

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

DATE: July 25, 2019 **MEMO NO.:** P-19-10

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Deandrea Moise, Planning Administrator

SUBJECT: Continued Item 18-DP-34

EXPLANATION:

File No. 18-DP-34 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. 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 proposed development offers a design that can be seen as a positive addition to the existing plaza and surrounding area. Furthermore, the proposed development seeks to enhance pedestrian connectivity by providing pedestrian paths from Hollywood Boulevard to the building.

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: The architectural styles and elements of the proposed development do not exhibit architectural features and styles that are insensitive and incompatible to the surrounding area. Architectural elements of the design blend seamlessly with the existing design of the plaza and enhances the overall appearance along Hollywood Boulevard.

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 proposed building is proportionate in scale and massing with the adjacent structures within the plaza and meets the height requirements. The design includes architectural details that tie into the existing design of the plaza while introducing new elements. Furthermore, sitting the building in its proposed location helps to reinforce the fabric of the corridor.

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 Reviewer 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.

FINDING: Consistent.