

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

DATE: March 10, 2026 **FILE:** 25-Z-91

TO: Planning and Development Board

VIA: Cameron Palmer, Planning Manager

FROM: Laura Gomez, Planner II

SUBJECT: Bridge Asset Management LLC is requesting a Rezoning of 0.59 acres from Dixie Highway Medium Intensity Multi-Family District (DH-2) to Dixie Highway High Intensity Mixed-Use District (DH-3) for a portion of the property located at 2200 Jackson Street, along with unaddressed parcels on Jackson Street, Folio Nos. 5142-16-01-2370 and 5142-16-01-0850 within the Regional Activity Center (RAC).

REQUEST:

Rezoning of 0.59 acres from Dixie Highway Medium Intensity Multi-Family District (DH-2) to Dixie Highway High Intensity Mixed-Use District (DH-3) for a portion of the property located at 2200 Jackson Street, along with unaddressed parcels on Jackson Street, Folio Nos. 5142-16-01-2370 and 5142-16-01-0850 within the Regional Activity Center (RAC).

RECOMMENDATION:

Forward a recommendation to the City Commission as follows:

Rezoning: Approval.

BACKGROUND

Bridge Asset Management LLC ("Applicant") is the contract purchaser of three parcels (Folio Nos. 5142-16-01-2370, 5142-16-01-0850, and 5142-16-01-0840) located at 2200 Jackson Street and 400 South Dixie Highway (collectively, the "Subject Property"). The subject property is located within the Regional Activity Center (RAC) land use designation and are currently developed with light industrial and low-intensity residential uses and are situated along the South Dixie Highway corridor. The Comprehensive Plan and Zoning and Land Development Regulations (ZLDR) identifies this area for transition and redevelopment due to its proximity to Downtown Hollywood and future transit infrastructure investments.

The Applicant has submitted a companion application for a Design and Site Plan Review proposing a multifamily residential development of approximately 397 units, which was presented for its initial review under File No. 25-DP-91a on February 17, 2026, to the then Technical Advisory Committee. The proposed site plan includes a parcel located to the east at 400 South Dixie Highway. Staff notes that this parcel is not included in this rezoning request, due to the parcel already being located within the DH-3 zoning district.

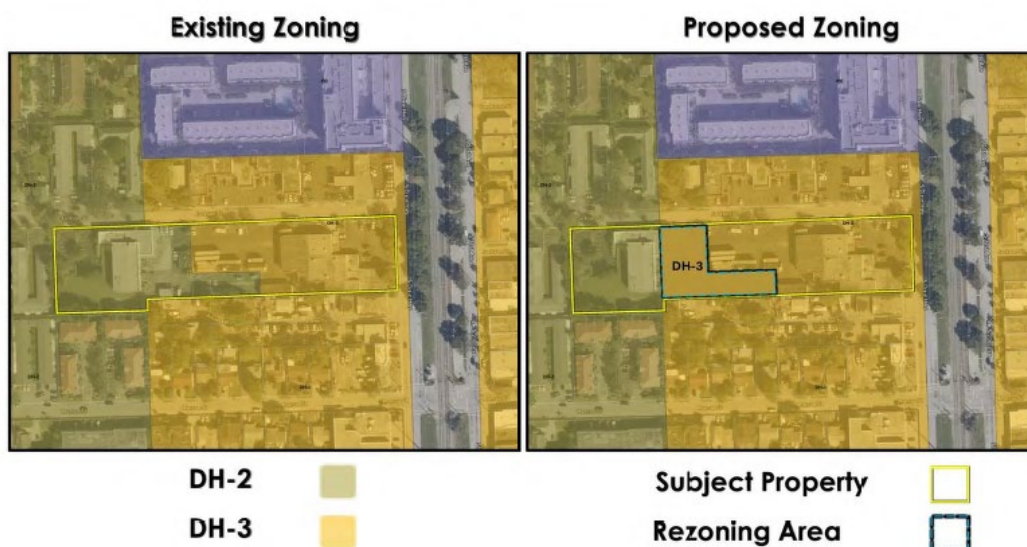
The subject parcels are currently split-zoned between the Dixie Highway Medium Intensity Multi-Family District (DH-2) and the Dixie Highway High Intensity Mixed-Use District (DH-3). This split-zoning condition results from historic parcel configurations that caused the zoning district boundary to jog within the site rather than follow a consistent north–south alignment along Dixie Highway.

REQUEST

Bridge Asset Management LLC has submitted a request to rezone a portion of the subject property currently zoned Dixie Highway Medium Intensity Multi-Family District (DH-2) to the Dixie Highway High Intensity Mixed-Use District (DH-3) (see Figure 1).

The rezoning request applies to approximately 0.59 acres (25,801 square feet) of the subject property. Specifically, the portion of 2200 Jackson Street proposed for rezoning consists of a net area of 17,100 square feet (± 0.39 acres), together with a second parcel containing approximately 8,701 square feet (± 0.20 acres).

Figure 1: Parcels Subject to the Request



Currently, zoning within the site is split between the DH-2 and DH-3 districts. The DH-2 district is intended for moderate-intensity residential development and permits primarily residential uses, with development limited to a maximum FAR of 1.75 and a maximum building height of four (4) stories or 45 feet, along with larger setback requirements. In contrast, the DH-3 district is intended to accommodate higher-intensity, mixed-use development oriented toward Dixie Highway, permitting a broader mix of residential and commercial uses. DH-3 allows a maximum FAR of 3.00 and a maximum height of ten (10) stories or 140 feet, with additional height limitations applied where development is located within 200 feet of a DH-2 district to ensure appropriate transitions.

The DH-3 zoning district provides greater flexibility in site design while incorporating urban design standards such as active ground-floor uses and pedestrian-oriented frontage along Dixie Highway. The requested rezoning would extend DH-3 zoning to the portion of the site currently designated DH-2 in order to correct the existing split-zoning condition, establish a more consistent zoning framework, and

accommodate a cohesive future redevelopment of the site that may be proposed later in the development review process, while maintaining required transitions to adjacent residential districts.

SITE INFORMATION

Owner/Applicant:	Bridge Asset Management LLC
Address/Location:	2200 Jackson Street, along with unaddressed parcels on Jackson Street, Folio Nos. 5142-16-01-2370 and 5142-16-01-0850
Gross Size of Property:	17,100 sq. ft. (0.39 acres) and 8,701 sq. ft. (0.20 acres)
Land Use:	Regional Activity Center (RAC)
Existing Zoning:	Dixie Highway Medium Intensity Multi-Family District
Proposed Zoning:	Dixie Highway High Intensity Mixed-Use District
Existing Use of Land:	Industrial and Parking lot
Year Built:	5142-16-01-2370 (1951) & 5142-16-01-0850 (1962) (Broward County Property Appraiser)

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:	Dixie Highway High Intensity Mixed-Use District (DH-3)
South:	Dixie Highway High Intensity Mixed-Use District (DH-3)
East:	Dixie Highway High Intensity Mixed-Use District (DH-3)
West:	Dixie Highway Medium Intensity Multi-Family District (DH-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The existing land use is Regional Activity Center (RAC) which allows the development of mixed-uses. The goal of the Land Use Element is to promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property. The surrounding community has a mix of commercial and vacant land.

Land Use Element:

Goal: *Promote a distribution of Land Uses that will enhance and improve the residential, business, resort and natural communities while allowing landowners to maximize the use of their property.*

Policy 1.3: *Maintain the City Code or Zoning and Development regulations to require that all new and existing unsewered development, where practical and financially feasible, including new residential units, be connected to the sewer system.*

Policy 3.1.6: *Create development nodes at major intersections where opportunity exists for larger parcels to be assembled for redevelopment. (CWMP Policy 1.6)*

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

Objective 4: *Maintain and enhance neighborhoods business, utilities, industrial and tourist areas that are not blighted.*

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

Policy 4.9: *Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas. (CWMP Policy CW.15 and CW.19)*

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

Policy 6.5: *Encourage the creation of zoning mixed-use and/or special-use districts to address areas of special concern. (CWMP Policy CW.17)*

APPLICABLE CRITERIA

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

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

ANALYSIS: The proposed rezoning does not constitute spot zoning or contract zoning; rather, it corrects a fragmented zoning pattern created during the 2016 RAC rezoning process. The subject Property is already partially zoned DH-3, with DH-3 zoning also located directly north of the Property and extending approximately 0.75 miles south along the west side of South Dixie Highway. The requested rezoning would therefore create a more consistent and unified zoning district pattern along this corridor, rather than introducing an isolated or incompatible designation.

The current split zoning between DH-2 and DH-3 resulted from historic parcel configurations that caused the zoning boundary to jog within the site rather than follow a consistent north-south alignment along Dixie Highway. The request would establish a more logical and consistent zoning pattern that will support development with additional public realm standards of the DH-3 zone now applicable to the rezoned parcel.

FINDING: Consistent

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

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

- It advances the Land Use Element **Goal** to *"promote a distribution of land uses that will enhance and improve residential, business, resort and natural communities while allowing landowners to maximize the use of their property."* This is accomplished through creating one singular zone on the parcel to enable a development that will both maximize the use of the parcels while providing additional design improvements (through the DH-3 zoning design standards) to the future development of the site .
- The request supports **Policy 3.1.6** by facilitating *"development nodes at major intersections"* as the site is located within 500 feet of the South Dixie Highway, which is considered a focus corridor within the RAC and the City.
- It aligns with **Objective 6** by encouraging *"multi-use areas and mixed-use concentrations of density near major employment centers and major transportation routes"* along South Dixie Highway which also has bus stop facilities.
- Compatibility and neighborhood protection are addressed consistent with **Policy 4.5** and **Policy 4.9**, which prioritize *"compatibility of adjacent land uses"* and the *"protection, preservation and enhancement of residential neighborhoods."* The proposed request is intended to facilitate a companion

Design and Site plan request for a redevelopment proposal that introduces multifamily units and mixed uses into an existing mixed-use corridor. The requested zone is the with the existing zones similar in nature, regarding height, density, and scale, to what exists east of the subject lands.

The City is committed to modernizing the downtown area through the introduction of additional mixed-use projects that support local businesses and long-term economic vitality. The companion request for Site Plan and Design directly aligns with this objective, further reinforcing the City's vision for a vibrant, connected, and resilient downtown. Accordingly, the proposed change directly implements and furthers the Goals, Objectives, and Policies of the Comprehensive Plan.

FINDING: Consistent

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

ANALYSIS: The subject property consists of three parcels with a configuration that differs from the surrounding development pattern. This irregular configuration explains why the existing zoning boundary was historically jogged eastward to follow parcel lines rather than aligned in a consistent north-south orientation. If the DH-3 district boundary were realigned in a straight north-south manner under the existing framework, it would bisect the western parcel and create a split-zoning condition within a single unified development site. Maintaining such a condition can result in regulatory inconsistencies, complicate site planning, and constrain coordinated redevelopment of the property.

The property is currently developed with light industrial and warehousing uses. However, since the original zoning configuration was established, conditions along the South Dixie Highway corridor have substantially changed. The corridor is transitioning toward higher-density residential and mixed-use development, driven by proximity to the Brightline rail service and the planned commuter rail station near Hollywood Boulevard. Several nearby properties have already redeveloped consistent with this emerging pattern, and the subject site represents a logical extension of this evolution given its location, size, and assemblage potential.

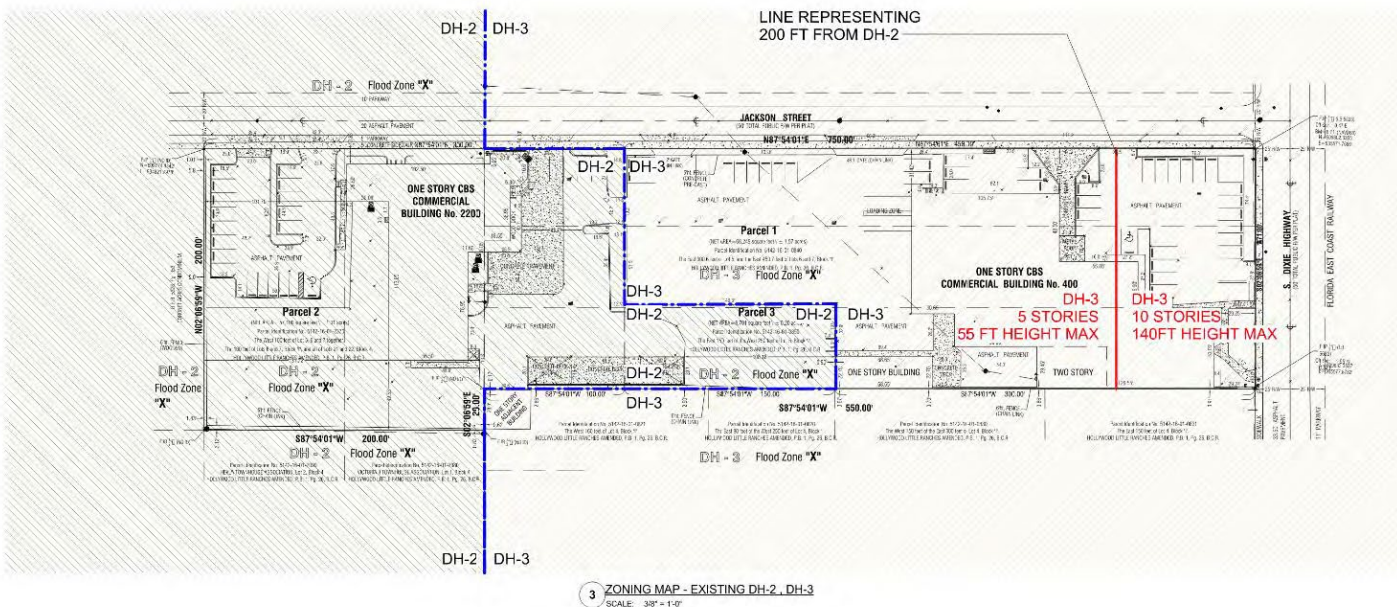
Under the current zoning framework, supplemental DH-3 regulations apply to portions of development sites located within 200 feet of a DH-2 district, limiting building height to 55 feet (five stories) rather than the standard DH-3 allowance of up to 140 feet (ten stories). While intended to ensure compatibility between districts, the application of this standard within a unified site would restrict increased height to a narrow eastern portion of the property. As illustrated in Figure 2, this limited area may not reasonably accommodate a structurally and

functionally viable mid- or high-rise building footprint, effectively constraining development across most of the site to lower intensities.

When the Regional Activity Center zoning framework was adopted in 2016, it is likely that the zoning boundary was influenced by parcel ownership at the time, which may have allowed the site to function without split zoning. Since that time, ownership patterns have changed, and the existing zoning configuration no longer aligns with current development realities or the intent of the district. The current lot pattern does not optimally support development oriented toward South Dixie Highway, which is the primary corridor envisioned for more intense, transit-supportive uses.

Given these changed conditions, the requested rezoning would allow the entire block to be consistently zoned DH-3, eliminating split-zoning issues, enabling cohesive site planning, and facilitating development that appropriately fronts Dixie Highway. This approach better aligns with the evolving land use pattern, supports efficient and coordinated redevelopment, and advances the intent of the Regional Activity Center designation.

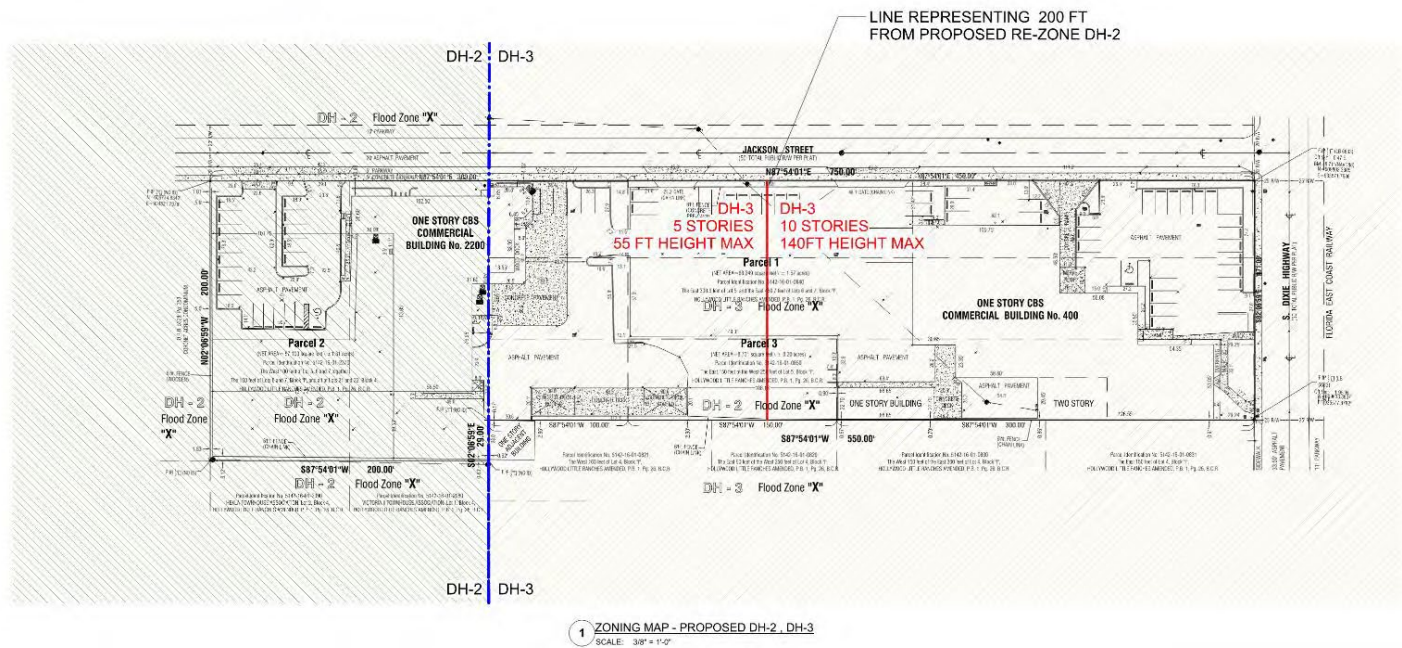
Figure 2. 200' buffer height restriction with current zoning



The ZLR's height limit buffer from the DH-3 to DH-2 of 200' prevents higher intensity development on the eastern portion of the site assembly. The intent of the buffer is to protect lower intensity development from the adverse impacts of the higher height permissions the neighboring DH-3 zone. The rezoning request would result in the adjusting of the zoning boundary and allow a larger portion of the eastern area

to accommodate increased height, as shown in Figure 3. Since the time of the creation of the RAC zoning regulations, development within the Dixie Highway corridor has evolved, resulting in less sensitive residential uses near the DH-3 zone. Accordingly conditions have evolved differently than anticipated at the time of rezoning, and the requested configuration would enable a development pattern that spreads the mass of a proposed future development across the site, with lower heights near adjacent DH-2 areas and greater intensity toward the DH-3 portion, while remaining consistent with corridor redevelopment trends.

Figure 3. 200' buffer height restriction with proposed zoning



FINDING: Consistent

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

ANALYSIS:

The proposed zoning boundary adjustment is not anticipated to adversely affect living conditions in the surrounding neighborhood. The modification would align the zoning district boundary with those located to the north and south, thereby creating a more consistent and logical district pattern along the corridor.

The adjacent uses are as follows:

North (across Jackson Street)	• Auto rental agency on hard corner with S Dixie Hwy • Older apartments built in 1960s • Farther north – new condominiums built in 2008
South	• A mix of various uses, including two single family homes, an apartment complex, and a mixed-use building with a deli on the ground floor and apartments above; generally built in the 1950s-1980s
West	• Single-story condominiums built in 1970s

Surrounding land uses indicate that the area is transitioning from light industrial operations and older residential structures dating from the 1960s and 1970s to newer residential development. Recent residential projects reflect increased property values and reinvestment trends associated with the corridor's proximity to Downtown Hollywood. As remaining light industrial uses gradually phase out, redevelopment activity is expected to continue.

The proposed rezoning supports coordinated redevelopment consistent with the corridor's transition toward residential and mixed-use environments. Applicable development standards, buffering requirements, and site design regulations will ensure compatibility with adjacent properties. Improvements associated with redevelopment are expected to enhance the surrounding area through updated streetscapes, improved connectivity, and modern housing options. Based on these factors, no adverse impacts to adjacent properties or established residential areas are anticipated, and the proposed intensity is consistent with the City's adopted planning policies and the evolving urban context of the corridor.

FINDING: Consistent

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

ANALYSIS: The South Dixie Highway corridor is undergoing a transition consistent with the City's adopted vision for the area, characterized by a gradual shift from light industrial uses to higher-density residential and mixed-use development. Aligning the DH-3 zoning boundary to run in a consistent north-south direction across the subject property would eliminate the existing irregular district configuration and support redevelopment patterns similar to those already established on nearby properties to the north.

The proposed zoning adjustment is compatible with existing and planned development in the surrounding area. Adjacent properties are experiencing comparable reinvestment and redevelopment trends, and establishing a uniform district boundary would provide a consistent regulatory framework for future development. This adjustment would facilitate coordinated site planning,

improve zoning consistency, and support development that reflects the evolving character and planning objectives of the corridor.

FINDING: Consistent

SUMMARY OF FINDINGS

Based on findings and analysis of the rezoning criteria, the application for change of zoning from Dixie Highway Medium Intensity Multi-Family District (DH-2) to Dixie Highway High Intensity Mixed-Use District (DH-3) for the subject lands are found to be **consistent** with the Zoning and Land Development Regulations.

ATTACHMENTS

ATTACHMENT A: Application Package
ATTACHMENT B: Zoning and Land Use Map
ATTACHMENT C: Public Participation September 9th, 2025
ATTACHMENT C: Public Participation January 26th, 2026
ATTACHMENT D: Conceptual Site Plan