

ATTACHMENT I

Justification

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AA 26001131

June 12, 2015

Mr. Jaye Epstein Director
Planning and Development Services
2600 Hollywood Blvd, Room 315
Hollywood, Florida 33022-9045

RE: Hollywood 3100, LLC

1915 Harrison St. Hollywood, FL 33020

RE: Case Number 13-DP-44

SUBJECT: Hollywood 3100, LLC Site Plan for and commercial office, restaurant and retail building (Ocean Palms).

Re; Variance criteria;

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 proposed development is a retail/ restaurant and office complex. The intent is to provide for a pedestrian friendly frontage to encourage pedestrian activity. The design is compatible with the stiles of the many recent structures in the immediate area. The uses proposed will serve the residents and visitors with community business uses.

b. That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community;

The parcels west of State Rod A1A have been reduced thru the years to accommodate the road widening. The setback and landscape buffer frontage provided is very compatible with surrounding uses.

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; and

The requested variance is consistent with the Goals, Objectives and Policies of the adopted Comprehensive Plan. It is a commercial development within walking distance to a very high density area of the city presently underserved with community business.

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

The requested variance is as a result of the shallow depth of the property. The flood criteria requires that the ground floor be located approximately 7 feet above the sidewalk. Also the two loading berths have to be inside the building and provide turning spaces independent of the vehicles entering and exiting. The ramp to access the garage levels also took much space. The variance allows some retail to remain on the ground floor.

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 is the minimum to make the project work. The shallow depth requires the variance so that an entire aisle of upper level parking spaces is not lost.



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September 22, 2015

Mr. Jaye Epstein Director
Planning and Development Services
2600 Hollywood Blvd, Room 315
Hollywood, Florida 33022-9045

RE: Hollywood 3100, LLC

1915 Harrison St. Hollywood, FL 33020

RE: Case Number 13-DP-44

SUBJECT: Hollywood 3100, LLC Site Plan for and commercial office, restaurant and retail building
(Ocean Palms).

ARCHITECTURAL DESIGN CRITERA

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. 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.

The proposed development is a multi-story retail, restaurant and office complex.

The modern design is compatible with the styles of the many recent and also modern structures in the immediate area, such as the Diplomat Hotel and nearby hi rise condominiums.

The exterior materials, stucco, storefront glazing, metal louvers, glass railings, and metal cladding are also present in the surrounding area.

The mass of the building is mitigated by the use of varied material, different heights for the roof lines, arcade, protruding column elements, offsets and different treatments on each floor containing different uses.

The intent is to provide for a pedestrian friendly frontage to encourage pedestrian activity. The city sidewalks leads into a well-defined and very wide pedestrian arcade parallel to the city sidewalk as well as a connector to a similar pedestrian covered walkway along the Intracoastal Waterway. The uses proposed will serve the residents and visitors with community business uses.

CRITERIA 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.

The parcels west of State Road A1A have been developed thorough the past, the width of State Road A1A has also been widened. The setback provided and the landscape buffer along the frontage provided is very compatible with surrounding uses.

The style is compatible to the existing buildings in the area as well as the frontage.

As a retail center the closer distance to the pedestrian walkway allows for pedestrian interaction. The building height and mass is much smaller than any of the immediate neighbors comprised mainly of high rise structures.

CRITERIA 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.

The massing is compatible to the existing buildings in the area as well as the frontage. The façade has well defined architectural elements further emphasized by the offsets at material changes or color variations.

The massing, height, and scale are much smaller than surrounding high-rise structures.

The structure is separated by landscaped buffer yards on all sides from adjacent properties. The neighbor to the north has its orientation away from this parcel.

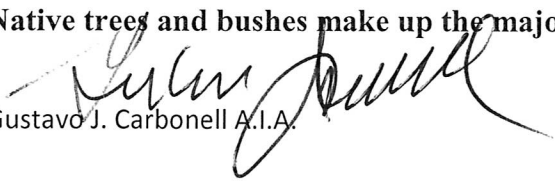
The neighbor to the south is presently used as a surface parking lot. Further south exists the mechanical structure for the Diplomat Hotel.

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.

The frontage on AIA contains 9 majestic Medjool Date Palms and Royal palms along the Intracoastal Waterway.

Site had very few trees since it was used as an old parking lot with no landscaping.

Native trees and bushes make up the majority of the material proposed.


Gustavo J. Carbonell A.I.A.