

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

DATE: February 9, 2011

FILE: 11-D-22a

TO: Planning and Zoning Board

VIA: Andria Wingett, Planning Manager *AW*

FROM: Elizabeth Chang, Planning and Development Services Administrator *EC*

SUBJECT: Oakwood Plaza Limited Partnership is seeking Design review to relocate an existing propane tank to the front parking lot at 4000 Oakwood Boulevard. (BJ's)

APPLICANT REQUEST

Design review for the relocation of an existing propane tank to the front parking lot.

STAFF'S RECOMMENDATION

Design Review: Approval

BACKGROUND

Oakwood Plaza is located between Stirling Road and Sheridan Street and is a large-scale strip shopping complex designed specifically for the automobile. It includes national and "big-box" retailers, entertainment, and office uses with hotels located nearby. Oakwood Plaza is an attractor city wide as well as regionally.

On September 28, 2011, the Planning & Development Board approved a Design and Site Plan for expansion of an existing BJ's Wholesale Club and new Sports Authority. At the time, BJ's contained a Tire Center with an external propane tank located north of the existing store, behind a concrete wall. In order to accommodate the BJ's expansion and new Sports Authority, the Tire Center and detached Barnes and Noble building, were to be demolished.

REQUEST

Presently, demolition has begun with the removal of the detached former Barnes and Noble building and BJ's Tire Center. However, the applicant has realized the propane tank was not configured into the previously approved plans. As such, the applicant is now requesting design review for the relocation of the existing propane tank for BJ's to the front of the building, near the main entrance. According to the architect, "The propane tank will be required to be relocated to a new location which meets fire and life safety requirements and is convenient for customers desiring to refill their propane tanks."

The new tank enclosure will be approximately 28' long by 12' wide and will result in the elimination of approximately 10 parking spaces. Since the Plaza has excess parking spaces, no additional

Variances or requests are required for this project. The enclosure will be surrounded by a 6' decorative concrete wall in order to conceal the propane tank from public view. Additionally, a landscape buffer will be provided, external to the wall to help beautify the proposed enclosure. As shown in the attached plans, design of the wall, which includes scoring and a cap on the top of the wall, will be compatible in scale and massing. Proposed color palette will also complement the existing BJ's. Proposed landscaping will consist of native species such as Cocoplum hedges and Yellow Tabebuia trees.

Recently, the applicant discussed with staff possible relocation of the existing main entrance to the south. The existing front door is already in close proximity to the main vehicular entrance of this portion of the Plaza. As a result, there is quite a bit of pedestrian and automobile traffic proximate to this intersection. Adding the propane tank filling facility will increase traffic in this location. Staff has expressed concern with the possibility of relocating the door. As such, the applicant has chosen to maintain the door at its current location. However, should the front door be proposed to be relocated in the future, the Board would have to consider the request.

SITE BACKGROUND

Owner/Applicant:	Oakwood Plaza Limited Partnership
Address/Location:	4000 Oakwood Boulevard
Net Size of Property:	3.38 acres (147,193 sq ft)
Present Zoning:	Low Intensity Industrial and Manufacturing (IM-1)
Future Land Use Designation:	General Business
Existing Use of land:	Shopping Plaza

Adjacent Land Use

North:	Industrial/City of Dania Beach
South:	Low Medium Residential/Industrial
East:	Industrial/Low Medium Residential/General Business/Open Space and Recreation
West:	Transportation

Adjacent Zoning

North:	Medium Intensity Commercial (C-3)/City of Dania Beach
South:	Low intensity Industrial and Manufacturing (IM-1)
East:	Low intensity Industrial and Manufacturing (IM-1)/Medium Intensity Industrial and Manufacturing (IM-3)/Open Space (OS)/Planned Development (PD)/Single Family (RS-3)
West:	Not applicable (Interstate 95)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The proposed project is located in the Industrial 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." This proposed project is consistent with the Comprehensive Plan, based upon the following goals, objective and policies:

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.

The proposed project achieves the Goals and Objectives outlined in the Land Use Element by allowing the applicant to relocate BJ's existing propane tank to better service its customers. The applicant will be providing proper screening and a design similar to the existing BJ's so as to not affect the site. Additionally, additional landscaping will be incorporated around the proposed tank area which will enhance the existing parking lot.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The subject property is located in Sub-Area 3, East-Central Hollywood. It is surrounded by Sub-Areas 2, 6 and 7 (East Hollywood and Downtown, West-Central Hollywood and North Hollywood). Sub-Area 3 is geographically defined by Dixie Highway to the east, Stirling Road to the north, Pembroke Road to the south and I-95 to the west. This area includes the residential neighborhoods of Liberia/Oakwood Hills, North Central and South Central.

The City-Wide Master Plan places a priority on protecting, preserving and enhancing residential neighborhoods. The City-Wide Master Plan addresses the need for strict design controls to maintain the individual character of each neighborhood. Relocation of an existing propane tank with appropriate landscaping and wall 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 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.*

The proposed project is located in Oakwood Plaza which is defined as a large-scale shopping complex designed specifically for the automobile. It includes national and "big-box" retailers, entertainment, office and hotel uses, and is an attractor 'City wide as well as regionally. Surrounding areas are residential and Oakwood Plaza serves as the commercial and entertainment hub for these areas. Recommendations for Oakwood Plaza are for it to remain as a suburban shopping center. As conditions change over time and due to its proximity to I-95, Sheridan Street, and Stirling Road, it may become a development of mixed-uses and increase densities. The proposed project is consistent with the recommendations as it allows BJ's customers convenient access to refill their propane tanks. Additionally, proposed landscaping on the subject property contributes to the revitalization of one of Hollywood's active plazas.

ANALYSIS OF CRITERIA AND FINDINGS FOR DESIGN

Analysis of Criteria and Findings for Design 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: As previously mentioned, the new tank enclosure will be approximately 28' long by 12' wide. The enclosure will be surrounded by a 6' wall with two aluminum gates to conceal the propane tank from public view and provide access to the tank area. Design of the wall, which includes scoring and a cap on the top of the wall, will be compatible in scale and massing. Proposed color palette will also complement the existing BJ's.

According to the architect, "This design of the enclosure will obscure the propane tank from view but will not be out of scale with the BJ's building. The design will provide the safety and separation needed for the propane tank operation and will provide convenient access for customers."

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 Design Guidelines state that *"new structures should be compatible with any neighborhood or redevelopment plan and should not attempt to replicate past architectural styles and vernaculars."* The proposed enclosure is located at the front of the main entrance and is proposed to be 6' tall. Proposed landscaping and design features of the enclosure will be compatible with the existing shopping center and helps beautify the parking area by adding additional landscaping.

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: Again the enclosure design has a maximum height of 6' which is compatible with the surrounding buildings and complies with the standard height of a concrete wall. The height will be proportionate in scale with structures in the surrounding plaza, which are mainly one-story. Architectural details include scoring and a cap on the top portion of the wall with the use of colors to beautify the new structure. Proposed materials are consistent with the Design Guidelines. As stated by the architect, "The wall and landscaped

area will create an attractive island area in the front parking lot area and also further break up the mass of the BJ's building. The design will provide the safety and separation needed for the propane tank operation and will provide convenient access for customers."

FINDING: Consistent.

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: As stated in the Design Guidelines, *"A landscape plan should reflect and enhance a building's architecture, but not overpower it."* The applicant is proposing a landscape island around the exterior of enclosure which again will help to screen the tanks from public view. Materials to be used include a variety of trees, bushes, and shrubs with an irrigation system. Although there is minimal existing vegetation, the applicant is making an effort to incorporate new landscaping to the area.

According to the architect, "The tank enclosure will be buffered from the surrounding parking lot by a 12' landscaped area on the north side, a 12' landscaped and concrete walk area on the south side, and a 3 foot landscaped area on the east and west sides of the tank enclosure. The landscape area will include bollards to further protect the tank enclosure area."

FINDING: Consistent.

RECOMMENDATION

Design: Approval.

ATTACHMENTS

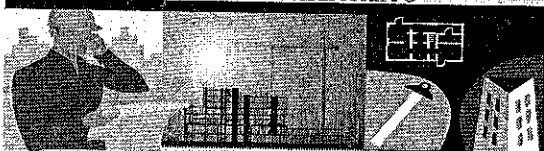
ATTACHMENT A: Application Package

ATTACHMENT B: Land Use & Zoning Map

ATTACHMENT A

Application Package

OFFICE OF PLANNING

File No. (to be filled by the Office of Planning) 11-DPV-22a2600 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/comm_planning/appforms.htm



APPLICATION TYPE (CHECK ONE):

- ☒ Development Review Board ☐ Historic Preservation Board
☐ Planning and Zoning Board ☐ Technical Advisory Committee
☐ City Commission

Date of Application: DEC 19 '11 PM 3:46Location Address: 4000 OAKWOOD BLVD, HOLLYWOOD, FL 33020Lot(s): _____ Block(s): _____ Subdivision: THE AQUA PARKFolio Number(s): 514204080030Zoning Classification: IM-1 Land Use Classification: G BUSExisting Property Use: RETAIL Sq Ft/Number of Units: 764,298 RETL SPACE

Is the request the result of a violation notice? () Yes (X) 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): NA

- ☒ Economic Roundtable ☒ Technical Advisory Committee ☒ Development Review Board
☐ Planning and Zoning Board ☐ Historic Preservation Board ☐ City Commission

Explanation of Request: SITE PLAN MODIFICATION TO ALLOW A PROPANE TANK FILLING STATION IN A FRONT YARD. - DESIGN REVIEW APPROVALNumber of units/rooms: NA Sq Ft: _____Value of Improvement: \$ 50,000 Estimated Date of Completion: 3/31/12

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

Name of Current Property Owner: OAKWOOD PLAZA LIMITED PARTNERSHIPAddress of Property Owner: 3705 SOUTH ORLANDO DRIVE, SANFORD, FL 32773Telephone: 407/302-6513 Fax: 407/302-4699 Email Address: MTrommdorff@KIMCOrealtyName of Consultant Representative/Tenant (circle one): SALTZ MICHELSON ARCHITECTS/MARK L. SALTZAddress: 3501 GRIFFIN RD, FORT LUD, FL 33312 Telephone: 954/266-2700Fax: 954/266-2701 Email Address: msaltz2@saltzmichelson.comDate of Purchase: NA Is there an option to purchase the Property? Yes () No (X)

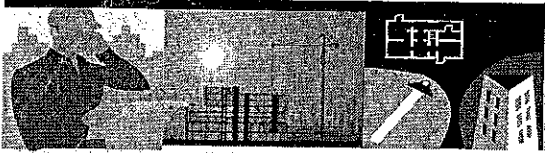
If Yes, Attach Copy of the Contract.

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

Address: _____

Email Address: _____

OFFICE OF PLANNING



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. 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.

(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] Date: 12.16.11

PRINT NAME: Mark Trommsdorff Date: 12.16.11

Signature of Consultant/Representative: [Signature] Date: 12.19.11

PRINT NAME: MARK L. SALTZ Date: _____

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 (project description) BJ's Propane Tank to my property, which is hereby made by me or I am hereby authorizing (name of the representative) Mark Saltz to be my legal representative before the PLANNING & DEVELOPMENT BOARD (Board and/or Committee) relative to all matters concerning this application.

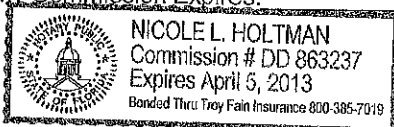
Sworn to and subscribed before me
this 16th day of Dec. 2011

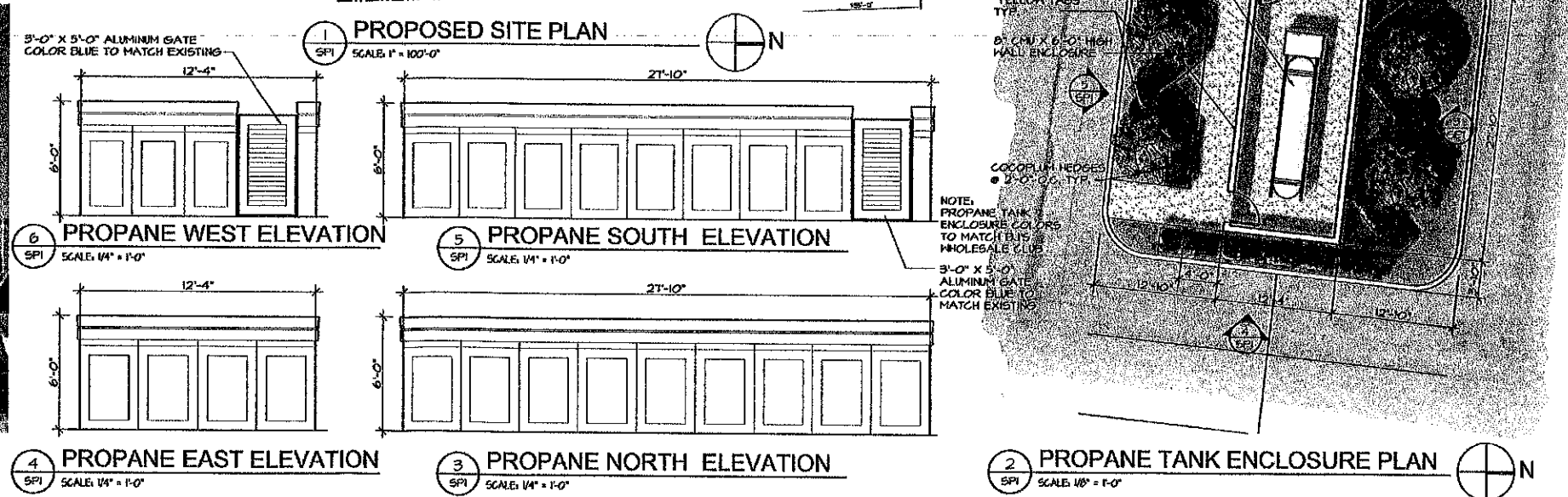
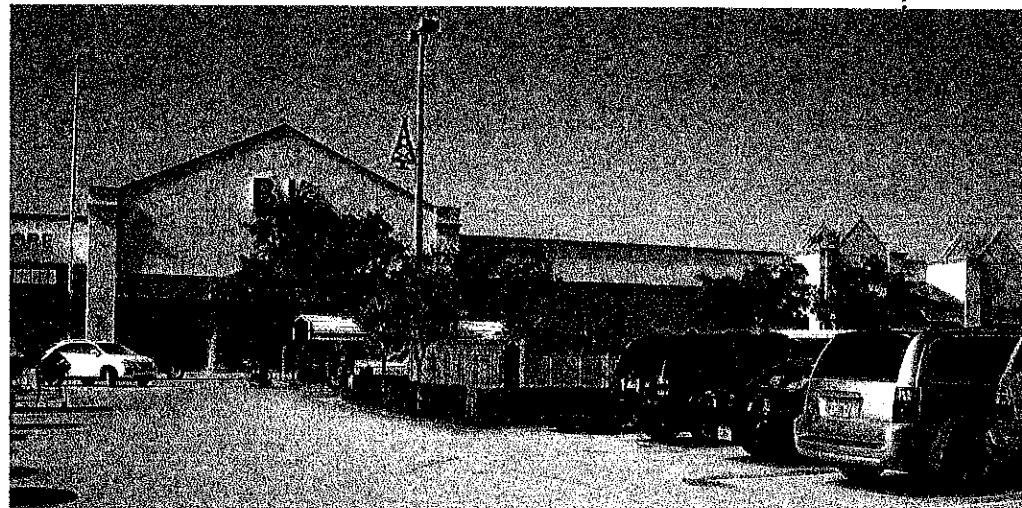
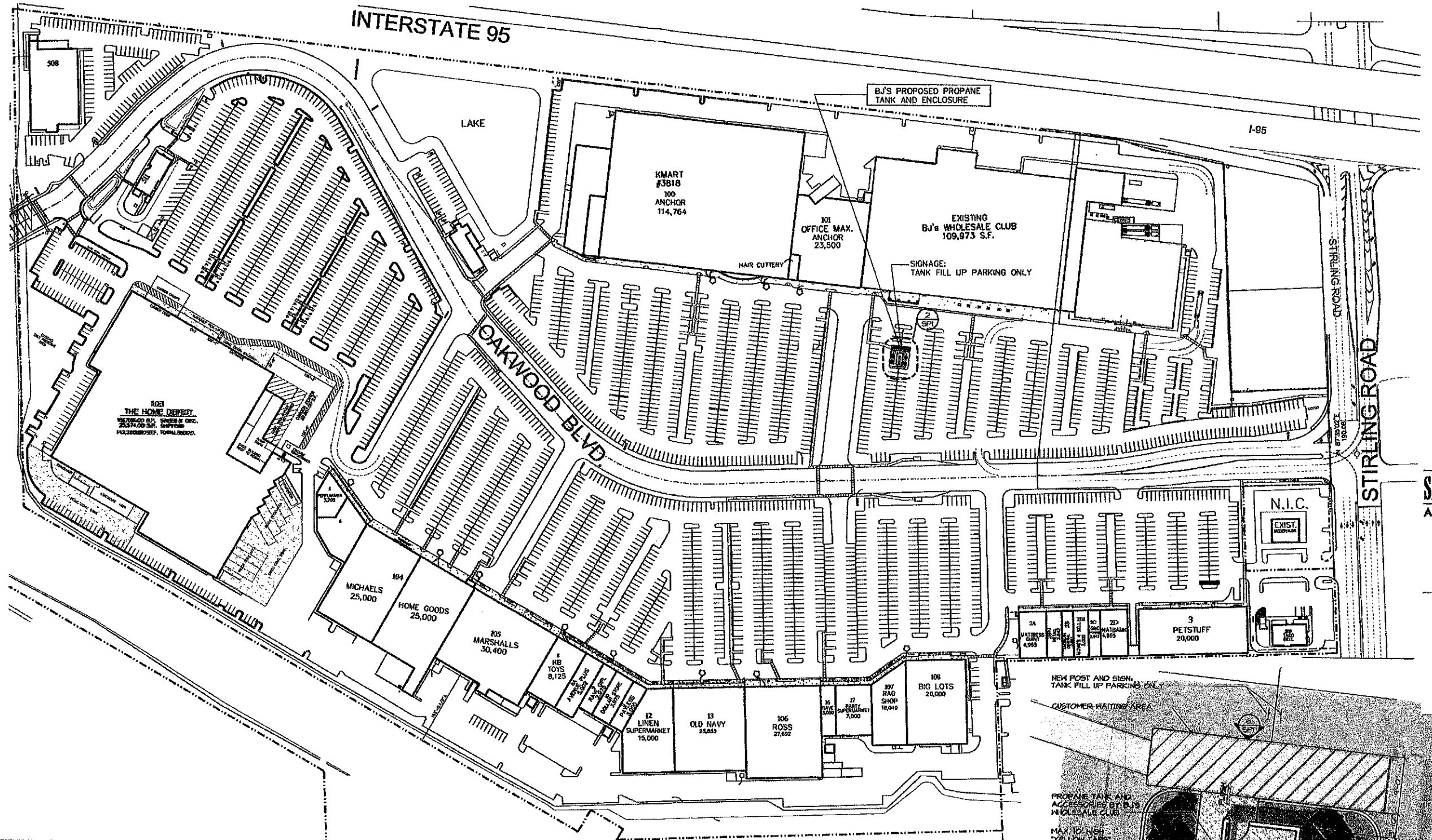
[Signature]
SIGNATURE OF CURRENT OWNER

Nicole L. Holtman
Notary Public State of Florida

Mark Trommsdorff
PRINT NAME

My Commission Expires: April 5, 2013 (Check One) ☒ Personally known to me; OR _____





**SUBMITTAL FOR PROPANE TANK
AT BJ'S EXPANSION
AT OAKWOOD PLAZA
HOLLYWOOD, FLORIDA**

**SALTZ MICHELSON
ARCHITECTS**

3501 Griffin Road
Ft. Lauderdale, FL 33312
(954) 266-2700 Fax: (954) 266-2701
sm@saltzmichelson.com

AA-0002897

MARK L. SALTZ AR0007171

Project No.:
2011-110
Drawn By:
PK
Checked By:
MA
DATE:
12-05-11
REVISIONS

SPI

Design Review Approval Propane Tank Refilling Enclosure for BJ's

Background: BJ's is renovating its store in Oakwood Plaza to expand its facilities. That expansion will include the elimination of the auto service center which has housed BJ's propane tank filling facility. The propane tank will be required to be relocated to a new location which meets fire and life safety requirements and is convenient for customers desiring to refill their propane tanks. To provide that life safety and convenience BJ's is requesting approval to install an island in the BJ's parking lot which will house the propane refilling operation behind a walled enclosure that is protected by landscaping and bollards from the flow of traffic and that meets the prescribed separation requirement from the BJ's building.

Compliance with Design Review Requirements

a. General Criteria.

(1) Architectural and Design components.

The tank enclosure area will be approximately 27' 10" long by 12' 4" wide. That enclosure will be part of a landscaped island which is approximately 35' 6" by 38'. The propane tank, which is no higher than 6' will be enclosed by a 6' wall with two aluminum gates to provide access to the tank area. The wall and gate will be painted to match the colors of the BJ's building. The tank enclosure will be buffered from the surrounding parking lot by a 12' landscaped area on the north side, a 12' landscape and concrete walk area on the south side, and a 3 foot landscaped area on the east and west sides of the tank enclosure. The landscape area will include bollards to further protect the tank enclosure area. This design of the enclosure will obscure the propane tank from view but will not be out of scale with the BJ's Building. The design will provide the safety and separation needed for the propane tank operation and will provide convenient access for customers.

(2) Compatibility. The design of the enclosure with a decorative 6' wall surrounded by landscaping will be similar in material and color to the BJ's building and will be compatible in materials and architectural design with the surrounding shopping center.

(3) **Scale/Massing.** The height of the enclosure is the minimum needed to obscure the tank from view. In a shopping center with big box stores an enclosure of 6' is certainly in scale with the surrounding structures. The wall enclosure will be designed with scoring and with a cap at the top of the wall to provide design relief. The wall and landscaped area will create an attractive island area in the front parking lot area and also further break up the mass of the BJ's building. .

(4) **Landscaping.** The landscaped area surrounding the tank enclosure will include sod, cocoplum hedges and yellow tabs. Such landscaping meets the guideline which specifies the use of native and other compatible plant types.

b. **Design Guidelines Manual.** The Design Guidelines Manual includes two relevant provisions under the heading of "Fences"

CBS/Stucco Walls should incorporate decorative treatments such as, but not limited to, quoining, caps or scoring.

The proposed propane tank enclosure wall has been designed with scoring and a top cap to meet this requirement.

The height of a wall facing a street should not exceed 6' above sidewalk elevation or the crown of the road.

Although the enclosure does not face a public street, it does face a major driveway. The height of the wall will not exceed 6' adhering to the spirit of this requirement.

c. **Neighborhood Specific Design Review Criteria.** There are no neighborhood specific criteria. that are relevant to the proposed propane tank enclosure.

ATTACHMENT B

Land Use and Zoning Map

4000-4150 Oakwood Blvd (BJ's expansion/Sport's Authority)



PLANNING AND
DEVELOPMENT SERVICES

Legend

Streets

Subject Property

Zoning

C-3
IM-1
IM-2
IM-3

Land Use

General Business
Transportation
Industrial
Commercial Flex

