

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

**DATE:** October 10, 2019 **FILE:** 19-DP-06

**TO:** Planning and Development Board

**VIA:** Leslie A. Del Monte, Planning Manager

**FROM:** Fitz M. Murphy, Planning Administrator

**SUBJECT:** DMJ Properties, LLC, Mr. Donald Marshall Jr. requests Design and Site Plan for a 15,600 square foot expansion of an existing warehouse located at 2870 Stirling Road (Stickler Marshall Building).

**REQUEST**

Design and Site Plan for a 15,600 square foot expansion of an existing warehouse.

**RECOMMENDATION**

Design: Approval.

Site Plan: Approval, if Design is granted, with the condition that a Unity of Title or Unity of Control, in a form acceptable to the City Attorney, be submitted prior to the issuance of permits and recorded in the Broward County Public Records, by the City of Hollywood, prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).

**REQUEST**

The DMJ Properties, LLC, Mr. Donald Marshall Jr. requests Design and Site Plan to construct a 15,600 square foot expansion to an existing warehouse. The subject site is located on the south east corner of Stirling Road and North 29<sup>th</sup> Avenue. The new expansion will provide additional storage for the business.

The Applicant proposes the removal of a large parking area to allow for the proposed expansion, maintaining the required parking for both the existing and proposed structure. Siting the building in its proposed location helps to reinforce the fabric of the industrial area, relocating all parking to the rear of the building and creating frontage along North 29<sup>th</sup> Avenue. The design is contemporary, while maintaining overall cohesion through the use of similar architectural elements, treatments, and materials as the existing structure. The design enhances the overall appearance of the surroundings. The proposed landscape helps articulate the property and enhance the design of the proposed building. The landscape was designed with both beautification and function in mind.

The proposed plan meets all the regulations as required per the code. The Applicant has worked carefully with Staff to ensure a design and site plan that is in line with the regulations and enhances the character of the surrounding area. As such, Staff recommends approval with the condition that **a Unity of Title or Unity of Control, in a form acceptable to the City Attorney, be submitted prior to the issuance of permits and recorded in the Broward County Public Records, by the City of Hollywood, prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).**

**Applicant:** DMJ Properties, LLC, Mr. Donald Marshall Jr.  
**Address/Location:** 2870 Stirling Road  
**Net Area of Property:** 127,677 sq. ft. (2.93 acres)  
**Size of Scope of Work:** 53,812 sq.ft. (1.24 acres)  
**Land Use:** Industrial (IND)  
**Zoning:** Low-Medium Intensity Industrial and Manufacturing District (IM-2)  
Light Intensity Commercial District (C-1)  
**Existing Use of Land:** Commercial  
**Year Built:** 2013 (Broward County Property Appraiser)

#### **ADJACENT LAND USE**

**North:** Commercial (C) – Dania Beach  
**South:** Industrial (IND)  
**East:** Industrial (IND)  
**West:** Industrial (IND)

#### **ADJACENT ZONING**

**North:** Commercial (C-2) – Dania Beach  
Industrial (IROC) – Dania Beach  
**South:** Low Intensity Industrial and Manufacturing (IM-1)  
**East:** Low/Medium Intensity Industrial and Manufacturing (IM-2)  
Light Intensity Commercial District (C-1)  
**West:** Low Intensity Industrial and Manufacturing District (IM-1)

#### **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

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 project is consistent with the Land Use element of the Comprehensive Plan.

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

**Objective 5:** *Encourage appropriate infill, redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas.*

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

The project is located in Sub-Area 7, the North Hollywood, defined by 56<sup>th</sup> Avenue to the west, I-95 to the east, Sheridan Street to the south and SR 84 and Broward County Unincorporated areas to the north. This area is comprised of the residential neighborhoods of Emerald Hills and Oakridge, and the industrial office area of Port 95 Commerce Park.

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

**Guiding Principle:** *Attract and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents.*

## APPLICABLE CRITERIA

**Analysis of Criteria and Findings for Design** as stated in the City of Hollywood 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 design is contemporary, while maintaining overall cohesion through the use of similar architectural elements, treatments, and materials as the existing structure. The design enhances the overall appearance of the surroundings.

**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 style and elements of the proposed development do not exhibit architectural features and styles that are insensitive and incompatible to the surrounding area. Architectural elements of the design blend seamlessly with the existing structure and enhances the overall appearance along North 29<sup>th</sup> Avenue.

**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 is proportionate in scale and massing with the existing structure within the development and meets the height requirements. The design includes architectural details that tie into the existing design of the plaza while introducing new elements, while allowing the building to be appropriate for its use. Furthermore, siting the building in its proposed location helps to reinforce the fabric of the industrial area, relocating all parking to the rear of the building and creating frontage along North 29<sup>th</sup> Avenue.

**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, and preserving existing trees where possible. The proposed landscape helps articulate the entire property, not just the areas surrounding the proposed building. The Applicant further improves and enhances the surrounding area by providing the required street trees along North 29<sup>th</sup> Avenue and Stirling Road.

**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 July 24, 2019. Therefore, Staff recommends approval, if Design is granted with the condition that **a Unity of Title or Unity of Control, in a form acceptable to the City Attorney, be submitted prior to the issuance of permits and recorded in the Broward County Public Records, by the City of Hollywood, prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).**

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