

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

DATE: October 10, 2019 **FILE:** 18-DPV-40

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Alexandra Guerrero, Principal Planner

SUBJECT: Jeremy Meyer LLC., request a Variance, Design, and Site Plan for an approximate 123,000 sq. ft. self-storage facility located at 910 S Dixie Highway (StorAll Building).

REQUEST:

Variance, Design, and Site Plan for an approximate 123,000 sq. ft. self-storage facility (StorAll Building).

Variance: To reduce the parking requirement from 123 parking spaces to 11 parking spaces.

RECOMMENDATION:

Variance: Approval.

Design: Approval, if Variance is granted.

Site Plan: Approval, if the Variance and Design are granted.

REQUEST

Jeremy Meyer LLC., request Variance, Design, and Site Plan for an approximate 123,000 sq. ft. self-storage facility (StorAll Building). The property is found south of Washington Street, west of Dixie Highway, and north of Dewey Street, on an approximate one acre lot with a Land Use of Regional Activity Center (RAC) and a zoning designation of Dixie Highway High Intensity Mixed-Use district (DH-3).

The Applicant proposes to construct a five-story self-storage facility with an approximate height of 55 feet. The design proposes clean volumes, incorporating different materials and architectural details including insulated metal wall panels, glass, decorative concrete block, aluminum eyebrows, and aluminum store fronts. The symmetrical geometry provides an organized design along Dixie Highway while providing a functional entrance for pedestrians. The landscape plan designed with both beautification and function in mind, incorporates an array of native trees, palms, and shrubs while improving the streetscape along Washington Street, Dewey Street, and Dixie Highway. Additionally, a landscape buffer surrounds the parking area and loading spaces which is located at the rear of the building.

Along with the request is a Variance to reduce the parking requirement from 123 parking spaces to 11 parking spaces. Article 7 of the Zoning and Land Development Regulations does not specifically list the self-storage facility use or provide a relative to a required parking ratio. Therefore, Warehouse has historically been interpreted to be the closest applicable parking ratio. The minimum requirement for Warehouse is one space per 1,000 square feet of floor area. The Applicant has provided a parking analysis to support the Variance as the current Code does not directly address parking calculations for a use of this nature; similar analysis have been provided for other self-storage facilities in the City and have proven to be appropriate. The proposed self-storage facility is a passive use which neither generates traffic nor is a heavy commercial or light manufacturing use for which the applicable parking regulations were designed. The proposed improvements bring an outdated property further in compliance with the proposed regulations of the Regional Activity Center.

SITE INFORMATION

Owner/Applicant:	Jeremy Meyer LLC.
Address/Location:	910 S. Dixie Highway
Net Area of Property:	44,524 sq ft. (1.02 acres)
Land Use:	Regional Activity Center
Zoning:	Dixie Highway High Intensity Mixed-Use District (DH-3)
Existing Use of Land:	Commercial

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:	Dixie Highway High Intensity Mixed-Use District (DH-3)
South:	Dixie Highway High Intensity Mixed-Use District (DH-3)
East:	Dixie Highway High Intensity Mixed-Use District (DH-3)
West:	Dixie Highway High Intensity Mixed-Use District (DH-3)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center (RAC), the subject site is surrounded by commercial, industrial, and residential 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*. Redevelopment of this site will increase the availability of commercial uses and expand the mixture of uses in the area; serving the adjacent community as well as the region.

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

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:

This property is located in Downtown/Lakes Sub-Area 2, East Hollywood and Downtown, is geographically defined by the Intracoastal Waterway to the east, Dixie Highway to the west, Sheridan Street to the north and Pembroke Road to the south. This area includes the residential neighborhood of the Lakes, West Lake and the amorphous residential areas between Federal and Dixie Highways. Sub-Area 2 is surrounded by Sub-Areas 3, 4 and 5 (East-Central Hollywood, Hollywood Beach and the port). Sub-Areas 3 and 4 are highly populated areas.

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 CW.21: *Create and expand where appropriate commercial and industrial zones to increase tax dollars.*

Policy CW.50: *Identify areas where buffers can be provided between residential and commercial/industrial uses and develop incentives to spur privately financed improvements.*

APPLICABLE CRITERIA

Analysis of Criteria and Findings for a Variance as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

VARIANCE 1: To reduce the parking requirement from 123 parking spaces to 11 parking spaces.

CRITERION 1: That the requested Variance maintains the basic intent and purpose of the subject regulations particularly as it affects the stability and appearance of the City.

ANALYSIS: Article 7 of the Zoning and Land Development Regulations does not specifically list the self-storage facility use or provide a relative to a required parking ratio. Therefore, Warehouse has historically been interpreted to be the closest applicable parking ratio. The minimum requirement for Warehouse is one space per 1,000 square feet of floor area. In this case, the Applicant would be required to provide 123 parking spaces. The Applicant has provided a Parking Analysis to the City Engineer which analyzes the average parking demand based on the Institute for Transportation Engineer's manual for Parking Generation, Fourth Edition, explaining the calculation of self-storage facilities. The Applicant has sufficiently demonstrated that providing the parking required by Article 7 of the

City's Zoning and Land Development Regulations would result in an excessive amount of unused parking spaces. Staff finds the Applicant's request consistent with the intent of the City's Code.

FINDING: Consistent.

CRITERION 2: That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community.

ANALYSIS: The requested reduction in parking requirements is compatible with surrounding land uses as well as the Regional Activity Center Future Land Use Designation. The reduction of parking as illustrated on the Site Plan has allowed the Applicant to incorporate more landscaping into the site, and meet the parking demands of a Self-Storage Facility.

FINDING: Consistent.

CRITERION 3: That the requested Variance is consistent with and in furtherance of the Goals, Objectives and Policies of the adopted Comprehensive Plan, as amended from time to time, the applicable Neighborhood Plan and all other similar plans adopted by the City.

ANALYSIS: Objective 4 of the Land Use Element of the Comprehensive Plan states Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted. The requested Variance allows for the redevelopment of an underdeveloped lot, finding consistency with and furtherance of the Goals, Objectives and Policies of the Comprehensive Plan.

FINDING: Consistent.

CRITERION 4: That the need for requested Variance is not economically based or self-imposed.

ANALYSIS: The Applicant states, "The present code simply does not have a category for self-storage facilities as many other communities have incorporated them into their codes. Our parking consultants clearly illustrate the difference for this type of use with respect to this request."

FINDING: Consistent.

CRITERION 5: That the Variance is necessary to comply with State or Federal Law and is the minimum Variance necessary to comply with the applicable law.

FINDING: Not Applicable.

Analysis of Criteria and Findings for Design as stated in the City of Hollywood Zoning and Land Development Regulations, Article 5.

CRITERION 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: The design proposes clean volumes, incorporating different materials and architectural details including insulated metal wall panels, glass, decorative concrete block, aluminum eyebrows, and aluminum store fronts. The symmetrical geometry provides an organized design along Dixie Highway while providing a functional entrance for pedestrians.

FINDING: Consistent.

CRITERION 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: The Design Guidelines state *new construction should differentiate itself from neighboring buildings in terms of architectural style while the scale, rhythm, height and setbacks as well as the location of windows, doors and balconies bear some relationship to neighboring buildings and maintain some resemblance of compatibility.* There is no predominant architectural style along this corridor. As Dixie Highway is a commercial corridor, the proposed development is consistent with the surrounding buildings in scale, massing, and placement; Redevelopment of this site is a step closer to beautifying the area while meeting the vision of the Regional Activity Center.

FINDING: Consistent.

CRITERION 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 for 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 context with adjacent buildings.*

ANALYSIS: The Design Guidelines state, *Building Heights for additions and new construction are recommended to relate to the height of abutting buildings.* It further states, *Building footprints should take into account pedestrian and vehicular circulation.* The proposed building, at approximately 55 feet in height, is consistent in massing, scale, and architectural elements. Proposed materials include insulated

metal wall panels, glass, decorative concrete block, and an aluminum store front design that fronts Dixie Highway.

FINDING: Consistent.

CRITERION 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 landscape design enhances the design of the building while adding visual appeal to the neighborhood. Canopy trees have been proposed along the street frontages for pedestrians. The property is located on a predominately commercial corridor; however, the Applicant has provided more than the required pervious area and has proposed plant material that harmonizes with the architecture using a considerable amount of native trees, shrubs, and ground covers.

FINDING: Consistent.

SITE PLAN

The Technical Advisory Committee (TAC) found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Zoning and Land Development Regulations on August 15, 2019. Therefore, Staff recommends approval, if the Variance and Design are granted.

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