

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

DATE: June 8, 2021 **MEMO NO:** P-21-04

TO: Joint Planning and Development Board and Historic Preservation Board; and 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 a Certificate of Appropriateness for Design, Site Plan, and Variances for a 347 unit mixed-used development with approximately 30,000 square feet of retail space, partially located within the Historic Hollywood Business District (Soleste).

EXPLANATION:

On July 23 2020, the Historic Preservation Board held an advertised public hearing to consider the Applicant's request to demolish the existing bank building, the Board deemed the structure historic and forwarded a recommendation of denial for the Certificate of Appropriateness for Demolition to the City Commission.

On December 2, 2020, the City Commission deemed the building non-historic approving the Certificate of Appropriateness for Demolition with conditions (see attachment III – Resolution R-2020-325), allowing the proposed project to move forward.

Since, the applicant has worked with the Hollywood Historic Society to meet the conditions placed on the approval of the Certificate of Appropriateness for Demolition which resulted in design changes to the façade facing 20th Avenue. As this portion of the project is within the Historic Hollywood Business District, Staff has revised the Design Criteria based on the amended design:

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. The façade facing 20th avenue has incorporated design attributes from the 1927 design. The applicant states, “The new articulated “Historical” facade provides a clearer juxtaposition between the new Modern Streamline design of the main structure. While we did not try to replicate the original building’s design, we provided specific details that tell a better story, these include raised Ionic column pilasters with decorative capital accentuated bases; window & glazing scaled to resemble the original four panel look of the original facade, raised stucco low wall banding at window base for scale and texture, arches with raised banding, relief eave element with decorative brackets. The paint scheme for the “historic” portion of the facade is proposed to be painted primarily in white with grey color to accentuate some of the more decorative elements. We believe this will allow the facade to be more integrated to the overall elevation and give the appearance that the new building was built around the original structure.”

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. As the applicant states,

“While we did not try to replicate the original building’s design, we provided specific details that tell a better story, these include raised Ionic column pilasters with decorative capital accentuated bases; window & glazing scaled to resemble the original four panel look of the original facade, raised stucco low wall banding at window base for scale and texture, arches with raised banding, relief eave element with decorative brackets...We believe this will allow the facade to be more integrated to the overall elevation and give the appearance that the new building was built around the original structure.”

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. The façade along 20th avenue has been redesigned to incorporate some of the design attributes from the 1927 design, all while not replicating the original building design.

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.

Some additional changes to the project involve the total number of units reduced from the originally proposed 347 residential units to now 324 residential units; the proposed parking still exceeds the requirement.

RECOMMENDATION:

Approval, with the condition that the Applicant work with Staff to ensure railing design is appropriate.

ATTACHMENTS:

ATTACHMENT I: Application Package – Revised Design

ATTACHMENT II: July 23, 2020 Staff Report and Backup

ATTACHMENT III: Resolution R-2020-325

ATTACHMENT IV: Revised Staff Report excluding Certificate of Appropriateness for Demolition request