

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

**DATE:** August 12, 2025 **FILE:** 24-DP-27

**TO:** Planning and Development Board

**VIA:** Anand Balram, Planning Manager

**FROM:** Reginald White, MPA, Planner III

**SUBJECT:** Design and Site Plan review for a 16-unit residential development located in the PS-1 zoning district within the Regional Activity Center.

**REQUEST:**

Design and Site Plan review for a 16-unit residential development in the PS-1 zoning district within the Regional Activity Center located at 2011 Plunkett Street.

**RECOMMENDATION:**

Design: Approval.  
Site Plan: Approval if the design is granted.

**BACKGROUND**

The subject site at 2011 Plunkett Street is approximately 0.25 acres situated within the Regional Activity Center. The intention of the Regional Activity Center (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.

The property at 2011 Plunkett Street is currently utilized as a single-family home. The development site is mostly surrounded by a combination of single-family homes and low-density apartment complexes. The site is adjacent to an alley in the rear (north) with access from Plunkett Street. The development site is located in close proximity to the Florida East Coast Railway, along S. 21st Ave., and is less than 300 feet from Poinciana Park.

**REQUEST**

The applicant is requesting a review and approval of the Design and Site Plan for a new 16-unit multifamily development located in the PS-1 zoning district within the Regional Activity Center.

The proposed 4-story multifamily development is approximately 42 feet in height and is comprised of 16 units with a mix of one and two-bedroom apartments. The residential development has a total gross floor area of approximately 13,400 square feet. The residential development's design is modern and contemporary. The pedestrian entry is highlighted by interlocking concrete slabs with artificial grass inlays, creating a warm and welcoming entry experience for residents and visitors alike. The parking garage provides a combination of traditional parking spaces, mechanical parking lifts, EV charging stations and bicycle racks for residents. The proposed development features a rooftop terrace with landscape. The proposed development at 2011 Plunkett Street is a contemporary and modern residential building that enhances the public view.

## PROJECT INFORMATION

|                              |   |
|------------------------------|---|
| <b>Owner/Applicant:</b>      | PLUNKET APT LLC                                     |
| <b>Address/Location:</b>     | 2011 Plunkett Street                                |
| <b>Net Size of Property:</b> | 10,847 sq. ft. (0.25 acres)                         |
| <b>Land Use:</b>             | Regional Activity Center (RAC)                      |
| <b>Existing Zoning:</b>      | Parkside Low Intensity Multi-Family District (PS-1) |
| <b>Present Use of Land:</b>  | Single-Family Home                                  |

|                          |                |
|--------------------------|----------------|
| <b>Gross Floor Area:</b> | 13,511 sq. ft. |
| <b>Parking</b>           | 26 spaces      |
| <b>Bicycle Parking:</b>  | 3 spaces       |

## ADJACENT LAND USE

|               |                                |
|---------------|--------------------------------|
| <b>North:</b> | Regional Activity Center (RAC) |
| <b>South:</b> | Regional Activity Center (RAC) |
| <b>East:</b>  | Regional Activity Center (RAC) |
| <b>West:</b>  | Regional Activity Center (RAC) |

## ADJACENT ZONING

|               |   |
|---------------|---|
| <b>North:</b> | Parkside Low Intensity Multi-Family District (PS-1) |
| <b>South:</b> | Parkside Low Intensity Multi-Family District (PS-1) |
| <b>East:</b>  | Parkside Low Intensity Multi-Family District (PS-1) |
| <b>West:</b>  | Parkside Low Intensity Multi-Family District (PS-1) |

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center, the subject site is surrounded by a mix of low-density multifamily and single-family properties. 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.* The intent of the Regional Activity Center land use designation is to *encourage redevelopment or development of areas that are regionally significant. The major purposes of this designation are 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.* Development of this site enhances the area, encourages redevelopment of the area, and reduces blight within the Regional Activity Center.

Together, the architectural elements create a design that is non-intrusive while establishing a strong design tone for the future development of the Regional Activity Center. Furthermore, the design uses landscaping to enhance the property and soften the transition between the building and its context. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape. The building meets all parking requirements and building setbacks.

The project is consistent with the Comprehensive Plan based on the following Objectives:

***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.*

***Land Use Element – Objective 5:*** *Encourage appropriate infill, redevelopment in blighted areas throughout the City, and economic development in blighted business and tourist areas.*

## **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN**

The project is located in Sub-Area 3, geographically defined by the Dixie Highway to the east, I-95 to the west, Stirling Road to the north and Pembroke Road to the south. This area includes residential neighborhoods, the Regional Activity Center, and City Hall. The proposed request is consistent with City-Wide Master Plan based upon the following:

***Guiding Principle:*** *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

***Policy 3.3:*** *Attract new commercial and light industrial/service uses that provide adequate buffering, through an overlay district.*

***Policy 3.11:*** *Encourage mixed-use overlay districts to include additional uses and increase heights, as well as, more intense office, commercial and mixed-use.*

***Policy 6.7:*** *Prepare design plans to enhance the streetscape with emphasis on the pedestrian environment*

The City-Wide Master Plan recognizes the need for mixed-use development along the corridors in this sub-area. The Regional Activity Center land use designation contemplates mixed use developments that reduce the reliance on the automobile to move between land uses.

## **APPLICABLE CRITERIA**

**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 architectural design features distinctive striped stucco bands wrapping around the building's main frontage, creating a dynamic visual rhythm. These clean lines are paired with sleek glass railings on the balconies, reinforcing a contemporary aesthetic. The primary exterior material is traditional stucco, applied in horizontal stripes every few feet. This detail not only reflects the architectural heritage of the surrounding area but also introduces subtle texture and visual interest. Contemporary touches, such as integrated planters at the building entrance, glass accents, and minimalist balcony railings, contribute to a cohesive and inviting façade. At the ground level, both vehicular and pedestrian entrances are integrated within the landscape design. The pedestrian entry is further highlighted by interlocking concrete slabs with artificial grass inlays, creating a warm, tactile, and welcoming entry experience for residents and visitors alike.

**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 building conforms to the standards and intent of the PS-1 (Parkside Low Intensity Multi-Family) zoning district. This zoning district is specifically tailored for low-intensity multi-family residential development and is designed to preserve neighborhood character while ensuring compatibility with existing homes. Under PS-1, new structures are required to establish a well-defined base that interacts sensitively with pedestrians. The Plunkett Apartments ground-floor treatment—with its combination of landscape accents, bright stucco stripes, and pedestrian-friendly detailing—responds directly to this requirement by framing both vehicular and walking access in a visually engaging manner. Furthermore, by blending traditional stucco finishes with the painted mural accent, integrated planters, and cohesive exterior materials, the design achieves a harmonious connection with its surroundings. This approach ensures that the building does not overshadow, but rather complements, adjacent residential uses.

**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 Plunkett Apartments is a thoughtfully designed multifamily development that aligns with the scale and intent of the Parkside Low Intensity Multi-Family District (PS-1). With a proposed height of 42 feet, the building respects the district's approved height restrictions while maximizing architectural expression within a four-story, medium-rise form. The building massing reflects a carefully balanced composition of vertical and horizontal elements. An interplay between white and soft blue tones evokes the openness of the sky, while integrated planters and greenery soften the structure's edges and foster a seamless relationship with the surrounding natural context. The wrap-around balconies and their glass railings add depth and rhythm, enhancing the visual interest of the façade. A transparent glass entry anchors the front elevation, creating a focal point and welcoming arrival. The ground floor features a planter, which, combined with landscaping and pedestrian-friendly design, offers warmth and a human scale at the street level. Architecturally, stucco serves as the primary exterior material, reflecting local traditions while allowing for a clean, contemporary look.

**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 landscape design at Plunkett Apartments reflects a strong commitment to sustainability and environmental stewardship. The planting scheme features native species carefully selected for their compatibility with the local climate and ecosystem, promoting long-term resilience and reducing environmental impact. A balanced blend of distinct tree species and a diverse selection of shrubs introduces dynamic variations in color, texture, and seasonal interest. These plantings are at the front and along the sides of the building, enhancing curb appeal, softening architectural lines, and creating a welcoming pedestrian environment.

**FINDING:** Consistent.

## **SITE PLAN**

The Technical Advisory Committee (TAC) found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Hollywood Zoning and Land Development Regulations. The Technical

Advisory Committee has included comments that are to be considered at the time of permitting and conditions to be considered post approval to ensure the alignment of the Design and Site Plan requests with the overarching Zoning district.

The following standards shall be utilized by the Technical Advisory 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 ensure 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    |