

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

**DATE:** February 11, 2020 **FILE:** 19-DP-28

**TO:** Planning and Development Board

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

**FROM:** Carmen Diaz, Assistant Planner

**SUBJECT:** 1818 Madison LLC requests Design and Site Plan for a 15 unit residential development located at 1818 Madison Street.

**REQUEST**

Design and Site Plan for a 15 unit residential development.

**RECOMMENDATION**

Design: Approval.

**REQUEST**

The Applicant requests Design and Site Plan approval for a fifteen unit residential development at 1818 Madison Street. This site is zoned FH-2 Federal Highway Medium-High Intensity Mixed-Use District and has a land use of Regional Activity Center (RAC). The property is approximately 0.2 acres.

The subject site has an outdated residential, two story building. The Applicant is proposing to demolish and construct a four-story, fifteen unit residential development. The proposed residential structure features resident and guest parking spaces, one to two bedroom floor plans, and a roof deck area. The building is oriented to front Madison Street, which is in line with the vision of the RAC and helps to promote a positive relationship between the pedestrian and the built environment.

The design is contemporary, consisting of simple lines throughout the building proposing a series of contrasting volumes, creating dynamic and visually appealing facades. The neutral paint palette and varying materials, such as smooth and scored stucco, aluminum railings are used to further emphasize the geometric language. In addition, parking is located at grade under the building and screened from view using a concrete parapet on the sides and a decorative garage door in the front. Furthermore, this design also uses landscaping to enhance and frame the property. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape along Madison. The proposed design, meeting all applicable regulations, helps to serve as an example for future revitalization efforts.

**Owner/Applicant:** 1818 Madison LLC.  
**Address/Location:** 1818 Madison Street  
**Net Area of Property:** 8,184 sq. ft. (0.19 acres)  
**Land Use:** Regional Activity Center (RAC)  
**Zoning:** Federal Highway Medium-High Intensity Mixed-Use (FH-2)  
**Existing Use of Land:** Residential

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

#### **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

Located within the Regional Activity Center the subject site is surrounded primarily by multi-family residential properties. 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.* The intent of the Regional Activity Center land use designation is to *encourage redevelopment or development of areas that are regionally significant. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need to automobile travel, provide incentives for quality development, and give definition to the urban form.* Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for new development within the Regional Activity Center. The project is consistent with the Comprehensive Plan based on the following Objectives:

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

***Objective 6:*** *Encourage multi-use areas and mixed uses concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development.*

#### **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 neighborhood of Parkside, Royal Poinciana and Hollywood Lakes. The proposed project is consistent with the City-Wide Master Plan, based upon the following Guiding Principles and Policies.

**Guiding Principle:** *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

**Policy CW.44:** *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

**Policy 6.7:** *Prepare design plans to enhance the streetscape with emphasis on the pedestrian environment*

## **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. The use of traditional materials for new architectural details is recommended. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment.

**ANALYSIS:** The design is contemporary, consisting of simple lines throughout the building proposing a series of contrasting volumes, and creating dynamic and visually appealing facades. The different materials emphasize the geometric language. The building faces Madison Street and provides pedestrian access giving definition to the urban form. Orienting buildings toward the street further supports the intent of the Regional Activity Center to encourage development which facilitate mixed-use developments.

**FINDING:** Consistent.

**CRITERIA 2:** *Compatibility.* The relationship between existing architectural styles 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. Buildings should contain architectural details that are characteristic of the surrounding neighborhood.

**ANALYSIS:** With varying architectural styles and finish materials found throughout the surrounding community, the proposed development exhibits architectural features and styles that are sensitive and compatible to the surrounding neighborhood. The Applicant has introduced a modern interpretation of the styles and elements found throughout the neighborhood, introducing a fresh look to the neighborhood, and propelling a sense of community.

**FINDING:** Consistent.

**CRITERIA 3:** *Scale/Massing.* Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures. Building mass 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. Architectural details include, but are not limited to, banding, molding, and fenestration.

**ANALYSIS:** The Applicant has worked with Staff to design a proposal that is compliant with zoning regulations as it pertains to FAR, height, setbacks, and landscape requirements. The proposed building has 4 stories and is 41 ft. high. The development does not exceed height limitations as set forth in the Zoning and Land Development regulations and is compatible with surrounding sites. The proposed scale and height is consistent with the vision of the Regional Activity Center.

**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 Applicant has worked with the City Landscape Architect to incorporate a variety of compatible plant types and forms into the design. The proposed landscape helps articulate the property and enhance the design of the proposed building. The landscape plan incorporates plant species that help to improve the pedestrian experience.

**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 December 18, 2019. Therefore, staff recommends approval.

#### **ATTACHMENTS**

ATTACHMENT A: Application Package  
ATTACHMENT B: Land Use and Zoning Map