

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

DATE: June 29, 2026 **FILE:** 26-L-18

TO: Planning and Development Board

VIA: Cameron Palmer, Assistant Director, Chief Planner

FROM: Adrian Montoya, Planner II

SUBJECT: Recommendation to City Commission Regarding an Amendment to the City's Existing Comprehensive Plan to Provide Clarifications and Modifications to the Hollywood Beach Hotel Room Pool and Flexibility Units, and Establishing Transfer of Development Rights and the Hollywood Beach Hotel Density Bonus Program Frameworks within the Land Use Element and Coastal Element, respectively.

REQUEST:

Recommendation to City Commission Regarding an Amendment to the City's Existing Comprehensive Plan to Provide Clarifications and Modifications to the Hollywood Beach Hotel Room Pool and Flexibility Units, and Establishing Transfer of Development Rights and the Hollywood Beach Hotel Density Bonus Program Frameworks within the Land Use Element and Coastal Element, respectively.

RECOMMENDATION:

Staff recommend the Planning and Development Board, acting as the Local Planning Agency, forward this petition to the City Commission with a recommendation of approval.

BACKGROUND

In May 2025, the City undertook a Beach Economic Impact and Feasibility Study, a comprehensive planning effort intended to evaluate existing development patterns, redevelopment opportunities, infrastructure constraints, resiliency considerations, and long-term economic development objectives within the Hollywood Beach area. The Study, currently in the final stages of completion, provides the analytical foundation for the future evolution of the Hollywood Beach area. The study evaluates whether the City's existing land use and development regulations remain economically viable, competitive, and responsive to current market conditions, while balancing redevelopment opportunities, tourism investment, historic preservation, environmental stewardship, and public benefit objectives.

The study early findings concluded that portions of the existing regulatory framework may no longer be aligned with contemporary market realities, potentially limiting reinvestment, redevelopment activity, and the long-term economic vitality of Hollywood Beach. As a result, a targeted policy and regulatory

approach is being brought forward to support the continued investment and redevelopment while preserving the unique character and public benefits associated with the Beach area.

Accordingly, the City is preparing a zoning overlay district with a new framework that will be integrated into the City's Zoning and Land Development Regulations. The proposed overlay district will establish urban design standards, optional height bonus entitlements, public benefit incentives, and other implementation mechanisms intended to guide reinvestment and redevelopment within designated portions of Hollywood Beach.

Figure 1: City Commission Endorsed Project Path



The proposed Comprehensive Plan amendments represent the first enabling step toward achieving the mid-term solution previously directed by the City Commission at its March 2025 meeting. These amendments will establish the policy framework necessary to support future zoning tools, including modifications to the existing Flexibility Unit and Hollywood Beach Hotel Room Pool provisions, and the establishment of the Hollywood Beach Hotel Density Bonus and Transfer of Development Rights programs. While the zoning tools themselves will be developed through subsequent public processes, the proposed amendments are necessary to create the Comprehensive Plan framework required to enable and support those future regulatory changes.

REQUEST

Future Land Use Element

The proposed amendments to the Future Land Use Element modify existing policies governing Flexibility Units and Reserve Units by recognizing the City's Unified Flexibility Zone and clarifying that allocations may occur in accordance with Broward County Land Use Plan provisions, the Comprehensive Plan, adopted overlay districts, special area plans, and the City's Zoning and Land Development Regulations.

The amendments further clarify the "Hollywood Beach Hotel Room Pool" program and establishes a Hollywood Beach Hotel Density Bonus Program as a mechanism to support the continued viability and redevelopment of hotel, resort, and tourist-serving accommodations within designated portions of Hollywood Beach. The program as proposed would be separate and distinct from the existing Hollywood Beach Hotel Room pool and would authorize the allocation of additional hotel rooms above base room densities established by the Comprehensive Plan, subject to criteria established in the Comprehensive Plan and the Zoning and Land Development Regulations. The intent of the Hollywood Beach Hotel Density Bonus Program is to encourage tourism, economic development, landmark architecture, public realm improvements, and reinvestment in aging properties while advancing the City's long-term vision for Hollywood Beach.

Additional amendments revise hotel room density provisions within portions of the Hollywood Beach area and clarify that allocations of Flexibility Units and Reserve Units may occur in accordance with the Zoning and Land Development Regulations, including adopted overlay districts and special area plans.

Finally, the proposed amendments establish a basis for the future implementation of Transfer of Development Rights (TDR) provisions that will be placed within the City' Zoning and Land Development Regulations. The City is concurrently developing TDR regulations as part of a future zoning overlay district to facilitate the transfer of development potential from designated sending areas to appropriate receiving areas. Corresponding references are included within the Future Land Use Element to ensure consistency between the Comprehensive Plan and future implementation updates to the Zoning and Land Development Regulations, once adopted.

Coastal Element

The proposed amendments to the Coastal Element are intended to maintain consistency with the Future Land Use Element and the implementing regulations of a future zoning overlay.

RECOMMENDATION

Collectively, these amendments establish the policy framework necessary to support future zoning tools and the development of a comprehensive overlay district for the Hollywood Beach area. Following review by the Planning and Development Board, the proposed amendments will advance to the City Commission for transmittal and will then be submitted to the State and reviewing agencies in accordance with the statutory review process. After completion of the required review period, the amendments will return to the City Commission for consideration of final adoption.

The Local Planning Agency review represents the first step in this process. It is anticipated that minor refinements and technical modifications may be made following the Planning and Development Board hearing and prior to City Commission consideration; however, such refinements are not expected to alter the overall intent or policy direction of the proposed amendments.

ATTACHMENTS

ATTACHMENT A: Updated Future Land Use & Coastal Elements

ATTACHMENT A¹

THE CITY OF HOLLYWOOD COMPREHENSIVE PLAN

LAND USE ELEMENT

City of Hollywood
Hollywood, Florida
December 1989
Revised: March 1991
December 1991
November 1995
November 1997
April 1999
February 2004
July 2006
EAR-Based Amendments January 2008
July 2026

Flexibility Units and Reserve Units Program

The City may utilize flexibility units, as authorized by the Broward County Land Use Plan, to manage residential development capacity and support redevelopment, mixed-use development, housing opportunities, economic development, and adopted planning objectives.

The City of Hollywood "Unified Flexibility Zone" was established by Broward County in May 2023, encompassing all flexibility-eligible areas within the City. For purposes of this text, any reference to a "Flexibility Area" or "Flexibility Eligible Area" shall refer to and mean the Unified Flexibility Zone unless otherwise expressly stated.

"Flexibility units" means the difference between the number of dwelling units permitted within a flexibility zone in Broward County's Land Use Plan and the number of units permitted within the City's Comprehensive Plan. ~~a flexibility zone in Hollywood's Land Use Plan. Since the certified Hollywood Plan may be more restrictive than the Broward County Land Use Plan, extra dwelling units may be available for rearranging within flexibility zones by amending the City's Land Use~~

¹ Coding: ~~Strikethrough~~ words are deletions to the existing words. Underlined words are additions to the existing words. Changes between first and second reading are indicated with ~~double-strikethrough~~ and double underline.

Plan Element. The maximum number of dwelling units permitted in the Hollywood Land Use Plan Comprehensive Plan may not (except for "reserve units") exceed the number of dwelling units permitted in the Broward County Land Use Plan. Flexibility Units are allocation mechanisms and are not independent land use categories.

1. The City's Zoning and Land Development Regulations includes procedures, standards, and allocation methods to administer this program.

Transfer of Development Rights Program

The City may establish and administer a Transfer of Development Rights Program to allow eligible development capacity to be transferred from designated sending areas to designated receiving areas in support of adopted planning, redevelopment, preservation, resiliency, housing, economic development, and public benefit objectives.

The Transfer of Development Rights Program is an implementation tool and is not an independent land use category. The program shall be administered in accordance with the Broward County Land Use Plan, this Comprehensive Plan, and the City's Zoning and Land Development Regulations:

1. Eligible sending areas, receiving areas, transferable development rights, transfer methods, receiving capacity, public benefits, review procedures, and administrative requirements shall be established in the City's Zoning and Land Development Regulations.
2. No property shall be eligible to send or receive development rights unless authorized by the City through the Zoning and Land Development Regulations, a regulating map, development approval, development agreement, or other official action.
3. Transferable development rights may include residential density, hotel room density, floor area, height, intensity, or other development capacity specifically authorized for transfer by this Comprehensive Plan and implemented through the City's Zoning and Land Development Regulations.
4. Transferred development rights may supplement the development capacity otherwise permitted by the applicable Future Land Use designation or Zoning and Land Development Regulations but shall not authorize development inconsistent with the Broward County Land Use Plan, this Comprehensive Plan, the Future Land Use Map, or the City's Zoning and Land Development Regulations.
5. The City shall maintain records sufficient to track development rights transferred, received, used, reserved, released, recovered, retired, or otherwise administered through the Transfer of Development Rights Program.

6. Approval of a transfer of development rights shall remain discretionary and subject to eligibility, availability, consistency with this Comprehensive Plan, consistency with the City's Zoning and Land Development Regulations, applicable development review procedures, and approval by the City Commission.

The Hollywood Beach Hotel Density Bonus Program

The Hollywood Beach Hotel Density Bonus Program is a voluntary and discretionary mechanism separate and distinct from the City's existing hotel room pool framework. This program is established to support the continued viability and redevelopment of hotel, resort, and tourist-serving accommodations within designated portions of Hollywood Beach. The Hotel Room Pool allows for the allocation of additional hotel rooms above the base room density permitted by the Comprehensive Plan. Allocations from the Hollywood Beach Hotel Density Bonus Program are intended to encourage landmark architecture, public realm enhancements, tourism, economic development, and reinvestment in aging properties, to achieve the City's long-term vision for Hollywood Beach.

1. The City's Zoning and Land Development Regulations, including adopted overlay districts and special area plans, shall outline the procedures, accounting, application standards, and allocation methods to administer the program.
2. The City Commission may reserve, allocate, assign, recover, restore, replace, release, and reallocate hotel rooms from the Hollywood Beach Hotel Density Bonus Program in accordance with this Comprehensive Plan and the City's Zoning and Land Development Regulations.

Permitted Uses in Areas Designated General Business

The following uses are allowed within General Business areas to the degree and extent permitted by the applicable zoning regulations.

1. Neighborhood, community, regional and highway retail uses, including shopping centers.
2. Office and business uses.
3. Commercial uses, including wholesale, light fabricating, storage and warehouse uses, parking lots.
4. Hotels, motels and other tourist accommodations subject to the following:
 - a) In that portion of the CHHA east of the Intracoastal Waterway and north of Sheridan Street (North Beach Barrier Island), hotels and

motels shall not exceed 50 hotel rooms per acre.

- b) In that portion of the CHHA west of the Intracoastal Waterway, hotels and motels shall not exceed 50 hotel rooms per acre.
- c) In that portion of the CHHA east of the Intracoastal Waterway between Sheridan Street and Hollywood Boulevard (Central Beach Barrier Island), hotels and motels shall not exceed 50 hotel rooms per acre. Provided however, the City Commission may approve up to an additional 50 rooms per acre (for a maximum of 100 rooms per acre) from the "Hollywood Beach Hotel Room Pool" containing no more than 1000 rooms.
- d) In that portion of the CHHA east of the Intracoastal Waterway and south of Hollywood Boulevard (South Beach Barrier Island) hotels and motels shall not exceed 150 hotel rooms per acre). Provided however, the City Commission may approve up to an additional 150 rooms per acre (for a maximum of 300 rooms per acre) from the "Hollywood Beach Hotel Room Pool: containing no more than 1000 rooms.
- e) Notwithstanding a) through d), hotel density may exceed, the allowable limits outlined by this Plan, through formal City Commission action, through the Hollywood Beach Hotel Density Bonus Program.

- 5. Parks, recreation, open space, cemeteries, and commercial recreation uses.
- 6. Public and semi-public facilities, institutional uses, private clubs.
- 7. Utilities, transportation, communication facilities, and easements.
- 8. Non-residential Agricultural uses (permitted until the area is converted to an urban use).
- 9. Residential uses are permitted in areas designated for general business in the following specific instances:
 - a) ~~Only in~~ In the same structure as a commercial use provided that the residential floor area does not exceed 50% of the total floor area of the building, and the flexibility and reserve units are available. Otherwise, amendment of the City's *Land Use Element* is required
 - b) Standalone residential uses or mixed uses containing less than 50% of the total floor area of the building for non-residential uses may be permitted in portions of the CHHA east of the Intracoastal Waterway through the Zoning and Land Development Regulations, and where the flexibility units are available.
 - ~~b) c)~~ c) In the Central City Business (CCB) zoning district in the downtown Hollywood Regional Activity Center Area as permitted by Broward County Plan Amendment PCT 90-2. In the C-1 zoning district in the Hollywood Beach area as permitted by County Plan Amendment.
 - ~~c) d)~~ d) For mixed commercial/residential developments greater than 20 acres in size, mixed commercial/residential structures where the first floor

of such structure is totally confined to commercial uses and free standing multi-family residential uses are permitted, provided that residential density does not exceed 40 units per gross acre and the area of the site upon which the free standing residential development and mixed commercial/residential structures are constructed do not exceed 40% of the total gross acreage of the commercially designated parcel, and the flexibility and reserve units are available.

10. Special Residential Facilities categories 2 and 3, as described and defined in permitted use #11 in the Residential land use category, subject to the Zoning and Development regulations.

COASTAL ELEMENT

Prepared by
Calvin, Giordano and Associates, Inc.
and the Office of Planning
City of Hollywood
Hollywood, Florida
December 1988
Revised:
November 1996
February 2004
July 2006
EAR-Based Amendments January 2008
July 2026

VII. GOAL, OBJECTIVES, AND POLICIES

GOAL I: STORM DISASTER PLANNING

Prevent increased storm hazard risk to lives and property in the coastal area.

Objective 1:

The City of Hollywood will work with the Broward County Emergency Management Agency to limit maximum hurricane evacuation time to 12 hours for each evacuation route exiting Hollywood Beach, pursuant to the South Florida Regional Hurricane Evacuation Traffic Study as prepared by the South Florida Regional Planning Council (September 2006).

Policy 1.4: Prohibit any increase in the number of permanent use dwelling units in the Coastal High Hazard Area above that permitted by the adopted Comprehensive Plan (1998).

Policy 1.5: Continue to encourage commercial and seasonal uses along Central Beach and ~~prohibit any increase in the number of permanent~~

~~residential dwelling units above that permitted by the adopted Comprehensive Plan through the implementation of a Beach Redevelopment Plan directed at safer and more efficient use of the scarce Beach Resources.~~

~~***~~

~~Policy 1.7: The following uses are allowed within General Business areas to the degree and extent permitted by the applicable zoning regulations. Hotels, motels and other tourist accommodations subject to the following:~~

- ~~a) In that portion of the CHHA east of the Intracoastal Waterway and north of Sheridan Street (North Beach Barrier Island), hotels and motels shall not exceed 50 hotel rooms per acre.~~
- ~~b) In that portion of the CHHA west of the Intracoastal Waterway, hotels and motels shall not exceed 50 hotel rooms per acre.~~
- ~~c) In that portion of the CHHA east of the Intracoastal Waterway between Sheridan Street and Hollywood Boulevard (Central Beach Barrier Island), hotels and motels shall not exceed 50 hotel rooms per acre. Provided however, the City Commission may approve up to an additional 50 rooms per acre (for a maximum of 100 rooms per acre) from the "Hollywood Beach Hotel Room Pool" containing no more than 1000 rooms.~~
- ~~d) In that portion of the CHHA east of the Intracoastal Waterway and south of Hollywood Boulevard (South Beach Barrier Island) hotels and motels shall not exceed 150 hotel rooms per acre. Provided however, the City Commission may approve up to an additional 150 rooms per acre (for a maximum of 300 rooms per acre) from the Hollywood Beach Hotel Room Pool containing no more than 1000 rooms.~~

Policy 1.7: Within the Hollywood Beach area, the allocation of flexibility units shall be consistent with the Comprehensive Plan, the Zoning and Land Development Regulations, adopted overlay districts, and special area plans.