

MEMORANDUM

AGENDA ITEM #III.D.

DATE: SEPTEMBER 30, 2026

TO: COUNCIL MEMBERS

FROM: STAFF

SUBJECT: REGIONAL ISSUES: COMPREHENSIVE PLAN AMENDMENT REVIEW – CITY OF HOLLYWOOD
26-05ESR (A)

Amendment Review

Pursuant to the 1974 Interlocal Agreement creating the South Florida Regional Planning Council (Council) the Council is directed by its member counties to “assure the orderly, economic, and balanced growth and development of the Region, consistent with the protection of natural resources and environment of the Region and to protect the health, safety, welfare and quality of life of the residents of the Region.”

In fulfillment of the Interlocal Agreement directive and its duties under State law, the Council reviews local government Comprehensive Plan amendments for consistency with the *Strategic Regional Policy Plan for South Florida (SRPP)*. Pursuant to Section 163.3184, Florida Statutes as presently in effect, Council review of comprehensive plan amendments is limited to 1) adverse effects on regional resources and facilities identified in the SRPP and 2) extra-jurisdictional impacts that would be inconsistent with the comprehensive plan of any affected local government within the Region. The Council’s review of amendments is conducted in two stages: (1) proposed or transmittal and (2) adoption. Council staff reviews the contents of the amendment package once the Department of Economic Opportunity certifies its completeness.

A written report of Council’s evaluation pursuant to Section 163.3184, Florida Statutes, is to be provided to the local government and the State Land Planning Agency within 30 calendar days of receipt of the amendment.



City of Hollywood 26-05ESR (A)

Hollywood Amendment 26-05ESR was transmitted to the Council as Adopted on September 24th to the Council and commenting organizations. According to the City of Hollywood, “the comprehensive plan amendment updates the Land Use Element and Coastal Element of the City of Hollywood Comprehensive Plan to establish the Tourism Incentive Density Entitlement (TIDE) Program and provides clarifications to the Hollywood Beach Hotel Density Bonus Program and associated hotel room densities. The amendment provides a policy framework for the allocation of hotel room density to support the continued viability and redevelopment of hotel, resort, and tourist-serving accommodations within the Hollywood Beach area.”

Council staff concurs with FloridaCommerce’s comments that the proposed Hollywood Beach Hotel Density Bonus Program does not establish sufficiently meaningful and predictable standards for determining how density bonuses would be awarded, including clear guidelines on the amount of bonus that could be granted and the circumstances under which it would apply. It is recommended that the City specify within the Comprehensive Plan how much additional density the City Commission may approve and ensure that the program standards are clearly established in the Zoning and Land Development Regulations, with proper incorporation by reference if the regulations are deferred to that document.

There is insufficient information provided at this time to determine the potential regional impact of this amendment, particularly with respect to resources of regional significance such as hurricane evacuation routes and the regional transportation network. Additional detail regarding the specific density bonus standards, thresholds, and applicable circumstances is necessary before the Council can adequately assess whether the proposed amendment will result in adverse impacts to regional resources or facilities.

Attachments

Attachment A – Correspondence from FloridaCommerce regarding this amendment.

Attachment B – Sun Sentinel article “Hollywood commission embraces plan for taller towers at the beach” dated September 17, 2026.

August 17, 2026

The Honorable Josh Levy
Mayor, City of Hollywood
2600 Hollywood Boulevard
Hollywood, Florida 33022

Dear Mayor Levy,

FloridaCommerce has reviewed the City of Hollywood's proposed comprehensive plan amendment (Amendment No. 26-05ESR), received on July 16, 2026, pursuant to the expedited state review process in Section 163.3184(2) and (3), Florida Statutes (F.S.). FloridaCommerce has identified no comment related to adverse impacts to important state resources and facilities within FloridaCommerce's authorized scope of review.

FloridaCommerce is, however, providing a technical assistance comment consistent with Section 163.3168(3), F.S. The technical assistance comment will not form the basis of a challenge. It is offered either as a suggestion which can strengthen the local government's comprehensive plan to foster a vibrant, healthy community or is technical in nature and designed to ensure consistency with the Community Planning Act in Chapter 163, Part II, F.S. The technical assistance comment is:

Technical Assistance Comment 1: Meaningful and Predictable Standards

This amendment proposes to add language establishing the Hollywood Beach Hotel Density Bonus Program within the Flexibility and Reserve Units section of the Future Land Use Element. This language specifies that "the City's Zoning and Land Development Regulations [ZLDR] shall include the procedures, accounting, application standards, and allocation methods to administer the program." Additionally, Policy 1.7 of the Coastal Element includes item 'e' which states: "notwithstanding subsections (a) through (d), the City Commission may approve hotel densities in excess of the limits otherwise established by this Comprehensive Plan through the Hollywood Beach Hotel Density Bonus Program."

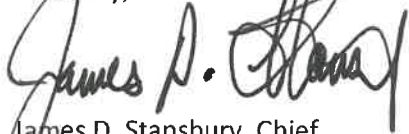
The proposed amendment does not provide meaningful or predictable standards pursuant to 163.3177(1), F.S. This amendment does not establish clear guidelines on how the bonus is to be applied on applicable development, nor is it clear how much of a bonus can be, or will be, once granted by the City Commission. FloridaCommerce staff have contacted the City and was informed that the program framework does not currently exist in the ZLDR at this time and is currently in the process of being established. Once the Bonus Program is established in the ZLDR, FloridaCommerce recommends that the City specify how much of a bonus could be granted at the discretion of the City Commission within the comprehensive plan. If the City intends to defer to the ZLDR, the City should include proper references to the regulations, pursuant to section 163.3177(1), F.S. This will ensure that the density bonus program guidelines are clearly stated within the ZLDR and prevents a self-amending comprehensive plan.

The local government should act by choosing to adopt, adopt with changes or not adopt the proposed amendment. For your assistance, the procedures for adoption and transmittal of the comprehensive plan amendment are enclosed. In addition, the local government is reminded that:

- Section 163.3184(3)(b), F.S., authorizes other reviewing agencies to provide comments directly to the local government. **If the local government receives reviewing agency comments and they are not resolved, these comments could form the basis for a challenge to the amendment after adoption.**
- The local government shall hold a second public hearing, which shall be a hearing on whether to adopt the comprehensive plan amendment. **If the local government fails, within 180 days after receipt of agency comments, to hold the second public hearing, the amendment is deemed withdrawn** unless extended by agreement with notice to the state land planning agency and any affected person that provided comments on the amendment pursuant to section 163.3184(3)(c)1., F.S. **If the amendment is not adopted at the second public hearing, the amendment shall be formally adopted by the local government within 180 days after the second public hearing is held or the amendment is deemed withdrawn.**
- **The adopted amendment must be transmitted to FloridaCommerce within 30 working days after the final adoption hearing or the amendment shall be deemed withdrawn pursuant to 163.3184(3)(c)2., F.S.** Under section 163.3184(3)(c)2. and 4., F.S., **the amendment effective date** is 31 days after FloridaCommerce notifies the local government that the amendment package is complete or, if challenged, until it is found to be in compliance by FloridaCommerce or the Administration Commission.

If you have any questions concerning this review, please contact Avian Williams, Planning Analyst, by telephone at (850)-717-8504 or by email at Avian.Williams@Commerce.fl.gov.

Sincerely,



James D. Stansbury, Chief
Bureau of Community Planning and Growth

JDS/aw

Enclosure(s): Procedures for Adoption

cc: Andria Wingett, Development Services Director, City of Hollywood
Cameron Palmer AICP, Assistant Director, City of Hollywood
Isabel Cosio Carballo, MPA, Executive Director, South Florida Regional Planning Council
Kathe Lerch, Office Administrator, South Florida Regional Planning Council

SUBMITTAL OF ADOPTED COMPREHENSIVE PLAN AMENDMENTS

FOR EXPEDITED STATE REVIEW

Section 163.3184(3), Florida Statutes

NUMBER OF COPIES TO BE SUBMITTED: Please submit electronically using FloridaCommerce's electronic amendment submittal portal "**Comprehensive Plan and Amendment Upload**" (<https://fldco.my.salesforce-sites.com/cp/>) or submit three complete copies of all comprehensive plan materials, of which one complete paper copy and two complete electronic copies on CD ROM in Portable Document Format (PDF) to the State Land Planning Agency and one copy to each entity below that provided timely comments to the local government: the appropriate Regional Planning Council, Water Management District, Department of Transportation, Department of Environmental Protection, Department of State, the appropriate county (municipal amendments only), the Florida Fish and Wildlife Conservation Commission and the Department of Agriculture and Consumer Services (county plan amendments only), and the Department of Education (amendments relating to public schools), and for certain local governments, the appropriate military installation and any other local government or governmental agency that has filed a written request.

SUBMITTAL LETTER: Please include the following information in the cover letter transmitting the adopted amendment:

_____ State Land Planning Agency identification number for adopted amendment package.

_____ Summary description of the adoption package, including any amendments proposed but not adopted.

_____ Identify if concurrency has been rescinded and indicate for which public facilities. (Transportation, schools, recreation and open space).

_____ Ordinance number and adoption date.

_____ Certification that the adopted amendment(s) has been submitted to all parties that provided timely comments to the local government.

_____ Name, title, address, telephone, FAX number and e-mail address of local government contact.

_____ Letter signed by the chief elected official or the person designated by the local government.

ADOPTION AMENDMENT PACKAGE: Please include the following information in the amendment package:

_____ In the case of text amendments, changes should be shown in strike-through/underline format.

_____ In the case of future land use map amendments, an adopted future land use map, **in color format**, clearly depicting the parcel, its future land use designation and its adopted designation.

_____ A copy of any data and analyses the local government deems appropriate.

Note: If the local government is relying on previously submitted data and analysis, no additional data and analysis is required.

_____ Copy of the executed ordinance adopting the comprehensive plan amendment(s).

Suggested effective date language for the adoption ordinance for expedited review:

"The effective date of this plan amendment, if the amendment is not timely challenged, shall be 31 days after the state land planning agency notifies the local government that the plan amendment package is complete. If the amendment is timely challenged, this amendment shall become effective on the date the state land planning agency or the Administration Commission enters a final order determining this adopted amendment to be in compliance."

_____ List of additional changes made in the adopted amendment that the State Land Planning Agency did not previously review.

_____ List of findings of the local governing body, if any, that were not included in the ordinance, and which provided the basis of the adoption or determination not to adopt the proposed amendment.

_____ Statement indicating the relationship of the additional changes not previously reviewed by the State Land Planning Agency in response to the comment letter from the State Land Planning Agency.

LOCAL NEWS

Hollywood commission embraces plan for taller towers at the beach



High-rise towers, shown Aug. 21, dominate the southern end of Hollywood beach. New height rules would allow taller buildings to the north as well. (Amy Beth Bennett/South Florida Sun Sentinel)



By **SUSANNAH BRYAN** | sbryan@sunsentinel.com | South Florida Sun Sentinel

PUBLISHED: September 17, 2026 at 4:31 PM EDT

Commissioners narrowly approved a controversial proposal that paves the way for taller towers on Hollywood's barrier island during a spirited meeting that ended before midnight Wednesday.

The plan — [blasted by opponents](#) as one that will forever alter the quaint charm of Hollywood beach — passed with a tight 4-3 vote.

Before the vote, several residents pleaded with commissioners to delay taking action until they had a better understanding of the 541-page proposal.

"I think cramming this through right now is insane," said longtime resident Stephanie Burns. "I didn't hear about any of this until recently. And I really think that's going to be a disaster for the beach. Please, please have some common sense."

Mayor Josh Levy touted the five-year plan as one that would help [revitalize a beach](#) dotted with what he called dilapidated hotels and buildings in need of redevelopment.

Levy voted for the Hollywood Beach Overlay District plan along with Kevin Biederman, Adam Gruber and Peter Hernandez.

Commissioner Caryl Shuham voted no along with Vice Mayor Traci Callari and Commissioner Idelma Quintana.

A second and final commission vote is set for Oct. 7.

Upon final commission approval, developers will be free to seek height and density bonuses across six distinct sections of the beach.

Under rules proposed by staff, the seven-story Hollywood Beach Resort could be [transformed](#) into a tower as high as 340 feet to 490 feet.

If the property's multiple owners can agree to a unified and "iconic" development plan, Commissioner Peter Hernandez suggested they be allowed to build as high as they like, with the commission having the final say. His suggestion won support from the mayor, Biederman and Gruber.

Commissioners also agreed to cap the height in the central beach area to 150 feet on State Road A1A. A landmark property would be capped at 180 feet.

Resident Siobhan McLaughlin, a frequent critic of the plan, argued no one wants to see Hollywood beach turn into a condo canyon.

"Hollywood is fine the way it is," she said. "It may be a little shabby. But nobody is asking you to change the character of our beach. Leave the beach alone."

The new height caps are a bad idea, resident Steven Busacca told the commission.

"We don't have to rush this through," he said. "This beach overlay plan is opening us up to becoming like Miami Beach. That's a genie that once you let that genie out of the lamp, you can't put it back in."

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2026 >
September >
17