

**CITY OF HOLLYWOOD, FLORIDA
DEPARTMENT OF DEVELOPMENT SERVICES
DIVISION OF PLANNING AND URBAN DESIGN**

DATE: June 9, 2026 **FILE:** 25-DPV-13

TO: Planning and Development Board

VIA: Cameron Palmer, Assistant Director / Chief Planner

FROM: Umar Javed, Planner III

SUBJECT: BSD 23 Development LLC requests Design and Site Plan for a 6-story, +/- 92,000 square foot office building with an attached parking garage, and a Variance to reduce to front setback requirement in the RC-1 Zoning District in the Regional Activity Center (RAC) (2910 Polk Street).

REQUEST:

Design and Site Plan for a 6-story, +/- 92,000 square foot office building with an attached 70 foot parking garage, and a Variance request pursuant to Article 4.6(B) to reduce the front setback requirement from 10 feet to 5 feet in the RC-1 Zoning District within the Regional Activity Center (RAC).

RECOMMENDATION

Variance 1: To be determined by the Planning and Development Board.

Design: Approval, if the Variance is granted.

Site Plan: To be determined by the Planning and Development Board, if the Variances and Design are granted, should the Board move to approve the request, staff recommends the conditions and safeguards outlined in Attachment D "Conditions of Approval".

BACKGROUND

The subject site, located at 2910 Polk Street, comprises of two parcels that are approximately 41,000 net square feet (0.94 net acres), is zoned Transitional Core (TC-1) under the Zoning and Land Development Regulations (ZLDR), and is located within the Regional Activity Center (RAC). The land is vacant, although does accommodate a billboard on-site, and situated on the south side of Polk Street. To the north and east are existing residential uses (multi-family and single-family), to the south is vacant land owned by FDOT, and to the east is the Interstate-95 on-ramp from Hollywood Boulevard.

The intention of the RAC is to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form. Furthermore, the purpose of the RAC is to concentrate density in specific areas, protecting adjacent residential neighborhoods from excessive growth and commercial intrusion while accommodating a diverse range of housing types, heights, and intensities, which is ideal for sustainable growth.

A concurrent application seeking approval to rezone the subject property from the Transitional Core (TC-1) zoning district to the Retail Core (RC-1) zoning district accompanies this request as a companion item under project number 25-Z-13. Accordingly, the request for a Variance, Design and Site Plan in the following staff report are assessed against the proposed RC-1 zoning district requirements under the LDRs. Conditions of approval are recommended to ensure the Variance, Design and Site Plan, if approved, will not become effective unless the rezoning is approved by the City Commission.

REQUEST

Design and Site Plan for a 6-story office building with an attached 70 foot parking garage, and a Variance request pursuant to Article 4.6(B)(4).(a.)(2)(c)(ii) to reduce the front setback requirement from 10 feet to 5 feet in the RC-1 Zoning District within the Regional Activity Center (RAC).

The Applicant is requesting Variances for relief from the following Land Development Regulations, each of which is addressed in further detail in this staff report:

1. Front Setback Requirement (RC-1 Zoning District)
Required: 10 feet Proposed: 5 feet

The proposed development, with a height of 75 feet and 6-stories (for the office building) complies with the maximum allowed height of 75 feet / 7-stories. The proposed attached parking garage also satisfies the maximum height limitation. The proposed office building complies with the maximum allowed FAR of 2.75.

Features of the office building include a ground floor cafeteria with patio, pedestrian entrances from both Polk Street, and a ground floor reception/lobby/mail room area. The proposed office building and parking garage will be connected via a pedestrian walkway at the ground level, as well as pedestrian bridges on all upper levels. Staff notes that the parcel to the south is owned by the Florida Department of Transportation (FDOT) for access to I-95. The FDOT parcel is presently vacant, however may be used for open space purposes in the future, pending FDOT drainage studies and works that are currently in progress, for the foreseeable future.

Two points of vehicular access are proposed, one to/from Polk Street in front of the proposed office building and connecting to the parking garage, and a second access further to the west on Polk Street directly to/from the parking garage.

The proposal also consists of 320 parking spaces, which is compliant with the minimum and maximum parking requirements for office development on the RAC. The applicant is intending to provide parking through parking garage that is proposed be approximately 70 feet, across nine levels of parking.

Pedestrian access will be via a sidewalk connection to Polk Street at the north-eastern corner of the property. The proposed office building also includes a pedestrian entrance on the south side of the building to provide connectivity to the future City park on adjoining land to the south of the site.

The proposed development will require the relocation of the existing billboard. At this time, the Applicant proposes to relocate the billboard as a free-standing structure integrated into the design and configuration of the proposed parking structure, specifically to a new location on the northeast side of the site. Approval of the relocation of the billboard will be addressed prior to application for permitting.

The proposed design of the office building is contemporary, using simple rectilinear lines in both a vertical and horizontal manner. Materials used include glass windows on all levels, interspersed with horizontal stucco bands and vertical elements to frame the upper levels above the pedestrian entrances on the north and south facades. The proposed parking garage will be screened with decorative cladding on all sides, with public artwork proposed to be added to part of the southern façade which will be visible from Hollywood Boulevard. The landscape plan incorporates a variety of native materials on Polk Street and around the ground floor perimeter of the property. Development of this site is consistent with the vision for the Regional Activity Center.

The Applicant has worked closely with staff throughout the Development Review Committee (DRC) process to address complex site requirements; however, final departmental authorizations remain contingent on a number of significant conditions of approval to be satisfied at the time of permitting or prior to application of Building Permit(s). Staff notes that the applicant is electing to proceed to the Board at their own risk, with full understanding that there are a significant number of approval conditions. The applicant has acknowledged that the fulfillment of certain conditions may result in a future request to amend the site plan and variance request as presented. The item is being advanced at this time due to the applicant's stated financing limitations and time constraints, and to afford the applicant the opportunity for due process. While staff recognizes that this is not a traditional procedural posture, the sufficiency of the request and the appropriateness of proceeding remain within the Board's discretion.

Notably, the project's approval is contingent upon the successful recordation of FDOT and FPL easement agreements, which may fundamentally impact the building footprint and garage orientation. Furthermore, the Applicant must still secure FDOT approval for billboard relocation and structural proximity to the limited-access right-of-way, satisfy Public Utilities requirements for water main connections and drainage mitigation, and provide a Unity of Title and a Right-of-Way dedication along Polk Street.

The Applicant shall submit a fully reconciled and consistent plan set including but not limited to the Site Plan, Landscape Plans, Civil Plans, and Survey drawings to resolve all existing discrepancies and technical inconsistencies. The Applicant acknowledges that these comprehensive revisions must be finalized to the City's satisfaction prior to the issuance of building permits. Because FDOT is still confirming easements that may impact the proposed development, the Applicant understands that any final determination resulting in a structural conflict will necessitate a formal Site Plan Modification request.

While the Applicant is being afforded due process via this Planning and Development Board hearing, they do so with the understanding that final technical sign-offs from the Utilities and Engineering staff remain unresolved unless the conditions of approval are addressed effectively. Accordingly, the

Applicant seeks approval from the Planning and Development Board subject to the strict satisfaction of all Planning, Engineering, and Utility conditions outlined in Attachment D – “Conditions of Approval.”

The applicant has fulfilled all public outreach requirements related to the proposed development. A total of two public outreach meetings were facilitated by the applicant on March 9, 2026 and March 19, 2026.

SITE INFORMATION

Owner/Applicant:	BSD 23 Development LLC
Address/Location:	2910 Polk Street (Folios: 5142-16-02-6800 and 5142-16-02-6810)
Size of Property:	Net: 41,000 square feet (0.94 acres) Gross: 45,000 square feet (1.03 acres)
Land Use:	Regional Activity Center (RAC)
Existing Zoning:	Transitional Core District (TC-1)
Proposed Zoning:	Retail Core District (RC-1) – subject to approval of 25-Z-13
Existing Use of Land:	Vacant / Billboard
Year Built:	N/A
Parking:	320 spaces
Bike Parking:	Bike Racks Provided at Front of Property

ADJACENT LAND USE

North:	Regional Activity Center (RAC)
South:	Regional Activity Center (RAC)
East:	Regional Activity Center (RAC)
West:	Regional Activity Center (RAC)

ADJACENT ZONING

North:	Multi-Family Residential Core District (MC-1)
South:	Retail Core District (RC-1)
East:	Transitional Core District (TC-1)
West:	Interstate-95

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center (RAC), the subject site is surrounded by a mix of commercial uses, residential uses and vacant land. The goal of the Land Use Element is to *promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property.* Development of this site will increase the availability of office uses in the downtown and expand the mixture of uses in the area, serving the adjacent community as well as the region. The proposed development is consistent with the following Goals, Objectives and Policies of the Comprehensive Plan.

Land Use Element:

Goal: *Promote a distribution of Land Uses that will enhance and improve the residential, business, resort and natural communities while allowing landowners to maximize the use of their property.*

Objective 3.2: *Assist, coordinate and monitor adjacent municipalities' land development efforts along major thoroughfare corridors and, when feasible, implement plans, Capital Improvement Projects and other programs to supplement and enhance economic development, land use changes, streetscape design, and infrastructure service improvements along these corridors.*

Policy 3.2.12: *Enhance the Hollywood Boulevard corridor with Presidential Circle as the focal point.*

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

Policy 4.5: *Maintain the City of Hollywood Zoning Map and Zoning and Development Regulations that provide for compatibility of adjacent land uses by rezoning or strengthening buffering requirements between land uses.*

Policy 4.9: *Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas.*

Objective 5: *Encourage appropriate infill redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.*

Policy 5.5: *Continue redeveloping the downtown.*

Objective 6: *Encourage multi-use areas and mixed uses concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development.*

Objective 10: *The City of Hollywood shall encourage the centralization of commercial, governmental, retail, residential, and cultural activities within the Downtown Central Business District and Beach Community Redevelopment Agency (CRA) area in order to promote the use of existing infrastructure and to accommodate growth in an orderly, efficient, and environmentally acceptable manner.*

Policy 10.3: *Encourage development of office space in the Downtown and other desired locations in the surrounding area.*

Policy 10.7: *Provide a mix of businesses and events that will attract area residents to the Downtown.*

APPLICABLE CRITERIA

Analysis of Criteria and Findings for a Variance as stated in the City of Hollywood’s Zoning and Land Development Regulations, Article 5, Section 5.3.F.

Variance 1: to reduce the front setback requirement from 10 feet to 5 feet

CRITERIA 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: The applicant is proposing a setback of 5 feet along the front property line of the proposed development. The 5 foot buffer will allow for minimal but sufficient spacing between the front property line and building, which generally meets the intent of the setback requirements in the City’s Zoning and Land Development Regulations. The applicant will work closely with staff to ensure there is adequate landscaping and that open space requirements are met along the perimeters of the site.

FINDING: **Consistent.**

CRITERIA 2: That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community.

ANALYSIS: The proposed request is generally not anticipated to negatively impact the surrounding land uses or the community. The parcel is unique in character as it abuts the I-95 ramp and is at the end of the Polk Street right of way (dead-end). As such, staff do not anticipate the requested reduced front setback to create any negative impacts.

FINDING: **Consistent.**

CRITERIA 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 proposed request meets the goals and policies of the City’s Comprehensive Plan, as the applicant has proposed an office development that diversifies the existing land uses within the immediate area. The applicant has indicated that the proposed reduced setback is necessary to construct a development of this size and will work closely with Staff to ensure all impacts are reduced to a minimum, if any.

FINDING: **Consistent.**

CRITERIA 4: That the need for the requested Variance is not economically based or self-imposed.

ANALYSIS: The Applicant is requesting Variance relief to allow a new building to encroach into the required front-yard setback under the proposed RC-1 zoning designation. The Applicant has indicated that the proposed building placement is necessary to support on-site parking maneuverability and satisfy parking requirements.

Staff finds that the request does not fully satisfy this criteria. The need for the Variance appears to be primarily driven by the Applicant’s preferred site layout rather than a unique physical constraint of the property. Based on the proposed site plan, there appears to be an opportunity to shift the building further from the front property line, which could reduce or potentially eliminate the requested setback encroachment. Additionally, the plan appears to provide parking in excess of the minimum requirement for the proposed office use, suggesting that alternative site configurations may be available.

Accordingly, Staff finds that the need for the requested Variance is, at least in part, self-imposed through the proposed site design. Should the Variance be approved, the Applicant will be required to continue working with Staff to minimize the extent of relief and limit any potential adverse impacts associated with the front setback encroachment.

FINDING: **Inconsistent.**

CRITERIA 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 as stated in the City of Hollywood’s Zoning and Land Development Regulations, Article 5.

CRITERIA 1: *Architectural and Design components.* Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment. The design should consider architectural elements that are characteristic of the surrounding neighborhood.

ANALYSIS: The building features a mix of high-quality materials to enhance visual interest and offers a bold and open architectural expression that makes apposite contribution to the streetscape and locality. The office building incorporates varied architectural elements—such as glazing intermixed with vertical and horizontal projections that frame the pedestrian entrances—to reinforce human scale and reflect design characteristics found within the neighborhood.

The proposed parking structure incorporates decorative cladding on all sides for screening, as well as a place for future public artwork that can be viewed from Hollywood Boulevard on the southern faced of the structure.

FINDING: **Consistent.**

CRITERIA 2: *Compatibility.* The harmonious relationship between existing architectural language and composition 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; and with the established and adopted vision for the area.

ANALYSIS: The proposed development demonstrates compatibility with the evolving character of the area, which includes a mix of uses in close proximity to the downtown and Hollywood Boulevard corridor. The proposal fits within this context, especially given that is located within the Regional Activity Center, and has been designed to integrate with the future development of the City park on land to the south. The project’s scale, massing, and materials are harmonious with the surrounding community, thereby promoting a unified and vibrant streetscape, as well as activating the site when viewed from Hollywood Boulevard. Additionally, the screening and artwork on the proposed parking garage from reinforces this compatibility, aligning the entire development with the adopted vision for the Regional Activity Center as a walkable, transit-oriented, and architecturally cohesive urban center.

FINDING: **Consistent.**

CRITERIA 3: *Scale/Massing.* Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures; and with the established and adopted vision for the area. Building geometries 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.

ANALYSIS: The development has been designed to reflect appropriate proportions and massing within the evolving context of the downtown area. Rising 6 stories in height, the proposed office building establishes a strong urban presence while maintaining a balanced relationship with surrounding structures and future development intent for the RAC. The design emphasizes vertical and horizontal planes, clean geometries, and material variation to break down the overall scale into a cohesive and legible form.

The proposed parking garage maintains a similar heigh to the proposed office building, is located on the westernmost portion of the site adjacent to Interstate-95, and incorporates design features that screen the facades.

FINDING: **Consistent.**

CRITERIA 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 has worked with the City Landscape Reviewer to incorporate a variety of compatible plant types and forms into the design. The proposed landscape helps articulate the property and enhance the design of the proposed building. The landscape plan incorporates an array of native trees, palms, and shrubs. The Applicant is proposing green and open space that meets code requirements.

FINDING: **Consistent.**

SITE PLAN

The Development Review Committee (DRC) found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Hollywood Zoning and Land Development Regulations. The Applicant has worked closely with staff during the DRC process to address review requirements and the DRC has included comments that are to be considered at the time of permitting and conditions to be considered post approval.

The following standards shall be utilized by the Development Committee and the Planning and Development Board in the review, evaluation, and approval of all required plans and exhibits:

- A. *Natural Environment.* All proposed development shall be designed in such a manner as to preserve, perpetuate and improve the existing natural character of the site. Existing trees and other landscape features shall, to the maximum extent possible, be preserved in their natural state; and additional landscape features shall be provided to enhance architectural features, to relate structural design to the site, and to conceal unattractive uses. In all instances the city's tree protection, landscaping and all other applicable regulations shall be fully complied with as minimum standards.

- B. *Open space.* Adequate landscaped open space shall be provided which meets the particular needs and demands of the proposed development and all specific zoning district requirements. Legal methods assuring the continued preservation and maintenance of required open space shall be submitted to and approved by the City Attorney. The type and distribution of all open space shall be determined by the character, intensity and anticipated residential or user composition of the proposed development.
 - 1. Passive open spaces (those areas not planned for intensive activity) shall be arranged as to enhance internal spatial relationships between proposed structures, to provide buffers between the project and adjacent less intensive uses, to facilitate pedestrian movements within the development, and to improve the overall visual quality of the site.

 - 2. Active open spaces (those areas containing activities such as playgrounds, tennis courts, swimming pools and other active recreational facilities) shall be located so as to permit easy

access to all residents or users within a development. Private recreational facilities and activities within specific projects shall, wherever possible, complement, rather than duplicate, nearby public recreational activities.

C. *Circulation and parking.* All circulation systems and parking facilities within a proposed development shall be designed and located in such a manner as to comply with the following:

1. A clearly defined vehicular circulation system shall be provided which allows free movement within the proposed development while discouraging excessive speeds. Said systems shall be separated insofar as practicable from pedestrian circulation systems. Pavement widths and access points to peripheral streets shall be provided which adequately serve the proposed development and which are compatible and functional with circulation systems outside the development.

2. Whenever possible in proposed residential developments, living units should be located on residential streets or courts which are designed to discourage nonlocal through traffic.

3. Off-street parking areas shall be provided which adequately accommodate maximum vehicle storage demands for the proposed project and are located and designed in such a manner so as to conveniently serve the uses to which they are accessory and not create incompatible visual relationships.

4. Safe and efficient access to all areas of the proposed development shall be provided for emergency and service vehicles, as required by the Florida Building Code in effect in Broward County, Florida, as revised from time to time.

5. Sidewalks shall be provided as required by the city regulations.

6. Handicapped Accessibility shall be provided as required by all applicable regulations.

D. *Community services and utilities.* All proposed developments shall be designed and located in such a manner as to insure the adequate provision, use and compatibility of necessary community services and utilities.

1. An adequate sanitary sewer collection system including all necessary extensions and connections, shall be provided in accordance with city standards for location and design. Where necessitated by the size of the development and/or by the unavailability of city treatment facilities, sanitary sewage treatment and disposal systems must be provided in accordance with city and state standards and regulations.

2. An efficient solid waste collection system, including the provisions of an adequate number of properly screened local receptacles in locations which afford maximum use and collection convenience, shall be provided in accordance with all applicable city standards.

3. A well designed internal system for fire protection, including the provisions of an adequate number of properly located fire hydrants and an efficient access arrangement for emergency fire vehicles, shall be provided to insure the safety of all persons within the project.

- E. *Building and other structures.* All buildings and structures proposed to be located within a development shall be oriented and designed in such a manner as to enhance, rather than detract from, the overall quality of the site and its immediate environment. The following guidelines shall be followed in the review and evaluation of all buildings and structures:
1. Proposed buildings and structures shall be related harmoniously to the terrain, other buildings and the surrounding neighborhood, and shall not create through their location, style, color or texture incompatible physical or visual relationships.
 2. All buildings and structures shall be designed and oriented in a manner insuring maximum privacy of residential uses and related activities both on the site being developed and property adjacent thereto.
 3. All permanent outdoor identification features which are intended to call attention to proposed projects and/or structures shall be designed and located in such a manner as to be an integral part of the total project and/or structural design and shall not exceed a size and scale necessary for the recognition from vehicles moving along adjacent streets at prescribed legal speeds.
- F. *Level of service standards.* For the purpose of the issuance of development orders and permits, the city has adopted level of service standards for public facilities and services which include roads, sanitary sewer, solid waste, drainage, potable water, and parks and recreation. All Applicants are required to prove concurrency pursuant to the City's Comprehensive Plan and F.S. Chapter 163, as amended from time to time.
- G. *Other requirements.* Requirements and recommendations as provided in the city tree and landscape regulations shall be observed as will the requirements of all applicable standards and regulations.

ATTACHMENTS

- Attachment A: Application Package
- Attachment B: Land Use and Zoning Map
- Attachment C: Public Participation Package
- Attachment D: Conditions of Approval