

IN 2010, FLAGLER COUNTY
GAVE A NUMBER OF
ENLIGHTENED ARGUMENTS
AGAINST THE IDEA OF A HOTEL
BEING BUILT ON THE SITE OF
THE PROPOSED SALAMANDER
HOTEL.

MEMORANDUM

TO: Al Hadeed
FROM: Thad Crowe, AICP
DATE: November 2, 2010
RE: Hammock Dunes NOPC

- By most accounts this is a mature, if not built-out DRI. Residents and property owners have relied on the presumption that the built environment will not change – this explains the strong reaction to the proposed multi-story resort building that would dramatically emerge into the view of hundreds of property owners. The building would stand in stark contrast to the pastoral surroundings of dunes, open ocean, and golf course.
- In the Statement of Disputed Facts the applicant protests that the BoCC introduced site plan and PUD elements into the DRI amendment review and did so inappropriately as the applicant did not request simultaneous PUD review. In defense of the BoCC it would have been inappropriate to consider and approve a conceptual “bubble”-type plan in light of the project’s location within a mature, built out development. As the applicant would not provide detailed elements to provide assurances that the project would not be at odds with surrounding development, such uncertainty supported the denial. It is important to note that the BoCC’s ability to make site-specific decisions at the DRI amendment stage would have eroded to the point where they could be “boxed in” to approve future PUD decisions.
- Also in the Statement of Disputed Facts the applicant notes that the following actions have been previously approved by the BoCC: creation of a new cluster, reallocation of density, reconfiguration of development areas, and adjustment of total residential acreage. This is misleading as the only “new” cluster created – 1a – was a division of existing cluster 1. What has NOT been approved by the BoCC is the expansion of a cluster and the inclusion of DRI open space within a cluster, both of which the applicant proposes.
- The applicant has stated that the proposed amendment would not decrease dedicated open space within the DRI. This is incorrect since Cluster 35 would expand to current open space areas north and south of 16th Road including golf course lands.
- In the 1998 NOPC process, BoCC and public concerns about giving up the great majority of the 33-acre 16th Rd. beach park were answered by the Applicant’s insistence that the golf course design would not allow for additional beach parking and public space, not even an additional five acres.
- The 2010 NOPC Master Plan Map contradicts this assertion by carving five acres out of the golf course area for a relocated 16th Road and sub-cluster 35 C to accommodate a high-rise resort building. All this land was on former open space

lands, reluctantly given up by the County with the assurance that this land was critical for the oceanfront golf course.

- A key part of public comments and commission discussion focused around how traffic from a high-intensity resort complex could overwhelm the relatively small public beach park, particularly if the resort functioned as a hotel. Visual impacts of the 12-story building were also a particular concern.
- Design measures such as backing the resort away from the beach and 16th Road park, providing separate beach access with direct pedestrian connections for resort guests, and plentiful parking all contributed to protection of the beach park, while “stair-stepping” of building height toward 16th Road and dense landscaping along 16th Road helped to soften the visual impacts of the huge building.
- The proposed placement of a tall resort building close to the beach park departs from the established community standards of stairstepping and distancing buildings away from the park.
- In addition, community standards expressed at public hearings indicate that this resort was more than enough high-intensity development for the 16th Road beach area. Additional intense development would detract from the balance of public land and resort development, already tilted due to the immensity of the existing resort. Additional large resort buildings would certainly detract from what essentially remains a natural beach.
- The justification for protecting the beach and beach park from an adjacent intensive development is made in the original ADA application in the project description section as follows: “(A)ll unit locations have been planned to respect the environmentally sensitive features of the site as well as to enable enjoyment of natural aesthetic features.”
- It is important to recognize the expectations of those who made their homes or invested in the Ocean Hammock neighborhoods south and north of 16th Road, who were assured by the approved development order that their ocean views across the golf course would remain. It is important to note that this development is built out, and to propose a replat of an established and premier golf course is an inappropriate action that counters established development patterns.
- At the 1998 NOPC public hearing, the applicant’s representative noted that “we are putting in \$1 million to design an outstanding park facility at Malacompra, but we can’t redesign 16th Road.” The applicant as part of the 2010 NOPC proposed to do just that, to redesign/relocate 16th Road to allow for new development. What changed?
- As noted by a citizen at the April, 2010 public hearing: “the proposed placement of high rise hotels substantially affects the manner in which the public currently uses and enjoys that area of beach by substantially changing the character of the beach at that location. It simply cannot be said that a beach area now substantially free of brick and mortar within close proximity can be used and enjoyed in the same manner once that area is provided within the shadow of a high rise cement structure.”
- The applicant arrived at the new Cluster 35 through contrived and inaccurate logic. The history of this DRI involves an established pattern of an ongoing reduction of density and intensity, from 20-story buildings down to 12-story

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ALL EXCELLENT AND CONVINCING ARGUMENTS MADE IN 2010 IN THE NOPC PROCEEDING AGAINST A HOTEL AND CONFERENCE CENTER BEING BUILT ON THE PROPOSED SALAMANDER SITE..SO WHAT HAS CHANGED SINCE THEN?

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BE CONSISTENT AND HONEST
SAVE THE HAMMOCK

