

# Attachment I


## Planning and development Board Staff Report

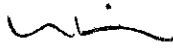
**CITY OF HOLLYWOOD, FLORIDA  
MEMORANDUM  
PLANNING AND DEVELOPMENT SERVICES**

**DATE:** February 13, 2014 **FILE:** 13-DJPSVZ-79

**TO:** Planning and Development Board/Local Planning Agency

**VIA:** Jaye M. Epstein, AICP, Director

**VIA:** Andria Wingett, Assistant Director 

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

**SUBJECT:** MG3 Dixie, LLC. requests a Change of Zoning designation from Low Intensity Industrial and Manufacturing (IM-1) to Planned Development (PD), approval of the Master Development Plan, Special Exception, Variances, Modifications, Design, and Site Plan for an approximate 125,000 sq. ft. Charter School located at 2025 McKinley Street (Hollywood Charter Academy, Grades 6th-12th).

**REQUEST:**

Change of Zoning designation from Low Intensity Industrial and Manufacturing (IM-1) to Planned Development (PD), approval of the Master Development Plan, Design, and Site Plan for an approximate 125,000 sq. ft. Charter School (Hollywood Charter Academy, Grades 6th-12th).

**RECOMMENDATION:**

Rezoning: Approval

Master Development Plan: Approval, if the Rezoning is granted

Design: Approval, if the Rezoning and Master Development Plan are granted.

Site Plan: Approval, if the Rezoning, Master Development Plan, and Design are granted, with the following conditions:

- a. At full capacity, including all phases, as indicated in the Master Development Plan, the school shall be limited to grades 6<sup>th</sup> – 12<sup>th</sup>; shall not exceed a maximum of 2,200 students; and individual grades shall not exceed a maximum of 330 students each, at any point in time;
- b. Based on the number of parking spaces provided as part of Phase I, enrollment shall not exceed a maximum of 1,700 students. For enrollment to increase to full capacity (2,200 students) a minimum of 137 additional parking spaces shall be provided on- or off-site in compliance with the Zoning and Land Development Regulations, if deemed necessary by the City's Traffic Engineer or his/her designee. Should the parking spaces be provided off-site, an Irrevocable Off-Site Parking Agreement shall be submitted, in accordance with the Zoning and Land Development Regulations, in a form acceptable to the City Attorney's Office, prior to the issuance of an amended Certificate of Use. Said Agreement shall be recorded in the Public Records of Broward County by the City of Hollywood;

- c. The Middle School (grades 6<sup>th</sup>-8<sup>th</sup>) and High School (grades 9<sup>th</sup>-12<sup>th</sup>) shall each have a minimum of two separate pick-up and drop-off times (a total of four pick-up and four drop-off times), separated by a minimum of 30 minutes each. Pick-up and drop-off areas shall function as indicated by the Site Plan (SP-1 – SP4) and Traffic Operations Plan. Any modification to the pick-up/drop-off plan and operating shifts shall be approved in writing by the City's Traffic Engineer or his/her designee;
- d. All improvements proposed during Phase I, as indicated by the Site Plan (SP-1 – SP4) shall receive a Certificate of Occupancy (C/O) and/or Certificate of Completion (C/C) prior to establishing the school. Such improvements include, but are not limited to: landscaping, parking lot and traffic improvements, pedestrian crossings, sidewalks, signage and/or signalization, (as dictated by MUTCD Standards and shall receive approval from Broward County and the City's Traffic Engineer). A temporary Certificate of Occupancy (TC/O) may be issued provide all life-safety related issues are not affected and all other improvements are substantially complete;
- e. The Applicant shall contact Broward County Traffic Engineering and apply for the establishment of a school zone and request crossing guards prior to the issuance of Building Permits, and completed by Certificate of Occupancy (C/O). Temporary signage for all traffic control related to the school zone shall be permitted upon coordination and approval of Broward County Traffic Engineering. A temporary Certificate of Occupancy (TC/O) may be issued provide all life-safety related issues are not affected and all other improvements are substantially complete;
- f. Applicant shall, prior to the issuance of Building Permits, make application to the appropriate Charter School regulatory agency(ies) for the adoption of rules by which a Zero Tolerance Policy shall be applied to anyone dropping off, or picking up a student at any location other than those agreed to by the City and Applicant and indicated on the Site Plan (SP-1 – SP4) and/or a map for this purpose. Applicant shall seek a progressive penalty system for violations of this rule that will result in the expulsion of the student from the school for repeated violations;
- g. Applicant shall market exclusively to Hollywood residents including North Central and Royal Poinciana neighborhoods for a minimum of four weeks prior to any marketing for student enrollment to the public at-large. This marketing shall include a combination of presentations to North Central and Royal Poinciana Neighborhood Associations, "open houses," flyers, advertising, and community newspapers;
- h. The Applicant on behalf of itself, successors, and/or assigns shall annually submit, prior to October 1<sup>st</sup>, a copy of the Benchmark Day Enrollment Report or subsequent document;
- i. The Applicant on behalf of itself, its successors, and/or assigns, shall submit to the Planning and Development Services Department or subsequent Department an annual Compliance Report no later than December 1<sup>st</sup>, showing compliance with all conditions of this approval. Applicant acknowledges, should any violations of the conditions be determined, the City will pursue any and all remedies, including, but not limited to, Code Enforcement (the City will seek fines in the amount of \$1,000 per day for first violations and up to \$5,000 per day for repeat violations) and/or an injunction to prohibit the continuing violation(s), subject to Applicant's rights to notice and right to cure under the law;

- j. Deliveries shall be coordinated as to not interfere with student arrival or dismissal shifts;
- k. The Applicant on behalf of itself, successors, and/or assigns shall provide off-duty police detail (from no less than 15 minutes prior to first arrival or dismissal shift to no less than 15 minutes after last arrival or dismissal shift) for the first two months of every school year. Said police detail requirement may be modified, once the school reaches full capacity and/or if the circumstances change. The Public Safety Director shall have the ability to modify this condition;
- l. Parking for special events (for the purposes of this section, special events shall mean any time parents or other visitors and invitees are attending the school for other than pick-up and drop-off purposes) shall be provided and coordinated in the following manner:
  - 1. Special events for the Middle School (grades 6<sup>th</sup>-8<sup>th</sup>) and High School (grades 9<sup>th</sup>-12<sup>th</sup>) shall be independent of each other and only one event can take place at any given time;
  - 2. Special event during school hours shall be limited to one grade level. Multi-grade events shall be limited to non-school hours. A Special Event Permit pursuant to Chapter 102 of the Hollywood Code of Ordinances shall be required for all events. The school shall comply with all requirements and/or conditions set forth in the Special Event Permit, which includes but not limited to, off-site parking, police details, etc.;
- ; and
- m. A Unity of Title, 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 Certificate of Occupancy (C/O) or Certificate of Completion (C/C).

## CHARTER SCHOOL BACKGROUND

The Public School Facility Element of the City's Comprehensive Plan states, *Broward County Schools has also been using creative alternative methods to assist in distributing the student population by allowing parents and students the choice of school assignment. Some examples are:*

- *Magnet Schools: The District offers magnet programs in several locations largely in schools where space is available. These programs offer a thematic educational program; which entices students/parents to choose a school and fill available seats. They have been a popular choice alternative option.*
- *Charter Schools: The District has led the state in the number of students attending charter schools. During the 1999-00 school year 3,873 students attended charter schools. Since that time charter school enrollment has increased...To over 35,000 in the 2013-2014 school year.*

*Developing partnerships with private as well as public entities helps to insure that the entire community becomes a part of and enhances the educational process for both K-12 and adult students.*

Charter Schools operate similarly to a public school and are part of the state's program of public education; however, they are privately managed. The Broward County School Board (BCSB) oversees

their programming and ensures they have a suitable location to operate, however logistics and other programming are coordinated directly by the Charter School with little oversight from the BCSB.

Since the Charter School concept is still fairly new, the BCSB has recently raised concerns regarding their limited oversight, as many of the schools' impacts are being absorbed by the local municipalities. Furthermore, Charter Schools currently receive automatic student increases, should the school meet the appropriate testing criteria.

Similar to magnet school programs, one of the primary differences between a standard Public School and a Charter School is that Charter School boundaries are county-wide and not limited to the immediate neighborhood; as the overseeing agency is a County agency and not local agency. As such, less bus service may be provided and individuals traverse the immediate area from other municipalities within the county. The intent of Charter Schools is provide a higher quality education than Public Schools, similar to Private Schools, but at no cost to its recipients.

## **REQUEST**

MG3 Dixie, LLC. requests a change of zoning designation from Low Density Industrial and Manufacturing (IM-1) to Planned Development (PD), approval of the Master Development Plan, Design, and Site Plan for an approximate 125,000 square-foot Charter School, including Grades 6<sup>th</sup>-12<sup>th</sup>. Pursuant to the Zoning and Land Development Regulations, in most Zoning Districts, schools require a Special Exception. However, given the inherent flexibility of Planned Developments (PD), the change in zoning designation would accommodate the proposed school use without the need for a Special Exception.

Like many other governmental agencies, including public schools, charter schools do not pay property taxes. In response to Staff comments during the development review process, the Applicant has volunteered to enter a "Payment in Lieu of Taxes" program with the City, in order to compensate for the impact of removing this ten acre industrial parcel from the City's tax base. In 2013 the eight-acre parent parcel paid \$245,289 in property taxes.

At approximately, 10.5 net acres, the project is comprised of two parcels, flanking McKinley Street and fronting N 21<sup>st</sup> Avenue (north parcel). The charter school building, which is proposed to be phased, is located on the northern parcel; while the southern parcel will serve solely as a play field in Phase I and will incorporate additional parking in future phases if necessary. By delineating the future phases, the Site Plan (SP-1 through SP-4) serves as the Planned Development Master Development Plan. Phase I consists of a two-story approximately 86,250 square-foot building, including classrooms, offices, laboratories, studios and cafeteria space; associated parking; and play field. Based on the number of parking spaces provided as part of Phase I, this initial phase shall be limited to 1700 students. Future phases include Phase II of the building, which is projected at approximately 35,930 square feet, including additional classrooms, laboratories, and a gymnasium; and 138 additional parking spaces on the south parcel, to be provided if deemed necessary, by the City's Traffic Engineer when the number of students exceeds 1,700. Although incorporating the additional parking will reduce the size of the play field, a considerable amount will remain. In its totality, the project is designed to accommodate 2,200 students.

Positioned at the center of the site, the proposed two-story volume meets all setback requirements. At approximately 34 feet in height, it was designed contextually and it's massing, scale, rhythm, and architectural elements, are compatible with adjacent corridors and neighborhood. The vehicular access, drives, and parking configuration were designed to optimize vehicular circulation. Additionally, to minimize traffic impacts, the Middle School (grades 6<sup>th</sup>-8<sup>th</sup>) and High School (grades 9<sup>th</sup>-12<sup>th</sup>) will have multiple pick-up and drop-off times. Three access points are proposed on N 21<sup>st</sup> Avenue, McKinley, and Taft Street. Queuing areas for pick-up and drop-off are maximized in order to reduce the potential congestion typically associated with uses of this nature. The Applicant worked with Staff in order to ensure the number of parking spaces provided is adequate and proportionate to the number of students. Phase I includes 275 parking spaces, while the future phase will provide an additional 138. The project also provides safe and direct pedestrian connections through the site.

The proposed building has a simple rectilinear form, presenting a sensible solution to accommodate the use. Inspired by vernacular architecture, the building mass reflects a simple composition of basic architectural details. Building facades are characterized by the rhythm created by the fenestration and materiality. Facades are further emphasized hierarchically by the building entrances which feature colonnades and porticos. Materials include glass, metal, and smooth and decorative stucco finishes. Other architectural elements include decorative metal shutters and canopies, which add interest to the façade and serve to provide shade.

Meeting all landscape requirements, the proposed landscape was designed with both beautification and function in mind. It helps articulate the property and enhance the design of the building. Ample buffers are provided where required, along with a considerable amount of native trees, shrubs, and ground covers. Vehicular use areas are landscaped along the perimeter and with internal islands, improving the image of the site.

## **SITE INFORMATION**

<b>Owner/Applicant:</b>	MG3 Dixie, LLC
<b>Address/Location:</b>	2025 McKinley Street
<b>Net Area of Property:</b>	458,260 square feet (10.52 acres)
<b>Land Use:</b>	Regional Activity Center
<b>Zoning:</b>	Low Intensity Industrial and Manufacturing (IM-1)
<b>Existing Use of Land:</b>	Industrial/Parking Lot

## **ADJACENT LAND USE**

<b>North:</b>	Regional Activity Center
<b>South:</b>	Regional Activity Center
<b>East:</b>	Regional Activity Center
<b>West:</b>	Regional Activity Center

## **ADJACENT ZONING**

<b>North:</b>	Low Intensity Industrial and Manufacturing (IM-1)
<b>South:</b>	Low Intensity Industrial and Manufacturing (IM-1)
<b>East:</b>	Medium Density Multiple Family District (RM-12)
<b>West:</b>	Low Intensity Industrial and Manufacturing (IM-1)

## **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

### Broward County

*Under the Charter, upon the adoption of the Broward County Land Use Plan by the County Commission, the Broward County Land Use Plan becomes the official land use plan within the County and is effective within all jurisdictions...the Council will certify the local plan. The Local Government Comprehensive Planning and Land Development Regulation Act "After a comprehensive plan or element of portion thereof, has been adopted in conformity with this act, all development undertaken by, and all actions taken in regard to development orders by, governmental agencies in regard to land covered by such plan or element shall be consistent with such plan or element as adopted."*

*Since the Charter designates the Council to prepare the land use plan covering all jurisdictions in Broward County, the Broward County Land Use Plan, as it pertains to each local jurisdiction, serves as a basis for the land use element of the comprehensive plans of each local government in Broward County with full force and effect of law under both the State Act and the Charter.*

**Objective 8.07.00:** Coordinate Broward County Future Land Uses with the availability of Public Elementary and Secondary Education Facilities.

**Policy 8.07.03:** *Local governments within Broward County shall coordinate with the School Board of Broward County to achieve an expedited development review procedure for public elementary and secondary education facilities.*

**Policy 8.07.06:** *Planning for the expansion and attraction of institutions of higher learning within Broward County should be encouraged in order to serve the County's full range of future educational needs.*

**Objective 13.02.00:** *Consistency with state and regional plans and comprehensive plans of adjacent counties.*

#### City of Hollywood

Located within the Regional Activity Center (RAC), the site is surrounded by commercial; multi-family and single family residential; and other institutional 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.* The proposed project will allow the Applicant to establish the school, which will cater to students in middle and high school, expanding the range of services in the area.

The proposed request is consistent with Comprehensive Plan based upon the following:

**Goal:** *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.*

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

**Policy 4.9:** *Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas.*

The Public School Facilities Element further states: *Schools can act as an anchor in the community. They are a symbol of a neighborhood's stability and attract families to the community. They transmit knowledge to new generations, advance knowledge, display the achievements of society, plus bring neighbors together for Parent Teacher Association meetings, school plays, and sporting events. They offer their classrooms and media centers to residents for adult education classes, and community and club meetings. They are key determinants of the quality of life and are valued symbols of community identity and achievement. Moreover, the community is often evaluated on the basis of the quality of its schools.*

Schools are among the uses considered to be the most compatible with residential uses. The Comprehensive Plan states *community facilities designed to serve the residential area such as schools, day care centers, churches, clinics, nursing homes, rehabilitation centers, governmental administration, police and fire protection facilities, libraries and civic centers, hospitals, [and] cemeteries* are permitted within residential areas. The associated site improvements will enhance existing conditions while providing a service to the area and region.

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

The site is located in Sub-Area 2, East Hollywood and Downtown, 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 the residential neighborhood of the Lakes, West Lake and the ill-defined residential areas between Federal and Dixie Highways.

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.*

**Guiding Principle:** *Increase participation and promote the expansion of cultural and educational programs.*

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

The proposed development and use are consistent with the above policies by promoting the best use of land, while taking into consideration the surrounding properties and making the necessary improvements in order to help mitigate any possible impacts which may occur.

## **APPLICABLE CRITERIA**

**Analysis of Criteria and Findings for Rezoning** as stated in the City of Hollywood's Zoning and Land Development Regulations Article 5.

**CRITERION 1:** That the petition for a change of zoning district will not result in spot zoning or contract zoning.

**ANALYSIS:** Located within the Regional Activity Center (RAC), the site is surrounded by commercial; multi-family and single family residential; and other institutional uses. The purpose of the RAC is to strengthen the City's core by encouraging development and redevelopment of regional significance and providing quality housing and service options. This creates the need for schools and other educational programs. Charter schools are considered regional attractors and have the potential to positively impact adjacent neighborhoods by drawing prospective residents. Therefore, the change of zoning designation from Low Intensity Industrial and Manufacturing (IM-1) to Planned Development (PD) will not result in spot or contract zoning.

**FINDING:** Consistent.

**CRITERION 2:** That the proposed change is consistent with, and in furtherance of, the Goals, Objectives and Policies of the City's Comprehensive Plan.

**ANALYSIS:** Charter Schools operate similarly to a public school and are part of the state's program of public education; however, they are privately managed. Furthermore, state statute requires Charter Schools be treated the same as Public Schools. This request is consistent the principles of the City's Comprehensive Plan as outlined below:

The City's Public School Facility Element of the adopted Comprehensive Plan states, *over the past decade the Florida Legislature has progressively strengthened the ties between school planning and general land use and comprehensive planning through amendments to Chapters 163 and 1013, Florida Statutes. The 2005 Legislature mandated that the availability of public schools be made a prerequisite for the approval of residential construction and directed a closer integration of planning for school capacity with comprehensive planning. Under the provisions adopted with Senate Bill 360. The law requires that local governments adopt a public school facility element as a part of their comprehensive plans to establish a framework for the planning of public schools. (s. 163.3177(12), F.S.).*

*Unlike existing concurrency services (roads, sanitary sewer, solid waste, drainage, potable water, recreation and mass transit) which are the responsibility of local governments, the School Board, by constitutional mandate, has the responsibility of providing educational facilities to meet the needs of current and future students as represented in the School Board's adopted Five Year District Educational Facilities Plan (DEFP). The local governments, therefore, do not have control of the funding sources or the allocation of funds for new or renovated schools which would add student capacity. However, since the School Board isn't empowered to implement a Concurrency Management System on its own, it must rely upon the local governments to do so through their Land Development Regulations.*

*GOAL 1: The City of Hollywood City Commission (City) in collaboration with the School Board of Broward County (School Board), the Broward County Board of County Commissioners, and other Broward County municipalities (municipalities) shall ensure that public school facilities will be available for current and future students consistent with available financial resources and adopted level of service standards (LOS). This will be accomplished recognizing the School Board's statutory and constitutional responsibility to provide a uniform system of adequate public school facilities and the authority of the City for development permitting and comprehensive planning.*

**FINDING:** Consistent.

**CRITERION 3:** That conditions have substantially changed from the date the present zoning district classification was placed on the property, which make the passage of the proposed change necessary.

**ANALYSIS:** With the creation and expansion of the RAC, this area has begun and will continue to see significant changes. This area has seen a considerable increase in development and redevelopment potential in recent months. Residential neighborhoods and schools have a reciprocal relationship; the improvement of residential neighborhoods creates the need for better educational programs, while suitable schools act as anchors, enhancing the quality and appeal of communities. They are a symbol of a neighborhood's stability and attract families to the community. Strengthening the City's core and adjacent neighborhoods will attract a younger demographic, creating the need for suitable schools. Reciprocally, the presence of this school could act as a catalyst for the community.

The site has been vacant for a number of years and the existing zoning designation would not adequately accommodate the redevelopment of the school. The Applicant further states: "...the area is in desperate need of a catalyst to help spawn redevelopment and to help create a demand for the abundance of unoccupied homes, many of which are in foreclosure or are currently owned by a bank. This approximately \$25 million dollar project, which will bring a wonderful educational option to this entire community will help to jumpstart the redevelopment efforts and should also help to stabilize this area's housing market by offering a quality school that will require parental involvement and community participation. The PD district is the only district that will allow the entire ten acres to be developed as one development scheme in a manner that will encourage innovative site planning."

**FINDING:** Consistent.

**CRITERION 4:** That proposed change will not adversely influence living conditions in the neighborhood.

**ANALYSIS:** Positioned at the center of the site, the proposed project was designed contextually and its massing, scale, rhythm, and architectural elements, are compatible with adjacent corridors and neighborhoods. Three access points are proposed on N 21<sup>st</sup> Avenue, McKinley, and Taft Street. Queuing areas for pick-up and drop-off are maximized in order to reduce the potential congestion typically associated with uses of this nature. The Applicant worked with Staff in order to ensure the number of parking spaces provided is adequate and proportionate to the number of students. Phase I includes 275 parking spaces, while the future phase will provide an additional 138. The project also provides safe and direct pedestrian connections through the site. In addition, the Applicant also worked with members and leaders of adjacent neighborhoods to ensure the project was compatible and any potential adverse effects were mitigated. Ample landscape buffers have been provided throughout the site. The proposed landscape significantly improves the visual quality of the area by proposing to add a variety of trees, shrubs, and groundcovers. As the scale, building placement, and character, of the proposed homes are compatible with the surrounding area, it should not adversely influence living conditions in the neighborhood.

**FINDING:** Consistent.

**CRITERION 5:** That the proposed change is compatible with the development(s) within the same district/neighborhood.

**ANALYSIS:** The proposed project is consistent with the adjacent corridors and neighborhood. Positioned at the center of the site, the proposed two-story volume meets all setback requirements. At approximately 34 feet in height, it was designed contextually and its massing, scale, rhythm, and architectural elements, are compatible with adjacent corridors and neighborhood. Therefore, it maintains a uniform alignment with the existing street profile. Detailing is provided in harmony with the surrounding built environment using an array of materials to provide an identity for the buildings while creating a cohesive fabric. The proposed design elements and color pallet are consistent with the existing built environment.

**FINDING:** Consistent.

**Analysis of Criteria and Findings for Design** as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

**CRITERION 1:** Architectural and Design components. Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. The use of traditional materials for new architectural details is recommended. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment.

**ANALYSIS:** The proposed building has a simple rectilinear form, presenting a sensible solution to accommodate the use. Inspired by vernacular architecture, the building mass reflects a simple composition of basic architectural details. Building facades are characterized by the rhythm created by the fenestration and materiality. Facades are further emphasized hierarchically by the building entrances which feature colonnades and porticos. Materials include glass, metal, and smooth and decorative stucco finishes. Other architectural elements include

decorative metal shutters and canopies, which add interest to the façade and serve to provide shade.

**FINDING:** Consistent.

**CRITERION 2:** Compatibility. The relationship between existing architectural styles 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. Buildings should contain architectural details that are characteristic of the surrounding neighborhood.

**ANALYSIS:** Positioned at the center of the site, the proposed two-story volume meets all setback requirements. At approximately 34 feet in height, it was designed contextually and its massing, scale, rhythm, and architectural elements, are compatible with adjacent corridors and neighborhood. Therefore, it maintains a uniform alignment with the existing street profile. Detailing is provided in harmony with the surrounding built environment using an array of materials to provide an identity for the buildings while creating a cohesive fabric. The proposed design elements and color palette are consistent with the existing built environment.

**FINDING:** Consistent.

**CRITERION 3:** Scale/Massing. Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures. Building mass 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. Architectural details include, but are not limited to, banding molding, and fenestration.

**ANALYSIS:** The proposed project was designed contextually. As recommended by the City's Design Guidelines, while the proposed building distinguishes itself from neighboring buildings in terms of architectural elements and rhythm; it bears a scale and placement relationship to neighboring buildings. The building mass reflects a simple composition of basic architectural details. Materials include glass, metal, and smooth and decorative stucco finishes. Other architectural elements include decorative metal shutters and canopies, which add interest to the façade and serve to provide shade. Accentuated volumes and other architectural features highlight building entrances, which are proposed to face the public right-of-way, as recommended by the Design Guidelines.

**FINDING:** Consistent.

**CRITERION 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:** Meeting all landscape requirements, the proposed landscape was designed with both beautification and function in mind. It helps articulate the property and enhance the design of the building. Ample buffers are provided where required, along with a considerable amount of native trees, shrubs, and ground covers. Vehicular use areas are landscaped along the perimeter and with internal islands, improving the image of the site.

**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 Zoning and Land Development Regulations on January 24, 2014. Therefore, Staff recommends approval, if the Rezoning, Master Development Plan, and Design are granted, with the conditions previously outlined.

## **RECOMMENDATION**

Rezoning: Approval

Master Development Plan: Approval, if the Rezoning is granted

Design: Approval, if the Rezoning and Master Development Plan are granted.

Site Plan: Approval, if the Rezoning, Master Development Plan, and Design are granted, with the following conditions:

- a. At full capacity, including all phases, as indicated in the Master Development Plan, the school shall be limited to grades 6<sup>th</sup> – 12<sup>th</sup>; shall not exceed a maximum of 2,200 students; and individual grades shall not exceed a maximum of 330 students each, at any point in time;
- b. Based on the number of parking spaces provided as part of Phase I, enrollment shall not exceed a maximum of 1,700 students. For enrollment to increase to full capacity (2,200 students) a minimum of 137 additional parking spaces shall be provided on- or off-site in compliance with the Zoning and Land Development Regulations, if deemed necessary by the City's Traffic Engineer or his/her designee. Should the parking spaces be provided off-site, an irrevocable Off-Site Parking Agreement shall be submitted, in accordance with the Zoning and Land Development Regulations, in a form acceptable to the City Attorney's Office, prior to the issuance of an amended Certificate of Use. Said Agreement shall be recorded in the Public Records of Broward County by the City of Hollywood;
- c. The Middle School (grades 6<sup>th</sup>-8<sup>th</sup>) and High School (grades 9<sup>th</sup>-12<sup>th</sup>) shall each have a minimum of two separate pick-up and drop-off times (a total of four pick-up and four drop-off times), separated by a minimum of 30 minutes each. Pick-up and drop-off areas shall function as indicated by the Site Plan (SP-1 – SP4) and Traffic Operations Plan. Any modification to the pick-up/drop-off plan and operating shifts shall be approved in writing by the City's Traffic Engineer or his/her designee;
- d. All improvements proposed during Phase I, as indicated by the Site Plan (SP-1 – SP4) shall receive a Certificate of Occupancy (C/O) and/or Certificate of Completion (C/C) prior to establishing the school. Such improvements include, but are not limited to: landscaping, parking lot and traffic improvements, pedestrian crossings, sidewalks, signage and/or signalization, (as dictated by MUTCD Standards and shall receive approval from Broward County and the City's Traffic Engineer). A temporary Certificate of Occupancy (TC/O) may be issued provide all life-safety related issues are not affected and all other improvements are substantially complete;
- e. The Applicant shall contact Broward County Traffic Engineering and apply for the establishment of a school zone and request crossing guards prior to the issuance of Building Permits, and completed by Certificate of Occupancy (C/O). Temporary signage for all traffic control related to the school zone shall be permitted upon coordination and approval of Broward County Traffic Engineering. A temporary

Certificate of Occupancy (TC/O) may be issued provide all life-safety related issues are not affected and all other improvements are substantially complete;

- f. Applicant shall, prior to the issuance of Building Permits, make application to the appropriate Charter School regulatory agency(ies) for the adoption of rules by which a Zero Tolerance Policy shall be applied to anyone dropping off, or picking up a student at any location other than those agreed to by the City and Applicant and indicated on the Site Plan (SP-1 – SP4) and/or a map for this purpose. Applicant shall seek a progressive penalty system for violations of this rule that will result in the expulsion of the student from the school for repeated violations;
- g. Applicant shall market exclusively to Hollywood residents including North Central and Royal Poinciana neighborhoods for a minimum of four weeks prior to any marketing for student enrollment to the public at-large. This marketing shall include a combination of presentations to North Central and Royal Poinciana Neighborhood Associations, “open houses,” flyers, advertising, and community newspapers;
- h. The Applicant on behalf of itself, successors, and/or assigns shall annually submit, prior to October 1<sup>st</sup>, a copy of the Benchmark Day Enrollment Report or subsequent document;
- i. The Applicant on behalf of itself, its successors, and/or assigns, shall submit to the Planning and Development Services Department or subsequent Department an annual Compliance Report no later than December 1<sup>st</sup>, showing compliance with all conditions of this approval. Applicant acknowledges, should any violations of the conditions be determined, the City will pursue any and all remedies, including, but not limited to, Code Enforcement (the City will seek fines in the amount of \$1,000 per day for first violations and up to \$5,000 per day for repeat violations) and/or an injunction to prohibit the continuing violation(s), subject to Applicant’s rights to notice and right to cure under the law;
- j. Deliveries shall be coordinated as to not interfere with student arrival or dismissal shifts;
- k. The Applicant on behalf of itself, successors, and/or assigns shall provide off-duty police detail (from no less than 15 minutes prior to first arrival or dismissal shift to no less than 15 minutes after last arrival or dismissal shift) for the first two months of every school year. Said police detail requirement may be modified, once the school reaches full capacity and/or if the circumstances change. The Public Safety Director shall have the ability to modify this condition;
- l. Parking for special events (for the purposes of this section, special events shall mean any time parents or other visitors and invitees are attending the school for other than pick-up and drop-off purposes) shall be provided and coordinated in the following manner:
  - 1. Special events for the Middle School (grades 6<sup>th</sup>-8<sup>th</sup>) and High School (grades 9<sup>th</sup>-12<sup>th</sup>) shall be independent of each other and only one event can take place at any given time;
  - 2. Special event during school hours shall be limited to one grade level. Multi-grade events shall be limited to non-school hours. A Special Event Permit pursuant to Chapter 102 of the Hollywood Code of Ordinances shall be required for all events. The school shall comply with all requirements and/or conditions set forth in the Special Event Permit, which includes but not limited to, off-site parking, police details, etc.;

; and

- m. A Unity of Title, 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 Certificate of Occupancy (C/O) or Certificate of Completion (C/C).

## **ATTACHMENTS**

Attachment A:	Application Package
Attachment B:	Land Use and Zoning Maps
Attachment C:	Existing Zoning Regulations
Attachment D:	Proposed Zoning Regulations

# ATTACHMENT A

## Application Package

# PLANNING & DEVELOPMENT SERVICES



2600 Hollywood Boulevard Room 315  
Hollywood, FL 33022

File No. (internal use only): \_\_\_\_\_

## GENERAL APPLICATION

RECEIVED

DEC 19 2013

CITY OF HOLLYWOOD  
OFFICE OF PLANNING



Tel: (954) 921-3471  
Fax: (954) 921-3347

*This application must be completed in full and submitted with all documents to be placed on a Board or Committee's agenda.*

*The applicant is responsible for obtaining the appropriate checklist for each type of application.*

*Applicant(s) or their authorized legal agent must be present at all Board or Committee meetings.*

*At least one set of the submitted plans for each application must be signed and sealed (i.e. Architect or Engineer).*

*Documents and forms can be accessed on the City's website at  
[http://www.hollywoodfl.org/comm\\_planning/appforms.htm](http://www.hollywoodfl.org/comm_planning/appforms.htm)*



### APPLICATION TYPE (CHECK ONE):

- ☐ Technical Advisory Committee ☐ Historic Preservation Board  
☐ City Commission ☒ Planning and Development Board

Date of Application: December 13, 2013

Location Address: 2025 McKinley Street

Lot(s): see survey Block(s): \_\_\_\_\_ Subdivision: North Hollywood

Folio Number(s): 514203100340 & 514210530020

Zoning Classification: IM-1 Land Use Classification: RAC

Existing Property Use: Warehouse & Office Sq Ft/Number of Units: \_\_\_\_\_

Is the request the result of a violation notice? ( ) Yes (X) No If yes, attach a copy of violation.

Has this property been presented to the City before? If yes, check all that apply and provide File Number(s) and Resolution(s): 13-DPS-79

- ☒ Economic Roundtable ☒ Technical Advisory Committee ☐ Historic Preservation Board  
☐ City Commission ☐ Planning and Development

Explanation of Request: Site Plan Recommendation & PD Request

Number of units/rooms: \_\_\_\_\_ Sq Ft: 123,081

Value of Improvement: \$3.5 million Estimated Date of Completion: 2014

Will Project be Phased? (X) Yes ( ) No If Phased, Estimated Completion of Each Phase  
phase I completion 8/2014 phase II completion 8/2015

Name of Current Property Owner: MG3 Dixie, LLC

Address of Property Owner: 1915 Harrison Street Hollywood FL 33020

Telephone: 954-929-5229 Fax: 954-929-5226 Email Address: pbutler@mg3developer.com

Name of Consultant/Representative/Tenant (circle one): Keith M. Poliakoff

Address: 200 E. Las Olas Blvd Fort Lauderdale FL 33301 Telephone: 954.713.7644

Fax: 954.208.8204 Email Address: kpoliakoff@arnstein.com

Date of Purchase: 5/30/2013 Is there an option to purchase the Property? Yes ( ) No ( )

If Yes, Attach Copy of the Contract.

List Anyone Else Who Should Receive Notice of the Hearing: Keith Poliakoff

Address: 200 E. Las Olas Blvd Fort Lauderdale FL 33301

Email Address: kpoliakoff@arnstein.com

## PLANNING & DEVELOPMENT SERVICES



2600 Hollywood Boulevard Room 315  
Hollywood, FL 33022

# GENERAL APPLICATION

### CERTIFICATION OF COMPLIANCE WITH APPLICABLE REGULATIONS

The applicant/owner(s) signature certifies that he/she has been made aware of the criteria, regulations and guidelines applicable to the request. This information can be obtained in Room 315 of City Hall or on our website at [www.hollywoodfl.org](http://www.hollywoodfl.org). The owner(s) further certifies that when required by applicable law, including but not limited to the City's Zoning and Land Development Regulations, they will post the site with a sign provided by the Office of Planning and Development Services. The owner(s) will photograph the sign the day of posting and submit photographs to the Office of Planning and Development Services as required by applicable law. Failure to post the sign will result in violation of State and Municipal Notification Requirements and Laws.

(I)(We) certify that (I) (we) understand and will comply with the provisions and regulations of the City's Zoning and Land Development Regulations, Design Guidelines, Design Guidelines for Historic Properties and City's Comprehensive Plan as they apply to this project. (I)(We) further certify that the above statements and drawings made on any paper or plans submitted herewith are true to the best of (my)(our) knowledge. (I)(We) understand that the application and attachments become part of the official public records of the City and are not returnable.

Signature of Current Owner: \_\_\_\_\_

Date: 12/19/13

PRINT NAME: marcelo Sauegh

Date: 12/19/2013

Signature of Consultant/Representative: \_\_\_\_\_

Date: 12/19/2013

PRINT NAME: Keith M. Poliakoff

Date: 12/19/2013

Signature of Tenant: \_\_\_\_\_

Date: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

Date: \_\_\_\_\_

### CURRENT OWNER POWER OF ATTORNEY

I am the current owner of the described real property and that I am aware of the nature and effect the request for (project description) design, site plan & PD recommendation to my property, which is hereby made by me or I am hereby authorizing (name of the representative) Keith M. Poliakoff to be my legal representative before the Planning & Development (Board and/or Committee) relative to all matters concerning this application.

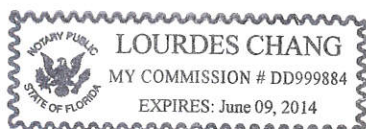
Sworn to and subscribed before me  
this 19 day of December, 2013

Notary Public State of Florida

SIGNATURE OF CURRENT OWNER

PRINT NAME

My Commission Expires: \_\_\_\_\_ (Check One) ☒ Personally known to me; OR \_\_\_\_\_



## **Statement of Compliance Rezoning**

**(1) That the petition for a change of zoning will not result in spot zoning or contract zoning.**

State law requires schools to be a permitted use in all land use categories. The City's Zoning Code, however, does not contain a single zoning category that permits educational institutions as of right. Instead, all schools are required to be approved by special exception, which enables the City to confirm that the proposed location is suitable for an educational institution. The property is currently located in the IM Industrial and Manufacturing District. Although schools are permissible within the subject property's land use category, unfortunately schools are not listed in the IM zoning district, and as such are not viewed by the City as a permitted use. Therefore, to accommodate a school, the property must be rezoned to a zoning category that allows schools as a permitted use. Since the property is greater than ten (10) acres, it specifically meets the City's criteria for the Planned Development District ("PD"). The PD district is the perfect zoning category for this property since this zoning district has been specifically created to permit larger tracts of land under unified control to be planned and developed as a whole. The PD district will enable the charter school to maximize the use of its property through creative and innovative site planning. Further, the City's Land Development Regulation Section 4.15 D (1) states that all uses permitted in the residential land use category are permissible in the PD zoning category. Since schools are permitted within the residential land use category, schools would be permitted within the PD zoning category. As such, the PD category will not result in spot zoning as it affords the applicant the ability to develop a school while meeting all of the City's Code criteria.

**(2) That the proposed change is consistent with, and in furtherance of the Goals, Objectives and Policies of the City's Comprehensive Plan.**

In addition to the consistent goal of redevelopment of abandoned and antiquated uses, the establishment of educational institutions is also an important component of the City's Comprehensive Plan. Schools are specifically allowed in the RAC land use category and Section IV, Implementation Regulations and Procedures D., requires that school sites and school buildings within the City will be adequate to serve the City's proposed future development. Further, Objective 12 of the City's Comprehensive Plan mandates that the City shall cooperate in the selection of sites for new schools. The Permitted Uses provisions also specifically provide for the siting of community facilities, such as schools, to serve the residential areas of the City. The City's City-Wide Master Plan similarly seeks to promote the expansion of educational programs. *See page 8.* In fact, the Preface to the City-Wide Master Plan fully delineates Joseph W. Young's vision

in which he describes the necessity of having locations for schools. As such, the proposed rezoning is consistent with the principles of the City's Comprehensive Plan as well as the City-Wide Master Plan.

**(3) That conditions have substantially changed from the date of the present zoning district classification was placed on the property which make the passage of the proposed change necessary.**

The subject property consists of a completely abandoned warehouse and parking lot previously utilized by Angstrom Graphics, Inc. The parcel has been on the market for several years; however, there has been no demand for light industrial and manufacturing in this area. In fact, since the time this parcel was developed, the area has dramatically changed and now primarily consists of residential and commercial uses. The proposed zoning category is the perfect transition from residential to the more intense uses. Further, the area is in desperate need of a catalyst to help spawn redevelopment and to help create a demand for the abundance of unoccupied homes, many of which are in foreclosure or are currently owned by a bank. This approximately \$25 million dollar project, which will bring a wonderful educational option to this entire community will help to jumpstart the redevelopment efforts and should also help to stabilize this area's housing market by offering a quality school that will require parental involvement and community participation. The PD district is the only district that will allow the entire ten acres to be developed as one development scheme in a manner that will encourage innovative site planning. MG3 is one of the industry leaders in the development of quality charter schools and it believes that it is vitally important to site schools in a way that allows the community to be serviced while not impacted. MG3 has found success in reusing properties that contain abandoned big box buildings. The instant location perfectly fits MG3's model of success. MG3 intends to completely demolish the existing building, which will enable it to construct a state of the art school in two phases. The two phases are necessary to ensure the stability of the school and its overall success. The school is designed to contain ample parking, in excess of the state's requirements, with landscaping that exceeds the City's Code requirements, creating green retention areas, and creating ample traffic circulation. The smaller 2 acre parcel, which currently contain Angstrom's parking lot, will be completely demolished and will be transformed into stabilized play fields, which can be utilized for overflow event parking, and in the future could be modified to add additional parking if needed. The size of the property enables it to have multiple ingress and egress points, which allows the separation of the high school students, as well as the ability to create a completely separate bus drop off location, staff parking student parking, and guest parking areas. Further, the loops that have been designed for both drop off and pick up are so long that all vehicular traffic can be easily maintained within the property. As such, conditions have changed which make the proposed zoning category necessary for the redevelopment of the entire property.

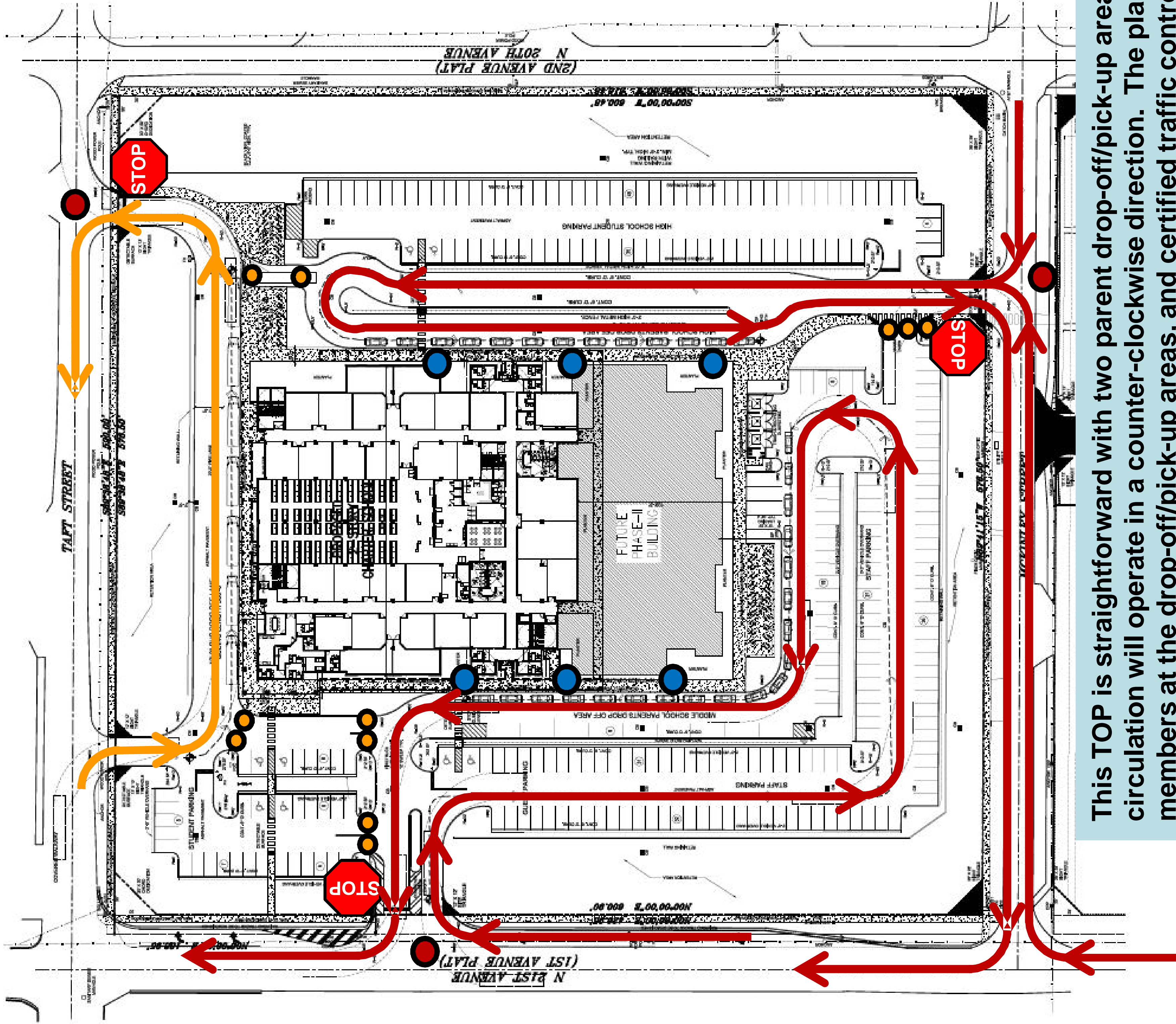
**(4) The proposed change will not adversely influence living conditions in the neighborhood.**

The building's configuration, including but not limited to its tremendous setbacks, landscaped buffering, and lighting, will be a dramatic improvement from the existing site condition, ensuring that there will be no adverse effects on the neighboring properties. Since this school is generally located in a light industrial area, the area is designed to accommodate uses that are far more severe than a school. The asphalt parking lot, which is viewed as a community eyesore, will be completely removed and replaced with stabilized play fields. Since the school will only be operational during normal business hours, the school's use will not differ from that of any other establishment in the area. In fact, it will generate less traffic than the prior use, and unlike the prior use, it will have finite hours of operation and limited deliveries. Further, the school has been designed to have multiple ingress and egress points, which enables the traffic to be completely separated, and none of which will be filtered to prevent intrusion into the residential community. High school students will be funneled through long stacking loops to a covered drop off/pick up area. Further, high school students who are granted the privileged to drive their cars to school, will park in a special parking area which will require the students to enter through the same door as the other high school students. All other students will come into the site from a separate location through its own intricate stacking loop, which similarly drops off/picks up at a covered area. This loop exits the property at a completely different location, and onto a completely different road, than the high school loop. The buses will also be given their own ingress and egress location, which will drop off/pick up at a covered area away from the other drop off and pick up areas. The property is so large that it has been designed and engineered to be able to maintain all of its own traffic, which will minimize any impacts on the surrounding arterial roads. In addition, offsite improvements, such as sidewalks and bicycle storage areas will be created to safely allow students walking to school to access the building. As such, all efforts have been made to select a site and a design that will not adversely influence living conditions in the neighborhood.

**(5) That the proposed change is compatible with the development(s) within the same district/neighborhood.**

The PD category has been specifically created to enable tracts greater than ten acres, under unified control, to be planned and developed as a whole. The proposed zoning

category will greatly enhance this property as it will finally enable the parcel to be redeveloped taking into consideration the hodgepodge of surrounding uses. The parcel to the south is owned by the Broward County School Board (presently utilized for school facilities) and as such is fully compatible with the proposed use. The properties to the north are office/industrial, the parcels to the east are residential/daycare/motel, and residential/industrial to the west. Schools are permissible in all of the adjacent properties land use categories, and aside from the IM District, are permitted uses in the neighboring zoning categories. As such the proposed zoning change is compatible with the surrounding neighborhood.



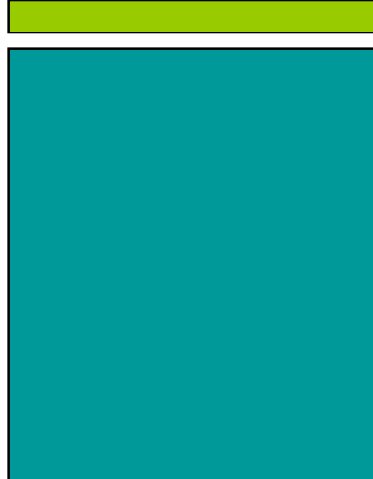
LEGEND	
	Traffic Cone
	Traffic Control Personnel
	Staff Member
	Bus Circulation
	Parent drop-off/ Pick-up Circulation

This TOP is straightforward with two parent drop-off/pick-up areas and one bus-only lane. The internal circulation will operate in a counter-clockwise direction. The plan will include traffic cones, trained staff members at the drop-off/pick-up areas, and certified traffic control personnel directing traffic.

# McKinley Charter School

2025 McKinley Street  
Broward County, Florida

traffic impact study



prepared for:  
**MG3**

**Traf Tech**  
ENGINEERING, INC.

**August 2013**

**Revised October 2013**

October 18, 2013

Ms. Pamela A. Butler  
Development Coordinator  
MG3 Developer Group, LLC  
1915 Harrison Street  
Hollywood, Florida 33020

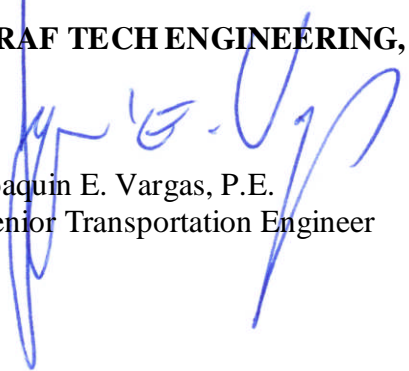
**Re: McKinley Charter School (Hollywood, Florida) – Updated Traffic Study**

Dear Pam:

Traf Tech Engineering, Inc. is pleased to provide you with the results of the updated traffic study undertaken for the proposed McKinley Charter School planned to be located on the east side of North 21<sup>st</sup> Avenue between Taft Street and McKinley Street in the City of Hollywood in Broward County, Florida. The revised traffic study was based on five (5) school buses per shift, two start-time shifts and three end-time shifts, 122 student drivers, and the updated site plan with proposed turn-lane improvements..

Sincerely,

**TRAF TECH ENGINEERING, INC.**



Joaquin E. Vargas, P.E.  
Senior Transportation Engineer

## TABLE OF CONTENTS

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<b>INTRODUCTION</b> .....	1
<b>EXISTING CONDITIONS</b> .....	3
Roadway System.....	3
Nearby Intersections .....	3
Pedestrian Features.....	3
<b>TRAFFIC COUNTS</b> .....	6
<b>TRIP GENERATION</b> .....	9
<b>TRIP DISTRIBUTION AND TRAFFIC ASSIGNMENT</b> .....	11
<b>TRAFFIC ANALYSES</b> .....	14
Future Conditions Traffic Volumes .....	14
Level of Service Analyses .....	19
Drop-off/Pick-up Circulation Plan .....	20
Bus Circulation Plan.....	20
Stacking.....	20
<b>CONCLUSIONS AND RECOMMENDATIONS</b> .....	21

## LIST OF FIGURES

FIGURE 1 – Project Location Map .....	2
FIGURE 2a – Existing Intersection Geometry - North .....	4
FIGURE 2b – Existing Lane Geometry - South .....	5
FIGURE 3a – Existing Traffic Counts - North.....	7
FIGURE 3b – Existing Traffic Counts - South .....	8
FIGURE 4a – Project Traffic Assignment - North.....	12
FIGURE 4b – Project Traffic Assignment - South .....	13
FIGURE 5a – Background Traffic (Year 2014) - North.....	15
FIGURE 5b – Background Traffic (Year 2014) - South .....	16
FIGURE 6a – Total Traffic with Project (Year 2014) - North .....	17
FIGURE 6b – Total Traffic with Project (Year 2014) - South .....	18

## LIST OF TABLES

TABLE 1 – Trip Generation Summary.....	10
TABLE 2 – Intersection Level of Service (Signalized Intersections).....	19
TABLE 3 – Intersection Level of Service (Stop Control Intersections) .....	19

## INTRODUCTION

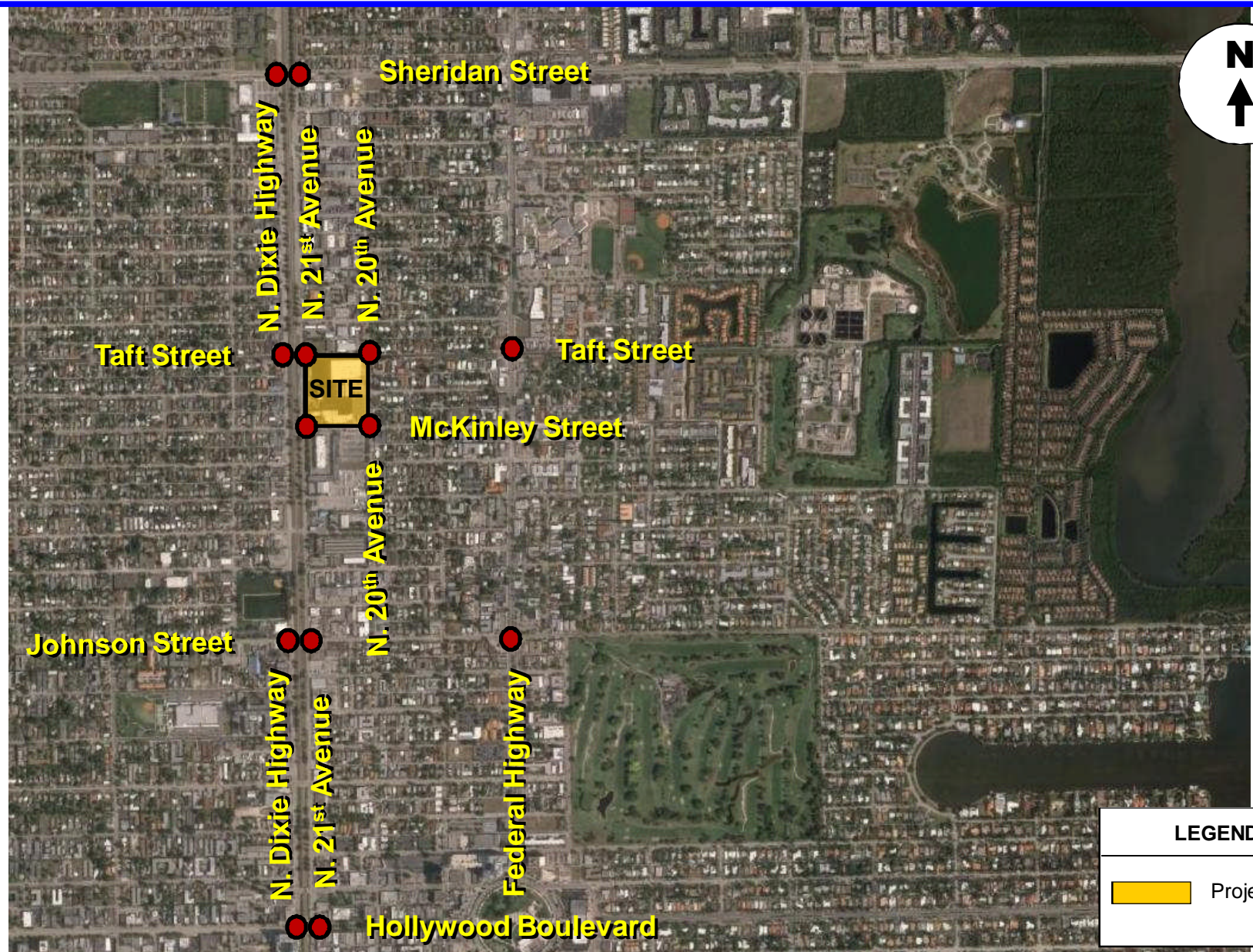
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McKinley Charter School is a proposed educational facility planned to be located on the east side of North 21<sup>st</sup> Avenue between Taft Street and McKinley Street in the City of Hollywood in Broward County, Florida. The proposed charter school is projected to have a student population of up to 2,200 students. The location of the school site is shown on Figure 1 on the following page. Appendix A contains a copy of the layout of the proposed middle/high school.

Traf Tech Engineering, Inc. was retained by MG3 to conduct a traffic study in connection with the proposed charter school. The study addresses the traffic impacts on the nearby transportation network, access to the site, and internal site circulation during the school's morning and afternoon peak periods.

This study is divided into six (6) sections, as listed below:

1. Existing Conditions
2. Traffic Counts
3. Trip Generation
4. Trip Distribution and Traffic Assignment
5. Traffic Analysis
6. Conclusions and Recommendations



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## EXISTING CONDITIONS

---

This section addresses the roadway system surrounding the school site, including intersections, and existing pedestrian features located in the immediate vicinity of the project site.

### **Roadway System**

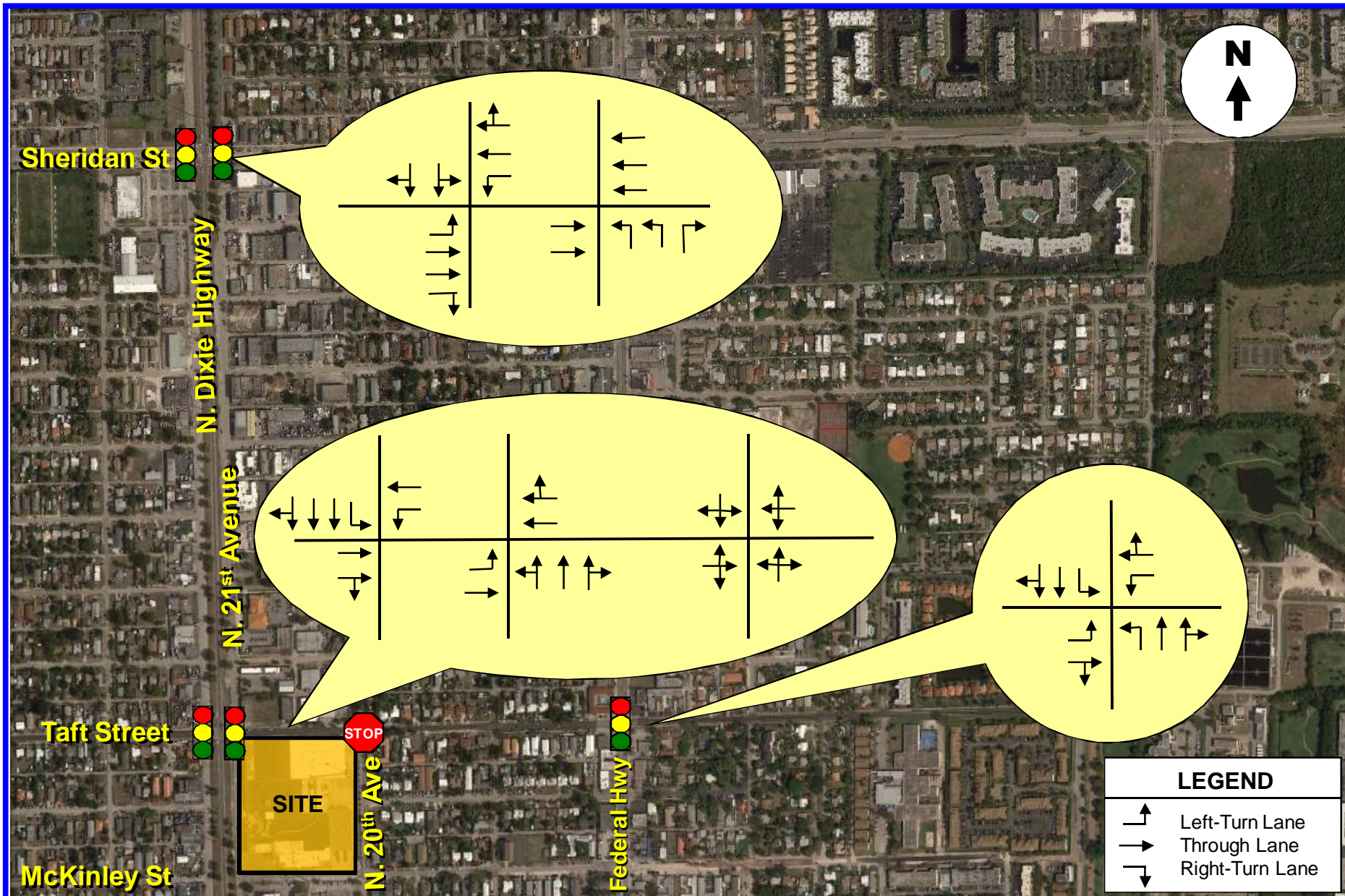
The school site is surrounded by one north-south arterial corridor, one east-west collector and two local streets. The north south arterial corridor consists of a one-way pair consisting of North 21<sup>st</sup> Avenue and North Dixie Highway. North 21<sup>st</sup> Avenue provides three northbound lanes and is located on the east side of the FEC Railroad and immediately west of the school site. North Dixie Highway provides three southbound lanes and is located on the west side of the railroad. Taft Street is an east-west collector with one through lane in each direction. Both North 20<sup>th</sup> Avenue and McKinley Street are two-lane local streets. North 20<sup>th</sup> Avenue is oriented in the north south direction and is located on the east side of the school site. McKinley Street provides east-west mobility to local traffic and is located immediately south of the school site.

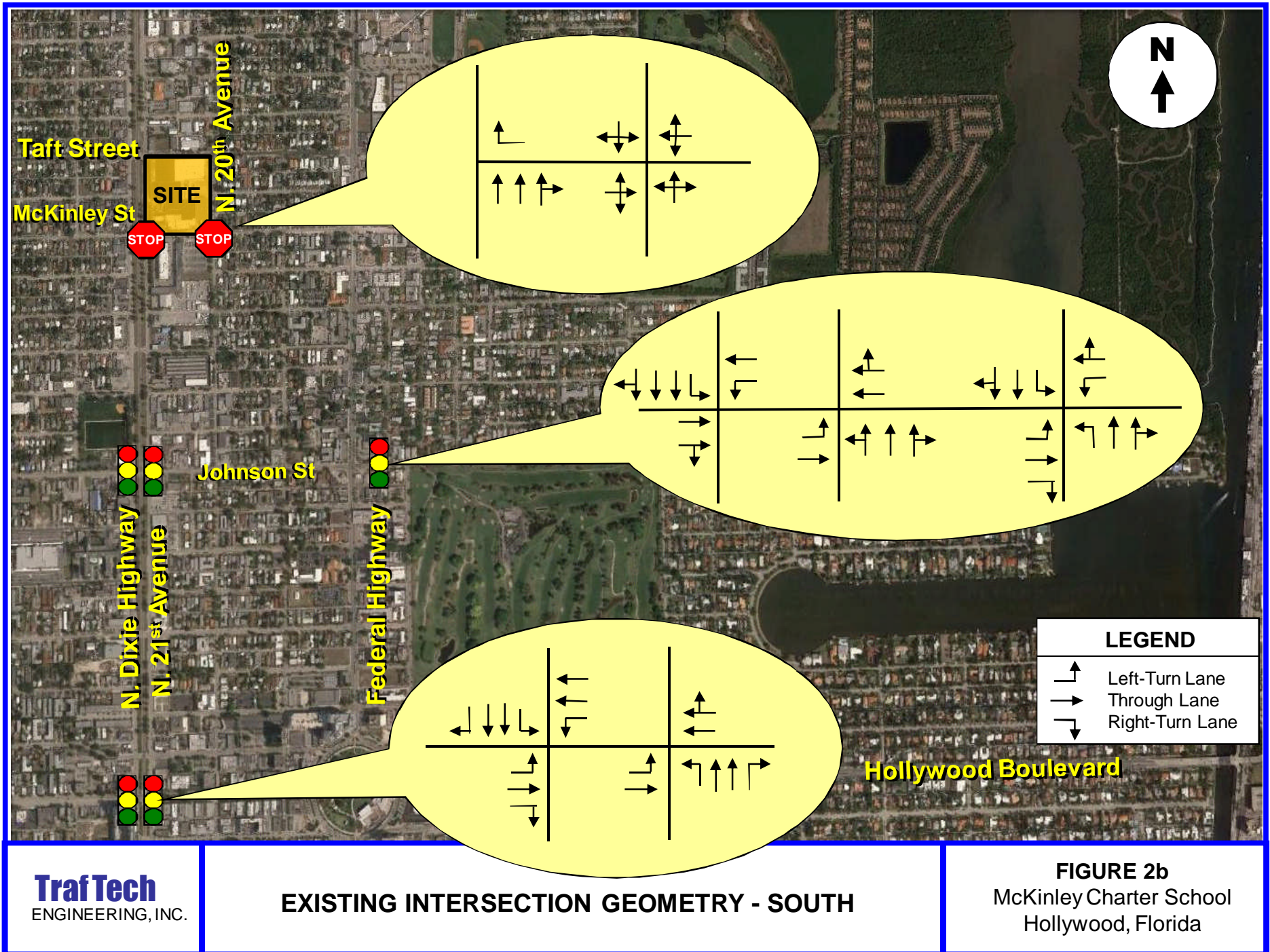
### **Intersections**

With the assistance of the City of Hollywood, 13 intersections were selected for analysis purposes. The 13 study intersections include North Dixie Highway and North 21<sup>st</sup> Avenue at Sheridan Street, Taft Street, Johnson Street, and Hollywood Boulevard. Additionally, the intersections of Taft Street/North 20<sup>th</sup> Avenue, Taft Street/North Federal Highway, McKinley Street/North 21<sup>st</sup> Avenue, McKinley Street/North 20<sup>th</sup> Avenue, and Johnson Street/North Federal Highway were also evaluated for purposes of this traffic study. Figures 2a and 2b depicts the number of lanes on the roadways located in the vicinity of the school site. The turning lanes at the 13 study intersections are also illustrated in the figure.

### **Pedestrian Features**

Sidewalks are provided on both sides of Taft Street, North 20<sup>th</sup> Avenue, and McKinley Street. No sidewalks are provided along North 21<sup>st</sup> Avenue between McKinley Street and Taft Street adjacent to the school site. Pedestrian crosswalks are only provided at the stop-control intersection of Taft Street and North 20<sup>th</sup> Avenue.





## TRAFFIC COUNTS

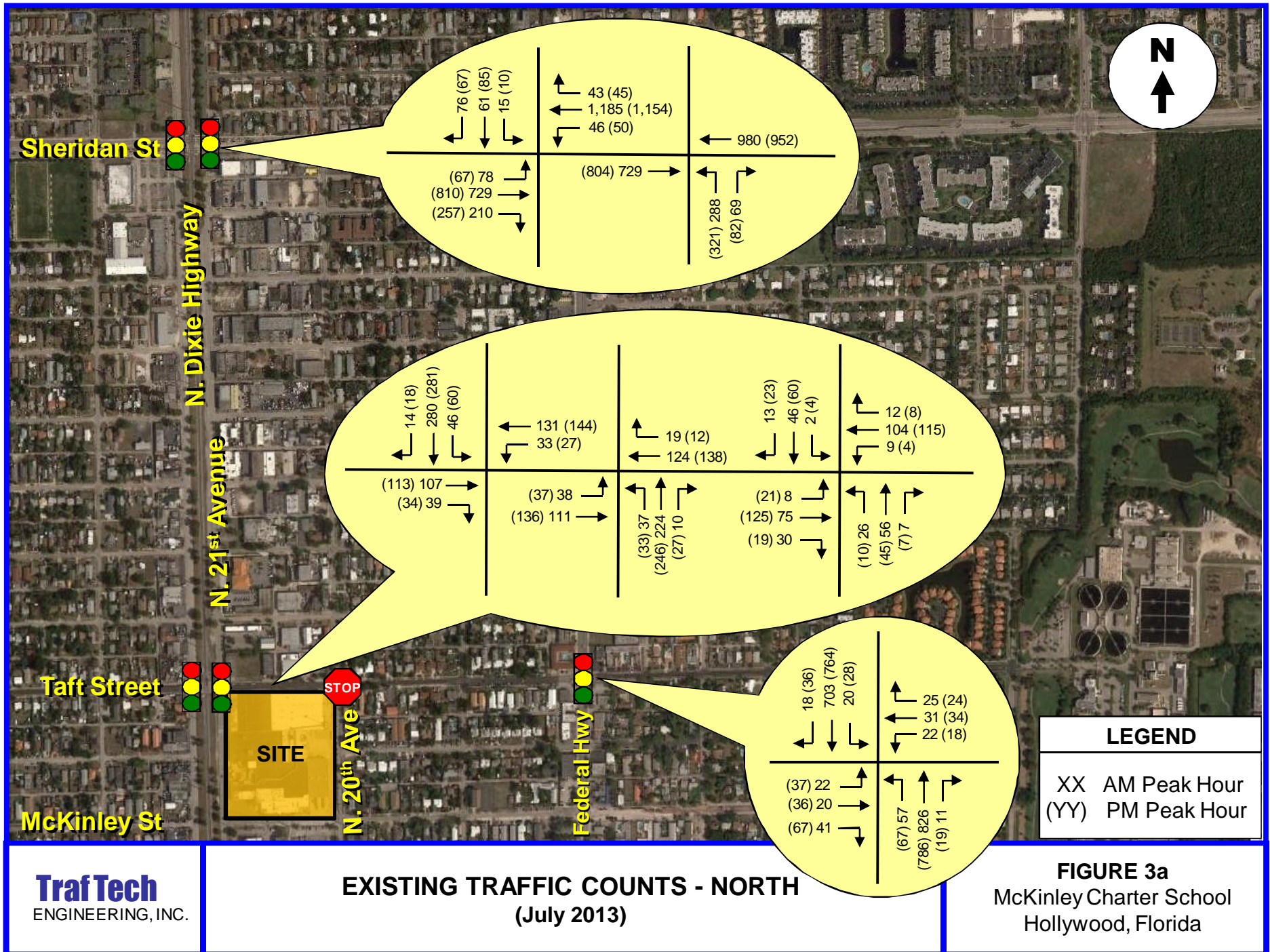
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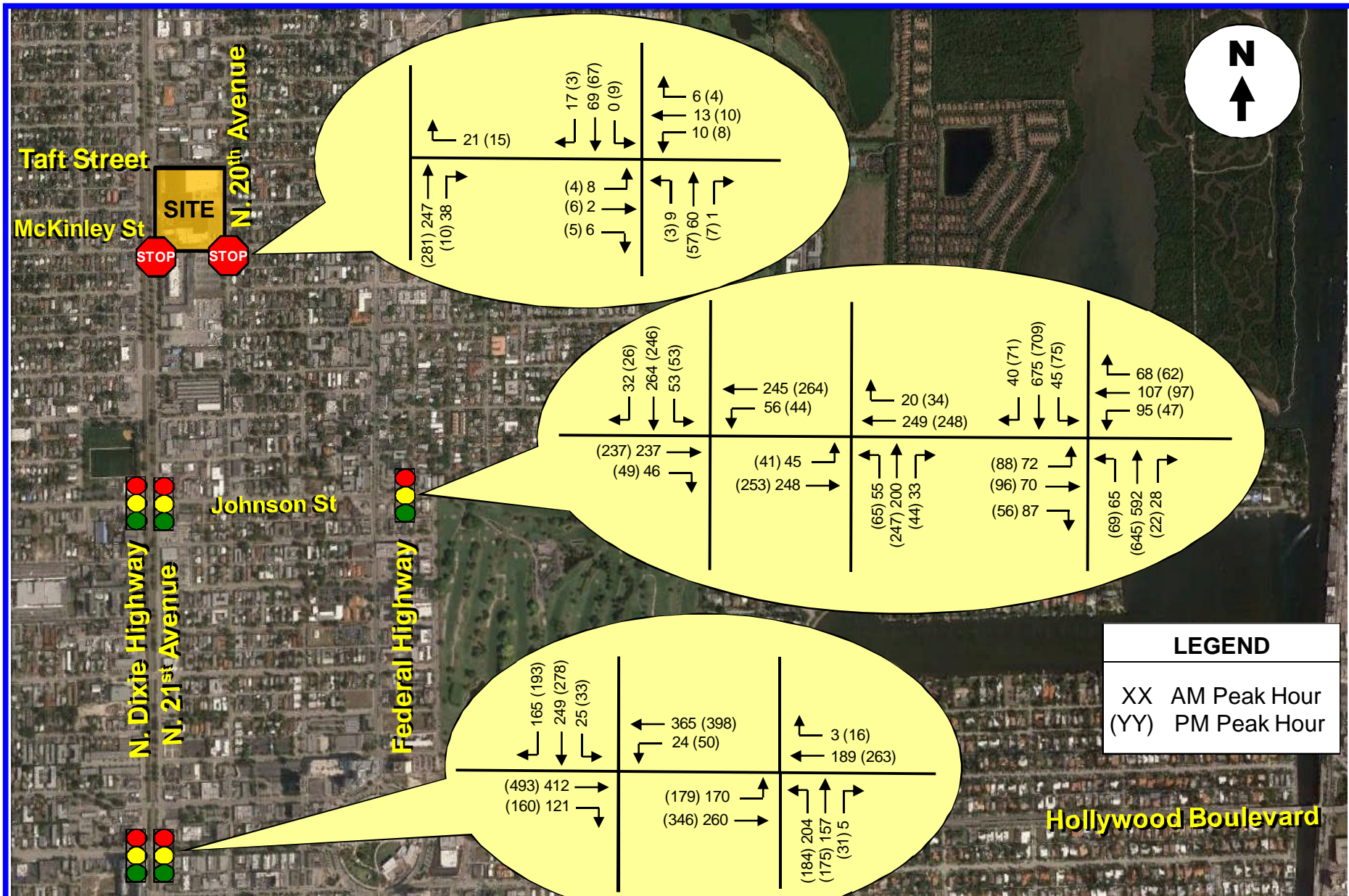
Traf Tech Engineering, Inc., in association with Crossroads Engineering Data, Inc., collected intersection turning movement counts at the following thirteen (13) intersections:

1. Sheridan Street and North Dixie Highway (signalized)
2. Sheridan Street and North 21<sup>st</sup> Avenue (signalized)
3. Taft Street and North Dixie Highway (signalized)
4. Taft Street and North 21<sup>st</sup> Avenue (signalized)
5. Taft Street and North 20<sup>th</sup> Avenue (stop control)
6. Taft Street and North Federal Highway (signalized)
7. McKinley Street and North 21<sup>st</sup> Avenue (stop control)
8. McKinley Street and North 20<sup>th</sup> Avenue (stop control)
9. Johnson Street and North Dixie Highway (signalized)
10. Johnson Street and North 21<sup>st</sup> Avenue (signalized)
11. Johnson Street and North Federal Highway (signalized)
12. Hollywood Boulevard and North Dixie Highway (signalized)
13. Hollywood Boulevard and North 21<sup>st</sup> Avenue (signalized)

The intersection turning movement counts were collected on Tuesday, Wednesday, and Thursday, July 23, 24, and 25, 2013 during the school's morning and afternoon peak periods (7:00 AM to 9:00 AM and from 2:00 PM to 4:00 PM).

Figures 3a and 3b summarize the results of the intersection turning movement counts. Appendix B contains the traffic counts, as collected in the field. The signal timing plans for the signalized intersections were obtained from Broward County Traffic Engineering Division and are contained in Appendix C.





## **TRIP GENERATION**

---

The trip generation for the proposed charter school was based on information contained in the Institute of Transportation Engineer's (ITE) *Trip Generation* manual (9<sup>th</sup> Edition). According to the subject ITE manual, the most appropriate "land use" category for the middle/high school is ITE's Land Use 522 – Middle School/Junior High School. The trip generation rates, given by ITE, are:

### Daily Trips

$$T = 1.62 (X)$$

Where T = average daily vehicle trip ends  
X = number of students

### AM Peak Hour

$$T = 0.54 (X) \text{ (55\% inbound and 45\% outbound)}$$

Where T = average AM peak hour vehicle trip ends (school's entering peak)  
X = number of students

### PM Peak Hour

$$T = 0.30 (X) \text{ (45\% inbound and 55\% outbound)}$$

Where T = average PM peak hour vehicle trip ends (school's exiting peak)  
X = number of students

In order to reduce the traffic impacts associated with the McKinley Charter School, two start times and two end times will be implemented at the subject school. The high school hours are anticipated to be 7:30 AM to 2:30 PM and the middle school hours 8:30 AM to 3:30 PM in order to avoid traffic overlaps between shifts. Therefore, the following school distribution was assumed for purposes of this traffic study:

- Shift 1 (58%) or 1,276 students
- Shift 2 (42%) or 924 students

Additionally, five (5) school buses will be available for each school shift. Assuming 30 students per bus, each school shift can transport approximately 150 students via public transportation. Therefore, the number of students that will be transported via private automobile is as follows:

- Shift 1 (58%) = 1,276 students (less 150 students in buses = 1,126 students)
- Shift 2 (42%) = 924 students (less 150 students in buses = 774 students)

Table 1 summarizes the trip generation associated with the peak shift of the proposed charter school. As indicated in Table 1, the proposed school is anticipated to generate approximately 1,864 trips per day, approximately 618 trips during the school's entering peak (339 inbound and 279 outbound), and approximately 348 trips during the school's exiting peak (157 inbound and 191 outbound).

<b>TABLE 1</b> <b>McKinley Charter School</b> <b>Trip Generation Summary</b>						
Land Use	Size	Daily Trips	AM Peak Trips		PM Peak Trips	
			Inbound	Outbound	Inbound	Outbound
School	1,126 students	1,824	334	274	152	186
Buses	5	40	5	5	5	5
<b>Total</b>		<b>1,864</b>	<b>339</b>	<b>279</b>	<b>157</b>	<b>191</b>

Source: ITE Trip Generation Manual (9<sup>th</sup> Edition)

Additionally, of the 1,126 students associated with Shift 1, 122 will be allowed to drive (student drivers). Therefore, for purposes of vehicle accumulation, 1004 students will be used (refer to Stacking section on Page 20).

## **TRIP DISTRIBUTION AND TRAFFIC ASSIGNMENT**

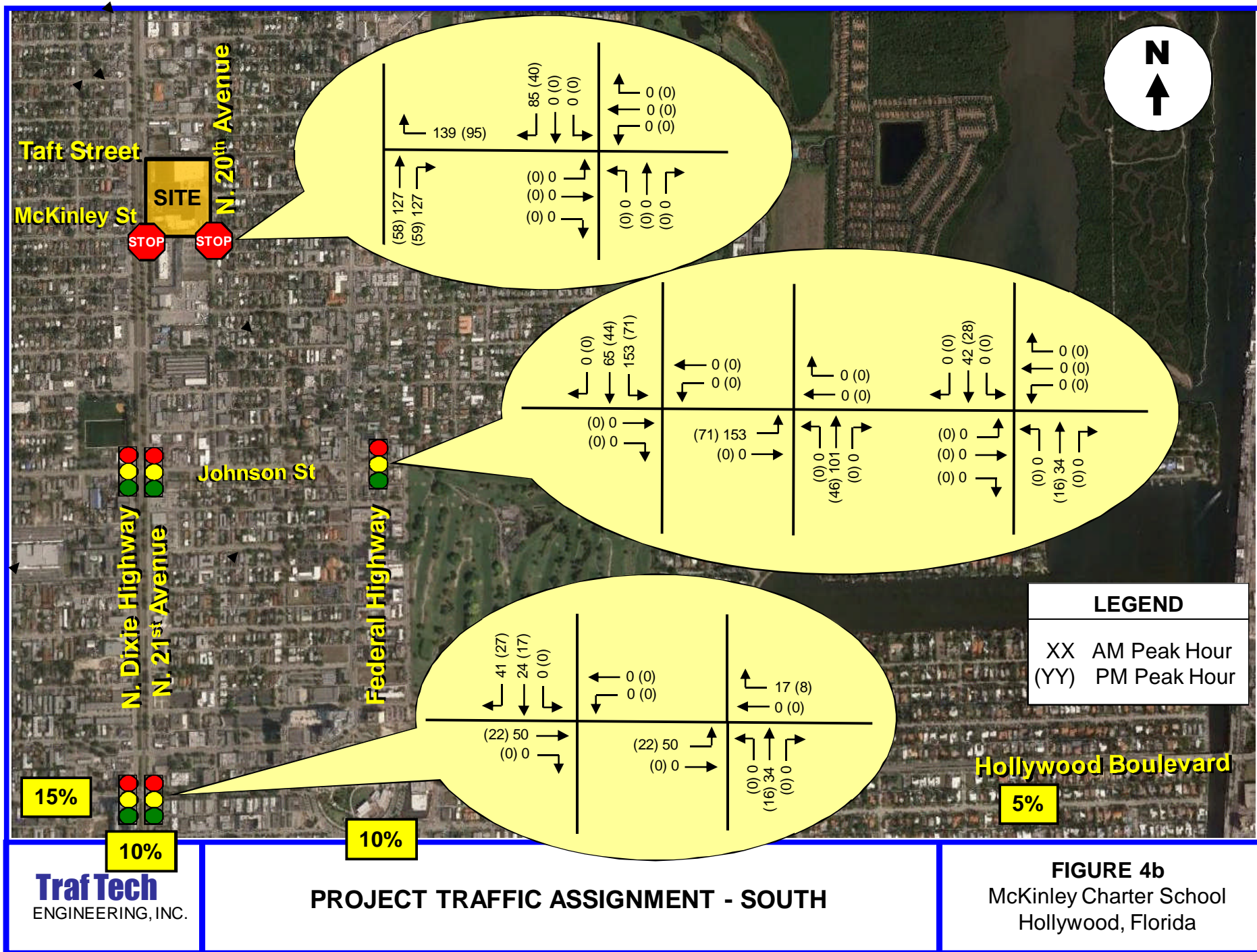
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The trip distribution and traffic assignment for the proposed McKinley Charter School was based on knowledge of the study area, examination of the surrounding roadway network characteristics, review of current traffic volumes, and existing land use patterns. The trip distribution assumed for the school is summarized below:

- 20% to and from the north
  - 10% to/from the north via North Dixie Highway and North 21<sup>st</sup> Avenue
  - 10% to/from the north via North Federal Highway
- 20% to and from the south
  - 10% to/from the south via North Dixie Highway and North 21<sup>st</sup> Avenue
  - 10% to/from the south via North Federal Highway
- 10% to and from the east
  - 5% to/from the east via Taft Street
  - 5% to/from the east via Hollywood Boulevard
- 50% to and from the west
  - 20% to/from the west via Sheridan Street
  - 15% to/from the west via Taft Street
  - 15% to/from the west via Hollywood Boulevard

The AM and PM peak hour traffic generated by the proposed school was assigned to the nearby transportation network using the trip distribution documented above. The subject traffic assignment is summarized in Figures 4a and 4b.





## TRAFFIC ANALYSIS

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This section of the study is divided in three parts. The first part consists of developing the future conditions traffic volumes for the study area. The second part includes level-of-service analyses for existing and future conditions. The third section focuses on the school traffic circulation plan for the drop-off/pick-up operation for automobile and for buses.

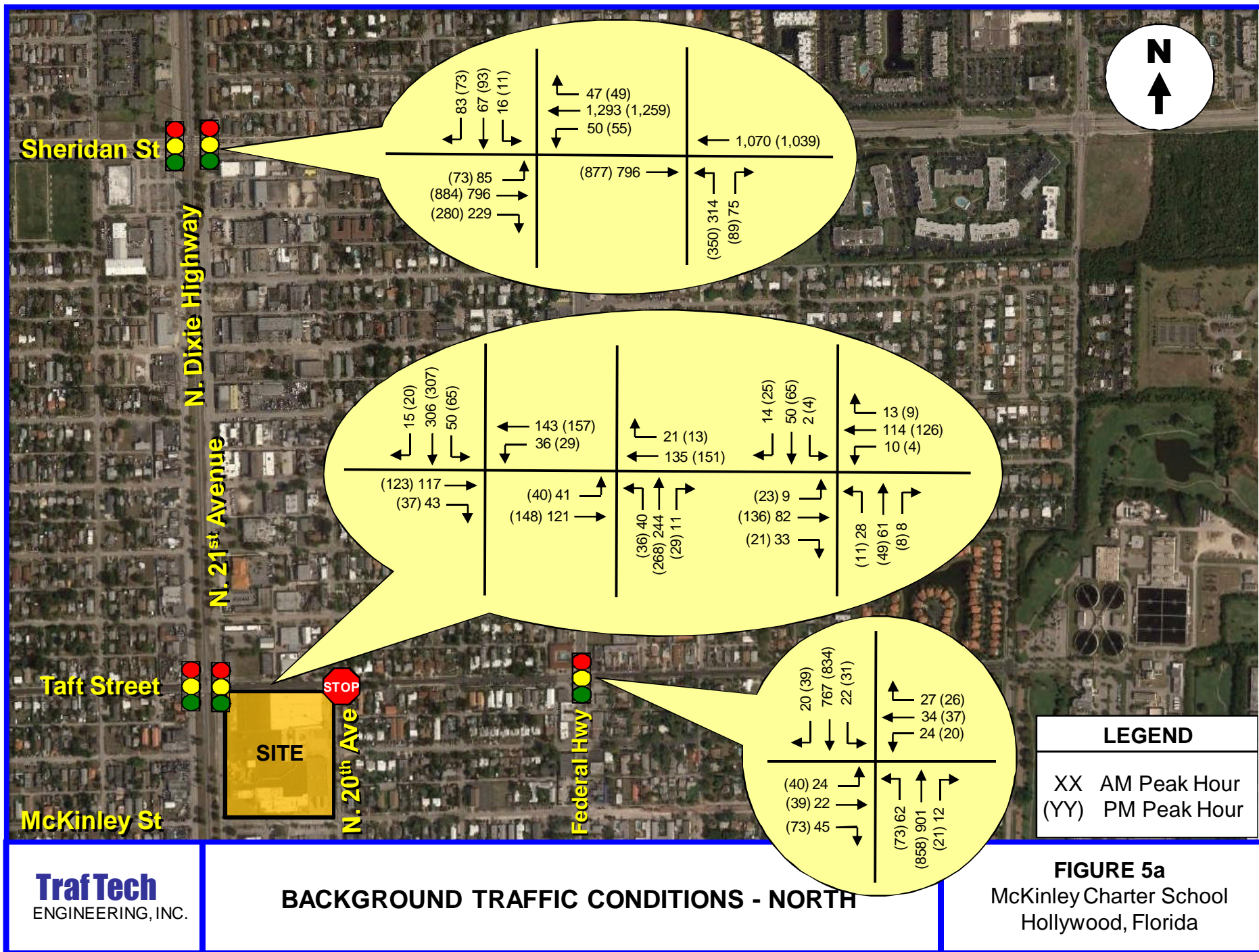
### **Future Conditions Traffic Volumes**

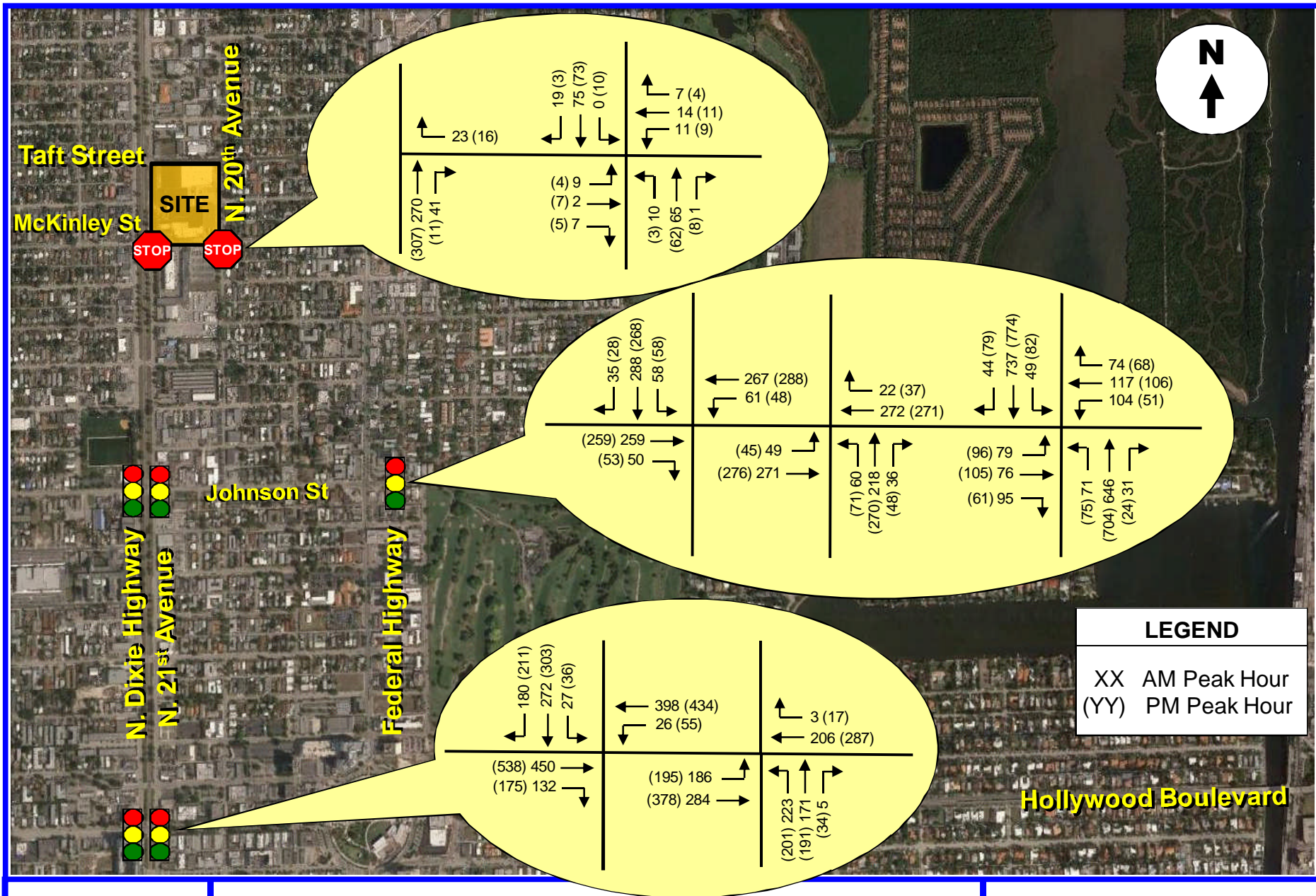
Two sets of future traffic volumes were developed. The first set includes project buildout conditions (assumed to be 2014) without the proposed school and the second set adds the project anticipated to be generated by the McKinley Charter School.

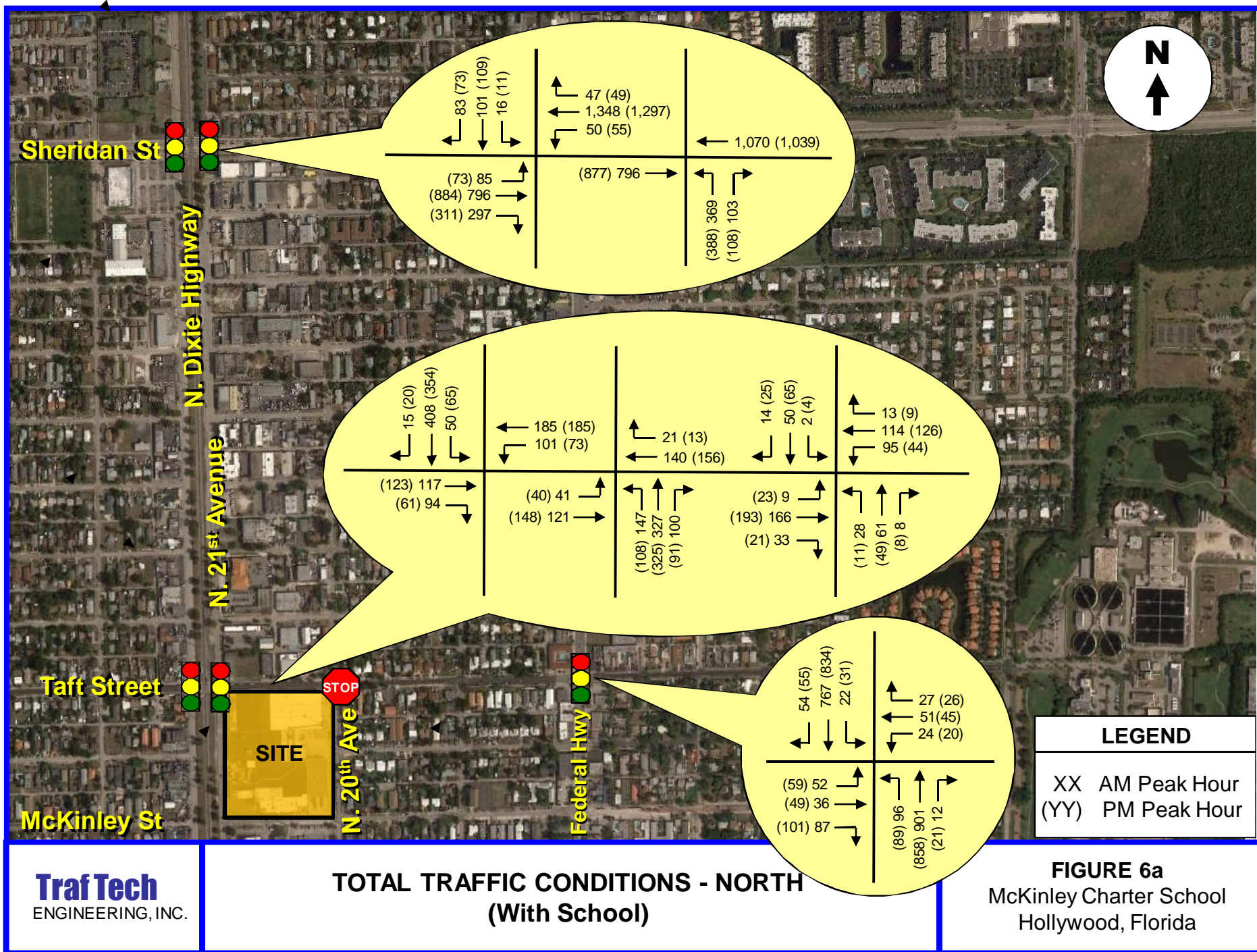
In order to develop future-year traffic volumes, without the proposed school, two separate analyses were undertaken. The first analysis converts the existing AM and PM peak hour traffic counts collected in the field during the month of July to average peak season conditions. Based on FDOT's Peak Season Factor Category report, a factor of 1.07 is required to convert traffic counts collected in the fourth week of July to average peak season conditions (refer to Appendix D). The second analysis includes a growth factor to project 2013 peak season traffic volumes to future conditions (year 2014). For purposes of this traffic study, a 2% growth rate was applied to the 2013 adjusted traffic counts in order to develop 2014 background traffic conditions. The 2% growth rate is considered conservative since many nearby traffic count stations have reflected negligible traffic growth during the past five years (refer to Appendix D) for the area near the subject school site.

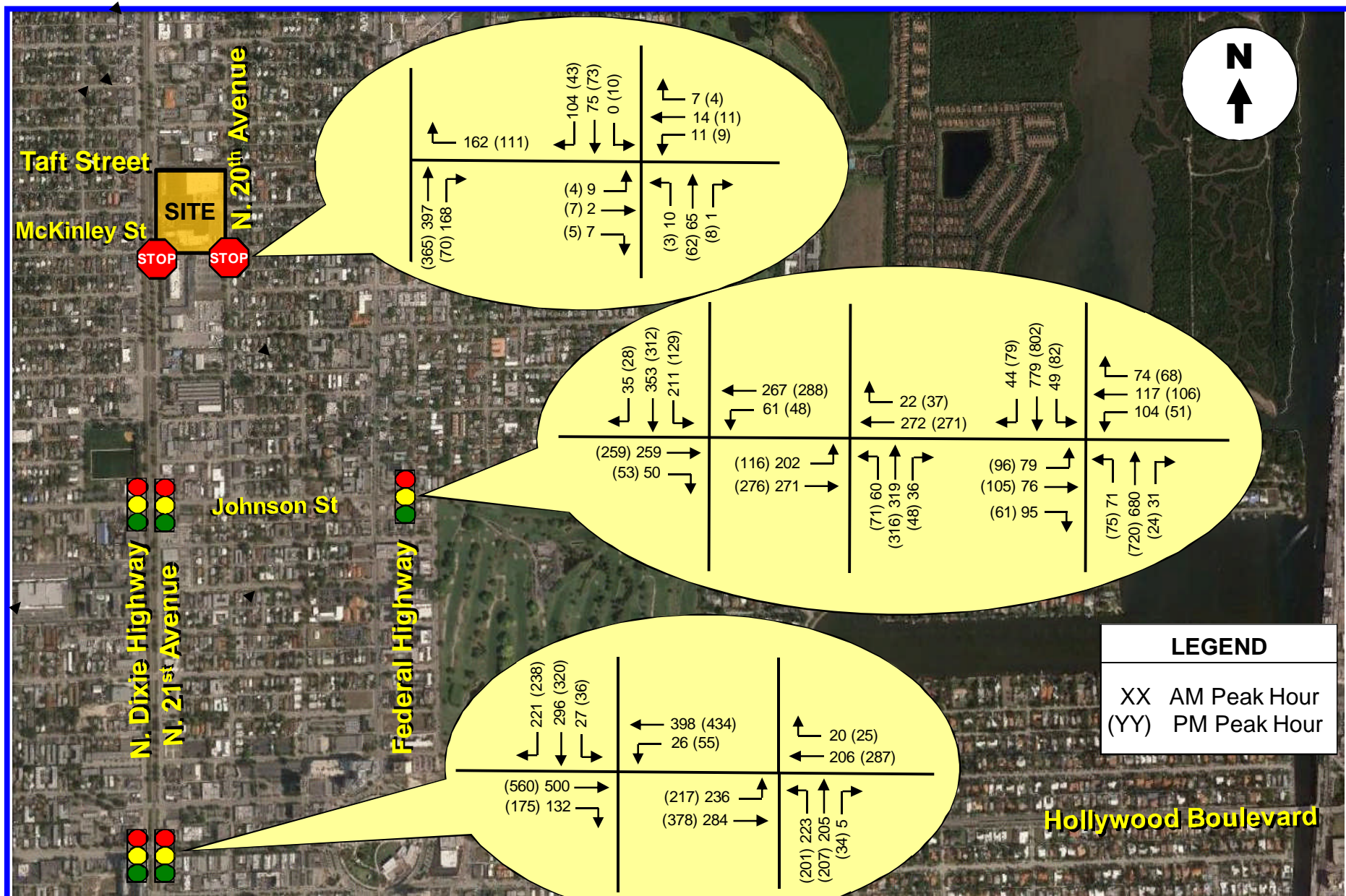
The future traffic calculations (peak season adjustments, traffic growth, future and the traffic associated with the proposed charter school) for the study area are contained in Appendix E in tabular format.

Figures 5a, 5b, 6a and 6b present the future traffic volumes for the study area. Figures 5a and 5b include background traffic only (without the proposed school) and Figures 6a and 6b include the additional traffic anticipated to be generated by the proposed McKinley Charter School.









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## Level of Service Analyses

Intersection capacity analyses were performed for the thirteen study intersections. The analyses were undertaken following the capacity/level of service procedures outlined in the Highway Capacity Manual using the SYNCHRO software. The results of the intersection analyses are summarized in Tables 2 and 3. Appendix F contains the computer printouts of the intersection capacity analyses.

<b>TABLE 2</b> <b>Intersection Level of Service (Signalized Intersections)</b> <b>McKinley Charter School</b>			
<b>Intersection</b>	<b>Existing</b>	<b>Future Traffic Conditions</b>	
		<b>Without School</b>	<b>With School</b>
Sheridan St/N. Dixie Hwy	B (B)	B (B)	C (C)
Sheridan St/N. 21 <sup>st</sup> Avenue	B (B)	B (B)	B (B)
Taft St/N. Dixie Highway	C (C)	C (C)	C (C)
Taft St/N. 21 <sup>st</sup> Avenue	C (C)	C (C)	C (C)
Taft St/US 1	B (B)	B (B)	B (B)
Johnson St/N. Dixie Hwy	C (C)	C (C)	D (C)
Johnson St/N. 21 <sup>st</sup> Ave	C (C)	C (C)	C (C)
Johnson St/US 1	C (C)	C (C)	C (C)
Hollywood Blvd/N. Dixie	C (C)	C (C)	C (C)
Hollywood Blvd/N. 21 <sup>st</sup> Av	C (C)	C (C)	C (C)

Source: Highway Capacity Manual. LEGEND: AM Peak (PM Peak)

<b>TABLE 3</b> <b>Intersection Level of Service (Stop-Control Intersection)</b> <b>McKinley Charter School</b>			
<b>Intersection</b>	<b>Existing</b>	<b>Future Traffic Conditions</b>	
		<b>Without School</b>	<b>With School</b>
Taft St/N. 20 <sup>th</sup> Ave	A (A)	A (A)	A (A)
McKinley St/N. 21 <sup>st</sup> Ave	B (B)	B (B)	B (A)
McKinley St/N. 20 <sup>th</sup> Ave	A (A)	A (A)	A (A)

Source: Highway Capacity Manual. LEGEND: AM Peak (PM Peak)

As indicated in Tables 2 and 3, all study intersections are currently operating at an acceptable level of service and will continue to operate adequately with the proposed school in place. The analyses reflect the proposed turn lane improvements depicted in the site plan contained in Appendix A.

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## **Student Drop-off/Pick-up Circulation Plan**

The McKinley Charter School has been designed to provide two drop-off/pick-up areas for students (one on the east side of the building and the other on the west side of the school). The student drop-off/pick-up circulation plan provides over 2,200 feet of inbound reservoir length (approximately 900 feet for the eastern drop-off/pick-up area and approximately 1,300 feet for the one on the west side of the school building). The 2,200 feet of stacking dimension can accommodate at least 100 on-site vehicles (assuming an effective vehicle length of 22 feet). The internal circulation plan is describe below:

For the east drop-off/pick-up area, parents will enter the site via the McKinley Street driveway, will circulate in a counter-clockwise direction along the circulation path located on the east side of the school building and will exit back onto the westbound lanes of McKinley Street. For the west drop-off/pick-up area, parents will enter the site via the North 21<sup>st</sup> Avenue driveway. After entering the school, all traffic will be required to head south along the west parking bay and circulate counter-clockwise along the circulation lane provided on the south side of the school building. Vehicles will then proceed north to the drop-off/pick-up area located on the west side of the school building. All exiting vehicles will be required to circulate back to the North 21<sup>st</sup> Avenue driveway in order to turn right and head north on North 21<sup>st</sup> Avenue.

## **Bus Circulation Plan**

Buses will access the school by entering via the west driveway off of Taft Street and exiting via the east driveway also on Taft Street. All entering buses were assumed to enter the school site by executing an eastbound right-turn movement into the west driveway and exiting buses were assumed to head westbound on Taft Street after they exit the school grounds. The bus drop-off/pick-up area will accommodate up to five (5) buses as depicted in the site plan contained in Appendix A.

## **Stacking**

During the AM peak period, 771 students resulted in 58 cars queued (actual count at a school in Hollywood). Then 1004 students (for Shift 1 – refer to Page 9) would theoretical result in approximately a 76-vehicle queue. Since the McKinley Charter School is design to accommodate at least 100 on-site vehicles, stacking is not anticipated to be a problem during the AM peak hour as long as 2 start times are implemented.

During the PM peak period, 771 students resulted in 106 cars queued (actual count at a school in Hollywood). Then 1004 students (for Shift 1 – refer to Page 9) would theoretical result in approximately a 138-vehicle queue. Since the McKinley Charter School is design to accommodate at least 100 on-site vehicles, stacking could be a problem during the PM peak hour unless 3 end times are implemented.

## CONCLUSIONS AND RECOMMENDATIONS

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McKinley Charter School is a proposed educational facility planned to be located on the east side of North 21<sup>st</sup> Avenue between Taft Street and McKinley Street in the City of Hollywood in Broward County, Florida. The proposed charter school is projected to have a student population of up to 2,200 students.

Traf Tech Engineering, Inc. was retained by MG3 to conduct a traffic study in connection with the proposed charter school. The study addresses the traffic impacts on the nearby transportation network, access to the site, and internal site circulation during the school's morning and afternoon peak periods.

The conclusions and recommendations of the traffic study are presented below:

### CONCLUSIONS

- The proposed school is anticipated to generate approximately 1,864 trips per day, approximately 618 trips during the school's entering peak (339 inbound and 279 outbound), and approximately 348 trips during the school's exiting peak (157 inbound and 191 outbound).
- In order to reduce the traffic impacts associated with the McKinley Charter School, two start times and three end times should be implemented at the subject school.
- Five (5) school buses will be available for each school shift.
- All study intersections are currently operating at an acceptable level of service and will continue to operate adequately with the proposed school in place.
- With an on-site vehicles accumulation capacity of at least 100 vehicles, stacking is not anticipated to be a problem at the school during the morning and afternoon peak periods.

### RECOMMENDATIONS

- Implement two start times and three end times for the school in order to spread the peak traffic volumes of the school (this will minimize the traffic impacts and the on-site stacking needs). The spread between the two start times should be at least 30 minutes apart in order to minimize overlap between shifts. The spread between the three end times should be at least 45 minutes apart in order to minimize overlap between shifts.

- 
- Provide stacking for at least five (5) school buses on the north side of the school building. Each shift should be served by five (5) school buses for a total of 10 buses, or 40 trips (20 buses inbound plus 20 buses outbound).
  - Based on the provided stacking for the east and west drop-off/pick-up areas (approximately 900 feet for the east area and approximately 1300 feet for the west area), approximately 40% of the school population should be dropped-off/pick-up at the east area and the remaining 60% on the western area.
  - For the east drop-off/pick-up area, parents should enter the site via the McKinley Street driveway, circulate in a counter-clockwise direction along the circulation path located on the east side of the school building and exit back onto the westbound lanes of McKinley Street (all exiting traffic should be forced to turn right/westbound at McKinley Street).
  - For the west drop-off/pick-up area, parents should enter the site via the North 21<sup>st</sup> Avenue driveway. After entering the school, all traffic should be required to head south along the west parking bay and circulate counter-clockwise along the circulation lane provided on the south side of the school building. Vehicles should then proceed north to the drop-off/pick-up area located on the west side of the school building. All exiting vehicles should be required to circulate back to the North 21<sup>st</sup> Avenue driveway in order to turn right and head north on North 21<sup>st</sup> Avenue.
  - Traffic cones should be placed at the following three locations in order to prevent undesired circulation paths within the school grounds:
    - At the southeast corner of the school building in order to block access between the east and west circulation paths.
    - At the northwest corner of the school building in order to block access between the bus area and the west student parking area.
    - At the northwest corner of the school building in order to block access between the bus area and the west drop-off/pick-up circulation path.
  - Traffic control personnel should be placed at the McKinley Street access driveway and at the bus exit driveway off of Taft Street (east driveway). Additionally, an on-site traffic control person should be placed at the North 21<sup>st</sup> Avenue access driveway in order to provide proper on-site direction to inbound and outbound traffic during the drop-off and pick-up peak periods.



January 24, 2014

City of Hollywood  
Planning Development Services  
2600 Hollywood Boulevard, Room 315  
Hollywood, Florida 3302

Re; Florida Charter Academy located at 2025 McKinley Street, a 6<sup>th</sup> thru 12<sup>th</sup> grades charter school.

Sir or Madam;

The proposed development will consist of a new 2 story Middle and High School charter school . The near downtown location within the Regional Activity Center is ideal for the proposed use, served by collector streets and near residential neighborhoods. The area may also be served by a rail line in the near future.

The existing manufacturing and warehouse structure is approximately 250,000 square feet in area will be demolished. A second parcel to the south will be converted from parking area to playfields.

New sidewalks, oversized landscaped buffers, parking in excess of code requirement, and internal vehicular circulation for drop off and pick up of students will be built around the perimeter. Driveway entrances are not proposed along N 20<sup>th</sup> Avenue, a multifamily neighborhood. There will be full internal circulation on site. Traffic pattern has been designed to direct most traffic possible toward the major roads, N 21<sup>st</sup> Avenue and Taft Streets.

Separate drop off and pick areas proposed for buses, high school and middle school with an emphasis on right in or right out turns, as well as separate queuing areas to avoid cross over or conflicts.

The school will contain an indoor gymnasium for physical education and school related activities. Specialty subjects will also be provided in addition to the core subjects.

The structure has been designed with a traditional, but also modern style to complement the surrounding residential areas.

Sincerely;

Gustavo J. Carbonell A.I.A., President

LAND DESCRIPTION :

PARCEL 1:

LOTS ONE (1), TWO (2), AND THREE (3), LESS THE WEST 13.50 FEET THEREOF, OF BLOCK SEVEN (7); AND LOT ONE (1), LESS THE WEST 13.50 FEET THEREOF, AND ALL OF LOTS TWO (2) AND THREE (3), IN BLOCK EIGHT (8); ALL IN "NORTH HOLLYWOOD", ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 4, PAGE 1, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA.

LESS THE NORTH 5 FEET OF LOT 3, BLOCK 8, "NORTH HOLLYWOOD", DEEDED TO THE CITY OF HOLLYWOOD BY DEED RECORDED IN OFFICIAL RECORDS BOOK 3909, AT PAGE 216, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA.

TOGETHER WITH THAT PART OF ROOSEVELT STREET LYING BETWEEN THE WEST RIGHT OF WAY LINE OF 2ND AVENUE (NOW 20TH AVENUE), AND THE EAST RIGHT OF WAY LINE OF 1ST AVENUE (NOW 21ST AVENUE), EXCEPTING THEREFROM THE WEST 13.5 FEET OF SAID ROOSEVELT STREET, AS SHOWN ON THE PLAT OF "NORTH HOLLYWOOD", ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 4, PAGE 1, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA.

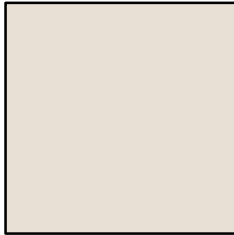
PARCEL 2:

PARCEL "B", LESS THE SOUTHERLY 102 FEET THEREOF, OF "HOLLYWOOD LAND", ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 137, PAGE 6, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA.

## COLOR SELECTION:

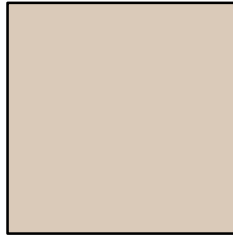
### WALLS:

#### BASE COLOR:



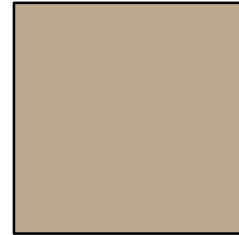
COLOR: SHERWIN  
WILLIAMS, SW 6091  
RELIABLE WHITE

#### TEXTURE & CORNICE:



COLOR: SHERWIN  
WILLIAMS, SW 6092  
LIGHTWEIGHT BEIGE

#### MOLDINGS & TRIMS:



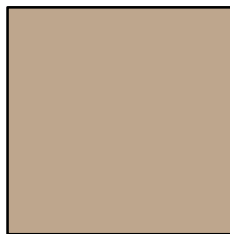
COLOR: SHERWIN  
WILLIAMS, SW 6094  
SENSATIONAL SAND

#### OUTLOOKERS:



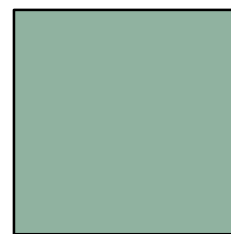
COLOR: SHERWIN  
WILLIAMS, SW 6096  
JUTE BROWN

#### SHUTTERS & DOORS:



COLOR: SHERWIN  
WILLIAMS, SW 6094  
SENSATIONAL SAND

#### METAL ROOF:



COLOR: SHERWIN  
WILLIAMS, SW 6458  
RESTFUL

## ***"Hollywood Charter Academy"***

2025 MCKINLEY STREET, HOLLYWOOD, FLORIDA



**GUSTAVO J. CARBONELL, P.A.**

Architect and Planner

Member American Institute of Architects

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E-Mail: gcarbonell@gjcarch.com

Phone: (954) 462-6565  
Fax: (954) 527-0857