

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

DATE: August 12, 2025 **FILE:** 24-JDP-80

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Reginald White, MPA, Planner III

SUBJECT: Design, Site Plan, and a request to amend a Planned Unit Development (PUD) to permit an 8-story multifamily development of 110 affordable units in the PUD-R Zoning District (Hillcrest).

REQUEST:

Design, Site Plan, and a request to amend a Planned Unit Development (PUD) to permit an 8-story multifamily development of 110 affordable units in the PUD-R zoning District (Hillcrest).

RECOMMENDATION:

The Planning and Development Board, acting as the Local Planning Agency, forward a recommendation of approval to the City Commission for the following:

Recommend Approval of the PUD Amendment, Design and Site Plan, with the following conditions:

- a. 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.
- b. Provide a shared parking agreement that clearly defines the terms between Championship Academy Charter School and the Hillcrest Village multifamily development.

BACKGROUND

The subject site at 1101 Hillcrest Drive is approximately 2.45 acres, situated within the Planned Unit Development (PUD). The intention of the Planned Unit Development (PUD) is to provide organized, planned, and coordinated development. Furthermore, the purpose of the PUD is to enable a more creative, imaginative and innovative design approach through the utilization of the most advanced technological and land use planning methods available and permitting planned diversification in location and types of structures, as well as combining and coordinating architectural styles, building forms and building relationships within the PUD.

The Hillcrest PUD community was established through Ordinance O-07-6-25 adopted on March 3, 1976. This Ordinance, along with the original Declaration of Restrictions (which governs the use of the

property) and the Original Site Plan permitted 2,353 residential units and a country club with an 18-hole and 9-hole Golf Course.

This Planned Unit Development (PUD) was constructed prior to the Broward County Land Use Map being established in 1978. As such, the entire development was given an "Irregular Dashed Line Residential - Medium (16) Residential" Land Use designation, as the existing density did not fall into any of the Land Use categories.

In 2006, the Applicant requested a Land Use Plan Amendment (LUPA) to provide density for additional units and to establish consistency between the City and County Land Use Plans. The Irregular Dashed Line Land Use designation was amended to allow approximately 11.5 units per acre. Since then, there have been numerous amendments, including a PUD Master Plan amendment in 2009 to allow 645 unit development. The most recent amendment was in April 2013, under O-2013-11, to allow the final site plan for a Pre K-8 Charter school known as Championship Academy of Distinction Elementary and Middle School.

Under Ordinance, O-2013-11, a condition for approval for the Charter School was to provide 24 additional parking spaces for school faculty at 1101 Hillcrest Drive; however, at the time, the condition was not satisfied. This proposed site plan addresses the provision of 24 parking spaces for the Championship Academy Charter School located across Hillcrest Drive. There will be 24 parking spaces reserved exclusively for school faculty and staff during school hours from 7:30 AM to 4:30 PM, Monday through Friday, when school is in session. Outside of these hours, the spaces will be available for use by the residents of Hillcrest Village and their guests.

The property at 1101 Hillcrest Dr is currently used as an office and surface parking, while the two surrounding parcels involved in the project are vacant lots. The property can be accessed from Hillcrest Drive and is surrounded by a mix of single-family and medium-density residential developments. The 1101 Hillcrest parcel is directly across from the Championship Academy of Distinction Elementary and Middle School.

The subject site currently consists of 3 parcels. Below is a list of the three parcels that will be included in the development.

5142-19-17-1541 (Parcel 1)

The parcel described as 5142-19-17-1541 is currently vacant. The lot is proposed to be partially used as surface parking, and other portions will remain landscaped.

5142-19-17-1651 (Parcel 2)

The parcel described as 5142-19-17-1651 is also a vacant lot that is proposed to be partially used as surface parking, and a portion will remain landscaped.

5142-19-27-0034 (Parcel 3)

The parcel described as 5142-19-27-0034 is the largest parcel, subject to redevelopment. The principal structures proposed through this development plan, including most of the parking spaces, will be established on this parcel.



It's important to note that the proposed multifamily development will be located solely on parcel 3. Based on title review, Parcel 3 is not included within the real property legally described as the "Property" within the Hillcrest Declaration of Covenant and is therefore not subject to the Declaration. Parcel 3 is not included in the Concept Plan attached to the Declaration. Additionally, according to a signed and notarized survey affidavit provided by the applicant, Parcel 3 is not included in the Hillcrest Restrictive Covenants. Therefore, the project will not be subject to the requirement that at least 80% of the residents in the Hillcrest PUD must first consent to any changes to the Declaration of Restrictive Covenants.

REQUEST

The applicant, Harwin-Tobin 1101 LLC is requesting a design, site plan, and a request to amend a Planned Unit Development (PUD) to permit an 8-story multifamily development of 110 affordable units with 157 parking spaces.

Currently, per City and County records, the Hillcrest PUD permits a total of 2,995 units, across all developments within the Master Plan. Based on available data, as indicated in Ordinance O-2009-38, the Original Ordinance and Declaration of Restrictions were modified to build 645 units of the 2,995 units on the 9-hole Golf Course. This modification brought the total number of constructed residential units to 2,944 of the permitted upper threshold of 2,995.

Accordingly, today the Hillcrest development is comprised of 2,299 condominium units in multiple buildings, a clubhouse, a charter school (formerly the Playdium), tennis courts , 645 single-family units, and two Golf Courses (9-hole and 18-hole), which were redeveloped into nature trails, ponds, and landscape open space. 2,944 units have been developed, leaving a balance of approximately 51 units available in the Hillcrest PUD. In conjunction with the utilization of County Policy 2.16.3, six (6) PUD units are required to support the 110-unit proposed development. Additional Policy 2.16.3 details are provided below.

The Applicant proposes to utilize the bonus density formula outlined in Broward County Land Use Policy 2.16.3 for units restricted to households earning no more than 50% of the Area Median Income (AMI). This provision allows for a density bonus of nineteen (19) units for every one (1) unit provided at or below 50% AMI. As a result, only six (6) PUD units are needed to support the proposed 110-unit development. The bonus units account for the remaining density, meaning PUD units are only required for the base calculation—not the full 110 units. The breakdown of proposed AMI levels for the development is provided below.

AMI Level	% of Units	# of Units
30%	15%	17
60%	47%	52
70%	28%	31
80%	9%	10

Although all the 110 units in Hillcrest Village are proposed not to exceed 80% AMI the bonus formula calculation needs only to be based on six units that do not exceed 50% AMI. The six units that do not exceed 50 percent AMI yields a total 114 bonus units, enough units for the entire 110-unit development. The calculation is as follows:

- Bonus formula: Units that do not exceed 50 percent AMI: Nineteen (19) bonus units per every one (1) very-low-income unit.
- Calculation: 6 units that do not exceed 50 percent AMI x 19 bonus units = 114 bonus units. 114 bonus units + 6 base units that do not exceed 50 percent AMI = 120 units total. However, the site plan only proposes 110 units.



The proposed 8-story multifamily development is approximately 90'- 8" in height and is comprised of 110 units with a mix of one and two-bedroom apartments. The residential development has a total gross floor area of approximately 103,396 square feet, accessed directly from Hillcrest Dr. The residential development's design is modern and contemporary. The building has a smooth stucco finish of different colors and uses a mix of aluminum and glass panel materials for railings. The building uses impact windows with black aluminum frames and golden oak wooden slats in a patterned design to give the building a modern yet natural appearance. The proposed development includes a pool area, fitness center, 744 SF of office space, community clubhouse, cybercafé, playground area, a rooftop garden and amazon parcel lockers that are intended to elevate the overall quality of life for residents. The site plan also incorporates landscape elements, and a widened sidewalk aimed at enhancing the pedestrian experience.

Section 4.16 of the ZLDR provides that the Planning and Development Board will provide a recommendation to the City Commission on the appropriateness of the requested amendment to the PUD ordinance and the accompanying design and Site Plan requests. This item will then proceed to the City Commission for final approval.

PROJECT INFORMATION

Owner/Applicant:	Harwin-Tobin 1101 LLC
Address/Location:	1101 Hillcrest Drive
Net Size of Property:	106,858 sq. ft. (2.45 acres)
Land Use:	Irregular Residential (FLU) - Medium (16) Residential (MRES)
Existing Zoning:	Planned Unit Development Irregular Residential (PUD-R)
Present Use of Land:	Office - Vacant
Gross Floor Area:	103,396
Parking	157
Bicycle Parking:	8

ADJACENT LAND USE

North:	Irregular Residential (FLU) –Medium (16) Residential (MRES)
South:	Irregular Residential (FLU) – Medium (16) Residential (MRES)
East:	Irregular Residential (FLU) – Medium (16) Residential (MRES)
West:	Irregular Residential (FLU) – Medium (16) Residential (MRES)

ADJACENT ZONING

North:	Planned Unit Development - Residential (PUD-R)
South:	Planned Unit Development - Residential (PUD-R)
East:	Planned Unit Development - Residential (PUD-R)
West:	Planned Unit Development - Residential (PUD-R)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Irregular Dashed Line land use district, the subject site is surrounded by a mix of high and mid-density 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, enhance streetscape with emphasis on the pedestrian environment, and natural communities while allowing land owners to maximize the use of their property.*

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 by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.*

Land Use Element – Objective 13: *The City of Hollywood shall prioritize infrastructure service improvements to supplement and enhance economic development and redevelopment, and streetscape and aesthetic design.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 6, the West-Central Hollywood area, geographically defined by I-95 to the east, Pembroke Road to the south, Sheridan Street to the north, and 56th Avenue to the west. This area is comprised of the residential neighborhoods of Hollywood Hills, Park East, and Hillcrest. The proposed request is consistent with the City-Wide Master Plan based upon the following:

Guiding Principle: *Development standards/improvements which are oriented towards the pedestrian.*

Policy 6.4: *Create a mixed-use zoning district to intensify development, while protecting surrounding residential areas.*

Policy 6.7: *Prepare design plans to enhance the streetscape with emphasis on the pedestrian environment.*

The City-Wide Master Plan recognizes that the continued vitality of existing activity anchors is critical to achieving an improved image for the area. Given that this area includes a variety of activity and employment anchors such as the Hollywood Mall, the Memorial Regional Hospital, and major office uses along Hollywood Boulevard, the future vision developed for this area is based upon what is considered to be a very stable foundation.

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 Hillcrest Village project, as currently designed, aligns with the requirements outlined in the City's Design Criteria. The building's design incorporates architectural patterns and elements that align with the building's mass and enhance the pedestrian experience. The architectural components appropriately consider aesthetics, functionality, and the relationship between pedestrians and the built environment. The architecture is designed to balance aesthetics and functionality with articulated facades and quality materials.

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 fits well within its surroundings. The architectural styles and elements of the proposed development do not exhibit architectural features and styles that are insensitive and incompatible with the surrounding neighborhood. Adjacent uses include a tennis facility to the north, a charter school and clubhouse to the south and west, and single-family homes to the east. The project serves as a natural transition between these different land uses, and multifamily housing is already part of the broader area, with several existing condo developments. The project continues an established land use pattern consisting of compatible uses inherent to permitted uses in the PUD.

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 proposed 8-story building is compatible with the surrounding neighborhood, with scale and massing proportionate to the site context. The proposed building aligns with the height and scale of the surrounding structures. The vicinity includes a variety of multi-family types ranging from 3 to 10 stories, all situated in close proximity to one another and the subject site. Additionally, building placement is sensitive to the single-family to the east, ensuring the building feels appropriately scaled and integrated into its setting.

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: Landscaped areas incorporate a variety of native and compatible plant species, thoughtfully integrated with paved areas and integrated throughout to soften edges. 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 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 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 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 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