

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

**DATE:** April 14, 2026 **FILE:** 26-C-05

**TO:** Historic Preservation Board

**VIA:** Cameron Palmer, Assistant Director/Chief Planner

**FROM:** Urja Modi, Planner II

**SUBJECT:** Request a Certificate of Appropriateness of Design for façade alterations to an existing commercial building located at 200 Garfield Street within the Hollywood Beach Historic District and BWK-25-HD-C Zoning District.

**REQUEST**

Certificate of Appropriateness of Design for façade alterations to an existing commercial building within the Hollywood Beach Historic District and BWK-25-HD-C Zoning District.

**STAFF'S RECOMMENDATION**

Certificate of Appropriateness of Design: Approval.

**BACKGROUND**

The Owner, Gramanzini Beach Props I LLC, is requesting façade alterations to an existing commercial building located at 200 Garfield Street, Hollywood, Florida (the "site"). The site is within the Hollywood Beach Historic District and is zoned Broadwalk Historic District Commercial (BWK-25-HD-C). The site is located within the Hollywood Central Beach neighborhood and is bounded by the Hollywood Beach Broadwalk to the east, North Surf Road to the west, Garfield Street to the north, and a commercial building to the south. The structure occupies a prominent corner location at Garfield Street and the Hollywood Beach Broadwalk, contributing to the pedestrian-oriented commercial character of the corridor.

The existing one-story building was constructed in 1961 (per the Broward County Property Appraiser) and contains approximately 1,944 square feet. The building currently houses a restaurant tenant, Florio's of Little Italy. The structure has a rectangular footprint with the exterior consisting of a stucco finish painted in a terracotta/orange tone. A maroon fabric awning wraps around the primary façades and includes signage for the restaurant while providing shade for outdoor dining areas. The ground level features storefront windows and doors along both frontages, creating a pedestrian-oriented façade with visibility into the restaurant. Outdoor tables and seating are located beneath the awning along the Broadwalk and Garfield Street.

The building has a flat roof with a parapet typical of low-scale commercial structures along the Broadwalk. Overall, the building presents an active, pedestrian-friendly frontage with outdoor dining and storefront glazing. The existing façade does not contain any distinctive architectural features identified in the City's Historic District Design Guidelines.

## **REQUEST**

The Owner is requesting a Certificate of Appropriateness of Design for façade alterations to the existing commercial building located at 200 Garfield Street within the Hollywood Beach Historic District. The proposed improvements consist of a façade rehabilitation and storefront modernization of the existing one-story corner commercial structure. The work includes installation of a new exterior finish, addition of new parapets, replacement of storefront glazing and entry doors, installation of new metal awnings above storefront openings, new wall-mounted lighting fixtures, a new primary wall sign, and a mural on the side wall featuring artwork that complements the Hollywood Beach Historic District.

The proposed improvements are limited to exterior façade elements and do not alter the building footprint. The proposal introduces parapets that vertically extend portions of the façade, modifying the apparent height of the structure from approximately 10 feet at the roofline to approximately 14 feet 8 inches at the parapet, which remains consistent with the zoning district permissions. However, the floor-to-roof height remains consistent with the existing building and the structure will remain a one-story commercial building. The added parapets create a height visually consistent with the surrounding development pattern along the Hollywood Beach Broadwalk. The proposed material palette includes smooth stucco finishes, wood cladding accent panels, aluminum storefront framing, laminated glass storefront systems, and black aluminum canopies. Updated storefront glazing strengthens the pedestrian-oriented character of the corridor by enhancing visibility into the commercial space. The proposed metal awnings provide shade and establish a consistent architectural rhythm along the façade, while pedestrian-scaled lighting improves nighttime visibility. The wall sign is located above the storefront and scaled to remain compatible with the building's proportions.

Staff notes that the Historic District Design Guidelines do not include specific architectural guidance for properties within the Hollywood Beach Historic District, as the district was designated in 2007 after adoption of the existing guidelines. Accordingly, projects within the district are evaluated based on compatibility with the existing development pattern and architectural character of the Broadwalk corridor. The proposed façade improvements introduce cohesive architectural elements that enhance continuity and harmony with surrounding structures.

The Owner has committed to providing a public art installation (wall mural or similar) on the blank portion of the east façade (orientation to be confirmed on the drawings). This artwork will further enhance the public realm, particularly as the façade faces one of the side pedestrian access points to the beach. The proposed wall mural is currently under refinement and will be finalized at the time of building permit review. Murals are a common feature throughout the Hollywood Beach Broadwalk and contribute to the vibrant character of the area. Overall, the proposed improvements modernize the building while maintaining the established scale and commercial storefront character typical of the Broadwalk and are considered compatible with the surrounding context.

The Historic Preservation Board is guided by the Secretary of the Interior’s Standards for Rehabilitation and the City of Hollywood’s Design Guidelines for Historic Properties and Districts, which provide guidance regarding materials, scale, massing, and location for properties within the City’s historic districts. The proposed improvements maintain the building’s existing scale and massing and preserve its spatial relationship with surrounding properties along the Broadwalk.

## **SITE BACKGROUND**

<b>Applicant/Owner:</b>	GRAMANZINI BEACH PROPS I LLC
<b>Address/Location:</b>	200 Garfield Street, Hollywood FL
<b>Size of Property:</b>	3,310 sq. ft. (±0.076 acres)
<b>Present Zoning:</b>	Broadwalk Historic District Commercial (BWK-25-HD-C) Hollywood Beach Historic District
<b>Present Land Use:</b>	General Business (GBUS)
<b>Present Use of Land:</b>	Restaurant
<b>Year Built:</b>	1961 (BCPA)

## **ADJACENT ZONING**

<b>North:</b>	Government Use (GU) Hollywood Beach Historic District
<b>South:</b>	Broadwalk Historic District Commercial (BWK-25-HD-C) Hollywood Beach Historic District
<b>East:</b>	N/A (Hollywood Beach Broadwalk) Hollywood Beach Historic District
<b>West:</b>	Beach Resort Commercial District (BRT-25-C) Hollywood Beach Historic District

## **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

Within the Comprehensive Plan, the primary goal of the Land Use Element is to *promote a distribution of land uses that will enhance and improve the residential, business, resort and natural communities while allowing the land owners to maximize the use of their property.*

The proposed design is consistent with the scale and massing of surrounding development and maintains the established character of the Hollywood Beach Broadwalk corridor. The proposed façade improvements and addition of parapets enhance the architectural presence of the building while remaining compatible with the surrounding built environment. Approval of the proposed improvements supports continued reinvestment within the Hollywood Beach Historic District while allowing the Owner to improve and modernize the property in a manner that respects the character of the area.

## **APPLICABLE CRITERIA**

**Analysis of criteria and finding for Certificate of Appropriateness of Design** as stated in the City of Hollywood’s Zoning and Land Development Regulations, Article 5.

**CRITERION:** INTEGRITY OF LOCATION

**ANALYSIS:** Design Guidelines recommend maintaining *consistent spacing and setbacks* and further state *new construction should be compatible with existing buildings*.

The Design Guidelines recommend maintaining consistent spacing and setbacks and state that new construction should be compatible with existing buildings. The proposed improvements do not relocate the structure or modify the building footprint. The existing building maintains its established relationship to the surrounding streetscape along the Hollywood Beach Broadwalk and Garfield Street. As the proposed work is limited to façade improvements and the addition of parapets, the spacing, setbacks, and orientation of the building remain unchanged. Accordingly, the proposal maintains the integrity of location and is compatible with the surrounding development pattern within the Hollywood Beach Historic District.

**FINDING:** Consistent.

**CRITERION:** DESIGN

**ANALYSIS:** The Historic District Design Guidelines encourages additions to be compatible with the character of the neighborhood with regard to scale, materials, texture, and color. The design element of scale relates to the size of the building components or spaces relative to the human body as well as to the larger context relative to the surrounding buildings, streetscape and environment.

The proposed façade improvements introduce architectural elements that are compatible with the character of the Hollywood Beach Broadwalk corridor. The addition of parapets enhances the architectural presence of the building while maintaining the one-story scale typical of surrounding commercial structures. Updated storefront glazing, metal awnings, and pedestrian-scale lighting reinforce the active, pedestrian-oriented character of the Broadwalk. The storefront design emphasizes transparency at the pedestrian level, reinforcing the building’s relationship with the public realm and maintaining the active commercial character typical of the Broadwalk corridor.

A mural is proposed on the side façade of the building facing Garfield Street. Public art, including murals, is a defining feature of the Hollywood Beach Broadwalk and contribute to the vibrant visual character of the District. The inclusion of wall art complements the existing streetscape and strengthens the cultural and pedestrian experience of the area.

Overall, the proposed improvements maintain a scale, design, and visual character consistent with the surrounding built environment and the Hollywood Beach Historic District.

**FINDING:** Consistent.

**CRITERION:** SETTING

**ANALYSIS:** As stated in the Design Guidelines, “...*setting is the relationship of buildings within the Historic District and the surrounding site and neighborhood.*”

The proposed improvements are limited to façade alterations and do not modify the building footprint, setbacks, or orientation of the structure on the site. The building will maintain its established relationship with the Hollywood Beach Broadwalk and Garfield Street, preserving the existing development pattern and pedestrian-oriented character of the corridor. The corner location of the building allows the proposed façade improvements to enhance visibility and architectural presence along both the Broadwalk and Garfield Street.

The proposed façade enhancements, including the addition of parapets, updated storefront elements, and architectural details, reinforce the building’s presence along the Broadwalk while remaining compatible with the surrounding commercial streetscape. As such, the proposed improvements maintain and enhance the building’s setting within the Hollywood Beach Historic District.

**FINDING:** Consistent.

**CRITERION:** MATERIALS

**ANALYSIS:** Design Guidelines state materials are an important part of the fabric of any historic district or site and help to maintain the historic character of the place. Furthermore, materials are compatible in quality, color, texture, finish, and dimension to those that are in the historic district should be used.

The proposed façade improvements incorporate materials commonly found along the Hollywood Beach Broadwalk and within the surrounding commercial district. The use of smooth stucco finishes, metal awnings, and storefront glazing introduces durable materials that are appropriate for the coastal environment and consistent with the commercial character of the corridor. These materials create a cohesive façade treatment while maintaining compatibility with surrounding structures in terms of texture, finish, and visual quality. As such, the proposed material palette reinforces the architectural character of the district while supporting the continued maintenance and reinvestment of the site.

**FINDING:** Consistent.

**CRITERION:** WORKMANSHIP

**ANALYSIS:** The Design Guidelines recommend consideration of significant materials before undergoing rehabilitation of a historic structure or site.

The proposed improvements consist primarily of façade upgrades to a building that does not contain distinctive historic architectural features. The work includes installation of parapets, updated storefront glazing, metal awnings, lighting fixtures, and exterior finishes. These improvements utilize durable materials and contemporary construction methods appropriate for the coastal environment while maintaining compatibility with the commercial character of the Hollywood Beach Broadwalk. The proposed work does not remove or obscure significant historic materials and improves the overall architectural presentation of the structure. Accordingly, the proposed improvements are

consistent with the intent of the Design Guidelines related to workmanship and support continued reinvestment in the Hollywood Beach Historic District.

**FINDING:** Consistent.

**CRITERION:** ASSOCIATION

**ANALYSIS:** Design Guidelines recommend maintaining *consistent spacing and setbacks* and further state *new construction should be compatible with existing buildings... Within the context of historic preservation, elements of design such as massing, scale and rhythm reflect architectural style as well as the richness of the historic district.*

The proposed improvements maintain the existing building footprint and established relationship to the Hollywood Beach Broadwalk streetscape. The addition of parapets and updated façade elements strengthens the architectural rhythm of the building while maintaining the one-story scale typical of surrounding commercial structures. The introduction of new storefront glazing, metal awnings, and pedestrian-scaled lighting reinforces the active commercial character of the corridor. Additionally, the proposed wall mural contributes to the artistic and cultural identity of the Broadwalk, where murals and public art are a recognizable feature of the district.

Collectively, these elements reinforce the building’s relationship to surrounding structures, the visual rhythm and architectural continuity commonly found among commercial buildings along the Hollywood Beach Broadwalk and contribute to the overall continuity and visual character of the Hollywood Beach Historic District.

**FINDING:** Consistent.

**ATTACHMENTS**

- ATTACHMENT A: Application Package
- ATTACHMENT B: Land Use and Zoning Map