

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

DATE: September 16, 2020 **FILE:**

TO: City Manager

VIA: Gus Zambrano, Assistant City Manager, Sustainable Development
Shiv Newaldass, Director of Development Services and Chief Development Officer
Leslie Del Monte, Planning Manager

FROM: Elaine Franklin, Environmental Sustainability Coordinator

SUBJECT: Sustainability Advisory Committee letter supporting adoption of the City of Hollywood Dune Master Plan.

Issue:

The City of Hollywood Commission was presented with the Dune Master Plan, however, it has not been officially adopted yet.

Explanation:

On July 21st, the Sustainability Advisory Committee had a presentation from Lee Gottlieb, the chair of the Dune Master Plan Task Force, on the Dune Master Plan and the importance of the City adopting and beginning implementation of the Plan as soon as possible.

Dunes are known to provide valuable protection to upland properties and infrastructure by serving as a buffer from storm damage and flooding caused by coastal waves and elevated sea levels. They prevent beach erosion and provide critical habitat for sea turtle reproduction.

The Sustainability Advisory Committee unanimously passed a motion to send a letter of support to the City Commission.

Recommendation:

Your Sustainability Advisory Committee hereby expresses its strong support for approval and implementation of the Dune Master Plan as proposed by the City CRA.

C: Sustainability Advisory Committee

A UNANIMOUS RESOLUTION OF THE
HOLLYWOOD SUSTAINABILITY ADVISORY COMMITTEE

WHEREAS, reducing the use of polystyrene foam products and single-use plastics will protect the public, health, and safety of the City of Hollywood's residents, as well as its natural environment, beaches, waterways, and wildlife;

WHEREAS, many local businesses had successfully replaced polystyrene foam and single-use plastics in their homes and business operations with environmentally-friendly products prior to the current public health emergency related to the virus COVID-19;

WHEREAS, as local businesses reopen and residents return to these businesses, local businesses and residents should be encouraged to continue the use of environmentally-friendly products in accordance with the CDC guidelines and the advice of local and state health officials;

WHEREAS, the Committee believes the sharing of this type of information with the public through directed announcements is necessary for the pursuit of sustainability goals in the City of Hollywood even during this public health emergency;

NOW, THEREFORE, BE IT RESOLVED, that the Sustainability Advisory Committee recommends the City of Hollywood include sustainability elements in relevant communications to its residents and businesses relating to COVID-19.



Letter of Support for the Dune Master Plan as Proposed by the City CRA

Dear Mayor Levy and Commissioners:

The Sustainability Advisory Committee is writing in support of implementation of the Dune Master Plan presented by the City of Hollywood Community Redevelopment Agency without modification including the need for a continuous dune the entire length of Hollywood Beach – from Dania Beach to Hallandale Beach.

As you know, the preservation, maintenance and creation of dunes not only serves as an important aspect of the coastal ecosystem, but also serves as protection from storm damage and ensures the viability of continued tourism to our community. The 2017 Sustainability Action Plan specifically addressed the necessity to maintain and create dunes for the benefit of our City. We believe that the Master Plan provides the opportunity for the City to engage in short- and long-term projects to achieve the beneficial results of protecting the ecosystem, our shores and our tourism industry.

For all of the reasons above, we believe it is in the best interests of the City to dedicate funds, resources and personnel to implement the Master Plan and so recommend that the City Commission take such action to move forward to implement the plan as written and without modification.

Submitted by Unanimous Vote of the Sustainability Advisory Committee