

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

DATE: March 14, 2019 **FILE:** 18-DP-22

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Alexandra Guerrero, Principal Planner

SUBJECT: XLT Investment Corp., requests Design and Site Plan for a 20 unit residential development located at 1812 Roosevelt Street (Roosevelt Apartments).

REQUEST

Design and Site Plan for a 20 unit residential development (Roosevelt Apartments).

RECOMMENDATION

Design: Approval.

Site Plan: Approval, if Design is granted.

REQUEST

The Applicant requests Design and Site Plan for a 20 unit residential development located at 1812 Roosevelt Street. This site is located west of Federal Highway between Roosevelt and McKinley Street with a Land Use of Regional Activity Center (RAC) and a zoning designation of Federal Highway Medium-High Intensity Mixed-Use District (FH-2).

The proposed development is to construct a four-story building at approximately 40 feet in height. The building consist of 20 residential units including accessory parking. The building is oriented to front Roosevelt Street, and promotes a positive relationship between the pedestrian and the built environment along both Roosevelt Street and Federal Highway. Architectural elements of the contemporary and clean design –such as the stone veneer, large glass panels, large 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 the built environment. The use of complementary materials and elements create a compelling aesthetic that help to serve as a catalyst, providing an example 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 along Roosevelt Street. 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:	XLT Investment Corp.
Address/Location:	1812 Roosevelt Street
Net Area of Property:	9,561.24 sq. ft (0.22 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:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
South:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
East:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
West:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center the subject site is surrounded primarily by commercial and residential 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.* 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 a compelling aesthetic 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, "The 4-story scale works with the neighborhood and enhancing the street and pedestrian areas."

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 four story building is approximately 40 feet in height. The surrounding buildings are comprised of single-family homes and multi-residential buildings, many of which are older building stock. Adjacent buildings are composed of single-, two story buildings, and commercial buildings; as such the proposed scale and height is consistent with the vision of the Regional Activity Center to accommodate denser development within the City.

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 January 23, 2019. Therefore, staff recommends approval, if the Design is granted.

ATTACHMENTS

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