

Special Planning and Development Board

Monday, June 29, 2026

3:00 PM

City of Hollywood



Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Room 219

A. Administration

1. Pledge of Allegiance
2. Roll Call
3. Approval of the Previous Meeting Minutes
4. Additions, Deletions, Withdrawals, and Continuances
5. City Attorney Announcements

Attachments: [Quasi-Judicial Hearing Procedures](#)

Attachments: [Witness List P-26-01](#)

B. Applications

FILE NO.: 25-RESO-27

APPLICANT: City of Hollywood

LOCATION: Washington Park Industrial Area

REQUEST: A recommendation to City Commission for a resolution of the City of Hollywood, Florida, regarding the Washington Park Industrial Area Redevelopment Program and associated urban design guidelines (25-RESO-27).

Attachments: [PDB Staff Report 0629](#)

[ATTACHMENT A - Washington Park Map](#)

[ATTACHMENT B - Washington Park Recommendations](#)

[ATTACHMENT C - Washington Park Background Analysis](#)

[ATTACHMENT D - Washington Park Community Outreach Report](#)

C. Old Business

D. New Business

E. Adjournment

Legal descriptions for each of the above petitions is on file in the Department of Development Services.

Any person wishing to appeal any decision made by this Commission with respect to any matter considered at such meeting or hearing will need a record of the proceedings, and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is made.

Two or more members of the same city board, commission, or committee, who are not of this Commission, may attend this meeting and may, at that time, discuss matters on which foreseeable action may later be taken by their board, commission or committee.

Persons with disabilities who require reasonable accommodations to participate in City programs and/or services may call Clarissa Ip, ADA Coordinator/City Engineer, five business days in advance at 954-921-3915 (voice) or email: cip@hollywoodfl.org. If an individual is hearing or speech impaired, please call 1-800-955-8771 (V-TDD).



City of Hollywood

Staff Summary

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Agenda Date: 6/29/2026

To: Special Planning and Development Board

Title:

**QUASI-JUDICIAL HEARING PROCEDURES
AND RULES FOR EX-PARTE COMMUNICATIONS**

I. Scope and Applicability. These procedures shall apply to all quasi-judicial hearings held by the City Commission or by any Board or Committee (hereinafter referred to as "Boards") which holds quasi-judicial hearings. The City Attorney shall determine which matters are quasi-judicial in nature and shall direct the City Clerk or Board liaison to designate specially such matters on the agenda.

II. Proceedings. Mayor, Vice Mayor or other presiding officer (hereafter, the "Presiding Officer") shall conduct the proceedings and maintain order. The City Attorney or legal advisor shall represent the City Commission or Board, rule on all evidentiary and procedural issues and objections, and advise the City Commission or Board as to the applicable law and necessary factual findings. Hearings shall be conducted informally, but with decorum. Formal rules of procedure shall not apply except as set forth herein; however, fundamental due process shall be accorded.

III. Unauthorized Communications. In all quasi-judicial hearings, all rulings must be based only upon the evidence presented at the hearing. In accordance with Section 286.0115(1), Florida Statutes, ex parte communications with City Commissioners or Board members in quasi-judicial matters is permissible and the adherence to the following procedures shall remove the presumption of prejudice arising from ex parte communications with City Commissioners or Board members:

1. The substance of any ex parte communication with a City Commissioner or Board member which relates to a quasi-judicial action pending before the Commission or Board is not presumed prejudicial to the action if the subject of the communication and the identity of the person, group, or entity with whom the communication took place is disclosed and made a part of the record before the final action on the matter.

2. A City Commissioner or Board member may read a written communication from any person. However, a written communication that relates to a quasi-judicial action pending before the Commission or Board shall not be presumed prejudicial to the action, and such written communication shall be made a part of the record before final action on the matter.

3. City Commissioners or Board members may conduct investigations and site visits and may receive expert opinions regarding quasi-judicial action pending before them. Such activities shall not be presumed prejudicial to the action if the existence of the investigation, site visit, or expert opinion is made a part of the record before final action on the matter.

4. Disclosure made pursuant to subparagraphs 1, 2 and 3 must be made before or during the public meeting at which a vote is taken on such matters, so that persons who have opinions contrary to those expressed in the ex parte communication are give a reasonable opportunity to refute or respond to the communication.

IV. Witnesses and Supporting Materials. At least eight City business days before a quasi-judicial hearing.

A. Staff shall prepare a report, recommendation and supporting materials, a copy of which shall be available to the applicant, appellant and to the public at the City Clerk's Office. Included in the supporting materials will be copies of all exhibits and documents upon which staff's recommendation is based.

B. The Applicant and the Appellant, if applicable, shall submit a detailed outline of the argument in support of their application, copies of all exhibits which will be presented at hearing and the names and addresses of all witnesses who will be called to testify in support of the application (including resumes for any witness the party intends to qualify as an expert).

C. The eight City business day deadline is necessary to ensure the Commission or Board members are given sufficient opportunity to review the written submissions prior to the hearing, and shall be strictly observed. Should the eight-day City business day deadline be missed by either staff or the Applicant, the item may be continued at the discretion of the City Commission or Board to the next available agenda.

V. Party Intervenors.

The City Attorney may allow a person to intervene as a Party Intervenor if they meet the following requirements:

A. The person must have an interest in the application, which is different than the public at large.

B. At least ~~eight~~ three days prior to the hearing, the person shall submit a written request to intervene including: a detailed outline of their interest in the application and argument in favor or against it, copies of all exhibits which will be presented at the hearing and the names and addresses of all witnesses who will be called to testify on their behalf (including resumes for any witness the person intends to qualify as an expert).

VI. Conduct of Hearing.

A. The Presiding Officer shall call the proceeding to order and announce that the hearing has begun.

B. The Presiding Officer, City Attorney or legal advisor shall inquire whether all parties, members of the public and Commission or Board members agree to waiving the quasi-judicial hearing.

C. When the quasi-judicial hearing is not waived, the City Attorney, legal advisor or Presiding Officer shall explain the rules concerning procedure, testimony, and admission of evidence.

D. When the quasi-judicial hearing is not waived, the City Clerk or staff liaison shall swear in all witnesses who are to testify at the hearing.

E. The order of proof shall be as follows:

1. A representative of the City's staff (or outside counsel) shall briefly describe the Applicant's request, introduce and review all relevant exhibits and evidence, report staff's recommendation, and present any testimony in support of staff's recommendation. Staff shall have a maximum of 30 minutes to make their full presentation, including opening statement and all direct presentation by witnesses, but excluding any cross-examination or questions from the Commission or a Board member.

2. The Appellant, if applicable, (or his/her representative or counsel) shall present evidence and testimony in support of the application. Appellant shall have a maximum of 30 minutes to make its full presentation, including opening statement and all direct presentation by witnesses, but excluding any cross-examination or questions from the Commission or a Board member.

3. Any Party Intervenor (or his/her representative or counsel) shall present evidence and testimony in support of or opposed to the application. A Party Intervenor shall have a maximum of 30 minutes to make his/her full presentation, including opening statement and all direct presentation by witnesses, but excluding any cross-examination or questions from the Commission or a Board Member.

4. The Applicant (or his/her representative or counsel) shall present evidence and testimony in support of the application. Applicant shall have a maximum of 30 minutes to make his/her full presentation, including opening statement and all direct presentation by witnesses, but excluding any cross-examination or questions from the Commission or a Board member.

5. Any other persons present who wish to submit relevant information to the City Commission or Board shall speak next for a maximum of three minutes each (excluding any cross-examination or questions from the Commission or a Board member). Members of the public will be permitted to present their non-expert opinions, but the Commission or board will be expressly advised that public sentiment is not relevant to the decision, which must be based only upon competent and substantial evidence.

6. The Appellant will be permitted to make final comments, if any (maximum of five minutes).

7. The Applicant will be permitted to make final comments, if any (maximum of five minutes).

8. The Party Intervenor will be permitted to make final comments, if any (maximum of five minutes).

9. The City's staff will make final comments, if any (maximum of five minutes).

10. At the discretion of the Presiding Officer, the Applicant may be permitted to respond to the final Party Intervenor and staff comments and recommendations (maximum of three minutes).

G. The City Attorney or legal advisor will advise the City Commission or Board as to the applicable law and the factual findings that must be made to approve or deny the application.

H. The City Commission or Board will conduct open deliberation of the application. The Presiding Officer shall have the discretion to reopen the proceeding for additional testimony or argument by the parties when an outcome substantially different than either the granting or denial of the application is being considered. After deliberations, a vote shall be taken to approve, approve with conditions or deny the application.

VII. Examination by Commissioners and City Attorney or Legal Advisor.

Commissioners, Board members and the City Attorney or Legal Advisor may ask questions of persons presenting testimony or evidence at any time during the proceedings until commencement of deliberation.

VIII. Cross-Examination of Witnesses. After each witness testifies, the City staff representative, the Applicant's representative, Appellant's representative, and/or the Party Intervenor's representative shall be permitted to question the witness, but such cross-examination shall be limited to matters about which the witness testified and shall be limited to five minutes per side. Members of the public will not be permitted to cross-examine witnesses. Cross-examination shall be permitted only as would be permitted in a Florida court of law.

IX. Rules of Evidence.

A. All evidence of a type commonly relied upon by reasonably prudent persons in the conduct of their affairs shall be admissible, whether or not such evidence would be admissible in a court of law in Florida. Irrelevant, immaterial, harassing, defamatory or unduly repetitive evidence shall be excluded.

B. Hearsay evidence may be used for the purposes of supplementing or explaining other evidence, but it shall not be sufficient by itself to support a finding unless it would be admissible over objection in a civil action.

C. Documentary evidence may be presented in the form of a copy or the original. Upon request, parties shall be given an opportunity to compare the copy with the original.

X. Statements of Counsel. Statements of counsel, or any non-attorney representative, shall only be considered as argument and not testimony unless counsel or the representative is sworn in and the testimony is based on actual personal knowledge of the matters which are the subject of the statements.

XI. Continuances and Deferrals. The City Commission or Board shall consider requests for continuances made by City staff, the Applicant, the Appellant or a Party Intervenor and may grant continuances in its sole discretion. If, in the opinion of the City Commission or Board, any testimony or documentary evidence or information presented at the hearing justifies allowing additional research or review in order to properly determine the issue presented, then the City Commission or Board may continue the matter to a time certain to allow for such research or review.

XII. Transcription of hearing.

A. The City Clerk or staff liaison shall preserve the official transcript of the hearing through tape recording and/or video recording.

B. The Applicant, Appellant or Party Intervenor may arrange, at its own expense, for a court reporter to transcribe the hearing.

C. The Applicant, Appellant or Party Intervenor may request that all or a part of the transcript of a hearing be transcribed into verbatim, written form. In such case, the Applicant, Appellant or Party Intervenor requesting the transcript shall be responsible for the cost of production of the transcription and the transcription shall become the official transcript.

XIII. Maintenance of Evidence and Other Documents. The Office of the City Clerk or staff liaison shall retain all of the evidence and documents presented at the hearing unless any such evidence is too large to be stored by the City Clerk or staff liaison. In that event, such evidence will be stored in the Community Planning and Development Department.

XIV. False Testimony. Any willful false swearing on the part of any witness or person giving evidence before the Commission or Board as to any material fact in the proceedings shall be deemed to be perjury and shall be punished in the manner prescribed by law for such offense.

XV. Failure of Applicant to Appear. If the Applicant, the Appellant or Party Intervenor or their representative fails to appear at the time fixed for the hearing, and such absence is not excused by the Commission or Board, the Commission or Board may proceed to hear the evidence and render a decision thereon *in absentia*.

XVI. Subpoena Power. The Applicant, the Appellant or Party Intervenor or City's staff shall be entitled to compel the attendance of witnesses through the use of subpoenas. All such subpoenas shall be issued by the City Clerk at the request of the Applicant, Appellant or City's staff.



City of Hollywood

Staff Summary

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Agenda Date: 6/29/2026

To: Special Planning and Development Board

Title:

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

DATE: February 23, 2026

MEMO NO.: P-26-01

TO: City Clerk

FROM: Andria Wingett, Director of Development Services

SUBJECT: Witness List for Quasi-Judicial Items

EXPLANATION:

Following is a list of Development Review Committee members which may serve as witnesses for all **Planning and Development Board, Historic Preservation Board, and City Commission Quasi-Judicial items.** Resumes and credentials on file with the Office of Human Resources. The City may add additional witness for specific items as necessary in conformance with Quasi-Judicial procedures.

Raelin Storey	Assistant City Manager
Donna Biederman	Community Development Coordinator
Liliana Beltran	Housing Inspector
Andria Wingett	Director of Development Services
Clarissa Ip	City Engineer
Rick Mitinger	Assistant City Engineer
Lisa Bernstein	External Traffic Consultant
Adam Licht	Engineering Specialist II
Favio Perez	Landscape Inspector/ Plans Examiner
Russell Long	Chief Building Official
Daniel Quintana	Assistant Building Official
James McGuinness	Assistant Building Official
Timothy Jones	Chief Structural Inspector
Angela Kelsheimer	Operations Administrator, Parking and Code
Natnael Jowhar	Compliance Parking Operations
Elaine Franklin	Superintendent Environmental Sustainability
Vincent Morello	Coordinator Director of Public Utilities
Feng Jiang	Assistant Director of Public Utilities
Alicia Vereas-Feria	Utilities Permit Review Manager
Joi Ford	Engineer of Public Utilities

Marcy Hofle	Deputy Fire Marshal / Battalion Chief
Chris O'Brien	Director of Public Safety
Ryan Ostrowsky	Police Lieutenant
Chantel Magrino	Crime Prevention Specialist
Joseph Kroll	Director of Public Works
Rosendo Prieto	Assistant Director of Public Works
Ricky Engle David	Director of Parks, Recreation, and Cultural Arts Assistant
Vazquez	Director of Parks, Recreation, and Cultural Arts
Cameron Palmer	Planning Manager
Nicole Moyo	Principal Planner/ Supervisor - Planning and Urban Design
Robert Gooljar	Principal Planner / Supervisor - GIS
Laura Gomez	Planner II
Umar Javed	Planner III
Adrian Montoya	Planner II
Susan Goldberg	Director, Community Redevelopment Agency

Francisco Diaz-Mendez	Project Manager, Community Redevelopment Agency
Christopher Crocitto	Project Manager, Community Redevelopment Agency
Herbert Conde-Parlato	Economic Development Manager



City of Hollywood

Staff Summary

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Agenda Date: 6/29/2026

Agenda Number:

To: Special Planning and Development Board

Title: FILE NO.: 25-RESO-27
APPLICANT: City of Hollywood
LOCATION: Washington Park Industrial Area
REQUEST: A recommendation to City Commission for a resolution of the City of Hollywood, Florida, regarding the Washington Park Industrial Area Redevelopment Program and associated urban design guidelines (25-RESO-27).

1
CITY OF HOLLYWOOD, FLORIDA
DEPARTMENT OF DEVELOPMENT SERVICES
DIVISION OF PLANNING AND URBAN DESIGN

DATE: June 29, 2026 **FILE:** 25-RESO-27

TO: Planning and Development Board

FROM: Cameron Palmer, Assistant Director, Chief Planner

SUBJECT: Redevelopment Program and Associated Urban Design Guidelines for the Washington Park Industrial Area in the City of Hollywood, Florida

REQUEST:

A Recommendation to City Commission for A Resolution of The City of Hollywood, Florida, Regarding The Washington Park Industrial Area Redevelopment Program And Associated Urban Design Guidelines

RECOMMENDATION:

The Planning and Development Board forward *a recommendation of approval* to the City Commission.

BACKGROUND

The Development Services Department, Division of Planning and Urban Design, initiated a request to retain a consultant to undertake a comprehensive evaluation and preparation of a redevelopment program for the Washington Park Industrial Area within the City of Hollywood. Accordingly, on November 19, 2024, Request for Proposals No. RFP-229-25-SK (“RFP”) was electronically advertised on OpenGov.com in accordance with Section 38.43(A) of the City’s Procurement Code.

The solicitation resulted in proposals from multiple firms, including Plusurbia Design, which was ultimately selected as the highest-ranked firm to undertake the subject planning initiative. On April 16, 2025, the City Commission adopted a resolution approving and authorizing execution of an agreement with Plusurbia Design to prepare a comprehensive redevelopment program for the Washington Park Industrial Area.

The Washington Park Study Area is located in the southwestern portion of the City and generally includes lands bounded by Pembroke Road to the south, Washington Street to the north, State Road 7 / U.S. 441 to the west, and S. 52nd Avenue to the east. The consultant analysis organizes the area into a broader Washington Park Study Area, a Primary Focus Area containing the industrial, manufacturing, and commercial areas east of SR 7 / U.S. 441, and an Area of Influence containing nearby residential areas east of S. 56th Avenue and south of Plunkett Street.

The subject area is predominately industrial in nature with a mixed of commercial, warehouse, automotive, and service-oriented uses. The Background Analysis characterizes Washington Park as a compact but economically significant area, containing approximately 2,924 residents, 480 businesses, 1,807 employees, and approximately 944,000 annual customer visits.

The consultant's analysis further identifies Washington Park as a working service-and-trades district, with a concentration of auto repair, construction trades, small manufacturers, industrial/flex space, value-oriented retail, and local services. The consultant specifically notes that the area's competitive advantage is its existing service-and-trades identity, and that the strategy for Washington Park should focus on refinement rather than wholesale reinvention.

Plusurbia, working with City Staff has prepared several project deliverables for City review and future policy discussion, including:

- Background Analysis – Washington Park Industrial Area Redevelopment Program, dated October 2025;
- Community Outreach Report, dated December 2025;
- Recommendations – Washington Park Industrial Area Redevelopment Program, dated April 2026.

These documents collectively evaluate existing conditions, historical development patterns, zoning and land use conditions, mobility, infrastructure, economic development, community engagement, and potential short, mid, and long-term strategies for the area.

PUBLIC ENGAGEMENT AND COMMUNITY OUTREACH

Public engagement formed a substantial component of the Washington Park Redevelopment Program. The consultant-prepared Community Outreach Report documents the multi-month deployment of online tools, surveys, workshops, a walking audit, and related outreach efforts used to gather input from residents, business owners, property owners, workers, and stakeholders.

The project website, WashingtonParkHollywood.com, was launched in July 2025 as the central digital hub for the project. The website included project information, planning stages, event materials, past presentations, surveys, photographs, videos, and an interactive map where stakeholders could submit comments tied to specific locations.

On September 30, 2025, the consultant team and City staff conducted a community open house at the Washington Park Community Center. The open house introduced the project to residents, employees, and stakeholders and included approximately 65 attendees, with 82 percent of participants indicating that they live, work, own, or lease property in Washington Park. The City provided notice to the open house via the project website, email notification, and delivery of flyers to local businesses and residents in the immediate area.

On October 28, 2025, three hands-on workshops were held with business owners, residents, and City department leaders to discuss short-, mid-, and long-term priorities. Participants expressed a strong

desire to preserve the district’s warehouse character while improving safety, cleanliness, mobility, economic opportunity, communication, parking, infrastructure, land use, urban design, branding, and beautification.

On December 4, 2025, neighbors, community leaders, City staff, and the consultant team participated in a Walking Audit. The audit covered approximately 2.3 miles across both the industrial and residential sides of Washington Park. The Walking Audit documented that the majority of issues were observed along the industrial streets, particularly Plunkett, Rodman, and Dewey Streets. Observed conditions included haphazard vehicle parking over sidewalks and within the right-of-way, dumpster and litter issues, and standing water related to poor drainage.

The City and consultant team also facilitated two surveys. Survey 1 opened on August 11, 2025 and collected 26 responses by December 17, 2025. The survey was intended to increase baseline understanding of community priorities and mirrored several open house questions. Survey 2 was intended to confirm whether the project team accurately understood the community’s input and emerging policy direction. It was launched in April 2026 and currently remains open to the public to provide final input and feedback regarding the proposed program.

SITE INFORMATION:

Owner/Applicant: City of Hollywood
Address/Location: Generally South of Washington Street, East of South 52 Avenue, North of Pembroke Road, and West of State Road 7

CONSISTENCY WITH THE COMPREHENSIVE PLAN:

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

Future Land Use Element:

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 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.*

ONGOING PLANNING PROCESS

The Washington Park Redevelopment Program remains an ongoing planning initiative. Future phases are anticipated to include additional technical analysis, feasibility review, infrastructure evaluation, mobility analysis, stormwater coordination, economic development review, urban design refinement, public engagement, funding evaluation, and further policy discussion.

Given the long-range planning, infrastructure, economic development, mobility, and urban design considerations associated with the Washington Park Redevelopment Program, future phases of the initiative, including any proposed implementation measures, policy direction, funding allocations, redevelopment strategies, infrastructure projects, zoning considerations, or capital improvement initiatives, will require future review and consideration by both the Planning and Development Board and City Commission, as applicable.

The consultant-prepared documents should therefore be received as informational planning resources intended to support future policy discussion and implementation planning. Any future zoning modifications, redevelopment initiatives, capital improvements, infrastructure projects, parking strategies, land use amendments, or urban design requirements would require separate review, public engagement, funding analysis, and formal approval by PDB and City Commission.

DRAFT RECOMMENDATIONS FRAMEWORK

The Recommendations report organizes potential strategies into a phased short, mid, and long-term framework. The overall direction is centered on reinforcing Washington Park as Hollywood's Service and Trades District, preserving the area's existing industrial and employment base, improving district appearance and functionality, addressing mobility and infrastructure needs, and strengthening transitions between industrial and residential areas.

In the short term, the recommendations focus on immediate and practical improvements, including branding, wayfinding, gateway features, business visibility, façade and property improvement opportunities, pavement markings, traffic calming, crosswalks, parking management, code compliance, and basic pedestrian and transit connections. In the mid term, the framework advances broader infrastructure and public realm improvements, including street and sidewalk repairs, bicycle and pedestrian connectivity, transit access, shared parking, improved frontages along key corridors, drainage and permeability improvements, business incubation, and coordinated implementation partnerships. In the long term, the recommendations evaluate larger mobility, resiliency, parking, land use, and economic development considerations, including one-way street feasibility, green infrastructure, swale restoration, tree canopy, long-term parking strategies, corridor redevelopment opportunities, and continued reinforcement of the district's service-and-trades identity.

The recommendations also address key topic areas that emerged through the Background Analysis and Community Outreach process, including mobility, streets, infrastructure, parking and enforcement, land use and urban design, branding, and economic development. These concepts are intended to support

future discussion and prioritization only. They do not establish City policy, approve zoning changes, authorize capital projects, or commit the City to implementation. Any future action would require further technical analysis, funding evaluation, public engagement, and formal review by the Planning and Development Board and City Commission, as applicable.

STAFF RECOMMENDATIONS

The Recommendations Report, staff has identified a series of short-, mid-, and long-term recommendations for the Washington Park area that are considered priority actions for future advancement. Implementation of these recommendations may require additional studies, funding allocations, capital improvement planning, and separate public review processes, including City Commission consideration and community engagement, to ensure successful execution.

While the recommended timeframes reflect the consultant's proposed implementation schedule, the City Commission may elect to accelerate or defer specific initiatives based on community priorities, available resources, and strategic objectives. The recommendations are summarized below.

While the recommendations are organized by proposed implementation timeframe, the City Commission may elect to advance individual recommendations in a different sequence based on policy priorities, funding availability, community input, or other strategic considerations. Staff recommend the following key recommendations as the primary initiatives for future advancement within the Washington Park area:

- Adopting a Street Hierarchy for the area;
- Improving traffic circulation, pedestrian safety, transit access, and parking management through a *Pavement Marking Plan* to Define Clear Circulation Zones;
- Undertaking scoped studies to implement traffic calming and truck-routing strategies to protect residential areas;
- Developing A Comprehensive Street Condition and Needs Assessment to Prioritize The Repair And Repaving Of Residential Streets; and
- Developing and Adopting Strategies to increase water permeability in the Public ROW.

The request is consistent with and in conformity with the goals, objectives, and policies of BrowardNext, and the City's Comprehensive Plan.

ATTACHMENTS

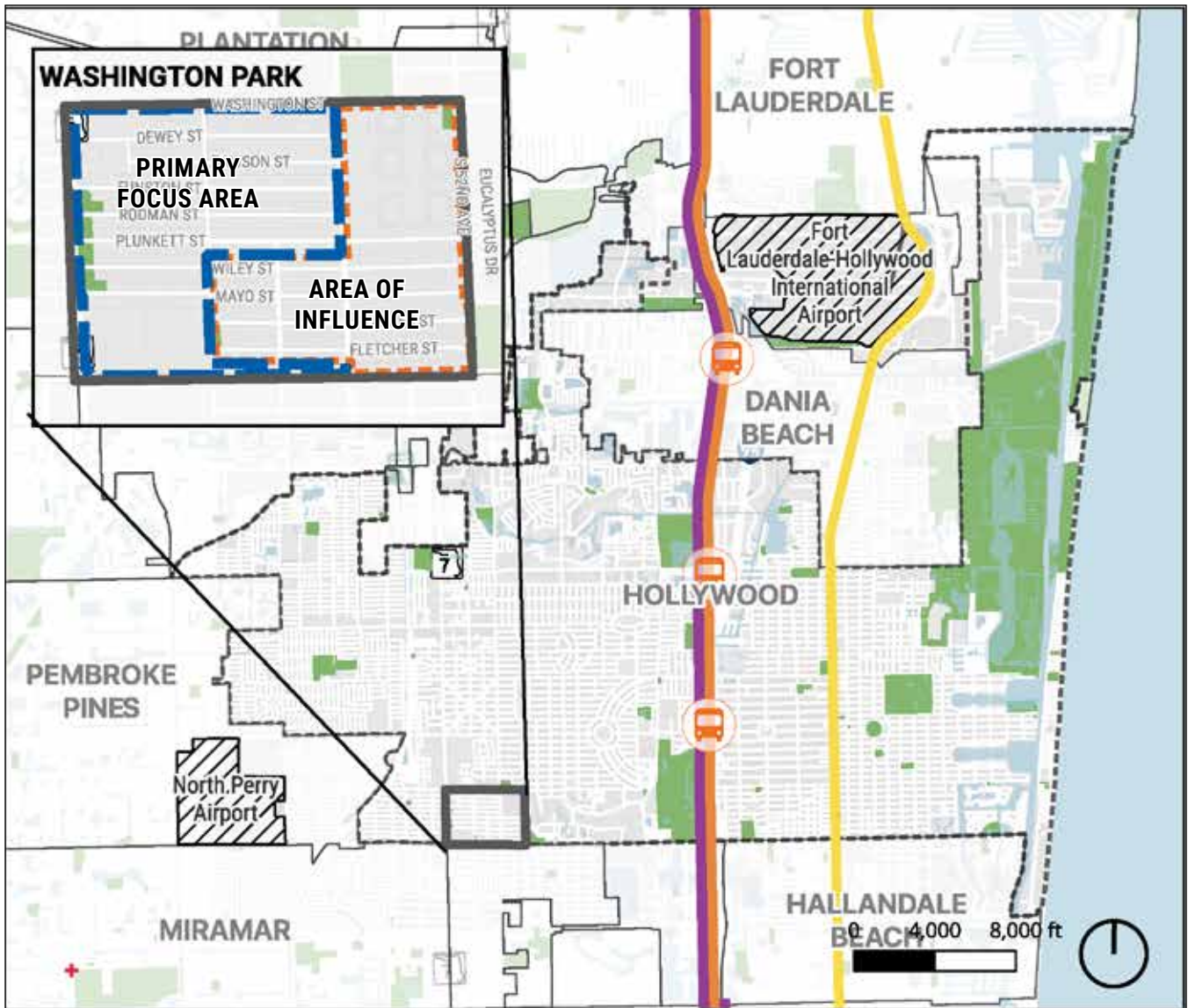
ATTACHMENT A: Washington Park Map

ATTACHMENT B: Washington Park Recommendations (Draft)

ATTACHMENT C: Washington Park Background Analysis









ATTACHMENT D: Washington Park Community Outreach Report

ATTACHMENT A
Washington Park
Map



Map 01. City of Hollywood Context. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- | | | |
|--|--|---|
|  Airports |  TriRail Routes |  Amtrak Routes |
|  Parks |  TriRail Stations |  Amtrak Stations |
|  Study Area |  Brightline Route | |

ATTACHMENT B
Washington Park
Recommendations
(Draft)



**WASHINGTON
PARK**

HOLLYWOOD | FLORIDA

**RECOMMENDATIONS
Industrial Area
Redevelopment Program**

Draft - June 2026

plusurbia.

PREPARED FOR
The City of Hollywood



CITY OF HOLLYWOOD

CITY LEADERSHIP

Mayor Josh Levy
Vice Mayor Traci L. Callari
Commissioner Idelma Quintana
Commissioner Caryl S. Shuham
Commissioner Peter D. Hernandez
Commissioner Adam Gruber
Commissioner Kevin D. Biederman

CITY STAFF SUPPORT

Raelin Storey
Jovan Douglas
Andria Wingett
Ryon Coote
Roger Caruso
Mitch Posner
Herb Conde-Parlato

PROJECT MANAGEMENT STAFF

Cameron Palmer
Anand Balram
Nicole Moyo
Umar Javed
Urja Modi

Thank you to the invaluable contribution of all City of Hollywood Departments, residents, business owners and stakeholders that supported this effort.

PROJECT TEAM

PLUSURBIA

Krishna Baquiran
Maria Bendfeldt
Beau Clardy
Manuel De Lemos
Jessica Feltrin
Dylan Gehring
Charisse Magallano
Megan McLaughlin
Juan Mullerat
Almira Lazana
Cristina Parrilla
Fatima Racraquin

EXP TRANSPORTATION

Jose Clavell
Jesus Fuentes
Leny Huaman

BUSINESS FLARE

Alicia Alleyne
Kevin Crowder
Camilo Lopez

**RECOMMENDATIONS - WASHINGTON PARK INDUSTRIAL AREA
REDEVELOPMENT PROGRAM**

© 2026 Plus Urbia, LLC

A publication of Plusurbia Design, a planning, urban design, development, and architectural design firm.

NOTES

The authors have made every effort to recognize and indicate in each issue the copyright of the published images. However, if we do not correctly attribute or not include the rights owner, authors and readers are welcome to contact the authors at info@plusurbia.com.



WASHINGTON PARK

HOLLYWOOD | FLORIDA

Industrial Area Redevelopment Program

City of Hollywood, FL

RFP No. 229-25-SK

Recommendations

Draft June 2026

plusurbia.

with

BUSINESS FLARE®

exp.

00

Introduction &
Executive Summary

06

01

01. Vision & Identity

23

02

02. Street Design,
Mobility &
Infrastructure

27

03

03. Parking &
Enforcement

55

04

04. Land Use &
Urban Design

61

05

05. Branding
& Economic
Development

99

06

06. Community
Engagement &
Education

109

07

07. Implementation
Matrix

113

DRAFT

Introduction

The recommendations for the Washington Park Redevelopment Program build upon the findings of the Existing Conditions Analysis and the input received through the public outreach process. Together, these efforts provided a comprehensive understanding of existing conditions, opportunities, and constraints within the study area, as well as the community's priorities and concerns.

The background analysis examined demographic trends, land use patterns, market conditions, mobility, infrastructure, and urban design factors shaping Washington Park today. Concurrently, the public outreach process gathered valuable perspectives from residents, business owners, stakeholders, and community members. The themes that emerged from this engagement helped ensure that the recommendations are both data-informed and grounded in community input.

REFINED PROJECT GOALS:

- » Preserve and strengthen the district's industrial character while enhancing its overall image and branding.
- » Implement coordinated parking and mobility solutions to improve access and functionality.

- » Invest in green spaces and infrastructure to support long-term sustainability and quality of place.
- » Enable and accelerate economic development by reducing barriers to redevelopment and improving investor confidence.
- » Leverage and catalyze private reinvestment over time through targeted public actions.

These recommendations establish a strategic and actionable framework for redevelopment, organized to support implementation in the short, mid, and long term. Advancing these actions will require City Commission direction and policy guidance, as well as coordination across departments and partners. Collectively, they are intended to guide future planning, investment, and decision-making in a manner that supports long-term revitalization and reflects the vision expressed by the Washington Park community.

While these recommendations may guide future Washington Park policies, these proposed enhancements do not currently reflect formal City policy or regulation. The City of Hollywood should consider policy changes to support the Washington Park revitalization, as the project moves through design and implementation.

“Enhance the area’s appearance, safety, and function - while keeping its identity as a true Warehouse District.”

Nadine McCrea

Neighborhood Association Leader & Resident

Project Background

In November 2024, The City of Hollywood, Florida, launched the Washington Park Redevelopment Program to create a future vision for the Washington Park Industrial Area.

The study seeks to guide future growth, enhance land use and urban design, improve environmental conditions, stimulate economic development and protect and improve the neighborhood. The goal is to develop an action plan that aligns land use and zoning regulations, infrastructure improvements, and community engagement, while balancing economic,

social, and environmental priorities. A significant emphasis was placed on public engagement, technical analysis, and the application of best practices in urban planning to ensure that the final strategy is inclusive, data-driven, and reflective of community needs.

Through this initiative, the City seeks to reimagine the future of the Washington Park Industrial Area to create a vibrant, sustainable, and economically thriving district that better integrates with the residential areas of influence and the surrounding communities.



Guide Future Growth



Enhance Land Use & Urban Design



Improve Environmental Conditions



Stimulate Economic Development



Protect & Improve the Neighborhood

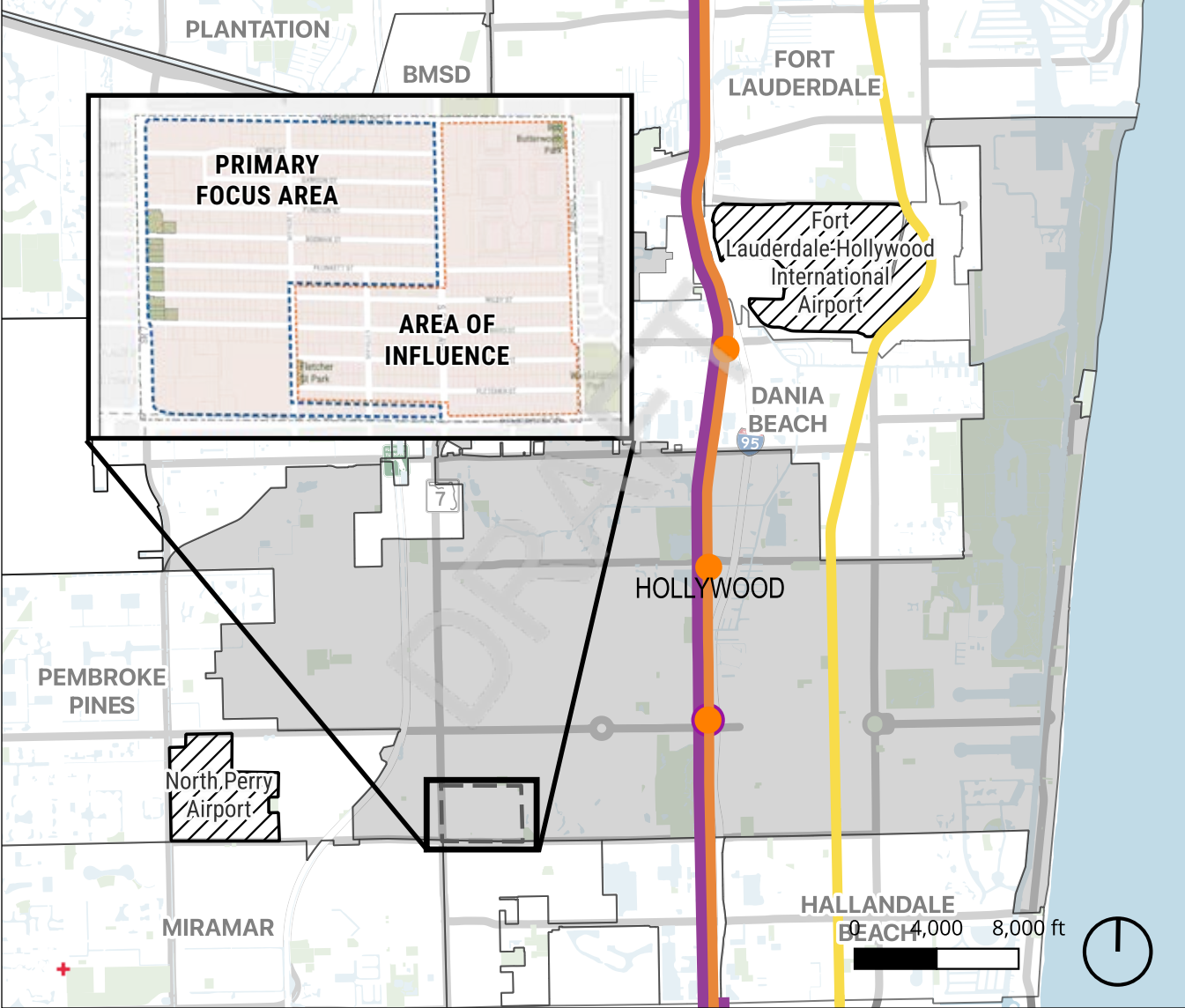
City of Hollywood Context

The City of Hollywood, located in Broward County, Florida, is part of the vibrant South Florida metropolitan region, positioned between the City of Fort Lauderdale and Miami Dade County. Spanning approximately 30 square miles, the city is home to about 155,000 permanent residents, with additional seasonal inhabitants. Since 2010, Hollywood has experienced a roughly 10% population growth, driving ongoing development and redevelopment efforts throughout its urban landscape.

Hollywood has actively pursued urban revitalization projects to enhance its economic vitality and quality of life. Notable initiatives include the redevelopment of

the beachfront, infill projects in the historic downtown along Hollywood Boulevard, and reinvestment along the SR7 / US 441 corridor, an essential corridor for the City of Hollywood's economic vitality. These efforts are complemented by improvements to transportation infrastructure, such as public transit and pedestrian connectivity, supporting sustainable growth and preparing the city to meet future demands.

As a major southern gateway into the City of Hollywood, the Washington Park Study Area plays an important role in mobility, identity, and economic activity of the city, especially along the SR 7 / US 441 corridor.



Map 01. City of Hollywood Context. (Source: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- Airports
- Parks
- Study Area
- TriRail Routes
- Brightline Route
- Amtrak Routes
- Amtrak Stations
- TriRail Stations

Study Area

To structure the evaluation and recommendations, the study area was divided into two distinct areas as followed. By considering these areas in relation to each other, the recommendations highlights how land use, infrastructure, and community conditions overlap and interact with each other.

Washington Park Study Area

The Washington Park Study Area is a mixed residential and industrial neighborhood located approximately four miles west of Downtown Hollywood, along the City of Hollywood’s southern boundary. It’s bounded by Pembroke Road to the south, Washington Street to the north, SR 7 / US-441 to the west, and S 52nd Avenue to the east.

The area is characterized by a significant industrial and commercial presence concentrated along the major corridors of SR 7 / US 441, Pembroke Road, and Washington Street as well as single-family homes and smaller multifamily dwellings.

Primary Focus Area

The Primary Focus Area includes the industrial, manufacturing and commercial areas east of SR 7 /US 441, between Washington St, Pembroke Road and S 56th Ave. The boundary carefully carves out the residential areas between Plunkett St and Pembroke Rd, west of S 56th Ave.

Area of Influence

The Area of Influence encompasses the residential zones east of S 56th Avenue, as well as the residential parcels south of Plunkett Street between S 56th Avenue and S 58th Avenue.

While this area is largely protected from redevelopment, its close proximity to the primary study area means it plays an important role in shaping and constraining planning decisions, particularly regarding compatibility and neighborhood impacts.

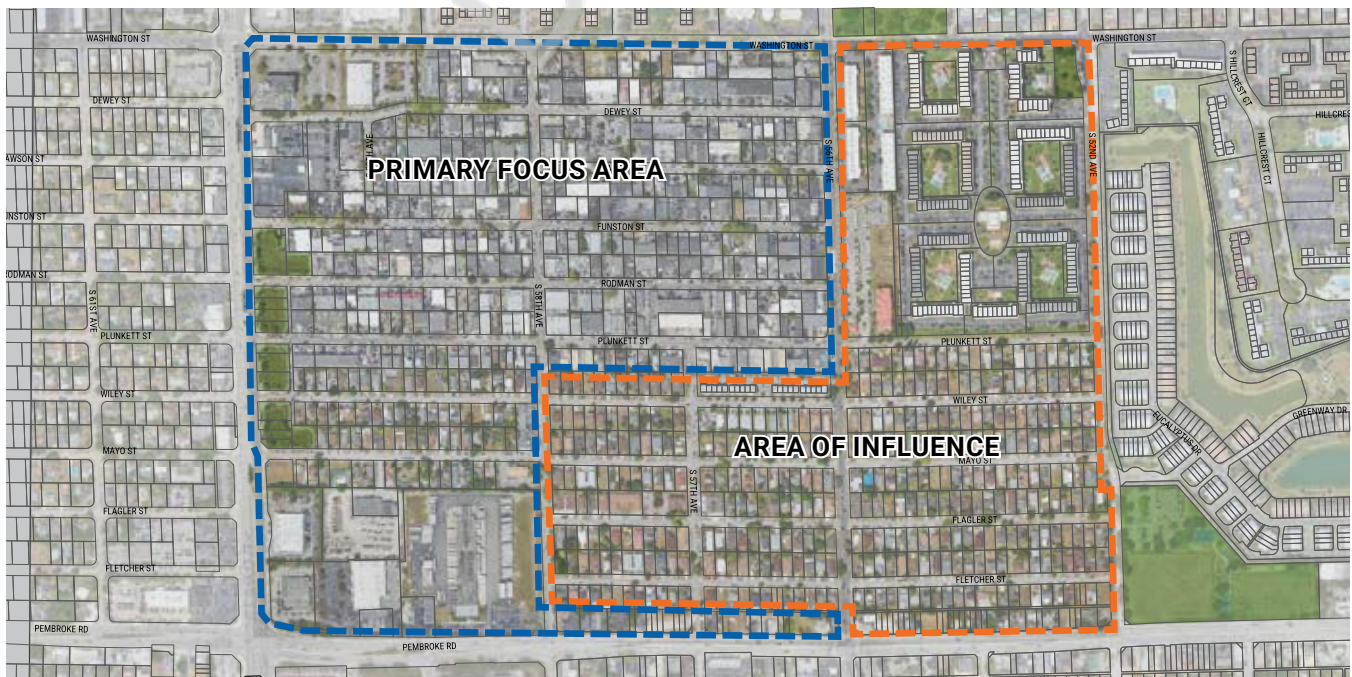
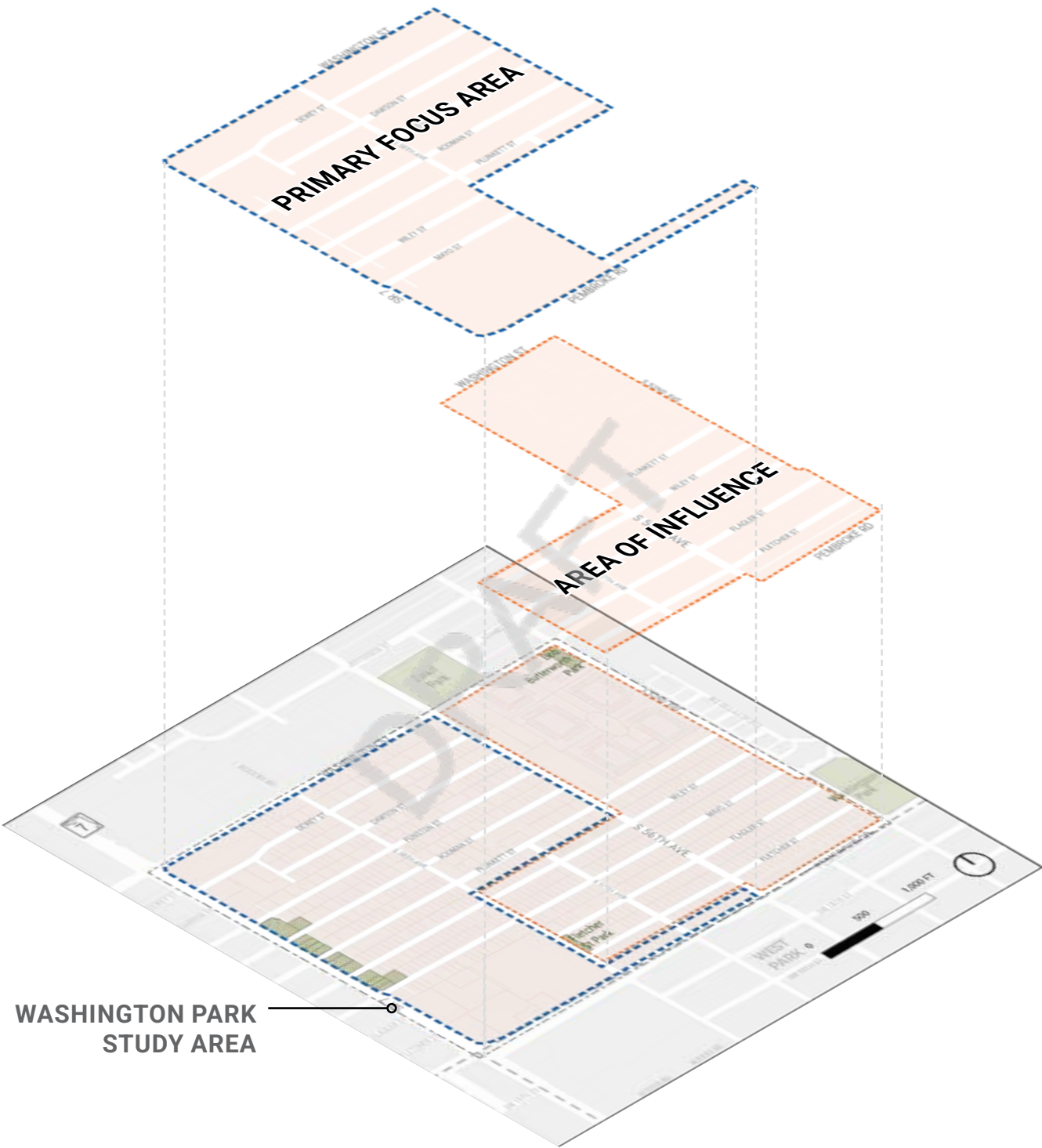


Image 01. Washington Park Satellite Photo. (Source: Google).



WASHINGTON PARK STUDY AREA

Map 02. Washington Park Study Area . (Source: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- Parks/Open Spaces
- Washington Park Study Area
- Primary Focus Area
- Area of Influence

Background Analysis Summary

Background Analysis findings indicate that Washington Park functions as both a compact residential neighborhood and a regionally significant service and industrial district, serving as a key southern gateway into the City of Hollywood. Despite its small footprint, the Primary Focus Area supports a **strong economic base**, with approximately 480 active businesses, 1,807 employees, and nearly 944,000 annual customer visits.

The analysis documented a set of challenges that limit economic development, walkability, safety, and district cohesion, and at the same time it also highlights opportunities that can support reinvestment and improve the district's daily function.

Key Challenges Identified

- » **Land use incompatibilities** and sharp zoning transitions between industrial, Transit Oriented Corridor (TOC) and residential zones.
- » **Poor public realm and building maintenance**, including limited cleanliness, order, shade, lighting, and trash receptacle placement.
- » **Crime perception is higher** than the US average. (According to ESRI Indices)
- » **Challenging auto-centric development patterns**, oversized blocks, forecourt parking, and lack of alleys.
- » **Fragmented urban fabric** with blank walls and undefined open spaces.
- » **Cluttered signage** creates disorder and reduces corridor visibility.
- » **Unsafe and incomplete pedestrian network**, including blocked sidewalks and sidewalk gaps.
- » **Parking overflow and curb obstruction** from on-street vehicle storage and loading behavior.
- » **Flooding vulnerabilities** (including areas within AH Special Flood Hazard Area and elevated BFE requirements).
- » **Insufficient tree canopy and heat risk**, particularly within industrial, warehouse areas.
- » **High regional traffic volumes** on SR 7 / US 441 and Pembroke Rd, increasing safety conflicts.

- » **Inconsistent bicycle network quality**, especially along Pembroke Rd.
- » **Transit access limitations and lack of bus stop amenities in some areas** discourage the use of public transit.
- » **Residential development is constrained** and unlikely to expand without significant intervention.
- » **Flat Population growth** reducing program growth potential.

Key Opportunities Identified

- » **Strong trades, services and blue-collar identity.**
- » **Established and engaged residential base**, providing social stability, neighborhood pride, and a strong foundation for inclusive reinvestment efforts.
- » **Undefined Right-of-Way zones** require low implementation costs for improvement.
- » **FDOT's linear park** asset as a placemaking and mobility corridor opportunity.
- » **Well established parks/open space network** within a 5-minute walk from the Study Area, though access is constrained.
- » **Strong transit baseline** and micro-transit coverage, creating a foundation for mobility upgrades.
- » **City control over local streets and open spaces**, enabling faster implementation of streetscape improvements.
- » **Targeted investment and redevelopment along SR 7 / US 441** (transit-oriented corridor zoning potential and opportunity sites).
- » The **existing bicycle infrastructure** provides a strong foundation for a connected multimodal network.
- » **Positioning of the neighborhood in the regional mobility network** close to SR 7 / US 441, freeway interchange and the Hollywood Tri-Rail station creates potential for stronger active transportation links.

Public Outreach Summary

The Washington Park community was eager to engage throughout the planning process, providing over 1,000 comments across two surveys, an interactive project website, an open house, three workshops, and a walking audit. Though all were well attended, the project open house was the most popular event, offering everyone the opportunity to learn about the planning process, pose questions directly to the project team, and vote on the best ideas for Washington Park.

At each of these touch points, stakeholders emphasized the importance of their community’s industrial area as a place of entrepreneurial opportunity and their desire to see it enhanced and formalized, rather than redeveloped. Beneath this macro-level vision, four primary project themes emerged:

- » **Preserve Industrial Character**
- » **Improve District Image & Branding**
- » **Implement Parking & Mobility Solutions**
- » **Invest in Green Spaces & Infrastructure**

Examining the details, haphazard parking and cleaning up and organizing the district were the most frequently cited issue, indicating the need for new strategies to support the district as a services destination. Other major interests included attracting local restaurants, support for micro transit, and demands for new drainage infrastructure.

The plan that follows will be based on this community vision for Washington Park’s future. Each recommendation will consider how the industrial area can become a more effective hub for local jobs and businesses with respect to the neighborhood with which it shares its name.



Executive Summary

This strategy establishes a clear redevelopment roadmap anchored in a defined identity: positioning Washington Park as “Hollywood’s Service and Trades District”, a vital economic hub that supports the region through skilled labor, small businesses, and essential daily services.

The approach focuses on strengthening and elevating what already works. The roadmap prioritizes targeted improvements to infrastructure, public realm, policies, and operations to enhance safety, functionality, and appearance, while protecting the district’s economic base, preserving its residential areas, and guiding targeted redevelopment.

The recommendations are organized within a phased implementation framework consisting of **short-, mid-, and long-term actions** that provide policymakers with a clear path to reinforce the district’s function, identity, and economic vitality over time.

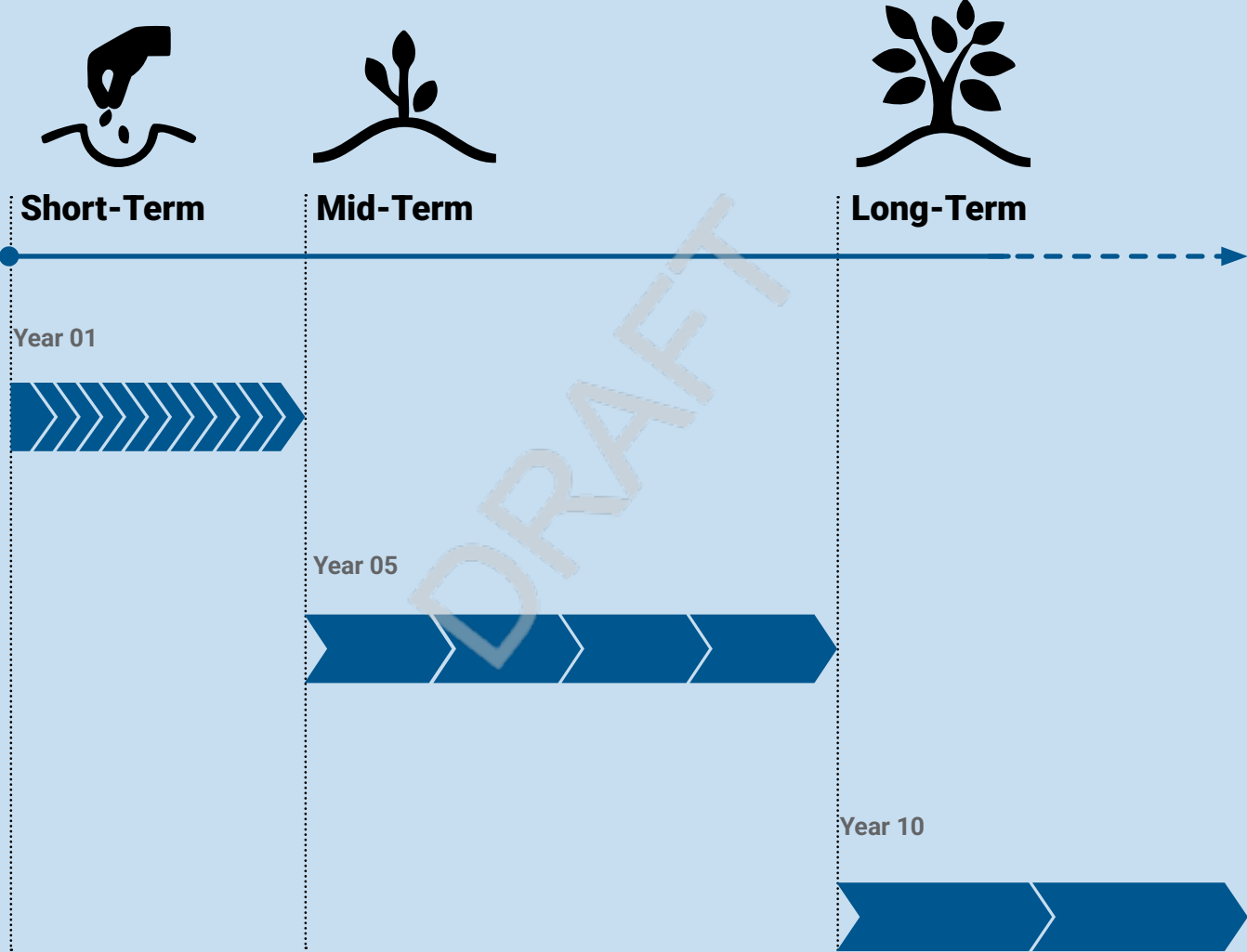
Future change is intentionally focused at the edges and key corridors, where redevelopment can occur ensuring minimal disruption to the core industrial and residential fabric. Within the core, the focus remains on organization, maintenance, and incremental improvements that support existing users.

Over the long term, the emphasis is not only focused on land use decisions, but by how effectively the built form, architecture, mobility network, and public realm work together to create an organized, functional, and visually cohesive district while preserving its authentic working character.

The recommendations also emphasize the importance of maintaining a balanced and collaborative approach to redevelopment, code compliance, and economic reinvestment, that supports long-standing businesses that provide essential services, employment opportunities, and economic activity for both the district and the broader region.

All recommendations are advisory and intended to support decision-making. Implementation of these recommendations will require prioritization, further study and alignment with available funding and policy objectives

This strategy establishes a clear redevelopment roadmap anchored in a defined identity: positioning Washington Park as “Hollywood’s Service and Trades District”, a vital economic hub that supports the region through skilled labor, small businesses, and essential daily services.





Short-Term Recommendations

Short-term recommendations focus on meaningful public realm, streetscape, and organizational improvements that enhance safety, appearance, and overall functionality while preserving existing businesses and industrial operations.

Key Recommendations:

- » **Define and promote a clear identity** for Washington Park as “Hollywood’s Service & Trades District,” supported by cohesive branding, wayfinding, gateway features, and tools like a business directory to improve visibility and recognition.
- » **Enhance physical conditions and mobility** by adopting a street hierarchy framework and implementing a facade and property improvement program, streetscape organization improvements, traffic calming, pedestrian safety measures, enhanced code enforcement, parking management, and enhanced transit connections.
- » **Support local businesses and workforce development** through façade improvement programs (PIP), streamlined code compliance (“fast approvals”), business support services, and partnerships with technical schools and trade organizations, along with events and initiatives that showcase local industries.
- » **Protect residential neighborhoods and guide growth strategically** by identifying opportunity sites, managing transitions, preserving neighborhood character, and directing redevelopment to key corridors while improving overall legibility and organization of the district.



Image 02. Example of Wayfinding Signage. (Source: Plusurbia).



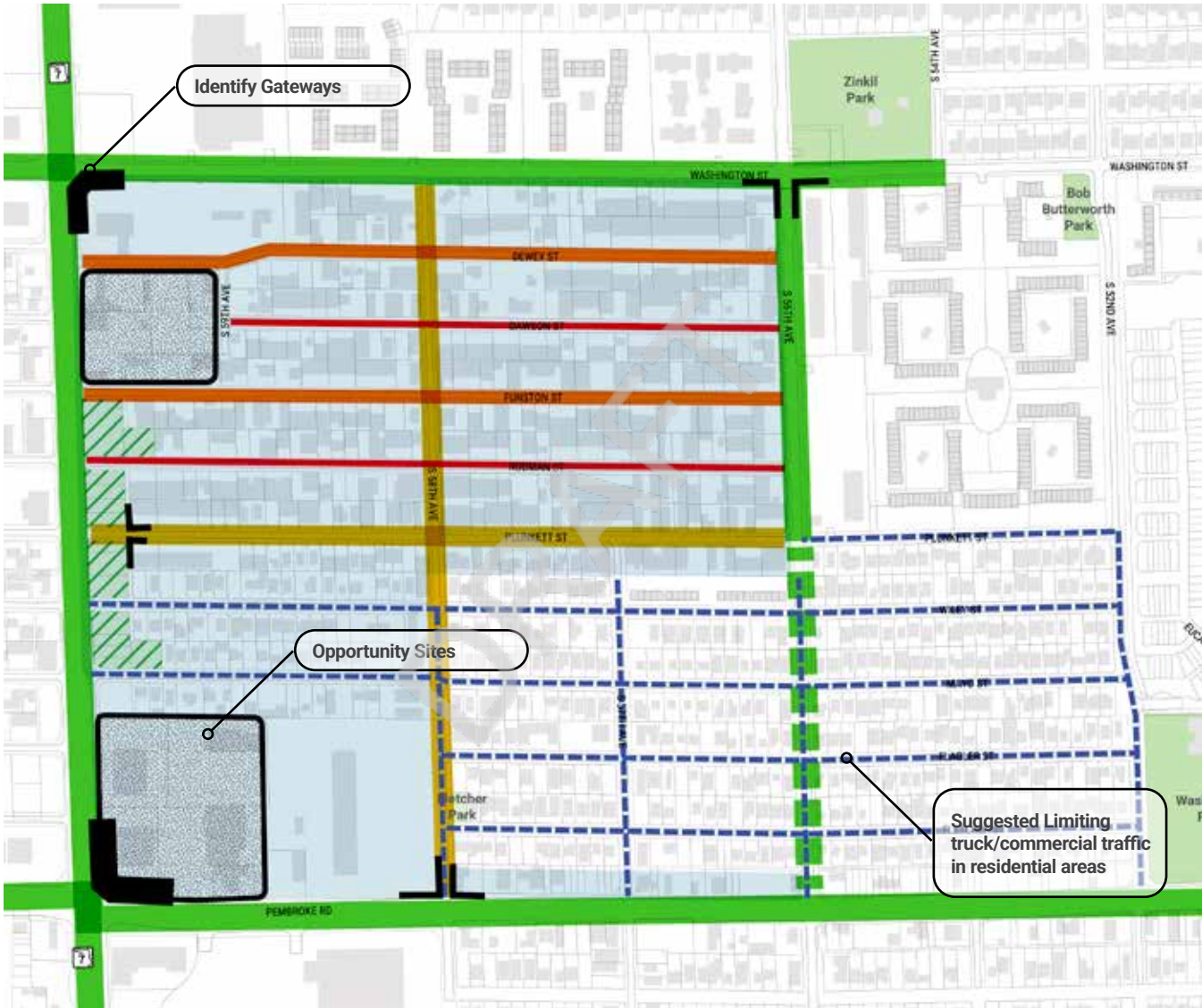
Image 03. Tactical Wayfinding Example. (Source: Pinterest)



Image 04. Suggested New Pavement Markings. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Image 05. Facade Improvement Program (PIP) Example. (Source: Pinterest)



Map 03. Proposed Short-Term Strategies Map. (Source: Plusurbia)

LEGEND

- Parks
- Open Spaces
- Focus Area
- Opportunity Sites
- Suggested Traffic Calming Features
- Suggested Gateways
- A Street
- B+ Street
- B Street
- C Street



Mid-Term Recommendations

Mid-term recommendations focus on targeted infrastructure, mobility, and public realm improvements that enhance safety, connectivity, and resilience while supporting small businesses, encouraging context-sensitive redevelopment, and strengthening long-term economic growth and partnerships.

Key Recommendations:

- » **Improve infrastructure and mobility** by prioritizing street repairs, sidewalk upgrades, and better pedestrian conditions, while also addressing parking, bicycle connectivity, and enhanced transit amenities and access to support safer and more efficient movement.
- » **Enhance the public realm and resilience** by improving frontages along key corridors and implementing strategies to increase water permeability and reduce flooding impacts in the public right-of-way.
- » **Support economic growth and small businesses** by encouraging service-oriented tenants, shared parking solutions, business incubation, and incentives for low-cost spaces that can help entrepreneurs start and grow locally.
- » **Update zoning and development standards** to encourage live-work opportunities closer to industrial edges, active frontages along major corridors, ADUs in residential areas, and encouraging office-flex building types as a compatible transition between mixed-use corridors and the industrial core.
- » **Strengthen implementation and partnerships** by establishing a dedicated task force, conducting targeted investor and developer outreach, and repurposing underperforming parcels to support innovation and long-term economic vitality.



Image 06. Food/Convenience Example. (Source: Melo Cafe)

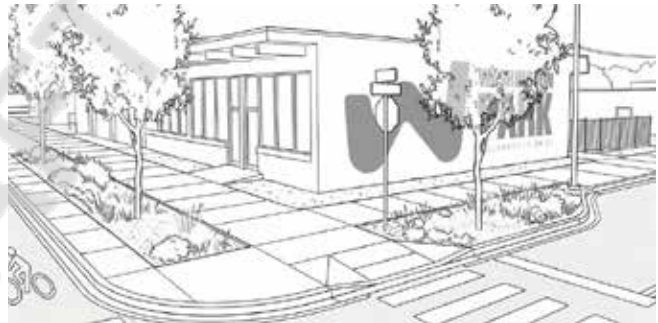


Image 07. Improved Frontages along A streets Example. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Image 08. Low Cost Adaptive Reuse Spaces for Entrepreneurs Example. (Source:)

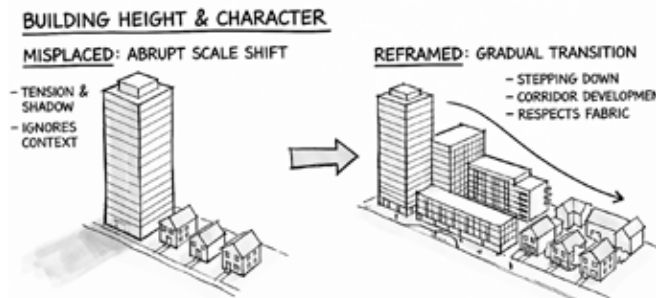
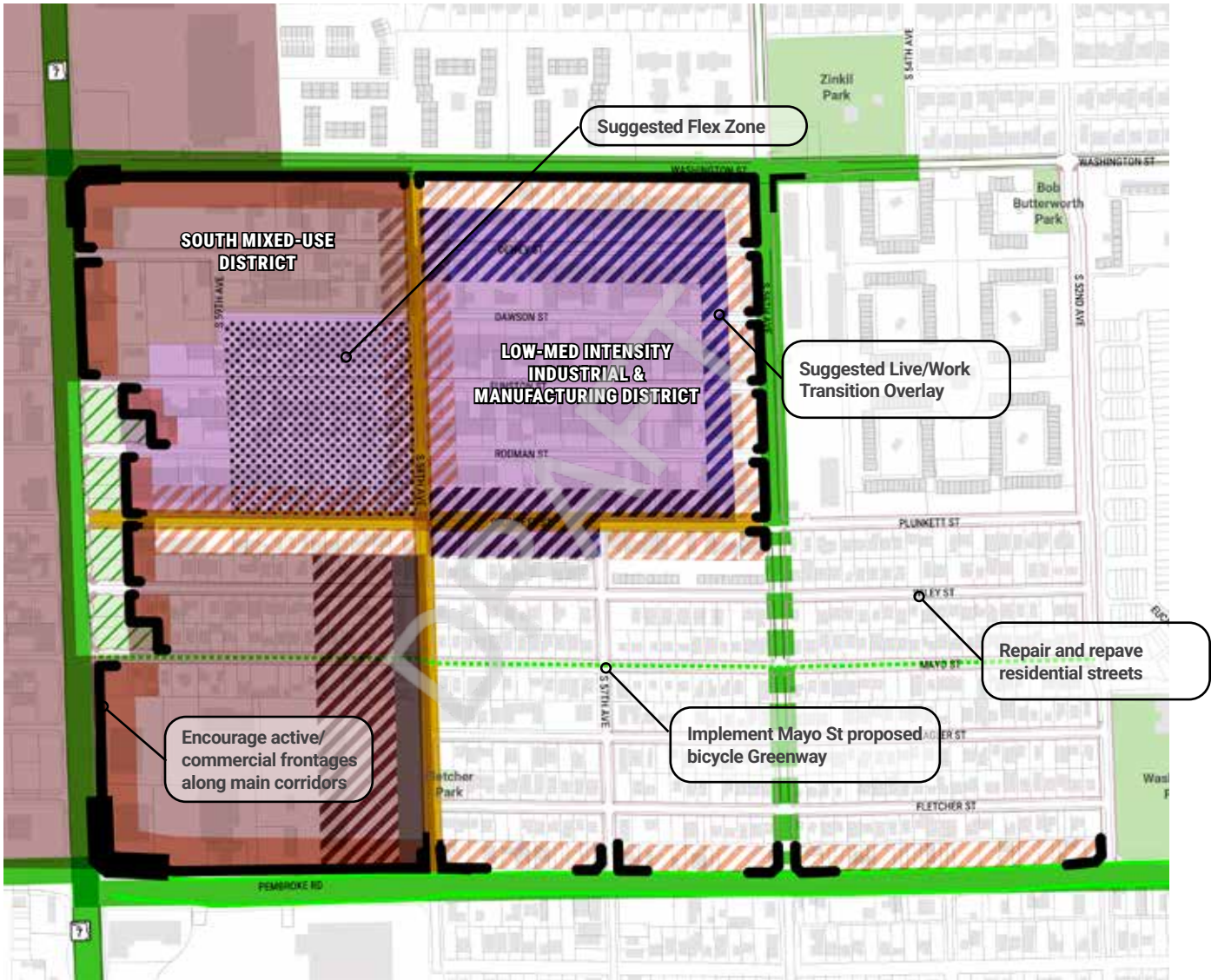


Image 09. Transition to Residential Neighborhood Concept Diagram. (Source: Plusurbia)



Map 04. Proposed Mid-Term Strategies Map. (Source: Plusurbia)

LEGEND

- Parks
- Open Spaces
- IM-2 Low-Med Intensity Industrial & Manufacturing District
- Suggested Live/Work Incentive Overlay
- Suggested Flex Zone Overlay
- S-MU South Mixed-Use District
- Suggested S-MU Transition Zones
- Suggested Frontages Along Corridors
- Suggested Mayo St Greenway
- Proposed Corridor Commercial Frontages
- Encouraged Small Scale Commercial Frontages
- Street Hierarchy
- A Street
- B+ Street



Long-Term Recommendations

Long-term recommendations focus on creating a safer, more resilient, and economically competitive district with clearly defined areas that support different intensities and functions. This includes enhancing mobility, expanding green infrastructure, implementing adaptable parking strategies, and coordinating investments that reinforce Washington Park’s identity as Hollywood’s Service & Trades District.

Key Recommendations:

- » **Improve mobility and safety** by assessing pedestrian and bicycle needs, enhancing streetscape amenities, and studying traffic patterns, including the potential for one-way street conversions to improve circulation and Right of Way capacity.
- » **Enhance resilience and the public realm** by exploring green infrastructure strategies such as permeable paving, swale restoration, and increased tree canopy to better manage stormwater and improve comfort.
- » **Enhance and update development standards** to encourage higher-quality, context-sensitive development along major corridors and near SR 7/US 441 supported by incentives for public benefits such as gateway features, public open spaces, streetscape improvements, new street connections, community facilities, and civic amenities.
- » **Expand and future-proof parking** by evaluating public-private partnership opportunities and establishing adaptable parking garage standards that allow for future reuse or conversion.
- » **Strengthen district identity and economic positioning** by reinforcing Washington Park as Hollywood’s Service & Trades District through coordinated planning and investment strategies.



Image 10. Suggested Active Frontages and Pedestrian Amenities along SR 7 / US 441. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Image 11. Suggested One-Way and Permeable Parking Concept. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Image 12. Suggested Swale Restoration Example. (Source: Plant Landscape & Arch Network)



Map 05. Proposed Long-Term Strategies Map. (Source: Plusurbia)

LEGEND

- | | | | |
|---|--|---|------------------|
| Parks | Proposed S-MU South Mixed-Use District | Encouraged Small Scale Commercial Frontages | Street Hierarchy |
| Open Spaces | Proposed Flex-Zone Transition Overlay | Proposed Fire Station | B+ Street |
| Proposed IM-2 Low-Med Intensity Industrial & Manufacturing District | Proposed Corridor Commercial Frontages | Suggested Active Frontages | |
| Suggested Live/Work Incentive Overlay | | | |

DRAFT

Page Intentionally Left Blank

01. Vision & Identity

Preserving and Enhancing the District's Unique Service & Trades Identity While Protecting The Residential Base



DRAFT

Preserving and Enhancing the District’s Unique Service & Trades Identity While Protecting The Residential Base

This chapter defines a strategic direction for Washington Park that builds on its existing strengths. The area’s advantage lies in its authenticity and established role in the local and regional economy.

The approach focuses on refinement over transformation, improving safety, aesthetics, and functionality while preserving existing industries, businesses, homes, and jobs. The subsequent chapters provide specific recommendations based on this vision for the district.

1.1. Formally Recognizing And Positioning The District As: Hollywood’s Service And Trades District, Strengthening And Celebrating The Essential Work That Sustains The Regional Economy

See **“05. Branding & Economic Development” on page 99** and **“06. Community Engagement & Education” on page 109**

Create and adopt a Washington Park guiding principles statement emphasizing authenticity, incremental improvement, and job retention.

Considerations

- » Define the district as a “working district”: protect its role as an employment and production hub (logistics, trades, fabrication, services).
- » Lead with resident & business/property owner-defined identity: Build the district vision from long time stakeholder stories, priorities, and culture.
- » Clearly define what must be protected (affordability, community character, small businesses, legacy institutions, residential base).
- » Make stability and job retention a core goal alongside beautification and investment.
- » Highlight the district’s economic value to Hollywood: this area supports citywide services and provides accessible employment.

1.2. Improve the District's Physical Conditions Without Altering The Economic Base

See **"04. Land Use & Urban Design"** on page 61

Considerations

- » Consider adopting and directing Facade Improvement Program (PIP) funds toward affordable, visible upgrades for existing businesses. See **"Consider Developing and Adopting a Facade Improvement Program (PIP) To Improve The Appearance of Building and Streets"** on page 62.
- » Consider exploring incentives for adaptive reuse and building reinvestment, not demolition or full redevelopment. Tie incentives to local business retention, not tenant replacement. See **"4.6. Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/US 441 to the Industrial Core"** on page 78.
- » Prioritize funding for lighting, sidewalks, drainage, and maintenance over placemaking-heavy capital projects.
- » Protect legacy industrial tenants: Identify long-term businesses and prioritize policies that keep them in place during upgrades.

1.3. Protect the Residential Base

See **"04. Land Use & Urban Design"** on page 61, **"02. Street Design, Mobility & Infrastructure"** on page 27 and **"03. Parking & Enforcement"** on page 55

Considerations

- » Provide appropriate transitions between land uses to reduce conflicts between residential areas and adjacent commercial or higher-intensity development through buffers, step-down building heights, and thoughtful site design.
- » Minimize land use and operational conflicts such as noise, and loading activities that may affect nearby homes.
- » Manage parking to prevent spillover into residential streets, including parking limits, shared parking strategies, and protections for residents.
- » Address speeding on neighborhood streets through traffic calming measures such as curb extensions, speed bumps, improved crossings, and signage.
- » Limit truck circulation in residential areas by directing freight traffic to appropriate corridors..

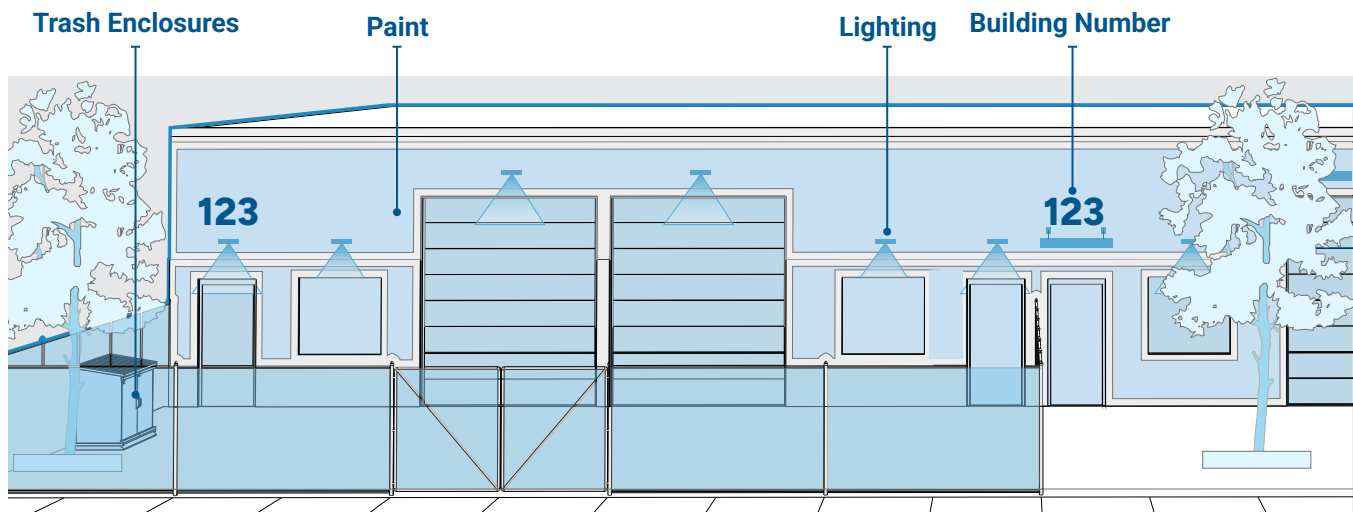


Image 13. Facade Improvement Program Example. (Source: Plusurbia)

1.4. Improve Legibility in the District While Preserving Its Character

See “05. Branding & Economic Development” on page 99 and “04. Land Use & Urban Design” on page 61

Considerations

- » Implement light-touch branding: wayfinding, gateways, and signage that reflect the district’s working identity.
- » Coordinate branding with the existing businesses rather than replacing their identities.

1.5. Strengthen, Organize and Clean up What Already Works

See “04. Land Use & Urban Design” on page 61, “02. Street Design, Mobility & Infrastructure” on page 27 and “03. Parking & Enforcement” on page 55

Considerations Provide technical assistance for code compliance, facade upgrades (See Image 13 on page 25), and operational improvements.

- » Encourage shared infrastructure solutions (parking, loading, waste) to reduce business costs.
- » Align land use decisions with job preservation and industrial viability.

1.6. Manage Change At Edges, Not Cores

See “04. Land Use & Urban Design” on page 61

Considerations

- » Encourage development near corridors taking into account proper transitions to residential areas.
- » Consider enhanced buffering, step-down massing, and operational limits at these edges.
- » Define future growth that fits the community: Promote “right-sized” development (scale, design, uses) that complements existing businesses, homes and streets.
- » Preserve core industrial areas for employment-generating uses.



Image 14. Sign Example. (Source: Plusurbia)



Image 15. Light Touch Branding Example. (Source: Plusurbia)

02. Street Design, Mobility & Infrastructure

Re-balancing Street Design to
Accommodate All Needs



Re-balancing Street Design to Accommodate All Needs

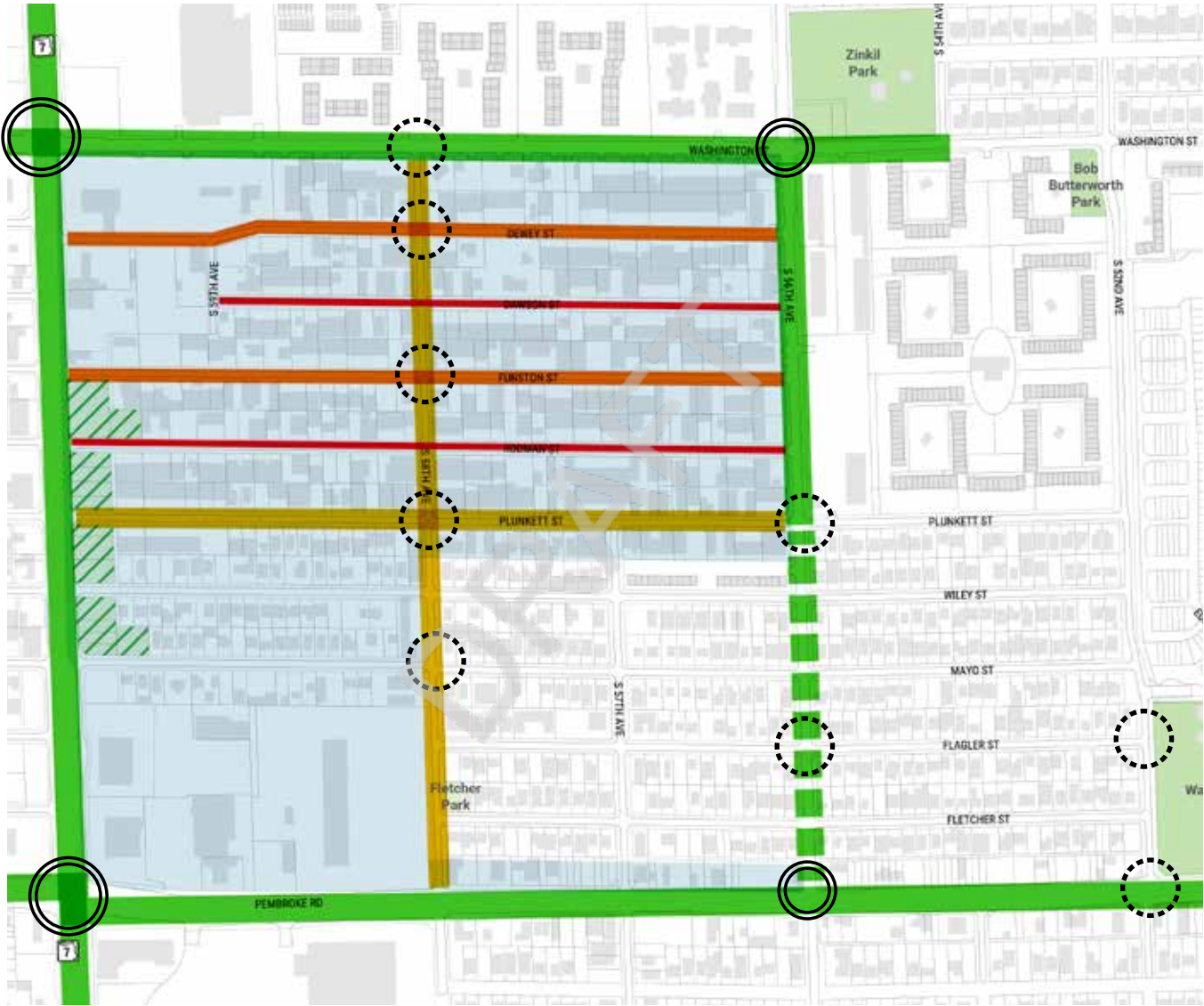
This chapter highlights recommendations with the goal to support a safe, efficient, and balanced experience for every mode of travel, while remaining sensitive to existing operations. Through thoughtful design and careful consideration of existing businesses and residential neighborhoods, the plan seeks to enhance and guide the character and function of the overall public space. By accommodating all users and functions, street improvements can strengthen the district's appearance and functionality while supporting the continued success of current and future operations.

Short Term

2.1. Consider Adopting a Street Hierarchy Framework to Improve Street Function and Guide Future Growth

Consider adopting the proposed street hierarchy designation (**see Map 06 on page 29**) to clearly define street function priorities. By identifying primary corridors, secondary connectors, and local industrial streets, the city can better align land use expectations, frontage improvements, mobility enhancements, and infrastructure upgrades with the intended role of each street. This helps create predictability while improving overall district organization guiding not only movement by future redevelopment. The hierarchy designation characteristics for each street in the primary focus area are proposed as follows:

- » **A Street Characteristics:** A Streets are primary corridors that prioritize pedestrian activity and visibility, typically featuring wider sidewalks, active ground-floor uses, on-street parking, street trees, and strong building frontages to support commerce and transit. Samples streets are SR 7/US 441, Pembroke Rd, Washington St and S 56 Ave.
- » **B+ Street Characteristics:** B+ Streets serve as connectors between major corridors, balancing movement and livability with moderate traffic speeds, comfortable sidewalks, parallel parking, landscaping, and a mix of small-scale commercial and industrial uses. Samples streets are Plunkett St and S 58th Ave.
- » **B Street Characteristics:** B Streets serve as local streets, balancing movement and service activity with moderate traffic speeds, sidewalks, parking, and a mix of small-scale commercial and industrial uses. Samples streets are Dewey St and Funston St.
- » **C Street Characteristics:** C Streets here are functional secondary streets focused on service activity. They are designed for low-speed vehicle access, accommodating services, loading, utilities, and parking. Well-designed C streets include adequate lighting, clear sightlines, durable paving, and occasional landscaping to enhance safety. Example streets include Dawson St, and Rodman St.



Map 06. Proposed Street Hierarchy in the Primary Study Area and Enhanced Crosswalks Map. (Source: Plusurbia)

LEGEND

- Parks
- Open Spaces
- Primary Focus Area
- Suggested Enhanced Ped Crosswalks
- Suggested Enhanced Bike/Ped Crosswalks

- Suggested Street Hierarchy Framework
- A Street
 - B+ Street
 - B Street
 - C Street

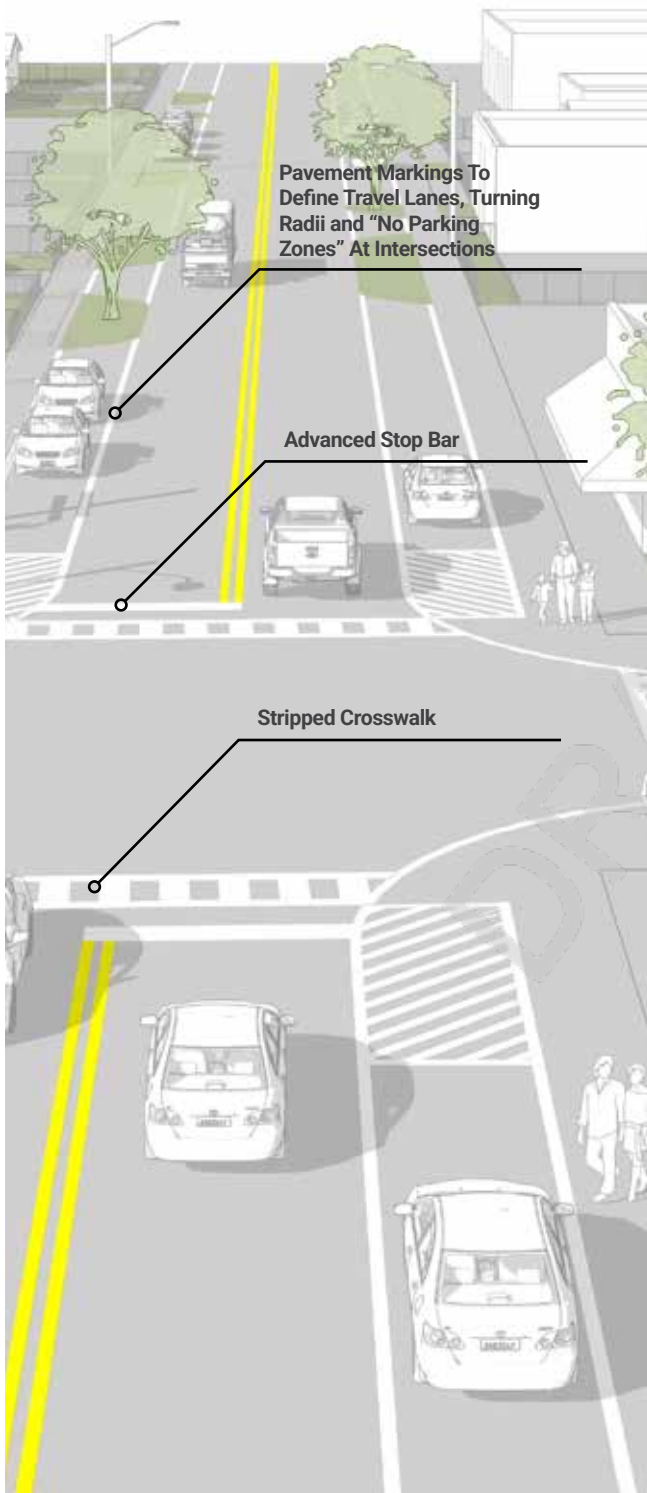


Image 16. Example of Improved Crossing and Pavement Markings. (Source: Plusurbia) This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

2.2. Consider Developing a Pavement Marking Plan to Define Clear Circulation Zones

Coordinate with Broward County Traffic Engineering Division to develop and implement a **pavement marking plan** for the primary study area.

Considerations

- » Consider paint-only treatments as quick-build enhancements focusing on Dewey St, Dawson St, Funston St, Rodman St, Plunkett St, S 58th Ave (north of Punkett St) and S 56th Ave (north of Punkett St). Refer to **“Examples of Pavement Marking Improvements in Industrial Districts in Florida” on page 31** and **“Proposed ABC Streets Short-Mid And Long Term Improvements” on page 48**.
- » Use consistent lane line types (solid, dashed, edge lines) to clearly define travel lanes. **See Image 16 on page 30.**
- » Ensure lane widths are legible and appropriate to street context and vehicle types.
- » Pavement markings could also be used to define intersections turning radii, pedestrian zones, crossings and driveways.
- » Establish “no-parking zones” near intersections, driveways, and key sightlines to improve safety and visibility.

2.3. Consider Initiating a Warrant Process to Enhance Pedestrian Safety Through Strategic Crosswalk Installation

Coordinate with Broward County Traffic Engineering Division to consider a **warrant process** to install daylighted crosswalks and improve pedestrian visibility and enhance safety, a measure especially important in the Washington Park area. See example on **Image 16 on page 30**.

Considerations

- » Prioritize application of crosswalks based on multiple factors, including land uses, street hierarchy, links to park entrances, transit stops and amenities, as well as present and future demand, pedestrian compliance, speed, safety, and crash history. (See suggested crosswalk priorities on **Map 06 on page 29**)
- » Daylighted crosswalks, especially in areas with fire hydrants, can be even more effective at reducing pedestrian injuries when paired with additional hardening features such as safety bollards or planters.
- » Frame improvements as supporting pedestrian safety and injury reduction (Vision Zero).
- » Crosswalk design considerations should align with the **Broward MPO Complete Streets Design Guidelines** and include the following:
 - » Stripe all crossings and make them as wide or wider than the walkway it connects to.
 - » Ensure crossings align with accessible paths and meet ADA requirements at entry points.
 - » Advanced stop bars should be located at least 8 ft in advance of the crosswalk.

Examples of Pavement Marking Improvements in Industrial Districts in Florida

City of South Miami, FL



City of Hialeah, FL



2.4. Consider Expanding the City's Traffic Calming & Control Project to Install Speed Bumps or Other Traffic Calming Features on Residential Streets in Washington Park

Coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to consider expanding the **City's Traffic Calming & Control Project**¹ for the installation of speed tables to segments of the residential streets east of SR 7 / US 441.

Considerations

- » The primary goal is reducing vehicle speeds, improving pedestrian safety, and discouraging cut-through traffic.
- » Ensure design follows local and national guidelines, accommodate emergency vehicle access, and considers impacts on cyclists (including bypass gaps) and mobility devices.

2.5. Consider Initiating a Traffic Study to Assess Limiting Truck and Commercial Vehicle Traffic on Residential Streets

Coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to initiate a **traffic study** to evaluate, and identify routes used by heavy traffic but not essential for heavy truck movement focusing especially on residential areas or near parks or community facilities.

Considerations

- » Designate specific streets where trucks and commercial vehicles should be prohibited from passing through, except for local deliveries or access to businesses. Consider including Wiley, Mayo, Flagler and Flecher Streets.
- » Install at the beginning and end of the restricted streets "No Thru Trucks" signs indicating that trucks must use alternative routes.
- » Develop enforcement mechanisms, such as regular inspections or penalties for non-compliance.



Image 17. Speed hump on residential street. (Source: BridgeDetroit)



Image 18. No thru truck sign. (Source: SmartSign)

¹ <https://hollywoodtrafficalmingproject.com/>

2.6. Consider expanding the boundary of the Hollywood West Sun Shuttle (Circuit) to include Washington Park

Coordinate with the City’s Engineering, Transportation & Mobility Division to develop a strategy to expand the boundaries of the Hollywood West Sun Shuttle and align with District 6 priorities and improve access to key destinations like transit stops, shopping, and services.

Hollywood West Sun Shuttle Service, Hollywood FL



The Sun Shuttle West in Hollywood is an on-demand microtransit service that connects residents west of I-95 to key destinations like transit stops, shopping, and services using small electric shuttles. Riders can request trips through an app or phone, making it a flexible first- and last-mile option. The service is low-cost, typically around \$2 per ride.

STREET	FROM	TO	SHORT-TERM IMPROVEMENTS
Dewey St	SR 7/US 441	S 56 Street	2.2. Consider Developing a Pavement Marking Plan to Define Clear Circulation Zones
Dawson St	S 59 Avenue	S 56 Street	
Funston St	SR 7/US 441	S 56 Street	
Rodman St	SR 7/US 441	S 56 Street	
Plunkett St	SR 7/US 441	S 56 Street	
S 58 Ave	Pembroke Rd	Washington St	2.4. Consider Expanding the City's Traffic Calming & Control Project to Install Speed Bumps or Other Traffic Calming Features on Residential Streets in Washington Park
Wiley St	S 58 Ave	S 52 Ave	
Mayo St	S 58 Ave	S 52 Ave	
Flagler St	S 58 Ave	S 52 Ave	2.5. Consider Initiating a Traffic Study to Assess Limiting Truck and Commercial Vehicle Traffic on Residential Streets
Fletcher St	S 58 Ave	S 52 Ave	

Table 01. Suggested Short Term Improvements Table. (Source: Plusurbia)

Mid Term

2.7. Consider Developing A Comprehensive Street Condition And Needs Assessment To Prioritize The Repair And Repaving Of Residential Streets

Coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering and Public Works Divisions to develop a **street conditions and needs survey** and evaluate surface failure, potholes and drainage issues. This can serve as a key supporting framework aligned with city-wide implementation efforts.

Considerations

- » Prioritize residential streets based on: safety risk, traffic volumes, access for emergency vehicles and vulnerable users. Consider including Wiley, Mayo, Flagler, Flecher Streets, S 57th Ave and S 58th Ave (south of Plunkett St).
- » Frame projects around safety, accessibility, and sustainable outcomes.
- » Coordinate with utility providers and efforts to install crosswalks (See **"Consider Initiating a Warrant Process to Enhance Pedestrian Safety Through Strategic Crosswalk Installation" on page 31**) and traffic calming features (See **"Consider Expanding the City's Traffic Calming & Control Project to Install Speed Bumps or Other Traffic Calming Features on Residential Streets in Washington Park" on page 32**) to avoid repeated work and digging.
- » Develop a maintenance plan after repaving.

2.8. Consider Prioritizing Sidewalk Improvements and Repair Referencing the Proposed Street Hierarchy Framework

See **"Consider Adopting a Street Hierarchy Framework to Improve Street Function and Guide Future Growth" on page 28**

Coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to evaluate, and implement a **sidewalk restoration prioritization plan** aligned with the proposed street hierarchy designation framework (See **Map 06 on page 29**), to target sidewalk restoration and improved crossing projects.

By aligning sidewalk investments with the street designation, the City can take a more strategic and cost-effective approach to infrastructure upgrades. (See **suggested sidewalk restoration priorities on Map 07 on page 35**). This tiered approach allows the City to focus resources where they will have the greatest impact, improving walkability while avoiding unnecessary expenditures in low-demand areas.

Considerations

- » The framework prioritizes **A and B+ streets**, which support higher pedestrian activity, for restoration of sidewalks on both sides, ensuring safety and accessibility where demand is greatest.
- » **B streets** suggest sidewalk restoration on one side, reflecting moderate pedestrian use.
- » **C streets**, primarily intended for loading, parking, and service access, would not be prioritized for sidewalk restoration.
- » Prioritize gaps that break walking routes to parks, transit stops, and neighborhood services and align with local Safe Routes to School, Vision Zero, and complete streets programs.
- » Ensure restored sidewalks comply with the Public Right-of-Way Accessibility Guidelines (PROWAG).
- » Prevent vegetation from encroaching onto sidewalk facilities and consider policies to support this.
- » Prevent sidewalk re-damage from illegal parking, or driveway encroachment through policy and enforcement.
- » Consider setting aside funds for long-term repair, tree root management, and replacement cycles.



Map 07. Proposed Sidewalk Restoration Prioritization Plan. (Source: Plusurbia). This map is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

LEGEND

- Parks
- Open Space
- Primary Focus Area
- Proposed Sidewalk Restoration

City Of Hollywood Public Works Street Maintenance Program

The City of Hollywood's Public Works Street Maintenance Program is responsible for the ongoing upkeep and repair of the city's roadway network to ensure safe and functional streets. This includes activities such as pothole repairs, resurfacing and repaving, pavement marking, and maintenance of sidewalks, curbs, and drainage within the right-of-way. The program prioritizes improvements based on street conditions, safety needs, and available funding, helping extend the lifespan of infrastructure and maintain reliable mobility for residents and businesses.

2.9. Consider Developing an On-Street Parking Inventory to Assess Needs and Usage and Define and Reinforce Parking Areas & Flex Zones

See "03. Parking & Enforcement" on page 55

In parallel to the sidewalk restoration efforts, coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division, to develop an **on-street parking inventory** and calculate the number of designated parking based on the existing ROW, design guidelines, needs and usage. Focus the inventory on Dewey St, Dawson St, Funston St, Rodman St, Plunkett St, S 58th Ave (north of Punkett St) and S 56th Ave (north of Punkett St). See "**Proposed ABC Streets Short-Mid And Long Term Improvements**" on page 48.

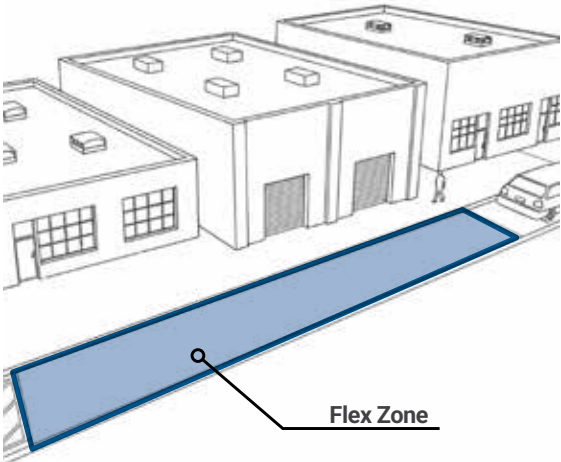
Considerations

- » Identify and reinforce locations of parking, flex zones and existing swales to be preserved, with the aid of striping and enforcement.
- » Balance parking with loading needs and identify and mark "flex zones²". Evaluate to ensure compatibility with loading, storage, and circulation needs of industrial uses. (See examples of Flex Zone Uses on Image 20 on page 37). Pilot testing is recommended prior to implementation.
- » Consider repainting parking and flex zones immediately after sidewalk restoration work to prevent recurrence of "informal" parking that can cause damage to sidewalks.
- » Clearly delineate parking areas assessing:
 - » Parallel, angled, or perpendicular parking.
 - » Continuous lines for flexible parking and individual bays where control is needed.
 - » Consistent dimensions and placement on all streets.
 - » Ensure markings do not disproportionately remove parking without mitigation (off-site parking, or relocation)

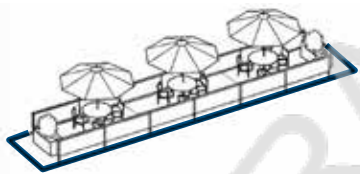
² Flex zones are adaptable curb areas that allow multiple uses, either simultaneously or at different times of day. In Washington Park, flex zones could support loading operations while also accommodating parking, food trucks and future parklets supporting both industrial activity and gradual placemaking improvements.

Loading/Flex Zone Sample Diagram

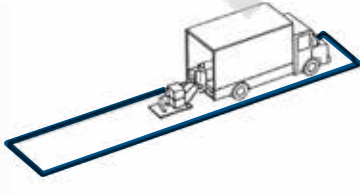
Flex zones are adaptable curb areas that allow multiple uses, either simultaneously or at different times of day. In Washington Park, flex zones could support loading operations while also accommodating parking, food trucks and future parklets supporting both industrial activity and gradual placemaking improvements.



PARKLET



LOADING



FOOD TRUCK

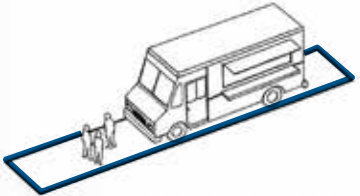


Image 20. Loading/Flex Zone Sample Diagram. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

2.10. Consider Developing a Prioritization Plan to Enhance Multimodal Connectivity Through Targeted Bicycle Infrastructure Improvements

Coordinate closely with the City's Engineering, Transportation & Mobility Division, Broward County Traffic Engineering Division, and FDOT, while consulting the Hollywood Bicycle Mobility Master Plan³ to identify and develop a **prioritization plan for bicycle infrastructure improvements** in Washington Park. Prioritize a low-stress bike network connecting workers/residents to key routes, transit stops, and major employers within the study area. **See Map 08 on page 39.**

Considerations

- » Prioritize the implementation of the proposed Mayo Street Neighborhood Greenway found in the Hollywood Bicycle Mobility Plan⁴ as **shown on Map 08 on page 39**. Consider the following:
 - » According to NACTO's Urban Bikeway Design Guide, geometric design elements and appropriate traffic control measures are essential for managing how cyclists move through intersections. Therefore, the proposed Mayo Street Greenway in Washington Park should include safe, well-designed bicycle crossings that allow cyclists to navigate without unnecessary delays.
 - » It is strongly recommended that bicycle boxes be installed at Mayo Street alongside a midblock crossing on S 56 Street. Together, these treatments will enhance cyclist safety, reduce conflict points, and improve route directness toward their destinations.
- » Although the bike lanes on SR 7 / US 441, Washington Street and S 56th Ave are currently striped and protected, painting the full length of the lanes, where feasible, would significantly enhance visibility, safety, and user awareness.
- » Improve intersection safety with high-visibility crossings, bike conflict markings, and dedicated signal timing where needed.
- » Prioritize installing a bicycle box or other intersection enhancements at S 56th Avenue and Washington Street. (With a relatively high AADT (12,300 and 13,600), this intersection presents safety and crossing challenges, as observed during the walking audit).
- » Coordinate with the Florida Department of Transportation, to support multimodal improvements along SR 824/Pembroke Road, including completing the bicycle network and widening of the existing bicycle lanes.
- » Implement truck-aware bikeway design, maintaining sightlines, wide turning radii, and clear separation at driveways and loading zones.
- » Upgrade lighting and visibility along bike routes for shift workers and early morning/night travel.
- » Support end-of-trip amenities (lockers, showers, secure bike parking) through incentives or code allowances.
- » Promote the installation of Florida-friendly landscaping and shade elements to reduce the heat-island effect.
- » Reinforce safer bicycle connectivity to existing parks and open spaces.
- » Enhance signage and wayfinding to clarify bike routes and reduce conflicts

³ <https://maps.hollywoodfl.org/portal/apps/storymaps/stories/d6fbdc24721948baa766fe5528acb198>

⁴ <https://maps.hollywoodfl.org/portal/apps/storymaps/stories/d6fbdc24721948baa766fe5528acb198>



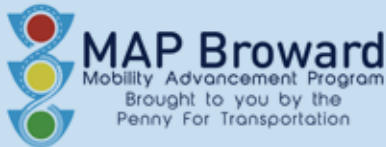
Map 08. Proposed Improved Bicycle Network. (Source: Plusurbia). This map is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

LEGEND

- Parks
 - Open Spaces
 - Primary Focus Area
- Existing Bicycle Lanes
 - Proposed Bicycle Lanes on Pembroke Rd
- Proposed Mayo Street Neighborhood Greenway (City of Hollywood Bicycle Mobility Master Plan)
- Suggested Enhanced Bike/Ped Crossings

City of Hollywood Street Improvements Funding Sources

Mobility Advancement Program, Broward County



The Mobility Advancement Program (MAP Broward) is a 30-year transportation initiative funded by a voter-approved (2018) 1% sales surtax to improve mobility across Broward County. It supports projects such as roadway upgrades, traffic congestion reduction, transit expansion, and pedestrian and bicycle infrastructure, with the goal of creating safer, more efficient, and better-connected transportation options for residents and businesses.

City of Hollywood Adopt a Street Program



The City of Hollywood (COH) created the Adopt-A-Street Program to encourage community involvement in keeping our streets clean, safe, and beautiful. Civic groups, local businesses, faith-based organizations, student clubs, and individuals are all invited to participate.

The program provides a hands-on way to protect the environment and support neighborhood pride. Participants are expected to hold two cleanups before sign installation and must perform at least four cleanups per year (one each quarter) along their adopted street.

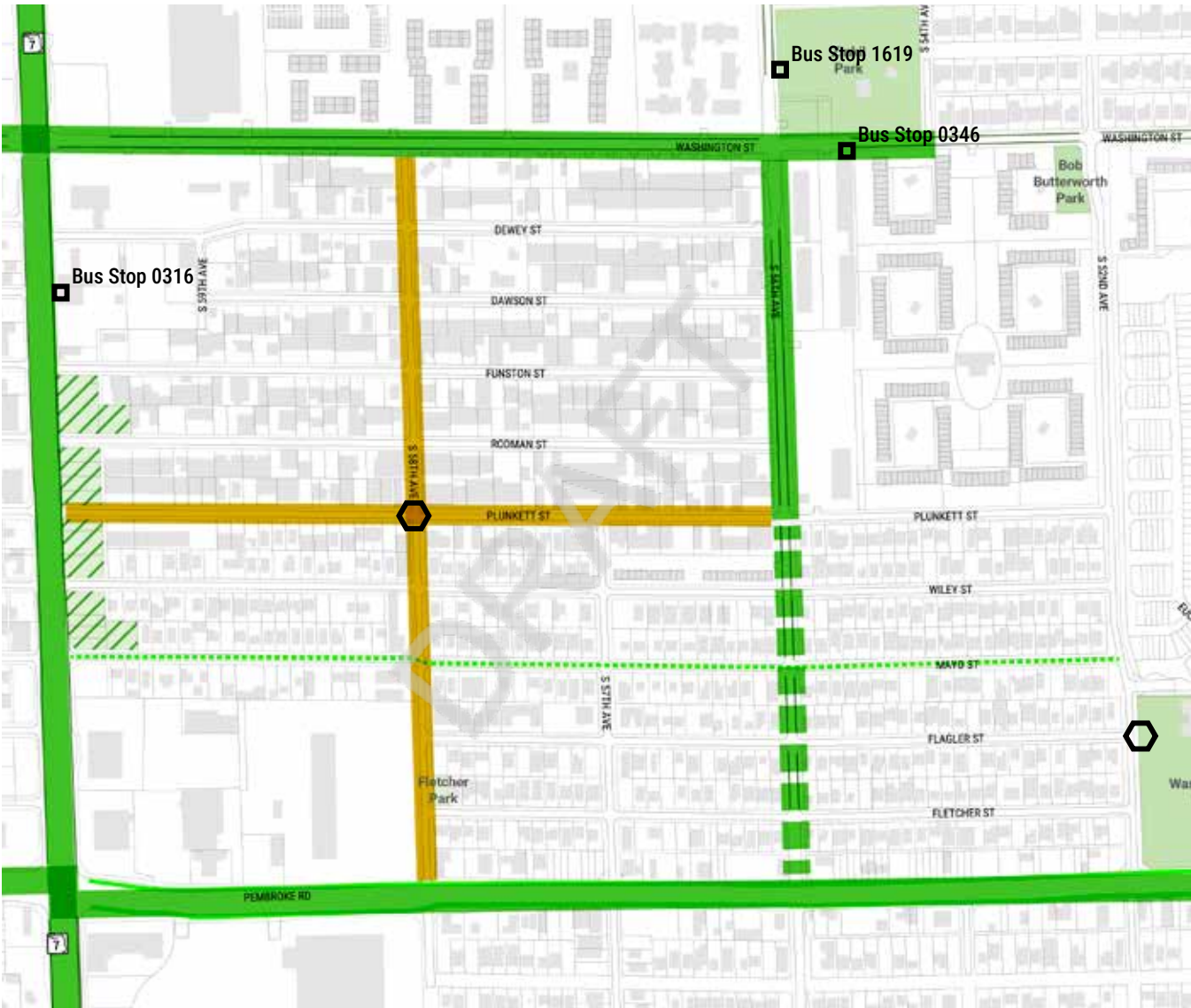
2.11. Consider Developing a Transit Access Plan to Evaluate and Prioritize Improvements

Coordinate with Broward County Transit, Broward County Traffic Engineering Division, City of Hollywood Engineering, Transportation & Mobility Division and FDOT, to conduct a **Transit Access Improvement Plan** to evaluate conditions and enhance access to public transit.

As land uses evolve and demand for public transit increases, consider identifying deficiencies and prioritize improvements for first/last-mile connections by building safe walking and biking routes between major employers, bus stops, and key corridors.

Considerations

- » Expand the Holly-Go Green Line to include additional stops at Plunkett Street/S 58th Avenue and the Washington Park Community Center, and enhance access with clear signage and wayfinding. **(See Map 09 on page 41)**. Adjust service schedules to better align with shift-based work patterns, including early morning, late evening, and weekend operations, to improve accessibility and usability for workers.
- » Consider developing a prioritization matrix to enhance amenities focusing first on areas with seniors, school routes, long wait times and high ridership. Based on the team’s field assessment, the majority of bus stops along SR 7/US 441 and Pembroke Park have amenities and are in good condition. However, Bus Stop No. 0316 (SR 7/ US 441), No. 1619 (S 56 Avenue), and 0346 (Washington Street) shown on **Map 09 on page 41** do not have shelter and are in need of enhanced amenities.
- » Consider increasing transit stop visibility and safety with improved lighting, clear sightlines, and trimmed vegetation.
- » Support employer-based transit programs (subsidized passes, shuttle partnerships, and commuter benefits).
- » Consider pilot targeted transit improvements (temporary stop enhancements, shuttle routes, or demand-response service) before permanent investments.



Map 09. Proposed Improved Transit Network. (Source: Plusurbia). This map is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

LEGEND

- Parks
- Open Spaces
- Proposed Mayo Street Neighborhood Greenway (City of Hollywood Bicycle Mobility Master Plan)
- Suggested New Stops for the Holly-Go Service Green Line
- Suggested Bus Stop in Need of More Amenities
- A Street
- B+ Street

2.12. Consider Developing an Assessment and Plan to Improve Pedestrian and Bicycle Comfort on S 56th Avenue

Coordinate closely with the City’s Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to develop **an assessment and a plan** to improve pedestrian conditions on S 56th Avenue (especially between Washington Ave and Funston St). **See example on Image 21 on page 42.**

In the proposed Street Hierarchy Framework (**Map 06 on page 29**), S 56th Avenue is designated as an A Street, a corridor focused on pedestrian comfort and activity. A Streets should typically feature wider sidewalks, active ground-floor uses, on-street parking, street trees, and strong building frontages to support commerce and pedestrian comfort.

On multiple site visits, it was observed that S 56th Avenue, particularly between Washington Avenue and Funston Street, has been recently repaved and enhanced with a new bicycle lane, which is a positive improvement. However, in some segments, the area between the bike lane and the sidewalk has been paved but not clearly

striped, making it difficult to distinguish between the bike lane, parking, and travel lanes. This lack of clear delineation creates confusion and gives the impression of an additional vehicular lane, which can pose safety concerns for cyclists, pedestrians and drivers.

Considerations

- » Remove parallel parking where feasible, especially since most adjacent businesses have rear parking access. This would allow for the restoration of swales and the introduction of street trees, improving safety, stormwater management, and the overall streetscape while reinforcing safety for the bicycle lane.
- » To further enhance pedestrian comfort, strengthen commercial activity, and support transit access, encourage access to private parking areas from the east–west streets, where feasible.
- » Restore swales and plant trees on recently paved area and improve crossings and cyclist protection.
- » Where parking areas are visible from S 56th Avenue, provide appropriate screening, such as landscaping or other elements, to create a visual buffer and enhance the pedestrian experience.

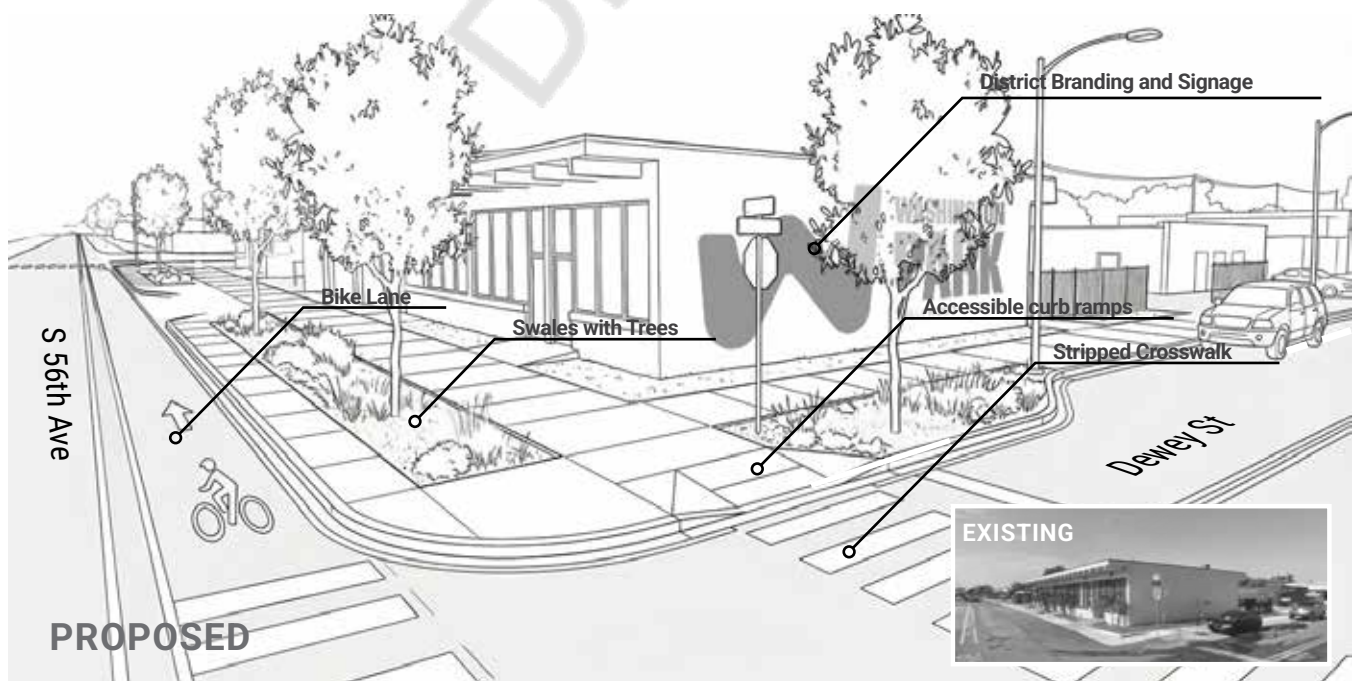


Image 21. Proposed Improvements on S 56th Ave & Dewey St. (Source: Plusurbia) This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW

Coordinate closely with the City’s Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to implement recommendation from the **Citywide Comprehensive Stormwater Master Plan** in order to increase permeability on publicly owned land and the public right of way.

- » Adopt ROW permeability targets or minimum standards for priority corridors and redevelopment areas.
- » Require permeability upgrades with major site redevelopment through frontage improvement requirements.
- » Partner with adjacent property owners for frontage-based improvements and shared maintenance.

Considerations

- » Align with recommendations from The City’s 2024 Citywide Comprehensive Stormwater Master Plan ES.15 CIP Improvements to consider future projects using porous pavement, grass pavers a permeable sub-base (e.g. open-graded aggregate) to allow infiltration and increase permeability.

STREET	FROM	TO	MID-TERM IMPROVEMENT
Dewey St	SR 7/US 441	S 56 Street	2.9. Consider Developing an On-Street Parking Inventory to Assess Needs and Usage and Define and Reinforce Parking Areas & Flex Zones 2.8. Consider Prioritizing Sidewalk Improvements and Repair Referencing the Proposed Street Hierarchy Framework 2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW
Dawson St	S 59 Avenue	S 56 Street	
Funston St	SR 7/US 441	S 56 Street	
Rodman St	SR 7/US 441	S 56 Street	
Plunkett St	SR 7/US 441	S 56 Street	
S 58 Ave	Pembroke Rd	Washington St	
Wiley St	SR 7/US 441	S 52 Ave	2.7. Consider Developing A Comprehensive Street Condition And Needs Assessment To Prioritize The Repair And Repaving Of Residential Streets 2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW
Mayo St	SR 7/US 441	S 52 Ave	Prioritize the implementation of the proposed Mayo Street Neighborhood Greenway 2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW
Flagler St	S 58 Ave	S 52 Ave	2.7. Consider Developing A Comprehensive Street Condition And Needs Assessment To Prioritize The Repair And Repaving Of Residential Streets 2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW
Fletcher St	S 58 Ave	S 52 Ave	2.7. Consider Developing A Comprehensive Street Condition And Needs Assessment To Prioritize The Repair And Repaving Of Residential Streets
S 56th Ave	Washington St	Funston St	2.12. Consider Developing an Assessment and Plan to Improve Pedestrian and Bicycle Comfort on S 56th Avenue

Table 02. Suggested Mid Term Improvements Table. (Source: Plusurbia)

Long Term

2.14. Consider Conducting a Needs Assessment and Priority Matrix for Enhanced Pedestrian/Bicycle Streetscape Amenities to Support Increased Non Motorized Traffic

As land uses evolve and pedestrian and bicycle activity increases, coordinate closely with the City’s Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to conduct a **needs assessment and develop a priority matrix** to identify locations for enhanced amenities such as lighting, seating, shade elements, bike parking and trash receptacles. Prioritize areas near parks and corridors with increased pedestrian and bicycle activity.

Considerations

- » Pair roadway lighting and visibility improvements with pedestrian-scale lighting upgrades where pedestrian activity merits it.
- » Consider code amendments requiring streetscape amenities for new development.
- » Develop public frontage standards to promote predictable and consistent public frontages aligned with the proposed street hierarchy designation. Create standard fixture palettes and placement guidelines to streamline installation and replacement.

2.15. Consider Conducting a Traffic Study to Determine Feasibility for Implementation of One-Way Streets

Coordinate closely with the City’s Engineering, Transportation & Mobility Division, Broward County Traffic Engineering Division, Public Works and Police and Fire Rescue (for emergency access) to conduct a **comprehensive traffic study** and assess whether converting select streets to one-way operation would improve circulation, safety, and on-street parking capacity.

Considerations

- » Consider alignment with the proposed street hierarchy framework to help evaluate one-way street conversions and applicability.
- » The analysis should evaluate impacts on traffic flow, emergency response times, business access, pedestrian safety, and neighborhood connectivity, as well as potential diversion effects on surrounding streets. See proposed one-way strategy on **Map 10 on page 45 and Image 22 on page 44.**

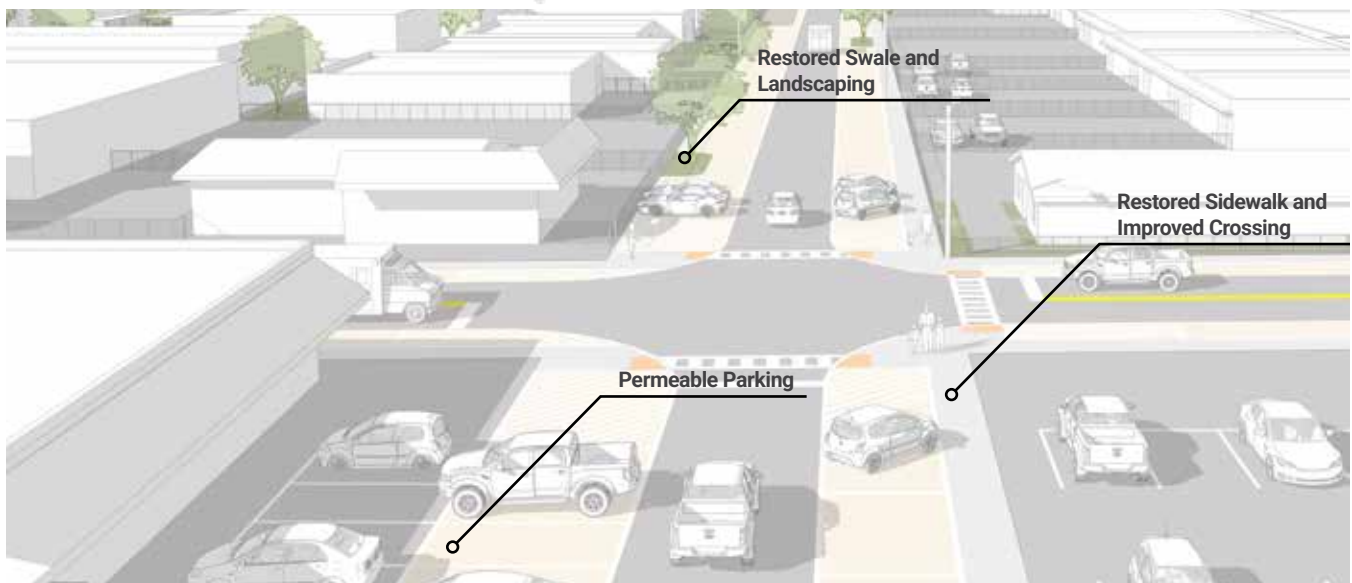
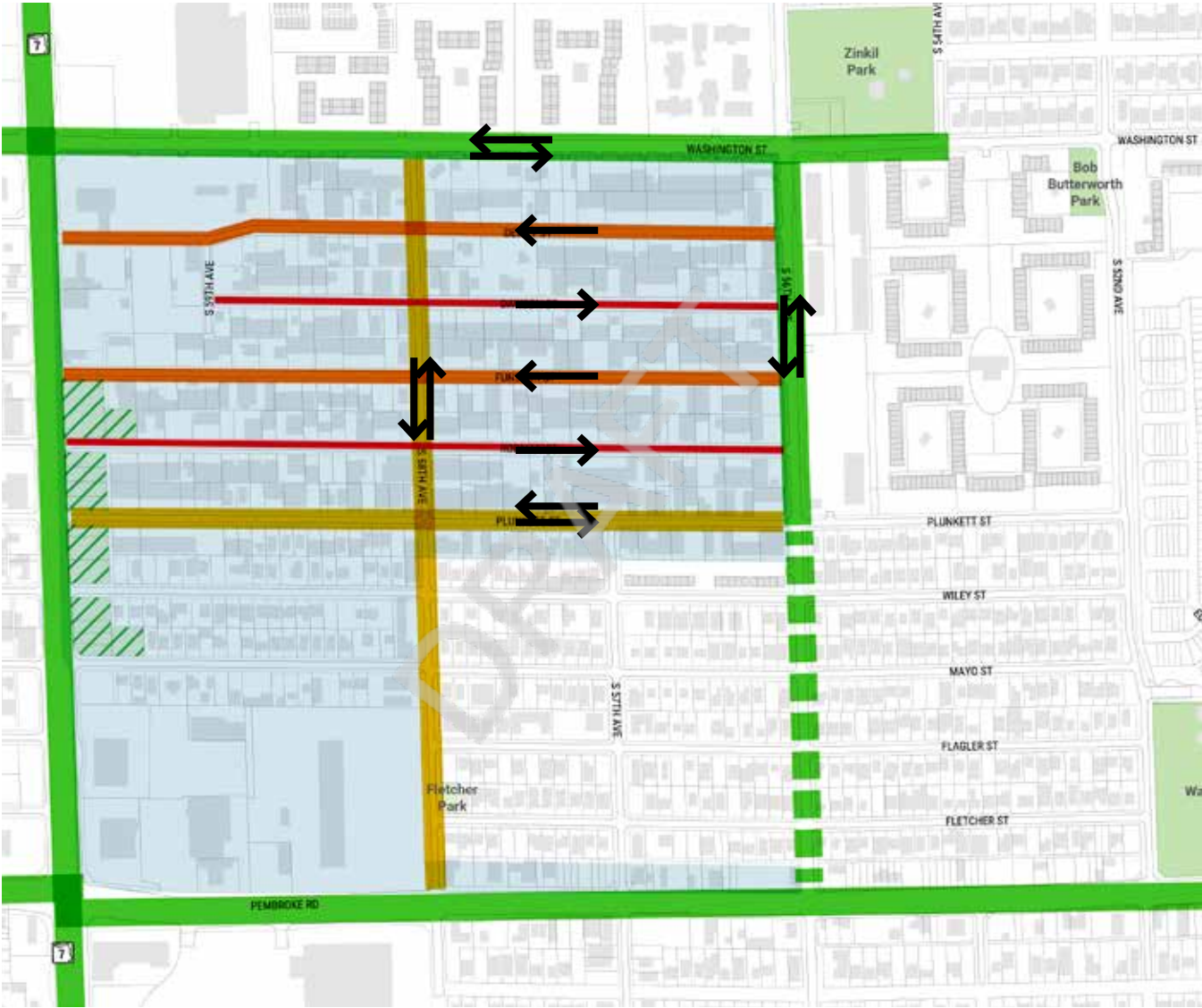


Image 22. Proposed B street one-way concept. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Map 10. Proposed One-way streets Map. (Source: Plusurbia)

LEGEND

- Parks
- A Street
- C Street
- Open Spaces
- B+ Street
- Suggested Street Direction
- Primary Focus Area
- B Street

2.16. Consider a Pilot Demonstration Project for Repaving On-Street Parking Areas with Permeable Materials to Improve Stormwater Management

Coordinate closely with the City’s Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to develop a Pilot Demonstration Project based on the **Citywide Comprehensive Stormwater Master Plan** and consider repaving on-street parking areas with permeable materials.

Considerations

- » Utilize permeable materials engineered to support heavy vehicular loads. Properly designed permeable pavement systems can improve stormwater management by allowing water to infiltrate rather than run off, reducing localized flooding and supporting long-term resiliency. Upgrading from compacted dirt surfaces to durable permeable materials also prevents soil hardening over time, maintaining infiltration capacity and reducing maintenance issues associated with rutting, dust, and surface degradation. (See **Image 23 on page 46**)
- » Ensure clear striping, signage, and transitions between permeable parking lanes and standard pavement.
- » Plan for routine vacuum sweeping and sediment control to maintain permeability and long-term performance.



Image 23. Permeable pavers for on street parking examples. (Source: Plant Landscape & Arch Network)

2.17. Consider Conducting a Green Infrastructure Feasibility Study for Phasing In Swale Restoration And Tree Planting

In parallel to repaving on-street parking areas coordinate closely with the City’s Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to conduct a **Green Infrastructure Feasibility Study** and develop a swale restoration and tree planting strategy.

Considerations

- » Address soil compaction common in industrial areas through soil amendment or decompaction to support infiltration and healthy tree growth.
- » Consider installation of bioswales with drought tolerant species. (See examples in **Image 24 on page 46**) (Consistent with the Citywide Comprehensive Stormwater Master Plan recommendations).
- » Incorporate tree protection measures such as root barriers and bollards, to prevent damage from heavy vehicles and equipment.
- » Coordinate restoration and planting with resurfacing, utility work, or redevelopment to minimize disruption and maximize long-term performance.



Image 24. Bioswale examples. (Source: Plant Landscape & Arch Network)

Hollywood CRA Improvement Projects



The Hollywood CRA's capital improvement program focuses on enhancing resiliency, infrastructure, and the public realm across the Beach and Downtown areas. Key projects include the Coastal Resiliency Phase IV initiatives, Complete Streets and utility undergrounding along A1A, the Hollywood Boulevard and Harrison Street Streetscape projects, and the Keating Park renovation, all aimed at improving drainage, walkability, and aesthetics. Additional efforts such as lighting, wayfinding, and corridor enhancements further support economic development, connectivity, and a more pedestrian-friendly environment.



STREET	FROM	TO	LONG-TERM IMPROVEMENT
Dewey St	SR 7/US 441	S 56 Street	2.15. Consider Conducting a Traffic Study to Determine Feasibility for Implementation of One-Way Streets
Dawson St	S 59 Avenue	S 56 Street	
Funston St	SR 7/US 441	S 56 Street	
Rodman St	SR 7/US 441	S 56 Street	2.16. Consider a Pilot Demonstration Project for Repaving On-Street Parking Areas with Permeable Materials to Improve Stormwater Management 2.17. Consider Conducting a Green Infrastructure Feasibility Study for Phasing In Swale Restoration And Tree Planting
Plunkett St	SR 7/US 441	S 56 Street	2.16. Consider a Pilot Demonstration Project for Repaving On-Street Parking Areas with Permeable Materials to Improve Stormwater Management
S 58 Ave	Pembroke Rd	Washington St	
Wiley St	SR 7/US 441	S 52 Ave	
Mayo St	SR 7/US 441	S 52 Ave	2.17. Consider Conducting a Green Infrastructure Feasibility Study for Phasing In Swale Restoration And Tree Planting
Flagler St	S 58 Ave	S 52 Ave	
Fletcher St	S 58 Ave	S 52 Ave	

Table 03. Suggested Long Term Improvements Table. (Source: Plusurbia)

Proposed ABC Streets Short-Mid And Long Term Improvements

B+ Street - Plunkett St

Short Term:

- » Install pavement markings to define travel lanes, turning radii, “no parking zones” at intersections, advanced stop bars and daylighted crosswalks.

Mid Term:

- » Clearly define and reinforce parking areas & flex zones.
- » Restore sidewalks.

Long Term:

- » Install pedestrian amenities to support increased foot traffic.
- » Pave parking areas with permeable materials.
- » Phase in swale restoration and tree planting.

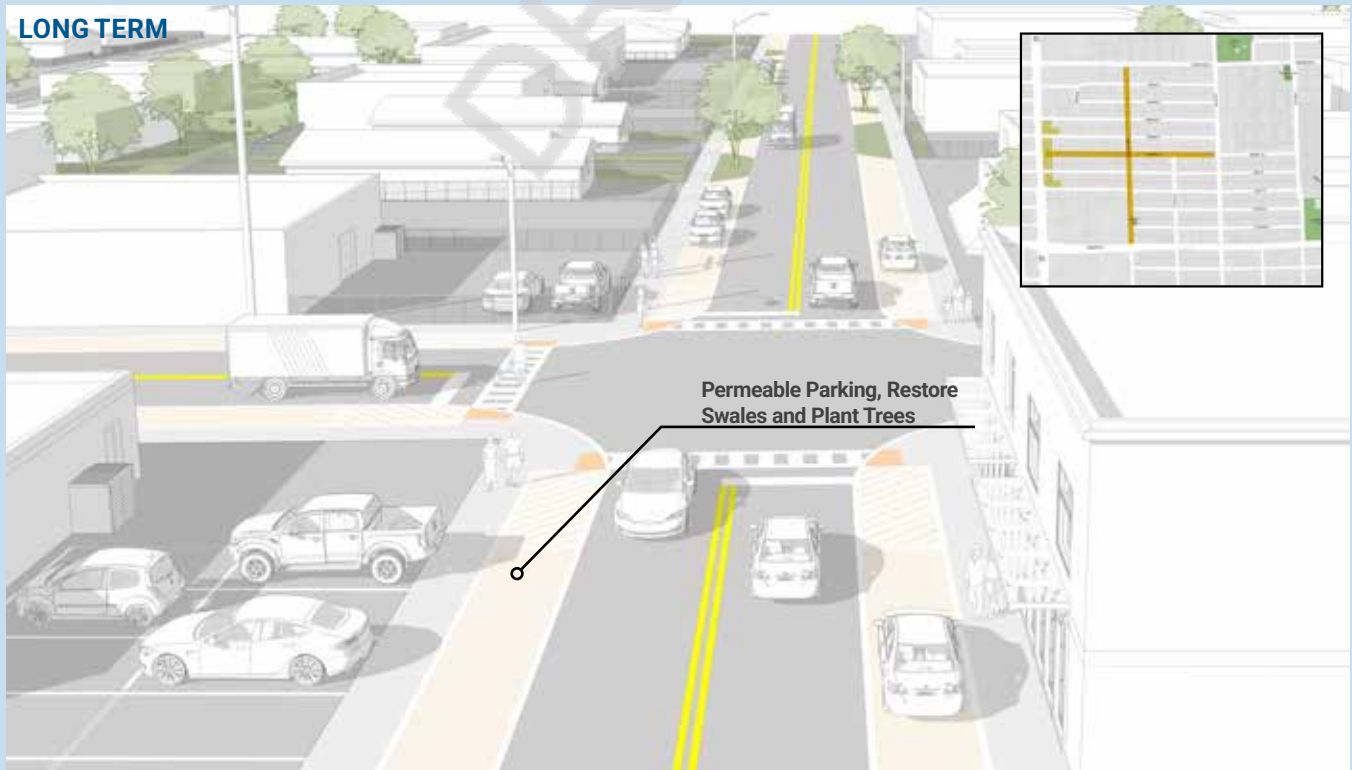
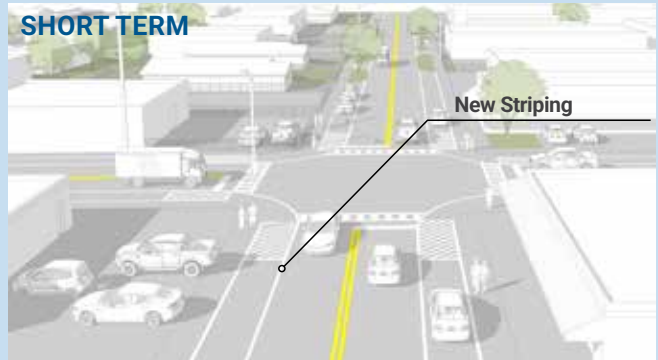


Image 25. B+ street sample short, mid and long term improvements.(Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

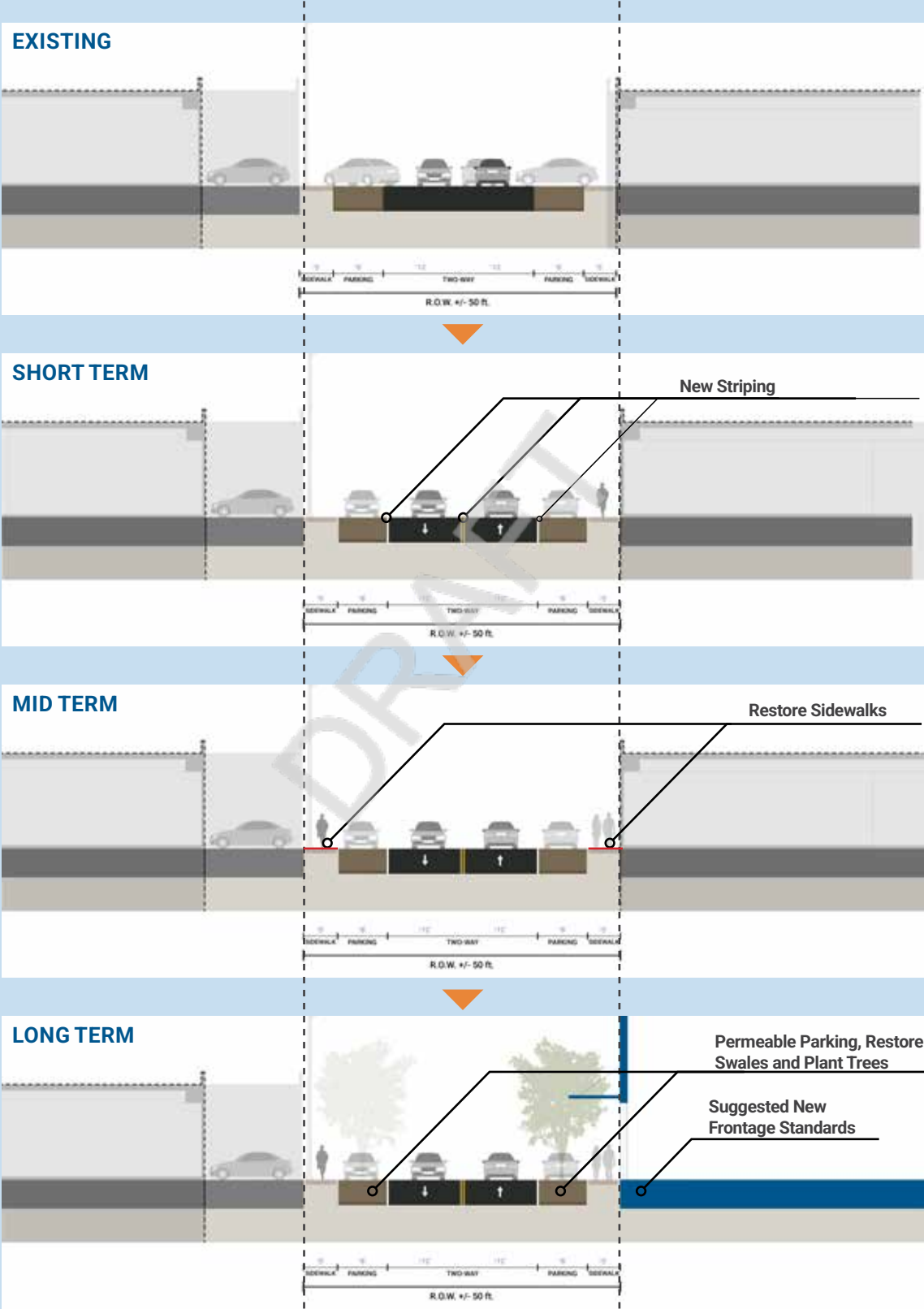


Image 26. B+ street sample short, mid and long term improvements. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

B Street - Dewey & Funston St

Short Term:

- » Install pavement markings to define travel lanes, turning radii, “no parking zones” at intersections, advanced stop bars and daylighted crosswalks.

Mid Term:

- » Clearly define and reinforce parking areas & flex zones.
- » Restore sidewalk on one side.

Long Term:

- » Install pedestrian amenities to support increased foot traffic.
- » Consider conducting a traffic study to determine feasibility for implementation one-way streets.
- » Phase in swale restoration and tree planting.
- » Pave parking areas with permeable materials.

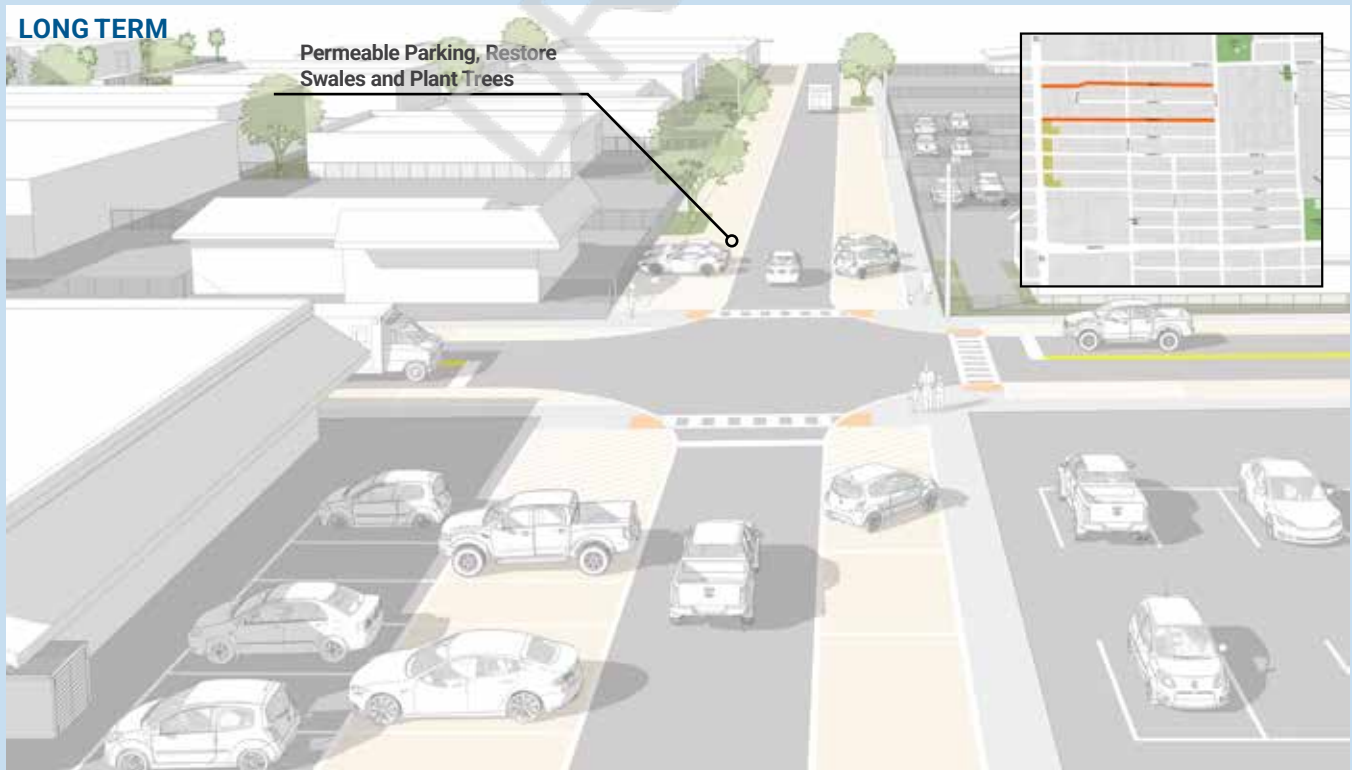
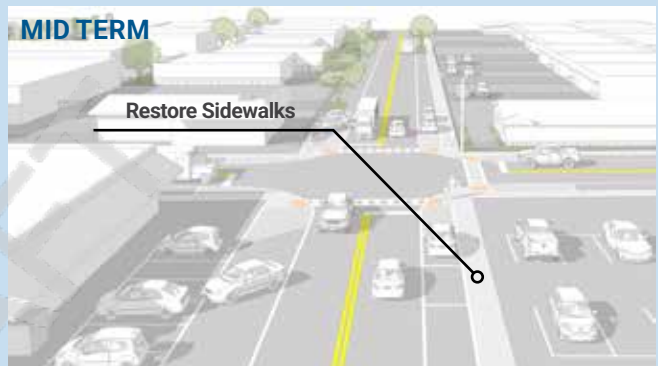
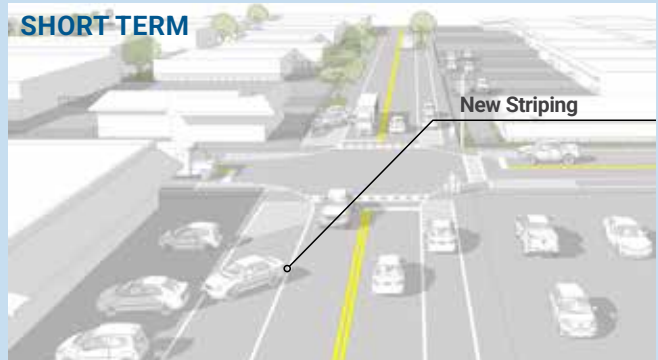


Image 27. B street sample short, mid and long term improvements.(Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

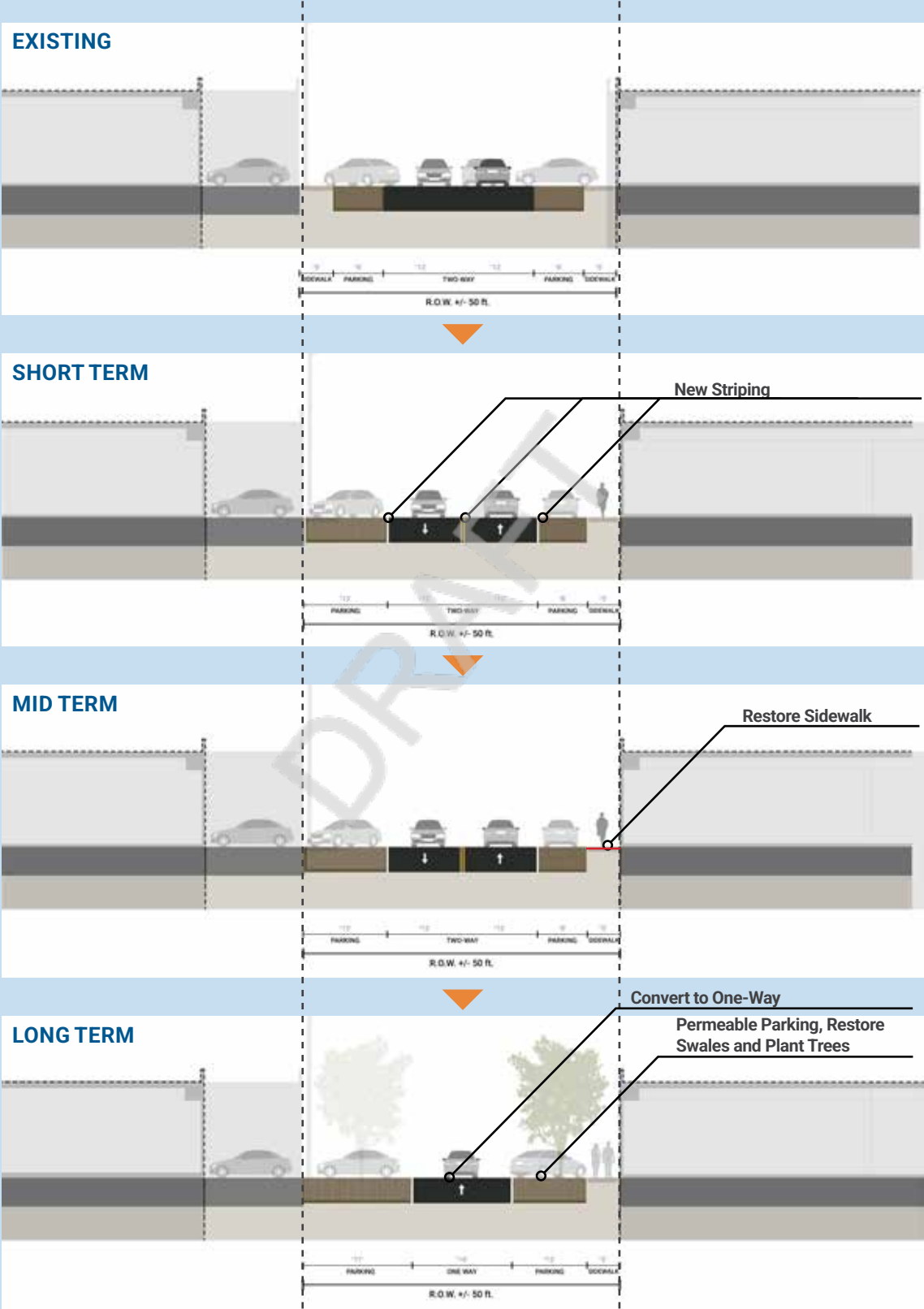


Image 28. B street sample short, mid and long term improvements. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

C Street - Dawson and Rodman St

Short Term:

- » Install pavement markings to define travel lanes, turning radii, “no parking zones” at intersections, advanced stop bars and daylighted crosswalks.

Mid Term:

- » Clearly define and reinforce parking areas & flex zones.

Long Term:

- » Install pedestrian amenities to support increased foot traffic
- » Consider conducting a traffic study to determine feasibility for implementation one-way streets
- » Phase in swale restoration and tree planting
- » Pave parking areas with permeable materials.

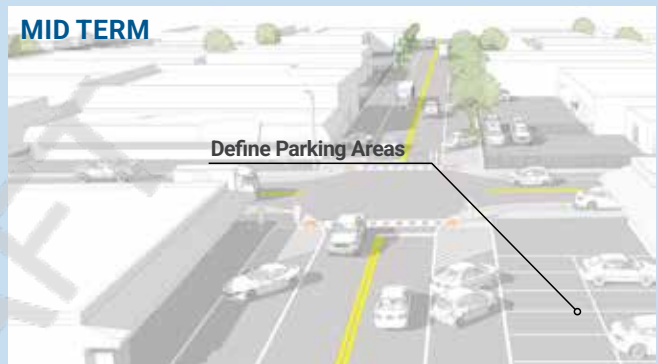
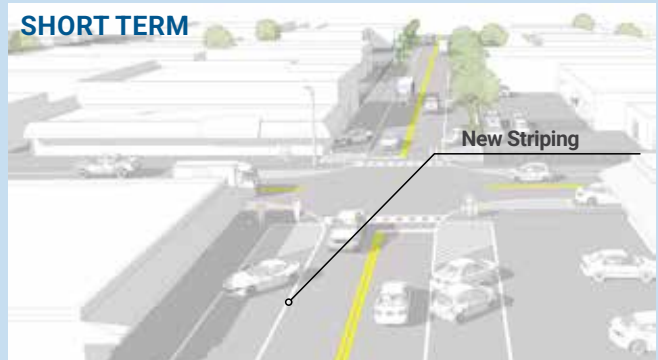


Image 29. C street sample short, mid and long term improvements.(Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

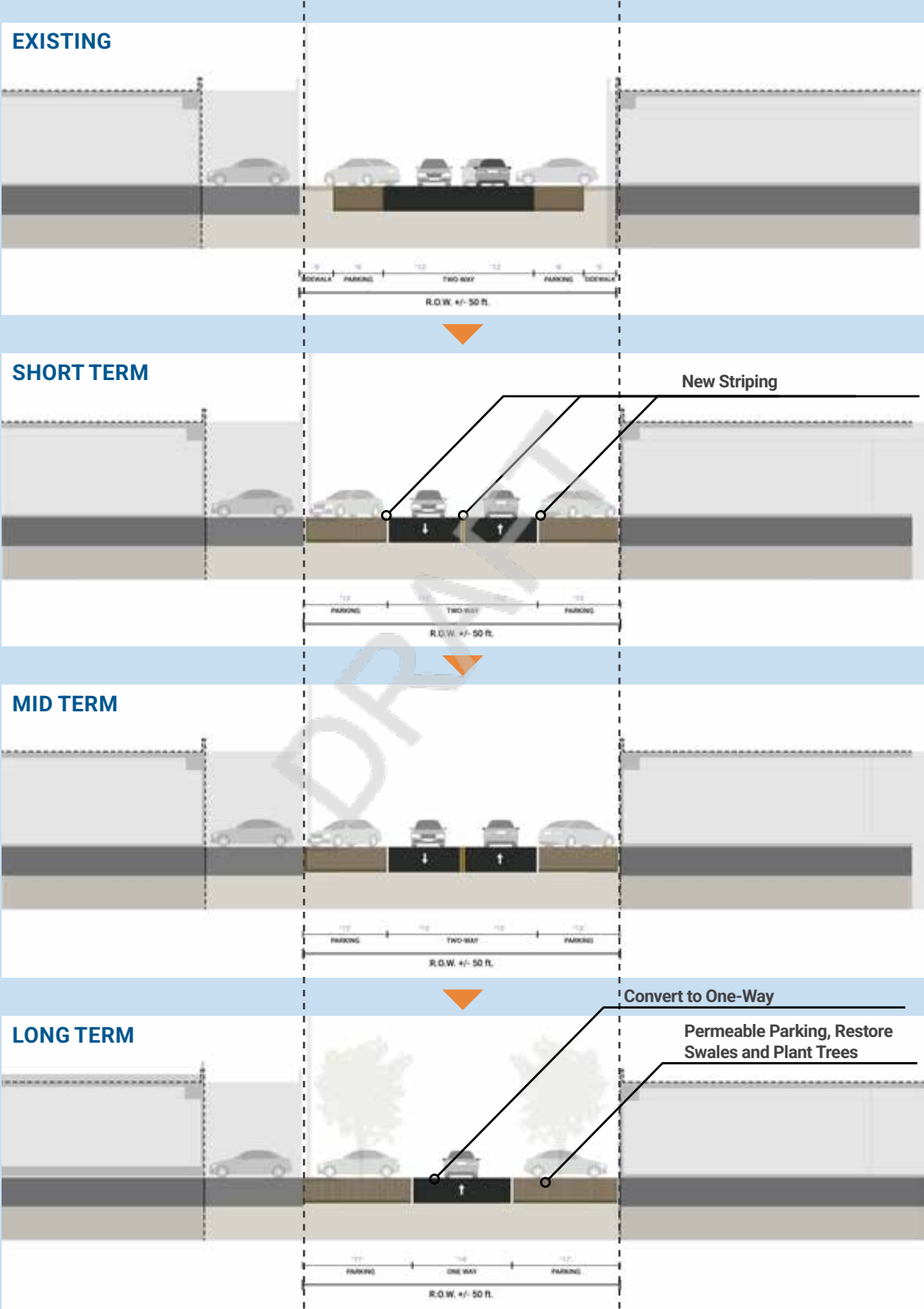


Image 30. C street sample short, mid and long term improvements. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

DRAFT

Page Intentionally Left Blank

03. Parking & Enforcement

Encouraging Parking Strategies That Improve Business Access And Traffic Circulation



DRAFT

Encouraging Parking Strategies that Improve Business Access and Traffic Circulation

This section presents a series of recommendations aimed at improving parking management and supporting business activity in Washington Park. The strategies focus on strengthening parking enforcement, enhancing the appearance and functionality of parking areas, and expanding parking availability through coordinated programs and partnerships. Together, these recommendations seek to improve curb management, support local businesses, and create a more organized and attractive environment for residents, workers, customers, and visitors.

Short Term

3.1. Consider Developing a Parking Enforcement Compliance Plan to Improve Code Enforcement and Curb Management

Coordinate closely with the City's Engineering, Transportation & Mobility Division, Broward County Traffic Engineering Division (BCTED), and Code Enforcement to develop a **parking enforcement compliance plan** and enhance the on-street parking and mobility experience, understand the local market and improve curb management.

Considerations

- » Conduct an assessment to identify areas and potential causes for non-compliance, looking into historical citation issuance and assess potential barriers to compliance (for example: confusing signage, unclear parking areas delineation, lack of on-site vehicle storage space, etc.)
- » Consider developing non-compliance mitigation strategies, by issuing warning citations and increasing awareness of rules and regulations associated with the parking system.
- » Consider developing education materials to help customers navigate the parking system and increase awareness and parking compliance in an easy-to-understand and friendly format ¹.
- » Establish routine monitoring protocols and procedures to ensure an equitable enforcement and compliance system.
- » Perform on-going monitoring and compliance management to evaluate the effectiveness of management interventions.

¹ Example of MyBuddyCharles campaign in Ohio <https://www.youtube.com/@mybuddycharles614>

3.2. Consider Coordinating On-Site Parking Improvements with the Facade Improvement Program to Enhance Streetscape Appearance

Consider aligning facade improvements with incentives for on-site parking reconfiguration or resurfacing to minimize disruption and maximize visual impact. See **“Consider Developing and Adopting a Facade Improvement Program (PIP) To Improve The Appearance of Building and Streets” on page 62.**

Considerations

- » Develop incentives through the proposed Facade Improvement Program for Washington Park.
- » Encouraging parking to the side or rear of buildings, with shared access and consolidated driveways to reduce curb cuts and frontage interruptions.
- » Using walls, landscaping, or green infrastructure to screen parking while reinforcing upgraded facades.

3.3. Consider Developing Temporary Gravel Lot Design Standards Specifically for The Washington Park Industrial Area

Coordinate closely with the Department of Development Services and Code Compliance Division to develop and adopt standards for temporary gravel lots specifically for the Primary Focus Area in Washington Park.

Considerations

- » Consider relaxing paving and curb requirements where permanent infrastructure is not warranted due to interim use.
- » Consider relaxing landscaping requirements, allowing reduced buffers, fencing, or temporary screening in lieu of permanent landscaping. Consider a perimeter buffer of 5 ft min on all sides, except when adjacent to residential increase buffer to 15 ft.
- » Where landscaping is provided, encourage drought-tolerant species for easy maintenance and avoiding having to install an irrigation system.
- » Encourage perimeter swales or bioswales to manage

water runoff.

- » Encourage for gravel to be properly graded, compacted and maintained to avoid rutting and dust.
- » Allow temporary lighting solutions that meet safety standards without requiring full permanent installation.
- » Require clear lot delineation (striping, wheel stops, or barriers) to ensure safe circulation even with relaxed design standards.
- » Consider limiting temporary parking lot approvals to one-year permits, renewable annually. Cap renewals at a maximum of five years.
- » Encourage transition plans for permanent development or upgraded design standards after the temporary period expires.



Image 31. Temporary gravel lot example.(Source: basecore)

Examples Of Curb And Right-Of-Way Parking Enforcement Programs In Florida

City of Hallandale Beach Remote Parking Enforcement (Behavior-Based Incentives)

- » Hallandale Beach has expanded its parking enforcement to include remote monitoring with license-plate recognition and ticket-by-mail systems, which increases consistency and predictability of enforcement and encourages voluntary compliance over time. As drivers learn that rules are consistently enforced, illegal parking and long-term misuse decline, essentially incentivizing lawful behavior without heavy policing presence. This system has been phased in to cover more curbside areas and helps curb illegal right-of-way parking, including in commercial zones where enforcement had been challenging.
- » The enforcement system itself encourages compliance because predictable consequences reduce temptation to park illegally or store vehicles long-term, violations decline as drivers adjust to consistent enforcement.

City of Tampa Parking Master Plan & Enforcement Framework

- » The City of Tampa Parking Master Plan establishes a data-driven management strategy for all curb and parking spaces, integrating enforcement, technology, and parking turnover priorities as part of a broader mobility and economic strategy.
- » This plan helps support enforcement and curb management in busy commercial and freight-serving areas, including areas with industrial land uses, by using clear parking rules and data to manage demand and compliance over time. It also provides a framework for future curb pricing, monitoring, and enforcement that can act as an incentive for lawful parking behavior.

Mid Term

3.4. Consider Developing and Adopting a Shared Parking Program Specifically For Washington Park Businesses

Coordinate closely with the Department of Development Services and Parking Department to develop and adopt a shared parking program tailored to Washington Park businesses to reduce long-term vehicle storage in the public right-of-way and improve overall cleanliness and organization of the area.

Considerations

- » Conduct a preliminary assessment to identify key parking demand generators and potential off-site lots (vacant parcels, underused lots, surplus industrial land) available for shared use.
- » Define a program boundary (Primary Focus Area).
- » Consider updating the code (if needed) to match the program and allow off-site parking anywhere within the Primary Focus Area (removing the distance cap) and clarifying how shared spaces may count toward requirements.
- » Require documented shared parking agreements between the parking provider and the business using the spaces. Agreements are encouraged to be recorded or filed with the City to support enforcement and reduce disputes.
- » Encourage temporary approvals for pilot lots to test demand and refine program criteria before long-term implementation. Utilize the proposed temporary parking lot standards to facilitate approvals. **(See “Consider Developing Temporary Gravel Lot Design Standards Specifically for The Washington Park Industrial Area” on page 57)**

Examples Of Parking Garages Built Through Public-Private Partnerships (P3) In Florida

Seventh & Collins Parking Garage, Miami Beach FL

- » Built in 1995, through a Public-Private Partnership (P3) between the City of Miami Beach and a private developer.
- » 646-space garage with ground-floor retail.
- » Integrates parking with active ground-floor uses (retail/restaurant) to support street life.
- » Uses high-quality architectural design to enhance district identity, not just utility.
- » Leverages parking as a catalyst for corridor revitalization.
- » Design to fit historic context.
- » Maximized revenue through mixed-use components, not parking alone.
- » Prioritized pedestrian experience with safe, attractive edges and access points.
- » Treated the garage as a long-term civic asset, not just infrastructure.



Image 32. Seventh & Collins parking garage.(Source: gateway travel)



Image 33. Seventh & Collins parking garage.(Source :Arquitectonica)

St. Armands Parking Garage, Sarasota FL

- » Built in 2019, through a Public-Private Partnership (P3) between the city and St. Armands commercial property owners.
- » 480 spaces serving a high-demand retail/tourism area.
- » Replaced surface parking to use land more efficiently.
- » Context-sensitive design that fits the district character.
- » Supports local businesses and seasonal demand.
- » Phased construction to minimize disruption.
- » Pedestrian-friendly with improved access and safety.
- » Clear wayfinding and efficient circulation.



Image 34. St Armands parking garage.(Source: City of Sarasota)



Image 35. St Armands parking garage.(Source: youobserver.com)

Long Term

3.5. Consider Evaluating Needs and Opportunities for a Parking Structure Through Public–Private Partnerships (P3s)

After testing the proposed off-site shared parking program, and if parking demand for local businesses increases, consider coordinating with the Departments of Communications, Marketing and Economic Development, and Parking Department to conduct a **parking needs and opportunities study**. This study should evaluate the demand for shared, off-site structured parking to accommodate overflow from local businesses (similar to car rental garage models). If the study confirms sufficient demand, consider pursuing a public-private partnership to develop a parking structure.

Considerations

- » Engage with private-sector community partners interested in a mutually beneficial P3.
- » Define clear public goals for the garage (reduce ROW vehicle storage, support industrial operations, improve curb access).
- » Consider utilizing an off-street investment scorecard or a preliminary pro forma to determine the financial feasibility and aid in the investment decision-making process.
- » If private partners exist, define clear agreement terms considering long-term ownership, management, operations, maintenance responsibilities, and debt service.
- » Set pricing and access standards to ensure affordability for Washington Park businesses (monthly permits, fleet parking options).
- » Include revenue-sharing or cost-recovery terms to sustain operations and reinvest in district improvements.
- » Encourage “convertible” parking design standards, that supports future reuse in case the demand for parking changes in the future. **(See “Consider Developing And Adopting Parking Garage Standards Considering Future Conversions” on page 96).**

04. Land Use & Urban Design

Guiding Future Growth



DRAFT

Guiding Future Growth

This chapter outlines a practical targeted investment strategy for Washington Park rooted in its authentic role as a Service and Trades District. The goal is upgrading the existing environment, strengthening its entrepreneurial base, and repositioning its identity to support long-term vitality.

The strategy emphasizes targeted physical and aesthetic improvements, such as facade upgrades, improved use compatibility, enhanced livability, and greater functionality, while protecting nearby residential areas and preserving the district's warehouse and industrial character as a vital economic asset.

Short Term

4.1. Consider Developing and Adopting a Facade Improvement Program (PIP) To Improve The Appearance of Building and Streets

Coordinate closely with the Department of Communications, Marketing, and Economic Development and the Department of Development Services to **develop and implement a Facade Improvement Program** for the Washington Park Industrial Area. The program's goal is to provide financial assistance for small, quick improvements that enhance building exteriors and improve the overall appearance of the district.

Considerations

- » Look to existing successful programs in the City as models, and refine and enhance their approaches based on lessons learned. **(See “Examples of Property Improvement Programs (PIP), City of Hollywood, FL” on page 63)**
- » Clearly define the Primary Focus Area as the program's target area, prioritizing improvements that are visible from public streets, and along the SR 7/US 441 corridor. (Suggested boundary found on **Map 11 on page 63**)
- » Clearly define eligibility criteria and terms for participation. Range of work generally includes anything related to improvement of the building exterior or visible from the street. These can include masonry repairs, facade painting, awnings and canopies, signage and exterior lighting, and window and door repair or replacement, on-site parking improvements, **(See “3.2. Consider Coordinating On-Site Parking Improvements with the Facade Improvement Program to Enhance Streetscape Appearance” on page 57)** and gateway features **(“4.2. Consider Identifying Important Gateway And Entry Points To The District And Prioritize Them for Placemaking Improvements” on page 74).**
- » Consider including eligibility for gateway features in proposed designated gateway locations. **(Refer to Map 12 on page 75)**
- » Reduce design costs by offering ready-to-use facade

Examples of Property Improvement Programs (PIP), City of Hollywood, FL

City of Hollywood, FL Commercial Property Improvement Program (CPIP)

A City wide economic development program designed to enhance commercial corridors and stimulate economic activity by supporting improvements to privately owned commercial and mixed-use properties along key corridors. It provides matching grants covering approximately 40–50% of eligible costs, with a focus on visible, streetscape-oriented upgrades such as façades, signage, lighting, and landscaping. The program is competitive, requiring design review and offering reimbursement after project completion, and is structured to leverage public funding, private investment, and design oversight to drive corridor revitalization.

City of Hollywood CRA Property Improvement Program (PIP)

The City of Hollywood, Florida CRA Property Improvement Program (PIP) is a matching grant program that provides financial assistance to property owners within designated CRA areas (Downtown and Beach) to support building and site improvements. Typically reimbursing up to 50% of eligible costs, the program focuses on exterior upgrades such as façades, landscaping, lighting, and signage. Its primary goal is to encourage reinvestment, enhance visual quality, and support economic revitalization, with funds provided after project completion and inspection.

concepts, color palettes, and materials appropriate for the districts identity and character. Refer to **“Proposed Washington Park PIP Design Guidelines” on page 64**, which suggests design criteria that recognizes the area’s unique historic role in the auto service industries.

- » Consider incentives for facade improvements when properties undergo expansion, major renovation, or change of use.
- » Define a formal design review and approval procedure.
- » Consider developing pilot or showcase projects in visible locations to demonstrate value and feasibility.
- » Consider establishing an annual recognition program for participating industrial properties.



Image 36. Facade Improvement Program Inspiration. (Source: M. Appollonio)



Map 11. Proposed Facade Improvement Program Target Area. (Source: Plusurbia)



Image 37. Facade Improvement Program Inspiration. (Source: M. Appollonio)

Proposed Washington Park PIP Design Guidelines (Short Term Improvements)

PIP Goals & Guidelines

- » Enhance the visual streetscape appearance of buildings in the Primary Study Area.
- » Encourage private investment and property maintenance.
- » Support local businesses by creating more attractive streetscapes.
- » Strengthen neighborhood identity and economic vitality.
- » Improve the pedestrian experience and overall streetscape quality.

The following proposed guidelines provide design criteria for improvements to key facade elements, such as paint, signage, materials, lighting, and architectural details, while also offering practical suggestions for improvements that contribute to a cohesive and attractive streetscape. Together, these standards can help ensure that facade upgrades support the program's goals of revitalizing the industrial areas, strengthening neighborhood identity, and creating a more welcoming environment for businesses and visitors.

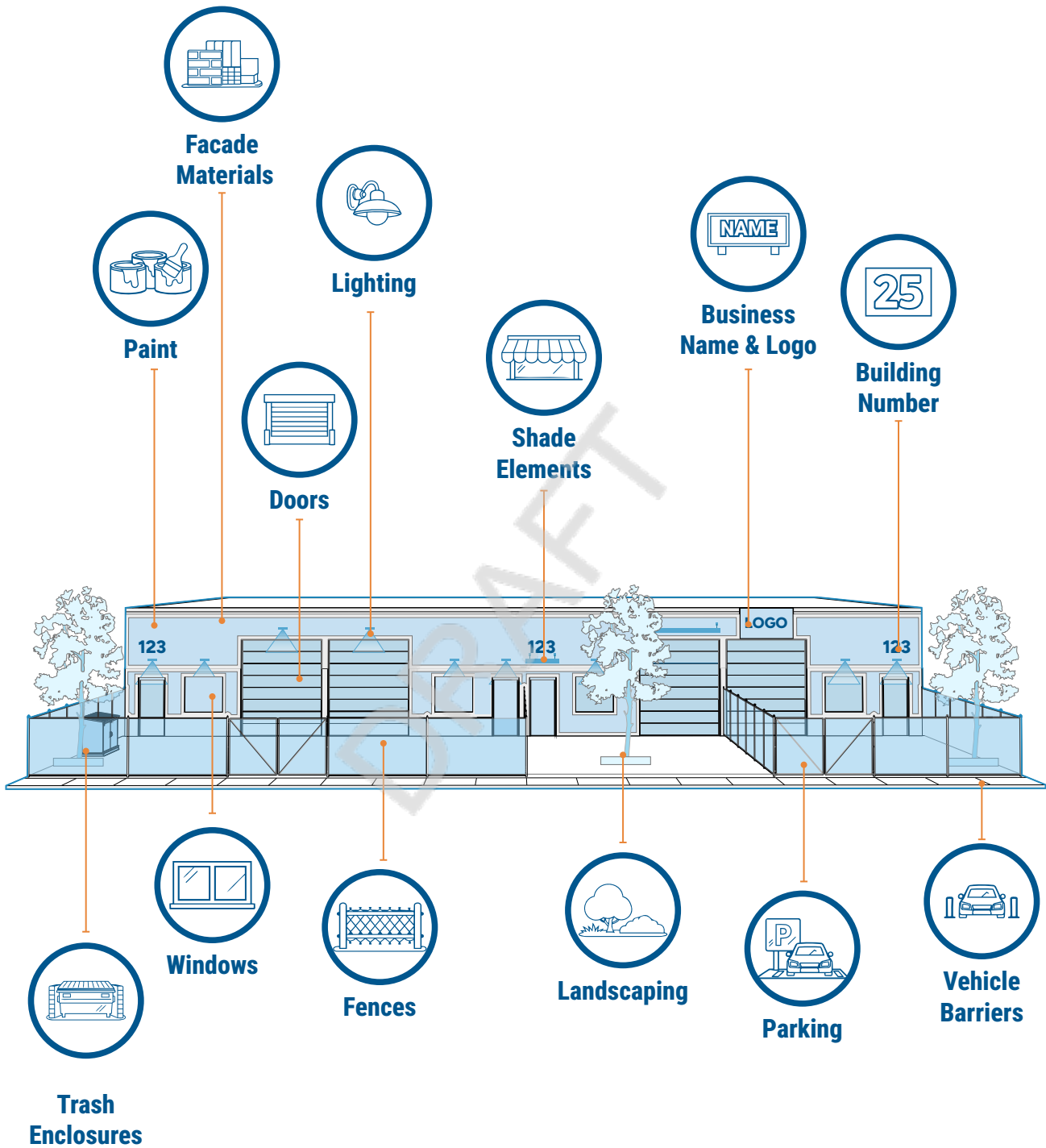


Image 38. Facade Improvement Program Suggested Elements. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, and commission approval will be required prior to implementation.

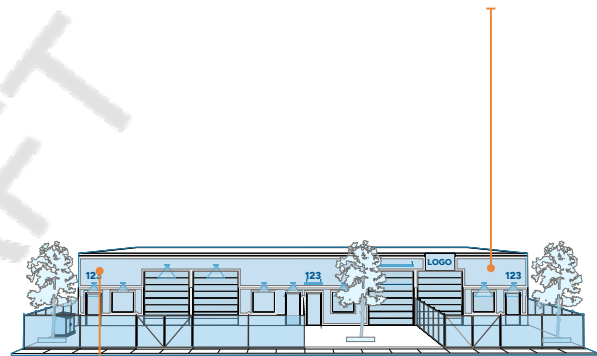
Design Guidelines



Paint

Goal: Create cohesion, clean up buildings, reduce heat absorption, and visually organize the district without altering land use or ownership.

- » For the main building color use light, heat-reflective neutral base colors such as white (and variants), cool and warm grays, sand tones, charcoal, navy, or muted dark tones.
- » Accent colors may be used selectively on building bases, doors, trim, or sign bands. Limit accent colors to approximately 10–25% of facade area to maintain visual clarity.
- » Matte or satin finishes are encouraged for durability and glare reduction.
- » Limit fluorescent, neon, or high-gloss finishes on large surfaces due to visibility and reflection impacts.



Facade Materials

Goal: Reduce long-term maintenance costs and reinforce Washington Park's authentic warehouse and service-oriented identity.

- » Preferred materials: painted CMU, tilt-up concrete, brick, metal panels.
- » Corrugated or ribbed metal panels may be used as accent material to define scale, building base, or entry areas.
- » Encourage replacing temporary or deteriorated materials with permanent industrial finishes.
- » Encourage graffiti-resistant coatings on street-facing walls.





Business Name & Logo Display

Goal: *Improve legibility, navigation, and business visibility without adding visual clutter.*

- » Prioritize painted wall signage (preferred), wall-mounted panels or low monument signs scaled to industrial buildings.
- » Painted, low-cost logos and names applied directly to building walls are encouraged as practical, cohesive solutions.
- » Use high-contrast lettering and, preferably, simple sans-serif fonts for clear readability.
- » Encourage external or halo lighting for nighttime visibility; discourage internally illuminated cabinet signs.
- » Organize signage within defined sign bands to establish visual hierarchy and cleanliness. Coordinate placement with lighting and canopy elements.
- » Discourage flashing, scrolling, animated, or digital message signs.



Address / Building Numbers

Goal: *Ensure clearly visible address numbers and support consistent identity and navigation.*

- » Install or paint large-format numerals (min. 8–12 inches) visible from street.
- » Use high-contrast colors relative to facade background.
- » Encourage the use of simple, legible sans-serif fonts and promote consistent font styles across buildings to create a cohesive and recognizable district identity.
- » Place numbers near primary entry or high corner locations.
- » Encourage external lighting, reflective materials or reflective paint near roadways for nighttime visibility.





Doors (Garage & Industrial Doors)

Goal: *Maintain essential industrial functionality while improving durability, safety, and overall building presentation. Recognize roll-up doors as defining district features.*

- » Retain functional roll-up doors where operationally required.
- » Repaint or replace deteriorated doors with durable metal systems.
- » Encourage the application of accent colors on doors consistent with the district palette.
- » Discourage the use of decorative residential-style doors.



Windows

Goal: *Improve visibility, safety, and building legibility, particularly for office or customer-facing components of industrial buildings.*

- » Repaint frames or replace deteriorated windows with durable materials.
- » Encourage the application of accent colors on window frames consistent with the district palette.
- » Encourage the use of clear or lightly tinted glass. Discourage the use of mirrored or opaque glazing.
- » Encourage security film or interior security screens rather than exterior bars.

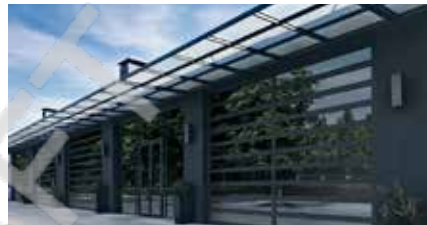




Shade Elements (Window & Door Coverings)

Goal: Provide durable shade, weather protection, and entry definition while reinforcing industrial character

- » Encourage fixed metal canopies or durable fabric awnings.
- » Coordinate canopy finishes and colors with facade palette.
- » Consider necessary operational clearances for trucks and service equipment.
- » Discourage temporary canvas materials or wood coverings.



Lighting

Goal: Improve safety, visibility, and cohesive industrial environment.

- » Encourage full cutoff LED fixtures to reduce glare and spillover.
- » Encourage warm-neutral color temperatures (3000–4000K).
- » Encourage the installation of wall light fixtures at entry points, and parking access areas.
- » Encourage fully shield downward fixtures near residential edges.
- » Coordinate lighting with signage and canopy placement.





Landscaping

Goal: *Soften industrial edges/frontages, and manage stormwater runoff*

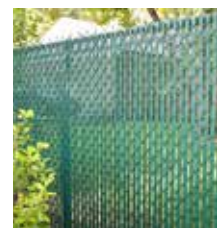
- » Encourage low-maintenance, drought- and flood-tolerant species.
- » Favor upright canopy trees with minimal debris (leaf/fruit drop).
- » Preserve sightlines to signage and loading areas.
- » Integrate landscaping with fencing or screening.
- » Encourage bioswales and green edges where feasible.



Fences

Goal: *Balance security with transparency and contribute to an orderly, cohesive streetscape.*

- » Encourage durable metal fencing.
- » Use neutral colors (white, black, dark gray, charcoal).
- » Where feasible, consider alternatives to exposed galvanized chain-link along primary streets.
- » Where chain-link is used, use treatments such as privacy slats, or decorative panels, to create a cleaner and more cohesive appearance.
- » Encourage landscaping or screening, including Florida-friendly (drought tolerant) hedges, shrubs, or climbing plants, to soften the fence line and reduce visibility from streets and nearby properties.

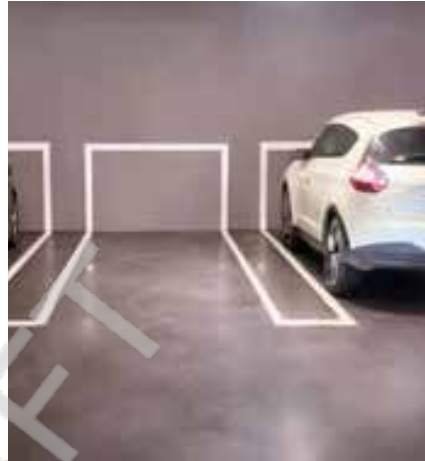




Parking Areas

Goal: *Improving visual organization from the street while supporting industrial circulation needs.*

- » Clearly delineate circulation, parking, and loading zones, with surface painting or markings.
- » Encourage permeable paving where feasible to define areas and support stormwater management.
- » Screen visible parking areas with landscaping or fencing where possible.
- » Encourage side or rear parking when feasible.
- » Utilize paint to delineate parking spaces



Trash Enclosures

Goal: *Improve cleanliness, visual order, and operational efficiency*

- » Screen enclosures from street view.
- » Use durable metal or masonry materials consistent with building finishes.
- » Opaque or movable enclosures may be used where accessibility is maintained.
- » Locate away from primary entrances and pedestrian paths.
- » Encourage creative solutions such as movable panels, L-shaped enclosures, or wheeled screens where space is limited.





Vehicle Barriers

Goal: *Consistent barriers to prevent unauthorized parking on swales and driveways*

- » Encourage low concrete wheel stops, heavy stones, semi-permanent or planters to protect swales or landscaped strips.
- » Encourage temporary or semi-permanent bollards, short concrete posts, or removable metal barriers to define restricted zones.
- » Use flexible delineator poles to clarify no-parking areas while allowing future adjustments.
- » Utilize painted curb markings or boxed pavement markings to reinforce parking limits.
- » Coordinate bollard or barrier colors with district palette (neutral or accent tones).
- » Group elements in consistent spacing patterns to create visual order rather than scattered placements.
- » Encourage installing samples or mock-ups prior to final installation to ensure quality and desired outcomes.



DRAFT

DRAFT

City of Hollywood Art in Public Places Program



The Art in Public Places Program is a commitment to enhancing the aesthetic appeal of our community through the creation of public artwork. This initiative aims to allow residents and visitors to enjoy and appreciate art in various forms throughout the city.

4.2. Consider Identifying Important Gateway And Entry Points To The District And Prioritize Them for Placemaking Improvements

Coordinate with the Development Services Department to identify key entry points, such as major intersections, and corridor thresholds, and prioritizing them for placemaking and future improvements. (See Map 12 on page 75). Consider encouraging gateway features through design guidelines, incentives (such as façade or property improvement grants), and partnerships with local businesses and community groups aligned with the identity of the district as the “Service and Trades District”.

Considerations

- » In the short term, consider offering incentives to property owners at key entry points to install gateway signage or painted features, using flexible standards and benefits, such as expedited permitting or eligibility for the Facade Improvement Program (PIP), in exchange for high-quality treatments.
- » Encourage long-term maintenance agreements to ensure gateway elements remain functional and attractive.
- » Consider leveraging the City’s Art in Public Places Program as a potential funding source to enhance and elevate the project’s entrance features with integrated public art elements.
- » Special attention should be given to the northeast corner of the intersection of Pembroke Road and SR 7/US 441, as this location serves not only as a primary gateway into the district, but also as a significant gateway into the City of Hollywood.
- » Identified gateway locations should be prioritized for future redevelopment and public realm improvements, with targeted incentives introduced to encourage high-quality architectural features, enhanced building form, and distinctive volumetric elements that strengthen the visual identity and character of these important entry points.



Image 39. Gateway Feature Example. (Source: Gensler)



Map 12. Suggested Gateway Hierarchy Map. (Source: Plusurbia)

LEGEND

- Parks
- Open Spaces
- Suggested Gateway Features
- A Street
- B+ Street
- B Street
- C Street

4.3. Consider Resolving Recurring Code Violations by Maintaining An Active Database, Tracking Recurring Code Issues And Developing A Menu Of “Fast Approvals”

Coordination is encouraged across Planning, Code Compliance, Public Works, and Fire Divisions to identify common issues and develop a shared database to track recurring code violations by parcel and prioritize key hotspots.

Considerations

- » Focus on businesses that align with the corridor’s identity: (high end) auto services, construction trades, specialty manufacturing, and value-oriented retail.
- » Track recurring code issues by parcel, then identify hotspots and target assistance.
- » Create a pre-approved menu of common fixes (dumpster enclosures, parking, screening, lighting, striping, minor site circulation changes).
- » Offer administrative approvals for eligible improvements to reduce time, cost, and uncertainty.
- » Bundle multiple small fixes into one permit pathway to reduce repeat permitting cycles.

4.4. Consider Developing And Adopting Policies For Enhanced Buffers and Transitions to Residential Neighborhoods

Coordinate with the Department of Development Services to **draft and adopt enhanced buffers and transition requirements** and encourage improved compatibility with adjacent single-family residential areas.

Considerations

- » Consider incentives such as expedited permitting, or waiving selected fees, to encourage massing transitions, higher quality materials and step backs for **IM-2 and C-4 properties that abut and front RS-6 zones. (See Map 13 on page 77).**
- » Encourage the use of higher-quality materials, facade articulation and fenestration on sides facing RS-6 zoned properties, while discouraging blank walls.

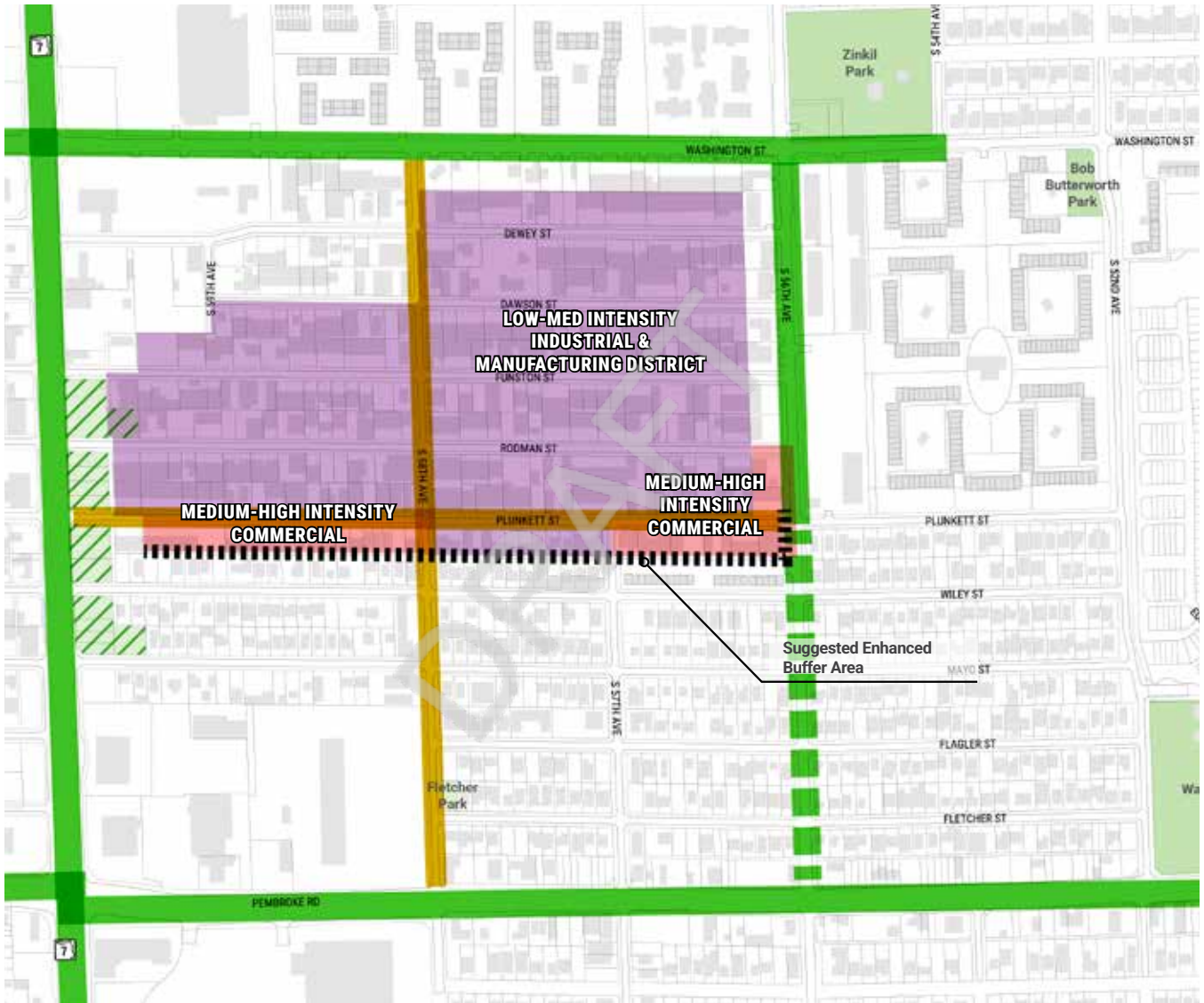
- » Limit service/loading areas and trash enclosures adjacent to residential uses, and require additional screening and setbacks if unavoidable.
- » Enhance Industrial and Manufacturing District’s section 4.4.E and require a 5 ft landscape buffer within the setback area with one tree for every 20 linear ft. of required buffer areas. (Same as C-4 requirement).

4.5. Continue Pursuing Redevelopment Opportunities Along The SR 7 Corridor To Encourage Reinvestment, Modernize Aging Properties, And Support Long-Term Economic Growth And Community Revitalization

Coordinate with the Departments of Development Services and Economic Development to continue identifying and advancing redevelopment opportunities along the SR 7 corridor, with a focus on underutilized commercial and industrial properties, mixed-use development, and infrastructure improvements that attract private investment, support business growth, and enhance neighborhood vitality. (Reference the Opportunity Zone Designation Request submitted in 2026)

Considerations

- » Identify underutilized and fragmented parcels that may require assemblage to facilitate redevelopment projects.
- » Take into account parking shortages, truck circulation, pedestrian connectivity, and transit access along the SR 7 corridor to improve business operations and redevelopment potential.
- » Encourage workforce and mixed-income housing integrated with commercial and community-serving uses to support long-term neighborhood revitalization and housing availability for the local workforce.
- » Balance redevelopment efforts with the preservation and modernization of existing industrial and employment-generating uses within Washington Industrial Park.



Map 13. Suggested Residential Enhanced Buffer Area Map. (Source: Plusurbia).

LEGEND

- Parks
- Open Spaces
- C-4 Medium-High Intensity Commercial District
- IM-2 Low-Med Intensity Industrial & Manufacturing District
- Suggested Enhanced Buffer Area
- A Street
- B+ Street

4.6. Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/US 441 to the Industrial Core

See “5.11. Consider Re-purposing Underperforming Parcels for Business Incubation” on page 108.

Consider coordinating across Divisions (Planning and Urban Design, Building, and Code Enforcement) to develop and adopt policies to encourage **office-flex typologies** as a compatible transition between the corridor mixed use and the industrial core.

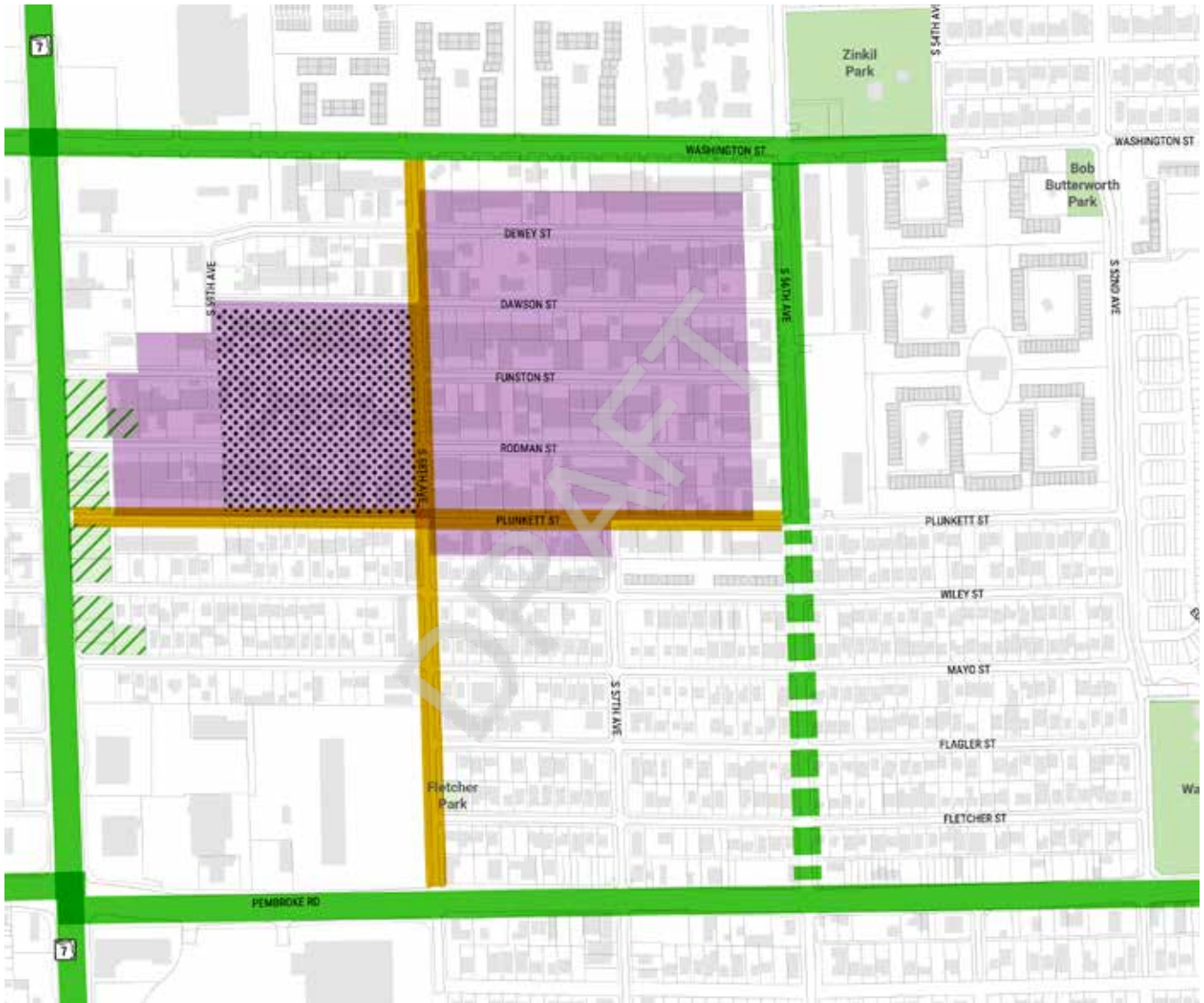
See Map 14 on page 79

Considerations

- » In the short-term, identify under-performing properties or vacant parcels and draft and adopt policies for temporary or phased entrepreneur-focused reuse. Activating these sites with flexible, low-cost uses can generate economic activity, and position the areas a business incubator hub that supports small businesses and local talent.
- » Consider updated policies for office-flex typologies that allow flexible employment space that can accommodate a mix of office, light industrial, creative production, research, technology, maker-space, showroom, warehouse, or small-scale manufacturing uses within the same building. These spaces are typically designed to adapt over time to changing business needs and often include higher ceilings (Minimum 20 feet), loading access, open floor plans, and flexible tenant layouts.
- » Consider shared-use business models (multi-tenant bays, co-warehousing, shared equipment, shared storefront/service counters) to reduce costs.
- » Encourage shared parking arrangements to reduce development costs.
- » Creating a streamlined approval pathway for adaptive reuse projects (administrative review or reduced discretionary steps).



Image 40. Office-flex Workspace Example. (Source: Kyle Hoff)



Map 14. Suggested Flex Zone Overlay Map. (Source: Plusurbia).

LEGEND

- Parks
- Open Spaces
- IM-2 Low-Med Intensity Industrial & Manufacturing District
- Suggested Flex Zone Overlay
- A Street
- B+ Street

Mid Term

4.7. Consider Developing And Adopting Policies To Encourage Higher-Intensity Development Along Corridors and Gradual Transitions to Residential Neighborhoods

Coordinate with the Department of Development Services to draft and adopt policies to encourage gradual transitions to residential areas without taking away or limiting existing development rights. Consider a **Transfer of Development Rights (TDR) Program** specifically for **S-MU properties** in the Washington Park Primary Focus Area with the goal of encouraging more intense and dense development closer to SR7/US 441 and away from residential areas.

Considerations

- » Clearly define sending and receiving areas. (See Map 13 on page 77). The framework should support a gradual transition in height and intensity, from denser development near SR 7/US 441 to lower-scale buildings adjacent to single-family residential neighborhoods. (See Image 41 on page 80).
- » When introducing a Transfer of Development Rights (TDR) program, it's important to ensure sending sites retain value and remain viable. The goal is to preserve value in sending areas while directing growth to appropriate locations without leaving other properties underutilized or undevelopable. Key considerations include:
 - » Maintaining baseline development rights, allowing partial transfers, and establishing a clear valuation framework.
 - » Provide flexible use options and incentives for sending sites, while ensuring receiving areas have sufficient demand and capacity.
 - » The program should be phased, geographically balanced, and supported by clear administrative processes and compatibility standards.

Existing development rights for South Mixed-Use (S-MU) District, allows a density of up to **50 dwelling units per acre for vertical mixed-use buildings, 17 stories**, and a reduced height limit of 45 feet for sites located within 100 feet of residential zoning districts.

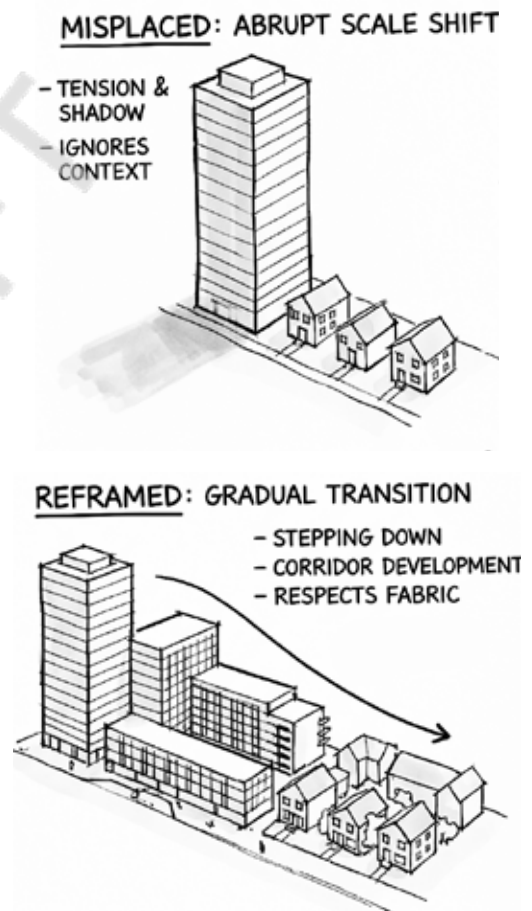
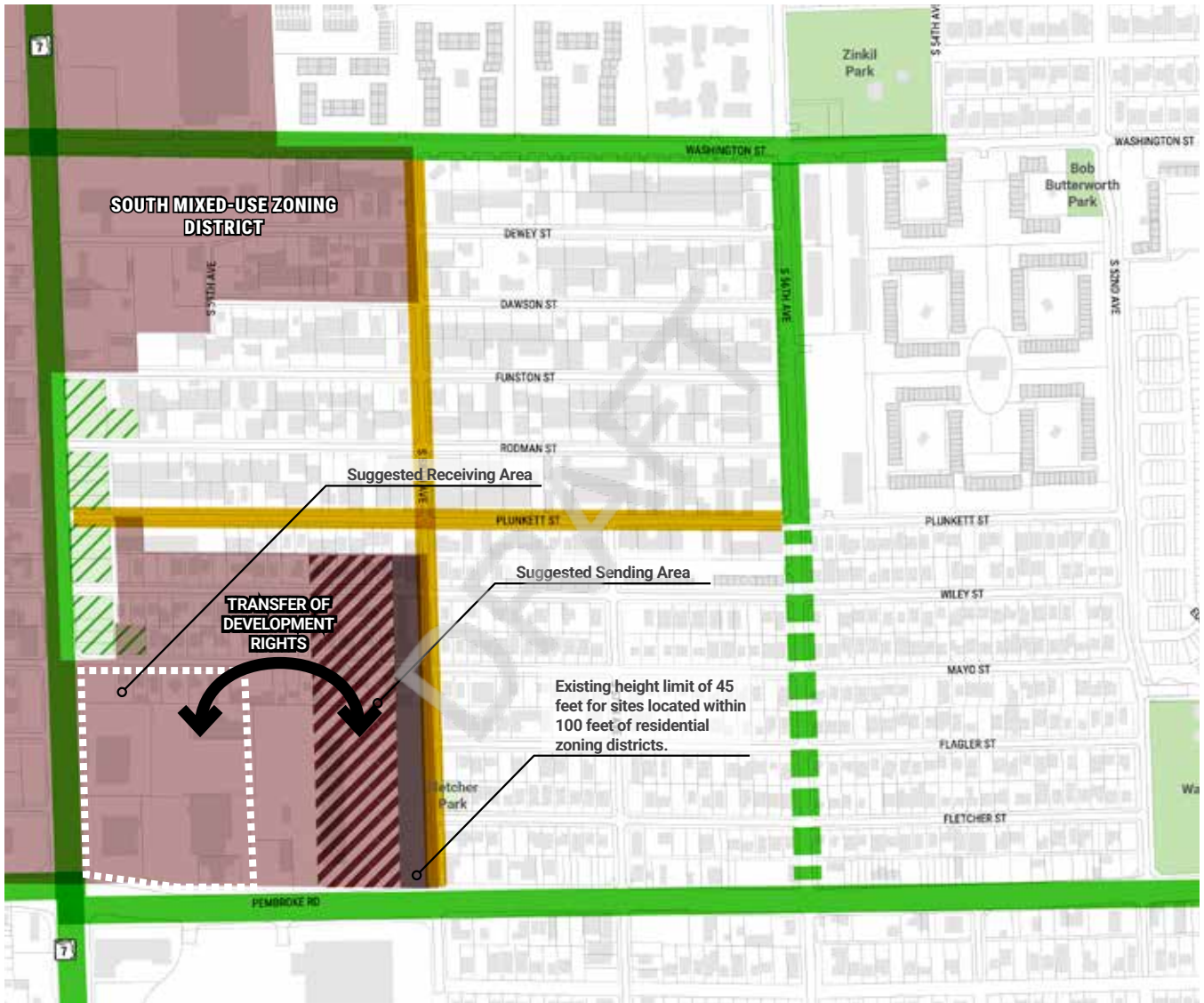


Image 41. Gradual Transitions Concept Diagram. (Source: Plusurbia)



Map 15. Suggested Sending and Receiving Areas for Transfer of Development Rights. (Source: Plusurbia).

LEGEND

- | | | |
|-------------|---------------------------------|-----------|
| Parks | S-MU South Mixed-Use District | A Street |
| Open Spaces | Suggested S-MU Transition Zones | B+ Street |

4.8. Consider Developing And Adopting Incentives To Encourage Flexible Building Types And Small Scale Commercial Uses Along Some A and B+ Streets

With nearly 1,800 employees, 3,000 residents, and strong local customer activity, Washington Park already generates consistent daytime demand that could support additional service-oriented uses. Consider coordinating across Divisions (Planning and Urban Design, Building, Fire, and Code Enforcement) to draft and adopt code incentives that encourage flexible building types and small-scale commercial uses along A and B+ streets aligned with neighborhood needs and household income levels. Examples may include pharmacies, discount grocers, beauty services, and food trucks. (See Map 16 on page 82)

Considerations

- » Develop building form standards for small scale main street building types that encourage compatible building forms, active frontages, and pedestrian-oriented enhancements. (See Table 04 on page 83)
- » Encourage food/convenience uses within the Primary Study Area, particularly along A and B+ Streets, through administrative approvals or temporary use by right.
- » Encourage ground floor transparency, entrances facing the street, and limits on blank walls to support pedestrian activity.
- » Encourage parking to be located beside or behind the primary building.
- » Reduce or waive parking requirements for small-format tenants or adaptive reuse, through shared parking, or uses within the Primary Study Area.
- » Incentivize locally owned or minority-owned food and convenience businesses (See Image 42 to Image 44 on page 83) Consider using performance standards (hours, noise, lighting, buffering) to ensure new uses benefit the district without creating conflicts.
- » Consider allowing minor site modifications (outdoor seating, shade structures, signage) through administrative approvals.

- » Develop food truck placement standards as a pilot strategy for testing more permanent commercial and public realm improvements. Food trucks may be permitted within the public right-of-way (See “Consider Developing an On-Street Parking Inventory to Assess Needs and Usage and Define and Reinforce Parking Areas & Flex Zones” on page 36) or on private property, provided they meet basic siting and operational standards.
- » Encourage food truck placement in visible, pedestrian-oriented areas with adequate seating, lighting, waste receptacles, and clear pedestrian access while minimizing conflicts with adjacent residential uses and vehicular circulation.



Map 16. Encouraged Commercial Frontages. (Source: Plusurbia)

LEGEND

- Parks
- Open Spaces
- Proposed Corridor Commercial Frontages
- Encouraged Small Scale Commercial Frontages
- Street Hierarchy
A Street
- B+ Street

SUGGESTED SMALL SCALE MAIN STREET BUILDING FORM STANDARDS

Front Setback	A Street: 0 ft min - 10 ft max B+ Street: 0 ft - 10 ft max
Side Setback	0 ft
Rear Setback	10 ft
Building Width	120 ft max
Total Height (floors)	1 - 5 stories (depending on underlying zoning district maximum height) (One story buildings need to provide a minimum floor to ceiling height of 20 ft)
First Floor Height	15 ft min
Upper Floors Height	9 ft min
Frontage Buildout	A Street: 80% min frontage buildout. Pedestrian shelter should be provided. B+ Street: 60% min frontage buildout. Pedestrian shelter should be provided



Image 42. Miramar Bakery, Hollywood Fl. (Source: Google)



Image 43. Food Truck (Source: Black food truck festival)



Image 44. Local Restaurant/Cafe. (Source: Melo Cafe)

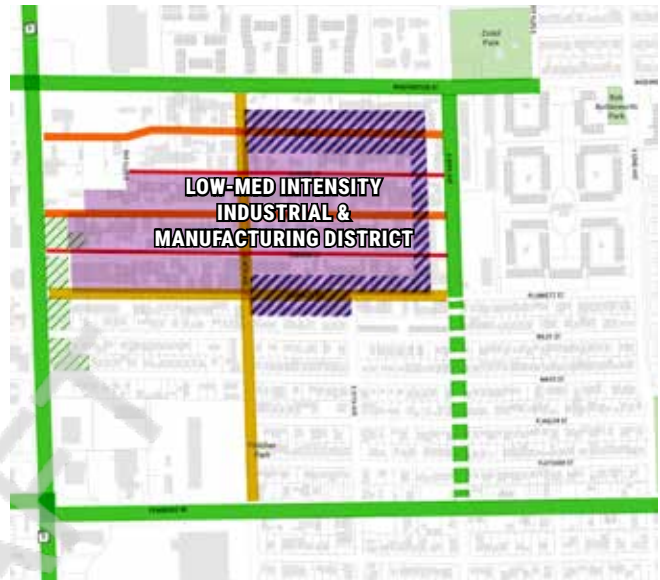
Table 04. Suggested Small Scale Main Street Building Form Standards. (Source: Plusurbia)

4.9. Consider Updating the Performance Standards in Industrial and Manufacturing District (IM-2) to Encourage Live-Work Uses in Transition Areas

Consider coordinating across Divisions (Planning and Urban Design, Building, Fire and Code Enforcement) to draft and adopt updates to the performance standards in Article 4.4.E of the zoning code to better support and incentivize live-work uses (already permitted) in the IM-2 district, particularly within targeted transition areas of the primary focus area. (See Map 17 on page 84)











Considerations

- » Encourage ground-floor commercial, light industrial or workspace uses with residential units located above or behind active frontages.
- » Define specific transition zones in the Primary Focus Area (see Map 17 on page 84) targeting industrial edges that abut or front residential or commercial areas, where scale and activity can soften land use transitions (see Image 45 to Image 47 on page 85).
- » Consider incentives such as by-right approval, parking reductions or expedited review as long as they meet suggested building form standards (see Table 05 on page 85) and performance standards such as size caps, affordability commitments, or long-term tenure.
- » Define clear design guidelines for live-work units that support both functional workspaces and quality living environments. (Allowable square footage splits, occupancy, and operational limits).
- » Encourage building entrances and transparent façades to face public streets and pedestrian areas.
- » Encourage parking to the side or rear of buildings to maintain an active streetscape.
- » Encourage flexible ground-floor layouts that can accommodate light industrial, small businesses, studios, or office uses over time.



Map 17. Suggested Live/Work Incentive Overlay Map. (Source: Plusurbia)

LEGEND

 Parks	 Overlay
 Open Spaces	 Street Hierarchy
 IM-2 Low/Medium Intensity Industrial & Manufacturing District	 A Street
 Suggested Live/Work Incentive	 B+ Street
	 B Street
	 C Street

The existing zoning code for the Low/Medium Intensity Industrial and Manufacturing District (IM-2) states that "...provisions may be made for living quarters for owners and agents within structures used exclusively for business purposes."

SUGGESTED LIVE/WORK BUILDING FORM STANDARDS

Front Setback	B+ Street: 0 ft - 5 ft max B Street: 0 ft - 10 ft max C Street: 5 ft - no max
Side Setback	0 ft
Rear Setback	10 ft
Total Height (floors)	2 floors min, 3 floors max
First Floor Height	12 ft min
Upper Floors Height	9 ft min
Frontage Buildout	B+ Street: 80% min* B Street: 60% min* C Street: 0% min (parking allowed in front, with building set back) *For every frontage that includes a shopfront a pedestrian shelter shall be provided.



Image 45. Industrial Live/Work Example. (Source: LoopNet)



Image 46. Industrial Live/Work Example. (Source: Pinterest)



Image 47. Live/Work Example. (Source: activerain.com)

Table 05. Suggested Live/Work Building Form Standards. (Source: Plusurbia)

4.10. Consider Developing and Adopting Public Frontage Standards and Incentives for Main Corridors

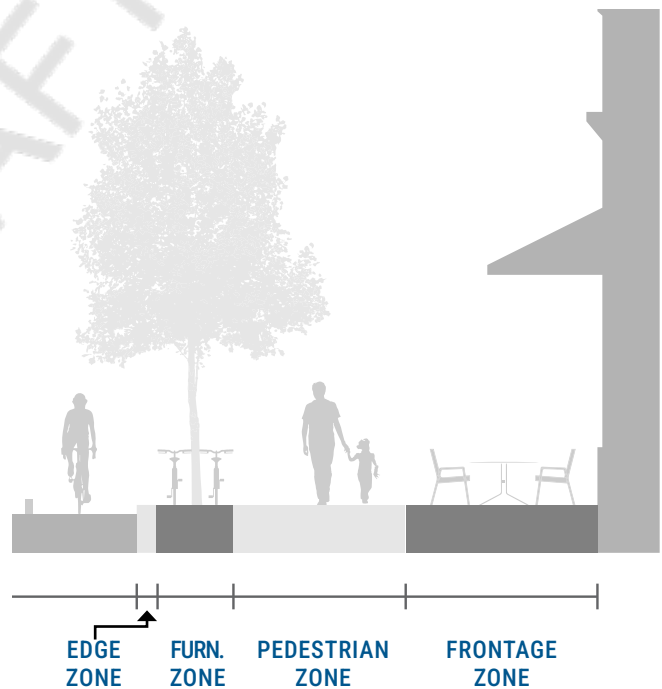
Consider coordinating across divisions (Planning and Urban Design, Building, and Code Enforcement), The City’s Engineering, Transportation & Mobility Division, Broward County Traffic Engineering Division and FDOT to draft and adopt public frontage standards for A Streets. These standards should encourage active, pedestrian-oriented frontage amenities along key corridors to support walking, transit use, and neighborhood-serving activity.

Considerations

- » Encourage buildings with active uses and enhanced public frontages along the main commercial corridors. **(See Map 18 on page 87)**
- » Discourage blank walls, parking, and fences along these corridors.
- » Encourage coordinated streetscape design elements, materials, lighting, and furnishings to strengthen corridor identity and improve the overall pedestrian experience.
- » Encourage setback areas to utilize paving materials consistent with adjacent sidewalks to create visual continuity and a cohesive public realm. Unused alleys should also be improved with matching or complementary paving materials
- » Public Frontage Standards should guide the design of the area between the curb and building face to create a cohesive, pedestrian-friendly, and multimodal public realm that supports walking, bicycling, transit use, and corridor activation. **(See Table 06 on page 86)** Public frontages for A Streets should include the following zones:
 - » **Edge Zone:** Provide a transition area between the pedestrian zone and parking or travel lanes to accommodate door swings, parking meters, and signage.
 - » **Furnishing Zone:** Incorporate street trees, landscaping, lighting, benches, bicycle parking, transit shelters, utilities, and other streetscape

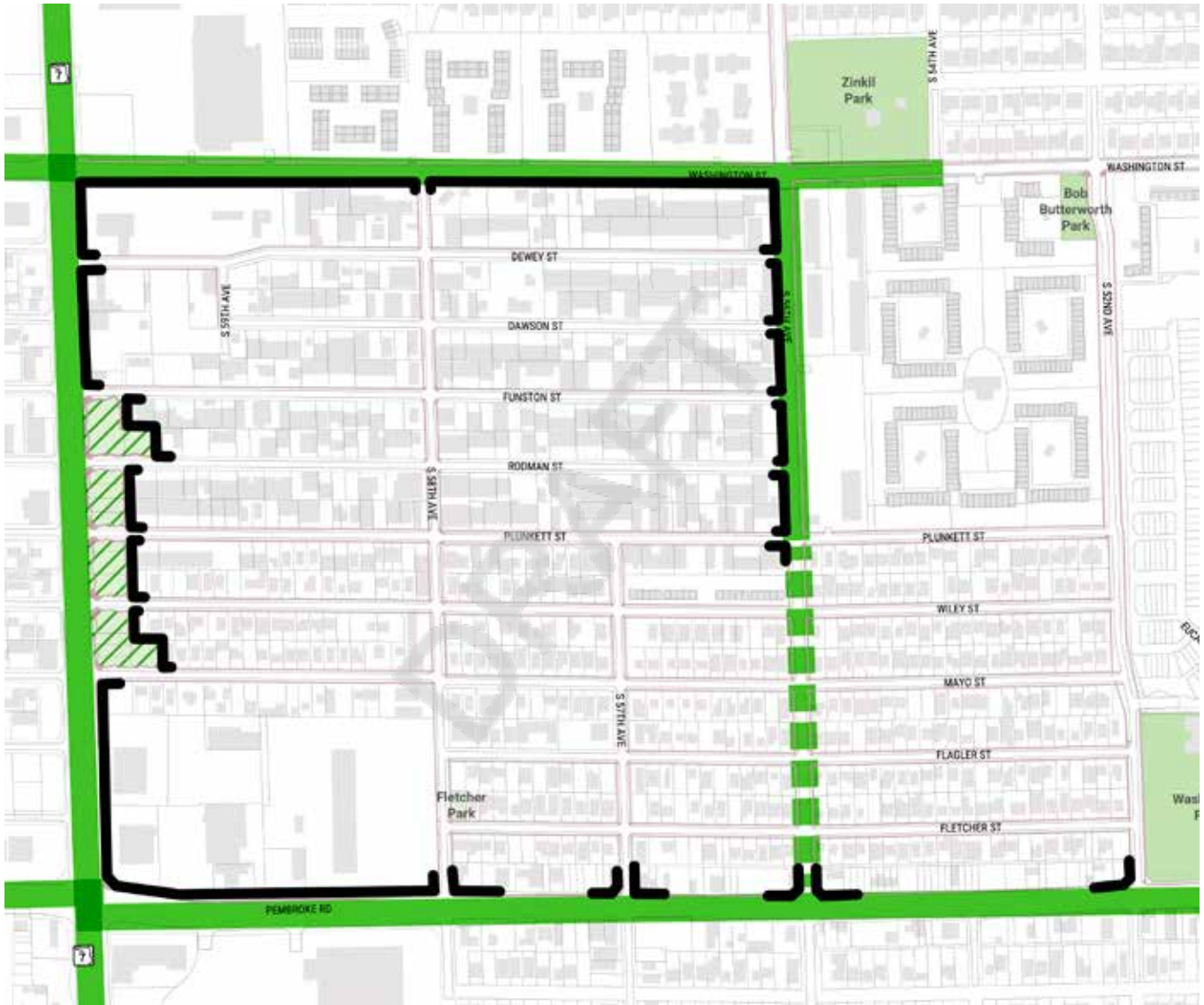
elements that buffer pedestrians from vehicular traffic and enhance comfort and safety.

- » **Pedestrian Zone:** Maintain a continuous, ADA-compliant clear path of travel with adequate horizontal and vertical clearance for pedestrian movement.
- » **Frontage Zone:** Create a flexible transition area between sidewalks and buildings that supports building access, window shopping, awnings, outdoor seating, merchant displays, plazas, and other active uses that contribute to street life.



A STREET PUBLIC FRONTAGE STANDARDS	
Edge Zone	2 ft min
Furnishing Zone	5 ft min
Pedestrian Zone	10 ft min
Frontage Zone	2 ft min

Table 06. Suggested Public Frontage Zones Standards. (Source: Plusurbia)



Map 18. Suggested Enhanced Public Frontages Map. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, analysis and city council approval, will be required prior to implementation.

LEGEND

- Parks
- Open Spaces
- Suggested Enhanced Public Frontages

- Street Hierarchy
- A Street



Image 48. Active Frontages Concept Illustration. (Source: Plusurbia). This drawing is for illustrative purposes only and does not reflect full entitlements as of April 2026.

4.11. Consider Drafting and Adopting Policies For Accessory Dwelling Units (ADUs) in the RS-6 Zoning District

Consider coordinating across Divisions (Planning and Urban Design, Fire, Building, and Code Enforcement) to draft and adopt policies for ADUs, consistent with the proposed Florida Senate Bill 948 (2026), and subject to the following proposed guidelines based on different configurations. **See Image 49 on page 89.**

Considerations

- » Limit ADUs to residential lots with a primary dwelling to maintain neighborhood character and prevent over-intensification.
- » Consider allowing conversion of existing garages to reduce demolition and construction impacts.
- » Establish maximum ADU size limits scaled to RS-6 patterns.
- » Consider design compatibility standards (height limits, roof form, materials, and window placement) to match residential context.
- » Encourage rear-yard placement and limit street-facing ADUs unless designed as cottage-style infill.
- » Use setbacks and buffering standards to protect adjacent properties and limit overlook/privacy impacts.
- » Consider reducing or waive additional parking requirements because transit access exists. Encourage bike parking as a low-cost alternative to additional vehicle parking.
- » Consider setting clear occupancy rules (long-term rental allowed; short-term rentals prohibited). Consider requiring owner-occupancy to reduce absentee ownership concern.

ADUs come in a variety of configurations. They can be detached structures as well as attached to the main house.



Image 49. Accessory Dwelling Units Configurations Diagram. (Source: Plusurbia)

Long Term

4.12. Consider Drafting and Adopting Updated Standards for New Development in the South Mixed-Use District

Coordinate across Divisions (Planning and Urban Design, Building, and Code Enforcement) to draft and adopt **mass and scale standards that ensure new development is compatible with the neighborhood's context, vision, and character, while preserving existing entitlements and development rights.** Important to consider are standards for setbacks and building frontages for properties along **A and B+ streets** to strengthen the pedestrian environment, enhance the district's identity, and promote transparency, street engagement, and a more vibrant, walkable public realm. **See the Table 07 on page 91.**

Considerations

- » Reduce the maximum setbacks for SR7/US 441 from 30 feet to 20 feet to promote building activation and stronger engagement with the public realm.
- » The first floor should have a minimum floor-to-ceiling height of 20 feet to support long-term resilience and allow for potential future elevation.
- » Introduce "stepback" requirements of a minimum of 10 feet above the sixth (6) story. Stepbacks help to reduce the perceived building height at street level, allowing more light, air, and a human-scaled streetscape that creates a more comfortable and inviting pedestrian environment. **See Image 51 on page 94.**
- » For every frontage that includes a shopfront, a pedestrian shelter is encouraged in the form of awning, marquis, gallery, arcade or second floor balcony and /or recessed entrance.
- » Adopt resilient ground-floor standards to maintain active, walkable frontages despite elevation requirements. Maintain visual connectivity by encouraging elevating occupied floors and integrating interior vertical circulation. Use setbacks strategically to accommodate stairs, ramps, landscaping, and gathering areas that support accessibility and an active public realm without impacting the right-of-way.
- » Update frontage standards specifically for Plunkett st and S 58th Ave to support neighborhood-serving retail while still blending with industrial uses, scale and character. **(See "Consider Developing And Adopting Incentives To Encourage Flexible Building Types And Small Scale Commercial Uses Along Some A and B+ Streets" on page 82)**
- » Adopt structure parking screening standards along A streets, B+ Streets. **See the Table 07 on page 91.**
- » Adopt **Public Benefit incentives** to encourage private developers to provide community-serving amenities and public realm improvements in exchange for reduced fees, parking reductions, increased flexibility in development standards, expedited review processes, or other incentives. Public benefits may include:
 - » **Gateway Features.** Consider offering incentives for projects that include gateway features at the identified gateways **(See Map 12 on page 75).** These could include corner plazas, signature architecture, public art, landmark lighting. Consider long-term maintenance agreements as a condition of incentives to ensure gateway elements remain functional and attractive.
 - » **Public Open Spaces.** Encourage the creation of publicly accessible open spaces connected to the urban grid, as a public benefit particularly at key transit stop locations. **See Map 19 on page 92.**
 - » **Streetscape Enhancements.** Adding trees, benches, lighting, bike racks, consistent with the public frontage standards.
 - » **Introduction of New Streets and Pedestrian Passages.** Encourage large development sites to introduce new streets and pedestrian connections to create an interconnected urban grid. Adopt standards that suggest maximum block lengths, cross-block connectivity, street dedication requirements, and block density metrics. **See Map 20 on page 93.**
 - » **Community Facilities and Civic Amenities.** Support the dedication of land, funding contributions, or other development incentives toward the construction of community facilities

such as a future fire station in Washington Park. The Fire Department has identified the area as a priority location for additional fire service capacity, and as redevelopment and new growth occur, leveraging public benefit incentives can help ensure adequate emergency response infrastructure is provided to meet future demand.

SUGGESTED PODIUM BUILDING FORM STANDARDS	
Front Setback	A Street: 10 ft, 15 ft (Residential) B+ Street: 0 ft - 10 ft
Maximum Front Setback	State Road 7: 20 ft
Minimum Side Interior Setback	0 ft
Minimum Rear/Alley Setback	5 ft When adjacent to MF-9, MF-25, and other residential zoning districts: 20 ft
Maximum Height	17 Stories (175 ft) Sites or portions of sites within 100 feet of MF-9, MF-25, and other residential zoning districts: 45 ft
First Floor Height	20 ft min (Ground floors floor-to-ceiling height may be up to 25 ft without being counted as a second story and may have a mezzanine floor as long as the mezzanine floor does not come closer than 25 ft to the interior of the front facade)
Stepback	10 ft after 6th story
Frontage Buildout	A Street: 80% min frontage buildout Minimum Active Uses on the ground floor: SR 7/US 441: 60% Pembroke Rd: 60% Hollywood Blvd: 40% B+ Street: 60% min frontage buildout Minimum Active Uses on the ground floor: 20%
Structured Parking	A Street: Parking must be lined by habitable space to a min depth of 20' on all stories B+ Street: Parking must be lined by habitable space to a min depth of 20' on the ground floor and it is encouraged that parking be lined by habitable space to a min depth of 20' on upper stories.

Table 07. Suggested Podium Building Form Standards. (Source: Plusurbia)



Map 19. Suggested Redevelopment Concept Layout. (Source: Plusurbia). This drawing is for illustrative purposes only and does not show full entitlements. Further study, design development, analysis and city council approval will be required prior to implementation.

Image 50. Fire Station Integrated in New Development Example. (Source: Pinterest).





Map 20. Suggested Long-Term Recommendations Strategies. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, analysis and city council approval, will be required prior to implementation.

LEGEND

- Parks
- Open Spaces
- Proposed IM-2 Low-Med Intensity Industrial & Manufacturing District
- Proposed S-MU South Mixed-Use District
- Proposed Flex-Zone Transition Overlay
- Proposed Fire Station
- Suggested Active Frontages Along Corridors
- Street Hierarchy
- A Street
- B+ Street



Image 51. Proposed Stepbacks along SR 7 / US 441. (Source: Plusurbia). *This drawing is for illustrative purposes only. Further study, design development, analysis and city council approval will be required prior to implementation.*



Image 52. Suggested Redevelopment Massing Study. (Source: Plusurbia). This drawing is for illustrative purposes only and does not show full entitlements. Further study, design development, analysis and city council approval will be required prior to implementation.



Image 53. Architectural Precedent Examples. (Source: Pinterest).

4.13. Consider Developing And Adopting Parking Garage Standards Considering Future Conversions

Coordinate across Divisions (Planning and Urban Design, Building, and Code Enforcement) to develop and adopt standards that enable parking structures to be designed for future use conversion (industrial, residential, or office).

Considerations

- » Provide minimum 11–12 foot floor-to-floor heights to allow sufficient clearance for future mechanical, electrical, and plumbing (MEP) systems.
- » Use flat slab construction and a separate structural module for the ramp system (ideally in the center of the structure). Stack vertical circulation cores to facilitate ramp removal or reconfiguration during future adaptation.
- » Design for higher live-load capacity than typical parking garages to accommodate potential changes in occupancy.
- » Align column spacing with standard residential and commercial planning modules to maximize flexibility.
- » Coordinate early with fire and building officials to confirm feasible code compliance pathways for future conversions.
- » Design facades with future conversion in mind, allowing for window openings, active frontages, and envelope upgrades/screening for public realm appeal.
- » Prioritize these adaptive design standards for publicly funded or shared-use garages to protect long-term public investment.

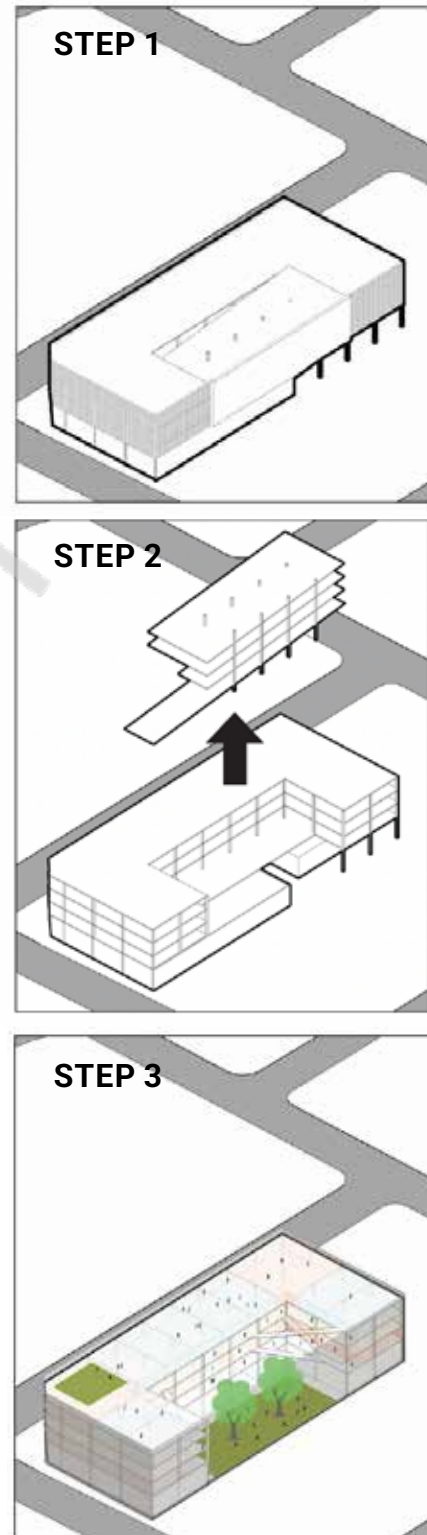


Image 54. Adaptive Reuse of Parking Garage Steps Diagram. (Source: Plusurbia). This drawing is for illustrative purposes only.

Examples of Parking Garage Retrofits In the United States

Broadway Autopark (Wichita, KS) – Adaptive Reuse of a Downtown Parking Garage

- » Transformation of a former multi-level parking structure into a mixed-use destination.
- » Repurposed structure now accommodates offices, residential and share amenities.
- » Retained the original concrete frame, significantly reducing demolition waste and construction costs.
- » Introduced new facade elements, glazing, and activated ground-floor frontages to enhance street presence.
- » Leveraged generous floor-to-floor heights and structural capacity to support occupancy conversion.
- » Catalyzed reinvestment and revitalization within the surrounding downtown district.
- » Demonstrates the long-term value of designing parking structures for adaptability and future reuse.



Image 55. Broadway Autopark Apartments, Wichita KS. (Source: Sheldon Architecture).

Mary Street Garage Conversion (Coconut Grove, FL) - Adaptive Reuse of a Garage into Office Spaces

- » Repositions parking as transitional urban infrastructure, transforming a mono-functional garage into flexible office space through selective enclosure, increased porosity, and activation of the street edge.
- » Demonstrates how zoning flexibility and reduced parking minimums unlock adaptive reuse, allowing existing concrete structures to be re-utilized as productive urban floor area while avoiding demolition, embodied-carbon loss, and neighborhood disruption.



Image 56. Mary Street Garage Before/After, Miami FL. (Source: Google Earth).

DRAFT

Page Intentionally Left Blank

05. Branding & Economic Development

Establish Washington Park As A
Recognizable Center For Trades And
Services Through Coordinated Branding,
Industry Partnerships, And Lasting
Economic Opportunities



Establish Washington Park As A Recognizable Center For Trades And Services Through Coordinated Branding, Industry Partnerships, And Lasting Economic Opportunities

Washington Park's economic development strategy suggests turning vision into action by making the district investment-ready with clear pathways for business retention, expansion, and targeted attraction. Building on its identity as Hollywood's Service & Trades District, the strategy should protect existing small industries and jobs, maintain affordability, prevent displacement, and foster entrepreneurship through targeted business and workforce development support.

Short Term

5.1. Consider Installing Clear Wayfinding Signage and Developing a Business Registry/Directory to Improve Access and Visibility for Local Businesses

Coordinate across the city's divisions (Economic Development, Communications, Planning and Urban Design, Public Works) and community groups to install low cost wayfinding signage, and develop a business registry/directory to increase visibility for local businesses, strengthen connections between residents and services, and support economic growth by making it easier for customers, vendors, and investors to discover what the neighborhood offers.

Considerations

- » Create a centralized, publicly accessible directory to showcase Washington Park businesses and services.
- » Standardize business listings (name, address, hours, services, contact, website/social, industry category).
- » Promote the directory through physical and digital touchpoints (gateway signage, events, city website, partner networks).
- » Include map-based search and filters to improve visibility for customers, vendors, and contractors.
- » Align branding, tone, and visuals with the district's branding guidelines for consistency and credibility.



Image 58. Temporary Wayfinding Signage. (Source: Archinect).



Image 59. Wayfinding Signage. (Source: Plusurbia).



Image 57. Sample Directory/District Signage. (Source: Jacob Strous).

5.2. Consider Refining and Adopting a Clear And Consistent Branding Package Specifically for Washington Park

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design, and Parks, Recreation & Cultural Arts) to initiate a coordinated effort to refine and adopt a clear and consistent branding package for Washington Park with unified visual and messaging guidelines.

A cohesive branding package will help establish a strong identity for Washington Park, improving recognition, supporting local businesses, and creating a consistent look and message across signage, public spaces, events, and digital platforms.

Considerations

- » Create messaging that celebrates skilled work, small operators, and local entrepreneurs. Focus on balancing the branding with the auto-industry existing character.
- » Coordinate and strengthen the overall branding strategy by ensuring its consistent and thoughtful application across multiple touchpoints. Consider integrating the brand identity into urban furniture elements such as lighting, benches, and trash receptacles; business directory; website and printed materials; gateway features; and Facade Improvement Program.
- » Consider focusing on visible quick tactical applications such as branded streetscape elements (banner poles, decals, murals, district identifiers); paint, striping, curb markings, and reflective treatments



Image 60. Conceptual Signage/Wayfinding Mock up. (Source: Plusurbia Design)

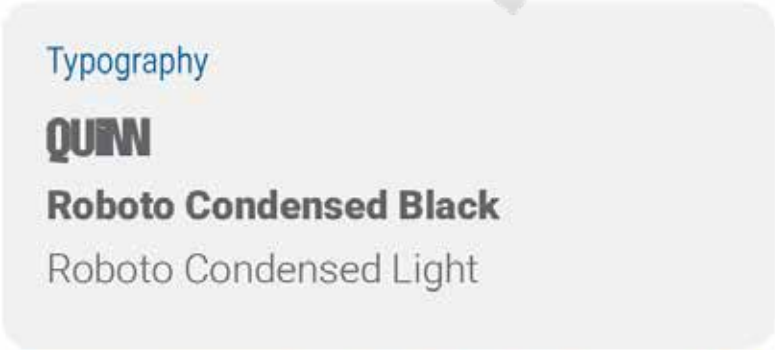


Image 61. Sample Branding Material. (Source: Plusurbia Design)



Image 62. Conceptual Branding Mock up. (Source: Plusurbia Design)

Suggested Washington Park Branding Style Guide



5.3. Consider Launching A Campaign To Brand Washington Park As “Hollywood’s Service & Trades District.”

Coordinate across the city’s Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to launch a branding campaign for Washington Park as “Hollywood’s Service & Trades District”. The goal is to help define a clear identity that builds on Washington Park’s existing economic strengths and attracts compatible businesses, customers, and investment.

Considerations

- » Use language, imagery, and design consistent with the proposed branding guidelines.
- » Position the corridor as the place where things get built, fixed, repaired, customized, and improved.
- » Develop flyers, website content, and social media campaigns targeted to both customers and investors.
- » Include safety and operations as identity features: Market the district as “safe, efficient, and easy to do business in”.

5.4. Consider Collaborating With Technical Schools, Trade Associations and Workforce Boards To Connect Residents And Nearby Workers With Employment And Training Opportunities

Coordinate across the city’s Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to actively engage technical schools, trades associations, and workforce boards aligned with the district’s existing industries. This coordination can help build a strong workforce pipeline, support local business growth, and reinforce the district’s identity by attracting talent, training opportunities, and investment that align with its economic strengths.

Considerations

- » Form formal partnerships with technical schools, trade associations, and workforce boards to align training with local employer needs.
- » Support employer-led training models (apprenticeships, internships, paid certifications) tied to local hiring commitments.
- » Provide low-cost training and certification opportunities for residents and nearby workers through shared funding or sponsorships.
- » Use existing facilities or underutilized spaces for training hubs, pop-up classrooms, and hands-on skills labs. (See “Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/US 441 to the Industrial Core” on page 78)
- » Offer incentives for participating businesses (fee reductions, recognition programs, expedited approvals tied to workforce commitments).

City of Hollywood Business Development Programs

5.5. Consider Hosting Trade Fairs, Service Showcases, Or Open Houses That Highlight The Skills And Entrepreneurial Energy Of Washington Park's Businesses

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to plan and host trade fairs, service showcases or open houses that highlight the skills and entrepreneurial energy of the district businesses.

Considerations

- » Feature "high-demand" trade categories: Auto repair, body work, tire/brake, detailing, towing, A/C, mobile mechanics, welding, carpentry, plumbing, electrical, HVAC, roofing, landscaping.
- » Do live demos + inspections such as quick services like free tire pressure checks, battery testing, brake inspections, small tool demos.
- » Let vendors give on-the-spot estimates for common jobs (paint, repairs, fences, A/C, roofing patches, cabinetry, etc.).
- » Make it easy for businesses to participate including low-cost vendor setup, short time commitment options, clear rules, and support for smaller operators.
- » Add workforce + entrepreneurship support such as job sign-ups, apprenticeship info, business licensing help, financing/credit support, and procurement opportunities.

Legacy Business Recognition Program

Launched as part of the City of Hollywood's Centennial celebration, the Legacy Business Recognition Program was created to honor and highlight the businesses that have played a significant role in shaping the city's identity. The program celebrates local economic stability and resilience while recognizing businesses that contribute to Hollywood's unique culture and character. To qualify, a business must be currently operating within the city, have maintained at least 20 consecutive years of local operation, hold a valid Local Business Tax Receipt and Certificate of Use, and have no outstanding code violations.

Micro Enterprise Small Business Assistance Program

The Micro Enterprise Small Business Assistance Program in the City of Hollywood, Florida is a grant initiative funded through federal CDBG funds to support very small businesses (typically five or fewer employees) impacted by economic challenges. It provides up to about \$5,000 in financial assistance to help cover essential operating expenses such as rent, utilities, and payroll, with no repayment required. To qualify, businesses must be located in Hollywood, meet eligibility requirements, and demonstrate financial need, with funds awarded through a competitive process due to limited availability.

5.6. Consider Launching a Corridor Activation Initiative

See “Continue Pursuing Redevelopment Opportunities Along The SR 7 Corridor To Encourage Reinvestment, Modernize Aging Properties, And Support Long-Term Economic Growth And Community Revitalization” on page 76

Coordinate across the city’s Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to move from planning to action by creating a structured activation program that identifies opportunities and connects them with investors.

Considerations

- » Consider identifying 3-5 “ready-to-go” opportunity sites using a feasibility approach. Identify parcels that are development-ready based on ownership consolidation, entitlements, infrastructure capacity, and owner willingness. Prioritize sites visible from SR 7/US 441 and Pembroke Road.
- » For each opportunity site, develop a one-page profile including: parcel size and configuration, current use, zoning and entitlement pathway, utility/infrastructure status, estimated development capacity, and contact information.
- » Regularly convene brokers, landowners, developers, and investors to present opportunities, project updates, market data, and to build relationships. Try to position these briefings as the entry point for doing business in Washington Park.
- » Utilize the marketing collateral that positions Washington Park as “Hollywood’s Service & Trades District” as a working corridor with authenticity, not a blank-slate redevelopment area. Message the value proposition: affordable space, established customer base, proximity to regional infrastructure, and supportive City partnership. Identify opportunities to leverage the “on the seven” messaging of SR7.

5.7. Consider Establishing a Business Concierge and Deal Facilitation Desk Specifically for Washington Park

Coordinate across the city’s Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to create a single point of contact for businesses and investors navigating City processes (can be within existing ombudsman efforts but prioritized and independently messaged).

Considerations

- » Appoint a staff person who knows the district, understands the permitting process, and can shepherd projects through City departments.
- » Create a clear, accessible document with pre-permit checklists, timelines, required approvals, fee schedules, and key contacts for common project types (facade improvements, tenant buildouts, parking modifications, signage, new construction).
- » For projects that align with district goals (facade improvements, trades-aligned businesses, adaptive reuse), offer expedited review, reduced fees, or pre-approved design standards.
- » Identify every operator in the district. Use the registry for targeted outreach, code compliance support, and tracking business retention/turnover. Don’t rely solely on business tax receipts, identify every operator and if any don’t have a BTR, help them obtain one rather than enforce against them.

5.8. Consider Launching a Local Business and Innovation Amplifier Program

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to activate energy from within by celebrating existing businesses and creating space for entrepreneurship.

Considerations

- » Identify and promote hidden gem businesses as part of a district marketing campaign, such as "Made In Hollywood". Feature auto customizers, specialty fabricators, family-owned trades businesses, and long-time operators. Use social media, local press, and City communications channels already in place (Legacy Business Recognition Program).
- » Consider updating zoning that encourages uses that activate underperforming parcels (**see "Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/US 441 to the Industrial Core" on page 78**): co-warehousing, co-working for trades, flex space, craft breweries/distilleries, micro-retail, and food production. Review code for barriers and recommend amendments.
- » Use interim permits to allow food trucks, pop-up markets, outdoor fabrication displays, or community events on underutilized parcels.

Mid Term

5.9. Consider Establishing a Washington Park Economic Implementation Task Force

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design, Code Enforcement, Public Works) to form a cross-departmental City team with dedicated meeting cadence to coordinate Washington Park initiatives.

Considerations

- » Host regular outreach meetings with real estate professionals, developers, landowners, brokers, and investors to maintain momentum and respond to market interest.
- » Track and report progress.

5.10. Consider Developing Targeted Investor/ Developer Outreach

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to develop a targeted investor/developer outreach and focus attraction support on businesses aligned with district identity: high-quality auto services, construction/building trades, specialty manufacturing, equipment rental, and value-oriented retail serving local households.

Considerations

- » Develop clear messaging for the development community: What can they build? What approvals are needed? What incentives are available? What does the market support?
- » Pursue anchor business recruitment where vacancies or underperforming parcels create opportunity - businesses that generate foot traffic and serve both workers and residents.

5.11. Consider Re-purposing Underperforming Parcels for Business Incubation

See **“Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/US 441 to the Industrial Core” on page 78**

Coordinate across the city's Divisions (Economic Development, Planning and Urban Design) to Identify parcels with chronic vacancy, code violations, or ownership willing to explore alternative uses.

Considerations

- » Explore low-cost shared space models: maker spaces, trades incubators, shared warehousing, or equipment co-ops that reduce barriers to entry for small operators.

Long Term

5.12. Solidify Washington Park as Hollywood's Service & Trades District

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to sustain identity through ongoing investment, business support, and marketing that reinforces the district's role as essential infrastructure for the regional economy.

Considerations

- » Try to maintain affordability and lessen displacement by monitoring rents, tracking business retention, and adjusting incentive programs as needed.
- » Consider ways to deepen capacity for long-term district management - whether through a business improvement district, special taxing district, or ongoing City commitment.

06. Community Engagement & Education

Creating An Environment For Open Dialogue And Communication



Creating An Environment For Open Dialogue And Communication

Creating an environment for open dialogue and communication in Washington Park is essential to building trust and guiding balanced growth. Regular, transparent engagement among property owners, business owners, city representatives and residents can help align priorities, surface concerns early, and foster collaborative problem-solving. By establishing clear communication channels, hosting consistent forums, and encouraging shared decision-making, Washington Park can strengthen relationships across stakeholders and ensure that future improvements reflect the needs and values of the entire community.

6.1. Consider Developing A Coalition Between Business Owners, Washington Park HOA, And City Officials

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to form a collaborative partnership among local business owners, the Washington Park HOA, and City officials and meet at least two times a year.

Considerations

- » Adopt 2–4 priority goals (example: safety, beautification, parking, code compliance, business vitality).
- » Ensure balanced seats/voices (small businesses, HOA board/residents, city departments, district representatives).
- » Set a regular meeting cadence (at least twice a year), public notes, and a single channel of communication (email list, WhatsApp, etc.).
- » Identify support sources (city programs, grants, sponsorships).
- » Track commitments, deadlines, owners, and progress in a simple shared action plan.

City of Hollywood Communication and Education Programs / Tools

6.2. Consider Enhancing Notification Processes To Ensure All Property Owners And Residents And Tenants Are Informed of Updates In A Timely Manner

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to enhance existing notification processes and educate the community on existing communication channels such as the Hollywood Connect App, Social Media channels, etc.

Considerations

- » Maintain an updated database for owners, tenants, and property managers (email + phone + address).
- » Set minimum notice windows (for example 48–72 hours for routine updates, immediate for emergencies).
- » Keep notices short and specific: what, when, where, why, who to contact, what to expect next.
- » Provide a simple way for people to ask questions or report issues (phone line, form, office hours).
- » Store past notices in one public place (website folder, bulletin board, shared drive).
- » Collect input after major notices and adjust templates, timing, and channels based on input and success rates.

Hollywood Connect App



Hollywood Connect is the City's new customer service platform that allows residents and visitors to quickly and easily report non-emergency concerns directly to City Hall. Users can report concerns to the City using the online portal below or via the mobile app or by email. (Please be advised that the Hollywood Connect inbox is not monitored every day. Emails will be addressed as soon as possible.)

Users can create an account to track the status of the service request and other requests of the same type in a certain area, receive updates on the request and more. Users may also report (most) concerns anonymously. *

Let's Keep Hollywood Beautiful Program



To unite the community to promote the enhancement of private properties through education, outreach, and programs that focus on code compliance and city beautification in an effort to increase property values and retain/attract businesses.

DRAFT

Page Intentionally Left Blank

07. Implementation Matrix

Turning Strategy into Action



DRAFT

Turning Strategy Into Action

The implementation matrix provides a comprehensive overview of all recommendations and outlines the key elements needed to move them from planning to action. For each recommendation, it identifies the suggested responsible agencies, a proposed timeline for implementation, potential funding sources, and relevant key performance indicators.

This framework helps translate ideas into clear, actionable steps by clarifying who should lead each initiative, when it should occur, and how success will be measured. It also supports coordination among agencies, prioritization of resources, and accountability throughout the implementation process.

The matrix serves as a practical roadmap that guides decision-makers and stakeholders in tracking progress and ensuring that the plan's goals are effectively carried out.

DRAFT

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
01. VISION & IDENTITY				
All	1.1. Formally Recognizing And Positioning The District As: Hollywood’s Service And Trades District, Strengthening And Celebrating The Essential Work That Sustains The Regional Economy	<ul style="list-style-type: none"> • Department of Development Services • Department Economic Development • Business/Property Owners 	N/A	<ul style="list-style-type: none"> • Adoption of a Washington Park Guiding Principles Statement by the City and key stakeholders
All	1.2. Improve the District’s Physical Conditions Without Altering The Economic Base	<ul style="list-style-type: none"> • Department of Development Services • Department Economic Development • City’s Engineering, Transportation & Mobility Division 	N/A	<ul style="list-style-type: none"> • Number of existing commercial/industrial properties receiving façade, maintenance, or building improvement assistance annually
All	1.3. Protect the Residential Base	<ul style="list-style-type: none"> • Department of Development Services • Department Economic Development 	N/A	<ul style="list-style-type: none"> • Number of residential traffic calming, parking management, or neighborhood safety improvements completed annually • Reduction in number of residential complaints related to parking, truck traffic, noise, or adjacent commercial activities
All	1.4. Improve Legibility in the District While Preserving Its Character	<ul style="list-style-type: none"> • Department of Development Services • Department Economic Development • City’s Engineering, Transportation & Mobility Division 	N/A	<ul style="list-style-type: none"> • Number of wayfinding, gateway, or district signage improvements installed
All	1.5. Strengthen, Organize and Clean up What Already Works	<ul style="list-style-type: none"> • Department of Development Services • Department Economic Development • City’s Engineering, Transportation & Mobility Division 	N/A	<ul style="list-style-type: none"> • Number of shared infrastructure improvements implemented (e.g., parking, loading, waste management, or utility solutions)
All	1.6. Manage Change At Edges, Not Cores	<ul style="list-style-type: none"> • Department of Development Services • Department Economic Development 	N/A	<ul style="list-style-type: none"> • Percentage of new corridor-edge development projects that comply with adopted transition and buffering standards

MAP Mobility Advancement Program
 CIP Capital Improvement Program
 SS4A Safe Streets and Roads for All Grant Program

TAP Transportation Alternative Program
 BUILD Better Utilizing Investments to Leverage Development
 FDOT Florida Department of Transportation

07. IMPLEMENTATION MATRIX

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
02. STREET DESIGN, MOBILITY & INFRASTRUCTURE				
Short Term	2.1. Consider Adopting a Street Hierarchy Framework to Improve Street Function and Guide Future Growth	<ul style="list-style-type: none"> Broward County's Traffic Engineering Division City's Development Services & Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Adoption of the Street Hierarchy Framework
Short Term	2.2. Consider Developing a Pavement Marking Plan to Define Clear Circulation Zones	<ul style="list-style-type: none"> FDOT District 4 Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> MAP 	<ul style="list-style-type: none"> Less congestion generated by freight traffic (%) Less citations (%) Improved delivery of goods (\$)
Short Term	2.3. Consider Initiating a Warrant Process to Enhance Pedestrian Safety Through Strategic Crosswalk Installation	<ul style="list-style-type: none"> FDOT District 4 Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> Highway Safety Improvement Program SS4A MAP CIP 	<ul style="list-style-type: none"> Reduction of Pedestrian Crashes(%), Reduction of Pedestrian Fatalities and Severe Injuries (%) Increased of Pedestrian Activity (%)
Short Term	2.4. Consider Expanding the City's Traffic Calming & Control Project to Install Speed Bumps or Other Traffic Calming Features on Residential Streets in Washington Park	<ul style="list-style-type: none"> Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> Highway Safety Improvement Program SS4A MAP CIP TAP 	<ul style="list-style-type: none"> Speed Reduction (%), Less Citations (%) Reduction of Crashes(%), Reduction of Fatalities and Severe Injuries (%) Increased of Pedestrian/Bike/ Micromobility Activity (%)
Short Term	2.5. Consider Initiating a Traffic Study to Assess Limiting Truck and Commercial Vehicle Traffic on Residential Streets	<ul style="list-style-type: none"> Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> MAP CIP 	<ul style="list-style-type: none"> Less traffic (%) Less complaints of commercial vehicles on residential streets (%) Less citations (%)
Short Term	2.6. Consider expanding the boundary of the Hollywood West Sun Shuttle (Circuit) to include Washington Park	<ul style="list-style-type: none"> City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> City MAP Rider Contributions 	<ul style="list-style-type: none"> Number of passengers from the Study Area
Mid Term	2.7. Consider Developing A Comprehensive Street Condition And Needs Assessment To Prioritize The Repair And Repaving Of Residential Streets	<ul style="list-style-type: none"> Broward County's Traffic Engineering & Public Works Divisions City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> Infrastructure Improvements Grants Climate Adaptation or Flood Resilience Funding Community Improvement or Regeneration Funds MAP BUILD 	<ul style="list-style-type: none"> Reduction in number of surface failure Reduction in number of potholes Reduction in number of drainage issues
Mid Term	2.8. Consider Prioritizing Sidewalk Improvements and Repair Referencing the Proposed Street Hierarchy Framework	<ul style="list-style-type: none"> FDOT Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division Property/Business Owners 	<ul style="list-style-type: none"> MAP CIP 	<ul style="list-style-type: none"> Number of sidewalks repaired

MAP Mobility Advancement Program

CIP Capital Improvement Program

SS4A Safe Streets and Roads for All Grant Program

TAP Transportation Alternative Program

BUILD Better Utilizing Investments to Leverage Development

FDOT Florida Department of Transportation

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
Mid Term	2.9. Consider Developing an On-Street Parking Inventory to Assess Needs and Usage and Define and Reinforce Parking Areas & Flex Zones	<ul style="list-style-type: none"> City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> City's Funds Parking Revenues 	<ul style="list-style-type: none"> Number of on-street parking violations reduction (%) Parking turnover
Mid Term	2.10. Consider Developing a Prioritization Plan to Enhance Multimodal Connectivity Through Targeted Bicycle Infrastructure Improvements	<ul style="list-style-type: none"> FDOT Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> MAP CIP TAP 	<ul style="list-style-type: none"> Increase in bicycle infrastructure mileage Increase in ridership (%)
Mid Term	2.11. Consider Developing a Transit Access Plan to Evaluate and Prioritize Improvements	<ul style="list-style-type: none"> Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> MAP CIP TAP Transit Revenue 	<ul style="list-style-type: none"> Number of new routes, Number of improved stops and amenities Ridership increase (%)
Mid Term	2.12. Consider Developing an Assessment and Plan to Improve Pedestrian and Bicycle Comfort on S 56th Avenue	<ul style="list-style-type: none"> Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> MAP CIP TAP 	<ul style="list-style-type: none"> Improvement in perceived comfort Increased foot traffic (%)
Mid Term	2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW	<ul style="list-style-type: none"> Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> Grants and resilience funding focused on flood mitigation, heat reduction, and water quality Climate Adaptation or Flood Resilience Funding 	<ul style="list-style-type: none"> Reduced number of flooding reports
Long Term	2.14. Consider Conducting a Needs Assessment and Priority Matrix for Enhanced Pedestrian/Bicycle Streetscape Amenities to Support Increased Non Motorized Traffic	<ul style="list-style-type: none"> FDOT Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> MAP, CIP, TAP, BUILD Other federal grants 	<ul style="list-style-type: none"> Mileage of new bike lanes and sidewalks Number of new bike/ped amenities
Long Term	2.15. Consider Conducting a Traffic Study to Determine Feasibility for Implementation of One-Way Streets	<ul style="list-style-type: none"> Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division City's Police Department City's Fire Rescue 	<ul style="list-style-type: none"> MAP 	<ul style="list-style-type: none"> Implementation Probability (yes/no)

MAP Mobility Advancement Program
 CIP Capital Improvement Program
 SS4A Safe Streets and Roads for All Grant Program

TAP Transportation Alternative Program
 BUILD Better Utilizing Investments to Leverage Development
 FDOT Florida Department of Transportation

07. IMPLEMENTATION MATRIX

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
Long Term	2.16. Consider a Pilot Demonstration Project for Repaving On-Street Parking Areas with Permeable Materials to Improve Stormwater Management	<ul style="list-style-type: none"> Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division 	<ul style="list-style-type: none"> Infrastructure Improvements Grants Climate Adaptation or Flood Resilience Funding Community Improvement or Regeneration Funds MAP BUILD 	<ul style="list-style-type: none"> Reduction of flooding occurrences (%) Number of permeable parking areas
Long Term	2.17. Consider Conducting a Green Infrastructure Feasibility Study for Phasing In Swale Restoration And Tree Planting	<ul style="list-style-type: none"> Broward County's Traffic Engineering Division City's Engineering, Transportation & Mobility Division City's Sustainability Department 	<ul style="list-style-type: none"> MAP (surtax) 	<ul style="list-style-type: none"> Square feet of swale areas restored with green infrastructure Number of trees planted
03. PARKING & ENFORCEMENT				
Short Term	3.1. Consider Developing a Parking Enforcement Compliance Plan to Improve Code Enforcement and Curb Management	<ul style="list-style-type: none"> City's Engineering, Transportation & Mobility Division City's Code Compliance Department 	<ul style="list-style-type: none"> City's Funds 	<ul style="list-style-type: none"> Reduction in number of parking citations
Short Term	3.2. Consider Coordinating On-Site Parking Improvements with the Facade Improvement Program to Enhance Streetscape Appearance	<ul style="list-style-type: none"> City's Development Services Department City's Economic Development Department Property owners 	<ul style="list-style-type: none"> Matching Grants 	<ul style="list-style-type: none"> Number of business participating in the PIP program that incorporate parking improvements
Short Term	3.3. Consider Developing Temporary Gravel Lot Design Standards Specifically for The Washington Park Industrial Area	<ul style="list-style-type: none"> City's Planning and Urban Design Division 	<ul style="list-style-type: none"> City's Funds 	<ul style="list-style-type: none"> Number of gravel lots implemented Reduction in number of on-street parking violations and complaints
Mid Term	3.4. Consider Developing and Adopting a Shared Parking Program Specifically For Washington Park Businesses	<ul style="list-style-type: none"> City's Planning and Urban Design Division 	<ul style="list-style-type: none"> City's Funds 	<ul style="list-style-type: none"> Reduction in parking needs (%) Number of shared parking spots available Reduction in number of on-street parking violations and complaints
Long Term	3.5. Consider Evaluating Needs and Opportunities for a Parking Structure Through Public-Private Partnerships (P3s)	<ul style="list-style-type: none"> City's Development Services Department City's Economic Development Department 	<ul style="list-style-type: none"> Public/Private Funding 	<ul style="list-style-type: none"> Number of new parking spots available

MAP Mobility Advancement Program
 CIP Capital Improvement Program
 SS4A Safe Streets and Roads for All Grant Program

TAP Transportation Alternative Program
 BUILD Better Utilizing Investments to Leverage Development
 FDOT Florida Department of Transportation

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
04. LAND USE & URBAN DESIGN				
Short Term	4.1. Consider Developing and Adopting a Facade Improvement Program (PIP) To Improve The Appearance of Building and Streets	<ul style="list-style-type: none"> City's Planning and Urban Design Division City's Economic Development Department 	<ul style="list-style-type: none"> Local Grants 	<ul style="list-style-type: none"> Change in crime perception index over three years (ESRI) Number of businesses participating in facade improvement program
Short Term	4.2. Consider Identifying Important Gateway And Entry Points To The District And Prioritize Them for Placemaking Improvements	<ul style="list-style-type: none"> City's Planning and Urban Design Division 	<ul style="list-style-type: none"> Property owner contributions City's Art in Public Places Program 	<ul style="list-style-type: none"> Number of gateway features installed
Short Term	4.3. Consider Resolving Recurring Code Violations by Maintaining An Active Database, Tracking Recurring Code Issues And Developing A Menu Of "Fast Approvals"	<ul style="list-style-type: none"> City's Planning and Urban Design Division City's Code Compliance Department 	<ul style="list-style-type: none"> City's Funds 	<ul style="list-style-type: none"> Percentage reduction in code violations year over year (%)
Short Term	4.4. Consider Developing And Adopting Policies For Enhanced Buffers and Transitions to Residential Neighborhoods	<ul style="list-style-type: none"> Department of Development Services 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Adoption of enhanced buffer and transition standards Reduction in number of properties with blank walls and screened loading/trash areas adjacent to houses Number of projects using incentives for compatibility improvements Number of trees installed along residential edges
Short Term	4.5. Continue Pursuing Redevelopment Opportunities Along The SR 7 Corridor To Encourage Reinvestment, Modernize Aging Properties, And Support Long-Term Economic Growth And Community Revitalization	<ul style="list-style-type: none"> Department of Development Services Department Economic Development 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Number of redevelopment opportunity sites identified Number of redevelopment projects advanced
Short Term	4.6. Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/ US 441 to the Industrial Core	<ul style="list-style-type: none"> City's Planning and Urban Design Division 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Adoption of office-flex and transitional mixed-use policies Number of adaptive reuse, incubator, or office-flex projects developed along transition areas
Mid Term	4.7. Consider Developing And Adopting Policies To Encourage Higher-Intensity Development Along Corridors and Gradual Transitions to Residential Neighborhoods	<ul style="list-style-type: none"> City's Planning and Urban Design Division 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Adoption of the proposed TDR and transition policies for S-MU properties within the Primary Focus Area Number of new higher-intensity development projects directed to designated corridor receiving areas near SR 7/US 441

MAP Mobility Advancement Program
 CIP Capital Improvement Program
 SS4A Safe Streets and Roads for All Grant Program

TAP Transportation Alternative Program
 BUILD Better Utilizing Investments to Leverage Development
 FDOT Florida Department of Transportation

07. IMPLEMENTATION MATRIX

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
Mid Term	4.8. Consider Developing And Adopting Incentives To Encourage Flexible Building Types And Small Scale Commercial Uses Along Some A and B+ Streets	<ul style="list-style-type: none"> City's Planning and Urban Design Division 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Number of new small-scale commercial, food, or service-oriented businesses established along A and B+ Streets Percentage of eligible projects utilizing incentives such as reduced parking, adaptive reuse, or administrative approvals
Mid Term	4.9. Consider Updating the Performance Standards in Industrial and Manufacturing District (IM-2) to Encourage Live-Work Uses in Transition Areas	<ul style="list-style-type: none"> City's Planning and Urban Design Division 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Adoption of updated IM-2 live-work performance standards and transition area guidelines Number of live-work or adaptive reuse projects approved within designated transition areas
Mid Term	4.10. Consider Developing and Adopting Public Frontage Standards and Incentives for Main Corridors	<ul style="list-style-type: none"> City's Planning and Urban Design Division 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Adoption of public frontage standards for designated A Streets corridors Percentage of corridor frontage improved with active uses, streetscape enhancements, and pedestrian-oriented design features
Mid Term	4.11. Consider Drafting and Adopting Policies For Accessory Dwelling Units (ADUs) in the RS-6 Zoning District	<ul style="list-style-type: none"> City's Planning and Urban Design Division 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Adoption of ADU policies and design standards for the RS-6 district Number of ADU permits approved within residential neighborhoods
Long Term	4.12. Consider Drafting and Adopting Updated Standards for New Development in the South Mixed-Use District	<ul style="list-style-type: none"> City's Planning and Urban Design Division City's Fire Rescue 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Adoption of updated S-MU development and frontage standards Percentage of new developments incorporating active frontages, setbacks, and pedestrian-oriented design features Number of projects providing public benefits such as open space, streetscape improvements, gateway features, or new pedestrian connections
Long Term	4.13. Consider Developing And Adopting Parking Garage Standards Considering Future Conversions	<ul style="list-style-type: none"> City's Planning and Urban Design Division 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Adoption of adaptable parking garage design standards Number of new parking structures designed for future conversion

MAP Mobility Advancement Program

CIP Capital Improvement Program

SS4A Safe Streets and Roads for All Grant Program

TAP Transportation Alternative Program

BUILD Better Utilizing Investments to Leverage Development

FDOT Florida Department of Transportation

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
05. BRANDING & ECONOMIC DEVELOPMENT				
Short Term	5.1. Consider Installing Clear Wayfinding Signage and Developing a Business Registry/Directory to Improve Access and Visibility for Local Businesses	<ul style="list-style-type: none"> City of Hollywood (Public Works, Planning, Economic Development) Greater Hollywood Chamber of Commerce Washington Park business and property owners Broward County Traffic Engineering (right-of-way) 	<ul style="list-style-type: none"> City capital budget Broward County Transportation Surtax (mobility-linked wayfinding) Directory sponsorships 	<ul style="list-style-type: none"> Wayfinding signs installed Businesses listed in registry/directory Directory views and search activity Business-reported gain in visibility
Short Term	5.2. Consider Refining and Adopting a Clear And Consistent Branding Package Specifically for Washington Park	<ul style="list-style-type: none"> City of Hollywood (Communications, Economic Development) Creator economy designer Greater Hollywood Chamber of Commerce Washington Park business association 	<ul style="list-style-type: none"> City economic development budget Chamber and private co-investment 	<ul style="list-style-type: none"> Brand package adopted by the City Businesses using the brand assets Brand recognition (baseline vs follow-up survey)*
Short Term	5.3. Consider Launching A Campaign To Brand Washington Park As "Hollywood's Service & Trades District."	<ul style="list-style-type: none"> City of Hollywood Greater Hollywood Chamber of Commerce CareerSource Broward Local trade associations Media partners 	<ul style="list-style-type: none"> City marketing and economic development budget Sponsorships CDBG 	<ul style="list-style-type: none"> Campaign active engagement (primary) / reach and impressions (secondary) Earned media placements New business openings (primary) and inquiries (secondary) District name recognition
Short Term	5.4. Consider Collaborating With Technical Schools, Trade Associations and Workforce Boards To Connect Residents And Nearby Workers With Employment And Training Opportunities	<ul style="list-style-type: none"> CareerSource Broward Atlantic, McFatter, and Sheridan Technical Colleges Broward College Trade associations (AGC, ABC) Washington Park employers 	<ul style="list-style-type: none"> CareerSource Broward (WIOA) Florida Job Growth Grant Fund Apprenticeship grants Employer cost-share 	<ul style="list-style-type: none"> Residents and workers trained Job placements Apprenticeships created Participating employers
Short Term	5.5. Consider Hosting Trade Fairs, Service Showcases, Or Open Houses That Highlight The Skills And Entrepreneurial Energy Of Washington Park's Businesses	<ul style="list-style-type: none"> Greater Hollywood Chamber of Commerce Washington Park business owners CareerSource Broward Technical colleges City special events 	<ul style="list-style-type: none"> Event sponsorships Exhibitor and vendor fees City events budget CDBG 	<ul style="list-style-type: none"> Events held Exhibitor count Attendance Leads and contracts generated
Short Term	5.6. Consider Launching a Corridor Activation Initiative	<ul style="list-style-type: none"> City of Hollywood Property and business owners Greater Hollywood Chamber of Commerce Arts and cultural organizations 	<ul style="list-style-type: none"> City capital and economic development budget Facade and streetscape grants Property owner match Placemaking grants 	<ul style="list-style-type: none"> Storefronts and parcels activated Activation events held Foot traffic (Placer.ai) Storefront occupancy rate Private reinvestment dollars
Short Term	5.7. Consider Establishing a Business Concierge and Deal Facilitation Desk Specifically for Washington Park	<ul style="list-style-type: none"> City of Hollywood Economic Development Florida SBDC at FAU Greater Hollywood Chamber of Commerce 	<ul style="list-style-type: none"> City economic development budget Broward County small business programs Florida SBDC (state/federal) 	<ul style="list-style-type: none"> Businesses served Permits and cases expedited New businesses opened Retention and expansion assists

MAP Mobility Advancement Program
 CIP Capital Improvement Program
 SS4A Safe Streets and Roads for All Grant Program

TAP Transportation Alternative Program
 BUILD Better Utilizing Investments to Leverage Development
 FDOT Florida Department of Transportation

07. IMPLEMENTATION MATRIX

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
Short Term	5.8. Consider Launching a Local Business and Innovation Amplifier Program	<ul style="list-style-type: none"> Levan Center at Nova SE University Greater Hollywood Chamber of Commerce Broward College Local lenders and CDFIs Washington Park businesses 	<ul style="list-style-type: none"> CDBG microenterprise CDFI lending Florida SBDC EDA Philanthropic sources 	<ul style="list-style-type: none"> Businesses enrolled Capital accessed Participant revenue growth Jobs created
Mid Term	5.9. Consider Establishing a Washington Park Economic Implementation Task Force	<ul style="list-style-type: none"> City of Hollywood Greater Hollywood Chamber of Commerce Business and property owners CareerSource Broward Technical colleges 	<ul style="list-style-type: none"> City economic development staffing In-kind partner time CDBG planning and administration 	<ul style="list-style-type: none"> Task force established Meeting cadence maintained Implementation milestones completed Recommendations advanced
Mid Term	5.10. Consider Developing Targeted Investor/Developer Outreach	<ul style="list-style-type: none"> City of Hollywood Economic Development Broward County Office of Economic and Small Business Development Commercial brokers 	<ul style="list-style-type: none"> City economic development budget Marketing materials budget Private co-investment 	<ul style="list-style-type: none"> Investor and developer meetings Site tours conducted Prospects in pipeline Letters of intent Closed investments
Mid Term	5.11. Consider Re-purposing Underperforming Parcels for Business Incubation	<ul style="list-style-type: none"> City of Hollywood Property owners Florida SBDC at FAU Broward County Incubator operators 	<ul style="list-style-type: none"> New Markets Tax Credits EDA public works and incubator grants Florida Job Growth Grant Fund Private development Opportunity Zone 2.0 (if awarded) 	<ul style="list-style-type: none"> Parcels repurposed Incubator square footage delivered Tenant businesses housed Jobs created Private investment leveraged
Long Term	5.12. Solidify Washington Park as Hollywood’s Service & Trades District	<ul style="list-style-type: none"> All partners above, coordinated through an Economic Implementation Task Force 	<ul style="list-style-type: none"> Blended public and private funding Sustained City economic development commitment Grants Project-based tax increment financing through an Urban Infill and Redevelopment Area (Chapter 163, Part II), authorizing TIF outside a CRA 	<ul style="list-style-type: none"> District identity established Cumulative jobs, businesses, and investment Business retention rate Brand adoption Sustained event calendar
06. COMMUNITY ENGAGEMENT & EDUCATION				
All	6.1. Consider Developing A Coalition Between Business Owners, Washington Park HOA, And City Officials	<ul style="list-style-type: none"> Business Owners Washington Park HOA City officials 	<ul style="list-style-type: none"> City's economic development programs CDBG Funds 	<ul style="list-style-type: none"> Number of collaborative projects or initiatives implemented through the coalition annually
All	6.2. Consider Enhancing Notification Processes To Ensure All Property Owners And Residents And Tenants Are Informed of Updates In A Timely Manner	<ul style="list-style-type: none"> Communications, Marketing & Public Affairs Information Technology (for Hollywood Connect App and digital platforms) 	<ul style="list-style-type: none"> City's general fund 	<ul style="list-style-type: none"> Number of contacts maintained in the notification database Number of outreach notifications issued annually

MAP Mobility Advancement Program
 CIP Capital Improvement Program
 SS4A Safe Streets and Roads for All Grant Program

TAP Transportation Alternative Program
 BUILD Better Utilizing Investments to Leverage Development
 FDOT Florida Department of Transportation

Page Intentionally Left Blank

DRAFT

DRAFT

plusurbia.

1385 Coral Way PH 401 | Miami, FL 33145
info@plusurbia.com | +1.305.444.4850

BUSINESS FLARE® exp.

This document was prepared for:
The City of Hollywood.

This document was prepared and designed by PlusUrbia
Design

© 2026 PlusUrbia LLC - All rights reserved.

Some images in this document are not owned by PlusUrbia or its affiliates and may be subject to copyright and licensing restrictions. This document may also contain AI-generated imagery. Every effort has been made to provide proper attribution where available. If you believe any credit has been omitted, please contact info@plusurbia.com.

ATTACHMENT C
Washington Park
Background Analysis

WASHINGTON PARK

HOLLYWOOD | FLORIDA

BACKGROUND ANALYSIS
Industrial Area
Redevelopment Program
February 2026

plusurbia.

PREPARED FOR
The City of Hollywood



CITY OF HOLLYWOOD

CITY LEADERSHIP

Mayor Josh Levy
Vice Mayor Traci L. Callari
Commissioner Idelma Quintana
Commissioner Caryl S. Shuham
Commissioner Peter D. Hernandez
Commissioner Adam Gruber
Commissioner Kevin D. Biederman

CITY STAFF SUPPORT

Andria Wingett
Raelin Storey
Herb Conde-Parlato
Ryon Coote
Roger Caruso
Mitch Posner
Jovan Douglas

PROJECT MANAGEMENT STAFF

Nicole Moyo
Umar Javed
Anand Balram
Cameron Palmer

Thank you to the invaluable contribution of all City of Hollywood Departments, residents, business owners and stakeholders that supported this effort.

PROJECT TEAM

PLUSURBIA

Krishna Baquiran
Maria Bendfeldt
Beau Clardy
Manuel De Lemos
Jessica Feltrin
Dylan Gehring
Charisse Magallano
Megan McLaughlin
Juan Mullerat
Almira Lazana
Cristina Parrilla
Fatima Racraquin

EXP TRANSPORTATION

Jose Clavell
Jesus Fuentes
Leny Huaman

BUSINESS FLARE

Alicia Alleyne
Kevin Crowder
Camilo Lopez

**RECOMMENDATIONS - WASHINGTON PARK INDUSTRIAL AREA
REDEVELOPMENT PROGRAM**

© 2026 Plus Urbia, LLC
A publication of Plusurbia Design, a planning, urban design, development, and architectural design firm.

NOTES

The authors have made every effort to recognize and indicate in each issue the copyright of the published images. However, if we do not correctly attribute or not include the rights owner, authors and readers are welcome to contact the authors at info@plusurbia.com.



WASHINGTON PARK

Industrial Area Redevelopment Program

City of Hollywood, FL

RFP No. 229-25-SK

Background Analysis

Draft March 2026

plusurbia.

with

BUSINESS FLARE®

exp.

TABLE OF CONTENTS

EXECUTIVE SUMMARY..... 6

1. INTRODUCTION & BACKGROUND 20

2. WASHINGTON PARK HISTORICAL CONTEXT 24

3. DOCUMENT REVIEW..... 32

4. LAND USE, ZONING & URBAN CONDITIONS 42

5. URBAN MOBILITY 68

6. ECONOMIC OVERVIEW 80

6. CONCLUSION & NEXT STEPS 92

EXECUTIVE SUMMARY

This background analysis provides a comprehensive understanding of current land use, infrastructure, and community dynamics within the Washington Park Study Area, which is divided into two parts: the industrial, manufacturing, and commercial zones east of SR 7 / US 441 (**Primary Study Area**), and the surrounding residential neighborhoods extending east of SW 56th Avenue and south of Plunkett Street (**Area of Influence**).

This Background Analysis documents existing land use, infrastructure, and community conditions in the Washington Park Study Area to establish an analytical foundation for future planning. It does not set policy, propose zoning changes, or define implementation strategies. Observations reflect the consultant team’s professional assessment based on available data and field review and are preliminary in nature. They do not constitute final recommendations or

represent City endorsement. Any future actions will require additional study, stakeholder input, and City Commission direction.

This analysis finds that Washington Park operates as both a compact residential neighborhood and a regionally significant service and industrial district, functioning as a key southern gateway into the City of Hollywood. Despite its relatively small footprint, the Focus Area supports a **strong economic base, with approximately 480 active businesses, 1,807 employees, and nearly 944,000 annual customer visits**. However, the district faces a series of interconnected challenges that constrain its performance and cohesion. These preliminary findings include land use incompatibilities and abrupt zoning transitions between industrial, Transit Oriented Corridor (TOC), and residential areas; auto-oriented development patterns characterized



Map 01. In 1963, Washington Park was annexed into the City of Hollywood and rezoned shortly thereafter. The result was a significant reduction in housing and the growth of industrial and commercial areas. (Source: The Sun Tattler).

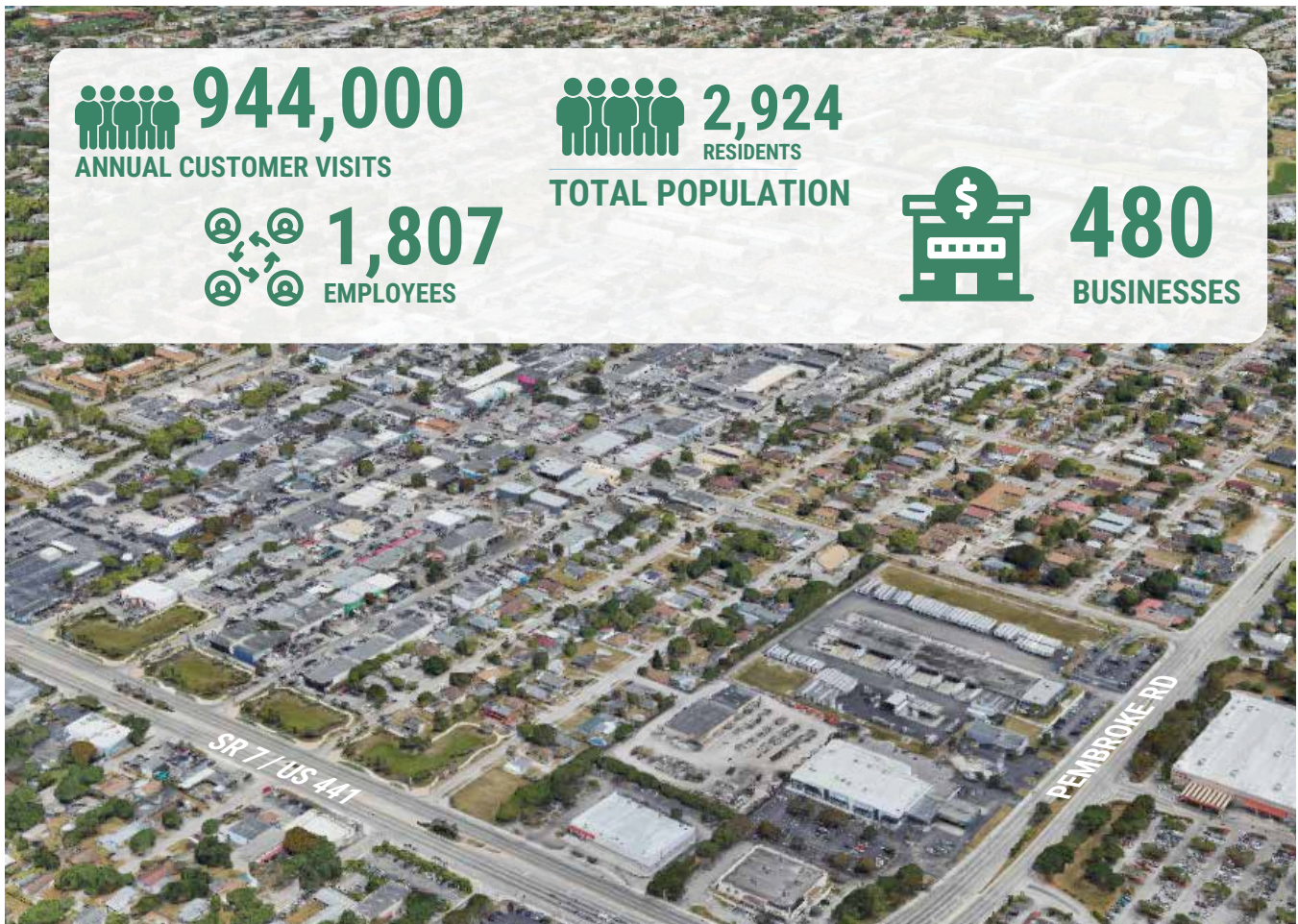


Image 01. Washington Park Aerial Photo. (Source: Google).

by oversized blocks, forecourt parking, and a lack of alleys; fragmented urban fabric with blank walls and undefined open spaces; and a cluttered signage environment that reduces corridor visibility. Public realm deficiencies, including limited shade, lighting, cleanliness, and pedestrian amenities, combine with incomplete sidewalks, parking overflow, and elevated crime perception to undermine safety and walkability. Additional pressures include flooding vulnerabilities, limited tree canopy and heat exposure in industrial areas, high regional traffic volumes along SR 7 / US 441 and Pembroke Road, inconsistent bicycle infrastructure, transit amenity gaps, constrained residential growth potential, and flat population trends.

At the same time, the analysis identifies strong preliminary opportunities that can support reinvestment and improve daily function. Washington Park has a well-established

trades and blue-collar identity, a substantial employment base, and undefined right-of-way areas that allow for relatively low-cost public realm enhancements. FDOT's linear park asset presents a placemaking and mobility opportunity, while an established parks and open space network lies within a five-minute walk of much of the Study Area, despite current access limitations. The district benefits from a solid transit baseline and micro-transit coverage, existing bicycle infrastructure that can serve as the foundation for a more connected multimodal network, and City control over local streets and open spaces, enabling quicker implementation of improvements. Its strategic location near SR 7 / US 441, a freeway interchange, and the Hollywood Tri-Rail station positions the neighborhood for stronger active transportation links and targeted redevelopment along the transit-oriented corridor.

PRELIMINARY CHALLENGES

The identified preliminary challenges emerged from a comprehensive evaluation combining data analysis, past studies, spatial review, and field observation.

Demographic, economic, land use, crime perception, mobility, and environmental data were analyzed to establish baseline conditions, while GIS mapping was used to assess zoning transitions, development patterns, flood risk, and infrastructure gaps.

These findings were reinforced through on-site assessments of public realm quality, pedestrian and bicycle connectivity, traffic conditions, parking behavior, and overall district

cohesion. Stakeholder input further contextualized safety perception, business concerns, and mobility limitations.

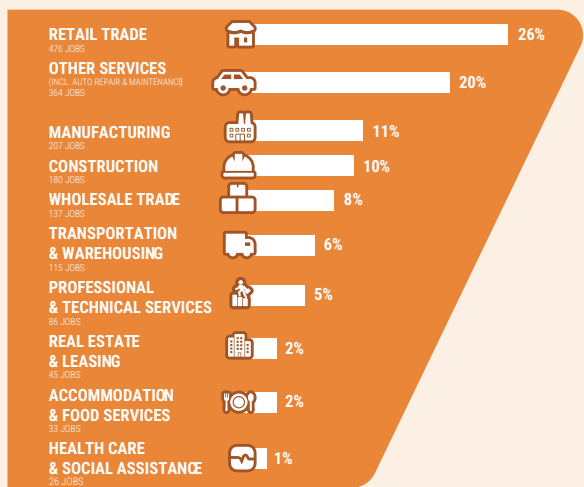
Together, this integrated approach identified physical, economic, and perception-based challenges that inform the next phase of recommendations.

! STABLE EMPLOYMENT BUT IDENTITY CHALLENGES

The business mix is heavily concentrated in **retail trade, auto repair and other services, construction, and small-scale manufacturing**; sectors that provide stable employment but can face image and infrastructure challenges as well as a **lack of a cohesive identity**.

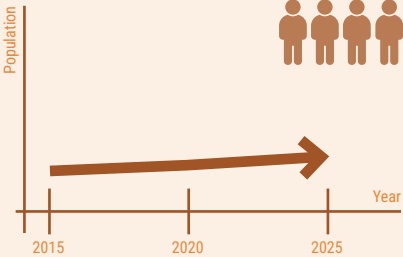


SECTOR MIX



! FLAT DEMOGRAPHICS

Population has remained flat for over a decade and is expected to stay that way, limiting organic growth. Unlike growing neighborhoods, Washington Park must rely on its employment base and outside visitors to generate new demand.



! ELEVATED CRIME PERCEPTION

Crime perception exceeds the U.S. average (ESRI indices), discouraging investment, deterring customers, and undermining neighborhood confidence regardless of actual incident rates.



PERSONAL CRIME INDEX



PROPERTY CRIME INDEX



! AUTO-CENTRIC DEVELOPMENT PATTERN

Despite S-MU zoning supporting walkability, surrounding land uses and street design remain heavily car-oriented.



! LIMITED COMMUNITY AMENITIES

Industrial character dominates the Primary Focus Area, with few dining, or convenience options to support a balanced neighborhood fabric.

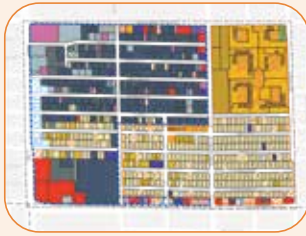


! UNSAFE AND INCOMPLETE PEDESTRIAN NETWORK

Field observations identified sidewalk gaps, oversized blocks, lack of shade, and unprotected crossings, reducing walkability safety, especially near planned transit corridors, open spaces and parks.



EXISTING LAND USE INCOMPATIBILITIES



Industrial uses located adjacent to single-family uses create land use conflicts, resulting in friction and quality-of-life impacts for nearby residents.

ZONING TRANSITIONS GAPS



Existing zoning designations lack smooth transitions, leading to conflicts between residential needs, established industrial/commercial uses and Transit Oriented Corridor zoning districts.

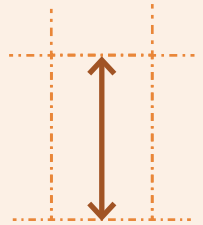
FRAGMENTED URBAN FABRIC

Inactive frontages, undefined open spaces, and incompatible adjacencies weaken neighborhood cohesion and identity.



LIMITED PARCEL DEPTH & ABSENCE OF ALLEYS

The absence of alleys and shallow commercial/industrial lots limit walkability by forcing front-facing service access and parking, reducing opportunities for active and pedestrian-friendly public realm.



HIGH TRAFFIC VOLUMES & MULTIMODAL SAFETY

SR 7 / US 441 and Pembroke Road carry heavy regional traffic, creating conflicts with local access and multimodal safety.



SAFETY CONFLICTS FROM DRIVEWAY CROSSINGS ON SR 7

Field observations documented frequent commercial curb cuts along SR 7 / US 441 increase turning conflicts and reduce pedestrian and cyclist safety.



! FLOODING VULNERABILITIES



Businesses and residents face flooding risks, especially north of **Pembroke Rd** and along **Washington St**, with limited resilience infrastructure.

! INSUFFICIENT TREE CANOPY & HEAT RISK



Minimal tree coverage, particularly in industrial zones, contributes to **heat vulnerability**, identified as one of the County's highest risk areas.

! INCONSISTENT BICYCLE NETWORK QUALITY

The bicycle lanes on Pembroke Road suffer from **discontinuity, narrow widths, and exposure to high-speed traffic.**



! TRANSIT ACCESS IMPACTED BY STREET DESIGN

Despite good transit coverage, **poor first/last-mile infrastructure** limits safe access to bus and shuttle services.



! PARKING OVERFLOW & STREET OBSTRUCTIONS

On-street vehicle storage, blocked sidewalks, and unmanaged curb use compromise safety and mobility especially along streets such as Plunkett, Funston, Dawson, and Dewey Streets.



! AUTO-DOMINATED COMMERCIAL FRONTAGES

Automotive land uses along key corridors **limit walkability and create gaps** for pedestrian connectivity and streetscape quality.



PRELIMINARY OPPORTUNITIES

Preliminary opportunities were identified using the same analytical framework applied to the challenges. Quantitative data, GIS mapping, past studies, and market indicators were reviewed to evaluate economic strengths, transit access, opportunity sites, right-of-way capacity, and regional positioning.

By considering both current performance and unrealized capacity, the analysis defined practical opportunities that can support reinvestment, improve daily function, develop a strong identity and strengthen long-term revitalization goals.

This thorough analysis helped highlight preliminary assets such as corridor visibility, mobility infrastructure, public land control, and proximity to major transportation networks.

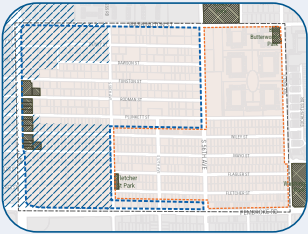
Field observations and stakeholder input further identified underutilized spaces, placemaking potential, existing bicycle and transit foundations, and the district’s strong trades and service identity.

★ AUTHENTIC SERVICES & TRADES CHARACTER

A strong concentration of **auto repair, construction trades, personal services, and small manufacturers** and **strong blue-collar economy** defines the area’s character, positioning it as an **authentic, functioning district**.

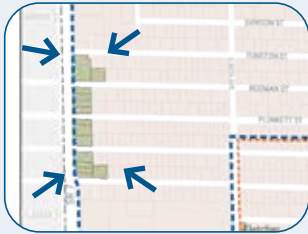


★ TRANSIT-ORIENTED ZONING DESIGNATION



SR 7 / US 441 Transit Oriented Corridor (TOC) zoning creates opportunities to introduce **density, a mix of uses and urban design elements that encourage walkability, transit use and a stronger sense of place.**

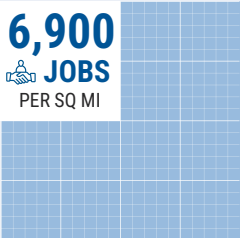
★ FDOT LINEAR PARK AS A PLACEMAKING & ACTIVATION ASSET



The FDOT linear park along SR 7 / US 441 represents a valuable asset and **opportunity to integrate adjacent uses** that engage the pathway and capitalize on its shade and pedestrian amenities.

★ HIGH-DENSITY EMPLOYMENT HUB WITH BLUE-COLLAR ECONOMIC STRENGTH

Washington Park represents a **strong economic opportunity**, with jobs per square mile more than four times the citywide average. Despite its small footprint, it rivals downtown in **employment density and functions as a key economic engine, anchored by a resilient trades and service-based workforce.**



4x MORE JOBS PER SQUARE MILE than citywide average

SCALE OF ECONOMY



480 BUSINESSES

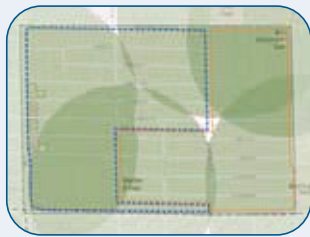


3.8 AVERAGE EMPLOYEES PER BUSINESS



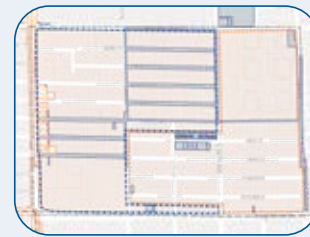
1,807 EMPLOYEES

★ STRONG OPEN SPACE NETWORK WITHIN WALKING DISTANCE



The neighborhood benefits from **five established parks and open spaces** with amenities, all located **within a five-minute (¼-mile)** walk of the Study Area. While this network represents a significant asset, access and connectivity constraints currently limit its full utilization and impact.

★ CITY CONTROL OVER LOCAL STREETS & OPEN SPACES



The **City's control** over local streets and public spaces **enables efficient implementation** of improvements. **Direct control allows for streamlined implementation** of sidewalk repairs, curb management, and bike/pedestrian enhancements in coordination with Broward County's Traffic Engineering Division.

★ COST EFFECTIVE RIGHT OF WAY ENHANCEMENT POTENTIAL

Undefined right-of-way areas create **opportunities for low-cost, high-impact public realm and streetscape improvements.**



★ EXISTING TRANSIT COVERAGE AND MICRO-TRANSIT SERVICES

Fixed-route transit and **Sun Shuttle Hollywood West service** create a **strong base for equitable mobility upgrades.**



★ POSITIONING IN THE REGIONAL MOBILITY NETWORK

Proximity to freeway interchanges and the Hollywood Tri-Rail station creates potential for stronger active transportation links.



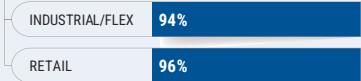
★ STRONG CUSTOMER ACTIVITY BASE



Nearly one million annual customer visits sustain **consistent demand for retail, service, and auto-oriented businesses, supporting activity beyond the weekday workforce.**

★ HEALTHY & RESILIENT COMMERCIAL REAL ESTATE MARKET

OCCUPANCY RATE



Commercial real estate markets are healthy and resilient: industrial vacancy is just over 6 percent, retail occupancy is 96 percent, and office vacancy is negligible.

★ CORRIDOR OPPORTUNITY SITES

Sites along SR 7 / US 441 offer potential for **context-sensitive redevelopment that can reinforce corridor vitality and support the broader district.**



★ ESTABLISHED & ENGAGED RESIDENTIAL BASE

A long-standing and engaged residential community provides **social stability, neighborhood pride, and a strong foundation for inclusive reinvestment efforts.**



★ ESTABLISHED BICYCLE INFRASTRUCTURE

Existing bicycle infrastructure and planned future investments provides a foundation for a **connected multimodal network.**



★ ONGOING INFRASTRUCTURE INVESTMENT

Resurfacing and multimodal enhancements offer a timely platform to integrate pedestrian, bicycle, and streetscape improvements.



NEXT STEPS

Building on the **Background Analysis** and **Public Outreach Summary**, the next phase of the plan will translate these findings into clear, actionable recommendations. Identified challenges and opportunities will be prioritized and aligned with community input to ensure that the proposed strategies reflect both technical analysis and stakeholder perspectives.

The consultant team will develop targeted recommendations across land use, mobility, public realm improvements, economic development, and resilience. These strategies will include short, mid, and long-term recommendations for efficient implementation.

Draft recommendations will be refined through stakeholder review and presented for feedback prior to review and final plan review by City Commission.



WASHINGTON PARK

HOLLYWOOD | FLORIDA

Image 02. Washington Park Aerial View. (Sources: google maps)

1. INTRODUCTION & BACKGROUND

On November 2024, The City of Hollywood, Florida, launched the Washington Park Redevelopment Program initiative to create a future vision for the Washington Park Industrial Area.

The study seeks to guide future growth, enhance land use and urban design, improve environmental conditions, stimulate economic development and protect and improve the neighborhood. The goal is to develop an action plan that aligns land use and zoning regulations, infrastructure improvements, and community engagement, while balancing economic, social, and environmental priorities. A significant emphasis will be placed on public engagement, technical analysis, and the application of best practices in urban planning to ensure that the final strategy is inclusive, data-driven, and reflective of community needs.

Through this initiative, the City seeks to reimagine the future of the Washington Park Industrial Area to create a vibrant, sustainable, and economically thriving district that

better integrates with the residential areas of influence and the surrounding communities.

This background analysis provides a comprehensive understanding of current land use, infrastructure, and community dynamics within the Washington Park Study Area. Its purpose is to establish a clear analytical foundation for the planning process. It does not set policy direction, propose zoning changes, or establish implementation strategies.

Analytical observations included in this document reflect the professional assessment of the consultant team based on available data and field review. These findings are preliminary, do not constitute final recommendations, and do not represent City endorsement or commitment. Any future recommendations will require additional study, stakeholder engagement, and formal direction from the City Commission.

BACKGROUND

The City of Hollywood, located in Broward County, Florida, is part of the vibrant South Florida metropolitan region, positioned between the City of Fort Lauderdale and Miami Dade County. Spanning approximately **30 square miles**, the city is home to about **155,000 permanent residents**, with additional seasonal inhabitants. Since 2010, Hollywood has experienced over **10% population growth**, driving ongoing development and redevelopment efforts throughout its urban landscape.

Hollywood has actively pursued urban revitalization projects to enhance its economic vitality and quality of life. Significant initiatives include the redevelopment of the beachfront, infill projects in the historic downtown

along Hollywood Boulevard, and **reinvestment along the SR7 / US 441 corridor**, an essential corridor for the City of Hollywood's economic vitality. These efforts are complemented by improvements to transportation infrastructure, such as public transit and pedestrian connectivity, supporting sustainable growth and preparing the city to meet future demands.

As a **major southern gateway into the City of Hollywood**, the Washington Park Study Area plays an important role in mobility, identity, and economic activity of the city, especially along the SR 7 / US 441 corridor.



Guide Future Growth



Enhance Land Use & Urban Design



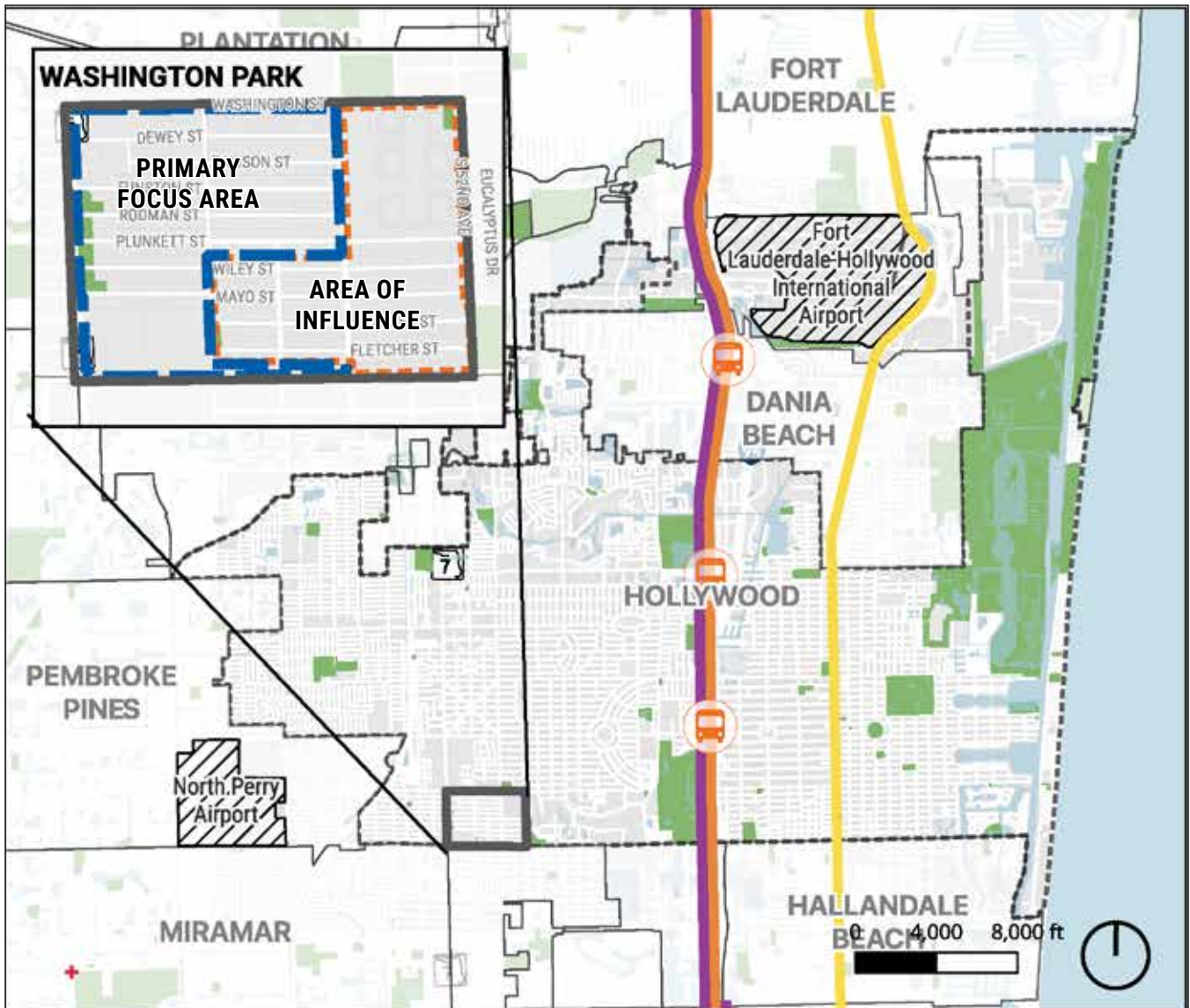
Improve Environmental Conditions



Stimulate Economic Development



Protect & Improve the Neighborhood



Map 02. City of Hollywood Context. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- | | | |
|------------|------------------|-----------------|
| Airports | TriRail Routes | Amtrak Routes |
| Parks | TriRail Stations | Amtrak Stations |
| Study Area | Brightline Route | |

STUDY AREA

This analysis was conducted to gain a full understanding of the existing conditions in the Washington Park Study Area and to guide its future.

Washington Park Study Area

The Washington Park Study Area is made up of a mixed residential and industrial land uses located approximately four miles west of Downtown Hollywood, along the City of Hollywood's southern boundary. It's bounded by Pembroke Road to the south, Washington Street to the north, State Road 7 / US-441 to the west, and SW 52nd Avenue to the east.

The area is characterized by a significant industrial and commercial presence concentrated along the major corridors of SR 7 / US 441, Pembroke Road, and Washington Street as well as single-family homes and smaller multifamily dwellings to the west.

To structure the evaluation, the study area was divided into two distinct areas:

Primary Focus Area

The Primary Focus Area includes the industrial, manufacturing and commercial areas east of SR 7 / US 441, between Washington St, Pembroke Road and S 56th Ave. The boundary carefully carves out the

residential areas between Plunkett St and Pembroke Rd, west of S 56th Ave.

Area of Influence

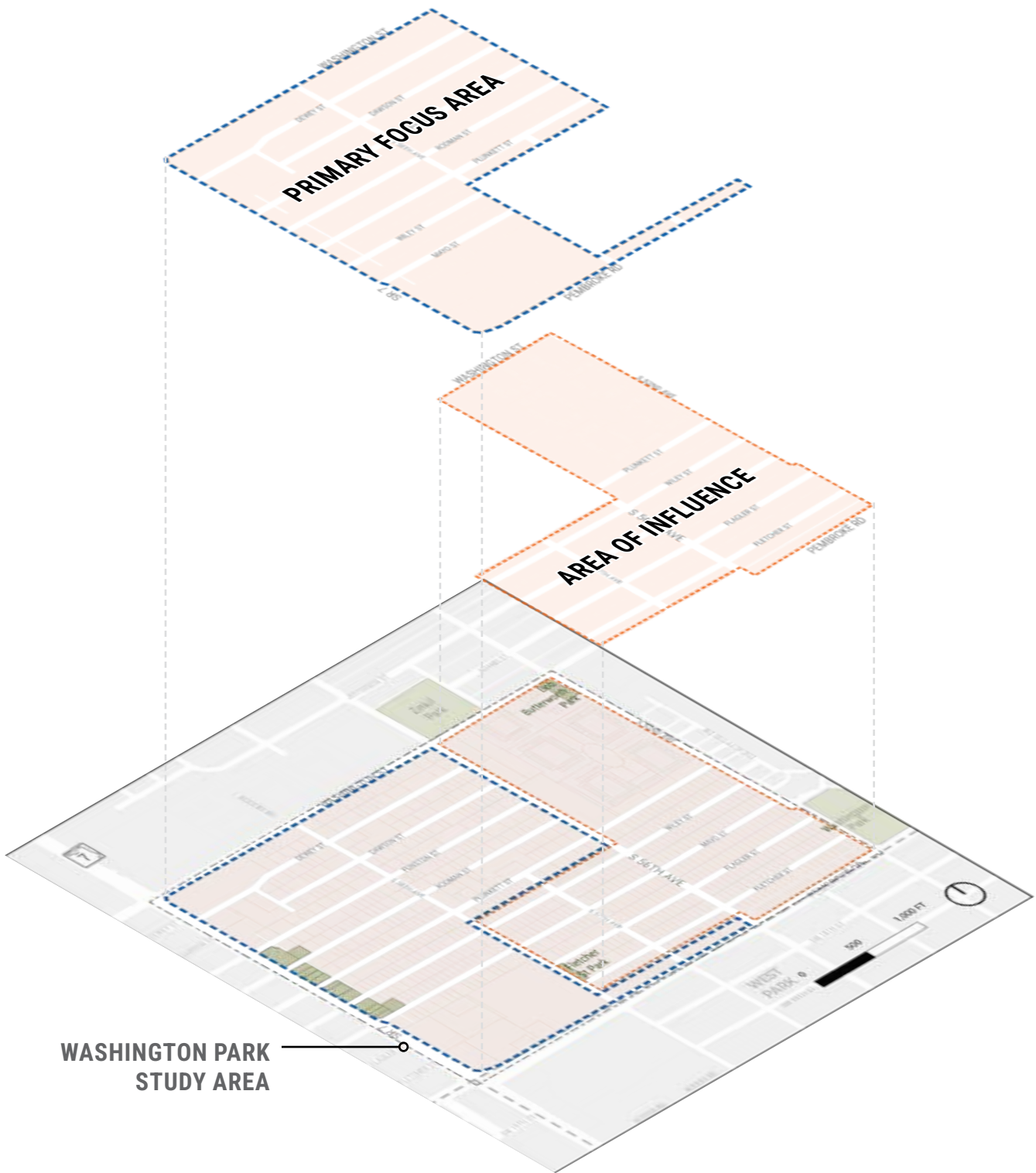
The Area of Influence encompasses the residential zones east of SW 56th Avenue, as well as the residential parcels south of Plunkett Street between SW 56th Avenue and SW 58th Avenue.

While this area is largely protected from redevelopment, its close proximity to the primary study area means it plays an important role in shaping and constraining planning decisions, particularly regarding compatibility and neighborhood impacts.

This framework makes it possible to examine existing conditions at multiple scales, both within the core primary focus area and in the adjacent residential neighborhoods. By considering these areas in relation to each other, the analysis highlights how land use, infrastructure, and community conditions overlap and interact with each other.







Image 03. Washington Park Aerial Photo. (Source: Google).



WASHINGTON PARK STUDY AREA

Map 03. Washington Park Study Area . (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

-  Parks
-  Washington Park Study Area
-  Primary Focus Area
-  Area of Influence

2. WASHINGTON PARK HISTORICAL CONTEXT

INTRODUCTION

Historically, Washington Park began as a predominantly Black residential community. Its urban landscape changed drastically after the community was annexed into the City of Hollywood in 1963 and the industrial uses grew.

A strong history of community service and outreach followed to revitalize the area, involving community members,

advocates, and government officials.

Today, Washington Park also welcomes a significant Hispanic population and is a working district with a business mix heavily concentrated in retail trade, auto repair and other services, construction, and small-scale manufacturing.

EARLY SETTLEMENT HISTORY

Prior to its formal settlement, western Hollywood was a rural expanse of pine flatwoods, palmetto scrub, and marsh. Small farming operations, including tomato fields and dairies, dotted the area. Within Washington Park, historic aerials reveal sparse pockets of subdivided homesteads connected to one another by cow paths.

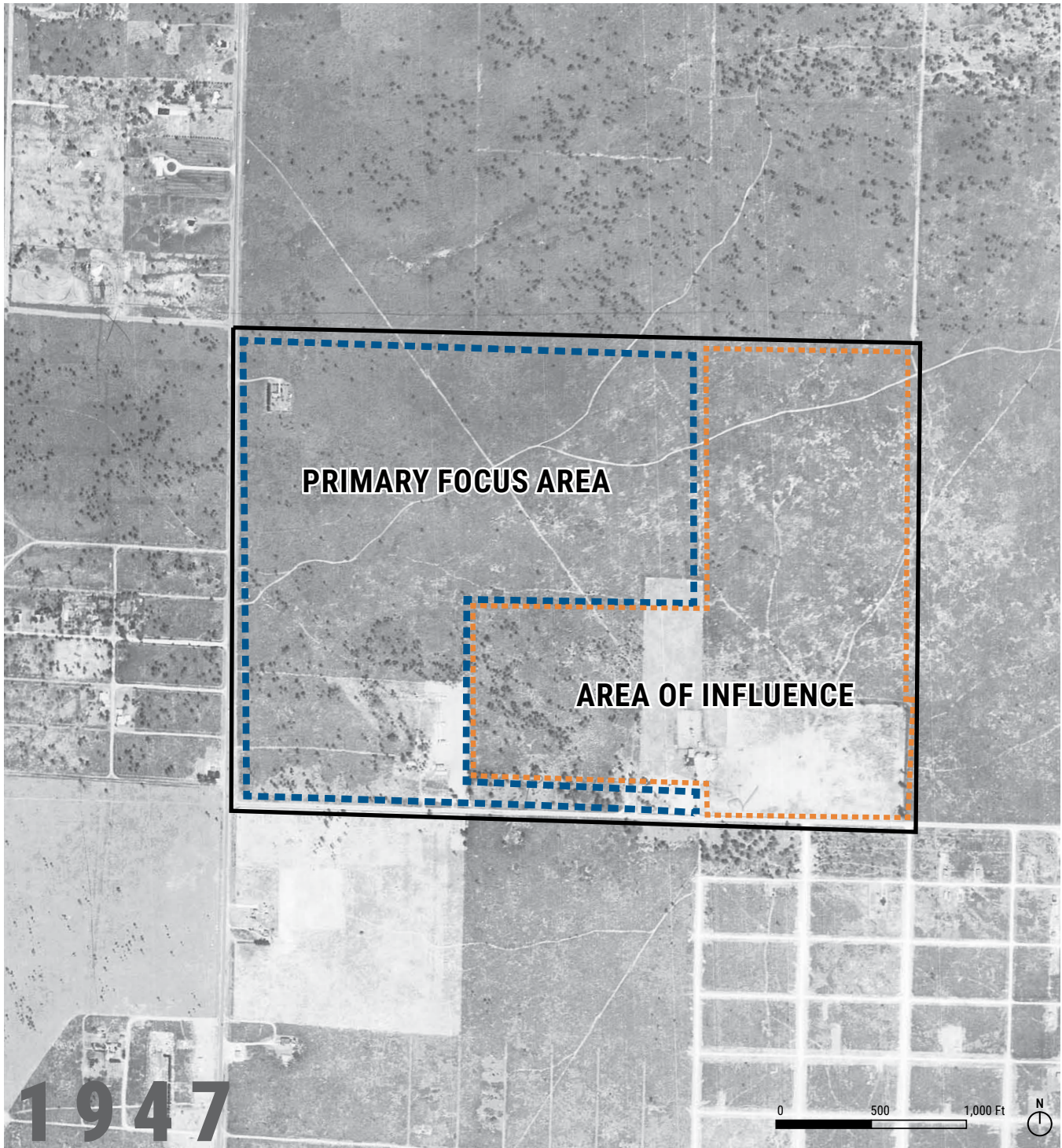
But the City of Hollywood's founder, Joseph Wesley Young, had greater plans. Young envisioned a city with a wide boulevard that extended from the coast to the Everglades, setting the precedent for Hollywood's westward expansion during the post-World War II era. His vision, now Hollywood Boulevard, would extend past State Road 7 by 1954.

The City of Hollywood experienced significant population growth during the post-WWII era. The economic prosperity during this time led to a surge of development intended for new homeowners like the returning veterans who increasingly bought homes in South Florida. The high demand for housing led to suburban expansion throughout the region, Washington Park included. The first residential community within the study area, the West Hollywood Trailer City, was platted in 1949.

Between 1950–1955, the rest of the Washington Park study area was platted; subdivisions include the West Carver Ranches Addition No. 2, West Hollywood Villas, West Carver Ranches Addition No. 3, Washington Park Hallandale Addition, and Washington Park Hallandale Addition No. 2. These subdivisions created a tight-knit Black community composed single-family homes and manufactured homes.




The streets in the northern half of the Washington Park study area were narrowed between 1957 and 1960, marking the beginning of a series of developments that gave rise to this section's distinct industrial character.

A significant number of properties in the Washington Park study area underwent foreclosure between the late-1950s and 1960s, suggesting that the area was settled by lower-income families.

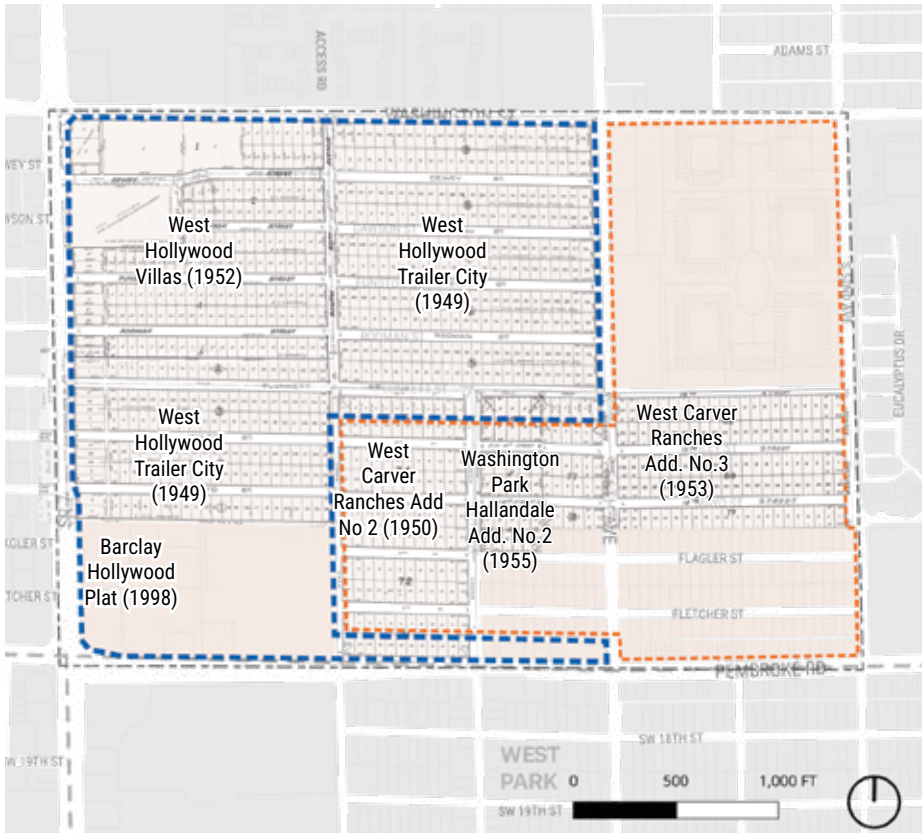


Map 04. 1947 aerial of Washington Park. Prior to being annexed by the City of Hollywood in 1963, the area that is now Washington Park was settled by isolated homesteads and dairies that capitalized on the area's open pastures. This 1947 aerial of Washington Park reveals that few properties or official roadways were built within the study area by this point. (Source: BCGishub, Broward County).

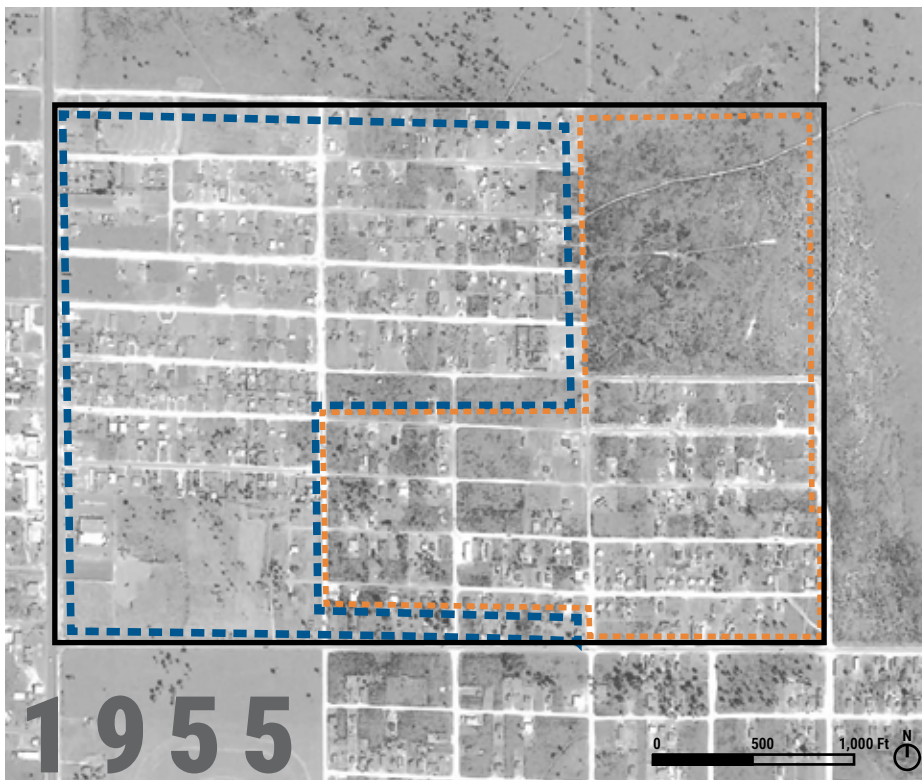
LEGEND

-  Washington Park Study Area
-  Primary Focus Area
-  Areas of Influence

BACKGROUND ANALYSIS - WASHINGTON PARK - CITY OF HOLLYWOOD



Map 05. Washington Park Original Plats. Much of what is now Washington Park was platted for residential use between 1949 and 1955 to meet the demand for housing during the post-World War II period. In 1951, the Hollywood Postmaster announced that the area had grown large enough to merit a postal service. (Source: Broward County).



Map 06. Washington Park 1955. This 1955 aerial of what is now Washington Park showcases how the area transformed after being platted. Residential development grew significantly after the street network was planned and paved. (Source: Broward County).

ANNEXATION & INDUSTRIAL REDEVELOPMENT

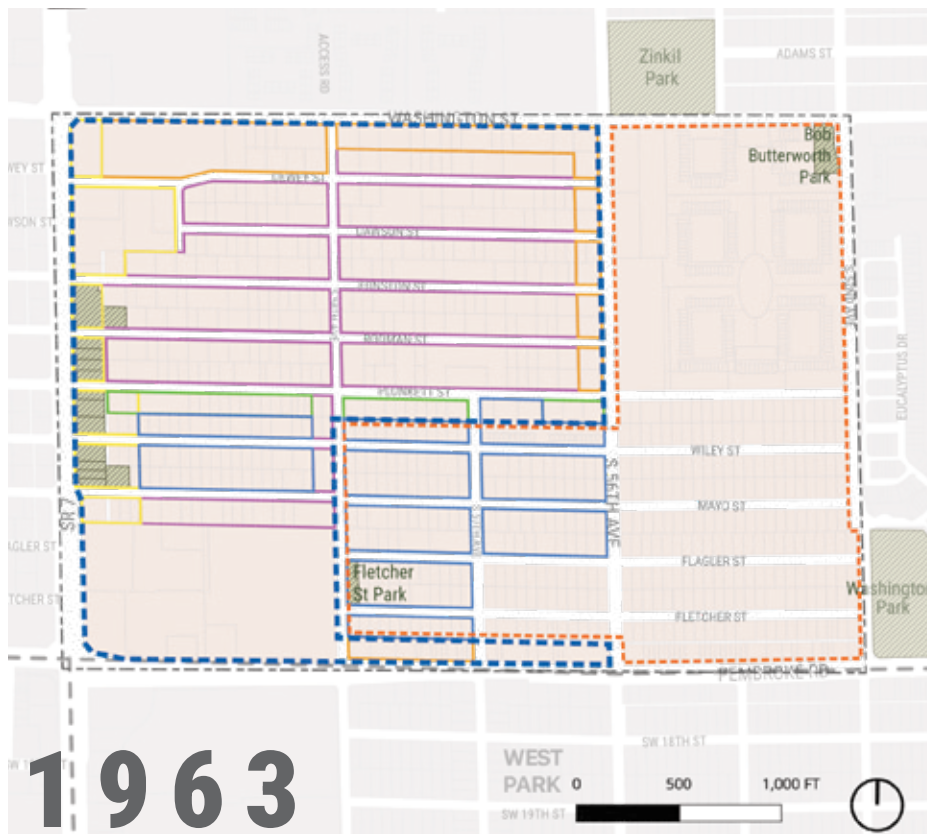
In 1963, Washington Park was annexed into the City of Hollywood. A year later, the city rezoned the area, adding a light industrial zoning designation. In the effort to improve the area's character, the City Commission then voted on a "get tough policy" for property owners who did not clear vacant lots in Washington Park.

As a result, Washington Park's built landscape changed drastically. What was once a single-family / manufactured homes residential community now contained warehouses, garages, and other industrial uses. Washington Park's current zoning continues to reflect the impacts of this period.

These developments were met with strong opposition from community members who wanted to maintain the area's residential character. In the early 1970s, the Washington

Park Homeowners Association started a petition to rezone vacant lots in Washington Park as single-family to prevent land speculators from purchasing these lots and acquiring variances for the development of additional industry.

Tensions grew stronger after proposals were made to build public housing in Washington Park. Many community members argued the project would once again alter the community's single-family residential character. Others petitioned for Washington Park to receive much-needed resources and infrastructure, such as sewers, before approving any projects in the area.



Map 07. In 1963, Washington Park was annexed into the City of Hollywood and rezoned shortly thereafter. The result was a significant reduction in housing and the growth of industrial and commercial areas. (Source: The Sun Tattler).

- LEGEND:**
- M-1 Light Industrial District
 - BB-2 General Business District
 - BC-3 Commercial, Business
 - C-1 Neighborhood Commercial
 - RC-3 Low-Density Multi-Fam Residential

COMMUNITY REVITALIZATION



Map 08. This 1970 aerial of Washington Park demonstrates how industrial development changed the character of the study area's northern and southwestern parcels. (Source: University of Florida Digital Collections).

In the meantime, a wave of community revitalization projects ensued. Community members sought to reduce crime, provide children with recreational opportunities, and establish community service organizations that would improve the quality of life in Washington Park. In 1967, in collaboration with City officials, the Washington Park Civic Association helped establish Washington Park (green open space). The park was in great demand, considering Washington Park was one of the few areas in the city that did not have any facilities for children. A community center was later built at the park in 1984.

In 1970, the Washington Park Civic Association sponsored a clean-up campaign in the effort to beautify the neighborhood and meet the City's demands. In 1980, sewer lines were installed in a portion of the area, though these caused issues a couple of years later in the form of frequent road cave ins.

In 1970, the City of Hollywood, in collaboration with Broward County and local residents, initiated a beautification campaign to enhance Washington Park's community character and improve residents' quality of life. The campaign featured local clean-ups and property maintenance and came in tandem with efforts to provide local children with recreational spaces.



Image 04. Shortly after its annexation into the City of Hollywood, a series of community beautification and revitalization projects followed wherein community members worked closely with City officials to reduce crime, expand recreational opportunities, and improve quality of life within the community. (Source: The Sun Tattler, 1967, 1970).



COMMUNITY SERVICE & AID ORGANIZATIONS

Still, Washington Park was plagued with issues such as drugs, crime, and a lack of civic engagement. These issues inspired community leader Nadine McCrea to take action and establish the Community Enhancement Collaboration Inc. (CEC) in the living room of her own house (1982). McCrea met with underserved residents and invited children to her home so they would have a safe recreational space to spend time in.

Around the same time, community leader Henry Graham founded the Liberia Economic and Social Development Inc. (LES), a community development non-profit that was established to create jobs, encourage minority businesses, and improve housing in blighted neighborhoods. LES's efforts were primarily centered in the predominantly Black neighborhoods of Liberia and Washington Park. The organization founded a newspaper called the Liberia Metro Tribune that was used, in part, to garner federal support for minority communities.

Between 1975 and 1986, Washington Park received around \$2.6 million in government funds for a new daycare center, code enforcement, housing construction, and one-stop social services. By 1997, through McCrea's efforts, the Washington Park Neighborhood Association had secured community development grants to lay sod, plant trees, and generally beautify the area. The association also helped establish a cooperative sports program, a neighborhood crime watch program, and a Hollywood Police Department substation in an apartment on Wylie Street.



Image 05. The Community Enhancement Collaboration Inc. (CEC) began in community leader Nadine McCrea's living room. By 2014, the CEC was serving more than 9600 families and collecting more than 258,000 pounds of food a year through its food bank. (Source: Community Enhancement Collaboration, Inc., 2022).

In 2012, as part of the Washington Park Redevelopment Project on City acquired land along Wiley Street, the CEC received federal funding to establish a community service center at 5648 Wiley Street. At the new center, McCrea and her team of volunteers provide much-needed services to the community in the effort to advance economic, health, civic and social interests, foster community pride, and encourage active participation from all citizens.

Community organizations played a critical role in acquiring and allocating these funds for Washington Park. Their advocacy has profoundly influenced the community's urban form through the preservation of housing, infrastructural improvements, the development of community centers, and more.



Image 06. Long-time community residents and members of the Washington Park Neighborhood Association c.1997. (Source: The South Florida Sun Sentinel).

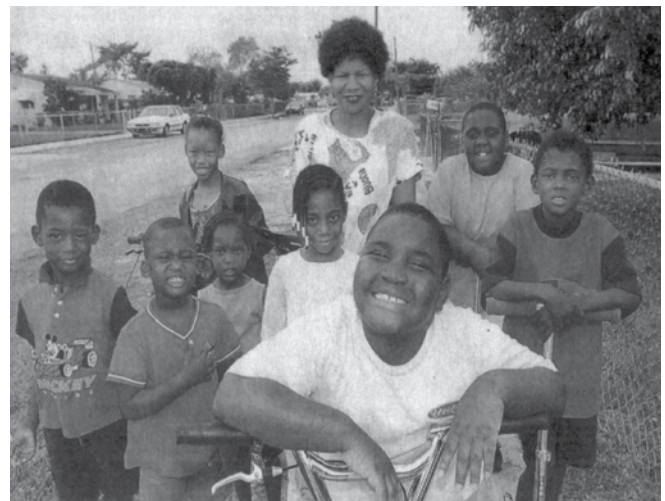


Image 07. Nadine McCrea, middle, stands with children involved in the Youth Crime Watch Committee, which was established to deter crime and create civic engagement opportunities for younger members of the community, c.2000. (Source: The South Florida Sun Sentinel).

EXPANDING STATE ROAD 7 / US 441

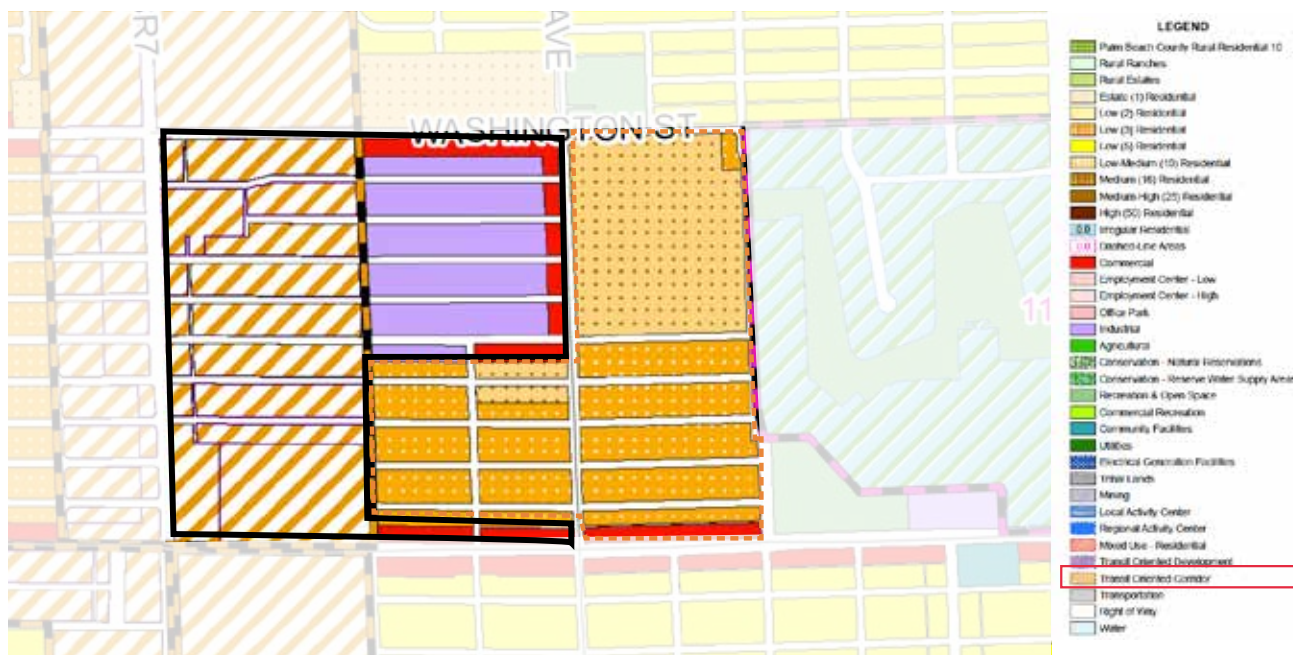
The State Road 7 / US 441 Collaborative was established in 2001 as a regional partnership to address the corridor's declining economic and aesthetic conditions and their impact on surrounding communities.

In the early 2000s, State officials and FDOT began planning the expansion of State Road 7 from 4 to 6 lanes, adding a divided, landscaped median, bike lanes, sidewalks and park-like drainage ponds, all enhancing mobility and appearance. The plan called for the demolition of many commercial properties along the route, including lots within Washington Park. Between 2003 and 2011, FDOT acquired and demolishing the lots along SR 7 / US 441 between Funston Street and Mayo Street. In 2017, FDOT completed a linear park on these lots and added bike lanes along SR 7 / US 441 the following year.

In 2018, the City of Hollywood further supported redevelopment by amending future land uses to create a Transit Oriented Corridor (TOC) zoning designation, aligning zoning with the vision of a more connected, walkable, and sustainable SR 7 / US 441 corridor. One third of the Washington Park study area falls under this category.



Map 09. A new open space was developed along State Road 7 on the western perimeter of Washington Park, providing the community with its only designated green space. This same year, the western half of Washington Park was re-zoned for Transit-Oriented Development. (Source: Google Earth 2017).

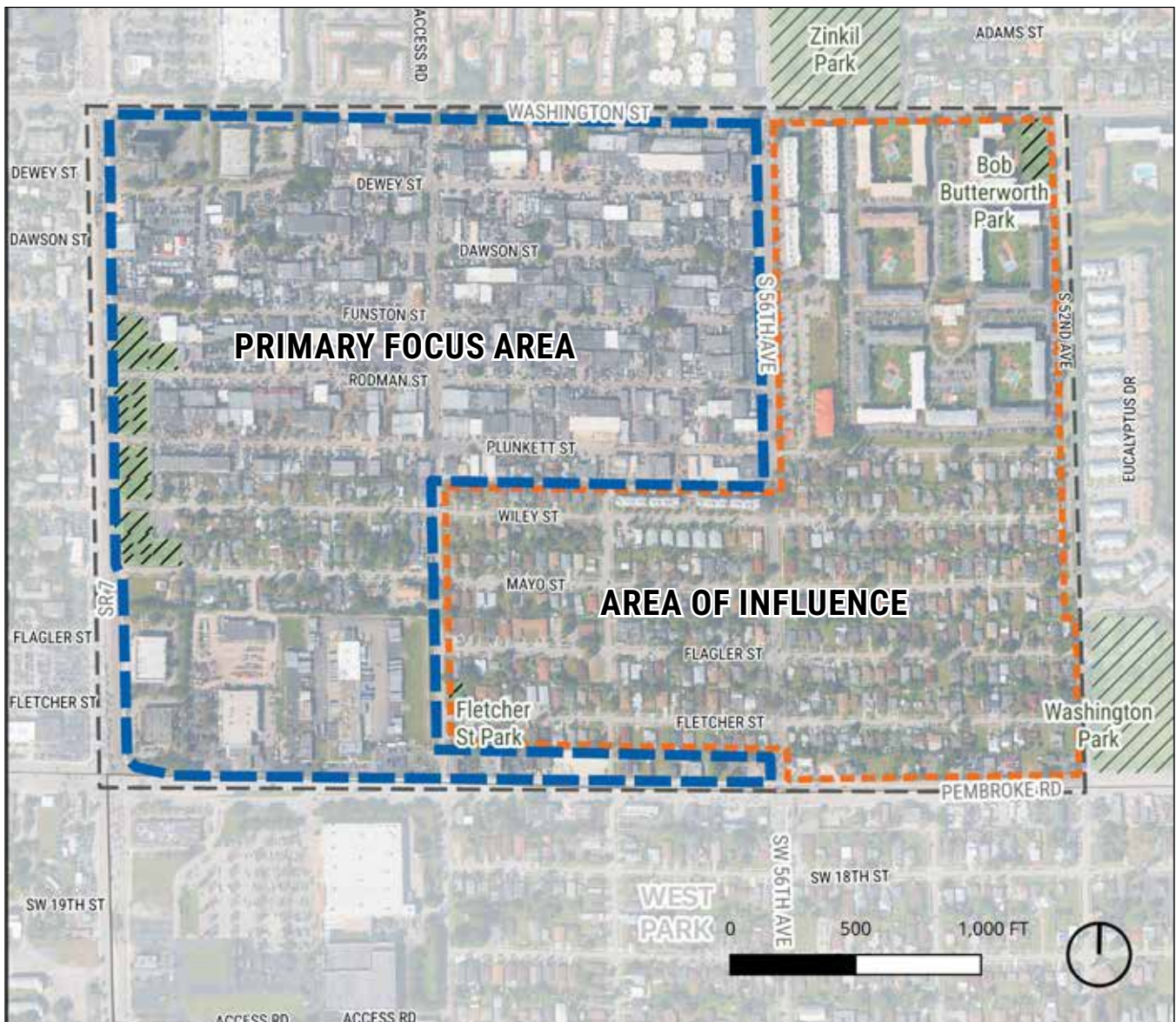


Map 10. This Future Land Use Map from 2017 shows the Transit-Oriented-Corridor overlay that covers one-third of the Washington Park study area. (Source: Broward County).

WASHINGTON PARK INDUSTRIAL AREA REDEVELOPMENT PROGRAM

In 2025, the City of Hollywood embarked on a project to revitalize Washington Park through thoughtful planning and design. The goal is to develop a master plan for the community that focuses on improving the character of Washington Park’s industrial and commercial areas.

This master plan will factor in the nuanced history of development within Washington Park and will seek to make meaningful recommendations that will improve residents and businesses operations and overall quality of life.



Map 11. This 2025 aerial depicts Washington Park’s current status. The western half of Washington Park experienced the most zoning changes since the area’s annexation in 1963. This half now features mixed-use suburban development and open recreational space. (Source: Google Earth).

3. DOCUMENT REVIEW

To support this study, the team reviewed a range of planning documents and transportation studies from both city and county-level initiatives. These sources provided valuable context on past initiatives, current conditions, and future opportunities.

Earlier efforts, such as the Hollywood/Pines Blvd Congestion Management Process (2013) and SR 7 Multimodal Improvements Corridor Study (2016), emphasized mobility hubs, urban design, and improved bicycle and pedestrian connections.

More recent plans, including the PREMO Study (2023), the Broward Regional Comprehensive Safety Action Plan (2025), and the City of Hollywood Strategic and Economic Development Plans (2020, 2025), reinforce the role of SR 7 / US 441 and Pembroke Road as critical corridors for safety, economic development, and regional connectivity.

Collectively, these documents highlight recurring priorities such as multimodal improvements, transit-oriented development, corridor reinvestment, and housing diversity, while also pointing to persistent challenges like congestion, safety risks, and regulatory barriers.

This review ensures future recommendations build on prior work while also responding to the evolving needs of the community.



Image 08. Timeline of documents reviewed. (Source: Plusurbia).

TEN YEARS DOWN THE ROAD: THE STATE ROAD 7 / US 441 COLLABORATIVE (2011)

The State Road 7/US 441 Collaborative was established in 2001 as a regional partnership to address the corridor's declining economic and aesthetic conditions and their impact on surrounding communities. With a Federal Highway Administration grant awarded in 2003, the Collaborative launched a Corridor Strategic Master Plan grounded in smart growth principles. This included a market assessment, followed by the development of community visions through nine planning segments.

Between 2003 and 2005, a series of charrettes engaged citizens, businesses, and local steering committees, ensuring community ownership and long-term commitment to the plan.

The Hollywood/Seminole Nation Master Plan shows a **linear park along the eastern portion of the study area** adjacent to US 441/SR 7. It also **recommends that buildings fronting SR 7 reach the greatest heights, with building heights stepping down toward the east to better align with the scale and character of the surrounding neighborhoods.**

Following the charrettes, efforts to revitalize the Broward County portion of the corridor focused on strategic improvements in Hollywood, West Park, and Miramar.

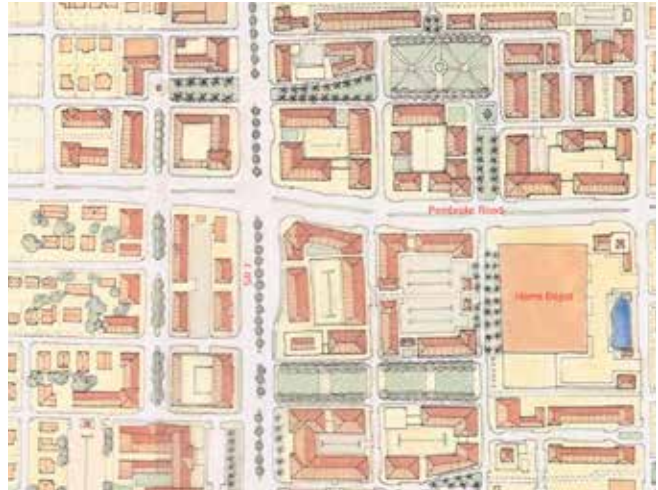


Image 09. Hollywood/Seminole Nation Master Plan. (Source: Treasure Coast Regional Planning Council (2006)).

HOLLYWOOD/PINES BLVD CONGESTION MANAGEMENT PROCESS & LIVABILITY PLANNING PROJECT (2013)

The Broward MPO's Livability Planning Projects were designed to advance the Mobility Hub concept of the 2035 Long Range Transportation Plan (LRTP). These hubs serve as key transfer points where people connect with transit systems, supported by bike and pedestrian infrastructure and integrated land use policies.

The study provides both short-term capital project recommendations to improve mobility, safety, and access to high-ridership transit hubs, as well as long-term strategies for land use and transportation system changes that encourage transit, walking, and biking.

The Hollywood Blvd and SR 7 / US 441 intersection was identified as one of the Gateway Hubs, located less than one mile north of the Washington Park study area. This

site was already a busy transit destination, and, at the time, future improvements planned the SR 7 / US 441 widening/reconstruction and the development of a Walmart on the Millennium Mall site.

The plan emphasizes urban design and implementation toolkits based on five key principles: connectivity, public realm, site orientation, ground-floor design/use, and transitions to neighborhoods. Specific zoning recommendations include expanding residential and mixed-use allowances and modifying setback requirements in the commercial corridor district to better support redevelopment.



The Preferred Scenario for Hollywood Boulevard & SR 7 reflects a significant increase in multi-family housing to achieve the critical mass required of premium transit, as well as an increase in arterial commercial building types in effort to retrofit more suburban retail conditions to create a better pedestrian environment. Multi-family housing is proposed as the primary type of residential development because Hollywood, especially close to major transit routes, lacks newly constructed workforce housing.

Image 10. Preferred scenario and vision for Hollywood Blvd & SR 7. (Source: Hollywood/Pines Blvd Congestion Management Process & Livability Planning Project (2013))

SR 7 MULTIMODAL IMPROVEMENTS CORRIDOR STUDY (2016)

The study aimed to identify a set of specific transportation and congestion management projects focused on operational and safety improvements along SR 7 / US 441. These projects **prioritize multimodal enhancements that not only reduce congestion but also improve safety and support sustainable mobility**. Key **objectives include improving transit service, reliability and travel time, enhancing the passenger experience, and creating safer, more accessible bicycle and pedestrian networks**.

The proposed multimodal improvements include **new pedestrian facilities, expanded bicycle infrastructure, and integrated multimodal network recommendations**. Collectively, these measures are designed to encourage transit-oriented development, promote integrated planning and investment, and reinforce the broader vision for sustainable corridor growth.

CITY OF HOLLYWOOD SUSTAINABILITY ACTION PLAN (2017)

Hollywood’s 2016 Sustainability Action Plan outlines 99 actions to reach 32 goals across seven focus areas, it blends quick, low-cost steps with longer-term efforts and is meant to evolve over time.

Key priorities include:

- Resiliency (**mitigation and adaptation with dedicated funding for sea walls, green infrastructure, nature-based coastal defenses, and pervious pavement**).
- Built Environment (**zoning and development that favor TOD, mixed-use, and higher density**).
- Mobility (**shifting trips to transit, walking, and biking; improving sidewalk/bike safety; pricing/**

optimizing parking; enhancing trolley service; and shortening commutes through transit-oriented, live/work development).

- Community Engagement (**education plus expanding park acreage, tree canopy, and transit ridership**).

CITY OF HOLLYWOOD STRATEGIC PLAN (2020)

The City of Hollywood’s strategic plan sets a mission to be among South Florida’s best places to live, learn, work, invest, and play, aligning all municipal activities and resources to that vision so leaders can make calculated, mission-driven decisions. Top priorities include:

- **Communication & Economic Vitality:** Promote clear civic engagement while driving reinvestment in corridors and CRAs, supporting startups and high-wage industries, and expanding tourism.
- **Public Safety & Preparedness:** Ensure strong code compliance, robust emergency readiness, and improved private infrastructure through strict building code standards.
- **Quality of Life & Neighborhoods:** Reinforce housing affordability and reinvestment, encourage private investment in existing housing, expand workforce housing, and provide programs that enhance resident wellbeing and public spaces.
- **Resilience & Sustainability:** Strengthen infrastructure and natural environments for long-term resilience, continuity, and efficiency, while encouraging sustainable practices across both public and private sectors.

PREMO (PREMIUM MOBILITY PLAN) STUDY (2023)

The Premium Mobility Plan (PREMO) is designed to build a countywide network of high-quality transit services that offer safe, reliable, and frequent mobility. Its goals include improving access for all residents, supporting economic growth, ensuring financial stability, advancing equitable transit solutions, and promoting environmental stewardship. The plan emphasizes modern, convenient service that connects communities while enhancing safety, security, and integration across multiple modes of transportation.

As part of this effort, the plan outlines the **Bus Rapid Transit (BRT) line along SR 7 / US 441**. The project will connect activity centers between Commercial Boulevard and County Line Road, featuring 15 miles of dedicated BRT service, supplemental high-frequency routes, approximately 16 branded stations.

Where feasible, **exclusive transit lanes and potential light rail connections** will further strengthen the corridor. The project is expected to open by the end of 2030, positioning SR 7 / US 441 as a key backbone of the region's premium transit network.



Image 11. US 441 / SR 7 BRT. (Source: PREMO (Premium Mobility Plan) Study (2023))

COMMERCIAL CORRIDORS ECONOMIC DEVELOPMENT ASSESSMENT (2024)

The economic assessment was prepared for the City's Economic Development Department to better understand the unique characteristics of the different commercial corridors in the city and identify opportunities for economic growth.

The study **highlights the SR 7 / US 441 corridor's potential to become a vibrant destination centered around authentic food establishments that foster community engagement, cultural exchange, and local economic activity.** Recommended strategies include promoting diverse culinary experiences, hosting cultural events and festivals, and enhancing the overall atmosphere to create a welcoming and memorable destination.

In 2024, when the study was conducted, the corridor featured a mix of office and institutional uses, big-box retailers, auto dealerships, and small independently owned businesses with strong ethnic influence. The study emphasizes the opportunity to build on these existing assets by activating public spaces and implementing the proposed linear park along SR 7 / US 441 as a catalyst for revitalization. **The transit-oriented land use designation, adopted in 2018, was also identified as a key opportunity to introduce greater density, a mix of uses, and urban**

design elements that encourage walkability, transit use, and a stronger sense of place.

Key **opportunity sites**, particularly those north of Washington Street and within the **Washington Park Industrial Area**, were identified and recommendations suggested **prioritizing transportation improvements, façade upgrades, flexible commercial spaces, and the introduction of “third places” such as breweries and community gathering spots.** Infill development were encouraged in a way that supports rather than disrupts local businesses and neighborhoods. The report recommends focusing economic strategies on branding subdistricts, building community pride, supporting local customer bases, and creatively positioning the auto services cluster rather than displacing it.

Pembroke Road was also recognized as a civic and office-oriented corridor with potential to become a balanced employment and services hub through a mix of healthcare, retail, and professional services.

Across all areas, **the study calls for targeted investment, marketing and branding efforts, strong community engagement, and strategic infrastructure enhancements to support long-term economic vitality.**

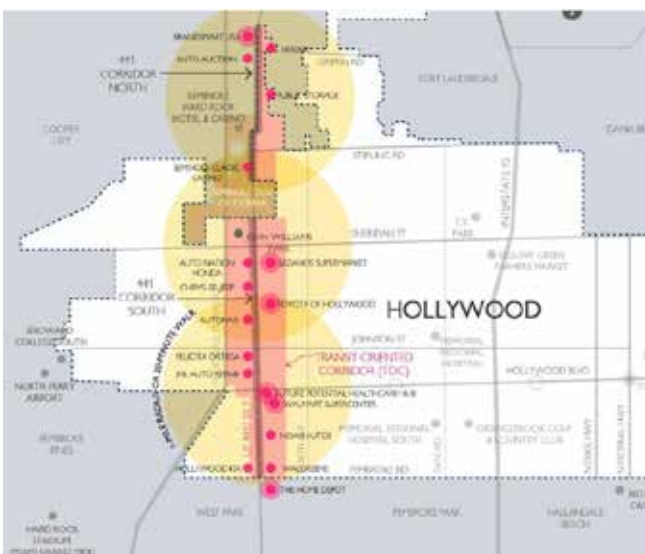


Image 12. Transit Oriented Corridors and Opportunity Areas. (Source: Commercial Corridors Economic Development Assessment (2024))



Image 13. Proposed Linear Park (Source: PREMO (Source: Commercial Corridors Economic Development Assessment (2024))



Image 14. SR 7 / US 441 and Washington Street Opportunity Site. (Source: Commercial Corridors Economic Development Assessment (2024))

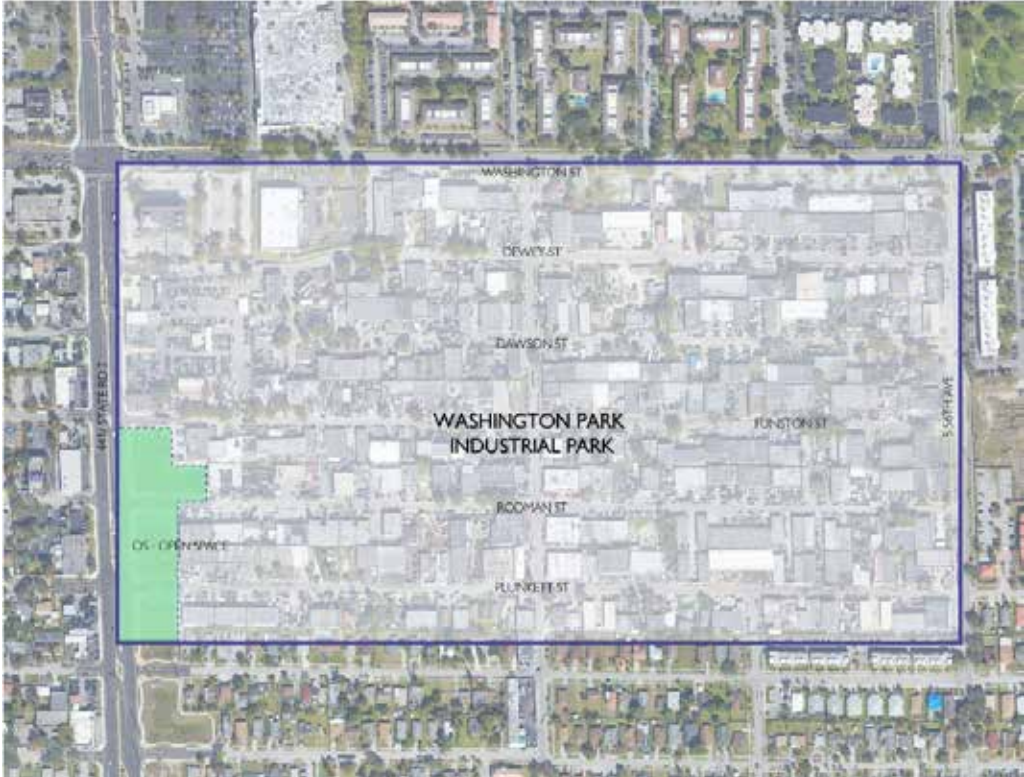


Image 15. SR 7 / US 441 south of Washington Street Opportunity Site. (Source: Commercial Corridors Economic Development Assessment (2024))

CITY OF HOLLYWOOD ECONOMIC DEVELOPMENT STRATEGIC ASSESSMENT (2025)

The plan emphasizes holistic and sustainable economic growth in Hollywood, continuing past efforts while optimizing strategy. The plan outlines nine strategic priorities to strengthen the city's foundation, including **leadership alignment, expanded digital outreach, community engagement, enhanced regional connectivity, stronger collaboration, and improved business retention**. Other key areas include preparing for CRA integration, advancing inclusive housing opportunities, and modernizing zoning policies to support redevelopment and future growth.

Several tactics are detailed, especially those relevant to the Washington Park study area. These focus on transportation and housing, such as advocating for inclusion in regional

transit initiatives, promoting transit-oriented development (TOD), and improving last-mile connectivity with bike, pedestrian, and shuttle integration.

Additional strategies stress aligning transportation investments with economic development, strengthening business support collaboration, expanding the Business Retention & Expansion (BRE) program, and enabling mixed-income housing near jobs and transit.

Finally, zoning modernization is emphasized through targeted reviews, flexible overlay districts, and development incentives to transform underutilized parcels into vibrant, higher-value mixed-use spaces.

04 EXPAND REGIONAL CONNECTIVITY AND MOBILITY

Goal: Promote transportation initiatives that strengthen regional connectivity, enhance mobility options, and support equitable access to jobs, services, and destinations for all Hollywood residents.

06 SUPPORT AND RETAIN EXISTING BUSINESS

Goal: Evaluate and enhance the City's existing business retention efforts by establishing a more formalized Business Retention & Expansion (BRE) program that supports proactive outreach, coordinated service delivery, and targeted assistance for key sectors to drive job retention and support long-term employment growth.

08 ADVOCATE FOR INCLUSIVE HOUSING OPPORTUNITIES

Goal: Expand access to inclusive and affordable housing by advocating for policy tools, incentives, and partnerships that support mixed-income development near transit, jobs, and essential services.

09 ADVOCATE FOR THE MODERNIZATION OF ZONING AND LAND USE

Goal: Enable and encourage the transformation of aging shopping centers and smaller, underutilized parcels into higher-value, mixed-use developments through updated zoning policies, streamlined processes, and targeted incentives.

Image 16. A few of City of Hollywood Economic Development Strategic Assessment Goals that affect the study area. (Source: City of Hollywood Economic Development Strategic Assessment (2025))

BROWARD REGIONAL COMPREHENSIVE SAFETY ACTION PLAN (2025)

The goal of the plan is to achieve zero deaths and serious injuries by 2050, focusing funding on the High-Injury/High-Risk Network and aggressive speed management. The plan identifies SR 7 / US 441 and Pembroke Road as High-Injury and High Risk Corridors.

The plan recommends a range of roadway and intersection safety improvements to reduce crashes and improve mobility. Key strategies include **narrowing travel lanes, creating 20 mph neighborhood slow zones, upgrading street lighting,** and using smart signal technologies such as green waves and rest-in-red timing on high-speed corridors.

Intersection and corridor treatments focus on slowing vehicles and protecting pedestrians and cyclists. These include **protected intersections, relocated bus stops, tighter curb radii, median refuges, shorter turn lanes, added street trees, and raised intersections.** Policies like “No Right on Red,” leading pedestrian intervals, flashing yellow signals where appropriate, and extended green time for bicycles are also proposed to improve safety and lower crash severity.

High-Injury Network (HIN) and High-Risk Network (HRN)

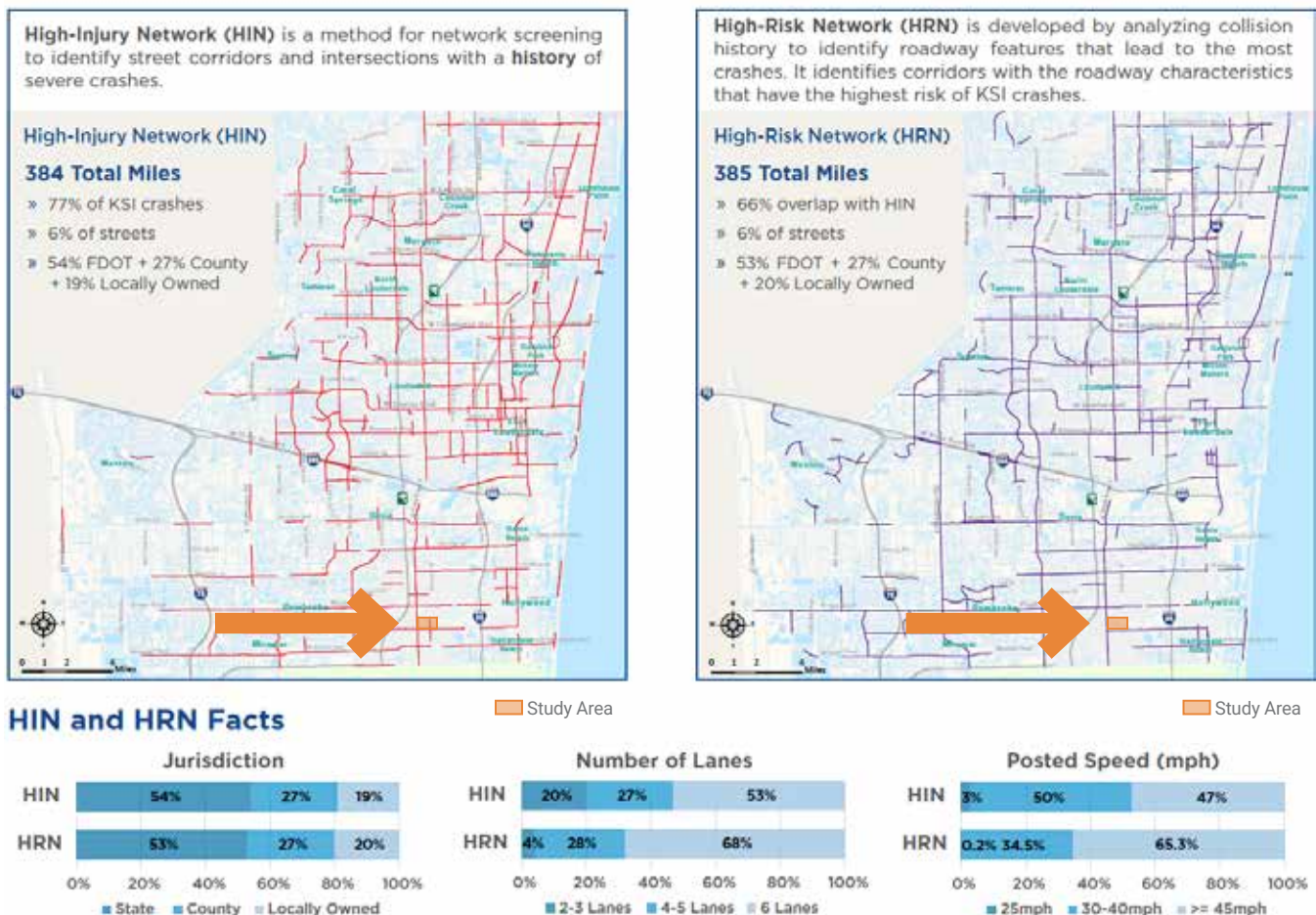


Image 17. High-Injury and High Risk Networks. (Source: Broward Regional Comprehensive Safety Action Plan 2025).

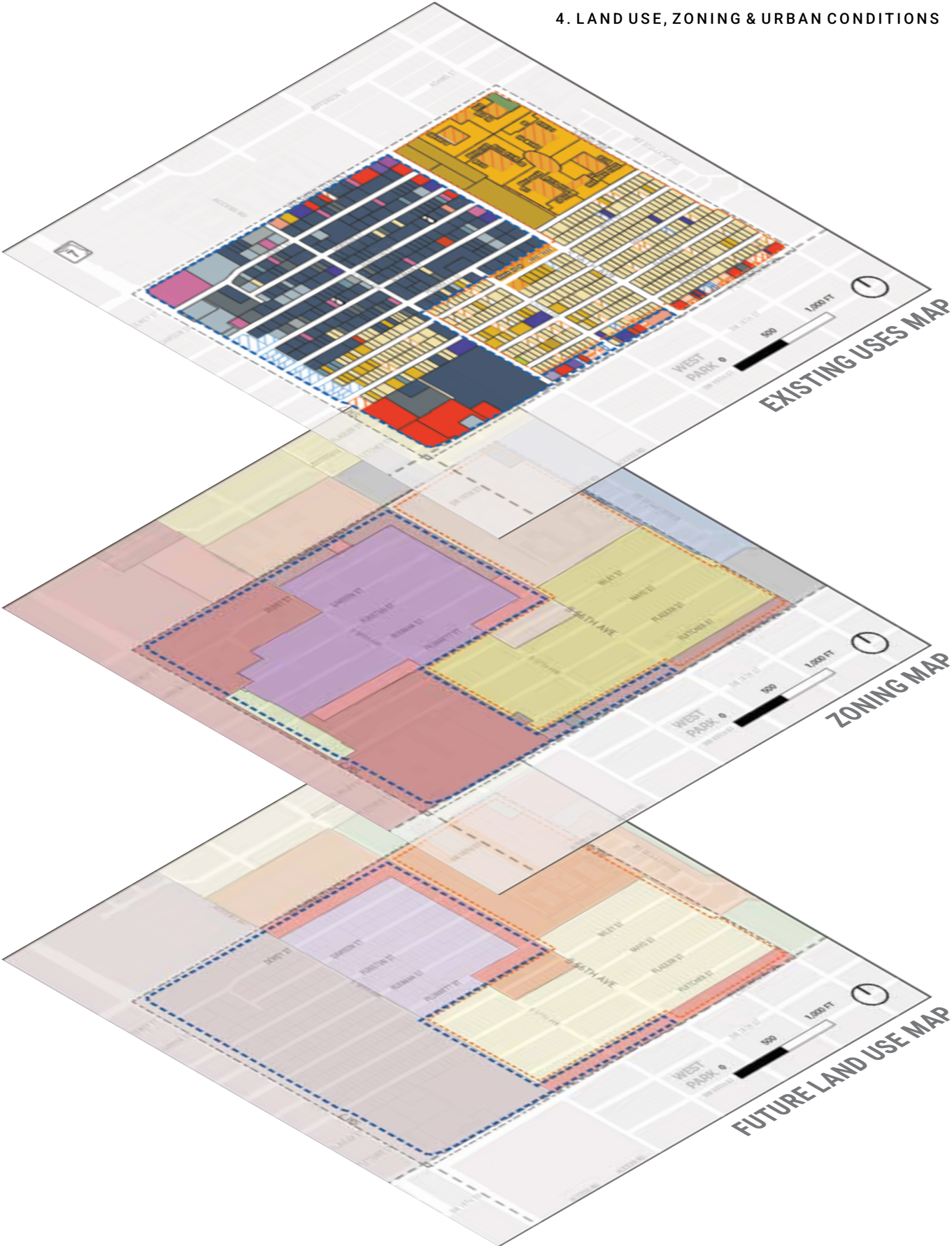
4. LAND USE, ZONING & URBAN CONDITIONS

This analysis was undertaken to understand the urban conditions of the Washington Park Study Area and its surrounding context. The review integrates regulatory analysis, including the Comprehensive Plan and zoning framework, with an assessment of physical and social conditions that influence daily life. GIS mapping, spatial analysis, and field documentation were used to evaluate how policy and built form interact on the ground.

Key areas of focus included block structure review and street connectivity, access to parks and open space, tree canopy coverage, land use patterns, and overall urban form. The study also examined practical conditions such as on-street parking behavior, sidewalk continuity, lighting, and maintenance, alongside broader factors including flood risk, development trends, and regional context.

Field visits were critical to capturing real-time observations of how the district functions day to day. Together, these layers of analysis establish a comprehensive understanding of Washington Park's regulatory environment, and physical fabric, forming the foundation for identifying both challenges and opportunities that will inform future recommendations.

4. LAND USE, ZONING & URBAN CONDITIONS



Map 12. Washington Park Study Area Future Land Use, Zoning and Existing Uses Maps. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

CITY OF HOLLYWOOD CITY WIDE MASTER PLAN

The City is currently in the process of updating its comprehensive plan, which was last revised in 2008. This review reflects the existing comprehensive plan as currently adopted and does not yet incorporate the most recent updates now in progress.

The City Wide Master Plan (CWMP), developed in 2001, sets the vision and framework for the City's future growth. It emphasizes preserving historic urban character, natural resources, and single-family neighborhoods, while encouraging mobility, reinvestment in key areas, and targeted public improvements. Core principles include supporting business growth, expanding housing options, improving transportation connections, preserving open space, and promoting cultural and educational opportunities. Collectively, these priorities guide balanced, sustainable growth that enhances quality of life while respecting the City's heritage. The plan also includes sub-area plans, with the 441 Corridor identified as Sub-Area 1.

FUTURE LAND USE CATEGORIES

The CWMP future land use categories map for the Washington Park study area are made up of four primary designations: Low and Medium Residential (42.6%), Transit Oriented Corridor (34.8%), Industrial (14%), and General Business (8.2%), concentrated along Washington Street, Plunkett Street, SW 56th Avenue, and Pembroke Road.

Analytical Observations:

The predominance of residential categories, paired with the presence of the Transit Oriented Corridor category, highlights the Comprehensive Plan's intent to foster stronger connections between housing and transit. At the same time, the industrial and general business designations clustered along key corridors suggest opportunities for employment and economic activity, but also point to the importance of balancing land use compatibility between residential neighborhoods and adjacent non-residential designations.

CWMP ELEMENTS

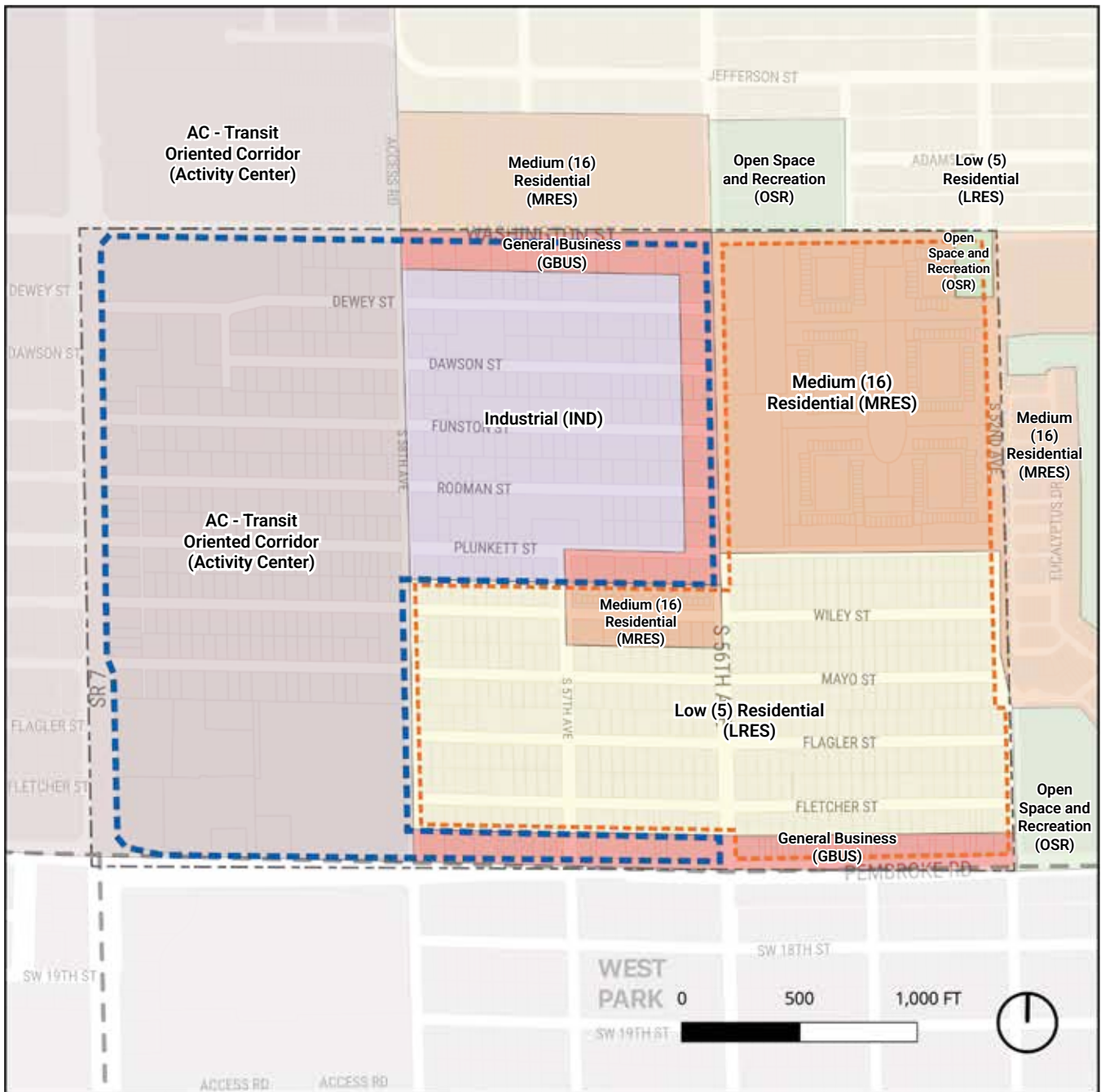
The City's CWMP Elements and objectives focus on increasing transit use, supporting the SR7/US 441 widening project, and aligning capital improvements with redevelopment to strengthen neighborhoods, businesses, and tourist areas. Efforts emphasize improved design standards, code enforcement, and infill redevelopment in blighted areas to promote economic growth and community revitalization.

A key priority is focused on the SR7/US 441 Corridor, where policies encourage innovative zoning, land assembly, and the creation of mixed-use development nodes. The plan suggests larger parcels are targeted for redevelopment to support sustainable economic growth, improve mobility, and buffer residential areas, ensuring the corridor becomes a catalyst for long-term revitalization and quality of life improvements.

The CWMP calls for targeted reinvestment in Washington Park on the neighborhood side, and directs the City to add landscape and pedestrian upgrades on Plunkett Street to catalyze reinvestment and buffer homes from nearby industrial uses (Land Use Obj. 3.2, Policy 3.2.1).

Housing policies backs this up by explicitly supporting new single-family infill to replace deteriorated structures in Washington Park and fill vacant lots, continuing neighborhood preservation programs as needed (Housing Obj. 2, Policy 2.8). The plan highlights the importance for small-scale, context-sensitive upgrades, safer, greener streets and incremental infill, while protecting residential edges.

Along SR7/US 441, the plan prioritizes coordinated redevelopment aligned with FDOT's widening: maintaining and refining the corridor Overlay District, updating zoning to enable mixed-use nodes, assembling larger parcels, and require stronger buffers to adjacent neighborhoods (Land Use Obj. 3.1, Policies 3.1.1–3.1.7, 3.1.9–3.1.11).



Map 13. Washington Future Land Use (Sources: City of Hollywood)

LEGEND

- Washington Park Study Area
- Primary Focus Area
- Area of Influence

WASHINGTON PARK FUTURE LAND USE CATEGORIES TABLE

	Transit Oriented Corridor (TOC) (Activity Center)	34.8%
	Low (5) Residential (LRES)	25.4%
	Medium (16) Residential (MRES)	17.2%
	Industrial (IND)	14.0%
	General Business (GBUS)	8.2%
	Open Space and Recreation (OSR)	0.5%

Transportation policies reinforce all other elements with design requirements, such as no back-out parking, better bike/ped links into neighborhoods using CPTED principles, multimodal site connections, and interagency coordination through the MPO, SFRPC, and the SR-7 Collaborative (Transportation Policy 2.2.3 and related; Intergovernmental Objective 1 Policy 1.11).

Utilities policies tie infrastructure upgrades (sewer, potential reclaimed irrigation) to the corridor build-out (Utilities Policies 1.7, 7.2). The goal is to achieve a plan-led, infrastructure-ready reinvestment along SR7/US 441 with design standards that channel intensity to the corridor and shield Washington Park's residential fabric, while enabling steady, quality infill inside the neighborhood.

Analytical Observations:

The CWMP establishes a strategy that balances corridor-scale redevelopment with neighborhood preservation. Along US 441/SR 7, policies direct intensity toward mixed-use nodes supported by infrastructure upgrades, innovative zoning, and coordinated land assembly, ensuring the future of the corridor as a catalyst for long-term growth. At the same time the CWMP positions Washington Park for incremental, context-sensitive improvements, such as streetscape upgrades, pedestrian amenities, and small-scale infill, that enhance livability while buffering residential areas from adjacent industrial uses.

ZONING & LAND DEVELOPMENT REGULATIONS

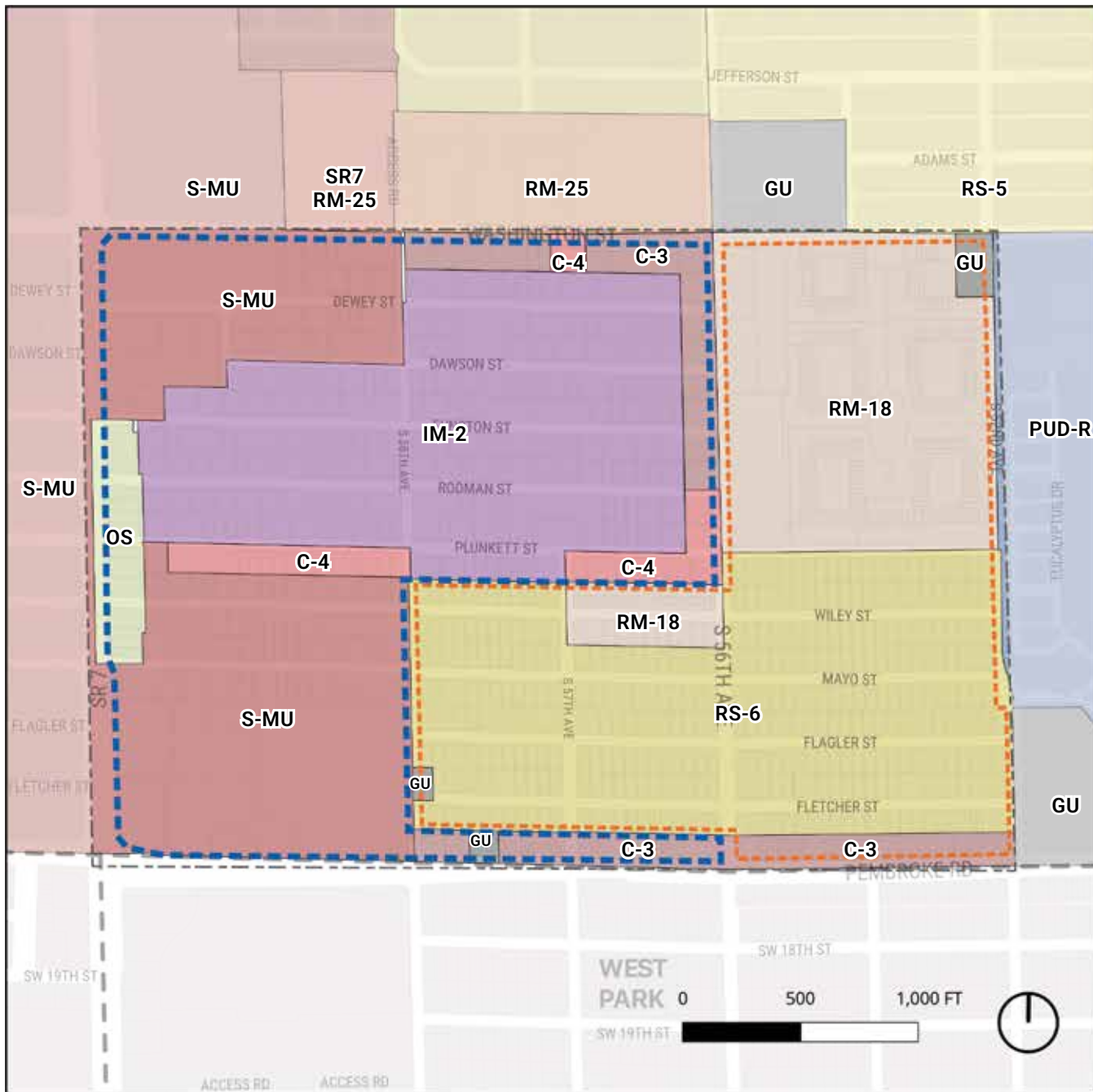
ZONING

Washington Park Study Area

The zoning composition of the Washington Park study area is dominated by three categories: RS-6 Single Family Residential and RM-18 Medium High Density Multiple Family (56.8%), South Mixed Use (31.8%), and Low-Medium Intensity Industrial & Manufacturing (29.7%). These are followed by Commercial Zoning (12.3% combined), which are concentrated primarily along Washington Street, Plunkett Street, SW 56th Avenue and Pembroke Road. Finally, Open Space and Government Use Districts account for 3.8% of the total land area.

Analytical Observations:

The existing land use pattern requires balancing residential stability with established economic and employment uses, particularly along major corridors. Current zoning creates incompatible adjacencies, including low-to medium-intensity industrial uses and transit-oriented districts directly bordering single-family neighborhoods. These conditions underscore the need for improved transitions and compatibility between districts.



Map 14. Washington Park Zoning. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- Washington Park Study Area
- Primary Focus Area
- Area of Influence

WASHINGTON PARK ZONING DISTRICT TABLE

	RS-6 Single Family	34.4%
	S-MU South Mixed-Use	31.8%
	IM-2 Low-Medium Intensity Industrial & Manufacturing	29.7%
	RM-18 Medium High Density Multiple Family	22.4%
	C-3 Medium Intensity Commercial	8.7%
	C-4 Medium-High Intensity Commercial	3.6%
	OS Open Space	2.8%
	GU Government Use	1.0%

Primary Focus Area

The Primary Focus Area differs in composition. Here, South Mixed Use (S-MU) (40.5%) and Low-Medium Intensity Industrial & Manufacturing (37.8%) predominate, reflecting a mix between mixed-use development and industrial districts. Commercial Districts are primarily concentrated along Washington Street, Plunkett Street, SW 56th Avenue and Pembroke Road, reinforcing these corridors as local economic and activity nodes.

Analytical Observations:

The zoning maps reveal a strong industrial presence, which contrasts with the CWMP's vision for the area within 1/4 mile from SR7/US 441 for Transit Oriented Corridor. In this area, industrial zoning is carved out from the Transit Oriented Corridor (TOC) future land use designation, reflecting a deliberate intent to preserve and protect industrial uses.

ZONING & DEVELOPMENT REGULATIONS

Residential Districts

The residential districts are present within the Area of Influence and promote single-family residential and medium-to-high density multifamily uses, both accompanied by high parking requirements.

In the RS-6 district, building heights are limited to two stories, while the RM-18 district allows up to four stories with a density of 18 dwelling units per acre (DUA), allowing two units on a typical 6,000-square-foot lot. The RM-18 standards also include provisions intended to ensure smooth transitions to adjacent single-family districts.

Accessory dwelling units (ADUs) are not permitted due to a restriction that prohibits additional kitchens in single-family districts, except in very large residences of at least 3,600 square feet. This limitation prevents the city from offering moderate-income infill housing opportunities in low-density residential districts while also restricting homeowners from generating supplemental income through secondary rental units.

Analytical Observations:

These regulations reinforce a suburban development pattern that prioritizes single-family housing and automobile use over more flexible, diverse, and affordable residential options. The prohibition of ADUs further limits incremental density and creative housing solutions that could help address local affordability challenges. In practice, this regulatory framework limits opportunities for compact, walkable, and mixed-income neighborhoods that are increasingly important for sustainable urban growth.

Commercial Districts

The commercial districts are concentrated along the major corridors in the study area.

The C-3 Medium Intensity Commercial District is intended to provide standards for the sale of goods and services to the entire city while remaining compatible with the surrounding residential neighborhood. It allows residential uses only on the second floor or higher and restricts them to no more than 50% of a building's total floor area. Residential density is capped at 18 dwelling units per acre (DUA), while hotel and motel uses are permitted at up to 36 DUA. Parking requirements are high, and development must provide landscaped buffers with trees along the front setback, as well as additional protections for properties that abut residential zoning districts.

The C-4 Medium-High Intensity Commercial District is intended to provide standards for businesses located along major arterials. The district allows building heights of up to 17 stories, with a residential density of 36 DUA exclusively for hotel and motel uses. Residential uses are otherwise prohibited. Like C-3, C-4 zoning requires landscaped buffers along the front setback and includes provisions to mitigate impacts on adjacent residential properties.

Both districts include performance standards for specific uses, such as automotive services and daycare facilities, along with design and landscaping requirements intended to improve site conditions, conceal parking areas, and reduce conflicts with nearby neighborhoods. While most automotive uses are prohibited in C-3, some are allowed in C-4. Manufacturing uses are not allowed in either district.

C-4 zoning along Plunkett Street creates a sharp conflict with the adjacent residential neighborhoods to the south and east, raising concerns about compatibility in terms of scale, use, and overall character.

Analytical Observations:

The regulations for C-3 and C-4 districts reinforce a development pattern that prioritizes large-scale, auto-oriented commercial uses while limiting opportunities for mixed-use, pedestrian-friendly environments. By restricting residential uses, particularly in C-4, the zoning framework discourages the integration of housing into commercial corridors, which could otherwise support walkability, transit, and local economic vitality. The placement of C-4 zoning near established residential neighborhoods further highlights a disconnect, as the intensity and scale of development allowed in C-4 is not context-sensitive to its surroundings. This presents both a challenge and an opportunity for reconsidering how commercial corridors could evolve into more balanced, mixed-use environments that better align with walkable urban design and housing needs.

S-MU South Mixed Use District (State Road 7 Transit Oriented Corridor District)

This district calls for a balanced mix of uses that reduce automobile dependence while promoting transit, walking, and biking. Development standards emphasize on high-quality and well-defined urban spaces, with density focused in key areas to protect nearby neighborhoods. A range of housing types and intensities are encouraged, with smooth transitions to adjacent residential districts.

The district calls for higher-intensity mixed-use development along SR7/US 441, with active ground-floor uses, buildings at the street edge, and continuous sidewalks that create a walkable, transit-oriented corridor are encouraged.

Mixed-use development is encouraged through height and density incentives, as well as reduced parking requirements. Single-use buildings are limited to a maximum height of 65 feet, while vertical mixed-use buildings may reach up to 175 feet.

To protect neighborhood character, height restrictions apply to sites, or portions of sites, within 100 feet of residential zoning districts. Residential density is 50 DUA for vertical

mixed-use projects. Detailed standards governing building form, circulation, and setbacks are in place to ensure that new development contributes to a walkable, transit-oriented environment.

IM-2 Low/Medium Intensity Industrial & Manufacturing District

The intent of this zoning district is to establish standards for the development and maintenance of office, heavy commercial, light manufacturing, and industrial uses. Building heights are capped at 3 stories, with requirements for buffers and transitions where sites abut residential neighborhoods.

Residential uses are permitted only in limited circumstances, specifically for living quarters occupied by owners or agents.

Performance standards address industrial landscape buffers, outdoor storage, and recycling operations. However, the majority of industrial uses within the study area were constructed prior to the adoption of these standards and therefore do not comply with many of the current requirements.

Analytical Observations:

While the zoning framework seeks to mitigate potential conflicts between industrial and residential areas, the prevalence of older, non-conforming developments reduces the effectiveness of these standards. This creates challenges for neighborhood compatibility, site aesthetics, and environmental performance.

Live-work configurations can provide a transitional land use between residential neighborhoods and commercial or light industrial areas, improving compatibility across zoning edges.

ZONING DISTRICT SUMMARY TABLE

	RS-6	RM-18	C-3
	RESIDENTIAL (6,000 SF, 60 WIDTH)	MEDIUM-HIGH DENSITY MULTIPLE FAMILY DISTRICT	MEDIUM INTENSITY COMMERCIAL DISTRICT
DISTRICT INTENT AND PURPOSE	Designed to protect the character of the single family neighborhoods.	Designed to provide standards for the development and maintenance of multiple family residential buildings and hotels, where such uses are permitted.	To provide standards for the sale of goods and services to the entire city while remaining compatible with the surrounding residential neighborhood.
MAX. HEIGHT	2 stories (30 ft)	4 Stories (45 ft) If adjacent to single family district: 30 ft for the first 100 ft of lot	5 Stories (60 ft)
DENSITY	5 DUA	18 DUA (16 DUA FLU)	18 DUA and 36 DUA (for motel hotel)
USES	Single-Family and Civic Uses, Schools No ADUs allowed	single family, duplex, townhouse, apartment building. Places of worship, meeting hall, social halls, institutional uses day care commercial and non-commercial parking lots and education facilities.	Residential uses (apartments) are allowed only on second floor or above and cannot exceed 50% of the total floor area of the building.
FAR	N/A	3	N/A
PARKING	Min 2 spaces per unit		



C-4	S-MU	IM-2
MEDIUM-HIGH INTENSITY COMMERCIAL DISTRICT	SOUTH MIXED USE DISTRICT (STATE ROAD 7 TRANSIT ORIENTED CORRIDOR DISTRICT)	LOW/MEDIUM INTENSITY INDUSTRIAL & MANUFACTURING DISTRICT
To provide standards for businesses located along major arterials which serve the entire city and surrounding communities.	The plan promotes walkable, transit-friendly neighborhoods with a mix of housing, shops, services, and jobs, while focusing higher-density development along State Road 7 to create an active, urban corridor. It also emphasizes smooth transitions to protect nearby neighborhoods and identifies key areas as mobility hubs for convenient connections to living, working, shopping, and recreation.	To provide suitable standards for development and maintenance of office; heavy commercial; light manufacturing; and industrial uses of a non-objectionable nature.
17 Stories (175 Ft)	65 ft (Single Use Building) 175 ft (Vertical mixed-use building bonus for sites fronting SR 7) Sites or portions of sites within 100 feet of residential zoning districts: 45 ft.	3 Stories (35 ft)
36 DUA (hotels/motels)	36 DUA (Single Use Building) 50 DUA (vertical mixed-use Building Bonus)	Unlimited
No residential uses are allowed.	Multi-Family Residential, except on the ground floor adjacent to Hollywood Boulevard, Washington Street, Pembroke Road, and State Road 7	Primarily allows light and heavy industrial uses. *Residential allowed only if living quarters for owners and agents
N/A	N/A	3 (FLU)*
	Structure parking encourages and vehicular access shall be located along east-west streets.	Parking not permitted within the landscape buffer

LIVE LOCAL ACT (SB 102 / SB 1730)

The Live Local Act (SB 102 / SB 1730) permits qualifying residential development, including mixed-income and affordable housing, in areas zoned for commercial or industrial use, provided affordability requirements are met. This includes properties previously reserved for warehouse or light manufacturing uses.

Recent amendments limit building height to a maximum of 10 stories for projects that are adjacent on two or more sides to single-family residential areas with at least 25 contiguous homes. For purposes of this limitation, "adjacent" does not include properties separated by a public road or body of water.

Analytical Observations:

In Washington Park, the Act introduces the potential for residential redevelopment within industrial and mixed-use zones, which may shift land use patterns and increase development interest. While this can bring new residents and investment, it may also create pressure on existing employment-generating industrial uses if not strategically managed. Careful planning in the future is required to ensure that the benefits, such as affordable housing and improved mobility, do not come at the expense of losing community character or essential local jobs.

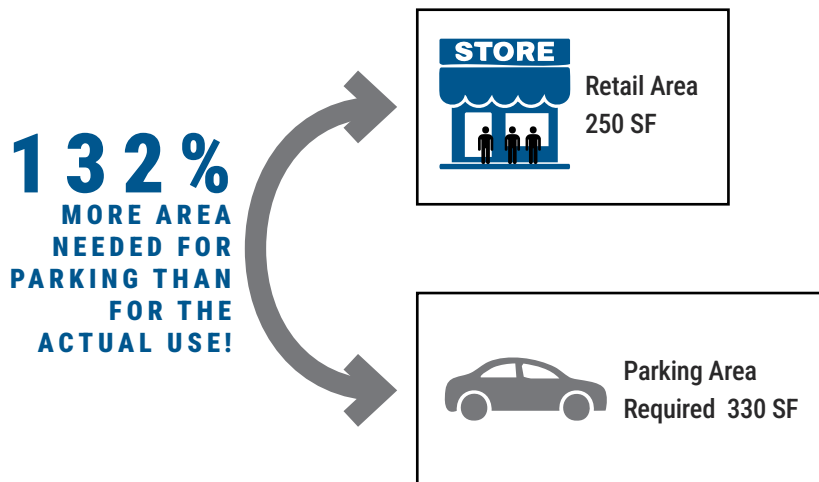
REQUIRED OFF STREET PARKING

The review reveals that the uses demanding the greatest amount of parking in the code that affect the study area are schools, places of assembly, houses of worship, retail and offices. More striking, however, is what the data shown on **Table 01 on page 53** makes clear that nearly 80% of the listed uses require nearly as much, or even more area for parking than for the primary use itself.

Analytical Observations:

The South Mixed-Use District presents an opportunity to reduce automobile dependence through built-in parking flexibility. Provisions allowing up to a 25% reduction in minimum parking requirements, along with a shared parking table, support more efficient land use, lower development costs, and a more compact, walkable urban form.

EXAMPLE USE AREA VS PARKING AREA RATIO



Observation:

In most cases, our built environment is being designed to serve cars before it serves people. The very spaces intended for education, community gathering, cultural engagement, retail and working are overshadowed by the footprint devoted to storing vehicles. This imbalance raises critical questions about land efficiency, urban form, and whether our priorities align with the values of livable, people-centered communities.

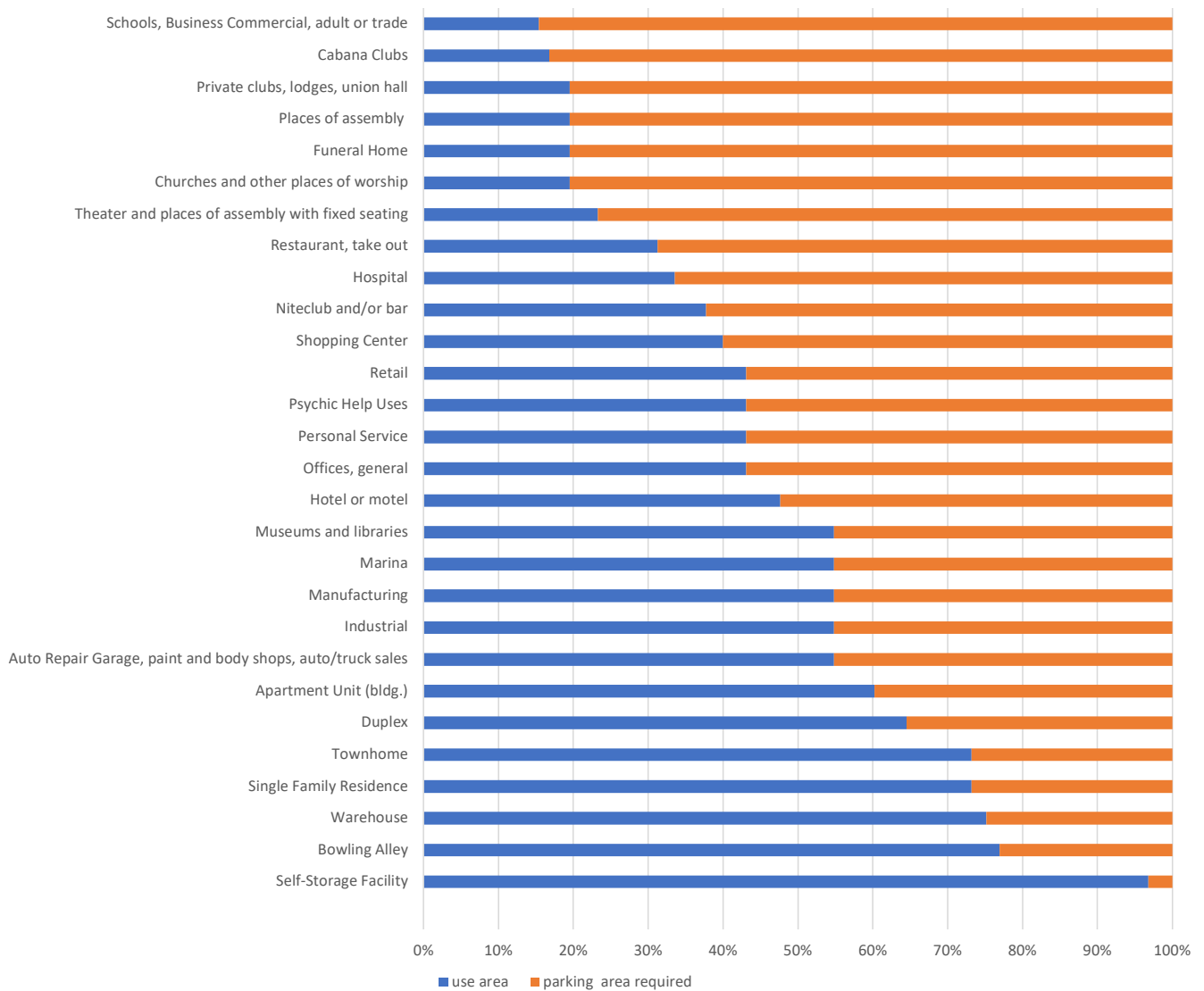


Table 01. Use Area versus Parking Area Ratio Chart * (Sources: Plusurbia, City of Hollywood Land Development Code). * When reviewing the off-street parking requirements, the team estimated that each parking space, including drive aisles for circulation, takes up about 330 square feet. They then compared this to the required parking space per use area and created a table to show how much parking space is needed for each type of use.

EXISTING LAND USES & RECENT DEVELOPMENT

The majority of the Primary Focus Area has existing land uses that fall under warehousing, light manufacturing, parking, auto body, auto dealership, and open storage categories. Office uses are also present, integrated within the core of the industrial and warehousing fabric. There are very few vacant properties.

Along the SR 7 / US 441, Washington Street, SW 56th Avenue, and Pembroke Road corridors, retail activity is the predominant existing land use. The area also contains a high concentration of churches, with a total of fourteen (14) recorded just in the Washington Park Study Area. Two (2) daycare centers are located within the Primary Study Area, one along Pembroke Road and the other on Washington Street. Restaurants are limited, with only four (4) identified in the Primary Study Area.

A pocket of single-family and multi-family housing, west of SW 58th Ave and south of Plunkett St, is embedded within the warehousing and light manufacturing areas.

Analytical Observations:

Overall, the Primary Focus Area is characterized by a strong industrial and service-oriented base, with limited residential and recreational amenities. The intermixing of residential pockets with industrial and warehousing operations presents ongoing challenges for compatibility and quality of life. Additionally, while religious institutions are abundant, the lack of dining/convenience options suggest limited amenities to support a diverse and balanced neighborhood fabric.

RECENT DEVELOPMENT

Within a half mile radius of the Washington Park Study Area, two (2) projects are currently under development. Hillcrest Village, located at 1101 Hillcrest Drive just east of the Study Area, is in the final stages of approval. This project is proposed to have 110 affordable housing units reserved for tenants earning up to 30%, 60%, 70%, and 80% of the Area Median Income (AMI). The development will include a mix of one-, two-, and three-bedroom layouts.

The second project, Residences at Beverly Park at 6015 Washington Street, will provide 115 attainable housing units along with commercial space on the ground floor.

Analytical Observations:

While these two projects contribute much-needed affordable and attainable housing options in the area, the limited number of developments within close proximity highlights a slow pace of new investment close to the study area.

DEVELOPMENT ACTIVITY



Hillcrest Village (Residential)

1101 Hillcrest Drive



Image 18. Hillcrest Village. (Source: Realization Architects)

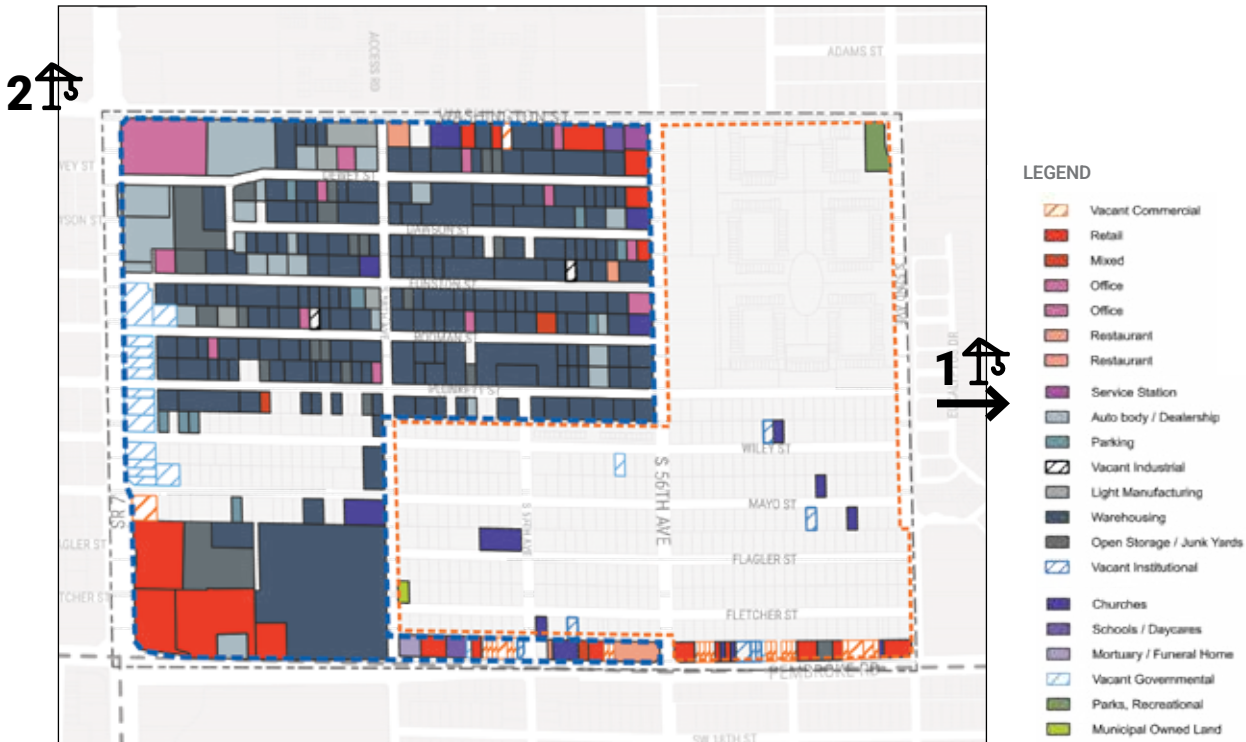


Residences at Beverly Park (Mixed Use, Affordable Housing)

6015 Washington St



Image 19. Residences at Beverly Park. (Source: CFM Architects)



Map 15. Washington Park Exsiting Land Uses - Excluding residential. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)



Map 16. Washington Park Exsiting Residential Land Uses. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

URBAN FORM & FABRIC

BLOCK STRUCTURE

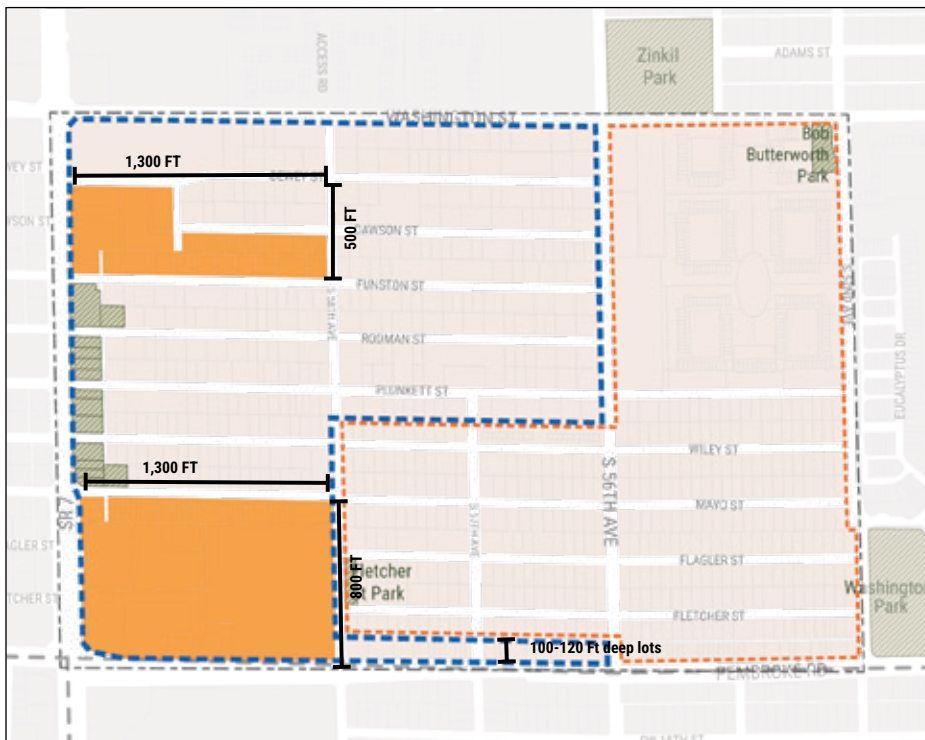
Map 17 on page 56 reveals that the block structure within the Primary Focus Area reflects a predominantly suburban residential pattern, with blocks averaging approximately 1,300 feet in length and 220 feet in width, and no alleys, indicating their origin as traditional residential plats.

At the corner of Pembroke Road and SR 7 / US441, there is a block that measures about 1,300 by 800 feet, with limited east–west and north–south connectivity across the area. Similar issues occur in the block bounded by SR 7 / US 441, SW 58th Avenue, Dewey Street, and Funston Street, where the east connection at Dawson Street is interrupted and fails to provide access to SR 7 / US 441. SW 59th Avenue, meanwhile, functions more like an alley and does not serve as a continuous north–south street connection.

Finally, commercial parcels fronting Pembroke Road and Washington Street, which range from 100 to 120 feet in depth, offer limited capacity other commercial uses under current conditions.

Analytical Observations:

The oversized suburban block structure, combined with limited alleys and incomplete street connections, constrains walkability and transit access. Improving connectivity and addressing parcel depth will be critical to supporting a more walkable, transit-supportive, and economically active urban fabric. Future efforts should focus on breaking up large blocks through new street connections, paseos, alleys, and mid-block crossings to enhance permeability and create a more accessible, fine-grained network.



Map 17. Washington Park Destinations. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

Interesting Fact:

Research demonstrates that walkable neighborhoods are supported by block sizes ranging between 300–500 feet, which generate frequent intersections and direct pedestrian routes. Blocks exceeding 600 feet often discourage walking and restrict transit accessibility.

LEGEND

- Parks
- Washington Park Study Area
- Primary Focus Area
- Area of Influence
- Oversized Blocks in the Primary Focus Area

OPEN SPACES ACCESS

Four parks and open spaces offer recreational opportunities for both residents and workers in the Washington Park Study Area. Their key characteristics are summarized below:

- The **Washington Park Community Center & Field**, offers a 11,564-square-foot facility with programs for all ages, and includes two athletic fields and a basketball court.
- **Zinkil Park** features a lighted walking trail with exercise stations, an interactive water feature, two shaded playgrounds, and restrooms.
- **Bob Butterworth Park and Fletcher Street Park** are smaller neighborhood parks with seating areas and shaded play spaces.
- In addition, the **linear park and retention ponds built by FDOT** along SR 7/US 441 between Funston St and Mayo St provides shaded paths.

The Primary Focus Area benefits from a network of open spaces, all located within a five-minute walk (approximately one-quarter mile). Despite this proximity, field observations revealed that access to these spaces is often constrained by gaps and barriers in the pedestrian environment. In several locations, sidewalks are either missing or obstructed, forcing pedestrians into the roadway. Street crossings can be unsafe due to high traffic volumes and limited traffic-calming measures, while the lack of shade and insufficient street lighting further reduce comfort and safety.

Analytical Observations:

While the area benefits from facilities that offer important recreational opportunities, most lack safe connections. Enhancing connectivity, programming, and amenities could strengthen their role as community hubs and increase neighborhood livability.



Map 18. 1/4 Mile Radius from Park or Open Space. (Sources: City of Hollywood, Plusurbia Design)






TREE COVERAGE

Map 19 on page 58 reveals that, compared to nearby neighborhoods, the Washington Park Study Area has fewer tree coverage. Most of the limited tree coverage is present on the Public Right of Way. Within the Primary Focus Area, where industrial and commercial uses dominate, high lot coverage leaves little to no space for additional tree planting on private property. Similarly, the Areas of Influence, also lacks adequate tree canopy, further contributing to higher temperatures.

Beat The Heat Broward¹, from Broward County Resilience Unit, highlights Washington Park shown on **Map 20 on page 58** as one of the Highest Risk Areas with the highest average summer temperatures and the communities most vulnerable to these temperatures.

¹ Beat The Heat Broward from Broward County Resilience Unit. <https://storymaps.arcgis.com/stories/9b7ef2cf5f2d4580bc6d16edb200a7a5>

LEGEND

-  Parks
-  Washington Park Study Area
-  Primary Focus Area
-  Area of Influence
-  Upland Tree (Forest)









Map 19. NOAA Canopy Cover 2020-2021. (Source: Florida Geospatial Open Data Portal)

Analytical Observations:

The scarcity of tree canopy across both industrial and residential areas highlights a critical need for strategic public realm interventions, such as street tree planting, pocket parks, and shade structures, to mitigate heat impacts and improve overall neighborhood livability.

LEGEND

- Broward County Average Temperatures
-  89°F
-  90°F
-  91°F
-  93°F
-  High Risk Area*
-  Highest Risk Area**

* High Risk Area is defined as neighborhoods where the urban heat islands increase temperatures by 2°F or more and where average per capita incomes are less than 200% the federal poverty level.

** Highest Risk Area is defined as neighborhoods where the High Risk Area criteria is met as well as high percentage of population in high risk age groups (under age 14 or over age 65)










Map 20. Vulnerability Hot Spots. (Sources: Beat the Heat Broward, Broward County Resilience Unit, 2022)

ON-STREET PARKING & LOADING AREAS

Map 21 on page 59 reveals that street parking violations are a recurring issue in the Primary Focus Area. Field observations shown in **Image 21 on page 60** discovered that vehicles are often double-parked or left in locations that block swales, travel lanes, sidewalks, pedestrian crossings, and even private driveways. Loading often happens in middle of the street. These practices not only create safety hazards for pedestrians, cyclists, and drivers but also disrupt traffic flow and reduce overall visibility at intersections. In some cases, blocked sidewalks force pedestrians into the roadway, further compromising safety and accessibility.

Analytical Observations:

Frequent street parking violations indicate weak parking management and a street design that prioritizes vehicle storage over safe, multimodal access. Addressing this will require stronger enforcement, improved curb management, and targeted design interventions to protect walkability and public realm quality.

- LEGEND**
-  Parks
 -  Washington Park Study Area
 -  Primary Focus Area
 -  Area of Influence
 -  Parking Violations
 -  Streets Violations
 -  ROW Violations



Map 21. Parking and Streets Violations. (Sources: City of Hollywood, September 10, 2025)



Image 20. Dec 2025 Site Visit. (Sources: Plusurbia)

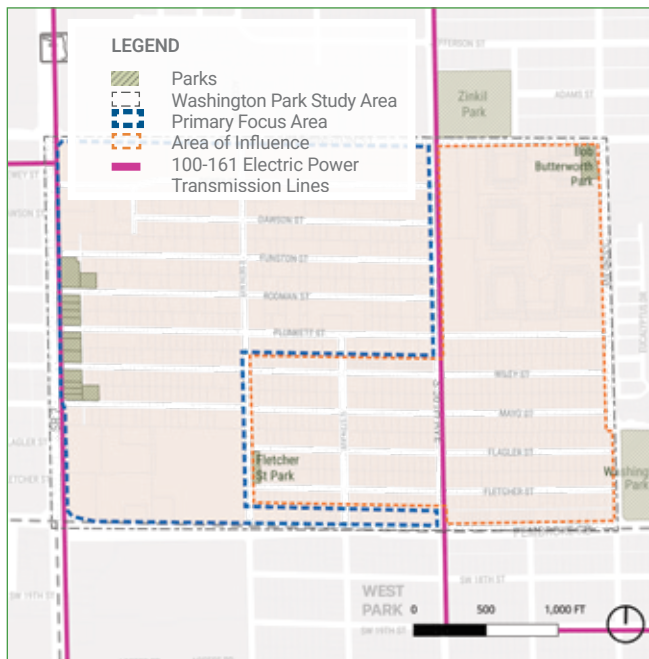
STREET LIGHTS & TRASH CANS

Field visit observations shown on **Image 21 on page 60** indicate that cobra-head street lighting mounted on power transmission line poles are present along the north side of Washington Street and the east side of SW 56th Avenue. Pembroke Road and SR 7 / US 441 also feature cobra-style fixtures that provide adequate illumination for vehicles at night, but lack pedestrian scaled lighting. **Map 22 on page 60** illustrates the electric power transmission lines (100–161 kilovolts) that run through the Washington Park Study Area.

Lighting is limited with scattered cobra-style lighting on wooden poles in the Primary Study Area, resulting in inadequate illumination and unsafe conditions for nighttime activity. Field observations also revealed a lack of trash receptacles throughout the study area, with the only exceptions being a few located at bus stops along Pembroke Road.

Analytical Observations:

While major corridors are adequately lit, interior streets, especially east-west connections, lack consistent lighting, reducing visibility, increasing safety risks, and undermining walkability.



Map 22. Electric power transmission lines (100–161 kilovolts) that run through the Washington Park Study Area. (Source: ArcGIS.com, U.S. Government).

Image 21. Dec 2025 Site Visit. (Sources: Plusurbia)

FLOOD RISKS

Map 23 on page 61 reveals that the properties north of Pembroke Road, south of Plunkett Street between SW 58th Avenue and SR 7/US 441, as well as parcels south of Washington Street, are located within the AH Special Flood Hazard Area (SFHA). These areas are subject to flood depths ranging from 1 to 3 feet, with a base flood elevation (BFE) of 10 feet. This designation means the properties face a high risk of shallow flooding during major storm events, particularly those associated with heavy rainfall.

Being within the AH zone has several implications. Structures are required to meet stricter building and floodproofing standards, including elevating finished floor levels above the BFE, which increases construction costs. Existing buildings that were built prior to modern floodplain regulations are especially vulnerable, as they may not be elevated or adequately protected against rising water. In addition to property damage, shallow flooding can disrupt access to businesses and residences, compromise infrastructure such as roads and utilities, and pose health and safety risks due to standing water and poor drainage.

The recently completed sewer extension project improving water, sewer and drainage systems has helped to strengthen infrastructure and foster a safer and more resilient environment. The project spans from Rodman Street to the south, Washington Street to the north, Sr 7 / US 441 to the west, and SW 56th Avenue to the east.

Analytical Observations:

Flood risk threatens both businesses and residential areas, increasing operational disruptions, insurance costs, and vulnerability to financial hardship and displacement. While recent sewer improvements have strengthened stormwater management, additional mitigation strategies, such as expanded green infrastructure and integrated flood protection, are needed to reduce future economic and social impacts and make the area more resilient.



Map 23. Washington Flood Zones. (Sources: Broward FEMA Flood Map Effective July 31, 2024)

PUBLIC LAND OWNERSHIP

Map 25 on page 62 shows that the City of Hollywood owns and manages the majority of the internal local streets within the Primary Study Area. Pembroke Rd, SR 7 / US 441 and the parcels fronting it, from Mayo Street to Funston Street, and are owned and maintained by FDOT. In addition to street rights-of-way, the City also owns and maintains the local parks, as well as several key community assets, including properties used for affordable housing and the Washington Park Community Center on Wiley Street and a childcare center on Pembroke Road.

Analytical Observations:

Because the City has direct control over both the internal streets and public realm and important community-serving facilities, it is uniquely positioned to implement improvements. Upgrades such as sidewalk expansion, lighting, landscaping, and pedestrian amenities can be more easily managed, and implemented considering close coordination with Broward County's Traffic Engineering Division. This creates an opportunity for more streamlined, efficient, and targeted public investment in neighborhood infrastructure.

URBAN MORPHOLOGY


Map 24 on page 62 illustrates the urban morphology of the study area. In the blocks between Plunkett Street, Washington Street, SW 56th Avenue, and SW 58th Avenue, building coverage is about 80–90%. While frontages are generally continuous, field observations reveal lack of active uses, blank walls, single-story warehouses and front-loaded parking.

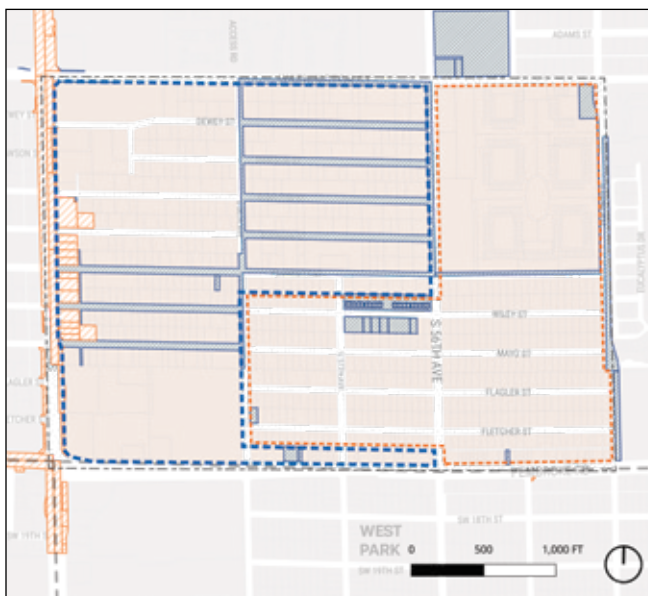
Along SR 7 / US 441 and Pembroke Road, lot coverage drops to about 30–40% with fragmented frontages and frequent curb-cuts. Detached, single-story warehouses and commercial buildings surrounded by surface parking lots create weak street edges and prioritize vehicles over pedestrians. Open spaces, such as the FDOT linear park, are undefined and inactive.

Analytical Observations:

The study area reflects a fragmented, vehicle-oriented fabric where inactive frontages, undefined open spaces, and incompatible adjacencies reduce cohesion and walkability. These issues highlight the need for stronger edges, active uses, and better transitions to improve the urban environment, especially along the SR 7 / US 441 corridor.

LEGEND

-  Parks
-  Washington Park Study Area
-  Primary Focus Area
-  Area of Influence
-  City Owned Properties
-  FDOT Owned Properties



Map 25. Publicly Owned Properties Map. (Sources: City of Hollywood)

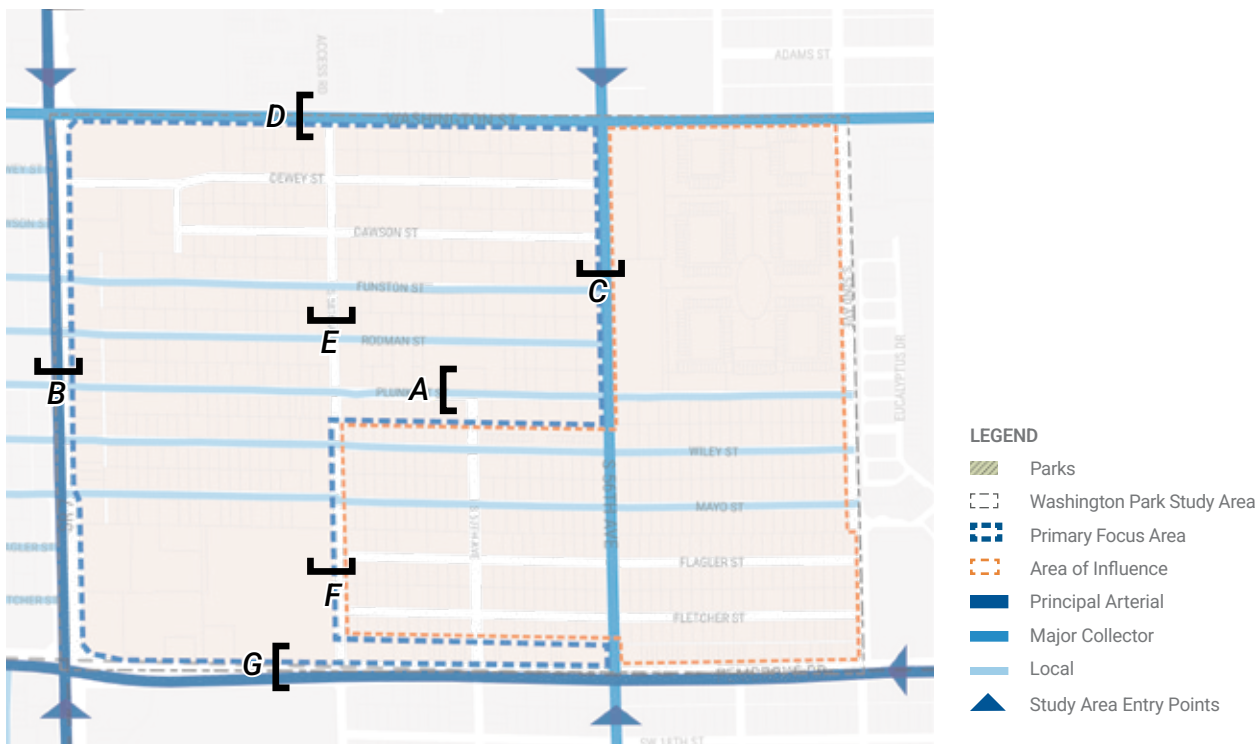


Map 24. Urban Fabric - Mass to Void Relationship. (Sources: City of Hollywood)

STREET SECTIONS

The team conducted an analysis of existing conditions along key streets within the Primary Focus Area. Observations were carefully reviewed and summarized to document current physical characteristics, including the number of lanes, the presence of on-street parking, sidewalks, and bicycle infrastructure, as well as adjacent land uses and the extent of tree canopy.

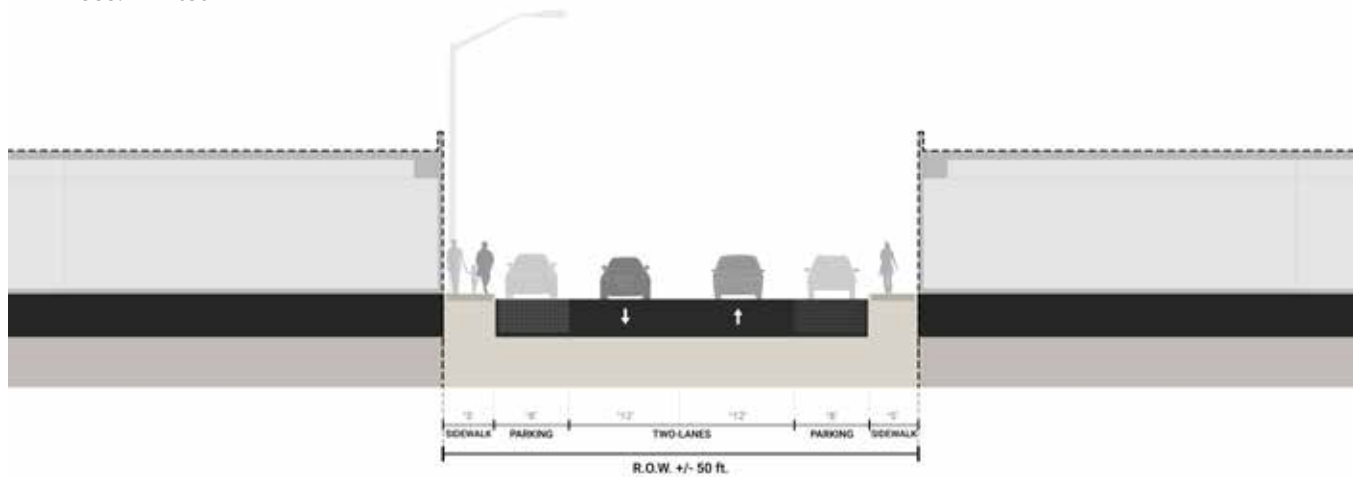
Overall, the current conditions of the main arterials and collectors are generally functional and acceptable for multimodal movement. However, the limited right-of-way, lack of tree canopy, blocked or missing sidewalks, and the dominance of cars within the public realm on the internal local streets create significant challenges for achieving a safer and more comfortable multimodal street environment.



Map 26. Washington Park Study Area. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

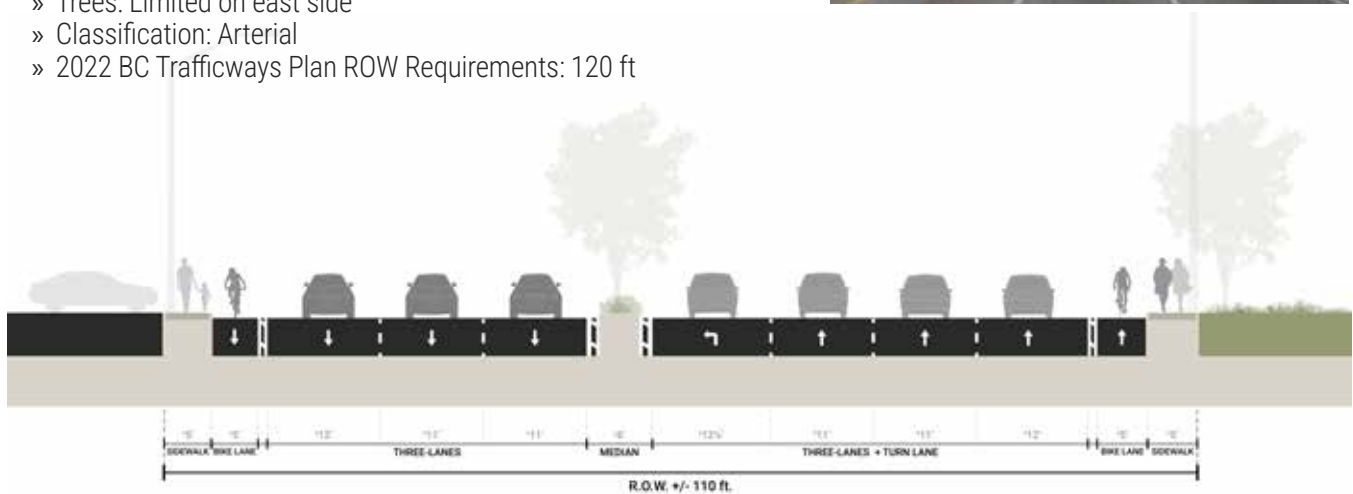
SECTION A - PLUNKETT STREET

- » Two-Way
- » ROW: +/- 50 ft
- » Parking: Both sides
- » Sidewalks: 5 ft on both sides (interrupted and blocked by parked cars)
- » Bike Infrastructure: None
- » Uses: Light industrial, construction with few single-family residential
- » Trees: Limited



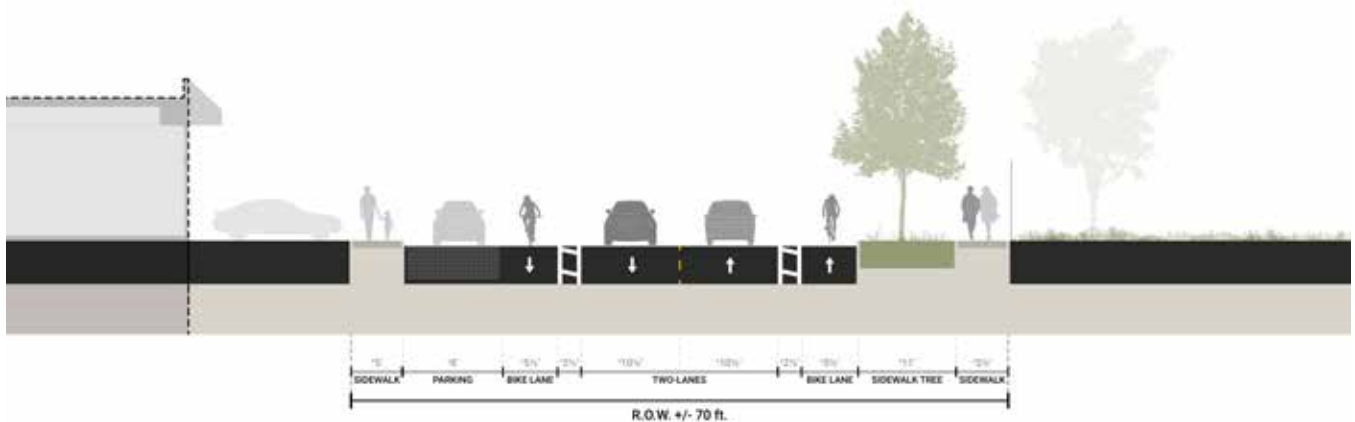
SECTION B - SR 7 / US 441

- » 6 lanes and 1 turning lane + median
- » ROW: +/- 110 ft
- » Parking: None
- » Sidewalks: 5 ft on both sides (No buffers)
- » Bike Infrastructure: Separate bike lane on 2 sides
- » Uses: Commercial and retail uses
- » Trees: Limited on east side
- » Classification: Arterial
- » 2022 BC Trafficways Plan ROW Requirements: 120 ft



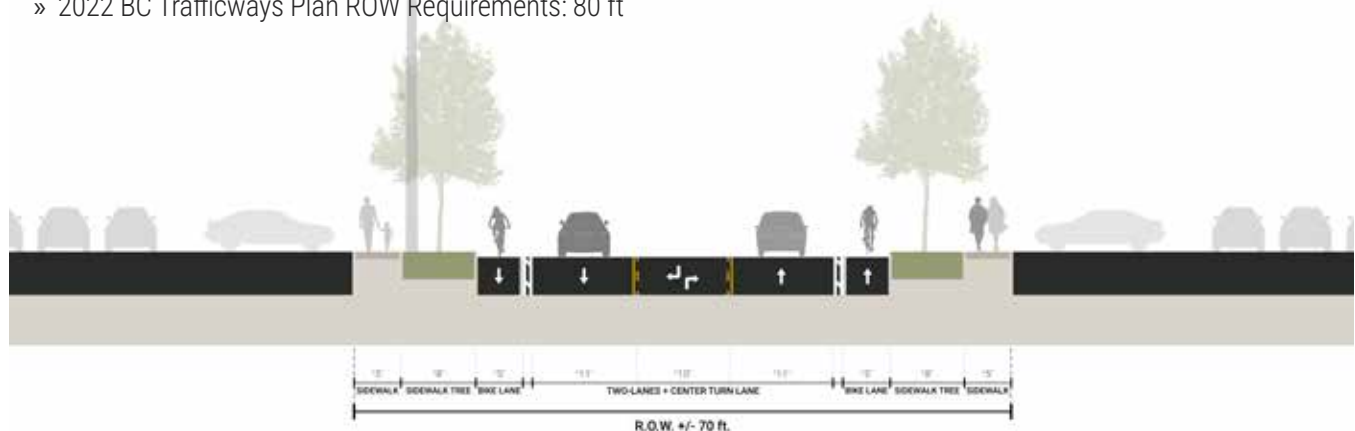
SECTION C - SW 56TH AVENUE

- » Two-Way
- » ROW: +/- 70 ft
- » Parking: 1 side (west)
- » Sidewalks: 5 ft on both sides (swale buffers)
- » Bike Infrastructure: Separated bike lanes on both sides
- » Uses: Residential, commercial and light industrial
- » Trees: Trees on 2 sides (west side interrupted)
- » Classification: Collector
- » 2022 BC Trafficways Plan ROW Requirements: 80 ft



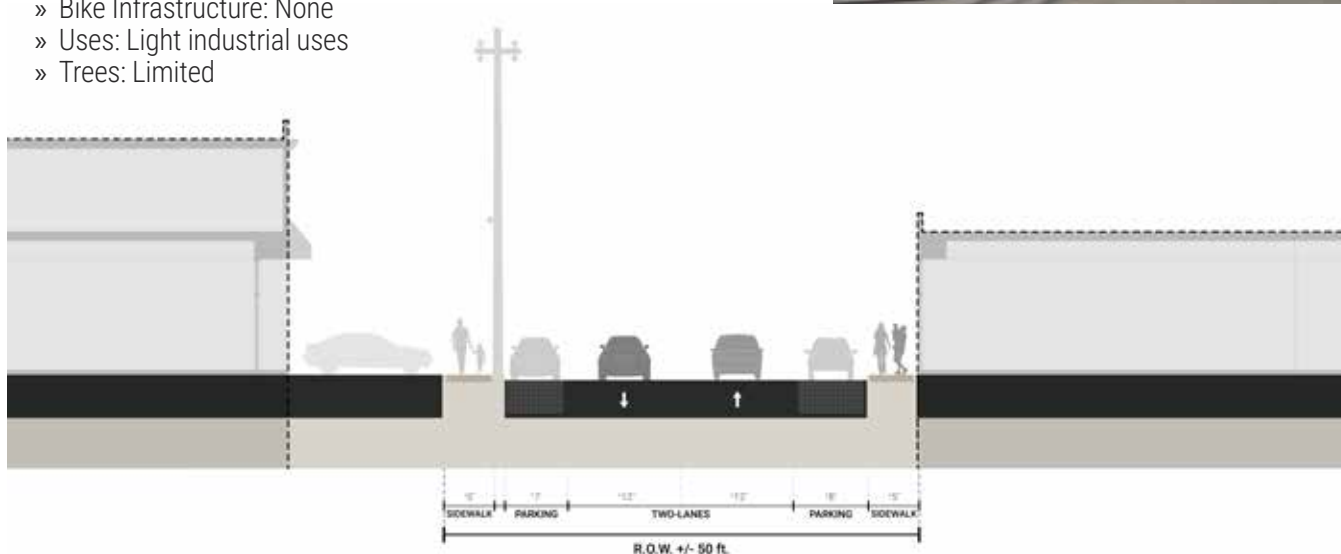
SECTION D - WASHINGTON STREET

- » Two-Way and 1 turning lane
- » ROW: +/- 70 ft
- » Parking: None
- » Sidewalks: 5 ft on both sides (with swales)
- » Bike Infrastructure: Separated bike lanes on both sides
- » Uses: Residential, parking, commercial and light industrial
- » Trees: Swale and trees on 2 sides
- » Classification: Collector
- » 2022 BC Trafficways Plan ROW Requirements: 80 ft



SECTION E - SW 58TH STREET A (NORTH)

- » Two-Way
- » ROW: +/- 50 ft
- » Parking: Both sides
- » Sidewalks: 5 ft on both sides (interrupted and blocked by parked cars)
- » Bike Infrastructure: None
- » Uses: Light industrial uses
- » Trees: Limited



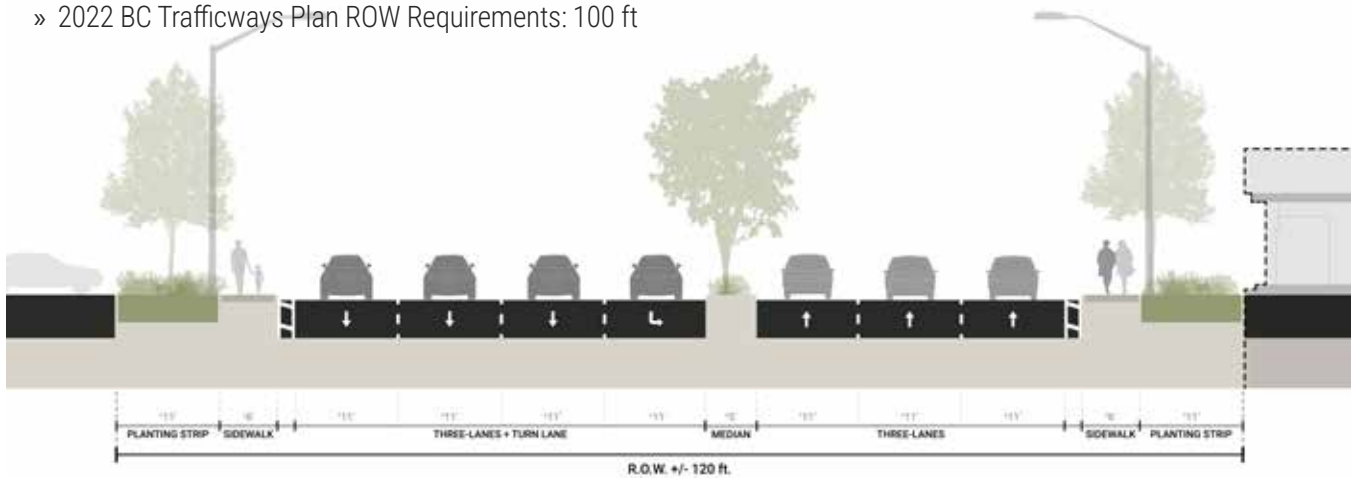
SECTION F - SW 58TH STREET B (SOUTH)

- » Two-Way
- » ROW: +/- 50 ft
- » Parking: None
- » Sidewalks: 5 ft on both sides
- » Bike Infrastructure: None
- » Uses: Residential uses
- » Trees: Swale on 2 sides, trees on 1 side (east)



SECTION G - PEMBROKE ROAD

- » 6 lanes and 1 turning lane + median
- » ROW: +/- 120 ft
- » Parking: None
- » Sidewalks: 5 ft on both sides (not protected)
- » Bike Infrastructure: Separated bike lanes and sharrows (not continuous)
- » Uses: Residential, commercial, retail
- » Trees: Limited on 2 sides
- » Classification: Arterial
- » 2022 BC Trafficways Plan ROW Requirements: 100 ft



5. URBAN MOBILITY

The urban mobility analysis provides a comprehensive multimodal review of existing transportation conditions within the Washington Park Study Area.

The assessment examined vehicular performance by analyzing traffic volumes, roadway classifications, preliminary context zones, right-of-way characteristics, jurisdictional control, and level of service.

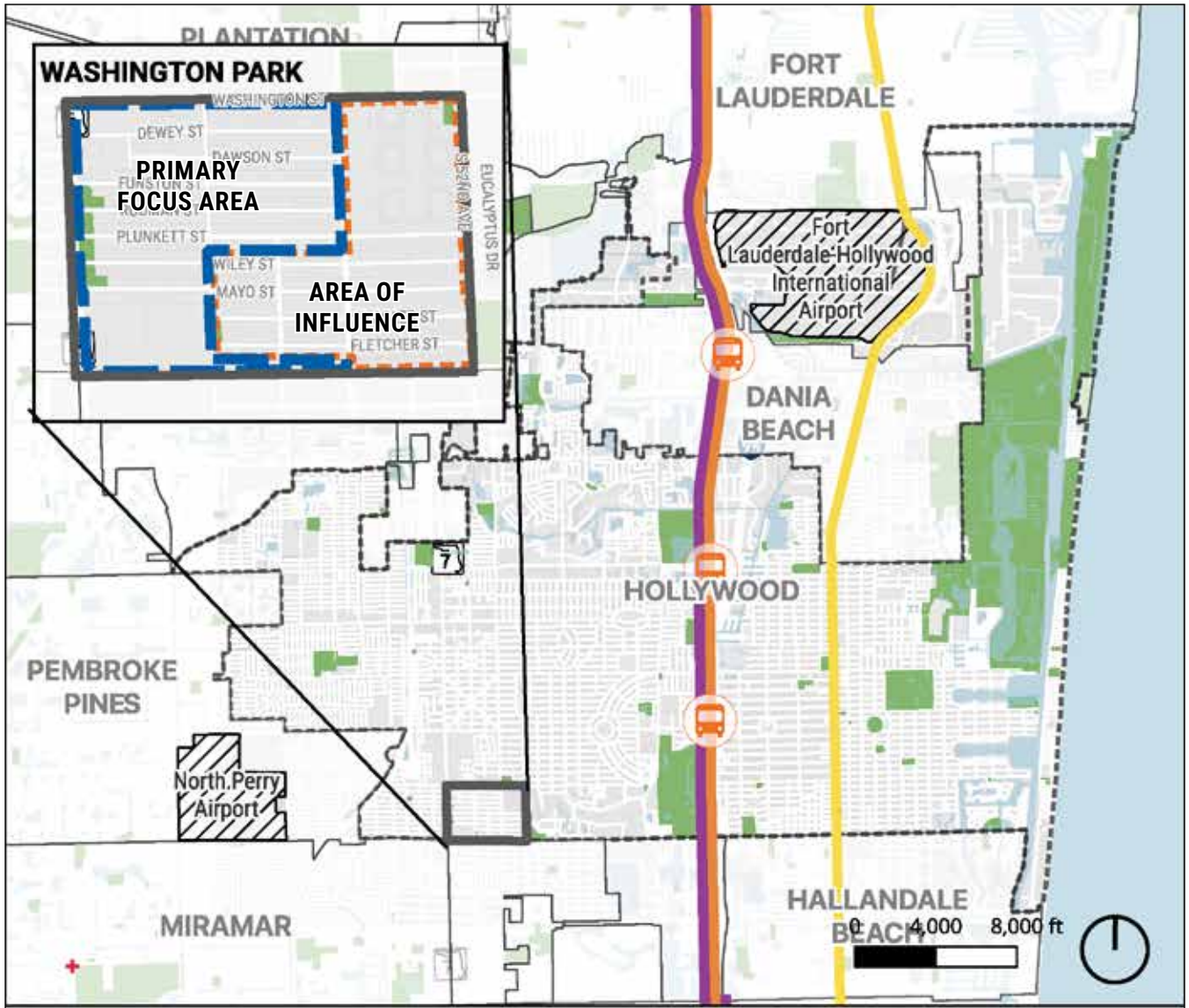
Bicycle conditions were evaluated through field observations to document the presence, type, and physical condition of existing facilities. Transit service was analyzed within a ¼-mile radius of the study area and in connection to the broader regional network, including review of service

coverage, service span, frequency, and route accessibility.

Bus stop infrastructure and available amenities were also assessed to understand user experience and comfort. Finally, pedestrian conditions were documented through on-site evaluation of sidewalks, crossings, and overall walkability, with a focus on safety, connectivity, and accessibility across local streets and pedestrian infrastructure.



Image 22. SR 7 / US 441. (Source: EXP)



Map 27. City of Hollywood Context. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- | | | |
|------------|------------------|-----------------|
| Airports | TriRail Routes | Amtrak Routes |
| Parks | TriRail Stations | Amtrak Stations |
| Study Area | Brightline Route | |

EXISTING VEHICULAR CONDITIONS

The primary study area is bounded by SR 7/US 441 to the west, SR 824/Pembroke Road to the south, Washington Street to the north, and SW 52nd Avenue to the east. Local two-way streets are mostly present within the study area's boundaries. The **Table 02 on page 71** outlines the key characteristics of the surrounding roadways.

All major roads mentioned are governed by the Broward County Trafficways Plan, which preserves roadway rights-of-way to support regional transportation needs. The plan requires developing parcels to dedicate right-of-way and is enforced through the BrowardNext – Broward County Land Use Plan¹. Notably, Policy 2.17.6 prohibits local government from issuing building permits or development orders, like parking or landscaping, within designated rights-of-way, even if dedication has not been formally granted. It is worth noting that special consideration must be given to the Trafficways Plan.

Both SR 7/US 441 and SR 824/Pembroke Road are principal arterials that are currently maintained and operated by the Florida Department of Transportation (FDOT). SR 7/US 441 and SR 842/Pembroke Road both also have six lanes, and several segments of these roads include between two to three turning lanes. In addition, Washington Street and S 56 Avenue are major collectors that are maintained by the City of Hollywood. Both roads have two-way lanes with one turning lane at intersections.

Map 28 on page 71 illustrates the vehicle volume for the selected roadways. SR 7/US 441 and SR 824/Pembroke Road exhibit notably high levels of traffic, with annual average daily traffic (AADT) counts of approximately 55,000 and 44,000 vehicles, respectively. These figures indicate that both corridors serve as major thoroughfares within the area. In contrast, Washington Street and S 56 Avenue experience significantly lower traffic volumes, each with fewer than 15,000 vehicles per day on average. This disparity highlights the varying roles these roads play in the local transportation network, with the former supporting regional mobility and the latter catering primarily to local traffic.

¹ BrowardNext Broward County Land Use Plan

The Broward Metropolitan Planning Organization (MPO) has been closely monitoring traffic patterns and roadway performance across Broward County, with a particular focus on long-term projections for roadway capacity and Level of Service (LOS). According to the latest data, several key corridors are expected to experience significant changes in traffic conditions by the year 2045.

One of the most notable shifts is along SR 824, also known as Pembroke Road, east of SR 7/US 441. In 2020, this segment operated at a LOS C during peak hours—a level generally considered acceptable. However, by 2045, it is projected to drop to LOS F, signaling severe congestion and overcapacity. A similar trend is expected for SR 7/US 441, north of Pembroke Road, which is also forecasted to decline from LOS C to LOS F over the same period. These changes suggest a dramatic increase in traffic volume and delays, underscoring the need for proactive planning and potential infrastructure improvements.

Meanwhile, Washington Street, east of SR 7/US 441, is projected to see a more modest decline in LOS—from C to D. While this indicates a slight increase in congestion, it is not expected to significantly impact the roadway's long-term capacity. In contrast, S 56 Avenue, north of SR 824/Pembroke Road, is anticipated to maintain a consistent LOS D both now and in the future, reflecting steady but moderate congestion levels.



Map 28. Annual Average Daily Traffic Count Vehicle Volume. (Sources: Florida Traffic Online)

LEGEND

- Parks
- Washington Park Study Area
- Primary Focus Area
- Area of Influence
- AADT**
- 10,000 - 20,000
- 30,000 - 55,000

Road Name	Road Type	Vehicle Volume (2024)	Preliminary Context Classification	Trafficway ROW	Jurisdiction	2045 LOS ²
SR7/US441	Principal Arterial	55,500	C4	120	FDOT	F
SR 824/ Pembroke Road	Principal Arterial	44,000	C4	100	FDOT	F
Washington Street	Major Collector	12,300	C4	80	City	D
S 56 Avenue	Major Collector	13,600	C4	80	City	D

2. As of August 2025, the only available and projected level of service data was found for year 2045.

Table 02. Roadway Characteristics within Study area. (Source: Broward County Geohub, Florida Traffic Online, and Broward MPO).

EXISTING BICYCLE INFRASTRUCTURE CONDITIONS

The City of Hollywood has established a comprehensive and expanding bicycle network aimed at promoting active transportation and improving mobility throughout the community. As part of its commitment to sustainable transportation, the city recently introduced its Bicycle Mobility Plan², which outlines current infrastructure and future goals for cycling accessibility. According to the plan, the existing bicycle network includes a mix of buffered bike lanes, conventional bike lanes, and shared lane markings (sharrows)³.

These designated bikeways are primarily concentrated along major thoroughfares, with SR 820/Hollywood Boulevard serving as a key east-west corridor and SR 7/US 441 forming the backbone of north-south bicycle travel. However, the plan also highlights a significant challenge: limited connectivity between bicycle facilities within the city and those in neighboring jurisdictions. This lack of integration restricts seamless regional travel for cyclists and underscores the need for strategic improvements to enhance intercity linkages and overall network cohesion.

Map 29 on page 73 illustrates the bicycle facilities located within approximately 0.25 miles of the study area. These facilities are primarily situated along major bordering roadways, including:

- SR 7/ US 441
- SR 824/Pembroke Road
- SW 56 Avenue
- Washington Street

A site visit conducted on August 14, 2025, provided observational data on the type and condition of each facility, as summarized in the accompanying **Table 03 on page 73**

Overall, the study area benefits from a relatively well-developed bicycle infrastructure that offers connectivity to the eastern portion of the city and key transit hubs, most notably the Hollywood Tri-Rail Station. This network supports multimodal travel and enhances access for both

recreational and commuting cyclists.

However, specific segments, particularly the bicycle lanes along **Pembroke Road**, were observed to be in fair condition due to several factors:

- **Inconsistent network continuity:** Gaps and interruptions in the bike lane system reduce usability and safety.
- **Lane width limitations:** Narrow bike lanes may not adequately accommodate cyclists, especially during peak traffic hours.
- **High traffic volume and posted speed limits:** The number of vehicular lanes and elevated speed limits contribute to a stressful riding environment, which may deter less experienced or risk-averse cyclists.

² City of Hollywood Bicycle Mobility Plan Story Map
³ Sharrows are not considered bicycle infrastructure.



Map 29. Bike Lane Infrastructure. (Sources: FDOT GIS Open Data Hub and Site Visit Aug 14, 2025)

- LEGEND**
- Parks
 - Washington Park Study Area
 - Primary Focus Area
 - Area of Influence
 - Bike Lane Type**
 - Designated Bike Lane
 - Sharrow

Road Name	Type of Facility	Condition
SR 7/US 441	Buffered/Protected Bicycle Lane	Good
SR 824/Pembroke Road	Bicycle Lane	Fair
Washington Street	Buffered/Protected Bicycle Lane	Good
S 56 Avenue	Buffered/Protected Bicycle Lane	Good

Table 03. Bicycle Infrastructure within Study area. (Source: Site Visit on August 14, 2025).

Image 23 through Image 25 on page 75 provide photographic documentation of the bicycle lanes along the three of the four key corridors, SR 7/US 441, S 56 Avenue, and Washington Street.

Regarding existing policies for bicycle infrastructure, Policy 3.6.2 of the BrowardNext Comprehensive Plan states that ample and secure bicycle parking should be incorporated into non-residential and mixed-use redevelopments. The policy states that bicycle parking should be consistent with the Broward County “End of Trips Facilities Guide.” Consequently, future development in the area needs to consider this policy and incorporate adequate bicycle parking.

Broward County Complete Streets Master Plan Design Guidelines 2.0⁴ refers to the practice of planning, designing, and operating streets so that all transportation modes and users have an equal claim to the right-of-way. Creating a safe and comfortable environment for people of all ages and abilities to freely move in and out of the city is a pinnacle principle for advocates of Complete Streets. The Guideline explains that enhancing safe mobility options has been found to reduce avoidable crashes and encourage more people to choose active forms of mobility for short distance travel of a mile or less. It is worth noting that the following bicycle infrastructure features need to be considered for future development of the study area to enhance onsite connectivity between buildings, as well as from the site to surrounding land uses and public transportation opportunities:

- Features that include but are not limited to bike parking and lockers, and shared mobility opportunities, such as bike or scooter rentals.
- Florida-friendly landscaping and shade to reduce the heat-island effect.
- Safe bicycle connectivity towards existing parks and pocket parks.

As part of future planning efforts within the study area, the Hollywood Bicycle Mobility Plan recommends the development of a Neighborhood Greenway along Mayo

Street⁵, extending from SR 7/US 441 eastward to N 52nd Avenue. This proposed corridor spans approximately 0.72 miles and is situated entirely along a local neighborhood street.

Neighborhood Greenways are designed to provide safe, comfortable, and attractive routes for cyclists and pedestrians by utilizing low-traffic residential streets. These corridors are considered more pleasant and less stressful alternatives to major roadways with higher traffic volumes and speeds. Key characteristics of Neighborhood Greenways include:

- Low vehicular traffic volumes, making them ideal for families, children, and less experienced cyclists
- Reduced posted speed limits, which enhance safety and promote a calmer street environment
- Traffic calming measures, such as speed humps, curb extensions, and signage to prioritize non-motorized users
- Enhanced wayfinding and pavement markings to guide cyclists and improve visibility
- Opportunities for landscaping and shade, contributing to a more enjoyable and environmentally friendly travel experience

Implementing a Neighborhood Greenway on Mayo Street would strengthen local connectivity, encourage active transportation, and support the broader goals of the Hollywood Bicycle Mobility Plan by linking residential areas to key destinations in a safe and accessible manner.

⁴ Broward County Complete Streets Master Plan 2.0

⁵ City of Hollywood Bicycle Mobility Plan Story Map



Image 23. S 56 Avenue. (Source: EXP)



Image 24. SR 7/US 441. (Source: EXP)



Image 25. Washington Street (Source: EXP)



EXISTING TRANSIT CONDITIONS

The Washington Park Study Area benefits from robust transit accessibility and is strategically located near several freeway interchanges, enhancing regional connectivity. It lies approximately two miles south of the Hollywood Tri-Rail station, presenting potential opportunities for direct active transportation linkages, such as pedestrian and bicycle infrastructure, that could connect residents to regional rail services.

Public transit options within a quarter-mile radius of Washington Park include several Broward County Transit (BCT) fixed-route services: Routes 5, 15, 18, and Express Route 441. These routes provide essential connections to key destinations across the county. Additionally, the area is served by Route 765, a community shuttle designed to support local mobility, and the Sun Shuttle Hollywood West, an on-demand micro-transit service operated by Circuit, which offers flexible, short-distance rides within designated service zones. **Table 04 on page 77** outlines the transit services available in greater detail, including route coverage, frequency, and service hours. **Map 30 on page 77** shows the location of fixed bus routes and bus stops within a quarter of a mile of the study area.

Notably, there are no bus stops located directly on the local residential roads within the study area. This may limit transit accessibility for residents who are not within walking distance of the major corridors.

A total of 18 bus stops are located within a quarter-mile radius of the primary study area, offering convenient access to public transit. The amenities available at these stops vary depending on the roadway and intersection. Some bus stops, particularly those situated at major intersections such as SR 7/US 441 and Washington Street, feature shelters with benches, providing shade and seating for waiting passengers. Other stops may offer minimal infrastructure, such as signage only.

Overall, the condition of the bus stops ranges from fair to good, with most appearing to be adequately maintained. Many of the stops are positioned near signalized intersections, which can enhance pedestrian safety and ease of access. However, it is important to note that intersections along SR 7/US 441 and SR 824/Pembroke Road are significantly wider than those found along Washington Street, potentially posing challenges for pedestrian crossings due to longer distances and higher traffic volumes.



Image 26. Bus Stop on SR 7/US 441



Image 27. Bus Shelter on SR 7/US 441



Map 30. Washington Park Transit Network. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- Parks
- Washington Park Study Area
- Primary Focus Area
- Area of Influence
- Broward County Bus Routes**
- BCT05
- BCT15
- BCT18
- BCT441
- Broward County Fixed Bus Stop

Bus Route	Days of Service	Service Span (AM-PM)	Service Frequency
BCT Route 5	Weekday Saturday Sunday	5:36 AM – 10:25 PM 6:45 AM – 10:06 PM 8:00 AM – 8:53 PM	46 Minutes 49 Minutes 62 Minutes
BCT Route 15	Weekday	5:55 AM – 6:05 PM	65 Minutes
BCT Route 18	Weekday Saturday Sunday	5:00 AM – 12:02 AM 4:57 AM – 11:56 PM 6:00 AM – 11:23 PM	18 Minutes 26 Minutes 30 Minutes
BCT Route 441	Weekday	4:52 AM – 9:32 PM	30 Minutes
Route 765	Weekday Saturday Sunday	9:00 AM – 4:00 PM 9:00 AM – 4:28 PM 9:00 AM – 4:12 PM	54 Minutes
Sun Shuttle Hollywood West	Weekday Saturday	7:00 AM – 6:00 PM 9:00 AM – 5:00 PM	On Demand

Table 04. Transit Service Provided Within a ¼ Mile of Washington Park Study Area (Source: Broward County Transit and City of Hollywood Transit).

EXISTING PEDESTRIAN CONDITIONS

All roadways bordering the primary study area, Washington Street, SW 56 Avenue, SR 7/US 441, and SR 824/Pembroke Road, are equipped with sidewalks on both sides, providing a continuous pedestrian network around the site. The total perimeter length of these corridors is approximately 2.6 miles, offering foundational infrastructure for walkability. However, certain segments along SR 7/US 441 include multiple driveways that serve adjacent commercial properties. These frequent curb cuts pose potential safety risks for both pedestrians and bicyclists due to increased vehicle turning movements and reduced visibility.

During a site visit conducted on August 14, 2025, a comprehensive assessment of local roads and pedestrian infrastructure was performed. Historical records indicate that sidewalks were originally installed to support residential uses within the area. Over the past decade⁶, however, the zoning designations and existing uses have changed considerably. The area has experienced a notable increase in automotive-related businesses, including auto repair shops and warehouses, which now dominate much of the local landscape.

This shift in land use has implications for pedestrian safety and accessibility, as industrial and commercial operations typically generate higher volumes of vehicular traffic and may not prioritize pedestrian-friendly design. Sidewalk conditions can be found on **Map 31 on page 79**. Sidewalks within residential neighborhoods along Mayo Street, Fletcher Street, Flagler Street, and Wiley Street are prevalent on both sides, but they are in fair condition because they are blocked by vehicles or extended driveways. Photos of the existing conditions can be found on **page 79**.

The sidewalk infrastructure along Plunkett Street, Rodman Street, Funston Street, Dawson Street, and Dewey Street is currently in poor condition. In many cases, sidewalks have been:

- Completely removed or deteriorated
- Obstructed by parked vehicles
- Lacking swales or proper drainage features

These deficiencies significantly hinder pedestrian mobility and safety. The predominant land use along these corridors consists of automotive-related businesses, such as repair shops and warehouses. As a result, pedestrian access and connectivity in this area are extremely limited or virtually nonexistent, with little to no infrastructure supporting walkable environments.

Despite these challenges, visual observations during the August 14, 2025's site visit suggest that many of the streets within the study area have been recently resurfaced, indicating some level of ongoing infrastructure investment. Importantly, the area has been identified for targeted improvements under the MAP Broward initiative, specifically through Project ID: HOLL064⁷. This project allocates construction funding for FY 2020 for enhancements to:

- Roadway surfaces
- Bicycle lane infrastructure
- Pedestrian facilities

The focus is on upgrading transportation infrastructure within commercial and industrial districts, which aligns with the current land use patterns in the study area. These planned improvements present a valuable opportunity to address existing deficiencies and promote safer, more accessible multimodal travel. It is worth noting that although the city has been awarded to advance these improvements, both bicycle and pedestrian infrastructure were absent or non-existent. Future planning efforts should consider strategies to mitigate these impacts and enhance pedestrian and bicycle safety, particularly in areas with mixed-use or transitional zoning.

⁶ BCPA Web Map. https://gisweb-adapters.bcpa.net/bcpawebmap_ex/bcpawebmap.aspx?FOLIO=514124190011
⁷ MAP Broward. <https://experience.arcgis.com/experience/e0322242fd9d4f89aadfd4d85d1aaca/page/Overview/>



Image 28. SW 58th Avenue (Source: Plusurbia)



Image 29. Plunkett Street (Source: EXP)



Image 30. Wiley Street (Source: EXP)



Image 31. Dewey Street (Source: EXP)



Image 32. Dawson Street (Source: Plusurbia)



Image 33. Dawson Street (Source: Plusurbia)

6. ECONOMIC OVERVIEW

The total land area is **0.37 square miles**. Within this limited geography, Washington Park contains nearly **500 businesses, over 1,800 jobs, and approximately 2,924 residents in 1,192 households**. Its land use mix includes industrial/flex buildings, retail strips, small offices, and residential blocks composed of both single-family homes and multifamily properties.

DISTRICT CONTEXT

Washington Park is part of the State Road 7/US 441 (“The 7”) corridor, historically developed with forecourt parking, auto-oriented retail, and light industrial uses. Unlike other Hollywood neighborhoods where growth is driven by residential demand or lifestyle amenities, Washington Park’s identity is unapologetically blue-collar. It is a district of auto repair shops, construction trades, personal services, and small manufacturers.

The preliminary conclusions reveal that this character is not a liability. It is the economic backbone of the area. The district is not a blank slate for reinvention but a working corridor with authenticity. Efforts to reposition Washington Park must embrace this trades-and-services identity and elevate it through organization, investment, and branding.

APPROACH

This report synthesizes multiple datasets and lenses:

- ESRI Community Profile (demographics, households, incomes, housing)
- ESRI Civilian Labor Force Profile (employment, labor force participation)
- CoStar (industrial, retail, office, multifamily markets)
- Placer.ai (workforce mobility, visitation, dwell times, trade areas)
- Local context (crime perception, code enforcement, zoning, infrastructure)

The integration of these sources provides a comprehensive view of Washington Park’s current conditions and actionable insights for its future development.

 **944,000**
ANNUAL CUSTOMER VISITS

 **1,807**
EMPLOYEES

 **2,924**
RESIDENTS
TOTAL POPULATION

 **480**
BUSINESSES



Image 34. Washington Park Aerial Photo. (Source: Google).

DEMOGRAPHIC & HOUSEHOLD PROFILE

Washington Park is a real neighborhood defined less by growth and more by stability. Its residential base has been largely unchanged for more than a decade, even as other parts of Hollywood have seen population shifts, redevelopment, and demographic transitions. This stability presents both challenges and opportunities: on one hand, limited new residential demand constrains market growth; on the other, a consistent base of residents provides reliability for businesses, schools, and service providers.

POPULATION & HOUSEHOLDS

Washington Park’s population has hovered around 3,000 for the last 15 years and is projected to remain essentially flat.

- Population (2020): 2,921
- Population (2025 projection): 2,924
- Population (2030 projection): 2,928

- Households (2020): 1,187
- Households (2025 projection): 1,194
- Households (2030 projection): 1,203

This stagnation is not surprising. Washington Park is fully built-out, with little vacant land for large or mid-scale residential expansion. The housing supply is effectively capped by existing land use patterns, zoning constraints, and the dominance of commercial and industrial properties along the corridor.

Compared to the City of Hollywood as a whole, which grew by approximately 7 percent from 2010 to 2020, Washington Park has remained almost unchanged. This divergence underscores the neighborhood’s unique role not as a growth engine but as a stable pocket where population numbers may be flat, but employment and business activity outpace the resident base by a wide margin.



TOTAL POPULATION

Image 35. Community Profile Infographic. (Sources: 2023 American Community Survey 5-year | ESRI Community Profiles: demographics, households, incomes, and housing. | CoStar CRE Data: retail, industrial/flex, office, and multifamily performance. Placer.ai Mobility: workforce (employee) patterns, customer visitation, trade area reach, and household profiles. | Local Context: safety, perception, zoning, and corridor conditions.)

HOUSEHOLD CHARACTERISTICS

Household profiles in Washington Park reflect modest but steady means, an older age structure, and value-driven spending behavior.

- Average Household Size: 2.45 people
- Median Household Income (2025): \$51,747
- Per Capita Income (2025): \$24,138
- Median Age: 44.6 years (rising to 46.1 by 2030)

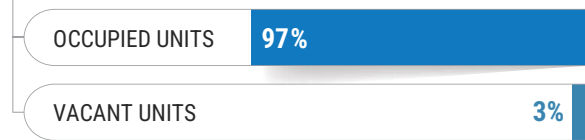
The neighborhood skews **older than Hollywood overall**, where the citywide median age is closer to 42. **Rising age will continue to shape demand for health services, neighborhood safety measures, and housing affordability. Income levels, while below the county median**, are relatively stable; households are not high-income, but neither are they mired in extreme poverty.

The spending profile aligns with practical needs: households prioritize auto repair, discount retail, personal services, and groceries over lifestyle or luxury consumption. This pragmatic demand reinforces the trades-and-services economy of the corridor.



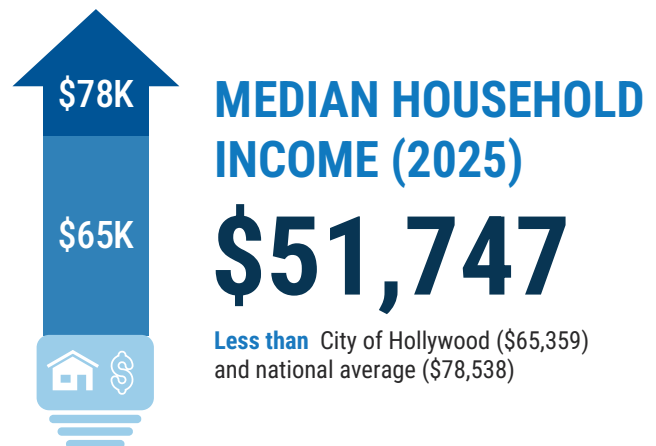
1,194 HOUSEHOLDS

OCCUPANCY RATE



\$1,559 (\$1.98/SF)
AVERAGE RENT (2025)

Rents are **lower than the countywide average** but rising steadily.



PER CAPITA INCOME (2025)
\$24,138

Image 36. Community Profile Infographic. (Sources: 2023 American Community Survey 5-year | ESRI Community Profiles: demographics, households, incomes, and housing. | CoStar CRE Data: retail, industrial/flex, office, and multifamily performance. Placer.ai Mobility: workforce (employee) patterns, customer visitation, trade area reach, and household profiles. | Local Context: safety, perception, zoning, and corridor conditions.).

HOUSING STOCK

Housing supply in Washington Park is both limited and highly constrained. The neighborhood combines older single-family homes with multifamily properties, including three large multifamily complexes tracked by CoStar.

- Total housing units 2025 approximately 621
- Multifamily units 857 units across 3 properties
- Average rent 2025 is approximately \$1,559 per unit (\$1.98/SF)
- Occupancy rate healthy at 97 percent
- Pipeline: no new multifamily units under construction

The multifamily market is tight, with near-full occupancy and no new projects in the pipeline. Rents are lower than the countywide average but rising steadily. Single-family homes, while relatively affordable compared to other Hollywood neighborhoods, are projected to appreciate rapidly over the next five years, potentially pricing out long-term residents and creating affordability concerns.

Washington Park’s lack of development capacity means new residential supply will not be a significant factor in its future. This reinforces the need for economic development to focus on business retention, reinvestment, and workforce strategies rather than relying on residential growth to drive revitalization.

TAPESTRY SEGMENTATION

ESRI identifies Washington Park as falling mostly into the “Diverse Horizons (C5)” segment:

- Young, diverse families with modest incomes.
- Strong orientation toward practical spending and convenience services.
- Reliance on auto repair, discount retail, and personal services.
- Low discretionary spending on luxury or lifestyle goods.

This segmentation profile illustrates the essential character of Washington Park: a community that values affordability, functionality, and accessibility. The residential base supports neighborhood-serving businesses and essential retail but is unlikely to attract boutique shops, upscale dining, or lifestyle anchors.

Analytical Observations:

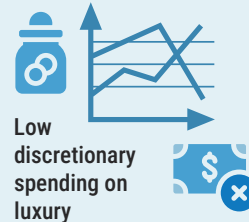
- *Flat population growth means Washington Park must leverage its role as an entrepreneurial and jobs corridor rather than rely on residential-driven revitalization.*
- *Incomes point to the strength of value-oriented retail, auto-related trades, personal services, and essential goods.*
- *Housing constraints mean that new demand will come primarily from workers and visitors rather than new residents.*
- *The “Diverse Horizons” identity confirms that Washington Park is a working-class, family-oriented community whose strengths align naturally with its trades-and-services economy.*

TAPESTRY SEGMENTATION



Young, diverse families with modest income

Strong orientation towards practical spending and convenience services.



Low discretionary spending on luxury

Reliance on:



Auto-repair



Discount Retail



Personal Services

Image 37. Community Profile Infographic. (Sources: 2023 American Community Survey 5-year | ESRI Community Profiles: demographics, households, incomes, and housing. | CoStar CRE Data: retail, industrial/flex, office, and multifamily performance. Placer.ai Mobility: workforce (employee) patterns, customer visitation, trade area reach, and household profiles. | Local Context: safety, perception, zoning, and corridor conditions.)

BUSINESS & EMPLOYMENT BASE

Washington Park's defining feature is its role as a jobs district. The neighborhood itself is home to fewer than 3,000 residents, and it supports nearly 1,800 jobs across almost 500 businesses.

SCALE OF THE ECONOMY

Washington Park is small in land area, but it is disproportionately dense with businesses and jobs:

- Businesses: 480
- Employees: 1,807
- Average Employees per Business: 3.8
- Jobs per Square Mile: 6,900 (compared to 1,500 citywide)

This concentration positions Washington Park as one of the most employment-dense districts in the city, rivaling downtown cores despite its modest geography. It functions as a true economic engine within a neighborhood footprint.

SECTOR MIX (ESRI/NAICS)

The business base is heavily weighted toward retail, trades, and services:

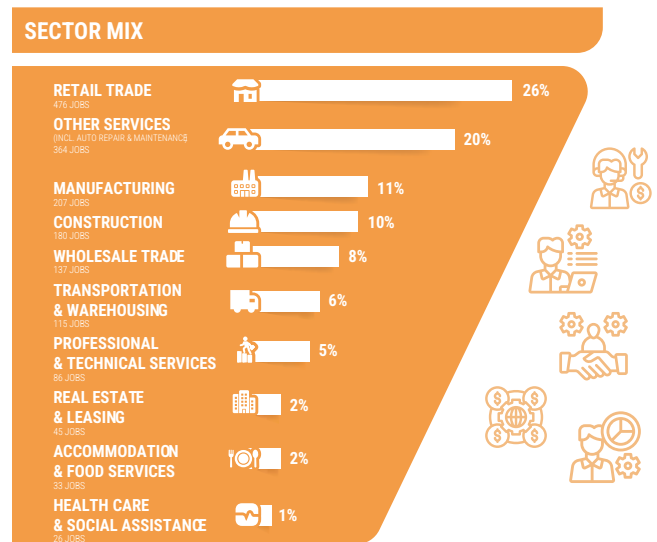
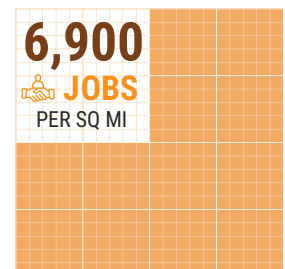


Image 38. Community Profile Infographic. (Sources: ESRI/NAICS | CoStar Q2 2025).

Analytical Observation:

Washington Park's economy is blue-collar, entrepreneurial, and built on services and trades.

SCALE OF ECONOMY



This is not a neighborhood with incidental commerce. **Washington Park is fundamentally a jobs district**.

Image 39. Community Profile Infographic. (Sources: ESRI/NAICS | CoStar Q2 2025).

COMPARATIVE CONTEXT

Relative to Hollywood and Broward County, Washington Park is unusual. Countywide, employment is weighted more heavily toward healthcare, hospitality, and professional services. Washington Park, by contrast, is anchored by construction, manufacturing, and auto repair. These sectors are often overlooked in conventional redevelopment strategies, but they provide stability and pathways for entrepreneurship that align with the neighborhood's demographics.

Jobs per square mile in Washington Park are over four times the citywide average. The district is not simply "home to businesses"; it is structured as a compact employment hub. Its role in the regional economy is therefore not residential growth but employment concentration.

4x MORE
JOBS PER
SQUARE MILE
than citywide average

Analytical Observations:

- *Washington Park is a jobs center first, neighborhood second.*
- *Its sector mix reinforces its identity as a service-and-trades corridor.*
- *Any redevelopment strategy must strengthen, not displace, the blue-collar business base.*
- *The economic opportunity lies in modernization, workforce support, and branding, not in replacing existing industries.*

REAL ESTATE MARKET PERFORMANCE (COSTAR Q3 2025)

Washington Park's commercial real estate is stable and resilient, reflecting its function as a trades and services district. While the neighborhood lacks large-scale development projects or speculative investment, the existing inventory is well occupied and serves an essential economic purpose. The built environment is older and auto-oriented, but its performance indicators demonstrate consistent demand.

Industrial/Flex

Industrial and flex properties dominate the district's non-residential footprint.

- Inventory of 1.09 million square feet across 188 buildings
- Vacancy is 6.1%
- Asking rent of approximately \$24.24/SF (NNN \$17.53/SF)
- No projects under construction

The industrial market is steady. Vacancy is manageable, and rents are competitive compared to Broward County's overall industrial average. No speculative construction is occurring, reflecting the district's built-out condition. Washington Park's industrial stock is not modern, but it continues to house auto repair, light manufacturing, construction trades, and service businesses that form the backbone of the local economy.

Retail

Retail space is smaller in footprint but performs exceptionally well.

- Inventory: 223,000 Square Feet across 42 buildings
- Vacancy: 3.9%
- Asking Rent is approximately \$13.75/SF
- Nothing under construction

Retail vacancy is below the regional average, indicating strong demand for neighborhood-serving businesses. These establishments provide auto parts, convenience goods, groceries, and personal services aligned with



INDUSTRIAL / FLEX

1.09M ft² | 188 Buildings

\$24.24/ft²

6.1% Vacancy



RETAIL

223K ft² | 42 Buildings

\$13.75/ft²

3.9% Vacancy



OFFICE

74K ft² | 12 Buildings

\$58.00/ft²

3.0% Vacancy



MULTI-FAMILY UNITS

857 Units

\$1,559/unit \$1.98/ft²

3% Vacancy



SF HOUSING

621 Units

\$198,810 Median home value estimate 2025

Image 40. Community Profile Infographic. (Sources: ESRI/NAICS | CoStar Q2 2025).

household incomes. While rents are modest compared to lifestyle centers elsewhere in Hollywood, occupancy demonstrates stability and resilience.

Office

Office properties are not a significant factor in Washington Park but remain stable.

- Inventory is made up of 74,000 square feet across 12 buildings
- Vacancy rate of 3 percent
- Base rent is \$58/SF; however, this is not indicative of market trends, rather is isolated to the limited inventory

The small-scale office footprint serves professionals and service providers who support the district's core economy. The sector is not expected to expand significantly but shows no signs of decline.

Multifamily

Multifamily is limited but tightly held.

- 857 Units
- Vacancy low at 3 percent (97 percent occupied)
- Asking rent of \$1,559 per unit (\$1.98/SF)

Multifamily demand is strong, but supply is fixed. The three multifamily complexes serve as essential housing stock for the local workforce. Rents are lower than county averages but rising steadily, putting pressure on affordability.

Single-Family Housing

The balance of housing units in Washington Park is single-family, primarily older homes on smaller lots.

- Total housing units: approximately 621
- Median home value estimate 2025: \$198,810

Home values are projected to increase sharply, reflecting regional trends. This creates a risk of displacement for long-term residents and emphasizes the importance of housing stabilization programs.

Analytical Observations:

- *Washington Park's real estate markets are stable across all sectors, with low vacancies and reliable occupancy.*
- *Industrial and retail spaces confirm the area's role as a service-and-trades hub.*
- *Housing supply is constrained, raising affordability concerns and limiting new residential-driven revitalization.*
- *The built environment requires modernization, but demand is not in question.*

WORKFORCE GRAVITY (EMPLOYEES)

Washington Park’s economic strength lies not only in its businesses but also in the concentration of employees who power those businesses. Placer.ai mobility data confirms what the sector mix and real estate performance suggest: this is a district anchored by a steady, blue-collar workforce with highly predictable activity patterns.

EMPLOYEE MOBILITY PATTERNS

Washington Park functions as a weekday employment district, with mobility patterns reflecting the 8 to 5 rhythm of industrial and service work.

- Day-of-week pattern Employee activity is concentrated Monday through Friday.
- Weekend workers presence is negligible.
- Hourly pattern Peak Hours are 8 AM to 5 PM.
- Very little employment activity occurs outside standard workday hours and is limited to retail and food and beverage.
- Annual stability year-over-year comparison shows employee visits are stable to slightly increasing even with flat population growth.

These patterns demonstrate the reliability of Washington Park’s employment base. Unlike lifestyle districts that fluctuate with events or seasonal tourism, Washington Park’s employee presence is consistent and predictable.

WORKFORCE TRADE AREA REACH

The district’s labor shed is local and regional, not metro-wide.

- Most workers commute from within three to five miles of the district.
- Washington Park is a local and regional job center, not a destination employment hub.
- Workers are drawn from nearby Hollywood neighborhoods and adjacent cities, reinforcing the area’s role as a convenient employment location.

Analytical Observations:

- *Washington Park’s workforce is anchored in daytime, blue-collar employment.*
- *Jobs are steady, workers are local, and activity is predictable.*
- *For revitalization, investment should support the daytime workforce with improvements to transit stops, lighting, crosswalks, organized forecourts, and small-scale food and convenience options that meet worker needs.*



Washington Park is a **local and regional job center** not a destination employment hub.



EMPLOYEE MOBILITY PATTERN

MONDAY-FRIDAY
08:00 AM - 05:00 PM



Most workers commute from within three to five miles of the district.

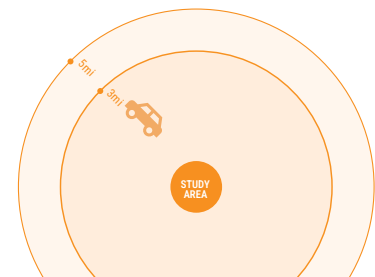


Image 41. Community Profile Infographic. (Sources: Place.ai | ESRI/NAICS | CoStar Q2 2025).

VISITOR DYNAMICS (CUSTOMERS)

While employees define Washington Park’s weekday character, customers define its seven-day activity profile. Nearly one million annual customer visits generate consistent demand for the retail, service, and auto-related businesses that dominate the corridor.

ANNUAL VOLUME & TRENDS

Washington Park generates significant customer activity relative to its size, evidenced by the Placer.ai data:

- Annual Customer Visits (last 12 months): 944,000
- Year-over-year volumes are stable to slightly up, signaling business resilience.
- Visitors represent a larger absolute volume than employees, but they are shorter-dwell, service-oriented trips.

DAY-OF-WEEK PROFILE

Unlike employees, visitors spread their activity across both weekdays and weekends:

- Weekdays: Steady flows tied to errands, auto services, and retail.

- Weekends: The customer share rises, reflecting neighborhood shopping, personal services, and family trips.
- Washington Park functions as a seven-day service hub, though volume peaks overlap with workday hours.

HOUR-OF-DAY PROFILE

Visitor activity extends beyond the 8 to 5 worker peak:

- Afternoon/evening customer traffic builds after 3 PM.
- Customer presence continues into early evening, unlike the workforce profile.
- This demonstrates that Washington Park’s businesses are capturing after-work and weekend household demand, not just worker activity.

DWELL TIME

- Average customer stay is 30 to 40 minutes.
- Trips are destination-driven and efficient; customers arrive, transact, and leave.

944,000
ANNUAL CUSTOMER VISITS



Washington Park’s businesses are capturing **after-work and weekend household demand**, not just worker activity.

HOUR-OF-DAY PROFILE



Image 42. Community Profile Infographic. (Sources: Place.ai | ESRI/NAICS | CoStar Q2 2025).

TRADE AREA REACH

- 40 to 50 percent of visits originate within 3 miles.
- 70 percent of visits are from within 5 miles.
- Few visits come from beyond 10 miles.

HOUSEHOLD INCOME PROFILE

- 60 percent of visitors come from households under \$75,000.
- Higher-income households above \$100,000 are present but a minority of visitors.

AUDIENCE CHARACTERISTICS

- Visitors are diverse, working-class households with family orientation.
- Visitors have practical spending patterns with strong reliance on autos, personal care, and convenience goods.
- There is a lower representation of lifestyle or luxury segments.

AUDIENCE CHARACTERISTICS



Diverse, working-class households with family orientation

Lower representation of lifestyle/luxury segments.

TRADE AREA REACH

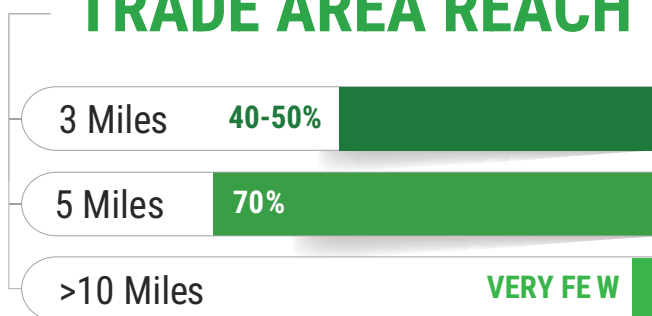


Image 43. Community Profile Infographic. (Sources: Place.ai | ESRI/NAICS | CoStar Q2 2025).

6. CONCLUSION & NEXT STEPS

The preliminary findings of the Background Analysis finds that Washington Park is economically active and resilient, functioning as a productive service and trades based district. However, several structural and regulatory barriers limit its ability to achieve broader reinvestment and strategic repositioning.

Moving forward, recommendations are suggested to address near-term practical improvements while aligning with mid- and long-term goals to ensure investments are phased intelligently and sustainably. Strategies should build upon the district’s authentic working identity, focusing on refinement, stability, and support for existing businesses and residents rather than transformation.

The findings of this **Background Analysis**, together with the **Public Outreach Summary**, will form the foundation for the next phase of the plan.

The recommendations phase will translate identified challenges and opportunities into clear, actionable strategies across land use, mobility, public realm, economic development, and resilience. This phase will include additional stakeholder engagement, policy evaluation, and City Commission review.



Image 44. Washington Park Aerial View. (Sources: google maps)

plusurbia.

1385 Coral Way PH 401 | Miami, FL 33145
info@plusurbia.com | +1.305.444.4850

BUSINESS FLARE® exp.

This document was prepared for:
The City of Hollywood.

This document was prepared and designed by PlusUrbia
Design

© 2026 PlusUrbia LLC - All rights reserved.

Some images shown herein are not the property of PlusUrbia or any of its affiliates, and may be subject to certain copyright laws and/or usage royalties. This document is intended for in-house use only, and should not be released to the public. Release to the public may require further action and/or purchase procurement by the Client to obtain such image/photo releases.

Some images contained in this document are AI-generated. While we make every effort to make sure the images here are credited, Artificial Intelligence Image Generation sources are currently unavailable. Please email the author to provide credit if you feel this document has unintentionally omitted it.

ATTACHMENT D
Washington Park
Community
Outreach Report

WASHINGTON PARK

HOLLYWOOD | FLORIDA

COMMUNITY OUTREACH REPORT

Industrial Area

Redevelopment Program

May 2026

plusurbia.

PREPARED FOR
The City of Hollywood



CITY OF HOLLYWOOD

CITY LEADERSHIP

Mayor Josh Levy
Vice Mayor Traci L. Callari
Commissioner Idelma Quintana
Commissioner Caryl S. Shuham
Commissioner Peter D. Hernandez
Commissioner Adam Gruber
Commissioner Kevin D. Biederman

CITY STAFF SUPPORT

Raelin Storey
Jovan Douglas
Andria Wingett
Ryon Coote
Roger Caruso
Mitch Posner
Herb Conde-Parlato

PROJECT MANAGEMENT STAFF

Cameron Palmer
Anand Balram
Nicole Moyo
Umar Javed
Urja Modi

Thank you to the invaluable contribution of all City of Hollywood Departments, residents, business owners and stakeholders that supported this effort.

PROJECT TEAM

PLUSURBIA

Krishna Baquiran
Maria Bendfeldt
Beau Clardy
Manuel De Lemos
Jessica Feltrin
Dylan Gehring
Charisse Magallano
Megan McLaughlin
Juan Mullerat
Almira Lazana
Cristina Parrilla
Fatima Racraquin

EXP TRANSPORTATION

Jose Clavell
Jesus Fuentes
Leny Huaman

BUSINESS FLARE

Alicia Alleyne
Kevin Crowder
Camilo Lopez

PUBLIC OUTREACH SUMMARY - WASHINGTON PARK INDUSTRIAL AREA REDEVELOPMENT PROGRAM

© 2026 Plus Urbia, LLC
A publication of Plusurbia Design, a planning, urban design, development, and architectural design firm.

NOTES

The authors have made every effort to recognize and indicate in each issue the copyright of the published images. However, if we do not correctly attribute or not include the rights owner, authors and readers are welcome to contact the authors at info@plusurbia.com.

TABLE OF CONTENTS

- 1. INTRODUCTION..... 4
- 2. TIMELINE..... 6
- 3. PROJECT WEBSITE 8
- 4. OPEN HOUSE..... 10
- 5. WORKSHOPS..... 12
- 6. WALKING AUDIT..... 26
- 7. PROJECT SURVEY 1..... 28
- 8. PROJECT SURVEY 2..... 30
- 9. CONCLUSION & SUMMARY 32
- APPENDIX..... 34

1. INTRODUCTION

PROJECT BACKGROUND

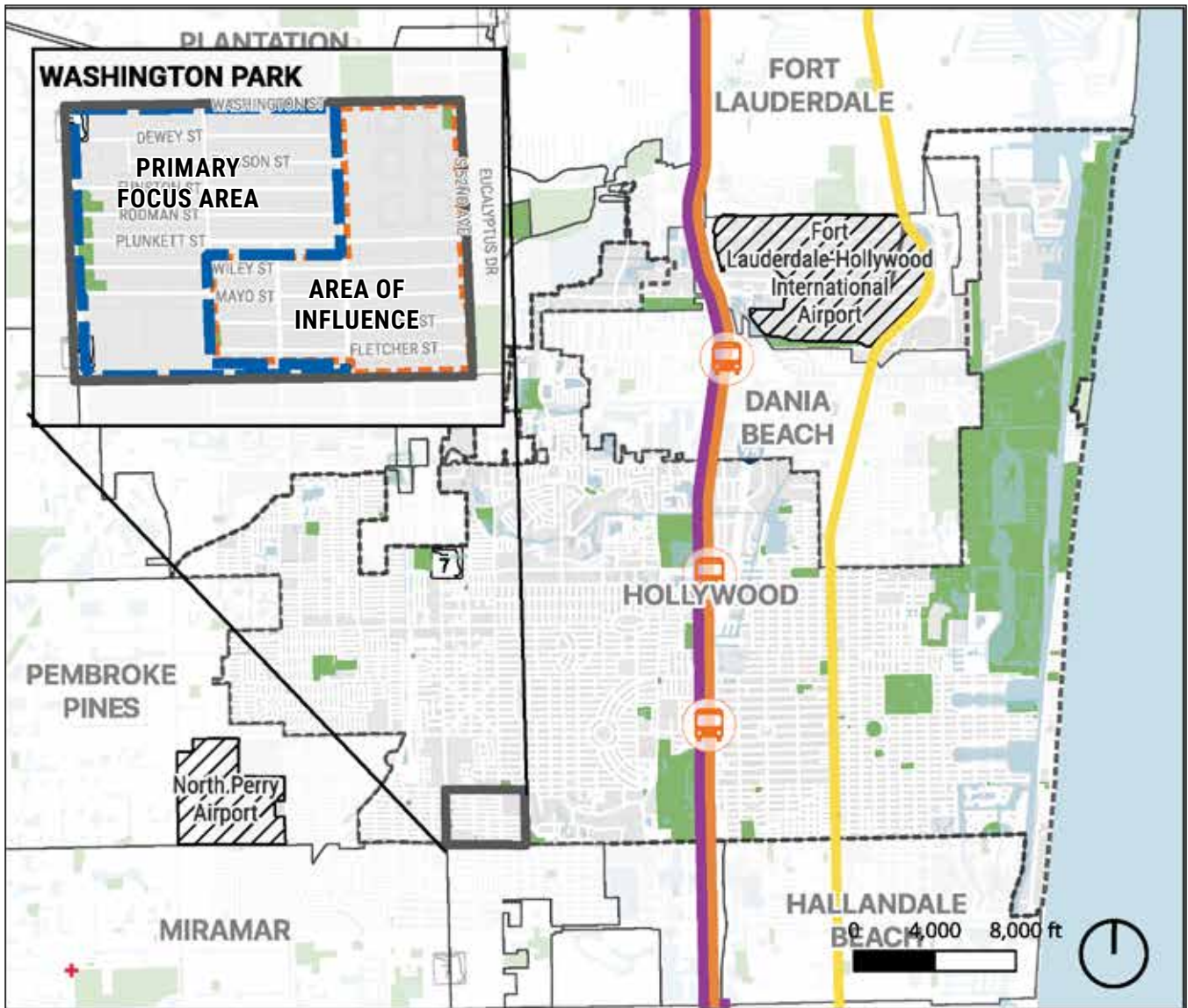
In November 2024, The City of Hollywood, Florida, launched the Washington Park Redevelopment Program to create a future vision for the Washington Park Industrial Area.

The study seeks to guide future growth, enhance land use and urban design, improve environmental conditions, stimulate economic development and protect and improve the neighborhood. The goal is to develop an action plan that aligns land use and zoning regulations, infrastructure improvements, and community engagement, while balancing economic, social, and environmental priorities. A significant emphasis was placed on public engagement, technical analysis, and the application of best practices in urban planning to ensure that the final strategy is inclusive, data-driven, and reflective of community needs.

Through this initiative, the City seeks to reimagine the future of the Washington Park Industrial Area to create a vibrant, sustainable, and economically thriving district that better integrates with the residential areas of influence and the surrounding communities.









COMMUNITY OUTREACH

Community engagement serves as the beating heart behind this plan. As such, the following pages document the multi-month deployment of online tools, surveys, workshops, a walking audit, and more that were used to help inform future phases of this project. Through these rounds of input and events, participants expressed several shared priorities regarding Washington Park's identity and vision for its future. Those findings are also presented here. **This report documents input shared by residents, business owners, property owners, and other stakeholders through engagement activities.** The ideas summarized in this document reflect community perspectives and themes raised during outreach and do not represent City policy, City Commission direction, or commitments to future action.



Map 01. City of Hollywood Context. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- | | | |
|--|--|---|
|  Airports |  TriRail Routes |  Amtrak Routes |
|  Parks |  TriRail Stations |  Amtrak Stations |
|  Study Area |  Brightline Route | |

2. TIMELINE

ENGAGING THE COMMUNITY

In such a varied, eclectic district, investing as much time as possible into community engagement was essential to grounding the project's direction in the vision established by Washington Park's closest stakeholders, those who live and work there. To accomplish this, engagement spanned several months, beginning in late July 2025 with the launch of the project website and ultimately concluding after Survey 2 closed on May 29, 2026.

The most important tools for collecting feedback, the community open house and subsequent workshops, were bookended by initial and follow-up surveys. The first of these was broader in scope, asking about Washington Park today and what respondents would like to see in their community in the future. The second posed the question: "Did we hear you?" to help validate the themes heard during the public engagement.

While the online surveys proved useful, the Washington Park community preferred to engage with the project in-person,

resulting in a very well-attended open house and workshops. Substantial feedback from these events revealed **strong support for maintaining the industrial area's character and uses, while striving for improved parking, property upkeep, and infrastructure.** Other concerns included implementing strong buffering standards to separate non-residential uses from the rest of the neighborhood and better drainage.

Following these events, the project team and city support staff participated in a walking audit of Washington Park, exploring the area on foot and discussing their observations. A detailed StoryMap of observations was posted on the project website.

Overall, spanning several months, multiple events, and diverse methods of collecting feedback, the engagement process provided fundamental input for the final Master Plan that will remain important as planning work continues.



Image 01. Community participation at the Washington Park open house. (Source: Plusurbia).

JULY 21, 2025



LAUNCH PROJECT WEBSITE

Launch of WashingtonParkHollywood.com, a centralized hub for project information, materials, and online engagement.

SEPTEMBER 30, 2025



COMMUNITY OPEN HOUSE

Hosted at the Washington Park Community Center, this gallery-style open house introduced the project and collected valuable feedback through board surveys.

Flyers were posted at the Washington Park Community Center & City Hall, and distributed in person to businesses, senior housing complexes, and residential buildings one week before the open house.

Notify Me email blast to residents dates: 09/9, 09/17, 09/23, 09/30. City's Facebook posts dates: 09/10, 09/17, 09/22, 09/29

DECEMBER 4, 2025



WALKING AUDIT

Two teams conducted a walking audit of Washington Park, recording photos, data, and observations through field mapping. A detailed StoryMap was posted on the project website.

AUGUST 11, 2025



FIRST SURVEY OPENS

Designed to increase baseline understanding of Washington Park, Survey 1 opened on Aug 11 and accepted 26 responses by Dec 17, 2025.

The survey link was promoted with the Open House and Community Workshops efforts.

OCTOBER 28, 2025



COMMUNITY WORKSHOPS

A series of three hands-on workshops at City Hall and the Washington Park Community Center collected detailed feedback through small group activities.

Notify Me email blast to residents dates: 10/14, 10/21, 10/28

APRIL 10, 2026



SECOND SURVEY OPENS

Survey 2 verified the team's findings from all prior engagement, proposed several policy ideas, and received 15 responses by May 2026.

Table 01. Project community engagement timeline. (Source: Plusurbia).

3. PROJECT WEBSITE

CREATING AN ONLINE HUB

Providing online engagement opportunities alongside traditional hands-on workshops was a strategic decision to maximize accessibility and community involvement throughout the entire planning process.

Launched in July 2025, two months ahead of the first open house, WashingtonParkHollywood.com served as the project’s digital hub. Among other capabilities, the site allowed the public to track planning stages and updates, review materials from past presentations and events, access photos and videos, and even leave comments on an interactive Washington Park map.

One of the best engagement features, the map allowed community members to add public contributions, inviting them to share their feedback about specific intersections, lots, points of interest, and more for the team and other site visitors to see. This capability mirrored some of the exercises conducted at the project workshops, ensuring

the same opportunities were accessible to those unable to participate in-person.

Content was added or updated on the website a minimum of once every two weeks to ensure information remained current and accurate. This included managing shortcut links to open surveys and publishing the results after they were closed. Several features of the project website are shown on the opposite page.



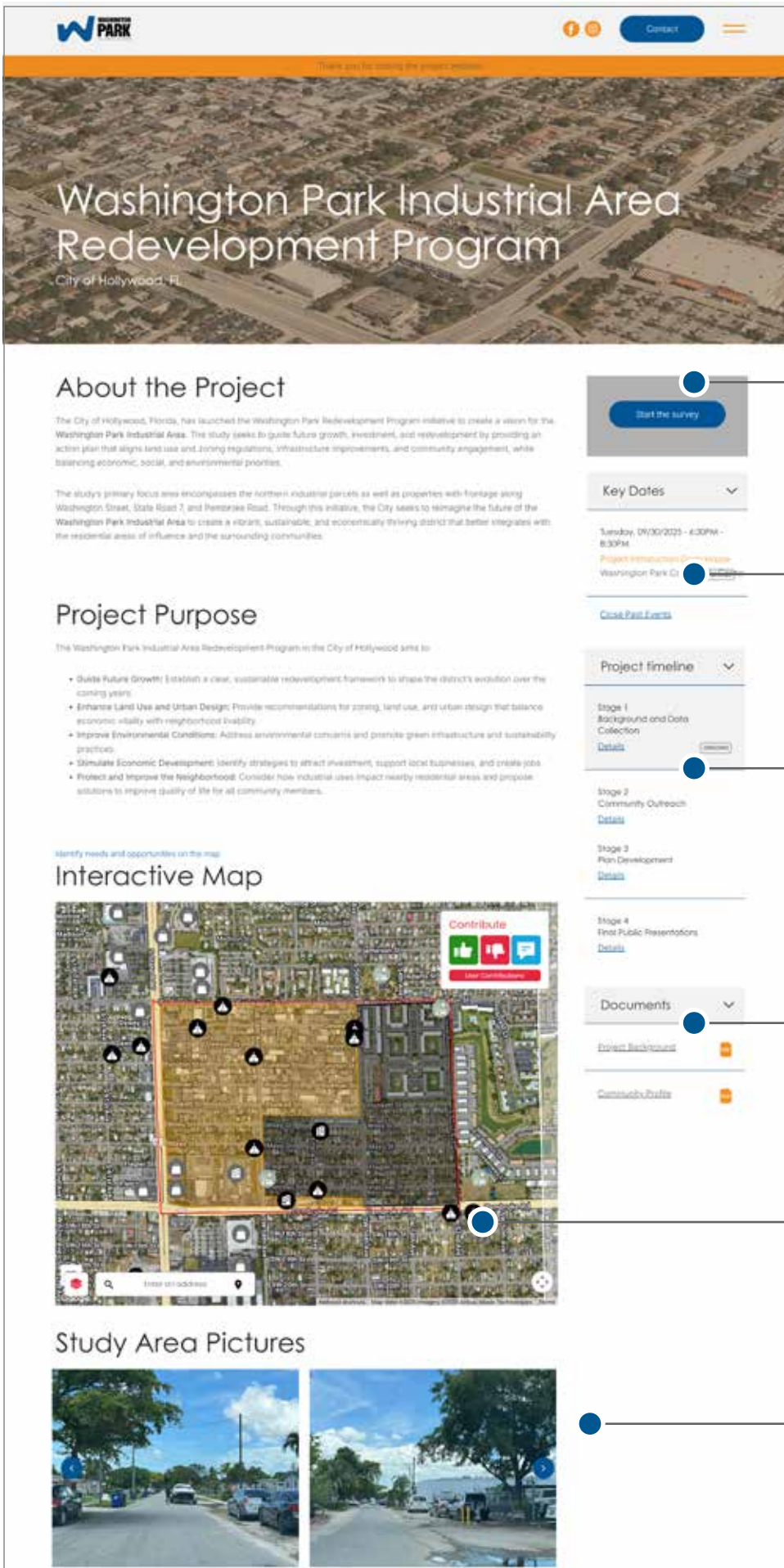
Image 02. Frames from the project promotional video (Source: Plusurbia).



Image 03. Project branding assets (Source: Plusurbia, City of Hollywood).

BUILDING A BRAND

To build awareness of the project and excitement about community engagement, the team developed a distinct brand for the Washington Park Redevelopment Program. The brand first debuted on the website and was used across multiple social media accounts to share announcements, flyers, and short-form video. A large banner was even displayed at in-person events. Overall, these branding assets helped build recognition for the planning project and now serve as the underlying graphical identity of the Master Plan and other final documents.



WASHINGTON PARK PROJECT WEBSITE

PROJECT SURVEY

Active project surveys are easy to access without a specialized link.

KEY DATES

Sidebar calendar informs site visitors of upcoming community engagement events.

PROJECT TIMELINE

Timeline helps stakeholders track project stages and the on-going planning process.

DOCUMENT LIBRARY

Allows community members to download reports and deliverables created during the planning process.

INTERACTIVE MAP

This tool mirrors workshop exercises, allowing stakeholders to add online comments about specific places.

PROJECT PHOTOS

A centralized place where research, community engagement, and other photos are displayed.

Image 04. Project website (Source: Plusurbia).

4. OPEN HOUSE

EXPLORING THE PRESENT & FUTURE

On September 30, 2025, the project team hosted an open house at the Washington Park Community Center, formally introducing the project to residents, employees, and other local stakeholders. Participation transcended diverse demographic groups, drawing about 65 attendees during the three-hour event. **82% of participants indicated they live, work, or own/ lease property in Washington Park.**

With a drop-in style format, community members were greeted by the City and consultant team, who led them through a series of boards and activities. The first material presented was informational, providing new economic and demographic data on Washington Park, while nine interactive boards asked participants to express their vision for the area's future.

Overall, **participants expressed interest in a Washington Park that is increasingly green, visually improved, and underpinned by superior infrastructure, including**

upgraded streets, drainage, and parking solutions. Sticker votes, comments on boards, and results from Survey 1 indicated broad support for district-wide facade upgrades, interest in limited mixed-use (including restaurants and artist spaces), and the desire for more passive and active green space. When asked about connectivity, 60% of respondents said they would like to use local shuttles and micro transit.

While there was an overall desire for several key improvements, open house participants emphasized Washington Park's importance as a relatively affordable place to live and do business. As such, **their collective vision gravitated more toward calibrated upgrades and incremental changes, rather than calls for sweeping redevelopment.** Combined with data, these sentiments helped to inform the next steps of the planning process.



Image 05. Open house participants vote with visual preference boards and other activities. (Source: Plusurbia).



Image 06. Open house Flyer. (Source: Plusurbia).



Image 07. Well-attended project Open House at the Washington Park Community Center. (Source: Plusurbia, City of Hollywood).

5. WORKSHOPS

FACILITATING A DEEPER DIALOGUE

Three workshops on October 28, 2025 brought together business owners, residents, and City of Hollywood department leaders to discuss short, mid, and long-term priorities for the future of Washington Park. These events allowed for a **deeper dialogue** between participants and the project team that revealed more nuanced community insights.

Across all activities, participants expressed a strong desire to **preserve the district's unique warehouse character while improving safety, cleanliness, mobility, and economic opportunity**. Feedback included support

for better communication and engagement, a clearer vision and identity for the district, upgraded streets and infrastructure, more effective parking and enforcement strategies, thoughtful land use and urban design, strengthened branding and beautification efforts, and ongoing community education and collaboration.

Overall, participants' priorities centered on **supporting local businesses and neighborhood stability** in a way that benefits both residents and the industrial community. Each of the ideas raised contributed to the final Master Plan's recommendations.



Image 09. Workshop participants discuss the vision for the future. (Source: Plusurbia, City of Hollywood).



WORKSHOP

Join Our Hands-On Design Workshop

We've listened, learned, and gathered your ideas during the Open House. Now, it's time to roll up our sleeves and design together!

The City of Hollywood invites you to a hands-on workshop to help create a shared vision for the Washington Park Industrial Area. In this interactive session, you'll collaborate directly with planners and designers to explore options and develop specific proposals for improving the neighborhood.

Your creativity and local insight will play a key role in shaping the future of Washington Park!

Tuesday, OCT 28

6 PM - 8 PM

Washington Park Community Center
5199 Pembroke Rd Hollywood, FL 33021



Scan the QR code with your phone to access the project website and take the survey!

For more information
 @washingtonpark@hollywoodfl.org
 www.washingtonparkhollywood.com



Image 10. Workshop Flyer. (Source: Plusurbia).



"Protect warehouses"

Workshop participant

"Enhance the area's appearance, safety, and function – while keeping its identity as a true Warehouse District"

Nadine McCrea
Neighborhood Association Leader & Resident

"Need for parking and facade improvements"

Workshop participant

"Unique warehouse district"

Workshop participant

Image 11. Photos, map activities, and participant quotes from the hands-on workshop. (Source: Plusurbia, City of Hollywood).

INITIAL OBSERVATIONS MAP

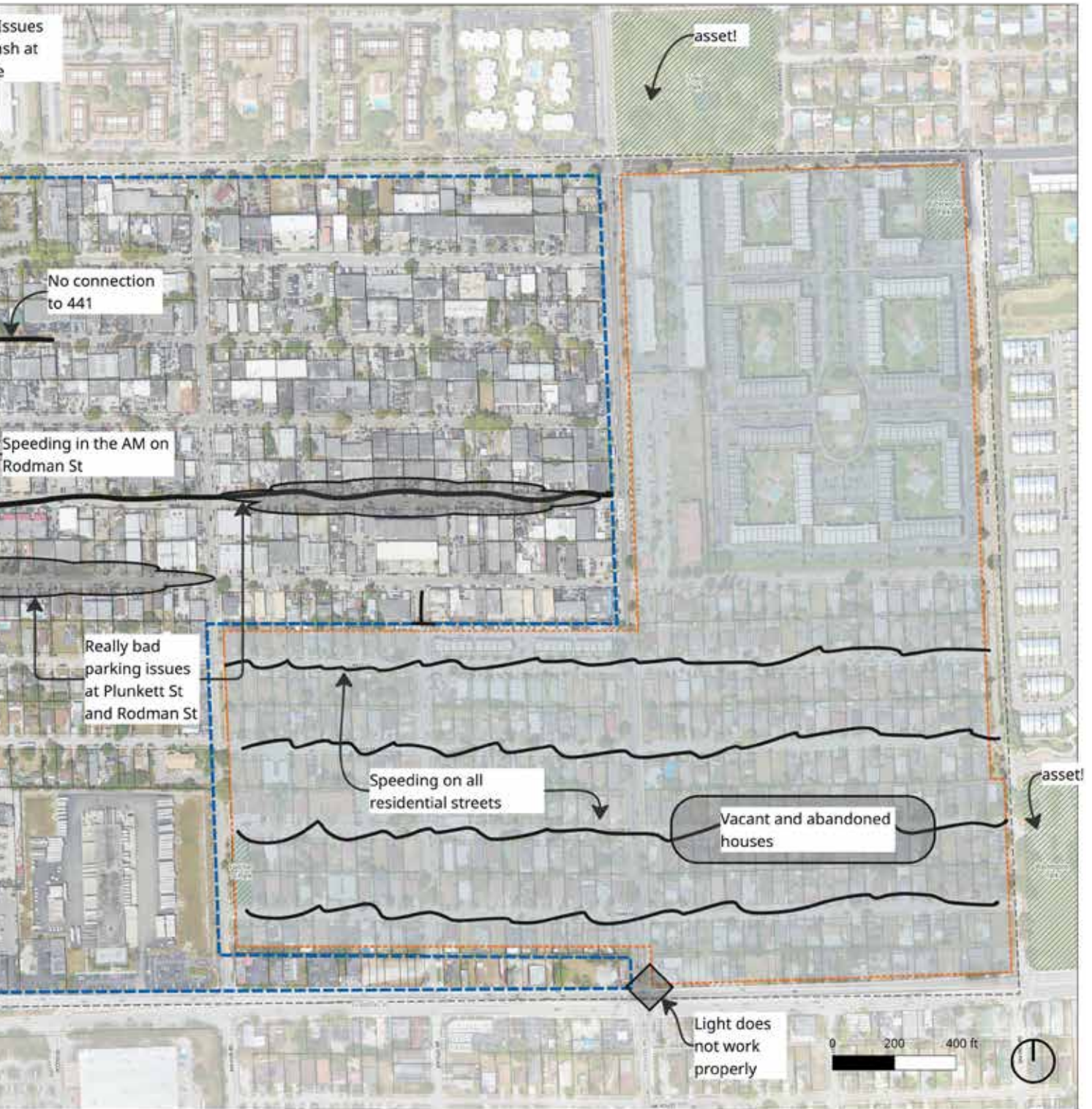
After sharing initial findings from the existing conditions analysis, open house, and online survey, the consultant team asked plan participants to **consider short, mid, and long-term visions** for the area. While not the final Master Plan recommendations themselves, this detailed feedback helped to set the course for later planning stages.

Through this exercise, several perceptions emerged, with key observations including:

- Ongoing **safety and trash management concerns** particularly at the Aldi site along Washington Street.
- **Limited connectivity within the industrial district**, including the lack of a connection to US 441 from Dawson Street.
- **Persistent speeding issues** on Rodman Street and surrounding residential streets.
- **Widespread parking and loading challenges** throughout the industrial area.
- **Strong existing parks and open spaces** that could serve as important assets for the community.



Map 02. Workshops Summary Observations. (Source: Plusurbia).



SHORT TERM FEEDBACK MAP

Participants identified the following short-term ideas and concerns during workshop discussions. These included practical improvements to make the industrial area safer, more attractive, and more supportive of businesses while reducing impacts on nearby residents. Feedback focused on mobility, parking, code enforcement, stormwater management, beautification, and improving compatibility between industrial and residential areas.

- **Improve mobility infrastructure:** repair sidewalks and crosswalks, calm traffic, and better manage traffic and speeding in residential areas.
- **Strengthen parking management:** enforce timed parking, address illegal storage, regulate auto-related uses, and formalize swale and temporary parking options.
- **Support businesses through flexible parking standards,** shared parking opportunities on gravel lots, small business directories, and transition help for businesses that have outgrown the area.
- **Enhance appearance** with facade upgrades, paint, coordinated signage, more landscaping, hidden trash areas, and grant programs for improvements.
- Add trees, planters, and green buffers to **soften industrial edges and improve neighborhood transitions.**
- **Ensure fair, consistent code enforcement** across all property types, including clear rules for tenants and owners.
- **Improve community engagement:** HOA coordination, educational programs, block parties, local employer connections, and continued planning updates.
- **Continue stormwater improvements** with the aid of permeable materials, improved drainage, and selective swale restoration (where appropriate).



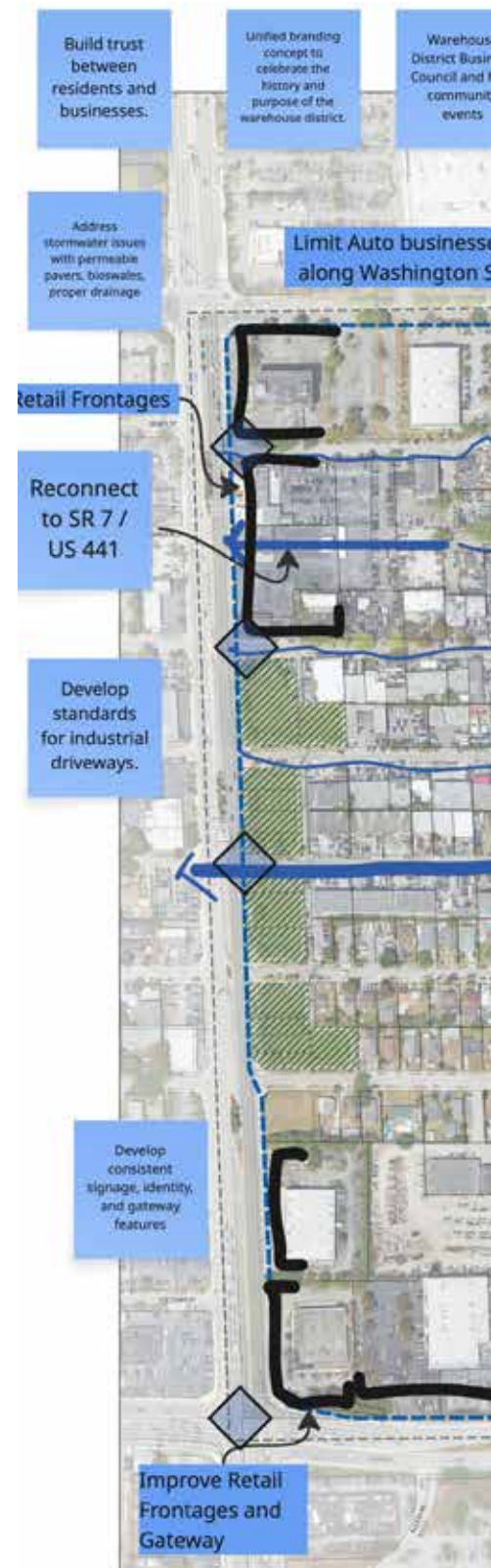
Map 03. Workshops Summary Observations. (Source: Plusurbia).



MID TERM FEEDBACK MAP

Participants discussed a mid-term vision to strengthen the business environment and improve connections between the industrial district and nearby neighborhoods. Dialogue emphasized better mobility and streets, enhanced safety and walkability, a more diverse business mix, stronger warehouse district identity, and improved relationships between residents and businesses.

- **Improve streets and mobility:** consider one-way streets, wider rights-of-way, better sidewalks and crosswalks, pedestrian passages, and designated loading areas.
- **Address parking and storage needs** through better management, remote storage areas, and rebalanced right-of-way widths.
- **Repair residential streets** and ensure they can safely accommodate all users.
- **Support a more diverse business mix,** startups, pop-ups, food trucks, and flexible, complementary uses.
- **Explore future uses** while preserving warehouse character.
- **Improve pedestrian comfort** with lighting, benches, signage, and safer walking routes between businesses and neighborhoods.
- **Upgrade utilities,** Wi-Fi, lighting, and security infrastructure to attract investment and deter dumping or unsafe activity.
- **Strengthen safety and code compliance,** including concerns around vacant homes.
- **Create identity and branding** for the Warehouse District with murals, gateways, signage, and wayfinding.
- **Encourage resident and business relationships** and community cohesion through events, a potential business council, and better communication and collaboration.



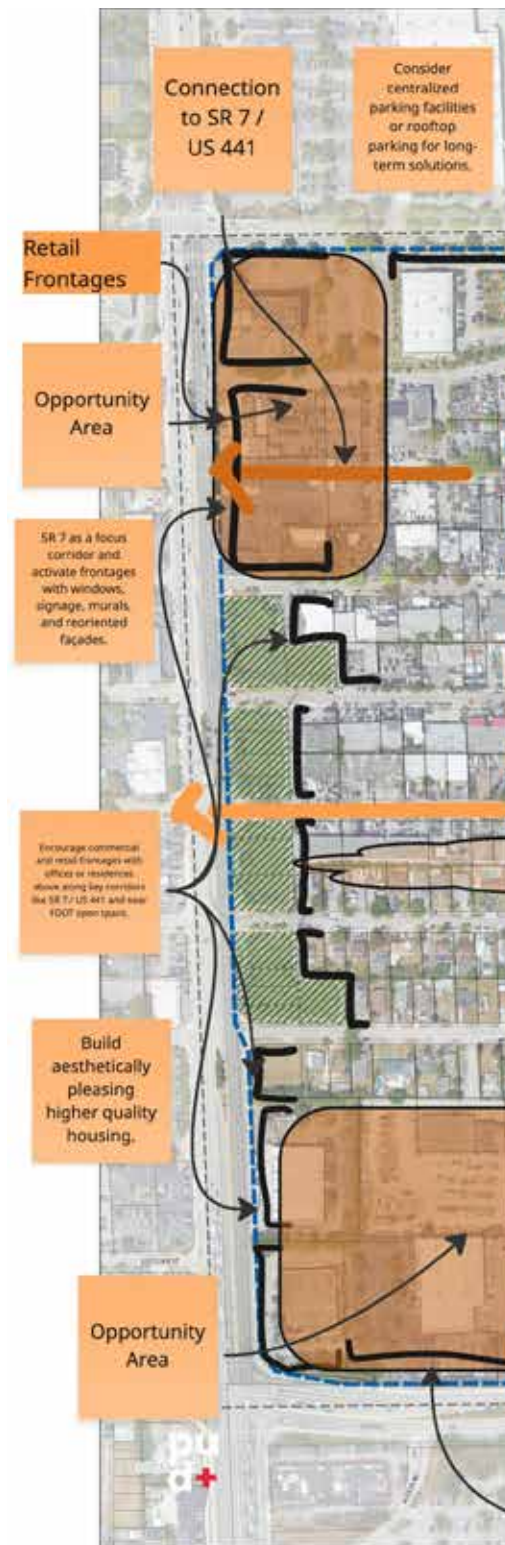
Map 04. Workshops Summary Mid Term Vision. (Source: Plusurbia).



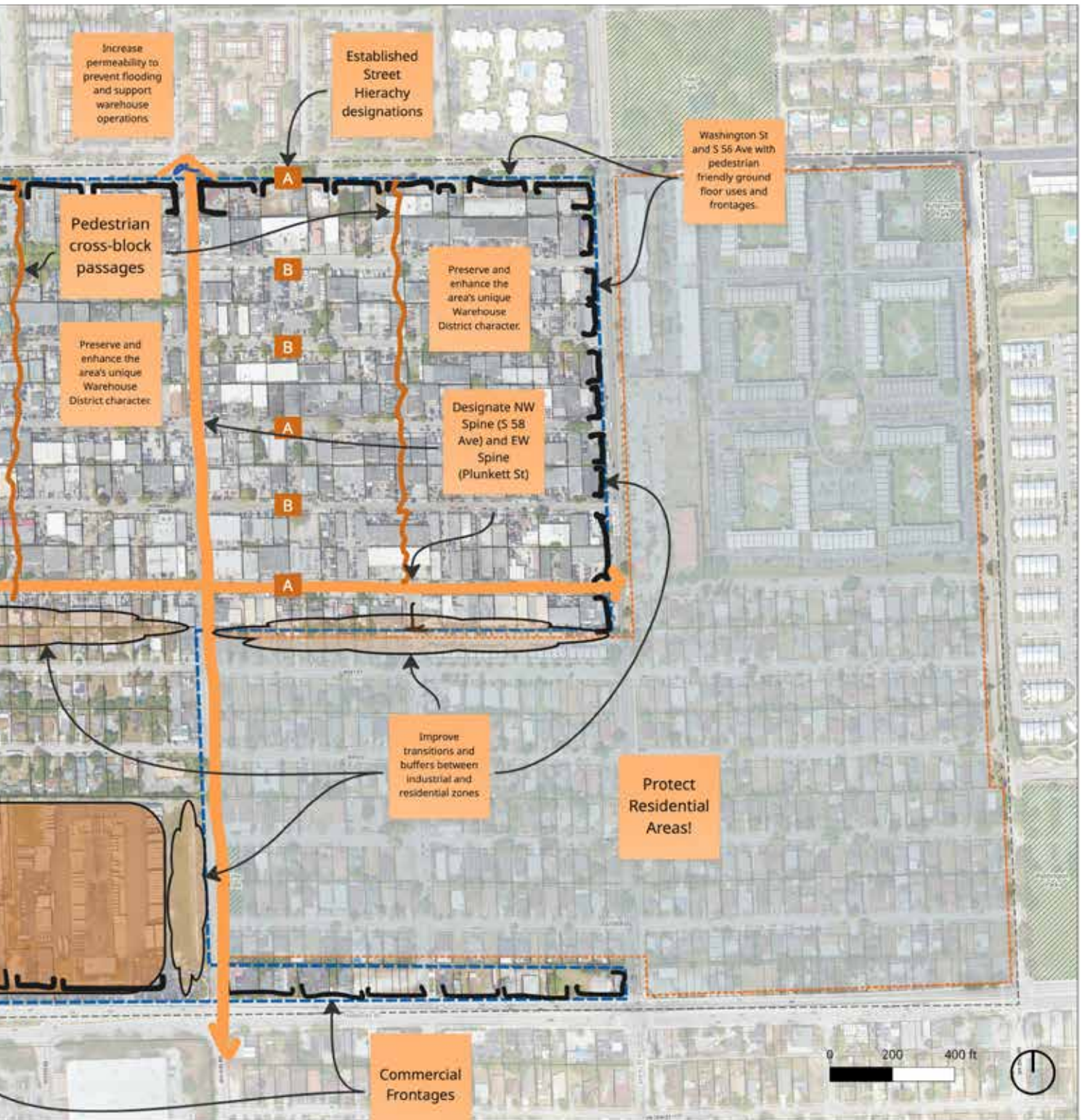
LONG TERM FEEDBACK MAP

Finally, participants envisioned the long-term future of the Washington Park Industrial Area as a **modern, sustainable, and competitive warehouse district**. Feedback focused on stronger connections, improved infrastructure and resiliency, strategic mixed-use opportunities along key corridors (while protecting warehouse and single family neighborhoods), and better transitions between industrial and residential areas.

- **Identify and prioritize major connections** such as the neighborhood's north-south spine (S 58 Ave) and east-west spine (Plunkett St), with the potential for primary and secondary street designations.
- **Develop long-term parking solutions**, including centralized parking facilities, rooftop parking, or a shared commercial garage through public-private partnerships.
- **Support mixed-use or commercial activity along major corridors**, while respecting the warehouse and residential districts.
- **Recognize opportunity sites**, for potential redevelopment. Housing type options were raised as a long-term topic of discussion, not a zoning proposal.
- **Encourage pedestrian-friendly frontages** along Washington St, S 56 Ave, Pembroke Rd, and SR-7 / US-441.
- **Strengthen buffers between industrial and residential areas** with compatible uses and improved transitions and landscaping.
- **Improve long-term flood resilience** and operational efficiency through permeability upgrades and mitigation strategies.



Map 05. Workshops Summary Long Term Vision. (Source: Plusurbia).



KEY THEMES + PRIORITIES

Key themes and priorities emerged across the following seven (7) main areas.*

*These initial observations and ideas reflect community input and are preliminary, subject to refinement, and intended to inform future project phases. This document records input heard and does not represent City policy, Commission direction, or commitments to action.

Classification by idea timeframe:

- Short
- Mid
- Long
- Ongoing

1. COMMUNICATION & COMMUNITY ENGAGEMENT ●

- Rebuild trust through ongoing dialogue between residents, businesses, and City representatives.
- Improve notification processes to ensure all property owners and residents are informed in a timely and transparent manner.
- Offer multiple meeting times and locations to encourage participation during planning exercises.
- Collaborate with the Washington Park HOA and present planning updates at future homeowner meetings.
- Educate residents and stakeholders on the benefits and intent of mixed-use development.
- Create education programs for compliance and code awareness.
- Plan neighborhood block parties and events to boost community involvement.

2. VISION & IDENTITY ●

- Preserve and enhance the area’s unique Warehouse District character.
- Strengthen safety, aesthetics, and functionality while protecting existing small industries and jobs.
- Recognize the district as the “Pinnacle of Auto Services” and a cornerstone of local business vitality.
- Participants raised concerns about affordability, tax impacts, and the potential for displacement, emphasizing the importance of considering these issues in future planning.

- Encourage entrepreneurship to position Washington Park as a hub for small businesses and trades.
- Support local hiring practices.
- Consider how major utility upgrades align with the broader community vision.
- Locate and build on insights from the 1995 Master Plan.

3. STREET DESIGN & INFRASTRUCTURE ●●●

Short Term

- Add or repair sidewalks and crosswalks to increase safe pedestrian access on industrial streets.
- Paint clear directional arrows and improve traffic flow (e.g., “no parking” and loading zones).
- Not every block is problematic, focus enforcement and improvements strategically.
- Install speed bumps or traffic calming features on residential streets.
- Limit truck traffic and speeding on residential streets.
- Address stormwater issues with permeable pavers, bioswales, proper drainage, and waterline upgrades.
- Phase in swale restoration where appropriate and needed.
- Eliminate unnecessary swales in business areas.

Mid Term

- Consider implementing one-way streets to improve cross-sections and create space for trees, sidewalks, benches, parking, and loading.
- Use pedestrian cross-block passages for long blocks.

- Consider creating provisions for ROW (right-of-way) expansion.
- Invest in sidewalk conditions and crosswalks to improve pedestrian access between warehouses and nearby businesses.
- Repair and repave residential streets (fill potholes, fix uneven surfaces).
- Allow street improvements for vehicles of all sizes.

Long Term

- Designate Washington Park's north-south spine (S. 58 Ave) and east-west spine (Plunkett St) as key connections to and across the area.
- Consider A/B Street designations to manage frontages in the future.
- Cultivate pedestrian-friendly ground floor uses and frontages along Washington St and S. 56 Ave.
- Improve transitions/ buffering behind the commercial buildings along the Pembroke Rd corridor.
- Develop a strategy to increase permeability to prevent flooding and support warehouse operations (e.g., permeable pavers).

4. PARKING & ENFORCEMENT

Short Term

- Enforce timed parking to eliminate long-term vehicle storage on the streets.
- Encourage parking strategies that improve business access and traffic circulation.
- Increase code enforcement patrols for illegal parking and vehicle storage. Target illegal parking, untagged vehicles and junk storage.
- Consider relaxing parking lot design standards to allow temporary gravel lots. Develop minimum, flexible standards to make implementation feasible for business owners.

- Consider shared parking programs among nearby businesses.
- Improve signage, regulate car sales operations, and ensure enforcement is fair and consistent.
- Consider giving violation notices and fines to tenants, not the property owners.
- Add "No Parking" signs on swales and address double-parking and loading issues on streets.
- Limit car lots to prevent misuse of parking and street space.
- Formalize and maximize swale parking through striping, clear delineation, and enforcement. Use turf block/ pavers on grass.
- Address grandfathered uses and parking arrangements with clarity and fairness.
- Pair parking strategies with facade and streetscape improvements to enhance the area's appearance and functionality.

Mid Term

- Rebalance ROW widths to account for additional car storage needs.
- Designate and enforce loading-only areas to prevent double-parking/ blocking streets.
- Reduce parking congestion through designated parking areas and better management.
- Develop off-site or remote vehicle storage areas to free up street parking.

Long Term

- Consider centralized parking facilities or rooftop parking for long-term solutions.
- Explore development of a paid, centralized parking garage through public-private partnerships (P3).
- Develop a targeted parking strategy, including a commercial or shared parking garage for body shops and auto businesses.

5. LAND USE & URBAN DESIGN

Short Term

- Invest in commercial property upgrades such as painting, lighting, and concealing trash receptacles.
- Recognize the area's historic role in auto services; maintain auto industry presence but manage impacts (e.g., enforcement to prevent overflow into residential areas).
- Address tensions caused by rental properties showing little respect for neighborhood image or character.
- Consider mechanics as part of an important economic cluster for the region.
- Limit car lot businesses by requiring permits and spacing to prevent overcrowding. Limit car sales businesses that test vehicles in residential neighborhoods.
- Do not allow mixed-use developments within strictly residential neighborhoods.

Mid Term

- Consider appropriate complementary flexible uses such as shrimp farms or food truck pop-ups.
- Consider live/ work spaces at the transition areas.
- Support a broader economic mix: beyond mechanic shops, create space for startups, pop-ups, and diverse businesses. Promote more "mom-and-pop" shops, but recognize there is limited space for small, medium businesses to thrive.
- Recognize that some businesses may have outgrown the area and need transition support.
- Use design standards that accommodate evolving future uses and maintain the unique character of warehouse areas (e.g., Funston), such as higher floor to ceiling heights, etc.
- Explore models like Little River and Railroad District Tallahassee as reference examples.

- Add pedestrian amenities like lighting and benches.
- Promote walkability and mixed-use environments.
- Develop standards for industrial driveways.
- Review zoning codes related to halfway houses and their neighborhood impacts.

Long Term

- Encourage commercial and retail frontages with offices or residences above along key corridors like SR-7 / US-441 and near FDOT open space.
- Improve transitions and buffers between industrial and residential zones (e.g., along S 56th Ave with cafés, bakeries, fitness centers).
- Investigate the southwest blocks and large parcels like the FedEx site as future opportunity areas.
- Encourage pedestrian-friendly design (e.g., Dania Pointe and 15-minute neighborhood models).
- Build aesthetically pleasing, higher quality housing.
- Build housing for working class and research federal/ state grants for housing development (e.g., townhouses)
- Keep SR-7 as a focus corridor, extend zoning permissions, allow higher-intensity uses, and activate frontages with windows, signage, murals, and reoriented facades.
- Encourage assembly of lots to allow larger redevelopment opportunities.
- Consider hotel development and medical uses, maintain the commercial buffer in area.

6. BRANDING, SAFETY & BEAUTIFICATION

Short Term

- Introduce new trees and green buffers to soften the transition between industrial and residential uses. Plant native tree species and ensure proper maintenance.

- Launch Facade Improvement Programs (PIP), paint initiatives, and small business grants. Increase exposure for improvement programs and promote participation.
- Promote uniform painting, signage, and landscaping for visual cohesion.
- Implement beautification strategies like facade upgrades, improved paint, and sidewalk repairs.
- Provide grants to help property owners reface and improve their buildings.
- Enforce waste disposal standards and hide garbage areas appropriately. Conceal dumpsters and maintain clean streets. Create examples of creative solutions to hide garbage areas as a guide for property owners.
- Improve and maintain landscaping in both business and residential areas.
- Encourage property beautification and upgrades.
- Strengthen and ensure consistent code enforcement for all property types.
- Consider license fees for property owners to fund improvements or allow city-led upgrades on a first-come, first-served basis.
- Establish a centralized small business directory to increase visibility and support local commerce.
- Promote a greater sense of safety and build trust between residents and businesses.
- Address safety and code concerns, especially around vacant and unsafe homes on Flagler St.
- Improve facilities like bathrooms and amenities at the Washington Park Community Center (e.g., LED boards).

OVERALL TAKEAWAYS

Considering all the feedback provided by residents, business owners and other stakeholders across the outreach events, two key takeaways rose to the top:

- Participants share a strong desire to preserve the character and function of the Warehouse District while making it safer, cleaner, and more connected.
- Collaboration among local businesses, residents, and the City will be essential to transform these visions into action.

Mid Term

- Improve lighting, signage, and overall sense of safety, especially in the residential areas.
- Consider forming a Warehouse District Business Council and host community events (clean-ups, block parties).
- Upgrade utilities, public Wi-Fi, and security systems to attract investment and deter dumping.
- Develop consistent signage, identity, and gateway features (e.g., wayfinding for business vs. residential). Add murals, gateways, and “Welcome to the Warehouse District” branding.
- Establish a unified branding concept to celebrate the history and purpose of the warehouse district.

6. WALKING AUDIT

WALKING WASHINGTON PARK

On December 4, 2025, neighbors, community leaders, and City staff participated in a Walking Audit, a hands-on way to explore Washington Park's streets together. From a pedestrian vantage point, the group uncovered where streets were performing well and shared ideas to make poor examples safer and more welcoming to all transportation modes. The 2.3-mile walk covered several streets across both the industrial and residential sides of the neighborhood.

As expected, the majority of issues were found along the industrial streets, especially Plunkett, Rodman, and Dewey Streets, where there were frequent examples of haphazardly

parked vehicles covering sidewalks and street right-of-way, dumpster and litter issues, and standing water from poor drainage.

Washington Park's residential blocks were much clearer, though there were still several examples of vehicles parked on the swale and in yards. Sidewalks were present on both sides of almost every street in this area and less likely to be obstructed than in the industrial district.

These observations reinforced the top comments heard at other community outreach events and informed the themes evaluated in later phases of the project..



Image 12. Walking audit. (Source: Plusurbia, City of Hollywood).



Image 13. Walking audit flyer. (Source: Plusurbia).

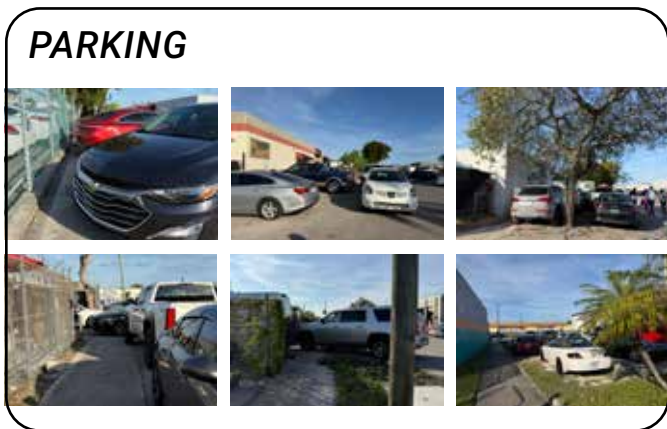


Image 14. Observations and map from community walking audit (Source: Plusurbia).

7. PROJECT SURVEY 1

POLLING THE PUBLIC

Parallel to the open house and workshops held in Washington Park, the project team created Survey 1 as an online option to collect detailed information on how participants understood their neighborhood and its future. The survey was released on August 11, 2025 and collected 26 responses before closing on December 17, 2025.

To ensure continuity between digital and in-person engagement, the survey posed the same questions found on the open house display boards, addressing themes including:

- What does the future of Washington Park look like to you?"
- What kind of businesses would you like to see in Washington Park?

- What short-term property improvements could enhance the industrial area?

The results broadly echoed sentiments collected through other engagement methods, such as the interest in preserving the warehouse district's existing businesses and services, while allowing for restaurants and limited mixed use building types on that side of the neighborhood. Turning to functionality, participants were overwhelmingly in favor of improving the on- and off-street parking situation, and would strongly support visual upgrades to the warehouse area, such as upgraded paint and materials.

Other areas of interest included the introduction of local shuttles and micro transit, creation of new, natural green spaces, and investments in pedestrian infrastructure.



Image 15. Sticker votes from the Open House and Workshops, highlighting the top participant choices. (Source: Plusurbia, City of Hollywood).

WASHINGTON PARK COMMUNITY PREFERENCES



INDUSTRIAL FACADE UPDATES

are the most favored short-term solution

INFRASTRUCTURE & PARKING IMPROVEMENTS

are community members' top priority

Community members envision
Washington Park as a
**THRIVING HUB
FOR LOCAL JOBS &
BUSINESSES**



Community members are most
interested in seeing new

SINGLE FAMILY & MIXED USE BUILDINGS



NATURAL GREEN SPACES

are most the desired
type of open space



Community
members would like
to use local

SHUTTLES & MICRO TRANSIT



LOCAL RESTAURANTS & CAFES

are the most desired new businesses

8. PROJECT SURVEY 2

CHECKING OUR DIRECTION

As the final major public engagement effort, **Survey 2** asked Washington Park residents, business owners, and other stakeholders a simple question: “**Did we hear you?**” The survey was designed to validate the priorities and strategies identified during previous workshops and community discussions.

Questions were organized around the **short-, mid-, and long-term strategies** developed through the planning process. Participants were asked to provide feedback on topics including parking, district identity, neighborhood compatibility, cleanup efforts, redevelopment opportunities, and business support. Supporting precedent images were included to help illustrate potential improvements and ensure a shared understanding of the concepts being discussed.

Over an eight-week period, **15 participants** (the majority residents or nearby residents) completed the survey. Their feedback helped refine and prioritize the final short-, mid-, and long-term recommendations.

Short-Term Priorities focused on improving safety, visibility, and district appearance. Respondents identified enhanced crosswalks and better lighting as the most important mobility improvements. To strengthen district identity and neighborhood compatibility, participants prioritized façade and storefront enhancements, particularly improvements to paint, lighting, and signage. For business support and

early activation, respondents favored hosting events and activities such as trade days, food truck gatherings, and networking opportunities.

Mid-Term Priorities centered on infrastructure upgrades and economic development. For mobility, access, and parking, the highest priorities were repaving and upgrading roads, along with improving drainage and flood mitigation. In terms of land use and district activation, respondents supported more flexible development patterns, including live/work spaces, small-scale retail, and office-flex uses. To encourage business growth and investment, participants emphasized attracting neighborhood-serving amenities such as restaurants, cafés, and local services.

Long-Term Priorities focused on transformational improvements to the district. Respondents supported redesigning streets to improve circulation, functionality, and overall traffic flow. For public realm and environmental enhancements, participants prioritized additional pedestrian amenities, including shade trees, lighting, and seating to create a more comfortable and inviting walking environment. Regarding future development, respondents favored concentrating redevelopment along key corridors and targeted intensification areas while encouraging mixed-use and employment hubs that combine industrial, office, and supporting retail uses.



**UPGRADE
FACADES AND
STOREFRONTS**



**PEDESTRIAN
AMENITIES**



**IMPROVE SAFETY
AND VISIBILITY**



**FOCUS
REDEVELOPMENT
ALONG KEY
CORRIDORS**



9. CONCLUSION & SUMMARY

PRIMARY TAKEAWAYS + THEMES

At the conclusion of the community engagement phase, all comments, observations, notes, and concerns were distilled into four primary themes:

- Preserve Industrial Character:** Stakeholders were clear about Washington Park's important role as an accessible industrial area for entrepreneurial activities and small business upstarts. While industrial uses often conflict with residential parts of the neighborhood, the community gravitated toward strategies for visual and organizational improvements to the warehouse area rather than redevelopment.
- Improve District Image & Branding:** Concepts for industrial district facade upgrades, lighting improvements, and screening strategies –including green walls– generated some of the most discussion during public engagement. Beyond bolstering the area's image, investments in upgraded signage and branding were lauded as ways to remediate parking issues and support local businesses.
- Implement Parking & Mobility Solutions:** Parking overflow onto sidewalks, swales, yards, and street and alley right-of-way was the most significant issue mentioned by Washington Park stakeholders. Participants were highly in favor of improved parking delineation, signage, and enforcement. Discussion about multimodal investments also generated significant interest, such as sidewalk upgrades or a neighborhood shuttle program.
- Invest in Green Spaces & Infrastructure:** Finally, the community expressed significant interest in resilient infrastructure investments (especially to address drainage issues) and additional green space. Among all open space options, natural green spaces were the most desired.

While these themes cannot account for every comment collected during public engagement, they are representative of the vast majority of feedback and community priorities voiced during the several months of project outreach. As such, they provided the primary direction for the next phases of this plan and are addressed through a range of short, medium, and long-term recommendations in the following phases

NEXT STEPS

Following the outreach phase, City staff and the consultant team evaluated the detailed ideas and overarching themes shared by participants. The Master Plan recommendations that emerged as a result will require additional study, City Commission review, and further community engagement.

This report showcases the results and methods of broad-reaching community engagement that informed the final plan. It documents community input only and does not imply any zoning changes, regulatory actions, or investment decisions.

PRIMARY PROJECT THEMES



PRESERVE INDUSTRIAL CHARACTER



IMPROVE DISTRICT IMAGE & BRANDING



IMPLEMENT PARKING & MOBILITY SOLUTIONS



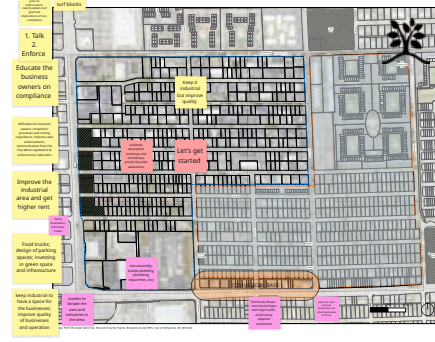
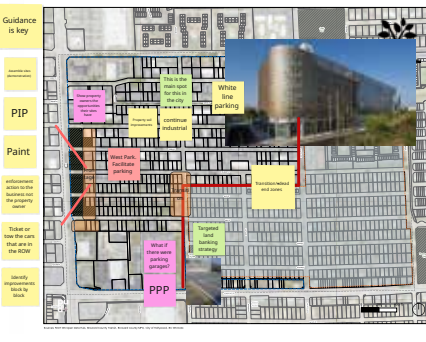
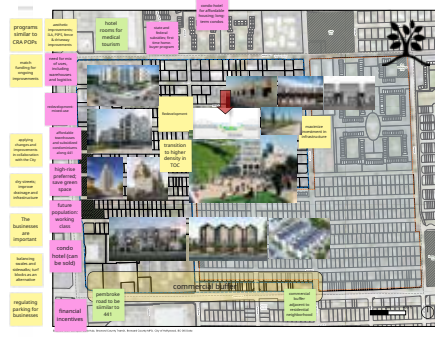
INVEST IN GREEN SPACES & INFRASTRUCTURE

APPENDIX

LEADERSHIP WORKSHOP OCTOBER 25, 2025

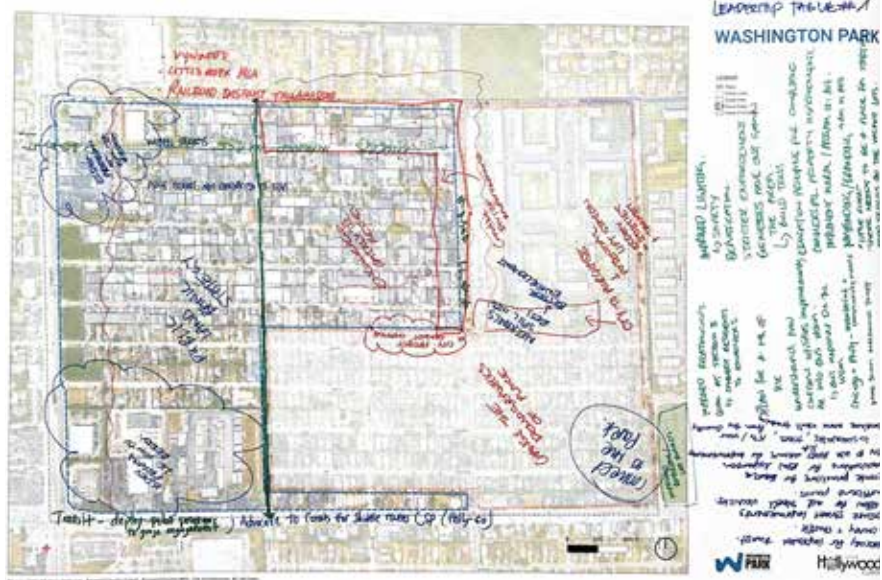
During the leadership workshop, participants explored their visions for Washington Park's future. All comments and recommendations were recorded on the long-term vision maps included here. Short-term recommendations are represented by yellow notes, mid-term by green notes,

and long-term by red or pink notes. Recommendations and comments with a longer time horizon are built on those with shorter time frames.



Map 06. Formatted leadership workshop maps –including all recommendations. (Source: Plusurbia).

LEADERSHIP WORKSHOP OCTOBER 25, 2025



LEADERSHIP WORKSHOP SESSION
10.28.2025

WASHINGTON PARK

WELCOME! BIENVENIDO!
Please sign in for your registration.

NAME	EMAIL	ORGANIZATION
1. Nancy Holt	nholts@holtsquad.com	Fire
2. Anna Smith	anna@smithco.com	City of Los Angeles
3. Alex Foster	alex@foster.com	City of Los Angeles
4. Herb Govee Parlat	herb@goveeparlat.com	City of Los Angeles
5. Anthony Johnson	anthony@johnson.com	City of Los Angeles
6. Mike Lopez	mike@lopez.com	City of Los Angeles
7. Patrick Martinez	patrick@martinez.com	City of Los Angeles
8. Adam Cole	adam@cole.com	City of Los Angeles
9. Phyllis Shaw	phyllis@shaw.com	City of Los Angeles
10. Rachel Brown	rachel@brown.com	City of Los Angeles
11. Angela Flores	angela@flores.com	City of Los Angeles
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		

Image 17. Leadership Workshop sign-in sheet. (Source: Plusurbia).

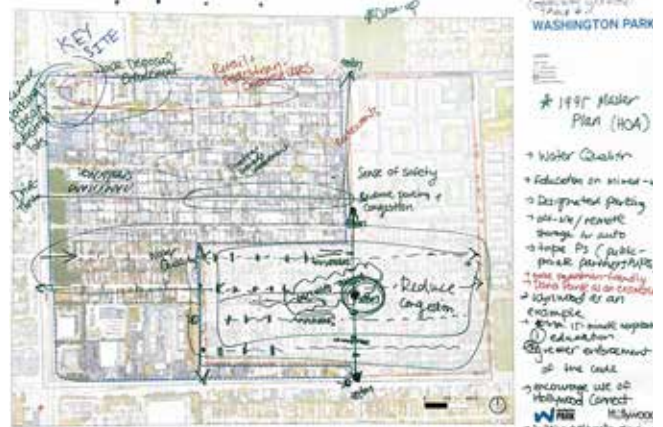


Map 07. Maps and notes created during leadership workshop exercises. (Source: Plusurbia).



Image 18. Leadership Workshop participants. (Source: Plusurbia, City of Hollywood).

COMMUNITY WORKSHOP OCTOBER 25, 2025



Map 08. Community workshop maps and recommendations. (Source: Plusurbia).



Image 20. Community Workshop participants. (Source: Plusurbia, City of Hollywood).



Image 19. Community Workshop sign-in sheet. (Source: Plusurbia).

STAKEHOLDER WORKSHOP OCTOBER 25, 2025

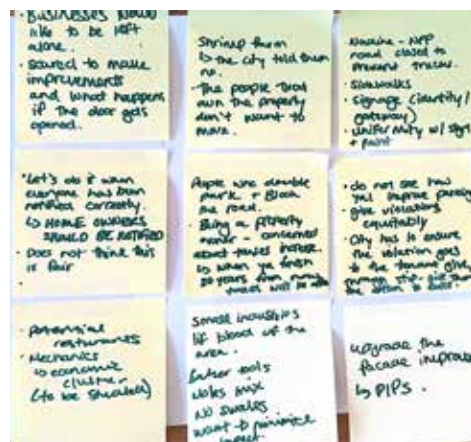


Image 21. Stakeholder Workshop comments. (Source: Plusurbia).



Map 09. Stakeholder Workshop Table 1 Map. (Source: Plusurbia).



Image 22. Stakeholder Workshop sign-in sheet. (Source: Plusurbia).



Map 10. Stakeholder Workshop Table 2 Map. (Source: Plusurbia).



Image 23. Stakeholder Workshop participants. (Source: Plusurbia, City of Hollywood).



Image 24. Statement from Stakeholder Workshop. (Source: Plusurbia).











PUBLIC ENGAGEMENT BOARDS + SURVEY 1 DATA

The following charts summarize combined data from the nine public engagement boards prepared for this project and the results of Survey 1. Both collection methods asked identical questions and are thus presented together. Questions allowed multiple answers and top answers are highlighted in green.










QUESTION	TOTAL	PERCENT
What is your vested interest in Washington Park?		
Live	22	34.4%
Work	11	17.2%
Own Property	16	25.0%
Lease Property	1	1.6%
Other	14	21.9%
What does the future of Washington Park look like to you?		
A vibrant mixed-use community	23	20.9%
A green and healthy neighborhood	17	15.5%
A safe and walkable community with strong connections to transit	18	16.4%
A thriving hub for local businesses and jobs	20	18.2%
A welcoming community space for arts, culture	18	16.4%
A family-friendly neighborhood with schools and childcare	12	10.9%
None	0	0.0%
Other	2	1.8%
What physical changes or improvements would make the biggest difference for you and your community?		
Infrastructure improvements (such as flooding)	36	22.6%
More trees and shade	26	16.4%
Better lighting to increase safety	24	15.1%
Increase pedestrian safety	14	8.8%
More open spaces/parks	24	15.1%
More Housing	12	7.5%
Bicycle racks and repair stations	3	1.9%
More trash and recycling bins	6	3.8%
Better signage and wayfinding	12	7.5%
None	0	0.0%
Other	2	1.3%
What kind of business would you like to see in Washington park?		
Local restaurants or cafes	35	25.2%
Grocery or fresh food markets	21	15.1%
Small retail shops	13	9.4%
Health and wellness services	12	8.6%
Arts, culture, or creative spaces	25	18.0%
Family-oriented businesses (childcare, learning centers)	8	5.8%
Vocational Training Centers	7	5.0%
Light industrial, incubator or maker spaces	9	6.5%
Places of Worship	3	2.2%
Auto Oriented Uses	5	3.6%
None	0	0.0%
Other	1	0.7%

Table 02. Final, consolidated results from public engagement boards and Survey 1. (Source: Plusurbia).









What types of housing would you like to see in the area?

Single-family houses		23	21.1%
Townhomes / Rowhouses		14	12.8%
Duplex/Triplex		7	6.4%
Low-rise apartment buildings or condos		14	12.8%
Mid-rise apartment buildings or condos		10	9.2%
High-rise apartment buildings or condos		2	1.8%
Mixed use buildings (residential above commercial uses)		22	20.2%
Live/Work Units		15	13.8%
None		2	1.8%
Other		0	0.0%








Open spaces are an important part of any community. What kinds of open spaces would you like to see more of in Washington Park?

Neighborhood parks		25	16.7%
Community gardens		20	13.3%
Sport fields and courts		11	7.3%
Walking and biking trails		20	13.3%
Shaded seating areas		25	16.7%
Plazas or public gathering spaces		20	13.3%
Natural green spaces		25	16.7%
None		3	2.0%
Other		1	0.7%

How can parking in Washington Park be improved?

New parking bylaws or restrictions		10	11.1%
Improved on-street parking		25	27.8%
Off-street parking		14	15.6%
Parking garages		9	10.0%
Enhanced parking signage		19	21.1%
One-way roads with on-street parking		11	12.2%
None		2	2.2%
Other		0	0.0%

If more mobility options were available, which would you use?

Sidewalks, crosswalks, and pedestrian-friendly routes		26	24.5%
Scooters or Shared e-bikes		6	5.7%
Frequent, reliable and safe public transit		19	17.9%
Local shuttles / microtransit		34	32.1%
Protected bike lanes & trails		19	17.9%
None		2	1.9%
Other		0	0.0%

What short-term property improvements could enhance the industrial area?








Unified district painting/ branding		7	13.7%
Updated facade paint and materials		19	37.3%
Exterior lighting upgrades		9	17.6%
Green walls		10	19.6%
Improved signage		2	3.9%
Parking lot resurfacing & striping		3	5.9%
Other		1	2.0%

Table 03. Final, consolidated results from public engagement boards and Survey 1. (Source: Plusurbia).

SURVEY 2 RESULTS

Washington Park Survey 2		
Export date: 5/29/2026 1:14:49 PM America/New_York		
Total responses: 15		
Filters applied: No		
Q1. *About You*		
What is your connection to the Washington Park area?		
<i>Choices</i>	Responses	Percent
Property owner (industrial / commercial)	0	0.00%
Business owner	1	7.14%
Employee / works in the area	1	7.14%
Resident (Washington Park)	6	42.86%
Nearby resident (adjacent neighborhood)	5	35.71%
Investor / developer	1	7.14%
Community organization / stakeholder	0	0.00%
Visitor / customer	0	0.00%
Workforce connections (technical schools, training programs)	0	0.00%
other	0	0.00%
Q2. *SHORT TERM (0-2 Years)*		
Q2a. *Mobility, Access, and Parking Improvements*		
What improvements would make it easier for customers, employees, and deliveries to access businesses in the district?		
<i>Choices</i>	Responses	Percent
Clarify circulation and access (truck routes vs. local streets, directional signage, wayfinding)	6	46.15%
Improve safety and visibility (high-visibility crosswalks, lighting at key crossings)	8	61.54%
Better manage on-site parking (striping spaces, adding bollards, using landscaping to define and prevent informal parking)	7	53.85%
Create flexible or overflow parking (gravel lots, shared parking agreements between businesses)	7	53.85%
other	0	0.00%
Q2b. *District Identity, Appearance, and Neighborhood Compatibility*		
Which improvements would most enhance the overall appearance and functionality of the district?		
<i>Choices</i>	Responses	Percent
Upgrade façades and storefronts (paint, lighting, signage improvements)	11	73.33%
Define district gateways (entry signage, landscaping, recognizable features)	5	33.33%
Install cohesive branding and wayfinding (directional signage, business identification)	10	66.67%
Buffer edges between industrial and residential areas (landscaping, fencing, screening of storage/loading)	8	53.33%
other	0	0.00%

Q2c. *Business Support and Early Activation*		
Which of the following would most help businesses in the district grow in the next 1–2 years?		
<i>Choices</i>	Responses	Percent
Streamline permits and inspections (faster approvals, clearer processes for common issues)	8	53.33%
Promote businesses through a shared directory and marketing (online listings, district campaigns)	7	46.67%
Host business events and activations (open houses, trade days, food trucks, networking events)	12	80.00%
Support hiring and workforce connections (job fairs, training partnerships with schools)	8	53.33%
other	0	0.00%
Q3. *MEDIUM TERM (3–5 Years)*		
Q3a. *Mobility, Access, and Parking Improvements*		
Which improvements would help day-to-day business operations in the district?		
<i>Choices</i>	Responses	Percent
Repair and upgrade roads (speed bumps, smoother surfaces, improved truck access routes)	12	80.00%
Improve sidewalks and pedestrian access (continuous paths, ADA ramps, safer crossings)	5	33.33%
Formalize parking and access areas (clearly marked spaces, shared parking zones, signage)	5	33.33%
Improve drainage and flood mitigation (swales, permeable surfaces, stormwater systems)	12	80.00%
other	0	0.00%
Q3b. *Land Use, Frontage, and District Activation*		
What changes would make this area better for businesses and their customers?		
<i>Choices</i>	Responses	Percent
Enable shared parking across properties (coordinated use based on different peak times)	2	13.33%
Allow more flexible uses (live/work, showroom + industrial, small-scale retail integration)	14	93.33%
Activate key corridors (storefront visibility, entrances facing streets, outdoor activity)	11	73.33%
Repurpose vacant or underused sites (temporary uses, incubators, maker or creative spaces)	11	73.33%
other	0	0.00%
Q3c. *Business Growth, Investment, and Collaboration*		
What would help businesses in the district grow and succeed over the next 3–5 years?		
<i>Choices</i>	Responses	Percent
Attract amenities (restaurants, cafés, and services that support employees and visitors)	15	100.00%
Provide affordable and flexible spaces (smaller units, adaptable leases for startups)	12	80.00%
Improve coordination with the City (dedicated contact, clearer processes, faster issue resolution)	4	26.67%
Increase communication and predictability (advance notice of construction, projects, and policy changes)	6	40.00%
other	0	0.00%

BACKGROUND ANALYSIS - WASHINGTON PARK - CITY OF HOLLYWOOD

Q4. *LONG TERM (5-10+ Years)*		
Q4a. *Mobility, Streets, and Parking Strategy*		
Looking ahead, what parking or traffic improvements would benefit businesses in the district the most?		
<i>Choices</i>	Responses	Percent
Develop shared or structured parking (garages through public-private partnerships)	7	46.67%
Implement district-wide shared parking systems (coordinated use across businesses)	6	40.00%
Redesign streets for better flow (turn lanes, signal timing, clearer circulation patterns)	11	73.33%
Reconfigure street networks (one-way streets, designated truck routes, improved access points)	10	66.67%
other	0	0.00%
Q4b. *Public Realm and Environmental Enhancements*		
Which improvements would most enhance the streetscape and overall environment?		
<i>Choices</i>	Responses	Percent
Add pedestrian amenities (shade, lighting, seating, safe walking paths)	10	66.67%
Expand landscaping and buffers (street trees, green edges, screening)	6	40.00%
Integrate green infrastructure (stormwater systems, bioswales, resilient design)	9	60.00%
Improve walkability and safety (continuous sidewalks, safer crossings, reduced conflicts)	4	26.67%
other	0	0.00%
Q4c. *Future Development and Land Use Transition*		
Which strategies would best support the long-term evolution of the district?		
<i>Choices</i>	Responses	Percent
Focus redevelopment along key corridors (targeted intensification areas)	9	60.00%
Encourage mixed-use and employment hubs (industrial + office + supporting retail)	9	60.00%
Improve transitions to surrounding neighborhoods (buffers, compatible design, step-downs)	6	40.00%
Establish clear long-term land use and zoning direction (predictability for investment)	5	33.33%
other	0	0.00%

5 Do you have any other thoughts you'd like to share?

4 out of 15 people answered this question.

Q Search responses

4 results



Have someone like block-by-block make sure the area looks good and is free from garbage

16 days ago

Parking is a big issue that needs clear direction/enforcement from the city and not for code enforcement to lean on businesses to improve it by issuing violations

1 month ago

I would love to have better restaurant options in my area. Additionally, the oversaturation of subpar car lot dealerships in my area is becoming a nuisance, especially during times where traffic increase for morning and afternoon commute or the sub bar car dealerships, receiving delivery of even more cars which causes lack of visibility when trying to navigate local streets for residence this oversaturation causes us to have streets that flood as well as people who do not care and block streets by parking vehicles in the middle of the street, or on our swells damaging natural drainage and making it impossible to upkeep the overall aesthetics in my neighborhood.

1 month ago

plusurbia.

1385 Coral Way PH 401 | Miami, FL 33145
info@plusurbia.com | +1.305.444.4850

BUSINESS FLARE® exp.

This document was prepared for:
The City of Hollywood.

This document was prepared and designed by PlusUrbia
Design

© 2026 PlusUrbia LLC - All rights reserved.

Some images shown herein are not the property of PlusUrbia or any of its affiliates,
and may be subject to certain copyright laws and/or usage royalties.