

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

**DATE:** August 12, 2025 **FILE:** 24-DPV-01

**TO:** Planning and Development Board

**VIA:** Anand Balram, Planning Manager

**FROM:** Carmen Diaz, Planner III

**SUBJECT:** Design and Site Plan for an approximately 5,000 square-foot commercial building; and a Variance to Section 155.08 of the Code of Ordinances to reduce the curb cut requirement in the C-3 Commercial District.

**REQUEST:**

Design and Site Plan for an approximately 5,000 square-foot commercial building; and a Variance to Section 155.08 of the Code of Ordinances to reduce the curb cut requirement in the C-3 Commercial District.

**RECOMMENDATION:**

Variance: Approval

Design: Approval if the Variance is granted.

Site Plan: Approval if the Variance and Design are granted, with the following conditions:

1. A Unity of Title for all lots, in a form acceptable to the City Attorney, shall be submitted prior to the issuance of a Building Permit and recorded in the Public Records of Broward County, by the City of Hollywood, prior to the issuance of a Certificate of Occupancy (C/O) and/or Certificate of Completion (C/C).

**BACKGROUND**

The subject property is approximately 0.5 acre located at 5701 Pembroke Road, on the corner of Pembroke Road and 57<sup>th</sup> Avenue. The site is currently vacant and surrounded by commercial buildings along Pembroke Road and residential buildings on the north side of the property. The subject property can be accessed by State Road 7 on the west or I-95 on the east. The property is located neighboring the City of Pembroke Park in the south.

**REQUEST**

The Applicant, OB House LLC. is requesting Design and Site Plan approvals for the construction of an approximate 5,000 square foot commercial building (Shops at Pembroke Road). The site is currently

vacant with a land use designation of General Business and a zoning designation of Medium Intensity Commercial District (C-3).

The proposed Shops at Pembroke Road incorporates retail spaces on approximately 0.5 acres across multiple lots. The proposed site plan incorporates an array of native trees, palms, and shrubs while meeting all pervious requirements and improving the streetscape along Pembroke Road. The Applicant has located the proposed commercial building close to the street; giving definition to the urban form and encouraging pedestrian-oriented redevelopment along the Pembroke Road corridor. Locating all required parking at the rear provides adequate and safe access for automobiles, while minimizing the curb cuts along Pembroke Road and creating a safer and more pedestrianized environment.

The proposed design further supports a pedestrian-friendly built environment by incorporating architectural details such as a decorative aluminum awning and transparent storefronts, creating a more visually appealing and active façade. The neutral color palette and materials, such as stone cladding and smooth stucco on the walls, are used to further break up the massing of the proposed building. The proposed height of the volume is approximately 21 feet.

Another request by the Applicant is a variance to reduce the allowable curb cut from 24 feet to 22 feet on 57th Avenue. The Code of Ordinances Section 155.08 allows the curb cut to be 30% of the lot width. Section 7.2 of the Zoning and Land Development Regulations requires a two-way driveway to be 24 feet minimum. The reduction is from 24 feet (30%) to 22 feet (27.5%).

The redevelopment of this site acts as a catalyst encouraging redevelopment of the Pembroke Road corridor and improving the overall streetscape and aesthetic of the corridor. Furthermore, the proposed project incorporates pedestrian-friendly design elements that will aid in the transformation of this corridor and the City of Hollywood as a more walkable, active, and healthier community which will improve the quality of life for all residents. As such, the proposed is consistent with long term vision for this neighborhood and the City of Hollywood.

#### **SITE INFORMATION**

<b>Owner/Applicant:</b>	OB House LLC.
<b>Address/Location:</b>	5701 Pembroke Road
<b>Net Size of Property:</b>	21,243 (0.49 acres)
<b>Land Use:</b>	General Business (GBUS)
<b>Zoning:</b>	Medium Intensity Commercial District (C-3)
<b>Existing Use of Land:</b>	Vacant
<b>Gross Floor Area:</b>	5,000 sq. ft.
<b>Parking</b>	20 spaces

#### **ADJACENT LAND USE**

<b>North:</b>	Low Residential (LRES)
<b>South:</b>	City of West Park
<b>East:</b>	General Business (GBUS)
<b>West:</b>	General Business (GBUS)

## ADJACENT ZONING

**North:** Single Family Residential District (RS-6)  
**South:** City of West Park  
**East:** Medium Intensity Commercial District (C-3)  
**West:** Medium Intensity Commercial District (C-3)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the General Business Land Use, the subject site is surrounded by commercial buildings. 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 proposed Design is consistent with the Comprehensive Plan based upon the following:

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

**Policy 4.11:** *Review zoning district standards as they relate to buffering and uses between single-family residential and more intense uses along the traffic way corridors, to create adequate separations and to allow a deepening, where possible, of the commercial or industrial zone. (CWMP Policy CW.20)*

If the Design is granted, the retail building will increase the commercial choices within the community. In addition, utilizing an undeveloped area enhances the neighborhood by encouraging investment in the existing commercial zoning district. The proposed request is consistent with the Comprehensive Plan.

## CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The subject property is located in Sub-Area 1, which is also known as US 441/SR 7 Corridor. It is surrounded by Sub-Areas 6, 7 and 8, which are highly populated areas. It is geographically defined by 56<sup>th</sup> Avenue to the east, including the portion of Washington Park that extends to 52<sup>nd</sup> Avenue, the Dania cut-off canal to the north, Florida's Turnpike to the west and Pembroke Road to the south. This area includes the residential neighborhoods of Beverly Park, Lawn Acres and Washington Park as well as the defined residential areas east and west of US 441/SR 7 north of Hollywood Boulevard.

The proposed Design is 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.*

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

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

The proposed commercial building allows further use of the property while also helping to meet a need in the immediate community. The goal of the City Wide Master Plan is to promote and attract uses that will enhance and improve locations.

## **APPLICABLE CRITERIA**

**Analysis of Criteria and Findings for a Variance** as stated in the City of Hollywood's Code of Ordinances, Section 155.08(H): Reduce the curb cut from 24 feet to 22 feet.

- CRITERIA 1:** Variances to this section shall not be granted unless a written application for a variance has been submitted to the Office of Planning demonstrating:
- a) That special conditions and circumstances exist which are peculiar to the land involved and which are not applicable to other lands;
  - b) That a literal interpretation of the conditions set forth in this section would deprive the applicant of rights commonly enjoyed by other properties;
  - c) That the special conditions and circumstances do not result from actions of the applicant; and
  - d) That the granting of the variances requested will not confer on the applicant any special privilege that is denied by this section to other lands. No pre-existing conditions on neighboring land which are contrary to this section shall be considered grounds for the issuance of a variance.

**ANALYSIS:** Staff has completed the following analysis based on the variance criteria outlined above:

- a) The intent and purpose of Sect. 155.08 (E) regarding curb cuts is to preserve traffic flow. The Code requires that new curb cuts be located on side streets and not on the main corridors. In this case, the curb cut is proposed on 57<sup>th</sup> Avenue. The width of 57<sup>th</sup> Avenue is 75 feet and the allowable curb cut is 22.5 feet; however, the Code requires 24 feet for a two-way driveway.
- b) The proposed project meets that intent and purpose by providing a driveway on 57<sup>th</sup> Avenue, located on the side street as the Code recommends.
- c) The requested Variance maintains the basic intent and purpose of the subject regulations, particularly as it affects the stability and appearance of the City. However, due to the unique location and design of the drive lane, a variance is required to enhance/maintain proper access to the parking lot.
- d) The provision of the driveway enhances traffic flow on Pembroke Road, facilitates traffic access, compliance, and improves overall circulation. Accordingly, the proposed design maintains the basic intent and purpose of the subject regulation.

**FINDING:** Consistent.

**CRITERIA 2:** Upon the recommendation of the City Engineer, Variance requests shall be forwarded to the Planning and Development Board. A public hearing before the Board shall be scheduled to hear the proposed variance request. The Planning and Development Board, shall make the following findings:

- a) That the requirements of this subdivision have been met.
- b) That the reasons set forth in the application justify the granting of the variance to make possible the reasonable use of the land;
- c) That the granting of the variance would be in harmony with the general purpose and intent of this section, would not be injurious to the surrounding property, would not impair the desirable general development of the neighborhood, and would not otherwise be detrimental to the public welfare.

**ANALYSIS:** Staff has completed the following analysis based on the variance criteria outlined above:

- a) The Applicant is locating the proposed curb cut on the side street as recommended by the Zoning and Land Development Regulations. The Applicant is providing a 22' two-way drive.
- b) Due to the project's location and design of the drive lane, a variance is required to maintain proper vehicular movements and access to the parking lot. The property is located on a main corridor such as Pembroke Road and the vehicular driveway is proposed on the side street at 57<sup>th</sup> Avenue, which will not interfere with pedestrian circulation.
- c) Granting the variance would be in harmony with the general purpose and intent of this section, would not be injurious to the surrounding property, would not impair the desirable general development of the neighborhood, and would not otherwise be detrimental to the public welfare.

**FINDING:** Consistent.

**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. The use of traditional materials for new architectural details is recommended. Design of the building(s) should consider aesthetics and functionality, including the relationship of the pedestrian within the built environment.

**ANALYSIS:** The proposed design supports a pedestrian-friendly built environment by incorporating architectural details such as a decorative aluminum awning and clear glass storefronts, creative and more visually appealing and active façade. In

addition, locating all required parking at the rear provides adequate and safe access for automobiles, while minimizing the curb cuts along Pembroke Road and creating a safer pedestrian environment.

**FINDING:** Consistent.

**CRITERIA 2:** *Compatibility.* The relationship between existing architectural styles and proposed construction, including how each building along the street relates to the whole and the pattern created with adjacent structures and the surrounding neighborhood. Buildings should contain architectural details that are characteristic of the surrounding neighborhood.

**ANALYSIS:** The Design Guidelines state *new construction should differentiate itself from neighboring buildings in terms of architectural style while the scale, rhythm, height and setbacks as well as the location of windows and doors bear some relationship to neighboring buildings and maintain some resemblance of compatibility.* This site is located in a commercial district and on a main corridor such as Pembroke Road. The location for the proposed use is ideal to complement other existing commercial uses. The proposed building is compatible with its surroundings and will enhance the property. The building's massing, scale, and rhythm are compatible with the desired character of the area.

**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 of the area. Building 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 scale and massing of the proposed commercial building is proportionate to the surrounding structures. The proposed design blends into this context by introducing a commercial building with varying materials and architectural features, smooth stucco, aluminum awning, stone cladding, and clear glass storefronts. These elements are used to further break up the massing of the proposed building. In addition, the proposed transparent storefront creates a more visually appealing and active façade.

**FINDING:** Consistent.

**CRITERIA 4:** Landscaping. Landscape 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 new

building. The landscape plan incorporates plant species that help improve the pedestrian experience.

**FINDING:** Consistent.

## **SITE PLAN**

The Technical Advisory Committee (TAC) found the proposed Site Plan to be compliant with all the regulations as set forth in Article 6 of the Zoning and Land Development Regulations on June 30th, 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 developments 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 the 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 people 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 attract 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 the 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