

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

DATE: January 18, 2018 **FILE:** 17-DPV-41

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Deandrea Moise, Associate Planner **DM**

SUBJECT: 7-Eleven, Inc. requests a Variance, Design and Site Plan for the redevelopment of an existing service station located at 100 N State Road 7 (7-Eleven/Mobil).

REQUEST

Variance, Design and Site Plan for the redevelopment of an existing service station (7-Eleven/Mobil).

Variance: Increase the number of permitted walls sign from two to three.

RECOMMENDATION

Variance: Approval

Design: Approval.

Site Plan: Approval, if Variance and Design are granted.

BACKGROUND

In an effort to promote the use of public transportation and provide an adequate mix of uses, in 2005 the City of Hollywood created the Transit Oriented Corridor (TOC) and Transit Oriented Development (TOD) Land Use Categories. As stated by the City's Comprehensive Plan, *the TOC Land Use designation encourages redevelopment or development of significant areas. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form.* This form of land use is characterized by mixed-use neighborhoods or projects, within a quarter-mile walking distance of a transit stop, premium transit or bus transfer station. It is especially designed for corridors such as State Road 7. As such, in 2010 an amendment to the Future Land Use Map designated State Road 7 as a Transit Oriented Corridor (TOC).

In December of 2017, the City Commission approved the re-zoning for the TOC. The purpose and intent of the Zoning Regulations is dual purpose; by creating concentrated areas of higher intensity which attract significant commercial and residential development (increasing the tax base), employment centers, and basic services, all which benefit the community as a whole; while also serving to protect residential neighborhoods by preventing commercial intrusion and sprawl.

REQUEST

The Applicant requests a Variance, Design, and Site Plan to demolish the existing service station and accessory structures to construct a new service station in line with the intent and purpose of the TOC. The subject property is located at 100 N State Road 7, at the northwest corner of Hollywood Boulevard

and State Road 7. The property has been rezoned to South –Mixed Use District (S-MU). The subject property is located at a prime intersection, yet does not exhibit characteristics representative of the vision for the TOC. The existing canopy and pump stations directly front the full length of its frontage along State Road 7, and provides no pedestrian connectivity to the existing 925 sq. ft. convenience store which does not front either frontage. This is a leading example of what the new TOC regulations work to prevent.

The proposed design features a new 3,010 sq. ft. convenience store fronting State Road 7, and Hollywood Boulevard, creating a prominent corner feature that promotes pedestrian connectivity, and supports the vision for the TOC in promoting a more urban environment along the corridor. The building has been designed with large window openings along State Road 7 and Hollywood Boulevard, steering away from the standard gas station design. The contrasting material and design elements create visually appealing facades that were once absent along this corner. Furthermore, the canopy and pump stations have been situated in such a manner that it is virtually hidden by the building along Hollywood Boulevard, and the short side of the canopy faces State Road 7 not attributing to more than 22% of the lot width. Additionally, the canopy is setback at least 30' from the property line adjacent to State Road 7. All mechanical equipment pertinent to the operation of the service station have been pushed to the rear of the property or screened from view. The new site configuration eliminates or decreases several non-conformities that exist on the site today such as pervious area percentage, and active use requirements. The new configuration of the site allows for better circulation, thoughtful landscape design, and a site plan that pushes for consistency with the recently adopted regulations.

As the building is located at the corner and has two frontages, the Applicant is allowed two walls signs in total per the Zoning and Land Development Regulations. On the north façade of the building the Applicant is proposing an additional sign which faces internal roads, but is still considered visible from public right of way, thus triggering the need for a Variance. As the building is pushed to the corner of the property, this internal sign will increase visibility for those navigating the roadways, prior to reach the intersection.

The Applicant has worked carefully with Staff to ensure a design and site plan that was in line with the regulations and vision for the State Road 7 corridor. Redevelopment of this site enhances the corridor, encourages additional redevelopment of the area, and provides as additional example for new development in the surrounding area.

Owner/Applicant:	7-Eleven, Inc.
Address/Location:	100 N State Road 7
Net Area of Property:	29, 363 sq. ft. (0.67 acres)
Land Use:	Transit Oriented Corridor (TOC)
Zoning:	South –Mixed Use District (S-MU)
Existing Use of Land:	Commercial – Service Station

ADJACENT LAND USE

North:	Transit Oriented Corridor (TOC)
South:	Transit Oriented Corridor (TOC)
East:	Transit Oriented Corridor (TOC)
West:	Transit Oriented Corridor (TOC)

ADJACENT ZONING

North:	South –Mixed Use District (S-MU)
South:	South –Mixed Use District (S-MU)
East:	Open Space (OS)
West:	South –Mixed Use District (S-MU)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Transit Oriented Corridor, the project is near commercial, and residential 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*. Redevelopment of this site will increase the availability of commercial uses, and will expand the mixture of uses in the area; serving the adjacent community as well as the region.

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

Policy 3.1.1: *Continue to prioritize US 441/SR 7 Corridor for redevelopment opportunities and work with the Florida Department of Transportation and other applicable agencies on design of the highway, and create innovative zoning to implement future plans.*

The City-Wide Master Plan is a compilation of policy priorities and recommendations designed to improve the appearance, appeal, and economic tax base of the City. It establishes a format for future direction and vision for the City.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The City-Wide Master Plan recognizes the need for a mix of uses along the corridors and identifies the US 441/SR 7 Corridor as a Special Emphasis Area of high importance for the development of the City and its improved image. The proposed project is consistent with the City-Wide Master Plan based upon the following:

Guiding Principles and Policies:

- *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*
- *Attract and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents.*

Policy CW.21: *Create and expand where appropriate commercial and industrial zones to increase tax dollars.*

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

Policy CW.46: *Place emphasis on redevelopment along the major highway corridors; SR 7, US 1, Dixie Highway, Hollywood Boulevard and A-1-A by limiting expansion of residential areas, and deepening industrial and commercial zones to increase tax revenues.*

APPLICABLE CRITERIA

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

VARIANCE: Increase the number of permitted walls sign from two to three.

CRITERIA 1: The variance is not contrary to the public interest.

ANALYSIS: The City's Zoning and Land Development Regulations state *[t]he purpose of this section is to permit signs that: (A) Will not by their size, location, construction or*

manner of display, endanger the health, safety and general welfare of the public...
The Applicant's request to increase the number of permitted wall signs is not contrary to public interest as it increases visibility for those navigating the roadways and pedestrian paths.

FINDING: Consistent.

CRITERIA 2: The variance is required due to special conditions.

ANALYSIS: The Zoning and Land Development Regulations permits one wall sign per street frontage. As the building is pushed to the corner of the property, this internal sign on the north facade will increase visibility for those navigating the roadways, prior to reaching the intersection.

FINDING: Consistent.

CRITERIA 3: A literal enforcement of the provisions of Article 8 may result in unnecessary hardship.

ANALYSIS: The Zoning and Land Development regulations allow for one wall sign per street frontage. The additional sign is proposed on the north façade, facing internal roads; however, the additional sign is considered visible from the right-of-way which limits the Applicant's ability to construct another sign, triggering the need for a variance.

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 design promotes a positive relationship between the pedestrian and the built environment. In the proposed design the building is pushed toward the street, creating a prominent corner feature as pedestrians traverse the corridor. Furthermore, adequate landscape buffers create a necessary buffer between the vehicular use area and the pedestrian. The site plan has been developed with functionally and pedestrians in mind.

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. Architectural 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. Architectural features

proposed such as the large window openings, stucco, and aluminum store front design come together to introduce a contemporary design along State Road 7.

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: The Applicant has worked with Staff to design a site plan that is compliant with zoning regulations as it pertains to height, setbacks, and landscape requirements. The development does not exceed height limitations as set forth in the Zoning and Land Development Regulations and is compatible with surrounding sites as most adjacent properties vary in height along the corridor. The proposed scale and height is consistent with the vision of the TOC and also reinforces the desired architectural typology for future redevelopment within the corridor.

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 both frontages. Through the reconfiguration of the site the Applicant is able to enhance the landscape design to meet the vision for the TOC,

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 November 14, 2017. Therefore, staff recommends approval, if the Variance and Design are granted.

ATTACHMENTS

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