

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

DATE: June 10, 2025 **FILE:** 23-DP-97

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Reginald White, Planner III

SUBJECT: Design and Site Plan for a new 4-story multifamily development of 18 units, located in the ND-3 Zoning District within the Regional Activity Center.

REQUEST:

Design and Site Plan for a new 4-story multifamily development of 18 units, located in the ND-3 Zoning District within the Regional Activity Center.

RECOMMENDATION:

Design: Approval.

Site Plan: Approval if the Design is granted with the following conditions.

1. The applicant shall work with staff to ensure the second-floor balconies on the east side of the building shall be setback appropriately.

BACKGROUND

The subject site at 1938-1942 Taylor Street is approximately 0.25 acres, situated within the Regional Activity Center. The intention of the Regional Activity Center (RAC) is to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form. Furthermore, the purpose of the RAC is to concentrate density in specific areas, protecting adjacent residential neighborhoods from excessive growth and commercial intrusion while accommodating a diverse range of housing types, heights, and intensities, which is ideal for sustainable growth.

The development site consists of two parcels where a single-family home and a two-story apartment complex of 4 units currently reside. The development site will be solely accessed from Taylor Street, and an alley borders the property to the south that will be utilized only for trash services. The parcel is near a variety of uses, including medium to high-density multifamily apartments, mixed-use developments, single-family homes, and commercial and retail establishments. The parcel is adjacent to a one-story, low-density apartment complex to the east, and to the West is a new 4-story mixed-use development,

better known as *The Wesley at Taylor Street*. To the north, the property is across from a mix of low-density apartment complexes and single-family homes.

REQUEST

The applicant requests approval of a Design and Site Plan for a new 4-story multifamily development comprising 18 units, located in the ND-3 Zoning District within the Regional Activity Center (RAC) land use designation. The property is 0.25 acres in size.

The proposed four-story multifamily development is approximately 45 feet, 4 inches in height and comprises 18 residential units, featuring a balanced mix of one and two-bedroom living units. The residential development is comprised of approximately 20,749 SF of total floor area and is accessed from the south side of Taylor Street, which is located within the Downtown Parkside Royal Poinciana Civic Association. The building's design features a smooth stucco finish, giving it a nice, clean appearance. The building exterior's design is enhanced by the use of dark walnut composite slats, aluminum panels, and black power coated aluminum railings. Furthermore, the building features an interplay of large and small windows on an irregular layout, enhancing the pedestrian view. The proposed development features an EV charging station, bike racks, and active uses that include a lobby and a cyber lounge room that lines the ground floor to enhance the pedestrian experience. The landscape plan incorporates a diverse array of native trees, palms, and shrubs, while enhancing the streetscape. The proposed development meets all building, parking, and setback requirements.

The Applicant has worked with Staff to ensure that all applicable regulations are met and has worked extensively with the City's Engineering Division to ensure that vehicular circulation is adequate. The redevelopment of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for development within the community, which is achieving the intent of the RAC.

SITE INFORMATION

Owner/Applicant:	MEC INVESTMENTS INC
Address/Location:	1938-1942 Taylor St
Net Size of Property:	10,760 sq. ft. (0.25 acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	North Downtown High Intensity Mixed-Use District (ND-3)
Present Use of Land:	Residential

Gross Floor Area:	20,759 sq. ft.
Average Unit Size:	733 sq. ft.
Parking	29 Spaces
Bicycle Parking	5 Racks

ADJACENT LAND USE

North:	Regional Activity Center (RAC)
South:	Regional Activity Center (RAC)

East: Regional Activity Center (RAC)
West: Regional Activity Center (RAC)

ADJACENT ZONING

North: North Downtown High Intensity Mixed-Use District (ND-3)
South: North Downtown High Intensity Mixed-Use District (ND-3)
East: North Downtown High Intensity Mixed-Use District (ND-3)
West: North Downtown High Intensity Mixed-Use District (ND-3)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center, the subject site is surrounded primarily by 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 for automobile travel, provide incentives for quality development, and give definition to the urban form*. Development 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:

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 district 3, geographically defined by N. Dixie Highway to the east, I-95 to the west, Sheridan Street to the north, and Hollywood Blvd to the south. This area includes residential neighborhoods, offices, retail and commercial properties. The proposed request is consistent with the City-Wide Master Plan based on 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 2.10: *Encourage high-density residential development in the Downtown.*

Policy 2.8: *Implement a mixed-use Local Activity Center that will promote the development of mixed-use projects to include a mix of office and/or residential, and/or commercial uses.*

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

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 contemporary design of the project features an interplay of large and small windows on an irregular layout to spark interest at the pedestrian level. This motif is repeated at several locations throughout the design with different modern building materials. The front façade features a ground-to-roof level aluminum architectural screen that mimics the irregular nature of the windows, which provides interesting shadows on the building during the day and lighting at night. The garage screen also incorporates irregularity while emphasizing verticality with composite slats for durability.

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: Located less than 1,000 feet away from Young Circle, the neighborhood features a combination of residential and commercial uses, often with a focus on neighborhood-scale development. A diverse number of building archetypes and different architectural styles can be found in this area, such as single-family homes, modern condominiums, and local shops with a wide range of services provided. The proposed development is compatible and harmonious with the mix of architectural styles in the neighborhood, while also complying with the vision of the Regional Activity Center.

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 ND-3 zoning district allows for building heights of up to 140 feet. This is consistent with the zoning district vision for higher density, as the proposed development offers higher density than the existing single-family use. Although many of the immediate neighboring buildings are smaller in size than the maximum density allowed, low- to medium-density developments of a similar scale can be found in nearby areas, which is a compatible building scale for the proposed development. Additionally, an approved multifamily development, *The Wesley at Taylor*, will be one of the neighboring buildings surrounding the project site. The Wesley at Taylor also features modern architectural designs and is of similar massing and height.

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's Landscape Reviewer to incorporate a variety of compatible plant types and forms into the design. The landscaping for the project features a variety of native plants commonly used in South Florida while also incorporating sustainable methods that adhere to LEED green building certification and practices.

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 November 20, 2023. Therefore, Staff recommends approval.

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

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| Attachment A: | Application Package (Part I) |
| Attachment A: | Application Package (Part II) |
| Attachment B: | Land Use and Zoning Map |

Attachment C: Public Participation and supporting documents