

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

DATE: September 12, 2023 **FILE:** 23-DP-36

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Cameron Palmer, Principal Planner

SUBJECT: City of Hollywood CRA requests Design, and Site Plan approval for a mixed-use development including 378 units and 7,000 sq. ft. of retail, and 1,700 sq. ft. of office space.

REQUEST:

Design and Site Plan for a 378-unit mixed-use development with 378 units and 7,000 sq. ft. of retail, and 1,700 sq. ft. of office space at 1845 Hollywood Boulevard (Soleste La Piazza).

RECOMMENDATION:

Design: Approval, with the condition that the Applicant shall continue to work with staff regarding all signage designs.

Site Plan: Approval, if the Design are granted and with the following conditions:

- a. A Unity of Title or Unity of Control, in a form acceptable to the City Attorney, which provides for the project to be developed and operated pursuant to a unified plan of development as reflected on the Site Plan, be submitted prior to the issuance of Building Permits and recorded in the Broward County Public Records, by the City of Hollywood, prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).
- b. The Applicant continue to work with the City and CRA on all streetscape improvements, including hardscapes, landscaping, and lighting details during permitting.

BACKGROUND

The Downtown Community Redevelopment Agency (CRA) acquired this property in 1982 for the purpose of eradicating slum and blight. In 1997 the property was encumbered by a long-term lease

agreement. The building that exists today was one of the first developments incentivized by the Downtown Community Redevelopment Agency (CRA) around 1997. At approximately 45 feet tall with 173 residential units and approximately 11,600 sq. ft. commercial space this project was considered a catalyst that spurred redevelopment in the area. As a result, in the last 25+ years the downtown fabric has immensely changed, and the property where this low scale building sits is now considered underutilized and is being contemplated for another catalyst redevelopment.

On March 1, 2023 ([CRA-2023-13](#)), the CRA Board entered into an agreement to sell the property to company that acquired the existing lease interest in October 2022, The Estate Companies. The new lease holder intends to redevelop the property into a more robust mixed-use development (residential and commercial development) utilizing the zoning regulations for Young Circle Mixed-Use District (YC).

The subject site at approximately 2.17 acres, generally located on the west frontage of Young Circle, immediately north of Hollywood Boulevard, south of Tyler Street and east of N 19th Avenue, known as Block 41. The property is located within the Regional Activity Center (RAC) on the Future Land Use Map and on June 7, 2023 the City Commission approved a zone change Young Circle (YC).

REQUEST

The Applicant is requesting design and site plan approval to implement the previous council adopted rezoning of the property. The Design and Site Plan application includes a 378-unit mixed use multi-family residential development and includes 7,000 square feet of at-grade retail. The development totals 23 stories at 226'10" with a 10-story podium and a 13-story tower. The building is setback 10 feet along Young Circle, Taylor Street, and N 19th Avenue to facilitate wide sidewalks and an enhanced public realm. It is noted that the proposal is compliant with the previous rezoning approval for the property as per the Council adopted ordinance on June 7, 2023.

Vehicular access is proposed to be from the west (rear) of the development on N 19th Avenue with two driveways to facilitate parking, loading, servicing, and bicycle storage. The internalized parking structure is 10 stories in height and contains 534 parking spaces. The existing 34-space surface parking lot to the east (front) of the development is owned and operated by the Florida Department of Transportation (FDOT) and is not part of the development.

The proposed design is contemporary and matches the architectural language of the surrounding area. Design elements consist of a neutral paint palette, supported by multiple materials and finishes, such as varied stucco, exposed concrete and glass balcony railings. Parking is screened from the street, while the design also uses landscaping to enhance and frame the property. The proposed design, meeting all applicable Master Plan and City of Hollywood zoning regulations, maintains the tone and articulation found in redevelopment efforts in the downtown area.

SITE INFORMATION

Owner/Applicant: Community Redevelopment Agency/City of Hollywood
Address/Location: 1845-1985 Hollywood Blvd (east of 19th Avenue, north Hollywood Boulevard, west of the Young Circle and south of Tyler Street)

Area of Development: 418,283 sq. ft.
Gross Area of Property: 94,689 sq. ft. (2.174 acres)
Land Use: Regional Activity Center (RAC)
Existing Zoning: Young Circle (YC)
Existing Use of Land: Mixed Use

ADJACENT LAND USE

North: Young Circle (YC)
South: Young Circle (YC)
East: Open Space and Recreation
West: Regional Activity Center (RAC)

ADJACENT ZONING

North: Young Circle (YC)
South: Young Circle (YC)
East: Government Use (GU)
West: Historic Retail Core and North Downtown High Intensity Mixed-Use District (RC-2 and ND-3)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center the subject site is surrounded primarily by mixed-use residential and 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 Regional 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.* Redevelopment of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for new development within the Regional Activity Center. The project is consistent with the Comprehensive Plan based on the following Objectives:

Objective 4: *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.*

Objective 6: *Encourage multi-use areas and mixed uses concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The City-Wide Master Plan is a compilation of policy priorities and recommendations designed to improve the appearance, appeal, and economic tax base of the City. It establishes a format for future direction and vision for the City.

The project is located in Sub-Area 2, geographically defined by the Intracoastal Waterway to the east, Dixie Highway to the west, Sheridan Street to the north and Pembroke Road to the south. This area includes residential neighborhoods and Downtown.

The proposed request is consistent with City-Wide Master Plan based upon the following:

Guiding Principles and Policies:

- *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*
- *Attract and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents.*

Policy CW.44: *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

Policy CW.46: *Place emphasis on redevelopment along the major highway corridors; SR 7, US 1, Dixie Highway, Hollywood Boulevard and A-1-A by limiting expansion of residential areas, and deepening industrial and commercial zones to increase tax revenues.*

Policy 2.4: *Revitalize the US 1 corridor in conjunction with FDOT improvement plans for the corridor.*

Policy 2.9: *Encourage development of office space in the Downtown and desired locations.*

Policy 2.10: *Encourage high-density residential development in the Downtown.*

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

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 design is contemporary using the building contours to frame the edge of Young Circle. The design implements staggered balconies, differing colors, and

cement brows to add interest. Materials used include large windows and doors, glass railings. The building design includes a prominent rotunda at the corner of Tyler Street and Young Circle to add interest and a gateway element to the building.

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 architectural styles and elements of the proposed development do not exhibit architectural features and styles that are insensitive and incompatible to the surrounding neighborhood. The proposed design consists of a building form that reinforces the urban form of the circular plan of Young Circle. The ground floor retail along Young Circle and Hollywood Boulevard compliments the at-grade pedestrian activity or “street life” that is prevalent in the Young Circle area. The design is not intrusive to the neighborhood and utilizes styles and elements found throughout; it introduces appropriate scale and articulation to elevate the appearance of the neighborhood while contributing to the landmark nature of Young Circle.

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 Applicant has worked with Staff to design a proposal that is compliant with zoning regulations as it pertains to FAR, height, setbacks, and landscape requirements. The development does not exceed height limitations as set forth in the Zoning and Land Development. The design and locating of architectural elements such as the rotunda entrance to the retail areas at the Tyler Street and Young Circle entrance provides for a minor gateway along Young Circle improving the storefront visibility and pedestrian experience. The proposed scale and height is consistent with the vision of the Regional Activity Center and zoning district.

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 Applicant has worked with the City Landscape Reviewer to incorporate a variety of compatible plant types and forms into the design. The proposed landscape helps articulate the property and enhance the design of the proposed building. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape along the frontage.

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 on April 6, 2022. Therefore, Staff recommends approval, with the conditions listed on page one of this report.

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:	Existing Zoning Regulations
Attachment D:	Proposed Zoning Regulations