TODAY’S AGENDA

1. Introductions
2. Overview and Purpose
3. Initial Goals and Objectives
4. Existing Conditions Inventory
5. Waterways SWOT Analysis
6. Initial Opportunities
7. Discussion/Q&A

Intracoastal Waterway and Dania Cut-Off
IMPROVING QUALITY OF LIFE

Access to Natural Amenities

Recreation

Community

Entertainment
TEAM & AREAS OF STUDY FOCUS

“UPLAND”
LANDSCAPE
ARCHITECTURE

“H₂O”
COASTAL AND
ENVIRONMENTAL
ENGINEERING

“$”
REAL ESTATE
ADVISORY
SERVICES

Waterways Master
Plan

EDSA
Planning and Landscape
Architecture

Coastal and
Environmental
Engineering

Real Estate Advisory
Services
PROGRESS TO DATE

TEAM ACTIVITIES:

- Review of background materials and maps
- Waterways boat tour and land side reconnaissance
- Initial Marine Conditions Research
- Initial Economic Research and Local Interviews
- Mapping Existing Conditions Inventory
- Mapping Waterways SWOT Analysis
- Review work session with Renee Richards and David Vasquez
The **primary purpose** of this study is to perform a detailed analysis of the waterways system within the City of Hollywood, identifying:

- Opportunities to **optimize the utilization** of the waterways within Hollywood through a **mixture of compatible uses** that both **activates** and **celebrates** the waterfront.
Waterways Related to the City Districts:

- The Beachfront, Dania Cut-Off and the Intracoastal area are located in District 1.
- The Hollywood/C -10 Canal is shared by Districts 2, 3 and 4.
- The Hollywood/C -10 Canal Spur is in District 4 / Emerald Hills Area only.
EMERGING GOALS FOR TOMORROW

INITIAL ANALYSIS BASED GOALS:

- Enhance waterway environs for resident use
- Increase tourism activity with new destinations
- Increase City tax base
- Link Beach to ICW
- Sensitive redevelopment of Intracoastal frontage
- Expand maritime offerings
- Protect and enhance environmental resources
- Leverage partnerships with County, State, private sector and surrounding jurisdictions
- Leverage CRA funding

*Note: Order of list does not reflect priorities. List will be discussed at the end.

John U. Lloyd Beach State Park
PLACES FOR THE COMMUNITY

Smothers Park

“The park has been transformed to a functional space that celebrates the people, landscape, and heritage of Owensboro.”

Project Examples:

- Smothers Park (5 acres)
  Owensboro, Kentucky
- Pioneer Park (16 acres)
  Deerfield Beach, Florida

Pioneer Park

“...an outdoor venue that offered a broad range of educational and enjoyable leisure opportunities in an accessible, caring, attractive, and safe environment improving the quality of life...”
HOLLYWOOD WATERS VARY

Identified Waterway Zones

1. The Key Destination Development Area
2. The Public Beach Development Area
3. The John U. Lloyd State Park/Inlet Area
4. The Dania Cut-Off Canal Area
5. The Hollywood/C-10 Canal Area
1. The Key Destination Development Area

Economic Observations:

- Regional and local economics continue to strengthen
- Major anchors in Diplomat and Margaritaville
  - Driving visitor demand, Eco-tourism

Additional Observation:

- Potential for South Lake to become strong anchor as a boaters destination.
EXISTING CONDITIONS INVENTORY

Physical Waterway Observations

1. The Key Destination Development Area

Economic Observations:
- Stable recreational boating market, with growth in demand for larger slips
  - Support revitalization of City’s Marina

Additional Observations:
- 50 city owned boat slips on North and South Lake
- Possible interest in pier on ocean side
- Possible City Marina Expansion
2. The Public Beach Development Area

**Economic Observations:**

- Establishing connectivity between several major recreational assets
- Opportunities to create revenue producing activities
  - Not driven by profit, but mitigates ongoing expenditures
- Creating options for expanding marina slips
EXISTING CONDITIONS INVENTORY

Physical Waterway Observations

3. The State Park/Inlet Area

Economic Observations:

- Existing and expanding boater demand
  - Dania Cutoff marine activity
  - Dania Beach marina
- Aim to capture “built-in” demand
4. The Dania Cut-Off Canal Area

Economic Observations:

- Broward County has thriving marine industry
  - 134,000 jobs
- Dania supporting strong industry activity
- Continued growth increases draw to south
4. The Dania Cut-Off & C-10 Canal Area

**Economic Observations:**

- Broward County has thriving marine industry
  - 134,000 jobs
- Dania supporting strong industry activity
- Continued growth increases draw to south
5. The Hollywood/C-10 Canal & Spur Area

**Economic Observations:**

- Opportunity to support commercial marine activity
- Enhancing the waterfront/access for resident use
5. The Hollywood/C-10 Canal & Spur Area

**Economic Observations:**

- Opportunity to support commercial marine activity
- Enhancing the waterfront/access for resident use
LOCAL & REGIONAL ECONOMICS

Gulfstream Park Redevelopment
Westin Diplomat Resort and Spa

Downtown Hollywood + Beach CRA
Margaritaville Development
Port Everglades Expansion

Dania Beach Pier Area
Intracoastal Marinas
Dania Cut-Off Marine Industries

Legend:
- Gulfstream Park
- Diplomat Hotel
- Downtown Hollywood
- Margaritaville Hollywood Beach Resort (Proposed)
- Dania Beach Pier
- Dania Beach
- Port Everglades
- Dania Cut-Off Marine Industry
BOATING DEMAND CHARACTERISTICS

Represents: Broward County Recreational Vessel Registrations
LOCAL & REGIONAL ECONOMICS

Represents:
Growth Trends by Vessel Class/Size
Summary Profile & Notes

- Annual Occupancy @ 75±%
- Avg. Monthly Rates:
  - Top Tier - $45 - $75
  - Mid Tier - $25 - $40
- Length of Stay
  - 50±% Annual; 35±% Monthly
- County Demand for Vessels > 40’ next 5± years:
  - 125± slips (growth @1.5%/yr.)
- For Hollywood, distance to Inlet presents challenge
  - Recreation and Commercial
- Marina development remains highly restrictive
MARINE INDUSTRY MARKET OVERVIEW

- 134,000 jobs within Broward County
  - $3.7 Billion in wages and earnings
- Broward County captures significant shift of Miami Dade County marine activity (particularly from Miami River)
- Mega-yacht industry employment in South Florida nearly 6,000
  - Largest concentration in Broward County
- Industry growth expected to be steady but modest
  - Proximity to open and deep water is critical
WATERWAY SUMMARY SWOT ANALYSIS

Legend:
- Hollywood City Boundary
- Find Boundary
- Weakness
- Strength
- Opportunity
- Opportunity for Connection
- 5+10 Min Walking Radius

Key Features:
- Orangebrook Golf Course Redevelopment
- Potential Waterway Connection Between Parks
- Enterprise Zone
- Historic District
- Visually Powerful Lakes
- CRA District
- Park Opportunities
- Holland Park/City Marina
- West Lake Park
- Docking Opportunities
- Eco-Draw
- Community Center
- Hollywood Beach Hotel
- Margaritaville
- Fire Station (Vacant)
- Long Distance to Inlets
- Proximity of ICW to Beach
BUILDING ON YOUR STRENGTHS

1. Nine miles of ICWW and over 14 miles of waterways
2. Proximity of ICWW to Beach
3. North Lake and South Lake represent a visually powerful open space as well as a boating infrastructure opportunity.
4. Recognize West Lake Park is a huge eco-draw
5. Current redevelopment - major reinvestment commitment

Eco-friendly Waterway Activities:

“West Park and North Beach – Are the areas where city, county, and state parks meet to create an eco-friendly paradise, rich in nature and water activities.”

The ICWW and Beach Broadwalk are only 800 feet apart in the vicinity of the grand North and South Lakes

West Lake Park Eco-trails and Eco/Blue Water Tours

Margaritaville Development
Hollywood Beach Amenities & Activities:

- Over seven miles of three, unique and beautiful beaches

- "The Hollywood Beach Broadwalk is Florida’s best seaside boardwalk, according to USA Today."

- "Florida Living Magazine named Hollywood Beach Florida’s Best Beach."

- Jet skiing, parasailing, diving, snorkeling, surfing, and fishing.
5. The CRA Beachfront District & South Hollywood Development

6. Historic districts provide a sense of heritage and permanence.

7. There is market support for recreational and commercial marine-oriented activities, capitalizing on existing transient boat traffic.

8. Redevelopment investments in the surrounding jurisdictions
1. Distance to the inlet
2. Limited widths within sections of the Intracoastal Waterway Zone – deep construction setback for building construction
3. Limited sites suitable for marine industry
4. Property depths between A1A and ICWW - Fine grained (small) parcel size.

The Dania Cut-Off and N. Hollywood/Dania Beach are preferred sites for marine activity due to inlet proximity.

Water & landside development limited by ICW rules.

The narrow width of the ICW limits the number of locations where marine industries can locate.

The current width of A1A, parking needs and shallow parcel depths make redevelopment along the ICW difficult today.
5. Limited location options for Seagrass mitigation

6. Shallow depths of North Lake (both weakness and opportunity)

7. Limited City/public control of waterfront

8. Limited dockage relative to the amount of waterfront edge
1. Hurricane Surge and Impacts on Coastal Area Improvements
2. Seawall Failures and Deferred Maintenance
3. Regulatory Limitations
4. Environmental Limitations
5. Dania Beach Redevelopment
6. Maintaining Current Marine Commercial Offerings
7. Potential Loss of “waterway uses” to other nearby markets
1. A1A Road Diet Study – How can this best dovetail into west side Intracoastal redevelopment.

2. Linear park along the direct A1A frontage on the ICWW – “Early action opportunity as a centerpiece of the waterway.”

3. Re-introduction of concept of an Intracoastal walk

4. Linear park opportunities at the West tips of the North and South Lakes

Western tips of North and South Lakes offer opportunity for enhanced public amenities for Hollywood Residents.
5. Building off the Margaritaville project and surrounding redev. opportunities.

6. Wish list sites:
   a. Neighboring Margaritaville Sites
   b. Hollywood Beach Hotel Site
   c. The Westin Diplomat ICWW Site
   d. Community Center, Library & Harry Barry Park PPP redevelopment?

7. Ocean and waterway gateways?

8. Publicly owned pump station facilities allow for ICW access
9. Recognize West Lake Park is a huge eco-draw. Surrounding communities don’t have anything like this.

10. Research as a potential driver of activity, interest and education.

11. Holland Park discussion – Holland Park, City Marina and North Lake create a great combined opportunity; marina expansion, fill island with daytime entertainment and renovation of the Holland Park.
12. Dockage opportunities north and south of the Sheridan St. Bridge

13. Potential for Chain of Parks and Water Trails Concept” from Orangebrook GC to Rotary & Dunbar Parks

14. Potential reuse of vacant/underutilized Enterprise Zone canal frontage for Marine services

15. Orangebrook GC reconfiguration could include “Quiet Water” activities and navigable waterway created to new recreation area & reduced golf course

Aerial overview of greenway/waterway linkage opportunity from Orangebrook Golf Course to Rotary Park
16. Potential funding through the CRA District

17. $1,000,000 per year requested in City Capital improvement budget for implementation of waterways initiatives

18. Leveraging the partnership between the City and County and the City and State in key areas.

MARITIME OPPORTUNITIES

- Key Destination Development Area
- Public Beach Development Area
- State Park – No Development
- Predominantly Industrial Area
- Predominantly Residential Area

- Develop Boating Opportunities to Northern City Beaches
- Increase Boating Opportunities Along the ICWW
  - Increase Access to Beaches And Local Businesses
- Deep Water Floating Dockage Day Use Potential

Potential Inland Boating Opportunity – Skiing Lake?
Marina/Boat Ramp Revitalization Shallow Lake

Look for Potential City Development Possibilities all along the ICWW
DISCUSSION AND QUESTIONS

Topics:

1. What do you like about the information, or disagree with, and why?

2. What other items should we be aware of, consider and/or explore?

3. What goals or principles would you like us to consider?

4. What might we have missed or should be aware of?

5. What other obstacles or assistance may be available?
NEXT STEPS IN THE PROCESS

1. Additional Inventory and Analysis based on today’s input
2. Follow-up Public Presentation & Input Meeting in February