

**Joint Meeting of the Historic Preservation Board and
Planning & Development Board**

Monday, June 29, 2026

4:00 PM

City of Hollywood



Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Room 219

Thank you for demonstrating an interest in the City of Hollywood Joint Meeting of the Historic Preservation Board and Planning and Development Board. The public may view the meeting either in person, virtually <http://hollywoodfl.org/calendar> or on channel 78 for Comcast, channel 99 for AT&T U-Verse.

Any member of the public wishing to speak on an agenda item, which calls for public comment, may do so either in person or virtually:

In-person:

On the day of the meeting a comment card shall be completely filled out. Comment cards will be available at the start of the meeting and must be received by the Board's Clerk prior to the close of public comment for each item. If commenting on multiple items, a comment card shall be completed for each individual item.

Virtually:

Virtual comment is offered as a courtesy. The City is not responsible for technical difficulties that may periodically arise. Pre-registration shall be **REQUIRED**.

To register use the Board Meeting Registration and Public Comment Form. If commenting on multiple items, the form shall be completed for each individual item. Should an item require consideration by multiple Boards, individual forms shall be submitted for each Board. The form may be found at the following link and shall be submitted by 6:00 PM the day before the meeting:

<https://www.hollywoodfl.org/1248/Public-CommentRegistration-and-Submittal>

Due to the quasi-judicial nature of items, written comments **CANNOT** be read into the record. Public comment shall be limited to three minutes speaking time maximum. All comments received during the submission period will become part of the public record. Comments left on voicemail machines, emailed, posted to the City's social media accounts or submitted for virtual comment after 6:00 PM on the day prior to the meeting shall not be accepted.

Persons with disabilities who require reasonable accommodations to participate in City programs and/or services may call Clarissa Ip, ADA Coordinator/City Engineer, five business days in advance at 954-921-3915 (voice) or email: cip@hollywoodfl.org. For the hearing and speech impaired at 800-955-8771 (V-TDD).

For additional information or for assistance, please contact Planning and Urban Design Division, at 954-921-3471 option 3 or via email at planningdivision@hollywoodfl.org.

Persons attending meetings shall remain seated at all times unless called upon to speak, will not callout comments during the meeting or make inappropriate hand or facial gestures.

Please silence all cell phones prior to entering the meeting.

A. Administration

1. Pledge of Allegiance
2. Roll Call
3. Approval of the Previous Meeting Minutes
4. Additions, Deletions, Withdrawals, and Continuances
5. City Attorney Announcements

Attachments: [Quasi-Judicial Hearing Procedures](#)

Attachments: [Witness List P-26-01](#)

B. Applications

ITEMS # 1 BELOW IS NOT CONSIDERED QUASI-JUDICIAL

FILE NO.: 26-L-18

APPLICANT: City of Hollywood

LOCATION: Citywide

REQUEST: Recommendation to City Commission Regarding an Amendment to the City's Existing Comprehensive Plan to Provide Clarifications to The Hotel Room Pool, Flexibility Units, Hotel Room Densities and Establishing A Transfer Of Development Rights Program Within The Coastal Element and Land Use Element, Respectively.

Attachments: [2618 L PDB Staff Report_0629
ATT A](#)

C. Old Business

D. New Business

Attachments: [INFORMATION PRESENTATION: Hollywood Beach Zoning Overlay & UDGs](#)

E. Adjournment

Legal descriptions for each of the above petitions is on file in the Department of Development Services.

Any person wishing to appeal any decision made by this Commission with respect to any matter considered at such meeting or hearing will need a record of the proceedings, and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is made.

Two or more members of the same city board, commission, or committee, who are not of this Commission, may attend this meeting and may, at that time, discuss matters on which foreseeable action may later be taken by their board, commission or committee.

Persons with disabilities who require reasonable accommodations to participate in City programs and/or services may call Clarissa Ip, ADA Coordinator/City Engineer, five business days in advance at 954-921-3915 (voice) or email: cip@hollywoodfl.org. If an individual is hearing or speech impaired, please call 1-800-955-8771 (V-TDD).



City of Hollywood

Staff Summary

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Agenda Date: 6/29/2026

To: Joint Meeting of the Historic Preservation Board and Planning & Developpr

Title:

**QUASI-JUDICIAL HEARING PROCEDURES
AND RULES FOR EX-PARTE COMMUNICATIONS**

I. Scope and Applicability. These procedures shall apply to all quasi-judicial hearings held by the City Commission or by any Board or Committee (hereinafter referred to as "Boards") which holds quasi-judicial hearings. The City Attorney shall determine which matters are quasi-judicial in nature and shall direct the City Clerk or Board liaison to designate specially such matters on the agenda.

II. Proceedings. Mayor, Vice Mayor or other presiding officer (hereafter, the "Presiding Officer") shall conduct the proceedings and maintain order. The City Attorney or legal advisor shall represent the City Commission or Board, rule on all evidentiary and procedural issues and objections, and advise the City Commission or Board as to the applicable law and necessary factual findings. Hearings shall be conducted informally, but with decorum. Formal rules of procedure shall not apply except as set forth herein; however, fundamental due process shall be accorded.

III. Unauthorized Communications. In all quasi-judicial hearings, all rulings must be based only upon the evidence presented at the hearing. In accordance with Section 286.0115(1), Florida Statutes, ex parte communications with City Commissioners or Board members in quasi-judicial matters is permissible and the adherence to the following procedures shall remove the presumption of prejudice arising from ex parte communications with City Commissioners or Board members:

1. The substance of any ex parte communication with a City Commissioner or Board member which relates to a quasi-judicial action pending before the Commission or Board is not presumed prejudicial to the action if the subject of the communication and the identity of the person, group, or entity with whom the communication took place is disclosed and made a part of the record before the final action on the matter.

2. A City Commissioner or Board member may read a written communication from any person. However, a written communication that relates to a quasi-judicial action pending before the Commission or Board shall not be presumed prejudicial to the action, and such written communication shall be made a part of the record before final action on the matter.

3. City Commissioners or Board members may conduct investigations and site visits and may receive expert opinions regarding quasi-judicial action pending before them. Such activities shall not be presumed prejudicial to the action if the existence of the investigation, site visit, or expert opinion is made a part of the record before final action on the matter.

4. Disclosure made pursuant to subparagraphs 1, 2 and 3 must be made before or during the public meeting at which a vote is taken on such matters, so that persons who have opinions contrary to those expressed in the ex parte communication are give a reasonable opportunity to refute or respond to the communication.

IV. Witnesses and Supporting Materials. At least eight City business days before a quasi-judicial hearing.

A. Staff shall prepare a report, recommendation and supporting materials, a copy of which shall be available to the applicant, appellant and to the public at the City Clerk's Office. Included in the supporting materials will be copies of all exhibits and documents upon which staff's recommendation is based.

B. The Applicant and the Appellant, if applicable, shall submit a detailed outline of the argument in support of their application, copies of all exhibits which will be presented at hearing and the names and addresses of all witnesses who will be called to testify in support of the application (including resumes for any witness the party intends to qualify as an expert).

C. The eight City business day deadline is necessary to ensure the Commission or Board members are given sufficient opportunity to review the written submissions prior to the hearing, and shall be strictly observed. Should the eight-day City business day deadline be missed by either staff or the Applicant, the item may be continued at the discretion of the City Commission or Board to the next available agenda.

V. Party Intervenors.

The City Attorney may allow a person to intervene as a Party Intervenor if they meet the following requirements:

A. The person must have an interest in the application, which is different than the public at large.

B. At least ~~eight~~ three days prior to the hearing, the person shall submit a written request to intervene including: a detailed outline of their interest in the application and argument in favor or against it, copies of all exhibits which will be presented at the hearing and the names and addresses of all witnesses who will be called to testify on their behalf (including resumes for any witness the person intends to qualify as an expert).

VI. Conduct of Hearing.

A. The Presiding Officer shall call the proceeding to order and announce that the hearing has begun.

B. The Presiding Officer, City Attorney or legal advisor shall inquire whether all parties, members of the public and Commission or Board members agree to waiving the quasi-judicial hearing.

C. When the quasi-judicial hearing is not waived, the City Attorney, legal advisor or Presiding Officer shall explain the rules concerning procedure, testimony, and admission of evidence.

D. When the quasi-judicial hearing is not waived, the City Clerk or staff liaison shall swear in all witnesses who are to testify at the hearing.

E. The order of proof shall be as follows:

1. A representative of the City's staff (or outside counsel) shall briefly describe the Applicant's request, introduce and review all relevant exhibits and evidence, report staff's recommendation, and present any testimony in support of staff's recommendation. Staff shall have a maximum of 30 minutes to make their full presentation, including opening statement and all direct presentation by witnesses, but excluding any cross-examination or questions from the Commission or a Board member.

2. The Appellant, if applicable, (or his/her representative or counsel) shall present evidence and testimony in support of the application. Appellant shall have a maximum of 30 minutes to make its full presentation, including opening statement and all direct presentation by witnesses, but excluding any cross-examination or questions from the Commission or a Board member.

3. Any Party Intervenor (or his/her representative or counsel) shall present evidence and testimony in support of or opposed to the application. A Party Intervenor shall have a maximum of 30 minutes to make his/her full presentation, including opening statement and all direct presentation by witnesses, but excluding any cross-examination or questions from the Commission or a Board Member.

4. The Applicant (or his/her representative or counsel) shall present evidence and testimony in support of the application. Applicant shall have a maximum of 30 minutes to make his/her full presentation, including opening statement and all direct presentation by witnesses, but excluding any cross-examination or questions from the Commission or a Board member.

5. Any other persons present who wish to submit relevant information to the City Commission or Board shall speak next for a maximum of three minutes each (excluding any cross-examination or questions from the Commission or a Board member). Members of the public will be permitted to present their non-expert opinions, but the Commission or board will be expressly advised that public sentiment is not relevant to the decision, which must be based only upon competent and substantial evidence.

6. The Appellant will be permitted to make final comments, if any (maximum of five minutes).

7. The Applicant will be permitted to make final comments, if any (maximum of five minutes).

8. The Party Intervenor will be permitted to make final comments, if any (maximum of five minutes).

9. The City's staff will make final comments, if any (maximum of five minutes).

10. At the discretion of the Presiding Officer, the Applicant may be permitted to respond to the final Party Intervenor and staff comments and recommendations (maximum of three minutes).

G. The City Attorney or legal advisor will advise the City Commission or Board as to the applicable law and the factual findings that must be made to approve or deny the application.

H. The City Commission or Board will conduct open deliberation of the application. The Presiding Officer shall have the discretion to reopen the proceeding for additional testimony or argument by the parties when an outcome substantially different than either the granting or denial of the application is being considered. After deliberations, a vote shall be taken to approve, approve with conditions or deny the application.

VII. Examination by Commissioners and City Attorney or Legal Advisor.

Commissioners, Board members and the City Attorney or Legal Advisor may ask questions of persons presenting testimony or evidence at any time during the proceedings until commencement of deliberation.

VIII. Cross-Examination of Witnesses. After each witness testifies, the City staff representative, the Applicant's representative, Appellant's representative, and/or the Party Intervenor's representative shall be permitted to question the witness, but such cross-examination shall be limited to matters about which the witness testified and shall be limited to five minutes per side. Members of the public will not be permitted to cross-examine witnesses. Cross-examination shall be permitted only as would be permitted in a Florida court of law.

IX. Rules of Evidence.

A. All evidence of a type commonly relied upon by reasonably prudent persons in the conduct of their affairs shall be admissible, whether or not such evidence would be admissible in a court of law in Florida. Irrelevant, immaterial, harassing, defamatory or unduly repetitive evidence shall be excluded.

B. Hearsay evidence may be used for the purposes of supplementing or explaining other evidence, but it shall not be sufficient by itself to support a finding unless it would be admissible over objection in a civil action.

C. Documentary evidence may be presented in the form of a copy or the original. Upon request, parties shall be given an opportunity to compare the copy with the original.

X. Statements of Counsel. Statements of counsel, or any non-attorney representative, shall only be considered as argument and not testimony unless counsel or the representative is sworn in and the testimony is based on actual personal knowledge of the matters which are the subject of the statements.

XI. Continuances and Deferrals. The City Commission or Board shall consider requests for continuances made by City staff, the Applicant, the Appellant or a Party Intervenor and may grant continuances in its sole discretion. If, in the opinion of the City Commission or Board, any testimony or documentary evidence or information presented at the hearing justifies allowing additional research or review in order to properly determine the issue presented, then the City Commission or Board may continue the matter to a time certain to allow for such research or review.

XII. Transcription of hearing.

A. The City Clerk or staff liaison shall preserve the official transcript of the hearing through tape recording and/or video recording.

B. The Applicant, Appellant or Party Intervenor may arrange, at its own expense, for a court reporter to transcribe the hearing.

C. The Applicant, Appellant or Party Intervenor may request that all or a part of the transcript of a hearing be transcribed into verbatim, written form. In such case, the Applicant, Appellant or Party Intervenor requesting the transcript shall be responsible for the cost of production of the transcription and the transcription shall become the official transcript.

XIII. Maintenance of Evidence and Other Documents. The Office of the City Clerk or staff liaison shall retain all of the evidence and documents presented at the hearing unless any such evidence is too large to be stored by the City Clerk or staff liaison. In that event, such evidence will be stored in the Community Planning and Development Department.

XIV. False Testimony. Any willful false swearing on the part of any witness or person giving evidence before the Commission or Board as to any material fact in the proceedings shall be deemed to be perjury and shall be punished in the manner prescribed by law for such offense.

XV. Failure of Applicant to Appear. If the Applicant, the Appellant or Party Intervenor or their representative fails to appear at the time fixed for the hearing, and such absence is not excused by the Commission or Board, the Commission or Board may proceed to hear the evidence and render a decision thereon *in absentia*.

XVI. Subpoena Power. The Applicant, the Appellant or Party Intervenor or City's staff shall be entitled to compel the attendance of witnesses through the use of subpoenas. All such subpoenas shall be issued by the City Clerk at the request of the Applicant, Appellant or City's staff.



City of Hollywood

Staff Summary

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Agenda Date: 6/29/2026

To: Joint Meeting of the Historic Preservation Board and Planning & Developpr

Title:

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

DATE: April 27, 2026

MEMO NO.: P-26-01

TO: City Clerk

FROM: Andria Wingett, Director of Development Services

SUBJECT: Witness List for Quasi-Judicial Items

EXPLANATION:

Following is a list of Development Review Committee members which may serve as witnesses for all **Planning and Development Board, Historic Preservation Board, and City Commission Quasi-Judicial items.** Resumes and credentials on file with the Office of Human Resources. The City may add additional witness for specific items as necessary in conformance with Quasi-Judicial procedures.

| | |
|---------------------|---|
| Raelin Storey | City Manager |
| Donna Biederman | Community Development Coordinator |
| Liliana Beltran | Housing Inspector |
| Andria Wingett | Director of Development Services |
| Clarissa Ip | Assistant Director/ Chief City Engineer |
| Rick Mitinger | Assistant City Engineer |
| Lisa Bernstein | External Traffic Consultant |
| Adam Licht | Engineering Specialist II |
| Favio Perez | Landscape Inspector/ Plans Examiner |
| Russell Long | Chief Building Official |
| Daniel Quintana | Assistant Building Official |
| James McGuinness | Assistant Building Official |
| Timothy Jones | Chief Structural Inspector |
| Angela Kelsheimer | Operations Administrator, Parking and Code |
| Natnael Jowhar | Compliance Parking Operations |
| Elaine Franklin | Superintendent Environmental Sustainability |
| Vincent Morello | Coordinator Director of Public Utilities |
| Feng Jiang | Assistant Director of Public Utilities |
| Alicia Vereas-Feria | Utilities Permit Review Manager |
| Joi Ford | Engineer of Public Utilities |

| | |
|-------------------|--|
| Marcy Hofle | Deputy Fire Marshal / Battalion Chief |
| Chris O'Brien | Director of Public Safety |
| Ryan Ostrowsky | Police Lieutenant |
| Chantel Magrino | Crime Prevention Specialist |
| Joseph Kroll | Director of Public Works |
| Rosendo Prieto | Assistant Director of Public Works |
| Ricky Engle David | Director of Parks, Recreation, and Cultural Arts Assistant |
| Vazquez | Director of Parks, Recreation, and Cultural Arts |
| Cameron Palmer | Assistant Director/ Chief Planner |
| Nicole Moyo | Principal Planner/ Supervisor - Planning and Urban Design |
| Robert Gooljar | Principal Planner / Supervisor - GIS |
| Laura Gomez | Planner II |
| Umar Javed | Planner III |
| Adrian Montoya | Planner II |
| Susan Goldberg | Director, Community Redevelopment Agency |

| | |
|-----------------------|---|
| Francisco Diaz-Mendez | Project Manager, Community Redevelopment Agency |
| Christopher Crocitto | Project Manager, Community Redevelopment Agency |
| Herbert Conde-Parlato | Economic Development Manager |



City of Hollywood

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Staff Summary

Agenda Date: 6/29/2026

Agenda Number:

To: Joint Meeting of the Historic Preservation Board and Planning & Developpr

Title: FILE NO.: 26-L-18
APPLICANT: City of Hollywood
LOCATION: Citywide
REQUEST: Recommendation to City Commission Regarding an Amendment to the City's Existing Comprehensive Plan to Provide Clarifications to The Hotel Room Pool, Flexibility Units, Hotel Room Densities and Establishing A Transfer Of Development Rights Program Within The Coastal Element and Land Use Element, Respectively.

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

DATE: June 29, 2026 **FILE:** 26-L-18

TO: Planning and Development Board

VIA: Cameron Palmer, Assistant Director, Chief Planner

FROM: Adrian Montoya, Planner II

SUBJECT: Recommendation to City Commission Regarding an Amendment to the City’s Existing Comprehensive Plan to Provide Clarifications and Modifications to the Hollywood Beach Hotel Room Pool and Flexibility Units, and Establishing Transfer of Development Rights and the Hollywood Beach Hotel Density Bonus Program Frameworks within the Land Use Element and Coastal Element, respectively.

REQUEST:

Recommendation to City Commission Regarding an Amendment to the City’s Existing Comprehensive Plan to Provide Clarifications and Modifications to the Hollywood Beach Hotel Room Pool and Flexibility Units, and Establishing Transfer of Development Rights and the Hollywood Beach Hotel Density Bonus Program Frameworks within the Land Use Element and Coastal Element, respectively.

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.

BACKGROUND

In May 2025, the City undertook a Beach Economic Impact and Feasibility Study, a comprehensive planning effort intended to evaluate existing development patterns, redevelopment opportunities, infrastructure constraints, resiliency considerations, and long-term economic development objectives within the Hollywood Beach area. The Study, currently in the final stages of completion, provides the analytical foundation for the future evolution of the Hollywood Beach area. The study evaluates whether the City's existing land use and development regulations remain economically viable, competitive, and responsive to current market conditions, while balancing redevelopment opportunities, tourism investment, historic preservation, environmental stewardship, and public benefit objectives.

The study early findings concluded that portions of the existing regulatory framework may no longer be aligned with contemporary market realities, potentially limiting reinvestment, redevelopment activity, and the long-term economic vitality of Hollywood Beach. As a result, a targeted policy and regulatory

approach is being brought forward to support the continued investment and redevelopment while preserving the unique character and public benefits associated with the Beach area.

Accordingly, the City is preparing a zoning overlay district with a new framework that will be integrated into the City's Zoning and Land Development Regulations. The proposed overlay district will establish urban design standards, optional height bonus entitlements, public benefit incentives, and other implementation mechanisms intended to guide reinvestment and redevelopment within designated portions of Hollywood Beach.

Figure 1: City Commission Endorsed Project Path



The proposed Comprehensive Plan amendments represent the first enabling step toward achieving the mid-term solution previously directed by the City Commission at its March 2025 meeting. These amendments will establish the policy framework necessary to support future zoning tools, including modifications to the existing Flexibility Unit and Hollywood Beach Hotel Room Pool provisions, and the establishment of the Hollywood Beach Hotel Density Bonus and Transfer of Development Rights programs. While the zoning tools themselves will be developed through subsequent public processes, the proposed amendments are necessary to create the Comprehensive Plan framework required to enable and support those future regulatory changes.

REQUEST

Future Land Use Element

The proposed amendments to the Future Land Use Element modify existing policies governing Flexibility Units and Reserve Units by recognizing the City's Unified Flexibility Zone and clarifying that allocations may occur in accordance with Broward County Land Use Plan provisions, the Comprehensive Plan, adopted overlay districts, special area plans, and the City's Zoning and Land Development Regulations.

The amendments further clarify the "Hollywood Beach Hotel Room Pool" program and establishes a Hollywood Beach Hotel Density Bonus Program as a mechanism to support the continued viability and redevelopment of hotel, resort, and tourist-serving accommodations within designated portions of Hollywood Beach. The program as proposed would be separate and distinct from the existing Hollywood Beach Hotel Room pool and would authorize the allocation of additional hotel rooms above base room densities established by the Comprehensive Plan, subject to criteria established in the Comprehensive Plan and the Zoning and Land Development Regulations. The intent of the Hollywood Beach Hotel Density Bonus Program is to encourage tourism, economic development, landmark architecture, public realm improvements, and reinvestment in aging properties while advancing the City's long-term vision for Hollywood Beach.

Additional amendments revise hotel room density provisions within portions of the Hollywood Beach area and clarify that allocations of Flexibility Units and Reserve Units may occur in accordance with the Zoning and Land Development Regulations, including adopted overlay districts and special area plans.

Finally, the proposed amendments establish a basis for the future implementation of Transfer of Development Rights (TDR) provisions that will be placed within the City' Zoning and Land Development Regulations. The City is concurrently developing TDR regulations as part of a future zoning overlay district to facilitate the transfer of development potential from designated sending areas to appropriate receiving areas. Corresponding references are included within the Future Land Use Element to ensure consistency between the Comprehensive Plan and future implementation updates to the Zoning and Land Development Regulations, once adopted.

Coastal Element

The proposed amendments to the Coastal Element are intended to maintain consistency with the Future Land Use Element and the implementing regulations of a future zoning overlay.

RECOMMENDATION

Collectively, these amendments establish the policy framework necessary to support future zoning tools and the development of a comprehensive overlay district for the Hollywood Beach area. Following review by the Planning and Development Board, the proposed amendments will advance to the City Commission for transmittal and will then be submitted to the State and reviewing agencies in accordance with the statutory review process. After completion of the required review period, the amendments will return to the City Commission for consideration of final adoption.

The Local Planning Agency review represents the first step in this process. It is anticipated that minor refinements and technical modifications may be made following the Planning and Development Board hearing and prior to City Commission consideration; however, such refinements are not expected to alter the overall intent or policy direction of the proposed amendments.

ATTACHMENTS

ATTACHMENT A: Updated Future Land Use & Coastal Elements

ATTACHMENT A¹

THE CITY OF HOLLYWOOD COMPREHENSIVE PLAN

LAND USE ELEMENT

City of Hollywood
Hollywood, Florida
December 1989
Revised: March 1991
December 1991
November 1995
November 1997
April 1999
February 2004
July 2006
EAR-Based Amendments January 2008
July 2026

Flexibility Units and Reserve Units Program

The City may utilize flexibility units, as authorized by the Broward County Land Use Plan, to manage residential development capacity and support redevelopment, mixed-use development, housing opportunities, economic development, and adopted planning objectives.

The City of Hollywood "Unified Flexibility Zone" was established by Broward County in May 2023, encompassing all flexibility-eligible areas within the City. For purposes of this text, any reference to a "Flexibility Area" or "Flexibility Eligible Area" shall refer to and mean the Unified Flexibility Zone unless otherwise expressly stated.

"Flexibility units" means the difference between the number of dwelling units permitted within a flexibility zone in Broward County's Land Use Plan and the number of units permitted within the City's Comprehensive Plan. ~~a flexibility zone in Hollywood's Land Use Plan. Since the certified Hollywood Plan may be more restrictive than the Broward County Land Use Plan, extra dwelling units may be available for rearranging within flexibility zones by amending the City's Land Use~~

¹ Coding: ~~Strikethrough~~ words are deletions to the existing words. Underlined words are additions to the existing words. Changes between first and second reading are indicated with ~~double-strikethrough~~ and double underline.

Plan Element. The maximum number of dwelling units permitted in the Hollywood Land Use Plan Comprehensive Plan may not (except for "reserve units") exceed the number of dwelling units permitted in the Broward County Land Use Plan. Flexibility Units are allocation mechanisms and are not independent land use categories.

1. The City's Zoning and Land Development Regulations includes procedures, standards, and allocation methods to administer this program.

Transfer of Development Rights Program

The City may establish and administer a Transfer of Development Rights Program to allow eligible development capacity to be transferred from designated sending areas to designated receiving areas in support of adopted planning, redevelopment, preservation, resiliency, housing, economic development, and public benefit objectives.

The Transfer of Development Rights Program is an implementation tool and is not an independent land use category. The program shall be administered in accordance with the Broward County Land Use Plan, this Comprehensive Plan, and the City's Zoning and Land Development Regulations:

1. Eligible sending areas, receiving areas, transferable development rights, transfer methods, receiving capacity, public benefits, review procedures, and administrative requirements shall be established in the City's Zoning and Land Development Regulations.
2. No property shall be eligible to send or receive development rights unless authorized by the City through the Zoning and Land Development Regulations, a regulating map, development approval, development agreement, or other official action.
3. Transferable development rights may include residential density, hotel room density, floor area, height, intensity, or other development capacity specifically authorized for transfer by this Comprehensive Plan and implemented through the City's Zoning and Land Development Regulations.
4. Transferred development rights may supplement the development capacity otherwise permitted by the applicable Future Land Use designation or Zoning and Land Development Regulations but shall not authorize development inconsistent with the Broward County Land Use Plan, this Comprehensive Plan, the Future Land Use Map, or the City's Zoning and Land Development Regulations.
5. The City shall maintain records sufficient to track development rights transferred, received, used, reserved, released, recovered, retired, or otherwise administered through the Transfer of Development Rights Program.

6. Approval of a transfer of development rights shall remain discretionary and subject to eligibility, availability, consistency with this Comprehensive Plan, consistency with the City's Zoning and Land Development Regulations, applicable development review procedures, and approval by the City Commission.

The Hollywood Beach Hotel Density Bonus Program

The Hollywood Beach Hotel Density Bonus Program is a voluntary and discretionary mechanism separate and distinct from the City's existing hotel room pool framework. This program is established to support the continued viability and redevelopment of hotel, resort, and tourist-serving accommodations within designated portions of Hollywood Beach. The Hotel Room Pool allows for the allocation of additional hotel rooms above the base room density permitted by the Comprehensive Plan. Allocations from the Hollywood Beach Hotel Density Bonus Program are intended to encourage landmark architecture, public realm enhancements, tourism, economic development, and reinvestment in aging properties, to achieve the City's long-term vision for Hollywood Beach.

1. The City's Zoning and Land Development Regulations, including adopted overlay districts and special area plans, shall outline the procedures, accounting, application standards, and allocation methods to administer the program.
2. The City Commission may reserve, allocate, assign, recover, restore, replace, release, and reallocate hotel rooms from the Hollywood Beach Hotel Density Bonus Program in accordance with this Comprehensive Plan and the City's Zoning and Land Development Regulations.

Permitted Uses in Areas Designated General Business

The following uses are allowed within General Business areas to the degree and extent permitted by the applicable zoning regulations.

1. Neighborhood, community, regional and highway retail uses, including shopping centers.
2. Office and business uses.
3. Commercial uses, including wholesale, light fabricating, storage and warehouse uses, parking lots.
4. Hotels, motels and other tourist accommodations subject to the following:
 - a) In that portion of the CHHA east of the Intracoastal Waterway and north of Sheridan Street (North Beach Barrier Island), hotels and

motels shall not exceed 50 hotel rooms per acre.

- b) In that portion of the CHHA west of the Intracoastal Waterway, hotels and motels shall not exceed 50 hotel rooms per acre.
- c) In that portion of the CHHA east of the Intracoastal Waterway between Sheridan Street and Hollywood Boulevard (Central Beach Barrier Island), hotels and motels shall not exceed 50 hotel rooms per acre. Provided however, the City Commission may approve up to an additional 50 rooms per acre (for a maximum of 100 rooms per acre) from the "Hollywood Beach Hotel Room Pool" containing no more than 1000 rooms.
- d) In that portion of the CHHA east of the Intracoastal Waterway and south of Hollywood Boulevard (South Beach Barrier Island) hotels and motels shall not exceed 150 hotel rooms per acre). Provided however, the City Commission may approve up to an additional 150 rooms per acre (for a maximum of 300 rooms per acre) from the "Hollywood Beach Hotel Room Pool: containing no more than 1000 rooms.
- e) Notwithstanding a) through d), hotel density may exceed, the allowable limits outlined by this Plan, through formal City Commission action, through the Hollywood Beach Hotel Density Bonus Program.

- 5. Parks, recreation, open space, cemeteries, and commercial recreation uses.
- 6. Public and semi-public facilities, institutional uses, private clubs.
- 7. Utilities, transportation, communication facilities, and easements.
- 8. Non-residential Agricultural uses (permitted until the area is converted to an urban use).
- 9. Residential uses are permitted in areas designated for general business in the following specific instances:
 - a) ~~Only~~ In the same structure as a commercial use provided that the residential floor area does not exceed 50% of the total floor area of the building, and the flexibility and reserve units are available. Otherwise, amendment of the City's *Land Use Element* is required
 - b) Standalone residential uses or mixed uses containing less than 50% of the total floor area of the building for non-residential uses may be permitted in portions of the CHHA east of the Intracoastal Waterway through the Zoning and Land Development Regulations, and where the flexibility units are available.
 - ~~b) c)~~ In the Central City Business (CCB) zoning district in the downtown Hollywood Regional Activity Center Area as permitted by Broward County Plan Amendment PCT 90-2. In the C-1 zoning district in the Hollywood Beach area as permitted by County Plan Amendment.
 - ~~c) d)~~ For mixed commercial/residential developments greater than 20 acres in size, mixed commercial/residential structures where the first floor

of such structure is totally confined to commercial uses and free standing multi-family residential uses are permitted, provided that residential density does not exceed 40 units per gross acre and the area of the site upon which the free standing residential development and mixed commercial/residential structures are constructed do not exceed 40% of the total gross acreage of the commercially designated parcel, and the flexibility and reserve units are available.

10. Special Residential Facilities categories 2 and 3, as described and defined in permitted use #11 in the Residential land use category, subject to the Zoning and Development regulations.

COASTAL ELEMENT

Prepared by
Calvin, Giordano and Associates, Inc.
and the Office of Planning
City of Hollywood
Hollywood, Florida
December 1988
Revised:
November 1996
February 2004
July 2006
EAR-Based Amendments January 2008
July 2026

VII. GOAL, OBJECTIVES, AND POLICIES

GOAL I: STORM DISASTER PLANNING

Prevent increased storm hazard risk to lives and property in the coastal area.

Objective 1:

The City of Hollywood will work with the Broward County Emergency Management Agency to limit maximum hurricane evacuation time to 12 hours for each evacuation route exiting Hollywood Beach, pursuant to the South Florida Regional Hurricane Evacuation Traffic Study as prepared by the South Florida Regional Planning Council (September 2006).

Policy 1.4: Prohibit any increase in the number of permanent use dwelling units in the Coastal High Hazard Area above that permitted by the adopted Comprehensive Plan (1998).

Policy 1.5: Continue to encourage commercial and seasonal uses along Central Beach and prohibit any increase in the number of permanent

~~residential dwelling units above that permitted by the adopted Comprehensive Plan through the implementation of a Beach Redevelopment Plan directed at safer and more efficient use of the scarce Beach Resources.~~

~~***~~

~~Policy 1.7: The following uses are allowed within General Business areas to the degree and extent permitted by the applicable zoning regulations. Hotels, motels and other tourist accommodations subject to the following:~~

- ~~a) In that portion of the CHHA east of the Intracoastal Waterway and north of Sheridan Street (North Beach Barrier Island), hotels and motels shall not exceed 50 hotel rooms per acre.~~
- ~~b) In that portion of the CHHA west of the Intracoastal Waterway, hotels and motels shall not exceed 50 hotel rooms per acre.~~
- ~~c) In that portion of the CHHA east of the Intracoastal Waterway between Sheridan Street and Hollywood Boulevard (Central Beach Barrier Island), hotels and motels shall not exceed 50 hotel rooms per acre. Provided however, the City Commission may approve up to an additional 50 rooms per acre (for a maximum of 100 rooms per acre) from the "Hollywood Beach Hotel Room Pool" containing no more than 1000 rooms.~~
- ~~d) In that portion of the CHHA east of the Intracoastal Waterway and south of Hollywood Boulevard (South Beach Barrier Island) hotels and motels shall not exceed 150 hotel rooms per acre. Provided however, the City Commission may approve up to an additional 150 rooms per acre (for a maximum of 300 rooms per acre) from the Hollywood Beach Hotel Room Pool containing no more than 1000 rooms.~~

Policy 1.7: Within the Hollywood Beach area, the allocation of flexibility units shall be consistent with the Comprehensive Plan, the Zoning and Land Development Regulations, adopted overlay districts, and special area plans.



City of Hollywood

Staff Summary


Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Agenda Date: 6/29/2026

Agenda Number:

To: Joint Meeting of the Historic Preservation Board and Planning & Developpr

Title:

An aerial photograph of Hollywood Beach, Florida, showing a mix of residential buildings, a large parking lot, a sandy beach, and the ocean. A large, semi-transparent red "DRAFT" watermark is overlaid diagonally across the center of the image.

HOLLYWOOD BEACH STUDY, OVERLAY DISTRICT AND URBAN DESIGN GUIDELINES

PROJECT INFORMATION

File: 26-TZ-18

Location: Hollywood Beach, south of Cambridge Avenue and north of Hallandale Beach Boulevard

Applicant: City of Hollywood

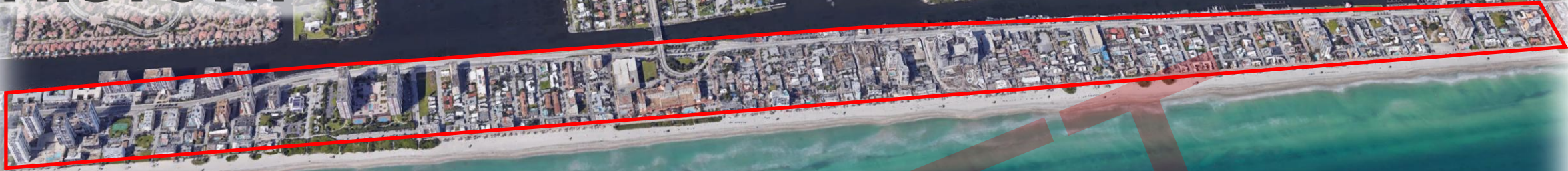
Subject: Informational Presentation on the Hollywood Beach Feasibility Study, Overlay District and Urban Design Guidelines.

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HOW WE GOT HERE



HISTORY



1994

Baseline Zoning Established

Ordinance No.

O-94-14

- RM-25, BRT-25, BWK-25 created
- Heights:
 - **40-ft** where east of Surf Road
 - **50-ft** north of Tyler Street
 - **150-ft** south of Harrison Street depending on lot size

June 22, 2026

2002

Coastal Views Protection Policy

Ordinance No.

O-2002-20

- Development east of A-1-A south of Harrison St: Height reduced to **50-ft** for development east of A1A (south of Harrison St) where new construction would significantly obstruct ocean views of existing high-density multifamily buildings on the same block.

2004-2005

Beach Heights Study

Ordinance No.

O-2005-010

- **Staff Recommendation:** Tapering heights from 150-feet to **60-feet**
- **City Commission adopted an alternate motion for a 65-foot maximum without tapering**

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2007

CRA Master Plan

Ordinance No.

O-2007-34

- Hollywood Beach CRA Master Plan
- Hollywood Beach Historic District adopted

2019

Beach Heights Workshop

Workshop with City Commission

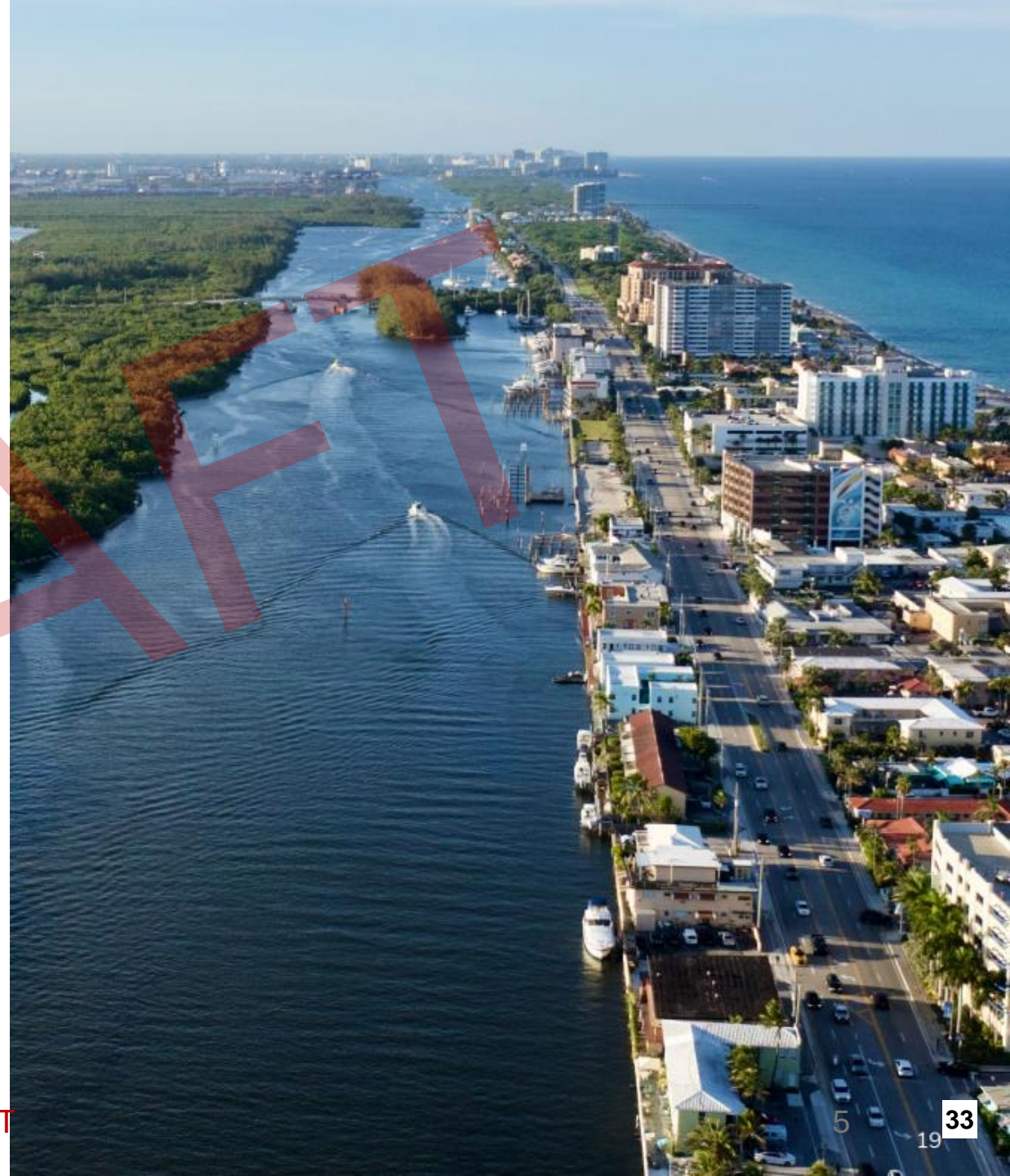
- Meeting Date: April 24, 2019
- Review tapering heights

THE STUDY

Hollywood Beach Zoning Feasibility Analysis

Study Origin, Scope & Approach

The City initiated the Study to test whether Hollywood Beach's existing zoning framework still supports feasible reinvestment, long-term economic vitality, resiliency needs, and community goals. The work moved the discussion beyond height alone by evaluating how zoning, design, preservation, mobility, market feasibility, and public benefit work together.



SCENARIO TESTING

BASELINE SCENARIO

**NO CHANGE
NOT FEASIBLE**

Baseline scenario massing visualize building volumes of a “business-as-usual” scenario in the urban context.

| | FEASIBILITY | LAND USE COUNTY PERMISSION | CITY ZONING PERMISSION |
|---------|-------------|----------------------------|------------------------|
| NORTH | NO | YES | YES |
| CENTRAL | NO | YES | YES |
| SOUTH | NO | YES | YES |

MEDIUM SCENARIO

**10 TO 15+ STORIES
FEASIBLE**

Increasing height from ~10 to 15+ stories is necessary to move projects from infeasible toward feasibility, with ROI approaching market benchmarks

Additional height improves project viability but does not generate excess value (no developer contribution)—indicating height is needed to make projects work, not to over-incentivize development

| | FEASIBILITY | LAND USE COUNTY PERMISSION | CITY ZONING PERMISSION |
|---------|-------------|----------------------------|------------------------|
| NORTH | YES | YES | NO |
| CENTRAL | YES | YES | NO |
| SOUTH | YES | YES | NO |

MEDIUM-HIGH SCENARIO

**20 TO 30 STORIES
FEASIBLE**

EXCEEDS THE ALLOWABLE BUILDING HEIGHT

Increasing height from ~20 to 25–30 stories results in fully feasible projects, exceeding standard ROI benchmarks

Additional height generates measurable incremental value (~\$17M), creating an opportunity for structured public benefit

| | FEASIBILITY | LAND USE COUNTY PERMISSION | CITY ZONING PERMISSION |
|---------|-------------|----------------------------|------------------------|
| NORTH | YES | NO | NO |
| CENTRAL | YES | YES | NO |
| SOUTH | YES | NO | NO |

KEY FINDINGS

CHARACTER AREAS Three distinct character areas:
 North, Central and South Beach have unique characteristics requiring distinct approaches to height and design.

DESIGN MUST LEAD Height alone is not the policy goal; massing, transitions, streets, parks, and public realm determine outcomes.

Framework Limitations Existing zoning limits reinvestment; moderate added capacity can move projects toward feasibility.

RESILIENCY + PUBLIC BENEFIT Flood elevation, aging buildings, infrastructure, and preservation needs should guide where and how redevelopment occurs.

RESULT: Create a targeted zoning overlay district that calibrates height, design standards, resiliency, and public benefits by precinct or subarea.

Near-term tool: enables reinvestment and policy control while the long-term Beach Master Plan is developed.

CITY COMMISSION INFORMATIONAL PRESENTATION



COMMUNITY ENGAGEMENT



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PUBLIC & STAKEHOLDER ENGAGEMENT

2 Community meetings
April 29 + April 30

196 Survey responses
received and
reviewed

XX Meetings with
Developers &
Associations

XX Participants



WHAT WE HEARD SO FAR

Key Themes from the Community

Community feedback emphasized the importance of preserving Hollywood Beach's character while improving the public realm, mobility, design quality, and long-term vitality.



Preserve Beach Character

Maintain the unique, low-scale, authentic feel of Hollywood Beach.



Improve Walkability

Make it easier, safer, and more comfortable to move around on foot.



Better Architecture

Encourage higher-quality, context-sensitive design.



More Shade

Add shade along sidewalks, gathering spaces, and pedestrian routes.



Public Spaces

Create and enhance plazas, open spaces, and places to gather.



Traffic & Parking Solutions

Address circulation, congestion, parking access, and mobility.



Economic Revitalization

Support reinvestment, local business activity, and long-term viability.



Protect Neighborhoods

Ensure redevelopment respects adjacent residential areas.



Enhance Beach Identity

Strengthen the image, sense of place, and visual identity of the Beach.

BRINGING IT ALL TOGETHER

THE VILLAGE

1001 111

1001 111



SOUTH BEACH

CENTRAL BEACH

DONE

NORTH BEACH

UD TEXT

- Table 2.1** shall remain consistent in kind to previous, with urban design guidelines focused on preserving lots of various sizes, creating environmentally sensitive lands, and restoring the area as a premier coastal ecosystem destination. Future improvements within this area should prioritize environmental stewardship, passive recreation, residential, and public access to natural resources while prioritizing strategies to reduce failures, waste systems, and sustainable management.
- Preserve and enhance existing infrastructure to suit, rather than replace, older uses and environmentally sensitive lands as defining features of the North Beach district.
 - Encourage site and landscape designs that protect and enhance the public's view and physical connection to the beach, with ways open spaces, greenways, and trails.
 - Promote low-impact design approaches that support passive recreation and encourage opportunities, including nature trails, bike paths, scenic overlooks, observation towers, bird hides, and displays of signage.
 - Encourage pedestrian and bicycle connectivity between commercial areas, the beachfront, and nearby neighborhoods, and regional destinations.
 - Revive development adjacent to coastal areas as important passive recreation, scenic landscaping, and natural resources that minimize impacts on wildlife habitat and natural systems.
 - Promote the use of resilient and environmentally sustainable design practices, including permeable materials, stormwater management, habitat restoration, and low-impact site master planning and techniques.
 - Encourage pedestrian and bicycle connectivity between commercial areas, the beachfront, and nearby neighborhoods, and regional destinations.
 - Support entrepreneurship and public realm interventions that reinforce the identity of North Beach as a sea-view oriented coastal destination, including outdoor cafes, retail landscaping, signage, and art installations, beach access, waterfront, and environmentally sensitive public spaces.
 - Encourage opportunities for environmental education, cultural interpretation, and nature programming that promote appreciation of the special natural beauty and resources.

[Multiple columns of faint, illegible text, likely representing additional design guidelines or project details.]

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GUIDING PRINCIPLES

Foundation of the Overlay & Design Guidelines

Everything that follows is organized around these principles — bonus tools, precincts, design standards, and implementation.

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TODAY

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CURRENT STEP

1

City Commission direction and community engagement (Phase 1)

- Informational outreach
- Begin dialogue on character, height, and public benefits

2

Advance targeted overlay framework (Near-Term)

- Evaluate tools, including bonus strategies and TDR mechanisms
- Develop overlay and urban design guidelines
- Bring forward a recommendation for Commission’s consideration

3

Initiate Beach Master Plan process (Long-Term)

- Define scope, timeline, and engagement strategy
- Begin subarea visioning and design framework

4

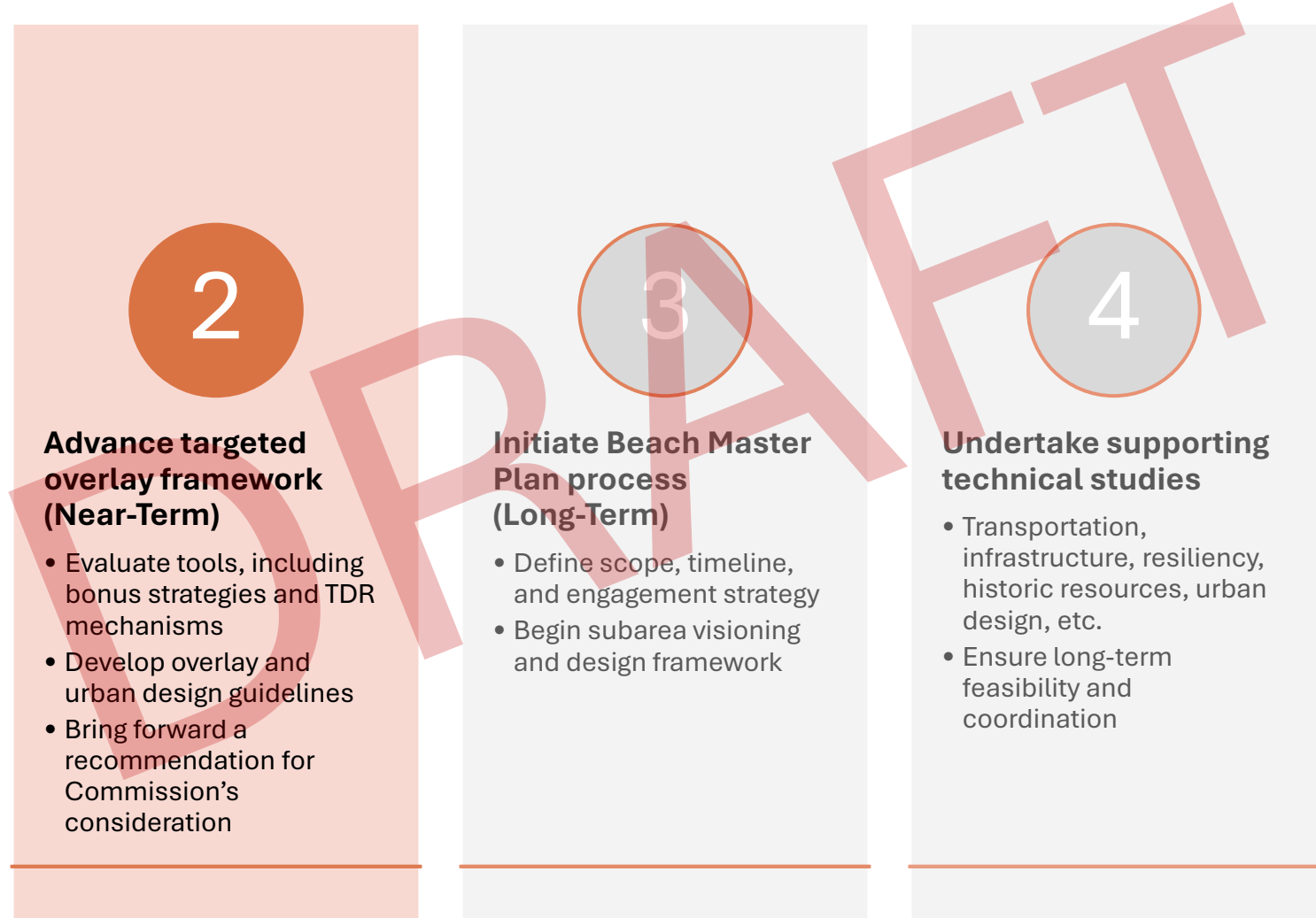
Undertake supporting technical studies

- Transportation, infrastructure, resiliency, historic resources, urban design, etc.
- Ensure long-term feasibility and coordination

5

Return to Commission with refined options and a formal plan

- Incorporating community feedback and technical analysis
- Prior to advancing any formal policy direction



A PATH FORWARD

COMPREHENSIVE PLAN, ZONING OVERLAY & URBAN DESIGN GUIDELINES

Protect what works. Improve what does not. Require public value when additional development potential is requested.

The Hollywood Beach Zoning Overlay Text Amendment, Hollywood Beach Urban Design Guidelines and enabling Comprehensive Plan Text Amendment seek to strengthen what makes the Beach special while giving the City better tools to manage future reinvestment.

Comprehensive Plan Text Amendment

The Comprehensive Plan provides policy direction and enables implementation.

June 22, 2026

Zoning Text Amendment: Hollywood Beach Overlay

The Overlay establishes the regulatory framework.

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Hollywood Beach Urban Design Guidelines


The Guidelines define the design quality.

PLANNING FRAMEWORK

Relationship Between Documents



THE HOLLYWOOD BEACH OVERLAY



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WHAT IS AN OVERLAY

An additional zoning layer for a specific place

An overlay district applies additional standards, options, or incentives on top of the existing zoning for a defined area. It helps the City tailor development rules to the unique conditions, character, and public goals of that place.

FOR HOLLYWOOD BEACH

The Overlay is a near-term implementation tool that translates the study, public input, and design guidelines into clear review standards and optional incentives.

WHAT IT DOES

- Tailors standards by area
- Creates optional incentive paths
- Connects bonuses to public benefit

WHAT IT DOES NOT DO

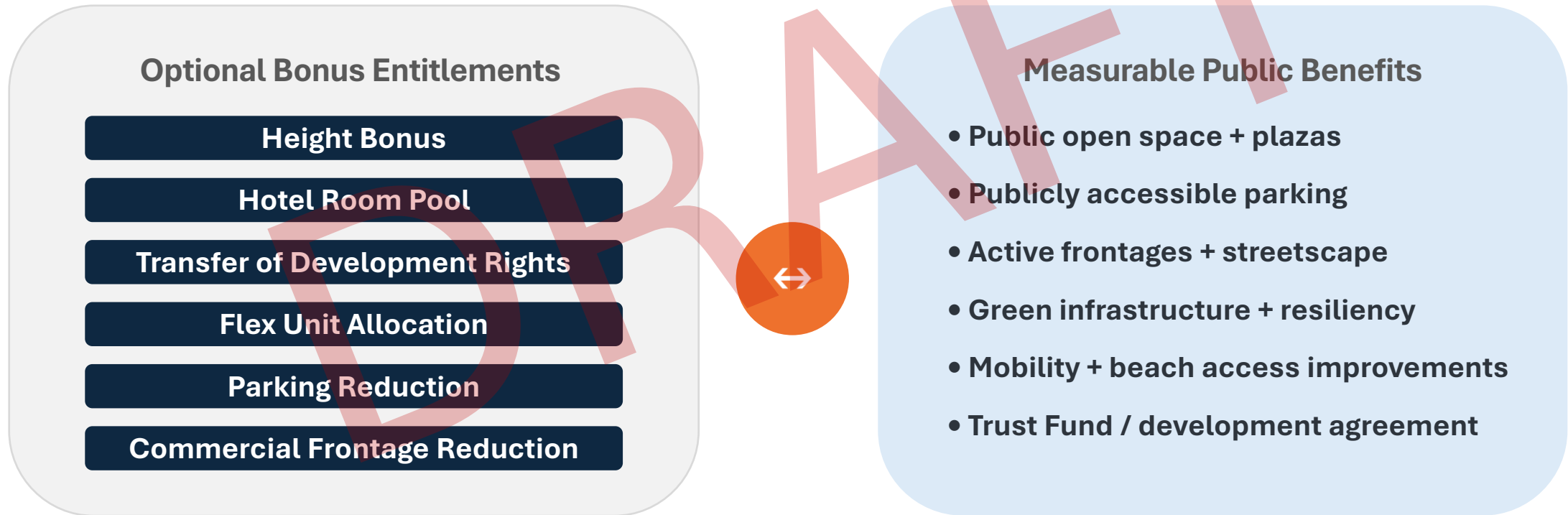
- Does not approve a project
- Does not replace base zoning
- Does not automatically grant bonuses

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DEVELOPMENT BONUS PROGRAM

Incentivizing Public Benefits

The Overlay establishes a bonus framework where additional development potential is exchanged for measurable public benefits.



Core principle: added capacity is earned — not automatic — and must clearly translate into community value.

HEIGHT BONUS PROGRAM

Incentivizing Public Benefits

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UNDER DEVELOPMENT

HOTEL ROOM DENSITY

Supporting Tourism & Hospitality

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UNDER DEVELOPMENT

TRANSFER OF DEVELOPMENT RIGHTS (TDR)

Directing Growth to Appropriate Areas

UNDER DEVELOPMENT

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FLEX UNIT ALLOCATION

Strategic Residential Growth

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UNDER DEVELOPMENT

PARKING REDUCTION PROGRAM

Supporting a More Walkable Beach

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UNDER DEVELOPMENT

COMMERCIAL FRONTAGE REDUCTION

Encouraging Better Urban Design Outcomes

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UNDER DEVELOPMENT

APPLYING THE OVERLAY



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THREE-TIER FRAMEWORK

How the Overlay Works

Every project is evaluated through three layers:

- Tier 1 - Beach Precinct
- Tier 2- Block Typology
- Tier 3 - Character Area

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BEACH PRECINCTS

Precinct Scale Vision

Precincts:



Precinct 1 —
North Beach Village
Precinct



Precinct 2 —
Central Beach Mixed-
Use Precinct



Precinct 3 —
Central Beach
Commercial Precinct



Precinct 4—
Hollywood Beach
Resort Precinct



Precinct 5 —
Central Beach
Community

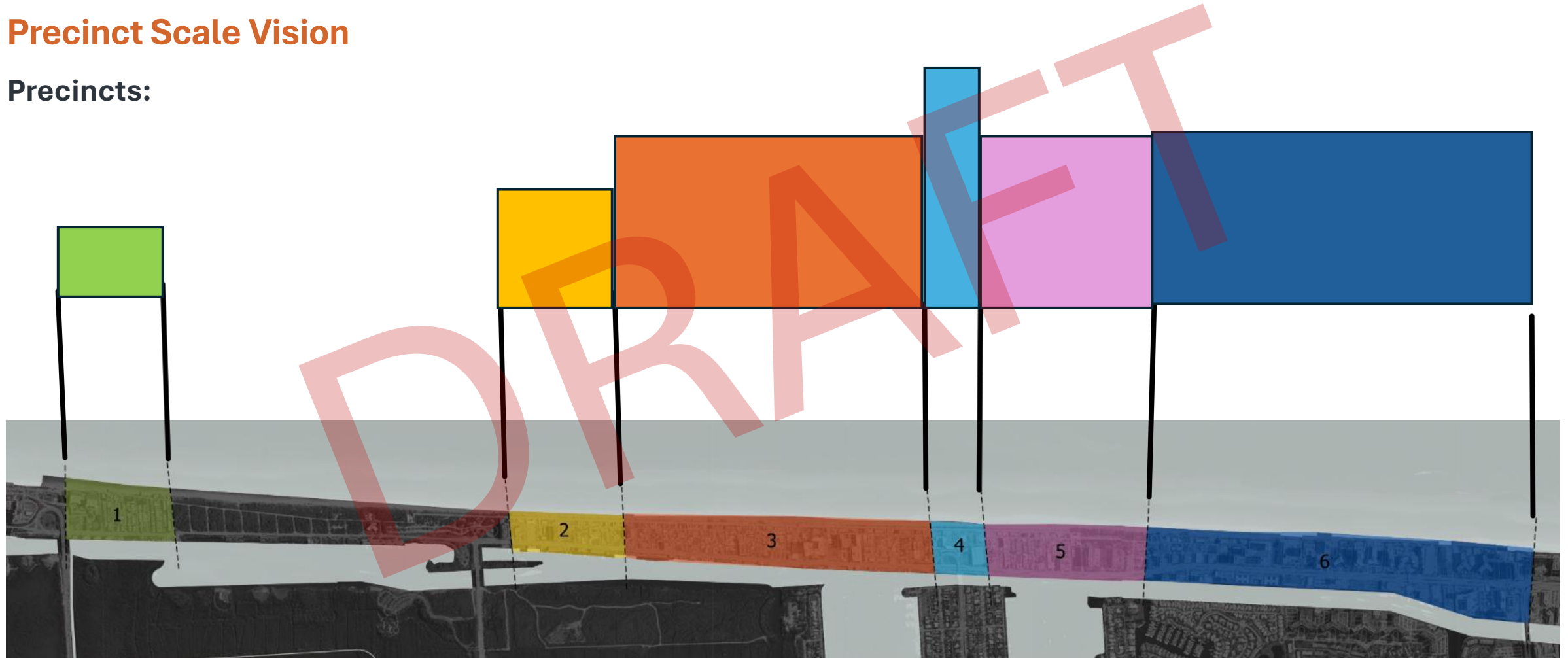


Precinct 6 —
South Beach
Precinct

BEACH PRECINCTS

Precinct Scale Vision

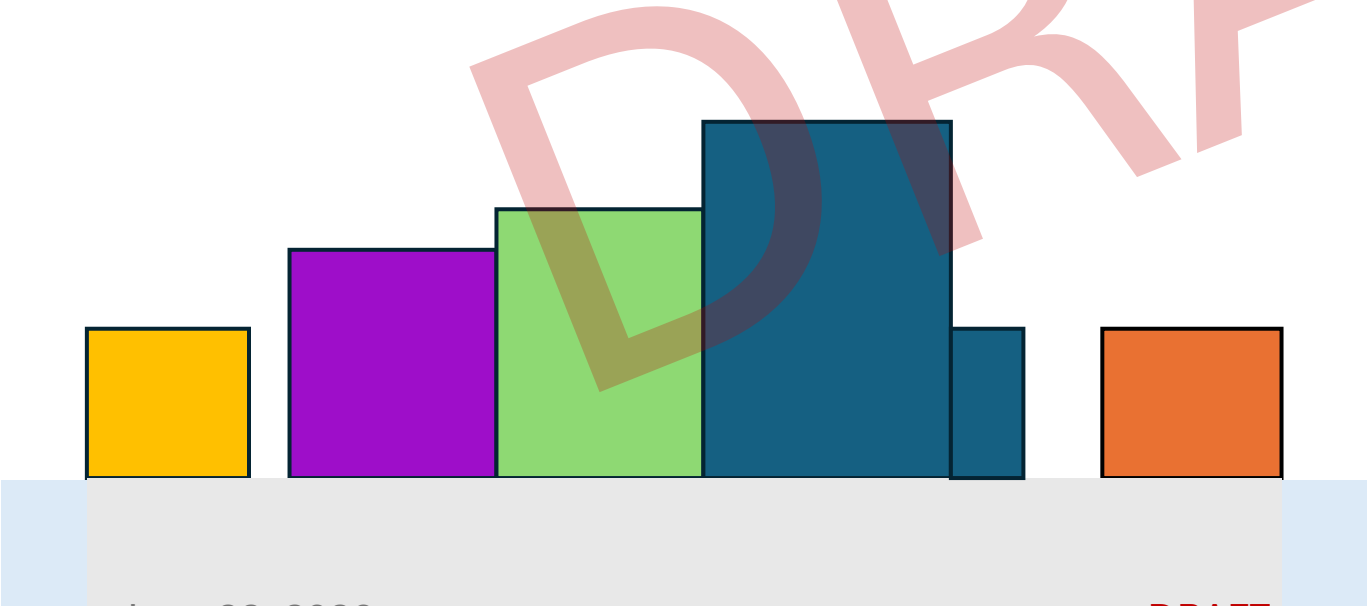
Precincts:



BLOCK TYPOLOGIES

Development Pattern Framework

- Historic Broadwalk
- Surf Road
- Transition Zone
- A1A Corridor
- Intracoastal Frontage



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BLOCK TYPOLOGIES

Development Pattern Framework

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CHARACTER AREAS

Fine-Grained Design Guidance

- North Beach
- Historic Boardwalk
- Surf Road
- Transition Zone
- A1A Corridor
- Intracoastal Frontage
- Hollywood Beach Resort

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HOLLYWOOD BEACH URBAN DESIGN GUIDELINES

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BUILDING A VISION

Building a Holistic Approach

Urban Design Guidelines are a strategic toolkit that shapes how cities grow by integrating architecture, landscape, mobility, ecology, culture, public art, and community life into a coherent public realm that is equitable, resilient, and distinctly local.

Why are they Important?

- Create a cohesive community identity
- Improve the quality of the public realm
- Promote walkability, safety, and accessibility
- Support sustainable and climate-responsive design
- Provide clear expectations for high-quality development



URBAN DESIGN

Applying Beach-Wide Design Standards

Guidelines

- Building Form
- Public Realm
- Architecture
- Historic Preservation
- Broadwalk
- Mobility
- Landscape
- Public Art

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BUILT FORM

Creating a Cohesive Beach Skyline

- Human-Scale Massing
- Context-Sensitive Height
- Articulated Building Forms
- Stepbacks & Transitions
- Active Street Edges
- Varied Rooflines
- Framed View Corridors
- Pedestrian-Oriented Design
- Integrated Open Space
- Coastal Character & Identity

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ARCHITECTURE

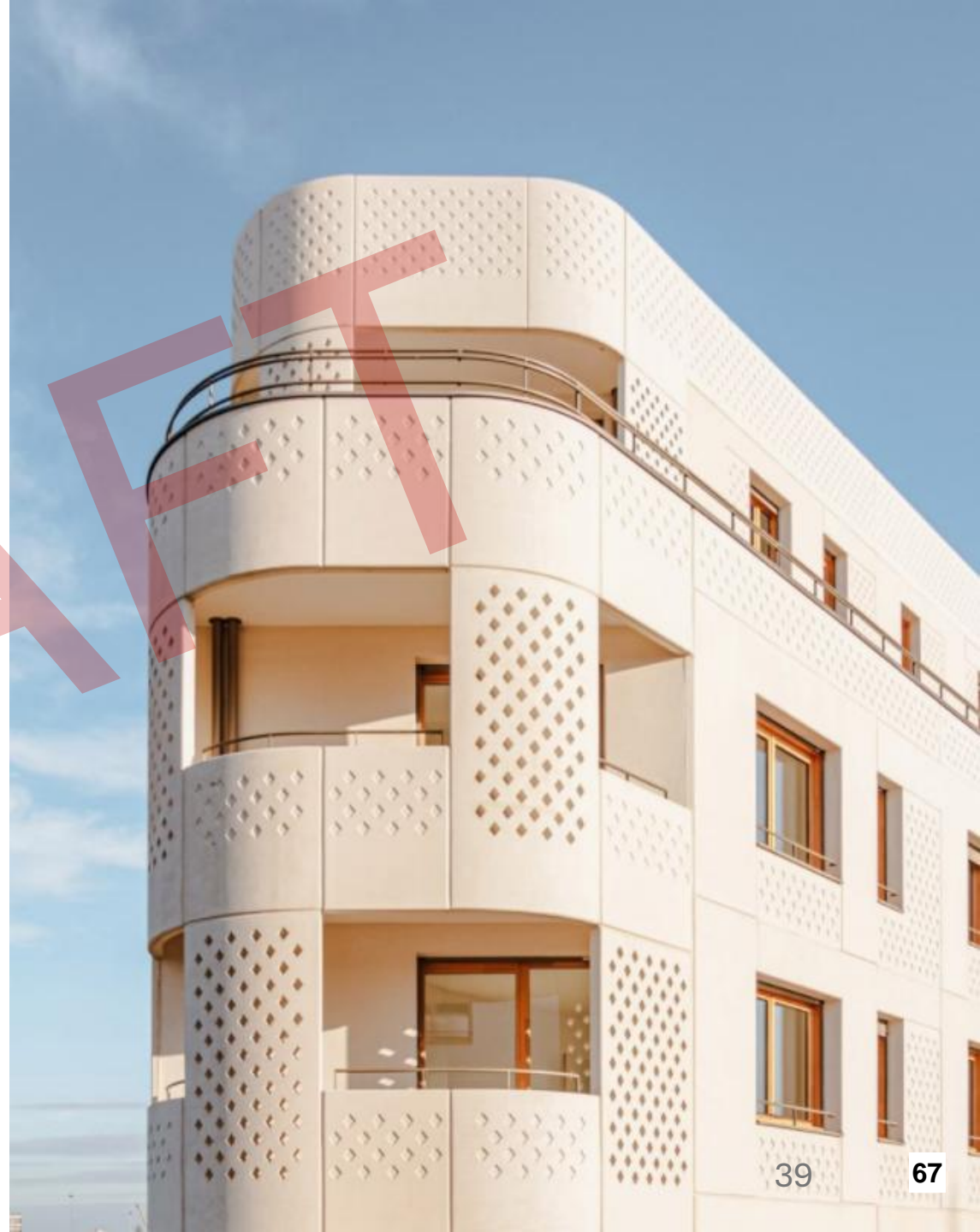
Modern Coastal Architecture, Rooted in Place

Guidelines

- Coastal Modern Style
- Human-Scale Massing
- Articulated Building Forms
- Breeze Block Integration
- Deep Balconies & Overhangs
- Open-Air Living
- Layered Façades
- Passive Climate Design
- Timeless Material Palette
- Indoor–Outdoor Connections

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PUBLIC REALM

Enhancing the Public Realm

Guidelines

- Walkable Streets
- Pedestrian-Scale Lighting
- Continuous Shade & Seating
- Active Public Spaces
- Safe Nighttime Environment
- Connected Open Spaces
- Public Art Integration
- High-Quality Streetscapes
- Universal Accessibility
- Coastal Identity & Wayfinding

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POPS

Expanding the Public Realm

Guidelines

- Flexible Open Spaces
- Native Coastal Landscaping
- Lighting
- Shade & Tree Canopy
- Active Recreation Areas
- Community Gathering Spaces
- Integrated Public Art
- Universal Accessibility
- Green Stormwater Features
- Resilient Park Design
- Strong Indoor–Outdoor Connections

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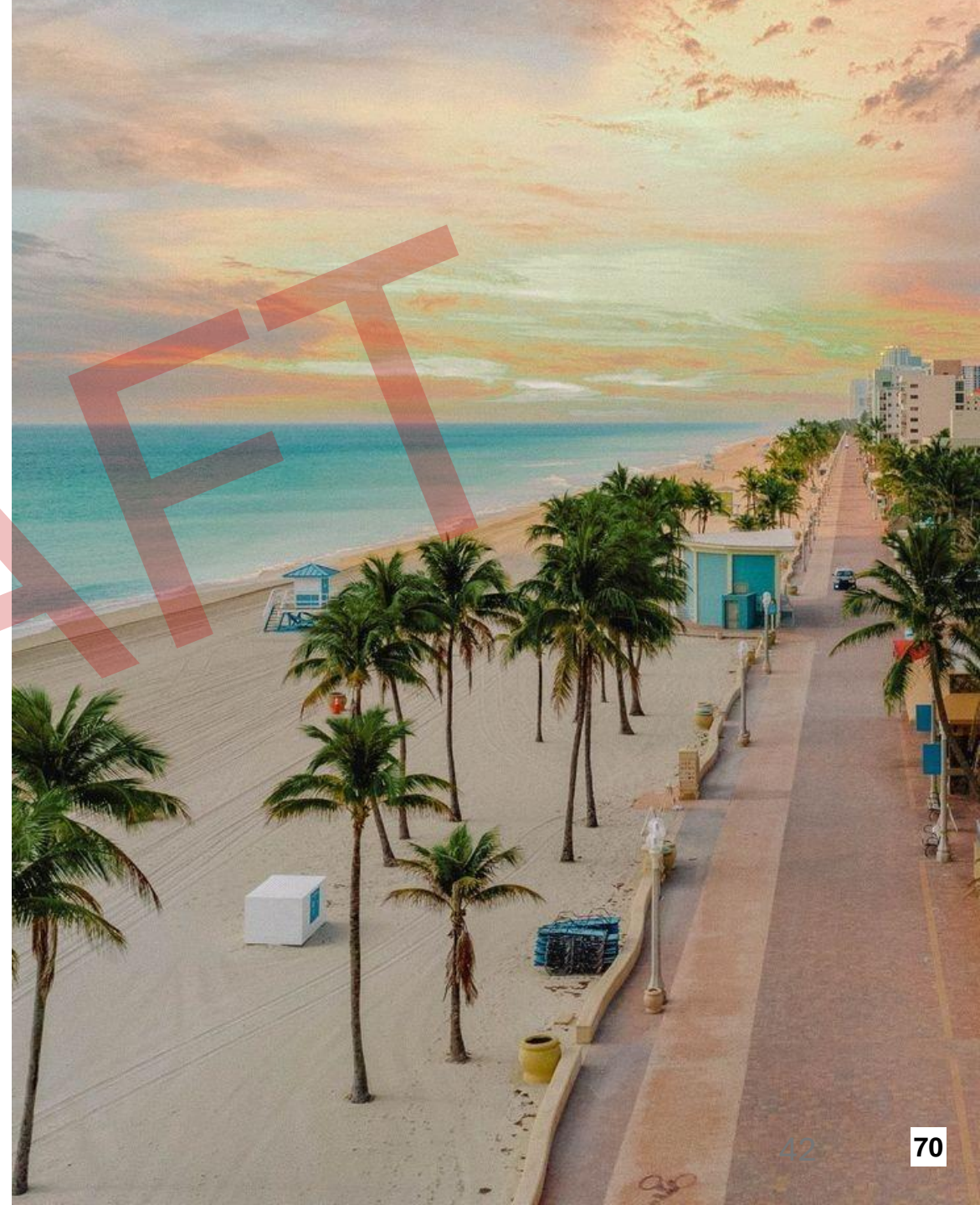
THE BROADWALK

Hollywood's Signature Public Space Guidelines

- Preserve the Broadwalk Character
- Activate Ground Floors
- Enhance Oceanfront Views
- Strengthen Pedestrian Experience
- Expand Shade & Seating
- Celebrate Art & Culture
- Support Local Businesses
- Integrate Coastal Landscaping
- Improve Wayfinding & Connectivity
- Design for Climate Resilience

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BROADWALK DESIGN STANDARDS

Art as Architecture

Guidelines

- Historic Character Preservation
- Mosaic Tile Integration
- Façades as Public Art
- Coastal Material Palette
- Architectural Detailing
- Human-Scale Design
- Active Street Frontages
- Context-Sensitive Architecture
- Durable & Resilient Finishes
- Enhanced Building Identity

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TRANSITION ZONES

Sophistication Meets Simplicity in Design

Guidelines

- Height Transitions
- Stepbacks
- Scale Transitions
- Buffer Conditions
- Residential Edges

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SETBACKS & STEPBACKS

Improving Light, Air & Views

Guidelines

- Street Setbacks
- Upper Floor Stepbacks
- Broadwalk Frontages
- Corner Treatments
- Oceanfront Conditions

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PUBLIC ART

Creating a Distinctive Beach Experience

Guidelines:

- Celebrate Coastal Identity
- Create Interactive Experiences
- Integrate Art with the Public Realm
- Encourage Landmark Installations
- Prioritize Durable Materials
- Reflect Local Culture & History
- Support Day & Night Activation
- Enhance Wayfinding & Gathering Spaces
- Design for Climate Resilience
- Foster Community & Artist Collaboration



LANDSCAPE

Sustainable Beauty

Guidelines

- Native & Salt-Tolerant Planting
- Continuous Shade Canopy
- Coastal Resilience
- Green Stormwater Infrastructure
- Layered Tropical Landscaping
- Habitat & Biodiversity Enhancement
- Low-Maintenance Plant Palette
- Pedestrian Comfort & Cooling
- Integrated Public Open Space

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A1A CORRIDOR

Hollywood's Primary Gateway

Guidelines:

- **Streetscape**
continuous shade, landscape, lighting
- **Frontage Design**
active edges and liner uses
- **Landscape**
coastal canopy and green infrastructure
- **Arrival Experience**
gateway identity + public

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48

76

PARKING GARAGE DESIGN

Parking Structures as Architecture

Vertically integrated parking with adaptive reuse potential and functioning as mobility hubs, screened by active uses, architecture, public art, and landscape

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INTRACOSTAL

Celebrate Place

Guidelines:

- Protect Views
- Enhance Access
- Prioritize Pedestrians
- Strengthen Landscaping
- Activate Public Spaces
- Encourage Quality Architecture
- Integrate Resilience
- Reinforce Waterfront Identity

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SPECIAL FOCUS AREA: Hollywood Beach Hotel



HOLLYWOOD BEACH HOTEL

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UNDER DEVELOPMENT

HOLLYWOOD BEACH HOTEL

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UNDER DEVELOPMENT

HOLLYWOOD BEACH HOTEL DESIGN PRINCIPLES

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UNDER DEVELOPMENT

NEXT STEPS

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NEXT STEPS

FOR INFORMATION ONLY

HOLLYWOOD BEACH ZONING OVERLAY TEXT AMENDMENT & URBAN DESIGN GUIDELINES

Next Steps:

1. Overlay & Guidelines Refinement
2. Planning & Development Board Recommendation
Hearing: : **TBD August 2026**
3. 1st City Commission Hearing: **August 26, 2026**
4. 2nd City Commissions Hearing: **TBD September 2026**
5. Overlay Implementation

FOR RECOMMENDATION

HOLLYWOOD BEACH COMPREHENSIVE PLAN TEXT AMENDMENT

Next Steps:

1. 1st City Commission Hearing: **July 7, 2026**
2. 2nd City Commissions Formal Adoption
Hearing: **August 26, 2026**
3. County Recertification

THANK YOU!



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