

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

**DATE:** June 10, 2025 **FILE:** 23-DP-09

**TO:** Planning and Development Board

**VIA:** Anand Balram, Planning Manager

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

**SUBJECT:** Design and Site Plan for an 8-story multifamily development of 70 units, located in the FH-2 Zoning District within the Regional Activity Center.

**REQUEST:**

Design and Site Plan for an 8-story multifamily development of 70 units, located in the FH-2 Zoning District within the Regional Activity Center.

**RECOMMENDATION:**

Design: Approval.

Site Plan: Approval if the design is granted with the following conditions:

1. The applicant shall work with staff to improve the building's design and ensure that the building's entrance is clear for pedestrians' view, the architectural plans should be consistent with the proposed renderings, and the exterior materials should be reviewed to ensure a cohesive and contextually appropriate design.
2. A Unity of Title must be in a form acceptable to the City Attorney, prior to the issuance of any building permits, and the Unity of Title shall be recorded in the Public Records of Broward County immediately upon approval by the City Attorney.

**BACKGROUND**

The subject site at 1735-1739 Jackson Street is approximately 0.43 acres, situated within the Regional Activity Center. The intention of the Regional Activity Center (RAC) is 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. Furthermore, the purpose of the RAC is to concentrate density in specific areas, protecting adjacent residential neighborhoods from excessive growth and commercial intrusion while accommodating a diverse range of housing types, heights, and intensities, which is ideal for sustainable growth.

The development site consists of two parcels where single-family homes currently reside. The development site will be solely accessed from Jackson Street, and an alley borders the property to the north. The parcel is adjacent to a variety of uses, including mixed-use developments, educational facilities, and single-family homes. The parcel is adjacent to single-family homes to the east, and to the west is adjacent to a new 18-story mixed-use development better known as 'The Tropics'. To the south, the property is across from Hollywood Central Elementary School and the Zion Lutheran Church.

## REQUEST

The applicant is requesting a review and approval of the Design and Site Plan for a new 70-unit residential development located in the FH-2 zoning district within the Regional Activity Center.

The proposed 8-story multifamily development is approximately 86 feet and 3 inches in height and is comprised of 70 units with a mix of one and two-bedroom apartments. The residential development has a total gross floor area of approximately 65,397 square feet, accessed directly from Jackson Street. An alley borders the property; however, the development site will be solely accessed from Jackson Street.

The proposed multifamily development is a modern residential building that uses a block-style step down effect that balances the view of adjacent properties. The building façade is dressed with various materials such as porcelain tile "wood-like", impact glass with aluminum frames, and aluminum clad in "birds-nest" style design feature over the entry and the upper floors. The function of the building is balanced and evenly distributed throughout. The building provides 2-story parking on the ground floor and on the 2nd floor. Bike racks are provided on the second floor. The multifamily development proposes a 1,868 SF fitness center along with a swimming pool and deck located on the 6<sup>th</sup> floor on the east side of the building.

## PROJECT INFORMATION

<b>Owner/Applicant:</b>	1735-1739 Jackson Street, LLC/SR Jackson Consulting LLC
<b>Address/Location:</b>	1735-1739 Jackson Street
<b>Net Size of Property:</b>	18,834 sq. ft. (0.43 acres)
<b>Land Use:</b>	Regional Activity Center (RAC)
<b>Existing Zoning:</b>	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
<b>Present Use of Land:</b>	Residential
<b>Gross Floor Area:</b>	65,397 sq. ft.
<b>Parking:</b>	106 spaces

## ADJACENT LAND USE

<b>North:</b>	Regional Activity Center (RAC)
<b>South:</b>	Regional Activity Center (RAC)
<b>East:</b>	Regional Activity Center (RAC)
<b>West:</b>	Regional Activity Center (RAC)

## ADJACENT ZONING

<b>North:</b>	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
<b>South:</b>	Government Use District (GU)
<b>East:</b>	Federal Highway Low-Medium Intensity Mult-Family (FH-1)
<b>West:</b>	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center, the subject site is surrounded by a mix of low to medium residential developments, commercial properties, and an educational facility. 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 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 area, encourages redevelopment of the area, and reduces blight within the Regional 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 Regional 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 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.*

**Land Use Element – Objective 5:** *Encourage appropriate infill, redevelopment in blighted areas throughout the City, and economic development in blighted business and tourist areas.*

## CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 2, geographically defined by the Intracoastal Waterway to the east, Dixie Highway to the west, Sheridan Street to the north and Pembroke Road to the south. This area includes the residential neighborhood of the Lakes, West Lake and the ill-defined residential areas between Federal and Dixie Highways. 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 2.10:** *Encourage high-density residential development in the Downtown.*

***Policy 2.8:*** *Implement a mixed-use Local Activity Center that will promote the development of mixed-use projects to include a mix of office and/or residential, and/or commercial uses.*

The City-Wide Master Plan recognizes the need for mixed-use development along the corridors in this sub-area. The Regional Activity Center land use designation contemplates mixed use developments that reduce the reliance on the automobile to move between land uses.

**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 style for this 72-unit, 8-story, 67,500 SF multi-family residential building is modern and contemporary. The building's design uses various materials such as wood, raised bands, irregular scoring, and the different paint colors of the façade, as well as the large glass panels, which provide a contemporary look and feel as well as natural light on every floor. The design enhances the public right-of-way view while preserving residential functionality.

**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 existing neighborhood consists of a blend of low to high-density structures that include mixed-use developments, education facilities, single-family homes, and multi-family residential. The proposed multifamily building will be compatible with the residential neighborhoods and the modern look of the Regional Activity Center district. The 8-story scale is designed for the West Side of the lot. The center feature is reduced to a 7-story height, and the easternmost part has a rooftop terrace on the 6th floor. This creates a step-down effect, which balances the view. Architecturally, this movement in the facade softens the intensity in the neighborhood and enhances the street and pedestrian areas.

**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 8-story project is located on Jackson Street just East of US-1. The setback is 15 feet, thus stepping the building back to allow for a pedestrian-friendly experience. The massing of the front elevation differs in height and along the setback line. The Lobby has a pronounced cantilevered marquis over the entry and the upper floor step back with large windows and wood siding. The balance of the front façade has cantilevered balconies and recessed balconies. Material changes on the wall soften the balcony's bold look. This varied element prevents the front façade from being flat. The 8-story scale is designed for the West Side of the lot. The center feature is reduced to a 7-story height and the easternmost part has a rooftop terrace on 6th floor. This creates a step-down effect, which balances the view. Architecturally, this movement in the facade works with the neighborhood and enhances the street and pedestrian areas. The side facades carry out similar features as emphasized on front facades. All of the parapets on all elevations vary in height.

**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 has been integrated with the building design to emphasize the architectural features and help screen the parking areas from the street. The applicant proposes a variety of native palm trees, shade trees, and other native landscape species that enhance the property's appearance. Plantings are strategically placed to complement the building design and improve the pedestrian experience.

**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 (1)
Attachment A:	Application Package (2)
Attachment B:	Land Use and Zoning Map
Attachment C:	Public Participation