

**CITY OF HOLLYWOOD, FLORIDA
DEPARTMENT OF DEVELOPMENT SERVICES
DIVISION OF PLANNING AND URBAN DESIGN**

DATE: December 10, 2024 **FILE:** 24-DP-31c

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Reginald White, MPA, Planner III

SUBJECT: Design and Site Plan review for a new 2,187 Sq. Ft. restaurant located in a Planned Development (PD) zoning district within the Oakwood Activity Center.

REQUEST:

Design and Site Plan review for a new 2,187 Sq. Ft. Taco Bell restaurant and drive-thru located in a Planned Development (PD) zoning district within the Oakwood Activity Center at 2700 Stirling Rd.

RECOMMENDATION:

Forward a recommendation to the City Commission as follows:

Design: Approval.
Site Plan: Approval if the design is granted, with the following conditions:
1. The applicant work with Planning Staff to provide bicycle parking spaces.

BACKGROUND

The subject site comprises approximately 0.67 acres situated at 2700 Stirling Rd within the Oakwood Activity Center. The Oakwood Activity Center was established by the City Commission in June 6, 2021 by way of Ordinance O-2022-04.

On June 7, 2023, the City Commission approved the rezoning of the greater Oakwood Plaza area, including the subject property, from Low Intensity Industrial and Manufacturing (IM-1) to the Planned Development District (PD) through Ordinance O-2023-09. The intention was to facilitate redevelopment, augment use of the property from only commercial use to a higher density mixed-use with a greater focus on pedestrian connectivity. The provisions of the underlying land use, an Activity Center, is intended to increase the City's housing stock, expand the existing commercial footprint of the City and spur economic growth.

A Planned Development (PD) is a strategic land use tool that allows larger tracts to be developed under unified control, providing greater flexibility than conventional zoning. This zoning district intends to support a mix of residential, commercial, and recreational uses, fostering community integration and enhancing overall quality of life. By encouraging efficient land use, PDs reduce infrastructure costs and

create aesthetically pleasing environments. They align with the local Comprehensive Plan and support innovative site planning, making them adaptable for new developments, redevelopments, and conservation efforts, ultimately serving the public interest.

As this property is within a Planned Development District site plan requests must go before the City Commission for final approval. Accordingly, the Planning and Development Board shall forward a recommendation to the City Commission with regards to the requested Design and Site Plan review associated with each phase of development.

REQUEST

The Applicant is requesting a review and approval for the proposed Design and Site Plan of an upgraded Taco Bell restaurant of approximately 2,187 sq. ft with associated drive through lanes and parking areas.

The property currently contains a 2,834 square foot Taco Bell restaurant with a single lane drive-thru facility. The applicant is proposing to demolish the existing Taco Bell restaurant and construct a new 2,187 square foot Taco Bell restaurant with a double lane drive-thru facility that will merge into one lane. The restaurant features a walk-up window order option for pedestrian customers and a covered outdoor seating area at the front of the building. The proposed Taco Bell provides pedestrian access to the front and sides of the building with a sidewalk that connects the building to Stirling Road.

The Oakwood PD is intended to be redeveloped incrementally over time to achieve the long-term vision of the Planned Development District. Understanding that the proposal is relative to a rebuild of an existing fast-food restaurant, Staff has worked closely with the applicant to enhance the proposal's design with regards to pedestrianization and a high standard of architectural design. Notably the proposal provides pedestrian amenities such as logical walkways and a pedestrian service window. Furthermore, the applicant has worked to appropriately locate and screen the new dumpster enclosure. To encourage and uphold the intent of the PD district Staff has provided a site plan approval condition for the provision of bicycle parking spaces.

PROJECT INFORMATION

Owner/Applicant:	Oakwood Plaza LP
Address/Location:	2700 Stirling Rd
Net Size of Property:	29,241 sq. ft. (0.67 acres)
Land Use:	Oakwood Activity Center
Existing Zoning:	Planned Development (PD)
Present Use of Land:	Commercial

Gross Floor Area:	2,187 sq. ft.
Parking	15 spaces

ADJACENT LAND USE

North:	Dania Beach (Not in City Limits)
South:	Oakwood Activity Center
East:	Industrial (IND)

West: General Business (GBUS)

ADJACENT ZONING

North: Dania Beach (Not in City Limits)

South: Planned Development (PD)

East: Medium Intensity Industrial and Manufacturing (IM-3)

West: Medium Intensity Industrial and Manufacturing (IM-3)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Oakwood Activity Center the subject site is surrounded primarily by commercial properties. The goal of the Land Use Element is to *promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property.* The intent of the Oakwood Activity Center land use designation is to *encourage redevelopment or development of areas that are regionally significant. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need to automobile travel, provide incentives for quality development, and give definition to the urban form.* Development of this site enhances the area, encourages redevelopment of the area, and provides a model for new development within the Oakwood Activity Center.

Together the architectural elements create a design that is non-intrusive while establishing a strong design tone for the future development of the Oakwood Activity Center. Furthermore, the design uses landscaping to enhance the property and soften the transition between the building and its context. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape. The building meets all building and parking setbacks.

The project is consistent with the Comprehensive Plan based on the following Objectives:

Land Use Element – Objective 4: *Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses, and tourist areas.*

Land Use Element – Objective 5: *Encourage appropriate infill, redevelopment in blighted areas throughout the City, and economic development in blighted business and tourist areas.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 3, geographically defined by the Dixie Highway to the east, I-95 to the west, Stirling Road to the north and Pembroke Road to the south. This area includes residential neighborhoods, the Oakwood Activity Center, and City Hall. The proposed request is consistent with City-Wide Master Plan based upon the following:

Guiding Principle: *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

Policy 3.3: *Attract new commercial and light industrial/service uses that provide adequate buffering, through an overlay district.*

Policy 3.11: *Encourage mixed-use overlay districts to include additional uses and increase heights, as well as, more intense office, commercial and mixed-use.*

Policy 6.7: *Prepare design plans to enhance the streetscape with emphasis on the pedestrian environment*

The City-Wide Master Plan identifies limited sidewalk space and pedestrian amenities currently plaguing the built environment. As proposed the development is providing for sidewalks along Oakwood Boulevard with additional areas for pedestrian activities within a plaza on the site.

The City-Wide Master Plan recognizes the need for mixed-use development along the corridors in this sub-area. The Oakwood Activity Center land use designation contemplates mixed use developments that reduce the reliance on the automobile to move between land uses.

APPLICABLE CRITERIA

Analysis of Criteria and Findings for Design as stated in the City of Hollywood’s Zoning and Land Development Regulations, Article 5.

CRITERIA 1: *Architectural and Design components.* Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment. The design should consider architectural elements that are characteristic of the surrounding neighborhood.

ANALYSIS: The proposed building design is aesthetically pleasing with a mixture of materials in a light gray color. The building will be accented with large windows along the front and side entries that will provide sunlight into the building. The proposed Taco Bell provides pedestrian access to the front and sides of the building. There is a sidewalk that connects the building to Stirling Road. A covered patio along the front of the building is provided for pedestrian use.

FINDING: Consistent

CRITERIA 2: *Compatibility.* The harmonious relationship between existing architectural language and composition and proposed construction, including how each building along the street relates to the whole and the pattern created with adjacent structures, and the surrounding neighborhood; and with the established and adopted vision for the area.

ANALYSIS: The proposed project is complementary to the surrounding uses as it is adjacent to restaurants similar in scale. The buildings located along this stretch of Stirling

Road are soft neutral colors. The Taco Bell colors are proposed to be light gray to blend with the rest of the retail buildings in the area.

FINDING: Consistent.

CRITERIA 3: *Scale/Massing.* Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures; and with the established and adopted vision for the area. Building geometries shall reflect a simple composition of basic architectural details in relation to its length, width, height lot coverage, and setting of the structure in context with adjacent buildings.

ANALYSIS: The proposed Taco Bell building is proportionate in scale with the neighboring retail commercial buildings. The proposed building height is 22 feet with the accent arch 6.5 feet taller. The proposed building location is very similar to the existing Taco Bell orientation. The building area is a small percentage of the site with the lot coverage being 7.5%.

FINDING: Consistent.

CRITERIA 4: *Landscaping.* Landscaped areas should contain a variety of native and other compatible plant types and forms and be carefully integrated with existing buildings and paved areas. Existing mature trees and other significant plants on the site should be preserved.

ANALYSIS: The majority of the existing mature trees on the site will remain and are natives. All of the trees and the majority of the shrubs and groundcovers proposed on the site are native. There is a variety of trees, palms, and plants specified with a reasonably even distribution of species quantity in each plant category. In addition, species selected have moderate to high drought tolerance.

FINDING: Consistent.

SITE PLAN

The Technical Advisory Committee (TAC) found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Hollywood Zoning and Land Development Regulations. The Technical Advisory Committee has included comments that are to be considered at the time of permitting and conditions to be considered post approval to ensure the alignment of the Design and Site Plan requests with the overarching PD Ordinance.

The following standards shall be utilized by the Technical Advisory Committee and the Planning and Development Board in the review, evaluation, and approval of all required plans and exhibits:

- A. *Natural Environment.* All proposed development shall be designed in such a manner as to preserve, perpetuate and improve the existing natural character of the site. Existing trees and other landscape features shall, to the maximum extent possible, be preserved in their natural state; and additional landscape features shall be provided to enhance architectural features, to relate structural design to the site, and to conceal unattractive uses. In all instances the city's

tree protection, landscaping and all other applicable regulations shall be fully complied with as minimum standards.

- B. *Open space.* Adequate landscaped open space shall be provided which meets the particular needs and demands of the proposed development and all specific zoning district requirements. Legal methods assuring the continued preservation and maintenance of required open space shall be submitted to and approved by the City Attorney. The type and distribution of all open space shall be determined by the character, intensity and anticipated residential or user composition of the proposed development.

1. Passive open spaces (those areas not planned for intensive activity) shall be arranged as to enhance internal spatial relationships between proposed structures, to provide buffers between the project and adjacent less intensive uses, to facilitate pedestrian movements within the development, and to improve the overall visual quality of the site.

2. Active open spaces (those areas containing activities such as playgrounds, tennis courts, swimming pools and other active recreational facilities) shall be located so as to permit easy access to all residents or users within a development. Private recreational facilities and activities within specific projects shall, wherever possible, complement, rather than duplicate, nearby public recreational activities.

- C. *Circulation and parking.* All circulation systems and parking facilities within a proposed development shall be designed and located in such a manner as to comply with the following:

1. A clearly defined vehicular circulation system shall be provided which allows free movement within the proposed development while discouraging excessive speeds. Said systems shall be separated insofar as practicable from pedestrian circulation systems. Pavement widths and access points to peripheral streets shall be provided which adequately serve the proposed development and which are compatible and functional with circulation systems outside the development.

2. Whenever possible in proposed residential developments, living units should be located on residential streets or courts which are designed to discourage nonlocal through traffic.

3. Off-street parking areas shall be provided which adequately accommodate maximum vehicle storage demands for the proposed project and are located and designed in such a manner so as to conveniently serve the uses to which they are accessory and not create incompatible visual relationships.

4. Safe and efficient access to all areas of the proposed development shall be provided for emergency and service vehicles, as required by the Florida Building Code in effect in Broward County, Florida, as revised from time to time.

5. Sidewalks shall be provided as required by the city regulations.

6. Handicapped Accessibility shall be provided as required by all applicable regulations.

- D. *Community services and utilities.* All proposed developments shall be designed and located in such a manner as to insure the adequate provision, use and compatibility of necessary community services and utilities.
1. An adequate sanitary sewer collection system including all necessary extensions and connections, shall be provided in accordance with city standards for location and design. Where necessitated by the size of the development and/or by the unavailability of city treatment facilities, sanitary sewage treatment and disposal systems must be provided in accordance with city and state standards and regulations.
 2. An efficient solid waste collection system, including the provisions of an adequate number of properly screened local receptacles in locations which afford maximum use and collection convenience, shall be provided in accordance with all applicable city standards.
 3. A well designed internal system for fire protection, including the provisions of an adequate number of properly located fire hydrants and an efficient access arrangement for emergency fire vehicles, shall be provided to insure the safety of all persons within the project.
- E. *Building and other structures.* All buildings and structures proposed to be located within a development shall be oriented and designed in such a manner as to enhance, rather than detract from, the overall quality of the site and its immediate environment. The following guidelines shall be followed in the review and evaluation of all buildings and structures:
1. Proposed buildings and structures shall be related harmoniously to the terrain, other buildings and the surrounding neighborhood, and shall not create through their location, style, color or texture incompatible physical or visual relationships.
 2. All buildings and structures shall be designed and oriented in a manner insuring maximum privacy of residential uses and related activities both on the site being developed and property adjacent thereto.
 3. All permanent outdoor identification features which are intended to call attention to proposed projects and/or structures shall be designed and located in such a manner as to be an integral part of the total project and/or structural design and shall not exceed a size and scale necessary for the recognition from vehicles moving along adjacent streets at prescribed legal speeds.
- F. *Level of service standards.* For the purpose of the issuance of development orders and permits, the city has adopted level of service standards for public facilities and services which include roads, sanitary sewer, solid waste, drainage, potable water, and parks and recreation. All Applicants are required to prove concurrency pursuant to the City's Comprehensive Plan and F.S. Chapter 163, as amended from time to time.
- G. *Other requirements.* Requirements and recommendations as provided in the city tree and landscape regulations shall be observed as will the requirements of all applicable standards and regulations.

ATTACHMENTS

Attachment A: Application Package
Attachment B: Land Use and Zoning Map
Attachment C: Public Participation