

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

DATE: May 28, 2019 **FILE:** 19-CM-20

TO: Historic Preservation Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Julian Gdaniec, Associate Planner

SUBJECT: Hollywood 1906 Realty LLC, requests a Certificate of Appropriateness for Demolition and a Certificate of Appropriateness for Design for a new commercial building with approximately 2,400 sq. ft. of retail space at 1906 Hollywood Boulevard, within the Historic Hollywood Business District (The Richard Building).

REQUEST

Certificate of Appropriateness for Demolition and a Certificate of Appropriateness for Design for a commercial building with approximately 2,400 sq. ft. of retail space within the Historic Hollywood Business District.

RECOMMENDATION

Certificate of Appropriateness for Demolition: To be determined by the Historic Preservation Board.

Certificate of Appropriateness for Design: Approval, if Demolition is granted.

BACKGROUND

The building in question was constructed in 1946 according to the Broward County Property Appraiser's records. Background research does not indicate that the original architect was any individual of historical significance. Throughout the building's history it has been largely utilized as office space. Office uses are non-conforming with the current zoning regulations. The applicant is requesting the opportunity to improve the property while simultaneously introducing a retail building more compatible with the intent of the Historic Retail Core zoning district.

REQUEST

The Applicant is requesting a Certificate of Appropriateness for Design for a proposed retail building of contemporary design with subtle art deco architectural design cues. The design carries with it a complete overhaul of the front façade. Furthermore, as part of the scope of work the applicant is also proposing an addition to the rear and a new roof line consistent with the proposed changes to the façade.

The stark contrast in architectural style between the existing conditions and proposed design suggest that the most efficient method of achieving the desired outcome is through demolition as opposed to modifications to the existing building. For example, the desire to increase the degree of transparency at the store front through the proliferation of glass across the façade is more effectively achieved by full demolition of the building face in lieu of attempting a retrofit to existing conditions. Likewise, additional square footage is proposed at the rear of the property. Given the existing conditions, especially the fact the structure is nearing 75 years in age, a complete demolition is a more feasible approach than attempting to maintain the existing frame of the structure when considering the improvements that would be necessary to achieve a condition that meets contemporary building code standards. As such, a Certificate of Appropriateness for Demolition is also part of the Applicant's request.

The existing structure is in need of significant rehabilitation and does not fit within the current context of the Hollywood Blvd corridor. The intent of the zoning regulations for the district in which this property is located is to facilitate active uses that encourage a spillover of communication an integration between public space and private establishments. Office uses are not as successful in catalyzing the desired type of activity along the corridor as are retail or restaurant uses. Therefore, a retail building is more appropriate for the area.

SITE BACKGROUND

Owner/Applicant:	Hollywood 1906 Realty LLC
Address/Location:	1906 Hollywood Boulevard
Net Area of Property:	3,630 sq. ft. (.083 acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	Historic Retail Core (RC-2) / Historic Hollywood Business District
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:	Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)
South:	Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)
East:	Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)
West:	Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Within the Comprehensive Plan, the primary 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 the land owners to maximize the use of their property.*

The proposed design allows the Applicant to reinvest into the property while simultaneously transitioning the building typology to one that is more compatible with the desired category of permitted use within the Historic Hollywood Retail Core. The proposed design is compatible with the adjacent properties and surrounding area. Furthermore, the proposed design may serve as an example for future revitalization along Hollywood Boulevard that reinforces the urban environment and encourages the proliferation of active uses and catalyzes increased interaction engagement between the public realm and private establishments.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The City-Wide Master Plan places a priority on attracting and retaining businesses that will increase economic opportunities for the City while enhancing the quality of life for residents. The proposed redevelopment is sensitive to the character and history of the district while allowing the Applicant to update their property and attract additional consumers. The proposed request is consistent with City-Wide Master Plan based upon the following:

Policy CW.46: Place emphasis on redevelopment along the major highway corridors; SR 7, US 1, Dixie Highway, Hollywood Boulevard and SR A1A by limiting expansion of residential areas, and deepening industrial and commercial zones to increase tax revenues.

APPLICABLE CRITERIA

Decisions on Certificates of Appropriateness for Demolition. Based on the following criteria and other appropriate considerations, the Board must determine if the building is of historic significance. The Zoning and Land Development Regulations does not provide guidance as to how much weight should be given to each criterion. *In addition to the mandatory criteria, the designation of any individual site or district as an Historic Site or District requires compliance with at least one of the following additional criteria:*

- (1) Association with events that have made a significant contribution to the broad patterns of our history;*
- (2) Association with the lives of persons significant in our past;*
- (3) Embodiment of distinctive characteristics of a type, period, or method of construction;*
- (4) Possession of high artistic values;*
- (5) Representation of the work of a master;*
- (6) Representation of a significant and distinguishable entity whose components may lack individual distinction; and*
- (7) Yield, or the likelihood of yielding information important in prehistory or history.*

Analysis of criteria and finding for Certificate of Appropriateness for Demolition as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

CRITERION 1: The building, structure, improvement, or site is designated on either a national, state, or local level as an historic preservation district or an architectural landmark or site.

ANALYSIS: The Historic District Design Guidelines recommend *identifying, retaining and preserving buildings which are important in defining the overall historic character of a historic district or neighborhood.* This existing structure, while built in 1946 and while part of the

Historic Hollywood Business District, is not a contributing structure or example of a definitive piece of architecture that is vital to the continued perseverance of the district at large.

CRITERION 2: The building, structure, improvement, or site is of such design, craftsmanship, or material that it could be reproduced only with great difficulty and/or expense.

ANALYSIS: The original building does not exhibit characteristics or elements that are unique or contributing to the character of the Historic District. While there may be no portion of the structure or design element on the original home or site that could not be reproduced or replicated without great difficulty or expense, the proposed design is more consistent with the desired vision of the corridor while still maintaining contextual harmony with the historic nature of the district.

CRITERION 3: The building, structure, improvement, or site is one of the last remaining examples of its kind in the neighborhood, the county, or the region.

ANALYSIS: The Historic District Design Guidelines allow for the removal of *non-significant buildings, additions, or site features which detract from the historic character of a site or the surrounding district or neighborhood*. As previously stated, although the existing building was constructed in 1946, it does not possess distinct historic architectural features, and it is not an exemplar of a specific Period of Significance as indicated by the Design Guidelines for Historic Properties and Districts.

CRITERION 4: The building, structure, improvement, or site contributes significantly to the historic character of a historically designated district.

ANALYSIS: Staff finds there is not substantial historic character in the original building that could be considered to impart a significant contribution to the overall character of the district.

CRITERION 5: Retention of the building, structure, improvement, or site promotes the general welfare of the city by providing an opportunity for study of local history, architecture, and design or by developing an understanding of the importance and value of a particular culture and heritage.

ANALYSIS: As stated hereinabove, the existing building does not embody a structure steeped in architectural style or historical character that would provide an opportunity for study of local history, architecture, or design.

CRITERION 6: There are definite plans for reuse of the property if the proposed demolition is carried out, and those plans will not adversely effect on the historic character of the Historic District.

ANALYSIS: The Applicant is proposing to demolish the existing structure and put in its place a retail building of contemporary design with subtle art deco architectural design cues. In Staff's view, the proposed retail building will positively contribute to the character of the district moving forward.

CRITERION 7: The Unsafe Structures Board has ordered the demolition of a structure or the feasibility study determines that the retention of the building would deny the owner of all economically viable uses of the property.

ANALYSIS: The Unsafe Structures Board has not ordered the demolition of this home. However, the Architect of the project as determined that a complete demolition is a more feasible approach for achieving the desired design outcomes given the existing conditions and age of the structure.

CRITERION 8: The information listed in the Historic Properties Database (a listing of historic and non-historic properties) has been considered as a guideline in determining whether a Certification of Appropriateness for Demolition should be issued.

ANALYSIS: The property is not individually designated and a Florida Site File was not found.

Analysis of criteria and finding for Certificate of Appropriateness of Design as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

CRITERION: INTEGRITY OF LOCATION

ANALYSIS: The structure is located on Hollywood Boulevard in downtown. In its current state the façade does not exhibit any particular architectural style. The new contemporary design allows for large windows that enhance the storefront and is in line with the intent and purpose of the Downtown area.

FINDING: Consistent.

CRITERION: DESIGN

ANALYSIS: The Design Guidelines encourages renovations to be compatible with the character of the neighborhood with regard to scale, materials, texture, and color. The proposed façade design of the new structure will not conflict with other architectural elements of the surrounding area as these elements are implemented into the design.

FINDING: Consistent

CRITERION: SETTING

ANALYSIS: As stated in the Design Guidelines, "...setting is the relationship of buildings within the Historic District and the surrounding site and neighborhood." The proposed façade design of the new structure is compatible with the existing commercial structures and surrounding area as it exhibits architectural elements that are found throughout the district as well as conveying appropriate design cues for its contemporary era.

FINDING: Consistent.

CRITERION: MATERIALS

ANALYSIS: The Design Guidelines state materials are an important part of the fabric of any historic district or property and help to maintain the historic character of the place. The materials as proposed are similar to what has been established within the surrounding area, in reference to more contemporary projects as well as older building stock. The increased usage of glass is appropriate for the retail core.

FINDING: Consistent.

CRITERION: WORKMANSHIP

ANALYSIS: The Design Guidelines recommend consideration of significant materials before undergoing rehabilitation of a historic structure or property. Materials of the renovations are consistent with the adjacent areas and are sensitive in design and nature to the structure and adjacent properties. The design of the proposed building is consistent with current workmanship styles and methods.

FINDING: Consistent.

CRITERION: ASSOCIATION

ANALYSIS: It is recommended by the Design Guidelines *that new construction should be compatible with existing buildings... Within the context of historic preservation, elements of design such as massing, scale and rhythm reflect architectural style as well as the richness of the historic district.* The proposed façade of the new structure aligns with the rhythm and scale of the downtown area and reflects the architecture of its time while still implementing elements that complement the historic character of downtown Hollywood.

FINDING: Consistent.

ATTACHMENTS

ATTACHMENT A: Application Package

ATTACHMENT B: Aerial Photograph