

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

**DATE:** September 9, 2025 **FILE:** 25-DP-02

**TO:** Planning and Development Board

**VIA:** Anand Balram, Planning Manager

**FROM:** Umar Javed, Planner II

**SUBJECT:** HTG Paramount LTD regarding a Design and Site Plan request for an 8-story senior housing development with 96 units and 116 parking spaces in the DH-3 Zoning District within the Regional Activity Center (826 S Dixie Highway)

**REQUEST:**

Design and Site Plan request for an 8 story (95 feet) senior housing development with 96 units in a DH-3 Zoning District within the Regional Activity Center

**RECOMMENDATION:**

Design: Approval.

Site Plan: Approval, if Design is granted.

**BACKGROUND**

The subject site, located at 826 S Dixie Highway comprises approximately 33,577 square feet (0.77 acres), is zoned DH-3 and is located within the Regional activity Center. The lands are situated at the southwest corner of South Dixie Highway and Washington Street, are surrounded by a number of uses such as civic/religious uses to the north (a community church) and industrial/commercial uses to the west.

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.

**REQUEST**

The Applicant is requesting review and approval of the Design and Site Plan application for a 96-unit senior housing development. The applicant is proposing a total of 86 one-bedroom units and 10 two-bedroom units as part of the unit count.

The proposed residential building is designed as an 8-story structure with a maximum height of 95 feet, encompassing approximately 152,800 square feet of gross floor area. The ground level is activated with

a variety of resident-serving functions and amenities, including a main lobby, leasing offices, bicycle parking, a community room, restrooms, storage, and supporting service areas. Other amenities offered as part of the proposed development include a fitness center and outdoor pool, both of which are to be located on the fourth floor.

There are a number of easements noted on the property, including a perpetual roadway easement to the City of Hollywood on Washington Street, a corner chord easement at the corner of Washington Street and S Dixie Highway to Broward County, and a 4 foot road widening dedication to Broward County along S Dixie Highway.

Parking for the project is provided beneath the residential units across the first three levels, containing 116 total spaces. The proposed parking areas are designed with screened façades to minimize visibility from public rights-of-way, in accordance with the requirements of the Regional Activity Center.

The site plan incorporates pedestrian pathways, shaded sidewalks, and bicycle parking, consistent with the Activity Center's emphasis on multimodal connectivity. The building's southwest orientation at the corner of Washington Street and South Dixie Highway provides opportunity for a corner landmark and a defined street edge while also accommodating internal vehicular circulation, service access, and access to the surrounding area.

The applicant has committed to providing public art, in accordance with Section 3.22(J) by incorporating façade treatments and art on the exterior of the building.

Staff note that the applicant has fulfilled all public outreach requirements, including a public consultation meeting which was held for members of the public on April 2, 2025, for informational purposes.

## PROJECT INFORMATION

<b>Owner/Applicant:</b>	HTG Paramount LTD
<b>Address/Location:</b>	826 S Dixie Highway
<b>Net Size of Property:</b>	33,555 square feet (0.77 acres)
<b>Land Use:</b>	Regional Activity Center (RAC)
<b>Existing Zoning:</b>	Dixie Highway High Intensity Mixed-Use District (DH-3)
<b>Present Use of Land:</b>	Commercial
<b>Gross Floor Area:</b>	152,800 square feet
<b>Parking</b>	116 spaces
<b>Bicycle Parking:</b>	9 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>	Dixie Highway High Intensity Mixed-Use District (DH-3)
<b>South:</b>	Dixie Highway High Intensity Mixed-Use District (DH-3)
<b>East:</b>	Dixie Highway High Intensity Mixed-Use District (DH-3)
<b>West:</b>	Dixie Highway High Intensity Mixed-Use District (DH-3)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center, the subject site is surrounded by a mix of low to medium residential developments, commercial properties, and an educational facility. 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 building and parking 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 3.4:** *Encourage combining lots into larger parcels in the 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*

## **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 building features a mix of high-quality materials, including a treated garage façade that utilizes decorative screening to enhance visual interest and minimize the visual impact of the structure. At the ground level, storefront windows activate the pedestrian realm and visually connect the building’s interior with the surrounding streetscape. These transparent façades serve active-use areas such as the lobby and community spaces, fostering an engaging and welcoming environment for residents and visitors. The building also incorporates varied architectural elements—such as balconies, overhangs, and vertical articulation—to reinforce human scale and reflect design characteristics found within the neighborhood.

**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 eight-story development demonstrates compatibility with the evolving architectural character along the South Dixie Highway corridor, which includes a mix of mid-rise and high-rise buildings. Paramount Place fits within this context, contributing to the rhythmic pattern of development that defines the corridor’s urban edge. The project’s scale, massing, and materials are harmonious with the surrounding mix of residential, commercial, and retail

uses, promoting a unified and vibrant streetscape. The building's active ground floor and pedestrian-friendly design further reinforce this compatibility, aligning with the adopted vision for the Dixie corridor as a walkable, transit-oriented, and architecturally cohesive urban district.

**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:** Paramount Place has been designed to reflect appropriate proportions and massing within the evolving context of the South Dixie Highway corridor. Rising eight stories in height, the building establishes a strong urban presence while maintaining a balanced relationship with surrounding structures. The design emphasizes vertical articulation, clean geometries, and material variation to break down the overall scale into a cohesive and legible form. A key architectural feature is the generous ground floor height, which creates a dramatic, light-filled entry experience and accommodates a prominent lobby and amenity spaces. This expression at the base of the building enhances street-level transparency, reinforces the pedestrian scale, and signals a sense of arrival. Rather than relying on heavy massing, the project employs modulation in its façades and window groupings, along with strategic material changes, to reduce visual intensity and provide rhythm and depth to the building's composition.

**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 for Paramount Place has been developed to enhance curb appeal, promote sustainability, and create a welcoming environment for senior residents. At the ground level, a mix of native and regionally appropriate plant species provides shade, softens hardscapes, and activates the pedestrian experience along South Dixie Highway and adjacent walkways. On the fourth-floor amenity deck, a variety of thoughtfully arranged planters introduce greenery and visual interest to the outdoor resident spaces, including the pool area. These elevated plantings contribute to a sense of calm and comfort while supporting the project's environmental goals, such as heat reduction and enhanced outdoor ambiance.

**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 PD Ordinance.

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 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