



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 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 register online to provide comments virtually via the Webex virtual meeting app. You must be able to join the meeting virtually from an internet connected device with a web camera and microphone such as a personal computer, smart phone, or tablet. To register your attendance to provide a comment virtually visit the City's website homepage at <https://www.hollywoodfl.org> under City News. Those who register to provide comments virtually will receive the Webex meeting link by e-mail the day before the meeting; or

Register online to provide in-person comments during the meeting (capacity limits and social distancing requirements apply). To register your in-person attendance or to submit a comment visit the City's website homepage at <https://www.hollywoodfl.org> under City News.

This Hollywood Digest is an update of the actions taken and information shared during the City Commission Meeting held on Wednesday, August 25, 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

Commission Votes to Allow Planned Developments within the Downtown District of the Hollywood CRA

The Mayor and City Commission voted (5-2) to approve Ordinance [PO-2021-14](#) to allow Planned Developments (PD) within the Downtown District of the Hollywood Community Redevelopment Agency. This amendment to the Zoning and Land Development Regulations only focuses on the downtown district and gives the Commission the power to make decisions on specific sites. After a hearty discussion, the City Commission voted to approve the text amendment on first reading with additional requirements: (1) Planned Development projects can only be located along the major thoroughfares – Hollywood Boulevard, Dixie Highway and Federal Highway, (2) a super majority vote must approve any such development, and (3) vacation rentals will be restricted.

The City Commission previously adopted amendments to the Zoning and Land Development Regulations to eliminate future Planned Developments within the Beach and Downtown Districts. By doing so, developers of higher intensity mixed-use development had to follow the detailed restrictions of conventional zoning.

Given the built-out environment of the City, specifically in the Downtown District of the Community Redevelopment Agency, it is necessary to allow Planned Developments while providing specific standards so that properties with different zoning designations do not face the challenge of complying with two significantly different zoning regulations. For more information, [click here to watch the discussion](#).

Acceptance of Grant Funds for Hollywood Police Department

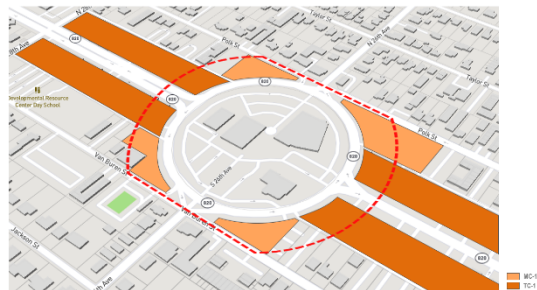
Two resolutions ([R-2021-203](#) and [R-2021-204](#)) were passed to accept funds for the Hollywood Police Department that would further enhance its technology and promote pedestrian and bicycle safety.

The Broward County Sheriff's Office, on behalf of Broward County law enforcement agencies, applied for and was awarded funds under the Justice Assistance Grant Program funding provided by the U.S. Department of Justice. As the local facilitating law enforcement agency, the Broward Sheriff's Office is required to distribute the grant funds to each local law enforcement agency, including the Hollywood Police Department. The Mayor and City Commission voted unanimously to accept grant funds, if awarded, in the amount of \$34,388.00. The funds will be used to purchase an Automated License Plate Recognition Speed Trailer.

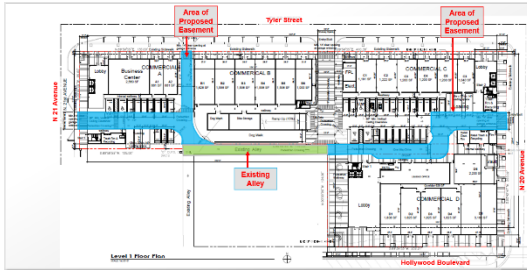
The Mayor and City Commission also voted unanimously to accept \$37,486.36, which was awarded to the Hollywood Police Department to enhance the safety of pedestrians and bicyclists in the City. The funds were awarded by the Florida Department of Transportation's High Visibility Enforcement Program for Pedestrian and Bicycle Safety.

Setback Regulations for Properties Adjacent to the City Hall Circle Approved

The Mayor and City Commission voted unanimously to approve Ordinance [PO-2021-12](#) on second reading to amend the text in Article 4 of the Zoning and Land Development Regulations relative to properties adjacent to City Hall Circle. As envisioned by the City's Comprehensive Plan, this text amendment reinforces the desire to create redevelopment opportunities that concentrate higher intensities on the corridors and incentivizes redevelopment of properties adjacent to the Circle. The approval of this ordinance provides an exciting opportunity for a public-private partnership that would develop the nearly 10-acre City Hall Circle, anchored by new City facilities and inclusive of new multi-family residential, office and retail development.



Ordinance Vacating an Alley Lying within a Development Project located at 2001 Hollywood Boulevard



of retail space.

The Mayor and City Commission voted unanimously to approve Ordinance [PO-2021-13](#) on second reading to vacate a portion of the alley lying within Block 9 of the plat of the "Town of Hollywood" development project. Block 9 is located east of Dixie Highway, between Hollywood Boulevard and Tyler Street. Property owner, SunTrust Office Building, LLC plans to build a mixed-use development with 347 residential units and approximately 30,000 square feet

Proposed New Hours for Dog Beach Approved on First Reading

With a unanimous vote, the Mayor and City Commission approved an ordinance, [PO-2021-15](#), to revise the hours of operation for the Dog Beach to better accommodate users during the week. On first reading, the proposed new hours will be Monday through Thursday from 9 a.m. to 5 p.m. at no charge. Users will not be required to complete a hold harmless form. The Dog Beach, which is located on the beach between Pershing and Custer Streets, is currently open Friday, Saturday and Sunday from 4 p.m. to 8 p.m. for a fee. For more information about the Dog Beach, please visit hollywoodfl.org.

City to Lease Space from FDOT for SR A1A Linear Park

The Mayor and City Commission voted unanimously, as part of the Consent Agenda ([R-2021-202](#)), to approve a request for leasing surplus property along A1A from the Florida Department of Transportation. If approved, the City and CRA will develop the SR A1A Linear Park to create greenspace that acts as a passive recreational space between A1A to the east and the Intracoastal Waterways to the west with amenities such as dog friendly features, park furnishings, shade structure and public art.

Commission Votes to Support an Application to the Florida Housing Finance Corporation for Pinnacle 441, Phase II

The Florida Housing Finance Corporation has issued a Request for Applications that will award housing tax credits to at least two developments in Broward County that have demonstrated local government support through the commitment of Local Government Areas of Opportunity (LGAO) Funding in the amount of \$640,000 to be provided as either a loan or a grant. Pinnacle Communities, LLC approached the City requesting support, and the Mayor and Commissioners voted unanimously ([R-2021-206](#)) to provide that support.



Pinnacle is requesting the City's support for the construction of a mixed-use, mixed-income housing development, consisting of approximately 100 affordable residential units for those earning an average of 60% of the area median income (AMI) along with approximately 2,000 square feet of commercial office

space on a 1.67 acre site located on Johnson Street between N. 61st Avenue and State Road 7 immediately adjacent to its planned Pinnacle 441 project site. This project would be Pinnacle 441, Phase II. The first phase of the project is currently in the development review process and Pinnacle is planning for construction to begin in the first quarter of 2022.

The City previously committed \$1,000,000 in grants, loans and/or fee waivers to the Pinnacle 441 Phase I project. Pinnacle is requesting to reallocate \$640,000 of the original commitment of \$1,000,000 for the Phase II project to help this development achieve housing tax credits from Florida Housing Finance Corporation. The requested loan would be for a term of up to 18 years with 0% interest. For more information about this project, please visit hollywoodfl.org.

GENERAL OBLIGATION BOND PROJECTS

Installation of Playground Equipment at John Williams Park and Sal Oliveri Veterans Park

The Mayor and City Commission voted unanimously to authorize the purchase and installation of playground equipment and safety surfacing at John Williams Park ([R-2021-200](#)), located at 6101 Sheridan Street, and playground equipment, safety surfacing and a shade system at Sal Oliveri Veterans Park ([R-2021-201](#)), located at 4701 Tyler Street. These projects are a part of the General Obligation Bond (GOB), which was approved by voters in March 2019. To learn more about these and other GOB Projects, please visit hollywoodfl.org.

Commission Approves New Artificial Turf for Dowdy Field

The Mayor and Commissioners voted unanimously to approve Resolution [R-2021-207](#) that authorizes staff to issue a purchase order with Fieldturf USA for new artificial turf at Dowdy Field. Improvements at Dowdy Field were a part of the General Obligation Bond which was approved by voters in March 2019. Additional improvements at Dowdy Field will include re-lamping of the park with LED sports lighting; removal of the baseball netting, poles and dugout and resurfacing the parking area.

PRESENTATIONS

Update on the Negotiations Between the City and The Related Group for the Redevelopment of the Hollywood Beach Culture and Community Center

Sonny Maken, Development Officer, presented an update on the ongoing negotiations between the City of Hollywood and The Related Group for the redevelopment of the Hollywood Beach Culture and Community Center site, located at 1301 South Ocean Drive. Since March, when the City Commission voted to award the public-private partnership to The Related Group, City staff and the City's real estate consultant CBRE have met bi-weekly to prepare for negotiations with The Related Group. Bi-weekly meetings were also held with City staff, CBRE and The Related Group to negotiate and finalize the Term Sheet.



With feedback from City staff and the public, The Related Group has made the following design modifications:

- Reduction from 300 to 190 units
- Expanded vehicular clearance of the Public Parking
- Increased Community Center from 20,000 to 25,000 sq. ft.
- Harry Berry Park from 22,000 sq. ft. to 36,000 sq. ft.
- Relocated the proposed Plazas to the West of Surf Road
- Proposing to adjust traffic flow on Surf Road
- Lowered 30 Story roof line from 365' to 347'
- Beautify and Re-nourish the Dunes
- Handicap accessibility

Towards the end of the presentation, The Related Group shared a project animation and the Mayor and City Commission provided their feedback. [Click here to watch the presentation, discussion and project animation.](#)

ANNOUNCEMENTS

- **COVID-19 Informational Video:** The City partnered with Memorial Regional Hospital to produce a COVID-19 informational video with Dr. Randy Katz, Medical Director for the Hollywood Fire Rescue and Beach Safety Department and the Director of Emergency Medicine at Memorial Regional Hospital in Hollywood. [Click here to watch the video on the City's YouTube Channel.](#)
- **Next City Commission Meeting:** The next City Commission Meeting will take place on Wednesday, September 1, 2021 beginning at 1 p.m. For more information about the meeting, please visit hollywoodfl.org.