



HOLLYWOOD DIGEST

Updates from the City Commission Meeting

The City of Hollywood is conducting its Regular City Commission Meetings in both a virtual and in-person format. However, due to limited public access to City Hall, the City is offering several options for members of the public to view and participate in the meetings.

To view the meeting agenda, please visit hollywoodfl.org. Members of the public may watch the City Commission Meetings via the City's website at hollywoodfl.org/WatchMeeting, on Comcast Channel 78 or ATT U-Verse Channel 99. To provide comments or speak in-person on an Agenda item (except presentations and proclamations), please complete and submit the online comment form, which is available from the Thursday before the Commission Meeting at 6 p.m. until the Tuesday before the Commission Meeting at 6 p.m. Comments will be read into the record during the meeting.

*This **Hollywood Digest** is an update of the actions taken and information shared during the City Commission Meeting held on Wednesday, June 2, 2021. In case you missed the live meeting, the archived video can be viewed on the City's website at hollywoodfl.org.*

CITY COMMISSION MEETING

Resolution to Reaffirm the City's Commitment to Embrace its Rich Diversity

The Mayor and City Commission voted unanimously to approve a resolution that reaffirms the City's commitment to recognize and embrace its rich diversity. Like many communities in South Florida, Hollywood is comprised of residents and visitors from around the world, of different cultures, and varying religious beliefs. This diversity establishes Hollywood as a unique and essential member of the South Florida community that welcomes and values everyone – no matter where they are from. During the meeting, we heard from several residents, including some of our students, who shared their appreciation for this resolution and for the City's acceptance of our immigrant neighbors. Hollywood recognizes the importance its diversity continues to have on its vision to be South Florida's top city to live, learn, work, invest, and play.

City Partners with FDOT to Reduce Flooding on the Barrier Island

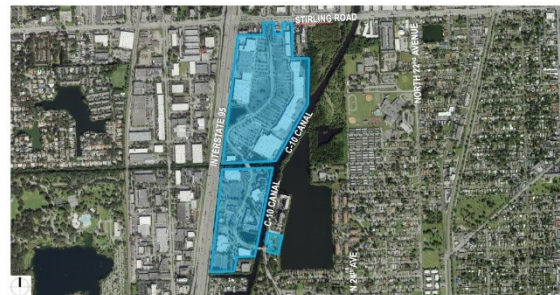
The Mayor and City Commission unanimously approved a resolution that authorizes City officials to issue a letter of commitment to the Florida Department of Transportation (FDOT) supporting and funding the design and construction of a stormwater pump station at A1A and Franklin Street. This project was identified through a series of hydraulic studies conducted by FDOT that explored solutions for the ongoing flooding challenge along the A1A corridor, which is owned and operated by FDOT. This study found the roadway no longer provides the required level of service even during smaller rain events. This is evident through the frequent and severe flooding that is occurring throughout the year, especially during spring and summer seasons, when segments of the entire roadway are flooded. The City has agreed to share the cost of funding for the installation of the Franklin Street pump station. Three additional pump stations will be installed along A1A at the intersections of Van Buren Street, Sherman Street and Bouganvilla Terrace, which will be funded by FDOT, the Community Redevelopment Agency and Broward County.

Ordinance Amends Zoning and Land Development Regulations for Package Stores

The Mayor and City Commission voted unanimously to approve an ordinance to amend the zoning and land development regulations to establish a distance separation for package stores. The changes include a distance separation of 2,500 linear feet between package stores that are less than 9,000 square feet. A package store is a place where alcoholic beverages are dispensed or sold in containers for consumption off the premises.

Ordinance to Amend City's Comprehensive Plan by Changing Land Use (Oakwood)

On first reading, the Mayor and City Commission voted unanimously to approve an ordinance that would amend the City's Comprehensive Plan by changing the land use designation for approximately 112.5 gross acres situated south of Stirling Road and east of Interstate 95. The amendment would change the land use designation from General Business and Open Space and Recreation to Activity Center (Oakwood Activity Center).



It is anticipated that during Site Plan approval, the Applicant will request a rezoning to Planned Development (PD). This will allow for the future development of 1.2 million square feet of retail, 1.89 million square feet of office, 3,800 residential units and 625 hotel rooms. The proposed project will significantly increase the City's housing stock, expand the existing commercial footprint of the City and spur economic growth. The Applicant, who also owns the Dania Pointe development to the north, envisions an expansion of that development typology into the Oakwood Activity Center. To learn more about agenda item [PO-2021-09](#), please visit hollywoodfl.org.

Ordinance to Change Zoning Designation of Property at Stirling Road and Compass Way

On first reading, the Mayor and City Commissioners voted to approve (6-1) a zoning designation change for approximately 26.7 gross acres situated on the south east corner of Stirling Road and Compass Way with a condition to provide additional public outreach between first and second reading.



If approved on second reading, this Ordinance will rezone the land use for this property to Medium-High Multi-Family. The intent of the rezoning is to identify parcels on Stirling Road with inappropriate land uses or are inappropriately sized or shaped and provide incentives for improvement or relocation of the uses, as suggested in the City's Comprehensive Plan.

The proposed Site Plan is currently under review by the Technical Advisory Committee and is anticipated to be on the Planning and Development Board agenda in the Fall of 2021, following the approvals of the land use amendment and this rezoning. To learn more about agenda item [PO-2021-10](#), or to watch the meeting, please visit hollywoodfl.org.

Ordinance to Prohibit Liveaboard Vessels

Over the past several years the City has experienced an increase in the number of vessels anchoring in North and South Lakes. Pursuant to state statute, the City is preempted from regulating the anchoring of vessels outside the marked boundaries of a mooring field, except for liveaboards. Vessel owners or operators tie up vessels to City property for an extended period of time and the City wishes to prohibit such behavior.

Solid Waste District

Public Works Director Pete Bieniek, Broward County Commissioner Beam Furr, and Mayor Greg Ross of Cooper City shared information with the Mayor and City Commissioners regarding the status of ongoing discussions pertaining to the creation of a Broward County Solid Waste District. While the Mayor and City Commission voted unanimously to withdraw the resolution from the agenda, a hearty discussion ensued regarding the creation of this Solid Waste District – it's governing structure, funding and more. One recommendation that was presented to the City Commission was the need for a county-wide waste generation study, which the Mayor and City Commissioners fully support.

2025 Centennial Parks Master Plan Adopted

The Mayor and City Commission voted unanimously to adopt the new Parks, Recreation and Cultural Arts 2025 Centennial Parks Master Plan. This Plan will help guide the development of parks and recreation facilities, programs and services for the next five to 10 years. Findings from the Parks System Master Plan will be incorporated in the Citywide Comprehensive Plan. To watch the presentation of the PRCA Master Plan, please visit hollywoodfl.org.



PRESENTATIONS

Property Appraiser Marty Kiar Shares Information on Property Values in Hollywood

Broward County Property Appraiser Marty Kiar shared information on the City's property values as it relates to the June 1st release of the 2021 Estimate of Taxable Values. Hollywood saw an increase in taxable value of 3.53% from the prior year. This increase was significantly lower than the increase the City has experienced in recent years. As a result of the Covid-19 pandemic, the hotel and retail industries faced a significant loss in income which resulted in approved value adjustments for this tax year. Other factors that contributed to the smaller appreciation of taxable value include the depreciation of the FPL plant that went down by \$104 million and the reduction in new construction in 2020. This year, Hollywood is thriving again, and Property Appraiser Kiar is optimistic that next year's taxable value for Hollywood will be significantly different. To watch the Property Appraiser's presentation, please visit hollywoodfl.org.



For property owners, the Property Appraiser's Office recently launched its **Owner Alert Program**. Owner Alert is a free service designed to help owners protect their property from scams or fraud. The program notifies the owner if a document is received by BCPA changing the ownership of your property. [Click here to learn more about Owner Alert.](#)

Update on the City's Traffic Calming Study

Transportation Engineer Rick Mitinger, along with Jack Schnettler, Vice President of Atkins Global Consulting, presented the findings from a traffic calming study that was conducted throughout Hollywood last year. The results of the study allowed staff to develop and implement a Traffic Calming Program to address safety issues along the City's local street network to reduce speed, cut-through traffic and other unsafe traffic conditions in neighborhoods. The summary of recommendations include:



- 36 segments/74 counts examined
- Recommended improvements:
 - Speed tables 119
 - Roundabouts 12
 - Electronic speed feedback signs 10
 - Intersection dividers 2
 - Chicanes 2
 - Curvilinear T-intersection 2
 - Dead End 1
 - TOTAL 147**

Estimated Phase 1 implementation cost: \$2.43 million

To watch the presentation of the Traffic Calming Study, please visit hollywoodfl.org.

PROCLAMATIONS

- **7th National Gun Violence Awareness Day, June 4, 2021:** In recognition of National Gun Violence Awareness Day, the Mayor and Commission presented Susan El Sheikh, Debbi Hixon and Cristina Rodrigues of Moms Demand Action with a proclamation to honor and remember all victims and survivors of gun violence. In Florida, firearm deaths are the second leading cause of death for children and teens and gun homicides and assaults are concentrated in cities, with more than half of all firearms related gun deaths in the nation occurring in 127 cities. National Gun Violence Awareness Day is sponsored by Moms Demand Action, a national organization of Americans fighting for public safety measures that can protect people from gun violence. To raise awareness about gun violence, people are asked to wear orange June 4-6 for National Gun Violence Awareness Day and Wear Orange weekend.



ANNOUNCEMENTS

- **Congratulations to Mac Callari;** Mac Callari, who is Commissioner Traci Callari and Hollywood Police Officer Jamie Callari's son, and his Wingate University baseball team just went unbeaten in the NCAA Division II Southeast Regional to capture its first NCAA Division II region title in program history. The team also earned its first-ever trip to the Division II College World Series in Cary, NC. They begin play on Sunday, June 6 against Angelo State. Mac is a senior pitcher who graduated from Chaminade Madonna HS in Hollywood.
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- **Russell Long Named City's Building Official:** City Manager Dr. Wazir Ishmael announced Russell Long has been named the City's new Building Official. Russell has been employed for the City for the past 19 years and has worked his way through the ranks. He began his career with the City as an electrical inspector and was mentored by the industry's finest, Mr. Dean Decker. He also brings to this position 12 years of knowledge as an electrical contractor and four years of service in the USA Marine Corps.
 - **"Homegrown Hollywood" Promotional Videos:** The City's Communications, Marketing and Economic Development team through the "Backing Business" and "My Hollywood" initiatives, is launching a new promotional campaign called "Homegrown Hollywood." Apply today to be featured in a promotional video highlighting Hollywood's brick and mortar businesses heavily impacted by COVID-19. Whether it is superior customer service, convenience, consistent product quality or store atmosphere, the City's video production team will capture what makes these businesses stand out in our community.

Any Hollywood business that produces and sells goods is encouraged to apply by 5:00 p.m. on Monday, June 14, 2021. One brick and mortar location from each Commission District in the City will be chosen at random to appear and represent a cross section of Hollywood businesses. There

is no cost for a business to be featured in this unique marketing opportunity. The link to apply is on the City's website, www.hollywoodfl.org.

- **Next City Commission Meeting:** The next City Commission Meeting will take place on Wednesday, June 16, 2021 beginning at 1 p.m. For more information about the meeting, please visit hollywoodfl.org.