

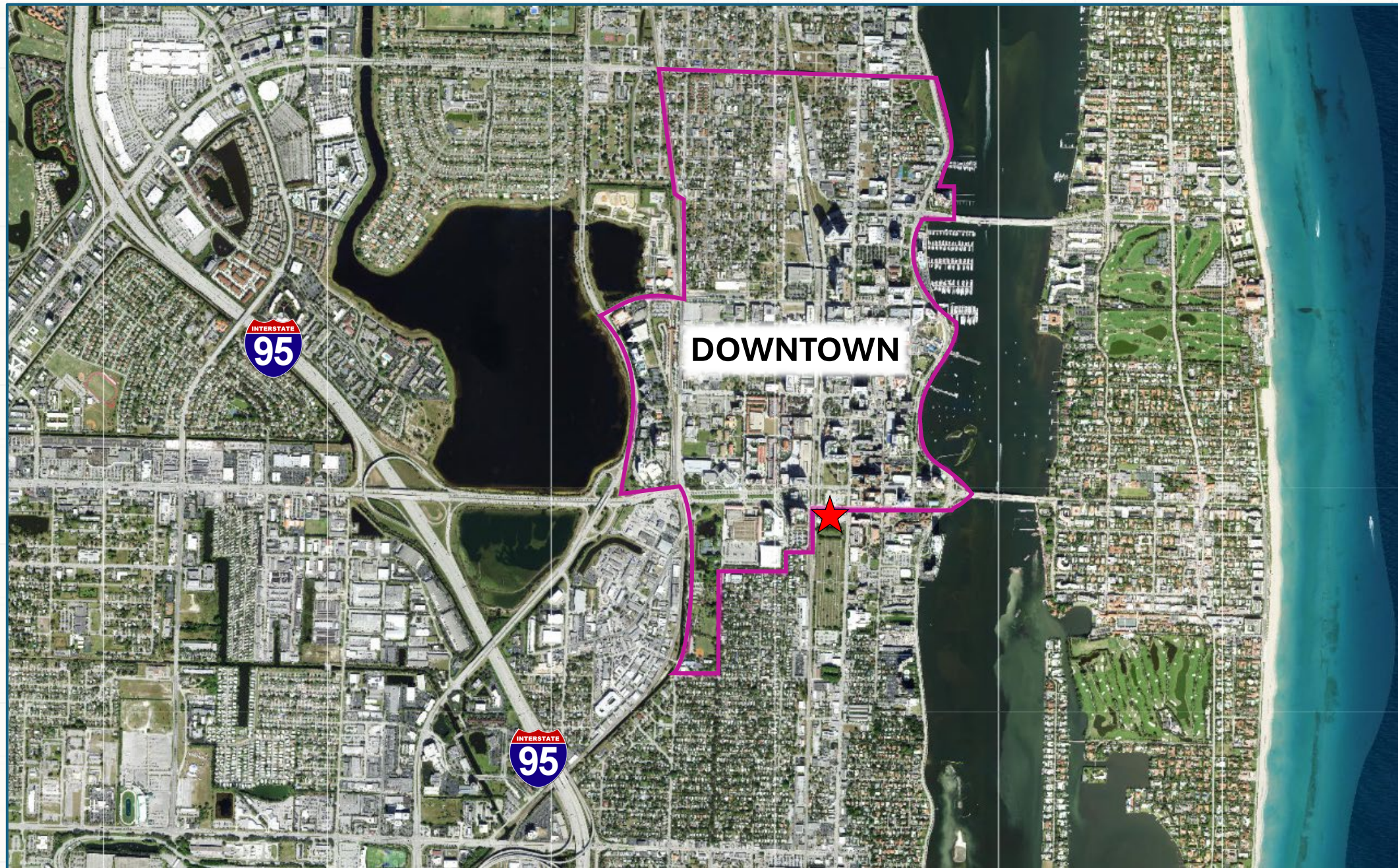
MYERS FAMILY JAGUAR DEALERSHIP PROPERTY

420 Okeechobee Boulevard & 915 S. Dixie Highway

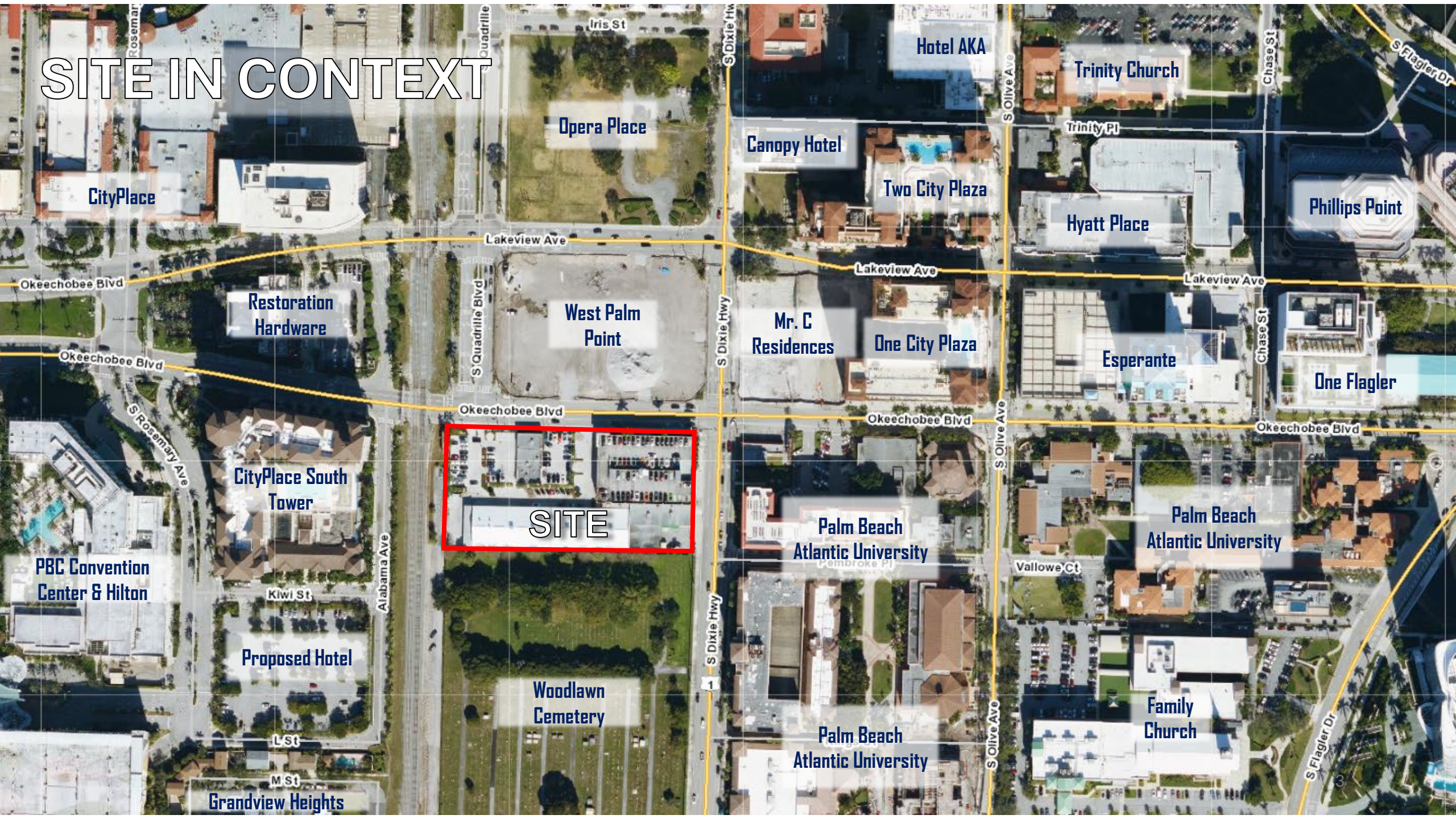
FLU MAP AMENDMENT & REZONING FOR INCLUSION WITHIN DMP BOUNDARY

City of West Palm Beach

Case Nos. 934E (FLU-25110010) & 934F (DMP-000391)



SITE IN CONTEXT



CityPlace

Opera Place

Hotel AKA

Trinity Church

Canopy Hotel

Two City Plaza

Trinity Pl

Hyatt Place

Phillips Point

Lakeview Ave

Restoration
Hardware

West Palm
Point

Mr. C
Residences

One City Plaza

Esperante

One Flagler

CityPlace South
Tower

SITE

Palm Beach
Atlantic University

Palm Beach
Atlantic University

PBC Convention
Center & Hilton

Proposed Hotel

Woodlawn
Cemetery

Palm Beach
Atlantic University

Family
Church

Grandview Heights

ZONING IN CONTEXT

ZONED: DRI
HEIGHT: Unlimited
FAR: Unlimited

ZONED: QGD 25
HEIGHT: 308 ft. (25 stories)
FAR: 5.5

ZONED: DRI
HEIGHT: Unlimited
FAR: Unlimited
APPROVED: 340' & 6.6 FAR

ZONED: QGD 25
HEIGHT: 308 ft. (25 stories)
FAR: 5.5

ZONED: DRI
HEIGHT: Unlimited
FAR: Unlimited

ZONED: DRI
HEIGHT: Unlimited
FAR: Unlimited
APPROVED: 340' & 4.2 FAR

ZONED: OBD 25
HEIGHT: 308 ft. (25 stories)
FAR: 7.0

ZONED: OBD 25
HEIGHT: 308 ft. (25 stories)
FAR: 7.0

ZONED: DRI
HEIGHT: Unlimited
FAR: Unlimited

ZONED: GC
HEIGHT: NONE*
FAR: 0.75
*Setbacks increase with
height >60 ft.

SITE

ZONED: CSPD
HEIGHT: 308 ft.
FAR: 5.0

ZONED: CSPD
HEIGHT: 308 ft.
FAR: 5.0

ZONED: CS
Cemetery

ZONED: CSPD
HEIGHT: 308 ft.
FAR: 5.0

REQUEST

- **Future Land Use (FLU) Map Amendment**

- From: Commercial (C)
- To: Urban Central Business District (UCBD)

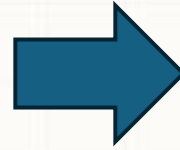
- **Rezoning**

- From: General Commercial (GC)
- To: Okeechobee Business District (OBD 5-25)

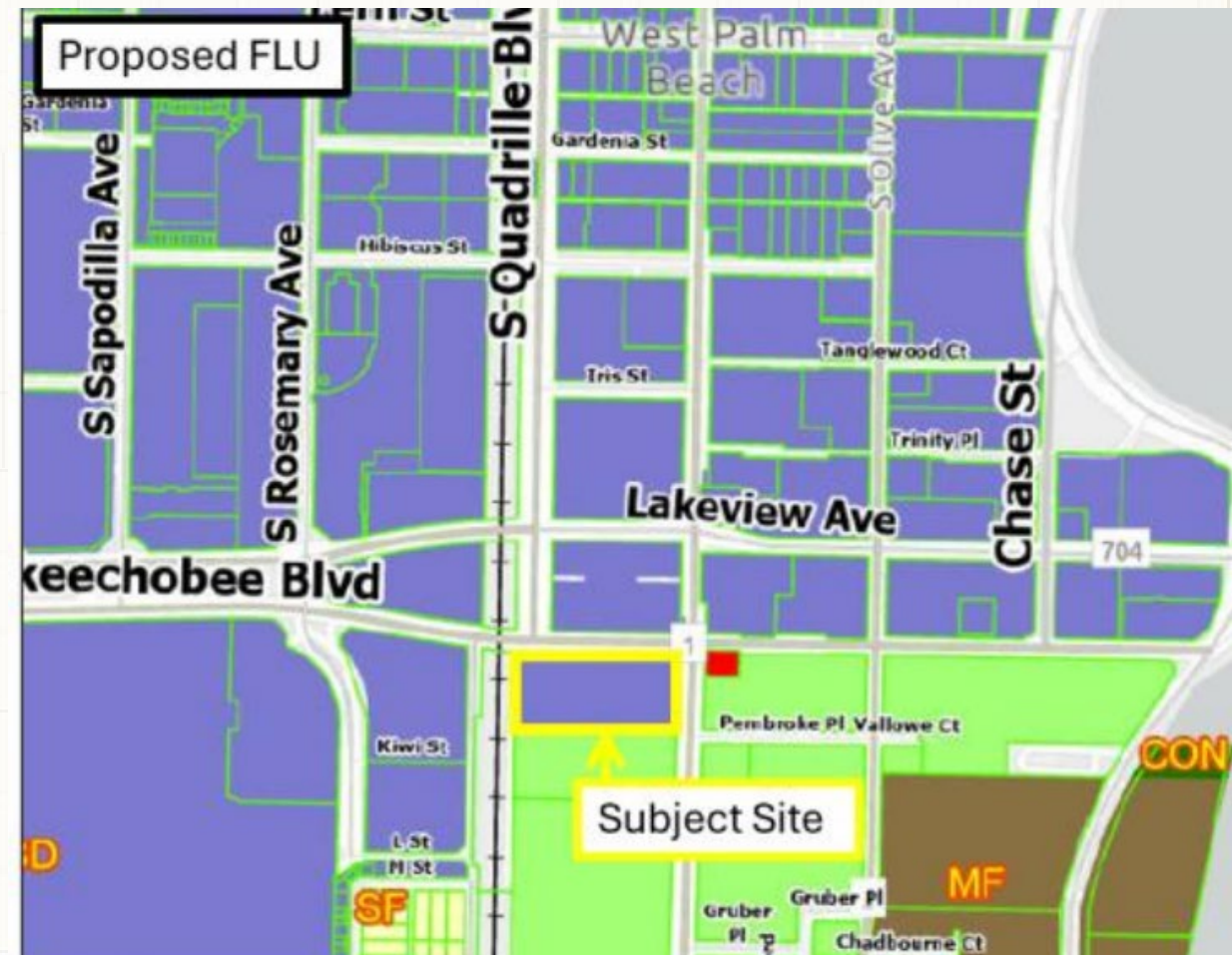
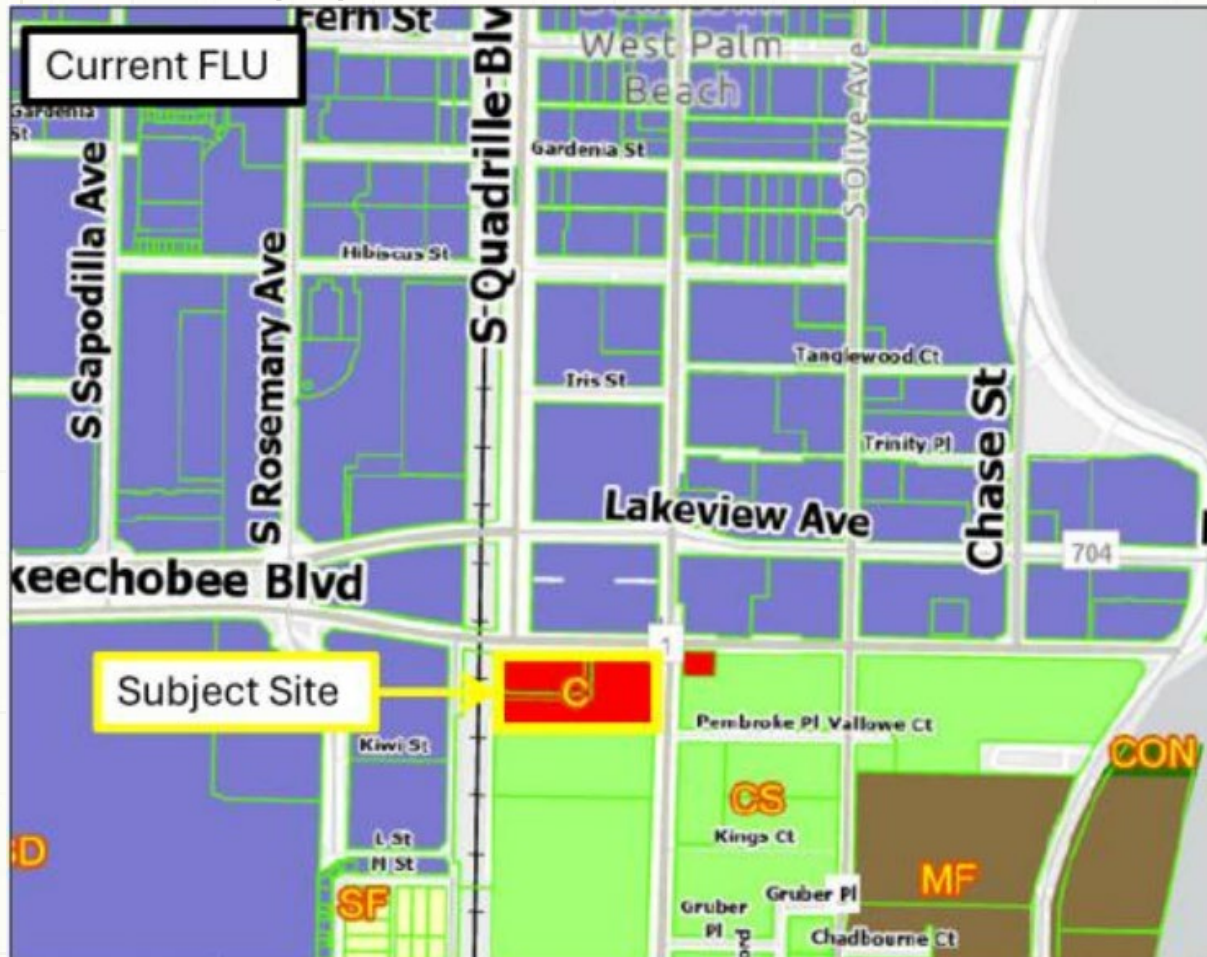
*Companion to City Initiated Code Text Amendment (DMP Update) to modify DMP boundary and update OBD sub-district regulations

FLU MAP AMENDMENT

COMMERCIAL
(C)

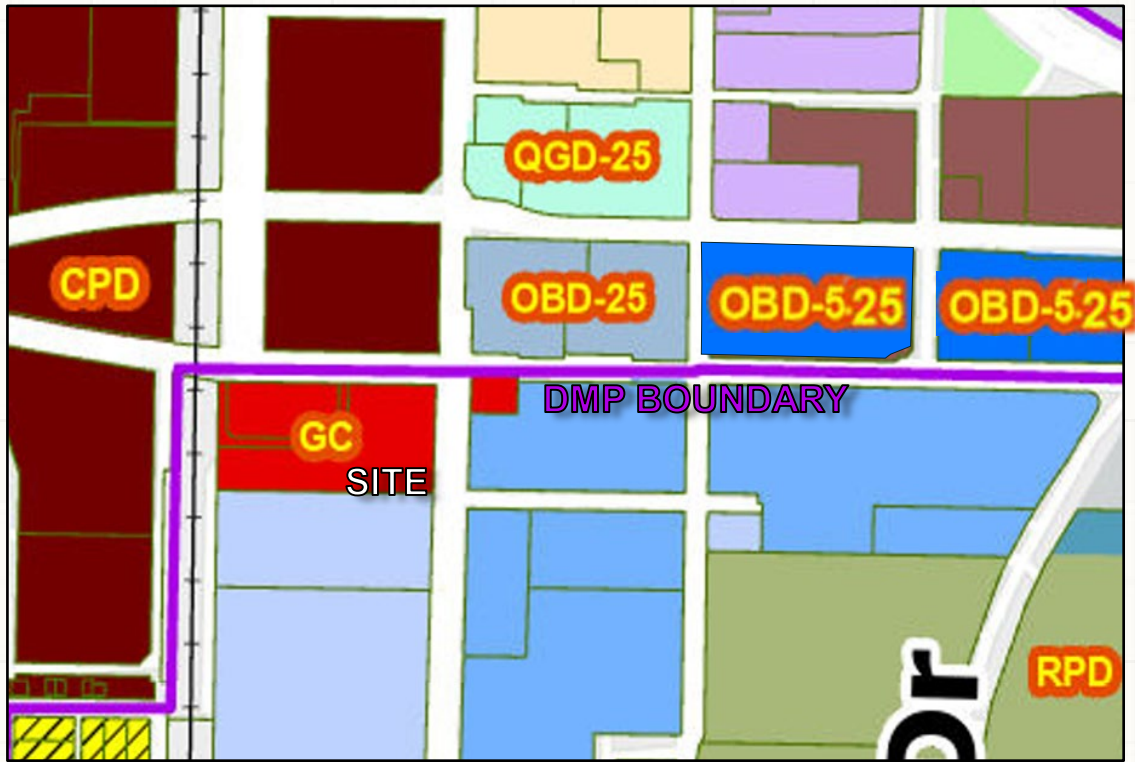
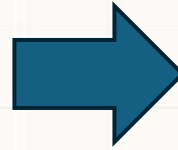


URBAN CENTRAL BUSINESS
DISTRICT (UCBD)

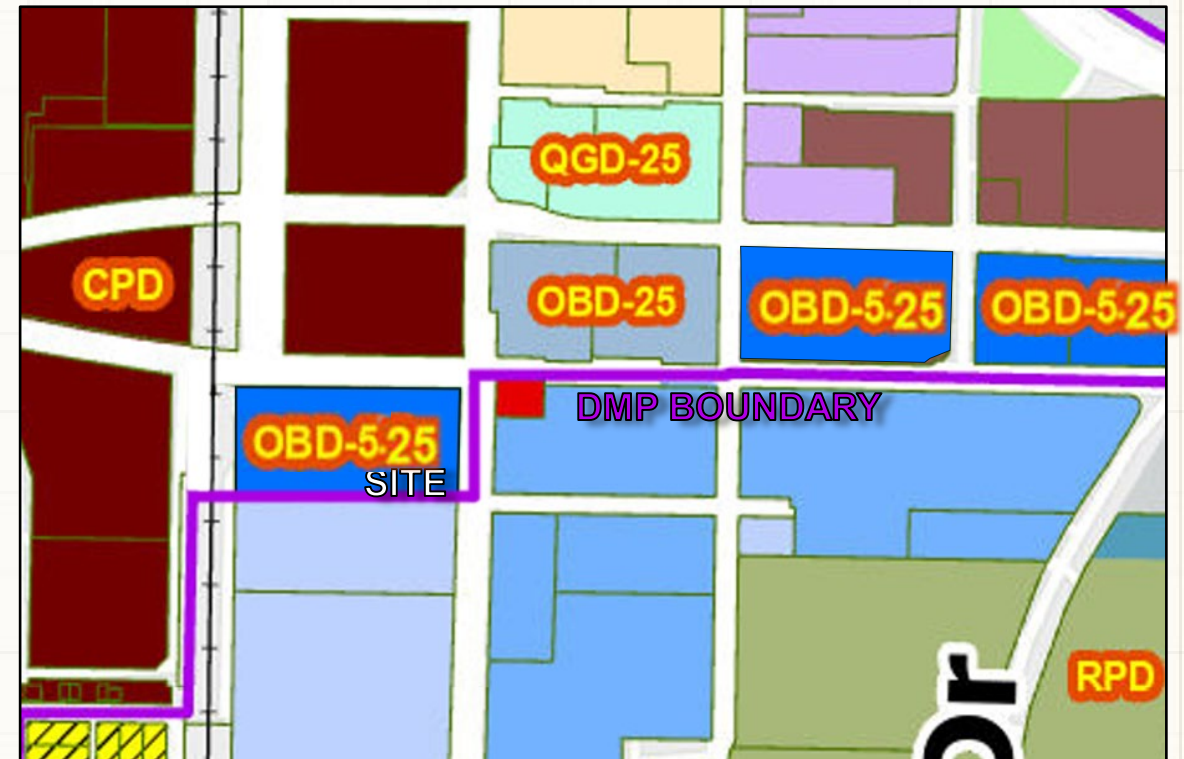


REZONING

GENERAL COMMERCIAL (GC)



OKEECHOBEE BUSINESS
DISTRICT (OBD 5-25)



The Mechanism for Better Standards: Why We Update Zoning

Replacing 1900s auto-oriented commercial rules with modern, pedestrian-first urban regulations

The Default Status Quo

(GC Zoning)

- **Outdated Suburban Model:** Written originally for roadside commercial strip malls and car-only access.
- **Low Standards:** Fails to require sidewalk shading, retail liners, or public pedestrian plazas. Encourages surface parking lots and open, unlined parking garages.
- **No Traffic Solutions:** Landowners have zero obligation to fund roadway improvements or trip reduction strategies.

Proposed Modern Standard

(OBD Zoning)

- **Enforces Strict Pedestrian Standards:** Pulls building edges to the streetscape, establishing wide shaded walkways.
- **Concealed Infrastructure:** Requires liners to hide parking garages with active uses along the street edge.
- **Unlocks Public Infrastructure:** Enforces a developer-funded \$1.5M traffic and road upgrade at no expense to taxpayers.

CURRENT GC ZONING DISTRICT ONE PAGE REGULATIONS

Sec. 94-145. - General commercial (GC) district.

Development standards for the general commercial (GC) district shall be as follows:

1. Minimum lot dimensions:
 - a. Lot area: 5,000 square feet.
 - b. Lot width: 50 feet.
2. Minimum setbacks:
 - a. Front: five feet if building is 50 feet or less in height; 20 feet for building height more than 50 feet, but less than 60 feet; six feet additional setback for each ten feet over 60 feet in height;
 - b. Corner: five feet, except as provided in subsection 94-305(e);
 - c. Side: five feet if building is 50 feet or less in height; 15 feet when abutting a residential district or when building height is more than 50 feet but less than 60 feet in height; six feet additional setback for each ten feet over 60 feet in height;
 - d. Rear: five feet, or 15 feet when abutting a residential district.
3. Maximum lot coverage by buildings: 60 percent.
4. Maximum lot coverage by impermeable surface: 85 percent.
5. Minimum required open space and landscape areas:
 - a. Minimum required open space area: 40 percent.
 - b. Minimum required landscape area: 15 percent.

Suburban
Setbacks

No Height
Limit

Minimal
Massing
Controls

Planned
Development
Allows 1.5 FAR
& 32.27 DU/AC

6. Maximum building height. None. However, if a structure abuts a residential zoning district the maximum height of that structure shall not exceed 30 feet. Structures abutting a residential zoning district in excess of 30 feet shall provide the following additional setback:
 - a. One foot of height above 30 feet for each two feet of setback when abutting a single-family residential zoning district;
 - b. One foot of height above 30 feet for each one foot of setback when abutting any multifamily residential zoning district.
7. Minimum building separation: Zero feet or not less than ten feet.
8. Maximum floor area ratio:
 - a. 0.75 with a commercial (C) future land use designation.
 - b. 1.00 for a planned development with a commercial (C) future land use designation.
 - c. 0.75 with a commercial east (CE) future land use designation.
 - d. 1.5 for a planned development with a commercial east (CE) future land use designation.
9. Maximum density:
 - a. 20 dwelling units per acre if in a commercial east (CE) future land use designation and residential is developed in conjunction with nonresidential development.
 - b. 32.27 dwelling units per acre if developed as a planned development in a commercial east (CE) future land use designation and residential is developed in conjunction with nonresidential development.

GC Zoning Regulations Allow



PROPOSED OBD-5 DMP ZONING EXTENSIVE REGULATIONS

TABLE IV-41: BUILDING REQUIREMENTS - OBD-5			
FAR			
North of Okeechobee Blvd	2.75		
South of Okeechobee Blvd	0.75		
HEIGHT			
5 stories or 68' whichever is less; 5 (68')			
SETBACKS			
STREET DESIGNATION/SIDE/REAR	Stories Typical Setbacks GROUND TO 68'		
	MINIMUM		MAXIMUM
Avenue	Contextual		Contextual
Primary Pedestrian	16'		30'
Secondary	12'		35'
Interior	10' or NFPA		—
MAXIMUM BUILDING FOOTPRINT			
STORIES	LOT AREA		
	<50,000SF	50,000SF-80,000SF	>80,000SF
um: Ground	87%	84%	82%
um: 2 stories to 44'	90%	87%	85%
Tower: 44' to 68'	90%	60%	55%

**Consistent
Base FAR**

**Urban
Build-to-
Zone**

**Base Height
Controls**

**Precise
Massing
Regulations**

**Contextual
Setbacks**

Future redevelopment subject to DMP urban design regulations & DAC approval under separate application

PROPOSED OBD-5 DMP ZONING EXTENSIVE REGULATIONS

**Mandatory
Private
Open
Space**

**Mandatory
Public
Open Space
Requirements**

MINIMUM OPEN SPACE			
TYPE	LOT AREA		
	<50,000SF	50,000SF-80,000SF	>80,000SF
Public	—	3%	5%
Private	25%	25%	25%
MINIMUM ACTIVE USES			
STREET DESIGNATION	GROUND FLOOR		LINERS: 2 TO 3 STORIES (44')
Avenue	60%		60%
Primary Pedestrian	80%		60%
Secondary	30%		—
*65% for lots with buildable lot frontage ≤ 250'			
MINIMUM TRANSPARENCY FOR ACTIVE USES ON GROUND FLOOR			
STREET DESIGNATION	PERCENTAGE OF TRANSPARENCY		
Avenue	50%		
Primary Pedestrian	50%		
Secondary	30%		
MINIMUM ACTIVE USE LINER DEPTH			
ACTIVE USE	GROUND FLOOR		LINERS: 2 TO 3 STORIES
Commercial	25'		20'
Residential	Not Permitted		15'

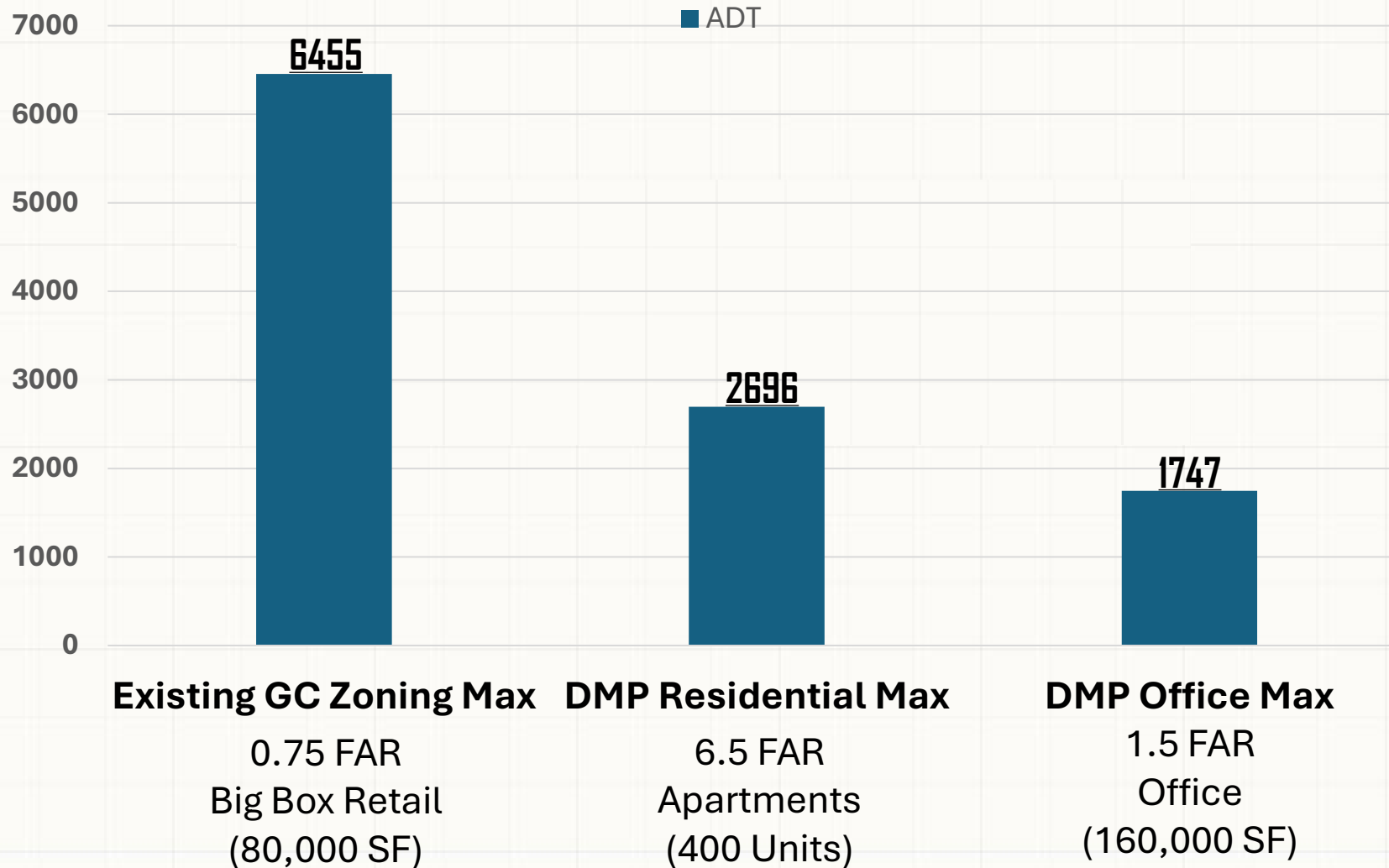
**Active
Façade &
Urban
Realm**

**Architectural
Standards**

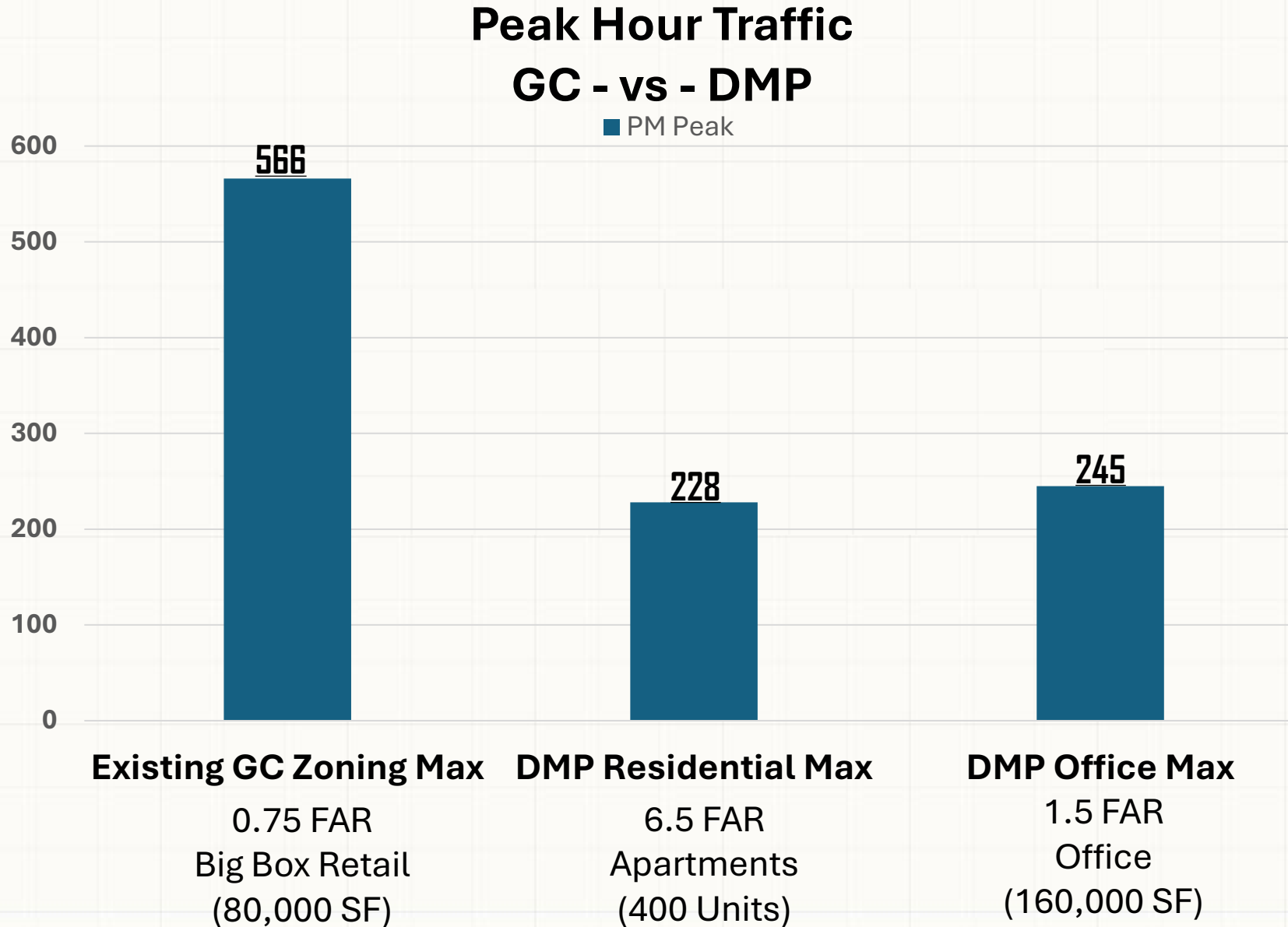
Future redevelopment subject to DMP urban design regulations & DAC approval under separate application

TRAFFIC AS THE LIMITING FACTOR

Average Daily Trips GC - vs - DMP



TRAFFIC AS THE LIMITING FACTOR



PROPOSED OBD 5-25 INCENTIVE OPTION EXTENSIVE REGULATIONS

**Additional
Setback
Requirements**

**Incentive FAR
Limited by Use
for Traffic Parity**

TABLE IV-42: INCENTIVE BUILDING REQUIREMENTS — OBD 5-25				
FAR				
North of Okeechobee Blvd			2.75	
South of Okeechobee Blvd - Residential Uses Only			6.50	
South of Okeechobee Blvd – Non-Residential Uses Only			1.50	
HEIGHT				
An additional 20 stories or 240' whichever is less; 20 (240'). For a maximum of 25 stories or 340' whichever is less; 25 (340')				
SETBACKS				
STREET DESIGNATION / SIDE / REAR	STORIES			
	TYPICAL SETBACKS		CONDITIONAL SETBACKS	
	GROUND TO 75'		ABOVE 75'	ABOVE 75'
	MINIMUM	MAXIMUM	PARKING USES ONLY MINIMUM	MINIMUM
Avenue	300'	—	—	—
Primary Pedestrian	16'	30'	31'	—
Secondary	12'	35'	27'	—
New ROW	40'	—	67'	—
Side Interior	0' or NFPA	—	—	20*
*0' for portions of facades that abut existing buildings with no windows on adjacent lots.				
MAXIMUM BUILDING FOOTPRINT				
STORIES	LOT AREA			
	< 50,000 SF	50,000 SF - 80,000 SF	> 80,000 SF	
Podium: Ground	87%	84%	82%	
Podium: 2 stories to 68'	90%	87%	85%	
Podium: 68' to 92**	90%	60%	55%	
Tower: 92' to 340'	90%	55%	50%	
*Parking uses may exceed maximum building footprint in compliance with conditional setback.				

**Tower
Massing
Controls**

Enhanced walkability, safety, street edge activity, and activated pedestrian realm

PROPOSED OBD 5-25 INCENTIVE OPTION EXTENSIVE REGULATIONS

Private Open Space Requirements

Increased Public Open Space Requirements

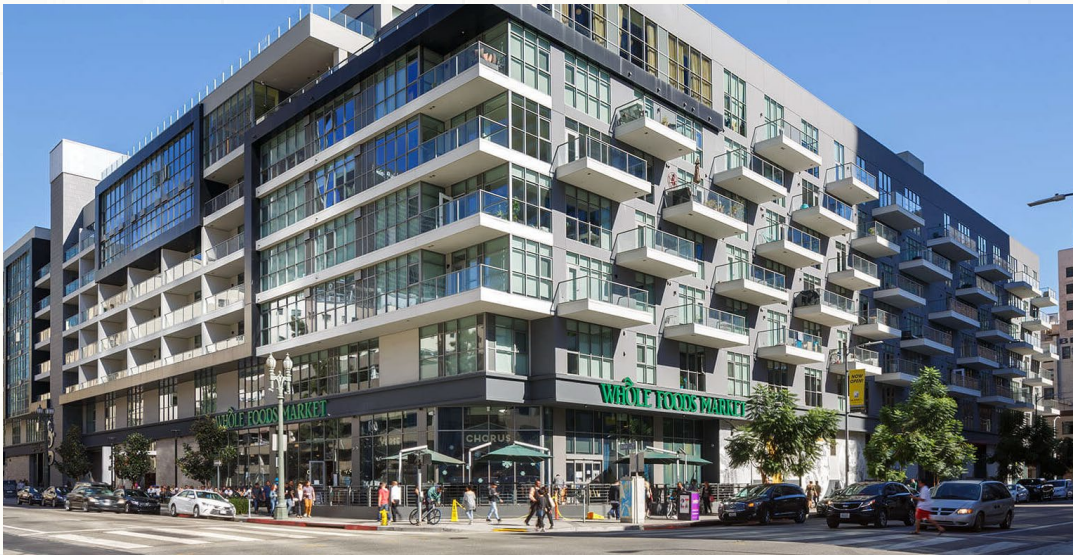
MINIMUM OPEN SPACE			
TYPE	LOT AREA		
	< 50,000 SF	50,000 SF - 80,000 SF	> 80,000 SF
Public	—	6.5%	8%*
Private	25%	25%	20%
*15% for properties facing Flagler Drive			
MINIMUM ACTIVE USES			
STREET DESIGNATION	GROUND FLOOR	LINERS: 2 TO 5 STORIES (68')	
Avenue	60%	50%	
Primary Pedestrian	80%*	60%	
Secondary	30%		
65% for lots with buildable lot frontage ≤ 250'			
MINIMUM TRANSPARENCY FOR ACTIVE USES ON GROUND FLOOR			
STREET DESIGNATION	PERCENTAGE OF TRANSPARENCY		
Avenue	50%		
Primary Pedestrian	50%		
Secondary	30%		
MINIMUM ACTIVE USE LINER DEPTH			
ACTIVE USE	GROUND FLOOR	LINERS: 2 TO 5 STORIES (68')	
Commercial	25'	20'	

Architectural Standards

Active Façade & Urban Realm

Enhanced walkability, safety, street edge activity, and activated pedestrian realm

DMP Zoning Regulations Mandate



Zoning Comparison: Auto-Centric Default vs. Modern OBD Standards

Detailed comparison of the specific regulations governing the site's future

Regulatory Category	Default Suburban Zoning (GC)	Proposed Modern Standard (OBD)	What It Means for the City
Parking Garages	No Design Regulations; Raw Visible Concrete	Mandatory Active Liners to Hide Parking	Conceals Parking Garage
Streetscape	Narrow sidewalk + Minimal Landscaping	Wide Walkways + Streetscape Design Standards	Safe, Comfortable Sidewalks & Enhanced Pedestrian Experience
Traffic Solutions	None Required	Mandatory TDM Strategies	Enforces Traffic Reducing Programs
Sustainability	None Required	Mandatory Green Building Certification	Responsible Environmental Design Standards
Zoning Base Height	No Max Height	Strict 5 Story (68') Base Height Control	Guarantees Orderly, Logical Height & Contextual Scale
Infrastructure Funding	None Required	\$1,500,000 traffic improvements	Relieves Local Traffic Congestion at Zero Cost to Taxpayers

INFRASTRUCTURE IMPROVEMENTS REQUIRED TO UNLOCK DMP INCENTIVE FAR



11. New developments South of Okeechobee Boulevard requirements:
1. For any development site located south of Okeechobee Boulevard, a new dedicated public street shall be provided to extend the existing street network through the site as indicated in the Street Designation map. The street shall have a minimum right-of-way width of forty (40) feet and shall be designed to City standards. **PAID FOR BY DEVELOPER**

Choosing Our Future: Two Distinct Design Typologies

Contrasting the car-centric strip mall model with the pedestrian-oriented, mixed-use urban form

The Car-First Model

(GC Existing)

- **High Traffic Generation:** Auto-oriented uses create significant traffic.
- **Disconnected Edges:** Buildings isolated from the sidewalk by wide vehicle lanes and exposed concrete with no pedestrian realm.
- **Exposed Parking:** Obnoxious multi-story concrete structures with zero architectural masking or active use liners.

The People-First Model

(OBD Proposed)

- **Active Plazas:** Beautifully landscaped public squares with benches, shade trees, and water features.
- **Vibrant Street Frontage:** Enhanced streetscapes with buildings pulled directly to the sidewalk edge, featuring lively retail spaces.
- **Hidden Garages:** Liners completely conceal parking behind architectural facades with active uses along the street edge.

Partnering for a Better Future

- Shifting an outdated automotive dealership lot into a highly walkable urban gateway
- Securing \$1.5 million in developer-paid traffic upgrades to ease critical congestion
- Ensuring high-quality architecture, shaded sidewalks, lush plazas, and concealed parking garage

THANK YOU!

INFRASTRUCTURE IMPROVEMENTS REQUIRED TO UNLOCK DMP INCENTIVE FAR

**521 PM Peak Hour
Trips Diverted**

**Estimated Cost of ROW
Construction: \$1,500,000
PAID BY DEVELOPER**



COMPARISON OF ZONING REGULATIONS

Regulations	Status Quo (GC Zoning)	Smart Growth (DMP Zoning)
Base FAR	0.75	0.75
Maximum FAR	1.5 as Planned Development	1.5 Nonresidential & 6.5 Residential (TDRs, WFH & ROW Dedication Required to Increase)
Base Height	No Limit (Setbacks Increase Above 60')	5 Stories or 68'
Incentive Height	No Limit (Setbacks Increase Above 60')	25 Stories or 340' (TDRs, WFH & ROW Dedication Required to Increase)
Resulting Design Typology	Auto-Centric, Excessive Parking, Disconnected Edge Conditions	Mixed-Use, Pedestrian-Oriented, Urban Form Interaction
Architectural Standards	None	Strict DMP Requirements
Parking Requirements	Intensive / Auto-Oriented	Minimal / Encourages Multimodal Options
Parking Garage Design	No Design Regulations; Visible Parking Garage	Active Use Liners & Conditional Setbacks; Completely Hide Parking Garage
Streetscape Design Requirements	Narrow Sidewalk + Perimeter Landscape + Large Setbacks	Large Sidewalks + Shaded Pedestrian Realm + Active Storefronts
Mobility & Transportation Demand Management (TDM) Strategies	None	Required
Green Building Certification	None	Required