

ATTACHMENT F
Public Participation and
Stakeholder Summary Report



BEACH HEIGHTS

HOLLYWOOD | FLORIDA

Engagement Summary Report | June 2026

Executive Summary

Engagement At a Glance

Following presentation of the original Study to the City Commission on March 25, 2026, the City conducted public engagement and outreach to gather community feedback on the Beach Heights recommendations. Outreach included two public engagement meetings held on April 29, 2026 and April 30, 2026, with 34 recorded attendees across both events, including City staff, Commissioners, board members, and members of the public. Notice was posted on the City's Sunshine Board; engagement information was posted by flyer on the City's website and Planning website; the feedback questionnaire was distributed to community associations and the Hollywood Beach Business Association; and the questionnaire was made available as an online survey on the City's website from April 6, 2026 through June 4, 2026. In total, 196 survey responses were received and reviewed.



2

Public Engagement Meetings

April 29 & April 30, 2026



34

Recorded Attendees

Across both events



196

Survey Responses

Received and reviewed



Photos from Public Engagement - Day 1 & 2

Overall, feedback showed the strongest support for maintaining a low-scale North Beach character, preserving the Hollywood Beach Hotel, and advancing a broader Master Plan Framework with additional refinement. The strongest concerns were associated with increased height and redevelopment intensity, particularly the Hollywood Beach Hotel height strategy, Central Beach hotel/mixed-use strategy, and Transfer of Development Rights (TDR) concept. For TDR-related community benefit priorities, the highest-ranked categories were: preservation of historic buildings and local character; more open space, parks, and public gathering areas; stronger resiliency, including flood protection, infrastructure, and shoreline improvements; and better mobility, including parking, traffic flow, transit, and walkability.

Strongest Areas of Support

Maintaining a low-scale North Beach character

Preserving the Hollywood Beach Hotel

Advancing a broader Master Plan Framework with additional refinement

Strongest Areas of Concern

Increased height and redevelopment intensity

Central Beach hotel/mixed-use strategy

Transfer of Development Rights (TDR) concept

Highest-Ranked TDR Community Benefit Priorities



Preservation of historic buildings and local character



Open space, parks and public gathering areas



Resiliency, including flood protection, infrastructure, and shoreline improvements



Mobility, including parking, traffic flow, transit, and walkability



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Appendix A - Survey Results

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01

Why We Engaged

An overview of the Beach Height Study and objectives of engagement.

Why We Engaged

1.1 Context

Hollywood Beach is one of the City's defining places: a public beach, tourism destination, historic coastal district, and important economic asset. The Hollywood Beach Study was initiated to explore how the beach may evolve over time while balancing character, redevelopment feasibility, resiliency, infrastructure improvements, and public benefit.

This engagement builds on the City's recent feasibility study and zoning review, which examined current conditions on the beach and what is realistically possible under the existing policy framework. That work indicated that existing regulations may limit feasible redevelopment and reinvestment, prompting the City to re-examine how future growth and change should be guided along the beach.

1.2 Overview

The Hollywood Beach Study is intended to support the City's ongoing review of height, redevelopment feasibility, resiliency, infrastructure improvements, and public benefit opportunities along the beach. The engagement summarized in this report was undertaken as early input into the City's consideration of a potential interim overlay and future longer-term planning for Hollywood Beach.

1.3 Objectives of Engagement

The engagement process was designed to support a more informed and constructive conversation about the future of Hollywood Beach.

Key objectives included:

- Building awareness of current conditions, constraints, and redevelopment considerations
- Understanding what participants value about the beach and what should be preserved
- Exploring how design, not just height, shapes the experience of the beach
- Identifying priorities for public benefits, including those related to redevelopment, resiliency, and infrastructure improvements
- Gathering input to help inform an interim overlay approach and future planning efforts
- How height, form, and transitions shape the beach experience

This process was intended as an early, exploratory step. It was not designed to establish new zoning regulations or predetermine outcomes, but to inform future policy direction and ongoing City-led planning initiatives.



Historic Hollywood Beach Hotel

HOW WE GOT HERE

1994



Baseline Beach Zoning Established

Beach zoning districts and height permissions were established, shaping development patterns along the beach.

**2004
-
2005**



Beach Heights Study

The City studied beach height options. Staff recommended tapered heights, while City Commission adopted a 65-foot maximum height without tapering.

2007



Beach CRA Master Plan + Historic District

The Hollywood Beach CRA Master Plan and Hollywood Beach Historic District were adopted, reinforcing the importance of character, preservation, and coordinated reinvestment.

2019



Beach Heights Workshop

City Commission revisited the topic of beach heights and tapering.

2026



Feasibility Study + Zoning Review

The City completed analysis to better understand current conditions, redevelopment feasibility, FEMA and resiliency considerations, and the limitations of the existing policy framework.

**APRIL
2026**



Community Engagement

The City invited the community to share ideas and perspectives on beach character, height, design, public benefits, redevelopment, resiliency, and infrastructure improvements.



02

Engagement Overview

The engagement process included three complementary components: a project website, an online survey, and two in-person design charrette events. Together, these methods provided residents, property owners, business owners, and other interested community members with multiple ways to learn about the Hollywood Beach Study and share input.

Engagement Overview

2.1 Project Website

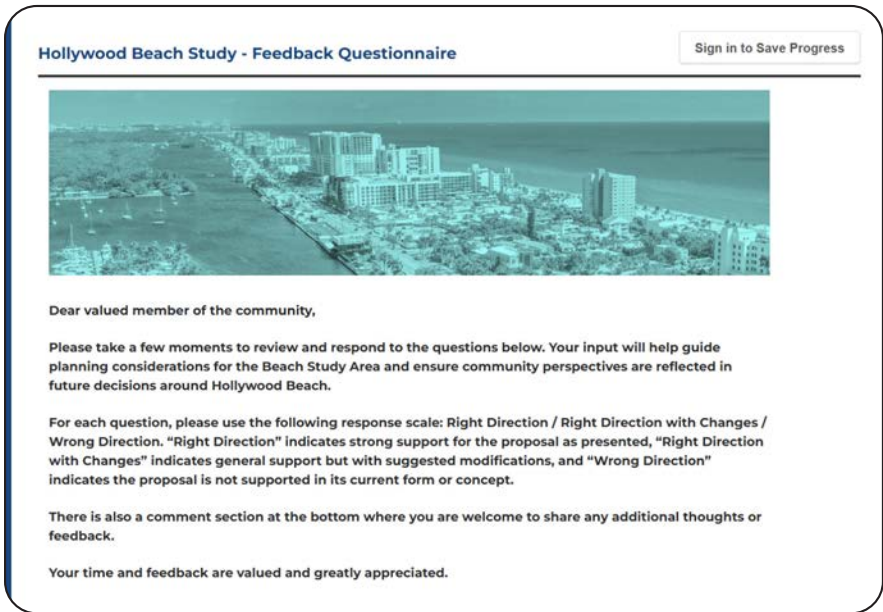
A project website was created to provide background information about the Hollywood Beach Study and share details about the engagement process. The website served as a central information source for community members, including information about the study purpose, upcoming engagement opportunities, and ways to participate.



Hollywood Beach Study - Project Page

2.2 Online Survey

An online feedback questionnaire was made available from [insert dates] to gather broader community input beyond the in-person charrette events. The survey asked participants to respond to emerging directions for Hollywood Beach, including height strategies for North, Central, and South Beach; a targeted overlay framework; Transfer of Development Rights; graduated height transitions; character area differentiation; and potential strategies for the Hollywood Beach Hotel.



Hollywood Beach Study - Feedback Questionnaire

2.3 Design Charrette

Two drop-in design charrette events were held on April 29 and April 30, 2026. The events were held at two different locations to improve accessibility and provide multiple opportunities for participation. The charrette format allowed participants to move through a series of interactive stations at their own pace.

The stations were designed to support an informal but focused conversation about the future of Hollywood Beach. They included:

Why We're Here - The first station provided information on what we are exploring as a future possibility for Hollywood Beach. It provided context for how the project came to be, the three sections of beach that were being considered, concepts of height introductions and inspiring precedents, key considerations, and how to avoid a 'condo canyon'.

What Makes a Great Beach – The second station explored value mapping and potential improvements along the three sections of Hollywood Beach.

What Feels Like Good Design & Planning – The third station provided visual examples of classic planning and design considerations, and then asked the public to vote on their preferences using dot stickers.

Challenges & Opportunities – The final station explored priorities for the future of the beach and asked the public for their thoughts on benefits or tradeoffs that development may bring to the area.



Design Charrette Day 1 - Display Panels



Design Charrette Day 1 - Dot Exercise



Design Charrette Day 1 - Map Exercise



2.4 Outreach Methodology

The City used a range of outreach methods to promote the engagement opportunities and invite community participation. Outreach included information shared through the project website, event notices, and other City communication channels. These efforts were intended to make the public aware of the study, explain how to participate, and encourage attendance at the in-person charrette events and completion of the online survey.

HOLLYWOOD BEACH FEASIBILITY & ZONING STUDY COMMUNITY MEETINGS



The City is conducting a Hollywood Beach Feasibility Study and Zoning Analysis, including a review of the Hollywood Beach Hotel, in partnership with Calvin, Giordano & Associates, Inc. This effort is focused on exploring thoughtful options for the future while preserving the beach's unique character and history. No specific development plans or height increases are being proposed—this is about gathering information to guide smart, community-focused decisions.

We invite you to participate in upcoming community engagement sessions:

Wednesday, April 29 | 10:00 AM – 8:00 PM
Boulevard Heights Community Center
6770 Garfield Street, Hollywood

Thursday, April 30 | 10:00 AM – 8:00 PM
Garfield Street Community Center
300 Connecticut St, Hollywood



www.hollywoodfl.org

Hollywood Beach Feasibility and Zoning Study Community Meeting Notice



03

What We Heard

A summary of what we heard through various methods of engagement.

What We Heard

The engagement process surfaced a consistent message: participants care deeply about the character of Hollywood Beach and want future change to be carefully managed, context-sensitive, and tied to clear public benefits.

Across the charrette and survey, participants discussed height not as an isolated number, but in relation to design quality, transitions, setbacks, ground-level activity, parking, access, infrastructure, resiliency, and the overall experience of the beach.

3.1 Overall Themes

The themes below summarize the main patterns heard across engagement activities. They are intended to highlight recurring priorities and considerations that can inform the City's next phase of work, rather than document every individual comment.



1 Preserve the character of Hollywood Beach

Participants emphasized that Hollywood Beach has a distinct identity that should not be lost through future change. Comments frequently referenced the importance of local character, historic feel, small businesses, the Boardwalk, public access, and the social and recreational role of the beach. There was concern about Hollywood Beach becoming overly generic, overly privatized, or too similar to other high-rise coastal destinations. Survey comments similarly emphasized preserving Hollywood Beach's identity, historic buildings, local character, and the relaxed beach environment.



2 Avoid a continuous 'condo canyon'

A recurring concern was the potential for continuous walls of tall buildings along the beach. Participants generally expressed more comfort with limited and carefully located taller buildings than with broad or uniform height increases. Feedback emphasized the need for spacing, buffers, setbacks, view protection, and transitions to avoid a canyon effect. Survey comments reinforced this concern, with many respondents specifically cautioning against a Sunny Isles-style high-rise outcome.



3 Use height strategically, not uniformly

Participants did not describe Hollywood Beach as one consistent place. Feedback generally reinforced the need to distinguish between North, Central, and South Beach, recognizing that each area has a different character, development pattern, public realm condition, and relationship to the beach. Survey responses also showed that participants reacted differently to proposed directions across the three areas, reinforcing the importance of a tailored rather than uniform approach. This aligns with the City's direction to consider different approaches by character area.



4 Public benefits should be clearly tied to redevelopment

Participants emphasized that any additional height or redevelopment flexibility should result in visible community benefit. Priorities included flood protection, infrastructure improvements, small business support, hotel and resort options, historic preservation, shade, seating, landscaping, mobility improvements, and high-quality design. Survey comments also emphasized protecting public land, open space, beach access, and public gathering areas. Many respondents were concerned that redevelopment could reduce residents' ability to enjoy the beach,



5 Infrastructure, resiliency, and access are key conditions

Participants raised practical concerns about flooding, FEMA requirements, traffic, parking, emergency access, public services, maintenance, and beach access. Survey comments echoed these concerns, with frequent references to flooding, infrastructure capacity, shoreline protection, environmental impacts, traffic, congestion, walkability, and public access.

Feedback suggests that future growth should not outpace infrastructure capacity and should contribute to a more resilient, functional, and accessible beach.



6 Design matters as much as height

Participants consistently linked height to how buildings are designed and experienced from the public realm. Through the design preference exercise, participants showed strong preference for active ground floors, stepped massing, varied heights, generous setbacks, public edges, ecological design approaches, and preservation of historic character.

The survey results reinforce the importance of this theme by showing that support for change is not automatic. Future redevelopment will need to demonstrate how design quality, scale, transitions, and ground-level experience are addressed before height or intensity is considered acceptable.



7 Support a longer-term planning approach

Survey responses showed stronger support for the longer-term Beach Master Plan direction than for several near-term height and redevelopment tools. This suggests that many participants may be more comfortable considering height and redevelopment as part of a broader planning process, where character areas, transitions, public benefits, infrastructure needs, and resiliency considerations can be tested together. Continued community input will be important as more detailed directions are developed.

3.2 North Beach

Character

- Participants described North Beach as quieter, lower-scale, more local, and more natural in character.
- Feedback emphasized preserving the area's "hidden gem" quality, parks, greenways, and environmental assets.
- Many participants valued its relaxed atmosphere and saw it as distinct from the more active central portion of the beach.

Height

- Participants generally supported maintaining a low-scale condition in North Beach.
- Many comments reflected little to no support for significant height increases.
- Where change was considered acceptable, it was generally described as modest and context-sensitive.

Transition/ Built Form

- Future development should remain compatible with the existing scale and character of the area.
- New development should avoid abrupt changes in height or massing.
- Maintaining a human-scaled public realm was an important theme.

Other Considerations

- Participants emphasized environmental stewardship, access to parks and open space, and protection of natural features.
- Preserving local character and avoiding over-intensification were recurring themes.

"North Beach should stay quiet, local, and low-rise." *



View of North Beach area from the Stranahan River

*All quotes depicted in this report are illustrative participant perspectives



3.3 Central Beach

Character

- Central Beach was described as the most active and visible part of Hollywood Beach.
- Participants valued its energy, the Broadwalk, restaurants, small businesses, and family-friendly destination character.
- At the same time, there were concerns about overcrowding, loss of local character, and affordability of access.

Height

- Central Beach generated the most discussion about height, redevelopment, hotels, and the future role of the beach as an active destination.
- In-person conversations reflected some openness to additional height in Central Beach when tied to hotel development, reinvestment, design quality, transitions, and public benefits.
- Survey responses were more cautious, with the Central Beach height strategy and Central Beach Hotel + Mixed-Use Strategy receiving more “wrong direction” responses than “right direction” responses.
- Overall, feedback suggests that any additional height in Central Beach would need to be selective, clearly explained, and tied to strong design controls, infrastructure, resiliency, access, and public benefit.

Transition/ Built Form

- Participants emphasized that height should be selective, not continuous.
- Strong support was expressed for stepped massing, active ground floors, setbacks, and clear transitions.
- Many comments suggested that buildings closest to the beach or Broadwalk should remain lower in scale, with height located more strategically.

Other Considerations

- Public benefits were an important part of the discussion, including flood protection, infrastructure improvements, public realm enhancements, and support for local businesses. recurring themes.
- Parking, mobility, traffic, walkability, and convenient public access were frequent concerns.
- Feedback emphasized protecting the Broadwalk, public land, open space, beach access, and gathering areas.
- Some comments supported reinvestment, hotels, restaurants, and activity-generating uses if well designed, appropriately located, and compatible with beach character.

“More height could work here if it brings better design and real public benefits.”





3.4 South Beach

Character

- Participants generally recognized South Beach as having a different development pattern from the rest of the beach.
- Feedback acknowledged its more built-up condition and existing higher-scale context.
- At the same time, participants noted that the area could do more to improve pedestrian comfort and public identity.

Height

- Participants were generally more accepting of taller buildings in South Beach than in North Beach.
- Feedback generally supported aligning future height with the existing higher-scale context.
- However, participants still raised concerns about excessive scale, overdevelopment, and buildings being too close to the beach.

Transition/ Built Form

- Participants emphasized the need to avoid continuous tower walls and improve spacing between buildings.
- Setbacks, tower separation, and pedestrian-scale improvements were recurring themes.
- There was interest in improving the relationship between buildings and the public realm.

Other Considerations

- Feedback highlighted the need for better pedestrian conditions, access, and public space.
- Participants also noted the importance of ensuring that future development contributes positively to the beach experience.



Condominiums in South Beach







04

Emerging Direction

The engagement findings point toward a character-area approach for Hollywood Beach. Participants did not describe the beach as one uniform place; rather, feedback reflected different expectations for North Beach, Central Beach, and South Beach based on their existing character, development pattern, public realm, and relationship to the beach.

Emerging Direction

4.1 Character Area Direction

The diagram below summarizes the emerging direction heard through the charrette and survey. It is intended to illustrate how community input may help inform the City’s ongoing consideration of a potential interim overlay, including where change may be more limited, where targeted redevelopment may be explored, and where transitions, design quality, public benefits, resiliency, and infrastructure improvements should shape future direction.



North Beach:
“Preserve nature”

Central Beach:
“Keep the character”

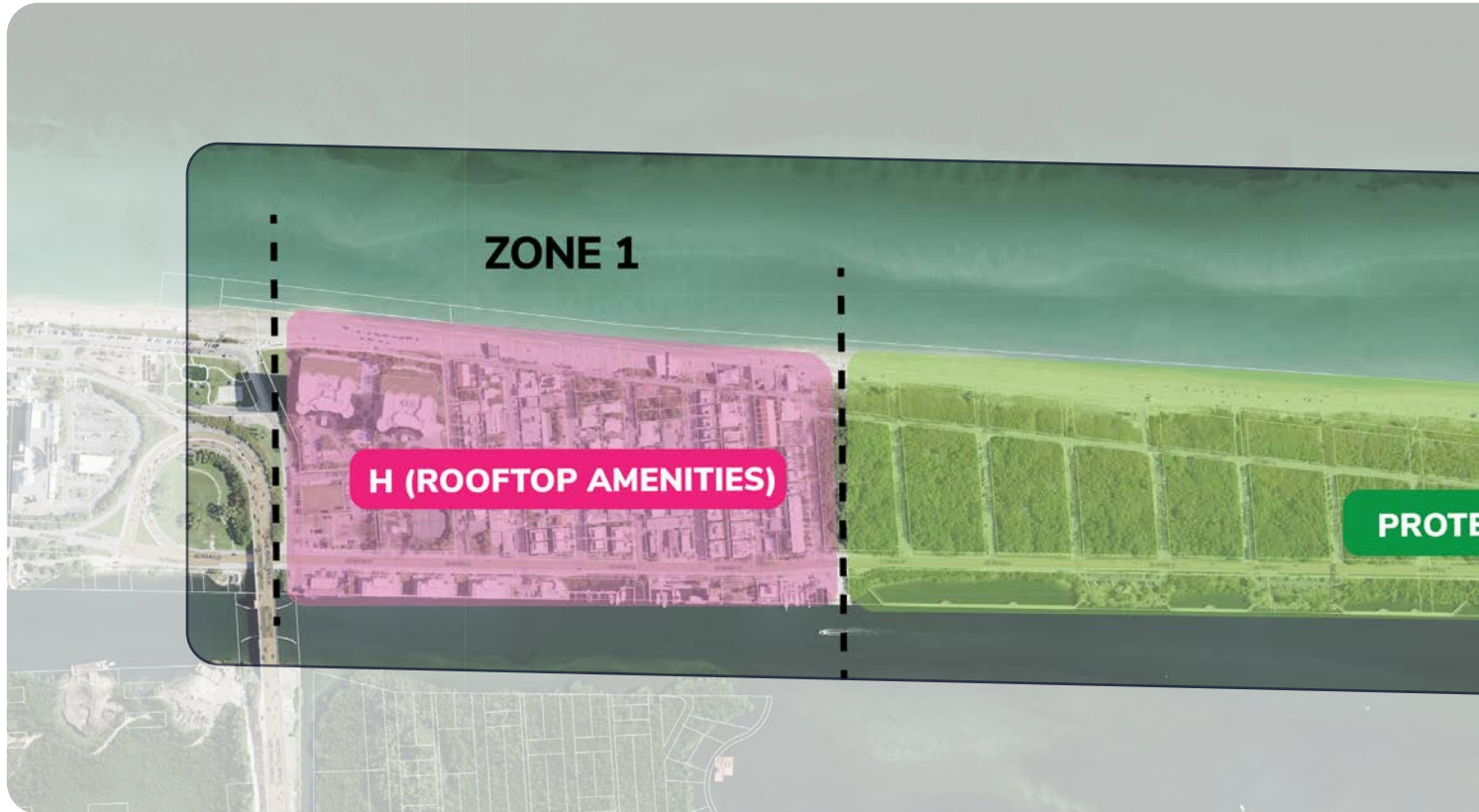
South Beach:
“Would like to see more
public amenities”

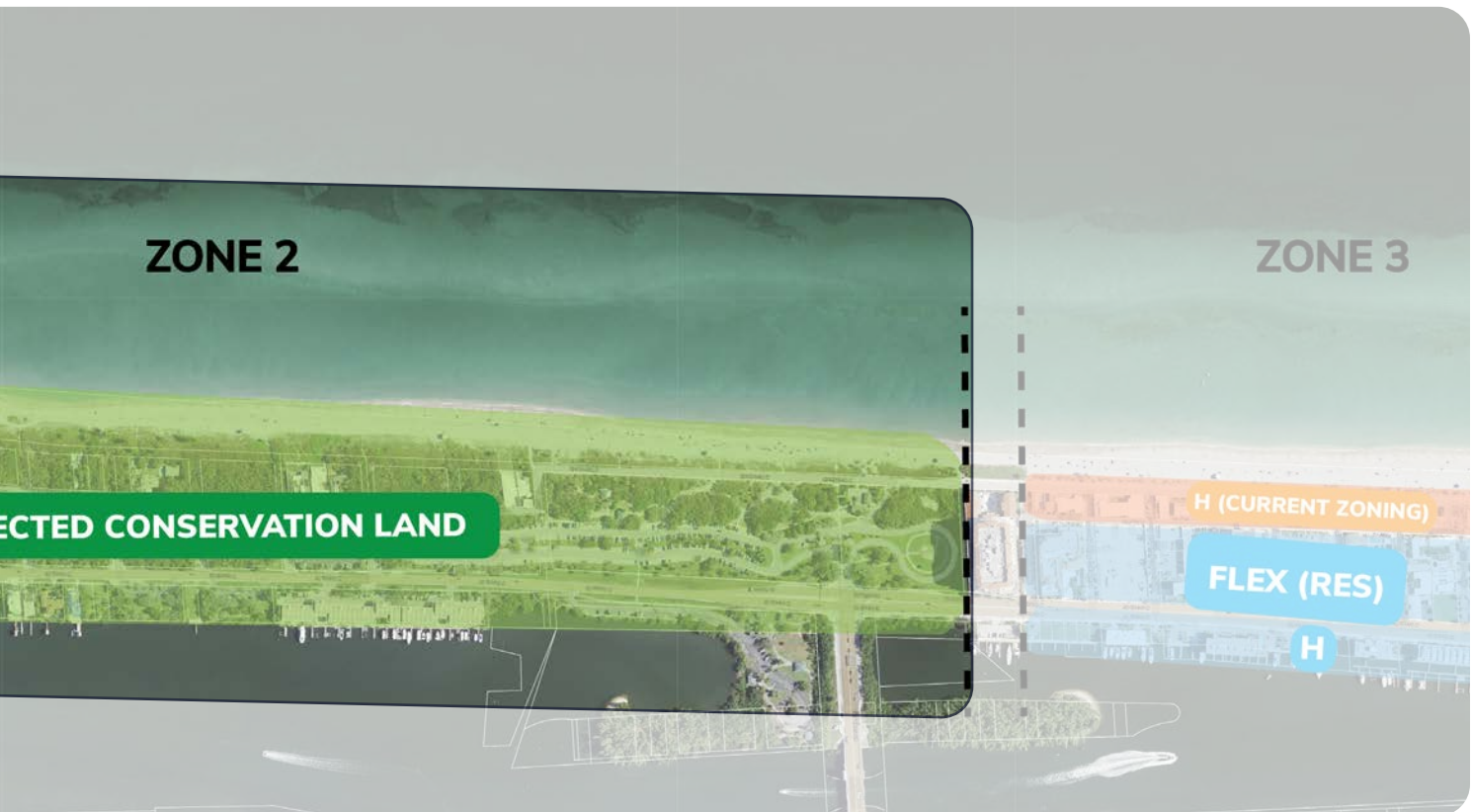


each:
“character”

4.2 North Beach

- North Beach could be split into two zones, with gateways in between.
- Zone 1 wouldn't see much more height, but more public spaces such as rooftop amenities could be introduced in this area.
- Zone 2 would remain protected conservation land.



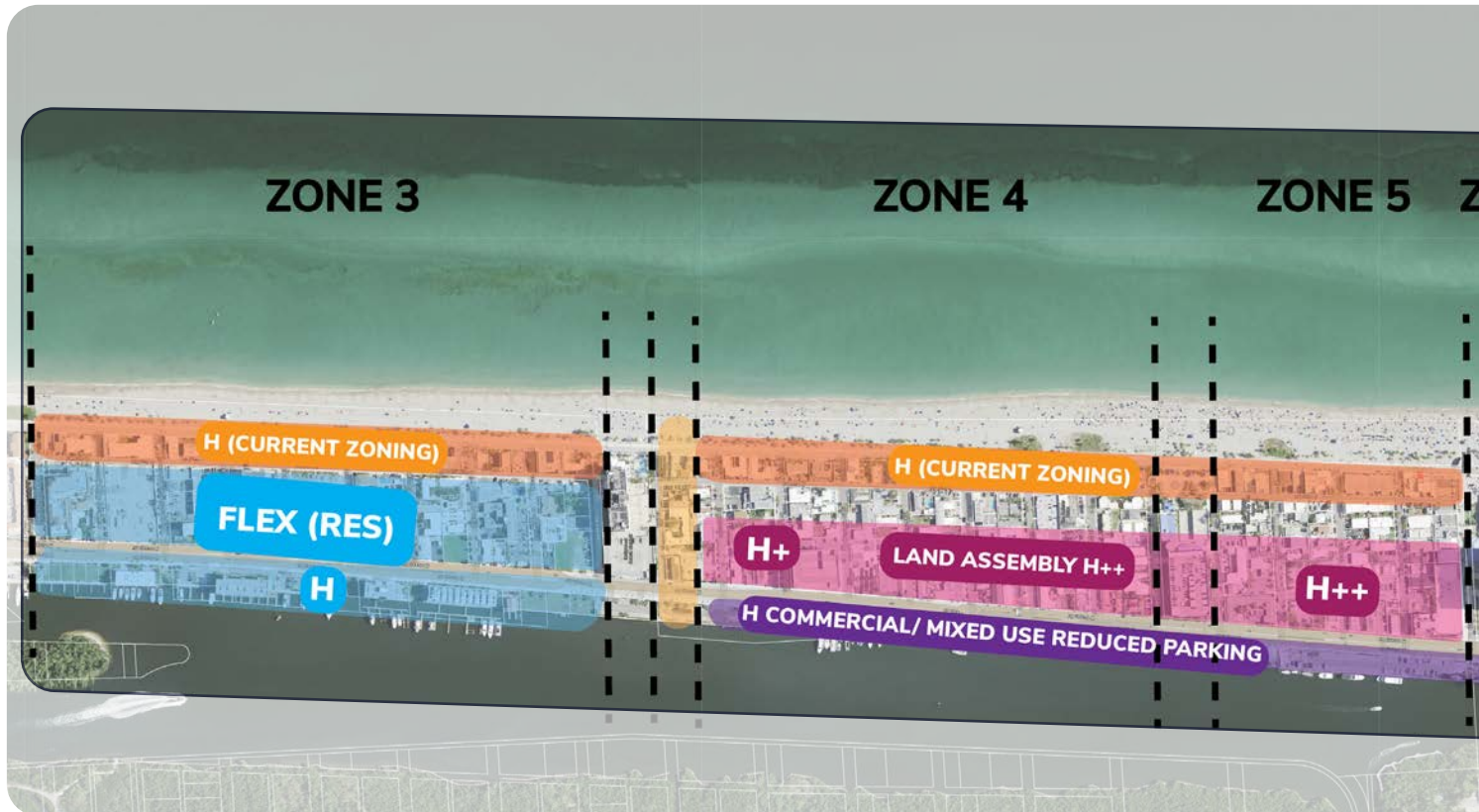


Emerging Direction

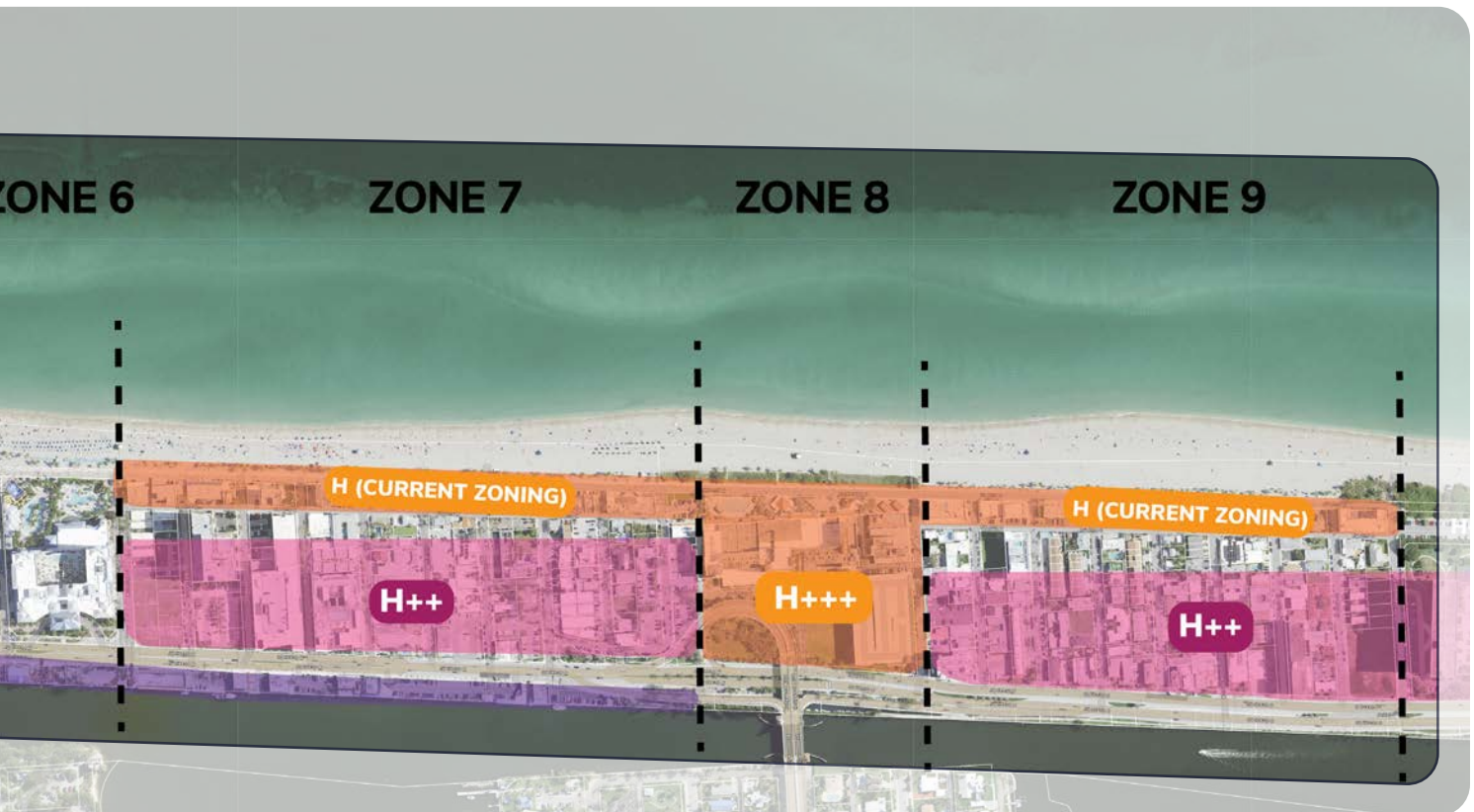
North Beach should generally remain lower-scale, with future change focused on preservation, modest reinvestment, and protection of environmental and public realm qualities.

4.3 Central Beach

- North Beach could be split into seven zones, with gateways in between and allowances for existing private landmark hotels such as the Hollywood Beach Marriott and the Margaritaville Resort.
- Zone 3 could maintain current zoning along the beachfront, while allowing for flexible residential uses to the west towards the Stranahan River. Height could be introduced along the River itself, on the west side of North Ocean Drive.



- Zones 4, 5, 7 and 9 could maintain current zoning along the beachfront, but including a Land Assembly towards the Stranahan River, and commercial/mixed use on the west side of North Ocean Drive. Heights could increase from Zone 4 to Zone 7 and further down the beach.
- Zone 6 marks the Margaritaville Resort.
- Zone 8 includes the Oceanwalk Mall, where significant height could be introduced.

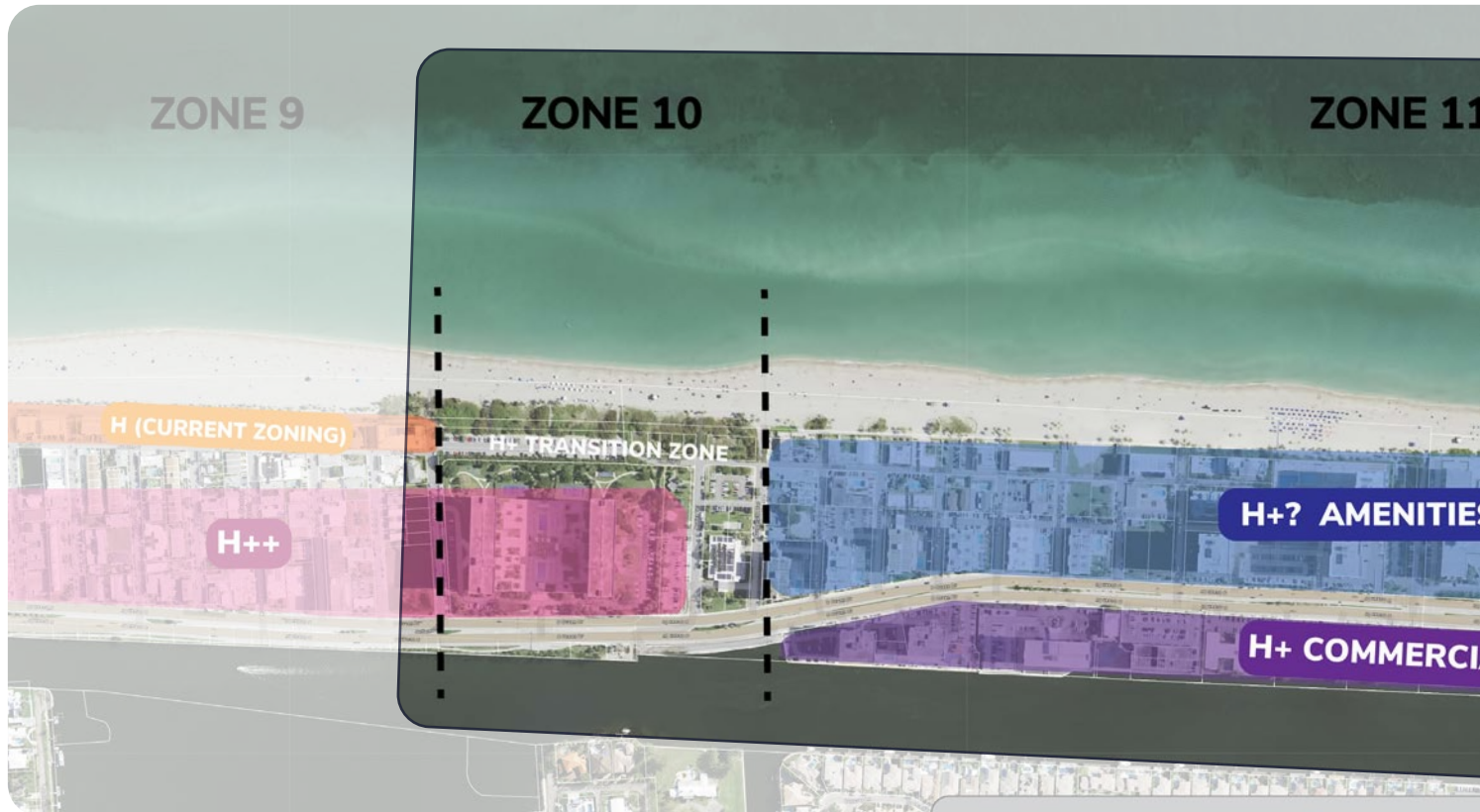


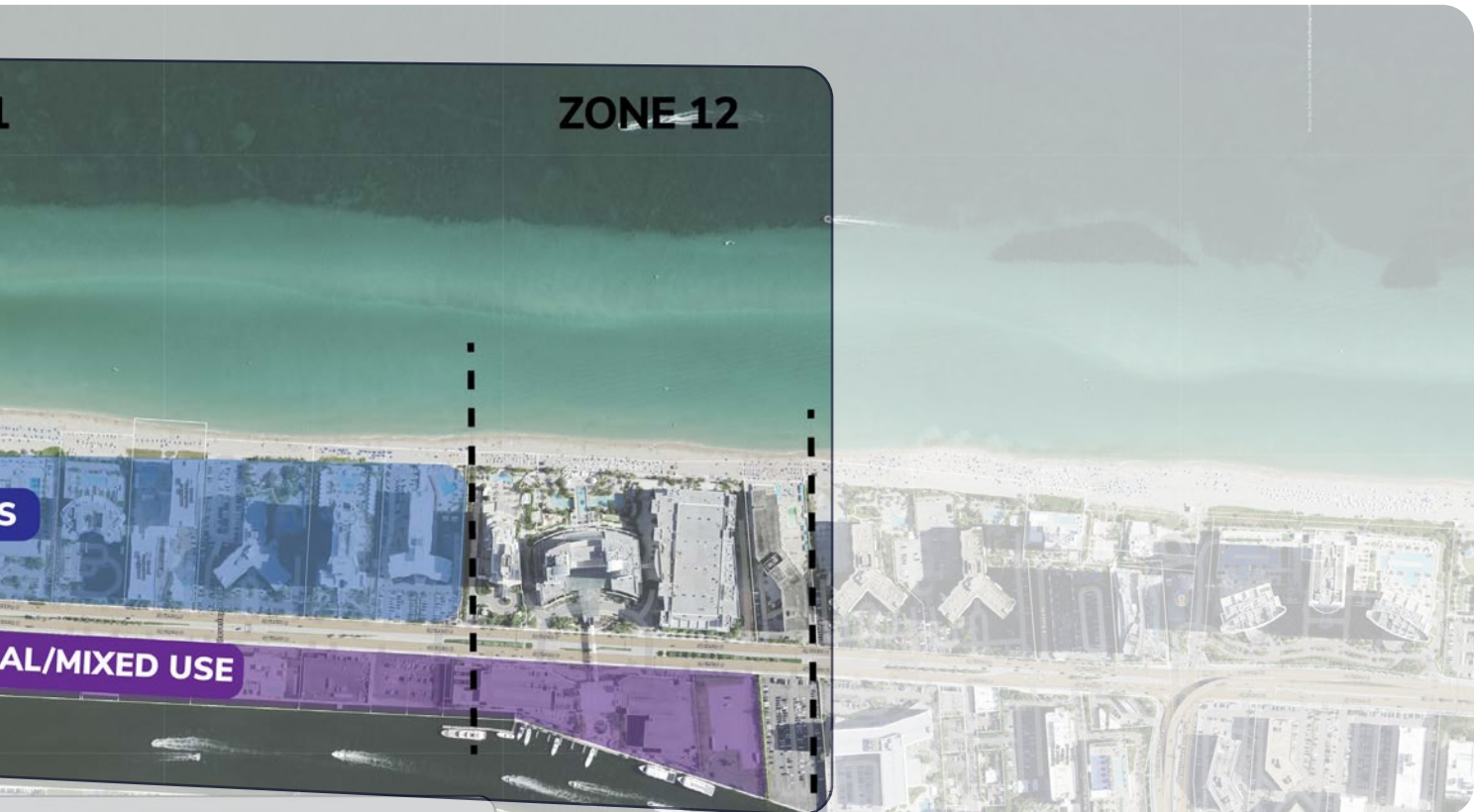
Emerging Direction

Central Beach appears to be the area with the greatest openness to targeted redevelopment and height flexibility, provided that development is paired with strong design controls, transitions, infrastructure improvements, and public benefits.

4.4 South Beach

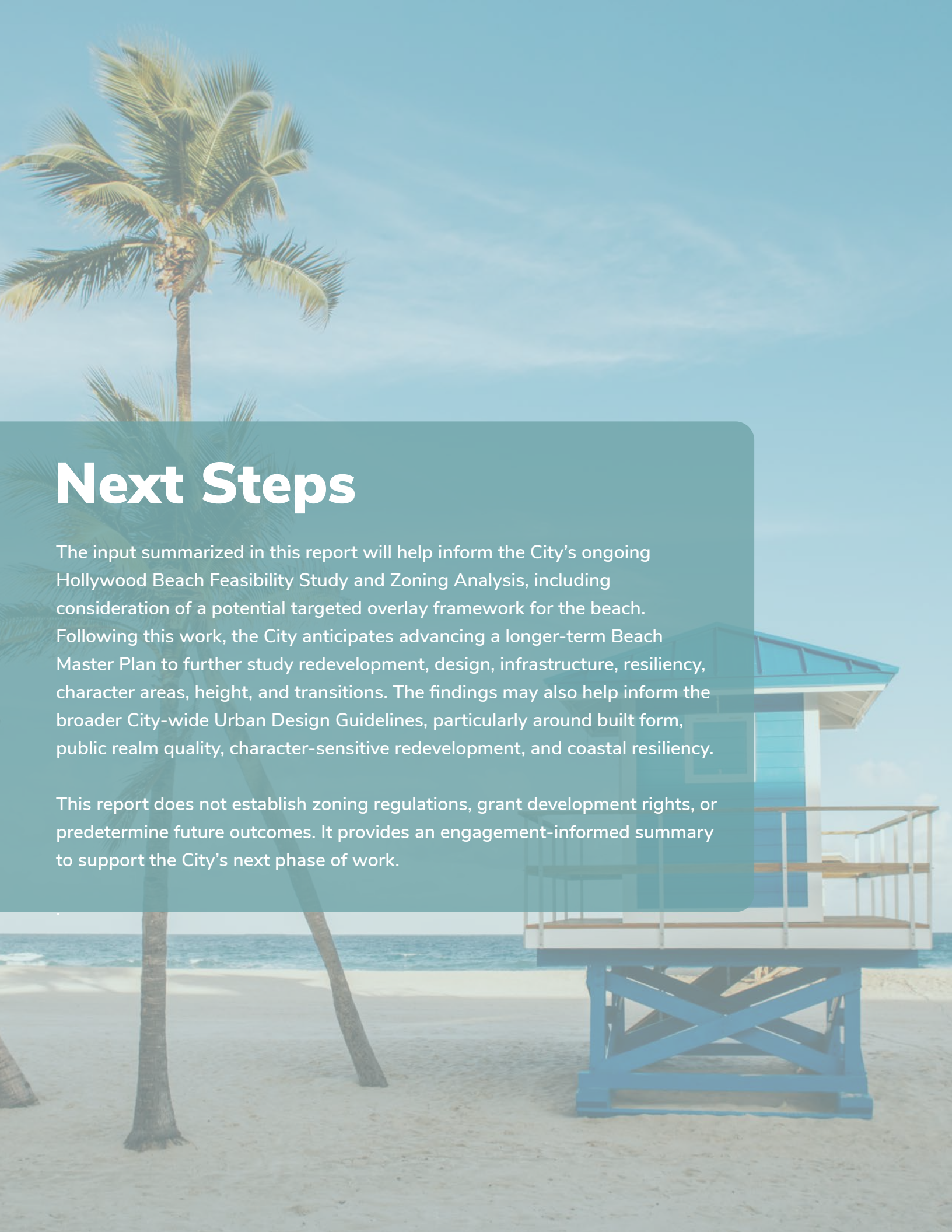
- South Beach could be split into three zones, with gateways in between.
- Zone 10 could act as a transition zone in terms of height.
- Zone 11 could introduce public amenities at varying heights on the beachfront, with commercial/mixed use needs towards the river.
- Zone 12 would act as a continuation of the commercial/mixed use area.





Emerging Direction

South Beach may continue to accommodate a taller built form pattern, but future development should be managed through clear expectations for spacing, setbacks, transitions, pedestrian experience, and public realm improvements.

The background of the page is a photograph of a beach scene. On the left, a tall palm tree stands against a clear blue sky. In the foreground on the right, there is a blue and white lifeguard stand with a wooden deck and railings. The ocean is visible in the distance. A semi-transparent teal box is overlaid on the left side of the image, containing the text.

Next Steps

The input summarized in this report will help inform the City's ongoing Hollywood Beach Feasibility Study and Zoning Analysis, including consideration of a potential targeted overlay framework for the beach. Following this work, the City anticipates advancing a longer-term Beach Master Plan to further study redevelopment, design, infrastructure, resiliency, character areas, height, and transitions. The findings may also help inform the broader City-wide Urban Design Guidelines, particularly around built form, public realm quality, character-sensitive redevelopment, and coastal resiliency.

This report does not establish zoning regulations, grant development rights, or predetermine future outcomes. It provides an engagement-informed summary to support the City's next phase of work.



Appendix

Survey Results

Appendix: Hollywood Beach Engagement Results

Summary

Hollywood Beach Heights Questionnaire – Retallied Engagement Summary

Summary Notes

Item	Result / Note
Total records reviewed	196
Rating scale normalization	Has Potential = Right Direction; Moderate = Right Direction with Changes; Not Viable = Wrong Direction.
Q10 treatment	Q10 is a multi-select community priority question and is not included in the all-rating response chart. It is summarized separately.
Chart approach	One 100% stacked chart compares all rating questions; individual question charts show count by choice.

Response Summary

Question	Total Responses	Right Direction	Right Direction with Changes	Wrong Direction	Largest Response Category
Q1 – North Beach Height Strategy	190	158	17	15	Right Direction
Q2 – Central Beach Height Strategy	189	57	32	100	Wrong Direction
Q3 – South Beach Height Strategy	88	48	29	11	Right Direction
Q4 – Near-Term Targeted Overlay Framework	165	45	41	79	Wrong Direction
Q5 – Transfer of Development Rights (TDR)	168	49	30	89	Wrong Direction
Q6 – Graduated Height Transitions	178	61	51	66	Wrong Direction
Q7 – North/Central/South Beach Differentiation	182	66	57	59	Right Direction
Q8 – Central Beach Hotel + Mixed-Use Strategy	181	40	42	99	Wrong Direction
Q9 – Master Plan Framework	173	77	60	36	Right Direction
Q11 – Hollywood Beach Hotel – Preservation	188	109	41	38	Right Direction
Q12 – Hollywood Beach Hotel – Height Strategy	191	37	33	121	Wrong Direction

Methodology

Methodology / Quality Control Notes

Source files	online package 1(1).pdf; online package 2(1).pdf; online package 3(1).pdf; online package 4(1).pdf; online package 5(1).pdf; HBBA(2).pdf; Community Association_1(2).pdf; Community Association_2(2).pdf; Community Association_3(2).pdf
Normalization applied	Has Potential responses were retallied as Right Direction; Moderate responses were retallied as Right Direction with Changes; Not Viable responses were retallied as Wrong Direction. Forms already using the Right Direction scale were retained as submitted.
Response totals	Totals vary by question because not every submitted form contained a valid selection for every question. Each total response count reflects nonblank/valid responses for that question.
Q10	Q10 is a multi-select priority question. It is not included in the rating-response chart and is summarized separately by total selections.
Comments	Written feedback was categorized by general theme for engagement-report use. Comment categories are not mutually exclusive; one comment may be reflected in more than one theme.
Quality check	Combined totals in the Tallies sheet are the sum of the original response labels shown in the Original Scale Detail section.

Tallies

Tally per Question and Total Responses

Question #	Question	Total Responses	Right Direction	Right Direction with Changes	Wrong Direction	Right Direction %	Right Direction with Changes %	Wrong Direction %	Notes
Q1	North Beach Height Strategy	190	158	17	15	83.2%	8.9%	7.9%	
Q2	Central Beach Height Strategy	189	57	32	100	30.2%	16.9%	52.9%	
Q3	South Beach Height Strategy	88	48	29	11	54.5%	33.0%	12.5%	
Q4	Near-Term Targeted Overlay Framework	165	45	41	79	27.3%	24.8%	47.9%	
Q5	Transfer of Development Rights (TDR)	168	49	30	89	29.2%	17.9%	53.0%	
Q6	Graduated Height Transitions	178	61	51	66	34.3%	28.7%	37.1%	
Q7	North/Central/South Beach Differentiation	182	66	57	59	36.3%	31.3%	32.4%	
Q8	Central Beach Hotel + Mixed-Use Strategy	181	40	42	99	22.1%	23.2%	54.7%	
Q9	Master Plan Framework	173	77	60	36	44.5%	34.7%	20.8%	Q10 excluded from rating chart because it is multi-select.
Q11	Hollywood Beach Hotel – Preservation	188	109	41	38	58.0%	21.8%	20.2%	
Q12	Hollywood Beach Hotel – Height Strategy	191	37	33	121	19.4%	17.3%	63.4%	

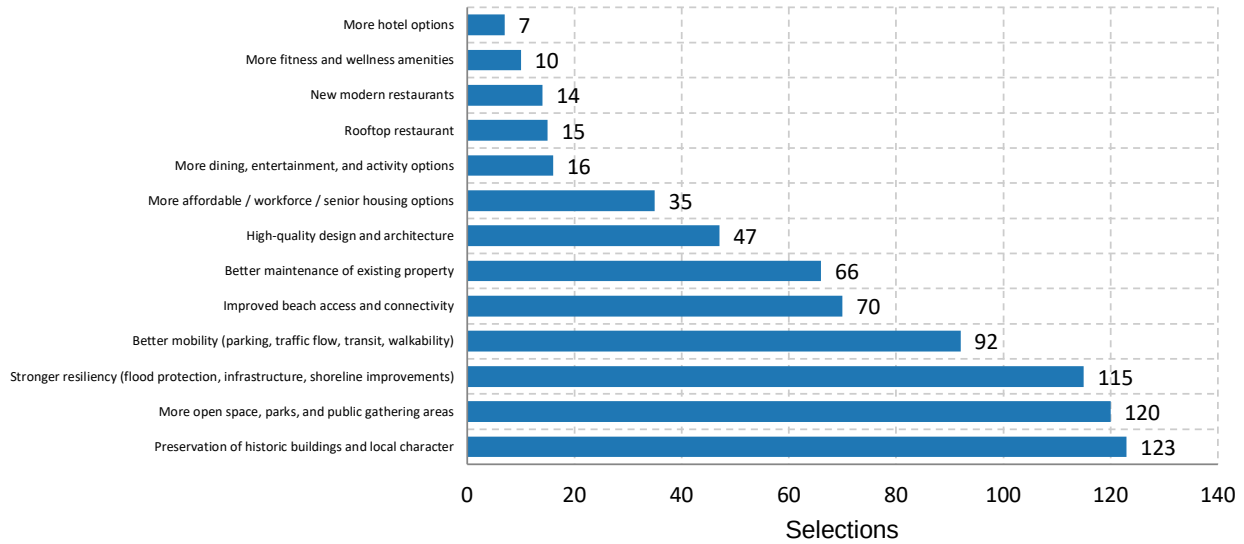
Original Scale Detail

Original Scale Detail	Has Potential	Moderate	Not Viable	Right Direction	Right Direction with Changes	Wrong Direction	Mapping Check
Q1	24	6	6	134	11	9	Normalized into the three report categories above
Q2	20	10	4	37	22	96	Normalized into the three report categories above
Q3	18	4	11	30	25	0	Normalized into the three report categories above
Q4	19	9	9	26	32	70	Normalized into the three report categories above
Q5	18	5	11	31	25	78	Normalized into the three report categories above
Q6	14	12	4	47	39	62	Normalized into the three report categories above
Q7	18	12	3	48	45	56	Normalized into the three report categories above
Q8	17	9	5	23	33	94	Normalized into the three report categories above
Q9	16	7	7	61	53	29	Normalized into the three report categories above
Q11	21	5	9	88	36	29	Normalized into the three report categories above
Q12	20	5	10	17	28	111	Normalized into the three report categories above

Q10 + Comments

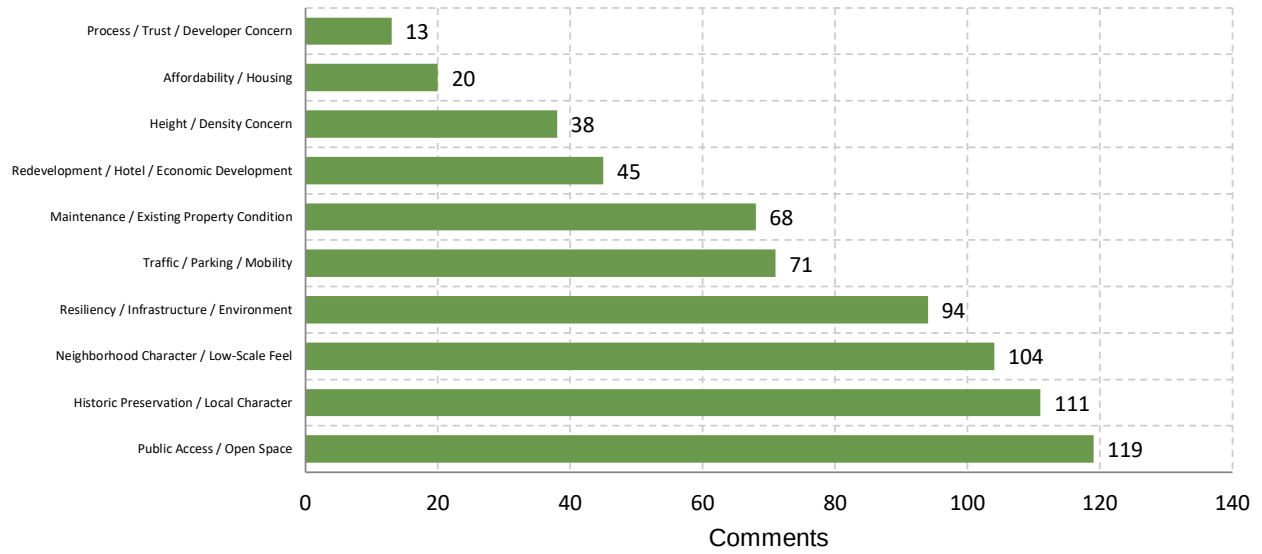
Question 10 Priorities and Categorized Comment Summary

Q10 Community Priorities – Total Selections



Q10 Priority / Commenting Option	Total Selections	General Details for Engagement Report
Preservation of historic buildings and local character	123	Top priority group; strongly tied to maintaining Hollywood Beach identity and character.
More open space, parks, and public gathering areas	120	High-interest priority; respondents frequently emphasized public access and public spaces.
Stronger resiliency (flood protection, infrastructure, shoreline improvements)	115	High-interest priority; respondents connected future planning to flooding, infrastructure, and coastal resilience.
Better mobility (parking, traffic flow, transit, walkability)	92	Recurring concern around congestion, parking, and access to the beach.
Improved beach access and connectivity	70	Respondents supported improved access, circulation, and connectivity to the beach/Broadwalk.
Better maintenance of existing property	66	Comments often asked for maintenance and improvement of existing properties and public areas before major new development.
High-quality design and architecture	47	Design quality was important where reinvestment or redevelopment is considered.
More affordable / workforce / senior housing options	35	Some interest in housing options, though less frequent than preservation/open space/resiliency/mobility.
More dining, entertainment, and activity options	16	A smaller group supported additional activity-generating uses.
Rooftop restaurant	15	Specific interest from some online respondents.
New modern restaurants	14	Specific interest from some online respondents.
More fitness and wellness amenities	10	Lower-frequency selected priority.
More hotel options	7	Lower-frequency selected priority.

Categorized Comment Themes – Count

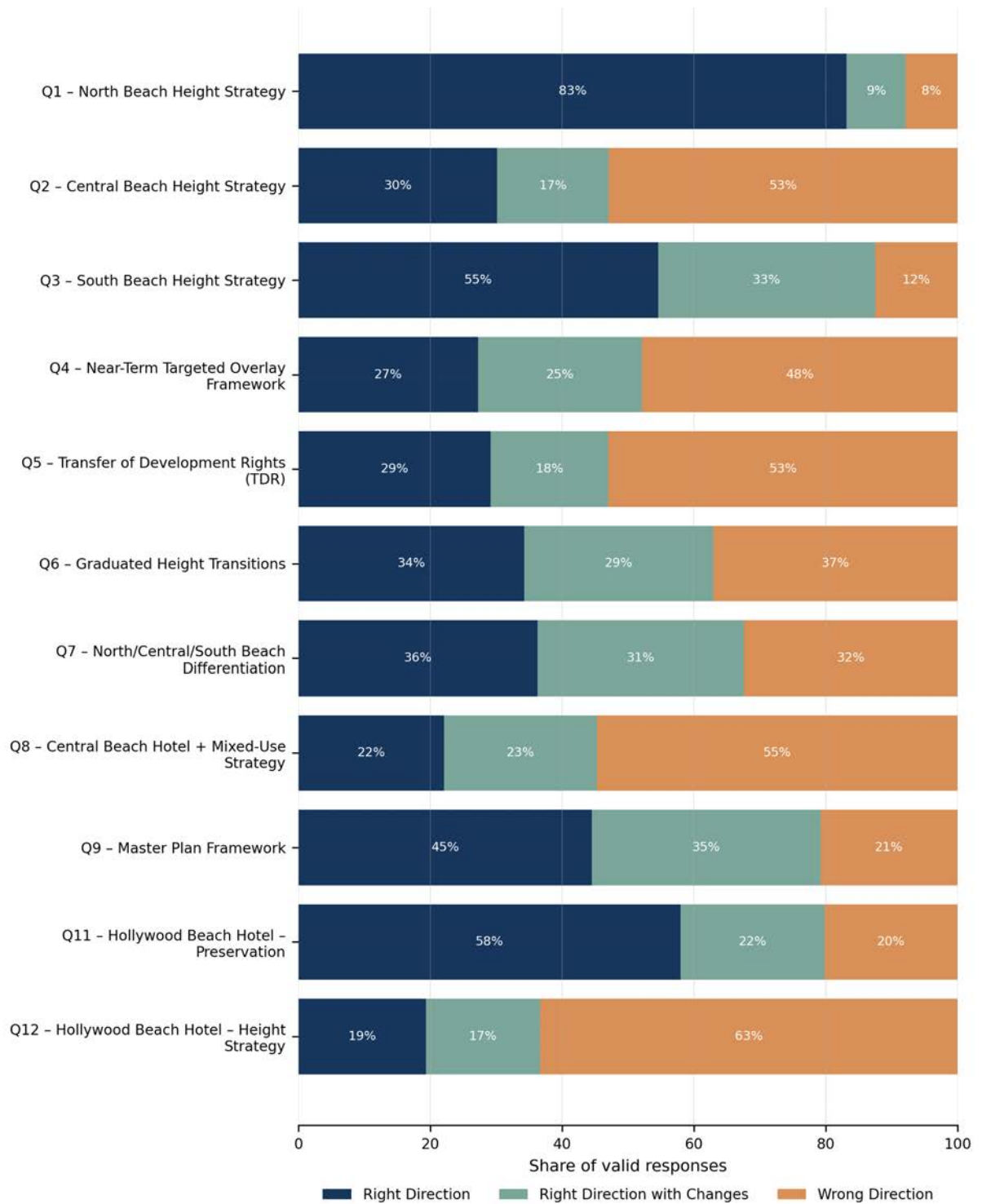


Comment Theme / Category	Comment Count	General Details for Engagement Report
Public Access / Open Space	119	Comments frequently emphasized protecting public land, open green space, beach access, and public gathering areas. Several respondents were concerned that redevelopment could reduce residents' ability to enjoy the beach.
Historic Preservation / Local Character	111	Respondents frequently referenced the need to preserve Hollywood Beach's identity, historic buildings, and local character, including the Boardwalk/beachfront feel.
Neighborhood Character / Low-Scale Feel	104	A major comment trend was maintaining the relaxed, low-scale beach environment and avoiding a Sunny Isles-type or high-rise outcome.
Resiliency / Infrastructure / Environment	94	Comments raised flooding, infrastructure capacity, shoreline protection, and environmental concerns. Many respondents connected redevelopment discussions to resiliency and carrying-capacity needs.
Traffic / Parking / Mobility	71	Parking availability, traffic congestion, walkability, and beach access were recurring concerns, especially where additional height or density was discussed.
Maintenance / Existing Property Condition	68	Many comments focused on improving or maintaining existing properties and public areas before adding major new development.
Redevelopment / Hotel / Economic Development	45	Some comments supported reinvestment, hotel options, restaurants, and activity-generating uses if well designed, appropriately located, and compatible with beach character.
Height / Density Concern	38	Comments in this category expressed concern about taller buildings, additional density, beach shadows, skyline impacts, and the scale of future development.
Affordability / Housing	20	Some respondents selected or commented on workforce, senior, or affordable housing options, though this was less frequent than preservation, resiliency, open space, and mobility themes.
Process / Trust / Developer Concern	13	A smaller set of comments expressed distrust of developer influence, concern over process transparency, and requests for clearer public information before decisions are made.

All Questions Chart

Responses to Beach Heights Questionnaire

Questions 1–9 and 11–12 only. Q10 is excluded because it was a multi-select priority question.



Question #	Question	Total Responses	Right Direction	Right Direction with Changes	Wrong Direction	Right Direction %	Right Direction with Changes %	Wrong Direction %
Q1	Q1 North Beach Height Strategy	190	158	17	15	83.2%	8.9%	7.9%
Q2	Q2 Central Beach Height Strategy	189	57	32	100	30.2%	16.9%	52.9%
Q3	Q3 South Beach Height Strategy	88	48	29	11	54.5%	33.0%	12.5%
Q4	Q4 Near-Term Targeted Overlay Framework	165	45	41	79	27.3%	24.8%	47.9%
Q5	Q5 Transfer of Development Rights (TDR)	168	49	30	89	29.2%	17.9%	53.0%
Q6	Q6 Graduated Height Transitions	178	61	51	66	34.3%	28.7%	37.1%
Q7	Q7 North/Central/South Beach Differentiation	182	66	57	59	36.3%	31.3%	32.4%
Q8	Q8 Central Beach Hotel + Mixed-Use Strategy	181	40	42	99	22.1%	23.2%	54.7%
Q9	Q9 Master Plan Framework	173	77	60	36	44.5%	34.7%	20.8%
Q11	Q11 Hollywood Beach Hotel – Preservation	188	109	41	38	58.0%	21.8%	20.2%
Q12	Q12 Hollywood Beach Hotel – Height Strategy	191	37	33	121	19.4%	17.3%	63.4%

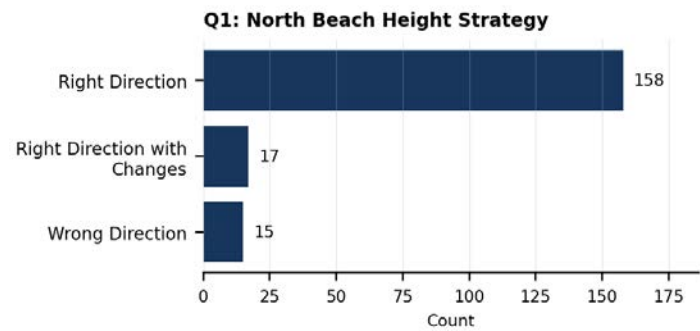
Charts by Question

Chart per Question

Each chart below shows the tally count for the selected question. Q10 appears as a priority-selection chart.

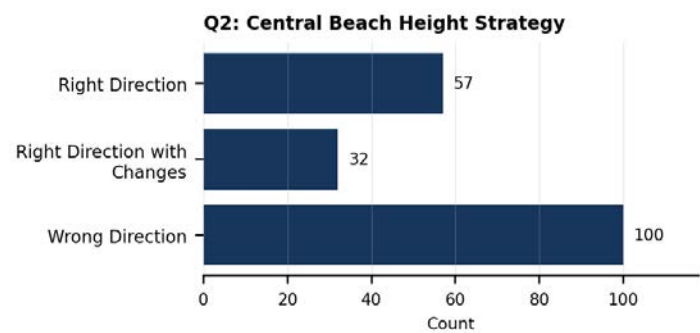
Q1: North Beach Height Strategy

Choice	Count
Right Direction	158
Right Direction with Changes	17
Wrong Direction	15



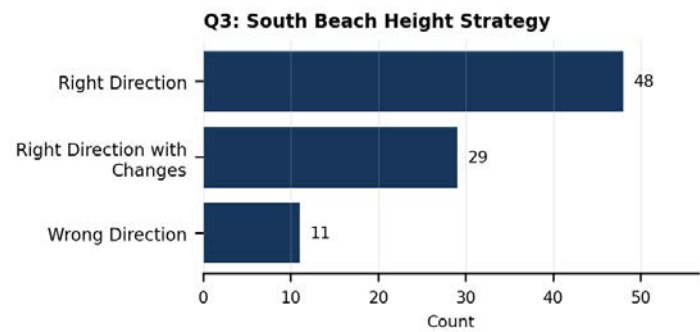
Q2: Central Beach Height Strategy

Choice	Count
Right Direction	57
Right Direction with Changes	32
Wrong Direction	100



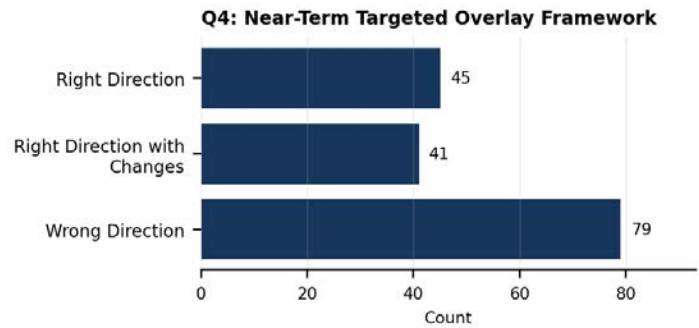
Q3: South Beach Height Strategy

Choice	Count
Right Direction	48
Right Direction with Changes	29
Wrong Direction	11



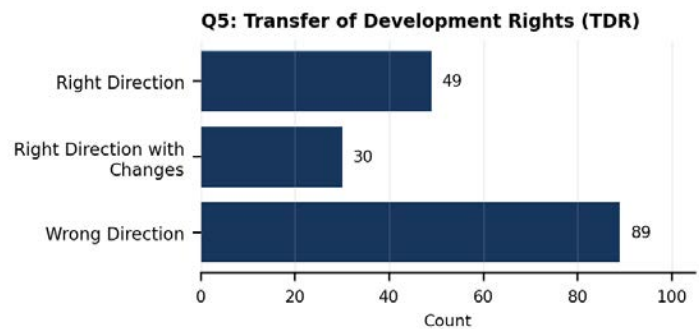
Q4: Near-Term Targeted Overlay Framework

Choice	Count
Right Direction	45
Right Direction with Changes	41
Wrong Direction	79



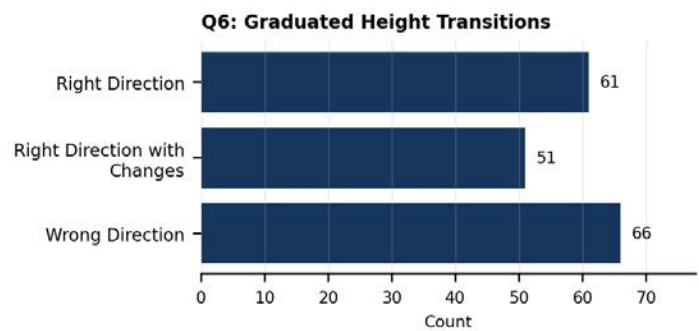
Q5: Transfer of Development Rights (TDR)

Choice	Count
Right Direction	49
Right Direction with Changes	30
Wrong Direction	89



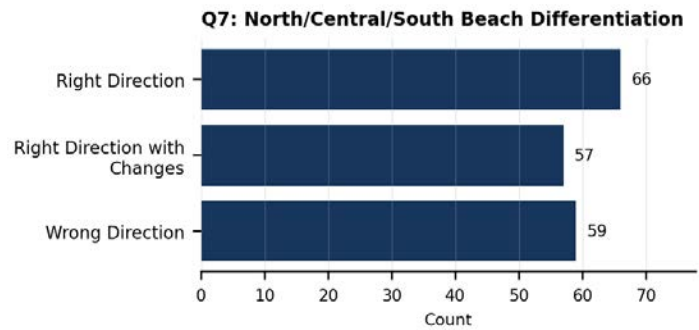
Q6: Graduated Height Transitions

Choice	Count
Right Direction	61
Right Direction with Changes	51
Wrong Direction	66



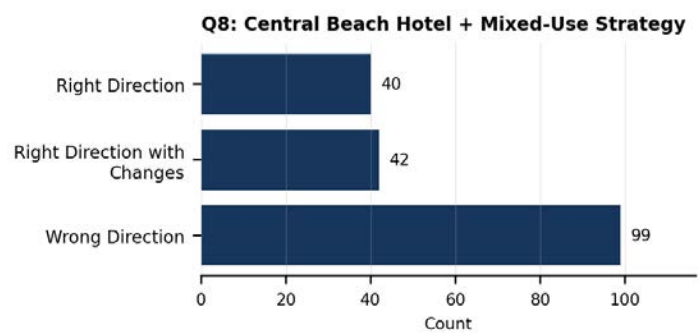
Q7: North/Central/South Beach Differentiation

Choice	Count
Right Direction	66
Right Direction with Changes	57
Wrong Direction	59



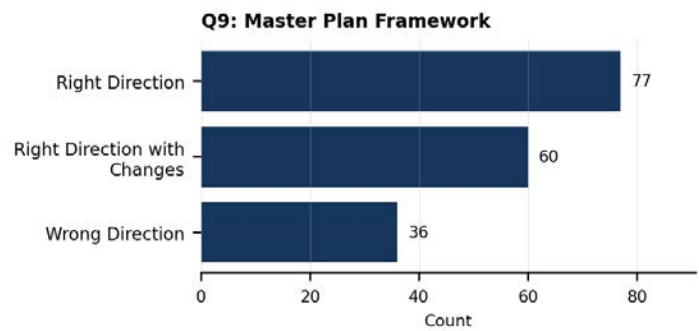
Q8: Central Beach Hotel + Mixed-Use Strategy

Choice	Count
Right Direction	40
Right Direction with Changes	42
Wrong Direction	99



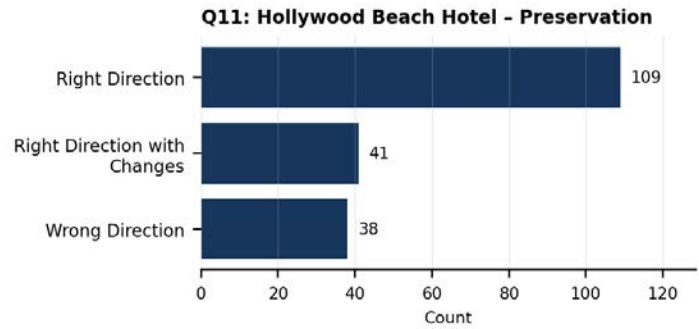
Q9: Master Plan Framework

Choice	Count
Right Direction	77
Right Direction with Changes	60
Wrong Direction	36



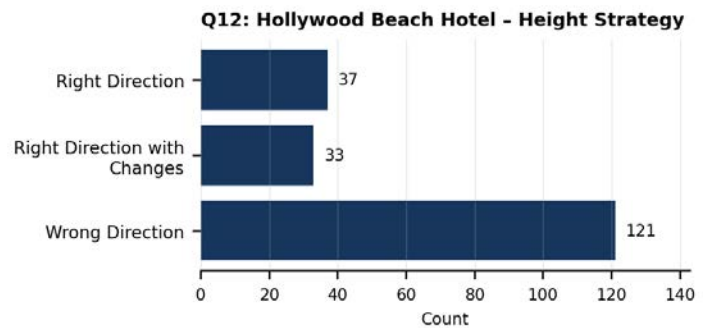
Q11: Hollywood Beach Hotel – Preservation

Choice	Count
Right Direction	109
Right Direction with Changes	41
Wrong Direction	38



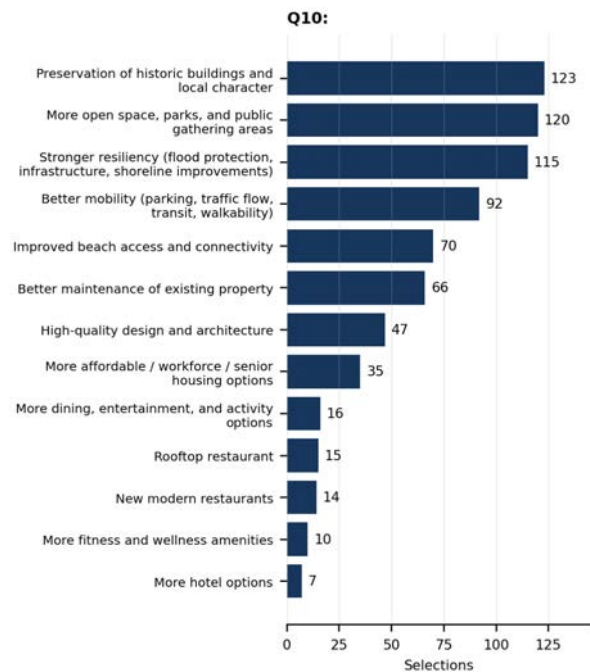
Q12: Hollywood Beach Hotel – Height Strategy

Choice	Count
Right Direction	37
Right Direction with Changes	33
Wrong Direction	121



Q10:

Priority / Commenting Option	Selections
Preservation of historic buildings and local character	123
More open space, parks, and public gathering areas	120
Stronger resiliency (flood protection, infrastructure, shoreline improvements)	115
Better mobility (parking, traffic flow, transit, walkability)	92
Improved beach access and connectivity	70
Better maintenance of existing property	66
High-quality design and architecture	47
More affordable / workforce / senior housing options	35
More dining, entertainment, and activity options	16
Rooftop restaurant	15
New modern restaurants	14
More fitness and wellness amenities	10
More hotel options	7



An aerial photograph of a coastal city, likely Miami, featuring a mix of high-rise apartment buildings and lower commercial structures. The ocean is visible in the background under a clear blue sky. A semi-transparent blue overlay covers the entire image, with the title text in white.

B

Appendix

Detailed Charrette Input

Station 1: What Should be Avoided?

This station acknowledged what the community has expressed to date regarding what Hollywood Beach should not become, and invited participants to identify additional concerns. The following summarizes key themes raised to help guide what should not be approved or encouraged moving forward.

Development & Building Heights

- Avoid a “condo canyon” condition; allow only a limited number of taller buildings with appropriate spacing and buffers, rather than continuous walls of towers
- Oppose very tall buildings along the beach, including high-rise development at a scale perceived to be out of context (e.g., 30+ storeys)
- Do not allow high-rise development on publicly owned lands; maintain appropriate height limits in these areas
- Prevent fragmented or piecemeal development; ensure future growth is cohesive and coordinated
- Avoid development patterns that prioritize isolated projects over a clear, area-wide vision
- Do not replace active commercial uses with low-density residential (e.g., single-family homes) in areas intended to support economic activity

AVOIDING A ‘CONDO CANYON’

We have heard before that folks do not want Hollywood Beach to lose its character.

We do not want to look like Golden Beach, or Sunny Isles.

We also know we do not want to change the Broadwalk.



Golden Beach



Sunny Isles

What else should be avoided? Add a sticky note below.

Parking, Access & Public Use

- Do not reduce public parking supply or create barriers to access; avoid conditions that make the beach feel pay-to-access
- Maintain convenient, affordable, and visible parking options for residents and visitors
- Avoid approving new development without sufficient on-site parking and clearly defined public access
- Ensure that development does not limit access to the beach, Broadwalk, or waterfront



Traffic & Mobility

- Avoid introducing land uses or development patterns that exacerbate existing traffic congestion
- Recognize cumulative impacts of development on local streets and access points
- When evaluating uses, acknowledge that different building types (e.g., hotels vs. residential) may have varying traffic impacts

Community Character & Experience

- Avoid development that diminishes the unique character of Hollywood Beach as a social, cultural, and recreational destination
- Avoid further decline in nightlife and evening activity; support a balanced, active environment throughout the day and evening
- Prevent environments that feel privatized, inactive, or disconnected from the public realm
- Avoid design approaches that reduce vibrancy at the ground level or weaken the pedestrian experience

Design & Safety Considerations

- Do not mandate specific design elements universally without flexibility (e.g., frangible features); allow context-sensitive application
- Address safety concerns in design, including visibility, lighting, and avoidance of hidden or inactive spaces
- Avoid block configurations or design approaches that reduce permeability or create isolated conditions

Infrastructure & Services

- Avoid development that outpaces the capacity of existing infrastructure systems, including roads, utilities, and public services
- Ensure that new development does not strain or degrade existing infrastructure without corresponding upgrades
- Avoid short-term solutions that do not address long-term infrastructure needs

Station 2: What Makes a Great Beach?

A large map of Hollywood Beach was printed and participants were invited to place sticky notes indicating what they liked in the area, what they were concerned about, and potential opportunities for the beach. The following text explores their perceptions of each area.

North Beach

There is a strong preference to preserve the area's existing character, keeping it low-rise and maintaining its small, local, neighborhood feel. Development should remain seaside in scale and form, with no towers and generally limited to ~3 storeys (or no change at all). Any new growth should be modest and context-sensitive, such as low-scale infill like townhouses, while ensuring the overall character and fabric of the community are retained.

Likes

- Preserve character: strong desire to keep the area "as is," low-rise, and maintain its small, local, neighborhood feel.
- Protect natural features: value the intracoastal, greenways, native plants, and bird habitats.
- Parks & recreation: appreciate existing parks (e.g., North Beach Park), fishing, BBQ areas; interest in additions like dog parks and a lookout tower.
- Identity & history: support preserving historic elements and the "hidden gem" quality.
- Community assets: positive views on nearby institutions (e.g., FAU) and new low-scale seaside-style development.

Concerns

- Flooding & climate risks: frequent flooding, tidal impacts, erosion, and need for FEMA-compliant development and emergency access/evacuation.
- Environmental impacts: concerns about sand management harming marine life and loss of natural conditions.
- Low-rise preference: strong support for keeping buildings low (no towers, ~3 storeys) or no change at all.
- Disconnected & underused: area feels neglected, vacant, or used improperly (e.g., dumping), and lacks cohesion.
- Access & safety: concerns about fire rescue access, evacuation planning (especially for car-free residents), and visibility to the intercoastal.

Opportunities

- Enhance parks & public spaces: more active amenities (BBQs, family-friendly features), linear boardwalk/park, and low-maintenance improvements.
- Environmental stewardship: protect native plants and bird habitats; preserve the area's natural character.
- Access & circulation: improve beach traffic with remote parking and loop systems.
- Community use & activation: add viewing platforms and event programming (sunrise/sunset, air shows, drone shows).
- Development approach: support low-scale infill (e.g., townhouses) while preserving the overall area.
- Community involvement: create volunteer opportunities with incentives for park and open space stewardship.

Central Beach

There is support for a targeted and limited approach to building height, where taller structures are introduced selectively rather than broadly. Height should primarily be focused along A1A and highway corridors, while keeping the beach and public-facing areas lower-scale (generally under 10 storeys) and maintaining strict height limits on public lands. A limited number of taller buildings may be acceptable, particularly for hotels, but condo towers are discouraged, and view protection remains a priority.

Likes

- Vibrant, family-friendly identity: value the bustling, active Broadwalk with events, live music, and a strong community feel.
- Support local character: prioritize mom-and-pop shops, small restaurants, and mixed-use development (max ~7 storeys).
- Community amenities: interest in a cultural/community centre, parks, kid-friendly spaces, and recreation options (e.g., camps, golf cart access).
- Mobility & access: appreciate options like the Circuit; maintain parking (e.g., Garfield Garage, street parking at 1301) and public access.
- Leverage key sites: maximize city-owned properties and preserve public use areas (especially 1301).
- Balanced development: support hotels and townhouses that fit scale and character while maintaining an active district.

Concerns

- Tourism balance: support boutique hotels and jobs, but avoid over-tourism, overcrowding, and a “spring break/Miami Beach” atmosphere.
- Flooding & climate resilience: major concerns about sea level rise, flood protection, dunes, and environmental impacts (e.g., sand transfer).
- Access & affordability issues: parking is limited/expensive; need better mobility and equitable access (including public beach areas like 1301).
- Infrastructure & maintenance: concerns about garbage collection, homelessness, and underperforming planning (tourism strategy, promised developments).
- Public amenities & use: interest in community-scale features (beach yoga, community centres, small “micro-destinations”).
- Development constraints: limit height (except hotels), protect views, avoid lot assembly, and ensure new development meets community expectations.

Opportunities

- Land use & height strategy: concentrate taller buildings along A1A/highways, keep beach areas lower-scale (generally ≤ 10 storeys), prioritize hotels over condo towers.
- Resilience & environment: address sea level rise, flooding, heat island effect, and support green infrastructure (trees, swales, setbacks, reefs).
- Mobility & parking: improve circulation (trolley/shuttle, water taxis, pedestrian bridge, traffic calming) while maintaining parking access (including resident passes and golf cart parking).
- Active, family-friendly amenities: add splash pads, markets, outdoor movies, festivals, youth activities, and all-weather attractions.
- Tourism & economy: attract higher-end, unique dining and boutique hotels; restore existing hotels rather than build new modern ones; strengthen business coordination.
- Public realm improvements: more restrooms, shaded seating, linear parks, signage, and better lighting.
- Community & social needs: include services for homelessness and ensure development agreements support surrounding neighbourhoods.

South Beach

There is a preference to align new development with existing building heights, generally up to ~25–30 storeys, while avoiding excessive scale and ensuring compatibility with surrounding areas. Height should be carefully managed, with lower-scale mixed-use development (~5 storeys) encouraged at the community level to support active, human-scaled environments. Particular concern exists around buildings being too close to the beach, especially due to shading and impacts on the public realm, reinforcing the need for appropriate setbacks and thoughtful height transitions.

Likes

South Beach did not receive as many comments as other areas, however participants mentioned they were fond of the luxury high-end residential options and parking.

Concerns

- Pedestrian experience: area feels less pedestrian-friendly and more for vehicles.
- Building height limits: preference to cap development at ~25–30 storeys.
- Setbacks & waterfront protection: concern about buildings too close to the beach.
- Inclusive access: ensure amenities serve all income levels; concerns about rising costs (e.g., reserved beach seating).
- Missing amenities: interest in additions (a skate park or viewing deck for events).

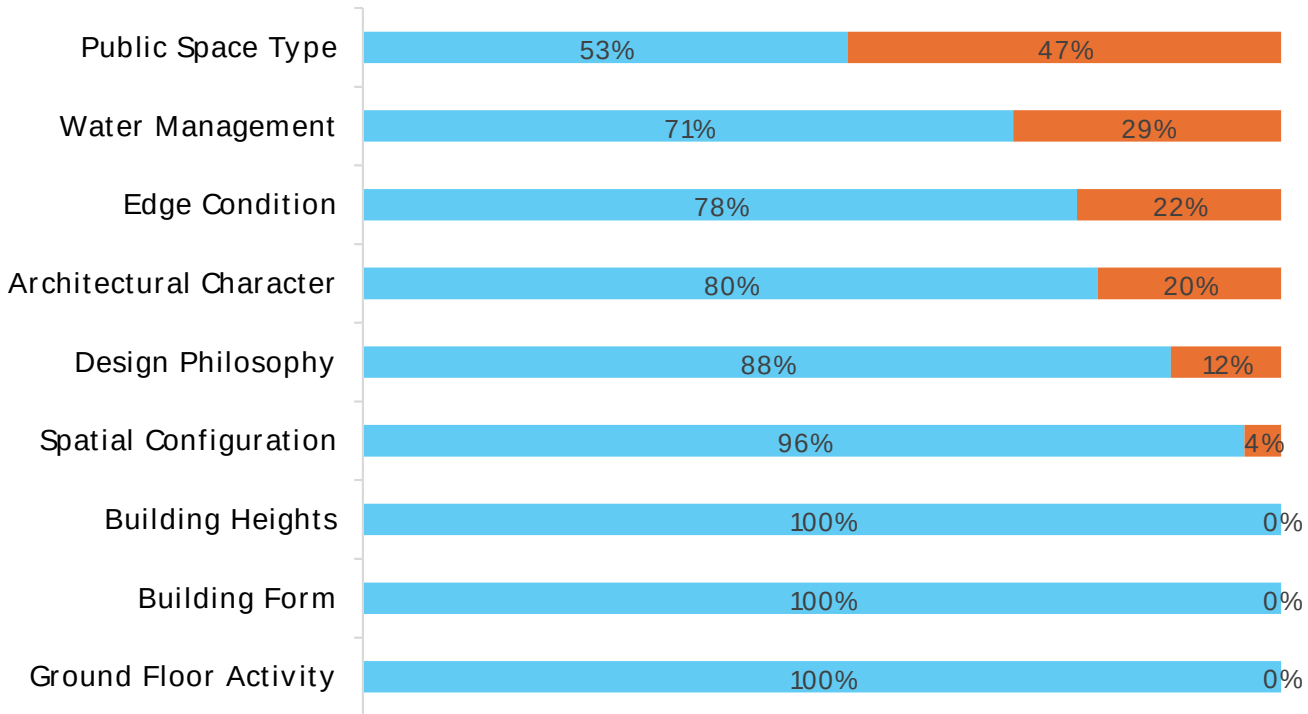
Opportunities

- More green, accessible public space: require developer contributions, link density to green space, and acquire land for public use.
- Improve what exists: focus on maintenance and maximizing current assets rather than adding new ones.
- Moderate, mixed-use development: ~5-storey scale, with community and business uses.
- Better mobility: enhance walking (boardwalk expansion), cycling (more bike racks), and overall access.
- Activate the area: events/amenities like markets, viewing platforms, and shows.
- Stronger identity: clearer signage and promotion of the boardwalk and area.



Station 3: What Feels like Good Design/Planning?

This station invited participants to engage with a series of paired visual examples illustrating different built form and public realm conditions. Each pairing contrasted two approaches; participants were asked to review each pair and indicate their preference using a dot exercise.



Public Space Type: 53% of participants favor bustling open areas, in particular in Central Beach, while 47% prefer secluded gathering spaces for North Beach and South Beach.

Water Management: 71% prefer natural solutions, such as bioswales and water capture, while 29% prefer retaining walls.

Edge Condition: 78% of participants favor public edge, while 22% prefer private.

Architectural Character: 80% of participants favor preserving historic feel, while 20% prefer modern and minimal design.

Design Philosophy: 88% of participants favor ecological and organic design, while 12% prefer modern and structured.

Spatial Configuration: 96% of participants favor generous setbacks, while 4% favour tight edges.

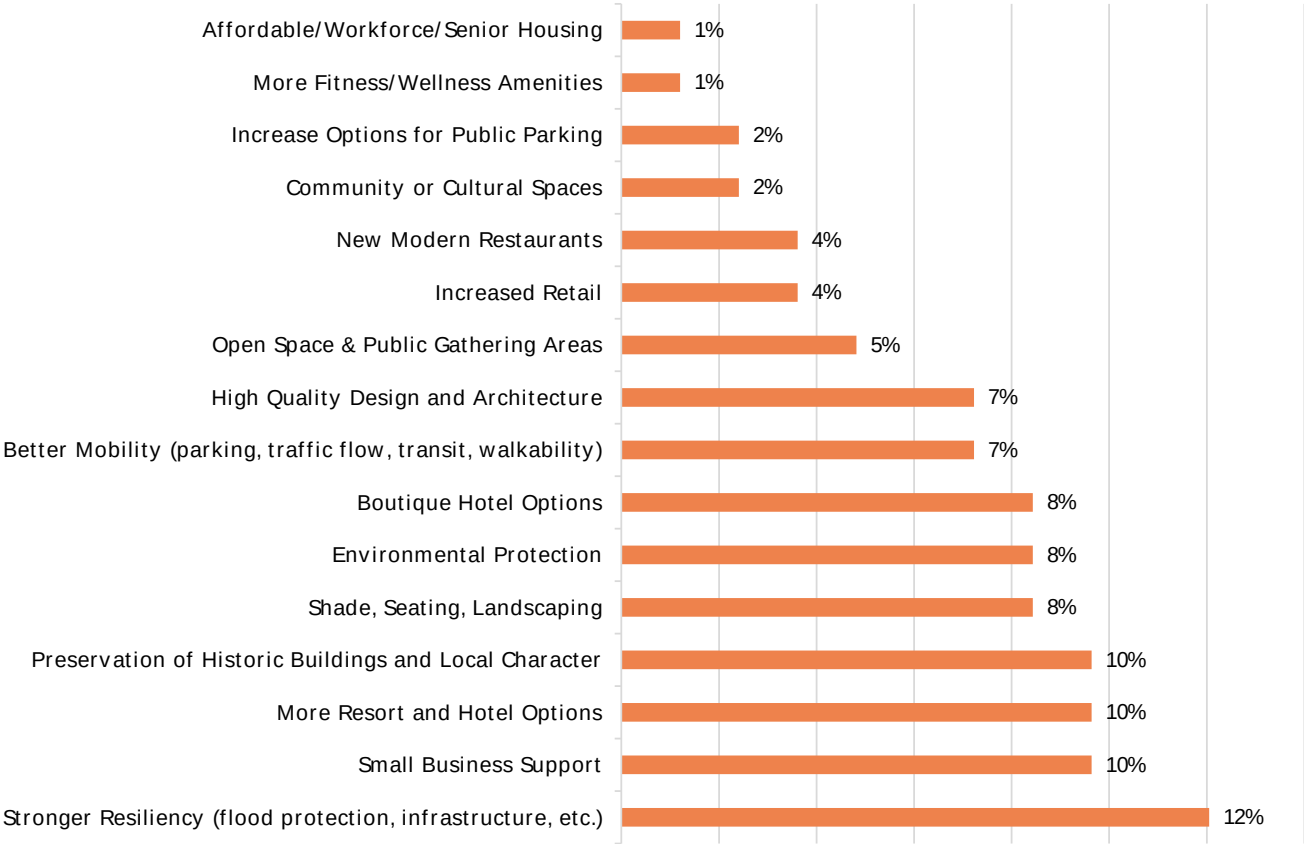
Building Heights: 100% of participants prefer varied heights over uniform conditions.

Building Form: 100% of participants prefer stepped massing over continuous walls.

Ground Floor Activity: 100% of participants prefer active ground floors over inactive ground floors.

Station 4: Challenges and Opportunities

This station invited participants to indicate their preference for public amenity opportunities (that could be provided if additional height is introduced) using a dot exercise. Participants favoured flood protection, small business support, a variety of hotel options, and preservation of historic buildings and character as top priorities. They were also invited to provide further comments via sticky notes.



The comments emphasized a “fix the basics first” approach, prioritizing infrastructure, maintenance, and well-kept public spaces before new development. There was strong support for enhancing the public realm with shaded areas, native landscaping, restrooms, and durable, high-quality materials, while avoiding excessive concrete and protecting natural systems (e.g., reducing seawalls to limit erosion and support wildlife). Mobility should shift away from cars through alternative transportation options (shuttles, golf carts, biking), with limited new parking infrastructure and a preference for off-site or street parking.

There was also a clear desire to **strengthen the area's character and tourism appeal** through authentic shops, family-friendly and nature-based activities (e.g., water sports, scuba), and selective attractions and nightlife—while preserving the beach as the main draw. Development should focus on restoration or well-designed hotels (not condos), using high-quality architecture and materials, and ensuring public access. Overall, resilience (flooding, sea level rise, solar integration) and environmental protection are key, alongside creating a more walkable, visually appealing, and functional beach area.

An aerial photograph of a coastal city, likely Miami, showing a mix of high-rise apartment buildings and lower-rise structures. The ocean is visible in the background under a clear blue sky. A large, white, stylized letter 'C' is overlaid on the left side of the image.

C

Appendix

Engagement Materials

HOLLYWOOD BEACH STUDY

April 29th & 30th Engagement Sessions

WELCOME!

The City of Hollywood is starting initial conversations with the public about the future of Hollywood Beach.

HOW TO PARTICIPATE

There are four drop-in stations at this event to capture your feedback. Feel free to move through them at your own pace.

Scan the QR code below to stay up to date with this project



1. WHY WE'RE HERE

The first station provides information on what we are exploring as a future possibility for Hollywood Beach.



2. WHAT MAKES A GREAT BEACH?

The second station explores value mapping and potential improvements.

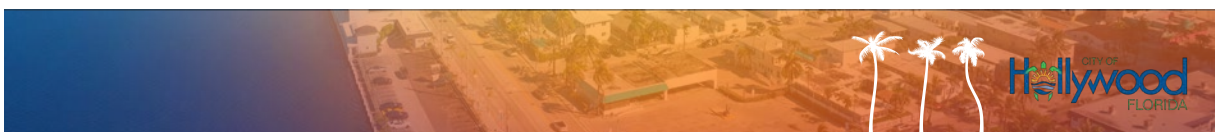
3. WHAT FEELS LIKE GOOD DESIGN & PLANNING?

The third station provides visual examples and asks you to vote on your preferences using dots.



4. CHALLENGES & OPPORTUNITIES

The final station explores priorities for the future of the beach and asks you for your thoughts.



HOLLYWOOD BEACH STUDY

April 29th & 30th Engagement Sessions

WHY WE'RE HERE

The Hollywood Beach Study is about exploring the future of the beach as part of a larger, ongoing City initiative.

We want to look at how having different building heights near the beach could be a short-term step before creating a full, long-term master plan.



HOW WE GOT HERE



City staff in the progress in preparing a *feasibility study and zoning review* to better understand current conditions on the beach and what is realistically possible today.



The study recommends *policy guardrails* to protect what the community values, including; beach character, building conditions, resiliency, state legislation, design, and historic preservation.



These guardrails are used on a case-by-case basis, resulting in inconsistent outcomes.



We have found that our current City policy does not provide clear direction on form, intensity, and economic role in Hollywood Beach. An updated Master Plan for Hollywood Beach could help this.



We shared this information with the City Commission to begin a high-level conversation about the future of the beach.

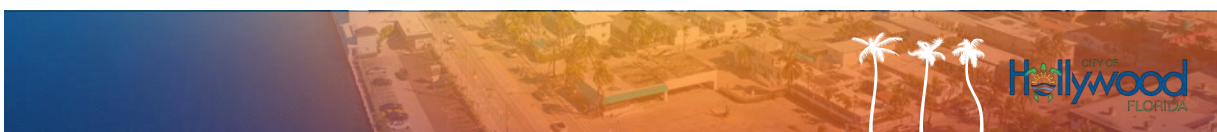


This discussion did not change zoning, grant development rights, or make any decisions. No outcomes were set or approved as part of this discussion.



We are now inviting the community into informal conversations to share ideas and perspectives on beach character, height, and public benefits.

Your conversations and input will help us create Design Guidelines for Hollywood Beach, which would act as a short-term step before creating a full, long-term master plan.



HOLLYWOOD BEACH STUDY

April 29th & 30th Engagement Sessions

THE THREE BEACHES



NORTH BEACH

- Quietest and most natural stretch
- Village-like character, predominately residential
- Popular with locals seeking relaxed, uncrowded visit
- Culture of conservation and protecting natural areas



CENTRAL BEACH

- Most vibrant and iconic stretch
- Commercial core with local charm
- Historic assets such as the Hollywood Beach Hotel
- Home to the famous Broadwalk



SOUTH BEACH

- Mix of residential, resorts, and quieter access points
- Less commercial than Central Beach
- Resort/urban beach experience for visitors
- High density hotels often limit public beach access



City of
Hollywood
FLORIDA

HOLLYWOOD BEACH STUDY

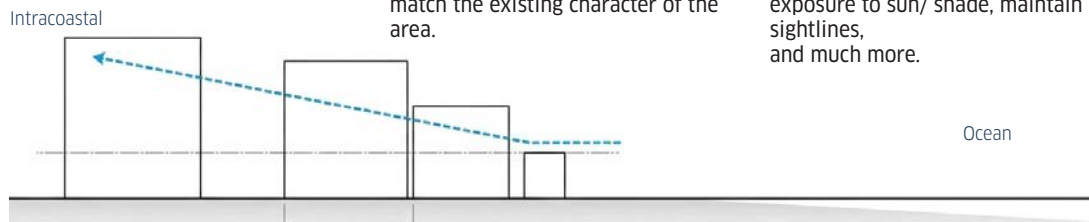
April 29th & 30th Engagement Sessions

INTRODUCING HEIGHT

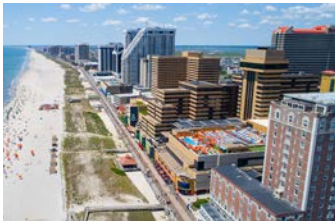
We are *not* making decisions about height right now, but we are exploring the idea of introducing taller buildings.

Based on the feasibility study findings, the initial thinking is that North Beach not be changed, Central Beach could be up to 10 - 15 stories, and South Beach should match the existing character of the area.

Height doesn't have to be uniform, it can be gradual, orderly, or a step-by-step transition (as seen below). *Conceptual gradation* is a design technique used to manage exposure to sun/ shade, maintain sightlines, and much more.



Here are some examples of gradual heights in other coastal places:



Atlantic City, New Jersey

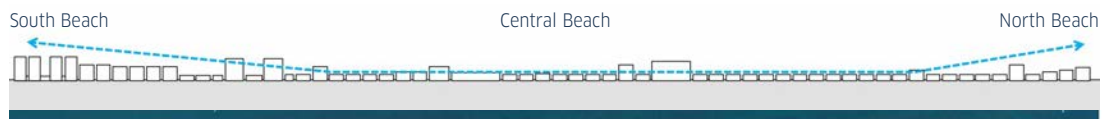


Miami, Florida

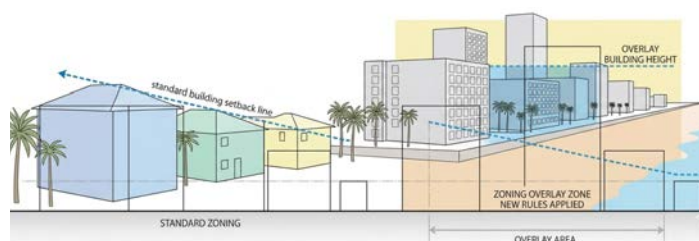


Fort Lauderdale, Florida

Hollywood Beach's current heights are relatively gradual along the coastline:



To implement conceptual gradation while maintaining the character of Hollywood Beach, a *zoning overlay* bonus program. A zoning overlay is a special set of rules placed on top of existing zoning. If the standard zoning allows for a flat height limit across the whole city, an overlay can be used to enforce gradation.



HOLLYWOOD BEACH STUDY

April 29th & 30th Engagement Sessions

INSPIRING PRECEDENTS

Allowing taller buildings in the right places would let Hollywood Beach grow up instead of out, protecting the waterfront and neighbourhood character while creating more housing and public space.

Added density supports local shops, services, and jobs by providing enough customers and workers for markets to thrive year-round.

In today's economic reality, this concentration of people helps local businesses stay viable as land, construction, and operating costs continue to rise.

Here are a few examples of well-designed American coastlines that support the economy while maintaining character and community:



Manhattan Beach, California



Myrtle Beach, South Carolina



Rehoboth, Delaware



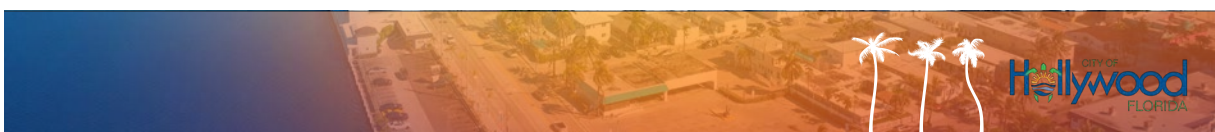
Provincetown, Massachusetts



Capitola, California



Fort Lauderdale, Florida



HOLLYWOOD BEACH STUDY

April 29th & 30th Engagement Sessions

AVOIDING A 'CONDO CANYON'

We have heard before that folks do not want Hollywood Beach to lose its character.

We do not want to look like Golden Beach, or Sunny Isles.

We also know we do not want to change the character of the Broadwalk.

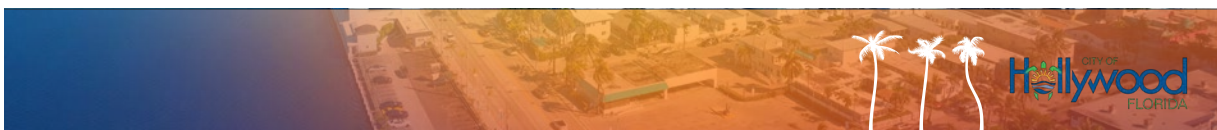


Golden Beach



Sunny Isles

What else should be avoided? Add a sticky note below.



HOLLYWOOD BEACH STUDY

April 29th & 30th Engagement Sessions

KEY CONSIDERATIONS

When we imagine how potential changes to building height rules could affect Hollywood Beach, the goal is not simply “taller buildings”.

The goal is to allow *thoughtful, resilient development* that can feasibly occur that supports the local economy, protects the beach environment, and preserves the special character people associate with the area.

When we consider potential changes, we try to balance economic reality with what makes the beaches unique and beloved. For example, we could tell future developers:



CHARACTER MATTERS.

New buildings must respect the historic look and relaxed beach feel that make Hollywood Beach unique.

DESIGN MATTERS.

How buildings meet the street, the Boardwalk, and neighboring properties is just as important as how tall they are.

LOCAL BUSINESSES MATTER.

Restaurants and services are the main economic driver, and a focal point for attracting visitors.

MARKET REALITIES MATTER.

Zoning must reflect what can actually be built given today's construction costs and economic considerations.

ENVIRONMENTAL RESILIENCY MATTERS.

All development must meet strict FEMA flood and storm-surge requirements.

WEATHER MATTERS.

Ground-level walls must be “frangible”, meaning they are designed to break away during storms so water can pass through.

OUR GOAL

Protect the beach, respect its character, and allow for cool, resilient, and economically viable places.



HOLLYWOOD BEACH STUDY

April 29th & 30th Engagement Sessions

WHAT MAKES A GREAT BEACH?

We want to understand what matters most to you about the beach.

What do you love?
What should stay the same?
What could be better?
What is missing?

On the map, mark areas and add notes with your thoughts with the following colours:

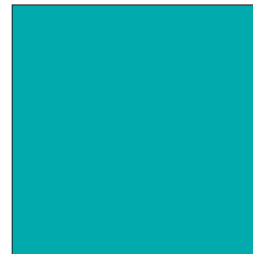
I love this area!



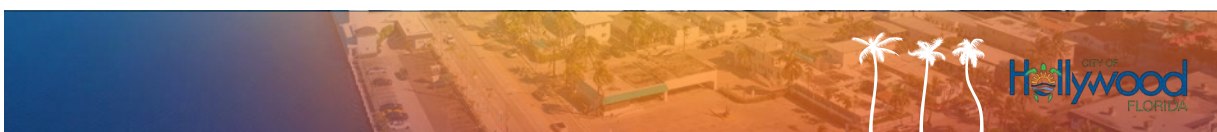
I have concerns about this area



I see opportunities for this area



Other Comments:



HOLLYWOOD BEACH STUDY

April 29th & 30th Engagement Sessions

WHAT FEELS LIKE GOOD DESIGN & PLANNING?

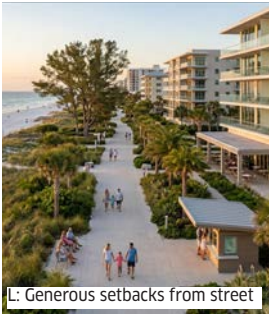
We want to understand which visuals you like best. What feels better to walk along? What would you want more of?

Look at the precedent image pairings below and add a dot under the visual you prefer for each area of the beach.

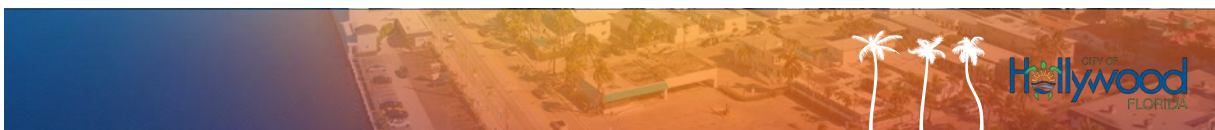
LEGEND

- North Beach
- Central Beach
- South Beach

I PREFER THE IMAGE ON THE...

	LEFT		RIGHT
 L: Active ground floor		 R: Inactive ground floor	
 L: Generous setbacks from street		 R: Tight edges	
 L: Preserve historic feel		 R: Modern & minimal	

**Conceptual for discussion only*



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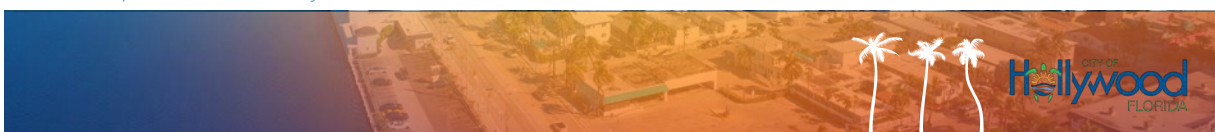
LEGEND

- North Beach
- Central Beach
- South Beach

I PREFER THE IMAGE ON THE...

	LEFT		RIGHT
 L: Stepped massing		 R: Continuous walls	
 L: Varied heights		 R: Uniform conditions	
 L: Public edge		 R: Private edge	

**Conceptual for discussion only*



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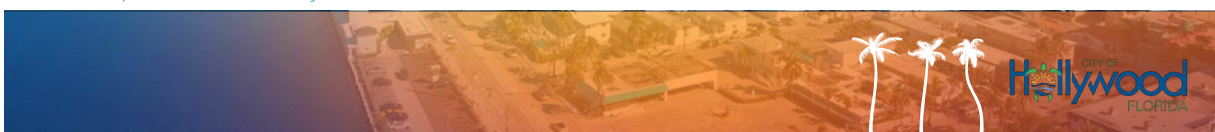
LEGEND

- North Beach
- Central Beach
- South Beach

I PREFER THE IMAGE ON THE...

	LEFT		RIGHT
 L: Bustling open areas		 R: Secluded gathering spaces	
 L: Bioswales & water capture		 R: Retaining walls	
 L: Ecological & organic		 R: Modern & structured	

**Conceptual for discussion only*



HOLLYWOOD BEACH STUDY

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CHALLENGES & OPPORTUNITIES

What should be gained or addressed if we introduce taller heights along Hollywood Beach?

Consider the options below and place a dot in the box for your top 3 priorities.

Add a sticky note underneath if you have further comments.

If additional height is introduced in some areas along Hollywood Beach, what should also be provided or addressed?



Open space & public gathering areas



Shade, seating, landscaping

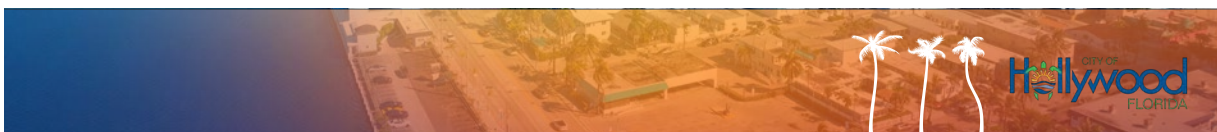


More fitness / wellness amenities



Community or cultural spaces

Other comments:



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Affordable / workforce / senior housing



High quality design & architecture

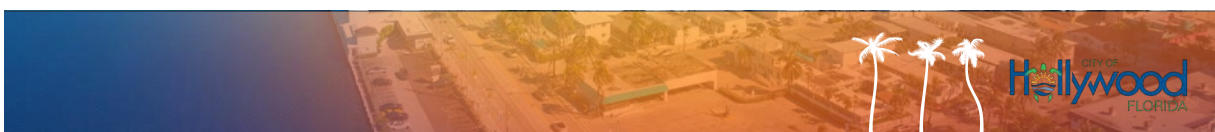


Better mobility (parking, traffic flow, transit, walkability)



Environmental protection

Other comments:



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CHALLENGES & OPPORTUNITIES

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Small business support



New modern restaurants

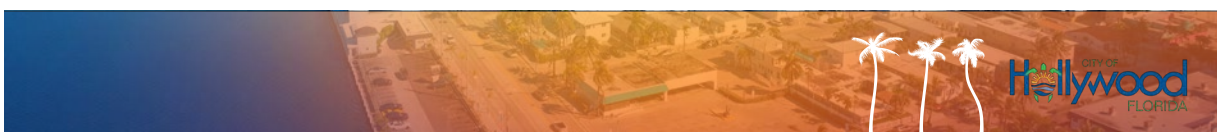


Increased retail



Stronger resiliency (flood protection, infrastructure, etc.)

Other comments:



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CHALLENGES & OPPORTUNITIES

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More Resort and hotels options



Boutique hotel options

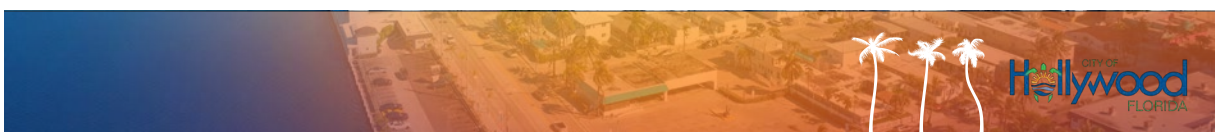


Increase options for public parking



Preservation of historic buildings & local character

Other comments:



HOLLYWOOD BEACH STUDY

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DESIGN GUIDELINES

Hollywood has a unique and charming character. This character is expressed through *urban design* developed from the city's coastal location, historical importance, and natural vegetation.

Urban design is a powerful tool available to help us create an environmentally, socially, and economically viable city. It shapes the physical setting for our lives by holistically considering local environmental systems, culture, geography, history, architecture, city planning, transportation and engineering, real estate economics, and landscape design.

The result is a comprehensive approach to project delivery that ensures quality in the buildings, streets, and places we live.

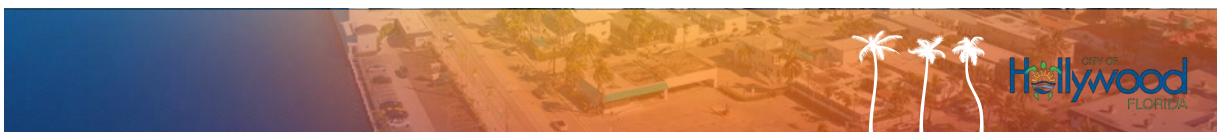
The City of Hollywood is currently working with DIALOG to update the Urban Design Guidelines to reflect contemporary best practices in how we build our city. The Hollywood Beach Study will help inform these guidelines.

Scan the QR code below to stay up to date with this project



STAY INFORMED

Thank you for your participation today! Visit our website for project updates and an Engagement Summary Report. You can also take a survey at our website.



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