

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

**DATE:** May 8, 2023

**FILE:** 22-Z-57

**TO:** Planning and Development Board

**FROM:** Andria Wingett, Assistant Director

**SUBJECT:** SFA Atlantis Associates LP and Oakwood Business Center LP c/o Kimco Realty Corporation request a rezoning from Low Intensity Industrial and Manufacturing (IM-1) to the Planned Development (PD) District, for properties at 2609 N. 26 Avenue and adjacent parcels to the north and west, 200 Oakwood Ln, 1 Oakwood Boulevard and adjacent parcel to the south, 2, 2800, 2900, 2906, 2908-2914, 2940, 3000, 3120, 3215, 3350, 3401, 3501-3881, 3800, 3901-3921, 4001-4101, 4100, 4150 Oakwood Boulevard, 2700 Stirling Road, and Oakwood Boulevard, generally located south of Stirling Road and east of Interstate 95 (Oakwood Plaza Rezoning).

**REQUEST:**

Rezoning from Low Intensity Industrial and Manufacturing (IM-1) to the Planned Development (PD) District (Oakwood Plaza Rezoning) including parking and landscape modifications, master plan and sign variance(s).

**RECOMMENDATION:**

Forward a recommendation to the City Commission as follows:

Rezoning: Approval

Modifications: Approval

Master Plan: Approval, with to the following conditions:

1. Prior to the rezoning becoming effective, Land Use Plan Amendment 20-L-32 shall be recertified by the Broward County Planning Council as required by Ordinance No. O-2022-04, adopted by the City Commission on April 6, 2022.
2. At the time of submittal of the first site plan application for the first phase of development on the subject property, and with each site plan application submittal for subsequent phases of development, the Applicant shall submit an updated Master Development Plan for all land within the Planned Development District. The updated Master Development Plan shall address: all requirements for Master Development Plans as enumerated in Section 4.15.F.3 of the City of Hollywood Zoning and Land Development Regulations; pedestrian and vehicular mobility; signage; and include revisions to the Design Guidelines that may result from changes to the Master Development Plan. The updates shall be processed administratively by the Director of

Development Services, provided the changes comply with the requirements for “minor changes” in Section 4.15.G of the City of Hollywood Zoning and Land Development Regulations.

3. At the time submittal of the first site plan application for the first phase of development on the subject property, and with each site plan application submittal for subsequent phases of development, the Applicant shall submit documentation demonstrating each phase of development’s compliance with all requirements of Section 4.15 “PD Planned Development District” of the City of Hollywood Zoning and Land Development Regulations.
4. At the time submittal of the first site plan application for the first phase of development on the subject property, and with each site plan application submittal for subsequent phases of development, the Applicant shall submit evidence documenting the allocation of approved, proposed and remaining development entitlements on the subject property, consistent with the allocations for the Oakwood Activity Center. This shall include any existing development as well as any required allocations of affordable housing.
5. At the time of submittal of the first site plan application for the first phase of development, the Applicant shall submit legal documents to constitute evidence of the unified control of the entire area within the proposed Planned Development, which shall be reviewed and certified by the City Attorney and Director of Development Services.

Sign(s) Variance: Approval

## **BACKGROUND**

The subject property recently underwent a Land Use Plan Amendment (LUPA 20-L-32) to change the Future Land Use (FLU) designation from General Business and Open Space and Recreation to Activity Center (Oakwood Activity Center). The Land Use Plan Amendment (LUPA) was adopted by the City Commission on April 6, 2022 pursuant to Ordinance No. O-2022-04, and is in process to be recertified by the Broward County Planning Council.

## **REQUEST**

Today’s request is to rezone the property from Low Intensity Industrial and Manufacturing (IM-1) to Planned Development (PD) District. Section 4.15 of the City of Hollywood Zoning & Land Development Regulations establishes the requirements for the Planned Development (PD) District, the purpose of which is, *to permit larger tracts of land under unified control to be planned and developed as a whole (as a single operation or an approved series of operations) with a greater amount of flexibility by removing some of the detailed restrictions of conventional zoning. Planned Developments are recognized as serving the public interest and are encouraged...(see Attachment E).*

The proposed rezoning and future site plan application requests will facilitate redevelopment, augment use of the property from only commercial to a higher density mixed-use, increase the City’s housing stock, expand the existing commercial footprint of the city and spur economic growth. The Master Plan, which is consistent with the land use, creates five distinct areas, totaling the following maximums:



- 1.2 million square feet of retail;
- 1.89 million square feet of office;
- 3,800 multi-family dwelling units;
- 625 hotel rooms; and,
- 2.50 acres of open space.

The above totals are broken down into five areas not exceeding the below maximum threshold(s) for each of the areas:

| Block Description  | Retail (SF) Maximum | Office (SF) Maximum | Residential (Units) Maximum | Hotel (Rooms) Maximum |
|--------------------|---------------------|---------------------|-----------------------------|-----------------------|
| Oakwood North West | 750,000             | 1,500,000           | 2,500                       | 475                   |
| Oakwood North East | 1,000,000           | 1,750,000           | 3,000                       | 625                   |
| Oakwood South West | 1,000,000           | 1,750,000           | 3,000                       | 625                   |
| Oakwood South East | 750,000             | 1,500,000           | 2,500                       | 475                   |
| Oakwood East       | 175,000             | 500,000             | 800                         | 475                   |

Given there are multiple existing commercial tenants on the subject property with active leases that need to be considered, the logistics of redevelopment will need to be coordinated. While this is not typical for traditional development, the Planned Development zoning district facilitates these unique circumstances. The property is anticipated to remain under one owner and the Zoning District Design Guidelines establish regulations similar to other traditional zoning districts while allowing for maximum flexibility. Some existing commercial uses may remain, while others may be in existing leases and will remain on the property for some time during the initial stages of development.

The master plan/zoning regulations for this property allow buildings up to 300 feet, 90 percent lot coverage and also include requirements for vertical and horizontal articulation and the use of building materials for, “reinforcement to the objective of creating a high-quality signature character...”. Parking and landscape modifications are outlined in Attachment B, Appendix B and D. Deviations to the sign code require a variance, the sign regulations being adopted are outlined in Attachment B, Appendix C.

Notwithstanding, the Master Development Plan and associated Design Guidelines provide an essential framework against which individual site plan applications will be assessed, in addition to the provisions of the Zoning and Land Development Regulations. Additional review will be required during the Site Plan approval process to ensure consistency with the recommended conditions of approval, Zoning and Land Development Regulations, and the City’s vision.

Staff is therefore recommending approval with several conditions to ensure each site plan application is undertaken in a planned, cohesive manner that meets the City’s requirements and protects the amenity of the surrounding area.

**SITE INFORMATION**

**Owner/Applicant:** SFA Atlantis Associates LP / Oakwood Plaza LP and Oakwood Business Center LP c/o Kimco Realty Corporation

**Address/Location:** 2609 N. 26 Avenue and adjacent parcels to the north and west, 200 Oakwood Ln, 1 Oakwood Boulevard and adjacent parcel to the south, 2, 2800, 2900, 2906, 2908-2914, 2940, 3000, 3120, 3215, 3350, 3401, 3501-3881, 3800, 3901-3921, 4001-4101, 4100, 4150 Oakwood

Boulevard, 2700 Stirling Road, and Oakwood Boulevard, generally located south of Stirling Road and east of Interstate 95.

**Gross Size of Property:** 111.7 acres  
**Land Use:** Activity Center (Oakwood Activity Center)  
**Existing Zoning:** Low Intensity Industrial and Manufacturing (IM-1)  
**Proposed Zoning:** Planned Development (PD)  
**Existing Use of Land:** Shopping Center, Office, Vacant Industrial  
**Year Built:** 1987 – 2000 (Broward County Property Appraiser)

**ADJACENT LAND USE**

**North:** Industrial  
Industrial – Dania Beach

**South:** Low Medium (10) Residential (LMRES)  
Industrial

**East:** Open Space and Recreation (OSR)

**West:** Transportation (TRANS)

**ADJACENT ZONING**

**North:** Medium Intensity Commercial (C-3)  
Medium Intensity Industrial and Manufacturing (IM-3)  
Planned Mixed Use Development (PMUD) – Dania Beach  
Commercial (C-2) – Dania Beach

**South:** Single Family (RS-3)  
Open Space (OS)

**East:** Low Intensity Industrial and Manufacturing (IM-1)  
Medium Intensity Industrial and Manufacturing (IM-3)  
Single Family (RS-6)  
Single Family (RS-1)  
Planned Development (PD)  
Government Use (GU)  
Open Space (OS)

**West:** N/A - Interstate 95

**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. Subject to recertification of the Land Use Plan Amendment (20-L-32) which changes the Future Land Use (FLU) designation to Oakwood Activity Center (OAC), and also subject to the Applicant addressing the conditions within staff’s recommendation, the proposed rezoning will be 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.

**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 3.2.16:** Identify parcels on Stirling Road with inappropriate land uses or are inappropriately sized or shaped and provide incentives for improvement or relocation of the uses. (CWMP Policy 7.2)

**Policy 3.2.18:** Define options and develop recommendations for redevelopment, non conformity, etc. along major transportation corridors, i.e.: Dixie Highway, US 1, Stirling Road, Griffin Road, Pembroke Road, US 441/SR 7 and Hollywood Boulevard. (CWMP Policy CW.6)

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

**Policy 4.5:** Maintain the City of Hollywood Zoning Map and Zoning and Development Regulations that provide for compatibility of adjacent land uses by rezoning or strengthening buffering requirements between land uses.

**Policy 4.9:** Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas. (CWMP Policy CW.15 and CW.19)

#### **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:**

The project is located in Sub-Area 3, defined by Dixie Highway to the east, Interstate 95 to the west, Stirling Road to the north, and Pembroke Road to the south. This area includes the residential neighborhoods of Liberia/Oakwood Hills, North Central and South Central. Subject to the Applicant addressing the conditions within staff's recommendation, the proposed rezoning will be 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 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 CW.50:** Identify areas where buffers can be provided between residential and commercial/industrial uses and develop incentives to spur privately financed improvements.

#### **APPLICABLE CRITERIA**

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

**CRITERIA 1:** That the petition for a change of zoning district will not result in spot zoning or contract zoning.

**ANALYSIS:** The Citywide Master Plan encourages the identification of *areas where buffers can be provided between residential and commercial/industrial uses and develop incentives to spur privately financed improvements*. Subject to the Applicant addressing the conditions within staff's recommendation, the proposed zoning will be consistent with proposed Future Land Use designation. The request does not constitute spot zoning or contract zoning.

**FINDING:** Consistent

**CRITERIA 2:** The proposed change is consistent with and in furtherance of the Goals, Objectives and Policies of the Comprehensive Plan.

**ANALYSIS:** Subject to the Applicant addressing the conditions within staff's recommendation, the proposed rezoning will be in furtherance of the Comprehensive Plan, as it *Maintain[s] the City of Hollywood Zoning Map and Zoning and Development Regulations that provide for compatibility of adjacent land uses by rezoning or strengthening buffering requirements between land uses*. Currently the adopted land use designation of Oakwood Activity Center and commercial zoning district are incompatible. The proposed rezoning will give the property owner the ability to develop the property and do so in a manner that is consistent with the adopted land use. Once the recommended conditions have been addressed, the proposed land use of the subject property and the request to change the zoning designation will bring the property into compliance with the Comprehensive Plan.

**FINDING:** Consistent

**CRITERIA 3:** That conditions have substantially changed from the date the present zoning district classification was placed on the property which make the passage of the proposed change necessary.

**ANALYSIS:** The Comprehensive Plan and the City-wide Master Plan specifically indicate the necessity to *identify parcels on Stirling Road with inappropriate land uses or are inappropriately sized or shaped and provide incentives for improvement or relocation of the uses*. The request to change the zoning is a direct response to this policy. Subject to the Applicant addressing the conditions within staff's recommendation, the proposed rezoning will ensure the zoning and FLU designation of Oakwood Activity Center, when effective, are compatible.

**FINDING:** Consistent

**CRITERIA 4:** The proposed change will not adversely influence living conditions in the neighborhood.

**ANALYSIS:** Subject to the Applicant addressing the conditions within staff's recommendation, the proposed rezoning is not anticipated to adversely influence living conditions in the neighborhood

**FINDING:** Consistent

**CRITERIA 5:** That the proposed change is compatible with the development(s) within the same district/neighborhood.

**ANALYSIS:** Subject to the Applicant addressing the conditions within staff's recommendation, the proposed rezoning is anticipated to provide consistency between the land use and zoning designation, while also allowing the property owner to develop the site consistent with the allowable uses and density of the land use designation. The zoning allows for a mix of residential and non-residential uses which is consistent with the surrounding character and existing uses.

**FINDING:** Consistent

**Variance Criteria**

Sign Variances shall be granted by the Planning and Development Board unless the Board finds that the Applicant has shown that all of the following criteria have been met:

**CRITERIA 1:** The Variance is not contrary to the public interest.

**ANALYSIS:** Currently, Oakwood Plaza is a regional destination. Variances to the signage are mostly centered around sign dimensions and are specific to this development. These deviations will not harm the public; on the contrary they may enhance the overall experience of residents and visitors at Oakwood Plaza.

**FINDING:** Consistent

**CRITERIA 2:** The Variance is required due to special conditions.

**ANALYSIS:** The redevelopment of Oakwood Plaza is an enormous undertaking, and signage will be an important component of its success. Their signage will be used to create a sense of place, as well as wayfinding for its residents and visitors. The site is 112 acres; thus, the size of the development requires the applicant and staff to explore signage strategies that speaks to current market conditions and advancement in signage/technology.

**FINDING:** Consistent

**CRITERIA 3:** A literal enforcement of the provisions of Article 8 may result in unnecessary hardship.

**ANALYSIS:** Signage standards are changing. Some advancements in signage construction and technology are not addressed currently in city's standards. Therefore, the approval of this variance would allow the applicant to develop signage that is contemporary and appropriate for a large-scale development of this nature. Despite granting a variance signage will still be reviewed and approved during site plan and permit reviews.

**FINDING:** Consistent

**ATTACHMENTS**

ATTACHMENT A: Application Package  
ATTACHMENT B: Oakwood Plaza PD Design Guidelines and Master Plan  
ATTACHMENT C: Existing Land Use and Zoning Maps  
ATTACHMENT D: Existing Zoning and Land Development Regulations  
ATTACHMENT E: Proposed Zoning and Land Development Regulations  
ATTACHMENT F: Ordinance No. O-2022-04