

City Commission | City of Hollywood, Florida



Calvin, Giordano & Associates, Inc.
A SAFEBANK COMPANY

HOLLYWOOD BEACH FEASIBILITY STUDY AND ZONING ANALYSIS & HOLLYWOOD BEACH HOTEL

CGA

Calvin, Giordano & Associates, Inc.'s Planning Department takes a comprehensive land development and regulatory approach to planning, delivering high-quality service with a strong emphasis on professionalism.

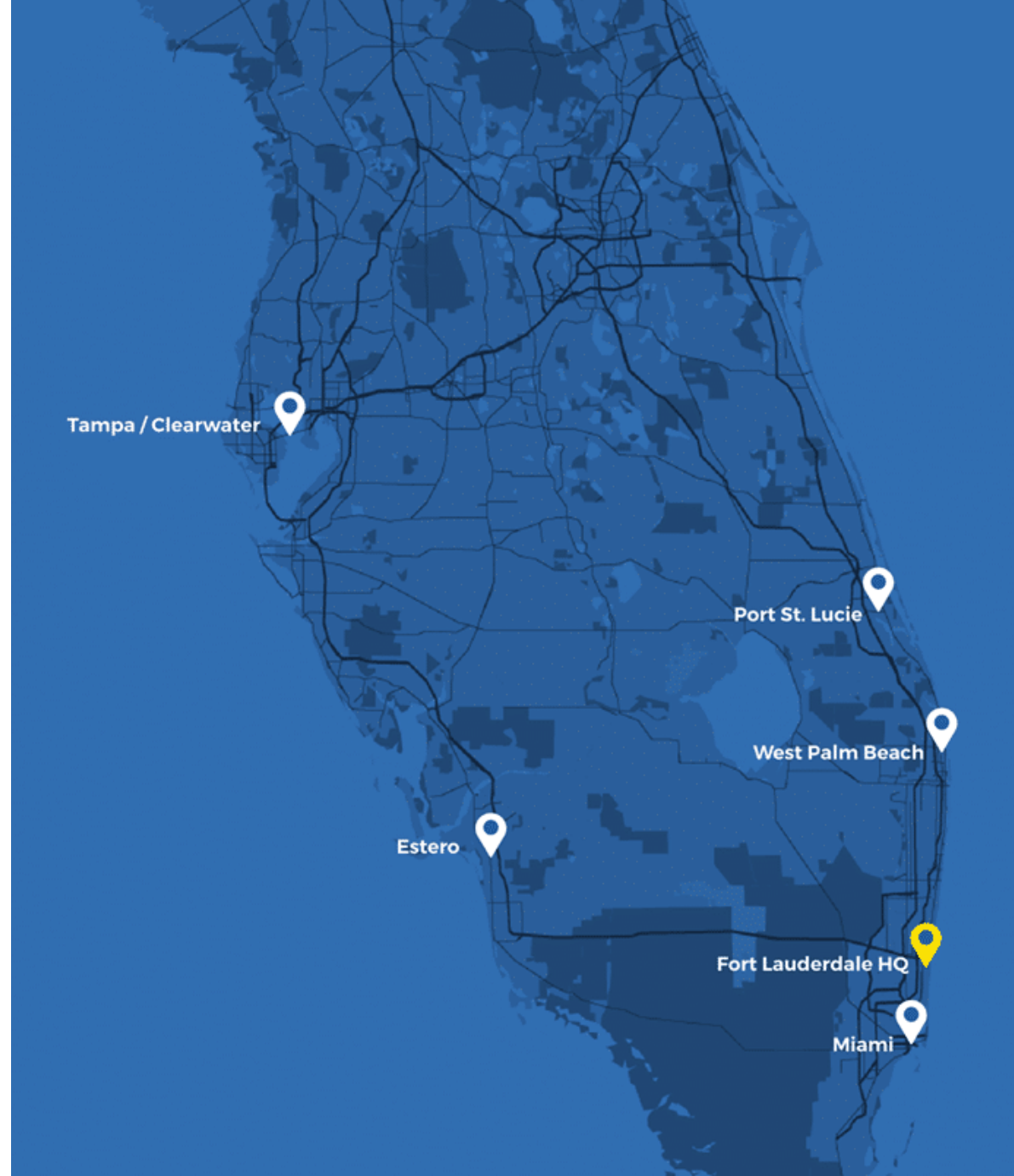
They guide clients through each stage of the design and planning process, providing full transparency into governmental agency review procedures to ensure objectives are clearly defined and effectively met.

Team

Jim Hickey, ACIP

Dave Dixon, AICP

Eric Liff, Lambert Advisors



AGENDA

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



OUR BEAUTIFUL BEACH

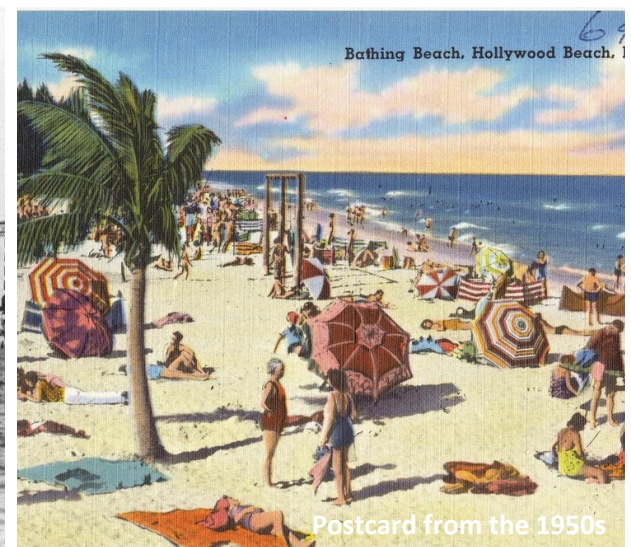
JOSEPH W YOUNG'S VISION

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

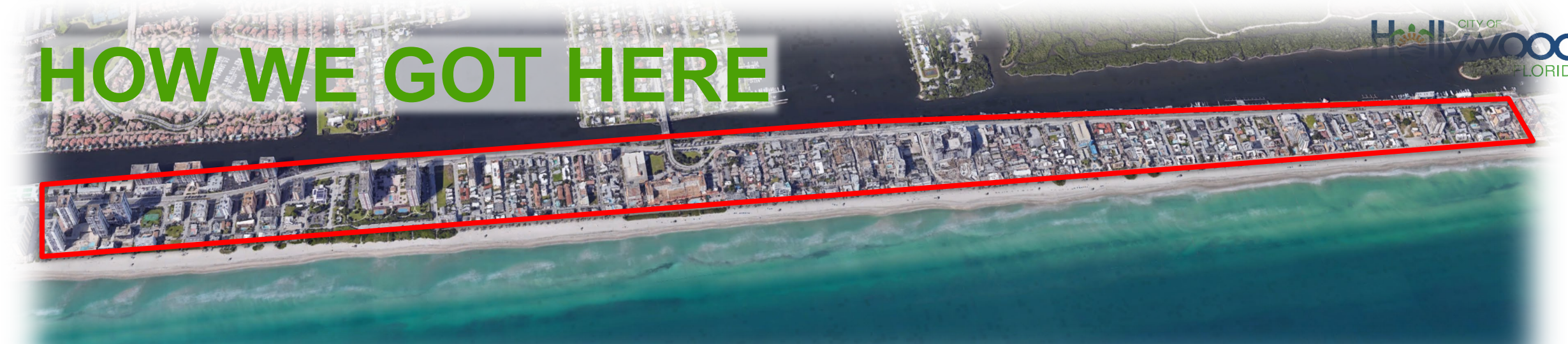
A place where the "opulent" and "humble" could live together.

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

A vibrant social hub that defines Hollywood's identity.



HOW WE GOT HERE



Ordinance No. O-94-14

- RM-25, BRT-25, BWK-25 created
- Heights:
 - **40-ft** where east of Surf Road
 - **50-ft** north of Tyler Street
 - **150-ft** south of Harrison Street depending on lot size

Ordinance No. O-2002-20

- Development east of A-1-A south of Harrison St: Height reduced to **50-ft** for development east of A1A (south of Harrison St) where new construction would significantly obstruct ocean views of existing high-density multifamily buildings on the same block.

Ordinance No. O-2005-010

- **Staff Recommendation:** Tapering heights from 150-feet to **60-feet**
- **City Commission adopted an alternate motion for a 65-foot maximum without tapering**

Ordinance No. O-2007-34

- Hollywood Beach CRA Master Plan
- Hollywood Beach Historic District adopted

Workshop with City Commission

- Meeting Date: April 24, 2019
- Review tapering heights

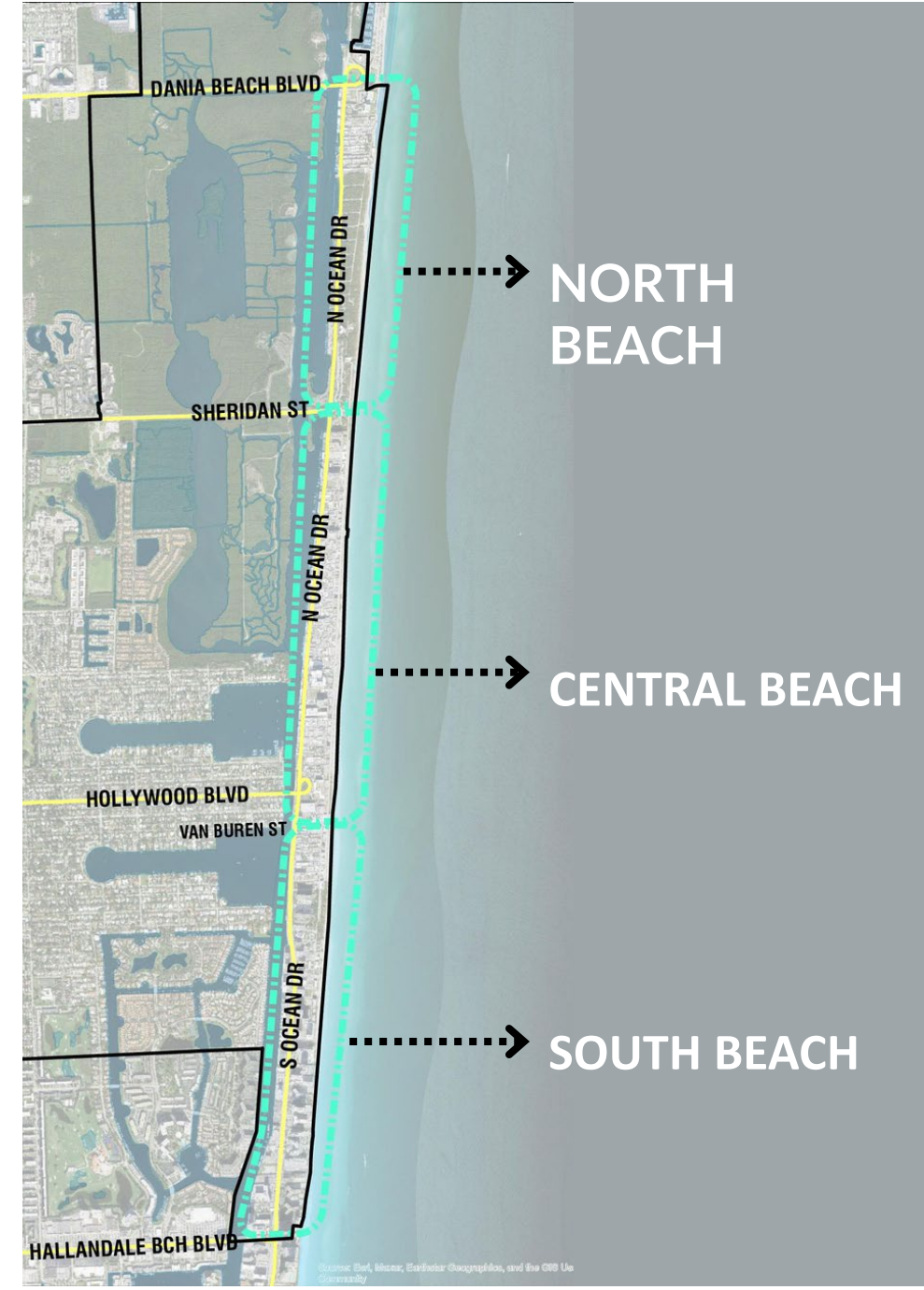
SCOPE OF WORK

What This Conversation Is Intended to Do

- Initiate a policy-level discussion on the future of Hollywood Beach
- Use the Hollywood Beach Hotel as a representative case study
- Present a data-driven assessment of current conditions and redevelopment feasibility
- Frame key tradeoffs between market realities, physical constraints, and public benefit

What This Conversation Is NOT Intended to Do

- Propose specific land use regulations or zoning changes
- Assign development rights or entitlements to any property
- Predetermine outcomes or future policy direction
- Initiate formal changes following this meeting





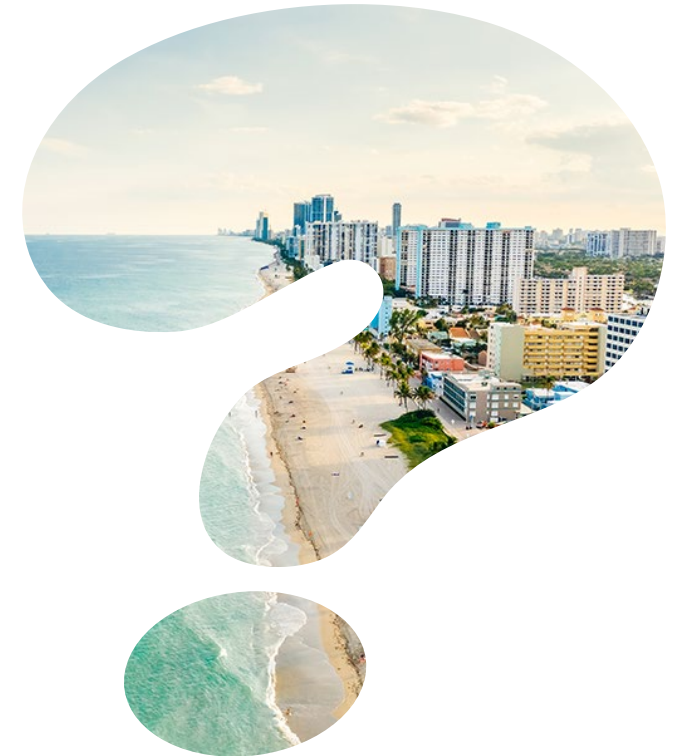
TODAY.....

The Greater Hollywood Beach

- Is the existing beach zoning aligned with current market conditions?
- What constraints limit feasible redevelopment across the Beach, and how can the City maximize public benefit?
- Should the existing Vision be maintained or updated?

Hollywood Beach Hotel

- Illustrates broader challenges affecting reinvestment across the Beach
- Aging structure with deferred maintenance and operational constraints
- Highlights limitations of current zoning and redevelopment feasibility
- Serves as a lens to evaluate policy, market alignment, and outcomes

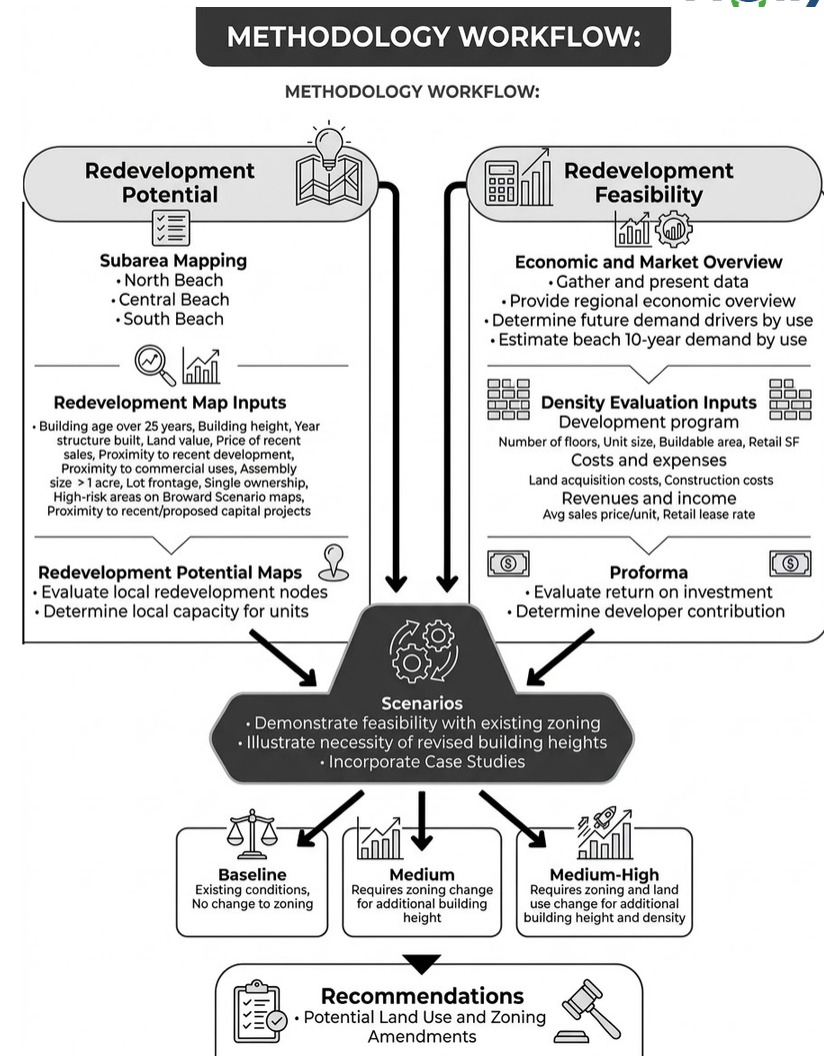


An aerial photograph of a coastal city, likely Miami, featuring a river, a bridge, and numerous palm trees. The image is overlaid with a teal color filter. A large, semi-transparent teal banner is positioned across the middle of the image, containing the word 'METHODOLOGY' in white, bold, uppercase letters.

METHODOLOGY

HOW WE ANSWERED THE QUESTIONS

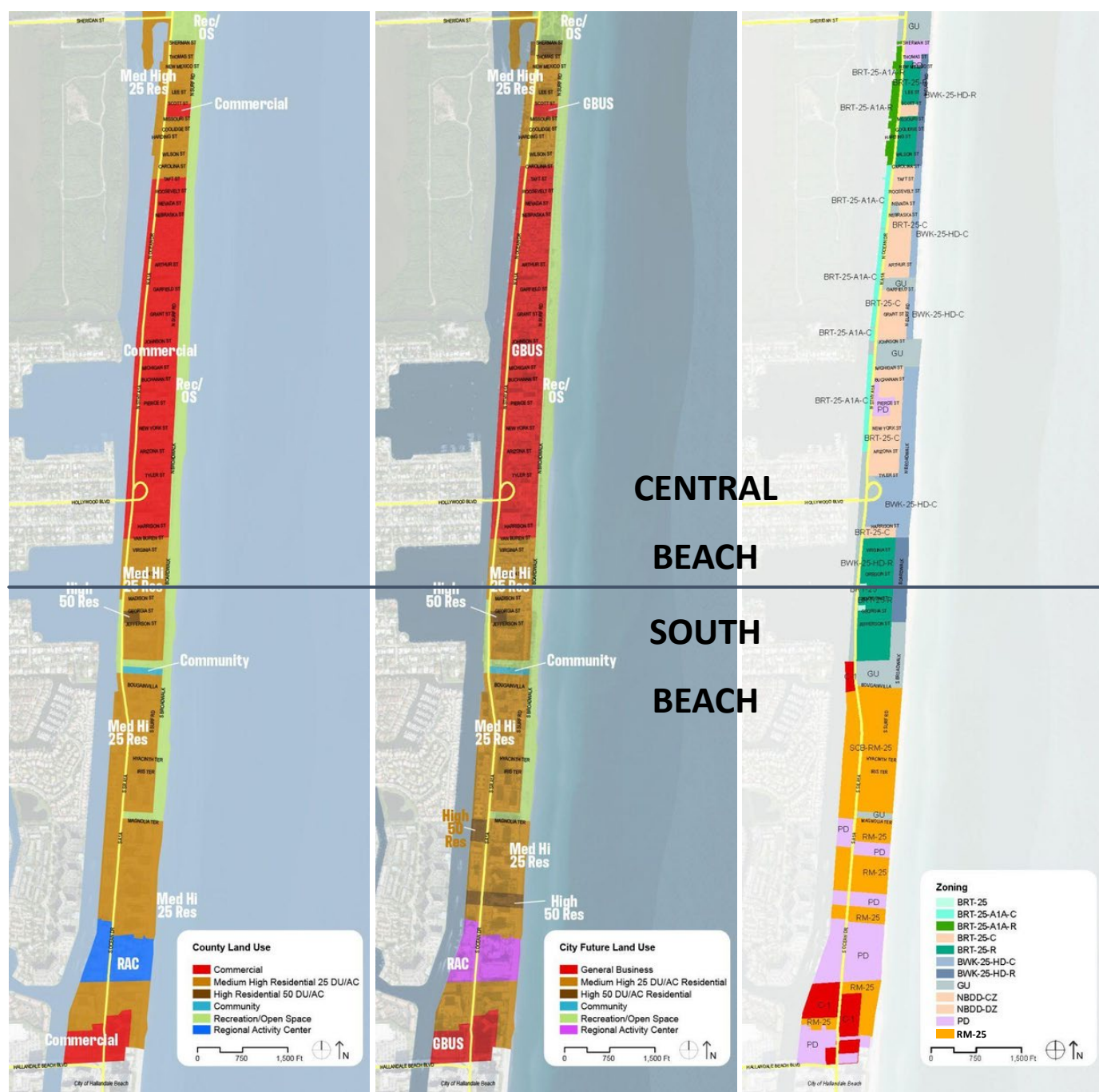
- GIS-based spatial analysis to identify redevelopment opportunity areas
- Parcel-level evaluation using measurable criteria (*size, age, value, location, flood exposure, market trends*)
- Scenario testing through development pro formas (*costs, revenues, and financial feasibility*)
- Comparative case studies to benchmark outcomes and policy approaches
- Assessment of value created through additional development capacity (*“developer contribution” potential*)



LAND USE PLANNING

In Broward County

	County Comprehensive Plan	City Comprehensive Plan	Zoning
Designations	Medium-High High-Residential Commercial	Medium-High High-Residential General Business	BRT-25 BWK-25 BRT-25 RM-25 PD GU
Density		Residential: 25 Du/Ac Central Beach Commercial: 50-100* Rooms/Ac (*utilizing Hotel Pool) South Beach Commercial: 150-300 Rooms/Ac (Density Pool)	Residential: 25 units per acre Hotel/motel: 70 rooms per acre
Heights	Does not define	Does not define	Residential: 50 Ft Hotel: 65 Ft





SPATIAL ANALYSIS

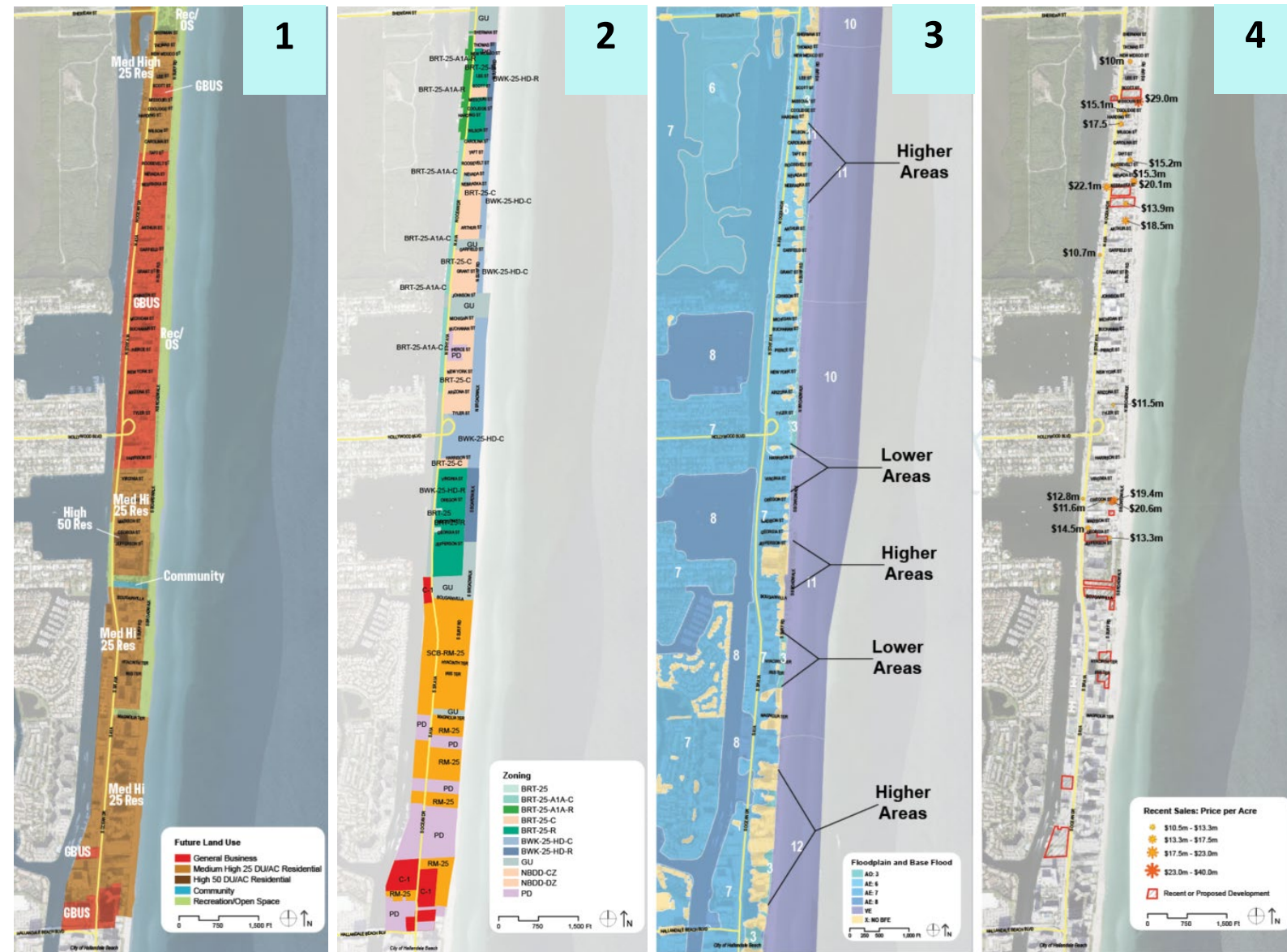
Conduct zoning, land use, physical conditions, and development mapping, including GIS-based optimization mapping to identify potential redevelopment clusters.

Redevelopment potential mapping layers (from left):

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

Additional considerations:

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



REDEVELOPMENT SCENARIOS PRO-FORMA ANALYSIS

WHAT ARE SCENARIOS?

A | BASELINE

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

B | MEDIUM

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

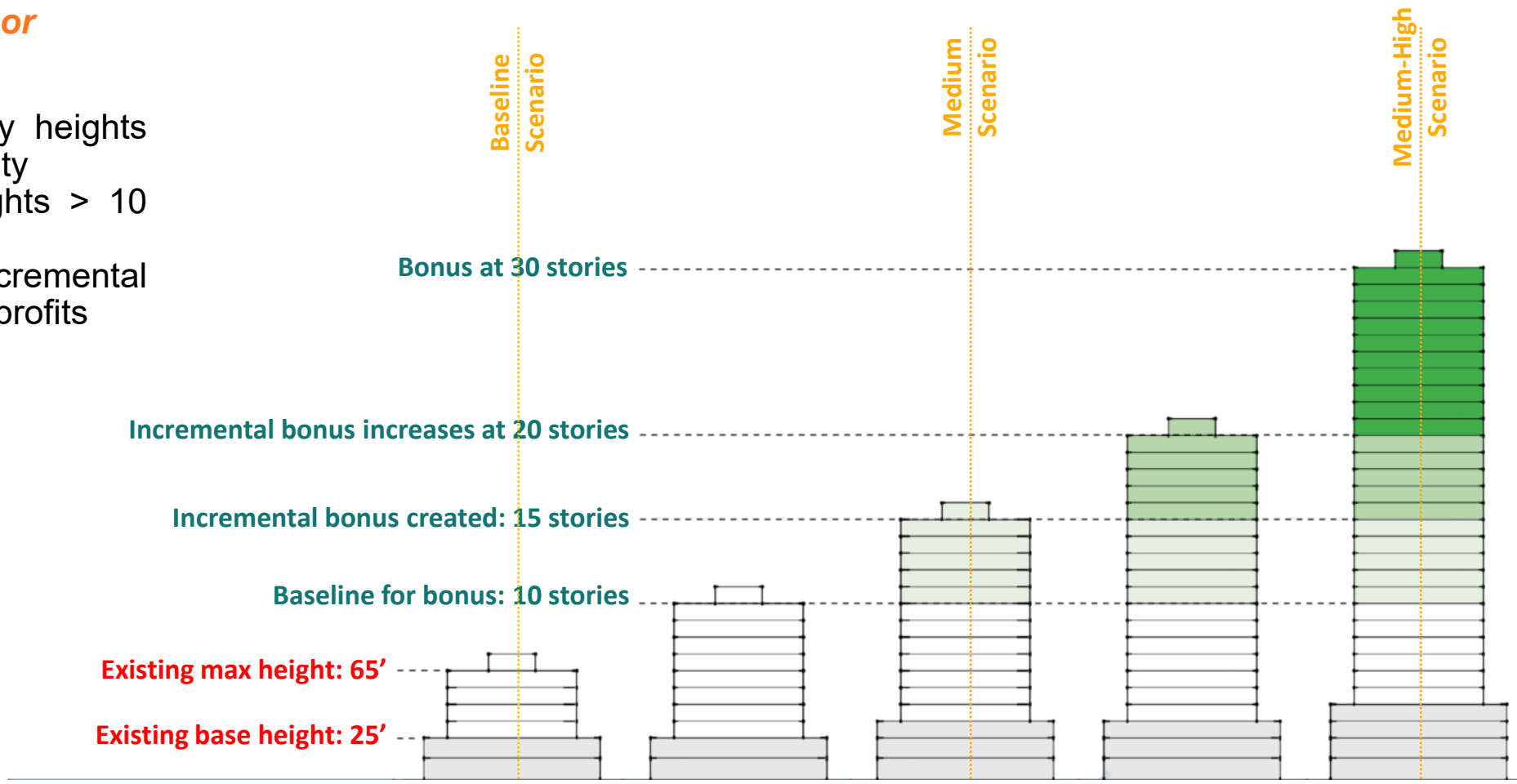
C | MEDIUM-HIGH

Explores outcomes **up to 30 stories above grade:** Feasible, includes potential incremental value increase (developer contribution).

DEVELOPER CONTRIBUTIONS

“Potential Incremental Value” or “Developer Contribution”

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



BASELINE SCENARIO

**NO CHANGE
NOT FEASIBLE**

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



	FEASIBILITY	LAND USE COUNTY PERMISSION	CITY ZONING PERMISSION
NORTH	NO	YES	YES
CENTRAL	NO	YES	YES
SOUTH	NO	YES	YES



DEMONSTRATION ONLY: THESE ARE TEST SCENARIOS CREATED FOR ILLUSTRATIVE PURPOSES. NOT INTENDED FOR PRODUCTION OR OFFICIAL USE.

MEDIUM SCENARIO

10 TO 15+ STORIES

FEASIBLE

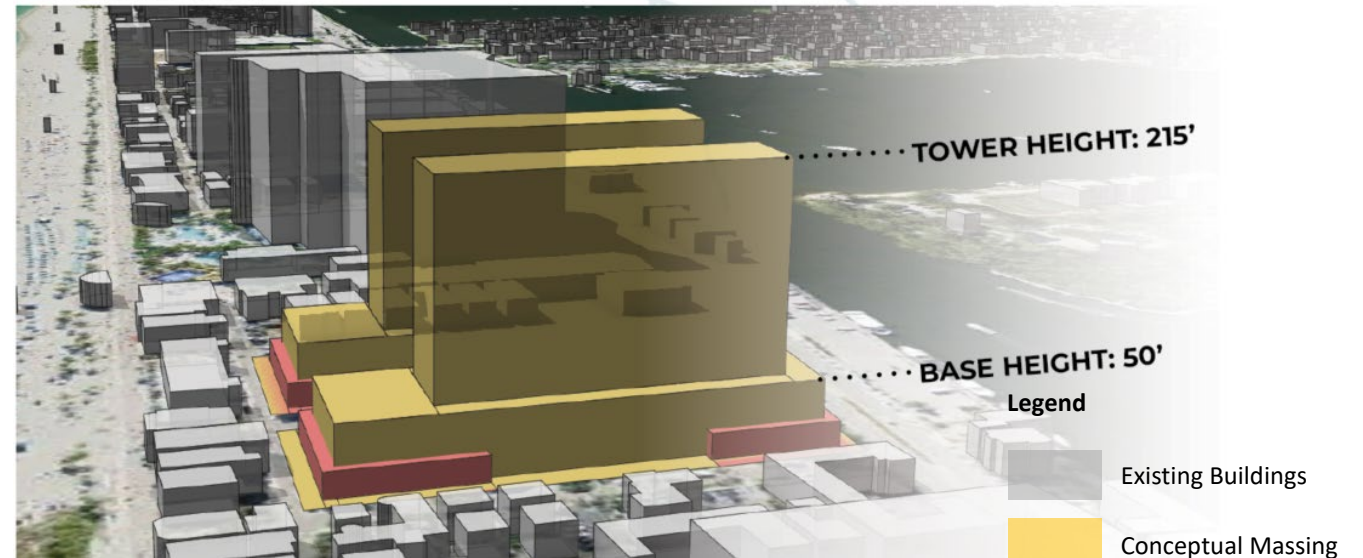
Increasing height from ~10 to 15+ stories is necessary to move projects from infeasible toward feasibility, with ROI approaching market benchmarks

Additional height improves project viability but does not generate excess value (no developer contribution)—indicating height is needed to make projects work, not to over-incentivize development

	FEASIBILITY	LAND USE COUNTY PERMISSION	CITY ZONING PERMISSION
NORTH	YES	YES	NO
CENTRAL	YES	YES	NO
SOUTH	YES	YES	NO



Medium Intensity



DEMONSTRATION ONLY: THESE ARE TEST SCENARIOS CREATED FOR ILLUSTRATIVE PURPOSES. NOT INTENDED FOR PRODUCTION OR OFFICIAL USE.

MEDIUM-HIGH SCENARIO

20 TO 30 STORIES

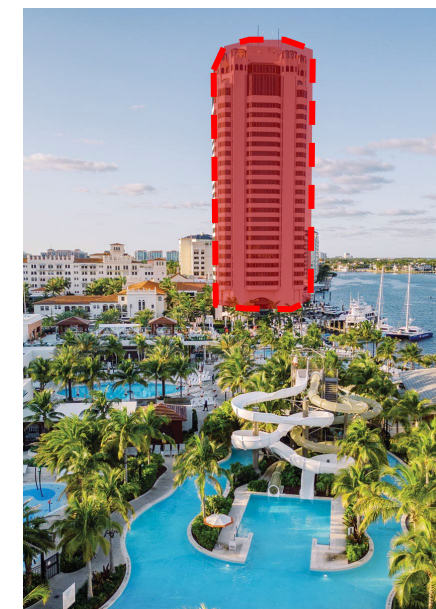
FEASIBLE

EXCEEDS THE ALLOWABLE BUILDING HEIGHT

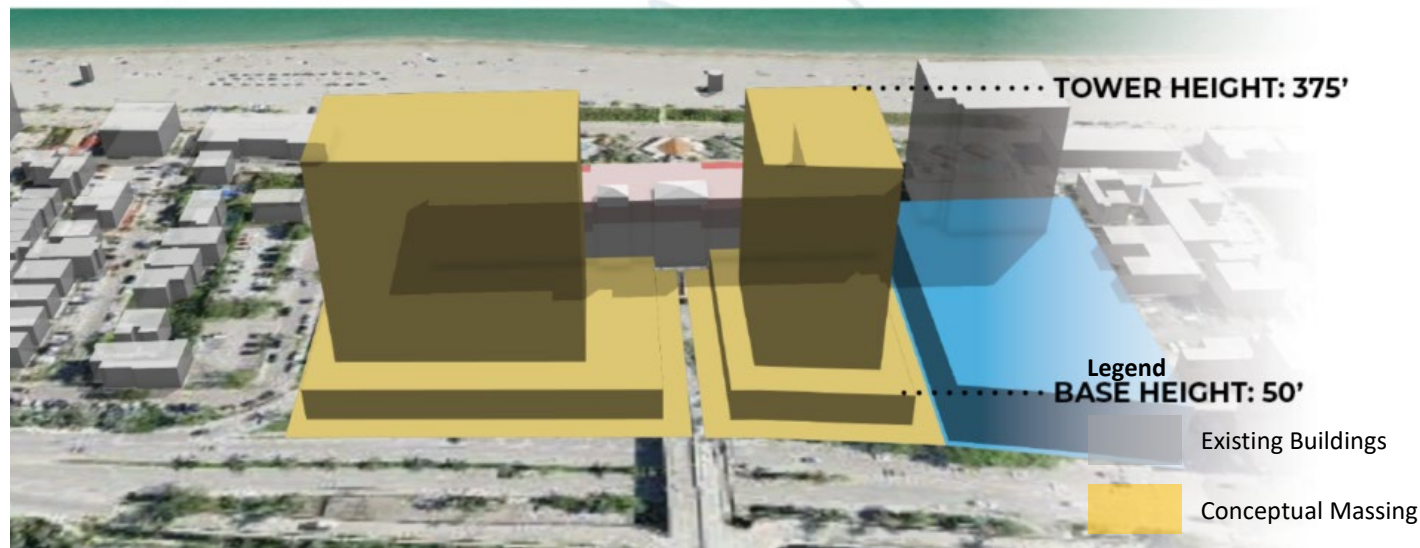
Increasing height from ~20 to 25-30 stories results in fully feasible projects, exceeding standard ROI benchmarks

Additional height generates measurable incremental value (~\$17M), creating an opportunity for structured public benefit

	FEASIBILITY	LAND USE COUNTY	CITY ZONING
NORTH	YES	NO	NO
CENTRAL	YES	YES	NO
SOUTH	YES	NO	NO



Medium-High Intensity: 30 Stories



DEMONSTRATION ONLY: THESE ARE TEST SCENARIOS CREATED FOR ILLUSTRATIVE PURPOSES. NOT INTENDED FOR PRODUCTION OR OFFICIAL USE.

CASE STUDIES REVIEW:

Design and Development Programs

SUNNY ISLES BEACH



NORTH BAY VILLAGE



FORT LAUDERDALE



MIAMI BEACH



HOLLYWOOD BEACH HOTEL



CASE STUDY

Sunny Isles, Development Bonus Design and Development Programs

Positives:

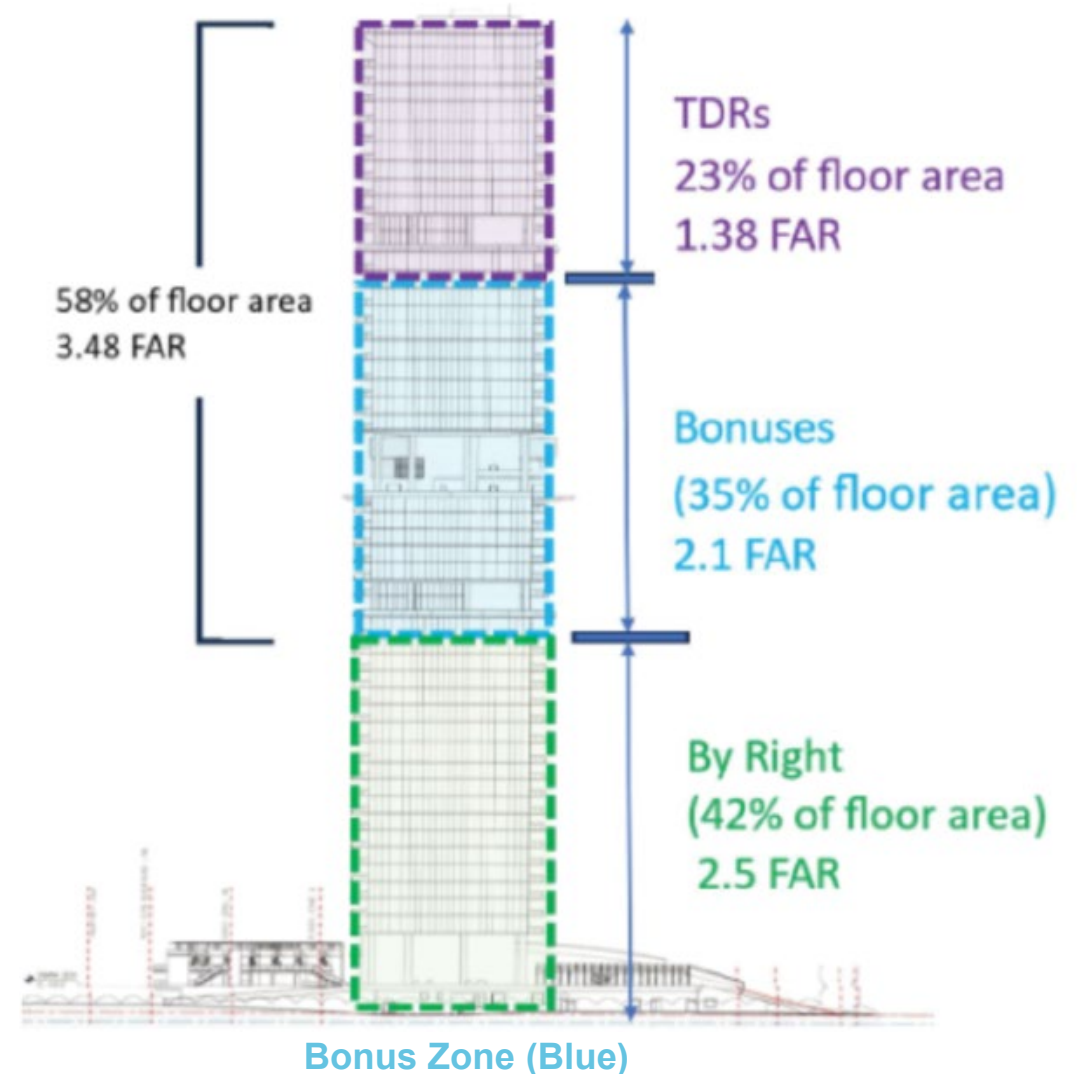
- Establishes 4 contribution “buckets”
- Contribution options can apply outside bonus zone, e.g. payments for affordable housing in multifamily zones elsewhere

Negatives:

- Enables continuous high-rise frontage creates a canyon condition and erodes human-scale, village character.
- Overreliance on a single arterial limits walkability, comfort, and safe pedestrian movement.
- Private lobbies and inactive podiums fail to create a cohesive, vibrant street experience.

Development Bonus Program Contribution Options:

- Trust fund: Created mechanism for direct financial contribution.
- Physical improvement: Developer must build something.
- Build affordable housing units.
- Beach access easements.
- Enclosed parking.
- Public oceanfront park and open space enhancement.
- Dedication of property or ROW.
- Waterfront location incentive.
- Site assembly incentive.



CASE STUDY

North Bay Village Height Incentives and Community Contribution Fees

Positives:

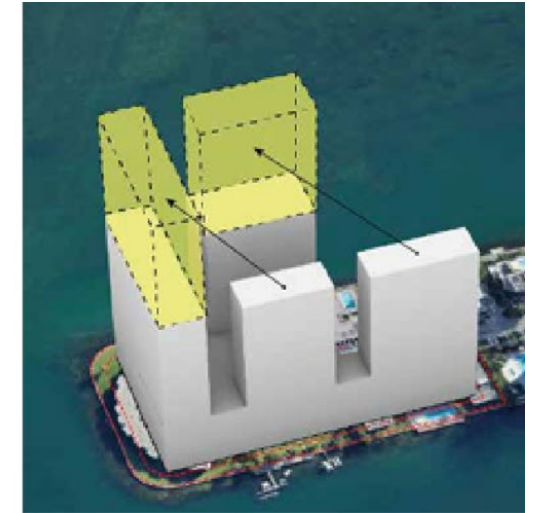
- Directly incentivizes and leads to creation of community needs (opens space, waterfront access)
- Targets specifically-determined incentive areas
- Only permits bonus height if utility capacity is satisfied

Negatives:

- Community contribution fee schedule
- Urban context not exactly comparable
- Transferable development density
- Island geography + fragmented redevelopment results in isolated towers with no cohesive “place” or walkable core.
- Limited continuous waterfront access and inconsistent ground-floor uses reduce vibrancy and community feel.

Developer Contribution:

- Open space creation: 9,000 SF park.
- Create waterfront access and parking.
- Dedicated pedestrian paths: 1,200 linear feet.
- Recreation features: kayak launch, boat ramp.
- Community Contribution Fee: \$500,000.
- Contribution Fee through Transfer of Density Rights (TDR) program: \$10m, \$2.2m pre-paid.
- Workforce housing payment in lieu: \$74k per unit.



Example of transferring height within a project



CASE STUDY

Ft Lauderdale ABA Zone District Design Compatibility and Community Character Scoring

Positives:

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

Negatives:

- Homogenous design
- Requires discretion when creating regulating map

Developer Contribution:

- Line parking above first floor with habitable space (2 points).
- Provide parking that serves municipal use (2 points).
- Implement flood resiliency in design: stormwater capacity, solar access, cool roofs, green roofs (2 points).
- Internalize loading zone (2 points).
- Provide >20% open space above minimum (2 points).
- 75% of ground level façade along a right-of-way has active liner (2 points).
- Durable exterior materials (stone, masonry, metal paneling, glass) on 80% of façades (2 points).
- Minimum of 4 expressive tower elements: sculpted roof forms, terraced upper levels, integrated vertical architectural elements, viewing, and expressive tower top design (2 points).



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

CASE STUDY

City of Miami "Resiliency Trust Fund" Height Incentive Program

Positives:

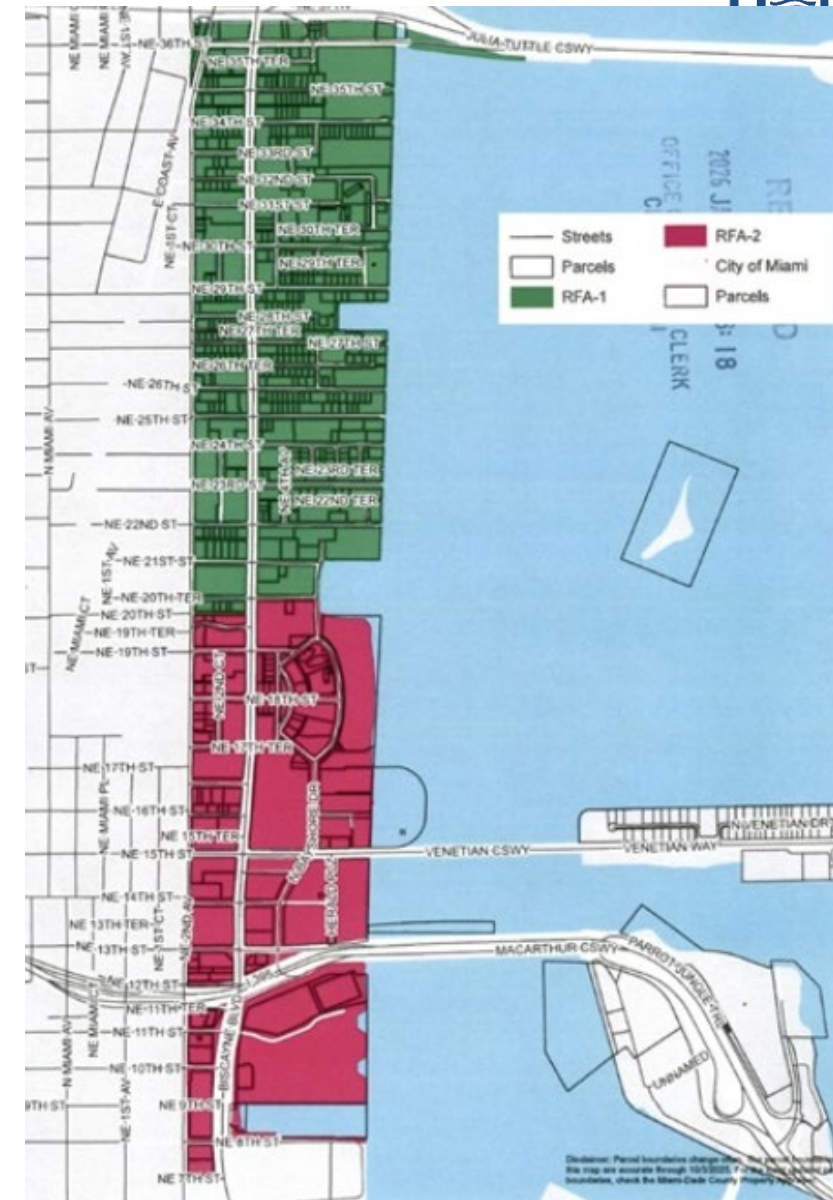
- Rewards additional height if development contributes to fund dedicated to resiliency projects
- Funds must be used on projects in same geographic area

Negatives:

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

Development Contribution:

- Contribution to resiliency project fund
 - Fee = average construction cost of resiliency project x number of units
- Project types:
 - Storm water pump stations
 - Elevating streets
 - Erecting seawalls
 - Adding rain gardens
 - Bioswales
 - Native tree plantings



Edgewater Resiliency Fund Area



CASE STUDY: HOLLYWOOD FL.....



CASE STUDY:

HOLLYWOOD BEACH HOTEL

- Size: Approx. 10 acres, now fragmented
- Height: 7 Stories / approximately 78.5 feet
- Estimated GFA: approximately 200,000 sq. ft.
- Current Use: Vacant building, parking garage and FDOT ramp
- Founder: Joseph Young
- Date of Construction: 1925; Building is 100 years old



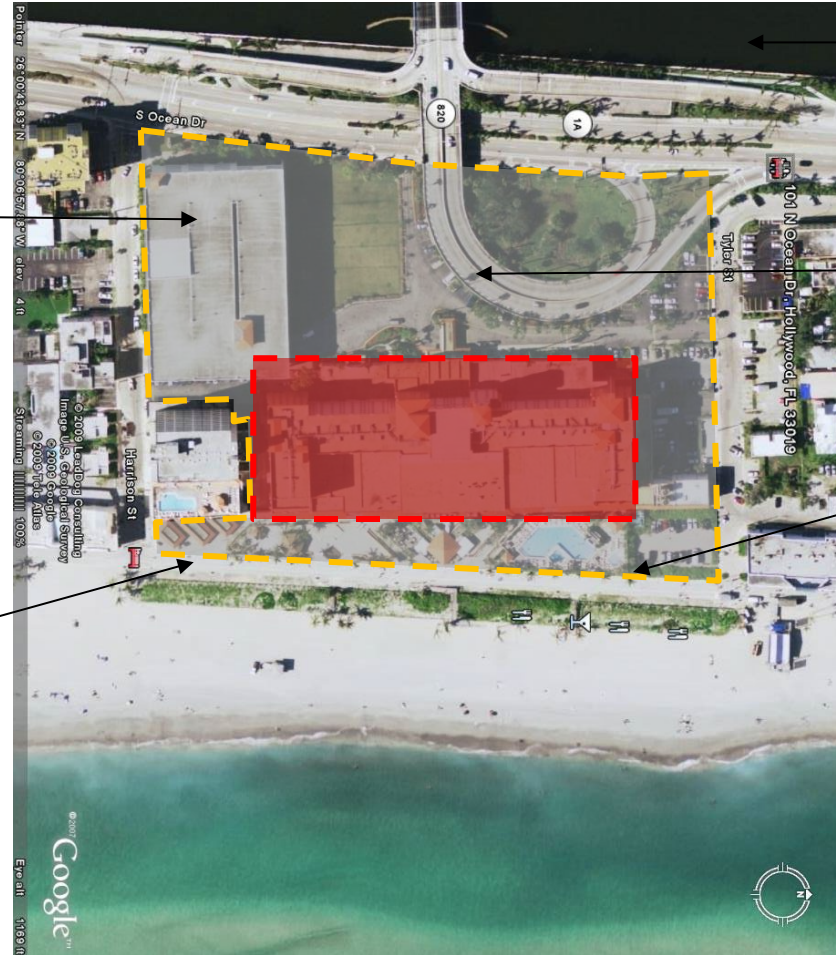
SITE CONTEXT



Parking Garage



Central Anchor of Hollywood Beach Boardwalk



Intracoastal Waterway



FDOT Ramp

Beachfront along Atlantic Ocean

Legend

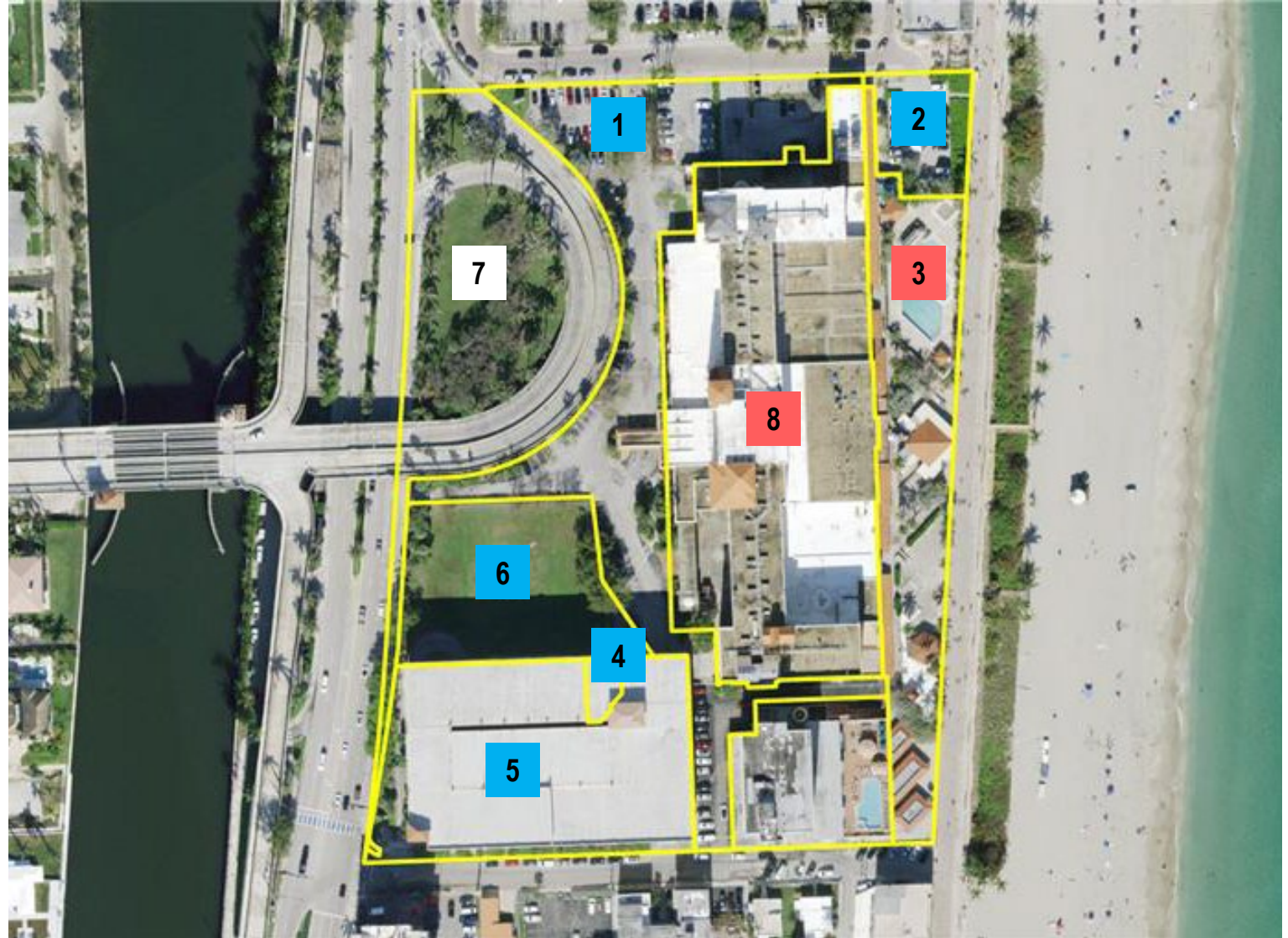
-  Subject Site
-  Hollywood Beach Hotel

OWNERSHIP

1, 2, & 4-6: Gary R Jaffe (HOLLYWOOD BEACH GARAGE LTD PRTR)

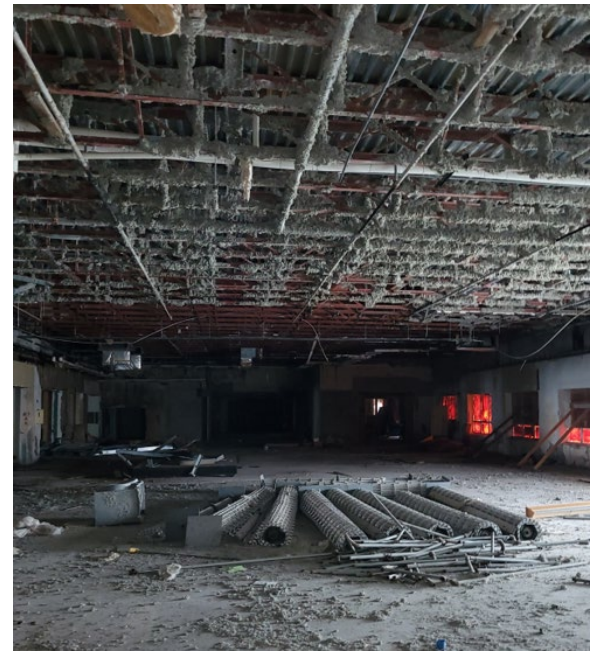
3 & 8: Lieber, Esquire, Oren (HOLLYWOOD HORIZONS OWNER LLC)

7: FLORIDA DEPT OF TRANSPORTATION OFFICE OF RIGHT OF WAY



CURRENT CONDITIONS

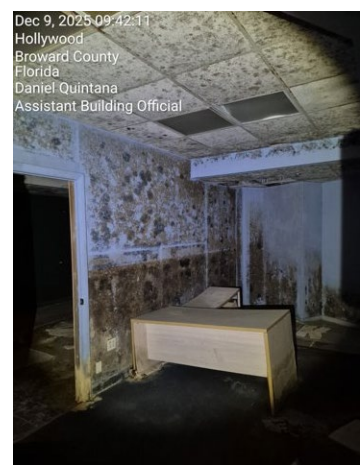
- Roof & Tarp Damage
- Biological Growth (Mold or Algae)
- Compromised Stucco
- Signs of Deteriorated Walls
- Spalling Concrete Beams
- Ceiling Collapse on Penthouse Floor
- Deteriorating Mezzanine
- Removed Overhang
- Roof Deck Water Infiltration
- Water Intrusion
- Exposed Ceilings



Dec 9, 2025 10:35:51
101 North Ocean Drive
Hollywood
Broward County
Florida
Daniel Quintana
Assistant Building Official



5/6/22
Ocean Drive
County
ntana
Building Official



Dec 9, 2025 09:42:11
Hollywood
Broward County
Florida
Daniel Quintana
Assistant Building Official



UNSAFE STRUCTURE BOARD

City's Request:

The City will ask the Board to require the property owner, within 30 to 60 days, to obtain permits to secure the building envelope by repairing or replacing the roof, windows, doors, walls, and any exterior openings to prevent further water or moisture intrusion.

Potential Outcomes:

1. The Board may rule in favor of the City → issue a Board Order for requested repairs.
2. The Board may rule in favor of the City → issue a Board Order for different course of action.
3. The Board may rule contrary to the City → issue a Board Order for different course of action.

Scheduled Meeting Date: April 15, 2026

BROWARD COUNTY
Public Works and Environmental Services Department
BUILDING CODE DIVISION / CODE ENFORCEMENT SECTION
2307 West Broward Boulevard, Suite 630, Fort Lauderdale, Florida 33312 • 954.765.4433

**BROWARD COUNTY UNSAFE STRUCTURES BOARD
NOTICE OF HEARING**

City of Hollywood, a Florida Municipal Corporation CASE# 25-1023
FOLIO 1213-80-9998

Complainant:
vs HOLLYWOOD BEACH HOTEL OWNERS ASSOCIATION INC

Respondent:
Violator Address: 101 N OCEAN DRIVE, HOLLYWOOD FL 33019

Dear Property Owner:

You are hereby advised that the Broward County Unsafe Structures Board will meet on 4/15/2026 at 2:00 pm, at Building Code Services Division, Hearing Room, 2307 West Broward Blvd, Suite 300, Fort Lauderdale, FL 33312

Violation:

- 116.2.1.2.1 There is a failure, hanging loose, or loosening of any siding, block, brick, or other building material.
- 116.2.1.2.2 There is a deterioration of the structure or structural parts.
- 116.2.1.2.3 The building is partially destroyed.
- 116.2.1.2.4 There is an structural sagging or leaning out of plumb of the building or any parts of the building, and such effect is caused by deterioration or overstressing.
- 116.2.1.2.5 The electrical or mechanical installations or systems create a hazardous condition in violation of this Code.
- 116.2.1.2.6 An unsanitary condition exists by reason of inadequate or malfunctioning sanitary facilities or waste disposal systems.

This is to notify you of your right to appear at the above-mentioned meeting to act on your behalf.

If a person desires to appeal any decision with respect to any matter considered at these hearings, such person will need a review of the proceedings for such purpose, and such person may need to ensure that a verbatim record of proceedings being appealed is made, (which includes testimony in evidence upon which the appeal is to be based) any of the above violations are corrected and then recur, the case may still be presented to the Board.

If you wish to discuss this Hearing Notice, call 954-821-3335 Ext.1 between 7:00 AM and 5:00 PM, Monday through Thursday.

Russell King - City of Hollywood Beach Chief Building Official

I HEREBY CERTIFY the above letter was sent via Certified U.S. Mail Return Requested and via regular U.S. Mail, to the above-named Respondent on the 10th day of February, 2026.

Maria Rodriguez
Print Notary Name: Maria Rodriguez

CONSTRAINTS: FEMA & CCCL

Existing grade:

- **3-feet, 5-inches NAVD88**

FEMA Firm 100-Year Base Floor Elevation (BFE):

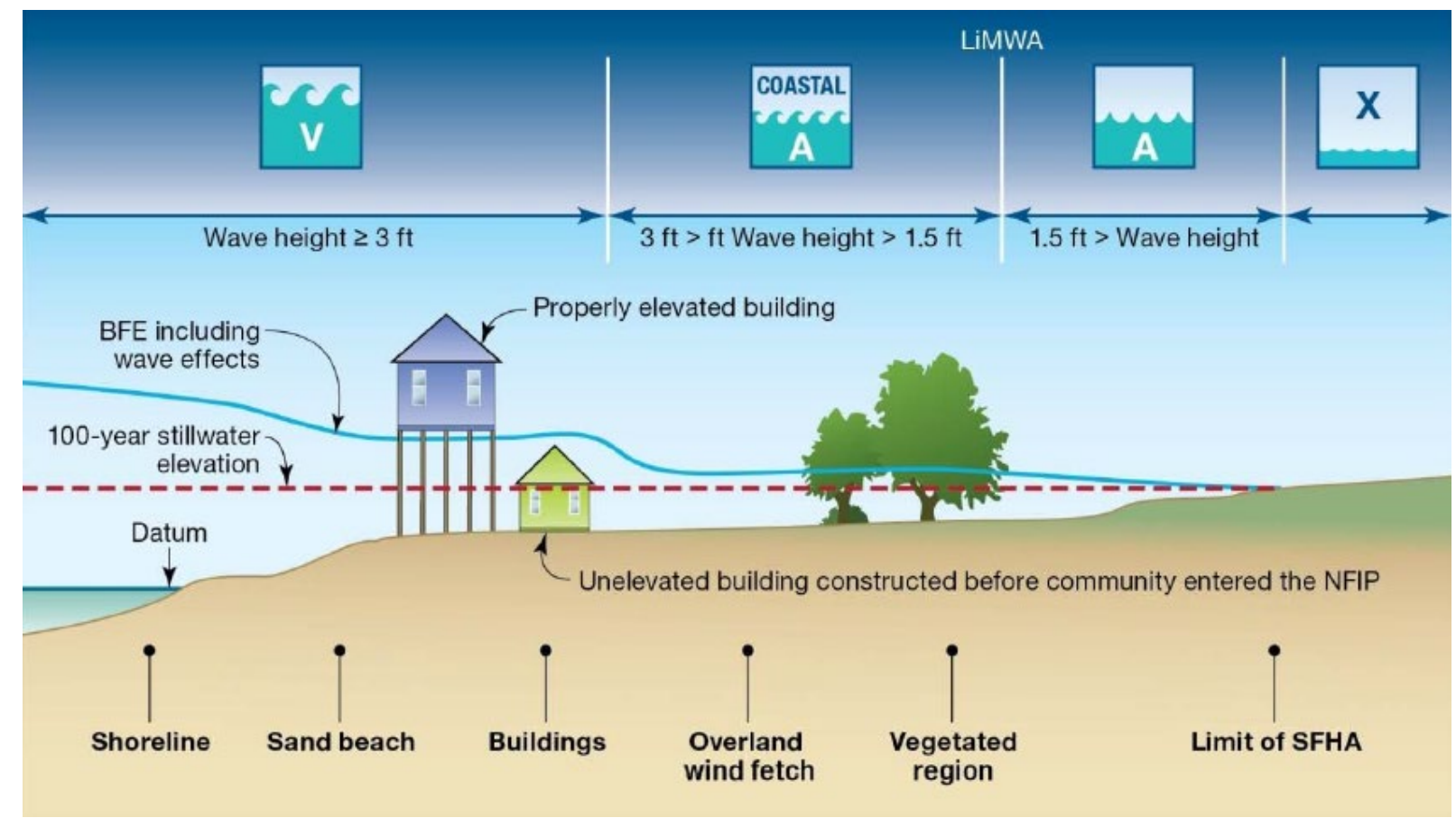
- **6-feet NAVD88**

New Construction Finish Floor Elevation (BFE +1):

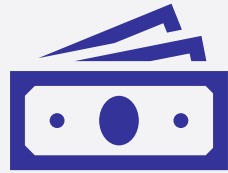
- **7-feet NAVD88**

FDEP 100 Year Flood:

- **Coastal Construction Control Line**
- **17-feet, 6 inches NAVD88**



CONSTRAINTS: FINANCIAL



Accumulating Tax Burden

\$750K unpaid property taxes
between 2023 to 2025

Continued accumulation



Substantial Debt Exposure

\$100M mortgage debt
(approximate, as of Dec 2025)*

\$21.5M Mezzanine loan
currently **in default***

**Pending Auction of
Mezzanine due to Default**



Non-Performing Asset

Vacant and non-operational

No income generation

Ongoing carrying costs

Ownership Uncertainty

*As publicly published

AREAS OF OPPORTUNITY

Terminus View

Surrounding Site

Hotel Building

Oceanfront



FDOT Ramp

Site Unity

Preservation & Landmark Development

Adaptive Reuse

Activated Public Realm

CASE STUDY (Don CeSar, St Pete Beach FL)



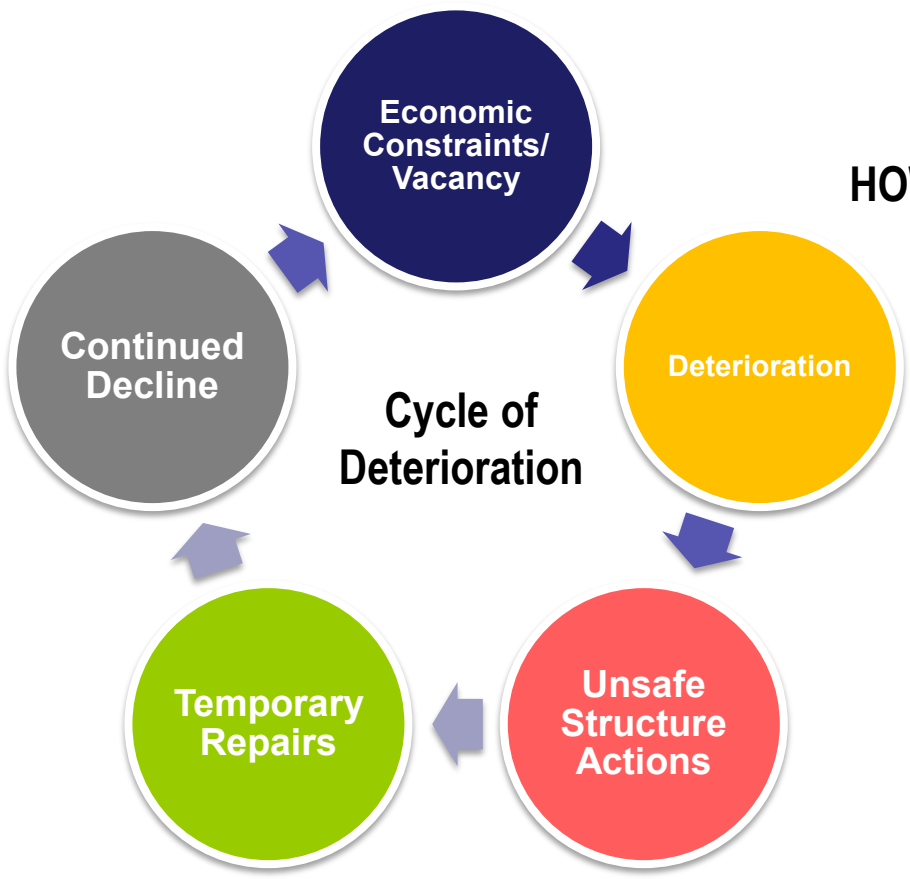
CASE STUDY (The Boca Raton, FL)



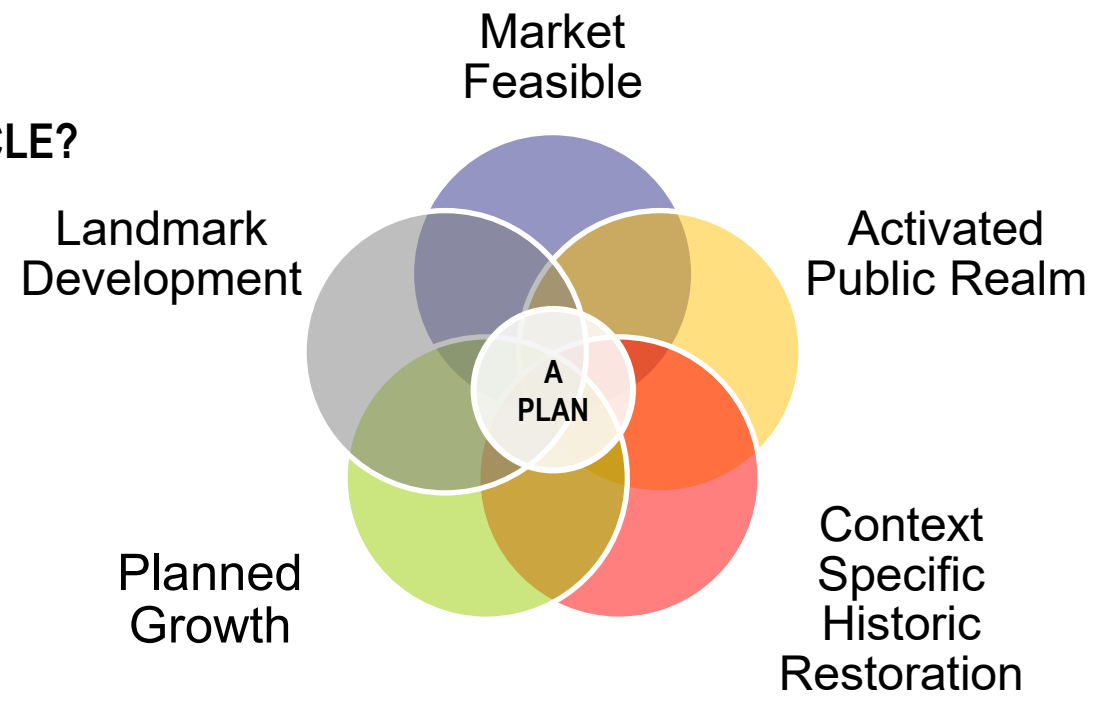
CASE STUDY (The Boca Raton, FL)



CYCLE OF DETERIORATION VS. REINVESTMENT



HOW DO WE BREAK THE CYCLE?



EXISTING REGULATORY FRAMEWORK

	County Comprehensive Plan	City Comprehensive Plan	Current Zoning Permissions	Existing Hollywood Beach Hotel
Current Regulatory Designation	Commerce	General Business	BWK-25-HD-C	BWK-25-HD-C
Current Land Use Permissions for Residential	NOT PERMITTED	NOT PERMITTED	NOT PERMITTED	Through Memorialization of Legacy Entitlements*
Height	N/A	N/A	40 feet	7 stories / 78.5 feet
Residential Density (GBUS)	UNDER REVIEW*	UNDER REVIEW*	NOT PERMITTED	401 units*
Hotel Density	N/A	50-300 rooms/acre	70 rooms/acre	~123 rooms/acre
Hotel Pool	N/A	717	N/A	N/A
Flexibility Units	Permitted to a Maximum of 25 du/acre	Permitted by Criteria	N/A	N/A

*Only Permissible by the Memorialization of Legacy Entitlements

PLANNING TOOLKIT

OBJECTIVE: Incentivize context sensitive restoration and redevelopment by leveraging the **planning controls** available to achieve a productive end result.

Elements within the City’s Control:

1. *Seek to Memorialize Legacy Entitlements (401 units)**
2. Leverage Hotel Room Density
3. Modify Height Regulations
4. Establish Design Controls by way of Policy

	City Regulations	County Regulations
Current Land Use Permissions for Residential	NO	NO
Height	YES	N/A
Residential Density	UNDER REVIEW*	UNDER REVIEW*
Hotel Density (GBUS)	YES	N/A
Hotel Pool	YES	N/A
Flexibility Units	YES	YES

NOTE: As the City does not own any properties within the site, it has limited authority over preservation.

***Only Permissible by the Memorialization of Legacy Entitlements**



INITIAL FINDINGS

FINDINGS

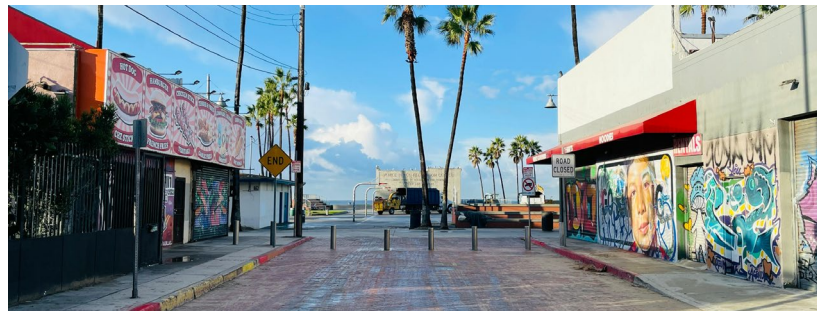
CHARACTER AREAS

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



BUILDING CONDITIONS

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



RESILIENCY AND FEMA

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



FINDINGS

LIVE LOCAL ACT

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

Allows the highest height within one mile, or 3 stories—whichever is greater

Channeling LLA to identified spots where height can be accommodated

Live Local applies to by-right, bonusing is different

CASE STUDIES

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

URBAN DESIGN

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



LOOKING BACK TO MOVE FORWARD

Why a Clear Vision Matters

Past Approach

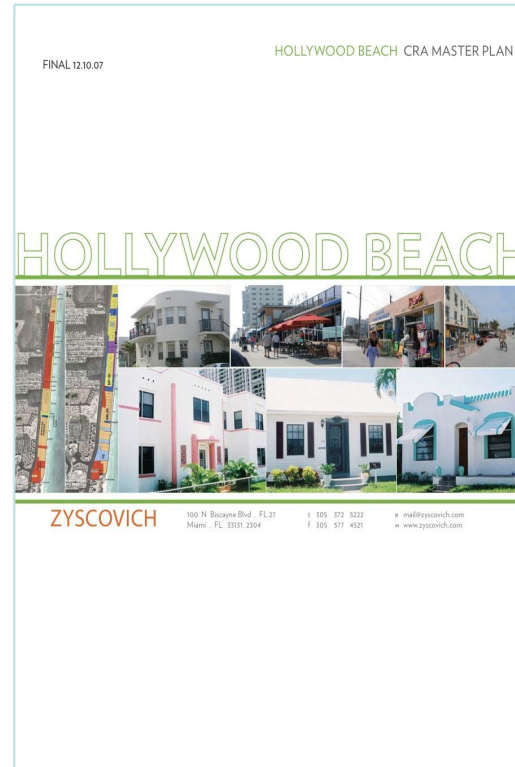
- Strong values, but no clear identity or end-state
- Unclear direction on form, intensity, and economic role
- Led to case-by-case decisions and inconsistent outcomes

Why an Updated Master Plan Is Needed

- Defines what Hollywood Beach should become
- Aligns policy, design, and market realities
- Guides cross-department infrastructure investment (utilities, mobility, resiliency)

What It Enables

- Eliminates project-by-project negotiation
- Reduces redesign and uncertainty
- Improves quality from first submission
- Creates a consistent Beach identity
- Supports predictable, efficient approvals and investment





CONSIDERATIONS

HEIGHT CONSIDERATIONS

North Beach:

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

- Apply context-sensitive updates to modernize the existing zoning, preserving neighborhood scale and access

Central Beach:

Support hotel investment (~10–15 stories maximum)

- Apply graduated height transitions to protect beach access, views, and pedestrian experience

South Beach:

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

- Incorporate contemporary, context-sensitive design approaches to improve ground-level activation, massing transitions, and the building–street relationship

NORTH



CENTRAL



SOUTH



NEAR TERM CONSIDERATIONS

Targeted Overlay Framework (Interim Tool)

Purpose: Enable reinvestment without pre-determining long-term outcomes

- Overlays are not a one-size-fits-all solution
Heights and intensity can be tailored by geography and context
- Allows for graduated height transitions, not uniform increases
- Overlay standards should be calibrated, not maximized
Based on feasibility thresholds, but tempered by design considerations
- Establish a Transfer of Development Rights (TDR) mechanism
- Allows contextual and targeted increases in density
- Supports redistribution of development capacity consistent with the Comprehensive Plan
- Implementation will require design analysis in tandem with **community engagement:**
How height is distributed (not just how much)
- Transitions between subareas and neighborhoods
Skyline, massing, and public realm impacts

Key Caution:

The overlay is an interim mechanism and should not preclude or predetermine the outcomes of the Master Plan.



BONUS FRAMEWORK

Potential Developer Contributions

Public Benefits

- a. Open space, plazas, and enhanced beach access / connectivity to the Broadwalk
- b. Affordable / workforce / senior housing or in-lieu contributions
- c. Mobility improvements (public parking, transit, complete streets)
- d. Infrastructure hardening (stormwater, utilities, flood protection, shoreline resiliency)
- e. Historic preservation and cultural programming

Economic Activation (Beach-Oriented)

- a. Rooftop commercial and amenity spaces (restaurants, lounges, observation decks)
- b. Activation that leverages views while preserving ground-level character
- c. Limited ground floor uses only where viable (avoid forced retail)
- d. Flexible formats aligned with tourism and market demand

Design & Context (Performance-Based)

- a. High-quality architecture and coastal-sensitive design
- b. Contextual massing, step-backs, and transitions
- c. Strong public realm (shade, landscaping, pedestrian experience)
- d. Integrated open space and amenity design (including rooftops)
- e. Sustainability and resiliency integrated into site and building design

Implementation

- a. Point-based system tied to design quality and public benefit
- b. Clear linkage between added capacity and community value
- c. Multiple contribution pathways (on-site, off-site, fee, partnerships, TDRs)

LONGER-TERM CONSIDERATIONS

Beach Master Plan Framework

Purpose: Guide long-term redevelopment, design, and infrastructure

- Establish unified vision + subarea character
- Ground decisions in technical studies (transportation, infrastructure, resiliency, historic preservation, etc)
- Define a clear design + skyline strategy
 - Context-based heights
 - Gradual transitions (no uniform application)
- Focus on refining overlays—not expanding entitlements
- Ensure outcomes are feasible, coordinated, and sustainable

Key Consideration:

Design, technical analysis, and community engagement will determine how height and form are applied.





NEXT STEPS

NEXT STEPS

1

Initiate community engagement (Phase 1)

- Informational outreach on feasibility, constraints, and opportunities
- Begin dialogue on character, height, and public benefits

2

Advance targeted overlay framework (Near-Term)

- Develop approach with community input
- Evaluate tools, including bonus strategies and TDR mechanisms
- Bring forward a recommendation for Commission's consideration

3

Initiate Beach Master Plan process (Long-Term)

- Define scope, timeline, and engagement strategy
- Begin subarea visioning and design framework

4

Undertake supporting technical studies

- Transportation, infrastructure, resiliency, historic resources, urban design, etc.
- Ensure long-term feasibility and coordination

5

Return to Commission with refined options and a formal plan

- Incorporating community feedback and technical analysis
- Prior to advancing any formal policy direction

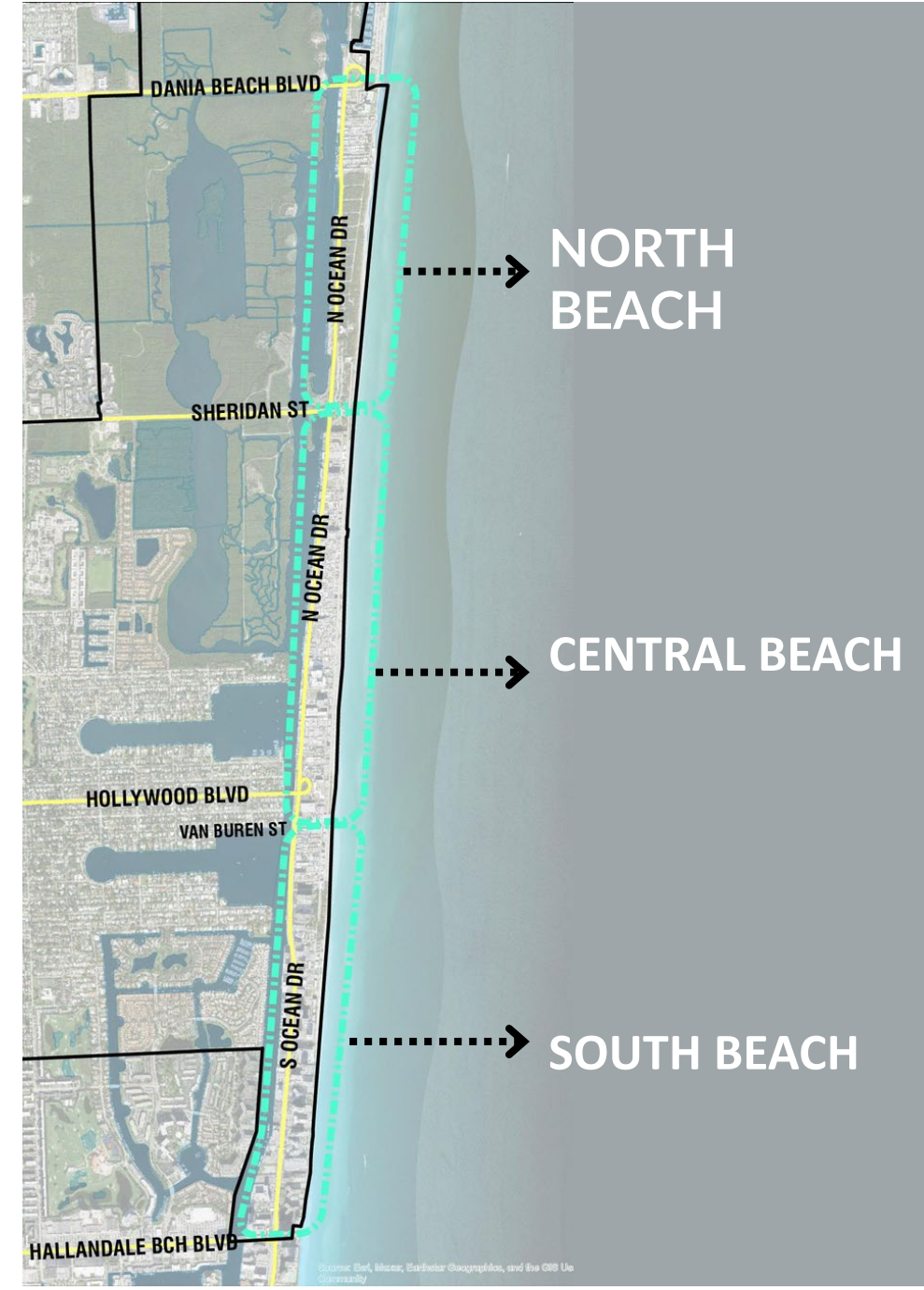
CONTINUING THE CONVERSATION

As a Reminder this Conversation was Intended to:

- Initiate a policy-level discussion on the future of Hollywood Beach
- Use the Hollywood Beach Hotel as a representative case study
- Present a data-driven assessment of current conditions and redevelopment feasibility
- Frame key tradeoffs between market realities, physical constraints, and public benefit

What This Conversation was NOT Intended to Do

- Propose specific land use regulations or zoning changes
- Assign development rights or entitlements to any property
- Predetermine outcomes or future policy direction
- Initiate formal changes following this meeting





City Commission | City of Hollywood, Florida



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HOLLYWOOD BEACH FEASIBILITY STUDY AND ZONING ANALYSIS