

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

DATE: October 13, 2020 **FILE:** 18-DJPV-60

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Deandrea Moise, Planning Administrator

SUBJECT: 3100 Ocean Holdings, LLC requests Approval of the Master Development Plan, Waiver, Modifications, Variance, Design, and Site Plan for an approximate 30,000 square foot supermarket located at 3100 S. Ocean Drive (Publix on the Beach).

REQUEST

Master Development Plan.

Modification 1: To reduce the required number of parking spaces from 119 to 85

Modification 2: To reduce the length of a parking stall from 19 feet to 18 feet.

Variance: To reduce the 25-foot peripheral landscaped setback from all external streets to a minimum of seven feet.

Design and Site Plan.

RECOMMENDATION

Staff recommends the Planning and Development Board forward this Petition (18-DJPV-60) to the City Commission with a recommendation as followed:

Master Development Plan: Approval.

Modification 1: Approval, if Master Development Plan is granted and with the condition that, A parking monitor be available on site and that there be a parking counter indicating available parking with the garage, along with indicators above each stall signifying vacant parking spaces.

Modification 1: Approval, if Master Development Plan is granted.

Variance: Approval, if Master Development Plan and Modifications are granted.

Design: Approval.

Site Plan:	Approval, if Master Development Plan, Modifications, Variance, and Design are granted and with the following conditions:
	<ul style="list-style-type: none"> a. The Applicant continue to work with the City's Landscape Reviewer to ensure the appropriate salt tolerant species for adequate growth. b. The Applicant work with Staff and the appropriate agencies to enlarge the western outdoor seating area.

BACKGROUND

Ocean Palms Planned Development (PD) is located at 3101 and 3100 South Ocean Drive. This development is unique in which it extends east from the Intracoastal on the west, across A1A/South Ocean Drive, to the Beach on the east. Although the property is bifurcated by Ocean Drive, it was approved as a unified development in 2002. The approved PD consisted of a two-phase Master Development Plan. Phase I (Oceanside), built, is a 38 story, 250 unit condominium tower. Phase II (Intracoastal side) is still vacant. In 2015, the City Commission granted an amendment to the original Master Development Plan, Design, Site Plan, and a Variance for an approximate 36,000 square foot, five story commercial building including office, retail, and restaurant uses.

REQUEST

The Applicant requests approval of a Master Development Plan amendment, Modifications, Variance, Design, and Site Plan for Phase II to allow a 30,000 square foot supermarket. The Applicant has confirmed that the proposed tenant will be Publix Supermarkets. The three-story building will feature two levels of parking and approximately 30,000 sq. ft. of supermarket space on the third and top level of the building.

The overall style of the building provides a complementary look to the surrounding area. The materials, such as Eldorado stone, glass, and long board siding, come together to create a design that is not intrusive, and enriches the character of the community and beach area. Furthermore, the design also uses landscaping to enhance and frame the property. The landscape plan incorporates an array of native trees, palms, and shrubs. Due to the location of the project Staff recommends that **the Applicant continue to work with the City's Landscape Reviewer to ensure the appropriate salt tolerant species for adequate growth.** While PD zoning requires no setbacks for interior yards, there is a required 25 foot landscape setback from all external streets. Additionally, the 25 foot buffer would discourage the pedestrian friendly environment created from the building proposed location. As this same variance request was granted in 2015, today's current request would be in line with what was previously approved by the Commission. The Applicant has worked carefully with Staff to ensure a Design and Site Plan that was in line with the regulations and cohesive with the character of the community.

The Applicant is requesting a modification to decrease the number of required parking spaces and reduce the length of parking stalls. The stall length reduction would be consistent with other areas of the City such as the Regional Activity Center (RAC) and Transit Oriented Corridor (TOC) where the

required length for a parking stall has already been reduced from 19 feet to 18 feet. Furthermore, the Applicant is reducing the number of parking spaces from 119 to 85 spaces. The Applicant has provided a parking study and traffic analysis that substantiates the requested reduction based on similar Publix locations. As such, Staff recommends a condition that **a parking monitor be available on site and that there be a parking counter indicating available parking within the garage, along with indicators above each stall signifying vacant parking spaces.**

While vehicles may be the common way of travel, the pedestrian experience is enhanced through the proposed site plan. The site plan promotes pedestrian connectivity as there are entry points that front Ocean Drive allowing nearby residents to visit the supermarket without having to get inside of their vehicles. Furthermore, along the intracoastal a boat dock is proposed to allow for boaters to visit the market as well as providing a scenic outdoor seating area for customers. As the intracoastal seating area and dock are unique and prominent features of the proposed building, Staff recommends a condition that the **Applicant work with Staff and the appropriate agencies to enlarge the western outdoor seating area.**

Applicant: 3100 Ocean Holdings, LLC
Address/Location: 3100 S Ocean Drive
Net Area of Property: 49,944 sq. ft. (1.15 Acres)
Land Use: Commercial Flex (COMFLEX)
Zoning: Planned Development (PD)
Existing Use of Land: Vacant

ADJACENT LAND USE

North: Medium Residential (MRES)
South: Medium Residential (MRES)
East: High Residential (HRES)
West: Intracoastal Waterway

ADJACENT ZONING

North: Medium High Multiple Family District (RM-25)
South: Medium High Multiple Family District (RM-25)
East: Planned Development (PD)
West: Intracoastal Waterway

CONSISTENCY WITH THE COMPREHENSIVE PLAN

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 project is consistent with the Land Use element of the Comprehensive Plan.

Guiding Principle: *Attract and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents.*

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.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

Sub-Area 4, Hollywood Beach, is defined by the Atlantic Ocean to the east, the Intracoastal Waterway to the west, Hallandale Beach Boulevard to the south and Dania Beach Boulevard to the north. The Beach is comprised of three very distinct areas, North Beach, Central Beach and South Beach. This project is located in South Beach which has developed into high intensity urban use with the development of high rise residential and hotel/resort uses. South Beach is bounded by Hallandale Beach Boulevard to the south and Harrison Street to the north.

The City-Wide Master Plan places a priority on protecting, preserving and enhancing residential neighborhoods. The City-Wide Master Plan addresses the need for strict design controls to maintain the individual character of each neighborhood.

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 4.3: *Appropriately permit the consolidation of properties to create modern, economically viable development conditions that will attract higher end uses, thereby improving the quality of the area.*

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

VARIANCE 1: To reduce the required 25-foot peripheral landscaped setback from all external streets to a minimum of seven feet.

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 intent of the regulation is to ensure adequate buffering from streets to soften possible impacts from the development particularly for larger PD projects. Although the project does not offer the required landscape setback, it does offer landscaping along street frontages. Landscape buffer is also provided along the seawall as well as the side yards.

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 Applicant has shown considerable effort in proposing a sensible project which both protects and enhances the existing community. The project's massing, scale, rhythm, and architectural elements, and site layout are compatible with the adjacent area. It is a much needed improvement for the overall site. The buffer would not be detrimental to the appearance of the Community.

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 goal of the Land Use Element is to *promote a distribution of land uses enhancing and improving the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property.* Furthermore, Objective 4 of the Land Use Element states to *maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.* The requested Variance will allow the property owners to build an economically feasible development while taking into consideration the surrounding uses and maintaining the basic intent of the regulations. The development of this site will enhance the property's appearance and that of surrounding areas; as well as improve the community.

FINDING: Consistent.

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

ANALYSIS: The requested variance is not economically based and better serves the intent of the applicable regulations. This Variance is needed to better serve the site and allow for the encouragement of pedestrian connectivity.

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 proposed development offers a design that can be seen as a positive addition to the surrounding community. Architectural material and elements of the design come together to create a design that is not intrusive, and enhances the character of the neighborhood through dynamic and visually appealing façades.

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 architectural style and elements of the proposed development do not exhibit architectural features and styles that are insensitive and incompatible to the surrounding neighborhood. The design is not intrusive to the neighborhood and utilizes styles and elements found throughout the neighborhood, and introduces a fresh look to the area that helps to propel the 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; 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: As there are no established thresholds as it relates to regulations such as setbacks and height, the Applicant has carefully worked with Staff to propose a design that is consistent and complementary with the massing and scale of the surrounding area.

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 an array of native trees, palms, and shrubs while improving the streetscape along the frontage.

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 August 27, 2020. Therefore, staff recommends approval, if the Master Development Plan, Modifications, Variance and Design are granted with the aforementioned conditions.

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.

C. *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.

D. *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.

E. *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