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August 21, 2025

Andria Wingett
Director, Development Services
City of Hollywood
2600 Hollywood Blvd
Hollywood, FL 33020

Re: Hillcrest Village – 24-JDP-80

Ms. Wingett,

This letter is to request that City staff include the following information in the agenda backup materials for the September 17, 2025, City Commission hearing, and all relevant City Commission meetings for this project.

Design Criteria

The Hillcrest Village project applications for site plan, design and PUD amendment were heard at the August 12, 2025, Planning and Development Board meeting, with a recommendation of approval. As part of the design application, city staff reviews the design against four (4) criteria outlined in Article 5. Sec. 5.3.I(4)(a) of the City's Code. The staff report indicated the design application was consistent with those criteria outlined below.

(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.

(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.

(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 of 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.

(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

A Planning and Development board member requested that the Applicant build off the existing design to further demonstrate that Hillcrest Village meets design criteria 1 through 3, and explore an alternative façade design for Commission Approval. Following the Planning and Development Board meeting, the developer met with the board member to further discuss the project's design and gain additional feedback. In response, we are submitting two additional options (Options A and B), alongside the original plan reviewed by the Planning and Development Board ("Original Plan"), and a criterion-by-criterion compliance narrative for all three plans.

Applicant's response to the criteria is attached as **Exhibit A**. The Original Plan is attached as **Exhibit B**, Option A is attached as **Exhibit C,** and Option B is attached as **Exhibit D**. All three plans meet the city's design criteria.

Consistency with Goals, Objectives and Policies

For your reference, we are also submitting a list of goals, objectives, and policies (GOPs) that demonstrate the proposed plan's consistency with the City's Comprehensive Plan and City-Wide Master Plan. The list is attached as **Exhibit E** to this letter.

We respectfully request that this letter and supporting information be included in the agenda backup, and any other materials necessary, for the City Commission's consideration at all relevant City Commission meetings for this project.

Thank you for your assistance.

Sincerely,

GREENSPOON MARDER LLP

Kelly Ray
For the Firm

EXHIBIT A

DESIGN CRITERIA COMPLIANCE NARRATIVE

A. Original Plan

1. Architectural and design components

Hillcrest Village features a contemporary façade composition that combines clean architectural lines with thoughtful detailing to ensure both visual appeal and neighborhood compatibility. The building integrates stucco finishes in Greek Villa and Warm Stone paint colors with horizontal reveals in Golden Oak tones to create depth and visual rhythm. Balconies with aluminum and glass railings and sliding doors reinforce residential character and provide light and air access to units. At the pedestrian level, glass storefront systems and warm wood ceiling accents establish an inviting entry sequence and transparent ground floor, enhancing the resident and visitor experience. These architectural elements together create a modern, family-oriented community that emphasizes livability, openness, and connection to the surrounding neighborhood.

2. Compatibility

The original design for Hillcrest Village was conceived to establish a strong yet harmonious presence within the Hillcrest neighborhood. The eight-story community reflects a contemporary architectural language that complements the area's existing mid- and high-rise residential buildings and integrates comfortably with the established residential fabric. The use of neutral stucco finishes accented by Golden Oak horizontal reveals, balconies, and aluminum/glass details provides rhythm and balance across all elevations.

This Original Plan was intentionally designed to fit within its context, aligning in scale and massing with surrounding structures while offering an updated, modern interpretation. By emphasizing transparency at the ground level, incorporating balconies for outdoor living, and applying a cohesive color palette, the development delivers both compatibility with existing neighborhood architecture and a refreshed design standard that strengthens the character of the Hillcrest community.

3. Scale/massing

At eight stories, Hillcrest Village reflects the established residential character of the Hillcrest neighborhood and is consistent with the diverse mix of surrounding development. Immediately across the street sits the Championship Academy Charter School, while to the west are existing five (5)-story residential buildings. To

the north, the neighborhood includes both six (6)- and eight (8)-story residential buildings, and to the south along Hillcrest Drive, the majority of residential buildings rise to ten (10) stories. To the east, the community transitions to a blend of single-family homes, townhomes, and twelve-story residential buildings.

Within this varied context, Hillcrest Village integrates seamlessly at eight (8) stories, providing a balanced scale that complements its immediate neighbors. The building's massing is thoughtfully composed with step-backs, articulated vertical elements, integrated balconies, and material variation, allowing the structure to present as a collection of well-proportioned forms rather than a single uninterrupted block. These design strategies create rhythm and depth across the elevations, resulting in a proportionate, well-scaled building that contributes positively to the neighborhood fabric.

In summary, Hillcrest Village's eight (8)-story scale is fully consistent with existing buildings in the area, representing a thoughtful and seamless integration into the surrounding neighborhood.

4. Landscaping

The landscape design for Hillcrest Village emphasizes a lush and welcoming environment that enhances both the building and the surrounding neighborhood. Generous tree canopies, palms, and layered shrubs create shade, soften the building edges, and improve the pedestrian experience along Hillcrest Drive. Landscape buffers frame the site, while planted entry areas highlight the main lobby and community spaces. Two rooftop gardens and interior open spaces further integrate greenery into the resident experience, offering communal areas for families. Overall, the landscaping establishes a sustainable, family-friendly setting that integrates seamlessly with the community.

Summary

The original design of Hillcrest Village satisfies the City's Design Criteria by integrating thoughtful architecture, contextual compatibility, balanced scale and massing, and a comprehensive landscape plan. The eight (8)-story building complements the surrounding mix of residential forms, while the façade treatments, outdoor spaces, and landscaping create a family-oriented community that is both modern and consistent with the established character of the Hillcrest neighborhood.

B. Option A

1. Architectural and design components

Option A offers a refined contemporary façade composition that combines clean architectural lines with thoughtful detailing to ensure both visual appeal and neighborhood compatibility. Modifications were incorporated to reduce the varying window types, reduce the paint patterns and maintain an aluminum railing system throughout all balconies to maintain a consistency at all sides. The building maintains its integration of stucco finishes in Greek Villa and Warm Stone paint colors with horizontal reveals to create depth and visual rhythm. Balconies with aluminum railings and sliding doors reinforce residential character and provide light and air access to units. At the pedestrian level, glass storefront systems and warm wood ceiling accents establish an inviting entry sequence and transparent ground floor, enhancing the resident and visitor experience. These architectural elements together create a modern, family-oriented community that emphasizes livability, openness, and connection to the surrounding neighborhood.

2. Compatibility

This iteration maintains the original design intent and its strong yet harmonious presence within the Hillcrest neighborhood. The eight (8)-story community reflects a contemporary architectural expression that complements the surrounding area's existing mid- and high-rise residential buildings and integrates comfortably with the established residential fabric. While contemporary in style, the design's use of neutral colors, articulated rooflines and layered materials allows it to blend into the existing context without appearing overly dominant. The rhythm of balconies and articulated façade planes resonates with the patterns established by nearby buildings, ensuring the project integrates with the neighborhood fabric.

This modified design maintains the original design intent to fit within its context, aligning in scale and massing with surrounding structures while offering an updated, modern interpretation. By emphasizing transparency at the ground level, incorporating balconies for outdoor living, and applying a cohesive color palette, the development delivers both compatibility with existing neighborhood architecture and a refreshed design standard that strengthens the character of the Hillcrest community.

3. Scale/massing

The scale and massing of the building are carefully considered. The overall mass is reduced through thoughtful use of vertical and horizontal modulation, varied fenestration and material differentiation. These design techniques reduce the frontage into smaller, human scaled sections ensuring the proportions remain

balanced and appropriate within the site's context. The overall form is softened and proportioned to respect both adjacent developments and the broader neighborhood setting.

4. Landscaping

The landscape design for Option A retains all the key features established in the Original Plan, including generous tree canopies, layered plantings, buffers along Hillcrest Drive, and two rooftop gardens. These elements ensure a lush, family-friendly environment, soften the building's edges, and enhance the pedestrian experience. By carrying forward the same high-quality landscape approach, Option A continues to fully comply with the City's landscape design requirements while reinforcing a sustainable and welcoming community setting.

C. Option B

1. Architectural and design components

Option B demonstrates a thoughtful approach to architectural and design components. The building's exterior embraces a Mediterranean inspired palette of stucco surfaces, decorative banding and warm earth tone accents. The balconies are provided with low walls, aluminum railings and breeze blocks which carry inspiration from adjacent properties. Careful attention was applied to the articulation on the facades which are not generic design gestures but rather purposeful details that add richness and scale to the structure.

The ground level provides frequent transparent glazing and shaded pedestrian sidewalks framed by lush landscaping, ensuring that the building not only functions well for its residents but also creates an inviting and vibrant public realm. This thoughtful layering of architectural character ensures the project enhances the experience of both residents and neighbors alike.

2. Compatibility

The project's compatibility with the surrounding neighborhood, consisting of a mixed architectural fabric of midcentury modern buildings and Mediterranean inspired single-family homes, is achieved by bridging between these two identities. The buildings clean lines, window patterns and modern proportions echo the rhythm and simplicity of the midcentury buildings, while its use of warm stucco finishes, ornamental details and barrel tiles roofs provide a Mediterranean sensibility that resonates with surrounding family neighborhoods. This duality allows the structure to harmonize with its context and respects the established character of the community while contributing a fresh, forward looking architectural expression that elevates the visual quality of Hillcrest Drive.

3. Scale/massing

Scale and massing have also been carefully managed to ensure the building feels appropriate in its setting. At eight (8) stories, the project acknowledges the scale of the areas mid- and high-rise buildings which range between Five (5) to twelve (12) stories while avoiding the monolithic feel that often accompanies structures of this height. The building is broken into distinct volumes through vertical recesses, projecting balconies and varying roof line, reducing the overall bulk and creating a composition that feels lively rather than imposing.

Decorative banding between floors, strong cornice lines and orderly rhythm of fenestration reinforce a human scaled character while expressing architectural refinement. These details ensure the building is carefully composed, striking a balance between the efficiency of a modern development and the artistry of Mediterranean design.

4. Landscaping

The landscape design for Option B retains all the key features established in the Original Plan, including generous tree canopies, layered plantings, buffers along Hillcrest Drive, and two rooftop gardens. These elements ensure a lush, family-friendly environment, soften the building's edges, and enhance the pedestrian experience. By carrying forward the same high-quality landscape approach, Option B continues to fully comply with the City's landscape design requirements while reinforcing a sustainable and welcoming community setting

In Summary

The Original Plan, Option A, and Option B for Hillcrest Village each present a thoughtfully designed eight (8)-story community that meets the City's four design criteria for architecture, compatibility, scale/massing, and landscaping. While each Option expresses a distinct style—contemporary, refined, or Mediterranean—all share a consistent approach to context-sensitive design, seamless integration with the surrounding neighborhood, and high-quality open spaces that foster a family-friendly, livable environment. Together, these options ensure Hillcrest Village delivers a modern development that both complements and strengthens the fabric of the Hillcrest community.

EXHIBIT B

ORIGINAL PLAN



EXHIBIT C

OPTION A



1 PROPOSAL A
SCALE:

FINAL TAC (NOT FOR CONSTRUCTION)

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REVISIONS:

No.	Description	Date

DATE: 11.21.2024

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RAFAEL TAPANES AR97896

DISCIPLINE / SHEET TITLE:

3D VIEW-PROPOSAL A

SCALE: AS SHOWN

SHEET NO:

A-1000.

EXHIBIT D

OPTION B



1 PROPOSAL A
SCALE:

FINAL TAC (NOT FOR CONSTRUCTION)

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3D VIEW-PROPOSAL A

SCALE: AS SHOWN

SHEET NO.

A-1000.

EXHIBIT E

CONSISTENCY WITH GOAL, OBJECTIVES AND POLICIES

HOLLYWOOD COMPREHENSIVE PLAN

Land Use Element

GOAL 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.

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.

Objective 7: Achieve consistency with the Broward County Land Use Plan by adopting the following goals, objectives, and policies into the City's Land Use Element, by reference, from other elements of the City's Comprehensive Plan. See Exhibit A at the end of the Land Use Element.

Policy 7.25: Maintain the existing land development regulations requiring new development to provide adequate drainage measures to service itself and to neutralize any deficiencies created by proposed projects.

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

Transportation Element

GOAL It shall be the goal of the City of Hollywood to provide and maintain a sustainable and integrated transportation system which provides modal choices for its residents and visitors and the efficient movement of goods and freight for its existing and future businesses. This goal shall be achieved through the implementation of transportation programs and activities as outlined in the objectives below.

Objective 3: In conjunction with the Citywide Master Plan, the City of Hollywood shall coordinate its multimodal transportation system with the plans and programs of the appropriate local, regional and state agencies.

Policy 3.3.4: Improve pedestrian circulation through streetscape improvements and coordination with new development projects.

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.

Policy 1.4: The City shall allow density bonuses to developers who agree to set aside a certain percentage of units for low and moderate income persons.

Objective 9: To provide through participation with the private sector and non-profit organizations such as LES, new sites as well as redeveloped sites for very-low and moderate income housing, and further to continue and maintain current regulations providing for mobile home sites.

Policy 9.1: The City will continue to coordinate with the private sector through incentives such a zoning bonuses and simplified land development regulation to encourage the development of low, very low and moderate income housing.

Objective 10: The City will continue to:

a) Meet the “low income” affordable housing unit demand indicated by the Shimberg Center Data in the years 2010, 2015, 2020 and 2025.
b) Meet the “moderate income” affordable housing unit demand indicated by the Shimberg Center Data in the years 2010, 2015, 2020 and 2025.
c) c) Reduce the deficit in the supply of “very low income” affordable housing units (to the extent funds are available from various state and federal funding sources) by: 2010, 2015, 2020 and 2025.

CITY-WIDE MASTER PLAN (SUB-AREA 6)

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