



## Planning Board Staff Report

**Meeting Date: July 10, 2026**

**TO:** Marco Island Planning Board

**FROM:** Daniel J. Smith, AICP, Director of Community Affairs

**DATE:** July 2, 2026

**RE:** REZN-24-000098, 560 S. Collier Blvd, Hilton Hotel – Marco Beach Hotel, Inc Rezoning from Residential Tourist District (R-T) to Planned Unit Development (PUD)

**PROJECT DESCRIPTION:**

A request to rezone the property located at 560 S. Collier Blvd., Marco Island, (the “Subject Property”), from Residential Tourist District (RT) to Planned Unit Development (PUD) has been submitted by Mr. Zachary W. Lombardo, Esq., on behalf of Marco Beach Hotel, Inc. (Hilton Hotel). The applicant wishes to increase the number of hotel units from 310 to 626 and increase the height of structures located within the development to 150 feet. The permitted uses proposed within the PUD are similar in nature to the RT District. The applicant is incorporating fractional density in the PUD document as a means of creating additional units. Attached are the application and associated documents.

**OWNER/APPLICANT:**

Owner:

MARCO BEACH HOTEL, INC.  
600 Madison Ave, 14<sup>th</sup> Floor, New York, NY 10022

Agent:

ZACHARY W. LOMBARDO, ESQ. and ROBERT MULHERE, FAICP, Hole Montes, a Bowman Company  
606 Bald Eagle Dr. Ste 500, Marco Island, 34145

**PROPERTY INFORMATION:**

Street Address: 560 S. Collier Blvd, Marco Island.

Legal Description: UNPLATTED LANDS 18 52 26 COMM CTR COLLIER BLVD + WINTERBERRY DR S79DEG W 50FT TO W R/W LI ,S10DEG E 19.04FT TO POB, S86 DEG W 870.92FT TO PT A + MHWL RETURN TO POB, N 10 DEG W 476.17FT, S 79 DEG W 813.03FT TO MHWL, SELY ALG MHWL 370FT TO PT A + PT OF TERMINATION AND PARCEL 13-6 DESC AS FOLL: COMM CTR LI OF WINTERBERRY AND S COLLIER BLVD, S 79 DEG W 50FT TO WLY R/W LI, N 10 DEG W 441.17FT TO POB, N 10 DEG W 143.46FT, S 79 DEG W 812.03FT TO MHWL OF GULF CALLED POINT "A", RETURN TO POB AND S 79 DEG W 807.99FT TO MHWL OF GULF, NWLY ALG MHWL OF GULF 130FT TO POINT "A" OR 1068 PG 147

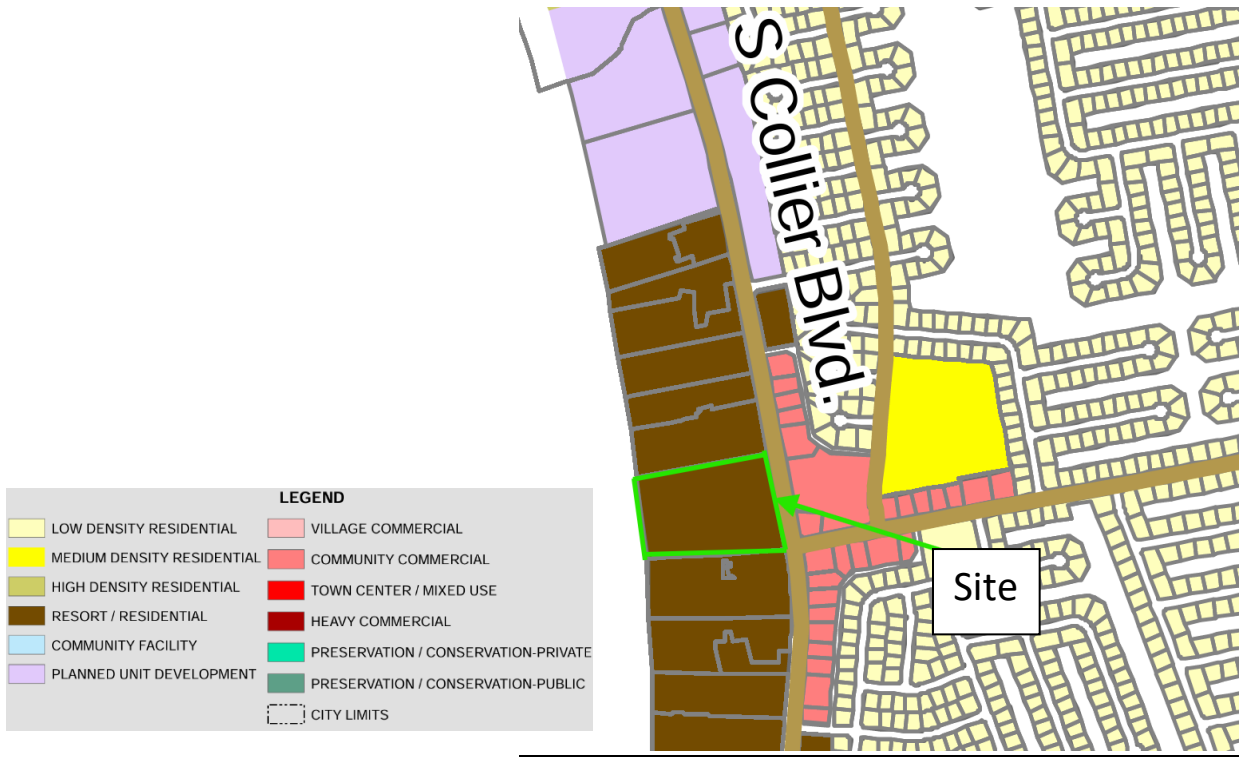
Parcel #: 78567000627

Zoning: RT

Lot size: 10.43 Acres



**CITY OF MARCO ISLAND COMPREHENSIVE PLAN FUTURE LAND USE DESIGNATION**



**FUTURE LAND USE ANALYSIS:**

As cited in Objective 1.1 of the City of Marco Island Comprehensive Plan Future Land Use Element, management of growth includes the implementation of the City of Marco Island’s 2019 Strategic Plan. To that end, the City’s Strategic Plan, states in the “Marco Island Vision 2034,” Principle 2, Small Town Feel, # 5. “Development in scale of a small town.”, and 11 “Low Density”. The petition to rezone the subject property does not meet these principles, nor does the petition meet the Marco Island City Government: Mission, Principle 2, #6 “Maintain or reduce density” as referenced in the City’s Strategic Plan.

The proposed rezoning does not comply with the City’s Comprehensive Plan, Future Land Use Element, Goal 1, Objective 1.1, Policy 1.1.1, as shown below.



## I. FUTURE LAND USE ELEMENT

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### GOAL 1 LIVABLE SMALL TOWN COMMUNITY

PROTECT AND ENHANCE THE CITY OF MARCO ISLAND AS A HIGHLY LIVABLE COMMUNITY WITH AN EXCELLENT QUALITY OF LIFE, WHICH ENCOMPASSES ITS TROPICAL BEACHES, RESORTS AND RECREATIONAL AMENITIES, ABUNDANT NATURAL RESOURCES AND SENSITIVE COASTAL ENVIRONMENTS, AND SMALL-TOWN CHARM. FOR THE PURPOSES OF THIS PLAN, SMALL TOWN CHARM IS CHARACTERIZED BY MARCO ISLAND'S CONVENIENT COASTAL LIVING, CONSISTENT WITH LOW DENSITY AND INTENSITY, A BALANCED MIX OF LAND USES TO SERVE LOCAL RESIDENTS AND THE VISITOR POPULATION, AND A STRONG SENSE OF PLACE IDENTIFIED BY THE CITY'S UNIQUE HISTORY, ARCHITECTURE, SIGNAGE, LANDSCAPING, COMMUNITY FACILITIES, AND NATURAL ENVIRONMENT.

#### **Objective 1.1**

Maintain the unique character and quality of life within Marco Island by managing growth through implementation of the Comprehensive Plan, Land Development Code (LDC) regulations, 2019 Strategic Plan and other planning tools adopted by City Council.

##### Policy 1.1.1

The density and intensity limits and other land use restrictions described in the Comprehensive Plan are legally binding immediately upon adoption, except as otherwise provided by Florida Law. During the preparation of the LDC that will fully implement this plan, conflicts may arise with previous regulations, development approvals or zoning districts. The Administrative Section following these Goals, Objectives and Policies describes how such conflicts will be resolved.

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The City of Marco Island Comprehensive Plan's Future Land Use Element designates the Subject Property as Resort/Residential. Goal 3 of the City's Future Land Use Map is to:

MAINTAIN AND IMPLEMENT A FUTURE LAND USE MAP THAT PLANS FOR A PREDICTABLE AND CONTEXT APPROPRIATE APPROACH TO THE PROPOSED DISTRIBUTION, LOCATION, AND EXTENT OF LAND USES, DENSITIES AND INTENSITIES IN THE CITY TO PROTECT NATURAL RESOURCES, ENCOURAGE, WHERE APPROPRIATE, HIGH LEVEL SERVICES AND INFRASTRUCTURE IN A COST EFFECTIVE MANNER, AND MAINTAIN THE COMMUNITY CHARACTER AND SMALL TOWN CHARM.

The Future Land Use Element Policy 3.1.1 states as follows:

The maximum number of dwellings within the City of Marco Island is limited to 22,775, or an overall density of 3.37 dwelling units per acre to protect the small town character, quality of life and health, safety and welfare on the Island (see also Appendix). Allowable residential densities are limited by the City's Future Land Use Category as set forth in Table 1 below. Bonus densities or incentives are not allowed in any future land use category.

Table 1: Residential Density Limitations by Category

Density Limitations by Residential Future Land Use Category				
Land Use Category	Typical Uses	Residential Density	Acres	Total Density
Low Density	Single-Family Dwellings, Churches	Up to 4 du/acre	2,381	8,530
Medium Density	Single-Family, Duplex, Multi-Family Dwellings	Up to 6 du/acre	35	210
High Density	Multi-Family & Townhouse Dwellings	Up to 16 du/acre	385	6,210
Resort Residential	Multi-Family Dwellings &	Up to 16 du/acre	60	960
	Hotel/Motel/Timeshares	Up to 26 du/acre	37	962
Density Limitations by Commercial Future Land Use Category				
Land Use Category	Typical Uses	Residential Density	Acres	Total Density
Village Commercial	Retail, Office, Mixed Use	Up to 8 du/acre	30	255
	Hotel/Motel/Timeshares	Up to 26 du/acre	5	130
Community Commercial	Retail, Office, Mixed Use	Up to 12 du/acre (-48 units City Hall)	75	877
	Hotel/Motel/Timeshares	Up to 26 du/acre	5	130
Heavy Commercial	Heavy Commercial, Public/Private Utilities	Up to 12 du/acre	36	432
Town Center/ Mixed Use	Retail, Office, Mixed Use	Up to 12 du/acre	114	1,418
	Hotel/Motel/Timeshares	Up to 26 du/acre	6	0
Density Limitations by Planned Unit Development Future Land Use Category				
Land Use Category	Typical Uses	Residential Density	Acres	Total Density
Planned Unit Development	Single-Family & Multi-Family Dwellings, Hotel/Motel, Marina, Commercial	Per Underlying Zoning	441	2,608
Key Marco		Per Underlying Zoning	142	124
Density Limitations by Public Future Land Use Category				
Community Facilities	Parks, Schools, Government Uses, Nursing Homes	1 du/5 acres (net)	280	55
Preservation/Conservation	Public Owned	1 du/5 acres (net)	2,783	0
	Private Owned	1 du/5 acres (net)	68	14
TOTAL			6,883	22,775

According to Table 1 above, the Resort Residential designation would allow Hotel/Motel/Timeeshares up to 26 density units per acre (du/acre) of land. However, Policy 3.1.5 states that the Resort/Residential future land use categories, including resort, hotels, and timeshares, can only have a maximum density of 16 dwelling units per acre. 167 units would be allowed.

**Policy 3.1.5** The Resort/Residential future land use category is intended for areas generally along the City’s beachfront, which provides residential dwellings and hospitality uses including resorts, hotels, and timeshare uses. This category is intended to accommodate those resort needs associated with an island community. The maximum density permitted is 16 dwelling units per acre (16 du/acre).

The Comprehensive Plan defines Dwelling or Dwelling Unit as a structure in which occupants live and eat separately from anyone else, and have direct access to the outside (e.g., to a hallway or street) of the unit. Density is defined as the measurement of the number of people or residential units allowed per unit of land, such as residents or employees per acre, as defined by §163.3164, Fla. Stat.

The Comprehensive Plan does not define Hotel. However, the Land Development Code does. For any analysis moving forward, Hotel will be defined as “ a facility offering transient lodging accommodations normally on a daily rate to the general public and typically providing accessory uses, such as: restaurants, meeting rooms, and recreational facilities. Hotels are different from motels in that each room does not have a separate entry directly from the outside of the building but rather entry is gained through the interior of the building through a lobby. For the purposes of calculating residential density, each guestroom shall be considered a dwelling unit.

Currently, the Subject Property has 310 hotel units, which equates to 28 units per acre. The City’s Comprehensive Plan Future Land Use Element, Objective 4.2, Policy 4.2.3 states:

Over-density multi-family residential developments that lawfully achieved their density prior to incorporation of the City may be permitted to redevelop at their existing density subject to demonstration of consistency with this Plan and approval from the Planning Board and City Council. The implementing land development regulations will ensure building height and other site design factors cannot be increased to ensure a compatible scale of development.

Based upon this language, the redevelopment of the Subject Property may contain up to 310 units, as the Subject Property was originally developed in 1985 with 310 units, prior to the City’s incorporation.

The applicant, however, as provided in the rezoning petition, proposes to build a 626-unit hotel, which equates to 60 units per acre. The proposed development would exceed the permitted density authorized pursuant to Policy 4.2.3, and is therefore not consistent with the City’s Comprehensive Plan. While City staff advised the applicant that a Comprehensive Plan amendment would be needed to achieve the desired density, and that staff could not recommend this application moving forward, the applicant chose to proceed with this PUD rezoning public hearing.

**CURRENT ZONING:**





From staff review, the applicant seeks to maintain hotel use, which aligns with permitted uses in the RT District. Dimensional standards are comparable. Although a PUD zone typically requires mixed uses, this proposal seems to only propose an expansion of the existing hotel. Please see comparisons below.

## PUD PROPOSAL

### A. Permitted Uses:

The following uses are permitted as of right:

1. Hotels and transient lodging (7011). The term "transient lodging" includes hotels, interval ownership/membership and vacation rental/membership facilities. Any such transient lodging shall include the following operational characteristics and/or limitations: lodging accommodations normally on a daily or weekly rate to the general public or to interval owners/members and provisions for check in and housekeeping services, as well as other amenities such as dining facilities, meeting rooms, or recreational facilities.
  - (a) For the purposes of calculating residential density within this PUD, each guestroom shall be considered less than 1 dwelling unit, provided the following requirements are met:
    - (1) All required off-street parking is provided within the PUD and all required off-street parking is not separated by a collector or arterial roadway;
    - (2) All hotel guestrooms are constructed in a tower or towers of varying heights. All such tower elements shall be oriented at an angle or perpendicular to the shoreline such that a view corridor is maintained above the building height of the lobby portion of the hotel structure which is not considered a tower;
    - (3) All hotel guestrooms are constructed in a building set back at least 75 feet from the front (East) property line, or as otherwise provided within Table 1 - Development Standard;
    - (4) Hotel guestrooms do not have kitchens or eating facilities; and
    - (5) The PUD shall include a dune system with native dune plant species adjacent to the beach.
  - (b) A unit that does not meet the requirements of Sections A.1.(a) listed above shall be considered on dwelling unit.
2. Parking lots and garages (Group 81293), which may include valet parking.
3. Administrative and support services (Groups 56111, 56141, 56144, 56145, and 561492).
4. Multiple-family dwellings.
5. Family care facilities, subject to the Land Development Code.
6. Timeshare facilities.
7. Townhouses, subject to the Land Development Code.

## PUD PROPOSAL

### 4.2 DIMENSIONAL STANDARDS

The standards for land uses within the PUD shall be as stated in the Development Standards table below. Standards not specifically set forth herein shall be those specified in applicable sections of the LDC in effect as of the date of approval of a site development plan (SDP) or subdivision plat.

TABLE 1: DEVELOPMENT STANDARDS

	PRINCIPAL USES	ACCESSORY USES
MIN. LOT AREA	43,560 S.F.	N/A
MIN. LOT WIDTH	150 FEET	N/A
MINIMUM YARDS (EXTERNAL – MEASURED FROM THE PUD BOUNDARY)		
NORTH PROPERTY LINE <sup>1</sup>	25/50 FEET	SPS
SOUTH PROPERTY LINE <sup>1</sup>	25/50 FEET	SPS
EAST PROPERTY LINE <sup>2</sup>	50/75 FEET	SPS
WEST PROPERTY LINE	30 FEET	SPS
MIN. DISTANCE BETWEEN STRUCTURES	15 FEET OR AS REQUIRED BY FIRE CODE	10 FEET OR AS REQUIRED BY FIRE CODE
MAX. BUILDING HEIGHT <sup>3</sup>	150 feet	N/A

SPS = Same as Principal Structures; S.F. = Square Feet

<sup>1</sup> The required setback from the North and South property lines shall be 25 feet for the first 3 floors. Portions of structures, except as identified within LDC Section 30-1004 – Exceptions to Required Yards, that exceed 3 floors shall be stepped back with a required setback of 50 feet.

<sup>2</sup> The required setback from the East property line shall be 50 feet for the first 5 floors. Portions of structures, except as identified within LDC Section 30-1004 – Exceptions to Required Yards, that exceed 5 floors shall be stepped back with a required setback of 75 feet.

<sup>3</sup> Building height as defined by LDC Section 30-10 – Definitions.

### 4.3 MAXIMUM DENSITY PERMITTED

16 residential dwelling units per acre or 626 hotel guestrooms. For any mixture of residential and hotel rooms for the project, the density shall be based on the acreage attributed to each of those uses.

## RT- CURRENT

### Sec. 30-162. - Permitted uses.

The following uses are permitted as of right in the residential tourist district (RT):

- (1) Hotels and motels.
- (2) Multiple-family dwellings.
- (3) Family care facilities, subject to the land development code.
- (4) Timeshare facilities.
- (5) Townhouses, subject to the land development code.

(Ord. No. 01-28, § 2, 10-15-2001)

## RT- CURRENT

### Sec. 30-165. - Dimensional standards.

The following dimensional standards shall apply to all permitted, accessory, and conditional uses in the residential tourist district (RT):

- (1) *Minimum lot area:* One acre.
- (2) *Minimum lot width:* 150 feet.
- (3) *Minimum yard requirements:*
  - a. Front yard: One-half the building height as measured from each exterior wall or wing of a structure with a minimum of 30 feet.
  - b. Side yards: One-half the building height as measured from each exterior wall with a minimum of 15 feet.
  - c. Rear yard: One-half the building height as measured from each exterior wall with a minimum of 30 feet.
- (4) *Maximum height:* Ten stories or a maximum of 100 feet as measured to the mid-point of the roof.
- (5) *Maximum density permitted:* A maximum of 26 units per acre for hotels and motels, and 16 units per acre for timeshares and multifamily structures.
- (6) *Distance between structures:* Between any two principal buildings on the same parcel of land, there shall be provided a distance equal to 15 feet or one-half of the sum of their heights, whichever is greater. For accessory structure yards, see the land development code.
- (7) *Floor area requirements:*
  - a. Timeshare facilities: 500 square foot minimum per unit.
  - b. Multiple-family structures: Efficiency, 450 square feet; one bedroom, 600 square feet; two bedrooms or more, 750 square feet.
  - c. Hotels and motels: 300 square foot minimum with a 500 square foot maximum except that 20 percent of the total units may be utilized for suites.
- (8) *Maximum lot coverage:* 76 percent of total lot area.

### Sec. 30-164. - Conditional uses.

The following uses are permitted as conditional uses in the residential tourist district (RT), subject to the standards and procedures established in section 30-64 of the land development code, other applicable land development code provisions, and the North American Industry Classification System (NAICS) (1997 ed.):

- (1) Churches and other places of worship.
- (2) Marinas, subject to the land development code.
- (3) Noncommercial boat launching facilities, subject to the applicable review criteria set forth in the land development code.
- (4) Group care facilities (category I and II); care units; nursing homes; assisted living facilities, and continuing care retirement communities pursuant to the land development code.
- (5) Private clubs.
- (6) Yacht clubs.
- (7) Permitted uses not to exceed 125 feet in height.

**8** Hotel use for the redevelopment of properties located along the west side of Collier Boulevard between the northern property boundary of the Sand Castle II Condominium and the southern boundary of the Marriott PUD which have an existing principal use of hotel as of the date of this article. In addition to the criteria for review of conditional use petitions set forth in subsection 30-64(3) of this section, the following supplemental review criteria shall be considered for such use and each petition shall be subject to the following standards:

- a. The maximum building height for principal structures shall be measured from the base flood elevation to the mid-point of the roof and shall not exceed **150 feet**.

As proposed, the PUD Master Plan lacks distinctive design or planning innovation as required by the City's LDC. The proposed density of 626 units (60 per acre) surpasses the density limitations as contained in the Future Land Use Element and the City's Land Development Code.

As part of the rezoning petition, the applicant did offer hotel development commitments; however, it would be premature for staff to comment on the actual hotel development plan until the proposal aligns with the City's Comprehensive Plan. Despite staff advising the applicant of the preference for a Comprehensive Plan Amendment application, the applicant requested a public hearing on this rezoning petition.

**Required Section 30-62(3).b. of the City's LDC analysis:**

**Section 30-62.(3).b. *Rezoning; nature of requirements of planning board report.*** When pertaining to the rezoning of land, the report and recommendations of the planning board to city council required below shall show that the planning board has studied and considered the proposed change in relation to the following, when applicable: (Staffs comments underlined)

- 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 rezoning to PUD does **not** follow the City's Comprehensive Plan's Future Land Use Element and Future Land Use Map (as shown above) based on the following goals, objectives, and policies.

**Policy 3.1.5** The Resort/Residential future land use category is intended for areas generally along the City's beachfront, which provides residential dwellings and hospitality uses including resorts, hotels, and timeshare uses. This category is intended to accommodate those resort needs associated with an island community. The maximum density permitted is 16 dwelling units per acre (16 du/acre). This application is proposing 60 du/acre.

- 2. The existing land use pattern.**

The uses proposed would be the same as within the RT district. The intensity of the development located on the Subject Property would increase two-fold.

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

The proposed rezoning to PUD would establish a distinct zone for the area, and would create an isolated district. It must be noted that the permitted uses proposed in the PUD are almost the same as those already allowed in the Residential Tourist zone.

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

The boundaries are not illogically drawn.

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

The passage of this proposed rezoning is not appropriate. There are no changed or changing conditions with respect to the Subject Property. As stated, a Comprehensive Plan amendment would be a more logical first step in determining whether the proposed amendment is appropriate.

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

The City's Comprehensive Plan does not anticipate the additional density that would be proposed on this site as a result of the requested rezoning. According to the applicant's Traffic Impact Statement, traffic utilizing the Subject Property will double with the proposed construction of the additional units. The increased traffic would likely have adverse impacts to users of neighboring

properties who would have to navigate the increased traffic on the roadways adjacent to the Subject Property.

- 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 access to the Subject Property is from South Collier Blvd. While estimated to not go below the Level of Service D, it is estimated that traffic will double in trips.

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

Not applicable. Any development must address drainage on site.

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

The proposed development within the PUD may reduce the amount of light which would be received by adjacent areas. The actual impacts will not be known until an actual development plan is submitted to staff to review. Notwithstanding that statement, as demonstrated in the City's Comprehensive Plan, the amount of development, as proposed, was not anticipated for this site.

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

Staff are not property appraisers, but property values seem unaffected and may actually rise. Permitting fractional density projects, though inconsistent with the Comprehensive Plan, could encourage similar future proposals.

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

The rezoning will not be a deterrent to the development of adjacent properties. The proposed development may encourage development of adjacent properties.

- 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.**

Yes. Without a Comprehensive Plan amendment, this would grant a special privilege to an individual real property owner.

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

There are no reasons why the property can't be used in accordance with the existing zoning.

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

The requested rezoning would be out of scale for the neighborhood. The proposed 60 units per acre, if approved, would be unique, as no properties in the vicinity have that density.

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

The property already allows hotels. There would be no change in use, just intensity.

- 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.**

The rezoning will not require any higher degree of site alterations than other sites in RT districts.

**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.**

The proposed use has not gone through a Comprehensive Plan amendment change, recommended by staff. How it affects public facilities and services that are consistent with the Comprehensive Plan has not been determined at this time.

**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.**

The traffic impact should be a consideration considering automobile intensity will double in the proposed PUD area. Pedestrian safety at the intersection of Winterberry and S Collier may be impacted the most, due to the existing commercial and beach access.

**Required Section 30-63 (d) of the City's LDC analysis:**

Per Section 30-63 of the Land Development Code, the Planning Board shall make written findings as required by subsection 30-62(c)(3)b. and below and as otherwise required in this section and shall recommend to City Council either approval of the PUD rezoning as proposed; approval with conditions or modifications; or denial. In support of its recommendation, the planning board shall make findings as to the PUD master plan's compliance with the following criteria: Staff comments to the criteria are underlined below. (Staffs comments underlined)

- (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.**

A Comprehensive Plan amendment would be needed to review the additional density proposed for this site. Fractional density is neither allowed nor discussed in the current Comprehensive Plan.

- (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.**

Yes. Unified Control has been established. There is one owner.

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

Not established - A Comprehensive Plan amendment is required to review any proposed increase in density for this site. The current Plan does not allow or address fractional density.

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

Yes. There are development standards.

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

Yes. The open space provided is the beach, which is part of this property.

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

Not established. Fractional density is neither allowed or discussed the current Comprehensive Plan.

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

The property has the ability for expansion. Surrounding areas are limited, and infrastructure is limited due to the already built environment.

- (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 application does not conform to the intent of a PUD per Sec. 30-381, which is to encourage mixed-use planned developments. The proposal is for a single use of expansion of a hotel, exceeding the density limit.

### **STAFF RECOMMENDATION AND FINDINGS:**

Staff recommends the Planning Board send the City Council a recommendation to deny this rezoning request based on the following findings:

1. The rezoning petition for the Subject Property does not meet the Strategic Plan, “Marco Island Vision 2034, Principle 2, Small Town Feel, # 5. “Development in scale of a small town.”, and 11 “Low Density”. In addition, the proposal does not meet Marco Island City Government: Mission, Principle 2, #6 “Maintain or reduce density,” as contained in the City’s Strategic Plan, which is incorporated within the City’s Comprehensive Plan.
2. The rezoning petition for the Subject Property does not comply with the Comprehensive Plan, Future Land Use Element, Goal 1, Objective 1.1, Policy 1.1.1.
3. The proposed rezoning of the Subject Property to Planned Unit Development does not follow the City’s Comprehensive Plan’s Future Land Use Element and Map based on the following goals, objectives, and policies. Specifically, Future Land Use Element Policy 3.1.5, which provides as follows:

**Policy 3.1.5** The Resort/Residential future land use category is intended for areas generally along the City’s beachfront, which provides residential dwellings and hospitality uses including resorts, hotels, and timeshare uses. This category is intended to accommodate those resort needs associated with an island community. The maximum density permitted is 16 dwelling units per acre (16 du/acre).

4. The proposed rezoning of the Subject Property does not meet the intent of a PUD as provided in the City’s Land Development Code. The Subject Property can continue to be utilized as a hotel, and be re-developed for hotel use without the requested rezoning to PUD.
5. The requested rezoning to PUD fails to meet the standards to consider provided in Section 30-62.(3).b. of the City’s Land Development Code.
6. The rezoning fails to meet the standards for consideration of a PUD rezone provided in Section 30-63 (d) of the Land Development Code.
7. The rezoning petition would be more appropriately processed through the City’s Comprehensive Plan Amendment process that would allow for any additional density proposed above what is currently allowed in the Comprehensive Plan.