

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

DATE: June 11, 2024 **FILE:** 23-L-86

TO: Planning and Development Board

VIA: Anand Balram, Planning Manager

FROM: Cameron Palmer, Principal Planner/Supervisor, Development Planning

SUBJECT: The City of Hollywood & Park Road Developments LLC requests an amendment to the City's Comprehensive Plan to change the Land Use designation from Utilities (UTL) and Open Space and Recreation (OSR) to High (50) Residential (HRES) and General Business (GBUS); amending the City's Land Use Map to reflect the change generally located on the northwest corner of South Park Road and Pembroke Road.

REQUEST:

Amendment to the City's Comprehensive Plan to change the land use designation of approximately 34 acres of land from the from Utilities (UTL) and Open Space & Recreation (OSR) to the High (50) Residential (HRES) and General Business (GBUS) designation; amending the Future Land Use Map to reflect the change.

RECOMMENDATION:

Staff finds the proposed land use change to be consistent with Article 1 of the Broward County Administrative Rules Document, Broward County Land Use Plan, the City Wide Master Plan and the City's Comprehensive Plan. Staff recommends the Planning and Development Board, acting as the Local Planning Agency, forward this petition to the City Commission with a recommendation of *approval*.

BACKGROUND

The Applicant, Park Road Developments LLC, was the successful respondent of a City of Hollywood issued a Request for Proposals in 2018 for redevelopment of the Property which was historically used as a landfill and for Public Works operations. Designated a brownfield, the Applicant and the City entered into a Public/Private Partnership ("P3") agreement to redevelop and reprogram the site into an asset for the City. The requested land use plan amendment is the first step of a multi-step process required to enable the site redevelopment and to allow the Applicant to fulfill their contractual obligation as part of the P3 agreement with the City.

The subject site is also a designated Brownfield, requiring extensive remediation works due to the previous use of a landfill. As a result, the redevelopment of these lands has proven to be cost prohibitive and untimely for either the City or the private sector to undertake independently. Consequently, the Public-Private Partnership (P3) agreement was established, enabling both parties to collaborate in

bringing a new vision for the Park Road area to fruition. The realization of this vision is a multi-step process that will involve a Land Use Plan Amendment, which is the basis of this request, to both the City and County Comprehensive Plan and associated Future Land Use Maps. These policy amendments will establish new permitted land use designations on the property, 'General Business' and 'High Residential'.

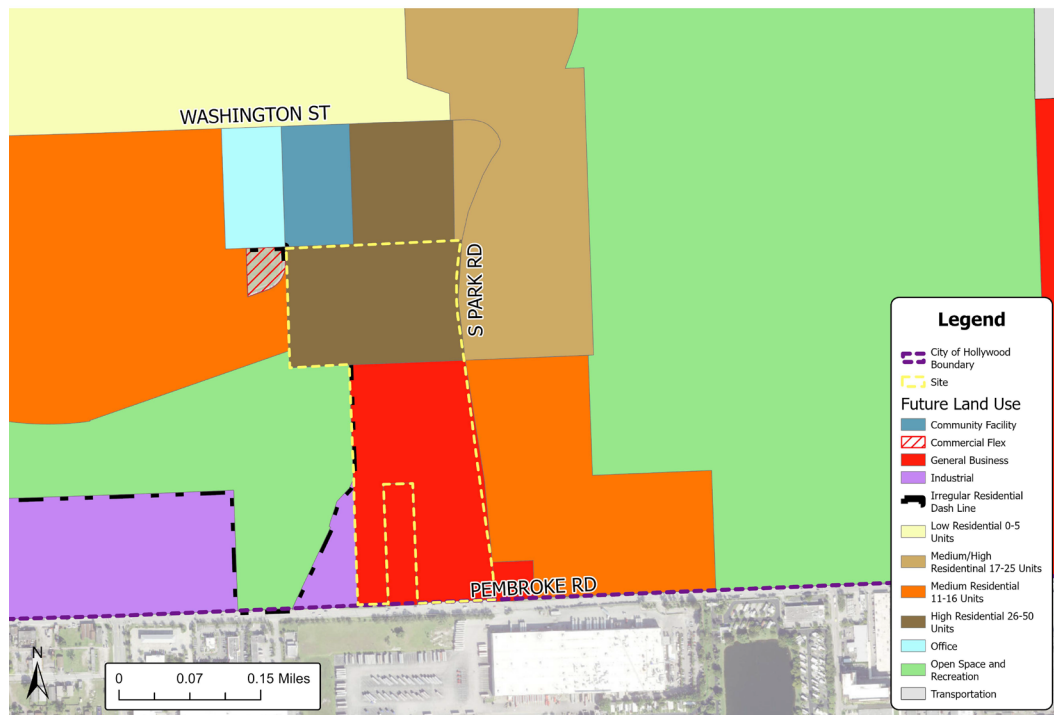
After the land use designations are established, the applicant will submit a request to rezone the property from its current zoning districts to a new zone that permits the development. Following this step, the applicant will submit individual design and site plan requests to specify the locations of the buildings and their intended uses on the property.

REQUEST

The request is to amend the Land Use element of the City's Comprehensive Plan Element to change the land use designation from 'Utilities' (UTL) and 'Open Space & Recreation' (OSR) to the 'High (50) Residential' (HRES) and 'General Business' (GBUS) designation. The subject site comprises of several parcels totaling 34.21 gross acres and 30.8 net acres, generally located at 1600 S. Park Road and including properties and adjacent rights-of-way within the northwest area generally located north of Pembroke Road, west South Park Road, and south of Hillcrest Drive. The property is currently occupied by the City's Public Works department to the southern portion of the property with the northern portion of the property, immediately south of Hillcrest Drive, being undeveloped as passive open space.

The southern portions of the property, totaling approximately 11.8 acres, are proposed to be redesignated as 'General Business'. The northern portions of the property, totaling approximately 16.7 acres, are proposed to be redesignated to 'High Residential'. The proposed redesignations are depicted in Figure 1 below. It is important to note that at this stage of the process the land use designation boundaries are conceptual and will be refined to the exact locations through surveying prior to City Commission approval (and Broward County Planning Council approval).

Figure 1: Proposed Amendment to the City's Future Land Use Map



Regarding programming, the applicant is proposing the following future uses on the property:

- Multifamily residential uses: 630 dwelling units, a total density of 37.7 du/acre;
- Civic uses (associated with the Public Works Department): 100,000 square feet (FAR of <3.0);
- General office uses (non-city related): 45,000 square feet (FAR of <3.0); and
- General commercial uses: 35,000 square feet (FAR of <3.0).

The applicant has indicated as part of their submittal package that across all proposed land designations that approximately 11 acres of common open space will be provided for passive recreation.

The intent of the Land Use Plan Amendment is to implement a development which will include a new City owned and operated Public Works Department offices and maintenance facility, as well as private residential and commercial development.

SITE INFORMATION

Owner:	City of Hollywood
Applicant:	Park Road Developments, LLC
Address/Location:	Generally located on the north-west corner of South Park Road and Pembroke Road, south of Hillcrest Drive
Gross Size of Property	34.2 acres
Net Size of Property:	30.8 acres
Land Use:	Utilities & Parks and Open Space
Zoning:	Government Use (GU)
Existing Use of Land:	Ornamentals, Miscellaneous Agriculture
Year Built:	Not Applicable (Broward County Property Appraiser)
Proposed Land Use:	High (50) Residential (HRES) and General Business (GBUS)

ADJACENT LAND USE

North:	High (50) Residential (HRES)
South:	Pembroke Park
East:	General Business (GBUS) and Medium (16) Residential
West:	Industrial (IND) & Open Space and Recreation

ADJACENT ZONING

North:	Hospital District (HD) & Multiple Family District (RM-25)
South:	Pembroke Park
East:	Multiple Family District (RM-25) & Trailer Park District (TD) & Low Intensity Industrial and Manufacturing District (IM-1)
West:	Planned Unit Development (PUD) & Low Intensity Industrial and Manufacturing District (IM-1) & Office District (O-1)

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The intent of the Land Use Element of the Comprehensive plan is to lay out a broad physical plan for the future development of the city. This is the only element describing appropriate locations for future Land Use and declares the policies regulating their location and development. The Land Use Element takes into consideration factors affecting current development trends. The proposed amendment is consistent with the following policies of the comprehensive plan:

Land Use Element:

Goal: *Promote a distribution of Land Uses that will enhance and improve the residential, business, resort and natural communities while allowing land owners to maximize the use of their property.*

Policy 1.3: *Maintain the City Code or Zoning and Development regulations to require that all new and existing unsewered development, where practical and financially feasible, including new residential units, be connected to the sewer system.*

Policy 3.1.6: *Create development nodes at major intersections where opportunity exists for larger parcels to be assembled for redevelopment. (CWMP Policy 1.6)*

Objective 3.2: Assist, coordinate and monitor adjacent municipalities' land development efforts along major thoroughfare corridors and, when feasible, implement plans, Capital Improvement Projects and other programs to supplement and enhance economic development, land use changes, streetscape design, and infrastructure service improvements along these corridors.

OBJECTIVE 4: Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses, and tourist areas.

Policy 4.6: Maintain the Zoning and Development Regulations that improve requirements for drainage and stormwater management consistent with the criteria of the South Florida Water Management District, on site open space, and on site traffic flow.

OBJECTIVE 5: Encourage appropriate infill redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination.

Policy 17.4: Assist property owners in applying for and obtaining Brownfield cleanup assistance. (CWMP Policy 3.48)

OBJECTIVE 6: Encourage multi-use areas and mixed uses concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development.

Policy 6.5: Encourage the creation of zoning mixed-use and/or special-use districts to address areas of special concern. (CWMP Policy CW.17)

Policy 7.4: Maintain the level of service for the City's park and open space standard of 3 acres per 1000 population to assess adequacy of service.

Objective 7: Achieve consistency with the Broward County Land Use Plan by adopting the following goals, objectives, and policies into the City's Land Use Element, by reference, from other elements of the City's Comprehensive Plan. See Exhibit A at the end of the Land Use Element.

Policy 7.41: Coordinate traffic circulation with future Land Use designations as specified by the City's Land Use Plan by reviewing traffic impacts during the development review process and by coordinating with County and State Governments.

Objective 8: Fulfill the requirements of and achieve consistency with the Broward County Land Use Plan by adopting the following new City policies.

Policy 8.12: The compatibility of existing and future Land Uses shall be a primary consideration in the review and approval of amendments to the Broward County and City Land Use plans.

Objective 17: *Promote redevelopment of Brownfield sites and necessary cleanup of contamination. (CWMP Policy 3.47)*

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN:

The project is located in Sub-Area 6, defined by I-95 to the east, Washington Street to the north, Pembroke Road to the south and 52nd Avenue to the west. This area includes the residential neighborhoods of Liberia/Oakwood Hills, North Central and South Central. The proposed project is consistent with the City-Wide Master Plan, based upon the following Guiding Principles and Policies.

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

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

Policy CW.50: *Identify areas where buffers can be provided between residential and commercial/industrial uses and develop incentives to spur privately financed improvements.*

Policy CW.82: *Inventory vacant land and determine the potential for additional residential development*

Policy 3.39: *Support new housing and rehabilitation to replace deteriorated structures.*

SUMMARY OF FINDINGS

1. Pursuant to the policies City's Comprehensive Plan as identified, Staff finds the proposed Land Use change from Utilities (UTL) and Open Space & Recreation (OSR) to the High (50) Residential (HRES) and General Business (GBUS) designation, referred to as the Park Road LUPA, to be supported by the policies of City's Comprehensive Plan.
2. Pursuant to the policies City-Wide Master Plan Guiding Principles as identified, Staff finds the proposed Land Use change from Utilities (UTL) and Open Space & Recreation (OSR) to the High (50) Residential (HRES) and General Business (GBUS) designation, referred to as the Park Road LUPA, to be consistent with the City-Wide Master Plan.

Additional reviews will be required for the following phases of this project and will include Rezoning and Design and Site Plan applications, to ensure consistency with the Zoning and Land Development Regulations and the City's vision.

ATTACHMENTS

ATTACHMENT A: Application Package

ATTACHMENT B: Land Use and Zoning Map