

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

DATE: July 24, 2018 **FILE:** 18-C-45

TO: Historic Preservation Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Deandrea Moise, Planning Administrator

SUBJECT: Hollywood 2006 Realty LLC, request a Certificate of Appropriateness for Design for exterior renovations to a commercial building located at 2006 Hollywood Boulevard, within the Historic Hollywood Business District (2006 Façade Improvements).

REQUEST

Certificate of Appropriateness for Design for exterior renovations to a commercial building within the Historic Hollywood Business District.

RECOMMENDATION

Certificate of Appropriateness for Design: Approval.

REQUEST

The Applicant is requesting a Certificate of Appropriateness for Design for exterior renovations to an existing commercial building. The existing two-story structure was originally build in 1950. The current façade of the structure does not exhibit any unique architectural styles or elements recognized in the Historic District guidelines.

The proposed design exhibits architecture of its time with the clean and contemporary design, while still implementing the downtown character. With the large storefront design the facade will provide transparency for pedestrians navigating the downtown area that was not present before. The exterior renovations to the façade of the commercial building will be an example for future revitalization along Hollywood Boulevard that reinforces the urban environment.

The Historic Preservation Board is guided by the Secretary of the Interior's Standards for Rehabilitation and the City of Hollywood's Design Guidelines for Historic Properties and Districts. These documents offer design controls for materials, scale, massing and location for all properties within the district. The proposed request is consistent with the character of the Historic Hollywood Business District and the design maintains the spatial relationship with surrounding properties in its scale and massing.

Owner/Applicant: Hollywood 2006 Realty LLC
Address/Location: 2006 Hollywood Boulevard
Net Area of Property: 12,500 (0.28 acres)
Land Use: Regional Activity Center (RAC)
Zoning: Historic Retail Core (RC-2) / Historic Hollywood Business District
Existing Use of Land: Commercial

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

North: North Downtown High Intensity Mixed-Use District (ND-3) / Historic Hollywood Business District (HPOD-1)
South: Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)
East: Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)
West: Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Within the Comprehensive Plan, the primary 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 the land owners to maximize the use of their property.*

The proposed design allows the Applicant to reinvest into the property to gain public interest and maximize the use of the property. The proposed design is compatible with the adjacent properties and surrounding area. Furthermore, the exterior renovations to the façade of the commercial building will be an example for future revitalization along Hollywood Boulevard that reinforces the urban environment.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The City-Wide Master Plan places a priority on attracting and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents. The proposed façade improvements are sensitive to the character of the district while allowing the Applicant to update his property and attract additional consumers. The proposed request is consistent with City-Wide Master Plan based upon the following:

Policy CW.46: Place emphasis on redevelopment along the major highway corridors; SR 7, US 1, Dixie Highway, Hollywood Boulevard and SR A1A by limiting expansion of residential areas, and deepening industrial and commercial zones to increase tax revenues.

APPLICABLE CRITERIA

Analysis of criteria and finding for Certificate of Appropriateness of Design as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

CRITERION: INTEGRITY OF LOCATION

ANALYSIS: The structure is located on Hollywood Boulevard in downtown. In its current state, the façade does not exhibit any particular architectural style. The new contemporary design allows for large windows that enhance the storefront and is in line with the intent and purpose of the Downtown area.

FINDING: Consistent.

CRITERION: DESIGN

ANALYSIS: The Design Guidelines encourages renovations to be compatible with the character of the neighborhood with regard to scale, materials, texture, and color. The proposed façade renovation will not conflict with other architectural elements of the surrounding area as these elements are implemented into the design.

FINDING: Consistent

CRITERION: SETTING

ANALYSIS: As stated in the Design Guidelines, "...setting is the relationship of buildings within the Historic District and the surrounding site and neighborhood." The proposed façade renovation is compatible with the existing commercial structures and surrounding area as it exhibits architectural elements that are found throughout the district as well as exhibiting the architecture of its time.

FINDING: Consistent.

CRITERION: MATERIALS

ANALYSIS: The Design Guidelines state materials are an important part of the fabric of any historic district or property and help to maintain the historic character of the place. Furthermore, the materials are compatible in quality, color, texture, finish, and dimension to those that are in the historic district should be used. The materials as proposed are similar to what has been established within the surrounding area.

FINDING: Consistent.

CRITERION: WORKMANSHIP

ANALYSIS: The Design Guidelines recommend consideration of significant materials before undergoing rehabilitation of a historic structure or property. Materials of the renovations are consistent with the adjacent areas and are sensitive in design and

nature to the structure and adjacent properties. The design of the proposed façade renovations home is consistent with current workmanship styles and methods.

FINDING: Consistent.

CRITERION: ASSOCIATION

ANALYSIS: It is recommended by the Design Guidelines *that new construction should be compatible with existing buildings... Within the context of historic preservation, elements of design such as massing, scale and rhythm reflect architectural style as well as the richness of the historic district.* The proposed façade improvements align with the rhythm and scale of the downtown area and reflects the architecture of it time while still implementing elements in to the facade that complement the existing downtown character.

FINDING: Consistent.

ATTACHMENTS

ATTACHMENT A: Application Package

ATTACHMENT B: Aerial Photograph