

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

DATE: December 12, 2023 **FILE:** 23-C-83

TO: Historic Preservation Board

VIA: Anand Balram, Planning Manager

FROM: Shellie Thompson, Assistant Planner

SUBJECT: Certificate of Appropriateness for Design for exterior façade alteration to an existing commercial space located at 1935 Hollywood Boulevard within the Downtown Hollywood Business Historic District.

APPLICANT'S REQUEST

Certificate of Appropriateness for Design for exterior façade alteration to an existing commercial space located at 1935 Hollywood Boulevard within the Downtown Hollywood Business Historic District.

STAFF'S RECOMMENDATION

Approval.

BACKGROUND

The approximate 22,880 square feet two-story commercial property is located at 1935 Hollywood Blvd. The building was originally constructed in 1940 (based on the Broward County Property Appraiser records) within the Art Deco Period of Significance. The design elements of this period consisted of asymmetrical rambling of massing, concrete block and wood frame construction with irregular stucco, low parapet walls with concealed flat roofs, and simple and rectilinear openings with little to no glaze finish. The property is surrounded by commercial uses to the north, south, east and west within Hollywood's Downtown Community Redevelopment Agency (CRA) and Historic Business District.

REQUEST

The Applicant is requesting a Certificate of Appropriateness for Design for exterior façade alteration to an existing commercial space located at 1935 Hollywood within the Downtown Hollywood district. The alteration complies with the Zoning and Land Development Regulations and no variances are requested.

The Historic Preservation Board is guided by the Secretary of the Interior's Standards for Rehabilitation and the City of Hollywood's Design Guidelines for Historic Properties and Districts. These documents offer design controls for materials, scale, massing and location for all properties within the district. The proposed alteration is consistent with the character of the Downtown Hollywood Historic Business District and the design maintains the spatial relationship with surrounding businesses in its scale and massing.

SITE BACKGROUND

Applicants/Owners:	1935 LLC/ Silvia Svero
Address/Location:	1935 Hollywood Boulevard
Size of Property:	3,041 square feet (0.07 acres)
Present Zoning:	Historic Retail Core Development (RC-2)
Present Land Use:	Regional Activity Center (RAC)
Year Built:	1940 (Broward County Property Appraiser)

ADJACENT ZONING

North:	North Downtown High Intensity Mixed-Use District (ND-3)
South:	Historic Retail Core (RC-2)
East:	Historic Retail Core (RC-2)
West:	Historic Retail Core (RC-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Within the Comprehensive Plan, the primary 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 the land owners to maximize the use of their property.*

By allowing the Applicant to improve the building façade while maintaining original architectural details, the City is accomplishing the desired reinvestment in an existing contributing site in the Historic Hollywood Business District while maintaining the character of the area.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The parcel is located within the Historic Retail Core Development (RC-2), which encompasses East Hollywood and Downtown. It is 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 three residential neighborhoods, Hollywood Lakes, Dixie Highway Corridor and Downtown Hollywood. The primary commercial corridors and nodes also include Downtown along with the Federal Highway Corridor. This site is also within the Downtown Community Redevelopment Area (CRA) which strives to improve the physical environment and increase marketing and tourism through redevelopment.

The proposed project is consistent with the City-Wide Master Plan, based upon the following Guiding Principles and Policies:

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 2.16: *Provide a mix of businesses and events that will attract area residents.*

Policy 4.34: *Work within the framework of the Downtown CRA to implement the Master Plan vision for Hollywood within the CRA district.*

The proposed alteration will help revitalize the appearance of a noteworthy structure, thus improving the appearance of Downtown. Further, restoring some of its historic charm to a state which was celebrated by Joseph Young, our City's founder, will help reinstate pride to residents and will be more attractive to visitors. It also embodies the vision for this area which is to *continue to effect economic and physical redevelopment within [CRA] boundaries.*

APPLICABLE CRITERIA

Analysis of criteria and finding for Certificate of Appropriateness of Design as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

CRITERION: INTEGRITY OF LOCATION

ANALYSIS: The Historic District Design Guidelines states that *Integrity is the composite of these seven qualities: location, design, setting, materials, workmanship, feeling and association.* The proposed alteration meets these qualities.

FINDING: Consistent.

CRITERION: DESIGN

ANALYSIS: Design Guidelines for new alteration should be appropriate to its historically and architecturally significant surrounds. The alteration is compatible with the existing structure because it incorporates the original design façade back in 2013. The proposed design helps to enhance the design in the same architectural style. It matches the massing, materials, roof treatment, openings, and entrances of the building of significance. The historic elements of the building and commercial space are preserved.

FINDING: Consistent.

CRITERION: SETTING

ANALYSIS: The Historic District Design Guidelines states that a setting is the relationship of buildings within the Historic District and the surrounding site and environment. The proposed development demonstrates compatibility with the neighborhood and does not disrupt the relationship to other buildings within the Hollywood Business Historic District.

FINDING: Consistent.

CRITERION: MATERIALS

ANALYSIS: Design Guidelines state materials are an important part of the fabric of any historic district or property and help to maintain the historic character of the place. Furthermore, materials are compatible in quality, color, texture, finish, and dimension to those that are in the historic district should be used. The proposed alteration is structurally designed with the façade materials primarily consisting of stucco finish as well as raw concrete finishes and reinforcing steel and metals, with decorative wooden elements. The proposed alteration incorporates windows and columns that complement the existing commercial spaces. "All existing materials that make up the structure, moldings and other design elements will be maintained and preserved."

FINDING: Consistent.

CRITERION: WORKMANSHIP

ANALYSIS: The Design Guidelines recommend consideration of significant materials before undergoing rehabilitation of a historic structure or property. The alteration will utilize quality materials mended by quality construction standards of the State. The design of the new alteration is consistent with current workmanship styles and methods in the area.

FINDING: Consistent.

CRITERION: ASSOCIATION

ANALYSIS: Design Guidelines recommend maintaining consistent spacing and setbacks and further state new construction should be compatible with existing buildings... Within the context of historic preservation, elements of design such as massing, scale and rhythm reflect architectural style as well as the richness of the historic district. Meeting all applicable code requirements, the proposed alteration is consistent with the scale and massing of the adjacent properties in the neighborhood.

FINDING: Consistent.

ATTACHMENTS

ATTACHMENT A: Application Package

ATTACHMENT B: Aerial Photograph