

March 24, 2025

PROJECT NARRATIVE

GZ Tower Hotel - MPL2025-10012

5600 Major Boulevard, Orlando, Florida (PID 18-23-29-5502-00-010) ("Subject Property")

On behalf of the owner ("Owner") of the Subject Property located at 5600 Major Boulevard, we hereby submit the enclosed site plan package seeking to amend the previously approved master plan for a 174-room multi-family structure with ground floor commercial spaces and parking. By way of this Master Plan Amendment application, the Owner proposes to construct two (2) hotel towers in a two (2) phase project that will ultimately provide 303,372 square feet of floor area, which translates to a floor area ratio ("FAR") of 4.0 on the 1.74-acre (75,843 square foot) Subject Property.

The Subject Property is in the AC-3 zoning district with a compatible future land use designation of Metropolitan Activity Center. The proposed hotel development is permitted in the AC-3 district and is consistent with the purpose of the AC-3 zoning district which is "intended ... for large, concentrated areas of residential, commercial, office, industrial, recreational, and cultural facilities at a scale which serves the entire metropolitan area, and at the highest intensities to be found anywhere out of the Downtown Orlando." The Owner respectfully submits that the proposed amended master plan conforms with all applicable use regulations and performance and design standards set forth in Chapters 58, 60, 61 and 62 of the City of Orlando ("City") Code of Ordinances ("Code").

Notably, Section 58.1101 of the City Code allows for intensity bonuses and total maximum FAR of 4.0 on the Subject Property. The criteria for FAR bonuses are set forth in Code Section 58.1103(a)-(d). The proposed FAR bonus satisfies the criteria as follows:

- (a) The proposed FAR bonus and resulting development will be adequately served by existing public infrastructure and services, and all applicable concurrency requirements are met.
- (b) The development includes hotel, restaurant, and retail uses. The secondary uses of restaurant and retail uses will comprise more than 10% of the overall floor area of the project. Phase 1 includes 233,372 square feet of overall floor area, with 7,000 square feet of restaurant, 7,000 square feet of retail, and a 3,000 square foot spa. Phase 2 will involve another 70,000 square feet of floor area with at least 13,337 square feet devoted to a secondary use (such as retail, restaurant, or office) to maintain the required minimum 10% secondary use (i.e., 30,337 square feet).
- (c) As noted, the Subject Property is located within the most intense zoning district outside of the City's downtown core. The proposed project fits within the development pattern of the surrounding vicinity which includes many other hotels with similar building mass as well as many major attractions, such as the Universal Studios and Island of Adventure theme parks.
- (d) As indicated above, the proposed development is consistent with all applicable design regulations and performance standards applicable to the Subject Property.

Based on the foregoing, the Owner respectfully request approval of the proposed Master Plan Amendment.