

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

DATE: November 8, 2018 **FILE:** 18-DP-18

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Deandrea Moise, Planning Administrator

SUBJECT: Harchava LLC & 1915 Trust No. 1302013 requests Design and Site Plan for a 27 unit residential development located at 1911-1915 Fillmore Street (Fillmore Flats).

REQUEST

Design and Site Plan for a 27 unit residential development (Fillmore Flats).

RECOMMENDATION

Design: Approval.

Site Plan: Approval, if Design is granted, with a condition that 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 residential development in the Royal Poinciana neighborhood. This site is zoned North Downtown Medium Intensity Multi-Family District (ND-2) and has a land use of Regional Activity Center (RAC). The property is approximately 0.4 acres.

Where there are now small outdated residential structures, the Applicant proposes to demolish and construct a five-story, 27 unit residential development. The proposed residential structure features resident and guest parking spaces, one to two bedroom floor plans, and large courtyard areas. The building is oriented to front Fillmore Street, which is in line with the vision of the RAC and helps to promote a positive relationship between the pedestrian and the built environment.

Architectural elements of the contemporary design come together to propose a series of contrasting volumes, creating dynamic and visually appealing façades. The varying materials, such as smooth and scored stucco, mosaic tile, corrugated metal, and aluminum railing, are used to further emphasize the geometric language. In addition, parking is located at grade under the building and screened from view using aluminum tubing, decorative fencing, and dense landscaping. 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 along Fillmore. The proposed design, meeting all applicable regulations, helps to serve as a catalyst and provides an example for future revitalization efforts.

Owner/Applicant:	Harchava LLC & 1915 Trust No. 1302013
Address/Location:	1911 – 1915 Fillmore Street
Net Area of Property:	16,360 sq. ft. (0.376 acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	North Downtown Medium Intensity Multi-Family District (ND-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

North:	North Downtown Medium Intensity Multi-Family District (ND-2)
South:	North Downtown Medium Intensity Multi-Family District (ND-2)
East:	North Downtown Medium Intensity Multi-Family District (ND-2)
West:	North Downtown Medium Intensity Multi-Family District (ND-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center the subject site is surrounded primarily by multi-family 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

Sub-Area 2, East Hollywood, is 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 neighborhood of the Lakes, West Lake and the ill-defined residential areas between Federal and Dixie Highways.

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: Architectural elements of the contemporary design, such as decorative mosaic tile, corrugated metal, and aluminum railings come together to create a design that is simple with clean lines. The use of shifting volumes and materials, contrasting colors, and architectural scoring define façades that will become a positive addition to the urban fabric of the developing Regional Activity Center.

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: With varying architectural styles and finish materials found throughout the surrounding community, the proposed development does not exhibit architectural features and styles that are insensitive or incompatible to the surrounding neighborhood. The Applicant has introduced a modern interpretation of the styles and elements found throughout the neighborhood,

introducing a fresh look to the neighborhood, and propelling a 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 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 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 plant species that help to improve the pedestrian experience and screen the parking level.

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 September 24, 2018. Therefore, staff recommends approval, if the Design is granted and with the **condition that 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

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