

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

DATE: May 20, 2025 **FILE:** 25-L-39

TO: Planning and Development Board

FROM: Anand Balram, Planning Manager

SUBJECT: Text Amendment to the Future Land Use Element of the Comprehensive Plan to add residential dwelling units and reduce commercial square footage within the Transit Oriented Corridor (TOC)

REQUEST:

A Text Amendment to the Future Land Use Element of the City of Hollywood Comprehensive Plan to allocate an additional 4,379 mid-rise and high-rise residential units and remove 1 million square feet of commercial land uses within the Transit Oriented Corridor (TOC).

RECOMMENDATION:

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

1. That all outstanding correspondence required for the Land Use Text Amendment Application, be submitted and included in the final package prior to the first reading by the City Commission.

BACKGROUND

The City of Hollywood is seeking a text amendment to the Future Land Use Element of the City's Comprehensive Plan to increase the maximum number of residential units and reduce the allowable commercial square footage within the in the State Road 7 Activity Center locally referred to as Transit Oriented Corridor (TOC), a 980-acre Activity Center generally located along State Road 7/US 441. The TOC Covers an area of over 980 acres, primarily along SR7.

Currently, the adopted Comprehensive Plan and Broward County Land Use Plan allocate a maximum of 5,309 residential units in TOC, categorized exclusively as single-family, townhome, or garden apartment units. This amendment increases the total residential unit allocation to 9,688 and introduces mid-rise and high-rise residential categories. The amendment also reduces 1 million square feet of commercial land uses to offset potential traffic impacts and maintain consistency with the adopted level of service standards.

This change aligns with the evolving market demand for urban housing types and supports the intent of the TOC designation, which includes:

- Promoting pedestrian mobility and public transit use
- Supporting public health and safety
- Encouraging mixed-use development
- Advancing sustainable buildings and practices
- Preserving existing single-family neighborhoods
- Creating aesthetically pleasing communities

The current and proposed allocations are outlined in the following tables:

TABLE 1: EXISTING	
Transit Oriented Corridor (Hollywood); Activity Center (Broward)	
Permitted Use	Density/Intensity
Hotel:	2,500 rooms
Residential Land Uses:	5,309 DU*
Commercial Land Uses:	15,000,000 square feet
Industrial Land Use:	1,000,000 square feet
Office Uses	2,000,000 square feet
Community Facilities	1,000,000 square feet

**Consisting of:*

<i>Single Family:</i>	<i>2,400 units</i>
<i>Town Home:</i>	<i>2,400 units</i>
<i>Garden Apt:</i>	<i>509 units</i>

The proposed allocation will be:

TABLE 2: PROPOSED	
Transit Oriented Corridor (Hollywood); Activity Center (Broward)	
Permitted Use	Density/Intensity
Hotel:	2, 500 rooms
Residential Land Uses:	9,688 dwelling units*
Commercial Land Uses:	14,000,000 square feet
Industrial Land Use:	1,000,000 square feet
Office Uses	2,000,000 square feet
Community Facilities	1,000,000 square feet

**Consisting of:*

<i>Single Family:</i>	<i>1,825 units</i>
<i>Town Home:</i>	<i>1,650 Units</i>
<i>Garden Apt:</i>	<i>70 Units</i>
<i>Mid Rise:</i>	<i>3,261Units</i>
<i>High Rise:</i>	<i>2,882 Units</i>

The existing TOC includes a mix of low-scale auto-oriented commercial uses and light industrial businesses along SR7, with adjacent neighborhoods consisting primarily of single-family homes. However, demand for higher density, mixed-use development is increasing as preferences shift toward urban, transit-oriented living.

The proposed text amendment helps address the City's housing shortage—particularly its affordable housing deficit—as outlined in the Broward County 10-Year Affordable Housing Master Plan, which identifies a shortfall of 6,800 affordable rental units in Hollywood. By allowing more intensive residential uses such as mid-rise and high-rise development, this amendment enables redevelopment opportunities that support:

- Increased housing supply
- Mixed-use and transit-supportive development
- A broader range of housing options
- Sustainable and economically vibrant urban growth

Recent development projects illustrate this transformation, including Pinnacle 441, an eight-story affordable housing and retail project at SR7 and Johnson Street, offering 113 affordable units and 6,670 square feet of retail. Other new developments include a Walmart Supercenter and the Dolce by Wyndham Hotel, which reinforce the TOC's viability as a mixed-use growth area.

The amendment maintains some single-family and lower-density housing within the overall allocation to account for existing residential developments not expected to redevelop.

To further inform planning decisions and guide responsible growth within the TOC, staff and the consulting team conducted a development audit to assess the corridor's current conditions and development trends. The audit conducted by City staff and the consulting team provides a comprehensive snapshot of proposed and constructed development within the Transit-Oriented Corridor (TOC) based on site plan approvals. It is important to note, however, that the current audit does not account for units lost through demolition or projects approved solely through the permitting process, outside of formal site plan review. Staff continue to evaluate permit and demolition records to ensure a more accurate and complete understanding of existing conditions within the TOC. Additionally, the data reflected in the audit is current as of October 2024 and will be updated as further information becomes available.

SITE INFORMATION:

Owner/Applicant: City of Hollywood
Address/Location: State Road 7 Activity Center (Transit Oriented Corridor)

CONSISTENCY WITH THE COMPREHENSIVE PLAN:

The proposed text amendment is consistent with the Comprehensive Plan, based upon the following goals and objectives:

Future Land Use Element:

Goal: *Promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing landowners to maximize the use of their property.*

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.*

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.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The City-Wide Master Plan is a compilation of policy priorities and recommendations designed to improve the appearance, appeal, and economic tax base of the City. It establishes a format for future direction and vision for the City. The proposed text amendment is consistent with the City-Wide Master Plan based upon the following Guiding Principles and City-Wide 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.*

Guiding Principle: *Preserve stable single-family neighborhoods while providing alternative housing options that will meet the needs of all residents in the City of Hollywood.*

SUMMARY OF FINDINGS

The proposed amendment to the Future Land Use Element introduces mid-rise and high-rise residential categories and increases the residential unit allocation within the Transit Oriented Corridor (TOC), while reducing 1 million square feet of commercial land uses. This supports a more sustainable, transit-oriented growth model along the State Road 7 corridor.

The amendment advances the City's efforts to address its housing shortage, particularly for affordable rental units, while supporting the evolution of the TOC into a walkable, mixed-use district that encourages public transit, supports economic vitality, and preserves surrounding single-family neighborhoods.

The request is consistent with and in conformity with the goals, objectives, and policies of BrowardNext, the City's Comprehensive Plan, and the Citywide Master Plan.

ATTACHMENTS

ATTACHMENT A:	Proposed Amendment to the City's Comprehensive Plan
ATTACHMENT B:	Transit Oriented Corridor Land Use Text Amendment Application
ATTACHMENT C:	Transit Oriented Corridor Development Tally