

# Station 2: What Makes a Great Beach?

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**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  $\leq 10$  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).

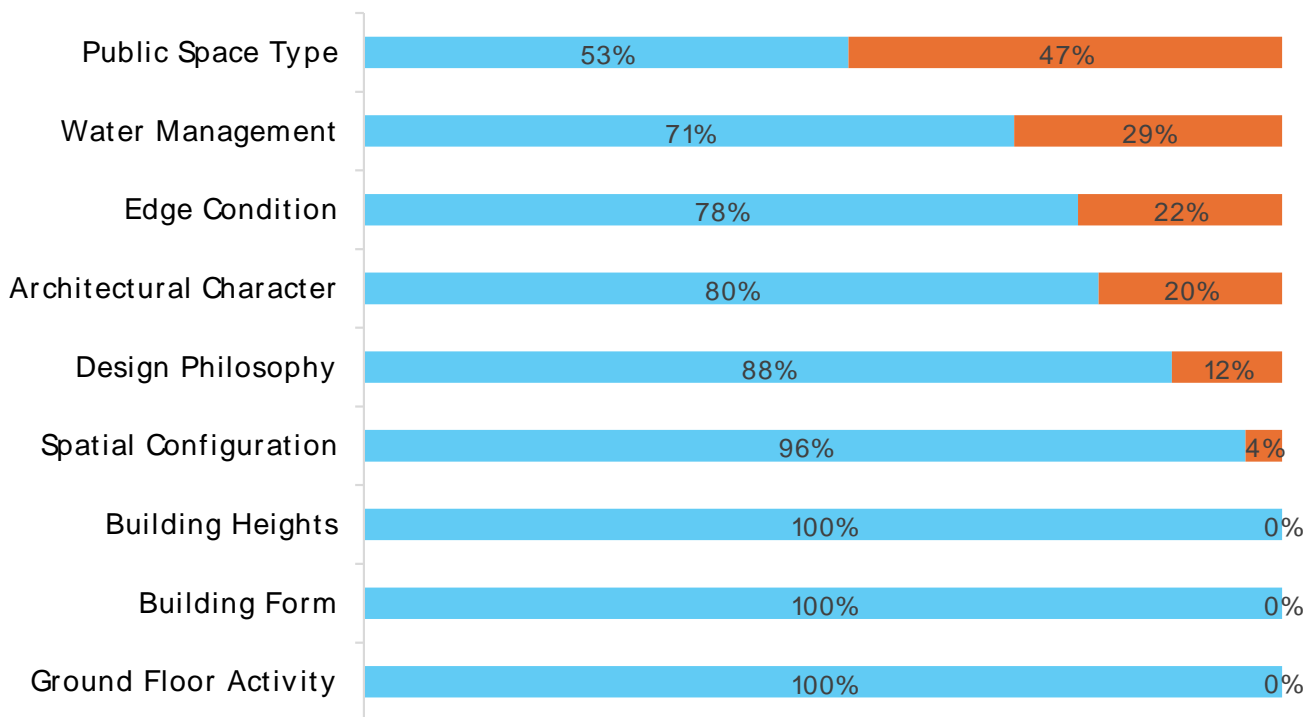
### Opportunities

- 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.

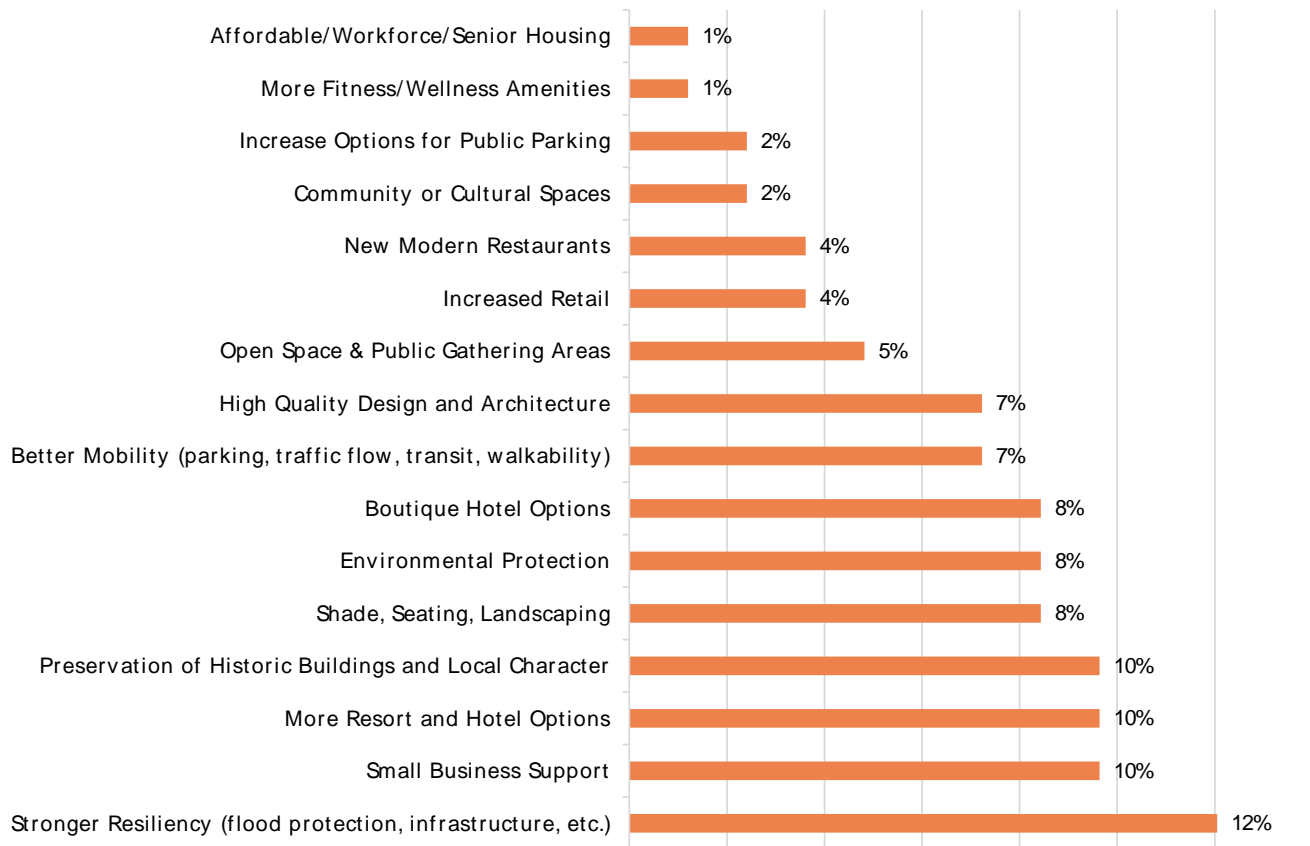
**Building Heights:** 100% of participants prefer varied heights over uniform conditions.

**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.



# 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.*

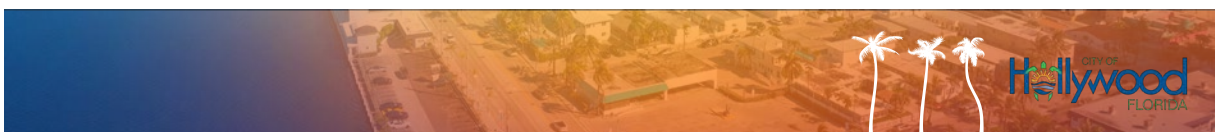
### 3. WHAT FEELS LIKE GOOD DESIGN & PLANNING?

*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.



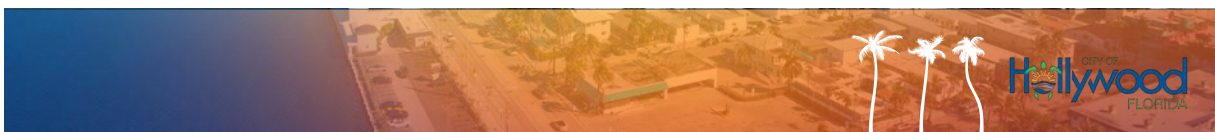
This discussion did not change zoning, grant development rights, or make any decisions. No outcomes were set or approved as part of this discussion.



*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



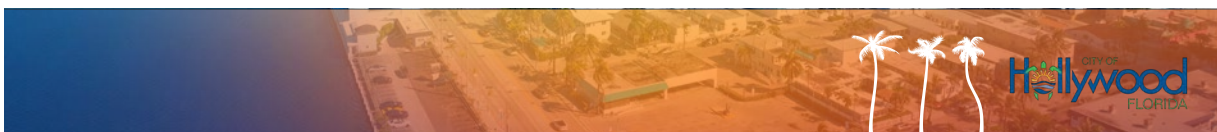
### CENTRAL BEACH

- 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



# HOLLYWOOD BEACH STUDY

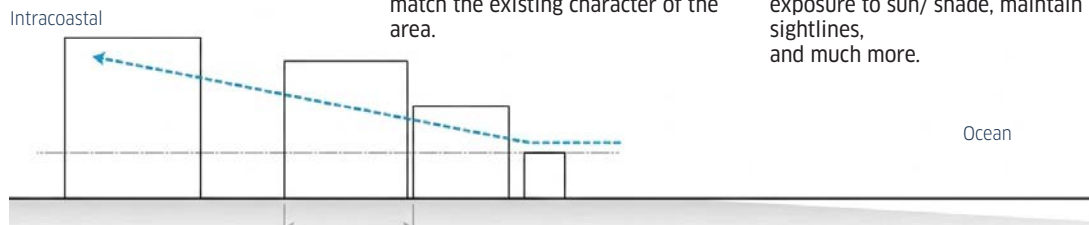
April 29th & 30th Engagement Sessions

## INTRODUCING HEIGHT

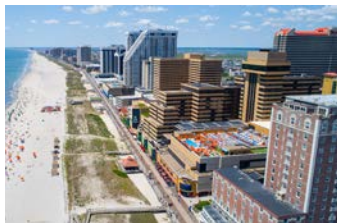
We are *not* making decisions about height right now, but we are exploring the idea of introducing taller buildings.

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

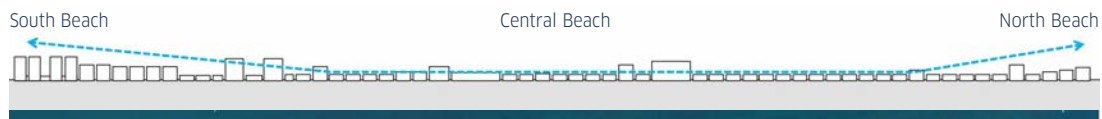


Miami, Florida

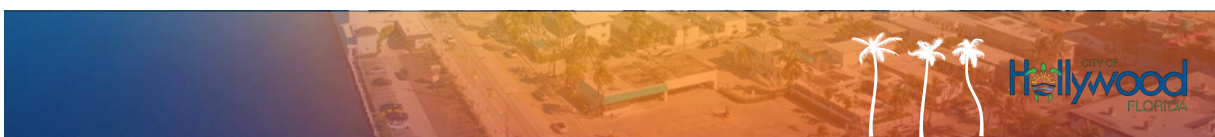
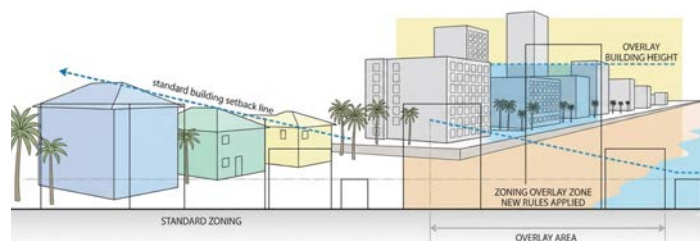


Fort Lauderdale, Florida

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

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## 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



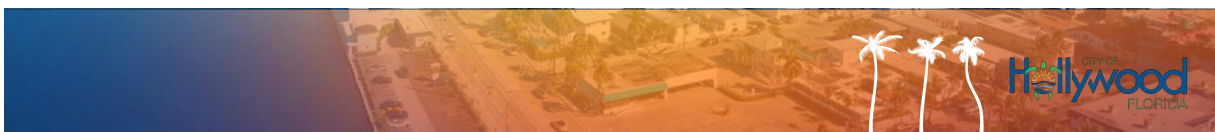
Provincetown, Massachusetts



Capitola, California



Fort Lauderdale, Florida



# HOLLYWOOD BEACH STUDY

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## 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.

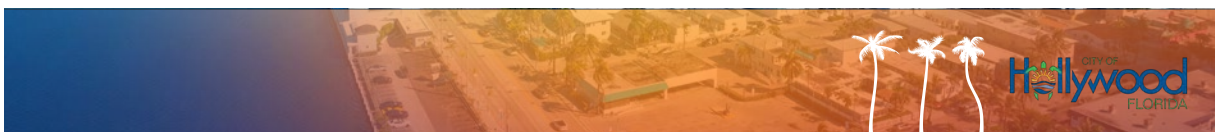


*Golden Beach*



*Sunny Isles*

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



# HOLLYWOOD BEACH STUDY

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## 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

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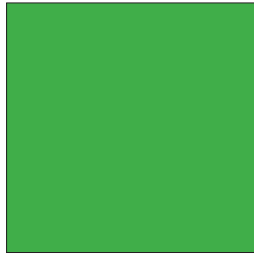
## WHAT MAKES A GREAT BEACH?

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:

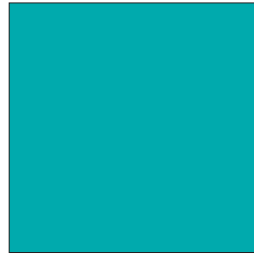
**I love this area!**



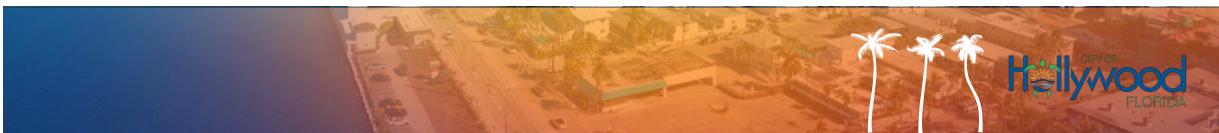
**I have concerns about this area**



**I see opportunities for this area**



**Other Comments:**



# HOLLYWOOD BEACH STUDY

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## WHAT FEELS LIKE GOOD DESIGN & PLANNING?

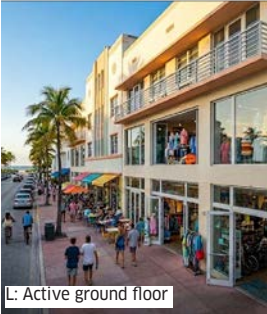





We want to understand which visuals you like best. What feels better to walk along? What would you want more of?

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

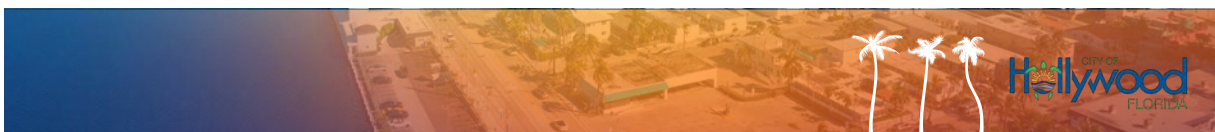
### LEGEND

- North Beach
- Central Beach
- South Beach

I PREFER THE IMAGE ON THE...

	LEFT		RIGHT
 <p>L: Active ground floor</p>		 <p>R: Inactive ground floor</p>	
 <p>L: Generous setbacks from street</p>		 <p>R: Tight edges</p>	
 <p>L: Preserve historic feel</p>		 <p>R: Modern &amp; minimal</p>	

*\*Conceptual for discussion only*



# HOLLYWOOD BEACH STUDY

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## WHAT FEELS LIKE GOOD DESIGN & PLANNING?







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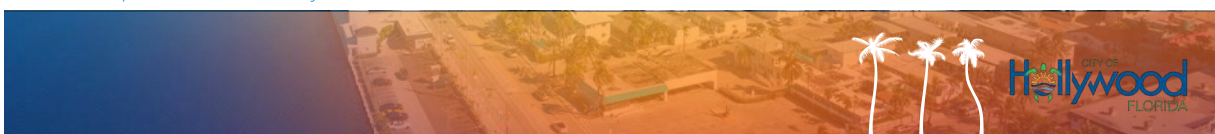
### LEGEND

- North Beach
- Central Beach
- South Beach

I PREFER THE IMAGE ON THE...

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

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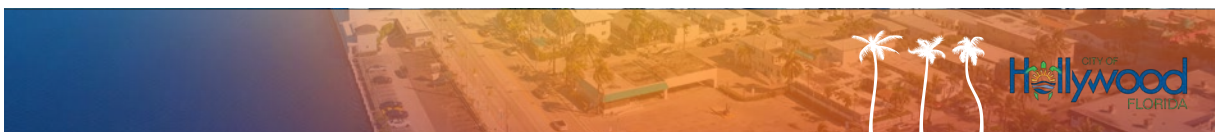
### LEGEND

- North Beach
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I PREFER THE IMAGE ON THE...

	LEFT		RIGHT
 <p>L: Bustling open areas</p>		 <p>R: Secluded gathering spaces</p>	
 <p>L: Bioswales &amp; water capture</p>		 <p>R: Retaining walls</p>	
 <p>L: Ecological &amp; organic</p>		 <p>R: Modern &amp; structured</p>	

*\*Conceptual for discussion only*



# HOLLYWOOD BEACH STUDY

April 29th & 30th Engagement Sessions

## 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

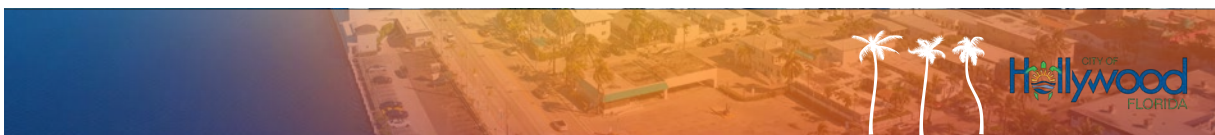


More fitness / wellness amenities



Community or cultural spaces

Other comments:



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Affordable / workforce / senior housing



High quality design & architecture

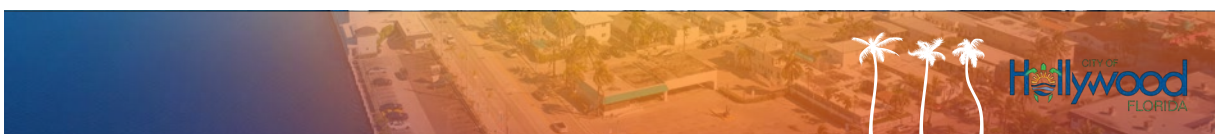


Better mobility (parking, traffic flow, transit, walkability)



Environmental protection

Other comments:



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Small business support



New modern restaurants

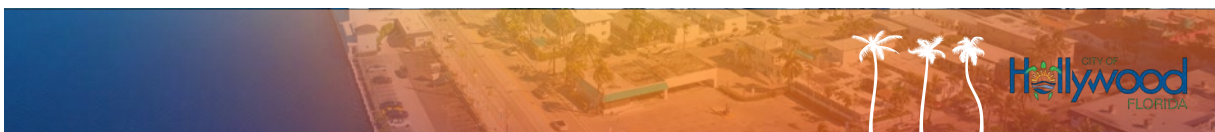


Increased retail



Stronger resiliency (flood protection, infrastructure, etc.)

Other comments:



# HOLLYWOOD BEACH STUDY

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More Resort and hotels options



Boutique hotel options

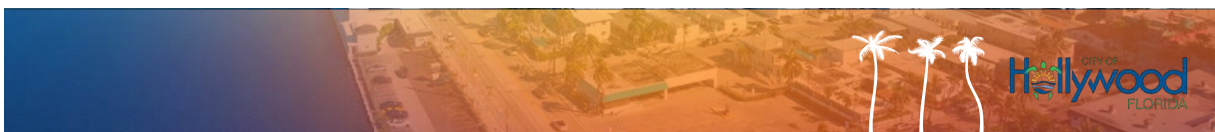


Increase options for public parking



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.

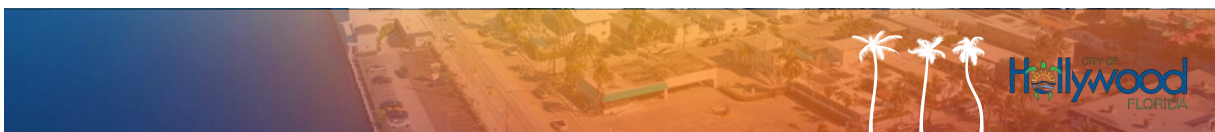
The City of Hollywood is currently working with DIALOG to update the Urban Design Guidelines to reflect contemporary best practices in how we build our city. The Hollywood Beach Study will help inform these guidelines.

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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