



# City of Hollywood

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

## Legislation Text

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**File #:** PO-2023-10, **Version:** 1

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An Ordinance Of The City Of Hollywood, Florida, Amending The Approved Planned Development (PD) Master Development Plan For The Property Located At 3451-3690 And 3210-3450 South Ocean Drive To Allow For The Development Of 350 Residential Units And A 500 Key Hotel In Accordance With The Recently Adopted Diplomat Activity Center Land Use Category As Approved By Ordinance No. O-2019-25; Establish Dimensional Standards For The 350 Residential Units And 500 Key Hotel; Modifying Exhibit "G" Conditions To The PD Master Plan To Incorporate The Dimensional Standards For The 350 Residential Units And 500 Key Hotel; Providing For A Severability Clause And A Repealer Clause.(23- Z-33)

*Economic Vitality*

Staff Recommends: Approval of the attached Ordinance.

Explanation:

SECOND READING:

No changes since first reading.

FIRST READING:

This request is to modify the Diplomat Landing Planned Development (PD) District. The purpose of a PD is, *"to permit larger tracts of land under unified control to be planned and developed as a whole (as a single operation or an approved series of operations) with a greater amount of flexibility by removing some of the detailed restrictions of conventional zoning. Planned Developments are recognized as serving the public interest and are encouraged..."* (see Attachment B).

The proposed modification to the master plan request is consistent with the Diplomat's redevelopment efforts on the east side of S. Ocean Drive.

The requested PD modification adds 350 multi-family units and 500 hotel rooms to the west side of the Master Development Plan that will be located in two places. This Plan, which is consistent with the adopted land use plan of 2019, creates four distinct areas, totaling the following maximums:

- 75,000 square feet of commercial/office;
- 350 multi-family dwelling units;
- 1500 hotel rooms (the rezoning adds 500 rooms to the total); and,

- 150,000 square feet of Convention Center.

Notwithstanding, the Master Development Plan provides an essential framework for future site plans submissions (e.g, the Condo and the Condo Hotel). An additional review will be required during the Site Plan approval process to ensure consistency with the recommended conditions of approval, Zoning and Land Development Regulations, and the City's vision. The applicant anticipates these site plans being processed during the summer.

On June 13, 2023, the Planning and Development Board recommended approval of the ordinance by the Hollywood City Commission. During Board deliberation there was a discussion about the amount of future retail space that will be accessible to the public (west side of A1A). The Board wanted to make sure there will be businesses that are within walkable distance to other residents in the area. In response to the Board's discussion the applicant increased the amount of accessory retail from 4,000 square feet to 8,000 square feet. This change is consistent with the 2019 land use plan amendment.

**Fiscal Impact:**

Approval of this ordinance will not fiscally impact the City as this is a proposal for a Land Use Plan Amendment.

**Recommended for inclusion on the agenda by:**

Mawusi Watson, Planning Administrator

Anand Balram, Planning Manager

Andria Wingett, Acting Director of Development Services

Gus Zambrano, Assistant City Manager for Sustainable Development