



# City of Hollywood

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

## Legislation Text

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**File #:** PO-2020-02, **Version:** 2

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An Ordinance Of The City Of Hollywood, Florida, Amending The City's Comprehensive Plan By Changing The Land Use Designation For Property Located At 1940 N. 30th Road And 1954 N. 30th Road From The Land Use Designation Of Industrial To General Business; Amending The City's Land Use Map To Reflect The Changes. (19-L-48)

Staff Recommends: Approval of the attached Ordinance.

### Explanation:

The subject property is currently home to the Yellow Green Farmer's Market established formally with the City and County in 2010. The overall site is approximately 16 acres, nine of which house the commercial functions of the market. The remaining area is dedicated to accessory parking. The request is to amend the City's Comprehensive Plan to change the Land Use designation from Industrial (IND) to General Business (GBUS) for the approximate nine acre portion of the site where the commercial activities occur.

The Applicant has been working with the City to rectify violations, bring the property into compliance, ensure the adequate regulatory framework is in place, and to acquire the appropriate approvals in order to address growing popularity, parking concerns, City regulations, and the desire to formally expand the market. This triggers the Applicant to complete several processes with the City and County. Having the adequate land use is the one of the first steps in the process. As the subject property is under 10 acres, this is considered to be a small scale plan amendment by Broward County Regulations, meaning this process is considered at the municipal level. Furthermore, once the City's Comprehensive Plan is updated in compliance with BrowardNext, all commercial and industrial land uses will be collapsed into the Commerce Land Use category, eliminating any possible land use impact from the Applicant's proposed amendment.

At the November 14, 2019 Planning and Development Board meeting, the Board forwarded a recommendation of approval to the City Commission.

Attachment I: November 14, 2019 Planning and Development Board Staff Report

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