

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

**DATE:** October 10, 2019 **FILE:** 19-L-47

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

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

**FROM:** Deandrea Moise, Planning Administrator

**SUBJECT:** 6085 Ocean LLC requests an amendment to the Land Use element of the City's Comprehensive Plan Element to establish the Commerce land use category and to change the land use designation from Medium-High (25) Residential to Commerce; amending the City's Future Land Use Element map to reflect the change located at 6085 Ocean Drive; generally located south of Cambridge Street, between N Ocean Drive and N 4th Terrace (6085 LUPA).

**APPLICANT'S REQUEST:**

Amend the Land Use element of the City's Comprehensive Plan Element to establish the Commerce land use category and to change the land use designation from Medium-High (25) Residential to Commerce; amending the City's Future Land Use Element map to reflect the change (6085 LUPA).

**STAFF'S RECOMMENDATION:**

Staff finds the proposed future land use change to be consistent with Article 1 of the Broward County Administrative Rules Document, Broward County Land Use Plan, the City-Wide Master Plan and the City's Comprehensive Plan. Staff recommends the Planning and Zoning Board, acting as the Local Planning Agency, forward this petition to the City Commission with a ***recommendation of approval***, including transmittal to appropriate agencies.

**BACKGROUND**

The subject site comprises approximately 1.3 acres (1.9 gross acres). The property is situated at the north east corner of Cambridge Street and State Road A1A; abutting the Renaissance on the Ocean Condominium. In 2014, the Planning and Development Board approved Variances, Design and Site Plan for a 48 unit residential development at this site; however, the property was never developed. The Commerce designation is currently not indicated on the Land Use and Zoning Map. This designation was introduced as a part of the County's new Land Use Plan. The Commerce land use is intended to collapse the business, office, and industrial land uses into one category and allow local zoning regulations to establish where these uses are appropriate without necessitating land use changes at the County.

## REQUEST

The request is to amend the Land Use element of the City's Comprehensive Plan Element to establish the Commerce land use category and to change the land use designation from Medium-High (25) Residential (MHRES) to Commerce. The intent of the Land Use Amendment is to remove currently permitted residential density along the barrier island, as suggested in the City's Comprehensive Plan and other government agencies, to facilitate a future proposal for an approximate 200 room hotel. This also supports the City-Wide Master Plan policy to encourage the development of hotels to increase tourism. The current land use designation MHRES permits hotel use, however it does not allow for the future hotel density proposed. The Commerce land use will assist the future project to come into fruition. It is anticipated that during Site Plan approval they Applicant will request a rezoning to Planned Development.

## SITE DATA

<b>Owner/Applicant:</b>	6085 Ocean LLC
<b>Address/Location:</b>	6085 Ocean Drive; generally located south of Cambridge Street, between N Ocean Drive and N 4th Terrace
<b>Amendment Area:</b>	1.3 ± net acres (1.9 gross)
<b>Existing Zoning:</b>	Beach Resort (BRT-25)
<b>Existing Future Land Use:</b>	Medium-High (25) Residential (MHRES)
<b>Proposed Future Land Use:</b>	Commerce

## ADJACENT FUTURE LAND USE (AMENDMENT AREA)

<b>North:</b>	Open Space Recreation (OSR)
<b>South:</b>	Medium-High (25) Residential (MHRES)
<b>East:</b>	Medium-High (25) Residential (MHRES)
<b>West:</b>	Medium-High (25) Residential (MHRES)

## ADJACENT ZONING (AMENDMENT AREA)

<b>North:</b>	Government Use (GU)
<b>South:</b>	Beach Resort (BRT-25)
<b>East:</b>	North Beach Development District Development Zone (NBDD-DZ)
<b>West:</b>	Beach Resort (BRT-25)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

The intent of the Land Use Element of the Comprehensive plan is to lay out a broad physical plan for the future development of the city. This is the only element describing appropriate locations for future Land Use and declares the policies regulating their location and development. The Land Use Element takes into consideration factors affecting current development trends. The proposed amendment is consistent with the following polices of the comprehensive plan:

## **Land Use and Coastal Element:**

**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.*

**Goal:** *To enhance and improve the Business Resort, Residential and Natural Coastal Community.*

**Goal:** *Prevent increased storm hazard risk to lives and property in the coastal area.*

**Policy 1.3:** *Maintain the City Code or Zoning and Development regulations to require that all new and existing unsewered development, where practical and financially feasible, including new residential units, be connected to the sewer system.*

**Policy 6.3:** *Maintain the Zoning and Development Regulations that implement standards for different intensities of land use and residential densities as stated in the Future Land Use Categories of the Land Use Element.*

**Policy 6.4:** *Maintain those regulations that promote increased pedestrian access between neighborhoods and commercial uses. (CWMP Policy CW.14)*

**Policy 7.7:** *Adequate public access to public beaches will continue to be provided and upgraded in the City of Hollywood in accordance with recommendations set forth by the Beach Redevelopment Plan.*

**Policy 7.38:** *Prioritize shoreline land uses based on water use and tourism.*

**Policy 8.12:** *The compatibility of existing and future Land Uses shall be a primary consideration in the review and approval of amendments to the Broward County and City Land Use plans.*

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

Sub-Area 4, Hollywood Beach, is defined by the Atlantic Ocean to the east, the Intracoastal Waterway to the west, Hallandale Beach Boulevard to the south and Dania Beach Boulevard to the north. The Beach is comprised of three very distinct areas, North Beach, Central Beach and South Beach, which could be broken down further into sub-sectors of activity.

**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 4.32:** *Upgrade the quality of seasonal accommodations and commercial activities by promoting the renovation and construction of higher quality lodging.*

**Policy 4.37:** *Encourage development and redevelopment of hotels and motels in an effort to increase tourism.*

**Policy 4.5:** *Promote the development of desired commercial uses in defined sectors and pockets along the Broadwalk and Ocean Drive.*

Allowing the Applicant to change the property's Land Use from Medium-High (25) Residential to Commerce will aid the Applicant in developing the property with a density that would encourage reinvestment and tourism in North Beach, and ease evacuation efforts associated with permanent residential units.

#### **SUMMARY OF FINDINGS**

1. Pursuant to the City's Comprehensive Plan as identified, Staff finds the proposed Land Use change from Medium-High (25) Residential to Commerce, referred to as 6085 Ocean, to be consistent with the City's Comprehensive Plan.
2. Pursuant to the City-Wide Master Plan Guiding Principles as identified, Staff finds the proposed Land Use change from Medium-High (25) Residential to Commerce, referred to as 6085 Ocean, to be consistent with the City-Wide Master Plan.

Additional review will be required during the Site Plan approval process to ensure consistency with the Zoning and Land Development Regulations and the City's vision. It is anticipated that during Site Plan approval the Applicant will request a rezoning to Planned Development.

#### **ATTACHMENTS**

- Attachment A: Application Package
- Attachment B: Land Use and Zoning Map