

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

DATE: June 9, 2026 **FILE:** 26-V-27

TO: Planning and Development Board

VIA: Cameron Palmer, Assistant Director, Chief Planner

FROM: Umar Javed, Planner III

SUBJECT: V3 Architectural Group, Inc., regarding a Variance request to reduce the minimum parking requirements for commercial and warehouse uses in the ND-1 zoning district within the Regional Activity Center. (1980 Grant Street)

REQUEST:

Variance request pursuant to Article 4.6(B)(c)(1)(a) and Article 7, Section 7.2 of the Zoning and Land Development Regulations to reduce the minimum parking requirements for commercial and warehouse uses, whereas 12 spaces are required in the ND-1 zoning district within the Regional Activity Center (1980 Grant Street).

RECOMMENDATION:

Variance: To be determined by the Planning and Development Board

Should the Board move to approve the Variance request, Staff recommends the following condition:

1. The applicant shall work with the City's Engineering, Transportation, and Mobility Division at the time of permitting to address the existing parking configuration.

BACKGROUND

The subject site, located at 1980 Grant Street, comprises approximately 7,696 net square feet (0.18 net acres), is zoned ND-1 in the Zoning and Land Development Regulations (ZLDR), and is located within the Regional Activity Center. The land is situated on the south side of Grant Street and east side of N. 20th Avenue, with an alley in the rear. It is surrounded by commercial and warehouse uses to the north, south, east, and west.

The existing building on the site is approximately 7,200 square feet in area. There are three (3) nonconforming existing parking spaces accessed from the alley at the rear of the property.

The intention of the Regional Activity Center (RAC) is to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form.

REQUEST

The Applicant is seeking to adaptively reuse the subject property for a new non-residential use. The proposal anticipates a coffee roastery within the existing building footprint. A proposed floor plan is included with the application package, and includes components for coffee roasting, storage/warehouse, office and commercial uses. The proposed uses are permitted in the ND-1 zoning district as it involves the adaptive reuse of property for commercial purposes adjacent to N. 20th Avenue.

Pursuant to the details provided by the applicant, the area breakdown of the proposed uses within the building will be as follows:

- Primary Use: Coffee Roasting: 1,816.18 sq. ft.
- Primary Use: Storage/Warehouse: 2,262.15 sq. ft.
- Accessory use: Office: 1,701.57 sq. ft.
- Accessory use: Commercial: 1,420.69 sq. ft

The parking requirements for the proposed uses were calculated pursuant to the City's Zoning and Land Development Regulations (ZLDR). The warehouse and accessory uses, totaling 3,803.14 square feet, require parking at a ratio of 1 parking space per 1,000 square feet in accordance with Section 7.2.A of the ZLDR, resulting in a requirement of 3.8 parking spaces. The commercial component, totaling 2807.5 square feet, requires parking at a ratio of 3 parking spaces per 1,000 square feet pursuant to Section 4.6.B.c.c.1.a of the ZLDR, resulting in a requirement of 8.42 parking spaces. In total, the proposed development requires 12 parking spaces. The property currently has three existing non-conforming spaces in the rear yard (alley). The applicant will work closely with the City's Engineering, Transportation, and Mobility Division to address the configuration of the existing parking spaces, at the time of permitting. Due to the uncertainty of the existing parking spaces, this request is being sought to ultimately reduce the required parking to 1 space.

The applicant submitted a Traffic and Parking Statement prepared by Choice Engineering Consultants, Inc. evaluating the anticipated traffic and parking impacts associated with the proposed redevelopment at 1980 Grant Street. The study concluded that the project is expected to generate less than 1% of the capacity of adjacent roadways and therefore would not create significant traffic operational impacts on the surrounding area. The report notes that the anticipated parking demand associated with the proposed business model is substantially lower than traditional code assumptions, and recommends reliance on the approved on-site parking space together with multimodal transportation options, rideshare services, and potential shared parking arrangements with nearby properties.

The applicant is requesting a variance from the off-street parking requirements of Article 7 of the Zoning and Land Development Regulations to permit a reduction in the required number of parking spaces associated with the proposed redevelopment of the subject property into a specialty coffee roasting, warehouse, office, and training facility. In support of the request, the applicant asserts that the operational characteristics of the business, including limited staffing, low anticipated customer traffic, and the nature of the proposed use, result in a substantially lower parking demand than what would typically be expected under standard code calculations. The applicant further contends that the existing physical constraints of the site limit the ability to accommodate additional parking spaces while still facilitating redevelopment and improvement of the property.

Through this development request the existing site parking will be reconfigured into a legally confirming configuration, resulting in 1 parking space. This would result in a parking reduction request of 11 spaces.

Accordingly, pursuant to Section 5.3(F), the Applicant's request to reduce the on-site parking requirements for the unique use requires approval from the Planning and Development Board

PROJECT INFORMATION

Owner/Applicant:	Owner: Brook & Son LLC Applicant: V3 Architectural Group, Inc.
Address/Location:	1980 Grant Street
Net Size of Property:	+/- 7,696 net square feet (0.18 net acres)
Land Use:	Regional Activity Center (RAC)
Existing Zoning:	North Downtown Low Intensity Multi-Family District (ND-1)
Present Use of Land:	Warehouse
Gross Floor Area:	+/- 7,200 square feet
Parking	3 (non-conforming) spaces

ADJACENT LAND USE

North:	Regional Activity Center (RAC)
South:	Regional Activity Center (RAC)
East:	Regional Activity Center (RAC)
West:	Regional Activity Center (RAC)

ADJACENT ZONING

North:	North Downtown Low Intensity Multi-Family District (ND-1)
South:	North Downtown Low Intensity Multi-Family District (ND-1)
East:	North Downtown Low Intensity Multi-Family District (ND-1)
West:	Dixie Highway High Intensity Mixed-Use District (DH-3)

APPLICABLE CRITERIA

Analysis of Criteria and Findings for a Variance as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

CRITERIA 1: That the requested Variance maintains the basic intent and purpose of the subject regulations, particularly as it affects the stability and appearance of the city.

ANALYSIS: The proposed development provides for the adaptive reuse of an existing building, constructed circa. 1961. The subject property provides for 1 legal parking spaces, where archival aerial imagery reveals that 3 parking spaces were unofficially used on the site that pre-date the current ZLDRs. The proposed use of the property will improve the external appearance of the building and make a positive contribution to the streetscape and surrounding area. Notwithstanding the deficiency in required on-site parking spaces, the property is located within the RAC and in an area undergoing redevelopment and revitalization into a more walkable, connected downtown.

The Zoning and Land Development Regulations specifically include language only permitting Commercial uses “for the adaptive reuse of existing buildings adjacent to North 20th Avenue,” which includes the subject property corridor. This language demonstrates that the Code has long contemplated flexibility along this corridor to encourage reinvestment and redevelopment of older existing structures with uses that may not otherwise traditionally fit squarely within the underlying zoning framework, but which support the broader vision and direction of the Regional Activity Center. In practice, this approach recognizes the urban character and physical constraints of these existing properties, including limited ability to provide modern parking standards, while still encouraging activation and productive reuse of existing buildings through context-sensitive commercial and mixed-use activity.

Staff finds that the requested variance maintains the basic intent of the regulation and will have a minimal impact on the appearance of the City.

FINDING: Consistent.

CRITERIA 2: That the requested Variance is otherwise compatible with the surrounding land uses and would not be detrimental to the community.

ANALYSIS: The surrounding area includes a variety of commercial and warehouses uses that are part of the ongoing transition of the RAC and downtown into a more walkable, mixed use urban core. The subject property is located in close proximity to higher density residential and mixed uses. The adaptive reuse of the existing building will continue encouraging revitalization of the area and will not be detrimental to the surrounding community.

FINDING: Consistent.

CRITERIA 3: That the requested Variance is consistent with and in furtherance of the Goals, Objectives and Policies of the adopted Comprehensive Plan, as amended from time to time, the applicable Neighborhood Plan and all other similar plans adopted by the city.

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

The intent of the Regional Activity Center land use designation *is to encourage redevelopment or development of areas that are regionally significant. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form.*

The adaptive reuse of this site enhances the area, encourages redevelopment, and reduces blight within the Regional Activity Center.

The Regional Activity Center land use category is intended to promote compact, urban, and walkable forms of development that support multimodal transportation options and an active pedestrian environment. While these objectives can at times conflict with the ability to provide conventional suburban-style parking ratios, this particular request puts forward a business model that does not require traditional parking provision rates, in doing so it achieves the objective of the RAC while remaining feasible.

The proposed redevelopment activates both street frontages along which the property is located, contributes to the urban character envisioned for the corridor, and reintroduces activity to an underutilized site. As such, the requested variance does not facilitate a condition incompatible with the Regional Activity Center, but rather enables the continued use and improvement of an existing building in a manner that is more closely aligned with the Comprehensive Plan's goals related to walkability, urban revitalization, and multimodal accessibility.

FINDING: Consistent.

CRITERIA 4: That the need for the requested Variance is not economically based or self-imposed.

ANALYSIS: The Applicant is proposing the adaptive reuse of an existing building in an established urban setting.

In response to the criterion above, the requested variance is generally considered economically driven but rather relates to the adaptive reuse of an existing legally nonconforming structure for uses otherwise permitted within the applicable zoning and land use designation. The Zoning and Land Development Regulations specifically contemplate commercial uses along the N 20th Avenue corridor in the context of adaptive reuse, reflecting an underlying policy intent to encourage reinvestment and activation of existing structures rather than demolition and redevelopment. As such, the application of parking standards must be considered within the context of these special adaptive reuse provisions and the urban character of the corridor.

Further, the variance request is not being driven by an attempt to intensify the site beyond its reasonable operational capacity, but rather by the operational realities of a business model that generates substantially lower parking demand than what may traditionally be anticipated by the Code's generalized parking ratios. The applicant has demonstrated that contemporary operating models associated with specialty coffee roasting, warehousing, and training facilities often involve limited staffing, appointment-based activity, and lower daily vehicular demand patterns than conventional commercial uses. These evolving

business and employment patterns, which are increasingly common throughout South Florida, are not fully reflected in parking standards established under prior assumptions regarding commercial activity. Any occasional overflow demand can further be accommodated through existing on-street parking resources within the surrounding area.

The applicant submitted a Traffic and Parking Statement prepared by Choice Engineering Consultants, Inc. evaluating the anticipated traffic and parking impacts associated with the proposed redevelopment. The study concluded that the project is expected to generate less than one percent of the capacity of adjacent roadways and therefore would not create significant traffic operational impacts on the surrounding area. The report recommends reliance on at least one on-site parking space together with multimodal transportation options, rideshare services, and potential shared parking arrangements with nearby properties.

Accordingly, staff finds that the requested Variance is generally not economically based and better serves the intent of the applicable regulations for revitalization and redevelopment within the RAC.

FINDING: Inconclusive.

CRITERIA 5: That the Variance is necessary to comply with state or federal law and is the minimum Variance necessary to comply with the applicable law.

FINDING: Not applicable.

ATTACHMENTS

Attachment A: Application Package
Attachment B: Land Use and Zoning Map