

APR - 5 2017



CITY OF HOLLYWOOD
OFFICE OF PLANNING

PRE-APPLICATION CONCEPTUAL OVERVIEW



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Scheduled appointment with a planner required for all submittals.

This Conceptual Overview sheet shall be completed in full and submitted with all applicable documents to the Planning Division (Room 315), two business days prior to the conference.

Each package shall be complete and stapled.

Pre-application Conference Dates:
NOVEMBER 9, 2015
DECEMBER 14, 2015
JANUARY 11, 2016
FEBRUARY 8, 2016
MARCH 14, 2016
APRIL 11, 2016
MAY 9, 2016
JUNE 13, 2016
JULY 11, 2016
AUGUST—RECESS
SEPTEMBER 12, 2016
OCTOBER 10, 2016
NOVEMBER 14, 2016
DECEMBER 12, 2016
Dates are subject to change

Provide one complete 11"X17" set, including the following documents and drawings: Conceptual Overview (including site and project description), Survey, Preliminary Site Plan, and Elevations, to the Planning Division two business days prior to the conference. An additional 10 sets (11"X17") shall be provided at the time of the Conference.

Site and Project Data

Proposed Project Name: HOLLYWOOD DOWNTOWN HOTEL

Proposed Project Address: 2638 Polk Street, Hollywood, FL 33020

Folio Number(s): East Property: 5142 1602 3450, West Property: 5142 1602 3440

Proposed Project located within: CRA - Beach District CRA - Downtown District
 State Road 7 Corridor Other: _____

Land Use Designation: REGIONAL ACTIVITY CENTER Zoning District: TC-1 (TRANSITIONAL CORE)

Gross Lot Area: 38,797.37 SQ.FT Net Lot area: N.A.

Existing Use of Property: VACANT

Existing Number of Units: N.A. Existing Commercial Area: 0

Current Assessed Value of: Land: \$ 388,010.00 Building(s): \$ 6.5 Million

Proposed Use: HOTEL

Total Number of Residential Units: N.A. Average Size of Units: N.A.

Estimated Average Sale Price/Rent per Unit: \$ N.A. Sale Rent

Total Number of Hotel Rooms: 119 Average Size of Hotel Rooms: 368 SQFT

Area of Commercial/Retail Use: N.A. Area of Restaurant Use: N.A.

Area of Office Use: N.A. Area of Industrial Use: N.A.

Estimated Average Rent per Square Foot: \$ N.A.

Estimated Date of Completion (If Phased, Estimated Date of Each Phase): To Be Determined

Estimated Value of Improvement: \$ N.A. Estimated Value at Completion: \$ N.A.

Permitted Building Height: 50'-0" Proposed Building Height: 46'-0"

Required Setbacks: Front: 15'-0" Proposed Setbacks: Front: 10'-0"
Sides: 10'-0" Sides: 15'-0"
Rear: 10'-0" Rear: 15'-0"

Required Parking Spaces: 38 Proposed Parking Spaces: 111

Name of Developer/Property Owner: Hollywood Downtown Hotel, LLC

Address of Developer/Property Owner: 2601 N. 29th Ave., Hollywood Florida 33020

Telephone: 305-803-7455 Fax: 954-921-6706 Email Address: anitspatel@gmail.com

Name of Consultant/Representative/Tenant (circle one): Javier Negroni, DLW Architects

Telephone: 305-749-3681 Email Address: jnegroni@dlwarchitects.com

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PRE-APPLICATION CONCEPTUAL OVERVIEW

Site and Project Description

Describe Existing Use of Property and Buildings (Example: Site currently contains 40 residential units for rent; 10,000 s.f. of retail; vacant lot; etc.) Use additional Sheets if Necessary.

The Applicant, Hollywood Downtown Hotel LLC, proposes to construct a hotel called Hollywood Downtown Hotel, a 4-story, 119-guestroom hotel bounded by Polk Street to the north and adjacent the City Civic Center Complex on Hollywood Blvd. to the east in an area which is designated as TC-1 (Transitional Core) District by the City's land use designation and zoned RAC (Regional Activity Center).

The Site is currently vacant and is slightly off from being a rectangle with a chamfered southeast corner facing City Hall Circle.

Because the site is not adjacent residential structures, the building footprints within setbacks of 10'-0" at all sides. The footprint area is approximately 38,797 s.f. or .891 acres. The height of the building is 46 feet from grade to top of roof slab.

The Hollywood Downtown Hotel has a design that is characterized as contemporary style architecture exemplified by the simple and clean lines of the structure, including modern geometric features along the façade. The façade of the building is well articulated, providing visual variety and interest without being overwhelming. The street level façade serves to screen the covered garage environment by incorporating architectural and landscape features into its design which add a special interest to the nearby properties and site elements.

The Project has been designed to be compatible with the City's design criteria, and it's features include: (1) parking on grade below the building which is partially screened and is shielded from view with landscaping and horizontal elements; (2) internal vehicle circulation with 100% valet parking; (3) active uses and amenities on the second floor including the Main Lobby, meeting room, fitness center, and pool deck; (4) an effective design which results in a structure which is not a single continuous volume of height; and (8) undulations of the building and varying levels of architectural dimensions and features which break up the mass of the east and west facades.