

ATTACHMENT I

May 11, 2021 Planning and Development
Board Package

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

DATE: May 11, 2021 **FILE:** 21-T-23

TO: Planning and Development Board/Local Planning Agency

VIA: Leslie A. Del Monte, Planning Manager

FROM: Alexandra Guerrero, Principal Planner

SUBJECT: Text Amendment to the Zoning and Land Development Regulations amending Section 4.15 to allow Planned Developments within the Beach and Downtown Districts of the Community Redevelopment Agencies.

REQUEST:

Text Amendment to the Zoning and Land Development Regulations amending Section 4.15 to allow Planned Developments within the Beach and Downtown Districts of the Community Redevelopment Agencies.

RECOMMENDATION:

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

BACKGROUND

As a result of the Hollywood Beach and Downtown Hollywood Master Plans, the City Commission adopted amendments to the Zoning and Land Development Regulations in order to eliminate future Planned Developments (PD) within the Beach and Downtown Districts of the Community Redevelopment Agency; in 2006 and 2009, respectively. Consequently, the future expansion of existing Planned Developments was also prohibited. These amendments were adopted under the following premise:

The Planned Development (PD) zoning overlay category is intended to provide a greater amount of flexibility by removing some of the detailed restrictions of conventional zoning for the purpose of allowing higher intensity mixed-use development, usually in residential neighborhoods. PDs are often necessary when traditional zoning segregates uses and has not been updated to accommodate the growth of an area or market conditions. Since the Master Plan establishes appropriate zoning recommendations for each of the districts – in accordance with the City’s Comprehensive Plan and the community’s vision – allowing for mixed-use and higher intensities, Planned Developments are no longer required.

Although this principle is still true, given the built-out environment of the City, specifically in the Beach and Downtown Districts of the Community Redevelopment Agency, it is necessary to allow Planned Developments while providing specific standards so that properties with different zoning designations do not face the challenge of complying with two significantly different zoning regulations.

REQUEST

The request proposes to amend Article 4 in the following manner:

§ 4.15 PD Planned Development District.

* * *

B. Definition. A Planned Development is land under unified control, planned and developed as a whole in a single development operation or an approved, programmed series of development operations. It may include principal and accessory uses and structures substantially related to the character of the development itself and the surrounding area of which it is a part. ~~Planned Development Districts are not permitted in the Beach or Downtown Districts of the Community Redevelopment Agency. In the event that a Planned Development within the Beach or Downtown Districts was approved prior to 2012, such originally approved Planned Development may be expanded, subject to the following conditions:~~

- ~~1. An expansion of an approved Planned Development shall only be permitted if the proposed expansion is for property that abuts the existing Planned Development, which may include crossover rights-of-way;~~
- ~~2. The area of the expansion shall not exceed the area of the originally approved Planned Development; and~~
- ~~3. The maximum height (in feet) within the expanded Planned Development shall not exceed the maximum height of the originally approved Planned Development.~~

* * *

E. Land use and design regulations.

1. Minimum size of planned development. All Planned Developments shall contain a minimum of ten acres of land under unified control; except within the Beach or Downtown Districts of the Community Redevelopment Agency where Planned Developments shall contain a minimum of two acres of land under unified control. This minimum may be waived by the City Commission upon the recommendation of the Planning and Development Board.

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SITE INFORMATION

Owner/Applicant: City of Hollywood

Address/Location: Beach and Downtown Districts of the Community Redevelopment Agencies

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The proposed text amendment is consistent with the following policies of the Comprehensive Plan:

Objective 4: *Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses and tourist areas.*

Policy 4.1: *Recognize and protect the unique character of Hollywood Beach and each of the three areas that comprise it; North, Central, and South Beach; and provide a clear vision for creating a more harmonious and attractive community.*

Objective 5: *Encourage appropriate infill redevelopment in blighted areas throughout the City and economic development in blighted business and tourist areas by promoting improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning and public information dissemination.*

The proposed amendment will increase redevelopment opportunities while preserving and protecting the character of the areas within and surrounding the CRA Districts. Providing standards which allow for Planned Developments while limiting size ensures that this amendment is appropriate and compatible with adjacent neighborhoods.

CONSISTENCY WITH THE CITY-WIDE MASTER PLAN

The City-Wide Master Plan is a compilation of policy priorities and recommendations designed to improve the appearance, appeal, and economic tax base of the City. It establishes a format for future direction and vision for the City. The proposed text amendment is consistent with the City-Wide Master Plan based upon the following Guiding Principle:

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

Policy CW.11: *Revise zoning code incorporate new overlay district recommendations consistent with adjacent neighborhoods.*

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

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

The proposed amendment will increase redevelopment opportunities while preserving and protecting the character of the areas within and surrounding the CRA Districts. Providing standards which allow for Planned Developments while limiting size ensures that this amendment is appropriate and compatible with adjacent neighborhoods.

APPLICABLE CRITERIA

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

CRITERIA 1: The proposed change is consistent with and in furtherance of the Goals, Objectives and Policies of the adopted Comprehensive Plan as amended from time to time.

ANALYSIS: Providing standards which allow for Planned Developments while limiting size ensures the proposed amendment is consistent with the City’s Comprehensive Plan, in that it encourages appropriate infill development, directs development to areas where public facilities already exist to serve it, and promotes a distribution of land uses that enhance and improve communities while allowing land owners to maximize the use of their property.

FINDING: Consistent

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

ANALYSIS: Many Planned Developments remain unbuilt due to unfavorable economic conditions. However, as the development and real estate markets begin to improve, many of these projects will see a resurgence and there will be a potential influx of requests for the creation of new PDs. The proposed amendment seeks to alleviate some of the challenges and encourage the development of previously approved Planned Developments.

FINDING: Consistent

ATTACHMENTS

Attachment A: Letter of Support

ATTACHMENT A
Letter of Support

**CITY OF HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
MEMORANDUM**

DATE: April 27, 2021 **FILE NO.** CRA-2021-19

TO: Leslie Del Monte, Planning Manager
Planning Division, Development Services

VIA: Jorge Camejo, Executive Director, CRA  for J.C.

FROM: Francisco Diaz Mendez, Project Manager, CRA

SUBJECT: Letter of support for Planned Development Text Amendment

ISSUE:

CRA recommendation regarding approval of text amendment to the Zoning and Land Development Regulations amending Section 4.15 to allow Planned Development within the Beach and Downtown Districts of the Community Redevelopment Agency.

EXPLANATION:

CRA staff has reviewed the subject request regarding text amendment to the Zoning and Land Development Regulations amending Section 4.15 to allow Planned Development within the Beach and Downtown Districts of the CRA. The proposed amendment to Article 4 will remove the restrictions that do not permit Planned Development Districts within the Beach and Downtown Districts of the CRA.

The proposed change is consistent with and will further the Goals, Objectives and Policies of the 2019 Amended and Restated Hollywood Downtown Community Redevelopment Plan and the 1997 Hollywood Beach Community Redevelopment Plan. Planned Developments will strengthen the Beach and Downtown Districts of the CRA by tailoring development, promoting mixed use development, and increasing densities and intensities at appropriate locations, while maintaining an appropriate relationship to the public realm and preserving the unique character of both Districts.

RECOMMENDATION:

The CRA staff supports this project and recommends its approval.