

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

DATE: March 10, 2026

FILE: 25-DP-47

TO: Planning and Development Board

VIA: Cameron Palmer, Planning Manager

FROM: Umar Javed, Planner III

SUBJECT: 6601 Taft Hollywood FL LLC regarding a Design and Sign Plan application for a 3,859 square foot fast food restaurant with a drive-through in a C-3 Medium Intensity Commercial District Zoning District. (6601 Taft Street)

REQUEST:

Design and Sign Plan request for a 3,859 square foot fast food restaurant with a drive-through facility in a C-3 Medium Intensity Commercial District Zoning District

RECOMMENDATION:

Design: Approval.

Site Plan: Approval, if Design is granted, with the following conditions:

1. Prior to submitting for Building permits, the Applicant shall submit the plat determination letter. If replatting is required, the Applicant shall submit to the Division of Engineering, Transportation, & Mobility the platting comments from Broward County prior to the issuance of Building permits.
2. Prior to submitting for Building permits, the Applicant shall have regard for the following conditions, related to their Traffic Impact Study:
 - a. The existing intersection crosswalks at Taft Street and NW 66 Avenue shall be restriped in accordance with FDOT Standard Plans, Index 711-001, Sheet 9 (Special Emphasis Crosswalk), or latest applicable standard.
 - b. At the intersection of Taft Street and NW 66 Avenue, the Applicant shall financially contribute toward the installation of mast arms and LED fixtures on the existing poles located at the southwest and southeast corners of the intersection. In addition, the existing LED fixture at the northeast corner that is not operational shall be repaired or replaced. All work and financial contributions shall be coordinated with the City and any applicable agencies prior to issuance of applicable permits.
 - c. The existing southbound right-turn Yield sign at Taft Street and NW 66 Avenue shall be replaced with a Stop sign. The Applicant shall coordinate with Broward County for review and approval of this modification.

3. Prior to submitting for Building permits, the Applicant shall provide paver pedestrian crosswalks shall be provided at the intersection of Taft Street and North 66th Avenue, subject to the satisfaction of the Division of Engineering, Transportation, & Mobility and any applicable jurisdictional agencies.
4. Prior to submitting for Building permits, the Applicant shall clarify and confirm the proposed sanitary sewer point of connection at the time of building permit review, subject to approval by the Utilities Department.
5. Prior to submitting for Building permits, the site plan and civil plans shall clearly identify and delineate the parcel location of the sanitary sewer manhole serving as the point of connection, including confirmation of ownership and accessibility.
6. Prior to submitting for Building permits, the proposed 4-inch sanitary sewer service line, identified as the standard service size for the proposed restaurant use, shall be reviewed and approved by the Utilities Department to ensure compliance with City standards and capacity requirements.

BACKGROUND

The subject property located at 6601 Taft Street comprises approximately 35,483 square feet (0.81 acres). The property is currently vacant and is not plat approved. The site is zoned C-3 Medium Intensity Commercial District pursuant to the City's Zoning and Land Development Regulations (ZLDR) and is designated General Business (GBUS) on the City's Future Land Use Map. The General Business (GBUS) land use designation is intended to accommodate a broad range of commercial activities that support economic activity and services, including retail, restaurant, office, and other service-oriented commercial uses at neighborhood, community, and regional scales. The proposed development is consistent with the established commercial character of the area and does not require a land use amendment or rezoning.

The parcel functions as an outparcel located at the southeast corner of the Hollywood Festival Shopping Center, which is situated at the northwest corner of Taft Street and NW 66th Avenue. The shopping center is a developed commercial plaza containing a mix of retail and service uses. The surrounding area is characterized predominantly by commercial development to the north, east, and west, with a medical office and residential uses located south of Taft Street.

Taft Street serves as a primary east-west arterial roadway providing access to the site. The property also benefits from internal circulation connections to the existing shopping center. The existing plaza can also be accessed from N 66th Avenue and will serve as an access point to the proposed restaurant and drive-through.

The Hollywood Festival Shopping Center is subject to a previously approved parking variance (Resolution No. 08-V-24), adopted on June 28, 2008, which established shared parking allowances within the plaza. The proposed development relies in part on this approved cross-parking framework to satisfy a portion of its required parking.

As the property is currently not plat-approved, site plan approval is conditioned upon final plat approval. Additionally, Engineering and Utilities review has resulted in conditions related to traffic improvements, pedestrian enhancements, and sanitary sewer connection requirements, which are incorporated into the recommended conditions of approval.

The proposed development has completed the Development Review and Site Plan process pursuant to Section 6.19 of the Zoning and Land Development Regulations and has received sign-offs from the applicable City departments and divisions, including Planning and Urban Design, Engineering, Traffic and Mobility, Public Utilities, and Parks and Recreation, as well as other disciplines. Accordingly, the Applicant is seeking approval from the Planning and Development Board.

REQUEST

The Applicant is requesting Design and Site Plan approval for the development of a 3,859 square foot fast-food restaurant with a one-lane drive-through service within the C-3 Medium Intensity Commercial zoning district. The proposed building has a maximum height of 18 feet, 9.5 inches and is designed to function as a standalone commercial outparcel within the Hollywood Festival Shopping Center. The site plan provides full vehicular circulation, drive-through stacking, pedestrian connectivity, required landscaping, and ADA-compliant access consistent with the requirements of the Zoning and Land Development Regulations (ZLDRs).

The proposed development meets or exceeds all applicable dimensional standards of the C-3 district, including building setbacks, landscape buffers, parking requirements, open space provisions, and lot coverage limitations. No variances, waivers, or deviations are requested as part of this application. The site layout has been designed to integrate with the existing shopping center circulation pattern while maintaining safe access and appropriate buffering along Taft Street and NW 66th Avenue.

Pursuant to Article 7 of the City's Zoning and Land Development Regulations, parking for restaurant uses is calculated at sixty (60) percent of the gross floor area, at a ratio of one (1) parking space per sixty (60) square feet of the resulting floor area. Based on a gross floor area of 3,859 square feet, the proposed development requires thirty-nine (39) parking spaces. The Applicant is providing a total of thirty-nine (39) parking spaces and therefore complies with the minimum parking requirements. Of the required parking, eighteen (18) spaces, including two (2) ADA-accessible spaces, are provided directly on-site as part of the proposed development. The remaining twenty-one (21) spaces are satisfied through an existing cross-parking agreement with the Hollywood Festival Shopping Center, which was established pursuant to Variance Resolution No. 08-V-24, approved on June 28, 2008. With the addition of the proposed restaurant, the shopping center is anticipated to provide a total of 525 parking spaces, which exceeds the overall minimum requirement of 506 parking spaces for the plaza, inclusive of the previously approved parking reduction variance issued in 2008. Staff also note that the applicant is providing 2 bike racks for the restaurant.

Regarding public consultation, the applicant has fulfilled all public outreach requirements, including a public participation meeting which was held for members of the public on July 1, 2025 for informational purposes. The applicant had posted signage on the property advertising the public outreach meeting, and had sent mailed notices to all property owners, civic associations, and adjacent civic associations within 500 meters of the proposed development (refer to Attachment D - Public Participation).

Accordingly, the proposed development is consistent with the intent and standards of the C-3 zoning district, and represents a compliant commercial infill development within an established commercial

corridor that has been reviewed and recommended for approval by the Development Review Committee (DRC), in accordance with Article II - Development Review Process for Site Plans.

PROJECT INFORMATION

Owner/Applicant: 6601 Taft Hollywood FL LLC
Address/Location: 6601 Taft Street
Net Size of Property: 35,483 square feet (0.81 acres)
Land Use: General Business (GBUS)
Existing Zoning: Medium Intensity Commercial District (C-3)
Present Use of Land: Commercial/Parking Lot

Gross Floor Area: 3,859 square feet
Parking: 39 parking spaces (restaurant) and 525 parking spaces (overall plaza)
Bike Parking: 2 bike spaces

ADJACENT LAND USE

North: General Business (GBUS)
South: Office (OFF)
East: General Business (GBUS)
West: General Business (GBUS)

ADJACENT ZONING

North: Medium Intensity Commercial District (C-3)
South: Medium Intensity Office District (O-2)
East: Medium Intensity Commercial District (C-3)
West: Medium Intensity Commercial District (C-3)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The subject property located at 6601 Taft Street is designated General Business (GBUS) on the City's Future Land Use Map and is zoned C-3 Medium Intensity Commercial. The surrounding area is characterized primarily by commercial and retail development, consistent with the intent of the GBUS designation.

The Land Use Element of the Comprehensive Plan seeks to promote a balanced and compatible distribution of land uses that enhances the City's residential and business environments while allowing property owners to utilize their land in a manner consistent with adopted policy. The GBUS land use designation is intended to accommodate a broad range of commercial activities, including retail establishments, restaurants, service uses, offices, and related commercial enterprises that support neighborhood, community, and regional needs.

The proposed 3,859 square foot fast food restaurant with drive-through constitutes a commercial service use that is compatible with and anticipated within the GBUS land use category. The development

maintains compliance with the applicable dimensional standards of the C-3 zoning district, including required setbacks, parking, landscaping, and access requirements. As such, the proposed use supports continued commercial activity within an established commercial corridor and contributes to the economic vitality of the area.

The architectural design and landscape treatment enhance the streetscape and are consistent with the City's urban design and compatibility objectives. Landscaping elements are incorporated to soften building massing and provide buffering along the right-of-way and adjacent properties.

Accordingly, the proposed development is consistent with the City of Hollywood Comprehensive Plan, including but not limited to the following objectives of the Land Use Element:

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 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.

Based on the foregoing, the proposed project is consistent with the goals, objectives, and policies of the City's Comprehensive 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 proposed building utilizes a contemporary commercial architectural style characterized by articulated parapet forms, vertical accent panels, varied material treatments, and defined façade elements. The front elevation incorporates a prominent vertical tower element clad in darker material with integrated corporate branding, creating a focal point at the main pedestrian entrance. Horizontal canopies and framed glazing establish depth and shadow lines along the façade, while the combination of neutral-toned siding, stone

vener at the base, and vertical wood-tone panels provides material contrast and visual interest. The architectural detailing is proportionate to the single-story massing and avoids large uninterrupted wall planes on primary elevations. The design balances brand identity with contextual materials appropriate for a commercial corridor setting.

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 development is compatible with the surrounding commercial character of the Hollywood Festival Shopping Center and adjacent retail uses. The building's single-story height, contemporary façade treatment, and organized drive-through configuration align with established outparcel development patterns within the plaza. The front elevation is oriented toward the internal parking field, reinforcing pedestrian visibility from the shopping center. The drive-through elevation incorporates articulation and material variation to reduce visual monotony. Although the rear elevation is more utilitarian in nature, it includes consistent material treatments and stone veneer accents that maintain architectural continuity. Overall, the project reflects a scale, intensity, and architectural language appropriate for a commercial shopping center environment.

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: At a maximum height of 18 feet, 9.5 inches, the building maintains a low-profile massing consistent with surrounding commercial structures. The building form is broken into distinguishable vertical segments using contrasting materials and parapet height variation, preventing a flat or box-like appearance. The vertical tower element at the front façade provides proportional balance and visual hierarchy, while horizontal canopy elements reinforce pedestrian scale. The overall geometry is simple and cohesive, with façade articulation strategically applied to reduce perceived bulk along both the street-facing and drive-through elevations.

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 landscape design complements the architectural treatment by softening building edges and screening paved areas. Street-facing elevations benefit from perimeter landscaping intended to buffer the structure and parking areas from the public right-of-way. Landscape islands are integrated within the parking layout, and planting areas are distributed along building foundations to reduce the visual dominance of hardscape. The combination of trees, palms, and shrubs enhances the overall site composition while meeting the minimum requirements of the ZLDRs. The landscaping strategy supports corridor aesthetics and reinforces a cohesive commercial environment within the shopping center.

FINDING: Consistent.

SITE PLAN

The Development Review Committee (DRC) found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Hollywood Zoning and Land Development Regulations. The Development Review 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 Development 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:	Parking Variance – Resolution No. 08-V-24
Attachment D:	Public Participation