

CORRIDOR ASSESSMENT US 441/ SR7

Office of Communications,
Marketing and Economic
Development (CMED)
12.07.23



Prepared For: City of Hollywood, Florida





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INTRODUCTION

The City of Hollywood has seen tremendous growth in recent years despite the global pandemic and other economic downfalls. This shows that Hollywood is a resilient place that always moves forward—located just south of Fort Lauderdale-Hollywood International Airport, which has undergone substantial modernization improvements and recently announced a new \$404 million fifth airline terminal to be finished in 2026. Hollywood hosts a tremendous walkable downtown and a beautiful beach Broadwalk where you can find the world-renowned Margaritaville Beach Resort and the Diplomat Beach Resort & Conference Center.

Hollywood is a vibrant destination with entertainment, amenities, housing, and jobs for all. In recent years, the City of Hollywood has dedicated efforts and has seen results along one of its most important commercial corridors, US 441/ SR 7. This corridor holds a strong economic backbone for the City and the region. It is home to the famous Seminole Hard Rock Hotel & Casino and the Guitar Hotel, a \$1.5 billion expansion completed in 2019. The US 441/ SR 7 corridor also hosts many businesses, including big box retailers, offices, ethnic restaurants, automotive dealerships, etc. This corridor is a conglomerate of jobs that serves as an economic engine for the region.

US 441/ SR 7 is an essential corridor for the City of Hollywood economic vitality, and the City has recognized it with progressive actions. The community envisions this corridor as a vibrant mixed-use destination, and the City has invested in that vision; however, there is still work to be done.

In 2018, the City of Hollywood adopted new zoning (land development regulations) to allow for mixed-use development with higher densities, more square footage, higher buildings, improved pedestrian mobility, incorporate sustainability design elements, and preserve adjacent neighborhoods. This was due to the changes in demographic shifts, lifestyle preferences, and improved mobility options driving the desire for more urban living today. Recognizing the importance of the corridor and the development trends, the City adopted a Transit Oriented Corridor (TOD) designation to encourage functional, feasible, and attractive redevelopment in this area of regional significance.

In addition to the City's rezoning, the Florida Department of Transportation (FDOT) invested \$200 million in a widening and improvement project, adding pedestrian safety features and improving transit amenities for riders. Also, \$12.1 million in public utility upgrades to the City water and sewer lines will allow greater capacity for future development.



Recently, economic development and reinvestment is occurring at critical intersections along the US 411/ SR 7 corridor. This includes private projects that are completed, under construction, and planned:

- Pinnacle 441, a \$70 million mixed-use development with 213 units;
- 441ROC, a \$48 million mixed-use development with 180 units;
- Wyndham Dolce Kosher House Hotel, a \$10 million new hotel;
- The Plaza 441, a \$60 million 16-story mixed-use building with 200 hotel units and 64 condos;
- Residences at Beverly Park, \$25 million mixed-use development with 115 units;
- Toyota of Hollywood a \$25 million brand new facility;
- AutoNation Honda Hollywood expansion; and
- Wawa on State Road 7, a \$1 million service station.

This new framework that now makes up the US 441/ SR 7 corridor is slated for growth and investment. Therefore, the City is conducting this economic development corridor assessment and strategic overview to assess where the corridor is today, and the immediate tactics needed to move the vision forward. The City wants to ensure that every step along the way adds to the overall vision and wants to find ways to work with private investment strategically that benefits all.

US 441/ SR7 Corridor has a niche for local flavor restaurants and a thriving auto related service business community. This is something you can message as hip, cool, vintage, and retro.

In addition there is opportunity to promote pockets of walkability and leisure mixed-use transit oriented destinations that add to the vision.

LOCATION & MARKET DATA CONDITIONS

COUNTY LOCATION WITHIN THE STATE OF FLORIDA

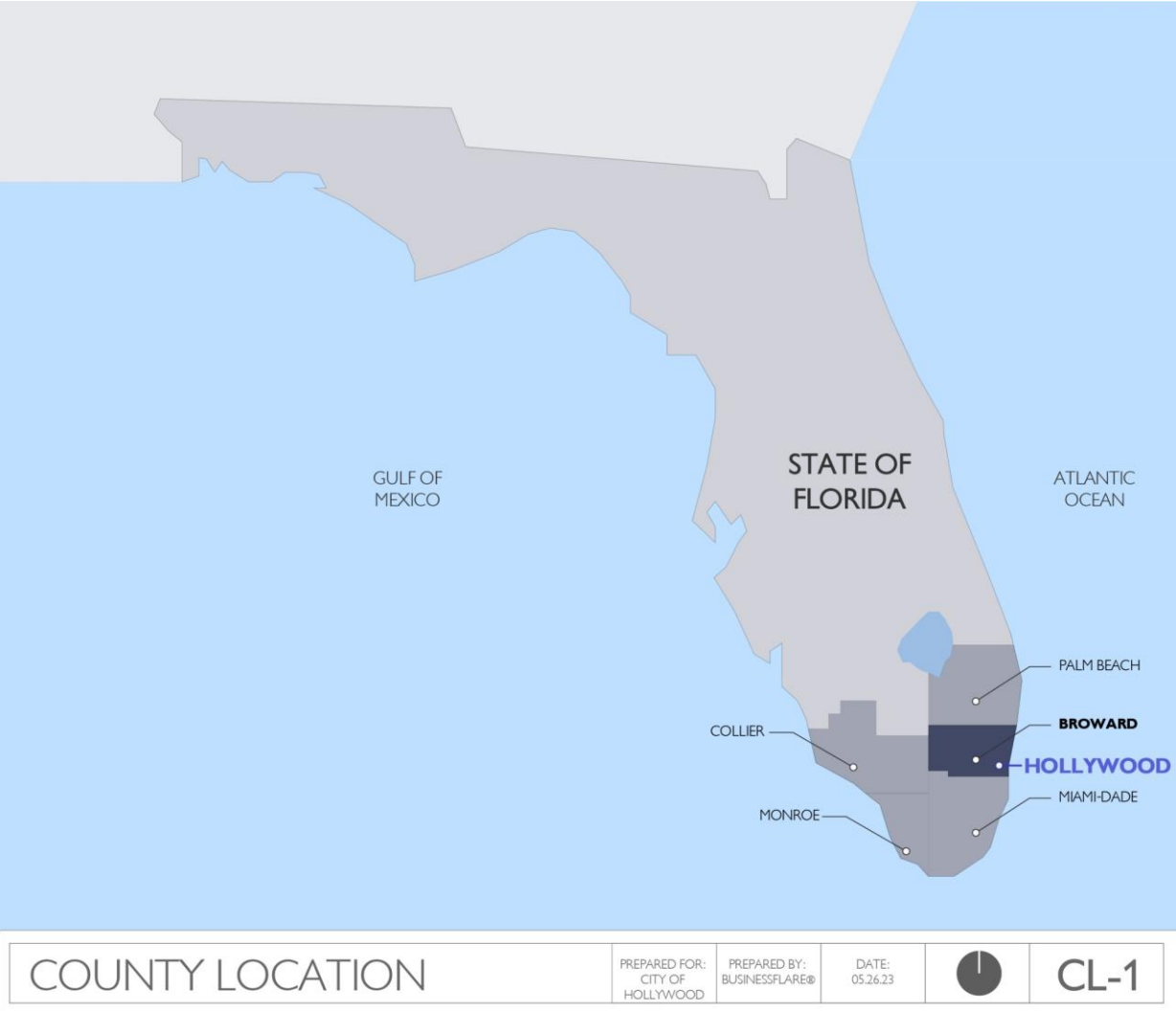
The City of Hollywood US 441/ SR7 Corridor (Study Area) is in Broward County in Southeast Florida. This is the most populous Region in Florida and includes Miami-Dade County, Broward County, and Palm Beach County. The region's diversity ranges from the Latin influence, art deco flair, boating and fishing communities. Broward County has a booming tourism industry. The area has a tropical climate and an average year-round temperature of 77 degrees, making it a premier destination for nearly 10 million visitors yearly, 2.4 million of those traveling from other countries.

UNPARALLELED QUALITY OF LIFE

Top employees--those who can choose to live anywhere they want to enjoy an excellent quality of life--often settle in Greater Fort Lauderdale/Broward County because it provides a desirable lifestyle better than any other place. South Florida offers an unmatched and attractive quality of life, from sandy beaches to smooth golf greens, from professional sports to top museums and outdoor family festivals. Shopping, dining and various housing options in both urban and suburban locations add to the region's appeal as a great place to live, work and play.

A MEGA-REGION OF THE FUTURE

South Florida (Miami-Dade, Broward and Palm Beach Counties) is the nation's 7th largest metropolitan statistical area (MSA). The region's combined population is now over 6.1 million and roughly one-third of Florida's total population. Approximately 60 percent of the population is in the prime working age. - Greater Fort Lauderdale Alliance.



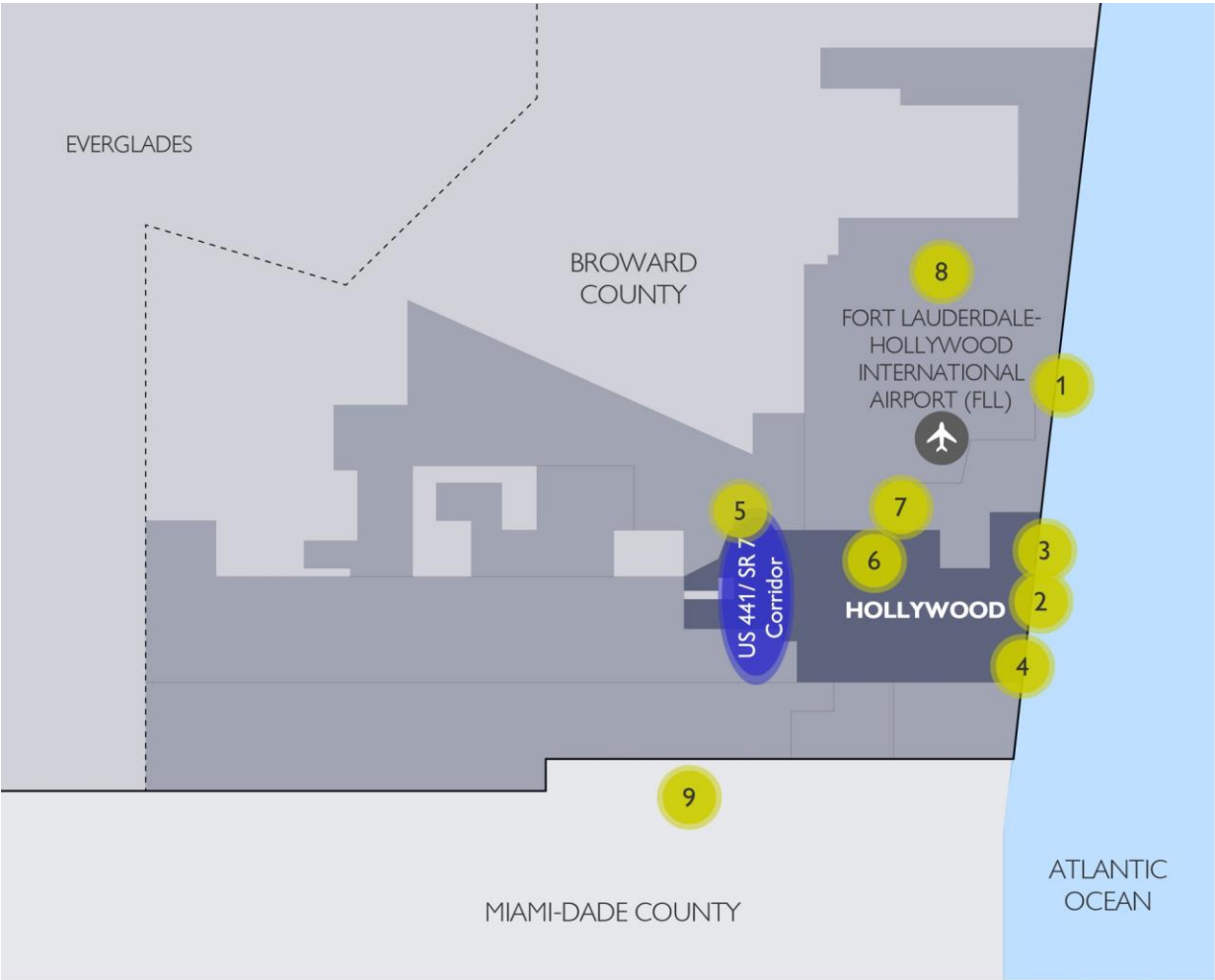
REGIONAL POPULATION
Broward: 1.9 Million
Miami-Dade: 2.6 Million
Palm Beach: 1.4 Million

CITY OF HOLLYWOOD LOCATION WITHIN BROWARD COUNTY

Hollywood is a city in southern Broward County, Florida. It is a key suburb of the Miami metropolitan area, home to 6.14 million people in 2020. As of the 2021 census, the population was 152,131, making it the third-largest city in Broward County. Nestled between Miami and Ft. Lauderdale, Hollywood, Florida, is known for its beautiful stretch of beach, perfect for a beach vacation. You will find the perfect accommodation for a weekend getaway or staycation with oceanfront hotels and resorts.

NEARBY REGIONAL ATTRACTIONS:

- 1. Home of Port Everglades - Port Everglades is one of the busiest cruise ports in the world.
- 2. Hollywood Beach Broadwalk - Offers miles of car-free enjoyment. Walkers, runners, bicyclists, Segways, and rollerbladers
- 3. Margaritaville Beach Resort - Embrace the island way of life at one of the spectacular destinations in Hollywood, FL.
- 4. Diplomat Beach Resort and Conference Center - With stunning ocean views, award-winning restaurants, activities & Hollywood Beach location, The Diplomat is the ultimate South Florida luxury resort.
- 5. Seminole Hard Rock Hotel & Casino Hollywood - Features 1,271 luxury, music-themed guest rooms and suites. Relax and recharge like a true rock star.
- 6. Yellow Green Farmers Market - A multi-faceted outdoor venue that connects local producers and artisans with the community.
- 7. Dania Pointe - An outdoor mall with various curated shopping and dining options.
- 8. Fort Lauderdale International Airport - A major public airport in Broward County, Florida, United States.
- 9. Miami Grand Prix - The annual Formula 1 Crypto.com Miami Grand Prix was first held in Miami Gardens on May 6-8, 2022.



CITY LOCATION	PREPARED FOR: CITY OF HOLLYWOOD	PREPARED BY: BUSINESSFLARE®	DATE: 10.30.23		C-1

STUDY AREA ZIP CODES:
33024 (US 441/SR7 Corridor Study Area)
33021 (US 441/SR7 Corridor Study Area)

US 441/ SR7 CORRIDOR WITHIN CITY OF HOLLYWOOD

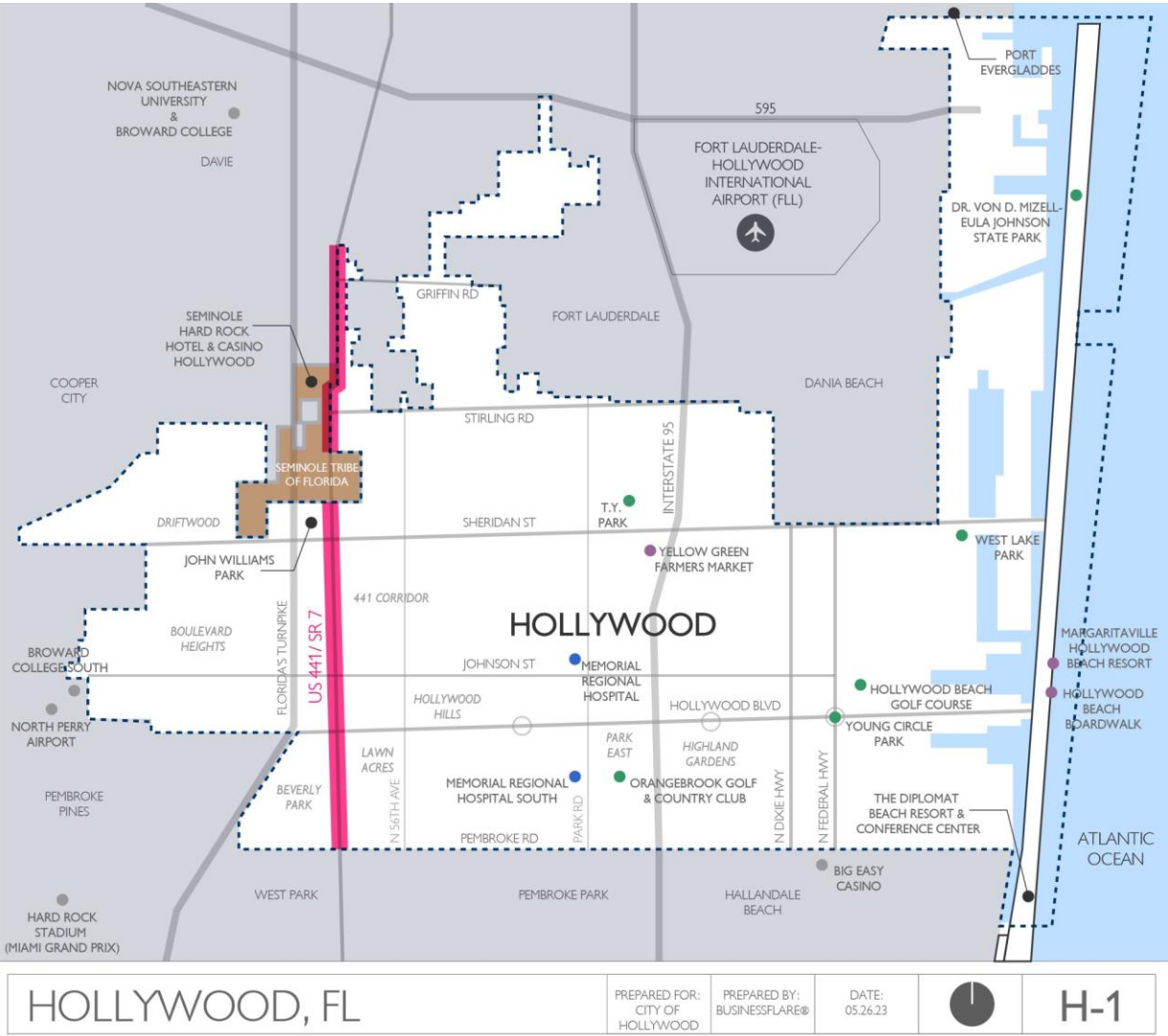
The study area is a 4.6-mile north-south major commercial corridor in Hollywood, FL. It is located on the City’s west side, generally between Pembroke Road to the south and Griffin Road to the north.

Adjacent to the study area is the Seminole Hard Rock Hotel & Casino Hollywood, a world-famous hotel & casino featuring 465 luxury, music-themed guest rooms and suites. Relax and recharge like a true rock star. In 2019, The Guitar Hotel an iconic engineering masterpiece that rises 450 feet into the sky and houses 638 luxury guest rooms and suites, was inaugurated for Super Bowl LIV 2020.

The existing commercial conditions consist of some office and institutional uses, “big box” retailers, automobile dealerships, small independently owned stores, and several businesses with ethnic influence. US 441/ SR7 Corridor is an active commercial corridor that typically has a low vacancy rate and many small businesses.

LAND DEVELOPMENT ALLOWED USES

- Mixed-Use Development (i.e. Pinnacle 441 and 441ROC)
- Big box retailers (i.e. Walmart Supercenter at US 441/ SR 7 and Hollywood Boulevard)
- Automotive dealers
- Auto-related shops
- Ethnic restaurants
- Specialty stores and businesses
- Institutional uses (i.e. Hollywood Memorial Gardens and John Williams Park)
- Banks
- Grocery stores/supermarkets (Sedanos
- Clothing and furniture stores



US 441/SR 7

The 441 Corridor is characterized by its car-oriented uses, however the City has made significant efforts to promote transit-oriented mixed-use development.

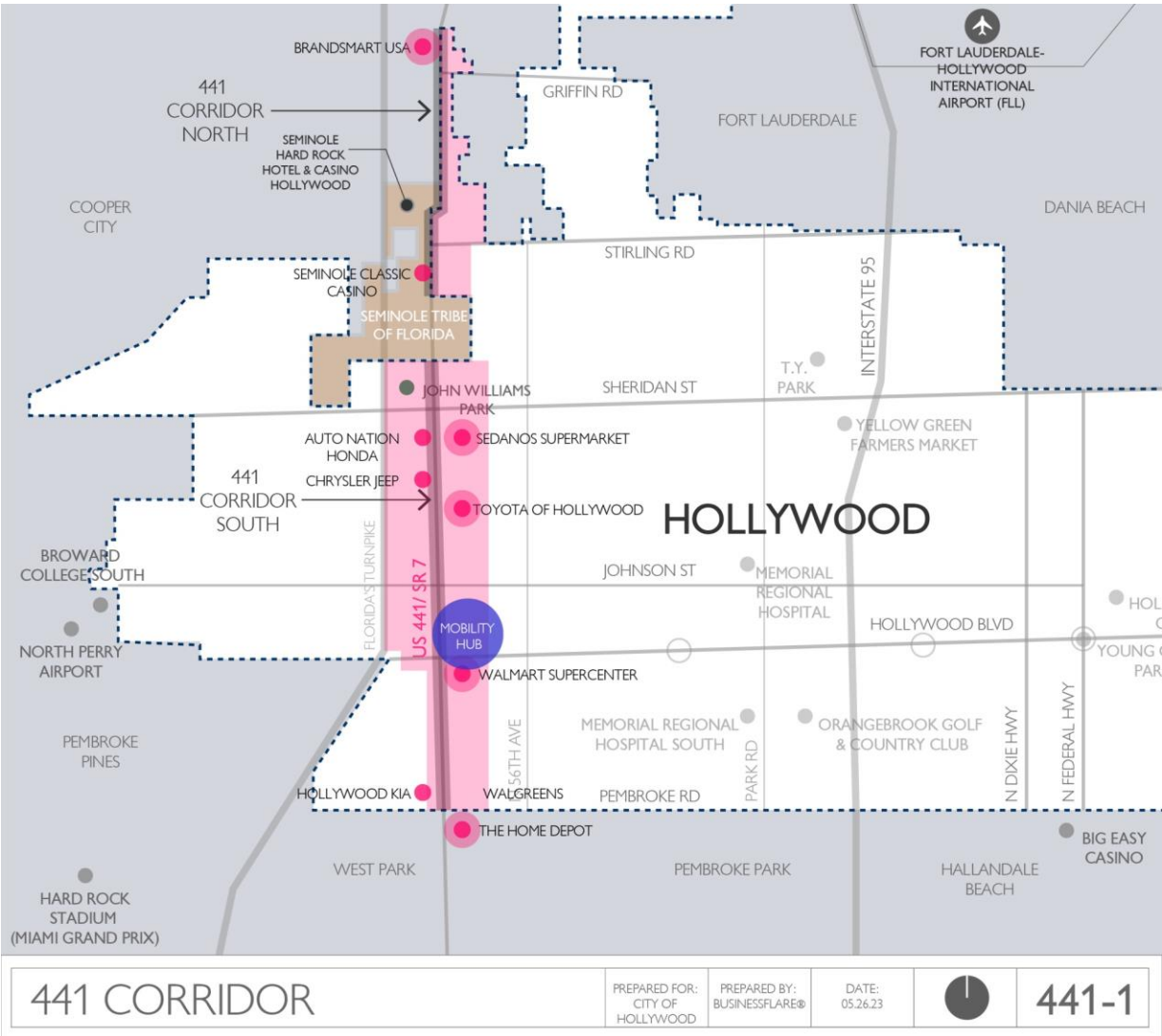
MAJOR INTERSECTIONS AND LANDMARKS

- Hollywood Boulevard (Walmart Supercenter)
- Sheridan Street (Sedan's Supermarket)
- Pembroke Road (The Home Depot)
- Stirling Road (Seminole Hard Rock Hotel & Casino)
- Griffin Road (Brandsmart USA)

STREETSCAPE CONDITIONS

Typical Right-of-Way: 120'-0" +/-
Number of Lanes: 6 (three in each direction)
Typical Roadway Dimensions: 105'-0" +/-
Typical Sidewalk Dimension: 6'-0" +/-
Turn Lanes/ Median Provided: Yes
Bike Lane: Yes (on both sides)
Bike Length: 4.75 Miles

TYPICAL STREETVIEW AT 441 CORRIDOR



TRANSIT-ORIENTED CORRIDOR (TOC)

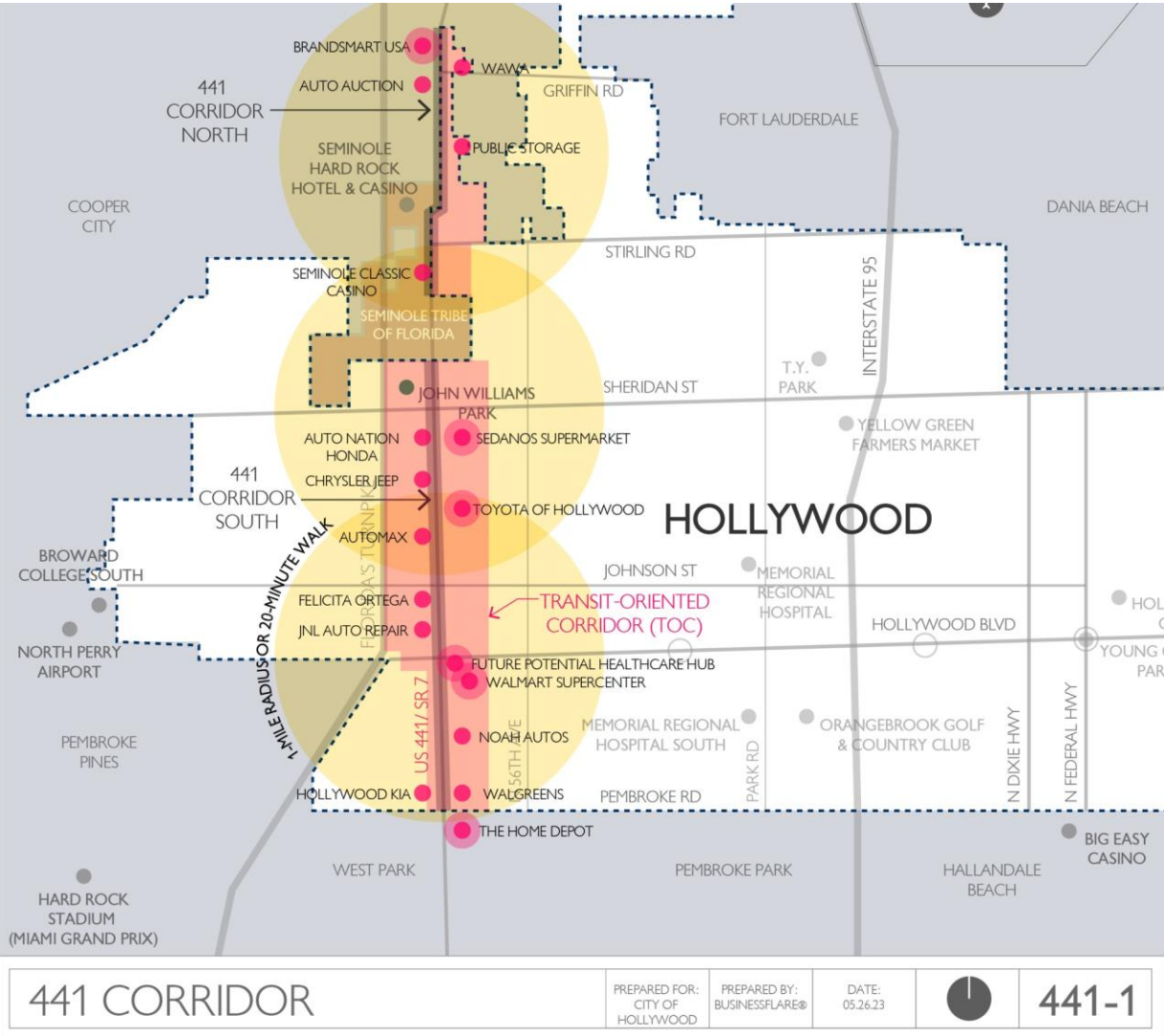
A Transit Oriented Corridor (TOC) is a developed, pedestrian-friendly area within one quarter-mile of a public transit system. A TOC is within walking distance to the public transportation system and includes amenities that promote the safe movement of pedestrians.

US 441/ SR 7 adopted a Transit-Oriented Corridor (TOC) land use category in 2018. This provides the City with the necessary mix of land uses, density and design that will encourage the creation of an environment that will promote transit usage and a sense of place currently lacking along the corridor. The TOC land use is consistent with the Urban Land Institute (ULI) Regional Market Study conducted for the corridor and the charrette master plan (2010). Further, the plan ensures that redevelopment enhances and preserves existing single-family areas that abut most of the subject area.

As a major north-south transit route, the US 441/ SR 7 corridor has the County’s highest transit ridership levels. The corridor is designated by Broward County as a “Premium” transit corridor and major transit investments for Rapid Bus or Bus Rapid Transit service are proposed in the near term. Opportunities for light rail are important and are part of long-term efforts along this designated premium transit corridor and will better connect the local communities to the region and the region to the corridor’s businesses. Supporting land uses and densities are in-place to enhance future transit investments. The City's recent efforts include the Sun Shuttle expanded service, and the BCT Mobility Hub.

TOC LAND USE IS INTENDED TO PROMOTE

- Public health and safety
- Pedestrian mobility
- Public transit use
- Mixed-use development
- Sustainability



Learn more about Transit Oriented Development at <http://www.tod.org/>

Zoning (land development regulations) within the US 441/ SR 7 Corridor are in alignment with the City's Transit-Oriented Corridor (TOC) model. However, it is important to work with the Florida Department of Transportation (FDOT) and Broward County to ensure the proper transportation and infrastructure is in-place.

NORTH MIXED-USE DISTRICT (N-MU)
CENTRAL MIXED-USE DISTRICT (C-MU)
SOUTH MIXED-USE DISTRICT (S-MU)

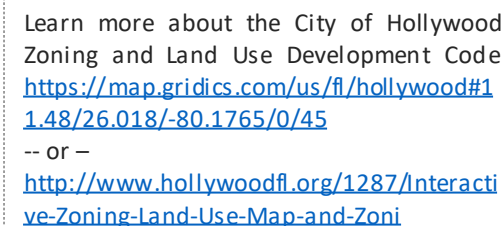
- ## CENTRAL JOHNSON STREET DISTRICT (C-JS)

- ## CENTRAL LINEAR PARK DISTRICT (C-LP)

- ## MEDIUM DENSITY MULTIPLE FAMILY (RM-18)

- ## CENTRAL SHERIDAN STREET DISTRICT (C-SS)

- Residential Density: 9 dwelling units per acre
- Maximum Building Height: 35 feet/ 2-stories



PROJECTS UNDERWAY PER ZONING

To help illustrate what's allowable within the US 441/ SR7 Corridor zoning here are photos of some of the projects underway.



PINNACLE 441

(Phase 1 Above, Phase 2 Below)
213 units (mixed-use development)
3890 North State Road 7



441ROC

180 units (mixed-use development)
Northeast Corner of US-441 and Griffin Road

PROJECTS UNDERWAY PER ZONING

To help illustrate what's allowable within the US 441/ SR7 Corridor zoning here are photos of some of the projects underway.



WYNDHAM DOLCE KOSHER HOUSE HOTEL

100 guest rooms
5530 South State Road 7



RESIDENCES AT BEVERLY PARK

115 units
\$25 million

PROJECTS UNDERWAY PER ZONING

To help illustrate what's allowable within the US 441/ SR7 Corridor zoning here are photos of some of the projects underway.



HARBOR LANDINGS

274 units (mixed-use development)
4500 South State Road 7



THE PLAZA 441

200 Hotel Units / 64 Condominium Units / 22,726 SF Retail
5300 S SR 7
\$60 Million

MARKET CONDITIONS

REAL ESTATE CONDITIONS

The information on this and the following page is provided by CoStar, the leading provider of commercial real estate market data.

LOW VACANCY

According to Costar, only 1.1% of the corridor’s 1.6 million square feet of retail space is vacant. This figure is higher, since there are spaces that do not list on such services and often only use a sign in the window, however, the trend of high demand remains intact.

LIMITED ACTIVITY

After a period of little to no activity during most of the past twelve months, there has been some stronger activity recently. After some early negative absorption, there has been steady absorption recently, and net absorption for the past twelve months is up 18% compared to this time last year, with 44,800 square feet absorbed in the market, driving vacancy down and rents higher.

In general, recent real estate market trends tell a story of stasis, but some recent activity provides an opportunity to highlight the strengths of the market and its stability to drive additional support for commercial real estate investment along the corridor.

STRONG FINANCIALS

Retail rents have risen 5.6% over the past twelve months, a strong, but not disruptive rate of increase, indicating continued strong demand for space along the corridor with likely understanding of the customer market characteristics that will be discussed later. Similarly, the sale price of retail space has risen 7.4% during that period, albeit based on a limited number of transactions. Rent and sale prices are at their ten-year highs, while rent growth is on the positive side of its typical range, it is not outside of the norm.

The increase in rents as well as sale prices has led to a low capitalization rate of 5.9%, near a ten-year low, indicating investor confidence in retail assets along the corridor. The main concern at the moment, however, are the challenges in the commercial lending market which make it difficult to finance commercial real estate even when the fundamentals are strong.

LOW VOLUME

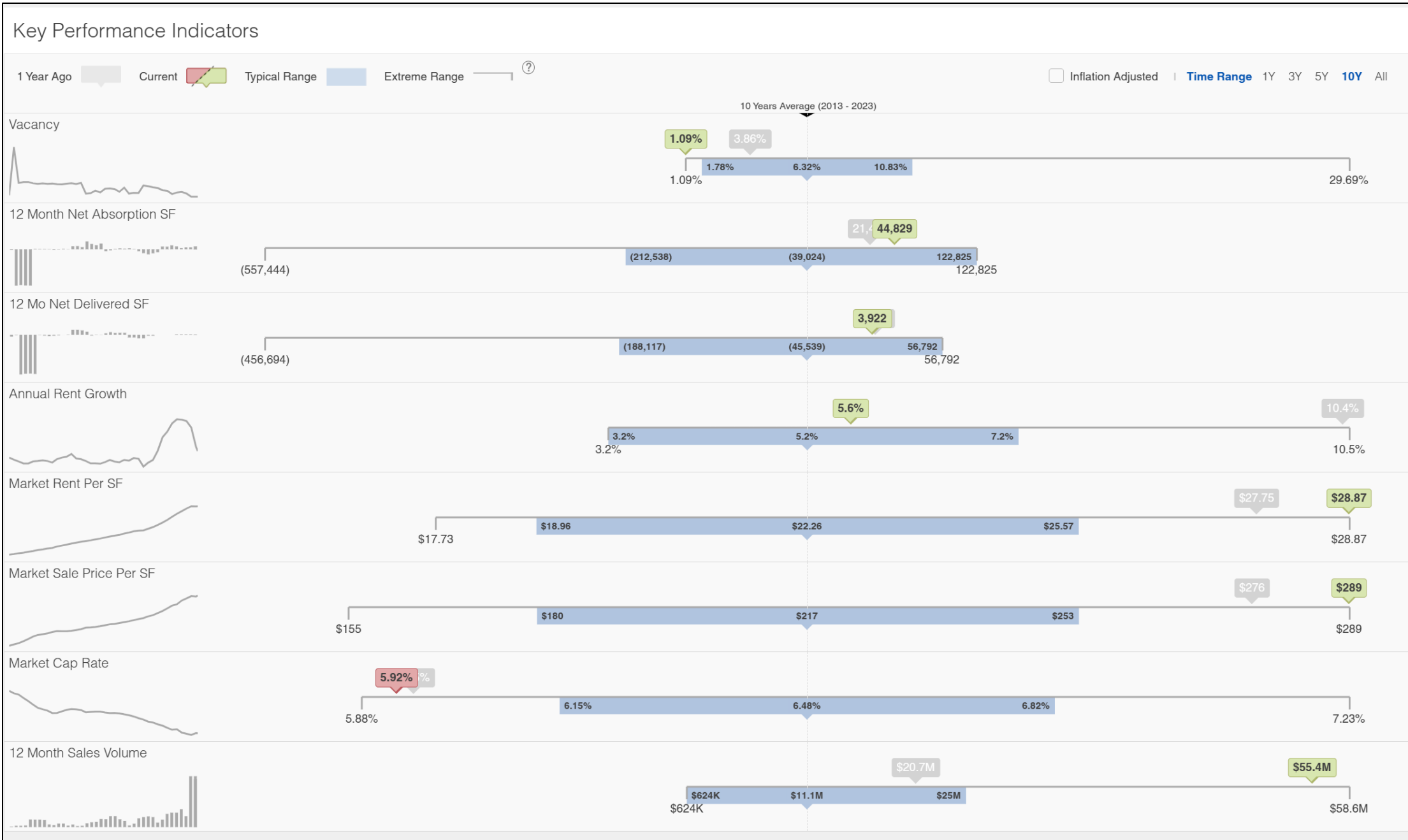
For most of the past twelve months, sales volume was near the lower end of the normal range, with few transactions. While there have still been few transaction, the sales volume at this time is near a ten-year high, at \$55.4 million. This volume is dominated by the recent \$49 million sale of the Fashion Center, as well as a \$2.6 million sale of a car lot property located at 126 North State Road 7.

REAL ESTATE MARKET

INVENTORY SF		UNDER CONSTRUCTION SF		12 MO NET ABSORPTION SF		VACANCY RATE		MARKET RENT/SF		MARKET SALE PRICE/SF		MARKET CAP RATE	
1.6M		0		44.8K		1.1%		\$28.87		\$289		5.9%	
+0.2%		-100.0%		+18.6%		-2.6%		+5.6%		+7.4%		-0.1%	
Prior Period 1.6M		Prior Period 3.9K		Prior Period 37.8K		Prior Period 3.7%		Prior Period \$27.34		Prior Period \$270		Prior Period 6.0%	

Availability		Inventory		Sales Past Year		Demand	
Vacant SF	17.3K ↓	Existing Buildings	171 ↑	Asking Price Per SF	\$1,227 ↑	12 Mo Net Absorp % of Inventory	2.8% ↑
Sublet SF	10.4K ↑	Under Construction Avg SF	-	Sale to Asking Price Differential	-3.7% ↑	12 Mo Leased SF	12.2K ↑
Availability Rate	2.0% ↓	12 Mo Demolished SF	0 ↓	Sales Volume	\$58.6M ↑	Months on Market	14.6 ↑
Available SF Total	32.5K ↓	12 Mo Occupancy % at Delivery	100.0% ↓	Properties Sold	4 ↓	Months to Lease	-
Available Asking Rent/SF	\$24.07 ↑	12 Mo Construction Starts SF	0 ↓	Months to Sale	69.0 ↑	Months Vacant	-
Occupancy Rate	98.9% ↑	12 Mo Delivered SF	3.9K ↓	For Sale Listings	2 ↓	24 Mo Lease Renewal Rate	87.8%
Percent Leased Rate	99.3% ↑	12 Mo Avg Delivered SF	3.9K ↓	Total For Sale SF	13.3K ↓	Population Growth 5 Yrs	-2.0%

REAL ESTATE MARKET



DEVELOPMENT PROJECTS

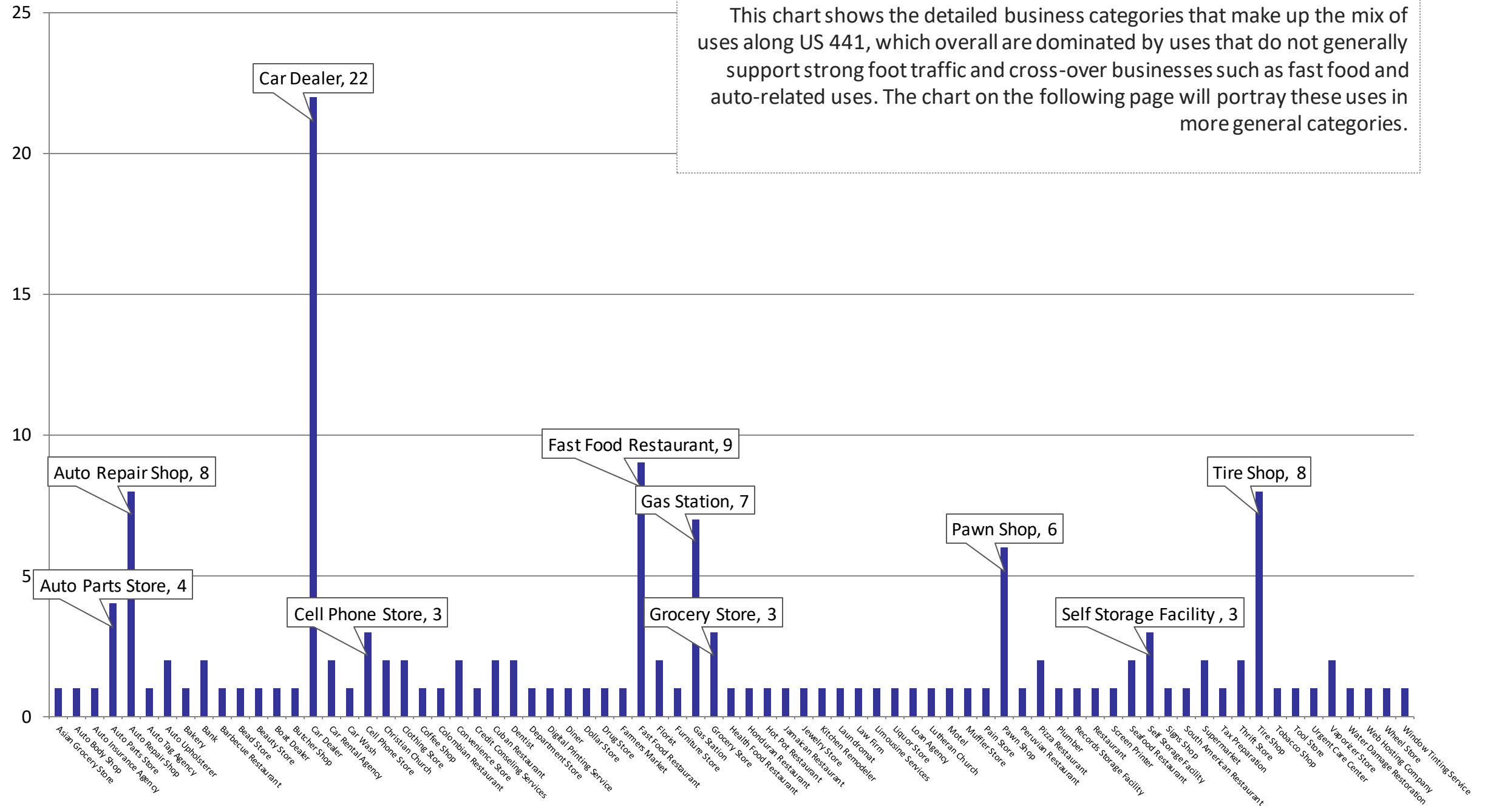
The table below shows current projects, planned, under construction or recently completed.

Project	Address	Development Description	Type
441 ROC / GRIFFIN ROC APTS	4465 Griffin Rd	441 ROC / NEW APARTMENT BLDG & PARKING GARAGE	MULTI-RESIDENTIAL
PINNACLE 441 LLC	890 N. State Rd. 7	NEW MULTI-FAMILY BUILDING-213 UNITS	COMMERCIAL
HARBOR LANDINGS	4500 South State Road 7	7-story hotel and 8 story multi family building	MIXED-USE
WAWA C-STORE	106 S State Rd 7	WAWA - NEW GAS & CONVIENENCE STORE	COMMERCIAL
AL'S FLORIST	1700 N State Rd 7	NEW BUILDING	COMMERCIAL
WYNDHAM DOLCE KOSHER HOTEL	5530 S. State Road 7	HOTEL DEVELOPMENT	COMMERCIAL
RESIDENCES AT BEVERLY PARK	6015 Washington St	RESIDENTIAL MIXED USE DEVELOPMENT	RESIDENTIAL



US 441 CORRIDOR BUSINESS MIX

This chart shows the detailed business categories that make up the mix of uses along US 441, which overall are dominated by uses that do not generally support strong foot traffic and cross-over businesses such as fast food and auto-related uses. The chart on the following page will portray these uses in more general categories.



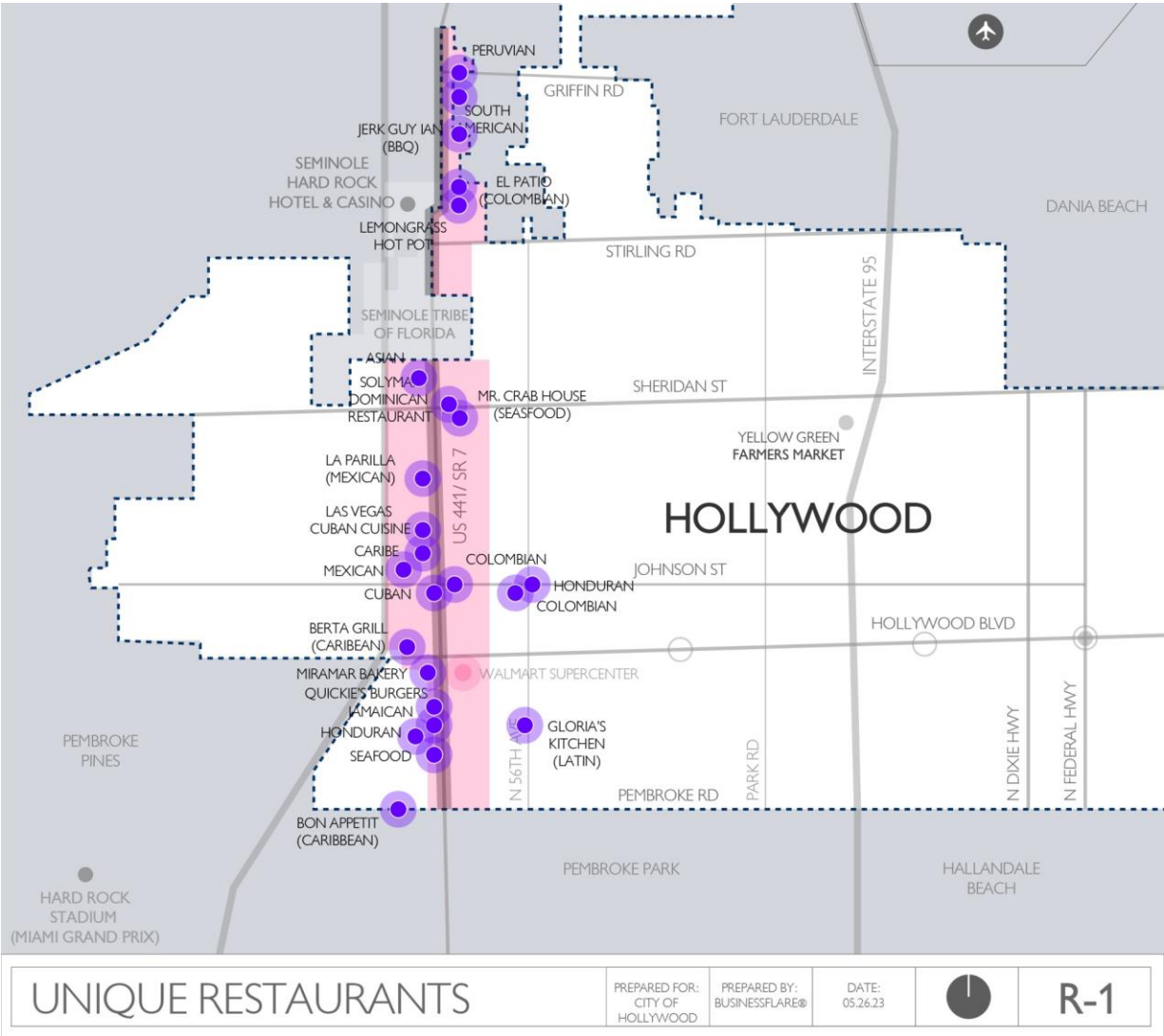
UNIQUE RESTAURANTS

During our analysis of the corridor, the team discovered multiple local-flavor and ethnic restaurants, which can be a good market positioning strategy and opportunity to attract and retain customers.

Local-flavor and ethnic restaurants are specialty restaurants (not necessarily fine dining) that serve delicacies of a particular region or culture in a unique approach or setting. This is consistent with what BusinessFlare® calls the #FlareFactor, something that sets them apart while being fun. These types of establishments can sometimes be intimidating to patrons that are not familiar with their customs and cultures, or activities, but which are actually some of the most open and welcoming establishments in a city, and which can form the basis of placemaking and entrepreneurial stories.

Along US 441 we identified 23 “Flare-Factor” restaurants. This includes “old-Florida” and local flavor restaurants, ethnic cuisine, which has clusters of Caribbean and South American flavors, and restaurants that are established with a following such as Delaware Chicken, Las Vegas, Quickies, Miramar Bakery, and Ricky’s on Sheridan.

Throughout South Florida, thousands of restaurant entrepreneurs work in these and other categories. However, there are few places, especially along commercial corridors where the common identity has been identified and further, marketed and capitalized on. Two examples are a cluster of international restaurants along University Drive in Sunrise near Sunset Strip, and sub-clusters of restaurants in Palm Springs: Latin American on Military Trail, American Fare on Forest Hill, and Desserts and Sweets on South Congress.



**Flare-Factor businesses offer unique and authentic services in the community. They are that special place that you can only find there. Also, Flare-Factor businesses are third places where the community gather, in example ethnic restaurants, marketplaces, foodhalls, breweries, places with live music, coffeeshops, and more, and many are also called “third places”.*

UNIQUE RESTAURANTS PHOTOS

Here are a couple of images that help illustrate the unique food establishments that can be celebrated and exposed. This is an opportunity to capture the drive-thru market potential into something unique and it will increase the small local businesses customer traffic.



Viva Chile Lindo



El Patio Colombian Restaurant



Miramar Bakery



Lemon Grass Hot Pot



Quickie's Burgers & Wings



Las Vegas Cuban Cuisine



The Black Beans Café



Tony the Pizza Chef II

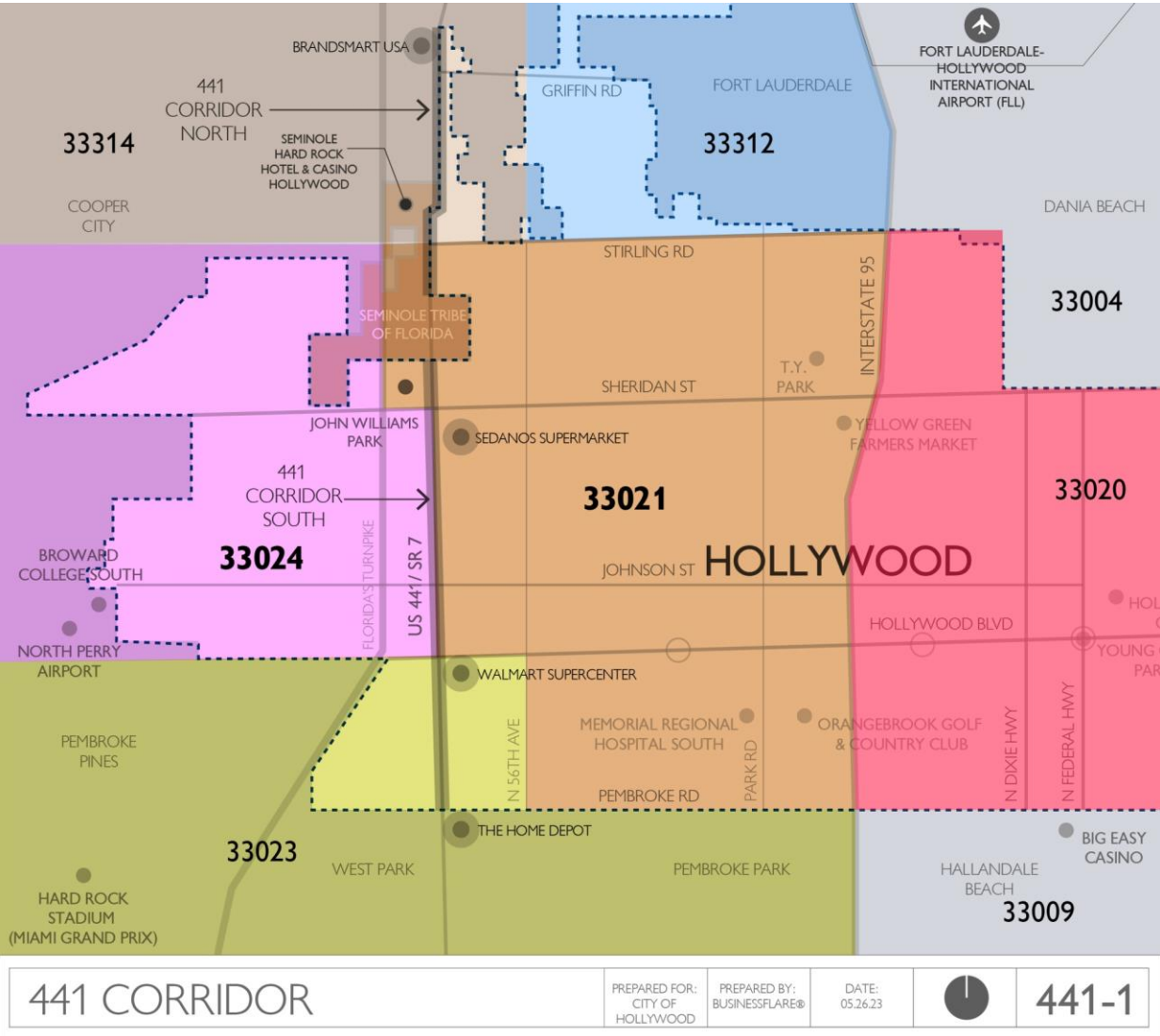
ZIP CODES

There is some information that is only available at the zip code level. Therefore, in order to evaluate the demographics of the neighborhood in Hollywood that is adjacent to the US 441 corridor, zip codes 33024 and 33021 were evaluated.

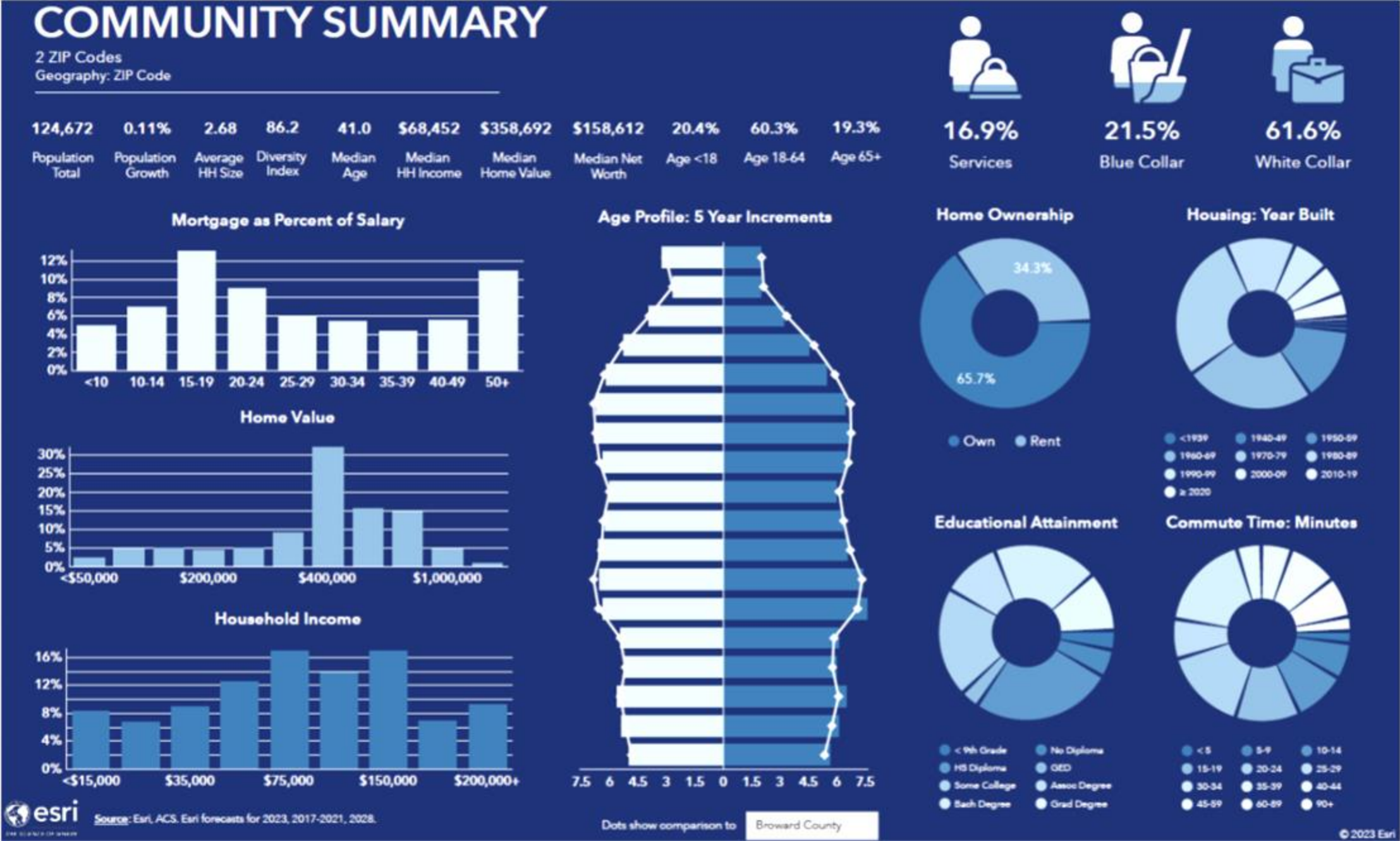
This information is included on the following two pages, utilizing information from ESRI and the US Census Bureau.

Some of the highlights of the characteristics of the residents near the corridor are:

- 27% of those that own their homes are “cost-burdened”, meaning their mortgage is more than 30% of their salary. This is lower than observed in parts of South Florida, and indicates that the area, with higher-than-average homeownership (65%), has stability and likely is populated with residents that have lived there for longer periods of time.
- There is a range of incomes, but the highest range is from \$75,000 to \$150,000, reinforcing the prior observation, that households purchased their homes and as their incomes grew, their cost burden lessened.
- The area has a median age of 41 years, and a high diversity index. The average household size is 2.68 people. While the median age is 41, 20% of the population is under 18 years old.
- Although US 441 is a Transit Oriented Corridor, the transportation and mobility solutions are not yet connecting to the adjacent population, with only 1.5% identified as utilizing public transportation to get to work, and less than one percent walking or riding a bicycle. 81% drove alone to work. 18% have a commute of 15 minutes or less.



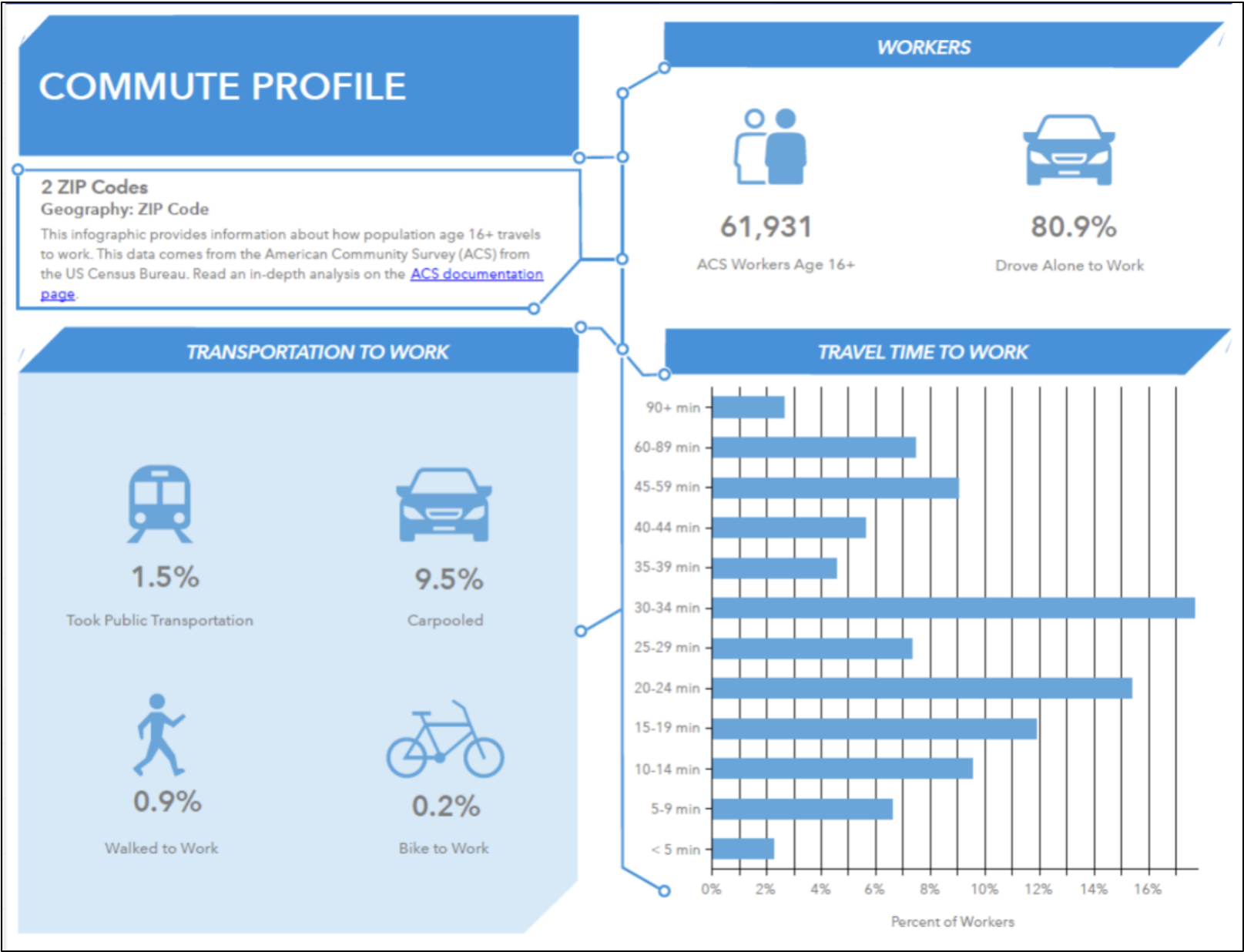
COMMUNITY SURVEY



Source: Esri, ACS, Esri forecasts for 2023, 2017-2021, 2028.

© 2023 Esri

COMMUTE PROFILE



FOOT TRAFFIC TRENDS

BusinessFlare® is a Placer Partner, and we utilize their data to understand customer foot traffic behavior and patterns. Placer.ai is the world’s most advanced aggregated foot traffic analytics platform allowing anyone with a stake in the physical world to instantly generate insights into any property for a deeper understanding of the factors that drive success. Placer.ai is the first platform that fully empowers professionals in commercial real estate, retail, finance, economic development and more to truly understand and maximize their offline activities.

For this report, the corridor analysis is only for those areas along US 441 within the City of Hollywood, and it does not include traffic/vehicles on US 441 itself.



Coverage

Every county in the U.S. running iOS (55%) and Android (45%) mobile operating systems.



Accuracy

Placer.ai benchmarks its data against “ground truth” sets, or public and validated data sources.



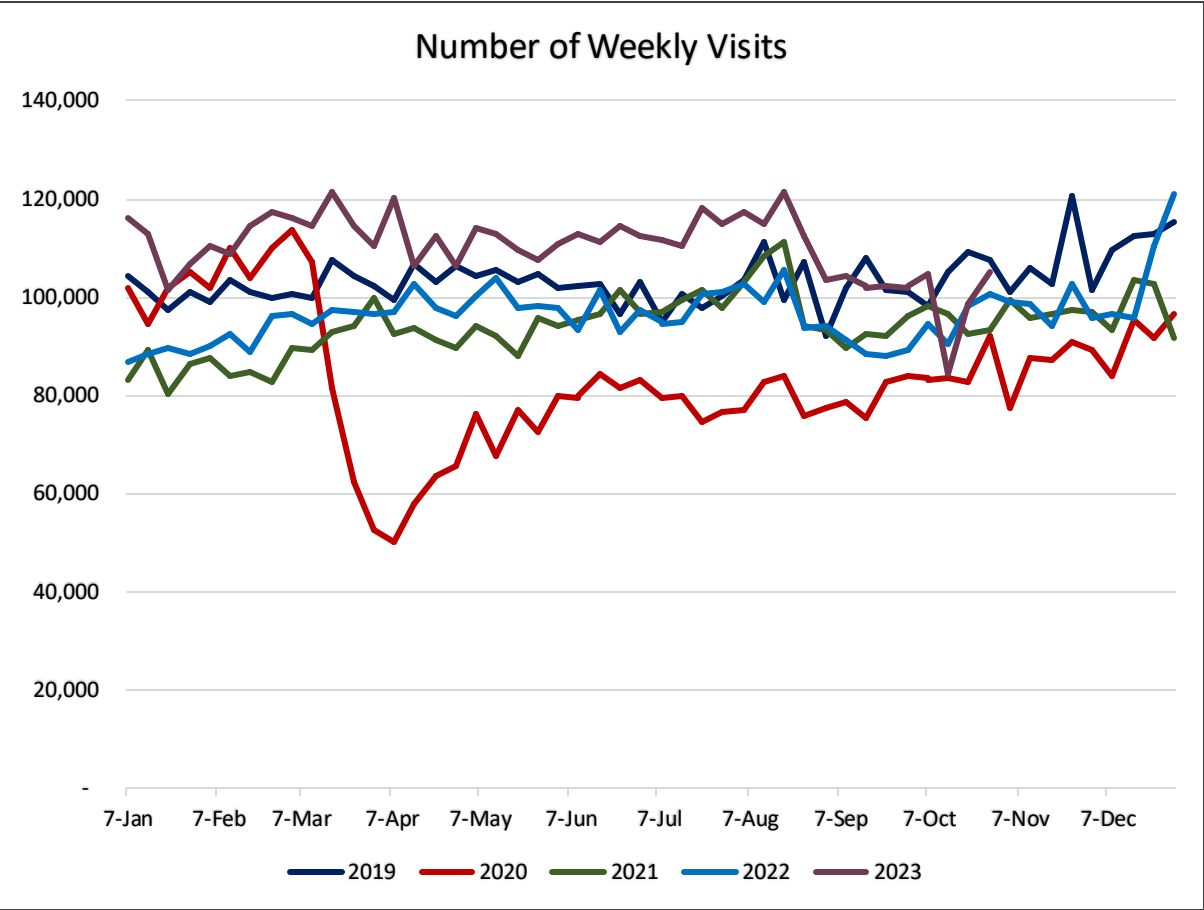
Privacy

Data sourced from apps that require affirmative opt-in and disclose how anonymized data will be used.



Compliance

Data partners required to represent and warrant that they are operating in compliance with all regulations.



THIS GRAPH IS AN ANNUAL OVERLAY OF THE WEEKLY FOOT TRAFFIC TO US 441 IN HOLLYWOOD FROM 2019 TO 2022

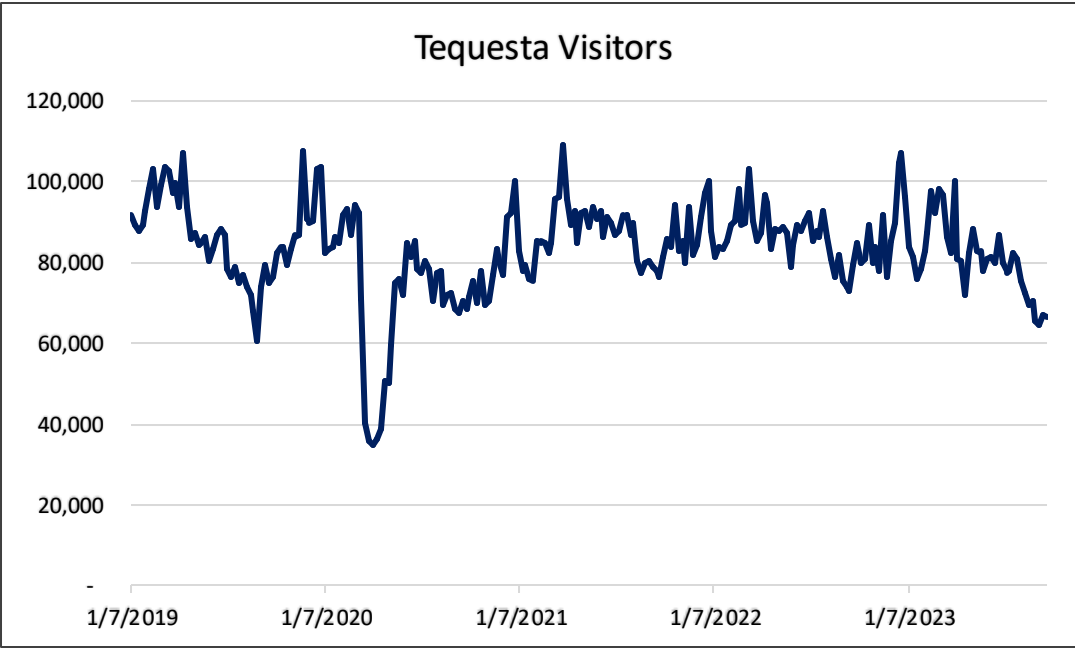
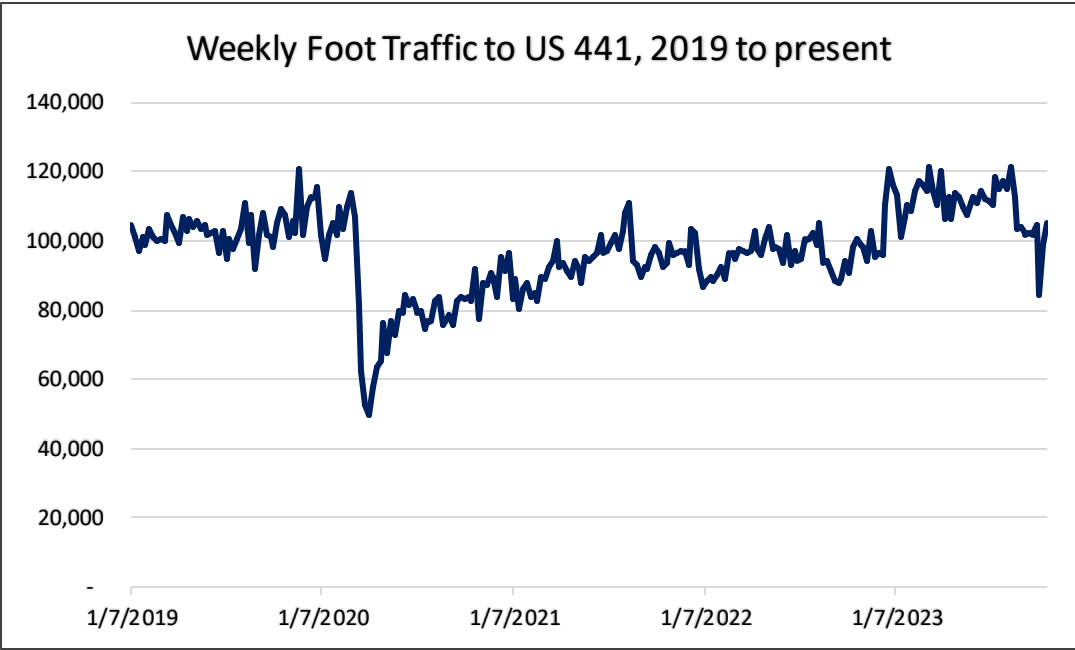
- The dark blue line is 2019, a pre-pandemic baseline;
- The red line is 2020, with the obvious “Covid Curve”;
- The green line is the initial rebound from the pandemic in 2021; and
- The light blue and maroon lines are 2022 and 2023 respectively, demonstrating stabilization.
- The 2023 maroon line shows strong recovery and growth in customer foot traffic until September when it declines back to prior levels. This trend has been observed in other locations as well, such as US 1 in Jupiter and Tequesta.

The table below provides the base customer foot traffic information for the 441 corridor. In 2023, through the end of October, 1,106,306 unique individuals visited the corridor 4.7 million times, or an average of 4.29 times. The pandemic’s impact on foot traffic is clearly visible in the 2020 column, as is the corridor’s recovery starting in 2021.

In 2021, the number of unique customers surpassed the pre-pandemic baseline of 2019, due to the preference of people to stay closer to home as the pandemic subsided. As things have returned to more stability, the 2023 figure for unique customers has returned to the 2019 level, while the total number of visits and the average visits per customer exceed pre-pandemic figures. This indicates the strength of the US 441 customer base, which will be discussed further on the following pages.

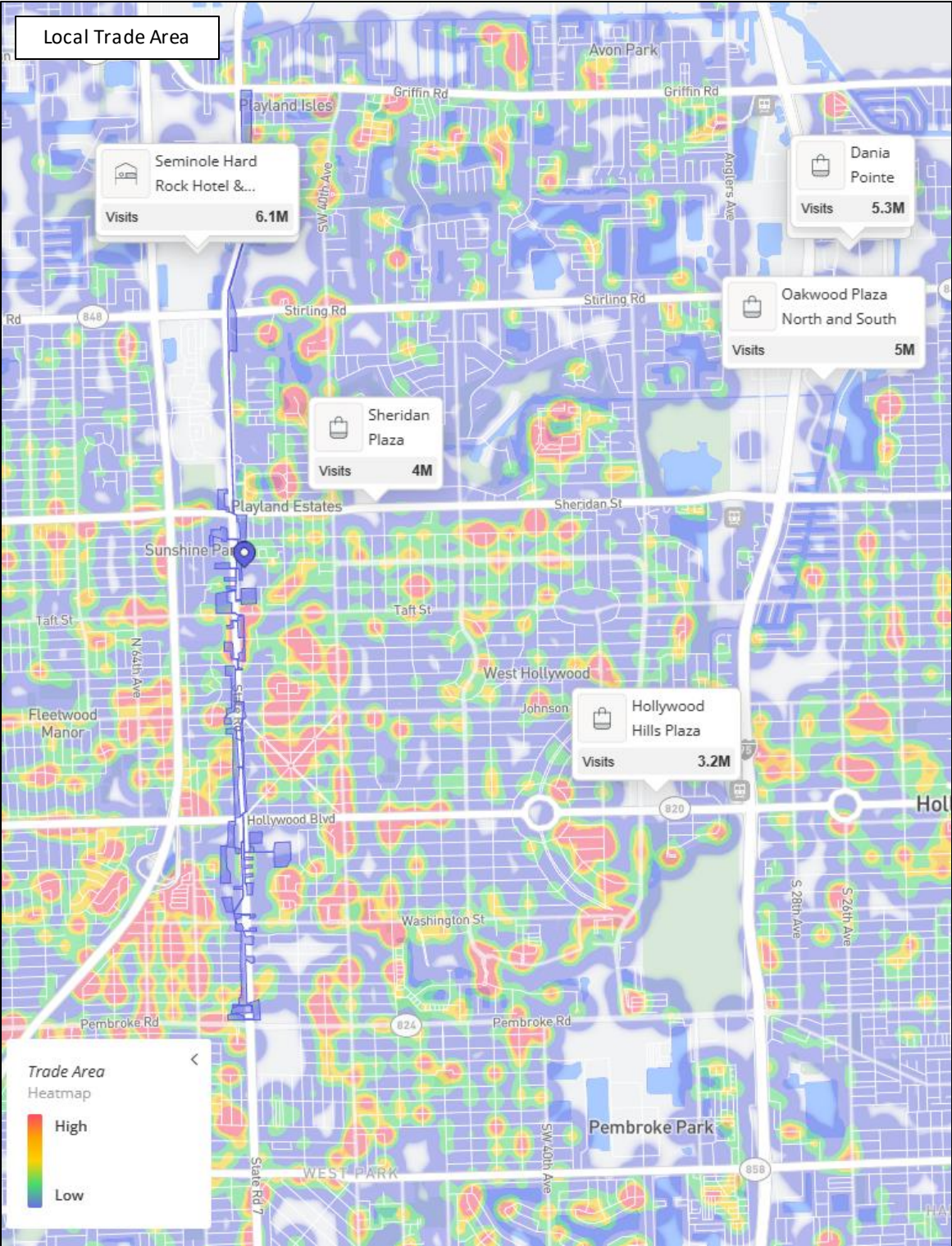
	2019	2020	2021	2022	2023
Unique Customers	1,011,646	1,007,687	1,199,115	1,183,479	1,106,306
Total Visits	4,269,147	3,758,674	4,808,450	4,899,604	4,746,052
Total Visits to Date	3,802,193	3,555,261	4,023,104	4,107,367	4,746,052
Average Visits per Customer	4.22	3.73	4.01	4.14	4.29

The graph at top right shows the straight-line trend of the foot traffic to US 441, with the pandemic’s impact and the steady recovery through 2021, and growth during 2023 until September/October. The graph at below right is of the US 1 corridor in Tequesta in Palm Beach County, which has some similar retail uses including large shopping centers, supermarkets, and smaller locally owned retail and restaurants. Prior to the pandemic Tequesta had demonstrable seasonality, with a quick return to prior levels (without the seasonality) as part-time residents that came down for the pandemic stayed put. Their trend line has the same September/October decline however, it is unclear if this might be related to inflation, or a return to seasonality (normalcy).



LOCAL TRADE AREA MAP

- 1. The location of the study area, US 441, bordered in blue line;
- 2. US 441’s trade area is represented by a heat map, showing where the home location is for the customers; and
- 3. Comparative visitor numbers for nearby destinations. Total visits year to date for US 441 is 4,746,052.

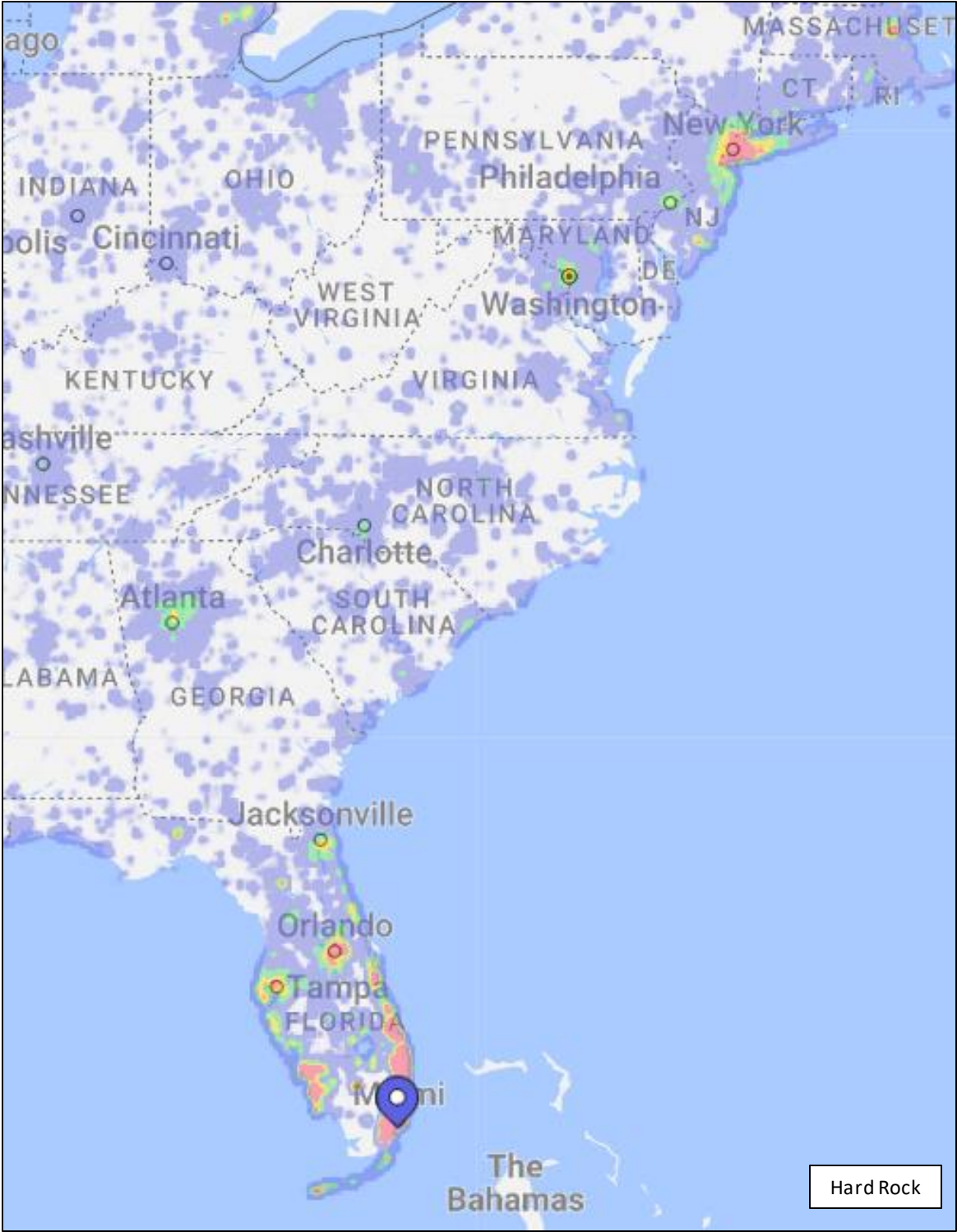
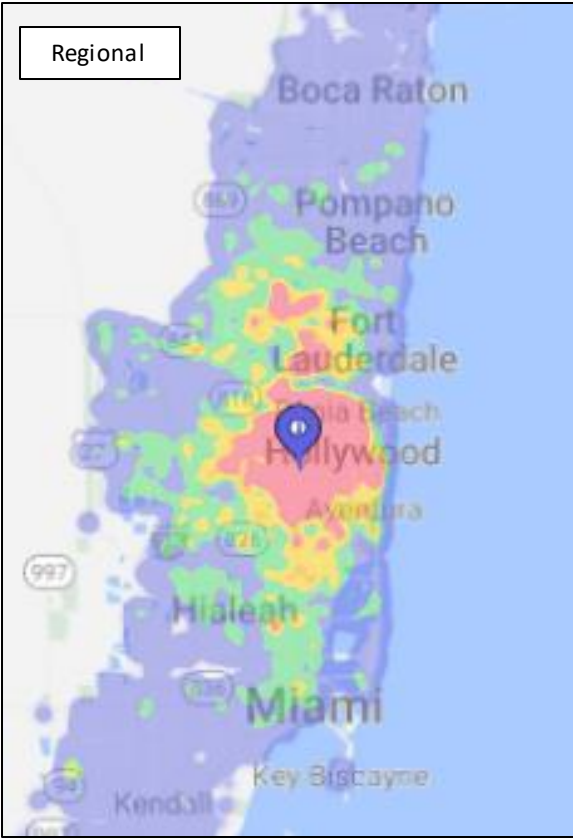


REGIONAL, STATEWIDE, AND EASTERN U.S.A. TRADE AREA MAP

The concentration of the customer trade area from a further out perspective. While US 441 draws customers from South Florida, its primary customer base is regional/local, generally south of I-595 and north of the county line, with some crossover of I-595 to the north.

By contrast, the map to the right shows the customer trade area for the Seminole Hard Rock Hotel and Casino, with strong statewide draw as well as from key feeder markets like Atlanta, Charlotte, New York City, and Washington DC metro areas.

Opportunity: Capture casino customers.

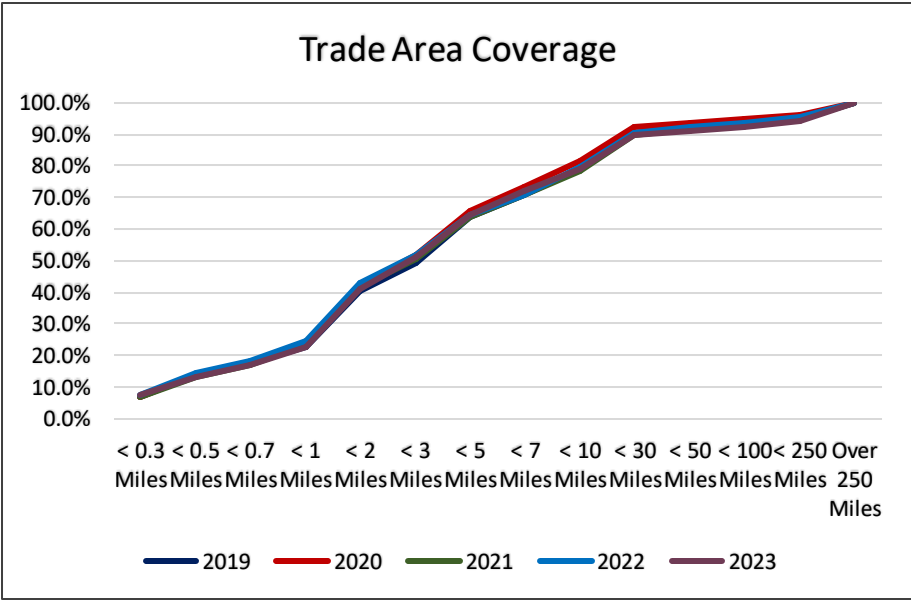


CORRIDOR TRADE AREA

The below graph represents the corridor’s trade area coverage over the past five years. The coverage area has remained remarkably consistent during this time, a trend not observed in many places, and the coverage area did not deviate significantly during the pandemic. This supports the corridor’s local/regional market position and a loyal customer base. The key observations from this graph are that 20% of the corridor’s customers live within one mile (75,000 live within walking distance of .3 mile). 65% of customers live within 5 miles, while only 4.3% live between 30 and 250 miles away.

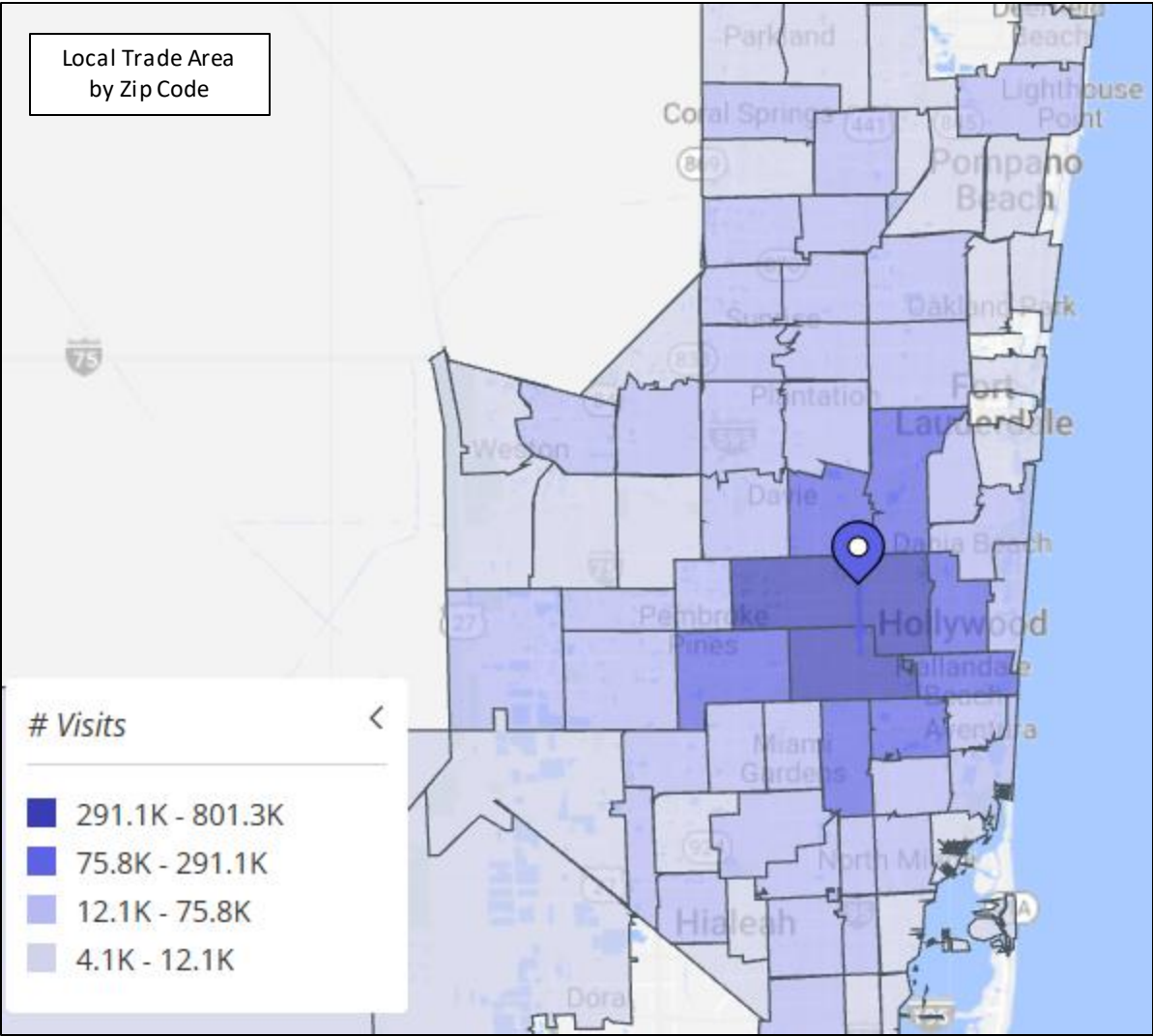
6.1% live more than 250 miles away. In contrast, 24.2% of the Hard Rock customers and 52.8% of Margaritaville customers live more than 250 miles away.

Opportunity: Capitalize on the loyal local customer support that already exists.
Opportunity: Capture casino customers



This map shows the corridor’s customer trade area based on zip code. The top zip codes that support US 441 are:

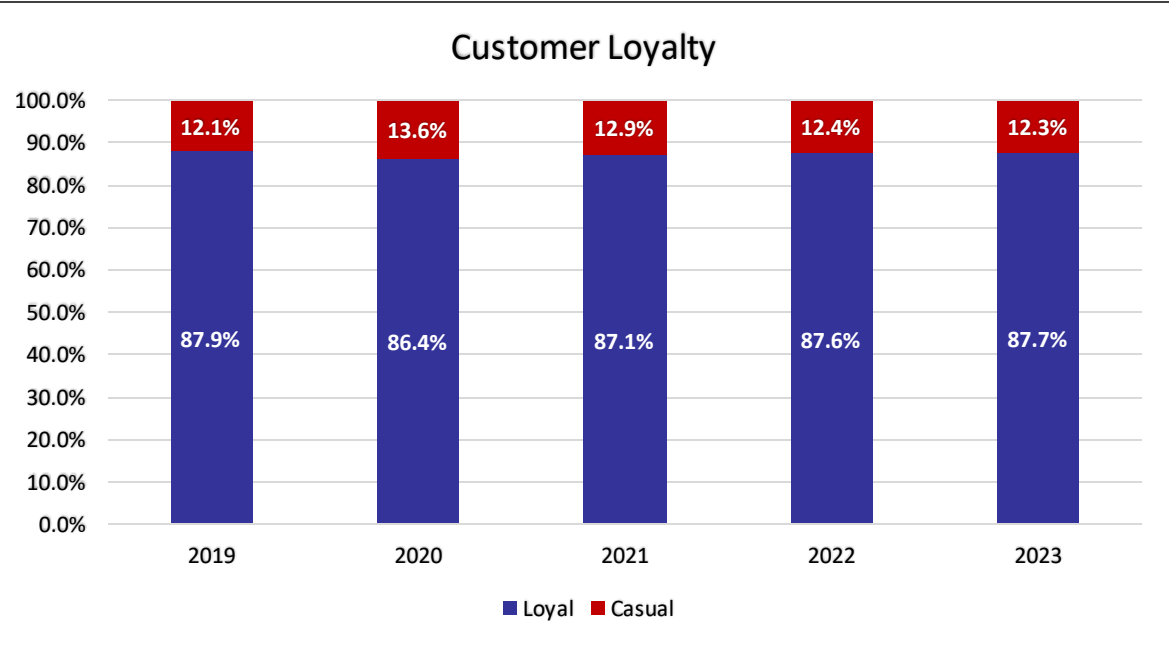
33023	17.2%	33021	13.5%
33024	8.8%	33020	5.3%
33312	4%	33009	2.3%



Consistent with prior observations, US 441 has a loyal customer base. Almost 90% of customers are loyal, repeat customers. It is likely that they are part of a loyal following of many of the corridor’s businesses, whether national chains and fast food, or some of the unique and interesting local flavor businesses and entrepreneurial endeavors.

This high amount of loyalty however, confirms the lack of a significant connection between the corridor’s businesses and the visitors and customers of the Seminole Hard Rock Hotel and Casino. While the corridor’s customer loyalty and consistent trade area are positives, it also potentially limits the corridor’s resiliency to economic shocks, such as the pandemic.

- Opportunity: Capitalize on the loyal local customer support that already exists.
- Opportunity: Capture casino customers
- Opportunity: Broaden the customer base



The information regarding the number of customer visits provides more insight into the customer base. The chart below highlights the number of visits by customers based on how many times they visited during the year.

Although the average number of visits by individual customers was only 4.29, 1.1 million of the 4.7 million visits were by customers that visited the corridor over 30 times this year. 2.5 million visits, more than half of all visits, were by customers that visited at least fifteen times. At the other end, more than ten percent of visits were by customers that only visited one time. Increasing the awareness of all that the corridor has to offer may help convert at least some of them into repeat visitors.

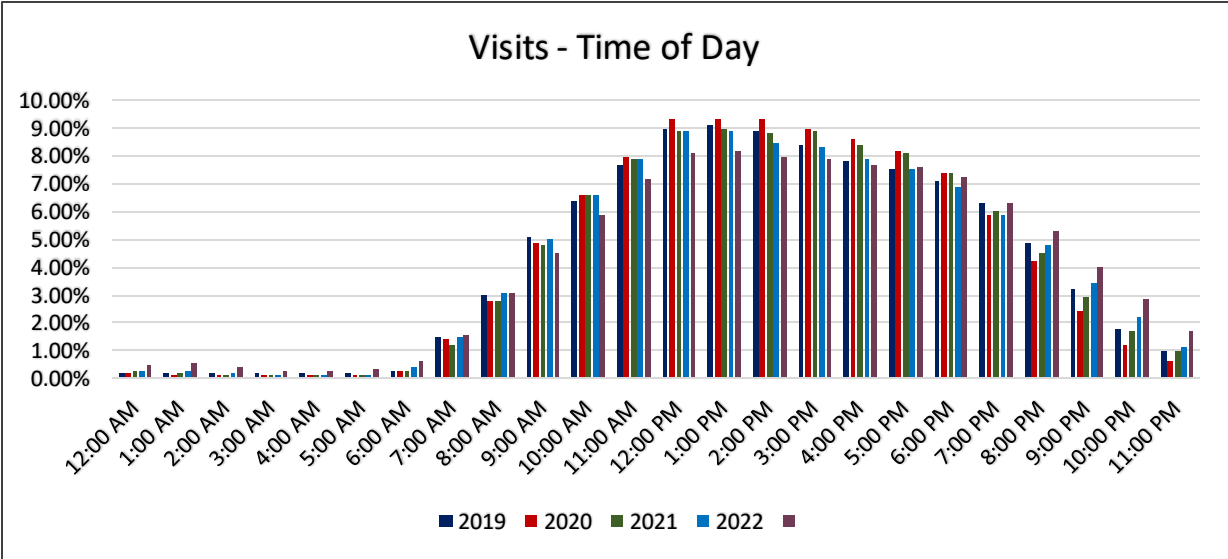
- Opportunity: Capitalize on the loyal local customer support that already exists.
- Opportunity: Capture casino customers
- Opportunity: Broaden the customer base



The times of day that customers visit the corridor is represented in the graph to the lower left. It shows some general trends that are consistent with observations from other locations, such as a trend to more daytime visits during the pandemic, with a return to evening and nighttime activities as the pandemic subsided. Along 441, the return to nighttime activity has demonstrated strong, consistent growth coming out of the pandemic. This may be due to increased awareness of activities and businesses in the area that customers continue to become aware of, as well as the introduction of new nighttime activities by local businesses and the attractions of new businesses that are open later in the evening.

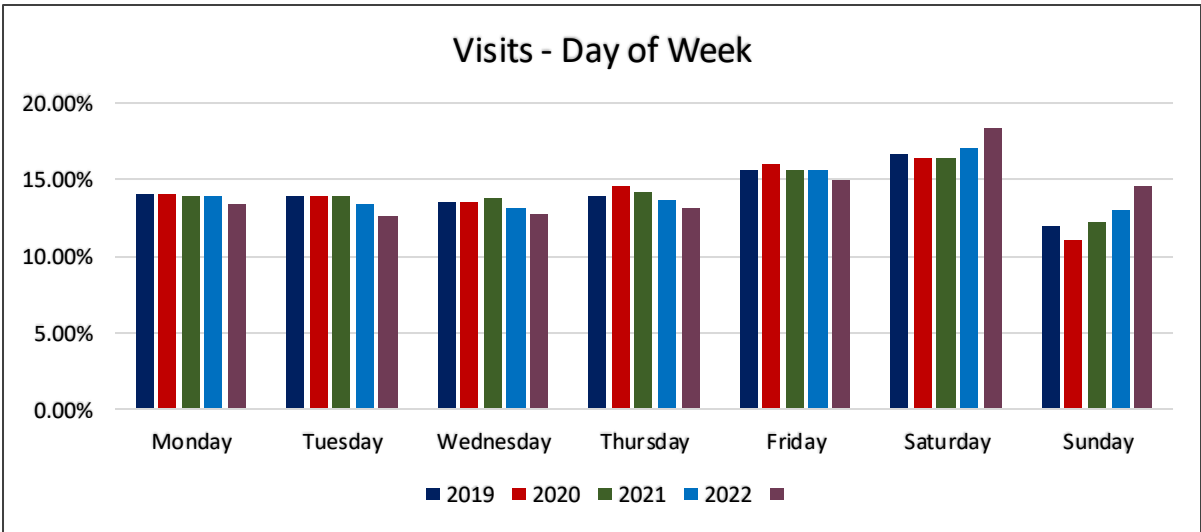
One interesting observation is that while customer behavior regarding times of day and days of week visitation have changed, the customer trade area has not. This does not mean however that it is the same people visiting, just that the customers are visiting from the same places as in the past.

Opportunity: Better understand customer behavior beyond the data.



Similar to hours of the day, the days of the week that customers visit areas has demonstrated consistent trends in many locations; during the pandemic there was an increase of weekday and a decline of weekend foot traffic. This trend was observed in Downtown Hollywood, but has not been fully observed in the US 441 corridor. On some weekdays during the pandemic, Monday, Tuesday and Wednesday, foot traffic remained consistent with 2019 patterns. On Thursday and Friday, foot traffic increased during the pandemic. Since the beginning of recovery and stabilization in 2021, foot traffic on weekdays has continued to decline and is below pre-pandemic levels. There could be a number of reasons for this, including opportunities that work from home and remote work provide regarding things to do during certain times of the week; and the increase of delivery services that provide an opportunity to avoid traffic, parking and dealing with going to the store.

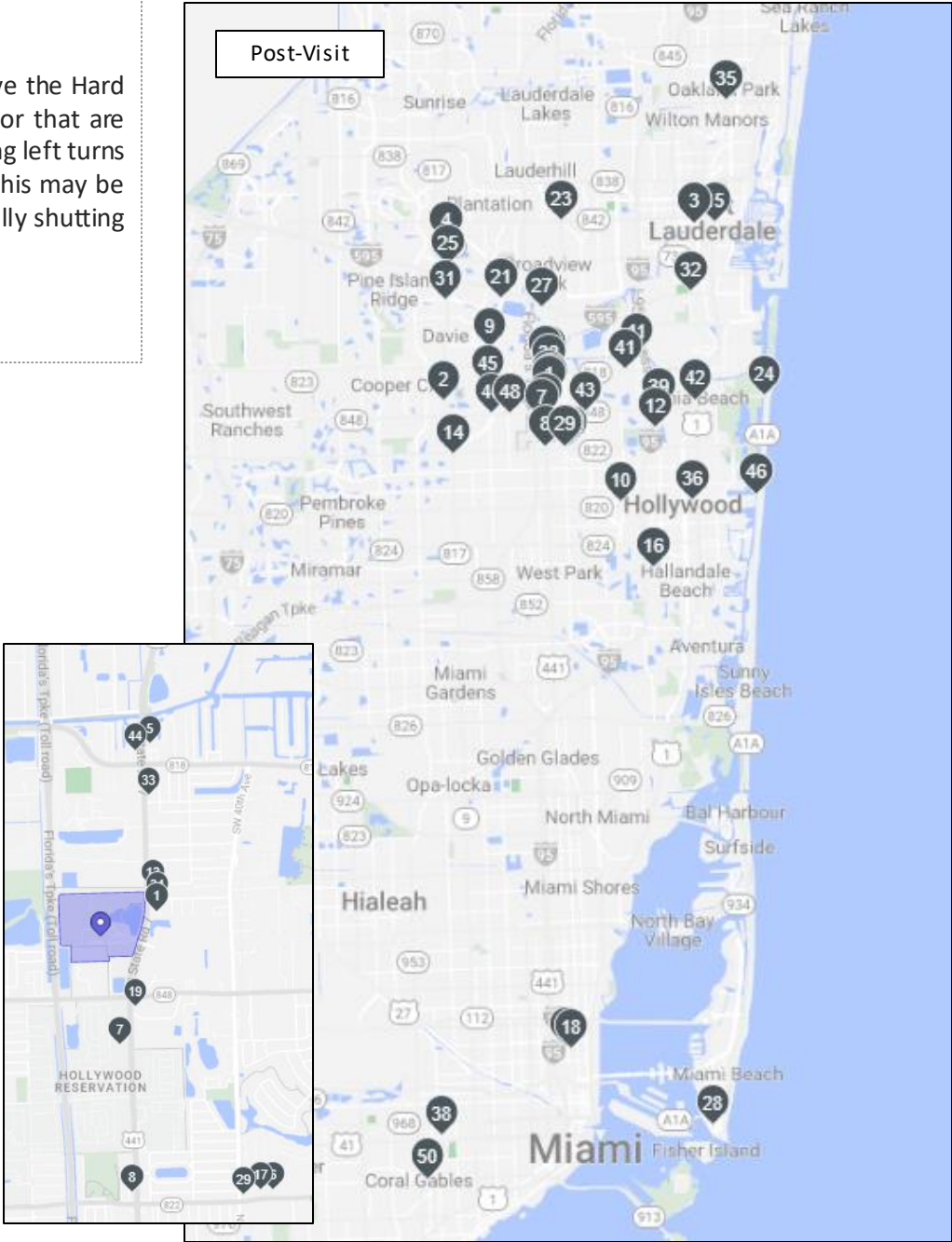
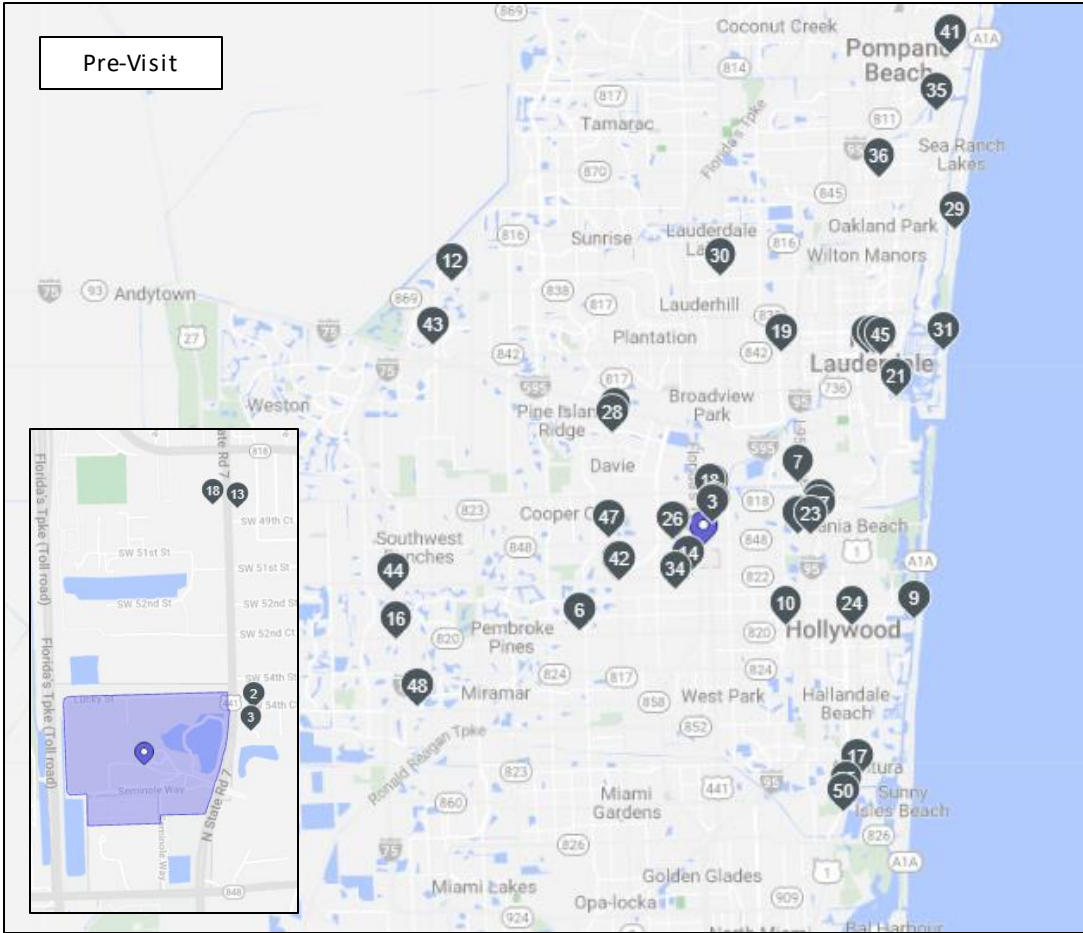
The decline of weekday foot traffic has not caused a decline in overall foot traffic however, as weekend foot traffic has experienced a significant increase in 2022 and especially 2023.



These maps present the locations of the 50 most popular restaurants by customers when they visit the Hard Rock. The map to the bottom illustrates the most popular restaurants that people visit on their way to the casino. The inset highlights the four restaurants that are along the US 441 corridor.

The map to the right presents the most popular restaurants that casino customers visit on their way home after they leave the Hard Rock. Similarly, the inset presents those that are along the corridor. One observation: those restaurants along the corridor that are visited after someone leaves the Hard Rock are on the same side of the road that they will be driving on. They are not making left turns into other establishments. This may be due to familiarity or impulse and sudden awareness of an opportunity. Some of this may be driving the increase in nighttime visits along the corridor, since most of the restaurants in the casino’s food court are usually shutting down when concerts at Hard Rock Live end.

Opportunity: Capture casino customers



441 CORRIDOR AREA FOOT TRAFFIC TRENDS – SEMINOLE HARD ROCK HOTEL AND CASINO

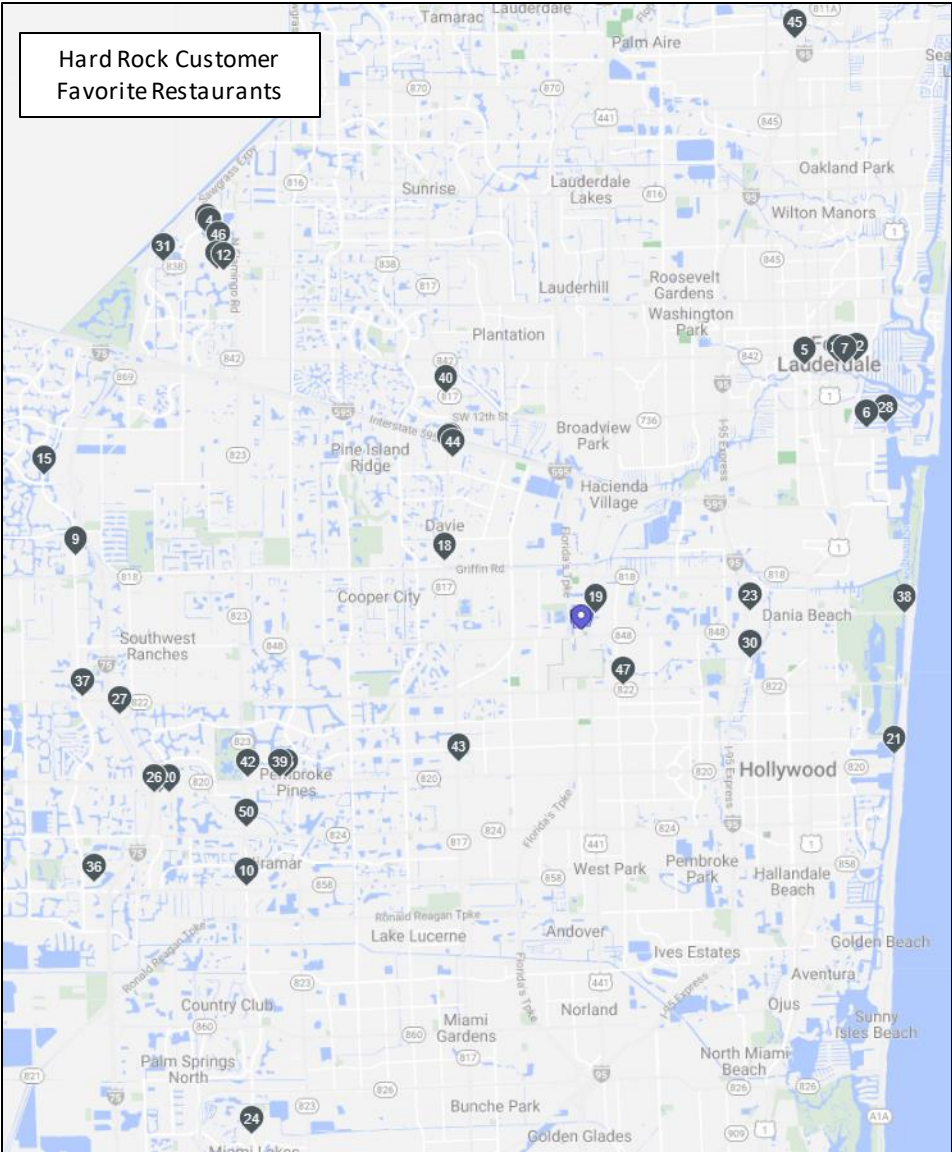
The top restaurants that visitors or employees of the Hard Rock visit either before arriving or after leaving that are along the US 441 corridor are:

- Lemongrass
- McDonalds
- Viva Chile Lindo
- Pollo Tipico
- BBQ Hot Spot
- El Patio Colombian
- Wendy’s
- Popeye’s

- Black Bean Café (employees)
- Quickie’s Burgers & Wings (emp)
- Las Vegas Cuban Cuisine (emp)
- Subway (emp)



This map presents the location of the favorite restaurants in general of Hard Rock customers in 2023, but not necessarily on the same day that they visited the casino. Only one of the top fifty is along the corridor, so increasing awareness of restaurant and cuisine offerings may increase visitation to corridor restaurants by this customer market.



ED OPPORTUNITIES

DRIVERS

- LAND > MULTIPLE SMALL PARCELS WITH LIMITED LARGE SITES, LIMITED INVENTORY
- LABOR > GOOD LABOR ACCESSIBILITY AND VERY LARGE LABOR SHED
- CAPITAL > GOOD REAL ESTATE FUNDAMENTALS IN ALL SECTORS
- MARKETS > LIMITED MARKET CAPTURE
- REGULATION > TRANSIT ORIENTED CORRIDOR
- QUALITY OF LIFE > AMENITIES ARE DISCONNECTED AND NOT ASSOCIATED

BALANCE

- FINANCIAL AND MARKET FEASIBILITY > UNDERSTAND THE FINANCIAL AND MARKET FEASIBILITY OF TARGETED SITES, BUSINESS TYPES, AND OPPORTUNITIES
- REGULATORY EFFICIENCY > TEST OPPORTUNITY SITES AND VACANT SPACES FOR SUITABILITY AND FITMENT FOR DESIRED USES.
- IDENTITY AND BRAND > HOW DO PEOPLE THINK AND FEEL ABOUT THE CORRIDOR, AND HOW SHOULD THEY THINK AND FEEL ABOUT IT?

CONNECTIONS

- AESTHETICS > IMPROVED FROM THE PAST, NEEDS MORE DEFINED IDENTITY
- ACTIVITIES > BETTER DEFINE ACTIVITY NODES AND THIRD PLACES
- OPENNESS > THE PHYSICAL ENVIRONMENT CAN BE INTIMIDATING AND UNWELCOMING

OPPORTUNITIES

- PRESERVE THE LOCAL FLAVOR
- INVEST IN AESTHETICS
- ENHANCE IDENTITY (PHYSICAL AND BRAND)
- CAPITALIZE ON THE TRAFFIC TO THE AREA (CARS AND CASINO)
- EXPOSE LOCAL BUSINESS, ENTREPRENEUR, AND CUSTOMER STORIES

**CORRIDOR ECONOMIC DEVELOPMENT CATEGORIES FOR
OPPORTUNITY SITES & PROJECTS**



ECONOMIC DEVELOPMENT

- Character and Local Flavor Focused
- Façade / Building Improvements
- Place Brand and Messaging
- Small Business Engagement
- Attracting Anchor Investment
- Third Places
- Capitalize on Existing Customers



MOBILITY

- Bicycle and Pedestrian Amenities
- Neighborhood Bicycle Network
- Limited neighborhood transit connection
- Micro-Transit Network
- Anchor destination connections
- Long Term> Light Rail



PUBLIC IMPROVEMENTS & INFRASTRUCTURE

- Parks/Open Space
- Streetscape Beautification
- Neighborhood Bicycle Network
- Entrance features
- Linear park opportunities



RESIDENTIAL LIFE

- Mixed-Use Development
- Market Rate and Affordable/Workforce Housing Opportunities
- Live Local Act challenges and opportunities
- Connectivity (linear park, etc)

ED IMPLEMENTATION CONCEPT

1. CAPITAL

GOALS

- Improve the aesthetics of the commercial properties, especially strip centers with local businesses.
- Continue to enhance streetscapes, green and open spaces, and the general look and feel.

TACTICS

- Develop a priority list of properties for aesthetic improvements that realistically may be receptive.
- Customize commercial incentive programs to the specific needs of the priority properties.
- Develop sub district brands that can be applied to marketing, commercial buildings, and public realm enhancements.

2. BRAND AND POSITIONING

GOALS

- Get people out of their cars.
- Capitalize on the local customer support that already exists.
- Capture casino customers.
- Turn existing customers into champions.
- Broaden the corridor's customer base to enhance economic resiliency.
- Better understand customer behavior beyond the data.

TACTICS

- Promoting unique local flavor businesses along corridor.
- Create a “buzz” for ethnically diverse cuisines and other local flavor business stories.
- Expose the auto services hub by finding unique, innovative and creative parts of the industry.
- Divide the corridor into “subdistricts” and “sub-brands” to start to build more tactical recommendations related to marketing and advertising, business education, customer awareness, social media, and the public realm.
- Implement a community pride campaign for the corridor, using existing customers as champions and spokespeople.
- Tell the story of the corridor's stability and loyalty with its customer base.
- Confirm the foot traffic and other customer behavior trends with in-depth outreach and in person data collection.

ED IMPLEMENTATION CONCEPT

3. REAL ESTATE

GOALS

- Target major redevelopment as infill that does not disrupt local businesses or neighborhoods.
- Work with property owners, educating them on the benefits or redevelopment with infill mixed-use, per code.
- Understand real-time real estate market happenings.

TACTICS

- Conduct Fitment and Feasibility assessments to share with property owners and developers that may be realistic prospects.
- Monitor the commercial real estate listings to identify opportunities for like-minded real estate investors and developers, and targeted business types.
- Meet out-of-market developers and investors that may be a good fit for the opportunity and are interested in Florida markets.
- Review parking requirements, realistic demand, and actual usage of shopping center and strip centers to identify redevelopment opportunities.

IMPLEMENTATION CONCEPT

Area Character Potential Concept

Area	Name	Description
S-MU	441 and Hollywood 441 and Washington	Mixed-Use Infill – Destination Creation CreatorSpace and Auto Services Cluster
All	Linear Park Connectivity	Green Space – A Spinal Cord of Ped and Bike Connectivity along Corridor
C-MU	441 and Sheridan	Dealerships 2.0 – Mixed-Use Center with Vertical Car Storage
N-MU	441 and Stirling	Redevelopment Opportunity – Seminole Tribe is a significant landowner.



OPPORTUNITY SITES

US 441/ SR 7 AND HOLLYWOOD BLVD.

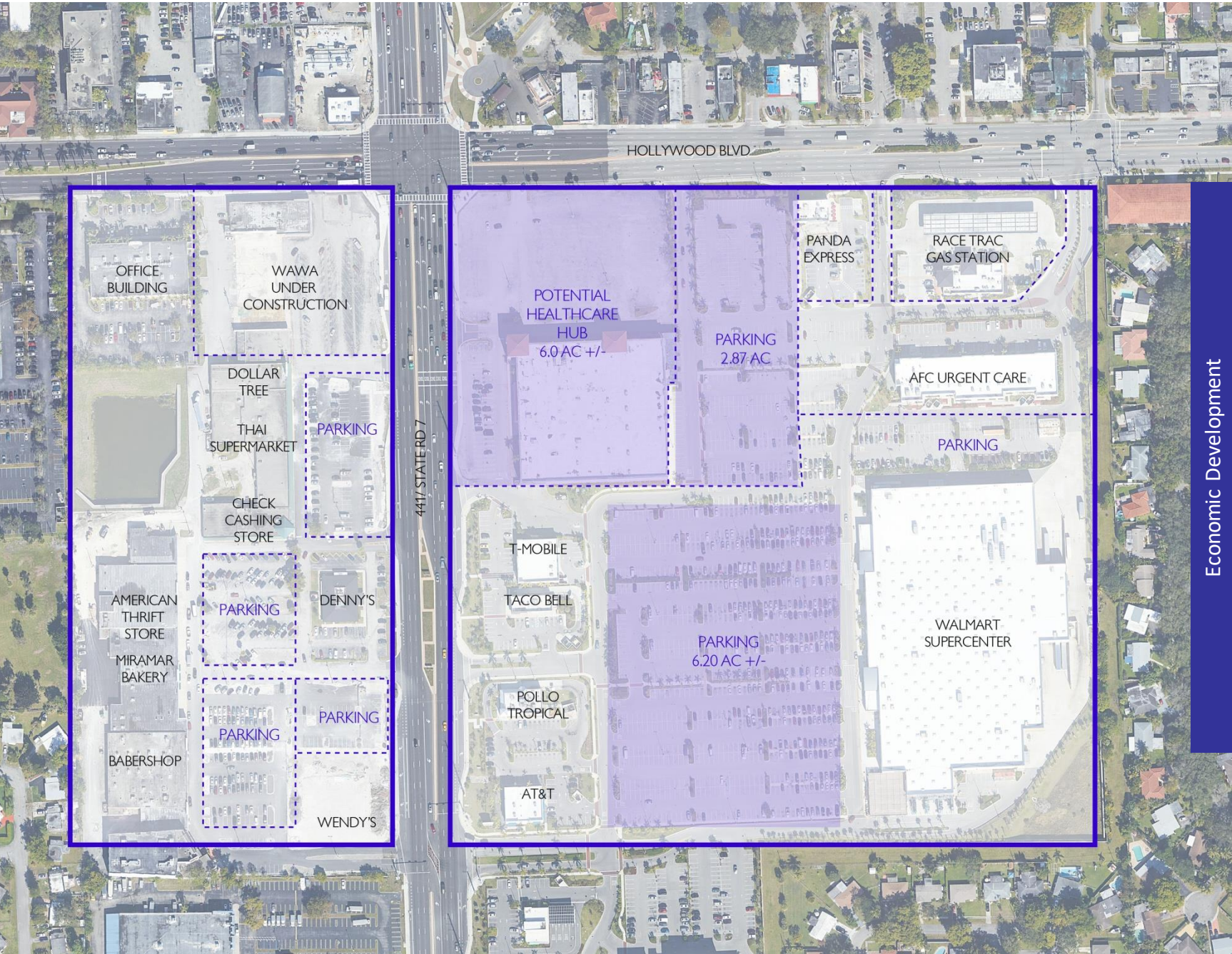
NEW INVESTMENT

- Memorial Healthcare System Land Purchase for potential Healthcare Hub
- WaWa

POTENTIAL OPPORTUNITY SITES

Alternative 1– Walmart Mixed-Use Infill

- Keep existing buildings and work around.
- Consolidate surface parking into a parking garage, therefore allowing valuable real estate to mixed-use infill development.
- Innovative development model for Walmart suburban.
- Mixed-Use infill land: 6.20 acres
- Potential residential units: 310 (per 50 du/ac)
- Maximum commercial area allowed (gross): 13M square feet



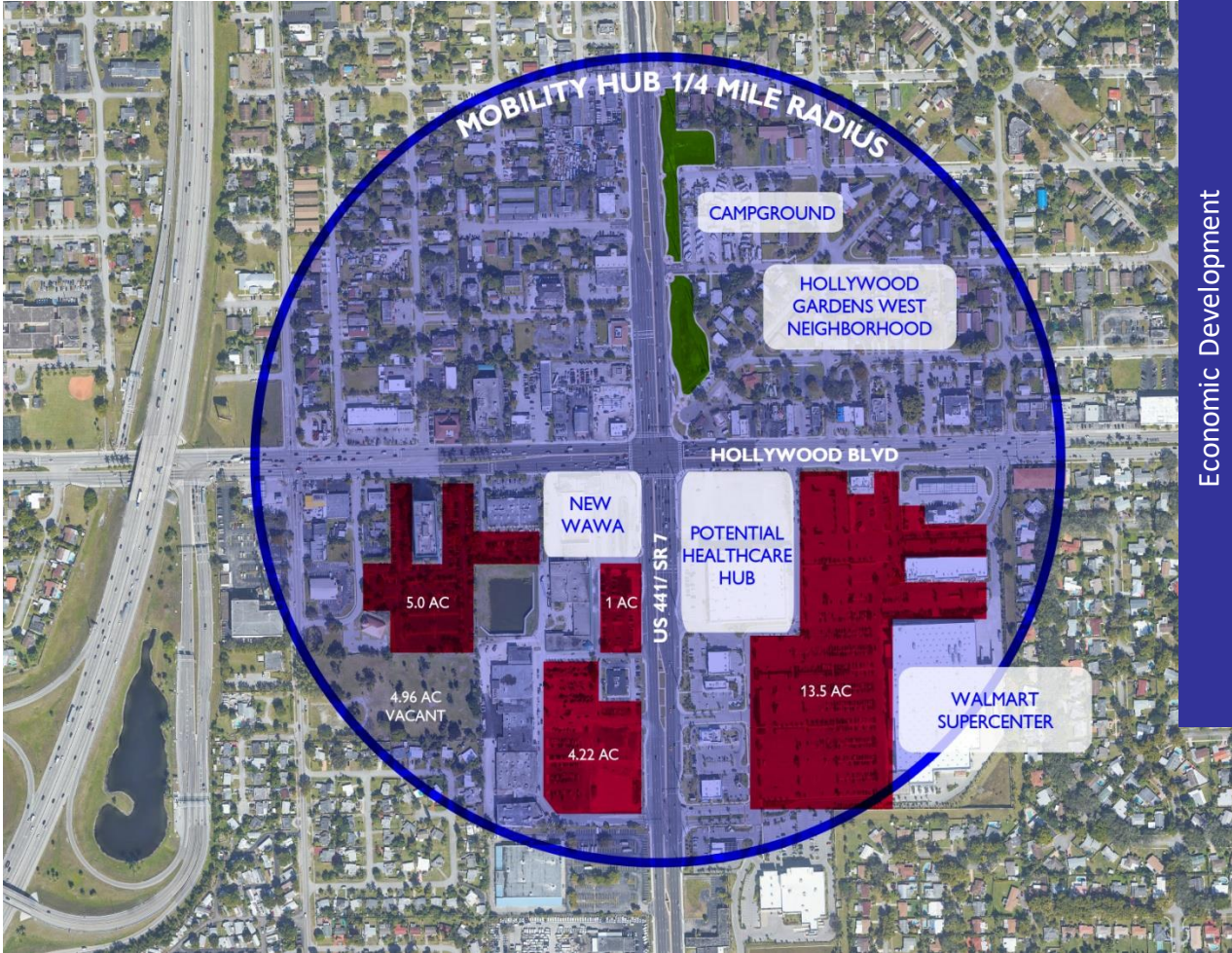
US 441/ SR 7 AND HOLLYWOOD BLVD.

Surface Parking Lots = Infill Mixed-Use Development Opportunity

EXISTING CONDITIONS



POTENTIAL CONDITIONS



US 441/ SR 7 AND WASHINGTON ST.

NEW INVESTMENT

- Residences at Beverly Place Affordable Housing
- AutoZone Flagship Store

POTENTIAL OPPORTUNITY SITES

Alternative 1 – Ross Site Mixed-Use Infill

- Keep existing building and work around.
- Mixed-Use infill land: 1.7 acres
- Potential residential units: 85 (per 50 du/ac)
- Maximum commercial area allowed (gross): 5M square feet

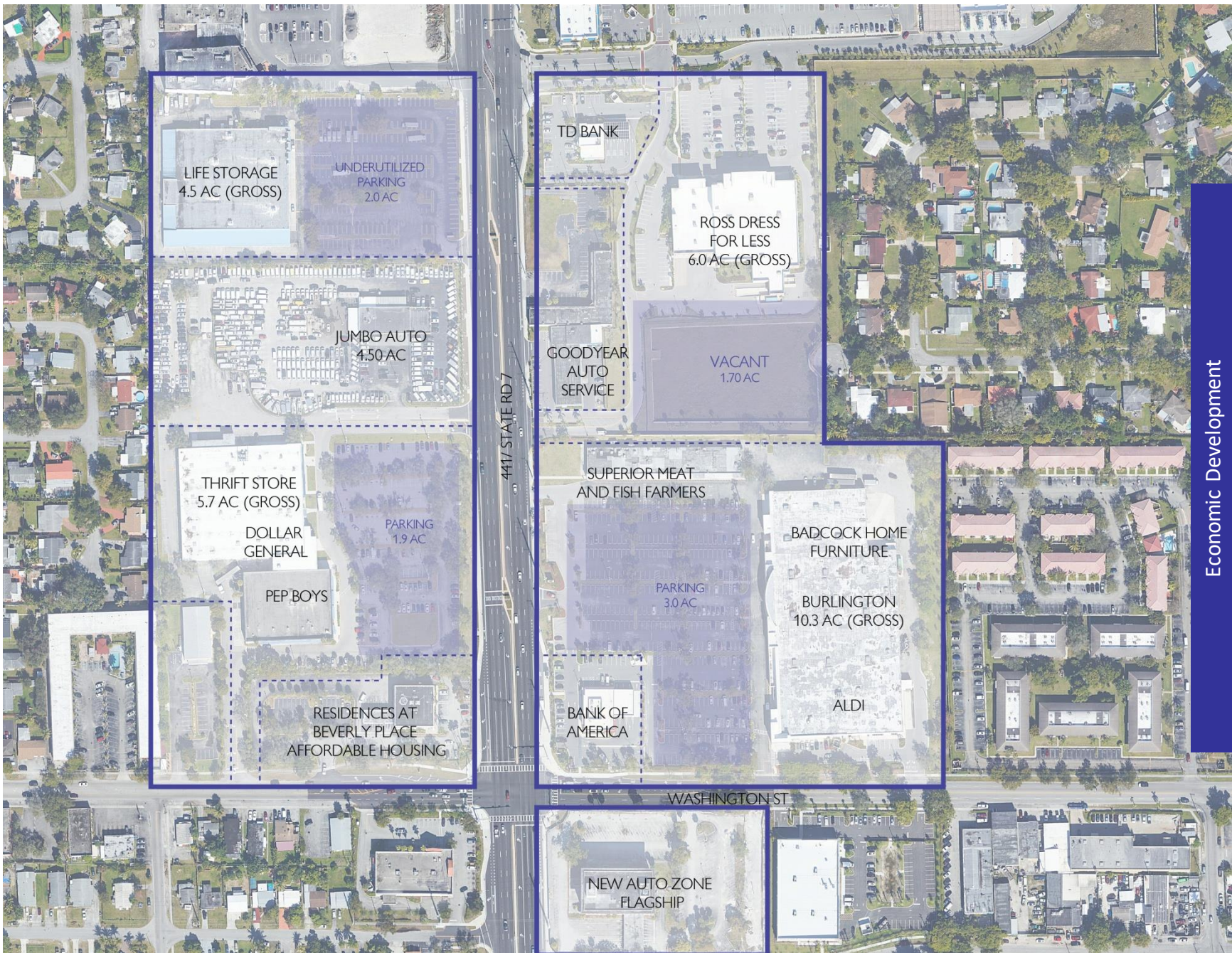
Alternative 2 – Life Storage Site Mixed-Use Infill

- Mixed-Use infill land: 2.0 acres
- Potential residential units: 100 (per 50 du/ac)
- Maximum commercial area allowed (gross): 3.2M square feet

Alternative 3 – Burlington Site Mixed-Use Infill

- Keep existing buildings and work around.
- Consolidate surface parking into a parking garage, therefore allowing valuable real estate to mixed-use infill development.
- Mixed-Use infill land: 3.0 acres
- Potential residential units: 150 (per 50 du/ac)
- Maximum commercial area allowed (gross): 7M square feet

TOTAL POTENTIAL MIXED-USE INFILL DEVELOPMENT:
430 Units/ 19.3M Commercial Square Feet



CREATORSPACE AND AUTO SERVICES CLUSTER

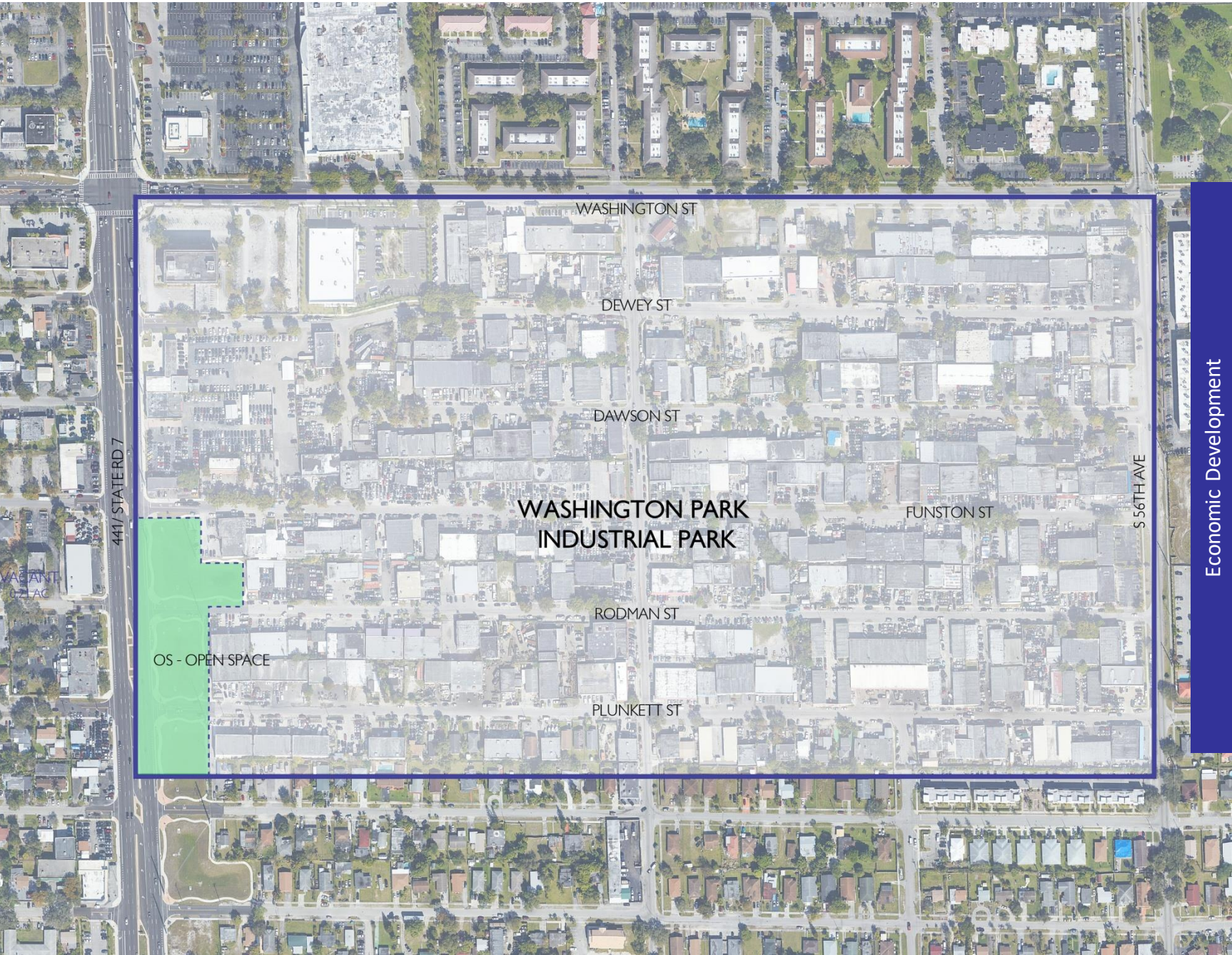
POTENTIAL OPPORTUNITY SITES

There is a potential opportunity to support this niche cluster with sustainable transportation and infrastructure needs, as well as façade and interior improvements that celebrates this vintage auto industry cluster. Additionally, it could be beneficial to raise the awareness of the area's opportunities through promoting unique businesses.

With the automotive uses that exist, there is a need for additional short term auto parking and some aesthetic upgrades, branded signage or possibly even some directory signage. There should be a review of permitted uses to encourage the transition of some spaces for flex space and other uses that have less intensive parking requirements (such as overnight and stacking for repair services) – this also goes to the comment on balance below in terms of regulatory efficiency and looking at future transitional uses that are less intense.

Identifying some of the hidden “cool-factor” entrepreneur stories and encouraging third spaces such as breweries to consider space here can help showcase real estate opportunities when they arise.

Land Area: 87.5 acres



US 441/SR 7 AND SHERIDAN ST.

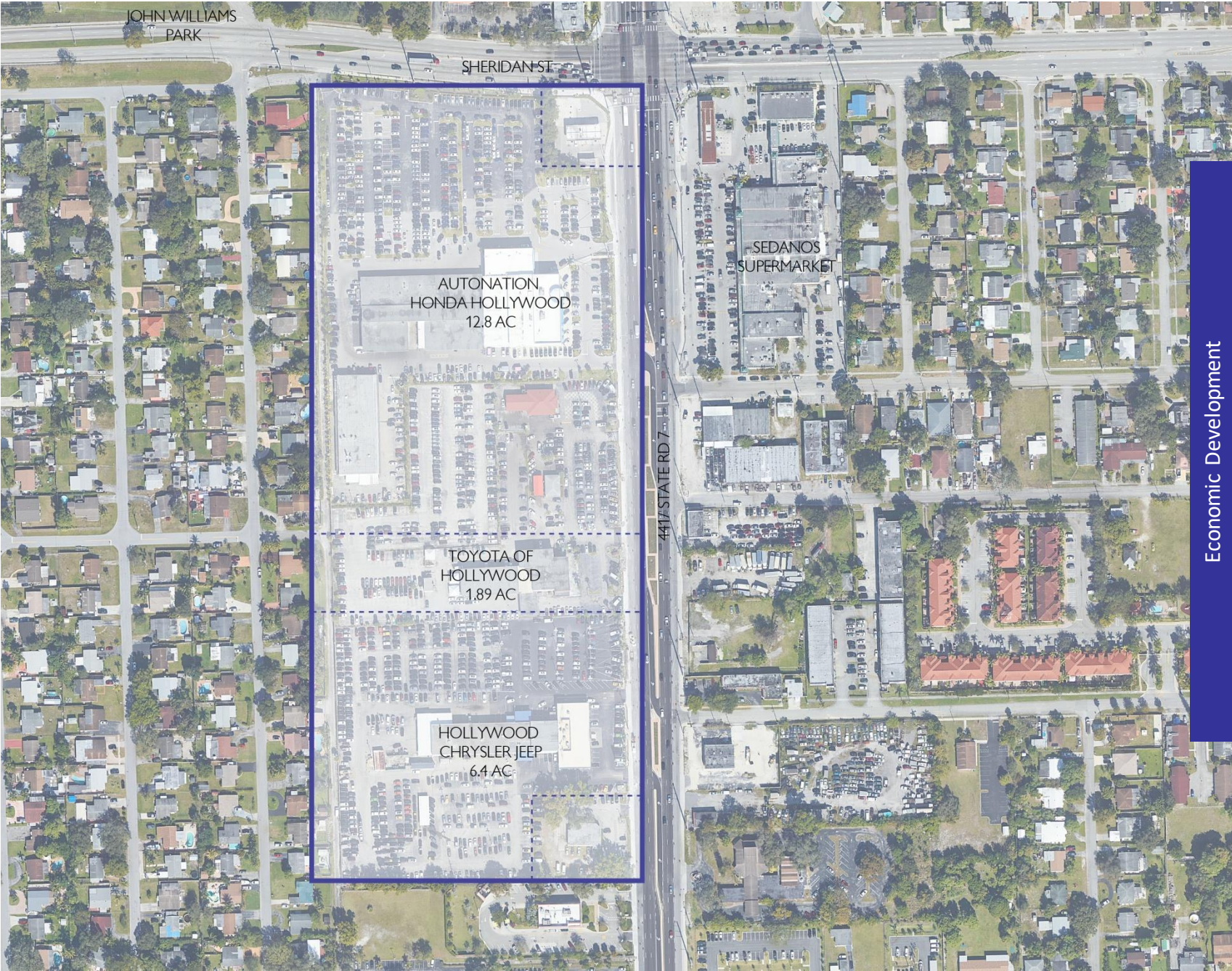
POTENTIAL OPPORTUNITY SITES

Goals: Seek opportunities to redevelop large surface parking areas within car dealerships. Find creative solutions to maintain car dealer operations while adding mixed-use, per community vision.

Many of the larger dealerships have made investments into their properties and operations and may not be quite ready for newer concepts seen in other locations such as vertical car storage and different showroom designs, as well as relocating non-sales related uses off-site.

In some locations where dealerships have not yet redeveloped their properties they have introduced new uses, such as cafes that are designed in a way to service the general public, not just the customers. One is planned in the new Lamborghini dealership being developed on US 1 in South Dade, in Palmetto Bay.

The places where vertical storage has been implemented are locations where the land values made sense to the property owners and dealerships. As US 441 becomes more vibrant, engagement with the dealerships should take place.



US 441/ SR 7 Linear Park & Mobility Hub

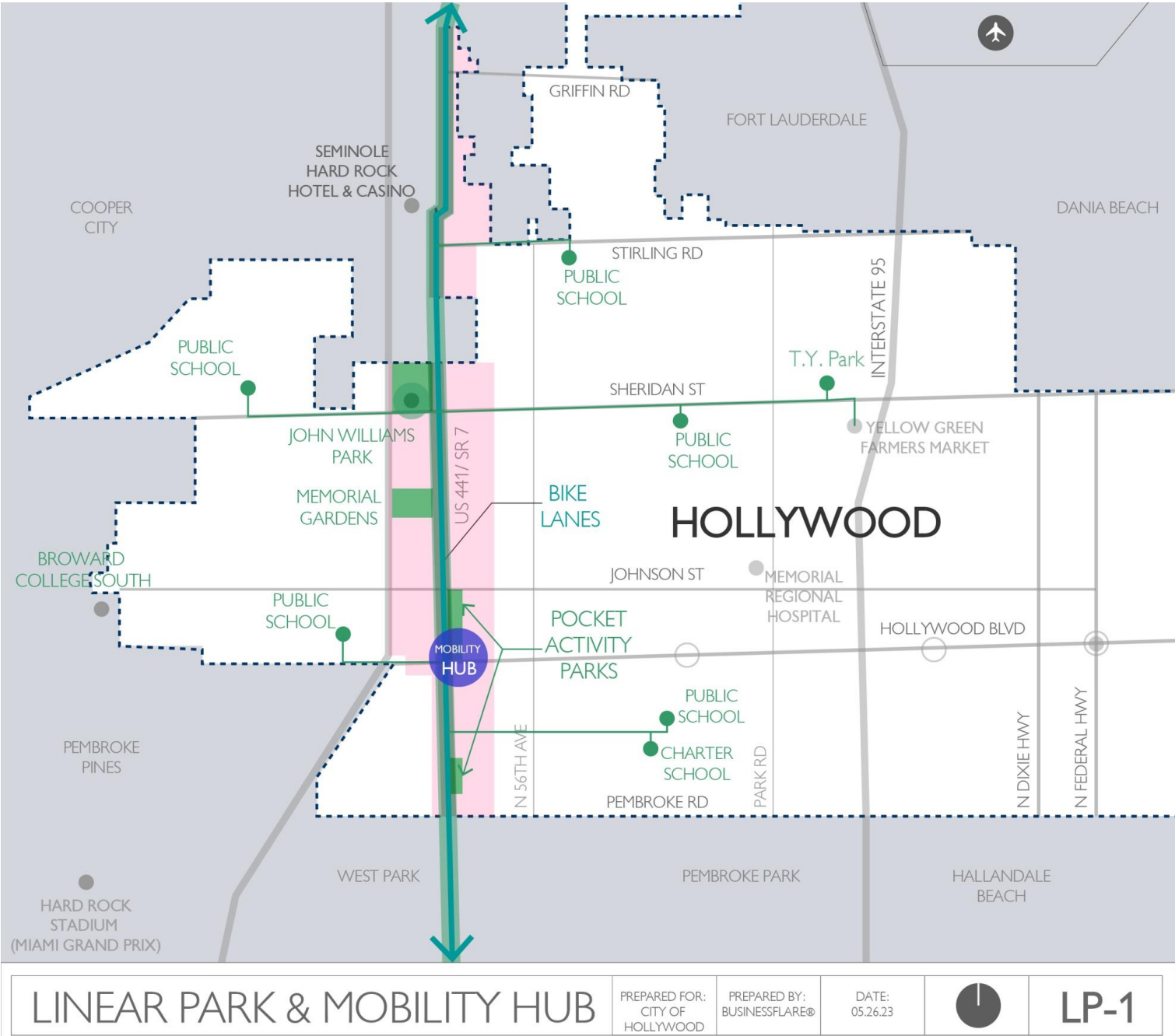
POTENTIAL OPPORTUNITY SITES

Work on infrastructure improvements and programming of linear park as a community amenity. This quality-of-life component leads to more people wanting to be here, leading to more business opportunities and economic development.

Connect to parks, schools, churches, and the community. In the existing linear park pedestrian bridges have been installed to connect the park to the neighborhood.

CASE STUDY: THE UNDERLINE, MIAMI, FL

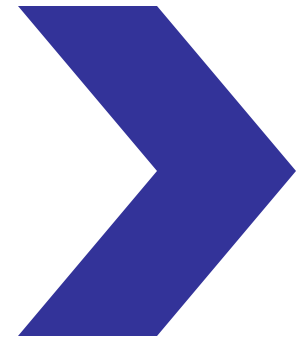
Imagine the Underline without the train line above. The US 441 Corridor has the space to continue building a high-quality linear park for residents and visitors. This could be accomplished through partnerships and investment between the City, local organizations, and through multiple state and federal funding opportunities.



Economic Development



HOLLYWOOD INVESTS





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feasibility

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The Tate Building
North Miami, FL 33161

Appendix

Business Inventory

Business Mix Table (North)

Location	Business Name	Type	Address	Flare Factor (Y/N/M)	Notes
441 Corridor North	Corporate Coaches	Limousine Services	4500 FL-7, Fort Lauderdale, FL 33314		Fort Lauderdale address?
	Wendy's	Fast Food Restaurant	4600 S State Rd 7, Fort Lauderdale, FL 33314		
	Wawa	Gas Station	4700 S State Rd 7, Fort Lauderdale, FL 33314		
	7-Eleven	Convenience Store	4800 S State Rd 7, Fort Lauderdale, FL 33314		
	La Granja	Peruvian Restaurant	4810 S State Rd 7, Fort Lauderdale, FL 33314	Y	
	Salad Guyz	Health Food Restaurant	4848 SW 45th Ave, Fort Lauderdale, FL 33314	Y	
	Sweeneys Liquor	Liquor Store	4850 S State Rd 7, Davie, FL 33314		
	Innovation Dental Service Davie	Dentist	4860 FL-7, Davie, FL 33314		
	GC Pawn #3 - Gold N Connection	Pawn Shop	4860 S State Rd 7 suite c, Hollywood, FL 33314		
	Quick Drive thru Convenience Store	Convenience Store	4860 S State Rd 7, Davie, FL 33314		
	Parts Place Inc	Auto Parts Store	Fort Lauderdale, FL 33314		Y
	Viva Chile Lindo Restaurant & Bar	South American Restaurant	4950 S State Rd 7, Davie, FL 33314		
	BurgerKing	Fast Food Restaurant	5000 S State Rd 7, Fort Lauderdale, FL 33314		
	Medallion Paint	Paint Store	5020 FL-7, Davie, FL 33314		
	Car Geeks	Car Dealer	5030 FL-7, Davie, FL 33314		
	Davey Marine Center	Boat Dealer	5048 S State Rd 7, Fort Lauderdale, FL 33314		
	Drive On Autos	Car Dealer	5090 FL-7, Davie, FL 33314		
	American Family Inc Agency	Auto Tag Agency	4586 SW 51st St, Fort Lauderdale, FL 33314		
	Victory Christian Church	Christian Church	5118 S. State Road 7, Davie, FL 33314		
	GC Pawn #7 - GC Pawn and Gun	Pawn Shop	5122 FL-7, Davie, FL 33314		
	Able Signs	Signs Shop	5130 FL-7, Fort Lauderdale, FL 33314		Y
	Caliber Plumbing	Plumber	5140 S State Rd 7, Fort Lauderdale, FL 33314		
	Restore Dry LLC	Water Damage Restoration Service	5140 S. State Road, Davie, FL 33314		
			5190 south st rd 7 inside the parking lot of the service station, Davie, FL 33314		
	Jerk Guylan	Barbecue Restaurant			
	Exxon	Gas Station	5190 FL-7, Fort Lauderdale, FL 33314		
	Dan's Deals on Wheels	Car Dealer	5300 SW 52nd Ct, Fort Lauderdale, FL 33314		
	Public Storage	Self-Storage Facility	4501 SW 54th St, Fort Lauderdale, FL 33314		
	Smoke Unlimited and Food Store	Vaporizer Store	5400 S State Rd 7, Davie, FL 33314		
	El Patio	Colombian Restaurant	5416 FL-7, Fort Lauderdale, FL 33314	Y	
	Lemongrass Hotpot	Hot Pot Restaurant	5450 S State Rd 7, Davie, FL 33314	Y	
	US Pawn Jewelry	Pawn Shop	5450 FL-7 #6, Fort Lauderdale, FL 33314		Great view of the guitar
	Klondike Fine Jewelry and Watches	Jewelry Store	5450 FL-7 #6, Fort Lauderdale, FL 33314		
	GhostBar	Restaurant	5450 FL-7 Suite 1-4, Davie, FL 33314		
	Dream Kitchens and Baths	Kitchen Remodeler	5450 FL-7 #41, Fort Lauderdale, FL 33314		
	McDonald's	Fast Food Restaurant	5530 S State Rd 7, Hollywood, FL 33314		
	Blue Monkey Vapes	Vaporizer Store	4251 N State Rd 7, Hollywood, FL 33021		
	A & M Tires	Tire Shop	4241 FL-7, Hollywood, FL 33021		
	Mr. Q Crab House	Seafood Restaurant	4221 N State Rd 7, Hollywood, FL 33021	Y	
	Value Pawn and Jewelry	Pawn Shop	4217 N State Rd 7, Hollywood, FL 33021		
	Brother Farmers Market	Farmer's Market	4201 N State Rd 7, Hollywood, FL 33021		
	Delaware Chicken Farm & Seafood Market	Butcher Shop	4191 FL-7, Hollywood, FL 33021		
	Minuteman Press	Screen Printer	4171 FL-7, Hollywood, FL 33021		
	Record Nations	Records Storage Facility	4171 N State Rd 7, Hollywood, FL 33021		
	Tribal Smoke Shop	Tobacco Shop	3621 FL-7, Hollywood, FL 33021		

Business Mix Table (South/ Eastside)

Location	Business Name	Type	Address	Flare Factor (Y/N/M)	Notes
441 Corridor South Eastside	Gordon Food Service Store	Grocery Store	101 FL-7, Hollywood, FL 33023		Big draw/ Traffic Volume
	Wal mart Supercenter	Department Store	301 S State Rd 7, Hollywood, FL 33023		
	T-Mobile	Cell Phone Store	211 S State Rd 7 Unit A, Hollywood, FL 33023		
	Pollo Tropical	Fast Food Restaurant	311 S State Rd 7, Hollywood, FL 33021		
	AT&T Store	Cell Phone Store	333 S State Rd 7 UNIT B, Hollywood, FL 33023		
	TD Bank	Bank	401 S State Rd 7, Hollywood, FL 33023		
	Ross Dress For Less	Clothing Store	415 S State Rd 7, Hollywood, FL 33023		
	Superior Meat and Fish Farmers	Grocery Store	607 S State Rd 7, Hollywood, FL 33023		
	Badcock Furniture and More	Furniture Store	607 S State Rd 7, Hollywood, FL 33023		
	Burlington	Clothing Store	755 S State Rd 7, Hollywood, FL 33023		
	Aldi	Supermarket	775 S State Rd 7, Hollywood, FL 33023		
	Caliber Collision	Auto Body Shop	5900 Washington St, Hollywood, FL 33023		
	Synergy Auto Deals	Car Dealer	1001 S State Rd 7, Hollywood, FL 33023		
	New and Used Tire Outlet	Tire Shop	1095 S State Rd 7, Hollywood, FL 33023		
	Noah Autos	Car Dealer	5925 Rodman St, Hollywood, FL 33023		
	My Auto Source	Car Dealer	5960 Plunkett St ste B, Hollywood, FL 33023		
	Xtreme Automotive Repairs	Auto Repair Shop	5934 Funston St, Hollywood, FL 33023		
	GCR Motors ports	Car Dealer	5930 Rodman St, Hollywood, FL 33023		
	Advance Auto Parts	Auto Parts Store	1511 S State Rd 7, Hollywood, FL 33023		
	Walgreens	Drug Store	1511 S State Rd 7, Hollywood, FL 33023		
	1st Capital Source	Loan Agency	901 S State Rd 7, Hollywood, FL 33023		
	My Flower Stand	Florist	931 N State Rd 7, Hollywood, FL 33021		
	King Mufflers	Muffler Store	901 N State Rd 7, Hollywood, FL 33021		
	Wheel Tire Outlet	Tire Shop	1201 Garfield St, Hollywood, FL 33021		
	Elegant Fine Upholstery	Upholstery Store	1213 N State Rd 7, Hollywood, FL 33021		
	Hollywood Motor Sales	Car Dealer	1319 N State Rd 7, Hollywood, FL 33021		
	Miami Car Planet	Car Dealer	1321 N State Rd 7, Hollywood, FL 33021		
	Miami Auto World	Car Dealer	1419 FL-7, Hollywood, FL 33021		
	Budget Car Rental	Car Rental Agency	1501 N State Rd 7, Hollywood, FL 33021		
	AutoZone Auto Parts	Auto Parts Store	1513 N State Rd 7, Hollywood, FL 33021		
	7-11 Tire	Tire Shop	1625 N State Rd 7, Hollywood, FL 33021		
	Bead on Beads	Bead Store	1601 N State Rd 7, Hollywood, FL 33021		
	AutoGlitz	Auto Repair Shop	1631 N State Rd 7, Hollywood, FL 33021		
	Luther Memiril Lutheran Church	Lutheran Church	1925 N State Rd 7, Hollywood, FL 33021		
	Super Deal Motors	Car Dealer	2095 N State Rd 7, Hollywood, FL 33021		
	Ovidios Tires	Tire Shop	5960 Thomas St, Hollywood, FL 33021		

Business Mix Table (South/ Westside)

Location	Business Name	Type	Address	Flare Factor (Y/N/M)	Notes
Southern Portion Westside	Haims Motors of Hollywood	Car Dealer	2840 N State Rd 7, Hollywood, FL 33021		
	Storage Express	Self-Storage Facility	2700 N State Rd 7, Hollywood, FL 33021		
	VOLICO Colocation Data Center	Web Hosting Company	2700 FL-7, Hollywood, FL 33021		Different
	Jw Credit Repair	Credit Conseling Services	Coolidge St, Hollywood, FL 33024		
	Popeyes Louisiana Kitchen	Fast Food Restaurant	2580 N State Rd 7, Hollywood, FL 33021		
	Joeliz Patino	Dentist	2536 N State Rd 7, Hollywood, FL 33021		
	Liberty Tax	Tax Preparation	2530 N State Rd 7, Hollywood, FL 33021		
	Advance Auto Parts	Auto Parts Store	2518 N State Rd 7, Hollywood, FL 33021		
	Wanda Supermarket	Grocery Store	2518 N State Rd 7, Hollywood, FL 33021		
	MD Now Urgent Care Hollywood	Urgent Care Center	2502 N State Rd 7, Hollywood, FL 33021		
	Cohen & Cohen PA	Law Firm	2525 FL-7 # 200, Hollywood, FL 33021		
	Chevron Hollywood	Gas Station	2501 FL-7, Hollywood, FL 33021		
	KFC	Fast Food Restaurant	2501 FL-7, Hollywood, FL 33021		
	Marathon Gas	Gas Station	FL-7, Hollywood, FL 33021		
	Mobil	Gas Station	5950 Sheridan St, Hollywood, FL 33021		
	Boost Mobile	Cell Phone Store	5936 Sheridan St, Hollywood, FL 33021		
	Estrella Insurance	Auto Insurance Agency	2329 N State Rd 7, Hollywood, FL 33021		
	Sedanos Supermarket	Supermarket	2325 N State Rd 7, Hollywood, FL 33021		
	Vicky Bakery	Bakery	2319 N State Rd 7, Hollywood, FL 33021	Y	
	Little Caesars Pizza	Pizza Restaurant	2301 S 60th Avenue, Hollywood, FL 33021		
	AutoNation Honda Hollywood	Car Dealer	2400 N State Rd 7 A, Hollywood, FL 33021		
	Toyota of Hollywood	Car Dealer	2140 N State Rd 7, Hollywood, FL 33021		
	Hollywood Chrysler Jeep	Car Dealer	2100 N State Rd 7, Hollywood, FL 33021		
	Enterprise Rent-A-Car	Car Rental Agency	2090 N State Rd 7, Hollywood, FL 33021		
	McDonald's	Fast Food Restaurant	1900 N State Rd 7, Hollywood, FL 33021		
	Paparilla Food Truck	Fast Food Restaurant	1800 N State Rd 7, Hollywood, FL 33021		Different
	Hope Church of Christ	Christian Church	1800 N State Rd 7, Hollywood, FL 33021		
	Al's Florist and Gifts	Florist	1700 N State Rd 7, Hollywood, FL 33021		
	Hollywood Automax	Car Dealer	1450 N N State Rd 7, Hollywood, FL 33021		
	Sport Cars Miami-Hollywood	Car Dealer	1300 N State Rd 7, Hollywood, FL 33021		
	Sparkling Image Express	Car Wash	1214 N State Rd 7, Hollywood, FL 33021		
	Las Vegas Cuban Cuisine	Cuban Restaurant	1212 N State Rd 7, Hollywood, FL 33021	Y	
	Auto Interiors	Auto Upholsterer	1116 N State Rd 7, Hollywood, FL 33021		
	International Auto Used Cars	Car Dealer	1108 N State Rd 7, Hollywood, FL 33021		
	National Tires	Auto Repair Shop	1050 N State Rd 7, Hollywood, FL 33021		
	VJ Tires Auto Repari	Auto Repair Shop	1000 N State Rd 7, Hollywood, FL 33021		
	DK Auto Sales	Car Dealer	900 N State Rd 7, Hollywood, FL 33021		
	Wheels Deals	Tire Shop	720 S State Rd 7, Hollywood, FL 33021		
	The Black Beans Café	Cuban Restaurant	712 S State Rd 7, Hollywood, FL 33021		
	Crown Pawn	Pawn Shop	700 N State Rd 7, Hollywood, FL 33021		
	Star Motors	Auto Repair Shop	614 N State Rd 7, Hollywood, FL 33021		
	Tony the Pizza Chef II	Pizza Restaurant	596 N State Rd 7, Hollywood, FL 33021		
	Dunkin	Coffee Shop	516 NW 60th Way, Hollywood, FL 33021		
	Delicious Latino Restaurant	Honduran Restaurant	504 N State Rd 7, Hollywood, FL 33021	Y	
	Haims Motors of Hollywood South	Car Dealer	426 N State Rd 7, Hollywood, FL 33021		
	Mr. O's Tires	Tire Shop	412 N State Rd 7, Hollywood, FL 33021		
	JNL Auto Repair	Auto Repair Shop	400 N State Rd 7, Hollywood, FL 33021		
	Marka Tires and Auto Repair	Auto Repair Shop	300 N State Rd 7, Hollywood, FL 33021		
	Acoreano Motel	Motel	6002 Polk St, Hollywood, FL 33024		
	Value Loan and Jewelry	Pawn Shop	6001 Duval St, Hollywood, FL 33021		
	Laundromat Planet Wash	Laundromat	150 N State Rd 7, Hollywood, FL 33021		
	Modern Auto Sales of Hollywood	Car Dealer	126 N State Rd 7, Hollywood, FL 33021		
	Exxon	Gas Station	100 S State Rd 7, Hollywood, FL 33021		
	Wawa	Gas Station	Hollywood B, Us 441 (W, Hollywood, FL 33024		
	Dollar Tree	Dollar Store	192 S State Rd 7, Hollywood, FL 33023		
	Thai and Oriental Supermarket	Asian Grocery Store	200 S State Rd 7, Hollywood, FL 33023		Different
	Denny's	Diner	404 S State Rd 7, Hollywood, FL 33023		
	American Thrift Store	Thrift Store	330 S State Rd 7, Hollywood, FL 33023		
	Hollywood Institute	Beauty School	420 S State Rd 7, Hollywood, FL 33023		
	Wendy's	Fast Food Restaurant	460 S State Rd 7, Hollywood, FL 33023		
	Life Storage Hollywood	Self-Storage Facility	500 S State Rd 7, Hollywood, FL 33023		
	Goodyear Auto Service	Auto Repair Shop	497 S State Rd 7, Hollywood, FL 33023		
	Red, White, and Blue Thrift Store	Thrift Store	820 S State Rd 7, Hollywood, FL 33021		
	Pep Boys	Tire Shop	860 S State Rd 7, Hollywood, FL 33023		
	Wells Fargo Bank	Bank	6015 Washington St, Hollywood, FL 33023		
	Capitan Jerk Restaurant and Lounge	Jamaican Restaurant	6028 Washington St, Hollywood, FL 33023	Y	
	Quickie's Burgers, Wings, and Seafood	Seafood Restaurant	1000 S State Rd 7, Hollywood, FL 33023		Maybe
	Mr Wheels	Wheel Store	1060 S State Rd 7, Hollywood, FL 33023		
	Tintem Auto Window Tints & Paint	Window Tinting Service	1130A S State Rd 7 Suite A, Hollywood, FL 33023		
	MetroWrapz	Digital Printing Service	1220 S State Rd 7, Hollywood, FL 33023		
	Florida Tools	Tool Store	6015 Flagler St, Hollywood, FL 33023		
	Hollywood Kia	Car Dealer	6011 Pembroke Rd, Hollywood, FL 33023		