

ATTACHMENT I

February 7, 2019

Planning and Development Board Staff Report

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

DATE: February 7, 2019 **FILE:** 19-T-02

TO: Planning and Development Board/Local Planning Agency

FROM: Leslie A. Del Monte, Planning Manager

SUBJECT: Text Amendment to the Zoning and Land Development Regulations amending Article 5 relative to Design Review Criteria.

REQUEST:

Text Amendment to the Zoning and Land Development Regulations amending Article 5 relative to Design Review Criteria.

RECOMMENDATION:

The Planning and Development Board, acting as the Local Planning Agency forward a ***recommendation of Approval*** to the City Commission.

BACKGROUND

Through the City's Comprehensive Plan, Zoning and Land Development Regulations, and various master plans, the City has identified several zones, including the Transit Oriented Corridor (TOC) and Regional Activity Center (RAC), as areas of importance and established a vision for these districts. These visions, which delineate the desired character of future development, generally encourage redevelopment or development; 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. In doing so, however, they typically include elements that deviate from the makeup of the existing neighborhood; particularly for sectors which have been underdeveloped or deemed blighted. As the districts begin to develop and the vision starts to take shape, they experience a natural period of transition. During these initial stages, catalyst projects which meet the intent of the vision and comply with the desired character, may not be fully compatible with the immediate or surrounding character. Recognizing this, the Planning and Development Board asked Staff to consider amending the Design Review Criteria to better accommodate these areas and periods of transition.

REQUEST

Staff proposes a text amendment to Section 5.3 Design Criteria of the Zoning and Land Development Regulations; specifically amending the criteria relative to compatibility and scale/massing to accommodate designated areas of transition, such as the Transit Oriented Corridor (TOC) and Regional Activity Center (RAC). This shift in rationale would allow for catalyst projects to be reviewed on the merits of their consistency with the desired vision, rather than with the existing surroundings, as appropriate in

the district. Thus, allowing for and encouraging the implementation of the vision; and not hindering the impetus for redevelopment. As uses and development trends begin to evolve, the City must amend the regulations from time to time to be forward-thinking and consistent with changing times. The text amendments seeks to revise the code in a manner that is consistent with established visions and current development patterns.

SITE INFORMATION

Owner/Applicant: City of Hollywood
Address/Location: City-wide

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The proposed text amendment is consistent with the Comprehensive Plan, based upon the following:

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

Objective 5: *Encourage appropriate infill redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.*

The proposed text amendment is consistent with the City's Comprehensive Plan goal to enhance and improve various uses within the City as the proposed text amendment aims to clarify and improve the regulations for better application for the public.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The City-Wide Master Plan is a compilation of policy priorities and recommendations designed to improve the appearance, appeal, and economic tax base of the City. It establishes a format for future direction and vision for the City. The proposed text amendment is consistent with the City-Wide Master Plan based upon the following Guiding Principle:

Guiding Principle: *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

APPLICABLE CRITERIA

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

CRITERIA 1: The proposed change is consistent with and in furtherance of the Goals, Objectives and Policies of the adopted Comprehensive Plan as amended from time to time.

ANALYSIS: The proposed amendment is consistent with policies of the City's Comprehensive Plan, as the proposed text amendment aims to clarify and improve the regulations for better application in areas and districts intended for transition.

FINDING: Consistent

CRITERIA 2: That conditions have substantially changed from the date the present zoning regulations were established.

ANALYSIS: As uses and development trends begin to evolve, the City must amend the regulations from time to time to be forward-thinking and consistent with changing times. The proposed text amendment seeks to revise the code in a manner that is consistent with current development patterns and with the desired vision.

FINDING: Consistent

ATTACHMENTS

ATTACHMENT A: Existing Regulations: Section 5.3.I.4. Design Criteria

ATTACHMENT A

Existing Regulations: Section 5.3.1.4. Design Criteria

Zoning and Land Development Regulations

Section 5.3.1.4.

4. Design Criteria. The Board and the Director shall review plans based upon the criteria below. If the Board or the Director (as applicable) determines that an application is not consistent with the criteria, reasons shall be set forth in writing substantiating the finding.

a. General Criteria. All plans/architectural drawings shall be reviewed based upon the evaluation of compatibility with the City's Design Guidelines, including the following elements:

(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.

(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.

(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.

(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.