

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

**DATE:** March 14, 2019 **FILE:** 18-DP-20

**TO:** Planning and Development Board

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

**FROM:** Alexandra Guerrero, Principal Planner

**SUBJECT:** 1005 E Dania Beach BLVD LLC., request Design and Site Plan for a mixed-use development consisting of hotel and residential uses located at 1005 E. Dania Beach Boulevard (Ocean Park View Hotel).

**REQUEST**

Design and Site Plan for a mixed-use development consisting of hotel and residential uses (Ocean Park View Hotel).

**RECOMMENDATION**

Design: Approval.

Site Plan: Approval, if Design is granted and with the following conditions:

- a. Prior to the issuance of a Building Permit, the Applicant shall submit a Deed Restriction in a form acceptable to the City Attorney, acknowledging the specific limitation as to the number of lawful dwelling units and declaring an intent to comply with such limitations, as well as advising any successor in interest of such binding limitations; and prior to the issuance of a Certificate of Completion (C/C) or Certificate of Occupancy (C/O), the City shall record the Deed Restriction in the Public Records of Broward County, Florida.

**REQUEST**

The Applicant requests Design and Site Plan for a mixed-use development consisting of hotel and residential uses located at 1005 E. Dania Beach Boulevard. The site, at approximately half an acre has a Land Use of General Business (GBUS) and a Zoning designation of Low Medium Intensity Commercial District (C-2). Although the property is vacant today, it was originally developed as a service station, which was demolished in 2011.

Today, the proposed development is to construct a five-story mixed-use development approximately 60 feet in height. The building consist of 18 hotel rooms, one residential unit (located on the top floor), and

accessory parking; additionally the building fronts East Dania Beach Boulevard, with a designated pick-up and drop-off area for guest. The proposed design is contemporary incorporating different materials and architectural details including large windows and doors, glass railings, and is accented with wood cladding. Although there are no adjacent properties developed in the area, the surrounding neighborhood not far from the site is primarily of modest motel/hotel and condominiums of varying sizes, styles and materials. The design also takes the adjacent conservation land into account offering open views from the building by the use of open terraces on multiple floors; as well as, interior views which are offered through floor to ceiling glass windows. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape along East Dania Beach Boulevard. The Applicant has worked with Staff to ensure that all applicable regulations are met, and has worked with Engineering to ensure that vehicular circulation is adequate. Development of this site is consistent with the Zoning and Land Development Regulations.

<b>Owner/Applicant:</b>	1005 E Dania Beach Blvd. LLC.
<b>Address/Location:</b>	1005 E. Dania Beach Blvd.
<b>Gross Are of Property:</b>	24,172 sq. ft. (0.55 acre)
<b>Net Area of Property:</b>	13,069 sq. ft. (0.30 acre)
<b>Land Use:</b>	General Business (GBUS)
<b>Zoning:</b>	Low Medium Intensity Commercial District (C-2)
<b>Existing Use of Land:</b>	Vacant

#### **ADJACENT LAND USE**

<b>North:</b>	Conservation (CONS)
<b>South:</b>	Conservation (CONS)
<b>East:</b>	Conservation (CONS)
<b>West:</b>	Conservation (CONS)

#### **ADJACENT ZONING**

<b>North:</b>	Low Medium Intensity Commercial District (C-2) / Government Use (GU)
<b>South:</b>	Government Use (GU)
<b>East:</b>	Government Use (GU)
<b>West:</b>	Government Use (GU)

#### **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

This project is located in the General Business Land Use area which is characterized by commercial 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 proposed request is consistent with the Comprehensive plan based upon the following:

**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.*

**Objective 5:** *Encourage appropriate infill redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.*

## **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN**

The subject property is located in Sub-Area 5, the Port Everglades area, is defined by the Atlantic Ocean to the east, Sheridan Street to the south, SR 84 to the north with an irregular boundary to the west. This area is comprised of Port Everglades, West Lake Park, and John Lloyd State Park. 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 4.32:** *Upgrade the quality of seasonal accommodations and commercial activities by promoting the renovation and construction of higher quality lodging.*

**Policy 4.37:** *Encourage development and redevelopment of hotel and motels in an effort to increase tourism.*

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

**Policy CW.47:** *Focus beach redevelopment efforts to capitalize on tourist economy.*

## **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 design is contemporary architectural style that incorporates different materials and architectural details including large windows and doors, glass railings, and is accented with wood cladding. On the ground floor, concealing the garage, is the lobby area with an accentuated pick-up and drop-off area for guest.

**FINDING:** Consistent.

<b>CRITERIA 2:</b>	<i>Compatibility.</i> 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.
<b>ANALYSIS:</b>	The proposed design is contemporary featuring simple rectilinear forms. Although there are no adjacent properties developed in the area, the surrounding neighborhood not far from the site consist of primarily motel/hotel and condominiums of varying sizes, styles, and materials; other projects to the east and west, have been approved along the corridor and are of similar scale. The project's massing, scale, rhythm, and architectural elements are compatible with the development of the corridor.
<b>FINDING:</b>	Consistent.
<b>CRITERIA 3:</b>	<i>Scale/Massing.</i> 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.
<b>ANALYSIS:</b>	The project proposes a five-story building at approximately 60 feet in height. The building mass reflects a simple composition of basic architectural details. Street-facing facades are articulated with glass balconies, windows and doors, accented with wood cladding. Other exterior building materials include smooth stucco, and various metal elements. While the area to the north and south are undeveloped conservation area, the corridor itself has been characterized by development of this scale and higher.
<b>FINDING:</b>	Consistent.
<b>CRITERIA 4:</b>	<i>Landscaping.</i> 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.
<b>ANALYSIS:</b>	The Applicant has worked with the City Landscape Architect to incorporate a variety of compatible plant types and forms into the design. As stated by the Applicant, "the landscaping has been integrated with the building design to emphasize the architectural features and help screen the parking areas from the street." 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.

**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