

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

DATE: August 4, 2026 **FILE:** 24-DP-79

TO: Planning and Development Board

VIA: Cameron Palmer, Assistant Director, Chief Planner

FROM: Umar Javed, Planner III

SUBJECT: 102 SW 1st LLC regarding a Design and Site Plan request for a 36-unit multi-family development of approximately 35,930 square feet and 4 stories (45 feet) in the DH-2 Zoning District within the Regional Activity Center (2306 Van Buren Street).

REQUEST:

Design and Site Plan request for a four-story, 36-unit multi-family residential development in the DH-2 Zoning District within the Regional Activity Center.

RECOMMENDATION:

Design: Approval.

Site Plan: Approval, if Design is granted, with the following condition:

1. The Applicant shall commit to providing public art, in accordance with the elevation sheet A.26, for the proposed mural prior to the issuance of the master building permit. Should the Applicant elect not to proceed with the mural or otherwise remove the proposed public art element from the project, the revised building design shall return to the Planning and Development Board for further Design review and approval.

BACKGROUND

The subject site, located at 2306 Van Buren Street, comprises approximately 20,550 square feet (0.47 acres), is zoned DH-2 in the Zoning and Land Development Regulations (ZLDR), and is located within the Regional Activity Center. The property is situated on the south side of Van Buren Street and is surrounded by a mix of residential and other urban uses within the Regional Activity Center.

The intention of the Regional Activity Center (RAC) is to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form. Furthermore, the purpose of the RAC is to concentrate density in specific areas, protecting adjacent residential neighborhoods from excessive growth and commercial intrusion while accommodating a diverse range of housing types, heights, and intensities, which is ideal for sustainable growth.

Pursuant to the Broward County Planning Council, replatting is not a requirement for redevelopment of this lot.

REQUEST

The Applicant is requesting review and approval of the Design and Site Plan application for a 36-unit multi-family residential development. The proposed unit mix includes 27 one-bedroom units, 3 two-bedroom units, and 6 three-bedroom units, with a cumulative average dwelling-unit size of approximately 824 square feet.

The proposed building is designed with a maximum height of 45 feet and four stories, encompassing approximately 35,930 square feet of gross floor area. The proposed development provides landscaping and open space at grade, including approximately 5,779 square feet of pervious area, which is compliant with the City's open space and landscape requirements.

The Applicant is proposing 49 parking spaces, including four guest spaces, tandem parking, and parking lifts designated for the two- and three-bedroom units. The site plan also provides two accessible parking spaces, including one van-accessible space. Access to and from the site will be maintained from the north side, off Van Buren Street.

Staff notes that the Applicant has fulfilled the applicable public outreach requirements for the proposed development. The applicant facilitated a public outreach meeting on Thursday December 5, 2024 at 6:00 PM (refer to Attachment C – Public Participation).

To satisfy the public art requirements of Section 3.22(J) of the City of Hollywood Zoning and Land Development Regulations, the Applicant proposes a mural location on the building façade facing Van Buren Street. The proposed public art contribution, including evaluation of the proposed artwork cost relative to the required one-percent contribution based on the total construction cost, and review of the final mural design, will be addressed through the public art application process. Final approval of the public art contribution, including formal review by the Public Arts Review Committee, shall be completed prior to issuance of the master building permit..

As of August 18, 2025, updated regulations governing Planning and Urban Design Site Plan applications provide for administrative review of proposals under 30,000 square feet or under 30 units. As the proposed development contains 36 units and approximately 36,668 square feet, the application requires Planning and Development Board review.

Staff notes that due to the existing unit capacity limitation of the Regional Activity Center, units requested as part of this development request will be provided through the City's Flexibility Unit allocation pursuant to City Commission action R-2025-253.

PROJECT INFORMATION

Owner/Applicant:	102 SW 1st LLC
Address/Location:	2306 Van Buren Street
Net Size of Property:	20,550 square feet (0.47 acres)
Land Use:	Regional Activity Center (RAC)
Existing Zoning:	Dixie Highway High Intensity Mixed-Use District (DH-2)
Present Use of Land:	Residential

Gross Floor Area: 35,930 square feet

Parking	49 parking spaces
Bike Parking:	Provided

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:	Transitional Core (TC-1)
South:	Dixie Highway High Intensity Mixed-Use District (DH-2)
East:	Dixie Highway High Intensity Mixed-Use District (DH-2)
West:	Dixie Highway High Intensity Mixed-Use District (DH-2)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center, the subject site is surrounded by a mix of low to medium residential developments, commercial properties, and an educational facility. 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 intent of the Regional Activity Center land use designation is to *encourage redevelopment or development of areas that are regionally significant. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form*. Development of this site enhances the area, encourages redevelopment of the area, and reduces blight within the Regional Activity Center.

Together the architectural elements create a design that is non-intrusive while establishing a strong design tone for the future development of the Regional Activity Center. Furthermore, the design uses landscaping to enhance the property and soften the transition between the building and its context. The landscape plan incorporates an array of native trees, palms, and shrubs while improving the streetscape. The building meets all building and parking setbacks.

The project is consistent with the Comprehensive Plan based on the following Objectives:

Land Use Element – Objective 5: *Encourage appropriate infill, redevelopment in blighted areas throughout the City, and economic development in blighted business and tourist areas.*

Land Use Element – 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.*

APPLICABLE CRITERIA

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

CRITERIA 1:	<i>Architectural and Design components.</i> Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment. The design should consider architectural elements that are characteristic of the surrounding neighborhood.
ANALYSIS:	The building features a mix of high-quality materials to enhance visual interest and minimize the visual impact of the structure. The building also incorporates varied architectural elements—such as balconies, overhangs, and vertical articulation to reinforce human scale and reflect design characteristics found within the neighborhood.
FINDING:	Consistent.
CRITERIA 2:	<i>Compatibility.</i> The harmonious relationship between existing architectural language and composition and proposed construction, including how each building along the street relates to the whole and the pattern created with adjacent structures, and the surrounding neighborhood; and with the established and adopted vision for the area.
ANALYSIS:	The proposed development demonstrates compatibility with the evolving character of the area, which includes a mix of residential development. The proposal fits within this context, especially given that is located within the Regional Activity Center. The project's scale, massing, and materials are harmonious with the surrounding community, thereby promoting a unified and vibrant streetscape. The applicant's attempt to screen the parking garage from the public right of way reinforces this compatibility, aligning with the adopted vision for the Regional Activity Center as a walkable, transit-oriented, and architecturally cohesive urban center.
FINDING:	Consistent.
CRITERIA 3:	<i>Scale/Massing.</i> Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures; and with the established and adopted vision for the area. Building geometries shall reflect a simple composition of basic architectural details in relation to its length, width, height lot coverage, and setting of the structure in context with adjacent buildings.
ANALYSIS:	The development has been designed to reflect appropriate proportions and massing within the evolving context of the neighborhood. Rising 4 stories in height, the building establishes a moderate urban presence while maintaining a balanced relationship with surrounding structures. The design emphasizes vertical articulation, clean geometries, and material variation to break down the overall scale into a cohesive and legible form. Key architectural features include the balconies for the units as well as vertical massing.

FINDING: Consistent.

CRITERIA 4: *Landscaping.* Landscaped areas should contain a variety of native and other compatible plant types and forms and be carefully integrated with existing buildings and paved areas. Existing mature trees and other significant plants on the site should be preserved.

ANALYSIS: The landscape design has been developed to enhance curb appeal, promote sustainability, and create a welcoming environment for residents. At the ground level, a mix of plant species provides shade, softens hardscapes, and activates the pedestrian experience along the walkways. The applicant is proposing green and open space that meets code requirements.

FINDING: Consistent.

SITE PLAN

The Development Review Committee (DRC) found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Hollywood Zoning and Land Development Regulations. The Development Review Committee has included comments that are to be considered at the time of permitting and conditions to be considered post approval to ensure the alignment of the Design and Site Plan requests with the overarching PD Ordinance.

The following standards shall be utilized by the Development Committee and the Planning and Development Board in the review, evaluation, and approval of all required plans and exhibits:

- A. *Natural Environment.* All proposed development shall be designed in such a manner as to preserve, perpetuate and improve the existing natural character of the site. Existing trees and other landscape features shall, to the maximum extent possible, be preserved in their natural state; and additional landscape features shall be provided to enhance architectural features, to relate structural design to the site, and to conceal unattractive uses. In all instances the city's tree protection, landscaping and all other applicable regulations shall be fully complied with as minimum standards.
- B. *Open space.* Adequate landscaped open space shall be provided which meets the particular needs and demands of the proposed development and all specific zoning district requirements. Legal methods assuring the continued preservation and maintenance of required open space shall be submitted to and approved by the City Attorney. The type and distribution of all open space shall be determined by the character, intensity and anticipated residential or user composition of the proposed development.
 - 1. Passive open spaces (those areas not planned for intensive activity) shall be arranged as to enhance internal spatial relationships between proposed structures, to provide buffers between the project and adjacent less intensive uses, to facilitate pedestrian movements within the development, and to improve the overall visual quality of the site.
 - 2. Active open spaces (those areas containing activities such as playgrounds, tennis courts, swimming pools and other active recreational facilities) shall be located so as to permit easy access to all residents or users within a development. Private recreational facilities and activities

within specific projects shall, wherever possible, complement, rather than duplicate, nearby public recreational activities.

C. *Circulation and parking.* All circulation systems and parking facilities within a proposed development shall be designed and located in such a manner as to comply with the following:

1. A clearly defined vehicular circulation system shall be provided which allows free movement within the proposed development while discouraging excessive speeds. Said systems shall be separated insofar as practicable from pedestrian circulation systems. Pavement widths and access points to peripheral streets shall be provided which adequately serve the proposed development and which are compatible and functional with circulation systems outside the development.

2. Whenever possible in proposed residential developments, living units should be located on residential streets or courts which are designed to discourage nonlocal through traffic.

3. Off-street parking areas shall be provided which adequately accommodate maximum vehicle storage demands for the proposed project and are located and designed in such a manner so as to conveniently serve the uses to which they are accessory and not create incompatible visual relationships.

4. Safe and efficient access to all areas of the proposed development shall be provided for emergency and service vehicles, as required by the Florida Building Code in effect in Broward County, Florida, as revised from time to time.

5. Sidewalks shall be provided as required by the city regulations.

6. Handicapped Accessibility shall be provided as required by all applicable regulations.

D. *Community services and utilities.* All proposed developments shall be designed and located in such a manner as to insure the adequate provision, use and compatibility of necessary community services and utilities.

1. An adequate sanitary sewer collection system including all necessary extensions and connections, shall be provided in accordance with city standards for location and design. Where necessitated by the size of the development and/or by the unavailability of city treatment facilities, sanitary sewage treatment and disposal systems must be provided in accordance with city and state standards and regulations.

2. An efficient solid waste collection system, including the provisions of an adequate number of properly screened local receptacles in locations which afford maximum use and collection convenience, shall be provided in accordance with all applicable city standards.

3. A well designed internal system for fire protection, including the provisions of an adequate number of properly located fire hydrants and an efficient access arrangement for emergency fire vehicles, shall be provided to insure the safety of all persons within the project.

E. *Building and other structures.* All buildings and structures proposed to be located within a development shall be oriented and designed in such a manner as to enhance, rather than detract

from, the overall quality of the site and its immediate environment. The following guidelines shall be followed in the review and evaluation of all buildings and structures:

1. Proposed buildings and structures shall be related harmoniously to the terrain, other buildings and the surrounding neighborhood, and shall not create through their location, style, color or texture incompatible physical or visual relationships.
 2. All buildings and structures shall be designed and oriented in a manner insuring maximum privacy of residential uses and related activities both on the site being developed and property adjacent thereto.
 3. All permanent outdoor identification features which are intended to call attention to proposed projects and/or structures shall be designed and located in such a manner as to be an integral part of the total project and/or structural design and shall not exceed a size and scale necessary for the recognition from vehicles moving along adjacent streets at prescribed legal speeds.
- F. *Level of service standards.* For the purpose of the issuance of development orders and permits, the city has adopted level of service standards for public facilities and services which include roads, sanitary sewer, solid waste, drainage, potable water, and parks and recreation. All Applicants are required to prove concurrency pursuant to the City's Comprehensive Plan and F.S. Chapter 163, as amended from time to time.
- G. *Other requirements.* Requirements and recommendations as provided in the city tree and landscape regulations shall be observed as will the requirements of all applicable standards and regulations.

ATTACHMENTS

Attachment A:	Application Package
Attachment B:	Land Use and Zoning Map
Attachment C:	Public Participation