

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

**DATE:** November 14, 2019 **FILE:** 19-L-48

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

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

**FROM:** Deandrea Moise, Planning Administrator

**SUBJECT:** 1940 N 30<sup>th</sup> Road LLC and 1954 N 30<sup>th</sup> Road LLC requests an amendment to the City's Comprehensive Plan to change the Land Use designation from Industrial (IND) to General Business (GBUS); amending the City's Land Use map to reflect the change located at 1940 N 30 Road and 1954 N 30 Road (YGFM LUPA).

**APPLICANT'S REQUEST:**

Amend the City's Comprehensive Plan to change the Land Use designation from Industrial (IND) to General Business (GBUS); amending the City's Land Use map to reflect the change (YGFM LUPA).

**STAFF'S RECOMMENDATION:**

Staff finds the proposed future land use change to be consistent with Article 1 of the Broward County Administrative Rules Document, Broward County Land Use Plan, the City-Wide Master Plan and the City's Comprehensive Plan. Staff recommends the Planning and Development Board, acting as the Local Planning Agency, forward this petition to the City Commission with a ***recommendation of approval***, including transmittal to appropriate agencies.

**BACKGROUND**

The subject property is currently home to the Yellow Green Farmer's Market established formally with the City and County in 2010. The overall site is approximately 16 acres, nine of which house the commercial functions of the market. The remaining area is dedicated to accessory parking. The market is currently open to the public on the weekends, and allowing vendors access on Fridays for preparations.

**REQUEST**

The request is to amend the City's Comprehensive Plan to change the Land Use designation from Industrial (IND) to General Business (GBUS) for the approximate nine acre portion of the site where the commercial activities occur. To address growing popularity, their desire to formally expand the market, parking concerns, and City regulations, the Applicant has been working with the City to rectify violations, to bring the property into compliance, to ensure the adequate regulatory framework is in place, and to

acquire the appropriate approvals. This triggers the Applicant to complete several processes with the City and County. Having the adequate land use is the one of the first steps in the process. While the current zoning allows for commercial uses that take place within the market, any further expansion requires a Land Use amendment. As the subject property is under 10 acres, this is considered to be a small scale plan amendment by Broward County Regulations. This process is done at the municipal level, similar to a rezoning. Once the City's Comprehensive Plan is updated in compliance with BrowardNext, all commercial and industrial land uses will be collapsed into the Commerce Land Use category, eliminating any possible land use impact from the Applicant's proposed amendment.

#### **SITE DATA**

<b>Owner/Applicant:</b>	1940 N 30th Road LLC and 1954 N 30th Road LLC
<b>Address/Location:</b>	1940 N 30 Road and 1954 N 30 Road
<b>Amendment Area:</b>	9.4 ± net acres
<b>Existing Zoning:</b>	Low Intensity Industrial and Manufacturing District (IM-1)
<b>Existing Future Land Use:</b>	Industrial (IND)
<b>Proposed Future Land Use:</b>	General Business (GBUS)

#### **ADJACENT FUTURE LAND USE (AMENDMENT AREA)**

**North:** Industrial (IND)  
**South:** Industrial (IND) / General Business (GBUS)  
**East:** Transit Oriented Development (TOD)  
**West:** Industrial (IND) / Low Residential (LRES)

#### **ADJACENT ZONING (AMENDMENT AREA)**

**North:** Low Intensity Industrial and Manufacturing District (IM-1)  
**South:** Low Intensity Industrial and Manufacturing District (IM-1) / High Intensity Commercial District (C-5)  
**East:** Planned Development (PD)  
**West:** Low Intensity Industrial and Manufacturing District (IM-1) / Single Family District (RS-3)

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

The intent of the Land Use Element of the Comprehensive plan is to lay out a broad physical plan for the future development of the city. This is the only element describing appropriate locations for future Land Use and declares the policies regulating their location and development. The Land Use Element takes into consideration factors affecting current development trends. The proposed amendment is consistent with the following policies of the comprehensive plan:

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

**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 6.3:** *Maintain the Zoning and Development Regulations that implement standards for different intensities of land use and residential densities as stated in the Future Land Use Categories of the Land Use Element.*

**Policy 6.6:** *Create and expand, where appropriate, commercial and industrial zones to increase tax revenues. (CWMP Policy CW.21)*

**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.*

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

Sub-Area 6, the West-Central Hollywood area, is defined by I-95 to the east, Pembroke Road to the south, Sheridan Street to the north and 56th Avenue to the west. This area is comprised of the residential neighborhoods of Hollywood Hills, Park East and Hillcrest. This sub-area is a mix of residential, commercial, office, institutional and industrial uses. Of these uses, there are a number of sub-sectors that function relatively independently.

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

## **SUMMARY OF FINDINGS**

1. Pursuant to the City's Comprehensive Plan as identified, Staff finds the proposed Land Use change from Industrial to Commercial, referred to as YGFM LUPA, to be consistent with the City's Comprehensive Plan.
2. Pursuant to the City-Wide Master Plan Guiding Principles as identified, Staff finds the proposed Land Use change from Industrial to Commercial, referred to as YGFM LUPA, to be consistent with the City-Wide Master Plan.

Additional review will be required during the Site Plan approval process to ensure consistency with the Zoning and Land Development Regulations and the City's vision.

## **ATTACHMENTS**

Attachment A: Application Package

Attachment B: Land Use and Zoning Map