

Shell Bay Dashed-Line Amendment

LUPA Map Amendment

PA-24-07092

Comp Plan Text Amendment

PA-24-06921



City Commission

March 4, 2026

Department of Sustainable Development (DSD)

Aerial and Zoning Maps

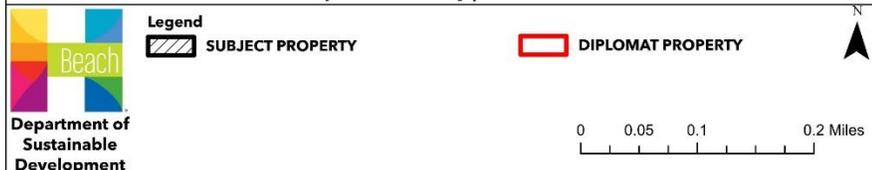
Aerial View

Applicant:
Maltese Diplomat
Owner, LLC

Location:
501 Diplomat
Parkway



501 Diplomat Parkway | 514226110670

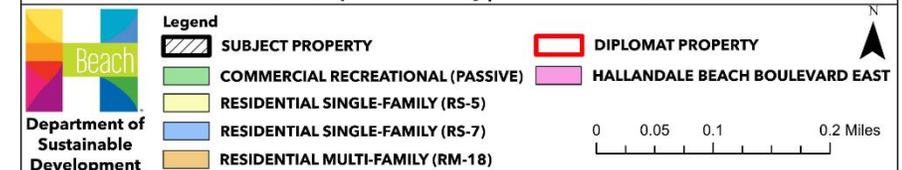


Department of Sustainable Development

Current Zoning:
Commercial Recreation Passive (CR-P) District, and Planned Overlay (PDO) District



501 Diplomat Parkway | 514226110670



Department of Sustainable Development

Request



1. **Comprehensive Plan Text Amendment-** to amend the City’s Future Land Use Element to provide for Dashed-line areas to allow for a maximum residential density within the boundaries circumscribed, as authorized in the Broward County Land Use Plan.

2. **Future Land Use Map (FLUM) Amendment-** requesting amendment to the City’s Future Land Use Map to change the designation of 17.5 net acres of the Shell Bay property from “Commercial Recreation” to “Commercial Recreation and Irregular Residential within a Dashed-Line Area”.

Background



March 2, 2016: The City Commission approved the Diplomat Project, which included:

- 250 residential units (Tower 100/Slate Building)
- Hotel expansion of 938 hotel keys in 3 Towers (200, 300, and 400) including:
 - 12,775-sf conference center and 3,175-sf hotel restaurant expansion
 - Tower 200 - 30-story condo hotel with 374 keys
 - Tower 300 - 24-story condo hotel, 312 keys
 - Tower 400 - 20-story condo hotel, 252 keys
 - Tennis Center and support facilities
 - Marina improvements
 - 4 Single-family homes on a portion of the marina parcel

Background



January 22, 2025: The City Commission approved a PDO amendment reducing Tower 200 from 30 stories to 21 stories and decreasing the hotel units from 374 to 108 keys and eliminated the 12,775-sf conference center.

January 13, 2026: The Planning and Zoning Board recommended approval of the Comprehensive Plan Text and Map Amendments by a vote of 5 to 0.

Current Regulations



- Neither the existing CR-P zoning district or Commercial Recreation Land Use designation currently permit residential uses.
- City zoning regulations restrict hotel stays to 90 days.
- 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.

Proposal



Applicant's Proposal

Tower 200: Operate the 108 hotel keys for longer stays than currently allowed by the City and County regulations. *(reduced in 2015 by 266 hotel keys from the original 374 hotel keys approved)*

Tower 300: Eliminate *(a reduction of the 312 hotel keys approved)*

Tower 400: Reduce the number of hotel keys from 252 to 120 keys and operate with extended stays. *(a reduction of 132 hotel keys)*

The applicant has filed for City and County Comprehensive Plan Text and Map Amendments to allow condo-hotels with extended stays in the residentially designated portions within the proposed Dashed-Line Area.

Hotel Key Reduction

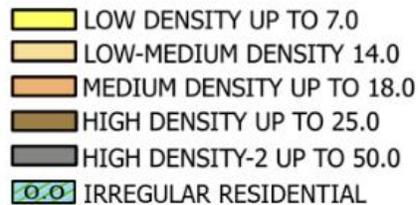
The applicant's proposal would reduce the total approved hotel keys from **938** (2016 approval) to **228** residential condo-hotel units, a reduction of **710** hotel keys.

Proposed Map Amendment/Buildout Plan

City Future Land Use Map



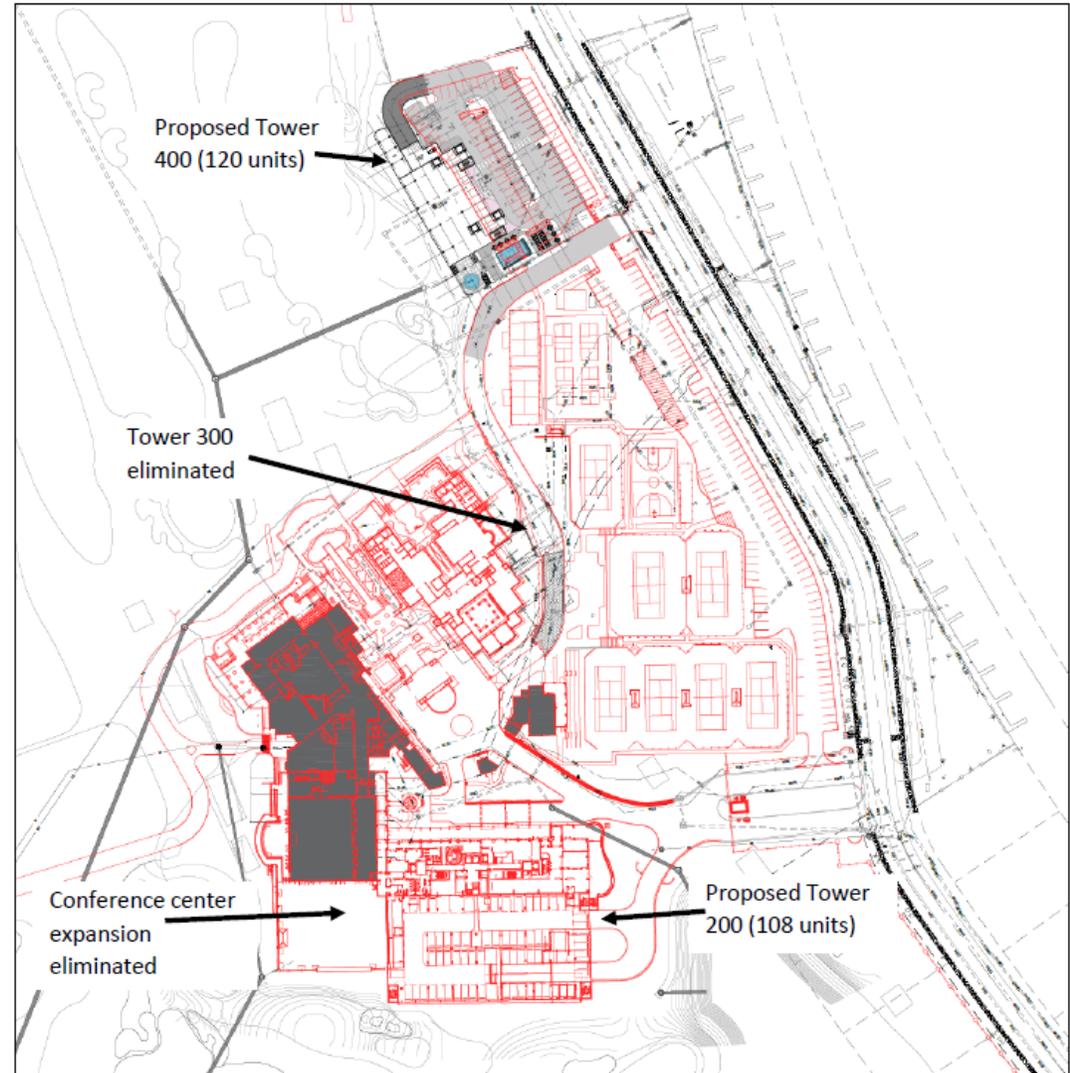
RESIDENTIAL NET DU/ACRE



COMMERCIAL



Buildout Plan



Analysis

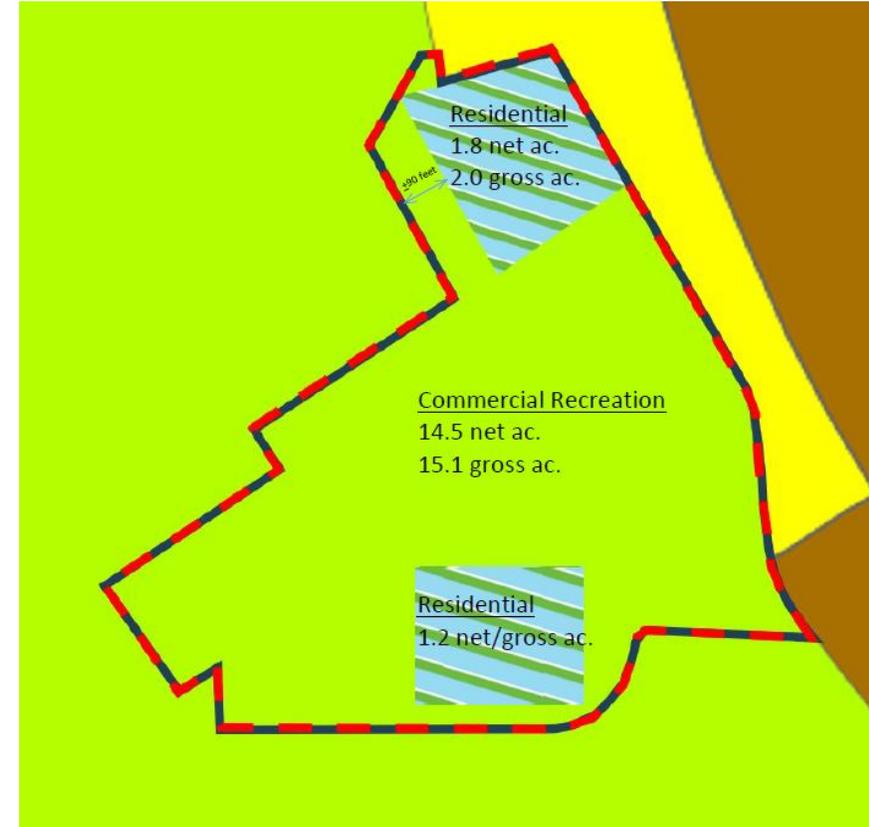


The proposed amendments will allow:

- A maximum density of 13.03 DU/Acre, resulting in the potential development of 228 residential units within the proposed 17.5-acre Dashed-line Area.
- These units would be located in two designated locations within the Dashed-Line area, corresponding generally to Tower 200 (1.2 acres) and Tower 400 (1.8 acres).
- The remaining areas would remain restricted to commercial, recreational, and passive uses (14.5 acres).

Impact on public service levels:

- Decrease in traffic of 356 AM peak hour and 127 PM peak hour trips.
- Decrease in water and wastewater service demand.

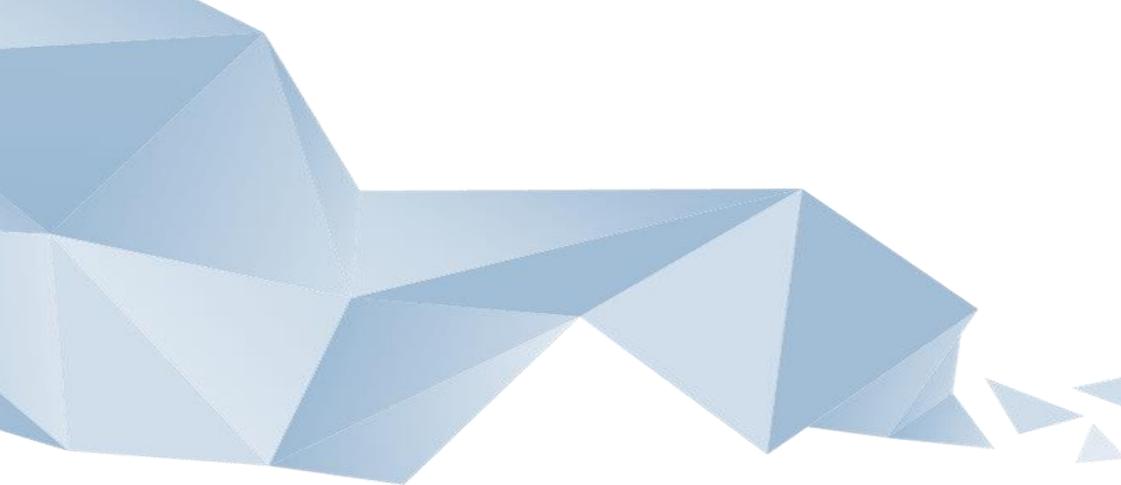


Staff Recommendation



Staff recommends the City Commission consider the proposed Comprehensive Plan Text and Map Amendments.

Upon City Commission approval, the ordinance will be transmitted to the State and Broward County for review and, if approved, subsequently brought back to the City Commission for adoption on Second Reading.



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