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CITY OF HOLLYWOOD, FLORIDA
DEPARTMENT OF DEVELOPMENT SERVICES
DIVISION OF PLANNING AND URBAN DESIGN

DATE: June 29, 2026 **FILE:** 25-RESO-27

TO: Planning and Development Board

FROM: Cameron Palmer, Assistant Director, Chief Planner

SUBJECT: Redevelopment Program and Associated Urban Design Guidelines for the Washington Park Industrial Area in the City of Hollywood, Florida

REQUEST:

A Recommendation to City Commission for A Resolution of The City of Hollywood, Florida, Regarding The Washington Park Industrial Area Redevelopment Program And Associated Urban Design Guidelines

RECOMMENDATION:

The Planning and Development Board forward *a recommendation of approval* to the City Commission.

BACKGROUND

The Development Services Department, Division of Planning and Urban Design, initiated a request to retain a consultant to undertake a comprehensive evaluation and preparation of a redevelopment program for the Washington Park Industrial Area within the City of Hollywood. Accordingly, on November 19, 2024, Request for Proposals No. RFP-229-25-SK (“RFP”) was electronically advertised on OpenGov.com in accordance with Section 38.43(A) of the City’s Procurement Code.

The solicitation resulted in proposals from multiple firms, including Plusurbia Design, which was ultimately selected as the highest-ranked firm to undertake the subject planning initiative. On April 16, 2025, the City Commission adopted a resolution approving and authorizing execution of an agreement with Plusurbia Design to prepare a comprehensive redevelopment program for the Washington Park Industrial Area.

The Washington Park Study Area is located in the southwestern portion of the City and generally includes lands bounded by Pembroke Road to the south, Washington Street to the north, State Road 7 / U.S. 441 to the west, and S. 52nd Avenue to the east. The consultant analysis organizes the area into a broader Washington Park Study Area, a Primary Focus Area containing the industrial, manufacturing, and commercial areas east of SR 7 / U.S. 441, and an Area of Influence containing nearby residential areas east of S. 56th Avenue and south of Plunkett Street.

The subject area is predominately industrial in nature with a mixed of commercial, warehouse, automotive, and service-oriented uses. The Background Analysis characterizes Washington Park as a compact but economically significant area, containing approximately 2,924 residents, 480 businesses, 1,807 employees, and approximately 944,000 annual customer visits.

The consultant's analysis further identifies Washington Park as a working service-and-trades district, with a concentration of auto repair, construction trades, small manufacturers, industrial/flex space, value-oriented retail, and local services. The consultant specifically notes that the area's competitive advantage is its existing service-and-trades identity, and that the strategy for Washington Park should focus on refinement rather than wholesale reinvention.

Plusurbia, working with City Staff has prepared several project deliverables for City review and future policy discussion, including:

- Background Analysis – Washington Park Industrial Area Redevelopment Program, dated October 2025;
- Community Outreach Report, dated December 2025;
- Recommendations – Washington Park Industrial Area Redevelopment Program, dated April 2026.

These documents collectively evaluate existing conditions, historical development patterns, zoning and land use conditions, mobility, infrastructure, economic development, community engagement, and potential short, mid, and long-term strategies for the area.

PUBLIC ENGAGEMENT AND COMMUNITY OUTREACH

Public engagement formed a substantial component of the Washington Park Redevelopment Program. The consultant-prepared Community Outreach Report documents the multi-month deployment of online tools, surveys, workshops, a walking audit, and related outreach efforts used to gather input from residents, business owners, property owners, workers, and stakeholders.

The project website, WashingtonParkHollywood.com, was launched in July 2025 as the central digital hub for the project. The website included project information, planning stages, event materials, past presentations, surveys, photographs, videos, and an interactive map where stakeholders could submit comments tied to specific locations.

On September 30, 2025, the consultant team and City staff conducted a community open house at the Washington Park Community Center. The open house introduced the project to residents, employees, and stakeholders and included approximately 65 attendees, with 82 percent of participants indicating that they live, work, own, or lease property in Washington Park. The City provided notice to the open house via the project website, email notification, and delivery of flyers to local businesses and residents in the immediate area.

On October 28, 2025, three hands-on workshops were held with business owners, residents, and City department leaders to discuss short-, mid-, and long-term priorities. Participants expressed a strong

desire to preserve the district’s warehouse character while improving safety, cleanliness, mobility, economic opportunity, communication, parking, infrastructure, land use, urban design, branding, and beautification.

On December 4, 2025, neighbors, community leaders, City staff, and the consultant team participated in a Walking Audit. The audit covered approximately 2.3 miles across both the industrial and residential sides of Washington Park. The Walking Audit documented that the majority of issues were observed along the industrial streets, particularly Plunkett, Rodman, and Dewey Streets. Observed conditions included haphazard vehicle parking over sidewalks and within the right-of-way, dumpster and litter issues, and standing water related to poor drainage.

The City and consultant team also facilitated two surveys. Survey 1 opened on August 11, 2025 and collected 26 responses by December 17, 2025. The survey was intended to increase baseline understanding of community priorities and mirrored several open house questions. Survey 2 was intended to confirm whether the project team accurately understood the community’s input and emerging policy direction. It was launched in April 2026 and currently remains open to the public to provide final input and feedback regarding the proposed program.

SITE INFORMATION:

Owner/Applicant: City of Hollywood
Address/Location: Generally South of Washington Street, East of South 52 Avenue, North of Pembroke Road, and West of State Road 7

CONSISTENCY WITH THE COMPREHENSIVE PLAN:

The proposed text amendment is consistent with the Comprehensive Plan, based upon the following goals and objectives:

Future Land Use Element:

Goal: *Promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing landowners to maximize the use of their property.*

Objective 6 *Encourage multi-use areas and mixed uses concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development.*

ONGOING PLANNING PROCESS

The Washington Park Redevelopment Program remains an ongoing planning initiative. Future phases are anticipated to include additional technical analysis, feasibility review, infrastructure evaluation, mobility analysis, stormwater coordination, economic development review, urban design refinement, public engagement, funding evaluation, and further policy discussion.

Given the long-range planning, infrastructure, economic development, mobility, and urban design considerations associated with the Washington Park Redevelopment Program, future phases of the initiative, including any proposed implementation measures, policy direction, funding allocations, redevelopment strategies, infrastructure projects, zoning considerations, or capital improvement initiatives, will require future review and consideration by both the Planning and Development Board and City Commission, as applicable.

The consultant-prepared documents should therefore be received as informational planning resources intended to support future policy discussion and implementation planning. Any future zoning modifications, redevelopment initiatives, capital improvements, infrastructure projects, parking strategies, land use amendments, or urban design requirements would require separate review, public engagement, funding analysis, and formal approval by PDB and City Commission.

DRAFT RECOMMENDATIONS FRAMEWORK

The Recommendations report organizes potential strategies into a phased short, mid, and long-term framework. The overall direction is centered on reinforcing Washington Park as Hollywood's Service and Trades District, preserving the area's existing industrial and employment base, improving district appearance and functionality, addressing mobility and infrastructure needs, and strengthening transitions between industrial and residential areas.

In the short term, the recommendations focus on immediate and practical improvements, including branding, wayfinding, gateway features, business visibility, façade and property improvement opportunities, pavement markings, traffic calming, crosswalks, parking management, code compliance, and basic pedestrian and transit connections. In the mid term, the framework advances broader infrastructure and public realm improvements, including street and sidewalk repairs, bicycle and pedestrian connectivity, transit access, shared parking, improved frontages along key corridors, drainage and permeability improvements, business incubation, and coordinated implementation partnerships. In the long term, the recommendations evaluate larger mobility, resiliency, parking, land use, and economic development considerations, including one-way street feasibility, green infrastructure, swale restoration, tree canopy, long-term parking strategies, corridor redevelopment opportunities, and continued reinforcement of the district's service-and-trades identity.

The recommendations also address key topic areas that emerged through the Background Analysis and Community Outreach process, including mobility, streets, infrastructure, parking and enforcement, land use and urban design, branding, and economic development. These concepts are intended to support

future discussion and prioritization only. They do not establish City policy, approve zoning changes, authorize capital projects, or commit the City to implementation. Any future action would require further technical analysis, funding evaluation, public engagement, and formal review by the Planning and Development Board and City Commission, as applicable.

STAFF RECOMMENDATIONS

The Recommendations Report, staff has identified a series of short-, mid-, and long-term recommendations for the Washington Park area that are considered priority actions for future advancement. Implementation of these recommendations may require additional studies, funding allocations, capital improvement planning, and separate public review processes, including City Commission consideration and community engagement, to ensure successful execution.

While the recommended timeframes reflect the consultant's proposed implementation schedule, the City Commission may elect to accelerate or defer specific initiatives based on community priorities, available resources, and strategic objectives. The recommendations are summarized below.

While the recommendations are organized by proposed implementation timeframe, the City Commission may elect to advance individual recommendations in a different sequence based on policy priorities, funding availability, community input, or other strategic considerations. Staff recommend the following key recommendations as the primary initiatives for future advancement within the Washington Park area:

- Adopting a Street Hierarchy for the area;
- Improving traffic circulation, pedestrian safety, transit access, and parking management through a *Pavement Marking Plan* to Define Clear Circulation Zones;
- Undertaking scoped studies to implement traffic calming and truck-routing strategies to protect residential areas;
- Developing A Comprehensive Street Condition and Needs Assessment to Prioritize The Repair And Repaving Of Residential Streets; and
- Developing and Adopting Strategies to increase water permeability in the Public ROW.

The request is consistent with and in conformity with the goals, objectives, and policies of BrowardNext, and the City's Comprehensive Plan.

ATTACHMENTS

ATTACHMENT A: Washington Park Map

ATTACHMENT B: Washington Park Recommendations (Draft)

ATTACHMENT C: Washington Park Background Analysis

ATTACHMENT D: Washington Park Community Outreach Report