



City of Hallandale Beach Planning and Zoning Board Agenda Cover Memo

Applicant:	Daniel Shamosh	Meeting Date:	May 12, 2026	
Project Name:	Pembroke Plaza	Property Address:	837 Pembroke Road	
Application #s:	DB-25-06032 Development Review, V-25-06039 Variances CU-25-06035	Application Type:	Major Development, Conditional Use, Variances	
Planning District:	Northwest	Quasi-Judicial: <i>(Enter X in box)</i>	YES	NO
			X	
Parcel Size:	0.58 acres (0.57 of an acre after dedications)	Public Hearing: <i>(Enter X in box)</i>	YES	NO
			X	
Existing Zoning:	West Regional Activity Center Pembroke Road subdistrict			
Existing Use:	Vacant Lot			
Proposed Use:	Commercial: Retail – 5,195 SF; Drive-through – 2,305 SF			
Future Land Use Designation:	Regional Activity Center			
Surrounding Zoning:		Surrounding Land Use:		
North: Government Use district (GU); Residential Single Family district (RS-3) (City of Hollywood) South: West Regional Activity Center Palms Gateway (WRAC-PG) East: West Regional Activity Center Palms Gateway (WRAC-PR) West: West Regional Activity Center Palms Gateway (WRAC-PG)		North – Educational, Single-family (Hollywood) South – Single-family East – Commercial West – Industrial		
Business Impact Estimate:	Exempt as per Florida Statute 166.041(4)(c)			
Staff Recommendation:	Sponsor Name:			
<input type="checkbox"/> Approve <input checked="" type="checkbox"/> Approve with Conditions <input type="checkbox"/> Deny	Vanessa J. Leroy, Department of Sustainable Development Director			
	Prepared By:			
	Jerome Ross, Planner Consultant			

Request

Summary:

Daniel Shamosh is requesting Major Development Plan approval, a Conditional Use Permit and Variances to build Pembroke Plaza, a 1-story commercial retail building that is approximately 7,500 square feet on a 25,644 square foot lot. The total building area includes approximately 5,195 square feet of retail space and a 2,305 square feet drive-through component.

The applications filed with the City are as follows:

1. Application # DB-25-06032 for Major Development Review approval pursuant to Section 32-782 of the Zoning and Land Development Code to construct the proposed commercial project.
2. Application # CU-25-06035 for a Conditional Use Permit pursuant to Section 32-964 to permit the drive-through component of the development.
3. Application # V-25-06039 requesting Variances from the following code provisions:
 - a) Sec. 32-384(e) – Perimeter Landscaping, to allow a 2-foot landscaped buffer strip, in lieu of the required 5-foot minimum buffer.
 - b) Sec. 32-384(f) – Interior landscaping, to allow 5-foot landscaped islands at the end of a parking row, in lieu of the 7-foot minimum.

Analysis

Development Details

1. Site Information
 - Total parcel size: 25,593 sq. ft.
 - Net area after dedication: 0.57 acres
 - Existing site conditions: Vacant
2. Proposed Development
 - Building Height: 1-story structure -20 feet in height
 - Base maximum: 3 stories (10 stories is the maximum permitted)
3. Uses:
 - A total of 3 commercial units distributed as follows:
 - 2 retail units (5,195 SF)
 - 1 drive-through facility (2,305 Sf)
4. Parking & Mobility
 - Surface parking lot with 22 spaces (22 are required).

- Bicycle parking: 1 short-term spaces provided (2 are required)
- On-site storage for 1 long-term space provided (1 required)
- 2-foot right-of-way dedication provided along Pembroke Road
- 12-foot-4-inch pedestrian walkway proposed (compliant with minimum standard)

5. Landscape & Tree Mitigation

- Landscaping: 10.2% provided (meets 10% minimum)
- Civic Space: None required.
- Trees:
 - 3 existing trees to be removed. Mitigation is required and proposed per Code
 - 24 trees for credit on-site (18 required)

6. Sustainability

- Project must meet the Enhanced Level of the City’s Green Building Standards.

Comprehensive Plan Considerations

Hallandale Beach Comprehensive Plan

The property is designated Regional Activity Center (RAC) on the City’s Future Land Use Map. The proposed commercial use by the applicant is permitted under the land use category.

The proposed development will assist in furthering the following goals, objectives, and policies of the City’s Comprehensive Plan:

POLICY 1.1.1: The City shall maintain, within the Comprehensive Plan Elements, Level of Service standards for City facilities which will meet the existing and future needs of Hallandale Beach population and the standards established by Chapter 163 F.S., and Rule 9J-5 F.A.C.

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.

POLICY 1.1.3: The City will require a development impact analysis to be submitted for developments that contain ten (10) residential dwelling units or more, or developments containing four thousand (4,000) square feet of non-residential gross floor area or more. The applicant or his agents will be responsible for preparing the impact analysis, which shall evaluate the overall effect of a proposed development on its surrounding neighborhood and the overall community.

POLICY 1.1.6: The City of Hallandale Beach will provide sanitary sewer, solid waste, drainage, and potable water facilities and services to correct deficiencies and to meet existing and project demands identified in this Plan.

OBJECTIVE 1.5 The City shall provide for rights-of-way adequate for existing and future transportation needs.

POLICY 1.5.4: The City shall implement the Broward County Trafficways Plan and the minimum City right-of-way standard of fifty (50) feet, secure right-of-way dedications at time of development review to ensure that adequate right-of-way is provided to serve existing and future development.

OBJECTIVE 1.9: Regional Activity Center Land Use: Consider a Regional Activity Center (RAC) land use category within the city to encourage attractive and functional mixed living, working, shopping, educational and recreational activities.

POLICY 1.9.1: The City shall use the Regional Activity Center designation as a means to carry out recommended land use policies within a unified planning district based on an adopted master or redevelopment plan.

POLICY 1.9.2: Non-motorized transportation, as well as mass transit, shall be encouraged to serve a Regional Activity Center to reduce reliance upon automobile travel.

POLICY 1.9.3: To facilitate public transit access, integrated transportation systems should be encouraged to serve a Regional Activity Center.

POLICY 1.9.4: To enhance pedestrian movement and safety, the separation of pedestrian and vehicular traffic should be encouraged within a Regional Activity Center.

POLICY 1.9.5: Redevelopment activities should be encouraged within a Regional Activity Center.

POLICY 1.9.9: The City shall adopt design standards within the land development regulations ensuring compatibility between existing and planned land uses within and adjacent to the Regional Activity Center.

POLICY 1.10.8: The City of Hallandale Beach shall continue to evaluate development proposals with respect to pervious area requirements specified in the Land Development Code.

POLICY 1.10.11: The City shall continue to protect its natural resources and maintain its environmental quality through the provision of land use regulations that are consistent with the policies of this Comprehensive Plan.

POLICY 1.11.2: The City shall continue to require building construction elevations consistent with minimum federal flood insurance regulations.

OBJECTIVE 1.12: Land Use Consistency: The City shall manage growth and development through the continued administration and enforcement of the Hallandale Beach Zoning and Land Development Code, which shall ensure that future land uses remain consistent with this Plan.

POLICY 1.12.1: As part of the development review and approval process, the City shall continue to implement a system of Comprehensive Plan compliance review for all development and approval petitions.

POLICY 1.12.2: The City shall continue to ensure that the provisions of the Hallandale Beach Zoning and Land Development code include all necessary site plan requirements to further the intent of this Comprehensive Plan. These requirements shall include, but not be limited to, adequate drainage and stormwater management, landscaping and open space requirements, signage regulations, subdivision 6 regulations, safe and convenient on-site traffic flow, vehicle parking, and consistency of land use with Plan designations.

POLICY 1.12.5: The City shall continue to require adequate pervious areas to improve aquifer recharge and look for alternative ways to increase stormwater recapture.

POLICY 1.13.2: The Hallandale Beach Zoning and Land Development Code provisions which contain design standards relative to landscaping, setbacks, and other site controls, shall continue to be strictly enforced to meet the intent of the Goal, Objectives, and Policies of the Future Land Use Element of the Plan.

POLICY 1.13.3: The City should continue to commit resources to the Community Redevelopment Area where neighborhood improvements are needed.

POLICY 1.14.1: The City shall determine the status and capabilities of existing and proposed facilities (including water, wastewater, solid waste, traffic, stormwater, and recreation/open space) to accommodate current, new, and redevelopment demands, and any projects necessary to maintain adopted levels of service. These projects will be added to the five-year Capital Improvements Plan.

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 a level of service standards and shall be used as the basis for determining the availability of facility capacity.

OBJECTIVE 1.15: Transportation: The City shall not issue a development order or permit which results in a reduction in the level of service on any portion of the City roadway system below the adopted level of service unless the development is located within an urban infill or redevelopment area and satisfies objectives and policies relating thereto and mitigation is provided (Note: the entire City is located within an urban infill area).

POLICY 1.15.1: The City shall through the implementation of the Broward County Trafficways Plan and the minimum City right-of-way standard of fifty (50) feet, secure right-of-way dedications at time of development review to ensure that adequate right-of-way is provided to serve existing and future development.

POLICY 1.15.3: The City shall encourage developments that promote safe and efficient on and off-site transportation improvements.

OBJECTIVE 1:18: Urban Infill and Redevelopment: Establish criteria which encourage development of urban infill and urban redevelopment area(s) to promote economic development, increase housing opportunities, and maximize the use of existing public facilities and services.

POLICY 1:18:1: Increase economic development and employment opportunities within urban infill and urban redevelopment area(s).

POLICY 1:18:4: Designated urban infill and urban redevelopment area(s) shall be excepted from transportation facilities concurrency requirements consistent with Chapter 163 Florida Statutes; however, the application will be subject to providing a traffic analysis consistent with the Transportation Element and potential improvements to minimize impacts.

POLICY 1:18:5: Notwithstanding the above, all development is subject to Broward County Transportation Concurrency Management Area (TCMA) Level of Service criteria and the payment of Transit Impact Fees as determined by Broward County prior to the issuance of permits.

POLICY 1:18:6: Integrated transportation systems, mass transit facilities, bikeways, and pedestrian corridors should be encouraged to serve urban infill and urban re-development area(s) to reduce reliance upon automobile travel.

POLICY 1:18:7: The Hallandale Beach Comprehensive Plan and LDRs shall establish standards and monitoring procedures for the expansion of mass transit, pedestrian travel, and other forms of non-automobile travel within urban infill and urban redevelopment area(s).

OBJECTIVE 1.19: Crime Prevention: The City shall review all major developments for their use of Crime Prevention Through Environmental Design (CPTED) principles and standards.

POLICY 1.19.1: The City shall maintain a CPTED review policy and procedure in the form of administrative policy or land development regulations. The policy shall require a plan review by the Development Services and Police Departments, at a minimum.

OBJECTIVE 1.20: The City shall continue to implement its energy-efficient "grid" Future Land Use Plan and discourage urban sprawl accounting for existing and future energy power generation and transmission systems.

POLICY 1.20.2: The City shall continue to enforce the provisions of the most recent edition of the Florida Building Code, particularly the updated Energy Code (adopted 3/09) to achieve higher energy efficiency in buildings.

POLICY 1.20.3: The City shall require the use of low water use plumbing fixtures in new construction and continue to encourage the use of low water use plumbing fixtures in building renovations through periodic give-away toilet retrofit programs and encourage energy-efficient electrical systems, such as retrofitting lighting fixtures in City buildings.

POLICY 1.20.8: The City shall continue to maintain, upgrade and complete missing segments of its pedestrian and bikeway networks connecting development to transportation systems, schools, public facilities, and commercial areas.

Applicable Codes and Ordinances

1. The proposed commercial building is permitted in the present zoning of the property, West Regional Activity Center – Pembroke Road subdistrict.
2. The proposed drive-through component is permitted within this zoning district conditionally. The applicant is requesting a Conditional Use permit as part of this application.
3. The applicant requests variances from the requirements set forth in items 3(a) through 3(b) below. The following chart summarizes the requested variances under Application #V-25-06039.

VARIANCES	REQUIRED/ALLOWED	PROPOSED	DEFICIENCY
a) Sec. 32-384(e) – Perimeter Landscaping	5-foot minimum landscaped buffer	2.0 feet to the property line	3.0 feet from the property line
b) Sec. 32-384(f) – Interior landscaping	7-foot minimum landscaped island width in parking lots	5-foot landscaped islands	2-feet

4. Pursuant to Section 32-203, Table 32-203(a), the minimum number of parking spaces required for the proposed retail, restaurant, and other commercial uses is one space per 300 SF. The required for this proposed project is 22 spaces after the recently adopted Ordinance #2025-005 and 22 spaces are provided, therefore, the proposed development meets Code. The Applicant has provided a total of 22 off-street parking spaces.

Major Development Review Criteria

Article V, Section 32-787 specifies the following criteria shall be utilized in the review and evaluation of applications for Major Development Review approval:

1. Natural Environment (and existing conditions)

The property consists of four vacant platted lots.

2. Open Space

Approximately 10.2% of the property will be landscaped, which complies with the minimum 10% required by Code.

Seventeen (17) on-site trees are required, and twenty-four (24) trees are provided. Six (6) street trees are required, and six (6) trees are provided. The grounds will be landscaped with shrubbery and trees, such as Silver Buttonwoods, Live Oaks, Simpsons Stompers, and Pigeon Plums, complying with the required number and height of trees. Pigeon Plums are also proposed to be installed as street trees along Pembroke Road.

3. Circulation and Parking

The parking required for the proposed use is 22 spaces, and 22 spaces are provided in a surface lot that utilizes a one-way traffic design.

4. Access Control

Access to the site is via a one-way driveway from Pembroke Road that will serve the commercial space and drive-through. Exit from the location is from NW 9th Avenue, which is restricted to northbound traffic only.

5. Public Transportation

The site is well served by existing mass transit services. Broward County bus routes service Pembroke Road, east, northeast, and west of the proposed project. In addition, the City's Cloud Bus Route 4 also serves the area.

6. Community Services

The location has been determined to be accessible for the City's sanitation vehicles, which will service the location from the dumpster enclosure area accessible from W Pembroke Road.

The applicant is proposing the required ten-foot pedestrian path/sidewalk along W Pembroke Road. A new 5-foot sidewalk is proposed along NW 9th Avenue, as required.

7. Concurrency Evaluation

Staff has conducted a concurrency evaluation of the project relative to its impact on water, sewer, solid waste, drainage, recreation, and transportation. Staff has determined that concurrency requirements have been met.

The developer has submitted an Impact Evaluation Report as required by Section 32-788 that addresses each issue. The following is a summary of the expected impacts to the various public utilities for reference.

Groundwater Quality - This project will be designed in accordance with County, State, and Federal provisions for the protection of groundwater quality. This will include provisions required for water quality treatment, including on-site retention for the greater of one-inch (1") of runoff from the total project area or two and a half inches (2 ½") times the percent impervious as required by Broward County Chapter 27. In addition, the Federal NPDES guidelines will be incorporated in the design for the elimination of pollutant discharges during construction. The stormwater system proposed is a series of exfiltration trenches and pollution retardant devices in the catch basins with underground stormwater storage tanks.

Potable Water - According to the criteria in the Impact Evaluation Report, the development will generate the need for approximately 3,585 gallons of potable water per day (GPD). The City Water Plant's current capacity is 9 MGD. The City's current demand is about 6 MGD. There is sufficient capacity to provide for the proposed development. The applicant will be required to pay the City \$17,387.25 for water impact fees as required by Section 30-247 through Section 30-260 of the Code of Ordinances.

Wastewater – The City has a Large User Agreement with the City of Hollywood and several other communities for wastewater treatment. The wastewater demand for the project is 3,3585 GPD. There is sufficient capacity to provide for the proposed development. The applicant will be required to pay the City \$ 24,485.55 for sewer impact fees.

The noted water and wastewater impact fees are estimates and are payable per Section 30-253 when the building permit is issued or when a request for capacity is made.

Community Facilities - The project is not expected to have any negative impact on the City's Community facilities.

School Facilities - This project contains no dwelling units; therefore, there are no impacts on school facilities.

Transportation System – A Traffic Study providing an analysis of the impact of the development as it relates to current and projected roadway usage and design capacities was conducted as required by the City's Comprehensive Plan Transportation Element for projects generating 100 daily trips or more. The anticipated trip generation for this development is 461 external daily trips. The development will generate 19 new AM Peak Hour Trips and 32 new PM Peak Hour Trips. The City's Transportation and Mobility (TAM) Department reviewed the Traffic Study. The Department commented that while the proposed redevelopment project will generate new trips and some impact to the roadway system, the subject site will not cause spillback onto the public right-of-way from its drive-through and concluded the additional new traffic from the development will not significantly impact or diminish the LOS.

Pursuant to the Broward County Trafficway Plan, Pembroke Road is required to be a minimum of 94 feet right-of-way. The existing right-of-way along Pembroke Road Street is 45 feet from the centerline. A 2-foot right-of-way dedication to meet the minimum of 47 feet from the center line on Pembroke Road is required.

The applicant has provided for the required street dedication discussed above on the proposed site plan.

8. Buildings and Structures

The proposed commercial and drive-through-use building has been designed to integrate with its surroundings and meets the intent of the Pembroke Road Subdistrict. The building's placement, massing, and architectural character align with the district's goals for urban form and transit-oriented development.

The project includes an 1-story building, which is permitted in this area and meets the minimum building height of 20 feet. The structure is compatible in scale, style, color, and texture with other commercial uses along Pembroke Road, including the commercial component to the Ashworth development to the east.

9. Energy Conservation/Green Building

This project must meet the City's Green Building minimum standards at the Enhanced Level. The developer will be required to submit green building prerequisites and worksheets of the site and

building design to the City before the building permit for the project is issued. The developer has agreed to meet the City's Green Building requirements.

Impact Fees – Pursuant to Chapter 31, Section 31-6, of the Hallandale Beach Code of Ordinances, this Project, consisting of 5196 square feet of commercial space, and a 2305 square-foot drive through facility, is subject to the following fees:

Commercial Retail – 5,196 SF:

Fire Rescue	\$3,491.04
Law Enforcement	\$2,135.15
Parks & Recreation	N/A
Multi-Modal	\$10,665.34

Fast Food Restaurant w/Drive-Thru – 2,305 SF:

Fire Rescue	\$6,716.77
Law Enforcement	\$4,114.43
Parks & Recreation	N/A
Multi-Modal	\$72,764.24

TOTAL: \$99,886.96

Conditional Use Criteria

Pursuant to Section 32-964 of the Zoning and Land Development Code, applications for conditional uses shall be reviewed with consideration given to the following:

1. That the use is compatible with the existing natural environment and other properties within the neighborhood.

The proposed drive-through includes active façades, landscaping, and pedestrian connections that provide compatibility with the surrounding properties. The proposed development will enhance the aesthetic of the urban corridor along Pembroke Road.

2. That the use will create no substantial detrimental effects on property values in the neighborhood.

The proposed project will not adversely affect surrounding property values. The existing vacant property will have enhanced landscaping, pedestrian connections, and an active commercial space that will bring a positive change to the area.

3. That there are adequate public facilities such as schools, roads, parks and utilities within the service areas involved.

The site is supported by adequate public facilities and infrastructure, and the proposed project is not projected to cause any strain on city resources. The project will not place additional burdens on existing public resources.

4. That there will be adequate provisions for the traffic movement, both vehicular and pedestrian, both internal to the use and in the area which will serve the use.

The design provides adequate queuing for the drive-through, preventing any build-up of cars along Pembroke Road. The property will have a wide pedestrian accessway along Pembroke Road and have adequate access to the rear parking.

5. That there will be adequate drainage systems to service the use with particular attention to the necessity for on-site retention systems to alleviate drainage and pollution problems.

The project will implement on-site stormwater management and retention systems in compliance with all drainage requirements. The design intends to contain stormwater on site and are not projected to negatively affect adjacent properties.

6. That there are adequate setbacks, buffering and general amenities in order to control any adverse effects of noise, light, dust and other nuisances.

The plans propose landscaped screening elements, including an 8'-0" green wall perimeter, that will minimize potential impacts from activities on the residential properties to the south.

7. That the land area is sufficient, appropriate and adequate for the use and for any reasonably anticipated expansion of the use.

The subject property provides sufficient land area for the proposed retail use and drive-through facility. Any future expansion would need to be reviewed under the Land Development Code to ensure adequate land area for increased footprint or building expansion.

8. Any other conditions as may be stipulated and made a requirement in granting any application for conditional use, when it is considered necessary to further the intent and general welfare, including, but not limited to:

- Limitations on the hours of business operations.
- Limitations on the number of occupants of any building at any one time.

Staff has reviewed the proposed retail and drive-through uses and does not find that restrictions on hours of operation are warranted for this project. The proposed uses are consistent with the surrounding area and are not anticipated to adversely impact adjacent properties based on operating hours. The maximum occupant load for the building shall be established by the Fire Marshal in accordance with applicable codes.

Variance Criteria

Pursuant to Section 32-925 (b) of the Zoning and Land Development Code, in order to authorize any variances to the terms of this chapter, the following criteria must be met:

1. Special conditions and circumstances exist which are peculiar to the land, structure, or building involved, and which are not generally applicable to other lands, structures, or buildings in the same zoning district.

The applicant proposes to construct a 7,500 square foot commercial building with a drive-thru facility. The proposal does not meet the minimum requirements for landscaped buffers, and the width of landscaped islands in the parking lot.

The applicant requests these variances due to site-specific constraints, including the required drive-through configuration, right-of-way dedication, and parking circulation. The full buffer width along the south property line cannot be accommodated without adversely impacting required

parking and safe vehicular circulation.

2. The special conditions and circumstances do not result from the actions of the applicant.

The Broward County Trafficways Plan designates Pembroke Road as an arterial road with a required minimum of 94-foot right-of-way. To accommodate this standard, the Applicant is required to dedicate 2 feet of the property to widen the right-of-way. This required dedication affects the property's ability to meet the required landscaping buffer between the vehicle use area and the property boundaries, and the landscaped island width, while still providing adequate pedestrian paths, parking, sanitation, vehicle navigation, and general traffic circulation. The right-of way dedication does not result from actions taken by the Applicant.

3. Granting the variance requested will not confer on the applicant any special privilege that is denied by this chapter to other lands, buildings or structures in the same district.

The Applicant meets the minimum landscaped area. While the Applicant's proposed reduced landscaped island widths and landscaped buffer do not comply with the Code, the Applicant has attempted to align as closely as possible to the intent of the Code. For example, the applicant has opted to replace some paved areas, and wheel stops to accommodate a 2-foot-wide landscaped buffer between the drive-thru access and the parking spaces.

4. Literal interpretation of the provisions of this chapter would deprive the applicant of the rights commonly enjoyed by the properties in the same zoning district under the terms of this chapter and would work unnecessary and undue hardships on the applicant.

The literal interpretation of the provisions of this chapter would cause undue hardship for the Applicant, as the 2-foot required dedication, and 10-foot minimum sidewalk width has created constraints as it pertains to the width and depth of the subject property. The requested variances aim to assist the applicant in creating a viable site for development.

5. The variance granted is the minimum variance that will make possible the reasonable use of the land, building or structure.

The applicant has requested the minimum variances needed to make reasonable use of the subject property to align with their needs. The applicant has explored multiple iterations of the proposed site plan to reduce or eliminate requested variances to meet their minimum needs.

6. The grant of the variance will be in harmony with the general intent and purpose of this chapter.

The grant of the variances would be in harmony with the general intent as the variances are the minimum necessary for the applicant to make use of the property as proposed. Such variance will not be injurious to the area involved or otherwise detrimental to the public welfare.

Why Action is Necessary

The proposal includes requests for Major Development Plan approval, a conditional use, and variances. Therefore, review and action by both the Planning and Zoning Board and the City Commission are required.

Pursuant to Section 32-205(a)(2) of the Zoning and Land Development Code, Major Development Plan approval, along with any request for conditional uses, and variances beyond the permitted base

level in the West RAC District, requires Planning and Zoning Board consideration and recommendation prior to City Commission approval.

Pursuant to Section 32-965, Zoning and Land Development Code, variances require Planning and Zoning Board review and recommendation before City Commission action.

The subject property is zoned West Regional Activity Center – Pembroke Road (WRAC-PR) District. Pursuant to Section 32-160(a) of the City’s Code of Ordinances, drive-through facilities are permitted conditionally, and so, a Conditional Use permit approved by the City Commission is required.

Cost Benefit

The estimated building permit fee for the project is approximately \$22,500 based on the estimated construction cost of \$1 Million. The estimated market value is \$3.5 Million dollars. It is expected that the proposed development will generate approximately \$25,846 in ad valorem revenue, of which the City would receive \$1,228 and \$23,325 to the City’s CRA the next year after obtaining a certificate of occupancy.

Staff Recommendations:

Conditional Use Application – #CU-25-06035

The subject property is located within the Hallandale Beach Boulevard West Regional Activity Center (RAC) zoning district, an area designated for redevelopment into a vibrant mixed-use environment. The proposed use requires a Conditional Use Permit and is consistent with the intent of the RAC district, the City’s Comprehensive Plan, and the overall vision for the Regional Activity Center land use designation.

Variance Application – #V-25-06039

The applicant has revised the plans in response to staff and DRC comments. While minor variances related to landscaped parking islands and buffer requirements remain, all technical issues have been satisfactorily addressed, and no significant concerns remain.

Major Development Application – #DB-25-02932

The project site is located within the West RAC along Pembroke Road, an area planned to encourage and promote well planned, suitable and appropriate mixed-use developments along the Pembroke Road corridor. The proposal is consistent with the applicable zoning district, Comprehensive Plan, and long-range planning objectives. The project is expected to support economic activity, encourage reinvestment, and advance the City’s vision for a vibrant mixed-use corridor.

In furtherance of the Comprehensive Plan, Zoning and Land Development Code, and other applicable City regulations, and based on the findings contained herein, Staff recommends that the Planning and Zoning Board consider approval of the requests, subject to the following conditions:

1. Payment of the City’s water impact fee in the amount of \$17,387.25.
2. Payment of the City’s sewer impact fee in the amount of \$24,485.55.
3. Payment of the City’s Impact fees in the amount of \$99,886.96
4. Installation of sidewalks and landscaping improvements along Pembroke Road, as shown on

the plans.

5. One (1) electric vehicle charging station shall be provided as reflected in the plans, and two (2) parking spaces shall be EV-capable.
6. Compliance with the Green Building requirements at the Enhanced level.
7. The Applicant shall contract with the City for roll-out service by the Sanitation Division for servicing the dumpster/trash disposal.
8. Prior to the issuance of the building permit, a Unity of Title, in a form acceptable to the city attorney, shall be recorded in the public records of Broward County, Florida.
9. Prior to the issuance of the Building Permit, the Applicant shall provide a 2-foot right-of-way dedication as illustrated on plans along Pembroke Road in a form acceptable to the City Attorney.

Attachment(s):

- Exhibit 1 - Aerial Map
- Exhibit 2 – Zoning Map
- Exhibit 3 - Applicant's Letters of Intent and backup
- Exhibit 4 - City Traffic Consultant Report

Prepared by: Jerome Ross
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Planner Consultant

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Christy Dominguez
Principal Planner

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Steven Williams, AICP
DSD Assistant Director