



CITY OF
Hollywood
MARINA
MASTER PLAN

FINAL DRAFT





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EXECUTIVE SUMMARY

City of Hollywood selected the Moffatt & Nichol team to develop the Marina Master Plan at the City of Hollywood Marina (Project Study Area) located in Hollywood, Florida. The Project includes planning, conceptual design, and public engagement to develop the master plan for a top-rated modern facility designed to accommodate current needs of the Marina and future needs of the boating industry.

This Master Plan is centered around the City’s primary goal of producing a program that provides a modern, safe, and secure marina facility, with year-round recreational opportunities and competitive dockage prices for locals and visiting boat owners.

The project team implemented a proven process to engage key stakeholders, users, and the community to facilitate the integration of the master plan into the surrounding neighborhood. Through technical expertise and public engagement, public safety, parking, traffic, lighting, landscaping, provisioning, fuel delivery, utilities, flooding, and other operational/programming constraints are addressed in this master plan.

The master plan utilized the proven process of understanding, exploring, and deciding through key stakeholder and public engagement to develop the right, balanced, resilient plan for the City. Through the planning process key issues, like marine infrastructure, power, parking, traffic, drainage, security,

safety and others, were identified and addressed in this high level planning effort. Additional opportunities of resiliency, revenue streams, operational and maintenance efficiency, and market alignment are recommended for implementation in this master plan. The master plan is aligned with the core project pillars, developed from the mission statement and project vision of:

PREPARE A MASTER PLAN THAT SEEKS TO PROVIDE A MODERN, RESILIENT, SAFE, AND SECURE MARINA FACILITY, WITH YEAR-ROUND RECREATIONAL OPPORTUNITIES FOR LOCALS AND VISITORS ALIKE.

The marina master plan proposes a 10-year implementation time line to complete the full build out of the waterfront and upland elements.

Currently, the plan utilizes the existing 55 wet slips, keeps 35 trailer parking slips, and adds 1 transient slip for the proposed upgrades to the fuel dock. It is recommended that the City continue to request additional slip leases from Broward County - Southern Zone. If slips are not able to be obtained from the County, it is recommended that the City consider converting some of the dry trailer parking “slips” to wet-slips. The additional slips and recommended build out will require maintenance dredging to ensure the safety standards are met for navigational requirements.

The planning horizon will be dependent on grant funding timelines and slip lease availability from the County.

Based on the slip availability, the master plan proposes to start with the existing 55 slip target as the base build out for the larger master plan. The layout is aligned with industry design standards and vessel navigation requirements outlined by American Society of Civil Engineers (ASCE) and World Association for Waterborne Transport Infrastructure (PIANC). The expansion build-out is recommended as:

- **STEP 1 IMMEDIATE ACTIONS.** Request additional slips from the Broward County, Review marketing strategy, pricing, and operations to align with Marine Market Study findings (inc. Apply for Grant Funding), and Improve Fuel Dock accessibility to generate revenue to help pay for the proposed master plan elements.
- **STEP 2 MARINA IMPROVEMENTS.** Upgrade power to Dock A to ensure 100% marina capacity can be attained, and build out master plan docks, based on slip availability.
- **STEP 3 UPLAND IMPROVEMENTS.** Based on grant funding timelines, implement upland infrastructure, Marina building, landscaping, and hardscape improvements.
- **FUTURE ACTIONS.** Review trailer parking lot as slip availability and/or conversion options are discussed. Coordinate with City on existing utility capacity to refine plan options for potential increase in fuel storage.



Legend

- Project Study Area (+/- 14.35 Acres)
- Expanded Marina Docks Improvements (77 In-water boat slips)
- Expanded Marina Headquarters
- Fuel Pier and Pump-Out
- Pump House
- Hollywood Marina Boat Ramp
- Existing Residential Dock Leases
- Marina Park
- Yacht Basin Marina Lot
- Surface Parking Reconfiguration and Streetscape Improvements
- Waterfront Esplanade
- Recreational Boat Launch
- Shuttle Drop-Off Station
- Bulkhead/ Waterfront Stabilization

Implementation of the Master Plan will take 5- to 10-years. Success relies on favorable market conditions, incremental investment by the public and private sector, and sustained community alignment and goodwill. Achievement of the aims and projects contained in the Master Plan are worthwhile, and will result in an active waterfront that serves as another important engine driving recreational and social progress for the City and region.

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FINAL DRAFT

THOUGHTFULLY DESIGNED PUBLIC SPACES

The City of Hollywood Marina has the potential to be known for its Marina facilities, waterfront park and year-round programming. By creating thoughtfully design public spaces that cater to the needs of the community, the Marina and its upland offerings will become a welcoming destination for all.









THE CITY OF HOLLYWOOD MARINA

1.1

THE MARINA AND MASTER PLAN OVERVIEW

The team’s approach to developing a balanced and implementable master plan was developed through a proven method of understanding the current project conditions, exploring opportunities and limitations, and deciding on core project elements that are paramount to a successful master plan.

Engagement from key stakeholders, marina patrons, and the Hollywood community are key to the success of this approach. As a result, public input and stakeholder engagement was incorporated into each stage of the master plan develop, outlined as follows.

STAGE 1. Project Kick-Off, Data Collection, and Initial Marina Assessment. This stage consists of coordination, research, and discussion to develop the City’s vision and goals. M&N conducted a kick-off meeting with the City to review the scope, key Project goals and elements, schedule, responsibilities and resources, risk/benefit variables, costs, and defined other items that are considered pertinent for success. It includes the initial assessment of the existing facilities, as well as data collection and review, market assessment, and gap analysis. During this stage, initial community work sessions were conducted to gain input from the community and end-users.

STAGE 2. Technical Studies, Programming, and Initial Concepts Development. This stage builds upon the initial findings in Stage 1 and focuses on the alternatives’ analysis, concept development and functional programming. Based on the feedback from Stage 1, M&N further developed preliminary concepts and researched technical viability for both the waterside and upland key program elements. This research included metocean (oceanic and atmospheric conditions), sea level rise, and resiliency planning. The team conducted a marina market study to assess the current and future demands of the South Florida boating market, in order to help determine the financial impacts of the proposed master plan. Additional technical studies, such as traffic and parking assessments, and marina utilities planning were developed during this stage. Based on these technical studies, the team also researched applicable grant and funding opportunities in parallel with the alternatives’ analysis. During this stage, community meetings were conducted to collaborate on preliminary results and develop the general concepts.

STAGE 3. Implementation Strategies, Final Marina Master Plan Preparation, and Roll-Out. This final stage of the approach builds upon the initial findings in Stage 1 and 2 and focuses on synthesizing the technical findings, community feedback, and design recommendations to draft the Marina Master Plan and finalize deliverables. The master plan includes not only the marina layout design, but also considers investment, financing, and phases strategies, the socio and economic impacts, and marketing and strategies.

Based on this agreed upon approach, the City and planning team developed the following goals to achieve a successful and implementable master plan:

- A Marina Master Plan (MMP) that serves as a comprehensive guide to future in-water and landside capital investment projects at the Marina.
- Identification of physical improvements, Americans with Disabilities Act (ADA) accessibility upgrades, solutions for ongoing operational use conflicts, and other innovative ideas for the Marina determined through thoughtful, focused engagement of the City, stakeholders, and community residents.
- A Plan that seeks the best achievable balance of resource protection, coastal access, sustainable development, and active/passive recreation.
- A Plan that fully explores potential funding—inclusive of available state and national grants—and maps a clear direction forward for implementation.
- A compendium of illustrations, concepts and other visual and written elements that clearly communicates the long-range vision for the marina in a user friendly, publicly accessible manner.

These goals are the foundation for the story of the Hollywood Marina Master Plan development and resulting vision book for the path forward.



1.2

THE PLANNING PROCESS

How should the Marina evolve to embrace current and future opportunities? How do we balance these aims while also providing a modern, safe, and secure marina facility, with year-round recreational opportunities? These are the central questions posed by City of Hollywood to Moffatt & Nichol, Dickey Consulting and Keith in master plan creation.

GOALS. The goals of the Master Plan included:

- Explore innovative ideas, uses, and community priorities for the Marina through thoughtful, focused engagement;
- Develop multiple concepts depicting upland and in-water uses informed by community input, consultant expertise;
- Consider methods for incorporating Marina upland uses and in-water facilities into the surrounding Marina waterfront and broader Hollywood Lakes community context; and,
- Organize a general playbook outlining approaches for an informed evolution of investments that consider the idea of “future-proofing” Marina lands and facilities to be adaptable to ever-changing markets.

The planning team was tasked at the planning level with a market feasibility and economic assessment. More detailed market and economic analyses are envisioned as likely candidates for follow-on study. The Master Plan presented herein is a starting point for continued discussion of what’s possible—and actionable.

PLANNING PROCESS. The planning process commenced in July of 2021 and included three key steps (refer to accompanying graphic).

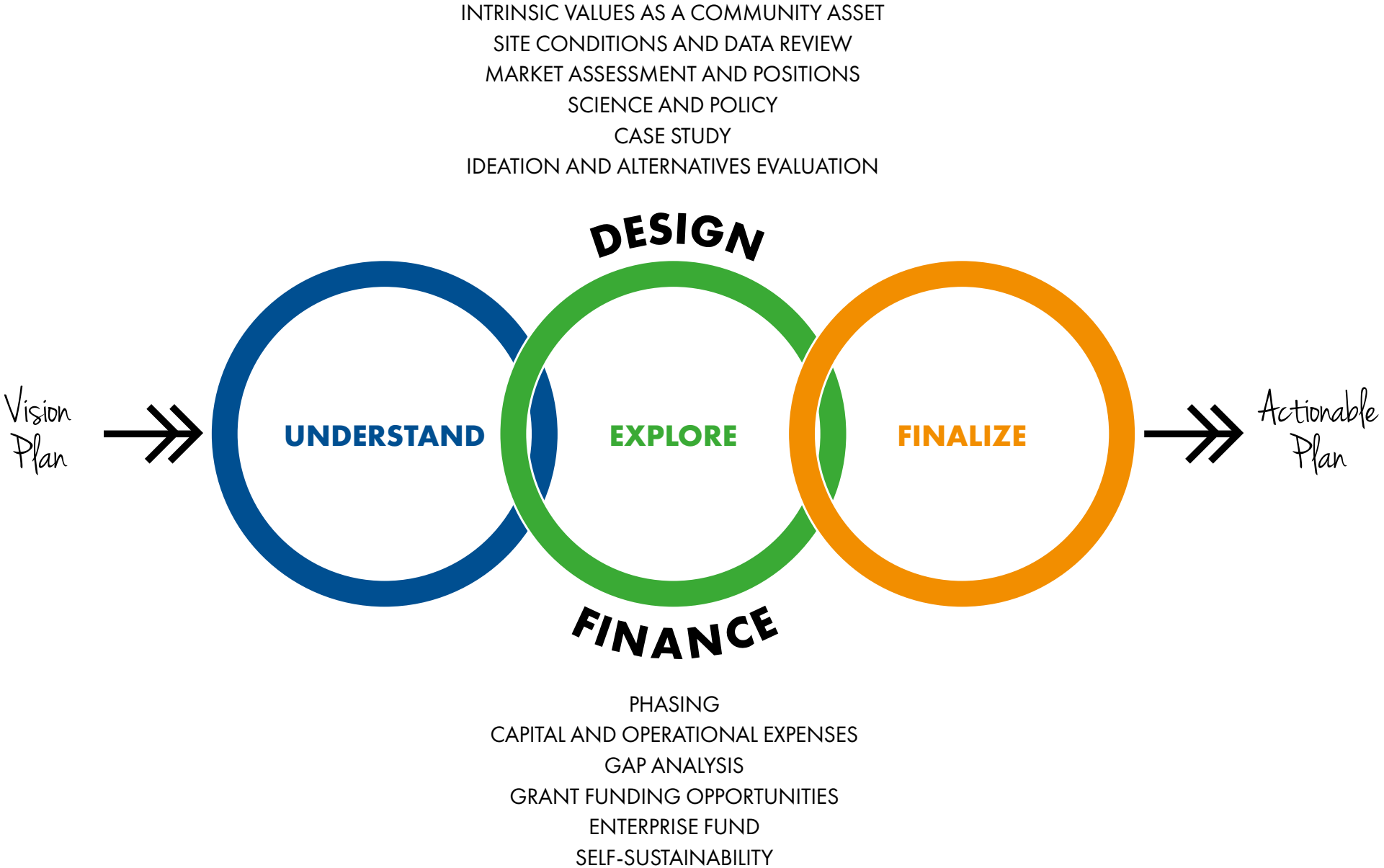
- **STEP 1.** Understand the site and potential development opportunities through data collection, site assessment, and case study;
- **STEP 2.** Explore with the community and stakeholders a plan framework and follow-on initial site concept developments; and,
- **STEP 3.** Finalize the Master Plan and related implementation approaches.



WORKING TOGETHER STEP-BY-STEP. Each step included extensive client and community consultation. Outreach efforts included:

- Active consultation with a client assembled Master Plan Team;
- Focused one-on-one outreach with key stakeholders and users, surrounding businesses, community interest groups, and City elected officials; and,
- Engagement with the public via two engagement periods and a comprehensive digital campaign.

Efforts and results associated with each grouping are offered in Section 2 - Outreach & Engagement.

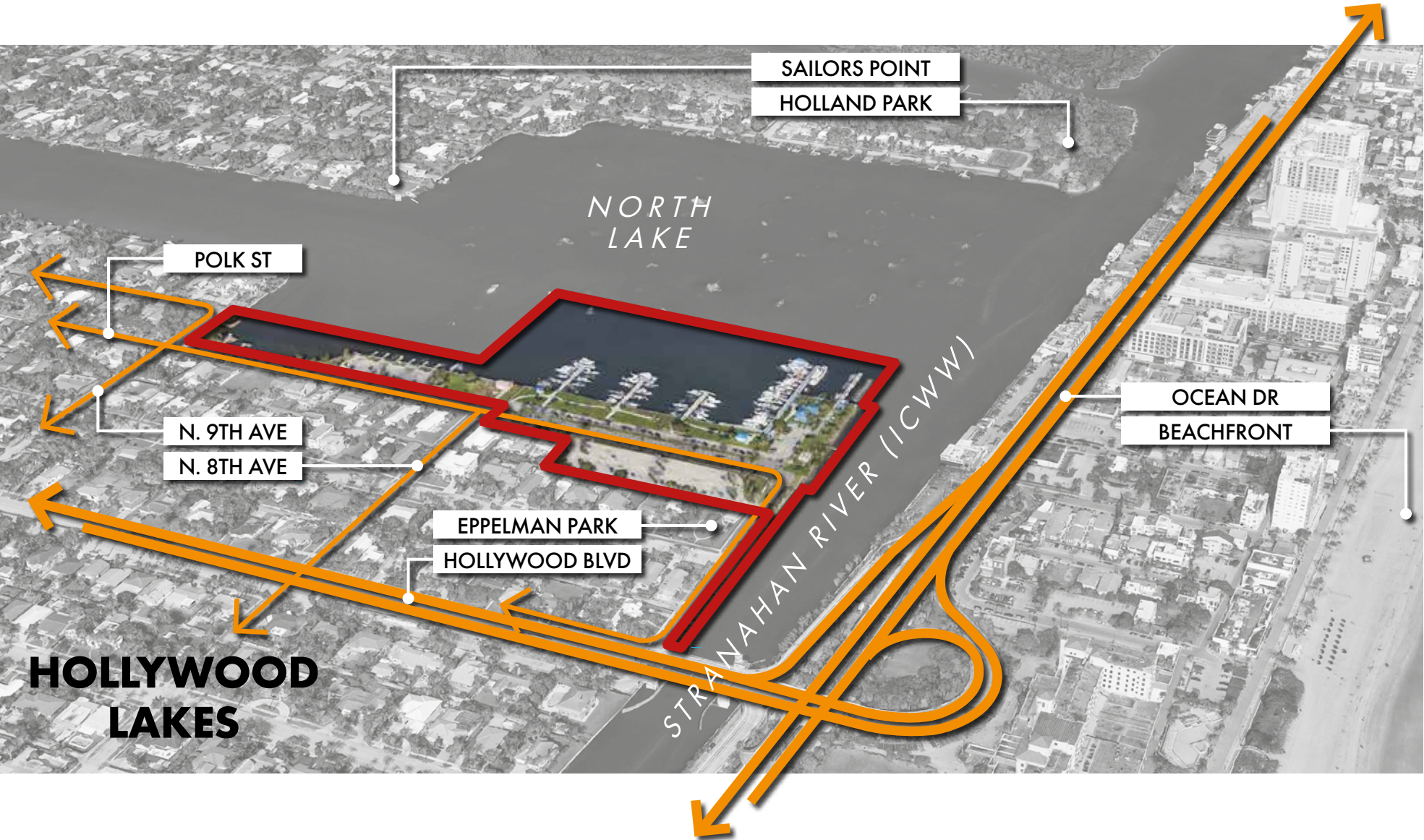


1.3 PROJECT STUDY AREA

In South Florida, the boating industry has observed drastic change in the last ten years. This master planning effort seeks to align the Hollywood Marina with the future of the boating community, by creating a safe, modern, and attractive destination that enhances recreational opportunities for local and visiting boaters from South Florida and beyond.

The City Hollywood Marina is a full-service municipal marina positioned between Port Everglades and Haulover Inlets. Located on the Stranahan River Intracoastal Waterway (ICWW) and North Lake, the marina provides key waterfront access and amenities, such as fuel, sundries, etc. to boaters in South Florida. The project site is minutes from the shopping, dining, and the entertainment district of Hollywood; its prime location and importance in the Hollywood Lakes community lay the foundation for a successful, resilient master plan.

The Project Study Area consists of approximately +/- 14.35 Acres of in-water and upland areas. The Project Study Area is comprised of a variety of uses, including 55 in-water boat slips, dockage for the Hollywood Police Department Marine Unit, boat ramp facilities, and other open space and supporting marina facilities bordering North Lake and Stranahan River (ICWW).





Legend

- Project Study Area (+/- 14.35 Acres)
- 1 Marina Docks (55 In-water boat slips)
- 2 Marina Headquarters
- 3 Fuel Pier and Pump-Out
- 4 Pump House
- 5 Hollywood Marina Boat Ramp
- 6 Existing Residential Dock Leases
- 7 Western End
- 8 Marina Park
- 9 Yacht Basin Marina Lot
- 10 Surface Parking
- 11 Waterfront Esplanade
- 12 Eppelman Park
- 13 Holland Park
- 14 Sailors Point
- 15 Hollywood Beachfront

THE CITY OF HOLLYWOOD MARINA
PROJECT STUDY AREA

- Polk Street & Surface Parking 1
- Stranahan River (ICWW) 2
- Marina Docks/ Park Interface 3
- Police Dockage 4
- Marina Docks 5
- Hollywood Marina Boat Ramp 6
- Pump House 7
- Marina Park 8
- Yacht Basin Marina Lot 9





MARINA MARKET STUDY

The City of Hollywood Marina is unique in that it is a municipal marina in a residential area, located on the Stranahan River (ICWW) and North Lake. This prime location has been providing a valuable waterfront space for the Hollywood community since its establishment.

The rich history of the Hollywood community has seen the surrounding waterways and upland infrastructure evolve with the needs of the City. Likewise, the City has invested in ensuring that the Marina remains relevant, resilient, and prosperous for the community and patrons in the future.

There have been several initiatives and studies that are relevant to the Hollywood Marina master planning efforts. These initiatives were used to gain an understanding of the history, issues, and current efforts related to the marina, and include but are not limited to:

- 2014 City of Hollywood Waterways Master Plan;
- Navigation & Dredging North Lake Study;
- Parks, Recreation & Cultural Arts Department System Master Plan; and,
- 2021 Tidal flood barriers & mitigation project.

Additive to these previous efforts, a marina market feasibility study (MMFS) was conducted to better understand the current boating market and demands in South Florida and the Hollywood area. The observations of this study resulted in recommendations for optimizing the marina slip mix, configuration, and upland infrastructure, and evaluated the potential cost and revenue streams.

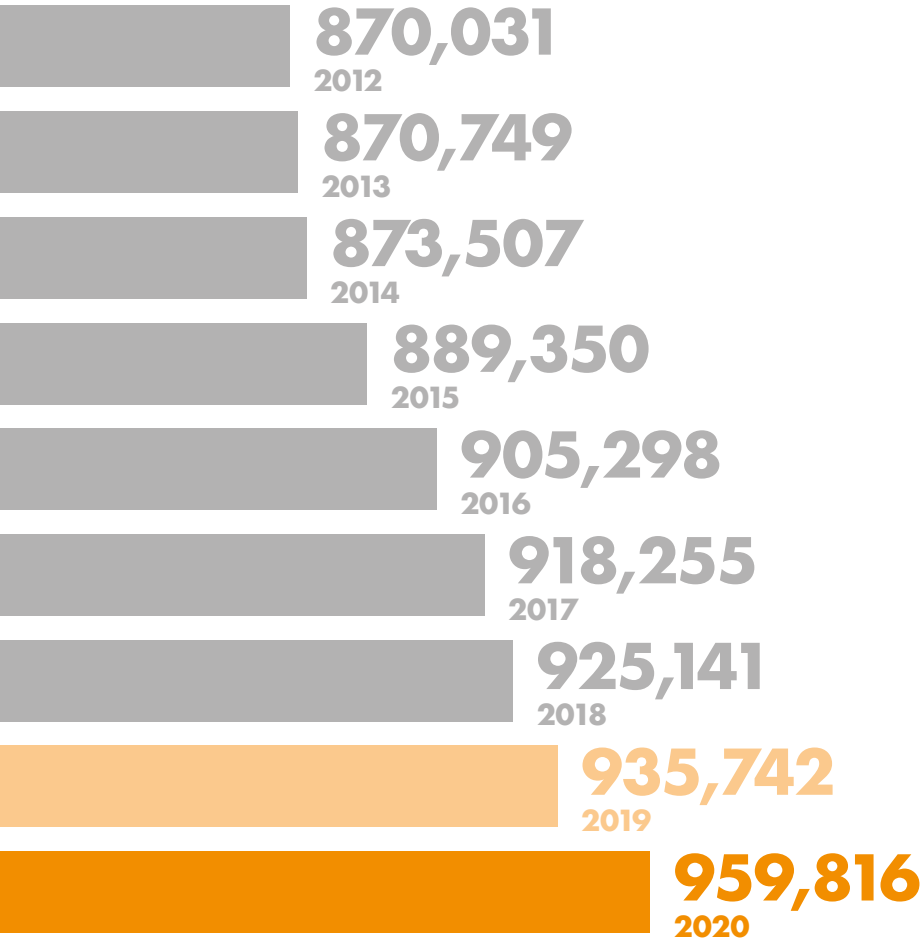
Major findings of the MMFS include:

- The Tri-County Boating market is trending to an increased number of vessels and an increase in average vessel length; and,
- Broward County is limited by the number of available in-water slips, with no additional slip availability in the Broward County Southern Zone.

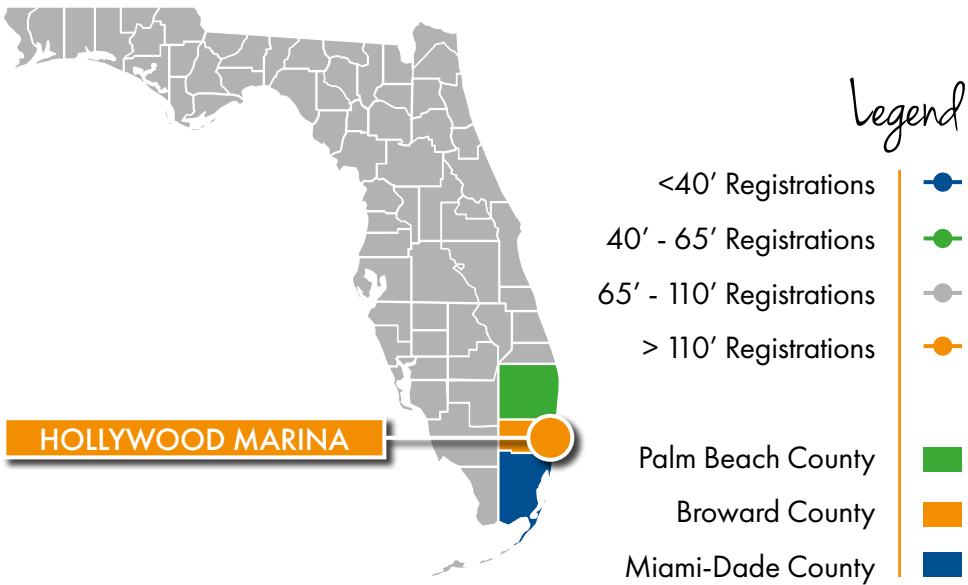
Implications for the City of Hollywood:

- The lack of additional slip lease availability, currently prevents an increase in additional slips beyond the 91 total slip count that the Hollywood Marina currently holds. Of the 91 slips, 55 slips are wet (in-water) slips, and 36 slips are dry (trailer parking) slips; and,
- The City has an opportunity to better align with the South Florida marina industry with respect to slip rates and pricing structure, slip variability and mix, seasonal demands, slip durations, power, utilities, and amenities.

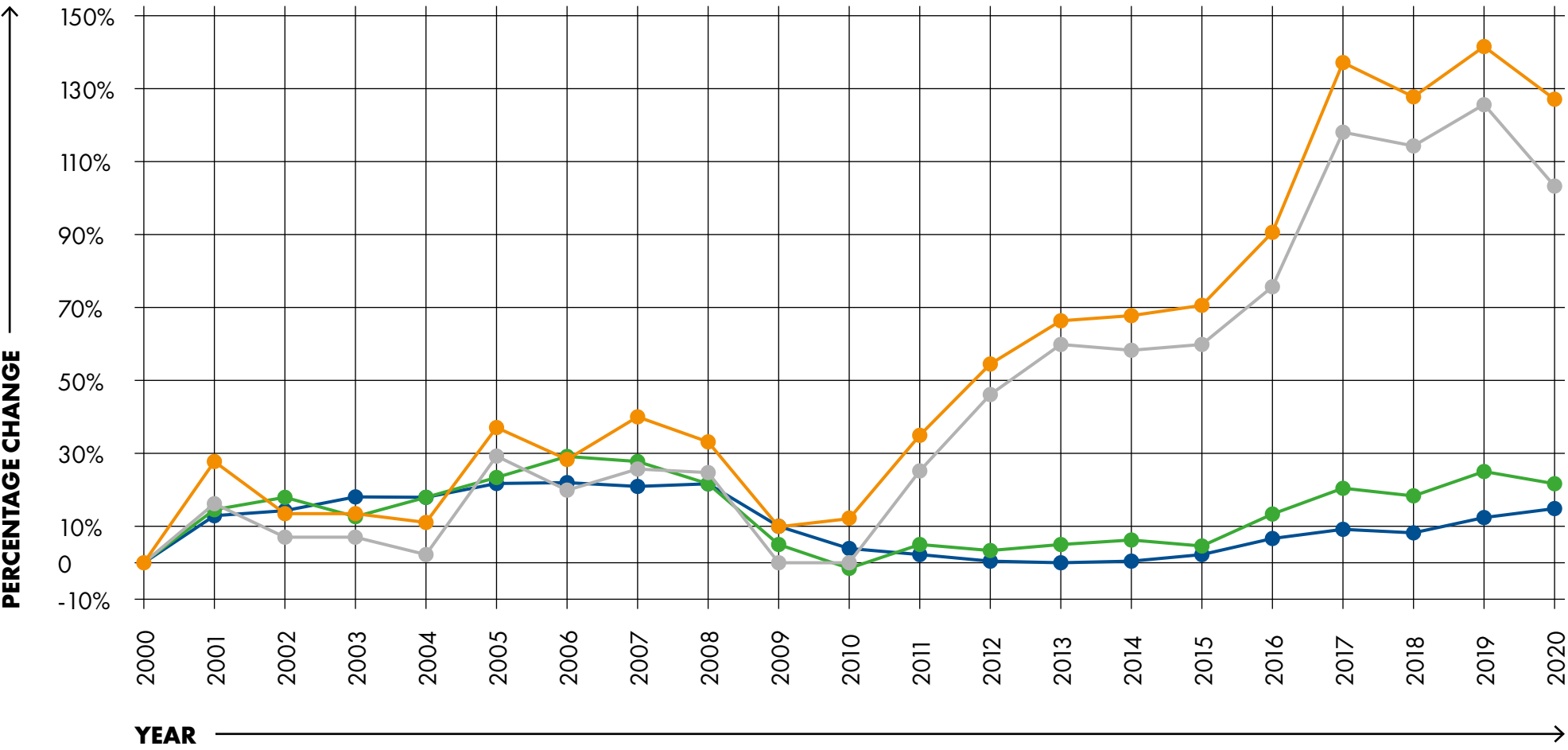
FLORIDA REGISTERED BOATERS.



BOATING TRENDS. South Florida is considered a “boating mecca” where boating is a year-round activity and people visit from around the U.S. and around the world for boating experiences. Three counties that define this area are Miami-Dade, Broward and Palm Beach. These counties are ranked 1st, 4th and 6th in the State for the counties with the largest number of boat registrations in 2018 with roughly 150,000 boat registrations total (approximately 16% of all boats registered in the State of Florida).



BROWARD COUNTY. BOATING TREND % CHANGE SINCE 2000



TRAFFIC STUDY

The project site is located in the City of Hollywood in the northwest quadrant of the intersection of Hollywood Blvd and Ocean Drive interchange. The +/- 14.35 Acre project study area is shown below in dashed red lines. The east-west oriented Polk Street is the roadway providing direct access to the Marina and the boat ramps. Two rows of vehicular surface parking spaces are currently provided on the north side of Polk Street between 7th and 8th Avenue. The Yacht Basin Marina Lot for bigger vehicles towing the Yachts are parked on the south side of Polk Street between 7th and 8th Avenue.

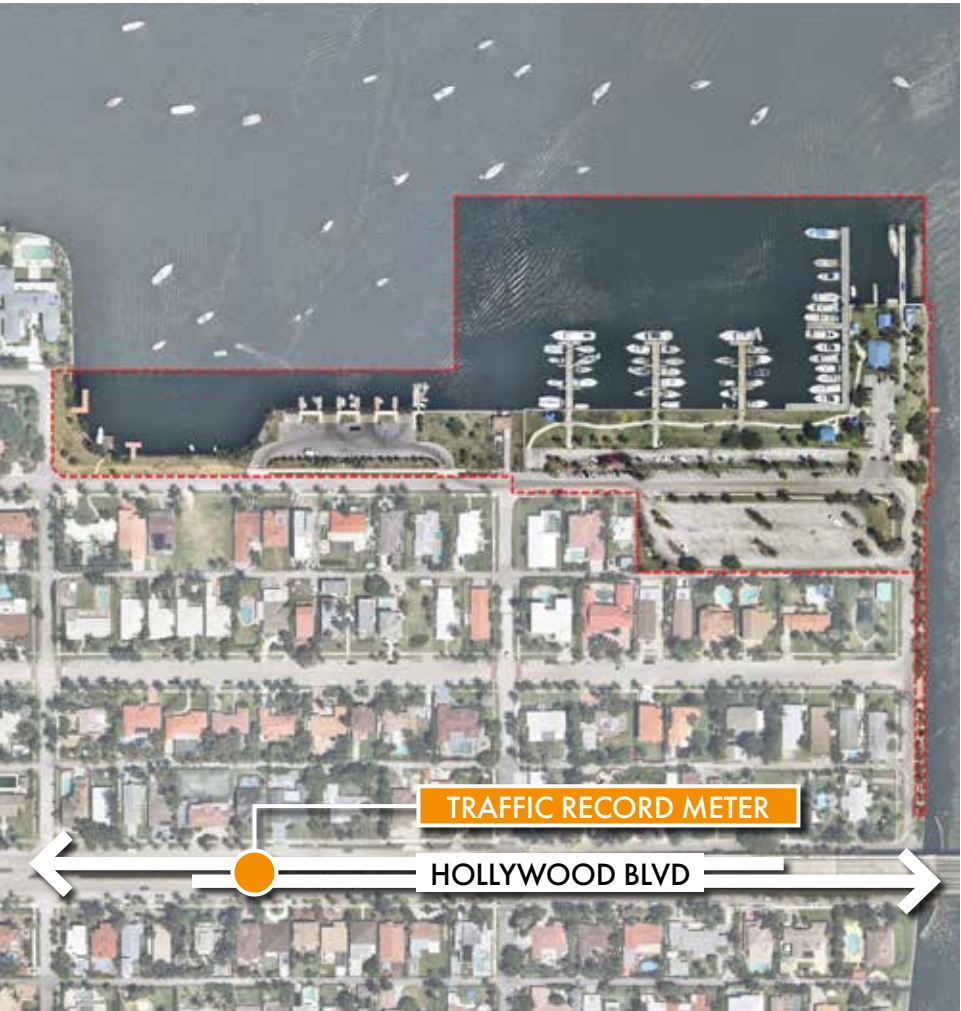
This planning level effort utilized publicly available data for Broward County, the City of Hollywood, and the Project area to evaluate current conditions and comment on future projections for the Marina transportation, traffic, and parking issues, identified early on in the planning process. Resources included:

- Historical and projected FDOT Annual Average Daily Traffic (AADT) data;
- The 2021 City of Hollywood Department of Development Services: Transportation, Mobility, and Engineering, "Traffic Calming Master Plan"; and,
- 2019 Yong Circle Traffic Study by Toole Design Group.

The Hollywood Marina is conveniently located just off of Hollywood Blvd, the main thoroughfare for the City. The current trends and future projections of the FDOT Annual Average Daily Traffic (AADT) at this location is illustrated in the graphic to the right. The daily traffic is anticipated to continue increasing, with projections ranging between 19,500 and 22,000 vehicles daily by 2025. Traffic increases on Hollywood Blvd may result in an increase in traffic use and flow through the residential area to access the Marina.

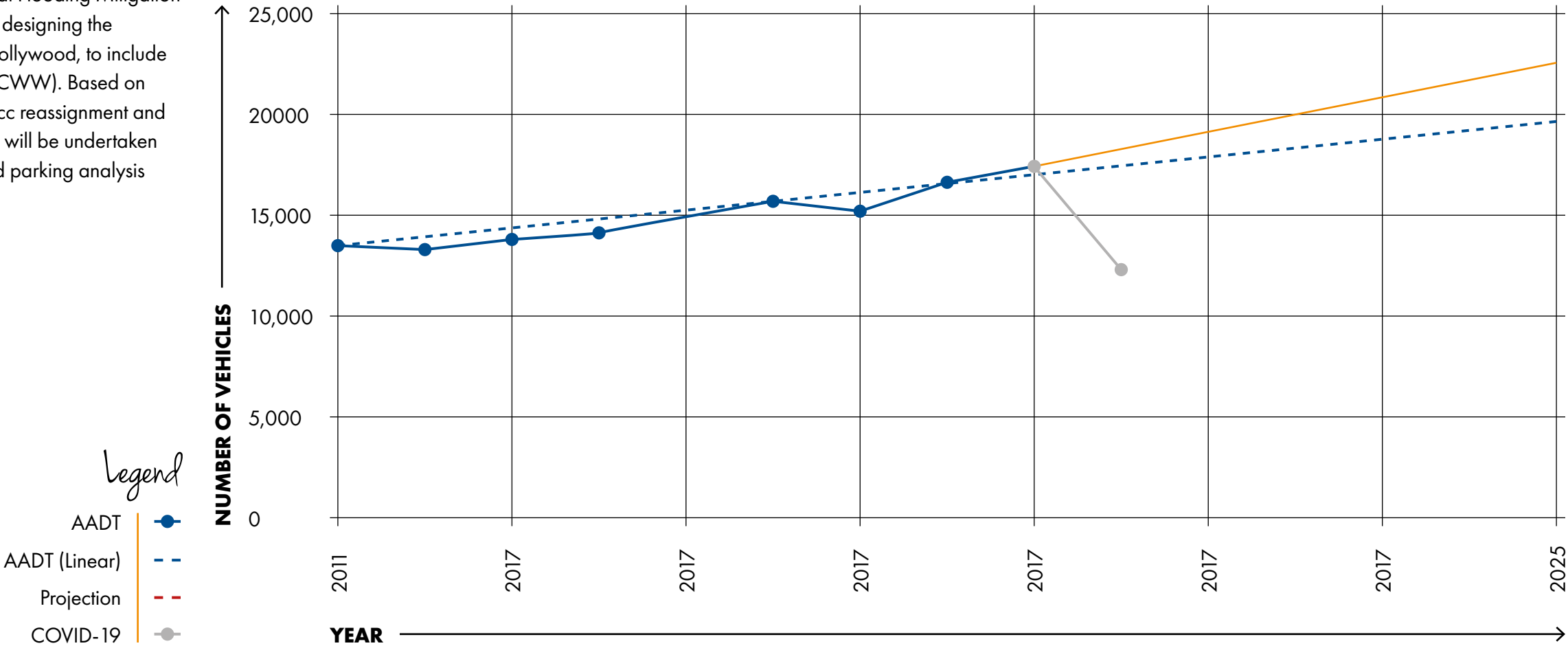
TRAILER AND BOAT RAMP TRAFFIC. To better assess the traffic and parking issues, the team evaluated boat ramp usage and parking issues over the 4th of July weekend in 2021. The following key observations were made:

- Heavily populated ramp, with peak hours from 7:00-9:00am during the entire weekend;
- Police presence deterred additional use of boat ramp once closed; and,
- The observations of conditions during the July 4th weekend were considered a "maximum baseline" of operations for the purposes of this planning effort.



TRANSPORTATION COORDINATION. The planning efforts for the Marina were coordinated with the City’s Tidal Flooding Mitigation Design Project. The Flooding Mitigation Project is currently designing the interface between the water and the land for the City of Hollywood, to include the shoreline along North Lake and the Stranahan River (ICWW). Based on the final design from that initiative, the transportation, traffic reassignment and circulation will need to be evaluated accordingly. This task will be undertaken at a later stage alongside any traffic capacity analysis and parking analysis required as part of this development.

ANNUAL AVERAGE DAILY TRAFFIC. HOLLYWOOD BLVD AT MARINA



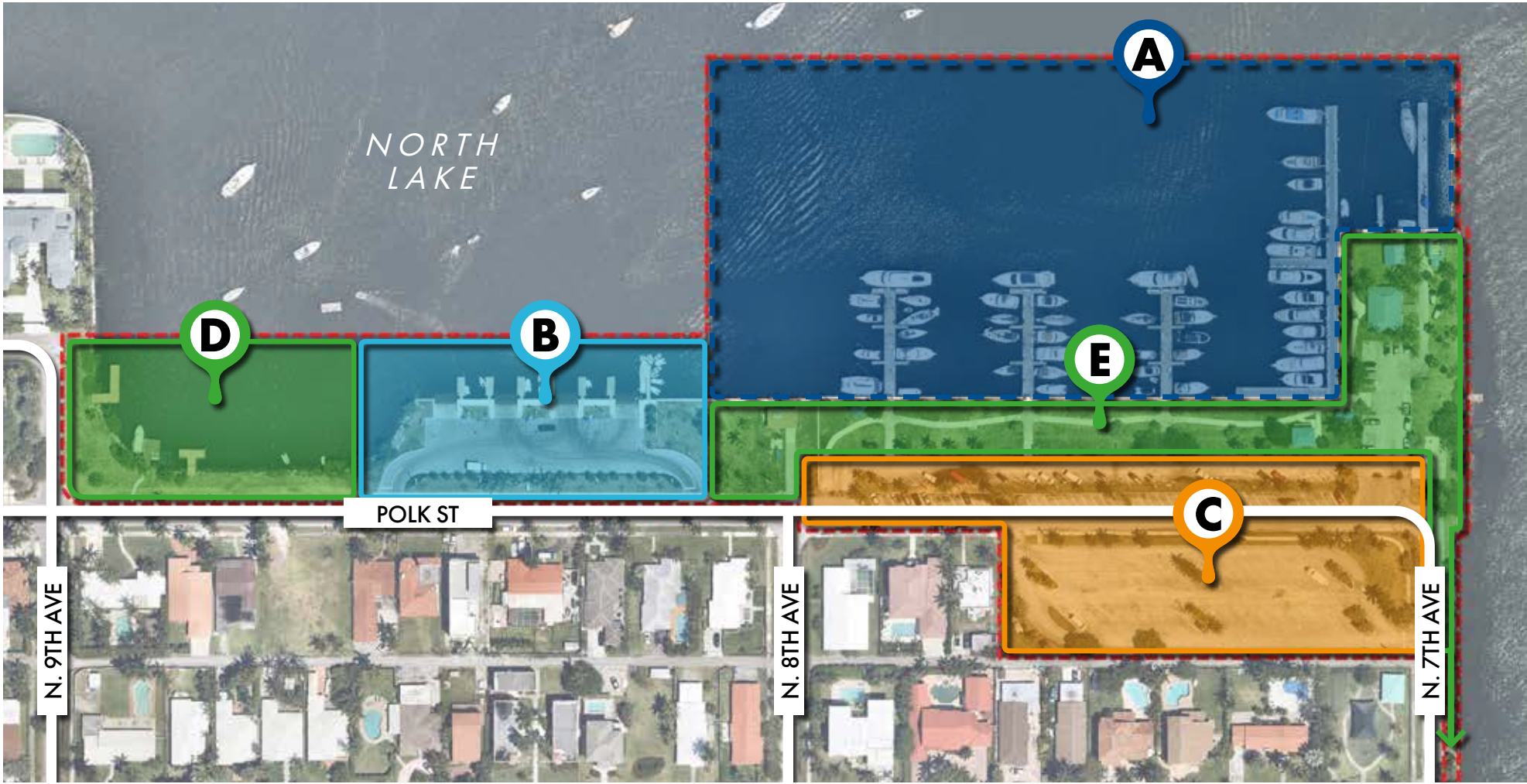
1.4

SITE SITUATIONAL ANALYSIS

In review of the spatial arrangement of the Marina moving forward, a number of observations were made by the community and planning team. Each considered the opportunities and challenges presented by the existing conditions and relationships between the Marina, Existing Uses, and Community.

The following graphic identifies the use boundaries and how they piecemeal together on the project site. Current uses and activities within the Project Study Area include:

- A. Marina Docks
- B. Hollywood Marina Boat Ramp
- C. Marina Parking Surface Lots
- D. Western End
- E. Marina Park



A MARINA DOCKS

A full-service marina; including 55 in-water boat slips, fuel service, pump-out, public dockage for the Hollywood Police Department Marine Unit and other amenities.



B HOLLYWOOD MARINA BOAT RAMP

The Hollywood Marina Boat Ramp, recently constructed, offers 4-launching lanes, courtesy docks, loading and un-loading bays, along with supporting upland services.



C MARINA PARKING SURFACE LOTS

On-site surface parking availability is concentrated to two surface lots; 1. Yacht Basin Marina Lot, and 2. Marina Park Lot. Surface lots are located at the corner of Pol Street and 7th Avenue, with additional temporary drop-off/ pick-up parking provided within the Boat Ramp precinct.



D WESTERN END

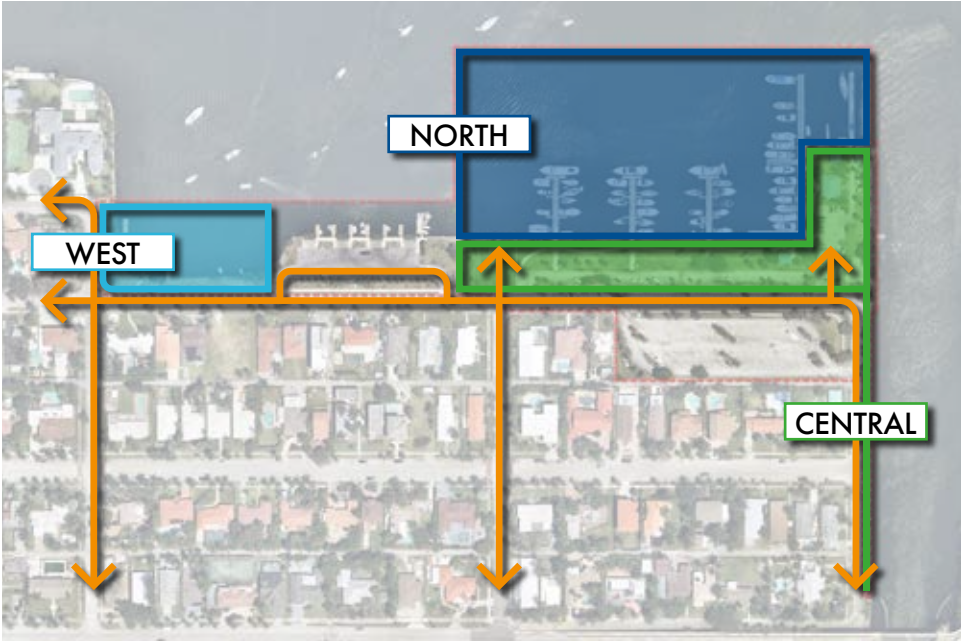
The City owned parkland located at the western end of the project study area comprises a mix of in-water residential dock leases, passive open space, and waterfront access. Future in-water improvements and landside linkages to the east will play an important role in bridging this area with the overall project site.



E MARINA PARK

+/- 2.65 acres of City owned parkland located at the southeastern end of the project study area, along Stranahan River (ICWW) River and Polk Street. The key to the Marina's long-term success is finding the right use mix and approach to engage the center of the project study area.





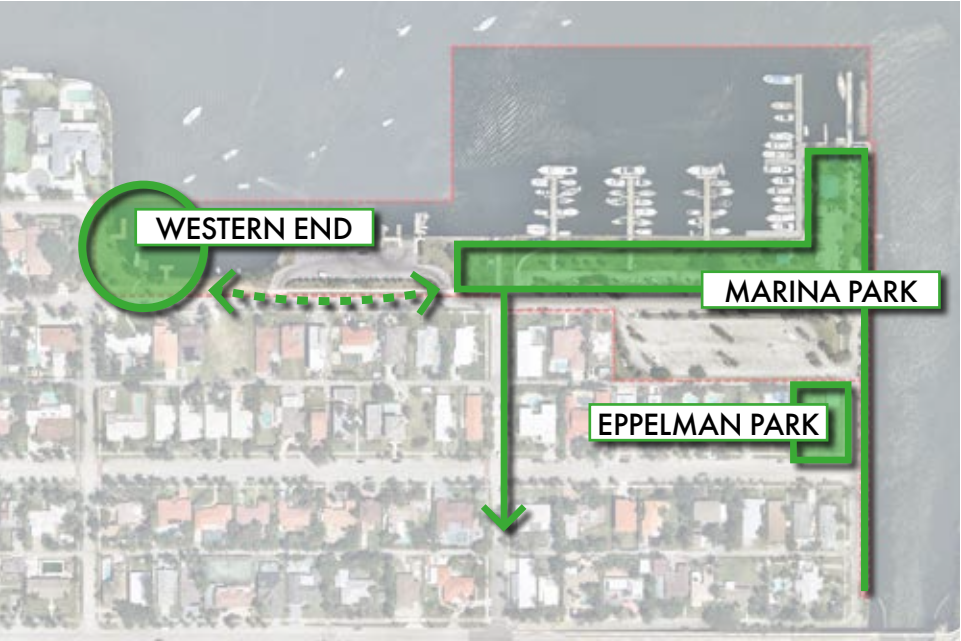
OPPORTUNITY ZONES. The Project Study area’s existing uses establish three clear opportunity zones within the Project Study Area. The northern zone is dominated by existing marina operations and other supporting facilities. The central zone sets itself up for a flexible/ multi-use waterfront development benefiting from future marine infrastructure and proximity to uses west and north. The western zone is dominated by transient and local boater interests (jetty, dockage, etc.) and parkland.

Each of these areas is reliant on the success of each other and a potential future series of improved networks and corridors connecting each other and the neighboring community.



ACTIVE MARINE EDGES. Only limited stretches of the Project Study Area have active marine edges. Along the north, primary edges totaling +/- 1,000 linear feet are already in use by boat slips, and the existing boat ramp facility. An additional +/- 850 feet may be possible alongside the Stranahan River (ICWW) River, but significant design and permitting would be needed to determine appropriate uses particular as uses conflict with navigation channels.

Natural edges along North Lake at the Western End may also be considered available for expansion and future re-design.



PUBLIC SPACE. Hollywood Marina has great potential to be a southern anchor of the City of Hollywood’s North Lake waterfront, linking Holland Park, and other wider community uses via Stranahan River (ICWW). This zone also provides an important new and expanded waterfront access point for the Hollywood Lakes Community, with use for residential dock leases.

The Western End is more challenging. Isolated by the newly constructed boat ramp, this zone requires strengthened linkages, and connectivity to Marina Park and adjacent in-water facilities. Activation and/or integration with neighboring residential, light-commercial and in-water uses needs to be explored if this area is to contribute to the sites overall success.



COMMUNITY ACCESSIBILITY. Polk Street limits the number of crossings to/ from the Project Study Area and its neighboring community. It also encourages development to face outward to the water vs. offering access and activity along the landside boundary. The plan needs to showcase opportunities to create stronger pathways and circulation networks. One way the Master Plan can help is through identification of more visible corridors, strengthened linkages and improved wayfinding that help to encourage safe and easy movement of pedestrians and vehicles.



PRESENCE OF SECURITY. Marinas are subject to federal and local requirements to be secured. Security infrastructure takes many forms, but perhaps the most noticeable to the public-at-large are the combination of fence and gates that limit public vs. private use. Where these elements are not possible on the landside, creating safe and inviting public spaces is reliant on good design that connects people with place and provides users with a positive image and experience. Many of these elements take the form of visibility and sightlines, access and circulation, diversity of uses, and signage and wayfinding.



RESILIENCE. Sustainability and resiliency remain key puzzle pieces to the long-term success of the Marina and its uplands. Plans seek to evaluate the benefits of resilience from both a natural hazard and financial perspective. Many of these elements take the form of coastal edge improvements, storm and water mitigation, grant funding, and revenue streams. Additionally, coordination of ongoing community and county resiliency and sustainability efforts, such as the Tidal Flooding Mitigation project and Broward County Tidal Barrier Ordinance, aid in fostering greater adaptability and flexibility for the Marina to help extend the life and economic contribution for future generations.





OUTREACH & ENGAGEMENT

2

2.1 COMMUNITY ENGAGEMENT

Planmaking is about building public trust and working collaboratively to translate community desire into compelling, actionable projects. Community collaboration typically involves combinations of in person, one-on-one and one-on-group work sessions supported by online engagement tools.

THE ENGAGEMENT PROCESS. The COVID-19 Pandemic and related community health and safety concerns required the Planning Team to migrate from a traditional in-person outreach framework to one where a majority of community engagement activities occurred online using our dedicated project website (www.PlanHollywoodMarinaFL.com), virtual meetings, electronic surveys, video conferencing, and other methods.

This mainly virtual engagement approach proved fruitful; meetings and online input yielded favorable results, both in terms of participation levels and clear community direction.

In the following pages, we highlight the primary components of our community outreach campaign and results derived from its implementation. All detailed survey results, recordings of virtual meetings, and other materials produced in the planning effort continue to reside on the project website and remain available for public review.

- The community engagement campaign included activities in four main categories:
- Bi-weekly meetings with City of Hollywood (client) and when as needed, designated team members and sub-consultants
 - Focused one-on-one outreach with landowners, surrounding businesses, marina users, boat owners, and community interest groups;
 - One-on-one meetings with City elected officials; and,
 - Engagement of the general public via two outreach periods, inclusive of several in-person events and an always available project website.



Translating Community Desire. **Plan making is about building public trust and working collaboratively to translate community desire into compelling, actionable projects.** This combination of meetings and online input yielded favorable results, both in terms of participation and clear community direction for the future of the City of Hollywood.

OVERALL STATISTICS



229

PARTICIPANTS



202

SUBSCRIBERS



2,131

RESPONSES



294

ONLINE
COMMENTS



4

IN-PERSON
EVENTS



38,178

SOCIAL
VIEWS



185

MEETING
ATTENDEES



7,304

WEBSITE
VIEWS

STAKEHOLDER MEETINGS

While everyone in the community can be thought of as a project stakeholder, we use this term to specifically call out those individuals, agencies, property owners, and businesses that are critical conduits for project information and/or have a unique stake in the outcome of the planning effort. The Planning Team held more than 10 meetings with project stakeholders, with most of these occurring via conference call or online collaborative platform (e.g., Microsoft Teams).

Stakeholders contacted throughout the planning process included:

- Marina Advisory Board. Meetings were held on June 18, 2022.
- Commissioners, Vice Mayor, and Mayor;
- Community Associations;
- Others.

Information and perspective provided in each meeting was invaluable to the planning process, and data and concepts provided by stakeholders was integrated throughout the plan development.

OUTREACH TOOLS

The team developed and deployed several digital and in-person tools as part of the outreach campaign. A project website functioned as a storing house for all material, inclusive of virtual meetings, presentation material, survey questionnaires, and concepts. In-person events provided an opportunity for the planning team to interact with the public.

Email and social media campaigns alerted the general public of upcoming meetings, survey efforts, in-person meeting events and other key outreach highlights. Posters were generated for both engagement sessions to portray information presented in the virtual meetings. Meeting announcement flyers and teaser postcards were posted as part of the email and social media campaigns to broadcast and advertise to the Hollywood community. The flyers and postcards were also printed and posted at the marina, local libraries, and in the neighborhood to raise awareness about the public meetings and how the public can play a role in the master planning process.

PROJECT WEBSITE. A project website – www.PlanHollywoodFLMarina.com – was launched in early October 2021 to serve as an information portal, host surveys and virtual public meetings that accompanied the two engagement periods, and function as a storing house for all community feedback. Content was tailored to reflect project materials from each community work session, and importantly, ask a series of questions about community priorities and preference. The community was also asked to weigh

in on two preliminary master plan concepts. The website offered open-ended questions to gather community ideas and points-of-view. Digital copies of all community presentations, poster-sized graphics, and survey results were also made available via the project website, as well as the recorded virtual public meetings. The website was refreshed with new information prior to each public engagement period. Overall, the website was well received, garnering over 7,304 views and 202 subscribers. Over 229 individuals answered one or more survey questions, generating 2,131 survey responses.





HELP SHAPE THE FUTURE OF THE CITY OF HOLLYWOOD MARINA MASTER PLAN

Be part
of the
**Second
Round
of Public
Input
Sessions**
and let
your voice
be heard!

THREE WAYS TO GET INVOLVED!

- 1 TAKE THE SURVEY**
Take a simple survey to record your preferences.
www.PlanHollywoodFLMarina.com
-OR-
Scan QR code with camera app
- 2 JOIN OUR VIRTUAL PUBLIC MEETING**
Two web casts, two opportunities.
Visit www.PlanHollywoodFLMarina.com for web cast links.
Tuesday, November 16 from 6:00 to 7:30pm
Wednesday, November 17 from 4:30 to 6:00pm
- 3 POSTER GALLERY SERIES**
View a summary of early project concepts and ideas.
Visit www.PlanHollywoodFLMarina.com for full gallery and presentation graphics.
Posters will be available on **Monday, November 15** and be live throughout the project process.



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VIRTUAL MEETINGS. As noted previously, due to the COVID-19 Pandemic, public engagement meetings were conducted virtually using the project website. During the first engagement period, two virtual public meetings were held on October 13 and October 14, 2021. The first series of virtual meetings provided a background on the project study area, addressed identified issues and opportunities, presented precedent waterfronts, and discussed the next steps of the master planning effort. The virtual meeting format enabled participants to call, text, and message their questions and comments for the team to address. Approximately 98 citizens participated in the first set of virtual meetings.

The second set of three virtual public meetings occurred on November 16 and November 17, 2021. This second session presented a draft mission statement and two initial planning concepts for the Marina, to elicit community feedback on a preferred direction forward. The presentation addressed the question, “How should the Marina evolve to embrace current and future opportunities?” The team presented a recap of work to date, the results of the first public engagement period, the draft mission statement, preliminary concepts, and the next steps. Planning concepts were developed using the draft project pillars and framework established for the project area, as well as from public feedback provided in the first public engagement period. The concepts also considered the Team’s general sense of financial feasibility, ease of implementation, permissibility by regulatory agencies, and community acceptance of project elements.

COMMUNITY SURVEYS. Two community surveys were developed and disseminated during the public engagement periods. Surveys were available digitally on the project website and at various in-person locations, such as the marina and libraries. Survey questions were tailored to reflect the major themes of each virtual engagement period; survey 1 asked a series of questions about community priorities and preferences and survey 2 weighed in on two preliminary master plan concepts. The surveys offered both close- and open-ended questions to gather community ideas and points-of-view. From both surveys, over 229 individuals answered one or more survey questions, generating 2,131 survey responses.

IN-PERSON EVENTS. The communications team, comprised of Moffatt & Nichol and Dickey Consulting, engaged with the public at four in-person events during both public engagement periods. The team educated the public on the Hollywood Marina master plan and sought input through hard copy surveys. Surveys completed in this fashion were input into the overall online survey database. Additionally, 50 door hangers were distributed on the streets nearest to the Marina (Polk Street and Tyler Street), and 60 surveys and 10 flyers were distributed to Hollywood Marina and Hollywood Library locations (Stirling Road Branch Library, Hollywood Branch Library, and Hollywood Beach Bernice P. Oster Branch Library), seeking to garner further project participation and community feedback.

CRAFTING A LONG-TERM VISION

The long-term vision for the City of Hollywood Marina encapsulates the approach to how the marina should evolve to embrace future market demand, social opportunities, and align with the fabric of the community. This vision is outlined in the graphic to the right, where the planning process starts with a strategic vision and goals of resiliency, added value, community, financing, and how it fits into the City’s bigger picture. These strategic goals provide the framework for the project objectives to be progressed and refined from both the waterside and landside perspectives.

In addition, our Long-Term Vision can be defined as follows:

- **TELL AUTHENTIC STORIES.** Allow the waterfront to look forward and back...memory and prophecy. Communicate your values to residents and visitors;
- **PROMOTE A MIX OF USES.** Embrace a diversity of uses. Create spaces for residents, visitors and long stay guests;
- **MAKE CONNECTIONS.** Foster interconnected, walkable green areas, streets, neighborhoods and commercial zones accessible for all; and,
- **FIND YOUR RIGHT MESSAGE AND RHYTHM.** Great waterfronts explore what works for their citizens and society over time. They evolve.

Working waterfronts are the waterfront lands, infrastructure and waterways that are used for water-dependent activities. These include ports, small recreational boat harbors, fishing docks, and hundreds of other places where people use and access the water.

- National Working Waterfront Network



SURVEY 1. Q1. YOUR VIEWS ON COMMUNITY DEVELOPMENT AND PREFERENCES

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	NO COMMENT
Hollywood Marina is a modern facility providing amenities that are comparable to other marinas in the area.	7%	26%	22%	23%	10%	12%
I feel safe while engaging in activities at Hollywood Marina and I am not concerned about the safety of my belongings.	7%	16%	16%	34%	18%	9%
I believe the marina is secure and I do not think there is an unintended/unauthorized access problem.	11%	21%	15%	27%	17%	9%
The docking fees are priced comparably to other marinas in the area.	3%	10%	15%	13%	22%	37%
There is ample parking for both boats and vehicles at Hollywood Marina.	21%	29%	11%	21%	8%	10%
Traffic does not impede my ability from getting to and from the marina.	12%	22%	11%	33%	15%	7%
Hollywood Marina fits in well to the existing neighborhood context.	7%	13%	11%	34%	30%	5%
The marina’s shoreline blends in with other adjacent uses and provides pathways to connect to nearby amenities.	10%	12%	15%	29%	26%	8%

2.2

THEMES FROM PUBLIC ENGAGEMENT PERIOD 1

Public Engagement Period 1 focused on several areas, including contextual framework, priorities and preferences, one’s familiarity with the Marina, one’s considerations of the future of the marina, and lastly a series of demographic questions. Obtaining preference and concerns regarding existing conditions and future considerations helped the Team formulate initial planning concepts for the Project Study Area.

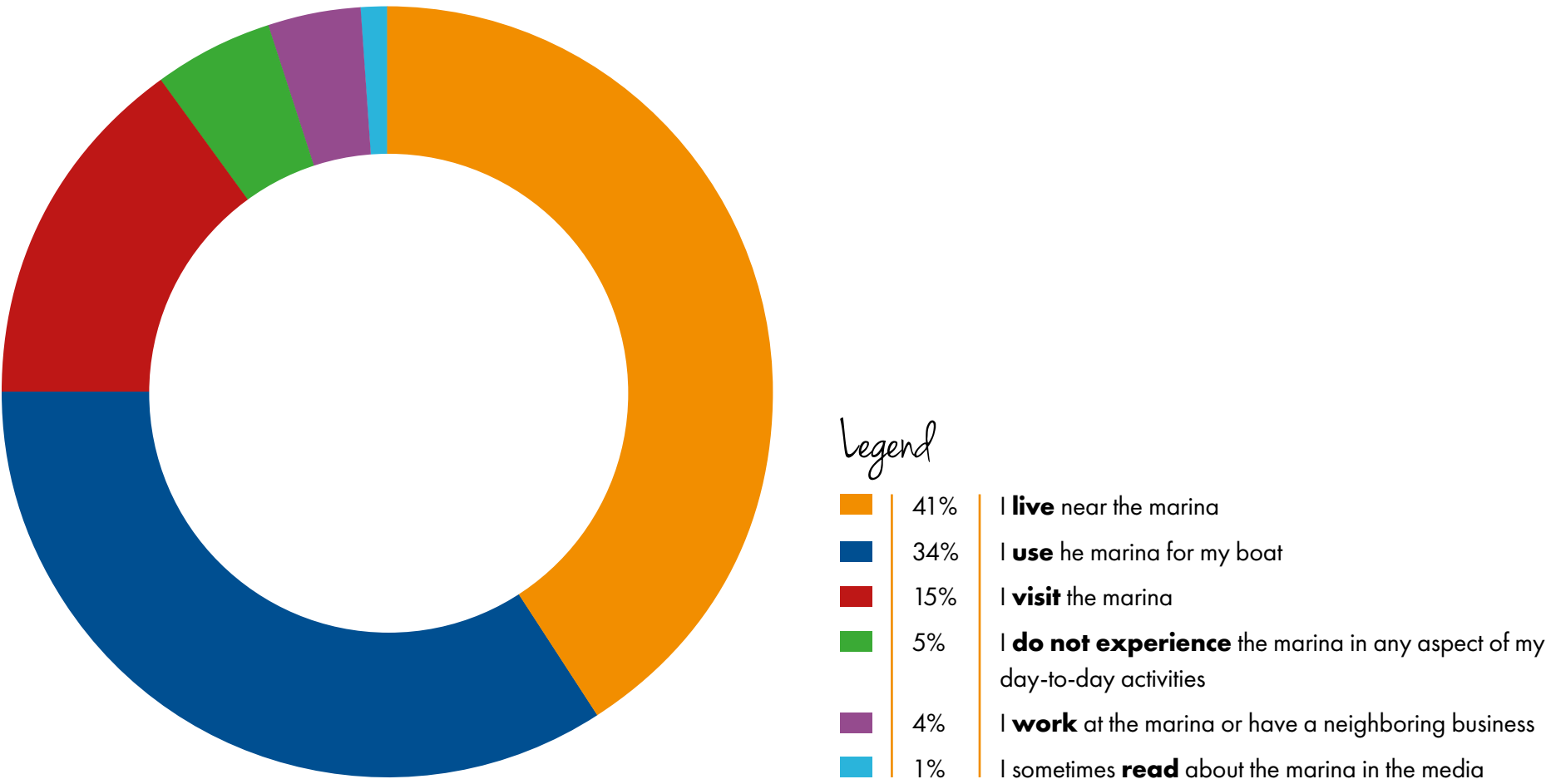
The team leveraged digital outreach tools to interact with the public and advertise the project webpage. Emails and social media posts were distributed, as well as a targeted Facebook ad which generated 24,010 impressions, 11,373 people reached, and 204 link clicks. The website received 4,000 views and a total of 98 individuals attended the virtual public meetings. A total of 114 individuals subscribed to receive email blasts, while 115 individuals participated in survey one, generating 1,853 question responses and over 158 unique comments. From these results and other captured community and stakeholder input, several broad themes emerged.

- The majority of survey respondents (71%) travel less than five miles to access Hollywood Marina (Question 2), while 41% indicating they live near the marina (Question 5). 83% of survey respondents live in the Hollywood zip codes (Question 16). These statistics indicate the vast majority of marina patrons use the marina due to its locality, and therefore the marina services the community rather than functions as a regional draw.

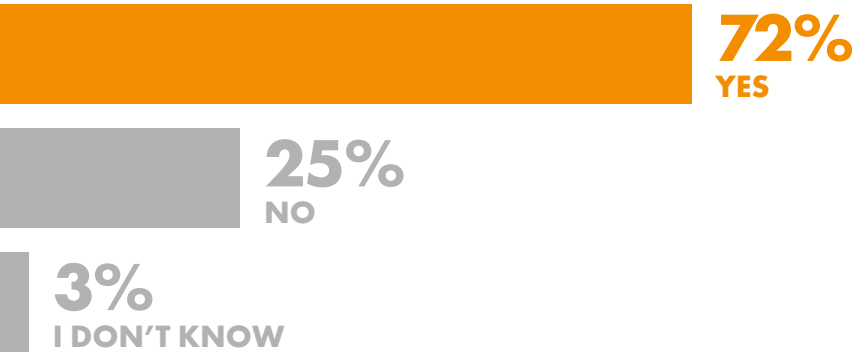
- Approximately half of the survey respondents (51%) indicated they are a boat owner, and of those 72% own a power boat as opposed to sailboat, catamaran, or other such as a non-motorized boat. 49% of the mentioned power boats are less than 25 feet in length (Question 6). This information is helpful to understand the current boating stock who frequently use Hollywood Marina.
- The amenities most often used at Hollywood Marina are launch ramps, fuel services, shower and restrooms, protected slips, and the lounge area (Question 4). When prompted with what types of future expansions/ additions do survey respondents feel should be included at Hollywood Marina, the top five improvements included: improved parking areas, better amenities for non-boaters, improved landscaping and park-like features, improved site drainage, and improved lighting (Question 7). When asked what other types of amenities would patrons like to see added to the marina in the future, the following were listed as key amenities: kayak/ paddleboard launch, ice and bait/sundries store, upgraded power, additional restrooms, shelter areas inclusive of picnic tables and covered benches, and additional parking (Question 8).
- Interesting to note, if the expansions/additions mentioned in the survey were provided at Hollywood Marina in the future, the anticipated frequency of use increases; the current 14% who take more than one trip per week would then increase to 23% taking more than 1 trip per week in the future

- (Question 3 and 9). A staggering 71% of survey respondents believe in the future the marina can function in an improved role, helping better serve the boating community and the marina’s surrounding context (Question 10).
- Lastly, when asked what other thoughts and ideas could the survey respondents share with the planning team, the following topics emerged: sea wall improvement, better maintenance, parking improvements, more family events, improve Wi-Fi, better signage (restrooms, boating rules), mooring field, pump out services, security and beautify the pump station (Question 17).

SURVEY 1. Q5. WHICH STATEMENT BEST DESCRIBES YOUR EXPERIENCE WITH HOLLYWOOD MARINA?



SURVEY 1. 10. IN THE FUTURE, CAN THE MARINA FUNCTION IN AN IMPROVED ROLE, HELPING BETTER SERVE THE BOATING COMMUNITY AND THE MARINA’S SURROUNDING CONTEXT?

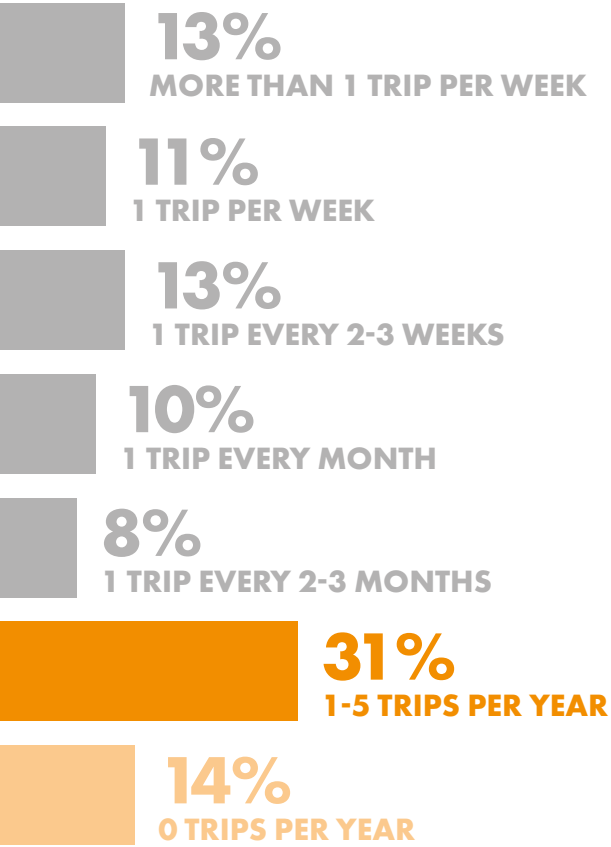


SURVEY 1. Q4. THE HOLLYWOOD MARINA MASTER PLAN IS AN OPPORTUNITY TO DEVELOP AN ACTIONABLE PLAN...WHAT TYPES OF AMENITIES/ SERVICES DO YOU CURRENTLY USE MOST OFTEN AT THE HOLLYWOOD MARINA?

AMENITIES/ SERVICES	SELECTED	%
Launch Ramps	27	46%
Fuel Services	16	27%
Shower and Restrooms	15	25%
Protected Slips	12	20%
Lounge Area	12	20%
Furnished Gazebo	11	19%
Pump-Out Facilities	9	15%
Free Wi-Fi	8	14%

AMENITIES/ SERVICES	SELECTED	%
Dry Slip Parking	6	10%
Laundry Facilities	3	5%
Telephone	2	3%
24/7 Customer Service	0	0%

SURVEY 1. Q3. HOW OFTEN DO YOU VISIT/ USE THE HOLLYWOOD MARINA AND ITS AMENITIES/ SERVICES?

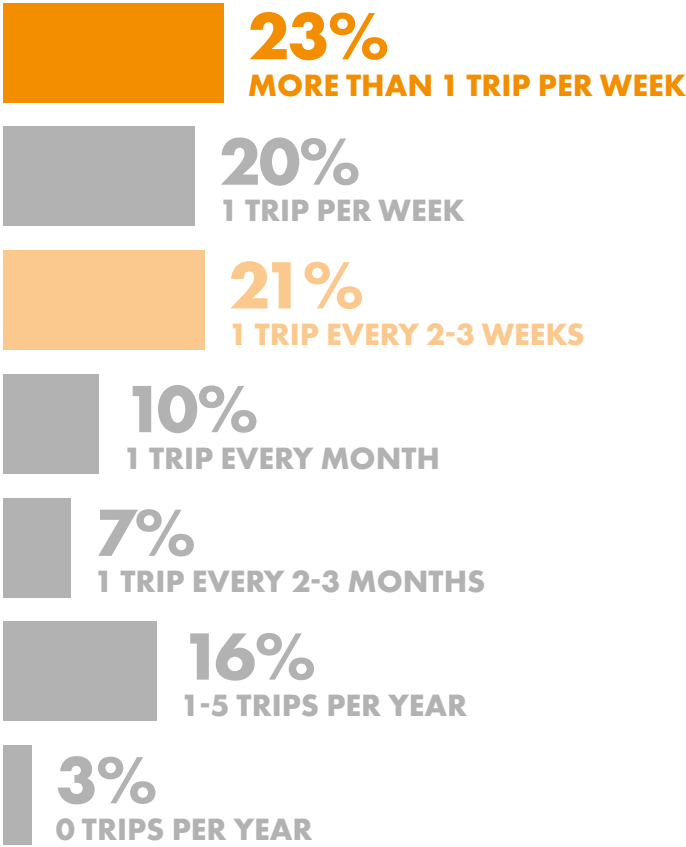


SURVEY 1. Q7. THE HOLLYWOOD MARINA MASTER PLAN IS AN OPPORTUNITY TO DEVELOP AN ACTIONABLE PLAN...WHAT TYPES OF FUTURE EXPANSIONS/ADDITIONS DO YOU THINK SHOULD BE INCLUDED AT HOLLYWOOD MARINA?

EXPANSION/ ADDITION	SELECTED	%
Improved Parking Areas	38	55%
Better Amenities for Non-Boaters, such as more Walkable Shoreline Areas	34	49%
Improved Landscaping and Park Features	27	39%
Improved Site Drainage	21	30%
Improved Lighting	19	28%
Better Amenities for Boaters, such as Showers and Restrooms	18	26%
Traffic Calming Measures	18	26%
Improved Security	18	26%

EXPANSION/ ADDITION	SELECTED	%
More Boat Slips	17	25%
Noise Calming Measures	14	20%
Other	5	7%
No Improvement. It is Perfect the Way It Is	3	4%

SURVEY 1. Q9. IF EXPANSIONS/ ADDITIONS WERE PROVIDED AT HOLLYWOOD MARINA, HOW MANY TRIPS MIGHT YOU MAKE IN A TYPICAL YEAR?

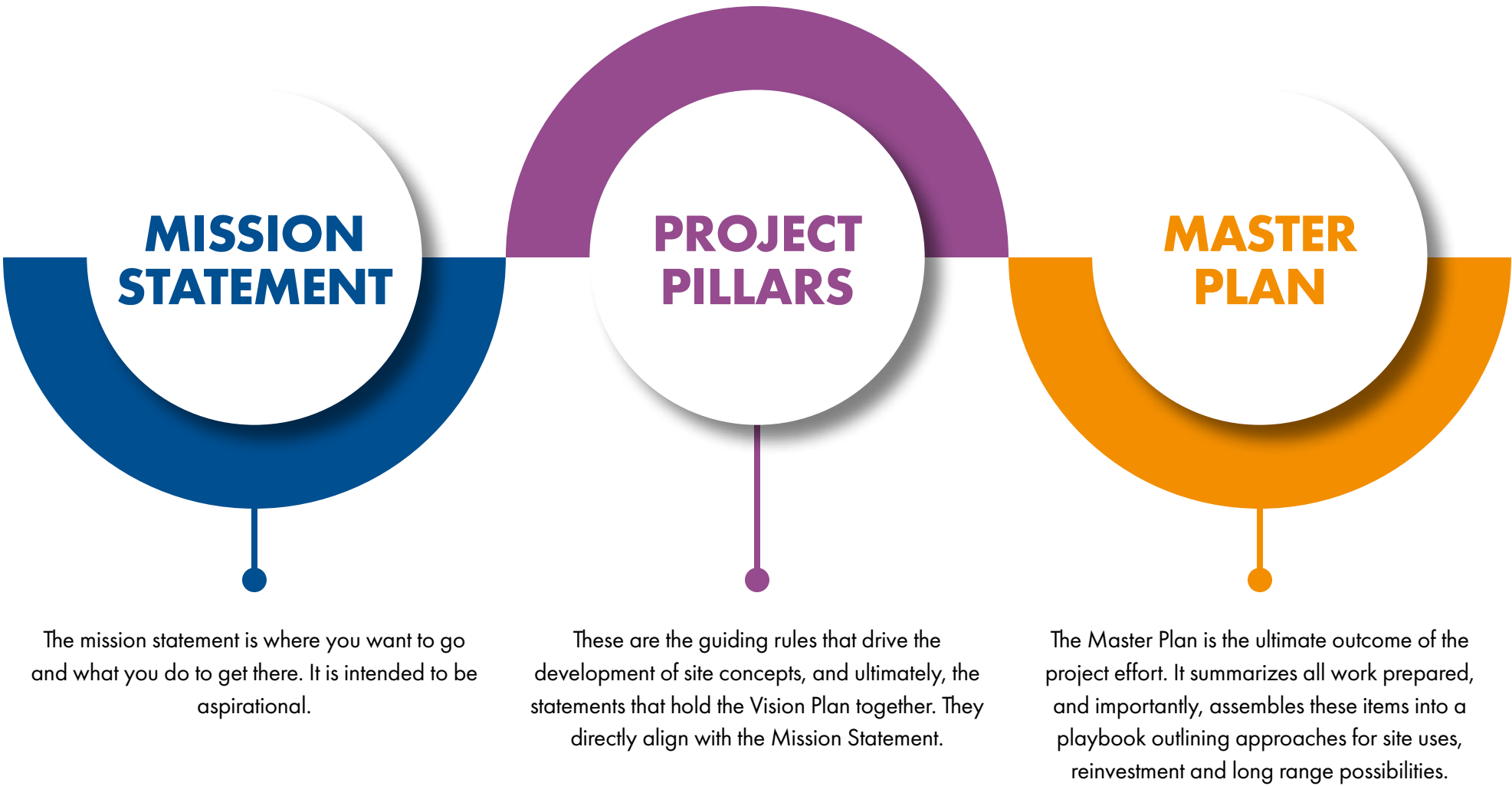


2.3

ESTABLISHING THE MISSION & FRAMEWORK

With community validation that the Marina can evolve to be a modern, resilient, safe, and secure marina facility with year-round recreational opportunities, a Master Plan Mission Statement accompanied by nine organizing elements was prepared. Why are these valuable? Both the mission statement and supportive tenets guide plan formulation; they are the foundational elements of the Master Plan, enshrining key areas of investment as well as community sentiment.

MISSION STATEMENT. The mission statement and organizing elements were presented to the public as part of Public Engagement Period Two’s survey effort and virtual meetings. When asked if the Master Plan Mission Statement “accurately captures the future direction Hollywood Marina should take moving forward,” 50% of survey respondents agreed with this statement. and program (operations), with phased investments to grow responsibly.



The Master Plan Mission Statement places the primary focus of the Plan aligning public and private interests to “provide a modern, safe, and secure marina facility, with year-round recreational opportunities for locals and visitors alike”. Community and stakeholder outreach suggest the marina facility must be a good source of revenue, but also must be compatible with the surrounding neighborhood context. The Mission Statement supports the dualistic nature of offering an upgraded marina facility while addressing the neighborhood’s concerns.

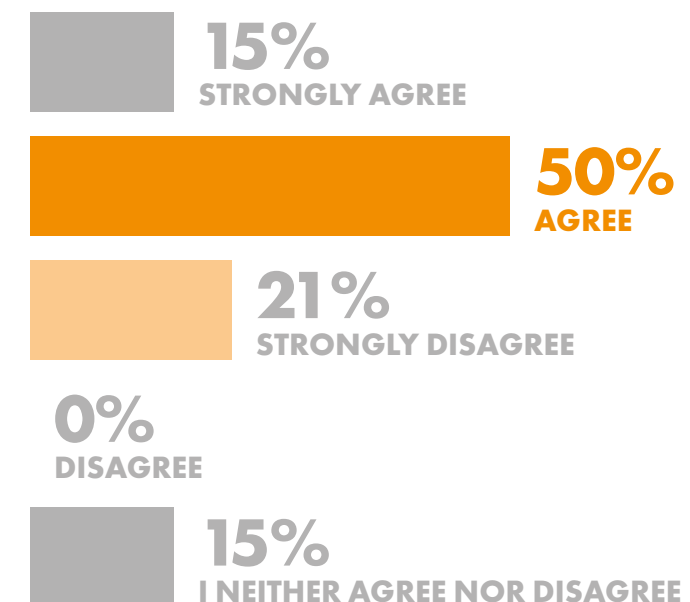
“

**PREPARE A MARINA MASTER
PLAN THAT SEEKS TO PROVIDE A
MODERN, RESILIENT, SAFE, AND
SECURE MARINA FACILITY, WITH
YEAR-ROUND RECREATIONAL
OPPORTUNITIES FOR LOCALS AND
VISITORS ALIKE.**

”

**MISSION
STATEMENT**

SURVEY 2. Q1. DOES THE DRAFT MISSION STATEMENT ACCURATELY CAPTURE THE FUTURE DIRECTION THE CITY OF HOLLYWOOD MARINA SHOULD TAKE MOVING FORWARD?



PROJECT PILLARS

CORE PROJECT PILLARS. Eight guiding pillars provide greater insight as to what the Marina should consider under its Mission Statement over the long term. Preliminary and refined planning concepts presented in this document all follow the framework established by these tenets.

1. SAFE

Address current site issues and limitations (lighting, drainage, parking), through investment in a clear, compelling program of signage, wayfinding and public art for area guests and recreational enthusiasts. Additionally, create a network of interlinked walkways, recreational corridors and open spaces linked to surrounding destinations.

3. RESILIENT

Create a sustainable and adaptable plan (infrastructure) and program (operations), with phased investments to grow responsibly as conditions demand. Integrate sustainable infrastructure design features throughout the area, inclusive of new construction and site reuse.

2. MODERNIZE

Optimize and upgrade marina facilities and supporting infrastructure, while supporting the Marina’s primary maritime activities, encouraging new investment to leverage existing assets to generate greater economic benefit and growth, and renew large stretches of Hollywood Marina to create a more distinctive and flexible blend of uses and activities with broad appeal.



4. SECURE

Improve site security and access through infrastructure and operations. Increase the capacity and design features of areawide roadways, streets and intersections, and Develop new parking footprints to increase area vitality and the length of stay of visitors.

4



7. RECREATION

Enhance opportunities to enjoy the site and have fun! Create a network of interlinked walkways, recreational corridors and open spaces linked to surrounding destinations.

7

5. MARINA DESTINATION

Focus plan development on marina, waterfront, and supporting upland infrastructure and amenities, while retaining expanding the number of available in-water slips and recreational assets. Develop financial structures and forecasts that provide long-term financial security and flexibility.

5

6. YEAR-ROUND ACTIVITY

Optimize seasonal needs and demands through operations and thoughtfully design public spaces. Additionally, build a strong brand and identity associated with the City of Hollywood Marina and its offerings.

6

8. OPPORTUNITIES

Activate the waterfront and upland areas, building authentic community within Hollywood Lakes, inclusive of places for people to visit, rest and play, along with continued waterborne transit options from Hollywood Marina to points along Stranahan River (ICWW) River and other neighboring areas.

8

2.4

INITIAL MARINA PLANNING CONCEPTS

The Planning Team prepared two initial site concepts assembled from the ideas generated from the first public engagement period and survey effort as well as site situational analysis, and other project research effort. Each of these options were presented to the community as part of Public Engagement Period 2.

CONCEPT VARIATION. Each initial Marina planning concept offers a series of intervention approaches for the study area, from creation of an extensive tree-lined streetscape connector along Polk Street (Concept 1) to an expanded marina slip arrangement and flexible Intra-coastal berthing configuration (Concept 2). Each initial concept share similar features, such as an expanded surface parking lot and renewal of the Marina Park as an active park and public marina facility.

Initial concepts and their respective programs are not mutually exclusive to one another. The expectation by the Planning Team—confirmed as part of Public Engagement Period 2—was a desire to mix and match concept elements to ultimately build a preferred concept and approach for Master Plan development.





CONCEPT ONE

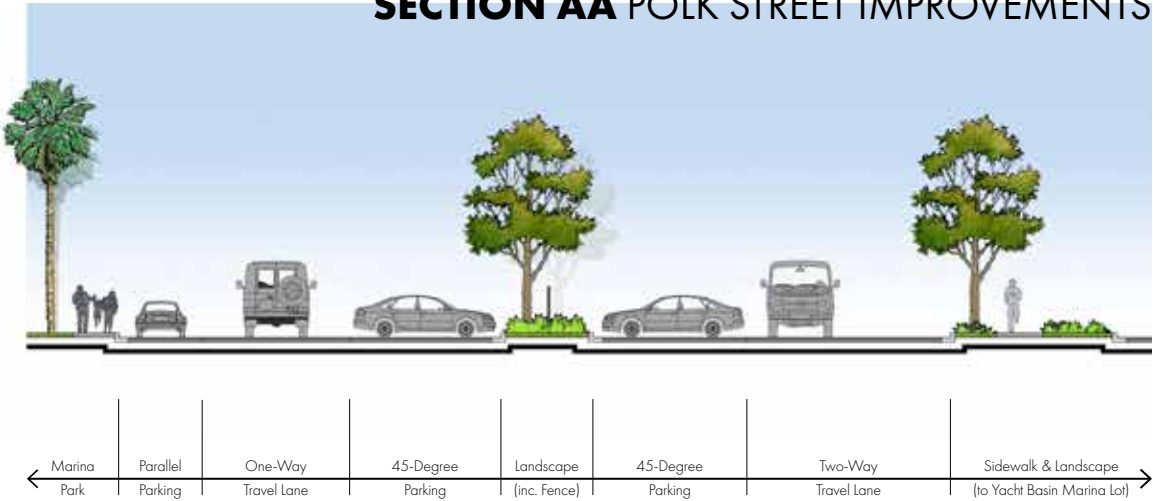
Concept One contemplates incremental investment in the enhancement of existing site-wide facilities. Marina docks remain in their current configuration with infrastructure improvements intended to elevate its facilities for local and visiting boaters. Waterfront edge conditions are considered with the in-water stabilization of Stranahan River (ICWW), along with upland esplanade linkages for pedestrians and bike enthusiasts.

On-street and surface parking expansion along Polk Street, along with improvements to the Yacht Basin Marina Lot seek to increase overall parking availability and improve patterns of vehicular circulation.

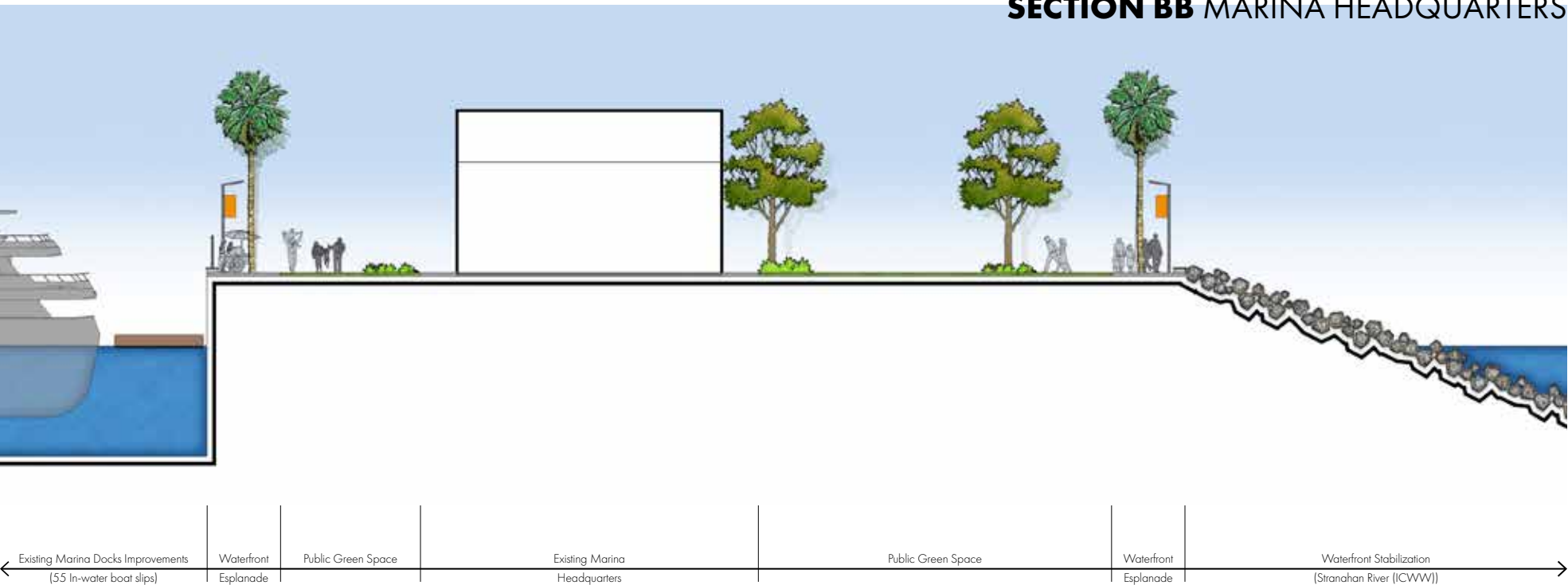
Existing upland facilities are considered within a renewed passive recreational Marina Park. Expanded public green space and site enhancements offer opportunity for seasonal community activities and events, while shade, lighting, wayfinding and other landscape features are also considered.

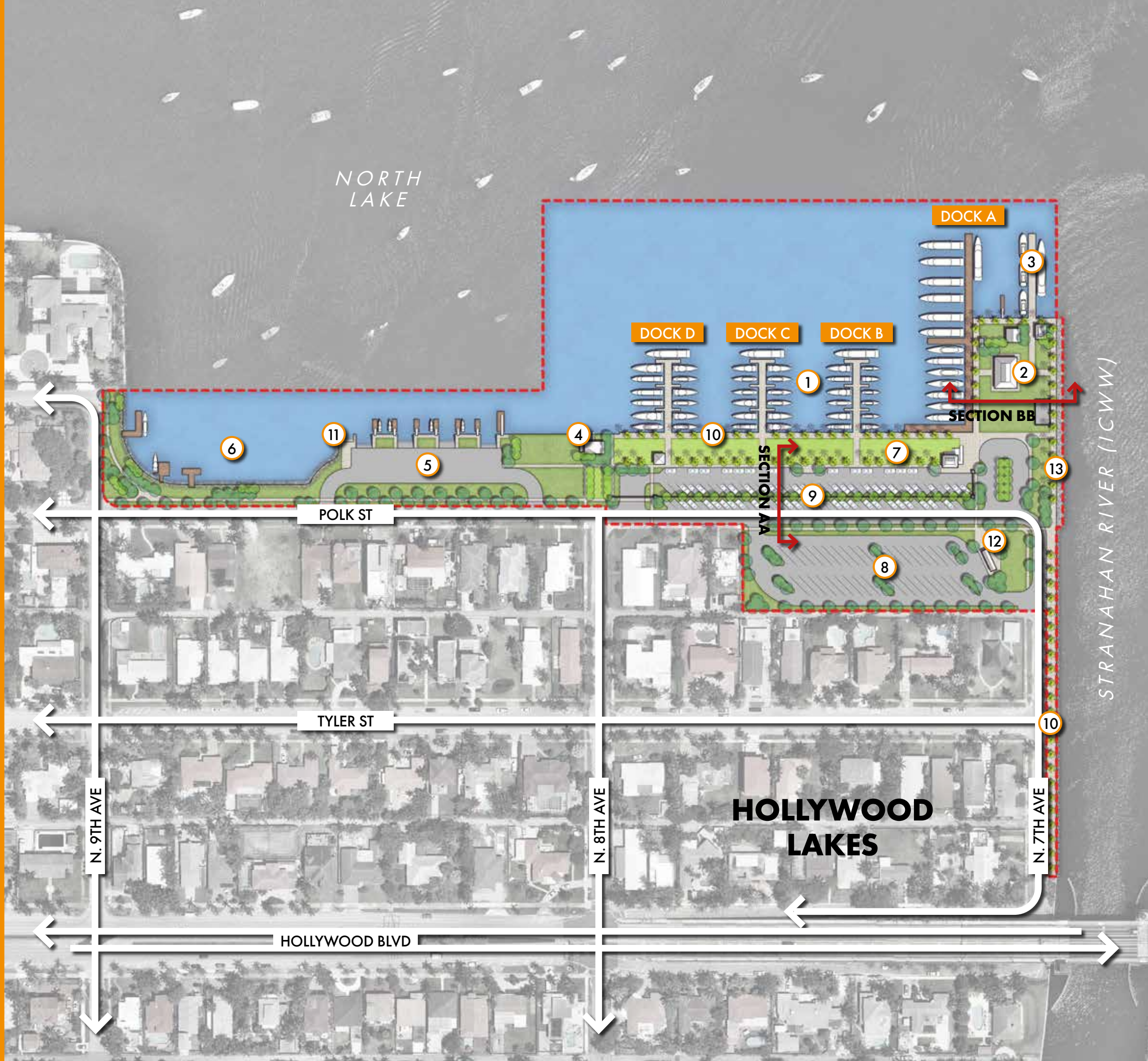
The Western End is anchored by existing in-water residential dock leases and a proposed recreational boat launch for small craft vessels. Linkages to Marina Park are strengthened via improved streetscape and sidewalk enhancements along Polk Street and the Hollywood Marina Boat Ramp.

SECTION AA POLK STREET IMPROVEMENTS



SECTION BB MARINA HEADQUARTERS





Legend

- Project Study Area (+/- 14.35 Acres)
- 1 Existing Marina Docks Improvements (55 In-water boat slips)
- 2 Existing Marina Headquarters
- 3 Fuel Pier and Pump-Out
- 4 Pump House
- 5 Hollywood Marina Boat Ramp
- 6 Existing Residential Dock Leases
- 7 Marina Park
- 8 Yacht Basin Marina Lot
- 9 Surface Parking Reconfiguration and Streetscape Improvements
- 10 Waterfront Esplanade
- 11 Recreational Boat Launch
- 12 Shuttle Drop-Off Station
- 13 Waterfront Stabilization

FINAL DRAFT

CONCEPT TWO

Concept Two envisions new and expanded operational marina slips and upland waterfront facilities in the center of the project study area. Marina docks are reconfigured to increase vessel size and berthing optimization, while vessel lift locations are positioned along the waterfront’s edge. Mega Yacht Berthing is considered along Stranahan River (ICWW), while improved upland esplanade linkages for pedestrians and bike enthusiasts are also introduced throughout.

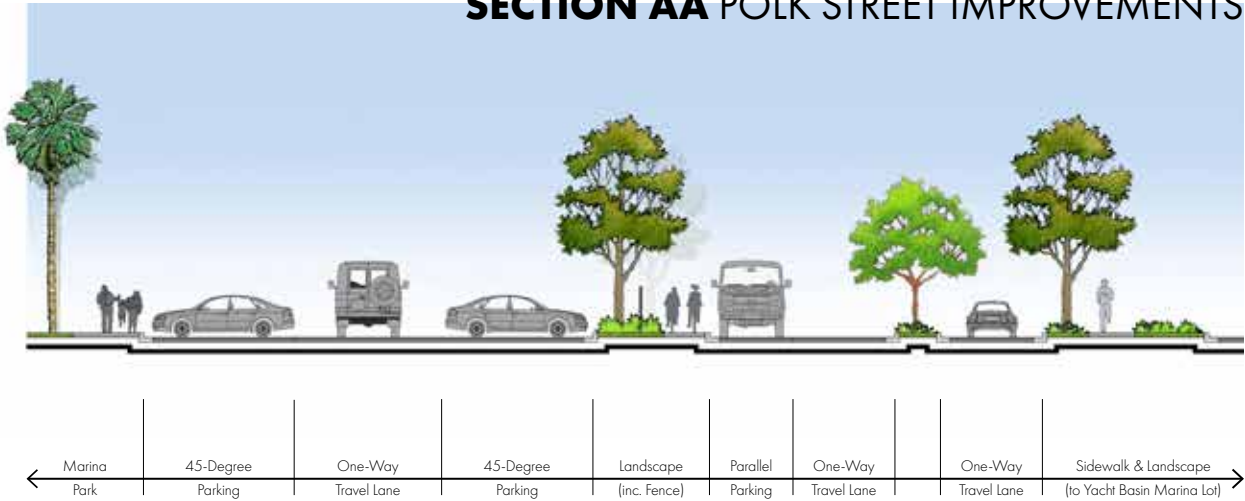
On-Street and surface parking expansion along Polk Street, along with improvements to the Yacht Basin Marina Lot seek to increase overall parking availability and improve patterns of vehicular circulation. A widened Polk Street ROW also allows for additional landscape and streetscape enhancements.

Existing upland facilities are expanded and upgraded to meet and support future marine use and public recreation. A renewed passive recreational Marina Park is also considered under this concept.

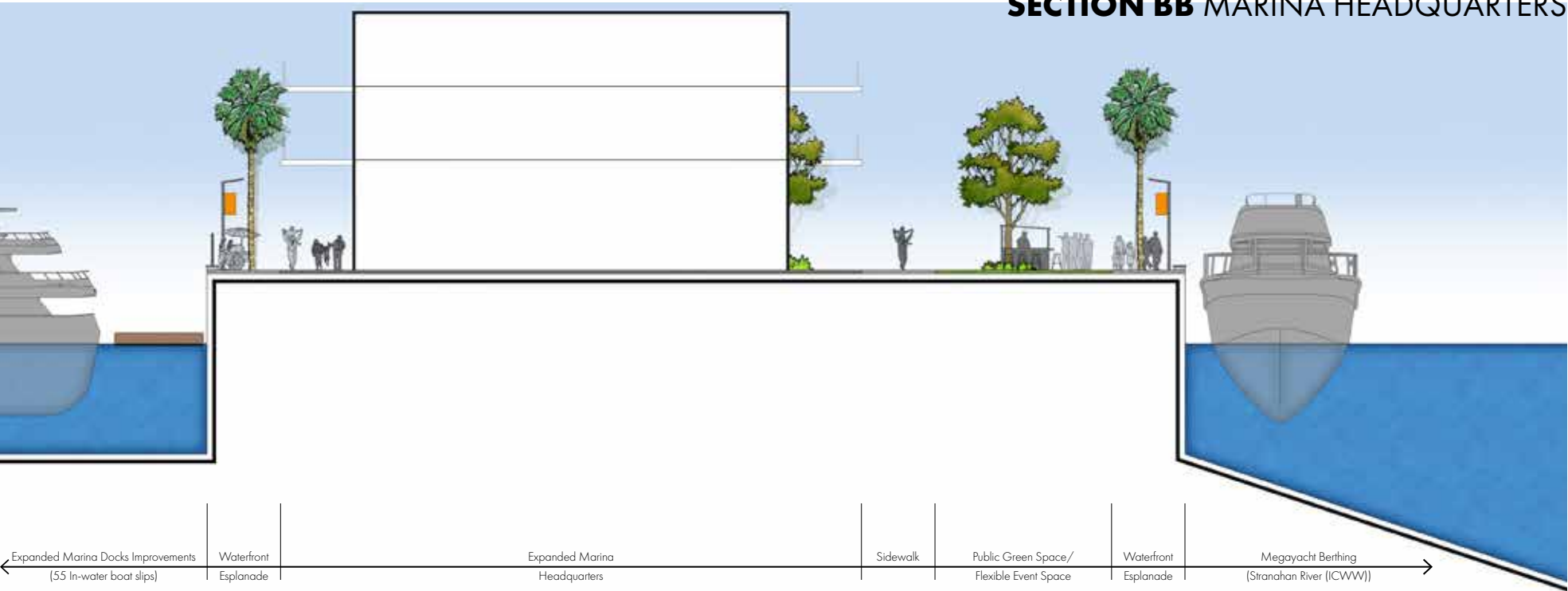
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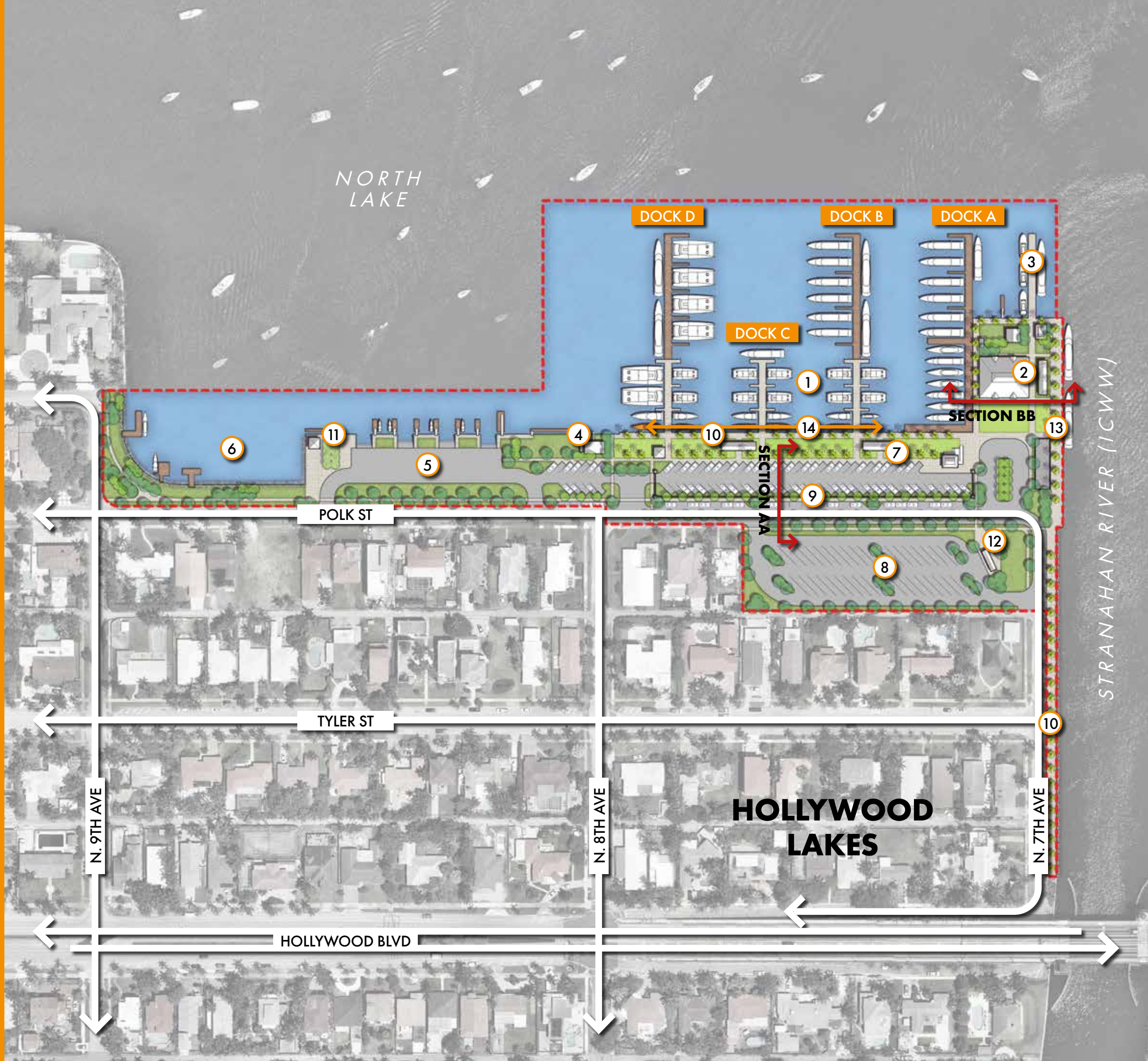
FINAL DRAFT

SECTION AA POLK STREET IMPROVEMENTS



SECTION BB MARINA HEADQUARTERS





Legend

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- 10 Waterfront Esplanade
- 11 Recreational Boat Launch
- 12 Shuttle Drop-Off Station
- 13 Mega Yacht Berthing
- 14 Vessel Berthing Lift Location

FINAL DRAFT

2.5 PUBLIC ENGAGEMENT PERIOD 2

As part of the second Public Engagement Period, the team leveraged digital outreach tools to interact with the public and advertise the project webpage. Emails and social media posts were distributed, as well as a targeted Facebook ad which generated 14,168 impressions, 9,609 people reached, and 150 link clicks. The website received 3,284 views and a total of 87 individuals attended the virtual public meetings. A total of 88 individuals subscribed to receive email blasts, while 114 individuals participated in Survey 2, generating 278 question responses and 136 unique comments.

Half of the Survey 2 participants did participate in Public Engagement Period 1, which indicated the other half as additional participants for the full survey effort. Most of Survey 2’s participants are between the ages of 46 to 65. Approximately 36% have lived in the area for 1 to 5 years, whereas 29% have lived in the area for 20 years or more. 78% of Survey 2 participants live within Hollywood zip codes. Based on comments received in Survey 2, the general sentiment indicates Survey 2 had a stronger neighborhood-based demographic compared to Survey 1, which received more input from marina patrons and event attendees.

As part of the second survey and virtual meetings, the community was asked to review each concept against the core project pillars underpinning the draft Master Plan Mission Statement. The purpose was to see if the community felt

there was strong alignment between the desired outcome expressed in the planning framework and each initial planning concept. The public shared their level of agreement and provided feedback on the draft mission statement. 50% of survey participants agreed with the draft mission statement, whereas 21% strongly disagreed. 15% did not have a preference, and 15% said they strongly agreed. When prompted with ways to improve the draft mission statement, comments such as “environmental impact”, “consider opportunities for neighbors and residents”, and questions regarding funding and specificity of plan detail and implementation were expressed by the public.

The public was able to view the two initial planning concepts, both in plan and section format, and provided feedback on how each of the concepts responded to a series of questions. As the matrix table relaying information from Survey 2, Questions 3-7 indicate, Concept A was more favored than Concept B across the survey question prompts. Several reasons the public did not gravitate towards Concept B include its increase in traffic and the addition of megayacht berthing, which the survey respondents were not in favor of bringing to this neighborhood scale marina. Favorable sentiment towards Concept A indicate it is more feasible in terms of financial and environmental impact, as it will have “lower future maintenance costs and does not add to the traffic and number of boats using the marina and its amenities”. The parking configuration in Concept B was favored over Concept A and “might be a useful add-on to Concept A’s parking plan”. As a result, the design team took these public comments from Survey 1 and 2 into consideration and developed the draft master plan.



SURVEY 2. Q3-7. WHICH PLAN ALTERNATIVE DO YOU FEEL BEST ADDRESSES THE FOLLOWING?

	CONCEPT A	CONCEPT B	BOTH HAVE STRENGTHS & WEAKNESSES	NONE	NOTE SURE
Which plan alternative best presents a more viable marina slip configuration?	45%	24%	12%	18%	0%
Which plan alternative best proposes a more suitable location for recreational/hand powered craft?	46%	15%	19%	4%	15%
Which plan alternative best addresses parking for marina patrons and alleviates overflow parking and traffic concerns in the neighborhood?	41%	19%	15%	7%	15%
Which plan alternative do you feel best connects Hollywood Marina to the neighboring context via the proposed streetscape design?	46%	21%	17%	13%	4%
Which plan alternative do you feel best addresses the community’s concerns and plans for a successful future of Hollywood Marina?	43%	22%	13%	17%	4%





MASTER PLAN

3

3.1 MASTER PLAN OVERVIEW

This process of understanding, exploring, and deciding was implemented to develop the recommended Marina Master Plan that includes the following core project concepts:

- **MARINA OPTIMIZATION.** Includes optimizing the marina slip mix based on vessel dimensions and type, dock and infrastructure layout, navigation, materials, power, utilities, and operational elements (costs, revenue, function, etc.)
- **UPLAND OPTIMIZATION.** Focuses on the upland infrastructure and layout to support the recommended enhancements for the waterside of the marina. The Master Plan optimizes the upland amenities, main building function and layout, upland facilities, fuel, public space, and activation of the waterfront.
- **RESILIENCY.** This core concept focuses on ensuring a sustainable and adaptable plan that addresses the following resiliency elements:
 - Mother Nature. Addresses increasing coastal hazards (sea level rise, storm surge).
 - Financial Viability. Recommends phased approach to implementation.
 - Market Needs. Meets the needs of the community and desired market.

- **SAFETY.** Aims to enhance the existing safety elements and operations within the project parameters, including optimizing on-site lighting, landscaping, drainage, and navigation.
- **SECURITY.** This concept focuses on developing a secure marina for patrons that encompasses recommendations to enhance infrastructure (gates and signage), site access, and operations (personnel).
- **TRAFFIC.** This concept focuses on optimizing traffic flow (cars, vessels, pedestrians) through signage, routing, infrastructure (speed bumps), and operations (enforcement, policy).
- **PARKING.** This core concept aims at optimizing the parking (cars, trailers, vessels) within the geographical and space limitations of the project site. Parking improvements include additional parking north of current marina parking and review of the boat trailer parking constraints (quantity limits and location).
- **PARKWAYS & GREEN SPACE.** This project concept aims at activating the waterfront and providing and enhancing public space aligned with the City’s parks and recreation program and woven within the fabric of the residential community.

- **FUNCTIONAL USES, OPERATIONS, COSTS, & REVENUE POTENTIAL.** These concepts are intertwined throughout the core project elements and determine the feasibility and phasing for the proposed improvements and optimizations.



Legend

- Project Study Area (+/- 14.35 Acres)
- 1 Expanded Marina Docks Improvements (77 In-water boat slips)
- 2 Expanded Marina Headquarters
- 3 Fuel Pier and Pump-Out
- 4 Pump House
- 5 Hollywood Marina Boat Ramp
- 6 Existing Residential Dock Leases
- 7 Marina Park
- 8 Yacht Basin Marina Lot
- 9 Surface Parking Reconfiguration and Streetscape Improvements
- 10 Waterfront Esplanade
- 11 Recreational Boat Launch
- 12 Shuttle Drop-Off Station
- 13 Bulkhead/ Waterfront Stabilization





MARINA DOCKS

The marina docks are essential to meeting the overarching strategic goals and vision of creating a modern, resilient, safe, and secure marina facility, with year-round recreational opportunities for locals and visitors alike. Specifically, the docks are the key element to the financial and strategic goals of the project. In order for the Hollywood Marina to remain relevant in the South Florida boating market, the marina should be enhanced to better align with market trends identified in the Marina Market Feasibility Study (MMFS).

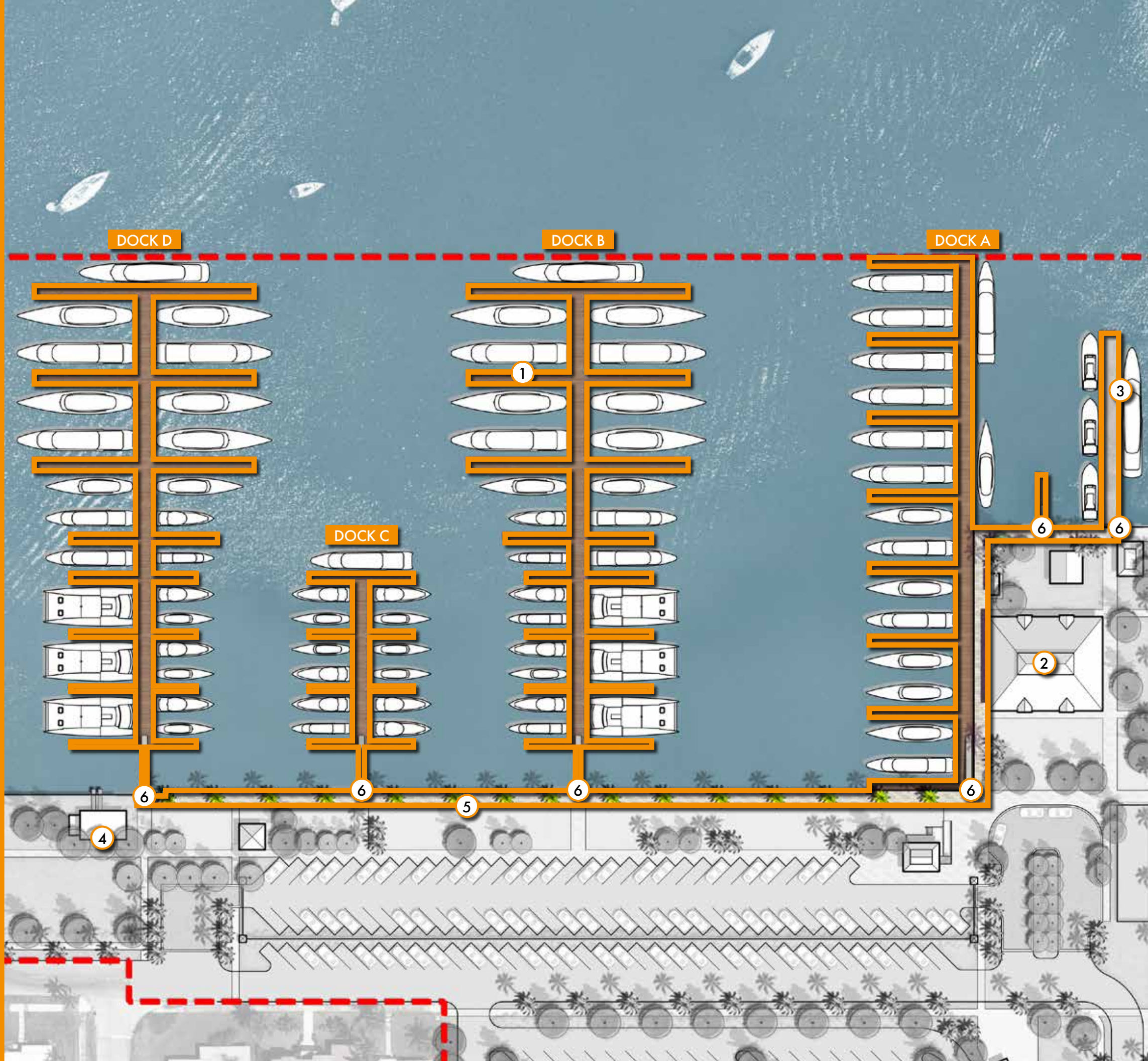
Based on the strategic goals of financial and physical resiliency, the South Florida marina and boating industry, and the feedback from stakeholders and the community, the marina docks are recommended to be expanded from their current footprint of 55 slips to a 77 slip marina, in a phased approach, based on additional slip lease availability from Broward County. This proposed plan provides a diversified mix of slip accommodations to meet current market demands, and create additional revenue streams for the City to help finance the additional master plan elements. The diversified slip mix will be able to accommodate larger vessels, while maintaining slips for the current marina patron base, and will create additional financial opportunities aligned with the City’s vision for a self-sustaining marina.

Core considerations for the proposed layout include:

- Optimize the slip mix based on the South Florida market trends;
- Optimize the marina layout and supporting infrastructure;
- Request additional slip leases (22) from Broward County, Southern Zone, and/or re-purpose trailer parking slip leases for wet slips;
- New construction of concrete, floating docks appropriately sized for slip mix and to accommodate vessel navigation requirements;
- Upgrade power and utility requirements for the proposed slip mix;
- Maintenance dredging required for vessel navigation safety; and,
- Resiliency upgrades to the seawall to meet Broward County Tidal Flood Barrier Ordinance, with inclusion of gangways to access the docks.

The docks are proposed to be phased based on the future wet-slip availability for the marina, with adjustments to market demands in the future. The recommended slip mix is:

- 40s (no. 28 slips)
- 60s (no. 24 slips)
- 70-80s (no. 22 slips)
- 80+ (no. 3 slips)



Legend

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- 1 Expanded Marina Docks Improvements (77 In-water boat slips)
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- 4 Pump House
- 5 Waterfront Esplanade
- 6 Marina Docks Gated Access



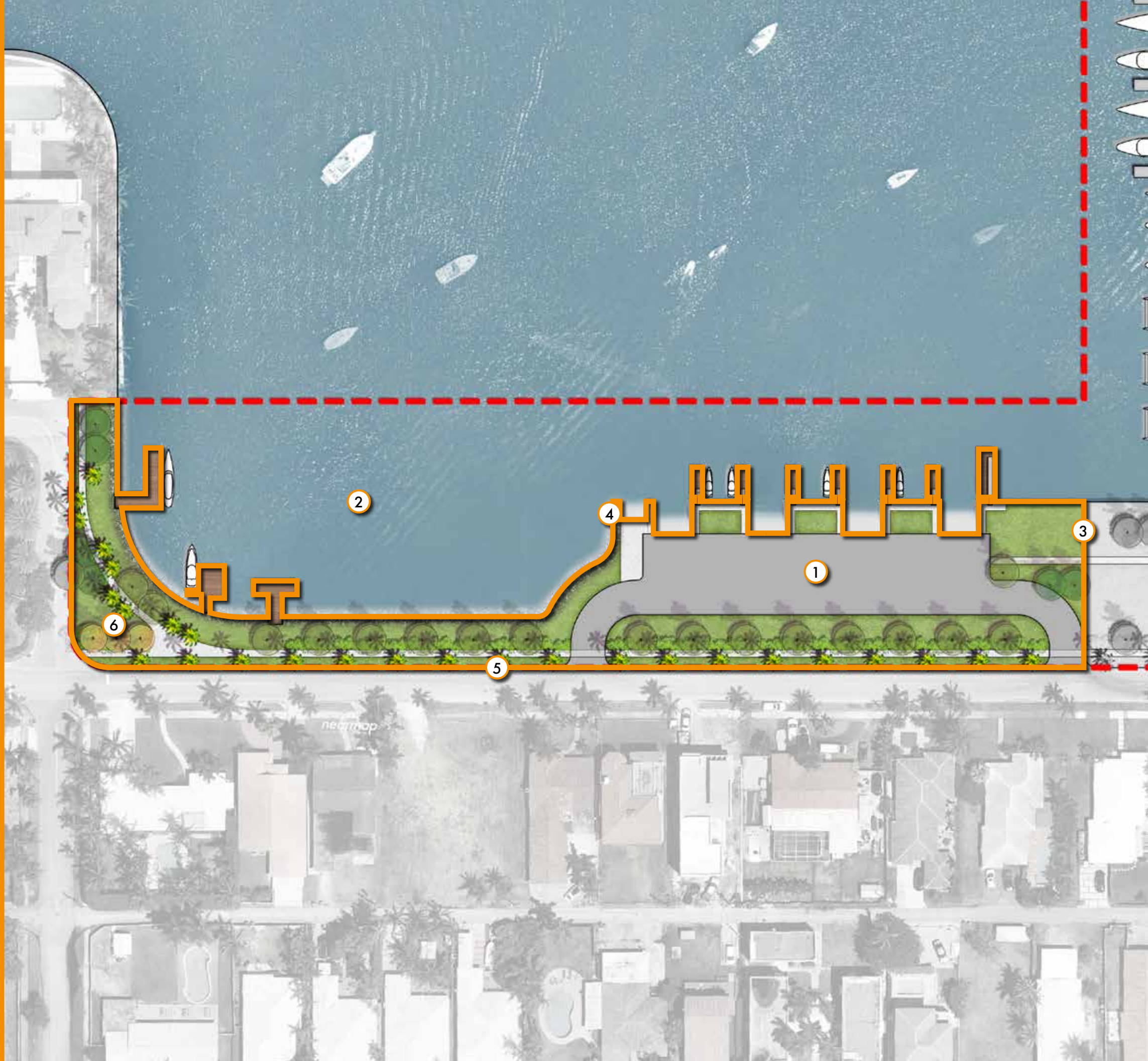


HOLLYWOOD MARINA BOAT RAMP & WESTERN END

This area represents the western limits of the master plan and is comprised of the natural basin shoreline and Hollywood boat ramp functional areas. The Hollywood boat ramp was recently renovated in 2020 though grant funding to meet resiliency measures. The ramp is a highly utilized facility for trailered vessels that frequent the area and utilize the trailer parking slips adjacent upland to the marina. Additionally, the boat ramp offers highly anticipated community events, like the Cardboard Boat races each year. The western basin is currently being utilized by the City to lease the waterfront property to the residents owning the adjacent upland parcels.

During the planning process, the planning team coordinated closely with the City’s Department of Design and Construction Management (DCM), who are currently executing the Tidal Flooding Mitigation design project for the City. The Tidal Flooding Mitigation project is currently designing the flood barrier at the interface between the land and the water, with anticipated design recommendations in 2022. For this reason, the marina master plan does not focus on the land-water interface in the western end of the project, but rather focuses on the green space and public walkways to connect the western basin to the marina area through a continuous walking path and greenspace.





Legend

- Project Study Area (+/- 14.35 Acres)
- 1 Hollywood Marina Boat Ramp
- 2 Existing Residential Dock Leases
- 3 Marina Park
- 4 Recreational Boat Launch
- 5 Streetscape Improvements
- 6 Western End Park and Landscape Enhancements





MARINA PARKING SURFACE LOTS

64 |

Early in the planning process transportation, traffic, and parking were key issues identified given the residential location and geographical constraints of the marina. The master plan focuses on optimizing transportation to and from the marina to include vessels, vehicles, ride-shares, cyclists, and pedestrians. The plan also focuses on optimizing the parking areas within the limited space at the marina location.

The marina parking surface lots in this planning effort include: - Parking for marina patrons- Parking for public- Parking for boat trailers that use the boat ramp. Through the planning process, it was identified that the main traffic and parking issues were as follows:

- Limited trailer parking and trailer traffic during peak boat ramp usage. It was noted that once the 36 trailer parking slips are occupied, some users will park illegally on the street, creating traffic issues in the neighborhood;
- Limited vehicle parking for marina patrons; and,
- Limited vehicle street parking for the community.

The Marina Master Plan does not propose any changes to the Boat Ramp, as it is outside of the marina location, but planning efforts recognize the end-user group, and plan for the continued use of trailer parking slips.

The plan recommends maintaining the current trailer parking lot with the 35 trailer parking slips for the boat ramp use, allowing the City flexibility in the future to transition these slips to wet-slips, as needed. The plan proposes to expand the parking at the marina by incorporating an additional diagonal row of parking for marina patrons, increasing the available parking by 32 spots. It also adds additional security and safety through installation of a gate for the marina patron parking area. To improve traffic flow to and from the marina and marina headquarters building, the plan proposes to reconfigure the existing parking in front of the marina building by creating a large roundabout with ADA accessible parking, temporary, and staff parallel parking spots. Additionally, special parking is incorporated for the police vehicles to the east of the roundabout. The plan also recommends adding a ride-share, shuttle stop designated location that will promote ride sharing opportunities to help alleviate traffic congestion and parking issues. As part of the recommended improvements, the streets and parking areas are suggested to be re-graded and/or elevated, and re-paved to address the drainage issues that are currently occurring in the parking lots.

The plan additionally recognizes the City’s Tidal Flooding Mitigation team is currently designing the interface between the upland and water along N 7th Ave and the Stranahan River (ICWW). This concurrent project may impact the proposed parking and traffic recommendations of this master plan. It is recommended that the next stage of design be coordinated closely with the Tidal Flooding Mitigation project.





Legend

- Project Study Area (+/- 14.35 Acres)
- 1 Yacht Basin Marina Lot
- 2 Surface Parking Reconfiguration and Streetscape Improvements
- 3 Waterfront Esplanade
- 4 Shuttle Drop-Off Station
- 5 Marina Parking Surface Lot Gated Access





MARINA PARK

The marina park is the upland area of the plan that is designated for green, open space for public use, events, and community beautification.

The plan proposes to create additional greenspace in front of the Marina Building, with continuous walking paths throughout the entire area. Recommendations include improvements to hardscape and landscape in the marina vicinity, as well as activating the waterfront along the Stranahan River (ICWW). To meet the strategic goal of developing a resilient, safe space, the marina park plan provides recommendations to address the coastal and stormwater hazards. The plan suggests incorporating an elevated seawall of at least 5 ft NAVD88 to meet or exceed the Broward County Ordinance requirements. The plan also proposes improvement of the upland drainage to alleviate the current issues observed during a rainfall event by re-grading and developing drainage solutions through strategic elevation, permeable surfaces, natural swales, and stormwater control measures. During the design phases, it is recommended that the team coordinate with the City’s Public Utilities Department to develop a drainage plan aligned with the City’s strategic vision.

Creating a space for the community and activating the waterfront were two goals of the planning process. The proposed wharf waterfront along the Stranahan River (ICWW) side of the marina building, offers a community gathering space and provides a connection the prime waterfront views that are currently blocked. This greenspace will have trees, vegetation, shading, pavilions, and seating, to watch the vessels sail along the water way, open

for enjoyment by all visitors. In addition to the hardscape, landscaping, and vegetation improvements, the plan proposes to renovate the marina headquarters building. The recommended renovations were developed based on the community feedback, meeting with marina patrons, and Marina Market Feasibility Study. The plan recommends upgrading the marina building to a two-story facility, adding enhanced amenities, in addition to improving on the existing amenities.

The enhancements and upgrades include are as follows:

- First Floor: Renovations including, increased open reception area for marina docks operations; improvements to police field unit operations office; upgraded wet facilities, such as bathrooms, showers, lockers, industrial laundry appliances, etc; staff workspace and break room;
- Second Floor: Enhancements to current marina amenities, including, captain’s lounge and recreational space for the marina patrons, captains, and guests; office suite to conduct business matters; kitchen suite;
- Patio deck could be included on top of the second floor to provide an additional community gathering space; recommendation is for the City to determine if additional rental space is needed for special events, recognizing that vehicle parking for attendees could be limited at the site.



MASTER PLAN
MASTER PLAN OVERVIEW



Legend

- Project Study Area (+/- 14.35 Acres)
- 1 Expanded Marina Headquarters
- 2 Marina Park
- 3 Waterfront Esplanade
- 4 Bulkhead/ Waterfront Stabilization
- 5 Marina Docks Gated Access
- 6 Marina Parking Surface Lot Gated Access
- 7 Arrival Gateway, Specialty Pavement and Pick-Up/ Drop-Off
- 8 Marina Operations Building
- 9 Vendor Kiosk and Sundries
- 10 Proposed Future Enclosed Fuel and Pump-Out Yard





3.2

ALIGNMENT WITH PROJECT PILLARS

The City of Hollywood Marina follows the Mission Statement and Eight Project Pillars (refer to Section 2.3). In the following section, we highlight ways in which the Plan addresses each.



1. SAFE

This pillar was key to align with the characteristic of the municipal marina in your backyard. The planning team used this guiding theme of safe to develop ideas, improvements, and recommendations to address the site issues and limitations of lighting, drainage, traffic/parking, transportation, and wayfinding.

LIGHTING. The site visits in the evening hours and discussions with marina patrons identified the need for improvements to the lighting plan at the marina and adjacent areas. The marina facilities are able to be accessed 24/7, and should have sufficient lighting for access and safety, during night access hours. Additionally, the proposed pedestrian walking path is recommended to enhance the residential experience for the neighborhood, as an inviting path to stroll in the evening hours.

DRAINAGE. The meetings with marina staff and marina patrons identified that area drainage was a significant issue, impacting their operations and daily lives, respectively. The plan address drainage through the recommendation to elevate, regrade, and design the roadway and parking improvements. Additionally, the plan recommends a study to evaluate the drainage and coordinate with the City's Tidal Flooding Mitigation team and Public Utilities Department to determine the right upland drainage solution.

PARKING AND TRAFFIC. Early in the planning process transportation, traffic, and parking were key issues identified given the residential location and geographical constraints of the marina. The team identified that in addition to the limited space available, there were distinct and competing interests leading to the parking and traffic issues.

These distinct groups were:

- Marina Patrons;
- Boat Ramp and Trailer Parking;
- Residents; and,
- Larger Hollywood Community.

It is important to note that during the Public Input periods, a connection was made, correlating the traffic and parking issues in the area with the increased use of the boat ramp. This connection was confirmed through observations over the 4th of July weekend in 2021.

Based on the nature of the marina master plan being focused on the marina, this plan optimizes parking to support marina patrons, marina staff, and the public, while minimizing impacts to trailer parking availability.

MAINTENANCE DREDGING. After meeting with the marina patrons on-site and reviewing the bathymetric (seabed elevations) conditions, the planning team strongly recommends conducting maintenance dredging for navigational safety. Currently, marina patrons plan their vessel transit around the tides, limiting their access to the Stranahan River (ICWW). The plan proposes to conduct maintenance dredging, aligned with the original permit approval dredge depths, in order to improve the current channels to and from the marina. The maintenance dredging would be minimal, focused on the design channel requirements for the vessels and with respect to the original dredging templates for the marina. The plan does not propose to dredge North Lake, but only proposes to ensure that the existing navigational channels to and from the marina meet today's navigational safety standards. Recommendations also including adding channel markers for vessel safety navigation.

2. MODERNIZE

This was the primary project pillar in the approach to the master planning effort. Modernization of the marina includes bringing it up to industry standards in a number of different areas described below.

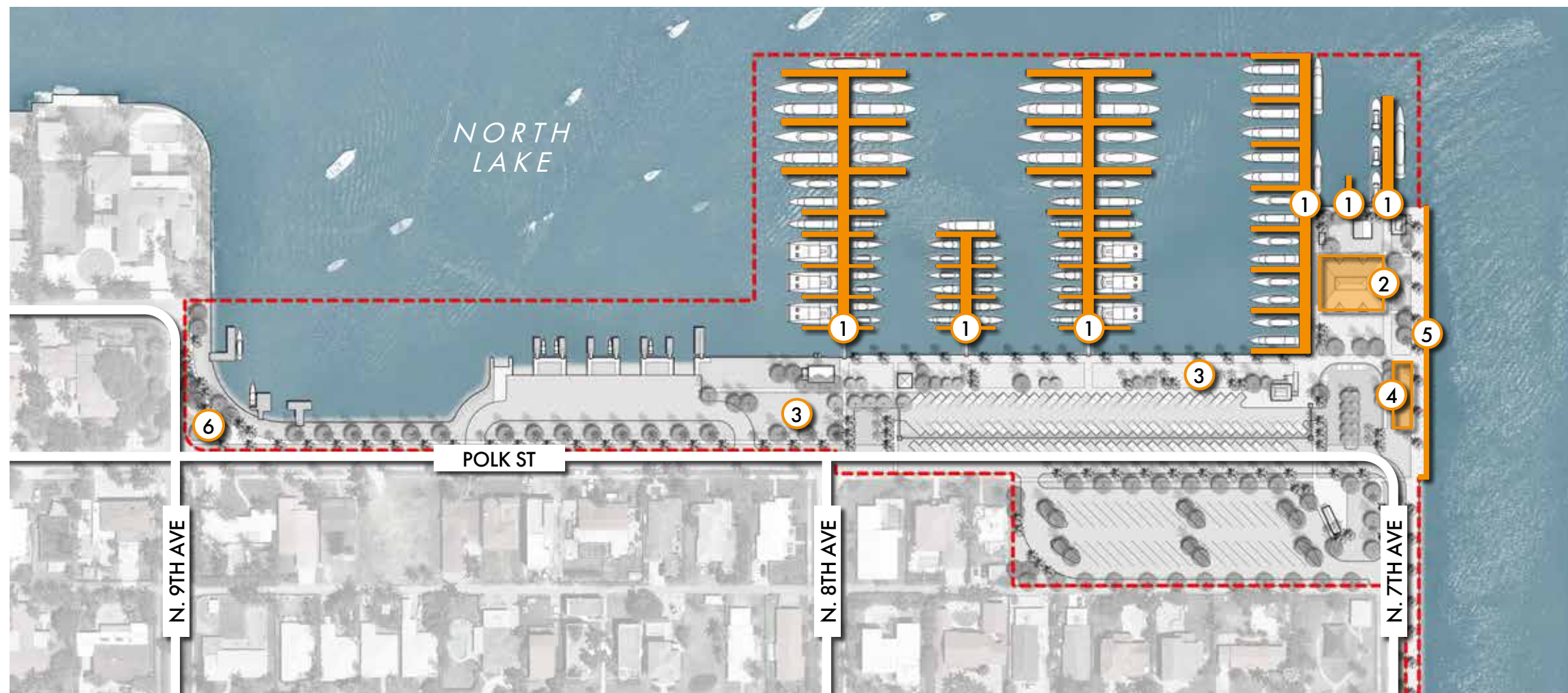
INFRASTRUCTURE. The marina infrastructure and facilities are out dated and near the end of their useful design life. The marina docks are fixed, concrete structures that have had structural repairs over the years to extend their function. The plan recommends to upgrade the docks to floating, concrete docks that will be durable and sustainable for the future sea level rise and storm events.

POWER AND UTILITIES. The current marina power offers 50A and 30A pedestals, which are not sufficient to meet the requirements of today’s vessels, including current marina patrons. The plan recommends upgrading the power for all docks to 100A and 50A, to meet the requirements of the proposed slip mix. Additionally, the plan recommends upgrades to utilities, including water, pump out, trash, and recycling. These power and utility upgrades will provide the capabilities to service the current and future marina patrons.

FUEL DOCK ACCESSIBILITY. It is highly recommended to remove the existing rip-rap (rock pile) on the east side of the fuel dock to allow larger vessels to refuel at the marina. Currently, the fuel sales make up half the revenue at the marina, and that is without large vessel access. Large vessels can take over 20 times more fuel than the vessels currently able to access the fuel dock. This, aligned with fuel pricing and marketing strategies, could bring anywhere from \$50,000 to \$500,000 per year to the marina. During the design of the rip-rap remove, it may be necessary to install wave paneling underneath the fuel dock to reduce boat wake action from the Stranahan River (ICWW) for the marina patrons.

ALIGNING WITH THE SOUTH FLORIDA INDUSTRY. Results of the marina market feasibility study showed that the boating industry in South Florida has a significant and increasing demand for larger and more wet-slip marina facilities. With limited waterfront real estate, and increasing demand for immediate access and storage, the Hollywood Marina infrastructure and programming should align with industry standards to remain relevant in the growing boating market.

LOCATION, LOCATION, LOCATION. The marina is located on the Stranahan River (ICWW) and North Lake, between Port Everglades and Haulover (Bal Harbour) Inlets, a prime location to access the Atlantic within 6-8 miles of cruising on the Intracoastal. The location not only provides a safe harbor during storm events, but it is also nestled in the bustling heart of coastal Hollywood, with commercial and entertainment resources across the waterway. Based on location and market analysis, this master plan recommends that the marina diversify its slip mix to accommodate vessels ranging from 30-80+ feet in length. Larger vessels can bring in up to 4 times the revenue in slip lease fees than the smaller vessels, depending on the marina’s supporting infrastructure and amenities. From a programming perspective, the larger vessels may opt to be transient or seasonal in nature, allowing other smaller vessels to utilize the floating slips during their absence. This means that the marina can remain 100% occupied while improving its revenue streams and overall fiscal health and independence.




Legend

- 1 Expanded Marina Docks Improvements (77 In-water boat slips) (inc. In-Water Facility Upgrades)
- 2 Expanded Marina Headquarters
- 3 Marina Park Enhancements
- 4 Proposed Future Enclosed Fuel and Pump-Out Yard
- 5 Bulkhead/ Waterfront Stabilization
- 6 Western End Park and Landscape Enhancements

3. RESILIENT

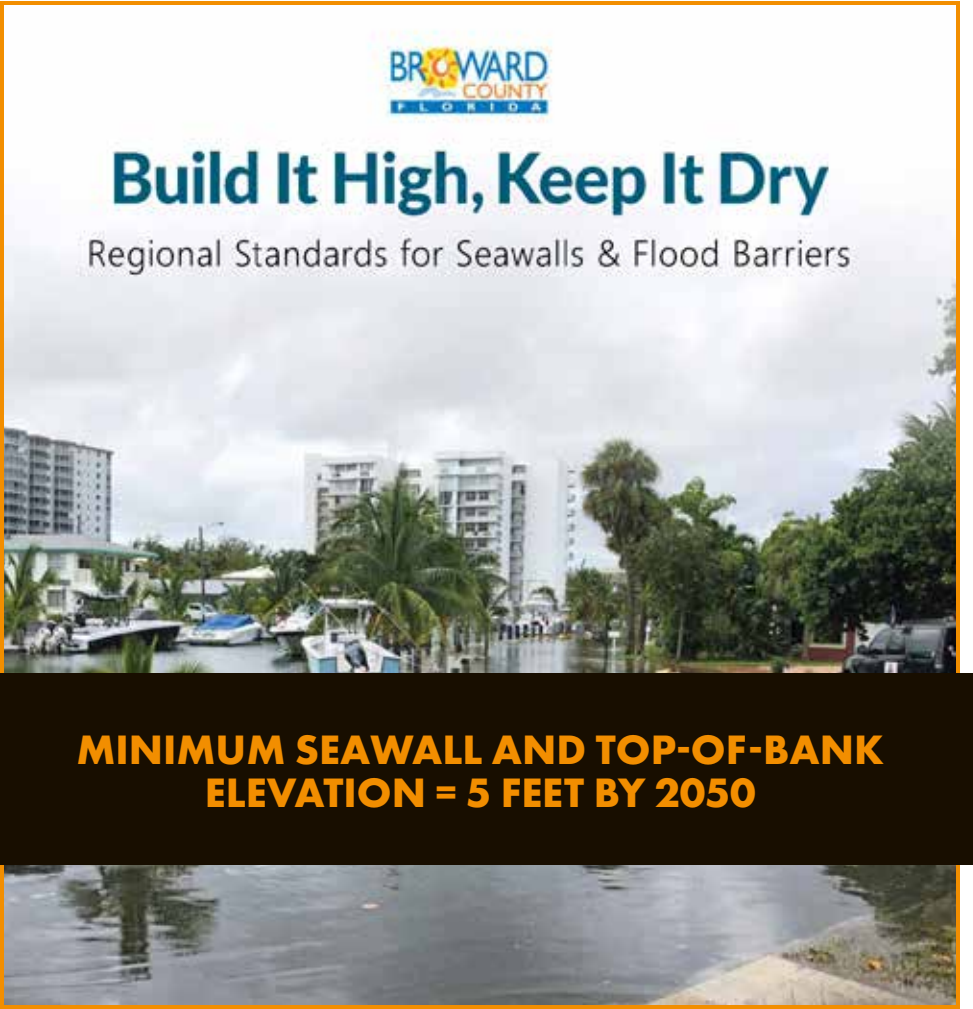
The resilient pillar framed the project elements of this planning effort. Each proposed element was carefully considered to help adapt the marina to succeed when faced with adversity, stress, and threats. The marina master planning effort framed resiliency in two perspectives. The first perspective is physical resiliency, or the ability for the marina and its upland infrastructure to survive and recover from natural events, such as winds, wave, or high water levels. The second perspective is from a financial standpoint where the marina is designed to operate, grow, and thrive based on the ability to be self-sustaining through incoming revenue streams.

NATURE-BASED RESILIENCY. The Hollywood marina is located in an area prone to threats from Mother Nature, including coastal hazards (wind, waves, water levels, currents) and upland hazards (stormwater, drainage, rainfall events). Steps toward resiliency measures have been proactively enacted at the County level with Broward County’s Tidal Barrier Ordinance. This ordinance recommends improvements to the land and coastal water interface, with a goal of achieving a 5 ft (NAVD88) vertical elevation barrier along the land-water interface by 2050. This plan proposes to proactively incorporate the recommendations of the County, backed by a recommended site-specific hazards analysis. The recommendations include coordination with the City’s Tidal Flooding Mitigation team to incorporate sea wall and tidal barrier elevations to meet or exceed the County’s standards.



Build It High, Keep It Dry

Regional Standards for Seawalls & Flood Barriers



MINIMUM SEAWALL AND TOP-OF-BANK ELEVATION = 5 FEET BY 2050



FINANCIAL RESILIENCY. The economic analysis conducted as part of this planning effort focused on ways to make the marina self-sustaining and even revenue-generating, from a financial standpoint. The analysis effort identified two main streams of revenue: the fuel sales at the marina, and the marina dockage revenue, less the cost of marina operations. The goal of the plan was to ensure the marina would not be a financial burden to the City during future operations, and was economically viable to optimize revenue streams through infrastructure, amenities, operations, and strategy. That way the marina would be a benefit to the community and not a tax burden. This plan provides a recommended path to financial independence, which provides funding for the proposed elements of this plan and revenue streams for future marina community improvements.



EXPANSION 1 - SHORT-TERM INVESTMENT



EXPANSION 3 - LONG-TERM INVESTMENT

4. SECURE

The Hollywood Marina has a history of maintaining 24/7 security for the marina patrons and docks. This plan proposes to enhance the security measures on site through infrastructure improvements and operations. The plan proposes to install state of the art fencing, gates and security at the site to include:

- Marina docks gated access;
- Marina parking surface lot gated access;
- Signage and wayfinding; and,
- Expanded Marina Headquarters security improvements.

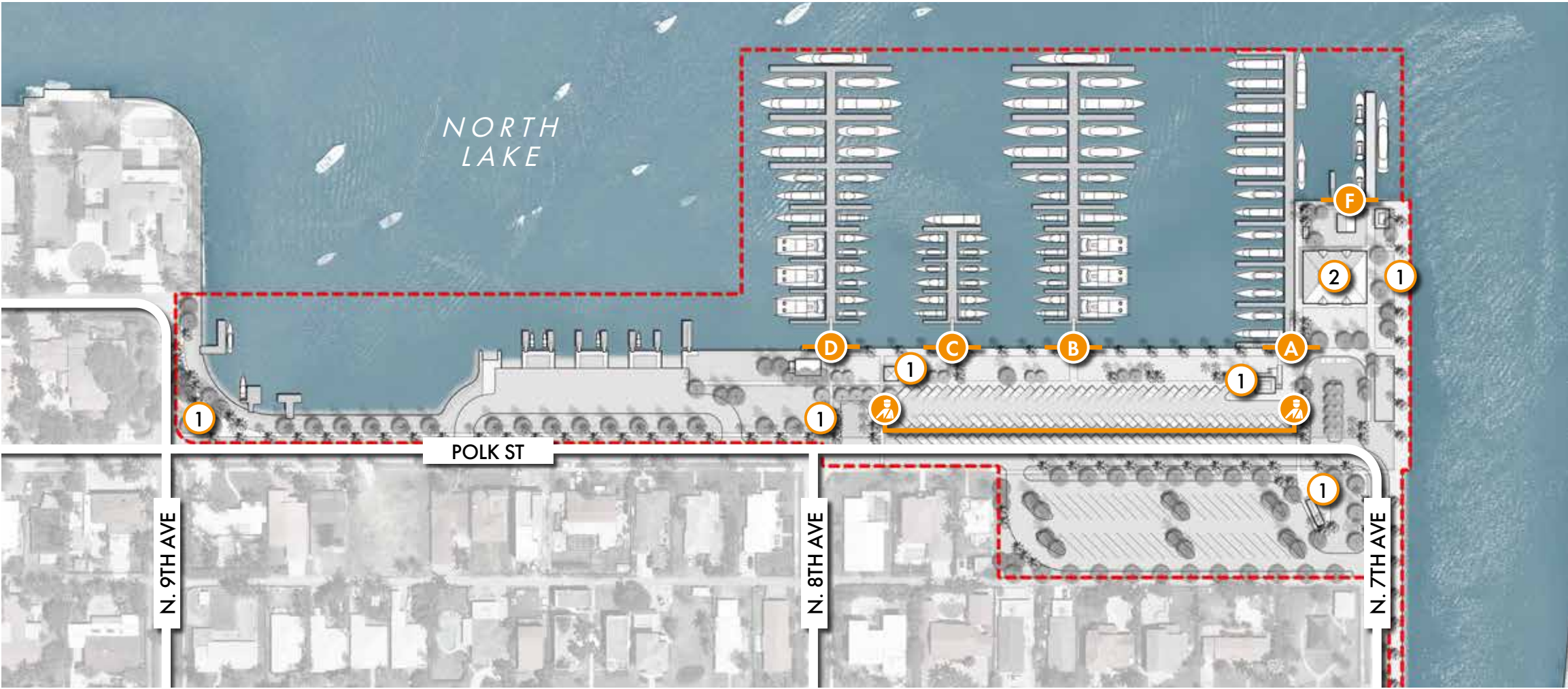
This pillar was key to align with the characteristic of the municipal marina in your backyard. The planning team used this guiding theme of safe to develop ideas, improvements, and recommendations to address the site issues and limitations of lighting, drainage, traffic/parking, transportation, and wayfinding. Additionally, the planning team worked with the City’s Marina staff to understand how the programming and operations strategy for marina security.

GATING AND FENCING. The planning process identified the need for improvements to the fencing and security infrastructure at the marina and adjacent areas. The marina facilities are able to be accessed 24/7, and should have sufficient gating and fencing for access and safety during all hours of operation. Additionally, the plan proposes to install state-of-the-art security measures and keypads for digital access to the docks and the marina patron parking areas.

SIGNAGE AND WAYFINDING. The meetings with marina staff and marina patrons identified the need for improvements to signage and wayfinding throughout the residential area to navigate to the marina. The plan addresses navigation issues to help keep the marina secure and to enhance safety for the community and visitors. The plan recommends installation of signage throughout the neighborhood to route traffic from Hollywood Blvd through main routes in the residential area.

Additionally, the plan recommends signage, wayfinding, and clear navigation channels be established in the marina to connect safely to the Stranahan River (ICWW). Signage is also recommended on the Marina docks and property to discourage trespassing issues that are occurring.





- Legend
- Marina Docks Gated Access
 - Marina Parking Surface Lot Gated Access
 - 1 Signage and Wayfinding
 - 2 Expanded Marina Headquarters Security Improvements

5. MARINA DESTINATION

This pillar represents the strategic goals of the master plan to become a top-rated facility and marine destination for locals and visitors alike. The plan focus on redevelopment of the marina, waterfront, and supporting upland infrastructure, through optimizing the number of available in-water slips and recreational assets. The Marina Market Feasibility Study (MMFS) identified the opportunity to bring in additional and larger vessels to the area, and recommends navigational dredging for vessel safety. The plan focused on the end user groups and why they would come to and how they would use the marina.

The following end-user groups were identified:

- Marina patrons utilizing the marina for vessel dockage and upland infrastructure;
- Residents may be utilizing the marina within their backyard;
- Community utilizing the marina as a waterfront destination and recreational opportunity; and,
- Boat-ramp users utilizing the trailer parking slips to store their trailer and vehicle during the boat ramp hours of operation.

Based on the user groups and desired functional uses, the plan focuses on optimizing the marina and supporting upland infrastructure to meet the needs of marina patrons and the South Florida boating market. The plan also creates green space, walking and bike paths, and activates the marina waterfront to invite visitors from the neighborhood and community to enjoy the marina as a waterfront destination. The plan also maintains the function and accessibility of the trailer parking for the boat ramp users, with recommendations for enforcement operations to help alleviate parking issues when the lot is full.

Getting there. Based on the future projections for Broward County traffic estimates, there is a need to develop a strategic traffic and transportation plan to get people to and from the Hollywood Marina. Early in the planning process transportation, traffic, and parking were key issues identified given the residential location and geographical constraints of the marina. Based on the nature of the marina master plan being focused on the marina, this plan optimizes parking to support marina patrons, marina staff, and the public, while minimizing impacts to trailer parking availability.

The master plan focuses on optimizing transportation to and from the marina to include:

- Vessels;
- Vehicles;
- Ride-shares;
- Cyclists; and
- Pedestrians.

The plan outlines routes and transit paths for the different methods of transportation to and from the marina. The routes include improved public walkways that connect the western basin to the Stranahan River (ICWW), a wharf-type waterfront to activate the interface with the marina and the Intracoastal, as well as, shading, seating, and recreational park space for the public to enjoy.



6. YEAR-ROUND ACTIVITY

Hollywood, Florida is home to some of the best weather and recreational opportunities year-round. The mild winters invite boaters from all over the world to exchange their snowy winters for South Florida’s sunshine, palm trees, and welcoming waters. This plan recognizes the prime location of the marina and recommends adjusting the City’s operations to align with seasonal demands from the South Florida boating industry.

The marina has the opportunity to capitalize on the seasonal demands of the boating industry and develop an operations strategy that optimizes dockage revenue and marina capacity. By adjusting the operations to capture the seasonal demand, the marina will gain additional revenue, and can offer discounted pricing during off-season markets.

The plan also recommends reviewing the City’s approach to slip duration. The Market Study identified opportunities for the City to adjust the slip duration pricing, varying it from transient, daily, monthly, annually, depending on the needs of the patrons and the demand of the boating communities. For example, by utilizing strategic pricing, aligning with the seasonal and durational demands, the Marina could make between 27% to 44% more on a single slip. Furthermore, incentive pricing could draw in additional marina patrons to keep the marina at 100% capacity year-round.

The plan also recommends activating the marina park area for patrons, residents, and visitors to enjoy the prime waterfront location all year long. The recommended continuous walking and cycling path extends from the western basin to the marina, and along the Stranahan River (ICWW) for 1 mile round trip walk path along the City’s waterfront. The park and green space, provide significant improvements and added space to the marina grounds. The grounds can be used year-round to host community events, educational and outreach series, health and wellness classes, and provide gathering spaces with waterfront views from the great lawn.

The marina building could also function as a community space, if desired by the City. The recommended rooftop terrace could be a great place to enjoy a sunrise view of the ocean or a sunset view over the city. This space could also be used to host City functions in the mild winters, and can offer temporary shade structures during the warmer spring and summer months.

The plan also recognizes the future opportunities as the plan is implemented and the marina functions grow. One such opportunity could be to coordinate with the Water Taxi to potentially add a stop at the marina.



7. RECREATION

This pillar represents the strategic goals of the master plan to become a top-rated facility and marine destination for locals and visitors alike. The plan focus on redevelopment of the marina, waterfront, and supporting upland infrastructure, by optimizing recreational assets. The plan focused on the end user groups and why they would come to and how they would use the marina for recreational purposes.

The following end-user groups and functions were identified:

- Marina patrons seeking recreational opportunities on the water and in the adjacent upland, to include marina headquarters building and recreational lounge facilities;
- Residents seeking a marina facility and recreational program that aligns with the fabric of their neighborhood;
- Community seeking a safe, and fun space, viewing the marina as a waterfront destination for recreational opportunity; and,
- Boat-ramp users seeking accessible launching facilities to enjoy a day boating on the water.

During the public engagement periods, a need was identified for non-motorized water craft use, like kayaks and paddleboards. The plan recommends dual-purposing the westernmost boat ramp launch with signage and demarcation to allow the launch of kayaks and small watercraft. The existing boat ramp infrastructure can accommodate this recommendation, and it provides a safe location for kayaks to launch away from the marina and from boat ramp vessels by designating a shared launch ramp. Small craft users can navigate the shallow areas of the western basin and North Lake.

The plan also recommends activating the marina park area for patrons, residents, and visitors to enjoy the prime waterfront location all year long. With the proposed park and green space, the City can utilize the marina grounds to host community events, like the annual Cardboard Boat Races. Some example opportunities include health and wellness classes that could be offered on the great lawn along the Stranahan River (ICWW) waterway. The green space and working waterfront also offer opportunities for education and outreach events to help educate the public and community on the natural resources and the importance of resiliency measures for the marina.



8. OPPORTUNITIES

The opportunities for the Hollywood Marina are nearly limitless. Due to the fantastic location on North Lake and the Stranahan River (ICWW), just miles from access to the Atlantic, the marina is in a prime location to meet the needs of the South Florida boating market. Additionally, the marina provides prime waterfront real estate and acts as a recreational destination for the residents, community and visitors. The plan has incorporated several of the immediate opportunities to address current issues and develop a top-rated marina for the City and community to enjoy.

This planning effort provides the framework and vision of how to achieve the desired marina, outlined by industry experience, market trends, public engagement, key stakeholder feedback, and balancing constraints. The next step is to take this framework and begin to develop the design and implementation. During that process, there are several additional opportunities for consideration.

ADDITIONAL WET-SLIPS. It is highly recommended for the City to request and obtain additional wet-slips for the marina. To add an additional slip to the existing marina is a relatively low cost and a relatively high, continuous form of revenue. For example, a single wet-slip could add \$10,000 to \$40,000 per year, depending on slip size, pricing, and other factors, to the marina’s annual revenue. For comparison purposes, the entire marina parking (36 trailer slips and public parking) brings in \$70,000 to \$135,000 per year.

Currently, the plan utilizes the existing 55 wet slips, keeps 35 trailer parking slips, and adds 1 transient slip for the proposed upgrades to the fuel dock. It is recommended that the City continue to request additional slip leases from Broward County - Southern Zone. If slips are not able to be obtained from the County, it is recommended that the City consider converting some of the dry trailer parking “slips” to wet-slips.

The additional slips and recommended build out will require maintenance dredging to ensure the safety standards are met for navigational requirements

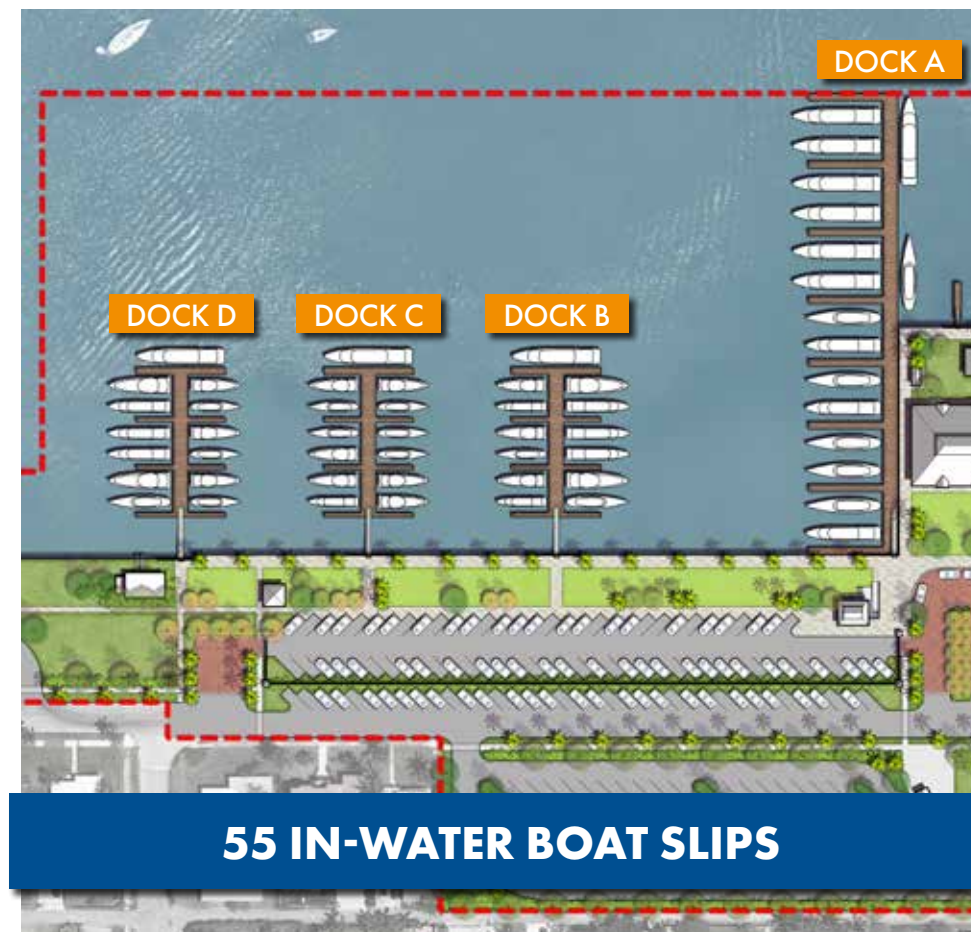
FUTURE OPPORTUNITIES. The plan was developed to align with the City’s overarching vision of development and operations. There are several additional future opportunities that should be considered as the framework for the plan is taken to design. These include:

- Potential future mooring field or operational enforcement in North Lake;
- Holland Park boat ramp facilities and design life; and,
- Coordination with Tidal Flooding Mitigation design for the land-water interface.

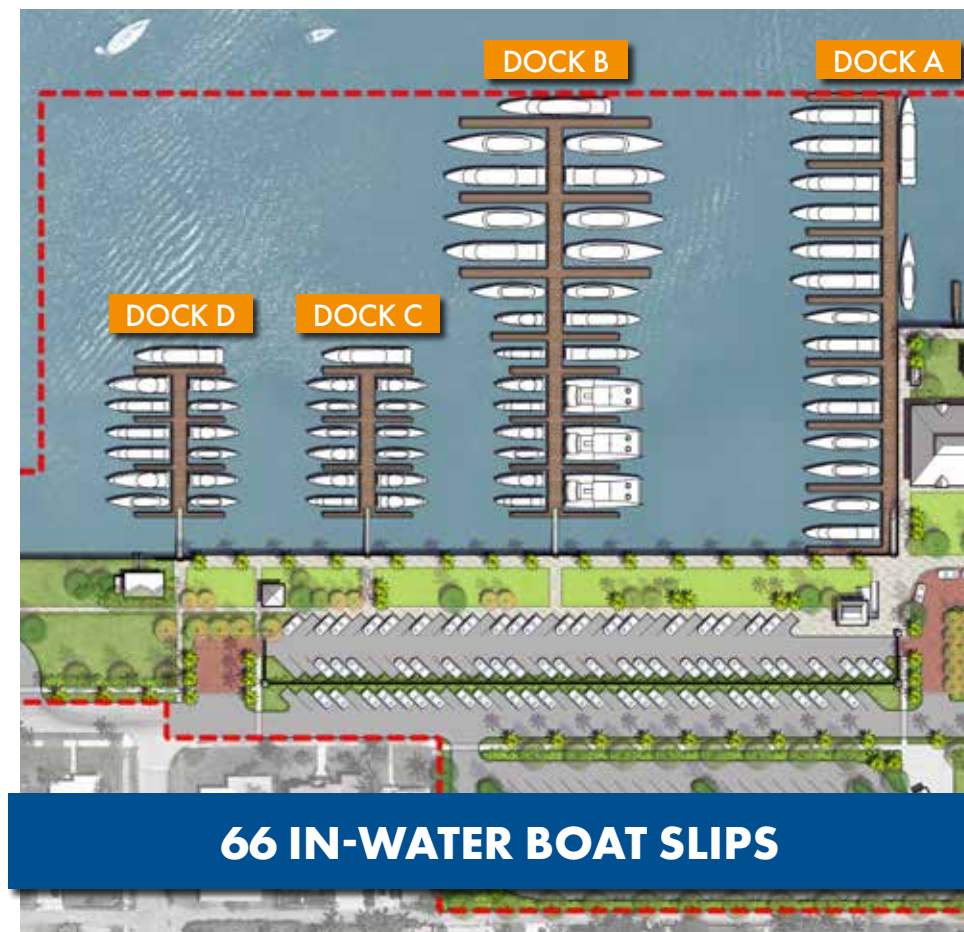
EXPANSION BUILD OUT. Based on the slip availability, the master plan proposes to start with the existing 55 slip target as the base build out for the larger master plan. The layout is aligned with industry design standards and vessel navigation requirements outlined by American Society of Civil Engineers (ASCE) and World Association for Waterborne Transport Infrastructure (PIANC). The expansion build-out is recommended as:

- **STEP 1 IMMEDIATE ACTIONS.** Request additional slips from the Broward County, Review marketing strategy, pricing, and operations to align with Marine Market Study findings (inc. Apply for Grant Funding), and Improve Fuel Dock accessibility to generate revenue to help pay for the proposed master plan elements.
- **STEP 2 MARINA IMPROVEMENTS.** Upgrade power to Dock A to ensure 100% marina capacity can be attained, and build out master plan docks, based on slip availability.
- **STEP 3 UPLAND IMPROVEMENTS.** Based on grant funding timelines, implement upland infrastructure, Marina building, landscaping, and hardscape improvements.
- **FUTURE ACTIONS.** Review trailer parking lot as slip availability and/or conversion options are discussed. Coordinate with City on existing utility capacity to refine plan options for potential increase in fuel storage.

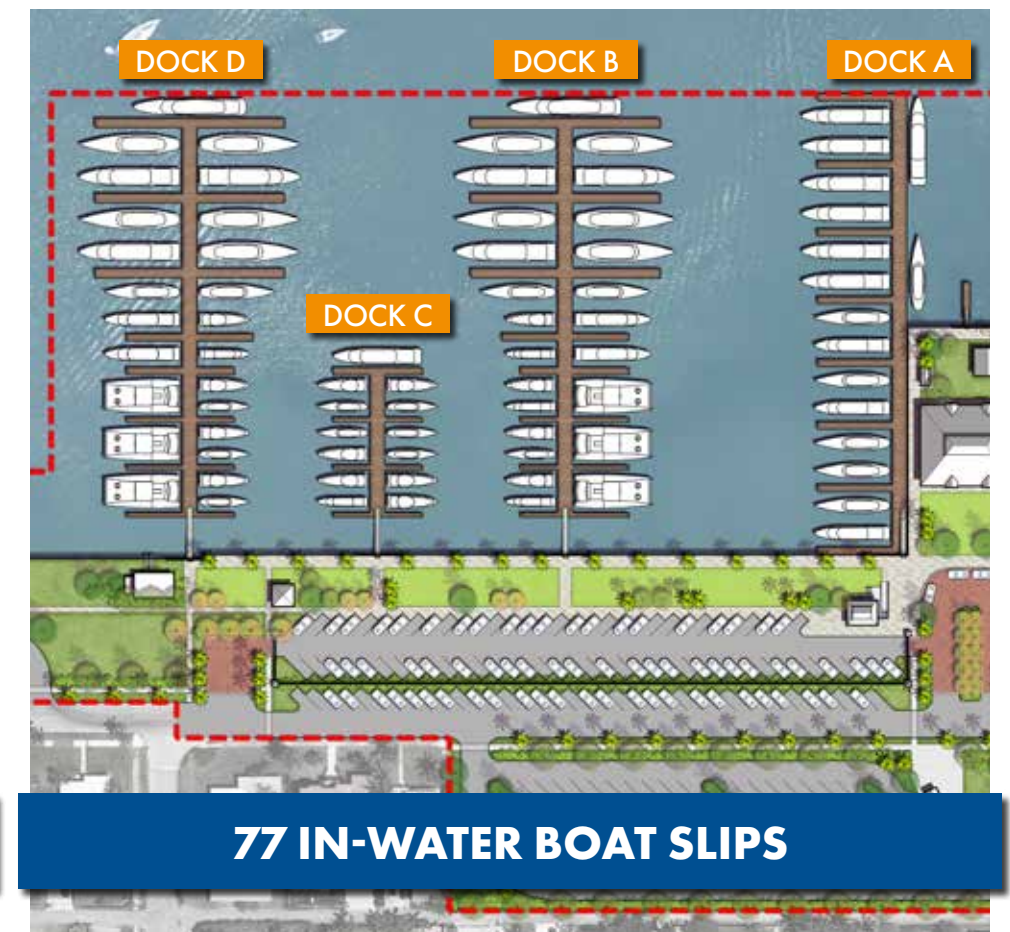
EXPANSION 1. SHORT-TERM INVESTMENT



EXPANSION 2. MID-TERM INVESTMENT



EXPANSION 3. LONG-TERM INVESTMENT







IMPLEMENTATION & NEXT STEPS

4

4.1 A ROADMAP FORWARD

Implementation of the Hollywood Marina Master Plan is a 20-year endeavor. Initial investments and market success will create a foundation for subsequent steps and projects. The Master Plan is a roadmap to help bring forward a future. Recognizing market forces and community priorities change, the Plan is flexible in its implementation to accommodate change.

Plan implementation will occur in stages, while market conditions, design, on-going analysis and availability of financial resources may prolong or accelerate implementation of specific projects. In the following section, we identify critical components that will support the advancement of the Master Plan.

PHASING. The vision will be implemented over phases and prioritized on several factors, from the availability of funding to which project(s) are most important to the community. Identification of those first few project(s) is critical to success... to achieve those early wins that allow the community to see

PERMITTING. Based on the outcome of the Master Planning process, efforts to permit and codify the uses and activities you want... and don't want... will need to happen. The Planning Team will provide initial recommendations on permitting and other regulatory needs.

PROJECT CHAMPIONS. Implementation of the Vision Plan will require sustained, continued focus and determination by individuals and groups over the long term. Perhaps the most critical element will be maintaining the momentum following this planning process. We recommend the formation of a City of Hollywood Marina Committee, comprised of City staff, community leaders and other willing community members identified by the City of. This group should be tasked to:

- Validate identified starter projects and studies that align squarely with conditions in the marketplace;
- Study the establishment of a permanent entity dedicated to advancing design, funding, and projects following the master planning effort;
- Develop design standards for the site and work to address needed changes to zoning, permitting, and other regulatory elements to solidify the community's vision and uses for the site;
- Work with the City and other outside experts to advance grant identification and writing in support of early and next stage action items; and,
- Develop a website, social media, and other information platforms designed to continually keep the community up-to-date on planned events and overall advancement of the vision plan and key initiatives.





ROUGH ORDER OF MAGNITUDE (ROM) COST

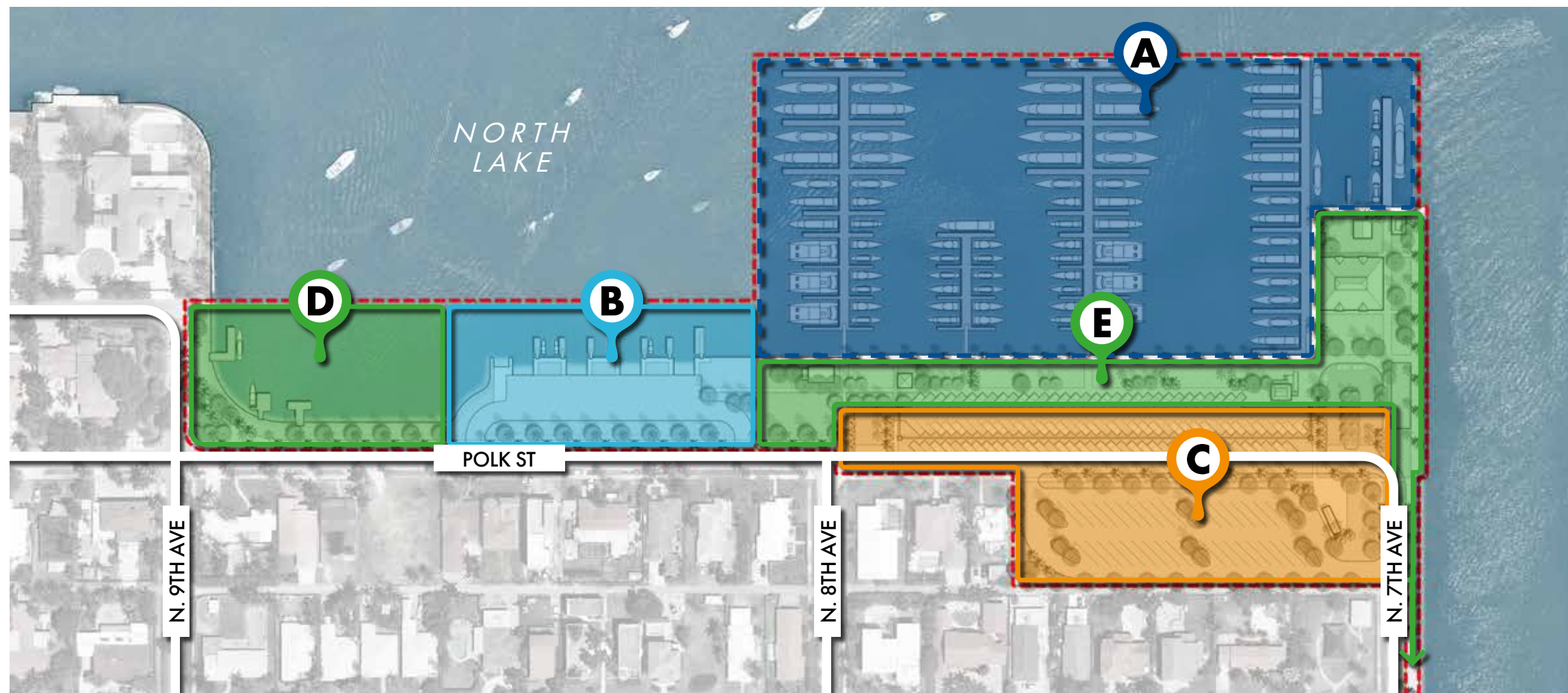
Master Plan implementation will occur over time, with follow-on studies and initial investments leading to subsequent steps and projects. Advancement of the master plan is reliant on the funding and design of several projects that will, when fully assembled, achieve the mission and meet the guide posts outlined in Sections 2 and 3.

The following graphic identifies the use boundaries and how they piecemeal together on the project site. Additionally, the accompanying table provides a Rough Order of Magnitude (ROM) Cost for improvements within each zone. Zones proposed within the Master Plan include:

- A. Marina Docks
- B. Hollywood Marina Boat Ramp
- C. Marina Parking Surface Lots
- D. Western End
- E. Marina Park

ROUGH ORDER OF MAGNITUDE (ROM). AVERAGE PROJECT COST

ID	COST (\$USD)
A Marina Docks	\$14.2M
Dock A & Fuel Dock	\$3.8M
Dock B, C & D Replacement	\$3.6M
Dock B Expansion	\$3.1M
Dock D Expansion	\$3.7M
B Hollywood Marina Boat Ramp	-
C Marina Parking Surface Lots	\$1.75
D Western End	-
E Marina Park	\$9.55M
Total Cost	\$25.5M



Legend

- A Marina Docks
- B Hollywood Marina Boat Ramp
- C Marina Parking Surface Lots
- D Western End
- E Marina Park

PROJECT FUNDING & GRANTS

Economic development and other project funding sources can be employed to advance initiatives outlined under this master plan. It is quite common to finance community development initiatives with multiple sources of funding—private capital and bond initiatives, philanthropic grants, incentives offered by local utilities, and local, state and federal government grants and subsidies. While government grants and subsidies are a good starting point, these types of funding are not guaranteed and may decline over time. Grants generally require some degree of local match. Materials provided within the Master Plan provide a strong starting point to meet requirements of many grant submission applications.

FUNDING. Funding will come from several sources, from revenues generated on site to grants and other public-sector backing. The Planning Team is already advancing thoughts on funding the vision, inclusive of early identification of federal and state grants for boating, mobility, environmental restoration and other elements.

To help address the costs associated with the Master Plan buildout, the team conducted an economic analysis to focus on fiscal resiliency and a self-sustaining marina. This analysis identified two main opportunities to increase revenue for the marina: Marina Operations and Dockage, and Fuel Sales.

The estimated potential improvements to these existing revenue streams are illustrated below, and are dependent on the level of desired implementation:

MARINA. +/- \$ 150,000 - \$500,000 /YEAR

ITEM	% RISE	\$/YEAR
Slip Rate Variability & Market Alignment		
Market Average	27%	\$160,000
Slip Size	10%	\$60,000
Season	10%	\$60,000
Duration (Transient, Monthly, Annual)	19	28%
Electricity (Weekly Rate, 50A)		\$170,000
Liveaboard Feeds (Annual per Boat)		\$1,500
Amenities in Expanded Marina Headquarters		
Additional Slips for Southern Zone		

FUEL SALES. +/- \$50,000 - \$500,000 /YEAR

ITEM	% RISE	\$/YEAR
Increase Fuel Price per Gallon to Match Market		
\$0.25/Gallon Increase		\$50,000
Increase Volume Sold (with ICWW Access)		
40' - 70' Vessels (200 - 500 Gallon)		\$200 - \$500,000
70' + Vessels (1,000 Gallon)		\$500,000 - \$1M

GRANTS. Through the economic analysis and planning process, the team also identified the opportunity for the City to pursue specific capital infrastructure and program improvement grants. These grants bring additional money to the table to help balance the initial cost of construction and design of the marina master plan. The plan recommends that the City develop a grant strategy that includes targeted applications and frequency, based on the phasing, revenue streams, and additional slip lease availability. Funding sources may include:

- **BUILD GRANT.** (TIGER Grant formerly) \$1-10M
- **BIGP FWC.** Boating Infrastructure Grant Program \$1.5M
- **BRIC.** FEMA Building Resilient Infrastructure & Communities \$1M+
- **WAP.** FIND Waterway Assistance Program \$1M+
- **FDEP.** Resilient Florida Grant Program \$1M+
- **FDEP.** Land & Water Conservation Grant \$1M
- **FBIP.** Florida Boating Improvement Program \$400,000

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FY2020 REVENUE

\$1,188,001.77

FIGURES REPRESENT GROSS PROFIT.

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Legend

	\$592,203.18	Dockage
	\$590,078.59	Fuel
	\$5,720	Other (Ice (\$1,884), Laundry (\$1,785), Pumpout (\$1,575), Oil (\$350), Misc. (\$126))

