

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

DATE: June 9, 2026 **FILE:** 25-Z-13a

TO: Planning and Development Board

VIA: Cameron Palmer, Assistant Director / Chief Planner

FROM: Umar Javed, Planner III

SUBJECT: BSD 23 Development LLC request a rezoning from Transitional Core District (TC-1) to Retail Core District (RC-1) for the property generally located at 2910 Polk Street (Folio Numbers 5142-16-02-6800 and 5142-16-02-6810 within the Regional Activity Center (RAC) (2910 Polk Street).

REQUEST:

Rezoning of 0.94 acres from the Transitional Core Zoning District (TC-1) to Retail Core Zoning District (RC-1) for the properties generally located at 2910 Polk Street within the Regional Activity Center (RAC).

RECOMMENDATION:

Forward a recommendation to the City Commission as follows:

Rezoning: Approval.

BACKGROUND

The subject site includes two vacant parcels generally known as 2910 Polk Street and situated on the south side of Polk Street, comprising of approximately 41,000 net square feet (0.94 net acres). The property is zoned Transitional Core (TC-1) under the Zoning and Land Development Regulations (ZLDR) and is located within the Regional Activity Center (RAC). Although the property is predominately vacant the eastern parcel maintains a billboard structure.

To the north of the property is a vacant parcel that is owned by the applicant, to the east are existing residential uses (multi-family and single-family), to the south is vacant land owned by the Florida Department of Transportation , and to the east is the Interstate-95 on-ramp from Hollywood Boulevard.

By way of background, the Regional Activity Center (RAC) was expanded to include the subject site in 2010 and was rezoned as part of a comprehensive exercise in October 2016. It was at this time that the existing Transitional Core (TC-1) zoning district replaced the previous Office Mixed Use (OM) district on the property.

The TC-1 zoning district at the time was intended to support a lower-scale, mixed-use urban form with moderate intensity development patterns. Conversely, the RC-1 district was generally anticipated to

accommodate moderately more intense mixed-use and commercial redevelopment activity, including larger-scale office and residential development opportunities while maintaining a mid-rise typology.

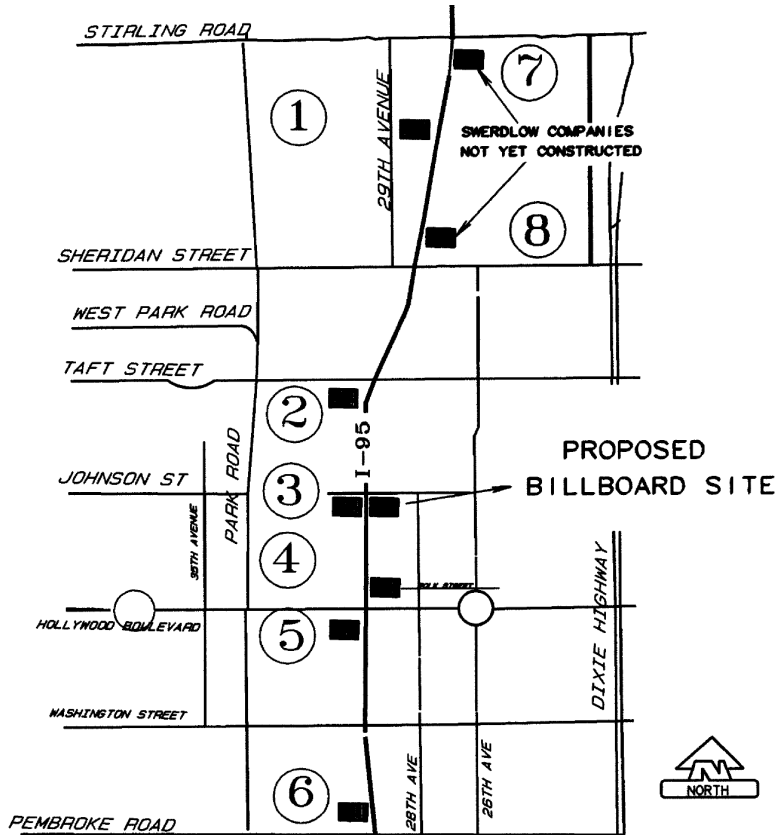
As part of the original RAC rezoning effort for the East Hollywood Study Area and Federal Highway corridor, the City commissioned the “Economic, Market and Strategic Planning” study prepared by Lambert Advisory in October 2014. The study formed part of the analytical basis supporting the RAC planning framework and evaluated the market conditions, redevelopment potential, and anticipated economic trends for the area. At the time of the study, the consultant identified that the Hollywood office market was largely characterized by smaller and older office buildings, limited Class A inventory, and constrained economic feasibility for new office construction. Specifically, the report noted that the “City has very limited Class A space, and is predominately characterized by older, Class C space.” The report further concluded that while office demand existed, “the broader market’s lease rates are well below those needed to support new construction; particularly, if structured costly parking is required.”

Importantly, the study recognized that achieving meaningful office redevelopment within the East Hollywood Study Area would require the City to position itself competitively within the regional office market and respond to evolving tenant and industry trends. The study additionally projected that the East Hollywood Study Area would experience demand for approximately 55,000 to 120,000 square feet of office space over a five-year period, while simultaneously recognizing that market conditions and development economics may inhibit actual delivery under existing constraints.

Since adoption of the RAC zoning framework in 2016, the surrounding area has experienced substantial residential development activity; however, there has been comparatively limited meaningful office redevelopment activity within this portion of the corridor. While residential and mixed-use development has generally responded to the RAC framework, the absence of significant office construction over an extended period suggests that portions of the existing zoning structure may not fully align with current market realities for contemporary office development.

As it pertains to the existing billboard uses, in July 1991 the City Commission adopted Ordinance No. O-91-43, establishing regulations governing billboards within the City. As part of the ordinance, the City Commission elected to cap the total number of billboards permitted citywide to the eight billboards existing at that time. The ordinance further established that any additional billboard beyond those identified would require a future amendment to the applicable provisions of the Code, subject to review and approval by the City Commission. The exhibit associated, see Figure 1.0, with Ordinance No. O-91-43 identified the subject property as Billboard site no. 4, located at 2900 Polk Street, as the site was municipally known as prior to the subdivision of the property as it exists today.

Figure 1: Map Exhibit from O-91-43



The intention of the RAC is to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form. Furthermore, the purpose of the RAC is to concentrate density in specific areas, protecting adjacent residential neighborhoods from excessive growth and commercial intrusion while accommodating a diverse range of housing types, heights, and intensities, which is ideal for sustainable growth.

This request is companion to a Design, Site Plan and Variance (25-DPV-13) request to enable the development of the site under the RC-1 zoning regulations for a 6-story office development.

REQUEST

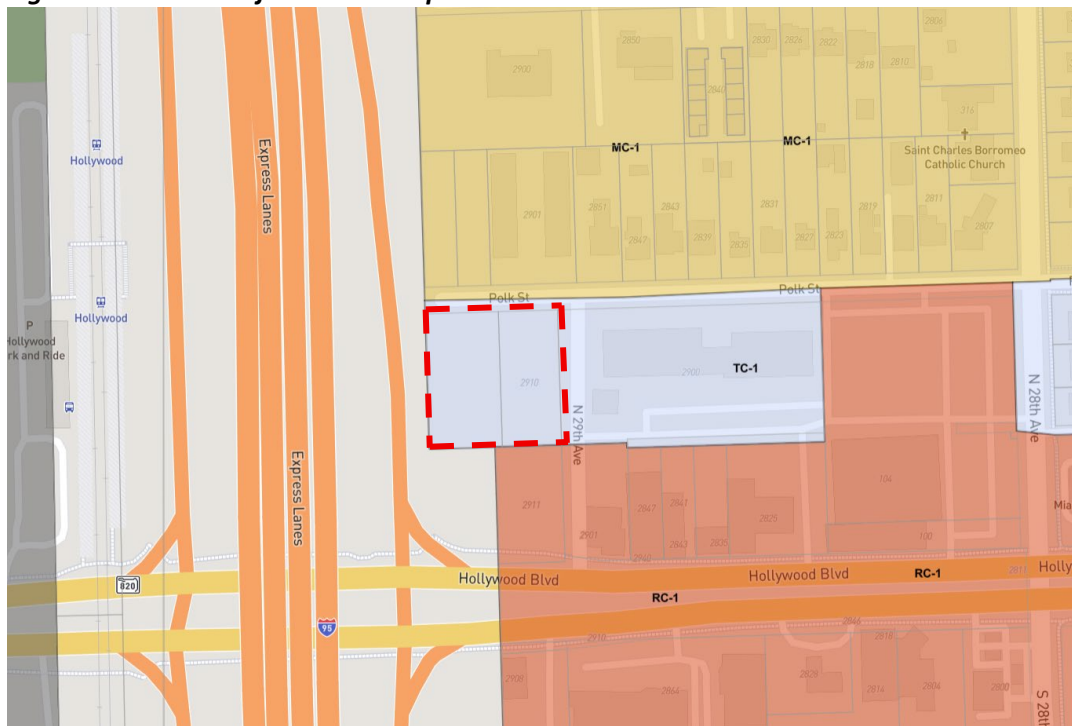
BSD 23 Development LLC has submitted a request to rezone property currently located within the Transitional Core District (TC-1) to Retail Core District (RC-1) (see Figure 1). The subject site currently has a land use designation of Regional Activity Center (RAC) which permits a variety of uses. The property is located on Polk Street and is approximately 0.94 acres in area.

The required development regulations under the LDRs for the existing TC-1 and proposed RC-1 zoning districts are outlined in the following table:

Development Regulation	Existing Zoning (TC-1)	Proposed Zoning (RC-1)
Max. Floor Area Ratio (FAR)	1.50	2.75
Max. Height	4 Stories, not to exceed 50 ft.	7 Stories, not to exceed 75 ft.
Setbacks:		
• Frontage	Min. 10 ft. (non-residential)	Min. 10 ft / Max. 25 ft (ground floor)
• Side Interior	Min. 10 ft.	0 ft.
• Rear	Min. 10 ft.	Min. 5 ft (alley)

The subject site is located on the south side of Polk Street, and as such the maximum permitted height under both the existing TC-1 zoning and proposed RC-1 zoning is 7 stories / 75 feet. The proposed RC-1 zoning permits additional development intensity, allowing a maximum Floor Area Ratio (FAR) of 2.75 compared to 1.50 in the TC-1 zoning district. The proposed RC-1 zoning district also allows a greater maximum building height of 7 stories / 75 feet compared to a maximum height of 4 stories / 50 feet on the TC-1 district. Additionally, minimum side setbacks in the RC-1 zoning district are less than the TC-1 zoning district. The requested rezoning would therefore offer greater flexibility in terms of allowable floor area, height and building design.

Figure 1: Parcels Subject to the Request



SITE INFORMATION

Owner/Applicant: BSD 23 Development LLC

Address/Location:	2910 Polk Street (Folios: 5142-16-02-6800 and 5142-16-02-6810)
Size of Property:	Net: 41,000 square feet (0.94 acres) Gross: 45,000 square feet (1.03 acres)
Land Use:	Regional Activity Center (RAC)
Existing Zoning:	Transitional Core District (TC-1)
Proposed Zoning:	Retail Core District (RC-1)
Existing Use of Land:	Vacant / Billboard
Year Built:	N/A

ADJACENT LAND USE

North:	Regional Activity Center (RAC)
South:	Regional Activity Center (RAC)
East:	Regional Activity Center (RAC)
West:	Interstate-95

ADJACENT ZONING

North:	Multi-Family Residential Core District (MC-1)
South:	Retail Core District (RC-1)
East:	Transitional Core District (TC-1)
West:	Interstate-95

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The existing land use is Regional Activity Center (RAC) which allows the development of non-residential, residential and mixed-uses. 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 land owners to maximize the use of their property. The surrounding community has a mix of commercial uses, residential uses and vacant land.

Land Use Element:

Goal: *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.*

Objective 3.2: *Assist, coordinate and monitor adjacent municipalities' land development efforts along major thoroughfare corridors and, when feasible, implement plans, Capital Improvement Projects and other programs to supplement and enhance economic development, land use changes, streetscape design, and infrastructure service improvements along these corridors.*

Policy 3.2.12: *Enhance the Hollywood Boulevard corridor with Presidential Circle as the focal point.*

Objective 4: *Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses, and tourist areas.*

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

Policy 4.9: Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas.

Policy 4.13: Encourage mixed-use overlay districts, expanding uses and increasing heights, as well as, more intense office, commercial and mixed-use.

Objective 5: Encourage appropriate infill redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.

Policy 5.5: Continue redeveloping the downtown.

Objective 6: Encourage multi-use areas and mixed uses concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development.

Objective 10: The City of Hollywood shall encourage the centralization of commercial, governmental, retail, residential, and cultural activities within the Downtown Central Business District and Beach Community Redevelopment Agency (CRA) area in order to promote the use of existing infrastructure and to accommodate growth in an orderly, efficient, and environmentally acceptable manner.

Policy 10.3: Encourage development of office space in the Downtown and other desired locations in the surrounding area.

Policy 10.7: Provide a mix of businesses and events that will attract area residents to the Downtown.

APPLICABLE CRITERIA

Analysis of Criteria and Findings for Rezoning as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.3.K.2.

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

ANALYSIS: The proposed rezoning does not constitute spot zoning or contract zoning. The subject property is adjoined by land directly to the south that also has a RC-1 zoning district designation, which extends eastwards along Hollywood Boulevard. Additionally, approximately 400 feet to the east, land that also has frontage to Polk Street is zoned RC-1.

Under Florida case law, spot zoning has generally been defined as the singling out of a small parcel of land for treatment inconsistent with the surrounding area for the benefit of a particular owner and without relation to the public welfare or a comprehensive planning objective.

The proposed rezoning does not constitute spot zoning, as the request seeks to extend an existing RC-1 zoning district rather than introduce an entirely new or isolated zoning classification into the area. The rezoning would not bestow rights or development privileges that are otherwise absent from the surrounding Regional Activity Center, but instead would expand a zoning designation already established within the corridor and consistent with the broader planning framework of the area.

Furthermore, the Regional Activity Center land use category is specifically intended to accommodate a mix of urban uses, including office, commercial, residential, and mixed-use development at varying scales and intensities. As such, the proposed rezoning is consistent with the intent and development pattern envisioned for the RAC and represents both a market correction for the requested office use as well as permitting a logical extension of an existing zoning district rather than an isolated or incompatible zoning action.

The proposal creates a more logical land-use pattern for the subject property, while being responsive to existing and future land uses, including the Interstate-95 corridor to the west, and does not introduce new uses that are otherwise not already permitted in the existing zone. Therefore, staff is of the opinion that the request does not constitute spot or contract zoning.

FINDING: Consistent

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

ANALYSIS: The proposed zoning change is **consistent with and furthers the Comprehensive Plan** by implementing adopted land use goals and policies.

- It advances the Land Use Element **Goal** to “*promote a distribution of land uses that will enhance and improve residential, business, resort and natural communities while allowing landowners to maximize the use of their property.*”
- The request supports **Policy 3.2.12** as it will enable the redevelopment of a historically underused and vacant parcel within the greater Hollywood Blvd Corridor.
- It aligns with **Objectives 4, 5, 6 and 10** by providing opportunities for infill development and enhanced business areas in close proximity to the downtown and major transport corridors, that will also provide additional employment opportunities and economic benefits to the City
- Compatibility and neighborhood protection are addressed and are consistent with **Policy 4.5** and **Policy 4.9**, which prioritize “*compatibility of adjacent land uses*” and the “*protection, preservation and enhancement of residential neighborhoods.*” The proposed request is intended to facilitate a companion Design and Site Plan request for development similar in nature to that allowed along the Hollywood Boulevard corridor, whilst also recognizing constraints associated the site’s location at the end of a dead-end street adjacent to Interstate-95, where intensity can be concentrated without adverse impacts on adjacent land uses.

- The proposed change is consistent with **Policy 4.13** as the proposed developments contemplates offices that are generally greater and denser than the existing context, in an area that is underutilized and absent of a mixture of uses including office development.

The City is committed to modernizing the downtown area through the introduction of additional non-residential projects that complement local businesses, support long-term economic vitality, and provide employment opportunities. The companion request for Site Plan and Design for a proposed office development directly aligns with this objective, further reinforcing the City's vision for a vibrant, connected, and resilient downtown.

Accordingly, the proposed change directly implements and furthers the Goals, Objectives, and Policies of the Comprehensive Plan.

FINDING: Consistent

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

ANALYSIS: While the zones for the RAC were established in 2016 and were in large part based off the provisions of the legacy zoning districts that pre-dated the RAC. This resulted in zoning patterns that may be inconsistent with the intent and physical geography of a zoning district. As part of the original planning effort for the East Hollywood Study Area and Federal Highway corridor, the City commissioned the "Economic, Market and Strategic Planning" study prepared by Lambert Advisory in October 2014 to support the establishment of the new RAC zones.

Importantly, the study recognized that achieving meaningful office redevelopment within the East Hollywood Study Area would require the City to position itself competitively within the regional office market and respond to evolving tenant and industry trends. The study additionally projected that the East Hollywood Study Area would experience demand for approximately 55,000 to 120,000 square feet of office space over a five-year period, while simultaneously recognizing that market conditions and development economics may inhibit actual delivery under existing constraints.

From a planning and market perspective, prolonged inactivity within a zoning category can indicate that development standards, building envelopes, permitted intensities, or economic assumptions are not sufficiently responsive to prevailing market conditions. In the case of office development, modern projects increasingly require larger floor plates, greater development efficiencies, structured parking integration, and enhanced building heights to achieve financial feasibility and compete within the broader South Florida office market.

The requested rezoning seeks to address these changing economic and operational realities by allowing a development form more consistent with

current office market expectations. The additional FAR and height available under the RC-1 district would provide the flexibility necessary to accommodate modern office floor plate configurations, improve overall development feasibility, and create opportunities for reinvestment in an area that has otherwise seen limited office market response since the RAC rezoning was adopted.

Accordingly, the request can be viewed not simply as an increase in development intensity, but as an effort to recalibrate the zoning framework to better align with contemporary economic conditions, redevelopment feasibility, and evolving employment trends that differ materially from those anticipated at the time the original RAC districts were established.

Therefore, conditions affecting the Property have substantially changed since the original zoning classifications were applied.

FINDING: Consistent

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

ANALYSIS: The proposed rezoning will not adversely affect living conditions in the surrounding neighborhood. The requested RC-1 zoning district is consistent with the Property's existing land use designation and is compatible with the transitional character already established in the area, with both residential and non-residential uses.

While the proposed building exceeds the maximum permitted height of the TC-1 zoning district (and the MC-1 district located to the north), the development is separated from multifamily uses to the north by approximately 80 feet, consisting of the 55-foot public right-of-way, the required 20-foot setback applicable to the MC-1 properties, and the proposed five-foot setback on the subject site. This substantial separation distance creates an appropriate transition between the differing building scales and significantly reduces the perception of abrupt massing impacts. As it pertains to the parcel located to the east within the TC-1 zoning district, the properties are currently separated by an existing surface parking area and landscape buffer providing approximately 50 feet of separation, in addition to the proposed five-foot setback on the subject site. Collectively, this separation provides adequate spacing to maintain privacy, access to light, and an appropriate transition between the properties.

Additionally, the properties to the north are themselves required to maintain setbacks from the street frontage, further increasing the effective spatial buffer between developments. As a result, the proposed height is not anticipated to adversely impact the properties to the north, but rather exists within a

contextually appropriate urban condition consistent with the Regional Activity Center's intent for compact, mixed-intensity development patterns.

From an urban design and compatibility perspective, that is generally considered a comfortable transition because the visual impact of height is softened by distance. The public right-of-way acts as an intentional buffer, meaning the taller structure is not directly looming over the neighboring district at the property line.

Accordingly, the proposed change is requested to enable a companion redevelopment request that will improve a historically underused parcel. The built form enabled by this rezoning request will remain compatible in scale, massing, and use and will not adversely influence living conditions in the neighborhood.

FINDING: Consistent

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

ANALYSIS:

The proposed rezoning is compatible with the surrounding development pattern and the broader vision for the Regional Activity Center, as it does not introduce a new or incompatible land use, but rather maintains office use already permitted within the existing zoning framework while allowing for a more market-responsive development intensity. The subject property is located at the terminus of a dead-end street, which further minimizes potential impacts associated with traffic and activity on surrounding properties.

Additionally, the applicant owns the vacant parcel to the north and may pursue a future right-of-way vacation request to facilitate a more efficient site configuration and improved public realm design, subject to separate review and approval.

It is also important to note that properties further east at the beginning of the block near the intersection of South 28th Avenue and Polk Street are already zoned RC-1, demonstrating that the requested zoning district is not isolated within the corridor and that the block has long been anticipated to support additional redevelopment and parcel assembly necessary to accommodate larger-scale development. Accordingly, the request is compatible with both existing and future development within the Regional Activity Center.

FINDING: Consistent

SUMMARY OF FINDINGS

Based on the findings and analysis of the rezoning criteria, the application for change of zoning from Transitional Core District (TC-1) to Retail Core District (RC-1) for the subject property is found to be **consistent** with the Zoning and Land Development Regulations.

ATTACHMENTS

ATTACHMENT A: Application Package

ATTACHMENT B: Zoning and Land Use Map

ATTACHMENT C: Public Participation Meeting