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

DATE: January 21, 2020 **FILE:** 19-T-80

TO: Joint Historic Preservation Board and Planning and Development Board/Local Planning Agency; and
Planning and Development Board/Local Planning Agency

FROM: Leslie A. Del Monte, Planning Manager

VIA: Deandrea Moise, Planning Administrator

SUBJECT: The City of Hollywood requests a Text Amendment to Section 4.6.B. Regional Activity Center and Downtown Community Redevelopment Districts, of the Zoning and Land Development Regulations relative to auto-oriented uses, minimum parking requirements, minimum unit size, and maximum height.

REQUEST:

Text Amendment to Section 4.6.B. Regional Activity Center and Downtown Community Redevelopment Districts, of the Zoning and Land Development Regulations relative to auto-oriented uses, minimum parking requirements, minimum unit size, and maximum height.

RECOMMENDATION:

Joint Historic Preservation Board and Planning and Development Board/Local Planning Agency:
Forward a ***recommendation*** of Approval to the City Commission for areas within the Historic Hollywood Business District.

Planning and Development Board/Local Planning Agency:
Forward a ***recommendation*** of Approval to the City Commission for areas *not* within the Historic Hollywood Business District.

REQUEST

During recent City Commission meetings, the Commission directed Staff to evaluate regulations pertaining to development within the Regional Activity Center (RAC), specifically, relative to auto-oriented uses on Dixie Highway, minimum parking requirements, and maximum height.

For zoning codes to remain relevant and effective, they have to respond to the current needs of the area—adapting and evolving over time to adequately implement the established vision. Since the adoption of the RAC Rezoning in 2016, Staff has evaluated projects in the Development Review Process to ensure the adopted regulations are applied as intended and the product accurately represents the

vision. With these observations in mind and with the City Commission's direction, the proposed text amendment proposes the following:

- To create a distinction between new and existing units relative to minimum unit area. While **new** small size units are desirable for urban areas, unit size reductions are not intended to justify the conversion of existing developments to increase the number of units; or to rectify illegal conversions—particularly for sites that were not intended to accommodate the increase in number of units.

4. General Development Regulations Applicable to All Districts.

a. General building requirements.

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(7) The minimum dwelling unit and room size shall be regulated by the building's principal use as indicated in the Minimum Dwelling Unit Size Table.

Minimum Dwelling Unit Size Table.

MINIMUM DWELLING UNIT AND HOTEL ROOM SIZE		
Use	***Minimum Per Unit***	***Minimum Cumulative Average***
Multi-family Dwelling Units		
Alterations of Existing Buildings	*500 SF*	*750 SF*
New Construction	*400 SF*	*650 SF*
Multi-family Dwelling Units, within the CRA		
Alterations of Existing Buildings	*450 SF*	*700 SF*
New Construction	*300 SF*	*500 SF*
Hotel Rooms	*250 SF*	*250 SF*

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- To increase the number of required parking spaces for multi-family residential buildings based on the size of the unit (bedrooms).

c. General parking regulations.

(1) Parking requirements.

(a) Parking shall be provided pursuant to the Parking Requirements Table as set forth herein. All uses not listed in the Table shall be pursuant to Article 7 of the Zoning and Land Development Regulations.

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Parking Requirements Table.

PARKING REQUIREMENTS		
Use	***Minimum***	***Maximum***
Commercial	*3 spaces per 1,000 SF*	*5 spaces per 1,000 SF*
Hotel	*1 space per room for the first 10 rooms, plus .25 space per room for each additional room; plus 60% of the requirement for accessory uses*	*1 space per room; plus 80% of the requirement for accessory uses*
Multifamily Residential (Except for sites or portions of sites within DH-1)	*Units of one bedroom or less: 1 space per unit; Units exceeding one bedroom (including dens): 1.5 space per unit; plus 1 space per 10 units for guest parking*	*2.5 spaces per unit; plus 1 space per 5 units for guest parking*
Multifamily Residential (For Sites or portions of sites within DH-1)	*1.5 space per unit; plus 1 space per 5 units for guest parking*	*3 spaces per unit; plus 1 space per 2 units for guest parking*
Office	*2.5 spaces per 1,000 SF*	*5 spaces per 1,000 SF*
Exemptions: *The following uses are exempt from parking requirements: Retail, commercial, and office uses located on the first and second floor of a building on sites or portions of sites within DH-3 east of 21st Avenue; ND-3 south of Polk Street; PS-3 north of Van Buren Street; RC-2; and YC.*		
Parking for Live-Work uses shall be provided for each individual use as required above. Parking for sites or portions of sites within DH-1 shall comply with parking regulations set forth in Article 7 of the Zoning and Land Development Regulations. All other uses shall comply with parking regulations set forth in Article 7 of the Zoning and Land Development Regulations.		

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- To further restrict auto-oriented uses on Dixie Highway.

5. District use and development regulations. The purpose of the district specific regulations is to reinforce the existing and potential character of each district and subdistrict.

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b. Dixie Highway Districts.

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(c) DH-3 - Dixie Highway High Intensity Mixed-Use District

(i) DH-3 - Dixie Highway High Intensity Mixed-Use District Use Table.

DH-3 - Dixie Highway High Intensity Mixed-Use District Uses	
Main Permitted Uses	***Accessory Uses***
* * *	* * *
Automotive Rental ~~*Automotive Repair*~~ *Automotive Sales, New ~~and Used~~*	Automotive Paint or Body *Automotive Repair* *Automotive Sales, Used*
* * *	* * *

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;and

- To increase the number of stories within the allowable height (feet) for specific zoning districts along the major corridors. Currently, the general allowable height for these districts is ten (10) stories, not to exceed 140 feet. Maintaining the overall height of 140 feet, the text amendment proposes to increase the number of stories to 12, for the following districts:

  - RC-2 – Historic Retail Core (for portions outside the Historic Hollywood Business District);
  - DH-3 - Dixie Highway High Intensity Mixed-Use District;
  - FH-2 – Federal Highway Medium-High Intensity Mixed-Use District;
  - PR – Pembroke Road Mixed-Use District; and
  - SS – Sheridan Street Mixed-Use District

SITE INFORMATION

Owner/Applicant:	City of Hollywood
Address/Location:	Areas with the Regional Activity Center Land Use Designation, the Downtown Community Redevelopment, Lakes Area Historic Multiple Resource Listing District, and the Historic Hollywood Business District (generally located east of I95, west of 16th Avenue, South of Sheridan Street, and North of Pembroke Road); and City-wide.
Gross Area of Property	1,125 gross acres

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The proposed text amendment and rezoning are consistent with the Comprehensive 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.

Policy 3.2.3: *Continue to implement Joseph Young's vision for Hollywood Boulevard as a "grand landscaped gateway" to the beach. (CWMP Policy 2.2)*

Policy 3.2.18: *Define options and develop recommendations for redevelopment, nonconformity, etc. along major transportation corridors, i.e.: Dixie Highway, US 1, Stirling Road, Griffin Road, Pembroke Road, US 441/SR 7 and Hollywood Boulevard. (CWMP Policy CW.6)*

Policy 4.8: *Ensure that future neighborhood plans are consistent with the City-Wide Master plan and City's Comprehensive Plan. (CWMP Policy CW.13)*

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)*

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.*

Policy 5.5: *Continue redeveloping downtown.*

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.5: *In conformance with the City of Hollywood Comprehensive Plan, preserve and maintain historically significant structures located within the City.*

Policy CW.6: *Define options and develop recommendations for redevelopment, nonconformity, etc. along major transportation corridors, i.e.: Dixie Highway, US 1, Stirling Road, Griffin Road, Pembroke Road, US 441/SR 7 and Hollywood Boulevard.*

Policy CW.13: *Ensure that future neighborhood plans are consistent with the City-Wide Master plan and City's Comprehensive Plan.*

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

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.*

Policy CW.80: *Identify and evaluate vacant buildings and encourage adaptive reuse where the building is worth saving. In cases where the building is not worth saving demolition and land assembly is encouraged.*

Policy CW.81: *Develop and implement city-wide and neighborhood design guidelines which must be consistent with the City's Design Review Guidelines Manual.*

Policy 2.9: *Encourage development of office space in the Downtown and other desired locations.*

Policy 2.14: *Encourage expansion of business and public improvements that are "family oriented" and targeted to local residents and workers.*

Policy 2.16: *Provide a mix of businesses and events that will attract area residents to the Downtown.*

Policy 2.29: *Attract national retailers to anchor Hollywood's Downtown.*

Policy 2.31: *Continue support of CRA projects and plans.*

Policy 2.46: *Preserve stable neighborhoods and encourage rehabilitation initiatives that will revitalize and promote stability of 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: 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 reinforces the desire to create redevelopment opportunities that concentrate higher intensities in the Downtown Core, protects adjacent residential neighborhoods, and enhances the quality and character of the area, as envisioned by the Comprehensive Plan.

FINDING: Consistent

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

ANALYSIS: For zoning codes to remain relevant and effective, they have to respond to the current needs of the area—adapting and evolving over time to adequately implement the established vision. The objective of the amendment 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

REFERENCES

For existing regulations please refer to the ordinance available at the following link: https://hollywoodfl.legistar.com/LegislationDetail.aspx?ID=2859055&GUID=0DC545E8-C45A-4145-85A9-8B92E9B706D8&Options=&Search=