

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

DATE: November 14, 2019 **FILE:** 19-DP-35

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Fitz M. Murphy, Planning Administrator

SUBJECT: VK Development Group LLC requests Design and Site Plan for a 96 unit residential development (Hudson Village).

REQUEST

Design and Site Plan for a 96 unit residential development (Hudson Village).

RECOMMENDATION

Design: Approval.

Site Plan: Approval, if Design is granted and with the following conditions:

- a. Should this item be approved, it shall become effective upon approval and recordation of the alley vacation and dedication; and
- b. A Unity of Title or Unity of Control, in a form acceptable to the City Attorney, be submitted prior to the issuance of permits and recorded in the Broward County Public Records, by the City of Hollywood, prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).

REQUEST

The Applicant requests Design and Site Plan for a residential development consisting of 96 residential units (Hudson Village). The subject property is comprised of two lots separated by an alley, one of which is vacant and the other a one story office building built in 1937 (BCPA). The property has a Land Use of Regional Activity Center (RAC) and a Zoning designation of Federal Highway Medium-High Intensity Mixed-Use District (FH-2).

In order to develop the site as proposed the applicant has requested the abandonment of the alley bisecting the two properties and is proposing the dedication of a new alley along the northeast corner of the property ending at Washington Street. As a result of this request, Staff recommends the condition

that **should the item be approved, it shall become effective upon approval and recordation of the alley vacation and dedication.** Additionally, and upon the reconfiguration of the site, Staff also recommends that **a Unity of Title or Unity of Control, in a form acceptable to the City Attorney, be submitted prior to the issuance of permits and recorded in the Broward County Public Records, by the City of Hollywood, prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).**

The proposed eight-story affordable housing development at approximately 92 feet in height, is comprised of 96 residential units with a mix of one-, and two-bedroom apartments. The units Proposed amenities include a multipurpose room, computer room, and a gym on the ground floor fronting Federal Highway and portions of Washington and Dewey Street. A lobby is provided on the corner of Dewey and Washington, promoting pedestrian connectivity throughout the site. At the podium level, a pool and lounge area provide an outdoor amenity for the residents.

The design is contemporary, utilizing simple rectilinear lines with projecting balconies, moving away from symmetry and creating a variety of planar elements. Materials used include concrete, stucco, large aluminum-framed glazing, artificial green vines, and aluminum cladding, louvers and railings. The proposed landscape connects the site to its context, through the use of complementary plant material that blurs the lines between the public and private realm. This enhances the design of the proposed building and the pedestrian experience along Federal Highway, Washington and Dewey Street. The Applicant has worked with Staff to ensure that all applicable regulations are met, and has worked with Engineering to ensure that vehicular circulation is adequate, particularly as it relates to the vacation and dedication of the alley. Development of this site is consistent with the vision for Federal Highway and meets all regulations in the Zoning and Land Use Regulations.

The Applicant has worked carefully with Staff to ensure a design and site plan that is in line with the regulations and enhances the character of the surrounding area. As such, Staff recommends approval with the aforementioned conditions.

Owner/Applicant:	VK Development Group LLC
Address/Location:	901 S. Federal Highway, generally located on the east side of Federal Highway between Washington and Dewey Street
Current Net Area of Property:	38,106 sq. ft. (0.87 acres)
Proposed Net Area of Property:	38,131 sq. ft. (0.87 acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
Existing Use of Land:	Professional Services Building / Vacant

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:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
South:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
East:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
West:	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center (RAC), the subject site is surrounded by commercial, single family residential, multi-family residential, and institutional 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 by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.*

Policy 5.16: *Foster Economic Development through creative land use, zoning and development regulations, City services, and City policies.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 2, 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 neighborhoods of Parkside, Royal Poinciana and Hollywood Lakes. 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 City-Wide Master Plan recognizes the need for a mix of uses along the corridors. The proposed project is consistent with the 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.44: *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

Policy CW.46: *Place emphasis on redevelopment along the major highway corridors; SR 7, US 1, Dixie Highway, Hollywood Boulevard and A-1-A by limiting expansion of residential areas, and deepening industrial and commercial zones to increase tax revenues.*

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: The design is contemporary, utilizing simple rectilinear lines with projecting balconies, moving away from symmetry and creating a variety of planar elements. Materials used include concrete, stucco, large aluminum-framed glazing, artificial green vines, and aluminum cladding, louvers and railings. Per the Applicant, “the aluminum louvers that visually shield the podium parking are large and wrap around the building, creating an element that grounds the view and emphasizes the ground floor. Similarly, the roof element at the corner of Dewey Street and South Federal Highway is large and draws attention to this corner which is the main entrance.” Pedestrian connectivity is provided through the transparency of the ground floor and the amenities within the building. The glass façade at the ground level creates a pedestrian friendly active use along Federal Highway.

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: 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 Federal 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 Federal highway.

The placement of the building on the site creates a harmonious relationship between the proposed building and the existing context, as well as adhering to the patterns for future developments. As stated by the Applicant, “the building layout is also consistent with the surrounding neighborhood because it maintains the 25 feet setback on the East-West streets while keeping a much closer setback on to the sidewalk on US-1.”.

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 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 scale of the development is reflective of the adopted vision for the area, proposing an eight-story building at approximately 92 feet in height. Per the Applicant, “the building geometries reflect a simple composition that is a direct product of the lot it sits on. The height of the building is about 1/3 of the building’s frontage (which is over 270 feet), making for pleasant proportions that will not stand out as an aberration.”

The building mass is reduced and articulated by the composition of architectural details; street-facing facades are articulated with apertures, decorative aluminum cladding, louvers, and railings, and projecting balconies throughout. Other exterior building materials include concrete, smooth stucco, and aluminum-framed glass storefronts.

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: As stated by the Applicant, “landscaping for this project has been carefully coordinated with the City’s landscape department to ensure that a variety of native species and preferred plant types were integrated into the design.” The proposed landscape connects the site to its context, through the use of complementary plant material that blurs the lines between the public and private realm. This enhances the design of the proposed building and the pedestrian experience along Federal Highway and portions of Washington and Dewey Street.

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 Hollywood Zoning and Land Development Regulations on September 30, 2019. Therefore, Staff recommends approval, if Design is granted with the following conditions:

- a. **Should this item be approved, it shall become effective upon approval and recordation of the alley vacation and dedication.**
- b. **Unity of Title or Unity of Control, in a form acceptable to the City Attorney, be submitted prior to the issuance of permits and recorded in the Broward County Public Records, by the City of Hollywood, prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).**

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