

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

**DATE:** December 12, 2019 **FILE:** 18-DPSV-61

**TO:** Planning and Development Board

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

**FROM:** Deandrea Moise, Planning Administrator

**SUBJECT:** Southwest Holly LLC, is requesting a Special Exception, Variances, Design, and Site Plan for a service station located at 106 and 190 S State Road 7 (Wawa on State Road 7).

**REQUEST:**

Special Exception, Variances, Design, and Site Plan for a service station (Wawa).

Variance 1: To waive the active use and transparency requirement along Hollywood Boulevard.

Variance 2: To increase the maximum number of permitted parking spaces from 66 to 69 spaces.

**RECOMMENDATION:**

Special Exception: Approval.

Variance 1: Approval, if Special Exception is granted, and with the condition that The Applicant shall work with the Staff to enhance the landscape buffer along Hollywood Boulevard.

Variance 2: Approval, if Special Exception is granted.

Design: Approval, if Special Exception and Variances are granted.

Site Plan: Approval, if the Special Exception, Variances, and Design are granted, and with the following conditions:

- a. Approval shall become effective upon recordation of the Plat.
- b. The Applicant submit the appropriate perpetual cross-access agreements, and Unity of Title in a form acceptable to the City Attorney, prior to the issuance of any Building Permits and recorded by the City of Hollywood in the Public Records of Broward County prior to the issuance of Certificate of Occupancy (C/O).
- c. Work with Staff to enhance design of the monument sign.

## REQUEST

Southwest Holly LLC is requesting a Special Exception, Variances, Design, and Site Plan for a service station. A Special Exception is required in order to establish a service station in most areas of the City. As defined in the Zoning and Land Development Regulations, a Special Exception is *a use not generally appropriate in a district, but would be appropriate if it is consistent with the review criteria listed for Special Exceptions.*

Currently the site is home to an expansive at grade parking lot fronting State Road 7, a partially demolished building, and a very limited amount of businesses. The Applicant seeks to redevelopment the site in a manner that better aligns with the intent of the TOC regulations and enhances the overall character of the corridor. The current sea of parking, absence of frontage along State Road 7, and nearly 100 percent of impervious area, are conditions that the site plan addresses. The site design does not meet the typical layout of a service station. The proposed Wawa service station will feature 10 fuel islands and while the canopy and pump islands front Hollywood Boulevard, it has been situated in a manner where the shorter side of the canopy is along Hollywood Boulevard and is setback approximately 75 feet. Furthermore, the canopy is mostly hidden by the building on the east façade, as the convenience store now fronts State Road 7. Through the redevelopment of this site, two pedestrian access points are proposed, one along Hollywood Boulevard and the other along State Road 7. The implementation of these absent pedestrian access points, promote pedestrian connectivity and supports the vision for the TOC in creating a more urban environment along the corridor. The pedestrian experience is further enhanced through the implementation of a covered outdoor dining/seating area. Though the service station design represents the user's prototype, the introduction of this design improves the character of the corridor and is compatible with other elements found in the surrounding area, such as stucco, clapboard siding, metal, and an aluminum store front design, and sizeable windows. The site plan also include two monument signs allocated along each frontage to increases visibility for those navigating the roadways prior to reaching the intersection. While the design of the monument sign is consistent with the regulations, Staff conditions that **the Applicant work with Staff to enhance the design of the monument sign.** The redevelopment of this site demonstrates the much needed reinvestment into the area and to this corner of corridor. **Due to the site location and proposed work Staff conditions that should this item be approved that it shall only become effective following Plat recordation and that the applicant shall submit a Unity of Title and access agreements to the City.**

As the active use is solely provided along State Road 7 the Applicant is seeking to waive the active use and transparency requirements along Hollywood Boulevard. Due to the shape of the lot, a proposal where the retail portion could be pushed to the corner, creating building frontages along both Hollywood Boulevard and State Road 7 cannot be achieved. The Applicant has worked to provide landscape buffers and adequate setbacks to reduce visual impacts of the canopy and parking area. **Staff also conditions that should this Variance be approved that the Applicant works with Staff to enhance the landscape along Hollywood Boulevard.** Additionally, due to Wawa's standards the amount of parking proposed, exceeds the maximum amount of parking by three spaces. The number of spaces requested is integral to the efficient and pleasurable experience of the consumer.

The new site configuration eliminates or decreases several non-conformities that exist on the site today such as pervious area, active use, and vehicular use area landscape. The configuration of the site provides thoughtful landscape design, both within the vehicular use area and frontages, along with a site plan that pushes for consistency with the recently adopted regulations. The Applicant has extensively worked with Staff to provide a more urban approach to the proposed use and several iterations of the site were proposed in order to reach the request today.

## SITE INFORMATION

<b>Owner/Applicant:</b>	Southwest Holly LLC
<b>Address/Location:</b>	106 N State Road 7, 190 N State Road 7
<b>Net Area of Property:</b>	106,616 Sq. Ft. (2.36 Acres)
<b>Land Use:</b>	Transit Oriented Corridor (TOC)
<b>Zoning:</b>	South Mixed Use District (S-MU)
<b>Existing Use of Land:</b>	Commercial

## ADJACENT LAND USE

<b>North:</b>	Transit Oriented Corridor (TOC)
<b>South:</b>	Transit Oriented Corridor (TOC)
<b>East:</b>	Transit Oriented Corridor (TOC)
<b>West:</b>	Transit Oriented Corridor (TOC)

## ADJACENT ZONING

<b>North:</b>	South Mixed Use District (S-MU)
<b>South:</b>	South Mixed Use District (S-MU)
<b>East:</b>	South Mixed Use District (S-MU)
<b>West:</b>	South Mixed Use District (S-MU)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Transit Oriented Corridor, the project is near commercial, 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 will expand the mixture of uses in the area; serving the adjacent community as well as the region.

***Policy 3.1.1:*** Continue to prioritize US 441/SR 7 Corridor for redevelopment opportunities and work with the Florida Department of Transportation and other applicable agencies on design of the highway, and create innovative zoning to implement future plans.

***Objective 5:*** Encourage appropriate infill, redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas.

***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 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 and identifies the US 441/SR 7 Corridor as a Special Emphasis Area of high importance for

the development of the City and its improved image. 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.21:** *Create and expand where appropriate commercial and industrial zones to increase tax dollars.*

**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 Special Exception** as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

**CRITERION 1:** The Proposed use must be consistent with the principles of the City's Comprehensive Plan.

**ANALYSIS:** The intent of the Comprehensive Plan's calls to *encourage appropriate infill, redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas.* Redevelopment of this site demonstrates reinvestment and value in the area and will increase the availability of commercial uses and expand the mixture of uses while enhancing the corner of State Road 7 and Hollywood Boulevard.

**FINDING:** Consistent.

**CRITERION 2:** The proposed use must be compatible with the existing land use pattern and designated future uses and with the existing natural environment and other real properties within the vicinity.

**ANALYSIS:** The subject site is located on the main commercial core of the State Road 7 Corridor. It is zoned South Mixed Use District, with a Land Use designation of Transit Oriented Corridor (TOC). As it is located within a mixed use district, a mix of commercial uses are permitted and there are existing commercial uses in the vicinity, including a service station. The redevelopment of this site enhances the overall character of the corridor and contributes to the active streetscape along State Road 7.

<b>FINDING:</b>	Consistent.
<b>CRITERION 3:</b>	That there will be provisions for safe traffic movement, both vehicular and pedestrian, both internal to the use and in the area which will serve the use.
<b>ANALYSIS:</b>	Ingress and egress to the site will be provided off Hollywood Boulevard and State road 7; these access points will allow drivers to safely navigate internally and avoid traffic back-up in the public right-of-way. Additionally, pedestrian connectivity is provided throughout the site. Adequate striping and signage is provided throughout to ensure safe circulation of vehicles and pedestrians.
<b>FINDING:</b>	Consistent.
<b>CRITERION 4:</b>	That there are setbacks, buffering and general amenities in order to control any adverse effects of noise, light, dust and other potential nuisances.
<b>ANALYSIS:</b>	The Applicant has worked with Staff through several iterations to ensure that the proposed design limits any adverse effects and potential nuisances. The site currently shares access with the adjacent commercial plaza and has provided more landscape buffers than currently on site. Furthermore, the site was designed in such a manner that the canopy has limited visual impact to the roadways.
<b>FINDING:</b>	Consistent.
<b>CRITERION 5:</b>	The proposed use, singularly or in combination with other Special Exceptions, must not be detrimental to the health, safety, or appearance of the neighborhood or other adjacent uses by reason of any one or more of the following: the number, area, location, height, orientation, intensity or relation to the neighborhood or other adjacent uses.
<b>ANALYSIS:</b>	The Applicant has worked with Staff comprehensively with regards to design, landscaping, setbacks, vehicular and pedestrian circulation, etc. to ensure that the proposed use conforms to the character of the commercial corridor for which it is located. The site meets the Zoning and Land Development Regulations.
<b>FINDING:</b>	Consistent.
<b>CRITERION 6:</b>	The subject parcel must be adequate in shape and size to accommodate the proposed use.
<b>ANALYSIS:</b>	The Zoning and Land Development Regulations require Service Stations to have a minimum plot size of no less than 100 feet in width and 100 feet in depth. The subject site meets the requirements and is approximately 102,600 square feet (2.36 acres). The parcel provides ample space to accommodate the proposed use.

**FINDING:** Consistent.

**CRITERION 7:** The proposed use will be consistent with the definition of a Special Exception and will meet the standards and criteria of the Zoning Classification in which such use is proposed to be located and all other requirements for such particular use set forth elsewhere in the Zoning Code, or otherwise adopted by the City Commission.

**ANALYSIS:** A Special Exception is defined *as a use not generally appropriate in a district, but would be appropriate if it is consistent with the review criteria listed for Special Exceptions*. The project meets the minimum lot size required for Service Station. The Applicant has worked with Staff with regards to design, landscaping, setbacks, vehicle and pedestrian circulation, etc. It meets regulations and reduces several existing non-conformities pertaining to design, height, setbacks, vehicular use area landscaping, etc. and is consistent with the character of development currently found on adjacent parcels. This excludes the variances that are requested to better serve the site and future consumer.

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

**VARIANCE 1:** To waive the active use and transparency requirement along Hollywood Boulevard

**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:** The variance requested meets the basic intent and will not have a detrimental effect on the stability and appearance of the City, as the Applicant has provided a large landscape buffer along Hollywood to minimize the visual impact of the parking area. Furthermore, it is conditioned that the **Applicant work with Staff to enhance the proposed landscape along Hollywood Boulevard**. Development of the site will bring the property closer in compatibility to the surrounding community and vision of the TOC.

**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 variance would not be detrimental to the surrounding land uses and community as the Applicant has worked extensively with Staff through several iterations to ensure that the possible impacts are minimized. The canopy has been significantly setback, and the landscape buffer was increased to minimize the visual impact.

**FINDING:** Consistent.

<b>CRITERION 3:</b>	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.
<b>ANALYSIS:</b>	Development of the site will bring the property closer in compatibility to the surrounding community and goals of the Comprehensive Plan and other adopted plans. The redevelopment of this site demonstrates the much needed reinvestment into this area of the City and this corner of corridor.
<b>FINDING:</b>	Consistent.
<b>CRITERION 4:</b>	That the need for requested Variance is not economically based or self-imposed.
<b>ANALYSIS:</b>	The variance is due to the existing shape of the subject property. As the lot does not include the corner, pushing the building to the corner and allowing building frontage on both Hollywood Boulevard and State Road 7 cannot be achieved. The Applicant has worked to reduce any impact.
<b>FINDING:</b>	Consistent.
<b>CRITERION 5:</b>	That the Variance is necessary to comply with State or Federal Law and is the minimum Variance necessary to comply with the applicable law.
<b>FINDING:</b>	Not Applicable.
<b>VARIANCE 2:</b>	To increase the maximum number of permitted number of parking spaces from 66 to 69 parking spaces.
<b>CRITERION 1:</b>	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.
<b>ANALYSIS:</b>	Wawa has developed certain operational standards to ensure the efficient and pleasurable experience of the consumer. Wawa believes that the amount of parking is integral to the operation of their facilities. While the request seeks to increase the maximum number of parking spaces, the increase is minimal and maintains the basic intent of the regulations and has virtually no effect on the stability and appearance of the City.
<b>FINDING:</b>	Consistent.
<b>CRITERION 2:</b>	That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community.
<b>ANALYSIS:</b>	The minimal increase of three parking spaces would not be detrimental. The additional parking spaces may foster an improved experience for the consumer

during the visit.

**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:** The requested increase in parking spaces is consistent with the Comprehensive Plan and similar plans as it facilitates the development of this site and meets the basic intent of the regulation as the increase is minimal. Furthermore, aware of changing technologies, Wawa anticipates that some of the parking spaces may have the possibility to be used as vehicle charging stations.

**FINDING:** Consistent.

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

**ANALYSIS:** The minimal increase of three parking spaces would not be detrimental. The additional parking spaces may foster an improved experience for the consumer during the visit. This is based on previous operational experience of this user. The additional requested in minimal and maintain the basic intent of the regulations.

**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.

**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 service station incorporates the building's design to represent the user's prototype; the building is consistent in massing, scale, and architectural elements. Proposed materials include stucco, clapboard siding, metal, and an aluminum store front design that come together to introduce a compatible design along State Road 7 and to the surrounding commercial uses. Additionally, pedestrian paths provide easy access from the public sidewalk to the site enhancing pedestrian connectivity.



**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 this is located within a commercial corridor, the proposed development is consistent with the surrounding buildings in scale, massing, and placement. Architectural detailing is provided in harmony with the surrounding built environment using an array of materials to provide an identity for the building while creating a cohesive fabric.

**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 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 buildings are consistent in massing, scale, and architectural elements. Proposed materials include stucco, glass, metal, and an aluminum store front design that come together to introduce a compatible design with 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 landscaping was designed with both beautification and function in mind and all landscape requirements have been met. The proposed landscape helps articulate the property and enhance the design of the building. A variety of native plants and trees are proposed to work in concert with the existing site trees. Ample buffers are provided where required and enhanced where

adjacent to the larger arterial roads with 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 November 26, 2019. Therefore, Staff recommends approval if the Special Exception, Variances, and Design are granted and **with the conditions listed on page 1 of this report.**

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