

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

DATE: September 10, 2024 **FILE:** 24-DP-42

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Cameron Palmer AICP, MCIP-I, Principal Planner

SUBJECT: Design and Site Plan review for a 48-unit residential development in the BRT-25-R zoning district in the Beach Community Redevelopment Agency Area (Hollywood Boomerang).

REQUEST

Design and Site Plan for a 48-unit residential development in the BRT-25-R zoning district in the Beach Community Redevelopment Agency Area (Hollywood Boomerang).

RECOMMENDATION

Design: Approval

Site Plan: Approval, if design is granted with the following condition:

1. ~~The Applicant will work with the City and CRA as it relates to the Phase 4 Streetscape Improvement Program, including coordination, prior to issuance of any building permits.~~
2. At the time of permitting, the developer's engineer shall continue to coordinate with the plans with the CRA's Phase IV of the Hollywood CRA East/West Undergrounding of Overhead Utilities and Streetscape Beautification project, permitted under permit B22-103347, to ensure compatible transitions along the perimeter of the property.

BACKGROUND

This property has been the subject of a previous Variance, Design, and Site Plan application submitted in 2010 and more recently in April 2023 that was reviewed at the Preliminary and Final Technical Advisory Committee. The previous applications were ultimately withdrawn, and the requests were not heard before the Planning and Development Board. Through extensive community engagement and collaboration with City staff, the applicant and a new project design team has since submitted a new Design and Site Plan request to facilitate a high-density residential development within the central beach neighborhood.

REQUEST

The Applicant requests a Design and Site Plan approval for a 48-unit residential development at 901 S. Ocean Drive. The site is zoned Beach Resort Residential District (BRT-25-R) and has a land use of Medium High Residential (MHRES) in the City's Comprehensive Plan. The property is approximately 1.25 acres in area.

The proposed 6-story residential development at approximately 65 feet in height, is comprised of 48 residential units. The proposal provides for vehicular access from Georgia Street and Jefferson Street with a single-story parking garage. The proposal includes unique open programmed spaces along the street frontages with benches, paths, and extensive landscaping to enhance the surrounding community.

PROJECT DATA

| | |
|------------------------------|--|
| Owner/Applicant: | Hollywood Moon Development LLC |
| Address/Location: | 901 S. Johnson Street, 321-337 Jefferson Street |
| Net Size of Property: | 54,424 sq. ft. (1.25 acres) |
| Land Use: | Medium High (25) Residential (MHRES) |
| Zoning: | Beach Resort Residential District (BRT-25-R) |
| Present Use of Land: | Vacant |
| Year Built: | 1932 (Broward County Property Appraiser) |

| | |
|---------------------------|----------------------|
| Gross Floor Area: | 82,281 sq. ft |
| Average Unit Size: | 1,704 sq. ft |
| Parking: | 77 spaces |
| Bicycle Parking | 5 spaces |

ADJACENT LAND USE

| | |
|---------------|---|
| North: | Medium High (25) Residential (MHRES) |
| South: | Medium High (25) Residential (MHRES) |
| East: | Broadwalk |
| West: | Waterway |

ADJACENT ZONING

| | |
|---------------|---|
| North: | Beach Resort Residential District (BRT-25-R) |
| South: | Government Use (GU) |
| East: | Broadwalk |
| West: | Waterway |

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The intent of the Land Use Element of the Comprehensive Plan is to lay out a broad physical plan for the future development of the city. This is the only element describing appropriate locations for future Land uses and provides the policies regulating their location and development. The Land Use Element takes

into consideration factors affecting current development trends. The following goals and policies of the Comprehensive Plan are relevant to this proposal and should be taken into consideration:

Land Use Element:

***Goal:** Promote a distribution of Land Uses that will enhance and improve the residential, business, resort and natural communities while allowing landowners to maximize the use of their property.*

***Policy 6.3:** Maintain the Zoning and Development Regulations that implement standards for different intensities of land use and residential densities as stated in the Future Land Use Categories of the Land Use Element.*

***Policy 4.9:** Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas. (CWMP Policy CW.15 and CW.19)*

Housing Element

***Goal:** To provide an adequate supply of decent, safe, and sanitary housing that is affordable to present and future residents of Hollywood.*

***Policy 7.4:** Determine the potential for additional residential development, where appropriate. (CWMP Policy CW.82)*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 4, defined by the Atlantic Ocean to the east, the Intracoastal Waterway to the west, Hallandale Beach Boulevard to the south and Dania Beach Boulevard to the north. The Beach is comprised of three very distinct areas, North Beach, Central Beach and South Beach. The following policies and principles of the City-Wide Master Plan are relevant to this proposal and should be taken into consideration:

***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 CW.15:** Place a priority on protecting, preserving, and enhancing residential neighborhoods.*

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

***Policy 4.1:** Recognize and protect the unique character of Hollywood Beach and each of the three areas that comprise it; North, Central, and South Beach; and provide a clear vision for creating a more harmonious and attractive community.*

APPLICABLE CRITERIA

Analysis of Criteria and Findings for Design as stated in the City of Hollywood 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. The use of traditional materials for new architectural details is recommended. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment.

ANALYSIS: The design is contemporary, consisting of articulation and a neutral color palette, large windows and ample glazing on the building corner, and creating dynamic and visually appealing facades. The different materials emphasize the geometric language. The building faces Johnson Street and provides pedestrian access giving definition to the urban form. The 4th floor terrace provides for wood tones and greenery which complement the building's overall aesthetic while providing needed amenity areas for residents. The proposed residential development is situated between the ocean and the intracoastal waterway on Hollywood's barrier island. The building design is unique in nature with its curved shape, offering residents reciprocating views of the water and a beach-focused lifestyle. At ground level, the building provides landscaped gardens and park-like areas, promoting pedestrianization. The materials chosen for the building include natural stone, wood, and calm, beachy color tones.

FINDING: Consistent.

CRITERIA 2: *Compatibility.* The relationship between existing architectural styles 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. Buildings should contain architectural details that are characteristic of the surrounding neighborhood.

ANALYSIS: With varying architectural styles and finish materials found throughout the surrounding community, the proposed development exhibits proportionate architectural features and styles that are sensitive and compatible to the surrounding neighborhood. The Applicant has introduced a contemporary and subtle design with partially inset balconies to support a non-intrusive form of intensification. The proposed development is highly compatible and harmonious with the existing neighborhood in both scale and composition. The building's massing is broken into two distinct 4-story elements set upon a base that promotes contemporary design and compatibility.

FINDING: Consistent.

CRITERIA 3: *Scale/Massing.* Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures. Building mass 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.

Architectural details include, but are not limited to, banding, molding, and fenestration. The proposed development integrates into the urban fabric at the allowable zoned height of 65 feet, aligning with the overall vision for the area. Careful consideration has been given to ensure that the footprint of the base and the arrangement of the 4-story volumes above comply with all zoning regulations.

ANALYSIS: The project is compliant with zoning regulations as it pertains to FAR, height, setbacks, and landscape requirements. The proposed scale and height are 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 Architect 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 buildings. Additionally, landscaping has been carefully designed to integrate native plantings and species that thrive in the beachside environment, therefore requiring minimal maintenance. The building presents an adequate green environment through various landscaping efforts for both residents and pedestrians to enjoy.

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. Therefore, staff recommends approval if Design is granted.

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