



## Legislation Details (With Text)

**File #:** R-2016-366    **Version:** 1    **Name:** Food and Beverage Pilot Program  
**Type:** Resolution    **Status:** Passed  
**File created:** 11/21/2016    **In control:** Department of Parks, Recreation & Cultural Arts  
**On agenda:** 12/14/2016    **Final action:** 12/14/2016  
**Title:** A Resolution Of The City Commission Of The City Of Hollywood, Florida, Establishing A One (1) Year Pilot Program For Food And Beverage Service On Hollywood Beach By Beach Resort Hotels, Pursuant To Section 99 Of The Hollywood Code Of Ordinances.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. RESOLUTION NO. rev1mw.pdf, 2. Beach Resort Hotel Pilot ProgramRULES ANDREGS\_11.15.2016Rev1.DOC.pdf

Date	Ver.	Action By	Action	Result
12/14/2016	1	Regular City Commission Meeting	adopt	Pass

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Establishing A One (1) Year Pilot Program For Food And Beverage Service On Hollywood Beach By Beach Resort Hotels, Pursuant To Section 99 Of The Hollywood Code Of Ordinances.

Staff Recommends: Approval of the Attached Resolution.

**Explanation:**

Hollywood Municipal Beach consists of the beach and Broadwalk is owned and governed by the City of Hollywood. The beach is designated for use by the general public for leisure land and aquatic activities and does have specified prohibitions as outlined in the Hollywood Code of Ordinances.

Section 99.02(A)(2) of the Hollywood Code of Ordinances allows non-alcoholic beverages and snacks on the sandy beach. However, in areas of the sandy beach where the Broadwalk wall is located, the area where non-alcoholic beverages and snacks are permitted shall commence ten (10) feet eastward of the Broadwalk wall. When such beverages are contained in coolers, such coolers shall not exceed 36 inches in length. No food or drinks may be placed upon or near the Broadwalk wall.

Section 99.02(B)(5) of the Hollywood Code of Ordinances allows open consumption of alcoholic beverages along the Broadwalk and beach only on the occasion of limited duration during special events approved in advance by the City Manager or his /her designee, the

Director of Parks, Recreation and Cultural Arts on a case by case basis pursuant to division (C) below or by patrons at a sidewalk café as permitted under Chapter 124 of the Code of Ordinances and Florida statutes. The use of glass containers for any beverages is prohibited at all times.

It is desired that a variance be granted to create a one (1) year trial to allow Beach Resort Hotels, defined as properties located at 2501 N. Ocean Drive (named Hollywood Beach Marriott), 1111 N. Ocean Drive (named Margaritaville Beach Resort), and 3555 S. Ocean Drive (named Diplomat Resort & Spa).

All participating Beach Resort Hotels will be required to abide by stated Rules and Regulations within the one (1) year trial permit; and after the one (1) year trial period, the Department of Parks, Recreation and Cultural Arts will conduct an assessment and present a recommendation to the Hollywood City Commission, as to whether an Ordinance should be prepared to allow the Beach Resort Hotel Food and Beverage Concession to continue.

Recommended for inclusion on the agenda by:

Dr. Wazir Ishmael, City Manager

Gus Zambrano, Assistant City Manager, Sustainable Development

Chuck Ellis, Director, Parks, Recreation and Cultural Arts

Mike Wharton, ArtsPark and Cultural Affairs Division Administrator