CITY OF Hollywood
DEVELOPMENT SERVICES
PLANNING DIVISION

GENERAL APPLICATION

APPLICATION DATE: 10/30/2023

2600 Hollywood Blvd
Room 315
Hollywood, FL 33022
Tel: (954) 921-3471
Email: Development@Hollywoodfl.org

SUBMISSION REQUIREMENTS:

- One set of digitally signed & sealed plans *(i.e. Architect or Engineer)*
- One electronic **combined** PDF submission *(max. 25mb)*
- Completed Application Checklist
- Application fee (per review)

NOTE:

- This application must be **completed in full** and submitted with all documents to be placed on a Board or Committee's agenda.
- The applicant is responsible for obtaining the appropriate checklist for each type of application.
- Applicant(s) or their authorized legal agent must be present at all Board or Committee meetings.

CLICK HERE FOR FORMS, CHECKLISTS, & MEETING DATES

APPLICATION TYPE (CHECK ONE):

- ☐ Technical Advisory Committee
- ☐ City Commission
- ☑ Variance/Special Exception Requested
- ☐ Administrative Approvals
- ☐ Historic Preservation Board
- ☐ Planning and Development Board

PROPERTY INFORMATION

Location Address: 5300 S. STATE ROAD 7

Lot(s): _____ Block(s): _____ Subdivision: _____

Folio Number(s): 504136130010

N-MU

Zoning Classification: N-MU Land Use Classification: TOC

Existing Property Use: COMMERCIAL Sq Ft/Number of Units: N/A

Is the request the result of a violation notice? ( ) Yes ( ) No If yes, attach a copy of violation.

Has this property been presented to the City before? If yes, check all that apply and provide File/Resolution/Ordinance No.: _____

DEVELOPMENT PROPOSAL

Explanation of Request: HEIGHT VARIANCE FOR 5'-0" EXTRA

Phased Project: Yes / No ☑ Number of Phases: _____

Project	Proposal		
Units/rooms (# of units)	200	(Area: 350 /1,350	S.F.)
Proposed Non-Residential Uses	COMERCIAL/OFFICE/RETAIL		S.F.
Open Space (% and SQ.FT.)		(Area:	S.F.)
Parking (# of spaces)	678	(Area:	S.F.)
Height (# of stories)	17	(180	FT.)
Gross Floor Area (SQ. FT)	660,923 S.F.		

Name of Current Property Owner: 5300 STATE RD 7 HOLDINGS LLLP

Address of Property Owner: 2790 STIRLING RD STE 10 HOLLYWOOD FL 33026

Telephone: 9543946615 Email Address: sharonsharaby@yahoo.com

Applicant JOSEPH B. KALLER ☑ Consultant | ☐ Representative | ☐ Tenant (check one)

Address: 2417 HOLLYWOOD BLVD Telephone: 9549205746

Email Address: JOSEPH@KALLERARCHITECTS.COM

Email Address #2: _____

Date of Purchase: 04.03.2023 Is there an option to purchase the Property? Yes ☐) No ☑)

If Yes, Attach Copy of the Contract.

Noticing Agent (FTAC & Board submissions only) : _____

E-mail Address: _____

PLANNING DIVISION

File No. (internal use only):_____

2600 Hollywood Boulevard Room 315
Hollywood, FL 33022

GENERAL APPLICATION

CERTIFICATION OF COMPLIANCE WITH APPLICABLE REGULATIONS

The applicant/owner(s) signature certifies that he/she has been made aware of the criteria, regulations and guidelines applicable to the request. This information can be obtained in Room 315 of City Hall or on our website at www.hollywoodfl.org. The owner(s) further certifies that when required by applicable law, including but not limited to the City's Zoning and Land Development Regulations, they will post the site with a sign as approved by the Division of Planning & Urban Design. The owner(s) will photograph the sign the day of posting and submit photographs to the Office of Planning and Development Services as required by applicable law. Failure to post the sign will result in violation of State and Municipal Notification Requirements and Laws.

(I)(We) certify that (I) (we) understand and will comply with the provisions and regulations of the City's Zoning and Land Development Regulations, Design Guidelines, Design Guidelines for Historic Properties and City's Comprehensive Plan as they apply to this project. (I)(We) further certify that the above statements and drawings made on any paper or plans submitted herewith are true to the best of (my)(our) knowledge. (I)(We) understand that the application and attachments become part of the official public records of the City and are not returnable.

Signature of Current Owner: _____ Date: 10/30/2023

PRINT NAME: Guy Levintin Date: _____

Signature of Consultant/Representative: _____ Date: _____

PRINT NAME: _____ Date: _____

Signature of Tenant: _____ Date: _____

PRINT NAME: _____ Date: _____

Current Owner Power of Attorney

I am the current owner of the described real property and that I am aware of the nature and effect the request for _____ to my property, which is hereby made by me or I am hereby authorizing _____ to be my legal representative before the _____ (Board and/or Committee) relative to all matters concerning this application.

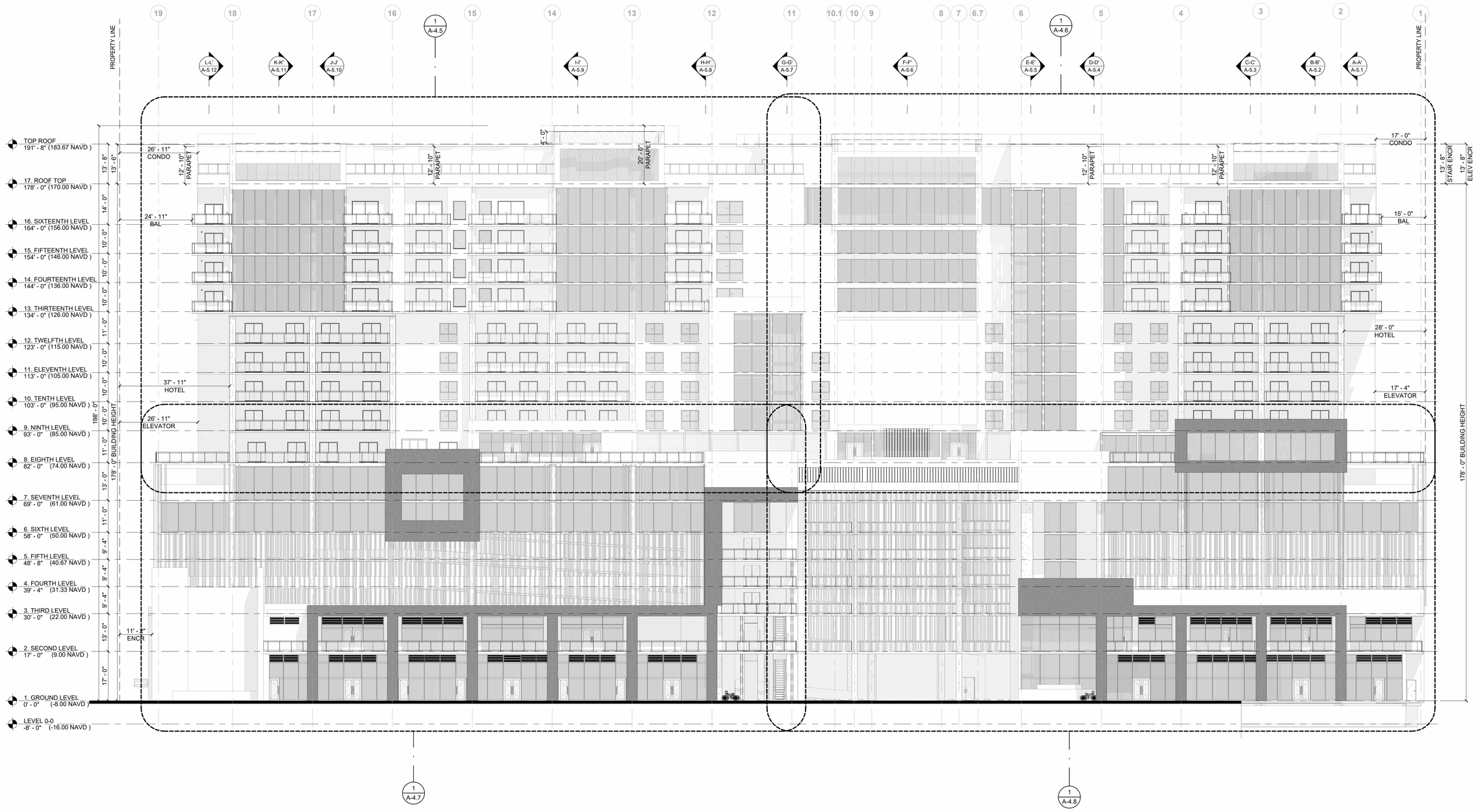
Sworn to and subscribed before me
this 30 day of October 2023

_____
Signature of Current Owner

Notary Public State of Florida
Plerina Barrios
My Commission GG 949567
Expires 01/21/2024

GUY LEVINTIN
Print Name

Notary Public
State of Florida
My Commission Expires: _____ (Check One) ___ Personally known to me; OR ___ Produced Identification _____



1 **ELEVATION WEST**
1/16" = 1'-0"

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SEAL

JOSEPH B. KALLER
FLORIDA R.A. #0009239

PROJECT TITLE

PLAZA 441

5300 SOUTH STATE ROAD 7
HOLLYWOOD
FLORIDA 33314

SHEET TITLE

ELEVATION WEST

REVISIONS

No.	Description	Date

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PROJECT No.: 20017
DATE: 10/31/23
DRAWN BY: Author
CHECKED BY: JBK

SHEET

A-4.1

Bidders shall use complete sets of Bidding Documents in preparing bids; neither the Owner nor Architect assumes responsibility for errors or misinterpretations resulting from the use of incomplete or preliminary sets of Bidding Documents. The intent of the Contract Documents is to include all items necessary for the proper execution and completion of the work by the Contractor. The Contractor is responsible for coordinating the work of all trades and reasonably inferable from them as being necessary to produce the intended results.

1 **ELEVATION SOUTH**
1/16" = 1'-0"

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2022

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PROJECT TITLE
PLAZA 441
5300 SOUTH STATE ROAD 7
HOLLYWOOD
FLORIDA 33314

SHEET TITLE
ELEVATION SOUTH

REVISIONS

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SHEET
A-4.2

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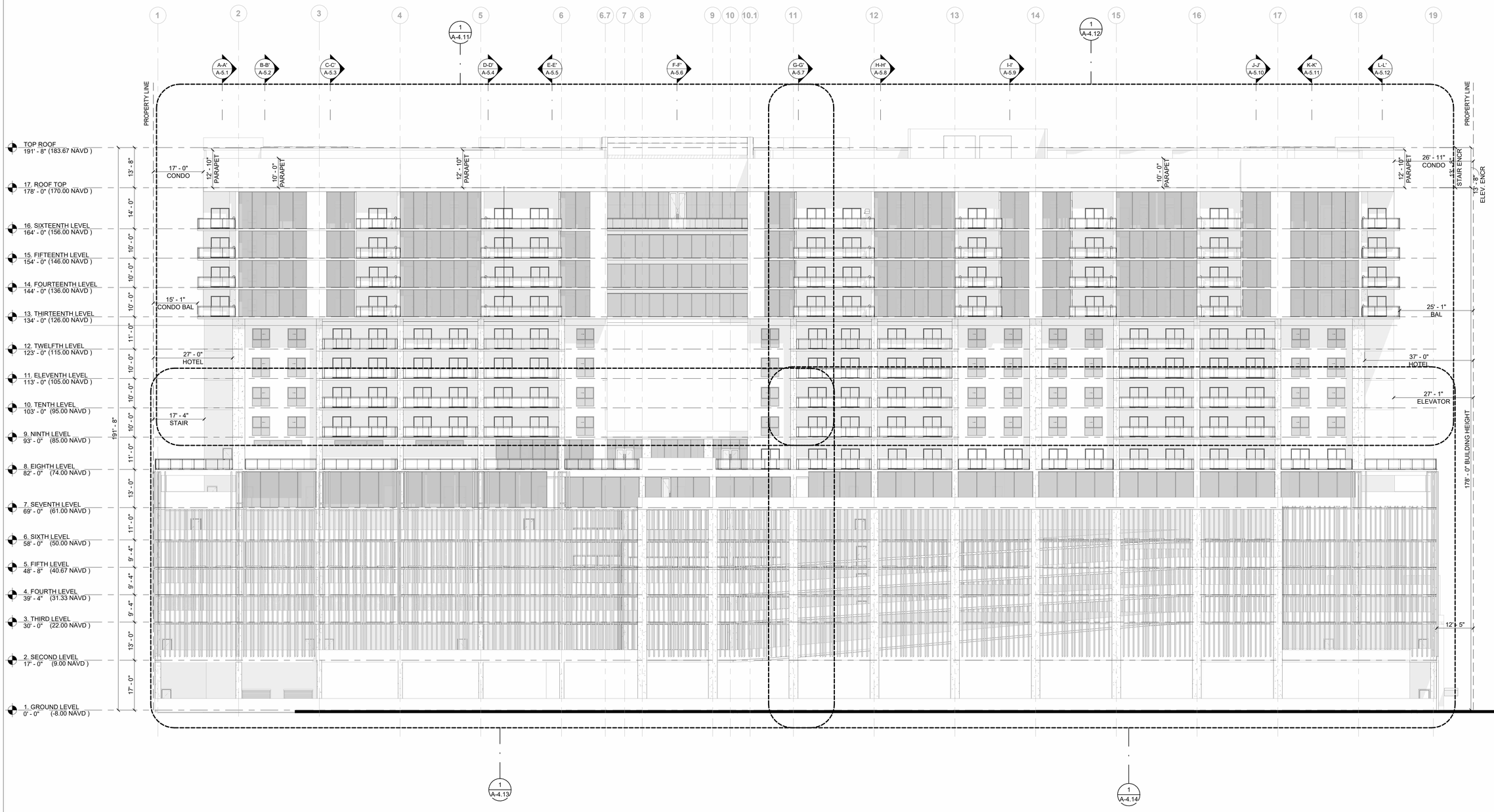

1 **ELEVATION EAST**
1/16" = 1'-0"

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5300 SOUTH STATE ROAD 7
HOLLYWOOD
FLORIDA 33314

SHEET TITLE
ELEVATION EAST

REVISIONS

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A-4.3

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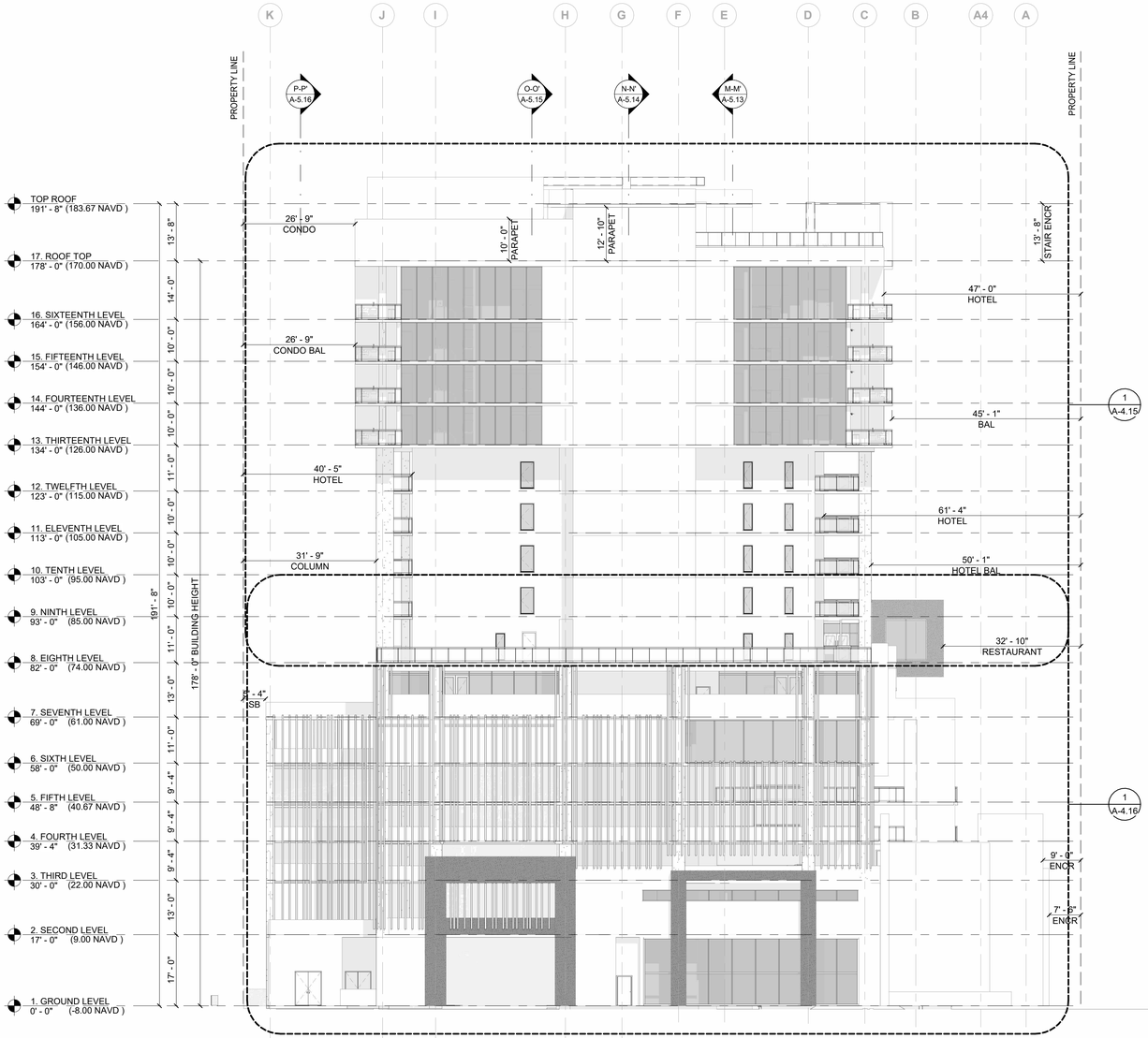

1 **ELEVATION NORTH**
1/16" = 1'-0"

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2022

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SEAL

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FLORIDA R.A. #0009239

PROJECT TITLE
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5300 SOUTH STATE ROAD 7
HOLLYWOOD
FLORIDA 33314

SHEET TITLE
ELEVATION NORTH

REVISIONS

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SHEET
A-4.4

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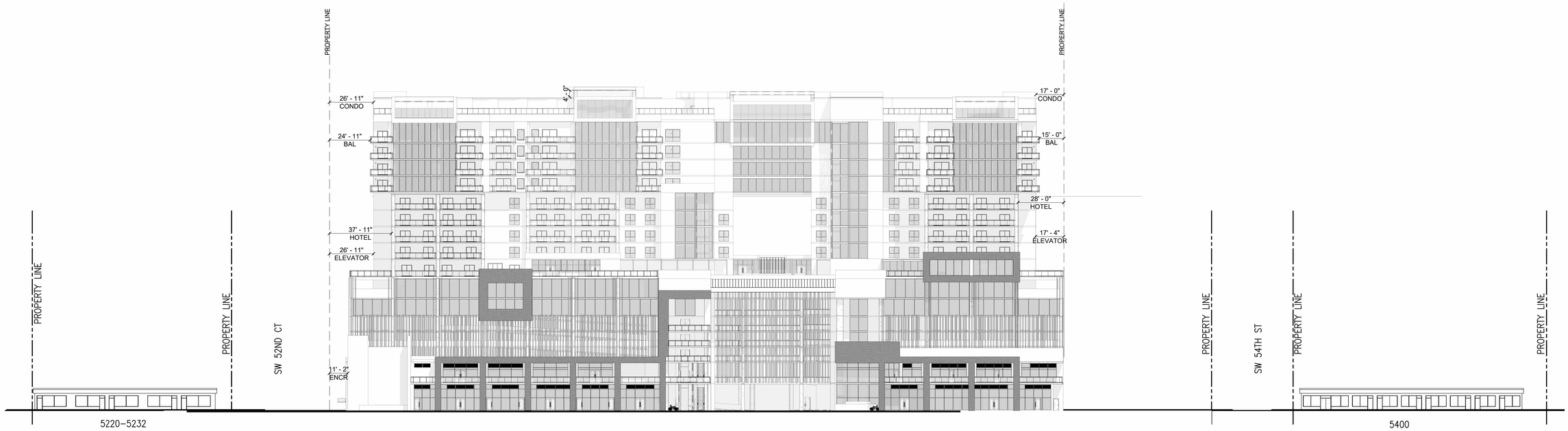
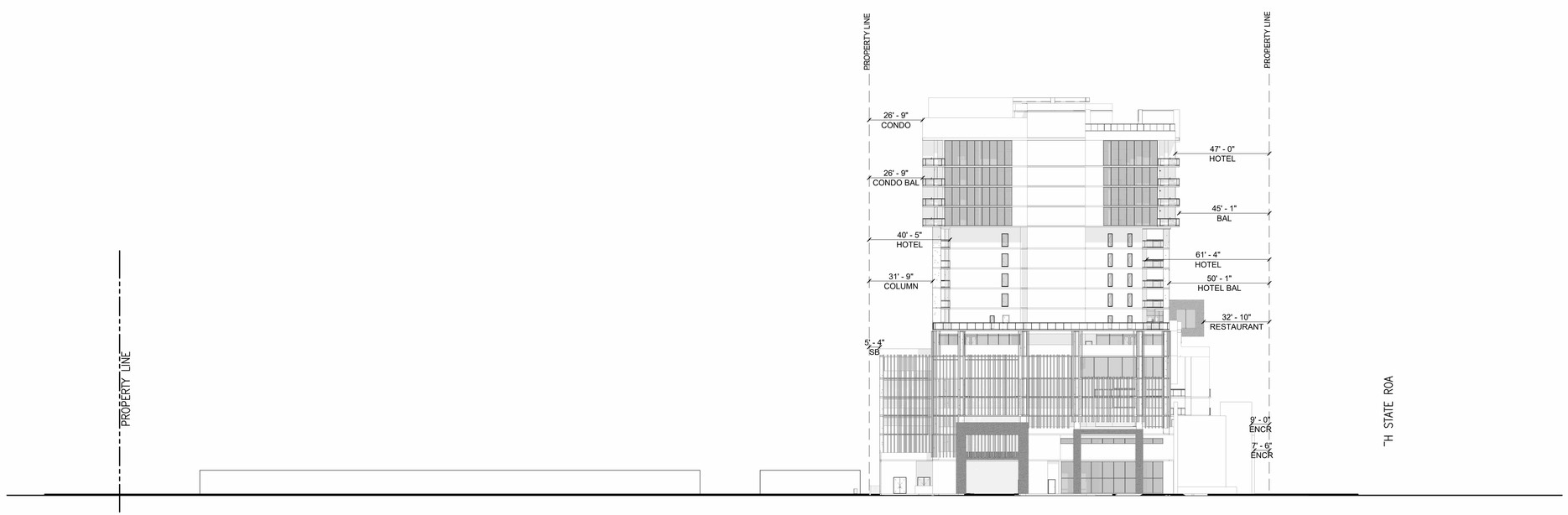


VIEW EAST FROM STATE ROAD 7

1" = 30'-0"



VIEW SOUTH FROM SW 52 CT

1" = 30'-0"

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2022

1 **CONTEXTUAL STREET ELEVATIONS**

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www.kallerarchitects.com

SEAL

JOSEPH B. KALLER
FLORIDA R.A. #0009239

PROJECT TITLE

PLAZA 441

5300 SOUTH STATE ROAD 7
HOLLYWOOD
FLORIDA 33314

SHEET TITLE

CONTEXTUAL STREET ELEVATIONS

REVISIONS

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PROJECT No.: 20017
DATE: 10/31/23
DRAWN BY: Author
CHECKED BY: JBK

SHEET

A-4.17

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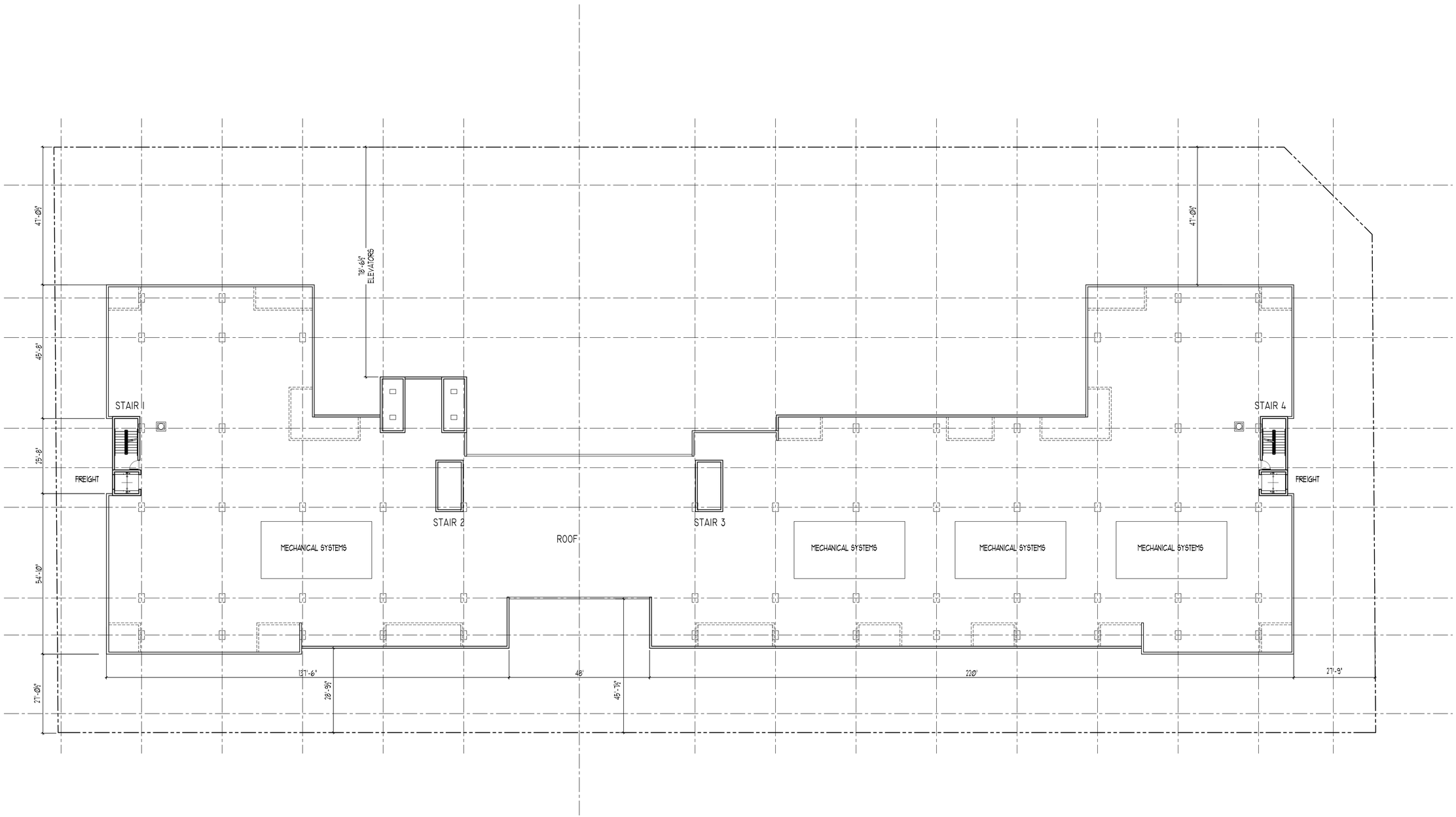

1 **ROOF PLAN**
SCALE: 1/16"= 1'-0"

KA
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SEAL

JOSEPH B. KALLER
FLORIDA R.A. # 0009239

PROJECT TITLE
441 MIXED USED
5300 S. STATE ROAD 7
HOLLYWOOD FL 33314

SHEET TITLE
ROOF PLAN

REVISIONS

No.	DATE	DESCRIPTION
1	7-27-20	PRELIM TAC
2	10-4-21	FINAL TAC
3		
4		
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PROJECT No.:	20017
DATE:	6-25-20
DRAWN BY:	TMS
CHECKED BY:	JBK

SHEET
A-17
SHEET 17 OF 30

Bidders shall use complete sets of Bidding Documents in preparing bids. Neither the Owner nor Architect assumes responsibility for errors or misinterpretations resulting from the use of incomplete or preliminary sets of Bidding Documents. The Contractor shall be responsible for the proper execution and completion of the work by the Contractor. The Contract Documents are complementary, and what is required by one shall be as binding as if required by all. Contractor shall verify all dimensions and materials. Includes but not limited to the Contract Documents and materials. Includes but not limited to the Contract Documents and materials. Contractor shall be responsible for the proper execution and completion of the work by the Contractor. The Contract Documents are complementary, and what is required by one shall be as binding as if required by all. Contractor shall verify all dimensions and materials. Includes but not limited to the Contract Documents and materials. Includes but not limited to the Contract Documents and materials.

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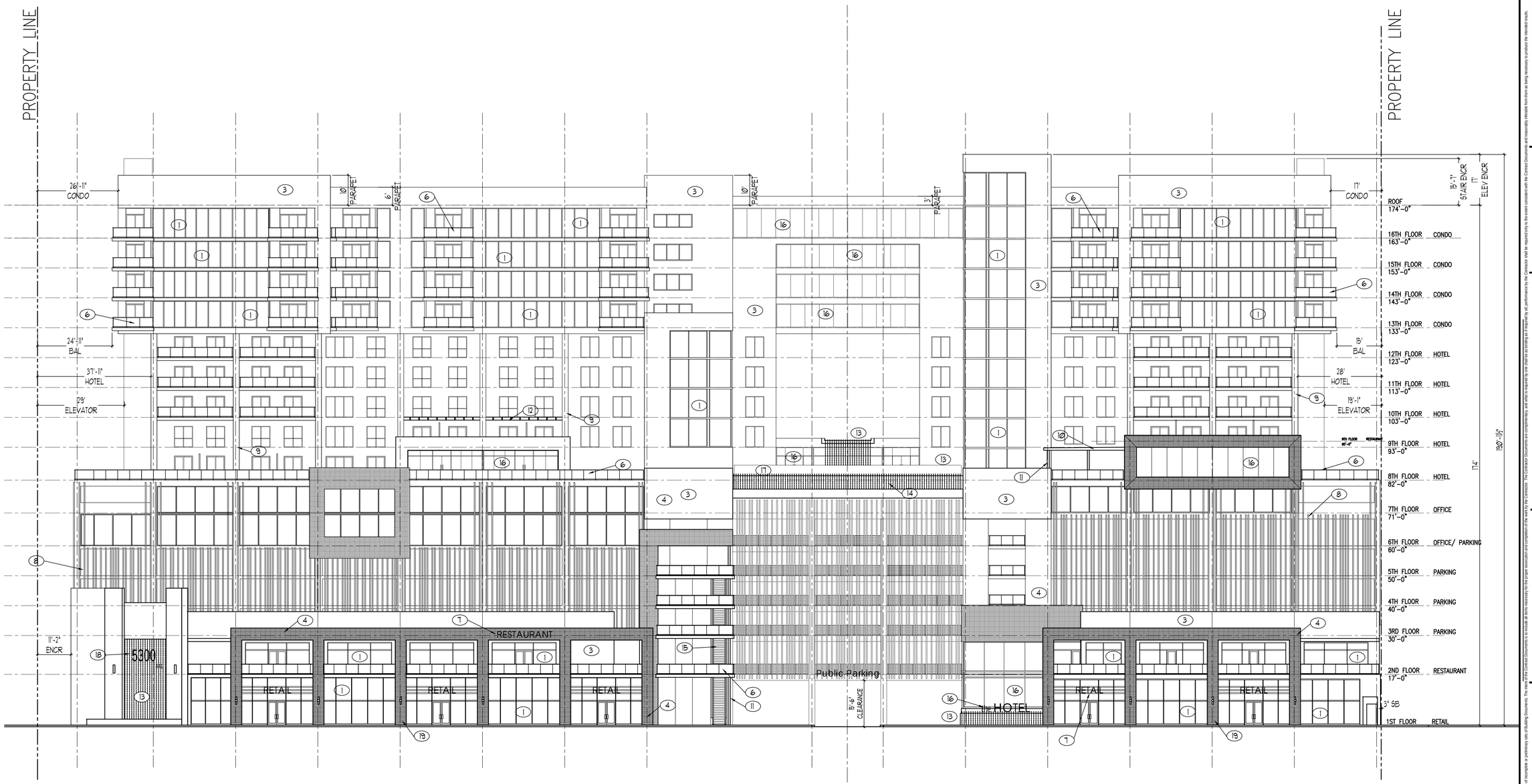

1. IMPACT RESISTANT STOREFRONT
2. IMPACT RESISTANT PAINTED HOLLOW METAL DOORS
3. SMOOTH STUCCO WALL FINISH
4. TEXTURE STUCCO WALL FINISH
5. 1" WIDE VERTICAL/ HORIZONTAL STUCCO SCORING
6. 42" MIN. HIGH POWDER COATED GLASS AND ALUMINUM GUARD RAILING
7. POWDER COATED ALUMINUM REVERSE CHANNEL LETTER BACK LIT SIGN
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17. PIN MOUNTED METAL SIGN
18. 3D METAL SIGN LIT FROM WATER FEATURE BELOW
19. FREE STANDING 'EFIS' COLONNADE 2

1 WEST ELEVATION
SCALE: 1/16"= 1'-0"

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SEAL

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PROJECT TITLE
441 MIXED USE
5300 S. STATE ROAD 7
HOLLYWOOD FL 33314

SHEET TITLE
WEST ELEVATION

REVISIONS

No.	DATE	DESCRIPTION
1	7-27-20	PRELIM TAC
2	10-4-21	FINAL TAC
3		
4		

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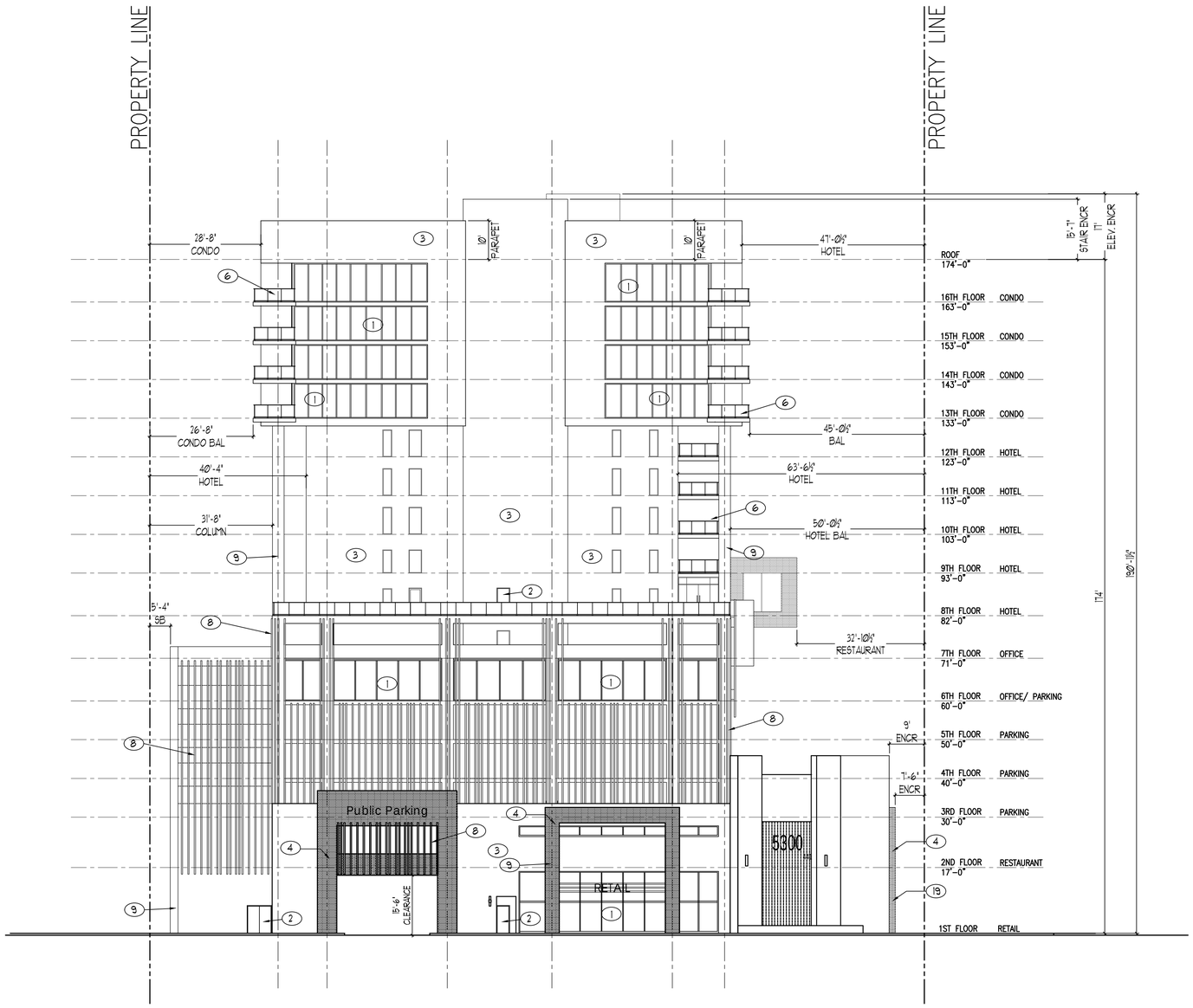
PROJECT No.: 20017
DATE: 6-25-20
DRAWN BY: TMS
CHECKED BY: JBK

SHEET
A-18
SHEET 18 OF 30

Bidders shall visit complete site of Existing Documents to prepare bids. Whether the Owner and Architect owners responsibility for errors or misrepresentations resulting from the use of incomplete or preliminary part of Building Documents. The Contractor shall be required only to the extent consistent with the Contract Documents and reasonably inferable from them as being necessary to produce the intended results. Write dimensions have precedence over scale. Contractor shall verify and be responsible for all dimensions and conditions on the job, the submittal of shop drawings, product data or samples shall not be made by subcontractors, manufacturers, suppliers or distributors unless they are required by the Contract Documents to be so made. Shop drawings, product data or samples shall not be considered change orders, or authorization to proceed with the work covered by them. Submittals are not part of the Contract Documents unless listed in an enumeration of Contract Documents. The review of shop drawings, product data or samples by the Architect is for the sole purpose of determining their general conformance with the design concept and information given through the Contract Documents. Such review shall not be construed as approving deviations from the Contract Documents or relieving the Contractor of complete responsibility for all dimensions, quantities and for the proper execution and completion of the work in the contract. The Contractor shall be responsible for all performance by the Contractor shall be required only to the extent consistent with the Contract Documents and reasonably inferable from them as being necessary to produce the intended results.

ORIGINAL APPROVED UNDER RESOLUTION # 20-DP-29



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1 NORTH ELEVATION
SCALE: 1/16"= 1'-0"

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SEAL

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PROJECT TITLE
441 MIXED USE
5300 S. STATE ROAD 7
HOLLYWOOD FL 33314

SHEET TITLE
NORTH ELEVATION

REVISIONS

No.	DATE	DESCRIPTION
1	7-27-20	PRELIM TAC
2	10-4-21	FINAL TAC
3		
4		

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PROJECT No.:	20017
DATE:	6-25-20
DRAWN BY:	TMS
CHECKED BY:	JBK

SHEET
A-19
SHEET 19 OF 30

Bidders shall use complete set of Bidding Documents to prepare bids. Neither the Owner nor Architect assume responsibility for errors or misinterpretations resulting from the use of incomplete or preliminary sets of Bidding Documents. The Contractor shall be responsible for the job performance by the Contractor and shall be responsible for the proper execution and completion of the work by the Contractor. The Contractor shall review all Contract Documents to include all items necessary for the proper execution and completion of the work by the Contractor. The Contractor shall be responsible for the job performance by the Contractor and shall be responsible for the proper execution and completion of the work by the Contractor. The Contractor shall review all Contract Documents to include all items necessary to produce the intended results.

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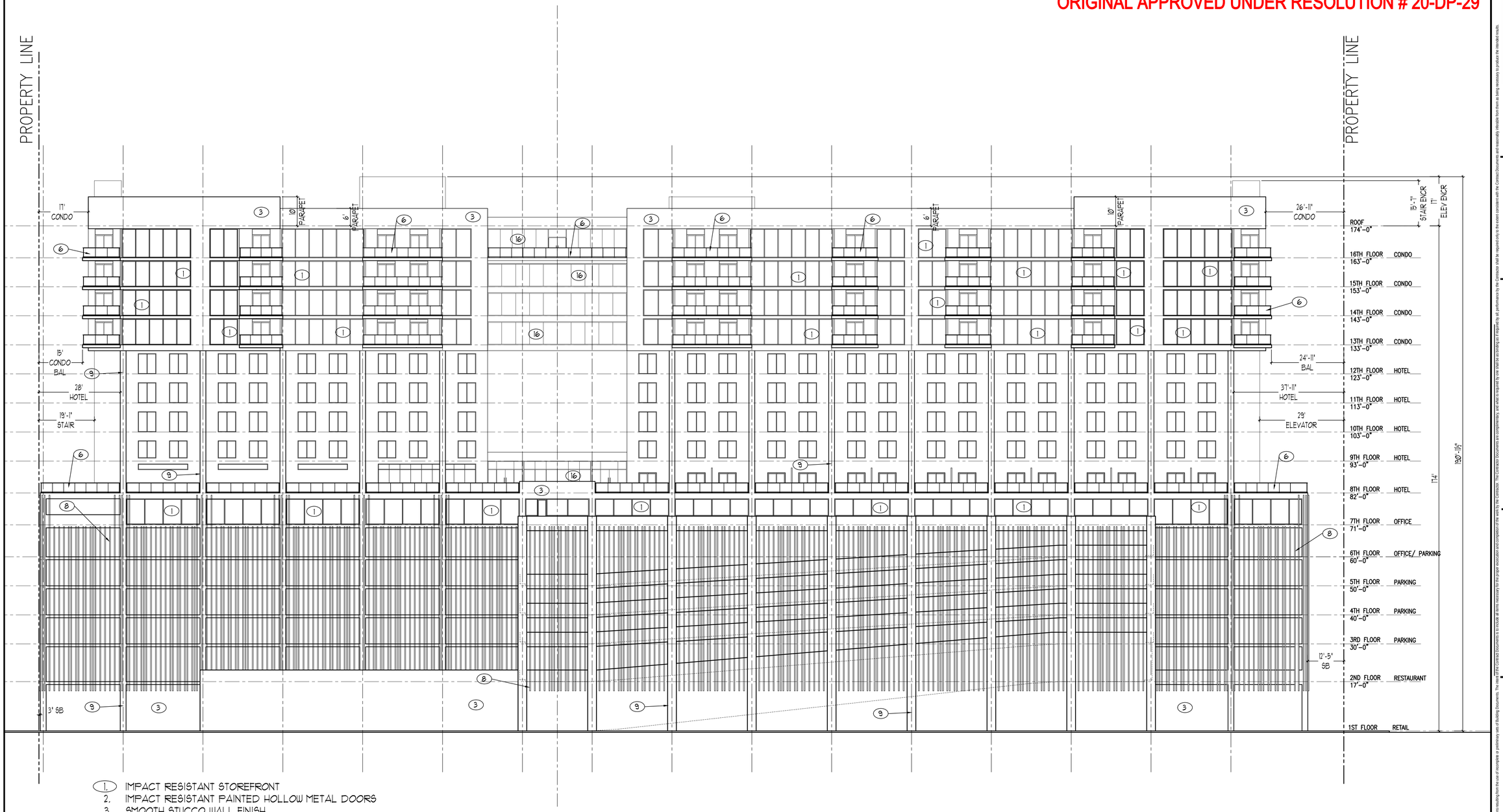

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1 EAST ELEVATION
SCALE: 1/16"= 1'-0"

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SEAL

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FLORIDA R.A. # 0009239

PROJECT TITLE

441 MIXED USE

5300 S. STATE ROAD 7
HOLLYWOOD FL 33314

SHEET TITLE

EAST ELEVATION

REVISIONS

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2	10-4-21	FINAL TAC
3		
4		

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PROJECT No.: 20017
DATE: 6-25-20
DRAWN BY: TMS
CHECKED BY: JBK

SHEET

A-20

SHEET 20 OF 30

Bidders shall use complete sets of bidding Documents to prepare bids, neither the Owner nor Architect assume responsibility for errors or misinterpretations resulting from the use of incomplete or partial sets of bidding Documents. This set of Contract Documents is to include all items necessary for the proper execution and completion of the work by the Contractor. The Contractor shall be responsible for all performance by the Contractor shall be required only to the extent consistent with the Contract Documents and reasonably inferable from them as being necessary to produce the intended results.

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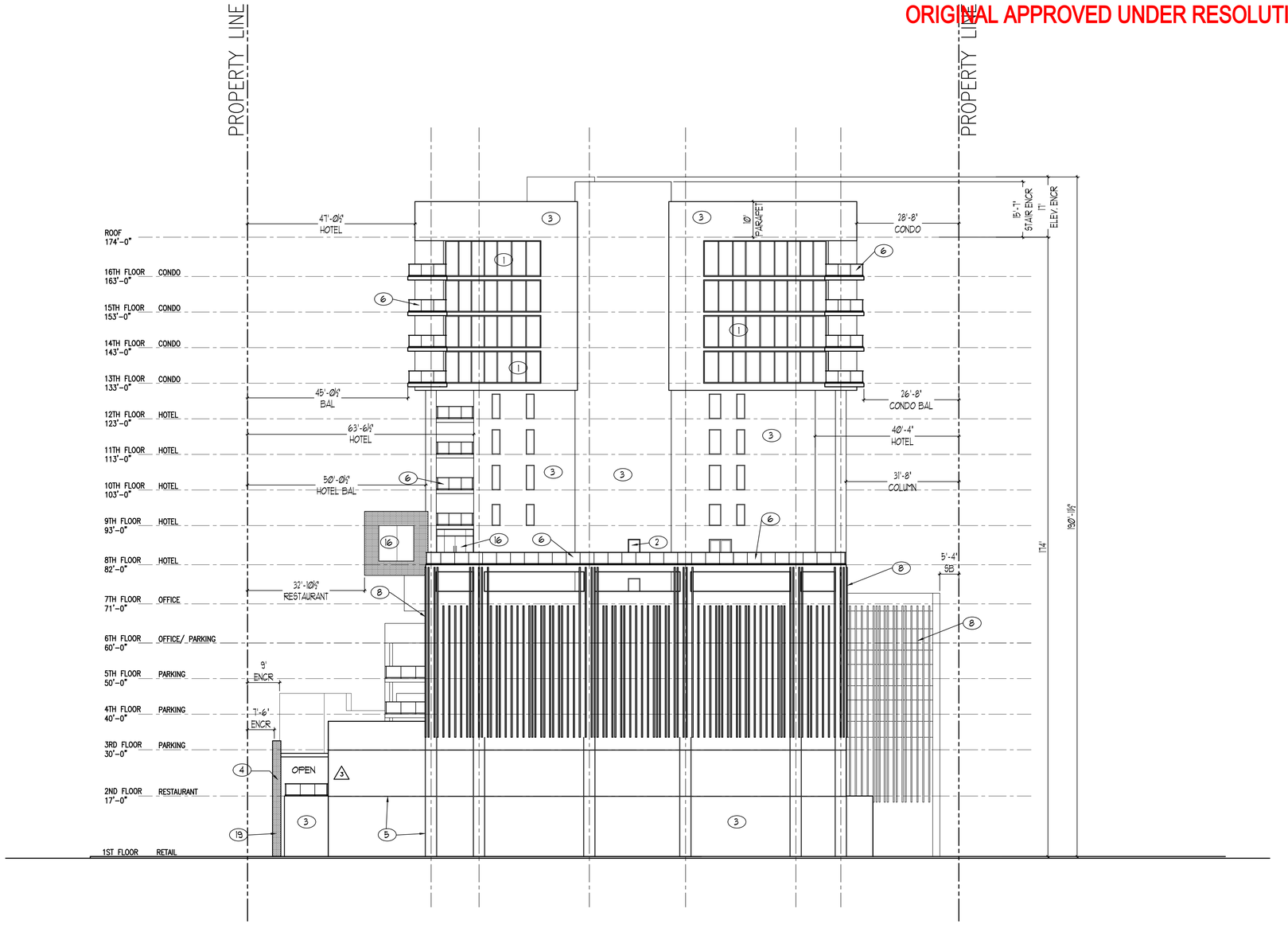

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14. ESCALATORS
15. FRAMELESS IMPACT RESISTANT STOREFRONT
16. FRAMELESS IMPACT RESISTANT WIND SCREEN GUARD
17. PIN MOUNTED METAL SIGN
18. 3D METAL SIGN LIT FROM WATER FEATURE BELOW
19. FREE STANDING 'EFIS' COLONNADE

2

1 **SOUTH ELEVATION**
SCALE: 1/16"= 1'-0"

KA
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SEAL

JOSEPH B. KALLER
FLORIDA R.A. # 0009239

PROJECT TITLE
441 MIXED USE
5300 S. STATE ROAD 7
HOLLYWOOD FL 33314

SHEET TITLE
SOUTH ELEVATION

REVISIONS

No.	DATE	DESCRIPTION
1	7-27-20	PRELIM TAC
2	10-4-21	FINAL TAC
3	1-20-22	PLANNING
4		
-	-	-
-	-	-
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-	-	-
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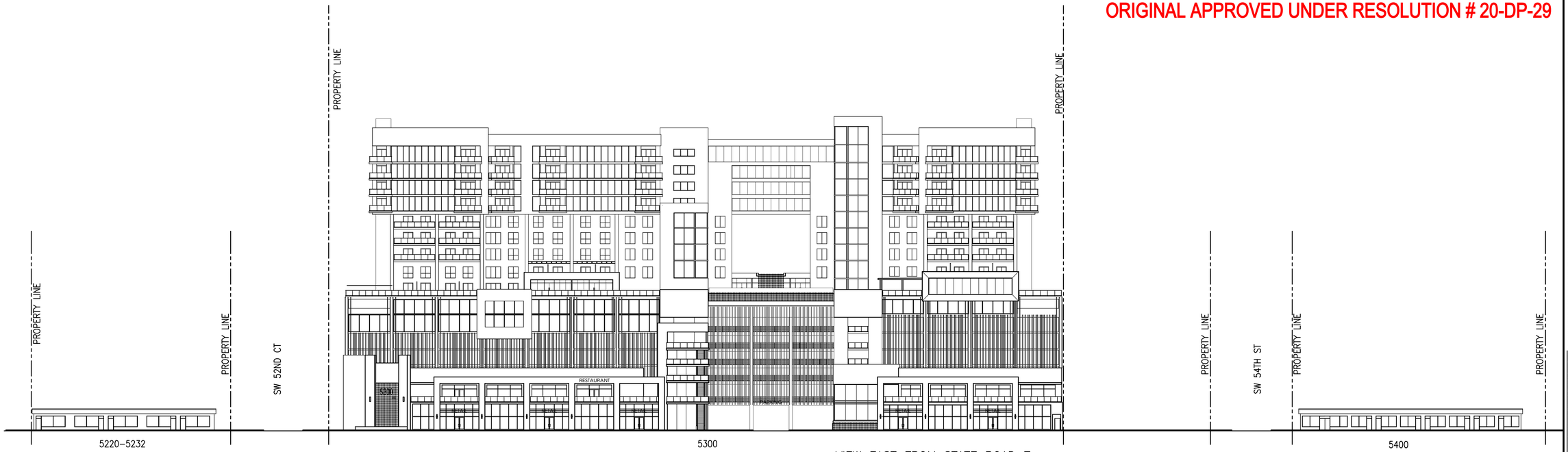
PROJECT No.: 20017
DATE: 6-25-20
DRAWN BY: TMS
CHECKED BY: JBK

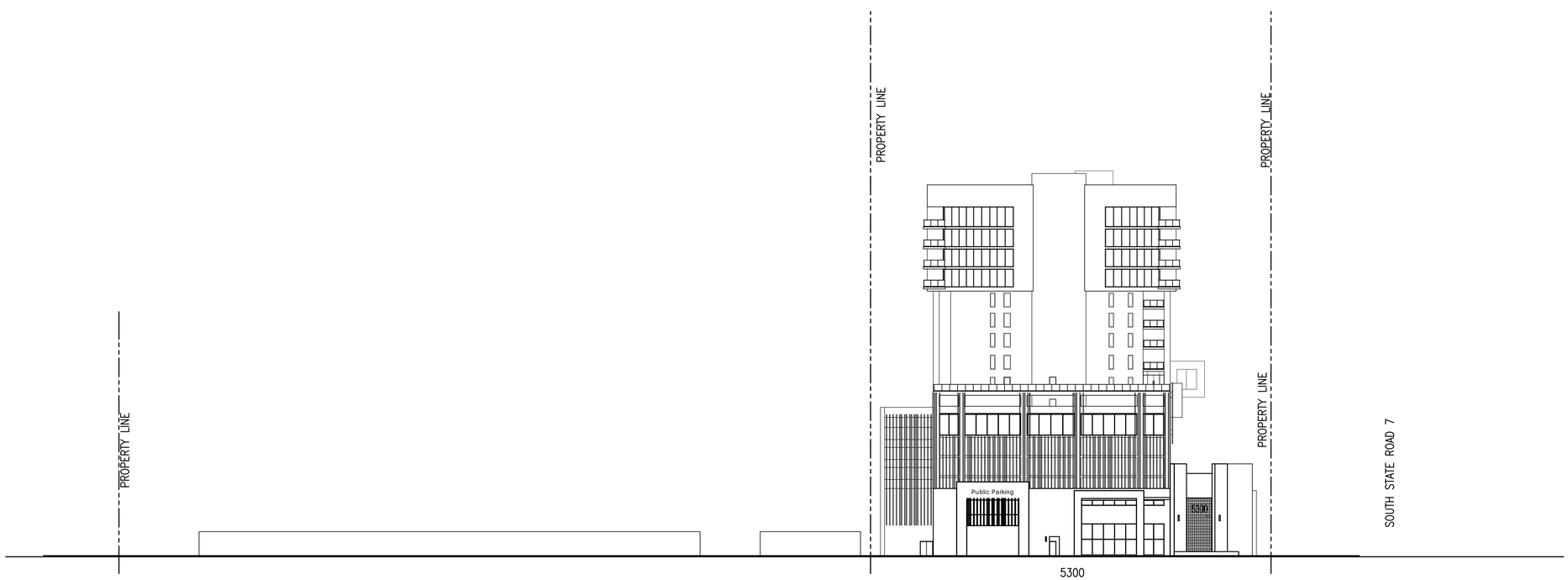
SHEET
A-21

Bidders shall visit complete site of Bidding Documents to prepare bids, verify the Owner and Architect assumes responsibility for errors or misinterpretations resulting from the use of incomplete or preliminary sets of Bidding Documents. The Contractor shall be required only to the extent consistent with the Contract Documents and reasonably inferable from them as being necessary to produce the intended results. Bidding Contract Documents to include all items necessary for the proper execution and completion of the work by the Contractor. The Contractor shall be responsible for all performance by the Contractor and all Subcontractors.

ORIGINAL APPROVED UNDER RESOLUTION # 20-DP-29



VIEW EAST FROM STATE ROAD 7



VIEW SOUTH FROM SW 52 CT

1 CONTEXTUAL STREET ELEVATIONS

SCALE: 1"= 30'-0"

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PROJECT TITLE

441 MIXED USE

5300 S. STATE ROAD 7
HOLLYWOOD FL 33314

SHEET TITLE

CONTEXTUAL STREET ELEVATIONS

REVISIONS

No.	DATE	DESCRIPTION
1	7-27-20	PRELIM TAC
2	10-4-21	FINAL TAC
3		
4		

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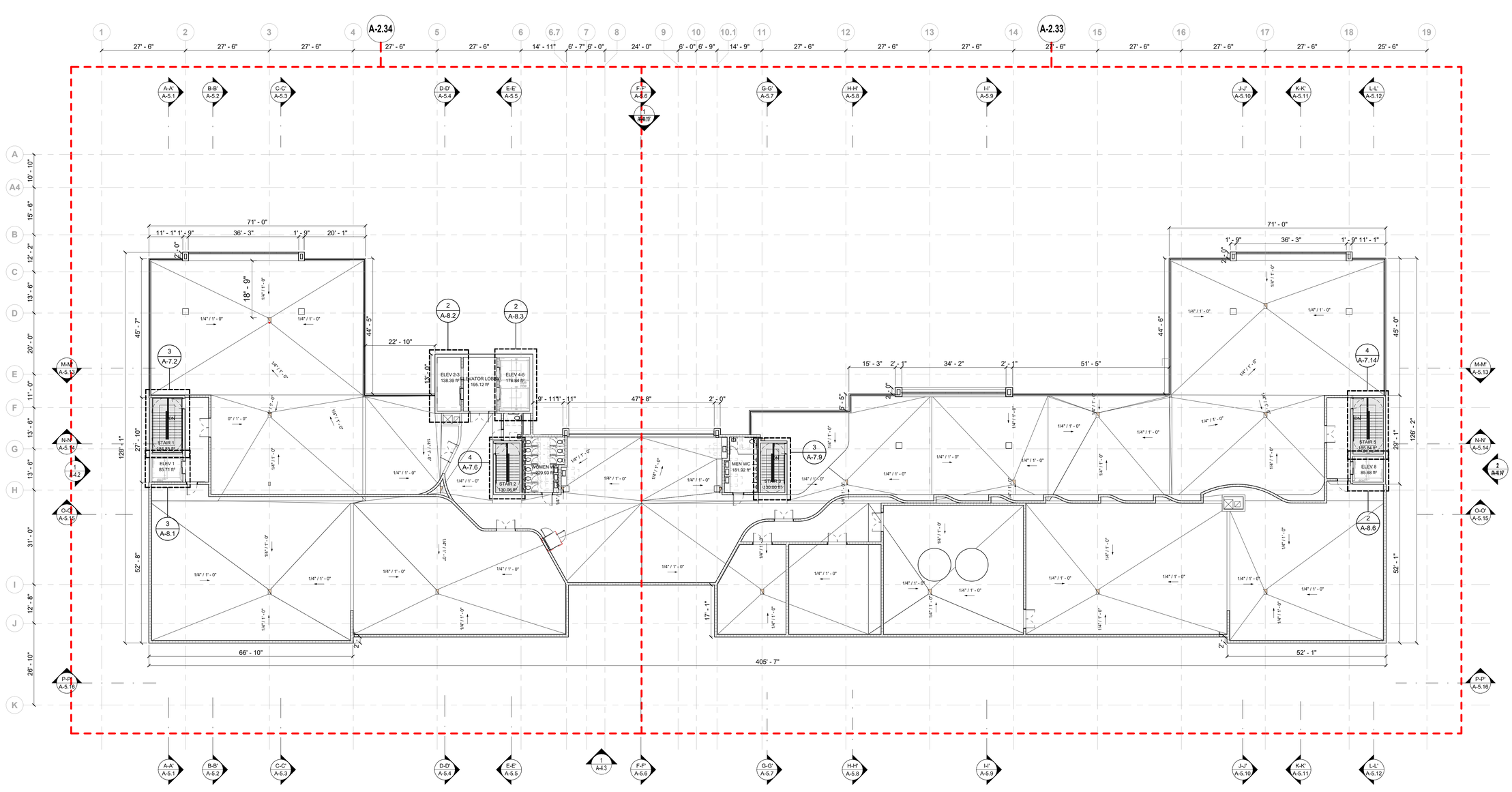
PROJECT No.:	20017
DATE:	6-25-20
DRAWN BY:	TMS
CHECKED BY:	JBK

SHEET

A-22

SHEET 22 OF 30

Bidders shall use complete sets of Bidding Documents in preparing bids; neither the Owner nor Architect assumes responsibility for errors or misinterpretations resulting from the use of incomplete or partial sets of Bidding Documents. The term "Contract Documents" is inclusive of terms necessary for the proper execution and completion of the work by the Contractor. The Contract Documents are complementary, and what is required by one shall be as binding as if required by all. Figures as to performance by the Contractor shall be required only to the extent consistent with the Contract Documents and reasonably inferable from them as being necessary to produce the intended results.



1 **ROOF DECK PLAN**
1/16" = 1'-0"

0 5 10 20 50

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SEAL

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PROJECT TITLE

PLAZA 441
5300 SOUTH STATE ROAD 7
HOLLYWOOD
FLORIDA 33314

SHEET TITLE

ROOF DRAIN PLAN

REVISIONS

No.	Description	Date

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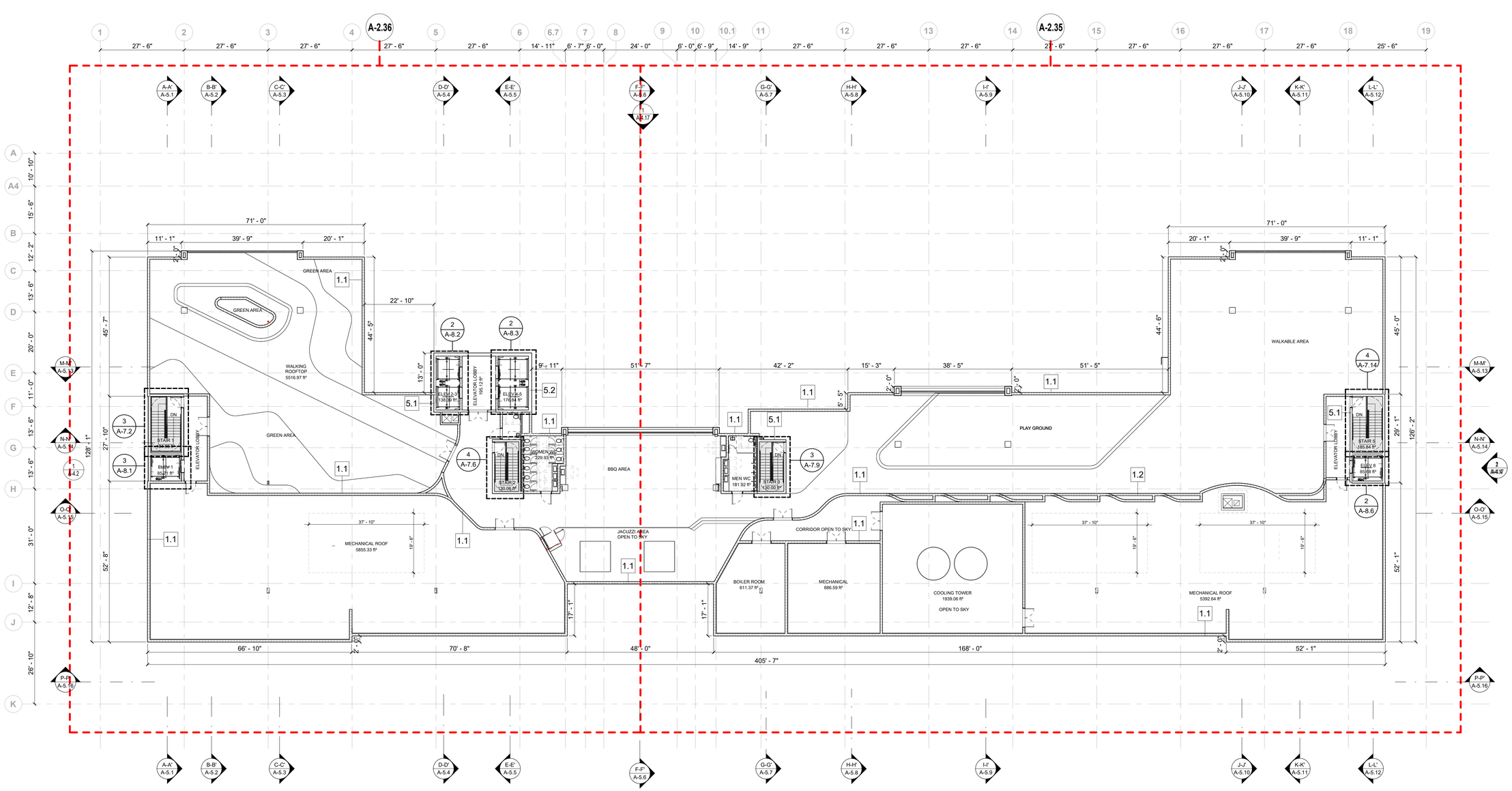
PROJECT No.: 20017
DATE: 10/31/23
DRAWN BY: Author
CHECKED BY: JBK

SHEET

A-1.17

Bidders shall use complete sets of Bidding Documents in preparing bids; neither the Owner nor Architect assumes responsibility for errors or misinterpretations resulting from the use of incomplete or preliminary sets of Bidding Documents. The intent of the Bid Contract Documents is to include all items necessary for the proper execution and completion of the work by the Contractor. The Contractor shall be required only to the extent consistent with the Contract Documents and reasonably inferable from them as being necessary to produce the intended results.



1 **OVERALL ROOF PLAN**
1/16" = 1'-0"

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PROJECT TITLE
PLAZA 441
5300 SOUTH STATE ROAD 7
HOLLYWOOD
FLORIDA 33314

SHEET TITLE
ROOF PLAN

REVISIONS

No.	Description	Date

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PROJECT No.: 20017
DATE: 10/31/23
DRAWN BY: GMV
CHECKED BY: JBK

SHEET
A-1.18

Bidders shall use complete sets of Bidding Documents in preparing bids; neither the Owner nor Architect assumes responsibility for errors or misinterpretations resulting from the use of incomplete or preliminary sets of Bidding Documents. The intent of the Contract Documents is to include all items necessary for the proper execution and completion of the work by the Contractor. The Contract Documents are complementary, and what is required by one shall be as binding as if required by all; performance by the Contractor shall be required only to the extent consistent with the Contract Documents and reasonably inferable from them as being necessary to produce the intended results.

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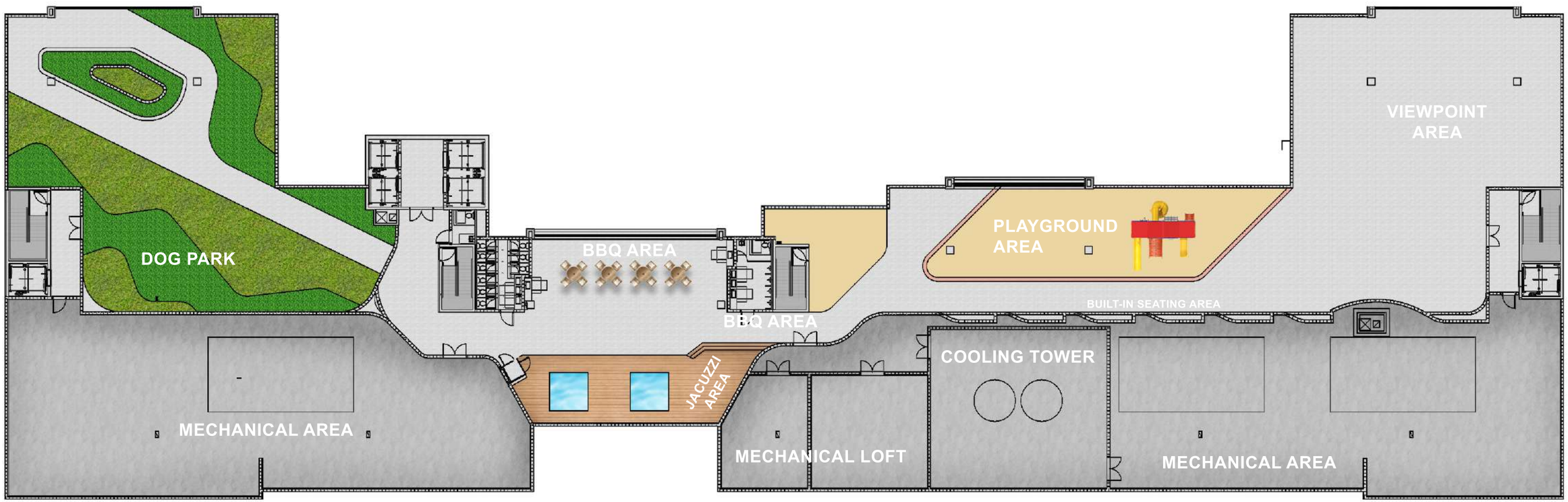
VIEWPOINT AREA
PLAYGROUND AREA
DOG PARK
BBQ AREA
BBQ AREA
BUILT-IN SEATING AREA
COOLING TOWER
JACUZZI AREA
MECHANICAL AREA
MECHANICAL LOFT
MECHANICAL AREA

KallerArchitecture

October 30rd, 2023

BUILDING HEIGHT - VARIANCE CRITERIA STATEMENT

441 MIXED-USE BUILDING

5300 S. STATE ROAD 7
HOLLYWOOD, FLORIDA
33314

A. 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: The requested variance is:

The allowable height is 175'-0". The previously approved building height under resolution No. 20-DP-29 is : 174'-0". The request is to go from 174'-0" to 179'-0" for the building height.

The proposed development is a mixed-use, where the different types of uses such as hotel/condo/parking within the building's envelope limit the possibility of having straight shafts to allow for all the required condensing lines, vents, and mechanical equipment requiring several changes on the chases and increasing overall height at transition floors, forcing the overall design to have extra height on the upper floor to have sufficient space for coordination below the upper roof deck area.

The request is due to the need to provide the proper height clearance at the 16th level to prevent different engineering and structural elements from interfering with the essential AC and fire protection elements of the units on the 16 floor immediately below the roof level. The variance requests for an increase in building height extra 5'-0" is to have enough headroom to coordinate, which is caused due to the proposed upper rooftop level and structural challenges requiring the roof slab to be 16" thick, Ownership would like to take full potential of what a building of this category should offer its residents and hotel guest and convert the roof in a usable roof.

As a result, this variance request would not affect the City's stability or appearance.

B. That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the Community:

The Variance being requested reflects the setbacks that already exist throughout the neighborhood. Therefore, it would not be detrimental to the Community.

C. 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:

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The subject property will increase the value of the surrounding neighborhood economically and add an aesthetic that assimilates well with its immediate surroundings such as the hard-rock hotel/casino and new hotels soon to be open in the area.

The proposed building is a warm and modern-contemporary design while taking advantage of the South Florida climate through the outdoor and indoor living spaces, at the rooftop level. The proposed rooftop will have walking paths, viewing benches, (2) Jacuzzies and a dog park. The design blends well within the City of Hollywood's Transit Oriented Corridor and the comprehensive plan to continuously improve the image of the City of Hollywood. Thus, the variance will allow for a better project with a usable rooftop area square footage and overall design aesthetic.

D. That the need for the requested Variance is not economically based or self-imposed.

The variance being requested is not self-imposed or economically based but instead is based on the highest and best use of the land to develop a product that has longevity and adds to the energy and excitement of the request to maintain a consistent look and feel of the Community and allow for movement in the front façade to avoid a flat boxy look.

E. That the Variance is necessary to comply with State or Federal Law and is the minimum Variance Necessary to comply with the applicable law.

The Variance being requested does not conflict with any State or Federal Laws and will not stand out as different or unusual to adjacent sites and buildings.

Sincerely,

KallerArchitecture

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KallerArchitecture

October 30rd, 2023

CRITERIA OF APPROPRIATENESS FOR DESIGN

441 MIXED-USE BUILDING

5300 S. STATE ROAD 7
HOLLYWOOD, FLORIDA
33314

CRITERION 1: INTEGRITY OF LOCATION

The property is located in the TOC (transit-oriented corridor) near the Hard Rock Hotel/Casino. The Proposed Project is a sixteen-story mixed-use with rooftop Development located on the east side of State Road 7 just north of the Hardrock Hotel.

CRITERION 2: DESIGN

The uses in the Development are Retail, Restaurant, Hotel Offices and Rooms, Condominium Units, and a multilevel Garage that supports all of the uses. The first floor consists of the Main Entry Lobby to the Hotel and Condominium, Retail Bays, and Public Plaza, as well as the first level of the Parking Garage. The second floor houses a large Restaurant space, the Hotel Back of House and a level of the Parking Garage. The third through fifth floors are Parking Garage only and the sixth floor has a leasable Office Area and the top level of the Parking Garage. The Hotel takes up the eighth through twelfth floors and the Condominium units are located on the thirteenth, fourteenth, fifteenth, and sixteenth floors. Half the rooftop is accessible where there are multiple uses available to the Condominium residents only such as a viewing porch, a dog park, a playground, and jacuzzi areas. The other half of the roof is divided by a 12' concrete wall with benches integrated into the design. The eighth floor is the main activity floor for the Hotel and Condominium. Hotel Rooms, a Restaurant, an inside/ outside Bar, a Gym, a Spa, a Pool with a Deck, and Cabanas. Both the Pool and a portion of the Dining Room in the Restaurant will have a structural glass floor allowing daring users to see through to the activity on the ground below.

Above the Buildings "base", the façade splits into two with a hole through the core of the Building. Above that, the two parts relate to transparent "bridges" between the two Elevator Lobbies of the Condominium Floors. The top floor of the Condominium portions, above the

“bridges” is a Sky Lounge exclusively for the Condominium residents and their guests complementing the uses of the upper roof above.

The building has a Modern Architectural Style with elements that warm the façade. Special Areas are treated with a darker color so they stand out and the vertical garage screen will create a changing shadow pattern throughout the day and allow the garage to glow at night. Looking up from the street level, people will be able to see the activity in the pool and in the cantilevered Dining Room portion of the Hotel Restaurant. The escalator provides an easy and secure way to traverse between the garage floors and it being constantly in motion makes the building feel alive. The escalator may be more appealing to use than an elevator because its openness creates a feeling of security. That movement of people gliding up and down also emphasizes activity which is important for businesses to thrive. Retail storefronts are large and very visible from the street and the large Public Plaza, with benches, will encourage outdoor dining, gathering and relaxing. The goal is to create a destination, not only for visitors but for the Community as well. All choices of materials and construction will be done following Green Building Practices and therefore try to play a part in having a smaller carbon footprint in the Community.

CRITERION 3: SETTING

The area in which the Project is located is along the Transit Oriented Corridor (TOC) of State Road 7, just north of the Hard Rock Hotel. The TOC is all about mixed-use developments that promote activity both day and night. The TOC promotes the Use of Public Transportation, Pedestrian movement, ride-share, and other forms of low-impact transportation. This Development will be among the first to use the new TOC Zoning Regulations. Because it is one of the first, it is not necessarily compatible with the surrounding neighborhood. Instead, it will act as a catalyst in the redevelopment of this portion of the 441 corridor The Hardrock Hotel, although not a part of the TOC zoning designation, has become a symbol and a precedent that cannot be denied.

CRITERION 4: MATERIALS

All materials/colors to be used in the proposed building are to be a series of light and dark grey tones with features of composite wood panels and smooth stucco finishes.

CRITERION 5: ASSOCIATION

As noted above, the project does not share massing or scale with the surroundings. neighborhood. It will instead, become a significant part of what could be the Entertainment Strip of the Transit-Oriented Corridor. Although much bigger than adjacent buildings, the development is broken up into smaller human scale components and therefore does not

overwhelm on approach. The Retail bays are framed with a dark colored colonnade which grounds the Building, The Hotel Lobby is two stories in height and the escalators are visible and easily maneuvered. The Public Plaza provides an open airy feeling and has places to sit and to gather. There is a lot of movement in the façade. In and out, up and down. This breaks up what could have otherwise been perceived as a monolith.

CRITERION 6: WORKMANSHIP

The workmanship on the proposed new construction will be a guarantee that all State and Local regulations are to be upheld. Proper barricading will be provided during the demolition of the existing structure and new construction work. All practices will meet or exceed requirements of the Florida Building Code 2020, 7th edition and the State of Florida Department of Environmental Protection.

Should you have any questions, please feel free to contact this office.

Sincerely,

KallerArchitecture

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