

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

**DATE:** November 10, 2020 **FILE:** 20-T-19

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

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

**FROM:** Deandrea Moise, Planning Administrator

**SUBJECT:** Text Amendment to Article 3 of the Zoning and Land Development Regulations amending Section 3.22 titled "Standards for the Painting and Color of Exterior Surfaces of Buildings and Structures" and establishing regulations for art in public places (Art in Public Places).

**REQUEST:**

The City of Hollywood requests a Text Amendment to Article 3 of the Zoning and Land Development Regulations amending Section 3.22 titled "Standards for the Painting and Color of Exterior Surfaces of Buildings and Structures" and establishing regulations for art in public places (Art in Public Places).

**RECOMMENDATION:**

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

**REQUEST**

During recent City Commission meetings, the Commission directed Staff to develop regulations that would allow for artwork installations on properties within the City. With the intent of enhancing the appearance of buildings and the built environment and promote excellence in urban design, this text amendment proposes to amend Section 3.22 of the Zoning and Land Development Regulations to establish an art in public places program. The proposed program allows for the installation of artworks (sculptures, murals, etc.) within private property in non-residential and mixed-use zoning districts and institutes regulations and standards for such installations, by establishing the following:

1. Public art permit. A public art permit shall be required for the installation of artwork. The text amendment also determines application requirements for such permits (e.g. descriptive narrative, drawings, photographs, specifications, location, schedule for completion);
2. Public Art Review Committee. Similar to the Technical Advisory Committee or Platting Committee, the Public Art Review Committee shall be comprised of staff members from various departments/divisions of the City, including the City Manager's Office, Development Services, Planning and Urban Design, Communications, Marketing, and Economic Development, and Parks, Recreation, and Cultural Arts. The Public Art Review Committee shall meet, as necessary, to review

and approve, approve with conditions, or deny Public Art Applications;

3. Review guidelines. Review of public art permits shall be governed by the following:

- a. Content. Artworks shall not be deemed a sign, identify a specific business or establishment, or contain a commercial message; or include alcohol, tobacco, adult entertainment, or obscene or offensive materials;
  - b. Context. The design, location, scale, and content of the artwork shall be contextual and complement the design and architecture of the building or site; and should enhance and contribute to the character of the area; and
  - c. Design and quality. Media, materials, and methods of installation used shall be of high quality and durable. Painted artwork shall include an ultraviolet fade resistant clear coat. The permanence of the artwork, environmental conditions of the site, and maintenance.
4. Appeal process. Appeals shall be considered by the Historic Preservation Board or Planning and Development Board, as applicable;
5. Ownership responsibilities and maintenance requirements. Artwork shall be maintained in good condition by the property owner and all successors and assigns;
6. Enforcement procedures. Artwork not maintained in good condition and appearance, showing evidence of deterioration, weathering, discoloration, rust, or other conditions reflective of deterioration or inadequate maintenance, shall be subject to enforcement procedures and may result in removal.

#### **SITE INFORMATION**

**Owner/Applicant:** City of Hollywood  
**Address/Location:** City-wide

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

The proposed text amendment is consistent with the Comprehensive Plan per the following policies:

***Objective 3:*** To revitalize and encourage re-investment in older neighborhood in which housing conditions are in a state of decline.

***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 2.46:*** Preserve stable neighborhoods and encourage rehabilitation initiatives that will revitalize and promote stability of neighborhoods.

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

The proposed text amendment is consistent with the City-Wide Master Plan per the following policies:

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

## **APPLICABLE CRITERIA**

**Analysis of Criteria and Findings for Text Amendments** as stated in the City of Hollywood Zoning and Land Development Regulations.

**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 streamline regulations and also create regulations that would continue to promote Hollywood's unique character.

**FINDING:** Consistent

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

**ANALYSIS:** That conditions have substantially changed from the date the present zoning regulations were established. Public Art installations have become extremely popular in many neighboring cities, and even within our own downtown. The proposed regulations allow for the City to continue promoting its unique character as well as stay relevant with the growing trends.

**FINDING:** Consistent.