

City of Hollywood

# Comprehensive Plan

RFQ-4611-19-AP



A photograph of a building with a colorful mural. The mural features abstract shapes in shades of pink, orange, and teal. A sign on the building reads 'PARKING PUBLIC'. The text 'WHY KCI?' is overlaid in the center of the image.

**WHY KCI?**

# LEADERS IN OUR INDUSTRY



Heidi Siegel, AICP  
21 Years Experience  
Chair, Broward County Bicycling and Pedestrian Advisory Committee



Erin Sita, AICP  
19 Years Experience  
Vice-Chair, Palm Beach County Planning Congress



Kristen Nowicki, AICP  
19 Years Experience  
Chair, Broward Section of the American Planning Association



Erin Deady, AICP, Esq., LEED AP  
22 Years Experience  
Resiliency Committee, The Florida Bar



Nannette Rodriguez  
30 Years Experience  
Former National President of 3CMA



# RECENT EXPERIENCE WITH NEW REGULATORY PROCESS



# FINAL DOCUMENTS ARE READY FOR IMPLEMENTATION

Innovative

Understand Staff

Created for Client

An illustration of a woman with long, flowing black hair riding a teal bicycle on a wooden pier. She is wearing a white short-sleeved shirt and a light pink skirt with teal polka dots. The background shows a blue ocean and a light blue sky. The text "OUR TEAM" is overlaid in the center in a bold, blue, sans-serif font.

# OUR TEAM

DH.33—Boulevard Business Section  
Hollywood, Florida

**Keith &  
Schnars**

**1972**

**Fort  
Lauderdale**

BASED TEAM

**100+**

STATE, REGIONAL,  
AND LOCAL  
GOVERNMENT CLIENTS IN  
FLORIDA



# OUR TEAM

PRINCIPAL-IN-CHARGE



BRUCE REED, RLA, CPTED

PROJECT MANAGER



HEIDI SIEGEL, AICP

SENIOR PLANNER



KRISTEN NOWICKI, AICP

PLANNING MANAGER



ERIN SITA, AICP

URBAN PLANNER +  
DESIGNER



BRADLEY BENMOSHÉ, CNU-a,  
LEED GA

LANDSCAPE  
ARCHITECTURE



KIRK HOOSAC, RLA

ATTORNEY +  
LAND USE PLANNER



ERIN DEADY, AICP,  
ESQ., LEED AP

STORMWATER  
ENGINEER



SHAHIN SHAFIQ, PE, PTOE

MULTIMODAL  
TRANSPORTATION



JOSE RODRIGUEZ, PE

PUBLIC  
PARTICIPATION



PETER DOBENS

A vibrant mural of tropical plants and flowers on a white wall. The mural features a variety of colorful flowers, including purple, yellow, and pink blooms, along with large green leaves and coral-like structures. The background is a light blue and green wash. The mural is set against a white wall with several windows visible in the upper left. The foreground shows a patch of green grass.

# PUBLIC OUTREACH

# CONNECTING WITH THE COMMUNITY

- Project Specific Website & Social Media
  - Logo
  - #Hollywood2040
  - Project Phone Line
  - Project Email Address
- Welcome Video
- Project Information Sheets
- Surveys
- Community Meetings
- Neighborhood Groups



Select Language



# MARTIN IN MOTION

## 2045 Long-Range Transportation Plan





# METHODOLOGY



# PROJECT APPROACH

Kickoff Meeting and Project Coordination

Site Inventory, Review of Documents, Review of Ordinances, And Data Analysis

Stakeholder and Planning Board Interviews

Public Relations / Public Communications

Public Workshops

Summary Presentation to Planning and Development Board and City Commission

Drafting of Comprehensive Plan

Public Outreach

Approval Process

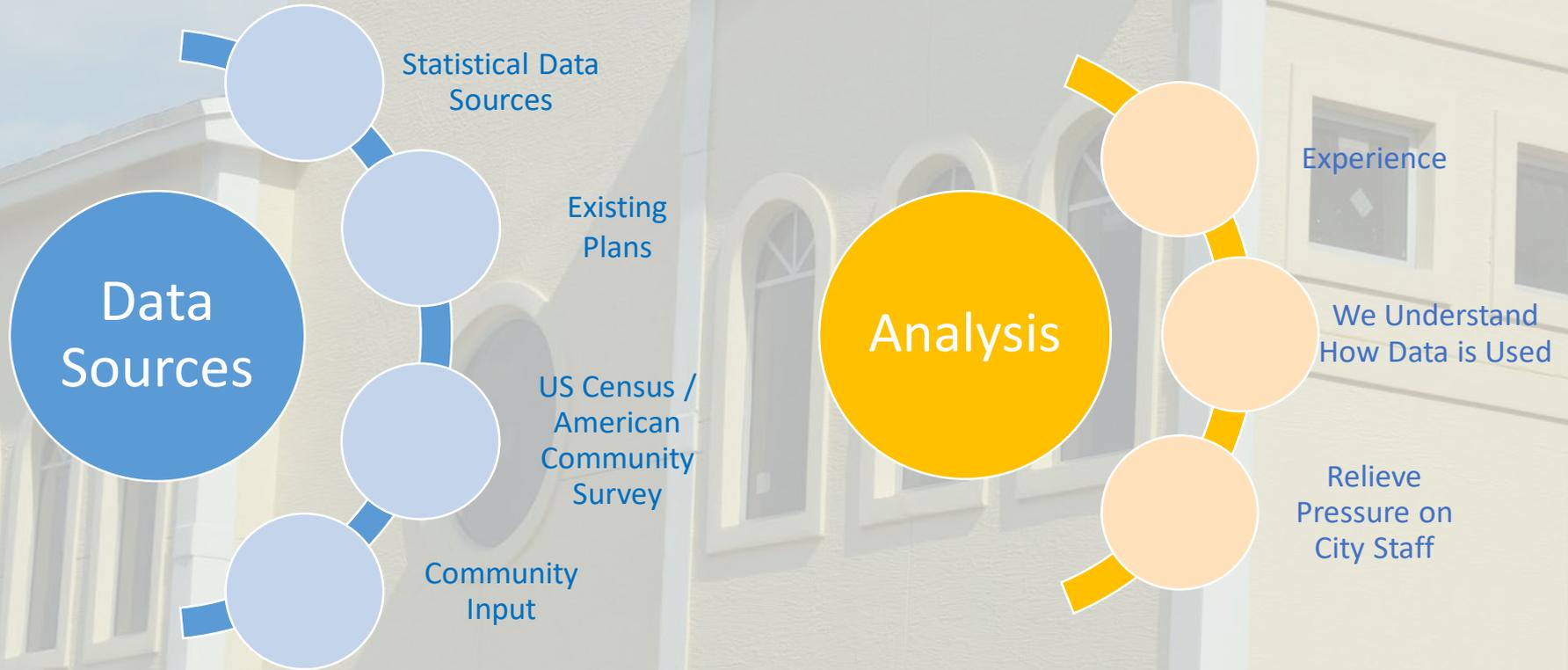
Final Formatting

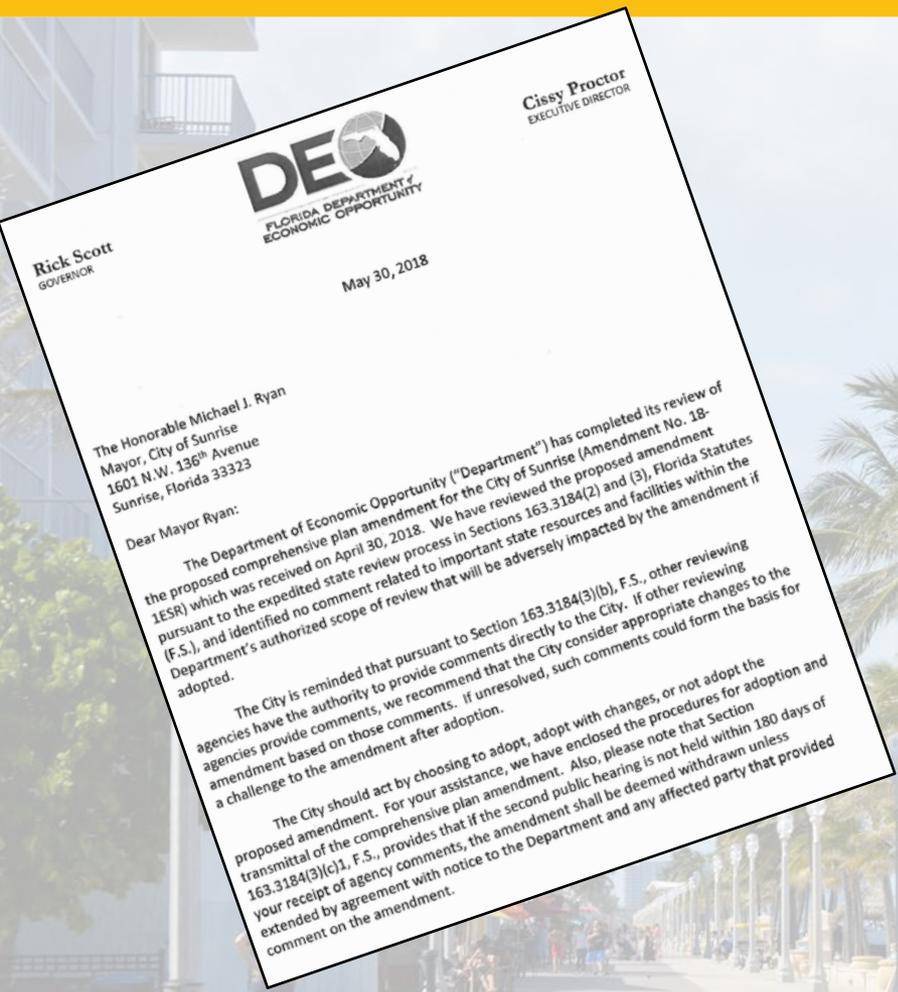
# PROJECT APPROACH

TASK	Time (In Months)																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
KICKOFF MEETING AND PROJECT COORDINATION	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
SITE INVENTORY, REVIEW OF DOCUMENTS, REVIEW OF ORDINANCES, AND DATA ANALYSIS	█	█	█															
STAKEHOLDER AND PLANNING COMMISSION INTERVIEWS		█	█															
PUBLIC RELATIONS / PUBLIC COMMUNICATIONS	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
PUBLIC WORKSHOPS				█	█	█					█							
SUMMARY PRESENTATION TO PLANNING AND DEVELOPMENT BOARD AND CITY COMMISSION						█		█		█		█		█				
DRAFTING OF COMPREHENSIVE PLAN							█	█	█	█	█	█			█			
PUBLIC OUTREACH													█	█				
APPROVAL PROCESS															█	█	█	█
FINAL FORMATTING																		█



# Data Collection and Analysis





First BROWARDNEXT compliant  
Comprehensive Plan for the City of Sunrise

Updated references for consistency

BROWARDNEXT prioritized climate change  
resilience and post-disaster redevelopment

Multimodal Vision



A photograph of a beach scene. In the foreground, a circular sculpture made of various colorful plastic waste items (bottles, caps, etc.) is mounted on a green pole. The sculpture is positioned in front of a sandy beach. In the background, the ocean is visible with several people swimming. The word "INNOVATION" is overlaid in large, bold, blue capital letters across the center of the image.

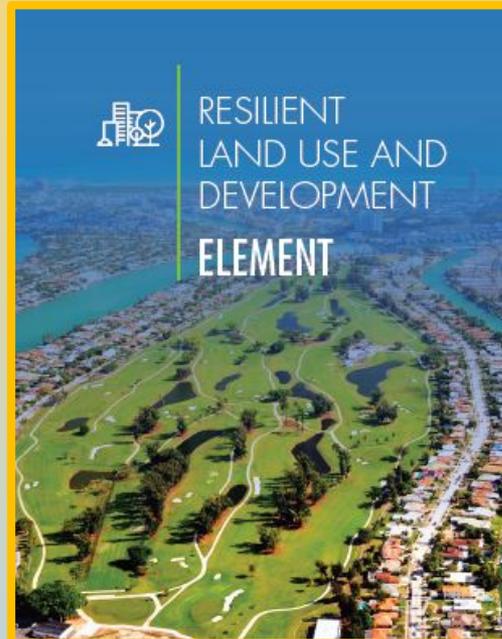
**INNOVATION**

# AN INNOVATIVE APPROACH TO COMPREHENSIVE PLANNING



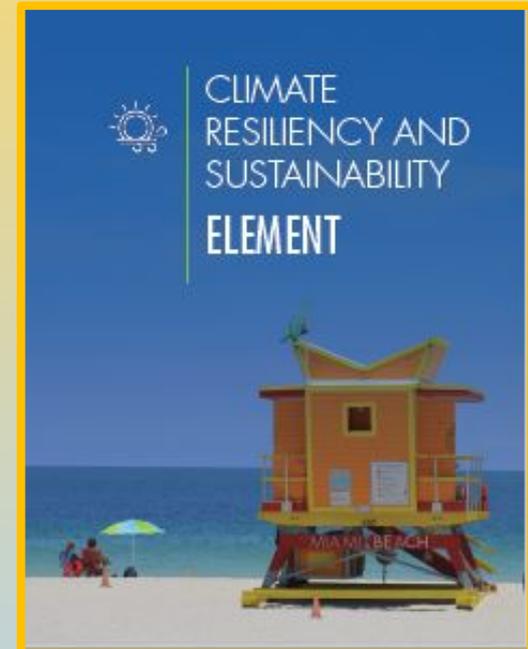
Extension of City's  
Branding

Coffee Table Book



Intuitively Organized

Simplified  
Guiding Principles



Post Disaster  
Recovery Planning

Combines State  
Requirements

# A CREATIVE APPROACH TO COMPREHENSIVE PLANNING

Created for each Local Government

Extension of City's Branding

Regulatory Document & Marketing Material

## Policy 2.4.2 FLORIDA MEDICAL CENTER HOSPITAL PROPERTY AND PROPERTY TO THE SOUTH

**Location:** NW 49<sup>th</sup> Avenue, north of Wooddale Oaks Apartments, just east of Florida's Turnpike.



Location Map

**Recommendation:** Create a Hospital overlay district to allow for complimentary uses such as a commercial liner in parking garages and workforce housing at a base density of 25-30 dwelling units per acre.

**Vision:** Through a concurrent future land use amendment and the creation of an overlay district or new zoning district, allow for a mixture of workforce housing types and densities, commercial, retail, and recreational activities, and a network of interconnected, tree lined, and accessible pedestrian pathways. The Florida Medical Center Hospital could serve as the anchor and gateway for the western boundary of the City and provide workforce housing to hospital employees.

### Design Guidelines:

- > Low scale retail and commercial spaces should be placed along NW 49<sup>th</sup> Avenue, with minimal setback.
- > Parking should be placed at the rear of the building, not along NW 49<sup>th</sup> Avenue nor along Dr. Edward Dauer Drive.
- > Parking structures lined with ground floor retail and commercial spaces are strongly encouraged over surface parking.
- > Protect the pedestrian and enhance the pedestrian environment and scale.
- > Use of sustainable, permeable, heat reflective materials wherever feasible; porous asphalt is encouraged.
- > Incorporate design concepts and principles which foster connected, safe, active, and successful urban environments, such as New Urbanism and Crime Prevention through Environmental Design (CPTED).



Existing Conditions



Existing Conditions

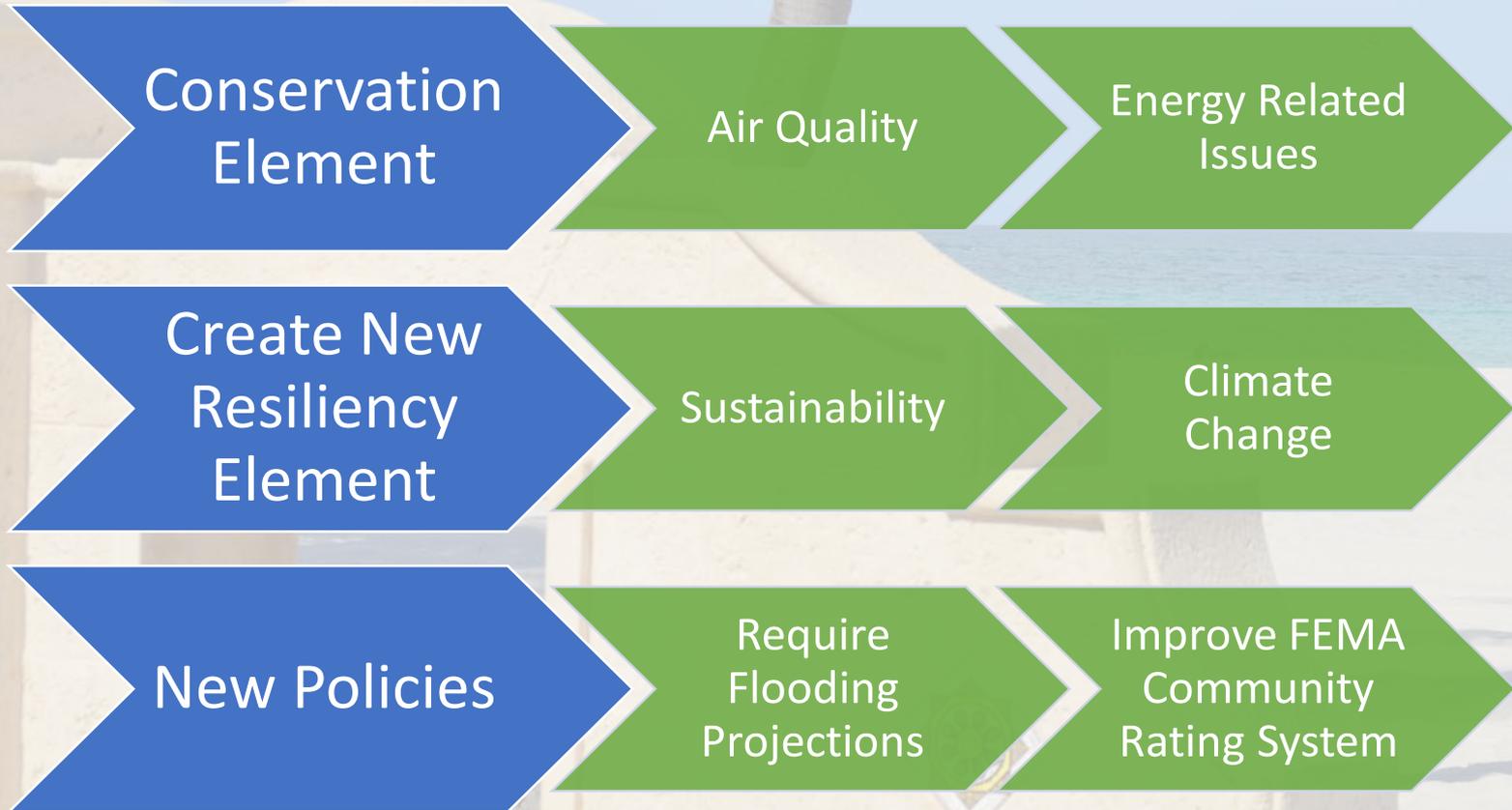


This pedestrian promenade helps to promote connectivity and enhances the pedestrian environment.

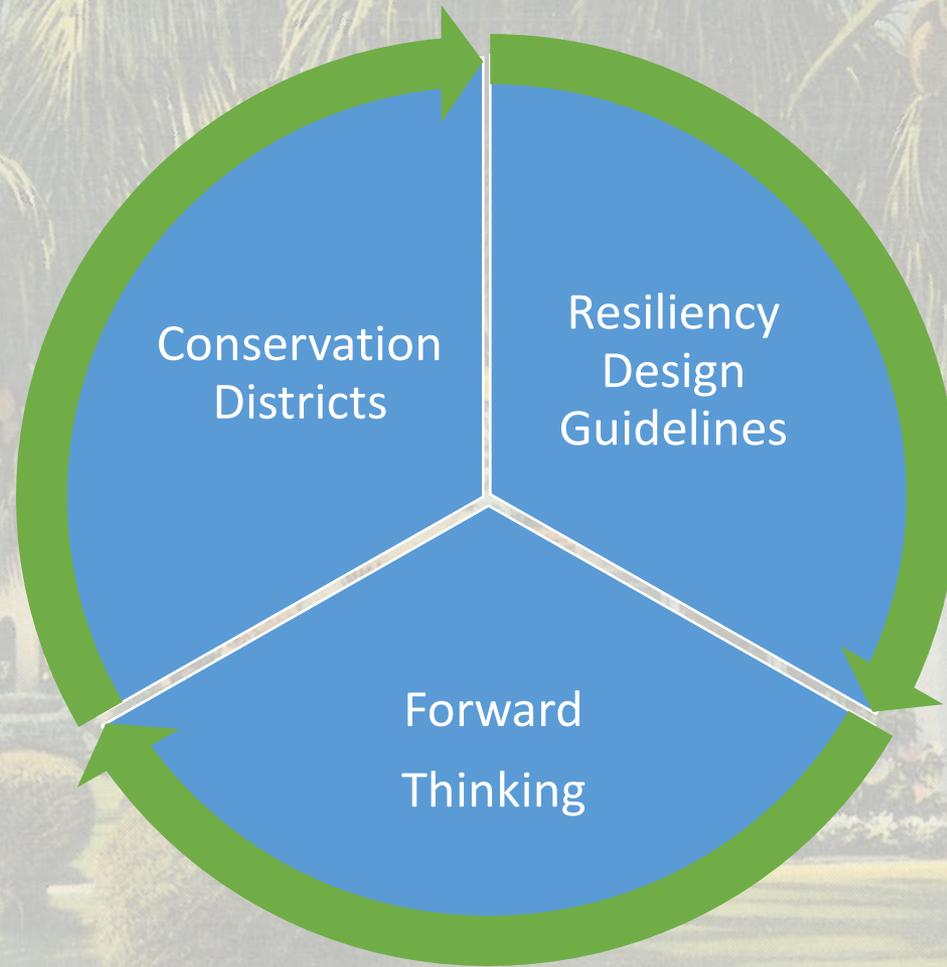


Designing for the pedestrian in mind helps to enhance the pedestrian environment and user experience.

# AN ADAPTIVE APPROACH TO COMPREHENSIVE PLANNING



# A MODERN APPROACH TO HISTORIC PRESERVATION



BEAUTIFUL PALMS AND FLOWERS, A RESIDENTIAL STREET, HOLLYWOOD, FLORIDA B32



# WHY CHOOSE KCI?

Planning  
Leaders

Recent &  
Relevant  
Experience

Innovative  
Approach

City of Hollywood

# Comprehensive Plan

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