

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

DATE: December 12, 2019 **FILE:** 19-DP-04

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Fitz Murphy, Planning Administrator

SUBJECT: Kaliff Corp / Shoppes of Hardrock LLC, requests Design and Site Plan for a 100 room hotel located at 5530 South State Road 7 (The Kosher House).

REQUEST

Design and Site Plan for a 100 room hotel (The Kosher House).

RECOMMENDATION

Design: Approval.

Site Plan: Approval, if Design is granted and with the condition that an Access Agreement, 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).

BACKGROUND

On July 13, 2013, Planning and Development Board provided the necessary Variances, Design and Site Plan approvals for an approximate 4,000 square foot McDonald's restaurant with drive-thru (Phase I) and an approximate 5,000 square foot commercial building (Phase II) located at 5530 S. State Road 7 (13-DPV-12). While the request for Variance and Design were only for the McDonald's restaurant, the Applicant was required to obtain additional approvals for the Design at the time of development of Phase II. The 5,000 square foot commercial building was Site Plan met all requirements for the zoning districts State Road 7 Commercial Corridor District Resort Commercial (SR7 CCD-MHC) and Medium-High Intensity Commercial District (C-4). In 2017 the Transit Oriented District was rezoned resulting in an increase in development rights.

REQUEST

The Applicant requests Design and Site Plan to construct a 100 room hotel, Phase II of the previously approved Resolution 13-DPV-12. The subject site is located on the east side of South State Road 7 and south of SW 54th Court, more specifically to the east, or rear, of the existing Mac Donald's restaurant. In

addition to the 100 rooms, the hotel will feature a roof top restaurant and pool for the sole use of the hotel guests.

The design is contemporary, while maintaining overall cohesion through the use of similar architectural elements, treatments, and materials. Materials include glass, wood, grey stucco, and greenery on the walls. The Applicant states that these material “evoke a warm inviting feel.” Per the requirements of the Transit oriented District, the parking garage is screened with an architectural treatment, enhancing the aesthetic of the building. Varying volumetric heights and openings in the building mass articulate the building. The highlighted building entrances, framed with wood define the entrance and is proposed to face the public right-of-way, as recommended by the Design Guidelines and recently adopted Transit Oriented Regulations. Although the hotel is located to the rear of an existing restaurant, the Applicant has made efforts to ensure that the entrance is visible and accessible to pedestrians from the public right of way.

The proposed plan meets all the regulations as required per the code and is consistent with proposed location for Phase II on the Site Plan Resolution 13-DPV-12. The Applicant has worked carefully with Staff to ensure a design and site plan that is in line with the regulations and meets the intent and vision of the Transit Oriented Corridor.

Applicant:	Kaliff Corp / Shoppes of Hardrock LLC
Address/Location:	5530 South State Road 7
Net Area of Property:	13,597 sq. ft. (0.31 acres)
Land Use:	Transit Oriented Corridor (TOC)
Zoning:	North Mixed Use District (N-MU)
Existing Use of Land:	Restaurant
Year Built:	2013 (Broward County Property Appraiser)

ADJACENT LAND USE

North:	Transit Oriented Corridor (TOC)
South:	Transit Oriented Corridor (TOC)
East:	Low-Medium (10) Residential (LM) – Dania Beach
West:	Low (5) Residential (LRES) – Tribal Land

ADJACENT ZONING

North:	North Mixed Use District (N-MU)
South:	North Mixed Use District (N-MU)
East:	Two-Family Residential District (RD-8000) – Dania Beach
West:	Not Applicable (N/A) – Tribal Land

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Transit Oriented Corridor, the project is surrounded by commercial, single family, and multi-family 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 reaffirm the mixture of uses in the area serving the adjacent community as well as the region.

Policy 2.2.11: *Promote the development of US 441/SR 7 as a major transit corridor.*

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.*

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 Principles and Policies:

- *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*
- *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 Design as stated in the City of Hollywood's 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, while maintaining overall cohesion through the use of

similar architectural elements, treatments, and materials. Materials include glass, wood, grey stucco, and greenery on the walls. The Applicant states that these material “evoke a warm inviting feel.” Per the requirements of the Transit oriented District, the parking garage is screened with an architectural treatment, enhancing the aesthetic of the building. Varying volumetric heights and openings in the building mass articulate the building. The highlight building entrances, framed with wood define the entrance and is proposed to face the public right-of-way, as recommended by the Design Guidelines and recently adopted Transit Oriented Regulations. Although the hotel is located to rear of an existing restaurant, the Applicant has made efforts to ensure that the entrance is visible and accessible to pedestrians from the public right of way.

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: Since State Road 7 is a commercial corridor, the proposed development is consistent with the surrounding buildings in scale, massing, and placement. The location of the hotel is consistent with the approved location for the future commercial building established for the site plan approval of the existing restaurant. Architectural detailing is provided in harmony with the vision for the surrounding built environment, using an array of materials to provide an identity for the buildings 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 proposed six-story building is 65 feet in height, with an additional fifteen feet of allowed vertical encroachment, including, Elevators, stairs, lobbies, parapet, pool decks and enclosed amenities. Meeting all setback requirements, the building placement also creates a consistent pattern.

As recommended by the City Design Guidelines, while the proposed buildings distinguish themselves from neighboring buildings in terms of architectural elements, the scale, rhythm, height, and setbacks bear some relationship to neighboring buildings and maintain some resemblance of compatibility. Varying volumetric heights and openings in the building mass articulate the building. The highlighted building entrances, framed with wood define the entrance and is proposed to face the public right-of-way, as recommended by the Design

Guidelines and recently adopted Transit Oriented Regulations. Although the hotel is located to rear of an existing restaurant, the Applicant has made efforts to ensure that the entrance is visible and accessible to pedestrians from the public right of way.

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.

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 and with **the condition that an Access Agreement, 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