



**CITY OF HOLLYWOOD, FLORIDA
INTER-OFFICE MEMORANDUM
PLANNING AND DEVELOPMENT SERVICES**

DATE: September 2, 2010 **FILE:** 10-D-49
TO: Development Review Board
VIA: Andria Wingett, Planning Manager 
FROM: Julie Walls Krolak, Principal Planner 
SUBJECT: Rui Zheng (All Asian Massage) requests Design for a mural at 2451 N. 59th Terrace.

APPLICANT'S REQUEST

Design approval for a painted mural.

STAFF'S RECOMMENDATION

Design: Denial.

REQUEST:

The applicant is requesting Design approval for a painted mural at 2451 N 59th Terrace. This mural depicts a landscape setting with three geishas against an orange background on the north and west sides of the building. (See Attachment "A" for pictures) Several other improvements have been made to the structure, including new shingle roof, windows, stucco and signage.

The mural was painted without approvals, and the applicant received a Notice of Violation from Code Enforcement in April. Subsequently, in May, the Violation was brought before the Special Magistrate who directed the applicant to paint over the mural or apply for Design approval. As such, the request before the Development Review Board is solely for the mural.

Located in the Light Intensity Office District (O-1), this property is in one of the City's transitional zoning districts. The intent of this District is to provide for "placement of low intensity professional office uses which are located near residential neighborhoods and which are designed in such a manner as to be compatible with the residential character of adjacent areas". Further, this District was designed to "insure that rehabilitation work and new construction occurs in a manner that maintains the residential character of adjacent single family districts." The site abuts a residential neighborhood to the south, and was once a home prior to its conversion into an office. Additionally, the mural could be viewed as additional signage for the new business, which would exceed the maximum amount allowed for this property.

Incorporation of a mural on the north and west side does not reflect residential character, and as such, staff is recommending denial of the request.

SITE INFORMATION

Owner/Applicant: Rui Zheng (All Asian Massage)
Address/Location: 2451 N. 59th Terrace
Net Size of Property: 7,182 sq ft (0.16 acres)
Present Zoning: Light Intensity Office District (O-1)
Future Land Use Designation: Office
Existing Use of Land: Massage parlor

ADJACENT ZONING

North: Light Intensity Office District (O-1)
South: Single Family Residential (RS-6)
East: Light Intensity Office District (O-1)
West: Light Intensity Office District (O-1)

ADJACENT LAND USE:

North: Office
South: Low (5) Residential
East: Office
West: Office

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

This property is located in Sub-Area 1, the US 414/State Road 7 Corridor. It is surrounded by Sub-Areas 2, 6, and 7 (West-Central Hollywood, North Hollywood and West Hollywood). This area is geographically defined by 56th Avenue to the east (including that portion of Washington Park that extends 52nd Avenue), the Dania Cut-Off Canal to the north, Florida's Turnpike to the west and Pembroke Road to the south. This area includes the residential neighborhoods of Beverly Park, Lawn Acres and Washington Park as well as the undefined residential areas east and west of State Road 7, north of Hollywood Boulevard.

The proposed mural is inconsistent with the City-Wide Master Plan based upon the following Guiding Principles and Policies:

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

Guiding Principle: *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

Policy CW.15: *Place a priority on protecting, preserving and enhancing residential neighborhoods.*

The intent of the O-1 zoning district is to allow businesses such as this to help buffer residential neighborhoods from Sheridan Street. While identification of businesses is important, the overall site should be maintained in a manner that resembles residential. Incorporation of a mural at this location would not be consistent with residential, nor would it enhance the nearby corridors.

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The proposed mural is inconsistent with the Comprehensive Plan, based upon the following:

Objective 4: *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.*

While several improvements have been incorporated to enhance the site, the proposed mural is not compatible with the area. The mural could also be viewed as additional signage, which also does not help enhance the area, particularly as this property is near the SR 7/441 corridor.

DESIGN

Analysis of Criteria and Findings for Design Review as stated in the City of Hollywood Zoning and Land Development Regulations, Article 5.3(1)(6). Approval, Approval with Conditions, or Denial will be based on the following criteria:

CRITERION 1: Architectural and Design components. Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. The use of traditional materials for new architectural details is recommended. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment.

ANALYSIS: The building is a nondescript structure with few architectural details. Several improvements have been made, including new shingle roof, windows, stucco and signage. However, the request before the Development Review Board is for approval of a painted mural on the north and west sides. It depicts a landscape setting with three geishas.

Located in the Light Intensity Office District (O-1), this property is in one of the City's transitional zoning districts. The intent of this District is to provide for "placement of low intensity professional office uses which are located near residential neighborhoods and which are *designed in such a manner as to be compatible with the residential character of adjacent areas*". The site abuts a residential neighborhood to the south, and was once a home prior to its conversion into an office. Incorporation of a mural would not be cohesive with the design characteristics of a residential neighborhood.

FINDING: Inconsistent

CRITERION 2: Compatibility. The relationship between existing architectural styles 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. Buildings should contain architectural details that are characteristic of the surrounding neighborhood.

ANALYSIS: As mentioned previously, the intent of the O-1 zoning district is to “insure that rehabilitation work and new construction occurs in a manner that maintains the residential character of adjacent single family districts.” Inclusion of a mural at this location would not reflect a residential character, and is therefore not compatible.

FINDING: Inconsistent.

CRITERION 3: Scale/Massing. Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures. Building mass 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. Architectural details include, but are not limited to, banding, molding, and fenestration.

ANALYSIS: The scale and massing of the structure is not affected by the proposed mural.

FINDING: N/A

CRITERION 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: While the site is well landscaped, including trees and hedging, the proposed mural does not effect landscaping.

FINDING: N/A

STAFF’S RECOMMENDATION

Design: Denial.

ATTACHMENTS

ATTACHMENT A: Application Package
ATTACHMENT B: Land Use and Zoning District Maps