

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

DATE: May 9, 2019 **FILE:** 17-DPV-23

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Alexandra Guerrero, Principal Planner

SUBJECT: Chai Developers, Ltd., requests Variances, Design, and Site Plan Review for a phased development including an approximate 3,500 sq. ft. financial institution; approximately 20,000 sq. ft. of retail space; and modifications to an existing commercial building (Eli's Shopping Center) generally located on the southeast corner of Hollywood Boulevard and State Road 7.

REQUEST:

Variances, Design, and Site Plan Review for a phased development including an approximate 3,500 sq. ft. financial institution; approximately 20,000 sq. ft. of retail space; and modifications to an existing commercial building (Eli's Shopping Center).

Variance 1: To increase the number of permitted monument signs from two to five.

RECOMMENDATION:

Variance: Approval.

Design: Approval.

Site Plan: Approval, if Design is granted.

- a. Should this item be approved, it shall become effective upon approval and recordation of the Plat (for Phase II); and
- b. 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).

REQUEST

At approximately eight acres, the project is comprised of several parcels and proposes a phased development. Today, Chai Developers, Ltd., requests Variances, Design, and Site Plan review for a phased development including an approximate 3,500 sq. ft. financial institution; approximately 20,000 sq. ft. of retail space; and modifications to an existing commercial building (Eli's Shopping Center).

The Applicant proposes to redevelop the site in two phases. Phase I entails partially demolishing the existing building, which is two-stories and is approximately 40 feet high. Once renovated the building will accommodate existing tenants and allow for new tenants, one of which is anticipated to be a fitness center; the rest will be retail bays open for different commercial uses. An additional retail building is proposed fronting Hollywood Boulevard (approximately 20 feet high) along with several site improvements throughout. Phase II, includes retail space and a financial institution fronting Hollywood Boulevard and State Road 7, both building range between 20 and 25 feet in height.

The design is contemporary, 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 Transit Oriented Regulations. Additionally, 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 landscaping was designed with both beautification and function in mind. The proposed landscape helps articulate the property and enhance the design of the buildings. A variety of native plants and trees are proposed to work in concert with the existing site trees.

Due to the size, configuration, dual-frontage condition, and tenant mix, of the proposed project, signage in excess of what is permitted by right is necessary. The Applicant worked with Staff to minimize the amount and magnitude of Variances necessary; and creating a uniform sign plan and design which is proportionally appropriate and compatible with the design of the overall project. Two signs are existing and are the primary signs indicating the individual retail businesses for the plaza; these are permitted by right. The request for three additional monument signs will serve to identify the proposed financial institution and the two proposed retail buildings. The Zoning and Land Development Regulations limits the number of monument signs to one frontage. However, given the extensive length of the frontage and the amount of buildings adjacent to it, additional signage is necessary. Should each of these buildings be located on smaller individual parcels, this variance would not be necessary. As such, Staff recommends approval.

SITE INFORMATION

| | |
|------------------------------|--|
| Owner/Applicant: | Chai Developers, Ltd. |
| Address/Location: | Generally located on the southeast corner of Hollywood Boulevard and State Road 7. |
| Net Area of Property: | 357,240 sq. ft. (8.24 acres); Phase I – 223,576 sq. ft. (5.13 acres) |
| Land Use: | Transit Oriented Corridor |
| Zoning: | South Mixed-Use (S-MU) |
| Existing Use of Land: | Commercial Plaza |

ADJACENT LAND USE

North: Transit Oriented Corridor
South: Transit Oriented Corridor
East: Transit Oriented Corridor
West: Transit Oriented Corridor

ADJACENT ZONING

North: South Mixed-Use (S-MU)
South: South Mixed-Use (S-MU)
East: South Mixed-Use (S-MU)
West: South Mixed-Use (S-MU)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Transit Oriented Corridor, the project is surrounded by commercial, single family, and multi-family 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 expand the mixture of uses in the area serving the adjacent community as well as the region.

Policy 2.2.11: *Promote the development of US 441/SR 7 as a major transit corridor.*

Policy 3.1.1: *Continue to prioritize US 441/SR 7 Corridor for redevelopment opportunities and work with the Florida Department of Transportation and other applicable agencies on design of the highway, and create innovative zoning to implement future plans.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

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 and identifies the US 441/SR 7 Corridor as a Special Emphasis Area of high importance for the development of the City and its improved image. The proposed project is consistent with the City-Wide Master Plan based upon the following:

Guiding Principles and Policies:

- *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*
- *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 Sign Variances as stated in the City of Hollywood's Zoning and Land Development Regulations Article 5.

Variance 1: To increase the number of permitted monument signs from two to three.

CRITERIA 1: The variance is not contrary to the public interest.

ANALYSIS: The Variance request is to increase the number of permitted monument signs from two to five. Two signs are existing and are the primary signs indicating the individual retail businesses for the plaza; these are permitted by right. The request for three additional monument signs will serve to identify the proposed financial institution and the two proposed retail buildings. Should each of these buildings be located on individual parcels, this variance would not be necessary. Therefore, granting the Variance request should not affect the public interest in any way.

FINDING: Consistent.

CRITERIA 2: The variance is required due to special conditions.

ANALYSIS: Due to the size, configuration, dual-frontage condition, and tenant mix, of the proposed project, signage in excess of what is permitted by right is necessary. The Applicant worked with Staff to minimize the amount and magnitude of Variances necessary; and creating a uniform sign plan and design which is proportionally appropriate and compatible with the design of the overall project.

FINDING: Consistent.

CRITERIA 3: A literal enforcement of the provisions of Article 8 may result in unnecessary hardship.

ANALYSIS: The Zoning and Land Development Regulations limits the number of monument signs to one frontage. However, given the extensive length of the frontage and the amount of buildings adjacent to it, additional signage is necessary. Should each of these buildings be located on smaller individual parcels, this variance would not be necessary.

FINDING: Consistent.

Analysis of Criteria and Findings for Design as stated in the City of Hollywood's 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, 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 Transit Oriented Regulations.

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: Since Hollywood Boulevard and State Road 7 are commercial corridors, the proposed development is consistent with the surrounding buildings in scale, massing, and placement. 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 buildings 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 existing building is two-stories and is approximately 40 feet high. The proposed one-story buildings range from 21 to 25 feet in height. Meeting all setback requirements, the building placement also creates a consistent pattern.

As recommended by the City Design Guidelines, while the proposed buildings distinguish themselves from neighboring buildings in terms of architectural elements, the scale, rhythm, height, and setbacks bear some relationship to neighboring buildings and maintain some resemblance of compatibility. 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 Transit Oriented Regulations.

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 buildings. A variety of native plants and trees are proposed to work in concert with the existing site trees. Vehicular use areas are landscaped along the perimeter and 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 Zoning and Land Development Regulations on March 21, 2019. Therefore, Staff recommends approval, if the Variance and Design are granted with the condition stated on page one of this report.

ATTACHMENTS

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