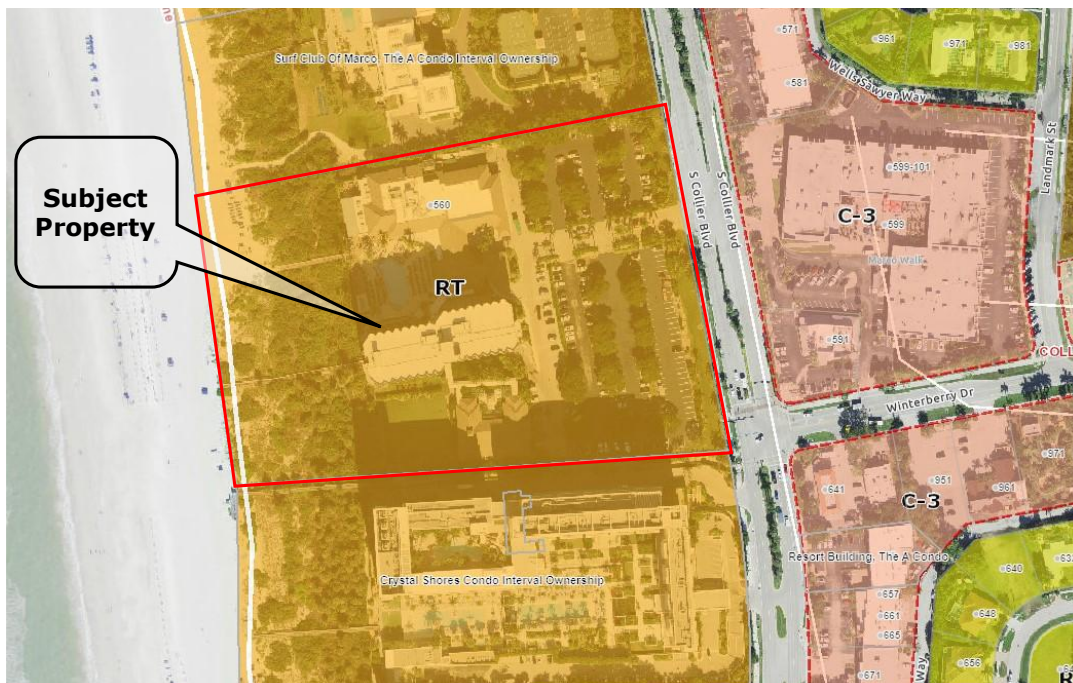


Marco Beach Hotel PUD Rezone Narrative and Evaluation Criteria

Introduction

The subject property is comprised of 10.43 +/- acres and is located in Sections 17 and 18, Township 52 South, Range 26 East, Marco Island, Florida. The subject property is located northwest of the intersection of S. Collier Blvd and Winterberry Drive. The subject property is currently within the Residential Tourist (RT) Zoning District and developed with an existing resort style hotel with 310 guest rooms and associated amenities.

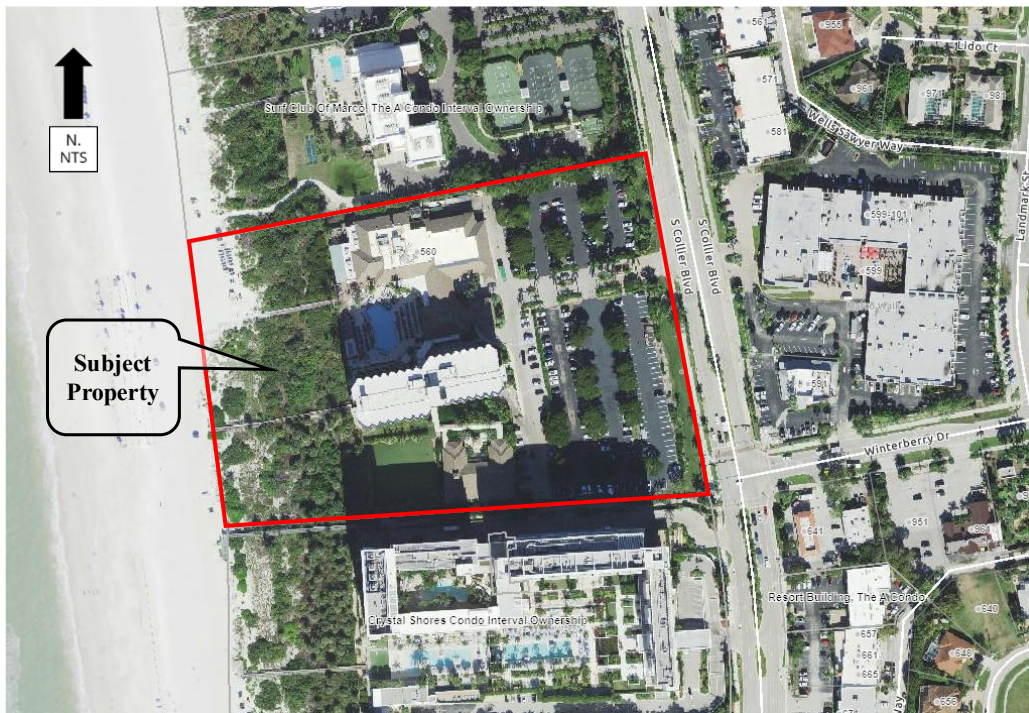
The subject property is located along the Gulf of America, fronts along S. Collier Blvd. to the east and is located northwest of the intersection of S. Collier Blvd and Winterberry Drive. Directly abutting the property to the south, and along S. Collier Blvd, are existing RT zoned properties that are developed with interval ownership land uses and to the east are C-3 zoned properties that are developed with a mix of existing retail commercial, restaurants and offices.



This application request proposes to rezone the subject property from the RT zoning district to a Planned Unit Development (PUD). The applicant intends to redevelop the existing hotel by pursuing a renovation of the existing guest rooms and amenity areas,

adding a tower to provide a new total of 626 guest rooms, as well as the addition of a parking garage, and additional guest amenities.

The existing resort was originally developed in 1985 and has remained under the same ownership and management throughout the 40+ years of operation. The Gulf front resort provides a full-service vacation destination by providing an in-house spa, restaurants, ballrooms, meeting rooms, a fitness center, and a resort-style pool. The proposed rezone of the subject property to a PUD intends to facilitate the redevelopment and expansion of the existing hotel. The PUD designation will allow for the redevelopment and expansion on the subject property by establishing site-specific standards that are appropriate for the location of the subject property and for compatibility with the surrounding area.



Public Benefits

In addition to the redevelopment and expansion of the existing resort and associated accessory uses and amenities, the proposed PUD includes commitments that will provide public benefit. These commitments and public benefit improvements include the following:

- A contribution to the City of Marco Island the lesser of actual cost or \$35,000.00 to update the intersection controller for the intersection at South Collier Boulevard and Winterberry Drive.

- A contribution to the City of Marco Island the lesser of actual cost or \$600,000.00 to repave and restripe Winterberry Drive between South Collier Boulevard and Heathwood Drive, or to provide a shared use path on Winterberry Drive between South Collier Boulevard and Heathwood Drive.
- Allowing parking of City vehicles, within the proposed parking garage, during hurricanes when the hotel is closed.
- Allowing parking for City approved environmental groups.
- A contribution to the City of Marco Island of \$5,000 for the construction of public showers at the beach access location to the south of the PUD, provided such improvement is able to be legally permitted.
- Upgraded pedestrian crosswalk safety by adding a rapid flashing beacon to the existing mid-block pedestrian crosswalk adjacent to the Property on South Collier Boulevard.
- Landscape improvements to all medians adjacent to the property and maintenance thereof.
- Dune improvements shall include the improvement and maintenance of the function and viability of the adjacent dune system by removal of exotic vegetation and replanting and restoring with native dune plant species.
- Providing funds to the City of Marco Island for public trash cans by current beach access location to the south of the PUD.
- Providing funds to the City of Marco Island for bike racks for the public beach access installed in the current beach access location.

PUD Parking Requirements

The proposed PUD provides unique, project-specific, off-street parking requirements that provide adequate parking for the employees and guests of the resort, without providing an excessive number of spaces that will go unused. Based on the historical, and planned expansion, operations of the resort the proposed off-street parking requirements include:

- 10 spaces per 10 guestrooms;
- Accessory uses, with the exception of restaurants, lounges, ballrooms and meeting rooms are not required to provide additional off-street parking; and
- Restaurants, lounges, ballrooms and meeting rooms shall be required to provide 20 percent of the otherwise required off-street parking spaces contained within the LDC.

The PUD accessory uses, such as the sports and recreational facilities and swimming pools, are only permitted to be utilized by hotel guests and thus do not impact the need for additional off-street parking spaces for the hotel.

The PUD off-street parking requirements for accessory uses such as restaurants, lounges, ballrooms and meeting rooms, which will require 20 percent of the required off-street parking spaces contained within the LDC, provides a sufficient number of parking spaces based on existing hotel operations and data. The ballrooms and meeting rooms are primarily utilized by hotel guests for meetings or events such as destination weddings.

Additionally, parking lot and credit card data from the hotel demonstrate a parking capture, meaning percent of the parking lot occupied, ranging from 56% to 82% and room charges at restaurants and lounges ranging from 71% to 80%:

Total Room Charges	
Jan-25	71%
Feb-25	71%
Mar-25	72%
Apr-25	73%
May-25	77%
Jun-25	79%
Jul-25	80%
Aug-25	74%
Sep-25	76%
Oct-25	74%
Nov-25	77%
Dec-25	77%

12 Month Parking Lot Capture		
Month	Year	Parking Capture %
JAN	2025	56%
FEB	2025	60%
MAR	2025	68%
APR	2025	69%
MAY	2025	67%
JUN	2025	77%
JUL	2025	82%
AUG	2025	76%
SEP	2025	68%
OCT	2025	67%
NOV	2025	67%
DEC	2025	69%

It should be noted that though the Total Credit Cards table demonstrates a range of 71% to 80% of room charges, this does not demonstrate guests that may use cash or credits card, in lieu of room charges, at the restaurants and lounges.

Evaluation Criteria

LDC Section 30-63 (d)(1)-(8) – Planning Board Recommendation Criteria:

- (1) The suitability of the area for the type and pattern of development proposed in relation to physical characteristics of the land, surrounding areas, traffic and access, drainage, sewer, water, and other utilities.**

The area is suitable for the proposed type and pattern of development as shown by the existing hotel as well as the similar location of other beach resorts on Marco Island. The area is uniquely suited for the proposed type and pattern of development as compared to similar beach resorts on Marco Island in that it is located at a signalized intersection along North Collier Blvd. (North Collier Blvd. and Winterberry Drive).

- (2) Adequacy of evidence of unified control and suitability of any proposed agreements, contract, or other instruments, or for amendments in those proposed, particularly as they may relate to arrangements or provisions to be made for the continuing operation and maintenance of such areas and facilities that are not to be provided or maintained at public expense. Findings and recommendations of this type shall be made only after consultation with the city attorney.**

The entire proposed PUD is under unified control by one owner as shown by the provided warranty deed.

- (3) Conformity of the proposed PUD with the goals, objectives and policies of the growth management plan.**

The proposed PUD is consistent with the goals, objectives, and policies of the City's comprehensive plan. The proposed PUD rezone does not change any uses and all current uses are currently consistent with the Comprehensive Plan.

The proposed PUD rezone is specifically consistent with the following provisions of the Future Land Use Element (FLUE):

Goal 1 of the FLUE lists *"resorts and recreational amenities"* as part of the Livable Small Town Community and sets forth that the goal is *"a balanced mix of land uses to serve local residents and the visitor population"*.

This is implemented by Objective 1.2, which states: *"The City will manage growth to enhance the community both fiscally and physically, protect property values, and encourage, where appropriate, housing, goods and services, community amenities, and local employment opportunities."*

Policy 1.2.2 states: *"The City will facilitate a compact urban development pattern by concentrating more new growth in the form of redevelopment in mixed-use land use designations as a way to encourage, where appropriate, opportunities to more efficiently use infrastructure, land, resources, and services."*

The proposed PUD concentrates new growth in the form of redevelopment in the Resort Residential Future Land Use Designation, which is a mixed-use land use designation thereby encouraging an opportunity to efficiently use infrastructure, land, resources, and services.

Policy 1.2.5 states: *"The City will support a strong local economy balanced with protection of the Island's character by maintaining current limitations on parking, signage, intensity and other elements that impact the public realm and quality of life on the Island."*

The proposed PUD will provide for additional jobs and positively contributes to the local economy but does so in a way that both follows parking limitations and that addresses parking shortfalls elsewhere on the island.

Goal 4, regarding growth and redevelopment is implemented by Objective 4.1, which states:

"Direct new growth and redevelopment to those areas of the City where adequate public facilities exist, or are planned, and where compact and contiguous development patterns can be created, and which are located away from established low density residential neighborhoods."

Policy 4.1.2 states:

"Rezoning, conditional use, site improvement plans, and other development proposals will be evaluated as to the availability and proximity of the road network; central sewer and water lines; community facilities and services such as schools, EMS, fire and police protection, and other public facilities; compatibility with surrounding land uses; and any other relevant facts affecting the public health, safety, and welfare."

This rezoning is along a major road and includes public infrastructure improvements such as increased parking.

- (4) The internal and external compatibility of proposed uses, which conditions may include restrictions on location of improvements, restrictions on design, and buffeting and screening requirements.**

The proposed PUD uses are the same as the current uses.

- (5) The adequacy of usable open space areas in existence and as proposed to serve the development.**

The primary open space are the dunes in front of the hotel which adequately protect the hotel from storm events. The proposed PUD will meet, or exceed, the required 30% open space requirement.

- (6) The timing or sequence of development for the purpose of assuring the adequacy of available improvements and facilities, both public and private.**

All necessary improvements and facilities are already in place to serve this development.

- (7) The ability of the subject property and of surrounding areas to accommodate expansion.**

There are no issues that would limit the ability of the subject property or the surrounding areas to accommodate this project.

- (8) Conformity with PUD regulations, or as to desirable modifications of such regulations in the particular case, based on determination that such modifications are justified as meeting public purposes to a degree at least equivalent to literal application of such regulations.**

The PUD conforms to the LDC PUD provisions.

LDC Section 30-62(c)(3)b – Rezoning; nature of requirements of planning board report:

- 1. Whether the proposed change will be consistent with the goals, objectives, and policies, future land use map, and the elements of the comprehensive plan.**

The proposed PUD rezone is consistent with the goals, objectives, and policies, future land use map, and the elements of the comprehensive plan.

- 2. The existing land use pattern.**

The proposed PUD rezone does not impact the existing land use pattern as no change in the land use is proposed.

- 3. The possible creation of an isolated district unrelated to adjacent and nearby districts.**

This will not be an isolated district as the parcels adjacent to the proposed PUD are zoned RT and allow for similar uses. East of the subject property are commercially zoned properties that are compatible with the existing use and will provide additional goods and entertainment options within walking distance.

- 4. Whether existing district boundaries are illogically drawn in relation to existing conditions on the real property proposed for change.**

The existing district boundaries are not illogically drawn in relation to the existing conditions. However, in order to facilitate the redevelopment of the hotel property, a rezone to a PUD is necessary.

- 5. Whether changed or changing conditions make the passage of the proposed amendment appropriate.**

The amendment is appropriate based on the existing land use pattern and allows for more compatible commercial development.

- 6. Whether the proposed change will adversely influence living conditions in the neighborhood.**

No, the proposed change will have a significantly positive influence in the neighborhood.

- 7. Whether the proposed change will create or excessively increase traffic congestion or create types of traffic deemed incompatible with surrounding land uses, because of peak hour volumes or projected types of vehicular traffic, including activity during construction phases of the development, or otherwise affect public safety.**

The TIS provided indicates none of the analyzed roadway segments are projected to exceed the adopted level of service with or without the project at year 2029 future build-out conditions.

- 8. Whether the proposed change will create a drainage problem.**

The requested Rezone will not create a drainage problem as it will be designed in accordance with applicable stormwater design requirements as may be required by the South Florida Water Management District.

- 9. Whether the proposed change will seriously reduce light and air to adjacent areas.**

The proposed change will not reduce light and air to adjacent areas as it has been designed with appropriate setbacks and view corridors.

- 10. Whether the proposed change will adversely affect property values in the adjacent area.**

The proposed change is not anticipated to adversely affect property values in the adjacent area but is anticipated to improve those property values.

- 11. Whether the proposed change will be a deterrent to the improvement or development of adjacent property in accordance with existing regulations.**

The proposed change will not be a deterrent to the improvement or development of adjacent property in accordance with existing regulations.

- 12. Whether the proposed change will constitute a grant of a special privilege to an individual real property owner as contrasted with the public welfare.**

The proposed change will not constitute a grant of a special privilege to an individual real property owner as contrasted with the public welfare. Specifically, public benefit improvements are being proposed and nearby conditional uses and PUDs are of similar or greater impact.

13. Whether there are substantial reasons why the property cannot be used in accordance with existing zoning.

The proposed project has and will require significant investment by the applicant which will result in significant enhancement to the community that is compatible with the high-quality development that exists on properties surrounding the subject property. Without the proposed rezone, the property cannot be redeveloped in a manner to ensure that the property can remain fully competitive in the marketplace.

14. Whether the change suggested is out of scale with the needs of the neighborhood or the city.

The proposed change is consistent with the surrounding buildings and the conditional use that allows 150-foot-tall buildings. The development adjacent to the subject property and in the surrounding area includes a number of mid- and high-rise condominiums. The proposed redevelopment is not out of scale with the neighborhood.

15. Whether it is impossible to find other adequate sites in the city for the proposed use in districts already permitting such use.

There is no other site for this proposed project.

16. The physical characteristics of the property and the degree of site alteration which would be required to make the property usable for any of the range of potential uses under the proposed zoning classification.

As the site is already developed, there will be minimal site alteration required for the proposed improvement. Proposed improvements will be within areas that have already been impacted and developed.

17. The impact of development on the availability of adequate public facilities and services consistent with the levels of service adopted in the city comprehensive plan and as defined and implemented through the city's adequate public facilities ordinance, as amended.

There are adequate public facilities and services to serve the proposed redevelopment and rezone of the subject property.

- 18. Such other factors, standards, or criteria that the city council shall deem important in the protection of the public health, safety, aesthetics, and welfare.**

To be determined by the City Council.