

**CITY OF HOLLYWOOD, FLORIDA
DEPARTMENT OF DEVELOPMENT SERVICES
PLANNING DIVISION**

DATE: October 19, 2017

FILE: 15-TZ-56

TO: Planning and Development Board/Local Planning Agency

FROM: Leslie A. Del Monte, Planning Manager 

SUBJECT: The City of Hollywood requests a Text Amendment to the Zoning and Land Development Regulations; to create new Transit Oriented Corridor (TOC) Districts and Subdistricts (established permitted uses, development regulations, development standards, and applicable definitions); to define new uses, establish development and parking standards for such uses (City-wide); and further, to rezone certain properties within the Transit Oriented Corridor (TOC).

REQUEST:

Text Amendment to the Zoning and Land Development Regulations; to create new Transit Oriented Corridor (TOC) Districts and Subdistricts (established permitted uses, development regulations, development standards, and applicable definitions); to define new uses, establish development and parking standards for such uses (City-wide); and further, to rezone certain properties within the Transit Oriented Corridor (TOC).

RECOMMENDATION:

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

BACKGROUND

In an effort to promote the use of public transportation and provide an adequate mix of uses, in 2005 the City of Hollywood created the Transit Oriented Corridor and Transit Oriented Development Land Use Categories. As stated by the City's Comprehensive Plan, *the TOC Land Use designation encourages redevelopment or development of significant areas. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form.* This form of land use is characterized by mixed-use neighborhoods or projects, within a quarter-mile walking distance of a transit stop, premium transit or bus transfer stations. It is especially designed for corridors such as State Road 7. As such, in 2010 an amendment to the Future Land Use Map designated State Road 7 as a Transit Oriented Corridor (TOC).

REQUEST

The text amendment proposes Zoning Regulations which are consistent with, and in furtherance of, the existing Transit Oriented Corridor (TOC) Land Use Designation and the City's Comprehensive Plan.

Establishing a vision for the future, as a Land Use designation, the Transit Oriented Corridor allows for mixed-uses; encouraging attractive and functional mixed living, working, shopping, education, and recreational activities. The Zoning, which is the regulatory tool to further control development capacities, then dictates appropriate locations and intensities for these uses. The existing underlying zoning, however, is not consistent with those objectives and poses an array of issues related to the limitation of uses; and the adjacency and lack of transition between uses. While the SR7 Zoning Overlays (2004) begin to

address some of those issues, they were adopted prior to the Land Use amendment; as such, their geographic boundary does not create sufficient depth to promote desirable uses.

The purpose and intent of the proposed Zoning Regulations is dual purpose; by creating concentrated areas of higher intensity which attract significant commercial and residential development (increasing the tax base), employment centers, and basic services, all which benefit the community as a whole; while also serving to protect residential neighborhoods by preventing commercial intrusion and sprawl. The objective of the rezoning is to ensure adequate safeguards are created to protect the neighborhoods as the City prepares for more intense development along the corridors. The concept of concentrating growth within a compact walkable core is also a Smart Growth strategy with significant environmental impacts. Concentrating densities and allowing for mixed-uses within close proximity helps prevent urban sprawl, promotes the efficient use of resources, and protects the natural environment.

The proposed regulations focus development and intensity along the corridors, providing adequate scale transitions to the neighborhoods. The attached maps and data depict and detail the location of the various intensities and typologies; and the appropriateness of the transitions (of uses, scale, and character).

Additionally, the current request also proposes the following district specific and city-wide amendments to the Zoning and Land Development Regulations:

- Elimination of unnecessary zoning districts; and references to such districts. The proposed regulations would replace and eliminate these portions of the existing regulations;
- Consolidation of definitions to avoid confusion and eliminate discrepancies, the text amendment proposes to consolidate all definitions for the Regional Activity Center, Downtown and Beach Community Redevelopment, and Transit Oriented Corridor Districts;
- Addition of new definitions. As technologies, industries, and markets change, cities are faced with the incorporation of definitions which are not addressed by existing codes.
- Elimination of perimeter wall requirement for any use that sells food or gas.
- Clarification for the location tandem parking regulations;
- Replacement of general references to existing districts with proposed districts throughout the Zoning and Land Development Regulations.

In preparation for adoption of the regulations, and in an effort to provide information and solicit feedback, the City has held several public meetings, focusing on a broad constituency of impacted stakeholders. Presentations were made to all impacted Civic Associations. Citywide and Business Community Workshops were also held, where the public had the opportunity discuss the proposed regulations and voice concerns.

SITE INFORMATION

Owner/Applicant:	City of Hollywood
Address/Location:	Areas with the Transit Oriented Corridor (generally located between Pembroke Road to the south, South Fork New River Canal to the north, Florida's Turnpike to the west and SW 58th Avenue to the east); and City-wide.
Gross Area of Property	Approximately 980 acres
Land Use:	Transit Oriented Corridor
Existing Zoning:	Multiple (See Attachments A and D)
Proposed Zoning	Multiple (See Attachments A and D)

CONSISTENCY WITH THE COMPREHENSIVE PLAN AND CITY-WIDE MASTER PLAN

The Comprehensive Plan and 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. They establishes a format for future direction and vision for the City. The proposed text amendment and rezoning are consistent with the Comprehensive Plan AND City-Wide Master Plan, based upon the following:

Land Use Element

The goal of the Land Use Element is to *promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing land owners to maximize the use of their property.* The surrounding community has a mix of residential, office and other commercial uses.

OBJECTIVE 3.1: *Assist, coordinate and monitor Florida Department of Transportation Plans for the proposed US441/SR7 widening project and, when feasible, implement City Capital Improvement Projects and/or other City efforts necessary to supplement and enhance economic development, land use changes, and infrastructure service improvements in tandem with phased roadway widening improvements.*

Policy 3.1.1: *Continue to prioritize US 441/SR 7 Corridor for redevelopment opportunities and work with the Florida Department of Transportation and other applicable agencies on design of the highway, and create innovative zoning to implement future changes. (CWMP Policy 1.1)*

Policy 3.1.4: *Promote land assembly along the US 441/SR 7 Corridor to create larger development parcels for economic sustainability to offset the physical and economic loss from Florida Department of Transportation right-of-way acquisition. (CWMP Policies 1.4 and 1.39)*

Policy 3.1.6: *Create development node at major intersections where opportunity exists for larger parcels to be assembled for redevelopment. (CWMP Policy 1.6)*

Policy 3.1.7: *Encourage the development of larger parcels for the SR 7 corridor as mixed-use projects. Amend the zoning code to facilitate such mixed-use development. (CWMP Policy 1.7)*

Policy 3.1.8: *Comprehensively examine land uses/zoning and parcel redevelopment potential for properties surrounding the Seminole Lands. (CWMP Policy 1.8)*

Policy 3.1.9: *Prepare and maintain the US 441/SR 7 Corridor Design Guidelines that, at minimum, would address the following components:*

- *Design standards regarding sign regulations, façade treatment and adequate buffers.*
- *Land use and zoning alternatives.*
- *Coordination with business owners along the US 441/SR 7 Corridor to receive their input regarding the corridor.*
- *A market study to determine the success of economic development strategies along the US 441/SR 7 Corridor.*
- *A fiscal impact study that examines the implications of Florida Department of Transportation plans along the US 441/SR 7 Corridor and on the City's tax base.*
- *Coordination with adjacent government plans and studies. (CWMP Policy 1.12)*

Policy 3.2.18: *Define options and develop recommendations for redevelopment, non-conformity, etc. along major transportation corridors, i.e. US 441/SR 7. (CWMP Policy CW.6)*

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 4.9: *Place a priority on protecting, preserving and enhancing residential neighborhoods while incorporating the unique characteristics of redevelopment areas (CWMP Policy CW.15 & CW.19)*

Policy 4.13: *Encourage mixed-use overlay districts, expanding uses and increasing heights, as well as, more intense office, commercial and mixed-use. (CWMP Policy 3.9)*

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

Policy 11.1: City of Hollywood staff shall work with the regional (county and municipalities) governmental agencies toward the investigation of alternative land use scenarios intended to support public transit corridors and facilities, including but not limited to, mass transit, fixed rail, and multi-modal facilities.

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.

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.

Objective 8: Fulfill the requirements of and achieve consistency with the Broward County Land Use Plan by adopting the following new City policies:

Policy 8.10: The City shall consider the individual and cumulative impacts of land use plan amendments on historic resources and on the existing and planned transportation facilities.

Policy 8.12: The compatibility of existing and future land uses shall be a primary consideration in the review and approval of amendments to the Broward County and City land use plans.

Policy 11.1: City of Hollywood staff shall work with the above referenced governmental agencies [Broward County Planning Technical Committee, Broward County Metropolitan Planning Organization, Broward County Department of Urban Planning & Redevelopment, etc] toward the investigation of alternative land use scenarios intended to support public transit corridors and facilities, including but not limited to, mass transit, fixed rail, and multi-modal facilities.

Transportation Element

Policy 2.2.11: Promote the development of US 441/SR 7 as a major transit corridor (CWMP Policy 1.47)

Policy 5.2.3: The City of Hollywood, in conjunction with Broward County and affected municipalities, the MPO, the FDOT, and the Florida DCA, shall support the development of Transit Oriented Corridors by:

- a. Creating policies that support TOC's.
- b. Seeking opportunities to encourage development around Transit Corridors and Stations.
- c. Developing programs to encourage public transit ridership along TOC corridors.

GOAL: It shall be the goal of the City of Hollywood to provide and maintain a sustainable and integrated transportation system which provides modal choices for its residents and visitors and the efficient movement of goods and freight for its existing and future businesses.

Policy 2.2.4: Work with FDOT, SFRPC and adjacent governmental agencies to implement plans for US 441/SR 7 that make the highway improvement an asset to all communities. (CWMP Policy 1.25)

Policy 2.1: The City shall establish parking strategies that will promote transportation goals and objectives. The City will coordinate with Broward County, the Broward County MPO, Broward County Mass Transit Division, SFRTA, and FDOT, including South Florida Commuter Services, to accomplish this effort. These strategies include, but are not limited to,

- a. Revise the City's Land Development Code to establish incentives that reduce parking requirements for redevelopment and development projects described in 'b'. The goal of these incentives will be to promote the use of public transit and reduce single occupancy and single purpose vehicle trips.
- b. Identify appropriate locations within the City to encourage greater densities and intensities to

promote mixed use developments such as the transit village concept....

Policy 2.2.3: *Continue to coordinate with the Florida Department of Transportation regarding the redesign and reconstruction of the US 441/SR 7 Corridor through the City of Hollywood to ensure that FDOT's redesign plans complement and support the City's plans. (CWMP Policy 1.27)*

- a. *When appropriate, encourage assemblage of larger parcels along US 441/SR 7 to create larger development parcels for economic stability to offset the physical and economic loss from FDOT's right-of-way acquisition. (CWMP Policies 1.4 & 1.39)*
- g. *In consultation with FDOT, provide enhanced pedestrian/bicycle linkages from US 441/SR 7 into the neighborhoods at safe and appropriate locations with specific consideration given to CPTED principles (CWMP Policy 1.32 & 1.45)*
- h. *Enhance existing and develop new multimodal accesses between adjacent sites located along US 441/SR 7.*

Policy 2.2.4: *Work with FDOT, SFRPC and adjacent governmental entities to implement plans for US 441/SR 7 that make the highway improvement an asset to all communities. (CWMP Policy 1.25)*

Policy 2.2.5: *Continue participating with the SFRPC and other agencies and municipalities in developing the "State Road 7 Corridor Redevelopment Strategy through the US 441/SR 7 Collaborative". (CWMP Policy 1.26)*

Policy 2.2.6: *Continue to coordinate efforts with the City of Miramar, Town of Davie, the City of West Park and other Broward County Cities that front on this roadway, to improve design quality along US 441/SR 7 Corridor. (CWMP Policy 1.28)*

Policy 2.2.8: *Continue to work with FDOT and other governmental agencies to expedite construction of the US 441/SR 7 segment adjacent to Seminole Lands to accommodate the impacts of redevelopment. (CWMP Policy 1.31)*

Policy 3.2.1 *The City shall revise its Land Development Code and develop programs to promote the use of alternative transportation modes, including but not limited to, bicycle, pedestrian, and waterways (blueways). Strategies to promote the use of alternative transportation modes will be developed in coordination with the Citizens Transportation Committee and the Broward County Advisory Board. These strategies will be implemented into the City's Land Development Code and will include but will not be limited to:*

- a. *Incentives to promote mixed-use projects, including residential, with facilities such as bicycle lockers and showers. Examples of these incentives are density bonuses and parking bonuses granted through the concurrency review process.*
- b. *Require bicycle/pedestrian connections between residential and non-residential developments or redevelopments as a condition of developmental approval.*
- c. *Coordinate with the Hollywood Business Council, Greater Hollywood Chamber of Commerce, and Community Redevelopment Agency (where applicable) to encourage individual employers or business districts to provide bicycle parking for their employees and customers.*
- d. *Coordinate with the Broward County mass Transit Division and Tri-county Commuter Rail Authority to ensure pedestrian/bicycle connections to existing and proposed Tri-Rail stations, park and ride lots, and bus transfer stations located within the City of Hollywood. This coordination effort shall be linked to Sub-policies a, b, and c.*

Policy 5.2.2 *The City shall coordinate land uses with the transportation system through implementation of, but not limited to, the following programs, activities or actions:*

- d. *Residential densities in the Medium High (25 dwelling units/acre) and High 50 dwelling units/acre)*

ranges should be located with adequate access to major and minor arterial roadways, expressways and public transit routes.

Implementation of the TOC land use designation along State Road 7 will allow for a wide range of uses within walking distance for residents. By incorporating amenities such as parks, benches and bus shelters within mixed-use developments, residents will be able to use mass transit or walk to their destination instead of driving. Inclusion of amenities such as these will allow staff to work with developers to provide incentives, such as reduced parking requirements, for these projects.

Housing Element

Policy 1.1.1: *The City shall continue to update and amend the Zoning and Land Development Regulations to improve affordable housing opportunities in mixed residential districts. (CWMP Policy CW.75)*

Policy 3.2: *The City shall continue to implement the policies described in the City-Wide Master Plan by revitalizing the Central Residential Neighborhood Improvement District and the 441 Corridor, and will make recommendations for upgrading conditions in those areas.*

Implementation of TOC zoning regulations will spur numerous mixed-use projects. This will allow Hollywood to take on a new form of development, and will vastly improve one of the largest corridors of the City by permitting development in mixed-use concentrations.

APPLICABLE CRITERIA

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

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

ANALYSIS: The proposed amendment is consistent with multiple policies of the City's Comprehensive Plan as outlined previously in the Consistency section of this Report. Furthermore, the proposed text amendment allows for the creation of zoning districts which are compatible and in furtherance of the Transit Oriented Corridor Land Use designation as established by the City's Comprehensive Plan; which indicates the City's housing demand should be met through the TOC.

FINDING: Consistent

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

ANALYSIS: The existing underlying zoning is not consistent with those objectives and poses an array of issues related to the limitation of uses; and the adjacency and lack of transition between uses. While the SR 7 Zoning Overlays (2004) begin to address some of those issues, they were adopted prior to the Land Use amendment; as such, their geographic boundary does not create sufficient depth to promote desirable uses. The proposed regulations are reflective of the changes in development demands placed on the State Road 7 Corridor and its surrounding areas; and ensuring such adequate areas are established for such development to occur.

FINDING: Consistent

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

CRITERIA 1:	That the petition for a change of zoning district will not result in spot zoning or contract zoning.
ANALYSIS:	The purpose of the rezoning is to provide standards for redevelopment consistent with the TOC Land Use designation. Proposed uses allow for a mix of residential, commercial, and office uses in areas where these uses were previously primarily segregated. These were evaluated and proposed comprehensively throughout the TOC, ensuring adequate transitions were provided. Therefore, the change will not result in spot or contract zoning.
FINDING:	Consistent
CRITERIA 2:	That the proposed change is consistent with, and in furtherance of the Goals, Objectives and Policies of the City's Comprehensive Plan.
ANALYSIS:	As previously stated in other sections of this report, the proposed changes are consistent and in furtherance of the Goals, Objectives, and Policies of the City's Comprehensive Plan.
FINDING:	Consistent
CRITERIA 3:	That conditions have substantially changed from the date the present zoning district classification was placed on the property, which make the passage of the proposed change necessary.
ANALYSIS:	The establishment of the Transit Oriented Corridor along State Road 7 in 2010, created the need for consistent and corresponding zoning districts. As the City continues to experience positive growth, the current objective is to move forward with the implementation of Zoning Regulations which are consistent with, and in furtherance of, the existing Transit Oriented Corridor Land Use Designation and the City's Comprehensive Plan.
FINDING:	Consistent
CRITERIA 4:	The proposed change will not adversely influence living conditions in the neighborhood.
ANALYSIS:	The purpose and intent of the proposed Zoning Regulations is dual purpose; by creating concentrated areas of higher intensity which attract significant commercial and residential development (increasing the tax base), employment centers, and basic services, all which benefit the community as a whole; while also serving to protect residential neighborhoods by preventing commercial intrusion and sprawl. The objective of the rezoning is to ensure adequate safeguards are created to protect the neighborhoods as the City prepares for more intense development along the corridors. The concept of concentrating growth within a compact walkable core is also a Smart Growth strategy with significant environmental impacts. Concentrating densities and allowing for mixed-uses within close proximity helps prevent urban sprawl, promotes the efficient use of resources, and protects the natural environment.
FINDING:	Consistent
CRITERIA 5:	That the proposed change is compatible with the development(s) within the same district/neighborhood.
ANALYSIS:	The objective of the rezoning is to ensure adequate safeguards are created to protect the neighborhoods as the City prepares for more intense development

along the corridors. Establishing locations for the various intensities and typologies and creating appropriate transitions (of uses, scale, and character), ensures compatibility and promotes the desired vision for each district.

FINDING: Consistent

ATTACHMENTS

Attachment A:	Existing Land Use and Zoning Map
Attachment B:	Existing Regulations
Attachment C:	Existing Applicable Regulations and Diagrams
Attachment D:	Proposed Zoning and Supplemental Maps
Attachment E:	Proposed Regulations
Attachment F:	Subdistrict Map and List of Affected Properties