

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

**DATE:** April 8, 2025 **FILE:** 24-DP-38

**TO:** Planning and Development Board

**VIA:** Anand Balram, Planning Manager

**FROM:** Cameron Palmer AICP, MCIP-I, Principal Planner

**SUBJECT:** South Broward Hospital District regarding the Design and Site Plan request for a 8-story tower expansion totaling 404,492 square feet, with associated pick up/drop off facilities within the Hospital Zoning District.

**REQUEST:**

Design and Site Plan Request for an 8-story tower expansion with associated pick up/drop off facilities within the Hospital Zoning District

**RECOMMENDATION:**

Design: Approval.

Site Plan: Approval, with the following conditions:

1. Prior to the issuance of a Building Permit, the applicant shall work to satisfy any comments from the City's Engineering Division pertaining to the expansion works Traffic Study prepared by Calvin Giordano & Associates, dated March 2025.

**BACKGROUND**

The Memorial Regional Hospital, located at 3501 Johnson Street is a full range hospital with associated ancillary support facilities, comprising of 863 beds. The Hospital was initially constructed as a two-story facility containing 104 beds in February of 1952 and has grown over the years with several expansion requests coming before the Planning and Development Board, and City Commission. At the time of opening the hospital was established west of the City of Hollywood urban area. The hospital facility was expanded in 1962, 1967, 1974, 1982, 1987, 1992, 2002, and the emergency room expansion approved in 2004 with a number of notable expansions proposed in proceeding years including the Joe DiMaggio Children's Hospital. Today the subject site comprises approximately 25.77 acres and its location at the corner of Johnson and 35<sup>th</sup> Avenue.

In July 2007, the City Commission approved an Interlocal Agreement (ILA) between Hollywood and the South Broward Hospital District, establishing a Master Plan to guide phased development of the Memorial Regional Hospital Campus over 15 years. Amendments to the ILA were adopted in 2009 and 2018, including the expansion of Joe DiMaggio Children's Hospital. Development requests were previously approved through ILA Master Plan amendments by the City Commission. As the ILA expired on December

31, 2022, future development requests must now follow the Zoning and Land Development Regulations (ZLDR) and require approval from the Planning and Development Board.

## REQUEST

The Applicant is requesting a review and approval for the proposed Design and Site Plan for a expansion approximately of 404,492 square feet. The proposed construction will total 8 stories (119' feet) to match the existing hospital. The 8-story expansion will include a new 3-story outpatient platform which will include surgical and critical care services and a 5-story ICU patient tower. In addition to the vertical expansion, two existing drop-off areas on the south side of Hospital Drive will be modified to create a single drop off lane to improve the existing valet services. Lastly, in connection with the described site work, vehicular circulation will be improved, and exterior signage will be updated.

As part of the proposed development, an additional 150 beds will be added through this development proposal, for a total of 1013 beds upon completion. This expansion was previously anticipated to be 110,000 and has been expanded to 155,235 SF of patient care area with an increase and 92,521 SF of surgical support area. A total of 111,830 sq. ft. will be demolished as part of the enabling works package resulting in a net floor area increase of 292,662 Sq. Ft.

The improvements will be located on Memorial Regional Hospital Main Campus on the northwest corner of North 35<sup>th</sup> Avenue and Johnson Street. The proposal includes covered pick up and drop off lanes along Hospital Drive with pedestrian access largely unchanged with the main and secondary entrances along Hospital Drive. It is noted that the subject site's parking rate is established by Article 7 of the ZLDRs and the request remains compliant with the existing parking standards and requirements, providing 584 spaces for the new floor area proposed resulting in a total parking supply of 2,680 spaces for the entire facility (this amounts to a 516 space parking surplus).

Staff notes that while the existing ILA has expired, the location of the proposed expansion remains consistent with the Master Campus Plan appended to the original ILA.

## PROJECT INFORMATION

<b>Owner/Applicant:</b>	South Broward Hospital District
<b>Address/Location:</b>	3501 Johnson Street
<b>Net Size of Property:</b>	1,122,641 sq. ft. (25.77 acres)
<b>Land Use:</b>	Oakwood Activity Center
<b>Existing Zoning:</b>	Hospital (HD)
<b>Present Use of Land:</b>	Hospital

<b>Gross Floor Area:</b>	404,492 square feet (new expansion)
<b>Parking:</b>	584
<b>Bicycle Parking:</b>	83 (existing)

## ADJACENT LAND USE

<b>North:</b>	Office (OFF)
<b>South:</b>	Office (OFF)
<b>East:</b>	Office (OFF)

**West:** Low Residential (LRES)

**ADJACENT ZONING**

**North:** Light Intensity Office (O-1), Single Family Residential (RS-5)  
**South:** Light Intensity Office (O-1)  
**East:** Single Family Residential (RS-5)  
**West:** Single Family Residential (RS-5)

**CONSISTENCY WITH THE COMPREHENSIVE PLAN**

The overarching goal of the Land Use Element is to “place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas” (CWMP Policy CW .15 CW.19). Memorial Hospital’s North campus is located in the center of Hollywood Hills. As the largest employer in the City, the hospital is an active node surrounded by other medical office and residential uses. This request is consistent with the Comprehensive Plan, as it allows the applicant to maximize the use of their property and provide a needed service to the community in an efficient manner.

The project is consistent with the Comprehensive Plan based on the following Objectives:

**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.*

**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**

Located within Sub-Area 6 – the West-Central Hollywood area, which contains residential neighborhoods such as Hollywood Hills, Park East and Hillcrest. This area is geographically defined as I-95 to the east, Pembroke Road to the south, Sheridan Street to the north and 56th Avenue to the west.

The expansion is vertical to the existing four-story Joe DiMaggio Children’s Hospital and located on Hospital property along Johnson Street and North 35th Avenue which are main thoroughfares. This request is consistent with the City-Wide Master Plan as it further promotes “the highest and best use of land in each sector of the City without compromising the goals of the surrounding community”. This is accomplished by allowing the hospital to provide a customer-focused service in the least impactful manner possible.

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

## **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 details of the Memorial Regional Surgery Tower complement its mass and scale, ensuring visual harmony and refinement. The vertical composition of the façade creates a sense of rhythm and proportion, balancing the building's height while introducing subtle patterns that provide texture and depth. Thoughtful material articulation, such as the interplay of glazing, precast concrete, and metal panels, adds visual interest without being overwhelming. These materials have been selected to ensure elegance and durability with minimal maintenance while enhancing the building's form.

Functionality and aesthetics are seamlessly integrated, with architectural elements that address both user experience and the surrounding environment. The tower's façade detailing promotes natural light and openness while maintaining a human scale at pedestrian levels for better connection. Ground-level design emphasizes accessibility and movement, ensuring smooth transitions between indoor and outdoor spaces while creating an inviting presence for patients and visitors. By focusing on both macro and micro details, the design elevates the tower's architectural quality, reinforcing its role as a modern, functional, and contextually responsive addition to the hospital campus.

**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:** Inspired by the original Hollywood city planning principles, the new Surgery Tower aligns on a 45-degree axis radiating from the center of a major street intersection. The design embraces the defined axis while enhancing its prominence as a focal point within the campus providing a clear and intuitive entry point. This deliberate orientation not only reinforces visibility from major

approach roads but also connects seamlessly with the hospital's existing circulation networks and adjacent neighborhood streets. By respecting the campus's historical planning logic, the tower creates a natural flow, linking the new structure to the established infrastructure of pathways and driveways that support both vehicular and pedestrian movement.

The architectural style of the tower reflects a modern interpretation of the area's character while complementing the existing hospital campus and surrounding neighborhood. The material palette—precast concrete, expansive glazing, and sleek metal panels—draws inspiration from Hollywood, Florida's defining coastal identity. The glazing evokes the blues of the Atlantic Ocean, while the warm tones and sandy patterns of the precast concrete reference the boardwalk and nearby beaches. These elements ground the building in its local context, creating a harmonious balance between innovation, durability, and a sense of place. The result is a design that feels both contemporary and connected to Hollywood's architectural and natural heritage.

**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 Memorial Regional Surgery Tower is proportioned in scale and height to integrate seamlessly with the surrounding campus while establishing itself as a distinct focal point. Slightly taller than the existing Legacy Tower, the new structure enhances the campus skyline without overpowering its context, creating a sense of prominence appropriate for its central role. Its vertical composition and detailing respond thoughtfully to the hospital's existing architecture and the adjacent residential neighborhood, ensuring a balanced and harmonious integration. The design employs vertical patterns and fenestrations that add rhythm and sophistication to the façade, accentuating the tower's height while breaking down its scale to maintain visual cohesion with the campus.

Expansive glazing maximizes opportunities for daylighting and views, while vertical mullions and subtle divisions in the precast concrete panels emphasize the building's height and texture. This balance of verticality and material articulation conveys elegance and modernity. At the ground level, human-scale design elements, such as welcoming pedestrian pathways and transparency through glass, create a seamless interaction between the building and its users. The result is a tower that thoughtfully rises along with the Legacy Tower, enhancing the hospital campus with a timeless and contextually sensitive architectural statement.

**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 includes a variety of native and regionally compatible plant species of native and regionally compatible plant species, such as Coonties, Fakahatchee Grass, Sand Cordgrass, Muhly Grass, Boston Fern, Cabbage Palms, and Dahoon Hollies. These selections have been made with close attention to their growth habits, tolerance to South Florida’s climate, and their ability to create welcoming shaded areas, particularly in zones where pedestrians are most likely to gather. By carefully arranging these plantings in relation to existing buildings, walkways, and paved surfaces, the design achieves a balanced, visually cohesive, and functional outdoor setting.

Equally important is the project’s commitment to preserving mature trees and other significant vegetation already present on the site. Only those specimens that directly interfere with proposed improvements will be removed. All others will be protected through detailed measures that include installing sturdy barricades around root zones, requiring the presence of a qualified arborist to oversee any tree-related work, and adhering to strict construction protocols aimed at minimizing disturbances. These concerted efforts ensure that the site’s most valuable natural assets will continue to thrive and contribute to the overall landscape character and ecological health of the project.

**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 City requirements.

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  
Attachment B:           Land Use and Zoning Map  
Attachment C:           Public Outreach Package