

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

**DATE:** May 9, 2023

**FILE:** 23-Z-36

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

**FROM:** Andria Wingett, Deputy Director/Planning Manager

**SUBJECT:** The Community Redevelopment Agency (CRA)/City of Hollywood request a rezoning from Government Use (GU) to Young Circle Mixed-Use District (YC) (Soleste La Piazza) for the property generally located at 1845-1985 Hollywood Blvd (east of 19<sup>th</sup> Avenue, north Hollywood Boulevard, west of the Young Circle and south of Tyler Street).

**REQUEST:**

Rezoning from Government Use (GU) to Young Circle Mixed-Use District (YC) for the property generally located at 1845-1985 Hollywood Blvd (east of 19<sup>th</sup> Avenue, north Hollywood Boulevard, west of the Young Circle and south of Tyler Street).

**RECOMMENDATION:**

Forward a recommendation of approval to the City Commission.

**BACKGROUND**

The Downtown Community Redevelopment Agency (CRA) acquired this property in 1982 for the purpose of eradicating slum and blight. In 1997 the property was encumbered by a long-term lease agreement. The building that exists today was one of the first developments incentivized by the Downtown Community Redevelopment Agency (CRA) around 1997. At approximately 45 feet tall with 173 residential units and approximately 11,600 sq. ft. commercial space this project was considered a catalyst that spurred redevelopment in the area. As a result, in the last 25+ years the downtown fabric has immensely changed, and the property where this low scale building sits is now a prime piece of land for redevelopment.

On March 1, 2023 ([CRA-2023-13](#)), the CRA Board entered into an agreement to sell the property to a company that acquired the existing lease interest in October 2022. The new lease holder intends to redevelop the property into a more robust mixed-use development (residential and commercial development) utilizing the zoning regulations for Young Circle Mixed-Use District (YC).

**REQUEST**

The CRA/City are requesting to rezone the property generally located at 1845-1985 Hollywood Blvd from Government Use (GU) to Young Circle Mixed-Use District (YC). This request is due to the desire to sell the property. GU zoning *permits residential, non-residential, and/or any combination of each on tracts of land that are owned or leased by the city or any other governmental entity or agency to be planned and developed as a whole, as a single operation or in phases with a greater amount of flexibility by removing*

*some of the detailed restrictions of conventional zoning.* With the pending real-estate transaction this zoning designation is no longer appropriate for the property.

The proposed zoning district is Young Circle Mixed-Use District (YC) which is the zoning designation for the majority of the property surrounding Young Circle/ArtsPark (two properties are zoned Planned Development). The YC zoning designation permits a mix of uses commonly found in a downtown and is intended to *preserve and improve the role and function of the ArtsPark as a public open space and main focal point; enhance the spatial quality of the Circle and the role of the ArtsPark as a major public space by requiring buildings to respond and reinforce the circular form; provide ground floor active uses creating an active pedestrian environment, which will enhance the quality and function of the ArtsPark while providing a strong link to Hollywood Boulevard and Federal Highway.*

At this time, the Board is to only consider the rezoning request. Schematic plans including a color illustration for the anticipated development are attached for reference only.

#### **SITE INFORMATION**

<b>Owner/Applicant:</b>	Community Redevelopment Agency/City of Hollywood
<b>Address/Location:</b>	1845-1985 Hollywood Blvd (east of 19th Avenue, north Hollywood Boulevard, west of the Young Circle and south of Tyler Street)
<b>Net Area of Property:</b>	44,124 sq. ft. (1.01 acres)
<b>Gross Area of Property:</b>	94,689 sq. ft. (2.174 acres)
<b>Land Use:</b>	Regional Activity Center (RAC)
<b>Existing Zoning:</b>	Government Use District (GU)
<b>Proposed Zoning</b>	Young Circle (YC)
<b>Existing Use of Land:</b>	Mixed Use

#### **ADJACENT LAND USE**

<b>North:</b>	Young Circle (YC)
<b>South:</b>	Young Circle (YC)
<b>East:</b>	Open Space and Recreation
<b>West:</b>	Regional Activity Center (RAC)

#### **ADJACENT ZONING**

<b>North:</b>	Young Circle (YC)
<b>South:</b>	Young Circle (YC)
<b>East:</b>	Government Use (GU)
<b>West:</b>	Historic Retail Core and North Downtown High Intensity Mixed-Use District (RC-2 and ND-3)

#### **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 project is located in Sub-Area 2, defined by the Intracoastal Waterway to the east, Dixie Highway to the west, Sheridan Street to the north and Pembroke Road to the south. This area includes the residential neighborhood of the Lakes, West Lake and the residential areas between Federal and Dixie Highways.

The proposed project is consistent with the City-Wide Master Plan, based upon the following Guiding Principles and Policies.

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

**Guiding Principle:** *Attract and retain businesses that will increase economic opportunities for the City while enhancing the quality of life for residents.*

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

**Policy 2.10:** *Encourage high-density residential development in the Downtown.*

The proposed development and use are consistent with the above policies by promoting the best use of land, while taking into consideration the surrounding properties.

## **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

### ***Land Use Element***

Located within the Regional Activity Center the subject site is surrounded by residential and a mix of commercial properties. The goal of the Land Use Element is to *promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property.* The intent of the Regional Activity Center land use designation is to *encourage redevelopment or development of areas that are regionally significant. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need to automobile travel, provide incentives for quality development, and give definition to the urban form.*

Rezoning of this site enhances the neighborhood, encourages redevelopment consistent with the vision for downtown core, and provides a model for new development within the Regional Activity Center. The project is consistent with the Comprehensive Plan based on the following Objectives:

**Objective 4:** *Maintain and enhance neighborhoods, business, utilities, industrial and tourist areas that are not blighted.*

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

**APPLICABLE CRITERIA**

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

**CRITERIA 1:** That the petition for a change of zoning district will not result in spot zoning or contract zoning.

**ANALYSIS:** In 2016 the downtown and surrounding area was rezoned. At that time, the Young Circle zoning district was established and envisioned to be designed to properties surrounding the Young Circle/Arts Park. At this time, the majority of the properties surrounding Young Circle/Arts Park (two properties are zoned Planned Development).

**FINDING:** Consistent

**CRITERIA 2:** The proposed change is consistent with and in furtherance of the Goals, Objectives and Policies of the Comprehensive Plan.

**ANALYSIS:** Rezoning of the subject property to YC will further the Goals, Objectives and Policies of the City's Comprehensive Plan by allowing for additional residential and commercial development around Young Circle and within the Downtown RAC

**FINDING:** Consistent

**CRITERIA 3:** That conditions have substantially changed from the date the present zoning district classification was placed on the property which make the passage of the proposed change necessary.

**ANALYSIS:** GU zoning is only permitted on publicly owned land. The CRA/City is selling the subject property to a private party and therefore, a change of zoning is necessary. YC is most fitting given the location of the property.

**FINDING:** Consistent

**CRITERIA 4:** The proposed change will not adversely influence living conditions in the neighborhood.

**ANALYSIS:** The proposed development will aid to complete the redevelopment around Young Circle/Arts Park and offer additional residential opportunities in the Downtown, thus improving living conditions in the downtown.

**FINDING:** Consistent

**CRITERIA 5:** That the proposed change is compatible with the development(s) within the same district/neighborhood.

**ANALYSIS:** The proposed zoning change will make the zoning of the subject property consistent with the existing zoning around Young Circle and encourage

redevelopment to be consistent with the development pattern and intensity of envisioned and existing around Young Circle.

**FINDING:** Consistent

**ATTACHMENTS**

Attachment A: Application Package  
Attachment B: Existing Land Use and Zoning Map(s)  
Attachment C: Existing Zoning Regulations  
Attachment D: Proposed Zoning Regulations  
Attachment E: Schematic Plans (reference only)