

**HOLLYWOOD BEACH
COMMUNITY REDEVELOPMENT PLAN**



**CITY OF HOLLYWOOD
2003**

CIRCULATION SYSTEM

- Conduct a detailed traffic study to develop an effective circulation plan.
- Add entry monumentation and landscape improvements at the gateways to Hollywood Beach: Hallandale Beach Boulevard, Hollywood Boulevard and Sheridan Street.
- Develop a thematic signage program for neighborhood identification, public facilities, streets and directional signs.

TRANSPORTATION ALTERNATIVES

- Establish a trolley or tram service. Develop a tram line to provide transportation between primary destinations on Hollywood Beach, and along Hollywood Boulevard from the beach to Downtown Hollywood and the Tri-Rail Station.
- Continue to apply for grants from the Florida Department of Transportation to fund the trolley program.

Boats:

- Construct public docks on the Intracoastal between Jefferson Street and Azalea Terrace across from the Hollywood Beach Community Center, at the Arizona Street parking lot, at the end of Johnson Street.
- Encourage commercial establishments to provide water taxi services to the mainland and shuttle services between their places of business and primary parking facilities.
- Create an incentive program, which will reduce parking requirements for retail and restaurant operations in exchange for the provision of shuttle and water taxi services.

Bicycles:

- The bicycle lane on the Broadwalk will be retained for the leisure bicyclist.
- Continue Surf Road as a designated bike route from the south end of the Broadwalk, to Jasmine Terrace in South Beach.
- Use Arizona Street in Central Beach as an east-west connector between the Broadwalk and the proposed multi-use path along the Intracoastal Waterway.
- Azalea Terrace, adjacent to the Hollywood Beach Community Center, will create a loop taking bicyclists back to Surf Road.

- Add bike lanes on both sides of Ocean Drive.
- Provide for private bike rental concessions at docks, parking lots, parking garages and major transit nodes.
- Add bike racks at vista points landscaped plazas and gateways, on the Broadwalk, along bicycle paths and at major destination points.

Mass Transit:

- Work with Broward County Transit to establish a service schedule that meets the needs of beach residents, employees and visitors.
- Provide sheltered waiting areas at each public dock, Hollywood South Beach Community Center, Ocean Walk, on Johnson Street and other strategic locations.

Walking:

- Add benches and shade trees along major pedestrian routes: Ocean Drive, east-west streets, at street ends and along the Broadwalk.

PARKING

- Develop small public and private parking lots, limited in size to a maximum of two lots, on vacant sites.
- Maintain the on-street parking lot south of Harrison Street as currently used by the public and residents of South Beach and retain the street-end parking.
- Ensure that the public parking lot on Surf Road, south of Jefferson Street, remains open to the public.
- Lease on-street non-metered parking in Central Beach to residents and business owners.
- Where private garages are not present in Central Beach, modify street-end parking in order to develop landscaped plazas.
- Facilitate valet parking in Central Beach by leasing spaces in public lots and garages.
- Construct a new 400 space-parking garage south of Johnson Street.
- Maintain the 600 space Maurice Connell Parking Garage as a public facility as part of the Johnson Street Hotel Project.

- If feasible, add an additional parking level to the proposed Johnson Street hotel, which will be accessible to the public.
- Vary the time limits on existing parking meters to allow longer stays at the beach. Create a more welcoming atmosphere for visitors with meters, which accept tokens and currency.
- Encourage shared parking agreements between businesses, which operate during alternative times of day.
- Develop a park-and-ride program.
- Continue the Parking Payment in Lieu of Providing Parking Program for those commercial properties which are too small to provide on site parking. Maintain the funds generated from this program in an account, which is to be used only for the construction of parking facilities.
- Require that residential development provide parking. Do not allow residential properties to participate in the Parking Payment in Lieu of Providing Parking Program.
- Lease the air rights over publicly owned parking lots to bring revenue to the City in exchange for allowing construction of private commercial buildings that maintain ground level public parking.
- Lease vacant private lots and improve them for public parking.
- Continue the Hollywood Beach residents decal program to insure that residents have access to parking spaces.
- Designate off street parking area for lifeguards.
- Treat any parcels utilizing for parking with intensive landscaping.
- Encourage a variety of paving materials for parking lots.

OCEAN DRIVE (AIA) STREETScape

- Add landscaped medians and incorporate left-turn lanes at major east-west streets.
- Arrange street tree agreements or planting easements with property owners fronting Ocean Drive.
- Add more landscaping to existing medians and incorporate left turn lanes at major intersections.

- Develop the pathway adjacent to the Intracoastal from Hollywood Boulevard to Jefferson Street as a landscaped multi-purpose trail to extend the bike route.
- Provide a signalized crosswalk at the south end of the trail near the proposed dock.

SURF ROAD IMPROVEMENTS

- Although not originally intended as a through street, Surf Road now functions as a northbound lane, as well as, a bicycle route and pedestrian way. The narrow 15' width and congestion on Surf Road slows traffic but, it also creates a casual and intimate village atmosphere, which fosters interaction between people using the roadway.
- Place overhead utility lines underground the entire length of Surf Road when funding becomes available.
- Incorporate intensive landscape treatment along Surf Road and at street-ends.
- Establish a street cleaning and maintenance schedule for the Surf Road throughout Hollywood Beach.
- From Harrison Street north to Sherman Street, this 15' right-of-way offers the possibility to create a scenic corridor through the Central Beach village, past beach vista points and landscaped plazas along the Boardwalk.
- Enhance the visual quality of Surf Road with paves, promenade lighting and landscaping.
- Regard and resurface the road to improve drainage.
- Maintain the maximum paved width of Surf Road by eliminating parking, which encroaches onto the right-of-way.
- Arrange planting and lighting easements with adjacent property owners.
- Improve the appearance of buildings and properties facing Surf Road by developing design guidelines specific to this location and adding performance standards to the zoning regulations. This area will be included in a façade renovation program.
- As a policy, allow the vacation of Surf Road in Central Beach when parcels on both sides of the right-of-way are assembled as one property to provide greater flexibility in developing the block as a whole. Any right-of-way vacation will not result in an increase in density.

- In cases where Surf Road is vacated, public access for pedestrians, bicyclists, and roller bladers will be provided through the site. Physical and visual access to the beach will be improved through properties that benefit from the vacation of Surf Road.
- Vacate Surf Road between Garfield and Connecticut Street by incorporating a site plan that combines Garfield Paddleball Courts with Charnow Park into one site.
- Maintain a reduced speed of travel on Surf Road. Control access and limit hours for deliveries and service.
- Improvements will be made to intersections to accommodate vehicles on Surf Road that turn west to a side street.
- Between Jasmine Terrace and Azalea Terrace, in South Beach, Surf Road is used as an extension of the Broadwalk. In this area, the roadway should be enhanced to make Surf Road a more pedestrian-friendly walking street.
- Enhance the visual quality of Surf Road with pavers, promenade lighting and landscaping.
- Regrade and resurface the road to improve drainage.
- Maintain the maximum paved width of Surf Road by eliminating parking, which encroaches onto the right-of-way.
- Arrange planting and lighting easements with adjacent property owners.

EAST-WEST STREETS

- Place overhead utility lines underground on each east-west street when funding becomes available.
- Establish a street cleaning and maintenance schedule for all east-west streets.
- Plant street trees to provide shade, create an urban village or neighborhood identity and establish vistas between Ocean Drive, the Intracoastal, and the Broadwalk.
- Between Arizona and Thomas Street, it is suggested that some east-west streets be restricted to one-way traffic and angled parking added. (The streets to be converted would be determined through a traffic analysis).
- Sidewalks are recommended on at least one side of the following streets: Sherman, Thomas, New Mexico, New Hampshire, Lee, Scott, Missouri, Coolidge, Carolina, Taft, Roosevelt, Nevada, Nebraska and McKinley.

- Where the east-west streets intersect Ocean Drive, a minimum curb radius will be used to reduce the pedestrian crossing distance and decrease the traffic speed through the intersection.
- Eliminate right-of-way encroachments where feasible.

STREET ENDS

- Develop gateways at Johnson Street and other major activity centers. The gateways will lead visitors to the primary activity areas and focal points on the Broadwalk. Gateways should have a design unique to each specific location and function in order to provide the greatest interest and artistic quality.
- Create landscaped plazas at the ends of New Hampshire, Coolidge, Roosevelt, Oklahoma, Hayes, Grant, Minnesota, Buchanan, Indiana, Fillmore, New York Streets, Harrison Van Buren, Virginia, Jackson, Oregon, Monroe, Madison and Georgia Streets.
- Establish Broadwalk vista points at Thomas, New Mexico, Lee, Scott, Missouri, Harding, Wilson, Nevada, Nebraska, McKinley, Cleveland, Arthur, Pierce, and Taylor Streets. Street-end parking may remain at the vista point locations and access to private parking lots and garages will be maintained.
- Create beach vista points at the end of Bougainvillea, Crocus, Daffodil, Eucalyptus, Foxglove, Greenbrier, Hyacinth, Iris and Jasmine Terraces. Use easements to permit the addition of site amenities, including benches, bicycle racks, and Coconut Palms.

ZONING AND LAND USE

- In some cases it would be preferable to change the zoning regulations.

HISTORIC PROPERTIES

- It is recommended that a study be prepared which determines if those sites and districts would qualify for local historic designation.

POTENTIAL FOR PRIVATE REDEVELOPMENT

- A quality upscale 300+ unit hotel development with a recognized “national flag”.
- A retail component of approximately 80,000 square feet which includes specialty shops and restaurants.

- A restaurant with boat dockage on the Intracoastal.
- Refurbishment or relocation of the band shell.
- A cosmetic renovation of the parking garage to integrate it with the architecture of the hotel/retail complex.
- Parking for the hotel, a large number of parking spaces accessible to the public, and maintain the existing 600 public parking spaces in the garage. (See discussion on Parking for related recommendations.)
- The site includes the beach and the Intracoastal parcel.
- Relocate the City's maintenance facility from the Intracoastal parcel to under the Hollywood Boulevard flyover ramp.
- Drainage conversions of tourist accommodations to condominiums, time-shares or other residential use.

THE BROADWALK

- Improve the Broadwalk with new lighting, pavers and landscaping.
- Repair and improve the Bandshell.
- Add barrier-free walkways to provide access to the beach.
- Analyze the results of the current pilot program to determine the effect of café dining on the Broadwalk.
- If café dining is permitted, require improvements to the exterior building renovations and adopt specific performance standards and design guidelines for the outdoor cafes.

HARRY BERRY AND KEATING PARKS

- Add a multi-lingual interpretive exhibit describing the beach ecology at this location.
- Circulate flyers to explain the meaning of the colored warning flags.
- Develop a program for rebuilding revegetating dunes at appropriate locations along Central and South Beach. The dune planting should consist of low growing species in order to maintain view of the beach and ocean from the Broadwalk and adjacent buildings.

- Maintain pedestrian access to the beach with dune crossovers.
- Develop beach access areas at Sherman and Harrison Streets, Bougainvillea terrace and Charnow park, to provide a sun bathing area, and access to the waters edge.
- Build a shade structure adjacent to a sunbathing area to be reserved for handicapped visitors and their attendants.
- Provide three PVC wheelchairs with balloon tires within each access area.
- Provide restrooms near the beach access points.
- Construct additional public restrooms near the beach. Some restrooms could become a concession in conjunction with a commercial establishment. The proprietor would then be responsible for maintenance of the rest room.
- Establish a beach cleaning and maintenance schedule.

TOURISM

- Develop a plan that assures a balance between eco-tourism and the ecosystems that are to be preserved.
- Develop eco-tours in Hollywood should be developed in coordination with those planned by other municipalities and the State of Florida.
- Create environmental tours with varying lengths of time and degrees of interaction with nature. Working tours may involve the removal of exotic plant species from preservation areas, replacement planting of mangroves and other native species along the Intracoastal, dune planting, sea turtle rescue, bird counts and Manatee monitoring. Educational tours may include identification of plant communities, and the observation of waterfowl and fish life.
- Develop heritage tours to include historic sites on Hollywood Beach with the Historic Downtown District and the Historic Harrison and Tyler Streets District. Tours may be self-guided or with a docent.
- Allow bed and breakfast establishments in building if they are substantially renovated.
- Hotels and inns that qualify should request recognition as historic sites.
- Create and distribute a brochure for tourists and residents providing information on recreation programs and facilities in Hollywood Beach.

- Work with other groups to sponsor bicycle races, regattas, paddleball tournaments, walk-a-thons, and other similar events.
- Publish an entertainment and dining guide to Hollywood Beach.
- Promote the Hollywood Beach Community Center as a small-scale convention facility with meeting rooms and exhibit space.
- Incorporate a variety of venues to take advantage of travel by water or tram to heighten the enjoyment of the convention experience.

CODE ENFORCEMENT AND PUBLIC SAFETY

- Adopt additional design guidelines to improve defensible space.
- Identify and correct code violations.
- Identify and implement more planned activities in the evening, which would appeal to juveniles as well as adults.
- Encourage diversity among age groups, nationalities, activities and incomes.
- Identify architectural design features such as porches and balconies facing the street which encourage interaction of residents with passersby.
- Implement a “Building and Site Enhancement Program”.

BEAUTIFICATION

- Establish a number of design themes based on contemporary adaptations of the architectural styles used during the original development of Hollywood Beach and the City: Mediterranean Revival, Moorish or Spanish Colonial, Art Deco or Art Moderne, Masonry Vernacular and Bungalow.
- Establish design guidelines for uniform street furnishings and to better control advertising on street furniture. Consider an adopt-a-bench program.
- Create design guidelines for infill development along the Broadwalk and Surf Road.
- Develop a street tree plan for Hollywood Beach.
- Establish landscape guidelines, which reflect the beach area micro-climates.
- Add performance standards for each zoning district to address surface drainage, landscape requirements and pedestrian orientation.

- Establish a dumpster “beautification” program.
- A façade and landscape improvement program offering low-interest loans and grants is recommended to provide incentives for exterior building renovation and site improvements.
- Facilitate renovations to commercial and hotel/motel buildings to remove architectural barriers through a low-interest loan program.
- Encourage air-conditioned garbage rooms for new restaurant buildings and, if feasible, in those instances where substantial renovation will occur.