

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

**DATE:** September 9, 2025 **FILE:** 21-D-54a

**TO:** Planning and Development Board

**VIA:** Cameron Palmer, Planning Manager

**FROM:** Urja Modi, Planner I

**SUBJECT:** Alta Hollywood LLC requests a Design review for modifications to the facades of an approved mixed-use development located at 401 N Federal Highway.

**REQUEST:**

Design review for modifications to the facades of an approved mixed-use development (Alta Hollywood).

**RECOMMENDATION:**

Design: Approval.

**REQUEST**

On July 12, 2022, the Planning and Development Board heard and approved petitions for Design and Site Plan review for a mixed-use development with 466 units and approximately 7,000 square feet of ground-floor commercial space at 401 N Federal Highway (the "subject property"). The approved development includes a mix of one-bedroom, two-bedroom, and three-bedroom units, structured parking, and typical residential amenities.

The subject property is located in the Federal Highway Medium-High Intensity Mixed-Use District (FH-2) within the Regional Activity Center land use designation and Downtown Community Redevelopment Agency Overlay. The subject property measures an approximate area of 2.4-acres and is located on the block bounded by Fillmore Street to the north, US 1 Federal Highway to the west, Taylor Street to the south, and North 17<sup>th</sup> Avenue to the east. The block also contains an existing medical building and an existing historical building, located adjacent to and west and east, respectively, of the approved development.

**REQUEST**

The Owner is currently undertaking the detailed design phase of the project. Through this phase, the Owner conducted a detailed evaluation of current market conditions, financial considerations and viability of the project, and long-term project goals. The evaluation resulted in a strategic decision to reposition the development as a condominium suitable to meet the demands of current buyers. In support of the

transition to condominium, the Owner is requesting to make changes to the design of the building that are consistent with the modern & contemporary aesthetics of current condominium market expectations. The changes include updates to façade materials and finishes as follows:

- Changing the color of the smooth stucco finish from predominantly Sherwin Williams toque white to Sherwin Williams Iron Ore (a dark-grey color);
- Adding white louvers to the roof area;
- Replacing the aluminum-grid rail to glass railings;
- Extending the white stucco framing along the bottom of the building;
- Flushing the articulation and protrusions along the north and south elevations of the towers with the remainder of the buildings;
- Extending the glass railings and balconies along the horizontal lengths of the towers; and,
- Revising the screening treatment for the structured parking to include toque white framing and vertical louvers atop eggcrate paneling.

Please note additional minor modifications to the site plan and floor plans were requested. The modifications include a reduction in the number of units from 466 to 464, internal reconfiguration changes to amenity spaces, and an increase in the number of tandem parking spaces. The increase in the number of tandem parking spaces do not impact circulation or parking configuration. The minor modifications to the site plan and floor plans are subject to the administrative site plan approval process and do not require approval by the Planning and Development Board pursuant to Article 5, Section 5.3 (I) of the City's Zoning and Land Development Regulations.

The Applicant has worked with the Division of Planning and Urban Design to ensure that all applicable zoning regulations continue to be met.

## **SITE INFORMATION**

<b>Owner/Applicant:</b>	Alta Hollywood LLC
<b>Address/Location:</b>	401 N Federal Highway
<b>Net Size of Property:</b>	106,414 sq. ft. (2.443 acres)
<b>Land Use:</b>	Regional Activity Center (RAC)
<b>Zoning:</b>	FH-2 (Federal Highway Medium-High Intensity Mixed-Use District)
<b>Existing Use of Land:</b>	Multi-Family Use and Vacant

## **ADJACENT LAND USE**

<b>North:</b>	Regional Activity Center (RAC)
<b>South:</b>	Regional Activity Center (RAC)
<b>East:</b>	Regional Activity Center (RAC)
<b>West:</b>	Regional Activity Center (RAC)

## **ADJACENT ZONING**

<b>North:</b>	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
<b>South:</b>	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
<b>East:</b>	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)
<b>West:</b>	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center the subject site is surrounded primarily by residential and 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 Regional 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 neighborhood, encourages redevelopment of the area, and provides a model for new development within the Regional Activity Center. The project is consistent with the Comprehensive Plan based on the following Objectives:

**Objective 4:** *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.*

**Objective 5:** *Encourage appropriate infill redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.*

**Policy 5.16:** *Foster Economic Development through creative land use, zoning and development regulations, City services, and City policies.*

## CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The project is located in Sub-Area 2, 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 the residential neighborhoods of Parkside, Royal Poinciana and Hollywood Lakes. 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 City-Wide Master Plan recognizes the need for a mix of uses along the corridors. The proposed project is consistent with the 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.*

**Guiding Principle:** *Attract and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents.*

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

**Policy CW.46:** *Place emphasis on redevelopment along the major highway corridors; SR 7, US 1, Dixie Highway, Hollywood Boulevard and A-1-A by limiting expansion of residential areas, and deepening industrial and commercial zones to increase tax revenues.*

## APPLICABLE CRITERIA

**Analysis of Criteria and Findings for Design** as stated in the City of Hollywood Zoning and Land Development Regulations, Article 5.

**CRITERIA 1:** *Architectural and Design components.* Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. The use of traditional materials for new architectural details is recommended. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment.

**ANALYSIS:** The proposed development offers a design that can be seen as a positive example of the vision for the Regional Activity Center. Fronting Federal Highway with retail space as an active liner promotes pedestrian connectivity throughout the site. Architectural elements of the contemporary design, such as porcelain textured wall tile, textured stucco, large glass panels, and aluminum balconies come together to create a design that is not intrusive and enhances the character of the neighborhood. The series of contrasting volumes, created by recessed volumes and material changes create an aesthetic vision that serves as a catalyst for future development in the area. The proposed revisions to the design applies additional architectural elements, such as glass railings, darker finishes and white louvers, that improve the contemporary design of the building.

**FINDING:** Consistent.

**CRITERIA 2:** *Compatibility.* The relationship between existing architectural styles 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. Buildings should contain architectural details that are characteristic of the surrounding neighborhood.

**ANALYSIS:** The Design Guidelines state new construction should differentiate itself from neighboring buildings in terms of architectural style while the scale, rhythm, height and setbacks as well as the location of windows, doors and balconies bear some relationship to neighboring buildings and maintain some resemblance of compatibility. There is no predominant architectural style along this corridor. As Federal Highway is a commercial corridor, the proposed development is consistent with the surrounding buildings in scale, massing, and placement. Redevelopment of this site is a step closer to beautifying Federal highway.

The revised design exhibits architectural features and styles that are sensitive and compatible to the surrounding neighborhood and the vision for the Regional Activity Center. The design is not intrusive to the neighborhood, fosters cohesion, and contributes to the eclectic character of the neighborhood.

**FINDING:** Consistent.

**CRITERIA 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 for 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.

**ANALYSIS:** The proposal is compliant with zoning regulations as it pertains to FAR, height, setbacks, parking and landscape requirements. The development does not exceed height limitations as set forth in the Zoning and Land Development. The proposed scale and height remain consistent with the vision of the Regional Activity Center and FH-2 Zoning District.

**FINDING:** Consistent.

**CRITERIA 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.

**ANALYSIS:** The Applicant has worked with the City Landscape Reviewer to incorporate a variety of compatible plant types and forms into the design. The proposed landscape helps articulate the property and enhance the design of the proposed building. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape along Federal Highway. Please note, the landscaping elements from the approved design have not changed.

**FINDING:** Consistent.

#### **ATTACHMENTS**

ATTACHMENT A: Application Package

ATTACHMENT B: Land Use and Zoning Map