



Amended and Restated
**HOLLYWOOD DOWNTOWN
COMMUNITY REDEVELOPMENT PLAN**

2016

Acknowledgments

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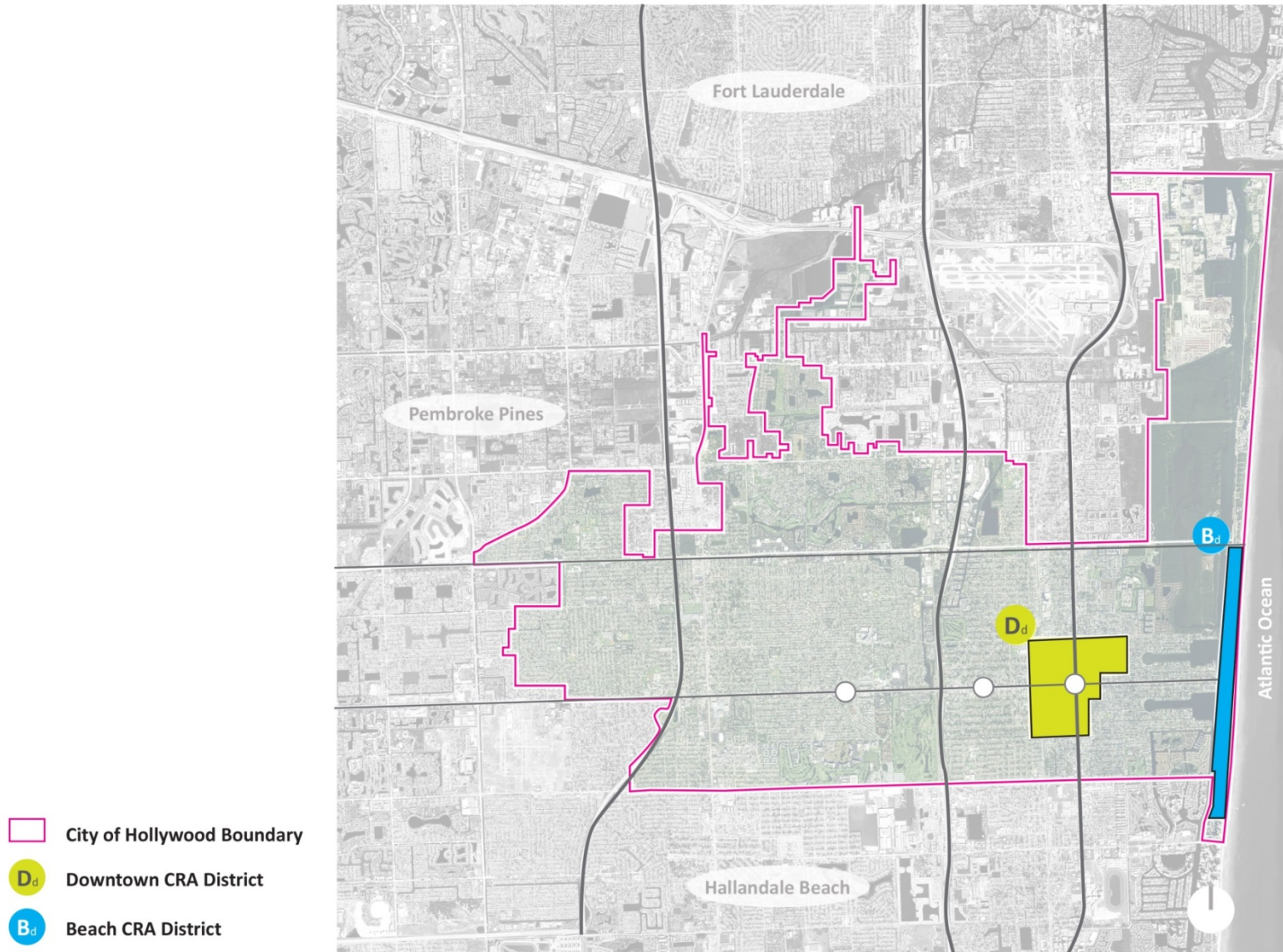
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Map 1: HOLLYWOOD CRA DISTRICTS



INTENT AND PURPOSE - 2016 UPDATE TO CITY OF HOLLYWOOD DOWNTOWN CRA PLAN

The 2016 Amendment to the Community Redevelopment Area for Downtown Hollywood is intended to update the original plan, which was adopted in 1981 and amended in 1985, 1991, 1993, and 1995, in order to include and reflect the significant planning efforts that have occurred since that time. These planning efforts include the 2011-2016–2025-2027 Strategic Plan, Downtown Hollywood Master Plan, the University of Miami CRA Workshop Presentation, Urban Land Institute Study, Young Circle: Vision, Zoning and Design Standards, and the Hollywood Citywide Master Plan. The Plan and the 2016 Amendment were also developed in accordance with Part III, Chapter 163, Florida Statutes, “The Community Redevelopment Act”, which confers upon local governments certain powers to plan and implement redevelopment activities.

In accordance with Chapter 163, Part III, Florida Statute, CRA Plans must be consistent with the local government’s Comprehensive Plan. The City of Hollywood’s adopted Comprehensive Plan, the Citywide Master Plan, was reviewed to determine if this CRA Plan, as amended, is consistent.

SECTION I: BACKGROUND

A. INTRODUCTION

Downtown Hollywood is a singular urban environment in South Florida. Developed by Joseph Young during the real estate boom of the 1920s, and named after Young's California hometown, the City of Hollywood, originally named Hollywood-by-the-Sea, was developed as a "Dream City" with a distinctive hierarchy of boulevards, streets and avenues. The centerpiece of Young's Plan, Hollywood Boulevard, was developed as a grand entrance to Downtown and the Beach, with three circles that served as focal points and parks. Today, these circles remain a defining feature of Hollywood's built environment, setting Hollywood apart from other South Florida communities.

Hollywood's initial building boom in the 1920s was slowed by a 1926 Hurricane and the Great Depression. After World War II, the City's population boomed along with the population of South Florida. Much of this growth occurred outside of the Downtown, reflective of the suburban development patterns that characterized 20th century post-war era. Unfortunately, this development pattern shifted focus from Downtown, which suffered disinvestment and decline. The Downtown Hollywood Community Redevelopment Area was established in 1979 in order to address slum and blight, and promote redevelopment in the Downtown Area.

The mission of the Hollywood Community Redevelopment Agency is to eliminate slum and blight conditions by:

- Stimulating private investment and economic growth;
- Upgrading public infrastructure and public spaces;
- Mobilizing community stakeholders;
- Partnering with the City of Hollywood and other government agencies, and;
- Providing leadership for CRA Districts;
- Establishing an environment conducive to private development.

Since the date of its establishment in 1979, the Community Redevelopment Agency has successfully implemented a number of projects and programs to accomplish this mission. These programs and activities include:

- The ArtsPark at Young Circle;
- Major enhancements to Anniversary Park, located at 20th Avenue and Hollywood Boulevard;
- Neighborhood street lighting, streetscape, and drainage improvement projects;
- Young Circle Roadway Improvements;
- Implementing programs such as expedited permitting;
- Stimulating private investment;
- Increased code enforcement;
- Strategically utilize CRA grant programs for businesses and residents to improve their properties, and;
- Operating a Trolley system connecting both CRA districts.

B. COMMUNITY REDEVELOPMENT AREA

1. Legal Description

~~The Downtown CRA district includes all parcels of land located within the following boundaries: the centerline of Johnson Street on the North; the centerline of Washington Street on the South; and the centerline of 22nd Avenue on the West. On the East, the boundary shall be the centerlines of the following rights-of-way: 14th Avenue from Johnson Street to Polk Street; 16th Avenue from Polk Street to Van Buren Street; and, 17th Avenue from Van Buren Street to Washington Street.~~

THOSE CERTAIN LANDS BOUNDED ON THE NORTH BY THE CENTERLINE OF JOHNSON STREET; BOUNDED ON THE SOUTH BY THE CENTERLINE OF POLK STREET; BOUNDED ON THE EAST BY THE CENTERLINE OF N. 14TH AVENUE; BOUNDED ON THE WEST BY THE EAST LINE OF BLOCKS 8, 9, 10, 11 AND 12, EXTENDING ACROSS STREETS ADJACENT THERETO, "HOLLYWOOD LITTLE RANCHES", ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 1, PAGE 26, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA; AND: ALL OF LOT 22, BLOCK 12, "HOLLYWOOD LITTLE RANCHES", ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 1, PAGE 26, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA; TOGETHER WITH: THOSE CERTAIN LANDS BOUNDED ON THE NORTH BY THE CENTERLINE OF POLK STREET; BOUNDED ON THE SOUTH BY THE CENTERLINE OF VAN BUREN STREET

BOUNDED ON THE EAST BY THE CENTERLINE OF N. 16TH AVENUE; BOUNDED ON THE WEST BY THE EAST LINE OF BLOCKS 6 AND 7, EXTENDING ACROSS STREETS ADJACENT THERETO, "HOLLYWOOD LITTLE RANCHES", ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 1, PAGE 26, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA;

TOGETHER WITH:

THOSE CERTAIN LANDS BOUNDED ON THE NORTH BY THE CENTERLINE OF VAN BUREN STREET BOUNDED ON THE SOUTH BY THE CENTERLINE OF WASHINGTON STREET; BOUNDED ON THE EAST BY THE CENTERLINE OF N. 17TH AVENUE; BOUNDED ON THE WEST BY THE EAST LINE OF BLOCKS 1, 2, 3, 4 AND 5, EXTENDING ACROSS STREETS ADJACENT THERETO, "HOLLYWOOD LITTLE RANCHES", ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 1, PAGE 26, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA;

LESS AND EXCEPT THEREFROM:

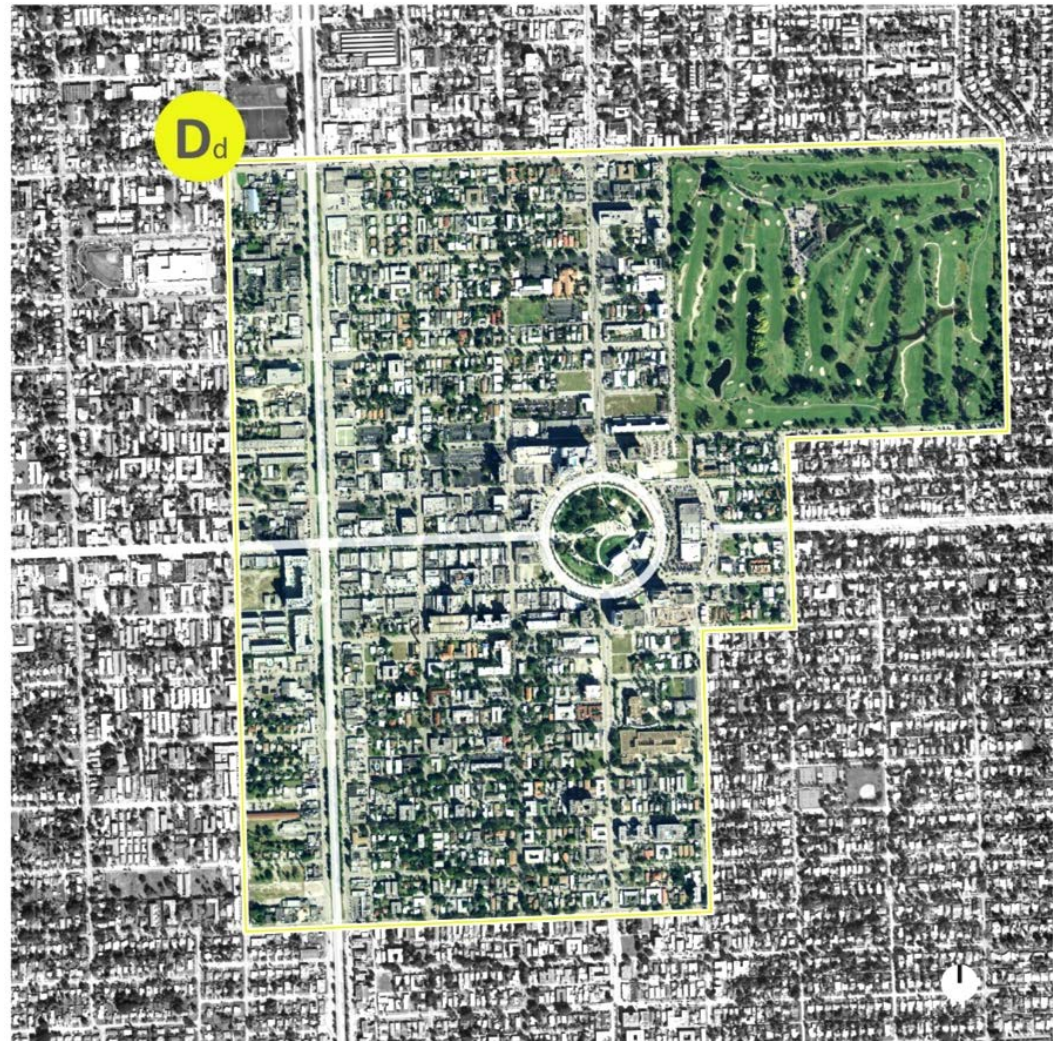
THE WEST 250 FEET OF LOT 5, AND THE WEST 100 FEET OF LOTS 6 AND 7, BLOCK 1, "HOLLYWOOD LITTLE RANCHES", ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK 1, PAGE 26 OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA.

SAID LANDS SITUATED IN THE CITY OF HOLLYWOOD, BROWARD COUNTY, FLORIDA.

2. Development Characteristics

The Downtown Hollywood Community Redevelopment Area (CRA) encompasses approximately 580 acres bounded by: Johnson Street to the north; N. 14th Avenue, N. 16th Avenue, and N. 17th Avenue to the east; Washington Street to the south, and; 22nd Avenue to the west (Map 1). The heart of the CRA is the historic downtown core, flanked by Young Circle; the easternmost of Joseph Young's three grand circles. Young Circle is the location of the ten acre ArtsPark, a popular urban park and community meeting space, and a surrounding ring of mixed use development. Downtown's activity core extends west from Young Circle along Hollywood Boulevard and Harrison Street to an area of active retail, restaurant and

Map 2. DOWNTOWN HOLLYWOOD COMMUNITY REDEVELOPMENT AREA



 **Downtown Hollywood CRA**
District Boundary

entertainment uses. The areas to the north and south of the core are characterized by a mixture of small office, commercial, and single-family and multi-family residential uses, which transition to primarily residential neighborhoods to the north and south. The Downtown CRA also encompasses the 104.25 acre Hollywood Beach Country Club and Golf Resort, which includes an 18-hole golf course and 30 room hotel, and two major north-south corridors, Dixie Highway and Federal Highway. The Federal Highway corridor is primarily characterized by low intensity commercial development and aging low rise motels and tourist uses, while the Dixie Highway corridor is characterized by multi-family residential and scattered aging industrial and commercial uses.

The Downtown CRA also includes the Tyler Street and Harrison Street commercial districts east of Young Circle, and the Historic Hollywood Business District along Hollywood Boulevard between Young Circle and Dixie Highway. The Historic Hollywood Business District encompasses 34 buildings that represent commercial “main street” architectural characteristics and styles popular in the 1920s. The Harrison Street and Tyler Street commercial districts, as well as the Hollywood Lakes Historic District directly east of the CRA, are upscale residential neighborhoods with large historic homes set in a traditional grid street pattern with rear alleys and large yards and porches. The southern area of the downtown CRA district includes the Parkside Neighborhood with a concentration of historically significant buildings.



Figure 1: Parkside Neighborhood Home



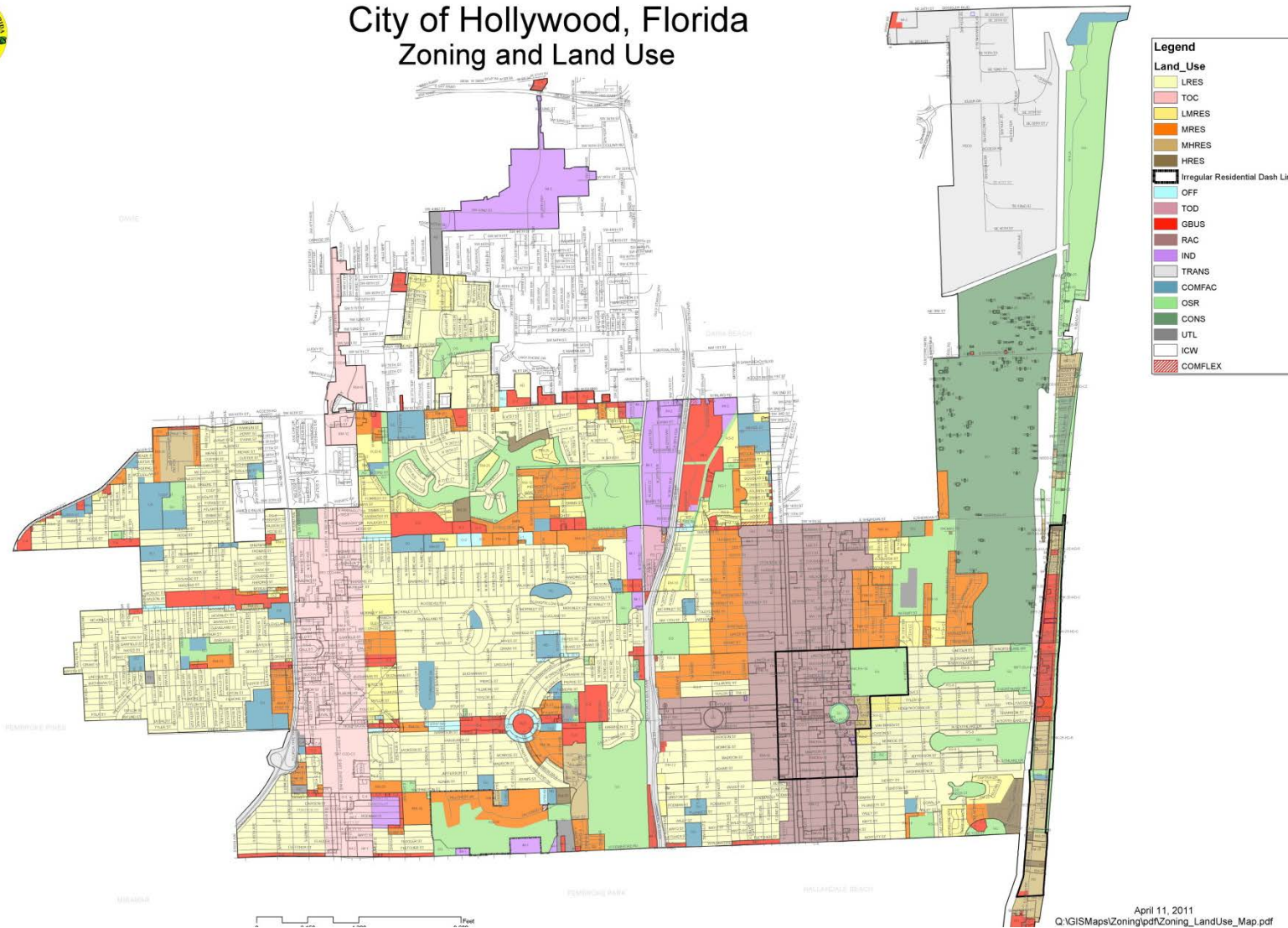
Figure 2: Parkside Neighborhood Home

Although significant progress has been made in revitalizing Downtown through CRA activities and other planning efforts, particularly in and around Young Circle and the activity core, Downtown Hollywood still faces a number of challenges. Scattered condition of slum and blight persist throughout the area. There are a number of vacant and/or underutilized parcels that demonstrate redevelopment needs, particularly along the Federal Highway and Dixie Highway corridors. Many areas in the District are daunted by limited pedestrian amenities and infrastructure challenges, and demonstrate a need for landscape improvements and beautification. Crime remains a challenge in some neighborhoods, particularly along the Federal Highway corridor. In addition, ensuring appropriate transitions and buffering between incompatible uses, and protecting residential neighborhoods from the encroachment of incompatible uses and preserving the character of the neighborhood are ongoing issues.

Map 3: CITY OF HOLLYWOOD ZONING AND LAND USE



City of Hollywood, Florida Zoning and Land Use



C. POPULATION AND DEMOGRAPHICS

The 2010 Census provides key demographic information by Census Block. Based on Block level data from the 2010 Census, Table 1 below outlines key demographic information about the Downtown Community Redevelopment Area. The total population of the Downtown CRA was 6,471 in 2010. The City of Hollywood’s 2010 population was 146,526; therefore, only approximately 4.4% of the City’s residents live in the area. From a racial and ethnic standpoint, 4,371 (68%) were White, 1,351 (21%) were Black, 2,616 (40%) were Hispanic*, and 749 (11%) identified as Asian, American Indian or Alaskan Native, Native Hawaiian or Pacific Islander, or Other. In terms of age, 965 (15%) of the CRA residents were under 18, while 735 (7%) were over 65.

Table 1: DOWNTOWN HOLLYWOOD CRA POPULATION AND DEMOGRAPHIC DATA - 2010

| Pop. | Under 18 | Over 65 | White | Black | Hispanic* | Other |
|--------------|--------------|----------|----------------|----------------|-------------|--------------|
| 6,471 | 965 (15%) | 735 (7%) | 4,371 (68%) | 1,351 (21%) | 2,616 (40%) | 749 (11%) |

*People of various races (White, Black, Mixed) may also identify as Hispanic, which is not identified as a racial category by the Census Bureau

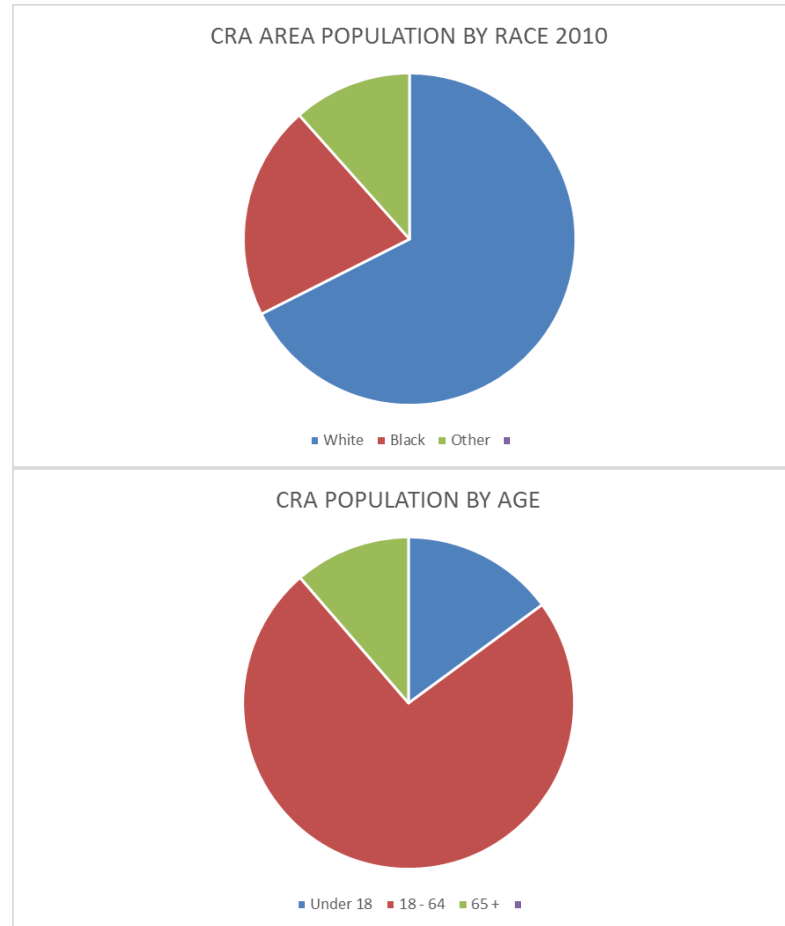


Table 2 identifies key household and housing information for the Downtown CRA based on the 2010 Census. As can be seen, the vacancy rate is 20%. This is slightly higher than the vacancy rate for the Hollywood Census County Division (CCD) (18%) and Broward County (15%), as reported in the 2010 Census. The average household size in the CRA, based on a comparison of the total population to occupied units, is 1.9 persons per household, compared to 2.38 persons per household in the Hollywood CCD, and 2.54 persons per household in the County. There are 3,348 occupied units in the CRA; of these units, 808 (24%) were owner-occupied, and 2,539 (76%) were renter-occupied.

The Downtown CRA is located in portions of eight different Census Tracts. Its boundaries do not conform exactly to either Census Tracts or Census Tract Block Groups, but do conform to Census blocks. Unfortunately, detailed income and employment information is not available at the Block level. Table 3 provides income information for the eight Census Tracts that include portions of the CRA.

For purposes of comparison, Table 3 also includes income and employment information for the Hollywood CCD and the County. Median household incomes in the Census Tracts that include the CRA range from a high of \$93,763 to a low of \$27,363, while poverty rates range from a low of 0% to a high of 33.3%. The Hollywood CCD and County have higher median household incomes than seven of the eight Census Tracts that include the CRA.

Table 2: DOWNTOWN HOLLYWOOD CRA HOUSING DATA - 2010

| Housing Units | Vacant | Occupied Units | Owner Occupied | Rental Occupied |
|---------------|---------------------|----------------------|-----------------------|-------------------------|
| 4,170 | 821 (20 % of total) | 3,348 (91% of total) | 808 (24% of occupied) | 2,539 (76% of occupied) |

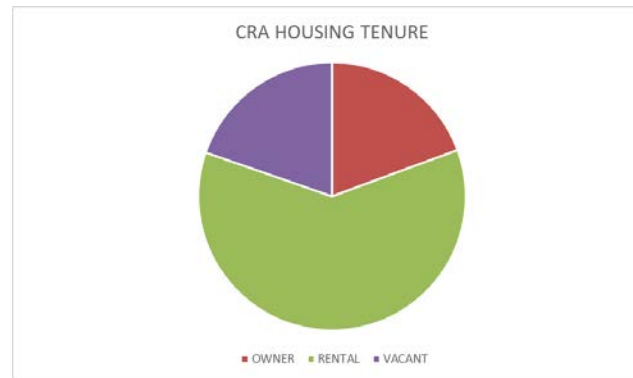
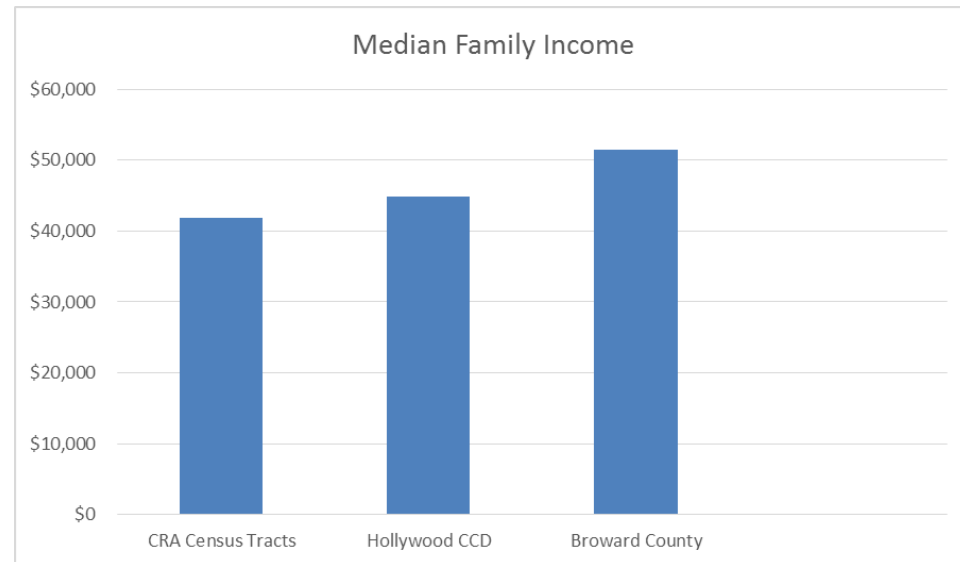


Table 3: INCOME AND EMPLOYMENT DATA BY CRA CENSUS TRACTS - 2010

| Census Tract (or other geography) | Median Income | Household Poverty Rate |
|-----------------------------------|---------------|------------------------|
| 902 | \$93,763 | 2.8% |
| 903.01 | \$28,255 | 0% |
| 903.02 | \$35,155 | 13.4% |
| 904.03 | \$27,363 | 15.2% |
| 904.04 | \$30,328 | 33.3% |
| 918.01 | \$39,822 | 12.4% |
| 918.02 | \$37,183 | 18.6% |
| 919.01 | \$43,237 | 5.4% |
| Hollywood CCD | \$44,820 | 13.1% |
| Broward County | \$51,521 | 10.9% |

In October 2014 Lambert Advisory prepared an Economic, Market and Strategic Planning Study for the East Hollywood Study Area (Lambert Study), which includes the CRA. According to this Study, the median household income for the Study Area is \$33,400, significantly lower than the median household income for the Hollywood CCD or Broward County. The Lambert Study also provides valuable information about employment patterns and other economic indicators in the Study Area. According to the Lambert Study, the East Hollywood Study Area has an employment base of 5,700+; of that total, 5,617 (98.8%) live outside of the Study Area.



D. EXISTING TYPOLOGY OPEN SPACE AND PUBLIC FACILITIES

Open Space, Parks, Recreation Facilities and Street Layout:

Parks and open space are an integral part of the urban form of the redevelopment area. The following parks and open space are located within the redevelopment area and outlined in Map 4: Open Space, Parks, Recreation Facilities and Street Layout:

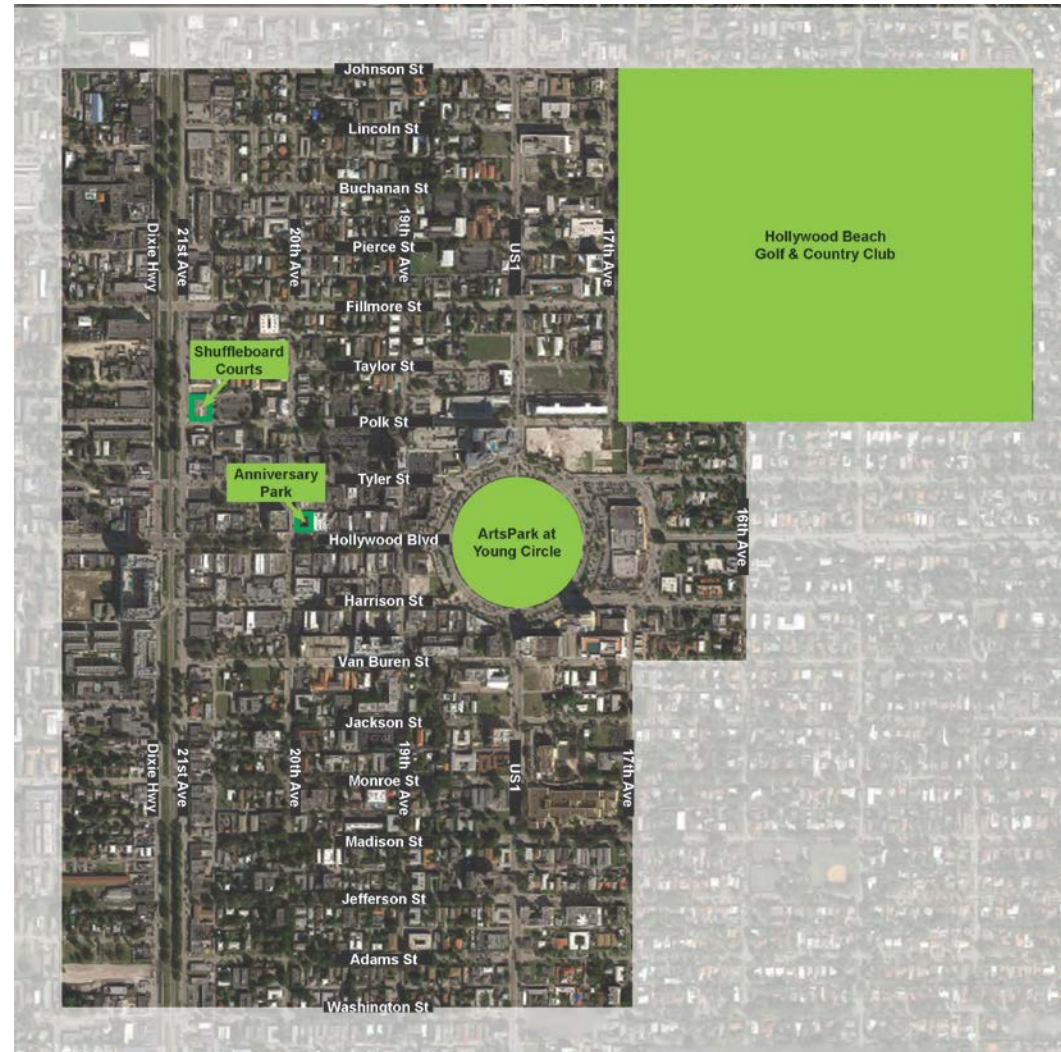
Anniversary Park: This small pocket park located within the downtown core offers benches and game tables as well as a shaded and turfed playground area for toddlers and children.

ArtsPark: A ten-acre regional venue featuring a amphitheater with lawn seating, an innovative play area and splash pad for children, a fountain, and an arts pavilion housing dance classes, gallery space, and artist studios.

Hollywood Beach Golf Resort: A 104 acre 18 hole golf facility along with a 30-room hotel and restaurant.

Shuffleboard Courts and Fred Lippmann Multi-Purpose Center: A community and senior center offering recreation classes and shuffleboard facilities for the community.

Map 4: OPEN SPACE, PARKS, RECREATION FACILITIES, AND STREET LAYOUT



Limitations on type, size, height, number, and proposed use of buildings:

~~Development of Land Use within the CRA area is regulated by the City's Comprehensive Plan, (Citywide Master Plan) and Zoning Code is regulated by the Zoning and Land Development Regulations. (Map 2). With the exception of the ten-acre Young Circle ArtsPark and the 104 acre Hollywood Beach Golf Resort, which are designated through the City's Comprehensive Plan as OSR (Open Space and Recreation), as well as blocks 71, 72, 73, and 74 (Lakes Transition District East of Young Circle), the remainder of the Downtown CRA is designated by Broward County the City's Comprehensive Plan as Regional Activity Center (RAC).~~

~~The current zoning, while regulating height, size, and the use of buildings, is not consistent with the intent of the RAC. The RAC district is currently proposed to be being rezoned to be in line with the Downtown Hollywood Master Plan (Map 5). This rezoning will determine the limitations on the type, size, height, number, and proposed use of buildings within the redevelopment area. The purpose of the rezoning is to simplify the existing codes and implement the character districts proposed in the master plan.~~

Dwelling Units

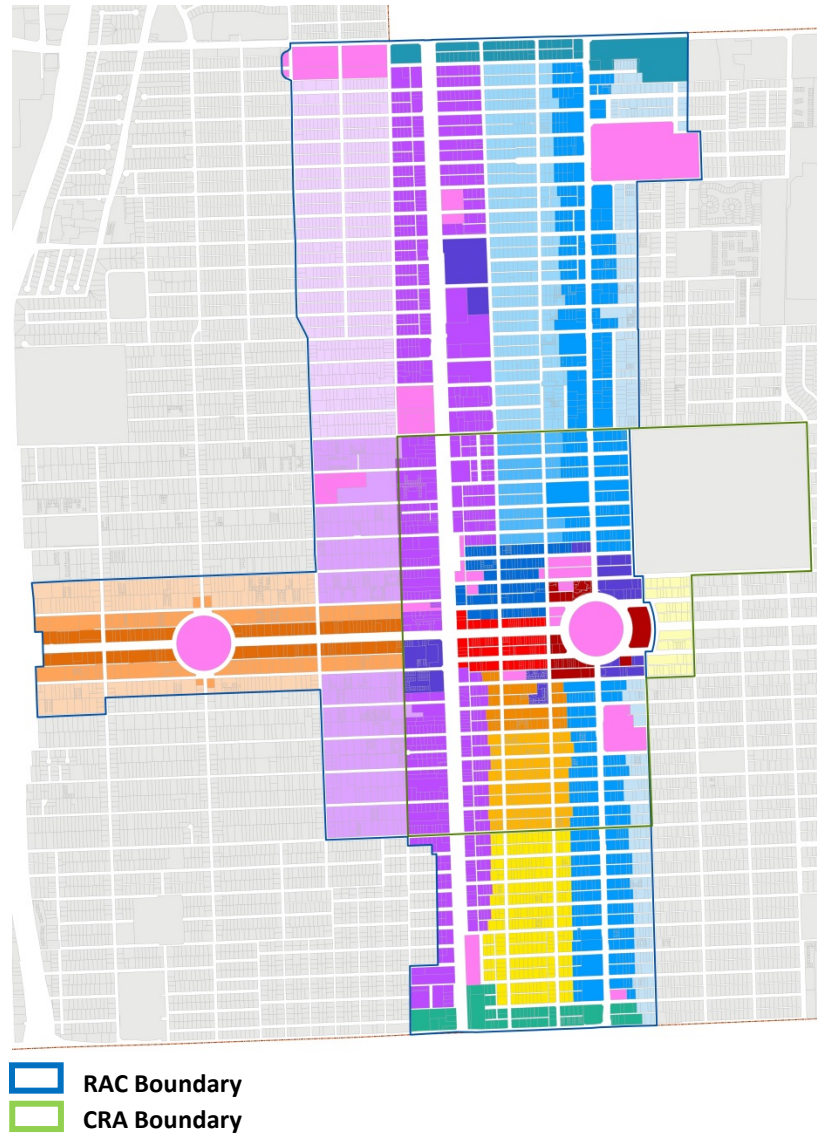
~~The RAC permits a maximum of 16,100 dwelling units. Though the RAC encompasses a significantly larger area than the Downtown CRA district (Map 5), these numbers are notable because when the RAC~~

~~was expanded in 2005, it included the provision that 9,100 of the total 16,100 dwelling units be developed outside of the CRA. Therefore, 5,000 residential units are permitted within the Downtown CRA district. As of February 2016, the Downtown CRA district contains 2,322 dwelling units.~~

~~In addition to dwelling units, the The Downtown Hollywood RAC permits a maximum of 4,500 dwelling units, 1,200,000 1,500,000 s.f. of office space land uses, 3,280,000 s.f. of commercial land uses, 390,000 s.f. of community facilities, and 44 acres of open space. and 530,000 s.f. of retail. According to the Broward County City's Comprehensive Plan, the residential component of the Downtown RAC is 84% allocated, while the office component is only 53% allocated.~~

~~According to the 2010 Census, there are 4,170 dwelling units in the CRA, so the residential component is approximately 92% allocated. The Broward County Comprehensive Plan reports that the retail component is 132% allocated, due to the original existing retail square footage in the RAC exceeding the maximum permitted square footage.~~

Map 5: RAC DISTRICT PROPOSED REZONING



E. NEIGHBORHOOD IMPACTS OF REDEVELOPMENT ACTIVITY

The ~~redevelopment area~~ Downtown CRA district contains 2,322 housing units (Feb 2016), ~~approximately 5,639 residential units, including approximately 1,985 low and moderate income dwellings.~~ There is no shortage of affordable housing, and none is anticipated as indicated below.

Affordable Housing:

The plan does not propose acquisition of any low or moderate income housing units. Therefore, no relocation of residents requiring replacement affordable housing is anticipated.

According to the Shimberg Center for Affordable Housing, in 2014 the average sales price for a single family home in Hollywood was \$214,481, the average just value of a condominium unit was \$186,644, and the median gross rent was \$1,000 per month. In comparison, in 2014 the average sales price for a single family home in Broward County was \$314,261, the average just value of a condominium unit was \$65,822 and the median gross rent was \$1,165 per month. This indicates that, with the exception of the condominium category, housing in Hollywood is more affordable than housing in the County as a whole. Increasing the supply of affordable housing is therefore not a key objective of this Community Redevelopment Plan. It

is not anticipated that CRA activities will result in any temporary or permanent residential displacements. In the event that displacements occur, relocation housing strategies will be identified as part of the development approval process for the project creating the impact.

State guidelines and the City's Comprehensive Plan do not ~~encourage~~ allow ~~permanent multiple family~~ residential units in excess of the densities permitted by the Future Land Use Map. Therefore, additional housing is not proposed as a redevelopment activity.

Relocation Housing:

The plan does not envision acquisition of any residential land, nor any low or moderate Income housing units. Therefore, no displacement of residents will occur and there will be no need for relocation housing.

The addition of permanent residences above permitted land use densities within the Downtown Hollywood Community Redevelopment Area is not consistent with the Land Use Element of the City's Comprehensive Plan. Therefore, additional low or moderate income housing is not proposed as a redevelopment activity.

Traffic Circulation:

The plan does not include any major changes to the circulation system outside of the main commercial area of the downtown district. Further studies will be completed to explore converting Tyler Street between Young Circle and Dixie Highway to a two-way traffic configuration, closing Hollywood Boulevard to vehicular traffic between Young Circle and 21st Avenue while maintaining vehicular traffic on the north-south avenues, and reconfiguring Block 57 to allow the continuation of Hollywood Boulevard.

Additionally, the functional and visual quality of the streetscapes will be enhanced with neighborhood lighting and transportation alternatives will be encouraged with the replacement or addition of sidewalks where appropriate. It is anticipated that these improvements, which are detailed throughout the goals, objectives, and policies, will have a positive impact on residents in the redevelopment area.

Environmental Quality:

The plan proposes to enhance the urban core and neighborhoods through an expanded public transportation trolley system using environmentally-friendly vehicles, create a denser inventory of parking incorporating green technology within the downtown core, and enhancing the downtown streetscapes with landscaping and LED lighting. This upgraded infrastructure within the residential and commercial areas will help improve the environmental quality for both residents and visitors. Descriptions of these projects are included in the goals, objectives, and policies section.

Availability of Community Facilities and Services:

The plan includes continuing to support art and culture activities throughout the downtown, including activities at the ArtsPark, the cinema, and outdoor special events and activities located in the redevelopment area. Continue to foster a relationship with higher education partners and pursue the expansion and development of academic opportunities in downtown Hollywood. Descriptions of these projects are included in the goals, objectives, and policies section.

Effect on School Population:

There is currently one public K-5 elementary school, one K-8 charter school, and one K-8 private school located within the redevelopment area. The plan does not propose relocating any residents and does

not anticipate any change in school population as a result of redevelopment activity.

Other Matters Affecting the Physical and Social Quality of the Neighborhood:

Redevelopment activities will provide for a high quality of life, increased property values and return on investment through public and private improvements that are supportive of an economy based on residents, employees, day visitors and tourists.

F. REDEVELOPMENT PROVISIONS

1. Safeguards to Ensure Redevelopment Activities Follow the Redevelopment Plan

In order to provide adequate safeguards to ensure that the redevelopment projects will be carried out pursuant to the Downtown Hollywood Community Redevelopment Plan, the following procedures will be enforced:

- a. All development and redevelopment proposals shall be reviewed by the Community Redevelopment Agency and the City for conformance with the provisions of the plan.
- b. Site and architectural plans, specifications and final plans for the construction of improvements shall be reviewed by the City according to the Standards for Development as outlined in the plan.
- c. The construction of improvements shall be commenced and completed within a reasonable time as fixed by the Community Redevelopment Agency.

2. Land Sold or Leased for Private Use

- a. The sale or lease of City property within the Community Redevelopment Area shall be subject

to the limitations as stated in the City's Code of Ordinances and Florida Statutes.

- b. The Community Redevelopment Agency and the City shall provide for the retention of control and the establishment of any restriction or covenants running with land sold or leased for private use for such periods of time and under such conditions as the Agency deems necessary to effectuate the redevelopment project.
- c. The purchaser/lessee/developer shall demonstrate a financial commitment and ability to perform acceptable to the Community Redevelopment Agency and the City.

3. Replacement Housing and Relocation

Redevelopment activities proposed in the plan will not cause the displacement of persons temporarily or permanently from housing facilities within the community redevelopment area.

4. Residential Use

The land use pattern found in the study area will be maintained. The existing zoning districts promote a mix of retail, residential, core employment and public uses throughout Downtown Hollywood. These districts were established to maintain densities appropriate for the neighborhood and downtown retail core, provide flexibility in development, incorporate public recreation facilities, and encourage a variety of lifestyles and housing accommodations.

5. Providing for a Time Certain and Severability

- a. Duration: The redevelopment activities proposed by the Downtown Hollywood Community Redevelopment Plan are scheduled for completion no later than thirty (30) years from the date of adoption of this plan by the City Commission of the City of Hollywood, or such later date as permitted by applicable law. However, every effort will be made to complete the Plan at an earlier time.

- b. Enforcement of the Plan: The provisions of the plan and other documents formulated pursuant thereto may be enforced by the Community Redevelopment Agency in any manner authorized by law and pursuant to the terms of other applicable agreements pertaining to the plan.

- c. Procedure for Amendment: The plan may be amended in any manner that is now or hereafter permitted by law.

- d. Severability: If any provision, section, subsection, subdivision, sentence, clause or phrase of the plan is for any reason held to be invalid or unconstitutional, such decision shall not affect the validity of the remaining portion or portions of the plan.

by the City of Hollywood. This may include public safety, public works, finance, administration, and other services due to redevelopment activity within the district that has increased the cost of maintenance and upkeep. In certain instances, this may necessitate the CRA reimbursing the city for the enhanced services it provides within the redevelopment area. To monitor this activity, the CRA will enter into an interlocal agreement with the city for the reimbursement of enhanced services based upon supporting information. These services, which may be capital as well as personnel costs, will be identified and budgeted annually as a part of the budget adoption process for the City of Hollywood and the CRA.

6. Enhanced Services

- a. One of the opportunities created by a CRA is the ability to provide enhanced services where needed that are above and beyond the baseline level of service provided

G. 1981 DOWNTOWN REDEVELOPMENT PLAN (AMENDED THROUGH 1993)

Redevelopment activities in the Downtown CRA are administered and implemented by Hollywood's Community Development Agency, which was established in 1979. These activities are conducted in accordance with the Downtown Redevelopment Plan that was adopted in 1981 and amended in 1985, 1991, and 1993. This Plan identifies a number of policies to guide the Agency's redevelopment efforts. These policies are summarized as follows:

- Existing operational problems (i.e. traffic, parking, landscaping) need to be corrected;
- Economic decline should be reversed and the tax base increased;
- Private development should be stimulated;
- The small town feel should be maintained and enhanced;
- Neighborhoods bordering Downtown should be connected and protected;
- Housing, particularly for young adults and families, should be developed;
- The image and character envisioned by Joseph Young should be recaptured;
- Higher intensity redevelopment should be concentrated in the core;
- Young Circle should be retained as a major urban park and improved so that it is better utilized and connected to the downtown core;

- Retail business should be upgraded and concentrated on Hollywood Boulevard and all appropriate locations along the major corridors;
- Public costs for redevelopment should be financed by funds intended for redevelopment, including tax increment financing and the City's Parking Enterprise fund;
- Private development and reinvestment should be maximized under given market conditions to increase the tax base and ensure tax increment tax flow, and;
- Property should be assembled in a phased approach through cooperation with private developers to ensure that only economically viable projects are encouraged;

In addition to these broad policies, the Downtown Redevelopment Plan also identified sub district policies for the different functional areas of Downtown. These policies called for:

- Reinforcing and upgrading the retail function and pedestrian scale of the retail core centered on Hollywood Boulevard and Harrison Street;
- Stimulating long term redevelopment of the areas north and south of the retail core through the redevelopment of the prime parcels facing Young Circle;
- Implementing catalytic redevelopment projects along major corridors of downtown;
- Providing for high-quality, low-rise residential development in the transition area between 17th Avenue and 16th Avenue;
- Rehabilitating deteriorated multi-family residential development in the areas north of Polk Street, west of Federal Highway, and south of Van Buren Street;
- Maintaining and upgrading the Hollywood Beach Country Club and Golf Course as a major recreational amenity while maximizing its connectivity and relationship to the downtown.

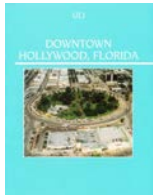
Finally, the Downtown Redevelopment Plan identified a series of Urban Design Principles to guide redevelopment activities. These principles are:

- Maintain and enhance the formal axial geometry that characterizes Downtown's development pattern (i.e. Hollywood Boulevard traffic circles);
- Reinforce the existing formal axial geometry with landscaping;

- Frame the east-west approaches to Young Circle with low buildings;
- Line Young Circle with tall buildings;
- Concentrate retail development along Hollywood Boulevard west of Young Circle;
- Provide a compatible system of pedestrian and vehicular circulation and parking access, and;
- Provide several classifications of setbacks relevant to land use patterns, pedestrian activities and building heights.

H. RELATED PLANNING EFFORTS

There have been a number of significant planning efforts for Downtown Hollywood that have occurred since the Redevelopment Plan was adopted. These plans are summarized in the following section.



1. Urban Land Institute “Strategies for the Redevelopment of the Downtown Hollywood Community Redevelopment Agency District”

In 1998, the Urban Land Institute published a report entitled “Strategies for the Redevelopment of the Downtown Hollywood Community Redevelopment Agency District”. The report summarizes the findings and recommendations of a panel of national experts who were convened to identify practical and innovative Downtown redevelopment strategies for Hollywood. The key recommendation was to adopt and adhere to a unifying theme of a Village Center that would include retail, restaurants, arts and culture, parks, offices and entertainment, and exclude high-rise buildings, big box retailers and major corporate offices. The Report also identified specific redevelopment strategies to achieve this vision, including Young Circle Traffic Improvements, an enhanced residential community, a redesign of Young Circle Park, and a more focused concentration of the arts. Continuation of Hollywood Blvd through block 57 is identified in this report as a desirable outcome and this initiative should be pursued.



2. Hollywood Citywide Master Plan

In 2001 the City of Hollywood adopted a new Citywide Master Plan (~~Comprehensive Plan~~) to guide zoning and land use decisions, capital improvements, and budget decisions throughout the City. The Downtown Community Redevelopment Area was included in the Master Plan’s analysis of Sub-Area 2, which extended from Sheridan Street in the north to Pembroke Road in the south, and the Intracoastal Water on the east to Dixie Highway on the west. The Master Plan evaluated the 1998 ULI Study Recommendations for the CRA District and incorporated its findings and recommendations into its policies. Citywide Master Plan policies relevant to the Downtown CRA are summarized as follows:

- Continue to implement Joseph Young’s vision for Hollywood Boulevard as a landscaped gateway for the City;
- Encourage the CRA to consider acquisition in the context of private development or a public-private partnership;
- Designate and create an Urban Village District in the Downtown CRA boundaries;
- Implement the ULI Study for Downtown including Young Circle Redevelopment, as revised traffic circulation plan, the village center concept, and improved pedestrian connections around Young Circle;
- Designate the area south of Young Circle as a Cultural Arts and Education District;
- Create an environment to attract national retailers to Downtown;
- Market Downtown businesses locally and nationally;
- Increase landscaping and an enhanced bicycle/pedestrian environment, and;
- Redesign Young Circle as an “arts park.”



3. Downtown Hollywood Master Plan and Downtown Young Circle Vision, Zoning and Design Standards

In ~~2003~~ 2008 Zyscovich Architects prepared a Draft Downtown Master Plan in order to present a vision for the redevelopment and development of Downtown that built upon previous planning efforts and reevaluated existing conditions. As a

result of this effort, Zyscovich made a series of recommendations to guide redevelopment efforts, including proposed amendments to the City's Zoning and Land Development Regulations. Key elements of the Downtown vision outlined in this Plan include:

- Enhancing the image and identify of Downtown Hollywood as a historic, cultural and entertainment destination;
- Concentrating development and mixed uses in Downtown;
- Providing a diverse range of businesses, services and public amenities;
- Providing adequate housing that caters to urban markets;
- Revitalizing underutilized land and encouraging infill and higher intensities;
- Densifying Downtown to create a sustainable urban district;
- Establishing seven different character districts representing functional areas of Downtown;
- Improving character and mobility;
- Identifying development and redevelopment opportunities, and;
- Creating zoning recommendations to reinforce district character.

In 2004 2009 Zyscovich Architects also prepared a specific vision, zoning recommendations and design strategies for the Young Circle area. This vision called for:

- Increasing pedestrian activity;
- Concentrating arts and cultural uses in and around Young Circle;
- Improving connections to the Hollywood Country Club and Golf Course;
- Extending Hollywood Boulevard;
- Creating a safer environment for pedestrians crossing Young Circle;
- Augmenting the form of Young Circle by requiring buildings that face the circle to have curved facades, and;
- Preserving development rights while enhancing the character and quality of development in the area.
- Two districts of these zoning recs were adopted in



4. University of Miami School of Architecture 2010 Workshop

In 2010 the University of Miami School of Architecture and Urban Design conducted a five day workshop in order to identify potential redevelopment and design strategies for Downtown Hollywood. The University team of professors and students evaluated current conditions and challenges in the Downtown CRA, and presented a number of recommendations. Key recommendations included:

- Interim use of undeveloped and underdeveloped lots;
- Revised parking strategies;
- Implementing strategies to attract educational institutions and the creative class;
- Establishing a business incubator program;
- Establishing a “Main Street” retail storefront program;
- Providing increased security through a “Downtown ambassadors” program;
- Providing legal assistance to address nuisance cases, and;
- Creating a “one stop shop” permitting program.



5. Strategic Plan for the Community Redevelopment Agency - 2011/2016 - 2025/2027

In 2011 the Hollywood Community Redevelopment Agency adopted a strategic plan that outlined its vision for 2025, and set out action steps to achieve this vision. Key principles outlined in this Plan included:

- Creating an “Authentic Florida Village;
 - Providing a Vibrant Arts District;
 - Proving eclectic neighborhood retail and a wide variety of restaurant options;
 - Providing increased opportunities for residents to walk to retail and recreation;
 - Continuing to promote Downtown Hollywood as a venue for live music;
 - Promoting Downtown Hollywood as a location for wellness and medical services;
 - Proving increased multi-modal transportation access including convenient and affordable parking options;
 - Increased code enforcement, and;
 - Emphasis on property standards.
-

SECTION II: REDEVELOPMENT PLAN

The following goals, objectives and policies represent the Hollywood Community Redevelopment Agency's blueprint for Downtown Redevelopment through 2025. These goals, objectives and policies are based on:

- The continued applicability of policies in the previous Community Redevelopment Plan as amended and restated in this plan update;
- An analysis of the other planning efforts that have occurred since the previous Plan was adopted in 1989, and last revised in 1993;
- An analysis of Community Redevelopment Agency programs, and;
- An evaluation of current conditions in the Downtown CRA.



Figure 3: Hollywood ArtsPark at Young Circle

GOAL 1 Infrastructure, Connectivity, Environment, Capital Improvements

INFRASTRUCTURE, CONNECTIVITY, ENVIRONMENT, CAPITAL IMPROVEMENTS

A vibrant, mixed-use, ~~24-hour~~ downtown: with excellent linkages accommodating all of multi-modal connectivity to surrounding neighborhoods and the region; that is visually appealing to residents and visitors, and; that is safe and secure at all hours.



Figure 4 - Rendering of Hollywood Boulevard with Festoon Lighting

GOAL 1 Infrastructure, Connectivity, Environment, Capital Improvements

OBJECTIVE 1A

TRANSPORTATION LINKAGES

Provide multi-modal transportation access to, from and within Downtown.

Policy 1A-1: Improve access through Multi-modal transportation improvements

Policy 1A-2: Maintain, improve and expand the Trolley system.

Policy 1A-3: Continue to coordinate with regional partners, such as, BOT, SFRTA, Broward MPO, FDOT, and Broward County

Policy 1A-4: Continue to pursue the addition of a commuter rail train station along the FEC line in Downtown Hollywood.



Figure 5: Hollywood Trolley



Figure 6: Hollywood Trolley Marketing Material

GOAL 1 Infrastructure, Connectivity, Environment, Capital Improvement

OBJECTIVE 1B

PARKING

In coordination with City of Hollywood Development Services Department, provide safe, convenient, ample, innovative and cost effective parking options Downtown to support redevelopment efforts.



Figure 7: Electric Charging Station at the Radius Garage

Policy 1B-1: Maintain and increase the inventory of parking spaces and facilities available in Downtown through the implementation, facilitation or support of parking improvements and the use of existing private parking lots after hours.

Policy 1B-2: Where feasible in strategic locations, replace surface parking lots with parking garages in order to provide additional parking spaces without increasing the amount of land needed to accommodate the spaces.

Policy 1B-3: In the development and redevelopment of parking garages in Downtown, encourage innovative architecture and design that will enhance the built environment, promote mixed use functions, and otherwise assist in the achievement of redevelopment goals.

Policy 1B-4: Provide or encourage on-street parking convenient to Downtown businesses.

Policy 1B-5: Provide parking at convenient and accessible locations that serves the public and encourages private investment.

Policy 1B-6: Pursue green parking initiatives such as car share, electric charging stations, and other emerging technologies.

Policy 1B-7: Improve the inventory of public and employee parking through interconnectivity that is convenient to both the downtown and the beach.

Policy 1B-8: Improve the pedestrian connectivity to all parking facilities.

GOAL 1 Infrastructure, Connectivity, Environment, Capital Improvement

OBJECTIVE 1C

COMPLETE STREETS

Provide for “complete streets” that offer a full range of transportation options, including pedestrian, bicycle, automobile, trolley and public transit options.



Figure 8: Park(ing) Day 2014



Figure 9: FEC Corridor Street Section

Policy 1C-1: Implement or support projects that will enhance bicycle access in Downtown, including the designation and maintenance of bicycle lanes, the provision of bicycle facilities, the location of racks at convenient locations, and bicycle share programs.

Policy 1C-2: Provide or encourage wide sidewalks that can accommodate outdoor activities and provide a pleasant pedestrian experience.

Policy 1C-3: Provide attractive and safe pedestrian crosswalks and vehicular traffic calming measures throughout Downtown.

Policy 1C-4: Provide or encourage way finding signage to improve circulation and promote destinations.

Policy 1C-5: Maintain and improve street lighting in order to provide for a safe and well- lighted Downtown.

Policy 1C-6: Implement landscape enhancements that are native, durable, environmentally friendly and provide shade where appropriate.

Policy 1C-7: Implement complete streets along FEC and FED highway to support commuter rail.

GOAL 2 Urban Form

URBAN FORM

Tailor development and redevelopment activities and programs that preserve the character of the unique subdistricts that comprise Downtown and follow guidelines detailed in the 2009 Downtown Hollywood Master Plan.

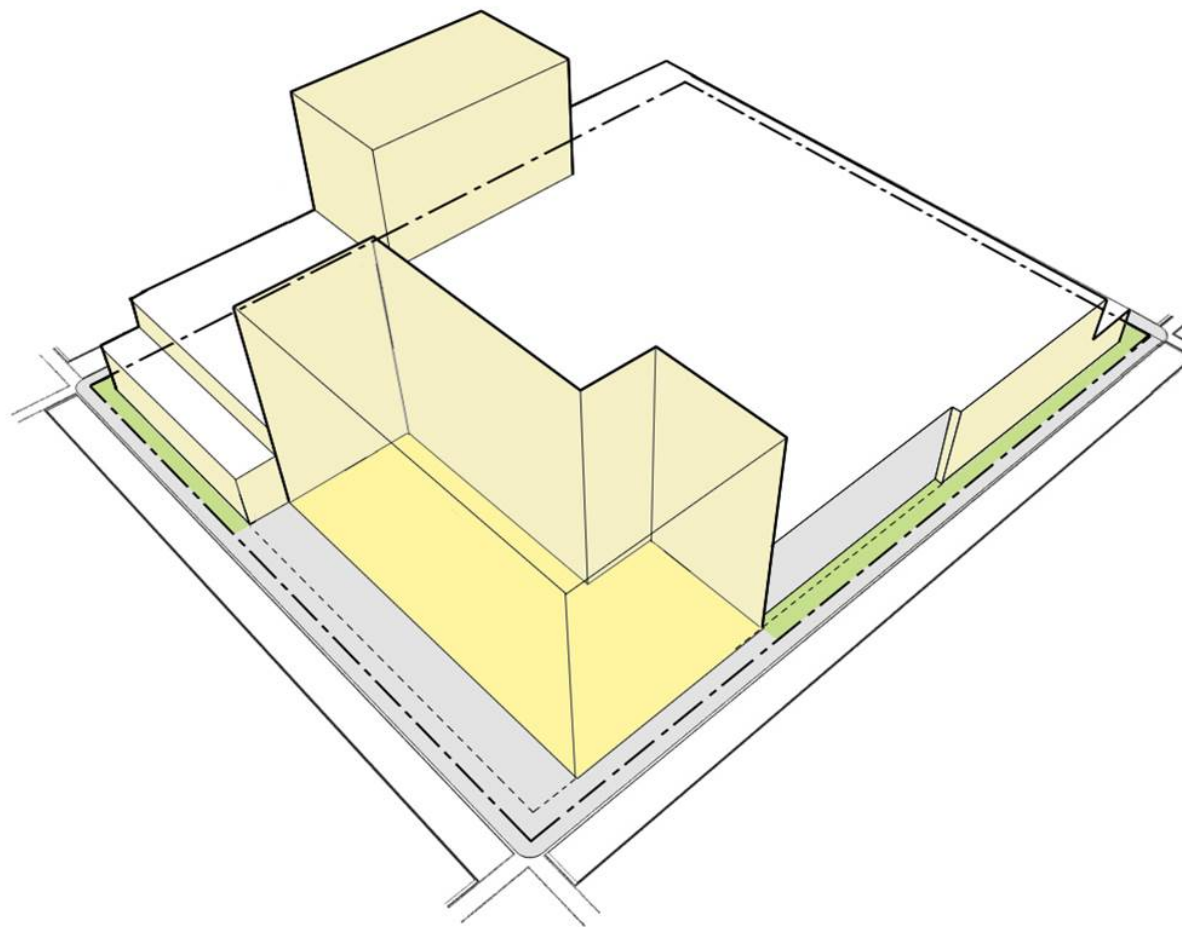


Figure 10: Proposed Zoning Axonometric Diagram

GOAL 2 Urban Form

OBJECTIVE 2A

DEVELOPMENT AND REDEVELOPMENT

Strengthen Downtown by concentrating development, promoting mixed use development, and increasing densities and intensities at appropriate locations, while maintaining an appropriate relationship to the public realm and the traditional downtown.



Figure 11: Parkside Historic Building



Figure 12: Redevelopment of Block 55

Policy 2A-1: Establish appropriately scaled transitions to neighborhoods bordering the Downtown core through zoning and design guidelines.

Policy 2A-2: Encourage the City to promote infill development by encouraging alternate parking requirements for small lots.

Policy 2A-3: Identify and promote the rehabilitation of historic buildings and resources through incentive-based programs.

Policy 2A-4: Coordinate with the City to promote the adaptive and flexible reuse of historic properties.

Policy 2A-5: Encourage land assembly and other activities necessary for the development and implementation of catalytic redevelopment projects in Downtown.

Policy 2A-6: Implement or facilitate the development and redevelopment of publicly owned properties through available opportunities including public-private partnerships.

Policy 2A-7: Coordinate with the City to improve the relationship between the existing inventory of public open space and the urban core.

Policy 2A-8: Implement or support strategies to promote the interim use of vacant or undeveloped lots in Downtown.

Policy 2A-9: Implement or support programs to address nuisance properties.

Policy 2A-10: Invest in infrastructure improvement as a catalyst for redevelopment

GOAL 2 Urban Form

OBJECTIVE 2B

SUBDISTRICTS

Tailor development to the unique subdistricts that comprise the Downtown CRA district. Improve the urban space by promoting outdoor activities such as sidewalk cafes, parklets, markets, and weekend fairs.



Figure 13: Downtown Zoning Sub-Districts included in 2009 Downtown Master Plan



Downtown Hollywood Pedestrian Mall Proposed Block Enlargement

Figure 14 - Downtown Hollywood Pedestrian Mall Concept Plan



Policy 2B-1: YOUNG CIRCLE - Pursue opportunities to enhance the pedestrian realm around young circle in order to strengthen the interconnectivity between the adjacent mixed-use activity and the public open space of the ArtsPark.

- Pursue measures including design alternatives such as overhead crossings to improve the coordination of pedestrian and vehicular access around Young Circle including options for redirecting traffic flow in the event of limiting vehicular areas within the downtown core.
- Augment the circular form of Young Circle by encouraging the development and redevelopment of buildings that reinforce the circle.
- Consider design elements that would enhance the significance of the ArtsPark at Young Circle and its visual and physical connectivity to the downtown core.
- Encourage the reconfiguration of Block 57 as per the ULI Study.



Policy 2B-2: HOLLYWOOD BOULEVARD RETAIL CORE - Develop and redevelop the Retail Core Subdistrict focused on Hollywood Boulevard as the major retail corridor and Harrison Street and Tyler Street as supporting corridors.

- Recognize Hollywood Boulevard as a vibrant mixed use area with energized ground floor retail that includes specialty shops, dining and entertainment venues.
- Establish Harrison Street and Tyler Street as supporting corridors that include active office use in addition to retail and dining activities on the ground floor.
- Recognize Hollywood Boulevard as a major east-west gateway to Downtown and encourage appropriate design elements that will enhance its character.

GOAL 2 Urban Form

- d. Reprogram Hollywood Boulevard to reconfigure the existing landscaping and streetscape to promote outdoor uses and events, enhance the pedestrian and retail experience, and reinforce the unique character of the district.
- e. Begin the analysis of programming and identify issues to consider potential closure of Hollywood Boulevard to vehicular traffic within the downtown core.



Policy 2B-3: FEC CORRIDOR - Develop and redevelop the subdistrict located adjacent to the FEC Corridor as a mixed-use transit-oriented corridor that is anchored by a university component.

- a. Partner with the City of Hollywood to facilitate opportunities for expansion of a university partnership that creates an urban campus experience.
- b. Implement or encourage transit oriented development projects which capitalize on the adjacency of the FEC rail line and university campus.
- c. Encourage ground floor commercial uses and a variety of residential and office uses that benefit the downtown and adjacent neighborhoods.
- d. Recognize the FEC Corridor as a Broward County context-sensitive corridor, and support beautification projects and streetscape improvements that will improve its function as a multimodal transportation corridor.



Policy 2B-4: FEDERAL HIGHWAY CORRIDOR - Develop and redevelop Federal Highway as a mixed-use corridor.

- a. Encourage the development of large format and destination retail intermixed with residential uses and supportive neighborhood retail.
- b. Encourage pedestrian access and continuous sidewalks to promote pedestrian activity and create a more urban environment.
- c. Orient the highest intensities to Federal Highway, scaling back to surrounding residential neighborhoods.
- d. Partner with the City of Hollywood to implement initiatives consistent with the Complete Streets Guidelines.

GOAL 2 Urban Form



Policy 2B-5: NEIGHBORHOOD TRANSITION ZONES - Develop and redevelop the adjacent neighborhood subdistricts including North Downtown, Parkside, Lakes Transition, and Golf Course with appropriately scaled development and uses that will have appropriate transition and connectivity to the existing residential neighborhoods.

- a. Provide safe, walkable, and well-lit pathways for pedestrians and bicyclists that provide connectivity to the surrounding corridors.
- b. Promote the adaptive reuse and flexibility for the rehabilitation of properties with historic character.
- c. Promote a variety of housing types, including live/work spaces, lofts, multifamily, and other housing options that are attractive to artists and the creative community.

GOAL 3 Place Making and Quality of Life

PLACEMAKING AND QUALITY OF LIFE

Establish Downtown Hollywood as a cultural arts district and entertainment destination with a diverse, vibrant economy and a strong sense of place.



Figure 15: ArtsPark Experience Concert

GOAL 3 Place Making and Quality of Life

OBJECTIVE 3A

GATEWAYS AND FOCAL POINTS

Enhance downtown's identity through the creation and improvement of gateways and focal points.



Figure 16: Wayfinding Signage



Figure 17: Gateway in Downtown

Policy 3A-1: Identify formal gateways at key intersections in Downtown, and implement, facilitate or support projects at and around these gateways that will enhance the identity of the CRA district.

Policy 3A-2: Recognize Hollywood Boulevard, the FEC Corridor, and Federal Highway as major Downtown corridors, and implement, facilitate or support beautification projects and streetscape and transportation improvements that will promote and improve their function.

Policy 3A-3: Implement or support projects that maintain and improve Young Circle's ArtsPark function as focal point for community activities, and as an iconic and defining feature of Downtown Hollywood.

Policy 3A-4: Improve linkages between key Downtown locations through the use of wayfinding signage in focal points throughout the downtown and innovative design elements that can incorporate and feature interesting City themes.

GOAL 3 Place Making and Quality of Life

OBJECTIVE 3B

PUBLIC SAFETY

Ensure that residents, workers and visitors feel safe and secure in Downtown at all hours.



Figure 18: Street Lighting

Policy 3B-1: Include or encourage the inclusion of Crime Prevention through Environmental Design (CPTED) principles into Downtown development and redevelopment projects.

Policy 3B-2: Implement or support projects, including street lighting, landscaping, and access control that will reduce the likelihood and incidence of crimes in Downtown.

Policy 3B-3: Coordinate with the Hollywood Police Department and private businesses to augment crime prevention efforts in Downtown and community policing strategies pursuant to Florida State Statute 163.

Policy 3B-4: Continue the implementation of the ambassador program to provide additional eyes on the street and enhance the downtown experience.

GOAL 3 Place Making and Quality of Life

OBJECTIVE 3C

BEAUTIFICATION

Ensure that Downtown Hollywood is attractive and visually appealing to residents, workers and visitors through methodologies that are energy efficient, and sustainable.



Figure 19: Grant Recipient Before and after



Figure 20: Pedestrian Mall concept

Policy 3C-1: Eliminate slum and blight conditions in Downtown through targeted code enforcement and the enforcement of building and landscape maintenance requirements and property standards.

Policy 3C-2: Provide grants and other forms of assistance to encourage the improvement of high-profile Downtown properties.

Policy 3C-3: Partner with the City of Hollywood to establish an appropriate maintenance baseline level of service within the public ROW that can be enhanced through the resources of the CRA.

Policy 3C-4: Provide for the aesthetic enrichment of Downtown through supporting the installation of public art.

Policy 3C-5: Implement landscaping, beautification and capital improvement programs and projects in order to enhance the visual quality of Downtown and to create an environment that will encourage high quality investment.

Policy 3C-6: Rehabilitate existing buildings with historic character to preserve and enhance the downtown.

Policy 3C-7: Locate distinctive site furniture throughout Downtown to encourage visitors and residents to keep Hollywood clean and green.

Policy 3C-8: Implement or support landscape and other improvements to beautify the major transportation corridors through Downtown.

Policy 3C-9: Encourage environmentally-responsible initiatives that are appropriate and compatible with the urban environment.

Policy 3C-10: Continue the CRA participation in the design review process.

Policy 3C-11: Study the closure of Hollywood Boulevard to east-west vehicular traffic to promote pedestrian activity and enhance storefront visibility.

GOAL 3 Place Making and Quality of Life

OBJECTIVE 3D

ARTS AND CULTURE

Provide for the development and redevelopment of Downtown Hollywood as a local and regional center for arts and culture.



Figure 21: Full Moon Drum Circle



Figure 22: Cinema Paradiso

Policy 3D-1: Provide for the aesthetic enrichment of Downtown through the installation of public art and murals.

Policy 3D-2: Develop and promote ArtsPark at Young Circle as a focal point and regional destination for concerts, performances, art shows, and other cultural events.

Policy 3D-3: Develop and promote Downtown Hollywood as a center for a variety of arts by providing for and encouraging a range of venues (publicly and privately owned).

Policy 3D-4: Provide artists with expanded opportunities to live and work in Downtown Hollywood by ensuring a range of affordable and attractive residential options, and allowing live/work spaces at appropriate locations.

Policy 3D-5: Encourage the City to allow and provide for compatible light manufacturing and fabrication for art related uses at appropriate Downtown locations.

Policy 3D-6: Promote the art cinema in Downtown Hollywood as a key cultural attraction for residents and visitors.

GOAL 4 Investment

INVESTMENT

Provide for the development and redevelopment of Downtown Hollywood as a local and regional economic center that provides a diversity of retail and restaurant uses and attractions, and is a center for employment, which offers Class A office space. Create an attractive and high quality environment that will appeal to quality brands.



GOAL 4 Investment

OBJECTIVE 4A

PUBLIC INVESTMENT



Figure 23: Harrison Street

Policy 4A-1: Coordinate with the Convention and Visitors Bureau and other organizations to promote and market tourism, business and economic development in Downtown Hollywood.

Policy 4A-2: Promote ArtsPark at Young Circle as a destination for concerts, performances, and art shows that will attract visitors, residents, and tourists.

Policy 4A-3: Promote the unique historic character of downtown to encourage a wide range of restaurants and appropriate nightlife to affirm Downtown Hollywood as a desirable regional destination.

Policy 4A-4: Implement or support initiatives to improve and enhance retail storefronts along major commercial corridors.

Policy 4A-5: Partner with the City of Hollywood to improve the infrastructure that will create an environment attractive to the creative class.

Policy 4A-6: Promote downtown Hollywood as a walkable multi-modal commercial and residential area with strong regional connectivity.

Policy 4A-7: Promote the geographic location of Hollywood as a convenient origination and destination point within the South Florida region.

Policy 4A-8: Ensure the provision of affordable and workforce housing in Downtown Hollywood.

Policy 4A-9: Implement appropriate capital improvement initiatives to enhance the downtown core, including neighborhood lighting, a landscape master plan, and streetscape enhancements.

Policy 4A-10: Promote initiatives that will strengthen the connection between the ArtsPark and the downtown core.

Policy 4A-11: Partner with the City of Hollywood on appropriate marketing and branding schemes to promote the downtown as a regional destination.

GOAL 4 Investment

OBJECTIVE 4B

PRIVATE INVESTMENT



Figure 24: Hollywood Station Mixed Use Development



Figure 25: Hollywood Station Live/Work Units

Policy 4B-1: Provide for and encourage vibrant and unique commercial, retail, and office activity that targets the creative class.

Policy 4B-2: Facilitate new residential and mixed use development and redevelopment projects, including live/work/study/play units, in Downtown.

Policy 4B-3: Create opportunities for the development of Class A office space around Young Circle and along Federal Highway and the FEC Corridor to increase economic vitality and expand the tax base.

Policy 4B-4: Coordinate with property owners and partner with the City of Hollywood and other resources to establish a business recruitment strategy to attract quality commercial uses.

Policy 4B-5: Target specific areas of the downtown district to maximize opportunities for establishing unique office environments appealing to the creative class.

GOAL 4 Investment

OBJECTIVE 4C

DOWNTOWN UNIVERSITY PARTNERSHIP

Encourage the downtown business community to work with higher educational institutions to facilitate partnership opportunities such as business incubators, conference facilities, and other amenities that will spur economic growth and investment.

Policy 4C-1: Promote and enhance a downtown campus setting that recognizes the existing urban space, improves infrastructure, and encourages mobility within a clean and safe environment.

Policy 4C-2: Partner with the City of Hollywood to strategically utilize publicly owned lands to create opportunities to attract quality higher education institutions that establish Downtown Hollywood as a vibrant educational center.

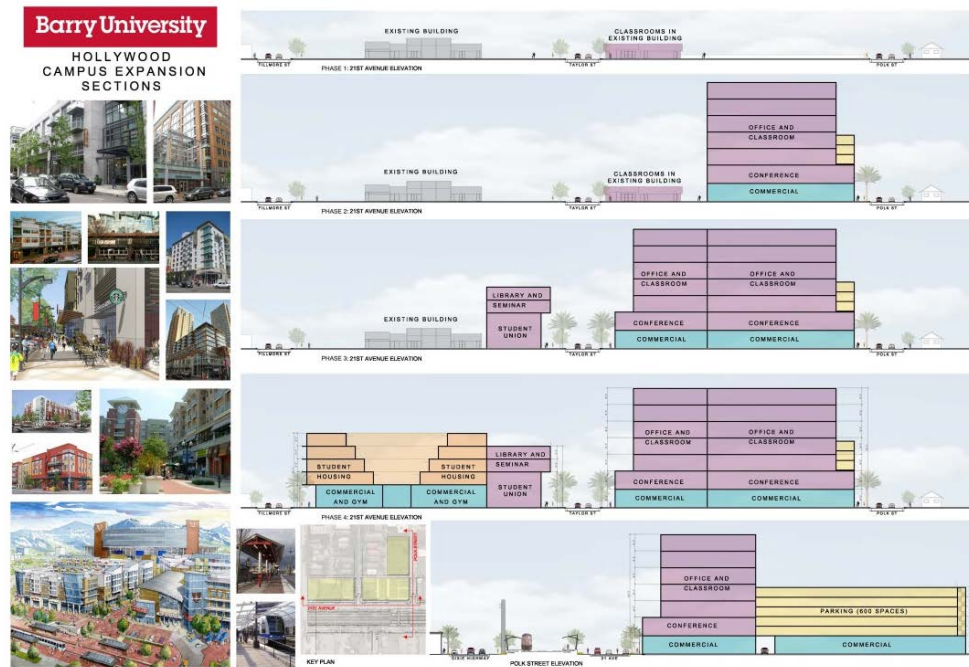


Figure 26: Barry University Expansion Concepts

APPENDIX A CAPITAL IMPROVEMENT PROJECT SCHEDULE FY 2016-2019

A five year Capital Improvement Plan (CIP) schedule has been developed to implement the redevelopment projects described below. The proposed public improvements are concentrated in manageable, clearly identified target areas. The nature of these improvements lie primarily in placemaking throughout the commercial corridors, including lighting, directional signage, sidewalk improvements, streetscape improvements, and overall corridor redevelopment. Throughout the adjacent residential neighborhoods, lighting and sidewalk improvements will be incorporated to increase safety and walkability throughout the districts.

As each project begins, public meetings will be held to achieve a community consensus as to the design of the improvements. The projects may be phased so that it is implemented over a period of time, as funding allows, during the optimum season of the year. An estimated cost for each project and the year in which the work is proposed to begin is shown in the following table. Funding for the Capital Improvement Program will be from a variety sources, including TIF funds, matching grants, and CRA Bond refinancing (2015). Please see Appendix C for CRA Debt Service Information.

| CIP Project | Cost of Total Project | Funding for FY 2016 \$ 2,600,000 | FY 2017 - FY 2020 |
|---|-----------------------|-------------------------------------|--|
| Neighborhood Lighting-8 streets. This includes undergrounding of FPL street lighting, removal of existing cobra head fixtures, installation of new poles and fixtures, and tree trimming as required. | \$ 1,995,840 | \$ 1,995,840 (8 streets) | |
| Festoon Lighting (Hollywood Blvd.) This project includes support poles on medians and sidewalks and installation of string lighting/support cable over street on Hollywood Boulevard between 19 th and 21 st Avenues. | \$ 320,000 | \$ 292,160 (start construction) | \$ 27,840 (complete construction) |
| Downtown Lighting including repainting the existing light poles throughout the downtown commercial district and retrofitting the light fixtures to include LED bulbs. | \$ 598,000 | \$ 275,000 (start construction) | \$ 323,000 (complete construction) |
| Streetscape Upgrades on Harrison Street include decorative pavers or concrete, enhancing color of existing pavers, adding raised planter beds, landscaping. And public art. | \$ 930,000 | | \$930,000 (start/complete construction) |
| Wayfinding Signage within the downtown core, including directional signs and maps. | \$ 421,000 | \$ 25,000 (start design) | \$ 396,000 (complete design/permit/construction) |
| Gateway Signage including entry points to downtown along US-1 and Hollywood Boulevard. | \$ 220,000 | \$ 12,000 (start design) | \$ 208,000 (complete design/permit/construction) |

| | | | |
|--|---------------|--------------|---|
| Federal Highway Complete Streets Project from Young Circle to Johnson Street. This includes adding designated bike lanes, enhancing landscape medians, and adding landscape buffers and pedestrian lighting. | \$ 6,200,000 | | \$ 6,200,000 (Grant funds being pursued for design, permitting, and construction) |
| Tyler Street Streetscape between 19th and 21st Avenues. This includes designated bike lane, tree-lined sidewalks, and new pedestrian and vehicular lighting coordinating with other downtown corridors. | \$3,796,932 | | \$3,796,932 (Design, Permitting and Construction) |
| Hollywood Boulevard Streetscaping. This includes converting Hollywood Boulevard between Young Circle and 21 st Avenue into a pedestrian mall while maintaining the north/south avenues for vehicular traffic. | \$3,470,000 | | \$3,470,000 (Design, Permitting and Construction) |
| FEC Corridor Complete Street Project. This includes adding on-street parking, eliminating one vehicular traffic lane, adding a designated bike lane, widening sidewalks, adding landscape, shade trees, and pedestrian lighting between Washington Street and Johnson Street. | \$16,000,000 | | \$16,000,000 (Design, Permitting, and Construction) |
| Total Estimated Cost | \$ 33,951,772 | \$ 2,600,000 | \$ |

APPENDIX B PROJECTS FINANCED BY INCREMENT REVENUE

| REDEVELOPMENT INCENTIVES | | | |
|---|----------------------------|--------------------|----------------|
| | Total Incentive | Amount Paid | Balance |
| HOLLYWOOD STATION | 2,400,000 | 1,800,000 | 600,000 |
| RADIUS PROJECT | | | |
| Residential Incentive | 16,000,000 | 16,000,000 | - |
| Garage Incentive | 850,000 | 850,000 | - |
| HOLLYWOOD CIRCLE ¹ | 50% of TIF | - | - |
| YOUNG CIRCLE COMMONS ² | 50% of TIF | - | - |
| ¹ Hollywood Circle is anticipated to be on the FY 2018 tax rolls. Estimated TAV \$200 million | | | |
| ² Young Circle Commons is anticipated to be on the FY 2019 tax rolls. Estimated TAV \$90 million | | | |

APPENDIX C DEBT SERVICE SUMMARY

The Downtown District secured \$31,500,000 in loans since 2002, including \$2,000,000 in May 2015, to fund redevelopment projects, redevelopment incentives and public improvements throughout the Downtown. The main uses included:

- ArtsPark, Young Circle Roadway Improvements
- Dixie Highway at Adams Street apartment and home acquisitions
- Radius Public Parking Garage, development incentives and streetscape improvements
- Downtown neighborhood lighting project; decorative lighting and beautification; and gateway/directional signage

The Downtown District has pledged its tax increment revenues for repayment of these loans. The note denominations are as follows:

| Promissory Note | Principal Amount | Interest Rate |
|-------------------|--------------------|-----------------|
| 2002 Note | \$4,000,000 | 5.61% |
| 2003 Note | \$2,500,000 | 5.44% |
| 2004A Note | \$4,500,000 | Variable |
| 2006A Note | \$20,500,000 | 7.075% |
| 2015 Note | \$2,000,000 | 2.84% |

The outstanding balance as of fiscal year ending 2015 for the five notes mentioned above is \$12,910,780.