



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

**DATE:** March 8, 2018 **FILE:** 17-DP-39  
**TO:** Planning and Development Board  
**VIA:** Leslie A. Del Monte, Planning Manager   
**FROM:** Alexandra Carcamo, Principal Planner   
**SUBJECT:** Design and Site Plan approval for an approximate 156,000 sq. ft. vertical four-story addition to an existing hospital (Joe DiMaggio Children's Hospital).

**REQUEST**

Design and Site Plan approval for an approximate 156,000 sq. ft. vertical four-story addition to an existing hospital (Joe DiMaggio Children's Hospital).

**RECOMMENDATION**

Design: Approval.

Site Plan: Approval.

**BACKGROUND**

Memorial Hospital was initially constructed as a two-story facility in February 1952. Its' location at the northwest corner of Johnson Street and 35<sup>th</sup> Avenue was at the time, to the west of any established urbanization. Over time it has grown to include ancillary support facilities, full range of medical services, and the Joe DiMaggio Children's Hospital.

An Interlocal Agreement (ILA) was created in 2007 to set development standards for the campus. Such as, but not limited to lighting, landscaping, design maintenance, pedestrian and transit connectivity and improvements, traffic impact, master plan and site design. The agreement gave the neighborhood a perspective and vision of the Master Plan for the hospital. Initially the Master Plan was implemented to provide a total of three phases planned for completion in a period of fifteen years.

**REQUEST**

The request today is part of Phase 3 of the Master Plan provided in the ILA, which entails an approximate 156,000 square foot vertical four-story expansion to an existing four-story building totaling 115 feet from the established grade. The expansion will accommodate an additional 98 beds totaling 146 beds. No changes to the footprint are proposed except for a small addition of a storage area totaling approximately 1,000 square feet; this area will not be accessible to the public so pedestrian connectivity on the ground floor is not impacted. Interior renovations to the existing four stories are also proposed not altering the exterior façades. The vertical expansion incorporates contemporary design elements, which complement the existing building creating overall cohesive and dynamic façades. The massing is emphasized by the use of materials and textures including stucco, glass, and aluminum louvers; and a playful and vibrant color pallet throughout.

Additionally, an amendment to the Master Sign Plan is proposed to include three additional wall signs; one on the south elevation; and two on the north elevation. A supergraphic is proposed as part of the design emphasizing the curvilinear portion of the expansion. Although no impactful site changes occur, the Applicant has worked with the Engineering Division and provided an updated Traffic Study as it is a requirement for this expansion based on the ILA. The project complies with regulations and the ILA for development requirements which include setbacks, height, and landscaping.

## **SITE INFORMATION**

<b>Owner/Applicant:</b>	South Broward Hospital District
<b>Address/Location:</b>	3501 Johnson Street
<b>Net Size of Property:</b>	1,143,352 sq. ft. (26.25 acres)
<b>Land Use:</b>	Community Facility/ Office/Low Residential
<b>Zoning:</b>	Hospital District (HD) / Light Intensity Office District (O-1)
<b>Existing Use of Land:</b>	Hospital

## **ADJACENT LAND USE**

<b>North:</b>	Low Residential and Office
<b>South:</b>	Low Residential and Office
<b>East:</b>	Low Residential
<b>West:</b>	Office and Community facility

## **ADJACENT ZONING**

<b>North:</b>	Light Intensity Office District (O-1); Single Family (RS-5)
<b>South:</b>	Light Intensity Office District (O-1); Government Use (GU); Single Family (RS-5)
<b>East:</b>	Single Family (RS-5)
<b>West:</b>	Hospital District (HD)

## **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

The overarching goal of the Land Use Element is to “place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas” (CWMP Policy CW .15 CW.19). Memorial Hospital’s North campus is located in the center of Hollywood Hills. As the largest employer in the City, the hospital is an active node surrounded by other medical office and residential uses. Though most of the campus is located on the west side of North 35<sup>th</sup> Avenue, its most recent addition was established east of the Avenue. This includes the Joe DiMaggio Children’s Hospital along with the existing Conine Center and Executive Offices. The expansion is vertical to the existing four-story Joe DiMaggio Children’s Hospital and does not impact the site today. This request is consistent with the Comprehensive Plan, as it allows the applicant to maximize the use of their property and provide a needed service to the community in an efficient manner.

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

Located within Sub-Area 6, is the West-Central Hollywood area, which contains residential neighborhoods such as Hollywood Hills, Park East and Hillcrest. This area is geographically defined as I-95 to the east, Pembroke Road to the south, Sheridan Street to the north and 56<sup>th</sup> Avenue to the west.

The expansion is vertical to the existing four-story Joe DiMaggio Children’s Hospital and located on Hospital property along Johnson Street and North 35<sup>th</sup> Avenue which are main thoroughfares. This request is consistent with the City-Wide Master Plan as it further promotes “*the highest and best use of land in each sector of the City without compromising the goals of the surrounding community*”. This is accomplished by allowing the hospital to provide a customer-focused service in the least impactful manner possible.

## 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 vertical expansion incorporates contemporary design elements, which complement the existing building creating overall cohesive and dynamic façades. The massing is emphasized by the use of materials and textures including stucco, glass, and aluminum louvers as well as a playful and vibrant color palette throughout.

The Applicant states, "The proposed project is a vertical expansion of the existing Children's Hospital footprint, so we continued the design language of the existing finishes to remain while enhancing the exterior Design where we had the opportunity. Since this is a vertical expansion, public pedestrian access has not changed in this scope of work. The existing hardscape, landscape and pedestrian bridge to the main hospital is to remain. We are proposing a small ground floor addition underneath an existing overhang at the south end of the children's hospital. This area is restricted from public access, so it will not affect the pedestrian flow. No site alterations are planned that would detract from the building, existing landscape or hardscape aesthetics or the pedestrian flow.

**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 proposed development is consistent with the surrounding buildings in scale, massing, and placement. Therefore, it maintains a uniform alignment with the existing street profile. The Applicant states, "In addition to the proposed development being consistent with the Architectural style and construction of the existing Children's Hospital, the proposed project continues the consistent Architectural style, materials and color palette employed by most if not all of the memorial regional hospital facilities along both sides of N 35<sup>th</sup> Avenue.

**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 Design Guidelines state, *Building Heights for additions and new construction are recommended to relate to the height of abutting buildings.* It further states, *Building footprints should take into account pedestrian and vehicular circulation.* The proposed project was designed contextually and it's massing, scale, rhythm,

and architectural elements, are compatible with the adjacent hospital buildings. The massing is emphasized by the use of materials and textures including stucco, glass, and aluminum louvers; and a playful and vibrant color pallet throughout.

As stated by the Applicant, “the proposed vertical expansion to eight floors is consistent with the permitted height listed in the Interlocal Agreement between the City of Hollywood and the South Broward Hospital District. The main hospital on the west side of N 35<sup>th</sup> Avenue is also eight floors and the avenue contains several other multi story buildings.”

**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:** As previously mentioned the overall site is not changing, however existing landscape incorporates an array of native trees, palms, and shrubs. As the Applicant states “the existing landscape and hardscape are being preserved...”

**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 18, 2018. Therefore, Staff recommends approval.

#### **ATTACHMENTS**

Attachment A: Application Package  
Attachment B: Land Use & Zoning Map  
Attachment C: Traffic Study