04

Emerging Direction

The engagement findings point toward a character-area approach for Hollywood Beach. Participants did not describe the beach as one uniform place; rather, feedback reflected different expectations for North Beach, Central Beach, and South Beach based on their existing character, development pattern, public realm, and relationship to the beach.

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Emerging Direction

4.1 Character Area Direction

The diagram below summarizes the emerging direction heard through the charrette and survey. It is intended to illustrate how community input may help inform the City's ongoing consideration of a potential interim overlay, including where change may be more limited, where targeted redevelopment may be explored, and where transitions, design quality, public benefits, resiliency, and infrastructure improvements should shape future direction.

North Beach:
"Preserve nature"

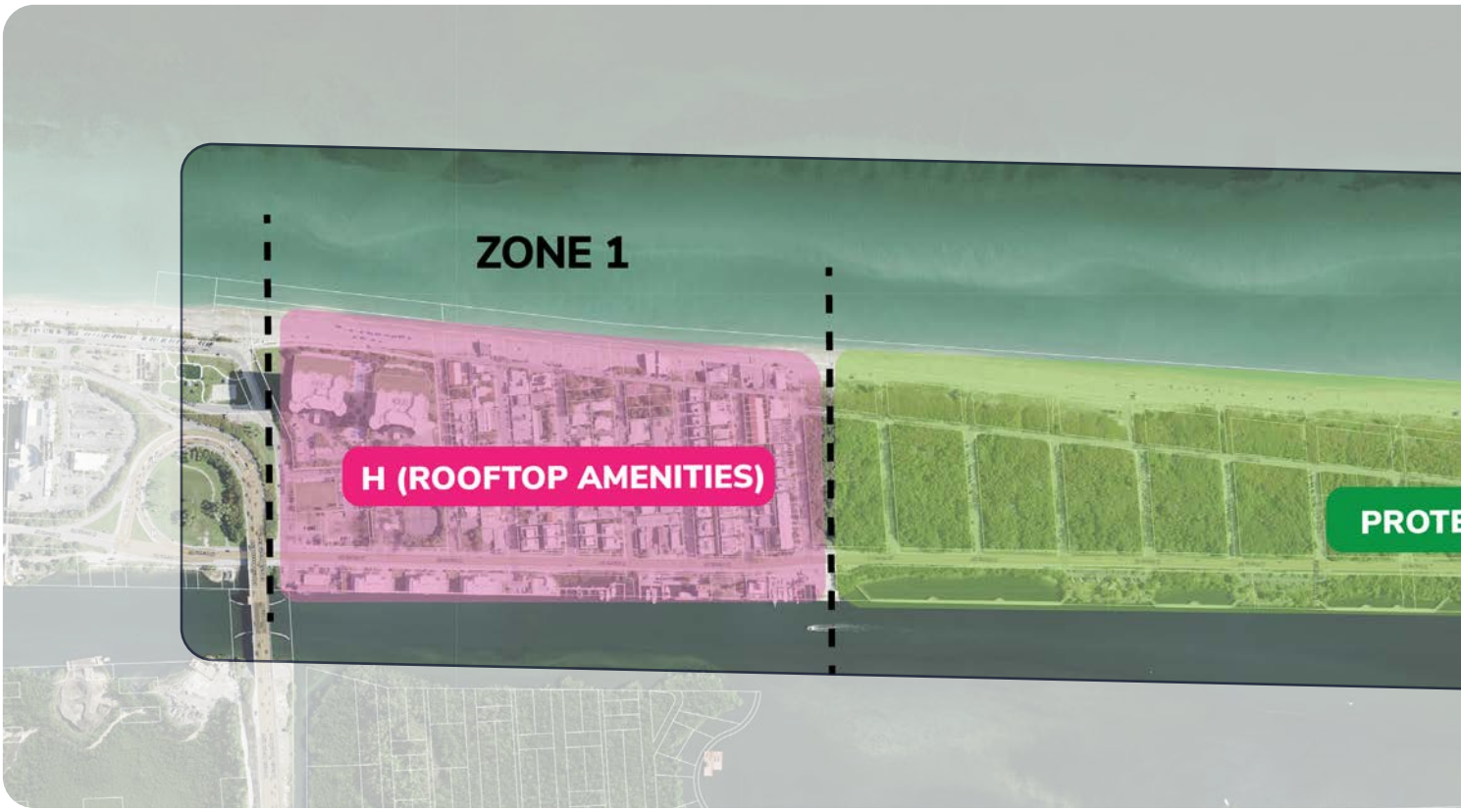
Central Bea
"Keep the

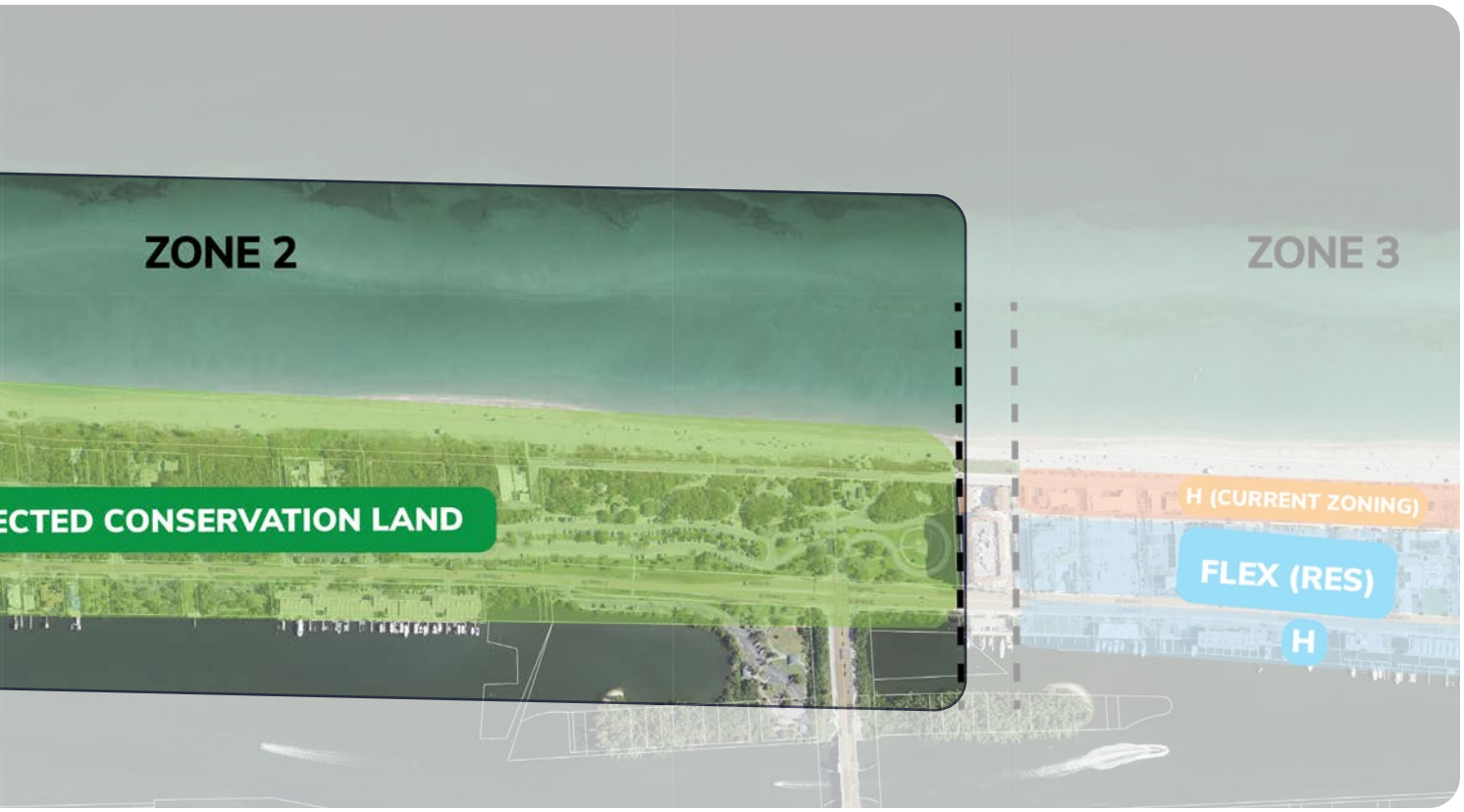
South Beach:
“Would like to see more public amenities”

ach:
character”

4.2 North Beach

- North Beach could be split into two zones, with gateways in between.
- Zone 1 wouldn't see much more height, but more public spaces such as rooftop amenities could be introduced in this area.
- Zone 2 would remain protected conservation land.



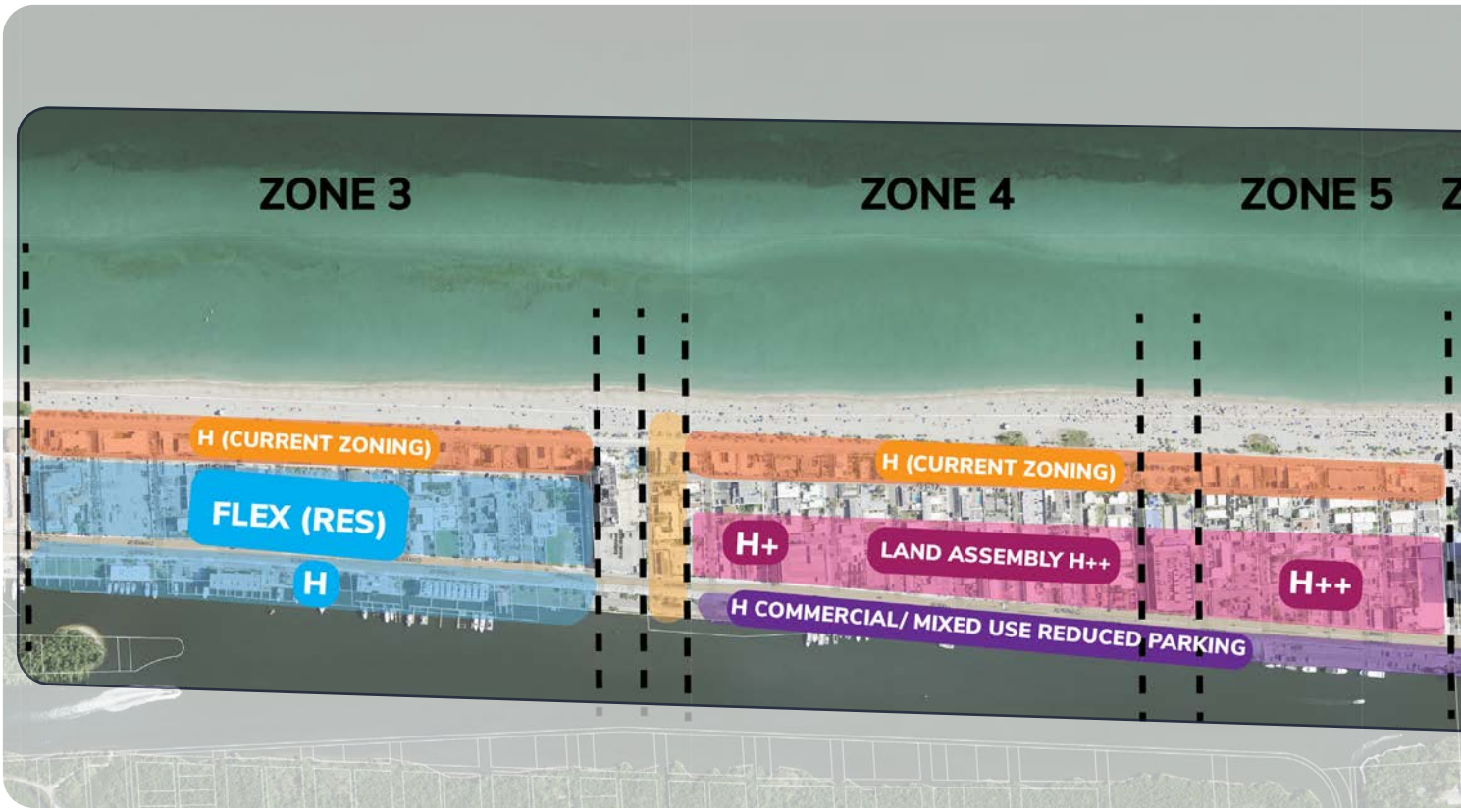


Emerging Direction

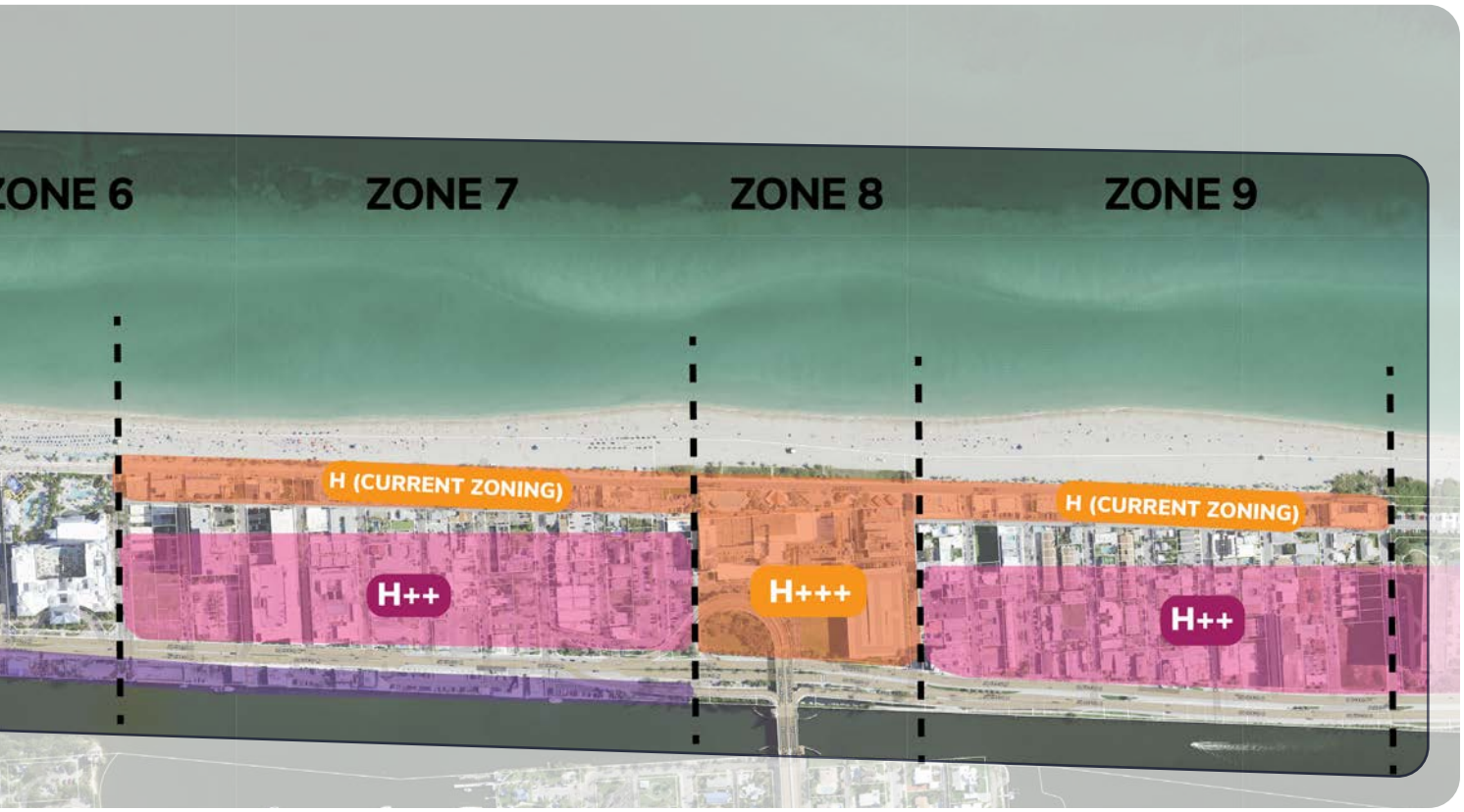
North Beach should generally remain lower-scale, with future change focused on preservation, modest reinvestment, and protection of environmental and public realm qualities.

4.3 Central Beach

- North Beach could be split into seven zones, with gateways in between and allowances for existing private landmark hotels such as the Hollywood Beach Marriott and the Margaritaville Resort.
- Zone 3 could maintain current zoning along the beachfront, while allowing for flexible residential uses to the west towards the Stranahan River. Height could be introduced along the River itself, on the west side of North Ocean Drive.



- Zones 4, 5, 7 and 9 could maintain current zoning along the beachfront, but including a Land Assembly towards the Stranagan River, and commercial/mixed use on the west side of North Ocean Drive. Heights could increase from Zone 4 to Zone 7 and further down the beach.
- Zone 6 marks the Margaritaville Resort.
- Zone 8 includes the Oceanwalk Mall, where significant height could be introduced.

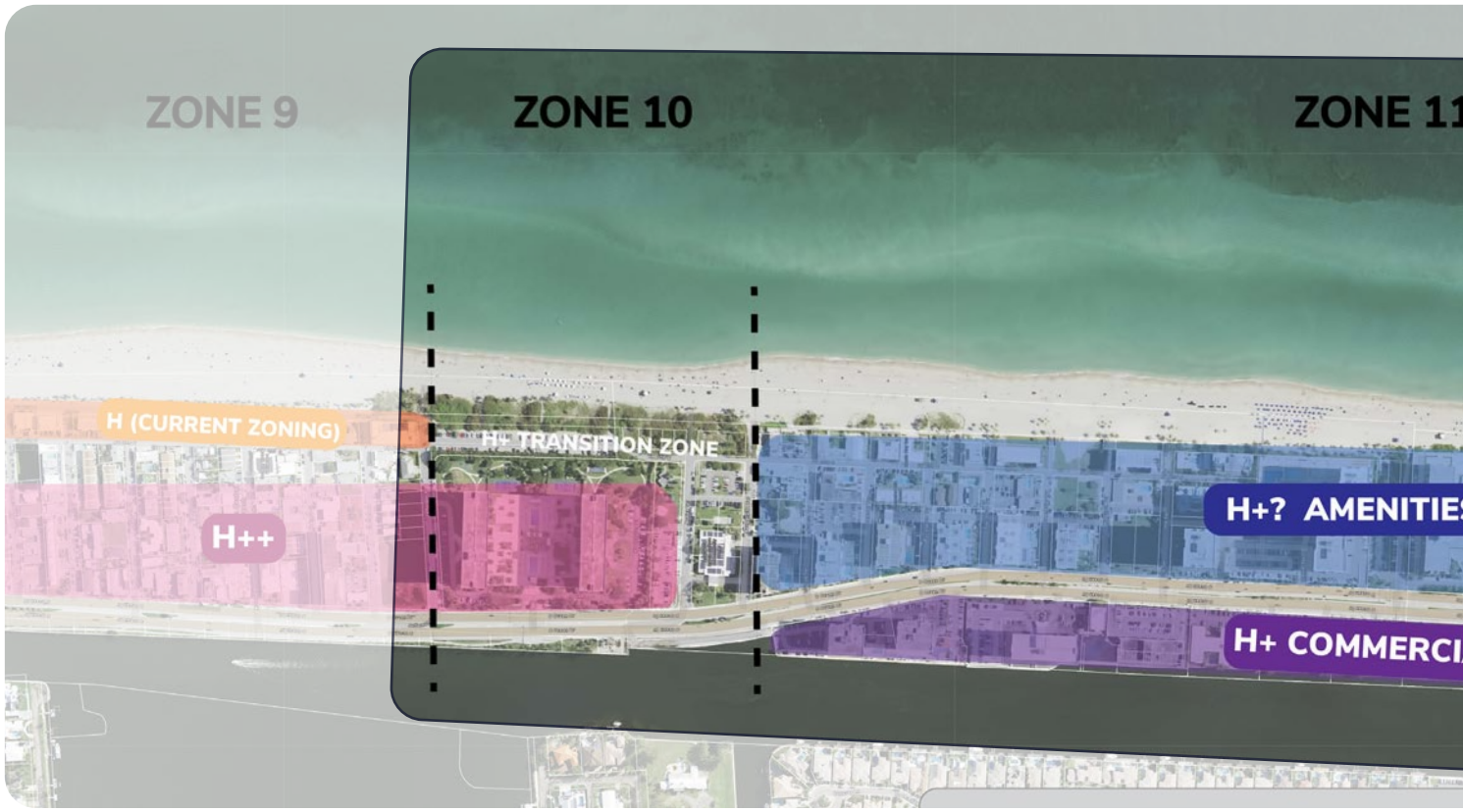


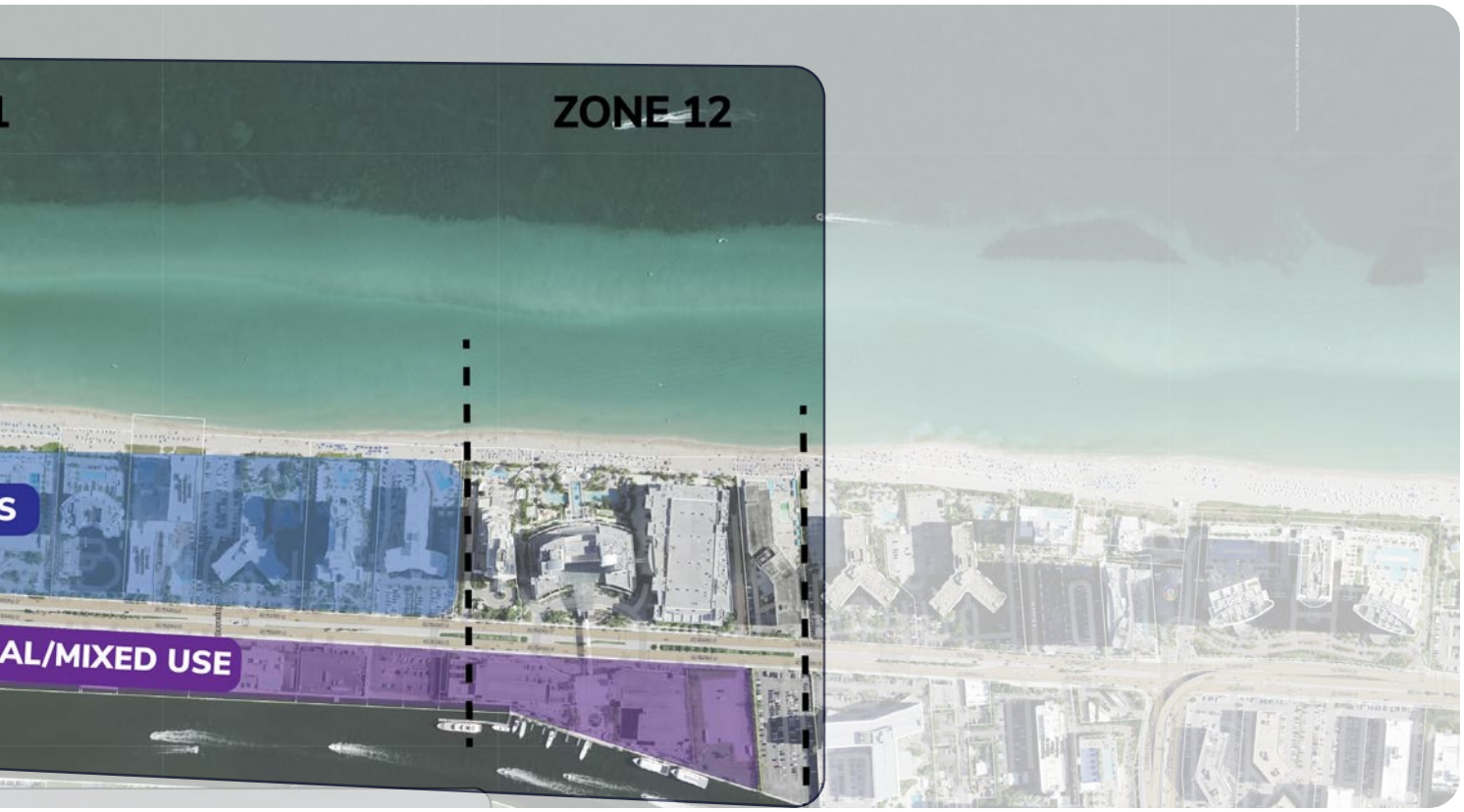
Emerging Direction

Central Beach appears to be the area with the greatest openness to targeted redevelopment and height flexibility, provided that development is paired with strong design controls, transitions, infrastructure improvements, and public benefits.

4.4 South Beach

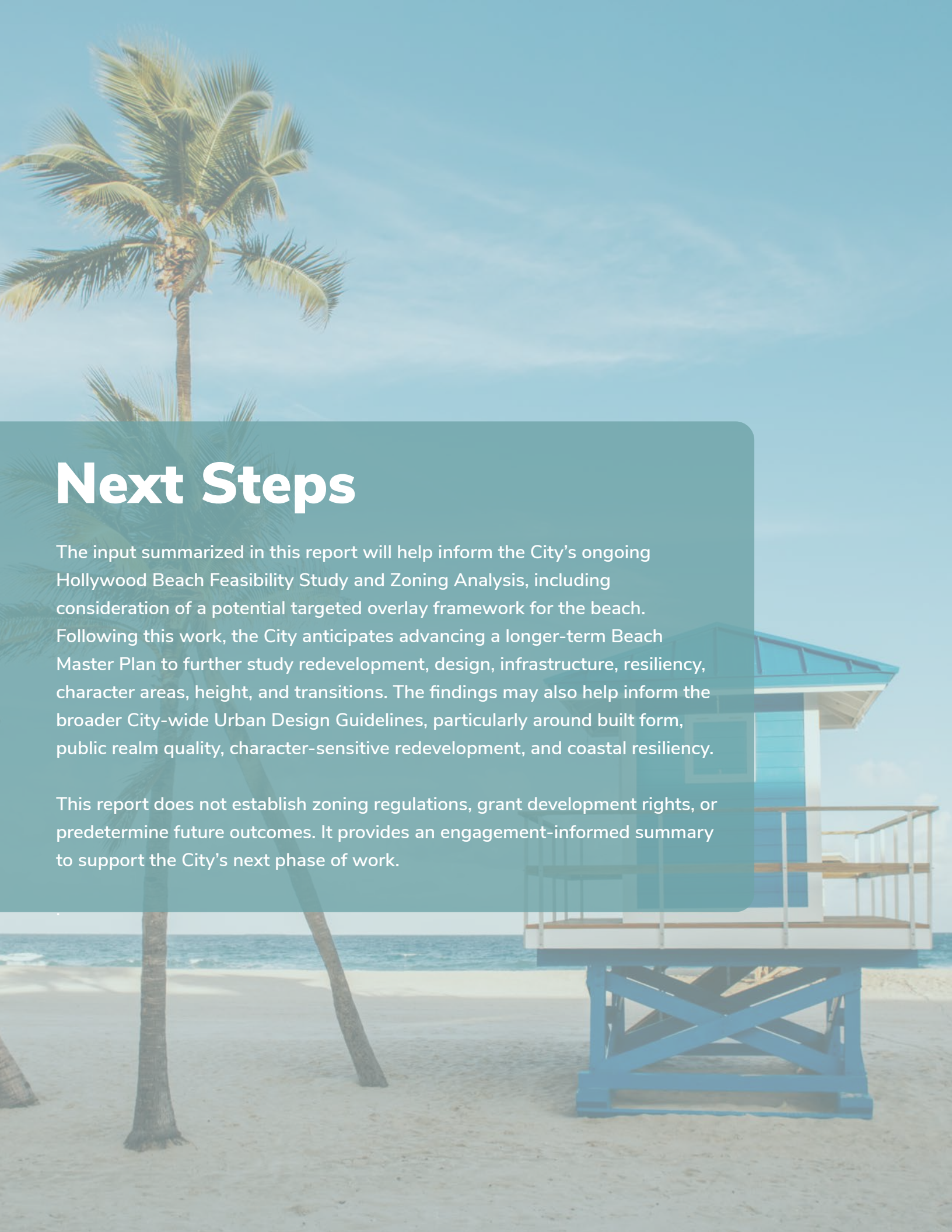
- South Beach could be split into three zones, with gateways in between.
- Zone 10 could act as a transition zone in terms of height.
- Zone 11 could introduce public amenities at varying heights on the beachfront, with commercial/mixed use needs towards the river.
- Zone 12 would act as a continuation of the commercial/mixed use area.





Emerging Direction

South Beach may continue to accommodate a taller built form pattern, but future development should be managed through clear expectations for spacing, setbacks, transitions, pedestrian experience, and public realm improvements.



Next Steps

The input summarized in this report will help inform the City's ongoing Hollywood Beach Feasibility Study and Zoning Analysis, including consideration of a potential targeted overlay framework for the beach. Following this work, the City anticipates advancing a longer-term Beach Master Plan to further study redevelopment, design, infrastructure, resiliency, character areas, height, and transitions. The findings may also help inform the broader City-wide Urban Design Guidelines, particularly around built form, public realm quality, character-sensitive redevelopment, and coastal resiliency.

This report does not establish zoning regulations, grant development rights, or predetermine future outcomes. It provides an engagement-informed summary to support the City's next phase of work.

A

Appendix

Survey Results

Appendix: Hollywood Beach Engagement Results

Summary

Hollywood Beach Heights Questionnaire – Retallied Engagement Summary

Summary Notes

Item	Result / Note
Total records reviewed	196
Rating scale normalization	Has Potential = Right Direction; Moderate = Right Direction with Changes; Not Viable = Wrong Direction.
Q10 treatment	Q10 is a multi-select community priority question and is not included in the all-rating response chart. It is summarized separately.
Chart approach	One 100% stacked chart compares all rating questions; individual question charts show count by choice.

Response Summary

Question	Total Responses	Right Direction	Right Direction with Changes	Wrong Direction	Largest Response Category
Q1 – North Beach Height Strategy	190	158	17	15	Right Direction
Q2 – Central Beach Height Strategy	189	57	32	100	Wrong Direction
Q3 – South Beach Height Strategy	88	48	29	11	Right Direction
Q4 – Near-Term Targeted Overlay Framework	165	45	41	79	Wrong Direction
Q5 – Transfer of Development Rights (TDR)	168	49	30	89	Wrong Direction
Q6 – Graduated Height Transitions	178	61	51	66	Wrong Direction
Q7 – North/Central/South Beach Differentiation	182	66	57	59	Right Direction
Q8 – Central Beach Hotel + Mixed-Use Strategy	181	40	42	99	Wrong Direction
Q9 – Master Plan Framework	173	77	60	36	Right Direction
Q11 – Hollywood Beach Hotel – Preservation	188	109	41	38	Right Direction
Q12 – Hollywood Beach Hotel – Height Strategy	191	37	33	121	Wrong Direction

Methodology

Methodology / Quality Control Notes

Source files	online package 1(1).pdf; online package 2(1).pdf; online package 3(1).pdf; online package 4(1).pdf; online package 5(1).pdf; HBBA(2).pdf; Community Association_1(2).pdf; Community Association_2(2).pdf; Community Association_3(2).pdf
Normalization applied	Has Potential responses were retallied as Right Direction; Moderate responses were retallied as Right Direction with Changes; Not Viable responses were retallied as Wrong Direction. Forms already using the Right Direction scale were retained as submitted.
Response totals	Totals vary by question because not every submitted form contained a valid selection for every question. Each total response count reflects nonblank/valid responses for that question.
Q10	Q10 is a multi-select priority question. It is not included in the rating-response chart and is summarized separately by total selections.
Comments	Written feedback was categorized by general theme for engagement-report use. Comment categories are not mutually exclusive; one comment may be reflected in more than one theme.
Quality check	Combined totals in the Tallies sheet are the sum of the original response labels shown in the Original Scale Detail section.

Tallies

Tally per Question and Total Responses

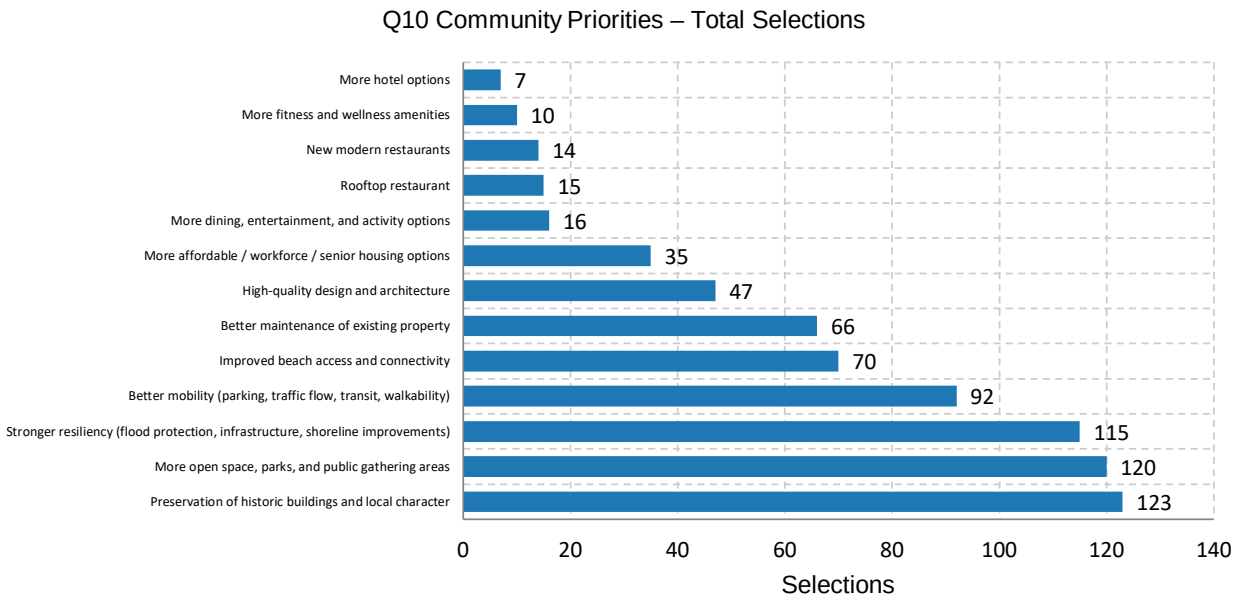
Question #	Question	Total Responses	Right Direction	Right Direction with Changes	Wrong Direction	Right Direction %	Right Direction with Changes %	Wrong Direction %	Notes
Q1	North Beach Height Strategy	190	158	17	15	83.2%	8.9%	7.9%	
Q2	Central Beach Height Strategy	189	57	32	100	30.2%	16.9%	52.9%	
Q3	South Beach Height Strategy	88	48	29	11	54.5%	33.0%	12.5%	
Q4	Near-Term Targeted Overlay Framework	165	45	41	79	27.3%	24.8%	47.9%	
Q5	Transfer of Development Rights (TDR)	168	49	30	89	29.2%	17.9%	53.0%	
Q6	Graduated Height Transitions	178	61	51	66	34.3%	28.7%	37.1%	
Q7	North/Central/South Beach Differentiation	182	66	57	59	36.3%	31.3%	32.4%	
Q8	Central Beach Hotel + Mixed-Use Strategy	181	40	42	99	22.1%	23.2%	54.7%	
Q9	Master Plan Framework	173	77	60	36	44.5%	34.7%	20.8%	Q10 excluded from rating chart because it is multi-select.
Q11	Hollywood Beach Hotel – Preservation	188	109	41	38	58.0%	21.8%	20.2%	
Q12	Hollywood Beach Hotel – Height Strategy	191	37	33	121	19.4%	17.3%	63.4%	

Original Scale Detail

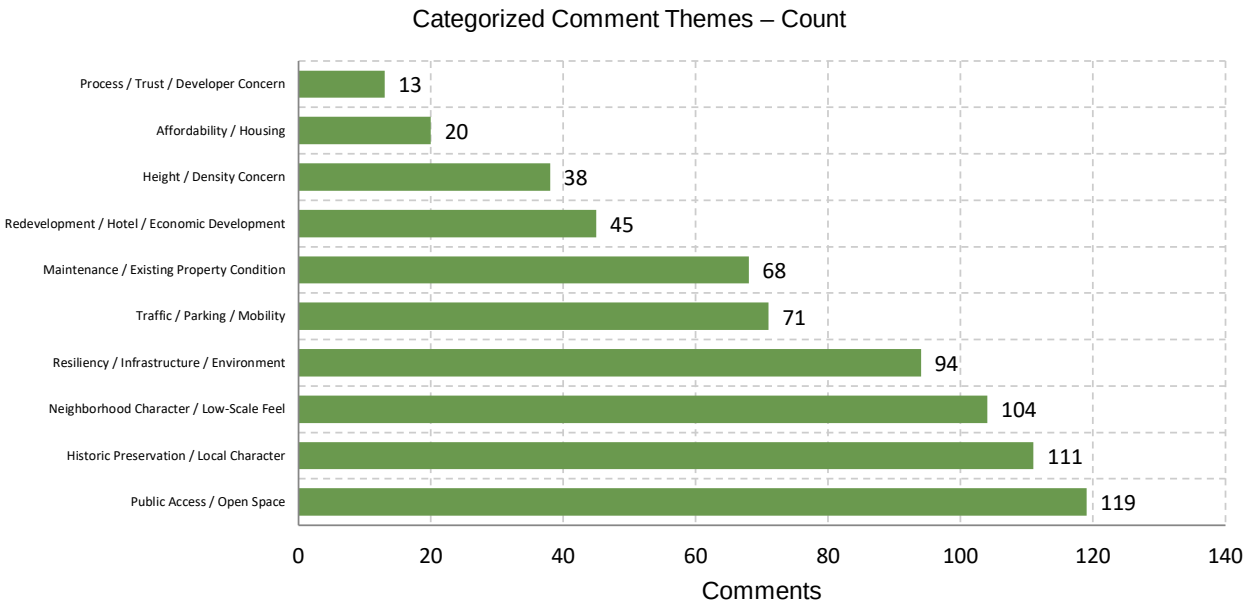
Original Scale Detail	Has Potential	Moderate	Not Viable	Right Direction	Right Direction with Changes	Wrong Direction	Mapping Check
Q1	24	6	6	134	11	9	Normalized into the three report categories above
Q2	20	10	4	37	22	96	Normalized into the three report categories above
Q3	18	4	11	30	25	0	Normalized into the three report categories above
Q4	19	9	9	26	32	70	Normalized into the three report categories above
Q5	18	5	11	31	25	78	Normalized into the three report categories above
Q6	14	12	4	47	39	62	Normalized into the three report categories above
Q7	18	12	3	48	45	56	Normalized into the three report categories above
Q8	17	9	5	23	33	94	Normalized into the three report categories above
Q9	16	7	7	61	53	29	Normalized into the three report categories above
Q11	21	5	9	88	36	29	Normalized into the three report categories above
Q12	20	5	10	17	28	111	Normalized into the three report categories above

Q10 + Comments

Question 10 Priorities and Categorized Comment Summary



Q10 Priority / Commenting Option	Total Selections	General Details for Engagement Report
Preservation of historic buildings and local character	123	Top priority group; strongly tied to maintaining Hollywood Beach identity and character.
More open space, parks, and public gathering areas	120	High-interest priority; respondents frequently emphasized public access and public spaces.
Stronger resiliency (flood protection, infrastructure, shoreline improvements)	115	High-interest priority; respondents connected future planning to flooding, infrastructure, and coastal resilience.
Better mobility (parking, traffic flow, transit, walkability)	92	Recurring concern around congestion, parking, and access to the beach.
Improved beach access and connectivity	70	Respondents supported improved access, circulation, and connectivity to the beach/Broadwalk.
Better maintenance of existing property	66	Comments often asked for maintenance and improvement of existing properties and public areas before major new development.
High-quality design and architecture	47	Design quality was important where reinvestment or redevelopment is considered.
More affordable / workforce / senior housing options	35	Some interest in housing options, though less frequent than preservation/open space/resiliency/mobility.
More dining, entertainment, and activity options	16	A smaller group supported additional activity-generating uses.
Rooftop restaurant	15	Specific interest from some online respondents.
New modern restaurants	14	Specific interest from some online respondents.
More fitness and wellness amenities	10	Lower-frequency selected priority.
More hotel options	7	Lower-frequency selected priority.

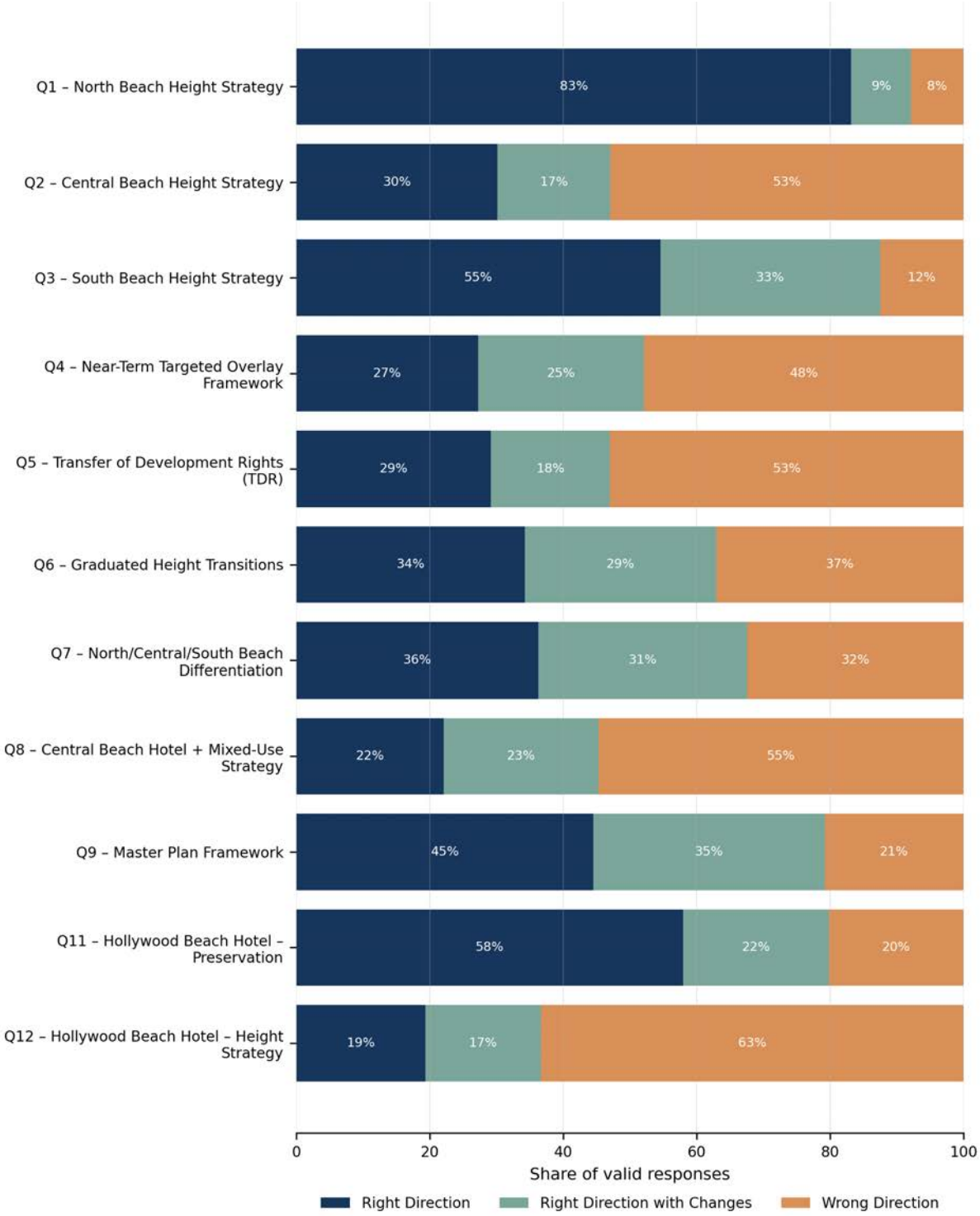


Comment Theme / Category	Comment Count	General Details for Engagement Report
Public Access / Open Space	119	Comments frequently emphasized protecting public land, open green space, beach access, and public gathering areas. Several respondents were concerned that redevelopment could reduce residents' ability to enjoy the beach.
Historic Preservation / Local Character	111	Respondents frequently referenced the need to preserve Hollywood Beach's identity, historic buildings, and local character, including the Broadwalk/beachfront feel.
Neighborhood Character / Low-Scale Feel	104	A major comment trend was maintaining the relaxed, low-scale beach environment and avoiding a Sunny Isles-type or high-rise outcome.
Resiliency / Infrastructure / Environment	94	Comments raised flooding, infrastructure capacity, shoreline protection, and environmental concerns. Many respondents connected redevelopment discussions to resiliency and carrying-capacity needs.
Traffic / Parking / Mobility	71	Parking availability, traffic congestion, walkability, and beach access were recurring concerns, especially where additional height or density was discussed.
Maintenance / Existing Property Condition	68	Many comments focused on improving or maintaining existing properties and public areas before adding major new development.
Redevelopment / Hotel / Economic Development	45	Some comments supported reinvestment, hotel options, restaurants, and activity-generating uses if well designed, appropriately located, and compatible with beach character.
Height / Density Concern	38	Comments in this category expressed concern about taller buildings, additional density, beach shadows, skyline impacts, and the scale of future development.
Affordability / Housing	20	Some respondents selected or commented on workforce, senior, or affordable housing options, though this was less frequent than preservation, resiliency, open space, and mobility themes.
Process / Trust / Developer Concern	13	A smaller set of comments expressed distrust of developer influence, concern over process transparency, and requests for clearer public information before decisions are made.

All Questions Chart

Responses to Beach Heights Questionnaire

Questions 1–9 and 11–12 only. Q10 is excluded because it was a multi-select priority question.



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Q9	Q9 Master Plan Framework	173	77	60	36	44.5%	34.7%	20.8%
Q11	Q11 Hollywood Beach Hotel – Preservation	188	109	41	38	58.0%	21.8%	20.2%
Q12	Q12 Hollywood Beach Hotel – Height Strategy	191	37	33	121	19.4%	17.3%	63.4%

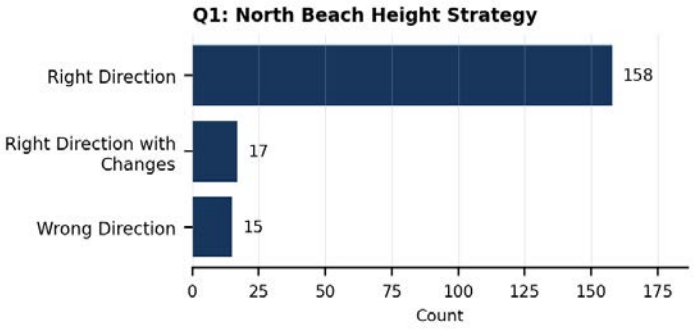
Charts by Question

Chart per Question

Each chart below shows the tally count for the selected question. Q10 appears as a priority-selection chart.

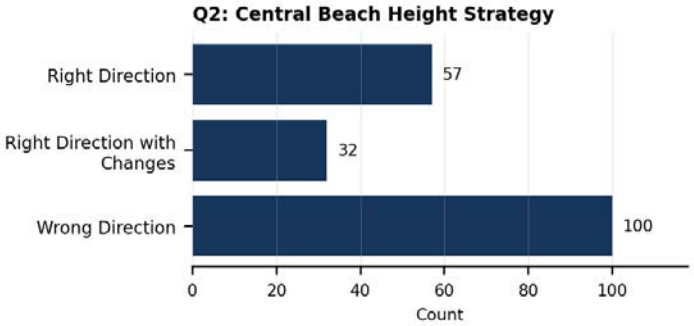
Q1: North Beach Height Strategy

Choice	Count
Right Direction	158
Right Direction with Changes	17
Wrong Direction	15



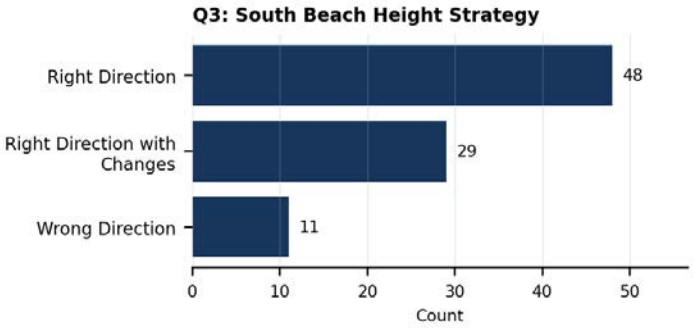
Q2: Central Beach Height Strategy

Choice	Count
Right Direction	57
Right Direction with Changes	32
Wrong Direction	100



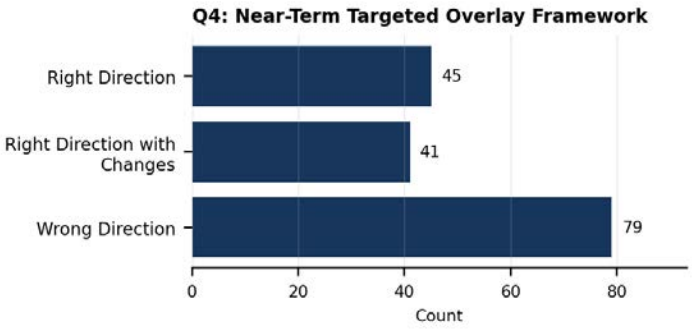
Q3: South Beach Height Strategy

Choice	Count
Right Direction	48
Right Direction with Changes	29
Wrong Direction	11



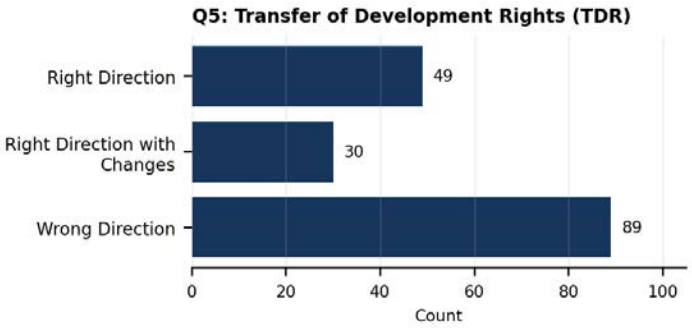
Q4: Near-Term Targeted Overlay Framework

Choice	Count
Right Direction	45
Right Direction with Changes	41
Wrong Direction	79



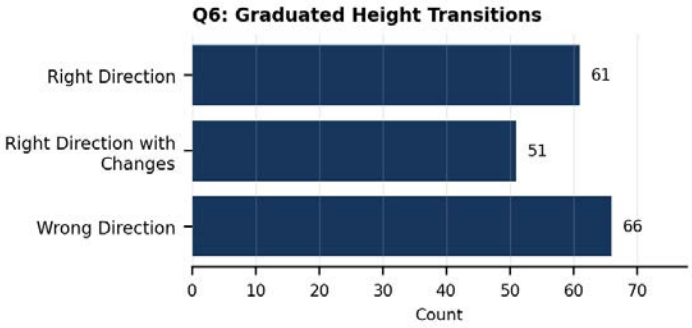
Q5: Transfer of Development Rights (TDR)

Choice	Count
Right Direction	49
Right Direction with Changes	30
Wrong Direction	89



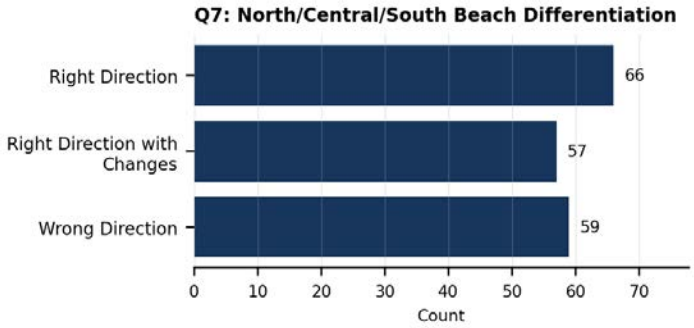
Q6: Graduated Height Transitions

Choice	Count
Right Direction	61
Right Direction with Changes	51
Wrong Direction	66



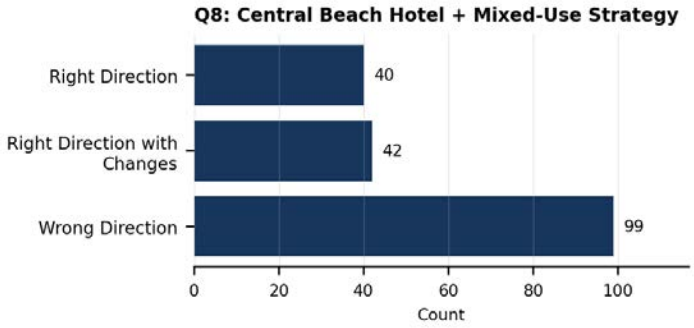
Q7: North/Central/South Beach Differentiation

Choice	Count
Right Direction	66
Right Direction with Changes	57
Wrong Direction	59



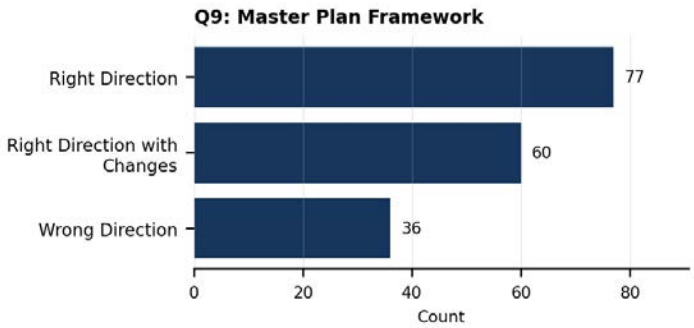
Q8: Central Beach Hotel + Mixed-Use Strategy

Choice	Count
Right Direction	40
Right Direction with Changes	42
Wrong Direction	99



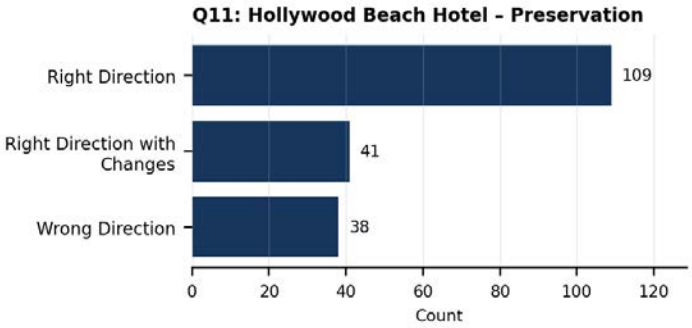
Q9: Master Plan Framework

Choice	Count
Right Direction	77
Right Direction with Changes	60
Wrong Direction	36



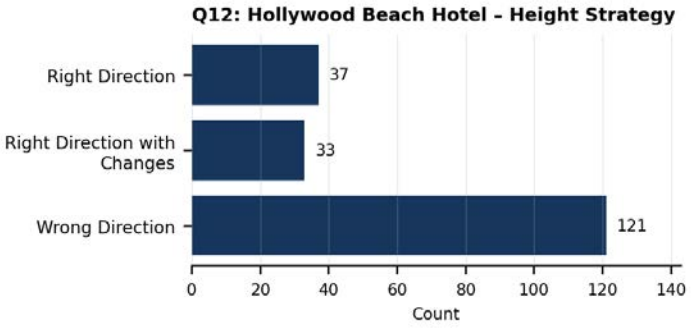
Q11: Hollywood Beach Hotel – Preservation

Choice	Count
Right Direction	109
Right Direction with Changes	41
Wrong Direction	38



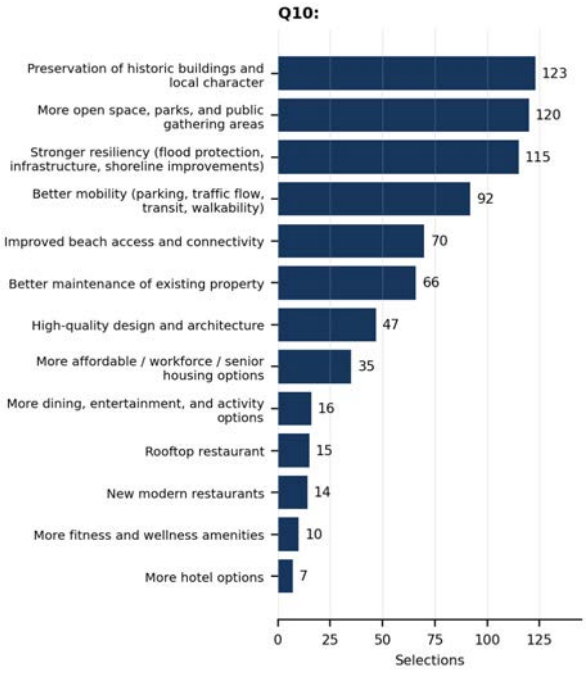
Q12: Hollywood Beach Hotel – Height Strategy

Choice	Count
Right Direction	37
Right Direction with Changes	33
Wrong Direction	121



Q10:

Priority / Commenting Option	Selections
Preservation of historic buildings and local character	123
More open space, parks, and public gathering areas	120
Stronger resiliency (flood protection, infrastructure, shoreline improvements)	115
Better mobility (parking, traffic flow, transit, walkability)	92
Improved beach access and connectivity	70
Better maintenance of existing property	66
High-quality design and architecture	47
More affordable / workforce / senior housing options	35
More dining, entertainment, and activity options	16
Rooftop restaurant	15
New modern restaurants	14
More fitness and wellness amenities	10
More hotel options	7



B

Appendix

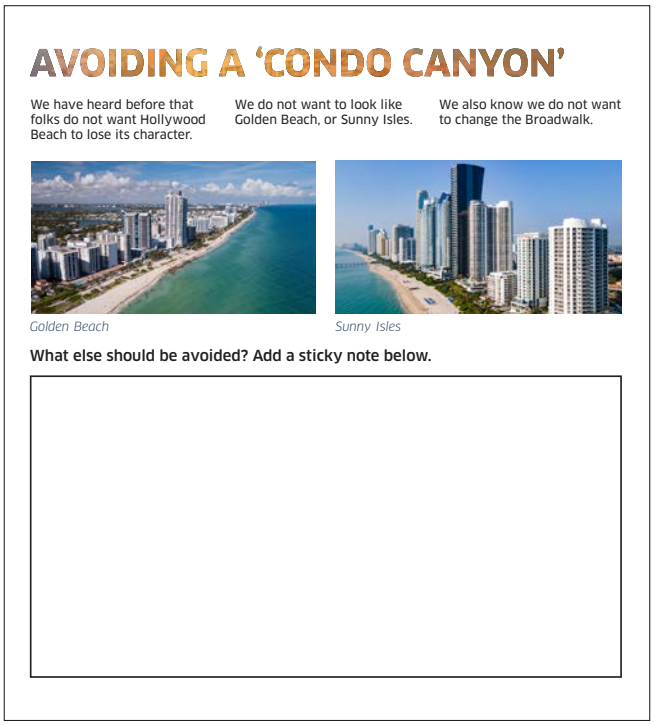
Detailed Charrette Input

Station 1: What Should be Avoided?

This station acknowledged what the community has expressed to date regarding what Hollywood Beach should not become, and invited participants to identify additional concerns. The following summarizes key themes raised to help guide what should not be approved or encouraged moving forward.

Development & Building Heights

- Avoid a "condo canyon" condition; allow only a limited number of taller buildings with appropriate spacing and buffers, rather than continuous walls of towers
- Oppose very tall buildings along the beach, including high-rise development at a scale perceived to be out of context (e.g., 30+ storeys)
- Do not allow high-rise development on publicly owned lands; maintain appropriate height limits in these areas
- Prevent fragmented or piecemeal development; ensure future growth is cohesive and coordinated
- Avoid development patterns that prioritize isolated projects over a clear, area-wide vision
- Do not replace active commercial uses with low-density residential (e.g., single-family homes) in areas intended to support economic activity



Parking, Access & Public Use

- Do not reduce public parking supply or create barriers to access; avoid conditions that make the beach feel pay-to-access
- Maintain convenient, affordable, and visible parking options for residents and visitors
- Avoid approving new development without sufficient on-site parking and clearly defined public access
- Ensure that development does not limit access to the beach, Broadwalk, or waterfront

Traffic & Mobility

- Avoid introducing land uses or development patterns that exacerbate existing traffic congestion
- Recognize cumulative impacts of development on local streets and access points
- When evaluating uses, acknowledge that different building types (e.g., hotels vs. residential) may have varying traffic impacts

Community Character & Experience

- Avoid development that diminishes the unique character of Hollywood Beach as a social, cultural, and recreational destination
- Avoid further decline in nightlife and evening activity; support a balanced, active environment throughout the day and evening
- Prevent environments that feel privatized, inactive, or disconnected from the public realm
- Avoid design approaches that reduce vibrancy at the ground level or weaken the pedestrian experience

Design & Safety Considerations

- Do not mandate specific design elements universally without flexibility (e.g., frangible features); allow context-sensitive application
- Address safety concerns in design, including visibility, lighting, and avoidance of hidden or inactive spaces
- Avoid block configurations or design approaches that reduce permeability or create isolated conditions

Infrastructure & Services

- Avoid development that outpaces the capacity of existing infrastructure systems, including roads, utilities, and public services
- Ensure that new development does not strain or degrade existing infrastructure without corresponding upgrades
- Avoid short-term solutions that do not address long-term infrastructure needs