

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

**DATE:** July 24, 2018 **FILE:** 16-CMPV-73

**TO:** Planning and Development Board/Historic Preservation Board

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

**FROM:** Alexandra Carcamo, Principal Planner

**SUBJECT:** Hollywood Beachfront Townhomes, LLC. requests a Certificate of Appropriateness for Demolition, Certificate of Appropriateness for Design, Site Plan, and Variances for a 31 room Hotel with accessory uses located within the Hollywood Beach Overlay District (Riptide Hotel).

**REQUEST**

Certificate of Appropriateness for Demolition, Certificate of Appropriateness for Design, Site Plan, and Variances for a 31 room Hotel with accessory uses located within the Hollywood Beach Overlay District.

Variance: To waive the required parking lot setback (on the west).

**RECOMMENDATION**

Certificate of Appropriateness for Demolition: To be determined by the Historic Preservation Board.

Variance: Approval, if the Certificate of Appropriateness for Demolition is obtained.

Certificate of Appropriateness for Design: Approval, if the Certificate of Appropriateness for Demolition and Variance are approved, and with the condition that the Applicant continue to work with Staff on the roof line Design.

Site Plan: Approval, if the Certificate of Appropriateness for Demolition, Variance, and Certificate of Appropriateness for Design are approved and with the following conditions:

- a. A Unity of Title, in a form acceptable to the City Attorney, shall be submitted prior to the issuance of a Building Permit and recorded in the Broward County Public Records by the City of Hollywood prior to the issuance of a Certificate of Occupancy (C/O) or Certificate of Completion (C/C), to include all parcels within the subject site and required off-site parking lot.
- b. The parking be operated by valet services at all times.

## REQUEST

The Applicant Hollywood Beachfront Townhomes, LLC is requesting a Certificate of Appropriateness for Demolition, Certificate of Appropriateness for Design, Site Plan, and Variances for a 31 room hotel with accessory uses. The subject site is approximately 21,000 gross square feet and currently contains two hotel buildings, two stories in height which are to be demolished. It comprises of four lots located east of N Surf Road, between Nevada Street and Roosevelt Street, in Hollywood Central Beach, within the Hollywood Beach Overlay District and the Beach Community Redevelopment Agency (CRA).

The project proposes a four-story 31 room boutique hotel including retail and restaurant space. The proposed building height is approximately 40 feet; with vertical circulation and decorative elements it extends to approximately 50 feet to the highest projections, which is permitted in this Zoning District. The Applicant has worked with Staff to provide adequate vehicular and pedestrian circulation meeting all setback requirements; landscaping meets all requirements and includes a variety of native species, beautifying and enhancing the site. A portion of the parking will be provided on the ground floor and screened with the use of active liners and landscaping. The Applicant is also proposing parking off-site which is within 700 feet of the property and is permitted by the Zoning and Land Development Regulations; this will serve to meet the parking for the project and also provide valet services for the hotel at all times. Additionally, the Applicant is using the Parking Payment in Lieu of Providing Parking Program (Article 7.4) to recompense for the five parking spaces not provided on-site or off-site. The parking agreement (including the fee) was approved by the City Commission on May 16, 2018.

The proposed design is a contemporary architectural style that incorporates different materials and architectural details including large fenestrations, glass railings, louvers, and metal awnings. The main entrance to the hotel faces the Boardwalk and has an inviting seating area which encourages pedestrian connectivity. Also, located on the ground floor is a small retail space of approximately 400 square feet and access to the parking area. A previous version of the project, reviewed during the Technical Advisory Committee process showed a roof line design which was more cohesive with the overall design; and as such staff is conditioning that **the Applicant continue to work with Staff on the roof line Design.**

In BWK-25-HD-C Zoning District, hotels and motels shall not exceed 50 rooms per acre. However, Section 4.6.1.3.b of the Zoning and Land Development Regulations provides that lots greater than or equal to 17,000 gross square feet, or four or more lots that share a common lot line under unified ownership, may request an additional 20 rooms per acre for a maximum of 70 rooms per acre. The subject site is approximately 21,000 gross square feet and therefore, allowed 24 hotel rooms by right. In May of 2018, the Applicant requested the allocation of bonus hotel density rooms from the "Hollywood Beach Hotel Room Pool." The City Commission granted the request (Resolution No. R-2018-156, attached), thereby allowing 31 rooms from otherwise 24 rooms by right. Additionally, on that day a payment in lieu of parking agreement was established by the City Commission which allows the Applicant to pay an accumulated fee for the parking spaces not provided for the project.

Because of its location within the Historic Beach Overlay District, the Zoning and Land Development Regulations requires the Applicant obtain a Certificate of Appropriateness for Demolition. Should the Historic Preservation Board deem the structure non-historic, no further action is required and a Certificate of Appropriateness for Demolition shall be issued. However, if the structure is determined to be historic, a recommendation will be made by the Historic Preservation Board to the City Commission regarding demolition. The Certificate of Appropriateness for Design, Variance, and Site Plan shall be considered by the Joint Planning and Development Board and the Historic Preservation Board.

The Applicant is requesting a Variance to waive the required parking lot setback (on the west) to accommodate the parking at the rear, under the building, while providing active uses on the Broadwalk. Today, the existing head-in-backout parking configuration does not meet code. While the proposed requires a Variance, redevelopment of this site will allow the Applicant to reconfigure the parking area to provide all circulation on-site; vastly improving current conditions. As this is an improvement to the existing conditions, staff finds the Variance meets the intent of the code while allowing the Applicant to maximize the use of their land. As such, Staff recommends **a Unity of Title, in a form acceptable to the City Attorney, shall be submitted prior to the issuance of a Building Permit and recorded in the Broward County Public Records by the City of Hollywood prior to the issuance of a Certificate of Occupancy (C/O) or Certificate of Completion (C/C), to include all parcels within the subject site and required off-site parking lot; and the parking be operated by valet services at all times.**

<b>Owner/Applicant:</b>	Hollywood Beachfront Townhomes, LLC.
<b>Address/Location:</b>	2300 and 2325 North Surf Road
<b>Gross Are of Property:</b>	approximately 21,000 sq. ft. (0.48 acres)
<b>Net Area of Property:</b>	approximately 13,200 sq. ft. (0.30 acres)
<b>Land Use:</b>	General Business
<b>Zoning:</b>	Broadwalk Historic District Commercial (BWK-25-HD-C)
<b>Existing Use of Land:</b>	Hotel

#### **ADJACENT LAND USE**

<b>North:</b>	General Business
<b>South:</b>	General Business
<b>East:</b>	N/A (Broadwalk/Atlantic Ocean)
<b>West:</b>	General Business

#### **ADJACENT ZONING**

<b>North:</b>	Broadwalk Historic District Commercial (BWK-25-HD-C)
<b>South:</b>	Broadwalk Historic District Commercial (BWK-25-HD-C)
<b>East:</b>	N/A (Broadwalk/Atlantic Ocean)
<b>West:</b>	Beach Resort Commercial District (BRT-25-C)

#### **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*. By allowing the Applicant to redevelop this property, the City is accomplishing the desired reinvestment in an existing contributing site in the Historic Hollywood Beach Overlay District while maintaining the character of the Broadwalk. The development is consistent with the Comprehensive Plan, based upon the following:

***Objective 4:*** *Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses, and tourist areas.*

***Policy 3.1:*** Continue to encourage commercial and seasonal uses along Central Beach and prohibit any increase in the number of permanent residential dwelling units above that permitted by the adopted Comprehensive Plan (1998) through the implementation of the Hollywood Beach Redevelopment Plan, directed at safer and more efficient use of the scarce beach resources and by revising the Planning and Zoning regulations as needed pursuant to the recommendations of that plan.

***Objective 5:*** Encourage appropriate infill, redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas.

The proposed project achieves the Goals and Objectives outlined in the Land Use Element by redeveloping an existing property while improving conditions in the area. Additionally, it will promote additional pedestrian activity by providing an open seating area which also encourages existing businesses to make further improvements.

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

The subject property is located in Sub-Area 4, defined by the Atlantic Ocean to the east, the Intracoastal Waterway to the west, Hallandale Beach Boulevard to the south, and Dania Beach Boulevard to the north. Broken down into three very distinct areas; North Beach, Central Beach, and South Beach. The City-Wide Master Plan places a priority on protecting, preserving Hollywood Beach and its contribution to the quality of life for all residents and visitors of the City. It addresses the need for strict design controls to maintain the individual character of each neighborhood and the Broadwalk. The proposed redevelopment is sensitive to the character of the Historic Beach Overlay District. The request is consistent upon the following policies:

***Policy 4.1:*** Recognize and protect the unique character of Hollywood Beach and each of the three areas that comprise it; North, Central and South Beach; and provide a clear vision for creating a more harmonious and attractive community.

***Policy 4.5:*** Promote the development of desired commercial uses in a defined sector and pockets along the Broadwalk and Ocean Drive.

***Policy 4.16:*** Recognize Central Beach as a prime focus of tourist activities.

***Policy 4.36:*** Identify obsolete structures and work to have them demolished and redeveloped, while preserving buildings of historical value.

The proposed redevelopment is consistent with residents' desire to maintain the Beach's unique charm. The building provides an upgrade to the existing parcel while remaining in scale and character with adjacent buildings.

## **CONSISTENCY WITH THE HOLLYWOOD BEACH CRA MASTER PLAN**

The Hollywood Beach Community Redevelopment Area (CRA) Master Plan places an emphasis on preserving the character and scale of Hollywood Beach. Hollywood Beach is notable for its natural beauty, intimate scale of architecture and the historic Boardwalk, which helps define the Beach as a unique resort destination in South Florida. The Master Plan is based on two overarching principles with a series of recommended strategies and actions to establish Hollywood Beach as an economically and environmentally sustainable community.

The intent of Strategy 1.1 is to protect features of the Boardwalk that are unique, character defining features of the Beach's urban form. The proposed project creates a fresh look which contributes to the Boardwalk as a unique sense of place. Additionally, it provides an enhanced experience for residents who can enjoy the Boardwalk and Beach at the same time.

## **APPLICABLE CRITERIA**

**Decisions on Certificates of Appropriateness for Demolition.** Based on the following criteria and other appropriate considerations, the Board must determine if the building is of historic significance. The Zoning and Land Development Regulations does not provide guidance as to how much weight should be given to each criterion.

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

**CRITERION 1:** The building, structure, improvement, or site is designated on either a national, state, or local level as a historic preservation district or an architectural landmark or site.

**ANALYSIS:** The Historic District Design Guidelines recommend identifying, retaining and preserving buildings which are important in defining the overall historic character of a historic district or neighborhood. Although the site is not individually designated, it may be considered a contributing structure to the Hollywood Beach Historic Overlay District. It is by determination of the Historic Preservation Board as to whether the existing structure is considered historic or non-historic. The Historic District Design Guidelines state non-historic buildings whose designs are not in character with its surroundings can be removed with no negative impact.

**CRITERION 2:** The building, structure, improvement, or site is of such design, craftsmanship, or material that it could be reproduced only with great difficulty and/or expense.

**ANALYSIS:** The existing buildings today do not have a definitive architectural style. As such, the craftsmanship is not one that is difficult to reproduce nor are the buildings of a specific Period of Significance as indicated by the Design Guidelines for Historic Properties and Districts.

**CRITERION 3:** The building, structure, improvement, or site is one of the last remaining examples of its kind in the neighborhood, the county, or the region.

**ANALYSIS:** The Historic District Design Guidelines allow for the removal of *non-significant buildings, additions, or site features which detract from the historic character of a site or the surrounding district or neighborhood*. As previously stated, the existing building do not possess distinct historic architectural features, and it is not an exemplar of a specific Period of Significance as indicated by the Design Guidelines for Historic Properties and Districts.

**CRITERION 4:** The building, structure, improvement, or site contributes significantly to the historic character of a historically designated district.

**ANALYSIS:** Staff finds there is not substantial historic character that could be considered to significantly contribute to the character of the district.

**CRITERION 5:** Retention of the building, structure, improvement, or site promotes the general welfare of the city by providing an opportunity for study of local history, architecture, and design or by developing an understanding of the importance and value of a particular culture and heritage.

**ANALYSIS:** As stated hereinabove, the existing buildings do not embody a structure steeped in architectural style or historical character that would provide an opportunity for study of local history, architecture, or design.

**CRITERION 6:** There are definite plans for reuse of the property if the proposed demolition is carried out, and those plans will adversely effect on the historic character of the Historic District.

**ANALYSIS:** The Applicant is proposing to demolish the existing buildings to construct a new hotel; meeting all applicable code requirements, the proposed design is consistent with the scale and massing of the adjacent neighbors. The proposed building is contemporary and functional, allowing the Applicant to maximize the use of their property. As such, redevelopment of the property, if the demolition is approved, will improve the character of the area.

**CRITERION 7:** The Unsafe Structures Board has ordered the demolition of a structure or the feasibility study determines that the retention of the building would deny the owner of all economically viable uses of the property.

**ANALYSIS:** The Unsafe Structures Board has not ordered the demolition of this site. However, significant improvements would not be economically feasible as the buildings would need to be raised to meet FEMA requirements and other various structural issues that would need to be addressed to allow renovations. This would severely impact the cost of the project and impede the Applicant's ability to move forward with the design in a manner that is financially feasible or sound. The reinvestment in the property without the freedom of design for a property that does not represent a Period of Significance or possess historic merit would be an undue burden for the Applicant.

**CRITERION 8:** The information listed in the Historic Properties Database (a listing of historic and non-historic properties) has been considered as a guideline in determining whether a Certification of Appropriateness for Demolition should be issued.

**ANALYSIS:** Staff has performed a search for documentation; however no information was found.

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

**VARIANCE:** To waive the required parking lot setback (on the west).

**CRITERION 1:** That the requested Variance maintains the basic intent and purpose of the subject regulations particularly as it affects the stability and appearance of the City.

**ANALYSIS:** The intent of setback regulations created for the beach is to encourage configuration of multiple lots while creating an environment which directs and supports focus on the Boardwalk. This is in addition to traditional reasoning for which setbacks allow for sufficient distance separation between habitable space and adjacent buildings for provision of open space and quality of living.

The Applicant is requesting a Variance to waive the required parking lot setback (on the west) to accommodate the parking at the rear, under the building, while providing active uses on the Boardwalk. Today, the existing head-in-backout parking configuration does not meet code. While the proposed requires a Variance, redevelopment of this site will allow the Applicant to reconfigure the parking area to provide all circulation on-site; vastly improving current conditions. As this is an improvement to the existing conditions, staff finds the Variance meets the intent of the code and does not affect the stability and appearance of the City.

**FINDING:** Consistent.

**CRITERION 2:** That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community.

**ANALYSIS:** The Variance is not detrimental to the community. Reconfiguration of the parking area will eliminate back-out in the right-of-way, and allow circulation to occur within its property which is in line with the code today.

**FINDING:** Consistent.

**CRITERION 3:** That the requested Variance is consistent with and in furtherance of the Goals, Objectives and Policies of the adopted Comprehensive Plan, as amended from time to time, the applicable Neighborhood Plan and all other similar plans adopted by the City.

**ANALYSIS:** The City of Hollywood Comprehensive Plan states as a Goal in the Land Use Element, "Promote a distribution of land uses that will enhance residential communities while allowing land owners to maximize the use of their property." The Applicant is seeking a Variance to waive the required parking lot setback (on the west). The integrity of the

existing property will not be compromised as the existing conditions today do not meet the intent of the code.

**FINDING:** Consistent.

**CRITERION 4:** That the need for requested Variance is not economically based or self-imposed.

**ANALYSIS:** The request is not economically based or self-imposed. The Applicant request to waive the required parking lot setback, a condition that does not exist today; this will allow the Applicant to maximize the use of their land.

**FINDING:** Consistent.

**CRITERION 5:** That the Variance is necessary to comply with State of Federal Law and is the minimum Variance necessary to comply with the applicable law.

**FINDING:** Not applicable.

**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 Historic District Design Guidelines encourages new structures to be compatible with the character of the neighborhood with regard to scale, materials, texture, and color. The design element of scale relates to the size of the building components or spaces relative to the human body as well as to the larger context relative to the surrounding buildings, streetscape and environment.

**FINDING:** Consistent.

**CRITERION:** DESIGN

**ANALYSIS:** The Historic Design Guidelines recommend maintaining consistent spacing and setbacks and further state 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 design demonstrates a contemporary design which gives presence to the architecture of its time, while adding character to the district; this is achieved through a mixture of materials and architectural details such as, large fenestrations, glass railings, louvers, and metal awnings. A previous version of the project, reviewed during the Technical Advisory Committee process showed a roof line design which was more cohesive with the overall design; and as such staff is conditioning that **the Applicant continue to work with Staff on the roof line Design.**

**FINDING:** Consistent, with the aforementioned condition.



**CRITERION:** SETTING

**ANALYSIS:** The Historic Design Guidelines states that setting is *relationship of a building to adjacent buildings and the surrounding site environment*. The proposed building meets all applicable setback requirements. Massing plays an important role in determining the character of individual properties, the street, and the surrounding neighborhood. Redevelopment of this site provides a similar proportion with the surrounding properties, complying with the Design Guidelines.

**FINDING:** Consistent.

**CRITERION:** MATERIALS

**ANALYSIS:** 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, materials should be compatible in quality to those that are used in the historic district. The Applicant has demonstrated that the proposed design, while utilizing modern methods of construction and materials, will not affect the integrity of the surrounding neighborhood.

**FINDING:** Consistent.

**CRITERION:** WORKMANSHIP

**ANALYSIS:** Design Guidelines for Historic Properties and Districts state *new construction should not create a false sense of historical development through the use of conjectural features or stylistic elements drawn from other buildings*. The proposed design is a contemporary architectural style that incorporates different materials and architectural details including large windows and doors, glass railings, and metal awnings. The main entrance to the hotel faces the Broadwalk and has an inviting seating area which encourages pedestrian connectivity. Redevelopment of this site creates a fresh look which contributes to the Broadwalk as a unique sense of place. Additionally, it provides an enhanced experience for residents who can enjoy the Broadwalk and Beach at the same time.

**FINDING:** Consistent.

**CRITERION:** ASSOCIATION

**ANALYSIS:** Design Guidelines recommend maintaining consistent spacing and setbacks and further states *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*. Meeting all applicable code requirements, the proposed design enhances the site, and is consistent with the scale and massing of the adjacent properties and surrounding neighborhood. The proposed building is designed to be open and welcoming as it relates to the pedestrian oriented character of the Broadwalk. It allows patrons to take advantage of

the beautiful views and breeze making it compatible with the existing Beach development.

**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 October 26, 2017. Therefore, staff recommends approval, if the Certificate of Appropriateness for Demolition, Variance, and Certificate of Appropriateness for Design are approved 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: Allocation of Bonus Hotel Density Rooms (Resolution No. R-2018-156)

Attachment D: Correspondence