

**CITY OF HOLLYWOOD, FLORIDA
DEPARTMENT OF DEVELOPMENT SERVICES
PLANNING AND URBAN DESIGN DIVISION**

DATE: September 6, 2018 **FILE:** 18-DP-15

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Fitz Murphy, Planning Administrator

SUBJECT: Yarok Development Inc., requests Design and Site Plan for an 18 unit residential development located at 1950 Fletcher Street (Fletcher Apartments).

REQUEST

Design and Site Plan for an 18 unit residential development (Fletcher Apartments).

RECOMMENDATION

Design: Approval.

Site Plan: Approval, if Design is granted.

REQUEST

The Applicant requests Design and Site Plan for a residential development in the Parkside neighborhood. This site is currently vacant and is in the Pembroke Road Mixed-Use Zoning District (PR) and has a land use of Regional Activity Center (RAC). The property is approximately 0.2 acres.

The proposed development is to construct a four-story, 18 unit residential building including accessory parking for nine one-bedroom and nine two-bedroom apartments. The building is oriented to front Fletcher Street, and promotes a positive relationship between the pedestrian and the built environment along both, Fletcher Street and 20th Avenue. 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 stone veneer, large glass panels, and balconies enclosed by aluminum railings come together to create a design that is not intrusive, enhances the character of the neighborhood. The series of contrasting volumes, created by recessed volumes and material changes create an aesthetic vision that serves as a catalyst for future development in the area. Furthermore, the design uses landscaping to enhance the property and soften the transition between the building and its context. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape, particularly along 20th Avenue. The building is proposed at 51 feet in height and meets all setbacks. The Applicant has worked with Staff to ensure that all applicable regulations are met, and has worked extensively with Engineering to ensure that vehicular circulation is adequate. Development

of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for development within the community.

Owner/Applicant:	Yarok Development Inc.
Address/Location:	1950 Fletcher Street
Net Area of Property:	8,914.94 sq. ft (0.205 acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	Pembroke Road Mixed-Use District (PR)
Existing Use of Land:	Vacant

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:	Parkside Low Intensity Mixed-Use District (PS-1)
South:	Pembroke Road mixed-Use District (PR)
East:	Pembroke Road Mixed-Use District (PR)
West:	Pembroke Road Mixed-Use District (PR)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center the subject site is surrounded primarily by 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 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 glass panels, and balconies enclosed by 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 built environment. The series of contrasting volumes, created by recessed volumes and material changes create an aesthetic vision that serves as a catalyst 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. The design is not intrusive to the neighborhood and utilizes styles and elements found throughout; it introduces a fresh look to the neighborhood that helps to propel a sense of community. As stated by the applicant, “this new development will be compatible with the residential neighborhoods and the new look of the RAC district.”

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. The proposed scale and height is consistent with the vision of the Regional Activity Center 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 July 23, 2018. Therefore, staff recommends approval, if the Design is granted.

ATTACHMENTS

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