

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

DATE: September 9, 2025 **FILE:** 24-JV-31b

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Umar Javed, Planner II

SUBJECT: Oakwood Plaza LP & Oakwood Business Center LP/Brandon Reynolds regarding the request for a Variance to permit the reduction of setbacks for internal and external public rights-of-ways within the Planned Development (PD) zoning district in the Oakwood Activity Center.

REQUEST:

Recommendation for a variance to permit the reduction of setbacks for internal and external public rights-of-ways within the Planned Development (PD) zoning district, amending the Oakwood Master Development Plan Ordinance O-2023-09

RECOMMENDATION:

Variance: Approval.

BACKGROUND

The subject site comprises approximately 8.20 acres located at 2800 Oakwood Boulevard within the Oakwood Activity Center. The Oakwood Activity Center was established by the City Commission on June 6, 2021, as part of a citywide initiative to encourage mixed-use redevelopment in underutilized commercial and industrial areas.

The subject site is situated within the Oakwood Plaza area, specifically within the Oakwood Activity Center, bounded by, I-95 to the west, Stirling Road to the north, and Sheridan Street to the south, with direct access to Oakwood Boulevard and regional access to I-95. Surrounding uses include large-format retail, commercial services, and regional shopping destinations within, a community lake to the east, residential/commercial uses to the north, and residential uses to the south.

On June 7, 2023, the City Commission approved the rezoning of the greater Oakwood Plaza area, including the subject property, from Low Intensity Industrial and Manufacturing (IM-1) to Planned Development District (PD) through Ordinance O-2023-09. The intent of the rezoning was to facilitate the comprehensive redevelopment of the Oakwood Plaza area, transitioning the district from its historical industrial and commercial character to a higher-density mixed-use environment with an emphasis on pedestrian connectivity, multimodal mobility, and placemaking. The Activity Center land use designation and PD zoning framework were applied to expand the City's housing stock, broaden the commercial

footprint, and promote long-term economic vitality consistent with the Comprehensive Plan’s goals of encouraging infill redevelopment, diversifying housing opportunities, and fostering walkable, mixed-use centers.

The Applicant is the owner of the approximately 112-acre Oakwood Plaza property. The Oakwood Plaza PD Zoning District Design Guidelines were approved as part of the Rezoning Ordinance and incorporated by reference into the ordinance as Exhibit B (“Design Guidelines”). The Design Guidelines include specific provisions regarding the setbacks within the PD being reduced to 0’ for internal and external roadways (page 22-23). While these Oakwood Setbacks were reviewed and included in the attachment to the rezoning ordinance, they were not explicitly identified or referenced in the enacting ordinance. Staff note that previous applications and requests met the existing PD setback requirements. However a new Design and Site Plan application (24-DP-31B) has been proposed to facilitate the construction of a 281 unit multi-family residential development, which is the first application that requires relief from the current setback requirements in the PD. Accordingly, the variance request is to enable setbacks that were previously contemplated at the time the Master Development Plan was established.

REQUEST

The Applicant is requesting a variance from the City Zoning and Land Development Regulations, specifically Section 4.15.E.3.d., to permit reduced building setbacks along internal and external public rights-of-way for the property located at 2800 Oakwood Boulevard within the Oakwood Planned Development (PD) District.

The requested variances are as follows:

1. *Internal Streets:* To allow building setbacks of less than the required 25 feet in depth along internal public rights-of-way within the Planned Development District.
2. *External Streets:* To allow peripheral landscaped setbacks of less than the required 25 feet in depth along all external streets of the Planned Development District.

The variance seeks to approve the same setbacks already established in the Oakwood Planned Development District Design Guidelines, which were reviewed and approved as part of the PD rezoning process under Ordinance O-2023-09. The requested variances would ensure consistency between the Phase 2 Design and Site Plan and the previously approved PD Design Guidelines, providing flexibility in building placement while maintaining the overall objectives of the Oakwood Planned Development District.

Approval of these variances would allow the project to proceed in accordance with the established master plan and design guidelines, while ensuring an integrated, cohesive development that balances residential uses, pedestrian connectivity, and streetscape design within the Oakwood Activity Center.

PROJECT INFORMATION

Owner/Applicant:	Oakwood Plaza LP & Oakwood Business Center LP/Brandon Reynolds
Address/Location:	2800 Oakwood Boulevard
Net Size of Property:	357,100 sq. ft. (8.12 acres)
Land Use:	Oakwood Activity Center
Existing Zoning:	Planned Development (PD)
Present Use of Land:	Varies

ADJACENT LAND USE

North:	Oakwood Activity Center
South:	Oakwood Activity Center
East:	Oakwood Activity Center
West:	Industrial (IND)

ADJACENT ZONING

North:	Planned Development (PD)
South:	Planned Development (PD)
East:	Planned Development (PD)
West:	Low Intensity Industrial and Manufacturing District (IM-1)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Oakwood Activity Center the subject site is surrounded primarily by commercial properties. The goal of the Land Use Element is to *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.* The intent of the Oakwood Activity Center land use designation is to *encourage redevelopment or development of areas that are regionally significant. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need to automobile travel, provide incentives for quality development, and give definition to the urban form.* Development of this site enhances the area, encourages redevelopment of the area, and provides a model for new development within the Oakwood Activity Center.

Together the architectural elements create a design that is non-intrusive while establishing a strong design tone for the future development of the Oakwood Activity Center. Furthermore, the design uses landscaping to enhance the property and soften the transition between the building and its context. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape. The building meets all building and parking setbacks.

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

Land Use Element – Objective 5: *Encourage appropriate infill, redevelopment in blighted areas throughout the City, and economic development in blighted business 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.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 3, geographically defined by the Dixie Highway to the east, I-95 to the west, Stirling Road to the north and Pembroke Road to the south. This area includes residential

neighborhoods, the Oakwood Activity Center, and City Hall. The proposed request is consistent with City-Wide Master Plan based upon the following:

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 CW.44: *Foster economic development through creative land use, zoning and development regulations, City services and City policies.*

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

The City-Wide Master Plan recognizes the need for mixed-use development along the corridors in this sub-area. The Oakwood Activity Center land use designation contemplates mixed use developments that reduce the reliance on the automobile to move between land uses. The proposed project is the second phase (residential component) of a multi-phase development that provides a variety of uses within the area, further reinforcing the objectives of the City Wide Master Plan.

APPLICABLE CRITERIA

Analysis of Criteria and Findings for Variances as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.3.F.

VARIANCE 1: **Variance request pursuant to Article 4, Section 4.15.E.3.d pertaining to internal and external streets, to allow building setbacks of less than the required 25 feet in depth along internal public rights-of-way within the Planned Development District.**

CRITERION 1: That the requested Variances maintain the basic intent and purpose of the subject regulations particularly as it affects the stability and appearance of the City.

ANALYSIS: The requested variances to provide zero (0) setbacks for internal and external streets maintain the basic intent and purpose of the PD zoning regulations, which is to allow larger tracts of land under unified control to be planned and developed as a whole, providing flexibility beyond the detailed restrictions of conventional zoning. The Oakwood Setbacks apply solely within the Oakwood PD and will not affect the stability or appearance of the City. These setbacks encourage design flexibility for the phased Oakwood development, resulting in overall benefits to the City.

FINDING: Consistent

CRITERION 2: That the requested Variances are otherwise compatible with the surrounding land uses and would not be detrimental to the community.

ANALYSIS: The Oakwood Setbacks were previously reviewed and approved by the City as part of the Design Guidelines within the Rezoning Ordinance. They are compatible with surrounding land uses, as they provide flexibility for a cohesive and carefully

considered development. The flexibility supports an organized and unified Oakwood Plaza development, which aligns with the existing context and is not detrimental to the community.

FINDING: Consistent

CRITERION 3: That the requested Variances are consistent with and in furtherance of the Goals, Objectives and Policies of the adopted Comprehensive Plan, as amended from time to time, the applicable Neighborhood Plan and all other similar plans adopted by the City.

ANALYSIS: The requested variances are consistent with the Goals, Objectives, and Policies of the Comprehensive Plan. The variance process provides flexibility where strict compliance is impractical. Here, zero (0) setbacks for internal and external streets within the Oakwood PD uphold the PD zoning intent: to allow larger tracts under unified control to be planned comprehensively, with design flexibility exceeding conventional zoning limitations. The Oakwood Setbacks, included in the approved Design Guidelines, further ensure a cohesive and well-designed development consistent with the City's vision for the area.

FINDING: Consistent

CRITERION 4: That the need for requested Variances are not economically based or self-imposed.

ANALYSIS: The requested variances are neither economically driven nor self-imposed. They do not reduce costs or increase profits. Rather, they are necessary to accommodate flexibility in the phased development of Oakwood Plaza, as originally contemplated and approved by the City.

FINDING: Consistent

CRITERION 5: That the Variances are necessary to comply with State or Federal Law and is the minimum Variance necessary to comply with the applicable law.

FINDING: Not applicable

ATTACHMENTS

Attachment A: Application Package
Attachment B: Land Use and Zoning Map
Attachment C: Ordinance O-2023-09