



## MEMORANDUM

To: City of Venice Planning and Zoning Department

From: Philip DiMaria Jr., AICP, CNU-A and Patrick Tichenor, Project Manager  
Kimley-Horn and Associates, Inc.

Date: October 22, 2024

Subject: RE: Hyatt Studios Venice Compatibility Analysis

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### *Executive Summary*

The Applicant, A&R Development Group, is submitting for Site and Development to the City of Venice for the property colloquially referred to as “Hyatt Studios Venice.” Kimley-Horn and Associates, Inc has reviewed the compatibility of the proposed project with the surrounding area in conjunction with the City of Venice Land Development Code Section 1.2. – Common Review Procedures. This compatibility review memorandum includes the evaluation of all applicable items for a site and development plan petition. The following are the contents of this memorandum:

1. Introduction to Hyatt Studios Venice
2. Character and Design
3. Compatibility with Existing Development
4. Findings and Summary

COMPATIBILITY ANALYSIS

**Introduction**

This application is a Site and Development submittal for a 2.34-acre property located on the Southwest Corner of Laurel Rd and Pinebrook Rd within the City of Venice. The subject property is within Sarasota County Parcel ID 0385080001. The existing land use on the subject property is Vacant Commercial.

The proposed development plan for the site is a 130-room Hotel. Consistent with the City of Venice Land Development Code, the site plan for the project shall follow all development regulations within the Laurel West zoning district. Furthermore, key design features have increased the compatibility between the proposed development and the surrounding development.

This compatibility analysis evaluates the proposed development of a hotel within the Laurel West zone district, focusing on its alignment with surrounding land uses, community character, and zoning regulations. The analysis considers how the hotel integrates with nearby residential, commercial, and medical spaces, assessing its potential impacts the existing area dynamics. By examining these factors, this memorandum aims to demonstrate that the proposed hotel not only meets the requirements of the zoning district but also contributes positively to the area's economic vitality and livability, ensuring a harmonious balance between transient accommodations and other uses.

*COMPATIBILITY ANALYSIS***Character and Design**

The subject site is located within the Laurel West zone district. This zone district is located on the West side of the I-75 / Laurel Rd Interchange. It is critical to understand the intent of this zone district to determine the intended character for the area. As identified in the Land Development Code, "The Laurel Road Mixed Use Corridor has two implementing districts, one on each side of I-75. The Laurel West district is characterized by two major arterial roadways, Laurel Road running east and west, and Pinebrook Road/Honore Avenue running north and south. This district features buildings with moderate setbacks and landscaped buffers located between the public roadways and off-street parking/building areas. The Laurel West district supports a mix of uses, although it is envisioned to be primarily non-residential in nature. Due to the proximity of I-75 and the hospital, non-residential uses will entail support to the traveling public, services for the nearby residential communities, and enhancement of medical-related activities. A variety of housing types are allowed given nearby employment opportunities. This district promotes and incorporates streetscape improvements, landscape and architectural themes, wayfaring signage, and other design features." This proposed use is a prime example for what has been envisioned within the Laurel West zoning district. The character and functionality of this proposed use aligns with the goals established throughout this section of Laurel Rd.

Overall, the Applicant has undergone a thoughtful design of the site, which mitigates any potential adverse impacts on the nearby single-family residential homes and exceeds the County's compatibility requirements. In doing this, the site plan shows the building massing centralization towards the north of the site (while still retaining required setbacks), which helps to facilitate pedestrian-oriented traffic towards the existing commercial uses within the Plaza Venezia shopping center to the north of the site. This design consideration is beneficial in that it provides for a more vibrant commercial experience while also maximizing compatibility.

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The character of this area is an important consideration through the analysis of this proposed hotel use. As identified in the graphic below, the site is largely surrounded on the east side by medical professional services. This makes the area a prime candidate for temporary residences for both visitors and working medical professionals. Another important consideration is the site's proximity to I-75. It is important for hotel uses to be near major travel corridors because of the convenient access to travelers. Proximity to highways offers travelers efficiency while also benefiting local businesses and commercial retailers. Hotels provide minimal long-term impact to overall character of a community, but positive economic impact for the surrounding area and provide a need for temporary housing for visitors and workers. To the north of the site is a well-established commercial shopping center that is similar in intensity but provides positively reciprocal functions to this proposed use.



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**Compatibility with Existing Development**

Careful consideration has gone into the selection of this site for this specific type of development. The proposed development of a hotel is well suited for this location for two main reasons. First, its proximity to transportation corridors that can enhance the accessibility to and from the site. Second, its existing zoning and location that protects and enhances existing development in the area. The proposed hotel development has been analyzed for compatibility with surrounding uses.

*i. Protection of single-family neighborhoods from the intrusion of incompatible uses.*

The site is not directly abutting any single-family neighborhoods. As shown in the annotated aerial in the above section, the sole single-family residential development within proximity to the site is to the south. This single-family development is located approximately ¼ mile south on Pinebrook Rd from the subject site. The site, while internally buffered through the Laurel West zone district standards, also buffers this single-family residential neighborhood by a 10.3-acre drainage reservoir. This reservoir is identified within the overall stormwater management plan for this area.

The proposed hotel is compatible with its proximity to the residential uses in the Laurel West zoning district because it enhances the area's vibrancy and economic vitality while maintaining a balance between public and private spaces. Hotels can provide amenities, such as restaurants, shops, and recreational areas, that benefit both residents and visitors. Additionally, hotels typically have transient occupants, which reduces long-term impacts on neighborhood dynamics, while their operations often align with the same urban planning goals of walkability, access to public transportation, and promoting a lively, safe community. The co-location of residential and hotel uses encourages a more dynamic and efficient use of land, creating a diverse environment that supports both local residents and the tourism economy.

*ii. Prevention of the location of commercial or industrial uses in areas where such uses are incompatible with existing uses.*

The Laurel West zoning district calls for and supports this exact type of commercial development, and a proposed hotel at this site provides a missing piece for this overall area. As stated in the City's Land Development Code, "The Laurel West district supports a mix of uses, although it is envisioned to be primarily non-residential in nature. Due to the proximity of I-75 and the hospital, non-residential uses will entail support to the traveling public, services for the nearby residential communities, and enhancement of medical-related activities." The commercial nature of this proposed development plays well with the existing commercial that can help to serve transient visitors as well as provide temporary residences for traveling medical professionals. The proposed development of a hotel in this outparcel is an ideal fit that can have a mutually beneficial relationship with its surrounding uses.

*iii. The degree to which the development phases out nonconforming uses in order to resolve incompatibilities resulting from development inconsistent with the current Comprehensive Plan.*

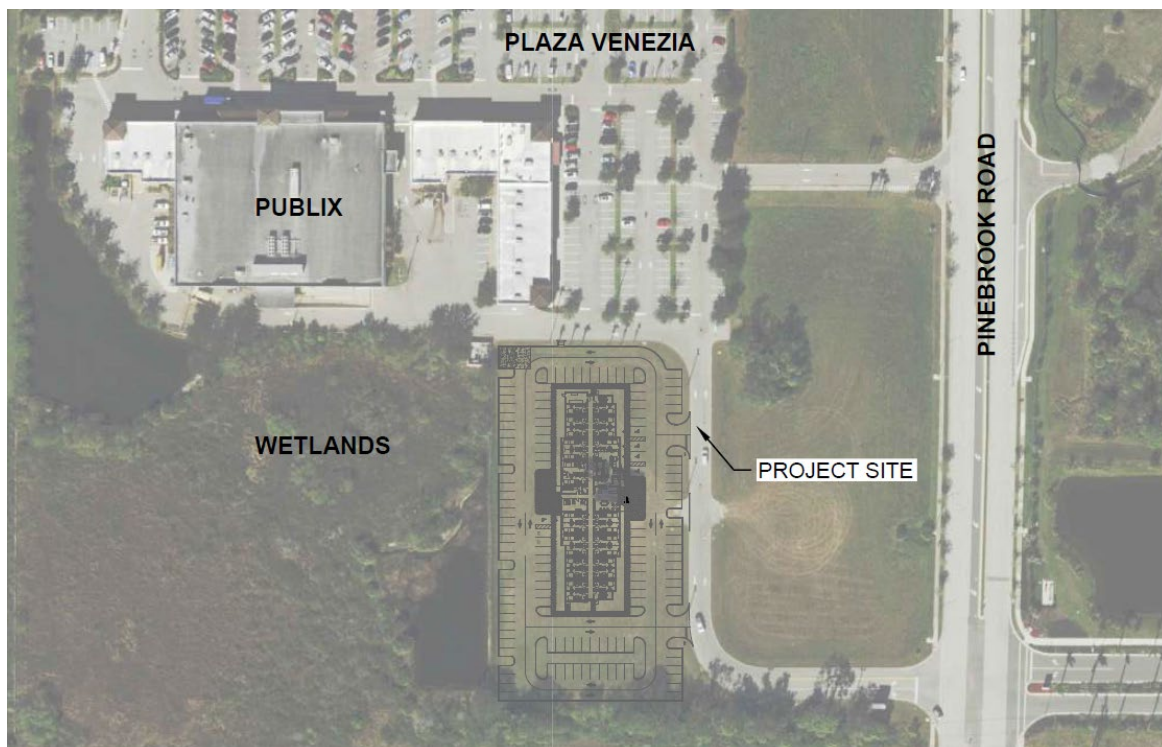
The proposed project does not have any nonconforming uses. Instead, the proposed project seeks to enhance the goals of the Laurel West zoning district by creating a hotel that can serve multiple functions within this area. The proposed use can accommodate a high turnover of guests, ensuring continuous use of space, which generates economic activity through tourism, business travel, and



## COMPATIBILITY ANALYSIS

related services such as dining, retail, and events. Moreover, hotels often include amenities like conference centers, gyms, and restaurants that serve both guests and the broader community, contributing to the vitality of the surrounding area, including the medical uses directly surrounding the site. By integrating these various uses within a compact footprint, hotels support higher land productivity and create a vibrant, dynamic environment that benefits both visitors and local residents.

As an addition, it is still important to consider any potential perceived incompatibilities. As identified in the site plan seen below, the massing of the building is located on the northern portion of the site in order to provide connectivity to nearby commercial uses and steer the hotel towards its commercial neighbors to the north. Centralizing the hotel towards already well-established commercial area along Laurel Rd allows for increased walkability for temporary visitors, greater buffering to the south of the site, and greater recognition from the Laurel Rd / Pinebrook Rd intersection.



## COMPATIBILITY ANALYSIS

- iv. *Densities and intensities of proposed uses as compared to the densities and intensities of existing uses.*

The subject site is completely within and surrounded by the Laurel West zoning district. The project is proposing a hotel that is fully conforming to the standards of this district. The densities and intensities of existing uses are comparable to the proposed project.

Further consideration was taken regarding the height of the proposed use on the subject site and the surrounding heights of existing uses. The proposed height for the hotel use on the subject site is 46' (this is the maximum allowed height within the Laurel West zoning district).

The following are nearby heights of existing uses:

**Publix shopping center to the North:** 46' (by right), 75' through height exception

**Residential to the South:** 35' (by right), but up to 57' with exception max

**Sarasota Memorial Hospital to the East:** 5 stories (Existing)

**Multifamily to the West (The Reserve at Venice):** 3 stories (Existing)

**COMPATIBILITY ANALYSIS****Findings and Summary**

This memorandum has reviewed the compatibility of the proposed Hyatt Studios Venice with the surrounding area and analyzed the development in conjunction with the City of Venice Land Development Code Section 1.2. – Common Review Procedures for compatibility.

The character and design of the proposed project carefully conforms to the standards set within the Laurel West Zoning District, of which the site is within and completely abutting. The proposed use on this site aligns directly with the purpose and intent set out within the City's Land Development Code for the Laurel West zoning district. Careful consideration on building placement has been made to centralize the massing of the building towards the north of the site in order to enhance walkability of patrons staying on site as well as provide even greater buffering on the site's southern end. The character of the proposed development will both benefit from the surrounding existing uses as well as provide a greatly needed asset to this area that is within direct proximity to the interstate and a major hospital.

Extracted from the Land Development code, a set of considerations were analyzed to determine compatibility of this use at this specific location. The protection of single-family neighborhoods was at utmost consideration throughout the compatibility analysis. As noted, there is only one single-family neighborhood located approximately ¼ mile from the subject site. This neighborhood is buffered by a master planned drainage reservoir and dense landscaping. This proposed commercial use was analyzed to consider its compatibility with existing surrounding uses. The proposed use has been found to be mutually beneficial and aligns with the purpose and intent of the Laurel West zoning district. Finally, any nonconformities that may be seen within the proposed development plan as well as surrounding heights were taken into consideration to determine the compatibility with existing uses throughout the Laurel Rd / Pinebrook area. Overall, this proposed project is compatible with existing and surrounding development.

Thank you for your consideration. If you have any questions, I can be reached by phone at 941.379.7600 or directly by email at Philip.DiMaria@kimley-horn.com.

Sincerely,



Philip DiMaria, AICP, CNU-A & Patrick Tichenor, Project Manager

Agents