

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

**DATE:** August 12, 2025 **FILE: 23-DP-26**

**TO:** Planning and Development Board

**VIA:** Anand Balram, Planning Manager

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

**SUBJECT:** Design and Site Plan for a new 8-unit residential development within the RM-18 Zoning District located at 2420-2430 Lincoln Street.

**REQUEST:**

Design and Site Plan for a new 8-unit residential development within the RM-18 Zoning District located at 2420-2430 Lincoln Street.

**RECOMMENDATION:**

Design: Approval.

Site Plan: Approval, if the Design is granted with the following conditions:

1. The applicant shall work with the Division of Planning and Urban Design to improve the design by:
  - a. Refining the building's design on the front façade facing Lincoln Street so that the PVC panels are aligned more cohesively.
  - b. Revise the proposed design and site plan to reflect pedestrian pathways and improve the landscape to enhance the public realm while ensuring the design is consistent with the proposed landscape plan.

**BACKGROUND**

The subject property, located at 2420-2430 Lincoln Street is approximately 0.47 acres, situated within the 'Medium High Density Multiple Family' zoning district (RM-18). The purpose of the Medium High Density Multiple Family zoning district is to guide the development and redevelopment of multiple-family residential buildings and hotels.

The subject property is currently vacant and is accessible from Lincoln Street. The property was previously used to accommodate a one-story apartment complex before being demolished in 2024. The parcel is surrounded by mostly apartment complexes of one and two-story varieties. It's important to note that although the development site falls within the Medium High Density Multiple Family district, it's located less than 300 feet from the Regional Activity Center.

## **REQUEST**

The proposed residential development offers eight three-story townhouse units, with a total building height of approximately 33 feet. The townhouse development has a proposed gross floor area of 13,400 sq ft, with each unit having a total living space of ~1675 sq ft.

The architectural elements of the building are contemporary in nature, featuring a façade with various color stucco finishes and lined with PVC panels. The townhomes are articulated by creating depth through the rhythmic positioning of windows and doors, and various other visual interests. The design includes the use of glazed windows, aluminum railings, and the building is lined with patterns of PVC paneling. Units include an array of porches and terraces. The landscape plan incorporates a variety of native plant material.

The Applicant has worked with the Staff and has complied with the requests of the Technical Advisory Committee to ensure that all applicable regulations are met. Accordingly, the Applicant requests Design and Site Plan approval from the Planning and Development Board for the 8-unit residential development. The proposed development maximizes the highest and best use of the site, in conformity with the Multifamily district. The Development of this site enhances the neighborhood, provides gentle intensification while ensuring the proposed residential development remains harmonious with neighboring properties.

## **SITE Information**

Owner/Applicant:	Avia & SAM LLC
Address/Location:	2420-2430 Lincoln Street
Net Size of Property:	20,521 square feet (0.47 acres)
Land Use:	Medium (16) Residential (MRES)
Zoning:	Medium-High Density Multiple Family (RM-18)
Present Use of Land:	Multi-Family Residential
Year Built:	1946
Gross Floor Area:	13,400 sq. ft.
Average Unit Size:	1675 sq. ft.
Parking:	18 Spaces

## **ADJACENT LAND USE**

North:	Medium (16) Residential (MRES)
South:	Medium (16) Residential (MRES)
East:	Medium (16) Residential (MRES)
West:	Medium (16) Residential (MRES)

## ADJACENT ZONING

North:	Medium-High Density Multiple Family (RM-18)
South:	Medium-High Density Multiple Family (RM-18)
East:	Medium-High Density Multiple Family (RM-18)
West:	Medium-High Density Multiple Family (RM-18)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Medium Residential Land Use area which is characterized by residential uses with a density between 10 and 16 units per gross acre. 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 surrounding community has a mix of commercial and vacant land.

**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.*

*Policy 4.9: Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas. (CWMP Policy CW. 15 AND CW.19).*

*Policy 4.10: Improve visual qualities when undertaking new construction and building rehabilitation and place utility lines underground, when feasible. (CWMP Policy CW.16)*

**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. (see Comprehensive Plan, page LU-76).*

Objective 4 provides for improved architectural and streetscape design standards. Policy 4.10 Place a priority on protecting, preserving and enhancing residential neighborhoods. The proposed development provides an increase in density from 4 dwelling units on the 0.47-acre parcel to 8 units with a density of 18 units per acre.

The proposed development consists of intensifying an existing low-density residential underutilized parcel located within the North Central Hollywood neighborhood in the central portion of the city. Objective 5 of the Comprehensive Plan provides for appropriate infill redevelopment through the use of improved architectural and streetscape standards. The proposal provides a contemporary architectural design with different materials implemented to articulate the building's side façade to appropriately face Lincoln Street. The proposal also includes enhanced landscaping along Lincoln Street, including native vegetation.

## CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is in Sub-Area 3, geographically defined by Dixie Highway to the east, Stirling Road to the north, Pembroke Road to the south, and I-95 to the west. This area includes the residential neighborhoods of Liberia/Oakwood Hills, North Central and South Central. The proposed request is consistent with the City-Wide Master Plan based upon the following economic development, geographic, land use, zoning considerations:

**Guiding Principle:** *Promote the highest and best use of land in each sector of the city without compromising the goals of the surrounding community (see Comprehensive Plan, pg. LU-2)*

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

**Policy CW.82:** *Inventory vacant land and determine the potential for additional residential development*

## 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 contemporary design of the project features an interplay of large and small windows on an irregular layout to spark interest at the pedestrian level. This motif is repeated at several locations throughout the design with different modern building materials. The front facade features a ground- to-roof level PVC panels that mimic the irregular nature of the windows, which provide interesting shadows on the building during the day and lighting at night. The garage screen also incorporates irregularity while emphasizing verticality with composite slats for durability.

**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:** Located in the RM-18 zoning district, the neighborhood contains predominantly multifamily residential developments, the neighborhood-scale development. A diverse amount of building archetypes and different architectural styles can be

found in this area, such as single-family homes, modern condominiums & apartments, and local shops with a wide range of services provided. The proposed development is compatible with mixed architectural styles while incorporating that very irregularity into its architectural details and building components.

**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 RM-18 zoning district allows for a height of 45 feet. This is the case due to the location of the project site being so close to downtown. Even though immediate neighboring buildings are smaller in size, smaller single-family homes, similar-scale developments can be found in the areas nearby. additionally, many future developments will be located around the project site. The project features modern architectural designs and is of similar massing and height of its neighboring buildings.

**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 Landscaping for the project will be of varied native plants typically used in South Florida while also maintaining sustainable methods that abide by the LEED green building certification and practices.

**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. 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 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 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 and supporting documents