

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

DATE: June 8, 2021 **FILE:** 20-DPV-36

TO: Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Alexandra Guerrero, Principal Planner

SUBJECT: Corporate Coaches, Inc. requests a Variance, Design, and Site Plan for a mixed-used development including 202 hotel rooms and approximately 11,000 sq. ft. of retail space (Harbor Landings).

REQUEST:

Variance, Design, and Site Plan for a mixed-used development including 202 hotel rooms and approximately 11,000 sq. ft. of retail space (Harbor Landings).

Variance 1: To reduce the required parking from 200 parking spaces to allow 188 parking spaces.

RECOMMENDATION:

Variance: Approval.

Design: Approval, if the Variance is granted.

Site Plan: Approval, if the Variance and Design are granted.

- a. Should this item be approved, it shall become effective upon approval and recordation of the Plat; and
- b. A Unity of Title, Unity of Control or a Declarations of Restrictions, 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).
- c. A Reciprocal Easement Agreement and Cross-Access Agreement, 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).

REQUEST

At approximately three and a half acres, the property is located on State Road 7, just north of Griffin Road; bordered by the City of Dania and the Town of Davie. It has a Land Use designation of Transit Oriented Corridor (TOC) and is currently zoned North Mixed-Use District (N-MU). Today, Corporate Coaches, Inc. requests a Variance, Design, and Site Plan for a mixed-used development including 202 hotel rooms and approximately 11,000 sq. ft. of retail space (Harbor Landings); a residential component is proposed within the City of Dania.

The hotel component proposes an eight-story building which will contain 202 hotel rooms. A swimming pool and other amenities including a gym and lobby will be provided. Retail space fronting State Road 7 is proposed providing an inviting atmosphere while enhancing pedestrian connectivity. Surface parking is provided along with a pick-up and drop-off area for hotel guest. The commercial component of the project includes an approximate 2,500 sq. ft. standalone restaurant with drive-thru and associated surface parking.

The hotel design is contemporary providing a rectilinear volume with recessed windows and eyebrows that accentuate the building architecture. Materials include glass, stucco, metal panel cladding, and a wood-lock panel system. The ground floor is emphasized by concrete frames and the use of glass as predominant wall material providing transparency and visual base for the building which are proposed to face the public right-of-way, as recommended by the Design Guidelines and the TOC Regulations. The proposed commercial building continues the contemporary design with clean lines and large glass storefronts providing a seamless transition with the rest of the development. Additionally, the Applicant worked with Staff to ensure adequate vehicular and pedestrian circulation is provided. Safe pedestrian access is provided from the public sidewalk to building entrances and throughout the site. The landscaping was designed with both beautification and function in mind. The proposed landscape helps articulate the property and enhance the design of the buildings. A variety of native plants and trees are proposed to work in concert with the existing site trees.

The Applicant is requesting a variance to reduce the required parking from 200 parking spaces to allow 188 parking spaces. The parking demand analysis provided by the applicant purports that the provided parking of 188 spaces is sufficient given the transient nature of the development. As mentioned the project is a mixed-use development which carries into the City of Dania, as such staff proposes the following conditions: **(b.) A Unity of Title, Unity of Control or a Declarations of Restrictions, 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); and (c.) A Reciprocal Easement Agreement and Cross-Access Agreement, 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).**

The proposed plan meets all the regulations as required per the code. The Applicant has worked carefully with Staff to ensure a design and site plan that is in line with the regulations and meets the intent and vision of the Transit Oriented Corridor.

SITE INFORMATION

Owner/Applicant:	Corporate Coaches, Inc.
Address/Location:	4500 South State Road 7
Gross Area of Property:	3.63 acres (158,299 sq. ft.)
Net Area of Property:	2.6 acres (113,840 sq. ft.)
Land Use:	Transit Oriented Corridor (TOC)
Zoning:	North Mixed-Use District (N-MU)
Existing Use of Land:	Commercial

ADJACENT LAND USE

North:	City of Dania
South:	Transit Oriented Corridor (TOC)
East:	City of Dania
West:	City of Dania

ADJACENT ZONING

North:	City of Dania
South:	North Mixed-Use District (N-MU)
East:	City of Dania
West:	City of Dania

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.*

Policy 3.1.4: *Promote land assembly along the US 441/SR 7 Corridor to create larger development parcels for economic sustainability to offset the physical and economic loss from Florida Department of Transportation right-of-way acquisition.*

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 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.*

APPLICABLE CRITERIA

Analysis of Criteria and Findings for a Variance as stated in the City of Hollywood's Zoning and Land Development Regulations Article 5.

Variance 1: **To reduce the required parking from 200 parking spaces to allow 188 parking spaces.**

CRITERIA 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 Applicant is requesting a variance to reduce the required parking from 200 parking spaces to allow 188 parking spaces. The parking demand analysis provided by the applicant purports that the provided parking of 188 spaces is sufficient given the transient nature of the development. As stated by the applicant "the subject site is in the Transit Oriented Corridor zoning district which encourages parking reductions and promotion of transit usage." The requested variance meets the basic intent of the regulations.

FINDING: Consistent.

CRITERIA 2: That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community.

ANALYSIS: Redevelopment of the site will bring the property closer in compatibility to the surrounding community while encouraging revitalization of the area. The site will adequately accommodate the structures proposed which are in line with the intent and vision of the Transit Oriented Corridor. As the applicant states, “the subject mixed use development is located along the 441/SR 7 corridor and has no access to the surrounding community other than onto 441/SR 7 and is bounded on the north by the Dania Cut-off Canal and on the south by existing commercial development. Thus, there is no potential for vehicular intrusion that could be detrimental to the community. In addition, as noted in the Parking Demand Analysis, using ITE Parking Generation Rates the required parking for the proposed development is 169 parking spaces and, based on this alternative parking standard, the site will have an excess of 18 parking spaces.”

FINDING: Consistent.

CRITERIA 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.* In order to achieve an urban type of development in a form that will enhance the community and provide safety, the variance is necessary.

FINDING: Consistent.

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

ANALYSIS: The Applicant is proposing a more urban type of development which necessitates the parking reduction. As stated by the applicant, “by reducing the availability of onsite parking, the proposed mixed use development will further the policies underlying the TOC zoning district and land use designation. In addition, if one applies the applicable ITE Parking Generation Rate, the site is over-parked for the proposed uses.” Therefore the requested Variance is not economically based and better serve the intent of the applicable plans than the current use of the property, as well as serving as a model for other redevelopment within the area.

FINDING: Consistent.

CRITERIA 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's 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 hotel design is contemporary providing a rectilinear volume with recessed windows and eyebrows that accentuate the building architecture. Materials include glass, stucco, metal panel cladding, and a wood-lock panel system. The ground floor is emphasized by concrete frames and the use of glass as predominant wall material providing transparency and visual base for the building which are proposed to face the public right-of-way, as recommended by the Design Guidelines and the TOC Regulations. The proposed commercial building continues the contemporary design with clean lines and large glass storefronts providing a seamless transition with the rest of the development.

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: Since State Road 7 is a commercial corridor, the proposed development is consistent with the surrounding buildings in scale, massing, and placement. The development maintains a uniform alignment with the existing street profile; as well as with other buildings proposed in the entire development. Redevelopment of this site would be a step in progress in beautifying State Road 7. Architectural detailing is provided in harmony with the surrounding built environment using an array of materials to provide an identity for the buildings 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 proposed eight-story building is approximately 86 feet in height, meeting all setback requirements, the building placement also creates a consistent pattern. As recommended by the City Design Guidelines, while the proposed buildings distinguish themselves from neighboring buildings in terms of architectural elements, the scale, rhythm, height, and setbacks bear some relationship to neighboring buildings and maintain some resemblance of compatibility. Varying volumetric heights and openings in the building mass articulate the building.

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 design of the building. A variety of native plants and trees are proposed. The applicant states, "Converted from an expansive hardscape to a strategic network of planting and shade, rhythm is established between transitional and gathering spaces, and heat island mitigation is provided across the entire project, creating a continuously walkable, more enjoyable pedestrian environment, reducing groundwater pollution, and improving air quality."

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 April 20, 2021. Therefore, Staff recommends approval, with the conditions listed on page one 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