



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE SITE PLAN FOR PRIME SQUARE DORAL, FOR THE PROPERTY LOCATED AT THE SOUTH OF NW 74 STREET AND WEST OF 102 AVENUE IN THE CITY OF DORAL, FLORIDA, PURSUANT TO SECTION 53-184(F) OF THE CITY'S LAND DEVELOPMENT CODE; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

Prime Square Doral Development, LLC,¹ a Florida Limited Liability Company (the "Applicant"), is requesting site plan approval for the Property located at located at the South of NW 74th Street and West of 102nd Avenue, further identified by Miami-Dade County Property Appraiser by Folio No. 35-3017-001-0180 & No. 35-3017-001-0190 (the "Property") in the City of Doral (the "City"). The Applicant presented the site plan application at a properly noticed zoning workshop held on January 22, 2025. The objective of the workshop was to inform city residents of the request, present additional details and consider the public's feedback on the project.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

¹ Original applicant was Holdings of Christopher, LLC, however the property was subsequently acquired by Prime Square Doral Development LLC

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.			
2.			
Total:			
Fiscal Impact Statement: The proposed item has a fiscal impact on revenues and/or expenditures of \$ <u>0</u>			

STRATEGIC PLAN ALIGNMENT:

The proposed project is going to further the “Revenue Growth” strategic goal of the City of Doral Strategic Plan (2023), by increasing the property value, thereby adding new revenues to the city’s property tax base and fees. It is important to note that the additional tax revenues may be used to fund the infrastructure projects in the five-year capital improvement program (CIP).

ATTACHMENT(S):

- A. Exhibit A – Application and Letter of Intent
- B. Exhibit B – Site Plan
- C. Exhibit C – DERM
- D. Exhibit D – DSWM
- E. Exhibit E – Traffic
- F. Resolution



Memorandum

Date:	December 10, 2025
To:	Honorable Mayor and Councilmembers
From:	Zeida Sardinas City Manager
Department:	Michelle M. Lopez The Corradino Group Interim Planning & Zoning Director
Subject:	Prime Square Doral – Site Plan

Introduction

Prime Square Doral Development, LLC, a Florida Limited Liability Company (the “Applicant”), is requesting approval of a site plan for the development of the property located at the South of NW 74th Street and West of 102nd Avenue, further identified by Miami-Dade County Property Appraiser by Folio No. 35-3017-001-0180 & No. 35-3017-001-0190 (the “Property”) in the City of Doral (the “City”). The proposed development includes three buildings, totaling approximately ±45,682.39 SF of floor area, dedicated to retail, office, and restaurant uses.

This site plan application is being submitted concurrently with a rezoning application (2nd reading). The Applicant is proposing a rezoning from Industrial Commercial (IC) to Corridor Commercial (CC) for the northern parcel (35-3017-001-0180) and from General Use (GU) to Corridor Commercial (CC) for the southern parcel (35-3017-001-0190). Supporting documentation, including the letter of intent and formal application, is provided in Exhibit A.

Public Advertisement

The public notice was advertised (legal advertisement) in Miami-Dade County's designated publicly accessible website at least 14 calendar days prior to the proceeding (Council Meeting).

Property Information

Table I provides a brief overview of the subject project.

Table I		
Prime Square Doral – Site Plan		
Property Information		
	General Information	Responses
1	Project Name	Prime Square Doral
2	Applicant	Prime Square Doral Development LLC
3	Acres	± 3.25 acres
4	Location	Located south of NW 74 th Street and west of 102 nd Avenue
5	Folio Numbers Associated with Project	35-3017-001-0180 (north parcel) & 35-3017-001-0190 (south parcel)
6	Existing Future Land Use Category	Business (B)
7	Existing Zoning District	Industrial Commercial (IC) (north parcel) & General Use (GU) (south parcel)
8	Code Compliance Violation	N/A

Source: City of Doral, Planning and Zoning Department (2025).

Zoning/Land Use/Neighborhood Analysis

Table II provides an overview of the land uses surrounding the Property.

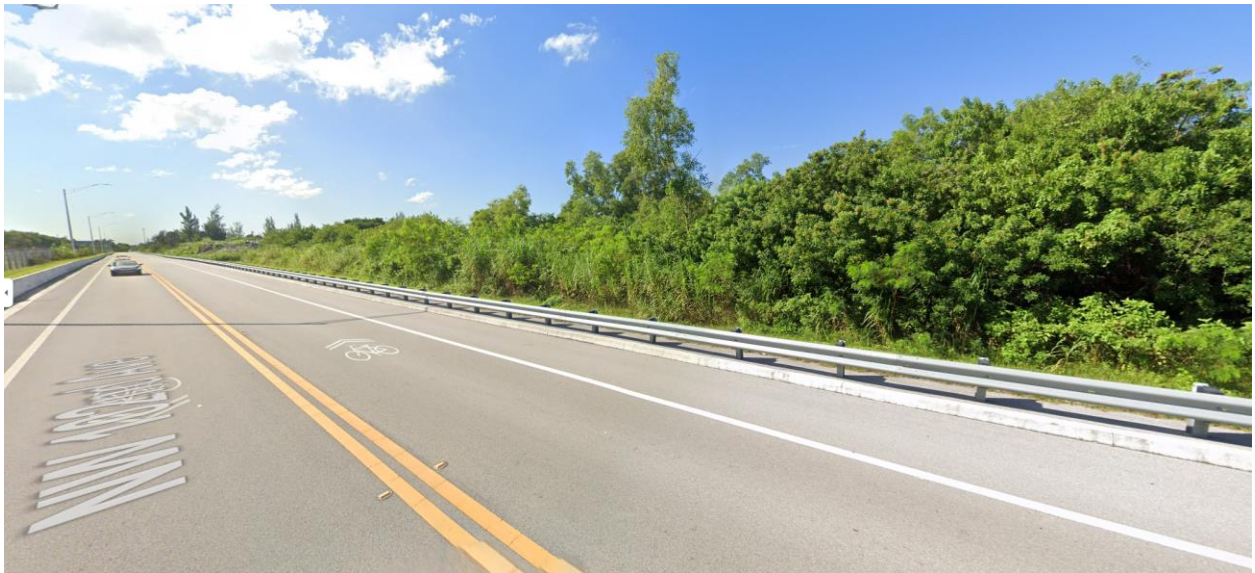
Table II				
Prime Square Doral – Site Plan – Neighborhood Analysis				
Adjacent Land Uses and Zoning Districts Matrix				
Area	Adjacent Uses	Future Land Use Categories	Zoning Districts	Overlay
North	Vacant parcel	Institutional and Public Facility (IPF)	General Use (GU)	None
South	Vacant parcel	Business (B)	General Use (GU)	None
East	Covanta waste energy plant (not in operation)	Institutional and Public Facility (IPF)	General Use (GU)	None
West	Lake & residential community	Low Density Residential (LDR)	Planned Unit Development (PUD)	None

Source: City of Doral, Planning and Zoning Department (2025).

Figure I. Existing conditions of the subject site:

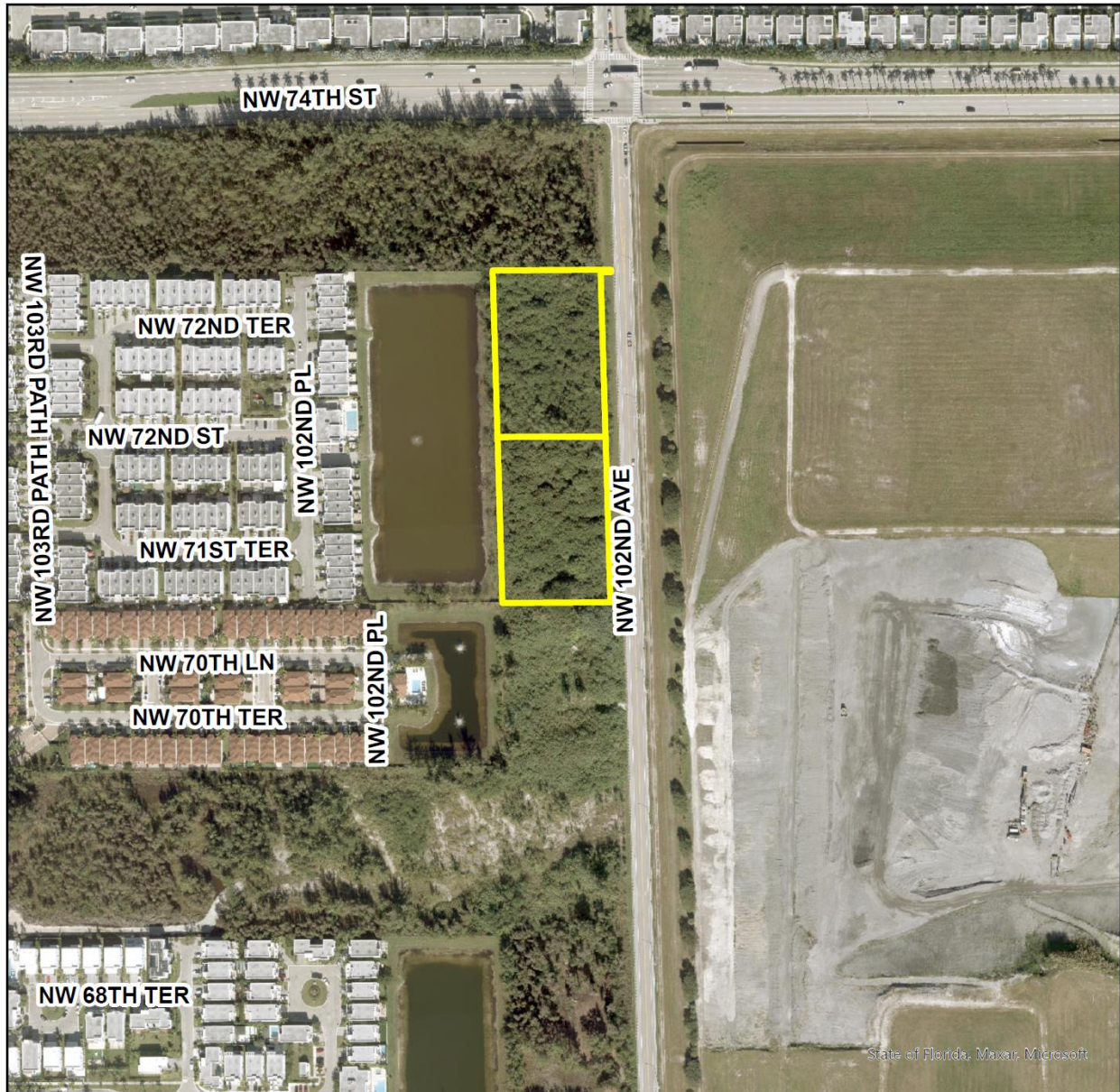


View towards NW 102nd Avenue and NW 74th Street



View towards NW 102nd Avenue and NW 66th Street

Figure II. Illustrates the Property location in the aerial map:



City of Doral



Legend
■ Subject Property



Planning & Zoning Department
Prime Aerial Map

1/6/2025

Background

Site Development:

Prime Square Doral Development LLC (the “Applicant”), is requesting approval of a site plan for the development of the property located at the South of NW 74th Street and West of 102nd Avenue, further identified by Miami-Dade County Property Appraiser by Folio No. 35-3017-001-0180 & No. 35-3017-001-0190 (the “Property”) in the City of Doral (the “City”).

The Property spans approximately ±3.25 acres. The Applicant intends to develop the property to include three buildings, comprised of approximately ± 45,682.39 SF of floor area, dedicated to retail, office, and restaurant uses. The Applicant presented the site plan application at a properly noticed zoning workshop held on January 22, 2025. The objective of the workshop was to inform city residents of the request, present additional details and consider the public’s feedback on the project.

Rezoning Request:

Prime Square Doral Development LLC ("Applicant"), is seeking approval to rezone two contiguous parcels located South of NW 74th Street and West of 102nd Avenue in the City of Doral, Florida (the “City”). The parcels are identified by the Miami-Dade County Property Appraiser as Folio Numbers 35-3017-001-0180 and 35-3017-001-0190 (collectively referred to as the "Property").

The Applicant proposes the following zoning changes:

- **Northern parcel (Folio No. 35-3017-001-0180):** From Industrial Commercial (IC) to Corridor Commercial (CC)
- **Southern parcel (Folio No. 35-3017-001-0190):** From General Use (GU) to Corridor Commercial (CC)

To engage the community and share project details, the Applicant hosted a duly noticed zoning workshop on January 22, 2025. The purpose of the workshop was to inform residents, present additional information about the proposed rezoning, and receive public input regarding the project.

The 2nd reading of the rezoning request is scheduled for the December 10, 2025 council meeting.

Staff Analysis

Comprehensive Plan Consistency Review

The Property is designated Business (B) by the City’s Comprehensive Plan Future Land Use Map (FLUM). The Business (B) category accommodates the full range of sales service activities including retail, wholesale, personal and professional services, commercial and professional offices, hotels, motels, hospitals, theaters, medical buildings, nursing homes, entertainment and cultural facilities, amusement and commercial recreation establishments and university and

college facilities. Building height is limited to no more than six (6) stories and landscaped open space must comprise a minimum of 15% of a project site. Floor area ratio (FAR) is limited to 0.5 for the first floor and 0.25 for every additional floor, exclusive of structured parking. In the Business land use strip immediately west of the Miami-Dade County Resource Recovery Facility along (theoretical) NW 102nd Avenue, uses that exhibit 24-hour site usage such as hotels, motels, hospitals, and nursing homes are not allowed.

The proposed development features a Floor Area Ratio (FAR) of approximately 32%, remaining well within the 50% maximum coverage permitted under the Business (B) zoning designation. The project also adheres to height regulations, with a proposed maximum building height of three (3) stories. Additionally, it allocates approximately 23% of the site to landscaped open space, exceeding the minimum requirement of 15%. Collectively, these elements demonstrate the proposal's consistency with the goals and regulatory framework established in the City's Comprehensive Plan.

Land Development Regulations Consistency Review

The Property is currently zoned Industrial Commercial (IC) on the northern parcel and General Use (GU) on the southern parcel by the City's Official Zoning Map. The purpose of the Industrial Commercial District (IC) is to provide for uses with commercial and industrial in nature and that are near major roadways. If a neighborhood in the general use district (GU) is predominantly one classification of usage, the director of the planning and zoning department shall be governed by the regulations for that class of usage in determining the standard zoning regulations to be applied, including setbacks, yard areas, type of structures, height, limitations, use, etc. For the purposes of this section, the term "trend of development" means the uses which predominate in adjoining properties within the general use district (GU) which because of their geographic proximity to the subject parcel make for a compatible use.

However, there is a rezoning application tied to this site plan application which is intended to pass on the second reading at the December 10, 2025, council meeting. As previously stated in this document, the application contains two contiguous parcels; the Applicant is proposing a rezoning from Industrial Commercial (IC) to Corridor Commercial (CC) for the northern parcel (35-3017-001-0180) and from General Use (GU) to Corridor Commercial (CC) for the southern parcel (35-3017-001-0190). Rezoning to Corridor Commercial (CC) will align the zoning with the future land use categories as established in Land Development Code Section 53-42 - Land Use Categories.

The purpose of the Corridor Commercial District (CC) is to provide for medium to high-intensity business uses on major corridors and prime commercial areas. The proposed site plan is consistent with Chapter 68, Article IV Commercial Districts, Division 3 Corridor Commercial (CC), Sec. 68-383 Permitted Uses-Generally, of the City's Code which allows for retail services. Furthermore, Sec. 53-128. - Use compatibility table, permits retail uses in Corridor Commercial (CC) districts.

The Land Development Code setbacks for the Corridor Commercial (CC) include: a twenty (20) feet setback for the front, fifteen (15) feet setback for the side street, and a five to fifteen (5 -15) setback for the side interior and rear (*5 ft. setback where adjacent property is either commercial, business and/or office district; 15 ft. setback when abutting residential district for the interior side & rear setback). The proposed front setback is \pm twenty feet 20'-0" (from Building's 'A' & 'B' to the property line), the proposed interior side setbacks are \pm eighty two feet 82'-0" (from 'Main Building' to the property line), and the proposed rear setback is \pm fifteen feet 15'-0" (from 'Main Building' to the property line).

The site encompasses approximately 141,940 square feet. Per code, the maximum allowable building coverage is 50%. The proposed development covers roughly 32% of the site, equating to \pm 45,682.39 square feet, and remains well within the permitted limit.

In terms of open space, the code requires a minimum of 17% for Corridor Commercial (CC) districts. The proposed design offers approximately 23% open space, or \pm 32,052 square feet.

The maximum permitted building height within the Corridor Commercial (CC) District is a six-story building. The proposed three-story building with a proposed height of 51'-8" (to top of parapet) complies with this regulation. The project also adheres to applicable Floor Area Ratio (FAR) requirements. While the code stipulates FAR thresholds of 0.5 and 0.25, the proposed FAR of \pm 32.18 falls within the allowable range as 45,682.39 square feet is the proposed footprint for the property. The parking provisions also meet the requirements based on the site's designated uses and total square footage. While 221 regular parking spaces are required, the development offers 224 spaces, thereby exceeding the minimum and ensuring sufficient on-site parking. The proposed parking distribution consists of the following: 100 parking spaces located on the garage structure and 124 surface parking spaces; the parking spaces also comply with dimension requirements per code. The project also incorporates 5 ADA and 5 loading spaces for a total of 234 parking spaces (224 regular, 5, ADA, & 5 loading).

Land Development Code Sec. 77-139. - Required off-street parking spaces:

Retail: One space per 250 square feet of the gross floor area or fraction thereof.

Restaurant: One space per 45 square feet of patron area.

Office: One space per 300 square feet of gross floor area or fraction thereof

Table III. Parking

Uses & Square Feet	Required Spaces	Provided Spaces
Retail (31,414 sq. ft.)	126	
Restaurant (1,414 sq. ft)	31	
Office (19,328 sq. ft.)	64	
Total	221 Required	224

The required/proposed Land Development Code development standards are listed in the following Table IV:

Development Standards for the Corridor Commercial			Provided
Maximum Floor area ratio (FAR)	0.5 – 0.25		±32.18
Maximum height	6 stories		±51'-8" to top of parapet (3 stories)
Minimum lot area	1 acre		±141,940 sq. ft. (3.25 acres)
Minimum lot width (ft.)	100' ft.		±215' ft.
Maximum building coverage (pct.)	50%		±32%
Minimum open space (pct.)	17%		±23%
Minimum building setback (ft.)	Front	20' ft.	±20'-0" ft.
	Side street	15' ft.	N/A
	Side interior	5' to 15' ft.	±82'-0" ft.
	Rear	5' to 15' ft.	±15'-0" ft.

*5 ft. setback where adjacent property is either commercial, business and/or office district; 15 ft. setback when abutting residential district – side interior & rear.

The following is an evaluation of the site plan review standards:

a. Consistency with Comprehensive Plan:

The Business (B) future land use category accommodates the full range of sales service activities including retail, wholesale, personal and professional services, commercial and professional offices, hotels, motels, hospitals, theaters, medical buildings, nursing homes, entertainment & cultural facilities, amusement and commercial recreation establishments and university and college facilities.

b. Promote better site design:

The project incorporates a range of thoughtful design elements, including landscaped areas, bicycle racks, and cohesive architectural features that reflect the proposed retail and office uses. In addition, the building coverage remains below the allowable limit. These design choices are instrumental in managing stormwater runoff, enhancing the site's greenery, and contributing to the overall beautification goals of the City.

c. Integration of project more effectively into their surrounding environment:

The area features a mix of residential, Industrial Commercial (IC), Corridor Commercial (CC), and General Use (GU) zoning, indicating a growing trend toward commercial development. This blend of zoning types suggests that the zone is well-positioned for expanding business opportunities while maintaining a balance with existing land uses. Additionally, rezoning to Corridor Commercial (CC) will align with the area's Future Land Use category designation of Business (B).

d. Enhance property value:

The architectural and urban design of the project is poised to act as a catalyst for future development in the surrounding area. By setting a high standard for quality and cohesion, it is expected to positively influence property values across nearby residential neighborhoods and emerging commercial zones.

e. Ensure harmonious relationship among buildings, uses and visitors:

The project's architectural and landscape design is thoughtfully crafted to promote visual and spatial harmony with the surrounding environment. Its cohesive and context-sensitive approach not only enhances the existing character of the area but also has the potential to inspire and attract future commercial development in the adjacent parcels zoned for commercial activities.

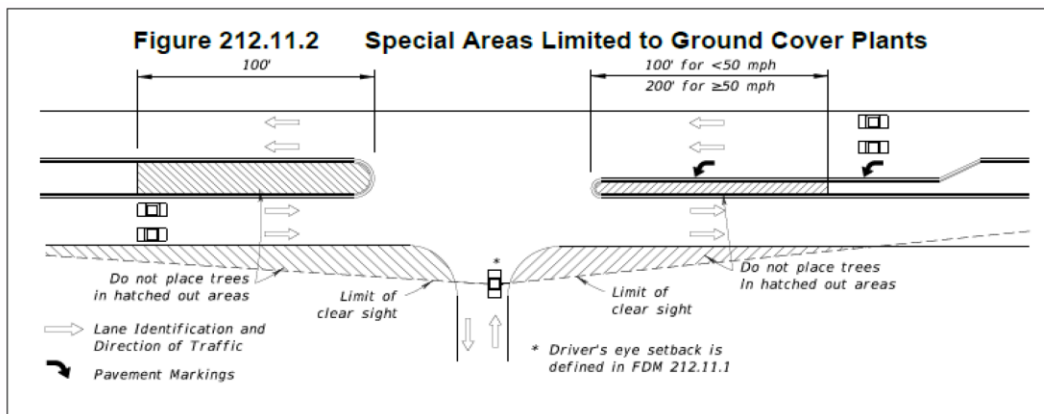
f. Protect health, safety and welfare of our residents and visitors:

The project will showcase a thoughtfully designed landscape that enhances the site's aesthetics while supporting stormwater management and safety. Additionally, the front sidewalk, complemented by pedestrian furniture & lighting, will promote a safer and more accessible environment for all users.

g. Address traffic concerns:

The City of Doral Public Works Department recommends approval. Miami Dade County Department of Transportation and Public Works (DTPW) have reviewed the subject application and have approved with the following condition requirement:

I. According to the latest FDOT FDM manual Section 212.11.6, trees may not be placed within the hatched-out areas of the sight triangles, as shown in the figure below.



h. Consistent with the Standards and/or regulations of approved Master Development Agreements, Pattern Books and Conceptual Site Plan associated with CMU, DMU, TND and PUD projects:

The project is not part of an approved Master Development Agreement, or a site plan associated with CMU, DMU, TND or PUD Developments.

Level of Services Evaluation

Public Facilities Levels-of Service (LOS) Review

Pursuant to Objective 10.4 and Policy 10.4.2 of the City’s Comprehensive Plan, all new development and redevelopment must maintain the adopted Level-of-Service (LOS) standards for public facilities. New development orders shall be issued only when available public facilities and services needed to support the development will be available concurrent with the impacts of the development. Table V provides information on public facilities and applicable agency reviews.

Table V LOS Standards

Public Facility	LOS Standard	Agency Review	Response
Potable Water	126.82 gallons per capita per day	Miami-Dade Water and Sewer Department (WASD)	DERM Memo (see Exhibit C)
Sanitary Sewer	100 gallons/capita day	Miami-Dade Water and Sewer Department (WASD)	DERM Memo (see Exhibit C)
Stormwater Drainage	Post-development runoff shall not exceed the pre-development runoff rate for a 25-year storm event, up to and including an event with 24-hour duration	Miami-Dade Department of Regulatory & Economic Resources	DERM Memo (see Exhibit C)
Solid Waste	9.4 pounds/capita/day	Miami-Dade Department of Solid Waste	Dept. Solid Waste Memo (see Exhibit D)
Recreation and Open Space Lands	4.5 acres per 1,000 residents	City of Doral Planning and Zoning Department	(not applicable)
Transportation	All major County roadways must operate at LOS D or better, except where mass transit service having headways of 20 minutes or less is provided within ½ mile distance, then a roadway shall operate at or above LOS E at peak hour.	Miami-Dade Department of Transportation and Public Works and the City of Doral Public Works Department	City of Doral Public Works Department Memo (see Exhibit E)
Public Schools	100% utilization of Florida Inventory of School Houses (FISH) capacity (with relocatable classrooms).	Miami-Dade Public County School	Miami-Dade County Public Schools (not applicable)

Source: City of Doral. Planning and Zoning Department (2025).

Potable Water, Sanitary Sewer, and Solid Waste

Pursuant to Section 163.3180(1), Florida Statutes, sanitary sewer potable water, solid waste and drainage are the only public facilities and services subject to the concurrency requirement on a statewide basis. In the City of Doral, Miami-Dade County Water and Sewer Department (WASD) is responsible for providing potable water and sanitary sewer services, while Miami-

Dade County Department of Solid Waste Management (DSWM) provides waste collection services. Both WASD and DSWM have reviewed the application and have no objections to the site plan. A copy of DERM and Solid Waste Management memorandum are provided in “Exhibit C” and “Exhibit D.”

Recreation and Open Space

The proposed project will not incorporate residential uses. Therefore, the recreation and open space LOS standard does not apply.

Transportation

The City of Doral Public Works Department has reviewed the subject application and recommends approval.

Public Schools

The proposed project does not incorporate residential uses. Therefore, the public schools LOS standard does not apply.

Recommendation

Staff respectfully request that the Mayor and City Councilmembers APPROVE the proposed site plan for the Doral Prime Square - Site Plan located at the South of NW 74th Street and West of 102nd Avenue, further identified by Miami-Dade County Property Appraiser by Folio No. 35-3017-001-0180 & No. 35-3017-001-0190 (the “Property”) in the City of Doral (the “City”).