

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

DATE: November 14, 2023 **FILE:** 23-DP-60

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Cameron Palmer AICP, MCIP-I, Principal Planner

SUBJECT: Design and Site Plan Review for a 13-story mixed use building with 200 units and 9,977 square feet of at-grade commercial uses (2100 N. Federal Highway)

REQUEST:

Variance, Design and Site Plan Review for a 13-story mixed use building with 200 units and 9,977 square feet of at-grade commercial uses

RECOMMENDATION:

Variance: Not Required
Design: Approval,
Site Plan: Approval, if the Design is granted.

REQUEST

The Applicant is proposing a multifamily mixed-use residential development requiring Design and Site Plan approval for 200 residential rental units and 9,977 square feet of at-grade retail uses. The subject property is zoned Federal Highway Medium-High Intensity Mixed-Use District (FH-2) and has a land use designation of 'Regional Activity Center' (RAC). The property is approximately 1.01 acres in area with frontages onto Liberty Street to the north, North Federal Highway to the east, and Scott Street to the south. The property is approximately 1.01 acres.

The proposed 13-story mixed-use development at approximately 140 feet in height and includes 299 parking spaces within a 5-level attached parking structure located to the west (rear) of the building. At-grade retail is proposed to be primarily located along the North Federal Highway frontage with flanking pedestrian access from Liberty Street and Scott Street. The proposed development offers 6,010 square feet of amenity space, including a pool and common areas on the roof deck of the parking structure along with 11,852 square feet of outdoor private terraces on the roof of the tower.

Architectural elements of the contemporary design include, high levels of glazing on the ground floor with higher floor heights, stucco elements in the frame and outlining elements, and glass balconies.

Together the architectural elements create a design that is non-intrusive while establishing a strong design tone for the future development of the neighborhood. Furthermore, the design uses landscaping to enhance the property and soften the transition between the building and its context. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape. The building meets all building and parking setbacks.

The Applicant has worked with Staff to ensure that all applicable regulations are met, and has worked extensively with Engineering to ensure that vehicular circulation is adequate. Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for development within the community.

It is noted, during the review of this project a variance was anticipated (and noticed), however, through the iterative design and commenting process it was determined that no variance is required.

PROJECT INFORMATION

Owner/Applicant:	Bardi VP, LLC
Address/Location:	2100 Federal Highway
Net Size of Property:	44,124 sq. ft. (1.01 acres)
Land Use:	Regional Activity Center (RAC)
Existing Zoning:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
Proposed Zoning	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
Present Use of Land:	Commercial
Year Built:	1954 (Broward County Property Appraiser)

Gross Floor Area:	388,434 sq. ft.
Average Unit Size:	942 sq. ft.
Parking	299 spaces
Bicycle Parking:	128 spaces

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:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
South:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
East:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
West:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2) & Government Use (GU)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center the subject site is surrounded primarily by residential and 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 land owners 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 Objectives:

Land Use Element – Objective 4: *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.*

Land Use Element – Objective 6: *Encourage multi-use areas and mixed uses 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.*

Transportation Element – Objective 5: *In conjunction with the City Wide Master Plan, the City of Hollywood shall, in coordination with the Broward County Planning Council (BCPC), the Broward County Mass Transit Division, the South Florida Regional Transit Authority, and Florida Department of Transportation, ensure that future development and redevelopment activities do not encroach upon existing and future roadway and transit rights-of-way. These coordination efforts are to be achieved through the City's participation in the BCPC's Land Use and Transportation Committee that processes amendments to the Broward County Trafficways Plan.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 2, 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 residential neighborhoods and Downtown. The proposed request is consistent with City-Wide Master Plan based upon the following:

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

Policy CW.44: *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

Policy 6.7: *Prepare design plans to enhance the streetscape with emphasis on the pedestrian environment*

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 Regional Activity Center. Fronting Federal Highway with retail space as an active liner promotes pedestrian connectivity throughout the site. Architectural elements of the contemporary design, such as porcelain textured wall tile, textured stucco, large glass panels, and aluminum balconies come together to create a design that is not intrusive and enhances the character of the neighborhood. The series of contrasting volumes, created by recessed volumes and material changes create an aesthetic vision that serves as a catalyst for future development in the area.

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 design is not intrusive to the neighborhood and utilizes styles and elements found throughout; it introduces a fresh look to the neighborhood that helps to establish the design direction of this neighborhood within this segment of the 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 Applicant has worked with Staff to design a proposal that is compliant with zoning regulations as it pertains to FAR, height, setbacks, and landscape requirements. The development does not exceed height limitations as set forth

in the Zoning and Land Development. The proposed scale and height is consistent with the vision of the Regional Activity Center 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 while improving the streetscape along Federal Highway.

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 August 15, 2021. 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 so as 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 insure 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 insure 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 insuring 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