

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

DATE: May 9, 2023 **FILE:** 22-DPV-11

TO: Planning and Development Board

VIA: Andria Wingett, Deputy Director/Planning Manager

FROM: Mawusi Khadija Watson, Planning Administrator

SUBJECT: Variance, Design and Site Plan Review for an Approximately 100,000 sq. ft. industrial building. (Stirling Logistics)

REQUEST:

CVQOZP 2910 Stirling Road, LLC requests a Variance, Design and Site Plan Review for an Approximately 100,000 sq. ft. industrial building.

Variance: Increase max height building height from 35 ft to 41ft.

RECOMMENDATION:

Variance: Approval.

Design: Approval, if the Variance is granted.

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

- a. At the time of Building Permit submittal, the Applicant shall provide the following:
 - i. A copy of the recorded plat from Broward County.

REQUEST

The Applicant requests a variance, design and site plan for an industrial distribution facility. The subject property is zoned Low Intensity and Manufacturing District (IM-1) and has a land use designation of Industrial. The property is located off Stirling Road and is approximately 2.10 acres.

The applicant is proposing to develop Stirling Logistics, an industrial facility of approximately 97,650 sq. ft. The aim of the project is to develop a contemporary distribution facility along Stirling Road. The proposed structure will have ingress and egress from North 29th Avenue, with no access point from Stirling Road. The building is articulated by various architectural details. These elements help break the building's massing and scale. Lastly, the landscaping is designed in a manner that eases the visual transition from

the 29th Avenue onto the project site. It's anticipated this project will enhance the level of distribution services offered by the City and support logistics considerations in the surrounding communities, as well.

The Applicant is requesting Variances for relief from the following Land Development Regulation §4.4(A)(2), maximum height requirements, which limits a building to 35 ft in height. The applicant requests a 6 ft variance: increasing the allowed maximum height to 41 ft. The Applicant has worked with Staff to ensure that all applicable regulations, other than the requested variance, are met. Development of this site enhances the city's industrial capacity, encourages redevelopment of the area, and provides a model for development within the community. The proposed building is in a commercial/industrial, thus an increase in height will not be detrimental.

SITE INFORMATION

Owner/Applicant:	CVQOZP 2910 Stirling Road, LLC
Address/Location:	2910 Stirling Street
Net Size of Property:	97,650 sq. ft. (2.10 acres)
Land Use:	Industrial (IND)
Zoning:	Low Intensity and Manufacturing District (IM-1)
Existing Use of Land:	Industrial
Year Built:	1951 (Broward County Property Appraiser)
Proposed Land Use:	Industrial (IND)
Proposed Zoning:	Low Intensity and Manufacturing District (IM-1)

ADJACENT LAND USE

North:	Outside the City's Boundary
South:	Industrial (IND)
East:	Right of Way
West:	Industrial (IND)

ADJACENT ZONING

North:	Outside the City's Boundary
South:	Low Intensity and Manufacturing District (IM-1)
East:	Right of Way
West:	Low/Medium Intensity Commercial district and Low/Medium Intensity Industrial and Manufacturing District (C-1 and IM-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Low Intensity and Manufacturing District (IM-1) the subject site is surrounded by commercial and industrial properties and uses. The goal of the City of Hollywood's 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 landowners to maximize the use of their property.* Development of Stirling Logistics will enhance the neighborhood, encourage redevelopment of the area, and provides a model for new development within this commercial/industrial area of the City. 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 8.2: *Ensure that sufficient amounts of industrial land are available to meet the City's future needs, those lands designated for industrial development on the City's Future Land Use Plan Map shall not be utilized for non-industrial purposes, except where in conformance with the Industrial Permitted Uses subsection of the City's Land Use Element.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The project is located in Sub-Area 7, bordered by 56th Avenue to the west, I-95 to the east, Sheridan Street to the south and SR84 and Broward County Unincorporated areas to the north. This area includes the residential neighborhoods of Emerald Hills, Oakridge and the industrial/office area of Port 95 Commerce Park. 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 CW.44: *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

APPLICABLE CRITERIA

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

Variance: To increase the maximum allowed building height from 35 ft to 41 ft.

CRITERIA 1: That the requested Variance maintains the basic intent and purpose of the subject regulations, particularly as it affects the stability and appearance of the city.

ANALYSIS: The variance requested is in harmony with the general purpose and intent of the City's Zoning Code and will not adversely affect the stability or appearance of the City. The Applicant is requesting a height increase of 6 feet, which was required due to changes in industry standards for distribution facilities. The height increase meets the intent of the moderate structure height in the district and will allow the building, with a 32-foot clear height, to be leased by tenants seeking these demands in this type of facility.

FINDING: Consistent.

CRITERIA 2: That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community.

ANALYSIS: The granting of the requested variance is compatible and will not be detrimental to the surrounding land uses. As stated above, Stirling logistics is in the middle of

the IM-1 low intensity industrial district; thus, this development is consistent with the surrounding uses and structures. Residential and/or residential land uses are not surrounding the Project and they are not in close proximity to the Project. The requested variance in height is not harming the community nor creating a negative visual impact; it will be a benefit, as the Project will bring new businesses and jobs to the City.

FINDING: Consistent.

CRITERIA 3: That the requested Variance is consistent with and in furtherance of the Goals, Objectives and Policies of the adopted Comprehensive Plan, as amended from time to time, the applicable Neighborhood Plan and all other similar plans adopted by the city.

ANALYSIS: The variance requested is consistent with and in furtherance of the City's adopted Comprehensive Plan and Master Plan. The Property's land use and zoning designations of Industrial and IM-1, respectively, permit the proposed Project and use as a warehouse/distribution facility.

FINDING: Consistent.

CRITERIA 4: That the need for the requested Variance is not economically based or self-imposed.

ANALYSIS: The Applicant is proposing to increase the number of stories from 35 ft to 41 ft; the requested Variance is not economically based but rather is an attempt to address market requirements for these types of industrial distribution facilities. New, larger industrial distribution facilities with a 32-foot clearance is what tenants are demanding.

FINDING: Consistent.

CRITERIA 5: That the Variance is necessary to comply with state or federal law and is the minimum Variance necessary to comply with the applicable law.

FINDING: Not applicable.

Analysis of Criteria and Findings for Design Review 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 project's design incorporates large glass windows along pedestrian-oriented facades to create a continuous visual pedestrian scale. Red awnings bring a pop of color and blend well with the overall style and complement the color of the adjacent structures. The concrete wall finish and color scheme echoes and compliments the surrounding structures. Columns and panel detailing along with reveals have been provided at regular intervals to create a visually appealing design while breaking up the mass of this large structure.

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 exterior building finishes, awning style, and color, height, and color scheme of the overall building harmonize with the existing surrounding buildings as the color scheme of the existing structures along both sides of the property location. The style of the building reflects a modern aesthetic through the use of larger scale entries and decorative columns to provide weight to the pedestrian entries to the building. The panel articulation between the main office entries creates a very clean-lined, simple patterned canvas with complimentary embellishments. The style marries the simpler and less articulated, older buildings with the newer, more contemporary style building at the corner of Stirling/ N 29th ave. The proposed structure also harmonizes with the existing patterns of most of the smaller buildings in the surrounding 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 building is proportionate in scale and has a consistent height compared to the surrounding structures. The building geometry is a simple rectangle broken up by entries and columns to soften the building's mass. These columns are red in color to provide visual contrast to the clean lines of the massing and provide some articulation of the roof edge, creating visual interest and mimicking the alternating building heights of the surrounding structures. The proposed building sits on the corner of Stirling Road and N. 29th Ave, the majority of the parking will be along the front of the building off N. 29th Ave. The applicant is asking for a variance in the height requirements of the district. Staff is supportive of this request.

FINDING: Inconsistent, variance is being requested by the applicant.

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 landscaping proposed for this site contains several different species of native, flowering, and ornamental tree species known to thrive in South Florida, including Cabbage Palms, Royal Palms, and Silver Buttonwoods. Several species of native shrubs and grasses are also being used on the project, along with complimentary non-native species. Some examples include Red Tip Coco Plums, Yew Pine Hedges & Wax Jasmine. All tree and plant species were selected to fit within the context of the project and to complement and accentuate the building and pedestrian areas.

FINDING: Consistent.

SITE PLAN

The Technical Advisory Committee (TAC) found the proposed Site Plan compliant with all regulations as set forth in Article five of the Hollywood Zoning and Land Development Regulations on February 21, 2023. Therefore, staff recommends approval, if Variances and Design are granted **and with the aforementioned conditions.**

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 Outreach