

**ATTACHMENT B**  
Washington Park  
Recommendations  
(Draft)



**WASHINGTON  
PARK**

HOLLYWOOD | FLORIDA

**RECOMMENDATIONS  
Industrial Area  
Redevelopment Program**

Draft - June 2026

**plusurbia.**

**PREPARED FOR**  
The City of Hollywood



**CITY OF HOLLYWOOD**

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**RECOMMENDATIONS - WASHINGTON PARK INDUSTRIAL AREA  
REDEVELOPMENT PROGRAM**

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# WASHINGTON PARK

HOLLYWOOD | FLORIDA

## Industrial Area Redevelopment Program

City of Hollywood, FL

RFP No. 229-25-SK

**Recommendations**

**Draft June 2026**

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# Introduction

The recommendations for the Washington Park Redevelopment Program build upon the findings of the Existing Conditions Analysis and the input received through the public outreach process. Together, these efforts provided a comprehensive understanding of existing conditions, opportunities, and constraints within the study area, as well as the community's priorities and concerns.

The background analysis examined demographic trends, land use patterns, market conditions, mobility, infrastructure, and urban design factors shaping Washington Park today. Concurrently, the public outreach process gathered valuable perspectives from residents, business owners, stakeholders, and community members. The themes that emerged from this engagement helped ensure that the recommendations are both data-informed and grounded in community input.

## REFINED PROJECT GOALS:

- » Preserve and strengthen the district's industrial character while enhancing its overall image and branding.
- » Implement coordinated parking and mobility solutions to improve access and functionality.

- » Invest in green spaces and infrastructure to support long-term sustainability and quality of place.
- » Enable and accelerate economic development by reducing barriers to redevelopment and improving investor confidence.
- » Leverage and catalyze private reinvestment over time through targeted public actions.

These recommendations establish a strategic and actionable framework for redevelopment, organized to support implementation in the short, mid, and long term. Advancing these actions will require City Commission direction and policy guidance, as well as coordination across departments and partners. Collectively, they are intended to guide future planning, investment, and decision-making in a manner that supports long-term revitalization and reflects the vision expressed by the Washington Park community.

While these recommendations may guide future Washington Park policies, these proposed enhancements do not currently reflect formal City policy or regulation. The City of Hollywood should consider policy changes to support the Washington Park revitalization, as the project moves through design and implementation.

“Enhance the area’s appearance, safety, and function - while keeping its identity as a true Warehouse District.”

**Nadine McCrea**

*Neighborhood Association Leader & Resident*

## Project Background

In November 2024, The City of Hollywood, Florida, launched the Washington Park Redevelopment Program to create a future vision for the Washington Park Industrial Area.

The study seeks to guide future growth, enhance land use and urban design, improve environmental conditions, stimulate economic development and protect and improve the neighborhood. The goal is to develop an action plan that aligns land use and zoning regulations, infrastructure improvements, and community engagement, while balancing economic,

social, and environmental priorities. A significant emphasis was placed on public engagement, technical analysis, and the application of best practices in urban planning to ensure that the final strategy is inclusive, data-driven, and reflective of community needs.

Through this initiative, the City seeks to reimagine the future of the Washington Park Industrial Area to create a vibrant, sustainable, and economically thriving district that better integrates with the residential areas of influence and the surrounding communities.



**Guide Future Growth**



**Enhance Land Use & Urban Design**



**Improve Environmental Conditions**



**Stimulate Economic Development**



**Protect & Improve the Neighborhood**

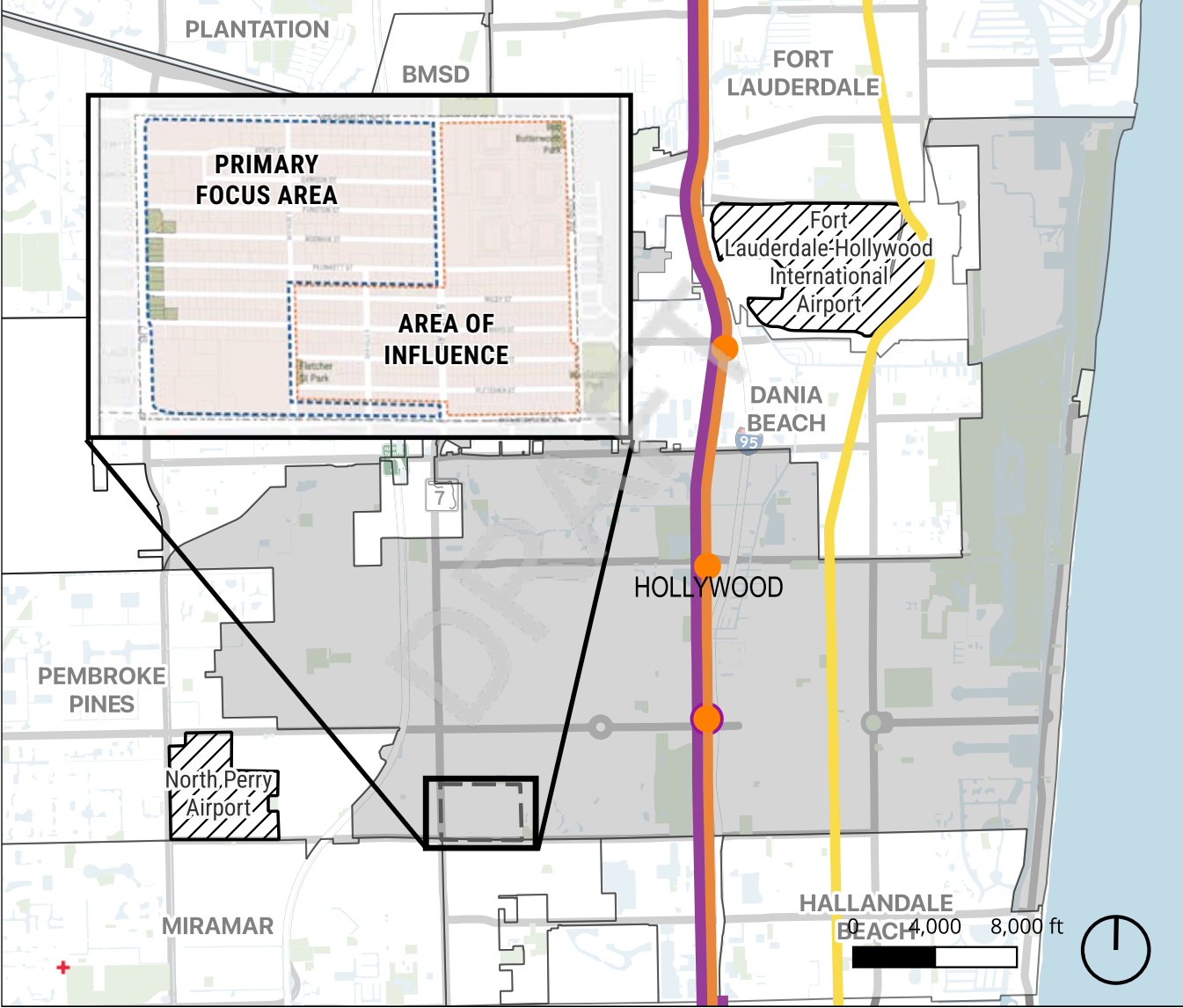
## City of Hollywood Context

The City of Hollywood, located in Broward County, Florida, is part of the vibrant South Florida metropolitan region, positioned between the City of Fort Lauderdale and Miami Dade County. Spanning approximately 30 square miles, the city is home to about 155,000 permanent residents, with additional seasonal inhabitants. Since 2010, Hollywood has experienced a roughly 10% population growth, driving ongoing development and redevelopment efforts throughout its urban landscape.

Hollywood has actively pursued urban revitalization projects to enhance its economic vitality and quality of life. Notable initiatives include the redevelopment of

the beachfront, infill projects in the historic downtown along Hollywood Boulevard, and reinvestment along the SR7 / US 441 corridor, an essential corridor for the City of Hollywood's economic vitality. These efforts are complemented by improvements to transportation infrastructure, such as public transit and pedestrian connectivity, supporting sustainable growth and preparing the city to meet future demands.

As a major southern gateway into the City of Hollywood, the Washington Park Study Area plays an important role in mobility, identity, and economic activity of the city, especially along the SR 7 / US 441 corridor.



Map 01. City of Hollywood Context. (Source: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

**LEGEND**

- Airports
- Parks
- Study Area
- TriRail Routes
- Brightline Route
- Amtrak Routes
- Amtrak Stations
- TriRail Stations

# Study Area

To structure the evaluation and recommendations, the study area was divided into two distinct areas as followed. By considering these areas in relation to each other, the recommendations highlights how land use, infrastructure, and community conditions overlap and interact with each other.

## Washington Park Study Area

The Washington Park Study Area is a mixed residential and industrial neighborhood located approximately four miles west of Downtown Hollywood, along the City of Hollywood’s southern boundary. It’s bounded by Pembroke Road to the south, Washington Street to the north, SR 7 / US-441 to the west, and S 52nd Avenue to the east.

The area is characterized by a significant industrial and commercial presence concentrated along the major corridors of SR 7 / US 441, Pembroke Road, and Washington Street as well as single-family homes and smaller multifamily dwellings.

## Primary Focus Area

The Primary Focus Area includes the industrial, manufacturing and commercial areas east of SR 7 /US 441, between Washington St, Pembroke Road and S 56th Ave. The boundary carefully carves out the residential areas between Plunkett St and Pembroke Rd, west of S 56th Ave.

## Area of Influence

The Area of Influence encompasses the residential zones east of S 56th Avenue, as well as the residential parcels south of Plunkett Street between S 56th Avenue and S 58th Avenue.

While this area is largely protected from redevelopment, its close proximity to the primary study area means it plays an important role in shaping and constraining planning decisions, particularly regarding compatibility and neighborhood impacts.

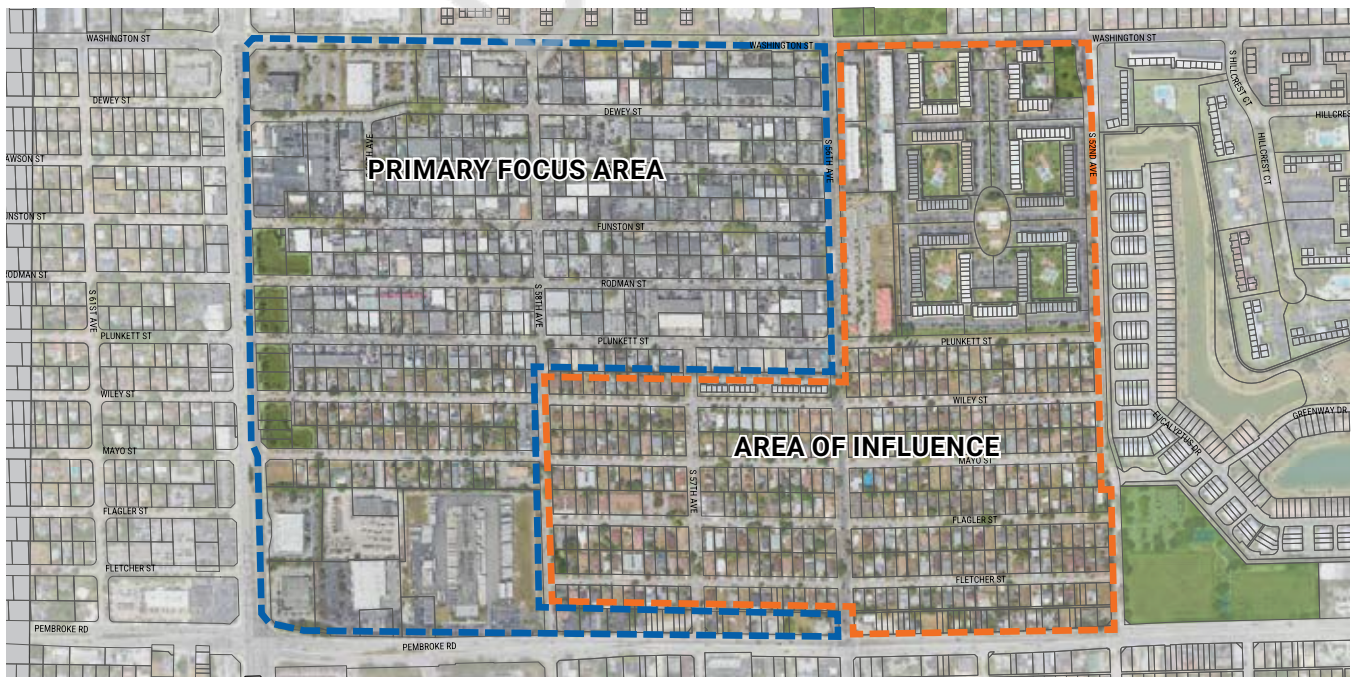
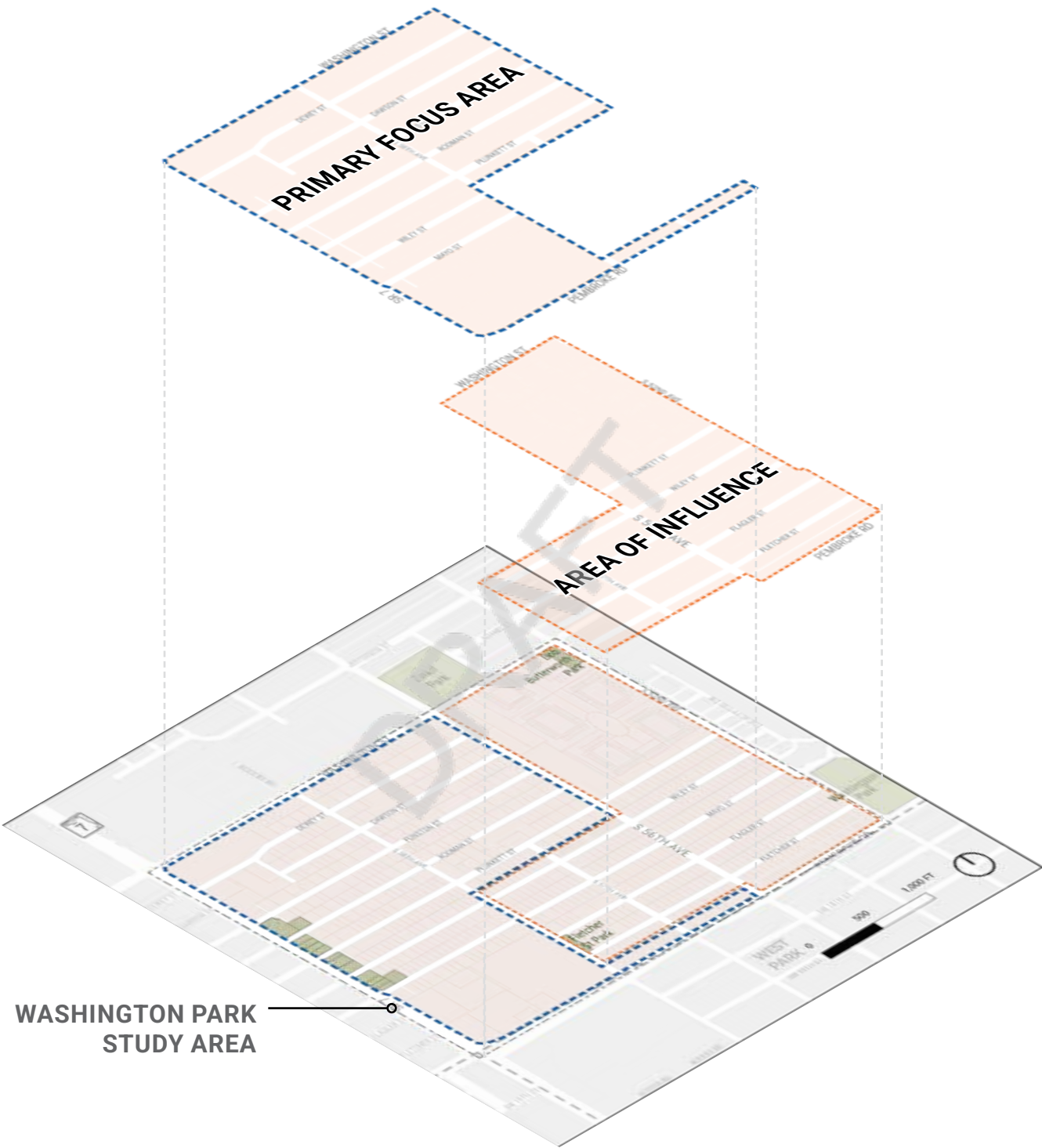


Image 01. Washington Park Satellite Photo. (Source: Google).



WASHINGTON PARK STUDY AREA

Map 02. Washington Park Study Area . (Source: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- Parks/Open Spaces
- Washington Park Study Area
- Primary Focus Area
- Area of Influence

# Background Analysis Summary

Background Analysis findings indicate that Washington Park functions as both a compact residential neighborhood and a regionally significant service and industrial district, serving as a key southern gateway into the City of Hollywood. Despite its small footprint, the Primary Focus Area supports a **strong economic base**, with approximately 480 active businesses, 1,807 employees, and nearly 944,000 annual customer visits.

The analysis documented a set of challenges that limit economic development, walkability, safety, and district cohesion, and at the same time it also highlights opportunities that can support reinvestment and improve the district's daily function.

## Key Challenges Identified

- » **Land use incompatibilities** and sharp zoning transitions between industrial, Transit Oriented Corridor (TOC) and residential zones.
- » **Poor public realm and building maintenance**, including limited cleanliness, order, shade, lighting, and trash receptacle placement.
- » **Crime perception is higher** than the US average. (According to ESRI Indices)
- » **Challenging auto-centric development patterns**, oversized blocks, forecourt parking, and lack of alleys.
- » **Fragmented urban fabric** with blank walls and undefined open spaces.
- » **Cluttered signage** creates disorder and reduces corridor visibility.
- » **Unsafe and incomplete pedestrian network**, including blocked sidewalks and sidewalk gaps.
- » **Parking overflow and curb obstruction** from on-street vehicle storage and loading behavior.
- » **Flooding vulnerabilities** (including areas within AH Special Flood Hazard Area and elevated BFE requirements).
- » **Insufficient tree canopy and heat risk**, particularly within industrial, warehouse areas.
- » **High regional traffic volumes** on SR 7 / US 441 and Pembroke Rd, increasing safety conflicts.

- » **Inconsistent bicycle network quality**, especially along Pembroke Rd.
- » **Transit access limitations and lack of bus stop amenities in some areas** discourage the use of public transit.
- » **Residential development is constrained** and unlikely to expand without significant intervention.
- » **Flat Population growth** reducing program growth potential.

## Key Opportunities Identified

- » **Strong trades, services and blue-collar identity.**
- » **Established and engaged residential base**, providing social stability, neighborhood pride, and a strong foundation for inclusive reinvestment efforts.
- » **Undefined Right-of-Way zones** require low implementation costs for improvement.
- » **FDOT's linear park** asset as a placemaking and mobility corridor opportunity.
- » **Well established parks/open space network** within a 5-minute walk from the Study Area, though access is constrained.
- » **Strong transit baseline** and micro-transit coverage, creating a foundation for mobility upgrades.
- » **City control over local streets and open spaces**, enabling faster implementation of streetscape improvements.
- » **Targeted investment and redevelopment along SR 7 / US 441** (transit-oriented corridor zoning potential and opportunity sites).
- » The **existing bicycle infrastructure** provides a strong foundation for a connected multimodal network.
- » **Positioning of the neighborhood in the regional mobility network** close to SR 7 / US 441, freeway interchange and the Hollywood Tri-Rail station creates potential for stronger active transportation links.

## Public Outreach Summary

The Washington Park community was eager to engage throughout the planning process, providing over 1,000 comments across two surveys, an interactive project website, an open house, three workshops, and a walking audit. Though all were well attended, the project open house was the most popular event, offering everyone the opportunity to learn about the planning process, pose questions directly to the project team, and vote on the best ideas for Washington Park.

At each of these touch points, stakeholders emphasized the importance of their community's industrial area as a place of entrepreneurial opportunity and their desire to see it enhanced and formalized, rather than redeveloped. Beneath this macro-level vision, four primary project themes emerged:

- » **Preserve Industrial Character**
- » **Improve District Image & Branding**
- » **Implement Parking & Mobility Solutions**
- » **Invest in Green Spaces & Infrastructure**

Examining the details, haphazard parking and cleaning up and organizing the district were the most frequently cited issue, indicating the need for new strategies to support the district as a services destination. Other major interests included attracting local restaurants, support for micro transit, and demands for new drainage infrastructure.

The plan that follows will be based on this community vision for Washington Park's future. Each recommendation will consider how the industrial area can become a more effective hub for local jobs and businesses with respect to the neighborhood with which it shares its name.



# Executive Summary

This strategy establishes a clear redevelopment roadmap anchored in a defined identity: positioning Washington Park as “Hollywood’s Service and Trades District”, a vital economic hub that supports the region through skilled labor, small businesses, and essential daily services.

The approach focuses on strengthening and elevating what already works. The roadmap prioritizes targeted improvements to infrastructure, public realm, policies, and operations to enhance safety, functionality, and appearance, while protecting the district’s economic base, preserving its residential areas, and guiding targeted redevelopment.

The recommendations are organized within a phased implementation framework consisting of **short-, mid-, and long-term actions** that provide policymakers with a clear path to reinforce the district’s function, identity, and economic vitality over time.

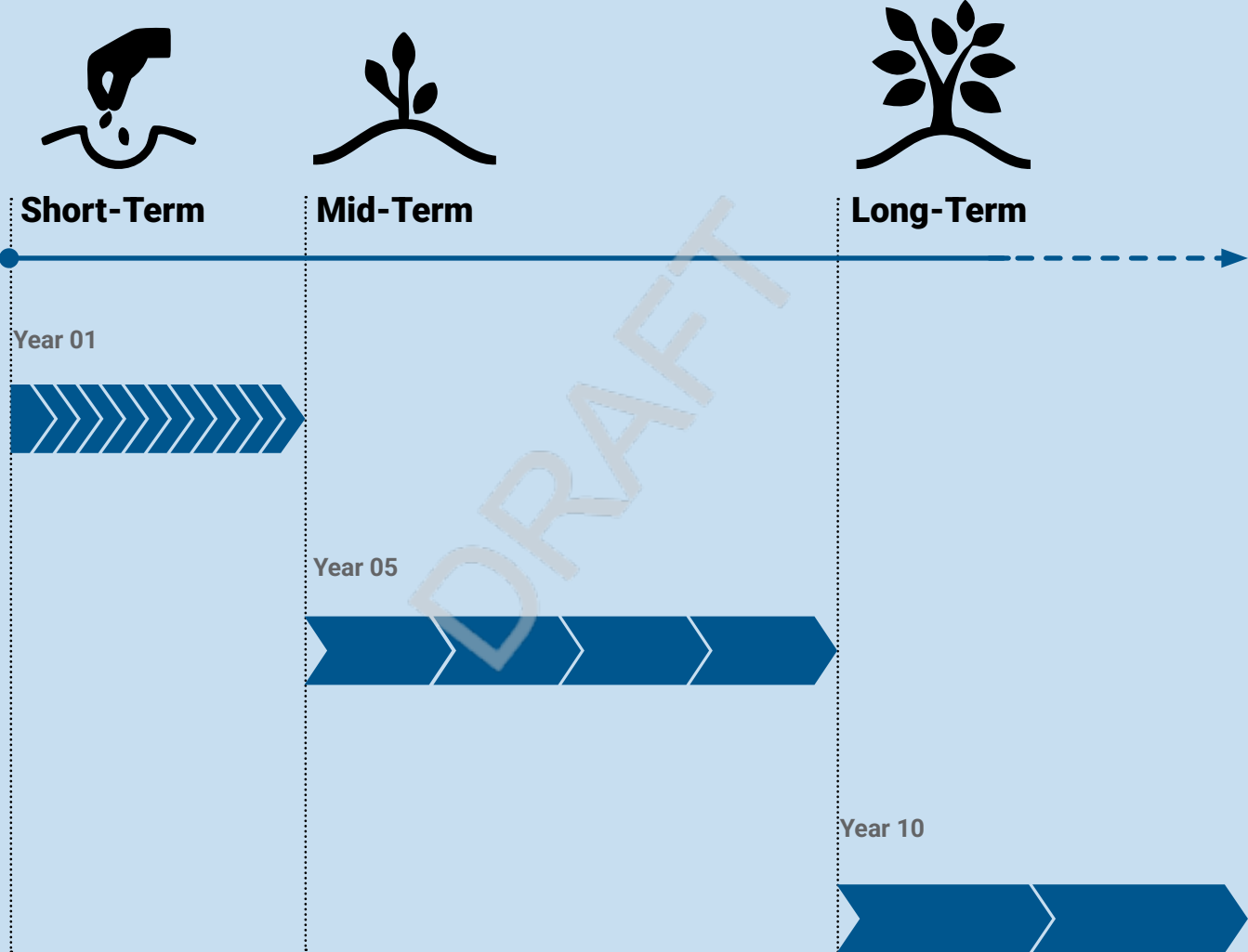
Future change is intentionally focused at the edges and key corridors, where redevelopment can occur ensuring minimal disruption to the core industrial and residential fabric. Within the core, the focus remains on organization, maintenance, and incremental improvements that support existing users.

Over the long term, the emphasis is not only focused on land use decisions, but by how effectively the built form, architecture, mobility network, and public realm work together to create an organized, functional, and visually cohesive district while preserving its authentic working character.

The recommendations also emphasize the importance of maintaining a balanced and collaborative approach to redevelopment, code compliance, and economic reinvestment, that supports long-standing businesses that provide essential services, employment opportunities, and economic activity for both the district and the broader region.

All recommendations are advisory and intended to support decision-making. Implementation of these recommendations will require prioritization, further study and alignment with available funding and policy objectives

*This strategy establishes a clear redevelopment roadmap anchored in a defined identity: positioning Washington Park as “Hollywood’s Service and Trades District”, a vital economic hub that supports the region through skilled labor, small businesses, and essential daily services.*





## Short-Term Recommendations

Short-term recommendations focus on meaningful public realm, streetscape, and organizational improvements that enhance safety, appearance, and overall functionality while preserving existing businesses and industrial operations.

Key Recommendations:

- » **Define and promote a clear identity** for Washington Park as “Hollywood’s Service & Trades District,” supported by cohesive branding, wayfinding, gateway features, and tools like a business directory to improve visibility and recognition.
- » **Enhance physical conditions and mobility** by adopting a street hierarchy framework and implementing a facade and property improvement program, streetscape organization improvements, traffic calming, pedestrian safety measures, enhanced code enforcement, parking management, and enhanced transit connections.
- » **Support local businesses and workforce development** through façade improvement programs (PIP), streamlined code compliance (“fast approvals”), business support services, and partnerships with technical schools and trade organizations, along with events and initiatives that showcase local industries.
- » **Protect residential neighborhoods and guide growth strategically** by identifying opportunity sites, managing transitions, preserving neighborhood character, and directing redevelopment to key corridors while improving overall legibility and organization of the district.



Image 02. Example of Wayfinding Signage. (Source: Plusurbia).



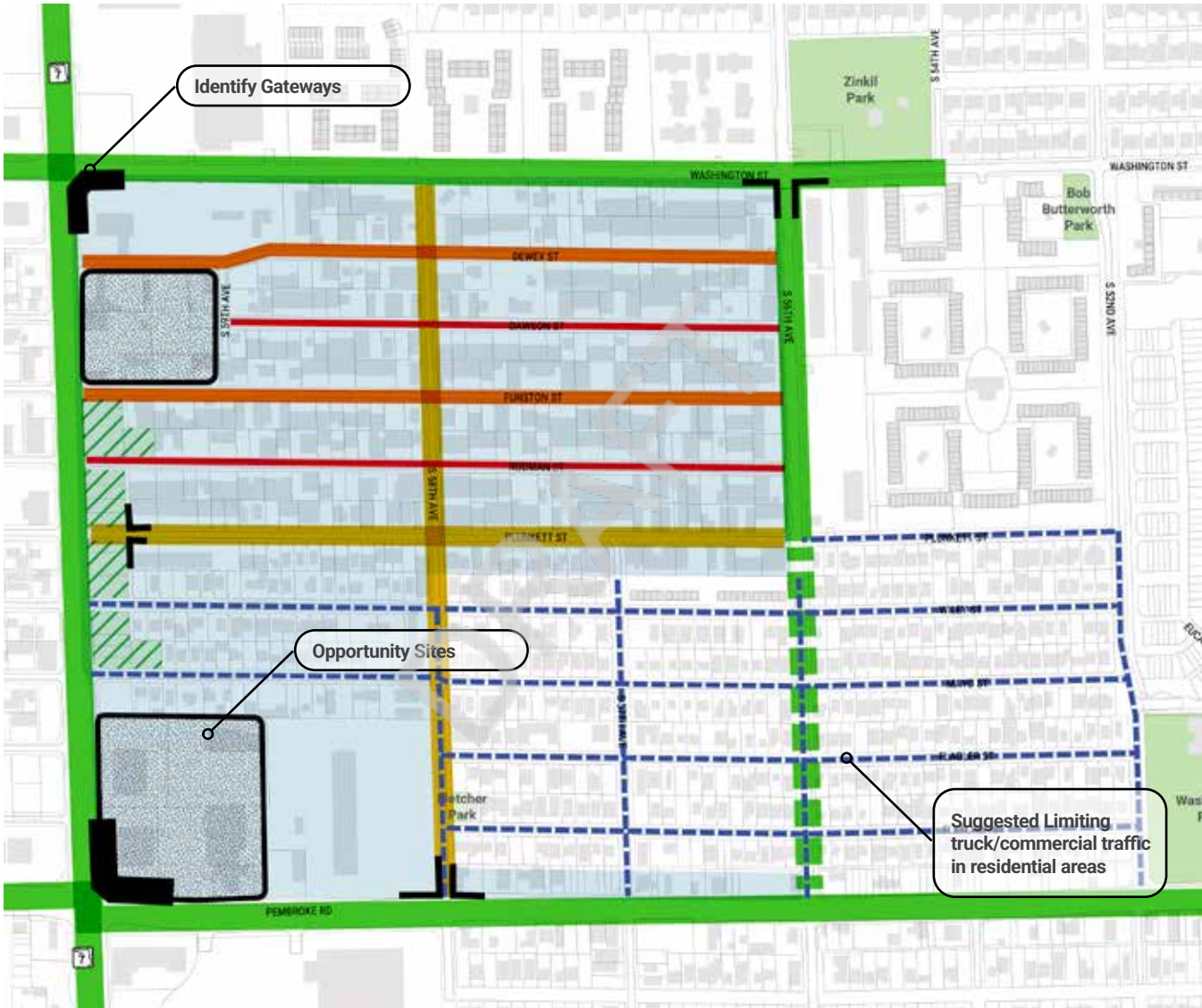
Image 03. Tactical Wayfinding Example. (Source: Pinterest )



Image 04. Suggested New Pavement Markings. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Image 05. Facade Improvement Program (PIP) Example. (Source: Pinterest)



Map 03. Proposed Short-Term Strategies Map. (Source: Plusurbia)

**LEGEND**

- Parks
- Open Spaces
- Focus Area
- Opportunity Sites
- Suggested Traffic Calming Features
- Suggested Gateways
- A Street
- B+ Street
- B Street
- C Street



## Mid-Term Recommendations

Mid-term recommendations focus on targeted infrastructure, mobility, and public realm improvements that enhance safety, connectivity, and resilience while supporting small businesses, encouraging context-sensitive redevelopment, and strengthening long-term economic growth and partnerships.

Key Recommendations:

- » **Improve infrastructure and mobility** by prioritizing street repairs, sidewalk upgrades, and better pedestrian conditions, while also addressing parking, bicycle connectivity, and enhanced transit amenities and access to support safer and more efficient movement.
- » **Enhance the public realm and resilience** by improving frontages along key corridors and implementing strategies to increase water permeability and reduce flooding impacts in the public right-of-way.
- » **Support economic growth and small businesses** by encouraging service-oriented tenants, shared parking solutions, business incubation, and incentives for low-cost spaces that can help entrepreneurs start and grow locally.
- » **Update zoning and development standards** to encourage live-work opportunities closer to industrial edges, active frontages along major corridors, ADUs in residential areas, and encouraging office-flex building types as a compatible transition between mixed-use corridors and the industrial core.
- » **Strengthen implementation and partnerships** by establishing a dedicated task force, conducting targeted investor and developer outreach, and repurposing underperforming parcels to support innovation and long-term economic vitality.



Image 06. Food/Convenience Example. (Source: Melo Cafe)

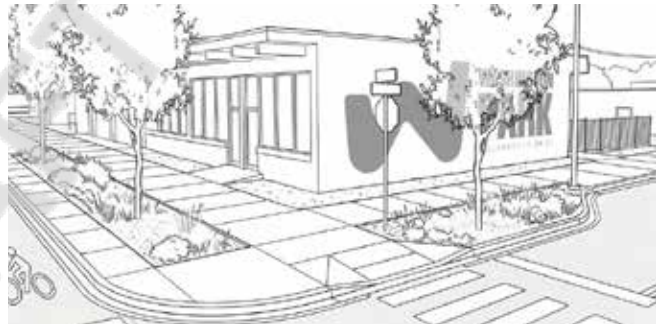


Image 07. Improved Frontages along A streets Example. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Image 08. Low Cost Adaptive Reuse Spaces for Entrepreneurs Example. (Source: )

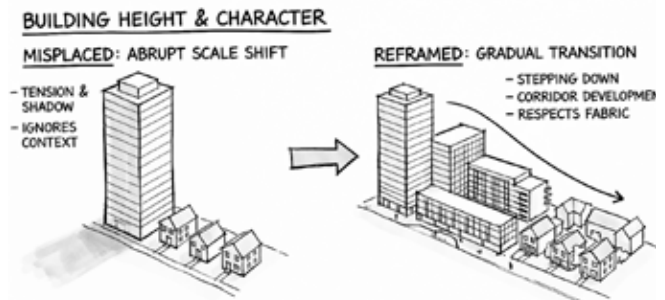
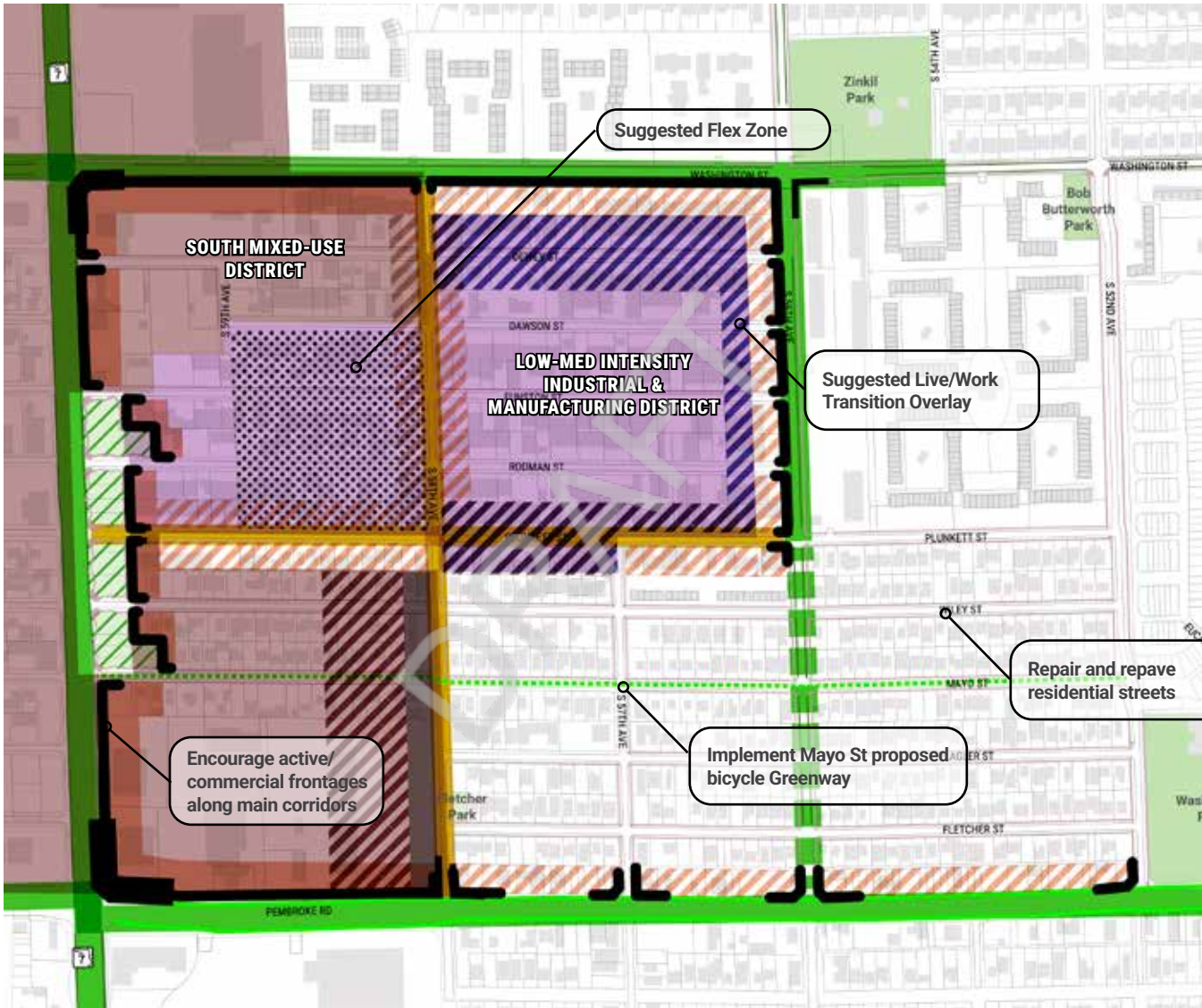


Image 09. Transition to Residential Neighborhood Concept Diagram. (Source: Plusurbia)



Map 04. Proposed Mid-Term Strategies Map. (Source: Plusurbia)

**LEGEND**

- Parks
  - Open Spaces
  - IM-2 Low-Med Intensity Industrial & Manufacturing District
  - Suggested Live/Work Incentive Overlay
- Suggested Flex Zone Overlay
  - S-MU South Mixed-Use District
  - Suggested S-MU Transition Zones
  - Suggested Frontages Along Corridors
  - Suggested Mayo St Greenway
- Proposed Corridor Commercial Frontages
  - Encouraged Small Scale Commercial Frontages
  - Street Hierarchy
  - A Street
  - B+ Street



## Long-Term Recommendations

Long-term recommendations focus on creating a safer, more resilient, and economically competitive district with clearly defined areas that support different intensities and functions. This includes enhancing mobility, expanding green infrastructure, implementing adaptable parking strategies, and coordinating investments that reinforce Washington Park's identity as Hollywood's Service & Trades District.

Key Recommendations:

- » **Improve mobility and safety** by assessing pedestrian and bicycle needs, enhancing streetscape amenities, and studying traffic patterns, including the potential for one-way street conversions to improve circulation and Right of Way capacity.
- » **Enhance resilience and the public realm** by exploring green infrastructure strategies such as permeable paving, swale restoration, and increased tree canopy to better manage stormwater and improve comfort.
- » **Enhance and update development standards** to encourage higher-quality, context-sensitive development along major corridors and near SR 7/US 441 supported by incentives for public benefits such as gateway features, public open spaces, streetscape improvements, new street connections, community facilities, and civic amenities.
- » **Expand and future-proof parking** by evaluating public-private partnership opportunities and establishing adaptable parking garage standards that allow for future reuse or conversion.
- » **Strengthen district identity and economic positioning** by reinforcing Washington Park as Hollywood's Service & Trades District through coordinated planning and investment strategies.



**Image 10.** Suggested Active Frontages and Pedestrian Amenities along SR 7 / US 441. (Source: Plusurbia ). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



**Image 11.** Suggested One-Way and Permeable Parking Concept. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



**Image 12.** Suggested Swale Restoration Example. (Source: Plant Landscape & Arch Network)



Map 05. Proposed Long-Term Strategies Map. (Source: Plusurbia)

**LEGEND**

- |   |  |   |                  |
|---|--|---|------------------|
| Parks   | Proposed S-MU South Mixed-Use District | Encouraged Small Scale Commercial Frontages | Street Hierarchy |
| Open Spaces   | Proposed Flex-Zone Transition Overlay  | Proposed Fire Station                       | B+ Street        |
| Proposed IM-2 Low-Med Intensity Industrial & Manufacturing District | Proposed Corridor Commercial Frontages | Suggested Active Frontages                  |                  |
| Suggested Live/Work Incentive Overlay                               |  |   |                  |

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# 01. Vision & Identity

Preserving and Enhancing the District's Unique Service & Trades Identity While Protecting The Residential Base



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## Preserving and Enhancing the District's Unique Service & Trades Identity While Protecting The Residential Base

*This chapter defines a strategic direction for Washington Park that builds on its existing strengths. The area's advantage lies in its authenticity and established role in the local and regional economy.*

*The approach focuses on refinement over transformation, improving safety, aesthetics, and functionality while preserving existing industries, businesses, homes, and jobs. The subsequent chapters provide specific recommendations based on this vision for the district.*

### **1.1. Formally Recognizing And Positioning The District As: Hollywood's Service And Trades District, Strengthening And Celebrating The Essential Work That Sustains The Regional Economy**

See **"05. Branding & Economic Development"** on page 99 and **"06. Community Engagement & Education"** on page 109

Create and adopt a Washington Park guiding principles statement emphasizing authenticity, incremental improvement, and job retention.

#### **Considerations**

- » Define the district as a "working district": protect its role as an employment and production hub (logistics, trades, fabrication, services).
- » Lead with resident & business/property owner-defined identity: Build the district vision from long time stakeholder stories, priorities, and culture.
- » Clearly define what must be protected (affordability, community character, small businesses, legacy institutions, residential base).
- » Make stability and job retention a core goal alongside beautification and investment.
- » Highlight the district's economic value to Hollywood: this area supports citywide services and provides accessible employment.

## 1.2. Improve the District's Physical Conditions Without Altering The Economic Base

See **"04. Land Use & Urban Design"** on page 61

### Considerations

- » Consider adopting and directing Facade Improvement Program (PIP) funds toward affordable, visible upgrades for existing businesses. See **"Consider Developing and Adopting a Facade Improvement Program (PIP) To Improve The Appearance of Building and Streets"** on page 62.
- » Consider exploring incentives for adaptive reuse and building reinvestment, not demolition or full redevelopment. Tie incentives to local business retention, not tenant replacement. See **"4.6. Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/US 441 to the Industrial Core"** on page 78.
- » Prioritize funding for lighting, sidewalks, drainage, and maintenance over placemaking-heavy capital projects.
- » Protect legacy industrial tenants: Identify long-term businesses and prioritize policies that keep them in place during upgrades.

## 1.3. Protect the Residential Base

See **"04. Land Use & Urban Design"** on page 61, **"02. Street Design, Mobility & Infrastructure"** on page 27 and **"03. Parking & Enforcement"** on page 55

### Considerations

- » Provide appropriate transitions between land uses to reduce conflicts between residential areas and adjacent commercial or higher-intensity development through buffers, step-down building heights, and thoughtful site design.
- » Minimize land use and operational conflicts such as noise, and loading activities that may affect nearby homes.
- » Manage parking to prevent spillover into residential streets, including parking limits, shared parking strategies, and protections for residents.
- » Address speeding on neighborhood streets through traffic calming measures such as curb extensions, speed bumps, improved crossings, and signage.
- » Limit truck circulation in residential areas by directing freight traffic to appropriate corridors..

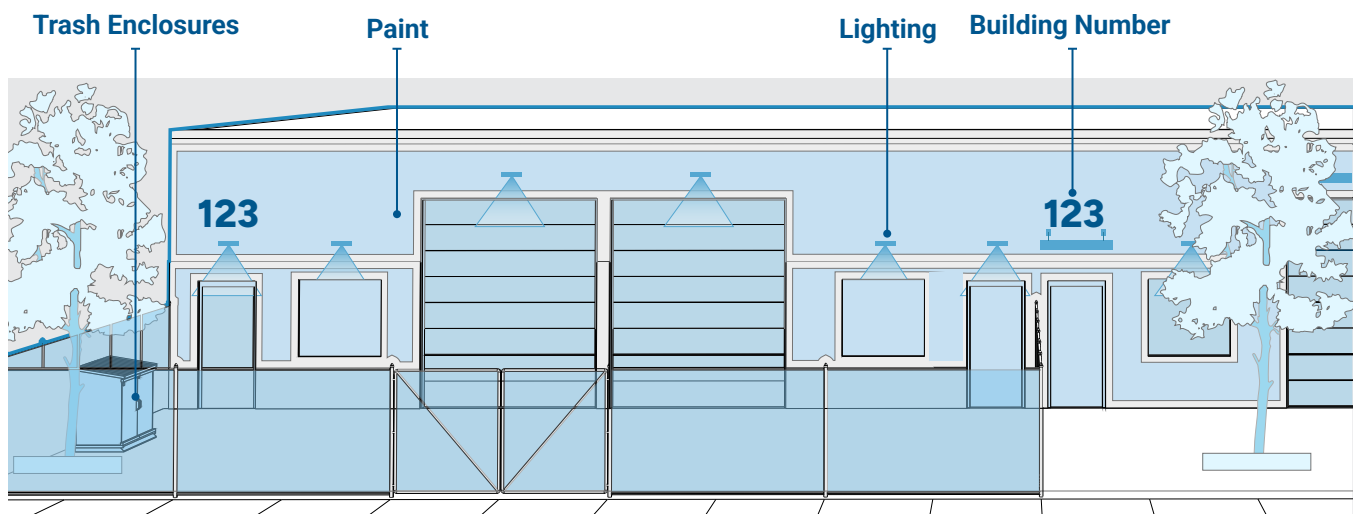


Image 13. Facade Improvement Program Example. (Source: Plusurbia)

### 1.4. Improve Legibility in the District While Preserving Its Character

See “05. Branding & Economic Development” on page 99 and “04. Land Use & Urban Design” on page 61

#### Considerations

- » Implement light-touch branding: wayfinding, gateways, and signage that reflect the district’s working identity.
- » Coordinate branding with the existing businesses rather than replacing their identities.

### 1.5. Strengthen, Organize and Clean up What Already Works

See “04. Land Use & Urban Design” on page 61, “02. Street Design, Mobility & Infrastructure” on page 27 and “03. Parking & Enforcement” on page 55

**Considerations** Provide technical assistance for code compliance, facade upgrades (See Image 13 on page 25), and operational improvements.

- » Encourage shared infrastructure solutions (parking, loading, waste) to reduce business costs.
- » Align land use decisions with job preservation and industrial viability.

### 1.6. Manage Change At Edges, Not Cores

See “04. Land Use & Urban Design” on page 61

#### Considerations

- » Encourage development near corridors taking into account proper transitions to residential areas.
- » Consider enhanced buffering, step-down massing, and operational limits at these edges.
- » Define future growth that fits the community: Promote “right-sized” development (scale, design, uses) that complements existing businesses, homes and streets.
- » Preserve core industrial areas for employment-generating uses.



Image 14. Sign Example. (Source: Plusurbia)



Image 15. Light Touch Branding Example. (Source: Plusurbia)

# 02. Street Design, Mobility & Infrastructure

Re-balancing Street Design to  
Accommodate All Needs



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## Re-balancing Street Design to Accommodate All Needs

*This chapter highlights recommendations with the goal to support a safe, efficient, and balanced experience for every mode of travel, while remaining sensitive to existing operations. Through thoughtful design and careful consideration of existing businesses and residential neighborhoods, the plan seeks to enhance and guide the character and function of the overall public space. By accommodating all users and functions, street improvements can strengthen the district's appearance and functionality while supporting the continued success of current and future operations.*

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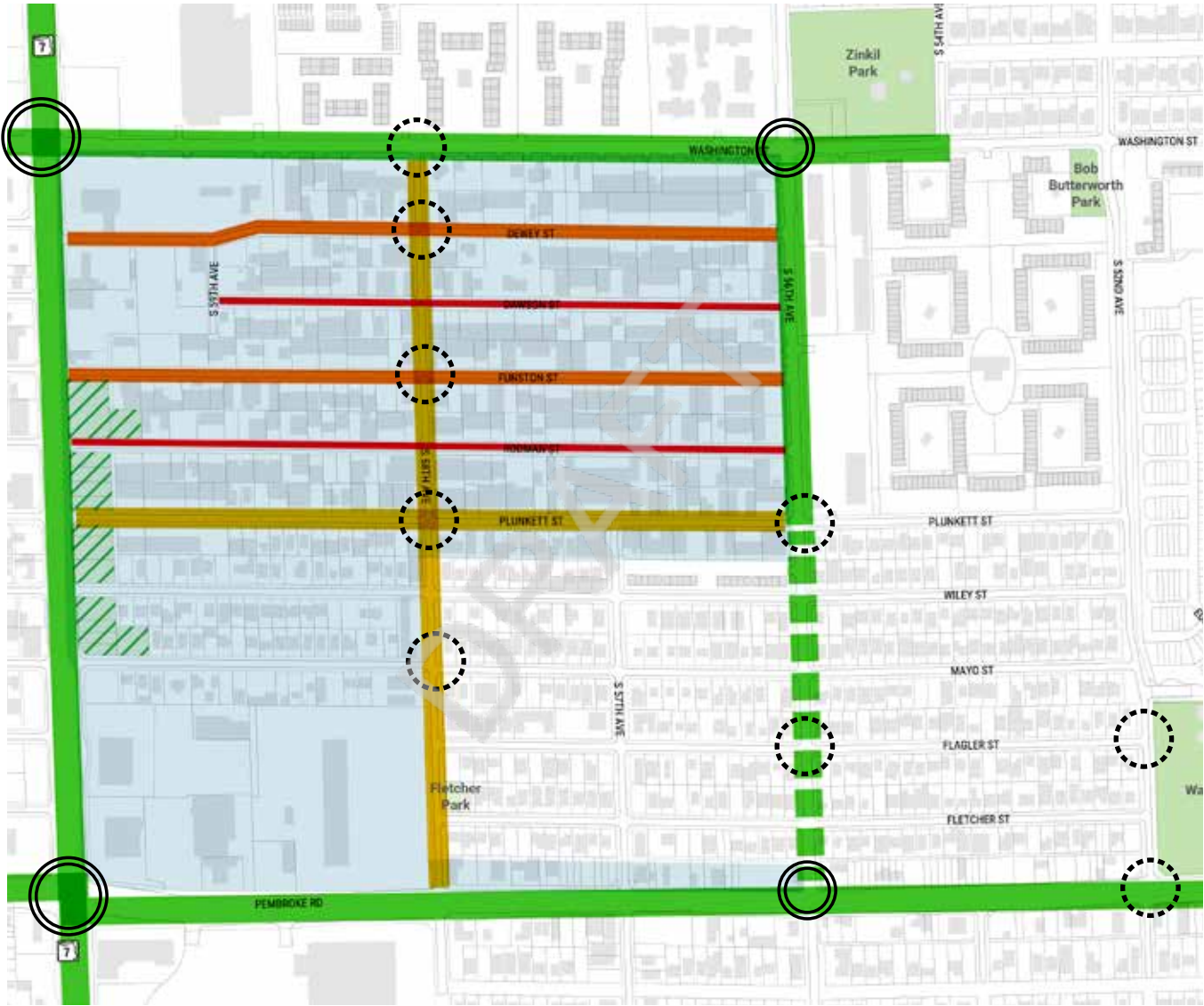
### Short Term

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#### 2.1. Consider Adopting a Street Hierarchy Framework to Improve Street Function and Guide Future Growth

Consider adopting the proposed street hierarchy designation (**see Map 06 on page 29**) to clearly define street function priorities. By identifying primary corridors, secondary connectors, and local industrial streets, the city can better align land use expectations, frontage improvements, mobility enhancements, and infrastructure upgrades with the intended role of each street. This helps create predictability while improving overall district organization guiding not only movement by future redevelopment. The hierarchy designation characteristics for each street in the primary focus area are proposed as follows:

- » **A Street Characteristics:** A Streets are primary corridors that prioritize pedestrian activity and visibility, typically featuring wider sidewalks, active ground-floor uses, on-street parking, street trees, and strong building frontages to support commerce and transit. Samples streets are SR 7/US 441, Pembroke Rd, Washington St and S 56 Ave.
- » **B+ Street Characteristics:** B+ Streets serve as connectors between major corridors, balancing movement and livability with moderate traffic speeds, comfortable sidewalks, parallel parking, landscaping, and a mix of small-scale commercial and industrial uses. Samples streets are Plunkett St and S 58th Ave.
- » **B Street Characteristics:** B Streets serve as local streets, balancing movement and service activity with moderate traffic speeds, sidewalks, parking, and a mix of small-scale commercial and industrial uses. Samples streets are Dewey St and Funston St.
- » **C Street Characteristics:** C Streets here are functional secondary streets focused on service activity. They are designed for low-speed vehicle access, accommodating services, loading, utilities, and parking. Well-designed C streets include adequate lighting, clear sightlines, durable paving, and occasional landscaping to enhance safety. Example streets include Dawson St, and Rodman St.

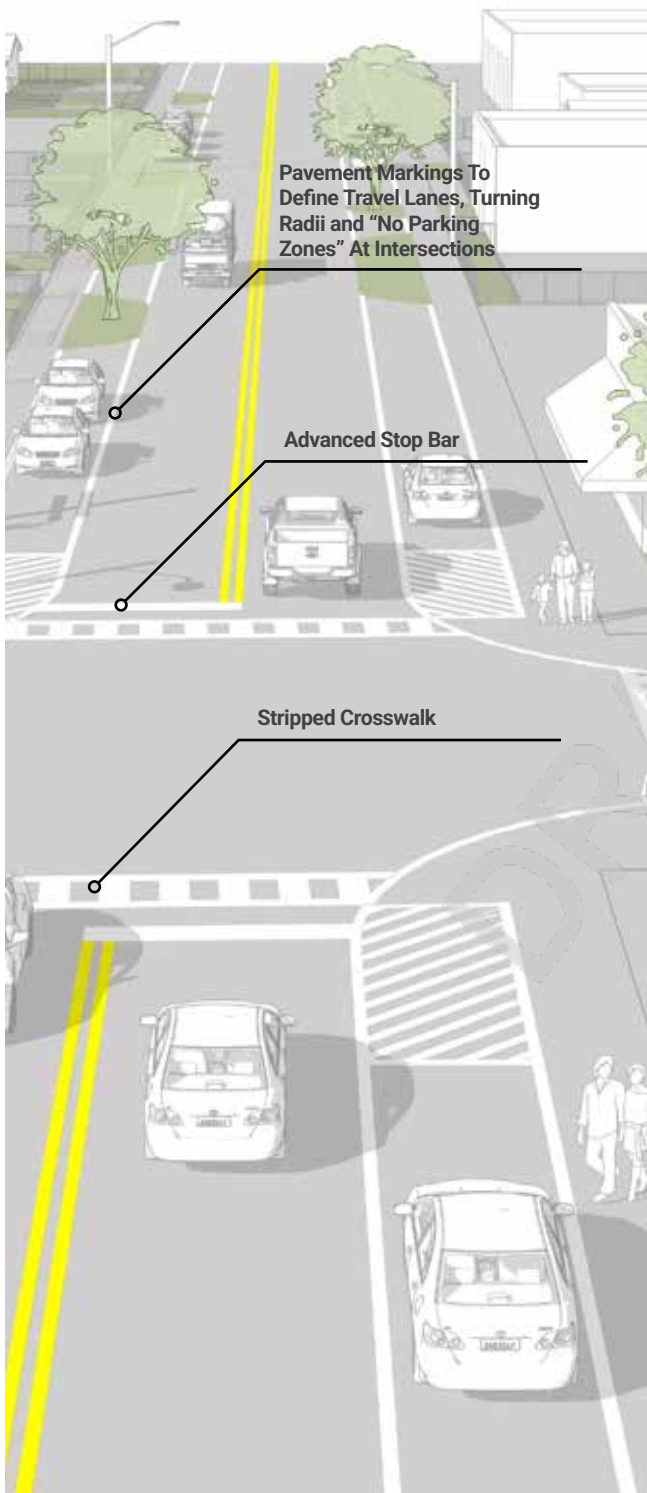


Map 06. Proposed Street Hierarchy in the Primary Study Area and Enhanced Crosswalks Map. (Source: Plusurbia)

**LEGEND**

- Parks
- Open Spaces
- Primary Focus Area
- Suggested Enhanced Ped Crosswalks
- Suggested Enhanced Bike/Ped Crosswalks

- Suggested Street Hierarchy Framework
- A Street
  - B+ Street
  - B Street
  - C Street



**Image 16.** Example of Improved Crossing and Pavement Markings. (Source: Plusurbia) This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

## 2.2. Consider Developing a Pavement Marking Plan to Define Clear Circulation Zones

Coordinate with Broward County Traffic Engineering Division to develop and implement a **pavement marking plan** for the primary study area.

### Considerations

- » Consider paint-only treatments as quick-build enhancements focusing on Dewey St, Dawson St, Funston St, Rodman St, Plunkett St, S 58th Ave (north of Punkett St) and S 56th Ave (north of Punkett St). Refer to **“Examples of Pavement Marking Improvements in Industrial Districts in Florida” on page 31** and **“Proposed ABC Streets Short-Mid And Long Term Improvements” on page 48**.
- » Use consistent lane line types (solid, dashed, edge lines) to clearly define travel lanes. **See Image 16 on page 30.**
- » Ensure lane widths are legible and appropriate to street context and vehicle types.
- » Pavement markings could also be used to define intersections turning radii, pedestrian zones, crossings and driveways.
- » Establish “no-parking zones” near intersections, driveways, and key sightlines to improve safety and visibility.

### 2.3. Consider Initiating a Warrant Process to Enhance Pedestrian Safety Through Strategic Crosswalk Installation

Coordinate with Broward County Traffic Engineering Division to consider a **warrant process** to install daylighted crosswalks and improve pedestrian visibility and enhance safety, a measure especially important in the Washington Park area. See example on **Image 16 on page 30**.

#### Considerations

- » Prioritize application of crosswalks based on multiple factors, including land uses, street hierarchy, links to park entrances, transit stops and amenities, as well as present and future demand, pedestrian compliance, speed, safety, and crash history. (See suggested crosswalk priorities on **Map 06 on page 29**)
- » Daylighted crosswalks, especially in areas with fire hydrants, can be even more effective at reducing pedestrian injuries when paired with additional hardening features such as safety bollards or planters.
- » Frame improvements as supporting pedestrian safety and injury reduction (Vision Zero).
- » Crosswalk design considerations should align with the **Broward MPO Complete Streets Design Guidelines** and include the following:
  - » Stripe all crossings and make them as wide or wider than the walkway it connects to.
  - » Ensure crossings align with accessible paths and meet ADA requirements at entry points.
  - » Advanced stop bars should be located at least 8 ft in advance of the crosswalk.

## Examples of Pavement Marking Improvements in Industrial Districts in Florida

### City of South Miami, FL



### City of Hialeah, FL



#### 2.4. Consider Expanding the City's Traffic Calming & Control Project to Install Speed Bumps or Other Traffic Calming Features on Residential Streets in Washington Park

Coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to consider expanding the **City's Traffic Calming & Control Project**<sup>1</sup> for the installation of speed tables to segments of the residential streets east of SR 7 / US 441.

##### Considerations

- » The primary goal is reducing vehicle speeds, improving pedestrian safety, and discouraging cut-through traffic.
- » Ensure design follows local and national guidelines, accommodate emergency vehicle access, and considers impacts on cyclists (including bypass gaps) and mobility devices.

#### 2.5. Consider Initiating a Traffic Study to Assess Limiting Truck and Commercial Vehicle Traffic on Residential Streets

Coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to initiate a **traffic study** to evaluate, and identify routes used by heavy traffic but not essential for heavy truck movement focusing especially on residential areas or near parks or community facilities.

##### Considerations

- » Designate specific streets where trucks and commercial vehicles should be prohibited from passing through, except for local deliveries or access to businesses. Consider including Wiley, Mayo, Flagler and Flecher Streets.
- » Install at the beginning and end of the restricted streets "No Thru Trucks" signs indicating that trucks must use alternative routes.
- » Develop enforcement mechanisms, such as regular inspections or penalties for non-compliance.



Image 17. Speed hump on residential street. (Source: BridgeDetroit)



Image 18. No thru truck sign. (Source: SmartSign)

<sup>1</sup> <https://hollywoodtrafficalmingproject.com/>

**2.6. Consider expanding the boundary of the Hollywood West Sun Shuttle (Circuit) to include Washington Park**

Coordinate with the City’s Engineering, Transportation & Mobility Division to develop a strategy to expand the boundaries of the Hollywood West Sun Shuttle and align with District 6 priorities and improve access to key destinations like transit stops, shopping, and services.

**Hollywood West Sun Shuttle Service, Hollywood FL**



The Sun Shuttle West in Hollywood is an on-demand microtransit service that connects residents west of I-95 to key destinations like transit stops, shopping, and services using small electric shuttles. Riders can request trips through an app or phone, making it a flexible first- and last-mile option. The service is low-cost, typically around \$2 per ride.

STREET	FROM	TO	SHORT-TERM IMPROVEMENTS
Dewey St	SR 7/US 441	S 56 Street	2.2. Consider Developing a Pavement Marking Plan to Define Clear Circulation Zones
Dawson St	S 59 Avenue	S 56 Street	
Funston St	SR 7/US 441	S 56 Street	
Rodman St	SR 7/US 441	S 56 Street	
Plunkett St	SR 7/US 441	S 56 Street	
S 58 Ave	Pembroke Rd	Washington St	2.4. Consider Expanding the City's Traffic Calming & Control Project to Install Speed Bumps or Other Traffic Calming Features on Residential Streets in Washington Park
Wiley St	S 58 Ave	S 52 Ave	
Mayo St	S 58 Ave	S 52 Ave	
Flagler St	S 58 Ave	S 52 Ave	
Fletcher St	S 58 Ave	S 52 Ave	2.5. Consider Initiating a Traffic Study to Assess Limiting Truck and Commercial Vehicle Traffic on Residential Streets

Table 01. Suggested Short Term Improvements Table. (Source: Plusurbia)

## Mid Term

### 2.7. Consider Developing A Comprehensive Street Condition And Needs Assessment To Prioritize The Repair And Repaving Of Residential Streets

Coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering and Public Works Divisions to develop a **street conditions and needs survey** and evaluate surface failure, potholes and drainage issues. This can serve as a key supporting framework aligned with city-wide implementation efforts.

#### Considerations

- » Prioritize residential streets based on: safety risk, traffic volumes, access for emergency vehicles and vulnerable users. Consider including Wiley, Mayo, Flagler, Flecher Streets, S 57th Ave and S 58th Ave (south of Plunkett St).
- » Frame projects around safety, accessibility, and sustainable outcomes.
- » Coordinate with utility providers and efforts to install crosswalks (See **"Consider Initiating a Warrant Process to Enhance Pedestrian Safety Through Strategic Crosswalk Installation" on page 31**) and traffic calming features (See **"Consider Expanding the City's Traffic Calming & Control Project to Install Speed Bumps or Other Traffic Calming Features on Residential Streets in Washington Park" on page 32**) to avoid repeated work and digging.
- » Develop a maintenance plan after repaving.

### 2.8. Consider Prioritizing Sidewalk Improvements and Repair Referencing the Proposed Street Hierarchy Framework

See **"Consider Adopting a Street Hierarchy Framework to Improve Street Function and Guide Future Growth" on page 28**

Coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to evaluate, and implement a **sidewalk restoration prioritization plan** aligned with the proposed street hierarchy designation framework (See **Map 06 on page 29**), to target sidewalk restoration and improved crossing projects.

By aligning sidewalk investments with the street designation, the City can take a more strategic and cost-effective approach to infrastructure upgrades. (See **suggested sidewalk restoration priorities on Map 07 on page 35**). This tiered approach allows the City to focus resources where they will have the greatest impact, improving walkability while avoiding unnecessary expenditures in low-demand areas.

#### Considerations

- » The framework prioritizes **A and B+ streets**, which support higher pedestrian activity, for restoration of sidewalks on both sides, ensuring safety and accessibility where demand is greatest.
- » **B streets** suggest sidewalk restoration on one side, reflecting moderate pedestrian use.
- » **C streets**, primarily intended for loading, parking, and service access, would not be prioritized for sidewalk restoration.
- » Prioritize gaps that break walking routes to parks, transit stops, and neighborhood services and align with local Safe Routes to School, Vision Zero, and complete streets programs.
- » Ensure restored sidewalks comply with the Public Right-of-Way Accessibility Guidelines (PROWAG).
- » Prevent vegetation from encroaching onto sidewalk facilities and consider policies to support this.
- » Prevent sidewalk re-damage from illegal parking, or driveway encroachment through policy and enforcement.
- » Consider setting aside funds for long-term repair, tree root management, and replacement cycles.



Map 07. Proposed Sidewalk Restoration Prioritization Plan. (Source: Plusurbia). This map is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

**LEGEND**

- Parks
- Open Space
- Primary Focus Area
- Proposed Sidewalk Restoration

## City Of Hollywood Public Works Street Maintenance Program

The City of Hollywood's Public Works Street Maintenance Program is responsible for the ongoing upkeep and repair of the city's roadway network to ensure safe and functional streets. This includes activities such as pothole repairs, resurfacing and repaving, pavement marking, and maintenance of sidewalks, curbs, and drainage within the right-of-way. The program prioritizes improvements based on street conditions, safety needs, and available funding, helping extend the lifespan of infrastructure and maintain reliable mobility for residents and businesses.

### 2.9. Consider Developing an On-Street Parking Inventory to Assess Needs and Usage and Define and Reinforce Parking Areas & Flex Zones

See "03. Parking & Enforcement" on page 55

In parallel to the sidewalk restoration efforts, coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division, to develop an **on-street parking inventory** and calculate the number of designated parking based on the existing ROW, design guidelines, needs and usage. Focus the inventory on Dewey St, Dawson St, Funston St, Rodman St, Plunkett St, S 58th Ave (north of Punkett St) and S 56th Ave (north of Punkett St). See "**Proposed ABC Streets Short-Mid And Long Term Improvements**" on page 48.

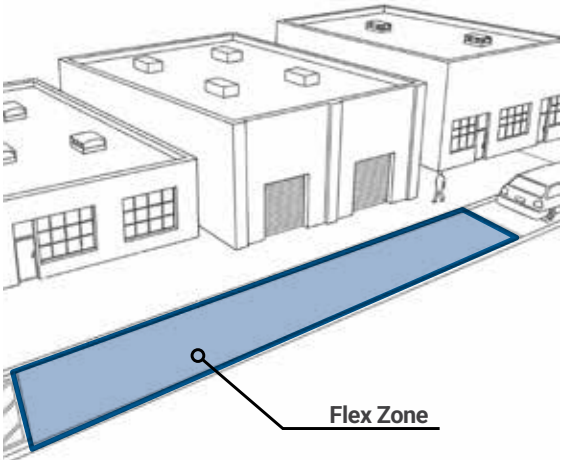
#### Considerations

- » Identify and reinforce locations of parking, flex zones and existing swales to be preserved, with the aid of striping and enforcement.
- » Balance parking with loading needs and identify and mark "flex zones<sup>2</sup>". Evaluate to ensure compatibility with loading, storage, and circulation needs of industrial uses. (See examples of Flex Zone Uses on Image 20 on page 37). Pilot testing is recommended prior to implementation.
- » Consider repainting parking and flex zones immediately after sidewalk restoration work to prevent recurrence of "informal" parking that can cause damage to sidewalks.
- » Clearly delineate parking areas assessing:
  - » Parallel, angled, or perpendicular parking.
  - » Continuous lines for flexible parking and individual bays where control is needed.
  - » Consistent dimensions and placement on all streets.
  - » Ensure markings do not disproportionately remove parking without mitigation (off-site parking, or relocation)

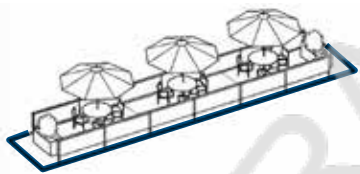
<sup>2</sup> Flex zones are adaptable curb areas that allow multiple uses, either simultaneously or at different times of day. In Washington Park, flex zones could support loading operations while also accommodating parking, food trucks and future parklets supporting both industrial activity and gradual placemaking improvements.

**Loading/Flex Zone Sample Diagram**

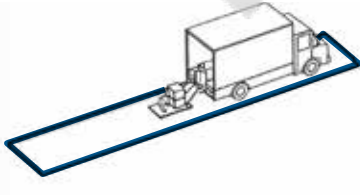
Flex zones are adaptable curb areas that allow multiple uses, either simultaneously or at different times of day. In Washington Park, flex zones could support loading operations while also accommodating parking, food trucks and future parklets supporting both industrial activity and gradual placemaking improvements.



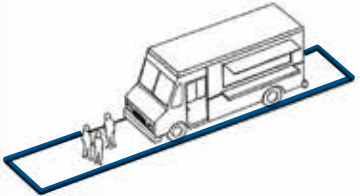
**PARKLET**



**LOADING**



**FOOD TRUCK**



**Image 20.** Loading/Flex Zone Sample Diagram. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

### 2.10. Consider Developing a Prioritization Plan to Enhance Multimodal Connectivity Through Targeted Bicycle Infrastructure Improvements

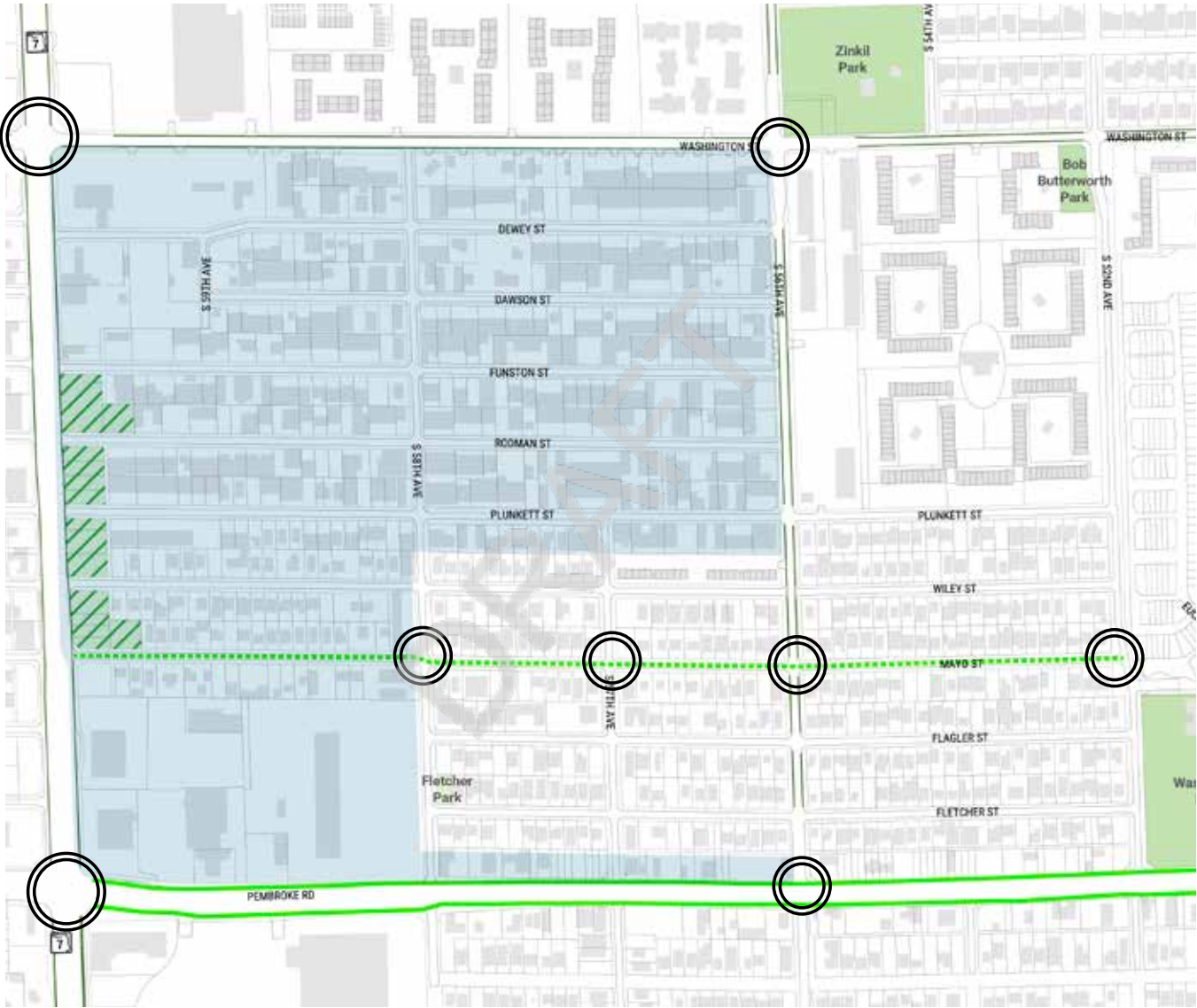
Coordinate closely with the City's Engineering, Transportation & Mobility Division, Broward County Traffic Engineering Division, and FDOT, while consulting the Hollywood Bicycle Mobility Master Plan<sup>3</sup> to identify and develop a **prioritization plan for bicycle infrastructure improvements** in Washington Park. Prioritize a low-stress bike network connecting workers/residents to key routes, transit stops, and major employers within the study area. **See Map 08 on page 39.**

#### Considerations

- » Prioritize the implementation of the proposed Mayo Street Neighborhood Greenway found in the Hollywood Bicycle Mobility Plan<sup>4</sup> as **shown on Map 08 on page 39**. Consider the following:
  - » According to NACTO's Urban Bikeway Design Guide, geometric design elements and appropriate traffic control measures are essential for managing how cyclists move through intersections. Therefore, the proposed Mayo Street Greenway in Washington Park should include safe, well-designed bicycle crossings that allow cyclists to navigate without unnecessary delays.
  - » It is strongly recommended that bicycle boxes be installed at Mayo Street alongside a midblock crossing on S 56 Street. Together, these treatments will enhance cyclist safety, reduce conflict points, and improve route directness toward their destinations.
- » Although the bike lanes on SR 7 / US 441, Washington Street and S 56th Ave are currently striped and protected, painting the full length of the lanes, where feasible, would significantly enhance visibility, safety, and user awareness.
- » Improve intersection safety with high-visibility crossings, bike conflict markings, and dedicated signal timing where needed.
- » Prioritize installing a bicycle box or other intersection enhancements at S 56th Avenue and Washington Street. (With a relatively high AADT (12,300 and 13,600), this intersection presents safety and crossing challenges, as observed during the walking audit).
- » Coordinate with the Florida Department of Transportation, to support multimodal improvements along SR 824/Pembroke Road, including completing the bicycle network and widening of the existing bicycle lanes.
- » Implement truck-aware bikeway design, maintaining sightlines, wide turning radii, and clear separation at driveways and loading zones.
- » Upgrade lighting and visibility along bike routes for shift workers and early morning/night travel.
- » Support end-of-trip amenities (lockers, showers, secure bike parking) through incentives or code allowances.
- » Promote the installation of Florida-friendly landscaping and shade elements to reduce the heat-island effect.
- » Reinforce safer bicycle connectivity to existing parks and open spaces.
- » Enhance signage and wayfinding to clarify bike routes and reduce conflicts

<sup>3</sup> <https://maps.hollywoodfl.org/portal/apps/storymaps/stories/d6fbdc24721948baa766fe5528acb198>

<sup>4</sup> <https://maps.hollywoodfl.org/portal/apps/storymaps/stories/d6fbdc24721948baa766fe5528acb198>



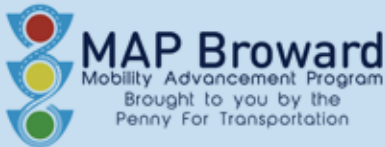
**Map 08.** Proposed Improved Bicycle Network. (Source: Plusurbia). This map is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

**LEGEND**

- Parks
  - Open Spaces
  - Primary Focus Area
- Existing Bicycle Lanes
  - Proposed Bicycle Lanes on Pembroke Rd
- Proposed Mayo Street Neighborhood Greenway (City of Hollywood Bicycle Mobility Master Plan)
- Suggested Enhanced Bike/Ped Crossings

## City of Hollywood Street Improvements Funding Sources

### Mobility Advancement Program, Broward County



The Mobility Advancement Program (MAP Broward) is a 30-year transportation initiative funded by a voter-approved (2018) 1% sales surtax to improve mobility across Broward County. It supports projects such as roadway upgrades, traffic congestion reduction, transit expansion, and pedestrian and bicycle infrastructure, with the goal of creating safer, more efficient, and better-connected transportation options for residents and businesses.

### City of Hollywood Adopt a Street Program



The City of Hollywood (COH) created the Adopt-A-Street Program to encourage community involvement in keeping our streets clean, safe, and beautiful. Civic groups, local businesses, faith-based organizations, student clubs, and individuals are all invited to participate.

The program provides a hands-on way to protect the environment and support neighborhood pride. Participants are expected to hold two cleanups before sign installation and must perform at least four cleanups per year (one each quarter) along their adopted street.

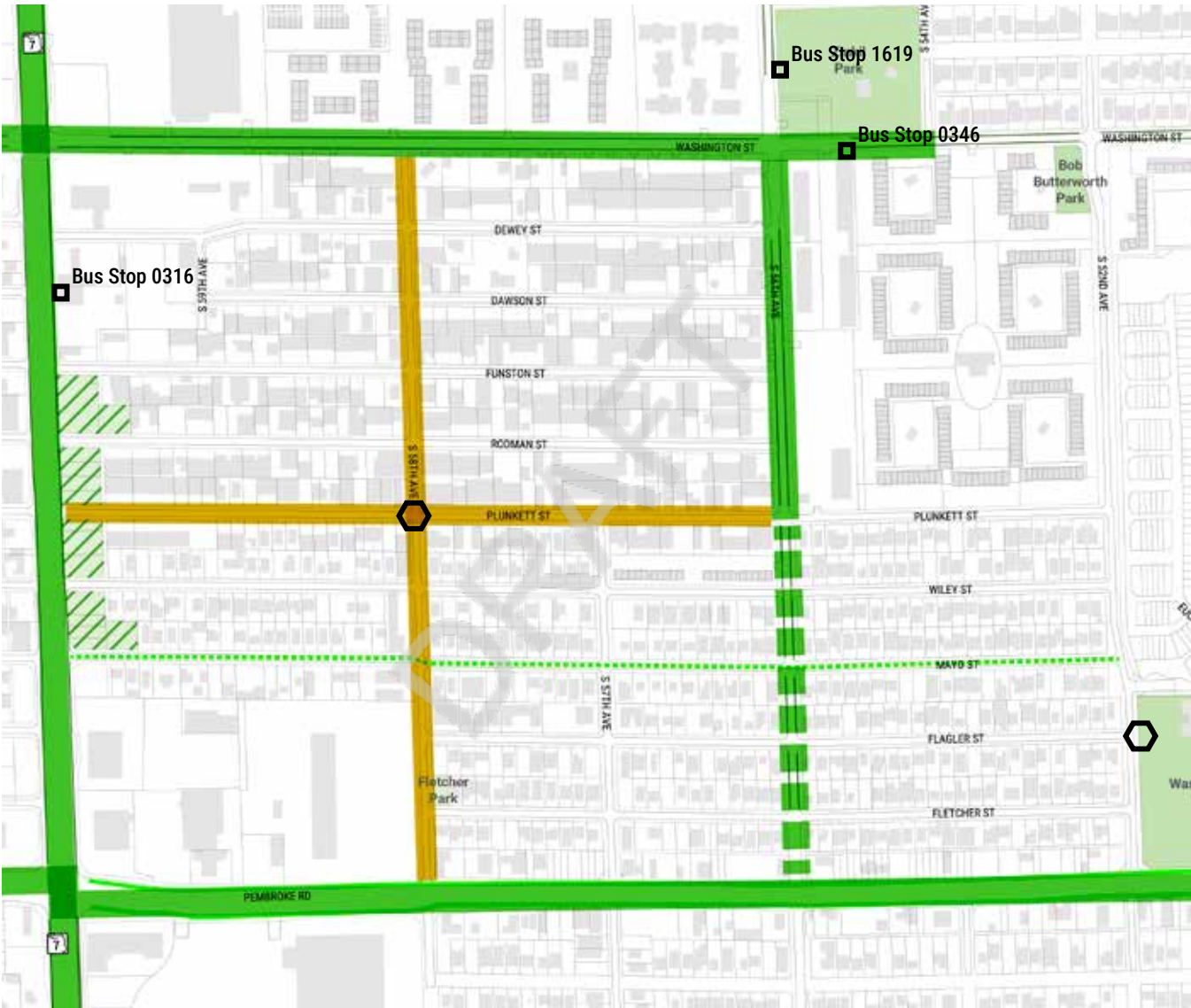
### 2.11. Consider Developing a Transit Access Plan to Evaluate and Prioritize Improvements

Coordinate with Broward County Transit, Broward County Traffic Engineering Division, City of Hollywood Engineering, Transportation & Mobility Division and FDOT, to conduct a **Transit Access Improvement Plan** to evaluate conditions and enhance access to public transit.

As land uses evolve and demand for public transit increases, consider identifying deficiencies and prioritize improvements for first/last-mile connections by building safe walking and biking routes between major employers, bus stops, and key corridors.

#### Considerations

- » Expand the Holly-Go Green Line to include additional stops at Plunkett Street/S 58th Avenue and the Washington Park Community Center, and enhance access with clear signage and wayfinding. **(See Map 09 on page 41)**. Adjust service schedules to better align with shift-based work patterns, including early morning, late evening, and weekend operations, to improve accessibility and usability for workers.
- » Consider developing a prioritization matrix to enhance amenities focusing first on areas with seniors, school routes, long wait times and high ridership. Based on the team’s field assessment, the majority of bus stops along SR 7/US 441 and Pembroke Park have amenities and are in good condition. However, Bus Stop No. 0316 (SR 7/ US 441), No. 1619 (S 56 Avenue), and 0346 (Washington Street) shown on **Map 09 on page 41** do not have shelter and are in need of enhanced amenities.
- » Consider increasing transit stop visibility and safety with improved lighting, clear sightlines, and trimmed vegetation.
- » Support employer-based transit programs (subsidized passes, shuttle partnerships, and commuter benefits).
- » Consider pilot targeted transit improvements (temporary stop enhancements, shuttle routes, or demand-response service) before permanent investments.



**LEGEND**

- Parks
- Open Spaces
- Proposed Mayo Street Neighborhood Greenway (City of Hollywood Bicycle Mobility Master Plan)
- Suggested New Stops for the Holly-Go Service Green Line
- Suggested Bus Stop in Need of More Amenities
- A Street
- B+ Street

**2.12. Consider Developing an Assessment and Plan to Improve Pedestrian and Bicycle Comfort on S 56th Avenue**

Coordinate closely with the City’s Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to develop **an assessment and a plan** to improve pedestrian conditions on S 56th Avenue (especially between Washington Ave and Funston St). **See example on Image 21 on page 42.**

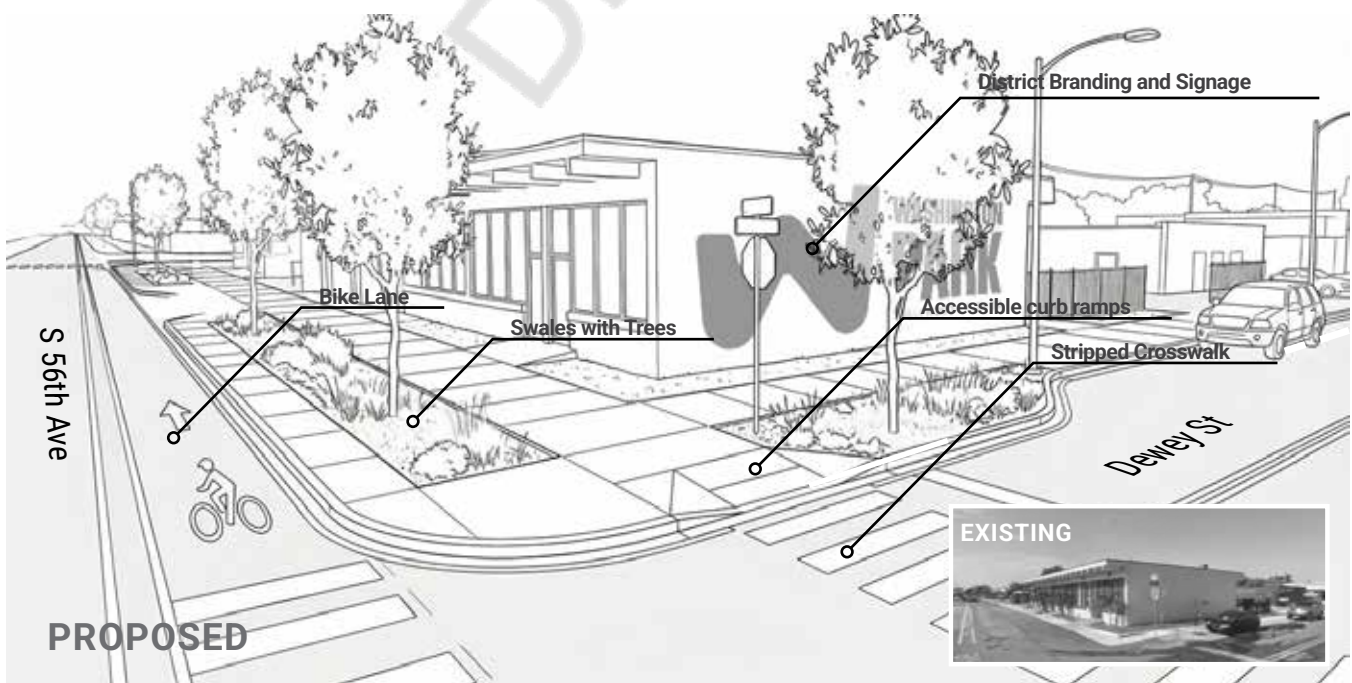
In the proposed Street Hierarchy Framework (**Map 06 on page 29**), S 56th Avenue is designated as an A Street, a corridor focused on pedestrian comfort and activity. A Streets should typically feature wider sidewalks, active ground-floor uses, on-street parking, street trees, and strong building frontages to support commerce and pedestrian comfort.

On multiple site visits, it was observed that S 56th Avenue, particularly between Washington Avenue and Funston Street, has been recently repaved and enhanced with a new bicycle lane, which is a positive improvement. However, in some segments, the area between the bike lane and the sidewalk has been paved but not clearly

striped, making it difficult to distinguish between the bike lane, parking, and travel lanes. This lack of clear delineation creates confusion and gives the impression of an additional vehicular lane, which can pose safety concerns for cyclists, pedestrians and drivers.

**Considerations**

- » Remove parallel parking where feasible, especially since most adjacent businesses have rear parking access. This would allow for the restoration of swales and the introduction of street trees, improving safety, stormwater management, and the overall streetscape while reinforcing safety for the bicycle lane.
- » To further enhance pedestrian comfort, strengthen commercial activity, and support transit access, encourage access to private parking areas from the east–west streets, where feasible.
- » Restore swales and plant trees on recently paved area and improve crossings and cyclist protection.
- » Where parking areas are visible from S 56th Avenue, provide appropriate screening, such as landscaping or other elements, to create a visual buffer and enhance the pedestrian experience.



**Image 21.** Proposed Improvements on S 56th Ave & Dewey St. (Source: Plusurbia) This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

**2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW**

Coordinate closely with the City's Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to implement recommendation from the **Citywide Comprehensive Stormwater Master Plan** in order to increase permeability on publicly owned land and the public right of way.

- » Adopt ROW permeability targets or minimum standards for priority corridors and redevelopment areas.
- » Require permeability upgrades with major site redevelopment through frontage improvement requirements.
- » Partner with adjacent property owners for frontage-based improvements and shared maintenance.

**Considerations**

- » Align with recommendations from The City's 2024 Citywide Comprehensive Stormwater Master Plan ES.15 CIP Improvements to consider future projects using porous pavement, grass pavers a permeable sub-base (e.g. open-graded aggregate) to allow infiltration and increase permeability.

STREET	FROM	TO	MID-TERM IMPROVEMENT
Dewey St	SR 7/US 441	S 56 Street	2.9. Consider Developing an On-Street Parking Inventory to Assess Needs and Usage and Define and Reinforce Parking Areas & Flex Zones 2.8. Consider Prioritizing Sidewalk Improvements and Repair Referencing the Proposed Street Hierarchy Framework 2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW
Dawson St	S 59 Avenue	S 56 Street	
Funston St	SR 7/US 441	S 56 Street	
Rodman St	SR 7/US 441	S 56 Street	
Plunkett St	SR 7/US 441	S 56 Street	
S 58 Ave	Pembroke Rd	Washington St	
Wiley St	SR 7/US 441	S 52 Ave	2.7. Consider Developing A Comprehensive Street Condition And Needs Assessment To Prioritize The Repair And Repaving Of Residential Streets 2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW
Mayo St	SR 7/US 441	S 52 Ave	Prioritize the implementation of the proposed Mayo Street Neighborhood Greenway 2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW
Flagler St	S 58 Ave	S 52 Ave	2.7. Consider Developing A Comprehensive Street Condition And Needs Assessment To Prioritize The Repair And Repaving Of Residential Streets 2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW
Fletcher St	S 58 Ave	S 52 Ave	2.7. Consider Developing A Comprehensive Street Condition And Needs Assessment To Prioritize The Repair And Repaving Of Residential Streets
S 56th Ave	Washington St	Funston St	2.12. Consider Developing an Assessment and Plan to Improve Pedestrian and Bicycle Comfort on S 56th Avenue

Table 02. Suggested Mid Term Improvements Table. (Source: Plusurbia)

## Long Term

### 2.14. Consider Conducting a Needs Assessment and Priority Matrix for Enhanced Pedestrian/Bicycle Streetscape Amenities to Support Increased Non Motorized Traffic

As land uses evolve and pedestrian and bicycle activity increases, coordinate closely with the City’s Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to conduct a **needs assessment and develop a priority matrix** to identify locations for enhanced amenities such as lighting, seating, shade elements, bike parking and trash receptacles. Prioritize areas near parks and corridors with increased pedestrian and bicycle activity.

#### Considerations

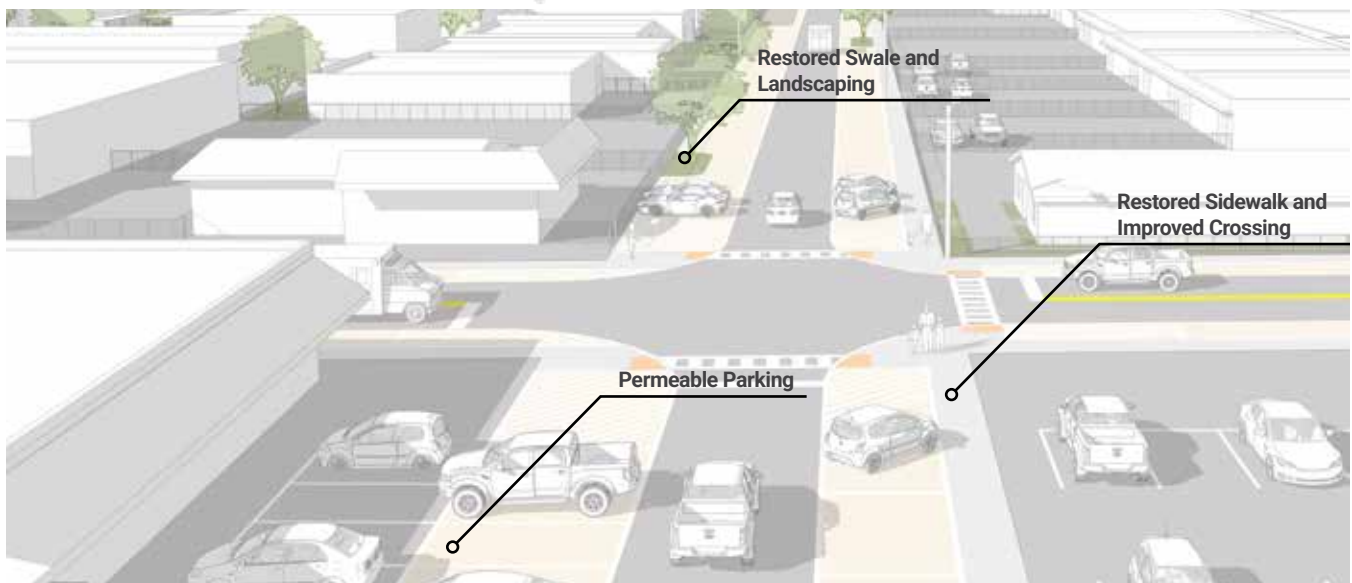
- » Pair roadway lighting and visibility improvements with pedestrian-scale lighting upgrades where pedestrian activity merits it.
- » Consider code amendments requiring streetscape amenities for new development.
- » Develop public frontage standards to promote predictable and consistent public frontages aligned with the proposed street hierarchy designation. Create standard fixture palettes and placement guidelines to streamline installation and replacement.

### 2.15. Consider Conducting a Traffic Study to Determine Feasibility for Implementation of One-Way Streets

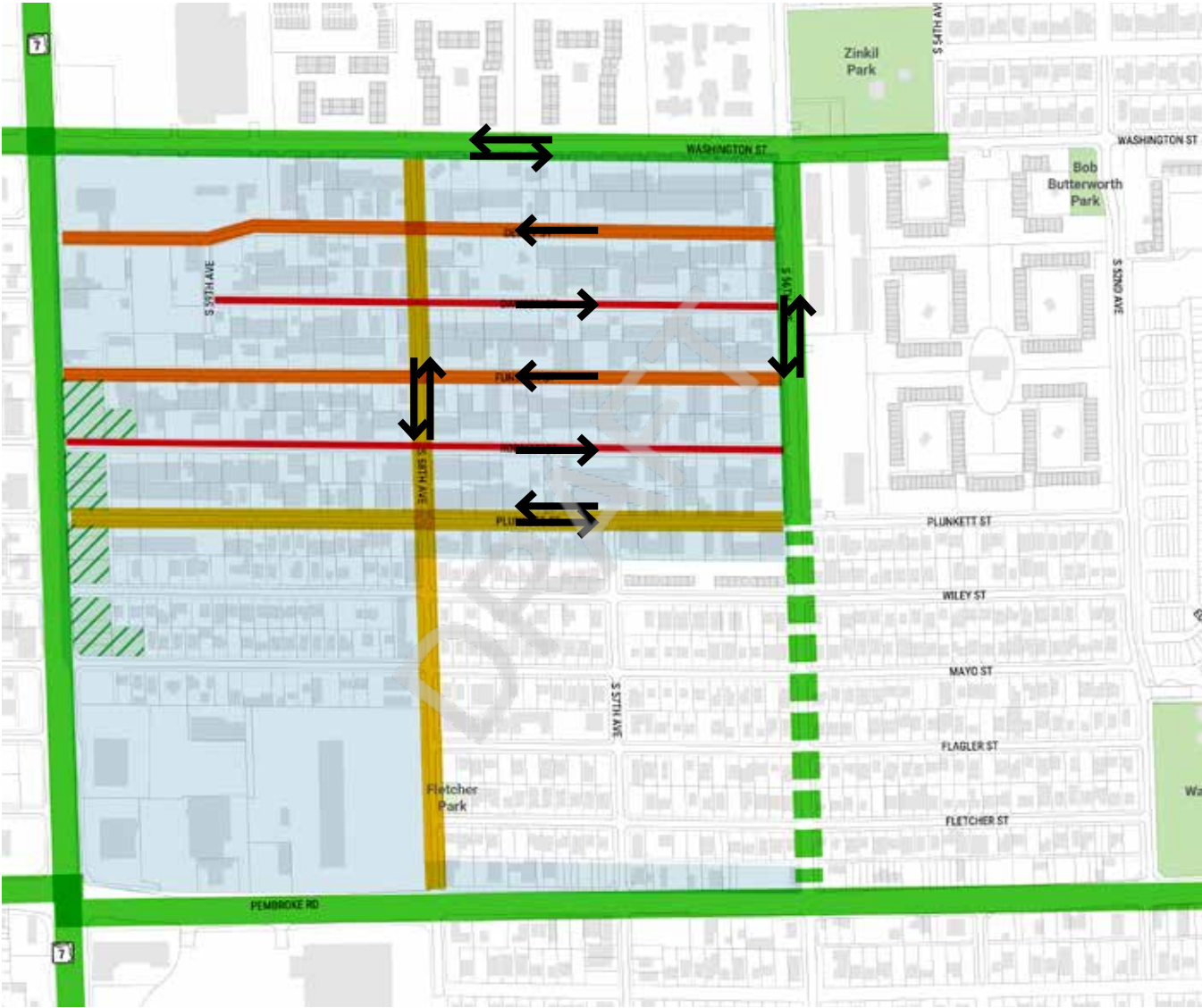
Coordinate closely with the City’s Engineering, Transportation & Mobility Division, Broward County Traffic Engineering Division, Public Works and Police and Fire Rescue (for emergency access) to conduct a **comprehensive traffic study** and assess whether converting select streets to one-way operation would improve circulation, safety, and on-street parking capacity.

#### Considerations

- » Consider alignment with the proposed street hierarchy framework to help evaluate one-way street conversions and applicability.
- » The analysis should evaluate impacts on traffic flow, emergency response times, business access, pedestrian safety, and neighborhood connectivity, as well as potential diversion effects on surrounding streets. See proposed one-way strategy on **Map 10 on page 45 and Image 22 on page 44.**



**Image 22.** Proposed B street one-way concept. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Map 10. Proposed One-way streets Map. (Source: Plusurbia)

**LEGEND**

- Parks
- Open Spaces
- Primary Focus Area

- A Street
- B+ Street
- B Street

- C Street
- Suggested Street Direction

### 2.16. Consider a Pilot Demonstration Project for Repaving On-Street Parking Areas with Permeable Materials to Improve Stormwater Management

Coordinate closely with the City’s Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to develop a Pilot Demonstration Project based on the **Citywide Comprehensive Stormwater Master Plan** and consider repaving on-street parking areas with permeable materials.

#### Considerations

- » Utilize permeable materials engineered to support heavy vehicular loads. Properly designed permeable pavement systems can improve stormwater management by allowing water to infiltrate rather than run off, reducing localized flooding and supporting long-term resiliency. Upgrading from compacted dirt surfaces to durable permeable materials also prevents soil hardening over time, maintaining infiltration capacity and reducing maintenance issues associated with rutting, dust, and surface degradation. (See **Image 23 on page 46**)
- » Ensure clear striping, signage, and transitions between permeable parking lanes and standard pavement.
- » Plan for routine vacuum sweeping and sediment control to maintain permeability and long-term performance.



**Image 23.** Permeable pavers for on street parking examples. (Source: Plant Landscape & Arch Network)

### 2.17. Consider Conducting a Green Infrastructure Feasibility Study for Phasing In Swale Restoration And Tree Planting

In parallel to repaving on-street parking areas coordinate closely with the City’s Engineering, Transportation & Mobility Division and Broward County Traffic Engineering Division to conduct a **Green Infrastructure Feasibility Study** and develop a swale restoration and tree planting strategy.

#### Considerations

- » Address soil compaction common in industrial areas through soil amendment or decompaction to support infiltration and healthy tree growth.
- » Consider installation of bioswales with drought tolerant species. (See examples in **Image 24 on page 46**) (Consistent with the Citywide Comprehensive Stormwater Master Plan recommendations).
- » Incorporate tree protection measures such as root barriers and bollards, to prevent damage from heavy vehicles and equipment.
- » Coordinate restoration and planting with resurfacing, utility work, or redevelopment to minimize disruption and maximize long-term performance.



**Image 24.** Bioswale examples. (Source: Plant Landscape & Arch Network)

## Hollywood CRA Improvement Projects



The Hollywood CRA's capital improvement program focuses on enhancing resiliency, infrastructure, and the public realm across the Beach and Downtown areas. Key projects include the Coastal Resiliency Phase IV initiatives, Complete Streets and utility undergrounding along A1A, the Hollywood Boulevard and Harrison Street Streetscape projects, and the Keating Park renovation, all aimed at improving drainage, walkability, and aesthetics. Additional efforts such as lighting, wayfinding, and corridor enhancements further support economic development, connectivity, and a more pedestrian-friendly environment.



STREET	FROM	TO	LONG-TERM IMPROVEMENT
Dewey St	SR 7/US 441	S 56 Street	2.15. Consider Conducting a Traffic Study to Determine Feasibility for Implementation of One-Way Streets
Dawson St	S 59 Avenue	S 56 Street	
Funston St	SR 7/US 441	S 56 Street	
Rodman St	SR 7/US 441	S 56 Street	2.16. Consider a Pilot Demonstration Project for Repaving On-Street Parking Areas with Permeable Materials to Improve Stormwater Management 2.17. Consider Conducting a Green Infrastructure Feasibility Study for Phasing In Swale Restoration And Tree Planting
Plunkett St	SR 7/US 441	S 56 Street	2.16. Consider a Pilot Demonstration Project for Repaving On-Street Parking Areas with Permeable Materials to Improve Stormwater Management
S 58 Ave	Pembroke Rd	Washington St	
Wiley St	SR 7/US 441	S 52 Ave	
Mayo St	SR 7/US 441	S 52 Ave	2.17. Consider Conducting a Green Infrastructure Feasibility Study for Phasing In Swale Restoration And Tree Planting
Flagler St	S 58 Ave	S 52 Ave	
Fletcher St	S 58 Ave	S 52 Ave	

Table 03. Suggested Long Term Improvements Table. (Source: Plusurbia)

## Proposed ABC Streets Short-Mid And Long Term Improvements

### B+ Street - Plunkett St

#### Short Term:

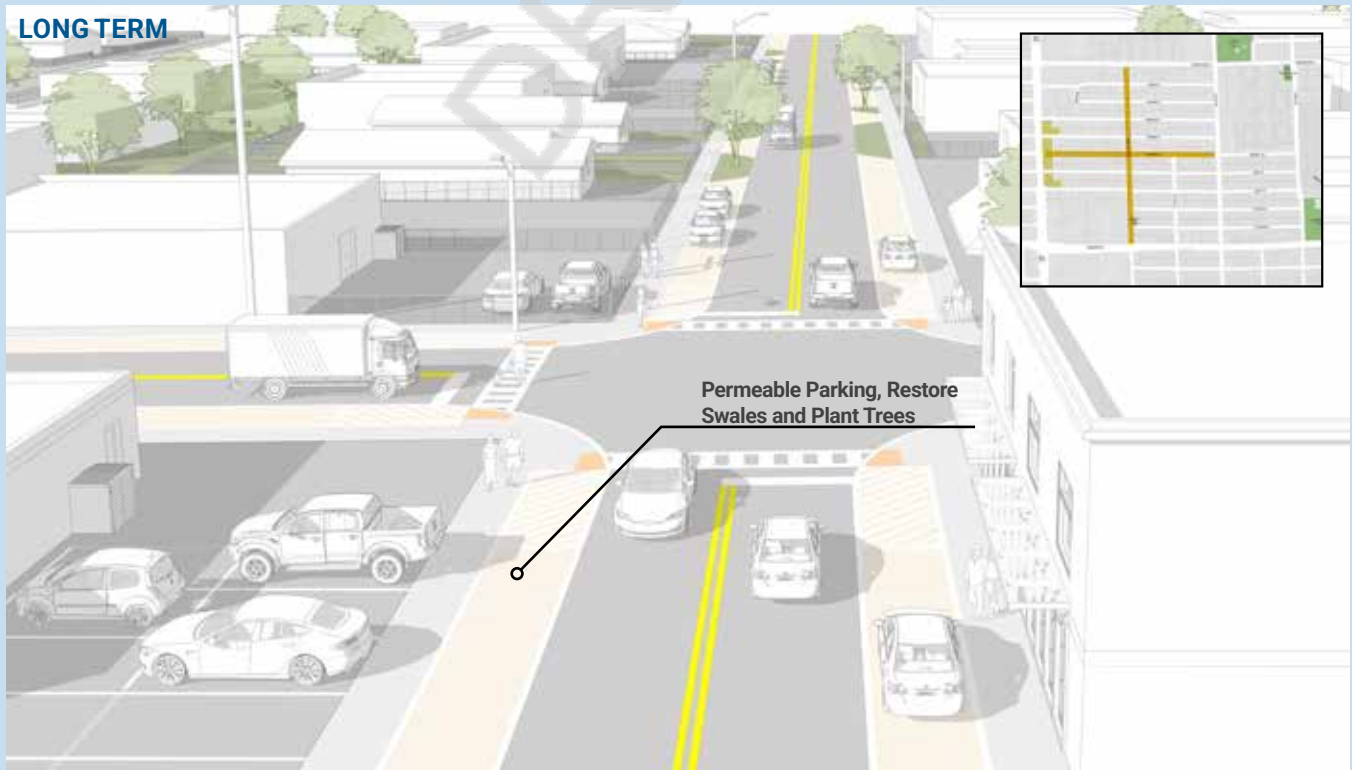
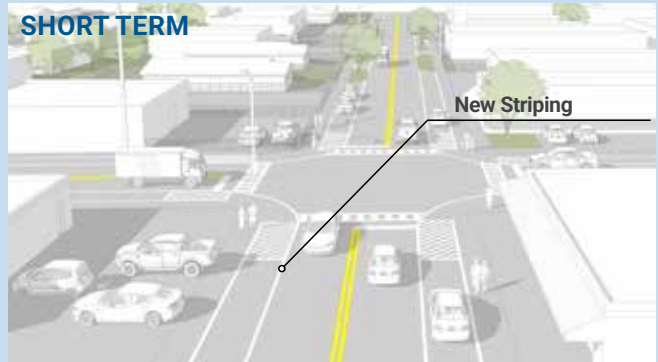
- » Install pavement markings to define travel lanes, turning radii, “no parking zones” at intersections, advanced stop bars and daylighted crosswalks.

#### Mid Term:

- » Clearly define and reinforce parking areas & flex zones.
- » Restore sidewalks.

#### Long Term:

- » Install pedestrian amenities to support increased foot traffic.
- » Pave parking areas with permeable materials.
- » Phase in swale restoration and tree planting.



**Image 25.** B+ street sample short, mid and long term improvements.(Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

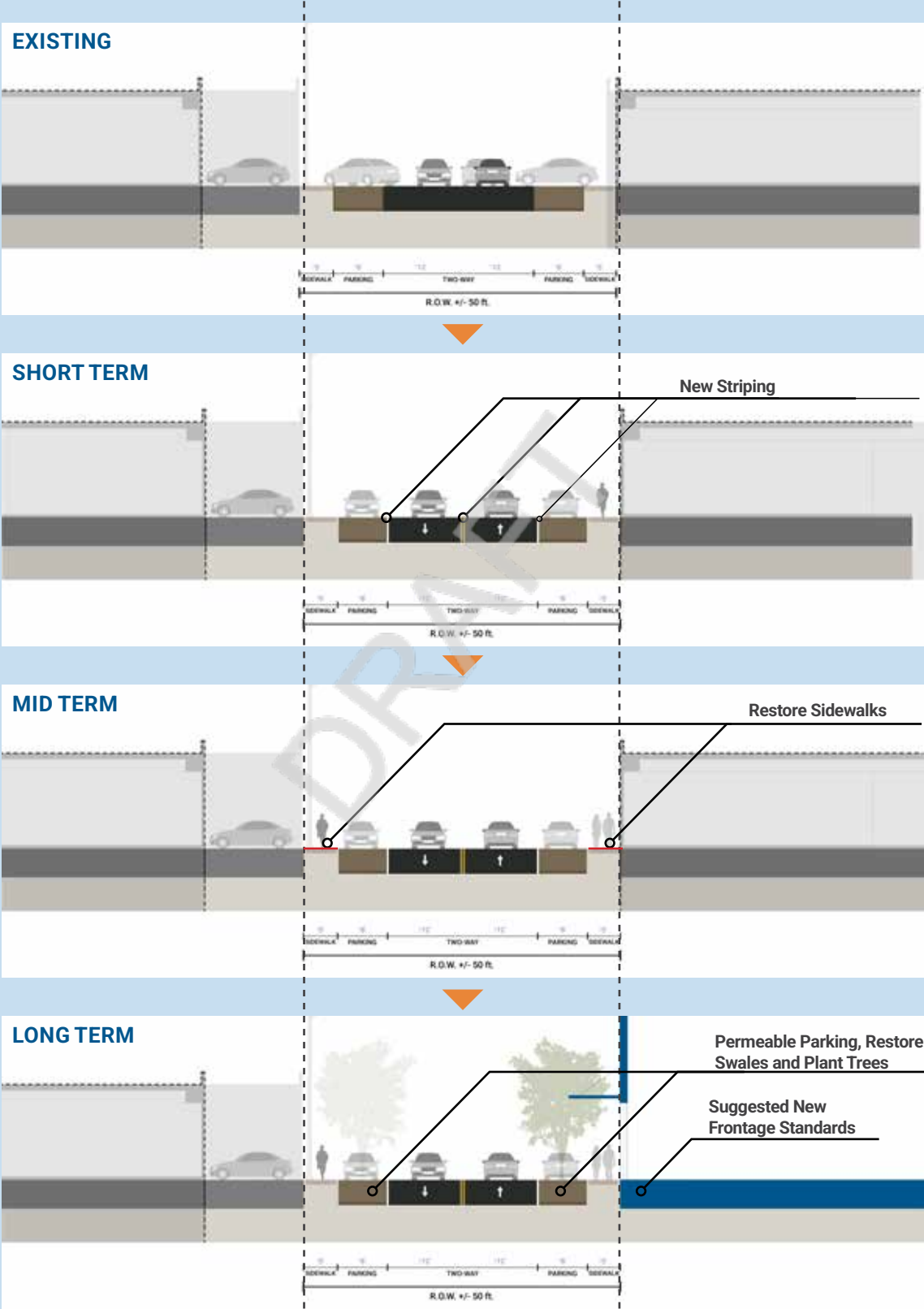


Image 26. B+ street sample short, mid and long term improvements.(Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

## B Street - Dewey & Funston St

### Short Term:

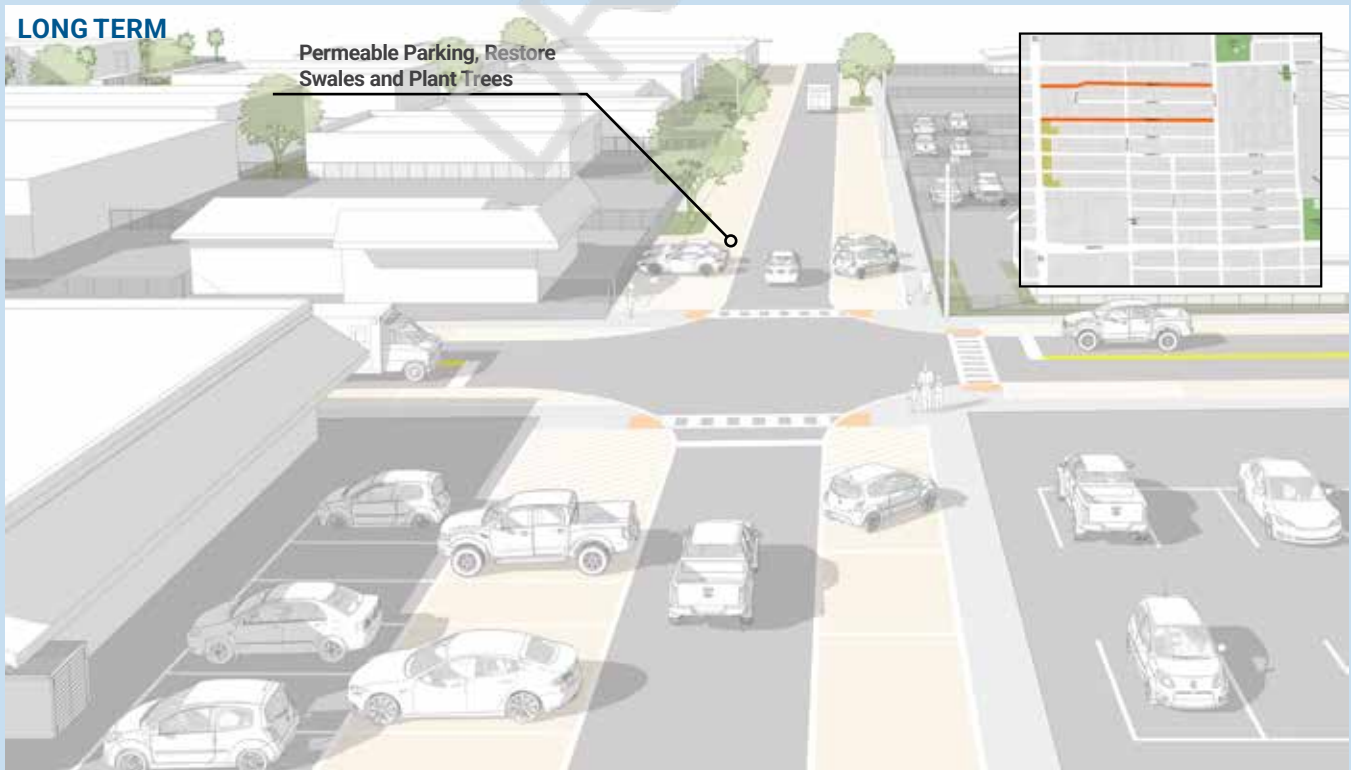
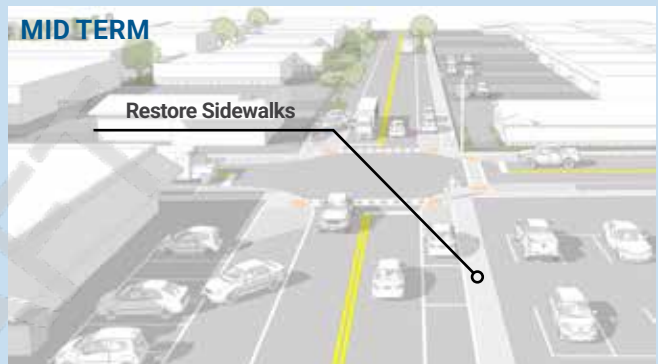
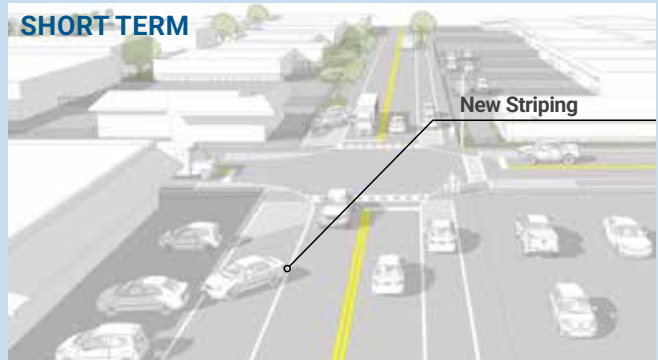
- » Install pavement markings to define travel lanes, turning radii, “no parking zones” at intersections, advanced stop bars and daylighted crosswalks.

### Mid Term:

- » Clearly define and reinforce parking areas & flex zones.
- » Restore sidewalk on one side.

### Long Term:

- » Install pedestrian amenities to support increased foot traffic.
- » Consider conducting a traffic study to determine feasibility for implementation one-way streets.
- » Phase in swale restoration and tree planting.
- » Pave parking areas with permeable materials.



**Image 27.** B street sample short, mid and long term improvements.(Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

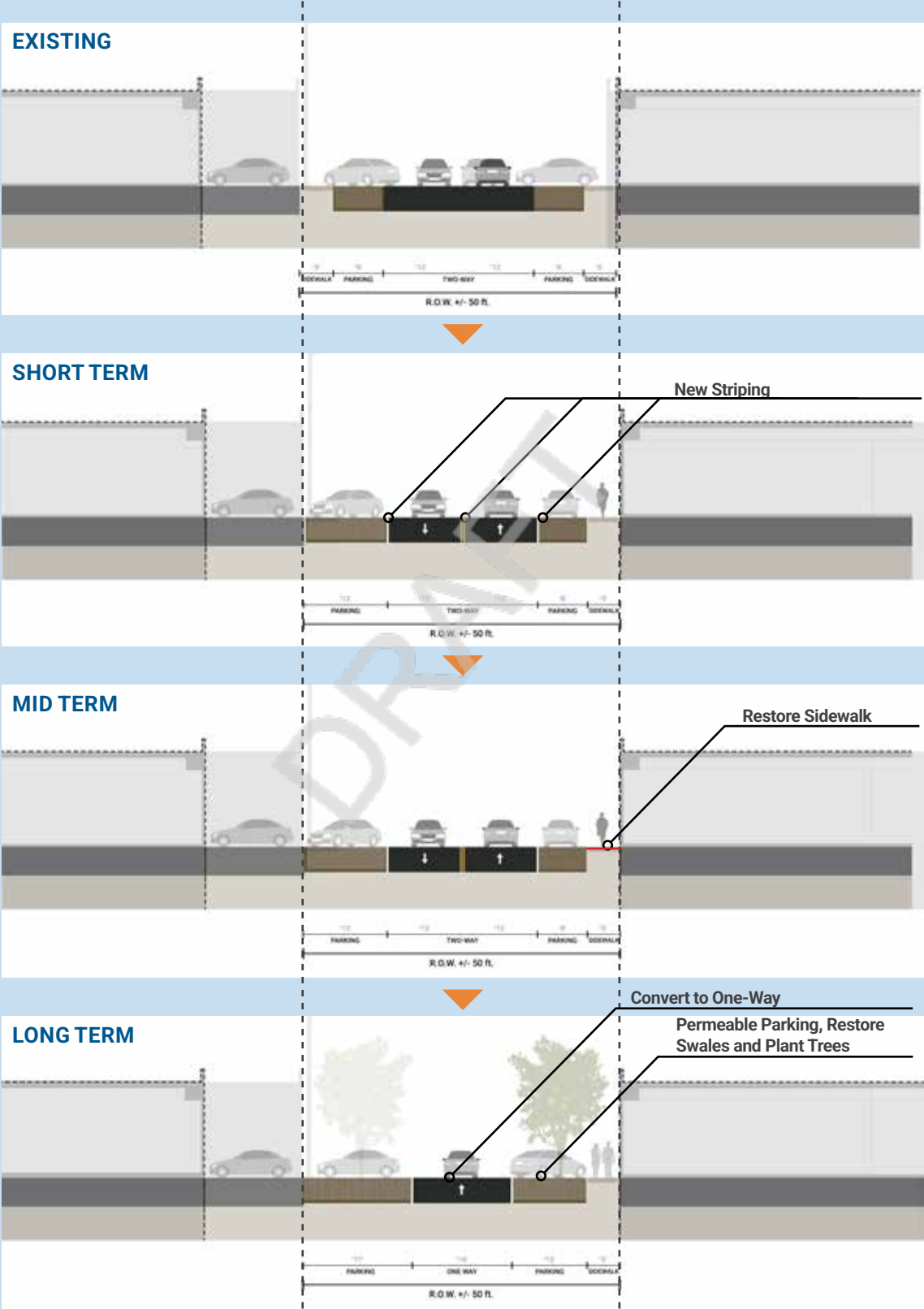


Image 28. B street sample short, mid and long term improvements. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

## C Street - Dawson and Rodman St

### Short Term:

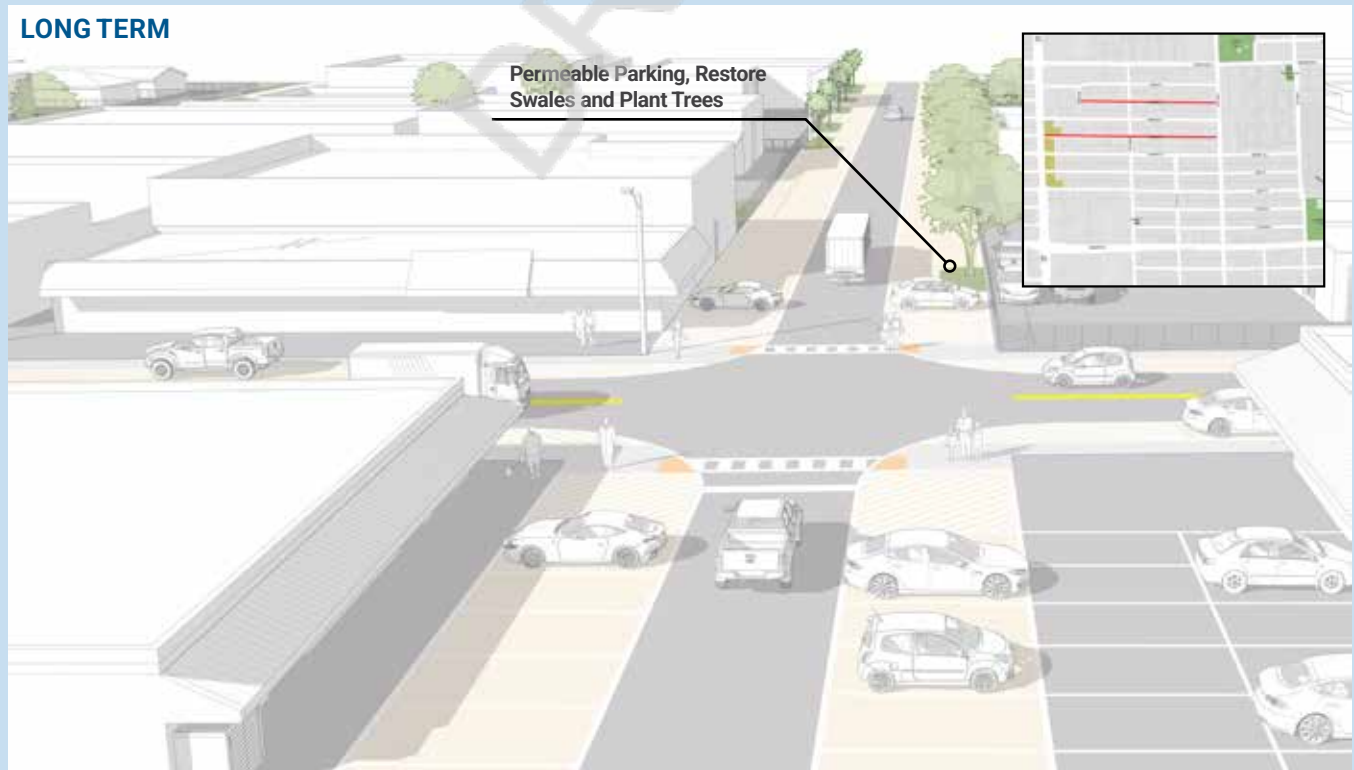
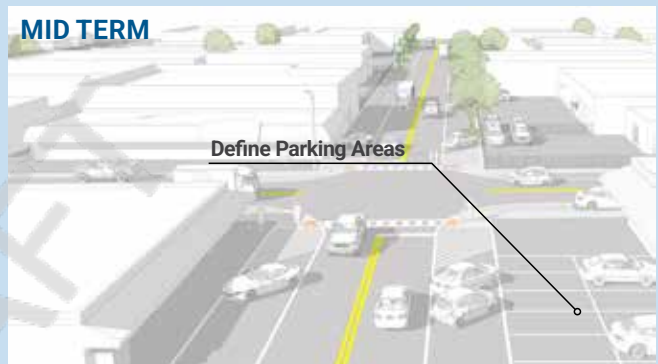
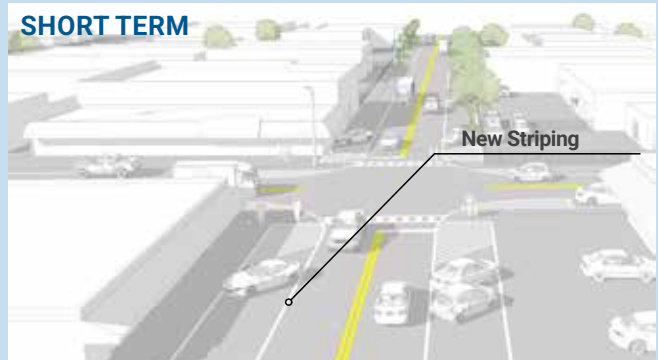
- » Install pavement markings to define travel lanes, turning radii, “no parking zones” at intersections, advanced stop bars and daylighted crosswalks.

### Mid Term:

- » Clearly define and reinforce parking areas & flex zones.

### Long Term:

- » Install pedestrian amenities to support increased foot traffic
- » Consider conducting a traffic study to determine feasibility for implementation one-way streets
- » Phase in swale restoration and tree planting
- » Pave parking areas with permeable materials.



**Image 29.** C street sample short, mid and long term improvements.(Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

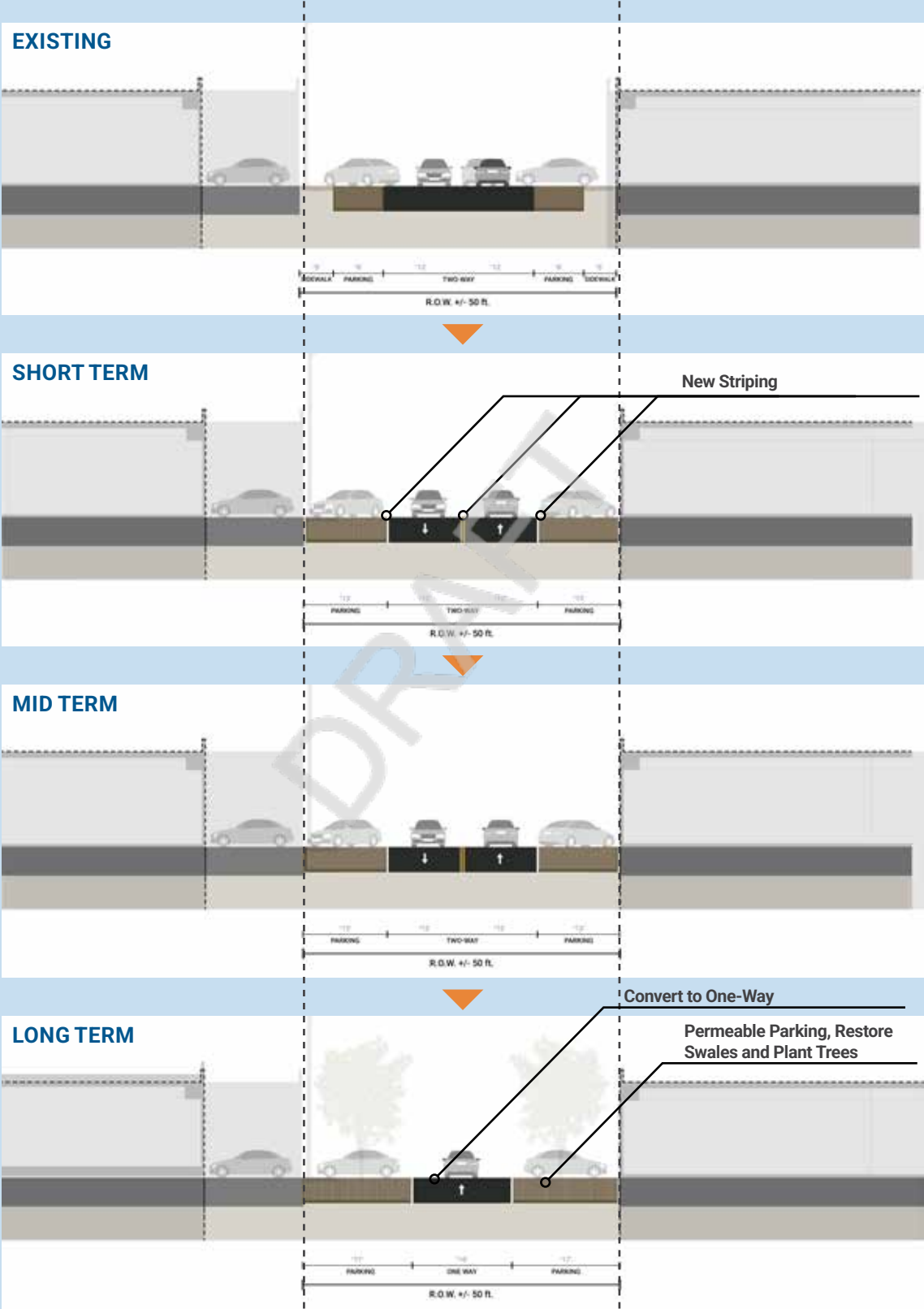


Image 30. C street sample short, mid and long term improvements. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.

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# 03. Parking & Enforcement

Encouraging Parking Strategies That Improve Business Access And Traffic Circulation



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## Encouraging Parking Strategies that Improve Business Access and Traffic Circulation

*This section presents a series of recommendations aimed at improving parking management and supporting business activity in Washington Park. The strategies focus on strengthening parking enforcement, enhancing the appearance and functionality of parking areas, and expanding parking availability through coordinated programs and partnerships. Together, these recommendations seek to improve curb management, support local businesses, and create a more organized and attractive environment for residents, workers, customers, and visitors.*

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### Short Term

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#### 3.1. Consider Developing a Parking Enforcement Compliance Plan to Improve Code Enforcement and Curb Management

Coordinate closely with the City's Engineering, Transportation & Mobility Division, Broward County Traffic Engineering Division (BCTED), and Code Enforcement to develop a **parking enforcement compliance plan** and enhance the on-street parking and mobility experience, understand the local market and improve curb management.

#### Considerations

- » Conduct an assessment to identify areas and potential causes for non-compliance, looking into historical citation issuance and assess potential barriers to compliance (for example: confusing signage, unclear parking areas delineation, lack of on-site vehicle storage space, etc.)
- » Consider developing non-compliance mitigation strategies, by issuing warning citations and increasing awareness of rules and regulations associated with the parking system.
- » Consider developing education materials to help customers navigate the parking system and increase awareness and parking compliance in an easy-to-understand and friendly format <sup>1</sup>.
- » Establish routine monitoring protocols and procedures to ensure an equitable enforcement and compliance system.
- » Perform on-going monitoring and compliance management to evaluate the effectiveness of management interventions.

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<sup>1</sup> Example of MyBuddyCharles campaign in Ohio <https://www.youtube.com/@mybuddycharles614>

### 3.2. Consider Coordinating On-Site Parking Improvements with the Facade Improvement Program to Enhance Streetscape Appearance

Consider aligning facade improvements with incentives for on-site parking reconfiguration or resurfacing to minimize disruption and maximize visual impact. See **“Consider Developing and Adopting a Facade Improvement Program (PIP) To Improve The Appearance of Building and Streets” on page 62.**

#### Considerations

- » Develop incentives through the proposed Facade Improvement Program for Washington Park.
- » Encouraging parking to the side or rear of buildings, with shared access and consolidated driveways to reduce curb cuts and frontage interruptions.
- » Using walls, landscaping, or green infrastructure to screen parking while reinforcing upgraded facades.

### 3.3. Consider Developing Temporary Gravel Lot Design Standards Specifically for The Washington Park Industrial Area

Coordinate closely with the Department of Development Services and Code Compliance Division to develop and adopt standards for temporary gravel lots specifically for the Primary Focus Area in Washington Park.

#### Considerations

- » Consider relaxing paving and curb requirements where permanent infrastructure is not warranted due to interim use.
- » Consider relaxing landscaping requirements, allowing reduced buffers, fencing, or temporary screening in lieu of permanent landscaping. Consider a perimeter buffer of 5 ft min on all sides, except when adjacent to residential increase buffer to 15 ft.
- » Where landscaping is provided, encourage drought-tolerant species for easy maintenance and avoiding having to install an irrigation system.
- » Encourage perimeter swales or bioswales to manage

water runoff.

- » Encourage for gravel to be properly graded, compacted and maintained to avoid rutting and dust.
- » Allow temporary lighting solutions that meet safety standards without requiring full permanent installation.
- » Require clear lot delineation (striping, wheel stops, or barriers) to ensure safe circulation even with relaxed design standards.
- » Consider limiting temporary parking lot approvals to one-year permits, renewable annually. Cap renewals at a maximum of five years.
- » Encourage transition plans for permanent development or upgraded design standards after the temporary period expires.



Image 31. Temporary gravel lot example.(Source: basecore)

## Examples Of Curb And Right-Of-Way Parking Enforcement Programs In Florida

### City of Hallandale Beach Remote Parking Enforcement (Behavior-Based Incentives)

- » Hallandale Beach has expanded its parking enforcement to include remote monitoring with license-plate recognition and ticket-by-mail systems, which increases consistency and predictability of enforcement and encourages voluntary compliance over time. As drivers learn that rules are consistently enforced, illegal parking and long-term misuse decline, essentially incentivizing lawful behavior without heavy policing presence. This system has been phased in to cover more curbside areas and helps curb illegal right-of-way parking, including in commercial zones where enforcement had been challenging.
- » The enforcement system itself encourages compliance because predictable consequences reduce temptation to park illegally or store vehicles long-term, violations decline as drivers adjust to consistent enforcement.

### City of Tampa Parking Master Plan & Enforcement Framework

- » The City of Tampa Parking Master Plan establishes a data-driven management strategy for all curb and parking spaces, integrating enforcement, technology, and parking turnover priorities as part of a broader mobility and economic strategy.
- » This plan helps support enforcement and curb management in busy commercial and freight-serving areas, including areas with industrial land uses, by using clear parking rules and data to manage demand and compliance over time. It also provides a framework for future curb pricing, monitoring, and enforcement that can act as an incentive for lawful parking behavior.

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## Mid Term

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### 3.4. Consider Developing and Adopting a Shared Parking Program Specifically For Washington Park Businesses

Coordinate closely with the Department of Development Services and Parking Department to develop and adopt a shared parking program tailored to Washington Park businesses to reduce long-term vehicle storage in the public right-of-way and improve overall cleanliness and organization of the area.

#### Considerations

- » Conduct a preliminary assessment to identify key parking demand generators and potential off-site lots (vacant parcels, underused lots, surplus industrial land) available for shared use.
- » Define a program boundary (Primary Focus Area).
- » Consider updating the code (if needed) to match the program and allow off-site parking anywhere within the Primary Focus Area (removing the distance cap) and clarifying how shared spaces may count toward requirements.
- » Require documented shared parking agreements between the parking provider and the business using the spaces. Agreements are encouraged to be recorded or filed with the City to support enforcement and reduce disputes.
- » Encourage temporary approvals for pilot lots to test demand and refine program criteria before long-term implementation. Utilize the proposed temporary parking lot standards to facilitate approvals. **(See “Consider Developing Temporary Gravel Lot Design Standards Specifically for The Washington Park Industrial Area” on page 57)**

## Examples Of Parking Garages Built Through Public-Private Partnerships (P3) In Florida

### Seventh & Collins Parking Garage, Miami Beach FL

- » Built in 1995, through a Public-Private Partnership (P3) between the City of Miami Beach and a private developer.
- » 646-space garage with ground-floor retail.
- » Integrates parking with active ground-floor uses (retail/restaurant) to support street life.
- » Uses high-quality architectural design to enhance district identity, not just utility.
- » Leverages parking as a catalyst for corridor revitalization.
- » Design to fit historic context.
- » Maximized revenue through mixed-use components, not parking alone.
- » Prioritized pedestrian experience with safe, attractive edges and access points.
- » Treated the garage as a long-term civic asset, not just infrastructure.



Image 32. Seventh & Collins parking garage.(Source: gateway travel)



Image 33. Seventh & Collins parking garage.(Source :Arquitectonica)

### St. Armands Parking Garage, Sarasota FL

- » Built in 2019, through a Public-Private Partnership (P3) between the city and St. Armands commercial property owners.
- » 480 spaces serving a high-demand retail/tourism area.
- » Replaced surface parking to use land more efficiently.
- » Context-sensitive design that fits the district character.
- » Supports local businesses and seasonal demand.
- » Phased construction to minimize disruption.
- » Pedestrian-friendly with improved access and safety.
- » Clear wayfinding and efficient circulation.



Image 34. St Armands parking garage.(Source: City of Sarasota)



Image 35. St Armands parking garage.(Source: youobserver.com)

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## Long Term

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### 3.5. Consider Evaluating Needs and Opportunities for a Parking Structure Through Public–Private Partnerships (P3s)

After testing the proposed off-site shared parking program, and if parking demand for local businesses increases, consider coordinating with the Departments of Communications, Marketing and Economic Development, and Parking Department to conduct a **parking needs and opportunities study**. This study should evaluate the demand for shared, off-site structured parking to accommodate overflow from local businesses (similar to car rental garage models). If the study confirms sufficient demand, consider pursuing a public-private partnership to develop a parking structure.

#### Considerations

- » Engage with private-sector community partners interested in a mutually beneficial P3.
- » Define clear public goals for the garage (reduce ROW vehicle storage, support industrial operations, improve curb access).
- » Consider utilizing an off-street investment scorecard or a preliminary pro forma to determine the financial feasibility and aid in the investment decision-making process.
- » If private partners exist, define clear agreement terms considering long-term ownership, management, operations, maintenance responsibilities, and debt service.
- » Set pricing and access standards to ensure affordability for Washington Park businesses (monthly permits, fleet parking options).
- » Include revenue-sharing or cost-recovery terms to sustain operations and reinvest in district improvements.
- » Encourage “convertible” parking design standards, that supports future reuse in case the demand for parking changes in the future. **(See “Consider Developing And Adopting Parking Garage Standards Considering Future Conversions” on page 96).**

# 04. Land Use & Urban Design

Guiding Future Growth



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## Guiding Future Growth

*This chapter outlines a practical targeted investment strategy for Washington Park rooted in its authentic role as a Service and Trades District. The goal is upgrading the existing environment, strengthening its entrepreneurial base, and repositioning its identity to support long-term vitality.*

*The strategy emphasizes targeted physical and aesthetic improvements, such as facade upgrades, improved use compatibility, enhanced livability, and greater functionality, while protecting nearby residential areas and preserving the district's warehouse and industrial character as a vital economic asset.*

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## Short Term

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### 4.1. Consider Developing and Adopting a Facade Improvement Program (PIP) To Improve The Appearance of Building and Streets

Coordinate closely with the Department of Communications, Marketing, and Economic Development and the Department of Development Services to **develop and implement a Facade Improvement Program** for the Washington Park Industrial Area. The program's goal is to provide financial assistance for small, quick improvements that enhance building exteriors and improve the overall appearance of the district.

#### Considerations

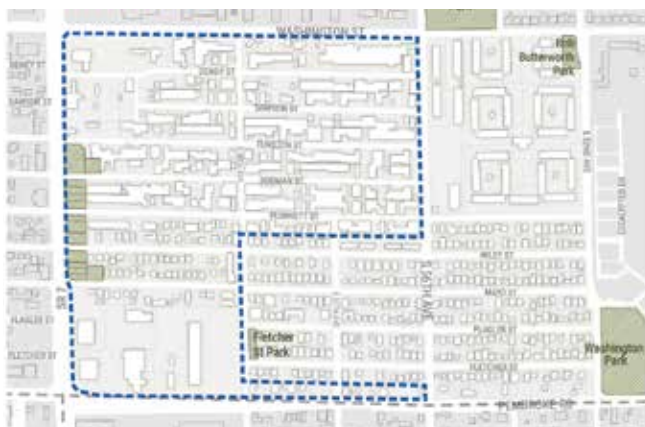
- » Look to existing successful programs in the City as models, and refine and enhance their approaches based on lessons learned. **(See “Examples of Property Improvement Programs (PIP), City of Hollywood, FL” on page 63)**
- » Clearly define the Primary Focus Area as the program's target area, prioritizing improvements that are visible from public streets, and along the SR 7/US 441 corridor. (Suggested boundary found on **Map 11 on page 63**)
- » Clearly define eligibility criteria and terms for participation. Range of work generally includes anything related to improvement of the building exterior or visible from the street. These can include masonry repairs, facade painting, awnings and canopies, signage and exterior lighting, and window and door repair or replacement, on-site parking improvements, **(See “3.2. Consider Coordinating On-Site Parking Improvements with the Facade Improvement Program to Enhance Streetscape Appearance” on page 57)** and gateway features **(“4.2. Consider Identifying Important Gateway And Entry Points To The District And Prioritize Them for Placemaking Improvements” on page 74).**
- » Consider including eligibility for gateway features in proposed designated gateway locations. **(Refer to Map 12 on page 75)**
- » Reduce design costs by offering ready-to-use facade

concepts, color palettes, and materials appropriate for the districts identity and character. Refer to **“Proposed Washington Park PIP Design Guidelines” on page 64**, which suggests design criteria that recognizes the area’s unique historic role in the auto service industries.

- » Consider incentives for facade improvements when properties undergo expansion, major renovation, or change of use.
- » Define a formal design review and approval procedure.
- » Consider developing pilot or showcase projects in visible locations to demonstrate value and feasibility.
- » Consider establishing an annual recognition program for participating industrial properties.



**Image 36.** Facade Improvement Program Inspiration. (Source: M. Appollonio)



**Map 11.** Proposed Facade Improvement Program Target Area. (Source: Plusurbia)

## Examples of Property Improvement Programs (PIP), City of Hollywood, FL

### City of Hollywood, FL Commercial Property Improvement Program (CPIP)

A City wide economic development program designed to enhance commercial corridors and stimulate economic activity by supporting improvements to privately owned commercial and mixed-use properties along key corridors. It provides matching grants covering approximately 40–50% of eligible costs, with a focus on visible, streetscape-oriented upgrades such as façades, signage, lighting, and landscaping. The program is competitive, requiring design review and offering reimbursement after project completion, and is structured to leverage public funding, private investment, and design oversight to drive corridor revitalization.

### City of Hollywood CRA Property Improvement Program (PIP)

The City of Hollywood, Florida CRA Property Improvement Program (PIP) is a matching grant program that provides financial assistance to property owners within designated CRA areas (Downtown and Beach) to support building and site improvements. Typically reimbursing up to 50% of eligible costs, the program focuses on exterior upgrades such as façades, landscaping, lighting, and signage. Its primary goal is to encourage reinvestment, enhance visual quality, and support economic revitalization, with funds provided after project completion and inspection.



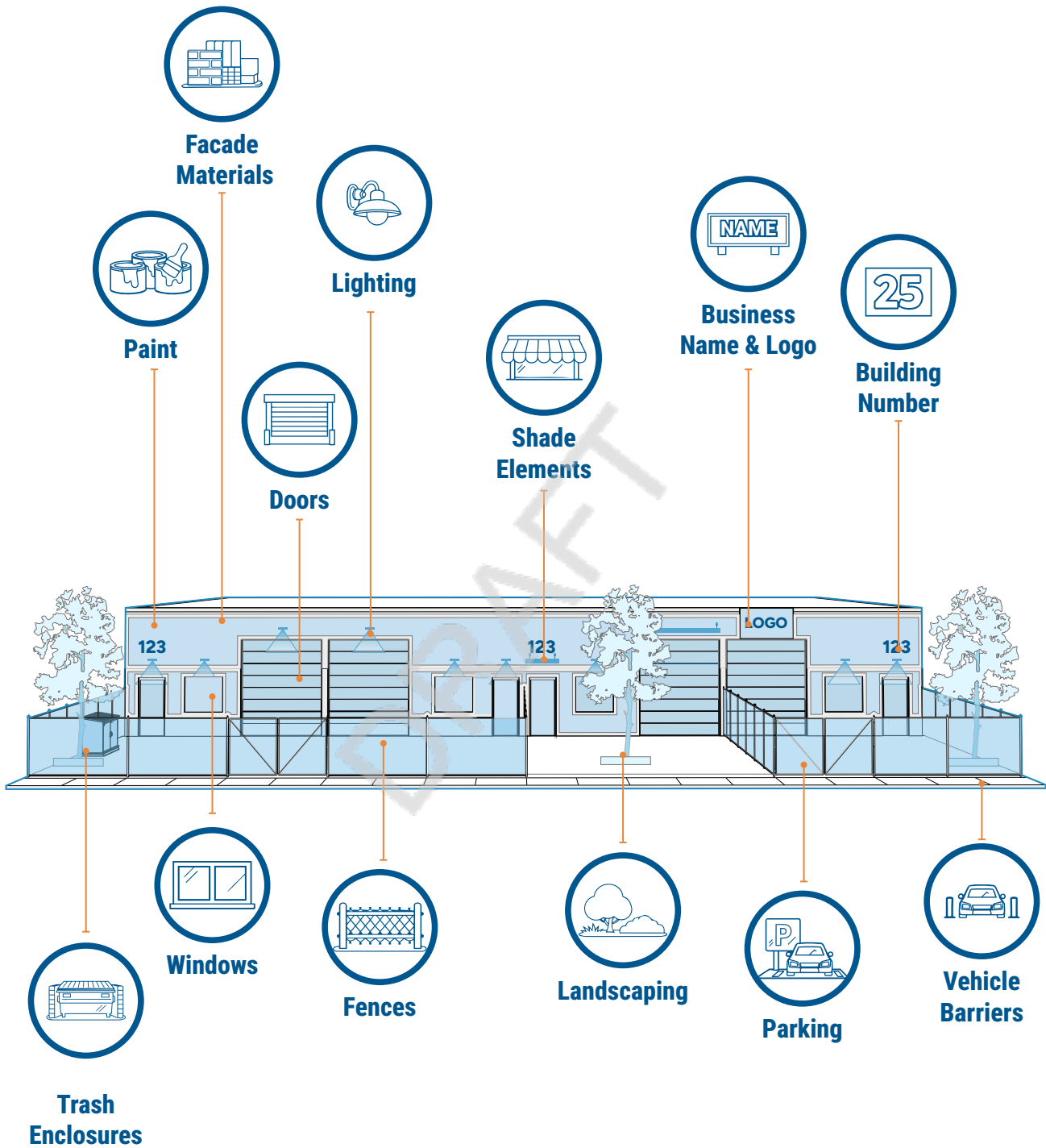
Image 37. Facade Improvement Program Inspiration. (Source: M. Appollonio)

# Proposed Washington Park PIP Design Guidelines (Short Term Improvements)

## PIP Goals & Guidelines

- » Enhance the visual streetscape appearance of buildings in the Primary Study Area.
- » Encourage private investment and property maintenance.
- » Support local businesses by creating more attractive streetscapes.
- » Strengthen neighborhood identity and economic vitality.
- » Improve the pedestrian experience and overall streetscape quality.

The following proposed guidelines provide design criteria for improvements to key facade elements, such as paint, signage, materials, lighting, and architectural details, while also offering practical suggestions for improvements that contribute to a cohesive and attractive streetscape. Together, these standards can help ensure that facade upgrades support the program's goals of revitalizing the industrial areas, strengthening neighborhood identity, and creating a more welcoming environment for businesses and visitors.



**Image 38.** Facade Improvement Program Suggested Elements. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, and commission approval will be required prior to implementation.

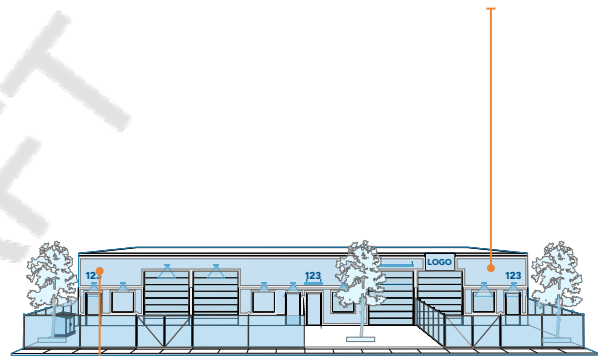
# Design Guidelines



## Paint

**Goal:** Create cohesion, clean up buildings, reduce heat absorption, and visually organize the district without altering land use or ownership.

- » For the main building color use light, heat-reflective neutral base colors such as white (and variants), cool and warm grays, sand tones, charcoal, navy, or muted dark tones.
- » Accent colors may be used selectively on building bases, doors, trim, or sign bands. Limit accent colors to approximately 10–25% of facade area to maintain visual clarity.
- » Matte or satin finishes are encouraged for durability and glare reduction.
- » Limit fluorescent, neon, or high-gloss finishes on large surfaces due to visibility and reflection impacts.



## Facade Materials

**Goal:** Reduce long-term maintenance costs and reinforce Washington Park's authentic warehouse and service-oriented identity.

- » Preferred materials: painted CMU, tilt-up concrete, brick, metal panels.
- » Corrugated or ribbed metal panels may be used as accent material to define scale, building base, or entry areas.
- » Encourage replacing temporary or deteriorated materials with permanent industrial finishes.
- » Encourage graffiti-resistant coatings on street-facing walls.





## Business Name & Logo Display

**Goal:** *Improve legibility, navigation, and business visibility without adding visual clutter.*

- » Prioritize painted wall signage (preferred), wall-mounted panels or low monument signs scaled to industrial buildings.
- » Painted, low-cost logos and names applied directly to building walls are encouraged as practical, cohesive solutions.
- » Use high-contrast lettering and, preferably, simple sans-serif fonts for clear readability.
- » Encourage external or halo lighting for nighttime visibility; discourage internally illuminated cabinet signs.
- » Organize signage within defined sign bands to establish visual hierarchy and cleanliness. Coordinate placement with lighting and canopy elements.
- » Discourage flashing, scrolling, animated, or digital message signs.



## Address / Building Numbers

**Goal:** *Ensure clearly visible address numbers and support consistent identity and navigation.*

- » Install or paint large-format numerals (min. 8–12 inches) visible from street.
- » Use high-contrast colors relative to facade background.
- » Encourage the use of simple, legible sans-serif fonts and promote consistent font styles across buildings to create a cohesive and recognizable district identity.
- » Place numbers near primary entry or high corner locations.
- » Encourage external lighting, reflective materials or reflective paint near roadways for nighttime visibility.





## Doors (Garage & Industrial Doors)

**Goal:** *Maintain essential industrial functionality while improving durability, safety, and overall building presentation. Recognize roll-up doors as defining district features.*

- » Retain functional roll-up doors where operationally required.
- » Repaint or replace deteriorated doors with durable metal systems.
- » Encourage the application of accent colors on doors consistent with the district palette.
- » Discourage the use of decorative residential-style doors.



## Windows

**Goal:** *Improve visibility, safety, and building legibility, particularly for office or customer-facing components of industrial buildings.*

- » Repaint frames or replace deteriorated windows with durable materials.
- » Encourage the application of accent colors on window frames consistent with the district palette.
- » Encourage the use of clear or lightly tinted glass. Discourage the use of mirrored or opaque glazing.
- » Encourage security film or interior security screens rather than exterior bars.

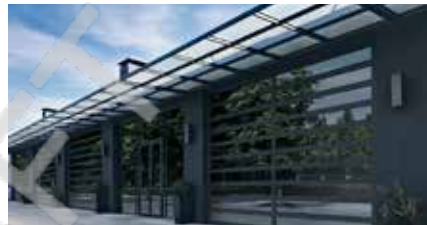




## Shade Elements (Window & Door Coverings)

**Goal:** *Provide durable shade, weather protection, and entry definition while reinforcing industrial character*

- » Encourage fixed metal canopies or durable fabric awnings.
- » Coordinate canopy finishes and colors with facade palette.
- » Consider necessary operational clearances for trucks and service equipment.
- » Discourage temporary canvas materials or wood coverings.



## Lighting

**Goal:** *Improve safety, visibility, and cohesive industrial environment.*

- » Encourage full cutoff LED fixtures to reduce glare and spillover.
- » Encourage warm-neutral color temperatures (3000–4000K).
- » Encourage the installation of wall light fixtures at entry points, and parking access areas.
- » Encourage fully shield downward fixtures near residential edges.
- » Coordinate lighting with signage and canopy placement.





## Landscaping

**Goal:** *Soften industrial edges/frontages, and manage stormwater runoff*

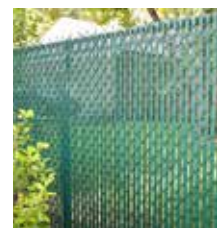
- » Encourage low-maintenance, drought- and flood-tolerant species.
- » Favor upright canopy trees with minimal debris (leaf/fruit drop).
- » Preserve sightlines to signage and loading areas.
- » Integrate landscaping with fencing or screening.
- » Encourage bioswales and green edges where feasible.



## Fences

**Goal:** *Balance security with transparency and contribute to an orderly, cohesive streetscape.*

- » Encourage durable metal fencing.
- » Use neutral colors (white, black, dark gray, charcoal).
- » Where feasible, consider alternatives to exposed galvanized chain-link along primary streets.
- » Where chain-link is used, use treatments such as privacy slats, or decorative panels, to create a cleaner and more cohesive appearance.
- » Encourage landscaping or screening, including Florida-friendly (drought tolerant) hedges, shrubs, or climbing plants, to soften the fence line and reduce visibility from streets and nearby properties.





## Parking Areas

**Goal:** *Improving visual organization from the street while supporting industrial circulation needs.*

- » Clearly delineate circulation, parking, and loading zones, with surface painting or markings.
- » Encourage permeable paving where feasible to define areas and support stormwater management.
- » Screen visible parking areas with landscaping or fencing where possible.
- » Encourage side or rear parking when feasible.
- » Utilize paint to delineate parking spaces



## Trash Enclosures

**Goal:** *Improve cleanliness, visual order, and operational efficiency*

- » Screen enclosures from street view.
- » Use durable metal or masonry materials consistent with building finishes.
- » Opaque or movable enclosures may be used where accessibility is maintained.
- » Locate away from primary entrances and pedestrian paths.
- » Encourage creative solutions such as movable panels, L-shaped enclosures, or wheeled screens where space is limited.





## Vehicle Barriers

**Goal:** *Consistent barriers to prevent unauthorized parking on swales and driveways*

- » Encourage low concrete wheel stops, heavy stones, semi-permanent or planters to protect swales or landscaped strips.
- » Encourage temporary or semi-permanent bollards, short concrete posts, or removable metal barriers to define restricted zones.
- » Use flexible delineator poles to clarify no-parking areas while allowing future adjustments.
- » Utilize painted curb markings or boxed pavement markings to reinforce parking limits.
- » Coordinate bollard or barrier colors with district palette (neutral or accent tones).
- » Group elements in consistent spacing patterns to create visual order rather than scattered placements.
- » Encourage installing samples or mock-ups prior to final installation to ensure quality and desired outcomes.



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## City of Hollywood Art in Public Places Program



The Art in Public Places Program is a commitment to enhancing the aesthetic appeal of our community through the creation of public artwork. This initiative aims to allow residents and visitors to enjoy and appreciate art in various forms throughout the city.

### 4.2. Consider Identifying Important Gateway And Entry Points To The District And Prioritize Them for Placemaking Improvements

Coordinate with the Development Services Department to identify key entry points, such as major intersections, and corridor thresholds, and prioritizing them for placemaking and future improvements. (See Map 12 on page 75). Consider encouraging gateway features through design guidelines, incentives (such as façade or property improvement grants), and partnerships with local businesses and community groups aligned with the identity of the district as the “Service and Trades District”.

#### Considerations

- » In the short term, consider offering incentives to property owners at key entry points to install gateway signage or painted features, using flexible standards and benefits, such as expedited permitting or eligibility for the Facade Improvement Program (PIP), in exchange for high-quality treatments.
- » Encourage long-term maintenance agreements to ensure gateway elements remain functional and attractive.
- » Consider leveraging the City’s Art in Public Places Program as a potential funding source to enhance and elevate the project’s entrance features with integrated public art elements.
- » Special attention should be given to the northeast corner of the intersection of Pembroke Road and SR 7/US 441, as this location serves not only as a primary gateway into the district, but also as a significant gateway into the City of Hollywood.
- » Identified gateway locations should be prioritized for future redevelopment and public realm improvements, with targeted incentives introduced to encourage high-quality architectural features, enhanced building form, and distinctive volumetric elements that strengthen the visual identity and character of these important entry points.



Image 39. Gateway Feature Example. (Source: Gensler)



Map 12. Suggested Gateway Hierarchy Map. (Source: Plusurbia)

**LEGEND**

- Parks
- Open Spaces
- Suggested Gateway Features
- A Street
- B+ Street
- B Street
- C Street

### 4.3. Consider Resolving Recurring Code Violations by Maintaining An Active Database, Tracking Recurring Code Issues And Developing A Menu Of “Fast Approvals”

Coordination is encouraged across Planning, Code Compliance, Public Works, and Fire Divisions to identify common issues and develop a shared database to track recurring code violations by parcel and prioritize key hotspots.

#### Considerations

- » Focus on businesses that align with the corridor’s identity: (high end) auto services, construction trades, specialty manufacturing, and value-oriented retail.
- » Track recurring code issues by parcel, then identify hotspots and target assistance.
- » Create a pre-approved menu of common fixes (dumpster enclosures, parking, screening, lighting, striping, minor site circulation changes).
- » Offer administrative approvals for eligible improvements to reduce time, cost, and uncertainty.
- » Bundle multiple small fixes into one permit pathway to reduce repeat permitting cycles.

### 4.4. Consider Developing And Adopting Policies For Enhanced Buffers and Transitions to Residential Neighborhoods

Coordinate with the Department of Development Services to **draft and adopt enhanced buffers and transition requirements** and encourage improved compatibility with adjacent single-family residential areas.

#### Considerations

- » Consider incentives such as expedited permitting, or waiving selected fees, to encourage massing transitions, higher quality materials and step backs for **IM-2 and C-4 properties that abut and front RS-6 zones. (See Map 13 on page 77).**
- » Encourage the use of higher-quality materials, facade articulation and fenestration on sides facing RS-6 zoned properties, while discouraging blank walls.

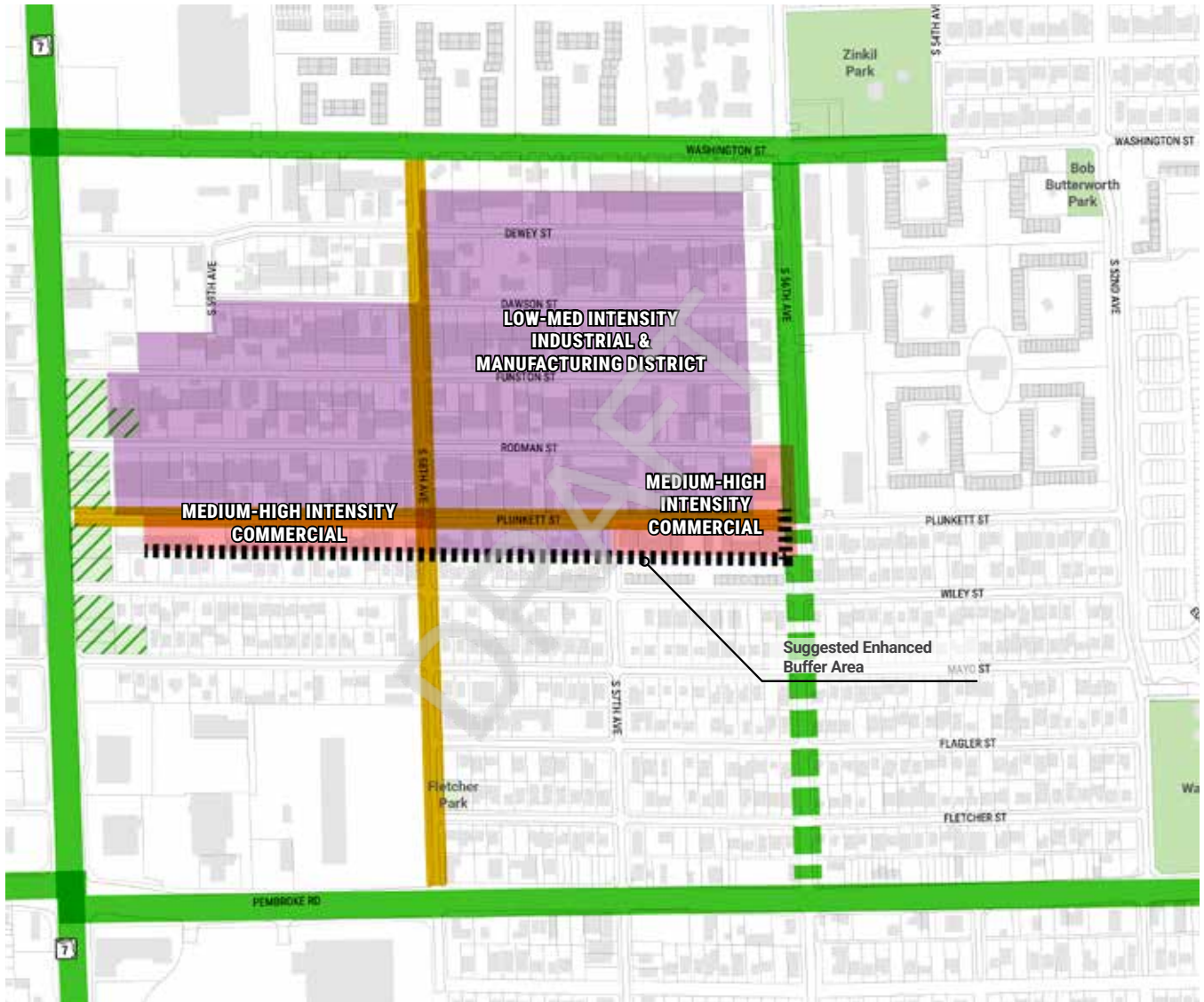
- » Limit service/loading areas and trash enclosures adjacent to residential uses, and require additional screening and setbacks if unavoidable.
- » Enhance Industrial and Manufacturing District’s section 4.4.E and require a 5 ft landscape buffer within the setback area with one tree for every 20 linear ft. of required buffer areas. (Same as C-4 requirement).

### 4.5. Continue Pursuing Redevelopment Opportunities Along The SR 7 Corridor To Encourage Reinvestment, Modernize Aging Properties, And Support Long-Term Economic Growth And Community Revitalization

Coordinate with the Departments of Development Services and Economic Development to continue identifying and advancing redevelopment opportunities along the SR 7 corridor, with a focus on underutilized commercial and industrial properties, mixed-use development, and infrastructure improvements that attract private investment, support business growth, and enhance neighborhood vitality. (Reference the Opportunity Zone Designation Request submitted in 2026)

#### Considerations

- » Identify underutilized and fragmented parcels that may require assemblage to facilitate redevelopment projects.
- » Take into account parking shortages, truck circulation, pedestrian connectivity, and transit access along the SR 7 corridor to improve business operations and redevelopment potential.
- » Encourage workforce and mixed-income housing integrated with commercial and community-serving uses to support long-term neighborhood revitalization and housing availability for the local workforce.
- » Balance redevelopment efforts with the preservation and modernization of existing industrial and employment-generating uses within Washington Industrial Park.



Map 13. Suggested Residential Enhanced Buffer Area Map. (Source: Plusurbia).

**LEGEND**

- Parks
- Open Spaces
- C-4 Medium-High Intensity Commercial District
- IM-2 Low-Med Intensity Industrial & Manufacturing District
- Suggested Enhanced Buffer Area
- A Street
- B+ Street

#### 4.6. Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/US 441 to the Industrial Core

See “5.11. Consider Re-purposing Underperforming Parcels for Business Incubation” on page 108.

Consider coordinating across Divisions (Planning and Urban Design, Building, and Code Enforcement) to develop and adopt policies to encourage **office-flex typologies** as a compatible transition between the corridor mixed use and the industrial core.

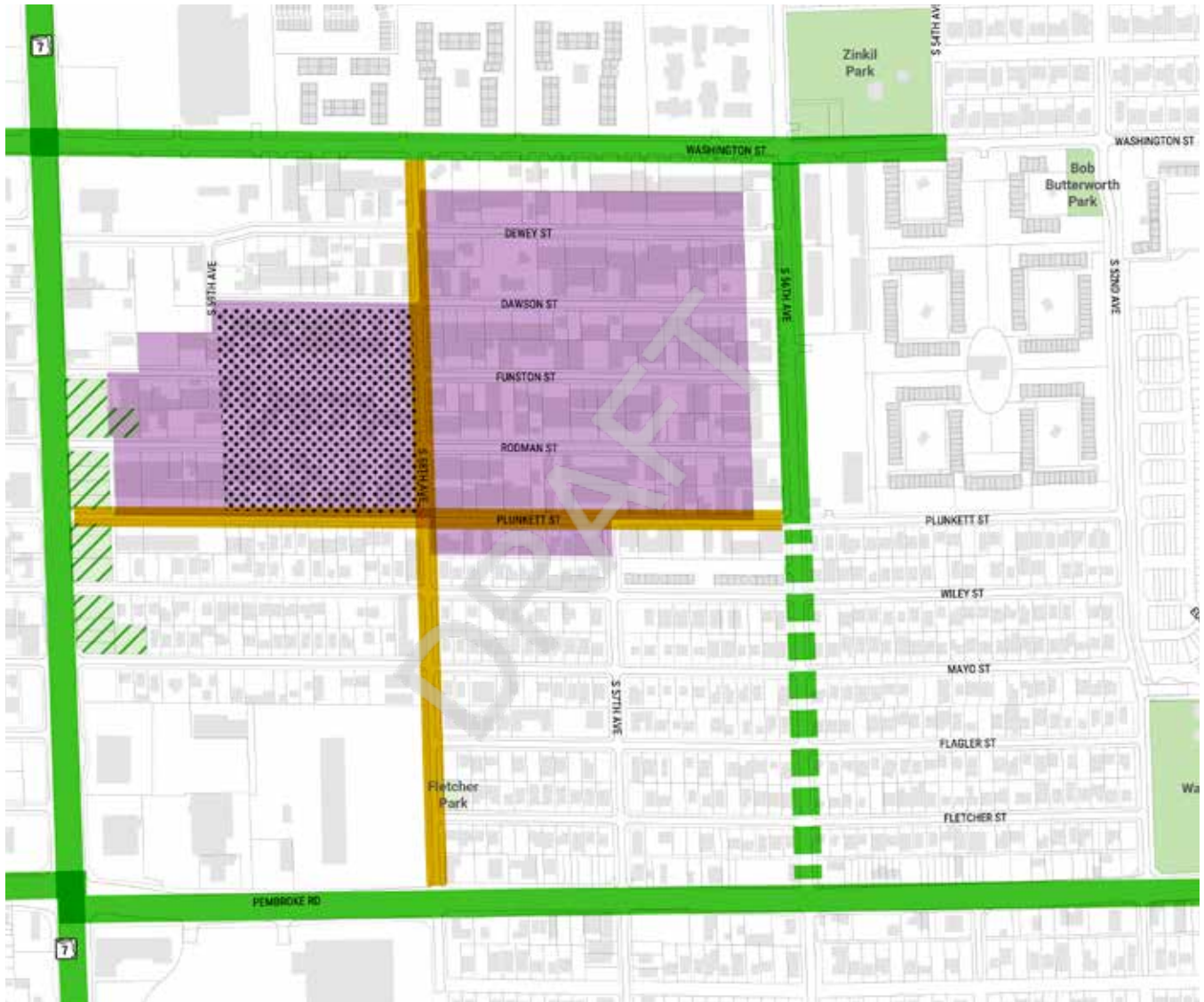
See Map 14 on page 79

#### Considerations

- » In the short-term, identify under-performing properties or vacant parcels and draft and adopt policies for temporary or phased entrepreneur-focused reuse. Activating these sites with flexible, low-cost uses can generate economic activity, and position the areas a business incubator hub that supports small businesses and local talent.
- » Consider updated policies for office-flex typologies that allow flexible employment space that can accommodate a mix of office, light industrial, creative production, research, technology, maker-space, showroom, warehouse, or small-scale manufacturing uses within the same building. These spaces are typically designed to adapt over time to changing business needs and often include higher ceilings (Minimum 20 feet), loading access, open floor plans, and flexible tenant layouts.
- » Consider shared-use business models (multi-tenant bays, co-warehousing, shared equipment, shared storefront/service counters) to reduce costs.
- » Encourage shared parking arrangements to reduce development costs.
- » Creating a streamlined approval pathway for adaptive reuse projects (administrative review or reduced discretionary steps).



Image 40. Office-flex Workspace Example. (Source: Kyle Hoff)



Map 14. Suggested Flex Zone Overlay Map. (Source: Plusurbia).

**LEGEND**

- Parks
- Open Spaces
- IM-2 Low-Med Intensity Industrial & Manufacturing District
- Suggested Flex Zone Overlay
- A Street
- B+ Street

## Mid Term

### 4.7. Consider Developing And Adopting Policies To Encourage Higher-Intensity Development Along Corridors and Gradual Transitions to Residential Neighborhoods

Coordinate with the Department of Development Services to draft and adopt policies to encourage gradual transitions to residential areas without taking away or limiting existing development rights. Consider a **Transfer of Development Rights (TDR) Program** specifically for **S-MU properties** in the Washington Park Primary Focus Area with the goal of encouraging more intense and dense development closer to SR7/US 441 and away from residential areas.

#### Considerations

- » Clearly define sending and receiving areas. (See Map 13 on page 77). The framework should support a gradual transition in height and intensity, from denser development near SR 7/US 441 to lower-scale buildings adjacent to single-family residential neighborhoods. (See Image 41 on page 80).
- » When introducing a Transfer of Development Rights (TDR) program, it's important to ensure sending sites retain value and remain viable. The goal is to preserve value in sending areas while directing growth to appropriate locations without leaving other properties underutilized or undevelopable. Key considerations include:
  - » Maintaining baseline development rights, allowing partial transfers, and establishing a clear valuation framework.
  - » Provide flexible use options and incentives for sending sites, while ensuring receiving areas have sufficient demand and capacity.
  - » The program should be phased, geographically balanced, and supported by clear administrative processes and compatibility standards.

Existing development rights for South Mixed-Use (S-MU) District, allows a density of up to **50 dwelling units per acre for vertical mixed-use buildings, 17 stories**, and a reduced height limit of 45 feet for sites located within 100 feet of residential zoning districts.

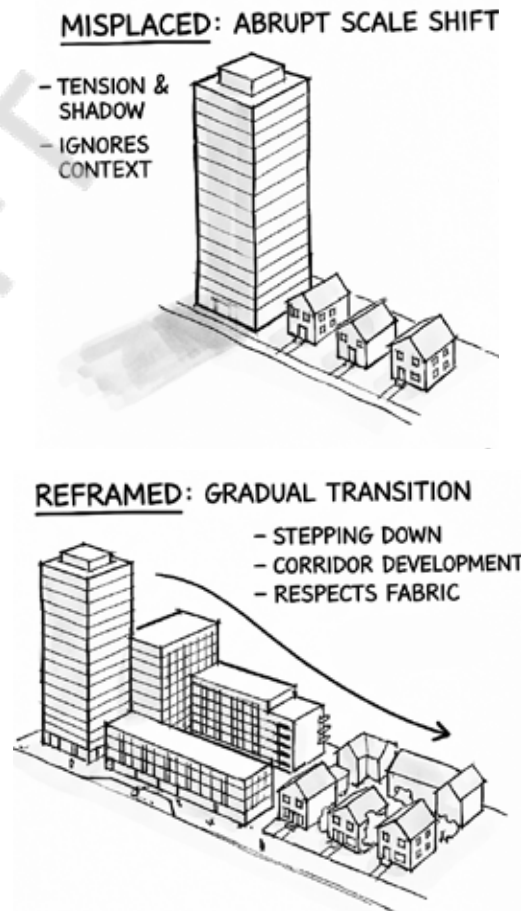
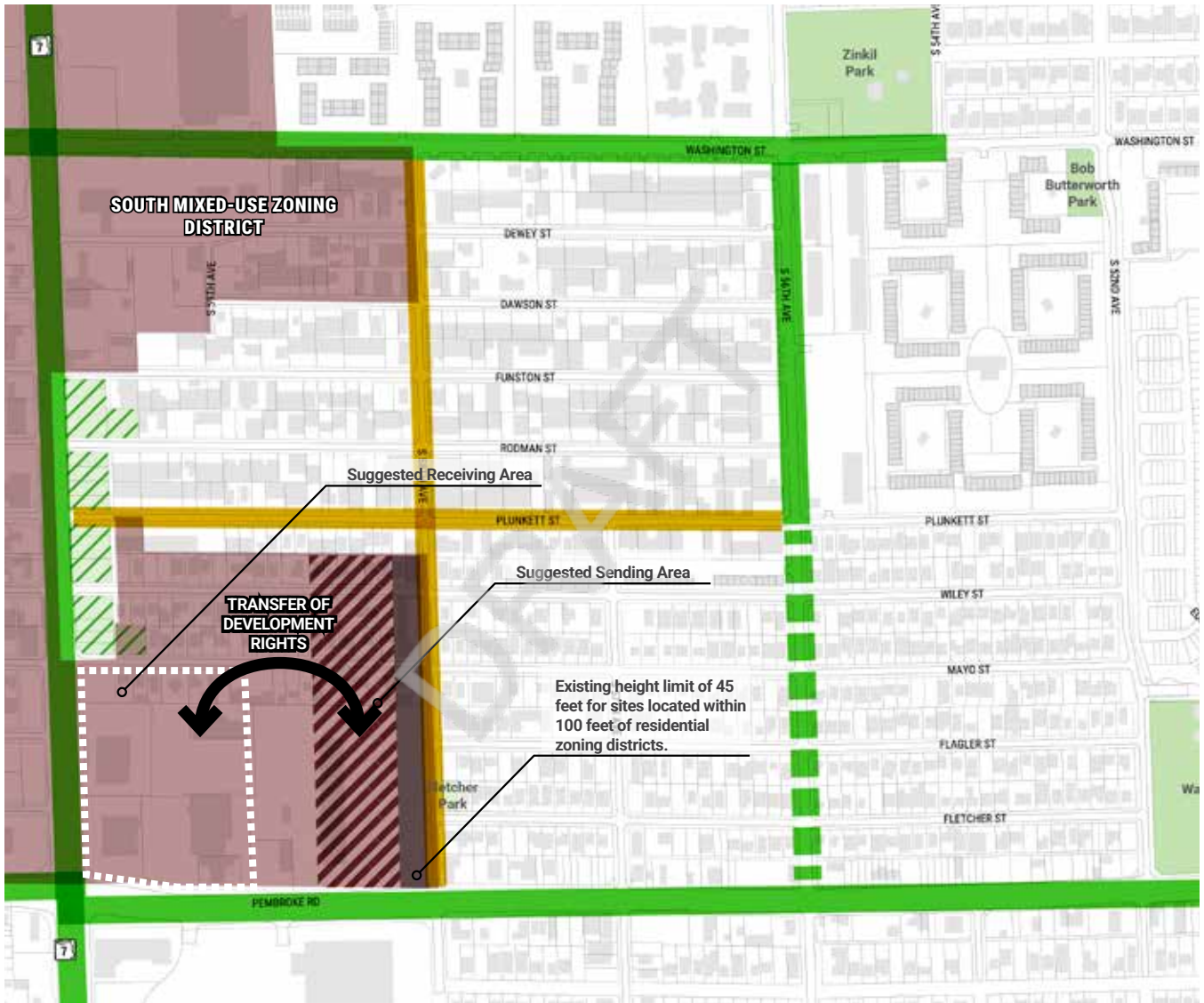


Image 41. Gradual Transitions Concept Diagram. (Source: Plusurbia)



Map 15. Suggested Sending and Receiving Areas for Transfer of Development Rights. (Source: Plusurbia).

**LEGEND**

- |             |                                 |           |
|-------------|---------------------------------|-----------|
| Parks       | S-MU South Mixed-Use District   | A Street  |
| Open Spaces | Suggested S-MU Transition Zones | B+ Street |

**4.8. Consider Developing And Adopting Incentives To Encourage Flexible Building Types And Small Scale Commercial Uses Along Some A and B+ Streets**

With nearly 1,800 employees, 3,000 residents, and strong local customer activity, Washington Park already generates consistent daytime demand that could support additional service-oriented uses. Consider coordinating across Divisions (Planning and Urban Design, Building, Fire, and Code Enforcement) to draft and adopt code incentives that encourage flexible building types and small-scale commercial uses along A and B+ streets aligned with neighborhood needs and household income levels. Examples may include pharmacies, discount grocers, beauty services, and food trucks. (See Map 16 on page 82)

**Considerations**

- » Develop building form standards for small scale main street building types that encourage compatible building forms, active frontages, and pedestrian-oriented enhancements. (See Table 04 on page 83)
- » Encourage food/convenience uses within the Primary Study Area, particularly along A and B+ Streets, through administrative approvals or temporary use by right.
- » Encourage ground floor transparency, entrances facing the street, and limits on blank walls to support pedestrian activity.
- » Encourage parking to be located beside or behind the primary building.
- » Reduce or waive parking requirements for small-format tenants or adaptive reuse, through shared parking, or uses within the Primary Study Area.
- » Incentivize locally owned or minority-owned food and convenience businesses (See Image 42 to Image 44 on page 83) Consider using performance standards (hours, noise, lighting, buffering) to ensure new uses benefit the district without creating conflicts.
- » Consider allowing minor site modifications (outdoor seating, shade structures, signage) through administrative approvals.

- » Develop food truck placement standards as a pilot strategy for testing more permanent commercial and public realm improvements. Food trucks may be permitted within the public right-of-way (See “Consider Developing an On-Street Parking Inventory to Assess Needs and Usage and Define and Reinforce Parking Areas & Flex Zones” on page 36) or on private property, provided they meet basic siting and operational standards.
- » Encourage food truck placement in visible, pedestrian-oriented areas with adequate seating, lighting, waste receptacles, and clear pedestrian access while minimizing conflicts with adjacent residential uses and vehicular circulation.



Map 16. Encouraged Commercial Frontages. (Source: Plusurbia)

**LEGEND**

- Parks
- ▨ Open Spaces
- Proposed Corridor Commercial Frontages
- ▨ Encouraged Small Scale Commercial Frontages
- Street Hierarchy: A Street
- Street Hierarchy: B+ Street

**SUGGESTED SMALL SCALE MAIN STREET BUILDING FORM STANDARDS**

Front Setback	A Street: 0 ft min - 10 ft max B+ Street: 0 ft - 10 ft max
Side Setback	0 ft
Rear Setback	10 ft
Building Width	120 ft max
Total Height (floors)	1 - 5 stories (depending on underlying zoning district maximum height) (One story buildings need to provide a minimum floor to ceiling height of 20 ft)
First Floor Height	15 ft min
Upper Floors Height	9 ft min
Frontage Buildout	A Street: 80% min frontage buildout. Pedestrian shelter should be provided. B+ Street: 60% min frontage buildout. Pedestrian shelter should be provided



Image 42. Miramar Bakery, Hollywood Fl. (Source: Google)



Image 43. Food Truck (Source: Black food truck festival)



Image 44. Local Restaurant/Cafe. (Source: Melo Cafe)

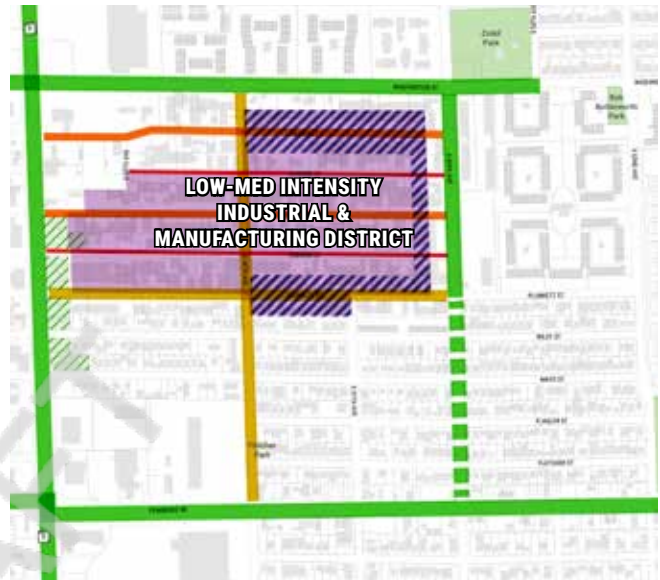
Table 04. Suggested Small Scale Main Street Building Form Standards. (Source: Plusurbia)

**4.9. Consider Updating the Performance Standards in Industrial and Manufacturing District (IM-2) to Encourage Live-Work Uses in Transition Areas**

Consider coordinating across Divisions (Planning and Urban Design, Building, Fire and Code Enforcement) to draft and adopt updates to the performance standards in Article 4.4.E of the zoning code to better support and incentivize live-work uses (already permitted) in the IM-2 district, particularly within targeted transition areas of the primary focus area. (See Map 17 on page 84)











**Considerations**

- » Encourage ground-floor commercial, light industrial or workspace uses with residential units located above or behind active frontages.
- » Define specific transition zones in the Primary Focus Area (see Map 17 on page 84) targeting industrial edges that abut or front residential or commercial areas, where scale and activity can soften land use transitions (see Image 45 to Image 47 on page 85).
- » Consider incentives such as by-right approval, parking reductions or expedited review as long as they meet suggested building form standards (see Table 05 on page 85) and performance standards such as size caps, affordability commitments, or long-term tenure.
- » Define clear design guidelines for live-work units that support both functional workspaces and quality living environments. (Allowable square footage splits, occupancy, and operational limits).
- » Encourage building entrances and transparent façades to face public streets and pedestrian areas.
- » Encourage parking to the side or rear of buildings to maintain an active streetscape.
- » Encourage flexible ground-floor layouts that can accommodate light industrial, small businesses, studios, or office uses over time.



Map 17. Suggested Live/Work Incentive Overlay Map. (Source: Plusurbia)

**LEGEND**

 Parks	 Overlay
 Open Spaces	 Street Hierarchy
 IM-2 Low/Medium Intensity Industrial & Manufacturing District	 A Street
 Suggested Live/Work Incentive	 B+ Street
	 B Street
	 C Street

*The existing zoning code for the Low/Medium Intensity Industrial and Manufacturing District (IM-2) states that "...provisions may be made for living quarters for owners and agents within structures used exclusively for business purposes."*

**SUGGESTED LIVE/WORK BUILDING FORM STANDARDS**

Front Setback	B+ Street: 0 ft - 5 ft max B Street: 0 ft - 10 ft max C Street: 5 ft - no max
Side Setback	0 ft
Rear Setback	10 ft
Total Height (floors)	2 floors min, 3 floors max
First Floor Height	12 ft min
Upper Floors Height	9 ft min
Frontage Buildout	B+ Street: 80% min* B Street: 60% min* C Street: 0% min (parking allowed in front, with building set back) *For every frontage that includes a shopfront a pedestrian shelter shall be provided.



Image 45. Industrial Live/Work Example. (Source: LoopNet)



Image 46. Industrial Live/Work Example. (Source: Pinterest)



Image 47. Live/Work Example. (Source: activerain.com)

Table 05. Suggested Live/Work Building Form Standards. (Source: Plusurbia)

### 4.10. Consider Developing and Adopting Public Frontage Standards and Incentives for Main Corridors

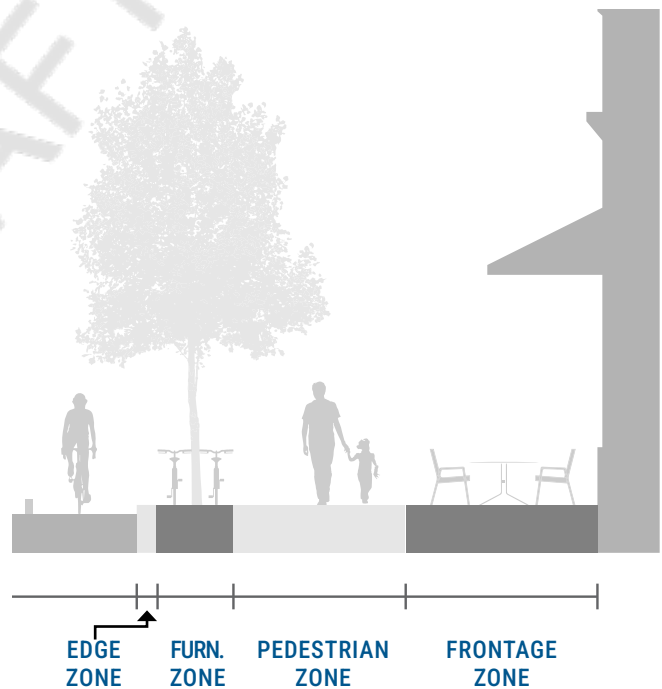
Consider coordinating across divisions (Planning and Urban Design, Building, and Code Enforcement), The City’s Engineering, Transportation & Mobility Division, Broward County Traffic Engineering Division and FDOT to draft and adopt public frontage standards for A Streets. These standards should encourage active, pedestrian-oriented frontage amenities along key corridors to support walking, transit use, and neighborhood-serving activity.

#### Considerations

- » Encourage buildings with active uses and enhanced public frontages along the main commercial corridors. **(See Map 18 on page 87)**
- » Discourage blank walls, parking, and fences along these corridors.
- » Encourage coordinated streetscape design elements, materials, lighting, and furnishings to strengthen corridor identity and improve the overall pedestrian experience.
- » Encourage setback areas to utilize paving materials consistent with adjacent sidewalks to create visual continuity and a cohesive public realm. Unused alleys should also be improved with matching or complementary paving materials
- » Public Frontage Standards should guide the design of the area between the curb and building face to create a cohesive, pedestrian-friendly, and multimodal public realm that supports walking, bicycling, transit use, and corridor activation. **(See Table 06 on page 86)** Public frontages for A Streets should include the following zones:
  - » **Edge Zone:** Provide a transition area between the pedestrian zone and parking or travel lanes to accommodate door swings, parking meters, and signage.
  - » **Furnishing Zone:** Incorporate street trees, landscaping, lighting, benches, bicycle parking, transit shelters, utilities, and other streetscape

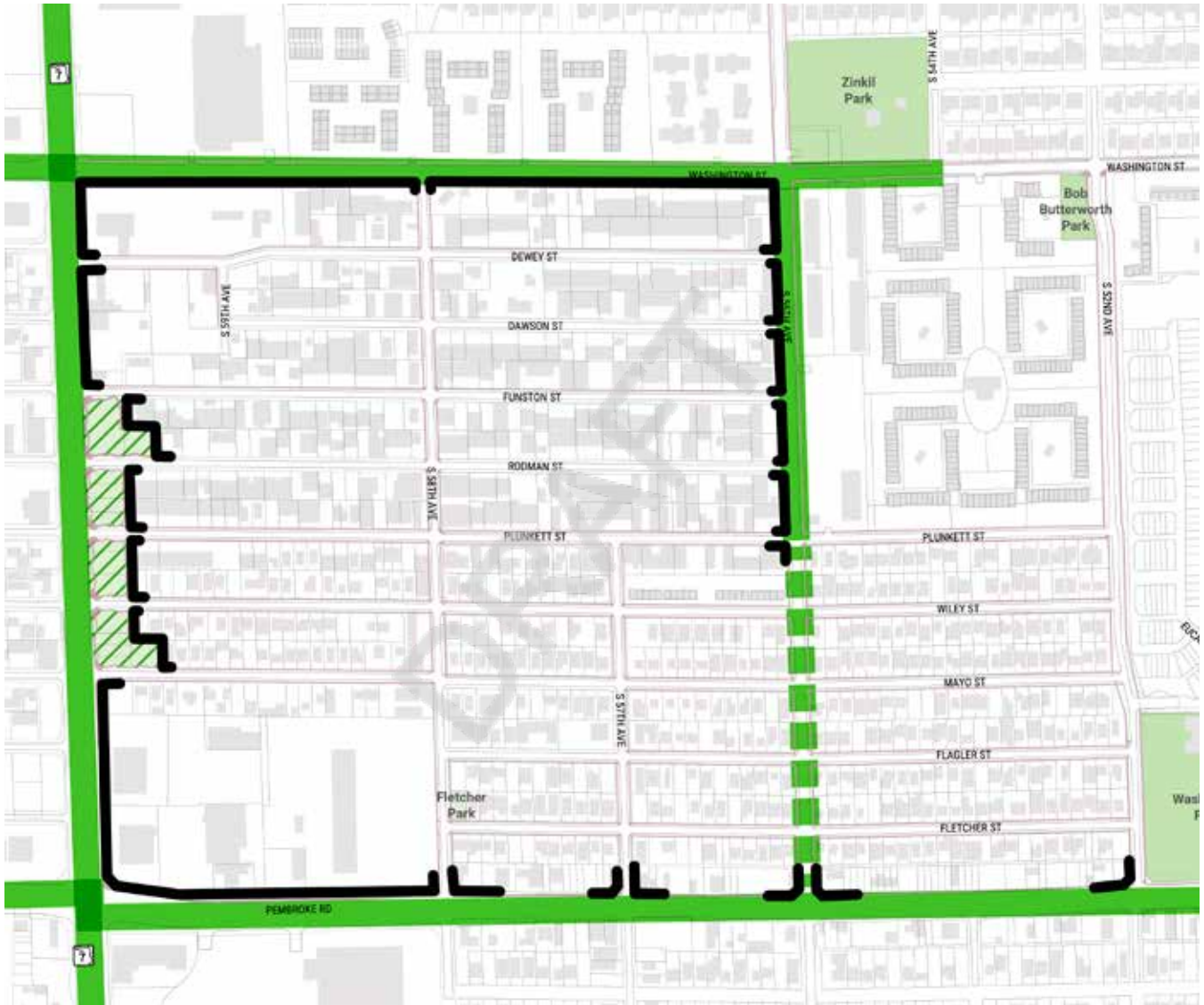
elements that buffer pedestrians from vehicular traffic and enhance comfort and safety.

- » **Pedestrian Zone:** Maintain a continuous, ADA-compliant clear path of travel with adequate horizontal and vertical clearance for pedestrian movement.
- » **Frontage Zone:** Create a flexible transition area between sidewalks and buildings that supports building access, window shopping, awnings, outdoor seating, merchant displays, plazas, and other active uses that contribute to street life.



A STREET PUBLIC FRONTAGE STANDARDS	
Edge Zone	2 ft min
Furnishing Zone	5 ft min
Pedestrian Zone	10 ft min
Frontage Zone	2 ft min

**Table 06.** Suggested Public Frontage Zones Standards. (Source: Plusurbia)



**Map 18.** Suggested Enhanced Public Frontages Map. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, analysis and city council approval, will be required prior to implementation.

**LEGEND**

- Parks
- Open Spaces
- Suggested Enhanced Public Frontages

- Street Hierarchy
- A Street



Image 48. Active Frontages Concept Illustration. (Source: Plusurbia). This drawing is for illustrative purposes only and does not reflect full entitlements as of April 2026.

#### 4.11. Consider Drafting and Adopting Policies For Accessory Dwelling Units (ADUs) in the RS-6 Zoning District

Consider coordinating across Divisions (Planning and Urban Design, Fire, Building, and Code Enforcement) to draft and adopt policies for ADUs, consistent with the proposed Florida Senate Bill 948 (2026), and subject to the following proposed guidelines based on different configurations. **See Image 49 on page 89.**

##### Considerations

- » Limit ADUs to residential lots with a primary dwelling to maintain neighborhood character and prevent over-intensification.
- » Consider allowing conversion of existing garages to reduce demolition and construction impacts.
- » Establish maximum ADU size limits scaled to RS-6 patterns.
- » Consider design compatibility standards (height limits, roof form, materials, and window placement) to match residential context.
- » Encourage rear-yard placement and limit street-facing ADUs unless designed as cottage-style infill.
- » Use setbacks and buffering standards to protect adjacent properties and limit overlook/privacy impacts.
- » Consider reducing or waive additional parking requirements because transit access exists. Encourage bike parking as a low-cost alternative to additional vehicle parking.
- » Consider setting clear occupancy rules (long-term rental allowed; short-term rentals prohibited). Consider requiring owner-occupancy to reduce absentee ownership concern.

*ADUs come in a variety of configurations. They can be detached structures as well as attached to the main house.*



**Image 49.** Accessory Dwelling Units Configurations Diagram. (Source: Plusurbia)

## Long Term

### 4.12. Consider Drafting and Adopting Updated Standards for New Development in the South Mixed-Use District

Coordinate across Divisions (Planning and Urban Design, Building, and Code Enforcement) to draft and adopt **mass and scale standards that ensure new development is compatible with the neighborhood's context, vision, and character, while preserving existing entitlements and development rights.** Important to consider are standards for setbacks and building frontages for properties along **A and B+ streets** to strengthen the pedestrian environment, enhance the district's identity, and promote transparency, street engagement, and a more vibrant, walkable public realm. **See the Table 07 on page 91.**

#### Considerations

- » Reduce the maximum setbacks for SR7/US 441 from 30 feet to 20 feet to promote building activation and stronger engagement with the public realm.
- » The first floor should have a minimum floor-to-ceiling height of 20 feet to support long-term resilience and allow for potential future elevation.
- » Introduce "stepback" requirements of a minimum of 10 feet above the sixth (6) story. Stepbacks help to reduce the perceived building height at street level, allowing more light, air, and a human-scaled streetscape that creates a more comfortable and inviting pedestrian environment. **See Image 51 on page 94.**
- » For every frontage that includes a shopfront, a pedestrian shelter is encouraged in the form of awning, marquis, gallery, arcade or second floor balcony and /or recessed entrance.
- » Adopt resilient ground-floor standards to maintain active, walkable frontages despite elevation requirements. Maintain visual connectivity by encouraging elevating occupied floors and integrating interior vertical circulation. Use setbacks strategically to accommodate stairs, ramps, landscaping, and gathering areas that support accessibility and an active public realm without impacting the right-of-way.
- » Update frontage standards specifically for Plunkett st and S 58th Ave to support neighborhood-serving retail while still blending with industrial uses, scale and character. **(See "Consider Developing And Adopting Incentives To Encourage Flexible Building Types And Small Scale Commercial Uses Along Some A and B+ Streets" on page 82)**
- » Adopt structure parking screening standards along A streets, B+ Streets. **See the Table 07 on page 91.**
- » Adopt **Public Benefit incentives** to encourage private developers to provide community-serving amenities and public realm improvements in exchange for reduced fees, parking reductions, increased flexibility in development standards, expedited review processes, or other incentives. Public benefits may include:
  - » **Gateway Features.** Consider offering incentives for projects that include gateway features at the identified gateways **(See Map 12 on page 75).** These could include corner plazas, signature architecture, public art, landmark lighting. Consider long-term maintenance agreements as a condition of incentives to ensure gateway elements remain functional and attractive.
  - » **Public Open Spaces.** Encourage the creation of publicly accessible open spaces connected to the urban grid, as a public benefit particularly at key transit stop locations. **See Map 19 on page 92.**
  - » **Streetscape Enhancements.** Adding trees, benches, lighting, bike racks, consistent with the public frontage standards.
  - » **Introduction of New Streets and Pedestrian Passages.** Encourage large development sites to introduce new streets and pedestrian connections to create an interconnected urban grid. Adopt standards that suggest maximum block lengths, cross-block connectivity, street dedication requirements, and block density metrics. **See Map 20 on page 93.**
  - » **Community Facilities and Civic Amenities.** Support the dedication of land, funding contributions, or other development incentives toward the construction of community facilities

such as a future fire station in Washington Park. The Fire Department has identified the area as a priority location for additional fire service capacity, and as redevelopment and new growth occur, leveraging public benefit incentives can help ensure adequate emergency response infrastructure is provided to meet future demand.

<b>SUGGESTED PODIUM BUILDING FORM STANDARDS</b>	
<b>Front Setback</b>	<b>A Street:</b> 10 ft, 15 ft (Residential) <b>B+ Street:</b> 0 ft - 10 ft
<b>Maximum Front Setback</b>	<b>State Road 7:</b> 20 ft
<b>Minimum Side Interior Setback</b>	0 ft
<b>Minimum Rear/Alley Setback</b>	5 ft When adjacent to MF-9, MF-25, and other residential zoning districts: 20 ft
<b>Maximum Height</b>	17 Stories (175 ft) Sites or portions of sites within 100 feet of MF-9, MF-25, and other residential zoning districts: 45 ft
<b>First Floor Height</b>	20 ft min (Ground floors floor-to-ceiling height may be up to 25 ft without being counted as a second story and may have a mezzanine floor as long as the mezzanine floor does not come closer than 25 ft to the interior of the front facade)
<b>Stepback</b>	10 ft after 6th story
<b>Frontage Buildout</b>	<b>A Street:</b> 80% min frontage buildout Minimum Active Uses on the ground floor: SR 7/US 441: 60% Pembroke Rd: 60% Hollywood Blvd: 40% <b>B+ Street:</b> 60% min frontage buildout Minimum Active Uses on the ground floor: 20%
<b>Structured Parking</b>	<b>A Street:</b> Parking must be lined by habitable space to a min depth of 20' on all stories <b>B+ Street:</b> Parking must be lined by habitable space to a min depth of 20' on the ground floor and it is encouraged that parking be lined by habitable space to a min depth of 20' on upper stories.

**Table 07.** Suggested Podium Building Form Standards. (Source: Plusurbia)



**Map 19.** Suggested Redevelopment Concept Layout. (Source: Plusurbia). This drawing is for illustrative purposes only and does not show full entitlements. Further study, design development, analysis and city council approval will be required prior to implementation.

**Image 50.** Fire Station Integrated in New Development Example. (Source: Pinterest).





**Map 20.** Suggested Long-Term Recommendations Strategies. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, analysis and city council approval, will be required prior to implementation.

**LEGEND**

- Parks
- Open Spaces
- Proposed IM-2 Low-Med Intensity Industrial & Manufacturing District
- Proposed S-MU South Mixed-Use District
- Proposed Flex-Zone Transition Overlay
- Proposed Fire Station
- Suggested Active Frontages Along Corridors
- Street Hierarchy
- A Street
- B+ Street



**Image 51.** Proposed Stepbacks along SR 7 / US 441. (Source: Plusurbia). *This drawing is for illustrative purposes only. Further study, design development, analysis and city council approval will be required prior to implementation.*



**Image 52.** Suggested Redevelopment Massing Study. (Source: Plusurbia). This drawing is for illustrative purposes only and does not show full entitlements. Further study, design development, analysis and city council approval will be required prior to implementation.



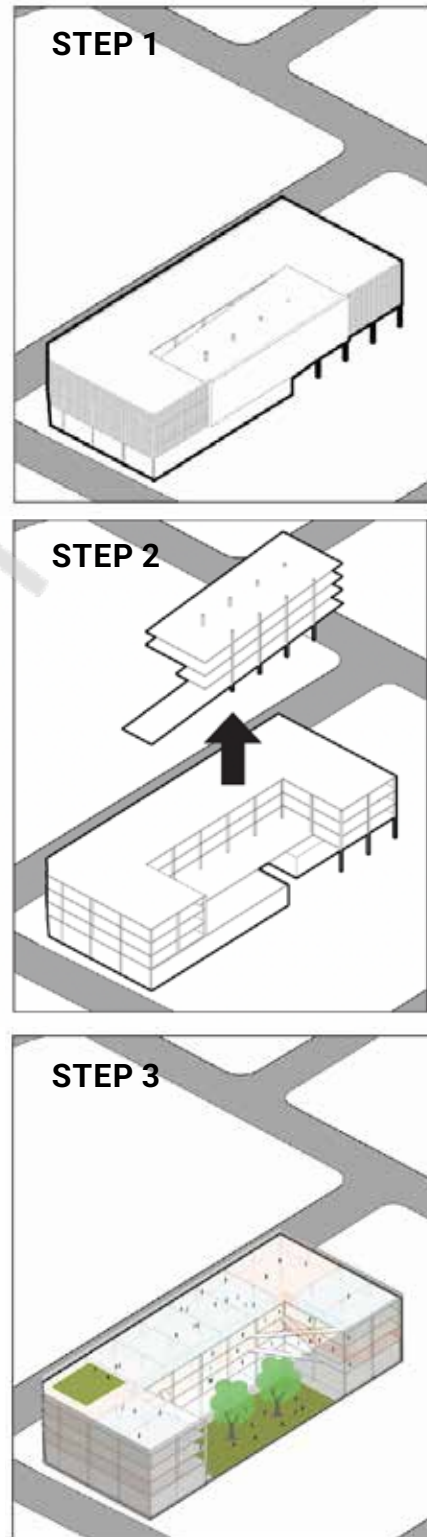
**Image 53.** Architectural Precedent Examples. (Source: Pinterest).

**4.13. Consider Developing And Adopting Parking Garage Standards Considering Future Conversions**

Coordinate across Divisions (Planning and Urban Design, Building, and Code Enforcement) to develop and adopt standards that enable parking structures to be designed for future use conversion (industrial, residential, or office).

**Considerations**

- » Provide minimum 11–12 foot floor-to-floor heights to allow sufficient clearance for future mechanical, electrical, and plumbing (MEP) systems.
- » Use flat slab construction and a separate structural module for the ramp system (ideally in the center of the structure). Stack vertical circulation cores to facilitate ramp removal or reconfiguration during future adaptation.
- » Design for higher live-load capacity than typical parking garages to accommodate potential changes in occupancy.
- » Align column spacing with standard residential and commercial planning modules to maximize flexibility.
- » Coordinate early with fire and building officials to confirm feasible code compliance pathways for future conversions.
- » Design facades with future conversion in mind, allowing for window openings, active frontages, and envelope upgrades/screening for public realm appeal.
- » Prioritize these adaptive design standards for publicly funded or shared-use garages to protect long-term public investment.



**Image 54.** Adaptive Reuse of Parking Garage Steps Diagram. (Source: Plusurbia). This drawing is for illustrative purposes only.

## Examples of Parking Garage Retrofits In the United States

### Broadway Autopark (Wichita, KS) – Adaptive Reuse of a Downtown Parking Garage

- » Transformation of a former multi-level parking structure into a mixed-use destination.
- » Repurposed structure now accommodates offices, residential and share amenities.
- » Retained the original concrete frame, significantly reducing demolition waste and construction costs.
- » Introduced new facade elements, glazing, and activated ground-floor frontages to enhance street presence.
- » Leveraged generous floor-to-floor heights and structural capacity to support occupancy conversion.
- » Catalyzed reinvestment and revitalization within the surrounding downtown district.
- » Demonstrates the long-term value of designing parking structures for adaptability and future reuse.



Image 55. Broadway Autopark Apartments, Wichita KS. (Source: Sheldon Architecture).

### Mary Street Garage Conversion (Coconut Grove, FL) - Adaptive Reuse of a Garage into Office Spaces

- » Repositions parking as transitional urban infrastructure, transforming a mono-functional garage into flexible office space through selective enclosure, increased porosity, and activation of the street edge.
- » Demonstrates how zoning flexibility and reduced parking minimums unlock adaptive reuse, allowing existing concrete structures to be re-utilized as productive urban floor area while avoiding demolition, embodied-carbon loss, and neighborhood disruption.



Image 56. Mary Street Garage Before/After, Miami FL. (Source: Google Earth).

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# 05. Branding & Economic Development

Establish Washington Park As A  
Recognizable Center For Trades And  
Services Through Coordinated Branding,  
Industry Partnerships, And Lasting  
Economic Opportunities



## Establish Washington Park As A Recognizable Center For Trades And Services Through Coordinated Branding, Industry Partnerships, And Lasting Economic Opportunities

*Washington Park's economic development strategy suggests turning vision into action by making the district investment-ready with clear pathways for business retention, expansion, and targeted attraction. Building on its identity as Hollywood's Service & Trades District, the strategy should protect existing small industries and jobs, maintain affordability, prevent displacement, and foster entrepreneurship through targeted business and workforce development support.*

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### Short Term

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#### **5.1. Consider Installing Clear Wayfinding Signage and Developing a Business Registry/Directory to Improve Access and Visibility for Local Businesses**

Coordinate across the city's divisions (Economic Development, Communications, Planning and Urban Design, Public Works) and community groups to install low cost wayfinding signage, and develop a business registry/directory to increase visibility for local businesses, strengthen connections between residents and services, and support economic growth by making it easier for customers, vendors, and investors to discover what the neighborhood offers.

#### **Considerations**

- » Create a centralized, publicly accessible directory to showcase Washington Park businesses and services.
- » Standardize business listings (name, address, hours, services, contact, website/social, industry category).
- » Promote the directory through physical and digital touchpoints (gateway signage, events, city website, partner networks).
- » Include map-based search and filters to improve visibility for customers, vendors, and contractors.
- » Align branding, tone, and visuals with the district's branding guidelines for consistency and credibility.



Image 58. Temporary Wayfinding Signage. (Source: Archinect).



Image 59. Wayfinding Signage. (Source: Plusurbia).



Image 57. Sample Directory/District Signage. (Source: Jacob Strous).

### 5.2. Consider Refining and Adopting a Clear And Consistent Branding Package Specifically for Washington Park

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design, and Parks, Recreation & Cultural Arts) to initiate a coordinated effort to refine and adopt a clear and consistent branding package for Washington Park with unified visual and messaging guidelines.

A cohesive branding package will help establish a strong identity for Washington Park, improving recognition, supporting local businesses, and creating a consistent look and message across signage, public spaces, events, and digital platforms.

#### Considerations

- » Create messaging that celebrates skilled work, small operators, and local entrepreneurs. Focus on balancing the branding with the auto-industry existing character.
- » Coordinate and strengthen the overall branding strategy by ensuring its consistent and thoughtful application across multiple touchpoints. Consider integrating the brand identity into urban furniture elements such as lighting, benches, and trash receptacles; business directory; website and printed materials; gateway features; and Facade Improvement Program.
- » Consider focusing on visible quick tactical applications such as branded streetscape elements (banner poles, decals, murals, district identifiers); paint, striping, curb markings, and reflective treatments



Image 60. Conceptual Signage/Wayfinding Mock up. (Source: Plusurbia Design)



Image 61. Sample Branding Material. (Source: Plusurbia Design)



Image 62. Conceptual Branding Mock up. (Source: Plusurbia Design)

### Suggested Washington Park Branding Style Guide



Typography

**QUIN**

**Roboto Condensed Black**

Roboto Condensed Light



### 5.3. Consider Launching A Campaign To Brand Washington Park As “Hollywood’s Service & Trades District.”

Coordinate across the city’s Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to launch a branding campaign for Washington Park as “Hollywood’s Service & Trades District”. The goal is to help define a clear identity that builds on Washington Park’s existing economic strengths and attracts compatible businesses, customers, and investment.

#### Considerations

- » Use language, imagery, and design consistent with the proposed branding guidelines.
- » Position the corridor as the place where things get built, fixed, repaired, customized, and improved.
- » Develop flyers, website content, and social media campaigns targeted to both customers and investors.
- » Include safety and operations as identity features: Market the district as “safe, efficient, and easy to do business in”.

### 5.4. Consider Collaborating With Technical Schools, Trade Associations and Workforce Boards To Connect Residents And Nearby Workers With Employment And Training Opportunities

Coordinate across the city’s Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to actively engage technical schools, trades associations, and workforce boards aligned with the district’s existing industries. This coordination can help build a strong workforce pipeline, support local business growth, and reinforce the district’s identity by attracting talent, training opportunities, and investment that align with its economic strengths.

#### Considerations

- » Form formal partnerships with technical schools, trade associations, and workforce boards to align training with local employer needs.
- » Support employer-led training models (apprenticeships, internships, paid certifications) tied to local hiring commitments.
- » Provide low-cost training and certification opportunities for residents and nearby workers through shared funding or sponsorships.
- » Use existing facilities or underutilized spaces for training hubs, pop-up classrooms, and hands-on skills labs. (See “Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/US 441 to the Industrial Core” on page 78)
- » Offer incentives for participating businesses (fee reductions, recognition programs, expedited approvals tied to workforce commitments).

## City of Hollywood Business Development Programs

### 5.5. Consider Hosting Trade Fairs, Service Showcases, Or Open Houses That Highlight The Skills And Entrepreneurial Energy Of Washington Park's Businesses

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to plan and host trade fairs, service showcases or open houses that highlight the skills and entrepreneurial energy of the district businesses.

#### Considerations

- » Feature "high-demand" trade categories: Auto repair, body work, tire/brake, detailing, towing, A/C, mobile mechanics, welding, carpentry, plumbing, electrical, HVAC, roofing, landscaping.
- » Do live demos + inspections such as quick services like free tire pressure checks, battery testing, brake inspections, small tool demos.
- » Let vendors give on-the-spot estimates for common jobs (paint, repairs, fences, A/C, roofing patches, cabinetry, etc.).
- » Make it easy for businesses to participate including low-cost vendor setup, short time commitment options, clear rules, and support for smaller operators.
- » Add workforce + entrepreneurship support such as job sign-ups, apprenticeship info, business licensing help, financing/credit support, and procurement opportunities.

#### Legacy Business Recognition Program

Launched as part of the City of Hollywood's Centennial celebration, the Legacy Business Recognition Program was created to honor and highlight the businesses that have played a significant role in shaping the city's identity. The program celebrates local economic stability and resilience while recognizing businesses that contribute to Hollywood's unique culture and character. To qualify, a business must be currently operating within the city, have maintained at least 20 consecutive years of local operation, hold a valid Local Business Tax Receipt and Certificate of Use, and have no outstanding code violations.

#### Micro Enterprise Small Business Assistance Program

The Micro Enterprise Small Business Assistance Program in the City of Hollywood, Florida is a grant initiative funded through federal CDBG funds to support very small businesses (typically five or fewer employees) impacted by economic challenges. It provides up to about \$5,000 in financial assistance to help cover essential operating expenses such as rent, utilities, and payroll, with no repayment required. To qualify, businesses must be located in Hollywood, meet eligibility requirements, and demonstrate financial need, with funds awarded through a competitive process due to limited availability.

### 5.6. Consider Launching a Corridor Activation Initiative

See “Continue Pursuing Redevelopment Opportunities Along The SR 7 Corridor To Encourage Reinvestment, Modernize Aging Properties, And Support Long-Term Economic Growth And Community Revitalization” on page 76

Coordinate across the city’s Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to move from planning to action by creating a structured activation program that identifies opportunities and connects them with investors.

#### Considerations

- » Consider identifying 3-5 “ready-to-go” opportunity sites using a feasibility approach. Identify parcels that are development-ready based on ownership consolidation, entitlements, infrastructure capacity, and owner willingness. Prioritize sites visible from SR 7/US 441 and Pembroke Road.
- » For each opportunity site, develop a one-page profile including: parcel size and configuration, current use, zoning and entitlement pathway, utility/infrastructure status, estimated development capacity, and contact information.
- » Regularly convene brokers, landowners, developers, and investors to present opportunities, project updates, market data, and to build relationships. Try to position these briefings as the entry point for doing business in Washington Park.
- » Utilize the marketing collateral that positions Washington Park as “Hollywood’s Service & Trades District” as a working corridor with authenticity, not a blank-slate redevelopment area. Message the value proposition: affordable space, established customer base, proximity to regional infrastructure, and supportive City partnership. Identify opportunities to leverage the “on the seven” messaging of SR7.

### 5.7. Consider Establishing a Business Concierge and Deal Facilitation Desk Specifically for Washington Park

Coordinate across the city’s Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to create a single point of contact for businesses and investors navigating City processes (can be within existing ombudsman efforts but prioritized and independently messaged).

#### Considerations

- » Appoint a staff person who knows the district, understands the permitting process, and can shepherd projects through City departments.
- » Create a clear, accessible document with pre-permit checklists, timelines, required approvals, fee schedules, and key contacts for common project types (facade improvements, tenant buildouts, parking modifications, signage, new construction).
- » For projects that align with district goals (facade improvements, trades-aligned businesses, adaptive reuse), offer expedited review, reduced fees, or pre-approved design standards.
- » Identify every operator in the district. Use the registry for targeted outreach, code compliance support, and tracking business retention/turnover. Don’t rely solely on business tax receipts, identify every operator and if any don’t have a BTR, help them obtain one rather than enforce against them.

### 5.8. Consider Launching a Local Business and Innovation Amplifier Program

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to activate energy from within by celebrating existing businesses and creating space for entrepreneurship.

#### Considerations

- » Identify and promote hidden gem businesses as part of a district marketing campaign, such as "Made In Hollywood". Feature auto customizers, specialty fabricators, family-owned trades businesses, and long-time operators. Use social media, local press, and City communications channels already in place (Legacy Business Recognition Program).
- » Consider updating zoning that encourages uses that activate underperforming parcels (**see "Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/US 441 to the Industrial Core" on page 78**): co-warehousing, co-working for trades, flex space, craft breweries/distilleries, micro-retail, and food production. Review code for barriers and recommend amendments.
- » Use interim permits to allow food trucks, pop-up markets, outdoor fabrication displays, or community events on underutilized parcels.

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## Mid Term

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### 5.9. Consider Establishing a Washington Park Economic Implementation Task Force

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design, Code Enforcement, Public Works) to form a cross-departmental City team with dedicated meeting cadence to coordinate Washington Park initiatives.

#### Considerations

- » Host regular outreach meetings with real estate professionals, developers, landowners, brokers, and investors to maintain momentum and respond to market interest.
- » Track and report progress.

### 5.10. Consider Developing Targeted Investor/ Developer Outreach

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to develop a targeted investor/developer outreach and focus attraction support on businesses aligned with district identity: high-quality auto services, construction/building trades, specialty manufacturing, equipment rental, and value-oriented retail serving local households.

#### Considerations

- » Develop clear messaging for the development community: What can they build? What approvals are needed? What incentives are available? What does the market support?
- » Pursue anchor business recruitment where vacancies or underperforming parcels create opportunity - businesses that generate foot traffic and serve both workers and residents.

### 5.11. Consider Re-purposing Underperforming Parcels for Business Incubation

See **“Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/US 441 to the Industrial Core” on page 78**

Coordinate across the city's Divisions (Economic Development, Planning and Urban Design) to Identify parcels with chronic vacancy, code violations, or ownership willing to explore alternative uses.

#### Considerations

- » Explore low-cost shared space models: maker spaces, trades incubators, shared warehousing, or equipment co-ops that reduce barriers to entry for small operators.

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## Long Term

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### 5.12. Solidify Washington Park as Hollywood's Service & Trades District

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to sustain identity through ongoing investment, business support, and marketing that reinforces the district's role as essential infrastructure for the regional economy.

#### Considerations

- » Try to maintain affordability and lessen displacement by monitoring rents, tracking business retention, and adjusting incentive programs as needed.
- » Consider ways to deepen capacity for long-term district management - whether through a business improvement district, special taxing district, or ongoing City commitment.

# 06. Community Engagement & Education

Creating An Environment For Open  
Dialogue And Communication



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## Creating An Environment For Open Dialogue And Communication

*Creating an environment for open dialogue and communication in Washington Park is essential to building trust and guiding balanced growth. Regular, transparent engagement among property owners, business owners, city representatives and residents can help align priorities, surface concerns early, and foster collaborative problem-solving. By establishing clear communication channels, hosting consistent forums, and encouraging shared decision-making, Washington Park can strengthen relationships across stakeholders and ensure that future improvements reflect the needs and values of the entire community.*

### **6.1. Consider Developing A Coalition Between Business Owners, Washington Park HOA, And City Officials**

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to form a collaborative partnership among local business owners, the Washington Park HOA, and City officials and meet at least two times a year.

#### **Considerations**

- » Adopt 2–4 priority goals (example: safety, beautification, parking, code compliance, business vitality).
- » Ensure balanced seats/voices (small businesses, HOA board/residents, city departments, district representatives).
- » Set a regular meeting cadence (at least twice a year), public notes, and a single channel of communication (email list, WhatsApp, etc.).
- » Identify support sources (city programs, grants, sponsorships).
- » Track commitments, deadlines, owners, and progress in a simple shared action plan.

## City of Hollywood Communication and Education Programs / Tools

### 6.2. Consider Enhancing Notification Processes To Ensure All Property Owners And Residents And Tenants Are Informed of Updates In A Timely Manner

Coordinate across the city's Divisions (Communications, Marketing & Public Affairs, Economic Development, Planning and Urban Design) to enhance existing notification processes and educate the community on existing communication channels such as the Hollywood Connect App, Social Media channels, etc.

#### Considerations

- » Maintain an updated database for owners, tenants, and property managers (email + phone + address).
- » Set minimum notice windows (for example 48–72 hours for routine updates, immediate for emergencies).
- » Keep notices short and specific: what, when, where, why, who to contact, what to expect next.
- » Provide a simple way for people to ask questions or report issues (phone line, form, office hours).
- » Store past notices in one public place (website folder, bulletin board, shared drive).
- » Collect input after major notices and adjust templates, timing, and channels based on input and success rates.

#### Hollywood Connect App



Hollywood Connect is the City's new customer service platform that allows residents and visitors to quickly and easily report non-emergency concerns directly to City Hall. Users can report concerns to the City using the online portal below or via the mobile app or by email. (Please be advised that the Hollywood Connect inbox is not monitored every day. Emails will be addressed as soon as possible.)

Users can create an account to track the status of the service request and other requests of the same type in a certain area, receive updates on the request and more. Users may also report (most) concerns anonymously. \*

#### Let's Keep Hollywood Beautiful Program



To unite the community to promote the enhancement of private properties through education, outreach, and programs that focus on code compliance and city beautification in an effort to increase property values and retain/attract businesses.

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# 07. Implementation Matrix

Turning Strategy into Action



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## Turning Strategy Into Action

The implementation matrix provides a comprehensive overview of all recommendations and outlines the key elements needed to move them from planning to action. For each recommendation, it identifies the suggested responsible agencies, a proposed timeline for implementation, potential funding sources, and relevant key performance indicators.

This framework helps translate ideas into clear, actionable steps by clarifying who should lead each initiative, when it should occur, and how success will be measured. It also supports coordination among agencies, prioritization of resources, and accountability throughout the implementation process.

The matrix serves as a practical roadmap that guides decision-makers and stakeholders in tracking progress and ensuring that the plan's goals are effectively carried out.

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TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
<b>01. VISION &amp; IDENTITY</b>				
All	1.1. Formally Recognizing And Positioning The District As: Hollywood’s Service And Trades District, Strengthening And Celebrating The Essential Work That Sustains The Regional Economy	<ul style="list-style-type: none"> <li>• Department of Development Services</li> <li>• Department Economic Development</li> <li>• Business/Property Owners</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Adoption of a Washington Park Guiding Principles Statement by the City and key stakeholders</li> </ul>
All	1.2. Improve the District’s Physical Conditions Without Altering The Economic Base	<ul style="list-style-type: none"> <li>• Department of Development Services</li> <li>• Department Economic Development</li> <li>• City’s Engineering, Transportation &amp; Mobility Division</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Number of existing commercial/industrial properties receiving façade, maintenance, or building improvement assistance annually</li> </ul>
All	1.3. Protect the Residential Base	<ul style="list-style-type: none"> <li>• Department of Development Services</li> <li>• Department Economic Development</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Number of residential traffic calming, parking management, or neighborhood safety improvements completed annually</li> <li>• Reduction in number of residential complaints related to parking, truck traffic, noise, or adjacent commercial activities</li> </ul>
All	1.4. Improve Legibility in the District While Preserving Its Character	<ul style="list-style-type: none"> <li>• Department of Development Services</li> <li>• Department Economic Development</li> <li>• City’s Engineering, Transportation &amp; Mobility Division</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Number of wayfinding, gateway, or district signage improvements installed</li> </ul>
All	1.5. Strengthen, Organize and Clean up What Already Works	<ul style="list-style-type: none"> <li>• Department of Development Services</li> <li>• Department Economic Development</li> <li>• City’s Engineering, Transportation &amp; Mobility Division</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Number of shared infrastructure improvements implemented (e.g., parking, loading, waste management, or utility solutions)</li> </ul>
All	1.6. Manage Change At Edges, Not Cores	<ul style="list-style-type: none"> <li>• Department of Development Services</li> <li>• Department Economic Development</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Percentage of new corridor-edge development projects that comply with adopted transition and buffering standards</li> </ul>

MAP Mobility Advancement Program  
 CIP Capital Improvement Program  
 SS4A Safe Streets and Roads for All Grant Program

TAP Transportation Alternative Program  
 BUILD Better Utilizing Investments to Leverage Development  
 FDOT Florida Department of Transportation

07. IMPLEMENTATION MATRIX

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
<b>02. STREET DESIGN, MOBILITY &amp; INFRASTRUCTURE</b>				
Short Term	2.1. Consider Adopting a Street Hierarchy Framework to Improve Street Function and Guide Future Growth	<ul style="list-style-type: none"> <li>Broward County's Traffic Engineering Division</li> <li>City's Development Services &amp; Engineering Division</li> <li>City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Adoption of the Street Hierarchy Framework</li> </ul>
Short Term	2.2. Consider Developing a Pavement Marking Plan to Define Clear Circulation Zones	<ul style="list-style-type: none"> <li>FDOT District 4</li> <li>Broward County's Traffic Engineering Division</li> <li>City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>MAP</li> </ul>	<ul style="list-style-type: none"> <li>Less congestion generated by freight traffic (%)</li> <li>Less citations (%)</li> <li>Improved delivery of goods (\$)</li> </ul>
Short Term	2.3. Consider Initiating a Warrant Process to Enhance Pedestrian Safety Through Strategic Crosswalk Installation	<ul style="list-style-type: none"> <li>FDOT District 4</li> <li>Broward County's Traffic Engineering Division</li> <li>City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>Highway Safety Improvement Program</li> <li>SS4A</li> <li>MAP</li> <li>CIP</li> </ul>	<ul style="list-style-type: none"> <li>Reduction of Pedestrian Crashes(%), Reduction of Pedestrian Fatalities and Severe Injuries (%)</li> <li>Increased of Pedestrian Activity (%)</li> </ul>
Short Term	2.4. Consider Expanding the City's Traffic Calming & Control Project to Install Speed Bumps or Other Traffic Calming Features on Residential Streets in Washington Park	<ul style="list-style-type: none"> <li>Broward County's Traffic Engineering Division</li> <li>City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>Highway Safety Improvement Program</li> <li>SS4A</li> <li>MAP</li> <li>CIP</li> <li>TAP</li> </ul>	<ul style="list-style-type: none"> <li>Speed Reduction (%), Less Citations (%)</li> <li>Reduction of Crashes(%), Reduction of Fatalities and Severe Injuries (%)</li> <li>Increased of Pedestrian/Bike/ Micromobility Activity (%)</li> </ul>
Short Term	2.5. Consider Initiating a Traffic Study to Assess Limiting Truck and Commercial Vehicle Traffic on Residential Streets	<ul style="list-style-type: none"> <li>Broward County's Traffic Engineering Division</li> <li>City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>MAP</li> <li>CIP</li> </ul>	<ul style="list-style-type: none"> <li>Less traffic (%)</li> <li>Less complaints of commercial vehicles on residential streets (%)</li> <li>Less citations (%)</li> </ul>
Short Term	2.6. Consider expanding the boundary of the Hollywood West Sun Shuttle (Circuit) to include Washington Park	<ul style="list-style-type: none"> <li>City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>City</li> <li>MAP</li> <li>Rider Contributions</li> </ul>	<ul style="list-style-type: none"> <li>Number of passengers from the Study Area</li> </ul>
Mid Term	2.7. Consider Developing A Comprehensive Street Condition And Needs Assessment To Prioritize The Repair And Repaving Of Residential Streets	<ul style="list-style-type: none"> <li>Broward County's Traffic Engineering &amp; Public Works Divisions</li> <li>City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>Infrastructure Improvements Grants</li> <li>Climate Adaptation or Flood Resilience Funding</li> <li>Community Improvement or Regeneration Funds</li> <li>MAP</li> <li>BUILD</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in number of surface failure</li> <li>Reduction in number of potholes</li> <li>Reduction in number of drainage issues</li> </ul>
Mid Term	2.8. Consider Prioritizing Sidewalk Improvements and Repair Referencing the Proposed Street Hierarchy Framework	<ul style="list-style-type: none"> <li>FDOT</li> <li>Broward County's Traffic Engineering Division</li> <li>City's Engineering, Transportation &amp; Mobility Division</li> <li>Property/Business Owners</li> </ul>	<ul style="list-style-type: none"> <li>MAP</li> <li>CIP</li> </ul>	<ul style="list-style-type: none"> <li>Number of sidewalks repaired</li> </ul>

MAP Mobility Advancement Program

CIP Capital Improvement Program

SS4A Safe Streets and Roads for All Grant Program

TAP Transportation Alternative Program

BUILD Better Utilizing Investments to Leverage Development

FDOT Florida Department of Transportation

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
Mid Term	2.9. Consider Developing an On-Street Parking Inventory to Assess Needs and Usage and Define and Reinforce Parking Areas & Flex Zones	<ul style="list-style-type: none"> <li>• City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>• City's Funds</li> <li>• Parking Revenues</li> </ul>	<ul style="list-style-type: none"> <li>• Number of on-street parking violations reduction (%)</li> <li>• Parking turnover</li> </ul>
Mid Term	2.10. Consider Developing a Prioritization Plan to Enhance Multimodal Connectivity Through Targeted Bicycle Infrastructure Improvements	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Broward County's Traffic Engineering Division</li> <li>• City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>• MAP</li> <li>• CIP</li> <li>• TAP</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in bicycle infrastructure mileage</li> <li>• Increase in ridership (%)</li> </ul>
Mid Term	2.11. Consider Developing a Transit Access Plan to Evaluate and Prioritize Improvements	<ul style="list-style-type: none"> <li>• Broward County's Traffic Engineering Division</li> <li>• City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>• MAP</li> <li>• CIP</li> <li>• TAP</li> <li>• Transit Revenue</li> </ul>	<ul style="list-style-type: none"> <li>• Number of new routes,</li> <li>• Number of improved stops and amenities</li> <li>• Ridership increase (%)</li> </ul>
Mid Term	2.12. Consider Developing an Assessment and Plan to Improve Pedestrian and Bicycle Comfort on S 56th Avenue	<ul style="list-style-type: none"> <li>• Broward County's Traffic Engineering Division</li> <li>• City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>• MAP</li> <li>• CIP</li> <li>• TAP</li> </ul>	<ul style="list-style-type: none"> <li>• Improvement in perceived comfort</li> <li>• Increased foot traffic (%)</li> </ul>
Mid Term	2.13. Consider Developing and Adopting Strategies To Increase Water Permeability in the Public ROW	<ul style="list-style-type: none"> <li>• Broward County's Traffic Engineering Division</li> <li>• City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>• Grants and resilience funding focused on flood mitigation, heat reduction, and water quality</li> <li>• Climate Adaptation or Flood Resilience Funding</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced number of flooding reports</li> </ul>
Long Term	2.14. Consider Conducting a Needs Assessment and Priority Matrix for Enhanced Pedestrian/Bicycle Streetscape Amenities to Support Increased Non Motorized Traffic	<ul style="list-style-type: none"> <li>• FDOT</li> <li>• Broward County's Traffic Engineering Division</li> <li>• City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>• MAP,</li> <li>• CIP,</li> <li>• TAP,</li> <li>• BUILD</li> <li>• Other federal grants</li> </ul>	<ul style="list-style-type: none"> <li>• Mileage of new bike lanes and sidewalks</li> <li>• Number of new bike/ped amenities</li> </ul>
Long Term	2.15. Consider Conducting a Traffic Study to Determine Feasibility for Implementation of One-Way Streets	<ul style="list-style-type: none"> <li>• Broward County's Traffic Engineering Division</li> <li>• City's Engineering, Transportation &amp; Mobility Division</li> <li>• City's Police Department</li> <li>• City's Fire Rescue</li> </ul>	<ul style="list-style-type: none"> <li>• MAP</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation Probability (yes/no)</li> </ul>

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07. IMPLEMENTATION MATRIX

TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
Long Term	2.16. Consider a Pilot Demonstration Project for Repaving On-Street Parking Areas with Permeable Materials to Improve Stormwater Management	<ul style="list-style-type: none"> <li>Broward County's Traffic Engineering Division</li> <li>City's Engineering, Transportation &amp; Mobility Division</li> </ul>	<ul style="list-style-type: none"> <li>Infrastructure Improvements Grants</li> <li>Climate Adaptation or Flood Resilience Funding</li> <li>Community Improvement or Regeneration Funds</li> <li>MAP</li> <li>BUILD</li> </ul>	<ul style="list-style-type: none"> <li>Reduction of flooding occurrences (%)</li> <li>Number of permeable parking areas</li> </ul>
Long Term	2.17. Consider Conducting a Green Infrastructure Feasibility Study for Phasing In Swale Restoration And Tree Planting	<ul style="list-style-type: none"> <li>Broward County's Traffic Engineering Division</li> <li>City's Engineering, Transportation &amp; Mobility Division</li> <li>City's Sustainability Department</li> </ul>	<ul style="list-style-type: none"> <li>MAP (surtax)</li> </ul>	<ul style="list-style-type: none"> <li>Square feet of swale areas restored with green infrastructure</li> <li>Number of trees planted</li> </ul>
<b>03. PARKING &amp; ENFORCEMENT</b>				
Short Term	3.1. Consider Developing a Parking Enforcement Compliance Plan to Improve Code Enforcement and Curb Management	<ul style="list-style-type: none"> <li>City's Engineering, Transportation &amp; Mobility Division</li> <li>City's Code Compliance Department</li> </ul>	<ul style="list-style-type: none"> <li>City's Funds</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in number of parking citations</li> </ul>
Short Term	3.2. Consider Coordinating On-Site Parking Improvements with the Facade Improvement Program to Enhance Streetscape Appearance	<ul style="list-style-type: none"> <li>City's Development Services Department</li> <li>City's Economic Development Department</li> <li>Property owners</li> </ul>	<ul style="list-style-type: none"> <li>Matching Grants</li> </ul>	<ul style="list-style-type: none"> <li>Number of business participating in the PIP program that incorporate parking improvements</li> </ul>
Short Term	3.3. Consider Developing Temporary Gravel Lot Design Standards Specifically for The Washington Park Industrial Area	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> </ul>	<ul style="list-style-type: none"> <li>City's Funds</li> </ul>	<ul style="list-style-type: none"> <li>Number of gravel lots implemented</li> <li>Reduction in number of on-street parking violations and complaints</li> </ul>
Mid Term	3.4. Consider Developing and Adopting a Shared Parking Program Specifically For Washington Park Businesses	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> </ul>	<ul style="list-style-type: none"> <li>City's Funds</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in parking needs (%)</li> <li>Number of shared parking spots available</li> <li>Reduction in number of on-street parking violations and complaints</li> </ul>
Long Term	3.5. Consider Evaluating Needs and Opportunities for a Parking Structure Through Public-Private Partnerships (P3s)	<ul style="list-style-type: none"> <li>City's Development Services Department</li> <li>City's Economic Development Department</li> </ul>	<ul style="list-style-type: none"> <li>Public/Private Funding</li> </ul>	<ul style="list-style-type: none"> <li>Number of new parking spots available</li> </ul>

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<b>04. LAND USE &amp; URBAN DESIGN</b>				
Short Term	4.1. Consider Developing and Adopting a Facade Improvement Program (PIP) To Improve The Appearance of Building and Streets	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> <li>City's Economic Development Department</li> </ul>	<ul style="list-style-type: none"> <li>Local Grants</li> </ul>	<ul style="list-style-type: none"> <li>Change in crime perception index over three years (ESRI)</li> <li>Number of businesses participating in facade improvement program</li> </ul>
Short Term	4.2. Consider Identifying Important Gateway And Entry Points To The District And Prioritize Them for Placemaking Improvements	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> </ul>	<ul style="list-style-type: none"> <li>Property owner contributions</li> <li>City's Art in Public Places Program</li> </ul>	<ul style="list-style-type: none"> <li>Number of gateway features installed</li> </ul>
Short Term	4.3. Consider Resolving Recurring Code Violations by Maintaining An Active Database, Tracking Recurring Code Issues And Developing A Menu Of "Fast Approvals"	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> <li>City's Code Compliance Department</li> </ul>	<ul style="list-style-type: none"> <li>City's Funds</li> </ul>	<ul style="list-style-type: none"> <li>Percentage reduction in code violations year over year (%)</li> </ul>
Short Term	4.4. Consider Developing And Adopting Policies For Enhanced Buffers and Transitions to Residential Neighborhoods	<ul style="list-style-type: none"> <li>Department of Development Services</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Adoption of enhanced buffer and transition standards</li> <li>Reduction in number of properties with blank walls and screened loading/trash areas adjacent to houses</li> <li>Number of projects using incentives for compatibility improvements</li> <li>Number of trees installed along residential edges</li> </ul>
Short Term	4.5. Continue Pursuing Redevelopment Opportunities Along The SR 7 Corridor To Encourage Reinvestment, Modernize Aging Properties, And Support Long-Term Economic Growth And Community Revitalization	<ul style="list-style-type: none"> <li>Department of Development Services</li> <li>Department Economic Development</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Number of redevelopment opportunity sites identified</li> <li>Number of redevelopment projects advanced</li> </ul>
Short Term	4.6. Consider Identifying And Adopting Short and Mid-Term Policies to Encourage Transitional Building Types from the Higher Intensity Mixed-Use Corridor at SR7/ US 441 to the Industrial Core	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Adoption of office-flex and transitional mixed-use policies</li> <li>Number of adaptive reuse, incubator, or office-flex projects developed along transition areas</li> </ul>
Mid Term	4.7. Consider Developing And Adopting Policies To Encourage Higher-Intensity Development Along Corridors and Gradual Transitions to Residential Neighborhoods	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Adoption of the proposed TDR and transition policies for S-MU properties within the Primary Focus Area</li> <li>Number of new higher-intensity development projects directed to designated corridor receiving areas near SR 7/US 441</li> </ul>

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TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
Mid Term	4.8. Consider Developing And Adopting Incentives To Encourage Flexible Building Types And Small Scale Commercial Uses Along Some A and B+ Streets	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Number of new small-scale commercial, food, or service-oriented businesses established along A and B+ Streets</li> <li>Percentage of eligible projects utilizing incentives such as reduced parking, adaptive reuse, or administrative approvals</li> </ul>
Mid Term	4.9. Consider Updating the Performance Standards in Industrial and Manufacturing District (IM-2) to Encourage Live-Work Uses in Transition Areas	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Adoption of updated IM-2 live-work performance standards and transition area guidelines</li> <li>Number of live-work or adaptive reuse projects approved within designated transition areas</li> </ul>
Mid Term	4.10. Consider Developing and Adopting Public Frontage Standards and Incentives for Main Corridors	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Adoption of public frontage standards for designated A Streets corridors</li> <li>Percentage of corridor frontage improved with active uses, streetscape enhancements, and pedestrian-oriented design features</li> </ul>
Mid Term	4.11. Consider Drafting and Adopting Policies For Accessory Dwelling Units (ADUs) in the RS-6 Zoning District	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Adoption of ADU policies and design standards for the RS-6 district</li> <li>Number of ADU permits approved within residential neighborhoods</li> </ul>
Long Term	4.12. Consider Drafting and Adopting Updated Standards for New Development in the South Mixed-Use District	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> <li>City's Fire Rescue</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Adoption of updated S-MU development and frontage standards</li> <li>Percentage of new developments incorporating active frontages, setbacks, and pedestrian-oriented design features</li> <li>Number of projects providing public benefits such as open space, streetscape improvements, gateway features, or new pedestrian connections</li> </ul>
Long Term	4.13. Consider Developing And Adopting Parking Garage Standards Considering Future Conversions	<ul style="list-style-type: none"> <li>City's Planning and Urban Design Division</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Adoption of adaptable parking garage design standards</li> <li>Number of new parking structures designed for future conversion</li> </ul>

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TERM	RECOMMENDATION	PARTNERSHIPS	FUNDING	KEY PERFORMANCE INDICATORS
<b>05. BRANDING &amp; ECONOMIC DEVELOPMENT</b>				
Short Term	5.1. Consider Installing Clear Wayfinding Signage and Developing a Business Registry/Directory to Improve Access and Visibility for Local Businesses	<ul style="list-style-type: none"> <li>City of Hollywood (Public Works, Planning, Economic Development)</li> <li>Greater Hollywood Chamber of Commerce</li> <li>Washington Park business and property owners</li> <li>Broward County Traffic Engineering (right-of-way)</li> </ul>	<ul style="list-style-type: none"> <li>City capital budget</li> <li>Broward County Transportation Surtax (mobility-linked wayfinding)</li> <li>Directory sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>Wayfinding signs installed</li> <li>Businesses listed in registry/directory</li> <li>Directory views and search activity</li> <li>Business-reported gain in visibility</li> </ul>
Short Term	5.2. Consider Refining and Adopting a Clear And Consistent Branding Package Specifically for Washington Park	<ul style="list-style-type: none"> <li>City of Hollywood (Communications, Economic Development)</li> <li>Creator economy designer Greater Hollywood Chamber of Commerce</li> <li>Washington Park business association</li> </ul>	<ul style="list-style-type: none"> <li>City economic development budget</li> <li>Chamber and private co-investment</li> </ul>	<ul style="list-style-type: none"> <li>Brand package adopted by the City</li> <li>Businesses using the brand assets</li> <li>Brand recognition (baseline vs follow-up survey)*</li> </ul>
Short Term	5.3. Consider Launching A Campaign To Brand Washington Park As "Hollywood's Service & Trades District."	<ul style="list-style-type: none"> <li>City of Hollywood Greater Hollywood Chamber of Commerce</li> <li>CareerSource Broward Local trade associations Media partners</li> </ul>	<ul style="list-style-type: none"> <li>City marketing and economic development budget</li> <li>Sponsorships CDBG</li> </ul>	<ul style="list-style-type: none"> <li>Campaign active engagement (primary) / reach and impressions (secondary)</li> <li>Earned media placements</li> <li>New business openings (primary) and inquiries (secondary)</li> <li>District name recognition</li> </ul>
Short Term	5.4. Consider Collaborating With Technical Schools, Trade Associations and Workforce Boards To Connect Residents And Nearby Workers With Employment And Training Opportunities	<ul style="list-style-type: none"> <li>CareerSource Broward</li> <li>Atlantic, McFatter, and Sheridan Technical Colleges</li> <li>Broward College</li> <li>Trade associations (AGC, ABC)</li> <li>Washington Park employers</li> </ul>	<ul style="list-style-type: none"> <li>CareerSource Broward (WIOA)</li> <li>Florida Job Growth Grant Fund</li> <li>Apprenticeship grants</li> <li>Employer cost-share</li> </ul>	<ul style="list-style-type: none"> <li>Residents and workers trained</li> <li>Job placements</li> <li>Apprenticeships created</li> <li>Participating employers</li> </ul>
Short Term	5.5. Consider Hosting Trade Fairs, Service Showcases, Or Open Houses That Highlight The Skills And Entrepreneurial Energy Of Washington Park's Businesses	<ul style="list-style-type: none"> <li>Greater Hollywood Chamber of Commerce</li> <li>Washington Park business owners</li> <li>CareerSource Broward</li> <li>Technical colleges</li> <li>City special events</li> </ul>	<ul style="list-style-type: none"> <li>Event sponsorships</li> <li>Exhibitor and vendor fees</li> <li>City events budget</li> <li>CDBG</li> </ul>	<ul style="list-style-type: none"> <li>Events held</li> <li>Exhibitor count</li> <li>Attendance</li> <li>Leads and contracts generated</li> </ul>
Short Term	5.6. Consider Launching a Corridor Activation Initiative	<ul style="list-style-type: none"> <li>City of Hollywood</li> <li>Property and business owners</li> <li>Greater Hollywood Chamber of Commerce</li> <li>Arts and cultural organizations</li> </ul>	<ul style="list-style-type: none"> <li>City capital and economic development budget</li> <li>Facade and streetscape grants</li> <li>Property owner match</li> <li>Placemaking grants</li> </ul>	<ul style="list-style-type: none"> <li>Storefronts and parcels activated</li> <li>Activation events held</li> <li>Foot traffic (Placer.ai)</li> <li>Storefront occupancy rate</li> <li>Private reinvestment dollars</li> </ul>
Short Term	5.7. Consider Establishing a Business Concierge and Deal Facilitation Desk Specifically for Washington Park	<ul style="list-style-type: none"> <li>City of Hollywood Economic Development</li> <li>Florida SBDC at FAU</li> <li>Greater Hollywood Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>City economic development budget</li> <li>Broward County small business programs</li> <li>Florida SBDC (state/federal)</li> </ul>	<ul style="list-style-type: none"> <li>Businesses served</li> <li>Permits and cases expedited</li> <li>New businesses opened</li> <li>Retention and expansion assists</li> </ul>

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Short Term	5.8. Consider Launching a Local Business and Innovation Amplifier Program	<ul style="list-style-type: none"> <li>Levan Center at Nova SE University</li> <li>Greater Hollywood Chamber of Commerce</li> <li>Broward College</li> <li>Local lenders and CDFIs</li> <li>Washington Park businesses</li> </ul>	<ul style="list-style-type: none"> <li>CDBG microenterprise</li> <li>CDFI lending</li> <li>Florida SBDC</li> <li>EDA</li> <li>Philanthropic sources</li> </ul>	<ul style="list-style-type: none"> <li>Businesses enrolled</li> <li>Capital accessed</li> <li>Participant revenue growth</li> <li>Jobs created</li> </ul>
Mid Term	5.9. Consider Establishing a Washington Park Economic Implementation Task Force	<ul style="list-style-type: none"> <li>City of Hollywood</li> <li>Greater Hollywood Chamber of Commerce</li> <li>Business and property owners</li> <li>CareerSource Broward</li> <li>Technical colleges</li> </ul>	<ul style="list-style-type: none"> <li>City economic development staffing</li> <li>In-kind partner time</li> <li>CDBG planning and administration</li> </ul>	<ul style="list-style-type: none"> <li>Task force established</li> <li>Meeting cadence maintained</li> <li>Implementation milestones completed</li> <li>Recommendations advanced</li> </ul>
Mid Term	5.10. Consider Developing Targeted Investor/Developer Outreach	<ul style="list-style-type: none"> <li>City of Hollywood Economic Development</li> <li>Broward County Office of Economic and Small Business Development</li> <li>Commercial brokers</li> </ul>	<ul style="list-style-type: none"> <li>City economic development budget</li> <li>Marketing materials budget</li> <li>Private co-investment</li> </ul>	<ul style="list-style-type: none"> <li>Investor and developer meetings</li> <li>Site tours conducted</li> <li>Prospects in pipeline</li> <li>Letters of intent</li> <li>Closed investments</li> </ul>
Mid Term	5.11. Consider Re-purposing Underperforming Parcels for Business Incubation	<ul style="list-style-type: none"> <li>City of Hollywood</li> <li>Property owners</li> <li>Florida SBDC at FAU</li> <li>Broward County</li> <li>Incubator operators</li> </ul>	<ul style="list-style-type: none"> <li>New Markets Tax Credits</li> <li>EDA public works and incubator grants</li> <li>Florida Job Growth Grant Fund</li> <li>Private development</li> <li>Opportunity Zone 2.0 (if awarded)</li> </ul>	<ul style="list-style-type: none"> <li>Parcels repurposed</li> <li>Incubator square footage delivered</li> <li>Tenant businesses housed</li> <li>Jobs created</li> <li>Private investment leveraged</li> </ul>
Long Term	5.12. Solidify Washington Park as Hollywood’s Service & Trades District	<ul style="list-style-type: none"> <li>All partners above, coordinated through an Economic Implementation Task Force</li> </ul>	<ul style="list-style-type: none"> <li>Blended public and private funding</li> <li>Sustained City economic development commitment Grants</li> <li>Project-based tax increment financing through an Urban Infill and Redevelopment Area (Chapter 163, Part II), authorizing TIF outside a CRA</li> </ul>	<ul style="list-style-type: none"> <li>District identity established</li> <li>Cumulative jobs, businesses, and investment</li> <li>Business retention rate</li> <li>Brand adoption</li> <li>Sustained event calendar</li> </ul>
<b>06. COMMUNITY ENGAGEMENT &amp; EDUCATION</b>				
All	6.1. Consider Developing A Coalition Between Business Owners, Washington Park HOA, And City Officials	<ul style="list-style-type: none"> <li>Business Owners</li> <li>Washington Park HOA</li> <li>City officials</li> </ul>	<ul style="list-style-type: none"> <li>City's economic development programs</li> <li>CDBG Funds</li> </ul>	<ul style="list-style-type: none"> <li>Number of collaborative projects or initiatives implemented through the coalition annually</li> </ul>
All	6.2. Consider Enhancing Notification Processes To Ensure All Property Owners And Residents And Tenants Are Informed of Updates In A Timely Manner	<ul style="list-style-type: none"> <li>Communications, Marketing &amp; Public Affairs</li> <li>Information Technology (for Hollywood Connect App and digital platforms)</li> </ul>	<ul style="list-style-type: none"> <li>City's general fund</li> </ul>	<ul style="list-style-type: none"> <li>Number of contacts maintained in the notification database</li> <li>Number of outreach notifications issued annually</li> </ul>

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