

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

DATE: November 10, 2020 **FILE:** 19-DP-01

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Fitz M. Murphy, Planning Administrator

SUBJECT: ACM Investment Group LLC requests Design and Site Plan for a mixed-used development, including 18 residential units, 1,312 square feet of retail and 775 square feet of office located at 5904 Pierce Street (5904 Pierce).

REQUEST

Design and Site Plan for a mixed-use development, including 18 residential units, 1,312 square feet of retail, and 775 square feet of office.

RECOMMENDATION

Design: Approval.

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

- a. Landscape shall be maintained to ensure that all mechanical parking lifts and vehicles are fully screened from public view;
- b. A complete operations maintenance and emergency plan for lifts shall be provided prior to the issuance of a building permit;
- c. A covenant running with the land that holds the city harmless against any claims arising from accidents as a result of the use of mechanical parking lifts, in a form acceptable to the City Attorney, shall be submitted prior to the issuance of permits and recorded in the Public Records of Broward County by the city prior to the issuance of a certificate of occupancy or certificate of completion;
- d. All mechanical lifts required for parking shall be installed and assigned to individual units prior to the issuance of a Certificate of Occupancy (C/O) or Certificate of Complete;
- e. Required bike rack for parking reduction shall be installed prior to the issuance of a Certificate of Occupancy (C/O) or Certificate of Completion (C/C); and

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| f. A minimum of eight parking spaces shall remain unassigned and accessible to non-residents. |
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REQUEST

The Applicant requests Design and Site Plan for a mixed-use development including 18 residential units, 1,312 square feet of retail and 775 square feet of office. The subject property is currently vacant. The property has a Land Use of Transit Oriented Corridor (TOC) and a Zoning designation of Central Linear Park (C-LP).

The proposed four-story mixed-use development at approximately 43 feet in height, is comprised of 18 residential units with a mix of one-, two- and three-bedroom apartments. The development also includes 1,312 square feet of retail and 775 square feet of office primarily fronting North 59th Avenue. A lobby is provided on the corner of Pierce Street and North 59th Avenue, promoting pedestrian connectivity throughout the site.

Per the City of Hollywood Zoning and Land Development Regulations, *the State Road 7 Transit Oriented Corridor (TOC) Land Use designation is intended to facilitate a balanced and interconnected mix of land uses, encourage mass transit and non-motorized transportation, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form.* Because of its focus on mass transit and non-motorized transportation, the TOC permits parking reduction strategies including, but not limited to, shared public bicycle racks and shared parking. Due to the use of bike rack parking reduction, Staff recommends a condition that the **required bike rack for parking reduction shall be installed prior to the issuance of a Certificate of Occupancy (C/O) or Certificate of Completion (C/C).**

The Applicant has also proposed the utilization of shared parking amongst the residential, retail and office uses. To ensure the successful implementation of the shared parking, Staff recommends the condition that **a minimum of eight parking spaces shall remain unassigned and accessible to non-residents.**

Additionally, to maximize the efficiency of the parking area the Applicant proposes to use mechanical parking lifts to ensure that adequate parking is provided for the larger 3-bedroom units. To ensure the efficient use the mechanical parking lifts staff recommends that **a complete operations maintenance and emergency plan for lifts shall be provided prior to the issuance of a building permit.** The applicant will also be required to file **a covenant running with the land that holds the city harmless against any claims arising from accidents as a result of the use of mechanical parking lifts, in a form acceptable to the City Attorney, shall be submitted prior to the issuance of permits and recorded in the Public Records of Broward County by the city prior to the issuance of a certificate of occupancy or certificate of completion.** Furthermore, **all mechanical lifts required for parking shall be installed and assigned to individual units prior to the issuance of a Certificate of Occupancy (C/O) or Certificate of Complete.** To ensure that the impact of the mechanical lifts is minimized, Staff also recommends that the **landscape shall be maintained to ensure that all mechanical parking lifts and vehicles are fully screened from public view.**

The design is contemporary, utilizing simple rectilinear lines with projecting balconies of varying transparencies, moving away from symmetry and creating a variety of planar elements. Materials used include varying shades of stucco finish, large aluminum-framed glazing, and solid and aluminum railings. The proposed landscape connects the site to its context, through the use of complementary plant

material that blurs the lines between the public and private realm. This enhances the design of the proposed building and the pedestrian experience along Pierce Street and N 59th Avenue. The Applicant has worked with Staff to ensure that all applicable regulations are met. Development of this site is consistent with the vision for the Transit Oriented Corridor and meets all regulations in the Zoning and Land Use Regulations.

The Applicant has worked carefully with Staff to ensure a design and site plan that is in line with the regulations and enhances the character of the surrounding area. As such, Staff recommends approval with the aforementioned conditions.

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| Owner/Applicant: | ACM Investment Group LLC |
| Address/Location: | 5904 Pierce Street |
| Net Area of Property: | 14,909 sq. ft. (0.34 acres) |
| Gross Area of Property: | 21,900 sq. ft. (0.51 acres) |
| Land Use: | Transit Oriented Corridor (TOC) |
| Zoning: | Central Linear Park District (C-LP) |
| Existing Use of Land: | Vacant |

ADJACENT LAND USE

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|---------------|---------------------------------|
| North: | Transit Oriented Corridor (TOC) |
| South: | Transit Oriented Corridor (TOC) |
| East: | Transit Oriented Corridor (TOC) |
| West: | Transit Oriented Corridor (TOC) |

ADJACENT ZONING

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|---------------|---|
| North: | Central Linear Park District (C-LP) |
| South: | Central Linear Park District (C-LP) |
| East: | Medium Density Multiple Family District (RM-18) |
| West: | Central Linear Park District (C-LP) |

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 project is located in Sub-Area One, the US 441/SR 7 Corridor, is geographically defined by 56th Avenue

to the east (including that portion of Washington Park that extends to 52nd Avenue), the Dania Cut-Off Canal to the north, Florida's Turnpike to the west and Pembroke Road to the south. This area includes the residential neighborhoods of Beverly Park, Lawn Acres and Washington Park as well as the undefined residential areas east and west of US 441/SR 7 north of Hollywood Boulevard.

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.*

Policy 1.47: *Promote the development of US 441/SR 7 as a major transit corridor.*

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 design is contemporary, utilizing simple rectilinear lines with projecting balconies, moving away from symmetry and creating a variety of planar elements. Materials used include varying shades of stucco finish, large aluminum-framed glazing, and aluminum railings. The proposed landscape connects the site to its context, through the use of complementary plant material that blurs the lines between the public and private realm. This enhances the design of the proposed building and the pedestrian experience along Pierce Street and N 59th Avenue. The Applicant has worked with Staff to ensure that all applicable regulations are met. Development of this site is consistent with the vision for the Transit Oriented Corridor and meets all regulations in the Zoning and Land Use Regulations.

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 Design Guidelines state new construction should differentiate itself from neighboring buildings in terms of architectural style while the scale, rhythm, height and setbacks as well as the location of windows, doors and balconies bear some relationship to neighboring buildings and maintain some resemblance of compatibility. There is no predominant architectural style along this corridor. As the vision for the district has increased in density from the existing low and medium residential developments in Hollywood Gardens, the proposed development is consistent with the future scale, massing, and placement. Redevelopment of this site is a significant step forward towards the goals of the Transit Oriented Corridor.

The placement of the building on the site creates a harmony and adheres to the patterns for future developments.

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 scale of the development is reflective of the adopted vision for the area, proposing a four-story building at approximately 43 feet in height. The mass of the building is further reduced by the upper level setbacks prescribed by the zoning regulations for residential uses.

The building mass is reduced and articulated by the composition of architectural details; street-facing facades are articulated with apertures, and projecting balconies with varying degrees of transparency along the primary facade. Other exterior building materials include smooth stucco, and aluminum-framed glass storefronts.

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: As stated by the Applicant, "Our approach to landscaping was first to preserve and maintain any existing mature trees wherever possible. We then attempted to use low height native species at a lower ground level to create a buffer or edge at the retail storefront and then adding layer of shade and palm trees to line both 59th Avenue and Pierce Street to create the pedestrian corridor." The proposed landscape connects the site to its context, through the use of complementary plant material that blurs the lines between the public and private realm. This enhances the design of the proposed building and the pedestrian experience along Pierce Street and North 59th Avenue.

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 14, 2020. Therefore, Staff recommends approval, if Design is granted with the following conditions:

- a. **Landscape shall be maintained to ensure that all mechanical parking lifts and vehicles are fully screened from public view;**
- b. **A complete operations, maintenance and emergency plan for mechanical lifts shall be provided prior to the issuance of a building permit;**
- c. **A covenant running with the land that holds the city harmless against any claims arising from accidents as a result of the use of mechanical parking lifts, in a form acceptable to the City Attorney, shall be submitted prior to the issuance of permits and recorded in the Public Records of Broward County by the city prior to the issuance of a certificate of occupancy or certificate of completion;**
- d. **All mechanical lifts required for parking shall be installed and assigned to individual units prior to the issuance of a Certificate of Occupancy (C/O) or Certificate of Complete;**
- e. **Required bike rack for parking reduction shall be installed prior to the issuance of a Certificate of Occupancy (C/O) or Certificate of Completion (C/C); and**

- f. A minimum of eight parking spaces shall remain unassigned and accessible to non-residents.**

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 ensure 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 ensure 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 ensuring 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