



City of Hallandale Beach Planning and Zoning Board Agenda Cover Memo

Primary Application Type:	Land Development Regulation Amendment	Hearing Date:	August 28, 2019		
Additional Applications:	N/A	Public Hearing:	YES	NO	
			X		
General Title:	Fashion/Art/ Design Subdistrict Code Amendment	Quasi-Judicial:	YES	NO	
				X	
Applicant:	City of Hallandale Beach	Workshop:	YES	NO	
				X	
Application #	LDC-19-2271	Advertisement Type Required:	DISPLAY	REGULAR	N/A
			x		
Staff Recommendation:		Approve	Approve with Conditions		Reject
		X			
Request:			Strategic Plan Priority Area:		
Code amendments to the Fashion/Art/Design Subdistrict of the Central Regional Activity Center District			<input checked="" type="checkbox"/> Safety		
			<input checked="" type="checkbox"/> Quality		
			<input checked="" type="checkbox"/> Vibrant Appeal		
Sponsor Name:	Vanessa Leroy, Acting Development Services Director	Prepared By:	Christy Dominguez, Principal Planner		

Short Title:

AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AMENDING CHAPTER 32, ZONING AND LAND DEVELOPMENT CODE, ARTICLE III, ZONING, DIVISION 3, FORM-BASED ZONING DISTRICTS, AMENDING SECTION 32-193, TABLE 32-193(A), ALLOWABLE USES BY SUBDISTRICT, AMENDING SECTION 32-199, FASHION/ ART/ DESIGN SUBDISTRICT DIMENSIONAL REQUIREMENTS, INCLUDING DENSITY AND BUILDING HEIGHT; CREATING PROVISIONS FOR PARKING LOCATION AND DESIGN FOR THE SUBDISTRICT; PROVIDING FOR CONFLICT; PROVIDING FOR SEVERABILITY; PROVIDING FOR CODIFICATION; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary

Summary

The Hallandale Beach Community Redevelopment Agency (CRA) has requested the City via its Planning and Zoning Division to make changes to the existing land development regulations for the Fashion/Art/ Design (FADD) subdistrict of the Regional Activity Center to accommodate continued efforts in reshaping the FADD area. The attached draft ordinance amends the regulations for the FADD including the allowable uses, density, building height and parking requirements.

Background

Originally referred to as "Schmatta Row," Fashion Row was recognized by the City as a special district in 1980. Through the years, several amendments have been made to the regulations for Fashion Row in order to revitalize the area.

Efforts in recent years have included:

In 2011, the Hallandale Beach Community Redevelopment Agency (CRA) worked in cooperation with Florida Atlantic University to complete the Fashion Row Implementation Plan. In addition, Policy 1.2.5 of the Future Land Use Element (FLUE) of the City's Comprehensive Plan requires the City to continue to implement the Fashion Row District Plan by upholding and enhancing the Fashion Row District.

In January 2014, after a series of community meetings which helped gather input from property business owners, the City Commission amended the Fashion Row Overlay District with its adoption of Ordinance 2014-03.

In November 2014, as part of the implementation of the Regional Activity Area (RAC) land use designation, Fashion Row was rezoned to Central RAC and renamed Fashion/Art/Design (FADD) Subdistrict which adopted new regulations for the FADD with the intent to not only include form-based design to buildings but also, to encourage arts and commerce in the district.

Most recently, after also holding community meetings with property and business owners, the CRA created a series of new initiatives and efforts to spur redevelopment and reinvestment in the FADD District.

Although not required by City Code or Florida State Statutes, courtesy meeting notices for the Planning and Zoning Board hearing on the attached ordinance have been mailed by the City to property owners and business owners in the FADD in a continued effort to inform the area's stakeholders.

Why Action is Necessary

Pursuant Section 2-231(f)(1) of the City of Hallandale Beach Planning and Zoning Board shall review and make advisory recommendations to the City Commission on applications for text changes to the Zoning and Land Development Code.

Current Situation

The Fashion/Art/Design Subdistrict in the Central RAC District is intended to be a unique, lively arts and commerce area accommodating a wide range of uses including residential, retail, art, culture, design, and some accessory light industrial uses.

The Hallandale Beach CRA has been working diligently to improve the FADD area by seeking business owners willing to invest in the area and providing financial assistance to eligible owners within the district. In addition to redesigning the street some years ago to allow for public on-street parking, the CRA recently acquired and is developing a public parking lot at the corner of NE 2nd Avenue and NE 3rd Street to continue its commitment to increasing available public parking for the FADD.

Private investment is also occurring in the area with nearby ArtSquare Project recently completed. In addition, Icebox Project, a culinary arts center and restaurant on NE 3rd street is under construction and planned to be completed in 2020. The CRA's goal is for the FADD area to become a major regional destination in the next few years.

Analysis

The proposed Ordinance pertains to the parcels shown in Exhibit 2. The Fashion/Art and Design (FADD) Subdistrict applies to the properties on NE 1st Avenue between Hallandale Beach Boulevard to NE 5th Street and NE 2 Avenue between NE 3 Street and NE 5 Street.

The following is a summary of the proposed amendments in the attached Ordinance:

1. Amends Table 32-193(a) Allowable Uses in the RAC, to permit hotels, family entertainment centers as allowable uses in the FADD. Contractor/ trade shops and day care centers and schools have been changed to prohibited uses in keeping with the intent to promote art and commerce to the area.
2. Amends the base building height in the FADD from 3 stories to 4 stories. Buildings up to 8 stories in height would also be permitted subject to meeting all the performance criteria summarized in item 5, below.
3. Amends building setbacks by requiring additional setbacks/stepbacks above the 4th story.
4. The base residential density is changed from 18 dwelling units per acre to 25 dwelling units per acre. Densities above 25 dwelling units per acre up to 50 dwelling units per acre would also be permitted subject to meeting the performance criteria summarized in item 5, below.
5. Development proposals to allow increases in building height and density above the base would be required to meet all of the following criteria:
 - a. Install artwork on- site or contribute to the CRA's Arts in Public Places Program upon its implementation.
 - b. Be located on NE 1st Avenue or NE 3rd Street.
 - c. Meet the City's Green Building requirement level beyond the base certification.

- d. Provide only business uses in the first story; upper stories may be commercial, residential or a combination of permitted uses; and,
 - e. Fully concealed parking garage levels on secondary streets at the sidewalk level for a minimum depth of 20 feet with the first story containing active commercial uses, or,
 - f. parking lots or structures on secondary streets at the sidewalk level which shall be concealed from street view with art installation authorized by the directors of the CRA and Development Services Department, and,
 - g. Provide street/streetscape improvements consistent with the City's complete streets efforts, on both sides of adjacent rights-of-way.
6. Parking exemptions have been added to provide more flexibility from general parking requirements. The proposed amendment will allow changes in use for existing buildings or expansions of up to 50% of the existing floor area without the need to meet current parking requirements. Buildings with non-conforming parking configuration can retain their existing layout, including back-out parking. If the parking is reconfigured or reduced, the property owner would be required to provide on-street parking adjacent to the property when feasible and approved by the city engineer.

The proposed code changes will enhance and revitalize the Fashion/Art/Design Subdistrict consistent with the City's Comprehensive Plan, Future Land Use Element (FLUE) Policy 1.2.5 and will improve the overall quality of life for citizens within the City of Hallandale Beach. The changes also support FLUE Policy 1.9.5, which states that redevelopment activities should be encouraged in the Regional Activity Center.

Staff Recommendation:

Staff recommends the Planning and Zoning Board/Local Planning Agency recommend the City Commission approve the attached Ordinance.

Requested Action:

The Planning and Zoning Board/Local Planning Agency may recommend to the City Commission:

- Approval;
- Approval with amendment; or,
- Denial of the proposed ordinance.

Attachment(s):

Exhibit 1- Proposed Ordinance
Exhibit 2- Fashion/Art/Design Subdistrict Area Map