

**CITY OF HOLLYWOOD, FLORIDA  
INTER-OFFICE MEMORANDUM  
OFFICE OF PLANNING**

**DATE:** November 18, 2010 **FILE:** 10-F-59

**TO:** Local Planning Agency/Planning & Zoning Board

**VIA:** Andria Wingett, Planning Manager *AW*

**FROM:** Leander Hamilton, Planning Administrator *LH*

**SUBJECT:** Margaritaville Hollywood Beach Resort, LLC requests allocation of 39 Bonus Hotel Density Rooms from the "Hollywood Beach Hotel Room Pool" for a 349 room hotel including restaurant, retail, banquet hall, swimming pools, and associated public/private parking garage generally located at 300 Johnson Street/1112 N. Ocean Drive (Generally located north of Michigan Street, south of Johnson Street, east of the Intracoastal Waterway and west of the Atlantic Ocean)

**APPLICANT'S REQUEST:**

Allocation of up to an additional 39 Bonus Hotel Density Rooms from the "Hollywood Beach Hotel Room Pool" to facilitate construction of a 349 room hotel, public/private parking garage and other amenities.

**STAFF'S RECOMMENDATION:**

The Planning and Zoning Board, acting as the Local Planning Agency forward a recommendation of approval to the City Commission with the condition, the 39 Bonus Hotel Density Rooms from the "Hollywood Beach Hotel Room Pool" remain valid so long as the Site Plan is valid. Should all the rooms not be used prior to Certificate of Occupancy (C/O) the remaining balance of unused rooms will automatically revert back to the "Hollywood Beach Hotel Room Pool".

**HISTORY**

The City-Wide Master Plan describes this property as *providing potential for an anchor for Central Beach and recommending to remove free standing parking structures such as the one at Johnson Street that can be integrated into the Johnson Street Parcel to create replacement parking and a more attractive urban environment*. As seen later in the report, this development has been designed in a manner which embodies the recommendations within this document to provide an attractive building with a layout that engages the public and enhances the beach. In 2009 the City Commission requested a Request For Proposals (RFP). This proposal was for a public private partnership to build a signature hotel including a public parking garage, ballroom, retail and restaurant space at property formally known as the "Casino Property". This

development would be slated to replace the 592 space Maurice H. Connell parking garage, 208 surface parking spaces (includes on street), and a portion of the Public Works Beach Maintenance area.

As a result, on April 7, 2010 the City Commission received presentations by two bidders for redevelopment of City owned property generally located at Johnson Street and A1A. Thus, Margaritaville Hollywood Beach Resort was selected to partner with the City.

In 2005, the Comprehensive Plan was updated to include Evaluation and Appraisal Report (EAR) based amendments. Policy 7.39 references *giving priority for using shoreline properties for land uses that are water dependent, public in nature and promote tourism*. Furthermore, Policy 10.1.b. describes development of land in the context of a public/private partnership. Some goals and objectives identified specifically for the Beach Community Redevelopment Agency (BCRA) include:

- ❖ Develop the Johnson Street beach property as the village center of Hollywood Beach.
- ❖ Re-establish tourism as a vital industry.
- ❖ Enhance Hollywood Beach as a tropical destination.
- ❖ Promote redevelopment and eliminate the causes of physical and economic blight.
- ❖ Create opportunities and incentives that facilitate redevelopment of private properties.

## **REQUEST**

The request before the Board is to forward a recommendation of approval for allocation of up to 39 Bonus Hotel Density Rooms from the "Hollywood Beach Hotel Room Pool" (Pool). These additional rooms will accommodate the establishment of a 349 room Margaritaville Hollywood Beach Resort (Margaritaville) which includes a public/private parking garage, ballroom, and other amenities. This development, which will replace the existing parking garage and at-grade parking lot, will be situated on a five acre parcel owned by the City. This project also includes and assemblage of small parcels along the Intracoastal Waterway to the Broadwalk between Johnson and Michigan Streets.

As part of the City's 1999 Comprehensive Plan Evaluation and Appraisal Report (EAR) amendments, the "Central Beach Hotel Density Pool" was created. This Ordinance granted the City Commission authority to allocate 1,000 bonus hotel rooms to developments with a General Business land use in Central Beach. This "Pool" has a finite number of rooms which cannot be increased without a Comprehensive Plan amendment.

The Land Use Element allows properties with a General Business land use designation 50 hotel rooms per acre by right in Central Beach, and 150 rooms per acre in South Beach. The original Ordinance allowed for rooms to be requested from the Central Beach Hotel Pool; however, the request could not exceed a combined total of 100 rooms per acre, solely within Central Beach.

In 2007, the City Commission adopted an amendment to the "Central Beach Hotel Pool" to allow these rooms to also be used within the South Beach area. As such, this allotment is now recognized as the "Hollywood Beach Hotel Room Pool". This amendment provided the City Commission the opportunity to approve up to an additional 150 rooms per acre (for a maximum of 300 rooms per acre) from the "Pool" for properties within South Beach with a General Business land use. To date, Hollywood Grande, with 98 condo-hotel rooms allocated, and

Beach One, with 238 hotel rooms allocated, are the only projects to receive rooms from the Pool. This leaves a remaining balance of 664 rooms in the Pool.

Using only the east parcel to determine the density, the 6.20 gross acres would allow for 310 hotel rooms (6.20 acres x 50 rooms/acre) by right with a General Business land use. The applicant is requesting an additional 39 hotel rooms for a total of 349 hotel rooms (6.20 gross acres x 56.3 rooms/acre). This would leave a remaining balance of 625 hotel rooms in the "Pool".

The City and applicant have worked diligently to use a modest amount of rooms from the Pool and still create a superior establishment. As expressed by the applicant, "...Margaritaville creates a whole entertainment village for not only Hollywood residents, but all beach patrons, creating an entertainment village that will support local beach businesses as well as attract new vibrant commercial offerings."

As determined by the Zoning and Land Development Regulations, similar to Flex Units, the Planning and Zoning Board makes a recommendation to the City Commission for allocation of units from the Hotel Density Pool. Approval of the request by the City Commission is specific to the project submitted and any increase in density beyond the amount granted will require a new application. Subsequently, staff recommends **approval** of the allocation of up to 39 hotel rooms from the "Hollywood Beach Hotel Density Pool" with the condition, the 39 Bonus Hotel Density Rooms from the Pool remain valid so long as the Site Plan is valid. Should all the rooms not be used prior to Certificate of Occupancy (C/O) the remaining balance of unused rooms will automatically revert back to the "Hollywood Beach Hotel Room Pool". Specific (GU Zone) district regulations, such as building height, setbacks, etc. will be addressed by the City Commission during Site Plan Review.

## **BACKGROUND**

There are two parcels associated with this request; east parcel (Oceanside) and west parcel (along the Intracoastal Waterway). Included in the scope of work are the following:

### East Parcel

- Up to 456 garage hotel parking spaces
- Up to 600 garage public parking spaces
- 349 hotel rooms
- 25,500 sq ft restaurant and retail space
- 22,604 sq ft ballroom
- 15,500 full-service spa and fitness area
- Pool deck
  - Lagoon pool and Volcano Water Slide pool
  - Ridin' In Style wave simulation pool
  - Lone Palm Bar
  - Air Stream Bar
  - Captain Tony's Pizza Shack/Tiki Treats snack bar.
- Two outdoor event lawns

### West Parcel

- Dock with pavilion and public restrooms

This east parcel is lined with several hotel restaurants along A1A, Johnson Street and the Broadwalk. Results from the Florida Building Commission Meeting allow for retail, restaurant and a swimming pool to span the length of the Broadwalk at approximately the same elevation. The main entrance (including valet) to the hotel is along A1A with back-of-house operations along Michigan Street. The hotel layout includes upscale dining and a Margaritaville Restaurant on the first floor; a spa and fitness area on the second floor; a grand ballroom at the ninth level; and an outdoor event lawn overlooking the beach at the eleventh level. Guest rooms begin at the ninth level and continue to the eighteenth floor. A mix of rooms is provided and range from 428 sq ft to 3,178 sq ft in the Presidential Suite. The Planning and Zoning Board will consider allocation of 39 rooms from the Hollywood Beach Hotel Room Pool (the total number of rooms remains 349).

The garage is designed with the main entrance on Johnson Street while visitors leaving will exit directly onto Michigan Street. The applicant has worked with the Florida Department of Transportation to receive approval for a new signal in this area to help manage traffic flow. Mechanical lifts will help accommodate valet parking on the third and eighth floors with public and hotel (self) parking on levels five through seven.

A variety of setbacks have been provided at different levels of the building. For example, along A1A the building pedestal provides a setback ranging from 29' at the northwest corner to 98' at the southwest corner. Setbacks along the side streets are 20' and 27' at the closest points. As a result of integrating the beachfront atmosphere into the design, much of the building mass is contained on the western portion of the property. As such, the east setback ranges from 123'-240' on the first level. As the building gets taller, setbacks increase. For example, at the eleventh level (114') building setbacks increase to 362' on the east side. These variations continue upward creating a horseshoe shape. At the tallest point the building is 208' (17 stories). The west parcel (pavilion and public restrooms) has setbacks ranging from 10'-140' (15' north, 140' south, 10' east, 17' west) and has 5 employee parking spaces.

Due to the GU zoning designation, the Development Review Board will make a final decision on the Variance and Design and forward a recommendation for Site Plan approval to the City Commission. As such, staff recommends Variance and Design be approved; however, it is still subject to any changes the City Commission may deem necessary while considering the Site Plan.

#### **SITE INFORMATION:**

<b>Owner/Applicant:</b>	City of Hollywood/Margaritaville Hollywood Beach Resort, LLC.
<b>Address/Location:</b>	300 Johnson Street/1112 N. Ocean Drive
<b>Gross Size of Property:</b>	6.2 acres (east)/ 0.47 acres (west)
<b>Future Land Use:</b>	General Business
<b>Zoning:</b>	Government Use (GU)
<b>Existing Use of Land:</b>	Maurice H. Connell Parking Garage, surface parking, maintenance building and beach exercise area

## ADJACENT FUTURE LAND USE

**North:** General Business  
**South:** General Business  
**East:** Open Space and Recreation  
**West:** General Business & Intracoastal Waterway

## ADJACENT ZONING

**North:** Beach Resort Commercial District, Broadwalk Historic District Commercial & Beach Resort A1A Commercial District (BRT-25-C, BWK-25-HD-C & BRT-25-A1A-C)  
**South:** Beach Resort Commercial District, Broadwalk Historic District Commercial & Beach Resort A1A Commercial District (BRT-25-C, BWK-25-HD-C & BRT-25-A1A-C)  
**East:** Broadwalk & Atlantic Ocean  
**West:** Beach Resort A1A Commercial District (BRT-25-A1A-C & Intracoastal Waterway)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

The proposed project is located in the General Business Land Use area. The overriding goal of the Land Use Element is to *provide a framework for rational decision-making regarding the uses and re-use of land in a mature community characterized by infill on previously passed over parcels and by intensification of use of land through redevelopment and rehabilitation.* Incorporated into the Comprehensive Plan in 2004 some general principles and Guiding Principles utilized to create the City-Wide Master Plan include:

- ❖ *Emphasizing the qualities of the City of Hollywood's historic urban plan and built environment.*
- ❖ *Preserve and emphasize historic resources and Joseph Young's original vision for the City of Hollywood.*
- ❖ *Identifying areas to channel public investments and actions to accomplish the City's sustainability and development goals.*
- ❖ *Promote the highest and best use of land in each sector of the City without compromising goals of the surrounding community.*

### Land Use Element

*Objective 3: Prohibit any increase in the number of permanent residential dwelling units on the Coastal High Hazard Area above that permitted by the adopted Comprehensive Plan.*

*Policy 3.1: Continue to encourage commercial and seasonal uses along Central Beach and prohibit an increase in the number of permanent residential dwelling units above the permitted by the adopted Comprehensive Plan...*

*Policy 5.4: Continue redevelopment of Central Beach.*

*Policy 7.38: Prioritize shoreline land uses based on water use and tourism.*

*Policy 7.39: Review and amend the Zoning and Development Regulations and the Zoning Map as needed to give priority for using shoreline properties for land uses that are water dependent, public in nature and promote tourism.*

*Policy 8.3: Maintain the Zoning and Development Regulations that ensure the adequate provision of public services and facilities for tourist and seasonal populations.*

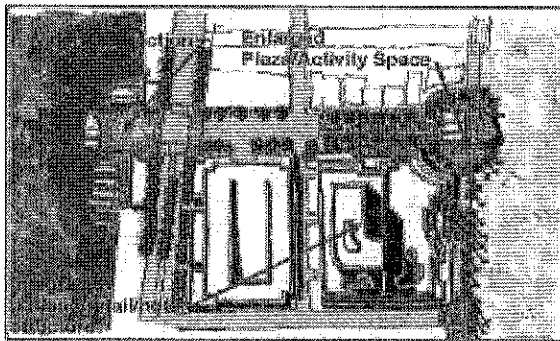
*Policy 10.1b: Investigate and consider the acquisition and development potential of CRA-owned land in the context of private development or a public/private partnership.*

*Policy 10.10: Require mixed-uses on the perimeter of new parking structures with pedestrian orientation and architectural features, where appropriate. (CWMP Policy 4.6)*

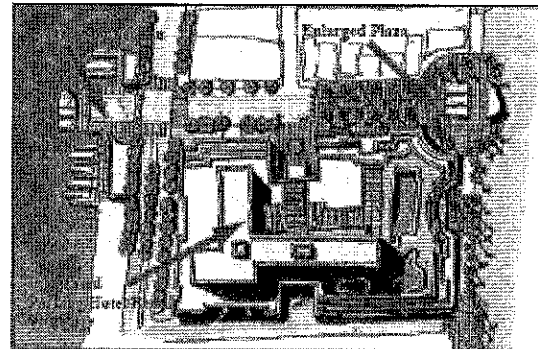
General Business areas are designed to facilitate commercial uses including shopping centers, offices, hotels, motels and other tourist accommodations. Central Beach has the largest distribution of this land use on the barrier island. As such, hotels are consistent with this land use. An assortment of amenities will provide additional uses such as restaurant and a wave simulation pool, thereby encouraging tourists to remain on Hollywood's Beach. Although not being considered by this Board, the allocation of additional rooms from the "Hollywood Beach Hotel Room Pool" is consistent with a General Business land use.

### **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN (CWMP)**

Located within Sub-area 4, Central Beach is bounded by Harrison Street to the south and Sherman Street to the north on the barrier island. Central Beach has a mix of uses, such as residential, commercial, hotels and motels. The subject property's existing conditions are described as *providing potential for an anchor for Central Beach...* Specific recommendations for this property are identified in two options, both of which include a hotel, parking garage, retail, and plaza/activity space:



**FIGURE 4.20 Johnson Street Drawing—Unified Development Option 1**



**FIGURE 4.21 Johnson Street Drawing—Unified Development Option 2**

Current issues identified include ensuring future development patterns of Central Beach are consistent with the character of neighborhoods, economic revitalization, public access and open space along the Intracoastal and parking for residents and visitors. Recommendations include:

- ❖ *Johnson Street Development Node should be developed as an important development node.*

- ❖ *Develop the Johnson Street/Casino Property to include within the development parcel the existing parking structure facing A1A. Require replacement of public parking for the spaces included in the present parking structure, allow the use of air rights of the existing parking deck, require people friendly uses (retail, residential, hotel) to wrap around the parking so as not to make it visible from the street and soften its appearance. This property may include residential, hotel use, ground floor tourist-oriented retail activities, office space, community or public use and general parking.*
- ❖ *Prohibit and work to remove free standing parking structures such as the one at Johnson Street that can be integrated into the Johnson Street Parcel to create replacement parking and a more attractive urban environment. To accomplish this, line parking structure with people friendly uses at ground level such as retail stores or offices, residential and or hotel uses.*
- ❖ *Designation of specific commercial and development nodes...*

*Policy 4.2: Concentrate retail commercial activities in defined development centers to build critical commercial mass at appropriate locations that are compatible with neighborhoods and with beach redevelopment objectives.*

*Policy 4.5: Promote the development of desired commercial uses in defined sector and pockets along the Broadwalk and Ocean Drive.*

*Policy 4.6: Require mixed-uses on the perimeter of new parking structures with pedestrian orientation and architectural features, where appropriate.*

*Policy 4.7: Require the construction of replacement parking spaces in cases where existing parking structures are included as a part of an incentive.*

*Policy 4.16: Recognize Central Beach as a prime focus of tourist activities.*

*Policy 4.32: Upgrade the quality of seasonal accommodations and commercial activities by promoting the renovation and construction of higher quality lodging.*

*Policy 4.33: Create public spaces and development nuclei that will become areas of community focus, highlighting the uniqueness of each area of Hollywood Beach, to create a sense of place and anchors of activity, which will create opportunities and incentives for development.*

*Policy 4.34: Work within the framework of the Beach CRA to implement the Master Plan vision for Hollywood Beach within the CRA boundaries.*

*Policy 4.37: Encourage development and redevelopment of hotel and motels in an effort to increase tourism.*

*Policy 4.59: Create a public plaza on Johnson Street, utilizing the band shell/amphitheater as the focal point.*

*Policy CW.47: Focus beach redevelopment efforts to capitalize on tourist economy.*

Created by the residents, the CWMP has envisioned redevelopment of this site to include a hotel, parking garage, and retail space. The City and developer both recognize the importance

of creating a signature project to attract tourists. As described in this report the proposed project achieves the goals outlined in the CWMP.

**CENTRAL BEACH HOTEL DENSITY POOL RECOMMENDATION:**

Staff finds the request of up to an additional 39 bonus hotel density rooms from the “Hollywood Beach Hotel Density Pool” consistent with the Comprehensive Plan, City-Wide Master Plan and other applicable documents. Therefore, staff recommends the Planning and Zoning Board, acting as the Local Planning Agency, forward a recommendation of approval for up to an additional 39 bonus hotel rooms from the “Hollywood Beach Hotel Density Pool” with the condition, the 39 Bonus Hotel Density Rooms from the “Hollywood Beach Hotel Room Pool” remain valid so long as the Site Plan is valid. Should all the rooms not be used prior to Certificate of Occupancy (C/O) the remaining balance of unused rooms will automatically revert back to the “Hollywood Beach Hotel Room Pool”.

**ATTACHMENTS**

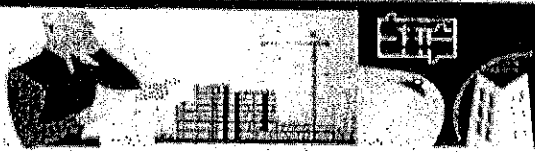
- ATTACHMENT A: Application Package
- ATTACHMENT B: Land Use and Zoning Maps



# Attachment A

## Application Package

**OFFICE OF PLANNING**



File No. (to be filled by the Office of Planning): \_\_\_\_\_

2600 Hollywood Boulevard Room 315  
Hollywood, FL 33022

**GENERAL APPLICATION**



Tel: (954) 921-3471  
Fax: (954) 921-3347

*This application must be completed in full and submitted with all documents to be placed on a Board or Committee's agenda.*

*The applicant is responsible for obtaining the appropriate checklist for each type of application.*

*Applicant(s) or their authorized legal agent must be present at all Board or Committee meetings.*

*At least one set of the submitted plans for each application must be signed and sealed (i.e. Architect or Engineer).*

*Documents and forms can be accessed on the City's website at [http://www.hollywoodfl.org/comm\\_planning/appforms.htm](http://www.hollywoodfl.org/comm_planning/appforms.htm)*



**APPLICATION TYPE (CHECK ONE):**

- Development Review Board       Historic Preservation Board  
 Planning and Zoning Board       Technical Advisory Committee  
 City Commission

Date of Application: October 29, 2010

Location Address: 300 Johnson Street, Hollywood, Florida

Lot(s): See attached legal Block(s): See attached Subdivision: See attached legal

Folio Number(s): 541213010010, 514213010700, 514213010701

Zoning Classification: GU-Government Use Land Use Classification: Municipal Use, Other

Existing Property Use: Parking Garage/Lot Sq Ft/Number of Units: N/A

Is the request the result of a violation notice? ( ) Yes (✓) No If yes, attach a copy of violation.

Has this property been presented to the City before? If yes, check all that apply and provide File Number(s) and Resolution(s): 10-DP-42

- Economic Roundtable       Technical Advisory Committee       Development Review Board  
 Planning and Zoning Board       Historic Preservation Board       City Commission

Explanation of Request: DRB and P&Z Site Plan review for the development known as Margaritaville Hollywood Beach Resort

Number of units/rooms: 349 Sq Ft: 848,030

Value of Improvement: \$100 million Estimated Date of Completion: October 2013

Will Project be Phased? ( ) Yes (✓) No If Phased, Estimated Completion of Each Phase \_\_\_\_\_

Name of Current Property Owner: City of Hollywood, Office of Business and Intl Trade

Address of Property Owner: 2600 Hollywood Blvd., Hollywood, Florida 33020-4807

Telephone: 954-921-3474 Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Name of Consultant/Representative (circle one): Tenant Margaritaville Hillywd Bch Rsrt LLC

Address: 3501 N. Ocean Drive, Hollywood, FL 33019 Telephone: 954-922-6466

Fax: 954-922-8988 Email Address: lont@lojeta.com

Date of Purchase: N/A Is there an option to purchase the Property? Yes ( ) No (✓)

If Yes, Attach Copy of the Contract.

List Anyone Else Who Should Receive Notice of the Hearing: Wilson C. Atkinson, III, Esq.

Atkinson, Diner, Stone, et al. Address: 100 SE 3rd Ave, Suite 1400

Ft. Lauderdale, FL 33394 Email Address: wca@atkinson-diner.com

(Authorized Representative of Tenant)

**OFFICE OF PLANNING**



2600 Hollywood Boulevard Room 315  
Hollywood, FL 33022

**GENERAL APPLICATION**

**CERTIFICATION OF COMPLIANCE WITH APPLICABLE REGULATIONS**

The applicant/owner(s) signature certifies that he/she has been made aware of the criteria, regulations and guidelines applicable to the request. This information can be obtained in Room 315 of City Hall or on our website at [www.hollywoodfl.org](http://www.hollywoodfl.org). The owner(s) further certifies that when required by applicable law, including but not limited to the City's Zoning and Land Development Regulations, they will post the site with a sign provided by the Office of Planning. The owner(s) will photograph the sign the day of posting and submit photographs to the Office of Planning as required by applicable law. Failure to post the sign will result in violation of State and Municipal Notification Requirements and Laws.

I/(We) certify that I/ (we) understand and will comply with the provisions and regulations of the City's Zoning and Land Development Regulations, Design Guidelines, Design Guidelines for Historic Properties and City's Comprehensive Plan as they apply to this project. I/(We) further certify that the above statements and drawings made on any paper or plans submitted herewith are true to the best of (my)(our) knowledge. I/(We) understand that the application and attachments become part of the official public records of the City and are not returnable.

Signature of Current Owner: \_\_\_\_\_ Date: 10/26/10

PRINT NAME: Cameron D. Benson, City Manager Date: \_\_\_\_\_

Signature of Consultant/Representative: Wilson C. Atkinson, III Date: 10/27/10

PRINT NAME: Wilson C. Atkinson, III, Esq. Date: \_\_\_\_\_

Signature of Tenant: Lon Tabatchnick Date: 10/27/10

PRINT NAME: Lon Tabatchnick, as Manager, Margaritaville Hollywood Beach Resort, LLC Date: \_\_\_\_\_

**CURRENT OWNER POWER OF ATTORNEY**

I am the current owner of the described real property and that I am aware of the nature and effect the request for (project description) \_\_\_\_\_ to my property, which is hereby made by me or I am hereby authorizing (name of the representative) \_\_\_\_\_ to be my legal representative before the \_\_\_\_\_ (Board and/or Committee) relative to all matters concerning this application.

Sworn to and subscribed before me  
this \_\_\_\_\_ day of \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE OF CURRENT OWNER

\_\_\_\_\_  
Notary Public State of Florida

\_\_\_\_\_  
PRINT NAME

My Commission Expires: \_\_\_\_\_ (Check One) \_\_\_\_\_ Personally known to me; OR \_\_\_\_\_

**Legal Description**  
**For Property to be Developed as Margaritaville Hollywood Beach Resort**

Lots 2, 3, 5 and 6, LESS the East 12.50 feet thereof, of Block "A", "HOLLYWOOD BEACH", according to the plat thereof recorded in Plat Book 1, Page 27 of the Public Records of Broward County, Florida; and subject to a right-of-way reserve area unto the owner across the West 10 feet of the East 22.5 feet of said Lots;

Together with:

Lots 4, LESS the East 12.50 feet thereof of Block "A", "HOLLYWOOD BEACH", according to the pat thereof recorded in Plat Book 1, Page 27, of the Public Records of Broward County, Florida; and subject to a right-of-way reserve area unto the owner across the West 10 feet of the East 22.5 feet of said Lot 4; and subject to a utility reserve area unto owner across all of said Lot 4 LESS the East 12.5 feet thereof;

AND: Block "F"

Block "F", LESS the West 12.5 feet and LESS the North 40.00 feet thereof, "HOLLYWOOD BEACH", according to the plat thereof as recorded in Plat Book 1, Page 27 of the Public Records of Broward County, Florida and subject to a right-of-way reserve area unto the owner across the East 10 feet of the West 22.5 feet of said Block "F"; and subject to a utility reserve area unto owner across the East 20 feet of the West 32.5 feet LESS the South 60 feet of the North 100 feet thereof, and the South 20 feet of said Block "F".

Uses within the utility and right-of-way reserve areas shall be subject to specific approval from the owner and generally shall be limited to walkways, landscaping, signage, lighting and other similar elements consistent with utility and right-of-way uses.

Said lands situate, lying and being in the City of Hollywood, Broward County, Florida, and containing 223,439 square feet or 5.1295 acres more or less.

Folio Number(s): 514213010010, 514213010700, 514213010701

# ATKINSON, DINER, STONE, MANKUTA & PLOUCHA, P.A.

ATTORNEYS AT LAW  
ONE FINANCIAL PLAZA  
100 SOUTHEAST 3<sup>RD</sup> AVENUE  
SUITE 1400  
FT. LAUDERDALE, FL 33394-0030  
WWW.ATKINSON-DINER.COM

J. KYLE HOOPER  
jkh@atkinson-diner.com

BROWARD: (954) 925-5501 ext. 1324  
MIAMI-DADE: (305) 944-1882 ext. 1324  
FAX: (954) 920-2711

October 29, 2010

## Via Hand Delivery

Development Review Board  
c/o Leander Hamilton  
2600 Hollywood Boulevard, Room 315  
Hollywood, Florida 33022-9045

Planning and Zoning Board  
c/o Leander Hamilton  
2600 Hollywood Boulevard, Room 315  
Hollywood, Florida 33022-9045

**Re: Project Summary for Margaritaville Hollywood Beach Resort  
File No. 10-DP-42**

Dear Members of the Development Review and Planning & Zoning Boards:

As part of the DRB and P&Z applications submitted by this office on behalf of our client, Margaritaville Hollywood Beach Resort, LLC, for the upcoming joint hearing scheduled to occur on November 18, 2010, we wanted to provide you with a brief project overview outlining some of the key elements of the development while you are reviewing the attached plans.

As a destination resort and entertainment center, Margaritaville consists of a 349 room resort hotel, with a marquee entrance on Ocean Drive accentuated with lush tropical plantings and a water feature. The hotel includes a convention/conference area of approximately 30,300 sq. ft. capable of seating 2,300 persons, two outdoor pools and deck areas of approximately 58,330 sq. ft., an upscale restaurant with outdoor deck of approximately 8,500 sq. ft., and the legendary Margaritaville Restaurant of approximately 17,000 sq. ft. capable of seating 400 people. The resort also includes a full service spa and fitness area of approximately 15,500 sq. ft.

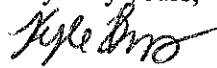
Margaritaville houses a parking facility of approximately 374,245 sq. ft. entirely enclosed within the center of the resort and hidden from view with decorative architectural elements, as well as live foliage. The parking facility consists of 1,056 parking spaces, of which 600 spaces are open to the public and the remaining spaces are for hotel guests and employees. Three separate elevators in the garage provide for direct access to Johnson Street and the beach. The project is specifically designed to allow patrons to walk from the garage to the beach and those strolling along the Boardwalk to take advantage of food, beverage and entertainment without having to enter the resort.

Beachgoers can eat at several of the resort's restaurants and bars located along the Boardwalk and Johnson Street, including the Lone Palm Bar, the Air Stream, and the Pizza Shack. The resort also

features a Flow-Rider surfing machine which the public can access and enjoy directly from the Broadwalk without being a hotel guest.

While this overview provides only a summary of some of the resort's design features and attractions, a careful review of the plans will demonstrate that Margaritaville creates a whole entertainment village for not only Hollywood residents, but all beach patrons, creating an entertainment village that will support local beach businesses as well as attract new vibrant commercial offerings. We welcome any comments that you may have.

Very truly yours,

A handwritten signature in black ink, appearing to read "Kyle Hooper", written in a cursive style.

KYLE HOOPER

Encls.

**Design Review Criteria Statement**  
**Margaritaville Hollywood Beach Resort**  
**File No. 10-DP-42**

General Criteria. All plans/architectural drawings shall be reviewed based upon the evaluation of compatibility with the City's Design Guidelines, including the following elements:

1. Architectural and Design Components. The applicant is proposing a contemporary adaptation of the Caribbean/West Indies Style which uses architectural elements to accentuate the building's elevations and planes with a complementary palate of soft colors and textures. A few of the architectural details include: slate blue aluminum Bahamian shutters; slate blue and bright silver standing seam metal roofs; trellises holding plant materials on the east and west side of the building; soft pastel aluminum railings; stucco covered walls having the appearance of lap siding; and stucco covered walls made of crushed shells.

The City's Design Review Manual indicates that building footprints should take into account pedestrian and vehicular circulation. The design of the building allows for unencumbered pedestrian access for all public spaces, and the applicant has provided a footprint that takes into consideration for access to all public spaces. For example, the plan provides for a seamless transition for pedestrians approaching the building from the Broadwalk, with soft fences and free-form planters running along the perimeter. The lower levels include retail and restaurant space ideally situated for pedestrian access. To soften the appearance of the building at grade level, water features, planting materials, and other architectural elements are used which also act to encourage pedestrian activity at the base of the building.

The City's Design Review Manual also states that buildings should have a recognizable entrance facing the public street. This entrance should be visible to pedestrians even if vehicular entrances are located elsewhere. As currently configured, the building is pedestrian oriented with retail and restaurant space on the first floor designed with recognizable entrances. The design of the main entrance to the building's hotel located on the west elevation has a dramatic port cochere, flag poles, a water feature and native plantings.

2. Compatibility. The City of Hollywood Design Guidelines states that the surface of a building is a key factor in its appearance and relationship to adjacent buildings. The proposed architectural elements, such as soft pastel aluminum railings, different types of stucco finishes, the use of Bahamian shutters and native landscaping are compatible with design quality of the building and consistent with adjacent and neighboring properties in the area. The proposed colors for the building consist of popular gray, snowfall white, slate blue, beige (tabby coquina stucco) and silver—all of which are consistent with surrounding

properties. Pedestrian walkways are conveniently arranged connecting existing pedestrian walkways, such as those extending along A-1-A and those extending from the Broadwalk along Michigan and Johnson Streets to A-1-A. The site has specifically been designed to take advantage of the use of the band shell located toward the northeast of the property and Johnson Street has been improved to take advantage of this added attraction.

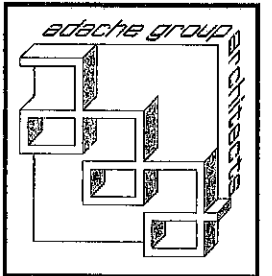
The City's Design Manual also states that new construction should differentiate itself from neighboring buildings in terms of architectural style, rhythm, height and setbacks, as well as the location of windows, doors and balconies bear some relationship to neighboring buildings and maintain some resemblance of compatibility. As previously noted, the architectural style of the building is Caribbean / West Indies which is relatively new and distinct in this area of the beach, thus differentiating itself from neighboring buildings. Yet, through the use of Bahamian-style shutters, color selection, stucco materials and other architectural design elements, the building ties nicely into the surrounding neighborhood.

3. Scale/Massing. The building has been designed to avoid the appearance of a continuous sheer wall through the use of decorative surfaces and elements, multilevel decks (particularly from the east elevation with the use of the event lawn), water features, and sufficient setbacks. The use of the porte-cochere on the west side of the building and the incorporation of the pools / events area on the east side of the building create a compatible setting as they relate to building height and scale to those surrounding properties. The project provides the City with a world class resort style hotel and convention center in a manner which is not only to scale with surrounding properties, but also minimizes any effects of massing through the building design and setbacks. Given the City's desire for a distinctive design, the building, through the use of stepped form and staggered rooflines, has a unique form creating a more interesting skyline and increased building recognition.
4. Landscaping. The City's Design Manual provides that for oceanfront projects native oceanfront species which help to retain the beach character are required. Additionally, it states that pool decks should include landscaping to provide shade and a tropical image. The project is to include an assortment of palms and other hardy, salt-tolerant/native species. The applicant will be meeting the 50% native tree requirement as provided within the landscaping plans. All existing mature trees are being preserved (to the extent possible) with the relocation of 117 trees. All plantings are designed accentuate the feeling that the beach extends directly into the project, as one of the key aspects of a Margaritaville resort destination is the beach itself. Trees, shrubs and other plantings have been arranged around all pools and decks to provide for appropriate shading. Particular care has been taken to use landscaping as an effective tool to reduce the impact of the building footprint with adjacent properties, while encouraging pedestrian use.



# MARGARITAVILLE HOLLYWOOD BEACH RESORT HOLLYWOOD BEACH, FLORIDA

300 JOHNSON STREET  
HOLLYWOOD, FLORIDA 33019  
TAC/DRB/P&Z SET 10-29-2010



**PROJECT DESIGN TEAM:**  
**ARCHITECTS:**  
 ADACHE GROUP ARCHITECTS  
 96 SOUTH FEDERAL HIGHWAY, FT.  
 LAUDERDALE, FLORIDA 33309  
 PHONE: (305) 531-7211 FAX: (305) 728-8158  
 E-MAIL: info@adache.com  
**CREATIVE DESIGNER:**  
 PAT MCBRIDE, CO.  
 11 SHEER PAVILION  
 MANCHESTER CENTER, VT. 05255  
 PHONE: (802) 244-8500 FAX: (802) 244-8500  
 E-MAIL: pat@mcbride.com  
**M.E.P. ENGINEER:**  
 TWR ENGINEERS  
 2605 E. SHORE AVE. #100  
 JAWAI, FLORIDA 33455  
 PHONE: (813) 963-1900 FAX: (813) 963-1900  
 E-MAIL: twr@twr-engineers.com  
**STRUCTURAL ENGINEER:**  
 TRC WORLDWIDE ENGINEERING  
 3600 HWY 56 STREET  
 FORT LAUDERDALE, FLORIDA 33309  
 (954) 894-7777 FAX: (954) 454-2854  
**CIVIL ENGINEER:**  
 CONSULTING ENGINEERING & SCIENCE, INC.  
 16760 KENNEDY BLVD. SUITE 600  
 MIAMI, FLORIDA 33157  
 (305) 778-2625 FAX: (305) 778-4552

**OWNER:**  
 MARGARITAVILLE HOLLYWOOD  
 BEACH RESORT, LLC,  
 3501 N. OCEAN DRIVE  
 HOLLYWOOD, FLORIDA 33019

MARGARITAVILLE  
 HOLLYWOOD BEACH RESORT  
 300 JOHNSON STREET  
 HOLLYWOOD BEACH, FLORIDA

SEAL:

ISSUED FOR: TAC FINAL  
 DATE: 10/29/2010

**REVISIONS:**

No.	DATE	REMARKS

SHEET TITLE:  
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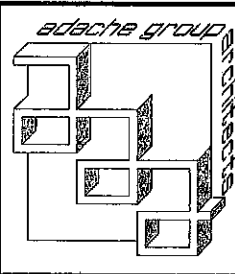
DATE:  
SCALE: NA  
DRAWN BY: JB  
CHECKED BY: JB  
JOB NO.: 94.08A

SHEET NO.:  
A-0.0.00

**PROJECT DESIGN TEAM**

OWNER	CONTRACTOR	CREATIVE DESIGNER	STRUCTURAL ENGINEER	CODE CONSULTANT	PARKING CONSULTANT
MARGARITAVILLE RESORT HOLLYWOOD BEACH LLC 3501 N. OCEAN DRIVE HOLLYWOOD, FLORIDA PH: (305) 728-8158 FAX: (305) 728-8159 E-MAIL: info@adache.com	JJW CONSTRUCTION, INC. 1876 W. 34th AVENUE, #140 FORT LAUDERDALE, FLORIDA PH: (954) 976-4211 FAX: (954) 976-7322 E-MAIL: jjw@jjwconstruction.com	PAT MCBRIDE CO. 11 SHEER PAVILION MANCHESTER CENTER, VT. 05255 PHONE: (802) 244-8500 FAX: (802) 244-8500 E-MAIL: pat@mcbride.com	TRC WORLDWIDE ENGINEERING 2386 NW 55th STREET FORT LAUDERDALE, FLORIDA 33309 (954) 466-7777 FAX: (954) 466-7934 E-MAIL: trc@trcww.com	JAMES S. LLIKE, P.E. PO BOX 89586 MIAMI BEACH, FLORIDA 33107 (305) 312-4940 E-MAIL: james@csa-llike.com	KIMLEY-HORN AND ASSOCIATES, INC. 4635 EMBARCADERO BLVD. WEST PALM BEACH, FLORIDA 33407 (561) 846-3985 E-MAIL: khang@kimley-horn.com
ARCHITECTS	M.E.P. ENGINEER	CIVIL ENGINEER	COASTAL ENGINEER	LANDSCAPE ARCHITECT	LIGHTING CONSULTANT
ADACHE GROUP ARCHITECTS INC. 96 SOUTH FEDERAL HIGHWAY FT. LAUDERDALE, FLORIDA 33309 PH: (305) 531-7211 FAX: (305) 728-8159 E-MAIL: info@adache.com	TWR ENGINEERS 2605 E. SHORE AVE. #100 JAWAI, FLORIDA 33455 PHONE: (813) 963-1900 FAX: (813) 963-1900 E-MAIL: twr@twr-engineers.com	CONSULTING ENGINEERING & SCIENCE, INC. 16760 KENNEDY BLVD. SUITE 600 MIAMI, FLORIDA 33157 PHONE: (305) 778-2625 FAX: (305) 778-4552 E-MAIL: cee@cesci.com	CONSULTING ENGINEERING & SCIENCE, INC. 16760 KENNEDY BLVD. SUITE 600 MIAMI, FLORIDA 33157 PHONE: (305) 778-2625 FAX: (305) 778-4552 E-MAIL: cee@cesci.com	LIFESCAPER INT'L, INC. 420 SW 37th DRIVE MIAMI BEACH, FLORIDA 33134 PHONE: (305) 436-8888 FAX: (305) 436-8888 E-MAIL: info@lifescaper.com	BRIAN ORTNER LIGHTING DESIGN 80 W. 5th STREET #102 FORT LAUDERDALE, FLORIDA 33301 (954) 542-7568 E-MAIL: brian@bortner.com





**PROJECT DESIGN TEAM:**

**ARCHITECTS**  
ADACHE GROUP ARCHITECTS  
800 SOUTH FEDERAL, HIGHWAY 1  
LAUDERDALE, FLORIDA 33301  
PHONE: 954-881-8100 FAX: 954-778-1199  
E-MAIL: info@adache.com

**CREATIVE DESIGNER**

**PAT MCBRIDE CO.**  
31 BUNKER HILL RD.  
MANORHARTER CENTER, VI. 40255  
PH: (800) 464-9710 FAX: (202) 248-4762  
E-MAIL: pat@pattmccbride.com

**M.E.P. ENGINEER**

**TWR ENGINEERS**  
2200 E. DIMMICK BLVD  
SPRING, FLORIDA 32754  
PH: (205) 675-8200 FAX: (205) 510-0833  
E-MAIL: twr@twr-engineers.com

**STRUCTURAL ENGINEER**

**TRC WORLDWIDE ENGINEERING**  
2000 HWY 66 STREET  
FORT LAUDERDALE, FLORIDA 33310  
(954) 454-2777 FAX: (954) 454-1594

**CIVIL ENGINEER**

**CONSULTING ENGINEERING & SCIENCE, INC.**  
8030 HERRING CROSS, SUITE 400  
SPRING, FLORIDA 32718  
(205) 578-9255 FAX: (205) 575-1853

**OWNER:**

**MARGARITAVILLE HOLLYWOOD  
BEACH RESORT, LLC.**  
3501 N. OCEAN DRIVE  
HOLLYWOOD, FLORIDA 33019



**SEAL:**

**ISSUED FOR: TAC FINAL**

**DATE: 10/29/2010**

**REVISIONS:**

No.	DATE	REMARKS

**SHEET TITLE:**  
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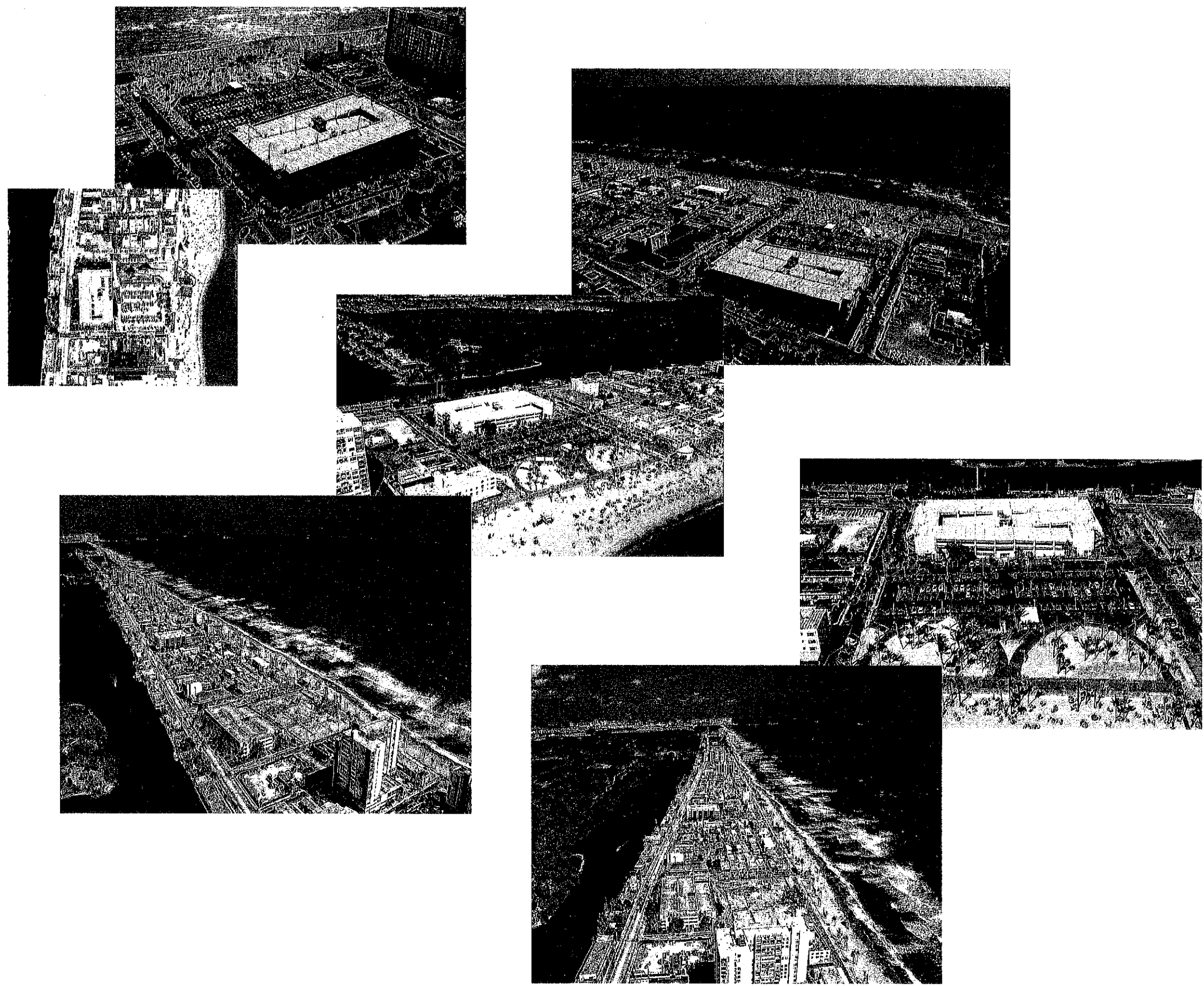
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**CHECKED BY: JB**

**JOB NO.: 94.08A**

**SHEET NO.:**

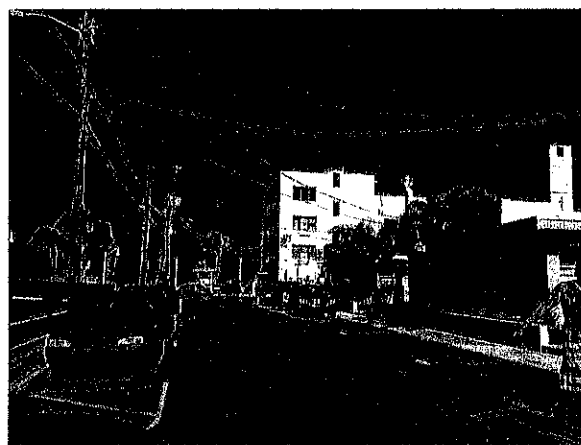
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JOHNSON STREET  
LOOKING EAST



MICHIGAN STREET  
LOOKING EAST



JOHNSON STREET  
LOOKING NORTH



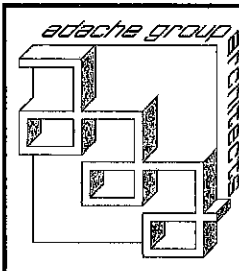
MICHIGAN STREET  
LOOKING EAST



JOHNSON STREET  
LOOKING NORTH  
(SIDE STREET)



JOHNSON STREET  
LOOKING NORTHEAST



**PROJECT DESIGN TEAM:**

**ARCHITECTS**  
ADACHE GROUP ARCHITECTS  
284 SOUTH FEDERAL, SUITE 1000 FT.  
LAUDERHILL, FLORIDA 33309  
PHONE: (954) 865-7711 FAX: (954) 865-4166  
E-MAIL: info@adache.com

**CREATIVE DESIGNER**  
PAT MICRIDE CO.  
11 BAKER AVENUE, #10  
WATERBURY CENTER, VT, 05655  
PHONE: (802) 237-5555 FAX: (802) 237-5500  
E-MAIL: pm@patmicride.com

**M.E.P. ENGINEER**  
TWR ENGINEERS  
8861 S. DIXIE HWY. SUITE 2150  
MIAMI, FLORIDA 33156  
PHONE: (305) 476-3820 FAX: (305) 476-4920  
E-MAIL: info@twr-engineers.com

**STRUCTURAL ENGINEER**  
TRC WORLDWIDE ENGINEERING  
3221 NW 26 STREET  
FORT LAUDERDALE, FLORIDA 33309  
PHONE: (954) 426-7111 FAX: (954) 426-7835

**CIVIL ENGINEER**  
CONSULTING ENGINEERING & SCIENCE, INC.  
1060 KENDALL DRIVE, SUITE 400  
MIAMI, FLORIDA 33170  
PHONE: (305) 574-6869 FAX: (305) 574-4553

**OWNER:** MARGARITAVILLE HOLLYWOOD  
BEACH RESORT, L.L.C.  
3501 N. OCEAN DRIVE  
HOLLYWOOD, FLORIDA 33019



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SCALE: NA

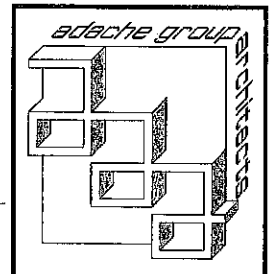
DRAWN BY: SW

CHECKED BY: JB

JOB NO.: 04.00A

SHEET NO.:

A-0.0.04



**PROJECT DESIGN TEAM:**  
**ARCHITECTS**  
 ADACHE GROUP ARCHITECTS  
 550 HIGH FEDERAL HIGHWAY FT.  
 LAUDERDALE, FLORIDA 33309  
 PH: (954) 574-1433 FAX: (954) 574-1153  
 E-MAIL: info@adachegroup.com

**CREATIVE DESIGNER**  
 PAT MORRIS CO.  
 11 BOWEN PARK BLVD  
 WINTER FLORIDA 32789  
 PH: (407) 570-2770 FAX: (407) 570-2870  
 E-MAIL: pat@morrisco.com

**M.E.P. ENGINEER**  
 TWR ENGINEERS  
 7024 E. DIXIE AVE. SUITE 100  
 WINTER FLORIDA 32789  
 PH: (407) 570-2770 FAX: (407) 570-2870  
 E-MAIL: info@twr-engineers.com

**STRUCTURAL ENGINEER**  
 THE WORLDWIDE ENGINEERING  
 3500 HWY 98 SUITE 200  
 FORT LAUDERDALE, FLORIDA 33309  
 PH: (954) 574-1177 FAX: (954) 574-1178

**CIVIL ENGINEER**  
 CONSULTING ENGINEERING & SCIENCE, INC.  
 8100 HERBELL DRIVE SUITE 400  
 MIAMI, FLORIDA 33155  
 PH: (305) 278-5555 FAX: (305) 278-4555

**OWNER:**  
 MARGARTAVILLE HOLLYWOOD  
 BEACH RESORT, LLC  
 3501 N. OCEAN DRIVE  
 HOLLYWOOD, FLORIDA 33019



**SEAL:**

**ISSUED FOR:** TAC FINAL  
**DATE:** 10/29/2010

**REVISIONS:**

No.	DATE	REMARKS

**SHEET TITLE:**  
 SURVEY

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**DATE:**  
**SCALE:** NA  
**DRAWN BY:** SW  
**CHECKED BY:** JB  
**JOB NO.:** 94.08A

**SHEET NO.:**  
**A-0.0.05**

prepared by  
**McLAUGHLIN ENGINEERING COMPANY (L.B.#285)**  
 400 N.E. 3rd AVENUE FORT LAUDERDALE, FLORIDA 33301  
 PHONE: (954) 763-7011 FAX: (954) 763-7615  
 www.MECO400.com meco400@aol.com

**GRAPHIC SCALE**  
 ( IN FEET )  
 1 inch = 40 ft.

# ALTA/ACSM LAND TITLE SURVEY

**Lots 2, 3, 4, 5, and 6, Block "A" and Block "F"**  
**Plat Book 1, Page 27, B.C.R.**  
**City of Hollywood**  
**Broward County, Florida**

**LEGEND**

ELEV. = ELEVATION  
 O/S = OFFSET  
 A/C = AIR CONDITIONING  
 R/W = RIGHT-OF-WAY  
 F.A.L. = FLORIDA POWER AND LIGHT CO.  
 S.E.T. = SOUTHWEST ELEC. TELEPHONE  
 B.C.R. = BROWARD COUNTY RECORDS  
 S.C. = SURVEY CONTROL  
 P.C. = PACE  
 S/O = SOUTH-OF-WAY  
 C/O = CLEAN CUT  
 S.M. = SURVEY MARK  
 S.H. = SURVEY HISTORY  
 W.A.C. = WALKWAY  
 I.W.A.C. = INTRACOSTAL WATERWAY  
 P.U.L. = PERMANENT UTILITY LOCATION  
 C.C. = CONCRETE  
 C.C.S. = CONCRETE BLOCK AND STUCCO  
 I.C.M. = IRREGULAR CONTROL VALUE  
 W.M. = WATER METER  
 D.P.P. = DRAIN PUMP PREVENTER  
 D.M. = DIAMETER OF DRAINAGE  
 H.F. = HEIGHT OF SEAWALL CAP  
 (M) = MEASURED  
 (P) = PLAT

— = OVERHEAD POWER & UTILITY LINES  
 --- = CHAIN LINK FENCE  
 --- = SURVEY BY OTHERS, UNABLE TO IDENTIFY

**TREE SYMBOLS**  
 INDICATES DIAMETER (D.B.H.)

**Gross Areas**

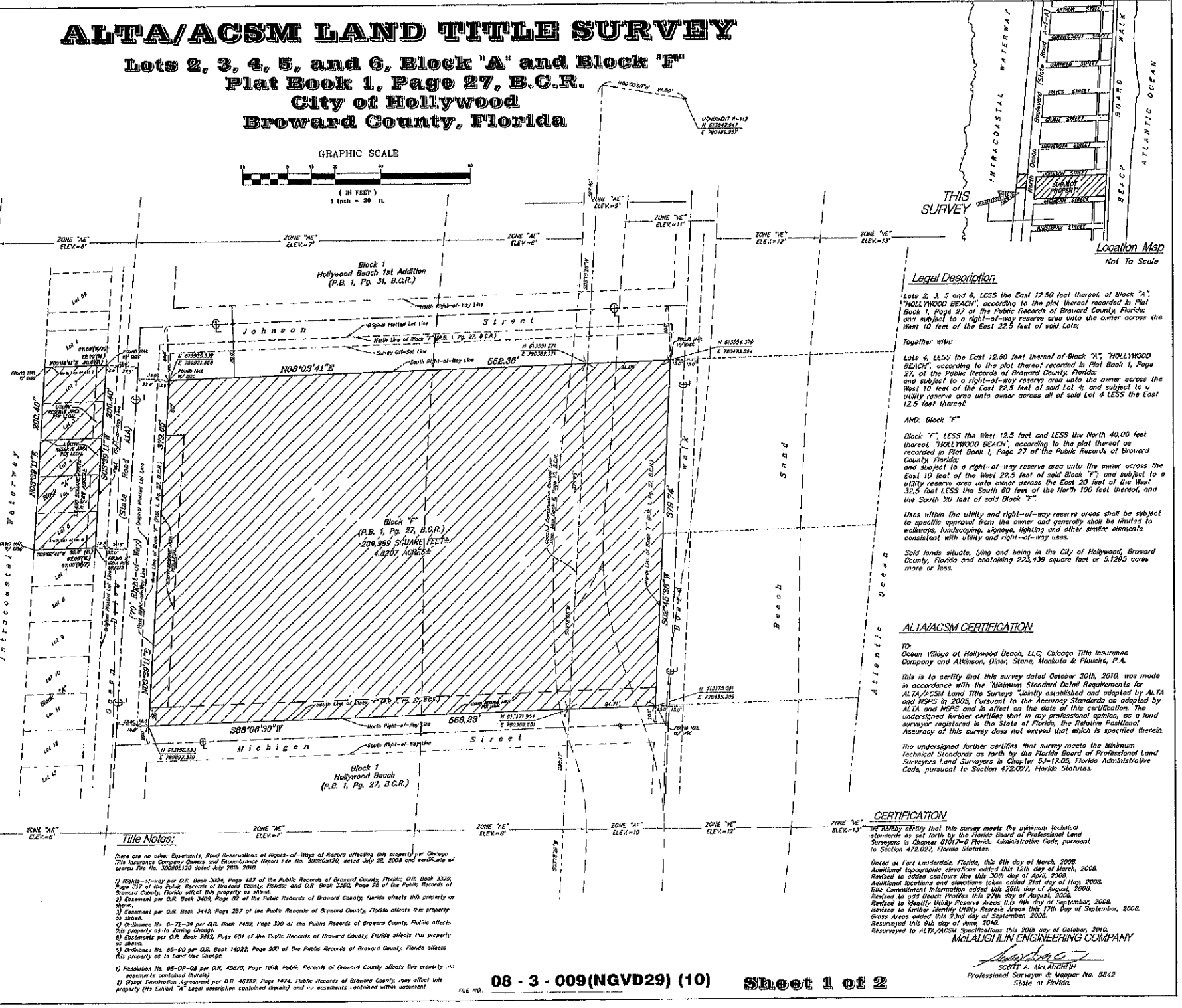
Portion of Block "A" 20,464 Square Feet (0.4700 Acres)  
 Portion of Block "F" 270,370 Square Feet (6.2070 Acres)

**NOTES:**

- This survey reflects all easements and rights-of-way as shown on above referenced record plat(s). The subject property was not associated for other easements, easements or rights-of-way of record by McLaughlin Engineering Company.
- Unsurveyed improvements if any not located.
- This drawing is not valid unless sealed with an embossed surveyor seal.
- Boundary survey information does not infer title or ownership.
- All iron rods 1/2", unless otherwise noted.
- Reference Beach Block 04 1912, concrete marker with brass disc on North side of East end of Harding Street & 7.8' South of Southeast corner of this apartment building. Elevation = 3.36
- Elevations shown refer to National Geodetic Vertical Datum (1929), and are indicated as "NAD 29".
- This property lies in Flood Zones "A1", Base Elevation = 10', Zone "A1", Elev = 10', and Zone "A2", Elev = 10'. For Flood Insurance Data Map No. 1201700317 G, dated July 21, 1995, Community Panel No. 120175, Index Map Dated October 2, 1997. Flood Zones shown here are approximate.
- Depth and coordinates shown herein refer to State Plane Mercator Map Book & Page 10, Broward County Records. South Line of Block "F" (P.B. 1, Pg. 27, B.C.R.) on South 90°56'50" West.
- Mean High Water and Seasonal High Water Lines based on the Department of Environment Protection Division of State Lands Plat 80982.

**OFFICE NOTES**

FIELD BOOK NO. 853 by [unclear], Pgs. 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.



**TITLE NOTES:**

There are no other Easements, Right Reservations of Rights-of-Way or other interests affecting this property as shown on the above referenced record plat(s). The subject property was not associated for other easements, easements or rights-of-way of record by McLaughlin Engineering Company.

- Right-of-way per D.R. Book 3074, Page 487 of the Public Records of Broward County, Florida; D.R. Book 3379, Page 317 of the Public Records of Broward County, Florida; and G.R. Book 3350, Page 56 of the Public Records of Broward County, Florida affect this property as shown.
- Easement per D.R. Book 3405, Page 85 of the Public Records of Broward County, Florida affects this property as shown.
- Easement per O.R. Book 3414, Page 287 of the Public Records of Broward County, Florida affects this property as shown.
- Right-of-way per G.R. Book 7488, Page 390 of the Public Records of Broward County, Florida affects this property as shown.
- Easement per O.R. Book 3515, Page 451 of the Public Records of Broward County, Florida affects this property as shown.
- Right-of-way per G.R. Book 1622, Page 803 of the Public Records of Broward County, Florida affects this property as shown.
- Resolution No. 08-09-08 per O.R. 45278, Page 1084 Public Records of Broward County affects this property as shown.
- Block Termination Agreement per O.R. 45282, Page 1474 Public Records of Broward County, may affect this property (if a legal description contained therein) and no easements contained within document.

**CERTIFICATION**

I, the Surveyor, certify that this survey meets the minimum technical standards as set forth by the Florida Board of Professional Land Surveyors in Chapter 61G17-6 Florida Administrative Code pursuant to Section 472.027, Florida Statutes.

Dated at Fort Lauderdale, Florida, this 29th day of March, 2010.  
 Additional topographic elevations added this 12th day of March, 2010.  
 Revised to add contours less than 300' day of April, 2010.  
 Additional locations and elevations taken added 21st day of May, 2010.  
 The Consultant, Information added this 26th day of August, 2010.  
 Revised to add Beach Profiles into 27th day of August, 2010.  
 Revised to identify Utility Reserve Areas into 30th day of September, 2010.  
 Revised to further identify Utility Reserve Areas into 17th day of September, 2010.  
 Gross Areas added this 23rd day of September, 2010.  
 Resurveyed this 29th day of June, 2012.  
 Resurveyed to ALTA/ACSM Specifications this 20th day of October, 2010.

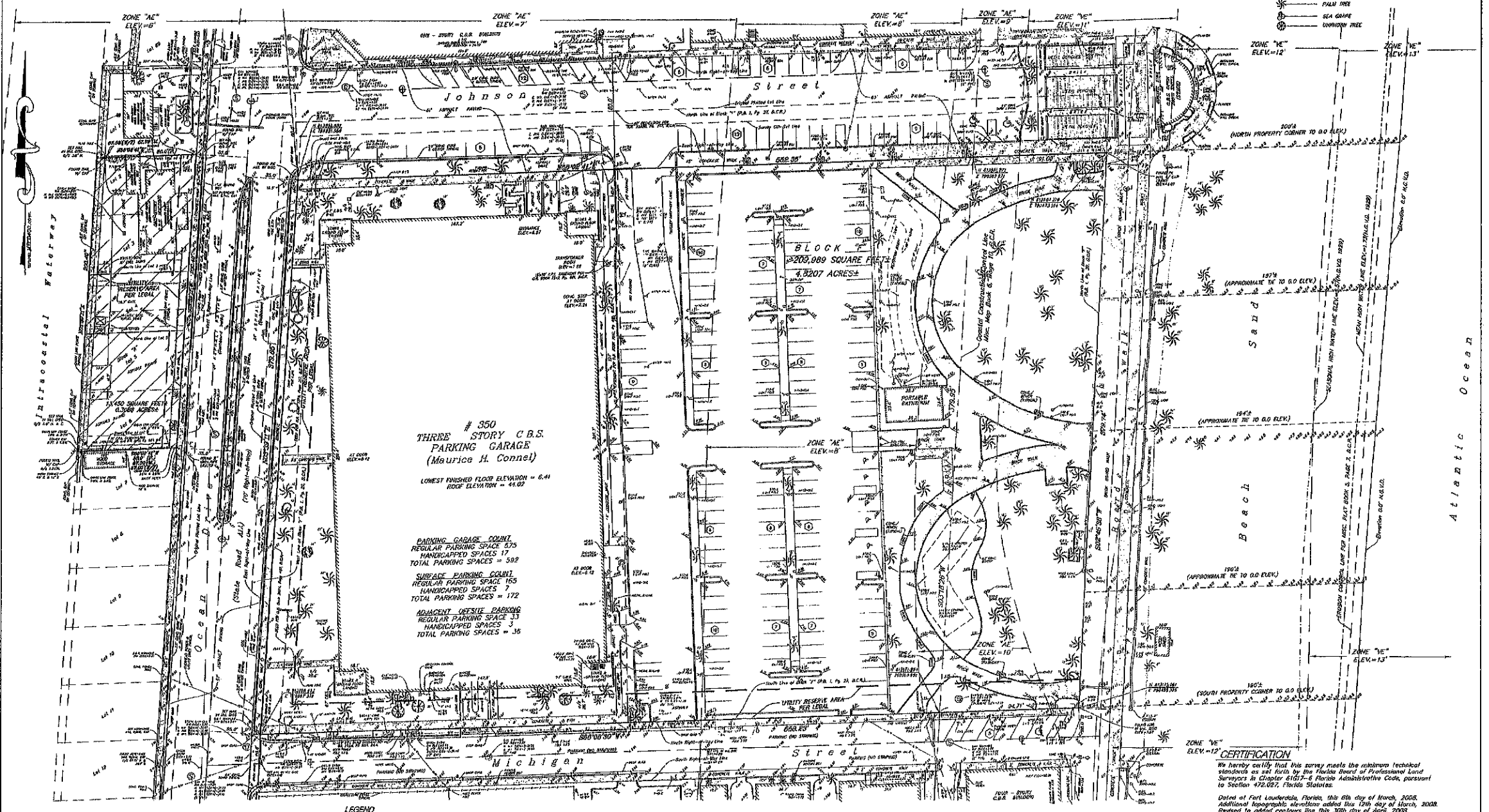
**McLAUGHLIN ENGINEERING COMPANY**  
 SCOTT A. McLAUGHLIN  
 Professional Surveyor & Mapper No. 5822  
 State of Florida



Prepared by  
**McLAUGHLIN ENGINEERING COMPANY (LBN#285)**  
 400 N.E. 3rd AVENUE FORT LAUDERDALE, FLORIDA 33301  
 PHONE: (954) 763-7811 FAX: (954) 763-7815  
 www.MECO100.com meco400@aol.com

**ALTA/ACSM LAND TITLE SURVEY**  
 Lots 2, 3, 4, 5, and 6, Block 'A' and Block 'F'  
 Plat Book 1, Page 27, B.C.R.  
 City of Hollywood  
 Broward County, Florida

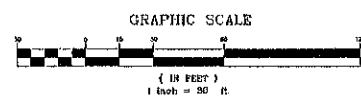
- TREE SYMBOLS**
- (Symbol) BLACK OAK
  - (Symbol) BUTTERNUT
  - (Symbol) HAWTHORN
  - (Symbol) PALM TREE
  - (Symbol) SEA GRASS
  - (Symbol) LARGEOLEAF YEW



**# 350  
 THREE STORY C.B.S.  
 PARKING GARAGE  
 (Maurice H. Connel)**  
 LOWEST FINISHED FLOOR ELEVATION = 6.41  
 ROOF ELEVATION = 44.02

**PARKING GARAGE COUNT**  
 REGULAR PARKING SPACES 375  
 HANDICAPPED SPACES = 17  
**TOTAL PARKING SPACES = 592**  
**SURFACE PARKING COUNT**  
 REGULAR PARKING SPACE 163  
 HANDICAPPED SPACES 7  
**TOTAL PARKING SPACES = 172**  
**ADJACENT OFFSITE PARKING**  
 REGULAR PARKING SPACES 33  
 HANDICAPPED SPACES 3  
**TOTAL PARKING SPACES = 36**

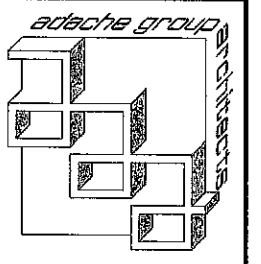
- LEGEND**
- A = GENERAL ANGLE DELTA
  - AS = ANGLE
  - BS = BENCH MARK
  - CC = CURB CORNER
  - CS = CURB SURFACE
  - DS = DRIVEWAY
  - ES = ELEVATION
  - FS = FINISHED FLOOR
  - GS = GRADE SURFACE
  - HS = HATCH
  - IS = INTERSECTION
  - JS = JUNCTION
  - KS = KEY
  - LS = LINE
  - MS = MARK
  - NS = NORTH
  - OS = OFFSET
  - PS = POINT
  - QS = QUANTITY
  - RS = REFERENCE
  - SS = SURFACE
  - TS = TYPICAL
  - US = UTILITY
  - VS = VERTICAL
  - WS = WIDTH
  - XS = X-COORDINATE
  - YS = Y-COORDINATE
  - ZS = ZONE
  - AS = AREA
  - BS = BOUNDARY
  - CS = CENTERLINE
  - DS = DISTANCE
  - ES = ELEVATION
  - FS = FINISHED FLOOR
  - GS = GRADE SURFACE
  - HS = HATCH
  - IS = INTERSECTION
  - JS = JUNCTION
  - KS = KEY
  - LS = LINE
  - MS = MARK
  - NS = NORTH
  - OS = OFFSET
  - PS = POINT
  - QS = QUANTITY
  - RS = REFERENCE
  - SS = SURFACE
  - TS = TYPICAL
  - US = UTILITY
  - VS = VERTICAL
  - WS = WIDTH
  - XS = X-COORDINATE
  - YS = Y-COORDINATE
  - ZS = ZONE



**OFFICE NOTES**  
 FIELD BOOK NO. 105 W/Marksheet, Print, 154 273/85, 104 302/98, 107 400/78  
 JOB ORDER NO. U-489A, U-442A, U-1659(NV1022), U-471A, U-500A, U-6197  
 CHECKED BY: S.A.M.  
 DRAWN BY: SWP, S.H., JR.  
 C:\VAD\12010\16157\day\18197\NGVD29.dwg 10/21/2010 2:48:40 PM EDT

FILE NO. **08 - 3 - 009(NGVD29) (10)** **Sheet 2 of 2**

**CERTIFICATION**  
 We hereby certify that this survey meets the minimum technical standards as set forth by the Florida Board of Professional Land Surveyors in Chapter 472-10, Florida Administrative Code, pursuant to Section 472.027, Florida Statutes.  
 Dated at Fort Lauderdale, Florida, this 6th day of March, 2008.  
 Additional topographic elevations added this 12th day of March, 2008.  
 Revised to add contours this 30th day of April, 2008.  
 Additional locations and elevations taken added 21st day of May, 2008.  
 The Commission Information added this 28th day of August, 2008.  
 Revised to add Block Probes this 27th day of August, 2008.  
 Revised to identify UTILITY Reserve Areas this 8th day of September, 2008.  
 Revised to further identify UTILITY Reserve Areas this 17th day of September, 2008.  
 Gross Area added this 2nd day of September, 2008.  
 Resurveyed this 9th day of June, 2010.  
 Resurveyed to ALTA/ACSM Specifications this 20th day of October, 2010.  
**McLAUGHLIN ENGINEERING COMPANY**  
 SCOTT A. McLAUGHLIN  
 Professional Surveyor & Mapper No. 5842  
 State of Florida



**PROJECT DESIGN TEAM:**  
**ARCHITECTS**  
 ADACHE GROUP ARCHITECTS  
 250 SOUTH FEDERAL HIGHWAY FT  
 LAUDERDALE, FL 33301  
 PHONE: (954) 883-8733 FAX: (954) 178-8155  
 EMAIL: info@adachegroup.com  
**CREATIVE DESIGNER**  
 PAT McBRIDE CO.  
 11 BAKER PARK RD  
 MANHATTEN CENTER, NY 10276  
 PHONE: (212) 213-1213 FAX: (212) 213-0700  
 EMAIL: pat@adachegroup.com  
**M.E.P. ENGINEER**  
 TWR ENGINEERS  
 2048 E. DUNSTON BLVD  
 MIAMI, FLORIDA 33135  
 PHONE: (305) 681-1000 FAX: (305) 675-0826  
 EMAIL: twr@twr-engineers.com  
**STRUCTURAL ENGINEER**  
 TTD WORLDWIDE ENGINEERING  
 2200 NW 25 STREET  
 FORT LAUDERDALE, FLORIDA 33305  
 PHONE: (954) 684-2111 FAX: (954) 486-1934  
**CIVIL ENGINEER**  
 CONSULTING ENGINEERING & SCIENCE, INC.  
 8700 UNIVERSITY DRIVE, SUITE 400  
 MIAMI, FL 33156  
 PHONE: (305) 578-5056 FAX: (305) 279-4562

**OWNER:**  
 MARGARITAVILLE HOLLYWOOD  
 BEACH RESORT, L.L.C.  
 3501 N. OCEAN DRIVE  
 HOLLYWOOD, FLORIDA 33019



**SEAL:**

**ISSUED FOR: TAG FINAL**  
**DATE: 10/29/2010**

**REVISIONS:**

No.	DATE	REMARKS

**SHEET TITLE:**  
 SURVEY

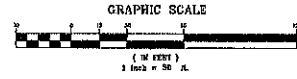
ALL IDEAS, DESIGNS, ARRANGEMENTS, PLANS AND SPECIFICATIONS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY, AND THE PROPERTY OF ADACHE GROUP ARCHITECTS, INC. AND WERE CREATED, EVOLVED AND DEVELOPED FOR USE ON AND IN CONNECTION WITH THE SPECIFIED PROJECT. NONE OF THESE IDEAS, PLANS, ARRANGEMENTS, AND SPECIFICATIONS SHALL BE USED BY OR DISCLOSED TO ANY PERSON, CORPORATION OR FIRM FOR ANY PURPOSE WHATSOEVER WITHOUT THE WRITTEN PERMISSION OF ADACHE GROUP ARCHITECTS. ORAL CONTACT WITH THESE PLANS OR SPECIFICATIONS SHALL CONSTITUTE CONCLUSIVE EVIDENCE OF ACCEPTANCE OF THESE RESTRICTIONS. ALL RIGHTS RESERVED. © 2010 FLORIDA LICENSE # AR0001073

**DATE:**  
**SCALE: NA**  
**DRAWN BY: SW**  
**CHECKED BY: JB**  
**JOB NO.: 94.08A**

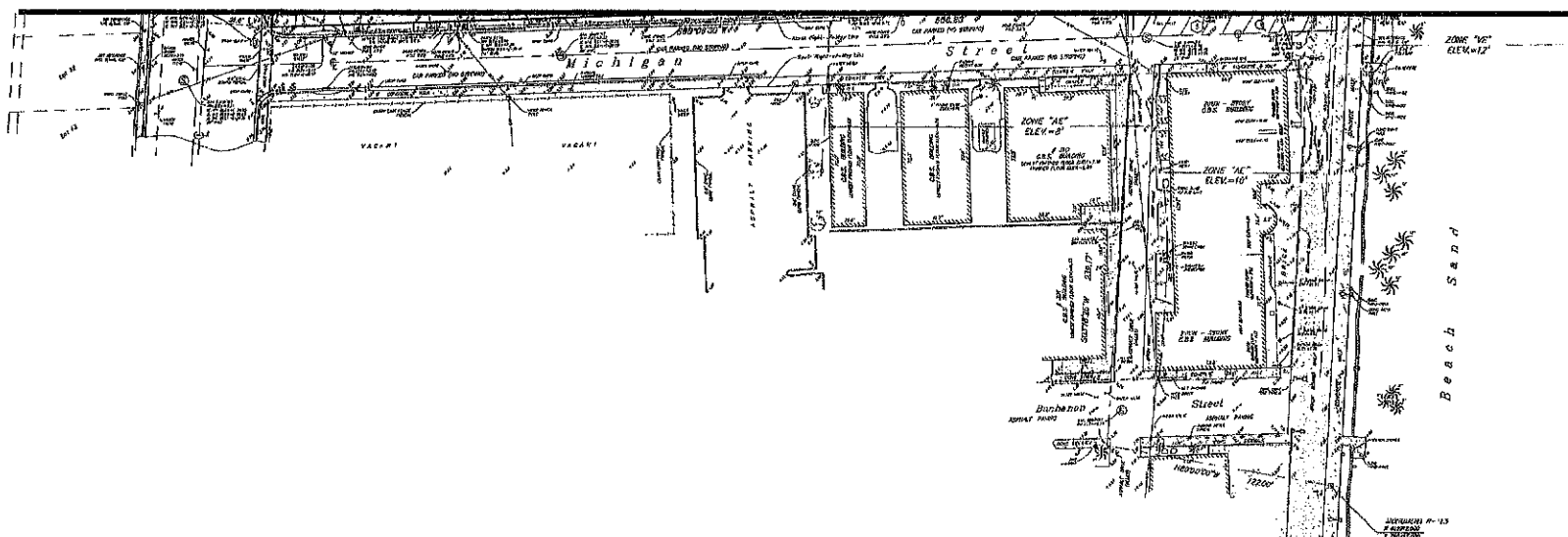
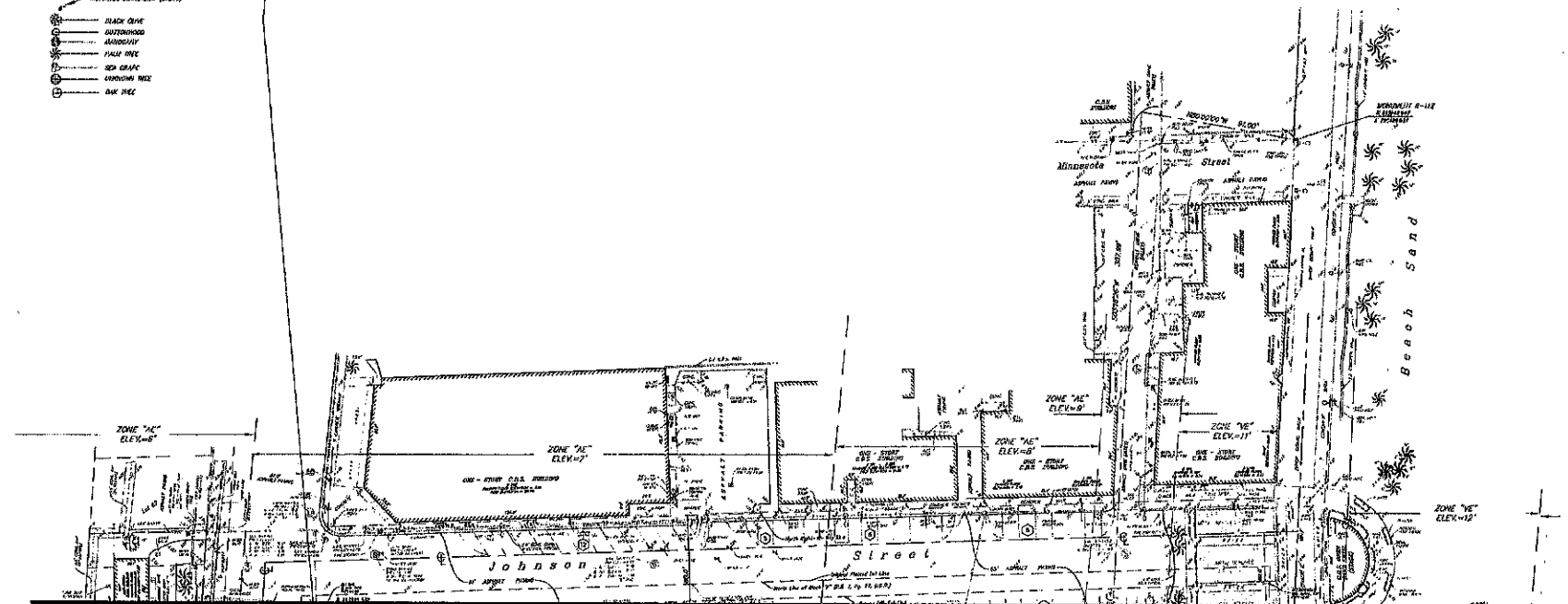
**SHEET NO.:**  
**A-0.0.06**

McLAUGHLIN ENGINEERING COMPANY (L.B.#205)  
 400 N.E. 3rd AVENUE FORT LAUDERDALE, FLORIDA 33301  
 PHONE: (814) 763-7811 FAX: (814) 763-7815  
 www.MECO.com mesc@comcast.net

**TOPOGRAPHIC SURVEY**  
 Lots 2, 3, 4, 5, and 6, Block 'A' and Block 'F'  
 Plat Book 1, Page 27, B.C.R.  
 City of Hollywood  
 Broward County, Florida



- TREE SYMBOLS**  
 INDICATING SPECIES (S.E.W.)
- BLACK OAK
  - GUMWOOD
  - ANONIMUS
  - PALM TREE
  - RED GRAP
  - SLOTTED TREE
  - OAK TREE

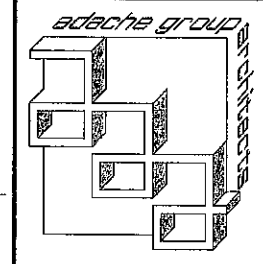


- LEGEND**
- |                |            |
|----------------|------------|
| 1 - CENTERLINE | 10 - DITCH |
| 2 - DRIVE      | 11 - DRIVE |
| 3 - DRIVE      | 12 - DRIVE |
| 4 - DRIVE      | 13 - DRIVE |
| 5 - DRIVE      | 14 - DRIVE |
| 6 - DRIVE      | 15 - DRIVE |
| 7 - DRIVE      | 16 - DRIVE |
| 8 - DRIVE      | 17 - DRIVE |
| 9 - DRIVE      | 18 - DRIVE |
| 19 - DRIVE     | 19 - DRIVE |

**CERTIFICATION**  
 We hereby certify that this survey meets the minimum technical standards as set forth by the Florida Society of Professional Land Surveyors in Chapter 165.07 - Florida Administrative Code, pursuant to Section 165.07(1), Florida Statutes.  
 Dated at Fort Lauderdale, Florida, this 10th day of March, 2010.  
 Additional topographic monuments added this 10th day of March, 2010.  
 Planned to add monuments this 10th day of March, 2010.  
 Additional monuments and monuments added this 10th day of May, 2010.  
 The Commission information record, the 25th day of August, 2010.  
 Planned to add monuments this 25th day of August, 2010.  
 Planned to add monuments this 25th day of August, 2010.  
 Planned to add monuments this 25th day of August, 2010.  
 Recovered this 25th day of August, 2010.

McLAUGHLIN ENGINEERING COMPANY  
 Scott A. McLaughlin  
 Professional Surveyor & Mapper No. 5942  
 State of Florida

**OFFICE NOTES**  
 FIELD BOOK NO. 125 2/20/08  
 JOB ORDER NO. 0-4168, 0-1124, 0-4992(02/01/08), 0-4713, 0-5993  
 CHECKED BY: SW  
 DRAWN BY: SW  
 C:\Users\scott\Documents\10020508\10020508.dwg 6/22/2010 10:43:53 AM LDT



**PROJECT DESIGN TEAM:**  
**ARCHITECTS**  
 ADACHE GROUP ARCHITECTS  
 530 SOUTH FEDERAL HIGHWAY PT.  
 LAUDERDALE, FLORIDA 33301  
 PHONE: (814) 763-7811 FAX: (814) 763-7815  
 E-MAIL: info@adachegroup.com  
**CREATIVE DESIGNER**  
 PAT MORRIS CO.  
 11 BOWEN FARM RD.  
 MANCHESTER CENTER, VT. 05254  
 PHONE: (814) 763-7811 FAX: (814) 763-7815  
 E-MAIL: pmorris@patmorris.com  
**M.E.P. ENGINEER**  
 TWR ENGINEERS  
 2300 S. DADE AVE. SUITE 400  
 MIAMI, FLORIDA 33135  
 PHONE: (305) 476-2000 FAX: (305) 476-6810  
 E-MAIL: info@twrengineers.com  
**STRUCTURAL ENGINEER**  
 TRC WORLDWIDE ENGINEERING  
 3305 NW 50 STREET  
 FORT LAUDERDALE, FLORIDA 33309  
 PHONE: (954) 777-7777 FAX: (954) 455-3336  
**CIVIL ENGINEER**  
 CONSULTING ENGINEERING & SCIENCE, INC.  
 1000 MONROE CORP. SUITE 400  
 MIAMI, FLORIDA 33170  
 PHONE: (305) 575-8558 FAX: (305) 575-1357

**OWNER:**  
 MARGARITAVILLE HOLLYWOOD  
 BEACH RESORT, LLC.  
 3351 N. OCEAN DRIVE  
 HOLLYWOOD, FLORIDA 33019



**SEAL:**

**ISSUED FOR: TAG FINAL**  
**DATE:** 10/23/2010

**REVISIONS:**

No.	DATE	REMARKS

**SHEET TITLE:**  
 SURVEY

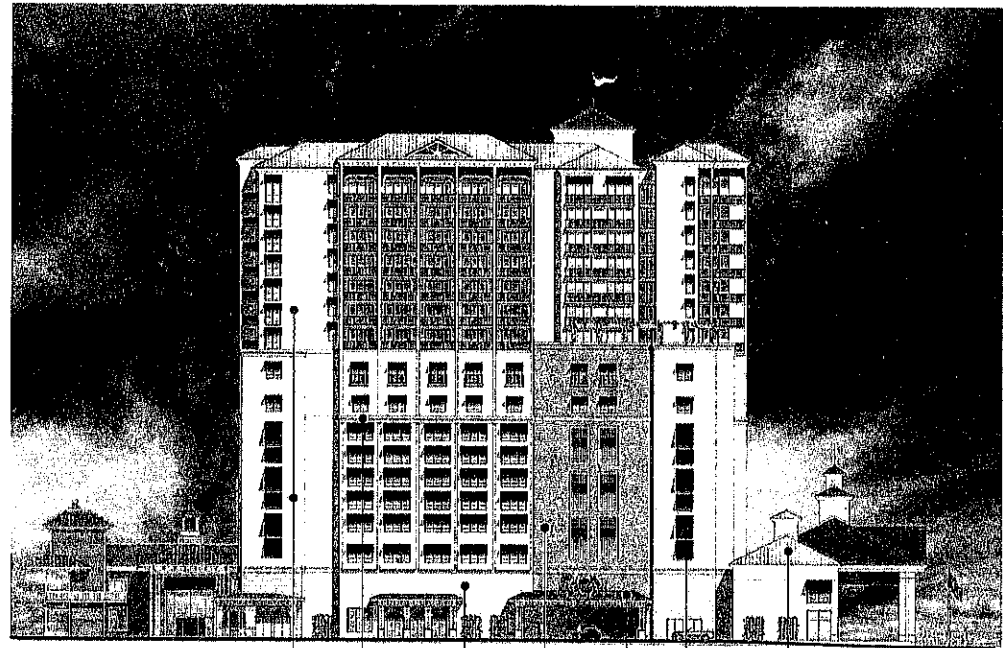
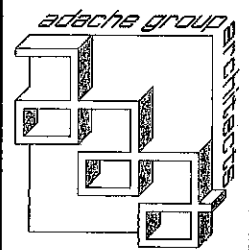
ALL IDEAS, DESIGNS, ARRANGEMENTS, PLANS AND SPECIFICATIONS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY, AND THE PROPERTY OF, ADACHE GROUP ARCHITECTS, INC. AND WERE CREATED, EVOLVED AND DEVELOPED FOR USE ON, AND IN CONNECTION WITH, THE SPECIFIC PROJECT. NONE OF THESE IDEAS, PLANS, ARRANGEMENTS, AND SPECIFICATIONS SHALL BE USED BY OR DISCLOSED TO ANY PERSON, CORPORATION OR FIRM FOR ANY PURPOSE WHATSOEVER WITHOUT THE WRITTEN PERMISSION OF ADACHE GROUP ARCHITECTS. VISUAL CONTACT WITH THESE PLANS OR SPECIFICATIONS SHALL CONSTITUTE CONCLUSIVE EVIDENCE OF ACCEPTANCE OF THESE RESTRICTIONS. ALL RIGHTS RESERVED, © 2010  
 FLORIDA LICENSE # AR007873

**DATE:**  
**SCALE:** NA  
**DRAWN BY:** SW  
**CHECKED BY:** JB  
**JOB NO.:** 94,99A


**SHEET NO.:**  
**A-0.0.07**











NORTH ELEVATION


- 

BODY COLOR  
SNOWFALL LRV 74%  
SW 6113
- 

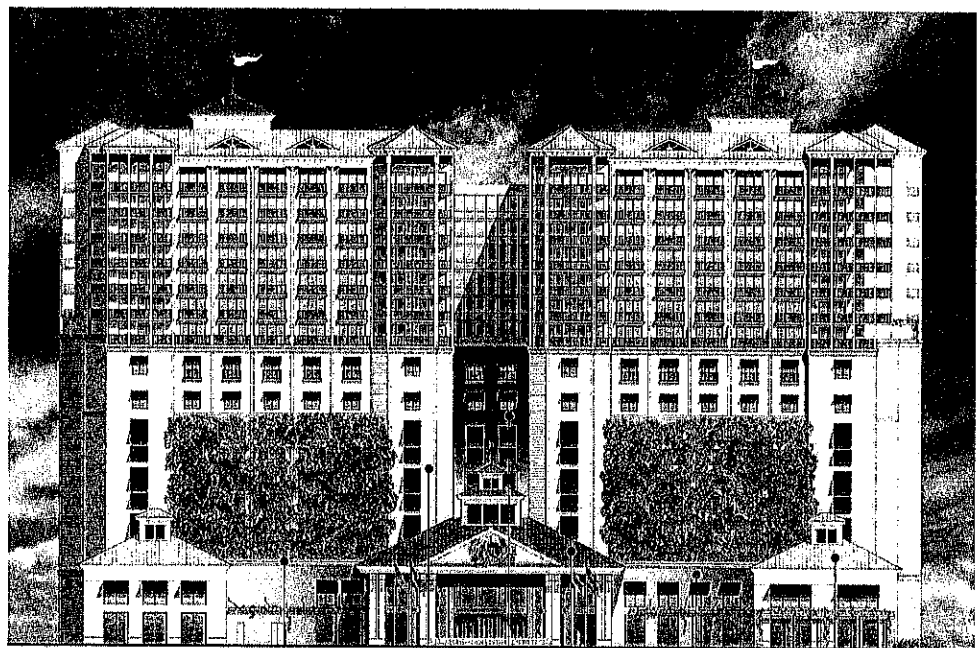
ACCENT COLOR  
POPULAR GRAY  
SW 6071
- 

TABBY COQUINA  
SHELL STUCCO
- 

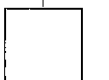
ACCENT COLOR  
LIQUID BLUE  
SW 6779
- 


STANDING SEAM  
ROOF/SHUTTERS  
COLOR: SLATE BLUE
- 


STANDING SEAM ROOF  
COLOR: BRIGHT SILVER





WEST ELEVATION


- 

ACCENT COLOR  
POPULAR GRAY  
SW 6071
- 

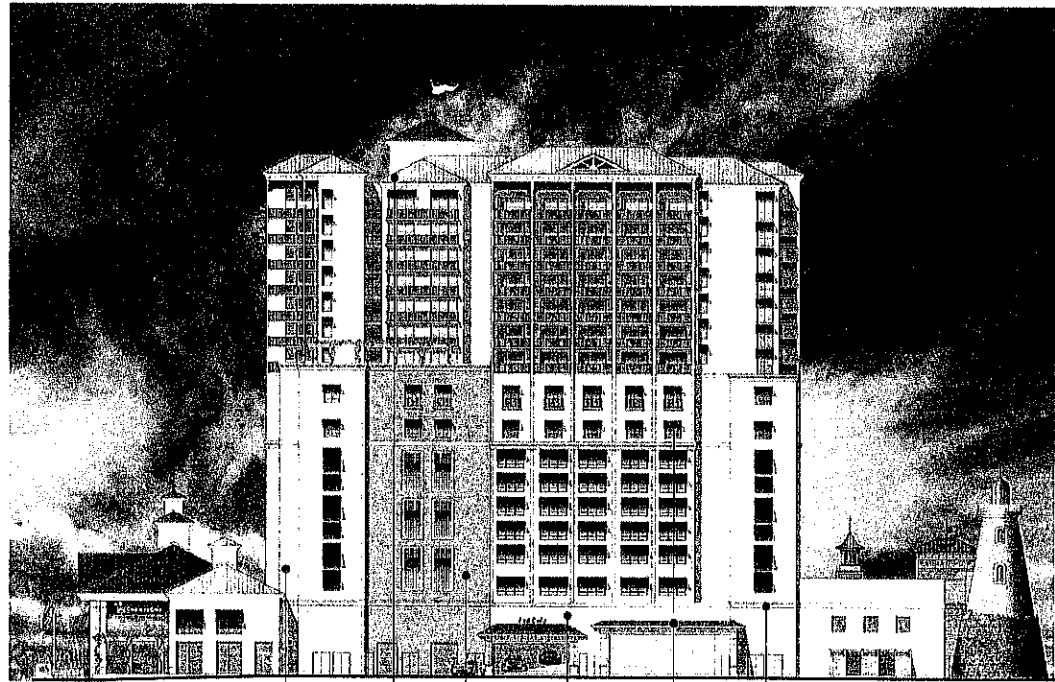
BODY COLOR  
SNOWFALL LRV 74%  
SW 6113
- 

GRADIENT PAINTS  
PLUS VIOLET, PLUS  
YELLOW, PLUS  
PURPLE, PLUS  
RED, PLUS  
ORANGE 021
- 


STANDING SEAM  
ROOF/SHUTTERS  
COLOR: SLATE BLUE
- 


TABBY COQUINA  
SHELL STUCCO
- 


STANDING SEAM ROOF  
COLOR: BRIGHT SILVER





SOUTH ELEVATION


- 

BODY COLOR  
SNOWFALL LRV 74%  
SW 6113
- 

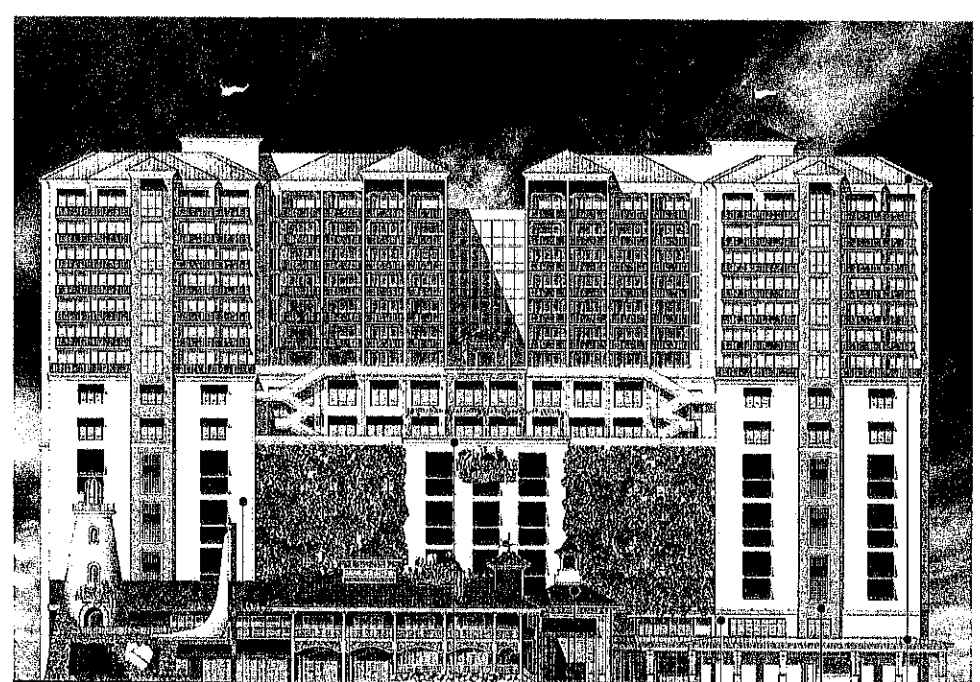
STANDING SEAM ROOF  
COLOR: BRIGHT SILVER
- 

ACCENT COLOR  
LIQUID BLUE  
SW 6779
- 


TABBY COQUINA  
SHELL STUCCO
- 


STANDING SEAM  
ROOF/SHUTTERS  
COLOR: SLATE BLUE
- 


ACCENT COLOR  
POPULAR GRAY  
SW 6071





EAST ELEVATION


- 


BODY COLOR  
SNOWFALL LRV 74%  
SW 6113
- 

ACCENT COLOR  
SMOKEY TOPAZ  
SW 6117
- 

ACCENT COLOR  
POPULAR GRAY  
SW 6071
- 

STANDING SEAM  
ROOF/SHUTTERS  
COLOR: SLATE BLUE
- 

TABBY COQUINA  
SHELL STUCCO
- 

ACCENT COLOR  
LIQUID BLUE  
SW 6779
- 

STANDING SEAM ROOF  
COLOR: BRIGHT SILVER

**PROJECT DESIGN TEAM:**  
**ARCHITECTS**  
 ADACHE GROUP ARCHITECTS  
 535 BOULDER FEDERAL, HIGHLAND FL  
 LAKEBUENA, FLORIDA 32814  
 PH: (407) 632-2422 FAX: (407) 632-2428  
 E-MAIL: info@adachegroup.com  
**CREATIVE DESIGNER**  
 PAT MCBRIDE CO.  
 11 BAKER FARM RD.  
 WASHINGTONS CORNERS, VT 05388  
 PH: (256) 676-2378 FAX: (256) 242-4219  
 E-MAIL: pmc@mcbrideco.com  
**M.E.P. ENGINEER**  
 TWR ENGINEERS  
 5300 N. DANFORTH BLVD  
 SUITE 1000  
 PH: (407) 632-2323 FAX: (407) 632-2323  
 E-MAIL: twr@twr-engineers.com  
**STRUCTURAL ENGINEER**  
 TRC WORLDWIDE ENGINEERING  
 3000 NW 35TH STREET  
 FORT LAUDERDALE, FLORIDA 33309  
 PH: (954) 464-7777 FAX: (954) 464-7900  
**CIVIL ENGINEER**  
 CONSULTING ENGINEERING & SCIENCE, INC.  
 1000 HENDRIX DRIVE, SUITE 400  
 MIAMI, FLORIDA 33174  
 PH: (305) 878-9188 FAX: (305) 878-4333

**OWNER:**  
 MARGARITAVILLE HOLLYWOOD  
 BEACH RESORT, L.L.C.  
 3501 N. OCEAN DRIVE  
 HOLLYWOOD, FLORIDA 33019



SEAL:

ISSUED FOR: TAC PROGRESS  
 DATE: 10/25/2010

REVISIONS:

No.	DATE	REMARKS

SHEET TITLE:  
 COLOR EXTERIOR  
 ELEVATION

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DATE:  
 SCALE: 1/16"=1'-0"  
 DRAWN BY: JR  
 CHECKED BY: JR  
 JOB NO.: 94.08A

SHEET NO.:  
**A-2.1.05**

C:\Users\jrb\Documents\94.08A\94.08A-01.dwg: 94.08A-01.dwg: 10/25/2010 10:25:00 AM

# Attachment B

## Land Use & Zoning Map

# Margaritaville Hollywood Beach Resort







PLANNING AND  
DEVELOPMENT SERVICES

## Legend

-  Subject Property
-  Streets
-  Major Roads

## Zoning

-  BRT-25-A1A-C
-  BRT-25-C
-  BWK-25-HD-C
-  GU

## Land Use

-  GBUS
-  OSR
-  ICW

