

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

DATE: September 9, 2025 **FILE:** 24-DPV-31b

TO: Planning and Development Board

VIA: Anand Balram, Assistant Director/Chief Planner

FROM: Umar Javed, Planner II

SUBJECT: Oakwood Plaza LP & Oakwood Business Center LP/Brandon Reynolds regarding the Design and Site Plan Review for an 8-story multi-family residential building of approximately 280 units and associated parking areas in a Planned Development (PD) Zoning District, as established by O-2023-09, within the Oakwood Activity Center (2800 Oakwood Boulevard)

REQUEST:

Design and Site Plan request for a 280 unit multi-family residential building of approximately 233,738 square feet and 8 stories (92 feet) and associated parking garage in a Planned Development (PD) Zoning District within the Oakwood Activity Center.

RECOMMENDATION:

Forward a recommendation to the City Commission as follows:

Design: Approval.

Site Plan: Approval, with the following conditions:

1. The applicant continues to work with City staff prior to the approval of any building permit with regards to improving the public realm and pedestrianization efforts on the ground level, including connections to the surrounding area, including the adjacent park and lake.
2. The applicant work with City staff to establish and meet the requirements for public art as part of the proposed development.
3. Pursuant to Section 4.15(E) The City shall be allowed access on privately owned roads, easements and common open space to ensure police and fire protection of the area, to meet emergency needs, to conduct City services and to generally insure the health, safety and welfare of the residents of the Planned Development.
4. The Oakwood Plaza will be maintained up to the minimum standards, included within a declaration of covenants restrictions and easements as administered by the Master Developer.
5. Master Developer approval is required to be submitted prior to the submittal of the building permit submittal.
6. Any permit, building or similar, submitted by a third-party applicant requires approval in writing by the PD Master Developer prior to submittal to the City of Hollywood.

BACKGROUND

The subject site comprises approximately 8.20 acres located at 2800 Oakwood Boulevard within the Oakwood Activity Center. The Oakwood Activity Center was established by the City Commission on June 6, 2021, as part of a citywide initiative to encourage mixed-use redevelopment in underutilized commercial and industrial areas.

The subject property is currently vacant and is adjacent to Oakwood Hills Park to the south, a community lake to the east, and commercial uses to the north, including hotel uses (La Quinta Hotel). The overall site is situated within the Oakwood Plaza area, bounded by Oakwood Blvd to the east, I-95 to the west, Stirling Road to the north, and Sheridan Street to the south, with direct access to Oakwood Boulevard and regional access to I-95. Surrounding uses include large-format retail, commercial services, and regional shopping destinations to the west and south, and established residential neighborhoods to the east. This locational context positions the site as a transitional node between regional commercial activity and nearby residential communities, providing an opportunity to integrate higher-density housing into an area that historically lacked residential options.

On June 7, 2023, the City Commission approved the rezoning of the greater Oakwood Plaza area, including the subject property, from Low Intensity Industrial and Manufacturing (IM-1) to Planned Development District (PD) through Ordinance O-2023-09. The intent of the rezoning was to facilitate the comprehensive redevelopment of the Oakwood Plaza area, transitioning the district from its historical industrial and commercial character to a higher-density mixed-use environment with an emphasis on pedestrian connectivity, multimodal mobility, and placemaking. The Activity Center land use designation and PD zoning framework were applied to expand the City's housing stock, broaden the commercial footprint, and promote long-term economic vitality consistent with the Comprehensive Plan's goals of encouraging infill redevelopment, diversifying housing, and fostering walkable, mixed-use centers.

As part of the original rezoning application, City Commission also approved the Oakwood Master Development Plan, which envisioned the subject property as part of a multi-phased redevelopment strategy. On March 19, 2025, the City Commission approved the associated Design and Site Plan application (City File 24-DP-31) for Phase 1 of the Master Plan—Oakwood Plaza South Retail Shopping Center—authorizing approximately 120,000 square feet of new retail development. Phase 1 initiated the commercial component of the Master Plan, while Phase 2 introduces a residential component, further advancing the mixed-use character envisioned for the Activity Center.

The current application represents Phase 2 of the Master Development Plan and proposes a 280-unit multifamily residential development on the subject site. This application is accompanied by a Variance request (24-JV-31b) to the Oakwood PD zoning district to permit reduced setbacks along internal and external public rights-of-way within the PD zoning district. Staff notes that additional phases of the Oakwood Master Development Plan are contemplated in the future to further advance the integration of residential and commercial uses within the Activity Center. At this time the applicant has provided that the redevelopment of Oakwood Plaza will be done in phases once commercial leaseholds within the plaza expire. The applicant has fulfilled their public participation requirements, including a public consultation meeting which occurred on October 7, 2024.

Pursuant to the PD zoning district provisions, all Design and Site Plan applications require final approval by the City Commission. The Planning and Development Board is tasked with reviewing the Phase 2 application and forwarding a recommendation to the City Commission regarding the proposed multifamily development.

REQUEST

The Applicant is requesting review and approval of the Design and Site Plan for Phase 2 of the Oakwood Master Development Plan, consisting of a multi-family residential development with approximately 280 dwelling units and associated structured parking.

The proposed residential building is designed as an 8-story structure with a maximum height of 89 feet, encompassing approximately 233,198 square feet of leasable residential floor area. The ground level is activated with a variety of resident-serving functions and amenities, including a main lobby, leasing office, package and mail facilities, games room, and supporting service areas. Outdoor amenities include a pool deck, landscaped courtyard, and pedestrian plazas, contributing to the overall open space network envisioned in the Oakwood Activity Center.

Parking for the project is provided within a structured parking garage integrated into the building footprint, containing 353 total spaces. The garage is designed with screened façades and liner units to minimize visibility from public rights-of-way and adjacent residential areas. Additional on-street and surface guest parking spaces are incorporated along internal drives to improve accessibility and circulation.

The site plan incorporates pedestrian pathways, shaded sidewalks, and bicycle parking, consistent with the Activity Center's emphasis on multimodal connectivity. The building's orientation along Oakwood Boulevard establishes a defined street edge while also accommodating internal vehicular circulation, service access, and connections to adjacent phases of the Master Development Plan.

In addition to this request, the Applicant has also submitted a Variance application to permit reduced building setbacks along certain internal and external rights-of-way. This Variance is being processed under a separate application and is not under consideration as part of this Design and Site Plan approval.

Approval of the present request would advance the next phase of redevelopment within the Oakwood Activity Center, furthering the transition toward a walkable, mixed-use district that balances new housing supply with high-quality design and resident amenities. Following Planning and Development Board, the applicant will be required to appear before City Commission to obtain formal approval (prior to building permits, if approved). Staff note that upon approval, the available units in the Regional Activity Center tally would not be impacted, as the proposed development is in a PD and is tied to the Oakwood Center tally.

PROJECT INFORMATION

Owner/Applicant:	Oakwood Plaza LP & Oakwood Business Center LP/Brandon Reynolds
Address/Location:	2800 Oakwood Boulevard
Net Size of Property:	357,100 sq. ft. (8.12 acres)
Land Use:	Oakwood Activity Center
Existing Zoning:	Planned Development (PD)
Present Use of Land:	Vacant
 Gross Floor Area:	 233,000 square feet

Parking	353 spaces
Bicycle Parking:	42 spaces

ADJACENT LAND USE

North:	Oakwood Activity Center
South:	Oakwood Activity Center
East:	Oakwood Activity Center
West:	Industrial (IND)

ADJACENT ZONING

North:	Planned Development (PD)
South:	Planned Development (PD)
East:	Planned Development (PD)
West:	Low Intensity Industrial and Manufacturing District (IM-1)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Oakwood Activity Center the subject site is surrounded primarily by commercial 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 Oakwood 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 area, encourages redevelopment of the area, and provides a model for new development within the Oakwood 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 Oakwood 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 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 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 Oakwood 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 CW.44: *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

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 Oakwood Activity Center land use designation contemplates mixed use developments that reduce the reliance on the automobile to move between land uses. The proposed project is the second phase (residential component) of a multi-phase development that provides a variety of uses within the area, further reinforcing the objectives of the City Wide Master Plan.

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 of the building has been meticulously crafted, integrating thoughtful details, high-quality materials, and fostering a harmonious relationship with the pedestrian environment. The application of natural-looking materials, such as composite wood cladding, in double-height areas enhances familiarity at the pedestrian scale, thereby strengthening connections with the predominantly natural surroundings of the neighborhood. Additionally, the incorporation of larger windows and expansive glazing at the ground level promotes increased connectivity and activation, enriching the overall experience of the project. The applicant will continue to work with Staff to enhance and improve pedestrianization and improvements to the public realm through permitting.

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 residential project is complementary to the surrounding uses as the building will be located in a mixed-use district that will ultimately activate the southeastern corner that is presently vacant. The site is adjacent to a lake and park that will serve the residents of the proposed building. *The proposed project is strategically positioned amidst commercial structures characterized by outdated architectural styles. Surrounded by canals, lakes, parks, and La Quinta, the project aims to revitalize the neighborhood by introducing contemporary architecture and an enhanced lifestyle. The design is sensitive to the natural environment, utilizing composite wood materials and light earthy tones, complemented by darker hues at the upper levels to create a visual contrast that respects the lush greenery of the area*

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 proposed building is an eight-story building approximately 89 feet in height. The scale of the building is not anticipated to have any negative impacts on the surrounding community. For example, the La Quinta building in the plaza features a six-story structure, while the Meridian Apartments stand at eight stories, mirroring the height of the proposed project. The proposed building scale is comparable to these existing developments and occupies a smaller footprint than the commercial buildings across the canal. Consequently, the project occupies a balanced position in terms of scale and massing, integrating with the surrounding architectural landscape.

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 proposed landscaping plan is proposing to conduct a number of replanting opportunities and enhance the landscaping on site. The applicant is proposing the following species of trees, such as Pigeon Plum, Silver Buttonwood, Dahoon Holly, Simpson's Stopper, Southern Live Oak, Alexandra Palm, Royal Palm and Cabbage Palmetto. For shrubs and ground covers the applicant is proposing to use Red Tip Cocoplum, Silver Buttonwood, Dwarf Walter's Viburnum, Horizontal Coco Plum, Green Island Indian Laurel, Sword Fern, Wart Fern and Florida Coontie. There are only four existing trees which three are invasive and the

other tree is too large to keep in place and is being mitigated as a result of the proposed development.

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:	Ordinance O-2023-09
Attachment D:	Public Participation