

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

DATE: April 12, 2018 **FILE:** 17-DP-52

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager 

FROM: Deandrea Moise, Associate Planner

SUBJECT: Gusmell, LLC and Ricardo Grinberg requests Design and Site Plan for a 40 unit residential development located at 1840 Monroe Street (Residences on Monroe).

REQUEST

Design and Site Plan for a 40 unit residential development (Residences on Monroe).

RECOMMENDATION

Design: Approval.

Site Plan: Approval, if Design is granted with a condition for a Unity of Title or Unity of Control, in a form acceptable to the City Attorney, be submitted prior to the issuance of permits and recorded in the Broward County Public Records, by the City of Hollywood, prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).

REQUEST

The Applicant requests Design and Site Plan for a 40 unit residential development in the Parkside neighborhood. This site is currently home to eight residential units distributed through four buildings and is located specifically at 1840 Monroe Street, within the Parkside Medium Intensity Multi-Family Zoning District (PS-2), and Regional Activity Center (RAC) land use.

The Applicant requests to demolish the existing structures to construct a five-story, 40 unit residential development. The 40 unit development includes a rooftop green space, access-controlled parking and residential amenities to include a pool, gym and barbeque area. The building is oriented to front Monroe Street, and promote a positive relationship between the pedestrian and the built environment. Additionally the site plan calls for a porte-cochere to facilitate outside deliveries and mail delivery, as well as resident pick-up and drop-off. The proposed units feature one to three bedroom floor plans to include upgraded appliances and finishes.

Architectural elements of the contemporary and clean design, such as the stone veneer, large windows, large balconies, and aluminum railings come together to create a design that is not intrusive, enhances

the character of the neighborhood, and promotes a positive relationship between the pedestrian and the built environment. The series of contrasting volumes, artistic materials and elements, and above ground green space, create dynamic and visually appealing façades that help to serve as a catalyst, providing an example for future development in the area. Furthermore, this 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 Monroe Street. The Applicant has worked with Staff to ensure that all applicable regulations are met; as such the proposed site plan is consistent with code. Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for development within the community.

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| Owner/Applicant: | Gusmell, LLC and Ricardo Grinberg |
| Address/Location: | 1840 Monroe Street |
| Net Area of Property: | 21,846 sq. ft (0.5 acres) |
| Land Use: | Regional Activity Center (RAC) |
| Zoning: | Parkside Medium Intensity Multi-Family District (PS-2) |
| Existing Use of Land: | Residential |

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

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|---------------|---|
| North: | Parkside High Intensity Mixed-Use District (PS-3) / Federal Highway Medium-High Intensity Mixed-Use District (FH-2) |
| South: | Parkside Medium Intensity Multi-Family District (PS-2) |
| East: | Federal Highway Medium-High Intensity Mixed-Use District (FH-2) |
| West: | Parkside Medium Intensity Multi-Family District (PS-2) |

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center the subject site is surrounded by mostly residential properties. 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 the 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 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 example of the vision for the Regional Activity Center. Architectural elements of the contemporary and clean design, such as the stone veneer, large windows, large balconies, and aluminum railings come together to create a design that is not intrusive, enhances the character of the neighborhood, and promotes a positive relationship between the pedestrian and the built environment. The series of contrasting volumes, artistic materials and elements, and above ground green space, create dynamic and visually appealing façades that help to serve as a catalyst, providing an example for future development in the 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. Although the design is not intrusive to the neighborhood and utilizes styles and elements found throughout the neighborhood, it does introduce a fresh look to the neighborhood 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: The Applicant has worked with Staff to design a proposal that is compliant with zoning regulations as it pertains to FAR, 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. The proposed scale and height is consistent with the vision of the Regional Activity 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 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 February 22, 2018. Therefore, staff recommends approval, if the Variance and Design are granted and with a **condition for a Unity of Title or Unity of Control, in a form acceptable to the City Attorney, be submitted prior to the issuance of permits and recorded in the Broward County Public Records, by the City of Hollywood, prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).**

ATTACHMENTS

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| ATTACHMENT A: | Application Package |
| ATTACHMENT B: | Land Use and Zoning Map |
| ATTACHMENT C: | Correspondence |