

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

DATE: July 16, 2019 **FILE:** 19-C-38

TO: Historic Preservation Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Deandrea Moise, Planning Administrator

SUBJECT: Woolworth 26 LLC request a Certificate of Appropriateness for Design exterior renovations and addition to a commercial building located at 1903 Hollywood Boulevard, within the Historic Hollywood Business District (Twin Peaks).

REQUEST

Certificate of Appropriateness for Design for exterior renovations and addition to a commercial building within the Historic Hollywood Business District.

STAFF'S RECOMMENDATION

Certificate of Appropriateness for Design: Approval, with the following conditions:

1. Unity of Title, in a form acceptable to the City Attorney, be submitted prior to the issuance of Building Permits, and recorded by the City of Hollywood, in the Broward County Public Records prior to Certificate of Completion (C/C) or Certificate of Occupancy (C/O).
2. Rear exterior stairway shall be built as illustrated in original design (Attachment D).

BACKGROUND

The existing two-story commercial building which housed the Woolworth store was originally constructed pre-1940 (as stated in the Historical Site File); however the Architect of Record is unknown. Permit history indicates renovations and alterations occurred between the 1950s and 1960s; however, the extent of work is unknown. The subject property presents an architectural style of Streamline/ Art Moderne. In this style of architecture *Buildings became "streamlined," rejecting the traditions and looking toward the future. Massing became more important than the application of detail. Rounded, horizontal, flat, smooth, aerodynamic, became the terms and the goal...*

Records indicate that the structure was owned by F. W. Woolworth Co., later sold to Hollywood Bank and Trust, and now the structure is home to a restaurant. While the building has not been deemed individually eligible for the National Register of Historic Places, it is considered a contributing structure for the Hollywood Historic Business District.

REQUEST

The subject site, comprised of two lots, includes the Woolworth building (currently a restaurant) and an outdoor seating area to the east. The Applicant is proposing exterior renovations to the current façade and to extend the outdoor seating to the second level. The façade renovation will reduce the number of entrances and provide a single centered entrance. Within the Historical Site File for the subject property, architectural details such as, the metal recessed entry storefront and marquee awning, are noted as elements that contribute to the structures historical significance within the Historic Downtown Business District. The proposed entrance maintains the recessed design and awning, respecting the integrity of the structure.

The proposed use of the building will remain a restaurant use, and the future tenant wishes to expand the outdoor seating area to the second level above the existing outdoor seating area. The addition maintains the light and airy character of an outdoor seating area through the use of various materials and continues to be open on all three sides. While the proposed addition introduces many new elements such as a diverse color palette, decorative stone veneer, wood railings, and a metal canopy, the Applicant has been careful to respect the existing design elements. The Secretary of the Interior's Standards for Rehabilitation states that wherever possible, additions should be done in such a manner that if the addition be removed, it would not affect the integrity of the historic structure and the Applicant has worked with Staff to achieve that. Furthermore, the City of Hollywood Design Guidelines states *new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment*, as such the proposed addition was designed to pay respect to the existing architecture and historical value, while creating function and a design that meets the future tenant's identity.

During design development, the rear stairway along the east elevation evolved to include a disproportionate amount of stone and glass cladding creating an enclosed appearance. Staff finds the resulting stairway massing heavy to the rest of the addition. As such Staff recommends that rear stairway be built as illustrated originally (Attachment D). Furthermore, as the subject site is located over more than one lot, recommends that the Applicant provide a Unity of Title. Overall, the proposed addition and exterior blend seamlessly with the existing architecture and create dynamic and visually appealing facades that enhance the character and diversity within the district. The

The Historic Preservation Board is guided by the Secretary of the Interior's Standards for Rehabilitation and the City of Hollywood's Design Guidelines for Historic Properties and Districts. These documents offer design controls for materials, scale, massing and location for all properties within the district. The proposed request is consistent with the character of the Historic Hollywood Business District and the design maintains the spatial relationship with surrounding properties in its scale and massing.

SITE BACKGROUND

Applicant/Owner: Woolworth 26 LLC
Address/Location: 1903 Hollywood Boulevard

Size of Property: Approximately 9,000 sq. ft. (0.21 acres)
Present Zoning: Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)
Present Use of Land: Regional Activity Center (RAC)

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: North Downtown High Intensity Mixed-Use District (ND-3)
South: Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)
East: Government Use (GU)
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 to gain public interest and maximize the use of the property. The proposed design is compatible with the adjacent properties and surrounding area, and respects the existing style of the building. Furthermore, the exterior renovations to the façade of the commercial building will be an example for future revitalization along Hollywood Boulevard.

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

Guiding Principle: *Attract and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents.*

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

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 along Hollywood Boulevard within in downtown. The subject site today currently operates as a restaurant with an outdoor seating area. The proposed exterior alterations will enhance the existing use and promote reinvest into the District. The proposed alterations are 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. Architectural details such as, the metal recessed entry storefront and marquee awning, are noted as elements that contribute to the structures historical significance within the Historic Downtown Business District and the proposed design for the front design maintains those elements, respecting the integrity of the structure. While the proposed addition introduces many new elements such as a diverse color palette, decorative stone veneer, wood railings, and a metal canopy, the Applicant has been careful to respect the existing design elements. Overall the proposed addition and exterior blend seamlessly with the existing architecture and create dynamic and visually appealing facades that enhance the character and diversity within the district.

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 exterior alterations maintain or reconstruct some elements of the existing design such as the recessed entry. Furthermore, the proposed second floor canopy compliments and respects the existing building by avoiding replicating the existing design and reflecting architecture of its time while implementing the proposed tenant’s iconic identity. As the structure is located in more than one lot, Staff conditions that the Applicant provide a Unity of Title.

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. Furthermore, the materials are compatible in quality, color, texture, finish, and dimension to those that are in the historic district and the existing building. However, Staff conditions that the rear stairway be returned to the original design as during design development, the stairway evolved to include a disproportionate amount of stone and glass cladding creating an enclosed appearance.

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 façade alterations 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 improvements align with the rhythm and scale of the downtown area and reflects the architecture of it time while still implementing elements in to the facade that complement the existing downtown character. Moreover, if removed, the additional would not affect the integrity of the historically contributing structure. Furthermore, the City of Hollywood Design Guidelines states *new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment,* as such the proposed addition was designed to pay respect to the existing architecture and historical value, while creating function and a design that meets the future tenant’s identity.

FINDING: Consistent.

ATTACHMENTS

- ATTACHMENT A: Application Package
- ATTACHMENT B: Aerial Photograph
- ATTACHMENT C: Historic Site Data
- ATTACHMENT D: Original Rear Stairway Design