

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

**DATE:** July 11, 2019 **FILE:** 18-DP-33

**TO:** Planning and Development Board

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

**FROM:** Julian Gdaniec, Associate Planner

**SUBJECT:** Y & Y H Construction Inc. / Salim Haddad requests Design and Site Plan for a 12 unit residential development located at 2324 Johnson Street (Haddad Luxury Apartments).

**REQUEST**

Design and Site Plan for a 12 unit residential development (Haddad Luxury Apartments).

**RECOMMENDATION**

Design: Approval.

Site Plan: Approval, if Design is granted.

**REQUEST**

The Applicant requests Design and Site Plan for a 12 unit residential development in the North Central Hollywood neighborhood. This site is zoned Dixie Highway Medium Intensity Multi-Family Zoning District (DH-2) and has a land use of Regional Activity Center (RAC). The property is approximately 0.33 acres.

The proposed development is for a two-story, 12 unit residential building. The unit mix will consist of studios, one-bedroom and two-bedroom units. The project includes a surface parking area well screened by lush and native landscape, and a portico extending the length of the building providing covered access to each of the residential units. The ground floor unit along the north façade is oriented so that the entrance to the unit is fronting the right of way along Johnson Street. There is also a covered semi-open alcove that provides weather protection for mail collection and bicycle storage. The building is designed with functionality in mind, while making thoughtful consideration for connection between the building and the pedestrian realm in a manner consistent with the vision of the RAC.

Architectural elements of the contemporary design, such as the decorative stone, large balconies, and metal railings come together to create a design that is not intrusive, enhances the character of the neighborhood, and promotes a positive relationship between the pedestrian and the built environment. The use of repetition throughout the design provides consistency and cohesion; while the design simultaneously maintains interest through the smart incorporation of material variation. Warm

materials, contrasting colors, and geometric repetition define façades that will become a positive addition to the urban fabric of the developing Regional Activity Center. Moreover, the landscape plan further enhances the pedestrian experience by screening the parking area from the public right-of-way. The building is proposed at 28 feet in height, which allows the massing of the building to seamlessly fit within the current context of the vicinity while also maintaining alignment with the future vision for the neighborhood. The Applicant has worked with Staff to ensure that all applicable regulations are met; as such the proposed site plan is consistent with code. Development of this site enhances the neighborhood and encourages redevelopment of the area.

<b>Owner/Applicant:</b>	Y & Y H Construction / Salim Haddad
<b>Address/Location:</b>	2324 Johnson Street
<b>Net Area of Property:</b>	14,480 sq. ft. (0.33 acres)
<b>Land Use:</b>	Regional Activity Center (RAC)
<b>Zoning:</b>	Dixie Highway Medium Intensity Multi-Family District (DH-2)
<b>Existing Use of Land:</b>	Residential

#### **ADJACENT LAND USE**

<b>North:</b>	Regional Activity Center (RAC)
<b>South:</b>	Regional Activity Center (RAC)
<b>East:</b>	Regional Activity Center (RAC)
<b>West:</b>	Regional Activity Center (RAC)

#### **ADJACENT ZONING**

<b>North:</b>	Dixie Highway Low Intensity Multi-Family District (DH-1)
<b>South:</b>	Dixie Highway Medium Intensity Multi-Family District (DH-2)
<b>East:</b>	Dixie Highway Medium Intensity Multi-Family District (DH-2)
<b>West:</b>	Dixie Highway Medium Intensity Multi-Family District (DH-2)

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

Located within the Regional Activity Center the subject site is surrounded primarily by multi-family residential properties. 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 intent of the Regional Activity Center land use designation is to *encourage redevelopment or development of areas that are regionally significant. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need to automobile travel, provide incentives for quality development, and give definition to the urban form*. Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for new development within the Regional Activity Center. The project is consistent with the Comprehensive Plan based on the following Objectives:

**Objective 4:** *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.*

**Objective 6:** *Encourage multi-use areas and mixed uses concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy*

*conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development.*

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

The project is located in Sub-Area 3, geographically defined by Dixie Highway to the east, I-95 to the west, Stirling Road to the north and Pembroke Road to the south. This area includes 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.*

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

***Policy 6.7:*** *Prepare design plans to enhance the streetscape with emphasis on the pedestrian environment*

## **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:** Architectural elements of the design such as stone material, contrasting colors, and geometric repetition define façades that will become a positive addition to the urban fabric. The building is designed with functionality in mind, while making thoughtful consideration for connection between the building and the pedestrian realm. The simplicity of the architecture will contribute towards the longevity of the design, allowing for this project to become a catalyst of redevelopment within this particular area of the RAC.

**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:** With varying architectural styles and finish materials of the surrounding community, the proposed development does not exhibit architectural features and styles that are insensitive and incompatible to the surrounding neighborhood. The applicant has introduced a modern interpretation of the styles and elements found throughout the neighborhood.

**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 Applicant has worked with Staff to design a proposal that is compliant with zoning regulations as it pertains to FAR, height, setbacks, and landscape requirements. The development does not exceed height limitations as set forth in the Zoning and Land Development regulations and is compatible with surrounding sites. The proposed scale and height is consistent with the vision of the Regional Activity Center.

**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 Architect to incorporate a variety of compatible plant types and forms into the design. The proposed landscape helps articulate the property and enhance the design of the proposed building. The landscape plan incorporates the use of native species to screen the surface parking area from the public right-of-way to the maximum degree while accentuating the access point to ground floor unit on the south façade; enhancing the pedestrian experience by emphasizing the human scale, while beautifying through greenery.

**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 May 22, 2019. Therefore, staff recommends approval, if the Design is granted.

The following standards shall be utilized by the Technical Advisory Committee and the Planning and Development Board in the review, evaluation, and approval of all required plans and exhibits:

- A. *Natural Environment.* All proposed development shall be designed in such a manner as to preserve, perpetuate and improve the existing natural character of the site. Existing trees and other landscape features shall, to the maximum extent possible, be preserved in their natural state; and additional landscape features shall be provided to enhance architectural features, to relate structural design to the site, and to conceal unattractive uses. In all instances the city's tree protection, landscaping and all other applicable regulations shall be fully complied with as minimum standards.
- B. *Open space.* Adequate landscaped open space shall be provided which meets the particular needs and demands of the proposed development and all specific zoning district requirements. Legal methods assuring the continued preservation and maintenance of required open space shall be submitted to and approved by the City Attorney. The type and distribution of all open space shall be determined by the character, intensity and anticipated residential or user composition of the proposed development.
1. Passive open spaces (those areas not planned for intensive activity) shall be arranged as to enhance internal spatial relationships between proposed structures, to provide buffers between the project and adjacent less intensive uses, to facilitate pedestrian movements within the development, and to improve the overall visual quality of the site.
  2. Active open spaces (those areas containing activities such as playgrounds, tennis courts, swimming pools and other active recreational facilities) shall be located so as to permit easy access to all residents or users within a development. Private recreational facilities and activities within specific projects shall, wherever possible, complement, rather than duplicate, nearby public recreational activities.
- C. *Circulation and parking.* All circulation systems and parking facilities within a proposed development shall be designed and located in such a manner as to comply with the following:
1. A clearly defined vehicular circulation system shall be provided which allows free movement within the proposed development while discouraging excessive speeds. Said systems shall be separated insofar as practicable from pedestrian circulation systems. Pavement widths and access points to peripheral streets shall be provided which adequately serve the proposed development and which are compatible and functional with circulation systems outside the development.
  2. Whenever possible in proposed residential developments, living units should be located on residential streets or courts which are designed to discourage nonlocal through traffic.
  3. Off-street parking areas shall be provided which adequately accommodate maximum vehicle storage demands for the proposed project and are located and designed in such a manner so as to conveniently serve the uses to which they are accessory and not create incompatible visual relationships.
  4. Safe and efficient access to all areas of the proposed development shall be provided for emergency and service vehicles, as required by the Florida Building Code in effect in Broward County, Florida, as revised from time to time.

5. Sidewalks shall be provided as required by the city regulations.
  6. Handicapped Accessibility shall be provided as required by all applicable regulations.
- D. *Community services and utilities.* All proposed developments shall be designed and located in such a manner as to insure the adequate provision, use and compatibility of necessary community services and utilities.
1. An adequate sanitary sewer collection system including all necessary extensions and connections, shall be provided in accordance with city standards for location and design. Where necessitated by the size of the development and/or by the unavailability of city treatment facilities, sanitary sewage treatment and disposal systems must be provided in accordance with city and state standards and regulations.
  2. An efficient solid waste collection system, including the provisions of an adequate number of properly screened local receptacles in locations which afford maximum use and collection convenience, shall be provided in accordance with all applicable city standards.
  3. A well designed internal system for fire protection, including the provisions of an adequate number of properly located fire hydrants and an efficient access arrangement for emergency fire vehicles, shall be provided to insure the safety of all persons within the project.
- E. *Building and other structures.* All buildings and structures proposed to be located within a development shall be oriented and designed in such a manner as to enhance, rather than detract from, the overall quality of the site and its immediate environment. The following guidelines shall be followed in the review and evaluation of all buildings and structures:
1. Proposed buildings and structures shall be related harmoniously to the terrain, other buildings and the surrounding neighborhood, and shall not create through their location, style, color or texture incompatible physical or visual relationships.
  2. All buildings and structures shall be designed and oriented in a manner insuring maximum privacy of residential uses and related activities both on the site being developed and property adjacent thereto.
  3. All permanent outdoor identification features which are intended to call attention to proposed projects and/or structures shall be designed and located in such a manner as to be an integral part of the total project and/or structural design and shall not exceed a size and scale necessary for the recognition from vehicles moving along adjacent streets at prescribed legal speeds.
- F. *Level of service standards.* For the purpose of the issuance of development orders and permits, the city has adopted level of service standards for public facilities and services which include roads, sanitary sewer, solid waste, drainage, potable water, and parks and recreation. All applicants are required to prove concurrency pursuant to the City's Comprehensive Plan and F.S. Chapter 163, as amended from time to time.

- G. *Other requirements.* Requirements and recommendations as provided in the city tree and landscape regulations shall be observed as will the requirements of all applicable standards and regulations.

#### **ATTACHMENTS**

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