

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

DATE: August 12, 2025 **FILE:** 25-C-68

TO: Historic Preservation Board

VIA: Anand Balram, Planning Manager

FROM: Adrian Montoya, Planner II

SUBJECT: Certificate for Appropriateness for Design for façade alterations to an existing commercial building in the Historic Retail Core (RC-2) zoning district located within the Hollywood Boulevard Historic Business District.

APPLICANT'S REQUEST

Certificate for Appropriateness for Design for façade alterations to an existing commercial building in the RC-2 zoning district, located within the Hollywood Boulevard Historic Business District.

STAFF'S RECOMMENDATION

Approval

BACKGROUND

The subject property located at 1929 Hollywood Boulevard is an existing commercial building with a lot area of 3,031 square feet. The space is currently vacant and former uses include bar and lounge, office, and retail. There is no proposed use identified at this time and the applicant intends to complete front façade and interior alterations to improve the site's condition and aesthetic to attract a new tenant.

Constructed in 1930, this one-story Depression-era Art Deco structure features vertical fluting, a flat parapet roof, smooth stucco finish, and large storefront windows. Reflecting the practical building methods of the time, it was designed with simple forms and minimal ornamentation, using local materials like concrete block and stucco while incorporating modest Art Deco detailing.

The property is surrounded by commercial uses to the north, south, east, and west, and is located within the City's Downtown Community Redevelopment Agency (CRA) and the Hollywood Boulevard Historic Business District. During the designation of the Hollywood Boulevard Historic Business District, the site located at 1929 Hollywood Boulevard was not identified as contributing structure, as documented in the National Register of Historic Places report (OMB Approval No. 1024-0018).

REQUEST

The Applicant is requesting a Certificate of Appropriateness for Design for exterior façade alterations to an existing commercial building located at 1929 Hollywood Boulevard within the Hollywood Boulevard Historic Business District. The proposal includes three versions for Board consideration, as the applicant seeks to balance their vision of the site while preserving the structure's Art Deco character. Each version seeks to expand the commercial space by extending the entire front façade to the property line. As part of the design, the proposal reintroduces the original transom-level windows above the canopy, restoring a defining architectural feature that had been previously covered. It is also noted that the proposed alterations comply with the Zoning and Land Development Regulations and no variance is being requested.

The Historic Preservation Board is guided by the Secretary of the Interior's Standards for Rehabilitation and the City of Hollywood's Design Guidelines for Historic Properties and Districts. These documents offer design controls for materials, scale, massing and location for all properties within the City's historic districts. The proposed alterations are consistent with the character of the Hollywood Boulevard Historic Business District and the design maintains the spatial relationship with surrounding businesses in its scale and massing.

SITE BACKGROUND

Applicants/Owners:	1929 Fairness LLC
Address/Location:	1929 Hollywood Boulevard
Size of Property:	3,031 square feet (0.070 acres)
Present Zoning:	Historic Retail Core (RC-2)
Present Land Use:	Regional Activity Center (RAC)
Year Built:	1930

ADJACENT ZONING

North:	North Downtown High Intensity Mixed-Use District (ND-3)
South:	Historic Retail Core (RC-2)
East:	Historic Retail Core (RC-2)
West:	Historic Retail Core (RC-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Within the Comprehensive Plan, the primary 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 the land owners to maximize the use of their property.*

By permitting the Applicant to enhance the structure's façade while preserving its original Art Deco details, the City supports the desired reinvestment of a non-contributing site within the Hollywood Boulevard Historic Business District, all while preserving and enhancing the area's character.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The subject property is within the Historic Retail Core (RC-2) zoning district, located at the center of the City's downtown. It is geographically defined by ArtsPark at Young Circle to the east, Dixie Highway to the west, Tyler Street to the north, and Van Buren Street to the south. This area is within the Downtown Community Redevelopment Agency (CRA) and the Live Music Overlay District.

The applicant is proposing three versions for the Historic Preservation Board's consideration. Each version reflects the same overall façade improvements, including the reintroduction of the transom-level windows, uniform storefront glazing, and updated finishes. The only distinction among the three versions is the design and projection of the canopy, which varies in depth and articulation. A summary of each is provided below, along with staff's preference:

Version 1

This version features a reduced canopy with a depth of 3'-0¾", minimizing its projection and allowing greater visibility of the restored upper façade. The shallower profile reinforces the building's vertical proportions and improves views from the pedestrian environment.

Version 2

Version 2 proposes a moderately sized overhang measuring 3'-0¾" in depth, but with a wider vertical profile in alignment with the existing canopy. While still shallower than the current condition, this version results in a more substantial visual presence across the façade, partially competing with the restored window openings above.

Version 3

This version retains the existing overhang dimensions at 2'-5" in height and 5'-9" in depth, providing shade to the pedestrian environment. However, its scale obstructs visibility of the restored transom-level windows and visually dominates the façade.

Staff Recommendation:

Staff support Version 1 as the most compatible with the building's historic character and the City's Design Guidelines for Historic Districts and Properties. The reduced overhang allows for an unobstructed re-expression of the upper-level architectural features while preserving a contemporary, functional storefront below. Recent streetscape improvements along Hollywood Boulevard, including the expansion of tree canopy, help mitigate any loss of shade at the pedestrian level that may result from the reduced projection.

The proposed options are all consistent with the City-Wide Master Plan, based upon the following Guiding Principles and 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.

Policy 2.16: *Provide a mix of businesses and events that will attract area residents.*

Policy 4.34: *Work within the framework of the Downtown CRA to implement the Master Plan vision for Hollywood within the CRA district.*

The proposed façade alterations will revitalize the aesthetic appeal of a commercial building in the Hollywood Boulevard Historic Business District and elevate the City’s downtown character. Each version reintroduces the transom-level glazing above the canopy which is an element that was integral to the building’s original design that has since been lost. This restoration not only revives the vertical rhythm established by the streamlined piers but also reinstates a key aspect of the structure’s historic architectural language.

APPLICABLE CRITERIA

Analysis of criteria and finding for Certificate of Appropriateness of Design as stated in the City of Hollywood’s Zoning and Land Development Regulations, Article 5.

CRITERION: INTEGRITY OF LOCATION

ANALYSIS: This subject property is located within the Hollywood Boulevard Historic Business District at 1929 Hollywood Boulevard. Per Broward County Property Appraiser records, the building was constructed in 1930 with an effective year built of 1957. It is situated on the north frontage of Hollywood Boulevard along with other commercial buildings that include restaurants, retail, bars, and lounges, that are similar in size and appearance. The proposed façade alterations are cohesive with the surrounding properties while enhancing the City’s historic character.

FINDING: Consistent.

CRITERION: DESIGN

ANALYSIS: The current style of the building is masonry vernacular. It features a stucco finish with minimal architectural detailing. The proposed storefront renovation will maintain the overall historic architectural style and restore the original transom-level windows. It will provide a uniform storefront that flows with Hollywood’s downtown corridor and will provide a new, yet similar style overhang. The new overhang will meet today’s current windstorm codes while allowing for a significantly better view and overall appreciation of the original historic design, including the transom-level windows and vertical columns, that are currently hidden from view by the existing overhang.

FINDING: Consistent.

CRITERION: SETTING

ANALYSIS: The setting of the existing building is consistent with commercial buildings in the Hollywood Boulevard Historic Business District and the property is located on the north frontage of Hollywood Boulevard. The street features a newly developed wide pedestrian sidewalk that provides public access to the City’s downtown area.

FINDING: Consistent.

CRITERION: MATERIALS

ANALYSIS: All materials used in the proposed renovation will be specifically selected to maintain the existing architectural style and original design of the building while meeting current building code requirements.

FINDING: Consistent.

CRITERION: WORKMANSHIP

ANALYSIS: Workmanship for the proposed façade alterations will comply with all applicable state and local regulations as well as applicable building code practices. During renovations, the site will be properly secured to protect pedestrians. All construction practices will meet or exceed the requirements of the current 2023 Florida Building Code and the standards set by the Florida Department of Environmental Protection.

FINDING: Consistent.

CRITERION: ASSOCIATION

ANALYSIS: The Hollywood Boulevard Historic Business District is a pedestrian-friendly area with steady foot traffic throughout the day. It fosters community engagement and maintains a cohesive aesthetic that reflects the historic character of Downtown Hollywood.

FINDING: Consistent.

ATTACHMENTS

ATTACHMENT A: Application Package
ATTACHMENT B: Aerial Map
ATTACHMENT C: Permit History