

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

DATE: February 7, 2019

FILE: 18-DPSV-39

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Alexandra Carcamo, Principal Planner

SUBJECT: Harding Hollywood Investment LLC and ESJ Hollywood Invest LLC., is requesting a Special Exception, Variances, Design, and Site Plan for renovations and site improvements to an existing shopping plaza; and an addition of approximately 12,000 sq. ft. including retail and service station (Harding Plaza-Wawa).

REQUEST:

Special Exception, Variances, Design, and Site Plan for renovations and site improvements to an existing shopping plaza; and an addition of approximately 12,000 sq. ft. including retail and service station (Harding Plaza-Wawa).

Variance 1: To provide bollards and flush sidewalk in lieu of car stops or curbing.

Variance 2: To reduce the vehicular use setback requirement from 10 feet to 5 feet along portions of Federal Highway.

RECOMMENDATION:

Special Exception: Approval.

Variance 1-2: Approval.

Design: Approval.

Site Plan: Approval, if the Special Exception, Variances, and Design are granted, and with the condition the Applicant submit the appropriate perpetual cross-access agreements, in a form acceptable to the City Attorney, prior to the issuance of any Building Permits and recorded by the City of Hollywood in the Public Records of Broward County prior to the issuance of Certificate of Occupancy (C/O).

REQUEST

Harding Hollywood Investment LLC and ESJ Hollywood Invest LLC., is requesting a Special Exception, Variances, Design, and Site Plan for renovations and site improvements to an existing shopping plaza; and an addition of approximately 12,000 sq. ft. including retail and service station (Harding Plaza-Wawa).

As this is an existing shopping plaza, a phased development is anticipated which will entail demolishing a portion of the existing building and reconfiguring the parking to allow for the proposed structures. While maintaining overall cohesion through the use of similar architectural elements, treatments, and materials, the Applicant has worked to ensure the retail addition is compatible with the existing portion of the building that is to remain. Materials include glass, stucco, aluminum canopies, and various stone veneers. Accentuated volumes and other architectural features highlight building entrances, which are proposed to face the public right-of-way, as recommended by the Design Guidelines and recently adopted Regional Activity Center Regulations. The service station design represents the user's prototype; the building is consistent in massing, scale, and architectural elements. Proposed materials include stucco, clapboard siding, metal, and an aluminum store front design that come together to introduce a cohesive design along Federal Highway and to the existing shopping plaza. Additionally, pedestrian paths provide easy access from the public sidewalk to the site enhancing pedestrian connectivity. The proposed landscape helps articulate the property and enhance the design of the proposed buildings. A variety of native plants and trees are proposed to work in concert with the existing site trees. Ample buffers are provided where required and enhanced where adjacent to residential along with a considerable amount of native trees, shrubs, and ground covers.

A Special Exception is required in order to establish a service station in most areas of the City. As defined in the Zoning and Land Development Regulations a Special Exception is *a use not generally appropriate in a district, but would be appropriate if it is consistent with the review criteria listed for Special Exceptions*. The proposed Service Station will consist of six fuel islands for a total of 12 fuel dispensers under a 14-foot high canopy; and a convenience store of approximately 5,600 square feet. More importantly the Applicant has extensively worked with Staff to provide a more urban approach to the proposed use by configuring the fuel pumps on the side of the property which is not typical of many service stations. This new design encourages placing the convenience store closer to the street which provides an inviting pedestrian atmosphere to the automotive nature of the use all while meeting the intent of the Regional Activity Center.

The proposed redevelopment triggers some site improvements to the existing shopping plaza which will decrease or eliminate several nonconformities and allowing for better circulation in the site overall. This triggers the need for two Variances; the first is to provide bollards and flush sidewalk in lieu of car stops or curbing and the second is to reduce the vehicular use setback requirement from 10 feet to 5 feet along portions of Federal Highway. The proposed improvements bring an outdated shopping plaza further in compliance with the proposed regulations for the rezoning of the Regional Activity Center.

SITE INFORMATION

Owner/Applicant:	Harding Hollywood Investment LLC & ESJ Hollywood Invest LLC
Address/Location:	1801 N. Federal Highway and 1735 N. Federal Highway; generally located on the southeast corner of Federal Highway and Harding Street.
Net Area of Property:	114,968 Sq. Ft. (2.639 Acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
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:	Government Use District (GU)
South:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
East:	Federal Highway Low-Medium Intensity Multi-Family District (FH-1)
West:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center (RAC), the subject site is surrounded by commercial, single family residential, multi-family residential, and institutional uses. 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*. Redevelopment of this site will increase the availability of commercial uses and expand the mixture of uses in the area; serving the adjacent community as well as the region.

Objective 4: *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.*

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

Policy 5.16: *Foster Economic Development through creative land use, zoning and development regulations, City services, and City policies.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The project is located in Sub-Area 2, 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 neighborhoods of Parkside, Royal Poinciana and Hollywood Lakes. The City-Wide Master Plan is a compilation of policy priorities and recommendations designed to improve the appearance, appeal, and economic tax base of the City. It establishes a format for future direction and vision for the City.

The City-Wide Master Plan recognizes the need for a mix of uses along the corridors. The proposed project is consistent with the 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.*

Guiding Principle: *Attract and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents.*

Policy CW.21: Create and expand where appropriate commercial and industrial zones to increase tax dollars.

Policy CW.44: Foster economic development through creative land use, zoning and development regulations, City services and City policies.

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

APPLICABLE CRITERIA

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

CRITERION 1: The Proposed use must be consistent with the principles of the City's Comprehensive Plan.

ANALYSIS: The intent of the Comprehensive Plan's 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.* Development of this site will increase the availability of commercial uses and expand the mixture of uses in the area; serving the adjacent community as well as the region.

FINDING: Consistent.

CRITERION 2: The proposed use must be compatible with the existing land use pattern and designated future uses and with the existing natural environment and other real properties within the vicinity.

ANALYSIS: The subject site is zoned Federal Highway Medium-High Intensity Mixed-Use District (FH-2), with a Land Use Designation of Regional Activity Center (RAC). 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.* Redevelopment of this site will increase the availability of commercial uses and expand the mixture of uses in the area; serving the adjacent community as well as the region. The Applicant states, "the redevelopment will provide for a WaWa service station, restaurant, including a covered patio, and outdoor seating area, which will contribute to and enhance the active streetscape and sightline along Federal Highway."

FINDING: Consistent.

CRITERION 3: That there will be provisions for safe traffic movement, both vehicular and pedestrian, both internal to the use and in the area which will serve the use.

ANALYSIS: Ingress and egress to the site will be provided off Federal Highway and off Harding Street; these access points will allow drivers to safely navigate internally and avoid traffic back-up in the public right-of-way. Additionally, pedestrian connectivity is provided throughout the site. Adequate striping and signage is provided throughout to ensure safe circulation of vehicles and pedestrians.

FINDING: Consistent.

CRITERION 4: That there are setbacks, buffering and general amenities in order to control any adverse effects of noise, light, dust and other potential nuisances.

ANALYSIS: The Applicant has extensively worked with Staff to ensure the vision for this area is met; as this is an existing commercial plaza, buildings have been oriented to front Federal Highway where possible while parking is provided at the rear meeting the intent of the Zoning and Land Development Regulations for this district. In addition, the service station fuel pumps are located on the north side of the property which reduces visibility from Federal Highway and places it approximately 75 feet away from the multi-family residential uses just east of the site. The site has been designed in a way that potential nuisances, such as lighting and noise pollution, will not adversely impact adjacent parcels.

FINDING: Consistent.

CRITERION 5: The proposed use, singularly or in combination with other Special Exceptions, must not be detrimental to the health, safety, or appearance of the neighborhood or other adjacent uses by reason of any one or more of the following: the number, area, location, height, orientation, intensity or relation to the neighborhood or other adjacent uses.

ANALYSIS: The Applicant has worked with Staff comprehensively with regards to design, landscaping, setbacks, vehicular and pedestrian circulation, etc. to ensure that the proposed use conforms to the character of the commercial corridor for which it is located. The site meets and exceeds the Zoning and Land Development Regulations, excluding the variances that are requested to better serve the site and future consumer.

FINDING: Consistent.

CRITERION 6: The subject parcel must be adequate in shape and size to accommodate the proposed use.

ANALYSIS: The Zoning and Land Development Regulations require Service Stations to have a minimum plot size of no less than 100 feet in width and 100 feet in depth. The subject site meets the requirements and is approximately 115,000 square feet

(2.64 acres). The parcel provides ample space to accommodate the proposed use.

FINDING: Consistent.

CRITERION 7: The proposed use will be consistent with the definition of a Special Exception and will meet the standards and criteria of the Zoning Classification in which such use is proposed to be located and all other requirements for such particular use set forth elsewhere in the Zoning Code, or otherwise adopted by the City Commission.

ANALYSIS: A Special Exception is defined *as a use not generally appropriate in a district, but would be appropriate if it is consistent with the review criteria listed for Special Exceptions*. The project meets the minimum lot size required for Service Station. The Applicant has worked with Staff with regards to design, landscaping, setbacks, vehicle and pedestrian circulation, etc. It meets and exceeds the Zoning and Land Development requirements pertaining to design, height, setbacks, parking, vehicular use area landscaping, etc. and is consistent with the character of development currently found on adjacent parcels.

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

VARIANCE 1: To provide bollards and flush sidewalk in lieu of car stops or curbing.

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 usage of the bollards maintains the intent of the zoning regulation which is to protect areas of potential vulnerability from vehicles infringing into the path of pedestrian circulation.

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: Because of the nature of the proposed use in that a high degree of automotive usage can be anticipated in direct adjacency to areas of pedestrian usage, the bollards are thought to provide an enhanced degree of protection than do the methods prescribed in the Zoning and Land Development Regulations. Staff does not find that the bollards adversely impact the aesthetic design and the usage of bollards is not atypical of contemporary service stations. The bollards contribute to the enhancement of the community by promoting safety.

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 Variance is sought to allow for enhanced safety of customers frequenting the convenience store and service station. The establishment of this use as a service and convenience to the community along a major corridor with the highest consideration for safety is within the intent and objectives of the Comprehensive Plan.
FINDING:	Consistent.
CRITERION 4:	That the need for requested Variance is not economically based or self-imposed.
ANALYSIS:	The variance is aimed at providing a safe mechanism for protecting pedestrians and shoppers from vehicles in motion inadvertently infringing into areas of vulnerability. The variance request is not economically based.
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.
VARIANCE 2:	To reduce the vehicular use setback requirement from 10 feet to 5 feet along portions of Federal Highway.
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 purpose of required setbacks is to provide landscaping and safe distances between adjacent structures and right-of-ways. As this is in the Regional Activity Center, reducing the required vehicular use setback provides an urban design; the reduction occurs in an area where outdoor seating is proposed which allows for an inviting pedestrian access point. Pavers and planters are provided to emphasize the pedestrian friendly layout of the site.
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: Development of the site will bring the property closer in compatibility to the surrounding community while encouraging revitalization of the area. The site will adequately accommodate the proposed structures and will not be 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: The goal of the Land Use Element is to promote a distribution of land uses enhancing and improving the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property. Furthermore as stated previously, 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 is to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need of automobile travel, provide incentives for quality development, and give definition to the urban form.

Development of the site will bring the property closer in compatibility to the surrounding community while encouraging revitalization of the area. As such, the proposed Variance is consistent with and in furtherance of the Goals, Objective, and Policies of the Comprehensive Plan and vision for the Regional Activity Center.

FINDING: Consistent.

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

ANALYSIS: The Applicant is proposing a more urban type of development which necessitates the reduction in the vehicular use setback as the building has been placed to front Federal Highway while providing pedestrian connectivity. Redevelopment of this neighborhood into an urban community supports the vision for the Regional Activity Land Use designation. Although a service station use is primarily an auto oriented use, the Applicant has worked with Staff to integrate pedestrian scaled elements which encourage the overall vision of Federal Highway. Therefore, the requested Variance is not economically based and better serves the intent of the applicable plans than the current use of the property, as well as serving as a model for other redevelopment within the area.

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: For the retail addition, the Applicant has worked to tie in the Design with the existing building which is to remain. Materials include glass, stucco, aluminum canopies, and various stone veneers. Accentuated volumes and other architectural features highlight building entrances, which are proposed to face the public right-of-way, as recommended by the Design Guidelines. As mentioned, the Applicant worked with Staff to ensure adequate vehicular and pedestrian circulation is provided. Safe pedestrian access is provided from the public sidewalk to building entrances and throughout the site. The proposed landscape helps articulate the property and enhance the design of the proposed building.

The service station incorporates the building's design to represent the user's prototype; the building is consistent in massing, scale, and architectural elements. Proposed materials include stucco, clapboard siding, metal, and an aluminum store front design that come together to introduce a cohesive design along Federal Highway and to the existing commercial plaza. Additionally, pedestrian paths provide easy access from the public sidewalk to the site enhancing pedestrian connectivity.

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. There is no predominant architectural style along this corridor. As Federal Highway is a commercial corridor, the proposed development is consistent with the surrounding buildings in scale, massing, and placement. Redevelopment of this site is a step closer to beautifying Federal highway; therefore, it maintains a uniform alignment with the existing street profile as well as with other buildings proposed in the shopping center. Architectural detailing is provided in harmony with the surrounding built environment using an array of materials to provide an identity for the building while creating a cohesive fabric.

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 proposed buildings are consistent in massing, scale, and architectural elements. Proposed materials include stucco, glass, metal, and an aluminum store front design that come together to introduce a cohesive design along Federal Highway and to the existing commercial plaza. Additionally, pedestrian paths provide easy access from the public sidewalk to the site enhancing pedestrian connectivity to the residential areas close by.

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 landscaping was designed with both beautification and function in mind and all landscape requirements have been met. The proposed landscape helps articulate the property and enhance the design of the building. A variety of native plants and trees are proposed to work in concert with the existing site trees. Ample buffers are provided where required and enhanced where adjacent to the larger arterial roads with a considerable amount of native trees, shrubs, and ground covers. Vehicular use areas are landscaped with internal islands improving the image of the site.

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 Zoning and Land Development Regulations on December 19, 2018. Therefore, staff recommends approval if the Special Exception, Variances, and Design are granted and with the conditions listed on page 1 of this report.

ATTACHMENTS

ATTACHMENT A: Application Package

ATTACHMENT B: Land Use and Zoning Map