

*Viking Sales & Service Center
Valhalla Boat Sales*

*City of Riviera Beach
Site Plan Review
Project Narrative
December 2, 2021
Revised – April 15, 2022*

Request/Location

On behalf of the Owner, J.S. Family Holdings, Inc., Gerald Properties, LLC, and Fish House Properties, LLC, 2GHO, Inc. acting as agent, request site plan and plat approval to allow for a marine facility featuring general industrial, warehouse, storage, office and retail uses. Please note, the above mentioned ownership entities are all under the Viking Yacht Company.

The subject project site is 3.32± acres and is located between East 16th and East 14th Streets to the north and south, Avenue “C” to the east, and North Broadway Ave to the west. Further, the site has a land use designation of Downtown Mixed Use, and a zoning designation of DC; Downtown Core.

Compatibility with Surrounding Uses:

The project site is bordered by E. 16th Street, N. Broadway Ave, Avenue “C”, and 15th Street. The proposed project is compatible with the surrounding area, as the majority of properties support existing marine related uses.

Property	Zoning	Land Use
<i>Subject Property</i>	DC, Downtown Core	DMU – Downtown Mixed Use
North (E. 16 th Street)	DC, Downtown Core	DMU – Downtown Mixed Use
South (E. 14 th Street)	DC, Downtown Core	DMU – Downtown Mixed Use
East (Avenue C)	DM, Downtown Marine DC, Downtown Core	WW – Working Waterfront DMU – Downtown Mixed Use
West (Broadway Avenue)	DC; Downtown Core	DMU – Downtown Mixed Use

Overview of Viking Operations in the City of Riviera Beach

When the Viking Yacht Service Center in Riviera Beach opened in 2002, the plan was simple. Knowing that 70 percent of Viking Yacht owners pass through the Palm Beach area in the course of a year, the company understood that the time was ripe to provide their owners with a convenient location featuring every modern amenity a boat owner might need to maintain the yacht in Bristol fashion. Additionally, they wanted to have a central location for Viking warranty work, and above all, deliver a level of service that made the boatyard experience a pleasurable one.

To bring their vision to fruition, Viking Yachts purchased the Old Slip Marina, and installed new floating docks. A new 150-ton Travelift was purchased and a 125-foot by 150-foot open end building with 50 feet of overhead clearance for tower boats was built. A three-story building also was constructed with service bays and office space. The response was immediate and the yard quickly gained a reputation for its excellent service and commitment to owner satisfaction. With sister companies, Atlantic Marine Electronics and Palm Beach Towers on the premises, the Viking Service Center became a one-stop solution for routine maintenance, engine and generator overhauls, major renovations, mechanical, carpentry, fiberglass and electrical reparations. With skilled shipwrights and Viking trained technicians, they could serve the customers the best way they knew how: **the Viking way.**

As the Viking Yacht Service Center's reputation grew, owners of other production boats and custom yachts sought out the yard's professional expertise. To accommodate a growing customer base, Viking purchased a second waterfront facility, a few docks north of the Viking Yacht Service Center on the Intracoastal Waterway, and flagged it as the Viking International Yacht Center. The expansion allowed AME and PBT to move into larger surroundings as their operations grew, as well as provided a base for shipping overseas to coincide with an emerging international business.

With two full service yards, they are now able to offer the entire boating community the same expert care and attention to detail that Viking Yacht owners have been enjoying for years.

Proposed Project

Viking Yacht Company has taken extreme effort to ensure their clients have everything they need at their disposal. This project is no different. Viking's primary concern is providing their customers a unique, and convenient method to maintain their yachts in a way that is satisfactory to the owner. As the business continues to grow, and evolve the Owner offers the subject project for the City's consideration.

The Valhalla Sales and Service Center intends to add to the already exquisite service options Viking offers their customers. Since its inception in 2019, the Valhalla line has established itself as the world leader in semi-custom high-performance luxury center consoles. Created, owned, and operated by the Viking Yacht Company, the legendary builder of the world's finest sportfishing yachts, Valhalla offers four center consoles from

33 to 46 feet in its game-changing V Series, and requests to develop a facility to market these extraordinary vessels.

The proposed project is best viewed when looked at as two sites; the facility site, and the parking site. The proposed uses total 44,893.98 square feet, and remain within the allowable FAR threshold by providing 0.51, below the 2.0 maximum. Additionally, the proposed buildings are within the four story height requirement, and the project provides 37% building coverage.

Proposed Use Breakdown

Use	Square Footage
Office and Retail	20,661.24
Warehouse and Storage	15,000.70
Industrial	9,232.04
Total	44,893.98 sf

Facility Site

The facility site is located south of East 16th street, and will be the location where the primary functions of Valhalla Boat Sales occur. The Facility site consists of two buildings and provides for 3 ingress points; one on E. 16th Street, one on 15th Street, and one on Avenue C. While 2 access points provide for ingress/egress, access from Avenue C is limited to ingress only. Also, the code required aluminum picket fence will be placed around all portions of the site that front along E. 16th Street, Broadway Avenue, and E. 15th Street. The site provides 21 of the required parking spaces on site. Below is an overview of planned operations at each of the proposed buildings at the facility site.

Building “A”:

Building “A” consists of two components; sales and service. The sales portion of the building will function as the sales center/show room for prospective clients interested in the purchase of Viking affiliated vessels. The first floor will be comprised of mainly show room, and office space for the clients and Valhalla representatives to discuss customization options for the vessel being purchased, in addition to other items necessary to the purchasing process. The first floor totals 12,113 square feet, and the second floor is 2,798.33 square feet. Next, an outdoor storage area (covered and uncovered), will be an extension of the building, where it is the Owner’s intent to feature some of the Valhalla and other brands along the Broadway Avenue corridor. Finally, in the service portion of the building, a service/storage area totaling 9,527.96 square feet is proposed for repairs and servicing vessels.

Building “B”

Building “B” is a three story warehouse to be utilized as support to the proposed service area. This building will contain specific parts that would be needed to service all models of the Valhalla and Viking lines. The building will contain a small office space for the use of a foreman, who will oversee the warehouse operation.

Parking Site

The parking site is south of East 15th Street, and will be utilized as an off-site parking lot. As this project is in the CRA, off-site parking arrangements may be provided, as long as sufficient documentation is provided to the reviewing authority.

Consistent with Section 31-539(c)10, of the City's zoning code, the submitted site plan designates the off-site parking lot, and provides for 105 spaces.

Consistency with the Comprehensive Plan:

The subject project is consistent with Policy 1.8.1 as this project provides for a wide range of uses including retail, commercial, and industrial uses. Also, the proposed development has utilized requirements set forth in the Land Development Regulations to ensure compatibility between the uses in a successful downtown environment through the exclusive use of the Downtown Zoning Districts (Downtown Core/Downtown Marine in this case) and will provide for:

- Activation of the Broadway corridor;
- Enhancement of the subject street network;
- Overall beautification of the area, as the proposed development will utilize the majority of two full blocks.

Additionally, the project will adhere to the maximum intensity requirements set forth in the Comprehensive Plan and does not exceed a floor area ratio of 2.0. Finally, the proposed development will be within the maximum impervious area allowed in the Industrial land use category by providing 78%, under the 85% limit.

Consistency with the Zoning Code:

Article III, Section 31-57 of the City of Riviera Beach zoning code states that the purpose of the site plan review process in the City is to ascertain that the development is in conformity with the comprehensive plan, and is not detrimental to the neighboring land uses. Additionally, the site plan review process should determine that the proposed development will be a viable addition to the community.

Further, as the proposed development is within the Downtown Core District, the proposed application directly supports Section 31-536(a) as this project will add development to the commercial center of Downtown Riviera Beach, enhancing the adjacent streets within proximity to the Riviera Beach Marina ensuring public access to the waterfront, by method of adding concrete walks on East 15th street, ensuring pedestrian safety to the adjacent Bicentennial Park.

Consistency with the Riviera Beach Marina District Master Plan

As the designated Master Developer of the Riviera Beach Marina District, the proposed development is consistent with the planning process of the Marina District Plan by leveraging the strengths of Riviera Beach, and capitalizing on site-specific opportunities (ie vacant blocks). The proposed development, utilizing the majority of two blocks, will work in synergistic fashion with the adjacent marine related facilities, and will inherently

create a campus like feel, while still maintaining a pedestrian friendly environment, and access to the adjacent waterfront.

The Marina District Master Plan designates the subject site within the Education and Innovation Campus as the area subdistrict. Located in the northwest portion of the Marina District the proposed development is well positioned to link industry with education, or marine-related research to the ocean. In Viking's long tenure within the City of Riviera Beach, they have remained steadfast in community outreach, by supporting education initiatives in the maritime industries in a number of ways, as outlined below:

1. **Internship Opportunities:** It is typical of Viking to have two interns each summer that work at the service center, as well as AME (the previously mentioned electronics company). There are also opportunities for maritime students to intern and learn about the business, marine safety, and environmental aspects.
2. **Advisory Committee:** Viking has a representative from the company that sits on the advisory board for the Marine Service Technology program at Palm Beach State College (PBSC). Through the years, Viking has extended support in the development of this program by attending meetings and providing information of marine industry needs. With full implementation of the program, Viking has seen success to the degree of extending job offers to the graduates.
3. **Relationships with Higher Education:** Viking maintains relationships with college professors from PBSC, in addition to Broward College Marine Engineering Management program in order to monitor and support the needs of these institutions in a way that produces future talent. Additionally, they plan to have professors from PBSC to spend time at the Viking facility in order to understand what Viking does, and their technical needs so that the professors can better groom students with particular skill sets valuable to the company.
4. **Tours:** Viking annually hosts tours with PBC Leadership Grow (which is known for its impact to our young leaders as they prepare for college careers).
5. **Pre-Apprenticeships:** Viking is signed up with Careersource of Palm Beach County, which has started a pre-apprenticeship program for Marine and Aviation industries.
6. **Local Schools:** Viking has plans to work with Inlet Grove High School in Riviera Beach, which has a Marine Service Technology program. The program was delayed due to Covid-19, but it is something that the company will try to implement in the future.

The above are just a few initiatives Viking has undertaken to ensure continued support and growth of the local marine economy. The proposed Valhalla Sales and Service Center will only strengthen the ability to grow as a local business. Additionally, it will further educational opportunities directly equating in more internship opportunities in a

growing sector of the maritime industry and provide the ability to train and advance interested individuals in sales and marketing, making this proposal directly consistent with the vision of the Marina District Plan.

Building Design:

The style of the architecture is Contemporary Mid-Modern. This style is based on the straightforward structural massing of the building, which is how Mid-Modern building derive their concept massing. This draws on the architectural structure to inform the architectural forms of the building massing. This design style utilizes clean simplicity to create a straightforward design style that has architectural staying power that is more timeless than tied to any one architectural period.

The forms use large glass window walls to create a glass box effect that is bound by a linear solid roof element to cap the box. This reinforces the right-angled forms keeping the project's massing minimal and bold. The canopy element on the front of the building reinforces the linear roof mass and has columns set back to allow the mass to float as an element. Colors are white walls with silver window frames and clear glass to stay in keeping with the clean design look.

This contemporary style will set a tone of modern, up to date, architecture that evokes progress and forward movement that we believe is a good architectural statement to make for the Broadway Corridor re-development.

Site Drainage:

As it relates to drainage, the proposed improvements will be designed to meet the requirements of South Florida Water Management District (SFWMD), FAC 14-86, Article 11 of Palm Beach County's ULDC, in addition to the City's requirements. A proposed exfiltration trench shall be constructed in order to attenuate any adverse impact to the existing drainage systems and to provide the required storm water storage and treatment. Please refer to the Drainage Statement prepared by Kimley Horn and Associates.

Landscaping:

Landscape has been provided as required by Chapter 31 of the Zoning code. Landscape buffer are provided to minimize impacts to adjacent uses and enhance views into the site(s) from adjacent roadways. Parking lot landscape has been designed in accordance with Section 31-539. Foundation planting is provided to enhance building features as required.

Traffic:

The proposed development will not create any adverse impacts on traffic, and will be in conformance with Palm Beach County Traffic Performance Standards. The traffic report contained in this submittal, will also be forwarded to Palm Beach County Traffic Division, and an approval letter will be forwarded to the Development Services upon receipt.

Parking:

As mentioned earlier in this narrative, the proposed uses of office, retail, warehouse, storage, and industrial uses will require a total of 104 spaces. 21 spaces will be provided on the north portion of the project (facility site), while 105 spaces will be provided in a parking lot south of E. 15th Street (parking site), thus meeting the parking requirement.

Conclusion:

This submitted site plan application seeks approval to develop nearly two vacant blocks in a prominent corridor in the City with a marine sales and service facility. This narrative has demonstrated that it is in compliance with the Rivera Beach Comprehensive Plan, applicable sections of the City's zoning code, in addition to the Marina District Master Plan. Additionally, there is no detriment to the surrounding land uses as all of the surrounding properties are designated as Downtown Mixed Use, and Working Waterfront. With that, and on behalf of the Owner, 2GHO, Inc. respectfully request review and approval of the submitted site plan application. The project team at 2GHO, Inc. is George G. Gentile, PLA, Dan Siemsen, PLA, and Alec Dickerson.