

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

**DATE:** January 24, 2023, **FILE: 22-DP-36**  
**TO:** Planning and Development Board  
**VIA:** Andria Wingett, Assistant Director/Planning Manager  
**FROM:** Mawusi Khadija Watson, Planning Administrator  
**SUBJECT:** VRD at Hollywood LLC request Design and Site Plan for an approximately 30,000 square feet of retail and distribution center. (AutoZone Mega Hub).

**REQUEST:**

Design and Site Plan for an approximate 30,000 square feet of retail and distribution center (AutoZone Mega Hub).

**RECOMMENDATION:**

Design: Approval.

Site Plan: Approval, if Design is 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 Design and Site Plan for an approximate 30,000 sq. ft. of retail and distribution center at 901 S. State Road. The proposed use consists of retail and a distribution center.

The subject property is zoned South Mixed-Use District (S-MU) and has a land use designation of Transit Oriented Corridor (TOC). The property is approximately 2.64 acres in area with frontage on State Road 7.

The proposed development consists of a 23' ft. high building with retail and distribution center, surface parking, and two points of vehicular ingress / egress on Dewey and Washington Streets. Development of this site encourages and supports the automobile industry on State Road 7 and the adjacent neighborhoods.

## SITE INFORMATION

<b>Owner/Applicant:</b>	VRD at Hollywood LLC
<b>Address/Location:</b>	901 S. State Road 7
<b>Net Area of Property:</b>	115,084 sq. ft. (2.64 acres)
<b>Land Use:</b>	Transit Oriented Corridor (TOC)
<b>Zoning:</b>	South Mixed-Use District (S-MU)
<b>Existing Use of Land:</b>	Commercial

## ADJACENT LAND USE

<b>North:</b>	Transit Oriented Corridor (TOC)
<b>South:</b>	Transit Oriented Corridor (TOC)
<b>East:</b>	Transit Oriented Corridor (TOC)
<b>West:</b>	Transit Oriented Corridor (TOC)

## ADJACENT ZONING

<b>North:</b>	South Mixed-Use District (S-MU)
<b>South:</b>	South Mixed-Use District (S-MU)
<b>East:</b>	South Mixed-Use District (S-MU)
<b>West:</b>	South Mixed-Use District (S-MU)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Transit Oriented Corridor (TOC) the subject site is surrounded by commercial 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 TOC designation is to *facilitate a balanced and interconnected mix of land uses, encourages mass transit and non-motorized transportation, reduces the need for automobile travel, provides incentives for quality development, and gives definition to the urban form.* Development of this site enhances the neighborhood, encourages redevelopment of a delapidated banking center, and provides a development consistent with uses already within the TOC. The project is consistent with the Comprehensive Plan based on the following Objectives:

**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).*

**Objective 6:** *Encourage multi-use areas and mixed use concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development (see Comprehensive Plan, page LU-78).*

The project is in the Washington Park of Hollywood. The masterplan identifies preserving the existing housing stock, infilling vacant lots with residential development, improving streetscape (including paving, landscaping, and drainage) in residential and industrial areas, expanding municipal services, redeveloping

commercial properties fronting on Pembroke Road, lack of sufficient buffering between commercial development, industrial uses and residential on the east side of US 441/SR 7.

## **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN**

The project is in Sub-Area 1, geographically defined by 56<sup>th</sup> Avenue to the east (including the portion of Washington Park that extends to 52<sup>nd</sup> Avenue), the Dania Cut-Off Canal to the north, Florida's Turnpike to the west and Pembroke Road to the south. This area includes residential neighborhoods of Beverly Park, Lawn Acres and Washington Park as well as the undefined residential area east and west of US 441/SR 7 north of Hollywood Boulevard. The proposed request is consistent with the 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 CW.15:** *Place a priority on protecting, preserving, and enhancing residential neighborhoods (see City Wide Master Plan, Existing Conditions, Recommendations and Policies Vol. 1, pg. 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, pg. 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 proposed development offers a design that can be seen as a positive example of the vision for the Transit Oriented Corridor. The Architectural elements and design are contemporary. The building's sleek design is enhanced by PVC/glass elements that create vertical sightlines and movement that are noticeable from the street. All these elements work together to create a modern feel.

**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 surrounding neighborhood. The project will revitalize a dilapidated banking center and introduces a fresh look to the neighborhood that helps to propel a sense of community.

**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 Applicant has worked with Staff to design a proposal that is compliant with zoning regulations as it pertains to FAR, setbacks, parking, and landscape requirements. The proposed scale and height are consistent with the vision of the Transit Oriented Corridor and zoning district.

**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.

**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, on November 21, 2023. Therefore, Staff recommends approval, with the conditions listed on page one of this report.

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 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