

ATTACHMENT II
July 23, 2020 Staff Report
and Backup

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

DATE: July 23, 2020 **FILE:** 19-CDPVM-61

TO: Historic Preservation Board
Joint Historic Preservation and Planning and Development Board
Planning and Development Board

VIA: Leslie A. Del Monte, Planning Manager

FROM: Alexandra Guerrero, Principal Planner

SUBJECT: The Estate Companies, SunTrust Office Building LLC, and SunTrust Office Parking Lot LLC requests Certificate of Appropriateness for Demolition, Certificate of Appropriateness for Design, Site Plan, and Variances for a 347 unit mixed-use development with approximately 30,000 square feet of retail space, partially located within the Historic Hollywood Business District (Soleste).

REQUEST

Certificate of Appropriateness for Demolition, Certificate of Appropriateness for Design, Site Plan, and Variances for a 347 unit mixed-use development with approximately 30,000 square feet of retail space, partially located within the Historic Hollywood Business District (Soleste).

As portions of the subject site are located within the Historic Hollywood Business District, Board purview and consideration should be as follows:

Historic Preservation Board:

Certificate of Appropriateness for Demolition

Joint Historic Preservation Board and Planning and Development Board:

Certificate of Appropriateness for Design and Site Plan for portions of the project within the Historic Hollywood Business District.

Planning and Development Board:

Variances, Design, and Site Plan for portions of the project outside the Historic Hollywood Business District.

Variance 1: To reduce the required setback from 10 feet to allow 3 feet (north façade).

Variance 2: To reduce the required setback from 5 feet to allow 0 feet (south alley).

RECOMMENDATION

Historic Preservation Board:

Certificate of Appropriateness for Demolition: To be determined by the Historic Preservation Board.

Joint Historic Preservation Board and Planning and Development Board:

Certificate of Appropriateness for Design: Approval, if the Certificate of Appropriateness for Demolition is obtained.

Site Plan: Approval, if the Certificate of Appropriateness for Demolition and Certificate of Appropriateness for Design are obtained/approved; and with the Site Plan conditions listed below.

Planning and Development Board:

Variances: Approval, if the Certificate of Appropriateness for Demolition is obtained.

Design: Approval, if the Certificate of Appropriateness for Demolition and Variances are obtained/approved.

Site Plan: Approval, if the Certificate of Appropriateness for Demolition, Variances, a Design are approved; and with the Site Plan conditions listed below.

Site Plan Conditions applicable to site and project in its entirety:

- a. A Unity of Title or Unity of Control, in a form acceptable to the City Attorney shall be submitted prior to the issuance of Building 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).
- b. Ensure that all plumbing, mechanical and electrical fixtures and equipment (including back-flow preventer) are screened from public right-of-way.
- c. That the Applicant continue to work with Engineering on the alley vacation; specifically, the area shown on the vacation and easements plan provided during TAC and establishing easements of such area along with a corner radius for trash trucks turning movements.

BACKGROUND

The existing commercial building which housed the First National Bank of Hollywood was constructed in 1927 (as stated in the Historical Site File); the Architect of Record was Phillip Weisenburgh. Permit history indicates several renovations and alterations occurred; three of which were major renovations that took place in the 1940s, 1960s, and the 1980s. Originally the architectural style contained a Neo Classical design, but as renovations took place throughout the years these elements were lost.

REQUEST

The Applicant is requesting a Certificate of Appropriateness for Demolition, Certificate of Appropriateness for Design, Site Plan, and Variances for a 347 unit mixed-use development with approximately 30,000 square feet of retail space known as Soleste. The subject site is approximately three and a half acres (gross) and currently contains commercial and parking lot uses. It is comprised of several lots located east of 21st Avenue, north of Hollywood Boulevard, south of Tyler Street and west of 20th Avenue; it is in the Downtown Core and is partially within the Historic Hollywood Business District.

The project proposes to demolish the existing bank building which is located in the Hollywood Historic Business District, although not a designated historic building, the Applicant has identified the existing vault to be worthy of preserving and will be incorporated into the new construction; while the rest of the building is to be demolished. In addition, the existing surface parking areas and other commercial buildings not in the Hollywood Historic Business District shall be demolished to accommodate the proposed eight-story mixed-use development. The Historic District Design Guidelines allow for the removal of *non-significant buildings, additions, or site features which detract from the historic character of a site or the surrounding district or neighborhood*. Although the existing building was constructed over 50 years ago, it does not possess distinct historic architectural features and is not a contributing structure or example of a definitive piece of architecture that is vital to the continued perseverance of the district at large.

Partially located within the Historic Hollywood Business District, the Zoning and Land Development Regulations require the Applicant obtain a Certificate of Appropriateness for Demolition. Should the Historic Preservation Board deem the structure non-historic, no further action is required and a Certificate of Appropriateness for Demolition shall be issued. However, if the structure is determined to be historic, a recommendation will be made by the Historic Preservation Board to the City Commission regarding demolition. The Certificate of Appropriateness for Design, Variances, and Site Plan shall be considered by the Joint Planning and Development Board and the Historic Preservation Board.

The mixed-use development includes 347 residential units, approximately 30,000 square feet of retail space, various amenities, and associated parking. The proposed building height is approximately 85 feet; with vertical circulation and decorative elements it extends to approximately 95 feet to the highest projections, which is permitted in this Zoning District. The Applicant has worked with Staff to provide adequate vehicular and pedestrian circulation meeting all setback requirements; landscaping meets all requirements and includes a variety of native species, beautifying and enhancing the site. All parking areas are screened with the use of active liners, decorative elements, and landscaping.

The proposed design captures a streamline/art moderne architectural style that incorporates different materials and architectural details including steel columns, aluminum storefronts, mesh railings, horizontal louvers, and perforated panels. The main entrances both for the retail and residential uses face Hollywood Boulevard which keeps in character with the surrounding buildings. Active use liners are proposed at the ground floor, as well as an inviting pedestrian walkway which serves as a connection between the Hollywood Boulevard retail spaces and the ones located on Tyler Street.

The Applicant is requesting two Variances; To reduce the required setback from 10 feet to allow 3 feet (north façade) and to reduce the required setback from 5 feet to allow 0 feet (south alley). The Variance along Tyler street will allow an arcade which will tie in to the existing sidewalk allowing for an open pedestrian walkway with much needed shade; as such staff is supportive as it is an improvement to the existing conditions along Tyler street. Furthermore, the building line does meet the required setback. The second Variance is for a minimal portion along the alley; considering most of the alley on this block has been vacated the Variance request is in line with the vehicular access needed and not detrimental. While the proposed project requires these Variances, redevelopment of this site will allow the Applicant to maximize the use of the property; while vastly improving current conditions. As this is an improvement to the existing conditions, staff finds the project as a whole meets the intent of the code.

Owner/Applicant: The Estate Companies / SunTrust Office Building LLC / SunTrust Office Parking Lot, LLC
Address/Location: 2001 Hollywood Boulevard – generally located east of 21st Avenue, north of Hollywood Boulevard, south of Tyler Street and west of 20th Avenue.
Gross Are of Property: approximately 147,399 sq. ft. (3.38 acres)
Net Area of Property: approximately 98,006 sq. ft. (2.25 acres)
Land Use: Regional Activity Center (RAC)
Zoning: Historic Retail Core (RC-2);
North Downtown High Intensity Mixed-Use District (ND-3)
Existing Use of Land: Commercial and Parking Lot

ADJACENT LAND USE

North: Regional Activity Center (RAC)
South: Regional Activity Center (RAC)
East: Regional Activity Center (RAC)
West: Regional Activity Center (RAC)

ADJACENT ZONING

North: North Downtown High Intensity Mixed-Use District (ND-3)
South: Historic Retail Core (RC-2)
East: Dixie Highway High Intensity Mixed-Use District (DH-3)
West: Historic Retail Core (RC-2),
North Downtown High Intensity Mixed-Use District (ND-3)

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.*

The proposed design allows the Applicant to reinvest into the property to gain public interest and maximize the use of the property. The proposed design is compatible with the adjacent properties and surrounding area, and respects the existing style of the area. The redevelopment of this property serves

as an example for future revitalization along Hollywood Boulevard and achieves the Goals and Objectives outlined in the Land Use Element.

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.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The City-Wide Master Plan places a priority on attracting and retaining businesses that will increase economic opportunities for the City while enhancing the quality of life for residents. The proposed development is sensitive to the character of the district while allowing the Applicant to update his property meeting the vision for this area of the City. The proposed request is consistent with City-Wide Master Plan based upon the following:

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

Policy CW.46: *Place emphasis on redevelopment along the major highway corridors; SR 7, US 1, Dixie Highway, Hollywood Boulevard and SR A1A by limiting expansion of residential areas, and deepening industrial and commercial zones to increase tax revenues.*

Policy 4.36: *Identify obsolete structures and work to have them demolished and redeveloped, while preserving buildings of historical value.*

APPLICABLE CRITERIA

Decisions on Certificates of Appropriateness for Demolition. Based on the following criteria and other appropriate considerations, the Board must determine if the building is of historic significance. The Zoning and Land Development Regulations does not provide guidance as to how much weight should be given to each criterion. *In addition to the mandatory criteria, the designation of any individual site or district as an Historic Site or District requires compliance with at least one of the following additional criteria:*

- (1) Association with events that have made a significant contribution to the broad patterns of our history;*
- (2) Association with the lives of persons significant in our past;*
- (3) Embodiment of distinctive characteristics of a type, period, or method of construction;*
- (4) Possession of high artistic values;*
- (5) Representation of the work of a master;*
- (6) Representation of a significant and distinguishable entity whose components may lack individual distinction; and*
- (7) Yield, or the likelihood of yielding information important in prehistory or history.*

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

CRITERION 1: The building, structure, improvement, or site is designated on either a national, state, or local level as an historic preservation district or an architectural landmark or site.

ANALYSIS: The Historic District Design Guidelines recommend *identifying, retaining and preserving buildings which are important in defining the overall historic character of a historic district or neighborhood*. This existing structure, while built over 50 years ago and while part of the Historic Hollywood Business District, is not a contributing structure or example of a definitive piece of architecture that is vital to the continued perseverance of the district at large.

As stated by the Applicant's Historic consultant, "The building at 2001 Hollywood Boulevard qualifies as "historic" as it is over 50 years old. However, it was not and is not considered a contributing resource to the NRHP-listed Hollywood Boulevard Historic Business District (8BD03284) due to its lack of historic materials and architectural integrity. The building no longer retains aspects of integrity related to design, materials, workmanship and/or feeling. Moreover, the building no longer possesses its original historic character."

CRITERION 2: The building, structure, improvement, or site is of such design, craftsmanship, or material that it could be reproduced only with great difficulty and/or expense.

ANALYSIS: The original building does not exhibit characteristics or elements that are unique or contributing to the character of the Historic District. While there may be no portion of the structure or design element on the original building or site that could not be reproduced or replicated without great difficulty or expense, the proposed design is more consistent with the desired vision of the corridor while still maintaining contextual harmony with the historic nature of the district.

As stated by the Applicant's Historic consultant, "The materials used in the construction of the building in 1927 were concrete and local wood sources. The concrete structural elements remain but are altered. All the exterior and interior wood materials have been removed and replaced with modern finishes. The sources of local wood products are no longer extant, thus any attempt to reconstruct the building's historic features would be very difficult and of great expense."

CRITERION 3: The building, structure, improvement, or site is one of the last remaining examples of its kind in the neighborhood, the county, or the region.

ANALYSIS: The Historic District Design Guidelines allow for the removal of *non-significant buildings, additions, or site features which detract from the historic character of a site or the surrounding district or neighborhood*. Although the existing building was constructed over 50 years ago, it does not possess distinct historic architectural features.

As stated by the Applicant's Historic consultant, "The building is not among the last remaining examples of its kind and its current state does not possess characteristics that

make it stand out as an obvious type of business, nor is it indicative of a style of a determinable purpose.

CRITERION 4: The building, structure, improvement, or site contributes significantly to the historic character of a historically designated district.

ANALYSIS: Staff finds there is not substantial historic character in the original building that could be considered to impart a significant contribution to the overall character of the district.

CRITERION 5: Retention of the building, structure, improvement, or site promotes the general welfare of the city by providing an opportunity for study of local history, architecture, and design or by developing an understanding of the importance and value of a particular culture and heritage.

ANALYSIS: As stated hereinabove, the existing building does not embody a structure steeped in architectural style or historical character that would provide an opportunity for study of local history, architecture, or design.

CRITERION 6: There are definite plans for reuse of the property if the proposed demolition is carried out, and those plans will not adversely effect on the historic character of the Historic District.

ANALYSIS: The Applicant is proposing to demolish the existing buildings and surface parking areas to construct a mixed-use development; meeting all applicable code requirements, the proposed design is consistent with the scale and massing of the adjacent neighbors. The proposed building is functional, allowing the Applicant to maximize the use of their property. As such, redevelopment of the property, if the demolition is approved, will improve the character of the area.

As stated by the Applicant's Historic consultant, "The plans have been developed with a sensitivity to the aesthetics of the NRHP-listed Hollywood Boulevard Historic Business District and will consist of a style harmonious to the surrounding architecture within the NRHP district. New construction will be compatible with surrounding buildings regarding design style, mass, scale, and rhythm to reflect the characteristics of the Historic District and current zoning regulations. There will be no adverse effect to the historic district, as the current building is a non-contributing structure."

CRITERION 7: The Unsafe Structures Board has ordered the demolition of a structure or the feasibility study determines that the retention of the building would deny the owner of all economically viable uses of the property.

ANALYSIS: The Unsafe Structures Board has not ordered the demolition of this site. However, a feasibility study was provided by the Applicant and they state, "the report provides critical evidence of the current condition of the building structure as well as the exterior envelope. The current condition of the building's structure is in very poor condition. The building structural support columns, beams and slabs, appear to have chronic spalling and large amounts of deterioration. Years of neglect have weakened the structural integrity of the concrete and its steel reinforcement. Every Structural member shows

signs of damaging deterioration. This alone, will require the entire structure to be redone. In doing so every structural member, down to foundation would have to be new. This alone would render the project financially unfeasible.”

CRITERION 8: The information listed in the Historic Properties Database (a listing of historic and non-historic properties) has been considered as a guideline in determining whether a Certification of Appropriateness for Demolition should be issued.

ANALYSIS: The property is not individually designated as per the Florida Site File (8BD03284; 8BD00567).

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

VARIANCE 1 and 2: **To reduce the required setback from 10 feet to allow 3 feet (north façade); To reduce the required setback from 5 feet to allow 0 feet (south alley).**

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: Setbacks allow for sufficient distance separation between habitable space and adjacent buildings for provision of open space and quality of living. The Applicant is requesting two Variances; to reduce the required setback from 10 feet to allow 3 feet (north façade) and to reduce the required setback from 5 feet to allow 0 feet (south alley). The Variance along Tyler street will allow an arcade which will tie in to the existing sidewalk allowing for an open pedestrian walkway with much needed shade; as such staff is supportive as it is an improvement to the existing conditions along Tyler street. Furthermore, the building line does meet the required setback. The second Variance is for a minimal portion along the alley on the south; considering most of the alleys on this block have been vacated the Variance request is in line with the vehicular access needed and is not visible, therefore not affecting the stability and appearance of the City.

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 Variances are not detrimental to the community. The Variance request along Tyler street will enhance the pedestrian experience allowing an arcade to tie into the existing sidewalk; in addition the building line does meet the required setback. The Variance request for the alley is not an area typically accessed by the public, therefore not detrimental.

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 City of Hollywood Comprehensive Plan states as a Goal in the Land Use Element, "Promote a distribution of land uses that will enhance residential communities while allowing land owners to maximize the use of their property." The Applicant is seeking Variances to reduce the required setbacks to accommodate a project that is in line with the Vision of this area of the City, therefore Staff finds the request consistent.

FINDING: Consistent.

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

ANALYSIS: The Applicant is proposing a more urban type of development which necessitates the reduced setbacks as the building has been placed in a manner to provide for better pedestrian connectivity and back of house vehicular circulation. Therefore, the requested Variances are not economically based and better serve the intent of the code than the current use of the property, as well as serving as a model for other redevelopment desired within the area.

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

CRITERION: INTEGRITY OF LOCATION

ANALYSIS: The Historic District Design Guidelines encourages new structures 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.

FINDING: Consistent.

CRITERION: DESIGN

ANALYSIS: The Historic 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. The proposed design demonstrates elements of streamline/art modern design which gives

character to the district; this is achieved through a mixture of materials and architectural details including steel columns, aluminum storefronts, mesh railings, horizontal louvers, and perforated panels.

FINDING: Consistent.

CRITERION: SETTING

ANALYSIS: The Historic Design Guidelines states that setting is *relationship of a building to adjacent buildings and the surrounding site environment*. The proposed building meets all applicable setback requirements. Massing plays an important role in determining the character of individual properties, the street, and the surrounding neighborhood. Redevelopment of this site provides a similar proportion with the surrounding properties, complying with the Design Guidelines.

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 should be compatible in quality to those that are used in the historic district. The Applicant has demonstrated that the proposed design, while utilizing modern methods of construction and materials, will not affect the integrity of the surrounding neighborhood.

FINDING: Consistent.

CRITERION: WORKMANSHIP

ANALYSIS: Design Guidelines for Historic Properties and Districts state *new construction should not create a false sense of historical development through the use of conjectural features or stylistic elements drawn from other buildings*. The proposed design captures a streamline/art moderne architectural style that incorporates different materials and architectural details including steel columns, aluminum storefronts, mesh railings, horizontal louvers, and perforated panels. The main entrances both for the retail and residential uses face Hollywood Boulevard which keeps in character with the surrounding buildings. Active use liners are proposed at the ground floor, as well as an inviting pedestrian walkway which serves as a connection between the Hollywood Boulevard retail spaces and the ones located on Tyler Street.

FINDING: Consistent.

CRITERION: ASSOCIATION

ANALYSIS: Design Guidelines recommend maintaining consistent spacing and setbacks and further states *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 enhances the site, and is consistent with the scale and massing of the adjacent properties and surrounding neighborhood. The proposed building is designed to be open and welcoming as it relates to the pedestrian oriented character of the Downtown.

FINDING: Consistent.

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 design demonstrates elements of streamline/art modern design which gives character to the district; this is achieved through a mixture of materials and architectural details including steel columns, aluminum storefronts, mesh railings, horizontal louvers, and perforated panels. Pedestrian connectivity is provided through the transparency of the ground floor and the amenities within the building thus inviting the same characteristics of the surrounding neighborhood.

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. Redevelopment of this site provides a similar proportion with the surrounding properties, complying with the Design Guidelines and is a step closer to beautifying the Downtown Core. The placement of the building on the site creates a harmonious relationship between the proposed building and the existing context, as well as adhering 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, meeting all applicable code requirements, the proposed design enhances the site, and is consistent with the scale and massing of the adjacent properties and surrounding neighborhood. The proposed building is designed to be open and welcoming as it relates to the pedestrian oriented character of the Downtown.

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 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 Hollywood Boulevard and Tyler Street.

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 16, 2020. 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
- Attachment C: Permit History
- Attachment D: Correspondence

ATTACHMENT A
Application Package

PLANNING DIVISION



File No. (internal use only): _____

2600 Hollywood Boulevard Room 315
Hollywood, FL 33022

GENERAL APPLICATION



Tel: (954) 921-3471
Fax: (954) 921-3347

This application must be completed in full and submitted with all documents to be placed on a Board or Committee's agenda.

The applicant is responsible for obtaining the appropriate checklist for each type of application.

Applicant(s) or their authorized legal agent must be present at all Board or Committee meetings.

At least one set of the submitted plans for each application must be signed and sealed (i.e. Architect or Engineer).

Documents and forms can be accessed on the City's website at

<http://www.hollywoodfl.org/DocumentCenter/Home/View/21>



APPLICATION TYPE (CHECK ONE):

- Technical Advisory Committee
- Historic Preservation Board
- City Commission
- Planning and Development Board

Date of Application: 02/03/2020

Location Address: 2001 Hollywood Boulevard, Hollywood, FL 33020

Lot(s): See attached list Block(s): See attached list Subdivision: _____

Folio Number(s): See attached list

Zoning Classification: ND-3 and RC-2 Land Use Classification: Regional Activity Center

Existing Property Use: Office building and surface parking lot with nightclub & drive-thru teller facilities Sq Ft/Number of Units: N/A

Is the request the result of a violation notice? () Yes No If yes, attach a copy of violation.

Has this property been presented to the City before? If yes, check all that apply and provide File Number(s) and Resolution(s): N/A

- Economic Roundtable
- Technical Advisory Committee
- Historic Preservation Board
- City Commission
- Planning and Development

Explanation of Request: _____

Number of units/rooms: 347 apartment rental units Sq Ft: 98,007 Survey Net Lot Area

Value of Improvement: \$109,305,000 fair market value Estimated Date of Completion: 04/2022

Will Project be Phased? () Yes No If Phased, Estimated Completion of Each Phase _____

Name of Current Property Owner: The Estate Companies / Sun Trust Office Building, LLC

Address of Property Owner: 6201 SW 70th Street, South Miami, FL 33143

Telephone: (786)220-0466 Fax: (786)288-3094 Email Address: jardizon@eigfl.com

Name of Consultant Representative/Tenant (circle one): Debbie Orshefsky / Holland & Knight LLP

Address: 515 East Las Olas Blvd, Suite 1200, Fort Lauderdale, FL 33301 Telephone: (954)468-7871

Fax: (954)463-2030 Email Address: debbie.orshefsky@hklaw.com

Date of Purchase: TBD Is there an option to purchase the Property? Yes () No

If Yes, Attach Copy of the Contract.

List Anyone Else Who Should Receive Notice of the Hearing: N/A

Address: N/A

Email Address: N/A

PLANNING DIVISION



File No. (internal use only): _____

2600 Hollywood Boulevard Room 315
Hollywood, FL 33022

GENERAL APPLICATION



Tel: (954) 921-3471
Fax: (954) 921-3347

This application must be completed in full and submitted with all documents to be placed on a Board or Committee's agenda.

The applicant is responsible for obtaining the appropriate checklist for each type of application.

Applicant(s) or their authorized legal agent must be present at all Board or Committee meetings.

At least one set of the submitted plans for each application must be signed and sealed (i.e. Architect or Engineer).

Documents and forms can be accessed on the City's website at

<http://www.hollywoodfl.org/DocumentCenter/Home/View/21>



APPLICATION TYPE (CHECK ONE):

- Technical Advisory Committee
- City Commission
- Historic Preservation Board
- Planning and Development Board

Date of Application: 04/21/2020

Location Address: 2001 Hollywood Boulevard, Hollywood, FL 33020

Lot(s): See attached list Block(s): See attached list Subdivision: _____

Folio Number(s): See attached list

Zoning Classification: ND-3 and RC-2 Land Use Classification: Regional Activity Center

Existing Property Use: Office building and surface parking lot with nightclub & drive-thru teller facilities Sq Ft/Number of Units: N/A

Is the request the result of a violation notice? () Yes No If yes, attach a copy of violation.

Has this property been presented to the City before? If yes, check all that apply and provide File Number(s) and Resolution(s): N/A

- Economic Roundtable
- City Commission
- Technical Advisory Committee
- Planning and Development
- Historic Preservation Board

Explanation of Request: _____

Number of units/rooms: 347 apartment rental units Sq Ft: 98,007 net lot area

Value of Improvement: _____ Estimated Date of Completion: 04/2022

Will Project be Phased? () Yes No If Phased, Estimated Completion of Each Phase _____

Name of Current Property Owner: The Estate Companies / Sun Trust Office Building, LLC

Address of Property Owner: 6201 SW 70th Street, South Miami, FL 33143

Telephone: (786)220-0466 Fax: (786)288-3094 Email Address: jardizon@eigfl.com

Name of Consultant/ Representative/Tenant (circle one): Debbie Orshefsky / Holland & Knight LLP

Address: 515 East Las Olas Blvd, Suite 1200, Fort Lauderdale, FL 33301 Telephone: (954)468-7871

Fax: (954)463-2030 Email Address: debbie.orshefsky@hklaw.com

Date of Purchase: _____ Is there an option to purchase the Property? Yes () No ()

If Yes, Attach Copy of the Contract.

List Anyone Else Who Should Receive Notice of the Hearing: _____

_____ Address: _____

_____ Email Address: _____

PLANNING DIVISION



File No. (internal use only): _____

2600 Hollywood Boulevard Room 315
Hollywood, FL 33022

GENERAL APPLICATION

CERTIFICATION OF COMPLIANCE WITH APPLICABLE REGULATIONS

The applicant/owner(s) signature certifies that he/she has been made aware of the criteria, regulations and guidelines applicable to the request. This information can be obtained in Room 315 of City Hall or on our website at www.hollywoodfl.org. The owner(s) further certifies that when required by applicable law, including but not limited to the City's Zoning and Land Development Regulations, they will post the site with a sign provided by the Office of Planning and Development Services. The owner(s) will photograph the sign the day of posting and submit photographs to the Office of Planning and Development Services as required by applicable law. Failure to post the sign will result in violation of State and Municipal Notification Requirements and Laws.

(I)(We) certify that (I) (we) understand and will comply with the provisions and regulations of the City's Zoning and Land Development Regulations, Design Guidelines, Design Guidelines for Historic Properties and City's Comprehensive Plan as they apply to this project. (I)(We) further certify that the above statements and drawings made on any paper or plans submitted herewith are true to the best of (my)(our) knowledge. (I)(We) understand that the application and attachments become part of the official public records of the City and are not returnable.

Signature of Current Owner: [Signature] Steve Berman - Manager Date: 02/03/2020

PRINT NAME: SunTrust Office Building, LLC / SunTrust Office Parking Lot, LLC Date: 02/03/2020

Signature of Consultant/Representative: [Signature] Date: 02/03/2020

PRINT NAME: Debbie Orshefsky / Holland & Knight LLP Date: 02/03/2020

Signature of Tenant: _____ Date: _____

PRINT NAME: _____ Date: _____

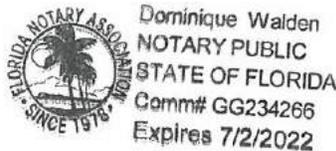
Current Owner Power of Attorney

I am the current owner of the described real property and that I am aware of the nature and effect the request for TAC Application Review & Approval _____ to my property, which is hereby made by me or I am hereby authorizing Debbie Orshefsky / Holland & Knight LLP to be my legal representative before the Technical Advisory (Board and/or Committee) relative to all matters concerning this application.

Sworn to and subscribed before me this 3 day of Feb 2020

[Signature]

Notary Public
State of Florida



[Signature]
Signature of Current Owner

Steve Berman
Print Name

My Commission Expires: 2/1/22 (Check One) Personally known to me; OR Produced Identification _____

PROPERTY IDENTIFICATION

All of the lots comprising the site are within Block 9 in Downtown Hollywood. Specific information on the individual lots is below.

<u>Owner</u>	<u>Lot No.</u>	<u>Tax Folio No. & Address</u>	<u>Lot Width</u>	<u>Lot Depth</u>	<u>Lot Size (SF)</u>	<u>Zoning</u>
SunTrust Office Building, LLC	Lot 1	514215011490; 121 N. 21 st Ave, Hollywood, FL 33020	42'-5"	135'-0"	5,737.5 SF	RC-2
SunTrust Office Building, LLC	Lot 2	514215011490; 121 N. 21 st Ave, Hollywood, FL 33020	42'-5"	135'-0"	5,737.5 SF	RC-2
SunTrust Office Building, LLC	Lot 3	514215011500; 115 N. 21 st Ave, Hollywood, FL 33020	42'-5"	135'-0"	5,737.5 SF	RC-2
SunTrust Office Building, LLC	Lot 38	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	121'-0"	3,025.0 SF	ND-3
SunTrust Office Building, LLC	Lot 37	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	121'-0"	3,025.0 SF	ND-3
SunTrust Office Building, LLC	Lot 36	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	121'-0"	3,025.0 SF	ND-3
SunTrust Office Building, LLC	Lot 35	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	121'-0"	3,025.0 SF	ND-3

SunTrust Office Building, LLC	Lot 34	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	121'-0"	3,025.0 SF	ND-3
SunTrust Office Building, LLC	Lot 33	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	121'-0"	3,025.0 SF	ND-3
SunTrust Office Building, LLC	Lot 32	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	121'-0"	3,025.0 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 31	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 30	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 29	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 28	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 27	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 26	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 25	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3

SunTrust Office Parking Lot, LLC	Lot 24	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 23	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Building, LLC	Lot 22	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Building, LLC	Lot 21	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Building, LLC	Lot 20	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Building, LLC	Lot 19	514215011570; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 18	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 17	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 16	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
SunTrust Office Parking Lot, LLC	Lot 15	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3

SunTrust Office Parking Lot, LLC	Lot 14	514215011580; 2001 Hollywood Blvd, Hollywood, FL 33020	25'-0"	127'-5"	3,187.5 SF	ND-3
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Design Guidelines for Historic Properties and Districts

Applicable Design Guidelines for new construction - section 4.2, By Modis Architects

The proposed project located at 2001 Hollywood Boulevard is comprised of several lots which have frontages along 20th Avenue to the East and fronts along Hollywood Boulevard. The project will be the new construction of a mixed-use development with Retail on the ground level facing both street frontages and multi-family residential units above. The intent of the design for the project is to be respectful and appropriate to its historic and architecturally significant surroundings.

Below we will describe in detail how the proposed project will be compatible with adjacent projects and diversity of the general context. We will also describe several architectural elements of design, with an emphasis on the Streamline / Art Moderne Style for the proposed development and how the massing, scale and architectural rhythm of the building will create a link between old and new within the Historic District.

Section 4.2.1 – Massing

The proposed project is comprised of an 8-story building with highly visible retail storefront component along both frontages and residential units above also facing both frontages. The massing of the proposed project, we believe respects and compliments all frontages and adjacent streets. Along Hollywood Boulevard, which is one of our primary frontages, the ground level retail façade sets back 15', while the residential levels above setback an additional 10', providing a pronounced one level retail component complimenting the existing context of the one level retail buildings to the East and West of the property.

The 7 residential levels above the ground floor are comprised of an intricate and diverse composition of open and closed balconies, vertical fins window openings and architectural features. The balconies and vertical elements are connected to provide a unique pattern on each building façade. The general character of the building takes inspiration from one of the many architectural styles that contribute the Historic context of the City of Hollywood. We have incorporated many architectural elements in the spirit of Streamline / Art Moderne Style. This style is consistent with many larger scale buildings that evolved from the smaller scale Art Deco Style.

In taking inspiration of the Streamline / Art Moderne Style, our design draws from many historic architectural elements, which can be seen throughout the building design. At the ground level design displays a light and airy approach with slender steel columns spaced in small groupings and at different angles to support a streamline eyebrow canopy. Some additional articulation at the retail level also includes horizontal metal streamline paneling with suspended 3-dimensional signage. In turn, the upper levels have more expressive elements which emphasizes a more horizontal character, also consistent with the Streamline / Art Moderne style. Other elements include rounded corners at parapet features, porthole windows, flat roofs with circular patterns, and horizontal grooves or lines in the walls.

Section 4.2.2 – Scale

As described in detail above, we believe the proposed design provides a scale that is appropriate to the surrounding built context and fabric. We have given special emphasis to the ground level scale and made a strong attempt continue the walkability along Hollywood Boulevard by providing a comfortable pedestrian scale with broad sidewalks, continuous clear storefronts with commercial uses, covered walkways, compatible and scale appropriate lighting, articulated paving and street trees. These elements combine to create a ground level pedestrian scale that is not only consistent to the Historic district and we believe will enhance the adjacent properties.

As Art Deco had to adjust to larger scaled buildings, the Streamline / Art Moderne style provided an enhanced architectural language that would be more scalable. These elements can be seen throughout the proposed design in the form of extended vertical elements and parapets with rounded features incorporating porthole elements typically reflected at the lower levels of the building. Horizontal grooves are carried throughout the façade vertically and horizontally, with the purpose of reducing the scale of the building.

Section 4.2.3 – Rhythm

The rhythm and pattern of the proposed design, we feel is consistent with the ground level pedestrian experience and with the broader upper level building mass. The ground level is comprised of repetitive storefront elements which provide a suitable retail scale while allowing for the entry doors to have a more pronounced effect. In contrast, the canopy structure along the sidewalk provides for a looser and more random feel. The balance of the building façade above the retail level creates a composition of pronounced staggered horizontal and vertical features, which wrap the entire façade. These elements provide for a dynamic rhythm throughout all building facades and providing for the articulation of the colors of the building.

Section 4.2.4 – Building Orientation

The proposed building design has carefully addressed the critical building orientation with respect to the different uses, functions, services and views. Along the ground level all retail/commercial uses have been oriented along all street frontages to provide for the maximum activation of each street. More specifically, along Hollywood boulevard, more emphasis has been made to provide ample depth for restaurant uses which will provide outdoor seating, consistent with the adjacent tenants along Hollywood Boulevard. The main entrance for the residential building is also facing Hollywood Boulevard and it is complimented by an intimate urban exterior plaza, which connects to a mid-block passage connecting Tyler Street.

All service entries have been oriented along the small secondary streets along 20th Avenue, helping to mitigate large openings along the primary frontages as well as preventing service vehicles from disturbing the activities along Hollywood Boulevard.

Section 4.2.5 – Building Orientation

As described in the Massing section the ground level retail façade proposed setback will be 15 ft from the sidewalk to the retail facade, while the residential levels above will have an additional proposed setback of 10 ft, for a total of 25 ft from the existing sidewalk. These proposed setbacks will be consistent with the existing context along Hollywood Boulevard. Finally, the secondary facades along 20th Avenue will include a required 10 ft setback, which will incorporate street trees with tree grates. There will be a slight variation to the setback along 20th Avenue to accommodate an existing historical feature from what is the remains of the original bank vault. The existing brick wall of the original bank will be exposed and will encroach two ft into the required setback. This element will become an important element in the recognition of the history of the City of Hollywood.

Soleste Hollywood - City of Hollywood Design Guidelines Narrative

The Soleste Hollywood project presented as part of this submittal is located at 2001 Hollywood Boulevard is comprised of several lots which have frontages along Tyler Street to the North, 20th Avenue to the East, 21st Avenue to the West and a portion of the property fronts along Hollywood Boulevard in the ND3 and RC-2 zoning districts. The project will be the new construction of a mixed-use development with Retail on the ground level facing all street frontages and multi-family residential units above. The project will be an 8-story building comprised of 347 luxury market rate residential units with retail and commercial uses along all street frontages.

The project will provide 475 parking spaces which exceeds the City's required parking requirements. All proposed parking will be contained in two parking decks on levels 2 and 3. The parking decks will be screened along Hollywood Boulevard and 20th Avenue by residential liners. Along Tyler and 21st Ave, parking will be screened by decorative screening complimenting the Streamline/Art Moderne Style. The project will provide residential units lining all street frontages and will incorporate upper level amenities including but not limited to, pool, pool deck, fitness center, spa and yoga rooms, business center and recreation room. Upper level deck spaces will be open to the sky and will provide lush landscaping.

Below is a description of the proposed project and compatibility the City's Design Guidelines. We will also demonstrate how the project compliments adjacent projects and the diversity of other buildings in the general context. We will also describe several architectural elements of design, with an emphasis on the Streamline / Art Moderne Style which is the architectural language being used as inspiration for this project.

Architectural and Design Components

The proposed design provides a scale that is appropriate to the surrounding built context and fabric. We have given special emphasis to the ground level scale and made a strong attempt to revitalize walkability along Tyler by providing a comfortable pedestrian scale with broad sidewalks, continuous clear storefronts with commercial uses, covered walkways, compatible and scale appropriate lighting, articulated paving and street trees. These elements combine to create a ground level pedestrian scale that is not only consistent with the historic district and we believe will enhance the adjacent properties.

As Art Deco had to adjust to larger scaled buildings, the Streamline / Art Moderne style provided an enhanced architectural language that would be more scalable. These elements can be seen throughout the proposed design in the form of extended vertical elements and parapets with rounded features incorporating porthole elements typically reflected at the lower levels of the building. Horizontal grooves are carried throughout the façade vertically and horizontally, with the purpose of reducing the scale of the building.

The proposed building design we feel is consistent with the ground level pedestrian experience and with the broader upper level building mass. The ground level is comprised of repetitive storefront elements which provide a suitable retail scale while allowing for the entry doors to have a more pronounced effect. In contrast, the canopy structure along the sidewalk provides for a looser and more random feel. The balance of the building façade above the retail level creates a composition of pronounced staggered horizontal and vertical features, which wrap the entire

façade. These elements provide for a dynamic rhythm throughout all building facades and providing for the articulation of the colors of the building.

Compatibility

The proposed building design has carefully addressed the critical building orientation with respect to the different uses, functions, services and views. Along the ground level all retail/commercial uses have been oriented along all street frontages to provide for the maximum activation of each street. More specifically, along Hollywood boulevard, more emphasis has been made to provide ample depth for restaurant uses which will provide outdoor seating, consistent with the adjacent tenants along Hollywood Boulevard. The main entrance for the residential building is also facing Hollywood Boulevard and it is complimented by an intimate urban exterior plaza, which connects to a mid-block passage connecting Tyler Street.

All service entries have been oriented along the small secondary streets along 20th and 21st Avenues, helping to mitigate large openings along the primary frontages as well as preventing service vehicles from disturbing the activities along Tyler and Hollywood Boulevard. The proposed design features smaller residential lobbies on the two corners along Tyler Street. These lobbies will provide for constant pedestrian activity and a major focal point at each corner.

Finally, the secondary facades along 20th and 21st Avenue will include a required 10 ft setback, which will incorporate street trees with tree grates. There will be a slight variation to the setback along 20th Avenue to accommodate an existing historical feature from what is the remains of the original bank vault. The existing brick wall of the original bank will be exposed and will encroach two ft into the required setback. This element will become an important element in the recognition of the history of the City of Hollywood.

Scale/Massing

The proposed project is comprised of an 8-story building with highly visible retail storefront component along all frontages and residential units above facing all frontages. The massing of the proposed project, we believe respects and compliments all frontages and adjacent streets. Along Hollywood Boulevard, which is one of our primary frontages, the ground level retail façade sets back 15', while the residential levels above setback an additional 10', providing a pronounced one level retail component complimenting the existing one level retail buildings to the East and West of the property.

The largest portion of the property fronts Tyler Street and extends the entire block from 20th to 21st Avenue. Although the existing context of Tyler street is currently a combination of commercial building of different scales and open parking lots, our intent was to return this portion of Tyler street to a pedestrian friendly and walkable street. The Ground level retail façade sets back a total of 9 feet including a covered arcade. This will improve walkability and create a more pedestrian friendly environment for all the new commercial lining Tyler Street. The overall building mass has been divided to create two separate buildings, breaking the building mass along Tyler Street. The 50 ft separation of the two buildings provide for additional sunlight and is aligned with a pedestrian mid-block pedestrian walk connecting Tyler Street and Hollywood Boulevard. The separation of the two buildings also provides for two independent lobbies anchoring the corners on both 20th and 21st avenue along Tyler Street.

The 7 residential levels above are comprised of an intricate and diverse composition of open and closed balconies, vertical fins window openings and architectural features. The balconies and vertical elements are connected to provide a unique pattern on each building façade. The general character of the building takes inspiration from one of the many architectural styles that contribute the Historic context of the City of Hollywood. We have incorporated many architectural elements in the spirit of Streamline / Art Moderne Style. This style is consistent with many larger scale buildings that evolved from the smaller scale Art Deco Style.

In taking inspiration of the Streamline / Art Moderne Style, our design draws from many historic architectural elements, which can be seen throughout the building design. At the ground level design displays a light and airy approach with slender steel columns spaced in small groupings and at different angles to support a streamline eyebrow canopy. Some additional articulation at the retail level also includes horizontal metal streamline paneling with suspended 3-dimensional signage. In turn, the upper levels have more expressive elements which emphasizes a more horizontal character, also consistent with the Streamline / Art Moderne style. Other elements include rounded corners at parapet features, porthole windows, flat roofs with circular patterns, and horizontal grooves or lines in the walls.

Landscaping

The landscaping design for the project will address the diverse conditions and frontages as the building encompasses 4 different streets. The primary Hollywood Frontage landscaping will focus on maintaining the continuity of the landscape and hardscape along Hollywood Boulevard. In addition, the proposed setback at grade level will allow for additional landscaping providing enhances shade and texture for the proposed outdoor seating areas. A proposed plaza feature at the main building entry will allow to extend the hardscape and landscaping deeper into the site and connecting to a mid-block cross element connecting to Tyler Street. The plaza will incorporate signature palms, green walls and outdoor permanent seating.

Landscape along Tyler, 20th and 21st Avenues, will respect the street edge with required native street trees and ground level landscaping which will enhance the walkability of all three streets. An added feature for this project is the elevated pool and amenities deck, which will provide for additional landscaping. The diverse upper level plazas will incorporate lush landscaping with featured palms, green walls and shrubbery for creation of passive outdoor spaces.

**STATEMENT OF CONFORMANCE WITH CRITERIA FOR A VARIANCE
“SOLESTE HOLLYWOOD”**

The Applicant is requesting the following variances:

1. to permit a setback of 3’-8” on Tyler Street where 10’-0” is required
2. to permit a setback of 0’-0” along the remaining alley where 5’-0” is required

And offers the following as conformance with applicable criteria.

VARIANCE 1:

a. 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

Response: the portion of the proposed building which intrudes into the required setback is an arcade, the actual building wall is setback 9’-4” from the property line along Tyler Street.

b. That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community;

Response: the proposed building will create an attractive streetscape along Tyler Street and will include an improved landscaped 7’ wide sidewalk, all of which will be a tremendous improvement to the area and provide a safe and attractive pedestrian experience along Tyler Street at this location.

c. 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;

Response: the proposed development and streetscape improvements are consistent with the redevelopment goals, objectives and policies of the City Comprehensive Plan, as well as the Community Redevelopment Plan for the downtown.

d. That the need for the requested Variance is not economically based or self-imposed; and

Response: the need for the variance is to allow for creation of a pedestrian arcade and improved pedestrian experience along Tyler Street and is not economically based or self-imposed.

e. That the Variance is necessary to comply with state or federal law and is the minimum Variance necessary to comply with the applicable law.

Response: Not applicable.

VARIANCE 2:

a. 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;

Response: the alley in question is within a downtown location and serves the garbage collection services for adjacent commercial uses; the proposed multifamily residential and commercial use will have internal trash collection and will only use the alley for circulation. As such, there is no need for the additional 5' of setback since all of the users of this alley use commercial trash collection services and pick-up.

b. That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community;

Response: the existing surrounding commercial uses will continue to use the alley as they currently do and as such, there will be no detriment to the community by not providing the additional 5' setback from the alley.

c. 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; and

Response: the requested variance will facilitate the redevelopment of the subject property, while maintaining the circulation necessary to the existing commercial uses, and as such is consistent with the adopted Comprehensive Plan and the redevelopment plan for the downtown.

d. That the need for the requested Variance is not economically based or self-imposed.

Response: the alley is currently 15' wide and will be maintained as such, so the requested variance is based upon preservation of existing conditions.

e. That the Variance is necessary to comply with state or federal law and is the minimum Variance necessary to comply with the applicable law.

Response: Not applicable.

Holland & Knight

515 East Las Olas Boulevard, Suite 1200 | Ft. Lauderdale, FL 33301 | T 954.525.1000 | F 954.463.2030
Holland & Knight LLP | www.hklaw.com

Debbie M. Orshefsky
+1 954-468-7871
Debbie.Orshefsky@hklaw.com

February 3, 2020

VIA EMAIL

Leslie A. Del Monte, Planning Manager
City of Hollywood
Planning Department
2600 Hollywood Boulevard
Hollywood, FL 33020

Re: Application for Certificate of Appropriateness for Demolition and Application for Certificate of Appropriateness for New Construction for Property located at 2001 Hollywood Blvd. (the "COA Applications")

Dear Ms. Del Monte:

The above-referenced Applications for Certificate of Appropriateness for Demolition and New Construction (the "COA Applications") are hereby submitted in conjunction with site plan and design approval applications for a 347-unit mixed-use development known as "Soleste Hollywood", your file number 19-CDMP-61 ("Soleste"). The COA Applications are submitted with respect to the 28,098 square feet of the development site within the Hollywood Blvd. Historic Retail District.

The following materials are submitted in support of the COA Applications:

1. Graphic depicting the area of the development site within the Historic District (Attachment A).
2. CRITERIA STATEMENT REGARDING CONFORMANCE WITH CRITERIA FOR CERTIFICATE OF APPROPRIATENESS FOR DEMOLITION AND HISTORIC STRUCTURE REPORT FOR 2001 HOLLYWOOD BOULEVARD, prepared by Search Inc., dated January 2020 (Attachment B);
3. CRITERIA STATEMENT REGARDING CONFORMANCE WITH CRITERIA FOR CERTIFICATE OF APPROPRIATENESS FOR DESIGN NEW CONSTRUCTION (Attachment C);
4. STRUCTURAL REPORT FOR 2001 HOLLYWOOD BLVD. prepared by Paramount Consulting and Engineering, LLC, dated December 9, 2019 (Attachment D);

5. FINANCIAL FEASIBILITY STUDY OF 2001 HOLLYWOOD BLVD. prepared by Modis Architects, dated February 3, 2020 (Attachment E);
6. DESCRIPTION OF PROPOSED ADAPTIVE REUSE OF 1920'S VAULT WITHIN SOLESTE MIXED USE DEVELOPMENT prepared by Steve Berman, Manager, SunTrust Office Building LLC, dated February 3, 2020;
7. PLANS ON FILE FOR SOLESTE reflecting the proposed plans for new construction and incorporation of the existing bank vault into the new construction.

Respectfully submitted,



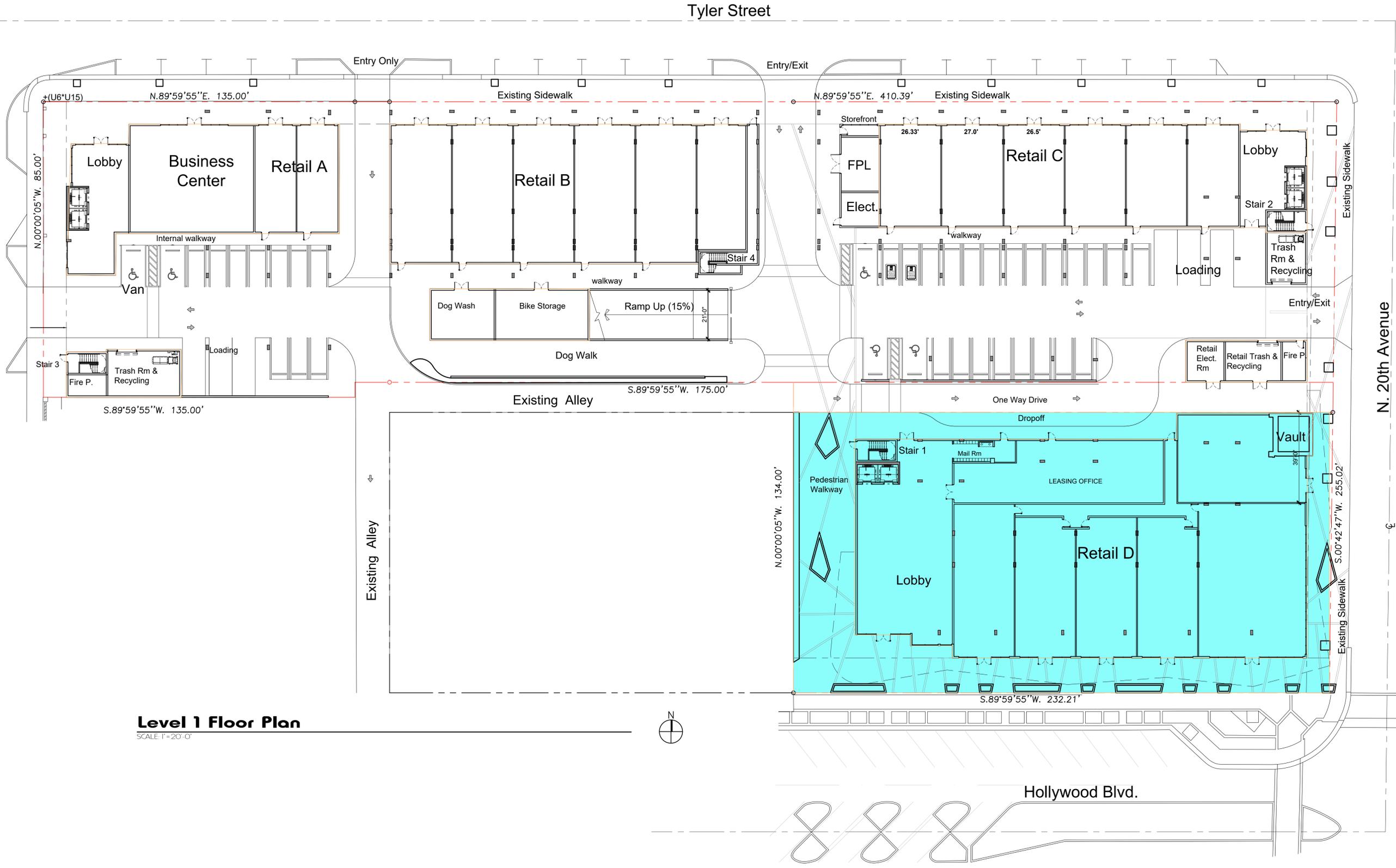
Debbie M. Orshefsky, Esq.

cc: Mr. Jeffrey Ardizon (via email; w/enclosure)
Mr. Nicholas Diaz (via email; w/enclosure)
Mr. Steve Berman (via email; w/enclosure)
Mechelle Kerns, PhD,RPA (via email; w/enclosure)
Ivo Fernandez, Jr., LEED AP (via email;w/enclosure)

ATTACHMENT A

Area of the Development Site Within the Historic District

Copyright © 2017 | MODIS ARCHITECTS, LLC | All Rights Reserved | 1 | MODIS - Drawing 19024 - Hollywood Residential - Estate Comprehensive Design/06/2019 - Schematic Design & Final TAC/Residential/03/2019/01/2019/Level 1.dwg



Level 1 Floor Plan
SCALE: 1"=20'-0"



AREA - 28,098 SF

Tyler Street

N. 20th Avenue

Hollywood Blvd.

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ATTACHMENT B

Criteria Statement Regarding Conformance with Criteria for Certificate of Appropriateness for
Demolition and Historic Structure Report

TECHNICAL MEMORANDUM
IN SUPPORT OF A CERTIFICATE OF APPROPRIATENESS FOR DEMOLITION
FOR THE PROPOSED BUILDING AT
2001 HOLLYWOOD BOULEVARD, CITY OF HOLLYWOOD
BROWARD COUNTY, FLORIDA

CONSULTANT:	SEARCH 2028 Harrison Street, Unit 204 Hollywood, FL 33020
PRINCIPAL INVESTIGATOR:	Mechelle Kerns, PhD, RPA
ARCHITECTURAL HISTORIAN:	Jason Newton, MA
CLIENT:	Estate General Contractors, LLC
DATE:	February 2020
SEARCH Project #:	R19258

This memorandum provides a summary of the findings from a Historic Building Survey (provided in **Attachment A**) conducted in support of an application for a Certificate of Appropriateness for Demolition. The subject building is located at 2001 Hollywood Boulevard in the City of Hollywood, Broward County, Florida. The building is within a City of Hollywood, Historic Preservation Overlay District (HPOD), Hollywood Business District (HPOD-1). The building is situated within the boundary of the Hollywood Boulevard Historic Business District, Florida Department of State, Division of Historical Resources (FDHR), Florida Master Site File (FMSF) # 8BD03284. The building is recorded with the FMSF as the site of the First Hollywood Bank (8BD00567), however, due to lack of historic architectural integrity it is considered a noncontributing building to the district. Thus, it is not considered a historic resource that supports the integrity of the historic district. The extant structure dates to 1927 and is the second building on the site. The building has been renovated many times resulting in significant alterations and little resemblance to the original structure. The alterations removed both the exterior (including windows and decorative elements) and interior finishes save for the original bank vault (see **Attachment A** for current conditions). The FDHR concurred on the findings of the Historic Building Survey in a letter dated January 30, 2020 (**Attachment B**).

PROPOSED UNDERTAKING

Estate General Contractors, LLC proposes to redevelop the property for mixed use residential and commercial space in accordance with the style and aesthetics of historic Hollywood. The concept plans are provided in **Attachment C**.

HISTORIC PRESERVATION BOARD CRITERIA & SUPPORTING DATA

In order to evaluate the demolition of a building within the historic district, the Historic Preservation Board considers the following criteria in evaluating applications for a Certificate of Appropriateness for Demolition of buildings, including integrity of location, design, setting, materials, workmanship, and association. The Criteria and facts regarding the building in question are addressed below.

1. "The building, structure, improvement, or site is designated on either a national, state, or local level as an historic preservation district or an architectural landmark of Site."

The building at 2001 Hollywood Boulevard qualifies as "historic" as it is over 50 years old. However, it was not and is not considered a contributing resource to the NRHP-listed Hollywood Boulevard Historic Business District (8BD03284) due to its lack of historic materials and architectural integrity. The building no longer retains aspects of integrity related to design, materials, workmanship and/or feeling.¹ Moreover, the building no longer possesses its original historic character.²

2. "The building, structure, improvement, or site is of such design, craftsmanship, or material that it could be reproduced only with great difficulty and/or expense."

The materials used in the construction of the building in 1927 were concrete and local wood sources. The concrete structural elements remain but are altered. All the exterior and interior wood materials have been removed and replaced with modern finishes. The sources of local wood products are no longer extant, thus any attempt to reconstruct the building's historic features would be very difficult and of great expense.

3. "The building, structure, improvement, or site is one of the last remaining examples of its kind in the neighborhood, the county, or the region."

The building is not among the last remaining examples of its kind and its current state does not possess characteristics that make it stand out as an obvious type of business, nor is it indicative of a style of a determinable purpose.

4. "The building, structure, improvement, or site contributes significantly to the historic character of a historically designated district."

¹ US Department of the Interior, National Park Service, "How to Apply the National Register Criteria for Evaluation," *National Register Bulletin* (NB-15). US GPO, 2005. Accessed from https://www.nps.gov/subjects/nationalregister/upload/NRB-15_web508.pdf

² City of Hollywood, Design Guidelines for Historic Properties and Districts, 2005. Access from <http://www.hollywoodfl.org/DocumentCenter/View/95/Design-Guidelines-May-2005-docgenda?bidId=>

The building is recorded as a non-contributing resource to the NRHP-listed Hollywood Boulevard Historic Business District, thus it plays no role in the viability of the district.

5. "Retention of the building, structure, improvement, or site promotes the general welfare of the city by providing an opportunity for study of local history, architecture, and design or by developing an understanding of the importance and value of a particular and heritage."

Due to the substantially altered condition of the building's exterior and interior and the nature of its utilization, that of Class-A business space, it no longer provides information related to historical architecture and design.

6. "There are definite plans for reuse of the property if the proposed demolition is carried out, and those plans will adversely affect on the historic character of the Historic District."

Design plans for the redevelopment of the property will be provided to the City for review. The plans have been developed with a sensitivity to the aesthetics of the NRHP-listed Hollywood Boulevard Historic Business District and will consist of a style harmonious to the surrounding architecture within the NRHP district. New construction will be compatible with surrounding buildings regarding design style, mass, scale, and rhythm to reflect the characteristics of the Historic District and current zoning regulations. There will be no adverse effect to the historic district, as the current building is a non-contributing structure. The Concept Plan is provided in **Attachment C**.

7. "The Unsafe Structures Board has ordered the demolition of a structure or the feasibility study determines that the retention of the building would deny the owner of all economically viable uses of the property."³

The demolition of the building has not been required by the City of Hollywood. However, many aspects of the building do not meet current building codes and structural requirements related to hurricane resilience.

³ City of Hollywood, Planning and Urban Design, Historic Preservation Board, ND. Accessed from <https://www.hollywoodfl.org/338/Historic-Preservation-Board> 1/23/2020.

CONCLUSION

This memorandum provides an overview of the materials presented in **Attachment A** and addresses the criteria to support the issuance of a Certificate of Appropriateness for the demolition of 2001 Hollywood Boulevard.

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ATTACHMENT A

**Historic Building Survey
2001 Hollywood Blvd**

**HISTORIC STRUCTURE REPORT
FOR 2001 HOLLYWOOD BOULEVARD,
HOLLYWOOD, BROWARD COUNTY, FLORIDA**

FINAL REPORT

PREPARED FOR

ESTATE GENERAL CONTRACTORS, LLC

PREPARED BY

SEARCH

SEARCH PROJECT No. R19258

JANUARY 2020

**HISTORIC STRUCTURE REPORT
FOR 2001 HOLLYWOOD BOULEVARD,
HOLLYWOOD, BROWARD COUNTY, FLORIDA**

FINAL REPORT

PREPARED FOR

ESTATE GENERAL CONTRACTORS, LLC

**REPORT AUTHORED BY
JASON NEWTON AND MECHELLE KERNS**



**MECHELLE KERNS, PHD, RPA
PRINCIPAL INVESTIGATOR**



JANUARY 2020

SEARCH PROJECT No. R19258

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INTRODUCTION

STUDY SUMMARY

In January 2020, at the request of Estate General Contractors, LLC, SEARCH conducted a historic architecture survey of the First National Bank of Hollywood located at 2001 Hollywood Boulevard in the City of Hollywood, Broward County, Florida (**Figures 1 and 2**). The purpose of this project was to conduct an architectural survey and National Register of Historic Places (NRHP) evaluation of the First National Bank of Hollywood (8BD00567). No archaeological work was conducted as part of this project. The architectural survey and evaluation were conducted to assist the current owner of the property, SunTrust Office Building, LLC, in determining the historic significance of the building.

This study was conducted in order to address *Section 5.5 - Historic Preservation Board and Historic District Regulations*, currently contained within the *City of Hollywood Zoning and Land Development Regulations*. This document was prepared in accordance with the guidelines set forth by the US Department of the Interior, National Park Service (NPS) Preservation Briefs No. 43: *The Preparation and Use of Historic Structure Reports*. In addition, this document also complies with Chapter 267 of the Florida Statutes and Rule Chapter 1A-46, Florida Administrative Code, as well as the Florida Division of Historical Resources' (FDHR) recommendations for such projects, as stipulated in the FDHR's *Cultural Resource Management Standards & Operations Manual, Module Three: Guidelines for Use by Historic Preservation Professionals*. The Principal Investigator and Architectural Historian for this project meet the Secretary of the Interior's *Standards and Guidelines for Archeology and Historic Preservation* (48 FR 44716-42).

SEARCH surveyed and evaluated the First National Bank of Hollywood (8BD00567), constructed ca. 1927. Although previously documented in 1996 and 2016, the building has not been previously evaluated by the State Historic Preservation Officer (SHPO). SEARCH recommends this building as individually ineligible for listing in the NRHP, as it no longer retains its historic integrity due to multiple substantial renovations. The building also was previously determined a non-contributing resource within the NRHP-listed Hollywood Boulevard Historic Business District (8BD03284) in 1999, and SEARCH concurs with this earlier non-contributing determination.

PROJECT DATA

The First National Bank of Hollywood (8BD00567) is located at 2001 Hollywood Boulevard in the City of Hollywood on the northwest corner of the intersection at Hollywood Boulevard and North 20th Avenue. The building is located in Section 15 of Township 51 South, Range 42 East on the *Fort Lauderdale South* US Geological Survey (USGS) quadrangle map (USGS 1983).

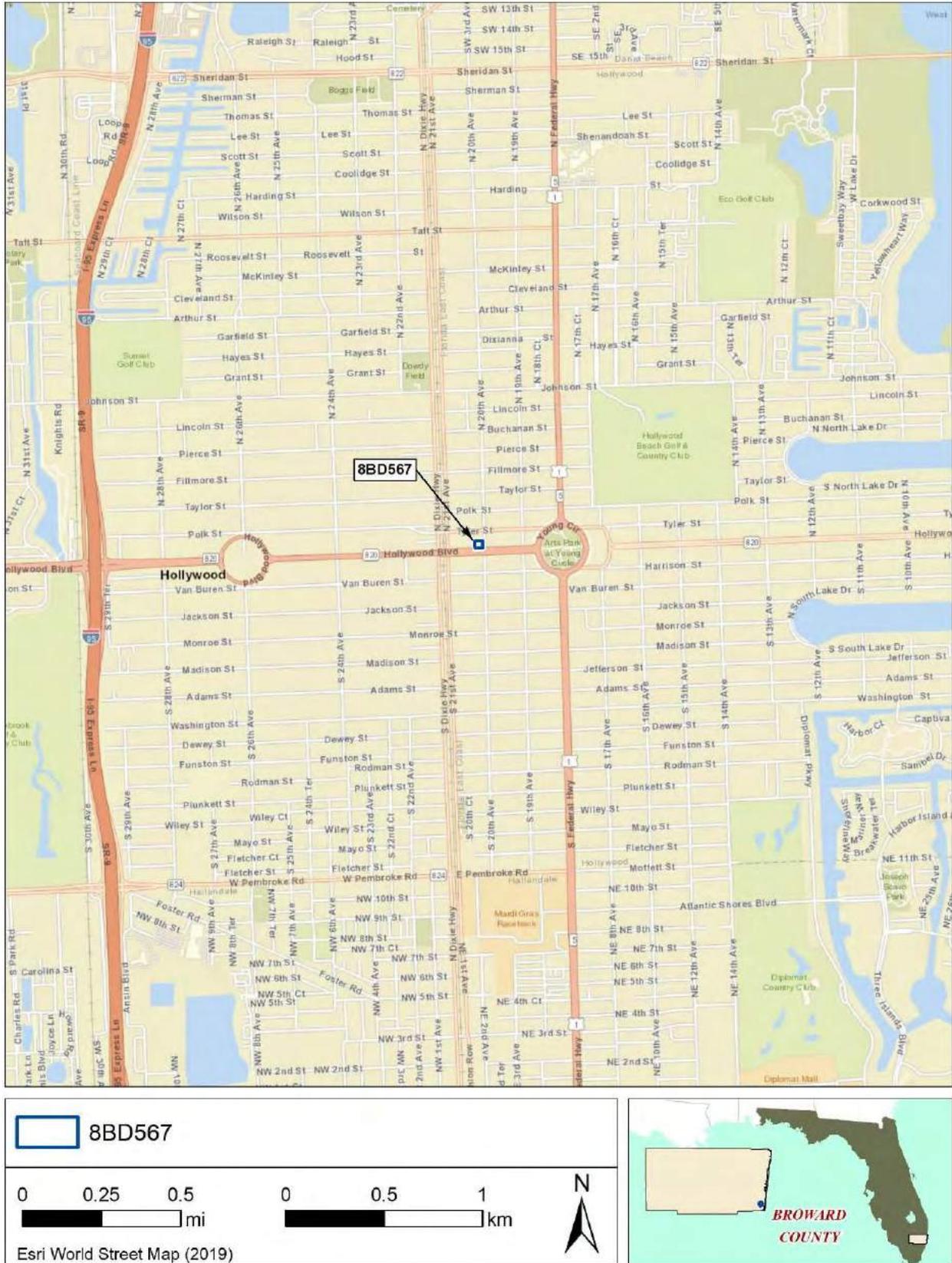


Figure 1. Location of the First National Bank of Hollywood (8BD00567), City of Hollywood, Broward County, Florida.

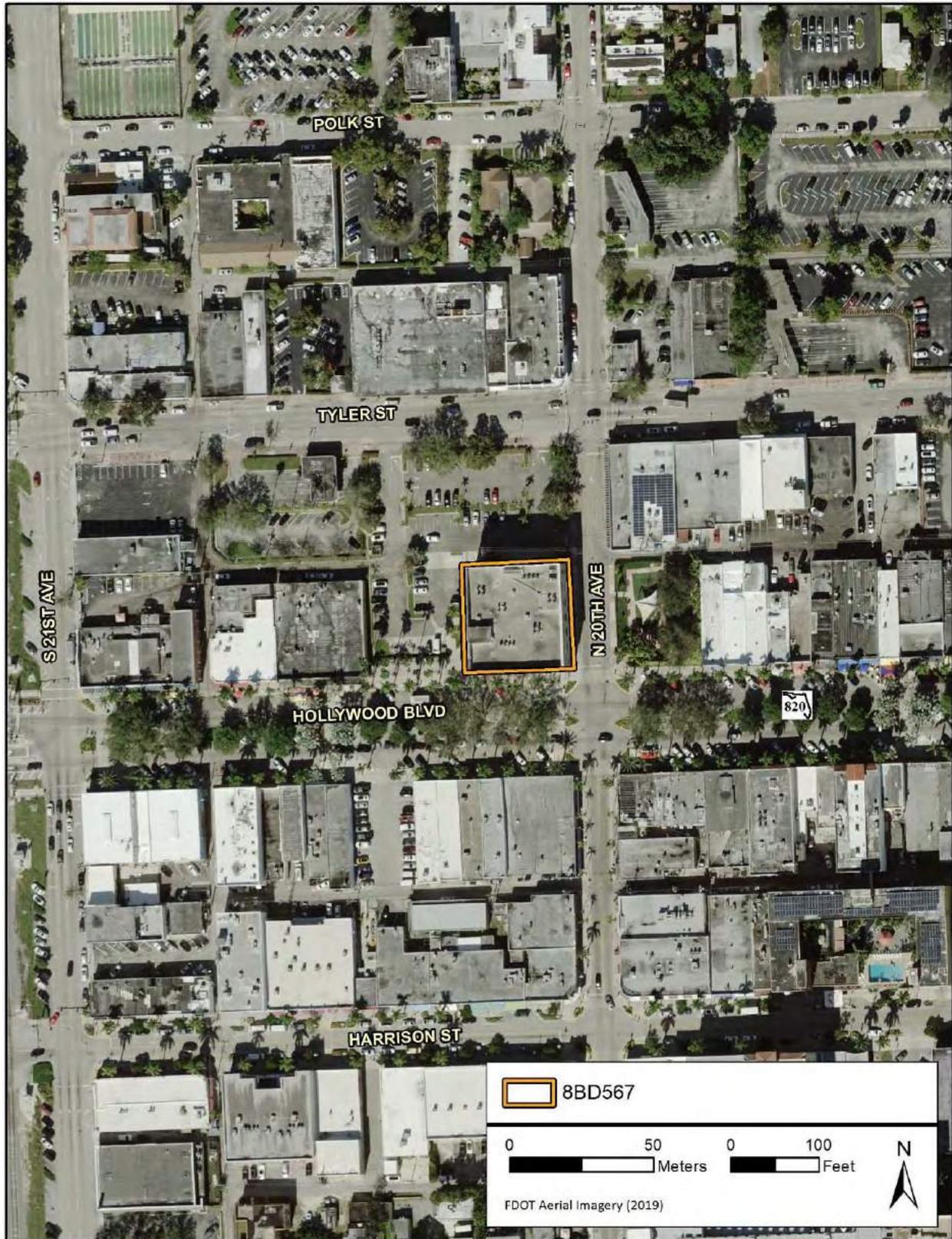


Figure 2. Location of the First National Bank of Hollywood (8BD00567), shown on a modern aerial map, City of Hollywood, Broward County, Florida.

The property is currently owned by SunTrust Office Building, LLC, who purchased the property from Southeast STB Portfolio, LLC.

The architectural survey for the project utilized standard procedures for the location, investigation, and recording of historic properties. In addition to a search of the Florida Master Site File (FMSF) for previously documentation on this property, USGS quadrangle maps and historical aerial photographs also were reviewed. Based on the scope of the proposed project, SEARCH conducted a reconnaissance-level survey and research documenting the historic-aged building. The First National Bank of Hollywood (8BD00567) was the only resource involved in this study.

A SEARCH architectural historian photographed the interior and exterior of the building with a digital camera and recorded all pertinent information regarding architectural style, distinguishing characteristics, alterations/additions, and current conditions on a FMSF form. In addition, the current owner allowed for small sections of the exterior fabric to be removed in order to confirm whether or not certain architectural elements were still present underneath the modern façade. The SEARCH architectural historian was present at the removal of this modern veneer and examined these areas closely, photographing the findings with a digital camera. Upon completion of fieldwork, forms and photographs were returned to the SEARCH offices for analysis. The date of construction, design, architectural features, condition, and integrity of the resource, as well as how the resource relates to the surrounding landscape, were carefully considered. The resource was then evaluated regarding its eligibility for listing in the NRHP and recommended either eligible or not eligible.

DEVELOPMENTAL HISTORY

HISTORICAL BACKGROUND AND CONTEXT

The following section present an overview of the history of the First National Bank of Hollywood building, which also incorporates history of the surrounding area. Information was obtained from previous reports on file at the FMSF, as well as additional research. This overview discussing the surrounding area is primarily a synthesis of information obtained during earlier studies (Kemper 1981; SEARCH 2007). This historical overview serves as a guide to assist in ascertaining the significance of the historic building.

Present-day Broward County was sparsely populated prior to the arrival of Henry Flagler's railroad in 1896. The first train to reach Fort Lauderdale arrived on February 22, 1896, and through service to Miami started two months later (McGoun 1972:7). The train provided rapid transportation of the area's fruit and winter vegetables to northern markets while bringing in northern tourists and prospective settlers (Hope 1989:140). Flagler's investment assured Fort Lauderdale of its growing importance and helped establish four other communities in present-day Broward County: Dania, Hallandale, Pompano Beach, and Deerfield Beach (McGoun 1972:7). At the dawn of the new century, a mere 100 people resided in present-day Broward County's five settlements, with 52 living in Fort Lauderdale. Settlers continued to relocate to South Florida. Enough people rode the trains, hacks, and boats and settled in the region to incorporate Dania in 1904, present-day Broward's first incorporated city, followed by Pompano Beach in 1908 and Fort Lauderdale in 1911 (Vogel 1992:29).

Responding to the area's growing population, the state legislature carved Broward County from Dade and Palm Beach Counties on April 30, 1915, and established Fort Lauderdale as the county seat (Dunn 1998:36-37; Writers Program ca. 1930s:4). The county was named for the governor responsible for the draining of the Everglades (Morris 1995:36). Broward County consisted of 990,227 acres. Of that, 33,632 acres were farmland with 17,444 under cultivation (Writers Program ca. 1930s:4). Farms, pine forest, scrub palm, marsh, and mangroves dotted the landscape of present-day Hollywood during the last decade of the nineteenth century and the first two decades of the twentieth century (Kemper 1981:2). Fred Zirbs was the first farmer in the Hollywood area, growing peppers and tomatoes on his 5-acre farm in 1910 (Kemper 1981:5). Other farmers in the Hollywood area grew tomatoes, beans, squash, cabbage, and pineapples.

Hollywood was begun by planning visionary Joseph Wesley Young (Hollywood Historical Society 2018). In 1921, Young purchased all of Section 15 of Township 42 South, Range 51 East from Stephen M. Alsobrook. This area is bounded by the present-day streets of 22nd Avenue, Washington Street, 14th Avenue, and Johnson Street (Kemper 1981:5). Once secured, Young purchased other tracts, totaling more than 3 square miles. In developing Hollywood, Young drew upon his experience of having lived in Indianapolis, Indiana, from 1917 to 1920, where the city had wide boulevards with intersecting circular parks (*Hollywood Herald* 1940:6; Kemper

1981:6). From Long Beach, California, where he lived from 1903 to 1913, he derived city codes for building restrictions, zoning, and ocean-front development (TenEick 1966:xv-xvi). Long Beach also inspired Young to build a deep-water harbor and port associated with Hollywood. This harbor and port would become Port Everglades. In the fall of 1921, the first city lot at the present-day intersection of Hollywood Boulevard and 21st Avenue was platted. Work crews began clearing the area and laying out roads in Central Hollywood (Kemper 1981:6). The *Hollywood Reporter* announced that the future residents of Hollywood would be grateful to Young:

for his intelligent foresight in devising and his courageous insistence in carrying out what will someday come to be accepted as a revolutionizing idea in town building. Mr. Young has demonstrated in a concrete way that towns, like houses, can and should be built from a definite plan, with adequate provisions for future contingencies (*Hollywood Reporter* 1923:5).

Hollywood was laid out on a grid pattern, with east-west and north-south streets intersecting at right angles (Kemper 1981:6). Zoning codes designated some areas for retail or wholesale businesses, and neighborhoods had restrictions that required a minimum amount spent on home construction (*Hollywood Reporter* 1922a:4, 1923:5). Subdivisions such as Hollywood Lawns, Hollywood Lakes Section, St. James Park, Dixie Gardens, Hollywood Little Ranches, North Hollywood, South Hollywood, and Venetian Villa were opened by 1923 (Kemper 1981:10, 12). By 1924, Hollywood had 32 miles of paved streets, with Hollywood Boulevard, Harrison Street, and Tyler Street serving as primary commercial corridors (Kemper 1981:9). Hollywood Boulevard measured 92 feet from curb-to-curb and was framed by 14-foot sidewalks (*Hollywood Reporter* 1922b:2). Hollywood Boulevard was the city's dominant transportation, communication, and commercial corridor (Kemper 1981:9). The city was designed with three major circles, all located along Hollywood Boulevard: Young Circle, City Hall Circle, and Academy Circle. Young blended Spanish and Moorish architecture, generally referred to as Spanish Colonial Revival or Mediterranean Revival, for the design of public and government buildings (Kemper 1981:8). Young contracted with the Indianapolis architectural firm of Rubush & Hunter to design buildings for the city, and many of the buildings constructed in the central part on Hollywood in 1922, such as the Hollywood Hotel, were from those designs (Mickelson 2005).

Another such structure dating from this period is the First Hollywood Bank, located at 2001 Hollywood Boulevard, which opened in July 1927 (*The Miami Herald* 1927) (**Figure 3**). This grand structure replaced the earlier one-story Hollywood State Bank, which was constructed in 1924 (*Hollywood Reporter* 1924). The building was designed by architect Philip Weisenburgh, who was responsible for office and design supervision for all of Rubush & Hunter's Florida commissions, and this building was the architectural firm's final commission from Young (Mickelson 2005). The First Hollywood Bank was originally an imposing structure built in the Neo-classical design (**Figure 4**) and administered by the Hollywood Bank & Trust Company. The First National Bank of Miami had purchased a controlling interest in the bank in 1926 (*The Miami Herald* 1926). It was not until 1945 that the name was changed to the First National Bank of Hollywood (*Hollywood Herald* 1945).

At the height of the Florida Land Boom in 1925, Hollywood grew through a deferred payment plan offered to settlers and speculators alike, which resulted in Hollywood being incorporated that same year (Kemper 1981:10, 13). By 1926, approximately 18,000 people lived in Hollywood. To support the population, the city had 2,420 homes and 36 apartment buildings, 252 commercial buildings, 30 garage apartments, and six hotels with three more in construction (Kemper 1981:13). Young began construction on Port Everglades in 1926 and finished in 1931 (Writers Program ca. 1930s:19). At the time of completion, Port Everglades was the state's deepest and most easily accessible harbor (Writers Program ca. 1930s:21).

Hurricanes, plummeting land values, and the collapse of the stock market marked the end of the boom. A hurricane with 150-mile-per-hour winds devastated south Broward County on September 18, 1926. Nearly destroying Hollywood, official records state that 34 people lost their lives during the storm, but unofficially, the number was reported to be much higher (Kemper 1981:13; McGoun 1972:12-13). Overwhelmed by the loss of life and property, people moved away, and Hollywood's population dropped to 2,500 residents (Kemper 1981:13). The same year, land values around the state spiraled downward, catching the hopes and dreams of many speculators within the devastating whirlpool. Coupled with this, the stock market crashed in 1929, marking the beginning of the Great Depression. The destructive hurricane, the bust of the land boom, and the collapse of the stock market brought construction within Hollywood to a halt. Vacant lots dotted the landscape throughout the 1930s and 1940s. Unable to pay off his debts, Young lost control of his Hollywood dream when his vast property holdings within the city were sold off at a sheriff's auction (Kemper 1981:14). Young passed away at his home at 1055 Hollywood Boulevard on April 28, 1934.

During the late 1920s and early 1930s, the financial situation became so bleak that the City of Hollywood resorted to paying its employees in scrip instead of cash (Kemper 1981:14). Despite this, Hollywood did experience some progress during the 1930s. The Hollywood Hills Inn, located on the westernmost circle on Hollywood Boulevard and west of the bank building, was

HOLLYWOOD BANK IS IN ITS NEW BUILDING

Scores of Citizens Inspect Beautiful Home of Institution; Tributes Sent.

HOLLYWOOD, Fla., July 5.—Opening of the Hollywood Bank and Trust Company new quarters in the bank's building in Hollywood boulevard at Twentieth street was attended today by many citizens, who inspected one of the most beautiful lobbies in the South.

In the lobby, which was designed by Adolph Vollmer, architect, of Miami, who had charge of the plans and detailed specifications for the Hollywood Beach Hotel, were scores of bouquets of flowers sent by many friends of the bank.

Among those who sent flowers were J. W. Young, chairman of the board of directors of the bank; the Hollywood Associated Companies, Hollywood Nurseries, the First National Bank of Miami, the Coral Gables First National Bank, the Miami Beach First National Bank, the Little River Bank and Trust Company, the Bunny Supply Company, Paul R. John, mayor of Hollywood; Ralph A. Young, a city commissioner, and the First National Bank of Fort Lauderdale.

J. L. Griffin, a vice president of the First National Bank of Miami, and a vice president of the Hollywood institution, and E. L. Bowie, cashier, received the many visitors throughout the day and escorted them through the various departments, including the large and modern safe deposit vault.

The Hollywood Bank and Trust Company is a member of the First National group, and George B. Romfh, a vice president of the Miami institution, is president of the bank here.

According to the recent financial statement, published in compliance with the quarterly call by the state comptroller, the Hollywood bank now has more than \$800,000 in deposits. Paid-in capital amounts to \$50,000, surplus \$50,000 and undivided profits, \$52,000.

Figure 3. Article from July 3, 1927, describing the opening of the new bank building (*The Miami Herald* 1927).

converted into the Riverside Military Academy in 1932 (Kemper 1981:16). Three national and state conferences were held at the Hollywood Beach Hotel in 1932. The Orange Brook Golf and Country Club and Dowdy Field were opened in 1934. By 1939, the Hollywood Beach Hotel was able to stay open year-round, becoming the city's biggest employer. Despite the dire economic situation, the First National Bank of Hollywood also managed to survive the tumultuous era (Figure 5). In response to the limited economic growth, the city's population rose from 2,689 in 1930 to 6,239 in 1940.

In the 1940s, the First National Bank of Hollywood underwent the first of three major renovations (Figure 6). Most of the Neo-classical elements were removed from the building during this renovation. After the renovation, the building bore little resemblance to the original Neo-classical building of the 1920s (Figure 7).



Figure 4. First National Bank of Hollywood, then First Hollywood Bank, as it appeared in the 1920s (City of Hollywood Records and Archives).



Figure 5. Hollywood Boulevard in the 1930s, looking east with the First National Bank of Hollywood visible on the left (Florida Memory 2020).

During World War II, Hollywood, as well as the rest of the state and the nation, pulled itself out of the Great Depression (Kemper 1981:16). The Riverside Military Academy was converted to a US Naval Air Gunners' School, while the Hollywood Beach Hotel became a US Naval Indoctrination and Training School (Kemper 1981:17).

Hollywood participated in the post-World War II boom with its population growing from 7,500 in 1945 to 14,351 in 1950 (Kemper 1981:17). By the late 1950s, Hollywood consisted of two distinct sections: Old Hollywood and West Hollywood (Kemper 1981:18). Old Hollywood was the area established by Joseph Wesley Young in the 1920s, with the central business district as its nexus. West Hollywood was in the unincorporated portion of Broward County, with its nucleus at the intersection of State Road (SR) 7 and Hollywood Boulevard (Kemper 1981:18).

West Hollywood served as a bedroom community to Hollywood and was separated from the city by a 2-mile swath of undeveloped land. This undeveloped area was platted in the 1960s as the Hillcrest and Emerald Hills subdivisions. As the area grew, two municipalities (Miramar in 1955 and Pembroke Pines in 1960) were formed from West Hollywood during the boom of the 1950s and 1960s. **Figure 8** shows an aerial image of Hollywood in 1957, pointing out the location of the First National Bank of Hollywood. Note how the addition had yet to be constructed.



Figure 6. First National Bank of Hollywood undergoing major renovation in the 1940s (City of Hollywood Records and Archives).

It was during the 1960s that the second of the three major renovations to the First National Bank of Hollywood took place. It was at this time that an addition was constructed on the northwest corner, making the building a complete square. The building had originally been L-shaped. The exterior façade on the building was once again redone, giving the structure a much different appearance (**Figure 9**).

The final major renovation to the First National Bank of Hollywood took place in the 1980s. It was after this renovation that the building took on its current appearance. The building was

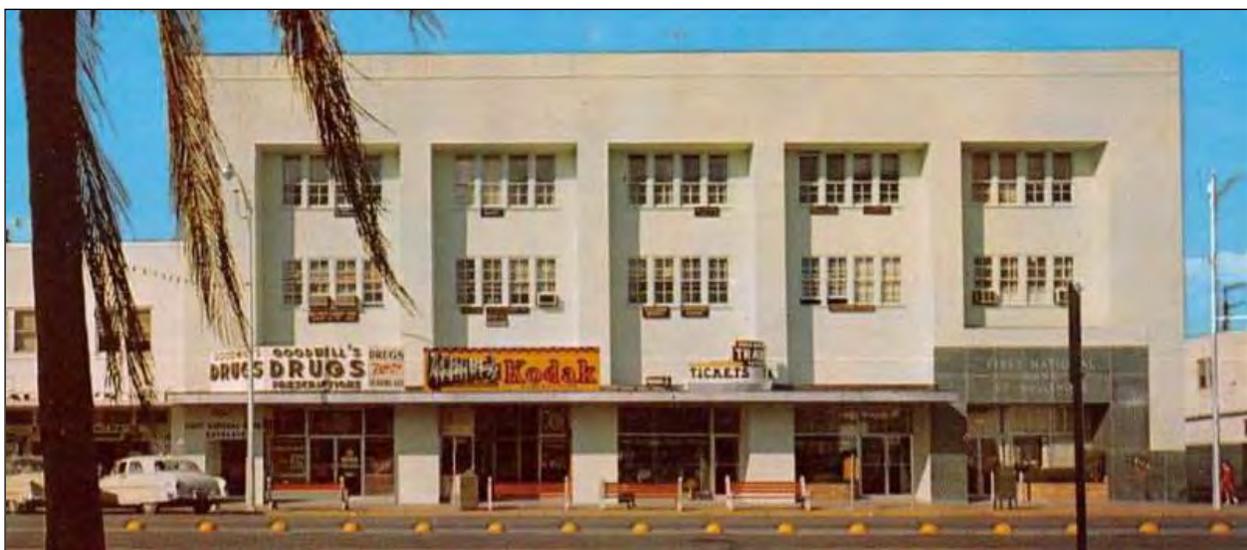


Figure 7. The First National Bank of Hollywood as it appeared in the 1950s after the completion of the first major renovation in the 1940s (City of Hollywood Records and Archives).



Figure 8. First National Bank of Hollywood and the surrounding area, as seen on a 1957 aerial photograph.



Figure 9. The First National Bank of Hollywood as it appeared after the second major renovation in the 1960s (City of Hollywood Records and Archives).

clad in an exterior insulated finished system (EIFS). In an effort to recall the original character of the building, the designers attempted to achieve the semblance of the original building's design by recreating the arched openings. It was at this time that the abutting building to the west was demolished for a parking lot and the main entrance was reoriented to the west side.

The bank had remained the First National Bank of Hollywood from 1945 until 1981 when Flagship Banks, Inc. acquired the bank and made it a part of the Flagship National Bank of Broward. In 1983, Flagship Bank was sold to Sun Bank. Sun Bank merged with the Trust Company of Georgia a year later to become SunTrust Bank (*Fort Lauderdale News* 1984). From the 1980s until July 2018, the building housed SunTrust Bank. The bank still utilized the original vault, which is one of the only remnants of the original structure. In 1999, the Hollywood Boulevard Historic Business District (8BD03284), which runs along Hollywood Boulevard between 21st Avenue and Young Circle, was listed in the NRHP. Although the First National Bank of Hollywood building is located within the boundaries of this NRHP-listed district, it was determined to be a non-contributing resource to the district by the Bureau of Historic Preservation, due to its loss of historic integrity (Krassy and Shiver 1999). SHPO concurred with the information contained within the district's NRHP nomination form in January 1999.

CHRONOLOGY OF DEVELOPMENT AND USE

The First National Bank of Hollywood was constructed in 1927 in the Neo-classical style (see **Figure 4**). The building originally featured five arches on the south front elevation supported by intricately carved, full-round Corinthian columns standing before two-story decorative balconies (Mickelson 2005). The areas within the five arches were constructed with Pecky Cypress, and ornate inlaid precast panels and turned wood columns made up most of the areas where there were no windows and doors. An ornamental stucco medallion, as well as ornamental Pecky Cypress brackets supporting a pent roof with Cuban clay tiles, also was located on the south façade (**Figure 10**).

The building retained its original appearance (**Figure 11**) until the first renovation was undertaken in the 1940s. At this time, virtually all of the original Neo-classical elements were permanently removed from the structure. Notable features such as the ornamental stucco medallion, pent roof with Cuban clay tiles and Pecky Cypress brackets, the prominent arches with the cast cement panels, and concrete sills with cast detailing were all permanently removed from the building (see **Figure 5**).

Included below are enlarged sections of **Figures 3** and **5**, showing the removal of many of the original architectural features during the 1940s major renovation. **Figure 12** shows the removal of the central ornamental medallion on the south façade, as well as the removal of the pent roof with Cuban clay tiles and decorative Pecky Cypress brackets. The elaborate precast panels and ornate wood spindle recessed within the archways also were removed at this time. The original façade along Hollywood Boulevard also featured five large arches with inlaid cast panels with elaborate details. These arches were removed along with the concrete inlaid

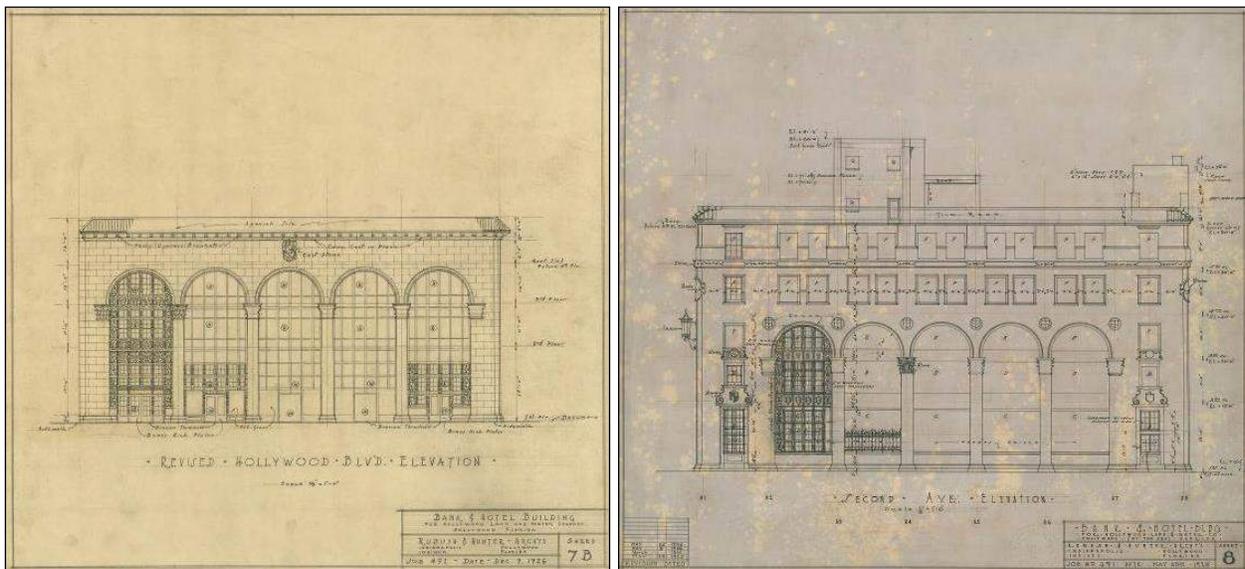


Figure 10. Original plan sheets for the First National Bank of Hollywood, with the south elevation along Hollywood Boulevard on the left and the east elevation along 20th Avenue on the right (City of Hollywood Records and Archives).



Figure 11. South front elevation of the First National Bank of Hollywood along Hollywood Boulevard as it originally appeared in the 1920s (City of Hollywood Records and Archives).



Figure 12. A comparison of the 1920s photograph (left) and the 1940s photograph (right) clearly shows the removal of the ornamental medallion from the south façade, as well as the removal of the pent roof with Cuban clay tiles and the ornamental Pecky Cypress brackets.

panels. **Figure 13** shows that the rounded arch appears to have been squared off by carrying the column line upward to a 90-degree angle from the peak of the arch and removing the spandrel in its entirety. The eastern façade along North 20th Avenue featured a decorative sill underneath the window, which is shown being removed in the 1940s renovation (**Figure 14**). The window configuration also was substantially altered at this time. **Figures 7** and **15** show the appearance of the building in the 1950s after the completion of the first renovation. **Figure 16** shows a property card noting the permits related to this renovation.

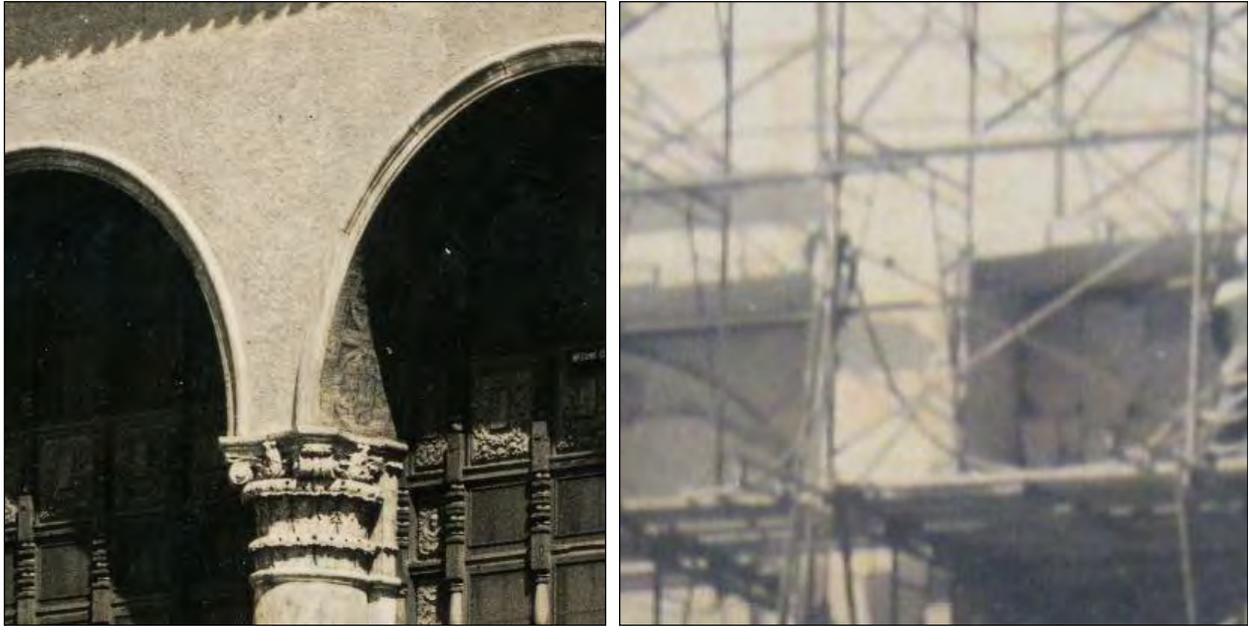


Figure 13. A comparison of the 1920s photograph (left) with the 1940s photograph (right) shows the removal of the original arches and concrete inlaid panels.

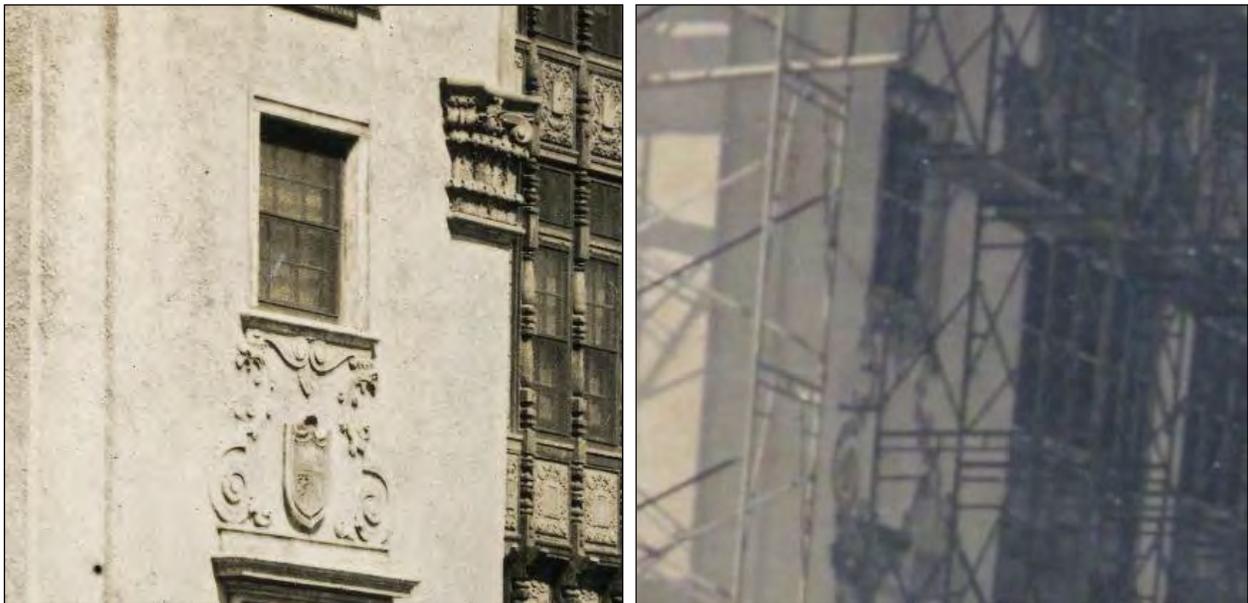


Figure 14. A comparison of the 1920s photograph (left) with the 1940s photograph (right) showing the decorative sill relief being removed from the façade.



Figure 15. First National Bank of Hollywood as it appeared in the 1950s, following the initial renovation (City of Hollywood Records and Archives).

NAME OF OWNER		ADDRESS OF CONSTRUCTION	
1st Nat Bank of Hollywood		2001 Hed Boul.	
LEGAL DESCRIPTION		Lot 20-21-22, Bl 9, Hed crop.	
Owner's Present Address "Cond Air Corp." — \$9,500. B.P. #14396, — Air Cond Sys.			
Description of Construction Cost 60,000.			
Remodel Bank Building.			
Permit Type	No.	Date Issued	To Whom
Bldg	14214	9-23-49	Bk Bldg & Equip Co. Inc.
Plumbing	4452	10-13-49	Wm. J. Conroy
	4754	1-25-50	DIXIE PL - Wm. J. Conroy
Electrical	11781	10-7-49	Wm. J. Conroy
	8215	1-18-50	" " " "
ONE	ELECT	8367	" " " " - 1948
8376 - 29-INSPECTIONS - NELSON EN. - CONTACT THIS			
FOUNDATION	1st Rough Ptg.	10-20-49	Temp. Service
		10-25-49	
COLUMNS	Final Rough Ptg.		Rough Electric 1-25-49
STEEL (AND PV-12-6-49)			AT Steel (AND PV-12-6-49)
TIE BEAM	Septic Tank		Temporary Final
CAP	Grease Trap		Final Electric 3-3-50
	Final Plumbing	3-3-50	
GAS 1-16-50	Cert. of Occupancy		Rubbish Bond
Remarks: FRB-2001-25			
3-7-50			

Figure 16. Property card noting the proposed remodel and associated permits (City of Hollywood Records and Archives).



Figure 18. Line drawing for the 1965 renovation (left) and the appearance of the building after the renovation in the 1960s (right) (City of Hollywood Records and Archives).

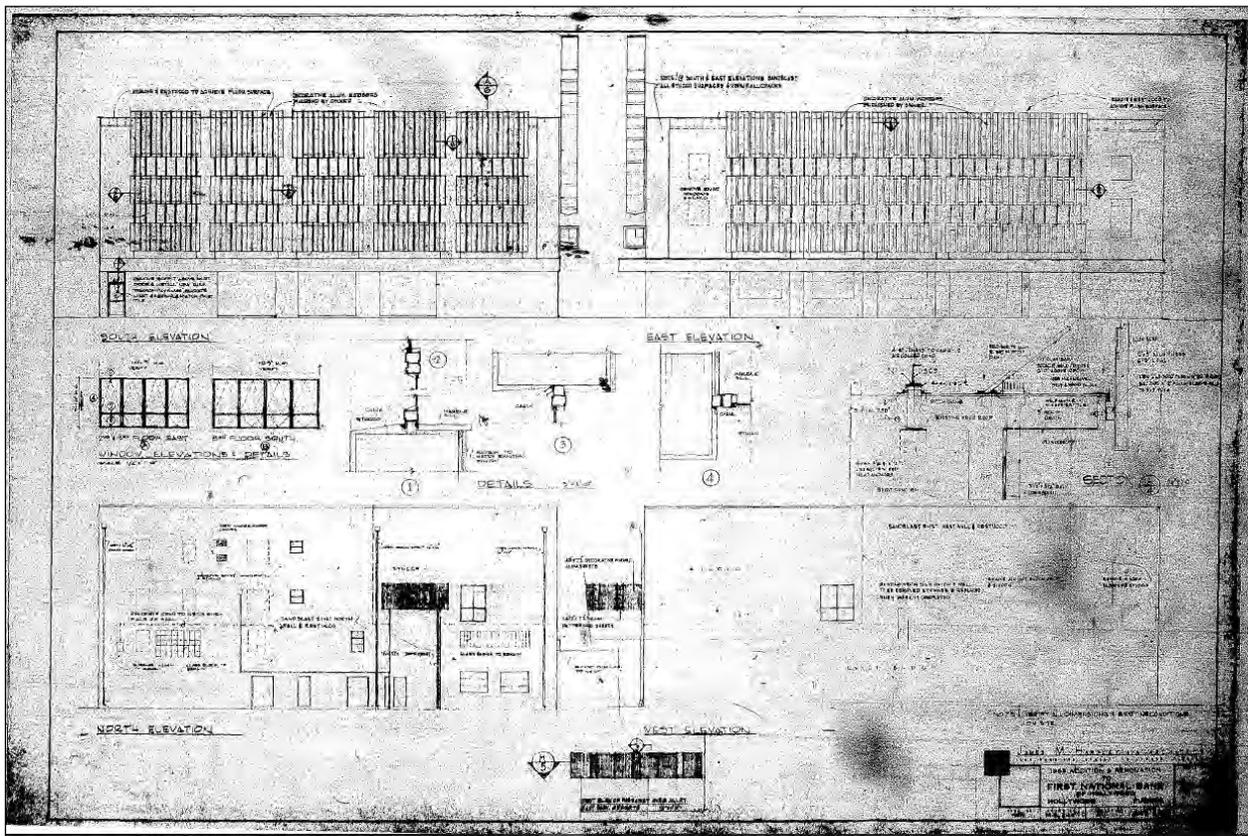


Figure 19. Page from the 1965 Addition and Renovation plans, showing several of the exterior modifications such as the removing and replacement of stucco, addition of screens, and window alterations (City of Hollywood Records and Archives).

was issued by the Historic Preservation Board so the restoration effort could proceed. Unfortunately, after the owner removed all of the paneling, it was discovered that nothing from the original building remained, and so the restoration plan was abandoned. The owner at that time, Maynard Adams, chose to clad the building in an EIFS. In an effort to recall the original character of the building, the designers noted the building's original symmetry and reconstructed round arched openings resembling the design of the original building (**Figures 20** and **21**). However, these arches, like the rest of the features on the building's façade, are non-historic, modern constructions. It was also at this time that the main entrance was reoriented to the west side (**Figure 22**).

Although the building remained in use as a bank until its purchase by the current owners in 2009, the exterior remains largely unchanged since the last major renovation in the 1980s. The only notable changes to the exterior that have taken place since that time are the replacement of windows on the second and third floors and the removal of the SunTrust Bank sign.



Figure 20. Photograph from January 2020 showing the modern arches and other decorative elements that were added to the south side façade facing Hollywood Boulevard in the 1980s.



Figure 21. Photograph from January 2020 showing the east elevation facing North 20th Avenue, showing the decorative arches added to the façade in the 1980s.



Figure 22. Photograph from January 2020 showing the main entrance on the west elevation, added in the 1980s.

PHYSICAL DESCRIPTION

The First National Bank of Hollywood (8BD00567) is a three-story, square plan structure set on a concrete pile foundation (**Figure 23**). The building was originally L-shaped until an addition was made to the northwest corner in 1965, making the footprint a complete square. The flat roof is covered in built-up materials. The former main south side entry and the south side windows are recessed into five arched openings (**Figure 24**). While not original, these arches were recreated during the 1980s renovation in an effort to harken back to the original design. Windows on the east façade are slightly inset beneath arches, forming pilasters in between the windows. The metal, fixed, replacement windows feature two-light, four-light, and eight-light configurations. The main entry has been relocated to the west side and is located under a non-historic portico (see **Figure 22**). The concrete walls are clad in EIFS stucco, which also was added in the 1980s. The building features decorative masonry details, including a cornice at the roof line, small square decorative stucco designs, a string course along much of the bottom of the exterior walls, and arches. All of these decorative exterior features are modern and were added during the most recent renovation in the 1980s. None of the decorative exterior architectural elements featured on the original Neo-classical 1920s structure remain.



Figure 23. First National Bank of Hollywood (8BD00567), facing northwest from the intersection of Hollywood Boulevard and North 20th Avenue.



Figure 24. View of the five arched openings on the south elevation recreated in the 1980s, facing northeast.

The interior of the building features a modern entry on the west side, which contains no historic fabric (**Figure 25**). The remainder of the first floor has been gutted, and none of the original ceilings, wall cladding, or flooring remain (**Figure 26**). While the original integral column supports are still present on the first floor, they have sustained considerable damage and no longer retain their architectural integrity (**Figure 27**). A small portion of the original plaster molding is still visible in the southwest corner of the first floor (**Figure 28**), but this is all that remains of the original ceilings. The only remaining historical element within the building that has largely maintained its integrity is the historic bank vault, located near the northeast corner of the first floor (**Figure 29**). The vault remains operable, is in good condition, and is the only remaining historic feature on the building that retains its historical integrity or provides evidence that the building was once a bank. The interior of the vault was modified somewhat with the addition of the metal bars separating different portions of the interior in order to better serve modern banking needs (**Figure 30**). The walls and mezzanine surrounding the vault also have been renovated.

The second and third floors of the building have been converted into modern office spaces, and no historic fabric remains intact (**Figures 31** and **32**). The staircases also were redone in the 1980s and feature no historic fabric (**Figure 33**). The parapet running around the edge of the



Figure 25. Main westside entry foyer showing modern materials and construction, facing east.



Figure 26. First floor interior showing the lack of historical fabric, with the former main southside entry visible on the center left and the new westside entry visible on the center right, facing southwest.



Figure 27. Close-up view of damage on one of the interior columns, with the metal rebar clearly visible, facing southeast.



Figure 28. The southwest corner section of the original plaster molding, visible here in red, is all that remains of the original ceilings, facing west.



Figure 29. The original bank vault, located near the northeast corner on the first floor, remains operable, facing northwest.



Figure 30. Interior of the historic bank vault, with the modern bars visible separating different sections of the interior, facing north.



Figure 31. Modern office spaces located on the second floor, with the original floorplan and historic fabric no longer extant, facing east.

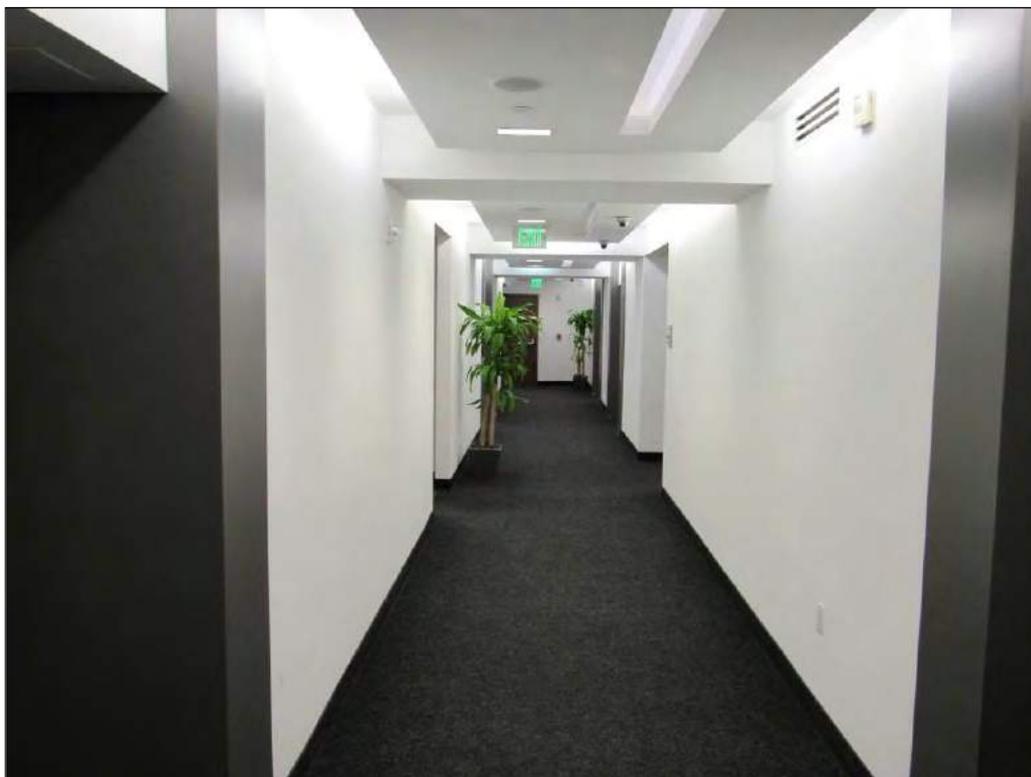


Figure 32. Modern office spaces located on the third floor, again showing the lack of historic fabric and destruction of the original layout, facing north.



Figure 33. Interior staircase that was redone in the 1980s, with no historic fabric remaining, facing southwest.

building's roof was extended higher in the 1980s and is now in poor condition (**Figure 34**). Pilasters are still visible on the roof and appear to have been cut, with rebar exposed through the concrete (**Figure 35**). The building was originally planned to have five stories, but was instead limited to three stories. The cut pilasters remain as evidence of that early change in plans. No additional original features of the building were identified during this survey.



Figure 34. Modern extension of the parapet as seen from the roof, facing west.



Figure 35. Cut pilaster extensions visible on the roof, facing northeast.

EVALUATION OF SIGNIFICANCE

The First National Bank of Hollywood (8BD00567) was initially documented in 1996 as part of the *Historic Designation Report: Hollywood Business District*, conducted by Research Atlantica, Inc., and most recently documented in 2016 during the *Hollywood CRA Historic Properties Survey Update: Historic Downtown Hollywood Business District & Hollywood Beach Historic District, Broward County, Florida*, conducted by Coastal Archaeology & History Research, Inc. While Resource 8BD00567 is located within the boundaries of the NRHP-listed Hollywood Boulevard Historic Business District (8BD03284), it is considered non-contributing to the district. Regarding the resource at 2001 Hollywood Boulevard, the NRHP nomination form for the district states, “This building retains none of its historical or architectural significance” (Krassy and Shiver 1999). The NRHP nomination form for the district was completed by the Bureau of Historic Preservation, and SHPO signed off on the document in January 1999. SHPO has not made an official determination as to the NRHP eligibility of Resource 8BD00567. In 2009, an NRHP Preliminary Site Information Questionnaire for Resource 8BD00567 was completed and submitted to the FDHR. In a letter dated October 20, 2009, Robert O. Joes from the FDHR responded, stating that the building is not eligible for listing in the NRHP. A copy of this response letter is included as **Appendix A**.

Based on the historic context and current survey, it is the opinion of SEARCH that the First National Bank of Hollywood (8BD00567) is ineligible for inclusion in the NRHP. Resource 8BD00567 is significant under Criterion A as it is associated with the earliest period of construction and development in the City of Hollywood and, as Hollywood’s first bank, made a notable contribution to the development of the community. Furthermore, Resource 8BD00567 was one of the buildings originally commissioned by the founder of Hollywood, Joseph Wesley Young. This direct association with Young and his early design of the city make this resource significant under Criterion B for its connection to a significant historical person. However, Resource 8BD00567 is not significant under Criterion C for architecture as the substantial alterations to the building made during the multiple renovations over the years have destroyed the building’s historical architectural integrity such that it no longer embodies the distinctive characteristics of a type period or method of construction. Finally, Resource 8BD00567 is not significant under Criterion D because it lacks the potential to yield further information of historical importance.

Despite the connection 8BD00567 has with early community planning and the development of Hollywood, as well as to the city’s founder Joseph Wesley Young, the building does not possess adequate historic integrity for listing in the NRHP. The National Register Criteria for Evaluation, produced by the NPS, states that, besides meeting one or more of the above criteria, a property also must have “integrity” of “location, design, setting, materials, workmanship, feeling, and association” (NPS n.d.). This means that the property must retain enough of its historical physical character to represent its historic period and associations adequately.

Resource 8BD00567 maintains its location as it has not been moved or relocated since its construction in 1927, and although the setting remains mostly intact, the abutting historic

building to the west was demolished for parking in the 1980s. However, the resource no longer retains its historic design. Its form was altered from an L-shaped building to a square during the 1965 renovation. The interior plan also has been lost, as the first floor has been almost entirely gutted and the non-historic west entrance has been added. The second and third floors also have lost their original layout and historic materials and now contain non-historic office spaces. Virtually all of the original interior walls have been removed. The original style has been lost. All of the historical Neo-classical design elements that were originally present on the building have been removed. These include the pent roof with Cuban clay tiles and Pecky Cypress brackets, the medallions, decorative sill reliefs, original arches and concrete inlaid panels, and the elaborate precast panels and ornate wood spindles within the arches. The four three-quarter rounded columns are still present underneath the modern exterior fabric on the south side, as they are structurally integral to the building. However, they no longer retain their architectural integrity. Their historical architectural elements, such as the Corinthian capitals and the bases, have been removed. Nothing historically notable remains of the original columns, as they now appear as simple tube-like structural concrete supports void of any discernable style or architectural significance.

As outlined in this document, almost all of the original materials have been removed such that the historic workmanship is no longer evident. In addition to the original 1920s materials being lost, most of the materials from the 1940s and 1965 renovations also have been removed. Even the stucco has been blasted away and replaced with EIFS treatment. With the loss of the historic materials in the interior and on the exterior façade, any evidence of the historic workmanship also was destroyed. Multiple alterations to the window and door openings have destroyed any evidence of the historic workmanship (**Figures 36 and 37**). Finally, the feeling and association of Resource 8BD00567 have been greatly diminished. Resource 8BD00567 in its current state would be unrecognizable to a person who only knew the building by its historical appearance. The building's lack of integrity also affects its historical associations with notable events or persons. The original vault remains as the only notable historical feature that identifies the building as a former bank or retains any semblance of historic materials or craftsmanship. The building in its current state bears little resemblance to the building commissioned by Hollywood founder Joseph Wesley Young and designed by Rubush & Hunter in the 1920s.

Historic photographic evidence, renovation plans, and a thorough field survey of the structure that included the removal of the modern EIFS in several key locations has confirmed that the historic features are no longer present underneath the building's modern veneer (**Figures 38-41**). Based on the survey and the historic research conducted, it is evident that Resource 8BD00567 no longer conveys its historical character or period of significance and does not retain the level of integrity necessary to convey its significance under Criteria A, B, or C. Therefore, SEARCH recommends that the First National Bank of Hollywood (8BD00567) as ineligible for individual listing in the NRHP, and it remains a non-contributing resource within the NRHP-listed Hollywood Boulevard Historic Business District (8BD03284). An updated FMSF form for this resource was completed as part of this project and is included as **Appendix B**. An FDHR survey log was completed and is included as **Appendix C**.



Figure 36. Poor condition of infill at the bottom of one of the eastside windows, facing southeast.



Figure 37. Tops of two of the windows located on the east side, with older wood and newer aluminum visible in the infilled section, facing southeast.



Figure 38. The removal of the EIFS and the smooth concrete visible underneath confirms the removal of the original decorative sill that was once located below this eastside window.



Figure 39. The removal of the EIFS on one of the arches on the south elevation reveals modern plywood and metal framing from the 1980s renovation used to imitate the original arches, which are no longer present.



Figure 40. In this location where the arches meet the columns on the south elevation, the removal of the EIFS again shows modern plywood and metal framing with no historic fabric remaining.



Figure 41. The removal of the EIFS and the smooth concrete visible in the former location of the decorative central medallion on the south façade also confirms the destruction of this once prominent feature.

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APPENDIX A

2009 LETTER FROM THE FDHR



FLORIDA DEPARTMENT OF STATE
Kurt S. Browning
Secretary of State
DIVISION OF HISTORICAL RESOURCES

October 20, 2009

BD 567

Ms Dana Klein
Honorary Consul General
Republic of Macedonia
DKMC, Inc.
Hollywood, Florida 33022

Built 1924 altered 1980's

Ms Kelin:

We received your preliminary application to the National Register for the Sun Trust Bank Building, on October 16, 2009. Eligibility for Register designation is based on age (fifty years and older), a strong case for significance, and historic physical integrity. Integrity means the building must retain a high degree of the materials and architectural character as it had fifty years ago. In the case of the Sun Trust Bank Building, according to the information submitted, the character was dramatically altered in the 1980s. The building is not eligible for listing in the National Register.

If you have any questions please phone me at 850-245-6333.

Sincerely,

Robert O. Jones
Historic Preservationist

500 S. Bronough Street • Tallahassee, FL 32399-0250 • <http://www.flheritage.com>

Director's Office
(850) 245-6300 • FAX: 245-6436

Archaeological Research
(850) 245-6444 • FAX: 245-6436

Historic Preservation
(850) 245-6333 • FAX: 245-6437

APPENDIX B

FMSF RESOURCE FORM

Original
 Update



HISTORICAL STRUCTURE FORM

FLORIDA MASTER SITE FILE

Version 4.0 1/07

Site #8 **BD00567**
Field Date 1-6-2020
Form Date 1-9-2020
Recorder # _____

Shaded Fields represent the minimum acceptable level of documentation.
Consult the *Guide to Historical Structure Forms* for detailed instructions.

Site Name(s) (address if none) First National Bank of Hollywood Multiple Listing (DHR only) _____
Survey Project Name Historic Structure Report 2001 Hollywood Blvd Survey # (DHR only) _____
National Register Category (please check one) building structure district site object
Ownership: private-profit private-nonprofit private-individual private-nonspecific city county state federal Native American foreign unknown

LOCATION & MAPPING

Address: 2001 Hollywood Boulevard
Street Number Direction Street Name Street Type Suffix Direction
Cross Streets (nearest / between) NW corner of N 20th Ave & Hollywood Blvd
USGS 7.5 Map Name FORT LAUDERDALE SOUTH USGS Date 2018 Plat or Other Map _____
City / Town (within 3 miles) Hollywood In City Limits? yes no unknown County _____
Township 51S Range 42E Section 15 ¼ section: NW SW SE NE Irregular-name: _____
Tax Parcel # 5142-15-01-1570 Landgrant _____
Subdivision Name Hollywood 1-21 B Block 9 Lot 19-22
UTM Coordinates: Zone 16 17 Easting Northing
Other Coordinates: X: _____ Y: _____ Coordinate System & Datum _____
Name of Public Tract (e.g., park) _____

HISTORY

Construction Year: 1927 approximately year listed or earlier year listed or later
Original Use Bank From (year): 1927 To (year): 2009
Current Use Office building From (year): 2009 To (year): 2020
Other Use _____ From (year): _____ To (year): _____
Moves: yes no unknown Date: _____ Original address _____
Alterations: yes no unknown Date: 1940s/60s/80s Nature Exterior/interior substantially modified
Additions: yes no unknown Date: _____ Nature 1965 addition to NW corner
Architect (last name first): _____ Builder (last name first): _____
Ownership History (especially original owner, dates, profession, etc.) Current owner, Suntrust Office Building, LLC, purchased 2009 from Southeast STB Portfolio, LLC
Is the Resource Affected by a Local Preservation Ordinance? yes no unknown Describe _____

DESCRIPTION

Style Commercial Exterior Plan Square Number of Stories 3
Exterior Fabric(s) 1. Stucco 2. _____ 3. _____
Roof Type(s) 1. Flat 2. _____ 3. _____
Roof Material(s) 1. Built-up 2. _____ 3. _____
Roof secondary strucs. (dormers etc.) 1. _____ 2. _____
Windows (types, materials, etc.) Fixed, metal-framed, 2, 4, and 8-light commercial windows

Distinguishing Architectural Features (exterior or interior ornaments) Arched openings with recessed windows and doors, decorative cornice, and square decorative designs on the facade, string course.

Ancillary Features / Outbuildings (record outbuildings, major landscape features; use continuation sheet if needed.) Parking lot to N and W

DHR USE ONLY		OFFICIAL EVALUATION		DHR USE ONLY	
NR List Date	SHPO – Appears to meet criteria for NR listing: <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> insufficient info	Date	_____	Init.	_____
<input type="checkbox"/> Owner Objection	KEEPER – Determined eligible: <input type="checkbox"/> yes <input type="checkbox"/> no	Date	_____		
	NR Criteria for Evaluation: <input type="checkbox"/> a <input type="checkbox"/> b <input type="checkbox"/> c <input type="checkbox"/> d (see <i>National Register Bulletin 15</i> , p. 2)				

DESCRIPTION (continued)

Chimney: No. 0 Chimney Material(s): 1. _____ 2. _____
 Structural System(s): 1. Concrete 2. Masonry - General 3. _____
 Foundation Type(s): 1. Piers 2. _____
 Foundation Material(s): 1. Pile 2. _____
 Main Entrance (stylistic details) W side at modern portico, originally on the S side

Porch Descriptions (types, locations, roof types, etc.) N/A

Condition (overall resource condition): excellent good fair deteriorated ruinous

Narrative Description of Resource Resource 8DA00567 is a 3-story Commercial structure with a square plan. The flat roof is built up, and the walls are constructed of concrete block and covered in EIFS stucco. Its appearance has been altered by renovations in the 1940s, 1960s, and 1980s.

Archaeological Remains _____ Check if Archaeological Form Completed

RESEARCH METHODS (check all that apply)

FMSF record search (sites/surveys) library research building permits Sanborn maps
 FL State Archives/photo collection city directory occupant/owner interview plat maps
 property appraiser / tax records newspaper files neighbor interview Public Lands Survey (DEP)
 cultural resource survey (CRAS) historic photos interior inspection HABS/HAER record search
 other methods (describe) Construction plans, City archives

Bibliographic References (give FMSF manuscript # if relevant, use continuation sheet if needed) _____

OPINION OF RESOURCE SIGNIFICANCE

Appears to meet the criteria for National Register listing individually? yes no insufficient information

Appears to meet the criteria for National Register listing as part of a district? yes no insufficient information

Explanation of Evaluation (required, whether significant or not; use separate sheet if needed) Due to loss of sufficient historic integrity from numerous substantial renovations, 8DA00567 is ineligible for listing in the NRHP, either individually or as a contributing resource within the Hollywood Blvd Historic Business District (8BD03284).

Area(s) of Historical Significance (see *National Register Bulletin 15*, p. 8 for categories: e.g. "architecture", "ethnic heritage", "community planning & development", etc.)

1. _____ 3. _____ 5. _____
 2. _____ 4. _____ 6. _____

DOCUMENTATION

Accessible Documentation Not Filed with the Site File - including field notes, analysis notes, photos, plans and other important documents

1) Document type All materials at one location Maintaining organization Southeastern Archaeological Research
 Document description Photos, Maps, Field Notes File or accession #'s R19258
 2) Document type _____ Maintaining organization _____
 Document description _____ File or accession #'s _____

RECORDER INFORMATION

Recorder Name Newton, Jason Affiliation Southeastern Archaeological Research

Recorder Contact Information 2028 Harrison St., Ste. 204, Hollywood, FL 33020/754-206-1056/jason.newton@searchinc.com
 (address / phone / fax / e-mail)

Required Attachments

- ① USGS 7.5' MAP WITH STRUCTURE LOCATION PINPOINTED IN RED
- ② LARGE SCALE STREET, PLAT OR PARCEL MAP (available from most property appraiser web sites)
- ③ PHOTO OF MAIN FACADE, ARCHIVAL B&W PRINT OR DIGITAL IMAGE FILE

If submitting an image file, it must be included on disk or CD AND in hard copy format (plain paper is acceptable). Digital image must be at least 1600 x 1200 pixels, 24-bit color, jpeg or tiff.



8BD00567_a Facing Northwest



8BD00567_b Facing Northeast



8BD00567_c Facing West



8BD00567_d Facing Southwest



8BD00567_e Facing East



8BD00567_f Facing Northeast



8BD00567_g Facing Southwest



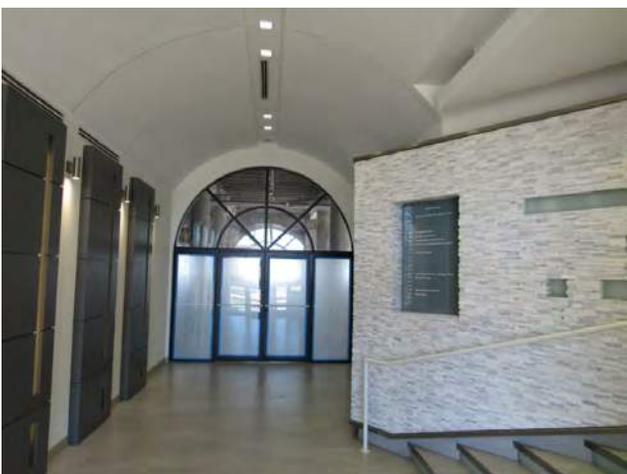
8BD00567_h Facing Southeast



8BD00567_i Facing Northeast



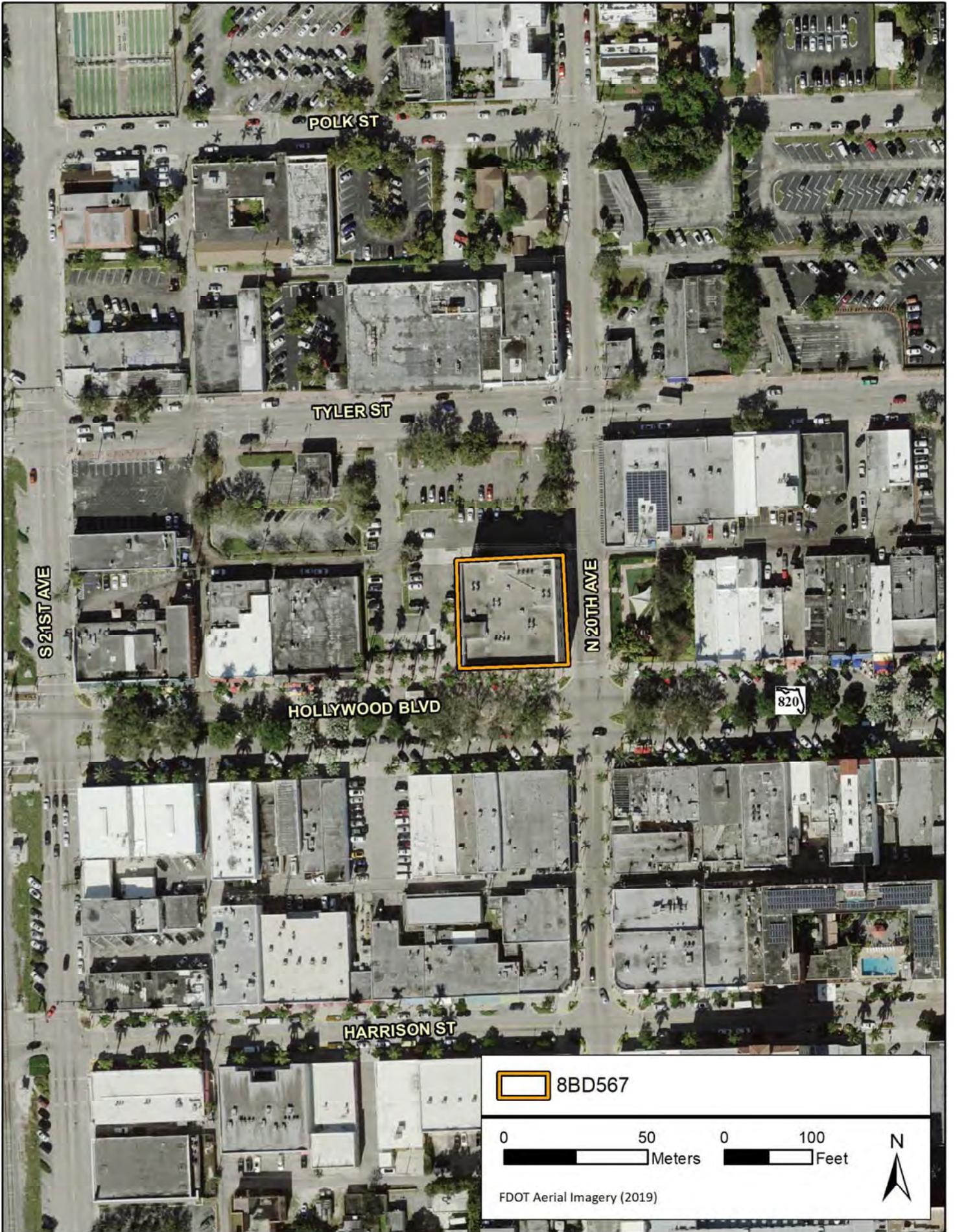
8BD00567_j Facing Southwest



8BD00567_k Facing East



8BD00567_l Facing East



POLK ST

TYLER ST

S 21ST AVE

N 20TH AVE



HOLLYWOOD BLVD

820

HARRISON ST

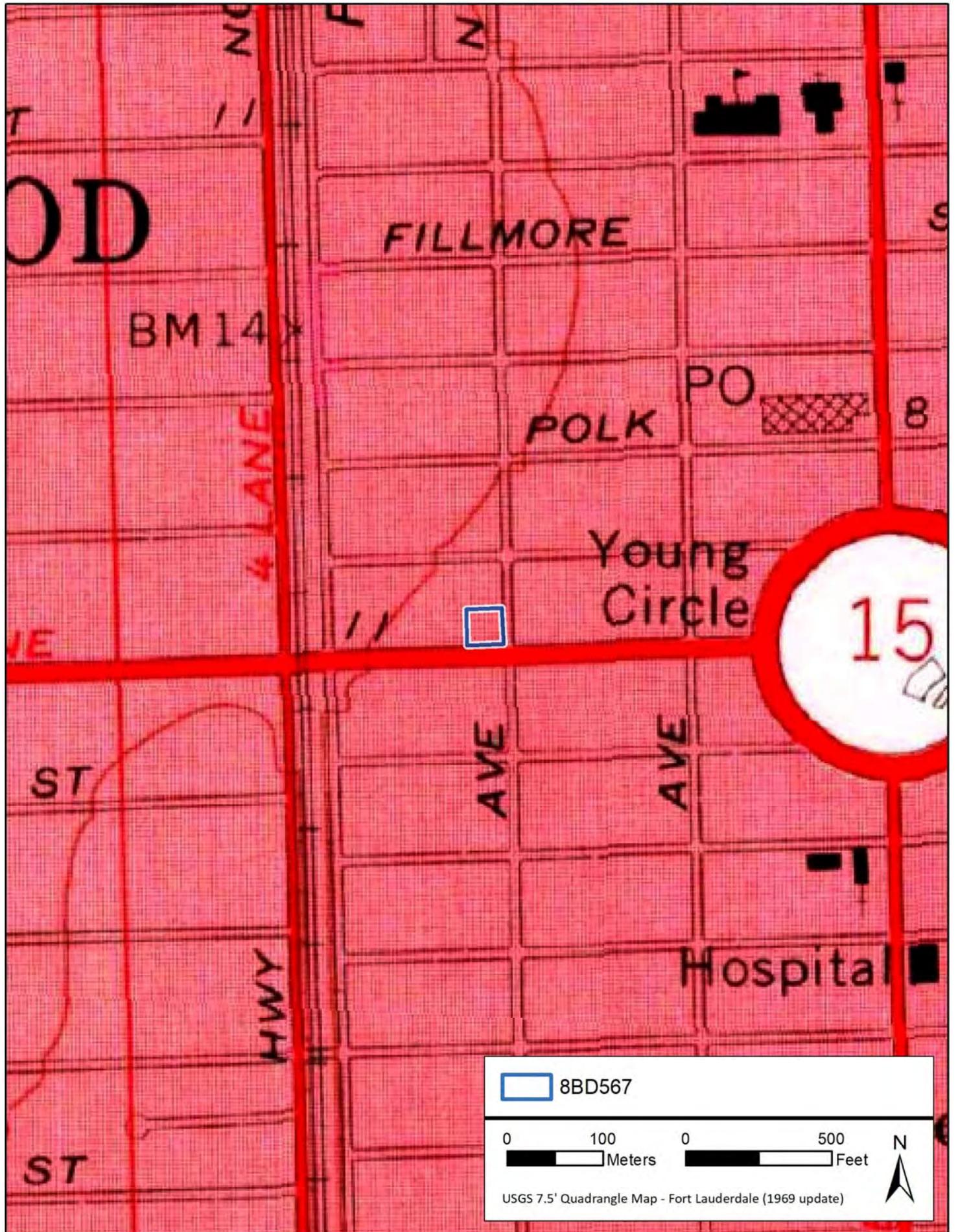
 8BD567

0 50 Meters

0 100 Feet



FDOT Aerial Imagery (2019)



APPENDIX C

FDHR SURVEY LOG SHEET

Ent D (FMSF only) _____



Survey Log Sheet

Florida Master Site File
Version 4.1 1/07

Survey # (FMSF only) _____

Consult *Guide to the Survey Log Sheet* for detailed instructions.

Identification and Bibliographic Information

Survey Project (name and project phase) Historic Structure Report for 2001 Hollywood Boulevard, Hollywood, Broward County, Florida

Report Title (exactly as on title page) Historic Structure Report for 2001 Hollywood Boulevard, Hollywood, Broward County, Florida

Report Authors (as on title page, last names first) 1. Newton, Jason 3. _____
2. Kerns, Mechelle 4. _____

Publication Date (year) 2020 Total Number of Pages in Report (count text, figures, tables, not site forms) 34

Publication Information (Give series, number in series, publisher and city. For article or chapter, cite page numbers. Use the style of *American Antiquity*.)
On file at SEARCH, Hollywood, FL. SEARCH Project No. R19258.

Supervisors of Fieldwork (even if same as author) Names Mechelle Kerns, PhD, RPA

Affiliation of Fieldworkers: Organization Southeastern Archaeological Research City Hollywood

Key Words/Phrases (Don't use county name, or common words like *archaeology, structure, survey, architecture, etc.*)

1. 2001 Hollywood Boulevard 3. _____ 5. _____ 7. _____
2. _____ 4. _____ 6. _____ 8. _____

Survey Sponsors (corporation, government unit, organization or person directly funding fieldwork)

Name ESTATE GENERAL CONTRACTORS, LLC Organization Other

Address/Phone/E-mail 4949 SW 75th Avenue Miami, FL 33155/786-477-4713

Recorder of Log Sheet Jason Newton Date Log Sheet Completed 1-16-2020

Is this survey or project a continuation of a previous project? No Yes: Previous survey #s (FMSF only) _____

Mapping

Counties (List each one in which field survey was done; attach additional sheet if necessary)

1. Broward 3. _____ 5. _____
2. _____ 4. _____ 6. _____

USGS 1:24,000 Map Names/Year of Latest Revision (attach additional sheet if necessary)

1. Name FORT LAUDERDALE SOUTH Year 2018 4. Name _____ Year _____
2. Name _____ Year _____ 5. Name _____ Year _____
3. Name _____ Year _____ 6. Name _____ Year _____

Description of Survey Area

Dates for Fieldwork: Start 1-6-2020 End 1-17-2020 Total Area Surveyed (fill in one) _____ hectares 1 acres

Number of Distinct Tracts or Areas Surveyed 1

If Corridor (fill in one for each) Width: _____ meters _____ feet Length: _____ kilometers _____ miles

Research and Field Methods

Types of Survey (check all that apply): archaeological architectural historical/archival underwater damage assessment monitoring report other(describe): _____

Scope/Intensity/Procedures The field reconnaissance consisted of a pedestrian survey of the interior and exterior of the building, and removal of sections of the exterior fabric.

Preliminary Methods (check as many as apply to the project as a whole)

Florida Archives (Gray Building) library research- local public local property or tax records other historic maps Florida Photo Archives (Gray Building) library-special collection - nonlocal newspaper files soils maps or data Site File property search Public Lands Survey (maps at DEP) literature search windshield survey Site File survey search local informant(s) Sanborn Insurance maps aerial photography other (describe): City archives

Archaeological Methods (check as many as apply to the project as a whole)

Check here if NO archaeological methods were used. surface collection, controlled shovel test-other screen size block excavation (at least 2x2 m) surface collection, uncontrolled water screen soil resistivity shovel test-1/4" screen posthole tests magnetometer shovel test-1/8" screen auger tests side scan sonar shovel test 1/16" screen coring pedestrian survey shovel test-unscreened test excavation (at least 1x2 m) unknown other (describe): _____

Historical/Architectural Methods (check as many as apply to the project as a whole)

Check here if NO historical/architectural methods were used. building permits demolition permits neighbor interview subdivision maps commercial permits exposed ground inspected occupant interview tax records interior documentation local property records occupation permits unknown other (describe): Pedestrian survey, plans, hist. photos

Survey Results (cultural resources recorded)

Site Significance Evaluated? Yes No

Count of Previously Recorded Sites 1 Count of Newly Recorded Sites 0

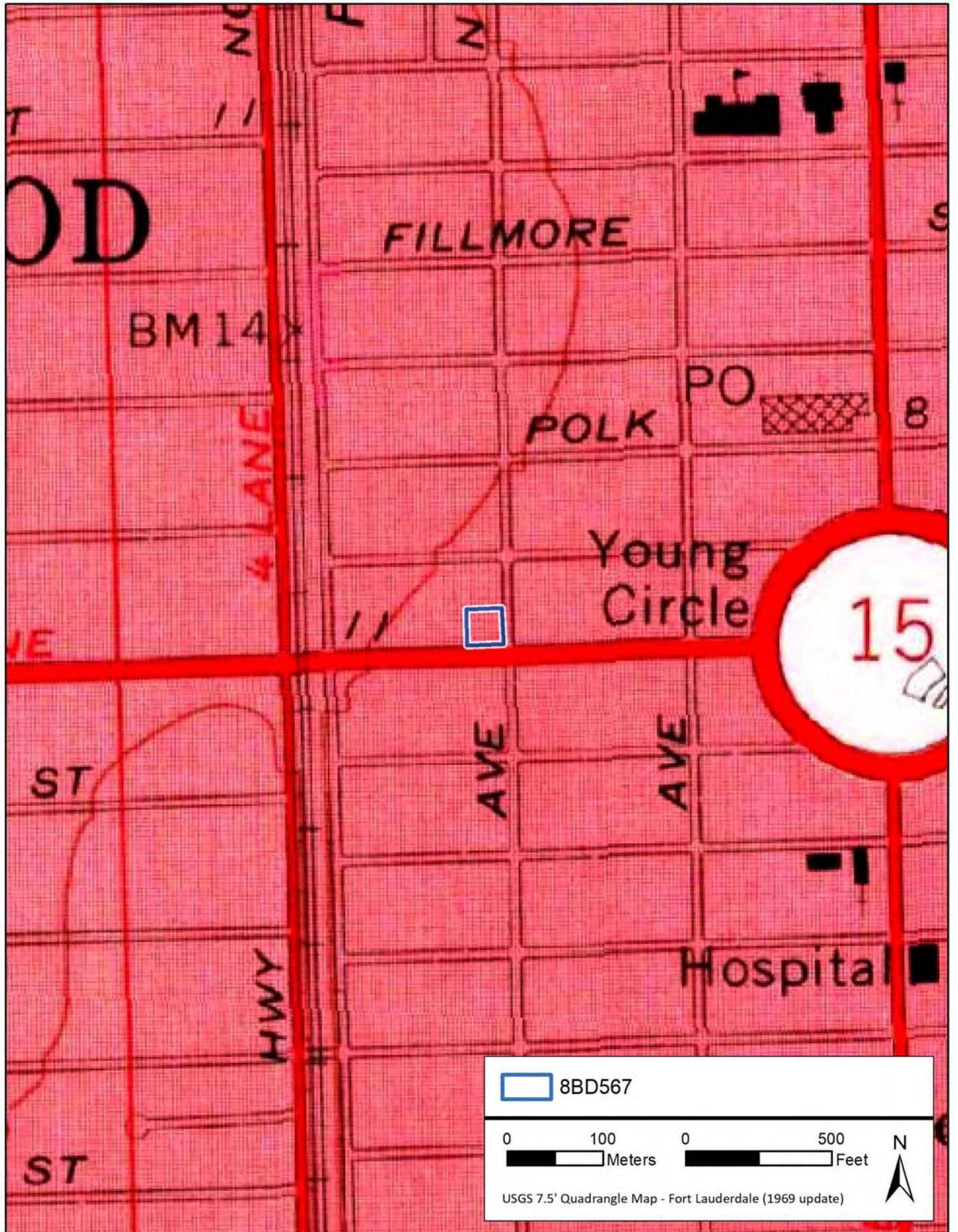
Previously Recorded Site #'s with Site File Update Forms (List site #'s without "8". Attach additional pages if necessary.) BD00567

Newly Recorded Site #'s (Are all originals and not updates? List site #'s without "8". Attach additional pages if necessary.) _____

Site Forms Used: Site File Paper Form Site File Electronic Recording Form

*****REQUIRED: ATTACH PLOT OF SURVEY AREA ON PHOTOCOPY OF USGS 1:24,000 MAP(S)*****

SHPO USE ONLY		SHPO USE ONLY		SHPO USE ONLY	
Origin of Report:	<input type="checkbox"/> 872 <input type="checkbox"/> CARL <input type="checkbox"/> UW <input type="checkbox"/> 1A32 # _____	<input type="checkbox"/> Academic <input type="checkbox"/> Contract <input type="checkbox"/> Avocational	<input type="checkbox"/> Grant Project # _____	<input type="checkbox"/> Compliance Review: CRAT # _____	
Type of Document:	<input type="checkbox"/> Archaeological Survey <input type="checkbox"/> Historical/Architectural Survey <input type="checkbox"/> Marine Survey <input type="checkbox"/> Cell Tower CRAS <input type="checkbox"/> Monitoring Report	<input type="checkbox"/> Overview <input type="checkbox"/> Excavation Report <input type="checkbox"/> Multi-Site Excavation Report <input type="checkbox"/> Structure Detailed Report <input type="checkbox"/> Library, Hist. or Archival Doc	<input type="checkbox"/> MPS <input type="checkbox"/> MRA <input type="checkbox"/> TG <input type="checkbox"/> Other: _____		
Document Destination:	_____	Plotability:	_____		



 8BD567

0 100
Meters

0 500
Feet

USGS 7.5' Quadrangle Map - Fort Lauderdale (1969 update)



ATTACHMENT B

FDHR Concurrence Letter



FLORIDA DEPARTMENT *of* STATE

RON DESANTIS
Governor

LAUREL M. LEE
Secretary of State

January 30, 2020

Mr. Steve Berman
Berman Management Group
1930 Harrison Street, Suite 503
Hollywood, Florida 33020

Re: Determination of Eligibility for 2001 Hollywood Boulevard (BD00567), Hollywood, Florida 33020

Mr. Berman:

Thank you for submitting a historic structure report for the above referenced property. Upon review, we concur with the surveyor's evaluation and our own prior determination from 2009 that the bank building is **not individually eligible** for the National Register of Historic Places. While the building was originally constructed in 1927 and served as a locally significant bank, due to modifications completed in the 1980s, the building lacks sufficient historic integrity to be eligible for listing.

The building is a **non-contributing resource** located within the Hollywood Boulevard Historic Business District, which was listed in the National Register on February 18, 1999. It is considered non-contributing due to its lack of historic integrity.

Although this property does not fit within the strict criteria established by NPS, it does not mean that it is not important or that they should not be treated sensitively. We encourage the owners to continue to use and maintain this property. The information submitted will be added to the Florida Master Site File as part of a permanent record of Florida's built environment.

Feel free to contact me at 850.245.6364 or Ruben.Acosta@doh.myflorida.com if you have any questions regarding this determination.

Sincerely,

Ruben A. Acosta
Supervisor, Survey and Registration
Bureau of Historic Preservation

RAA/raa

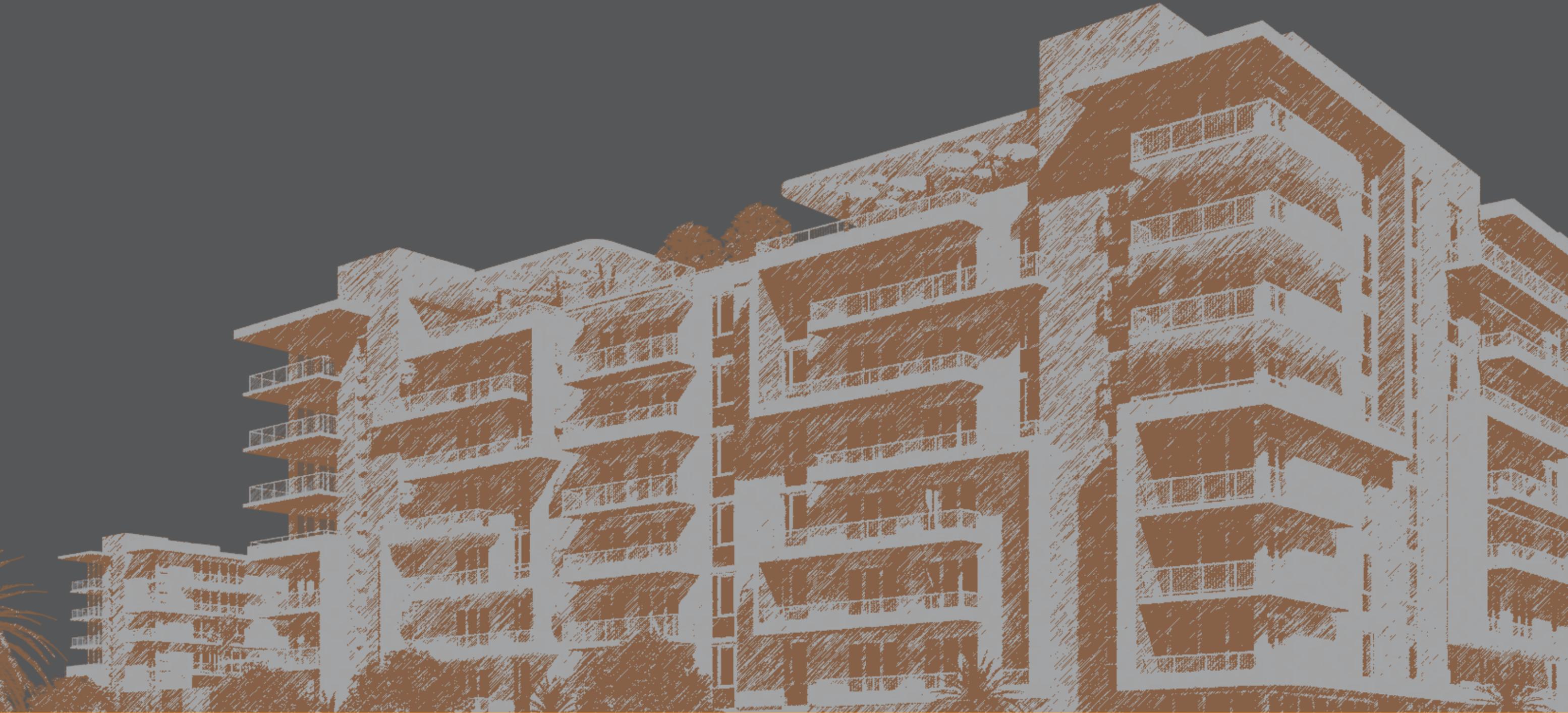
CC: Jason Newton, SEARCH

Division of Historical Resources
R.A. Gray Building • 500 South Bronough Street • Tallahassee, Florida 32399
850.245.6300 • 850.245.6436 (Fax) • FLHeritage.com



ATTACHMENT C

Concept Plans





4955 SW 75th Ave.
Miami, FL 33155
786-879-8882

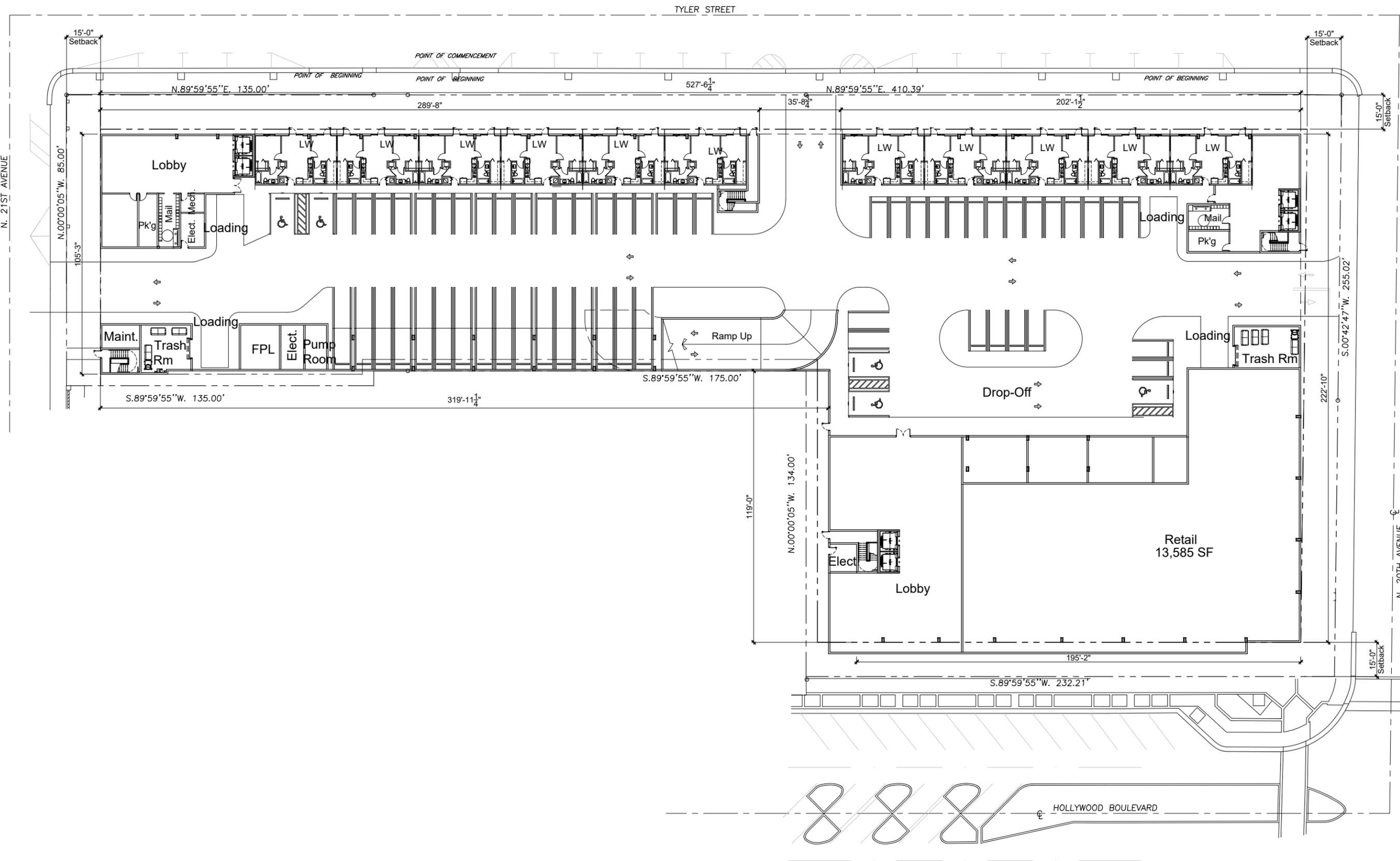
The
Estate
Companies

HOLLYWOOD RESIDENTIAL
HOLLYWOOD, FL

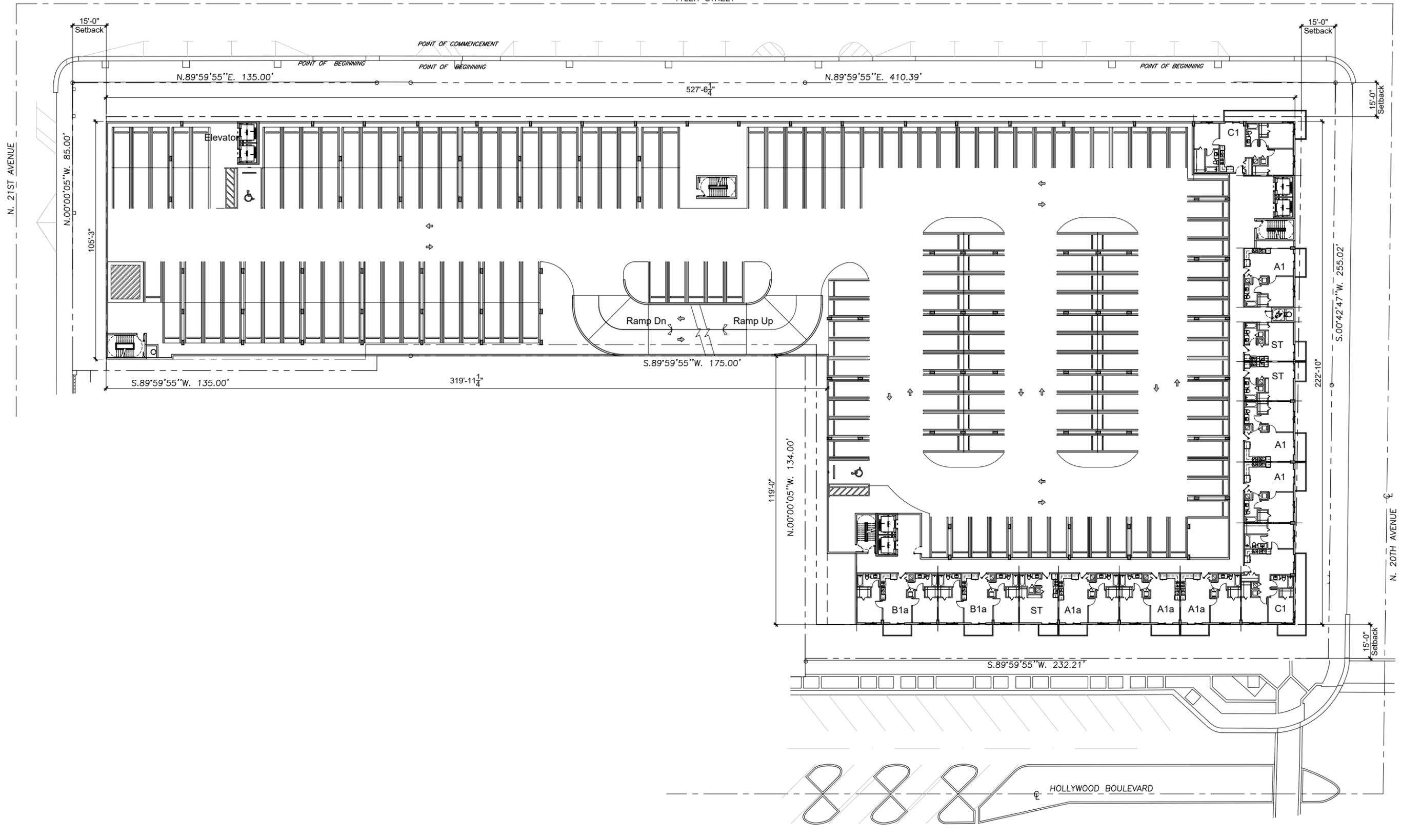
3D RENDERING

#17080
05-21-2018

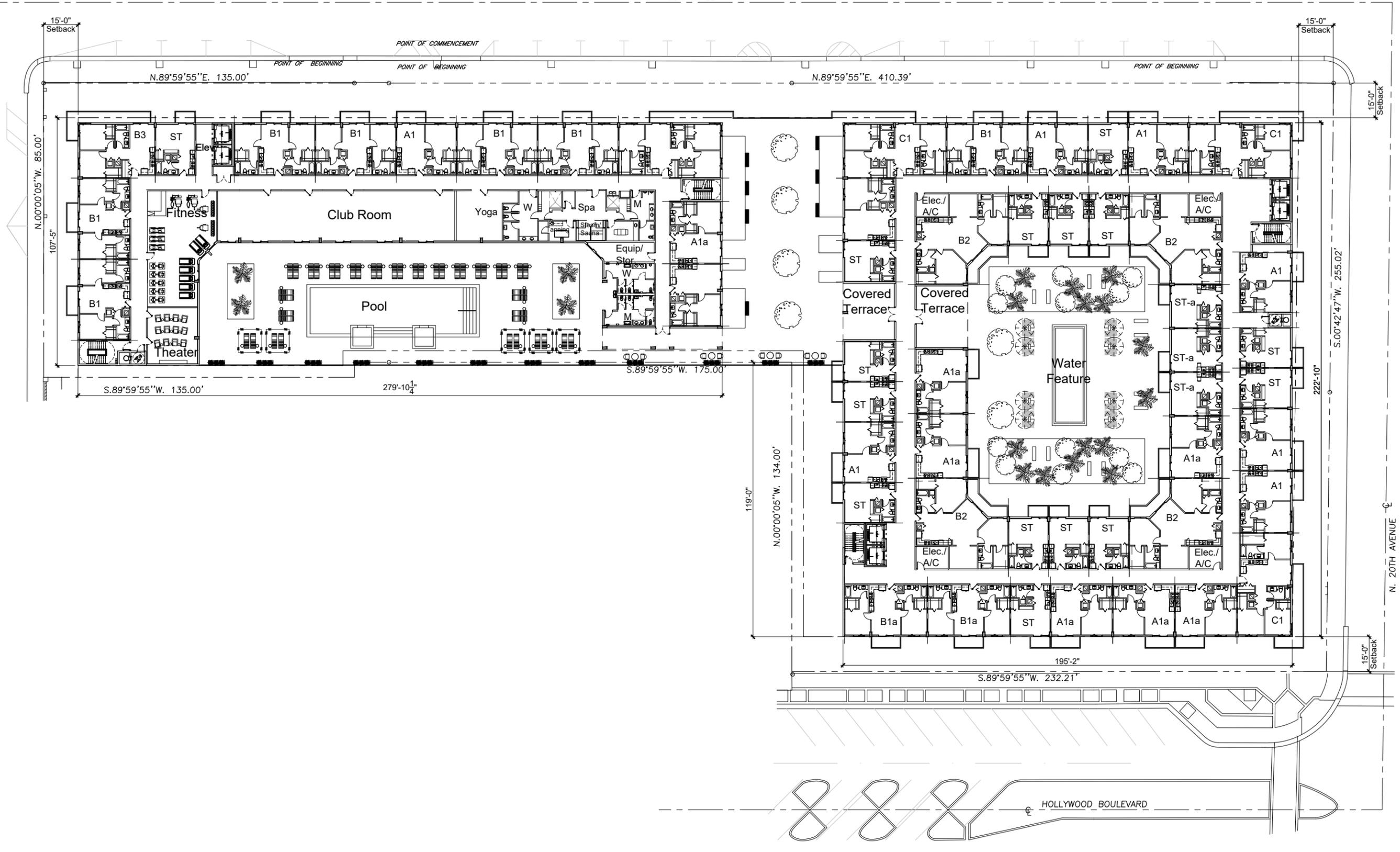




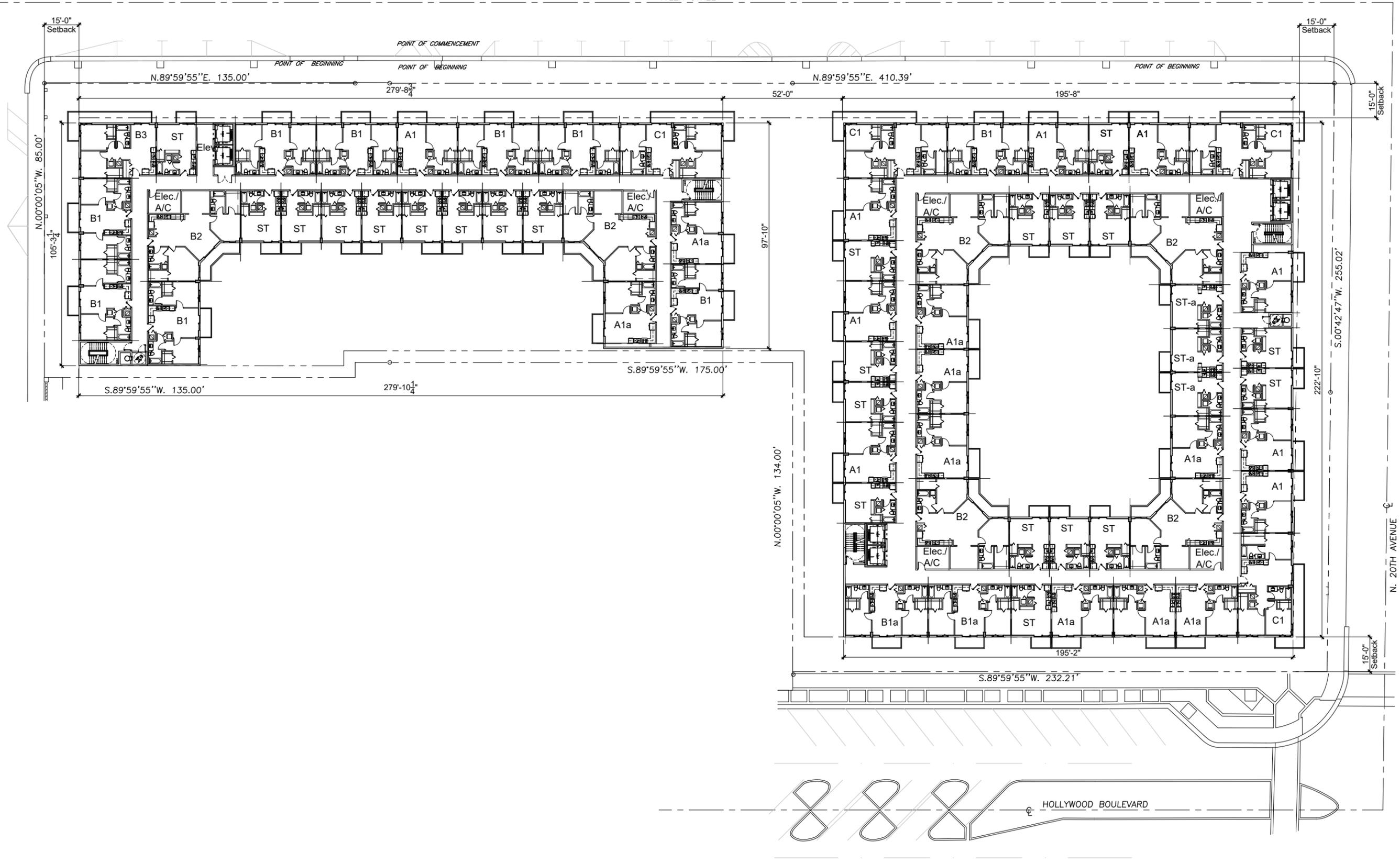
TYLER STREET

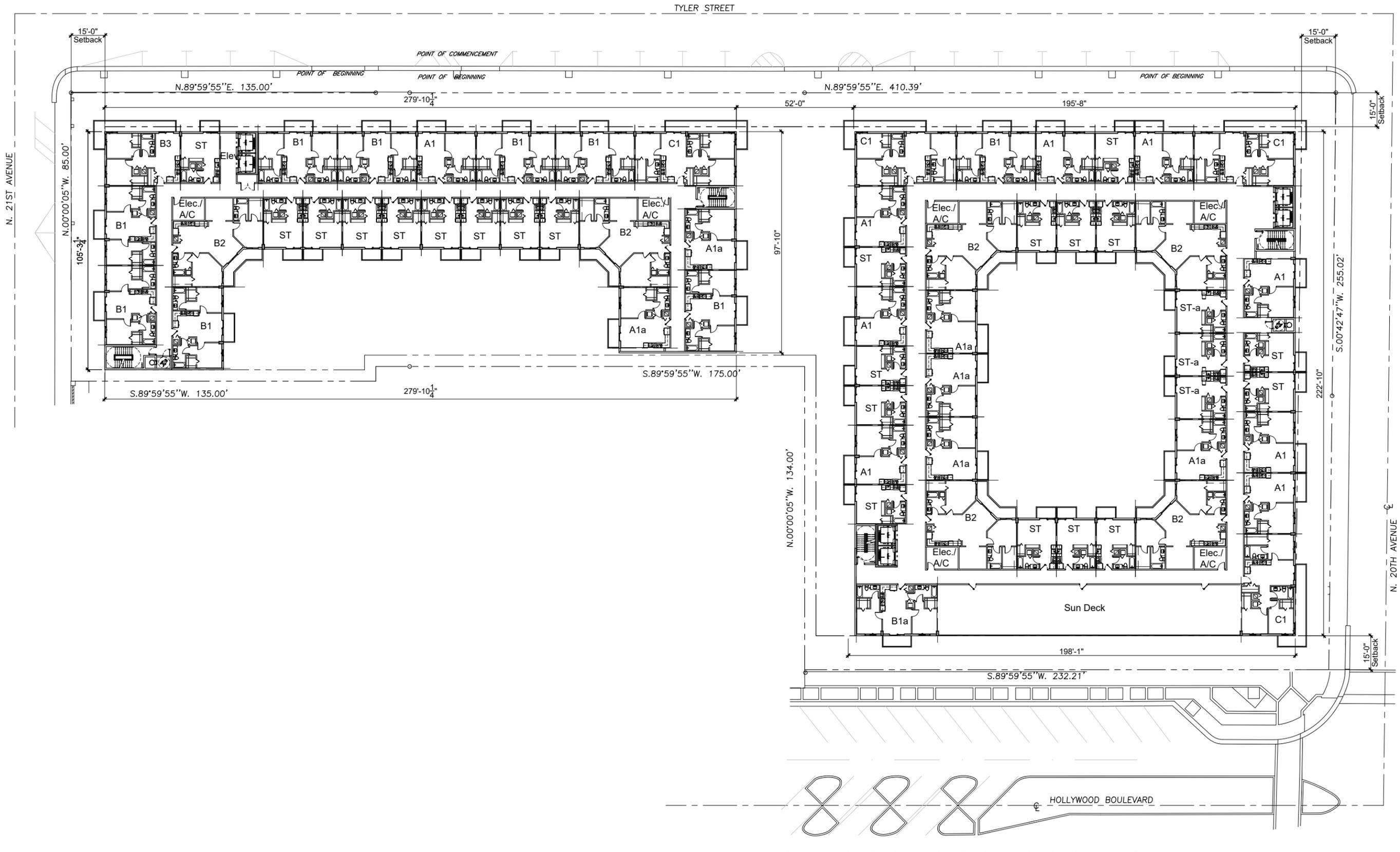


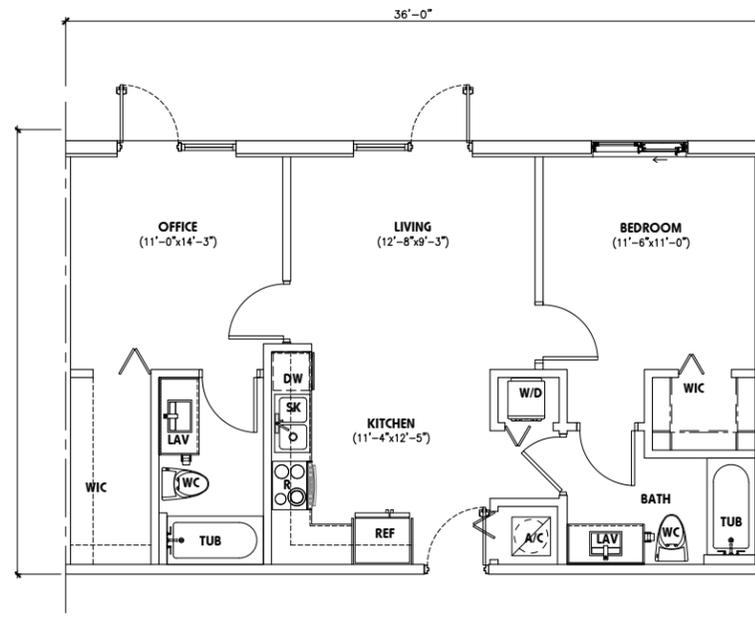
TYLER STREET



TYLER STREET

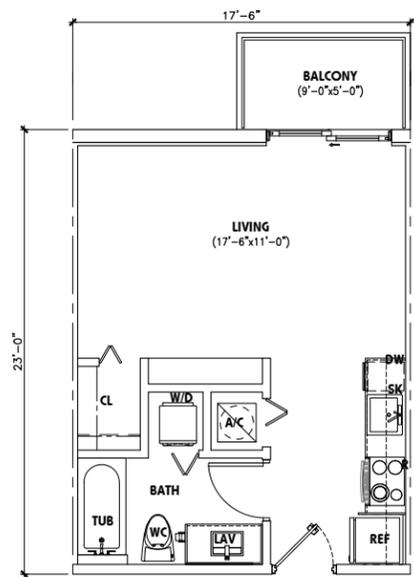






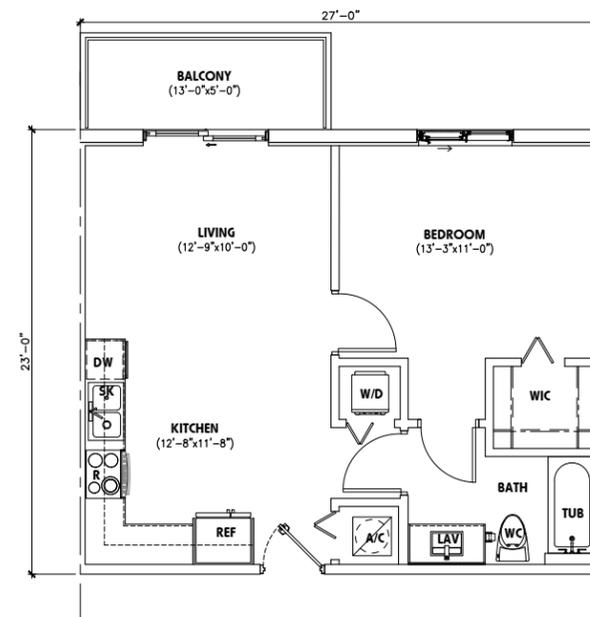
Live Work 828 SF

SCALE: 1/4"=1'-0"



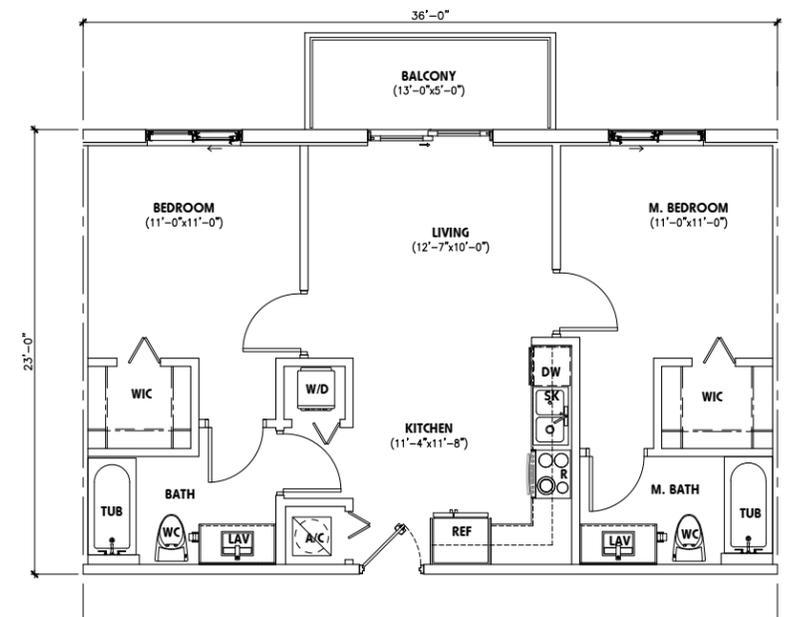
Studio 414 SF

SCALE: 1/4"=1'-0"



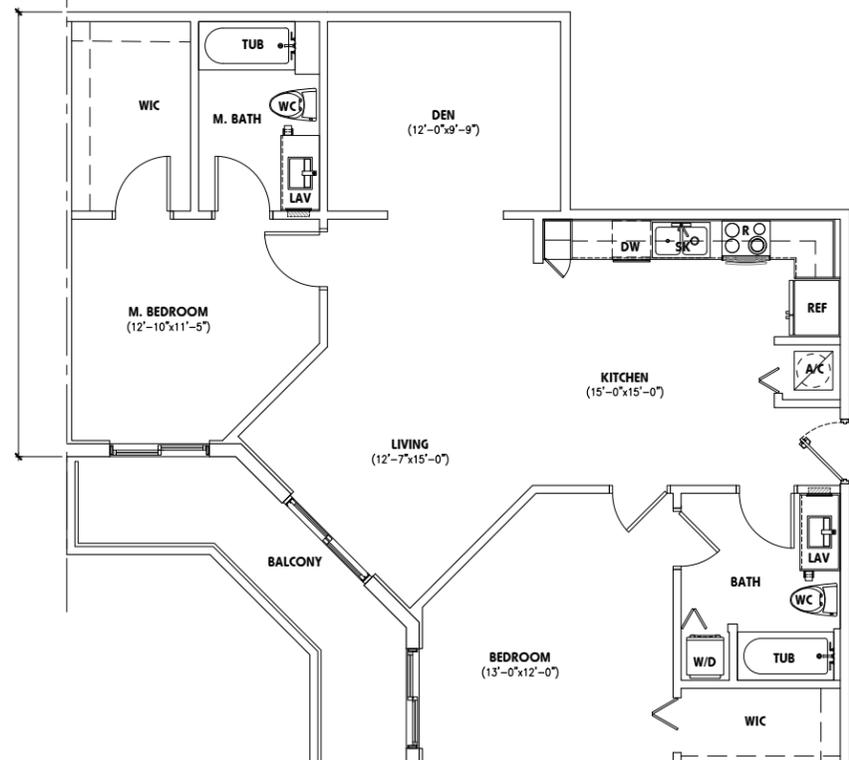
A1 621 SF

SCALE: 1/4"=1'-0"

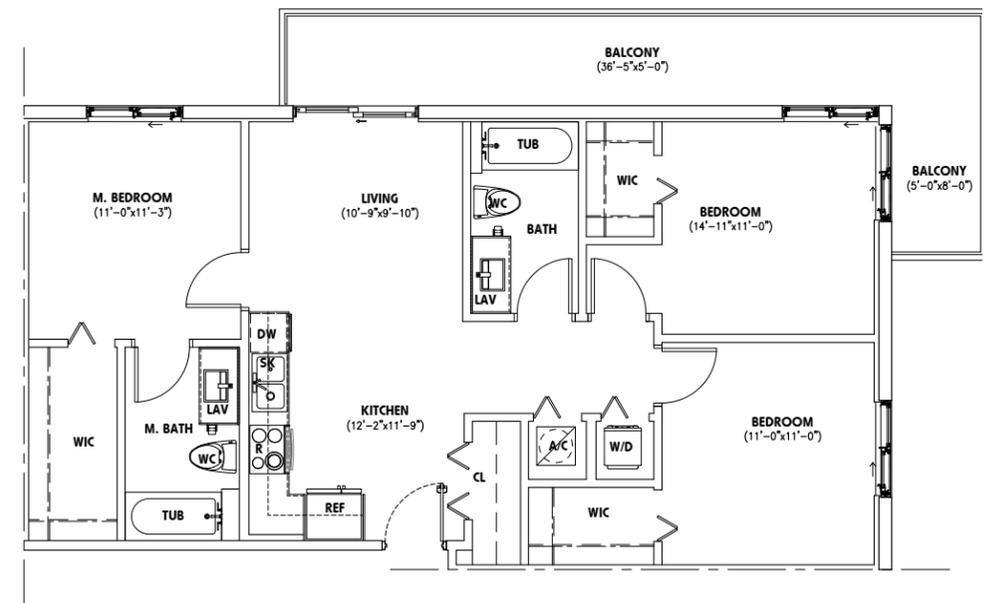
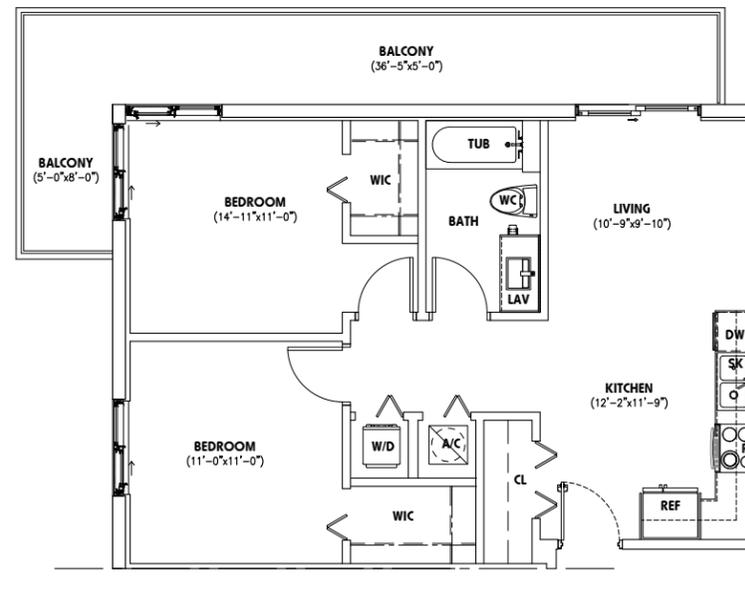


B1 828 SF

SCALE: 1/4"=1'-0"



837 SF



C1

SCALE: 1/4"=1'-0"

1,100 SF

Tower 1 Unit Area Calculation								
	Live Work	Studio	A1 (1bd)	B1 (2-bd)	B2 (2-bd+Den)	B3 (2-bd)	C1 (3bd)	Total
Leasable Area	828 sf	414 sf	621 sf	828 sf	1,210 sf	837 sf	1,058 sf	
Balc./Terr.								
Level 1	5	0	0	0	0	0	0	5
Level 2	0	3	6	2	0	0	2	13
Level 3	0	3	7	2	0	0	2	14
Level 4	0	17	13	3	4	0	3	40
Level 5	0	17	15	3	4	0	3	42
Level 6	0	17	15	3	4	0	3	42
Level 7	0	17	15	3	4	0	3	42
Level 8	0	16	13	2	4	0	3	38
Sub Total	5 Units	90 Units	84 Units	18 Units	20 Units	Units	19 Units	236 DU
Total Units		350 DU						
Parking Requirements								
Live Work	11 DU	1.0 SP/DU	3.14%		11 spaces			
Studio	127 DU	1.0 SP/DU	36.29%		127 spaces			
1 BD	99 DU	1.0 SP/DU	28.29%		99 spaces			
2 BD	61 DU	2.0 SP/DU	17.43%		122 spaces			
2 BD + Den	28 DU	2.0 SP/DU	8.00%	14.86%	56 spaces			
3 BD	24 DU	2.0 SP/DU	6.86%		48 spaces			
total Units	350 DU		100%					
Sub-Total					463 spaces			
Visitor		1 sp / 10 Units			35 spaces			
SubTotal					498 spaces			
Total Parking Required					498 spaces			
Parking Provided								
	Standard	HC	Tandem					
Level 1	55	5	18	78				
Level 2	157	2	51	210				
Level 3	161	2	51	214				
Total Parking Provided	373	9	120					
Total Parking Provided				502 spaces				

Tower 2 Unit Area Calculation								
	Live Work	Studio	A1 (1bd)	B1 (2-bd)	B2 (2-bd+Den)	B3 (2-bd)	C1 (3bd)	Total
Leasable Area	828 sf	414 sf	621 sf	828 sf	1,210 sf	837 sf	1,058 sf	
Balc./Terr.								
Level 1	6	0	0	0	0	0	0	6
Level 2	0	0	0	0	0	0	0	0
Level 3	0	0	0	0	0	0	0	0
Level 4	0	1	3	6	0	1	1	12
Level 5	0	9	3	8	2	1	1	24
Level 6	0	9	3	8	2	1	1	24
Level 7	0	9	3	8	2	1	1	24
Level 8	0	9	3	8	2	1	1	24
Sub Total	6 Units	37 Units	15 Units	38 Units	8 Units	5 Units	5 Units	114 DU

ATTACHMENT C

Criteria Statement Regarding Conformance with Criteria for Certificate of Appropriateness for
Design New Construction

Design Guidelines for Historic Properties and Districts

Applicable Design Guidelines for new construction - section 4.2, By Modis Architects

The proposed project located at 2001 Hollywood Boulevard is comprised of several lots which have frontages along 20th Avenue to the East and fronts along Hollywood Boulevard. The project will be the new construction of a mixed-use development with Retail on the ground level facing both street frontages and multi-family residential units above. The intent of the design for the project is to be respectful and appropriate to its historic and architecturally significant surroundings.

Below we will describe in detail how the proposed project will be compatible with adjacent projects and diversity of the general context. We will also describe several architectural elements of design, with an emphasis on the Streamline / Art Moderne Style for the proposed development and how the massing, scale and architectural rhythm of the building will create a link between old and new within the Historic District.

Section 4.2.1 – Massing

The proposed project is comprised of an 8-story building with highly visible retail storefront component along both frontages and residential units above also facing both frontages. The massing of the proposed project, we believe respects and compliments all frontages and adjacent streets. Along Hollywood Boulevard, which is one of our primary frontages, the ground level retail façade sets back 15', while the residential levels above setback an additional 10', providing a pronounced one level retail component complimenting the existing context of the one level retail buildings to the East and West of the property.

The 7 residential levels above the ground floor are comprised of an intricate and diverse composition of open and closed balconies, vertical fins window openings and architectural features. The balconies and vertical elements are connected to provide a unique pattern on each building façade. The general character of the building takes inspiration from one of the many architectural styles that contribute the Historic context of the City of Hollywood. We have incorporated many architectural elements in the spirit of Streamline / Art Moderne Style. This style is consistent with many larger scale buildings that evolved from the smaller scale Art Deco Style.

In taking inspiration from the Streamline / Art Moderne Style, our design draws from many historic architectural elements, which can be seen throughout the building design. The ground level design displays a light and airy approach with slender steel columns spaced in small groupings and at different angles to support a streamline eyebrow canopy. Some additional articulation at the retail level also includes horizontal metal streamline paneling with suspended 3-dimensional signage. In turn, the upper levels have more expressive elements which emphasizes a more horizontal character, also consistent with the Streamline / Art Moderne style. Other elements include rounded corners at parapet features, porthole windows, flat roofs with circular patterns, and horizontal grooves or lines in the walls.

Section 4.2.2 – Scale

As described in detail above, we believe the proposed design provides a scale that is appropriate to the surrounding built context and fabric. We have given special emphasis to the ground level scale and made a strong attempt to continue the walkability along Hollywood Boulevard by providing a comfortable pedestrian scale with broad sidewalks, continuous clear storefronts with commercial uses, covered walkways, compatible and scale appropriate lighting, articulated paving and street trees. These elements combine to create a ground level pedestrian scale that is not only consistent with the Historic district but will enhance the adjacent properties.

As Art Deco had to adjust to larger scaled buildings, the Streamline / Art Moderne style provided an enhanced architectural language that would be more scalable. These elements can be seen throughout the proposed design in the form of extended vertical elements and parapets with rounded features incorporating porthole elements typically reflected at the lower levels of the building. Horizontal grooves are carried throughout the façade vertically and horizontally, with the purpose of reducing the scale of the building.

Section 4.2.3 – Rhythm

The rhythm and pattern of the proposed design, we feel is consistent with the ground level pedestrian experience and with the broader upper level building mass. The ground level is comprised of repetitive storefront elements which provide a suitable retail scale while allowing for the entry doors to have a more pronounced effect. In contrast, the canopy structure along the sidewalk provides for a looser and more random feel. The balance of the building façade above the retail level creates a composition of pronounced staggered horizontal and vertical features, which wrap the entire façade. These elements provide for a dynamic rhythm throughout all building facades and provide for the articulation of the colors of the building.

Section 4.2.4 – Building Orientation

The proposed building design has carefully addressed the critical building orientation with respect to the different uses, functions, services and views. Along the ground level all retail/commercial uses have been oriented along all street frontages to provide for the maximum activation of each street. More specifically, along Hollywood boulevard, more emphasis has been made to provide ample depth for restaurant uses which will provide outdoor seating, consistent with the adjacent tenants along Hollywood Boulevard. The main entrance for the residential building is also facing Hollywood Boulevard and it is complimented by an intimate urban exterior plaza, which connects to a mid-block passage connecting Tyler Street.

All service entries have been oriented along the small secondary streets along 20th Avenue, helping to mitigate large openings along the primary frontages as well as preventing service vehicles from disturbing the activities along Hollywood Boulevard.

Section 4.2.5 – Building Orientation

As described in the Massing section the ground level retail façade proposed setback will be 15 ft from the sidewalk to the retail facade, while the residential levels above will have an additional proposed setback of 10 ft, for a total of 25 ft from the existing sidewalk. These proposed setbacks will be consistent with the existing context along Hollywood Boulevard. Finally, the secondary facades along 20th Avenue will include a required 10 ft setback, which will incorporate street trees with tree grates. There will be a slight variation to the setback along 20th Avenue to accommodate an existing historical feature from what is the remains of the original bank vault. The existing brick wall of the original bank will be exposed and will encroach two feet into the required setback.

ATTACHMENT D

Structural Report for 2001 Hollywood Blvd.



December 09, 2019

Mr. Nicholas Diaz-Silveira
Development Associate
The Estate Companies
6201 SW 70th Street
South Miami, FL 33143
email: ndiaz@eigfl.com

Subject: **Sun Trust Office Building**
2001 Hollywood Blvd,
Hollywood, FL 33020

Structural Report

Dear Mr. Diaz,

Per your request Paramount Consulting and Engineering, LLC (PCE) has conducted an on-site condition assessment of the above mentioned property and advise as follows:

Our examination of the building structure revealed concrete columns with exposed reinforcing and deteriorated concrete floor slab that will require structural repairs. The exterior walls are not structurally sound to withstand hurricane wind forces. The glazing systems are non-impact resistant and current openings are not structurally capable to receive new FBC approved impact-resistant glazing systems. The existing ballast roofing system is not acceptable per current code as loose gravels at the roof could become wind-born debris and damage adjacent buildings. This aged roof system has no capability to protect the building under current conditions.

This building has undergone through renovations and modifications made over the years since 1924 when it was built. Its current structural safety and capacity are questionable. Coordination of original foundation, materials and method of construction are unknown to ensure this structure can still perform safely and adequately given the project location within high-velocity hurricane zone (HVHZ) and possible future occupancy modification that could impose additional loads to the current structure.

Based on our observations and study of existing documents, PCE recommends existing building structure be demolished, so a new foundation, structure, exterior walls, glazing systems and roofing system are built per current Florida Building Code.

Attached are photographs #1 thru #18 with description / observations.

If you have any questions or comments on the above stated please contact our office at (305) 698-0550.

Respectfully submitted,

Reviewed by,

Gelson Alves, P.E.
PCE, LLC.

Cesar Soto, P.E.
PCE, LLC.



SOUTH ELEVATION
(Bank Entrance)



EAST ELEVATION



Photo #: 1

Ground floor columns at bank area.



Photo #: 2

Ground floor columns at bank area:

Exposed column spiral reinforcing / loop ties.



Photo #: 3

Ground floor columns at bank area:

Exposed column spiral reinforcing / loop ties.



Photo #: 4

Second floor slab underside.
(viewed from ground floor bank area):

Deteriorated concrete slab shows signs of leakage, chipped concrete, voids in concrete, unsealed penetrations.



Photo #: 5

Second floor slab underside.
(viewed from ground floor bank area):

Deteriorated concrete slab shows signs of leakage, chipped concrete, voids in concrete, unsealed penetrations.



Photo #: 6

Second floor slab underside.
(viewed from ground floor bank area):

Deteriorated concrete slab shows signs of leakage, chipped concrete, voids in concrete, unsealed penetrations.



Photo #: 7

Ground exterior walls at bank area:

Exterior walls are made of framed wall with stucco at the exterior and hollow clay bricks. From the interior, the clay bricks show voids and deterioration.

The exterior walls are not structurally adequate to withstand hurricane design forces.



Photo #: 8

Ground exterior walls at bank area:

Exterior walls are made of framed wall with stucco at the exterior and hollow clay bricks. From the interior, the clay bricks show voids and deterioration.

Glazing Systems are not impact resistant and are not safely anchored to the structure.



Photo #: 9

Ground exterior walls at bank area:

Exterior walls are made of framed wall with stucco at the exterior and hollow clay bricks. From the interior, the clay bricks show voids and deterioration.

Glazing Systems are not impact resistant and are not safely anchored to the structure.



Photo #: 10

Ground exterior walls at bank area:

Exterior walls are made of framed wall with stucco at the exterior and hollow clay bricks. From the interior, the clay bricks show voids and deterioration. Some termite damaged wood was observed at window jambs.

Glazing Systems are not impact resistant and are not safely anchored to the structure. The exterior wall also is not structurally adequate to withstand loads imposed by the glazing systems.



Photo #: 11

Ground exterior walls at bank area:

Enlarged photo showing exterior wall deterioration.



Photo #: 12

Ground exterior walls at bank area:

Framed exterior wall is not structurally sound to withstand wind loads imposed by the glazing systems.

Exterior wall would likely fail if subjected to hurricane forces expected for this building location.



Photo #: 13

Ground exterior walls at bank area:

Entrance door and storefront anchored to framed exterior wall.

Observed framed exterior wall is not structurally sound to withstand wind loads imposed by the glazing systems.

Exterior wall would likely fail if subjected to hurricane forces expected for this building location.



Photo #: 14

Roof:

Existing Ballast Roofing System is not compliant with current Florida Building Code.

Existing Roof drainage and scuppers are insufficient per current Florida Building Code requirements.



Photo #: 15

Roof Parapet Walls:

The parapet wall have been extended utilizing framed wall over CMU / concrete wall.

Horizontal cracks are noted at the transition of these materials and steel straps (that attached the frame wall extension) were noted corroded with missing fasteners.

See photos #16 - #18 below.



Photo #: 16

Roof Parapet Walls:

The parapet wall have been extended utilizing framed wall over CMU / concrete wall.

Horizontal cracks are noted at the transition of these materials and steel straps (that attached the frame wall extension) were noted corroded with missing fasteners.

Top of parapet wall extension is not structurally sound.



Photo #: 17

Roof Parapet Walls:

Refer to comments above (photo 16).



Photo #: 18

Refer to comments above (photo 16).

ATTACHMENT E

Financial Feasibility Study

February 3, 2020

FINANCIAL FEASIBILITY STUDY RELATED TO 2001 HOLLYWOOD BOULEVARD

To provide a thorough review of the possible restoration of the existing Bank Structure, our team has evaluated the provided structural report and made architectural comparisons between the existing building as it is today to that, with the help of a few images, of the original building built in 1924. Our review will be based on the physical and financial feasibility of the building's restoration.

We have reviewed the structural report dated December 19th, 2019 by Paramount engineering and Consultants. The report provides critical evidence of the current condition of the building structure as well as the exterior envelope. The current condition of the building's structure is in very poor condition. The building structural support columns, beams and slabs, appear to have chronic spalling and large amounts of deterioration. Years of neglect have weakened the structural integrity of the concrete and its steel reinforcement. Every Structural member shows signs of damaging deterioration. This alone, will require the entire structure to be redone. In doing so every structural member, down to foundation would have to be new. This alone would render the project financially unfeasibility.

A second and equally important component of the building is the exterior façade or skin. There are two elements to this façade, first is the original façade, which appears to be in disrepair, similar to the interior structural supports. Secondly, is the current exterior façade, which appears to be a combination of several façade renovations over the years. The removal of the existing façades would be costly and would further damage the integrity of the original façade structure that is remaining. Any attempt to revive the original façade would require that it meet the current Florida Building Code requirements. Any renovation of the façade of the scale required would trigger a level 3 alteration. This level of alteration would require that the entire building and all of its components meet all current "High Velocity" requirements. This again would render any existing remnants of the original building to be completely redone with new reinforcing. In addition to the structure of the building, all glazing would be required to be a new product approved aluminum and impact glazing system that would change the original design of the original building, but do to the amount of glazing the building had, it would be incredibly expensive. Not mentioned above would be new electrical and mechanical improvements per current codes.

The Constructability of a renovation would raise questions. The first concern we would have, is the ability to identify all the materials originally specified for the project and their availability. Additionally, there are several components of the building that would require custom and specialized fabrication by highly skilled artisans, which may not be easily obtainable. The essence of providing an authentic architectural restoration of a historic structure is to preserve. In this specific case there is not much if anything that will be preserved. Most, if not all of the building will be new, and this would simply be recreating a building from the past.

Subject property contains approximately 54,680 square feet of office, lobbies, corridors and other usable air-conditioned space. To resume, Structurally the building is in poor condition, finishes and materials are not readily available and the skill set of the workforce available to perform such construction is extremely difficult to obtain and it will be extremely expensive, MEP systems will need upgrading, specially fire protection and life safety systems.

We have worked on construction budgets based on methods, materials, labor and Florida Building Code requirements. A simple comparison based on square footage will show that it is not feasible to recreate a building that was constructed with materials and skill set that are not currently used and readily available.

56,480 sf Estimated Construction Cost	\$239/sf	\$13,498,720
56,480 sf Estimated Recreation of Building	\$900/sf	\$49,420,000

It is clear that trying to recreate a building that was constructed in the 1920's is financially unattainable during the development of this project.















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M.P.H.





TOW-AWAY
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EXCEPT AS NOTED
BY SIGN

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medical
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(954) 776-7298

XTR





Tyler St

MAGNUM INK





Dr. Heiden & Heiden
OPTOMETRISTS





Tardes Calerías

Dr. Heiden & Heiden
OPTOMETRISTS









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