

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

DATE: June 10, 2025 **FILE:** 24-DP-68

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Laura Gomez, Planner II

SUBJECT: Design and Site Plan for a 4-story residential development consisting of 27 units located in the DH-2 zoning district, in the Regional Activity Center

REQUEST:

Design and Site Plan for a 4-story residential development consisting of 27 units located in the DH-2 zoning district, in the Regional Activity Center (2242- 2246 Monroe Street).

RECOMMENDATION:

Design: Approval

Site Plan: Approval, if the 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 Broward County and the City's Engineering Division platting comments.
2. Obtain a Right-of-Way (ROW) permit for all utility work within the City's rights-of-way.

BACKGROUND

The subject property is within the Dixie Highway Medium Intensity Multi-Family (DH-2) zoning district and has a land use designation of 'Regional Activity Center' (RAC). The property is approximately 0.30 acres in area and fronts the South side of Monroe Street. The current building is one-story and was built approximately in 1958 based on the Broward County Property Appraiser (BCPA) website. The current use is a single-family residence.

REQUEST

The Applicant requests a Design and Site Plan for a residential development consisting of 27 multifamily units.

The proposed development is a four-story residential apartment building, approximately 45 feet in height, comprising 27 total units: 23 one-bedroom units, 3 two-bedroom units, and 1 three-bedroom unit. The rooftop level features a suite of resident amenities, including an outdoor terrace, sundeck, fitness room with restrooms, bar area, and landscaped recreational space.

Parking accommodations include a combination of single and lift spaces, meeting the required allocation per unit. Vehicular access is provided via two driveway entrances on Monroe Street, while pedestrian access is through the central main entrance. The architectural design features a modern, contemporary style with articulated volumes and a neutral color palette to create depth and visual interest.

The front façade incorporates a central rectangular element that frames the balconies and adds symmetry to the elevation. The main entrance is emphasized by a combination of concrete canopy and glass, located at the ground level and aligned centrally. The parking structure is visually screened using aluminum slats, powder-coated in orange to provide a vibrant accent while limiting visibility from the right-of-way. Balconies are defined by aluminum and glass panels, while windows maintain a consistent height and width to create uniformity across the façade. The building utilizes a mix of materials including stucco, concrete, glass, and aluminum.

The east elevation incorporates scored stucco with geometric patterns, adding texture and interest. The landscape plan features a selection of native South Florida plantings to complement the building's subtropical setting.

The Applicant has worked with Staff to ensure that all applicable regulations are met. The design is a positive example of the vision for the Regional Activity Center. Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for development within the community.

SITE DATA

Owner/Applicant:	Mike Kaplun
Address/Location:	2242- 2246 Monroe Street,
Net Size of Property:	15,387 square feet (0.35 acres)
Land Use:	Regional Activity Center (RAC)
Zoning:	Dixie Highway Medium Intensity Multi-Family District (DH-2)
Present Use of Land:	Residential
Year Built:	1958/1955 (Broward County Property Appraiser)

ADJACENT LAND USE

North:	Regional Activity Center (RAC)
South:	Regional Activity Center (RAC)
East:	Regional Activity Center (RAC)
West:	Regional Activity Center (RAC)

ADJACENT ZONING

North:	Dixie Highway Medium Intensity Multi-Family District (DH-2)
South:	Dixie Highway Medium Intensity Multi-Family District (DH-2)
East:	Dixie Highway Medium Intensity Multi-Family District (DH-2)
West:	Dixie Highway Medium Intensity Multi-Family District (DH-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center, specifically in South Central Downtown Hollywood, the subject site is surrounded primarily by residential properties and commercial and industrial along Dixie Highway. 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 landowners 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: *Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses, and tourist areas.*

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.*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The project is located in Sub-Area 3, East Central Hollywood, geographically defined by Dixie Highway to the east, Stirling Road to the north, Pembroke Road to the south and I-95 to the west. This area includes residential neighborhoods and Liberia/Oakwood Hills, North Central and South-Central Hollywood. The proposed request is consistent with 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.*

Policy CW.15: *Place a priority on protecting, preserving, and enhancing residential neighborhoods.*

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

Policy 3.2: *Create an overlay district along the Dixie Highway corridor to promote economic redevelopment.*

Policy 3.9: *Encourage mixed-use overlay districts to include additional uses and increased heights, as well as more intense office, commercial and mixed-use.*

Policy 6.7: *Prepare design plans to enhance the streetscape with emphasis on the pedestrian environment.*

APPLICABLE CRITERIA

Analysis of Criteria and Findings for Design as stated in the City of Hollywood's 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. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment. The design should consider architectural elements that are characteristic of the surrounding neighborhood.

ANALYSIS: The proposed development offers a design that can be seen as a positive example of the vision for the Regional Activity Center. The contemporary design is represented by a series of contrasting volumes and geometry, architectural features framing and enhancing the façade, and use of a variety of design materials to create an aesthetic vision that serves as a catalyst for future development in the area.

FINDING: Consistent.

CRITERIA 2: *Compatibility.* The harmonious relationship between existing architectural language and composition 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; and with the established and adopted vision for the area.

ANALYSIS: The architectural styles and elements of the proposed development do not exhibit architectural features and styles that are insensitive and incompatible to the surrounding neighborhood. The architectural styles of the surrounding community vary. The design is not intrusive and introduces a fresh look to the neighborhood that helps to propel a sense of community.

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 Applicant has worked with Staff to design a proposal that is compliant with zoning regulations as it pertains to height, FAR, setbacks, parking, and landscape requirements. The proposed scale is consistent with the vision of the Regional Activity Center and zoning district. The height is exceeding the limit by 25% but it is allowed as height encroachment. This area is not exceeding the 30% of the floor plan of the roof.

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.

FINDING: Consistent.

SITE PLAN

The Technical Advisory Committee (TAC) found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Hollywood Zoning and Land Development Regulations, on April 28th, 2025. Therefore, Staff recommends approval.

The following standards shall be utilized by the Technical Advisory Committee and the Planning and Development Board in the review, evaluation, and approval of all required plans and exhibits:

- A. *Natural Environment.* All proposed development shall be designed in such a manner as to preserve, perpetuate, and improve the existing natural character of the site. Existing trees and other landscape features shall, to the maximum extent possible, be preserved in their natural state; and additional landscape features shall be provided to enhance architectural features, to relate structural design to the site, and to conceal unattractive uses. In all instances the city's tree protection, landscaping and all other applicable regulations shall be fully complied with as minimum standards.
- B. *Open space.* Adequate landscaped open space shall be provided which meets the particular needs and demands of the proposed development and all specific zoning district requirements. Legal methods assuring the continued preservation and maintenance of required open space shall be submitted to and approved by the City Attorney. The type and distribution of all open space shall be determined by the character, intensity and anticipated residential or user composition of the proposed development.

1. Passive open spaces (those areas not planned for intensive activity) shall be arranged as to enhance internal spatial relationships between proposed structures, to provide buffers between the project and adjacent less intensive uses, to facilitate pedestrian movements within the development, and to improve the overall visual quality of the site.
 2. Active open spaces (those areas containing activities such as playgrounds, tennis courts, swimming pools and other active recreational facilities) shall be located so as to permit easy access to all residents or users within a development. Private recreational facilities and activities within specific projects shall, wherever possible, complement, rather than duplicate, nearby public recreational activities.
- C. *Circulation and parking.* All circulation systems and parking facilities within a proposed development shall be designed and located in such a manner as to comply with the following:
1. A clearly defined vehicular circulation system shall be provided which allows free movement within the proposed development while discouraging excessive speeds. Said systems shall be separated insofar as practicable from pedestrian circulation systems. Pavement widths and access points to peripheral streets shall be provided which adequately serve the proposed development and which are compatible and functional with circulation systems outside the development.
 2. Whenever possible in proposed residential developments, living units should be located on residential streets or courts which are designed to discourage nonlocal through traffic.
 3. Off-street parking areas shall be provided which adequately accommodate maximum vehicle storage demands for the proposed project and are located and designed in such a manner to conveniently serve the uses to which they are accessory and not create incompatible visual relationships.
 4. Safe and efficient access to all areas of the proposed development shall be provided for emergency and service vehicles, as required by the Florida Building Code in effect in Broward County, Florida, as revised from time to time.
 5. Sidewalks shall be provided as required by the city regulations.
 6. Handicapped Accessibility shall be provided as required by all applicable regulations.
- D. *Community services and utilities.* All proposed developments shall be designed and located in such a manner as to ensure the adequate provision, use and compatibility of necessary community services and utilities.
1. An adequate sanitary sewer collection system including all necessary extensions and connections, shall be provided in accordance with city standards for location and design. Where necessitated by the size of the development and/or by the unavailability of city treatment facilities, sanitary sewage treatment and disposal systems must be provided in accordance with city and state standards and regulations.

2. An efficient solid waste collection system, including the provisions of an adequate number of properly screened local receptacles in locations which afford maximum use and collection convenience, shall be provided in accordance with all applicable city standards.
 3. A well designed internal system for fire protection, including the provisions of an adequate number of properly located fire hydrants and an efficient access arrangement for emergency fire vehicles, shall be provided to ensure the safety of all persons within the project.
- E. *Building and other structures.* All buildings and structures proposed to be located within a development shall be oriented and designed in such a manner as to enhance, rather than detract from, the overall quality of the site and its immediate environment. The following guidelines shall be followed in the review and evaluation of all buildings and structures:
1. Proposed buildings and structures shall be related harmoniously to the terrain, other buildings, and the surrounding neighborhood, and shall not create through their location, style, color or texture incompatible physical or visual relationships.
 2. All buildings and structures shall be designed and oriented in a manner ensuring maximum privacy of residential uses and related activities both on the site being developed and property adjacent thereto.
 3. All permanent outdoor identification features which are intended to call attention to proposed projects and/or structures shall be designed and located in such a manner as to be an integral part of the total project and/or structural design and shall not exceed a size and scale necessary for the recognition from vehicles moving along adjacent streets at prescribed legal speeds.
- F. *Level of service standards.* For the purpose of the issuance of development orders and permits, the city has adopted level of service standards for public facilities and services which include roads, sanitary sewer, solid waste, drainage, potable water, and parks and recreation. All Applicants are required to prove concurrency pursuant to the City's Comprehensive Plan and F.S. Chapter 163, as amended from time to time.
- G. *Other requirements.* Requirements and recommendations as provided in the city tree and landscape regulations shall be observed as will the requirements of all applicable standards and regulations.

ATTACHMENTS

Attachment A:	Application Package
Attachment B:	Land Use and Zoning Map
Attachment C:	Public Participation Meeting