

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

**DATE:** February 7, 2019 **FILE:** 18-DV-71

**TO:** Planning and Development Board

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

**FROM:** Alexandra Carcamo, Principal Planner

**SUBJECT:** Seafarer's House, is requesting a Variance and Design review for a place of assembly of approximately 14,000 sq. ft., located within Port Everglades (Seafarer's House).

**REQUEST:**

Variance and Design review for a place of assembly of approximately 14,000 sq. ft. (Seafarer's House).

Variance: To reduce the required parking from 43 spaces to 28 spaces.

**RECOMMENDATION:**

Variance: Approval.

Design: Approval, if Variance is granted.

**BACKGROUND**

Port Everglades is a major regional facility located within multiple cities in Broward County – City of Hollywood, City of Dania Beach, and City of Fort Lauderdale, with approximately 70 percent located in the City of Hollywood. Port Everglades is essential to the continued economic vitality of the cities and the county as it includes multiple industries (i.e. import/export of goods, tourism, petroleum storage, etc.). As a key economic agent for the City of Hollywood and region, the Zoning District recognizes the need to accommodate these uses. As the facilities are located in multiple cities, a consistent zoning district was created so that all Port activities and projects would require the same review. For facilities located within Port Everglades Development District (PEDD) Site Plan approvals are not required and **only Design approvals are necessary.**

**REQUEST**

Seafarer's House is requesting a Variance and Design approval for a place of assembly of approximately 14,000 square feet. The site is located within Port Everglades, north of Eller Drive and west of 19<sup>th</sup> Avenue.

Today the organization exist at the proposed location while offices are located off-site. The Applicant plans to utilize the same site currently leased to propose a new modular building of approximately 14,000 square feet as well as some site improvements which offers better access to the site and improved internal circulation. The proposed building will hold their current uses which include a chapel, retail space, game room, living room, training room, and a dining area; the off-site offices will now be incorporated in the proposed building which will allow full services from the organization in one location.

The design of the building is proposed to be one story, approximately 14 feet in height. The modular building consists of simple lines throughout with various openings; additionally a porte cochere is proposed at the pick-up and drop-off area which adds interest to the entrance of the building. A neutral paint palette is proposed while an ocean blue accent color is used throughout. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the existing conditions of the site.

Also requested is a Variance to reduce the required parking. Article 7 of the Zoning and Land Development Regulations requires a place of assembly to have 43 parking spaces based on the square footage of the building and the floor plan proposed. As this project is located in the Port, and not in an area as easily accessible to the general public, but rather open to mariners visiting the port or employees already at the port, Staff finds the request consistent. The Applicant has also provided detailed operations for shuttle services; this is the primary means in which visitors will arrive. As such, Staff finds a 15 parking space deficiency to redevelop a dilapidated site is a reasonable request as it will improve the existing conditions and services of the organization.

#### **SITE INFORMATION**

<b>Owner/Applicant:</b>	Seafarer's House
<b>Address/Location:</b>	1800 SE 32 <sup>nd</sup> Street
<b>Net Size of Property:</b>	approximately 53,485 sq. ft. (1.23 acres)
<b>Land Use:</b>	Transportation
<b>Zoning:</b>	Port Everglades Development District (PEDD)
<b>Existing Use of Land:</b>	Office

#### **ADJACENT LAND USE**

<b>North:</b>	Transportation
<b>South:</b>	Transportation
<b>East:</b>	Transportation
<b>West:</b>	Transportation

#### **ADJACENT ZONING**

<b>North:</b>	Port Everglades Development District (PEDD)
<b>South:</b>	Port Everglades Development District (PEDD)
<b>East:</b>	Port Everglades Development District (PEDD)
<b>West:</b>	Port Everglades Development District (PEDD)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Transportation Land Use designation, the site is surrounded by both commercial and industrial uses including cruise terminals and cargo facilities. 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. This redevelopment will significantly improve the existing conditions of the site as well as provide a structure more suited for the existing services provided.

**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.*

## CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The project is located in Sub-Area 5, which includes Port Everglades, the north portion of West Lake Park and John U. Lloyd State Park. This Sub-Area is defined by Atlantic Ocean to the east, Sheridan Street to the south, SR 84 to the north with an irregular boundary to the west.

The Port Jurisdictional Area (PJA) includes the Cities of Dania Beach, Fort Lauderdale, Hollywood and Unincorporated Broward. The majority of the PJA, 71.3 percent to be exact, is located within the City of Hollywood's municipal borders. Additionally, this area of the Port includes several cruise passenger terminals, cargo facilities and container facilities that provide for dockside emptying for numerous shipping companies.

The City-Wide Master Plan identifies Port Everglades as a key economic agent by providing a full range of facilities and services related to the cargo, warehousing and cruising industries. In addition, Port Everglades' physical advantages to economic expansion include proximity to several transportation hubs, the deepest port in Florida and a short entry channel.

According to the City-Wide Master Plan, Port Everglades is a multi-million dollar business that has continued to increase revenues annually. Its diversity of maritime businesses includes cargo and passenger cruise lines, as well as other supporting businesses. Cruising activities have expanded at Port Everglades, which is one of the busiest ports in the world. Port Everglades takes in more than 2 million passengers annually and there are approximately 1,550 cruise ships that dock throughout the year.

The City-Wide Master Plan supports the economic expansion of Port Everglades and the protection of environmental sensitive land and parks. Site improvements and renovations of the existing terminals are consistent with its vision based upon the following policy:

**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 5.5:** *Support and promote projects that will increase fees or revenues to the City of Hollywood from Port Everglades.*

The proposed building will allow for improved functionality better servicing the existing uses. Therefore, the project is consistent with those existing within the Port Everglades.

## APPLICABLE CRITERIA

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

**VARIANCE:** To reduce the required parking from 43 spaces to 28 spaces.

**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:** Article 7 of the Zoning and Land Development Regulations requires a place of assembly to have 43 parking spaces based on the square footage of the building and the floor plan proposed. As this project is located in the Port, and not in an area as easily accessible to the general public, but rather open to mariners visiting the port or employees already at the port, Staff finds the request maintains the basic intent and purpose of the regulations. The applicant states, "The granting of a parking variance would not affect the stability and appearance of the City. As the site is located within the port, majority of the sites use is by visitors from ships, where the shuttle service is utilized, or from employees of the Port. Visitors from outside of the Port limits is not likely to contribute to everyday use of the facility."

**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 requested reduction in parking requirements is compatible with the surrounding land uses. The Applicant has provided detailed operations for shuttle services; this is the primary means in which visitors will arrive. As mentioned, because access to the site is not typical of a place of assembly elsewhere in the city, rather in this location it is controlled with limited access, Staff finds a 15 parking space deficiency in this area is not detrimental to the community.

**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:** Objective 4 of the Land Use Element of the Comprehensive Plan states *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted*. The requested Variance allows for redevelopment of a dilapidated site, finding consistency with and furtherance of the Goals, Objectives and Policies of the Comprehensive Plan.

**FINDING:** Consistent.

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

**ANALYSIS:** The request for this Variance is not economically based or self-imposed. The organization lends itself to providing transportation for larger parties, avoiding individual cars to access the site; thus a reasonable request to provide less parking and have space to provide lush landscaped areas and a much needed pick-up/drop-off area to accommodate visitors.

**FINDING:** Consistent.

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

**FINDING:** Not Applicable.

**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 modular building consists of simple lines throughout with various openings; additionally a porte cochere is proposed at the pick-up and drop-off area which adds interest to the entrance of the building. A neutral paint palette is proposed while an ocean blue accent color is used throughout. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the existing conditions of the site.

**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.* Located in the Port, the proposed building is compatible with its

surroundings as most this area is comprised of utilitarian buildings with simple designs.

**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 Design Guidelines state, *Building Heights for additions and new construction are recommended to relate to the height of abutting buildings.* It further states, *Building footprints should take into account pedestrian and vehicular circulation.* The architecture surrounding the site is sparse and mostly industrial in character. The proposed structure will be proportionate to its surroundings; it will reach a maximum height of approximately 14 feet. Its overall mass is similar with the other buildings that are currently built around the area.

**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:** Not applicable within the PEDD Zoning Designation.

**FINDING:** Consistent.

#### **ATTACHMENTS**

ATTACHMENT A: Application Package

ATTACHMENT B: Land Use and Zoning Map