

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

DATE: August 12, 2025 **FILE:** 24-C-72

TO: Historic Preservation Board

VIA: Anand Balram, Planning Manager

FROM: Laura Gomez, Planner II

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

APPLICANT'S REQUEST

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

STAFF'S RECOMMENDATION

Approval, if the Certificate for Appropriateness for Design is granted, with the following condition:

Prior to the issuance of a City Building Permit the applicant shall:

1. The applicant shall continue working with staff and relevant external agencies to resolve the City's Engineering Right-of-Way (ROW) encroachment agreement permit comments.
2. The applicant shall address all outstanding comments provided by utilities prior to the issuance of building permitting.

BACKGROUND

The subject property, located at 1940–1942 Hollywood Boulevard, consists of two adjacent two-story commercial units, totaling approximately 2,999 square feet (each unit measuring roughly 1,500 square feet). The building at 1942 Hollywood Boulevard is currently operating as a restaurant and bar, with a local business tax receipt on file indicating continuous operation since 1999.

The buildings were originally constructed in 1940 and 1962 (based on the Broward County Property Appraiser records), within the Masonry Vernacular period of significance. This style emerged as a practical and affordable building method using local materials such as concrete block and stucco. Buildings in this style are typically simple in form with minimal ornamentation, occasionally incorporating modest design elements from Mission, Mediterranean, or Art Deco influences.

The property is surrounded by commercial uses to the north, south, east, and west, and is located within Hollywood's Downtown Community Redevelopment Agency (CRA) and Historic Business District. During the designation of the Hollywood Boulevard Historic Business District, the properties located at 1940 and 1942 Hollywood Boulevard were identified as contributing structures, as documented in the National Register of Historic Places report (OMB Approval No. 1024-0018).

Building Backgrounds:

- **1940 Hollywood Boulevard (8BD561):** The Western Union Telegraph Company, managed by Lula H. Carlisle, operated at this location (Shepard 1981). Although the Mission-style parapet has been removed, one original wall buttress remains. The storefront has a triangular entry plan and is currently unoccupied.
- **1942 Hollywood Boulevard (8BD562):** The Hollywood Barber Shop, operated by D.L. Bedwell, was located here (Shepard 1981). While the storefront is non-historic, the original cornice has been retained.

The proposed Hollywood Boulevard Commercial District was developed primarily from the early 1920s to the mid-1930s. It features Commercial Vernacular Style buildings typical of Florida's Boom Period, particularly those found on the Main Streets of planned towns. According to the National Register Statement of Significance (p. 44 from the report), although many of the original 1920s buildings still exist, extensive alterations throughout the district have shifted the architectural narrative. Some buildings, particularly storefront units constructed between 1940 and 1948, were added during the 1940s and 1960s, further transforming the streetscape.

It was found after further research that five previously identified site files actually referred to storefronts within one building. This entire structure, built by Bastian Construction in 1923, was originally a one-story Mission-Style building but has since lost most of its Mission elements. The entire building is now stuccoed. Today, the streetscape largely reflects a 1930s aesthetic, though these mid-century additions and alterations have compromised the district's overall integrity and setting. As a result, the district was ultimately determined not eligible for listing in the National Register of Historic Places, despite the presence of many historically significant individual structures.

REQUEST

The Applicant is requesting a Certificate of Appropriateness for Design for exterior façade alteration to an existing commercial space located at 1940-1942 Hollywood Boulevard within the Downtown Hollywood district. The alteration complies with the Zoning and Land Development Regulations and no variances are requested.

The applicant is proposing to expand their existing restaurant and bar at 1942 Hollywood Boulevard into the adjacent unit at 1940 Hollywood Boulevard. Planned renovations aim to improve the condition of both structures and create a unified façade that reflects the business's branding while respecting the commercial vernacular character of the district. The façade improvements will seek to enhance visual cohesion while preserving key architectural features that support the historical context of the area.

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 district. The proposed alteration is consistent with the character of the Downtown Hollywood Historic Business District and the design maintains the spatial relationship with surrounding businesses in its scale and massing.

SITE BACKGROUND

Applicants/Owners:	KR Holding Inc.
Address/Location:	1940-1942 Hollywood Boulevard
Size of Property:	1,483 sq ft and 1,516 sq ft = 2,999 square feet (0.13 acres)
Present Zoning:	Historic Retail Core (RC-2)
Present Land Use:	Regional Activity Center (RAC)
Year Built Unit # 1940:	1946 (Broward County Property Appraiser)
Year Built Unit # 1942:	1962 (Broward County Property Appraiser)

ADJACENT ZONING

North:	Historic Retail Core (RC-2)
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 allowing the Applicant to improve the building façade while maintaining original architectural details, the City is accomplishing the desired reinvestment in an existing contributing site in the Historic Hollywood Business District while maintaining the character of the area.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The parcel is located within the Historic Retail Core Development (RC-2), which encompasses East Hollywood and Downtown. It is geographically defined by the Intracoastal Waterway to the east, Dixie Highway to the west, Sheridan Street to the north and Pembroke Road to the south. This area includes three residential neighborhoods, Hollywood Lakes, Dixie Highway Corridor and Downtown Hollywood. The primary commercial corridors and nodes also include Downtown along with the Federal Highway Corridor. This site is also within the Downtown Community Redevelopment Area (CRA) which strives to improve the physical environment and increase marketing and tourism through redevelopment.

The proposed project is 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 alteration will help revitalize the appearance of a noteworthy structure, thus improving the appearance of Downtown. Further, restoring some of its historic charm to a state which was celebrated by Joseph Young, our City's founder, will help reinstate pride to residents and will be more attractive to visitors. It also embodies the vision for this area which is to *continue to effect economic and physical redevelopment within [CRA] boundaries.*

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: The Historic District Design Guidelines states that *Integrity is the composite of these seven qualities: location, design, setting, materials, workmanship, feeling and association.* The proposed alteration meets these qualities.

FINDING: Consistent.

CRITERION: DESIGN

ANALYSIS: Design Guidelines for new alteration should be appropriate to its historically and architecturally significant surrounds. The proposed storefront renovation would maintain the overall style of the building, while adding some stonework on the knee wall and new wooden round top doors. The proposed design helps to enhance the design in the same architectural style. It matches the massing, materials, roof treatment, openings, and entrances of the building of significance. The historic elements of the building and commercial space are preserved.

FINDING: Consistent.

CRITERION: SETTING

ANALYSIS: The Historic District Design Guidelines states that a setting is the relationship of buildings within the Historic District and the surrounding site and environment. The proposed development demonstrates compatibility with the neighborhood and does not disrupt the relationship to other buildings within the Hollywood Business Historic District.

FINDING: Consistent.

CRITERION: MATERIALS

ANALYSIS: Design Guidelines state materials are an important part of the fabric of any historic district or property and help to maintain the historic character of the place. Furthermore, materials are compatible in quality, color, texture, finish, and dimension to those that are in the historic district should be used. The proposed alteration is structurally designed with façade materials primarily consisting of smooth stucco finishes, raw concrete, reinforcing steel and metals, and decorative wooden elements. The renovation incorporates new windows that complement the existing commercial spaces. All existing materials that make up the structure, including moldings and other design elements, will be maintained and preserved. Additional proposed enhancements include the installation of new dark slate stone under the façade counter, a new solid wood classical-style front entrance door with custom octopus tentacle handles, and new wooden bollards with rope dividers to match the existing outdoor lounge area. The storefront will feature new windows with bronze-colored mullions and a new front façade awning. The smooth stucco and paint finish will be matched to the existing structure. An octopus-themed architectural feature will be incorporated into the façade design, and the existing parapet will be extended from the current bar area and finished to match in both form and color.

FINDING: Consistent.

CRITERION: WORKMANSHIP

ANALYSIS: The Design Guidelines recommend consideration of significant materials before undergoing rehabilitation of a historic structure or property. The alteration will utilize quality materials mended by quality construction standards of the State. The design of the new alteration is consistent with current workmanship styles and methods in the area.

FINDING: Consistent.

CRITERION: ASSOCIATION

ANALYSIS: Design Guidelines recommend maintaining consistent spacing and setbacks and further state new construction should be compatible with existing buildings... Within the context of historic preservation, elements of design such as massing, scale and rhythm reflect architectural style as well as the richness of the historic district. Meeting all applicable code requirements, the proposed alteration is consistent with the scale and massing of the adjacent properties in the neighborhood.

FINDING: Consistent.

ATTACHMENTS

ATTACHMENT A: Application Package

ATTACHMENT B: Aerial Photograph