

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

DATE: April 11, 2019 **FILE:** 18-DP-69

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Alexandra Guerrero, Principal Planner

SUBJECT: Jackson Street Development, LLC., request Design and Site Plan for a mixed-use development consisting of 204 residential units and approximately 7,500 sq. ft. of retail space (Nine Hollywood).

REQUEST

Design and Site Plan for a mixed-use development consisting of 204 residential units and approximately 7,500 sq. ft. of retail space (Nine Hollywood).

RECOMMENDATION

Design: Approval.

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

- a. 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).
- b. The Applicant continue to work with the City and CRA on all streetscape improvements, including hardscapes, landscaping, and lighting details during permitting.

REQUEST

The Applicant requests Design and Site Plan for a mixed-use development consisting of 204 residential units and approximately 7,500 sq. ft. of retail space (Nine Hollywood). The subject property is vacant and is approximately one acre, 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 twelve-story mixed-use development at approximately 130 feet in height, is comprised of 204 residential units with a mix of studio, one-, and two-bedroom apartments. Proposed amenities include a pool, lounge area, and a gym. Retail space is located on the ground floor fronting Federal Highway and portions of Jackson Street while promoting pedestrian connectivity throughout the site. A lobby and pick-up and drop-off area are provided on the west side of the property for the residential component.

The design is contemporary, using simple rectilinear lines with protruding balconies that form a meandering rhythm throughout. Materials used include large windows and doors, aluminum railing with aluminum mesh paneling, and a decorative aluminum panel screening the garage pedestal while adding interest to the façade. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape along Federal Highway and Jackson Street. 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 vision for Federal Highway and meets all regulations in the Zoning and Land Use Regulations.

Owner/Applicant:	Jackson Street Development, LLC.
Address/Location:	320 S. Federal Highway
Net Area of Property:	35,906 sq. ft. (0.82 acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
Existing Use of Land:	Vacant

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:	Government Use District (GU)
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 by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.*

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.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 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 design is contemporary and designed with functionality in mind, using simple rectilinear lines with protruding balconies that form a meandering rhythm throughout. Materials used include large windows and doors, aluminum

railing with aluminum mesh paneling, and a decorative aluminum panel screening the garage pedestal while adding interest to the façade. Pedestrian connectivity is provided on the retail and residential portions of the project.

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.

The design is contemporary and designed with functionality in mind. As stated by the Applicant, “the project’s design borrows from the art deco and mid-century modern architecture present in the City of Hollywood in its detailing of the garage screen, unit balconies, and relief panels”.

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 project proposes a twelve-story building at approximately 130 feet in height. The building mass reflects a simple composition of basic architectural details; street-facing facades are articulated with aluminum balconies, windows and doors, and a decorative aluminum panel throughout. Other exterior building materials include smooth stucco, and aluminum storefronts.

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 Reviewer to incorporate a variety of compatible plant types and forms into the design. As stated by the Applicant, “the landscape design incorporates a majority of native plant palette which has been closely coordinated with City Staff to integrate with the existing infrastructure.” The proposed landscape helps articulate the property and enhance the design of the proposed building.

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 February 26, 2019. Therefore, staff recommends approval, if the Design is granted and with the conditions listed on page 1 of this report.

ATTACHMENTS

Attachment A: Application Package
Attachment B: Land Use and Zoning Map
Attachment C: Correspondence