

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

**DATE:** September 17, 2019 **FILE:** 19-C-50

**TO:** Historic Preservation Board

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

**FROM:** Carmen Diaz, Associate Planner

**SUBJECT:** 2019-2030 Hollywood LLC % S Baxt, request a Certificate of Appropriateness for Design for exterior renovations to a commercial building located at 2027 Hollywood Boulevard, within the Historic Hollywood Business District.

**REQUEST**

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

**RECOMMENDATION**

Certificate of Appropriateness for Design: Approval.

**BACKGROUND**

The Applicant is requesting a Certificate of Appropriateness for Design for exterior renovations to an existing commercial building. The existing one-story structure was originally built circa 1926 as stated in the Historical Site File; the Architect of Record is unknown. Permit history indicates renovations and alterations occurred since the 1960's; however the extent of the work is unknown. The subject bay has been vacant and the storefront has been covered for a few years; not allowing for the current condition of the front façade to be appreciated.

The Historical Site File has on record a picture of the façade of 2027-2029-2031 Hollywood Boulevard which was a typical One-Part Commercial Block façade. *The one-part commercial block consists of single story buildings, usually simple boxes with decorative facades, which house either a single store or many units. Facades, which face the street, have large windows and recessed entryways.* This building was a typical commercial construction of the 1920's with simple designs and a few ornaments. The building had a recessed storefront entry and a continuing awning above the sidewalk. While the building has not been individually eligible for the National Register of Historic Places, it is considered a contributing structure for the Hollywood Historic Business District.

## REQUEST

The Applicant is requesting a Certificate of Appropriateness for Design to expand his business. He owns a restaurant at 2025 Hollywood Boulevard called Tardes Calenas. The adjacent space at 2027 Hollywood Boulevard will provide entertainment such as billiard tables and a bar. The proposed design exhibits architecture of its time with a clean and contemporary design, while still implementing the Downtown character. The glass storefront will be recessed approximately fourteen feet from the pedestrian walkway to create an outdoor seating area and a bar in the front. This open space offers a fresh environment and entertainment to pedestrians. It is a continuation from the street and an invitation for pedestrians exploring the Downtown area that was not present before while providing additional operating space for the business owner. The exterior wall color and awnings will match the existing pallet. The exterior renovations to the façade of the commercial building will be an example for future revitalization along Hollywood Boulevard that reinforces the urban environment. The proposed design is compatible with the existing commercial structures and surrounding area.

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.

<b>Owner/Applicant:</b>	2019-2030 Hollywood LLC % S Baxt
<b>Address/Location:</b>	2027 Hollywood Boulevard
<b>Net Area of Property:</b>	2,310 sq. ft. (0.05 acres)
<b>Land Use:</b>	Regional Activity Center (RAC)
<b>Zoning:</b>	Historic Retail Core (RC-2) / Historic Hollywood Business District
<b>Existing Use of Land:</b>	Commercial

## 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>	North Downtown High Intensity Mixed-Use District (ND-3) / Historic Hollywood Business District (HPOD-1)
<b>South:</b>	Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)
<b>East:</b>	Historic Retail Core (RC-2) / Historic Hollywood Business District (HPOD-1)
<b>West:</b>	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. Furthermore, the exterior renovations to the façade of the commercial building will be an example for future revitalization along Hollywood Boulevard that reinforces the urban environment.

#### **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:

*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 on Hollywood Boulevard in Downtown. In its current state, the façade does not exhibit any particular architectural style. The storefront has been covered for a few years without being able to see its current condition. The new contemporary design allows for a recessed storefront and entry providing an open seating area and bar in the front. This open space offers a fresh environment and entertainment to pedestrians. 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. The proposed façade renovation will not conflict with other architectural elements of the surrounding area as these elements are implemented into the design.

**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 façade

renovation reconstructs some elements of the existing design such as the recessed entry and storefront. Furthermore, the proposed awning compliments and respects the existing design. The proposed design is compatible with the existing commercial structures and surrounding area as it exhibits architectural elements that are found throughout the district as well as exhibiting the architecture of its time.

**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. The materials as proposed are similar to what has been established within the surrounding area.

**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 renovations home 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 its time while still implementing elements in to the facade that complement the existing Downtown character.

**FINDING:** Consistent.

## **ATTACHMENTS**

ATTACHMENT A: Application Package

ATTACHMENT B: Aerial Photograph