

**CITY OF HOLLYWOOD, FLORIDA  
DEPARTMENT OF DEVELOPMENT SERVICES  
PLANNING DIVISION**

**DATE:** July 12, 2018 **FILE:** 18-DP-04

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

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

**FROM:** Deandrea Moise, Planning Administrator

**SUBJECT:** Harwin Tobin 3701, LLC requests Modifications, Design and Site Plan for an 18,000 square foot office building located at 3701 Hillcrest Drive (Tobin Offices).

**REQUEST**

Modifications, Design and Site Plan for a 18,000 square foot office building

Modification 1: To reduce the required square footage of terminal islands.

Modification 2: To reduce the required percentage of landscaping of the paved vehicular use area.

**RECOMMENDATION**

Staff recommends the Planning and Development Board, acting as the Local Planning Agency forward this Petition (18-DP-04) to the City Commission with a recommendation as followed:

Modification 1: Approval.

Modification 2: Approval.

Design: Approval.

Site Plan: Approval, if design and modifications are granted and with the condition that the Office use shall be limited to Professional Offices as defined in the City of Hollywood Zoning and Land Development Regulations.

**BACKGROUND**

The subject site is located within the Hillcrest Planned Unit Development as approved in 1976 and amended numerous times following the original approval. In 2000, the City of Hollywood Commission granted approval to amend the Hillcrest PUD to permit the use of office at the subject site. The Commission also placed a condition that the office be limited professional offices as defined in the Zoning and Land Development Regulations. At the time when the site was granted approval as an office

site, no thresholds were established such as height, and setbacks. As such a Design and Site Plan approval is required by the City Commission and requires a recommendation from the Planning and Development Board.

## REQUEST

The Applicant requests Modifications, Design, and Site plan to construct an 18,000 square foot office building. The three story office building will feature office spaces on the second and third floor with only the lobby located on the ground floor. The Applicant plans to utilize the third floor to act as their corporate offices and lease out the remaining floor.

Architectural elements of the design, such as medallions, decorative brackets, arches, banding, and decorative railing, come together to create a design that is not intrusive, and enriches the character of the community. The artistic materials and elements, and living green wall, create dynamic and visually appealing façades enhancing the overall design of the site. Furthermore, the design also uses landscaping to enhance and frame the property. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape along Hillcrest Drive (Ben Tobin Drive). The Applicant has worked carefully with Staff to ensure a design and site plan that was in line with the regulations and cohesive with the character of the community.

As portions of the parking lot is located under the building, the Applicant is requesting the modifications to (1) reduce the square footage requirement for terminal islands; and (2) reduce the required percentage of landscaping of the paved vehicular use area. Due to the configuration of the site and columns to support the structure, there is difficulty in meeting the minimum requirements of the code regulations. Additionally, to mitigate the reduced landscape requirements as it relates to the terminal islands and vehicular use area, the Applicant has proposed permeable concrete material for 25 percent of the site area.

**Applicant:** Harwin Tobin 3701, LLC  
**Address/Location:** 3701 Hillcrest Drive (3701 Ben Tobin Drive)  
**Net Area of Property:** 30, 029 square feet (0.896 acres)  
**Land Use:** Commercial Flex (COMFLEX)  
**Zoning:** Planned Unit Development – Residential (PUD-R)  
**Existing Use of Land:** Vacant

## ADJACENT LAND USE

**North:** Office (OFF)  
**South:** Medium Residential (MRES)  
**East:** Open Space Recreation (OSR)  
**West:** Medium Residential (MRES)

## ADJACENT ZONING

**North:** Hospital District (HD)  
**South:** Planned Unit Development – Residential (PUD-R)  
**East:** Government Use (GU)  
**West:** Planned Unit Development – Residential (PUD-R)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

The goal of the Land Use element is to promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property. The project is consistent with the Land Use element of the Comprehensive Plan.

**Objective 4:** *Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses, and tourist areas.*

## CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 6, the West-Central Hollywood area, is defined by I-95 to the east, Pembroke Road to the south, Sheridan Street to the north and 56th Avenue to the west. This area is comprised of the residential neighborhoods of Hollywood Hills, Park East and Hillcrest. 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.*

## APPLICABLE CRITERIA

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

**CRITERIA 1:** *Architectural and Design components.* Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. 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 development offers a design that can be seen as a positive addition to the surrounding community. Architectural elements of the design, such as medallions, decorative brackets, arches, banding, and decorative railing come together to create a design that is not intrusive, and enhances the character of the neighborhood. The artistic materials and elements, and living green wall, create dynamic and visually appealing façades that help to enrich the surrounding area.

**FINDING:** Consistent.

**CRITERIA 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:** The architectural styles and elements of the proposed development 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 the neighborhood, and introduces a fresh look to the area that helps to propel the sense of community.

**FINDING:** Consistent.

**CRITERIA 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:** As there are no established threshold as it relates to regulations such as setbacks and height, the Applicant has carefully worked with staff to propose a design that is consistent and complementary with the massing and scale of the surrounding area.

**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 Architect to incorporate a variety of compatible plant types and forms into the design. The proposed landscape helps articulate the property and enhance the design of the proposed building. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape along the frontage.

**FINDING:** Consistent.

#### **SITE PLAN**

The Technical Advisory Committee (TAC) found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Hollywood Zoning and Land Development Regulations on June 7, 2018. Therefore, staff recommends approval, if the Modifications and Design are granted and with a **condition that the office use shall be limited to Professional Offices as defined in the City of Hollywood Zoning and Land Development Regulations.**

**ATTACHMENTS**

ATTACHMENT A: Application Package  
ATTACHMENT B: Land Use and Zoning Map