



**BEACH
HEIGHTS**
HOLLYWOOD | FLORIDA

Engagement Summary Report | June 2026

Executive Summary

Engagement At a Glance

Following presentation of the original Study to the City Commission on March 25, 2026, the City conducted public engagement and outreach to gather community feedback on the Beach Heights recommendations. Outreach included two public engagement meetings held on April 29, 2026 and April 30, 2026, with 34 recorded attendees across both events, including City staff, Commissioners, board members, and members of the public. Notice was posted on the City's Sunshine Board; engagement information was posted by flyer on the City's website and Planning website; the feedback questionnaire was distributed to community associations and the Hollywood Beach Business Association; and the questionnaire was made available as an online survey on the City's website from April 6, 2026 through June 4, 2026. In total, 196 survey responses were received and reviewed.



2

Public Engagement Meetings

April 29 & April 30, 2026



34

Recorded Attendees

Across both events



196

Survey Responses

Received and reviewed



Photos from Public Engagement - Day 1 & 2

Overall, feedback showed the strongest support for maintaining a low-scale North Beach character, preserving the Hollywood Beach Hotel, and advancing a broader Master Plan Framework with additional refinement. The strongest concerns were associated with increased height and redevelopment intensity, particularly the Hollywood Beach Hotel height strategy, Central Beach hotel/mixed-use strategy, and Transfer of Development Rights (TDR) concept. For TDR-related community benefit priorities, the highest-ranked categories were: preservation of historic buildings and local character; more open space, parks, and public gathering areas; stronger resiliency, including flood protection, infrastructure, and shoreline improvements; and better mobility, including parking, traffic flow, transit, and walkability.

Strongest Areas of Support

Maintaining a low-scale North Beach character

Preserving the Hollywood Beach Hotel

Advancing a broader Master Plan Framework with additional refinement

Strongest Areas of Concern

Increased height and redevelopment intensity

Central Beach hotel/mixed-use strategy

Transfer of Development Rights (TDR) concept

Highest-Ranked TDR Community Benefit Priorities



Preservation of historic buildings and local character



Open space, parks and public gathering areas



Resiliency, including flood protection, infrastructure, and shoreline improvements



Mobility, including parking, traffic flow, transit, and walkability



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01

Why We Engaged

An overview of the Beach Height Study and objectives of engagement.

Why We Engaged

1.1 Context

Hollywood Beach is one of the City's defining places: a public beach, tourism destination, historic coastal district, and important economic asset. The Hollywood Beach Study was initiated to explore how the beach may evolve over time while balancing character, redevelopment feasibility, resiliency, infrastructure improvements, and public benefit.

This engagement builds on the City's recent feasibility study and zoning review, which examined current conditions on the beach and what is realistically possible under the existing policy framework. That work indicated that existing regulations may limit feasible redevelopment and reinvestment, prompting the City to re-examine how future growth and change should be guided along the beach.

1.2 Overview

The Hollywood Beach Study is intended to support the City's ongoing review of height, redevelopment feasibility, resiliency, infrastructure improvements, and public benefit opportunities along the beach. The engagement summarized in this report was undertaken as early input into the City's consideration of a potential interim overlay and future longer-term planning for Hollywood Beach.

1.3 Objectives of Engagement

The engagement process was designed to support a more informed and constructive conversation about the future of Hollywood Beach.

Key objectives included:

- Building awareness of current conditions, constraints, and redevelopment considerations
- Understanding what participants value about the beach and what should be preserved
- Exploring how design, not just height, shapes the experience of the beach
- Identifying priorities for public benefits, including those related to redevelopment, resiliency, and infrastructure improvements
- Gathering input to help inform an interim overlay approach and future planning efforts
- How height, form, and transitions shape the beach experience

This process was intended as an early, exploratory step. It was not designed to establish new zoning regulations or predetermine outcomes, but to inform future policy direction and ongoing City-led planning initiatives.



Historic Hollywood Beach Hotel

HOW WE GOT HERE

1994



Baseline Beach Zoning Established

Beach zoning districts and height permissions were established, shaping development patterns along the beach.

**2004
-
2005**



Beach Heights Study

The City studied beach height options. Staff recommended tapered heights, while City Commission adopted a 65-foot maximum height without tapering.

2007



Beach CRA Master Plan + Historic District

The Hollywood Beach CRA Master Plan and Hollywood Beach Historic District were adopted, reinforcing the importance of character, preservation, and coordinated reinvestment.

2019



Beach Heights Workshop

City Commission revisited the topic of beach heights and tapering.

2026



Feasibility Study + Zoning Review

The City completed analysis to better understand current conditions, redevelopment feasibility, FEMA and resiliency considerations, and the limitations of the existing policy framework.

**APRIL
2026**



Community Engagement

The City invited the community to share ideas and perspectives on beach character, height, design, public benefits, redevelopment, resiliency, and infrastructure improvements.



02

Engagement Overview

The engagement process included three complementary components: a project website, an online survey, and two in-person design charrette events. Together, these methods provided residents, property owners, business owners, and other interested community members with multiple ways to learn about the Hollywood Beach Study and share input.

Engagement Overview

2.1 Project Website

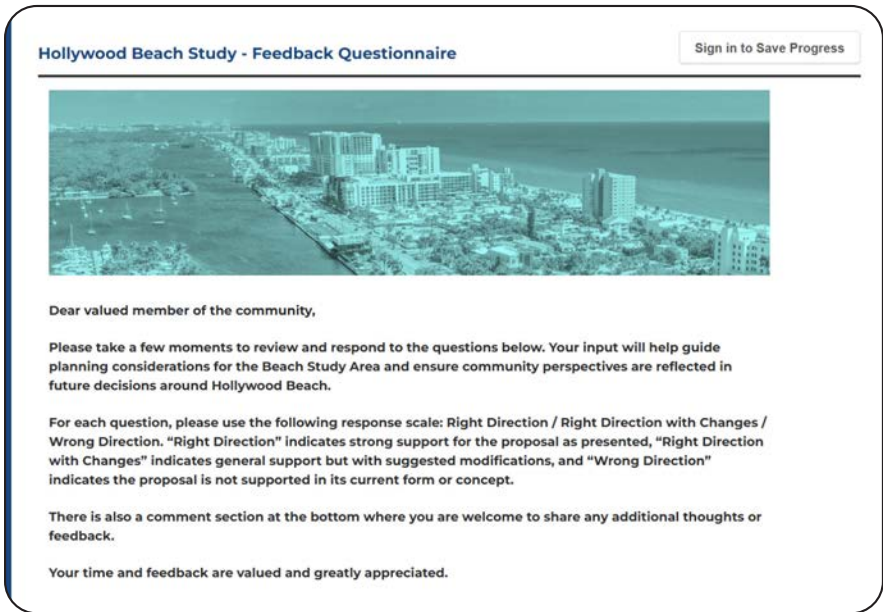
A project website was created to provide background information about the Hollywood Beach Study and share details about the engagement process. The website served as a central information source for community members, including information about the study purpose, upcoming engagement opportunities, and ways to participate.



Hollywood Beach Study - Project Page

2.2 Online Survey

An online feedback questionnaire was made available from [insert dates] to gather broader community input beyond the in-person charrette events. The survey asked participants to respond to emerging directions for Hollywood Beach, including height strategies for North, Central, and South Beach; a targeted overlay framework; Transfer of Development Rights; graduated height transitions; character area differentiation; and potential strategies for the Hollywood Beach Hotel.



Hollywood Beach Study - Feedback Questionnaire

2.3 Design Charrette

Two drop-in design charrette events were held on April 29 and April 30, 2026. The events were held at two different locations to improve accessibility and provide multiple opportunities for participation. The charrette format allowed participants to move through a series of interactive stations at their own pace.

The stations were designed to support an informal but focused conversation about the future of Hollywood Beach. They included:

Why We're Here - The first station provided information on what we are exploring as a future possibility for Hollywood Beach. It provided context for how the project came to be, the three sections of beach that were being considered, concepts of height introductions and inspiring precedents, key considerations, and how to avoid a 'condo canyon'.

What Makes a Great Beach - The second station explored value mapping and potential improvements along the three sections of Hollywood Beach.

What Feels Like Good Design & Planning - The third station provided visual examples of classic planning and design considerations, and then asked the public to vote on their preferences using dot stickers.

Challenges & Opportunities - The final station explored priorities for the future of the beach and asked the public for their thoughts on benefits or tradeoffs that development may bring to the area.



Design Charrette Day 1 - Display Panels



Design Charrette Day 1 - Dot Exercise



Design Charrette Day 1 - Map Exercise



2.4 Outreach Methodology

The City used a range of outreach methods to promote the engagement opportunities and invite community participation. Outreach included information shared through the project website, event notices, and other City communication channels. These efforts were intended to make the public aware of the study, explain how to participate, and encourage attendance at the in-person charrette events and completion of the online survey.

HOLLYWOOD BEACH FEASIBILITY & ZONING STUDY COMMUNITY MEETINGS



The City is conducting a Hollywood Beach Feasibility Study and Zoning Analysis, including a review of the Hollywood Beach Hotel, in partnership with Calvin, Giordano & Associates, Inc. This effort is focused on exploring thoughtful options for the future while preserving the beach's unique character and history. No specific development plans or height increases are being proposed—this is about gathering information to guide smart, community-focused decisions.

We invite you to participate in upcoming community engagement sessions:



Wednesday, April 29 | 10:00 AM – 8:00 PM
Boulevard Heights Community Center
6770 Garfield Street, Hollywood

Thursday, April 30 | 10:00 AM – 8:00 PM
Garfield Street Community Center
300 Connecticut St, Hollywood



www.hollywoodfl.org

Hollywood Beach Feasibility and Zoning Study Community Meeting Notice



03

What We Heard

A summary of what we heard through various methods of engagement.

What We Heard

The engagement process surfaced a consistent message: participants care deeply about the character of Hollywood Beach and want future change to be carefully managed, context-sensitive, and tied to clear public benefits.

Across the charrette and survey, participants discussed height not as an isolated number, but in relation to design quality, transitions, setbacks, ground-level activity, parking, access, infrastructure, resiliency, and the overall experience of the beach.

3.1 Overall Themes

The themes below summarize the main patterns heard across engagement activities. They are intended to highlight recurring priorities and considerations that can inform the City's next phase of work, rather than document every individual comment.



1 Preserve the character of Hollywood Beach

Participants emphasized that Hollywood Beach has a distinct identity that should not be lost through future change. Comments frequently referenced the importance of local character, historic feel, small businesses, the Boardwalk, public access, and the social and recreational role of the beach. There was concern about Hollywood Beach becoming overly generic, overly privatized, or too similar to other high-rise coastal destinations. Survey comments similarly emphasized preserving Hollywood Beach's identity, historic buildings, local character, and the relaxed beach environment.



2 Avoid a continuous 'condo canyon'

A recurring concern was the potential for continuous walls of tall buildings along the beach. Participants generally expressed more comfort with limited and carefully located taller buildings than with broad or uniform height increases. Feedback emphasized the need for spacing, buffers, stepbacks, view protection, and transitions to avoid a canyon effect. Survey comments reinforced this concern, with many respondents specifically cautioning against a Sunny Isles-style high-rise outcome.



3 Use height strategically, not uniformly

Participants did not describe Hollywood Beach as one consistent place. Feedback generally reinforced the need to distinguish between North, Central, and South Beach, recognizing that each area has a different character, development pattern, public realm condition, and relationship to the beach. Survey responses also showed that participants reacted differently to proposed directions across the three areas, reinforcing the importance of a tailored rather than uniform approach. This aligns with the City's direction to consider different approaches by character area.



4 Public benefits should be clearly tied to redevelopment

Participants emphasized that any additional height or redevelopment flexibility should result in visible community benefit. Priorities included flood protection, infrastructure improvements, small business support, hotel and resort options, historic preservation, shade, seating, landscaping, mobility improvements, and high-quality design. Survey comments also emphasized protecting public land, open space, beach access, and public gathering areas. Many respondents were concerned that redevelopment could reduce residents' ability to enjoy the beach,



5 Infrastructure, resiliency, and access are key conditions

Participants raised practical concerns about flooding, FEMA requirements, traffic, parking, emergency access, public services, maintenance, and beach access. Survey comments echoed these concerns, with frequent references to flooding, infrastructure capacity, shoreline protection, environmental impacts, traffic, congestion, walkability, and public access.

Feedback suggests that future growth should not outpace infrastructure capacity and should contribute to a more resilient, functional, and accessible beach.



6 Design matters as much as height

Participants consistently linked height to how buildings are designed and experienced from the public realm. Through the design preference exercise, participants showed strong preference for active ground floors, stepped massing, varied heights, generous setbacks, public edges, ecological design approaches, and preservation of historic character.

The survey results reinforce the importance of this theme by showing that support for change is not automatic. Future redevelopment will need to demonstrate how design quality, scale, transitions, and ground-level experience are addressed before height or intensity is considered acceptable.



7 Support a longer-term planning approach

Survey responses showed stronger support for the longer-term Beach Master Plan direction than for several near-term height and redevelopment tools. This suggests that many participants may be more comfortable considering height and redevelopment as part of a broader planning process, where character areas, transitions, public benefits, infrastructure needs, and resiliency considerations can be tested together. Continued community input will be important as more detailed directions are developed.

3.2 North Beach

Character

- Participants described North Beach as quieter, lower-scale, more local, and more natural in character.
- Feedback emphasized preserving the area's "hidden gem" quality, parks, greenways, and environmental assets.
- Many participants valued its relaxed atmosphere and saw it as distinct from the more active central portion of the beach.

Height

- Participants generally supported maintaining a low-scale condition in North Beach.
- Many comments reflected little to no support for significant height increases.
- Where change was considered acceptable, it was generally described as modest and context-sensitive.

Transition/ Built Form

- Future development should remain compatible with the existing scale and character of the area.
- New development should avoid abrupt changes in height or massing.
- Maintaining a human-scaled public realm was an important theme.

Other Considerations

- Participants emphasized environmental stewardship, access to parks and open space, and protection of natural features.
- Preserving local character and avoiding over-intensification were recurring themes.

"North Beach should stay quiet, local, and low-rise." *



View of North Beach area from the Stranahan River

*All quotes depicted in this report are illustrative participant perspectives



3.3 Central Beach

Character

- Central Beach was described as the most active and visible part of Hollywood Beach.
- Participants valued its energy, the Broadwalk, restaurants, small businesses, and family-friendly destination character.
- At the same time, there were concerns about overcrowding, loss of local character, and affordability of access.

Height

- Central Beach generated the most discussion about height, redevelopment, hotels, and the future role of the beach as an active destination.
- In-person conversations reflected some openness to additional height in Central Beach when tied to hotel development, reinvestment, design quality, transitions, and public benefits.
- Survey responses were more cautious, with the Central Beach height strategy and Central Beach Hotel + Mixed-Use Strategy receiving more “wrong direction” responses than “right direction” responses.
- Overall, feedback suggests that any additional height in Central Beach would need to be selective, clearly explained, and tied to strong design controls, infrastructure, resiliency, access, and public benefit.

Transition/ Built Form

- Participants emphasized that height should be selective, not continuous.
- Strong support was expressed for stepped massing, active ground floors, setbacks, and clear transitions.
- Many comments suggested that buildings closest to the beach or Broadwalk should remain lower in scale, with height located more strategically.

Other Considerations

- Public benefits were an important part of the discussion, including flood protection, infrastructure improvements, public realm enhancements, and support for local businesses. recurring themes.
- Parking, mobility, traffic, walkability, and convenient public access were frequent concerns.
- Feedback emphasized protecting the Broadwalk, public land, open space, beach access, and gathering areas.
- Some comments supported reinvestment, hotels, restaurants, and activity-generating uses if well designed, appropriately located, and compatible with beach character.

“More height could work here if it brings better design and real public benefits.”





3.4 South Beach

Character

- Participants generally recognized South Beach as having a different development pattern from the rest of the beach.
- Feedback acknowledged its more built-up condition and existing higher-scale context.
- At the same time, participants noted that the area could do more to improve pedestrian comfort and public identity.

Height

- Participants were generally more accepting of taller buildings in South Beach than in North Beach.
- Feedback generally supported aligning future height with the existing higher-scale context.
- However, participants still raised concerns about excessive scale, overdevelopment, and buildings being too close to the beach.

Transition/ Built Form

- Participants emphasized the need to avoid continuous tower walls and improve spacing between buildings.
- Setbacks, tower separation, and pedestrian-scale improvements were recurring themes.
- There was interest in improving the relationship between buildings and the public realm.

Other Considerations

- Feedback highlighted the need for better pedestrian conditions, access, and public space.
- Participants also noted the importance of ensuring that future development contributes positively to the beach experience.



Condominiums in South Beach



