

May 2, 2025

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FDOT District Four  
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Reference: Request for a Design Speed reduction on a limited section of SR 5/ US 1

Dear Mr. Olson,

We would like to thank you for the opportunity to meet with you and your team on Monday, March 17, 2025, to discuss our request regarding a design speed reduction on a limited section of SR5/US1. We appreciate your consideration and assistance in working together with the City to improve public safety, economic development, and the overall beautification of the corridor. Our design and landscaping goals for this project clearly align with the Beautification Grants awarded by FDOT to the City. The awarded grants include Phase 1 - State Road 5 (US 1) from State Road 824 (Pembroke Road) (M.P. 1.531) to Young Circle (M.P. 2.461), and the Phase 2 Landscape Project on State Road 5 (US 1) from Young Circle (M.P. 2.461) to State Road 822 (Sheridan Street) (M.P. 4.149). Upon consideration and final resolution, we will immediately begin the design process and work together with your team to finalize a design that achieves these goals.

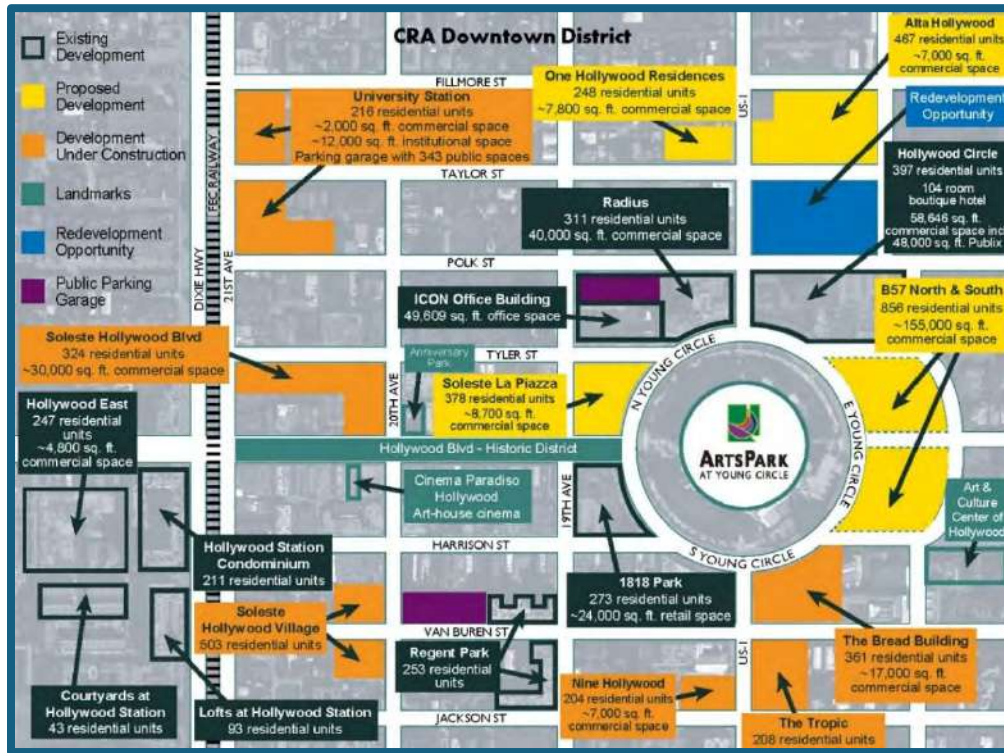
In response to your request, we have compiled the research and documentation reflecting the City's current, recently completed, and anticipated developments, along with associated mass transportation projects that focus on enhancing the pedestrian experience. Therefore, please accept this letter in support of a request for a Design Speed reduction on a limited section of SR 5/US 1. We look forward to collaborating with FDOT on the successful completion of our Beautification Grants for SR 5/US 1.

The City of Hollywood respectfully requests that the Florida Department of Transportation District Four consider reducing the design speed on State Road 5/US 1 from SR 824 (Pembroke Road) to SR 822 (Sheridan Street) to 35 MPH to align the design speed with the posted speed. This corridor segment has experienced an increased density, which is expected to grow further due to ongoing development projects and planned projects that are receiving permits. The development projects are located within a ¼ mile walking distance from the downtown core. Therefore, providing a pedestrian-friendly environment with trees and other landscape features will enhance the walking experience. Promoting pedestrian mobility along the US 1 corridor offers numerous benefits, including reducing automobile usage and improving health. Enhancing the pedestrian experience is a key focus of our development strategy. For additional information, please refer to the City of Hollywood 2025 Development Activity Report included with this letter.

The CRA Downtown District encompasses approximately 580 acres, which includes the 10-acre ArtsPark at Young Circle and the Hollywood Beach Golf Club. Due to the City's rezoning efforts aimed at stimulating economic development, Downtown Hollywood features new and planned construction of Class-A office spaces, coworking spaces, mixed-use development opportunities, flexible zoning, and the charm of a traditional downtown. With pedestrian-friendly, brick-paved sidewalks and convenient north-south and east-west corridors, Downtown Hollywood is easy and ideal to navigate by foot, bicycle, vehicle, or public transportation. Today, Downtown Hollywood is a unique business, cultural, and entertainment district, as well as an exciting place to live, work,

and play. Below, we provide an overview of the current and projected densities that should inform our request consideration. The City of Hollywood Community Redevelopment Agency recently completed a \$14 million reconstruction project along Hollywood Boulevard between Young Circle and 21st Avenue, featuring curbless sidewalks to promote pedestrian activity, enhance outdoor dining, and attract new businesses.

The CRA Downtown District map below illustrates existing, proposed, current, and future development project opportunities for your review.



In the tables below, we summarize the total expected development in the CRA Downtown District. This is based on the cumulative number of residential units, office spaces, and commercial/retail spaces from existing developments, those under construction, as well as proposed and future projects.

The existing development includes a total of 837 residential units, 49,000 sq. ft. of office space, and 64,000 sq. ft. of commercial/retail space. Currently, projects in development represent 1,816 residential units (a 216% increase), 12,000 sq. ft. of office space (a 24% increase), and 64,000 sq. ft. (an 87% increase) of commercial/retail spaces. Proposed development projects account for a total of 1,949 residential units (an additional 233% increase from existing) and 178,500 sq. ft. (an additional 279% increase from existing) of commercial/retail spaces. In summary, a total of 4,602 residential units (a 450% increase from existing), 61,609 sq. ft. of office space (a 124% increase from existing development), and 298,500 sq. ft. (a 466% increase from existing development) of commercial/retail spaces are anticipated in the near future.

Due to their proximity, size, and usage, all the developments listed below will significantly increase pedestrian traffic and activity on SR 5/US 1, reinforcing our focus on improving the pedestrian experience.

**EXISTING DEVELOPMENT**

Development	Address	Residential Units	Office sq. ft.	Commercial / Retail sq. ft.
ICON Office Building	1895 Tyler Street		49,609	
Radius	1830 Radius Dr	311		40,000
1818 Park	1820 Hollywood Blvd	273		24,000
Regent Park	1900 Van Buren St	253		
<b>Total</b>		<b>837</b>	<b>49,609</b>	<b>64,000</b>

**DEVELOPMENT UNDER CONSTRUCTION**

Development	Address	Residential Units	Office sq. ft.	Commercial / Retail sq. ft.
The Bread Building	1747 Van Buren St	361		17,000
The Tropic	1744 Van Buren St	208		
Nine Hollywood	1809 Jackson St	204		7,000
Soleste Hollywood Village	2000 Van Buren	503		
Soleste Hollywood Blvd	121 N 21st Ave	324		30,000
University Station	421 N 21st Ave	216	12,000	2,000
<b>Total</b>		<b>1,816</b>	<b>12,000</b>	<b>56,000</b>

**PROPOSED DEVELOPMENT**

Development	Address	Residential Units	Office sq. ft.	Commercial / Retail sq. ft.
One Hollywood Residences	1817 Taylor St	248		7,800
Alta Hollywood	1726 Fillmore St	467		7,000
B57 North & South	1735 E Young Cir	856		155,000
Soleste La Piazza	1866 N Young Cir	378		8,700
<b>Total</b>		<b>1,949</b>	<b>-</b>	<b>178,500</b>

**REDEVELOPMENT OPPORTUNITY**

Development	Address	Residential Units	Office sq. ft.	Commercial / Retail sq. ft.
1720 Tylor St	1720 Taylor Street	TBD	TBD	TBD
<b>Total</b>		<b>TBD</b>	<b>TBD</b>	<b>TBD</b>

Alongside the existing and anticipated development density in the CRA District, the nearby mass transportation services are likely to increase pedestrian traffic and economic activity in the area. We are providing various maps that illustrate the current routes and services, including Tri-rail, micro transit Holly-Go Community Shuttle and other commuter options, as well as the planned Broward Commuter Rail project, showing the proximity and connectivity they bring to the downtown area.

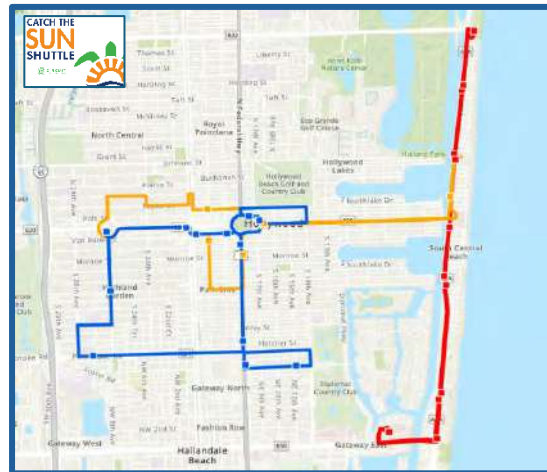
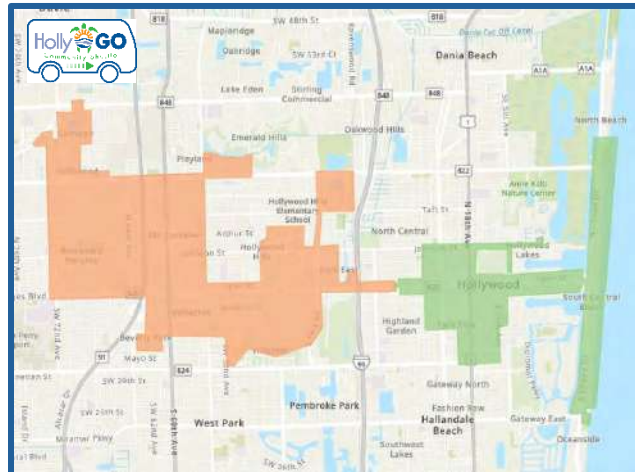
Broward Commuter Rail



Broward County Transit



Community Sun Shuttle Routes (Micro-Transit Service)



Given the above information, we respectfully request that the design speed match the current posted speed. This will enable us to add landscape trees along the sidewalk's edge, enhancing pedestrian activity and safety. By improving connectivity between pedestrians and adjacent businesses, we will promote reduced automobile usage, public safety, and economic development.

We are looking forward to our continued dialog and remain available to provide additional information or respond to any questions you may have. We are grateful for your work and support and look forward to hearing from you.

Respectfully,

A handwritten signature in blue ink that reads "Jose Cortes". The signature is written in a cursive, flowing style.

Jose Cortes  
Director  
Department of Design and Construction Management

2025 DEVELOPMENT  
ACTIVITY REPORT

# OPPORTUNITY AWAITS IN FLORIDA'S HOLLYWOOD



## ABOUT US

Hollywood is the third largest city in Broward County and is strategically located on the South Florida coast between Fort Lauderdale and Miami. Hollywood is adjacent to the Fort Lauderdale-Hollywood International Airport and is the primary home to Port Everglades. In addition to its proximity to I-95 and the Florida Turnpike, Hollywood is home to two Commerce/Industrial Parks and has a growing niche in Professional Services and Healthcare. There is nearly \$1.5 billion in real estate development, completed, planned or under construction, throughout the city with key commercial corridors offering additional redevelopment opportunities.

Hollywood is easily accessible to South Florida's major cities and offers convenient transit and commuter rail connections,



**Hollywood**

creating an ideal environment for mixed-use, transit-oriented projects that provide the urban lifestyle many are seeking.

Hollywood is a global tourism destination with visitors coming to stay along the historic oceanfront Broadwalk—a 2-mile pedestrian promenade just steps from the Atlantic featuring shops, restaurants, and accommodations to fit every taste and budget. The City boasts a high quality of life with more than 60 parks, five golf courses, and a variety of recreational amenities including a nearly 10-acre urban park in the heart of Downtown Hollywood with outdoor concerts and special events within a burgeoning arts scene.

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## OUR MISSION

The City of Hollywood's Economic Development team is committed to implementing a holistic and sustainable economic growth strategy that results in a robust economy and healthy neighborhoods. We are here to help you with:

- Confidential Project Management
- Site Selection
- Market Research + Data
- Business Connections
- Permitting + Regulatory Guidance
- Economic Incentives

## CONTACT US

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Hollywood Beach  
Broadwalk

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**H**ollywood's urban and suburban commercial corridors boast 6.4 million square feet of office space with an occupancy rate of 93.1%

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From its beaches, to its lively downtown, to its distinctive neighborhoods, Hollywood is a city focused on the future where businesses discover a welcoming climate for economic growth and sustainable development. Florida's Hollywood offers all the amenities and resources national and international companies seek when looking for the right location to call home. The Hollywood Submarket is a large submarket relative to the national norm and contains 6.4 million SF of office space.

- With a current vacancy rate of 6.9%, Hollywood's office market presents a unique opportunity for businesses looking to establish or expand their presence in a vibrant community. This balance of supply and demand creates a favorable environment

for businesses to find ideal spaces tailored to their needs.

- There are approximately 490,000 square feet of space available, resulting in an availability rate of 7.6%. This presents a great opportunity for businesses to find the perfect location to thrive. In fiscal year 2024, 30 successful sales transactions have occurred, with an average sale price of \$255 per square foot, showcasing the strong market interest and investment potential.
- Average rents in Hollywood are around \$36.00 per square foot, offering a competitive advantage compared to the Fort Lauderdale average of \$37.00 per square foot. With year-over-year rent growth of 3.0% in Hollywood—slightly ahead of the metro-wide increase of 2.9%—the

area demonstrates a resilient and growing market.

- Companies are choosing Hollywood for its convenient location in the heart of South Florida with easy access to Port Everglades and Fort Lauderdale Hollywood International Airport, as well as major transportation routes and employment centers.

Businesses are expanding and new visitors and residents are discovering the unique blend of value and quality that sets Hollywood apart from other South Florida cities.

- Hollywood stands out with its unique blend of value and quality, demonstrated by its resilient growth and strategic investments. Along the City's western boundary, the State Road 7/U.S. 441 corridor recently rebranded as 'On the 7,' showcases an exciting mix of high-profile developments, including the iconic Guitar Hotel and new residential and commercial projects, reflecting a strong economic backbone and forward-thinking vision. With a burgeoning restaurant scene and ongoing transit-oriented improvements, Hollywood offers an exceptional balance of affordability and high-quality living On the 7.
- Strategically located just east of Interstate 95 along Sheridan Street, Oakwood Plaza, a 'Power Center,' spans 28-acres and features a mix of national retailers, including Home Depot, City Furniture, and BJ's Wholesale Club. With ample parking and diverse shopping and dining options, it's a go-

to destination for visitors and residents. To help spur and boost the City's housing options and drive economic growth, the Hollywood City Commission recently approved a Planned Development Master Plan to transform Oakwood Plaza into a more vibrant mixed-use community. New redevelopment projects are underway, bringing over 120,000 square feet of new retail space and a 282-unit multifamily residential complex.



- The Sheridan Plaza by Regency Centers, located at Sheridan Street and N 52nd Avenue, is anchored by popular retailers such as Publix, Ross Dress for Less, Kohl's, LA Fitness, Marshalls, and Burlington. Serving nearly 158,000 households and over 415,000 residents within a 5-mile radius, this shopping center is perfectly positioned to attract a steady flow of shoppers and visitors.



**Margaritaville Hollywood Beach Resort** - a destination resort and entertainment complex on the legendary Hollywood Beach Broadwalk.



**Diplomat Beach Resort** - ranked number 11 in North America as most popular meeting resorts by CVENT. The Diplomat Beach Resort has plans to add 350 condo units and 500 hotel rooms.

**71%**  
AVERAGE HOTEL  
OCCUPANCY



Source: Greater Fort  
Lauderdale Convention  
& Visitors Bureau



**\$138**  
AVERAGE  
DAILY RATE

**H**ollywood Beach is consistently a **top 25 beach destination** and continues to attract tourists from around the world. This steady flow of visitors creates a constant demand for quality retail and entertainment options.

The Southeast Broward County Industrial Submarket, which includes Hollywood, Dania Beach, Hallandale Beach, and Fort Lauderdale, benefits from its strategic location near major residential areas and logistics infrastructure. This has attracted a diverse range of industries, including services, wholesale, retail trade, transportation, and manufacturing.

While recent trends have shown a slight increase in vacancies—rising from historical lows of under 2% in early 2023 to above the five-year average of 3.2%—this shift is primarily due to new supply and move-outs from older properties. However, the market remains resilient, with strong annual rent growth of 3.6% as of Q4 2024, highlighting ongoing demand. Although there is a limited supply of developable land, construction activity has surged, with over 2.7 million square feet delivered since 2018, and more than 80% of this new space is already leased

Tenant interest is on the rise in Hollywood’s premier industrial parks, including the South Florida Design & Commerce Center and Port 95 Commerce Park. These strategically located hubs host a diverse range of businesses—from aerospace and advertising to uniform services and architectural firms. The South Florida Design & Commerce Center is home to an impressive cluster of over 20 high-end design firms, featuring names like Kravit, Jerry Pair, and Pindler.

The time is right to invest or expand your business in Hollywood. With a selection of prime locations, you’ll gain a competitive edge to bring your products and services to market faster and more cost-effectively.



**33.4**  
**MILLION SF**

Sources:  
CBRE,  
CoStar

Total Industrial  
Inventory



55,000 SF Sintavia aerospace component production facility in Port 95 Commerce Park

**ABOUT OUR WORKFORCE**

**35**  AREA COLLEGES & UNIVERSITIES

**35.9%** BACHELOR'S DEGREE OR HIGHER

**66,000+**  AVIATION WORKERS

**18,000+**  LIFE SCIENCE WORKERS

**125,000+**  EMPLOYEES IN EDUCATION + HEALTH SERVICES

**115,000+**  INFORMATION & COMMUNICATION TECHNOLOGY WORKERS

**LABOR FORCE**

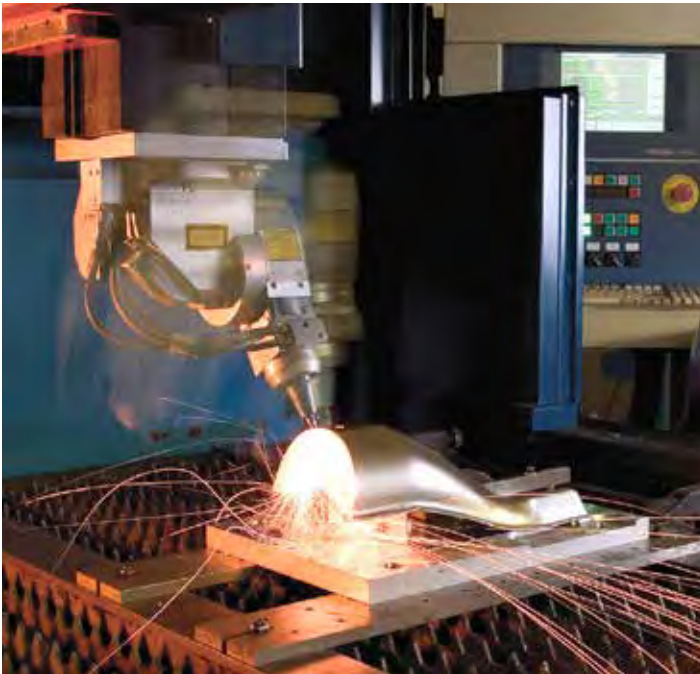
**84,000+** HOLLYWOOD

**1M+** BROWARD COUNTY

Source: Greater Fort Lauderdale Alliance

Hollywood is at a crossroads for international trade with easy access to major employment centers, seaports, airports and railways. Leading companies call Hollywood home including:

**HEICO Corporation** - a top manufacturer of aerospace, defense, industrial and electronics components.



**Social Mobile** - headquartered in Hollywood, is a technology company specializing in providing custom mobile device solutions and enterprise mobility services to enhance business operations and customer experiences.

**Sintavia** - the first of its kind metal additive manufacturer (AM) in North America offering

large-scale AM production coupled with a robust aerospace quality management system.

**NV5 Global, Inc.** - leading provider of compliance, technology, and engineering consulting solutions with over 3,400 employees and 100 offices worldwide.

**Quantum Marine** - a pioneer in the world's most advanced marine stabilizing technologies, serving the luxury yacht, military and commercial industries.

**Chewy.com** - the nation's largest online pet retailer has its customer service center in Hollywood.

**Memorial Healthcare System** - one of the largest public healthcare systems in the nation.

Incredible opportunities exist for Hollywood's target industry clusters. The city is focused on expanding these industries:

- Healthcare
- Aerospace/Aviation
- Marine Industries
- Professional Services/Info Tech

Are you considering a corporate relocation or are you an entrepreneur seeking the right environment for your start-up? Hollywood supports business expansion with cost-effective solutions, reflecting growing trends in the office rental market. The city works in partnership with private industry, economic development organizations, and educational institutions to create the ideal conditions for business growth.



**\$26.5+**

**BILLION**  
Annual  
Economic  
Activity

**3+**

**MILLION**  
Cruise  
Passengers  
Annually

**\$7.4**

**BILLION**  
Wage Salaries  
Generated by  
Cargo & Cruise  
Activity

Source: FY2023 Port Everglades Annual Financial Report

Port Everglades is South Florida's "powerhouse port" and one of the most diverse seaports in the United States. It is among the top cruise ports in the world and one of the most active containerized cargo ports in the United States, serving as South Florida's main seaport for petroleum products such as gasoline and jet fuel.

Exotic cruise vacations and international trade are what make Port Everglades a vital economic engine for Hollywood and Broward County. As a leading container port in a region that thrives on trade and tourism, the Port is the ideal point of entry for companies that conduct business in Latin America, the Caribbean, Europe and the Far East. A foreign-trade zone and available office space within the Port make it a highly desirable business center for world trade.

Port Everglades is a self-supporting Enterprise Fund of Broward County government. It does not rely on local tax dollars for operations or capital improvements.

The total value of economic activity at Port Everglades now tops more than \$26.5 billion annually, and more than 192,600 Florida jobs are impacted by the Port, including 10,778 people who work for companies that provide direct services to Port Everglades.

The Port is moving forward with several expansion projects designed to meet the demands of a growing population and the needs of the maritime industry. These capital improvements are expected to be completed by 2025, increasing productivity and throughput and creating an estimated 4,700 total construction jobs.

- Disney Cruise Line has opened a new homeport terminal.
- The Port ranks 3rd in Florida for total container cargo activity.
- Serves more than 150 ports in 70 countries.





## **Fort Lauderdale-Hollywood International Airport (FLL)**

Strategically located on Hollywood's northern boundary, the Fort Lauderdale-Hollywood International Airport (FLL) was one of the fastest-growing airports in the U.S. in 2023, boasting a 10.4% increase in passenger traffic and a 6.2% rise in aircraft operations compared to 2022. The airport welcomed over 35 million passengers last year, ranking 17th in total passenger traffic and 12th for international travelers in the U.S., according to Airports Council International-North America (ACI-NA).

In 2023, airlines at FLL offered an average of 336 daily departures, providing service to 94 U.S. cities and global connectivity to 57 international destinations across 28 countries.

FLL continues to be a vital hub for travel and commerce, fueling growth and opportunity in the region.

As a key economic engine for Broward County, FLL plays a vital role, generating 255,386 direct, indirect, and induced jobs and contributing an impressive \$37.5 billion annually to the economy.

### **Freight Rail**

Both the Florida East Coast Railway (FEC) and CSX Railroad run through Hollywood offering convenient and affordable rail transportation for moving freight between rail yards and trucking terminals. To ensure continued economic growth for the region, FEC has invested in a \$53 million, 43-acre near-dock intermodal container transfer

facility within Port Everglades that transfers international and domestic containers between ship and rail and handles domestic containers originating in or destined for the eastern United States.

### Passenger Rail

As part of the South Florida Regional Transportation Authority, Tri-Rail commuter service connects Hollywood with Miami to the south and downtown West Palm Beach to the north. Two stops are located in Hollywood and convenient bus connections are provided from all Tri-Rail stations. Additionally, the three major South Florida airports (Fort Lauderdale/Hollywood, Palm Beach and Miami) are accessible via train and connecting shuttle service.

In August 2022, the Broward County Commission adopted a locally preferred alternative for Broward Commuter Rail South to extend commuter rail service on the FEC Railway corridor from the new passenger station in the City of Aventura north to the City of Fort Lauderdale, a distance of 11.5 miles. Stations are planned in Downtown Hollywood, Fort Lauderdale-Hollywood International Airport, and Broward Health Medical Center, providing convenient connections from downtown Hollywood to downtown Fort Lauderdale, the Broward County Convention Center, Port Everglades, and the Beaches. Currently in the project development stage, the Broward Commuter Rail project is now in line to achieve federal and state funding for construction.

### First + Last Mile Connections

The Sun Shuttle, powered by Circuit®, offers an eco-friendly, electric public transportation option for residents and visitors. This convenient service transports riders through key areas, including Downtown Hollywood, Hollywood Beach, Federal Highway, and West Hollywood. With the “Ride Circuit” app, getting around has never been easier. The City recently launched the new Holly-Go Community Shuttle, a free service funded by the Broward County Transportation Surtax.



This initiative enhances mobility throughout the City and serve as a vital connector for residents. Both shuttles provide a clean and green way to access essential services, grocery shopping, entertainment, and recreational venues in our beautiful City. Experience the ease and sustainability of getting around Hollywood.



Rendering: FEC Corridor Complete Streets



Rendering: Federal Highway Complete Streets

**Welcoming + Accessible Complete Streets**

Construction is complete on the City's first Complete Streets project — Hollywood Boulevard from City Hall east to Dixie Highway. This is the Broward County Metropolitan Planning Organization's flagship project serving as a model for how streets should be designed to support all forms of transportation in the future. Additional Complete Streets projects are planned or currently underway in Hollywood including: the FEC Corridor Greenway (Dixie Highway and 21st Avenue), N. 29th Avenue, A1A on Hollywood Beach and Federal Highway.

**State Road 7 Corridor Expansion**

State Road 7 serves as a key corridor through South Florida serving numerous commercial and residential districts. The State Road 7 expansion features six traffic lanes and incorporates sewer service throughout the corridor. The project follows a Complete Streets model which includes landscaped safety medians, new lighting, sidewalks, bicycle lanes and bus bays. A new linear park along the corridor makes this a distinctive, visually appealing thoroughfare that is safer for pedestrians, residents and motorists. Rezoning of this area has been completed to allow for mixed-use development and increased density and intensity of uses.

**Downtown Regional Activity Center**

Recognizing the importance of the Regional Activity Center (RAC) designation, the City of Hollywood rezoned the RAC to encourage attractive and functional redevelopment in this area of regional significance. Hollywood's RAC covers an area over 1,450 acres including Downtown Hollywood and the key commercial and residential corridors of Federal Highway, Dixie Highway and Hollywood Boulevard. More than 3,500 new residential units are planned, under construction, or completed in this area.

**Commercial Corridor Assessment**

The City's economic development team conducted a citywide commercial corridor analysis aimed at boosting business retention and attracting new retail opportunities. This comprehensive study focused on Hollywood's main corridors, examining key factors such as zoning, market trends, foot traffic, and commuter profiles. The final report highlights Hollywood's strengths and provides strategic recommendations to enhance the City's business landscape. Stay tuned for insights that will shape the future of our community and support our local economy.



View of the 1818 Park at  
Young Circle in Downtown Hollywood

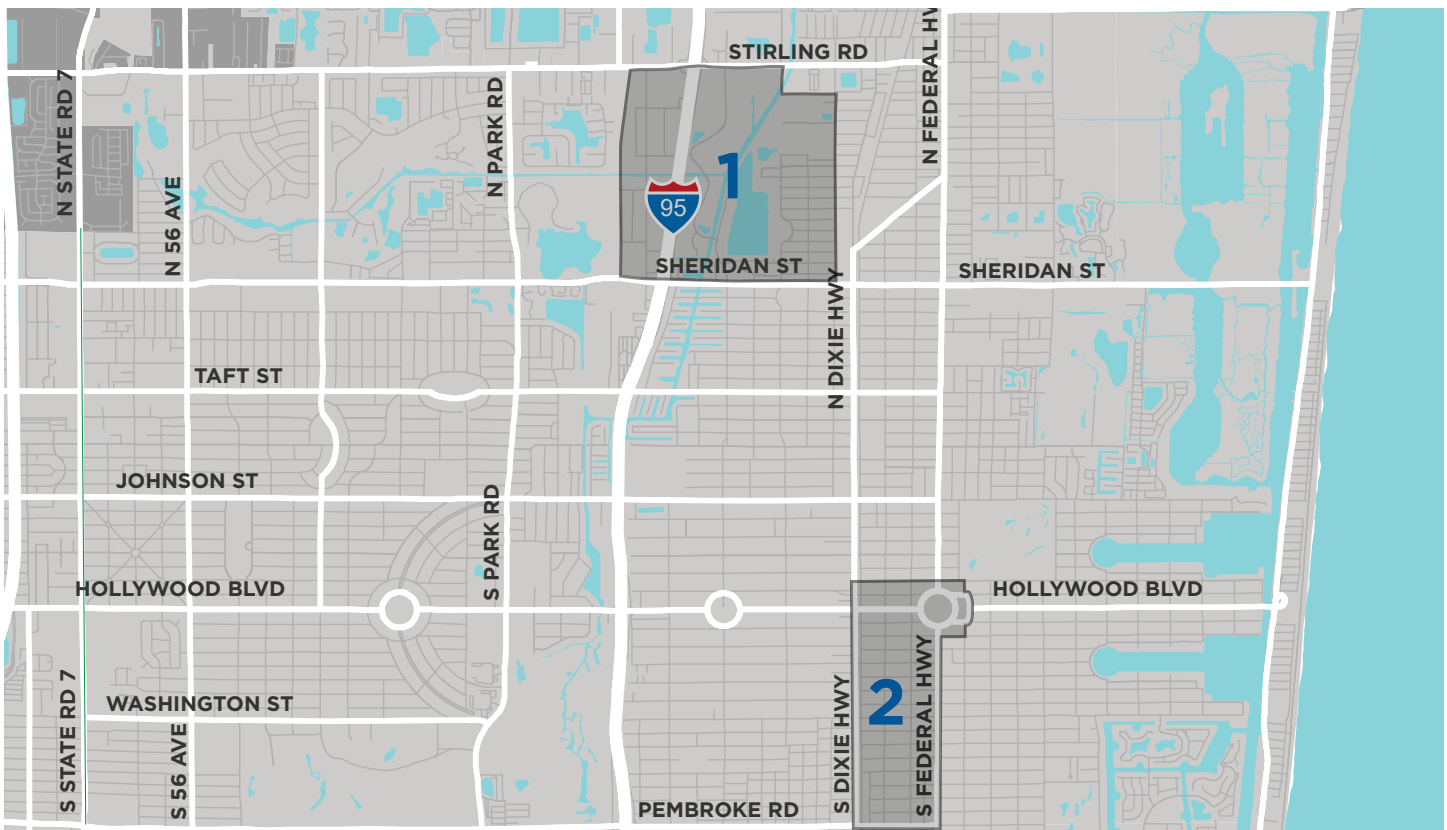
## Opportunity Zones

Opportunity Zones are census tracts designated by the federal government, where investments receive preferential tax treatment under the Tax Cuts and Jobs Act of 2017. The goal is to spur economic development and job creation in these areas by providing tax incentives.

Two designated Opportunity Zones are located in the City of Hollywood:

1. Liberia - Oakwood Plaza - South Florida Design & Commerce Center
2. Young Circle - Hollywood Boulevard - South Federal Highway

The City's role in the Opportunity Zones program is to connect funding with projects and leverage zone investment to create new opportunities for residents that encourage upward mobility.



# COMMUNITY REDEVELOPMENT AGENCY

The Hollywood Community Redevelopment Agency (CRA) includes two districts: the Beach district and the Downtown district. Following Florida State Statute Chapter 163, Part III, the CRA districts were developed to encourage investment and redevelopment, providing financial and planning tools to create programs that foster private investment.

## CRA Beach District

The CRA Beach District includes approximately 293 acres from Sherman Street south to the southern property line of the Diplomat Beach Resort, and from the Intracoastal Waterway east to the Atlantic Ocean. The Redevelopment Agency's focus is on improving and revitalizing the District by implementing a multi-pronged approach to redevelopment.

Hollywood Beach is known for its world-famous Broadwalk which stretches 2 miles along the white sand. Luxury resorts and charming boutique hotels accommodate international and domestic visitors. Hollywood Beach offers numerous retail, residential and commercial redevelopment opportunities.

## CRA Downtown District

The Downtown District includes approximately 580 acres, including the 10-acre ArtsPark at Young Circle, and the Hollywood Beach Golf Club.

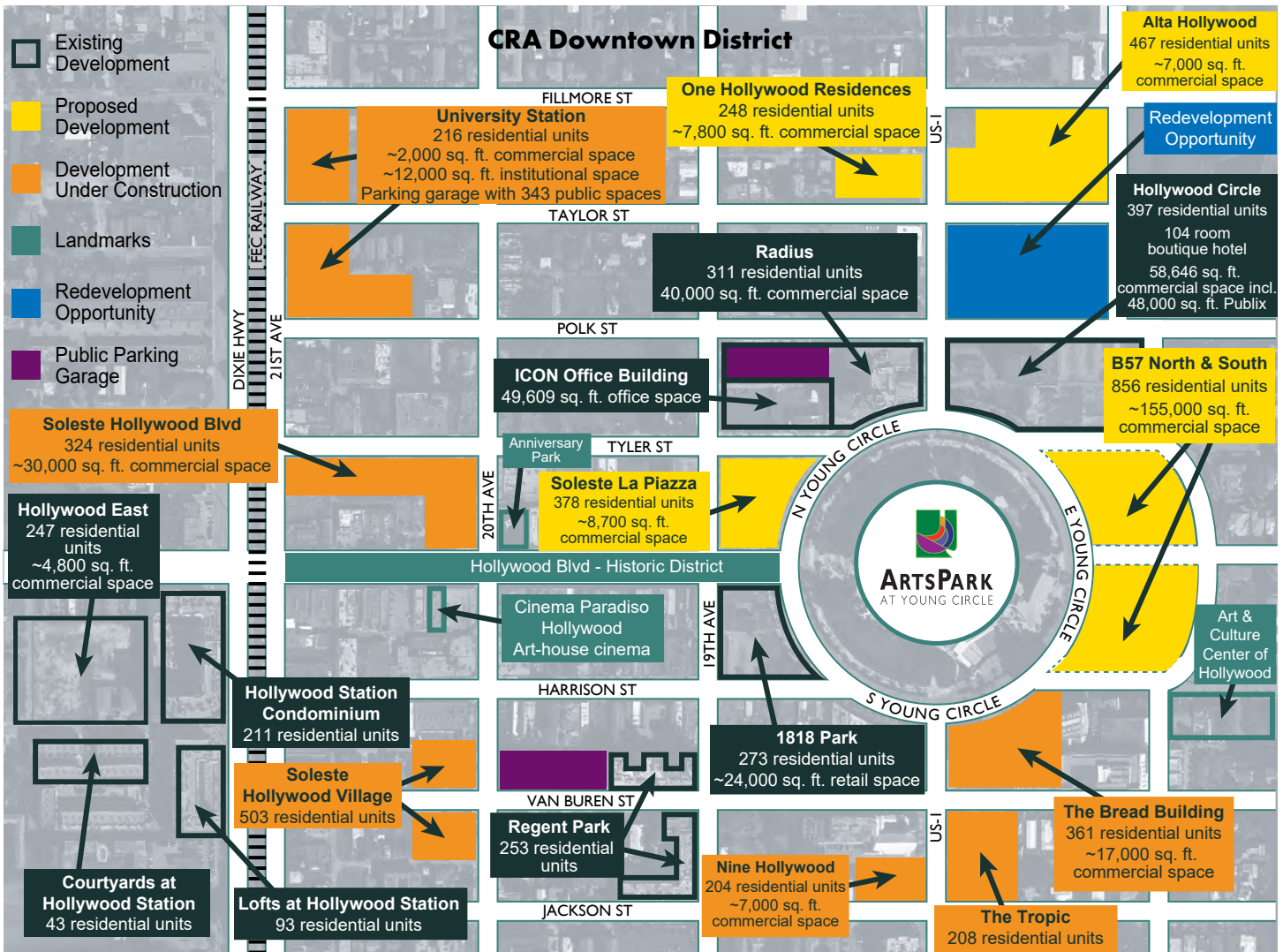
Downtown Hollywood offers new and planned construction of Class-A office space, co-working space, mixed-use development opportunities, flexible zoning and the charm of



# COMMUNITY REDEVELOPMENT AGENCY

a traditional downtown. Pedestrian-friendly, brick-paved sidewalks and convenient north-south and east-west corridors make Downtown Hollywood an easy and ideal area to navigate by foot, bicycle, vehicle or public transportation. Home to the Hollywood Art & Culture Center; Cinema Paradiso -

Hollywood's art-house cinema; ArtsPark at Young Circle; and dozens of international restaurants, galleries and unique shops, Downtown Hollywood is a distinctive business, cultural and entertainment market, and an exciting place to live, work and play.





## **Hollywood Boulevard Streetscape**

The recently completed Hollywood Boulevard Streetscape Project in the historic downtown features reconstruction of the Boulevard from 21st Avenue to Young Circle, while maintaining the existing center median with its extensive tree canopy and diagonal parking spaces.

The sidewalks have been widened to increase the outdoor café zones. The new sidewalks feature decorative concrete shell pavers in multiple shades of gray in a striking geometric design. The cross-section of the streetscape includes curbsless transition between the sidewalk and parallel parking creating a plaza-like space.

New landscape material was selected to provide adequate shade for pedestrians while improving visibility to the active storefronts of the historic district. New energy-efficient, historically inspired vintage lighting complements the new streetscape and historic quality of the district. In addition, the project includes the replacement of the water line on the north side of Hollywood Boulevard with a new water main.

Information: [HollywoodCRA.org/streetscape](http://HollywoodCRA.org/streetscape)

## **Commercial Property Improvement Program (CPIP)**

This program is designed to improve the façades of privately owned commercial or industrial buildings in Hollywood's commercial areas. CPIP grant funds are available to property owners who restore, renovate or improve the exterior of their building and property enhancing the visual quality and attractiveness of the overall area. The program consists of a reimbursement grant for a percentage of the construction cost up to a maximum amount of \$25,000 per property/property owner on a post-completion basis.

## **Property Improvement Program (PIP)**

The Property Improvement Program (PIP) is a grant program for buildings located in the Hollywood CRA Districts. It provides a 50% reimbursement grant up to \$75,000 for comprehensive fixed capital improvements to the property. The intent of the program is to encourage property and business owners to restore, renovate and improve their property, thereby improving the area's visual quality and attractiveness, and increasing property values.

Properties located along the Intracoastal are eligible for up to an additional 50% reimbursement (\$50,000 maximum) for dock or seawall repairs or construction.

(Properties that receive reimbursement for dock or seawall must complete repairs as a part of a larger renovation.)

## **Hotel Improvement Program (HIP)**

The Hotel Improvement Program (HIP) is a

grant program for hotels/motels, inns, or bed and breakfasts located in the Hollywood CRA Districts. It provides a 33% reimbursement grant up to \$250,000 or 20% of the assessed value, whichever is lower, for **comprehensive** fixed capital improvements to both the interior and exterior of the property.

## **Paint Only Program (POP)**

The Paint Only Program (POP) is a grant program for properties located in the Hollywood CRA Districts. It provides a 50% reimbursement grant up to \$15,000 for cleaning, patching and painting of the building exterior when done by a licensed contractor. The intent of this program is to encourage property and business owners to improve their property, thereby improving the area's visual quality and attractiveness, and increasing property values. ***Through December 31, 2024, properties along the Broadwalk are eligible for up to 75% reimbursement up to \$22,500.***

## **Mural Only Program (MOP)**

The Mural Only Program (MOP) is a grant program for properties located in the Hollywood CRA Districts. It provides a 50% reimbursement grant up to a maximum reimbursement amount of \$10,000 per property in the Downtown District for a painted mural, and \$25,000 per property in the Beach District for a mosaic mural, for costs associated with the creation and installation, including design, labor, materials and equipment, on the exterior surface of buildings and structures located within the CRA Districts.

## DEVELOPMENT ACTIVITY | COMPLETED



Hudson Village

**12<sup>S</sup><sub>F</sub>**  
**MILLION**  
**OF RETAIL**

There is \$1.48 billion in planned, ongoing and recently completed development in Hollywood. It's never been a better time to invest in Hollywood. From its strategic location and proactive business environment to its outstanding quality of life, Hollywood is where you want to be.

**\$1.48+**  
**BILLION**

Recently Completed,  
Ongoing and Planned  
Development

The Hollywood submarket is a center for employment in healthcare and retail trade, and its two main office nodes are along Hollywood Boulevard and Sheridan Street. Major employers include HEICO, Brandsmart, Royal Caribbean and the Seminole Hard Rock Hotel & Casino. Some of the largest tenants include Amsurg, the IRS and AT&T.

The Hollywood retail submarket is thriving, boasting a healthy vacancy rate of just 4.0% as of Q4 2024. With a diverse inventory of approximately 12 million SF—including 3.5 million SF of neighborhood centers and 1.4 million SF of strip centers—there are ample opportunities for businesses to thrive.

Market rents stand at \$35.00/SF, reflecting a steady year-over-year increase of 2.4%. Neighborhood centers have seen even more robust growth, with a 2.9% rise in rents.



## Joe DiMaggio Children's Hospital Expansion

Memorial Healthcare System's Joe DiMaggio Children's Hospital underwent an expansion to add over 156,000 SF to its existing facilities by adding four floors. The expansion project consolidated pediatric healthcare services (i.e. ICU, Operating Rooms, and Cardiac Surgery) on the same floor and expanded private and semi-private rooms.

Location: 1005 Joe DiMaggio Drive  
 Developer: Memorial Healthcare System  
 Investment: \$201 million  
 Website: [jdch.com](http://jdch.com)



## Dolce by Wyndham Hollywood

The Dolce by Wyndham Hollywood is a six-story hotel development located on the 7 directly across from the famed Seminole Hard Rock Hotel and Casino. This development includes 100 guest rooms and a roof-top eatery that will serve kosher fare to guests, offering sweeping views of the Hollywood skyline.

Location: 5530 S. State Road 7  
 Developer: BSD Capital  
 Investment: \$10 million

## DEVELOPMENT ACTIVITY | COMPLETED



### 1818 Park

1818 Park is a mixed-use development located at the southwest corner of Hollywood Boulevard and Young Circle. The development includes 269 upscale residential units with approximately 30,000 SF of retail space, including a replication of the façade of the historic Great Southern Hotel. A new 15,000 SF food hall debuted in 2024, located on the ground floor of 1818 Park.

Location: 1858 Hollywood Blvd.  
Developer: Block 40, LLC  
Investment: \$80 million  
Website: [block40eb5.com](http://block40eb5.com)



## Icon Office Building

Icon Office Building is a 50,000 SF Class A office building and welcomed its first tenants at the end of 2023. It is located in the heart of Downtown Hollywood with retail bays and a financial institution on the ground floor.

Location: 1895 Tyler Street  
 Developer: Icon Office Building, LLC  
 Investment: \$10 million  
 Website: [firmrealty.com/icon](http://firmrealty.com/icon)



## Nine Hollywood

Nine Hollywood is a 13-story, mixed-use commercial, multi-family residential development featuring 204 of both workforce and market rate units with and 7,000 SF of retail space. The project is located just south of ArtsPark at Young Circle.

Location: 320 South Federal Highway  
 Developer: Jackson Street Development LLC  
 Investment: \$30 million  
 Website: [ninehollywood.com](http://ninehollywood.com)

## DEVELOPMENT ACTIVITY | COMPLETED



### Pinnacle 441 - Phase I

Located at Johnson Street and State Road 7, along the transit-oriented corridor, this attainable housing development has 113 residential rental units, along with ground floor retail in Phase I. Construction is nearly completed on Phase II, which will include 100 residential units.

Location: 890 N. State Road 7  
Developer: Pinnacle Housing Group  
Investment: \$35 million  
Website: [pinnaclehousing.com](http://pinnaclehousing.com)



### Town Hollywood

Town Hollywood is a 420-unit, garden-style apartment complex on a 26.7-acre site at the southeast corner of Stirling Road and Compass Way. The development spreads across 14 buildings of three stories each, with a bridge over the canal that runs through the middle of the property. This project includes 714 parking spaces, with 51 in garages and the rest surface parking. Amenities include two pools, a 21,572 SF, two-story clubhouse, a sand volleyball court, two hard sports courts, a playground, and a dog park.

Location: SE Corner of Stirling Road and Compass Way  
Developer: The Related Group  
Investment: Approx. \$68 million  
Website: [relatedgroup.com](http://relatedgroup.com)



## Soleste Hollywood

Soleste Hollywood is an eight-story, mixed-use development with 324 units and 30,000 SF of commercial space and 475 parking spaces. The floorplans include studios to three-bedroom apartments.

Location: 2001 Hollywood Boulevard  
 Developer: The Estate Companies  
 Investment: \$109 million  
 Website: eigfl.com



## Seagis at Port Everglades Informa

Informa relocated to Hollywood into this recently completed 200,000 SF warehouse from the Seagis Property Group. Informa is a boat show producer that organizes trade shows around the world, including all of South Florida's major boat shows.

Location: 1700 Eller Drive  
 Developer: Eller Drive Properties, Inc/Seagis Property Group, LP Delaware  
 Investment: \$16 million  
 Website: seagisproperty.com



## Aesthetic Apartments

Aesthetic Apartments is a five-story residential multi-family apartment building located in Downtown Hollywood. The building consists of 22 units and a parking garage.

Location: 1936-1938 Jackson Street  
Developer: Aesthetic Apartments, Inc.  
Investment: \$5.5 million  
Website: [aesthetic.apartments/home](http://aesthetic.apartments/home)



## Monroe Residences

The Monroe Residences is a five-story, 40-unit luxury condominium located near Downtown Hollywood on Monroe Street. The development includes four three-bedroom units, 16 two-bedroom units and 20 one-bedroom units. Amenities include rooftop green space, access-controlled parking with 44 spaces, a pool, a gym and a barbecue and picnic area.

Location: 1840-1850 Monroe Street  
Developer: Gusmell, LLC  
Investment: \$7 million  
Website: [monroecondo.com](http://monroecondo.com)



## The Bread Building

The Bread Building is a mixed-use development located on the southeast corner of Hollywood Boulevard and Young Circle at the site of the former Hollywood Bread Building. The development will include 362 multi-family units and 17,000 SF of retail space.

Location: 1740 S. Young Circle  
 Developer: BTI Partners  
 Investment: \$83 million  
 Website: [btipartners.com](http://btipartners.com)



## Soleste Hollywood Village South

Soleste Village South would rise eight stories and total 160,250 SF, with 203 apartments, 273 parking spaces, and an amenity/pool deck on the fourth floor.

Location: 2001 Van Buren Street  
 Developer: The Estate Companies  
 Investment: \$90 million  
 Website: [eigfl.com](http://eigfl.com)

## DEVELOPMENT ACTIVITY | UNDER CONSTRUCTION



### 441 ROC

441 ROC is a commercial development located on the northeast corner of US-441 and Griffin Road in close proximity to the Seminole Hard Rock Hotel and Casino. The development includes an eight-story, multi-family residential development comprised of 180 units, a Wawa gas station with 16 fueling stations, Wendy's restaurant, and a self-storage facility.

Location: NE Corner of US-441  
and Griffin Road

Investment: \$48 million

### Eterna

Eterna is a condominium project in Hollywood's Central Beach area that will feature 36 units with one- to four-bedroom floorplans.

Location: 3319 N Ocean Drive  
Developer: CPGBR1, LLC  
Investment: \$12 million  
Website: [eternaresidences.com](http://eternaresidences.com)



## The Wesley at Fillmore

The Wesley at Fillmore is a 4-story multi-family development under construction located on Fillmore Street west of Dixie Highway. The building's design will pay homage to mid-century architecture.

Location: 2233 Fillmore Street  
 Developer: CB Fillmore LLC  
 Investment: \$12 million



## Soleste Hollywood Village North

Soleste Village North is a development a block south of Soleste Hollywood Boulevard along Van Buren Street. The Village North will have 206,985 SF in 12 stories, it would have 300 apartments, 384 parking spaces and a pool, plus indoor amenities on the fifth floor.

Location: 2000 Van Buren Street  
 Developer: The Estate Companies  
 Investment: \$90 million  
 Website: eigfl.com



### Publix on the Intracoastal

The first Publix grocery store on the Intracoastal Waterway is underway. The 30,000 SF supermarket will be the first Publix in the nation to offer waterway access.

Location: 3100 South Ocean Drive  
Developer: 3100 Ocean Holdings, LLC  
Investment: \$18 million



### Residences at Beverly Park

The Residences at Beverly Park includes the redevelopment of the 1.8 acre site located as a mixed-use development featuring 115 quality affordable multifamily units and 750 SF of retail at-grade within a new 11-story building. The site currently contains a vacant surface parking lot and two-story bank and office building constructed in 1994. The existing bank and office building will be preserved and integrated into the site with the new multifamily residential building.

Location: 6015 Washington Street  
Developer: NuRock  
Investment: \$25 million  
Website: [nurock.com](http://nurock.com)



## University Station

University Station is an attainable housing community with 15,000 SF of ground floor retail which will house Barry University's College of Health Sciences. This is a public private partnership between the City and Housing Trust Group. A shared parking garage with approximately 343 public parking spaces to be managed by the City's parking division is also included.

Location: 421 N. 21st Avenue  
Developer: Housing Trust Group  
Investment: \$56.5 million  
Website: [htgf.com](http://htgf.com)



## DEVELOPMENT ACTIVITY | UNDER CONSTRUCTION



### Pinnacle 441 - Phase II

Located at Johnson Street and State Road 7, along the transit-oriented corridor, this attainable housing development will provide 100 residential rental units in Phase II, along with 113 residential units with ground floor retail in Phase I.

Location: 890 N. State Road 7  
Developer: Pinnacle Housing Group  
Investment: \$35 million  
Website: [pinnaclehousing.com](http://pinnaclehousing.com)

### Stirling Logistics Center

Construction of approximately 100,000 SF of a new industrial building containing warehouse and office space, west of I-95 on Stirling Rd.

Location: 2910 Stirling Road  
Investment: \$8 million  
Developer: Link Construction Group

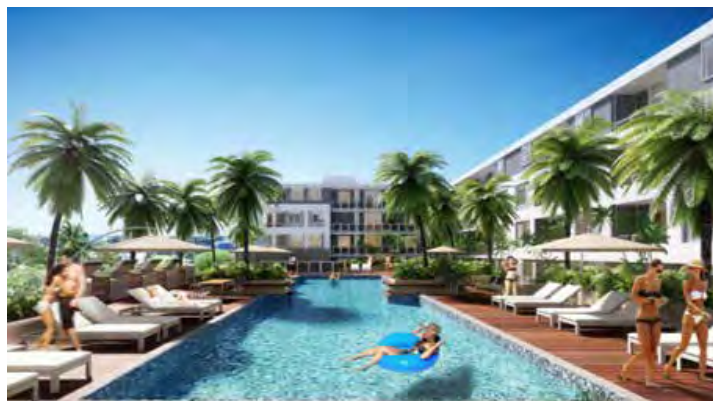




## Revv Hollywood

This project represents an assemblage of five parcels along Hollywood’s signature boulevard. The mixed-use development will include 180 residential units and approximately 10,000 SF of retail space in the Regional Activity Center.

Location: 2215-2239 Hollywood Boulevard  
 Developer: Calta Group  
 Investment: \$22 million  
 Website: [revvhollywood.com](http://revvhollywood.com)





## Hollywood Police Department Headquarters

The new facility will be built south of the existing headquarters, on land currently used for the Orangebrook Golf & Country Club driving range. The facility will be approximately 100,000 sq ft, with a secure parking structure for the Police Department staff. It will house all necessary police functions including a new radio tower for the City's public safety equipment and City radio equipment and accommodate the changing needs of the Hollywood Police Department for years to come.



Location: 3250 Hollywood Boulevard  
Investment: \$94 million  
Website: [www.newhollywoodpolicehq.com](http://www.newhollywoodpolicehq.com)



## Art & Culture Center/Hollywood Multidisciplinary Education Center

The City is contributing to the construction of a multi-disciplinary arts-education space and expansion/renovation of the visual arts galleries. New multipurpose dance/drama room, visual arts and music classrooms, distance learning broadcast studio, mixed-use studio theater, interactive contemporary gallery and meeting/reception room are currently under construction as part of this exciting new addition to Hollywood's historic downtown.



Location:	1650 Harrison Street
Contractor:	Pirtle Construction
Investment:	\$7.5 million
Website:	<a href="http://www.artandculturecenter.org">www.artandculturecenter.org</a>

## DEVELOPMENT ACTIVITY | UNDER CONSTRUCTION

### The Tropic

The Tropic is a planned 18-story, 223-unit rental community featuring both workforce and market rate units along with 2,200 SF of commercial space. The development is located in the Regional Activity Center at the corner of Van Buren Street and S. Federal Highway.

Location: Van Buren Street and S. Federal Highway  
Developer: Affiliated Development  
Investment: \$54 million  
Website: [affiliateddevelopment.com](http://affiliateddevelopment.com)





## Prestigia Midtown

Prestigia Midtown is a planned 7-story apartment complex with 48 units and 5 townhomes as part of the first phase of redevelopment. Located a block south of Hollywood Boulevard, Prestigia Midtown will offer easy access to I-95 and Tri-Rail.

Location: 2717 Van Buren Street  
Developer: Prestigia Immobilier  
International Group  
Investment: Approx. \$11 million  
Website: [fjmholding.fr](http://fjmholding.fr)

## DEVELOPMENT ACTIVITY | PLANNED



### The Plaza 441

On the 7, across from the Seminole Hard Rock Resort, this planned development includes a 16-story mixed-use building with 200 hotel units and 64 condominiums and 87,000 SF of commercial and office space.

Location: 5300 South State Road 7  
Developer: Rock Center of Hollywood, LLC  
Investment: \$60 million



## Tyler Street Hotel

The planned hotel (Marriott brand anticipated) on Tyler Street includes 13 stories and 115 rooms. The new hotel's amenities will include a pool, a bistro and bar, a Starbucks, meeting rooms, a business center and a gym.

Location: 1926 - 1934 Tyler Street  
Developer: MHG Hotels  
Investment: \$14 million  
Website: [mhghotelsllc.com](http://mhghotelsllc.com)

## Harbor Landings

Harbor Landings is a planned development with a 202-room hotel and approximately 11,000 SF of retail space. Planned amenities include swimming pools, restaurants, covered parking and clubhouse.

Location: 4500 South State Road 7  
Developer: Corporate Coaches Inc.





## B57 North and South

The planned redevelopment of the commercial parcel on the east side of Hollywood's ArtsPark at Young Circle includes the reconfiguration of Hollywood Boulevard to connect directly with Young Circle dividing the site into two development parcels. The proposed redevelopment includes north and south towers featuring 856 residential units and approximately 142,000 SF of retail space and 40,000 SF of office space.

Location: East side of ArtsPark at Young Circle  
Developer: BTI Partners  
Investment: \$226 million  
Website: [btipartners.com](http://btipartners.com)



## Fletcher Twenty LLC

The planned residential development will include 7 stories and 42 residential units with a step-down affect to balance out the views.

Location: 2022-2026  
Fletcher Street

## 2543 Polk Street Apartments

The planned development will include 4 stories, 33 residential units, 45 parking spaces and a roof top common area.

Location: 2543 Polk Street



## DEVELOPMENT ACTIVITY | PLANNED



### The George

The George apartment complex would total 156,507 SF, in 14 stories, with 113 residential units and 141 parking spaces. There would be a small co-working space on the ground floor, plus a fifth-floor amenity deck with a pool, clubhouse, outdoor lounge, yoga deck, and fitness center.

Location: 950 S. Federal Highway  
Developer: The Konkreta Group

### 2327 Jackson Apartments

This 4-story multi-family residential development includes 33 units and 43 parking spaces.

Location: 2328 Jackson Street



## Jackson Street Apartments

The planned mixed-use development will be comprised of 200 residential units, tower heights such as 9, 10, and 13 stories with an outdoor 10th level amenities area, and structured parking screened and underneath the building.

Location: 1844, 1840, 1836, 1830 Jackson Street  
Investment: \$60 Million



## 2231 Jackson Street

The planned development will include 4 stories, 100 residential units with one and two bedrooms. The development also includes an indoor courtyard and other amenities such as a pool, pool deck, social room, fitness center and gazebo.

Location: 2217, 2221, 2231, 2239 Jackson Street

## DEVELOPMENT ACTIVITY | PLANNED



### Viva Hollywood

The planned development will include 5 stories with 48 residential units. There will also be roof top amenities and on-grade parking underneath the building.

Location: 1935 - 1951 Lincoln Street

### Dixiana Apartments

The planned development includes 10 stories with 71 multi-family residential units and amenities including outdoor lounges, pool, pool deck and walking areas.

Location: 182 Dixiana Street  
Developer: GN Dixiana LLC





## 21 Hollywood

The planned mixed-use development includes 13 stories with 200 residential units and approximately 10,000 SF of commercial space. Amenities include an elevated infinity pool and jacuzzi with surrounding deck and seating areas, private pool cabanas, cafe bar, gym, work lounges, dog park and dog wash.

Location: 2100 N Federal Highway  
Investment: \$75 Million



## DEVELOPMENT ACTIVITY | PLANNED



### One Hollywood

The planned mixed-use development includes 22 stories with 248 residential units and nearly 8,000 SF of commercial space.

Location: 410 N Federal Highway  
Developer: Star Developers Group  
Investment:  
Website: [onehollywoodresidences.com](http://onehollywoodresidences.com)

### Parkview Apartments

The planned development will include 5 stories with 28 multi-family residential units. The development also includes a 4th floor courtyard with amenities such as a barbecue area, spa and party room.

Location: 2302 - 2306 Pierce Street  
Investment: \$5.5 Million





## Soleste La Piazza

Soleste La Piazza is a planned mixed-use development. There will be 378 apartment units, nearly 7000 SF of retail, ±1,700 SF of office, amenities, and parking.

The building is broken down into a 13-story tower resting on a 9-story podium. This ties into the proportion and typology existing along Young Circle and promotes a more pedestrian-friendly approach. With retail on all three major roads of the site, this contributes to the social and commercial activity existing in the area.

Location: 1845 Hollywood Blvd  
Developer: The Estate Companies  
Website: eigfl.com

## Midtown 1 + 2

Midtown 1 + 2 is a planned development with two buildings. Each building would include four stories, with 44 apartments, parking and a roof-top pool and gym. Each unit will be a 637 SF one bedroom.

Location: 2718 and 2742 Polk Street  
Developer: S&B ENT LLC  
Investment: \$8 million



## DEVELOPMENT ACTIVITY | PLANNED



### Diplomat Beach Resort

The Diplomat Beach Resort has a planned expansion development that includes 350 residential units and an additional 500 key hotel. The property's new executive team is also overseeing a major renovation as the property transitions to join Hilton's Signia brand.

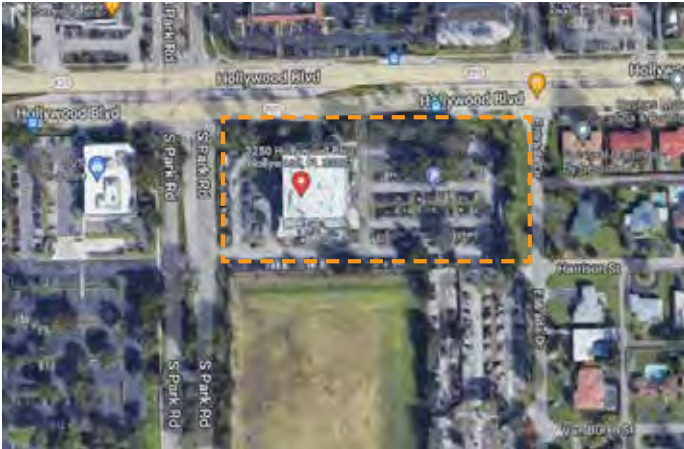
Location: 3210-3690 S Ocean Drive  
Developer: Related Group and BH Group  
Investment: \$175 million  
Website: [diplomatresort.com](http://diplomatresort.com)



### Alta Hollywood

This planned luxury residential community will bring 466 new units to the north side of Young Circle in the Downtown Regional Activity Center along with 7,000 SF of commercial space. This project overlooks the Hollywood Beach Golf Course.

Location: 401 N. Federal Highway  
Developer: Alta Developers  
Investment: \$95 million  
Website: [www.altadevelopers.com](http://www.altadevelopers.com)



### Hollywood Central - PD Site

This high-visibility 3 to 6 acre site fronts Hollywood Boulevard just west of I-95. The property currently houses the Hollywood Police Department Headquarters building and several surface parking lots. With a new Police Headquarters planned south of the current location, this desirable site will become available for redevelopment that makes beneficial use of this ideal location.

Location: 3250 Hollywood Boulevard  
 Area: 3 to 6 acres  
 Zoning: Government Use  
 Contact: Raelin Storey, City of Hollywood  
 rstorey@hollywoodfl.org

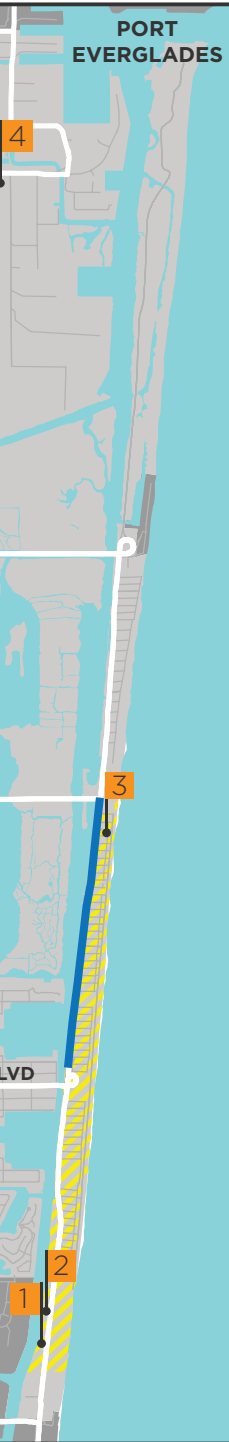


### City Hall Circle

City Hall Circle is ideally located with easy access to I-95 and Tri-Rail. The nearly 10 acre city-owned site presents an exciting opportunity for a public-private partnership anchored by new city facilities and inclusive of new multi-family residential, office and retail development. The site is blocks from Hollywood’s Downtown District. It currently houses the city’s administrative offices and the Hollywood Branch of the Broward County Library, a facility constructed to support two additional floors.

Location: 2600 Hollywood Boulevard  
 Area: 9± acres  
 Zoning: Government Use  
 Contact: Raelin Storey, City of Hollywood  
 rstorey@hollywoodfl.org





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-  Opportunity Zones







Economic Development  
2600 Hollywood Boulevard  
Hollywood, FL 33020  
954.921.3620



Community Redevelopment Agency  
1948 Harrison Street  
Hollywood, FL 33020  
954.924.2980

View the  
Development Activity Guide



[www.ChooseHollywoodFL.com](http://www.ChooseHollywoodFL.com)

The City of Hollywood makes reasonable efforts to ensure the accuracy of this publication recognizing the content is subject to change. All information based on Quarter 4 - 2024 data.

