

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

DATE: September 9, 2025 **FILE:** 25-L-15

TO: Planning and Development Board

VIA: Anand Balram, Assistant Director/Chief Planner

FROM: Carmen Diaz, Planner III

SUBJECT: Amendment to the City's Future Land Use Map to change the land use designation of 2.03 acres of land from Medium High Residential 25 (MHRES) to Diplomat Activity Center designation.

REQUEST:

Amendment to the City's Future Land Use Map to change the land use designation of 2.03 acres of land from Medium High Residential 25 (MHRES) to Diplomat Activity Center designation.

RECOMMENDATION:

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

As part of the application process and prior to City Commission submittal, the applicant shall obtain and submit written confirmation from Broward County that a hurricane evacuation analysis is not required for hotel uses.

BACKGROUND

The subject site comprises approximately 2.0 net acres and is a single parcel currently occupied with a surface parking lot. The site is generally located west of South Ocean Drive and north of Hallandale Beach Boulevard.

On May 20th, 1992, the City of Hollywood approved the rezoning of the property on the east side of Ocean Drive at 3555 S. Ocean Drive from Beach Residential District (R-6A) and the Beach Business District (B-1-A) to the City of Hollywood Planned Development District (PD). The intent was to develop a resort community concept that included renovating the existing Diplomat Hotel to include 655 rooms, 386 residential units, and related commercial and recreational facilities.

In 1998 the City Commission granted approval of the Diplomat Planned Development Master Plan for the Diplomat Resort and Country Club. The complex included 19 acres with multifamily residential units, hotel rooms, convention center, retail space, and associated parking.

In 2019, the City Commission approved a Land Use Plan Amendment request (O-2019-24) to create an Activity Center, the Diplomat Activity Center, for the parcels at 3210-3450, 3451-3690, 3724, and 3555 S. Ocean Drive, which included parcels on both the east and west of South Ocean Drive and north of Hallandale Beach Boulevard. The adopted land use change included the addition of 350 multi-family units, 1,500 hotel rooms, 75,000 square feet of commercial/office spaces and 150,000 square feet of convention center space.

The Planned Development has been amended several times through the years. Most recently, August 2023, the City Commission adopted an amendment to the PD and Master Plan (O-2023-11) to add 350 multi-family units and 500 hotel rooms. These allocations were enabled through the subsequent site plan approvals of the Diplomat Condominium (R-2023-255) and Diplomat Hotel (R-2024-076).

Activity Centers are specialized land use designations recognized through the Broward County Comprehensive Plan (Broward Next) as areas with a mix of uses and development limits as determined by local government. Broward County encourages new development and redevelopment within designated activity centers and transit-oriented areas, provided these locations have adequate public facilities and services. Such development should promote a high-quality, mixed-use community with multi-modal transportation, diverse housing options (including affordable housing), green and recreational spaces, community gathering places, and a variety of services to support both residents and businesses.

REQUEST

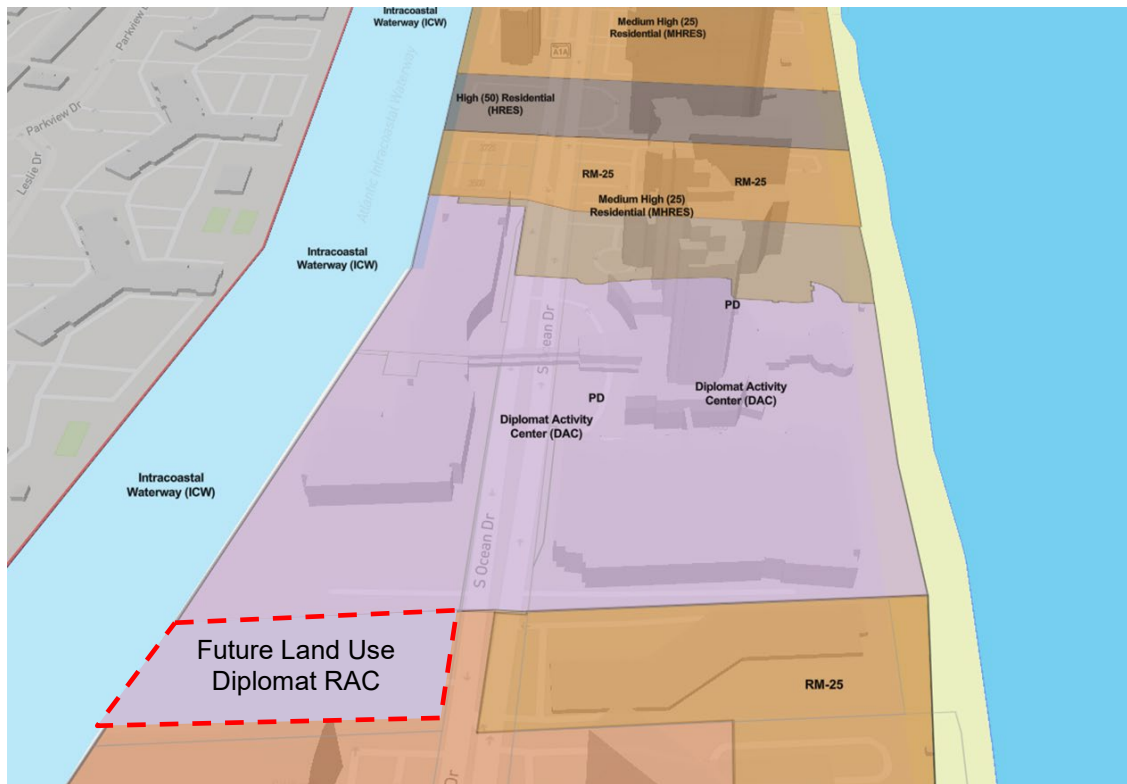
The applicant, Sea Air Owner LLC, is requesting to amend the Land Use element of the City's Comprehensive Plan to change the land use designation from Medium-High Residential 25 (MHRES) to Diplomat Activity Center and has a concurrent request with Broward County Planning Council to amend the County Future Land Use Map from Medium-High Residential 25 (MHRES) to Regional Activity Center. The site comprises one lot totaling 2.25 acres, generally located at 3726 S. Ocean Drive, including the eastern right of way of S. Ocean Drive. The property is currently used as a surface parking lot managed by the operator of the existing Diplomat Hotel and Resort facility.

Development in all Activity Centers are required by the County to be monitored and tracked to ensure compliance with the capacities outlined in the County's Comprehensive Plan. As it pertains to the Diplomat Activity Center, the adopting ordinance, O-2019-24, has the following development limits:

- 75,000 square feet of commercial/office;
- 350 multi-family dwelling units;
- 1500 hotel rooms; and,
- 150,000 square feet of Convention Center.

The requested Land Use Plan Amendment would add 300 hotel rooms to the southwest side of the Activity Center (and of the Master Development Plan), increasing the total hotel counts within the Activity Center to 1,800 hotel rooms (including the 386 units and 655 hotel rooms that existed pre-establishment of the Activity Center in 2019). See Attachment D for the updated Diplomat Activity Center tally.

Figure 1: Proposed Amendment to the City's Future Land Use Map



Regarding programming, the applicant is proposing the following future uses on the property:

- Hotel: 300 rooms
- Restaurant/Café: 1,400 S.F.
- Merchandise/Sundries: 1,100 S.F.
- Publicly accessible Linear Park

The Applicant intends to seek approval for an additional 300 hotel units and 2,500 square feet of commercial spaces on the amendment parcel, which will need to be achieved by future rezoning and site plan approvals. The proposed land use designation will help bring the project to fruition, augmenting the use of the property to provide additional commercial inventory and choice within the City.

The Applicant states the intent of the proposed amendment is *“to continue the vision of The Diplomat Activity Center which was previously approved in June 2019. This project will further the utilization of the convention center at The Diplomat Beach Resort as well as amenities and points of interest in the surrounding area.”* The applicant’s proposal contemplates additional open space on the property through the southward continuation of the existing intracoastal boardwalk on the Diplomat property to the north and publicly accessible boardwalk parallel to the Intracoastal Waterway.

The proposed amendment promotes a mix of land uses that will enhance the surrounding community and allow the landowners to maximize the use of their property, as suggested in the Goals of the City’s Comprehensive Plan. This will provide additional redevelopment opportunities and will allow for a mix of uses that will better support the City’s economy and tourism. The proposed amendment also supports

the City-Wide Master Plan guiding principle to “*promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community*”.

SITE INFORMATION

Owner/Applicant:	Sea Air Towers Ltd./Sea Air Owner LLC.
Address/Location:	3726 S. Ocean Drive
Net Size of Property	2.0 acres
Gross Size of Property:	2.25 acres
Land Use:	Medium High Residential (MHRES)
Zoning:	Low Intensity Commercial District (C-1)
Existing Use of Land:	Parking lot
Year Built:	N/A
Proposed Land Use:	Activity Center (Diplomat Activity Center)

ADJACENT LAND USE

North:	Regional Activity Center (Diplomat RAC)
South:	Medium High Residential (MHRES)
East:	Regional Activity Center (Diplomat RAC)
West:	Intracoastal

ADJACENT ZONING

North:	Planned Development (PD)
South:	Low Intensity Commercial District (C-1)
East:	Planned Development (PD)
West:	Intracoastal

TRAFFIC IMPACT

Kimley Horn and Associates Inc. conducted a traffic impact study for the requested Land Use Plan Amendment, dated April 2025. The study evaluated existing and future traffic conditions as it pertains to the new land uses requested for the subject site, identifying a projected increase of 2,414 daily trips (up from 200). Key intersections and segments were analyzed, with no significant impact found on surrounding roadway segments under the 2025 or 2045 planning horizons

Findings include:

- Trip Generation Impact:
 - Daily trips increase by 2,414 (from 200 to 2,614).
 - PM peak hour trips increase by 159 (from 20 to 179).
- Traffic Distribution:
 - 35% of site traffic accesses from the north on South Ocean Drive.
 - 18% from the south on South Ocean Drive.
 - 47% from the west on Hallandale Beach Boulevard.

HURRICANE EVACUATION ANALYSIS

The amendment site is located within a designated hurricane evacuation zone. In coordination with Broward County, staff are confirming whether a hurricane evacuation analysis is required pursuant to the County Comprehensive Plan. To ensure compliance with County requirements, a condition of approval has been included requiring the applicant to provide documentation from Broward County verifying whether such an analysis is necessary prior to City Commission consideration.

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The intent of the Land Use Element of the Comprehensive Plan is to lay out a broad physical plan for the future development of the city. This is the only element describing appropriate locations for future Land Use and declares the policies regulating their location and development. The Land Use Element takes into consideration factors affecting current development trends. The proposed amendment is consistent with the following policies of the Comprehensive Plan:

Land Use Element:

Goal: *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.*

Policy 1.3: *Maintain the City Code or Zoning and Development regulations to require that all new and existing unsewered development, where practical and financially feasible, including new residential units, be connected to the sewer system.*

Policy 3.1.6: *Create development nodes at major intersection where opportunity exists for larger parcels to be assembled for redevelopment (CWMP Policy 1.6)*

Objective 3.2: *Assist, coordinate and monitor adjacent municipalities' land development efforts along major thoroughfare corridors and, when feasible, implement plans, Capital Improvement Projects and other programs to supplement and enhance economic development, land use changes, streetscape design, and infrastructure service improvements along these corridors.*

Policy 7.4: *Maintain the level of service for the City's park and open space standard of 3 acres per 1000 population to assess adequacy of service.*

Policy 7.14: *Continue to provide enough potable water for a year-round water supply without mining the aquifer and encouraging more saltwater intrusion.*

Policy 7.41: *Coordinate traffic circulation with future Land Use designations as specified by the City's Land Use Plan by reviewing traffic impacts during the development review process and by coordinating with County and State Governments.*

Policy 8.12: *The compatibility of existing and future Land Uses shall be a primary consideration in the review and approval of amendments to the Broward County and City Land Use plans.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The project is located in Sub-Area 4, Hollywood Beach, is defined by the Atlantic Ocean to the east, the Intracoastal Waterway to the west, Hallandale Beach Boulevard to the south and Dania Beach Boulevard to the north. The beach is comprised of three very distinct areas, North Beach, Central Beach and South Beach which could be broken down further into sub-sectors of activity.

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.*

Guiding Principle: *Preserve, protect and enhance existing open spaces and recreation facilities both public and private.*

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

SUMMARY OF FINDINGS:

1. Pursuant to the City's Comprehensive Plan as identified, Staff finds the proposed Land Use change from to Medium-High (25) Residential (MHRES) to Diplomat Activity Center to be consistent with the City's Comprehensive Plan.
2. Pursuant to the City-Wide Master Plan Guiding Principles as identified, Staff finds the proposed Land Use change from to Medium-High (25) Residential (MHRES) to Diplomat Activity Center, to be consistent with the City-Wide Master Plan.

Additional review will be required during the Rezoning and Site Plan approval process to ensure consistency with the Zoning and Land Development Regulations and the City's vision.

ATTACHMENTS

Attachment A:	Application Package
Attachment B:	Land Use and Zoning Map
Attachment C:	Public Participation Meeting
Attachment D:	Diplomat Activity Center Tally
Attachment E:	Previously Approved Ordinances and Resolutions