

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

**DATE:** March 14, 2023

**FILE:** 23-T-18

**TO:** Planning and Development Board/Local Planning Agency

**FROM:** Andria Wingett, Deputy Director, Development Services  
Jovan Douglas, Parking Administrator

**SUBJECT:** Text Amendment to Article 7.4 of the Zoning and Land Development Regulations to amend the Parking Payment in Lieu of Providing Parking Program and to remove payments, fines and fees for this Program and establish them by Resolution.

**REQUEST:**

Text Amendment to Article 7.4 of the Zoning and Land Development Regulations to amend the Parking Payment in Lieu of Providing Parking Program and to remove payments, fines and fees for this Program and establish them by Resolution.

**RECOMMENDATION:**

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

**BACKGROUND**

The City has an established parking program in the Downtown and Beach Community Redevelopment Agency (CRA) areas and the barrier island (the Boardwalk on the east, Georgia St. on the south, the Intracoastal on the west and Simms St. on the North) called Parking Payment in Lieu of Providing Parking Program (Program). This Program allows for properties that are not able to provide onsite parking to pay into a City fund. This fund is then available for the City to construct new parking spaces for the public that can serve these two geographic areas.

This Program has been available since 1994, and over the years has seldomly been used. Currently, six properties participate in this Program. With the increase of new developments more property owners have started taking advantage of this Program. At the same time, construction and property acquisition costs have steadily increased. While user fees for this Program have not been adjusted since the Program's inception.

## REQUEST

The proposed text amendment does not change any logistics/management of the Parking Payment in Lieu of Providing Parking Program. The intent of this amendment is to shift all associated fees to the City's Comprehensive Fee Schedule, and there is some general clean-up of language, including clarification of the geographic areas of the Program.

The Office of Parking manages this Program and has a desire to increase the payments, fees and fines associated with the Program. To accomplish this, Staff proposes to eliminate these payment amounts from the Zoning and Land Development Regulations and have the City Commission adopt these costs by resolution. Incorporating these fees into the City's Comprehensive Schedule of Fees booklet is consistent with all other City fees. Doing this will automatically prompt a regular assessment of the payment structure. As such, on second reading of this ordinance the City Commission will consider a companion resolution establishing updated fees.

When the Program was established in 1994 the Beach Community Redevelopment Agency (BCRA) did not exist, as it was established in 1997. When the BCRA was subsequently established the boundaries ended up being different than what was originally identified in this program. Proposed is to align the geographic areas with both the current Downtown and Beach Community Redevelopment Agency areas so the program can exist beyond the sunset of these agencies, and to be consistent with the original intent of the Program.

## SITE INFORMATION

**Owner/Applicant:** City of Hollywood

**Address/Location:** The Community Redevelopment Agency areas, including downtown and the beach

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

The proposed text amendment is consistent with the Comprehensive Plan, based upon the following:

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

**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.*

**Transportation Policy 2.1:** *The City shall establish parking strategies that will promote transportation goals and objectives.*

The proposed text amendment is consistent with the City's Comprehensive Plan goal to encourage economic development by using creative development strategies.

## 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 Guiding Principle:

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

## **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 and in furtherance of 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 as outlined previously in the Consistency section of this Report. Maintaining the Payment in Lieu of Providing Parking Program and creating for the regular review of associated fees, fines and payments promotes sustainable redevelopment initiatives. Clarification of the Program's geographical location is also necessary for when the Community Redevelopment Agency sunsets. Both initiatives are consistent with intent of the goals of the Comprehensive Plan.

**FINDING:** Consistent

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

**ANALYSIS:** The Payment in Lieu of Providing Parking Program has become a more sought out Program as part of the recent development trends. The fees, fines and payments associated with managing this Program are in need of regular review and updating to keep up with construction and property acquisition costs. Generally cleaning up the language associated with this Program including clarifying the locations and removing fees, fines and payments from the Zoning and Land Development Code and adopting them by Resolution promotes better fiscal responsibility.

**FINDING:** Consistent

## **ATTACHMENTS**

Attachment A: Existing Zoning and Land Development Regulations  
Attachment B: Proposed Zoning and Land Development Regulations