

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

DATE: August 11, 2026 **FILE:** 26-TZ-18

TO: Planning and Development Board, acting as the Local Planning Agency

VIA: Cameron Palmer, AICP, Assistant Director / Chief Planner

FROM: Anand Balram, MCIP, Manager Strategic Projects
Nicole Moyo, Principal Planner/Supervisor, Urban Design and Long-Range Planning

SUBJECT: Text Amendment to the City's Zoning and Land Development Regulations establishing Section 4.26 Hollywood Beach Overlay District, including Part I – Overlay Zoning Regulations and Optional Bonus Programs, Part II – Hollywood Beach Overlay Urban Design Guidelines, and the Official Hollywood Beach Overlay Regulating Plan Map; and adoption of the Hollywood Beach Urban Design Guidelines; and amending Article 4, Sections 4.6.C, 4.6.D, and 4.22.E to address rooftop amenities.

REQUEST:

A Recommendation to City Commission for an Ordinance establishing Section 4.26 Hollywood Beach Overlay District, including Part I – Overlay Zoning Regulations and Optional Bonus Programs, Part II – Hollywood Beach Overlay Urban Design Guidelines, and the Official Hollywood Beach Overlay Regulating Plan Map; and adoption of the Hollywood Beach Urban Design Guidelines; and amending Article 4, Sections 4.6.C, 4.6.D, and 4.22.E to address rooftop amenities.

RECOMMENDATION:

Staff recommends that the Planning and Development Board forward a ***recommendation of approval*** to the City Commission for:

1. The Text Amendment to the Zoning and Land Development Regulations establishing Section 4.26, Hollywood Beach Overlay District, including Part I – Overlay Zoning Regulations and optional bonus programs, and Part II – Hollywood Beach Overlay Urban Design Guidelines, subject to the following conditions:
 - a) Completion of final technical and cross-reference corrections; and
 - b) Incorporation of applicable public feedback received before first reading.
2. The Official Hollywood Beach Overlay Regulating Plan Map; and
3. The Text Amendments to Article 4, Sections 4.6.C, 4.6.D, and 4.22.E addressing rooftop amenities.

BACKGROUND

Hollywood Beach Planning Context

Hollywood Beach is a significant residential, hospitality, tourism, recreational, and cultural district. Its identity is defined by the Atlantic Ocean, public beach, Boardwalk, Surf Road, State Road A1A, the Intracoastal Waterway, historic architecture, established neighborhoods, visitor-serving uses, parks, and frequent east-west connections to the beach.

The proposed Hollywood Beach Overlay District (“Overlay”) is intended to reinforce this identity rather than establish a uniform redevelopment pattern. It creates a controlled, voluntary pathway for eligible properties to request additional development capacity or regulatory flexibility in exchange for enhanced design, sustainability, resilience, public parking, public-realm improvements, infrastructure coordination, and other public benefits.

2007 CRA Master Plan and Implementation

The 2007 Hollywood Beach CRA Master Plan established a vision for a walkable, mixed-use, landscaped, and architecturally distinctive coastal district centered on the Boardwalk. It emphasized pedestrian-scale development, active uses, historic character, landscape and shade, public access, integrated parking, flood-responsive design, and environmental performance.

The CRA subsequently completed substantial investments in the Boardwalk, streetscapes, infrastructure, parking, beach access, utilities, and landscaping. However, many of the Master Plan’s recommended private-development regulations, design standards, and sustainability requirements many of which were not incorporated into binding regulations. The proposed Overlay and Urban Design Guidelines address that implementation gap by translating still-relevant principles into an administrable regulatory framework.

City Commission Direction and Feasibility Study

The Hollywood Beach Economic Feasibility Study and Zoning Analysis was prepared in response to City Commission direction to evaluate whether existing height and zoning standards remain appropriately calibrated to contemporary redevelopment conditions. The study reviewed land use and zoning, parcel and ownership patterns, subarea differences, redevelopment economics, state legislation, urban design, and potential public-benefit incentives.

The study did not recommend a uniform Beach-wide height increase or predetermined development envelopes. It found that targeted additional capacity may improve the feasibility of certain redevelopment types and generate value capable of supporting public benefits, but that appropriateness must be determined by location, underlying zoning, block configuration, historic and public-realm context, infrastructure, mobility and evacuation, compatibility, design, and the benefits provided.

The study recommended a phased approach: targeted short-term bonus programs; a comprehensive, community-led Master Plan and supporting technical studies in the medium term; and permanent Comprehensive Plan or zoning changes only after that work is complete. The proposed Overlay implements the short-term component of that strategy.

REQUEST

The City of Hollywood is requesting approval of a Text Amendment to Article 4 of the Zoning and Land Development Regulations (“ZLDRs”) to establish Section 4.26, the Hollywood Beach Overlay District, and to amend related provisions of Article 4 addressing rooftop amenities.

Section 4.26 establishes a consolidated, voluntary, and optional incentive framework consisting of Part I – Overlay Zoning Regulations and Part II – Hollywood Beach Overlay Urban Design Guidelines.

The request includes:

1. Establishment of voluntary and optional zoning bonus programs for eligible Hollywood Beach properties in exchange for specified public benefits;
2. Establishment of the Bonus Height Program;
3. Establishment of the Tourism Incentive Density Entitlement (“TIDE”) Program;
4. Establishment of Flexibility Unit eligibility and allocation provisions within eligible portions of the Overlay;
5. Establishment of the Transfer of Development Rights (“TDR”) Program within the Hollywood Beach Overlay District;
6. Establishment of the Code Optimization and Adaptation Standards (“COAST”), providing specified regulatory flexibility where authorized by the Overlay;
7. Establishment of the Hollywood Beach Public Benefit and Resilience Trust Fund to receive contributions associated with optional bonus entitlements and support eligible resiliency, infrastructure, mobility, public-realm, and related improvements within Hollywood Beach;
8. Adoption of the Official Hollywood Beach Overlay Regulating Plan Map, identifying the geographic availability of optional bonus entitlements and applicable place-based development conditions;
9. Incorporation of the Hollywood Beach Overlay Urban Design Guidelines as Part II of Section 4.26, establishing supplemental urban design, architectural, built-form, landscape, public-realm, sustainability, resilience, and related design standards applicable to development participating in the optional Overlay framework; and
10. Amendments to Article 4, Sections 4.6.C, 4.6.D, and 4.22.E to address rooftop amenities.

Participation in Section 4.26 is voluntary. A property owner that does not elect to seek an optional bonus entitlement may continue to develop pursuant to the otherwise applicable underlying zoning regulations and as-of-right entitlements. The Overlay does not independently reduce or impair those underlying development rights.

Section 4.26 is intended to serve as an interim regulatory framework for five years following its effective date while the City prepares a comprehensive Hollywood Beach Master Plan. Section 4.26 will sunset five years after its effective date unless extended, amended, or reenacted by the City Commission, subject to the provisions governing previously approved development and continuing obligations.

PROPOSED HOLLYWOOD BEACH OVERLAY DISTRICT

The Overlay establishes a voluntary, incentive-based framework. No owner is required to participate, and development that does not seek an optional entitlement remains governed by the underlying Zoning and Land Development Regulations.

Bonus conditions apply only where an applicant voluntarily requests a newly created benefit above existing rights. The Overlay does not remove permitted uses, reduce existing density or height, increase underlying setbacks or parking requirements, or eliminate an existing development pathway.

The proposal operates through three coordinated regulatory layers that must be applied together when an applicant seeks an optional bonus entitlement.

REGULATORY LAYER	FUNCTION AND APPLICATION
Underlying Zoning	Provides the baseline as-of-right uses and development standards. It applies to all development and remains controlling except where a specific standard is modified through an approved Overlay entitlement.
Hollywood Beach Overlay District and Regulating Plan Map	Establishes the voluntary bonus framework, including eligibility, geographic availability, maximum optional capacity or relief, public benefits, site and block requirements, approval criteria, and review procedures.
Hollywood Beach Urban Design Guidelines	Establishes mandatory form, design, public-realm, sustainability, and resilience standards for development using the Overlay. The Guidelines implement, but do not independently grant or expand, an entitlement.

A participating project must comply with all three layers: the underlying zoning provides the baseline authority; the Overlay authorizes the specific approved bonus or modification; and the Urban Design Guidelines govern the resulting form and performance. Except for an expressly approved Overlay modification, the underlying zoning remains in effect. Neither the Regulating Plan Map nor the Guidelines independently authorizes an entitlement.

Regulating Plan and Place-Based Framework

The Official Hollywood Beach Overlay Regulating Plan Map (“Regulating Plan Map”) controls the geographic availability of optional entitlements and identifies the applicable Precincts, Character Areas, frontages, bonus areas, development cells, minimum site requirements, public-realm priorities, and other place-based conditions.

The Overlay establishes six Precincts:

- North Beach Village,
- North-Central Beach Residential,
- Central Beach Commercial,
- Hollywood Beach Resort,
- South-Central Beach Residential, and
- South Beach Residential.

Character Areas further delineate the height and design standards for six areas that recur in different precincts throughout the Beach. These Character Areas include: the Historic Broadwalk District, Broadwalk, Surf Road, State Road A1A, transition areas, gateways, east-west streets, beach-access corridors, Civic Terminus Parks, the Hollywood Beach Resort, and Intracoastal frontages.

Optional Bonus Programs

The Overlay establishes an optional bonusing framework consisting of five programs:

1. Bonus Height
2. Tourism Incentive Density Entitlements
3. Flexibility Units
4. Transfer of Development Rights
5. Hollywood Beach Public Benefit and Resilience Trust Fund

Bonus Height

The Overlay does not establish a uniform height bonus across Hollywood Beach, but rather bonus height is specified by precinct and character areas and is subject to compliance with the Urban Design Guidelines, applicable site block, transition, massing, shadow, public-benefit, sustainability, infrastructure, and approval requirements. Bonus height is calculated in addition to the height permitted by the underlying zoning district and does not independently authorize additional density, hotel rooms, floor area, or any otherwise prohibited use.

The height bonus is achieved through a contribution to the Resilience Trust Fund, to be calculated based on the floor area obtained through the bonus height entitlement. The contribution applies only to where development floor area is authorized through optional the bonus height program.

Table 1 of the Hollywood Beach Overlay District outlines the height bonuses available to eligible site per the Official Regulating Plan Map based on the Precinct Area and Character Area the site is located within:

Table 1: Hollywood Beach Overlay District — Maximum Heights Including Bonus

PRECINCT	CHARACTER AREAS						SPECIAL POLICY AREA
	North Beach Village	Historic Broadwalk	Surf Road	Transition Zone (Landmark-eligible)	A1A Corridor (Landmark-eligible)	Intracoastal	
Precinct 1 – North Beach Village	No Bonus Permitted	N/A	N/A	N/A	N/A	N/A	North of Balboa St: 200 ft
Precinct 2 – North-Central Beach Residential	N/A	N/A	60 ft	100 ft (+50 ft Landmark bonus)		60 ft	N/A
Precinct 3 – Central Beach							

PRECINCT	CHARACTER AREAS						SPECIAL POLICY AREA
	North Beach Village	Historic Broadwalk	Surf Road	Transition Zone (Landmark-eligible)	A1A Corridor (Landmark-eligible)	Intracoastal	
Commercial					Landmark bonus)		
Precinct 4 – Hollywood Beach Resort			N/A	N/A	N/A	N/A	All other sites: 40 ft Controlling Properties pathway: 340 ft Unified Master Plan: 340 ft standard maximum; additional height may be approved pursuant to E.4.i.; Historic Rehabilitation Incentive may authorize up to an additional 150 ft pursuant to E.4.j.
Precinct 5 – South-Central Beach Residential			60 ft	100 ft (+50 ft Landmark bonus)	150 ft (+50 ft Landmark bonus)		N/A
Precinct 6 – South Beach Residential		N/A		N/A	200 ft		

Tourism Incentive Density Entitlement

The Tourism Incentive Density Entitlement (“TIDE”) Program establishes an optional mechanism to provide additional hotel-room density to eligible properties within hospitality-oriented areas identified on the Regulating Plan Map. The program is intended to allow both smaller and larger development sites to better optimize the number of hotel rooms that may be accommodated within a project, thereby improving redevelopment feasibility and creating an incentive for continued hotel, resort, and transient-lodging investment within Hollywood Beach.

TIDE allocations are not permitted by right and may be considered only where transient lodging is permitted by the applicable land use designation and underlying zoning. An allocation provides additional hotel-room capacity but does not independently authorize additional height or any other optional bonus entitlement.

The TIDE Program operates through a finite pool of additional hotel rooms established by the City Commission. The total number of rooms available for allocation will be determined by the City Commission. Individual projects may receive allocations only from the available balance of the TIDE

pool, and eligibility for the program does not guarantee an allocation or entitlement to the maximum hotel-room density otherwise permitted by the Overlay.

Flexibility Units

The Flexibility Unit Program provides an optional residential density bonus for eligible properties within Precinct 3 identified on the Regulating Plan Map. Allocations are not permitted by right and must remain consistent with applicable land-use and Overlay requirements.

Application of Flexibility Units is limited to new vertically or horizontally integrated mixed-use development with an appropriate nonresidential or visitor-serving component. Standalone residential development may be considered only on specifically mapped properties generally located north of Garfield Street and west of A1A.

The intent of Flexibility Units is not to be used to extend or intensify nonconforming development patterns or displace required active ground-floor frontage along Gateway Streets. An allocation does not authorize parking relief, and mixed-use projects must provide publicly accessible parking equal to 10 percent of the residential parking requirement, while eligible standalone residential development is exempt from that public parking requirement.

Transfer of Development Rights

The subject request establishes the City's Transfer of Development Rights (TDR) Program within the Overlay to allow residential density to be transferred between eligible sending and receiving sites identified on the Regulating Plan Map in accordance with the City and Broward County land-use plans and recorded to prevent reuse.

The subject request establishes the regulatory framework for the Transfer of Development Rights (TDR) Program, including eligible sending and receiving areas, transfer limitations, approval procedures, public benefit requirements, documentation, recordation, and density accounting.

Each proposed transfer will require separate City approval in accordance with the established process.

Hollywood Beach Public Benefit and Resilience Trust Fund

The subject request establishes the Hollywood Beach Public Benefit and Resilience Trust Fund ("Trust Fund") to receive voluntary contributions associated with optional bonus entitlements. Contributions apply only to development seeking additional capacity beyond underlying zoning and are not required for as-of-right development.

Contributions are calculated based on the amount and type of bonus floor area approved. Funds may be used for public projects benefiting Hollywood Beach, including resiliency, stormwater, public parking, mobility, beach access, public-realm, utility, environmental, and public-safety improvements.

Payment does not guarantee approval of a bonus entitlement or replace required impact fees, utility charges, public art obligations, or other generally applicable requirements. Contribution amounts may

be adjusted by the City Commission based on updated infrastructure needs, costs, and proportionality analysis.

The subject request establishes the programming for the Resilience Trust Fund. Technical metrics, allocations and calculation methodology for the Resilience Trust Fund is to follow under a separate ordinance.

Code Optimization & Adaptation Standards (COAST)

COAST establishes a coordinated set of tools supporting the Overlay's optional bonus entitlements. Depending on the applicable use, location, and Regulating Plan Map designation, the framework addresses publicly accessible parking, targeted parking reductions or elimination, commercial frontage reduction, and limited relief from upper-level active liner requirements, and the podium, mid-rise, and high-rise building form standards applicable to participating development..

Development-Site and Block Requirements

Minimum development-site, block-structure, and Tertiary Plan requirements are intended to prevent fragmented development, artificial finger or tail parcels, isolated residual lots, blocked access, duplicated servicing, and projects that preclude logical future development. Within applicable blocks, the framework directs the greatest optional bonus intensity toward the A1A-Oriented Development Area while preserving the ability of the Remaining Block Area and associated development cells to redevelop in a coordinated manner. Applications must preserve streets, alleys, utilities, drainage, public connections, pedestrian permeability, service and emergency access, and the functional development potential of the remaining block.

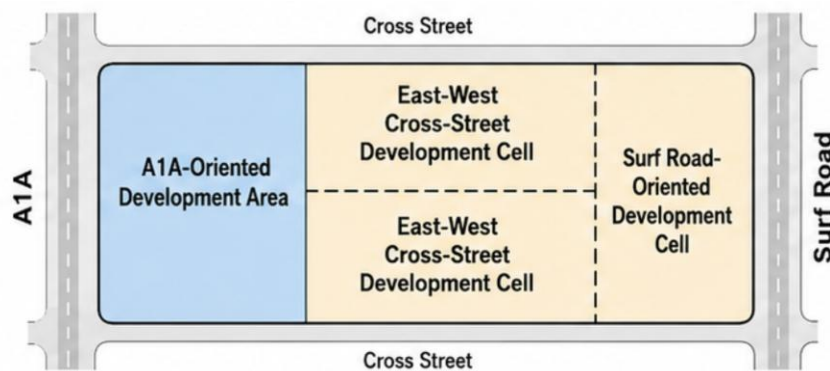


Figure 1. Illustrative Block Organization: A1A-Oriented Development Area and Remaining Block Development Cells

A Tertiary Plan illustrates the proposal in relation to existing and potential future development of the block, including access, pedestrian connections, public realm improvements, parking and servicing, POPS, and other elements necessary to demonstrate coordinated redevelopment. It does not require adjacent owners to participate; rather, it demonstrates that the proposed project supports a coherent long-term block pattern and does not preclude or materially impair the future redevelopment of remaining portions of the block.

Sustainability, and Urban Design

The Hollywood Beach Overlay establishes an intentional growth-management and urban-design strategy that provides a voluntary pathway for reinvestment while allowing the City to direct where additional development opportunity is most appropriate, manage the form and quality of that development, and secure corresponding public benefits. Rather than applying additional height, density, or intensity uniformly across Hollywood Beach, the Overlay uses the Regulating Plan Map, Beach Precincts, Character Areas, Gateway Frontages, development-site and block requirements, and optional bonus criteria to organize redevelopment according to the distinct character and function of different areas of the Beach.

The Hollywood Beach Overlay Urban Design Guidelines, incorporated as Part II of Section 4.26, establish the design framework for participating development. Together, Parts I and II pair additional development opportunity with clear expectations for architecture, building form, public realm, landscape, pedestrian connectivity, sustainability, resilience, infrastructure coordination, and public benefits. The intent is to support managed urbanization rather than uniform intensification, allowing the Beach to evolve while protecting the Broadwalk, established neighborhoods, historic and coastal character, public access, and sensitive waterfront conditions.

Public Realm and Gateway Framework

The public realm is organized through a hierarchy of A Streets – Primary Gateways, Enhanced B Streets – Secondary Gateways, and B Streets – Tertiary Gateways, allowing different streets and frontages to perform different roles while contributing to a connected Beach-wide experience.

Primary Gateway conditions include important arrival and identity corridors such as State Road A1A, as well as the Broadwalk, which serves as Hollywood Beach's defining pedestrian promenade. Surf Road and other Enhanced B conditions provide a transition between more urban and pedestrian-oriented environments, while B Streets generally support quieter, more landscape-dominant conditions. The hierarchy is intended to concentrate activity where appropriate while allowing other streets to emphasize landscape, shade, pedestrian comfort, and neighborhood compatibility.

East-west streets, beach-access corridors, and Civic Terminus Parks are an important part of this network, strengthening connections between A1A, Surf Road, the Broadwalk, and the Atlantic Ocean. The framework builds upon the CRA's investment in streetscapes, terminus parks, beach access, public spaces, and landscape by encouraging adjoining private redevelopment to reinforce these investments through building orientation, active uses, landscape, shade, pedestrian connections, public art, and improved visual relationships to the ocean.

In this manner, the Overlay seeks to create a legible sequence of arrival and movement through Hollywood Beach, where regional and local streets, public spaces, beach-access routes, and the Broadwalk function as an interconnected public realm rather than as isolated corridors.

Architecture and Built Form

Architecture is expected to reinforce a recognizable Hollywood Beach identity while allowing the built environment to evolve. The Urban Design Guidelines call for contemporary architecture informed by Hollywood Beach's Art Deco, Streamline Moderne, Coastal Modern, and subtropical architectural heritage, without requiring literal replication of historic styles or creating pastiche.

New development is expected to reinterpret these traditions through contemporary building form, proportions, materials, architectural detailing, shade, indoor-outdoor relationships, and climate-responsive design. Elements such as articulated and streamlined forms, distinctive rooflines, deep reveals, arcades and colonnades, integrated shade devices, crafted materials, color, and landscape may be expressed in contemporary ways that respond to the Beach's particular setting.

The objective is to encourage distinctive, site-responsive architecture with a strong sense of place, while avoiding generic or repetitive building forms that could occur anywhere without meaningful relationship to Hollywood Beach. Building bases and lower levels are expected to reinforce the pedestrian experience through active uses, architectural articulation, shade, landscape, durable coastal materials, and clearly defined entrances. Taller building elements are shaped and positioned to provide visual interest, light and air, appropriate transitions, and a varied skyline, while parking, servicing, and other functional elements are integrated into the overall architectural composition.

Landscape Architecture

Landscape is a fundamental component of the public-realm and urban-design strategy and a direct continuation of the objectives of the 2007 Hollywood Beach CRA Master Plan. The Master Plan envisioned a more landscaped, pedestrian-oriented, and environmentally responsive Beach and called for a significantly enhanced standard of landscape design, greater tree canopy and shade, improved pedestrian comfort, and a stronger relationship between buildings, streets, open spaces, and the subtropical environment.

The Overlay and Urban Design Guidelines carry those objectives forward through enhanced tree canopy, shade, layered planting, coastal-adapted species, soil and rooting requirements, landscaped setbacks, and the integration of landscape with streets, public spaces, pedestrian routes, Civic Terminus Parks, and development frontages. The Urban Design Guidelines also incorporate a recommended canopy-tree palette to guide species selection appropriate to Hollywood Beach's coastal conditions.

These requirements recognize that landscape is not simply decorative. Canopy, shade, planting, and open space directly shape the microclimate and pedestrian experience of Hollywood Beach. A more substantial landscape framework can provide relief from heat and sun, make walking more comfortable, soften the relationship between new development and the public realm, reinforce the subtropical identity of the Beach, and transform streets and public spaces into places where people are encouraged to walk, gather, and spend time.

In this way, the Overlay translates longstanding landscape and pedestrian-comfort objectives of the 2007 Beach Master Plan into contemporary and administrable development standards while allowing those objectives to respond to present-day development and coastal conditions.

Sustainability and Coastal Resilience

Separate from the landscape and urban-design framework, participating development must meet the sustainability requirements established by the Overlay, including LEED Silver for development seeking an optional bonus entitlement and LEED Gold for Landmark Development seeking additional height.

The Overlay and Urban Design Guidelines also establish coastal-resilience requirements addressing flood adaptation, stormwater management, heat mitigation, durable coastal materials, protection of critical building systems, emergency preparedness, and post-event recovery. These provisions complement the urban-design framework but serve the distinct purpose of improving the environmental performance, adaptability, and long-term resilience of new development within a vulnerable coastal environment.

Together, the Overlay and Urban Design Guidelines are intended to use reinvestment as an opportunity to strengthen rather than diminish the qualities that define Hollywood Beach. The framework directs growth in an organized and place-sensitive manner, pairs additional development opportunity with public benefits, reinforces the CRA's public investments, protects the Boardwalk and coastal character, encourages architecture with a recognizable sense of place, and advances the landscape, pedestrian, sustainability, and resilience objectives that have guided planning for Hollywood Beach for nearly two decades.

The result is intended to be a Beach that can renew and urbanize thoughtfully while remaining recognizably Hollywood Beach.

Development Review and Approval

Mapped eligibility per the Regulating Plan Map allows an application to be considered but does not confer a right to the maximum mapped entitlement. Consistent with the City's development review process, every application seeking an optional bonus entitlement must first receive a recommendation from the applicable review board, or from a joint board where required, before proceeding to the City Commission for final consideration and approval.

The City Commission may approve, reduce, condition, or deny the requested entitlement based upon the evidence and applicable criteria. Approval of one bonus does not independently authorize another.

Relationship to an Updated Beach Master Plan

The Hollywood Beach Overlay is intended as a short-term, voluntary, and time-limited planning tool to address near-term redevelopment opportunities while the City advances a comprehensive update to the Hollywood Beach Master Plan. The Overlay is not intended to establish the ultimate development capacity or long-term planning framework for Hollywood Beach, nor does it replace the need for comprehensive Beach-wide planning. The updated Hollywood Beach Master Plan will provide the opportunity to evaluate the Beach more comprehensively and establish a longer-term framework.

In the interim, optional bonus entitlements under the Overlay remain subject to the applicable development review process and project-specific requirements necessary to demonstrate that a proposed development can be appropriately accommodated. The Overlay therefore provides a limited

near-term mechanism for reinvestment while preserving the broader planning, technical analysis, and policy decisions for the comprehensive Beach Master Plan process.

LEGISLATIVE CONSIDERATION

Section 252.422 and Chapter 2025-190

Section 252.422, Florida Statutes, and Chapter 2025-190 restrict certain more restrictive or burdensome local land-development measures following qualifying hurricanes. **Staff are cognizant of the limitations imposed by this legislation**, and the Overlay has therefore been structured as a voluntary expansion of opportunity that preserves all underlying development rights and applies enhanced conditions only to applicants electing to seek newly created bonus entitlements.

Property owners are not required to participate in the Overlay. Development may continue pursuant to the uses, height, density, intensity, development standards, and other as-of-right entitlements available under the underlying zoning regulations and applicable law. The Overlay provides an additional pathway through which an applicant may voluntarily seek additional development rights or regulatory flexibility in exchange for specified public benefits and compliance with the requirements associated with the requested bonus entitlement.

The Overlay has also been deliberately established as an interim program that will sunset five years after its effective date unless affirmatively readopted by the City Commission. This time-limited framework provides staff and the City Commission with the opportunity to monitor utilization of the program, measure development and public-benefit outcomes, consider the results of the forthcoming Beach Master Plan and related technical analysis, and determine whether a future framework should be continued, modified, or replaced based upon its performance, then-existing conditions, and applicable law. Any future iteration of the Overlay following its sunset would require affirmative action by the City Commission.

Live Local Act

The Overlay is not intended to restrict, replace, or impair rights independently available under Section 166.04151(7), Florida Statutes. A qualifying Live Local development must be processed under applicable state requirements, including administrative approval where required. Overlay procedures and conditions apply only to the extent they do not conflict with state law.

The Overlay nevertheless provides a locally planned alternative that can direct optional capacity toward appropriate locations and connect it to hospitality, public-realm, parking, architecture, sustainability, resilience, and infrastructure outcomes.

PUBLIC PARTICIPATION

Following presentation of the Hollywood Beach Feasibility Study and Zoning Analysis to the City Commission on March 25, 2026, the City conducted a comprehensive public engagement process to inform potential zoning, design, resiliency, and redevelopment strategies. Outreach included a project website, an online questionnaire, in-person distribution of the questionnaire at community and

associations' meetings, and two in-person design charrettes held on April 29 and 30, 2026. The City recorded 34 attendees and received 196 survey responses, with input focused on preservation, building height and form, public benefits, infrastructure, mobility, resiliency, and the distinct needs of North, Central, and South Beach.

Public engagement should distinguish between consideration of this targeted, optional, and interim incentive program and the future comprehensive Hollywood Beach Master Plan. Adoption of the Overlay should not be represented as the final long-term planning decision for every Hollywood Beach property.

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The proposed amendment is consistent with and furthers applicable Goals, Objectives, and Policies of the City Comprehensive Plan, including policies supporting improved architecture and streetscapes, compatibility, neighborhood protection, mixed-use overlays, appropriate infill, tourism and economic development, development near transportation routes, multimodal mobility, energy conservation, and orderly growth within the Beach CRA and generally of the city.

The Regulating Plan Map, Precincts, Character Areas, site requirements, and transition standards direct optional capacity to appropriate locations while protecting the Broadwalk, lower-scale and residential areas, historic resources, public access, public spaces, and sensitive waterfront conditions. Mandatory design, public-benefit, sustainability, infrastructure, mobility, emergency-access, evacuation, parking, loading, and utility requirements translate these policies into enforceable project standards.

The amendment also updates the ZLDR provisions governing rooftop amenities to provide clearer standards for the use of rooftop amenity areas while maintaining compatibility with surrounding development and the applicable building-height and development standards. These amendments support the Comprehensive Plan's objectives for high-quality development, efficient use of land, compatible infill, and improved building and site design.

Based upon the foregoing, staff finds that the amendment is consistent with and in furtherance of the Comprehensive Plan.

APPLICABLE CRITERIA

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

The City's Text Amendment criteria require findings that:

1. The proposed change is consistent with the Goals, Objectives, and Policies of the adopted Comprehensive Plan; and
2. Conditions have substantially changed since the present zoning regulations were established.

CRITERIA 1: The proposed change is consistent with and in furtherance of the Goals, Objectives and Policies of the adopted Comprehensive Plan as amended from time to time.

ANALYSIS:	The amendment advances policies for architectural and streetscape design, compatibility, neighborhood protection, tourism and economic development, appropriate mixed-use and infill development, multimodal transportation, public access, environmental performance, and efficient infrastructure use. Rather than creating a uniform Beach-wide increase, it establishes a mapped and criteria-based process requiring superior design, public-realm, sustainability, resilience, and public-benefit outcomes. The amendment includes updates to provisions in the ZLDRs governing rooftop amenities to provide clearer requirements for their use while maintaining compatibility with surrounding development and applicable building-height standards. Together, the Overlay and the amended rooftop amenity regulations support high-quality development, efficient use of land, compatible infill, and improved building and site design consistent with the Comprehensive Plan.
FINDING:	Consistent.
CRITERIA 2:	That conditions have substantially changed from the date the present zoning regulations were established.
ANALYSIS:	Conditions affecting Hollywood Beach have materially changed. Substantial CRA public improvements were completed, but much of the 2007 Master Plan's private-development regulatory program was not fully adopted. Development economics have also changed significantly since many of the existing height and development limitations applicable to Hollywood Beach were established. Contemporary construction costs, financing conditions, insurance, structured parking, flood-elevation requirements, resiliency standards, and other development obligations have increased the cost and complexity of redevelopment. In some locations, the development capacity available under the existing regulatory framework may no longer provide sufficient flexibility to support substantial reinvestment, rehabilitation, or replacement of aging properties. Over time, these constraints can discourage private investment and contribute to the continued aging of the built environment rather than its orderly renewal. The proposed Overlay responds to these changed conditions through a voluntary and optional bonus framework that provides additional development opportunity, where appropriate, in exchange for enhanced design, public benefits, resiliency, infrastructure coordination, and other improvements. The framework is intended to support reinvestment and renewal without eliminating or reducing the ability of property owners to proceed pursuant to their underlying as-of-right entitlements.

The City has a history of variance requests related to rooftop amenities, particularly within Hollywood Beach. Staff and the Planning and Development Board have supported these requests where rooftop amenities were found to be compatible and appropriately designed, demonstrating that the existing regulations do not fully reflect contemporary development practices or the manner in which rooftop amenity spaces are being evaluated and utilized. The proposed amendments provide clearer and more predictable standards for rooftop amenities and reduce the need to address recurring conditions through individual variance requests.

The Live Local Act has also materially altered the relationship between state law and local land-use regulation by creating state-authorized development opportunities that may apply independently of locally established planning objectives. This shift underscores the importance of the City proactively articulating its expectations for growth, redevelopment, urban design, infrastructure, and public benefits through a locally tailored framework. In the absence of such a framework, development outcomes may increasingly be shaped by state-level mandates rather than by locally established planning priorities. The proposed Overlay responds to this changed environment by creating a voluntary, place-based pathway for redevelopment that preserves local planning objectives while providing additional development opportunities.

FINDING: **Consistent.**

SUMMARY OF FINDINGS

The proposed Hollywood Beach Overlay District, Official Hollywood Beach Overlay Regulating Plan Map, and Hollywood Beach Urban Design Guidelines build upon nearly two decades of planning and public investment. They address the implementation gap following the 2007 CRA Master Plan, respond to the Feasibility Study's short-term recommendations, and preserve permanent Beach-wide planning decisions for the forthcoming Master Plan and technical studies. The amendments also establish a coordinated framework for near-term reinvestment while reserving broader and permanent Beach-wide planning decisions for the forthcoming Hollywood Beach Master Plan. In a legislative environment marked by increasing state preemption and the erosion of local home rule authority over land use, this phased approach represents a strategic planning response, one that codifies the City's priorities now, while local discretion remains available, rather than deferring implementation to a future in which that discretion may be further constrained.

The amendment preserves existing as-of-right development pathways. The Overlay is intentionally structured as a voluntary, optional, and time-limited bonus framework that allows eligible properties to seek additional development opportunity in exchange for enhanced urban design, public benefits, sustainability, resilience, infrastructure coordination, landscape, public-realm improvements, and other requirements. Optional entitlements are limited to mapped and eligible properties that possess the necessary underlying authority, satisfy site and block requirements, comply with applicable place-based standards, demonstrate infrastructure and compatibility, provide required public benefits, meet

mandatory design and sustainability standards, receive a recommendation from the applicable board or joint board, and obtain City Commission approval.

The framework also represents a proactive local planning response to a changing state legislative environment in which land-use authority has become increasingly preempted or constrained. Rather than leaving future redevelopment outcomes to be shaped principally by state-authorized development pathways, the Overlay articulates the City's expectations for where growth should occur, how it should be designed, and what public value should accompany additional development opportunity. Its five-year sunset allows the City to monitor implementation, evaluate outcomes, incorporate the findings of the forthcoming Master Plan, and determine whether a future framework should be continued, modified, replaced, or allowed to expire.

The related amendments addressing rooftop amenities similarly respond to demonstrated development trends and recurring variance requests by establishing clearer and more predictable standards consistent with contemporary building design and established review practices.

Taken together, the amendments provide an interim framework for managed reinvestment and orderly renewal while protecting the Boardwalk, historic and coastal character, established neighborhoods, public access, and the broader public realm, and preserving the City's ability to undertake a more comprehensive long-term planning process for Hollywood Beach.

ATTACHMENTS

- ATTACHMENT A: Draft Text establishing Section 4.26, Hollywood Beach Overlay District, consisting of Part I – Overlay Zoning Regulations and Part II – Hollywood Beach Overlay Urban Design Guidelines
- ATTACHMENT B: Official Hollywood Beach Overlay Regulating Plan Map & Precinct Parcels Table
- ATTACHMENT C: Hollywood Beach Economic Feasibility Study and Zoning Analysis
- ATTACHMENT D: 2007 Hollywood Beach CRA Master Plan
- ATTACHMENT E: Summary of CRA Planning Studies and Capital Improvements
- ATTACHMENT F: Public Participation and Stakeholder Summary
- ATTACHMENT G: Draft Text amending Article 4, Sections 4.6.C, 4.6.D, and 4.22.E of the Zoning and Land Development Regulations regarding rooftop amenities