

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

DATE: May 20, 2025 **FILE:** 25-L-50

TO: Planning and Development Board

FROM: Anand Balram, Planning Manager

SUBJECT: Text Amendment to the Future Land Use Element of the Comprehensive Plan to add residential dwelling units and reduce commercial and office square footage within the Regional Activity Center (RAC)

REQUEST:

An Ordinance of the City Commission of the City of Hollywood, Florida, amending the text of the Future Land Use Element of the City of Hollywood Comprehensive Plan to allocate an additional 8,000 mid-rise and high-rise residential units and reduce 730,000 square feet of commercial land uses and 200,000 square feet of office space within the Regional Activity Center (RAC).

RECOMMENDATION:

The Planning and Development Board, acting as the Local Planning Agency, forward *a recommendation of approval* to the City Commission, with the following condition:

1. That all outstanding correspondence required for the Land Use Text Amendment Application, be submitted and included in the final package prior to the first reading by the City Commission.

BACKGROUND

The City of Hollywood (“the Applicant”) is seeking a text amendment to the Future Land Use Element of the Comprehensive Plan to allocate additional dwelling units and reduce commercial and office square footage within the Regional Activity Center (RAC), a 1,450-acre activity center generally located along Federal Highway/US-1, Dixie Highway, and Hollywood Boulevard. The RAC includes Downtown Hollywood and key commercial and residential corridors.

To maintain consistency with level of service standards and traffic capacity, the amendment also reduces commercial square footage by 730,000 square feet and office square footage by 200,000 square feet.

This proposal supports the vision of the RAC to be a vibrant, high-density, mixed-use area that promotes:

- Pedestrian-oriented development
- Public transit use and multi-modal transportation
- Public health and safety
- Mixed-use and sustainable buildings
- Preservation of existing single-family neighborhoods
- Aesthetically cohesive communities

This amendment also addresses housing pressures in the City by expanding opportunities for vertical, transit-supportive residential development.

By allocating more dwelling units this amendment will also ease the pressure on housing demand in the City. The current allocation is as follows:

EXISTING	
Regional Activity Center (Hollywood); Activity Center (Broward)	
Permitted Use	Density/Intensity
Hotel:	215 rooms
Residential Land Uses:	15,100 DU*
Commercial Land Uses:	3,280,000 square feet
Industrial Land Use:	650,000 square feet
Office Uses	1,500,000 square feet
Community Facilities	390,000 square feet

**Consisting of*

<i>Single Family:</i>	<i>3,590 units</i>
<i>Town Home:</i>	<i>1,510 units</i>
<i>Garden Apt:</i>	<i>7,500 units</i>
<i>High Rise:</i>	<i>3,000 units</i>

The proposed allocation will be:

PROPOSED	
Regional Activity Center (Hollywood); Activity Center (Broward)	
Permitted Use	Density/Intensity
Hotel:	215 rooms
Residential Land Uses:	23,600 dwelling units*
Commercial Land Uses:	2,550,000 square feet
Industrial Land Use:	650,000 square feet
Office Uses	1,300,000 square feet
Community Facilities	390,000 square feet

**Consisting of:*

<i>Single Family:</i>	<i>3,590 units</i>
<i>Town Home:</i>	<i>1,510 units</i>
<i>Garden Apt:</i>	<i>7,500 units</i>

<i>Mid Rise:</i>	<i>1,000 units</i>
<i>High Rise:</i>	<i>10,000 units</i>

The RAC features a diverse mix of residential, commercial, and light industrial development. Key corridors such as Federal Highway and Dixie Highway include a mix of professional offices, motels, restaurants, retail, car dealerships, and auto repair shops. Hollywood Boulevard serves as a central spine of commercial activity and includes the Historic Downtown, mixed-use high-rise buildings, and major development sites such as the Hollywood Bread Building and Young Circle.

Residential neighborhoods located between the commercial corridors are predominantly low-density, with some medium-density developments.

The RAC also includes historic sites such as:

- Old City Hall (219 N 21st Avenue)
- Hutchinson Hotel (404 N 17th Avenue)
- First Baptist Church (1707 Monroe Street)
- Dunham’s Grocery (2410 Taylor Street)
- Young Circle Park (1 Young Circle)

Ongoing and planned high-rise projects near Young Circle—including a 25-story tower with 362 units and a 35-story twin tower project with 802 units and substantial commercial space—illustrate the transformation of the RAC into a regional hub for housing and employment.

The amendment strategically directs future growth to major corridors and nodes, while preserving existing residential neighborhoods that are not projected to redevelop.

SITE INFORMATION:

Owner/Applicant: City of Hollywood
Address/Location: Regional Activity Center

CONSISTENCY WITH THE COMPREHENSIVE PLAN:

The proposed text amendment is consistent with the Comprehensive Plan, based upon the following goals and objectives:

Future 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 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.*

Housing Element:

Goal: *To provide an adequate supply of decent, safe, and sanitary housing that is affordable to present and future residents of Hollywood.*

Objective 1: *To ensure the provision of sufficient housing, the City, through revision its regulations, shall offer incentives to residential development for all income levels. The City shall also provide technical and financial assistance to those agencies working toward the provision of new housing and rehabilitation housing units to meet the housing needs of the City's existing and projected population.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The City-Wide Master Plan is a compilation of policy priorities and recommendations designed to improve the appearance, appeal, and economic tax base of the City. It establishes a format for future direction and vision for the City. The proposed text amendment is consistent with the City-Wide Master Plan based upon the following Guiding Principles and City-Wide Policies:

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

Guiding Principle: *Preserve stable single-family neighborhoods while providing alternative housing options that will meet the needs of all residents in the City of Hollywood.*

SUMMARY OF FINDINGS

The proposed text amendment to the Future Land Use Element of the Comprehensive Plan reallocates development potential within the Regional Activity Center (RAC) to better align with current housing demand, transit-supportive growth patterns, and the City's long-term vision for a vibrant, mixed-use urban core.

The amendment increases the residential dwelling unit allocation by 8,000 units and proportionally reduces commercial and office square footage, thereby supporting the RAC's transformation into a high-density, multimodal district while preserving surrounding residential neighborhoods.

The request is consistent with and in conformity with the goals, objectives, and policies of BrowardNext, the City's Comprehensive Plan, and the Citywide Master Plan.

ATTACHMENTS

- ATTACHMENT A: Proposed Amendment to the City's Comprehensive Plan
- ATTACHMENT B: Regional Activity Center Land Use Text Amendment Application
- ATTACHMENT C: Regional Activity Center Development Tally