



City of Hollywood

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

Legislation Text

File #: PO-2021-03, **Version:** 1

An Ordinance Of The City Of Hollywood, Florida, Amending Section 3.22. Of Article 4 Of The Zoning And Land Development Regulations Entitled "Standards For The Painting And Color Of Exterior Surfaces Of Buildings And Structures" To Establish Regulations For Art In Public Places. (20-T-19)

Quality of Life & Strong Neighborhoods

Staff Recommends: Approval of the attached Ordinance.

Explanation:

First Reading:

During recent City Commission meetings, the Commission directed Staff to develop regulations that would allow for artwork installations on private properties within the City, with the intent of enhancing the appearance of buildings and the built environment. This text amendment proposes to amend Section 3.22 of the Zoning and Land Development Regulations to create regulations for art in public places 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, Cultural Arts (Engineering as determined necessary). 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. Artwork 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 are also factors that will also be considered.
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 be subject to removal.

At the November 10, 2020 Planning and Development Board meeting, the Board, acting as the Local Planning Agency, forwarded a recommendation of approval to the City Commission.

Attachment I: November 10, 2020 Planning and Development Board Staff Report

Fiscal Impact:

Approval of this ordinance will not fiscally impact the City as this is a request to amend the City's regulations as it relates to urban design on private properties.

Recommended for inclusion on the agenda by:

Deandrea Moise, Planning Administrator

Leslie A. Del Monte, Planning Manager

Shiv Newaldass, Director, Development Services

Gus Zambrano, Assistant City Manager/Sustainable Development