

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

DATE: April 11, 2019 **FILE:** 17-DPV-24

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Alexandra Carcamo, Principal Planner

SUBJECT: AGAP Hollywood LLC., request Variances, Design, and Site Plan for an approximate 111,000 sq. ft. self-storage facility (Hollywood Storage King).

REQUEST:

Variance, Design, and Site Plan for an approximate 111,000 sq. ft. self-storage facility (Hollywood Storage King).

Variance 1: To reduce the parking requirement from 111 parking spaces to 12 parking spaces.

RECOMMENDATION:

Variances 1-2: Approval.

Design: Approval, if Variance is granted.

Site Plan: Approval, if the Variance and Design are granted.

REQUEST

AGAP Hollywood LLC. request Variance, Design, and Site Plan for an approximate 111,000 sq. ft. self-storage facility (Hollywood Storage King). The property is found north of Pembroke Road, west of S. 22nd Ave, and south of Fletcher Street, on an approximate 2 acre lot with a Land Use of Regional Activity Center (RAC) and a zoning designation of Pembroke Road Mixed-Use district (PR).

The Applicant proposes to construct a three-story self-storage facility with an approximate height of 40 feet. The proposed design is contemporary incorporating different materials and architectural details including insulated metal wall panels, glass, decorative concrete block, aluminum eyebrows, and aluminum store fronts. The symmetrical geometry provides an organized design along Pembroke Road while providing a functional entrance for pedestrians. A landscape buffer surrounds the parking area which is located on the side of the building as well as a covered loading space for users; additional loading spaces are located at the rear.

Along with the request is a Variance to reduce the parking requirement from 111 parking spaces to 12 parking spaces. Article 7 of the Zoning and Land Development Regulations does not specifically list the self-storage facility use or provide a relative to a required parking ratio. Therefore, Warehouse has historically been interpreted to be the closest applicable parking ratio. The minimum requirement for Warehouse is one space per 1,000 square feet of floor area. The Applicant has provided a parking analysis to support the Variance as the current Code does not directly address parking calculations for a use of this nature; similar analysis have been provided for other self-storage facilities in the City and have proven to be appropriate. The proposed self-storage facility is a passive use which neither generates traffic nor is a heavy commercial or light manufacturing use for which the applicable parking regulations were designed. The proposed improvements bring an outdated property further in compliance with the proposed regulations of the Regional Activity Center.

SITE INFORMATION

Owner/Applicant:	AGAP Hollywood LLC.
Address/Location:	2147 Pembroke Road
Net Area of Property:	TBD
Land Use:	Regional Activity Center
Zoning:	Pembroke Road Mixed-Use District (PR)
Existing Use of Land:	Commercial

ADJACENT LAND USE

North:	Regional Activity Center (RAC)
South:	N/A (City of Hallandale)
East:	Regional Activity Center (RAC)
West:	General Business/Low Residential

ADJACENT ZONING

North:	Dixie Highway High Intensity Mixed-Use District (DH-3)
South:	N/A (City of Hallandale)
East:	Pembroke Road Mixed-Use (PR)
West:	Low Intensity Industrial and Manufacturing (IM-1)/Single Family (RS-3)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center (RAC), the subject site is surrounded by commercial, industrial, 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*. 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.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The site is located in Sub-Area 3, East Central Hollywood, defined by Dixie Highway to the east, Stirling Road to the north, Pembroke Road to the south and I-95 to the west. This area includes the residential neighborhoods of Liberia/Oakwood Hills, North Central and South Central.

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.*

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.50: *Identify areas where buffers can be provided between residential and commercial/industrial uses and develop incentives to spur privately financed improvements.*

APPLICABLE CRITERIA

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

VARIANCE 1: To reduce the parking requirement from 111 parking spaces to 12 parking 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 does not specifically list the self-storage facility use or provide a relative to a required parking ratio. Therefore, Warehouse has historically been interpreted to be the closest applicable parking ratio. The minimum requirement for Warehouse is one space per 1,000 square feet of floor area. In this case, the Applicant would be required to provide 111 parking spaces. The Applicant has provided a Parking Analysis to the City Engineer which analyzes the average parking demand based on the Institute for Transportation Engineer's manual for Parking Generation, Fourth Edition, explaining the calculation of self-storage facilities. The Applicant has sufficiently demonstrated that providing the parking required by Article 7 of the City's Zoning and Land Development Regulations would result in an excessive amount of unused parking spaces. Staff finds the Applicant's request consistent with the intent of the City's Code.

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 surrounding land uses as well as the Regional Activity Center Future Land Use Designation. As stated by the Applicant, “the parking reduction variance will not be detrimental to the community, as it adequately addresses the parking demand for the subject development while not creating unnecessary and unused abundant pavement area, which otherwise can be dedicated to open space and landscaped areas.” The reduction of parking as illustrated on the Site Plan has allowed the Applicant to incorporate more landscaping into the site, and meet the parking demands of a Self-Storage Facility.
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 the redevelopment of an underdeveloped lot, 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 Applicant states, “The need is not economically based, but rather requested to recognize the unique self-storage land use and provide appropriate and sufficient parking for the same, as the City’s Land Development Regulations do not provide a parking demand ratio for the specific land use.”
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.

CRITERION 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 incorporates a mixture of materials, such as insulated metal wall panels, glass, decorative concrete block, and aluminum store front. The symmetrical geometry provides an organized design along Pembroke Road while providing a functional entrance for pedestrians.

FINDING: Consistent.

CRITERION 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 Pembroke Road 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 the area while meeting the vision of the Regional Activity Center.

FINDING: Consistent.

CRITERION 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 building, at approximately 40 feet in height, is consistent in massing, scale, and architectural elements. Proposed materials include insulated

metal wall panels, glass, decorative concrete block, and an aluminum store front design that fronts Pembroke Road.

FINDING: Consistent.

CRITERION 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 landscape design enhances the design of the building while adding visual appeal to the neighborhood. Canopy trees have been proposed along the street frontages for pedestrians. The property is located on a predominately industrial corridor; however, the Applicant has provided more than the required pervious area and has proposed plant material that harmonizes with the architecture using a considerable amount of native trees, shrubs, and ground covers.

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 Variance and Design are granted.

ATTACHMENTS

ATTACHMENT A: Application Package

ATTACHMENT B: Land Use and Zoning Map