

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

DATE: June 10, 2025 **FILE:** 23-DP-45

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Carmen Diaz, Planning III

SUBJECT: Design and Site Plan for a four-story residential development consisting of 62 units in the DH-2 zoning district within the Regional Activity Center (RAC).

REQUEST:

Design and Site Plan for a four-story residential development consisting of 62 units in the DH-2 zoning district within the Regional Activity Center (RAC).

RECOMMENDATION:

Design: Approval,

Site Plan: Approval if the Design is approved

REQUEST

The Applicant requests a Design and Site Plan for a residential development consisting of 62 units. The subject property is zoned 'Dixie Highway Medium Intensity Multi-Family District' (DH-2) and has a land use designation of 'Regional Activity Center' (RAC). The property originally comprised of two parcels; however they have since been unified, and the site area is approximately 0.94 acres.

The proposed building is 4 stories high and consists of a mix of one-bedroom, one-bedroom and a den, two-bedroom, and three-bedroom residential units. The request is compliant with the maximum height allowed in DH-2 zoning district of 45 feet. Rooftop amenities include an open courtyard, a pool, a pool deck, open lounges with BBQ areas, trellises and a long-landscaped area. The DH-2 zoning district requires 20% of landscape and the Applicant is complying with this requirement by providing ground-level green space and rooftop plantings.

The project includes designated parking spaces, guest parking, a loading zone and bicycle racks. The proposed building adheres to the parking requirements for each residential unit as stipulated by the respective zoning regulations. Vehicular access is provided via Fillmore Street, with an exit on Pierce Street, and primary pedestrian access is located on Fillmore Street.

The Applicant is providing all required setbacks. The architectural elements of the building are modern and contemporary in nature and provide depth and articulation showcasing continuous glass balconies, stucco framing each unit. The window styles and sizes are uniform in height and width, creating a rhythmic aesthetic. The ground floor shows glass to identify the main entrance to the building. The floors above are stucco framed to identify the residential units. The neutral color scheme, accented with complementary tones, enhances the architectural elements of the building. The design incorporates various materials, while the landscaping features a variety of native plants.

The Applicant has worked with Staff to meet all applicable requirements. The design is a positive example of the vision for the Regional Activity Center. It is noted that at the time of writing the concurrency of this development remains outstanding with regards to wastewater infrastructure. Nonetheless, staff has found the Applicant in compliance with all the criteria for Site Plan review given the inclusion of a condition to remedy the challenge at time when more pertinent information is available. This condition provides that the Applicant will work with the Department of Public Utilities to establish a Sewer Utilities Agreement to provide the necessary infrastructure to support the requested site plan design prior to building permitting.

SITE DATA

Owner/Applicant:	DTD 190 LLC.
Address/Location:	2224 Pierce Street
Net Size of Property:	39,504 sq. ft. (0.90 acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	Dixie Highway Medium Intensity Multi-Family District (DH-2)
Present Use of Land:	Multifamily Residential
Year Built:	1997 (Broward County Property Appraiser)
Gross Floor Area:	62,700 sq. ft.
Average Unit Size:	812 sq. ft.
Parking	99 parking spaces (including 4 ADA parking spaces)
Bicycle Parking:	4 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:	Dixie Highway Medium Intensity Multi-Family District (DH-2)
South:	Dixie Highway Medium Intensity Multi-Family District (DH-2)
East:	Dixie Highway Medium Intensity Multi-Family District (DH-2)
West:	Dixie Highway Medium Intensity Multi-Family District (DH-2)

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 Dixie 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 for 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 3, geographically defined by 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 and the commercial corridor of Hollywood Boulevard. 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 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 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 rectangular building with walls framing balconies and windows. The geometry and architectural features enhance the facades. The use of a variety of design materials such as stucco, glass balconies, and aluminum louvers create a design that is not intrusive and enhances the character of the neighborhood. The design creates an aesthetic vision that serves as an example for future developments 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 provide 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 height, 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.

ANALYSIS: The Applicant has worked with the City Landscape Reviewer to incorporate a variety of compatible plant types and forms into the design. The required landscape of 20% in the DH-2 district is provided on the ground floor and the roof surrounding the building amenities. The proposed landscape helps articulate the property and enhance the design of the building by incorporating 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 31, 2025. Therefore, Staff recommends approval with the condition specified above.

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 people 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 get 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 the 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 well as 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