

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

**DATE:** June 13, 2023 **FILE:** 23-Z-33

**TO:** Planning and Development Board

**FROM:** Mawusi Khadija Watson, Planning Administrator

**SUBJECT:** HFL Landings Owner LLC request a modification of the Diplomat Landing’s Planned Development Master Development Plan to include 350 Condo Units and 500 Hotel Rooms as reflected in the City’s Comprehensive Plan (Diplomat Landings).

**REQUEST:**

Modification of the Diplomat Landing Master Development Plan to add 350 condo units and 500 hotel rooms as reflected in the City’s Comprehensive Plan.

**RECOMMENDATION:**

Forward a recommendation to the City Commission as follows:

Modifications: Approval.

Master Plan: Approval.

**BACKGROUND**

The subject site comprises approximately 19.1 acres situated on both the east and west sides of A1A, north of Hallandale Beach Boulevard.

On May 20th, 1992, the City of Hollywood approved the rezoning of the subject property from Beach Residential District (R-6A) and the Beach Business District (B-1-A) to the City of Hollywood Planned Development District (PD). The intention was to develop a resort community concept which included the renovation of the existing hotel to include 655 rooms, 386 residential units, and related commercial and recreational facilities.

In 1998, the City Commission granted approval of the Diplomat Landing Planned Development Master Plan for the Diplomat Resort and Country Club. The complex, which includes multifamily residential units, hotel rooms, convention center, retail and associated parking, has been in operation for years.

In 2019, the City of Hollywood amended the City’s Comprehensive Plan to adopt the Diplomat Activity Center (DAC) Land Use designation, becoming the first municipality able to grant this land use designation to a private landowner. The proposed land use changes included the addition of 350 multi-family units, 1500 hotel rooms, 75,000 square feet of commercial/office spaces and 150,000 square foot of convention center space.

**REQUEST**

Today’s request is to modify the Diplomat Landing Planned Development (PD) District. The purpose of a PD is, *“to permit larger tracts of land under unified control to be planned and developed as a whole (as a single operation or an approved series of operations) with a greater amount of flexibility by removing some of the detailed restrictions of conventional zoning. Planned Developments are recognized as serving the public interest and are encouraged...”* (see Attachment B).

The proposed modification to the master plan request is consistent with the Diplomat’s redevelopment efforts on the east side of S. Ocean Drive. The requested PD modification adds 350 multi-family units and 500 hotel rooms to the west side of the Master Development Plan that will take place in two places. This Plan, which is consistent with the adopted land use plan of 2019, creates four distinct areas, **totaling** the following maximums:

- 75,000 square feet of commercial/office;
- 350 multi-family dwelling units;
- 1500 hotel rooms<sup>1</sup>; and,
- 150,000 square feet of Convention Center.

Notwithstanding, the Master Development Plan provides an essential framework for future site plans submissions (e.g, the Condo and the Condo Hotel). An additional review will be required during the Site Plan approval process to ensure consistency with the recommended conditions of approval, Zoning and Land Development Regulations, and the City’s vision. The applicant anticipates these site plans being processed during the summer.

**SITE INFORMATION**

|                                |                                            |
|--------------------------------|--------------------------------------------|
| <b>Owner/Applicant:</b>        | HFL Landing Owner LLC                      |
| <b>Address/Location:</b>       | 3451-3690 S. Ocean Drive                   |
| <b>Gross Size of Property:</b> | 19.1± acres                                |
| <b>Land Use:</b>               | Activity Center (Diplomat Activity Center) |
| <b>Existing Zoning:</b>        | Planned Development (PD)                   |
| <b>Proposed Zoning:</b>        | Planned Development (PD)                   |
| <b>Existing Use of Land:</b>   | Commercial, Office, and Hotel              |
| <b>Year Built:</b>             | 2001 (Broward County Property Appraiser)   |

**ADJACENT LAND USE**

|               |                                     |
|---------------|-------------------------------------|
| <b>North:</b> | Medium-High (25) Residential (MHES) |
| <b>South:</b> | Medium-High (25) Residential (MHES) |
| <b>East:</b>  | Broadwalk                           |
| <b>West:</b>  | Intercostal Waterway                |

**ADJACENT ZONING**

|               |                                                                        |
|---------------|------------------------------------------------------------------------|
| <b>North:</b> | High Multiple Family (RM-25)                                           |
| <b>South:</b> | High Multiple Family (RM-25) & Low Intensity Commercial District (C-1) |
| <b>East:</b>  | Broadwalk                                                              |
| <b>West:</b>  | Intercostal Waterway                                                   |

**CONSISTENCY WITH THE COMPREHENSIVE PLAN**

The intent of the Land Use Element of the Comprehensive plan is to lay out a broad physical plan for the future development of the City. This is the only element describing appropriate locations for future Land Use and declares the policies regulating their location and development. The Land Use Element takes into consideration factors affecting current development trends. Land Use Plan Amendment (18-L-08) changed the Future Land Use Map (FLUM) to incorporate the creation of the Diplomat Activity Center (DAC). Additionally, it adds 350 multi-family units and 500 hotel rooms. Therefore, the proposed modifications are consistent with the following policies of the Comprehensive Plan:

---

<sup>1</sup> 1000 of these rooms already exist on the east side of the development; thus, only 500 hotel rooms will be added to the west side of the development

**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.*

**Policy 1.3:** *Maintain the City Code or Zoning and Development regulations to require that all new and existing unsewered development, where practical and financially feasible, including new residential units, be connected to the sewer system.*

**Objective 3.2:** *Assist, coordinate and monitor adjacent municipalities' land development efforts along major thoroughfare corridors and, when feasible, implement plans, Capital Improvement Projects and other programs to supplement and enhance economic development, land use changes, streetscape design, and infrastructure service improvements along these corridors.*

**Objective 4:** *Maintain and enhance neighborhoods business, utilities, industrial and tourist areas that are not blighted.*

**Policy 4.5:** *Maintain the City of Hollywood Zoning Map and Zoning and Development Regulations that provide for compatibility of adjacent land uses by rezoning or strengthening buffering requirements between land uses.*

**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)*

**CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:**

The project is located in Sub-Area 4, Hollywood Beach is defined by the Atlantic Ocean to the east, the Intercostal Waterway to the west, Dania Beach Boulevard to the north, and Hallandale Beach Boulevard to the south. The Beach is comprised of three very distinct areas, North Beach, Central Beach and South Beach, which could be broken down further into sub-sectors. The proposed modification is consistent with the City-Wide Master Plan, based upon the following Guiding Principles and 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.*

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

**Policy CW.44:** *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

**Policy CW.50:** *Identify areas where buffers can be provided between residential and commercial/industrial uses and develop incentives to spur privately financed improvements.*

**APPLICABLE CRITERIA**

**Analysis of Criteria and Findings for Rezoning** as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

**CRITERIA 1:** That the petition for a change of zoning district will not result in spot zoning or contract zoning.

**ANALYSIS:** The Petition for PD Zoning and PD Master Plan amendment (the "Amendment") will not result in spot zoning or contract zoning. In fact, the Amendment, will ensure that the PD Zoning and PD Master Plan for the Property is consistent with its underlying land use

designation by implementing the vision contemplated in the Diplomat Activity Center of 350 residential units and 500 hotel rooms being developed on the Property.

**FINDING:** Consistent

**CRITERIA 2:** The proposed change is consistent with and in furtherance of the Goals, Objectives and Policies of the Comprehensive Plan.

**ANALYSIS:** The Amendment is consistent with and in furtherance of the Goals, objectives and policies of the City. As noted by staff during the land use amendment process for the Property, the PD Amendment, PD Zoning and Parking requirements set forth in O-2016-05 (see attached Adopted Ordinances).

**FINDING:** Consistent

**CRITERIA 3:** That conditions have substantially changed from the date the present zoning district classification was placed on the property which make the passage of the proposed change necessary.

**ANALYSIS:** The conditions of the Property have substantially changed because the Property's land use designation was amended specifically in contemplation of allowing additional residential and hotel uses on the Property. The proposed Amendment is necessary to make the Property's zoning consistent with its land use designation.

**FINDING:** Consistent

**CRITERIA 4:** The proposed change will not adversely influence living conditions in the neighborhood.

**ANALYSIS:** The proposed change will not adversely influence living conditions in the neighborhood. Rather, the proposed change will provide for additional living and accommodation uses in close proximity to the waterway and will allow many more of the City's residents and visitors to enjoy the unique natural features of the city.

**FINDING:** Consistent

**CRITERIA 5:** That the proposed change is compatible with the development(s) within the same district/neighborhood.

**ANALYSIS:** The proposed change is compatible with the existing development within the PD and add to the ability of the existing hotel to provide hotel rooms in close proximity to the existing convention center. The proposed Amendment will ensure that the height of the PD does not exceed the existing height of 457 feet. In addition, the uses contemplated in the Amendment will be compatible by providing additional luxurious residential options within the PD.

**FINDING:** Consistent

#### **SUMMARY OF FINDINGS**

1. Pursuant to the City's Comprehensive Plan and the City's Zoning and Land Use Development Regulations, Staff finds the proposed modification adding 350 multi-family and 500 hotel rooms to be consistent with the City's Comprehensive Plan.

2. Pursuant to the City-Wide Master Plan Guiding Principles as identified, Staff finds the proposed Land Use change for the property located on the east and west sides of A1A north of Hallandale Beach Boulevard, commonly referred to as Diplomat to be consistent with the City-Wide Master Plan.

Additional review will be required during the Site Plan to ensure consistency with the Zoning and Land Development Regulations and the City's vision.

**ATTACHMENTS**

ATTACHMENT A: Application Package

ATTACHMENT B: §4.15, Planned Development District Regulation

ATTACHMENT C: Adopted Ordinances and Resolutions

ATTACHMENT D: Criteria Statement