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APPENDIX (Under separate cover): Specific Zoning Recommendations

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A special thank you to all the residents, property owners, neighborhood and business association members, community leaders, and stakeholders who participated in the workshops, forums and public hearings during the downtown master plan process.
INTRODUCTION
INTRODUCTION

1.1 Intent
The primary objective of this Master Plan is to illustrate the overall vision for the future of Downtown Hollywood. It will serve as a guide to ensure that development and capital improvements support the community’s vision and that Downtown evolves in a cohesive manner, meeting the expectations of residents and business owners.

The Master Plan considers the goals and objectives of previous plans taking into account changes which may have occurred since their completion. It evaluates and builds on previous recommendations while reflecting current market trends, new ideas from the community, and new ideas from the Commission.

The plan establishes area-wide recommendations that promote sustainable growth and enhance the quality of life in Downtown as a whole; it pays attention to areas which have been neglected and suffer from deferred maintenance; it recognizes that Downtown’s vitality is strengthened by a diverse urban fabric which consistently attracts people, activities, and investment; and it proposes individual district recommendations that reinforce neighborhood character.
1.2 Project Boundary
The project study area, encompassing 223 acres and illustrated throughout this document by a heavy black line, is bounded on the north by Fillmore Street; on the South by Monroe Street; on the west by 22nd Avenue; and on the east by 17th Avenue for the portion extending from Fillmore Street to Polk Street and from Van Buren Street to Monroe Street and by 16th Avenue for the portion extending from Polk Street to Van Buren Street.
1.3 Organizational Structure
This Master Plan is intended to illustrate the overall vision for the Downtown and to provide an urban design framework that enables the City, property owners, and citizens to make informed strategic decisions about future development and public improvements.

Chapter 1 - Introduction: Provides an overview of the project illustrating the intent and purpose of the Master Plan.

Chapter 2 - Existing Conditions: Evaluates existing elements and data—including historical information, existing plans, infrastructure, and the existing regulatory framework—while identifying issues and opportunities.

Chapter 3 - Market and Economic Recommendations: Provides a general assessment of current economic conditions and identifies opportunities and strategies for redevelopment.

Chapter 4 - Vision: Illustrates the overall vision for Downtown, while providing goals and objectives that will enable the City, property owners, and residents to make informed strategic decisions about future development and public improvements.

Appendix - Zoning Recommendations: Provides zoning recommendations and proposed zoning changes for the study area which support the principles established in the Vision.

1.4 Planning Process and Public Participation
Public participation was a critical component of the planning process. Residents, property owners, neighborhood and business association members, community leaders, and stakeholders participated in various workshops to identify key issues, goals, and objectives for Downtown Hollywood. Citizens of Hollywood value their Downtown as evident by the number of workshop participants, their continued interest in the Master Plan process and the dedication and commitment of local residents and business owners. This input and collaboration helped focus and structure the approach to the vision, resulting in a document that reflects the community’s vision for the future.

Since one of the purposes of the Master Plan is to provide the local authorities with a framework for future development, their involvement and input were an essential part of the planning process. The Hollywood Community Redevelopment Agency - Downtown District and the City of Hollywood Planning Department collaborated with the design team to establish basic goals and objectives that could be developed into realistic and feasible solutions. The Master Plan was also presented to the City’s Planning and Zoning Board for recommendations and approval.

Another important element of the planning process was the coordination with the economic consultant, Lambert Advisory. This coordination helped identify the strengths and weaknesses of the area and provided an assessment of the type and intensity of the desired economic growth.
1.5 Previous Planning Efforts

In 2003 Zyscovich Inc. was hired by the Downtown Community Redevelopment Agency to create a Master Plan for Downtown. The Master Plan hinged around creating an enhanced pedestrian environment with a variety of active uses on and around the Young Circle to attract residents and visitors; and established zoning recommendations for the Young Circle area. Although some of the recommendations of the vision were executed—for example the reconfiguration of parking and circulation around Young Circle—the plan was never adopted as regulation.
Hollywood Corridors Zoning and Land Use Recommendations - Zyscovich Inc.
From 2003 to 2005 Zyscovich Inc. conducted a study to examine the development potential of the City’s most prominent commercial corridors and develop strategies for their development. The study included Federal Highway, Dixie Highway, Hollywood Boulevard, and SR7/US41. The intent was to encourage more intense development while ensuring compatibility with the surrounding residential neighborhoods, maximize access to transit, and to preserve and enhance the unique character of each of the corridors. The plan recommends to create zoning overlay districts and provides zoning recommendations and design guidelines for each of the corridors.
EXISTING CONDITIONS

LEGEND:

- Study Area
EXISTING CONDITIONS

2.1 Regional Overview
Hollywood is a coastal city of approximately 145,000 residents located in Broward County. One of its strengths is its strategic location. Situated between Fort Lauderdale and Miami, it benefits from its proximity to Fort Lauderdale-Hollywood International Airport, Port Everglades, Miami International Airport and the Port of Miami. Interstate 95, the Florida Turnpike, Tri-County Commuter Rail, and two major railroads cut through the city in a north-south direction. Its proximity to the beach and the Atlantic Ocean, civic and cultural attractions like the recently completed ArtsPark on Young Circle reinforce its position as a local and regional destination.

Downtown’s redevelopment efforts are overseen by the Hollywood Community Redevelopment Agency - Downtown District (CRA). The CRA is a public agency—consisting of a seven member board—established to attract private investment and eliminate slum and blight.

2.2 Historical Context
The city’s original town plan is its most valuable historic resource. Hollywood’s core was covered with pine forest, marshlands, and mangroves until 1921, when innovative developer Joseph Young envisioned a “Dream City.” Young’s vision included sectioning the city into districts designated for residential, business, and industry; but permitted some traditional mixed-uses. He designed a hierarchy of boulevards, avenues, and streets; along with a large parcel designated for the Hollywood Golf and Country Club. Hollywood Boulevard, lined with royal palms and street lights became the main street and created a grand entrance to the town center as well as an axial view to the beach. A unique feature in the plan was the three large circles Young integrated into the boulevard to serve as parks and focal points.

Construction of the “Dream City” began at the intersection of Dixie Highway and Hollywood Boulevard. At the time of its completion Hollywood Boulevard was declared “Florida’s widest paved street.” By the City’s incorporation in 1925, Young had successfully attracted a large number of potential residents and land owners. By the next year—as construction of the Hollywood Boulevard Bridge across the Intracoastal Waterway continued at a rapid pace—the city encompassed 2,420 dwellings, thirty-six apartment buildings, 252 business buildings and nine hotels. Its population had grown to 18,000 residents.

A devastating hurricane in 1926 caused a significant decline in population; residents abandoned their new homes and returned to northern cities. The city continued to develop and in the early 30’s development began along Federal Highway. Population grew slowly until after World War II, when it increased rapidly, reaching over 121,400 by 1975. Recent revitalization efforts—the redevelopment of Harrison Street, the creation of the ArtsPark, the promotion of cultural venues, and organized events such as Funtastic Fridays, among others—have, once again shifted the community’s focus towards Downtown.
**EXISTING CONDITIONS**

Downtown 1924

Hollywood Country Club 1924

Hollywood Boulevard 1925
EXISTING CONDITIONS

Young Circle 1968
Watson Circle 1960s
Dixie Highway 1960s
Tyler Street 1968
**Historic Districts**

In 1994 the City adopted a Historic Preservation Ordinance and appointed a Historic Preservation Board for the purpose of preserving the fine examples of Joseph Young's original Hollywood. A conservation effort has begun to protect those properties which have historical, architectural and archaeological value by designating local historic districts and sites. The Historic Hollywood Business District, Harrison and Tyler Streets Historic District, Historic Lakes Section, and six individual sites have been designated as local historic resources. All sites designated as Local Historic Overlay Sites or Districts are subject to special review by the Historic Preservation Board and to the Design Guidelines for Historic Properties and Districts.

While the National Register designation is a distinguished recognition and offers financial incentives to property owners, its value is only honorary. It is local designations which provide regulatory measures to preserve historic landmarks and neighborhoods.

**Historic Hollywood Business District**

Joseph Young's main street was designated a National Historic District in 1999; and locally in 1996. The Hollywood Business District encompasses 34 buildings along Hollywood Boulevard from Dixie Highway to Young Circle. These buildings represent a range of architectural characteristics and styles popular during the 1920’s including One-Part and Two-Part Commercial Block designs, which were commonly used for main streets during that era.

A One-Part Commercial Block design consists of attached or freestanding one-story structures characterized by a simple rectangular plan and highly decorative façades. Street fronting facades were designed to be inviting and relate to the adjacent pedestrian environment. Typically, these façades have recessed entryways and large storefronts which display merchandise or available services.

A Two-Part Commercial Block design consists of two to four story structures, characterized by a horizontal division into two distinct zones; the two-part division reflects differences in use within the structure. The ground floor is similar to the One-Part Commercial Block housing public spaces, while the upper zone is typically less decorative and suggests more private spaces such as offices, meeting halls, hotel rooms, and apartments.

**Hollywood Lakes Historic District, Harrison and Tyler Street Historic Districts**

Hollywood Lakes—located between Washington and Johnson Streets—is Hollywood’s oldest neighborhood east of U.S. 1. This district was conceived by Joseph Young as an upscale residential neighborhood with a traditional grid, rear alleys, and spacious homes bordered by large yards and porches. The most luxurious homes lined Hollywood Boulevard, which served as the main street and neighborhood gateway. Young attracted prospective residents with assurance of open spaces, lake views, cool breezes and natural ventilation. Today the Hollywood Lakes Historic District retains its pedestrian friendly environment and many large homes from Young’s period still exist on the Boulevard as well as on Harrison and Tyler Streets.

Historic homes in Hollywood Lakes were primarily built in the Mediterranean Revival, Mission or Spanish Colonial, Art Deco or Art Moderne, Traditional, Bermuda, Masonry Vernacular, Frame Vernacular, and Prairie architectural styles.
**HISTORIC DISTRICTS**

**OPPORTUNITY**
Mark Downtown’s historic resources to compete with other regional destinations which are geared towards retail and entertainment but lack historic and cultural authenticity.
“Cool Old Buildings”
Many of Hollywood’s early buildings, designed in a variety of architectural styles, are still an integral part of the fabric of Downtown. Throughout the years, several preservation organizations, including the Hollywood Historical Society, have compiled and cataloged information regarding these properties; this includes property data, photographs, basic architectural information, and in some cases, details about the original owners and their contribution to the development of the city. Recently, a brief field survey conducted by the CRA identified additional properties in concentrated areas which may have historical significance. Many residents and community organizations, especially the Parkside Neighborhood Civic Association, have expressed great interest in pursuing historical designation of these areas.
COOL OLD BUILDINGS

ISSUE
Buildings which are not protected individually or by a historic district through local designation are not protected from demolition.

OPPORTUNITY
Conducting a historic resource survey will determine the historical integrity of these buildings and their potential to contribute to a historic district.

LEGEND:
- Cool Old Buildings
- Lakes Historic District
- Special Historic Overlay Districts
2.3 Cultural Resources

Downtown has many cultural assets, the most significant being the recently completed 10-acre ArtsPark on Young Circle. These assets enhance the area's appeal to residents, visitors, and potential business owners; and contribute to the community's desire to become a major hub for art, culture, and entertainment related uses.

ISSUES

- The community currently feels that the ArtsPark is underutilized.
- The Lippman Multi-Purpose Center is outdated.
- Due to the lack of adequate directional signage many cultural resources are well-kept secrets.
OPPORTUNITIES

- Promote a variety of uses for the ArtsPark which take advantage of the flexibility of the space and encourage pedestrian circulation into other areas of the Downtown; such as art walk or gallery night and historic tours.
- Promote and support the renovation and expansion of existing cultural assets, such as the Holocaust Documentation and Education Center.
- Expand the framework of cultural venues into the neighborhoods by promoting related uses in live/work units and historic rehabilitations.
- Promote cultural related uses such as small theaters, performance, dance, and art production studios, magnet schools, and music cafes.
- Create a strategy for wayfinding signage to improve circulation and promote existing resources.
- Allow light manufacturing and fabrication for art related uses.
2.4 City Form

Physical Form
Many elements of Young’s vision and original design are still evident in the Downtown; the most influential being Young Circle which acts as the nucleus for the area. Hollywood Boulevard and Federal Highway intersect at Young Circle emphasizing its importance as a major focal point. Hollywood’s rigid rectangular grid offers the most potential for high connectivity by providing ease of orientation, direct connections and multiple routes, increased building frontages, higher walkability and pedestrian safety.

Radial Development
The development of Downtown was based on an early model of development which creates concentric zones, radiating from a central core. The core was the focus of commercial, social, and civic life—while the radiating zones were residential neighborhoods, varying in levels of intensity; the further from the core, the lower the intensity. Over time, city growth, commercial expansion, and inefficient land use have created undesirable use and scale adjacencies.

Existing Building Stock
As illustrated in the existing building analysis, the downtown core consists of low to medium-scale commercial buildings primarily organized along the axes of Hollywood Boulevard and Harrison Street. While Dixie Highway is primary characterized by low-scale warehouse buildings and auto-oriented development; the remaining city fabric mainly consists of small-scale residential development which reinforces the City’s historic character. Scattered larger-scale developments throughout have created a patchwork in the traditional radial development model and begun to influence the character of the area. The analysis also indicates the vast areas of vacant and underutilized land.
ISSUES
- The Downtown lacks formal gateways. The gateway at Hollywood Boulevard and Dixie Highway exists only from a figurative standpoint, based on local knowledge and traffic patterns.
- Vacant or undeveloped land disrupts pedestrian movement and is detrimental to connectivity as a whole.
- The absence of 22nd Ave causes the blocks west of Dixie to be 1650’.

OPPORTUNITIES
- Enhance Downtown’s identity by creating formal gateways.
- Capitalize on the existing street pattern.
- Create transitional areas to protect the neighborhoods bordering the core; they are one of Downtown’s greatest assets.
- Renovate existing buildings to preserve and enhance Downtown’s character.

Blocks
Average Block size:
East of Dixie: 270’ X 600’
West of Dixie: 400’ X 550’ (within study area)
400’ X 1650’ in total

Rights-of-way
Average ROW width: 50’
Hollywood Boulevard: 120’
Harrison & Tyler Streets: 70’
Federal Highway: 80’
Dixie Highway: 200’ (including the 100’ rail corridor)
Alleys: 14’

Buildings
Building Coverage: 37% of developable area

Open Space
Open Space: 10% within study area
EXISTING DENSITY

ISSUE
Downtown lacks the amount of concentrated density required to sustain an urban environment.

Existing Density
As the study illustrates the density in existing residential buildings in Downtown is low and fragmented. At the moment, Downtown lacks the amount of concentrated density required to sustain an urban environment. In addition, this dispersed pattern fails to encourage pedestrian activity.
EXISTING CIRCULATION

ISSUES

• Because most of the circulation happens on the east-west corridors, north-south streets are often framed by blank walls, which in turn, reinforces east-west movement.
• Existing circulation is conducive to corridor development patterns not district development.
• Designated bike lanes are only present along Federal Highway, south of Young Circle and along Hollywood Boulevard, east of Young Circle; and lack interconnection.

2.5 Connectivity & Mobility

Circulation
Despite the high degree of mobility offered by the existing street pattern, the majority of the movement occurs on the east-west axes of the core. This circulation pattern has shifted the development focus towards the east-west corridors, while the north-south connections appear neglected. Currently, pedestrians walk up and down Hollywood Boulevard or Harrison Street, rather than meander through the district.
EXISTING CONDITIONS

Streetscape Conditions
Streetscape conditions highly influence connectivity, mobility, and district character. As the figures illustrate, many of the streets in Downtown lack adequate streetscape. In many cases, sidewalk widths are inadequate and lack landscape, furnishings, and lighting. This disrupts pedestrian movement and causes a disconnection between the neighborhoods.

ISSUE
Many streets lack adequate streetscape.

OPPORTUNITY
Streetscape improvements on north-south streets, like those recently completed on 20th Avenue between Hollywood Boulevard and Harrison Street should extend further into the residential neighborhoods.

LEGEND:
- Type A
- Type B
- Type C
- Type D
EXISTING STREETSCAPE CONDITIONS

Type A Section

Type A Plan

Type B Section

Type B Plan

Type C Section

Type C Plan

Type D Section

Type D Plan
2.6 Existing Land Use

Understanding existing land uses is essential to creating a cohesive vision which reinforces sustainable growth. The following study illustrates the primary use of buildings and land within the study area, revealing interesting patterns and concentrations in existing development.

EXISTING CONDITIONS

EXISTING LAND USE: PARKS

- **Total Area**: 10 Acres
- **% of Area**: 6.5%
- **Included Uses**:
  - City Parks

**ISSUE**

The community currently feels that the ArtsPark is underutilized.

Understanding existing land uses is essential to creating a cohesive vision which reinforces sustainable growth. The following study illustrates the primary use of buildings and land within the study area, revealing interesting patterns and concentrations in existing development.
EXISTING LAND USE: RESIDENTIAL

Residential

Total Area: 60 Acres

% of Area: 38.8%

Included Uses:

• Single Family
  Total Area: 13 Acres
  % of Area: 8.5%

• Multifamily
  Total Area: 47 Acres
  % of Area: 30.2%

ISSUE

Low Density.

LEGEND:

- Single Family Residential
- Multi-family Residential
EXISTING CONDITIONS

EXISTING LAND USE: COMMERCIAL

COMMERCIAL

Total Area: 26 Acres
% of Area: 17.0%

Included Uses:
- General commercial uses, row stores, restaurants, bars, and low cost stores.
  Total Area: 22 Acres
  % of Area: 14.4%
- Hotel/Motel
  Total Area: 3 Acres
  % of Area: 1.8%
- Amusement and recreational uses
  Total Area: 1 Acre
  % of Area: 0.7%

ISSUE
Although Downtown Hollywood sees itself as an entertainment destination, restaurants and bars constitute only 1.2% of commercial uses within the study area.

LEGEND:
- Commercial
- Hotel/Motel
- Amusement and Recreation
EXISTING LAND USE: OFFICE

Office

Total Area: 11 Acres

% of Area: 7.0%

Included Uses:
- General office buildings and high rises, banks, medical offices, and post offices.

ISSUE
Many office buildings are surrounded by surface parking lots.
EXISTING LAND USE: INSTITUTIONAL

Institutional

Total Area: 15 Acres
% of Area: 9.4%

Included Uses:
- Municipal, County, State, BPI School Board, other schools, medical clinics, religious.
EXISTING LAND USE: WAREHOUSE & TRANSPORTATION RELATED USES

Total Area: 8 Acres

% of Area: 5.1%

Included Uses:

- Warehouse, factories, and/or manufacturing plants without retail.
  Total Area: 5 Acres
  % of Area: 3.4%

- Transportation related uses such as: Service stations, repair garages, car washes, tire stores.
  Total Area: 3 Acres
  % of Area: 1.7%

LEGEND:

- Warehouse Commercial
- Transportation Related Uses
EXISTING CONDITIONS

EXISTING LAND USE: PARKING

Parking
Total Area: 15 Acres
% of Area: 9.8%

Included Uses:
• Parking garages
  Total Area: 3 Acres
  % of Area: 1.7%
• Surface parking lots as primary use
  Total Area: 13 Acres
  % of Area: 8.1%

ISSUE
The percentage includes only lots for which surface parking is listed as a primary use; it does not include accessory surface parking lots; therefore the actual percentage of surface parking exceeds 8.4%.

LEGEND:
- Parking Garages
- Surface Parking Lots
EXISTING LAND USE: VACANT

Vacant

Total Area: 10 Acres
% of Area: 6.4%

Included Uses:
- Vacant lots
  Total Area: 9 Acres
  % of Area: 6.1%
- Vacant Structures
  Total Area: 0.4 Acres
  % of Area: 0.3%

ISSUES
- Great Southern is vacant and deteriorating.
- The calculation does not take into account vacant store fronts along Hollywood Boulevard & Harrison Street.

LEGEND:
- Vacant Lots
- Vacant Structures
2.7 Ownership Patterns

Public Ownership
Aside from the 10-acre ArtsPark, the public sector owns only a small percentage of land within the study area.
Private Ownership
The majority of Downtown is owned by a diversity of groups and individuals, which reflects the tradition of small scale development. However, there are several large assemblages of land owned by single entities, particularly in the areas surrounding Young Circle.
2.8 Existing Regulations

Future Land Use
A city's land use element dictates the capacity for future development by providing criteria for the location and intensity of future residential, commercial, office, mixed-use, and industrial land uses. Since these capacities could be further restricted by the zoning, the land use does not necessarily illustrate the maximum allowable capacity. The study area is comprised of the following two future land use categories:

Medium-High (25) Residential
This land use category establishes the allowable uses and the maximum allowable density within the residential district. Density is the maximum number of units which can be developed on a lot, defined by the ratio of its gross area, which includes to the center line of rights-of-way, to the maximum density defined by the land use. This is a medium-high intensity residential district with a maximum development potential of 25 dwelling units per acre.

Regional Activity Center
Regional Activity Centers (RACs) means a high intensity, high density multi-use area designed as appropriate for intense growth by the local government or jurisdiction. RACs are intended to encourage attractive and functional mixed living, working, shopping, education and recreational activities, in areas of regional importance.

The RAC land use designation is intended to:

• encourage development or redevelopment of areas that are of regional significance;
• to facilitate mixed-use development;
• encourage mass transit;
• reduce the need for automobile travel;
• provide incentives for quality development and;
• give definition to the urban form.
FUTURE LAND USE

LEGEND:
- Regional Activity Center (RAC)
- Low (5) Residential
- Low-Medium (10) Residential
- Medium-High (25) Residential
- Recreation & Open Space
Existing Zoning
The objective of the zoning districts is to control development in a compatible pattern by regulating uses and locations of buildings. The existing zoning is reflective of the radial development model that has endured a patchwork of change over time; with categories of intensity which decrease gradually as they move further from the core. Generally, the district name denotes the zone type and maximum allowable density.
**ISSUE**
The PD regulatory language lacks specificity causing compatibility issues.

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**Planned Developments**
The Planned Development (PD) category allows large properties to develop with a greater amount of flexibility by removing restrictions dictated by existing regulations.
ISSUES

- Uses are generally segregated which does not encourage the intent of the RAC.
- Use restriction language is not clear for RMT CRA-27, allowing commercial intrusion.

LEGEND:
- Residential Uses
- Residential/Professional Office
- Mixed Use
- Ground floor commercial required
- Commercial Uses
- Historic Overlay
- GU
- PD
ZONING: PERMITTED HEIGHTS

ISSUES

- The distribution on height does not provide a transition between zoning districts.

- In RMTCRA-27 height allowances are based on lot area which promotes land aggregation.

LEGEND:

- 2 Stories
- 3 Stories
- 4 Stories
- 5 Stories
- 10 Stories
- 15 Stories
- Historic Overlay
- GU
- PD
- Height Based on Lot Area
ISSUES

- The capacity permitted by the existing zoning code is capped by the envelope created by other restrictions such as height, setbacks, and parking requirements; therefore current density entitlements are not achievable.
- In RMTCA-27 density allowances are based on lot area which promotes aggregation.

LEGEND:

- 6 DU/Acre
- 12 DU/Acre
- 18 DU/Acre
- 18 Hotel Rooms/Acre
- 25 DU/Acre
- 9-18 DU/Acre Based on Lot Area
- 36 DU/Acre
- 54 DU/Acre
- 60 DU/Acre
- 76 DU/Acre
- Historic Overlay
- GU
- PD
- Density Not Specified
Permitted Density Analysis for RMCRA-76 Zoning District

Allowable
Lot area: 32,743 SF
Gross Lot Area: 42,890 SF
= .98 Acres
Allowable Density:
.98 Acres X 76 = 74 Units

Achievable
Units: 30 Units
Parking Required: 51 Spaces
Parking Provided: 51 Spaces

Total Area: 45,500 SF
Achievable FAR: 1.39
**Introduction**

Concurrent with the preparation and finalization of the Downtown Master Plan, the United States and South Florida in particular are experiencing one of, if not, the worst economic downturns since World War II. Downtown Hollywood has not been spared from the impact of the slowdown: retail vacancies are up and many existing tenants are reporting sharply diminished revenue; residential developments constructed over the past several years continue to sit on significant unsold inventory and the sales price per square foot of a newly developed condominium unit County-wide has dropped an estimated 40 percent of initial sales prices; and a number of projects-in-planning have been put on hold, substantially scaled back, or canceled entirely. Additionally, home values in the residential neighborhoods surrounding Downtown have dropped to pre-2004 levels and unemployment in the City has grown from 3.0 percent in early 2007 to nearly 8.0 percent by January 2009.

All told, the march towards achieving the broad scale vision of this plan is unlikely to begin in earnest in the near term. Yet, the gloomy economic picture that currently exists will clear, and most of the fundamental long-term conditions are in place to allow Downtown Hollywood to thrive and have a renewed level of investment once the economy improves. Hollywood is located in a region which has strong national and international growth prospects over the long term. The Downtown is well positioned in relation to multiple major employment centers, easily accessible via automobile, in close proximity to two major airports, has a stock of over a 1,000 high quality hotel rooms within a 5 to 10 minutes drive, and the public sector investment in the ArtsPark, public parking, street improvements, among others have provided Downtown Hollywood with the foundation and framework to attract and absorb future growth. Finally, a variety of housing stock at all price points is within proximity (and within walking distance) of Downtown Hollywood, a principal tenet of long-term sustainability.

While it will likely take some time for individual properties purchased during the peak real estate market to be revalued to account for market dynamics, it is unclear as to exactly when large scale investment will begin again in Downtown Hollywood. What is clear is that some mid- and long-term market trends and conditions which will organize and establish the scale and mix of that development. To this end, the economic analysis of this plan principally serves as a guideline of how the physical planning structure can best accommodate and respond to market conditions. Additionally, the economic analysis provides the basis for establishing a regulatory framework which focuses investment and development to build value for the entire Downtown and Hollywood community.

Our expectation as it relates to the nature and structure/organization of investment in Downtown once the market recovers is as follows:
Office Investment
Largely as a result of continued long-term projected growth in office related employment, the relatively modest level of construction in the office sector in the region over the past decade, and the reasonably strong location of Downtown Hollywood for office use, we expect the first wave of investment once the market stabilizes and begins to grow to be the development of several office buildings of between 40,000 and 80,000 square feet each over the next decade. Current State of Florida employment projections for Broward County indicate that employment categories that typically occupy office space will grow at a rate which is among the fastest of all categories between 2008 and 2016. For example, while overall Broward County employment is expected to grow by 1.63 percent per year on average between 2008 and 2016, the principal office employment categories of Financial Activities and Professional & Business Services are expected to grow annually by 2.52 percent and 2.68 percent respectively. While Aventura and Fort Lauderdale should continue to attract larger Central Business District oriented tenants with space needs in excess of 5,000 square feet, Hollywood is well positioned to attract smaller office users which do not need to be in Downtown Fort Lauderdale or Aventura but would still benefit from a strong address and compact downtown experience with restaurants and basic shopping within walking distance.

Retail
While there continue to be hurdles associated with retail and restaurant activity in Downtown Hollywood which go beyond the current economic climate and market, once addressed, Downtown becomes a strong location for eating establishments, and eventually, other retailers who will be attracted to the area as a result of the pedestrian traffic which an active restaurant district creates. The development of residential and office in Downtown Hollywood are important long-term factors in strengthening the retail environment. Notwithstanding the current economic environment, Downtown Hollywood’s retail and entertainment investment has been limited by strong proximate competition (particularly Aventura to the south, Las Olas to the north, and the Hard Rock Hotel and Casino to the west), lack of daytime office workers to support restaurants and businesses during daytime hours, the focus of visitor expenditure to nearby Hollywood Beach, and a general primary market density and household income profile which is somewhat more modest than other similar mid-sized city’s downtown areas in South Florida. Currently, Downtown Hollywood has a vacancy rate of 17 percent (Downtown CRA) of its total retail space. Estimated 2008 average household incomes are $59,000 within a 3 mile radius of downtown with 68,000 households. This compares to $71,000 with 89,000 households for Miracle Mile in Coral Gables and $77,000 and 32,000 households for Lincoln Road in Miami Beach. (ESRI) Unlike Hollywood, Miracle Mile boasts substantial daytime office worker expenditure with nearly 5.8 million square feet of office space in a tightly defined area of Coral Gables (CBRE), and Lincoln Road uniquely (for at least the Southeastern United States) enjoys the benefit of capturing the expenditure of 4.9 million overnight visitors (GMCVB) to South Beach each year.

One of the new challenges over the next several years as it relates to attracting restaurant and entertainment type venues to Downtown Hollywood will be the addition of the 412,000 square foot Village at Gulfstream retail development in Hallandale Beach. The Village property is carefully positioning itself to become a “new downtown” for southeast Broward County and will compete directly with Downtown Hollywood for potential tenants and customers. However, we believe that Downtown Hollywood, after implementing several modest improvements, can position
DRAFT Downtown Hollywood Master Plan

3 ECONOMIC CONSIDERATIONS & RECOMMENDATIONS

itself to be an authentic and attractive location in comparison to the Village and other retail districts in the area. We have several short-term recommendations, detailed below, which highlight the physical, regulatory and operational changes we believe need to occur to best position Downtown in relation to existing and new competitors in the region.

Housing
While Lambert Advisory was not engaged as part of this planning effort to provide a projection of long-term demand for housing stock in the Downtown, based upon general experience in the market there are several observations which can be made with regard to the short and long-term prospects associated with the housing market downtown and how these trends will impact future development.

Despite current conditions in terms of the broader economic climate, housing market in particular, and overbuilding of stacked housing product which has occurred throughout southeast Florida, Downtown Hollywood continues to be well located to capture housing development over the long term for many of the same reasons – location, public investment to date, proximity to major employment center – that place Downtown in a strong position to capture office demand.

Indeed, although the focus has been on high density development immediately surrounding or just off Young Circle, the mix and type of new Downtown housing is likely to be quite a bit more varied than high-rise development in the future. Townhome product, north of Tyler Street and south of Harrison is likely to be a key product type in the future. Likewise low- and mid-rise development between two and six stories, not unlike several projects developed in Downtown during the late 1990’s and up until 2005, should continue to be in demand once the housing market recovers. As the market allows, high rise development will eventually return to the key Young Circle parcels as well.

Despite the long-term positive outlook for Downtown Hollywood housing investment, most indications are that higher density housing will be among the last uses to experience renewed investment over the next several years, and therefore the master plan needs to accommodate a very different investment landscape and typology during the next five to ten years than existed only a few years ago. There are several reasons for this conclusion:

• As with every real estate use, housing is being impacted by the current economic downturn, but as has been widely reported, the run up in housing prices and related financing, is a central factor in the broad downturn in the U.S. economy and financial crisis the nation is now facing. Working through the mess is going to take time.

• The multifamily housing market in Broward and Miami Dade Counties is overbuilt. According to industry sources, the potential available supply of condominium units is approximately 20,000+ units in Miami Dade County and an additional 7,000+ to 10,000+ units in Broward County; or in the range of 25,000 to 30,000 units in the two counties. From 1997 to 2007, the condominium market in aggregate averaged 12,700 sales per year combined in the two counties. However, condo sales averaged 3,000+ units annually from 1997 to 2004, spiking from 2005 to 2007. Published reports indicate condominium sales in the two counties dropped to approximately 8,500 sales in 2008, with a strong indication of further decline in 2009. Based upon historical, recent and current absorption trends, this represents an estimated three to five year excess supply for the two counties together. Additionally, as a result of a
run up in land and construction costs, the average price of a new unit more than doubled between 2001 and 2007. Assuming the market eventually returns to historic absorption trends after the current downturn period (and an eventual equilibrium in pricing), our estimate is that the market will not be positioned for new development of higher density market rate for-sale housing until approximately 2013.

- While there has been a precipitous drop in unit sales prices for condominium units, for the most part, land and construction costs have not yet reset to a level where new construction is warranted, even if there was not a pent up supply of units. In Hollywood, current reports place the sale of Downtown Hollywood units in new buildings between $170 and $190 per square foot. This compared to $275 to $400+ per square foot sales prices when these units were initially marketed and deposits were taken. This is a reduction of between 30 and 55 percent. While we believe that once the financial markets stabilize, unit prices will begin to grow again, it will be at a slow and steady pace and not by the multiples required to bring prices to 2005 or 2006 levels. Based upon national trends, construction costs for multifamily housing have dropped recently, but only by 6 +/- percent since peaking in September 2008 which continues to leave a large gap between construction costs and current sales prices. Historically, these gaps between sales prices and construction/land costs have taken time to fall back into a state of equilibrium.

- Historically construction financing has proved difficult to source for multifamily residential developers well after the market for multifamily housing recovers from downturns. While it is impossible to predict how the markets may treat housing after the current downturn, financial institutions have proved very reticent to re-enter the construction lending market after market downturns which were at least partially driven by unrestrained lending practices (think fallout from 1980’s Savings & Loans practices). Given that the current downturn is being blamed largely on housing lending practices and the little restrained financing associated with housing, it is likely that it will be well into the recovery that multifamily housing will again become a preferred class of real estate by the lending community. The one area of multifamily housing which may be spared from this constriction of lending could be in the rental market where a number of federal programs are available to encourage the development of certain types of rental units and bring down the cost of these units which in some markets continue to be in demand. These principally include the Low Income Housing Tax Credit program and FHA insured efforts.

**Hospitality**

While there is little demand for new hotel product in Downtown Hollywood currently given the activity on the beach and competitive environment, within the timeframe over which this plan is likely to be in force, and as the Downtown matures, there may be a window when a limited service hotel (i.e. Marriott Courtyard, Hilton Gardens, Homewood Suites) may be demanded and built in Downtown Hollywood. This would be an obvious welcomed addition to both the residential and office community, but it's important that the eventual regulatory controls put in place on development in Downtown Hollywood take into account that a mid-rise hotel may be built within the Downtown. Design standards should be in place so that the hotel is designed in such a way as not to be the standard suburban prototype many limited service hotel flags maintain.
ECONOMIC CONSIDERATIONS & RECOMMENDATIONS

Economic Summary
While substantial effort has been focused in the master planning process on establishing the maximum envelope for development, the market trends and economic analysis indicate that it is equally important to set the setbacks, design parameters, open space and parking requirements, minimum standards of site development, and restricted uses in Downtown. Many redevelopment parcels may be repositioned to accommodate more moderate scale uses which, while not as dense or intensive, will establish the framework for Young Circle and Downtown Hollywood for the next few decades. Therefore, we believe that these site standards will practically be as, if not more, important than controls on maximum density, height, and other build out controls.

Retail Specific Recommendations
- Although not central to the Master Planning effort, given the importance of maintaining and enhancing the retail, restaurant and entertainment activity in Downtown during the downturn and into the future, there are several specific recommendations associated with supporting retail investment and development which are incorporated within the context of the Master Plan. These include:

- Allow Non-Retail Only on a Conditional Use Basis – It is important that principally retail be allowed to locate in retail spaces in the core of Downtown along Harrison and Hollywood Blvd. Good retail streets depend upon continuity of retail from one store to the next, and the imposition of office or other service providers which are generally closed during evening hours and on weekends, significantly diminish this flow. Therefore, we recommend allowing service and office providers to locate in retail space only on a conditional use basis, with the exception granted only to the extent that these businesses do not account for more than a handful of the total storefronts in Downtown and are of a nature that they provide something visually attractive for pedestrians when they look in the window during non-business hours.

- Redesign Hollywood Boulevard Median to Improve Visual Site Lines Across the Boulevard and Expand Median to Allow Seating – The Hollywood Boulevard median, due to the presence of low trees and automobiles on both sides of the median, becomes a barrier to pedestrian traffic seeing and crossing from one side of the street to the other. This is despite the fact that many blocks have mid-block crosswalks and that the blocks themselves are not particularly long by urban standards. A wider activated median with seating areas, restaurant tables, and potentially kiosks (in the future), will help bridge the two sides of Hollywood Boulevard.

- Expand Parking Options – While Downtown in sum may have adequate parking to support downtown retail, at this stage it would be greatly beneficial to be able to negotiate an agreement with the owners of the private parking lots immediately to the north of Hollywood Boulevard for evening public parking. This convenience parking is exclusively to strengthen Hollywood Boulevard, as the need to identify additional parking adjacent to Harrison Street is not as pressing given the proximity of the Van Buren Street Parking Garage. There are three advantages which Downtown Hollywood has when competing for tenants in comparison to a Village at Gulfstream or other developments: authenticity, its ability to attract innovative and unique tenants and restaurants that can only thrive when disassociated from contrived shopping centers, and convenience which includes a minimal amount of parking hassle and traffic.
• Allow Large-Format Retailers up to 110,000 Square Feet to be Located Downtown - While many parcels in Downtown are quite constrained, given the parking needs of retailers in excess of 20,000 or 30,000 square feet, larger retailers would be a welcome addition to Downtown in the sense that they attract large number of shoppers to the area, can be quite architecturally attractive in urban environments, and fill a void for certain types of retail goods which are not currently available within the regional activity center east of Interstate 95 in Hollywood. While we expect that any one retailer in excess of 100,000 square feet would have difficulty identifying sites in Downtown, allowing large format retailers in mixed use buildings may allow for these users to be accommodated on the larger redevelopment parcels in the district.
VISION DIAGRAM
VISION

The intent of the vision is to plan for a successful and revitalized Downtown—to achieve this, the vision is framed around the following goals:

• To enhance the identity and image of Downtown Hollywood as a historic, cultural, and entertainment destination for residents, business owners, and visitors while preserving and fortifying its sense of place.

• To strengthen Downtown’s role as a true city center by:
  - Concentrating development and mixed uses
  - Creating job and business opportunities
  - Providing a diverse range of businesses, services, and public amenities
  - Providing adequate housing which caters to urban markets

• To revitalize underutilized land and encourage infill and higher intensities by using efficient land use strategies.

• To provide a pedestrian friendly environment with lively and active streetscapes.

This chapter presents a framework of urban design objectives and strategies to guide future capital improvements, infill, and redevelopment. Establishing measurable objectives which are geared towards achieving desirable conditions creates a more viable plan for redevelopment. These objectives are guided by the following principles:

• Densify Downtown to create a sustainable urban district.

• Establish character districts.

• Improve connectivity and mobility.

• Identify development opportunities.

• Create zoning recommendations to reinforce district character.

4.1 Plan for a Sustainable Downtown

Creating an active and diverse downtown requires density. Increasing the development potential and intensity of specific areas creates a sustainable Downtown and reinforces its intended growth pattern. Concentrating density in specific areas also protects adjacent residential neighborhoods from excessive growth and commercial intrusion; while accommodating a diverse range of housing types and heights which is ideal for sustainable growth.
4.2 Establish Character Districts

In Hollywood, like in many successful DOWNTOWNS, one size does not fit all—and while overall and area-wide objectives create cohesiveness, DOWNTOWN's strength is reinforced by the diversity of its neighborhoods. Location, adjacencies, and scale give each of these areas an individual and distinctive character. Creating districts—by formalizing the boundaries of these neighborhoods—protects, reinforces, and enhances the character of each area.
4.3 Improve Connectivity and Mobility

**Circulation**

Streets, pedestrian corridors, and bike routes should be considered in a broader context. Linking the commercial core, business centers, residential neighborhoods, services and public amenities is essential to urban districts. Creating a cohesive circulation network which extends beyond the core will promote district-like mobility and dissuade the east-west corridor-like movement that currently exists. Although, Hollywood Boulevard is important, north-south streets are the link to residential neighborhoods. Strengthening these links will strengthen the commercial core.
STREETScape IMPROVEMENTS

• Improve streetscapes to enhance the pedestrian experience throughout Downtown.

• Redesign Hollywood Boulevard streetscape to improve storefront visibility.

• Support the City’s plan to create a median on Hollywood Boulevard, east of 17th Avenue.

• Extend streetscape elements and public improvements beyond the core.

Streetscape
Organize street improvements based on a hierarchical system of street typologies to reflect levels of pedestrian and vehicular use and strengthen district character. Streetscape improvements should include sidewalk improvements, landscape, furnishings, lighting, and signage among others.

LEGEND:

- Commercial Streetscape
- Residential Streetscape
Hollywood Boulevard Extension

Originally the site of the Hollywood Hotel, Block 57 extends from Tyler Street to Harrison Street. Allowing for the extension of Hollywood Boulevard through the block would improve connectivity and the view corridor to it from Young Circle. Further, the redevelopment of the block with frontages on 17th Avenue will improve the current conditions. The extension of Hollywood Boulevard allows for other rights-of-way surrounding Block 57 to be reconfigured to a more appropriate width. The proposed reconfiguration of the parcel and the rights-of-way creates an incentive for the property owner by increasing the total lot area available for development; and by creating prominent street frontage on Hollywood Boulevard.

- Extend Hollywood Boulevard through Block 57 to improve circulation and connectivity.
The proposed reconfiguration increases the development potential of the resulting sites.

**Existing:**  
Lot Area: 141,634 SF

**Proposed:**  
Lot A Area: 80,939 SF  
Lot B Area: 81,147 SF  
**Total Area:** 162,086 SF
• Create formal gateways into Downtown.

**Gateways**
Identifying formal gateways at key intersections of the Downtown will help enhance the identity of the area as well as reinforce district boundaries.
ALLEY VACATIONS

- Prohibit alley vacations in specific districts to protect scale and character.
- Permit alley vacation in specific areas to encourage land assemblage.

Alley Improvements

Alleys are an essential part of the original city grid. Designed to provide access to interior portions of a block, generally for service and loading, alleys accommodate trucks, emergency vehicles, dumpsters, and utilities. Alleys also provide access to parking, especially in residential neighborhoods. Segregating these sorts of uses to the alleys improves the overall aspect of streets and the public realm in general.
• Protect and visually improve commercial service areas.
Desired Conditions for Commercial Alleys
Discourage front yard parking by protecting alley access in residential neighborhoods.

Encourage alley access for residential developments to promote adequate landscape in front yards.
Desired Conditions for Residential Alleys

ALLEY

STREET
4.4 Identify Development Opportunities

Identifying underdeveloped and vacant properties is essential to understanding future development potential. As illustrated in the diagram above, much of the Downtown is underdeveloped. The majority of the undeveloped land has been identified as surface parking lots, city owned land, and vacant lots.

- Identify unbuilt space.

37% Built
63% Unbuilt
DEVELOPMENT AND INFILL OPPORTUNITIES

- Identify development and infill opportunities.

LEGEND:

- Surface Parking Lots
- Vacant Lots
- Vacant Structures
• Encourage development of publicly owned properties.
• Create centralized district-wide public capture parking garages. Replacing existing parking lots with parking garages substantially increases the amount of available spaces and reduces the impact on developable land.

Public Parking Garages:
Approximately **400 Spaces**

Public Surface Parking Lots:
Approximately **125 Spaces**

The availability of parking relative to retail and commercial areas is important to the sustainability of Downtown. Therefore, the city should focus on adding to the existing parking inventory; either by creating more public parking structures or by using existing parking lots during off hours. This study illustrates the availability of public parking spaces by diagramming their location and the area they could potentially serve. This area is determined by the length of a typical block, which is the distance people are generally prepared to walk to public parking—not by the amount of spaces available at each facility.
4.5 Create Zoning Recommendations

District Recommendations
District recommendations are geared towards reinforcing the existing and potential character of each district. Eight character subdistricts have been identified within the study area. These districts encompass thirteen subdistricts, which will facilitate the transition from one district to another and to adjacent neighborhoods outside the study area. This will ensure compatibility and at the same time set up the framework for subdistrict specific recommendations.

• Create zoning recommendations to establish and reinforce district character.

LEGEND:
- Dixie District
- Federal Highway District
- Golf District
- Lakes Transition District
- North Downtown
- North Parkside District
- Retail Core District
- Young Circle District
Dixie District
The blocks west of Dixie Highway are currently characterized by a mix of residential and auto oriented commercial and service uses and generally do not offer a strong image of the downtown experience. However, the intersection of Dixie Highway and Hollywood Boulevard offers a major point of access into Downtown and the Historic Business District. This junction has the potential of providing a formal gateway and creating a stronger pedestrian connection to the rest of Downtown.

Its proximity to a rail corridor with the prospect of a future transit system makes this area ideal for transit oriented or transit ready development. Consequently, this district should develop as a high intensity mixed-use corridor. The greatest intensity should be oriented towards Dixie Highway, emphasizing the corridor experience while creating a compatible transition to the residential neighborhoods to the west.

Ground-floor commercial and service oriented uses which serve the Downtown as well as adjacent residential neighborhoods are encouraged. Residential uses should be geared towards providing a variety of housing types, accommodating a wide range of income levels.
DIXIE DISTRICT

- Increase intensity and height adjacent to Dixie Highway.
- Orient height towards Dixie Highway.
- Create transition subdistrict to scale down to neighborhoods on the north and south.
- Create zoning recommendations which protect adjacent residential neighborhoods on the west.
- Create formal gateway into Downtown.
- Adequately landscape rail corridor and create pedestrian safe crosswalks to angled parking along corridor.
- Support the City’s plan to restore 2-way traffic flow on Van Buren and Polk Streets.

LEGEND:
- Medium Scale Development
- Increased Intensity
- Upper Level Setback
- Streetscape
- Gateway
- Transitional Subdistrict
• Require upper-level setback to reinforce corridor character on Dixie Highway.
DIXIE DISTRICT

VISION 4

Desired Character
**Federal Highway District**

Federal Highway is generally characterized by low scale strip commercial development. However, as one of the two main north-south arterials into Downtown, it has the potential to develop as a higher intensity mixed use neighborhood. The framework of Federal Highway, which is intended for high volumes of vehicular traffic, can accommodate a diverse mix of commercial uses. Large format or destination retail should be intermixed with neighborhood commercial which can support the residential uses. The edge condition should be enhanced to create a more urban environment with buildings on the street edge and continuous sidewalks and active uses which promote pedestrian activity. The highest intensity and ground floor commercial uses should be oriented towards Federal Highway; while the eastern portion of the block should provide an adequate scale transition to the adjacent residential neighborhoods.
FEDERAL HIGHWAY DISTRICT

- Increase intensity and height adjacent to Federal Highway.
- Orient height towards Federal Highway.
- Create transition subdistrict to adjacent residential neighborhoods.

LEGEND:

- Medium Scale Development
- Increased Intensity
- Upper Level Setback
- Streetscape
- Gateway
- Transitional Subdistrict
VISION

Desired Character
Golf District
The Golf District is similar to the Federal Highway District, where higher intensities are appropriate. Its main distinction is that it is not adjacent to a residential neighborhood on the east; rather, it fronts the Hollywood Golf Course. This allows for the district to have two frontages—on Federal Highway and 17th Avenue—not requiring a scale transition.

Large format or destination retail should be intermixed with neighborhood commercial which can support the residential uses. The edge condition should be enhanced to create a more urban environment with buildings on the street edge and continuous sidewalks and active uses which promote pedestrian activity. Additionally, significant pedestrian improvements are necessary to create a stronger connection to the Hollywood Golf Course. The course’s 17th Avenue and Tyler Street frontages offer tremendous opportunity for pedestrian activity which can considerably enhance the appearance and character of the district.
• Increase intensity and height.
• Orient height towards Federal Highway.
• Encourage building frontages on Federal Highway and on 17th Street adjacent to Golf Course.
- Enhance Hollywood Golf Course Greenway.
  - Improve pedestrian paths adjacent to golf course.
  - Require a ground floor landscape setback for properties fronting the Golf Course.
VISION

GOLF DISTRICT

Desired Character
Lakes Transition District

The purpose of this district is to create a transition from Downtown into the Hollywood Lakes Historic District. The area is currently well developed, primarily as single family, with the potential for small-scale residential infill. Renovation of the existing building stock should be the primary focus; and infill development should be geared towards retaining and enhancing the existing character.

Its proximity to the Young Circle District requires a transitional subdistrict, which will serve as a low-scale mixed-use buffer to the residential areas on the east. Establishing clear boundaries for the subdistrict will protect the rest of the district from commercial intrusion.
LAKES TRANSITION DISTRICT

- Create transition subdistrict adjacent to Young Circle to establish clear boundary for commercial uses.

- Limit commercial uses on transition subdistrict to:
  - Professional Office
  - Personal Services
  - Live/Work
  - Bed & Breakfast

- Prohibit all commercial uses east of transition subdistrict; except for Bed & Breakfast uses.

- Establish smaller side setbacks for narrow lots to promote infill.

LEGEND:

- Low Scale Development
- Streetscape
- Gateway
- Transitional Subdistrict
LAKES TRANSITION DISTRICT

Desired Character
North Downtown District
While the North Downtown District is currently home to the highest concentration of office uses in the Downtown—it is also characterized by large areas of surface parking, underutilized land, and slum and blight conditions. This combination could generate high reinvestment potential and the opportunity for a higher intensity mixed-use district, focused on attracting office uses.

A diverse range of office uses should be encouraged. Office employees generate pedestrian activity and contribute to the economic prosperity of a downtown; therefore the growth of this district is also beneficial to the Retail Core. Ground floor uses should be geared towards reinforcing the pedestrian connection to Hollywood Boulevard.

Initial development efforts should focus on Tyler Street and progress north as the district grows. The area directly south of Fillmore Street should provide a transition between the higher intensity mixed uses and the Royal Poinciana residential neighborhood.
• Encourage Office Uses.
• Increase Intensity and Height.
• Promote retail uses on ground floor.
• Renovate the existing community center.
• Create transition subdistrict to scale down to residential neighborhoods in the north.
• Support the City’s plan to restore 2-way traffic flow on Tyler Street.

LEGEND:
- Medium Scale Development
- Increased Intensity
- Streetscape
- Gateway
- Transitional Subdistrict
North Parkside District
Prospering as the Downtown grows; the North Parkside District has the potential to develop as a strong urban neighborhood and become a premier location for Downtown living.

The north portion of the district should develop as a mixed-use transitional district, promoting an active pedestrian environment to connect the Retail Core District and the residential uses to the south. A mix of neighborhood and specialty retail, art related uses, and usable public spaces, such as outdoor cafes and neighborhood pocket parks will create an interesting and vibrant link. A variety of housing typologies, such as live/work, lofts, multifamily, and attached housing should be encouraged; this will appeal to local artist, craftsmen, and individuals seeking atypical housing options.

Promoting and preserving the historic integrity of the neighborhood is critical in its development. The creation of a historic district will encourage the restoration and adaptive reuse of significant structures.
Create a transition subdistrict adjacent to commercial areas.

Encourage mixed-use development in transition subdistrict.

Encourage vehicular alley access to prevent front yard parking and ensure pedestrian continuity.

Establish smaller side setbacks for narrow lots to promote infill.

Improve street lighting.

LEGEND:
- Low-Medium Scale Development
- Streetscape
- Gateway
- Transitional Subdistrict
• Create Historic District to protect neighborhood character.

• Promote adaptive reuse in historic buildings such as:
  - Bed & Breakfast
  - Professional Offices
  - Live/Work
  - Art galleries

• Allow for flexible uses in historic properties.
VISION

NORTH PARKSIDE DISTRICT

Desired Character
Retail Core District
As the heart of Downtown, this area is characterized by low-scale buildings, continuous storefronts, and ample landscape which create a pleasant, walkable district. It was traditionally anchored by Hollywood Boulevard—Joseph Young’s main street; however, in recent years, it has expanded to include Harrison Street. Establishing a common identity and synergy between these two streets is essential to the district’s vitality. Furthermore, reinforcing the unique character of this district is critical to establishing an identity for Downtown Hollywood.

Downtown is fortunate in that a large number of the original buildings from Young’s era still exist. Since these buildings contribute to the aesthetic, cultural, historic and economic value of the area, buildings within the Historic Hollywood Business District should be renovated and infill development should respond to the existing scale.

The role and function of Hollywood Boulevard should be reevaluated to create a place which encourages people to linger and explore. Specialty retail, dining, and entertainment venues are encouraged to strengthen Hollywood’s position as a regional entertainment destination. Mixed uses such as, office and residential uses, on upper floors will generate pedestrian activity and support and energize ground floor businesses. Neighborhood oriented mixed-uses should be encouraged along 21st Avenue.
- Reinforce the identity of Hollywood Boulevard and Harrison Street.

- Change regulatory language regarding service uses on Hollywood Boulevard and Harrison Street from “special exception” to “conditional use” to facilitate the permitting process.

- Promote outdoor uses such as street side dining, vendors, kiosk, and events such as farmers markets and craft fairs.

- Promote the restoration and rehabilitation of structures within the Historic Hollywood Business District.

**LEGEND:**
- Medium Scale Development
- Hollywood Boulevard
- Upper Level Setback
- Streetscape
- Gateway
- Transitional Subdistrict
- Require upper level setback for Hollywood Boulevard and Harrison Street to protect existing scale.
Enhancing the character and experience of Hollywood Boulevard is essential to the revitalization of Downtown. The following studies illustrate various possibilities for reprogramming Hollywood Boulevard to promote pedestrian activity and outdoor uses. These range from temporary street closure—as illustrated above—to options for the reconfiguration of the existing streetscape and on-street parking layout. In order to reduce costs, the improvements focus on restructuring the median rather than the sidewalk, leaving the existing drainage system intact.

- Reprogram Hollywood Boulevard.

- Temporary street closure to promote pedestrian activity.
Proposed Hollywood Boulevard Section

Desired Character
Option A:
- Reprogram Hollywood Boulevard.

- Remove median parking and redesign streetscape to promote pedestrian activities on the median and enhance storefront visibility.

**Existing:** 159 Spaces

**Proposed:** 127 Spaces
- Reprogram Hollywood Boulevard.

Option B:
- Remove median parking; reconfigure street-side parking to parallel; and redesign streetscape to promote pedestrian activities on the median and enhance storefront visibility.

**Existing:** 159 Spaces

**Proposed:** 65 Spaces
VISION

Desired Character

RETAIL CORE DISTRICT
Young Circle District
Concentrated around the ArtsPark, this district will take center stage in the redevelopment of the area and the growth of Downtown will depend on its vitality and success. Its adjacency to a main focal point and large open space allows for this district to encompass the greatest capacity in the Downtown.

High-intensity mixed-use buildings should reinforce the circular form; provide a gateway for the ArtsPark; and scale down to adjacent residential neighborhoods. Maximum intensities and heights should be oriented towards Young Circle; as well as prominent retail uses on the ground floor. The street edge adjacent to Young Circle should be viewed as a continuation of Hollywood Boulevard; creating an active pedestrian environment will enhance the quality and function of the ArtsPark while providing a strong link to the Retail Core District. The buildings prominence and architectural quality should render an iconic presence on the circle.
- Extend Hollywood Boulevard through Block 57 to improve circulation and connectivity.

- Preserve the Great Southern; it is important to recognize the significance of this landmark building which is now vacant and deteriorating.

- Extend the Hollywood Golf Course Greenway south through streetscape enhancements on 17th Avenue to visually and physically connect Young Circle to the golf course.

- Promote large format retail in mixed-use buildings.

- Promote infill by eliminating parking requirements for small lots.

LEGEND:
- Medium Scale Development
- Increased Intensity
- Upper Level Setback
- Streetscape
- Gateway
- Block 57 Reconfiguration
• Reinforce the form and complete the circle.

• Provide gateway experience.

• Provide scale transitions to adjacent neighborhoods.

• Create zoning regulations by block to ensure appropriate adjacencies and avoid compatibility issues.

• Establish minimum standards, including language regarding landscape and signage, to ensure the quality of new development.

• Establish minimum standards for phased development.
VISION

Desired Character
• Create measurable Zoning Recommendations to establish and reinforce district character.

**Specific Zoning Recommendations**

Creating measurable recommendations for each subdistrict which reinforce district character will set up the framework for the development of official zoning regulations in the near future and ensure that the district’s intent is achieved. Subdistrict boundaries may be fine tuned at that time.
Urban District Parking Strategies

In order to encourage land-efficient development that supports non-automotive choices and improved building massing, parking policies should be revised to maximize the efficiency of existing parking and provide a variety of options to access parking for future development.

- Reduce Parking Requirements
  The existing city-wide parking requirements are not inappropriate for urban areas such as downtowns and result in excess parking. This can reduce construction costs and encourage development.

- Set a maximum parking allowance.
  Establishing a maximum allowable amount of parking can prevent the development of excessively large lots and parking podiums.

- Require bike parking.
  Requiring bike parking in large commercial developments and public amenities can help promote cycling.

- Adjust parking stall dimensions.
  Current parking stall dimensions are wider than necessary. Reducing these dimensions will maximize the efficiency of parking layouts, encourage the use of compact cars, and lower overall development costs.

- Rely on public parking and district-wide capture garages.
  Parking demands could be alleviated by promoting the use of existing public parking; and the creation of additional facilities as the city grows. Since the creation of additional parking is a major public investment, additional parking studies should be conducted to determine the demand and appropriate location. In the meantime, wayfinding signage can help improve the visibility of existing public parking.

- Retain current parking exemptions for commercial uses.
  Currently commercial uses in CCC-1 and CCC-2 on first and second floors are exempt from parking requirements. This exemption can help reduce building mass; particularly in areas with increased development potential.

- Eliminate parking requirements for specific types of development.
  Eliminating parking requirements for specific circumstances could help promote desired development typologies and uses. Downtown could benefit from eliminating parking requirements for:
    - Cultural uses
    - Historic Rehabilitations
    - Infill (small) lots on the blocks bordering Young Circle

- Promote urban district parking strategies

  Bike parking
  Additional parking
  Parking requirements
  Parking management
  Parking studies
- Prohibit parking on front setbacks. Requiring new development to locate their parking behind the building and away from the street will improve the continuity of active and pedestrian friendly uses on the street frontage.

- Require active use liners for parking garages and limit garage access to secondary streets. Parking garages, although necessary, disrupt the urban fabric and often generate undesirable blank walls. Lining parking garages with active uses for a percentage of the streetfront maintains pedestrian connectivity and activity; and can create an interesting mix of uses.

- Establish adequate landscape requirements for new surface parking lots. Surface parking lots generate a large amount of impervious surface. Adequate landscape can introduce some permeability, reduce the visual impact, provide shade and improve air quality. Existing surface parking lots could also benefit from these improvements.

- Test free or reduce fee parking strategies on a trial basis. Testing parking strategies on a trial basis could determine if they are suitable for Downtown Hollywood and alleviate the concern of community members and business owners.
- Establish a shared parking strategy.

**Existing Parking Lots**

Spaces in private parking lots may be available to the public after hours or during off-peak times. Encouraging a partnership with private parking lot owners to accommodate the public parking demand may alleviate the pressure to create additional public spaces.

**Mixed-use Buildings**

Shared parking strategies are based on the notion that different uses often have parking demands that differ with the time of day or week. Shared parking is calculated by summing the total demand of uses in a building and measuring it at various times of day. The time of day with the highest total parking demand is the building's peak demand. The right combination of uses and efficient sharing of spaces may significantly reduce the total parking requirement of a building. Mixed-use buildings in specific areas of the Downtown could benefit from this.

For the purpose of calculating the shared parking reduction rates, refer to the following table:

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<th>WEEKEND</th>
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<td>DAY 9:00 A.M. 4:00 P.M.</td>
<td>EVE 6:00 P.M. MIDNIGHT</td>
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<td>Hotel</td>
<td>80</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>Restaurant</td>
<td>10</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>Entertainment/Recreation</td>
<td>10</td>
<td>40</td>
<td>100</td>
</tr>
<tr>
<td>All Others</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

The share parking reduction should not result in a reduction of more than 25-30% of the original parking requirement.

- Conduct an in-depth parking study.

  Conducting an in-depth parking study including detailed information about the number of spaces, occupancy, turnover, and demand will help in implementing the necessary parking policies.
Density Restrictions
Density is the maximum number of units which can be developed on a lot, defined by the ratio of its gross area, which includes to the center line of rights-of-way, to the maximum density defined by the land use and zoning. Since the capacity permitted by the existing zoning code is capped by the envelope created by other restrictions such as height, setbacks, and parking requirements; current density entitlements are not achievable. In addition, a property’s development potential is influenced by the amount of right-of-way surrounding it. This creates confusion regarding the potential development of any given site. Removing density restrictions would prevent confusion and allow for future capacity regulations, such as floor area ratio (FAR), to be measured by the net area of a lot.

Floor Area Ratio
Floor area ratio (FAR) is the ratio of the gross building area to the total net lot area. The FAR defines the maximum allowable gross building area on a given lot. Since FAR limits the area and volume that may fill a larger envelope, it allows for maximum building variation.

Planned Developments
The Planned Development (PD) zoning overlay category is intended to provide a greater amount of flexibility by removing some of the detailed restrictions of conventional zoning for the purpose of allowing higher intensity mixed-use development, usually in residential neighborhoods. PDs are often necessary when traditional zoning segregates uses and has not been updated to accommodate the growth of an area or market conditions. Since this Master Plan establishes appropriate zoning recommendations for each of the districts—in accordance with the City’s Comprehensive Plan and the community’s vision—allowing for mixed-use and higher intensities, Planned Developments are no longer required.
Conclusion
This Master Plan constitutes an ambitious vision and plan of action that will transform Downtown into a center of economic growth and community pride. Its implementation will require focused, assertive efforts by the public and private sectors over the coming years. The success of this plan will require a comprehensive, consistent and coordinated effort.
Future Development Potential