

City Commission | City of Hollywood, Florida



Calvin, Giordano & Associates, Inc.
A SAFEbuilt COMPANY

DRAFT

HOLLYWOOD BEACH
FEASIBILITY STUDY
AND ZONING
ANALYSIS

AGENDA

1. OUR BEAUTIFUL BEACH
2. METHODOLOGY
3. INITIAL FINDINGS
4. RECOMMENDATIONS
5. NEXT STEPS



OUR BEAUTIFUL BEACH

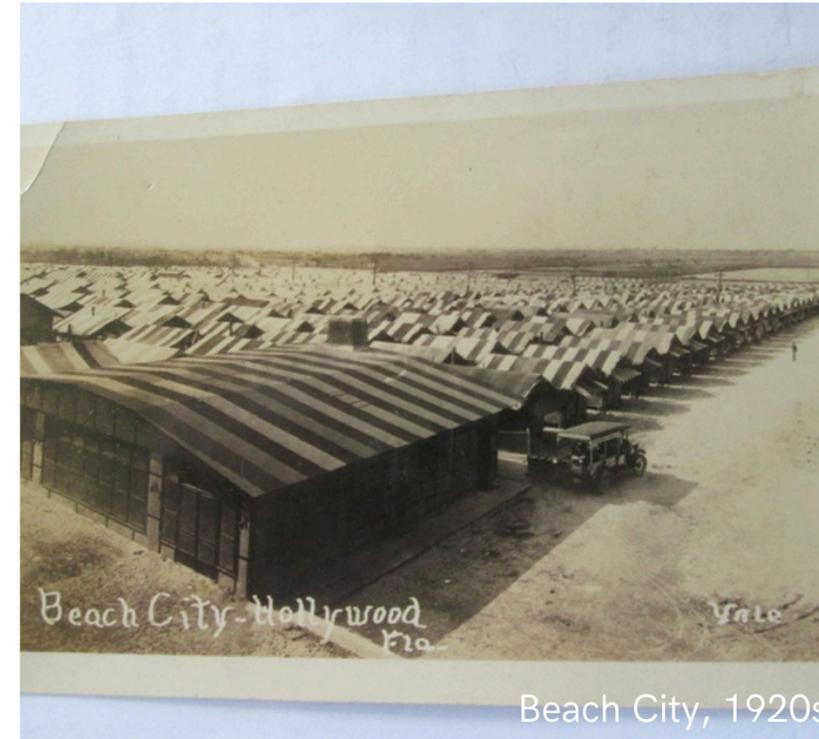
JOSEPH W YOUNG'S VISION

“a city for everyone, from the ocean to the Everglades.”
A “tropical dream city” by the sea.

A place where the "opulent" and "humble" could live together.

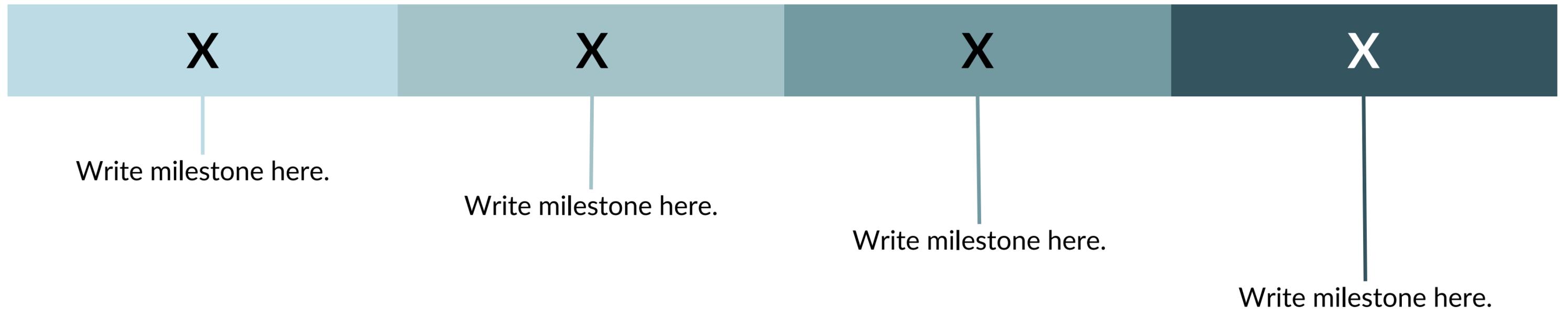
Hollywood Beach integrates public enjoyment, health and thriving commercial activity.

A vibrant social hub that defines Hollywood's identity.



HOW DID WE GET HERE?

SLIDE IN DEVELOPMENT



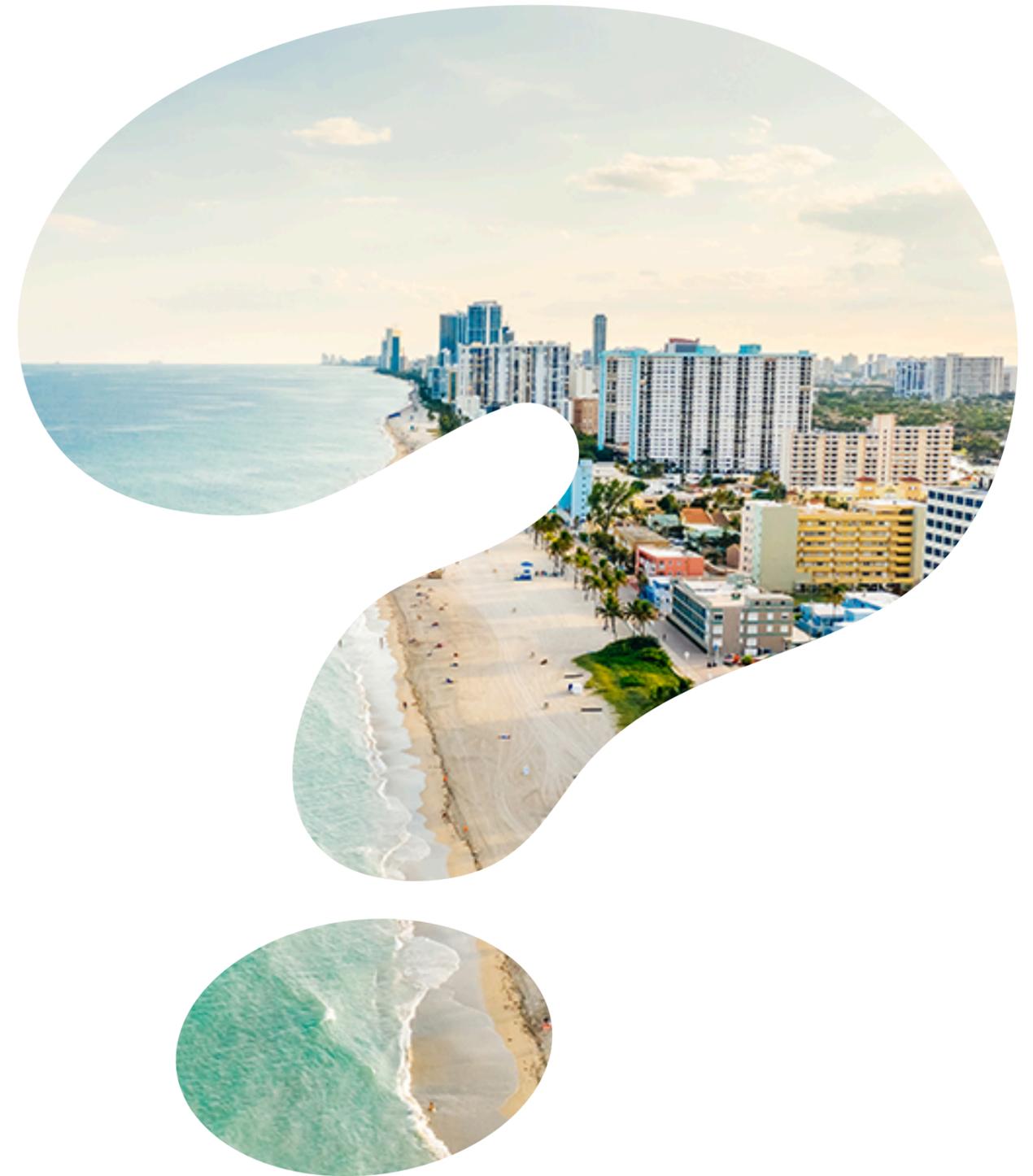
TODAY.....

Is the existing beach zoning aligned with current market conditions?

What constraints limit feasible redevelopment across the Beach, and how can the City maximize public benefit?

Should the existing Vision be maintained or updated?

Should the existing Vision be maintained or updated?



CGA

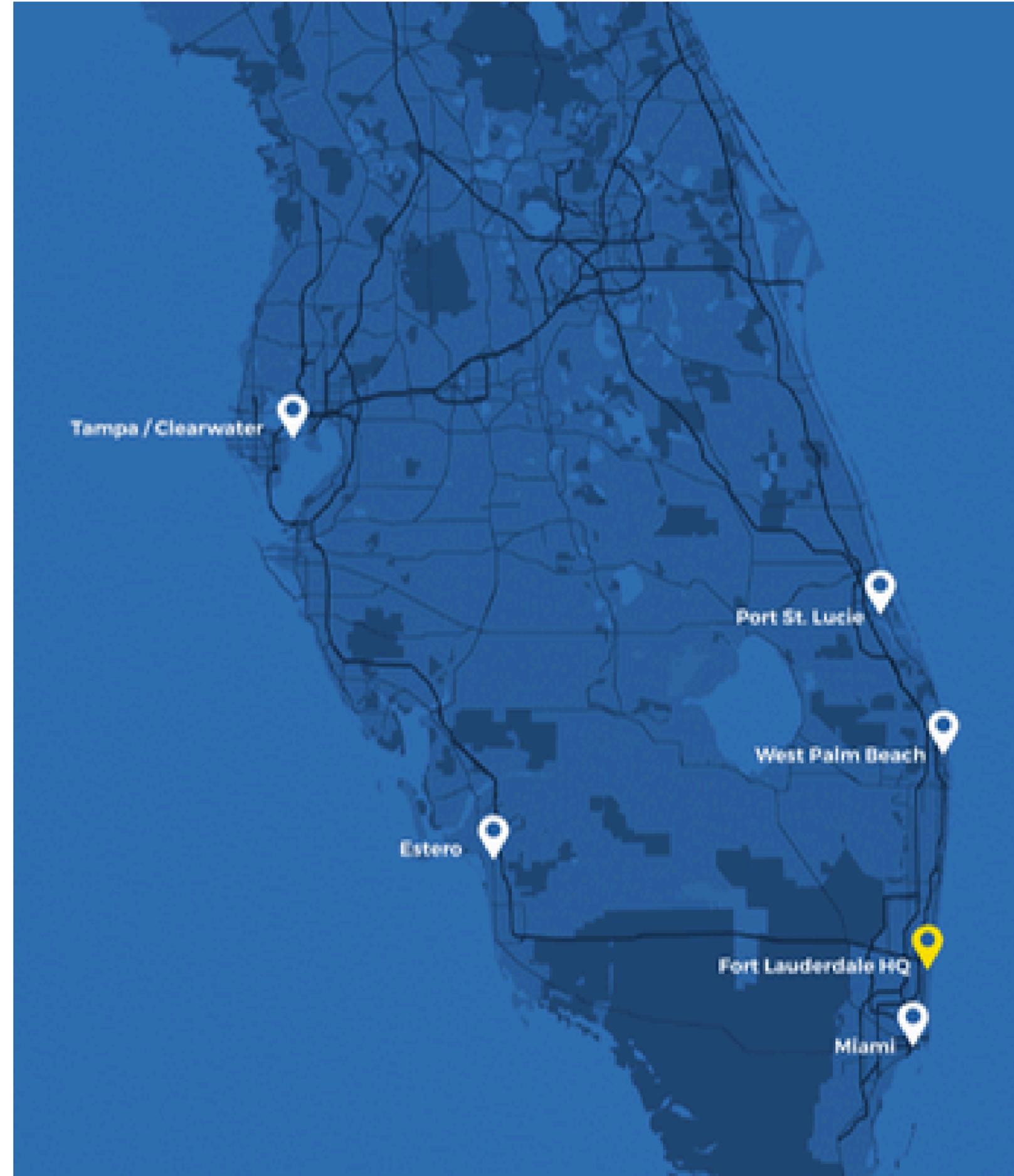
Calvin, Giordano & Associates, Inc.'s Planning Department takes a comprehensive land development and regulatory approach to planning, delivering high-quality service with a strong emphasis on professionalism. They guide clients through each stage of the design and planning process, providing full transparency into governmental agency review procedures to ensure objectives are clearly defined and effectively met.

Team

Jim Hickey, ACIP

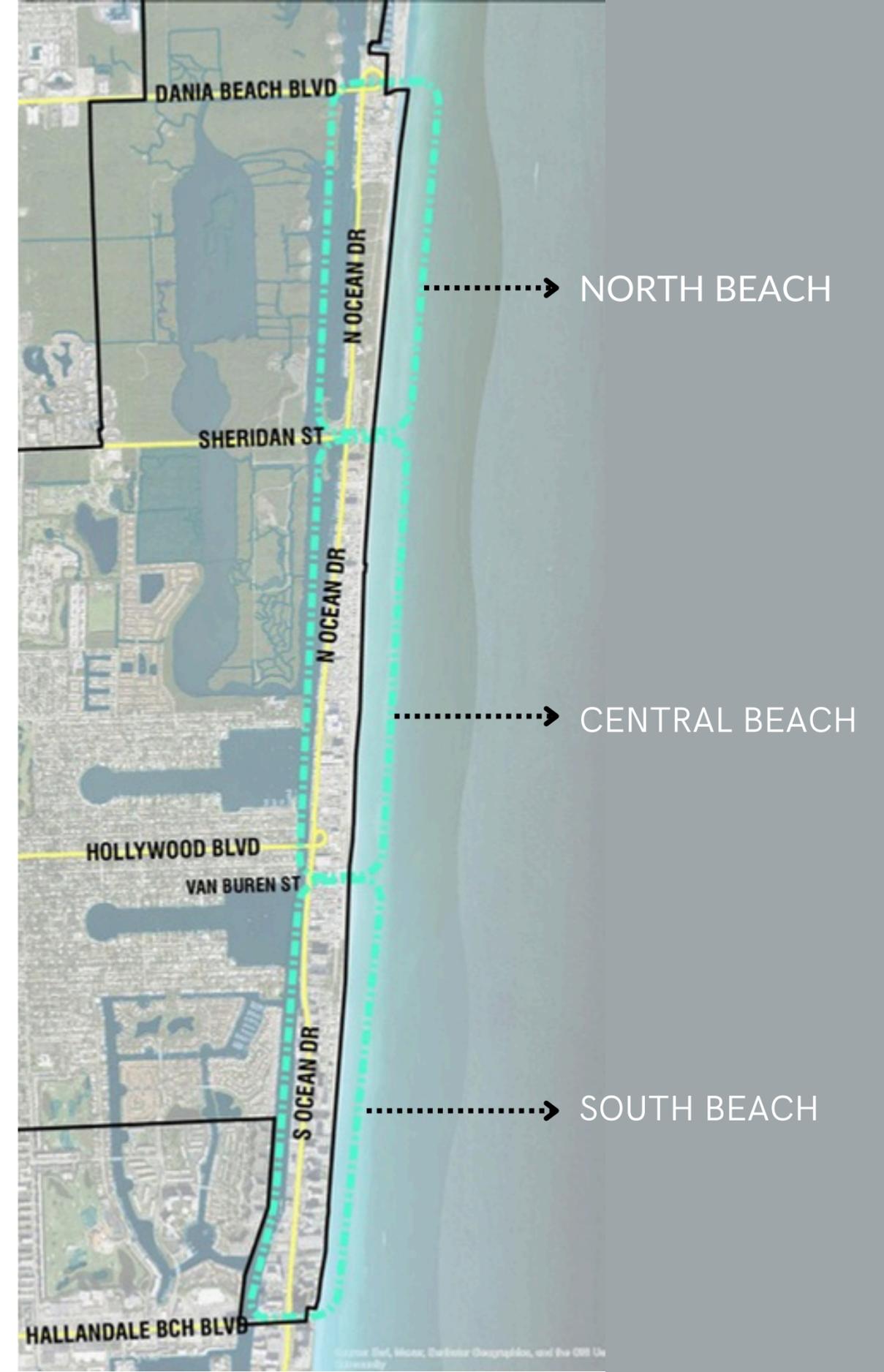
Dave Dixon, AICP

Eric Liff, Lambert Advisors



SCOPE OF WORK

Conduct a study that includes investigation into the viability of maintaining contextually appropriate development and discussion on options that support sustainable reinvestment while protecting character and historic resources, and **does not create predetermined development outcomes or introduce uniform height increases.**



METHODOLOGY



HOW WE ANSWERED THE QUESTIONS

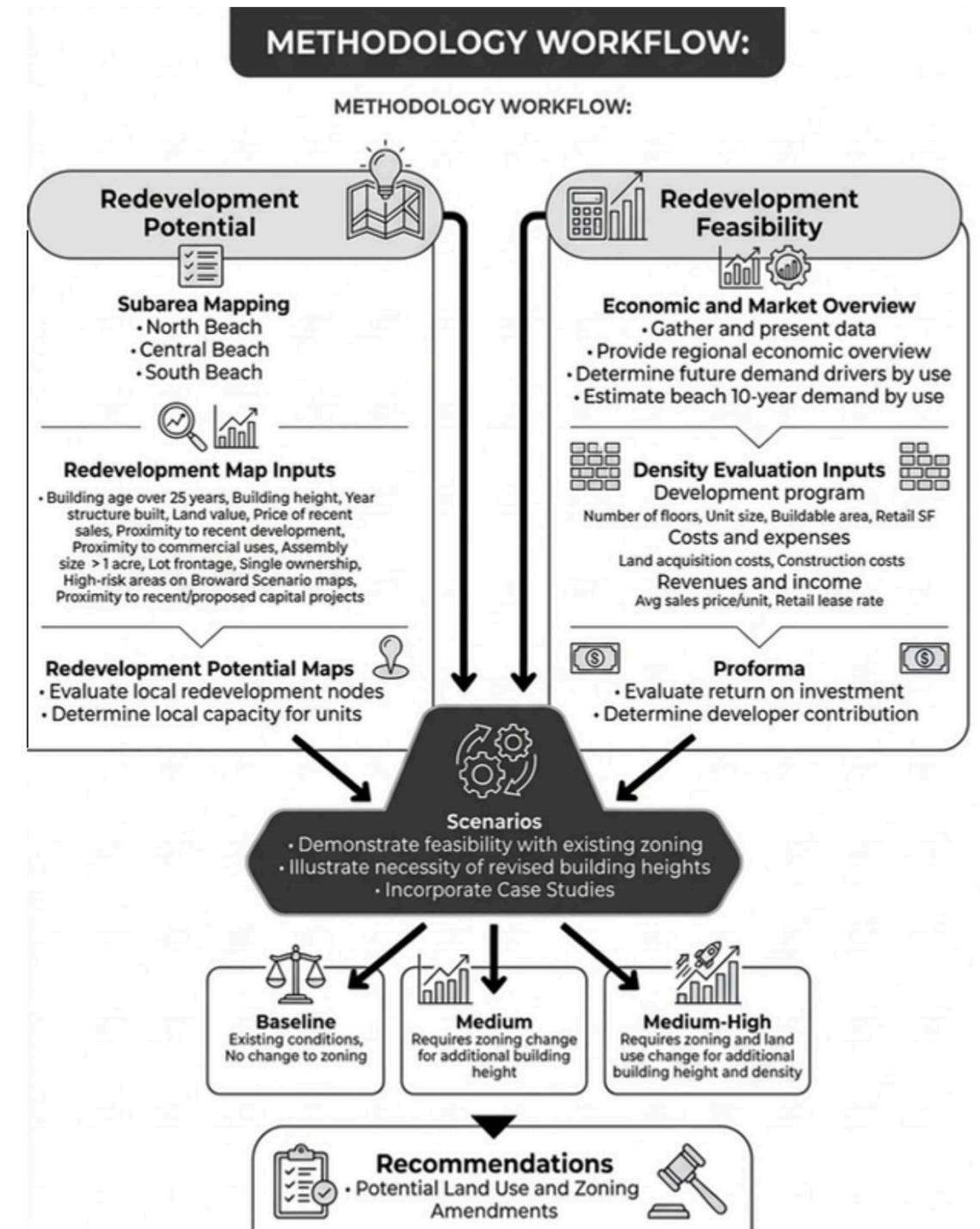
GIS-based spatial analysis to identify redevelopment opportunity areas

Evaluation of parcels using measurable criteria (size, age, value, location, flood, trends)

Scenario testing using development pro formas (costs, revenues, feasibility)

Comparative case studies to benchmark outcomes and policy approaches

Assessment of value created through additional development capacity (“developer contribution”)



LAND USE PLANNING

In Broward County

	County Comp Plan	City Comp Plan	Zoning
Designations	Med-Hi/Hi Res, Commercial	Med-Hi/Hi Res General Business	BRT-25 BWK-25 BRT-25 RM-25 PD GU
Density	Res: 25/Du/Ac Comm: No Limit	Res: 25 Du/Ac Central Beach: 50-100 Hot/Ac South Beach: 150-300 Hot/Ac (Density Pool)	
Heights	Does not define	Does not define	Res: 50 Ft Hot: 65 Ft



BROWARD LUP



CITY LUP



ZONING

SPATIAL ANALYSIS

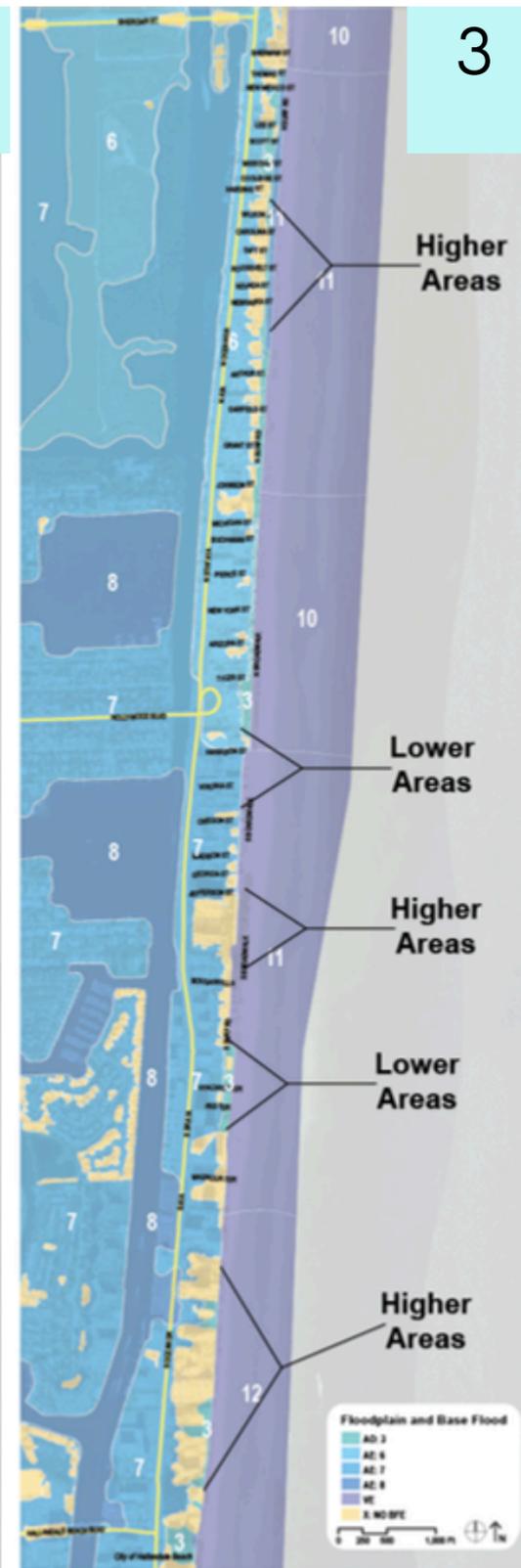
Conduct zoning, land use, physical conditions, and development mapping, including GIS-based optimization mapping to identify potential redevelopment clusters.

Redevelopment potential mapping layers (from left):

1. Zoning
2. Future land use
3. FEMA base flood depths
4. Recent market activity and proximity to recent development projects

Additional considerations:

- Age and size of structure
- Parcel size and frontage
- Single ownership/control
- Historic character
- Proximity to commercial nodes
- Planned infrastructure projects



REDEVELOPMENT SCENARIOS PRO-FORMA ANALYSIS

WHAT ARE SCENARIOS?

A | BASELINE

Tests existing conditions, **no change to zoning: maintains 5 to 6 stories above grade.**

B | MEDIUM

Tests zoning changes when **increasing from 10 to 15 stories above grade.** Potentially feasible with increased zoning height/capacity.

C | MEDIUM-HIGH

Explores **outcomes between 10, 20, and 30 stories above grade:** Feasible, includes potential incremental value increase (developer contribution).

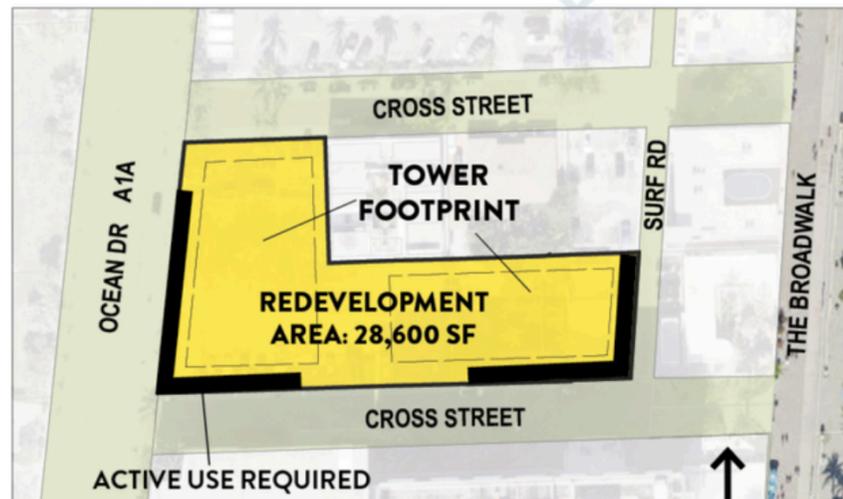
BASELINE SCENARIO

NO CHANGE

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



Ground Floor Site Concept



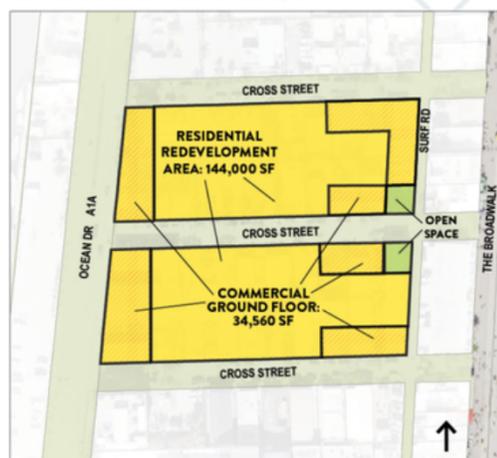
MEDIUM SCENARIO

10 to 15+ Stories

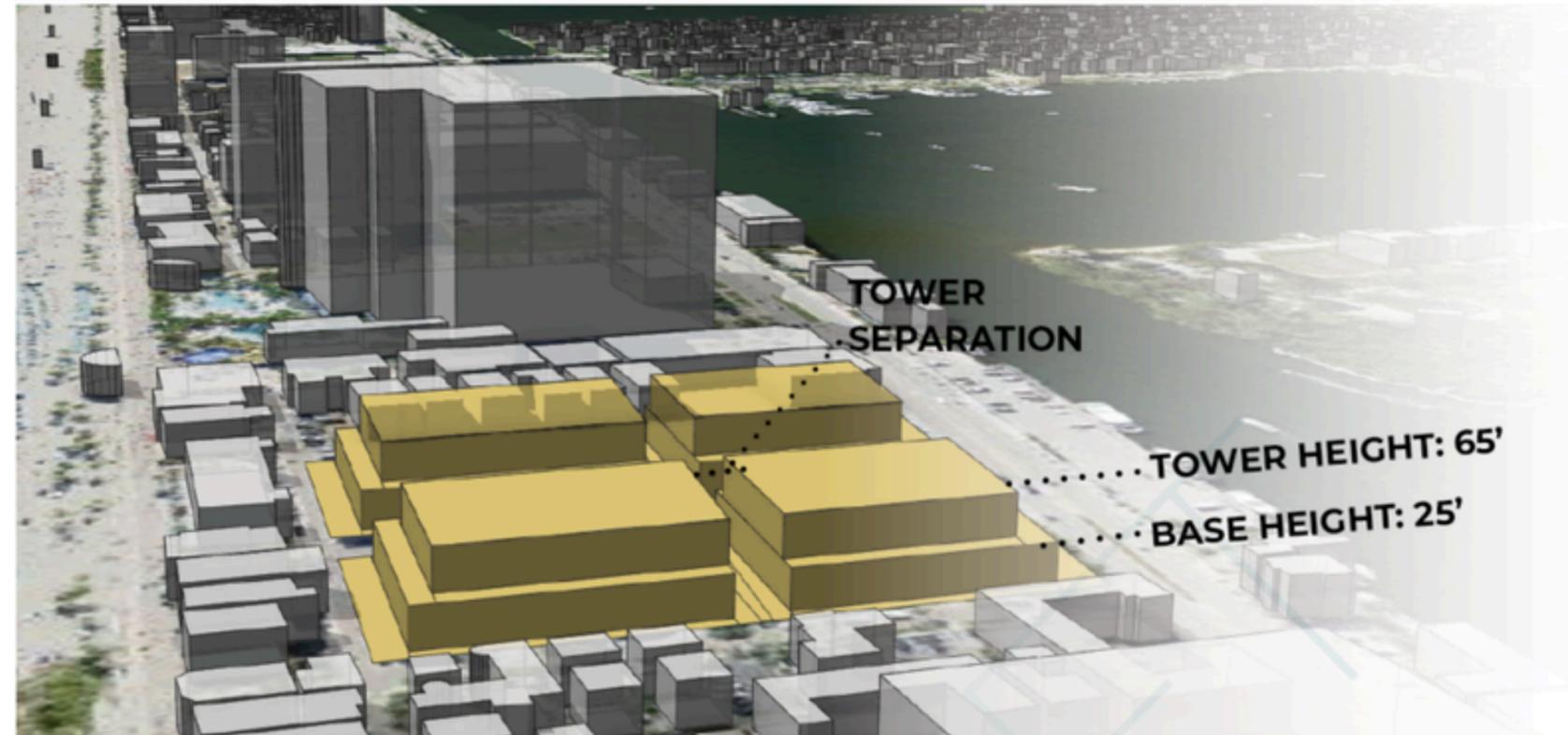
Increasing height from ~10 to 15+ stories is necessary to move projects from infeasible toward feasibility, with ROI approaching market benchmarks

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

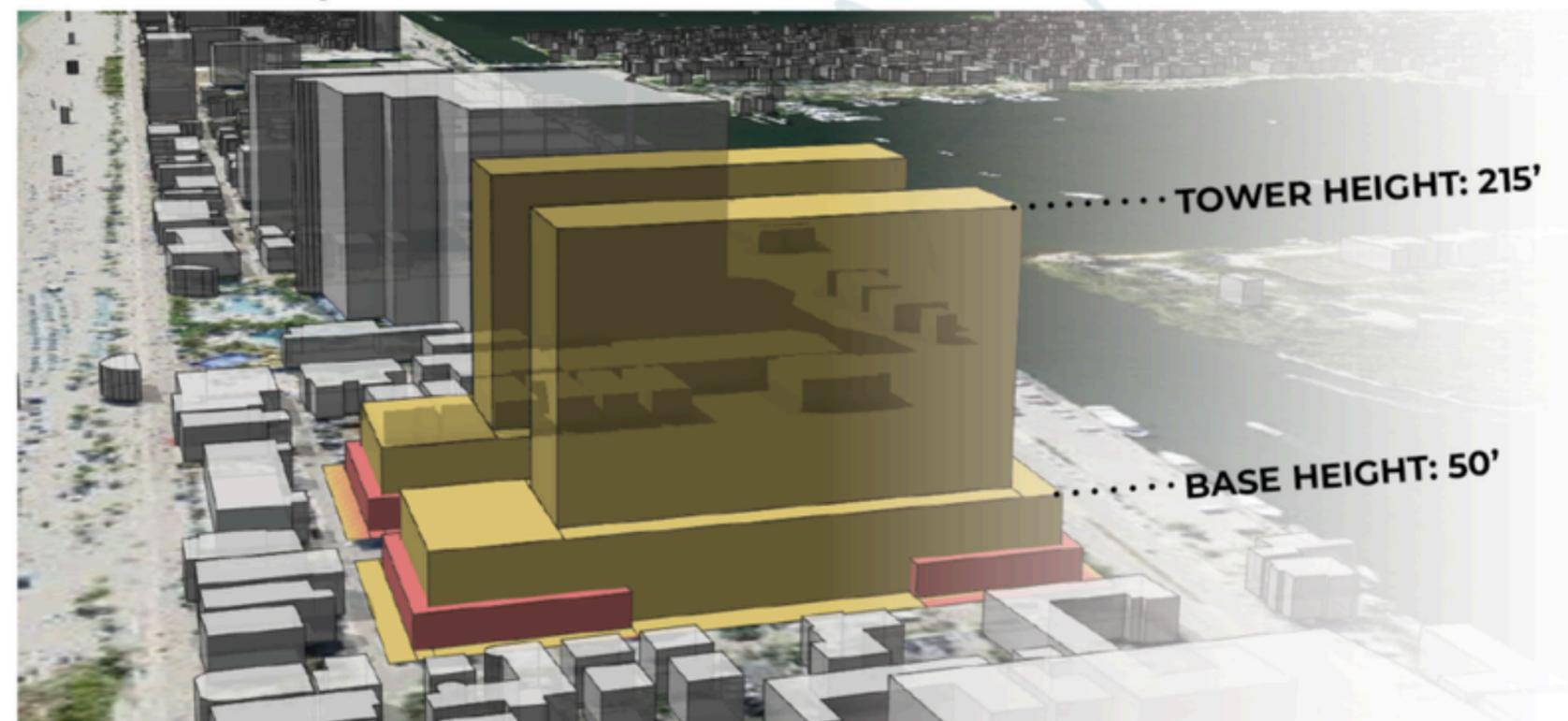
Ground Floor Site Concept



Existing Zoning and Density



Medium Intensity



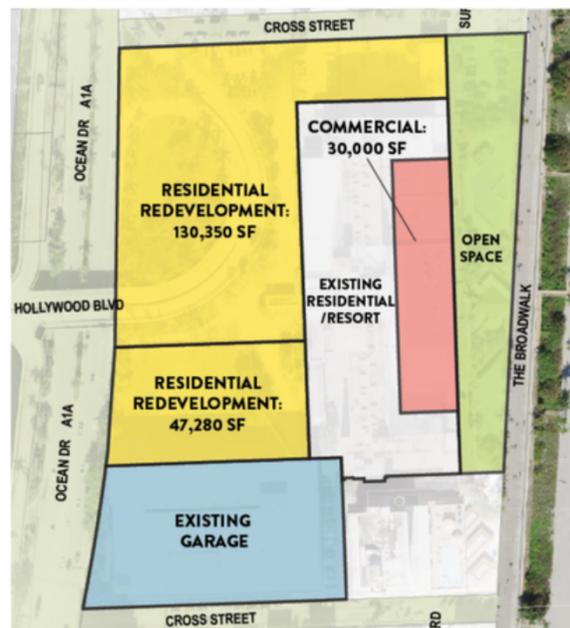
MEDIUM-HIGH SCENARIO

20 to 30 Stories

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

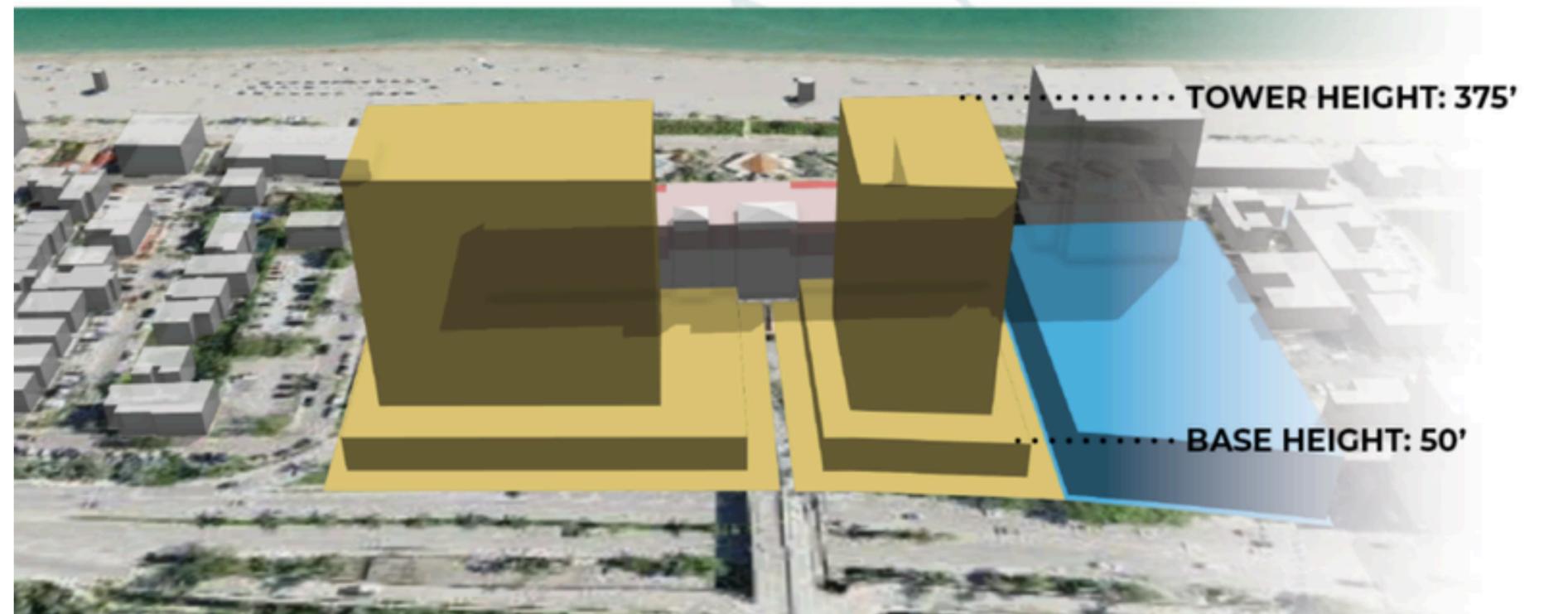
Ground Floor Site Concept



Existing Conditions



Medium-High Intensity: 30 Stories



CASE STUDIES REVIEW:

Design and Development Programs

SUNNY ISLES BEACH



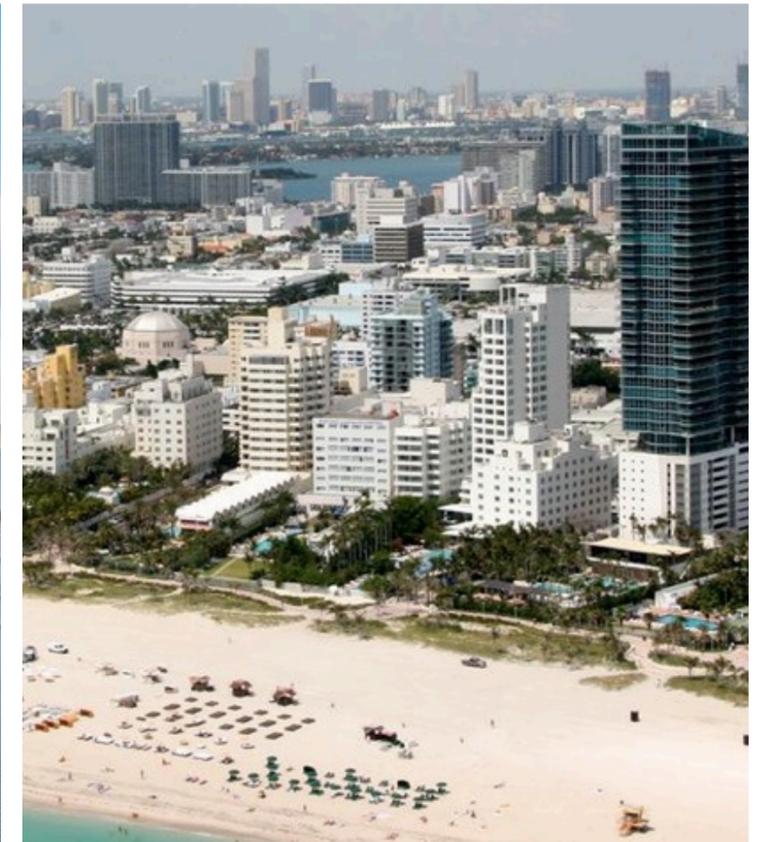
NORTH BAY VILLAGE



FORT LAUDERDALE



MIAMI BEACH



CASE STUDY

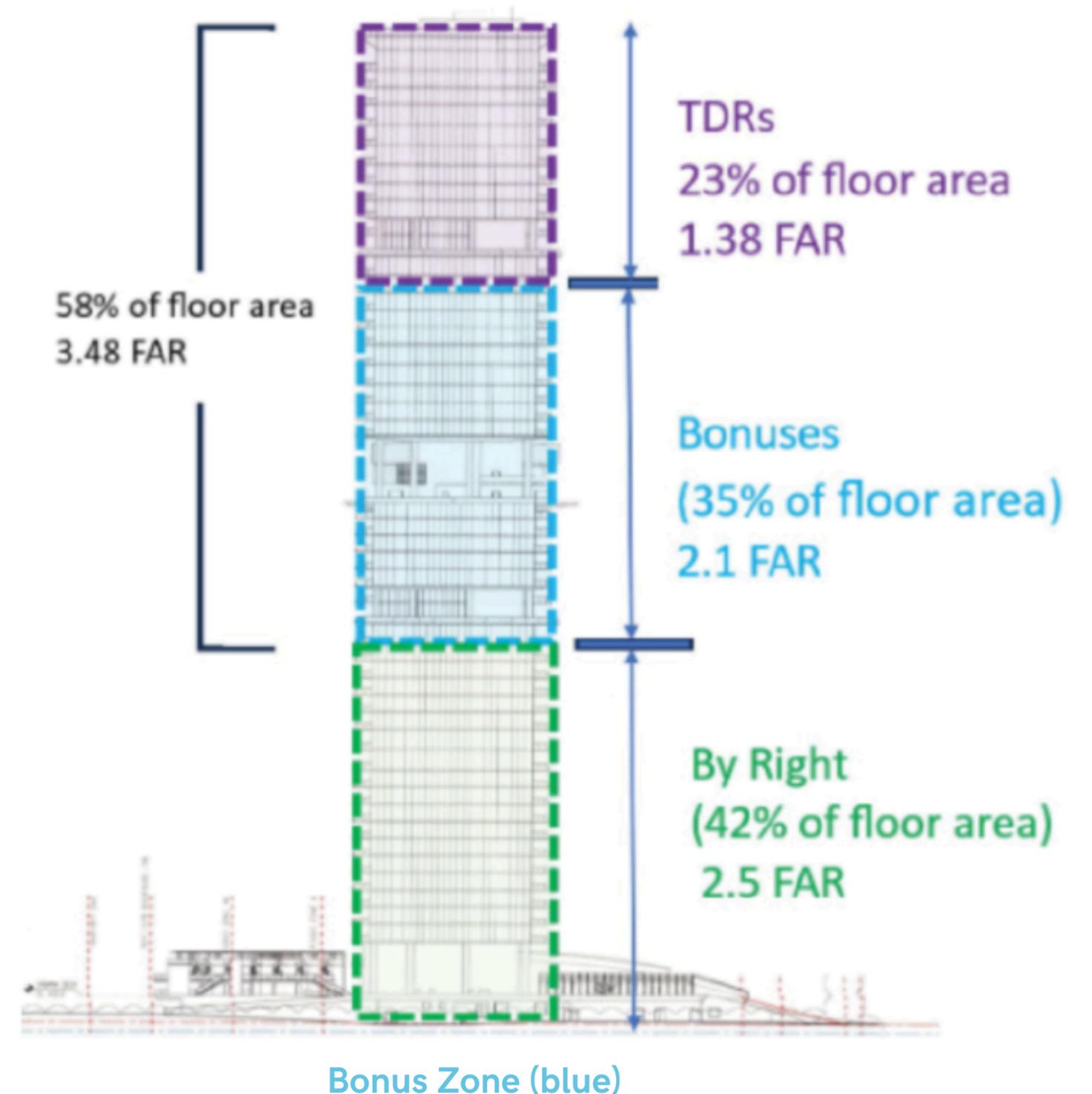
Design and Development Programs

Positives:

- Establishes 4 contribution “buckets”
- Contribution options can apply outside bonus zone, e.g. payments for affordable housing in multifamily zones elsewhere

Negatives:

- Contextual disparities



CASE STUDY

North Bay Village Height Incentives and Community Contribution Fees

Positives:

- Directly incentivizes and leads to creation of community needs (opens space, waterfront access)
- Targets specifically-determined incentive areas
- Only permits bonus height if utility capacity is satisfied

Negatives:

- Community contribution fee schedule
- Urban context not exactly comparable
- Transferable development density



Example of transferring height within a project



CASE STUDY

Ft Lauderdale ABA Zone District Design Compatibility and Community Character Scoring

Positives:

- Rewards high-scoring developments with additional capacity
 - Scoring based on context of surroundings and can be customized to unique conditions
 - Incentivizes stronger urban design and resiliency
-

Negatives:

- Homogenous design
- Requires discretion when creating regulating map



Development outcomes of tower design scoring framework showing adherence to sky-plane requirement from beach

CASE STUDY

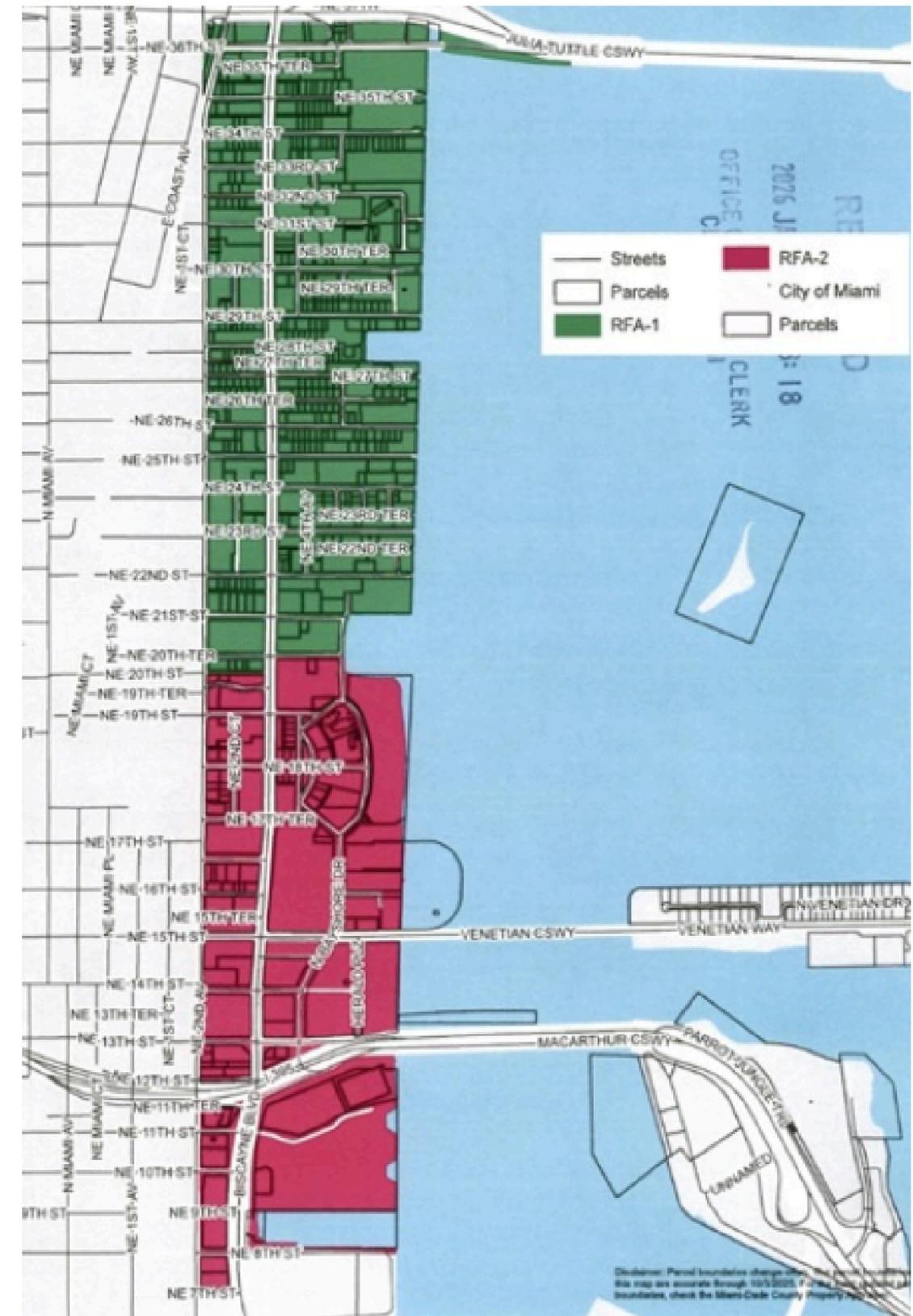
City of Miami “Resiliency Trust Fund” Height Incentive Program

Positives:

- Rewards additional height if development contributes to fund dedicated to resiliency projects
- Funds must be used on projects in same geographic area

Negatives:

- Single focus on capital projects, less on urban design and context
- Only recently implemented
- Potential administrative burden



Edgewater Resiliency Fund Area

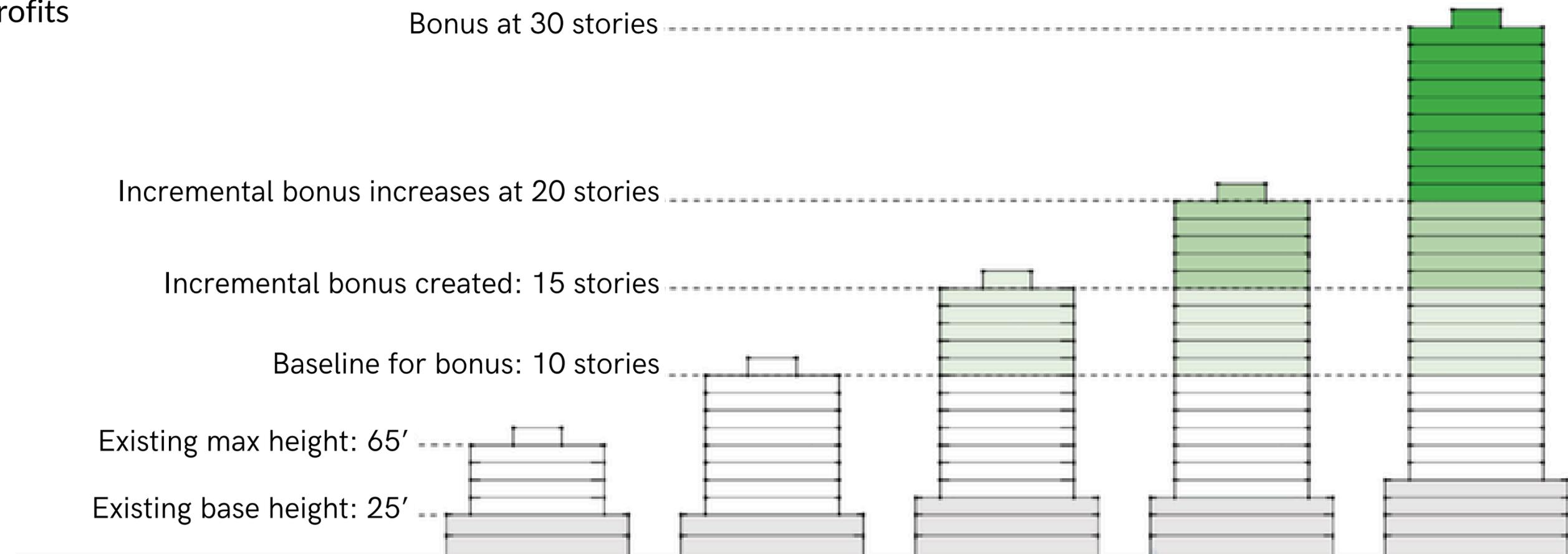
INITIAL FINDINGS



DEVELOPER CONTRIBUTIONS

*“Potential Incremental Value” or
Developer Contribution”*

- Testing results: 5 to 6 story heights (existing zoning) limit feasibility
- Feasibility increases at heights > 10 stories
- >20 stories above grade: incremental value created by increase in profits



FINDINGS

CHARACTER AREAS

Three distinct character areas:
North, Central and South Beach all
have unique characteristics requiring
unique approaches

BUILDING CONDITIONS

Older buildings and highest and best
use Clusters of older, underutilized
parcels change short- and long-term
policy needs

RESILIENCY AND FEMA

Resiliency factors and current projects
may guide location of redevelopment.
Differing flood elevations contribute
to long-term needs that affect
character, design, or building type.
Important consideration, but not
justification for increased height



FINDINGS

LIVE LOCAL ACT

Stimulates the city to discuss zoning, height, and regulatory strategy

Allows the highest height within one mile, or 3 stories—whichever is greater
Channeling LLA to identified spots where height can be accommodated
Live Local applies to by-right, bonusing is different

CASE STUDIES

Lessons learned Strategic parameters for redevelopment
Ensuring the approach balances urban design, historic preservation, coastal resilience, and development opportunity

URBAN DESIGN

Height and density alone do not determine whether redevelopment enhances or diminishes the Beach.
Importance of streets, parks, and open spaces. Design should be the primary tool for shaping built form and protecting character, not a justification for increased height



BUILDING A VISION

Eliminates the need to negotiate every project by setting clear expectations upfront

Reduces costly and time-consuming redesign cycles for both staff and applicants

Produces higher-quality development from the first submission, not after iteration

Creates a consistent and recognizable identity across Hollywood Beach

Provides a predictable, efficient approval process that supports investment and delivery



RECOMMENDATIONS



HEIGHT RECOMENDATIONS

North Beach:

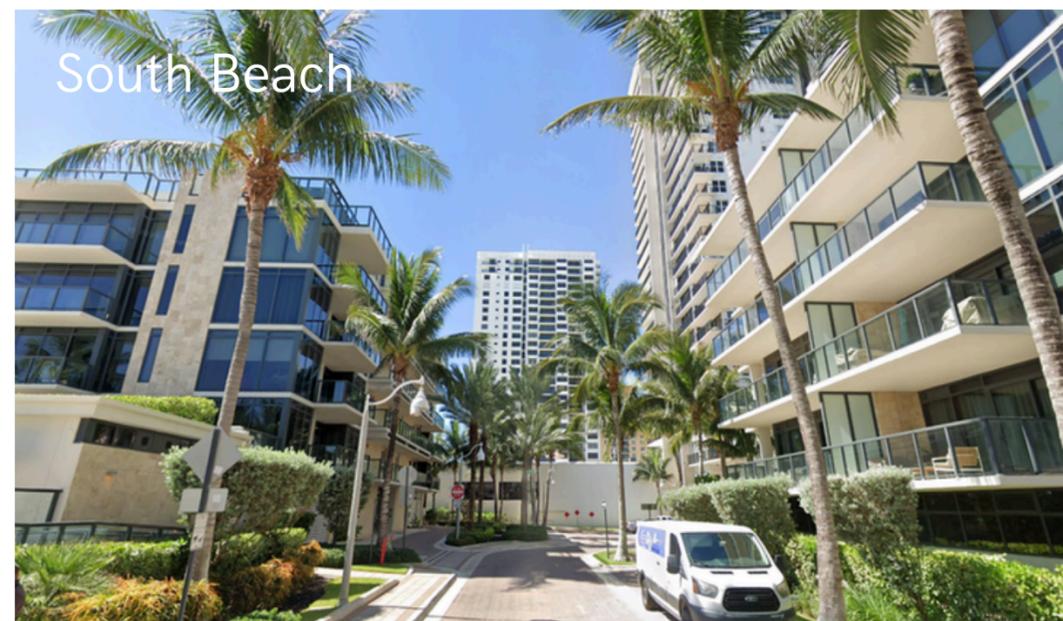
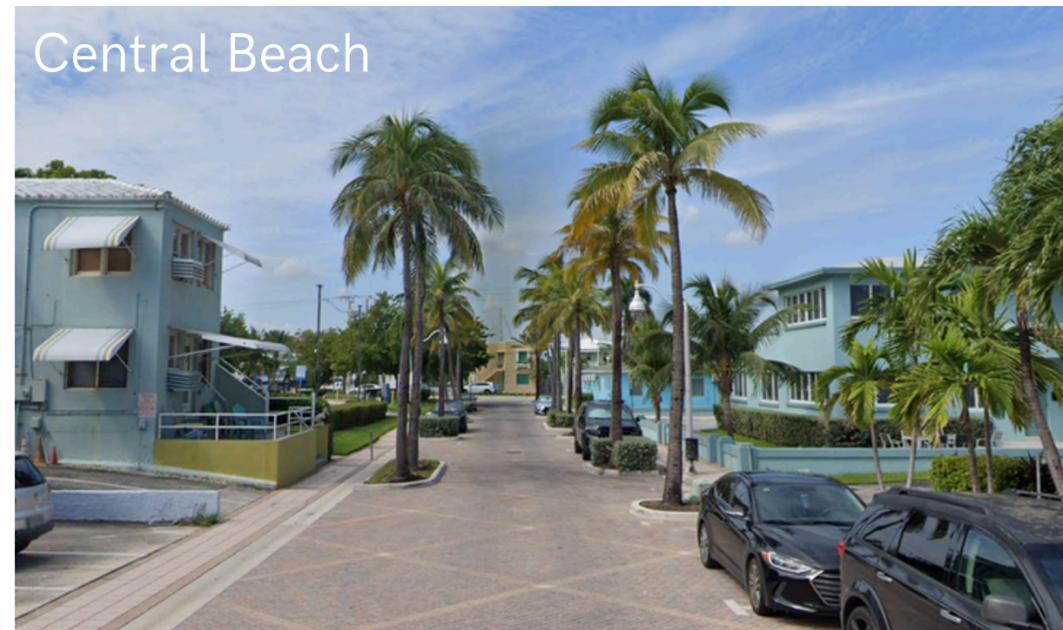
Maintain low-scale character (~2-4 stories)

Central Beach:

Support hotel investment (~10-15 stories)

South Beach:

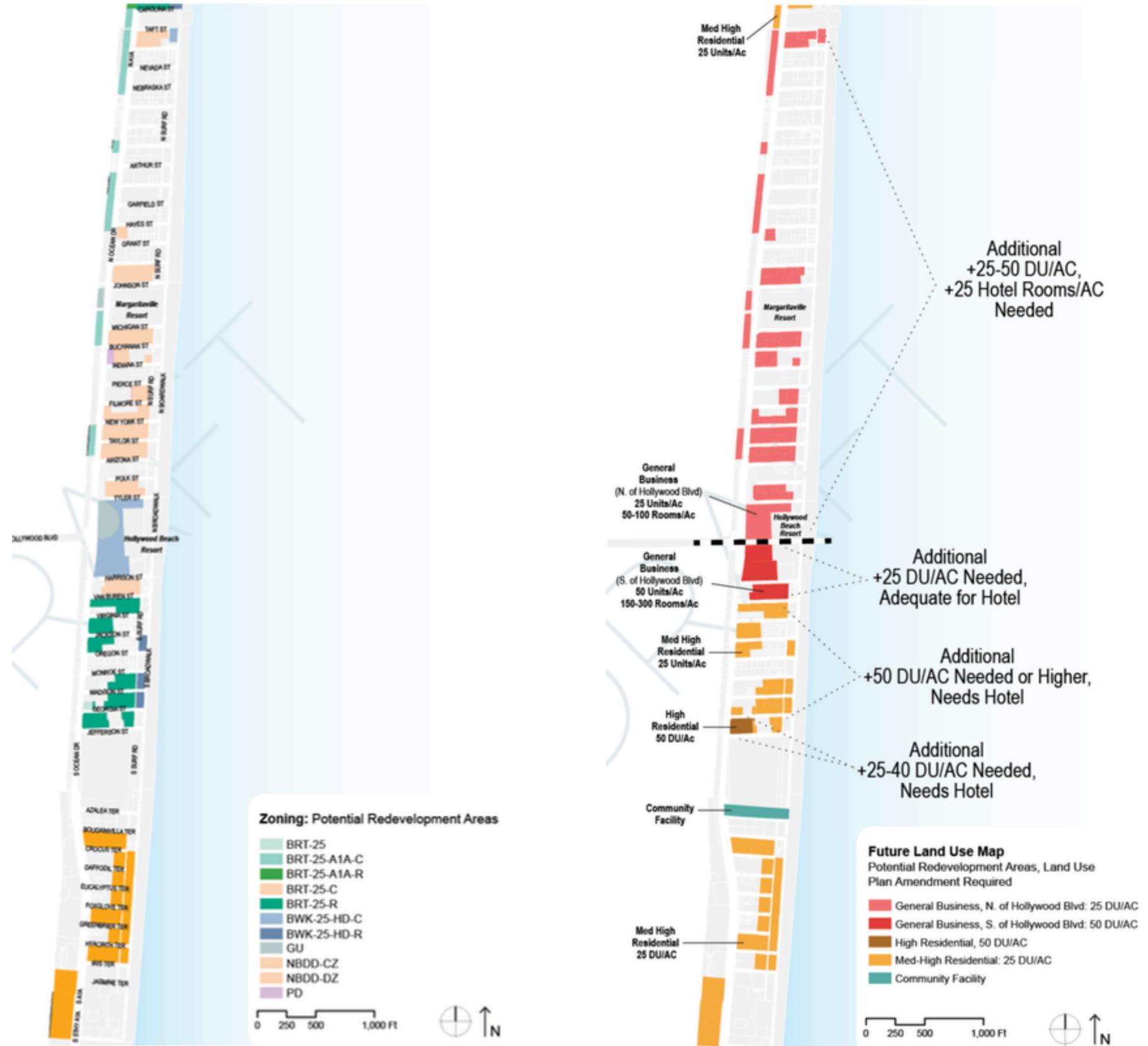
Align with existing high-rise pattern (up to ~25 stories)



REDEVELOPMENT POTENTIAL MAP



PARCELS REQUIRING POTENTIAL ZONE CHANGE PARCELS REQUIRING POTENTIAL INCREASED DENSITY



DRAFT IMPLEMENTATION FRAMEWORK

Short-, medium-, and long-term recommendations for legislative City Commission decision:

SHORT-TERM RECOMMENDATIONS (0-2 YEARS)

Recommendation 1: Establish a near-term regulatory strategy in response to the Live Local Act through targeted overlay or bonus programs.

Recommendation 2: Implement context-sensitive overlay or bonus programs in appropriate subareas.

Recommendation 3: Establish a Central Beach hospitality-focused overlay prioritizing resort and hotel uses while limiting residential development.

Recommendation 4: Maintain the character of North Beach while pursuing targeted zoning modernization.

Recommendation 5: Establish block assembly and site planning principles encouraging full- or half-block redevelopment and preserving alleys to support mobility and evacuation.

Recommendation 6: Tie additional development capacity to clearly defined public benefits .



DRAFT IMPLEMENTATION FRAMEWORK

Short-, medium-, and long-term recommendations for legislative City Commission decision:

MEDIUM-TERM RECOMMENDATIONS (2-5 YEARS)

Recommendation 7: Initiate a comprehensive, community-led Hollywood Beach Master Plan.

7A: Prepare subarea-based urban design visions and form-based guidelines.

7B: Conduct necessary technical studies to ensure comprehensive planning efforts: Transportation, Urban Design, infrastructure Servicing, Sustainability, Historic Preservation, etc.

LONG-TERM RECOMMENDATIONS (5+ YEARS)

Recommendation 8: Pursue Comprehensive Plan amendments consistent with the adopted master plan, recognizing that required technical analyses align with master plan components.

Recommendation 9: Adopt form-based or hybrid zoning districts for key subareas.

Recommendation 10: Establish a permanent public benefit or infrastructure fund tied to bonus programs.

Recommendation 11: Coordinate capital improvements with redevelopment and resiliency goals to support long-term sustainability and character of Hollywood Beach.



LAND USEAGE COMPARISON

Typical Parcel: 85,000 SF (1.95 Ac, 2.6 Gross Ac)



STANDARD	ESTIMATE
HEIGHT	65' (5-6 STRS)
UNITS	109
DENSITY	42 DU/AC

STANDARD	ESTIMATE
HEIGHT	275' (24 STS)
UNITS	372
DENSITY	143

STANDARD	ESTIMATE
HEIGHT	275' (24 STS)
UNITS	372
DENSITY	143

NEXT STEPS

