent areas as it will allow for a new, high-quality multifamily development in an ideal location due to its proximity to existing commercial development and public transportation sources. It provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Rezoning will allow for a new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need.

***(c) The PDD will allow a more innovative design than would be possible under the development standards of the existing zoning district and development regulations.***

The PDD allows for a more innovative design than would be possible under the existing zoning district and development regulations. As noted above, while the existing PRD overlay allows for mixed-use development, it would not allow for the higher intensity and density contemplated by the RAC regulations. The additional height and density permitted under the PDD zoning designation and additional flexibility provided allow for a truly unique, luxury development that will be highly amenitized. More specifically, amenities include two pools along the east and west portions of the Property to ensure constant sun. Several spa/Jacuzzi areas are also proposed along the north and south portions of the Project. Towards the center of this deck, there is a fitness center which will offer various cardio and weight room equipment, in addition to a clubroom, library and gathering space for use by residents. The architecture further creates a very clean and modern aesthetic that reflects the resort-style lifestyle with all the modern conveniences the Project offers to its residents. Unique means of landscaping are also proposed as planters will extend from the garage levels along the west façade. The PDD designation provides for the additional density and development flexibility that would allow this high quality development.

***(d) The proposed development will promote the public interest, including, if appropriate, the provision of open space and amenities available for public use.***

The Project will promote the public interest. The Project seeks to redevelop this vacant lot with a luxury multifamily use that will serve the community. The Project offers a mixed-use development that is compatible with the existing retail and commercial uses along south Federal Highway to the north, south and east, and the existing residential development to the west. In addition, the Conditional Use is consistent with recent development in the area, including similarly proposed and approved mixed-use development, such as the Gulfstream Point project. The Project offers a new, high-quality multifamily development in an ideal location due to its proximity to existing commercial development and public transportation sources. It provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Project offers new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need. Further, the Project encourages the use of alternate transportation and pedestrian travel because of its proximity to these commercial and recreational venues.

***(e) The mixed commercial and residential development proposal is well planned, in an integrated design that encourages the use of mass transportation, pedestrian and bicycling modes of transportation.***

The mixed commercial and residential development is a well-planned and integrated design that encourages the use of mass transportation. The Property is located in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. Further, the residential component allows for a new living environment for individuals that work in the surrounding commercial areas, as well as potential employees for the existing commercial development. The proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches, parks, shopping, medical facilities and offices located along Federal Highway and Hallandale Beach Boulevard encourage pedestrian activity. Numerous bicycle racks are also provided for both residents and customers of the retail establishments which allow for an alternative to vehicular transportation. As such, the Project encourages the use of mass transportation, pedestrian and bicycling modes of transportation.

***(f) It is more appropriate for the Project to be developed under the PDD development standards and procedures than the existing zoning district development standards and development review and variance procedures, when the criteria mentioned in this subsection are considered.***

It is more appropriate for the Project to be developed under the PDD development standards and procedures. As noted above, the City recently designated the Property as Regional Activity Center with the intent of bringing greater intensity and density to the area south of Hallandale Beach Boulevard and along South Federal Highway. As such, the Regional Activity Center regulations do not restrict height or

density. The recently adopted RAC designation reflects the City's desire for more intense development and mixed-use Projects. In order to promote the most appropriate use of the land, the Rezoning to the PDD zoning district is necessary, as the PDD district is intended to permit site design flexibility and the greater land use intensity and density contemplated by the RAC land use designation. Further, current market trends clearly display a demand for high density residential and mixed-use development that is close to commercial uses, employers and public transportation. These elements make the Property an ideal location for the Project. The Rezoning will allow for a new, high-quality multifamily development in an ideal location due to its proximity to existing commercial development and public transportation sources. It provides access to I-95 along East Hallandale Beach Boulevard and is in close proximity to bus routes and public transportation making it an ideal location for residential development as individuals can easily commute from home to work. The Rezoning will allow for a new multifamily development in proximity to the newly constructed Gulfstream Village, Casino and Racetrack, as well as the beaches. It is close to parks, shopping, medical facilities and offices located on Federal Highway and Hallandale Beach Boulevard making it an ideal location for a residential development that will help satisfy a community need.