

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

DATE: September 12, 2019 **FILE:** 19-P-24

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Fitz Murphy, Planning Administrator

SUBJECT: Dream Hollywood Properties, LLC et al requests Site Plan approval for a commercial at-grade parking lot generally located east of North Ocean Drive between Indiana and Buchanan Street (Dream Hollywood Beach Parking Facility).

REQUEST:

Site Plan approval for an at-grade commercial parking lot (Dream Hollywood Beach Parking Facility).

RECOMMENDATION:

Site Plan: Approval

BACKGROUND

In November 2015, the applicant received a Certificate of Use to establish a provisional parking lot with the conditions that (1) Applicant must continue to comply with the provision of the Code Of Ordinances: 157.78 (D)(9)(d) An undeveloped vacant parcel located within a commercial area of the Downtown District, or Beach District, may be utilized as a Provisional Parking Lot. A Provisional Parking Lot shall be defined as a stabilized area that has been graded with a dust free surface of asphalt or no less than two inches of crushed rock, or a combination thereof, the lot shall have a landscaped perimeter at least 2.5 feet wide with a hedge and ground cover. Provisional Parking Lots may operate for up to two years. The applicant may request up to two additional two-year extensions from the CRA Executive Director, or his/her designee. (2) Applicant must comply with Engineering and Parking Departments requirements for the Site Plan layout at time of Building Permit application permit # B15-105005. (3) Parking Lot shall operate in compliance with the above conditions. The Applicant also recorded a Unity of Title in the Broward County Public Records.

In January 2018, the applicant applied for an extension of the Certificate of Use, however was denied due to the original building permit for a provisional lot never gaining approval. In November 2018, the City Commission passed Ordinance O-2018-18, repealing the regulations relating to provisional parking lots within the downtown and beach districts of the Community Redevelopment Agency. As a result the applicant is here today requesting approval of a site plan for a commercial parking lot.

REQUEST

The subject site is located east of North Ocean Drive between Indiana and Buchanan Street within the Central Beach neighborhood. The lots have a General Business land use, and is zoned as Beach Resort Commercial District (BRT-25-C) which will allow for commercial uses, including commercial parking lots. Dream Hollywood Properties, LLC et al, is proposing an at-grade commercial parking lot, with entrances on Buchanan and Indiana Street, and an exit on Buchanan Street only.

The proposed lot is flanked by a six story condo hotel to the south, vacant commercial lots to the north, commercial to the west and a fifteen story residential building to the east. The commercial parking lot will replace a vacant lot previously intended to be used a provisional parking lot.

SITE INFORMATION

Owner/Applicant:	Dream Hollywood Properties, LLC 10003 Fields Road, Inc. 100 North Fredrick Avenue, Inc
Address/Location:	915 N Ocean Drive 335 & 345 Indiana Street 338 & 346 Buchanan Street
Net Area of Property:	36,509.12 sq. ft. (0.84 acres)
Land Use:	General Business (GBUS)
Existing Zoning:	Beach Resort Commercial District (BRT-25-C)
Existing Use of Land:	Vacant Commercial, provisional parking Lot, Single Family Home

ADJACENT LAND USE

North:	General Business (GBUS)
South:	General Business (GBUS)
East:	General Business (GBUS)
West:	General Business (GBUS)

ADJACENT ZONING

North:	Beach Resort Commercial District (BRT-25-C)
South:	Planned Development (PD)
East:	Beach Resort Commercial District (BRT-25-C)
West:	Beach Resort A1A Commercial District (BRT-25-A1A-C)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Land Use Element

This project is located in the General Business land use area which is characterized by commercial uses. 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 surrounding community has a mix of residential and commercial land.

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

Objective 13: *The City of Hollywood shall prioritize infrastructure service improvements to supplement and enhance economic development and redevelopment, and streetscape and aesthetic design.*

The proposed project will allow for a needed public infrastructure to serve the entire community within the City of Hollywood in a manner which enhances existing facilities.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The City-Wide Master Plan is a compilation of policy priorities and recommendations designed to improve the appearance, appeal, and economic tax base of the City. It establishes a format for future direction and vision for the City.

The subject property is located in Sub-Area 4, which is geographically defined by the Atlantic Ocean to the east, the Intercoastal Waterway to the west, Hallandale Beach Boulevard to the south and Dania Beach Boulevard to the north. The Beach is comprised of three very distinct areas, North Beach, Central Beach and South Beach.

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.*

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

Policy 4.27: *Identify underutilized Beach areas and provide public parking to promote maximum use of the Beach*

Policy 4.44: *Adopt recommendations for easing the parking and circulation problems along Central Beach before permitting expansions of businesses or residences.*

Policy CW.47: *Focus beach redevelopment efforts to capitalize on tourist economy.*

Policy CW.48: *Continue working with the Downtown and Beach CRA's, the Broward Alliance, the Hollywood Business Council and other economic development agencies to realize redevelopment, increased tax base and improved quality of life.*

The proposed development and use are consistent with the above policies by promoting the best use of land, while taking into consideration the surrounding properties and making the necessary improvements in order to help mitigate any possible impacts which may occur.

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 July 22, 2019. Therefore, Staff recommends approval.

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