

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

DATE: August 12, 2025 **FILE:** 24-DP-24

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Reginald White, Planner III

SUBJECT: Design, Site Plan, and a Variance request of article 155.08 (D) to increase the curb cut for a new 2,040 SF warehouse, located in the S-MU Zoning District within the Transit Oriented Corridor (6013 Rodman Street).

REQUEST:

Design, Site Plan, and a Variance request of article 155.08 (D) to increase the curb cut for a new 2,040 SF warehouse, located in the S-MU Zoning District within the Transit Oriented Corridor.

RECOMMENDATION:

Variance: Approval – Increase the curb cut width from 15 feet to 22 feet wide (§155.08(D)).

Design: Approval, if Variance is granted

Site Plan: Approval if Variance and Design is granted.

BACKGROUND

The subject development site at 6013 Rodman Street is approximately 0.12 acres, situated within the Transit Oriented Corridor. The intention of the Transit Oriented Corridor (TOC) is to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form. Furthermore, the purpose of the TOC designation is to concentrate density in specific areas, protecting adjacent residential neighborhoods from excessive growth and commercial intrusion; while accommodating a diverse range of housing types, heights, and intensities, which is ideal for sustainable growth.

The development site is currently vacant and is utilized to store vehicles on site. The parcel is near a variety of uses, including medium to high-density multifamily apartments, mixed-use developments, single-family homes, and commercial and retail establishments. The parcel is adjacent to a two-story commercial building to the east, and to the west is a single-family home. There is an institutional use,

being a preschool, to the north of the development site, to the south of the property are commercial uses.

The proposed warehouse under file number 24-DP-24 was presented before the Planning Development Board on June 10th, 2025. The Planning Board reviewed the proposal and voted to continue the project. The board advised that the applicant work with Planning staff to improve the warehouse design. Since then, the applicant has worked with staff to develop a more harmonious design that is compatible with adjacent properties. The applicant has proposed using stucco siding to cover the exterior of the warehouse. The stucco siding gives the warehouse a more structured appearance, similar to that of most buildings in the area. Additionally, the applicant offers windows and doors that look more modern, giving the warehouse a domestic appearance.

REQUEST

The Applicant requests Design and Site Plan approval for a new warehouse within the South Mixed-Use District (S-MU) zoning district and 'Transit Oriented Corridor' (TOC) land use designation: the property is 0.12 acres in size.

The applicant proposes redeveloping the site with a new warehouse of approximately 2,040 square feet. The proposed building is a metal warehouse facility that is approximately 22 feet in height. The design integrates architectural metal panels and stone treatments to enhance its street-facing elevations. To improve the building's compatibility with its neighboring structures, the applicant proposes stucco siding to cover the warehouse's exterior. Roof overhangs are strategically positioned to invite and shelter pedestrians, while exterior lighting and sidewalk connections reinforce safety and walkability. These features are aligned with the surrounding architectural language, which includes a blend of residential, light industrial, and transitional commercial structures, and are scaled appropriately to enhance the pedestrian view. Sidewalks are provided from the parking areas to the building entrance, and the landscape plan incorporates an array of native trees, palms, and shrubs while improving the existing conditions of the site.

In addition to the request for approval of the design and site plan, the applicant requests a variance to expand the property's curb cut or driveway apron from a maximum width of 15 feet to 22 feet. This request is a variance of article 155.08, which states curb cuts in non-residential districts shall not exceed a maximum total width of 30% of the lot dimension where the curb cut is proposed. In accordance with Article 155.08, a recommendation to approve said variance from the City Engineer has been provided. Furthermore, the applicant has worked with staff to ensure that all applicable regulations are met and has worked extensively with the City's Engineering Division to ensure that vehicular circulation is adequate. Other than the variance request, the applicant has met all required regulations. The redevelopment of this site enhances the neighborhood, encourages redevelopment in the area, and provides a model for development within the community, thereby achieving the purpose of the TOC.

SITE INFORMATION

Owner/Applicant:	Grace Harrison & Anthony Harrison
Address/Location:	6013 Rodman Street
Net Size of Property:	5,300 sq. ft. (0.12 acres)
Land Use:	Transit Oriented Corridor (TOC)

Zoning:	South Mixed-Use District (S-MU)
Present Use of Land:	Vacant

Gross Floor Area:	2,042 sq. ft.
Average Unit Size:	N/A
Parking	3 Spaces

ADJACENT LAND USE

North:	Transit Oriented Corridor (TOC)
South:	Transit Oriented Corridor (TOC)
East:	Transit Oriented Corridor (TOC)
West:	Transit Oriented Corridor (TOC)

ADJACENT ZONING

North:	South Mixed-Use District (S-MU)
South:	South Mixed-Use District (S-MU)
East:	South Mixed-Use District (S-MU)
West:	South Mixed-Use District (S-MU)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Transit-Oriented Corridor, the subject site is primarily surrounded 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 Transit Oriented Corridor land use designation is to facilitate mixed use development with access to transit stations or stops along existing and planned high performance transit service corridors (such as bus rapid transit or rapid bus) designated in the Broward County Comprehensive Plan Transportation Element, the Broward County Transit Master Plan and Broward County Metropolitan Planning Organization's (MPO) Long Range Transportation Plan, Broward County Transit Development Plan, or local adopted financially feasible transportation or transit plan, through the establishment of a Transit Oriented Corridor (TOC) land use category within the Broward County Land Use Plan. State Road 7, which is an existing transit corridor designated for high performance transit service such as bus rapid transit, or rapid bus by the above referenced plans, is appropriate for this designation. The major purposes are to encourage redevelopment and development of areas to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form. Development of this site enhances the neighborhood, encourages, and provides an example for new development within the Transit Oriented Corridor. The project is consistent with the Comprehensive Plan based on the following Objectives:

Objective 6: 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.

Objective 13: *The City of Hollywood shall prioritize infrastructure service improvements to supplement and enhance economic development and redevelopment, and streetscape and aesthetic design.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in district 1, geographically defined by 56th Avenue to the east (including that portion of Washington Park that extends to 52nd Avenue), the Dania Cut-Off Canal to the north, Florida's Turnpike to the west and Pembroke Road to the south. This area includes the residential neighborhoods of Beverly Park, Lawn Acres and Washington Park as well as the undefined residential areas east and west of US 441/SR 7 north of Hollywood Boulevard.

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 1.5: *Provide increased buffering between business along the US 441/SR 7 Corridor and adjacent residential areas.*

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 building is designed with an emphasis on both aesthetic appeal and practical function. Recognizing the importance of pedestrian interaction with the built environment, the facade facing the public right-of-way has been articulated using materials, and rhythmic fenestration to create visual interest and reduce the appearance of mass. Although a metal building, the design integrates architectural metal panels and stone treatments to enhance its street-facing elevations. Roof overhangs are strategically positioned to invite and shelter pedestrians, while exterior lighting and sidewalk connections reinforce safety and walkability. These features are aligned with the surrounding architectural language, which includes a mix, of residential, light industrial and transitional commercial structures, and are scaled appropriately to enhance the Rodman Street.

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: Careful consideration has been given to the architectural context and continuity along Rodman Street. The structure's orientation and alignment respect the street grid, and the building height and massing are in harmony with adjacent residential, low-rise industrial and commercial buildings.

Materials, colors, and landscaping are used to complement and subtly echo the established palette of the neighborhood, including neutral tones, clean lines, and minimalistic detailing. This ensures the project supports the city's vision of a cohesive and visually unified streetscape while reinforcing the area's evolving urban character.

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 proposed building adheres to the principle of proportionate scale and massing. With a modest height and a well-balanced ratio of length to width, the structure respects both the lot dimensions and the character of nearby developments. The building's mass uses horizontal stone at the building base to maintain visual interest. These architectural gestures allow the building to sit comfortably within its context, consistent with the city's adopted design vision for the area.

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 landscape design incorporates native and compatible plant species to create a pleasant, sustainable, and low-maintenance environment. The plan includes shade trees, flowering shrubs, and native grasses that enhance the pedestrian realm, soften the building edges, and provide seasonal variation.

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 20, 2023. 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 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
Attachment C:	Public Participation and supporting documents