

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

DATE: March 12, 2024 **FILE: 23-DP-20**

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Tasheema Lewis, Associate Planner

SUBJECT: Request for Design and Site Plan Review for a 29-unit residential development located at 1914-1920 Pierce Street (Downtown Hollywood)

REQUEST:

Design and Site Plan Review for a 29-unit residential development.

RECOMMENDATION:

Design: Approval.

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

1. The entire garage be screened with architectural features.
2. Payment for Parking in Lieu is made at time of permitting.

REQUEST

The site is located within the 'North Downtown Medium Intensity Multi-Family' Zoning District (ND-2) and has a land use designation of 'Regional Activity Center' (RAC). The property is approximately 0.38 acres.

The Applicant is seeking approval of a residential multi-family development consisting of 14 one-bedroom units, 12 two-bedroom units, and 3 three-bedroom units, with a height of 55 feet. This zone permits vertical projections that must not exceed 25 percent, except for mechanical equipment. The applicant is proposing a 69 feet maximum elevation which adds an additional 14 feet to the required 55 feet in Zoning District ND-2. This encroachment is compliant with the regulations of the Regional Activity Center Article 4.6.B.3.a.(9).

The development requires a minimum of 40 parking spaces, and 44 parking spaces are proposed with 15 car lifts and 3 parking spaces in lieu. Although the project is providing additional parking spaces, the car lifts, which contains two spaces, can only be used for the two-and-three-bedroom units. Therefore, 14 single parking spaces must be available for the 14 one-bedroom units. This availability leaves the proposed development short of the required three (3) guest parking spaces. Article 7.4 of the Parking in Lieu

program requires that in no instance shall the substitution of the fee result in a new residential development which provides less than one parking space per unit. The 3 parking spaces in lieu represent the required guest parking. Therefore, at least one parking space is provided per unit within this new residential development and the regulation of this article is satisfied. The requirements of the Parking in Lieu Program have been satisfied, and the Director of Parking has provided administrative approval for the 'in-lieu' contribution of \$40,000 per space, pursuant to Resolution R-2023-258.

The architectural elements are contemporary utilizing smooth stucco exterior finishes with stamped concrete, wood tile in a gold finish, black aluminum railings, bronze aluminum window and door frames, gray tinted glass, and anodized aluminum architectural screening. The color palette encompasses cool and warm tones of light and dark grays, white, and brown. Recesses and reveals are used symmetrically to reduce massing and provide movement to the building. The landscape plan incorporates a variety of native tree and shrub species that complements the architectural features of the building. The contemporary design of the proposed development will enhance the streetscape of the surrounding ranch style homes, encouraging new developments that meet the intention of the Regional Activity Center.

The Applicant has worked with Staff to ensure that all applicable regulations are met. Development of this site enhances the neighborhood and encourages redevelopment of the area.

SITE INFORMATION

Owner/Applicant:	1920 Pierce LLC/Alexis Bogomolni
Address/Location:	1914-1920 Pierce Street, Hollywood, FL 33020
Net Size of Property:	16,360 sq. ft. (0.38 acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	ND-2
Present Use of Land:	Residential- Single-Family and Multi-Family
Year Built:	1934/1924 and 1949/1944 (Broward County Property Appraiser)

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 Medium Intensity Multi-Family District (ND-2)
South:	North Downtown Medium Intensity Multi-Family District (ND-2)
East:	North Downtown Medium Intensity Multi-Family District (ND-2)
West:	North Downtown Medium Intensity Multi-Family District (ND-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center the subject site is surrounded by residential 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 landowners 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 to 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 Objective:

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 (see Comprehensive Plan, page LU-74).*

The project is located within the City's Parkside neighborhood. The Masterplan identifies preserving the existing housing stock, redeveloping underutilized property, and improving the streetscape within the Parkside neighborhood.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is in Sub-Area 2, East Hollywood, 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 the residential neighborhood of the Lakes, West Lake and the ill-defined residential areas between Federal and Dixie Highways. The proposed request is consistent with City-Wide Master Plan based upon the following economic development, geographic, land use, zoning considerations:

Guiding Principle: *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community (see Comprehensive Plan, pg. LU-2).*

Policy 2.10: *Encourage high-density residential development in the Downtown. (See City-Wide Master Plan, Sub Area 2, Policies, p. 72)*

Policy CW.15: *Place a priority on protecting, preserving, and enhancing residential neighborhoods (see City Wide Master Plan, Existing Conditions, Recommendations and Policies Vol. 1, p. 141).*

Policy CW.44: *Foster economic development through creative land use, zoning and development regulations, City services and City policies (see City Wide Master Plan, Existing Conditions, Recommendations and Policies Vol. 1, p. 142).*

APPLICABLE CRITERIA

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 Architectural elements and design are contemporary. The building's design is enhanced by wood, and glass elements that create vertical and horizontal sightlines and movement that are noticeable from the street. All these elements work together to create a modern feel. The series of contrasting volumes, created by articulation, recessed walls and balconies, and the use of cool and warm color tones create an aesthetic vision for the neighborhood.

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 architectural styles and elements of the proposed development do not exhibit architectural features and styles that are insensitive and incompatible to the design guidelines and the expectations of ND-2 zoning district within the Regional Activity Center. The main architecture style in the area is low level Ranch styles. The design meets the intent of the neighborhood and utilizes styles and elements similar to previously approved developments within 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 design uses recesses and reveals in a proportional manner that adheres to the to the scale/massing intent of this criterion. The architectural features certainly provide a vision for the area. The appropriate use of color and materials balances the length, width, and height of the development. In addition, the development is compliant with zoning regulations as it pertains to floor area ratio, setbacks, height, and open space, which play a role in achieving the appropriate scale and massing.

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 Reviewer 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 building. The landscape plan incorporates an array of native trees, palms, and shrubs, which does not overpower or create visual clearance issues for adjacent properties.

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.

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 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 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 ensure 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 ensure 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 ensuring 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 Participation Outreach Meeting