#### CITY OF HOLLYWOOD, FLORIDA INTER-OFFICE MEMORANDUM OFFICE OF PLANNING

DATE: November 4, 2010

FILE: 10-DPV-12

- **TO:** Development Review Board
- VIA: Andria Wingett, Planning Manager
- FROM: Leander Hamilton, Planning & Development Services Administrator
- **SUBJECT:** 3069 Taft Street, LLC requests Variance, Design and Site Plan approval for an approximate 19,985 square foot addition to an existing warehouse located at 3069 Taft Street (Invicta Watch Company).

# **APPLICANT'S REQUEST**

Variance, Design and Site Plan approval for an approximate 19,985 square foot addition to an existing warehouse.

Variance: Walve the required 34 foot west setback to provide 10 feet.

### **STAFF'S RECOMMENDATION**

Variance: Denial.

- Design: Approval, with the condition the applicant works with staff to create a design which provides the required west setback. This includes the following:
  - a. Scale the first story back on the west side to be compatible with the existing building's height and setback on the first level and meeting the required setback.
  - Scale the second story back to provide the required setback based on the provided height.
  - Extend the building toward the north and/or east property line to obtain additional space.

Site Plan: Approval, if Design is granted with staff's condition.

#### REQUEST

This request is for the construction of an approximate 19,985 square foot addition to an existing warehouse located in the industrial park near Taft Street and Interstate 95 (I-95). The addition is proposed to expand existing operations for Invicta Watch Company which are housed in the 44,815 square foot building currently onsite.

The area proposed to accommodate this two-story, 35' tall addition is located at the rear of the property and currently acts as a dry retention area. The applicant has worked with staff to mitigate any drainage impacts this may have on the subject property. While there is already enough standard parking onsite, three new loading spaces will be provided as a result of the expansion. Finally, new trees are proposed to replace those which will be impacted by the addition.

A Variance has been requested to waive the required 34 foot west setback to provide 10 feet. The Zoning and Land Development Regulations for the Low Intensity Industrial (IM-1) Zoning District require buildings adjacent to residential property to provide a minimum setback of 20 feet, plus an additional foot for every 1 foot over 15 feet of height. The existing building is one story and meets required setbacks based on its height. With a proposed height of 35 feet, this building should provide a 34 foot setback at the west property line.

The applicant recently expressed a desire to create a design which will meet the required setbacks while still providing the desired amount of space. As such, they have been working with staff on an alternative design to what is currently reflected in the plans. This includes scaling the building back on the first story to be compatible with existing building's height and setback. The second story will still be included, but will also be scaled back to provide the required setback based on its height. Finally, the building will be extended toward the north and/or east property line to create additional space. As such, staff recommends approval of the Design and Site Plan with the condition the plans are updated to reflect those changes noted above.

#### SITE INFORMATION

Owner/Applicant:	3069 Taft Street, LLC
Address/Location:	3069 Taft Street
Net Size of Property: Zoning:	3.44 acres Low Intensity Industrial and Manufacturing District (IM-1)
Existing Land Use:	Industrial

# ADJACENT FUTURE LAND USE

North:	Industrial
South:	General Business
East:	Industrial
West:	Low Residential (0-5 units/acre)

#### ADJACENT ZONING

North: Low Intensity Industrial and Manufacturing District (IM-1)

- South: High-Density-Multi-Family-High Intensity Commercial
- East: Low Intensity Industrial and Manufacturing District (IM-1)

West: One single family detached dwelling per site

# CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The subject property is located within Sub-Area 6, West-Central Hollywood, which is defined I-95 to the east, Pembroke Road to the south, Sheridan Street to the north, and 56<sup>th</sup> Avenue to the west. This area is comprised of the residential neighborhoods of Hollywood Hills, Park East and Hillcrest.

The proposed development is consistent 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<br/>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

nciple: 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. While this property is not underutilized, the proposed addition does allow the applicant to maximize the use of land. However, to ensure this development is not detrimental to the surrounding adjacent residential neighborhood, staff recommends the west setback of the addition be increased to match the setback of the existing building (28 feet). All remaining requirements have been met.

# CONSISTENCY WITH THE COMPREHENSIVE PLAN

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."

Land Use Element:

- **Objective 4:** Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.
- **Policy 5.16**: Foster Economic Development through creative land use, zoning and development regulations, City Services, and City Policies.

The proposed warehouse addition will help accommodate needs of the existing business, thus avoiding the need to relocate and leave a vacant building. Subsequently, well-kept grounds will continue which is a benefit to the neighborhood. Designed to match the existing building, staff does find that this addition helps to maintain this industrial area; however, its impact on surrounding neighborhoods may not be beneficial. As such, staff recommends the west setback of the addition be increased to match the setback of the existing building (28 feet) thereby respecting the adjacent residential neighborhood.

#### CONSISTENCY WITH THE NEIGHBORHOOD PLAN:

The subject property is located within the Park East neighborhood. While this area is recognized for the industrial park on Taft Street, its pride lays within the residential community and recreational activities. The main goal expressed in this neighborhood plan is to "provide for the future of the community by maintaining and improving neighborhood standards and to enhance quality of life. One of its main objectives is to preserve the residential character of the neighborhoods. Staff finds the proposed addition appropriate; however, suggests its proximity to the residential neighborhood to the west warrants greater setbacks. As such, the applicant is working with staff to create a more beneficial design.

### VARIANCE

# Variance to waive the required 34 west building setback to provide 10 feet.

The following criteria are listed in the Zoning and Land Development Regulations Section 5.6 J (1) and are utilized in evaluating Variances:

- **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: This request is to reduce the required 34 foot setback and provide 10 feet on the west side. The purpose of required setbacks is to provide landscaping and safe distances between adjacent structures and right-of-ways. In instances where commercial or industrial uses abut or are adjacent to residential uses, setbacks are intended to provide a needed buffer between the differing uses thus.

The applicant states "the variance requested maintains the basic intent and purpose of the subject regulations..." however, a ten foot setback does not meet the intent of this regulation as explained above.

- FINDING: Inconsistent.
- **CRITERION 2:** That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community.
- ANALYSIS: The existing building is setback approximately 28 feet from the west property line. Based on the height of this portion, it has met requirements, recognizing a need to acknowledge the adjacent residential district. Staff believes there are alternative designs which would allow the applicant to achieve the desired amount of space and meet the intent of this regulation. As a result, the addition would be more compatible with the surrounding land uses and would not be detrimental to the community.
- FINDING: Inconsistent.
- **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 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 warehouse addition does allow the owner to maximize use of this property by accommodating growing business needs. However, its impact on surrounding neighborhoods may not be beneficial due to the proposed reduced setback. Staff suggests an alternative design.

FINDING: Inconsistent.

- **CRITERION 4:** That the need for requested Variance is not economically based or self-imposed.
- ANALYSIS: "The need for the requested variance is not economically based or self-imposed," expresses the applicant. There are no site conditions or known circumstances which seem to pose an inability to meet the required west setback while still

creating additional space. An alternative design may be possible to achieve the desired results.

FINDING: Inconsistent.

**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 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(I)(6). 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: This building was designed to match the existing business. Its massing and features are similar to this and other warehouses throughout the City. Architectural features are minimal and include scoring on all elevations to help soften the impact of the scale typical of buildings with this use. No windows or louvers are included in the design so all impacts of the operations will be maintained inside. Stucco finish will be used and paint colors will match what exists. Since the addition is located at the rear of this site and within an industrial park it has minimal impact on pedestrian activity.
- FINDING: Consistent.
- **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: The proposed addition is to an existing warehouse located in an industrial area. Its design is consistent with the existing contemporary building and other in this area. Since it is setback a considerable distance from the street (over 500 feet), it has minimal impact on the rhythm of adjacent structures.

FINDING: Consistent.

**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: Scale and massing of the proposed addition are consistent with the type of building typically seen in an industrial area. Since there is an adjacent residential district, however, the proposed scale creates an unfavorable design. As such, the applicant has worked with staff on an alternative design to create the space needed to accommodate their growing business and still respect the neighborhood. This includes scaling the building back on the first story to be compatible with existing building's height and setback. The second story will still be included, but will also be scaled back to provide the required setback based on its height. Finally, the building will be extended toward the north and/or east property line to create additional space. Subsequent to this agreement, staff suggests the condition the plans are updated to reflect those changes noted above.
- FINDING: Consistent, with staff's condition.
- **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: The applicant is proposing to replace several trees being removed to ensure maintenance of adequate landscaping. A combination of 14 Live Oak, Bald Cypress and Silver Buttonwood will be provided along the rear property line. Existing trees and shrubs along the west property line will be maintained.
- FINDING: Consistent.

#### SITE PLAN:

A Site Plan was reviewed by the Technical Advisory Committee (TAC). Comments were made by members of the TAC in a staff report dated March 18, 2010. The comments were addressed by the applicant, who then obtained the signature of each TAC member signifying the site plan's compliance with all regulations as set forth in Chapter 162 of the Hollywood Code of Ordinances if Variance and Design are granted.

#### RECOMMENDATION

Variance: Denial, of variance request to reduce the required 34 foot west setback.

#### Design Review

Staff finds the request consistent with all three design criteria and thereby recommends approval, with the condition the applicant works with staff to create a design which provides the required west setback. This includes the following:

a. Scale the first story back on the west side to be compatible with the existing building's height and setback on the first level and meeting the required setback.

- b. Scale the second story back to provide the required setback based on the provided height.
- c. Extend the building toward the north and/or east property line to obtain additional space.

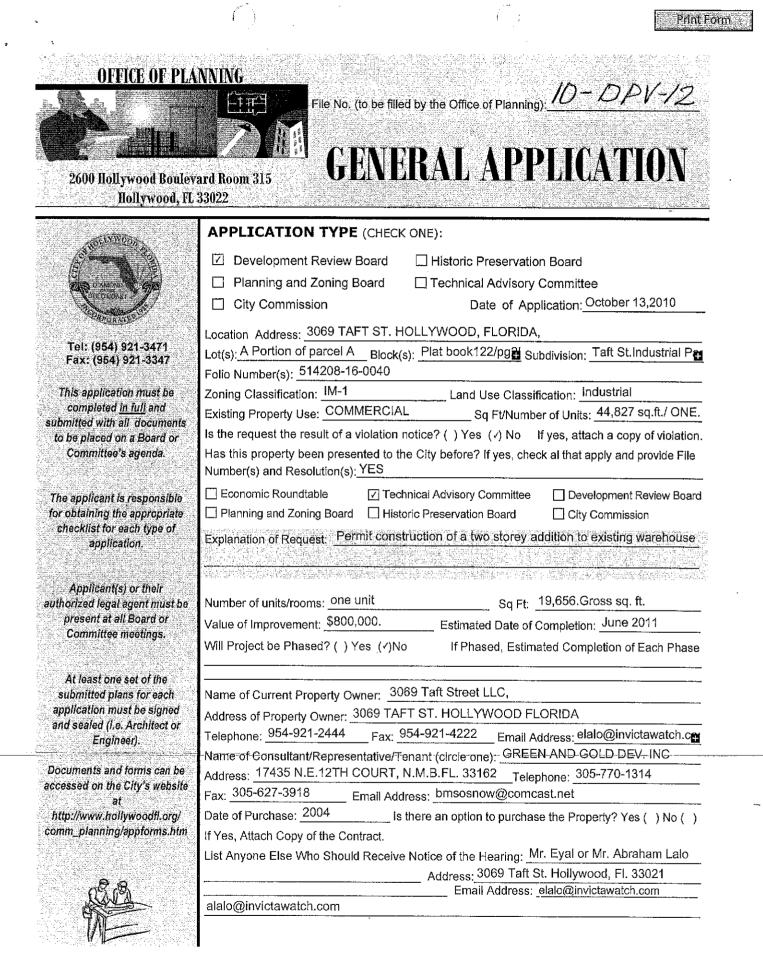
#### Site Plan

The Technical Advisory Committee (TAC) found the Site Plan substantially compliant with all applicable regulations and therefore recommends approval, if Design is granted, with staff's condition.

#### **ATTACHMENTS**

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

# Attachment A Application Package





2600 Hollywood Boulevard Room 315 Hollywood, FL 33022

#### **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 <u>www.hollywoodfl.org</u>. 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. The owner(s) will photograph the sign the day of posting and submit photographs to the Office of Planning as required by applicable law. Failure to post the sign will result in violation of State and Municipal Notification Requirements and Laws.

**GENERAL APPLICATION** 

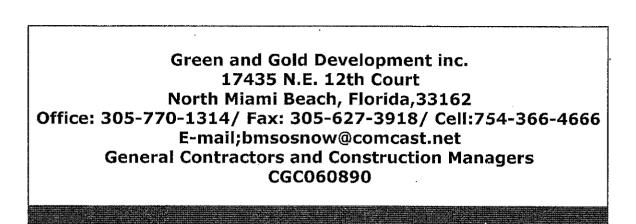
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(I)(We) certify that (I) (we) understand and will comply with the provisions and regulations of the City's Zoning and Land Development Regulations, Design Guidelines, Design Guidelines for Historic Properties and City's Comprehensive Plan as they apply 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:	Date:
PRINT NAME: MR. EYAL LALO, president, 3069 PAET-STREET LLC	Date: OCT.14.10
	Date: OCT.14.10
PRINT NAME: MR. BRIAN SOSNOW, PRESIDENT , GREEN AND GOLD DEV. INC.	Date:
Signature of Tenant:	Date:
	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 (project description) INVICTA WATCH CO. OF AMERICA WAR to my property, which is hereby made by me or I am hereby authorizing (name of the representative) BRIAN M. SOSNOW, to be my legal representative before the BOARD \_(Board and/or Committee) relative // all matters concerning this application. Sworn to and subscribed before me dav of OCT, 2010 SIGNATURE OF CURRENT OWNER MARGARET J MCNICHOLAS Notary Public State of Florida PRINT NAME My Commission Expires Check One) Personally known to me; OR Notary Public State of Florida Margaret J McNicholas My Commission DD918675 Expires 08/20/2013



( )

Oct.14,2010

# Criteria Statement for the Development Review Board . Re: 3069 Taft St. Hollywood Florida. Warehouse expansion.

The variance requested maintains the basic intent and purpose of the subject regulations, particularly as it affects the stability and appearance of the City. The building addition conforms to the style and shape of the existing structures.

The requested variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community. The project is located inside an industrial park.

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. The new building will blend into the existing structures.

The need for the requested variance is not economically based or self imposed.

The variance is necessary to comply with the State or Federal Law and is the minimum Variance necessary to comply with the applicable law as it now stands.

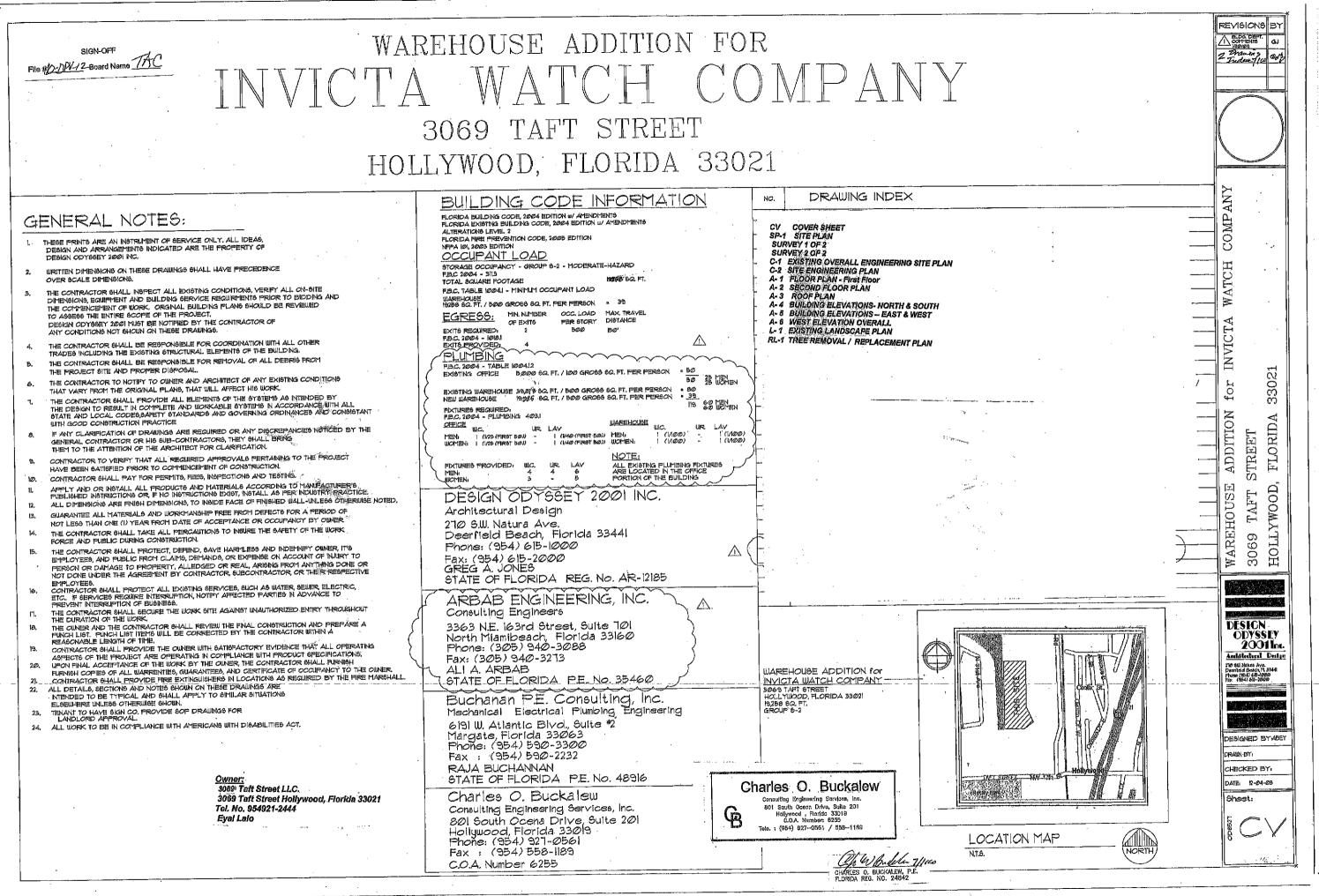
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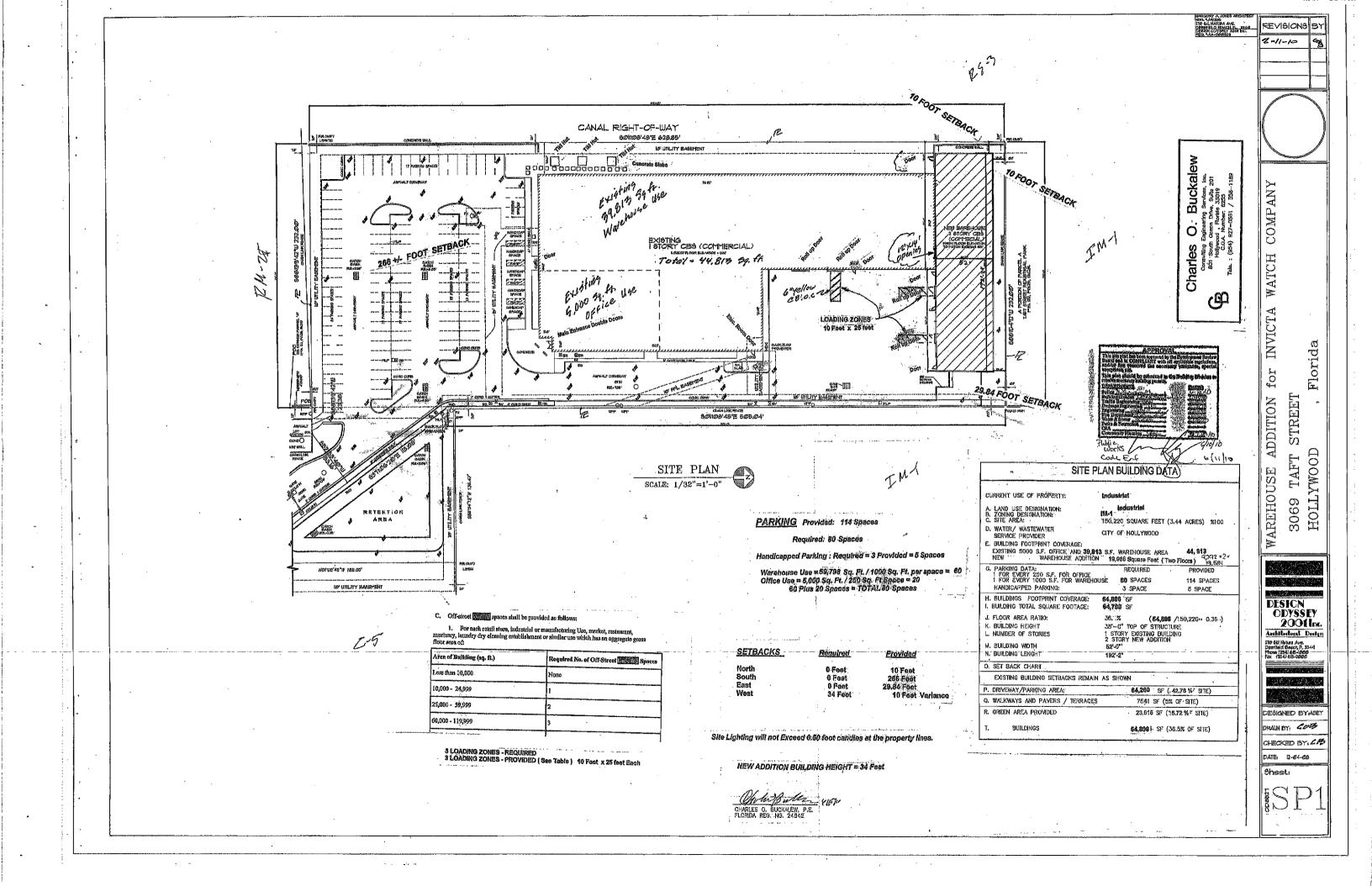


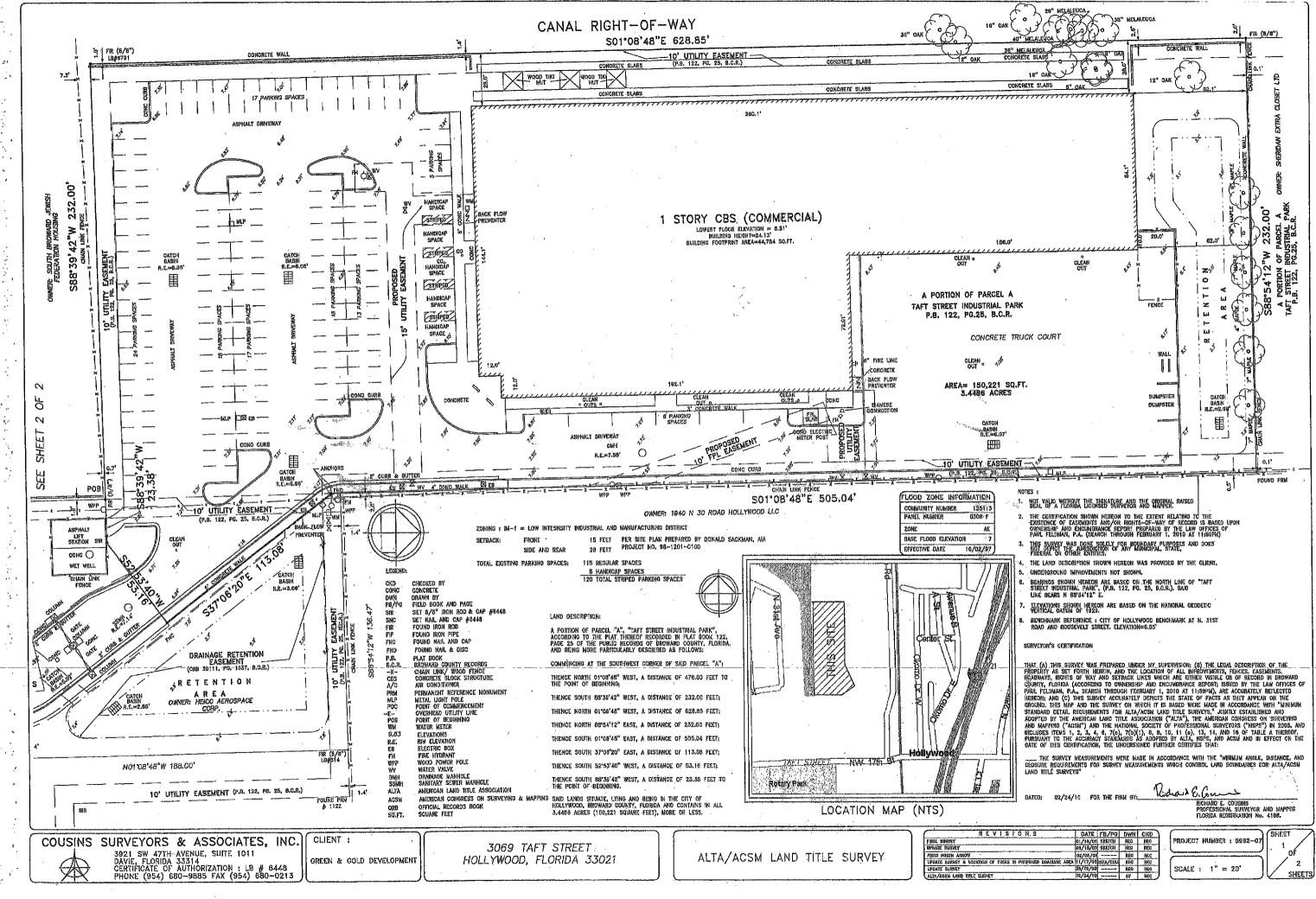
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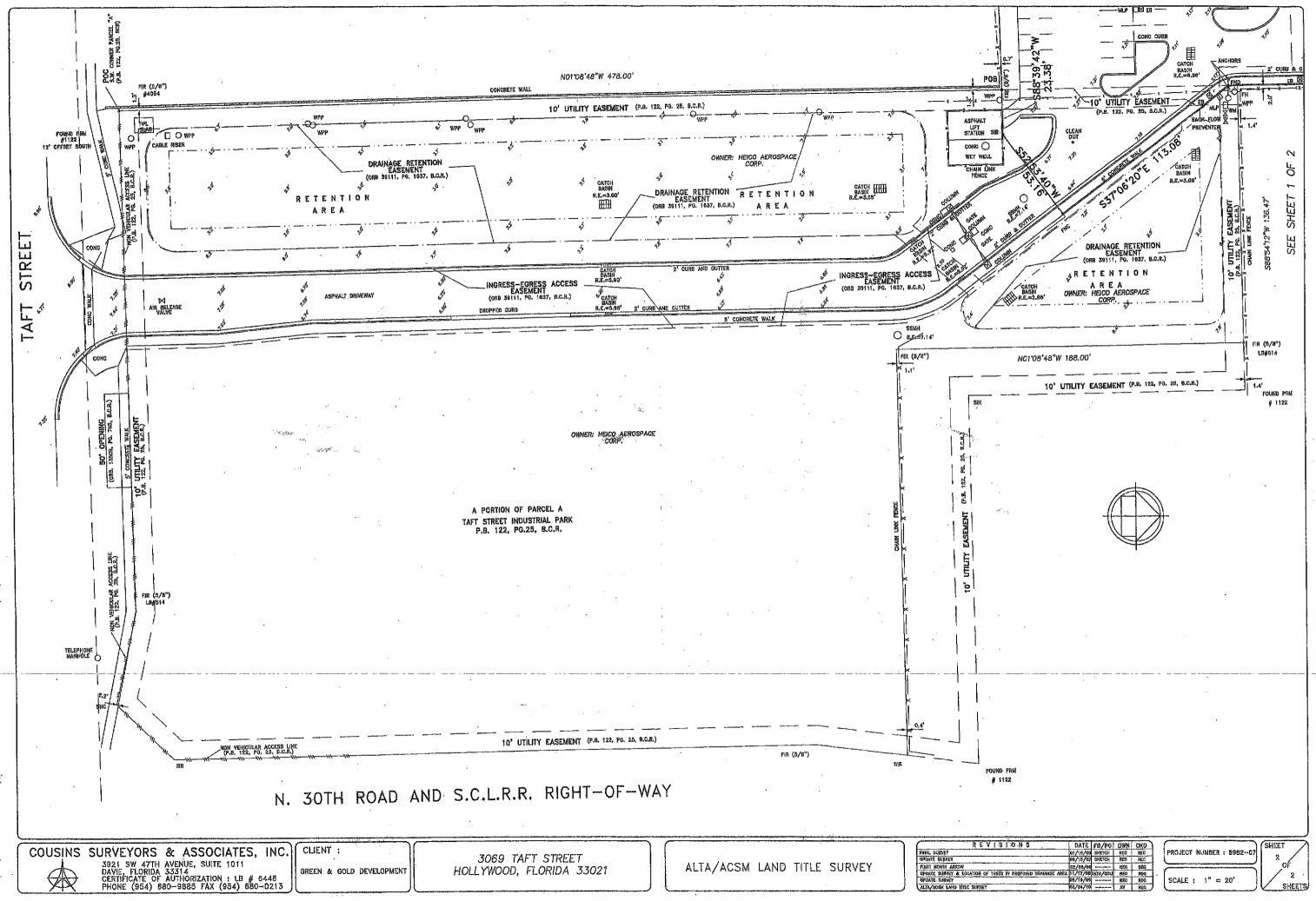
INVICTA WAREHOUSE Virtual Rendering

Arial View

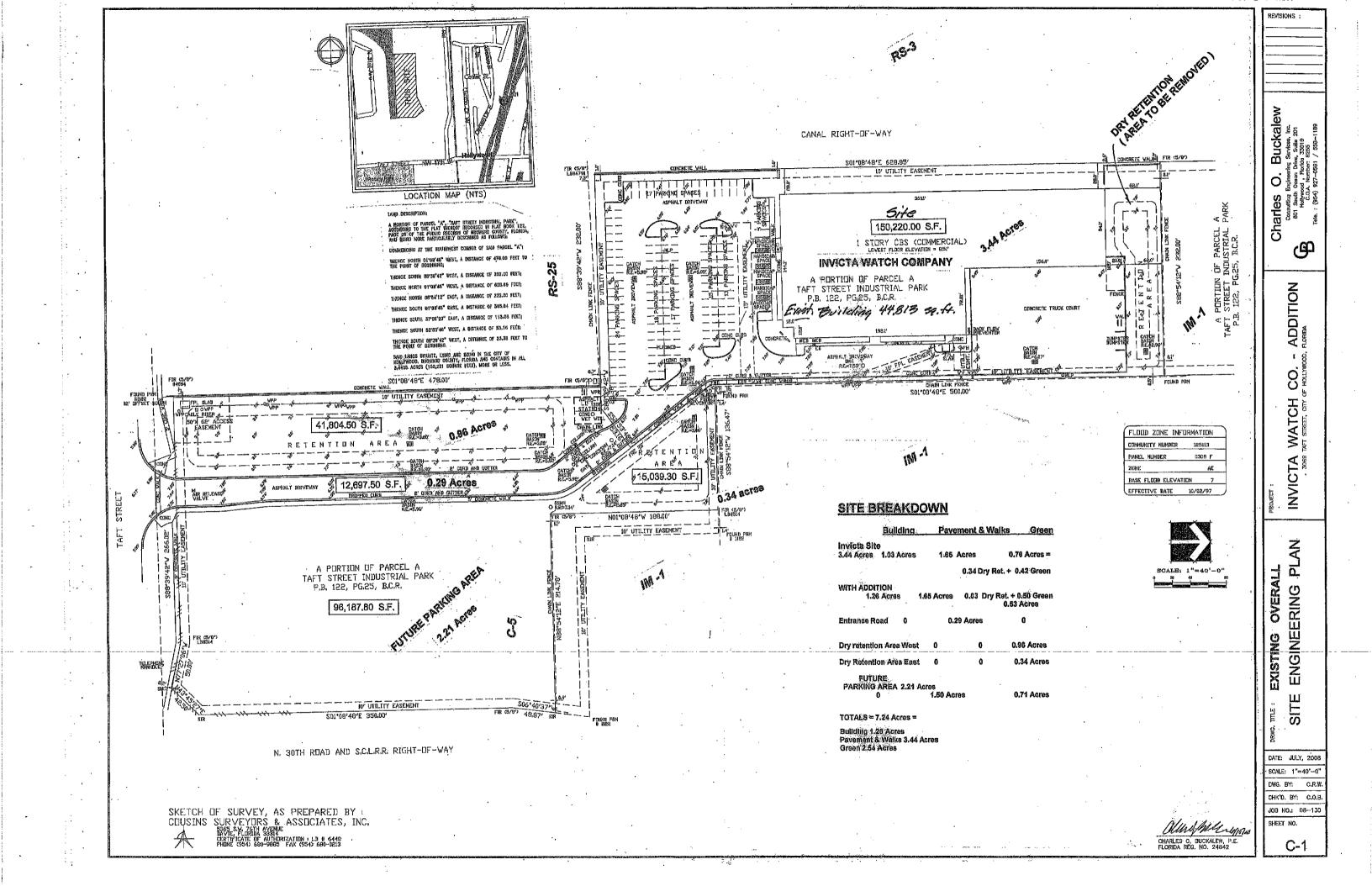


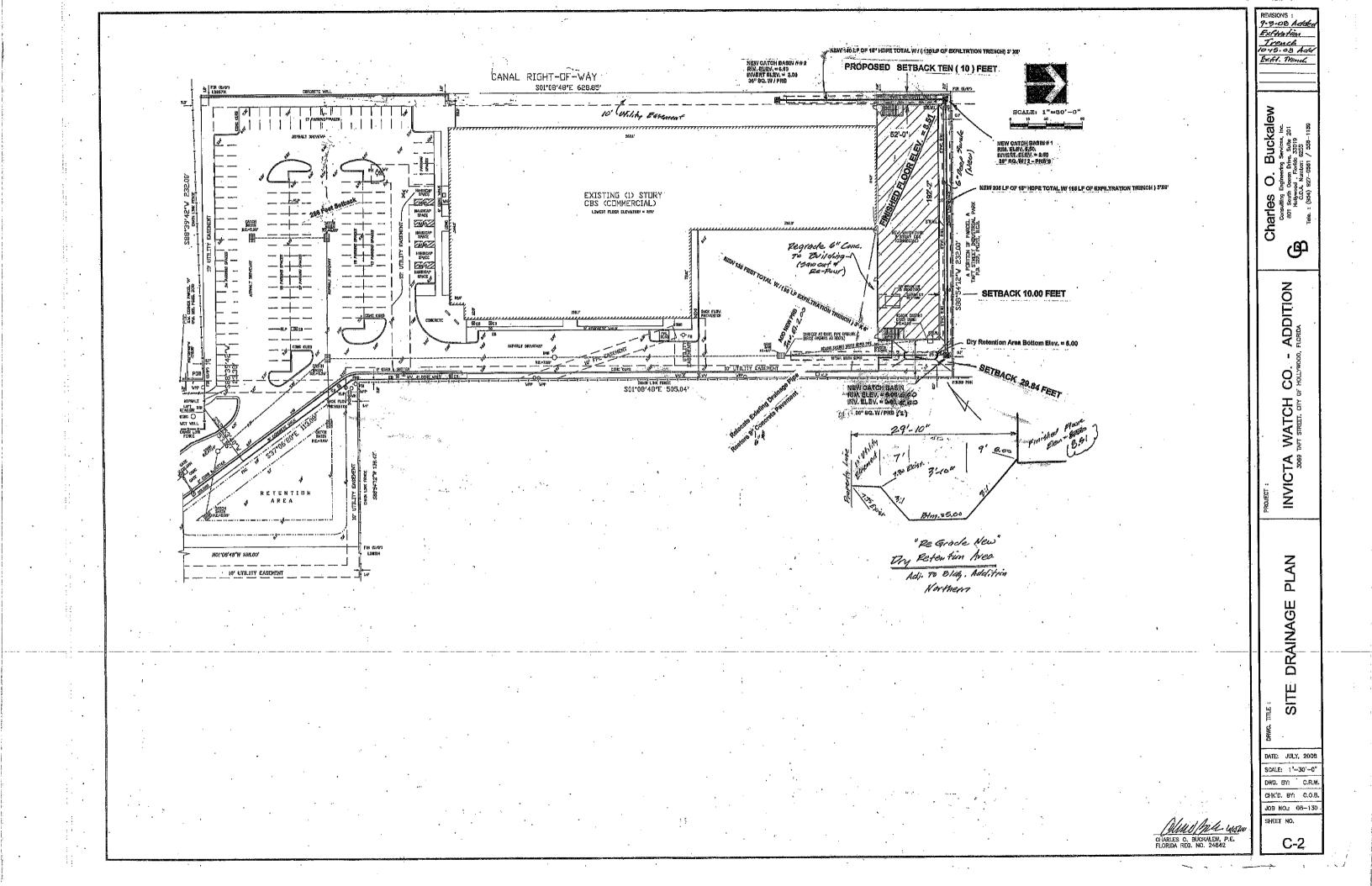


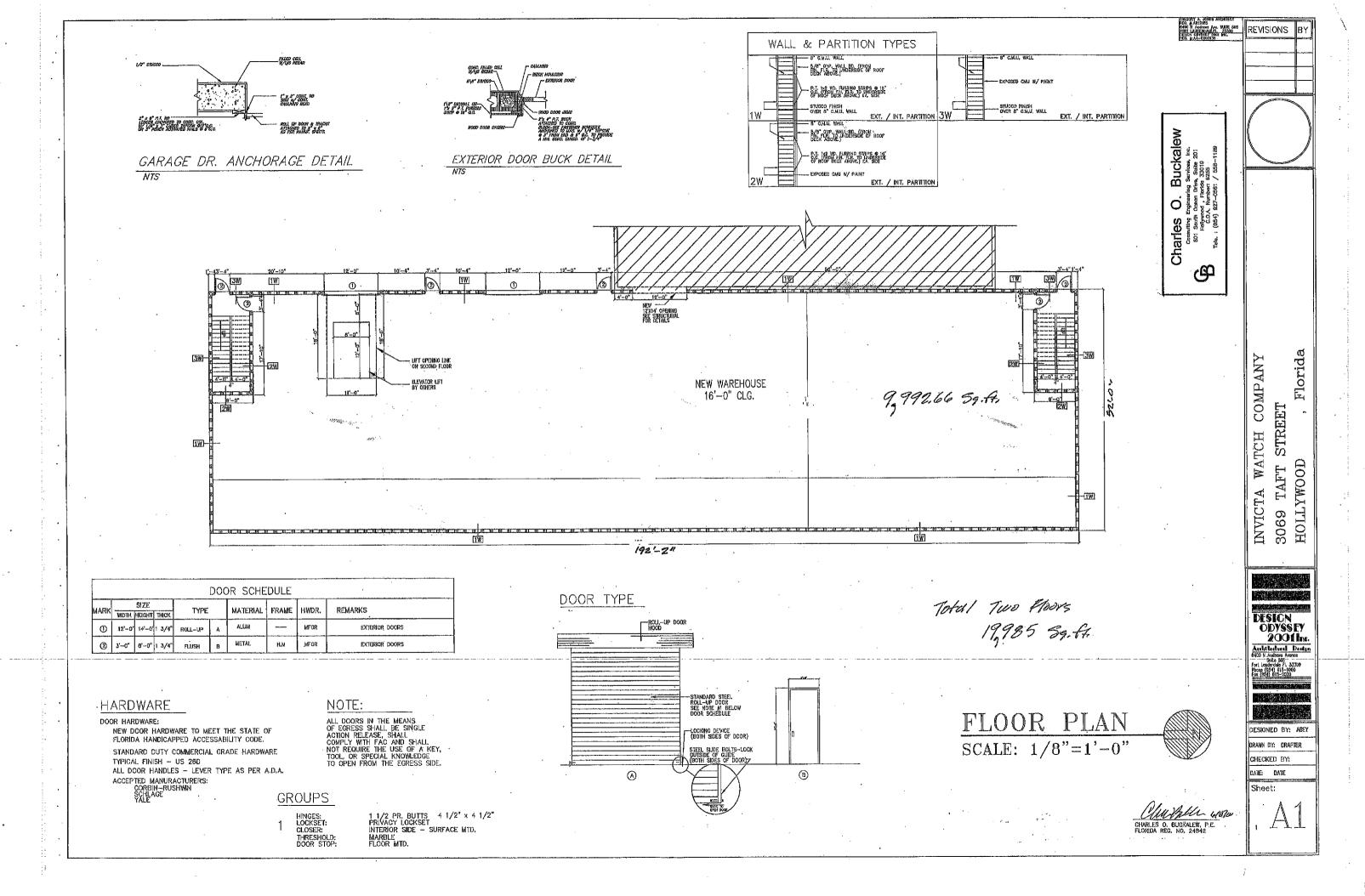


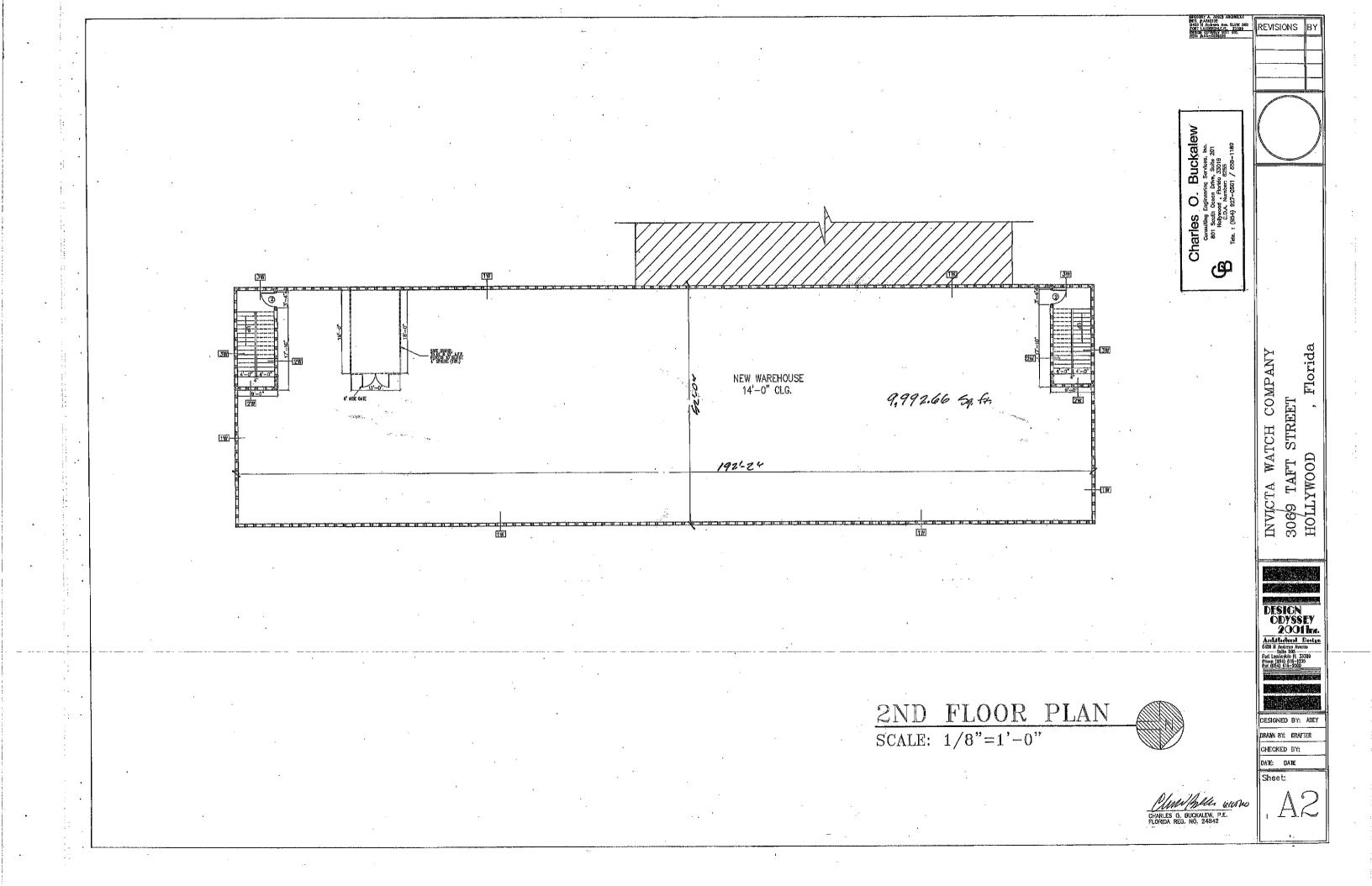


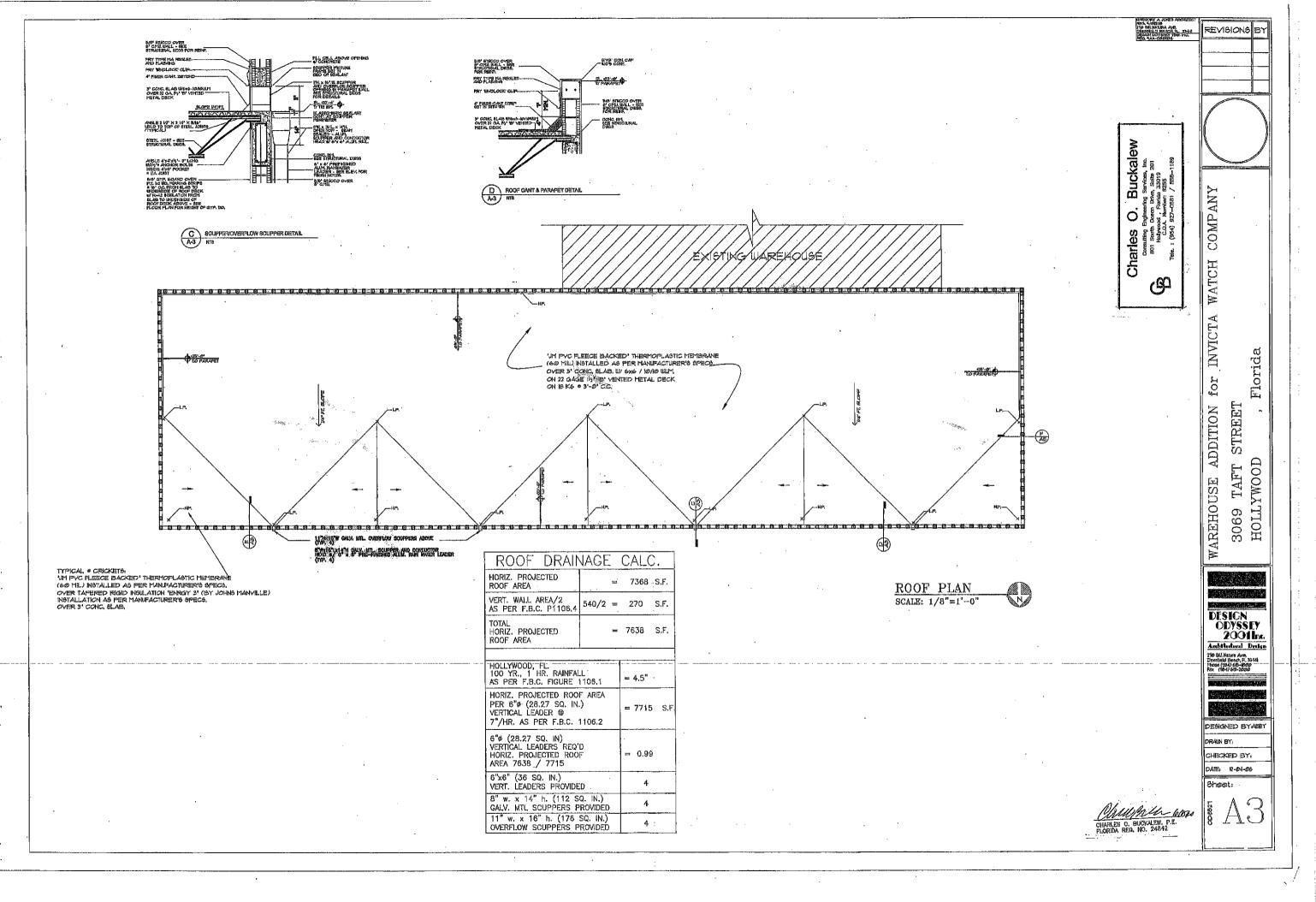
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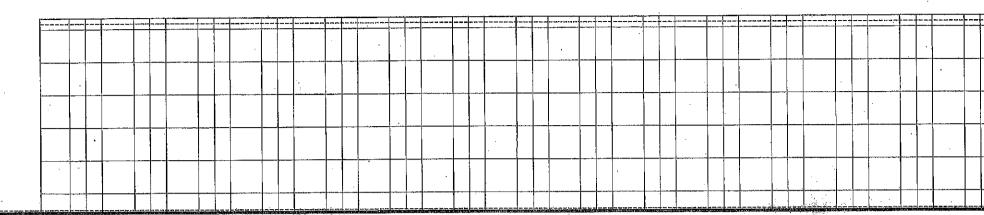


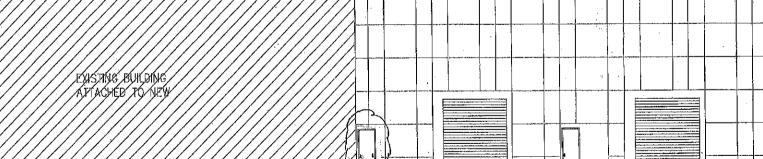






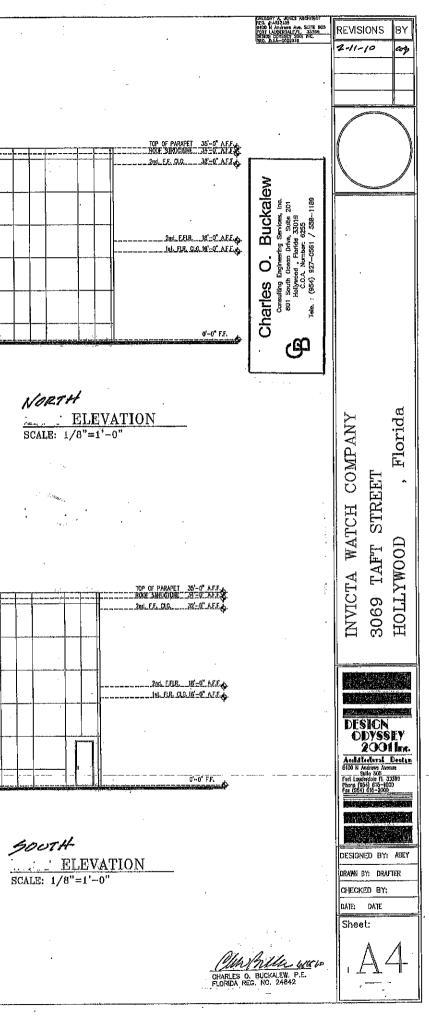


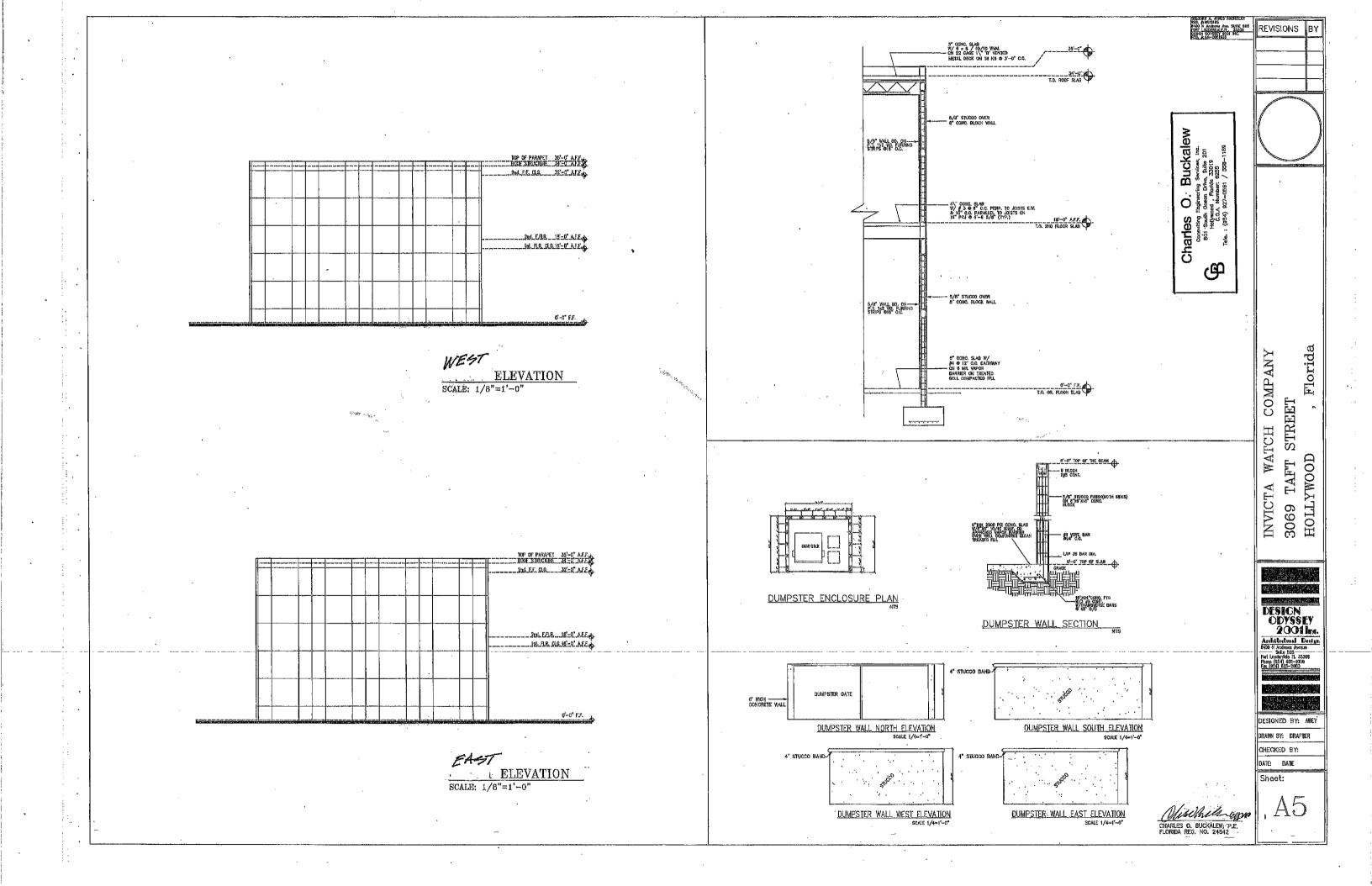


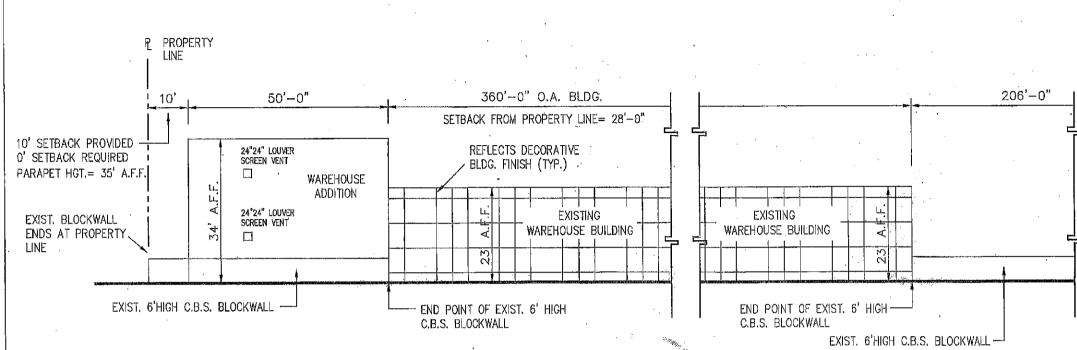


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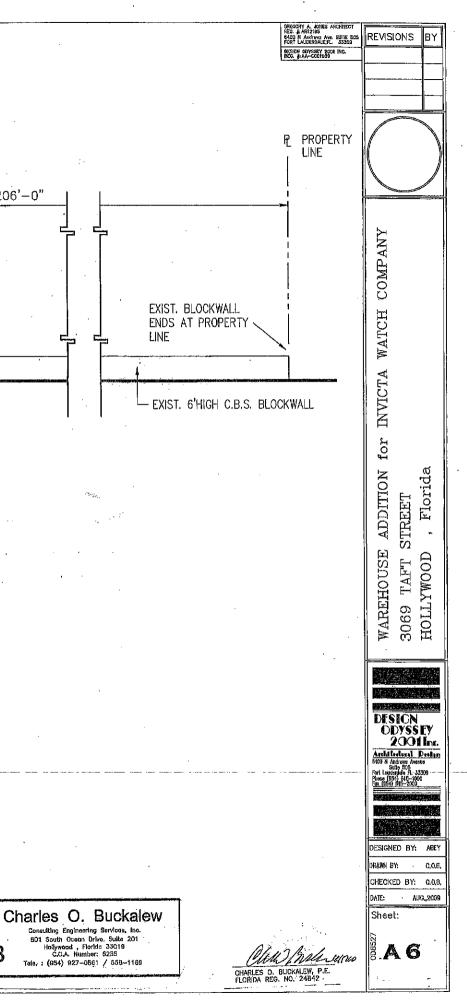


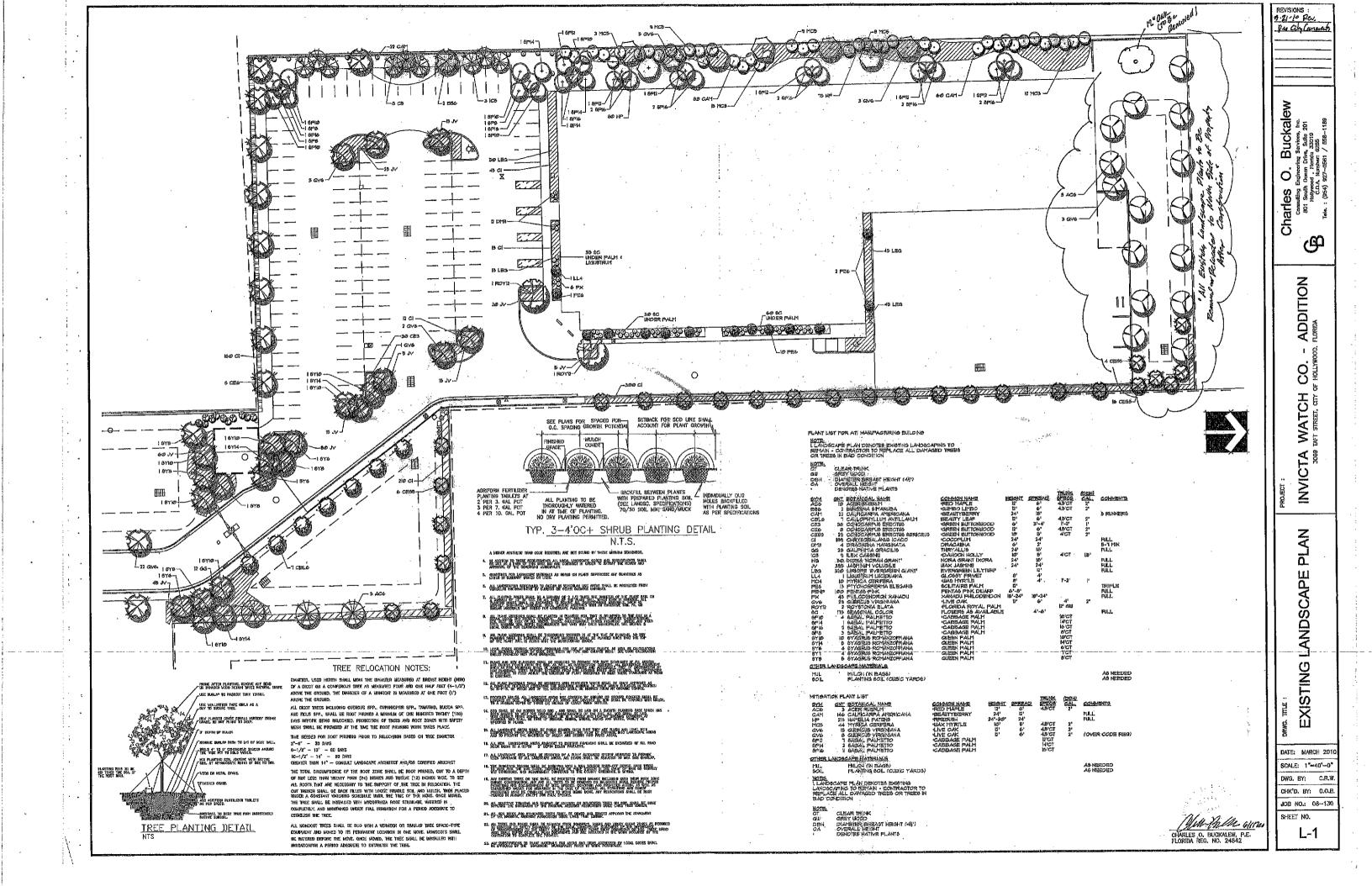


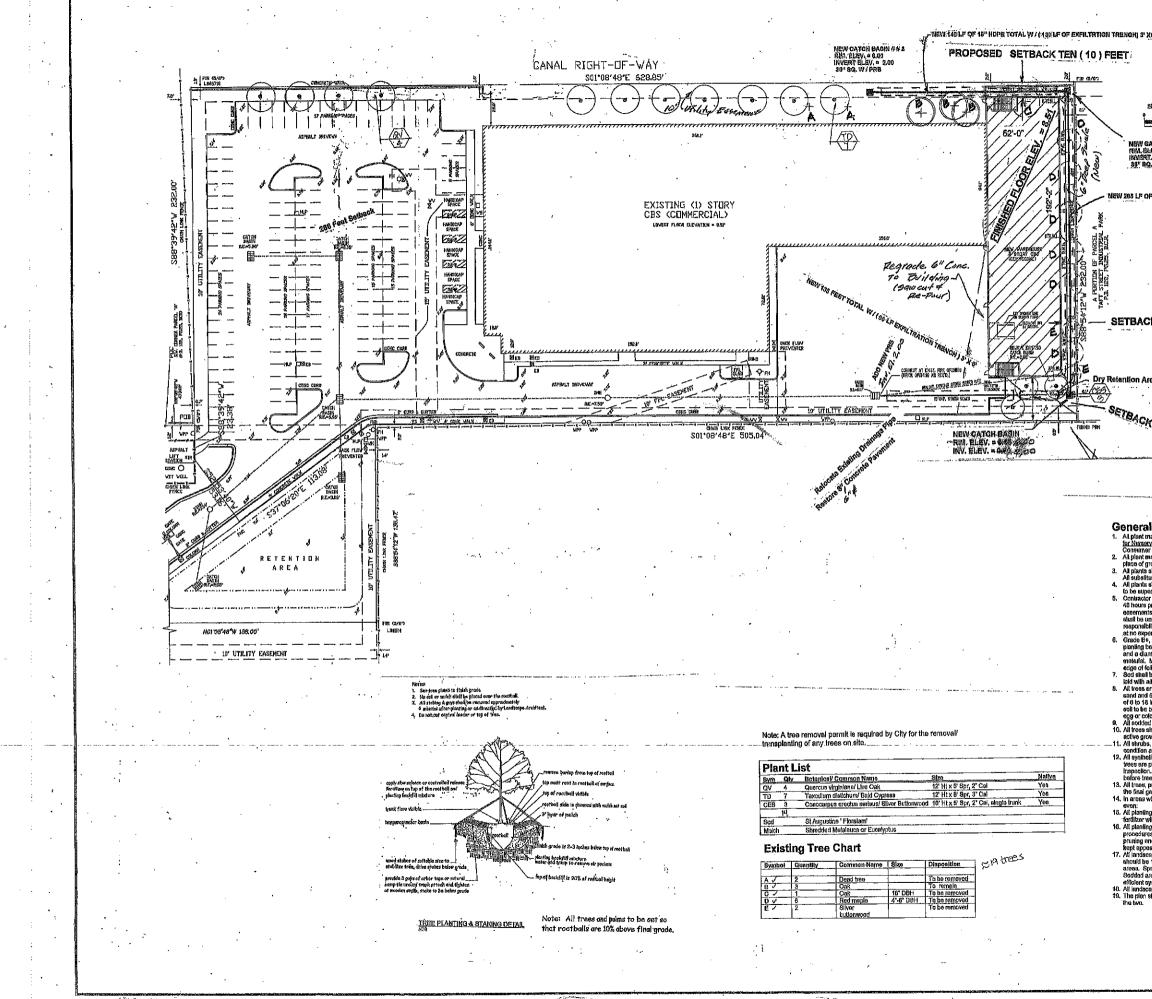
# WEST PROPERTY ELEVATION

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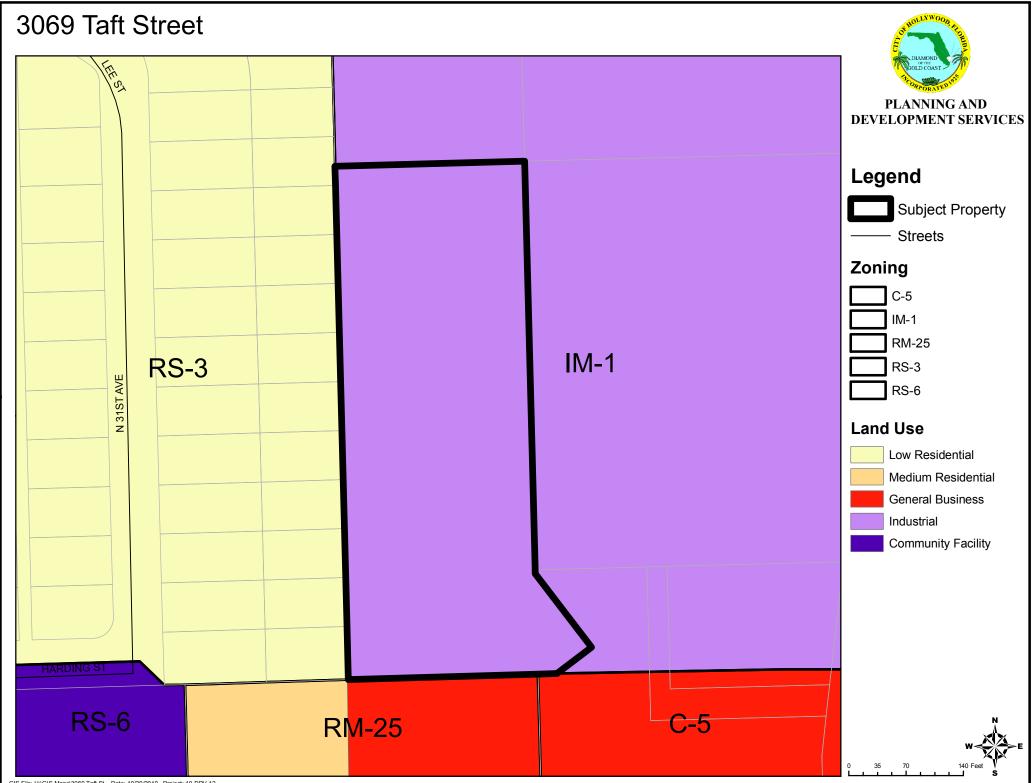






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# Attachment B Land Use and Zoning Map



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