

ATTACHMENT C
Hollywood Beach Economic Feasibility
Study and Zoning Analysis



BEACH

FEASIBILITY STUDY

HOLLYWOOD | FLORIDA

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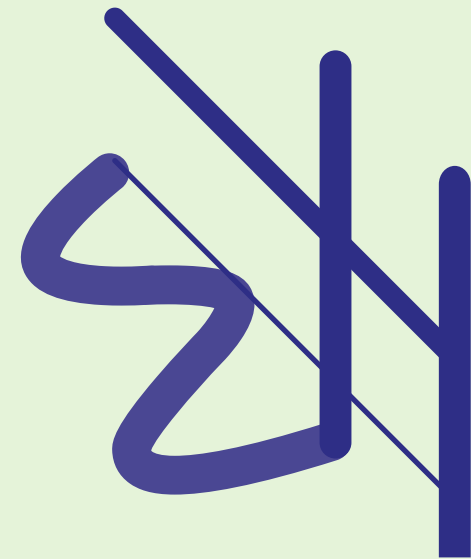
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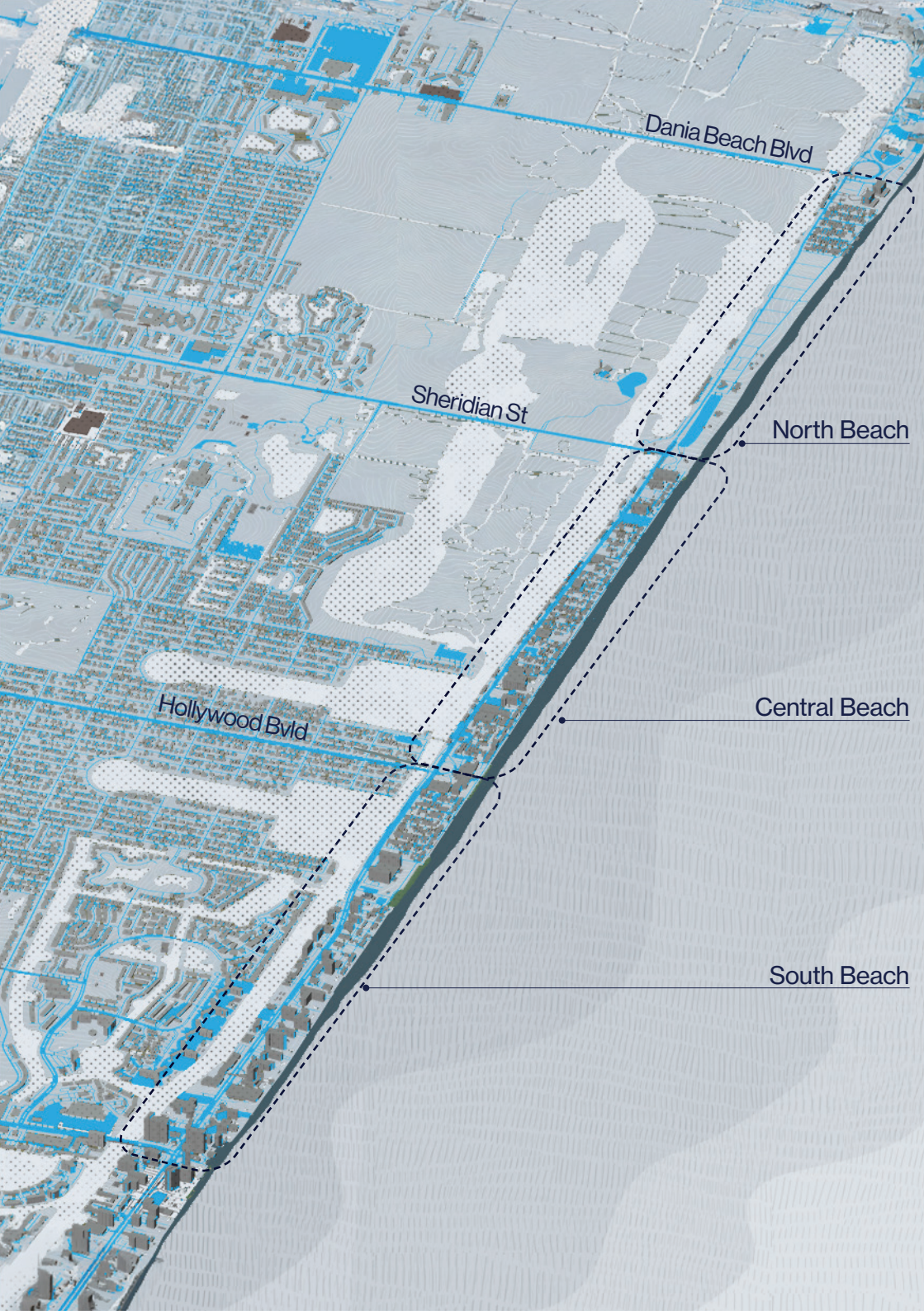
HOLLYWOOD | FLORIDA

HOLLYWOOD BEACH FEASIBILITY ANALYSIS

CITY OF HOLLYWOOD, FLORIDA

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Executive Summary

Introduction

The purpose of this study is to evaluate land use regulations to determine if zoning changes are needed to avoid a loss of vibrancy and long-term economic sustainability within the City of Hollywood's beachfront neighborhoods. The study determines constraints to financially feasible redevelopment, quantifies the City's ability to capture public benefit through amended regulations, and provides recommended actions to achieve desired economic outcomes.

Analysis of market trends and redevelopment patterns indicates maximum building heights and densities in some places may not be aligned with market realities on Hollywood Beach, limiting reinvestment and redevelopment potential which may threaten the vibrancy of the Broadwalk. Without change, the transformative community benefits that occur alongside redevelopment may disappear leading to potential economic stagnation.

Framing the Problem

The City is pursuing an economic impact and feasibility analysis to better understand whether the existing zoning and land development regulations along Hollywood Beach remain viable, competitive, and responsive to current market conditions. Many components of the regulatory framework were established decades ago and may not fully reflect contemporary development trends, evolving tourism dynamics, construction economics, or modern expectations for mixed-use, resort, and residential environments. An objective evaluation is necessary to determine whether the current zoning continues to support reinvestment, revitalization, and long-term economic sustainability along Hollywood Beach. The purpose of this analysis is to test whether the existing beach zoning is appropriately calibrated to today's market realities, or whether targeted revisions may be warranted. By grounding this assessment in objective, data-driven analysis, the City can ensure that any future policy direction is informed by economic feasibility, market demand, and fiscal impacts.

Study Intent

This analysis is not intended to predetermine a specific development outcome, introduce uniform height increases across Hollywood Beach, or fundamentally alter the established character of the area. The study does not assume the introduction of skyscraper-scale development, nor does it seek to compromise the historic fabric and pedestrian-oriented environment of Central Beach. Instead, the purpose of this effort is to evaluate whether the City's existing zoning regulations remain economically viable and contextually appropriate, and to identify targeted, context-sensitive regulatory solutions that support sustainable reinvestment while protecting the character, historic resources, and public realm that define Hollywood Beach.

METHODOLOGY

This study evaluates redevelopment feasibility along Hollywood Beach using a combination of spatial analysis, market evaluation, scenario testing, and comparative case studies. The methodology is intended to provide an objective, data-driven understanding of how existing regulations influence redevelopment potential and what range of policy options may be appropriate. To ensure an objective and replicable approach, the redevelopment potential analysis was conducted using geographic information systems (GIS) to perform a spatial evaluation of parcels across Hollywood Beach.



Multiple datasets were analyzed to identify areas with the greatest likelihood of redevelopment based on measurable criteria, including parcel size, building age, ownership patterns, land values, infrastructure proximity, flood elevations, and recent development activity. This GIS-based analysis allowed the study to identify redevelopment clusters using consistent, data-driven criteria rather than subjective site selection.

The study evaluates a series of redevelopment scenarios intended as **exploratory “what-if” tests** rather than predetermined policy outcomes. **The baseline scenario** assesses redevelopment potential under existing zoning regulations. A **moderate scenario** tests whether modest adjustments to height or development standards could improve feasibility

while maintaining the established scale and character of Hollywood Beach. A **higher-intensity scenario** examines the implications of more substantial increases in development capacity, including both potential economic benefits and associated impacts on infrastructure, character, and coastal resilience. Each scenario was evaluated using development pro formas to determine financial feasibility based on typical industry assumptions, including land to as a **“developer contribution,”** and represents an analytical estimate of value that could potentially be directed toward public benefits through a future, legally established program. It does not represent a predetermined fee or required payment.



In addition to financial modeling, the study reviewed **comparable coastal municipalities** in South Florida to understand how similar communities have addressed redevelopment pressures, zoning calibration, and character preservation. The study also considers how **urban design tools**—such as height transitions, step-backs, podium requirements, view corridor protections, and public realm improvements—can mitigate potential impacts of redevelopment while maintaining the established character of Hollywood Beach.

The redevelopment scenarios

presented in this study are intended as exploratory “what-if” tests rather than predetermined policy outcomes. Each scenario is designed to illustrate how different regulatory approaches may influence project feasibility, redevelopment patterns, public benefits, and potential unintended consequences. The baseline scenario evaluates conditions under the existing zoning framework. The moderate scenario tests whether modest adjustments to height or development standards could improve feasibility while maintaining the established scale and character of Hollywood Beach. The higher-intensity scenario examines the implications of more substantial increases in development capacity, including both potential economic benefits and associated impacts on infrastructure, character, and coastal resilience.



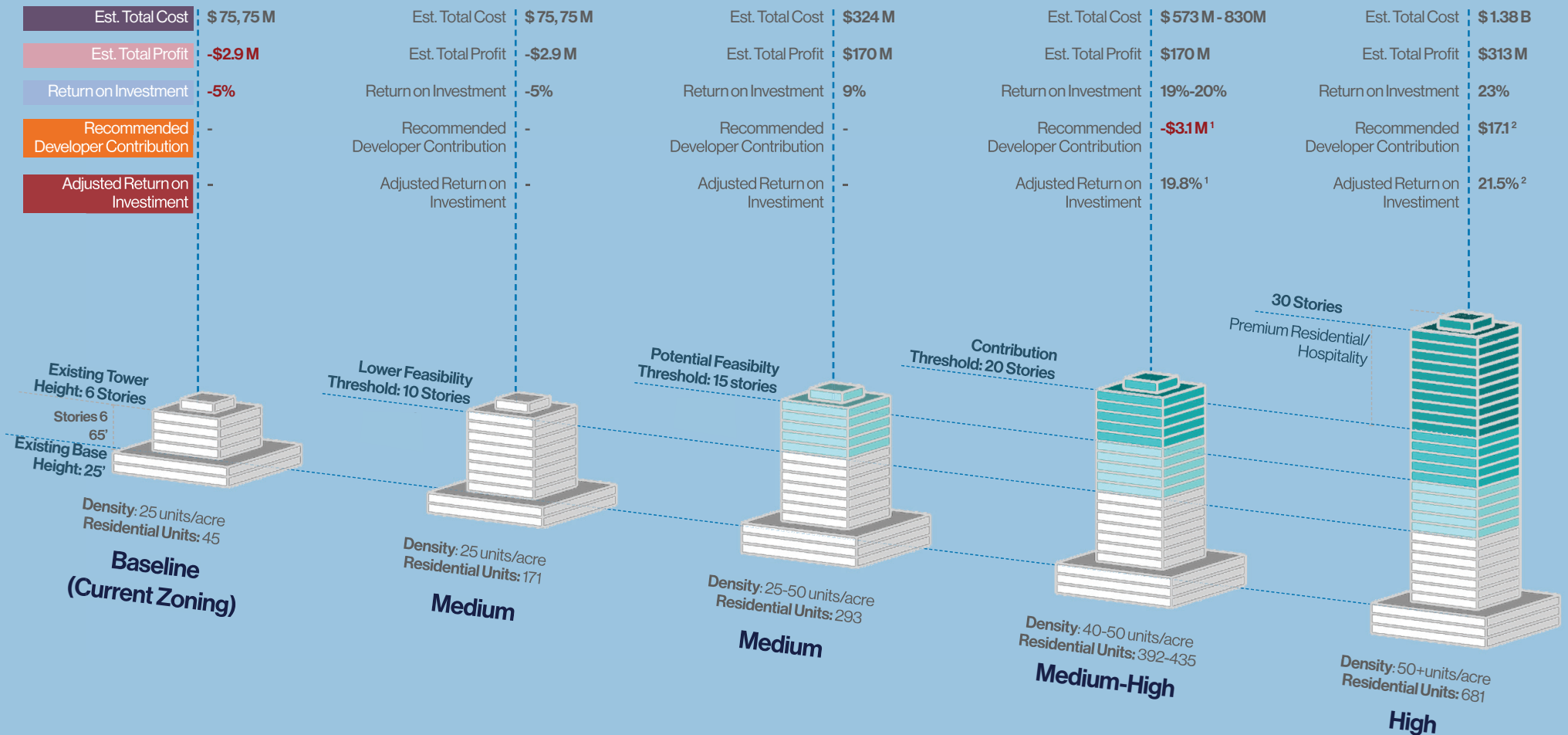
“Project feasibility” refers to a benchmark where the inputs and assumptions involved in predicting the viability of a construction project (e.g. construction costs, land values, potential income created from rents or unit sales, or buildable area) create a return on investment (or “ROI”, which is profit minus total development costs) above a speculative threshold that would attract a development team to take on a project.

spatial analysis
market evaluation
scenario testing
comparative case studies



“Developer contribution,” for the purposes of this study, refers to the theoretical economic value created when zoning changes allow additional development capacity beyond the existing baseline regulations. In feasibility modeling, this value represents the difference between the return generated under current zoning and the return generated under an increased height or density scenario. This is an analytical concept used to estimate how added value from zoning changes could potentially be directed toward public benefits through a future, legally established program. It does not represent a predetermined fee, tax, or negotiated payment.

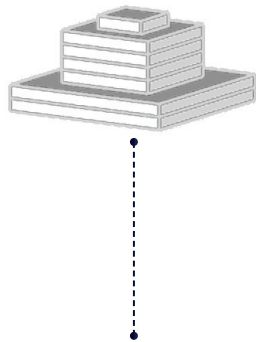
ILLUSTRATION OF VARIOUS BUILDING HEIGHT MODELS REPRESENTING EXPLORATORY “WHAT-IF” TESTS.



¹ When intensified from 10-18 stories

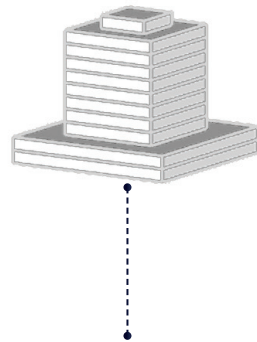
² When intensified from 20-30 stories
(Lambert Advisors, CGA)

KEY FINDINGS



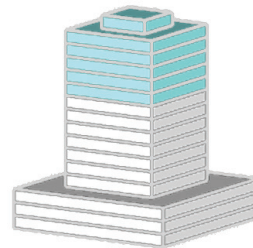
Baseline Scenario:

The study finds that current maximum building heights of five to six stories and base densities of 25 dwelling units per acre limit the amount of buildable area to yield feasible development.



Medium Intensity Scenario:

When testing for project feasibility, an increase in maximum building heights to around 10 stories (from the allowable height of five to six stories), may increase feasibility but may not achieve the return on investment for a developer contribution.



Medium-High Intensity Scenario:

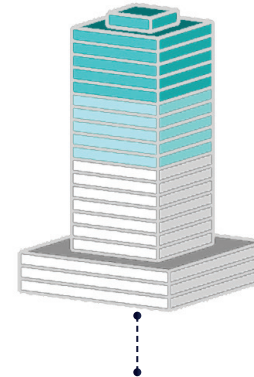
Testing for an increase in building height between 120 and 180 feet (10 to 15 stories) (from the allowable height), project feasibility increases while also providing a return on investment that produces a potential developer contribution. This height threshold creates "premium residential or hospitality uses," which for the purposes of this study refers to higher-value residential and tourism-

oriented accommodations typical of waterfront locations, including condominiums, apartments, hotel rooms, and resort-style accommodations. When testing models where building heights are increased from 20 to 30 stories, the increase in premium residential or hospitality square footage creates a proportional increase in potential value.

Commercial retail, while not a primary driver of project return on investment, plays a critical role in supporting the economic and touristic function of Hollywood Beach, particularly within Central Beach. Ground-floor retail, food

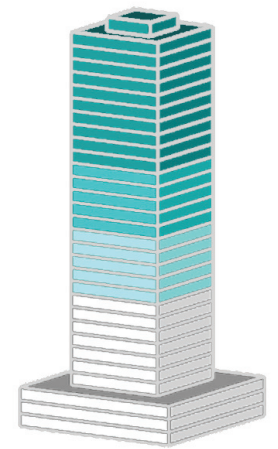
in tandem with resiliency efforts to mitigate increased congestion on the street network. This includes strengthening policies and development standards that prevent the encroachment of large redevelopment projects into rights-of-way, in turn protecting critical evacuation facilities by guiding redevelopment only to areas that can accommodate growth.

The economic snapshot indicates residential and retail growth may continue in the century-old pedestrian-oriented neighborhoods adjacent to the Boardwalk, yet at smaller scales due to



and beverage, and entertainment uses help activate the public realm, support pedestrian activity along the Boardwalk, and contribute to the visitor experience that sustains hotels, short-term accommodations, and local businesses. Appropriately scaled and strategically located retail should remain an important component of redevelopment.

Any zoning amendments considered by the City Commission should be



physical limitations and market factors. While the study indicates high demand for premium residential and hospitality uses at identified nodes adjacent to the older, vibrant, pedestrian-oriented neighborhoods.

Market research indicates this pent up demand is strong but not unlimited. The island may see a handful of projects over the next 5 to 10 years, but unlikely without regulatory change creating more buildable area.

RECOMMENDED ACTIONS

Market research indicates this pent up demand is strong but not unlimited. The island may see a handful of projects over the next 5 to 10 years, but unlikely without regulatory change creating more buildable area.

The redevelopment scenarios presented in this study illustrate how different regulatory approaches may influence project feasibility and potential public benefits. Any changes to land use or zoning policy are legislative decisions to be considered by the City Commission based on community input and the findings of this analysis. Based on the study's findings, the City may consider whether targeted regulatory adjustments are appropriate to support reinvestment while protecting the character and resilience of Hollywood Beach, with any such changes tied to clearly defined public benefits and in alignment with adopted redevelopment plans.

The City Commission may desire future zoning changes using an evidence-based methodology to ensure the built environment matches community vision and market realities. In the short term, the City Commission may pursue a community engagement exercise to mesh the evidence-based methods presented here with public participation to initiate zoning changes. Outcomes of this exercise may include updated

master planning and a framework for design guidelines to be adopted into City ordinance.

The City should work toward adopting long-term zoning regulations and land use amendments (i.e. zoning overlays) to guide redevelopment to capture the island's historic character and ensure vibrant economic outcomes. While installing regulatory protections of historic character and scale would typically be prudent, recent legislation hampers the City's ability to outright restrict redevelopment in specific areas for several years. The City would rather employ zoning overlay districts in areas sharing common characteristics. This would harness the created development energy to two or three targeted areas, guiding the demand as it meets supply.

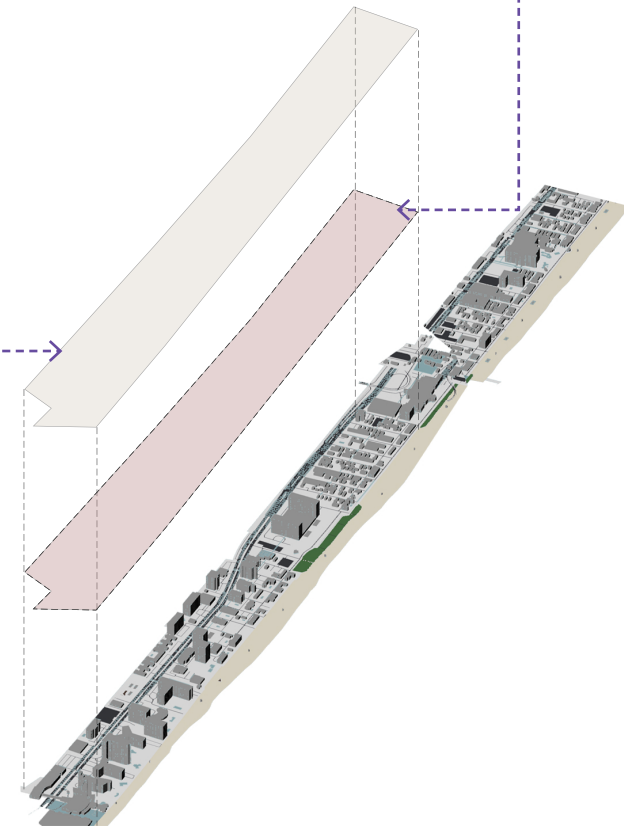
In this case, increased building height, while not automatic, would be earned in exchange for tangible community benefit. This creates an opportunity for private investment to directly support public priorities, such as hardened infrastructure, improved stormwater and flood resilience, enhanced transit and mobility connections, improved public realm and pedestrian environments, protecting historic character, and other outcomes that improve the long-term performance and livability of Hollywood Beach.

As such the study recommends the following long-term amendments to the City's land development regulations:

Create a bonus height zoning overlay district:

allowing increased building heights for strategic nodes for projects that provide a matching developer contribution to be used for public benefit

Establish a set of bonus incentive criteria for projects in bonus heights overlays.



Introduction



Character and Identity

Hollywood Beach embodies the charm and connectivity of a small town, characterized by personal service, local ownership, and a strong sense of community. It is home to the Hollywood Beach Broadwalk, an iconic landmark celebrated for its historic charm, vibrant atmosphere, and cultural significance.

Originally conceived by Joseph W. Young, the visionary founder of Hollywood, the Broadwalk was designed as a beautiful, accessible, and active public space that promotes community engagement, recreation, and economic vitality. Young envisioned a coastal promenade that harmoniously integrates public enjoyment with commercial activity—creating a lively social hub that has shaped Hollywood's identity for generations.

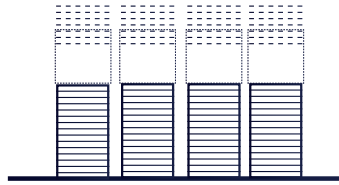
For more than a century, the Hollywood Beach Broadwalk has remained a beloved destination, known for its pedestrian-friendly design, scenic oceanfront views, and eclectic mix of dining,

entertainment, and human-scale architecture. It continues to embody Young's vision of a welcoming, inclusive, and dynamic public realm that balances enjoyment of the coast with economic vibrancy.

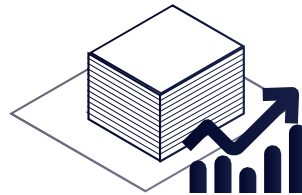
The Broadwalk's historic and cultural significance are integral to the community's sense of place. As such, any future redevelopment must take a context-sensitive approach, preserving the area's distinctive character while embracing opportunities for thoughtful modernization and revitalization. Residents, business owners, visitors and elected officials alike, value the unique qualities of this area, underscoring the importance of guiding revitalization efforts in a manner that remains true to the spirit and character of Hollywood Beach.

Guiding Principles and Strategic Focus

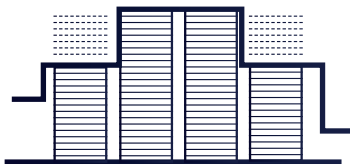
This study is grounded in the principle that redevelopment should enhance, rather than compromise, the historic character of the Hollywood Beach Broadwalk. Building upon this foundation, the study seeks to:



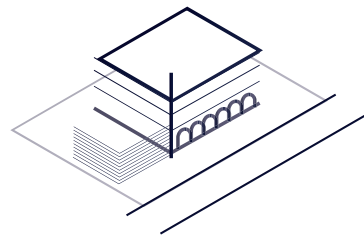
1. Re-establish a data-driven, contemporary baseline for maximum building heights.



2. Realign redevelopment efforts with contemporary market trends and urban design best practices.



3. Ensure that adjustments to building height and density are contextually appropriate, maintaining the established scale, character, and architectural heritage of the area.



4. Leverage strategic height modifications to stimulate economic growth, enrich the visitor experience, and sustain the Broadwalk's role as a vibrant destination without diminishing its historic integrity.

This study evaluates whether the City Commission should choose to take strategic action in guiding Hollywood Beach's revitalization. It also examines the responsiveness of current zoning regulations to evolving market conditions, assessing whether existing frameworks encourage reinvestment or inadvertently constrain redevelopment and economic vitality.

To inform this assessment, the study explores an optimization approach to growth management at nodes or "clusters" of high potential opportunity sites—using data to determine where, if any, targeted intensification is warranted. The study conforms to three subareas as

identified in the comprehensive plan: North Beach which extends from the Dania Beach Boulevard south to Sheridan Street; Central Beach, from Sheridan Street to Van Buren Street; and South Beach, from Van Buren Street to the southernmost incorporated municipal boundary with the City of Hallandale Beach around the Hallandale Beach Boulevard ramp.

Alignment with these subareas is important for this study as they provide the boundaries for changes in allowed density per the comprehensive plan, specifically where hotel and resort uses are permitted to increase in density from 25 to 50 dwelling units per acre.

How Did We Get Here?



Over the last 20 years, maximum building heights along Hollywood Beach varied as a result of zoning codes that responded to local input, design trends, and market conditions. Around 15 years ago, the **2007 Hollywood Beach Master Plan** provided design basis for current maximum building heights, which are generally 50 feet for residential and 65 feet for hotel. The Master Plan established design standards including sky planes, setbacks, and building step-back requirements leading to the current zoning districts on Hollywood Beach.

An additional component of this study involves an assessment of recent legislative changes, particularly the Live Local Act, which preempts a local governments' authority to review and approve new projects, while establishing a streamlined administrative approval process.

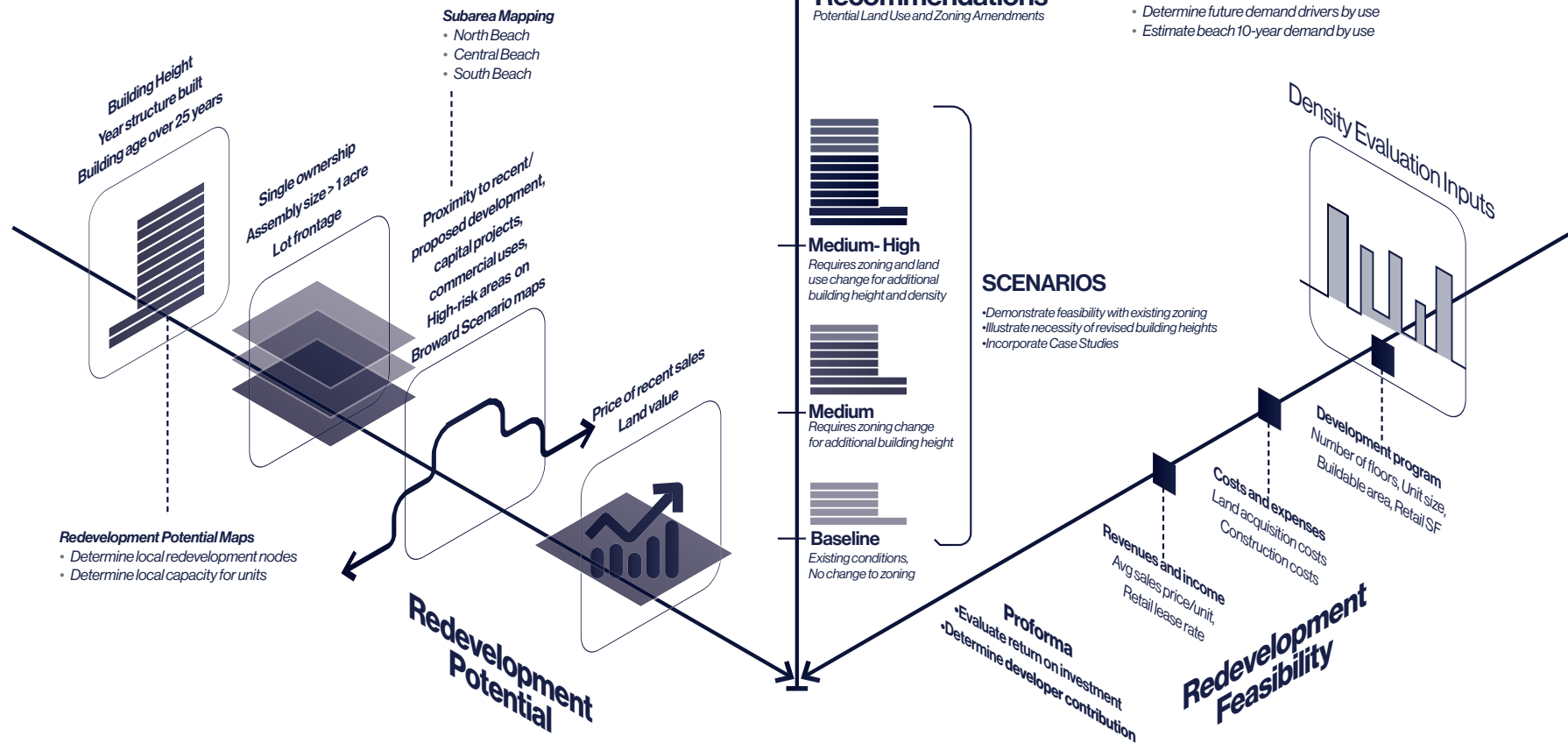
Recent development applications have taken advantage of amended state legislation that allows projects to use nearby maximum heights and densities rather than those provided in the

zone or land use districts themselves. This illustrates that any increase to the maximum height within one zoning district on the beach could enable similarly increased heights in other districts located within a one-mile radius.

The analysis will examine strategic policy options that advance the City's revitalization goals while mitigating potential unintended consequences of the Live Local Act—such as uncoordinated height increases or excessive density in areas not designated for growth. The study seeks to ensure that any policy adjustments remain both legally compliant and aligned with Hollywood's vision for balanced, context-sensitive redevelopment.

Another key element of this study is the development of a **comprehensive economic baseline** to support informed, data-driven decision-making. This includes an in-depth economic and market analysis of Hollywood Beach using local trends and conditions to understand the beach's redevelopment potential.

METHODOLOGY



This study evaluates redevelopment feasibility along Hollywood Beach through a combination of spatial analysis, market evaluation, scenario testing, and comparative case studies. The methodology is intended to provide an objective, data-driven understanding of how existing regulations influence redevelopment potential and what range of policy options may be appropriate. To ensure an objective and replicable approach, the redevelopment potential analysis was conducted using geographic information systems (GIS) to perform a spatial evaluation of parcels across Hollywood Beach.

Multiple datasets were layered and analyzed to identify areas with the greatest likelihood of redevelopment based on measurable criteria, including parcel size, building age, ownership patterns, land values, proximity to infrastructure and commercial activity, flood elevations, and recent development trends. This GIS-based analysis allowed the study to identify redevelopment clusters using consistent, data-driven criteria rather than subjective site selection.

Each scenario was evaluated using development pro formas that incorporate typical assumptions regarding land acquisition, construction costs, operating expenses, and projected revenues.

As part of this analysis, the study evaluates the theoretical increase in project value created when zoning changes allow additional development capacity. This value is referred to as a **“developer contribution”** and represents an analytical estimate of potential public benefit rather than a predetermined fee or payment.

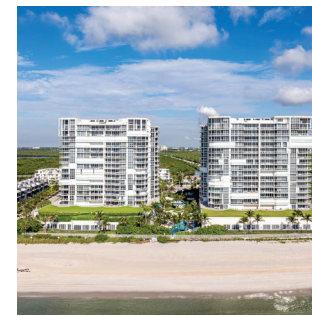
Limitations: The feasibility analysis is based on available market data and typical industry assumptions at the time of the study. Actual project feasibility may vary based on changes in construction costs, interest rates, insurance premiums, site-specific conditions, or shifts in market demand. The redevelopment potential analysis is also based on parcel-level spatial data and does not account for all site-specific constraints or ownership considerations. As such, the scenarios are intended to illustrate general feasibility conditions rather than predict outcomes for specific projects.

Current Conditions



Mediterranean house on the intercoastal

source: homes.com



The Renaissance on the Ocean



Condominiums on North Beach

North Beach

North Beach (Dania Beach Boulevard to the north, Sheridan Street to the south, the Stranahan River to the west, and the Atlantic Ocean to the east) represents the northernmost portion of the study area. The Renaissance on the Ocean, a prominent residential development comprised of two 18-story condominium towers containing 204 dwelling units, is North Beach's tallest and most densely developed project. The second largest development, located near the southern boundary, is North Beach Condominium, a six-story multifamily building containing 34 units.

Immediately south of Renaissance on the Ocean, along Balboa Street, are a collection of recently constructed single-family homes. These three-story residences feature a modern coastal architectural style. To the west, adjacent to the Stranahan River, are three newly built four-story multifamily residential buildings, also exhibiting a contemporary coastal design. The remainder of the northern portion of North Beach consists of a mix of single-family homes, low-rise

multifamily apartments, boutique hotels and motels, a restaurant, and a sport fishing boat rental business. In contrast to the Central and South Beach zones, this area is characterized by low to moderate development intensity, supporting a quiet, residential ambiance that supports the "live" component of a "live, work, play" lifestyle.

A key distinguishing feature of North Beach is its natural separation from the more active Central Zone and Broadwalk areas. This divide is created by the preserved landscape of Hollywood North Beach Park, which spans roughly one mile and serves as a buffer between the built environments of the North and Central zones. The park includes narrow roadways with on-street parking between Perry Street and Freedom Street, a large surface parking lot between Freedom Street and Sheridan Street, and a dedicated bicycle lane along N Surf Road. Observations indicate moderate levels of pedestrian and bicycle activity, primarily consisting of beachgoers and recreational users traveling along Surf Road.



North Beach Zoning Districts

Zoning Districts	Allowable Uses	Maximum Height	Residential Density	Hotel/Motel Density
BRT-25 (Beach Resort Multi-Family)	Residential, Resort, Commercial, Office	150 ft. (north of Balboa St)	25 du/acre	50 rooms/acre
NBDD-CZ (North Beach Development District Development Zone)	Multifamily residential (second floor and above), hotel, various commercial, retail, and institutional uses (some by special exception)	33 ft./3 stories	1 du/site	32.5 rooms/acre
NBDD-DZ (North Beach Development District Development Zone)	Residential (single-family, apartment, duplex, townhouse), bed & breakfast, Hotel/Motel, Restaurant with frontage on Intracoastal Lots facing A1A between Franklin and Cambridge; In addition to the above permitted uses may include parking ga-rages with retail on the ground floor or retail with hotel or multiple family above	33 ft./3 stories	1 du/acre (single-family) 18 du/acre (multiple family)	32.5 rooms/acre
GU (Government Use District)	Government buildings and uses, any use approved by the City Commission for the private development (lease, air-rights etc.) of governmentally owned property.	Determined by City Commission	Determined by City Commission	Determined by City Commission



Aerial view of North Beach



While North Beach lacks significant entertainment, retail, and commercial uses, it remains a desirable destination due to its beachfront setting and access to amenities within Hollywood North Beach Park. Visitors often take advantage of available on-street parking and accommodations offered by local boutique hotels and motels.

The table in the previous page outlines current North Beach zoning districts and allowable uses. As noted, the majority of land within this subarea is preserved as part of Hollywood North Beach Park and is designated under the Government Use (GU) zoning district. This designation provides the City Commission with flexibility to approve development that aligns with the City's Comprehensive Plan. Most privately owned parcels fall under the NBDD-DZ district, followed by NBDD-CZ, which permits a maximum building height of three stories or 33 feet. North of Balboa Street, the BRT-25 zoning district allows for a maximum height of 150 feet, which is where the 15-story Renaissance on the Ocean is located.

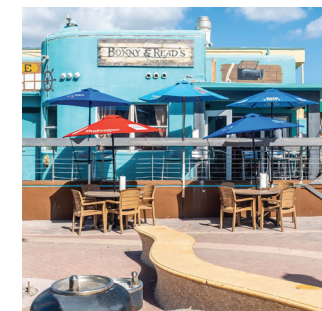
Overall, development within North Beach—particularly the area between Balboa Street and Franklin Street—is characterized by small-scale, low-intensity structures, including single-family homes and two- to three-story multifamily residences. Given that most of the developable land is located in the northern portion of the zone, maintaining current development standards and height limitations will help preserve the character of the area and protect the natural features of Hollywood North Beach Park, supporting the zone's overall quiet and residential nature.



Margaritaville Resort



Broadwalk and Beach



Restaurants along the Beach Broadwalk

source: homes.com

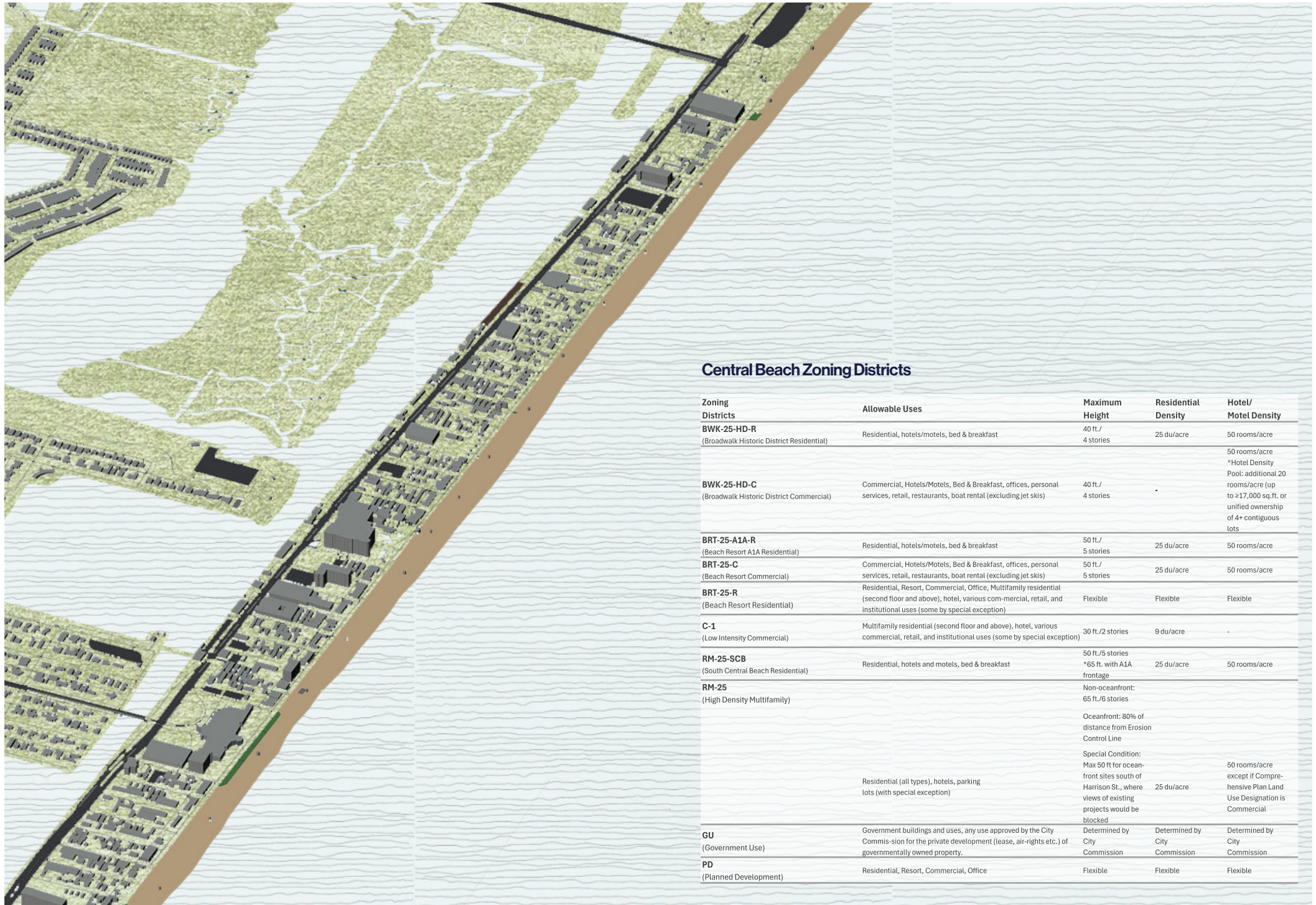
Central Beach

A defining feature of Central Beach (Sheridan Street to the north, Van Buren Street to the south, the Intracoastal Waterway to the west, Atlantic Ocean to the east) is the Hollywood Beach Broadwalk—a 30-foot-wide pedestrian and bicycle promenade that extends nearly the entire length of the zone, from Sherman Street in the north to Jefferson Street in the south. The Broadwalk offers a distinctive experience by allowing retail and commercial establishments to front directly onto the pedestrian path and beach, rather than being separated from the beach by a vehicular roadway. This unique spatial relationship is a hallmark of Hollywood Beach and is specific to Central Beach.

However, this characteristic also presents challenges for future redevelopment. The hallmark seamless connection between the beach, Broadwalk, and adjacent commercial uses is at risk due to climate change and sea-level rise, and the requirement to meet FEMA flood regulations. These regulations require all new habitable space to be elevated above the base flood elevation (BFE), which in some parts of Central Beach

reaches 11 feet. Compliance with these standards would effectively disrupt the visual and physical connectivity between the Broadwalk and adjacent buildings, diminishing a valued aspect of the built environment.

Also located within Central Beach is the historic Hollywood Beach Hotel, a 100-year-old building originally constructed by the city's founder, Joseph W. Young. Also referred to as "The Grand Lady," the hotel anchors the eastern terminus of Hollywood Boulevard, serving as a symbolic Hollywood Beach landmark. While the site occupies a prime location with significant redevelopment potential, several constraints have hindered meaningful investment. These include the financial challenges associated with restoring the property to its original condition, limitations imposed by existing zoning regulations, ownership structure of overall site, and the challenging geometry and expansive footprint of the Hollywood Boulevard on/off-ramp. Other redevelopment barriers include deficient public infrastructure and an imbalance between historic preservation and modern market demands.



Central Beach Zoning Districts

Zoning Districts	Allowable Uses	Maximum Height	Residential Density	Hotel/Motel Density
BWK-25-HD-R (Broadwalk Historic District Residential)	Residential, hotels/motels, bed & breakfast	40 ft./ 4 stories	25 du/acre	50 rooms/acre
BWK-25-HD-C (Broadwalk Historic District Commercial)	Commercial, Hotels/Motels, Bed & Breakfast, offices, personal services, retail, restaurants, boat rental (excluding jet skis)	40 ft./ 4 stories	-	50 rooms/acre *Hotel Density Pool: additional 20 rooms/acre (up to ≥17,000 sq.ft. or unified ownership of 4+ contiguous lots)
BRT-25-A1A-R (Beach Resort A1A Residential)	Residential, hotels/motels, bed & breakfast	50 ft./ 5 stories	25 du/acre	50 rooms/acre
BRT-25-C (Beach Resort Commercial)	Commercial, Hotels/Motels, Bed & Breakfast, offices, personal services, retail, restaurants, boat rental (excluding jet skis)	50 ft./ 5 stories	25 du/acre	50 rooms/acre
BRT-25-R (Beach Resort Residential)	Residential, Resort, Commercial, Office, Multifamily residential (second floor and above), hotel, various com-mercial, retail, and institutional uses (some by special exception)	Flexible	Flexible	Flexible
C-1 (Low Intensity Commercial)	Multifamily residential (second floor and above), hotel, various commercial, retail, and institutional uses (some by special exception)	30 ft./2 stories	9 du/acre	-
RM-25-SCB (South Central Beach Residential)	Residential, hotels and motels, bed & breakfast	50 ft./5 stories *65 ft. with A1A frontage	25 du/acre	50 rooms/acre
RM-25 (High Density Multifamily)	Residential (all types), hotels, parking lots (with special exception)	Non-oceanfront: 65 ft./6 stories Oceanfront: 80% of distance from Erosion Control Line Special Condition: Max 50 ft for oceanfront sites south of Harrison St., where views of existing projects would be blocked	25 du/acre	50 rooms/acre except if Comprehensive Plan Land Use Designation is Commercial
GU (Government Use)	Government buildings and uses, any use approved by the City Commission for the private development (lease, air-rights etc.) of governmentally owned property.	Determined by City Commission	Determined by City Commission	Determined by City Commission
PD (Planned Development)	Residential, Resort, Commercial, Office	Flexible	Flexible	Flexible



The Hollywood Beach Historic Overlay District is located within Central Beach and is defined by the Broadwalk to the east, Surf Road to the west, Jefferson Street to the south, Michigan street to the north as well as the Hollywood Beach Hotel extending the boundaries to S. Ocean Drive to the east inclusive of the Hollywood Boulevard on/off ramp, Tyler Street to the north and Harrison Street to the south.

The district showcases a variety of historic buildings, including hotels, cottages, and other structures, many designed in the Mediterranean Revival and Art Deco styles. The Coral Rock House (located at 310 New York Street), Hollywood Beach Apartments (322 Monroe Street), and Southwind Apartments (707 S Ocean Drive) are specifically identified as Historic Property Overlay Sites. This overlay district helps the City to retain the character of Hollywood Beach as any demolition, new construction, alteration, repair, or other physical modification affecting any property within the historic overlay district is subject to obtaining a certificate of appropriateness.

The remainder of Central Beach contains a mix of low-, mid-, and high-rise developments. Most of the hotels on Hollywood Beach are located within Central Beach and includes a mix of small boutique hotels and large resorts. The Surf is an example that was formerly an apartment complex that was recently renovated and converted into a boutique hotel.

The Margaritaville Resort is the tallest development (18 stories) within Central Beach located within the Government Use District and has over 300 guest rooms, restaurants, and venues for events.

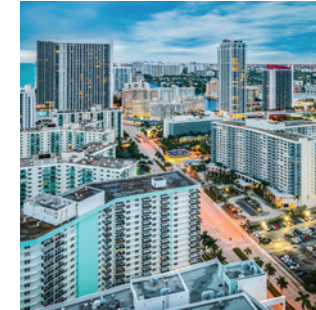
This development pattern attracts a high level of pedestrian and commercial activity as the hotels are clustered throughout the entirety of Central Beach.

The table above summarizes the zoning districts located within Central Beach. Building height is generally limited to between four and five stories (40–50 feet), except in the RM-25 district, which allows up to six stories, and the RM-25-SCB district, which permits a maximum height of 65 feet along A1A. Hotel density is typically set at 50 rooms per acre across all districts, with the exception of the C-1 zoning district. However, qualifying lots within select commercial zones (specifically BWK-25-HD-C, BRT-25-A1A-C, and BRT-25-C) may achieve an increased density of up to 70 rooms per acre through participation in the hotel density pool program.

Residential density is generally capped at 25 dwelling units per acre, except within the C-1 district, where the limit is reduced to 9 dwelling units per acre. Commercial zones such as BWK-25-HD-C, BRT-25-A1A-C, and BRT-25-C accommodate a broader range of uses, including office, retail, and restaurant activities, while residential districts primarily focus on housing and hospitality uses. Height and density allowances are further influenced by factors such as lot size, ownership patterns, and proximity to A1A and the coastline, showcasing a deliberate approach aimed at preserving the neighborhood character and maintaining coastal viewshed integrity. Overall, the zoning regulations governing Central Beach are designed to support and encourage mid-rise development with high-rise developments being further restricted.



Aerial view of South Beach



Views of hotels, skyscrapers and apartments

source: stock images

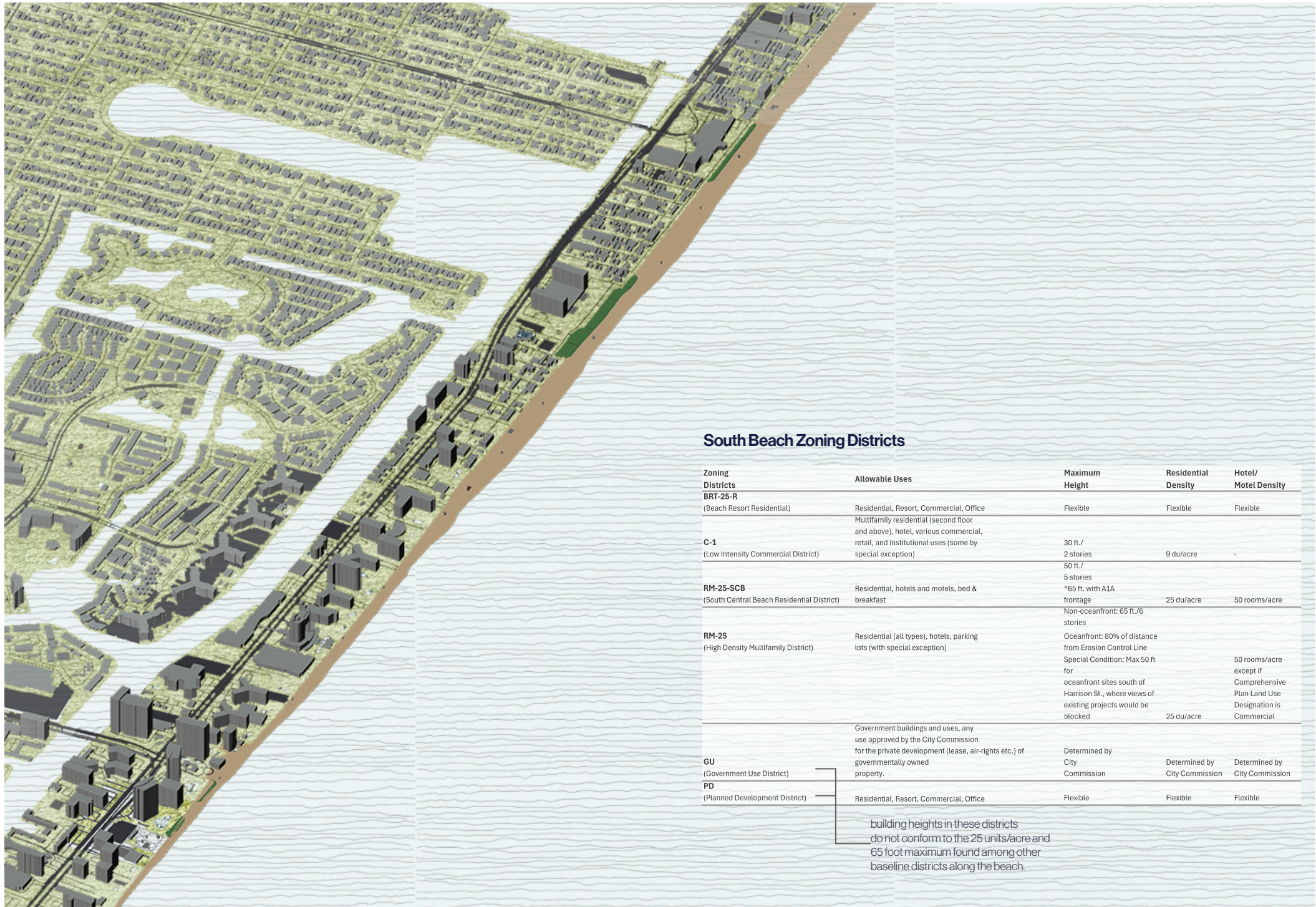


South Beach

South Beach (Van Buren Street in the north to the Hallandale Beach Boulevard ramp to the south, the Intracoastal Waterway to the west, and the Atlantic Ocean to the east) represents the most intensely developed portion of the study area, containing the highest concentration of high-rise buildings. South Beach features a mix of older and newer high-rise developments, demonstrating that building height and density have not been limiting factors for redevelopment among Hollywood Beach subareas. For example, The Summit condominium complex, constructed in the early 1980s and situated on approximately eight acres between Jefferson Street and Azalea Terrace, rises 24 stories and contains 567 dwelling units. Much of the existing high-rise inventory was built between the 1960s and 1980s, meaning a significant portion of the building stock is now between 40 and 60 years old. This aging inventory may create opportunities for redevelopment, particularly in light of recently enacted state legislation that established stricter building recertification requirements for all condominium

structures three stories or higher, with more frequent inspection intervals for properties located within three miles of the coast. However, the extent of redevelopment opportunities remains uncertain, as several rehabilitation projects were observed during the field visit. Additionally, the acquisition of older condominium properties may be challenging due to the large number of ownership interests associated with each building.

Despite its high density and vertical profile, South Beach's overall development pattern does not foster a pedestrian-friendly environment. Most of the high-rise developments prioritizes automobile circulation rather than creating a walkable environment. Along Ocean Drive, many buildings are set back from the street, with surface parking lots or tiered landscaping and walls that create a physical and visual separation between the sidewalk and building entrances. Further detracting from a walkable environment is the lack of ground-floor commercial uses interacting with the pedestrian realm. As a result, while South



South Beach Zoning Districts

Zoning Districts	Allowable Uses	Maximum Height	Residential Density	Hotel/ Motel Density
BRT-25-R (Beach Resort Residential)	Residential, Resort, Commercial, Office	Flexible	Flexible	Flexible
C-1 (Low Intensity Commercial District)	Multifamily residential (second floor and above), hotel, various commercial, retail, and institutional uses (some by special exception)	30 ft./ 2 stories	9 du/acre	-
RM-25-SCB (South Central Beach Residential District)	Residential, hotels and motels, bed & breakfast	50 ft./ 5 stories *65 ft. with A1A frontage	25 du/acre	50 rooms/acre
RM-25 (High Density Multifamily District)	Residential (all types), hotels, parking lots (with special exception)	Non-oceanfront: 65 ft./6 stories Oceanfront: 80% of distance from Erosion Control Line Special Condition: Max 50 ft for oceanfront sites south of Harrison St., where views of existing projects would be blocked	25 du/acre	50 rooms/acre except if Comprehensive Plan Land Use Designation is Commercial
GU (Government Use District)	Government buildings and uses, any use approved by the City Commission for the private development (lease, air-rights etc.) of governmentally owned property.	Determined by City Commission	Determined by City Commission	Determined by City Commission
PD (Planned Development District)	Residential, Resort, Commercial, Office	Flexible	Flexible	Flexible

building heights in these districts do not conform to the 25 units/acre and 65 foot maximum found among other baseline districts along the beach.



Beach offers a concentration of residential and hotel uses, the area does not exhibit a great volume of pedestrian activity that would be expected to accompany the intensity of the development.



See the “South Beach Zoning Districts” table on the previous page for an overview of South Beach development standards. In general, the zoning regulations do not align with the area’s existing development pattern. Many of the older high-rise buildings exceed the maximum standards established by their current zoning designations. For example, the maximum permitted height for non-oceanfront parcels and parcels fronting A1A is 65 feet or six stories, yet numerous developments surpass these limits. More recent high-rise projects (constructed in the 2000s) were developed on parcels zoned for Planned Development, which provides greater flexibility in height and density than conventional zoning districts. This framework allows applicants to tailor development standards in exchange for meeting enhanced architectural and urban design requirements. This approach is reflected in projects such as the Diplomat (2001) and Hyde Beach House (2019), which significantly exceed the typical five- to six-story height limit, reaching 36 and 43 stories, respectively. The scale of these developments illustrates both the market demand and the zoning flexibility necessary to support economically viable projects.

Regulatory Framework and Development Constraints

Land use along Hollywood Beach is governed through a layered regulatory structure in which Broward County establishes the overarching land use designations, the City's Comprehensive Plan refines and implements those designations at the local level, **and zoning regulations define the most specific development standards.**

At the County level, land use designations such as Commercial, High-Residential, and Medium-High Residential establish the broad range of permitted uses and overall development intensity. These categories provide a policy framework that allows for a mix of residential, hotel, and commercial activity, with flexibility in how development may occur.

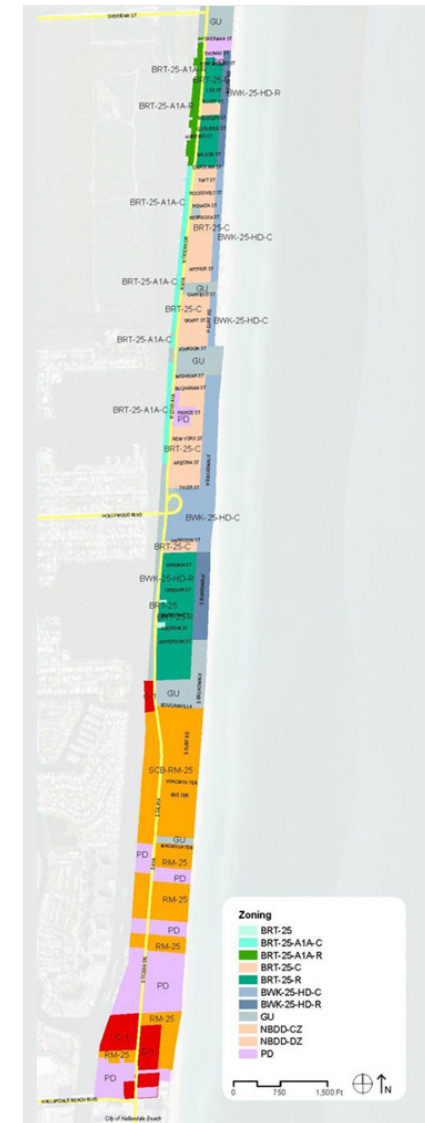
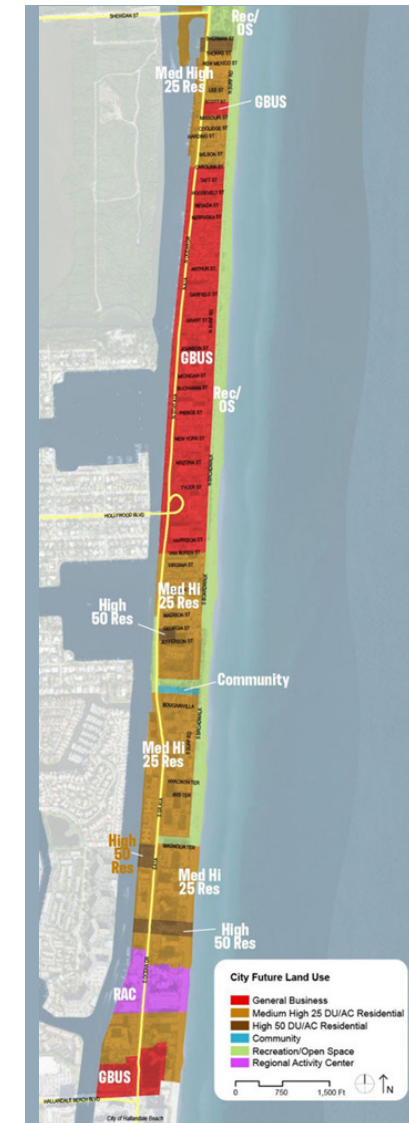
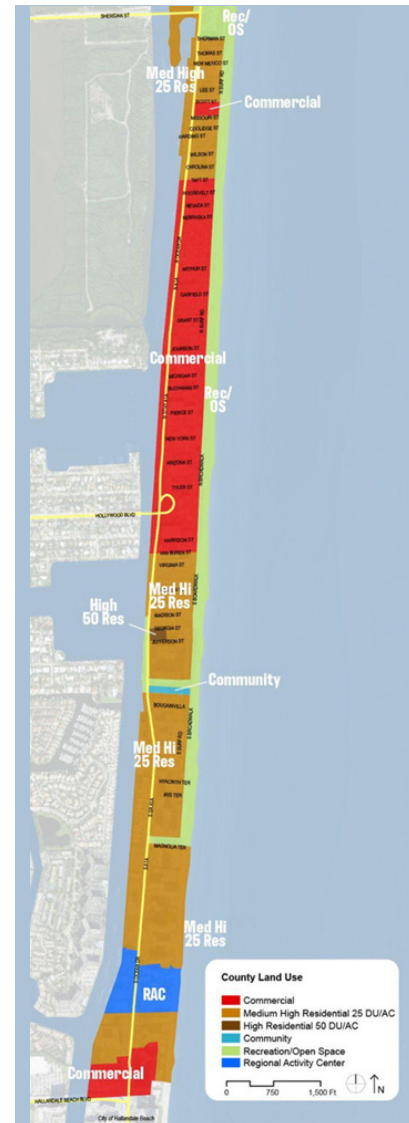
The City's Comprehensive Plan builds upon this framework by further defining how these uses are applied within Hollywood Beach. Local land use categories, such as General Business and residential designations, establish more specific parameters for density and use, including distinctions between residential and hotel intensity. These designations guide how growth is distributed across subareas while maintaining consistency with the County's adopted land use plan.

As regulatory control transitions from County to City to zoning, the framework becomes increasingly granular and, in many cases, more restrictive. This progression is particularly evident in Central Beach. At the policy level, the framework allows for a range of residential and hotel development. For example, County land use designations do not impose an explicit cap on hotel density, while the City's Comprehensive Plan establishes baseline density ranges, including up to 50 units or rooms per acre in certain areas. Zoning, however, introduces more prescriptive controls that regulate how that density can be realized, including limitations on unit counts, hotel room density, building form, and site configuration. Notably, neither the County nor the City

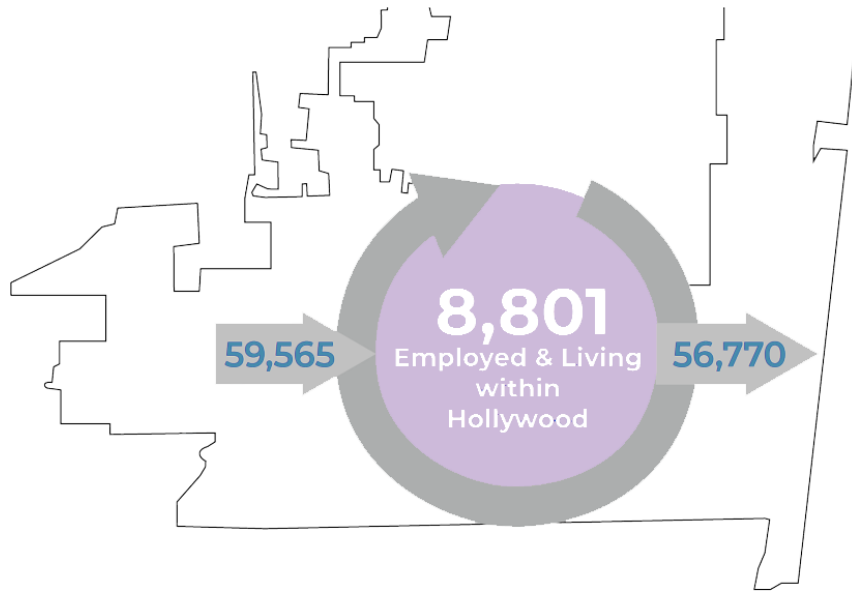
Comprehensive Plan establishes maximum building heights. Height is regulated exclusively through zoning. As a result, the primary constraints affecting redevelopment feasibility—particularly in Central Beach—are largely a function of zoning

standards rather than underlying land use policy. In addition, the City's Comprehensive Plan applies density limitations within certain commercial land use categories, whereas the County framework does not require such restrictions. Together, these

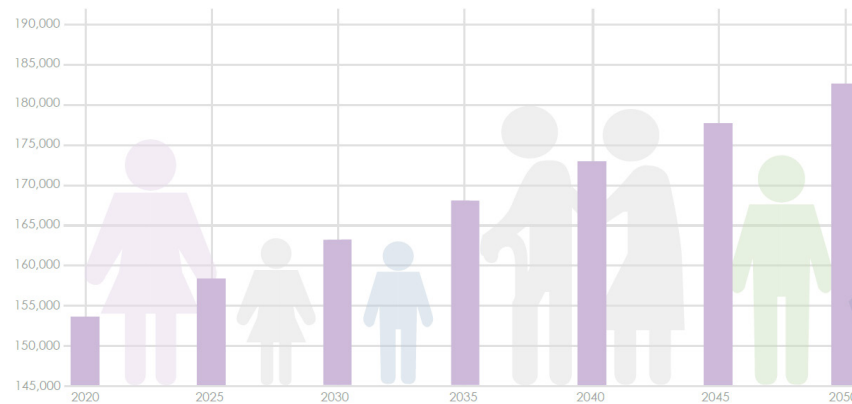
conditions highlight a potential misalignment between what is permitted at a policy level and what is achievable under current zoning and local regulatory controls.



Economic & Market Analysis



Inflow-Outflow of Citywide Workforce, 2023 (US Census LEHD)



Population Trends and Projections, US Census ACS, (BEBR)

Economic and Market Analysis

This section provides an objective evaluation of how the existing zoning framework performs under current market conditions and how alternative regulatory scenarios may influence redevelopment feasibility. The analysis is intended to inform future policy discussions rather than predetermine a zoning outcome.

Population Trends

According to the 2023 American Community Survey (ACS), Hollywood has a population of 152,935, making it the third-largest city in Broward County, following Fort Lauderdale (183,032) and Pembroke Pines (170,892). Hollywood shares borders with both Fort Lauderdale to the north and Pembroke Pines to the west. While both the City and County experienced limited growth from 2000 to 2010, they saw moderate growth between 2010 and 2020. Looking ahead, Hollywood's population is projected to grow at an average annual rate of 0.71% from 2020 to 2045, reaching an estimated 182,859 residents. Most of this growth is expected to concentrate within the City's core, particularly around transit-oriented areas.

Employment Data

Based on 2022 Census OnTheMap data, approximately 50.7% of jobs within Hollywood pay more than \$3,333 per month. The leading employment sector is health care and social assistance, followed by retail trade, and accommodation and food services. Origin-destination data indicate that of the 68,366 individuals employed within the city, only 8,801 (12.9%) also reside in Hollywood, while 59,565 workers commute from outside the city. Conversely, of the 65,571 employed Hollywood residents, 56,770 (86.6%) commute to jobs

outside the city. Major employment centers are located along Hollywood Boulevard between Dixie Highway and North Circle Drive; at Memorial Regional Hospital between Johnson Street and Arthur Street; and within the industrial district between Sheridan Street and Stirling Road.

Regional Visitor Trends

Economic success of the beach hinges on the health of the services and hospitality industry. During the first four months of 2025, all port and airport traveler categories experienced increased volumes compared with the same period in 2024, though totals remained slightly below the record levels seen in 2023. On an annual basis, 2024 saw record domestic and international travel, however recent data are disrupted by the high variability from post-2020 seasons.

Development Demand Snapshot

Condominium Development Snapshot

Approximately 7,188 condominium units existed as of 2000. Since then, an additional 1,230 units have been delivered, averaging roughly 50 units per year across four major developments, each exceeding 200 units. Condominium sale prices reached their peak in 2022, followed by modest declines in 2023 and 2024. Although only the first four months of 2025 data are available, year-to-date pricing has decreased significantly compared with the previous three years, falling slightly below 2020 levels. Sales volume has also softened, with 2025 year-to-date transactions showing limited momentum compared to prior years. Notably, 98% of condominium sales since 2019 have been non-homestead properties, indicating that investors and seasonal residents remain the predominant purchasers on Hollywood Beach.

Multi-Family Rental Development Snapshot

Countywide, approximately 55,586 multi-family rental units were constructed over the past 20 years, averaging 2,793 units per year. Of this total, 19,749 units were built in the past five years, averaging 3,950 units annually. Within the city, 3,874 units were constructed over the past 20 years, including 1,818 units added in the past five years, an average of 364 units per year, representing 9.2% of countywide production. On Hollywood Beach, only 71 multi-family units were constructed during the past 20 years, with no new units added in the past five years.

Hotel Snapshot

Across the County, approximately 11,808 hotel rooms were developed over the past 20 years, averaging 590 rooms per year. Within that total, 2,869 rooms were constructed in the past five years, averaging 574 rooms annually. In contrast, the city saw 1,349 rooms added over the past 20 years but experienced a net reduction of 199 rooms over the past five years, reflecting an average annual decline of approximately 40 rooms. Hollywood Beach added 954 rooms during the past 20 years but recorded a reduction of 226 rooms in the past five years, averaging a net loss of 45 rooms annually.

Retail Snapshot

The county added approximately 17,175,530 square feet of retail space over the past 20 years, including 1,663,204 square feet constructed in the past five years, resulting in a yearly average of 332,641 square feet. Within the city, 846,965 square feet of retail space was developed over the past 20 years, with 119,833 square feet delivered in the past five years. On Hollywood Beach, 47,741 square feet of retail space was added over the past two decades, including 34,912 square feet constructed in the past five years, averaging 6,982 square feet annually. Hollywood's retail market remains strong, with an occupancy rate of 96%. While market conditions support additional retail development, land availability poses a constraint.

Market Forecast

The current development pipeline for multifamily rental units includes approximately 1,190 units under construction. Upon delivery, these units are expected to reduce the City's occupancy rate to roughly 90%. Given slowing rent growth and the volume of recently delivered and ongoing projects, new multifamily developments should proceed with caution. Market conditions indicate that additional multifamily demand will emerge through approximately 2027–2028. Over a 10-year horizon, the estimated market demand for new multifamily rental units on Hollywood Beach ranges from 300 to 400 units.

With respect to condominium development on Hollywood Beach, the 10-year market outlook supports approximately three major projects totaling an average of 300 units, supplemented by a few smaller infill developments. For the hotel sector, projected demand on Hollywood Beach is estimated at 300 to 500 new rooms over the next decade. The city captured on average roughly 7-10% of the county's total hotel development over the past 20 years.

Regarding retail, Hollywood Beach functions primarily as a resort-oriented destination where food, beverage, and entertainment uses dominate. Most residents, whether seasonal or year-round, are expected to obtain general retail goods (e.g. apparel, electronics, home goods) on the mainland. A survey will be necessary to more accurately assess annual occupancy patterns among condominium owners, given that approximately 75% are non-primary residents. Nonetheless, net new retail demand on Hollywood Beach over the next 10 years is projected at approximately 60,000 to 80,000 square feet, primarily within ground-floor mixed-use developments. A portion of this demand may replace existing underperforming retail space.



Redevelopment Mapping Analysis

Optimization Mapping to Identify Redevelopment Parcels To evaluate how growth has concentrated in nodes and corridors, the maps on the previous pages layered and optimized a number of variables including:

- Age and scale of existing buildings, focusing on structures over 50 years old and ten (10) stories or less, which are more likely to be underutilized or do not meet current market trends;
- Recent land sales, after June 1, 2021, as they may indicate investment potential or opportunities for change;
- Geographic proximity to recent development (e.g. Icon Beach, Pride Hollywood Beach, Diplomat Landing Phase 2, Publix on Hollywood Beach, North Beach Marriott, etc.) and close to existing commercial areas away from the Boardwalk

- such as markets, restaurants, and shops;
- Physical characteristics such as a minimum parcel size of one (1) acre, frontage along the A1A, and the viability of the assemblage of parcels to support larger scale redevelopment projects;
- Other attributes increasing the likelihood of land assembly, including: single ownership/control, location in high-risk areas as identified by the Broward Scenario Maps, and proximity to recent infrastructure/utility capital improvement projects to ensure redevelopment efforts can be supported by the existing infrastructure.
- Base flood elevations.
- Planned infrastructure projects and utilization.

The optimization maps the following identified potential redevelopment parcels used in scenarios.

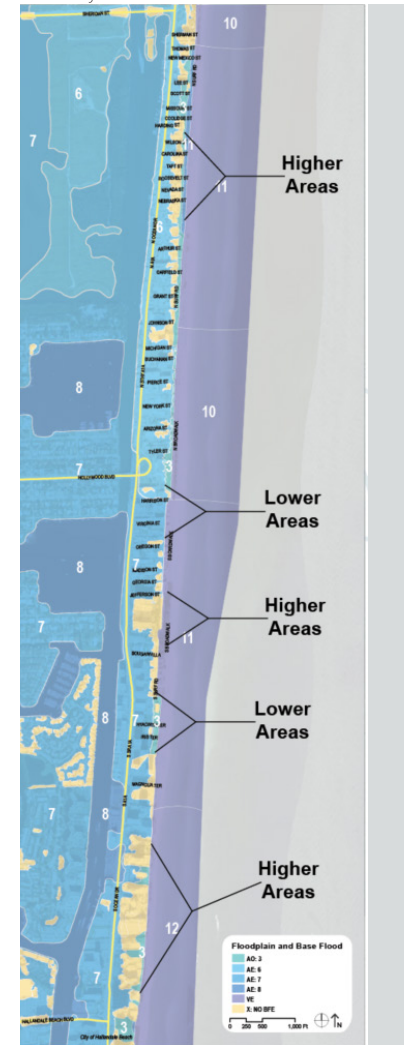
Locations of residential zones follow historic patterns of neighborhoods and condo/hospitality development, and commercial zones (specifically BRT-25-C) intend to enable "local, regional and tourist-oriented businesses, in a manner that is similar in scale, massing and articulation with the existing historic character and existing tourist-oriented businesses" (Hollywood Zoning Code) providing an established separation of uses.



Establishes comprehensive plan density for residential uses (25 units per acre multifamily and 50 for hotel) and gives an understanding of where General Business (GBUS) currently allows for increased density for hotel uses only. This is critical in understanding the relationship between density and building height, as height becomes more of a limiting factor in the GBUS district than density



Numbers on this map are base flood elevations indicating how high new construction must be elevated, meaning existing buildings in "deeper" areas (higher numbers) have a reduced capacity to expand, renovate, or be replaced if damaged as they are not permitted to have living areas below base flood. Orange flood zones indicate higher areas with greater redevelopment potential. This map also illustrates areas with a higher need for resiliency infrastructure.

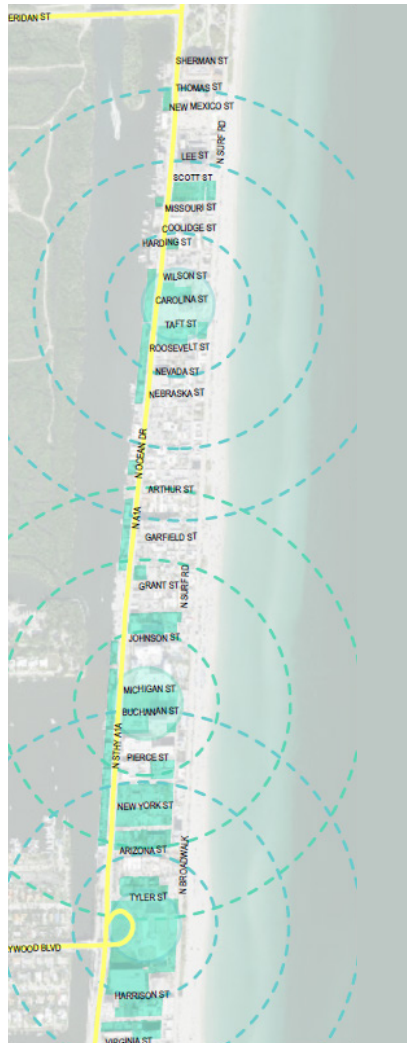


Active market transactions and recent/proposed projects indicate hot-spots where investors and developers are confident in long-term growth. Clusters of high sales values and large land assemblies may suggest an idea of redevelopment scale along with location. Layering on the other variables helps to reveal the key geographies for potential redevelopment site selection on the following maps.



Central Beach Potential Redevelopment Sites:

Green parcels scored highest in redevelopment potential, revealing several "clusters" in Central Beach that indicate high potential generally, with additional clustering in the southern portion of the subarea.



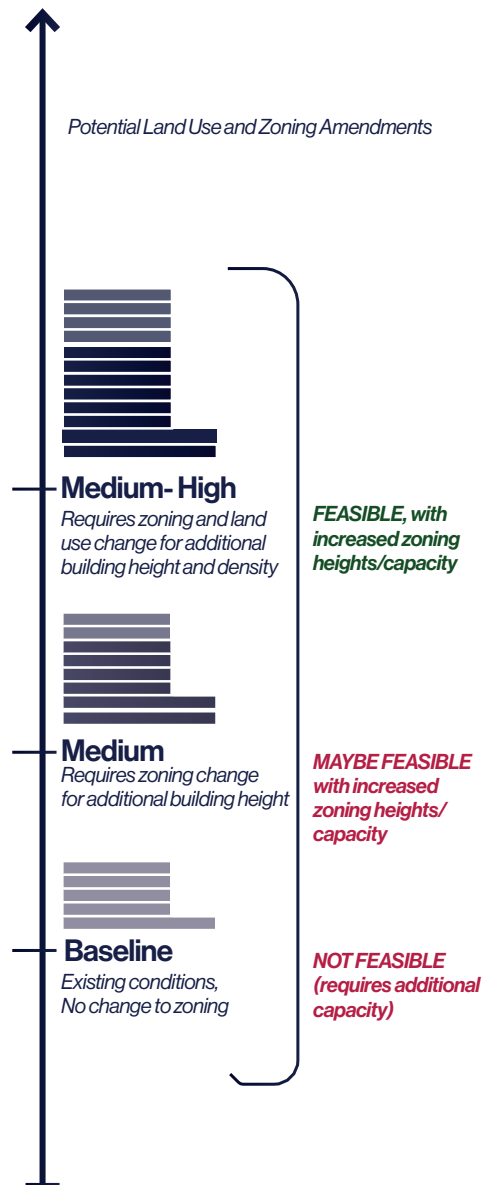
South Beach Potential Redevelopment Sites:

Locations of the highest scoring potential redevelopment sites in South Beach generally follow high values and recent activity and also revealing the importance of the the large parcel size variable with single ownership or control.



The Publix at Hollywood Beach, located in a cluster of redevelopment parcels, provides a three-story grocery store convenient to both boaters and visitors in cars.

Development Strategy and Scenarios



SCENARIOS

- Demonstrate feasibility with existing zoning
- Illustrate necessity of revised building heights

Understanding relationship between added zoning capacity and the resulting potential incremental value created:

What is the development feasibility under existing capacity?

What happens when zoning is increased above the baseline?

Background

The development scenarios are intended as exploratory “what-if” tests rather than predetermined policy outcomes. The purpose of this section is to evaluate how different regulatory approaches may influence feasibility, redevelopment patterns, and public benefits under varying conditions.

Building Program:

The specific scope, floor area, and intended use or activities within a development project.

Developer Contribution:

The theoretical economic value created when zoning changes allow additional development capacity beyond the existing baseline regulations. In feasibility modeling, this value represents the difference between the return generated under current zoning and the return generated under an increased height or density scenario. This figure is a theoretical calibration tool rather than a predetermined fee.

Intensified Scenario:

Increasing building height to observe the visual and financial changes in feasibility variables.

Development Analysis:

A model that computes how a given program, and site qualities, coupled with cost and revenue estimates, may produce potential ROI and feasibility.

Massing:

A 3D visualization of how a structure fits into its context. Massing is a digital model that depicts each scenario's possible zoning (base height, tower height, setback, etc).

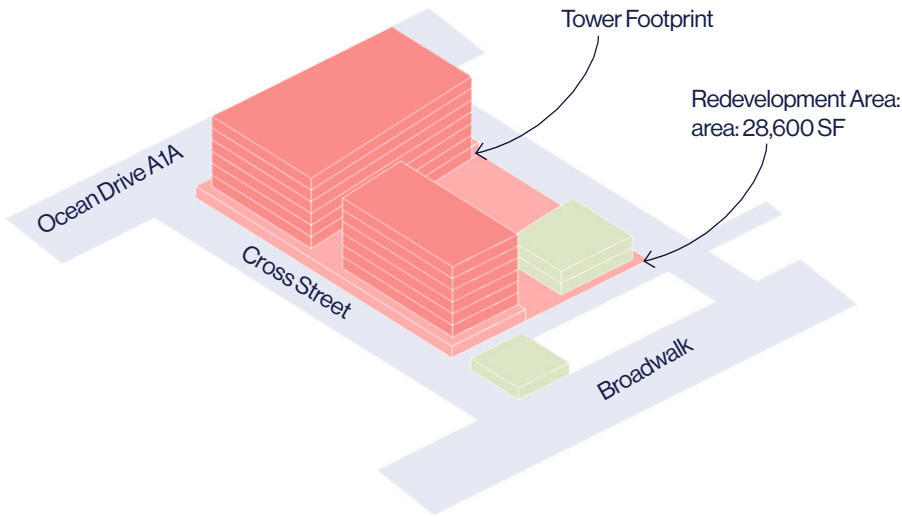
Zoning:

The legal rules a development project must follow that govern the maximum buildable area as well as a property's possible use.

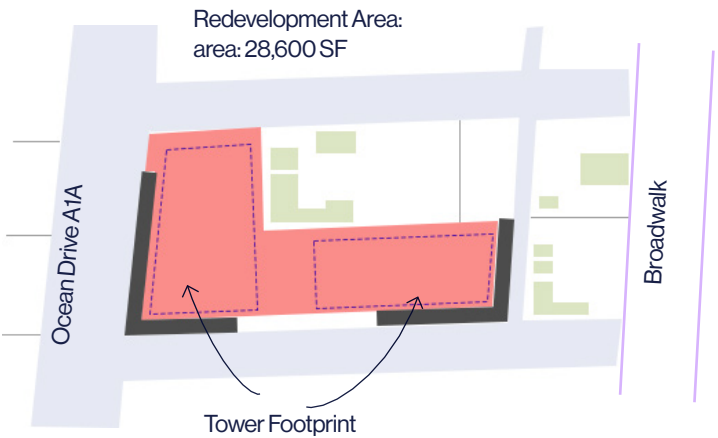
Terms to Know

There are several terms and diagrams on the following pages which conceptualize scenarios in real-world conditions. Neither sites nor scenarios are proposed to represent actual development projects or locations. Each “site” is symbolic of typical circumstances across the beach area.

A|Baseline Scenario: Existing Zoning



Ground Floor Site Concept



Baseline Model Zoning Assumptions

Zone	Requirements
Uses	BRT-25-R
Stories	Multifamily, Hotel
Max Height	6
Units	65'
Unit Size (SF)	45
Minimum Parking	Max Avg 750
Density (DU/AC)	1.5 spaces per unit, 1 per hotel room
Building Length	25, 50 Hotel
Setbacks	Max 200' Tower
	A1A: 10'
	Cross street: 10'
	Side: 10'
	50' between towers.

Physical Plan

Program	Permitted/ Required	Baseline (Proposed)
Total Site Area	–	28,600
Stories	6 Max	6
Residential Units	49 Max	45
Building Height	65' Max	65'
Parking Stalls	75 Min	50
Density (DU/AC)	25-50 Max	46
Commercial SF	–	–
Open Space (ground) SF	–	–

The baseline scenario illustrates assembly and acquisition of contiguous parcels on a typical block configuration between Ocean Dr and Surf Rd. This scenario is seen nearly anywhere along the Beach. Feasibility is potentially hampered by lack of available land and tight block/street dimensions. Multifamily residential or resort hotel would be common products under existing BRT-25 district use standards

Building Program

Floor	Program	SF	Units/Stalls
6	Residential	13,500	9
5	Residential	13,500	9
4	Residential	13,500	9
3	Residential	13,500	9
2	Residential	13,500	9
1	Garage	20,000	48

Base flood elevations are between 7 and 10 feet limiting the ground floor to parking or storage. Building footprint is likely inadequate and would be available to accommodate commercial uses or open space on the ground floor. Without assembling a continuous east-to-west parcel, there is not enough floor space to meet baseline parking requirements without seeking relief from zoning standards.

NO CHANGE, NOT FEASIBLE

	Feasibility	Land Use County Permission	City Zoning Permission
North	No	Yes	Yes
Central	No	Yes	Yes
South	No	Yes	Yes

The baseline scenario is primarily limited by the 75 required parking spaces, taking away valuable space from commercial or residential square footage. Parking mandates, mixed with the spatial configuration of existing lots and streets, appear to limit the amount of buildable area needed to produce a feasible project. If structured parking was included on the ground floor to save space, zoning still requires an active use to surround it, removing additional sellable floor area, and in turn revenues.

A|Baseline Scenario: Development Analysis

Financials	Baseline (Proposed)
Stories	6
Residential Units	45 Density= 46 DU/Ac
Avg Sale/SF (Net of Sales Cost)	\$900
Avg Sale Price (Unit)	\$1,620,000 GSF
Net Sales Value	\$72,900,000
Land Acquisition Cost	\$15,000,000
Total Development Cost/SF	\$750
Est. Total Development Cost (TDC)	\$60,750,000
Total Cost	\$75,750,000
Entrepreneurial Profit	-\$2,850,000
Return on Investment (Profit on TDC)	-5%
% of ROI Deduction	
Potential Incremental Value Created	—
Adjusted Profit	
Adjusted Return on Investment	

The baseline scenario is typical of an infill project at smaller scales where some land assembly is possible. The model intends to stay within existing zoning and density parameters with 6 story building heights. Additionally, this scenario requires a hotel or resort product type to achieve the needed 46 units/acre required. Based on this scenario, a 6-story project using these cost/value assumptions **would not be feasible**, and would not produce a developer contribution.

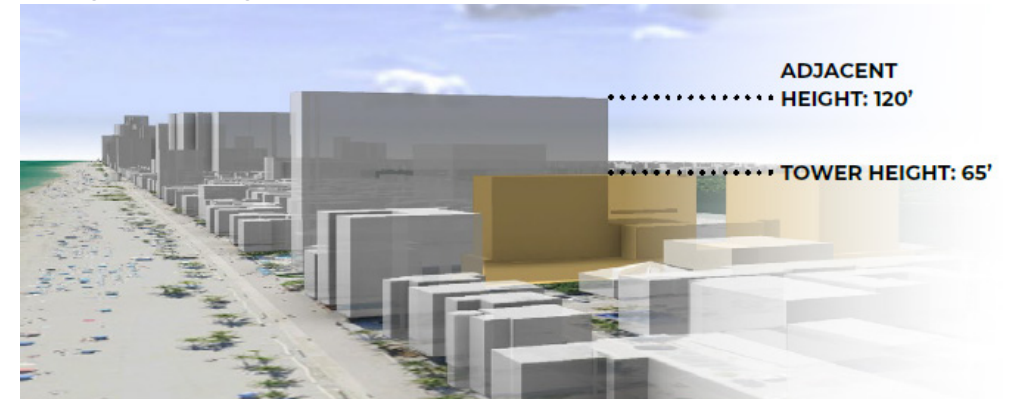
In this model, total cost exceeds the potential revenues, therefore there is a negative profit, negative return on investment, and NO INCREMENTAL VALUE IS CREATED and no calibration exists between increased capacity and ROI.

A|Baseline Scenario: Massing

Existing BRT-25 Zoning

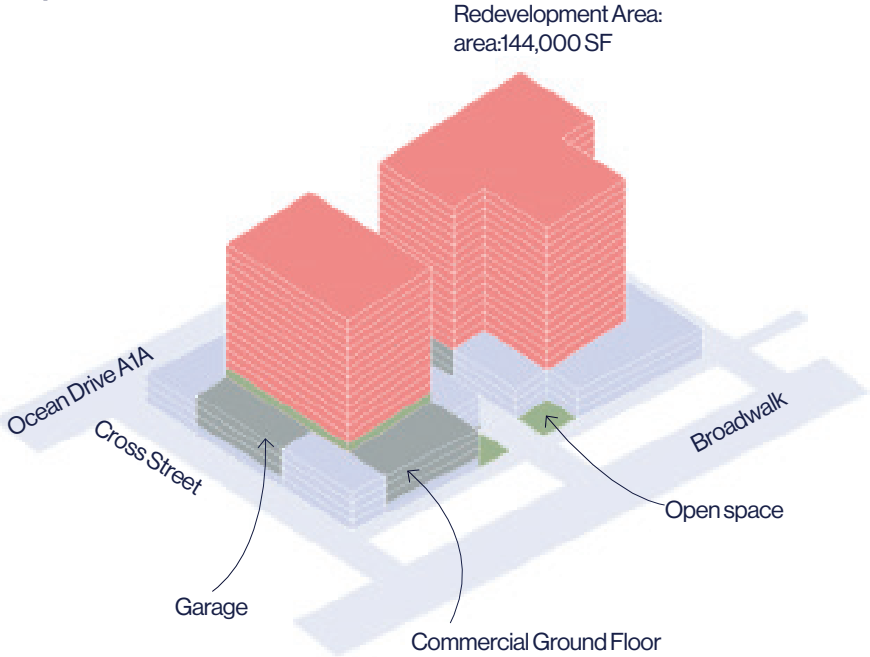


Existing BRT-25 Zoning

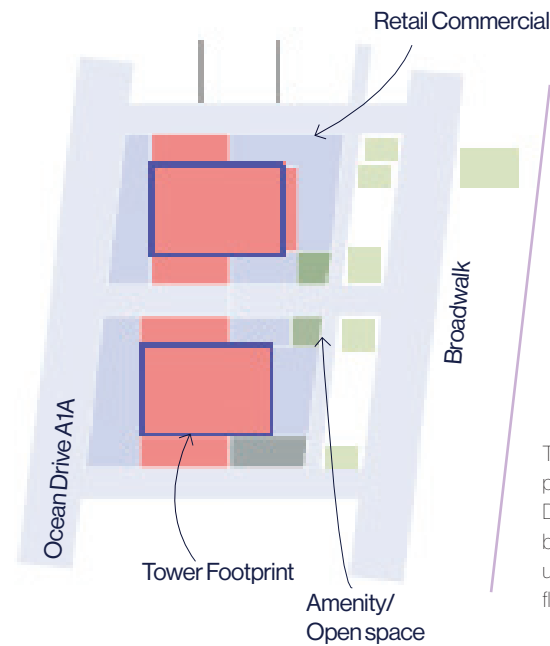


Baseline scenario massing helps visualize that the building volumes produced in this "business-as-usual" scenario. Massing fits somewhere between older eras of development and larger, newer structures approved in the past but under different zoning codes. Taller adjacent buildings would no longer conform to current heights.

B|Medium-Intensity Scenario



Ground Floor Site Concept



The medium scenario depicts assembly of contiguous parcels across two typical blocks between Ocean Dr and Surf Rd which allows for a more substantial buildable footprint. This is typified by vertical mixed use buildings with residential units rising above ground floor commercial.

The footprint's dimensions allow structured parking which would share ground floor space with commercial uses lining the garage's perimeter, greatly increasing this scenario's potential feasibility.

Larger building footprints are amenable to meeting commercial use and open space requirements on the ground floor plate.

Limitations to the medium scenario are primarily - required parking minimums and vertical building height.

Intensified Model Zoning Assumptions

Uses	Hotel, Retail, Commercial	Mixed Use, Retail, Multifamily
Stories		
Max Height	6	18
Units		
Unit Size (SF)	65'	216'
Minimum Parking		
Density (DU/AC)	76	392
Building Length	Max Avg 750	Avg 900-1,300
Setbacks	Front: 25' Side: 25% of width	All Sides: 25'

Physical Plan

Program	Low	Medium
Total Site Area	144000	144,000
Stories	10	18
Residential Units	218	392
Building Height	120	216
Parking Stalls	300	444
Density (DU/AC)	65	119
Commercial SF	34,560	34,560
Open Space (ground) SF	3000	3000

Building Program

Floor	Program	SF	Units/Stalls
18	Residential	44,000	28
17	Residential	44,000	28
16	Residential	44,000	28
15	Residential	44,000	28
14	Residential	44,000	28
13	Residential	44,000	28
12	Residential	44,000	28
11	Residential	44,000	28
10	Residential	44,000	28
9	Residential	44,000	28
8	Residential	44,000	28
7	Residential	44,000	28
6	Residential	44,000	28
5	Residential	44,000	24
4	Amenity/Open space	50,000	12
3	Garage	86,400	216
2	Garage	86,400	216
Open space	1	Retail Commercial	34,560

FEASIBLE

	Feasibility	Land Use County Permission	City Zoning Permission
North	Yes	Yes	No
Central	Yes	Yes	No
South	Yes	Yes	No

B| Medium-Intensity Scenario: Development Analysis

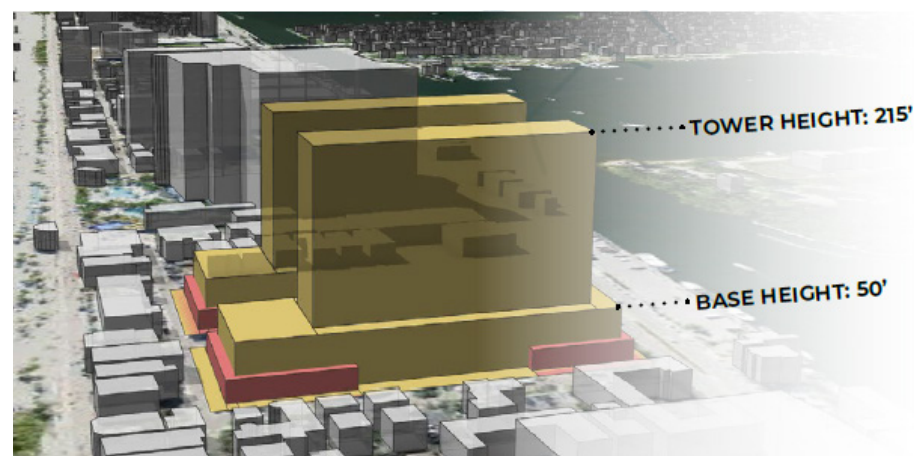
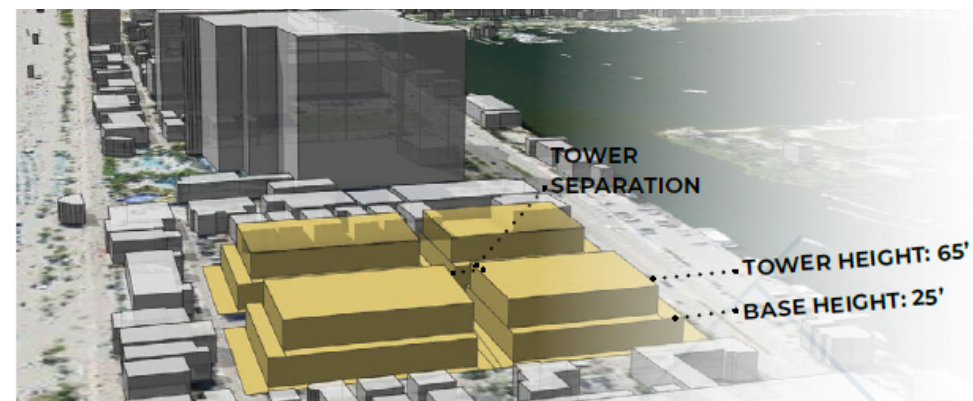
Financials	Med	Medium
Stories	10	18
Residential Units	218	392
Avg Sale/SF (Net of Sales Cost)	\$900	\$968
Avg Sale Price (Unit)	\$1,620,000	\$1,741,500
Net Sales Value	\$353,160,000	\$683,364,600
Land Acquisition Cost	\$30,000,000	\$30,000,000
Total Development Cost/SF	\$750	\$769
Est. Total Development Cost (TDC)	\$294,300,000	\$542,983,500
Total Cost	\$324,300,000	\$572,983,500
Entrepreneurial Profit	\$170,000,000	\$110,381,100
Return on Investment (Profit on TDC)	9%	19%
ROI Benchmark		20.0%
% of ROI Deduction		-3.8%
Potential Incremental Value Created	—	-\$3,113,398
Adjusted Profit		\$113,494,498
Adjusted Return on Investment		19.8%

The medium intensity model assumes increased building heights to 10 stories which would likely require rezoning or variance. Adding about 4 floors to a project boosts the sellable area and number of units increasing ROI to the lower end of the feasibility threshold. To determine the added premium the above model escalates max heights from 10 to 18 stories. Based on the assumptions, feasibility is reached somewhere between 10 and 18 stories, but **would not produce a developer contribution** regardless if the added building height was permitted.

Redevelopment Potential

Existing residential/hotel units: 1,084. Estimated capacity for new development on redevelopment sites: *375 units. *This figure was developed by subtracting Broward County Appraiser parcel and unit data for existing units in a 1/4 mile radius from the parcel acreage multiplied by 25 units per acre to indicate unit capacity. This figure is a "supply side" unit count, and not reflective of demand figures estimated in the market study.

B| Medium-Intensity Scenario: Massing

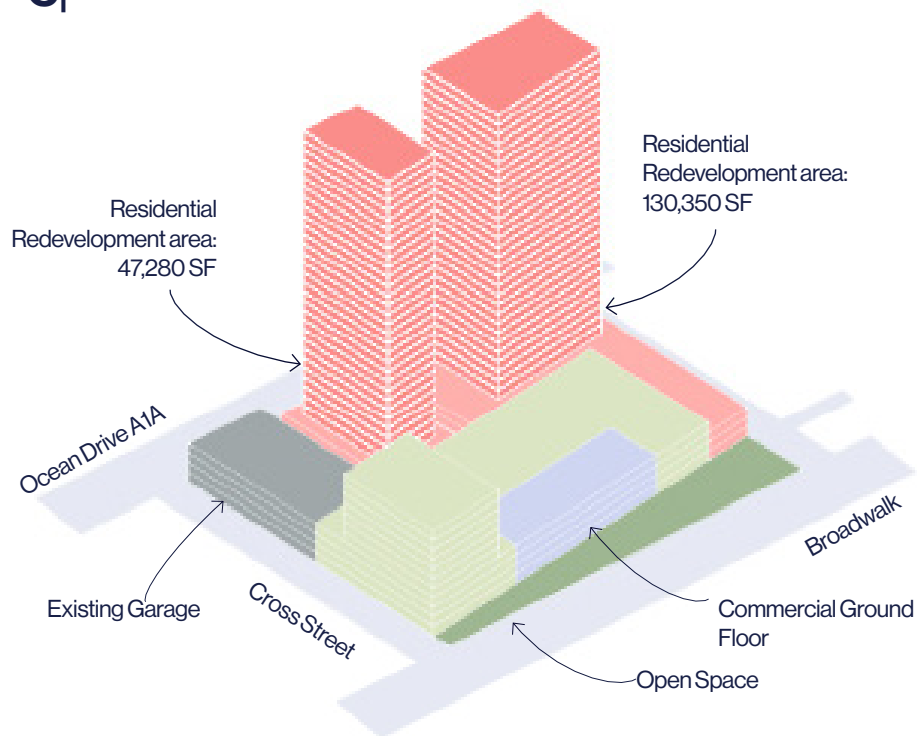


Top: Existing zoning limitations including maximum heights of 50 feet (or 65 feet for hotel) and a mid-block tower separation requirement drastically reducing a project's ability to incorporate all needed program elements.

Bottom: Preserving views and preserving the street network/Surf Rd requires zoning that will center the mass towards the interior of the block with slender towers and substantial base-to-tower

stepbacks. The image at bottom demonstrates the resulting 18-story height required to supply enough building area and meet required parking. Heights of buildings in GU, PD, reflect a similar height and site configuration. Commercial ground-floor or active uses are more feasible with the full block buildable footprint.

C|Medium-High Intensity Scenario



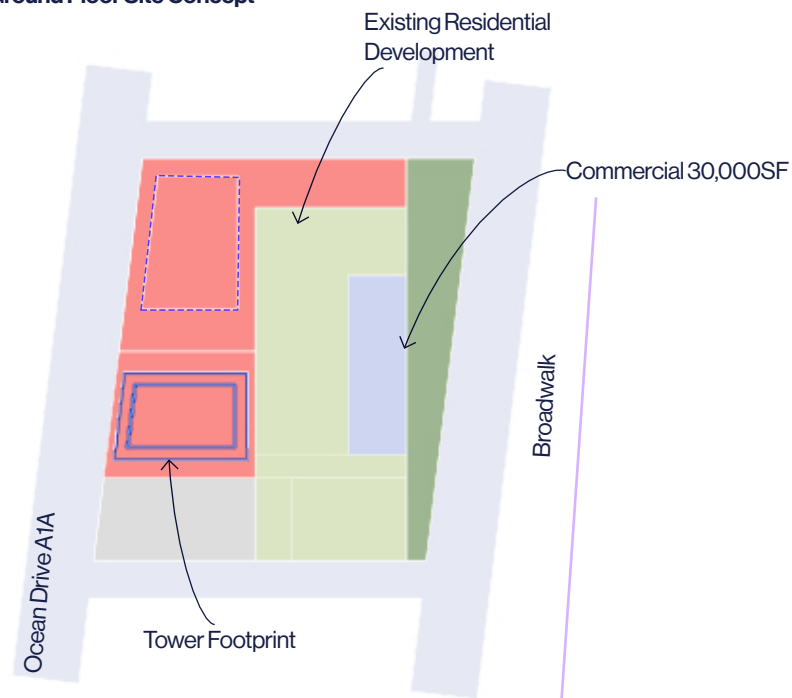
Intensified Model Zoning Assumptions

	Existing	Required for High Scenarios
Zone	BWK-25-HD-C	-
Uses	Hotel, Retail, Commercial	Mixed Use, Hotel, Retail, Multifamily
Stories	5	30
Max Height	50'	375'
Units	76	681
Unit Size (SF)	Avg 650, 250 Hotel	Avg 900-1,600
Minimum Parking	-	850
Density (DU/AC)	25, 50 Hotel	71
Building Length	-	-
Setbacks	-	-

Unique among these three scenarios, the physical plan and program shown in the medium-high scenario below does not conform to the typical blocks between the Intracoastal Waterway, Ocean Dr, Surf Rd, and the Broadwalk. This scenario imagines a substantial buildable footprint that wraps in and around historic or culturally significant buildings, older resort buildings, or smaller historic shops or apartments that otherwise would not be preserved.

The medium-high scenario requires increased building heights to unlock formerly hard-to-use parcels by trading entitlements for contributions to preserve important resources. Envisioned is a horizontally mixed use site with both prime and underdeveloped sites.

Ground Floor Site Concept



Physical Plan

Program	Medium	High
Total Site Area	415,000	415,000
Stories	20	30
Residential Units	435	681
Building Height	250	375
Parking Stalls	570	860
Density (DU/AC)	46	71
Commercial SF	30,000	30,000
Open Space (ground) SF	55,000	55,000

In this scenario, historic or culturally significant areas or structures would be identified and mapped while inversely, incentive areas would be targeted, leaving important blocks preserved while upzoning redevelopment parcels.

FEASIBLE
EXCEEDS THE ALLOWABLE BUILDING HEIGHT

	Feasibility	Land Use County Permission	City Zoning Permission
North	Yes	No	No
Central	Yes	Yes	No

C|Medium-High Intensity Scenario: Development Analysis

Financials	Medium	High	
Stories	20	30	
Residential Units	435	681	
Avg Sale/SF (Net of Sales Cost)	\$1,250	\$1,375	10.0%
Avg Sale Price (Unit)	\$2,293,578	\$2,580,275	
Net Sales Value	\$1,000,000,000	\$1,687,500,000	
Land Acquisition Cost	\$30,000,000	\$30,000,000	
Total Development Cost/SF	\$1,000	\$1,100	10.0%
Est. Total Development Cost (TDC)	\$800,000,000	\$1,320,000,000	
Total Cost	\$830,000,000	\$1,375,000,000	\$142,500,000
Entrepreneurial Profit	\$170,000,000	\$312,500,000	
Return on Investment (Profit on TDC)	20%	23%	
% of ROI Deduction		12.0%	
Potential Incremental Value Created		\$17,100,000	
Adjusted Profit		\$295,400,000	
Adjusted Return on Investment		21.5%	

The medium Intensity model assumes increased building heights to 10 stories which would likely require rezoning or variance. Adding about 4 floors to a project boosts the sellable area and number of units increasing ROI to the lower end of the feasibility threshold. To determine the added premium the above model escalates max heights from 10 to 18 stories. Based on the assumptions, feasibility is reached somewhere between 10 and 18 stories, but would not produce a developer contribution regardless if the added building height was permitted.

Redevelopment Potential

- Existing residential/hotel units: 1,084.
- Estimated capacity for new development on redevelopment sites: ***775 units.**
- Meeting supply requires ideal physical area for land assembly with adequate contiguous land for parking, access, and circulation.

** This figure was developed by subtracting Broward County Appraiser parcel and unit data for existing units in a 1/4 mile radius from the parcel acreage multiplied by 25 units per acre to indicate unit capacity. This figure is a "supply side" unit count, and not reflective of demand figures estimated in the market study.*

C|Medium-High Intensity Scenario: Massing



Top: Existing zoning and right-of-way limits redevelopment area. Significant reconfiguration is needed to unlock the envisioned tower redevelopment sites.

Bottom: In the medium-high scenario, heights are increased at specific targets where land was theoretically made available and not where redevelopment would effect the destruction of high-value historic or cultural sites. Massing should be centered toward interior lots and take advantage of vertical airspace to preserve views.

Developer Contribution and Feasibility Relationship

The concept of “**developer contribution**,” as used in this study, should not be understood as a fixed fee or predetermined payment. Rather, it represents the incremental value created when zoning allows additional development capacity beyond existing baseline regulations.

As building height and intensity increase, project feasibility and overall return on investment also improve. This increase in value creates an opportunity to capture public benefit, not as a requirement in itself, but as a function of enhanced development potential.

The analysis demonstrates a clear relationship between development capacity and the ability to generate this incremental value:

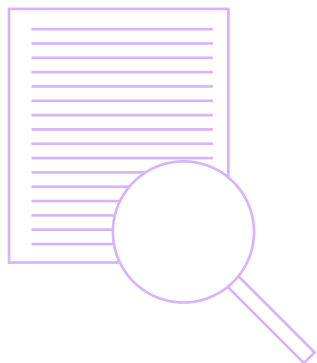
- At lower heights—generally between five and six stories—**project feasibility is limited**, with little to no capacity to generate additional value beyond baseline returns.
- As projects approach and exceed approximately **ten stories**, feasibility improves, and incremental value begins to emerge.

- Within the range of approximately **fifteen to twenty stories**, this value becomes more meaningful, reflecting stronger project economics.
- At higher intensities—generally twenty stories and above—there is a clear opportunity to translate this incremental value into public benefit.

Importantly, these contributions are not limited to monetary payments. They may take multiple forms, including **public realm improvements, infrastructure upgrades, resiliency investments, mobility enhancements, or other community-serving amenities.**

Accordingly, developer contribution is best understood as a value exchange framework—where additional development capacity is paired with measurable public benefit. This approach provides a mechanism to align private development feasibility with broader public objectives, ensuring that increased intensity, where appropriate, contributes to the long-term performance, resilience, and livability of Hollywood Beach.

case-studies



This section reviews a series of comparable coastal municipalities in South Florida to provide context for how similar communities have addressed redevelopment pressures, zoning calibration, and the relationship between development capacity and public benefit.

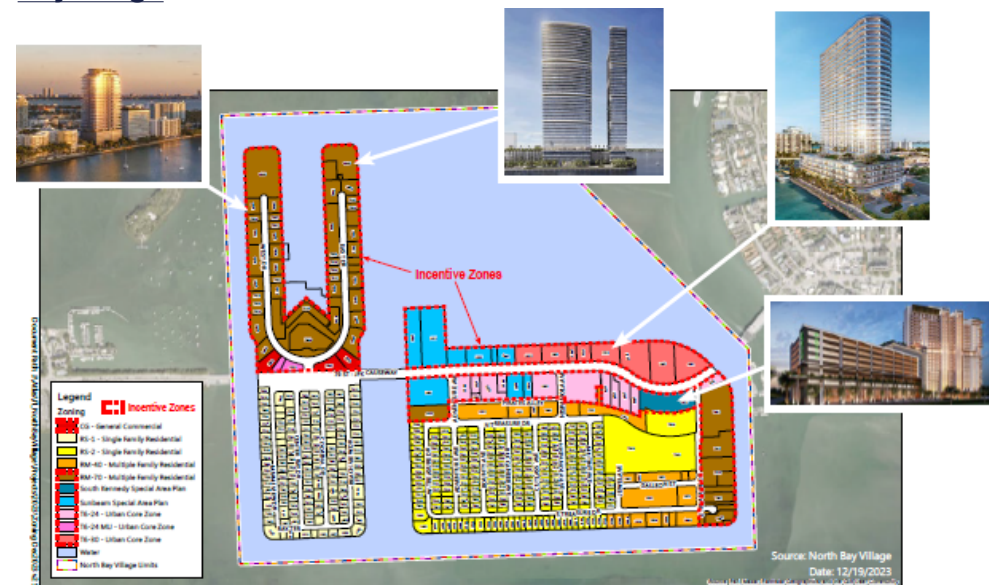
The case studies are not intended to serve as direct models for Hollywood Beach, but rather as reference points to understand the range of regulatory tools, incentive structures, and urban design strategies that have been applied in similar market and geographic conditions. Each example illustrates how jurisdictions have balanced private development feasibility with community objectives, including public realm improvements, infrastructure investment, and preservation of local character.

A key focus of this review is how additional development capacity—particularly building height and intensity—is linked to the delivery of measurable public benefits. These mechanisms take various forms, including **bonus height programs, contribution frameworks, transfer of development rights, and design-based incentive systems.**

The intent is to identify approaches that may inform future policy considerations, while recognizing that any application within Hollywood Beach would need to be tailored to its unique physical context, regulatory environment, and community priorities.

North Bay Village Official Zoning Map with renderings of proposed projects utilizing incentives for bonus building height, density, and/or increases in density from transferred development rights (sometimes from the mainland). (Apartments, Residences, 8000 East Dr., Condominium, Shore Bay).

1. Height and Density Incentives and Community Contribution Fees, North Bay Village



North Bay Village Official Zoning Map with renderings of proposed projects utilizing incentives for bonus building height, density, and/or an increase in density from transferred development rights.
(Clockwise from top left: Pagani Residences, 8000 East Dr., Continuum, Shoma Bay.

North Bay Village adopted a discretionary building height bonus program and density bonus program to incentivize redevelopment projects that create workforce housing, contribute to public open space, and enhance public waterfront access. The Village Commission recognized the importance of housing and public access to open space and recreational waterfront areas and approved several initiatives to attract developments that contribute to open space or amenities through design or included workforce housing units.

Eligible parcels are waterfront properties along the causeway connecting the islands to Miami Beach. Lower density residential zones are not included in incentive areas.

The program establishes a direct relationship between additional development capacity and the delivery of

defined public benefits, linking increases in height and density to measurable community outcomes.

How It Works

Receiving incentives for height or density requires creation of open space or access, or a Community Contribution Fee (T-6 zone), including workforce housing. Additional height or density bonuses are approved under the following criteria:

- Minimum 3.5 acres (RM-70).
- Max height up to 240 feet set through Commission and site plan and/or special area plan approval.
- Max height up to 312 feet with Commission approval of transferred development rights.
- Base density of 70 DU/AC may be increased to 120 DU/AC. Projects exceeding the

Community Contribution Fees for Additional Density in the T6 Transect Zone (Sec. 15.2, H.) *		
1. The initial community contribution fee is \$20,000.00 per additional unit of density above the base density of 70 units/acre. This fee amount shall be reviewed and, as necessary, adjusted by the Village Commission on the recommendation of the Village Manager as part of the annual budget process. 2. Projects shall be categorized as either Tier 1 (71-120 units/acre) or Tier 2 (121-150 units/acre). 3. Community contribution fees for additional units of density shall be calculated and assessed by the Village based on the following schedule, unless otherwise stipulated by the Village Commission:		
	% of Fee Assessed	
	Tier 1 (71-120 u/ac)	Tier 2 (210-150 u/ac)
With site plan approved within 12 months from effective date of Chapter 15 of the ULDC (Form-Based Code)	0%	25%
With site plan approved between 12-18 months from effective date of Chapter 15 of the ULDC (Form-Based Code)	25%	50%
With site plan approved within 18-24 months from adoption date of Chapter 15 of the ULDC.	50%	75%
With site plan approved 2 or more years from adoption date of Chapter 15 of the ULDC.	100%	100%
4. Twenty-five percent (25%) of the total assessed Community Contribution Fee shall be payable within 90 days of Commission approval of the site and development plan and shall be non-refundable. 5. The remaining seventy-five percent (75%) of the Community Contribution Fee shall be payable prior to or upon the issuance of a building permit and shall be non-refundable. 6. The Community Contribution fee shall be flat on a per-unit-of-additional-density basis.		

Community Contribution Fee schedule for T-6 Zone District

70 DU/AC base must pay an initial base contribution fee of \$20,000/unit of density.

Contribution requirements are established through a defined fee structure tied to increments of bonus height and density, providing a predictable framework for both the City and development community.

- Provide a developer's agreement that reflects any additional terms imposed by the Village Commission as conditions of approval.
- Include projects that increase access to the island Walk, which must be open to the public daily.
- Dedication: property owners are asked to dedicate property or ROW.
- 5% or more of total units dedicated as workforce housing.

Qualifying applicants may pay a Community Contribution Fee for bonus height, which is calculated based on an adopted fee schedule. The Village determined the fee requirement based on a Workforce Housing Program adopted in City code.

The structure allows contributions to be calibrated to the scale of development, ensuring that increases in intensity correspond to proportional public benefit.

Community Contribution Fees for Bonus Height in the RM-70 and CG Zoning Districts (Sec. 8.12) *	
Community contribution fees for bonus height shall be calculated and assessed by the Village based on the following schedule, unless otherwise stipulated by the Village Commission.	
(a) Residential and Hotel/Motel Uses	
For every 10 feet of bonus building height approved by the Village Commission:	
• \$750.00 per residential dwelling unit in the building • \$250.00 per hotel/motel sleeping unit in the building	
(b) Office, Retail or Restaurant Uses	
\$10.00 per square foot that exceeds maximum base height (excluding uncovered steps and exterior balconies).	
Community Contribution Fees for Transfer of Density Rights (TDR) Program (Sec. 8.13) *	
\$125,000.00 per nonwaterfront transferred density unit, and \$150,000.00 per waterfront transferred density unit approved by the Village Commission. **	
* Community Contribution Fees to be reviewed annually and adjusted as necessary by the Village Commission on the recommendation of the Village Manager during the budget process. ** The Community Contribution Fee for Transfer of Density Rights shall be paid to North Bay Village within 90 days of site plan approval by the Village Commission.	

Lessons Learned

Project Highlight: 8000 East Drive

The Project Receives:

- Increased density from 70 to 88.5 DU/AC (23% increase).
- 76 additional units purchased through TDRs developed from selected RFP parcels from the Village's Roughly 63% additional building height from transferred development rights.

The Community Receives:

- New 9,000 SF waterfront park with 1,200 LF of shoreline walkway, new seawall, and living shoreline.
- Sculpture park.
- Kayak launched and renovated marina.

This example illustrates how incremental increases in development capacity can be translated into tangible public improvements, reinforcing the linkage between project feasibility and community benefit.

- The **Community Contribution Fees** for increased density from TDRs pose a challenge to pinpoint. Feasibility studies should guide benchmarks however the schedule should be frequently revised, which the Village's commission looks to do.
- **The program's primary strength is the clarity and predictability of its contribution framework, allowing both developers and the City to understand how additional height and density translate into defined public outcomes.**
- **At the same time, the structured nature of the fee schedule may limit flexibility in responding to varying site conditions and market dynamics.**
- **While the urban context and development pattern differ from Hollywood Beach, the underlying approach—linking additional development capacity to clearly define public benefits through a structured system—remains highly relevant.**

WHAT THE DEVELOPER GETS:

- 25 units/acre (24%) density increase.
- 64% additional building height.
- 70%+ increase in total units.



WHAT THE COMMUNITY GETS:

- 9,000 SF public park.
- 1,200 LF waterfront walkway.
- \$10m in contributions to a new municipal building (\$2.2m pre-paid).
- Public kayak launch.



- \$10m from TDRs.
- \$2.4m payment on bonus height (with \$2.2m pre-paid).
- \$500k Community Contribution as part of the development agreement.
- \$1.1m payment in lieu fee for the required 5% of total units as workforce housing units (\$74,463/unit).

Lessons Learned:

- The Community Contribution Fees for increased density from TDRs pose a challenge to pinpoint. Feasibility studies present good benchmarks however the fee schedule should be frequently revisited, which the Village's commission looks to do.
- Despite obtaining bonuses legally, the community still demanded that incentivized projects comply with all concurrency and capacity needs. Transferring development rights does not mean sanitary sewer or water capacity are similarly transferable.
- A specific area plan process should be mandatory to ensure individual projects mitigate all off-site impacts. Traffic, parking, and infrastructure studies should be mandatory for incentivized projects.
- Preemptive studies may be done by the city to incentivize particular underdeveloped areas.

2. Historic Preservation Bonus Overlay Miami Beach



In 2019/2020 Miami Beach approved a finding of necessity to create the North Beach CRA. Miami Beach voters passed an FAR bonus in 2017, and now the City is seeing incoming investment.

The City created the North Beach Oceanfront Overlay District, Code Sec. 7.3.11.1. to incentivize preservation.

The overlay is placed on oceanfront lots in the North Beach Resort Historic District:

- Minimum lot area: 140,000 SF. • Minimum lot width: 450 FT. • Proposal must include development with the partial reconstruction of a previously existing contributing building.
- To receive the bonus height and floor area, proposal must include partial reconstruction of the contributing building.
- Floor Area Ratio (FAR) and height bonuses: As a voluntary development incentive, subject to the property owner's strict compliance with the conditions of this subsection, projects within the overlay shall be eligible for the following floor area and height bonuses:

- Base maximum FAR shall be 3.0.
- New construction limiting density to a maximum of 200 residential units shall receive a floor area ratio bonus of 0.25.
- New construction limiting hotel unit count to a maximum of 140 hotel units shall receive a floor area ratio bonus of 0.25.

- A property that elects, at the owner's sole discretion, to voluntarily execute a restrictive covenant running with the land, in a form approved by the city attorney, affirming that no residential unit on the property shall be leased or rented for a period of less than six months and one day, shall receive a floor area bonus of 0.50. The covenant shall expressly provide that an affirmative vote of six-sevenths of all members of the City Commission shall be required in order to release the covenant or to modify the covenant in such a manner as to impose a less stringent restriction after it is executed.
- FAR bonus of 0.5 for providing pedestrian pathways from Collins Avenue to the beach walk on the north and south sides of the property for public beach access in perpetuity shall receive a floor area bonus of 0.50. Such pathways shall be subject to the review and

approval of the Historic Preservation Board, and at least one of the pathways shall be located at ground level. The minimum width of each pathway shall be no less than 15 feet for the entirety of the pathway, except that stairs or other areas required to access the pathways may be a minimum of 8 feet in width.

- » For projects that satisfy all floor area bonus criteria in subsection 1(A)-(E), an additional floor area bonus of 1.0, and not exceeding 166,500 square feet of additional floor area, shall be available for partially reconstructing the pedestal of a contributing onsite building, to be approved by the Historic Preservation Board.
- Height Bonus: Maximum building height shall not exceed 200 feet. A project that meets the criteria for floor area bonuses in subsection (1)(A)-(F) shall be permitted a building height bonus of up to 100 additional feet, provided the maximum building height for the property does not exceed 300 feet.

3. A1A Beachfront Area (ABA) District Fort Lauderdale

The 2009 Central Beach Master Plan laid the groundwork for amending the land development code for the prime beachfront area along A1A in Fort Lauderdale. The district was created in anticipation of threats to the high quality resort destination character from increasing development pressure from hotel redevelopment. From the City of Fort Lauderdale's ULDC: "The district is intended as a means of providing incentives for quality development and redevelopment along a segment of A-1-A and to ensure that such development is responsive to the character, design and planned improvements."

Bonuses are given based on a voluntary "Design Compatibility and Community Character" point System. Sec. 47-12.5. A1A Beachfront Area Zoning Regulations: The design of the development may deviate from the maximum requirements of the FAR in the ABA zoning district and height in the PRD and ABA zoning districts when approval is sought through the use of the Design Compatibility Point System. The design compatibility of the proposed development shall be rated in accordance with the following design compatibility and community scale criteria:

- Line parking facility above first floor with habitable space (2 points);
- Provide parking that serves a valid municipal purpose (2 points);
- Implement sustainable practices that include, but are not limited to flood resiliency, additional stormwater storage capacity in flood prone areas, solar access to reduce demands for cooling and lighting, cool roofs, and green roofs (2 points);
- Internalize loading zone (2 points);
- Provide twenty percent (20%) more open space above the minimum standard outlined in Section 47-12.5C (2 points);

A1A Beachfront Zone and Building Massing.

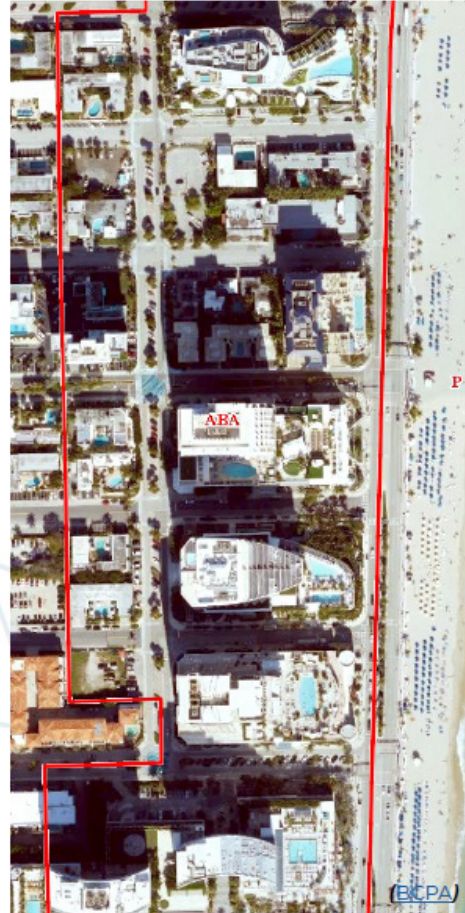


(City of Fort Lauderdale Zoning Map)

AIA Beachfront Area, 2005.



AIA Beachfront Area, 2025.

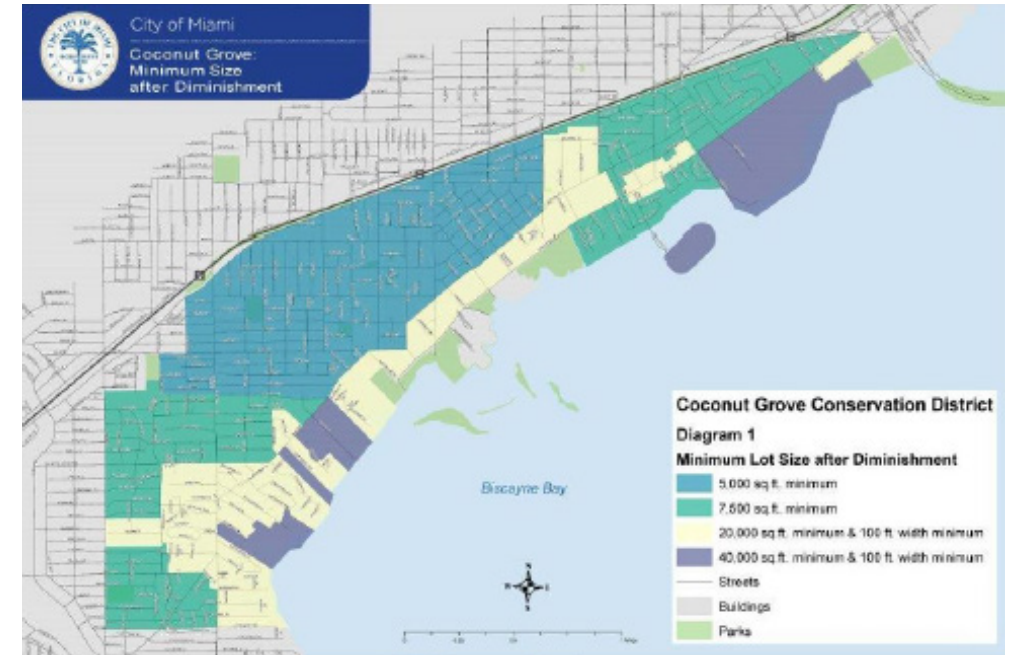


- Seventy-five percent (75%) of the front façade at ground level along a right-of-way is dedicated to active uses (2 points);
- Provide durable exterior materials such as but not limited to stone, masonry, metal paneling, and glass or a combination of, for a minimum of eighty percent (80%) of the building façades (2 points);
- Providing a minimum of four (4) expressive building tower top articulation elements such as, but not limited to: sculpted roof forms, terraced upper levels, integrated vertical architectural elements, viewing

decks at upper levels, and expressive tower top design (2 points).

A key takeaway from this case study is that harnessing growing demand by increasing voluntary entitlements preserves control of the urban design and character to enrich beach character, preserve pedestrian scale, and respect air and beachfront views. The resulting building forms rise from the beach into setback and stepped-back towers. To gain height, projects must utilize the point system that incentivizes buildings to respond to their surroundings on all four sides and meet high quality design criteria.

4. “Resiliency Trust Fund” and Neighborhood Conservation Overlay District: Density and Height Bonus Program, City of Miami



To help fund climate resiliency infrastructure, e.g. storm water pump stations, elevating of streets, erecting seawalls, adding rain gardens, bioswales, and native tree plantings, the City of Miami aims to implement a bonus system for projects that promise payments into the program in return for building height and added density. The program would be similar to Miami’s already-established Transit Oriented Development and Neighborhood Conservation District overlays where density bonuses are allocated to areas designated as near-transit, or where conservation is warranted.

This case is referenced as being representative of a targeted density approach to resilience and conservation: Miami’s resiliency program intends to relieve pressure on vulnerable neighborhoods by adding density to targeted areas, transferring development feasibility.

The City of Miami’s contribution schedule would be determined by the Planning Department and would reflect the average cost of recently constructed resiliency projects multiplied by the number of new units built. Projects built or proposed within the established “Resilience Fund Area” (RFA) would contribute to funds collected, and the program allows some flexibility to permit “spillover” into adjacent areas.

The City Commission decides on projects valued over \$100,000 within two RFAs, although more RFAs could be created.

As currently proposed for the T4 Transect Zone in the Coconut Grove Conservation District (CGCD), density may be increased from around 36 dwelling units per acre to 150, and 65 to 150 units per acre in T5 Transect Zones.

5. Development Bonus Program Sunny Isles Beach

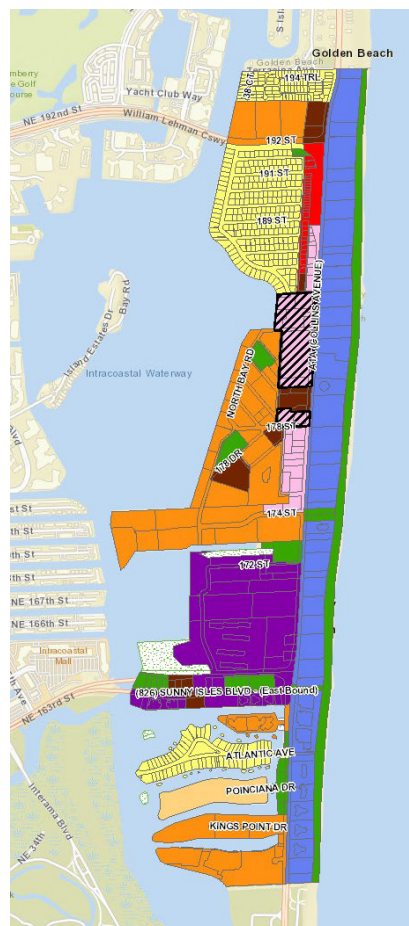
This bonus program was created to intentionally incentivize redevelopment that contributes to the public realm and provides for community benefits that otherwise would not have occurred. In this case study, the **Mixed Use Resort zoning code** is the relevant zone district. The City has frequently reviewed and updated the methodology to ensure congruency between the market cost of producing units and the developer contribution.

In this context, the Sunny Isles Beach program is instructive as a framework for how additional development capacity can be leveraged to generate public benefit, rather than as a model for a specific built form outcome.

The City established four “buckets” to which a development may contribute:

- **Trust fund:** Established a mechanism for direct financial contribution.
- **Zoning categories:** RMF-2, MU-R, MU-R with B-1 overlay.
- **Physical improvement:** Developer is required to build something.
 - » Affordable housing in RMF-2.
 - » Beach access easement in MU-R.
 - » Enclosed parking in B-1 business overlay.
 - » Site assembly in B-1 business overlay.
 - » Public oceanfront park and open space enhancement in target zones.
 - » Location: For being a waterfront property in the MUR or RMF-2 zone.
- Dedication: property owner is asked to dedicate property or ROW.

The program provides multiple contribution pathways rather than a single prescribed requirement, allowing public benefit to be delivered through a combination of financial contributions and on-site improvements. Eligible contributions may include affordable housing, beach access easements, parks and open space, structured parking, infrastructure improvements, and the dedication of land or right-of-way.



Sunny Isles Beach Zoning Map. The MU-R District (blue) is a targeted district for height and density incentives.

The bonus program utilizes increases in floor area ratio (FAR) to receive contributions. The base maximum FAR is 2.5 for all uses in the MUR district. Additional FAR is granted in exchange for defined public benefits, with incentives scaled based on contextual factors such as waterfront location, parcel size, and the extent of site assembly. This structure allows development intensity to be calibrated relative to the level of public benefit delivered.

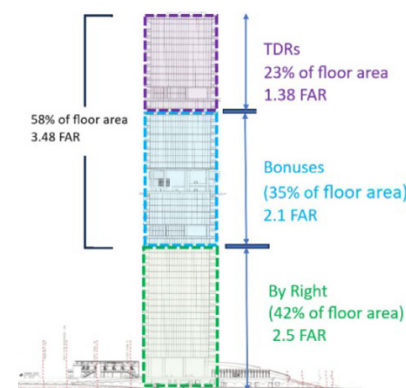


Illustration of cumulative floor area ratio bonuses and transferred development rights on the Turnberry Ocean Club tower (City of Sunny Isles). Impacts to City budget, as presented during a methodology review. (City of Sunny Isles)

FAR may be increased through:

- Beach access bonus.
- Public beach recreational enhancement bonus.
- Collins Avenue public streetscape enhancements.
- Sunny Isles Beach public parking bonus.
- Public oceanfront park and open space enhancements.
- Educational and cultural infrastructure bonus.

Contributions are paid when the developer receives their master permit. Impacts on the City's budget are apparent but temperamental.

This approach provides a flexible framework for aligning increased development capacity with measurable public benefit, while maintaining project feasibility across a range of development conditions.

The City is currently evaluating the bonus program's fee structure and reviewing the program's compatibility with its comprehensive plan to ensure maximum intensity and density with and without bonuses are clearly stated.

	2017 /2018	2018/ 2019	2019/ 2020	2020/ 2021	2021/ 2022	2022/ 2023	2023/ 2024
Beach Rec. Enhancement	-	-	-	\$4,923,178	-	-	-
Public Oceanfront Open Space	-	-	-	-	-	-	-
Educational and Cultural	-	-	-	\$1,641,059	-	-	-
Beach Access	-	-	-	\$1,641,059	-	-	-
Public Parking	-	\$320,760	-	\$1,641,059	-	-	-
Collins Ave. Landscape	-	\$384,912	-	\$4,923,178	-	-	-
Design Flexibility (side yard setback reduction)	-	-	-	\$450,000	-	-	-

* Paid at time of master permit

At the same time, the resulting development pattern illustrates potential tradeoffs associated with this approach, including the concentration of high-rise frontage, limited variation in building scale, and reduced ground-floor activation in certain locations. These outcomes underscore the importance of pairing incentive-based frameworks with urban design standards that reinforce pedestrian activity, public realm engagement, and overall character.

Accordingly, this case study is not intended to suggest a comparable physical outcome for Hollywood Beach, but rather to highlight how regulatory tools can be used to capture and translate incremental development value into public benefit within a defined policy framework.

City of Sunny Isles [Development Bonus webpage:](https://www.sibfl.gov/Building-Code/Planning-Zoning/Development-Bonuses)
<https://www.sibfl.gov/Building-Code/Planning-Zoning/Development-Bonuses>

Mixed Use Resort zoning code webpage:
https://library.municode.com/fl/sunny_isles_beach/codes/code_of_ordinances?nodeId=PAII-CH265ZO_ARTVIIIZODI_S265-35MIUSESDI

6. Case Study Highlight: Height Bonus Program, Sunny Isles Beach

Sunny Isles initiated a bonus program to utilize residential development to catalyze projects that contribute to public benefit. The City Commission conducted economic studies and workshopped the program's potential challenges on properties in the Eastside of Collins Bonus Program focusing on the Mixed Use Resort (MUR) district.

Participating developments receive a bonus to increase the floor area ratio (FAR), density, or for added design flexibility, i.e. reduced setbacks, resulting in increased buildable area and units. For a participating developer, each bonus unit equates to a cost of about \$200,000 per unit, equivalent to the fee the City charges. This fee is updated every few years – the last update doubled the fee.

How does it work?

The City established the financial contribution then created four "buckets" or ways a developer can participate:

- Contribute to a trust fund.
- Construct physical improvements (affordable housing, beach access, parking, oceanfront park or open space).
- Develop in a targeted location.
- Dedicate land or right-of-way.

How could a similar program benefit Hollywood?

The program's intent is to create a public contribution equivalent to incentivized entitlement that otherwise would not occur. The program creates a direct link between redevelopment and public benefit. It is likely that if Hollywood utilizes a similar program, the City could expect accelerated redevelopment time frames.



Could a similar program be disadvantageous for Hollywood?

If the City of Hollywood enables additional building area, even with economic studies justifying an appropriate trade-off contribution, the market could overshoot the given entitlement. Enabling a similar bonus program may overstimulate vertical construction particularly on smaller lots, overrunning community scale and character. Sunny Isles included a site assembly bonus to dissuade this, however its utility is questionable in the current market and the City of Sunny Isles is considering removing that particular incentive.

The "High Intensity" illustrations of Scenario C demonstrate the impact of a 2.0 FAR increase. The compatibility of such an increase must be carefully considered alongside community need.

The Sunny Isles case study embodies a scenario where incentives for developer contributions, at the largest scale, may not be appropriate for Hollywood Beach's character when height and buildable area bonuses are cumulative (in this case with transferable development rights). Such a scenario may unintentionally overstimulate development, even when accompanied by empirical research and equivalent trade-off fees.

7. Historic and Cultural Preservation: The Marion Hotel, City of Ocala



A local philanthropic family purchased the 1920s Hotel Marion Sovereign in downtown Ocala with an eye on invigorating redevelopment in a stagnant urban neighborhood.

To share renovation costs, the new owner approached the City Commission asking for a portion of the total project amount, promising the revamped building would shine a bright light on the former bustling central city. The project envisioned a fully modern, mixed use iconic structure that refreshed the community's authentic character while rejuvenating the tax base. In contrast, if the city did not help with costs the building would sit vacant until finally succumbing to wear and tear. Being listed on the national historic register only complicated future redevelopment efforts.

The commissioners approved a \$2.8m package after 3 years of negotiations. Every five years a \$650,000 grant is paid out. Not all residents, however, are enthralled to save the hotel. The linkage between taxpayer spending on the renovation of just one building is difficult to swallow.

NOTE: The project may already be bearing fruit. After allocating Marion funds, the commission Historic and Cultural Preservation: The Marion

Hotel City of Ocala approved another \$5.6m in incentives for other new projects including another hotel and parking garage, among other infrastructure improvements.

The Project Receives:

- \$2.8m in renovation funds, as \$650,000 bundles distributed over five-year periods.

The Community Receives:

- New \$1.25m public parking lot.
- Downtown catalyst project.

Lessons Learned:

- A historic renovation should accomplish more than just sitting pretty – the community must be able to feel a tangible benefit. The final approval challenge came down to a new public parking lot. If the neighbors do not feel the benefit, reduce the amount or include more easy-to-grasp public benefits.
- Include a buy-back clause in the incentives package to regain control of the project and take recourse should the developer bailout. In this case, the incentives package included a provision that allowed the city to buy back parts of the project within six years should the money not be used.

8. Historic and Cultural Preservation: The Biltmore City of Coral Gables



The Biltmore, the Spanish colonial mixed hotel and residential tower in the center of Coral Gables is a notable for being city-owned and for utilizing creative funding sources to support periodic renovation projects. Facing a much-needed and overdue renovation in 2018, the city who purchased the land in the 1980s, entered in an agreement with the lessee to redirect funds from rents to a renovation project, but not without strings attached.

The Project Receives:

- 50% of annual rent payments or \$10.5m to be redirected from what the City would receive as an annual payment to a \$25 million renovation effort.

The Community Receives:

- A refurbished building that, through past conditions, must remain a 4-star or higher quality resort hotel based on world rankings.
- Preserved historic design and exterior architecture. Historic and Cultural Preservation: The Biltmore City of Coral

Gables.

- Historic design elements must also carry through to nearby amenities which through agreement shall remain open to residents, visitors, and the public.
- Revenue from parking meters at the guest lot must go 100% to renovation projects on the building and property.

Lessons Learned:

- Historic architecture plus a grand scale equals a century visitor attraction.
- The renovation warranted an independent study or capital project needs assessment
- Throughout the years the landmark tower has stuck to its historic design character standing over and energizing the surrounding neighborhood.
- Although incentives were not used to
- Capital projects were evaluated when the City required an independent study to verify that projects contributed to restoring the historic character.

Case Study Analysis and Conclusions

The case studies presented in this report illustrate how similarly situated coastal municipalities have responded to redevelopment pressures, changing market conditions, and evolving state policy frameworks. Collectively, these examples demonstrate that regulatory flexibility—such as increased development capacity, bonus programs, or overlay districts—can help unlock reinvestment in aging coastal environments. However, the case studies also highlight that regulatory changes alone do not guarantee positive physical, social, or environmental outcomes.

Across the reviewed municipalities, redevelopment outcomes varied significantly depending on how entitlement flexibility was paired with urban design controls, infrastructure planning, and resiliency strategies. In each case, additional development capacity was linked—either directly or indirectly—to the creation of incremental value, which was then translated into public benefit through a range of contribution frameworks, including flexible incentive programs, structured fee schedules, and geographically targeted investment tools. In some cases, increased height or intensity supported economic revitalization but resulted in larger building massing, diminished fine-grain character, or increased pressure on evacuation, drainage, and public infrastructure systems. In other cases, communities that coupled regulatory flexibility with clear urban design frameworks, public realm expectations, and comprehensive planning tools were better able to manage scale, protect character, and integrate resiliency considerations into redevelopment outcomes.

The case studies underscore that questions of building form, public realm quality, and coastal resilience cannot be resolved through zoning text or entitlement alone. Instead, they point to the importance of coordinated master planning, form-based or hybrid design standards, and infrastructure planning at the district scale. These

lessons are particularly relevant to Hollywood Beach, given its narrow land area, evacuation constraints, historic core, and tourism-oriented economy.

Collectively, the case studies demonstrate that while regulatory flexibility can unlock redevelopment potential, it must be implemented within clearly defined policy guardrails. These guardrails include urban design expectations, public realm standards, infrastructure capacity, and resiliency requirements, which together ensure that increases in development capacity are aligned with community character, environmental constraints, and long-term performance.

Accordingly, the case studies should be understood as informing the range of policy tools available to the City, rather than prescribing a specific regulatory outcome. The cumulative findings support a value-based framework in which additional development capacity is evaluated not only in terms of feasibility, but in terms of its ability to generate and capture incremental value that can be directed toward measurable public benefit within these policy guardrails. The cumulative findings support the use of urban design guidelines, resiliency planning, and carefully calibrated overlay or bonus programs as essential mechanisms to mitigate potential impacts and align redevelopment with a clear, community-supported vision. This synthesis provides the foundation for the urban design, resiliency, Live Local Act, and recommendation sections that follow.

Redevelopment along Hollywood Beach is

Policy Guardrails

shaped by a combination of market conditions, local regulations, and state policy frameworks. As demonstrated throughout this study, increases in development capacity may improve feasibility and support reinvestment; however, without appropriate controls, they may also introduce unintended impacts related to building form, infrastructure capacity, evacuation performance, and environmental resilience.

Accordingly, any consideration of increased height or density should be evaluated within a defined set of policy guardrails. These guardrails establish the parameters within which redevelopment can occur, ensuring that additional development capacity is aligned with community character, public realm expectations, infrastructure limitations, and long-term resiliency objectives.

These guardrails include urban design standards, public realm requirements, infrastructure and evacuation capacity, and climate adaptation strategies. Together, they provide a coordinated framework to guide how and where growth should occur, while ensuring that redevelopment contributes to the overall performance, livability, and identity of Hollywood Beach.

The sections that follow outline key policy guardrails related to the Live Local Act, resiliency planning, and urban design, each of which plays a critical role in shaping redevelopment outcomes along the beach.

The Live Local Act

The Live Local Act (LLA), enacted as Senate Bill 102 in 2023 and subsequently refined through additional legislation, establishes a statewide framework to expand affordable and workforce housing opportunities. Intended to accelerate housing production, the Act reduces preempts local authority on certain development plans to streamline approval processes for projects that include 40% of units at 120% of area median income (AMI) in commercially and industrially zoned areas.

The Act introduces new development entitlements for qualifying projects. While intended to address housing affordability, its implementation in coastal and tourism-oriented communities may produce unintended consequences if local regulations are not carefully calibrated. Municipalities retain tools such as bonus programs, variances, and special exceptions that may fall outside automatic entitlements. By establishing targeted overlays and incentive programs, the City can guide development outcomes while avoiding unintended consequences associated with over-entitlement.

Characteristics unique to Hollywood Beach including high land values, limited available land, aging building stock, and strong market demand should factor into policy considerations, including

the need for further study or small area planning to inform decision-makers of potential on the ground impacts. Modest amendments to height or density may effect outcomes beyond targeted locations considering land use implications from one mile comparability provisions and administrative approval pathways. Without careful calibration, zoning changes intended to improve feasibility at select locations could unintentionally lower the threshold for LLA projects in areas the City does not intend to intensify, reducing the City's ability to manage built form, infrastructure capacity, evacuation performance, and neighborhood character along the beach. Local governments must allow the highest height permitted for any commercial or residential development within one mile, or at least three stories—whichever is greater; the highest residential density allowed anywhere within the jurisdiction; no FAR lower than 150 percent of the highest currently allowed FAR; and must consider reductions to parking requirements consistent with statutory provisions. This significantly increases development potential on qualifying properties. In the near term, the Live Local Act creates a stimulus for the City to consider a regulatory strategy backed by study and planning that utilizes the tools in the recommended action and implementation sections that follow in this study.

Resiliency

South Florida is ground zero for climate change effects. Sea level rise (SLR), storm surge (SS), extreme precipitation (EP), and extreme Heat (EH) are all putting pressure on the built environment and Hollywood's barrier island is on the front line of these issues.

The City of Hollywood worked with Hazen to conduct a vulnerability assessment and the four categories mentioned above have been identified to impact assets (e.g., roads, pump stations, etc.) and will in turn impact the population on Hollywood Beach and in the city as a whole. The vulnerability assessment has provided the city's leaders with the information needed to move forward with the knowledge of which assets are vulnerable and the Adaptation Plan which will guide the city's ability to adapt to the difficult challenges to come from climate change while simultaneously creating a cohesive and effective policy driver throughout all the city's planning documents.

The City may give consideration to resiliency factors and the adaptation strategies laid out in the Adaptation Plan to guide how and where redevelopment on Hollywood Beach occurs if policy changes are pursued. Where the need for resiliency strategies is high, redevelopment should align with the Adaptation Plan by incorporating the following in standards for new development:

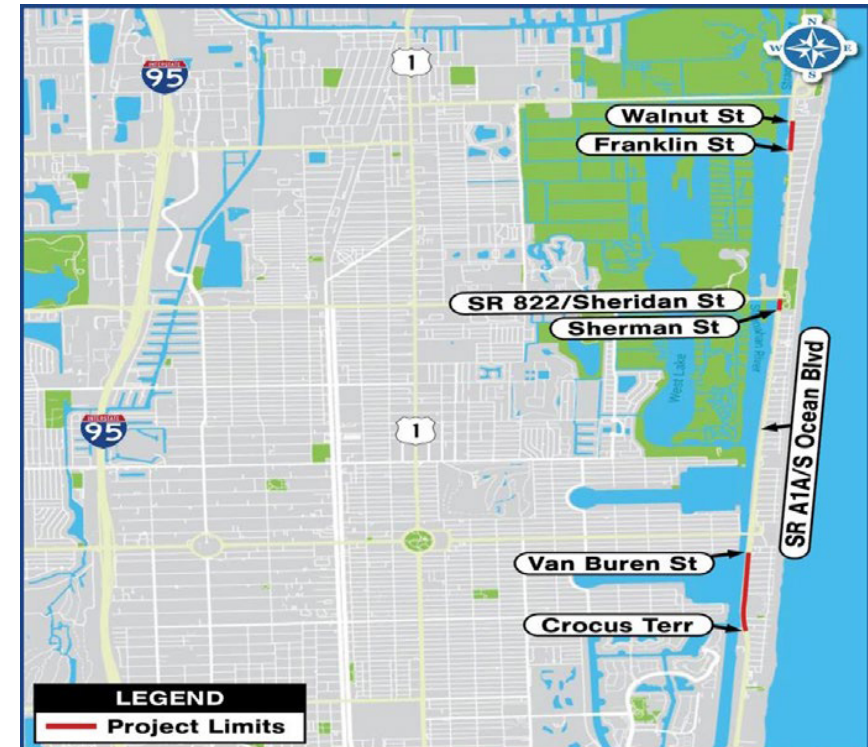
- Drainage improvements such as infiltration basins, swales, pervious pavement, rain gardens help to manage storm water by "absorbing excess water and reducing runoff" (City of Hollywood Adaptation Plan, 2023).
- Installing pumps on site of the new developments.
- Green and nature based building that minimize environmental impacts of construction while maximizing resilience. Some examples of nature-based solutions are green roofs, rain gardens & urban forests.

The city should implement the policy, land use and zoning revisions that are suggested in the **Adaptation Plan**. Some examples of those strategies are:

- "Developing comprehensive strategies and guidelines to address climate change impacts and promote adaptive responses" (City of Hollywood Adaptation Plan, 2023).
- Use proactive planning to establish regulations for land use and development.
- Ensure efficient allocation of resources by implementing adaptation measures.
- Update the land development and zoning codes to support adaptation planning; higher BFE, higher heights to allow for higher BFE, landscape requirement updates the allow for more native plants and trees, bioswales, rain gardens and green roofs.

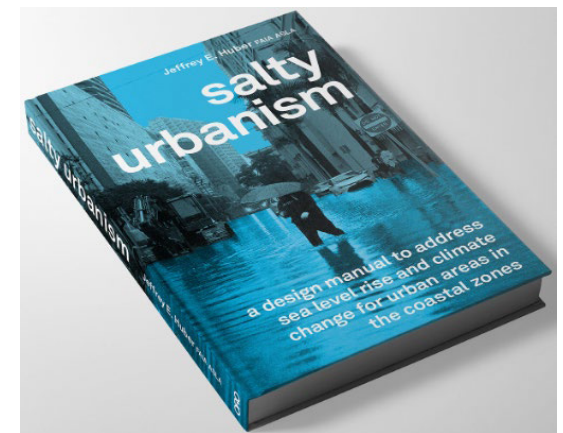
The Florida Department of Transportation has several projects on Hollywood Beach that increase the area's resiliency. SR A1A/South Ocean Blvd Drainage Improvement Projects are in partnership with Broward County and the City of Hollywood. The project limits are on SR A1A/SD Ocean Blvd from Sherman Street to SR 822/Sheridan Street, from Franklin Street to Walnut Street, and from Crocus Terrace to Van Buren Street. The project improvements are:

- Installing four stormwater pumps stations and drainage structures near the intersections of SR A1A/South Ocean Blvd and Azalea Terrace, Van Buren Street, Sherman Street, and Franklin Street to enhance long-term infrastructure resilience.
- Installing seawall along SR A1A/South Ocean Blvd from Sherman Street to SR 822/Sheridan Street, and from Palm Street to Walnut Street to enhance long-term infrastructure resilience.
- Reconstructing sidewalks and the roadway affected by pump station and seawall installation.



These resilience-focused infrastructure projects are establishing the foundation for a more resilient framework for redevelopment on Hollywood Beach.

For further guidance with urban design and utilizing green infrastructure **"Salty Urbanism: A Design Manual for Sea Level Rise and Climate Change in Urban Areas"** by Jeffery Huber can be utilized as a framework for implementing the strategies that are in the city's Adaptation Plan.



Urban Design and Historic Preservation



Zoning should yield an urban design that strategically regulates size, scale and mass while contributing to the beach experience, including contextual cues emphasizing landscape and open space.

Growth along Hollywood Beach, whether modest or significant, must be shaped by clear urban design principles that focus on how development is experienced rather than only how much development is permitted. Height and density alone do not determine whether redevelopment enhances or diminishes the beach. The defining factor is how buildings are designed, how they relate to the public realm, and how they transition in scale across Hollywood Beach. When guided intentionally, development can support economic vitality, tourism, and reinvestment while preserving the walkable, human-scale character that defines Hollywood Beach.

Within this context, urban design and historic preservation function as primary policy guardrails, ensuring that increases in development capacity are translated into outcomes that reinforce character, scale, and the public realm.

A fundamental principle is managing building height and massing through thoughtful transitions rather than abrupt change. Taller buildings can be accommodated in appropriate locations when paired with lower scale podiums, building step backs, and articulated façades

that maintain a comfortable pedestrian Urban Design environment and protect access to light, air, and views. Building spacing, orientation, and modulation are critical tools to prevent wall-like conditions and to ensure that views to the ocean and sky remain part of the shared public experience. These design strategies distinguish well-managed coastal environments from places where uncoordinated vertical growth has overwhelmed the beach.

Equally important is the role of streets, parks, and open spaces as the organizing framework for growth. The public realm should function as a continuous and connected system that prioritizes walkability, comfort, and access to the waterfront. Active ground floor uses, shaded sidewalks, quality streetscapes, and visible, accessible open spaces help ensure that redevelopment contributes to the beach experience rather than privatizing it. As intensity increases, the quality and distribution of public space become essential to maintaining livability and supporting tourism and local businesses.

These elements establish baseline expectations for redevelopment, ensuring that increased intensity enhances, rather than detracts from, the overall experience of Hollywood Beach.

Hollywood Beach's historic fabric provides a strong reference for future redevelopment and should guide how new buildings are scaled and detailed. The existing pattern of low- to mid-rise structures, fine-grain lotting, and a strong relationship between buildings and the Broadwalk contributes to a unique identity that distinguishes Hollywood Beach from other coastal environments.

Historic preservation serves as a complementary policy guardrail, ensuring that redevelopment respects and integrates the character-defining elements that contribute to this identity.

Design that responds to established building rhythms, street patterns, and relationships between buildings and public space allows growth to reinforce rather than replace the beach's identity. Sensitive height transitions, compatible podium heights, and opportunities for adaptive reuse help ensure continuity between historic areas and new development while strengthening sense of place.

In this context, preservation is not intended to limit reinvestment, but to guide it—ensuring that incremental increases in development capacity are compatible with the scale, pattern, and cultural significance of existing structures and districts. These urban design principles also provide a clear way to connect zoning flexibility to public benefit. Tools such as height bonuses, additional floor area allowances, and transfer mechanisms can be tied

to measurable design performance standards, including enhanced public spaces, preserved view corridors, improved streetscapes, resilience measures, and sensitivity to historic context. In this way, zoning becomes a tool to shape outcomes rather than simply regulate quantity.

This approach reinforces a value-based framework in which additional development capacity is evaluated not only in terms of feasibility, but in terms of its ability to deliver high-quality urban design and meaningful public benefit.

Taken together, these principles demonstrate the need for a coordinated framework to guide redevelopment along the beach. A Beach Master Plan and accompanying Beach Design Guidelines are the appropriate tools to translate these principles into clear and predictable expectations for property owners, developers, and the public. By establishing a shared vision for built form, public space, and growth management, regardless of the development scenario ultimately pursued, the City can manage reinvestment intentionally, support the objectives of the Community Redevelopment Agency, strengthen tourism and economic development, and protect the long term character and integrity of Hollywood Beach.

As the City evaluates potential regulatory changes, urban design and historic preservation should serve as foundational policy guardrails through which any increases in height or density are assessed and implemented, ensuring that redevelopment aligns with both community expectations and long-term coastal resilience objectives.

Findings



The analysis undertaken as part of this study identifies several key themes that influence how redevelopment along Hollywood Beach may occur in the near and long term. These findings reflect the interaction between market conditions, existing regulatory frameworks, and evolving state policy requirements, and provide a foundation for evaluating future policy direction.

Hollywood Beach is not a uniform environment, but rather a collection of distinct subareas—North, Central, and South Beach—each defined by different physical conditions, development patterns, and market dynamics. These differences directly influence both redevelopment feasibility and appropriate development form. As a result, a uniform regulatory approach is unlikely to produce consistent or desirable outcomes, and future policy considerations should be calibrated to reflect these varying conditions.

Within this context, building conditions emerge as a primary driver of change. Clusters of aging and underutilized properties create both a need and an opportunity for reinvestment, particularly within Central Beach.

As these properties transition over time, they will play a significant role in shaping redevelopment patterns and influencing where change is most likely to occur.

At the same time, the analysis identifies a key misalignment between existing land use policy and zoning regulations. While the County Comprehensive Plan permits greater flexibility—particularly with respect to hotel intensity in commercial areas—the City’s Comprehensive Plan and zoning regulations introduce additional constraints that limit development potential. This is most evident in Central Beach, where hotel density and height are more restrictive at the City level despite strong market demand for hospitality uses.

As a result, redevelopment that is otherwise supportable from a market and land use perspective may not be achievable under current zoning. This creates a condition where regulatory limitations, rather than physical or economic constraints, are inhibiting reinvestment. In particular, commercial areas along the beach that are intended to support tourism and hospitality uses are not currently calibrated to accommodate that demand.

Redevelopment is also constrained by underlying physical and environmental conditions. Flood elevations, infrastructure capacity, and ongoing public investments influence how sites are designed, how development is configured, and the long-term viability of projects. These factors establish baseline conditions that must be addressed through redevelopment, but they do not, in isolation, justify increases in height or density. Instead, they define the parameters within which redevelopment must occur.

In parallel, the regulatory environment is evolving in ways that may introduce additional development capacity independent of local planning objectives. The Live Local Act establishes minimum thresholds for height, density, and intensity that may be realized through administrative approval processes, creating the potential for increased development capacity without local calibration. Under the Act:

- Development may be permitted up to the highest height within one mile, or at least three stories above existing limits.
- Density and intensity may be increased based on jurisdiction-wide benchmarks.
- Qualifying projects may proceed through streamlined approval processes.

This creates a condition in which development potential may be introduced without alignment to local priorities, reinforcing the need for the City to proactively define where and how this capacity should be accommodated. Importantly, development capacity achieved through bonus programs, special exceptions, or variances is not used to establish the “highest height” benchmark

under the Act, preserving these discretionary tools as a means to guide development outcomes without expanding by-right entitlements.

The feasibility analysis demonstrates a clear relationship between development capacity and project viability. At lower heights—generally between five and six stories, development feasibility is limited, with little to no capacity to generate additional value beyond baseline returns. As building height and intensity increase, feasibility improves, and incremental value begins to emerge. At higher thresholds, this value becomes more meaningful, creating the opportunity to capture public benefit as part of the redevelopment process.

The case study analysis reinforces that there are multiple approaches to structuring redevelopment and capturing this value. While implementation methods vary—ranging from flexible contribution programs to structured fee schedules and geographically targeted investment strategies—the underlying principle remains consistent: additional development capacity generates incremental value, which can be translated into public benefit through defined mechanisms.

A key consideration is that the effectiveness of this value exchange depends on how contributions are structured and applied. Public benefit should not be treated as a fixed or uniform requirement, but rather as a responsive tool aligned with the current and evolving needs of Hollywood Beach. Contributions may include public realm improvements, infrastructure upgrades, resiliency investments, or community-serving amenities, and should be calibrated to address identified

gaps and priorities. This approach ensures that redevelopment produces meaningful outcomes and supports the long-term performance of the beach.

In addition to contribution-based frameworks, transfer of development rights (TDR) represents a complementary tool to manage redevelopment within the framework of the County and City Comprehensive Plans. TDR allows development capacity to be redirected from areas where preservation of scale and character is desired to areas better suited to accommodate additional intensity. When applied strategically, this approach can reinforce existing development patterns, protect character-sensitive areas, and align growth with infrastructure capacity. This tool may be particularly applicable in areas such as South Beach, where existing development patterns, parcel sizes, and precedent support the accommodation of additional height and intensity.

While development capacity and feasibility are important considerations, the ultimate success of redevelopment is determined by how growth is shaped. Urban design and historic context are critical in defining redevelopment outcomes. The quality of the public realm, the relationship of buildings to the Broadwalk and waterfront, and the preservation of scale and character are central to maintaining the identity of Hollywood Beach. Without clear design expectations, redevelopment may result in outcomes that diminish the pedestrian experience and erode the character of the beach.

These findings collectively demonstrate that redevelopment cannot be evaluated solely through the lens of entitlement. Instead, it must be guided by a coordinated framework that

integrates development capacity with clearly defined policy guardrails. These guardrails ensure that growth is aligned with community objectives, environmental constraints, and long-term performance, and include:

- Urban design and public realm standards.
- Infrastructure capacity and evacuation performance.
- Resiliency and climate adaptation requirements.
- Historic preservation and character considerations.

Finally, it is important to recognize that not all areas of Hollywood Beach will achieve redevelopment feasibility under modest height or intensity scenarios. Where a desired design framework or character objective results in development potential below feasibility thresholds, the City may need to consider alternative programs to incentivize or support reinvestment. These may include targeted incentives, public-private partnerships, or other subsidy mechanisms intended to facilitate redevelopment that aligns with established character while remaining economically viable. If pursued, such approaches would require further analysis and detailed study to determine appropriate structure, funding mechanisms, and implementation strategies.

Taken together, these findings indicate that future policy direction should be targeted, context-sensitive, and grounded in both physical and market realities. By aligning development capacity with a structured, value-based framework for public benefit—calibrated to the evolving needs of Hollywood Beach—and supported by clear policy guardrails, the City can facilitate reinvestment while protecting the character, functionality, and long-term resilience of the beach.

Recommendations

Based on the findings of this study, the City should pursue a targeted and coordinated approach to enable reinvestment on Hollywood Beach while ensuring that redevelopment outcomes align with community character, urban design, resiliency, and long-term performance.

A consistent theme throughout this analysis is that decisions related to height, density, and redevelopment should be informed by a clear and shared vision for Hollywood Beach. Accordingly, public engagement should be a foundational component of future policy direction, ensuring that regulatory changes reflect community priorities and are supported by a transparent and defensible planning process.

The following recommendations establish a framework to guide near-term decision-making while supporting the development of a comprehensive long-term vision.

Realign Zoning with Land Use and Market Demand

Existing City regulations are, in some instances, more restrictive than the underlying County land use framework, particularly within commercial areas where hotel and tourism uses are appropriate. This misalignment limits the ability to realize development that is otherwise permitted at the policy level and supported by market demand.

The City should evaluate targeted modifications to zoning and Comprehensive Plan policies to allow increased height and density in appropriate commercial areas, particularly within Central Beach. These modifications should be informed by market conditions, feasibility thresholds, and community input to ensure that increased capacity is applied in a manner consistent with the desired character and function of the beach.

Establish a Targeted Height and Incentive Overlay Framework

Rather than applying uniform increases in development capacity, the City should establish a targeted overlay or incentive framework that allows additional height and density in defined locations.

This framework should be geographically specific, calibrated based on feasibility, and structured to support transitions in scale across subareas. Additional capacity should be granted through discretionary mechanisms that allow the City to evaluate proposals in the context of site conditions, design quality, and public benefit.

The location and structure of such an overlay should be informed through public engagement, ensuring alignment with community expectations regarding where and how growth should occur.

Link Additional Development Capacity to Public Benefit

Additional height and density should function as a value exchange, where incremental development capacity is paired with measurable public benefit.

Public benefit priorities should be defined based on the current and evolving needs of Hollywood Beach and may include public realm improvements, infrastructure and resiliency investments, mobility enhancements, historic preservation, and community-serving amenities.

A flexible framework should be established to allow contributions to be delivered in a variety of forms, while maintaining a clear relationship between additional development capacity and the value generated. This approach ensures that redevelopment contributes to meaningful and visible outcomes that support the long-term performance of the beach.

Use Urban Design as the Primary Tool to Shape Outcomes

Urban design should serve as a primary mechanism to guide redevelopment and ensure that increased capacity results in high-quality, context-sensitive outcomes.

Clear expectations should be established for building massing, height transitions, ground-floor activation, public realm integration, and the relationship between development and the Broadwalk and waterfront. These standards should reinforce the character and identity of Hollywood Beach while accommodating appropriate growth.

Urban design guidelines should be developed and refined through a collaborative process, ensuring that design expectations are clearly understood and broadly supported.

Integrate Resiliency and Infrastructure into Development Standards

Resiliency and infrastructure considerations should be embedded within redevelopment requirements to ensure long-term viability and performance.

Development should align with the City's adaptation strategies and incorporate measures related to stormwater management, flood mitigation, infrastructure capacity, and evacuation considerations. These elements should be treated as baseline requirements for redevelopment, rather than discretionary enhancements.

Utilize Transfer of Development Rights (TDR) Strategically

The City should evaluate the use of transfer of development rights (TDR) as a tool to manage growth and reinforce subarea character.

TDR can allow development capacity to be redirected from areas where preservation of scale and character is desired to areas better suited to

accommodate additional intensity. This approach can help protect lower-scale environments while supporting reinvestment in areas with appropriate infrastructure and development patterns.

This tool may be particularly relevant in areas such as South Beach, where existing conditions support higher intensity development.

Address Feasibility Constraints Through Targeted Strategies

The feasibility analysis indicates that not all areas of Hollywood Beach will support redevelopment under modest height or intensity scenarios. Where desired development patterns fall below feasibility thresholds, the City may need to consider targeted strategies to support reinvestment.

These may include incentive-based programs, public-private partnerships, or other mechanisms designed to offset feasibility gaps while maintaining desired development outcomes. If pursued, such strategies should be further evaluated and calibrated through detailed analysis.

Initiate a Comprehensive Beach Master Plan

To guide long-term redevelopment, the City should initiate a comprehensive Beach Master Plan. This effort should establish a unified vision for Hollywood Beach, define subarea character, and integrate urban design, resiliency, infrastructure, and mobility considerations.

The Master Plan process should be grounded in robust public engagement, ensuring that community input informs the development of policy direction and design expectations. This plan will serve as the primary framework for future zoning updates and implementation strategies.

Next Steps

To advance these recommendations, the City should pursue a phased implementation approach that prioritizes early engagement and coordination between planning, infrastructure, and community objectives.

Near-Term (0–2 Years)

- Initiate a structured public engagement process focused on character, height, and redevelopment priorities
- Evaluate targeted zoning and Comprehensive Plan modifications in key commercial areas
- Develop a preliminary overlay or incentive framework for Commission consideration
- Identify priority redevelopment areas and establish feasibility benchmarks
- Begin evaluation of potential TDR strategies and public benefit frameworks

Mid-Term (2–5 Years)

- Initiate the Hollywood Beach Master Plan process, with ongoing community engagement
- Conduct supporting technical studies related to infrastructure, transportation, resiliency, and historic resources
- Develop urban design guidelines and subarea-specific development standards
- Establish a formal public benefit program aligned with identified community priorities

Long-Term (5+ Years)

- Adopt Comprehensive Plan and zoning updates consistent with the Master Plan
- Implement form-based or hybrid zoning tools where appropriate
- Establish long-term funding mechanisms for infrastructure and public improvements
- Coordinate capital improvements with redevelopment activity
- Monitor development trends and refine policies as needed

Implementation Approach

This framework is intended to support near-term reinvestment while establishing a long-term planning structure that is informed by technical analysis and community input. By aligning development capacity with public benefit and clear policy direction, the City can guide redevelopment in a manner that supports economic vitality while preserving the character and resilience of Hollywood Beach.

Conclusion

The findings of this study demonstrate that redevelopment on Hollywood Beach is influenced by a combination of regulatory conditions, market dynamics, and physical constraints. While targeted policy adjustments may be necessary to enable reinvestment in the near term, long-term success depends on the establishment of a clear, coordinated, and community-supported vision.

A comprehensive Hollywood Beach Master Plan is essential to guide this process. Beyond informing land use and zoning decisions, the Master Plan should serve as an integrated framework that aligns planning, urban design, infrastructure, resiliency, mobility, historic preservation, and capital investment strategies across City departments. By establishing clear priorities and coordinated implementation pathways, the City can ensure that redevelopment occurs in a logical, proactive, and performance-driven manner.

Equally important, the Master Plan provides clarity and predictability for the development community. By clearly defining where growth is appropriate, what outcomes are expected, and how public benefits are structured, the City can establish a transparent framework for decision-making. This clarity allows property owners and developers to better understand where the City is prepared to be flexible and where it is not, reducing uncertainty and supporting more consistent, well-aligned development proposals.

Without such a framework, there is a risk that redevelopment decisions will occur in a fragmented or reactive manner, limiting the City's ability to achieve consistent outcomes or maximize public benefit. Conversely, a well-defined Master Plan enables the City to direct growth intentionally, align public and private investment, and ensure that redevelopment supports the long-term character, functionality, and resilience of Hollywood Beach.

Implementation Framework for Hollywood Beach

The feasibility analysis provides a data-driven understanding of how existing regulations perform and how alternative scenarios may influence redevelopment potential. Any changes to land use or zoning policy are legislative decisions for Commission consideration. The following short-, medium-, and long-term recommendations provide a structured implementation framework.

Short-Term Recommendations (0–2 Years)

Recommendation 1: Establish a near-term regulatory strategy in response to the Live Local Act through targeted overlay or bonus programs that provide additional development capacity in exchange for public benefits rather than automatic entitlements.

Recommendation 2: Implement context-sensitive overlay or bonus programs in appropriate subareas. 2A: Allow moderate increases along the Intracoastal tied to public benefits. 2B: Allow contextual infill in South Beach subject to enhanced design and resiliency standards.

Recommendation 3: Establish a Central Beach hospitality-focused overlay prioritizing resort and hotel uses while limiting residential development and tying capacity increases to public benefits and design standards.

Recommendation 4: Maintain the character of North Beach while pursuing targeted zoning modernization focused on livability and amenity placement without increasing overall height or density.

Recommendation 5: Establish block assembly and site planning principles encouraging full or half-block redevelopment and preserving alleys to support mobility and evacuation. Implementation Framework for Hollywood Beach

Recommendation 6: Tie additional development capacity to clearly defined public benefits such as resiliency, mobility, and public realm improvements.

Medium-Term Recommendations (2–5 Years)

Recommendation 7: Initiate a comprehensive, community-led Hollywood Beach Master Plan integrating economic feasibility, urban design, mobility, resiliency, and public realm strategies.

7A: Prepare subarea-based urban design visions and form-based guidelines.

7B: Conduct a transportation and evacuation strategy.

7C: Develop a public realm and open space strategy.

7D: Prepare a historic and cultural resource strategy for Central Beach.

Long-Term Recommendations (5+ Years)

Recommendation 8: Pursue Comprehensive Plan amendments consistent with the adopted master plan, recognizing that required technical analyses align with master plan components.

Recommendation 9: Adopt form-based or hybrid zoning districts for key subareas.

Recommendation 10: Establish a permanent public benefit or infrastructure fund tied to bonus programs.

Recommendation 11: Coordinate capital improvements with redevelopment and resiliency goals to support long-term sustainability and character of Hollywood Beach.

Zoning regulations and long-range policies currently in place are likely to continue limiting redevelopment on Hollywood Beach. Existing comprehensive plan policies will guide redevelopment that preserves the island's historic character as originally envisioned by the City's founders until demand escalates.

Any changes to land use or zoning policy are legislative decisions to be considered by the City Commission based on community input and the findings of this analysis. Based on the study's findings, the City may consider whether targeted regulatory adjustments are appropriate to support reinvestment while protecting the character and resilience of Hollywood Beach, with any such changes tied to clearly defined public benefits.

The City Commission may desire future zoning changes using an evidence-based methodology to ensure the built environment matches community vision and market realities. In the short term, the City Commission may engage in a community engagement exercise to mesh the evidence-based methods presented here with public participation to initiate zoning changes. Outcomes of this exercise may include updated master planning and a framework for design guidelines to be adopted into City ordinance.

Considerations for the City Commission:

1. New height overlay incentive district.

An overlay or bonus framework transforms additional height from an entitlement into a policy instrument. Under such an approach, added height is earned in exchange for tangible community benefit.

In no case is increased height automatic or intended to be applicable to all properties in a created overlay.

A bonus height overlay creates an opportunity for private investment to directly support public priorities, such as hardened infrastructure, improved stormwater and flood resilience,

enhanced transit and mobility connections, improved public realm and pedestrian environments, and other outcomes that improve the long-term performance and livability of Hollywood Beach. In doing so, the City is not simply allowing more development, but actively shaping the quality, resilience, and public value of redevelopment

A new district or overlay becomes the target area for implementation.

Recommendations include:

- Identify and map strategic nodes as targeted areas to receive the additional 10 stories or 125 feet in height. Projects in these districts may utilize the zone or overlay through agreement to contribute a matching developer contribution to be used for public benefit.
- Create massing and setback form-based regulations for tower/base buildings that emphasize preservation of ocean and waterfront views, and preservation of viewsheds for future development.
- Existing tower/base setback and height stepbacks for RM-25_SCB, BRT-25-AIA-R/C, are adequate up to roughly 110 feet in height.
- Honor the CRA Hollywood Beach Master Plan context-based guidelines regarding stepbacks and skyplane requirements when adjacent to identified historic or locally significant properties.
- Consider a "sky-plane" setback or stepback requirement beginning at the beach front property line of 1 foot vertical for 2 feet horizontal for all redevelopment utilizing the height increase.
- Establish a minimum lot area of +/- 50,000 SF.
- Depending on market forecasts, establish a site assembly incentive: "For parcels over 40,000 square feet in area, the height shall be increased by 50 feet for each additional

10,000 square feet of lot area" up to a capped height.

- Consider a character and design criteria bonus point system: Projects receive a higher score and height/density bonus if they meet a list of criteria including:
 - » Creation of public parking.
 - » Exceeding the open space requirement.
 - » Expressive building design.
 - » Enhanced materiality.
 - » Ground floor activation and pedestrian facilities.
 - » Context-based design criteria for different frontages.
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- See Appendix for model districts.
- Amend the land use map to accommodate higher densities: the map at right illustrates where land use designations may not support feasible projects and where land use map amendments would be required. Current densities – generally 25 dwelling units/ acre (DU/Ac) for multifamily, 50 rooms/acre for hotel – must be increased to around 100 to 150 DU/Ac to support feasible building heights.
- In the General Business (GB) land use district south of Hollywood Blvd, Hotel projects may be feasible without any increase in hotel room density. A district-wide increase in hotel density may result in a predominance of hotel projects.
- Amend the zoning map: the map at right illustrates zone lots that require rezoning to allow for additional height and buildable area to produce feasible projects. 2. Create a program and list of public benefit projects and efforts for developments to utilize bonus height and density. Such contributions are envisioned to apply to far-reaching efforts that benefit residents, workers and visitors community-wide. Similar to the Miami Beach and Sunny Isles case studies, such programs may include:
 - Creation of a trust fund.
 - Contributions to resiliency efforts or infrastructure.

