City of Hollywood
Transit-Oriented Development Charrette

Presentation of Work in Progress
December 11, 2017
A Multi-Agency Approach...

...that includes the Community.
Project Objectives

Develop a Station Area Master Plan for Future Tri-Rail Coastal Link Service that is Consistent with the City’s Vision for Future Growth and Development;

Develop Site-Specific Design Alternatives and Test Them for Market Support, Transit Viability, City and Community Benefits, and Development Strategies;

Root proposed improvements in market-based realities by developing Market Overview which considers growth potential and impediments in different sectors (housing, employment, retail, etc.)

Improve the Quality of Life ~ Manage Opportunities
A Historic Moment

This is the First Opportunity to Develop Detailed Designs and Market Analyses for a Tri-Rail Coastal Link Station.
Study Area

- Royal Poinciana Neighborhood
- Hollywood Beach Golf Course
- North Central Neighborhood
- City Hall Circle
- Highland Gardens/United Neighborhoods
- Young Circle
- Parkside Neighborhood
- FEC (Dixie and N 21st Ave)
Study Area
A Fascinating History

Downtown Hollywood and Young Circle
Today…

The First Opportunity to Hear Your Thoughts on the Work –

Are We going in the Right Direction? Did We Miss Anything?

Are there Other Issues and Concerns that Need to be Addressed?
The Saturday Workshop

City of Hollywood Tri-Rail Coastal Link Station Master Plan

Please provide your ideas on
Saturday, December 2nd, 2017 9:00 am-2:00 pm
Workshop begins at 9:00 am with an opening presentation
followed by an interactive process

Fred Lippman Multi-Purpose Center, Room 11
2030 Polk Street, Hollywood, FL 33020
Refreshments and Lunch will be provided

For more information please contact
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The Tri-Rail Coastal Link is a planned commuter train system connecting eastern coastal cities from Miami to Jupiter, utilizing existing F.E.C. tracks. Please join the City of Hollywood Community Redevelopment Agency (CRA), the Treasure Coast Regional Planning Council (TCRPC), and the South Florida Regional Transportation Authority (SFRTA) in creating a master plan for the station and the surrounding area. The TCRPC will assist the City, CRA, and SFRTA in coordinating a meaningful public involvement process including an economic development and urban design charrette.

• The goal is to design the planned station and the surrounding area to reflect the character of Hollywood
• Support viable transit service
• Contribute to the city’s increasing need for mobility options
• Reinforce the vitality of the downtown area.

This Important Planning Effort is Made Possible Through Funding Provided by the City of Hollywood, the City of Hollywood CRA, and the South Florida Regional Transportation Authority (SFRTA)

Public Workshop
The Saturday Workshop

Saturday, December 2, 2017
The Neighbors’ Ideas

Saturday, December 2, 2017
Some of What We Heard…

• Provide Gateways to the district
• Need SHADE Trees
• Need Better Lighting and Safety Measures
• Parking demands
• Create More Public/Green Spaces (usable Civic Open Space)
• Provide Space for Local Retailers and Shops
• Look at Sites to the South and the north
• Improve conditions along Dixie and 21st Avenue
• Inventory Historic Buildings

Saturday, December 2, 2017
Some of What We Heard…

• “Put Feet on the Street”
• Consider this a Tech Corridor
• Unwrap the Suntrust Building
• Need Incubator – Flex Spaces at Station
• Area needs to be Multi-Modal
• Expand College Presence

The T.O.D. Cannot Be Considered in Isolation of The Dynamics of Downtown

Saturday, December 2, 2017
Since Saturday

In the studio at the Shuffleboard Courts
Since Saturday

5-10 Visitors Per Day

In the studio at the Shuffleboard Courts
The Market
Why a Market Study?

- Analyze demographic trends & real estate market conditions
- Test market support for “TOD” uses:
  - Housing
  - Hotel
  - “Workplace”/office
  - Supporting retail
- Ensure planning concepts grounded in market/economic realities
- Inform public decisions for station area planning on:
  - City-owned parcels
  - Timing/phasing
  - Use intensities & densities
- Measure economic benefits of private investment:
  - New property taxes
  - New jobs
  - Other revenues—retail sales, business licensing taxes
Demographics: ‘Drivers’ of Demand

• City’s growth accelerated past 7 years:
  o 8,900 new residents in 3,000+ new households

• Growth over next 5 years:
  o Citywide: 7,400 new residents in 2,800 new HHs
  o ½ mile of station area: 640 new residents in 300 new HHs

• How does growth translate into demand for new housing? What types of units?
  o More Millennials, retirees, elderly
  o Fewer adults in peak earning years
The City’s Economy

- HHs spend $16,335/year on retail & restaurants
- 74,100 jobs in 7,700+ businesses:
  - 50% Services (includes auto-related)
  - 20% Retail
  - 8.5% Finance/Insurance—affects office
- **$2.6 billion** in annual retail sales
  - $626 million in sales *inflow* from other sources
  - Dominance of auto-related businesses
- **8,000+ jobs** in 1,250 businesses w/i ½-mile of station area
  - 15% Professional Services & <20% Retail
Where You Live

• Diverse citywide housing stock
  o 74,200 housing units (5,800+ seasonal units)
  o Owner-occupancy stable: 45%
  o “True vacancy”: 7.7% (5,700 units)

• Average housing values of $275,000 expected to jump 5% per year next 5 years

• Annual housing starts: 275 units (5% of Broward County)
Where You Live

• Over 2,100 units of new housing planned or new construction citywide:
  o 960 units downtown
  o 400+ units on the Beach
  o 92% multi-family

• Potential to increase downtown’s population by 1,000 to 1,500 new residents
Your Office Market
Your Office Market

- Citywide inventory: 5.8 million SF in 540 buildings (20% of County)
  - 342,000 SF vacant
  - Vacancies have *declined* past 5 years: **11% to 6%**
  - Net absorption: **37,700 SF/year** past 5 years
  - Asking rents: $26/SF below County average of $29.50/SF

- Downtown’s challenges:
  - Small floorplates
  - *Weak* absorption: **4,400 SF/year** past 5 years
Your Retail/Restaurant Market

- City’s HHs spend $16,335/year on retail & restaurants

- Vibrant retail market: $2.6 billion in annual store sales

- Annual inflow of $626 million (includes $490 million in auto-related spending)

- TOD-related retail dependent on transit ridership, service/headways
## Your Retail/Restaurant Market

### Existing Supply (Young Circle to 21st Avenue)

<table>
<thead>
<tr>
<th>Category</th>
<th>Square Feet</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Food &amp; Beverage</td>
<td>160,000 SF</td>
<td>29.8%</td>
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<tr>
<td>Consumer Services</td>
<td>122,300 SF</td>
<td>22.9%</td>
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<tr>
<td>Specialty Retail</td>
<td>59,200 SF</td>
<td>11.1%</td>
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<tr>
<td>Grocery (New Publix)</td>
<td>46,000 SF</td>
<td>8.6%</td>
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<tr>
<td>Finance/Ins/Real Estate</td>
<td>29,900 SF</td>
<td>5.6%</td>
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<tr>
<td>Vacant Space</td>
<td>117,750 SF</td>
<td>22.0%</td>
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**Downtown Inventory:** 534,100 SF
Your Hotel Market

- **4,455+/- rooms citywide:** 14% share of County
  - Unknowns: Airbnb, seasonal condo rentals

- Extraordinary strength in market performance:
  - Occupancies consistently high: **81% to 85%** past 5 years
  - Solid growth in rates & revenues

- **570 new rooms** citywide; 2 downtown projects:
  - The Circ: 104 rooms
  - Block 40: 103 rooms
What Does It Mean: Market Potentials
What Does It Mean: Market Potentials

Housing

- Citywide forecast: **2,660 new households (units)** (10 years)
- 960 units in 6 projects downtown planned & under construction = **45% capture** of all new housing (net 860 units unallocated)
- New downtown housing is largely rental; limited owner-occupant
- RAC rezoning allows up to 10 floors; constrained by FAR cap of 3.0
- Buildout under RAC zoning could take decades
What Does It Mean: Market Potentials

Office

- Hollywood is a secondary office submarket in Broward County: 20% share
- Downtown office market is weak: net loss of occupied space past 10 years
- Analysis assumes City maintains 8% share of County employment = 3,000 office jobs
  - Downtown’s share = 615 new office jobs
- Suggests up to 100,000 SF of new space
- Downtown office inventory reportedly lacks floorplates over 10,000 SF
  - Industry averages for tech & Class A tenants = 20,000+ SF
What Does It Mean: Market Potentials

Hotel/Lodging

• Significant hotel growth in Hollywood Beach

• Current occupancies of selected properties = 83.8%; industry standard = 65%

• **Downtown:** 207 new rooms under construction/planned

• Near-term demand likely met by The Circ & Block 40

• Impacts of Airbnb & seasonal resort condo rentals unknown
What Does It Mean: Market Potentials

Retail/Restaurants/Consumer Services

• Downtown emerging as dining attraction; limited tourist-focus or specialty retail stores

• Downtown retail = **534,100 SF**
  
  o 1.4x the size of Village at Gulfstream Park (375,000 SF)

• Food & beverage serve as primary consumer activities

• Limited apparent tourism spending; improve connections for Beach visitors

• Downtown parking proximities/enforcement not “retail-friendly”

• Near-term opportunities = filling vacant spaces and improving performance of existing retailers, not new space
Next Steps

Market Analysis

• Refine market findings & TO-related development potentials
• Identify actions & implementation strategies; build on CRA, other programs
• Guide public decisions regarding site disposition

Economic Benefits

• Measure potential revenues: new property & retail sales taxes
• Estimate construction & permanent jobs, by sector
• Calculate annual wages

Final Report

• Integrate market & economic analysis into TCRPC document/plan
The Charrette Plan
Connectivity

Transit Analysis
Connectivity

Sidewalks
Connectivity
Redevelopment

Infilling Downtown
Redevelopment

Infilling Downtown
Redevelopment

Infilling Downtown
Redevelopment

Infilling Downtown
Dixie Highway/21st Avenue

Public Realm Improvements
The Station

Public Realm Improvements
The Station

Public Realm Improvements
The Station

HOLLYWOOD STATION

Public Realm Improvements
Dixie and 21st Avenue

Public Realm Improvements
Municipal Complex

Opportunities
Municipal Complex

A Catalyst
Residential Infill

INCREMENTAL DEVELOPMENT for Hollywood R.A.O.

Lot Size: 125 x 150 = 18,750
FAR: 3 = 56,250
Pedestal: 26,000 - 2 stories
Tower: 30,000 - 7 stories
Gross Total: 56,000 sf.
PARKING: 1 per unit = 25
1 per 1000 sf: 16 - 11 on street = 5
Total Provided: 30 Spaces.
Residential Infill

Ground Floor
Retail
1 Parking Space per Unit

Second Floor
Office Space
8450 Total Square feet of Office Space

Floors 3-7
Residential Core + Third Floor Pool Deck
20 Residential Units @ 22,080 SF Total

Floors 8-9
Penthouse Units
4 Units @ 4800 SF Total
Residential Infill
Residential Infill
Residential Infill
Municipal Complex

Catalytic Opportunities
Municipal Complex

Catalytic Opportunities
Infill Redevelopment

Suntrust Block – Large Footprint
Infill Redevelopment

Suntrust Block – Small Footprint
Infill Redevelopment

Creating Public Spaces
Redevelopment over Time

West of Dixie – Implementing the RAC
Dixie Highway/21st Avenue

Improving What’s There
Dixie Highway/21st Avenue

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Dixie Highway/21st Avenue

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Dixie Highway/21st Avenue

Improving What’s There
Historic Fabric

Mapping Contributing Structures
The Suntrust

Unwrapping a Historic Asset
The Suntrust

Unwrapping a Historic Asset
The TOD District

Change over time
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Change over time
Next Steps

• Continue developing plan/images

• Finalize Market Study/Develop Economic Impacts Section

• Develop Draft Report and Recommendations

• Submit Draft for Review March 2018

• Continue Taking Input
Thank You

Hollywood TOD Charrette
Presentation of Work in Progress
December 11, 2017