

**CITY OF HOLLYWOOD, FLORIDA  
DEPARTMENT OF DEVELOPMENT SERVICES  
DIVISION OF PLANNING AND URBAN DESIGN**

**DATE:** April 8, 2025 **FILE:** 24-T-70

**TO:** Planning and Development Board

**VIA:** Anand Balram, Planning Manager

**FROM:** Lauren Pruss, Principal Planner/Supervisor, Long Range-Planning

**SUBJECT:** Text Amendment to Section 3.22 of Article 3 of the Zoning and Land Development Regulations entitled “Standards for the Painting and Color of Exterior Surfaces of Buildings and Structures” to amend the regulations for art in public places.

**REQUEST:**

The City of Hollywood requests a Text Amendment to Section 3.22 of Article 3 of the Zoning and Land Development Regulations entitled “Standards for the Painting and Color of Exterior Surfaces of Buildings and Structures” to amend the regulations for art in public places.

**RECOMMENDATION:**

The Planning and Development Board *recommend* Approval of the Text Amendment to the City Commission.

**BACKGROUND**

In 2020, the City Commission initiated efforts to allow artwork installations on properties throughout the City as a means of enhancing building aesthetics and promoting urban design. In November 2023, the City adopted Ordinance O-2023-17, formally establishing the Art in Public Places program. Since its adoption, staff have approved no art projects through the development review process as of yet, and 6 through the voluntary participation program.

While it may take time for projects to advance through the development stream, Planning and Urban Design staff have continuously monitored the ordinance’s effectiveness. Based on this evaluation, staff are now proposing amendments to further refine and expand the program.

**CURRENT REQUEST**

The request before the Board is to clarify requirements for Voluntary Art Permits. The proposed amendments also aim to:

- Distinguish the requirements between the previously adopted mandatory Public Art Permit for all new construction over 20,000 square feet, and the new Voluntary Art Permit.

- Add an exemption for certain affordable housing development and add other restrictions to the exemption section.
- Introduce quorum minimums for the Public Art Committee.
- Clarify the appeal process and enforcement sections.
- Housekeeping to address minor grammatical and typographical errors.

Due to feedback received during the initial administration of the program, the proposed Voluntary Art Permit will not have to comply with some of the more onerous sections of the mandatory program including the easement requirement and the appraisal requirements. The Ordinance will require compliance with the other applicable application requirements, the permit application review guidelines, and the maintenance requirements.

#### **SITE INFORMATION**

**Owner/Applicant:** City of Hollywood  
**Address/Location:** City-wide

#### **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

The proposed text amendment is consistent with the Comprehensive Plan per the following policies:

***Policy 4.9:*** Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas. (CWMP Policy CW.15 & CW.19)

***Policy 2.46:*** Preserve stable neighborhoods and encourage rehabilitation initiatives that will revitalize and promote stability of neighborhoods.

#### **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:**

The proposed text amendment is consistent with the City-Wide Master Plan per the following policies:

***Guiding Principle:*** Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.

***Policy CW.15 & CW.19:*** Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas.

***Policy CW.44:*** Foster economic development through creative land use, zoning and development regulations, City services and City policies.

***Policy CW.81:*** Develop and implement city-wide and neighborhood design guidelines which must be consistent with the City's Design Review Guidelines Manual.

#### **APPLICABLE CRITERIA**

**Analysis of Criteria and Findings for Text Amendments** as stated in the City of Hollywood Zoning and Land Development Regulations Article 9 and the Landscape Manual.

**CRITERIA 1:** The proposed change is consistent with and in furtherance of the Goals, Objectives and Policies of the adopted Comprehensive Plan as amended from time to time.

**ANALYSIS:** The proposed amendment is consistent with multiple policies of the City's Comprehensive Plan as outlined previously in the Consistency section of this Report. Furthermore, the proposed text amendment creates regulations that would continue to promote Hollywood's unique character.

**FINDING:** Consistent

**CRITERIA:** That conditions have substantially changed from the date the present zoning regulations were established.

**ANALYSIS:** Conditions have substantially changed from the date the present zoning regulations were established. Public Art installations have become extremely popular in many neighboring cities, and even within our own downtown. The proposed regulations allow for the City to continue promoting its unique character as well as stay relevant with the growing trends.

**FINDING:** Consistent.

**ATTACHMENTS:**

Attachment A: Draft regulations