

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

DATE: December 12, 2023 **FILE:** 20a-DP-29

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Tasheema Lewis, Associate Planner

SUBJECT: Variance to increase the maximum height requirement and Design alterations of the previously approved elevations. (20-DP-29)

REQUEST

Variance to increase the maximum height requirement and Design alterations of the previously approved elevations (20-DP-29).

RECOMMENDATION

Variance: Approval.

Design: Approval.

REQUEST

Resolution number 20-DP-29 established the Design and Site Plan approval for a mixed-used development consisting of 64 residential units, 200 hotel rooms and approximately 87,000 sq. ft. of commercial and office space. The subject site is located within the Transit Oriented Corridor (TOC), fronting State Road 7, north of Stirling Road. It is also in close proximity to the Hard Rock Resort Hotel. The Applicant requests a Variance to exceed the maximum height requirement of 175 feet to 178 feet and Design alterations of the previously approved elevations as a result of the requested variance. The mixed-use development was approved at a height of 174 feet, subsequently requesting an increase of 4 feet, 3 feet above the maximum requirement. The purpose of the requested variance is to allow sufficient space for the necessary mechanical and fire protection systems of the 16th Floor due to the structural engineering requirement of the roof slab. The design request is in tandem with the variance as the design of the facades will change in scale and massing. Windows/glass elements frame the crown of the front façade with both horizontal and vertical projects. In addition, the Applicant is adding rooftop amenities which further achieves the goals and objectives of the comprehensive plan and Zoning and Land Development Regulations. The proposed changes greater enhances the urban form of the TOC area.

Applicant: 5300 State RD 7 Holdings LLLP
Address/Location: 5300 S State Road 7
Gross Area of Property: 144,000 (3.3 acres)
Land Use: Transit Oriented Corridor (TOC)
Zoning: North Mixed-Use District (N-MU)
Existing Use of Land: Commercial

ADJACENT LAND USE

North: Transit Oriented Corridor (TOC) / City of Dania Beach
South: Transit Oriented Corridor (TOC) / City of Dania Beach
East: Transit Oriented Corridor (TOC)
West: Town of Davie

ADJACENT ZONING

North: North Mixed-Use District (N-MU) / City of Dania Beach
South: North Mixed-Use District (N-MU) / City of Dania Beach
East: North Mixed-Use District (N-MU)
West: North Mixed-Use District (N-MU)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Transit Oriented Corridor, the project site on all sides is surrounded by commercial uses. 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. Redevelopment of this site will increase the availability of commercial uses and expand the mixture of uses in the area, serving the adjacent community as well as the region.

Policy 2.2.11: *Promote the development of US 441/SR 7 as a major transit corridor.*

Policy 3.1.4: *Promote land assembly along the US 441/SR 7 Corridor to create larger development parcels for economic sustainability to offset the physical and economic loss from Florida Department of Transportation right-of-way acquisition.*

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 City of Hollywood recognizes State Road 7 as a major transportation corridor and one which is crucial to the success of the western portion of the City. Being established as the first sub-area in the Plan, it is clear the City and its residents are committed to the revitalization of this corridor.

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 a Variance as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

Variance: To increase the maximum allowed building height from 175 ft to 178 ft.

CRITERIA 1: 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.

ANALYSIS: The variance request is in harmony with the general purpose and intent of the City's Zoning and Land Development Regulations and will not adversely affect the stability or appearance of the City. The Applicant is requesting a height increase of 3 feet above the required height maximum to allow sufficient space for necessary mechanical and fire safety equipment.

FINDING: Consistent.

CRITERIA 2: That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community.

ANALYSIS: An increase of 3 feet above the maximum height will not be detrimental to the surrounding land uses and community. The surrounding Land Use is Transit Oriented Corridor (TOC) which allows for a balanced and interconnected mix of land uses, encourage mass transit and non-motorized transportation, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form. The increase in of 3 feet will not subtract from this purpose. In addition, the nearest single-family residence is more than 500 linear feet away and the nearby Hard Rock hotel stands at 450 feet.

FINDING: Consistent.

CRITERIA 3: 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.

ANALYSIS: The variance requested is consistent with and in furtherance of the City's adopted Comprehensive Plan and Master Plan. The mixed-use development will not only increase the value of the surrounding area and establish a positive

identity fronting State Road 7, but it would also allow for easier construction of life and safety equipment for its inhabitants.

FINDING: Consistent.

CRITERIA 4: That the need for the requested Variance is not economically based or self-imposed.

ANALYSIS: The need for the variance is not economically based or self-imposed as it is required for mechanical and fire safety systems on the 16th floor. In addition, it supports a goal of the comprehensive plan by promoting the highest and best use of land constructed at the highest safety levels.

FINDING: Consistent.

CRITERIA 5: That the Variance is necessary to comply with state or federal law and is the minimum Variance necessary to comply with the applicable law.

FINDING: Not applicable.

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 proposed design changes build upon the previously approved design which was deemed a positive addition to the surrounding area. It further catalyzes a positive example for future development in this area and reinforces the urban environment as envisioned for the Transit Oriented Corridor.

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 proposed architectural changes do not exhibit architectural features and styles that are insensitive and incompatible to the surrounding area. Architectural elements of the design are compatible and introduce new and refreshing elements with the surrounding area.

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 adjacent structures. The varying recesses and reveals harmoniously and intelligently breaks up large massing. The mixture of material elements complements the architectural presence fronting North State Road 7, which elevates and introduces new and compatible elements into the surrounding.

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 proposed design changes will not impact the previously approved landscaping. 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.

FINDING: Consistent.

ATTACHMENTS

ATTACHMENT A: Application Package