

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

**DATE:** July 9, 2024 **FILE:** 24-T-46

**TO:** Planning and Development Board

**VIA:** Anand Balram, Planning Manager

**FROM:** Joseph A. Colón, Planner II

**SUBJECT:** Text Amendment to Articles 4 of the Zoning and Land Development Regulations amending the permitted uses within the RC-2 Historic Retail Core and YC Young Circle Mixed-Use District zoning districts.

**REQUEST:**

Text Amendment to Articles 4 of the Zoning and Land Development Regulations amending the permitted uses within the RC-2 Historic Retail Core and YC Young Circle Mixed-Use District zoning districts.

**RECOMMENDATION:**

The Joint Meeting of the Historic Preservation Board and the Planning and Development Board, acting as the Local Planning Agency, forward *a recommendation of approval* to the City Commission.

**REQUEST**

This text amendment is a request by the Community Redevelopment Agency (CRA) Board. The nature of offices, which attract employees and occasional clientele, is magnified with the “personal services” use classification, which attract similar amount of employees but will likely yield more clientele in shorter intervals throughout the day. Therefore, personal services have been included in the scope of the request. The effort is supported by the aim to uphold the Objectives, Goals, and Policies of the City’s Comprehensive and City-Wide Master Plan.

## BACKGROUND

### Hollywood Downtown Community Redevelopment Plan

Pursuant to Goal 2 – Urban Form, Objective 2B, Policy 2B-2.b.:

“Establish Harrison Street and Tyler Street as supporting corridors that include active office use in addition to retail and dining activities on the ground floor.”

### BrowardNext- Broward County Land Use Plan

Broward County governs the land uses designation county-wide. However, the exact boundaries for zoning are determined by the local government within reasonable limitations. Local governments determine those uses which are permitted, allowed via special exceptions, or not permitted, with direction of the County’s Land use Plan. Activity Center Use is a Broward County Land Use designation that intends an interconnected mix of land uses supported by mass transit and non-motorized transportation that provides a provision of incentives for quality development and definition to the urban form. Under the designation of Commerce, local land uses are permitted in so that they support mixed-use development to integrate housing, employment, retail, recreation and local and regional community facilities with a primary orientation toward a multi-modal transportation system.

### City of Hollywood Comprehensive Plan and City-Wide Master Plan

The ‘Regional Activity Center’ land use designation of the City of Hollywood’s Land Use Element conforms with the Broward County Land Use Plan ‘Activity Center’ designation which permits an interconnected mix of land uses supported by mass transit and non-motorized transportation. ‘Regional Activity Center’ (RAC) land use designation specifically establishes a “Focus on the best mix of office, service, retail, entertainment, residential, community facilities, open space and transportation uses that will promote a lively, livable, and successful regional downtown area”.

As it relates to the Comprehensive Plan, the following objectives and policies are relevant (***bold text added for emphasis***):

*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 4.13: Encourage mixed-use overlay districts, expanding uses and increasing City of Hollywood Comprehensive Plan Land Use Element Page LU-76 January 2008 heights, as well as, **more intense office, commercial and mixed-use.** (CWMP Policy 3.9)

Policy 4.14: Create a **pedestrian oriented corridor along Hollywood Boulevard** as part of the zoning overlay regulations. (CWMP Policy 3.10)

*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 5.5: Continue **redeveloping the downtown**.

*Objective 10:* “The City of Hollywood shall encourage the centralization of commercial, governmental, retail, residential, and cultural activities within the Downtown Central Business District and Beach Community Redevelopment Agency (CRA) area in order to promote the use of existing infrastructure and to accommodate growth in an orderly, efficient, and environmentally acceptable manner.”

Policy 10.3: **Encourage development of office space in the Downtown** and other desired locations in the surrounding area. (CWMP Policy 2.9)

Policy 10.7: Provide a **mix of businesses** and events **that will attract area residents to the Downtown**. (CWMP Policy 2.16)

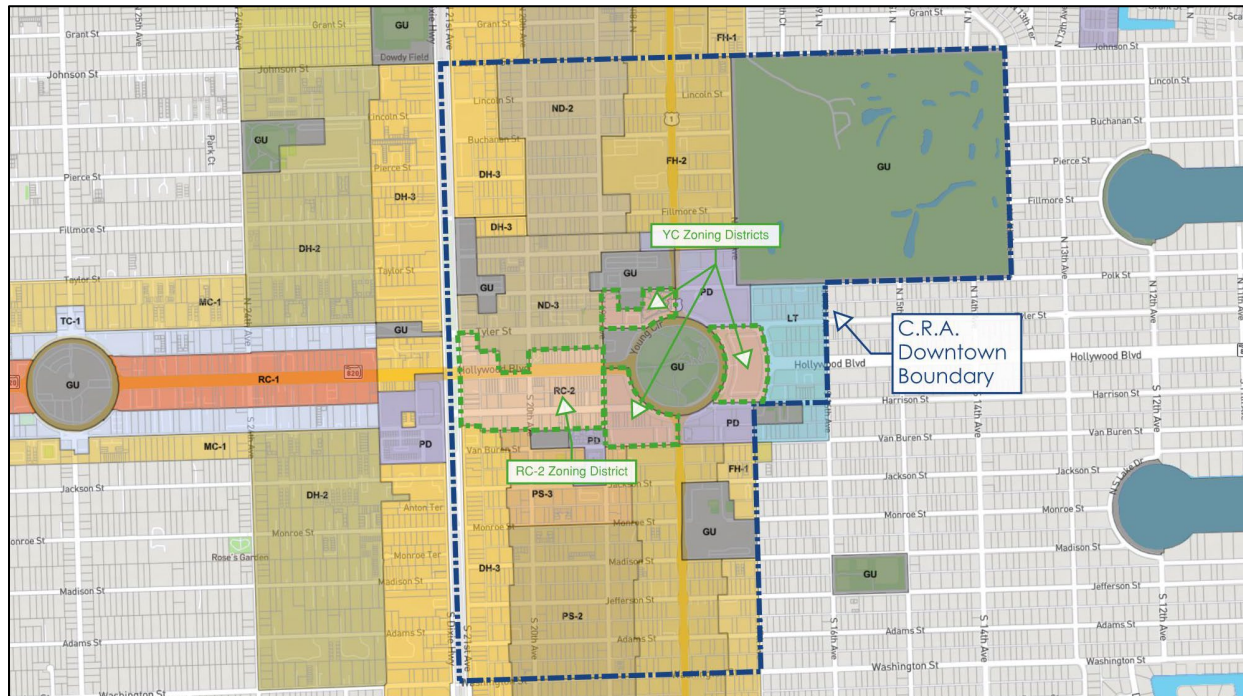
### Hollywood Zoning Code

Based on the permissions of the land use designations, zoning districts are established. The City has established eighteen (18) zoning districts within the Regional Activity Center (RAC) municipal land use designation. They are found in **Article 4, § 4.6.B** of the Hollywood Zoning Code (ZLDR) and reproduced below as follows:

1. DH-1 – Dixie Highway Low Intensity Multi-Family District
2. DH-2 – Dixie Highway Medium Intensity Multi-Family District
3. DH-3 – Dixie Highway High Intensity Mixed-Use District
4. FH-1 – Federal Highway Low-Medium Intensity Multi-Family District
5. FH-2 – Federal Highway Medium-High Intensity Mixed-Use District
6. MC-1 – Multi-Family Residential Core
7. ND-1 – North Downtown Low Intensity Multi-Family District
8. ND-2 – North Downtown Medium Intensity Multi-Family District
9. ND-3 – North Downtown High Intensity Mixed-Use District
10. PR – Pembroke Road Mixed-Use District
11. PS-1 – Parkside Low Intensity Multi-Family District
12. PS-2 – Parkside Medium Intensity Multi-Family District
13. PS-3 – Parkside High Intensity Mixed-Use District
14. TC-1 – Transitional Core
15. RC-1 – Retail Core
16. RC-2 – Historic Retail Core
17. SS – Sheridan Street Mixed-Use District
18. YC – Young Circle Mixed-Use District

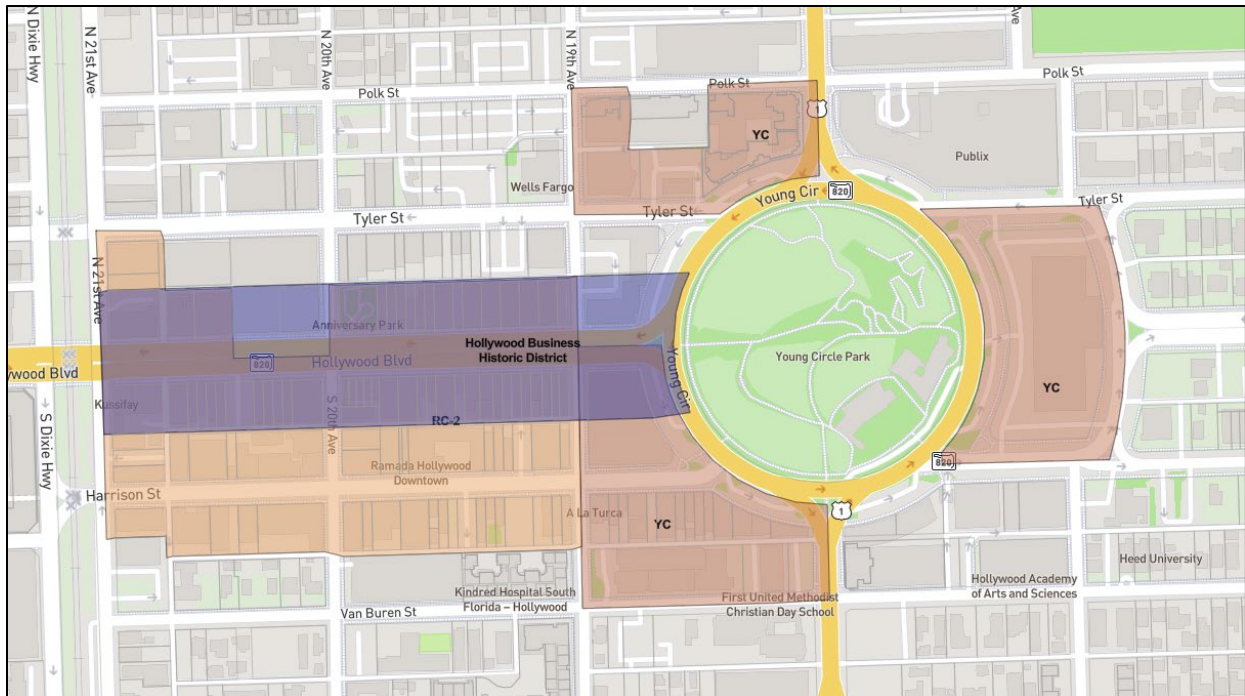
In addition to the eighteen (18) zoning districts above, within the surveyed area exist GU Government Use and PD Planned Development zoning districts. Of the twenty (20) aforementioned zoning districts, only the following are relevant in restricting ground floor office and personal service uses:

- RC-2: Historic Retail Core
- YC: Young Circle Mixed-Use District



MAP #1

The above referenced zoning districts are depicted in **MAP #1**. It should be noted that the GU and PD Districts are regulated by their own individually established regulations for each property. All other zoning districts permit ground floor office uses except the RC-2 and YC Districts. These two (2) aforementioned zonings districts are they only zoned areas within the Hollywood Zoning Code that currently explicitly prohibit ground floor office uses, including other similar commercial uses, such as personal services. Due to portions of both zones being within the boundaries of the “Hollywood Historic Business district” (See **MAP #2**), this text amendment is subject to a joint Planning Development Board and Historic Preservation Board joint public hearing.



**MAP #2**

*Existing Language:*

Excerpts from the City’s Zoning and Land Development Regulations of **Article 4, Section 4.6.B.RC(d)(i): RC-2 – Historic Retail Core Use Table** and **Article 4, Section 4.6.B.YC(i): YC – Young Circle Mixed-Use District Use Table** are attached hereto within Appendix as Attachments A and B.

*Active Uses:*

For the reasons that will be explained below for this request, the staff has included the language related to “active use” within the Regional Activity Center. The Existing Language in **Article 4, Section 4.6.A** is as follows:

- **ACTIVE USE.** An enclosed building use designed for human occupation with a direct view to adjacent streets or open space, commercial active uses generally include, but are not limited to, retail, personal services, offices, hotels, restaurants, coffee shops, libraries, municipal facilities, common areas, entrance lobbies, and the commercial uses associated with live/work. Residential active uses generally include, but are not limited to, residential units, common and lobby areas, lounges, gyms, and the residential uses associated with live/work. (See Appendix 1: Diagram 1)

- *ACTIVE USE, GROUND FLOOR.* An Active Use that attracts pedestrian activity; provides access to the general public; and conceals uses designed for parking and other non-active uses if present. (See Appendix 1: Diagram 1)

Offices and personal services are explicitly referenced within the definition of “active use” above. The subject use types would generate employee and visitor traffic from a variety of modal types as contemplated by “active use, ground floor”. Additionally, the definition of “Professional Office” per **Article 2, Section 2.2.**, includes financial institutions such as banks, which are also similar to personal services in that they attract employees to the area and generate customer traffic throughout the day. Therefore, the petitioned request for removing the prohibition of offices and personal services on the ground floor would bring the RC-2 and YC Districts into greater alignment with the intent of the zoning code and Regional Activity Center future land use designation. Additionally, these regulations would be utilized within planning reviews, therefore avoiding any potentially for non-service/-customer-oriented businesses on the ground floor in the applicable districts.

**PROPOSED LANGUAGE**

If the request is granted, the following sections of the City’s Zoning and Land Development Regulations would be revised as follows:

\* \* \*

(Coding: Words in ~~struck through~~ type are deletions from existing law; words underscored are additions).

\* \* \*

**Article 4, Section 4.6.B.RC(d)(i): RC-2 – Historic Retail Core Use Table.**

<i>RC-2 – Historic Retail Core Uses</i>			
<i>Main Permitted Uses</i>	<i>Accessory Uses</i>	<i>Special Exception Uses</i>	<i>Prohibited Uses</i>
<i>Adult Educational Facilities, above the ground floor<sup>1</sup></i>	<i>Artisan and Maker Manufacturing associated with Retail, Gallery, or Showroom</i>		<i>Adult Entertainment or Adult Related Uses</i>
<i>Amusement Uses (indoor)</i>	<i>Cabinet, Furniture, and Upholstery Shop associated to Retail or Showroom</i>	<i>Day Care Facility</i>	<i>All General and Heavy Manufacturing Uses</i>
<i>Antique, Consignment, Collectible, and Vintage Store</i>	<i>Food Processing associated with a Restaurant</i>	<i>Place of Worship, Meeting Hall, and Fraternal Lodge</i>	<i>Automotive Sales, Paint, or Repair</i>
<i>Assembly of Pre-manufactured Parts for Sale on Premises</i>	<i>Tattoo, Body Art, or Body Piercing Establishments, associated with an Art Gallery<sup>3</sup></i>	<i>Schools (Business, Commercial, or Vocational; K-12; and University)</i>	<i>Bulk Sales, Storage, or Display of Lumber and Building Materials</i>
<i>Bar, Lounge, or Night Club<sup>2</sup></i>	<i>Any use customarily associated with one of the Main Permitted Uses.</i>		<i>Car Wash</i>
<i>Commercial Uses</i>			<i>Contractor Shop and Storage (Indoor or Outdoor)</i>
			<i>Drive-in or Drive-thru Uses on Hollywood Boulevard</i>

<p>Dry Cleaner (Drop-off and Pick-up Only)</p> <p>Hotel</p> <p>Institutional above the ground floor</p> <p>Live-Work</p> <p>Microbrewery, Microdistillery, and Microwinery</p> <p>Multi-Family Residential, above the ground floor</p> <p>Museum, Art Gallery, and Similar Cultural Uses</p> <p>Personal Service <del>except on the ground floor adjacent to Hollywood Boulevard</del></p> <p>Office <del>on the ground floor adjacent to Hollywood Boulevard</del></p> <p>Restaurant</p> <p>Retail (Indoor)</p> <p>Schools (Recreational or Cultural)<sup>1</sup></p>			<p>Gun Shop</p> <p>Outdoor Storage</p> <p>Pawn Shop</p> <p>Psychic Help Uses</p> <p>Self-Storage Facility</p> <p>Service Station</p> <p>Thrift Shop</p> <p>Any use not listed as a Main Permitted Use.</p>
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<sup>1</sup> Adult Educational Facilities and Schools may require additional review for pedestrian and vehicular circulation, pick-up and drop off operations, traffic, etc. Limitations may be imposed in regards to capacity, hours of operation, parking, and circulation.

<sup>2</sup> Bar, Lounge, or Night Club shall be exempt from distance requirements listed in the Hollywood Code of Ordinances, § 113.03(A).

<sup>3</sup> Tattoo, Body Art, or Body Piercing Establishments shall be limited to 25 percent of the total gross floor area of the use; and exterior primary signage shall not be permitted.

See Section 4.3.J, 4.21, and 4.22 for Additional Use Regulations and Performance Standards.

**Article 4, Section 4.6.B.YC.i.(i): YC – Young Circle Mixed-Use District Use Table.**

<b>YC – Young Circle Mixed-Use District Uses</b>			
<b>Main Permitted Uses</b>	<b>Accessory Uses</b>	<b>Special Exception Uses</b>	<b>Prohibited Uses</b>

<p>Adult Educational Facilities, above the ground floor<sup>1</sup></p> <p>Amusement Uses (Indoor)</p> <p>Antique, Consignment, Collectible, and Vintage Store</p> <p>Artisan and Maker Manufacturing, except on the ground floor adjacent to Young Circle</p> <p>Assembly of Pre-manufactured Parts for Sale on Premises, except on the ground floor adjacent to Young Circle</p> <p>Automotive Rental (Office Only)</p> <p>Bar, Lounge, or Night Club<sup>2</sup></p> <p>Commercial Uses</p> <p>Dry Cleaners (Drop-off and Pick-up Only), <del>except on the ground floor adjacent to Young Circle</del></p> <p>Hotel</p> <p>Institutional, above the ground floor</p> <p>Live-Work, except on the ground floor adjacent to Young Circle</p> <p>Multi-Family Residential, except on the ground floor adjacent to Federal Highway, Tyler Street, Harrison Street, Hollywood Boulevard, and Young Circle.</p> <p>Museum, Art Gallery, and Similar Cultural Uses</p> <p>Office Uses, <del>except on the ground floor adjacent to Hollywood Boulevard and Young Circle</del></p> <p>Parking Lot and Garage (Commercial), except adjacent to Young Circle</p> <p>Personal Service, <del>except on the ground floor adjacent to Hollywood Boulevard and Young Circle</del></p> <p>Restaurant</p> <p>Retail (Indoor)</p> <p>Schools (Business, Commercial, or Vocational; Recreational or Cultural; and University), except on the ground</p>	<p>Food Processing associated with a Restaurant</p> <p>Tattoo, Body Art, or Body Piercing Establishments, associated with an Art Gallery<sup>2</sup></p> <p>Any use customarily associated with one of the Main Permitted Uses.</p>	<p>Amusement Uses (Outdoor)</p> <p>Day Care Facility</p> <p>Place of Worship, Meeting Hall, and Fraternal Lodge</p> <p>Schools (K-12)</p>	<p>Adult Entertainment or Adult Related Uses</p> <p>All General and Heavy Manufacturing Uses</p> <p>Automotive Sales, Paint, or Repair</p> <p>Bulk Sales, Storage, or Display of Lumber and Building Materials.</p> <p>Car Wash</p> <p>Coin Laundry</p> <p>Contractor Shop and Storage (Indoor or Outdoor)</p> <p>Drive-in or Drive-thru Uses, except when associated with Banks or Financial Institutions</p> <p>Funeral Home</p> <p>Gun Shop</p> <p>Outdoor Storage</p> <p>Pawn Shop</p> <p>Psychic Help Uses</p> <p>Self-Storage Facility</p> <p>Service Station</p> <p>Thrift Shop</p> <p>Any use not listed as a Main Permitted Use.</p>
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<i>floor adjacent to Hollywood Boulevard and Young Circle</i>			
<p><sup>1</sup> <i>Adult Educational Facilities and Schools may require additional review for pedestrian and vehicular circulation, pick-up and drop off operations, traffic, etc. Limitations may be imposed in regards to capacity, hours of operation, parking, and circulation.</i></p> <p><sup>2</sup> <i>Tattoo, Body Art, or Body Piercing Establishments shall be limited to 25 percent of the total gross <u>floor area</u> of the use; and exterior primary signage shall not be permitted.</i></p> <p><i>Those properties located within a designated Music District are permitted to engage in any activity, use, restriction, or exemption listed in the Code of Hollywood, § 100.07(K), § 113.03(A)(2) and City Commission Resolution No. 95-272A.</i></p> <p><i>See Section 4.3.J, 4.21, and 4.22 for Additional Use Regulations and Performance Standards.</i></p>			

**SITE INFORMATION**

**Owner/Applicant:** City of Hollywood  
**Address/Location:** RC-2: Historic Retail Core and YC: Young Circle Mixed-Use Districts

**CONSISTENCY WITH THE COMPREHENSIVE PLAN**

The proposed text amendments are consistent with the Comprehensive Plan, based upon the following:

**Goal:** *Focus on the best mix of office, service, retail, entertainment, residential, community facilities, open space and transportation uses that will promote a lively, livable, and successful regional downtown area.*

The proposed text amendment is consistent with the City’s Comprehensive Plan goal to encourage positive economic development and non-automobile traffic by providing an increased amount of and consistency between similar uses in downtown zoning districts.

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

The City-Wide Master Plan is a compilation of policy priorities and recommendations designed to improve the appearance, appeal, and economic tax base of the City. It establishes a format for future direction and vision for the City. The proposed text amendment is consistent with the City-Wide Master Plan based upon the following policies:

**Policy 4.13:** Encourage mixed-use overlay districts, expanding uses and increasing City of Hollywood Comprehensive Plan Land Use Element Page LU-76 January 2008 heights, as well as, more intense office, commercial and mixed-use. (CWMP Policy 3.9)

**Policy 4.14:** Create a pedestrian oriented corridor along Hollywood Boulevard as part of the zoning overlay regulations. (CWMP Policy 3.10)

**Policy 5.5:** Continue redeveloping the downtown.

**Policy 10.3:** Encourage development of office space in the Downtown and other desired locations in the surrounding area. (CWMP Policy 2.9)

**Policy 10.7:** Provide a mix of businesses and events that will attract area residents to the Downtown. (CWMP Policy 2.16)

## **APPLICABLE CRITERIA**

**Analysis of Criteria and Findings for Text Amendments** as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

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

**ANALYSIS:** The proposed text amendment is consistent with the City's Comprehensive Plan goal to encourage positive economic development and non-automobile traffic by providing an increased amount of and consistency between similar uses in downtown zoning districts. The policies in Objective 4 and 5, together seek to encourage mixed-use and pedestrian friendly corridors. The policy in Objective 5 highlights the goal of continued development of downtown. The policies Objective 10 specifically corroborate the more generalized aforementioned objectives by highlighting commercial uses and businesses as a means to meet these goals and attract residents that will provide long-term sustainability to office and commercial uses. Together, these Objectives and Policies indicate the permissive and encouraged centralization of commercial uses, particularly office uses, as a means of intensify the activity within the RAC and supporting the character desired for the RAC. These use types would not be any more detrimental or impactful than what is already permitted, such as restaurants or retail establishments.

**FINDING:** Consistent

**CRITERIA 2:** That conditions have substantially changed from the date the present zoning regulations were established.

**ANALYSIS:** The staff has received reports that the prohibition of office uses on the ground floor plan has prevented occupation of tenant spaces in available units, thus resulting in a lack of economic activity and desired pedestrian street environment that could otherwise be achieved. The same issue also applies to personal services, which if permitted would add more foot traffic from employees and customers to the potential businesses fronting Hollywood Boulevard and Young Circle. These trends do therefore indicate that conditions have substantially changed from the date the present zoning regulations were established.

**FINDING:** Consistent

**ATTACHMENTS:**

ATTACHMENT A: Existing Zoning & Land Development Regulations Text

ATTACHMENT B: Land Use Map

ATTACHMENT C: Proposed Zoning & Land Development Regulations Text