

**ATTACHMENT D**  
Washington Park  
Community  
Outreach Report



# WASHINGTON PARK

HOLLYWOOD | FLORIDA

**COMMUNITY OUTREACH REPORT**

**Industrial Area**

**Redevelopment Program**

May 2026

**plusurbia.**

**PREPARED FOR**  
The City of Hollywood



**CITY OF HOLLYWOOD**

**CITY LEADERSHIP**

Mayor Josh Levy  
Vice Mayor Traci L. Callari  
Commissioner Idelma Quintana  
Commissioner Caryl S. Shuham  
Commissioner Peter D. Hernandez  
Commissioner Adam Gruber  
Commissioner Kevin D. Biederman

**CITY STAFF SUPPORT**

Raelin Storey  
Jovan Douglas  
Andria Wingett  
Ryon Coote  
Roger Caruso  
Mitch Posner  
Herb Conde-Parlato

**PROJECT MANAGEMENT STAFF**

Cameron Palmer  
Anand Balram  
Nicole Moyo  
Umar Javed  
Urja Modi

Thank you to the invaluable contribution of all City of Hollywood Departments, residents, business owners and stakeholders that supported this effort.

**PROJECT TEAM**

**PLUSURBIA**

Krishna Baquiran  
Maria Bendfeldt  
Beau Clardy  
Manuel De Lemos  
Jessica Feltrin  
Dylan Gehring  
Charisse Magallano  
Megan McLaughlin  
Juan Mullerat  
Almira Lazana  
Cristina Parrilla  
Fatima Racraquin

**EXP TRANSPORTATION**

Jose Clavell  
Jesus Fuentes  
Leny Huaman

**BUSINESS FLARE**

Alicia Alleyne  
Kevin Crowder  
Camilo Lopez

**PUBLIC OUTREACH SUMMARY - WASHINGTON PARK INDUSTRIAL AREA REDEVELOPMENT PROGRAM**

© 2026 Plus Urbia, LLC

A publication of Plusurbia Design, a planning, urban design, development, and architectural design firm.

**NOTES**

The authors have made every effort to recognize and indicate in each issue the copyright of the published images. However, if we do not correctly attribute or not include the rights owner, authors and readers are welcome to contact the authors at [info@plusurbia.com](mailto:info@plusurbia.com).

# TABLE OF CONTENTS

---

- 1. INTRODUCTION..... 4
- 2. TIMELINE..... 6
- 3. PROJECT WEBSITE ..... 8
- 4. OPEN HOUSE..... 10
- 5. WORKSHOPS..... 12
- 6. WALKING AUDIT..... 26
- 7. PROJECT SURVEY 1..... 28
- 8. PROJECT SURVEY 2..... 30
- 9. CONCLUSION & SUMMARY ..... 32
- APPENDIX..... 34

# 1. INTRODUCTION

## PROJECT BACKGROUND

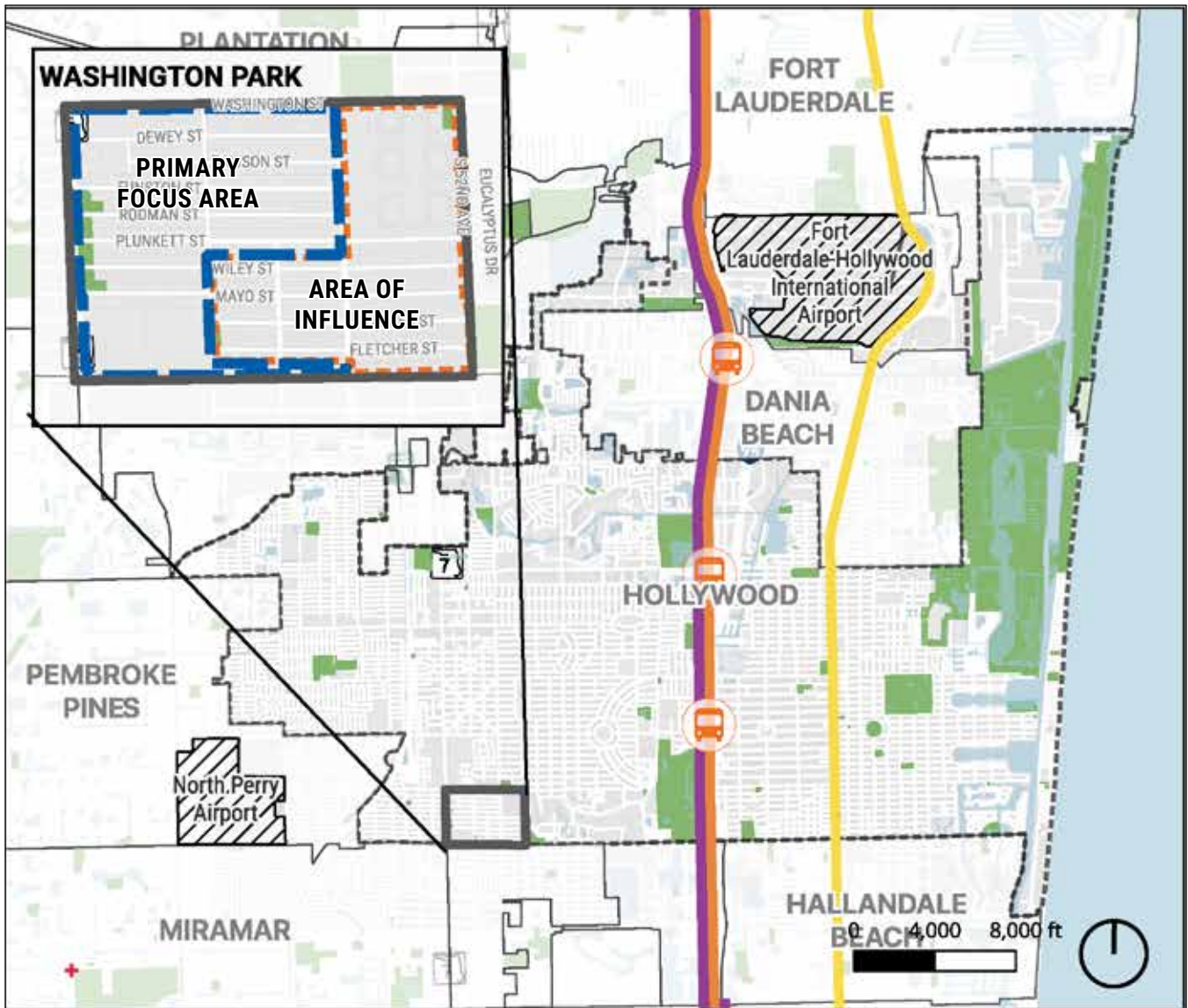
In November 2024, The City of Hollywood, Florida, launched the Washington Park Redevelopment Program to create a future vision for the Washington Park Industrial Area.

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.









## COMMUNITY OUTREACH

**Community engagement serves as the beating heart behind this plan.** As such, the following pages document the multi-month deployment of online tools, surveys, workshops, a walking audit, and more that were used to help inform future phases of this project. Through these rounds of input and events, participants expressed several shared priorities regarding Washington Park's identity and vision for its future. Those findings are also presented here. **This report documents input shared by residents, business owners, property owners, and other stakeholders through engagement activities.** The ideas summarized in this document reflect community perspectives and themes raised during outreach and do not represent City policy, City Commission direction, or commitments to future action.



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

LEGEND

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

# 2. TIMELINE

## ENGAGING THE COMMUNITY

In such a varied, eclectic district, investing as much time as possible into community engagement was essential to grounding the project's direction in the vision established by Washington Park's closest stakeholders, those who live and work there. To accomplish this, engagement spanned several months, beginning in late July 2025 with the launch of the project website and ultimately concluding after Survey 2 closed on May 29, 2026.

The most important tools for collecting feedback, the community open house and subsequent workshops, were bookended by initial and follow-up surveys. The first of these was broader in scope, asking about Washington Park today and what respondents would like to see in their community in the future. The second posed the question: "Did we hear you?" to help validate the themes heard during the public engagement.

While the online surveys proved useful, the Washington Park community preferred to engage with the project in-person,

resulting in a very well-attended open house and workshops. Substantial feedback from these events revealed **strong support for maintaining the industrial area's character and uses, while striving for improved parking, property upkeep, and infrastructure.** Other concerns included implementing strong buffering standards to separate non-residential uses from the rest of the neighborhood and better drainage.

Following these events, the project team and city support staff participated in a walking audit of Washington Park, exploring the area on foot and discussing their observations. A detailed StoryMap of observations was posted on the project website.

Overall, spanning several months, multiple events, and diverse methods of collecting feedback, the engagement process provided fundamental input for the final Master Plan that will remain important as planning work continues.



Image 01. Community participation at the Washington Park open house. (Source: Plusurbia).

**JULY 21, 2025**



**LAUNCH PROJECT WEBSITE**

Launch of [WashingtonParkHollywood.com](http://WashingtonParkHollywood.com), a centralized hub for project information, materials, and online engagement.

**SEPTEMBER 30, 2025**



**COMMUNITY OPEN HOUSE**

Hosted at the Washington Park Community Center, this gallery-style open house introduced the project and collected valuable feedback through board surveys.

**Flyers were posted at the Washington Park Community Center & City Hall, and distributed in person to businesses, senior housing complexes, and residential buildings one week before the open house.**

**Notify Me email blast to residents dates: 09/9, 09/17, 09/23, 09/30. City's Facebook posts dates: 09/10, 09/17, 09/22, 09/29**

**DECEMBER 4, 2025**



**WALKING AUDIT**

Two teams conducted a walking audit of Washington Park, recording photos, data, and observations through field mapping. A detailed StoryMap was posted on the project website.

**AUGUST 11, 2025**



**FIRST SURVEY OPENS**

Designed to increase baseline understanding of Washington Park, Survey 1 opened on Aug 11 and accepted 26 responses by Dec 17, 2025.

**The survey link was promoted with the Open House and Community Workshops efforts.**

**OCTOBER 28, 2025**



**COMMUNITY WORKSHOPS**

A series of three hands-on workshops at City Hall and the Washington Park Community Center collected detailed feedback through small group activities.

**Notify Me email blast to residents dates: 10/14, 10/21, 10/28**

**APRIL 10, 2026**



**SECOND SURVEY OPENS**

Survey 2 verified the team's findings from all prior engagement, proposed several policy ideas, and received 15 responses by May 2026.

Table 01. Project community engagement timeline. (Source: Plusurbia).

# 3. PROJECT WEBSITE

## CREATING AN ONLINE HUB

Providing online engagement opportunities alongside traditional hands-on workshops was a strategic decision to maximize accessibility and community involvement throughout the entire planning process.

Launched in July 2025, two months ahead of the first open house, [WashingtonParkHollywood.com](http://WashingtonParkHollywood.com) served as the project’s digital hub. Among other capabilities, the site allowed the public to track planning stages and updates, review materials from past presentations and events, access photos and videos, and even leave comments on an interactive Washington Park map.

One of the best engagement features, the map allowed community members to add public contributions, inviting them to share their feedback about specific intersections, lots, points of interest, and more for the team and other site visitors to see. This capability mirrored some of the exercises conducted at the project workshops, ensuring

the same opportunities were accessible to those unable to participate in-person.

Content was added or updated on the website a minimum of once every two weeks to ensure information remained current and accurate. This included managing shortcut links to open surveys and publishing the results after they were closed. Several features of the project website are shown on the opposite page.



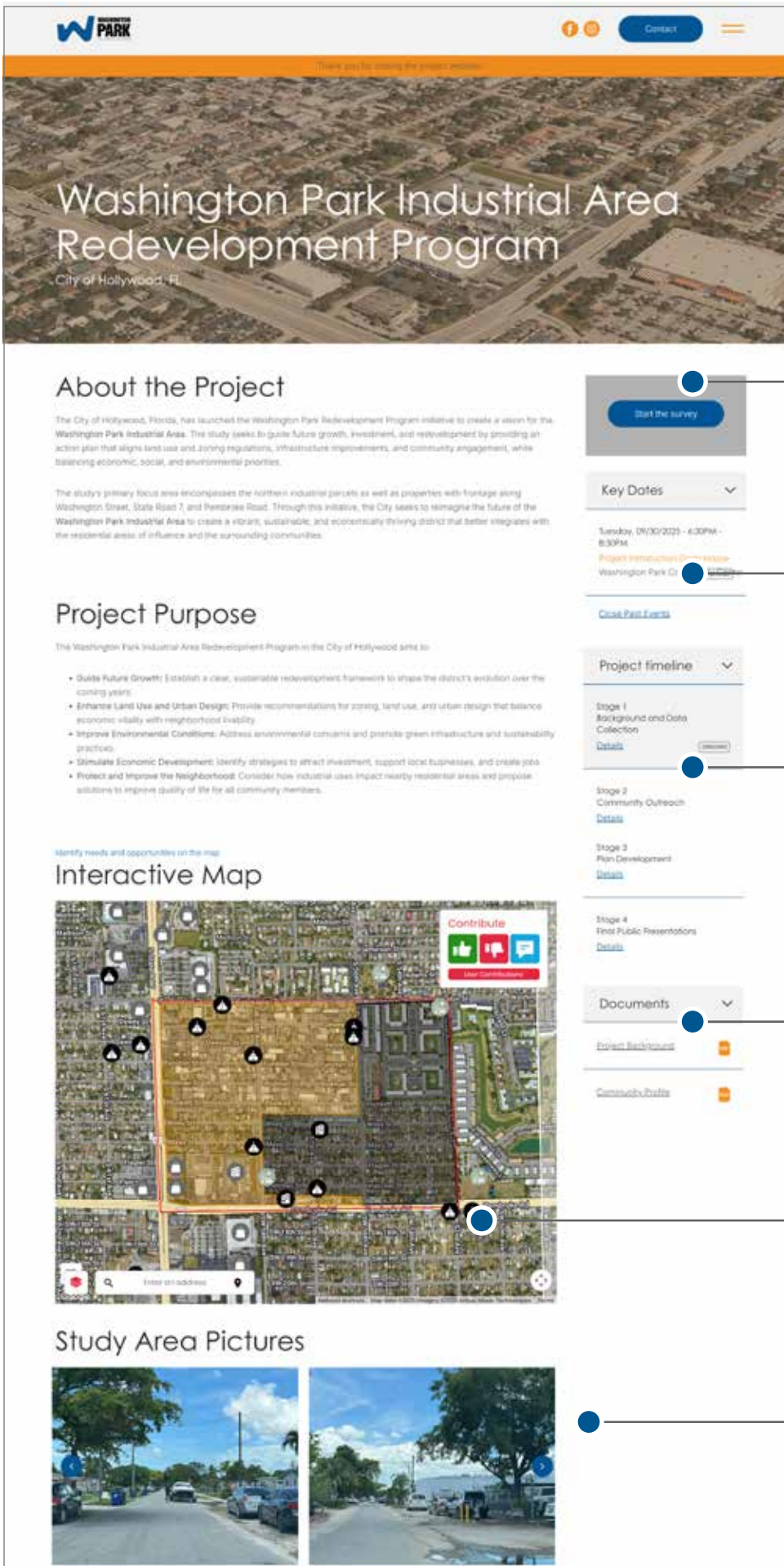
Image 02. Frames from the project promotional video (Source: Plusurbia).



Image 03. Project branding assets (Source: Plusurbia, City of Hollywood).

## BUILDING A BRAND

To build awareness of the project and excitement about community engagement, the team developed a distinct brand for the Washington Park Redevelopment Program. The brand first debuted on the website and was used across multiple social media accounts to share announcements, flyers, and short-form video. A large banner was even displayed at in-person events. Overall, these branding assets helped build recognition for the planning project and now serve as the underlying graphical identity of the Master Plan and other final documents.



## WASHINGTON PARK PROJECT WEBSITE

### PROJECT SURVEY

Active project surveys are easy to access without a specialized link.

### KEY DATES

Sidebar calendar informs site visitors of upcoming community engagement events.

### PROJECT TIMELINE

Timeline helps stakeholders track project stages and the on-going planning process.

### DOCUMENT LIBRARY

Allows community members to download reports and deliverables created during the planning process.

### INTERACTIVE MAP

This tool mirrors workshop exercises, allowing stakeholders to add online comments about specific places.

### PROJECT PHOTOS

A centralized place where research, community engagement, and other photos are displayed.

# 4. OPEN HOUSE

## EXPLORING THE PRESENT & FUTURE

On September 30, 2025, the project team hosted an open house at the Washington Park Community Center, formally introducing the project to residents, employees, and other local stakeholders. Participation transcended diverse demographic groups, drawing about 65 attendees during the three-hour event. **82% of participants indicated they live, work, or own/ lease property in Washington Park.**

With a drop-in style format, community members were greeted by the City and consultant team, who led them through a series of boards and activities. The first material presented was informational, providing new economic and demographic data on Washington Park, while nine interactive boards asked participants to express their vision for the area's future.

Overall, **participants expressed interest in a Washington Park that is increasingly green, visually improved, and underpinned by superior infrastructure, including**

**upgraded streets, drainage, and parking solutions.** Sticker votes, comments on boards, and results from Survey 1 indicated broad support for district-wide facade upgrades, interest in limited mixed-use (including restaurants and artist spaces), and the desire for more passive and active green space. When asked about connectivity, 60% of respondents said they would like to use local shuttles and micro transit.

While there was an overall desire for several key improvements, open house participants emphasized Washington Park's importance as a relatively affordable place to live and do business. As such, **their collective vision gravitated more toward calibrated upgrades and incremental changes, rather than calls for sweeping redevelopment.** Combined with data, these sentiments helped to inform the next steps of the planning process.



Image 05. Open house participants vote with visual preference boards and other activities. (Source: Plusurbia).



Image 06. Open house Flyer. (Source: Plusurbia).



Image 07. Well-attended project Open House at the Washington Park Community Center. (Source: Plusurbia, City of Hollywood).

# 5. WORKSHOPS

## FACILITATING A DEEPER DIALOGUE

Three workshops on October 28, 2025 brought together business owners, residents, and City of Hollywood department leaders to discuss short, mid, and long-term priorities for the future of Washington Park. These events allowed for a **deeper dialogue** between participants and the project team that revealed more nuanced community insights.

Across all activities, participants expressed a strong desire to **preserve the district's unique warehouse character while improving safety, cleanliness, mobility, and economic opportunity**. Feedback included support

for better communication and engagement, a clearer vision and identity for the district, upgraded streets and infrastructure, more effective parking and enforcement strategies, thoughtful land use and urban design, strengthened branding and beautification efforts, and ongoing community education and collaboration.

Overall, participants' priorities centered on **supporting local businesses and neighborhood stability** in a way that benefits both residents and the industrial community. Each of the ideas raised contributed to the final Master Plan's recommendations.



Image 09. Workshop participants discuss the vision for the future. (Source: Plusurbia, City of Hollywood).

**WASHINGTON PARK**  
HOLLYWOOD | FLORIDA

# WORKSHOP

**Join Our Hands-On Design Workshop**

We've listened, learned, and gathered your ideas during the Open House. Now, it's time to roll up our sleeves and design together!

The City of Hollywood invites you to a hands-on workshop to help create a shared vision for the Washington Park Industrial Area. In this interactive session, you'll collaborate directly with planners and designers to explore options and develop specific proposals for improving the neighborhood.

Your creativity and local insight will play a key role in shaping the future of Washington Park!

**Tuesday, OCT 28**  
**6 PM - 8 PM**  
**Washington Park Community Center**  
5199 Pembroke Rd Hollywood, FL 33021

Scan the QR code with your phone to access the project website and take the survey!

For more information  
@washingtonpark@hollywoodfl.org  
www.washingtonparkhollywood.com

Hollywood

Image 10. Workshop Flyer. (Source: Plusurbia).



**"Protect warehouses"**

*Workshop participant*

**"Enhance the area's appearance, safety, and function – while keeping its identity as a true Warehouse District"**

**Nadine McCrea**  
*Neighborhood Association Leader & Resident*

**"Need for parking and facade improvements"**

*Workshop participant*

**"Unique warehouse district"**

*Workshop participant*

Image 11. Photos, map activities, and participant quotes from the hands-on workshop. (Source: Plusurbia, City of Hollywood).

## INITIAL OBSERVATIONS MAP

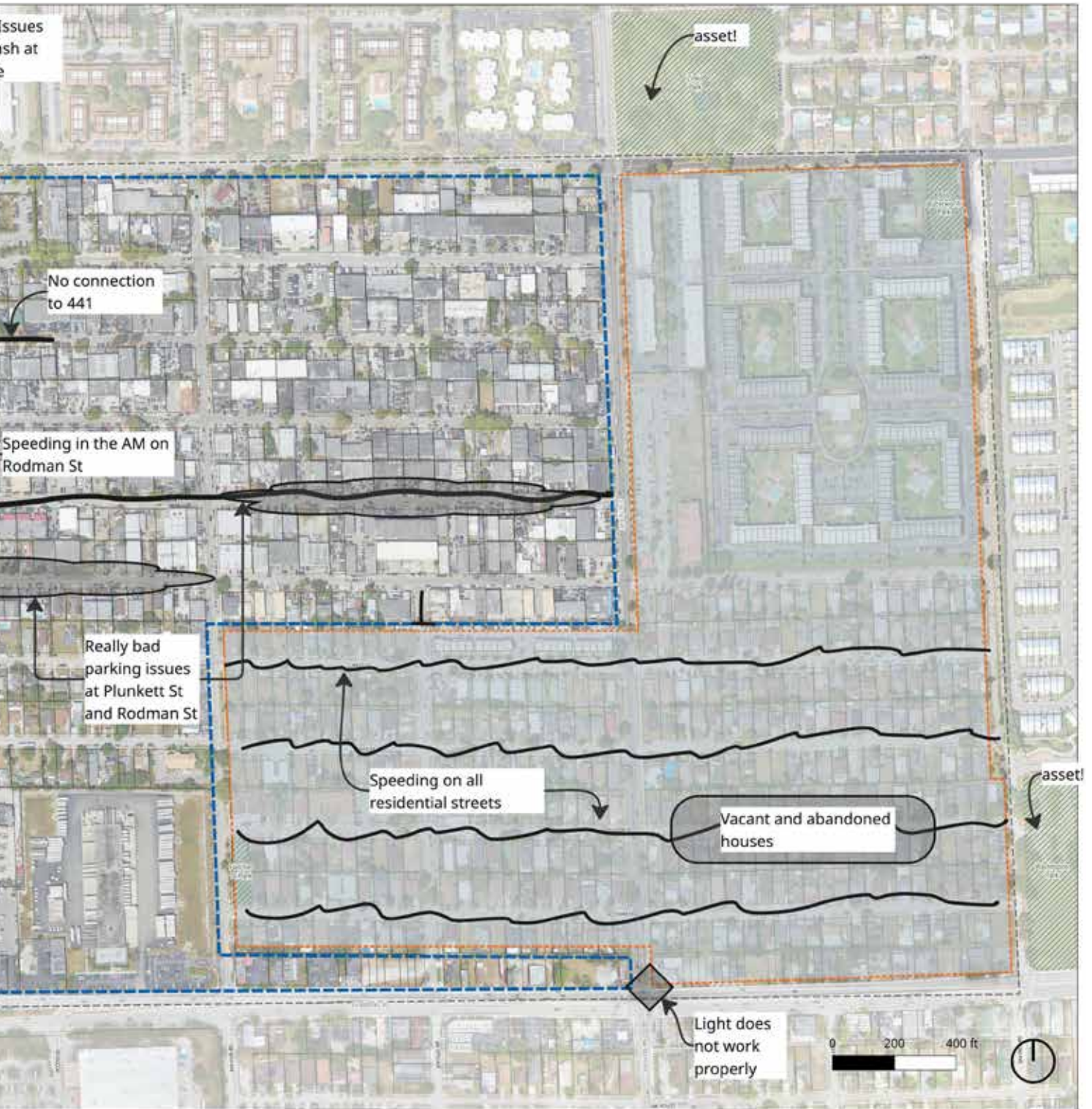
After sharing initial findings from the existing conditions analysis, open house, and online survey, the consultant team asked plan participants to **consider short, mid, and long-term visions** for the area. While not the final Master Plan recommendations themselves, this detailed feedback helped to set the course for later planning stages.

Through this exercise, several perceptions emerged, with key observations including:

- Ongoing **safety and trash management concerns** particularly at the Aldi site along Washington Street.
- **Limited connectivity within the industrial district**, including the lack of a connection to US 441 from Dawson Street.
- **Persistent speeding issues** on Rodman Street and surrounding residential streets.
- **Widespread parking and loading challenges** throughout the industrial area.
- **Strong existing parks and open spaces** that could serve as important assets for the community.



Map 02. Workshops Summary Observations. (Source: Plusurbia).



## SHORT TERM FEEDBACK MAP

Participants identified the following short-term ideas and concerns during workshop discussions. These included practical improvements to make the industrial area safer, more attractive, and more supportive of businesses while reducing impacts on nearby residents. Feedback focused on mobility, parking, code enforcement, stormwater management, beautification, and improving compatibility between industrial and residential areas.

- **Improve mobility infrastructure:** repair sidewalks and crosswalks, calm traffic, and better manage traffic and speeding in residential areas.
- **Strengthen parking management:** enforce timed parking, address illegal storage, regulate auto-related uses, and formalize swale and temporary parking options.
- **Support businesses through flexible parking standards,** shared parking opportunities on gravel lots, small business directories, and transition help for businesses that have outgrown the area.
- **Enhance appearance** with facade upgrades, paint, coordinated signage, more landscaping, hidden trash areas, and grant programs for improvements.
- Add trees, planters, and green buffers to **soften industrial edges and improve neighborhood transitions.**
- **Ensure fair, consistent code enforcement** across all property types, including clear rules for tenants and owners.
- **Improve community engagement:** HOA coordination, educational programs, block parties, local employer connections, and continued planning updates.
- **Continue stormwater improvements** with the aid of permeable materials, improved drainage, and selective swale restoration (where appropriate).



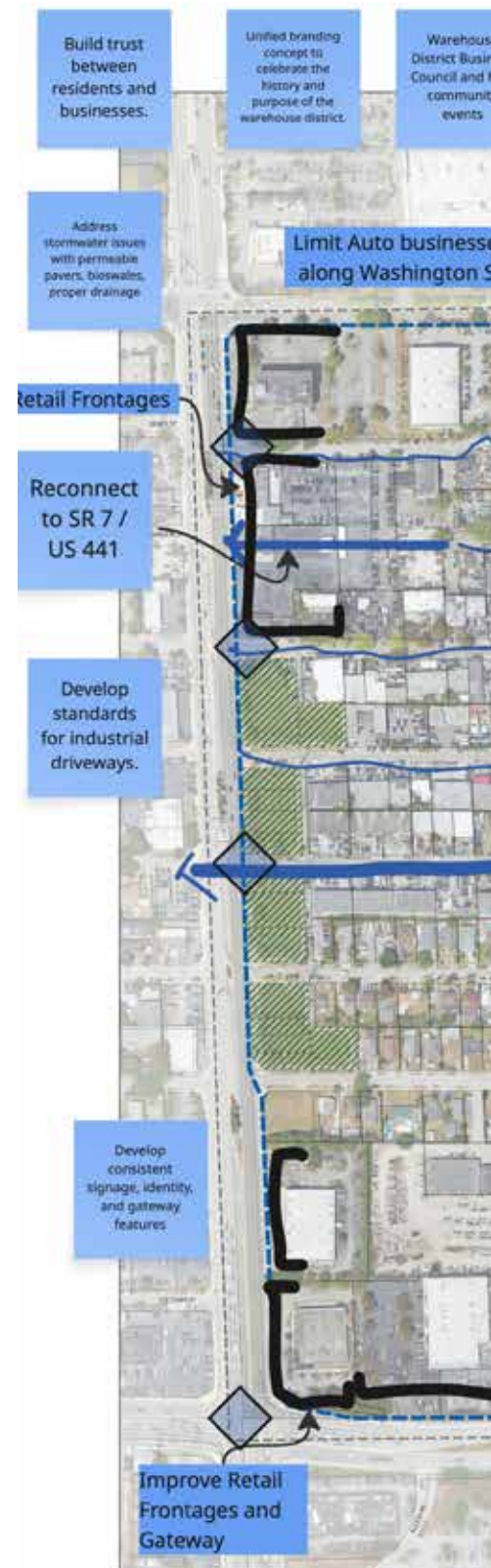
Map 03. Workshops Summary Observations. (Source: Plusurbia).



## MID TERM FEEDBACK MAP

Participants discussed a mid-term vision to strengthen the business environment and improve connections between the industrial district and nearby neighborhoods. Dialogue emphasized better mobility and streets, enhanced safety and walkability, a more diverse business mix, stronger warehouse district identity, and improved relationships between residents and businesses.

- **Improve streets and mobility:** consider one-way streets, wider rights-of-way, better sidewalks and crosswalks, pedestrian passages, and designated loading areas.
- **Address parking and storage needs** through better management, remote storage areas, and rebalanced right-of-way widths.
- **Repair residential streets** and ensure they can safely accommodate all users.
- **Support a more diverse business mix,** startups, pop-ups, food trucks, and flexible, complementary uses.
- **Explore future uses** while preserving warehouse character.
- **Improve pedestrian comfort** with lighting, benches, signage, and safer walking routes between businesses and neighborhoods.
- **Upgrade utilities,** Wi-Fi, lighting, and security infrastructure to attract investment and deter dumping or unsafe activity.
- **Strengthen safety and code compliance,** including concerns around vacant homes.
- **Create identity and branding** for the Warehouse District with murals, gateways, signage, and wayfinding.
- **Encourage resident and business relationships** and community cohesion through events, a potential business council, and better communication and collaboration.



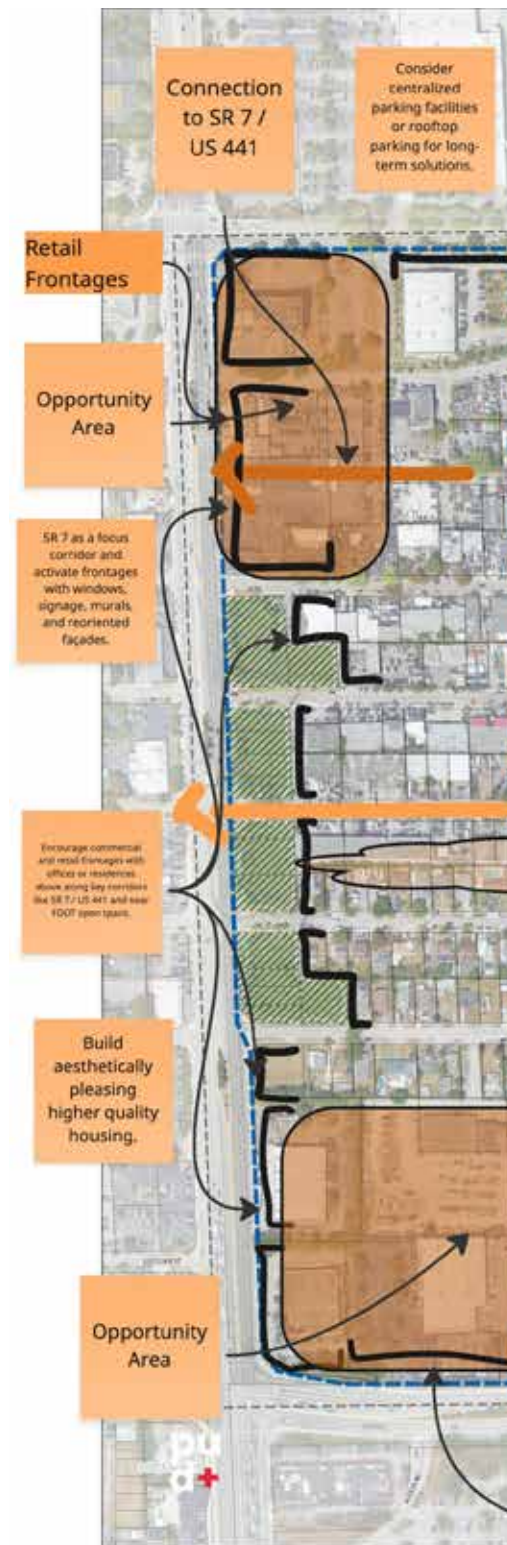
Map 04. Workshops Summary Mid Term Vision. (Source: Plusurbia).



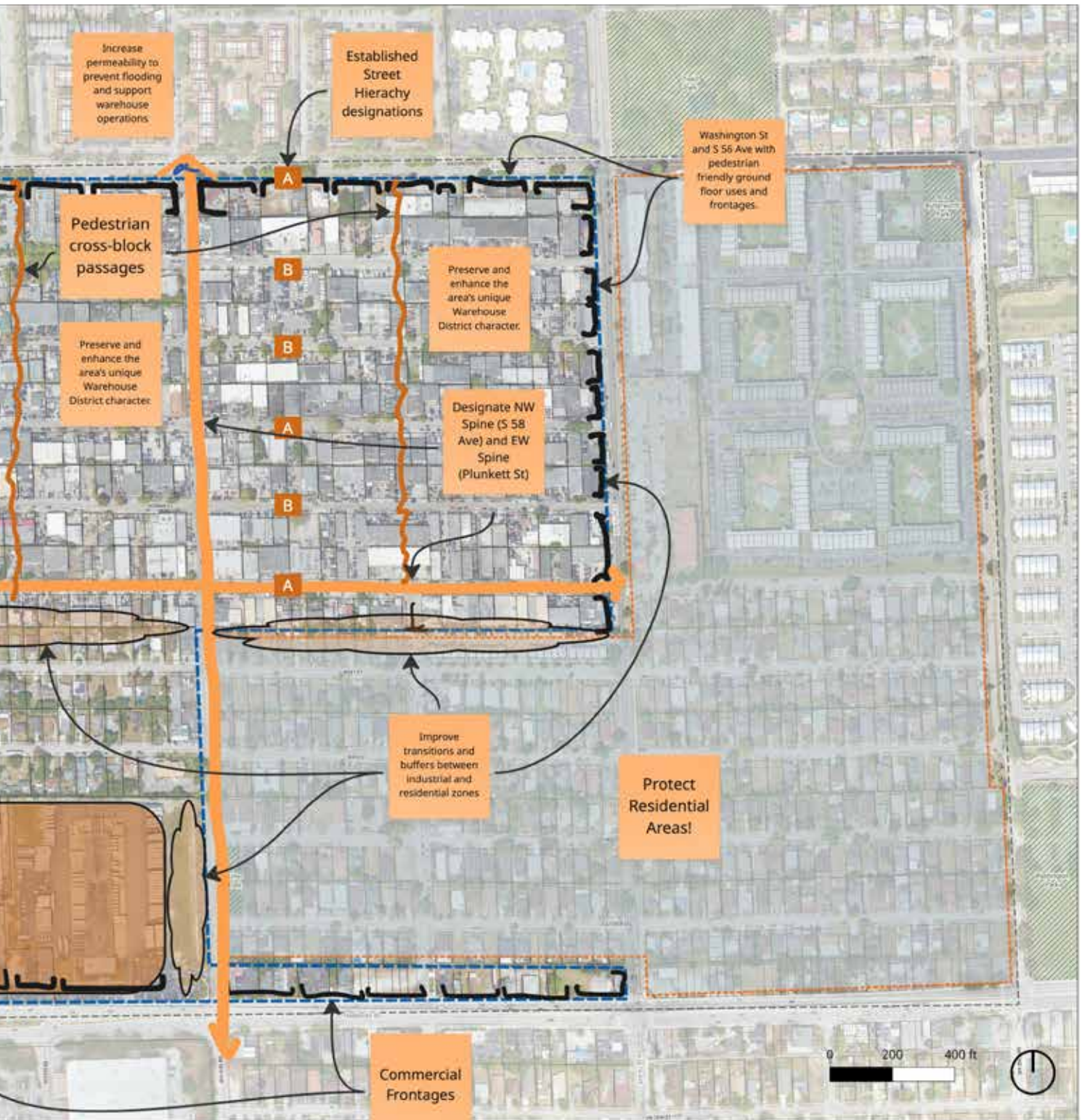
## LONG TERM FEEDBACK MAP

Finally, participants envisioned the long-term future of the Washington Park Industrial Area as a **modern, sustainable, and competitive warehouse district**. Feedback focused on stronger connections, improved infrastructure and resiliency, strategic mixed-use opportunities along key corridors (while protecting warehouse and single family neighborhoods), and better transitions between industrial and residential areas.

- **Identify and prioritize major connections** such as the neighborhood's north-south spine (S 58 Ave) and east-west spine (Plunkett St), with the potential for primary and secondary street designations.
- **Develop long-term parking solutions**, including centralized parking facilities, rooftop parking, or a shared commercial garage through public-private partnerships.
- **Support mixed-use or commercial activity along major corridors**, while respecting the warehouse and residential districts.
- **Recognize opportunity sites**, for potential redevelopment. Housing type options were raised as a long-term topic of discussion, not a zoning proposal.
- **Encourage pedestrian-friendly frontages** along Washington St, S 56 Ave, Pembroke Rd, and SR-7 / US-441.
- **Strengthen buffers between industrial and residential areas** with compatible uses and improved transitions and landscaping.
- **Improve long-term flood resilience** and operational efficiency through permeability upgrades and mitigation strategies.



Map 05. Workshops Summary Long Term Vision. (Source: Plusurbia).



# KEY THEMES + PRIORITIES

Key themes and priorities emerged across the following seven (7) main areas.\*

\*These initial observations and ideas reflect community input and are preliminary, subject to refinement, and intended to inform future project phases. This document records input heard and does not represent City policy, Commission direction, or commitments to action.

## 1. COMMUNICATION & COMMUNITY ENGAGEMENT

- Rebuild trust through ongoing dialogue between residents, businesses, and City representatives.
- Improve notification processes to ensure all property owners and residents are informed in a timely and transparent manner.
- Offer multiple meeting times and locations to encourage participation during planning exercises.
- Collaborate with the Washington Park HOA and present planning updates at future homeowner meetings.
- Educate residents and stakeholders on the benefits and intent of mixed-use development.
- Create education programs for compliance and code awareness.
- Plan neighborhood block parties and events to boost community involvement.

## 2. VISION & IDENTITY

- Preserve and enhance the area's unique Warehouse District character.
- Strengthen safety, aesthetics, and functionality while protecting existing small industries and jobs.
- Recognize the district as the "Pinnacle of Auto Services" and a cornerstone of local business vitality.
- Participants raised concerns about affordability, tax impacts, and the potential for displacement, emphasizing the importance of considering these issues in future planning.

Classification by idea timeframe:

- Short ● Mid ● Long ● Ongoing

- Encourage entrepreneurship to position Washington Park as a hub for small businesses and trades.
- Support local hiring practices.
- Consider how major utility upgrades align with the broader community vision.
- Locate and build on insights from the 1995 Master Plan.

## 3. STREET DESIGN & INFRASTRUCTURE

### Short Term

- Add or repair sidewalks and crosswalks to increase safe pedestrian access on industrial streets.
- Paint clear directional arrows and improve traffic flow (e.g., "no parking" and loading zones).
- Not every block is problematic, focus enforcement and improvements strategically.
- Install speed bumps or traffic calming features on residential streets.
- Limit truck traffic and speeding on residential streets.
- Address stormwater issues with permeable pavers, bioswales, proper drainage, and waterline upgrades.
- Phase in swale restoration where appropriate and needed.
- Eliminate unnecessary swales in business areas.

### Mid Term

- Consider implementing one-way streets to improve cross-sections and create space for trees, sidewalks, benches, parking, and loading.
- Use pedestrian cross-block passages for long blocks.

- Consider creating provisions for ROW (right-of-way) expansion.
- Invest in sidewalk conditions and crosswalks to improve pedestrian access between warehouses and nearby businesses.
- Repair and repave residential streets (fill potholes, fix uneven surfaces).
- Allow street improvements for vehicles of all sizes.

### Long Term

- Designate Washington Park's north-south spine (S. 58 Ave) and east-west spine (Plunkett St) as key connections to and across the area.
- Consider A/B Street designations to manage frontages in the future.
- Cultivate pedestrian-friendly ground floor uses and frontages along Washington St and S. 56 Ave.
- Improve transitions/ buffering behind the commercial buildings along the Pembroke Rd corridor.
- Develop a strategy to increase permeability to prevent flooding and support warehouse operations (e.g., permeable pavers).

## 4. PARKING & ENFORCEMENT

### Short Term

- Enforce timed parking to eliminate long-term vehicle storage on the streets.
- Encourage parking strategies that improve business access and traffic circulation.
- Increase code enforcement patrols for illegal parking and vehicle storage. Target illegal parking, untagged vehicles and junk storage.
- Consider relaxing parking lot design standards to allow temporary gravel lots. Develop minimum, flexible standards to make implementation feasible for business owners.

- Consider shared parking programs among nearby businesses.
- Improve signage, regulate car sales operations, and ensure enforcement is fair and consistent.
- Consider giving violation notices and fines to tenants, not the property owners.
- Add "No Parking" signs on swales and address double-parking and loading issues on streets.
- Limit car lots to prevent misuse of parking and street space.
- Formalize and maximize swale parking through striping, clear delineation, and enforcement. Use turf block/ pavers on grass.
- Address grandfathered uses and parking arrangements with clarity and fairness.
- Pair parking strategies with facade and streetscape improvements to enhance the area's appearance and functionality.

### Mid Term

- Rebalance ROW widths to account for additional car storage needs.
- Designate and enforce loading-only areas to prevent double-parking/ blocking streets.
- Reduce parking congestion through designated parking areas and better management.
- Develop off-site or remote vehicle storage areas to free up street parking.

### Long Term

- Consider centralized parking facilities or rooftop parking for long-term solutions.
- Explore development of a paid, centralized parking garage through public-private partnerships (P3).
- Develop a targeted parking strategy, including a commercial or shared parking garage for body shops and auto businesses.

## 5. LAND USE & URBAN DESIGN

### Short Term

- Invest in commercial property upgrades such as painting, lighting, and concealing trash receptacles.
- Recognize the area's historic role in auto services; maintain auto industry presence but manage impacts (e.g., enforcement to prevent overflow into residential areas).
- Address tensions caused by rental properties showing little respect for neighborhood image or character.
- Consider mechanics as part of an important economic cluster for the region.
- Limit car lot businesses by requiring permits and spacing to prevent overcrowding. Limit car sales businesses that test vehicles in residential neighborhoods.
- Do not allow mixed-use developments within strictly residential neighborhoods.

### Mid Term

- Consider appropriate complementary flexible uses such as shrimp farms or food truck pop-ups.
- Consider live/ work spaces at the transition areas.
- Support a broader economic mix: beyond mechanic shops, create space for startups, pop-ups, and diverse businesses. Promote more "mom-and-pop" shops, but recognize there is limited space for small, medium businesses to thrive.
- Recognize that some businesses may have outgrown the area and need transition support.
- Use design standards that accommodate evolving future uses and maintain the unique character of warehouse areas (e.g., Funston), such as higher floor to ceiling heights, etc.
- Explore models like Little River and Railroad District Tallahassee as reference examples.

- Add pedestrian amenities like lighting and benches.
- Promote walkability and mixed-use environments.
- Develop standards for industrial driveways.
- Review zoning codes related to halfway houses and their neighborhood impacts.

### Long Term

- Encourage commercial and retail frontages with offices or residences above along key corridors like SR-7 / US-441 and near FDOT open space.
- Improve transitions and buffers between industrial and residential zones (e.g., along S 56th Ave with cafés, bakeries, fitness centers).
- Investigate the southwest blocks and large parcels like the FedEx site as future opportunity areas.
- Encourage pedestrian-friendly design (e.g., Dania Pointe and 15-minute neighborhood models).
- Build aesthetically pleasing, higher quality housing.
- Build housing for working class and research federal/ state grants for housing development (e.g., townhouses)
- Keep SR-7 as a focus corridor, extend zoning permissions, allow higher-intensity uses, and activate frontages with windows, signage, murals, and reoriented facades.
- Encourage assembly of lots to allow larger redevelopment opportunities.
- Consider hotel development and medical uses, maintain the commercial buffer in area.

## 6. BRANDING, SAFETY & BEAUTIFICATION

### Short Term

- Introduce new trees and green buffers to soften the transition between industrial and residential uses. Plant native tree species and ensure proper maintenance.

- Launch Facade Improvement Programs (PIP), paint initiatives, and small business grants. Increase exposure for improvement programs and promote participation.
- Promote uniform painting, signage, and landscaping for visual cohesion.
- Implement beautification strategies like facade upgrades, improved paint, and sidewalk repairs.
- Provide grants to help property owners reface and improve their buildings.
- Enforce waste disposal standards and hide garbage areas appropriately. Conceal dumpsters and maintain clean streets. Create examples of creative solutions to hide garbage areas as a guide for property owners.
- Improve and maintain landscaping in both business and residential areas.
- Encourage property beautification and upgrades.
- Strengthen and ensure consistent code enforcement for all property types.
- Consider license fees for property owners to fund improvements or allow city-led upgrades on a first-come, first-served basis.
- Establish a centralized small business directory to increase visibility and support local commerce.

### Mid Term

- Improve lighting, signage, and overall sense of safety, especially in the residential areas.
- Consider forming a Warehouse District Business Council and host community events (clean-ups, block parties).
- Upgrade utilities, public Wi-Fi, and security systems to attract investment and deter dumping.
- Develop consistent signage, identity, and gateway features (e.g., wayfinding for business vs. residential). Add murals, gateways, and “Welcome to the Warehouse District” branding.
- Establish a unified branding concept to celebrate the history and purpose of the warehouse district.

- Promote a greater sense of safety and build trust between residents and businesses.
- Address safety and code concerns, especially around vacant and unsafe homes on Flagler St.
- Improve facilities like bathrooms and amenities at the Washington Park Community Center (e.g., LED boards).

## OVERALL TAKEAWAYS

Considering all the feedback provided by residents, business owners and other stakeholders across the outreach events, two key takeaways rose to the top:

- Participants share a strong desire to preserve the character and function of the Warehouse District while making it safer, cleaner, and more connected.
- Collaboration among local businesses, residents, and the City will be essential to transform these visions into action.

# 6. WALKING AUDIT

## WALKING WASHINGTON PARK

On December 4, 2025, neighbors, community leaders, and City staff participated in a Walking Audit, a hands-on way to explore Washington Park's streets together. From a pedestrian vantage point, the group uncovered where streets were performing well and shared ideas to make poor examples safer and more welcoming to all transportation modes. The 2.3-mile walk covered several streets across both the industrial and residential sides of the neighborhood.

As expected, the majority of issues were found along the industrial streets, especially Plunkett, Rodman, and Dewey Streets, where there were frequent examples of haphazardly

parked vehicles covering sidewalks and street right-of-way, dumpster and litter issues, and standing water from poor drainage.

Washington Park's residential blocks were much clearer, though there were still several examples of vehicles parked on the swale and in yards. Sidewalks were present on both sides of almost every street in this area and less likely to be obstructed than in the industrial district.

These observations reinforced the top comments heard at other community outreach events and informed the themes evaluated in later phases of the project..



Image 12. Walking audit. (Source: Plusurbia, City of Hollywood).



Image 13. Walking audit flyer. (Source: Plusurbia).

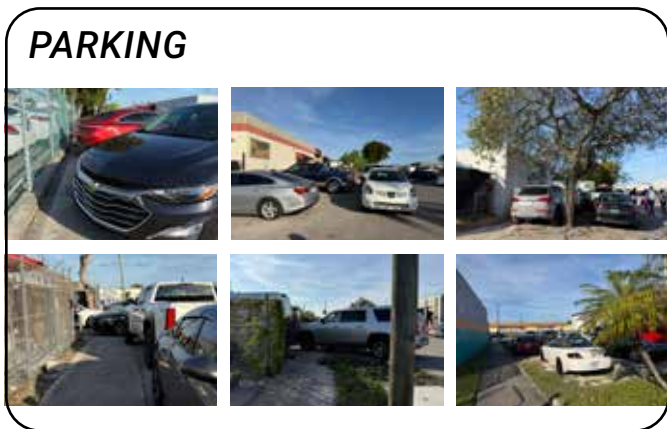


Image 14. Observations and map from community walking audit (Source: Plusurbia).

# 7. PROJECT SURVEY 1

## POLLING THE PUBLIC

Parallel to the open house and workshops held in Washington Park, the project team created Survey 1 as an online option to collect detailed information on how participants understood their neighborhood and its future. The survey was released on August 11, 2025 and collected 26 responses before closing on December 17, 2025.

To ensure continuity between digital and in-person engagement, the survey posed the same questions found on the open house display boards, addressing themes including:

- What does the future of Washington Park look like to you?"
- What kind of businesses would you like to see in Washington Park?

- What short-term property improvements could enhance the industrial area?

The results broadly echoed sentiments collected through other engagement methods, such as the interest in preserving the warehouse district's existing businesses and services, while allowing for restaurants and limited mixed use building types on that side of the neighborhood. Turning to functionality, participants were overwhelmingly in favor of improving the on- and off-street parking situation, and would strongly support visual upgrades to the warehouse area, such as upgraded paint and materials.

Other areas of interest included the introduction of local shuttles and micro transit, creation of new, natural green spaces, and investments in pedestrian infrastructure.



Image 15. Sticker votes from the Open House and Workshops, highlighting the top participant choices. (Source: Plusurbia, City of Hollywood).

# WASHINGTON PARK COMMUNITY PREFERENCES



## INDUSTRIAL FACADE UPDATES

are the most favored short-term solution

## INFRASTRUCTURE & PARKING IMPROVEMENTS

are community members' top priority

Community members envision  
Washington Park as a  
**THRIVING HUB  
FOR LOCAL JOBS &  
BUSINESSES**



Community members are most  
interested in seeing new

## SINGLE FAMILY & MIXED USE BUILDINGS



## NATURAL GREEN SPACES

are most the desired  
type of open space



Community  
members would like  
to use local

## SHUTTLES & MICRO TRANSIT



## LOCAL RESTAURANTS & CAFES

are the most desired new businesses

# 8. PROJECT SURVEY 2

---

## CHECKING OUR DIRECTION

As the final major public engagement effort, **Survey 2** asked Washington Park residents, business owners, and other stakeholders a simple question: “**Did we hear you?**” The survey was designed to validate the priorities and strategies identified during previous workshops and community discussions.

Questions were organized around the **short-, mid-, and long-term strategies** developed through the planning process. Participants were asked to provide feedback on topics including parking, district identity, neighborhood compatibility, cleanup efforts, redevelopment opportunities, and business support. Supporting precedent images were included to help illustrate potential improvements and ensure a shared understanding of the concepts being discussed.

Over an eight-week period, **15 participants** (the majority residents or nearby residents) completed the survey. Their feedback helped refine and prioritize the final short-, mid-, and long-term recommendations.

**Short-Term Priorities** focused on improving safety, visibility, and district appearance. Respondents identified enhanced crosswalks and better lighting as the most important mobility improvements. To strengthen district identity and neighborhood compatibility, participants prioritized façade and storefront enhancements, particularly improvements to paint, lighting, and signage. For business support and

early activation, respondents favored hosting events and activities such as trade days, food truck gatherings, and networking opportunities.

**Mid-Term Priorities** centered on infrastructure upgrades and economic development. For mobility, access, and parking, the highest priorities were repaving and upgrading roads, along with improving drainage and flood mitigation. In terms of land use and district activation, respondents supported more flexible development patterns, including live/work spaces, small-scale retail, and office-flex uses. To encourage business growth and investment, participants emphasized attracting neighborhood-serving amenities such as restaurants, cafés, and local services.

**Long-Term Priorities** focused on transformational improvements to the district. Respondents supported redesigning streets to improve circulation, functionality, and overall traffic flow. For public realm and environmental enhancements, participants prioritized additional pedestrian amenities, including shade trees, lighting, and seating to create a more comfortable and inviting walking environment. Regarding future development, respondents favored concentrating redevelopment along key corridors and targeted intensification areas while encouraging mixed-use and employment hubs that combine industrial, office, and supporting retail uses.



**UPGRADE  
FACADES AND  
STOREFRONTS**



**PEDESTRIAN  
AMENITIES**



**IMPROVE SAFETY  
AND VISIBILITY**



**FOCUS  
REDEVELOPMENT  
ALONG KEY  
CORRIDORS**



# 9. CONCLUSION & SUMMARY

---

## PRIMARY TAKEAWAYS + THEMES

At the conclusion of the community engagement phase, all comments, observations, notes, and concerns were distilled into four primary themes:

- **Preserve Industrial Character:** Stakeholders were clear about Washington Park's important role as an accessible industrial area for entrepreneurial activities and small business upstarts. While industrial uses often conflict with residential parts of the neighborhood, the community gravitated toward strategies for visual and organizational improvements to the warehouse area rather than redevelopment.
- **Improve District Image & Branding:** Concepts for industrial district facade upgrades, lighting improvements, and screening strategies –including green walls– generated some of the most discussion during public engagement. Beyond bolstering the area's image, investments in upgraded signage and branding were lauded as ways to remediate parking issues and support local businesses.
- **Implement Parking & Mobility Solutions:** Parking overflow onto sidewalks, swales, yards, and street and alley right-of-way was the most significant issue mentioned by Washington Park stakeholders. Participants were highly in favor of improved parking delineation, signage, and enforcement. Discussion about multimodal investments also generated significant interest, such as sidewalk upgrades or a neighborhood shuttle program.
- **Invest in Green Spaces & Infrastructure:** Finally, the community expressed significant interest in resilient infrastructure investments (especially to address drainage issues) and additional green space. Among all open space options, natural green spaces were the most desired.

While these themes cannot account for every comment collected during public engagement, they are representative of the vast majority of feedback and community priorities voiced during the several months of project outreach. As such, they provided the primary direction for the next phases of this plan and are addressed through a range of short, medium, and long-term recommendations in the following phases

## NEXT STEPS

Following the outreach phase, City staff and the consultant team evaluated the detailed ideas and overarching themes shared by participants. The Master Plan recommendations that emerged as a result will require additional study, City Commission review, and further community engagement.

This report showcases the results and methods of broad-reaching community engagement that informed the final plan. It documents community input only and does not imply any zoning changes, regulatory actions, or investment decisions.

## PRIMARY PROJECT THEMES



**PRESERVE INDUSTRIAL CHARACTER**



**IMPROVE DISTRICT IMAGE & BRANDING**



**IMPLEMENT PARKING & MOBILITY SOLUTIONS**



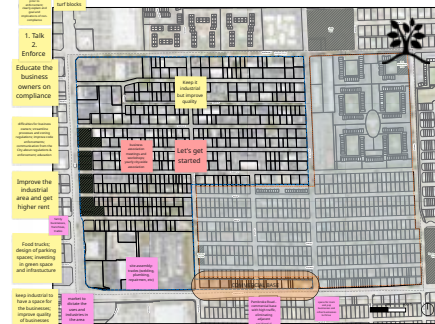
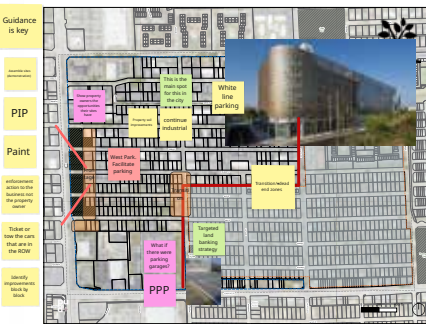
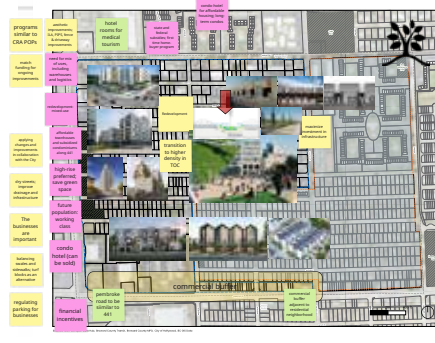
**INVEST IN GREEN SPACES & INFRASTRUCTURE**

# APPENDIX

## LEADERSHIP WORKSHOP OCTOBER 25, 2025

During the leadership workshop, participants explored their visions for Washington Park's future. All comments and recommendations were recorded on the long-term vision maps included here. Short-term recommendations are represented by yellow notes, mid-term by green notes,

and long-term by red or pink notes. Recommendations and comments with a longer time horizon are built on those with shorter time frames.



Map 06. Formatted leadership workshop maps –including all recommendations. (Source: Plusurbia).

# LEADERSHIP WORKSHOP OCTOBER 25, 2025

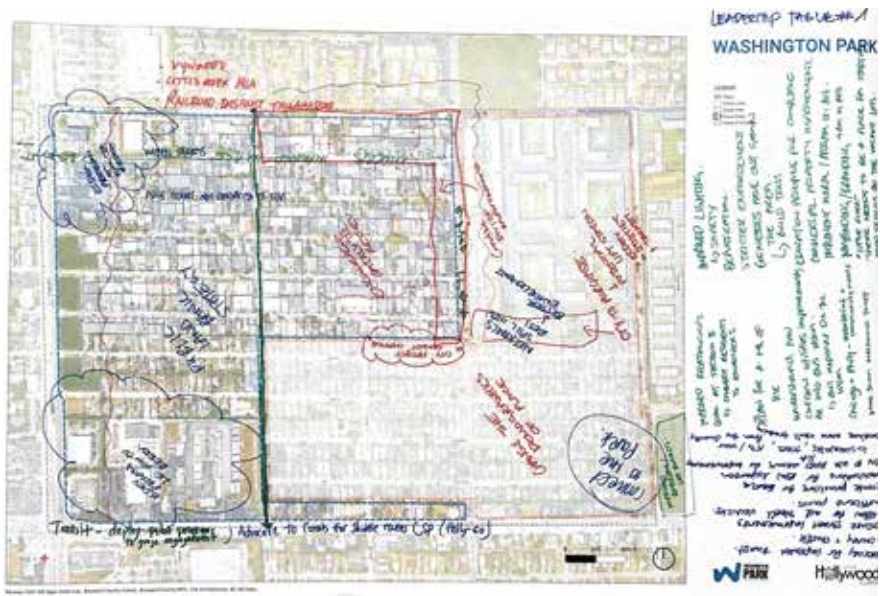
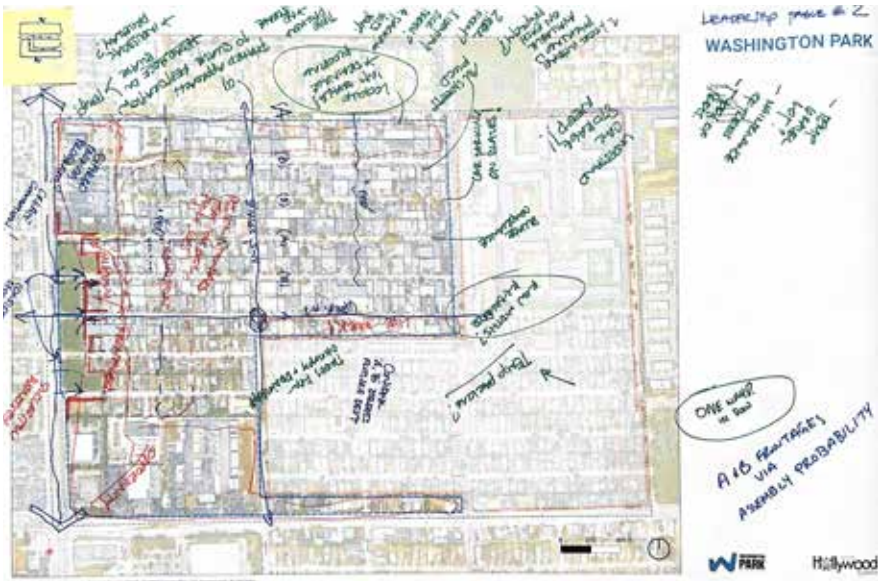


Image 17. Leadership Workshop sign-in sheet. (Source: Plusurbia).

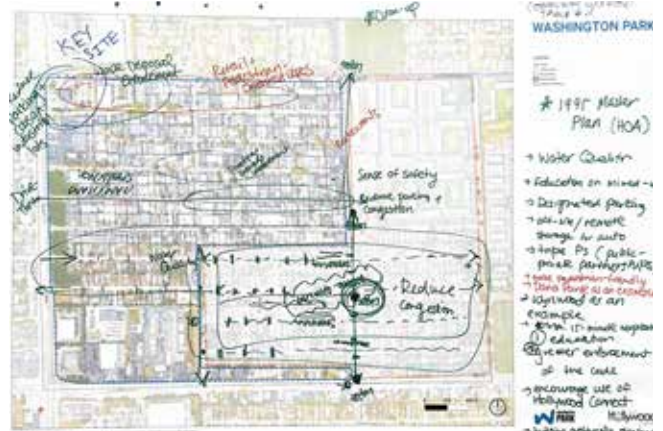


Map 07. Maps and notes created during leadership workshop exercises. (Source: Plusurbia).



Image 18. Leadership Workshop participants. (Source: Plusurbia, City of Hollywood).

COMMUNITY WORKSHOP OCTOBER 25, 2025



Map 08. Community workshop maps and recommendations. (Source: Plusurbia).



Image 20. Community Workshop participants. (Source: Plusurbia, City of Hollywood).



Image 19. Community Workshop sign-in sheet. (Source: Plusurbia).

# STAKEHOLDER WORKSHOP OCTOBER 25, 2025

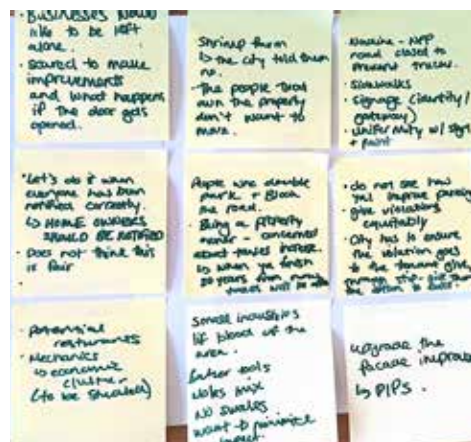
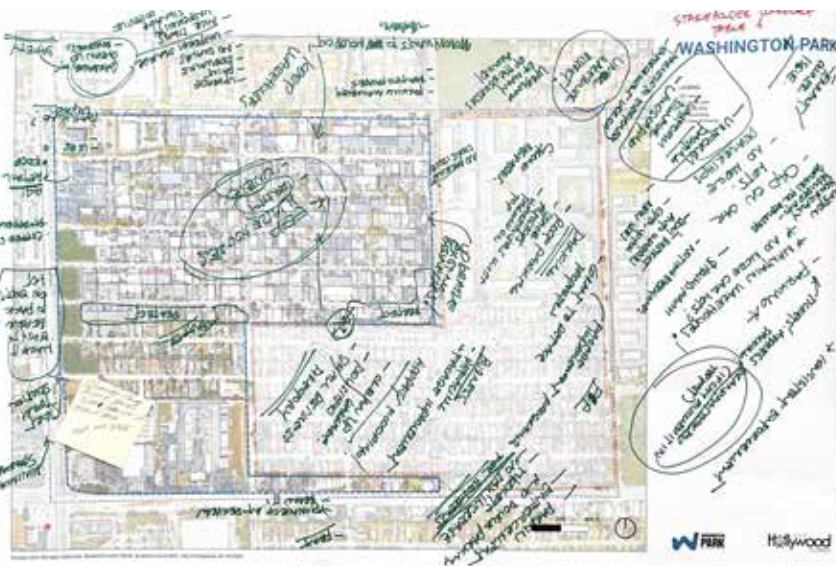


Image 21. Stakeholder Workshop comments. (Source: Plusurbia).



Map 09. Stakeholder Workshop Table 1 Map. (Source: Plusurbia).



Image 22. Stakeholder Workshop sign-in sheet. (Source: Plusurbia).



Map 10. Stakeholder Workshop Table 2 Map. (Source: Plusurbia).



Image 23. Stakeholder Workshop participants. (Source: Plusurbia, City of Hollywood).



Image 24. Statement from Stakeholder Workshop. (Source: Plusurbia).











## PUBLIC ENGAGEMENT BOARDS + SURVEY 1 DATA

The following charts summarize combined data from the nine public engagement boards prepared for this project and the results of Survey 1. Both collection methods asked identical questions and are thus presented together. Questions allowed multiple answers and top answers are highlighted in green.










QUESTION	TOTAL	PERCENT
<b>What is your vested interest in Washington Park?</b>		
Live	22	34.4%
Work	11	17.2%
Own Property	16	25.0%
Lease Property	1	1.6%
Other	14	21.9%
<b>What does the future of Washington Park look like to you?</b>		
A vibrant mixed-use community	23	20.9%
A green and healthy neighborhood	17	15.5%
A safe and walkable community with strong connections to transit	18	16.4%
A thriving hub for local businesses and jobs	20	18.2%
A welcoming community space for arts, culture	18	16.4%
A family-friendly neighborhood with schools and childcare	12	10.9%
None	0	0.0%
Other	2	1.8%
<b>What physical changes or improvements would make the biggest difference for you and your community?</b>		
Infrastructure improvements (such as flooding)	36	22.6%
More trees and shade	26	16.4%
Better lighting to increase safety	24	15.1%
Increase pedestrian safety	14	8.8%
More open spaces/parks	24	15.1%
More Housing	12	7.5%
Bicycle racks and repair stations	3	1.9%
More trash and recycling bins	6	3.8%
Better signage and wayfinding	12	7.5%
None	0	0.0%
Other	2	1.3%
<b>What kind of business would you like to see in Washington park?</b>		
Local restaurants or cafes	35	25.2%
Grocery or fresh food markets	21	15.1%
Small retail shops	13	9.4%
Health and wellness services	12	8.6%
Arts, culture, or creative spaces	25	18.0%
Family-oriented businesses (childcare, learning centers)	8	5.8%
Vocational Training Centers	7	5.0%
Light industrial, incubator or maker spaces	9	6.5%
Places of Worship	3	2.2%
Auto Oriented Uses	5	3.6%
None	0	0.0%
Other	1	0.7%

Table 02. Final, consolidated results from public engagement boards and Survey 1. (Source: Plusurbia).









**What types of housing would you like to see in the area?**

Single-family houses		23	21.1%
Townhomes / Rowhouses		14	12.8%
Duplex/Triplex		7	6.4%
Low-rise apartment buildings or condos		14	12.8%
Mid-rise apartment buildings or condos		10	9.2%
High-rise apartment buildings or condos		2	1.8%
Mixed use buildings (residential above commercial uses)		22	20.2%
Live/Work Units		15	13.8%
None		2	1.8%
Other		0	0.0%








**Open spaces are an important part of any community. What kinds of open spaces would you like to see more of in Washington Park?**

Neighborhood parks		25	16.7%
Community gardens		20	13.3%
Sport fields and courts		11	7.3%
Walking and biking trails		20	13.3%
Shaded seating areas		25	16.7%
Plazas or public gathering spaces		20	13.3%
Natural green spaces		25	16.7%
None		3	2.0%
Other		1	0.7%

**How can parking in Washington Park be improved?**

New parking bylaws or restrictions		10	11.1%
Improved on-street parking		25	27.8%
Off-street parking		14	15.6%
Parking garages		9	10.0%
Enhanced parking signage		19	21.1%
One-way roads with on-street parking		11	12.2%
None		2	2.2%
Other		0	0.0%

**If more mobility options were available, which would you use?**

Sidewalks, crosswalks, and pedestrian-friendly routes		26	24.5%
Scooters or Shared e-bikes		6	5.7%
Frequent, reliable and safe public transit		19	17.9%
Local shuttles / microtransit		34	32.1%
Protected bike lanes & trails		19	17.9%
None		2	1.9%
Other		0	0.0%

**What short-term property improvements could enhance the industrial area?**








Unified district painting/ branding		7	13.7%
Updated facade paint and materials		19	37.3%
Exterior lighting upgrades		9	17.6%
Green walls		10	19.6%
Improved signage		2	3.9%
Parking lot resurfacing & striping		3	5.9%
Other		1	2.0%

Table 03. Final, consolidated results from public engagement boards and Survey 1. (Source: Plusurbia).

## SURVEY 2 RESULTS

Washington Park Survey 2		
Export date: 5/29/2026 1:14:49 PM America/New_York		
Total responses: 15		
Filters applied: No		
<b>Q1. *About You*</b>		
<b>What is your connection to the Washington Park area?</b>		
<i>Choices</i>	Responses	Percent
Property owner (industrial / commercial)	0	0.00%
Business owner	1	7.14%
Employee / works in the area	1	7.14%
Resident (Washington Park)	6	42.86%
Nearby resident (adjacent neighborhood)	5	35.71%
Investor / developer	1	7.14%
Community organization / stakeholder	0	0.00%
Visitor / customer	0	0.00%
Workforce connections (technical schools, training programs)	0	0.00%
other	0	0.00%
<b>Q2. *SHORT TERM (0-2 Years)*</b>		
<b>Q2a. *Mobility, Access, and Parking Improvements*</b>		
<b>What improvements would make it easier for customers, employees, and deliveries to access businesses in the district?</b>		
<i>Choices</i>	Responses	Percent
Clarify circulation and access (truck routes vs. local streets, directional signage, wayfinding)	6	46.15%
Improve safety and visibility (high-visibility crosswalks, lighting at key crossings)	8	61.54%
Better manage on-site parking (striping spaces, adding bollards, using landscaping to define and prevent informal parking)	7	53.85%
Create flexible or overflow parking (gravel lots, shared parking agreements between businesses)	7	53.85%
other	0	0.00%
<b>Q2b. *District Identity, Appearance, and Neighborhood Compatibility*</b>		
<b>Which improvements would most enhance the overall appearance and functionality of the district?</b>		
<i>Choices</i>	Responses	Percent
Upgrade façades and storefronts (paint, lighting, signage improvements)	11	73.33%
Define district gateways (entry signage, landscaping, recognizable features)	5	33.33%
Install cohesive branding and wayfinding (directional signage, business identification)	10	66.67%
Buffer edges between industrial and residential areas (landscaping, fencing, screening of storage/loading)	8	53.33%
other	0	0.00%

<b>Q2c. *Business Support and Early Activation*</b>		
<b>Which of the following would most help businesses in the district grow in the next 1–2 years?</b>		
<i>Choices</i>	Responses	Percent
Streamline permits and inspections (faster approvals, clearer processes for common issues)	8	53.33%
Promote businesses through a shared directory and marketing (online listings, district campaigns)	7	46.67%
Host business events and activations (open houses, trade days, food trucks, networking events)	12	80.00%
Support hiring and workforce connections (job fairs, training partnerships with schools)	8	53.33%
other	0	0.00%
<b>Q3. *MEDIUM TERM (3–5 Years)*</b>		
<b>Q3a. *Mobility, Access, and Parking Improvements*</b>		
<b>Which improvements would help day-to-day business operations in the district?</b>		
<i>Choices</i>	Responses	Percent
Repair and upgrade roads (speed bumps, smoother surfaces, improved truck access routes)	12	80.00%
Improve sidewalks and pedestrian access (continuous paths, ADA ramps, safer crossings)	5	33.33%
Formalize parking and access areas (clearly marked spaces, shared parking zones, signage)	5	33.33%
Improve drainage and flood mitigation (swales, permeable surfaces, stormwater systems)	12	80.00%
other	0	0.00%
<b>Q3b. *Land Use, Frontage, and District Activation*</b>		
<b>What changes would make this area better for businesses and their customers?</b>		
<i>Choices</i>	Responses	Percent
Enable shared parking across properties (coordinated use based on different peak times)	2	13.33%
Allow more flexible uses (live/work, showroom + industrial, small-scale retail integration)	14	93.33%
Activate key corridors (storefront visibility, entrances facing streets, outdoor activity)	11	73.33%
Repurpose vacant or underused sites (temporary uses, incubators, maker or creative spaces)	11	73.33%
other	0	0.00%
<b>Q3c. *Business Growth, Investment, and Collaboration*</b>		
<b>What would help businesses in the district grow and succeed over the next 3–5 years?</b>		
<i>Choices</i>	Responses	Percent
Attract amenities (restaurants, cafés, and services that support employees and visitors)	15	100.00%
Provide affordable and flexible spaces (smaller units, adaptable leases for startups)	12	80.00%
Improve coordination with the City (dedicated contact, clearer processes, faster issue resolution)	4	26.67%
Increase communication and predictability (advance notice of construction, projects, and policy changes)	6	40.00%
other	0	0.00%

**BACKGROUND ANALYSIS - WASHINGTON PARK - CITY OF HOLLYWOOD**

<b>Q4. *LONG TERM (5-10+ Years)*</b>		
<b>Q4a. *Mobility, Streets, and Parking Strategy*</b>		
<b>Looking ahead, what parking or traffic improvements would benefit businesses in the district the most?</b>		
<i>Choices</i>	Responses	Percent
Develop shared or structured parking (garages through public-private partnerships)	7	46.67%
Implement district-wide shared parking systems (coordinated use across businesses)	6	40.00%
Redesign streets for better flow (turn lanes, signal timing, clearer circulation patterns)	11	73.33%
Reconfigure street networks (one-way streets, designated truck routes, improved access points)	10	66.67%
other	0	0.00%
<b>Q4b. *Public Realm and Environmental Enhancements*</b>		
<b>Which improvements would most enhance the streetscape and overall environment?</b>		
<i>Choices</i>	Responses	Percent
Add pedestrian amenities (shade, lighting, seating, safe walking paths)	10	66.67%
Expand landscaping and buffers (street trees, green edges, screening)	6	40.00%
Integrate green infrastructure (stormwater systems, bioswales, resilient design)	9	60.00%
Improve walkability and safety (continuous sidewalks, safer crossings, reduced conflicts)	4	26.67%
other	0	0.00%
<b>Q4c. *Future Development and Land Use Transition*</b>		
<b>Which strategies would best support the long-term evolution of the district?</b>		
<i>Choices</i>	Responses	Percent
Focus redevelopment along key corridors (targeted intensification areas)	9	60.00%
Encourage mixed-use and employment hubs (industrial + office + supporting retail)	9	60.00%
Improve transitions to surrounding neighborhoods (buffers, compatible design, step-downs)	6	40.00%
Establish clear long-term land use and zoning direction (predictability for investment)	5	33.33%
other	0	0.00%

**5** Do you have any other thoughts you'd like to share?

4 out of 15 people answered this question.

Q Search responses

4 results



Have someone like block-by-block make sure the area looks good and is free from garbage 16 days ago

Parking is a big issue that needs clear direction/enforcement from the city and not for code enforcement to lean on businesses to improve it by issuing violations 1 month ago

I would love to have better restaurant options in my area. Additionally, the oversaturation of subpar car lot dealerships in my area is becoming a nuisance, especially during times where traffic increase for morning and afternoon commute or the sub bar car dealerships, receiving delivery of even more cars which causes lack of visibility when trying to navigate local streets for residence this oversaturation causes us to have streets that flood as well as people who do not care and block streets by parking vehicles in the middle of the street, or on our swells damaging natural drainage and making it impossible to upkeep the overall aesthetics in my neighborhood. 1 month ago

# plusurbia.

1385 Coral Way PH 401 | Miami, FL 33145  
info@plusurbia.com | +1.305.444.4850

BUSINESS FLARE® exp.

This document was prepared for:  
The City of Hollywood.

This document was prepared and designed by PlusUrbia  
Design

© 2026 PlusUrbia LLC - All rights reserved.

Some images shown herein are not the property of PlusUrbia or any of its affiliates,  
and may be subject to certain copyright laws and/or usage royalties.