

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

**DATE:** September 12, 2019 **FILE:** 19-T-51

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

**VIA:** Shiv Newaldass, Development Services Director

**VIA:** Leslie A. Del Monte, Planning Manager

**VIA:** Jorge Camejo, CRA Executive Director, Community Redevelopment Agency

**FROM:** Sarita Shamah, P.E., CRA Senior Project Manager

**SUBJECT:** Text Amendment to the Zoning and Land Development Regulations to allow reduced parking dimensions for properties generally located with the Community Redevelopment Agency Beach district for the purposed of Street Beautification and undergrounding of overhead utilities.

**REQUEST:**

A Text Amendment to the Zoning and Land Development Regulations to reduce the length of on-site perpendicular parking spaces for existing developments located within the boundaries of the Beach Community Redevelopment Agency District.

**RECOMMENDATION:**

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

**BACKGROUND**

The 1997 Hollywood Beach Community Redevelopment Plan identified deteriorating infrastructure, lack of sufficient public parking, inadequacy of the road system, private parking encroachments and accessibility as a major cause of blighted conditions within the Beach Community Redevelopment Agency (BCRA), which needed to be addressed. Parking has continually been identified as a challenge; as a high percentage of private properties were built without anticipated increased of automobile usage and therefore many properties do not have sufficient on-site parking for their own use or guest. Over time on-site parking spaces were added to this area which did not meet the required dimensions, resulting into encroachments in the right of way.

In order to enhance existing conditions while meeting the goals of eliminating blight and improving infrastructure and accessibility, the BCRA embarked on a multi-million dollar capital improvement

endeavor. To date, millions have been spent on the Broadwalk renovation, new water and sewer lines, and the undergrounding of overhead utilities and streetscape beautification program (see Attachment C).

In 2010 the BCRA implemented a six block Pilot Project for the east/west streets, bound by Cleveland and Grant Streets and the Broadwalk and SR A-1-A. The project included the undergrounding of overhead utilities, new streetscape and accessible sidewalks, landscape islands, new turtle friendly street lighting, permeable concrete paved sidewalks and street ends landscaped with native sustainable plantings.

Based upon the six block Pilot Project's success, the BCRA completed the construction of Phase II Streetscape and undergrounding of overhead utilities and Phase III, is currently under construction. (See Attachment C).

## REQUEST

Due to the historic conditions of the Beach CRA district, there are a considerable number of encroachments into the public right of way. In order for the BCRA to provide a pedestrian oriented community that supports alternative mobility and transportation options for all users, it is necessary to eliminate the existing encroachment conditions.

Due to the unique character and parking configuration of the Beach CRA district, BCRA is proposing an amendment to reduce the length of on-site perpendicular parking spaces from 18 feet to 16 feet for existing developments generally located within the BCRA district. See Attachment D and E. The width of parking spaces will remain at 8.5 feet. Vehicles parked within these proposed spaces shall be fully contained within the 16 feet stall length.

The proposed text amendment will allow the continuous beautification improvements on the Beach to help attract more visitors, residents and businesses; while helping to mitigate the loss of substandard parking spaces within the right-of-way by providing some flexibility in allowing property owners to retain some parking on-site.

This amendment will only apply to existing development upon adoption of these regulations within the boundaries of the Beach Community Redevelopment District. Should these properties be redeveloped, these reduce parking dimensions will **not** apply.

The Beach CRA has meet with the Community in multiple occasions and will continue to meet with the community.

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

### **§ 4.6 C Beach Community Redevelopment Districts**

\* \* \*

#### **3. Supplemental/additional requirements**

\* \* \*

##### **a. Applicable to all districts.**

\* \* \*

- (8) (a) All districts except for the area set forth in (b) below. Modified allowable parking dimensions: 90 degree parking = Minimum 8' 6" in width by 18' in length. Parallel parking = Minimum 8' 6" in width by 22' in length. Driving lanes shall be a minimum 22'.

(b) On-site private parking for existing developments ~~generally located from Oklahoma Street to New Mexico Street east of SR A1A (see Appendix 1, Diagram 31 for boundaries).~~ Modified allowable parking dimensions: 90 degree parking = Minimum 8'6" in width by 16' in length.

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## **APPENDIX 1: BEACH COMMUNITY REDEVELOPMENT DISTRICTS STANDARDS FOR DEVELOPMENT**

\* \* \*

~~31. Underground of Overhead Utilities and Streetscape Beautification Phase III~~

### **SITE INFORMATION**

**Owner/Applicant:** City of Hollywood  
**Address/Location:** Beach Community Redevelopment District

### **CONSISTENCY WITH THE COMPREHENSIVE PLAN**

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

*Policy 5.5: Continue redeveloping Downtown*

*Policy 5.6: Simplify the Zoning and Development Regulations*

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

As previously mentioned, the proposed amendment will allow the BCRA district to continue their beautification efforts on the beach while expanding redevelopment efforts to attract new business and motivate the existing tenants to improve their property. Also, this text amendment will help the BCRA enhance not only the streetscape, but also the entire BCRA district. These capital improvement and elimination of encroachments aid economic and physical revitalization, protect natural resources and open space, and provide a viable business community and high quality of life for its residents and visitors.

### **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN**

The Beach CRA district area boundary includes approximately 293 acres from Sherman Street to the south property line of the Diplomat Property and from the intracoastal waterways to the Atlantic Ocean. The proposed text amendment will impact all of the Beach CRA areas and will provide consistency along the corridor.

Due to the importance of the Beach CRA District for the quality of life for all residents in the City of Hollywood, the Beach has been the subject of multiple studies over the past several years which have included the Hollywood Beach Master Plan, the Community Redevelopment Plan, and the most recently, the Beach Community Redevelopment Area Master Plan.

As accomplished with the creation of the BCRA Master Plan, administrative and regulatory frameworks were established to eliminate blight and improve the physical conditions on the beach. This was accomplished by creating zoning districts which promotes and attract growth and enhance the quality of life in Hollywood Beach. The proposed amendment to reduce the length of the on-site perpendicular parking spaces from 18 feet to 16 feet for existing development on the BCRA district as shown on

Attachment D and E, is consistent with the City-Wide Master Plan as it enhances the quality of life for Hollywood Beach.

The proposed text amendment is consistent with the following policies:

*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 Downtown and Beach CRA's, the Broward Alliance, the Hollywood Business Council and other economic development agencies to realize redevelopment, increase tax base and improve quality of life.*

As noted, this text amendment will help the BCRA enhance not only the streetscape, but also the entire BCRA district. Furthermore, these capital improvements and elimination of parking encroachments help recognize that economic and physical revitalization must be balanced with the protection of natural resources and open space to continue to provide a viable business community, and high quality of life for its residents and visitors. The reconfigured streetscape improvements provide an appropriate public-friendly setting linking major thoroughfares with adjacent neighborhoods and access points.

*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.*

*Policy 4.4: Develop specific building and public rights-of-way design controls for the different areas of Hollywood Beach.*

*Policy 4.10: Develop building and streetscape design criteria for reviewing projects that will promote quality design and harmonious themes for the different sectors of Hollywood Beach, with the input of professionals and community leaders.*

*Policy 4.11: Review Beach zoning regulations and revise where appropriate to achieve desired outcomes, while protecting the neighborhood and the quality of life for the residents.*

## **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 Comprehensive 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." The BCRA is requesting this text amendment to facilitate economic growth while proposing regulations to resolve issues with on-site parking spaces encroaching into the right-of-way while continuing with beautification efforts on the Beach. These redevelopment efforts will aid with attracting new businesses and motivate existing tenants to improve their property. By addressing existing encroachments, this text amendment will help the BCRA enhance not only the streetscape, but also the

entire BCRA district. These capital improvements and elimination of potential parking encroachments aid economic and physical revitalization, protect natural resources and open space, and provide a viable business community and high quality of life for its residents and visitors.

**FINDINGS:** Consistent.

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

**ANALYSIS:** The Private properties within the BCRA district were built without anticipating increased automobile usage and therefore many properties do not have sufficient on-site parking for their own use or guests. Overtime on-site parking spaces were added to this area which did not meet the required dimensions, resulting in encroachments in the rights-of- way.

As previously mentioned, the BCRA has identified several deteriorating and blighted conditions within the Beach, which need to be addressed, and has embarked on a multi-million dollar capital improvement program for renovation of water and sewer lines, undergrounding of overhead utilities, and streetscape beautification among others.

Presently, the BCRA is planning the expansion of the streetscape beautification and undergrounding of overhead utilities in the South Beach Corridor. See Exhibit "B". In order to accommodate the present concept of the streetscape beautification design and the undergrounding of overhead utilities to the entire Beach CRA district, the current parking requirements on private property need to be changed. As such, this text amendment to reduce/change parking dimensions is being requested. Granting this text amendment will allow the BCRA to continue their beautification improvements on the beach to help attract more visitors, residents and business.

**FINDINGS:** Consistent.

## **ATTACHMENTS**

ATTACHMENT A-1: Existing Regulations: Section 4.6 C 3.a.(8)(b)

ATTACHMENT A-2: Existing Regulations: Appendix 1: Beach Community Redevelopment Standards for Development Diagram 31

ATTACHMENT B: Beach CRA District Streetscape Beautification and Undergrounding Plans.

ATTACHMENT C: Proposed Parallel Parking Requirements.

ATTACHMENT D: Proposed Perpendicular Parking Requirements.