

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

**DATE:** July 23, 2020 **FILE:** 20-C-13

**TO:** Historic Preservation Board

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

**FROM:** Julian Gdaniec, Associate Planner

**SUBJECT:** Gramanzini Beach Property IV requests a Certificate of Appropriateness for Design for façade renovations to an existing restaurant at 1400 N. Surf Road in the Broadwalk Historic District (Broadwalk Restaurant).

**APPLICANT'S REQUEST**

Certificate of Appropriateness for Design for façade renovations to an existing restaurant in the Broadwalk Historic District

**STAFF'S RECOMMENDATION**

Certificate of Appropriateness for Design: Approval, with the condition that Applicant work with the City Engineer at time of building permit to follow protocol for permitting encroachment of awnings into public right of way.

**BACKGROUND**

The existing building at 1400 N. Surf Road was constructed in 1953 (according to Broward County Property Appraiser). Permit History indicates that work has been done over the years including exterior alterations in 1989. Staff has not found any evidence that suggests the building is substantially historic or contributing. Moreover, the applicant is not proposing to demolish the structure, but rather make modifications to the façade to establish a contemporary design that is appropriate for current times and consistent and compatible with the adjacent area. The property owner also owns the restaurant next door, for which design approval was granted by the HPB in 2017. The proposed design changes to this particular building aims to deliver a cohesive harmony between the two restaurants.

**REQUEST**

The Applicant requests a Certificate of Appropriateness for Design for façade renovations to an existing restaurant. The contemporary design utilizes clean lines, simple geometry, a neutral color pallet, and

variation in material including glass, wood, and stone. The design is appropriate in scale and massing and fits well within the context of the Boardwalk. No modifications to the site plan are proposed and the request does not include the creation of additional square footage. The request allows the property owner to update and visually improve upon the existing site while maintaining functionality of the existing use.

The Historic Preservation Board is guided by the Secretary of the Interior's Standards for Rehabilitation and the City of Hollywood's Design Guidelines for Historic Properties and Districts. These documents offer design controls for materials, scale, massing and location for all properties within the historic districts. The proposed addition and exterior renovation is consistent with the character of the Historic Hollywood Beach Overlay District and designed in such a way that maintains the spatial relationship with surrounding properties in its scale and massing.

## **SITE BACKGROUND**

<b>Applicant/Owner:</b>	Gramanzini Beach Property IV
<b>Address/Location:</b>	1400 N. Surf Road
<b>Size of Property:</b>	3,309 sq. ft.
<b>Present Zoning:</b>	Broadwalk Historic District Commercial (BWK-25-HD-C)
<b>Present Land Use:</b>	General Business (GBUS)
<b>Present Use of Land:</b>	Commercial
<b>Year Built:</b>	1953 (BCPA)

## **ADJACENT ZONING**

<b>North:</b>	Broadwalk Historic District Commercial (BWK-25-HD-C)
<b>South:</b>	Broadwalk Historic District Commercial (BWK-25-HD-C)
<b>East:</b>	Atlantic Ocean
<b>West:</b>	Beach Resort Commercial District (BRT-25-C)

## **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

Within the Comprehensive Plan, the primary 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 the land owners to maximize the use of their property.*

**Policy 3.1:** *Continue to encourage commercial and seasonal uses along Central Beach and prohibit any increase in the number of permanent residential dwelling units above that permitted by the adopted Comprehensive Plan.*

**Objective 4:** *Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses and tourist areas.*

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

The proposed design is consistent with the scale and massing of the adjacent properties and allows the

Applicant continued use of the property as a restaurant, which an ideal use is given the context of the location.

## **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN**

The site is located within Sub-Area 4, Central Beach, which is bounded by Harrison Street to the south and Sherman Street to the north on the barrier island.

***Policy 2.46:*** *Preserve stable neighborhoods and encourage rehabilitation initiatives that will revitalize and promote stability of neighborhoods.*

***Policy 4.5:*** *Promote the development of desired commercial uses in defined sector and pockets along the Broadwalk and Ocean Drive.*

***Policy 4.16:*** *Recognize Central Beach as a prime focus of tourist activities.*

## **APPLICABLE CRITERIA**

**Analysis of criteria and finding for Certificate of Appropriateness of Design** as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

**CRITERION:** INTEGRITY OF LOCATION

**ANALYSIS:** Design Guidelines recommend maintaining *consistent spacing and setbacks* and further state *new construction should be compatible with existing buildings*. The intent of the Applicant is to make modifications to the façade, bringing forth a design that remains consistent with the adjacent properties.

**FINDING:** Consistent.

**CRITERION:** DESIGN

**ANALYSIS:** The Historic District Design Guidelines encourages new construction to be compatible with the character of the neighborhood with regard to scale, materials, texture, and color. The design element of scale relates to the size of the building components or spaces relative to the human body as well as to the larger context relative to the surrounding buildings, streetscape and environment. The Applicant is proposing a contemporary design that utilizes clean lines, simple geometry, a neutral color pallet, and variation in material including glass, wood, and stone. The design is appropriate in scale and massing and fits well within the context of the Broadwalk.

**FINDING:** Consistent

**CRITERION:** SETTING

**ANALYSIS:** As stated in the Design Guidelines, "...setting is the relationship of buildings within the Historic District and the surrounding site and neighborhood." The façade changes as proposed demonstrates the compatibility between historic, modern, and contemporary design. The proposed design seamlessly fits within the context of the Broadwalk. To ensure that the project maintains an appropriate setting, staff conditions that **the Applicant work with the City Engineer at time of building permit to follow protocol for permitting encroachment of awnings into public right of way.**

**FINDING:** Consistent.

**CRITERION:** MATERIALS

**ANALYSIS:** Design Guidelines state materials are an important part of the fabric of any historic district or property and help to maintain the historic character of the place. Furthermore, materials are compatible in quality, color, texture, finish, and dimension to those that are in the historic district should be used. The proposed design utilizes a neutral palette with simplified design elements and cohesive materials such as stucco, glass, stone, and wood. The proposed request is consistent with other contemporary commercial buildings along the Broadwalk.

**FINDING:** Consistent.

**CRITERION:** WORKMANSHIP

**ANALYSIS:** The proposed design is consistent with current workmanship styles and methods and does not imitate or copy any existing style or period while complying with all regulations and it fits within the neighborhood's character.

**FINDING:** Consistent.

**CRITERION:** ASSOCIATION

**ANALYSIS:** Design Guidelines recommend maintaining *consistent spacing and setbacks* and further state *new construction should be compatible with existing buildings... Within the context of historic preservation, elements of design such as massing, scale and rhythm reflect architectural style as well as the richness of the historic district.* Meeting all applicable code requirements, the proposed design is consistent with the scale and massing of the surrounding area. This project enhances the streetscape elements of the existing restaurant.

**FINDING:** Consistent.

## **ATTACHMENTS**

ATTACHMENT A: Application Package

ATTACHMENT B: Aerial Photograph