



City of Hollywood

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Legislation Text

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A Presentation By Raelin Storey, Assistant City Manager, and Nicole Heran, Deputy Director of Design & Construction Management, For The General Obligation Bond (“GOB”) Gateway And Neighborhood Signage Final Design Selection.

Quality of Life & Strong Neighborhoods

Staff Recommends: Presentation

Explanation:

The Department of Design and Construction Management (“DCM”) has hired Brooks & Scarpa Architects, Inc. to design the Gateway and Neighborhood Signage, a General Obligation Bond (“GOB”) project.

While working closely with the City’s Community Redevelopment Agency (“CRA”) and the Department of Communications, Marketing & Economic Development (“CMED”), we have collaborated to bring together one uniform and cohesive signage approach throughout the City of Hollywood.

DCM and CMED held eight public and neighborhood association meetings to share project details and proposed sign designs in order to gain community feedback.

Paper input forms at these meetings, and an online poll were provided to hear the preference, opinions, thoughts, and comments of the City of Hollywood residents. The residents were able to select their preferred signage design for various sign types and provide their comments, if any. The poll was closed on April 25, 2023, with a total of 86 participating residents.

DCM and Brooks and Scarpa will be presenting the final design selection per sign type within the GOB Gateway and Neighborhood Signage project.

Fiscal Impact:

No fiscal impacts as this is a presentation.

Recommended for inclusion on the agenda by:
Nicole Heran, Deputy Director, Design and Construction Management
Jose Cortes, Director, Design and Construction Management
Raelin Storey, Assistant City Manager
Gus Zambrano, Assistant City Manager/Sustainable Development