

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

**DATE:** March 10, 2020 **FILE:** 19-DP-46

**TO:** Planning and Development Board

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

**FROM:** Deandrea Moise, Planning Administrator

**SUBJECT:** 1940 N 30<sup>th</sup> Road LLC, 1954 N 30<sup>th</sup> Road LLC, and 3080 Sheridan Street LLC, request Design and Site Plan for a warehouse conversion and an approximate 44,700 sq. ft. expansion to the existing market, generally located between Sheridan and Taft Street, west of I-95 and east of N 31 Avenue; 1940 N 30 Road, 1954 N 30 Road, and 3080 Sheridan Street (YGFM Expansion).

**APPLICANT'S REQUEST:**

Design and Site Plan for a warehouse conversion and an approximate 44,700 sq. ft. expansion to the existing market.

**STAFF'S RECOMMENDATION:**

Design: Approval.

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

- a. Prior to the issuance of a Certificate of Occupancy, the Applicant shall complete the construction of the Sherman Street/N 31<sup>st</sup> Avenue improvements and complete the extension of the west bound left turn lane on Sheridan Street at N 31 Avenue in compliance with the Site Plan and Traffic Operations Plans.
- b. The Applicant shall work with Staff to monitor and refine the Traffic Management Plan (TMP) in consultation with the Florida Department of Transportation and the Hollywood Police Department, as needed. The TMP shall include quantitative standards for operational deficiencies.
- c. Any modifications to the Traffic Management Plan shall be approved in writing by the City's Traffic Engineer or designee.
- d. The Applicant shall monitor the operating conditions of Sherman Street, N 31<sup>st</sup> Avenue, and Sheridan Street during the facility's operating hours for a period of one year after the issuance of the Certificate of Occupancy for the proposed improvements and

expansion. A monitoring report shall be submitted to Staff every three months during the one year monitoring period.

- e. The Public Safety Director or designee shall have the ability to mandate police detail as deemed necessary.
- f. No auto related uses shall be permitted, such as but not limited to: sales of vehicles or parts, car rental, automotive repair, window tinting, radio installation, tire installation, and other similar uses.
- g. The Applicant shall work with Engineering to ensure that all appropriate access agreements are executed.
- h. A Unity of Title, 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

The subject property is currently home to the Yellow Green Farmer's Market established formally with the City and County in 2010. The overall site is approximately 16 acres, nine of which house the commercial functions of the market. The remaining area is dedicated to accessory parking. The market is currently open to the public on the weekends, and allowing vendors access on Fridays for preparations. To address growing popularity, their desire to formally expand the market, parking concerns, and City regulations, the Applicant has been working with the City to rectify violations, to bring the property into compliance, to ensure the adequate regulatory framework is in place, and to acquire the appropriate approvals. This triggers the Applicant to complete several processes with the City and County. The Applicant has come before the Board for a small scale Land Use amendment and the amendment has also been granted by the City Commission.

## REQUEST

The Applicant is proposing an approximate 44,700 sq. ft. addition to the rear of the existing market and proposes to convert an existing warehouse building on the property into additional market space. The existing market will remain as it currently exists, with some changes to the outdoor vendor area through the use of tiki huts which will provide better shade for vendors and patrons. Furthermore, the expansion to the existing market building, referenced by the Applicant as the food garden/dining hall, will house the market's cooking facilities as well as act as additional dining area for patrons. The proposed conversion of the warehouse will introduce an additional retail area to the existing market. As additional square footage is being added, Staff has **conditioned that no auto related uses shall be permitted**.

The accessory parking lot will fully park, with excess, the existing market, proposed addition, and the proposed conversion area. The Applicant has proposed several site improvements that promote better circulation and access from Sheridan Street, as well as a better user experience in the parking areas. Several off-site improvements are proposed to ensure that the site functions as indicated on the site

plan and in the Traffic Management Plan. As such, Staff has **recommended several conditions that ensure that off-site improvements are completed and that the traffic be monitored and reviewed to ensure that the Traffic Management Plan continues to provide optimal operations.** The main entrance will remain on Sheridan Street, while vehicular public access to the market from Taft Street will be closed during market hours. Pedestrians will continue to have access to the market via Taft Street.

The expansion to the rear of the existing market will seamlessly blend in with the design of the existing market, while the converted market space will introduce a new architectural style to the market. While the proposed design may be unique to the market the various materials used tie into the industrial feel of the property. Architectural detailing is provided in harmony with the surrounding built environment using an array of materials to provide an identity for the converted building. The Applicant has introduced thoughtful landscaping throughout the parking area, along frontages, and along the proposed pedestrian path on site.

The Applicant has worked extensively with Staff to ensure that the proposed site plan and design meet all applicable regulations and that issues with access to the site were remedied. The proposed request enhances the overall function of the site. As the site is made up of more than one lot, Staff conditions that a **Unity of Title be provided prior to the issuance of Certificate of Occupancy (C/O) or Certificate of Completion (C/C).**

#### **SITE DATA**

<b>Owner/Applicant:</b>	1940 N 30th Road LLC and 1954 N 30th Road LLC
<b>Address/Location:</b>	1940 N 30 Road and 1954 N 30 Road
<b>Net Area:</b>	15.9 acres (690, 570 sq. ft.)
<b>Zoning:</b>	Low Intensity Industrial and Manufacturing District (IM-1)
<b>Future Land Use:</b>	Industrial (IND) - Recently granted land use change to General Business (GBUS)

#### **ADJACENT FUTURE LAND USE**

<b>North:</b>	Industrial (IND)
<b>South:</b>	Industrial (IND) / General Business (GBUS)
<b>East:</b>	Transit Oriented Development (TOD)
<b>West:</b>	Industrial (IND) / Low Residential (LRES)

#### **ADJACENT ZONING**

<b>North:</b>	Low Intensity Industrial and Manufacturing District (IM-1)
<b>South:</b>	Low Intensity Industrial and Manufacturing District (IM-1) / High Intensity Commercial District (C-5)
<b>East:</b>	Planned Development (PD)
<b>West:</b>	Low Intensity Industrial and Manufacturing District (IM-1) / Single Family District (RS-3)

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

The intent of the Land Use Element of the Comprehensive plan is to lay out a broad physical plan for the future development of the city. This is the only element describing appropriate locations for future Land

Use and declares the policies regulating their location and development. 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.*

**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**

Sub-Area 6, the West-Central Hollywood area, is defined by I-95 to the east, Pembroke Road to the south, Sheridan Street to the north and 56th Avenue to the west. This area is comprised of the residential neighborhoods of Hollywood Hills, Park East and Hillcrest. This sub-area is a mix of residential, commercial, office, institutional and industrial uses. Of these uses, there are a number of sub-sectors that function relatively independently. 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.*

## **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 architectural style of the expansion and newly converted space demonstrate design elements consistent with the industrial appearance of the area as well as introducing fresh design elements that enhances the area. The expansion is consistent in scale and mass of the existing structures. Additionally, the Applicant has provided pedestrian connectivity from Taft Street and from the parking areas.

**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 proposed development is consistent with the surrounding buildings in scale, massing, and placement as the proposal utilizing existing structures on site. 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 states that *building footprints should take into account pedestrian and vehicular circulation.* The expansion of the existing market is consistent in massing, scale, and architectural elements. Furthermore, as an existing warehouse building is being converted into additional market space, the structure continues to be consistent with the scale and massing.

**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 site plan and on site improvements. The Applicant has also provided a landscaped pedestrian path on site to enhance the user 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 Zoning and Land Development Regulations on January 28, 2020. Therefore, Staff recommends approval of the Site Plan if Design is 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