

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

**DATE:** May 10, 2018 **FILE:** 18-DP-01

**TO:** Planning and Development Board

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

**FROM:** Alexandra Carcamo, Principal Planner 

**SUBJECT:** Pinnacle at Peacefield, LTD. Request Design and Site Plan for a 120 unit residential development generally located south of Adams Street, east of 24<sup>th</sup> Ave, north of Washington Street, and west of Dixie Highway (Pinnacle at Peacefield).

**REQUEST**

Design and Site Plan for a 120 unit residential development (Pinnacle at Peacefield).

**RECOMMENDATION**

Design: Approval.

Site Plan: Approval, if Design is granted and with the following conditions:

- a. That the Applicant resurface Adams Street and revisit grading and curb at driveway during permitting.
- b. 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 request is for Design and Site Plan approval for a 120 unit residential development (Pinnacle at Peacefield). Although comprised of several lots located between south 24<sup>th</sup> Avenue and Dixie highway, just south of Adams Street, the proposed development is dispersed amongst three parcels totaling approximately five and half acres; each parcel is acting independently in terms of parking and other amenities. Intended as an age restricted development, each parcel proposes a three-story building (approximately 30 feet in height) consisting of one or two bedroom apartments; the one bedroom apartments are approximately 700 square feet and the two bedroom apartments are approximately 930 square feet. For clarity the parcels are labeled as west, central, and east. The west parcel will hold the

largest of the buildings comprised of 58 units; the central and east buildings are each comprised of 31 units.

As encouraged by the Master Plan, the buildings front Adam Street providing pedestrian connectivity from the public sidewalks to building entrances which provide a harmonious connection between each parcel. In addition, a lobby and public spaces both interior and exterior are proposed for each parcel. The Design is Contemporary Florida Vernacular, consisting of simple lines throughout the building while the balconies propose a series of contrasting volumes, creating dynamic and visually appealing façades. The neutral palette and varying materials, such as smooth and scored stucco, accent horizontal siding, aluminum awnings, and aluminum railings are used to further emphasize the geometric language. The landscape plan designed with both beautification and function in mind, incorporates an array of native trees, palms, and shrubs while improving the streetscape along Adams Street. In addition, the parking is located towards the rear and sides of the property and is screened from public view.

The Applicant has worked with Staff to ensure the project is in tune with the City's vision following the rezoning of the Regional Activity Center which encourages development that facilitates multi-use projects, encourages mass transit, reduces the need of automobile travel, and gives definition to the urban form. As such, Staff finds the proposed development consistent with the Comprehensive Plan, the City –Wide Master Plan, and the Zoning and Land Development Regulations.

<b>Owner/Applicant:</b>	Pinnacle at Peacefield, LTD. (Timothy Wheat)
<b>Address/Location:</b>	Generally located south of Adams Street, east of 24th Ave, north of Washington Street, and west of Dixie Highway.
<b>Gross Area of Property:</b>	N/A
<b>Net Area of Property:</b>	241,550 (5.54 acres)
<b>Land Use:</b>	Regional Activity Center
<b>Zoning:</b>	Dixie highway Medium Intensity Multi-Family (DH-2) and Dixie Highway High Intensity Multi-Family (DH-3)
<b>Existing Use of Land:</b>	Vacant

#### **ADJACENT LAND USE**

<b>North:</b>	Regional Activity Center
<b>South:</b>	Regional Activity Center
<b>East:</b>	Regional Activity Center
<b>West:</b>	Regional Activity Center

#### **ADJACENT ZONING**

<b>North:</b>	Dixie highway Medium Intensity Multi-Family (DH-2); Dixie Highway High Intensity Multi-Family (DH-3)
<b>South:</b>	Dixie highway Medium Intensity Multi-Family (DH-2)
<b>East:</b>	Dixie highway Medium Intensity Multi-Family (DH-2); Dixie Highway High Intensity Multi-Family (DH-3)
<b>West:</b>	Single Family (RS-3); Dixie highway Medium Intensity Multi-Family (DH-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 site is located in Sub-Area 3, East Central Hollywood, defined by Dixie Highway to the east, Stirling Road to the north, Pembroke Road to the south and I-95 to the west. This area includes the residential neighborhoods of Liberia/Oakwood Hills, North Central and South Central.

The City-Wide Master Plan places a priority on protecting, preserving and enhancing residential neighborhoods. The City-Wide Master Plan addresses the need for strict design controls to maintain the individual character of each neighborhood. The proposed request is consistent with the City-Wide Master Plan based upon the following policies:

**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.15:** *Place a priority on protecting, preserving and enhancing residential neighborhoods.*

**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.*

Granting the proposed development will allow for the construction of residential uses which will help to increase the housing stock in the City and support the need for age restricted housing.

## 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. The Design is Contemporary Florida Vernacular, consisting of simple lines throughout the building while the balconies propose a series of contrasting volumes, creating dynamic and visually appealing façades. The neutral palette and varying materials, such as smooth and scored stucco, accent horizontal siding, aluminum awnings, and aluminum railings are used to further emphasize the geometric language. As stated by the Applicant, “the flow of the three buildings gives the feeling of continuity even when separated, but each operate independently of each other, allowing seniors to safely congregate within their own building for fellowship, recreation, and resident-based services.

**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 Design Guidelines state new construction should differentiate itself from neighboring buildings in terms of architectural style while the scale, rhythm, height and setbacks as well as the location of windows, doors and balconies bear some relationship to neighboring buildings and maintain some resemblance of compatibility.

The proposed development is compatible with the surrounding neighborhoods, specifically the other multi-family complexes which consist of one- and two-story buildings. As stated by the Applicant, “we created an architectural character of the community that suggests a village of residences in the modern Florida Vernacular style, adding density to the streetscapes as it intended with the newly-adopted Regional Activities Center for the area, but not overwhelming the existing uses.”

**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:** Totalling 120 units, each parcel proposes a three-story building (approximately 30 feet in height) consisting of one or two bedroom apartments; the one bedroom apartments are approximately 700 square feet and the two bedroom apartments are approximately 930 square feet. The west parcel will hold the largest of the buildings comprised of 58 units; the central and east buildings are each comprised of 31 units. Consistent in both scale and mass with the surrounding neighborhoods, the proposed development will further enhance the residential core along Adams Street and meet the overall vision for the Regional Activity Center.

**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 landscape plan designed with both beautification and function in mind, incorporates an array of native trees, palms, and shrubs while improving the streetscape along Adams Street. The Applicant has worked with the City's Landscape Architect in selecting appropriate landscaping material which meets the City of Hollywood's landscaping requirements.

**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 April 17, 2018. Therefore, staff recommends approval, if the Design is granted and with the conditions listed on page 1 of this report.

## **ATTACHMENTS**

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