



Legislation Text

File #: P-2024-004, **Version:** 1

Presentation By Joann Hussey, Interim Director Of Communications, Marketing And Economic Development, Providing An Overview On The Completion Of The U.S. 441 Commercial Corridor Assessment.

Economic Vitality

Staff Recommends: Presentation of U.S. 441 Corridor Assessment

Explanation:

This City of Hollywood's vision is to become South Florida's top city to live, learn, work, invest and play. A key component of this bold vision is to create a thriving community that promotes long-term employment opportunities, economic growth, and improved quality of life for all.

To position the City's commercial corridors for job creation and investment opportunities, the City of Hollywood's Office of Communications, Marketing and Economic Development (CMED) has partnered with BusinessFlare®, LLC. Economic development services include a review of the City's draft Economic Development Strategic Plan, analysis of the City's commercial corridors, and recommendations for business retention, expansion, and attraction, especially for retail uses.

The commercial corridor analysis is currently underway. BusinessFlare® has completed a report, with comprehensive strategy recommendations, for the 441/State Road 7 commercial corridor. The report also includes an Opportunity Assessment and Implementation Matrix for the 441 corridor, as well as the following:

1. Evaluation of the physical environment for U.S. 441 and identified opportunities for both public and private investment.
2. Evaluation of market conditions and business trends.
3. Placer.ai foot traffic assessment of the corridor and selected destinations within.
4. Interviews with key, knowledgeable stakeholders with an understanding of the corridor.
5. Identified opportunities for development, redevelopment, and revitalization. This includes a review and recommendations for aesthetic and activity enhancements to help establish a sense of place, branding and market position.
6. Review of the corridor's Land Development Regulations (LDRs) and key opportunity sites to determine if updates to the land use and zoning regulations are needed to

encourage investment and redevelopment. This task included a review of the LDRs, an analysis of potential development along the corridor consistent with current regulations, investment feasibility assessments of key sites, and recommendations on potential land use regulation enhancements that could improve the corridor's position to attract investment.

7. Implementation matrix to help guide the City's workplan for corridor economic development.

Fiscal Impact:

No fiscal impact is associated with this agenda item.

Recommended for inclusion on the agenda by:

Joann Hussey, Interim Director, Office of Communications, Marketing & Economic Development

Raelin Storey, Assistant City Manager