

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

DATE: May 20, 2025 **FILE:** 25-T-38

TO: Planning and Development Board

FROM: Anand Balram, Planning Manager

SUBJECT: A request of the City of Hollywood, Florida, to allocate 1,000 flexibility units to the Regional Activity Center (RAC) and a repealer clause authorizing the units to be reallocated to the City's total flexibility pool after additional units are allocated through a Land Use Plan text Amendment to the Comprehensive Plan.

REQUEST:

A request of the City of Hollywood, Florida, to allocate 1,000 flexibility units to the Regional Activity Center (RAC) and a repealer clause authorizing the units to be reallocated to the City's total flexibility pool after additional units are allocated through a Land Use Plan text Amendment to the Comprehensive Plan.

RECOMMENDATION:

The Planning and Development Board, acting as the Local Planning Agency, forward ***a recommendation of approval*** to the City Commission.

BACKGROUND

Flexibility units—commonly referred to as flex units—are a planning tool established by the Broward County Land Use Plan that allows municipalities to increase residential density in designated areas without requiring a formal Land Use Plan Amendment at the County level.

Each municipality in Broward County is assigned a specific number of flex units based on its land area and land use plan. These units can be strategically allocated by the local government to encourage development or redevelopment in priority areas, such as downtowns, transit corridors, or activity centers. Flex units are used to:

- Support housing supply and diversity, including affordable housing;
- Encourage infill and redevelopment;
- Promote transit-oriented and mixed-use development;
- Respond to market demand without lengthy amendment processes.

On May 2, 2023, the City of Hollywood received formal correspondence from Broward County establishing a Unified Flexibility Zone for the City. The Unified Flex Zone provides the City with 4,887 available flexibility units to be allocated anywhere within the City's boundaries. This planning tool enhances the City's ability to direct growth to key opportunity areas aligned with local priorities.

On March 6, 2004, the City Commission authorized execution of Interlocal Agreement with Broward County to support growth management monitoring and directing staff to conduct an audit of development within the Regional Activity Center (RAC). In response, the City retained Calvin, Giordano & Associates, Inc. to conduct a comprehensive audit of development approvals within the RAC.

The City's Regional Activity Center (RAC) was originally established in 1990 and later expanded to its current boundaries. At the time of adoption, the RAC accounted for 10,727 existing residential units. The total maximum residential capacity permitted within the RAC was established at 16,100 units, inclusive of the existing units.

Since the RAC's adoption, 5,567 new residential units have been constructed. This brings the cumulative total to 16,294 units—exceeding the RAC's allotted capacity by 194 units. It is important to note that the audit conducted by City staff and the consulting team provides a comprehensive snapshot of proposed and constructed development within the Regional Activity Center based on site plan approvals, however, the current audit does not account for units lost through demolition or projects approved solely through the permitting process, outside of formal site plan review. Staff continue to evaluate permit and demolition records to ensure a more accurate and complete understanding of existing conditions within the RAC. Additionally, the data reflected in the audit is current as of October 2024 and will be updated as further information becomes available.

Since the RAC has exceeded the currently allocated capacity by 194 units, corrective action is required. City staff are preparing a Land Use Plan Amendment (LUPA) to formally request additional residential units from Broward County. This amendment is expected to propose the addition of approximately 8,000 units and to identify strategic areas within the RAC for density allocation while preserving existing low-density and single-family neighborhoods.

To bridge the gap between current development demands and the pending LUPA, staff propose the immediate allocation of 1,000 flexibility units from the City's Unified Flexibility Zone into the RAC. This allocation will allow entitled and in-progress development projects to proceed without delay, while also supporting continued economic momentum in the City's urban core. Furthermore, staff recommend that, upon approval of the LUPA, the allocated flexibility units be repealed and the newly established residential capacity be utilized instead. The repealed units would then be returned to the citywide flexibility pool for future strategic use.

It should be noted that at the time of expansion of the Regional Activity Center (RAC), industrial development had already exceeded the allocated square footage by approximately 619,018 square feet. This overage reflects the ongoing transition of industrial areas into mixed-use environments within the RAC. At this time, staff are not recommending any changes to the industrial land use category but will continue to monitor trends to inform future planning efforts.

ANALYSIS

The current maximum number of residential units allowed in the RAC is 16,100 units, which includes 1,000 flexibility units previously allocated by the City Commission in 2004. Based on an updated audit of all site

plans approved and built since the RAC expansion in 2004—alongside legacy entitlements from 1990 to 2004—it was determined that the 16,100-unit cap has been fully allocated and surpassed by approximately 194 units.

To ensure that development in the pipeline can proceed and to maintain momentum in key redevelopment areas, City staff recommend allocating an additional 1,000 flexibility units into the RAC from the 4,887-unit Unified Flexibility Zone pool. This proactive measure will be in place until the City and County adopt the forthcoming Land Use Plan Amendment.

Upon adoption of the LUPA, the staff recommend that City Commission authorize that the 1,000 allocated flexibility units within the RAC be returned to the City's flexibility unit pool.

SITE INFORMATION:

Owner/Applicant: City of Hollywood
Address/Location: Regional Activity Center

CONSISTENCY WITH THE COMPREHENSIVE PLAN:

The proposed text amendment is consistent with the Comprehensive Plan, based upon the following goals and objectives:

Future 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.*

***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.*

Housing Element:

***Goal:** To provide an adequate supply of decent, safe, and sanitary housing that is affordable to present and future residents of Hollywood.*

***Objective 1:** To ensure the provision of sufficient housing, the City, through revision its regulations, shall offer incentives to residential development for all income levels. The City shall also provide technical and financial assistance to those agencies working toward the provision of new housing and rehabilitation housing units to meet the housing needs of the City's existing and projected population.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The City-Wide Master Plan is a compilation of policy priorities and recommendations designed to improve the appearance, appeal, and economic tax base of the City. It establishes a format for future direction and vision for the City. The proposed text amendment is consistent with the City-Wide Master Plan based upon the following Guiding Principles and City-Wide 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.*

Guiding Principle: *Preserve stable single-family neighborhoods while providing alternative housing options that will meet the needs of all residents in the City of Hollywood.*

Policy CW.75 (Housing): *Amend the Zoning and Land Development Regulations to improve affordable housing in mixed districts.*

ATTACHMENTS

ATTACHMENT A: Map of the Regional Activity Center (RAC)

ATTACHMENT B: Correspondence from Broward County, Dated May 2, 2023 confirming Unified Flexibility Unit amount

ATTACHMENT C: Regional Activity Center Tally