

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

DATE: September 10, 2024 **FILE:** 21-D-52a

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Carmen Diaz, Planner III

SUBJECT: Design review for a modification to the parking structure screening within an approved mixed-use development; within the Community Redevelopment Agency Downtown District (303 S. Federal Highway)

REQUEST:

Design review for a modification to the parking structure screening within an approved mixed-use development including 223 residential units and approximately 2,200 square feet of commercial space (The Tropic).

RECOMMENDATION:

Design: Staff recommends approval: option 1 or option 2.

BACKGROUND

On March 8, 2022, the Planning and Development Board heard a petition for Variance, Design, and Site Plan for the property noted above. In that meeting the Board approved the requests for a Variance, Design and Site Plan for an 18-story mixed-use development at approximately 180 feet in height, is comprised of 223 residential units with a mix of junior, one-, two-, and three-bedroom apartments. Just south of the proposed tower is the parking garage and proposed retail of approximately 2,200 square feet.

The half an acre property is located in the Federal Highway Medium-High Intensity Mixed-Use District (FH-2) within the Regional Activity Center land use designation. and is approximately half an acre.

After the Planning and Development Board approved the project in 2022, the Applicant submitted drawings for building permit (B22-102473) and permits to enable construction were issued in February 2024.

REQUEST

The Applicant is undertaking the construction of the proposed development as per approved plans and elevations. During the detailed design phase, the applicant has discovered several limitations and risks associated with the digital print fabric that was depicted in the approved plans. The original design intent was to provide a fabric with a printed graphic that covered the view of the inside of the garage. After careful consideration, the Applicant decided that using a fabric may not be the most durable material and may have supply issues in the future that would result in the structure remaining unscreened for up to several months at a time. In addition, the applicant notes that if one portion of the fabric is compromised in the future, the repair would require the unmounting of the entire fabric screen to facilitate repairs, which would result in an unscreened structure. The approved screenings create maintenance and logistical difficulties that would be cost prohibitive in the future.

Accordingly, the applicant is proposing a revised screening treatment for the already under construction parking structure. The applicant has proposed an alternate screening design and treatment with Art Deco elements to mirror the design language of the main building. The new screening incorporates perforated metal panels with gradient colors. To enable efficient repairs, the screening has been divided into segmented panels (as opposed to the previously approved one-panel design) that cover the façade of the parking structure.

The Applicant has worked with the Division of Planning and Urban Design to ensure that all applicable zoning regulations continue to be met and that all other elements of the site plan remain as approved.

SITE INFORMATION

Owner/Applicant:	Van Jackson, LLC
Address/Location:	303 S. Federal Highway
Net Area of Property:	44,375 sq.ft. (1.018 acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	FH-2 (Federal Highway Medium-High Intensity Mixed-Use District)
Existing Use of Land:	Vacant

ADJACENT LAND USE

North:	Regional Activity Center (RAC)
South:	Regional Activity Center (RAC)
East:	Regional Activity Center (RAC)
West:	Regional Activity Center (RAC)

ADJACENT ZONING

North:	Planned Development (PD)
South:	Government Use (GU)
East:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
West:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center the subject site is surrounded primarily by residential, commercial, and 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 land owners to maximize the use of their property.* The intent of the Regional Activity Center land use designation is to *encourage redevelopment or development of areas that are regionally significant. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need to automobile travel, provide incentives for quality development, and give definition to the urban form.* Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for new development within the Regional Activity Center. The project is consistent with the Comprehensive Plan based on the following Objectives:

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

Objective 6: *Encourage multi-use areas and mixed uses concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 2, geographically defined by the Intracoastal Waterway to the east, Dixie Highway to the west, Sheridan Street to the north and Pembroke Road to the south. This area includes residential neighborhoods and Downtown. The proposed request is consistent with City-Wide Master Plan based upon the following:

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

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

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

APPLICABLE CRITERIA

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

CRITERIA 1: *Architectural and Design components.* Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment. The design should consider architectural elements that are characteristic of the surrounding neighborhood.

ANALYSIS: The proposed garage screening offers architectural elements of the previously Art Deco building approved by the Board in March 2022. Fronting Federal Highway with retail space as an active liner on the ground floor promotes pedestrian connectivity. The parking garage screening accentuates the active uses and the perforated metal panels with gradient colors on the edges complements the overall building design.

FINDING: Consistent.

CRITERIA 2: *Compatibility.* The harmonious relationship between existing architectural language and composition and proposed construction, including how each building along the street relates to the whole and the pattern created with adjacent structures, and the surrounding neighborhood; and with the established and adopted vision for the area.

ANALYSIS: The architectural styles and elements of the proposed parking garage screening do not exhibit architectural features and styles that are insensitive and incompatible to the surrounding neighborhood. The design is not intrusive to the neighborhood and utilizes styles and elements found throughout; it introduces a fresh look to the neighborhood.

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, and setting of the structure in context with adjacent buildings.

ANALYSIS: The Applicant has worked with Staff through the iterative design process using feedback from staff to shape the final proposal. The proposed garage screening has elements of the previous approved design such as the Art Deco style, color palette or the use of color gradient on the edges of the building. The proposed scale is consistent with the vision of the Regional Activity Center and zoning district.

FINDING: Consistent.

CRITERIA 4: *Landscaping.* Landscaped areas should contain a variety of native and other compatible plant types and forms and be carefully integrated with existing buildings and paved areas. Existing mature trees and other significant plants on the site should be preserved.

ANALYSIS: The Applicant has worked with the City Landscape Reviewer to incorporate a variety of compatible plant types and forms into the building. The proposed landscape was part of the original approval.

FINDING: Consistent.

ATTACHMENTS

Attachment A: Revised Application Package
Attachment B: Initial Application Package Part I
Attachment B: Initial Application Package Part II
Attachment C: Land Use and Zoning Map