

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

DATE: July 25, 2019

MEMO NO.: P-19-09

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Julian Gdaniec, Associate Planner

SUBJECT: Continued Item 18-DP-33

EXPLANATION:

File No. 18-DP-33 was continued from the July 11, 2019 Planning and Development Board meeting, at Staff's request. Due to a miscalculation on the timing of the adoption of the Design Criteria Text Amendment (19-T-02) and the publishing of the staff reports, the report did not include the amended criteria. Upon evaluation of the new criteria, Staff finds that the previously provided analysis remains applicable; and therefore, recommends approval. The criteria and analysis are provided below:

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. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment. The Design should consider architectural elements that are characteristic of the surrounding neighborhood.

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 harmonious relationship between existing architectural language and composition 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, and with the established and adopted vision for the area.

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, and with the established and adopted vision of the area. Building geometries shall reflect a simple composition of basic architectural details in relation to its length, width, height lot coverage, and setting of the structure in contexts with adjacent buildings.

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.