



City of Hollywood

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

Legislation Text

File #: R-2023-230, **Version:** 1

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Considering A Request For A Variance From The Sign Code For The Properties Located At 2609 N. 26 Avenue And Adjacent Parcels To The North And West, Located At 200 & 300 Oakwood Boulevard, And Adjacent Parcels To The South Located At 2800, 2900, 2906, 2908-2914, 2940, 3000, 3120, 3215, 3350, 3401, 3501-3881, 3901-3921, 4001-4101, 4150 Oakwood Boulevard, 2700 Stirling Road And Oakwood Boulevard, Hollywood, Florida, Generally Located South Of Stirling Road And East Of Interstate 95, For The Subject Property ("Oakwood Activity Center"). (22-V-57)

Economic Vitality

Staff Recommends: Approval of the attached Resolution.

Explanation:

The applicant is requesting a Variance from the City sign code, to adopt a sign code unique to Oakwood Plaza (Exhibit A: pg. 40 and appendix C).

This item is a companion item (PO-2023-08) to the request for a rezoning to Planned Development (PD) for the entire Oakwood Plaza property. The purpose of a PD is, *"to permit larger tracts of land under unified control to be planned and developed as a whole (as a single operation or an approved series of operations) with a greater amount of flexibility by removing some of the detailed restrictions of conventional zoning..."*.

This sign variance request reinforces the unique nature of the PD zoning for this property. As part of Oakwood's revitalization efforts, the granting of this variance will encourage the plaza to from its own unique identity more creatively than using traditional zoning regulations.

On June 13, 2023, the Planning and Development Board recommended the approval of this request.

Fiscal Impact:

Approval of this resolution will not fiscally impact the City as this is a proposal to amend the master plan.

Recommended for inclusion on the agenda by:

Anand Balram, Planning Manager

Andria Wingett, Acting Director, Development Services

Gus Zambrano, Assistant City Manager/Sustainable Development