

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

**DATE:** September 2, 2010 **FILE:** 10-DPV-01

**TO:** Development Review Board

**VIA:** Andria Wingett, Planning Manager *AW*

**VIA:** Julie Walls Krolak, Principal Planner

**FROM:** Mariluz Maldonado, Planning and Development Services Administrator *M.M.*

**SUBJECT:** Hollywood Commons, LLC c/o Millbrook Properties Ltd. requests Variances, Design and Site Plan approval for an approximate 4,200 sq. ft. Chase Bank at 6975 Taft Street. (Taft Hollywood Shopping Center)

**APPLICANT'S REQUEST**

Variances, Design and Site Plan approval for an approximate 4,200 square foot bank.

Variance 1: To allow an additional monument sign.

Variance 2: To allow two additional wall signs on the east and west elevations.

Variance 3: To waive nine required parking spaces for the shopping center.

**STAFF'S RECOMMENDATION**

Variance 1: Approval with the condition the monument sign is used solely for businesses established in this building fronting Taft Street.

Variance 2: Approval, with the condition the proposed three signs combined do not exceed 107 sq ft and the south sign (along Taft Street) shall remain the primary sign.

Variance 3: Approval.

Design: Approval.

Site Plan: Approval, if Design and Variances are granted, and with the following condition:

- The drive thru escape lane cannot be modified in the future to accommodate an additional drive-thru lane, ATM or canopy/building overhang.

**BACKGROUND**

This request is for the construction of a Chase Bank in the Taft Hollywood Shopping Center located on the north side of Taft Street between N 68<sup>th</sup> Avenue and NW 70<sup>th</sup> Way. The proposed building is 4,200 square feet and will include three drive-thru teller lanes and a drive-thru ATM.

This parcel contains a one story building occupied by Hollywood Video building which will be demolished. Main egress and ingress for the plaza is provided along Taft Street. The proposed development will provide 45 parking spaces.

The maximum height of the new bank will be one-story, approximately 26' feet to the top of the parapet, which is compatible with both the plaza and abutting properties. All building setbacks meet or exceed requirements. Additionally, three drive-thru lanes will be provided along with an escape lane. In order to provide appropriate traffic movement within the drive-thru, staff recommended the escape lane not be modified in the future to accommodate additional drive-thru lanes, ATM or canopy/building overhang.

Several Variances are being requested for the proposed development. First, a Variance to waive one monument sign per parcel to provide two along Taft Street. Currently, the out parcel contains a monument sign which identifies one of the existing plaza uses. Therefore, the applicant is requesting a Variance to allow Chase Bank to locate a monument sign to identify their business. This type of Variance is usually associated with shopping centers, since oftentimes out parcel tenants within the plaza have been granted Variances to allow individual monument signs to identify their businesses. As such, staff recommended the Variance only be for business established in this building. This will prevent other plaza tenants from using the monument sign in the event Chase Bank was to cease operations.

The second Variance is to allow two additional wall signs on the east and west elevations. The Zoning and Land Development Regulations allow one wall sign per street frontage. In this case the face of the building would allow for a 107 sq ft wall sign. However, the applicant is proposing a total of 3 signs with a total square footage of 147. Staff understands the importance of identifying business, but it is also in staff's purview to ensure signage is both provided in an *attractive manner* as well as *intended to provide locational information rather than advertisement*, as encouraged by the Design Guidelines. As a result, staff recommends approval of the Variance to exceed the number of wall signs only if the three combined do not exceed 107 sq ft and the south sign (along Taft Street) shall remain the primary sign.

Lastly, a Variance is being requested to reduce the required parking in the plaza by 9 spaces. The Variance is needed because the level of nonconformity is being increased. Although the applicant is proposing to reduce the number of parking spaces for the overall plaza. The proposed bank will provide the required parking. This reduction also allowed the applicant to incorporate additional green areas for new landscaping.

The applicant indicated they will work with the Homeowner Association and will provide an update at the meeting.

## **SITE INFORMATION**

<b>Owner/Applicant:</b>	Hollywood Commons, LLC c/o Millbrook Properties Ltd.
<b>Address/Location:</b>	6975 Taft Street
<b>Net Size of Property:</b>	37,170 Sq Ft (out parcel)
<b>Future Land Use:</b>	General Business
<b>Zoning:</b>	Medium Intensity Commercial (C-3)
<b>Existing Use of Land:</b>	Commercial Shopping Center

## **ADJACENT FUTURE LAND USE**

**North:** General Business  
**South:** Office  
**East:** General Business

**West:** General Business

## **ADJACENT ZONING**

**North:** Medium Intensity Commercial (C-3)

**South:** Light Intensity Office (O-1)

**East:** Medium Intensity Commercial (C-3)

**West:** Medium Intensity Commercial (C-3)

## **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN**

The subject property is located within Sub-Area 8, West Hollywood, which is defined by Davie Road Extension and 72<sup>nd</sup> Avenue to the west, Stirling Road to the north, Florida's Turnpike to the east and Hollywood Boulevard to the south. This area includes the residential neighborhoods of Boulevard Heights and Driftwood and is adjacent to the Seminole Indian Reservation.

**Guiding Principle:** *Attract and retain businesses that will increase economic opportunities for the City 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.*

Recommendations for Sub-Area 8 encourage commercial and business redevelopment along Taft Street with special attention being given to underutilized and obsolete plazas. The proposed financial institution is consistent with the recommendations as it adds to a dated plaza and creating another resource within the neighborhood. Additionally, the new development will help beautify the surrounding area with fresh architecture and increased landscaping.

## **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

The proposed project has a General Business Land Use. The goal of the Land Use Element is to "promote a distribution of land uses to enhance and improve the residential, business, resort and natural communities while allowing land owners to maximize the use of their property."

Land Use Element:

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

The proposed financial institution will bring a new resource to the surrounding neighborhoods and create a use compatible with the existing shopping center. By establishing an out parcel for this commercial use, the owner has the opportunity to maximize the use of his land while increasing the potential for new/increased patronage to the shopping plaza and surrounding businesses.

## **VARIANCES**

No sign Variance to the provisions of Article 8 "Sign Regulations" shall be granted by the Development Review Board unless the Board finds that the petitioner has shown that all of the following criteria as set forth in Section 5.7 have been met:

**VARIANCE 1:** **To allow an additional monument sign.**

**CRITERIA 1:** The variance is not contrary to the public interest.

**ANALYSIS:** Currently, the lease area for the Chase Bank is part of the overall plaza. This parcel contains a monument sign which identifies one of the existing plaza uses; therefore, the applicant is requesting a Variance to allow Chase Bank to locate an additional monument sign to identify their business. The proposed sign will be located at Taft Street where other monument signs have been allowed via Variance. As indicated by the applicant, "The sign is provided to indicate to the community that this bank will operate at this location". The request for the Variance is consistent with previous sign Variance petitions, ***staff is recommending the condition the monument sign be used solely for businesses established in this building fronting Taft Street.***

**FINDING:** Consistent, with the imposition of staff's condition.

**CRITERIA 2:** The variance is required due to special conditions.

**ANALYSIS:** The Zoning district for the plaza is C-1 which only permits one monument sign for the shopping center. Due to the size of the plaza, other commercial uses along this street have requested a Variance to allow additional monument signs. Thereby, the applicant's request for a Variance is appropriate to allow the business additional visibility from the street. Also, the applicant indicated within their criteria, "The original shopping center site plan showed an individual monument sign that was never constructed. Also, since this out parcel was never separated from the shopping center, this parcel is not entitled to its own monument sign". Again, although, the request for the Variance is consistent with previous sign petitions in the plaza, ***staff is recommending the condition the monument sign be used solely for businesses established in this building fronting Taft Street.***

**FINDING:** Consistent, with the imposition of staff's condition.

**CRITERIA 3:** A literal enforcement of the provisions of Article 8 may result in unnecessary hardship.

**ANALYSIS:** As previously mentioned, the requested Variance is necessary for the bank to have visibility and enjoy similar rights to those businesses which have been granted a Variance to allow for their monument sign. As such, ***staff is recommending approval of the Variance with the condition the monument sign be used solely for businesses established in this building fronting Taft Street.***

**FINDING:** Consistent, with the imposition of staff's condition.

**VARIANCE 2:** To allow two additional wall signs on the east and west elevations.

**CRITERIA 1:** The variance is not contrary to the public interest.

**ANALYSIS:** With the proposed 3 signs (147 sq ft) and exceeding the maximum allowed square footage (107 sq ft) of wall signage along Taft Street, the applicant is exceeding the amount of square footage by 40 sq ft. Staff understands

the importance of identifying business but also it is in staff's purview to ensure signage is both provided in an *attractive manner* as well as *intended to provide locational information rather than advertisement*, as encouraged by the Design Guidelines. Since the applicant is exceeding the number of signs and the overall total square footage for this development, **staff recommends approval of the Variance to exceed the number of wall signs if the three signs combined do not exceed 107 sq ft and the south sign (along Taft Street) shall remain the primary sign.**

FINDING: Consistent, with the imposition of staff's condition.

**CRITERIA 2: The variance is required due to special conditions.**

ANALYSIS: Zoning and Land Development Regulations allow one wall sign per street frontage with a total size equal to one square foot per linear foot of the face of the wall the sign will be located on. Consistent with this allotment, the applicant is permitted to have one wall sign which is approximately 107 square feet only along Taft Street. There are currently no special conditions associated with the proposed financial institution which require the two additional signs additional signs or exceeding the maximum square footage. A primary wall sign along Taft Street should alert plaza customers and people around the area of the new business. This is consistent with the Design Guidelines which state, *the City of Hollywood has determined that signs are intended to provide locational information rather than advertisement*. Since the applicant is exceeding the number of signs and the overall total square footage for this development, **staff recommends approval of the Variance to exceed the number of wall signs if the three signs combined do not exceed 107 sq ft and the south sign (along Taft Street) shall remain the primary sign.**

FINDING: Consistent, with the imposition of staff's condition.

**CRITERIA 3: A literal enforcement of the provisions of Article 8 may result in unnecessary hardship.**

ANALYSIS: Meeting code requirements does not prove a hardship for the business. The primary sign centered over the building entrance with a total of 61 sq ft should consisting of the business name should suffice and provide adequate notice of the general service offered. Since the applicant is exceeding the number of signs and the overall total square footage for this development, **staff recommends approval of the Variance to exceed the number of wall signs if the three signs combined do not exceed 107 sq ft and the south sign (along Taft Street) shall remain the primary sign.**

FINDING: Consistent, with the imposition of staff's condition.

Analysis of Criteria and Findings for Dimensional Variances as stated in the City of Hollywood Zoning and Land Development Regulations Article 5, Approval, Approval with Conditions, or Denial will be based on the following criteria:

**VARIANCE 4: To waive 9 required spaces for the shopping center.**

**CRITERIA 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.

**ANALYSIS:** A Variance is being requested to reduce the required parking for the plaza by 9 spaces. The Variance is needed because the level of nonconformity is being increased. However, the new Chase Bank will provide the required 45 spaces. This reduction also allowed the applicant to incorporate additional green areas for new landscaping.

**FINDING:** Consistent

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

**ANALYSIS:** Although the applicant is reducing the number of parking spaces by nine, the proposed Chase will meet the parking requirements and the out parcel will continue to provide a parking surplus for the plaza. As previously mentioned, this reduction resulted from a difference in the parking calculation requirements for the bank today and the Hollywood Video at the time it was approved. The proposed development and Variance request are compatible with the surrounding uses and the community since as indicated by the applicant, "The financial institution is a perfect community use, which is less intense in size and activity than the existing Hollywood Video store".

**FINDING:** Consistent

**CRITERIA 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.

**ANALYSIS:** The proposed project is located in the General Business Land Use area. The goal of the Land Use Element is to "promote a distribution of land uses to enhance and improve the residential, business, resort and natural communities while allowing land owners to maximize the use of their property." The proposed financial institution will bring a new resource to the surrounding neighborhoods and create a use compatible with the existing shopping center. By establishing an out parcel for this commercial use, the owner has the opportunity to maximize the use of his land while increasing the potential for new/increased patronage to the shopping plaza and surrounding businesses.

**FINDING:** Consistent

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

**ANALYSIS:** The requested variance is not for the proposed bank use, but rather for the parking surplus for the shopping center. As indicated by the applicant, "The redevelopment of a retail building to a bank requires, geographically, the space taken by the drive-thru canopy as non-parking area. It is this

area that results in the 9 space difference in terms of the overall shopping center”, as provided by the applicant. Also, within the justification criteria, the applicant indicated the peak hour parking demand of a grocery store (after 6 pm) and the peak hour parking demand of a bank (prior to 6 pm) are different. As a result, the peak hour of the current Hollywood Video and Publix are alike and with the change in use to a bank actually results in peak hour parking reduction.

FINDING: Consistent

## **ANALYSIS OF CRITERIA AND FINDINGS FOR DESIGN REVIEW**

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:

**CRITERIA A: Architectural and Design Component. 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 proposed development will include an approximate 4,200 square foot Chase financial institution with three drive-thru teller lanes and a drive-thru ATM. As the site is an out parcel in the existing Taft Hollywood Shopping Center, there are multiple ingress/egress access points. The applicant has provided 45 parking spaces. Additionally, a sidewalk connection leading to the building entrance has been created on Taft Street. This arrangement is consistent with the Design Guidelines which recommends having an *entrance facing the public street*. Furthermore, *this entrance should be visible to pedestrians even if vehicular entrances are located elsewhere and include some type of entrance mound*.

“The shopping center has strong vertical and horizontal banding, which is provided in the proposed bank architecture”, as indicated by the applicant. The proposed color palette is similar to that on shopping center, which also has been carried over as a main color of the proposed bank. The building will be painted tan with light tan with white, blue, gray and beige accents. Materials will be glass, stucco and banding among others and are consistent with suggested materials in the Design Guidelines.

The design of the bank provides for more than adequate parking and access, and is a smaller scale building than the current retail store on site.

Landscaping was designed with both beautification and safety in mind. Native and exotic trees, shrubs and ground covers will line the property on the south along Taft Street, east and north. Additional landscape materials are provided throughout the site and vehicular area to compliment the architecture and soften any operational impacts of the business.

FINDING: Consistent.

**CRITERIA B:** **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 previously mentioned, the parcel is located within a shopping center which contains different commercial uses. As such, the proposed development is consistent with the surrounding uses. The proposed building will be approximately 26 feet tall and set back approximately 97 feet from the south property line (fronting Taft Street). All other building setbacks have been met. The parking area fronting Taft Street is also within the required 10-foot setback.

In addition to exceeding required setback amounts, the development will result in an slight increase of pervious area. This is an improvement to the overall shopping plaza which has minimal landscaping. The applicant details, "Developing this site will not only create a technically compliant out parcel, but also enhance the property's appearance, and provide a financial institution to the community".

**FINDING:** Consistent.

**CRITERIA C:** **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 applicant has worked with staff to ensure the height and the scale of the proposed building is compatible not only with the building in the plaza but also with the surrounding properties. The actual proposed building height is less that the some of the buildings within the plaza. The tallest point of the new bank is at about 26'. As indicated by the applicant, "No dominating sense of mass is created with the proposed elevations".

**FINDING:** Consistent.

**CRITERIA D:** **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:** Existing vegetation will remain to the extent possible. The applicant is relocating a few palm trees and will obtain appropriate permits. Proposed landscaping includes Royal Palms and Silver Buttonwoods. Additional landscaping is being provided along the shopping center entrance on the west side to increase the buffer. Furthermore, in order to screen the visibility of the dumpster pad from Taft Street, the applicant worked with staff to increase the landscaping materials to serve as a visibility barrier. The applicant has also met the open space requirements for the scope of work while increasing the overall open space count for the plaza.



FINDING: Consistent.

**SITE PLAN:**

A Final Site Plan was reviewed by the Technical Advisory Committee (TAC). Comments were made by members of the TAC in a staff report dated April 5, 2010. The TAC members have found the proposed Site Plan compliant with all regulations as set forth in Chapter 162 of the Hollywood Code of Ordinances, if Design and Variance are granted, and with the condition:

- The drive aisle west of the drive-thru ATM lane cannot be modified in the future to accommodate an additional drive-thru lane or canopy/building overhang.

**STAFF'S RECOMMENDATION**

Variance 1: Approval with the condition the monument sign is used solely for businesses established in this building fronting Taft Street.

Variance 2: Approval, with the condition the proposed three signs combined do not exceed 107 sq ft and the south sign (along Taft Street) shall remain the primary sign.

Variance 3: Approval.

Design: Approval.

Site Plan: Approval, if Design and Variances are granted, and with the following condition:

- The drive thru escape lane cannot be modified in the future to accommodate an additional drive-thru lane, ATM or canopy/building overhang.

**ATTACHMENTS**

ATTACHMENT A: Application Package

ATTACHMENT B: Land Use and Zoning District Map