

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

**DATE:** June 10, 2025

**FILE:** 23-DPV-50

**TO:** Planning and Development Board

**VIA:** Anand Balram, Planning Manager

**FROM:** Carmen Diaz, Planner III

**SUBJECT:** Design and Site Plan for a 6-story residential development consisting of 49 residential units; and a Variance to increase the building height from 55' to 65'-6" in the FH-2 zoning district within the Regional Activity Center (RAC).

**REQUEST:**

Design and Site Plan for a 6-story residential development consisting of 49 units; and a Variance to increase the building height from 55' to 65'-6" in the FH-2 zoning district, in the Regional Activity Center (RAC).

**RECOMMENDATION:**

Variance: Approval

Design: Approval is the Variance is approved.

Site Plan: Approval, if the Variance and Design are approved with the following conditions:

1. A Unity of Title for both lots, in a form acceptable to the City Attorney, shall be submitted prior to the issuance of a Building Permit and recorded in the Public Records of Broward County, by the City of Hollywood, prior to the issuance of a Certificate of Occupancy (C/O) and/or Certificate of Completion (C/C).
2. A covenant running with the land that holds the City harmless against any claims arising from accidents as a result of the use of mechanical parking lifts, in a form acceptable to the City Attorney, shall be submitted prior to the issuance of a Building Permit and recorded in the Public Records of Broward County, by the City of Hollywood, prior to the issuance of a Certificate of Occupancy (C/O) or Certificate of Completion (C/C).

## REQUEST

The Applicant requests a Design, Site Plan and a Variance for a residential development consisting of 49 units. The subject property is zoned 'Federal Highway Medium-High Intensity Mixed Use District' (FH-2) and has a land use designation of 'Regional Activity Center' (RAC). The property consists of two lots and is approximately 0.37 acres in area.

The proposed building is six stories high and consists of studios, one-bedroom, and two-bedroom residential units. While the FH-2 district allows a maximum height of 140 feet, properties within 100 feet of the PS-1 zoning district are limited to 55 feet in height. The subject property abuts PS-1 to the west, triggering this restriction.

The applicant seeks a variance to increase the building height from 55' to 65'-6" for a portion of the building. The lot is 120 feet wide, and per code, the first 20 feet of building depth may exceed 55 feet. The architect is proposing to extend the taller portion an additional 18 feet into the lot to create better architectural proportions and visual balance. This slight height adjustment helps create a more attractive and well-proportioned design that fits better with the surrounding architecture. The goal is to enhance the building's appearance without significantly impacting the surrounding area. The Applicant understands the importance of scale in the neighborhood and is working to ensure the design remains respectful of the community's character.

The parking garage occupies the first two floors of the building while the residential units are on the four floors above. Vehicular access is located on Mayo Street and the rear alley. The east vehicle access is for the ground floor and exits through the rear alley, while the west access is through a ramp to the second-floor parking area. The proposed building adheres to the parking requirements for each residential unit as stipulated by the respective zoning regulations.

The architectural elements of the building are modern and contemporary in nature and provide depth and articulation showcasing glass balconies and stucco framing around the units and around the main entrance and garage. The window styles and sizes are mostly uniform in height and width, creating a rhythmic aesthetic. A metal screening is used in the parking garage to block the view from the right-of-way. The neutral color scheme, accented with complementary tones, enhances the architectural elements of the building. The design incorporates various materials, including stucco, concrete, and glass, while the landscaping features a variety of native plants.

The Applicant has worked with Staff to ensure that all applicable regulations are met. The design is a positive example of the vision for the Regional Activity Center. Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for development within the community.

## SITE DATA

<b>Owner/Applicant:</b>	1840 Mayo Street LLC.
<b>Address/Location:</b>	1834-1840 Mayo Street
<b>Net Size of Property:</b>	16,321 sq. ft. (0.37 acres)
<b>Land Use:</b>	Regional Activity Center (RAC)
<b>Zoning:</b>	Federal Highway Medium-High Intensity Mixed Use District (FH-2)
<b>Present Use of Land:</b>	Residential Multifamily

**Year Built:** 1949 (Broward County Property Appraiser)

**Gross Floor Area:** 43,000 sq. ft.

**Average Unit Size:** 680 sq. ft.

**Parking** 70 parking spaces

**Bicycle Parking:** 20 bicycle spaces.

#### **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:** Federal Highway Medium-High Intensity Mixed Use District (FH-2)

**South:** Federal Highway Medium-High Intensity Mixed Use District (FH-2)

**East:** Federal Highway Medium-High Intensity Mixed Use District (FH-2)

**West:** 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 residential uses, with commercial uses further to the east fronting Federal Highway. 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 landowners 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 to automobile travel, provide incentives for quality development, and give definition to the urban form.* Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for new development within the Regional Activity Center. The project is consistent with the Comprehensive Plan based on the following Objectives:

**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.*

**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.*

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

The project is located in Sub-Area 2, geographically defined by the Intracoastal Waterway to the east, Dixie Highway to the west, Sheridan Street to the north and Pembroke Road to the south. This area

includes residential neighborhoods and the Downtown. 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 CW.15:** *Place a priority on protecting, preserving, and enhancing residential neighborhoods.*

## **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.

**Variance:** To increase the building height from 55' to 65'-6". Pursuant to Article 5, Section 5.3.F.

**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 asking a building height increment from 55' to 65'-6". The modest height increases beyond the PS-1 buffer enables a more visually balanced structure without disrupting neighborhood character. This height adjustment will help to provide an attractive and well-proportioned design that fits better with the surrounding architecture

**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 request is compatible with adjacent RAC properties, and further east along Federal Highway, buildings up to 140 feet are permitted. The height increase does not result in any incompatible massing or significant visual intrusion.

**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 requested variance will facilitate the intensifying of residential and commercial land uses where the Comprehensive Plan and ZLDRs anticipate growth. This use is consistent with the permitted uses of the Regional Activity Center.

**FINDING:** Consistent.

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

**ANALYSIS:** This variance is self-imposed. The Zoning and Land Development Regulations allows a building in FH-2 to be 140 feet high; however, if the site is within 100 feet of PS-1, the maximum height is 55 feet. Following this regulation, approximately 100 feet of the building façade will be 55 feet (5 stories) and 20 feet could be 140 feet high. The Applicant has worked with staff to provide a more harmonious design with proportionate architectural volumes.

**FINDING:** Not Consistent.

**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. Pursuant to Article 5, Section 5.3.1.4.

**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 proposed development offers a design that can be seen as a positive example of the vision for the Regional Activity Center. The contemporary design is represented by a series of volumes and geometry, architectural features framing and enhancing the façade. The use of a variety of design materials such as stucco, glass balconies, stone veneer and wood clad tiles create a design that is not intrusive and enhances the character of the neighborhood. The design creates an aesthetic vision that serves as a catalyst for future development in the area.

**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 architectural styles and elements of the proposed development do not exhibit architectural features and styles that are insensitive and incompatible to the surrounding neighborhood. The architectural styles of the surrounding community vary. The design is not intrusive and introduces a fresh look to the neighborhood that helps to propel a sense of community.

**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 Applicant has worked with Staff to design a proposal that is compliant with zoning regulations as it pertains to FAR, setbacks, parking, and landscape requirements. The proposed scale is consistent with the vision of the Regional Activity Center and zoning district.

**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.

**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, on March 27<sup>th</sup>, 2025. Therefore, Staff recommends approval.

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 developments 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 the 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 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 ensure 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 ensuring 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 Meeting