

ATTACHMENT I

Planning and Development Board Staff Report

APPENDIX 1: SIGN REGULATIONS

Diagrams

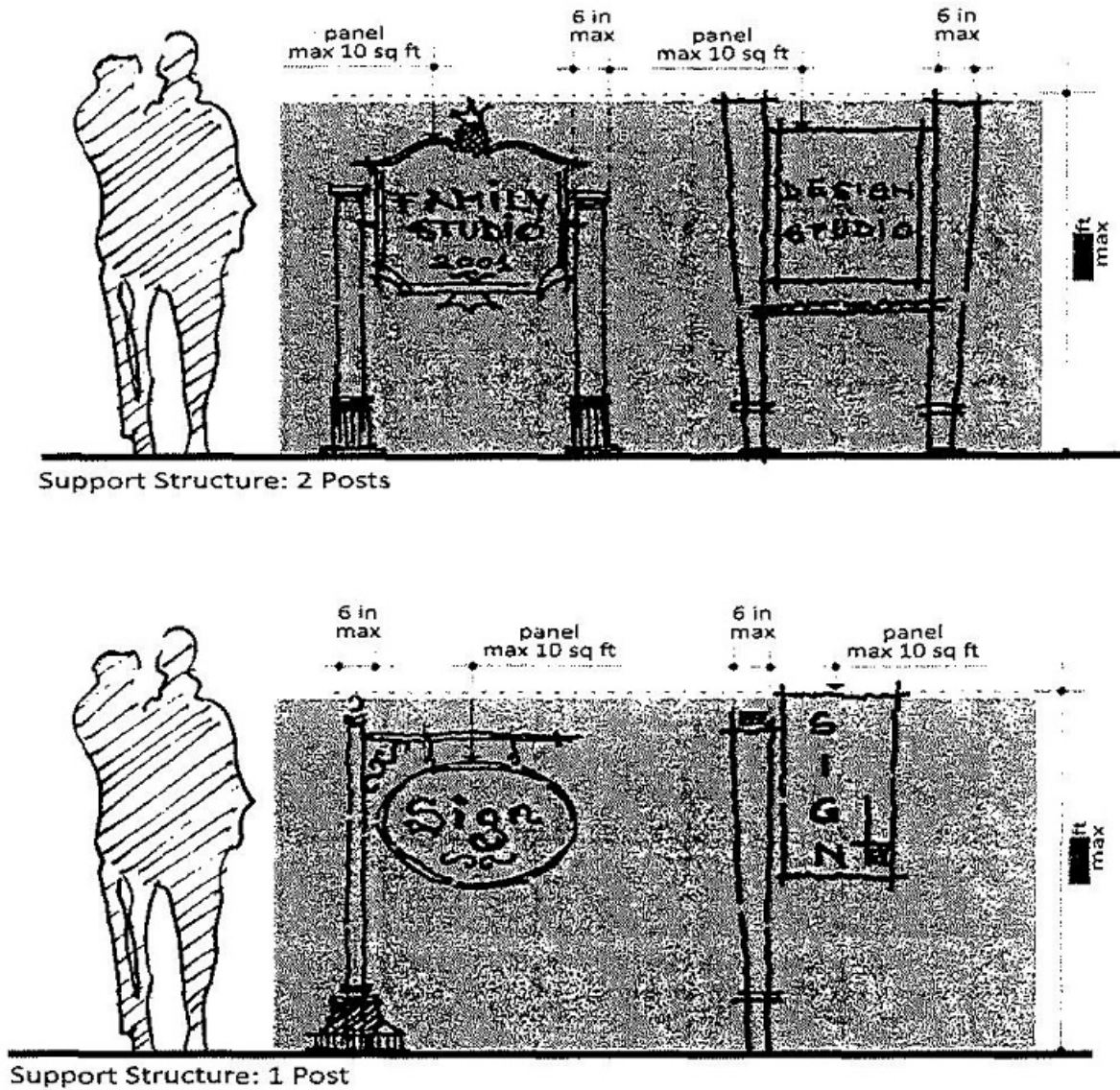
1. Post And Panel Sign
2. CRA Mural Program Area

APPENDIX 1: SIGNS

Diagram

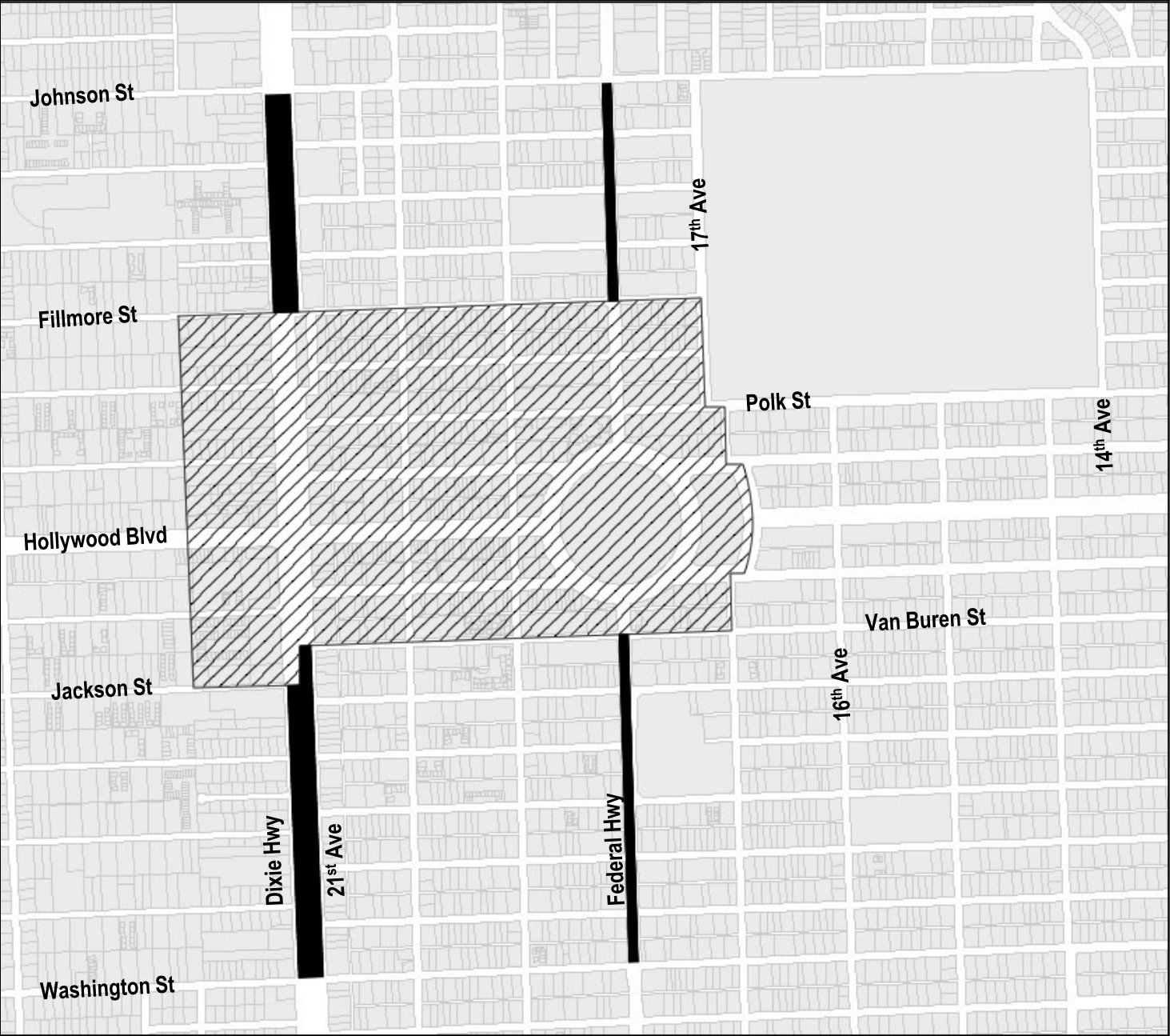
1. Post and Panel Sign



Diagram 1. Post and Panel Sign

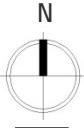


(Ord. O-2013-02, passed 1-9-13)

Diagram 2. CRA Mural Program Area




-  **Proposed Mural District**
-  **Mural Corridors**
(Frontage Required on
Federal Highway, Dixie
Highway and 21st Avenue)





**CITY OF HOLLYWOOD, FLORIDA
MEMORANDUM
PLANNING AND DEVELOPMENT SERVICES**


DATE: February 13, 2014 **FILE:** 14-T-01


TO: Planning and Development Board/Local Planning Agency

VIA: Jorge Camejo, Community Redevelopment Director 

VIA: Jaye M. Epstein, AICP, Planning and Development Services, Director 

VIA: Andria Wingett, Assistant Director 

VIA: Leslie A. Del Monte, Planning Manager 

FROM: Karina da Luz, Associate Planner 

SUBJECT: The Community Redevelopment Agency (CRA) and the City of Hollywood request a Text Amendment to the Zoning and Land Development Regulations to expand the geographic boundary(s) of the Downtown CRA's mural program.

REQUEST:

The Community Redevelopment Agency (CRA) and the City of Hollywood request a Text Amendment to the Zoning and Land Development Regulations to expand the geographic boundary(s) of the Downtown CRA's mural program.

RECOMMENDATION:

Text Amendment: Approval. To extend the current CRA Downtown Music District's Mural Program to the north, to Fillmore Street; to the east, generally to North 17th Avenue; to the south, to Van Buren Street; and to the west to the CRA boundary; and additionally, to include properties fronting Federal Highway, Dixie Highway/21st Ave.

HISTORY

On April 4, 2012 the Commission approved an Ordinance (O-2012-06 – Attachment A) modifying the approval process for murals within the Music District of the Downtown Community Redevelopment Area (CRA) and altering the procedure for advertising of Murals within that District. These changes also included the CRA Board establishing a separate review process by the Mural Review Committee for the Murals located in the Downtown Community Redevelopment Area's Music District. The CRA's Mural Program intended to boost economic growth and promoting beautification to the existing buildings located within the CRA.

REQUEST

The Community Redevelopment Agency (CRA) and the City of Hollywood, requests a Text Amendment to the Zoning and Land Development Regulations to expand the geographic boundaries of the Downtown CRA's mural program; today the Mural District boundary only includes the Downtown Music District. The request is to capture a larger core area of Downtown by expanding it from the Music District, as well as

incorporating properties fronting major corridors in the CRA (Federal Highway, Dixie Highway/21st Ave). A proposed Map is also included in this application (Mural Extension Map - Attachment B).

The success brought by the Mural Program gave the opportunity for the CRA to expand the boundaries of the program enabling the advance of revitalization, and economic development within the area. Therefore, extending this boundary will attract more businesses to the community, facilitate economic growth and promote beautification to the existing buildings. This request is due to efforts from the Downtown CRA to create an attractive and desirable environment. With proper use, artistic murals can be a desirable component in the creation of an attractive built environment not only within the Downtown but also citywide. Murals have been intended.

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The proposed text amendment directly impacts the Downtown area which is within Sub-Area 2 of the City Wide Master Plan. Downtown Hollywood is an important part of Sub-Area 2 as well as the city as a whole. Downtown was first established in 1921 as a business district and main street. Recent revitalization of this area has renewed residents appreciation of the street side dining, sidewalk strolling, window shopping and other amenities Downtown has to offer. The proposed text amendment will allow the CRA to oversee and have hands on aesthetics and architectural features proposed to buildings in the area while maintaining the downtown vision, creating a larger area for the Mural Program. The proposed text amendment is consistent with the following policies:

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

Policy CW.48: *Continue working with Downtown and Beach CRA's, the Broward Alliance, the Hollywood Business Council and other economic development agencies to realize redevelopment, increase tax base and improved quality of life.*

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

This text amendment will help the Downtown CRA remain competitive, and aid redevelopment and growth. It will also allow business owners to work together with the CRA in a common vision for the Downtown. As previously mentioned, when used appropriately and creatively, murals can help enhance not only a building but also an entire District. Thereby, attracting new businesses and tourists as well as helping create a more marketable image for the core of the City.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The proposed design 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 5.5: *Continue redeveloping the Downtown.*

Policy 5.6: *Simplify the Zoning and Development Regulations.*

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 10.5: *Encourage expansion of businesses and public improvements that are “family oriented” and targeted to local residents and workers. (CWMP Policy 2.14)*

The proposed amendment will allow the CRA to continue and expand redevelopment efforts to attract new businesses and motivate existing tenants to improve their property through the utilization of murals.

APPLICABLE CRITERIA

Analysis of Criteria and Findings for Text Amendments as stated in the City of Hollywood Zoning and Land Development Regulations, Article 5.4(F)(3). Approval, Approval with Conditions, or Denial will be based on the following criteria:

CRITERION 1: The proposed change is consistent with and in furtherance of the goals, objectives and policies of the adopted Comprehensive Plan as amended from time to time.

ANALYSIS: The Comprehensive Plan states *The City of Hollywood shall maintain a Community Redevelopment Agency to coordinate, attract, technical support to the business community and provide technical support to the business community.* The Downtown CRA is requesting this text amendment to facilitate economic growth while attracting new businesses. When used appropriately, murals can help promote redevelopment and beautification of the existing buildings while maintaining the City’s core marketability.

FINDING: Consistent.

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

ANALYSIS: It is eminent conditions, market, and the built environment has changed over the years. Therefore, in order for the CRA to remain competitive, aid redevelopment and growth of the Downtown, new and creative processes need to be implemented. Amending the Sign Regulations allows the CRA to have direct oversight of the review process for murals within the Music District. Thereby, allowing them to be more involved in the aesthetics of this important area. Also, it will allow business owners to work together with the CRA in a common vision for the Downtown.

FINDING: Consistent.

ATTACHMENTS

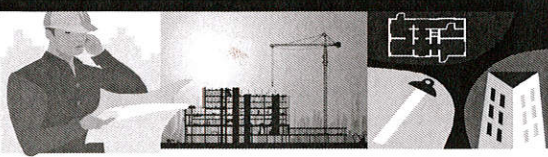
ATTACHMENT A: Application Package

ATTACHMENT B: Maps

ATTACHMENT A

Application Package

PLANNING & DEVELOPMENT SERVICES



File No. (internal use only): _____

2600 Hollywood Boulevard Room 315
Hollywood, FL 33022

GENERAL APPLICATION



Tel: (954) 921-3471
Fax: (954) 921-3347

This application must be completed in full and submitted with all documents to be placed on a Board or Committee's agenda.

The applicant is responsible for obtaining the appropriate checklist for each type of application.

Applicant(s) or their authorized legal agent must be present at all Board or Committee meetings.

At least one set of the submitted plans for each application must be signed and sealed (i.e. Architect or Engineer).

Documents and forms can be accessed on the City's website at
http://www.hollywoodfl.org/comm_planning/appforms.htm



APPLICATION TYPE (CHECK ONE):

- ☐ Technical Advisory Committee ☐ Historic Preservation Board
☒ City Commission ☒ Planning and Development Board

Date of Application: January 22, 2014

Location Address: Community Redevelopment Agency boundaries

Lot(s): _____ Block(s): _____ Subdivision: _____

Folio Number(s): _____

Zoning Classification: _____ Land Use Classification: _____

Existing Property Use: _____ Sq Ft/Number of Units: _____

Is the request the result of a violation notice? () Yes () No If yes, attach a copy of violation.

Has this property been presented to the City before? If yes, check all that apply and provide File Number(s) and Resolution(s): N/A

- ☐ Economic Roundtable ☐ Technical Advisory Committee ☐ Historic Preservation Board
☐ City Commission ☐ Planning and Development

Explanation of Request: Text Amendment to the Zoning and Land Development Regulations to expand the geographic boundary(s) of the Downtown CRA's mural program.

Number of units/rooms: _____ Sq Ft: _____

Value of Improvement: _____ Estimated Date of Completion: _____

Will Project be Phased? () Yes () No If Phased, Estimated Completion of Each Phase

Name of Current Property Owner: City of Hollywood/Community Redevelopment Agency

Address of Property Owner: 2600 Hollywood Boulevard, Hollywood, FL 33022

Telephone: 954-921-3471 Fax: _____ Email Address: _____

Name of Consultant/Representative/Tenant (circle one): _____

Address: _____ Telephone: _____

Fax: _____ Email Address: _____

Date of Purchase: _____ Is there an option to purchase the Property? Yes () No ()

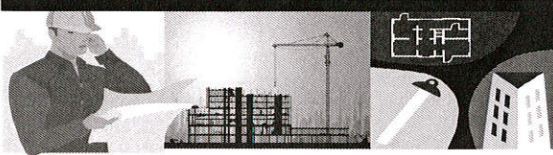
If Yes, Attach Copy of the Contract.

List Anyone Else Who Should Receive Notice of the Hearing: _____

Address: _____

Email Address: _____

PLANNING & DEVELOPMENT SERVICES



File No. (internal use only): _____

2600 Hollywood Boulevard Room 315
Hollywood, FL 33022

GENERAL APPLICATION

CERTIFICATION OF COMPLIANCE WITH APPLICABLE REGULATIONS

The applicant/owner(s) signature certifies that he/she has been made aware of the criteria, regulations and guidelines applicable to the request. This information can be obtained in Room 315 of City Hall or on our website at www.hollywoodfl.org. The owner(s) further certifies that when required by applicable law, including but not limited to the City's Zoning and Land Development Regulations, they will post the site with a sign provided by the Office of Planning and Development Services. The owner(s) will photograph the sign the day of posting and submit photographs to the Office of Planning and Development Services as required by applicable law. Failure to post the sign will result in violation of State and Municipal Notification Requirements and Laws.

(I)(We) certify that (I) (we) understand and will comply with the provisions and regulations of the City's Zoning and Land Development Regulations, Design Guidelines, Design Guidelines for Historic Properties and City's Comprehensive Plan as they apply to this project. (I)(We) further certify that the above statements and drawings made on any paper or plans submitted herewith are true to the best of (my)(our) knowledge. (I)(We) understand that the application and attachments become part of the official public records of the City and are not returnable.

Signature of Current Owner:  Date: _____

PRINT NAME: Cathy Swanson-Rivenbark  Date: _____

Signature of Consultant/Representative: _____ Date: _____

PRINT NAME: _____ Date: _____

Signature of Tenant: _____ Date: _____

PRINT NAME: _____ Date: _____

Current Owner Power of Attorney

I am the current owner of the described real property and that I am aware of the nature and effect the request for _____ to my property, which is hereby made by me or I am hereby authorizing _____ to be my legal representative before the _____ (Board and/or Committee) relative to all matters concerning this application.

Sworn to and subscribed before me
this _____ day of _____

Signature of Current Owner

Notary Public

Print Name

State of Florida

My Commission Expires: _____ (Check One) ☐ Personally known to me; OR ☐ Produced Identification _____

ORDINANCE NO. 0-2012-06

(12-T-11)

AN ORDINANCE OF THE CITY OF HOLLYWOOD, FLORIDA, AMENDING ARTICLE 8, SECTION 8.4 D. OF THE ZONING AND LAND DEVELOPMENT REGULATIONS ENTITLED "SIGN DESIGN REGULATIONS" IN ORDER TO REVISE THE REVIEW PROCESS FOR EXTERIOR MURALS LOCATED WITHIN THE DOWNTOWN COMMUNITY REDEVELOPMENT AREA MUSIC DISTRICT; PROVIDING FOR A SEVERABILITY CLAUSE, A REPEALER PROVISION, AND AN EFFECTIVE DATE.

WHEREAS, Section 8.4 D. of the Zoning and Land Development Regulations currently requires that the Development Review Board review all exterior murals, super graphics, and painted designs; and

WHEREAS, creating an attractive and desirable environment within the boundaries of the Community Redevelopment area is a top priority to the City of Hollywood and its residents; and

WHEREAS, artistic murals can be a desirable component in the creation of an attractive and desirable environment within the Community Redevelopment Area; and

WHEREAS, establishing an appropriate approval process for consideration of murals in the Music District located within the boundaries of the Community Redevelopment Area is a priority to the City of Hollywood and its residents; and

WHEREAS, the City Commission of the City of Hollywood has determined that it is in the public interest to modify and update the provisions related to the approval process for murals within the Music District located within the boundaries of the Downtown Community Redevelopment Area; and

WHEREAS, the City Commission of the City of Hollywood deems it to be in the public interest to delegate to the CRA Board the ability to establish an approval process for murals within the Music District located within the boundaries of the Downtown Community Redevelopment Area; and

WHEREAS, the Zoning and Land Development Regulations provide that an application for a zoning text change of regulatory controls may be filed; and

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

WHEREAS, the Department of Planning and Development Services analyzed the proposed text amendment and submitted the same to the Planning and Development Board; and

WHEREAS, on March 8, 2012, the Planning and Development Board reviewed the proposed text amendment at a duly noticed public hearing and recommended approval of the text amendment to Article 8, Sections 8.4 D. of the Zoning and Land Development Regulations; and

WHEREAS, the City Commission following review of the proposed text amendment at a duly noticed public hearing, accepts such recommendations as set forth herein and finds them to be in the best interest of the citizens of Hollywood;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA:

Section 1: That Article 8, Section 8.4 D. of the Zoning and Land Development Regulations entitled "Sign Design Regulations" is hereby amended as follows:

ARTICLE 8. SIGN REGULATIONS

* * *
* * *

§ 8.4 Sign Design Regulations.

* * *

D. 1. The ~~Development Planning and Development Review~~ Board shall review all exterior murals, super graphics, and painted designs ("Murals"). ~~Notice of the Development Review meetings shall be given to all property owners within 500 feet of the subject property for review of murals and super graphics exceeding 200 square feet.~~ Renderings of construction signs shall be reviewed by the Office of Planning staff.

2. In instances where Murals will be located in the Downtown Community Redevelopment Area's Music District, such Murals shall be reviewed through a process established by the CRA Board.

3. Notification of the hearing to review the Mural application shall be posted ten (10) days prior to the scheduled hearing on the subject property with a notice of the request including the date, location and time of the hearing on such matter.

* * *

ORDINANCE: "SIGN DESIGN REGULATIONS"

Section 2: That it is the intention of the City Commission and it is hereby ordained that the provisions of this section shall be made a part of the Zoning and Land Development Regulations and the sections of the Regulations may be renumbered to accomplish such intentions.

Section 3: That if any word, phrase, clause, subsection or section of this ordinance is for any reason held unconstitutional or invalid, the invalidity thereof shall not affect the validity of any remaining portions of this ordinance.

Section 4: That all sections or parts of sections of the Zoning and Land Development Regulations, Code of Ordinances and all ordinances or parts of ordinances, and all resolutions or parts of resolutions in conflict herewith be and the same are hereby repealed to the extent of such conflict.

Section 5: That this Ordinance shall be in full force and effect immediately upon its passage and adoption.

Advertised on March 23, 2012.

PASSED on first reading this 15 day of Feb, 2012.

PASSED AND ADOPTED on second reading this 4 day of April, 2012.



PETER BOBER, MAYOR

ATTEST:


PATRICIA A. CERNY, MMC, CITY CLERK

APPROVED AS TO FORM & LEGALITY
for the use and reliance of the
City of Hollywood, Florida, only.


JEFFREY P. SHEFFEL, CITY ATTORNEY

4/5/12pac

ATTACHMENT B

Maps

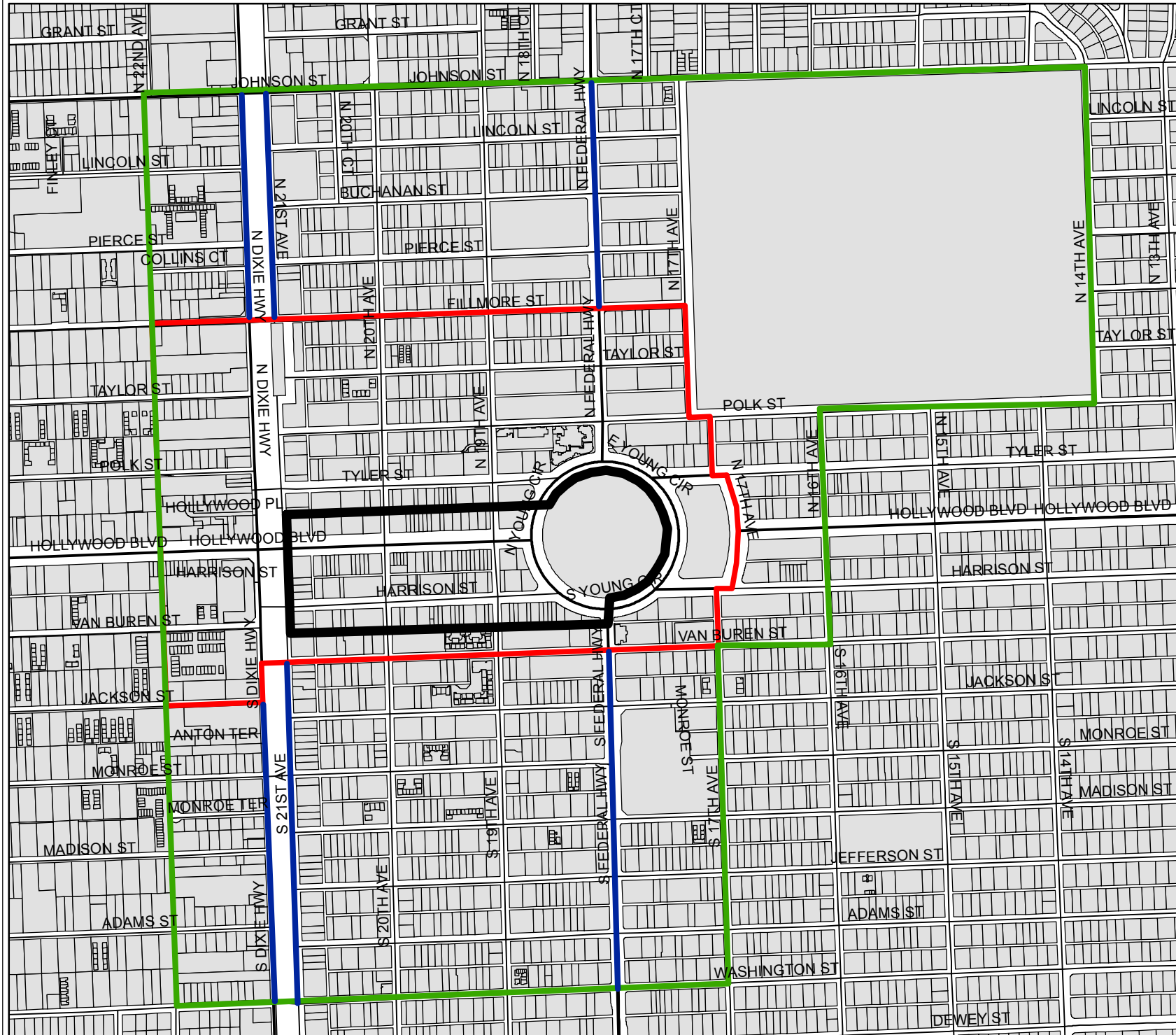
Mural Extension - Revised



PLANNING AND
DEVELOPMENT SERVICES

Legend

- Streets
- Major Roads
- CRA Boundary
- Currant Mural Boundary
- Mural Extension
- Mural Corridors (Frontage Required)



0 205 410 820 Feet

