

Las Villas Hotel Suites

80 KEY HOTEL DEVELOPMENT OPPORTUNITY



1809 Madison Street
Hollywood, FL 33020

Las Villas Hotel Suites

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OFFERING SUMMARY

ADDRESS	1809 Madison Street Hollywood FL 33020
COUNTY	Broward
MARKET	Ft. Lauderdale
SUBMARKET	Hollywood
OFFERING PRICE	\$4,000,000
PRICE PSF	\$267.99
LAND SF	14,926 SF
OWNERSHIP TYPE	Fee Simple
ZONING TYPE	FH-2
# OF PARCELS	1
APN	5142-15-01-7100

- Pro Forma Cap Rate: 6.54% (Post Construction)
- NOI (Pro Forma): \$1,307,356
- 6 Miles from Ft. Lauderdale Airport / 7.4 Miles from Port Everglades
- 2.5 Miles From Beach / .8 Miles from Hollywood Young Circle
- AADT: 28,458
- 2018 Ft. Lauderdale/Hollywood Overnight Visitors: 13 Million
- Opportunity Zone Tax Incentives
- Walk Score: 84 / Transit Score: 44 / Bike Score: 68
- 13M Overnight Hotel Guests Visited Broward County in 2018
- ADR: \$148 / REV PAR: \$118

Eleventrust is proud to present, it's newest exclusive listing, Las Villas Hotel Suites development site, located at 1809 Madison Street, Hollywood, Florida, 33020, in Downtown Hollywood, Florida. The vacant land site is centrally located and is in close proximity to Ft. Lauderdale and Miami, Florida.

The opportunity allows for an investor to acquire a land parcel, with a total of 14,986 square feet or .34 acres, fronting Federal Highway.

The parcel is zoned FH-2 and located in the Medium High Intensity Mixed-Use District which allows various uses including Hotel and Multifamily development. We have underwritten the property with the land's highest and best use - 80 hotel rooms with 1,000 square feet of commercial space and 42 parking spaces.

The potential operating income of the commercial space and hotel rooms, assuming the nightly rate of \$120, is \$1,307,356 with a pro forma cap rate of 6.54% in year 1. The development site is located within an Opportunity Zone which may allow an increase in NOI as it qualifies for tax savings under that program.

The City of Hollywood is a beachfront community located in southeastern Broward County midway between Miami and Fort Lauderdale. Founded by Joseph Young in 1925, Hollywood is approximately 30 square miles in size and is Broward's third-largest municipality with a population of roughly 153,000 residents. Hollywood has an average annual high temperature of 83 degrees and low temperature of 68 degrees.

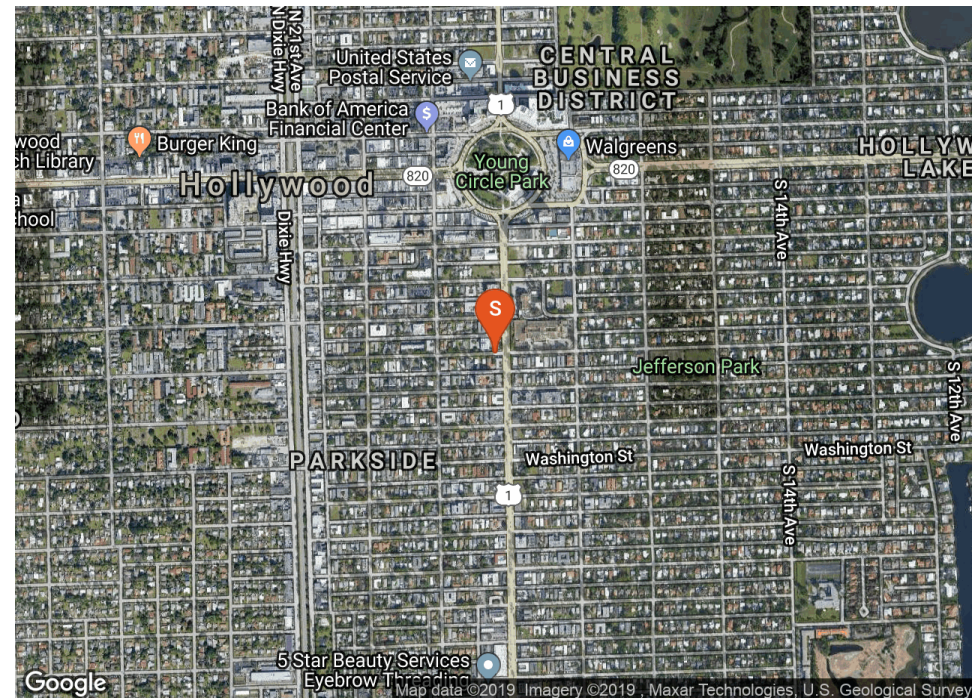
Hollywood is home to more than 60 parks, seven golf courses, seven miles of pristine beaches, and the one-of-a-kind Hollywood Beach Broadwalk, a promenade that stretches nearly 2.5 miles along the Atlantic Ocean. Named one of America's Best Beach Boardwalks by Travel + Leisure magazine, this brick-paved thoroughfare hosts pedestrians, joggers, bicyclists, rollerbladers, and millions of others every year. Dozens of eateries and inns line the Broadwalk and the promenade also features the Hollywood Beach Theatre, a children's water playground at Charnow Park, and many other attractions. Hollywood Beach also offers dozens of luxury hotels and condominiums such as the Diplomat Resort & Spa Hollywood, Trump Hollywood, and Margaritaville Hollywood Beach Resort.

Hollywood has steadily grown into a dynamic business hub with more than 10,000 companies in the City. Approximately 80 percent of Port Everglades, the world's second-busiest cruise port, is located in Hollywood and the port is home to Royal Caribbean's Allure of the Seas and Oasis of the Seas, the largest cruise liners in the world. Hollywood also provides easy access to Fort Lauderdale/Hollywood International Airport and Miami International Airport, a major gateway to Latin America. Hollywood also is home to the Memorial Healthcare System, the nation's fifth-largest healthcare network, its flagship hospital, Memorial Regional, and the Joe DiMaggio Children's Hospital, the largest free-standing children's healthcare facility in Broward County.

Historic Downtown Hollywood is a lively commercial, entertainment and cultural arts district. Highlighted by the Artspark at Young Circle and dozens of bars and restaurants, Downtown Hollywood hosts hundreds of concerts, music festivals, dance exhibitions, shows, art exhibits, and much more. You can enjoy a wide variety of music and entertainment from live jazz, blues, rock, Latin, and R&B, all just a few steps apart.

Hollywood provides a hometown atmosphere with a world class beach in the heart of South Florida.

Regional Map

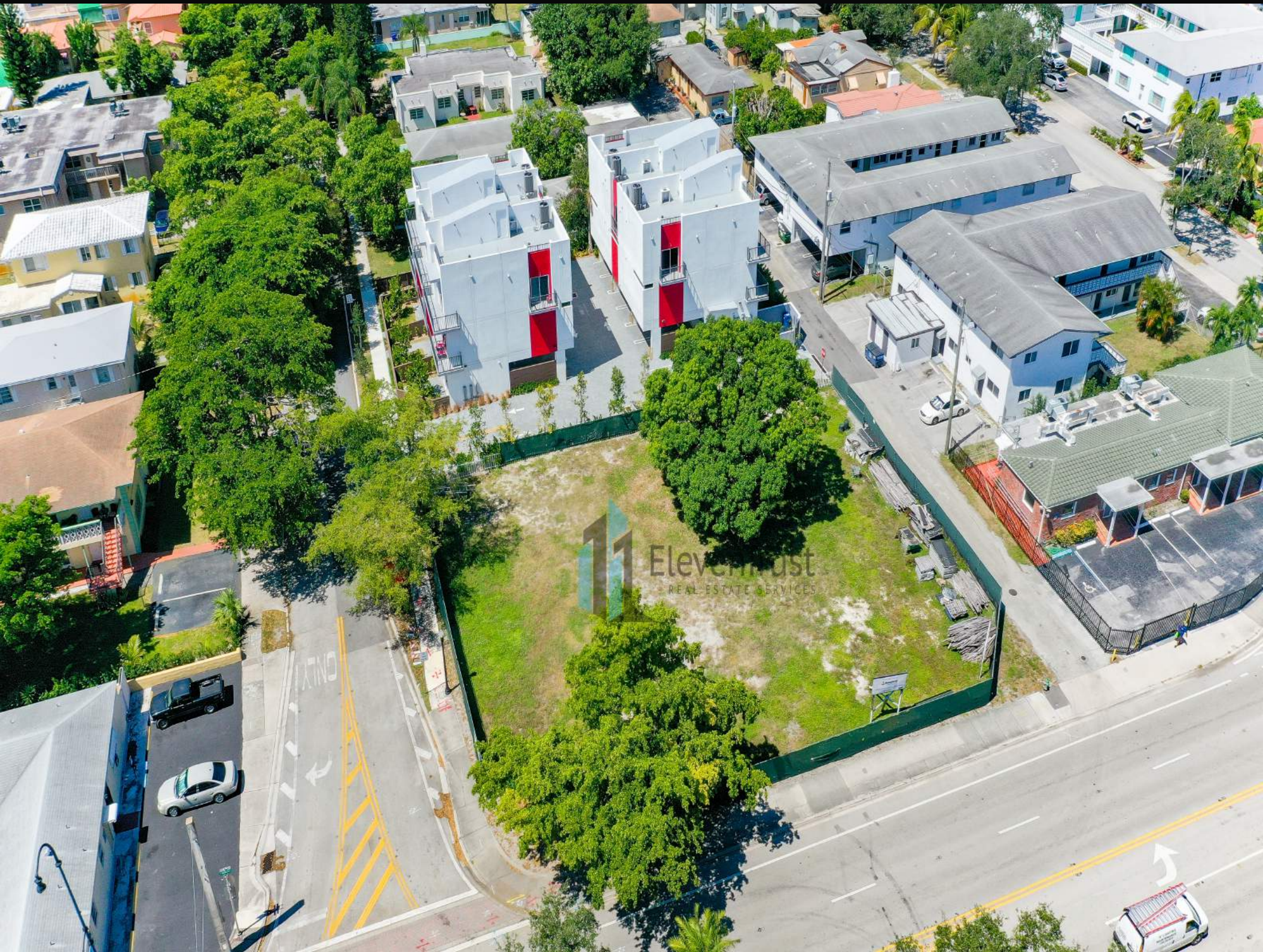


Locator Map



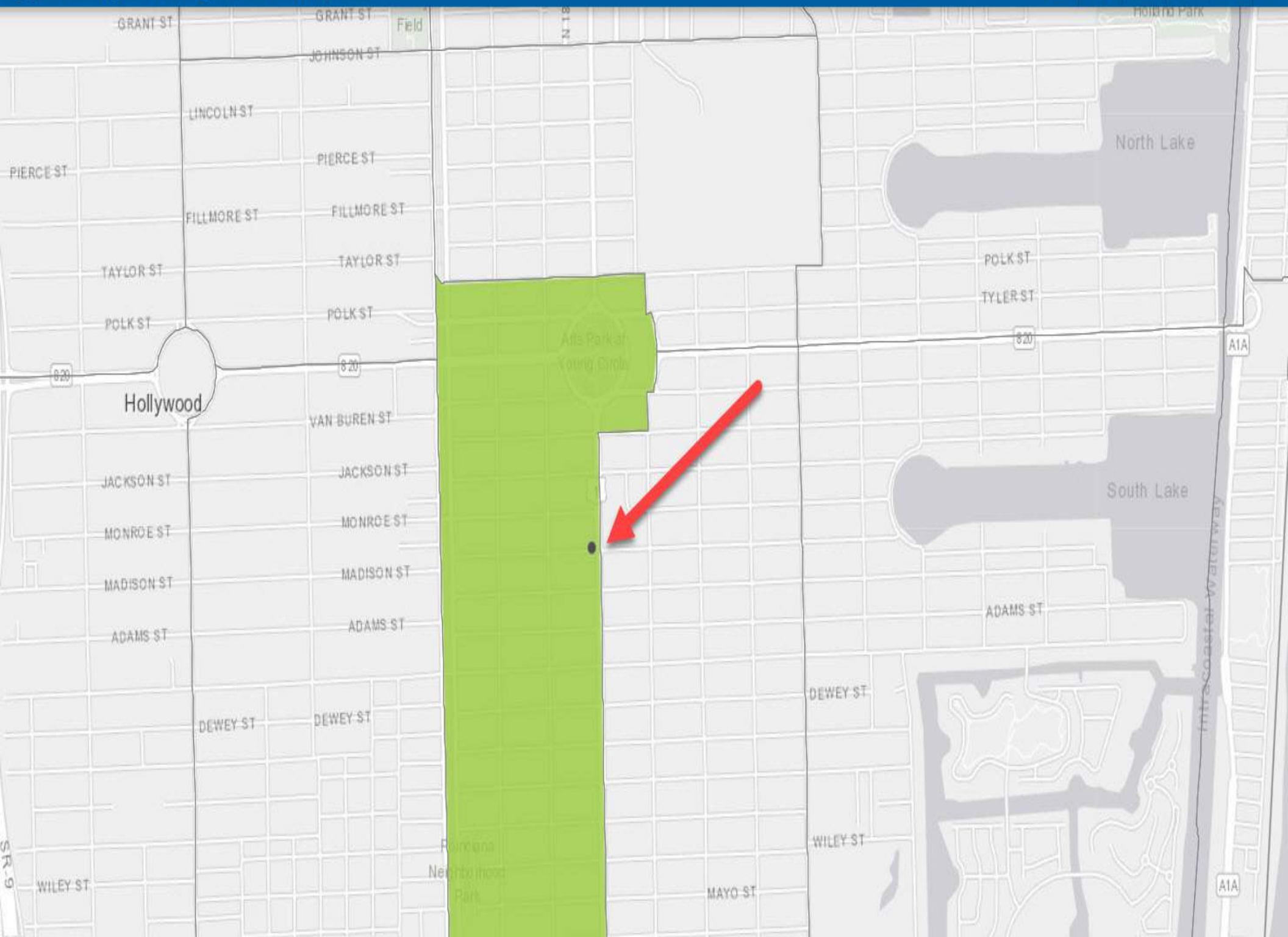
PROPERTY FEATURES	
LAND SF	14,926
LAND ACRES	0.34
# OF PARCELS	1
ZONING TYPE	FH-2
LOCATION CLASS	B
CORNER LOCATION	Madison Ave / Federal Highway
TRAFFIC COUNTS	28458

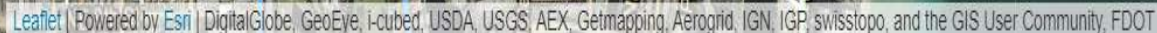
NEIGHBORING PROPERTIES	
NORTH	Monroe Street
SOUTH	Madison Street
EAST	Federal Highway
WEST	Multifamily



Opportunity Zones by Media Markets

Bureau of Workforce Statistics & Economic Research

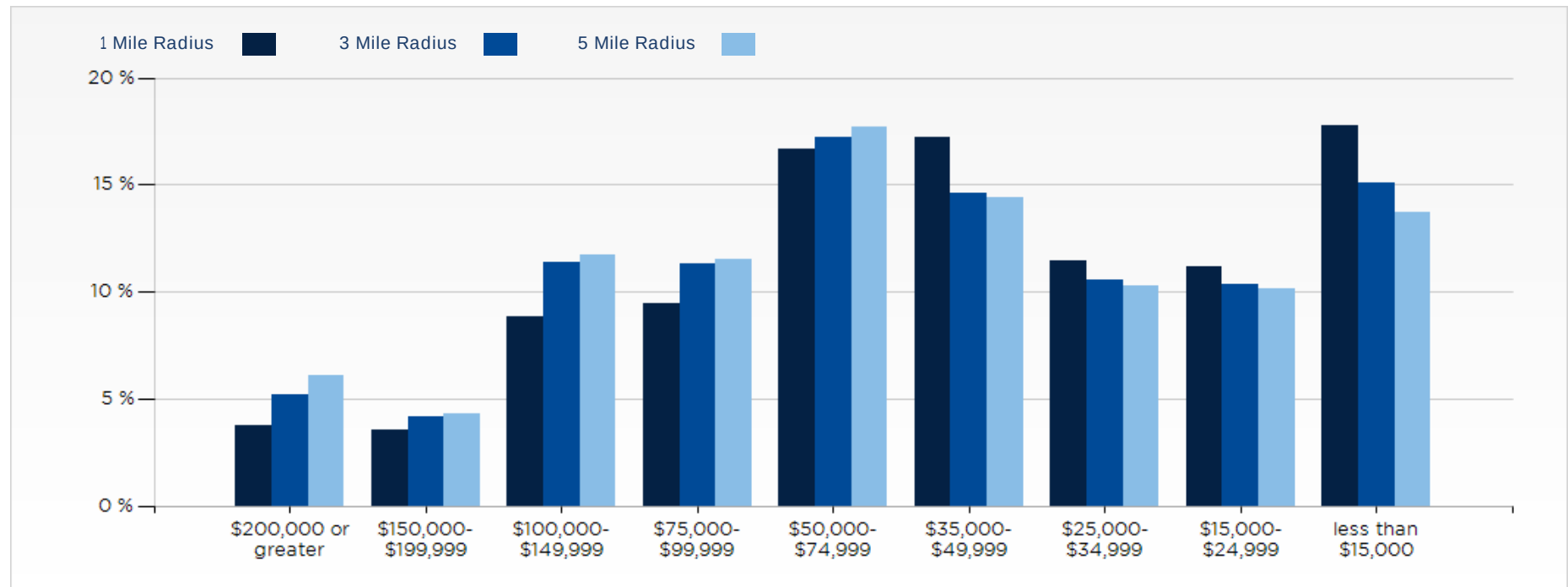




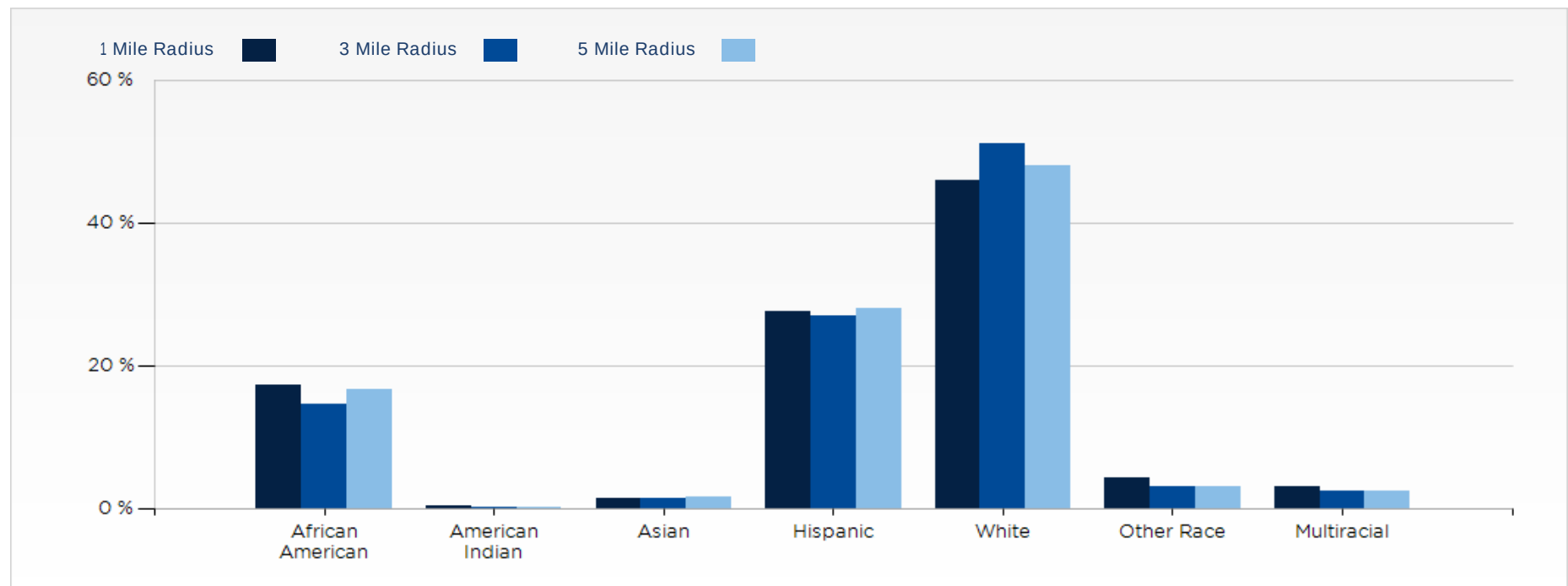
POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	21,573	132,965	292,630
2010 Population	23,032	140,658	316,091
2019 Population	25,239	152,391	345,694
2024 Population	26,627	159,698	362,889
2019 African American	6,046	30,667	80,347
2019 American Indian	109	459	1,214
2019 Asian	478	2,943	7,744
2019 Hispanic	9,593	56,427	133,927
2019 White	15,987	106,638	229,601
2019 Other Race	1,499	6,454	14,867
2019 Multiracial	1,106	5,144	11,692
2019-2024: Population: Growth Rate	5.40 %	4.70 %	4.90 %
2019 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	2,120	10,501	20,029
\$15,000-\$24,999	1,336	7,204	14,839
\$25,000-\$34,999	1,371	7,368	15,058
\$35,000-\$49,999	2,058	10,180	21,075
\$50,000-\$74,999	1,995	11,990	25,931
\$75,000-\$99,999	1,134	7,891	16,873
\$100,000-\$149,999	1,059	7,954	17,195
\$150,000-\$199,999	428	2,909	6,287
\$200,000 or greater	449	3,650	8,909
Median HH Income	\$42,064	\$49,154	\$51,374
Average HH Income	\$63,442	\$72,593	\$76,263

HOUSEHOLDS	1 MILE	3 MILE	5 MILE
2000 Total Housing	12,438	81,872	162,420
2010 Total Households	11,029	65,244	136,104
2019 Total Households	11,949	69,648	146,196
2024 Total Households	12,547	72,460	152,402
2019 Average Household Size	2.09	2.17	2.35
2000 Owner Occupied Housing	4,825	38,451	84,988
2000 Renter Occupied Housing	5,526	25,703	46,396
2019 Owner Occupied Housing	4,253	35,688	81,005
2019 Renter Occupied Housing	7,696	33,960	65,191
2019 Vacant Housing	2,582	22,266	40,247
2019 Total Housing	14,531	91,914	186,443
2024 Owner Occupied Housing	4,562	37,911	86,025
2024 Renter Occupied Housing	7,985	34,549	66,377
2024 Vacant Housing	2,541	22,520	40,915
2024 Total Housing	15,088	94,980	193,317
2019-2024: Households: Growth Rate	4.90 %	3.95 %	4.15 %

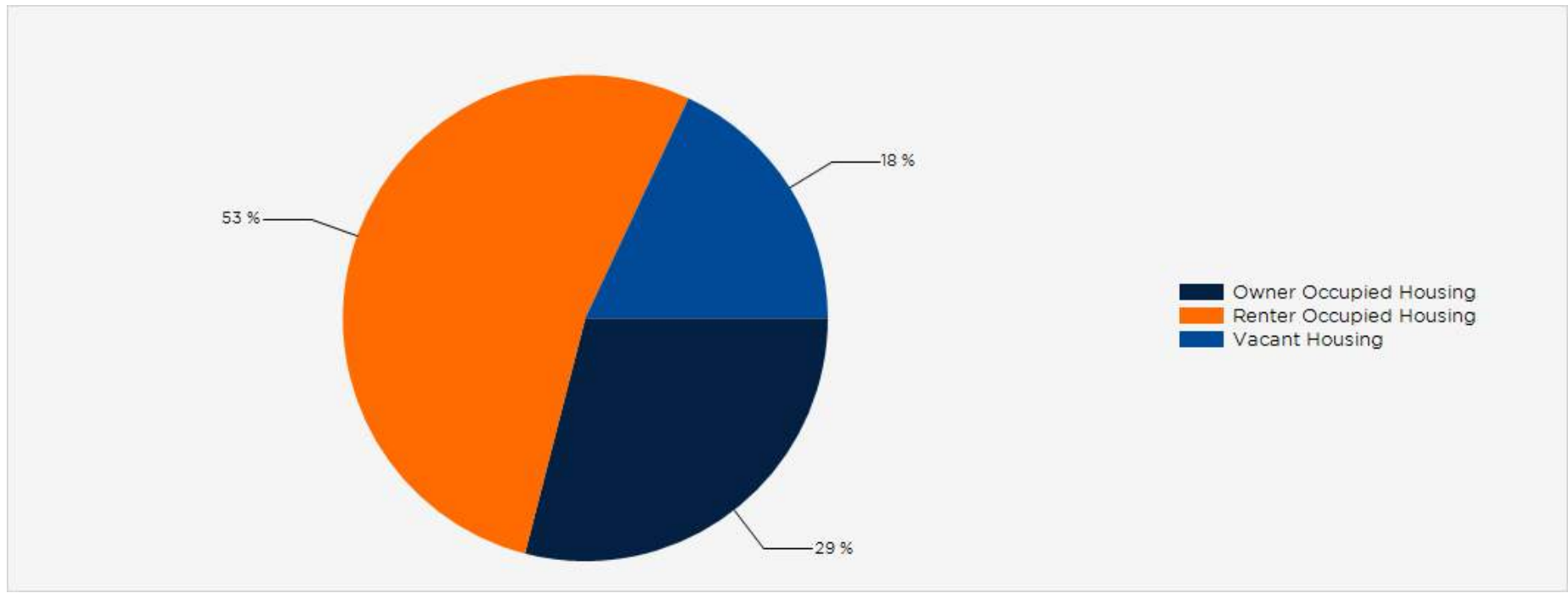
2019 Household Income



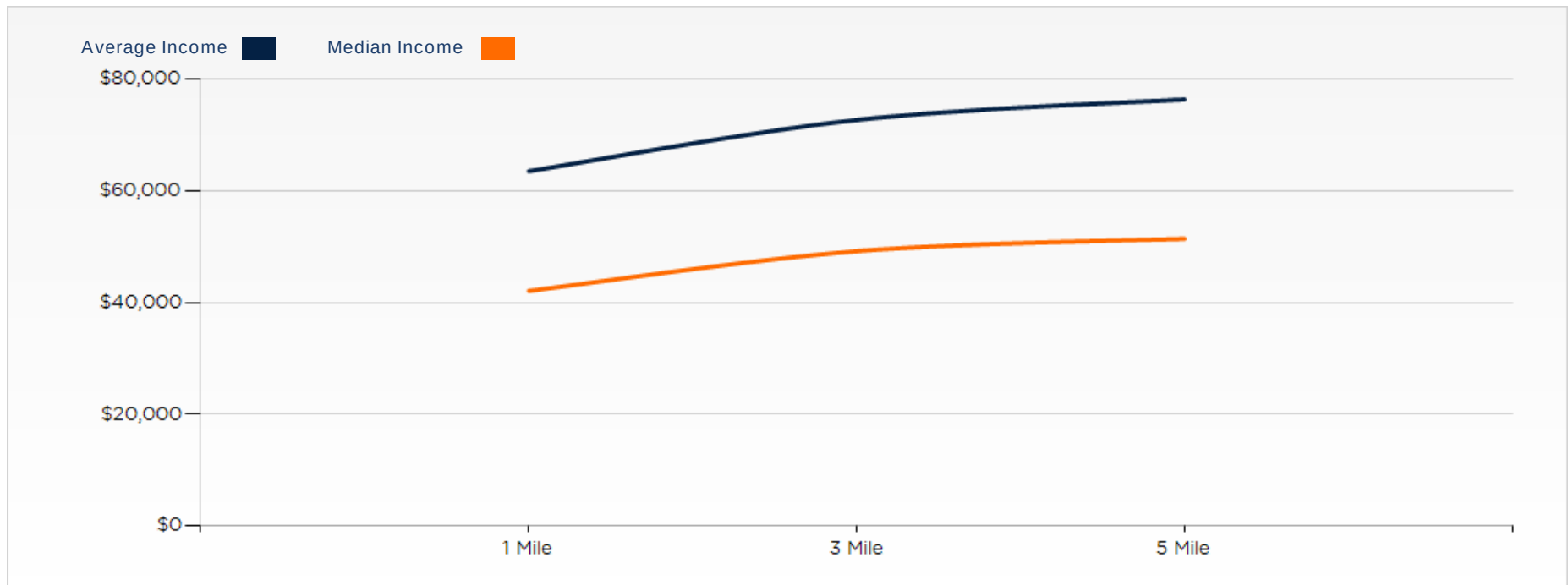
2019 Population by Race



2019 Household Occupancy - 1 Mile Radius

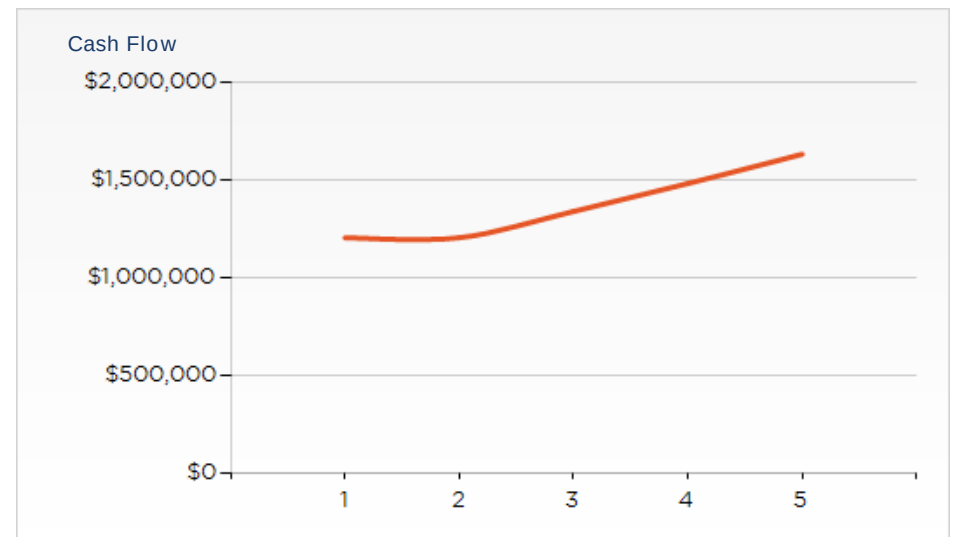
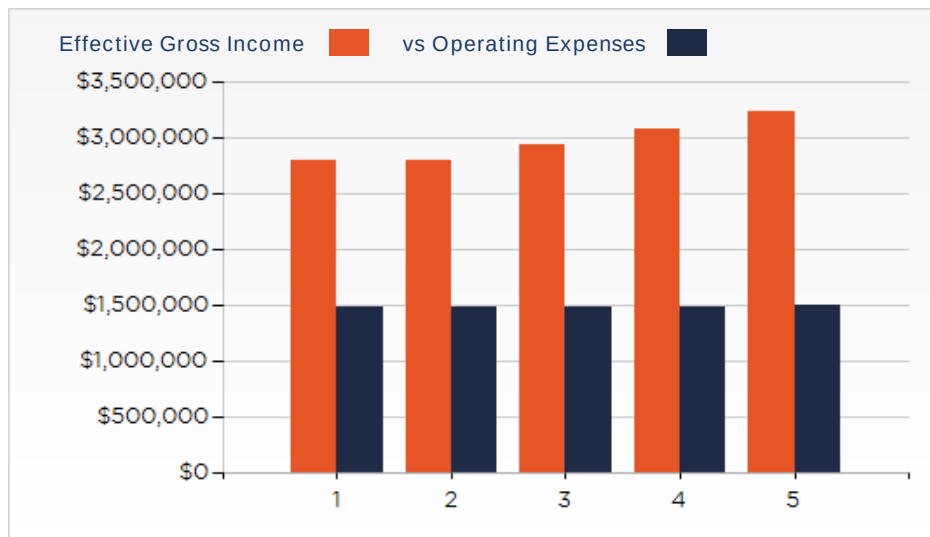


2019 Household Income Average and Median

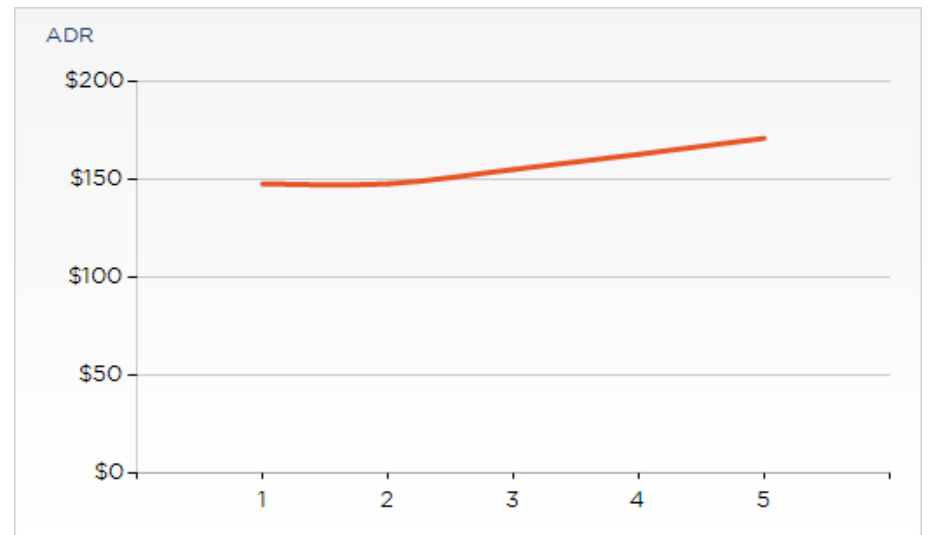
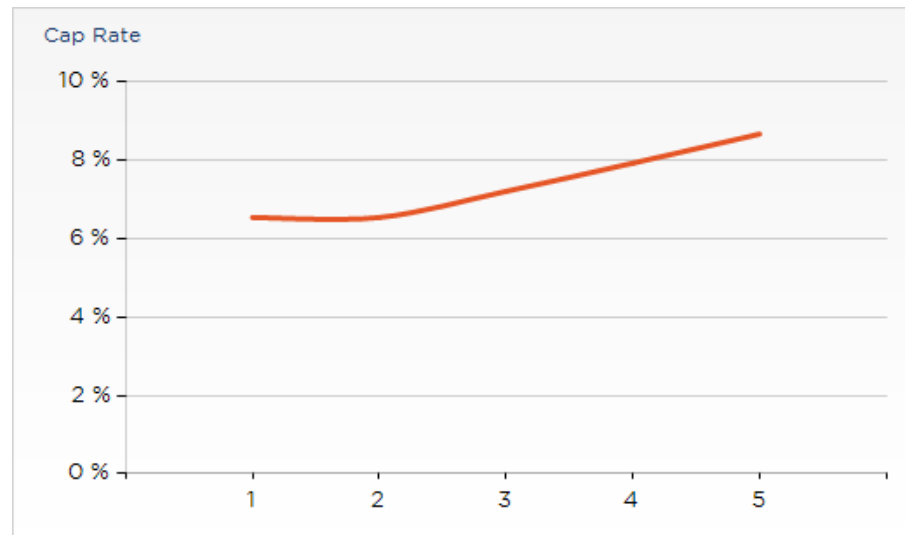


CASH FLOW

Calendar Year	CURRENT	Pro Forma	Year 3	Year 4	Year 5
Gross Potential Revenue					
Gross Room Revenue	\$3,456,000	\$3,456,000	\$3,628,800	\$3,810,240	\$4,000,752
Commercial Space	\$30,000	\$30,000	\$31,500	\$33,075	\$34,729
Gross Potential Income	\$3,486,000	\$3,486,000	\$3,660,300	\$3,843,315	\$4,035,481
General Vacancy	\$691,200	\$691,200	\$725,760	\$762,048	\$800,150
Effective Gross Income	\$2,794,800	\$2,794,800	\$2,934,540	\$3,081,267	\$3,235,330
Operating Expenses					
Real Estate Taxes	\$250,000	\$250,000	\$250,000	\$250,000	\$250,000
Insurance	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Cleaning & Maintenance	\$192,000	\$192,000	\$192,000	\$192,000	\$192,000
Management Fee	\$83,844	\$83,844	\$88,036	\$92,438	\$97,060
Salaries	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
Repairs & Maintenance	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Water / Sewer	\$33,600	\$33,600	\$33,600	\$33,600	\$33,600
Landscaping	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Electric	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Marketing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Legal & Professional Fees	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Reserves	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Waste Services	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Elevator Maintenance	\$48,000	\$48,000	\$48,000	\$48,000	\$48,000
Total Operating Expense	\$1,487,444	\$1,487,444	\$1,491,636	\$1,496,038	\$1,500,660
Net Operating Income	\$1,307,356	\$1,307,356	\$1,442,904	\$1,585,229	\$1,734,670
Cash Flow	\$1,207,356	\$1,207,356	\$1,342,904	\$1,485,229	\$1,634,670



Calendar Year	CURRENT	Pro Forma	Year 3	Year 4	Year 5
Financial Metrics					
Cash on Cash Return b/t	6.04 %	6.04 %	6.71 %	7.43 %	8.17 %
CAP Rate	6.54 %	6.54 %	7.21 %	7.93 %	8.67 %
Operating Expense Ratio	53.22 %	53.22 %	50.83 %	48.55 %	46.38 %
Gross Multiplier (GRM)	5.74	5.74	5.46	5.20	4.96
Breakeven Ratio	53.22 %	53.22 %	50.83 %	48.55 %	46.38 %
ADR	\$147.95	\$147.95	\$155.34	\$163.11	\$171.27
Rev Par	\$118.36	\$118.36	\$124.27	\$130.49	\$137.01



GREATER FORT LAUDERDALE

TOURISM TIDBITS 2018



8.88+M

OVERNIGHT HOTEL STAYS



MORE THAN

13M

OVERNIGHT HOTEL VISITORS



MORE THAN

\$1.3B

HOTEL REVENUE GENERATED



35,755

HOTEL ROOMS



566

HOTELS



TOP ORIGIN COUNTRIES

FOR INTERNATIONAL AIRLINE PASSENGERS



BAHAMAS



CANADA



COLOMBIA



HAITI



JAMAICA



MEXICO

TOP ORIGIN U.S. STATES

FOR DOMESTIC AIRLINE PASSENGERS



CALIFORNIA



GEORGIA



NEW JERSEY



NEW YORK



TEXAS



WASHINGTON DC

LAND, AIR & SEA



\$86.9M

TOURIST

DEVELOPMENT

TAX COLLECTIONS

33.5% INCREASE OVER 2017

INTERNATIONAL PASSENGERS
HAILED FROM 185 DIFFERENT COUNTRIES36 MILLION
DOMESTIC AND
INTERNATIONAL
TRAVELERS PASSED
THROUGH FLL
IN 2018. OUR INBOUND3.89 MILLION
CRUISE PASSENGERS
THROUGH PORT
EVERGLADES
3RD LARGEST
CRUISE PORT IN
THE WORLD

A. Purpose and uses:

District Purpose	Main Permitted Uses	Special Exceptions	Accessory Uses
This district is applied to areas which are used for farming purposes, and to other areas where it is premature to apply a more restrictive zoning district designation.	Single family dwelling; place of worship; agricultural uses; horticulture; livestock; aquaculture; stables; railroad right of way; but not yards, shops or round house.	None	Any Use that is customarily associated with the Main Permitted Use. See § 4.21.

B. Development regulations:

Minimum Lot Area	Minimum Lot Width	Maximum Height	Max. Lot Coverage
35,000 sq. ft.	125 ft.	60 ft.	20% Structures

C. Setback regulations:

- The following regulations apply to structures that are less than 20 ft. in height:

Front	Side	Side facing a street	Rear
25 ft.	Single Family - 10 ft. Other - 25 ft.	25% of lot width not to exceed 25 ft.	25 ft.

- Buildings which exceed 20 ft. in height: the setback listed in C.1. above plus one ft. for each two ft in height above 20 ft.

- Buildings which exceed 30 ft. in height: the setback required by C.1. above plus the setback for C.2. above plus one ft. for each foot above 30 ft.

- Structures associated with the storage of animals, including feeders, shall be setback at least 100 ft. from any lot line; however, a stable with four or fewer horses is not required to be setback more than 50 ft. from a side or rear lot line.

(Ord. O-94-14, passed 4-16-94; Am. Ord. O-2012-05, passed 3-7-12)

§ 4.6 Regional Activity Center, Downtown and Beach Community Redevelopment, and Transit Oriented Corridor Districts.

A. Definitions. For the purpose of this subsection (4.6. Regional Activity Center, Downtown and Beach Community Redevelopment, and Transit Oriented Corridor Districts), the following definitions shall apply unless the context clearly indicates or requires a different meaning.

ACTIVE USE. An enclosed building use designed for human occupation with a direct view to adjacent streets or open space, commercial active uses generally include, but are not limited to, retail, personal services, offices, hotels, restaurants, coffee shops, libraries, municipal facilities, common areas, entrance lobbies, and the commercial uses associated with live/work. Residential active uses generally include, but are not limited to, residential units, common and lobby areas, lounges, gyms, and the residential uses associated with live/work. (See Appendix 1: Diagram 1)

ACTIVE USE DEPTH. The minimum depth of an Active Use, measured generally perpendicular to the building frontage. **Active use depth** minimums shall be pursuant to the Building Requirements Table in each district or subdistrict. (See Appendix 1: Diagram 1)

ACTIVE USE, GROUND FLOOR. An Active Use that attracts pedestrian activity; provides access to the general public; and conceals uses designed for parking and other non-active uses if present. (See Appendix 1: Diagram 1)

ACTIVE USE, LINER. An Active Use that serves to conceal uses designed for parking and other non-habitable uses. (See Appendix 1: Diagram 1)

ACTIVE USE, NON-. Building uses that are generally not intended for human occupation. Non-active uses include, but are not limited to, parking and building service areas such as storage, mechanical, electrical, and trash.

ANNULUS. The region between two coplanar concentric circles; defined by the minimum and maximum setbacks as indicated by the Building Requirements Table in each district or subdistrict. (See Appendix 1: Diagram 2)

ARCHITECTURAL TREATMENT. The provision of architectural and/or landscape elements on a facade which serve to visually screen Non-Active Uses.

ARTICULATION. The composition of building elements, shape, mass, and form that modulate the rhythm of a facade, improving the overall composition and aesthetic quality. The following treatments are permitted, but shall not fulfill the requirement for architectural treatment: the application of paint and faux treatments; scoring, construction joints or material projections less than four (4) inches in height, width, or depth.

BALCONY. A horizontal projection above the ground floor that is unenclosed and designed for human occupation.

BASE. The area of a structure below the tower setback, as indicated by the Building Requirements Table in each district or subdistrict. For purposes of the Beach Community Redevelopment Districts, Section 4.6.B., the maximum allowable height of the Building Base is 25 feet. (See Appendix 1: Diagram 3)

BLANK WALL. Any portion of a facade that has an area greater than 20 percent of the entire facade elevation and is absent of fenestration and/or of articulation. (See Appendix 1: Diagram 4)

BUILDING FRONTAGE. The horizontal linear measurement of a building facade that is generally parallel, facing, or oriented toward a street or right-of-way. (See Appendix 1: Diagram 5)

COLONNADE. A continuous horizontal projection which covers open ground or street level pedestrian areas. Colonnades shall not encroach beyond minimum setbacks.

CROSS STREETS. For purposes of the Beach Community Redevelopment Districts, Section 4.6.B., Cross Streets shall mean any street, not to include Surf Road, State Road A1A and Broadwalk.

FACADE. The exterior surface of a building or parking structure.

FLOOR AREA. The sum of the horizontal areas of the floors of a building or buildings, measured from the outside face of exterior walls or from the centerline of walls separating two attached buildings. The calculation of floor area for unit sizes is measured from the centerline of a party wall to the interior face of an exterior wall. The floor area shall include all areas except for any floor area associated with accessory off-street parking; any floor area associated with service and loading; and unenclosed porches, and balconies.

FLOOR AREA RATIO (FAR). The ratio of the floor area of a building or buildings on any lot or site divided by the net area defined by property lines of the lot or site. The floor area ratio defines the maximum allowable floor area on a given lot.

FOOTPRINT. The maximum horizontal coverage of a lot by a building and its related components, excluding structures such as pools. Awnings, canopies, fences, balconies, or porches. (See Appendix 1: Diagram 6)

HEIGHT. The maximum vertical extent of a building, measured as a number of stories or a vertical dimension in feet, whichever is less. Height is measured from the median established grade of the lot or site to the top of the roof, excluding decorative elements and parapet walls. In the case of pitched

roofs, height shall be measured to the average height between the bottom of the eave and the peak of the roof. Height limits do not apply to vertical projections not intended for human occupation such as, decorative roofs, vertical circulation, parapets, masts, belfries, clock towers, chimney flues, water tanks, elevator bulkheads, solar energy systems and similar structures.

HEIGHT, FLOOR TO FLOOR. The minimum height of a story or level of a building, measured from finished floor to finished floor.

LANDSCAPE BUFFER. A continuous edge of land provided along the perimeter of a lot in which landscaping is used to screen, transition or obscure one land use from adjacent land uses or public areas.

LIVE/WORK. A type of mixed-use development that combines ground floor commercial space with a residential dwelling unit above. Both uses shall be occupied by a common owner or tenant. Live/work commercial uses shall not be retrofitted to accommodate a residential use and may be restricted with respect to hazardous materials, time of operation, noise, odor or other potential impacts to adjacent or nearby uses. The live/work units may be occupied as residential, commercial and office uses excluding food service, manufacturing or fabrication other than those associated with artistic pursuits.

LOT FRONTAGE. All or a portion of a lot line parallel to the street or public space, measured in a single plane. (See Appendix 1: Diagram 8)

LOT FRONTAGE, BUILDABLE. All or a portion of a lot line parallel to the street or public space, measured in a single plane, less applicable setbacks. (See Appendix 1: Diagram 8)

MEDIAN ESTABLISHED GRADE. The average of the highest and lowest established grade of the site.

OVERHEAD COVER. Any permanent man-made overhead structure intended to provide protection from sun or rain; or to provide pedestrian connections between buildings. Overhead cover includes, but is not limited to, awnings, canopies, colonnades, pergolas, trellises or other similar structures.

PHASED DEVELOPMENT. A site specific development which is intended to be built in stages or facets.

ROOFTOP AMENITIES. Rooftop open-air structures such as cabanas, gazebos, trellises, and other similar structures which accommodate outdoor common areas. It also includes non-habitable enclosed structures such as restrooms, vertical circulation, and storage areas.

SETBACK. The required minimum or maximum allowable horizontal distance between the lot line and the nearest building facade or vertical surface, measured perpendicular and inward from the respective plot lines and unobstructed from the ground to the sky except by encroachments specifically permitted by these regulations. (See Appendix 1: Diagram 10)

STOREFRONT FACADE AREA. An area of the building facade enclosing ground floor active uses and may include fenestration. Transparency, opaque materials, signage, etc. Storefront facade area is measured horizontally as the linear dimension of ground floor active uses at the building frontage and vertically from the average public sidewalk elevation to a line ten (10) feet above the average median established grade. (See Appendix 1: Diagram 14)

TOWER. Any portion of a building that occurs above the building base, at an elevation indicated by the Building Requirements Table in each district or subdistrict. (See Appendix 1: Diagram 3)

TOWER FLOORPLATE. The floor area of a building story within the tower, less balconies. When required, the average shall be calculated as the total cumulative tower floorplate area divided by the number of tower stories. (See Appendix 1: Diagram 11)

TOWER LENGTH. The maximum outward dimension of any tower portion of a building, measured horizontally from exterior wall to exterior wall, regardless of shape. (See Appendix 1: Diagram 12)

TOWER ORIENTATION. The placement of the tower such that it is near, fronting or adjacent to a specified lot boundary or right-of-way.

TOWER SEPARATION. The minimum allowable horizontal distance between two or more tower floorplates. (See Appendix 1: Diagram 13)

TRANSPARENCY. Building fenestration on non-residential uses which allows ground floor visual access between a building and its active uses from the public sidewalk. (See Appendix 1: Diagram 14)

WALK-UP GARDEN. A space designed to buffer ground floor residential uses from the adjacent public sidewalk. (See Appendix 1: Diagram 17)

Appendix 1: Regional Activity Center, Downtown and Beach Community Redevelopment and Transit Oriented Corridor Districts Diagrams

B. Regional Activity Center and Downtown Community Redevelopment Districts.

1. Intent. The Regional Activity Center (RAC) Land Use designation and Downtown Redevelopment District are intended to encourage attractive and functional mixed living, working, shopping, education, and recreational activities in areas of regional importance. To this objective, the corresponding RAC Zoning District regulations are intended to:

- a. To facilitate mixed-use development;
- b. Encourage mass transit;
- c. Reduce the need for automobile travel;
- d. Provide incentives for quality development; and
- e. Give definition to the urban form.

The purpose of the RAC Zoning Districts is to concentrate density in specific areas, protecting adjacent residential neighborhoods from excessive growth and commercial intrusion; while accommodating a diverse range of housing types, heights, and intensities, which is ideal for sustainable growth. Recognizing the diversity of the various neighborhoods encompassed in the RAC, the regulations are organized by District to protect, reinforce, and enhance the character of each area. The Districts and encompassing Subdistricts facilitate the transition from one District to another and to the adjacent neighborhoods; providing adequate and compatible transitions in scale, character, and uses to adjacent residential neighborhoods. The Regional Activity Center and Downtown Redevelopment District area consists of the following zoning districts:

Core Districts

MC-1 – Multi-Family Residential Core

TC-1 – Transitional Core

RC-1 – Retail Core

RC-2 – Historic Retail Core

Dixie Highway Districts

DH-1 – Dixie Highway Low Intensity Multi-Family District

DH-2 – Dixie Highway Medium Intensity Multi-Family District

DH-3 – Dixie Highway High Intensity Mixed-Use District

Federal Highway Districts

FH-1 – Federal Highway Low-Medium Intensity Multi-Family District

FH-2 – Federal Highway Medium-High Intensity Mixed-Use District

Lakes Transition District

LT – Lakes Transition District

North Downtown Districts

ND-1 – North Downtown Low Intensity Multi-Family District

ND-2 – North Downtown Medium Intensity Multi-Family District

ND-3 – North Downtown High Intensity Mixed-Use District

Parkside Districts

PS-1 – Parkside Low Intensity Multi-Family District

PS-2 – Parkside Medium Intensity Multi-Family District

PS-3 – Parkside High Intensity Mixed-Use District

Pembroke Road District

PR – Pembroke Road Mixed-Use District

Sheridan Street District

SS – Sheridan Street Mixed-Use District

Young Circle District

YC – Young Circle Mixed-Use District

2. Administrative Regulations Applicable to All Districts.

a. District boundaries. The district and subdistrict boundaries shall be indicated by the district and subdistrict maps. In cases where uncertainty exists as to the boundaries of a district or subdistrict, the following conditions shall apply:

(1) Boundaries are intended to parallel street lines, rights-of-way, or to follow existing lot lines.

(2) Where a boundary follows a public right-of-way, street, or alley, the centerline shall be the boundary.

(3) In the event of further uncertainty, the City Manager or designee shall determine the boundary location.

(4) The Floor Area Ratio (FAR) capacity for lots that have more than one district or subdistrict designation shall be calculated separately for each portion of the lot according to its respective FAR. Development for each portion of the lot shall be in conformance with the applicable district or subdistrict Building Requirements Table.

b. Phased Development.

(1) All land included for the purpose of development within a Phased Development shall be under the control of the applicant (an individual, partnership or corporation, or group of individuals, partnerships, or corporations). The applicant shall present satisfactory legal documents to constitute evidence of the unified control of the entire area within the proposed Phased Development which shall be certified by the City Manager or designee.

(2) The Phased Development Master Plan shall illustrate the boundaries of each phase and intended phasing sequence.

(3) Each phase of Phased Developments shall autonomously comply with these regulations and district requirements. Site plans, elevations, and massing diagrams shall be provided for each phase and shall indicate the function and improvement of undeveloped portions of land for independent review and approval. Undeveloped land shall be improved pursuant to the General Landscape Regulations set forth herein.

(4) Vacant non-historic and non-contributing structures; and structures which are not eligible for historic designation and are not intended for incorporation in the final development Master Plan shall be demolished prior to commencement of construction of Phase I.

(5) No phase, or portion of phase, of a Phased Development shall be dependent upon the completion of a subsequent phase. Each phase shall be autonomously functional and provide adequate parking, landscape, articulation and associated amenities at the time of completion of that phase and shall not be contingent on future phases.

(6) Any building amenity, or portion thereof, that will service the current phase under development shall be completed in its entirety and shall receive a Certificate of Occupancy prior to the issuance of a Certificate of Occupancy for the remaining phase components or uses.

(7) Each phase shall provide temporary or permanent transitional features, buffers, or protective areas in order to prevent any adverse impact on completed phases, future phases, and adjacent properties.

(8) The applicant shall have up to six (6) months from the issuance of the final Certificate of Occupancy for any given phase to obtain all necessary building permits required to proceed with construction on subsequent phases. If the applicant fails to obtain said building permit(s) within the time period, all staff and Board approvals shall be null and void and the applicant shall be required to reinitiate the development review process.

(9) Changes and deviations from an approved Phased Development Master Plan which constitute a substantial alteration to the character of the development or an individual phase require that the requested changes be reviewed and approved by the appropriate Board. Substantial changes would include:

- (a) Any change in the phasing boundary or sequence;
- (b) An increase or decrease, greater than 5 percent, in Floor Area Ratio;
- (c) A change in the use or character of the Phased Development;
- (d) An increase in overall coverage of structures;
- (e) An increase in the intensity of use;
- (f) An increase in the problems of traffic circulation and public utilities;
- (g) A reduction in required open spaces; and
- (h) An increase or decrease in the amount of off-street parking and loading spaces.

(10) Any changes or deviations from an approved Phased Development Master Plan which are not listed as substantial and do not depart from the principal concept of the approved Phased Development Master Plan shall constitute a minor change and may be approved by the City Manager or designee.

3. General Development Regulations Applicable to All Districts.

a. General building requirements.

(1) Development intensities shall be established by Floor Area Ratio (FAR) and pursuant to the Building Requirements Table for each district or subdistrict and the following:

- (a) No variances to Floor Area Ratio shall be granted.

(b) Established Floor Area Ratios are intended to provide flexibility in building massing. As such, when combined with other regulations and potential site constraints, maximum capacities may not always be achieved. In such cases, the other building requirements shall prevail.

(2) All uses, including automobile oriented uses, shall be designed in a manner which reinforces the urban form.

(3) Buildings shall have a recognizable entrance facing rights-of-way. Entrances shall be visible to pedestrians and vehicular traffic. For corner lots, corner entrance features are encouraged.

(4) The finished floor of ground floor commercial and retail uses shall be generally flush with the sidewalk elevation. (See Appendix 1: Diagram 7)

(5) Ground floor residential uses shall be raised a minimum of eighteen (18) inches above the sidewalk elevation and front the right-of-way.

(6) The minimum floor to floor height for all habitable uses shall be nine (9) feet.

(7) The minimum dwelling unit and room size shall be regulated by the building's principal use as indicated in the Minimum Dwelling Unit Size Table.

Minimum Dwelling Unit Size Table

MINIMUM DWELLING UNIT AND HOTEL ROOM SIZE		
Use	Minimum Per Unit	Minimum Cumulative Average
Multi-family Dwelling Units	400 SF	650 SF
Multi-family Dwelling Units, within the CRA	300 SF	500 SF
Hotel Rooms	250 SF	250 SF

(8) Where applicable, towers shall be pursuant to the following:

(a) Tower separation shall be at least 50 feet.

(b) The maximum tower length shall be 300 feet.

(c) The maximum average tower floorplate shall be regulated by the tower's principal use as follows:

(i) Commercial or mixed-use: Average up to 35,000 square feet; maximum of 45,000 square feet for any single tower floorplate.

(ii) Residential and Hotel uses: Average up to 24,000 square feet; maximum of 30,000 square feet for any single tower floorplate.

(9) Encroachments.

(a) Horizontal projections shall be pursuant to the Projection Section in Article 4, except:

(i) Balconies may encroach the setback for a maximum of 75 percent of the required setback.

(ii) Mechanical equipment and appurtenances necessary to the operation or maintenance of the building or structure itself such as, but not limited to, elevator, stair, shall be enclosed and screened in such a manner that the enclosure is designed as an integral part of the overall building design, and may encroach a maximum of 50 percent of the required front setback and may occupy up to a maximum of 30 percent of the front building facade.

(b) Vertical projections shall be pursuant to the Height Exemptions Section in Article 4, except:

(i) Mechanical equipment and appurtenances necessary to the operation or maintenance of the building or structure itself such as, but not limited to, cooling towers, elevator, stair and mechanical penthouses, vent stacks and antennas shall be enclosed and screened in such a manner that the enclosure is designed as an integral part of the overall building design.

(ii) Building base parapets shall have a maximum height of 20 percent of the maximum building base height, not to exceed 10 feet. Tower parapets shall have a maximum height of 15 feet.

(iii) Enclosed or covered rooftop amenities are permitted to exceed the maximum height for not more than 30 percent of the gross rooftop area. For the purposes of calculating the maximum area, enclosed or covered structures shall not include enclosures for screening mechanical systems. The following restrictions apply:

a. Rooftop amenities are permitted to exceed the maximum of 15 feet.

b. Rooftop amenities shall not include commercial uses in the following districts: MC-1, TC-1, RC-1, DH-1, PH-2, FH-1, LT, ND-1, ND-2, PS-1, PS-2.

c. Covered structures shall be architecturally compatible with and in proportion to the architecture of the overall building.

d. Climate controlled structures are limited to the minimum area necessary to accommodate uses which are secondary and incidental to the principal rooftop amenity. These structures may include saunas and steam rooms and code-required restrooms.

e. Supporting restroom facilities shall not exceed 150 percent of the size required by applicable federal, state, and local health regulations.

(10) Active use liners

(a) Active use liners shall be pursuant to the Development Regulations table in each district or subdistrict and the following:

(i) Minimum Active Use Liner Depth Table.

MINIMUM ACTIVE USE LINER DEPTH		
Use	Ground Floor	Above Ground Floor
Commercial	25 ft.	20 ft.
Residential	15 ft.	15 ft.

(ii) When active use and active use liners are not required or exceed the minimum required frontage percentage, the active use shall be permitted to have a minimum depth of 15 feet. Further, when a parking structure is the principal use, the active use shall be permitted to have a minimum depth of 15 feet. (See Appendix 1: Diagram 1)

(iii) Active use requirements may be reduced or waived at the discretion of City Manager or designee when sufficient evidence is provided to indicate that necessary vehicular access and circulation cannot be accommodated.

(11) Articulation requirements.

(a) Building facades shall incorporate breaks in the horizontal and vertical wall plane to provide articulation and reduce visual mass.

(b) Blank walls visible from adjacent streets, public areas or adjacent buildings shall not be permitted and shall incorporate facade articulation. A portion of the facade proportionate to the building massing may be permitted.

(c) For ground floor commercial active uses, 50 percent of the storefront facade area shall provide transparency. Transparency may be provided through the use of windows and door glazing as well as unobstructed openings in the building facade. (See Appendix 1: Diagram 14)

(d) Architectural treatment shall be provided for all non-active use facade elevations and shall be harmonious and integrated with the design of adjacent active use facades. Architectural treatment shall be provided through a combination of two (2) or more treatments including, but not limited to: the use of similar materials and construction assemblies; the continuation of fenestration patterns, architectural features, articulation, and rhythm; the application of architectural screens, meshes, louvers, and glass; the incorporation of pervious surfaces and planters; and the provision of consistent signage, graphics, and architectural lighting. The following treatments are permitted, but shall not fulfill the requirement for architectural treatment: the application of paint and faux treatments; scoring, construction joints or material projections less than four (4) inches in height, width, or depth.

b. General public realm regulations.

(1) Minimum setback areas adjacent to rights-of-way, excluding alleys, shall:

(a) Be improved consistent with the public sidewalk and therefore shall comply with sidewalk standards and shall match or be harmonious with the design of the public sidewalk as determined by the City Manager or designee; or shall be pursuant to the General Landscape Regulations.

(b) Not include any parking uses and shall be left free of any structure higher than 42 inches, excluding street signage, lighting and other public improvements and provided that it does not occupy more than 30 percent of the setback.

(c) Not include the encroachment of any ramps and/or stairs associated with any ground floor uses, other than residential. (See Appendix 1: Diagram 7)

(2) Maximum setback areas shall be applicable to all building components, excluding open space, driveways, and porte cocheres. Variations in the building frontage where portions of facades do not meet the building maximum setback are permitted, as long as the intent of the regulation is met and the majority of the facade meets the requirement.

(3) Conflicts between vehicles and pedestrians shall be minimized or eliminated. Clear and safe pedestrian connections shall be provided.

(4) If fencing is used, it shall be decorative. Chain link fences shall be prohibited.

c. General parking regulations.

(1) Parking requirements.

(a) Parking shall be provided pursuant to the Parking Requirements Table as set forth herein. All uses not listed in the Table shall be pursuant to Article 7 of the Zoning and Land Development Regulations.

(b) The calculation of required off-street parking spaces shall be pursuant to Article 7 of the Zoning and Land Development Regulations.

(c) Exceeding the maximum parking ratio is permitted, as follows:

(i) Any portion of the parking area which exceeds the maximum parking ratio shall be included in the calculations of Floor Area Ratio. This shall include stalls and all associated circulation areas.

(ii) Through the use of tandem parking (vertical or horizontal), mechanical parking lifts, or similar mechanical systems, which do not increase the overall building massing, pursuant to Article 7.

(d) Guest parking shall be provided pursuant to the parking requirements table in each district or subdistrict as set forth herein. Designated guest parking shall not be assigned or otherwise designated for any other purpose, but may be included in the shared parking calculations.

(e) The provisions for parking reductions as indicated by these regulations may be combined; however, the combination shall not result in a reduction of more than 25 percent of the minimum parking requirement as pursuant to the Parking Requirements Table in each district or subdistrict.

Parking Requirements Table

PARKING REQUIREMENTS		
Use	Minimum	Maximum
Commercial	3 spaces per 1,000 SF	5 spaces per 1,000 SF
Hotel	1 space per room for the first 10 rooms, plus .25 space per room for each additional room; plus 60% of the requirement for accessory uses	1 space per room; plus 80% of the requirement for accessory uses
Multifamily Residential (Except for sites or portions of sites within DH-1)	1 space per unit; plus 1 space per 10 units for guest parking	2.5 spaces per unit; plus 1 space per 5 units for guest parking
Office	2.5 spaces per 1,000 SF	5 spaces per 1,000 SF
Exemptions: The following uses are exempt from parking requirements: Retail, commercial, and office uses located on the first and second floor of a building on sites or portions of sites within DH-3 east of 21st Avenue; ND-3 south of Polk Street; PS-3 north of Van Buren Street; RC-2; and YC.		
Parking for Live-Work uses shall be provided for each individual use as required above. Parking for sites or portions of sites within DH-1 shall comply with parking regulations set forth in Article 7 of the Zoning and Land Development Regulations. All other uses shall comply with parking regulations set forth in Article 7 of the Zoning and Land Development Regulations.		

(2) Parking stall dimensions.

(a) Parallel parking minimum: Eight and one-half (8-1/2) feet in width by 22 feet in length. (See Appendix 1: Diagram 9)

(b) Ninety (90) degree and angled parking minimum: Eight and one-half (8-1/2) feet in width by eighteen (18) feet in length. (See Appendix 1: Diagram 9)

(c) In those cases where the side of any stall is adjacent to a wall, fence, building, or other physical obstruction, the stall widths shall be increased by one (1) foot. Where there is an obstruction on both sides of the stall, the stall widths shall be increased by two (2) feet.

(d) Driveways may be a minimum 11 feet for one-way traffic and a minimum of 22 feet for two-way traffic.

(e) Driveway entrances not adjacent to parking stalls may be a minimum of 20 feet.

(f) All other parking stall dimension standards shall be pursuant to Article 7 of the Zoning and Land Development Regulations.

(3) Parking garages and single parking decks under buildings shall be pursuant to the district or subdistrict Building Requirements Table and to the following requirements:

(a) All levels of parking garages shall be lined with active uses as required by the Building Requirements Table in each district or screened with architectural treatment. At ground level, parking garages shall be screened with both architectural treatment and landscape buffer.

(b) A minimum of 50 percent of all roof deck parking areas (including the top deck of the base) shall be visually screened or architecturally treated in such a way that parked vehicles cannot be viewed from adjacent buildings. Screening elements may include roofs, trellises, canopies, screens, or other similar structures.

(4) At-grade parking lots and vehicular use areas shall be pursuant to the General Landscape Regulations and the following requirements:

(a) At-grade parking lots shall not be permitted within frontage setbacks unless otherwise permitted within these regulations and shall be located behind the main structure to the maximum degree possible.

(b) Parking in front of buildings shall not be permitted along 21st Avenue, Dixie Highway, Federal Highway, Hollywood Boulevard, and Young Circle. Pick-up and drop-off areas, such as porte cocheres are permitted.

(c) At-Grade Parking Lots and Vehicular Use Areas Setback Requirements Table.

AT-GRADE PARKING LOT AND VEHICULAR USE AREAS SETBACK REQUIREMENTS	
Minimum	
Front	10 feet
Interior	5 feet
Alley	5 feet

(5) Commercial developments, excluding hotel uses, may provide secure public bicycle racks and or storage at a ratio of one (1) bike rack space per every 20 required parking spaces. The bicycle racks shall be located on-site and shall not encroach into the right-of-way. In exchange, these developments may reduce the respective parking requirement for that use by 5 percent.

(6) Shared parking is encouraged for proposed developments with two (2) or more distinguishable uses as listed in the Shared Parking Requirements Table.

(a) The minimum shared parking requirement and maximum shared parking reduction shall be determined by the following procedure:

(i) Multiply the minimum parking requirement for each individual use as pursuant to the Parking Requirement Table in each district or subdistrict by the appropriate percentage listed in the shared Parking Requirements Table for each of the five (5) designated time periods.

(ii) Add the resulting sum for each of the five (5) vertical columns of the Shared Parking Requirement Table. The minimum shared parking requirement is provided by the highest number resulting from that sum.

(b) The shared parking reduction shall not result in a reduction of more than 25 percent of the minimum parking requirement.

(c) Shared Parking Requirements Table.

SHARED PARKING REQUIREMENT					
Use	Weekdays			Weekend	
	Night	Day	Evening	Day	Night and Evening

	Percent	Percent	Percent	Percent	Percent
Residential	100	60	90	80	90
Office	5	100	10	10	5
Commercial/Retail (Non-Office)	5	90	70	100	70
Hotel	80	60	100	80	100
Restaurant	10	50	100	50	100
Entertainment/Recreation	10	40	100	80	100
All Others	100	100	100	100	100

(7) Loading and maneuvering shall be pursuant to Article 7 of the Zoning and Land Development Regulations and to the following requirements:

(a) Loading for all proposed developments shall occur internal to the building footprint or from the alley and shall be visually screened from public view.

(b) Public rights-of-way, excluding alleys shall not be utilized for maneuvering associated with building loading access.

d. General landscape regulations. Landscape requirements shall be pursuant to the Landscape Requirements Table; to Article 9 of the Zoning and Land Development Regulations; to the City of Hollywood Landscape Manual; and to the following requirements:

(1) The minimum tree size is 12 feet in height, with a four (4) inch caliper measured at diameter breast height. (The diameter of a tree trunk measured at four and one-half (4-1/2) feet above the root ball).

(2) Ground floor open spaces, such as plazas, courtyards, and passageways which are visible from the public right-of-way and larger than 3,000 square feet shall be improved as pursuant to these regulations and the following requirements:

(a) A minimum of 25 percent of the open space area shall be vegetated.

(b) Overhead cover shall be provided for a minimum of 10 percent of the open space area.

(c) A minimum of one (1) linear foot of seating for every 30 square feet of open space area shall be provided.

(3) General Landscape Requirements Table.

GENERAL LANDSCAPE REQUIREMENTS	
	Requirements
Perimeter Landscape	1 One (1) street tree per 30 linear feet or portion thereof, of street frontage of property wherein said improvements are proposed. 2 Residential Uses shall provide a five (5) foot landscape buffer within required setback areas with one (1) tree for every 20 linear feet of required buffer area. 3 When abutting or across an alley from a residential zoning district a perimeter landscape buffer shall be included within the required setback area with one (1) tree for every 20 linear feet of required buffer area.

(2) Federal Highway Districts Use and Development Regulations:

(a) FH-1 – Federal Highway Low-Medium Intensity Multi-Family District.

(i) FH-1 – Federal Highway Low-Medium Intensity Multi-Family District Use Table.

FH-1 – Federal Highway Low-Medium Intensity Multi-Family District Uses			
Main Permitted Uses	Accessory Uses	Special Exception Uses	Prohibited Uses
Bed and Breakfast Inn Multi-Family Residential Single-Family Residential	Parking Lot accessory to a Main Permitted Use; or adjacent Main Permitted Use Any use customarily associated with one of the Main Permitted Uses.	Day Care Facility Place of Worship, Meeting Hall, and Fraternal Lodge Schools (All)	Any use not listed as a Main Permitted Use.
See Section 4.3.J, 4.21, and 4.22 for Additional Use Regulations and Performance Standards.			

(ii) FH-1 – Federal Highway Low-Medium Intensity Multi-Family District Development Regulations Table.

FH-1 – Federal Highway Low-Medium Intensity Multi-Family District Development Regulations	
MAXIMUM FAR	
1.25	
MAXIMUM HEIGHT	
4 Stories, not to exceed 45 ft.	
MINIMUM SETBACKS	
Frontage	
Streets	20 ft.
MINIMUM SETBACKS	
Frontage	
Avenues	15 ft.
Side Interior	10 ft. Platted and recorded lots of 50 ft. or less in width may have a 5 ft. setback.
Rear	20 ft.

(b) FH-2 – Federal Highway Medium-High Intensity Mixed-Use District.

(i) FH-2 – Federal Highway Medium-High Intensity Mixed-Use District Use Table.

FH-2 – Federal Highway Medium-High Intensity Mixed-Use District Uses			
Main Permitted Uses	Accessory Uses	Special Exception Uses	Prohibited Uses
Adult Educational Facilities ¹ Amusement Uses (Indoor and Outdoor) Antique, Consignment, Collectible, and Vintage Store Artisan and Maker Manufacturing and Space Assembly of Pre-manufactured Parts for Sale on Premises Automotive Rental Bar, Lounge, or Night Club Bed and Breakfast Inn Car Wash ² Coin Laundry ³ Commercial Uses Dry Cleaner Food Processing Funeral Home Hotel Institutional Live-Work Microbrewery, Microdistillery, and Microwinery Motel	Cabinet, Furniture, and Upholstery Shop Light Manufacturing associated with Retail or Showroom Outdoor produce sales (fresh fruit, vegetable, plant and flower retail sales), accessory to a grocery store, specialty market, or similar use ⁴ Tattoo, Body Art, or Body Piercing Establishments, associated with an Art Gallery ⁵ Any use customarily associated with one of the Main Permitted Uses.	Day Care Facility Schools (K-12) Service Station	Adult Entertainment or Adult Related Uses All General and Heavy Manufacturing Uses Bulk Sales, Storage, or Display of Lumber and Building Materials. Contractor Shop and Storage (Indoor or Outdoor) Gun Shop Outdoor Storage Pawn Shop Psychic Help Uses Any use not listed as a Main Permitted Use.
Multi-Family Residential, except on the ground floor adjacent to Federal Highway Museum, Art Gallery, and Similar Cultural Uses Office Parking Lots and Garages (Commercial) Personal Service Place of Worship, Meeting Hall, and Fraternal Lodge Restaurant Retail (indoor)			

Schools (Business, Commercial, or Vocational; Recreational or Cultural; and University) ¹ Single Family Residential, except on the ground floor adjacent to Federal Highway Wholesale and Warehousing			
¹ Adult Educational Facilities and Schools may require additional review for pedestrian and vehicular circulation, pick-up and drop off operations, traffic, etc. Limitations may be imposed in regards to capacity, hours of operation, parking, and circulation. ² Car Washes shall be fully enclosed and adequately screened; or not visible from public rights-of-way. ³ Coin Laundries shall be fully enclosed and air-conditioned. ⁴ Outdoor produce sales shall provide a plan illustrating the layout, location, and dimensions of the outdoor sales area; shall not interfere or obstruct pedestrian flow; and shall be exempt from screening requirements. ⁵ Tattoo, Body Art, or Body Piercing Establishments shall be limited to 25 percent of the total gross floor area of the use; and exterior primary signage shall not be permitted. See Section 4.3.J, 4.21, and 4.22 for Additional Use Regulations and Performance Standards.			

(ii) FH-2 – Federal Highway Medium-High Intensity Mixed-Use District Development Regulations Table.

FH-2 – Federal Highway Medium-High Intensity Mixed-Use District Development Regulations		
MAXIMUM FAR		
3.00 Sites south of Fillmore and north Monroe Streets: Single Use Buildings/Development: 3.75 Mixed Use Buildings/Development: 4.75		
MAXIMUM HEIGHT		
10 Stories, not to exceed 140 ft. Sites located between Fillmore and Monroe Streets and fronting Federal Highway: 18 Stories, not to exceed 190 ft.; Sites or portions of sites within 60 feet of FH-1: 5 Stories, not to exceed 55 ft. Sites or portions of sites within 100 feet of ND-1, PS-1: 5 Stories, not to exceed 55 ft.		
MINIMUM SETBACKS		
Frontage	Base Ground Floor - 55 Feet	Tower Above 55 Feet
All Frontages	Non-Residential: 10 ft. Residential: 15 ft.	Non-Residential: 10 ft. Residential: 15 ft.
Fronting Golf Course	20 ft.	20 ft.

Side Interior	0 ft. When adjacent to FH-1: 10 ft.	0 ft. When adjacent to FH-1: 60 ft.
Alley	5 ft. When adjacent to FH-1: 20 ft.	5 ft. When adjacent to FH-1: 60 ft.
MAXIMUM SETBACKS		
Frontage	Ground Floor	Above Ground Floor
Federal Highway	30 ft.	N/A
MINIMUM ACTIVE USES		
Frontage	Ground Floor	Above Ground Floor
Federal Highway	60%	N/A
North 17th Avenue between Polk and Johnson Streets	40%	N/A

(iii) FH-2 – Federal Highway Medium-High Intensity Mixed-Use District Special Requirements.

- a. For lots which abut Federal Highway, the tower orientation shall be towards Federal Highway.
- b. Where possible, vehicular access shall be located along the east-west streets.

c. Walk-up gardens shall be required for ground floor residential uses and shall have a minimum depth of five (5) feet measured horizontally between the building facade and the public sidewalk. Entrance landings and stairs may encroach the garden space. Garden perimeter fences, walls or other similar structures shall not exceed four (4) feet in height. A minimum of 40 percent of the walk-up garden area shall be pervious.

d. Lakes Transition District.

(1) Lakes Transition District Purpose and Character.

(a) Provide adequate and compatible transitions from Young Circle to the Hollywood Lakes Historic District.

(b) Encourage the preservation and adaptive reuse of historic structures and those eligible for historic designation to preserve the historic building stock and promote creative uses.

(c) Encourage redevelopment which retains and enhances the existing character of the Lakes Area Historic Multiple Resource Listing District.

(d) Encourage the creation of strong urban residential neighborhoods, providing an array of housing types.

(e) Encourage building frontages along 17th Avenue to reinforce the existing character.

(2) Lakes Transition District Use and Development Regulations:

(a) LT – Lakes Transition District

(i) LT – Lakes Transition District Use Table.

LT – Lakes Transition District Uses			

Las Villas Hotel Suites

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