City of Hollywood
NEIGHBORHOOD MASTER PLANS
NEIGHBORHOOD PLANNING INITIATIVE

Vibrant neighborhoods are essential to the overall sustainability of the City. The process of creating and updating Neighborhood Master Plans (NMP) can provide a neighborhood with clear vision of community needs and priorities. This initiative should capture input from residents, property owners, and businesses to define and enhance their neighborhoods. Each neighborhood plan shall make recommendations for capital projects and programs to meet the City’s strategic goals of creating a sustainable and prosperous city. This includes establishing stable neighborhoods and providing quality housing, a diverse local economy, easy mobility choices, and enhanced leisure opportunities for people of all ages.

Plans such as the Neighborhood Master Plan (NMP) serve to guide city leaders in redevelopment, budgeting, strategic planning, and capital improvement. As shown in the graphic above, these plans are interrelated and work together to form the foundation of the City’s progress. These plans include various studies and regulatory documents including Citywide Master Plan, CRA studies and plans, Urban Land Institute studies, Zyscovich Plans, Charter/Code of Ordinances, Zoning and Land Development Regulations, Broward County Comprehensive Plan, City of Hollywood Comprehensive Plan, Design Guidelines, and Design Guidelines for Historic Properties and Districts. Other plans being created such as the Sustainability Action Plan and Economic Development Plan will impact the City’s neighborhoods and components for each will be included in Neighborhood Master Plans. In addition to updating NMPs, plans such as BrowardNext, Hollywood’s Comprehensive Plan, the Land Development Code (RAC, TOD), and the City Charter will be reviewed and updated in the next 2 – 3 years. The development of Neighborhood Master Plans must synchronize with these other plans.
GETTING LOCAL

Neighborhoods are the fundamental building blocks for planning and implementation. Plans should be built on existing neighborhood strengths and assets. Goals of creating and updating Neighborhood Master Plans include:

- Identifying community assets – These assets can include properties with architectural and historical significance; pedestrian amenities; diversity; schools; affordability; proximity to parks and open space, transportation, and commercial hubs; and a strong and involved population.

- Understanding community challenges – These include aging infrastructure; outmoded buildings (both commercial and residential); a transient population; struggling schools; susceptibility to climate change; lack of engaged residents; land use incompatibility and restrictions; lack of sewers, sidewalks and transit options; and absentee property owners.

- Envisioning the future – The neighborhood planning process relies upon the input of those with investment in the community to work together to define a clear vision of the neighborhood’s unique needs and priorities.

- Empowering neighborhood members – Successful Neighborhood Master Plans rely upon the engagement of community members to gain consensus as to priorities. Community interaction builds relationships and improves the likelihood of plan implementation as it becomes incorporated into other City planning documents to serve as the guiding plan for future city action.

- Incorporation into the City’s Capital Improvement Plan – Many action items identified in the Neighborhood Master Plan become part of the City’s 5-Year Capital Improvement Plan. This allows staff to begin the process of identifying and allocating funding to address neighborhood priorities.

The result of the Neighborhood Master Planning process is the development of broad goals, measurable objectives and specific actions that address the neighborhood’s core issues contained in a plan adopted by the City Commission and monitored regularly by the neighborhood and City staff.
## STEPS IN NEIGHBORHOOD PLANNING

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STEPS IN THE NEIGHBORHOOD MASTER PLAN PROCESS

1. Community members should understand the importance of neighborhood planning. City staff introduces the process to area residents.

2. Key community members should be identified to lead the effort and serve as the Steering Committee. Members can include property owners, residents, business operators, Chamber of Commerce representatives, local government experts, local elected officials, and area students.

3. The Steering Committee members should familiarize themselves with the area’s history, demographics, zoning and land use.

4. Next, neighborhood assets and challenges should be identified.

5. The Steering Committee should establish a timeline for completion of the Neighborhood Master Plan.

6. Hold a kick-off meeting to gain support and participation by area stakeholders. Subcommittee can be established for each focus area to spread the workload and build consensus as more community members are engaged.

7. Gather input to develop priorities through public input meetings, association meetings, casual conversations, listening sessions, walking tours, bike tours, surveys, flyers, door hangers, ads, use of social media, school events, church/religious activities, business meetings and community events.

8. The Steering Committee, based on community input, should rank priorities.

9. Working with City staff, the Steering Committee can identify partners and funding sources needed to achieve priorities.

10. The final Plan should be shared with the community for consensus then presented to the City Commission for adoption.

11. Steering Committee members should work with staff to develop a plan to implement initiatives identified in the Neighborhood Master Plan.

12. The Neighborhood Master Plan should be reviewed by the Steering Committee or Neighborhood Association, at a minimum, every three years.
NEIGHBORHOOD PRIORITY FOCUS AREAS

Political
Communications – initiatives in this area focus on improving communications within the neighborhood in order to stimulate property owner engagement in local civic associations.

Social
Recreation – Parks – initiatives in this area should focus on recreational programming, sports fields, parks, open space, and cultural arts.
Public Safety – initiatives in this area should focus on reducing crime, enhancing neighborhood watch programs, and traffic.
Quality of Life – initiatives in this area focus on quality of life issues such as public schools, diversity, higher education, job training and creation, and affordable housing.

Environment
Environment – Resiliency – initiatives should focus on making the community more resilient to sea level rise and climate change, preserving natural resources, and reducing our impact upon the environment.
Infrastructure – initiatives in this area focus on improving roads, alleys, sidewalks, public buildings, street lighting, utility service, and streetscapes.
Property Standards – Code Compliance – initiatives in this area focus on gaining compliance with property standards, enhancing curb appeal, and improving the housing stock through property owner investment.

Economics
Economic Development – initiatives in this area should focus on establishing relationships with adjacent businesses, identifying opportunities to attract and retain businesses desired by residents, and developing the local workforce.
EXAMPLES

POLITICAL

Communications – initiatives in this area focus on improving communications within the neighborhood in order to stimulate property owner engagement in local civic associations.

Examples of initiative include:

- Setting a goal to get email addresses from 40% of residents
- Create an association newsletter
- Increase use of social media to inform residents of meetings and activities
- Work with local businesses to promote the homeowner association to customers
- Create an ad to promote the local association for placement on government access channels 77 and 78, city website and newsletter
**SOCIAL**

**Recreation – Parks** – initiatives in this area should focus on recreational programming, sports fields, parks, open space, and cultural arts.

Examples of initiatives include:

- Increase the number of passive parks and green space within the neighborhood
- Create a dog park
- Install a playground, walking trail, fitness path, etc.
- Hold more special events in the neighborhood including cultural arts and concerts
- Offer more recreation programming on topics such as senior programming, elder care, educational programs
- Identify walls/areas for public art

**Public Safety** – initiatives in this area should focus on reducing crime, enhancing neighborhood watch programs, and traffic.

Examples of initiatives include:

- Address speeding on specific streets
- Install speed bumps, traffic circles, speed detector signs
- Create a four-way stop or install stop signs at specific intersections
- Start a neighborhood watch program
- Create an observation patrol
- Close certain streets to stop cut through traffic and create dead ends

**Quality of Life** - initiatives in this area focus on quality of life issues such as public schools, diversity, higher education, job training and creation, and transient and affordable housing.

Examples of initiatives include:

- Improve educational options for K – 12 by combining campuses, creating K-8 models, etc.
- Increase membership in homeowner association through specific activities
- Designate the neighborhood (parts of neighborhood) as historic
- Offer job training programs for neighborhood residents
- Decrease noise pollution by installing walls/hedges along major roadways
- Encourage association members to apply for city committees and boards
- Host regular block parties
- Have a community wide garage sale
- Host a local farmer’s market
Environment – Resiliency – initiatives should focus on making the community more resilient to sea level rise and climate change, preserving natural resources, and reducing our impact upon the environment.

Examples of these initiatives include:
- Develop a plan for a street tree program
- Identify property for a community garden
- Promote composting and on-site yard waste recycling
- Address flooding at specific locations
- Encourage homeowners to become NWF certified wildlife habitats
- Promote PACE programs through events at association meetings
- Encourage residents to install rain gardens
- Have quarterly swap meets where residents can trade equipment, furniture, clothing, etc. rather than disposing
- Reduce the amount of impervious surface in the neighborhood by replacing sodded areas and impervious surfaces with native landscapes
- Form a community policy to create permeable driveways and walkways
- Promote and educate on the use of PACE funding
- Create a neighborhood water pledge and hold a neighborhood water challenge
- Create a community butterfly garden
- Remove invasive exotic species
- Increase Tree Canopy by sponsoring an Arbor Day or Earth Day tree planting
- Improve transit stops and connect residents to create car pools

Infrastructure – initiatives in this area focus on improving roads, alleys, sidewalks, public buildings, street lighting, utility services, and streetscapes.

Examples of these initiatives include:
- Landscape medians
- Have trees trimmed
- Install street lighting
- Install sidewalks
- Install consistent walls to create a buffer between commercial and residential properties
- Install neighborhood identification monuments and signage
- Wrap utility boxes
- Septic to sewer conversions
- Underground utilities throughout area
Property Standards – Code Compliance – initiatives in this area focus on gaining compliance with property standards, enhancing curb appeal, and improving the housing stock through property owner investment.

Examples of these initiatives include:

- Address illegal conversions and improve condition of rental properties
- Require additional parking on-site to combat illegal parking or blocking of roadways
- Standardize roof and fence material allowed
- Hold regular bulk waste collections within the neighborhood
- Hold workshops for property owners on topics including landscaping, curb appeal, minor home improvement, financing options, etc.
ECONOMICS

Economic Development – initiatives in this area should focus on establishing relationships with adjacent businesses, identifying opportunities to attract businesses desired by residents, and developing the local workforce.

Examples of these initiatives include:

- Promote area businesses through ads in newsletter, flyers, website and at meetings
- Hold street fairs and invite local businesses to participate
- Encourage the locating of specific businesses to provide needed services and entertainment
- Invite businesses to hold a job fair for neighborhood residents
- Invite local businesses operators to association meetings
NEIGHBORHOOD HISTORY
HISTORY OF THE BEVERLY PARK COMMUNITY

On March 3, 1845, Florida achieved statehood and was admitted into the Union by an Act of Congress. Seventy years later, in October, 1915, the Courts transferred the northern portion of the Dade County to create the County of Broward. The new county was largely wetlands and a good portion of it was considered to be a part of the Everglades. In April, 1921, the Commissioner of Agriculture of the State of Florida became the legal Custodian of all public land. Land in Broward County was still publicly held and was described in terms of “Townships” and “Ranges”. It was not until September, 1925, that the area now known as Beverly Park was further subdivided into blocks, lots, streets, drives, avenues, and alleys. However, the original name given to the neighborhood was “Hollywood Pine”.

During this early period, “Hollywood Pine” consisted of three or four Mediterranean style homes (some of which are still standing), but the area was largely devoted to dairy farming. There was a water fountain located in the middle of what is now 62nd Avenue and Plunkett Street, but this was later removed due to the fact that it was considered to constitute a traffic obstruction.

In 1951 developers started to construct homes in earnest. Streets were named after tropical trees and plants. Later the names were changed to numbers, and in turn the numbers were replaced by names of presidents and generals. Boundaries were designated – Hollywood Boulevard to the North, Pembroke Road to the South, U.S. 441 to the East, and 66th Avenue to the West – and the area was given the name “Beverly Park”.

As the area grew, homeowners banded together and formed a non-partisan, non-political, non-profit civic association, for the purpose of promoting the general welfare of the community. State chartered in 1962, the Association became known as the Beverly Park Civic Association. Homeowners and businesses provided labor and materials and built the first building on the donated site on 62nd Avenue.

During its fledgling years the Association worked closely with Broward County to have streets and avenues paved, street lights installed, and to furnish water and other services. The area continued to grow as more and more services were provided.

Early in 1962, Beverly Park was annexed and became part of the City of Hollywood. Members of the Association met with City Officials to stress their commitment to the neighborhood and the City. In addition, the Association noted its intention to promote the general welfare of all residents. Also during this period, the park was staffed with full time personnel; the clubhouse was rebuilt, and a basketball court was constructed.
Attracted by its affordable housing, central location between Miami and Ft. Lauderdale, close access to the Turnpike and I-95, nearby shopping centers, schools and churches, the neighborhood has, until recently, witnessed a steady influx of families from all ethnic groups. There are approximately 1100 families in the neighborhood, and the Civic Association currently boasts a membership of nearly 200 members.

Recognizing that the neighborhood is a part of the City of Hollywood, the Beverly Park Civic Association has consistently sought to be progressive and it has met many of its objectives, such as police and fire protection, crime watch program, an active recreation center with daycare, after school programs, youth and scout programs, and activities for seniors.

During 1993-94, the City purchased four buildings adjacent to the Park. Plans are presently being formulated to renovate and enlarge the clubhouse, and to upgrade the Park’s facilities. The neighborhood as a whole has recently benefitted from the installation of a sidewalk program which commenced in September, 1994. Code Officers have been assigned to the neighborhood and many other services have been implemented. Most recently, the City has instituted a Neighborhood Master Plan Program geared to improving the delivery of services to the neighborhood through community participation. Residents of the neighborhood have just completed the formulation of a plan for Beverly Park and have submitted it to the City for approval.

While the Beverly Park Master Plan addresses issues pertinent to our neighborhood, members of the Civic Association and the community are interested in the City as a whole and in City-wide issues. As residents of Beverly Park and the City we will continue to work for a better environment and for a safe well-maintained neighborhood in which to live.
HISTORY OF THE BOULEVARD HEIGHTS COMMUNITY

The Boulevard Heights neighborhood borders the Turnpike on the east side, Taft Street on the north side, Hollywood Boulevard on the south side and 76th Avenue, which is the Hollywood City limits on the west side.

In the 1920’s, there was a large number of dairy farms established approximately five to ten miles west of the Hollywood City limits. Most of this neighborhood was largely agricultural with a good portion of the land devoted to dairy farming. However, by the late 1950’s and 1960’s, development was moving westward and the layout for the Boulevard Heights neighborhood had begun.

The area was incorporated into the City of Hollywood in the beginning of its development. Families living on lower salaries and retired couples with small pensions began moving out to this western region, resulting in a nice middle income neighborhood with residents supporting its local merchants to secure a great place for people of all ages to reside.

Our goal is to maximize the quality of life in the Boulevard Heights area. We want to make it a safe, clean and happy neighborhood by acquiring a partnership from the City, residents and businesses to improve the visual appearance in the community and communication between one another. With the proper attention and effort from this community, Boulevard Heights will become a more valuable and attractive neighborhood for existing and future occupants.
HISTORY OF THE DRIFTWOOD COMMUNITY

The Driftwood neighborhood borders Taft Street on the south, Stirling Road on the north, the Florida Turnpike on the east, and Davie Road extension on the west.

The neighborhood was laid out during the late 1950s and 1960s. For the most part, it was largely agricultural with a good portion of the land devoted to dairy farming.

The early years were boom-years and they were characterized by explosive growth. An arch on 66th Avenue, the main thoroughfare, designated entrance into the community; the well-known Taft Street Shopping Center was constructed, and the Broward County erected a beautiful recreation center for the community.

While still in its infancy, the area, which was then known as “Driftwood Acres,” was incorporated into the City of Hollywood. From the onset Driftwood was a middle-income neighborhood. Local merchants and residents worked in close cooperation to make the area a great place for families. Today, in 1994, Driftwood remains a family oriented community with good public schools, many churches, a recreation center and several ball fields. It is a community of well-built quality homes that is particularly attractive to young families with children. The neighborhood has a much appreciated fire and rescue service, and although there are many empty stores in the Taft Street Shopping Center, residents still enjoy the convenience of shopping close to home.

In closing, members of the community would like to express their fondest hopes and wishes: to live in a neighborhood that is beautiful, clean, safe, crime-free, stable, and peaceful. One with well-maintained sidewalks, sewers, streets, infrastructure works, parks, recreational facilities, and play areas. A family oriented neighborhood with a proud identity, where residents are involved and work together for the good of all.
HISTORY OF THE EMERALD HILLS COMMUNITY

How did Emerald Hills come about? Sam Horvitz of Hollywood, Inc. had the vision of making this area one of the finest sub-divisions in the state of Florida. The land was acquired by him in 1932 as a result of Joe Young’s Hollywood Land & Water Co. going bust in 1926. Money was owed to Same Horvitz’s company for paving work. In lieu of payment, Horvitz, as well as others, received land and formed their own company. Eventually, Sam Horvitz bought out his partners and formed Hollywood, Inc.

What was the area like before it became Emerald Hills? A river ran through it and it wasn’t part of Hollywood yet. It was in incorporated Broward County in undeveloped land called Ironwedge. No one seems to remember where the name came from nor does anyone remember if the river had a name. There was the drainage canal (which crossed 46th Avenue north of Sheridan Street) and there was Butler Dairy Farm reputed to be where TY Park is now.

Back in the early 1960’s, there were many oak trees on a ridge that ran through the area. Most of those trees are still standing today. 46th Avenue was a dirt road in the woods and it was named Hawthorn Road.

The area had no parks, but there was one recreational sport at that time. In back of where our former tennis club was situated, there stood an exclusive nudist club which subsequently moved to Davie.

In 1955, William Horvitz was brought from Cleveland to Hollywood by his father, Sam to handle all Hollywood developments. Once the Hollywood Hills development was completed, Hollywood, Inc., moved north of the Hills in 1968-1969 to land that we now know as Emerald Hills. Their concept was to establish an elegant residential community that would look totally different than any other in the area. Financing for this venture was borne solely by Hollywood, Inc.

The Villas on Geyser Court Avenue were built around 1968-1969 and were the first structures on this land. The construction was done by Hollywood, Inc.

Many of the builders of Hollywood Hills moved to Emerald Hills. Model Row was built on the west side of 46th Avenue, and about 14 builders put up their models and sales offices there. Some of the builders were Biltrite Homes, Delcrest Homes, Durbin, LeMar, Progel, Chambers and BBH. Builders had to qualify in order to construct homes in this area and eventually in the Emerald Hills Lakes area. Lots were allocated to each builder.

Plans for building homes in Emerald Hills were submitted to the City and were turned down by the City Commission at that time. The City wanted only 50 ft. lots for each home site.
Hollywood, Inc. did not want this type of restriction and had the land de-annexed from the city. The plans were then brought before unincorporated Broward County and completely approved. The City of Hollywood, upon learning of this situation, asked Hollywood, Inc. to return to the City promising that their original plans for larger size lots would be approved. The first phase of homes built in 1969 were from East 46th Avenue to 33rd Avenue. Second phase was from West 46th Avenue to 56th Avenue, and the last phase was the lake section built in 1973-74.

For each phase, the area was cleared but most of the trees were preserved. Less than 10% of trees in the whole area were eliminated. Utilities “plumbing” was put in for water, sewers, drainage, electricity and phones in addition to roads. The terrain was difficult for natural drainage because the underlying base was coral rock rather than the sand ridge of Hollywood Hills. Much of the drainage problems we have today stem from the underlying base and lack of foundation.

As the homes were being built, Emerald Hills Country Club and Tennis Club were also being built on North Hills Drive. The Country Club was a handsome establishment, and the golf course was reputed to be one of the best in the area. The course was designed by Von Hegge and the pro for the club was Bruce Devlin. Many streets around the club reflect the golfing image, Palmer Drive, Sarazen Drive, Casper Court, etc.

The original plans Hollywood Inc. had devised for Emerald Hills included land set aside for a school (Hollywood Hills High School built in 1967), church, temple medical complex and shopping area. They envisioned an area that would accommodate the needs of everyone living in this area. Post Hast Shopping came to be in 1971. Deli Den became a popular restaurant as well as meeting place for all in the neighborhood. There was a gas station erected on Sheridan and N. 46th Avenue with probably the only gas pumps in the city that were not in front of the station, but were placed in the rear of the station.

There was also a strip shopping center on Sheridan Street between N. 46th and 56th Avenues which had a Jefferson store, Publix and some other small retail shops. At one time, Hollywood Inc., intended to build an enclosed mall on the property, but once the Hollywood Mall on South Park Road was erected, their plans were canceled.

The last phase of Emerald Hills was called the Lakes of Emerald Hills which was developed about 1973, it is a beautiful area with lovely homes built around magnificent oaks trees that were deliberately left by the developer. There are winding streets and lake areas. There are townhouses as well as villas. A park was also developed within this neighborhood.

There was some controversy about opening North Park Road to Sheridan Street. It was opposed by those living on North Park Road. The road existed from Stirling to the canal. In time, the City found North Park Road to be a County road and therefore had to be opened to all traffic.

The complex called Fairways on North Hills Drive was built by Hollywood, Inc. in 1973-74 as a condominium. It consisted of 235 units. At that period in time, there was a glut of condos on the
market. As a result, the Fairways became rental apartments.

A new owner bought the tennis club and eventually wanted to construct homes on that property. His proposal was turned down by the city. As a matter of fact, at one time Holiday Inn wanted to erect a hotel on this property and that too was refused by the city because of lack of parking spaces.

The Tennis Club was also sold in 1989. The new owner wanted to use the land for construction of high end homes. The City again denied the rezoning request.

Grandview Condominium was constructed on North 46th Avenue by Hollywood, Inc., in 1974. This project was to consist of eight floors in the front buildings and twelve floors in the back buildings. The Emerald Hills Association opposed the size and location of the buildings, and eventually after much discussion between the City, Hollywood, Inc. and Emerald Hills representatives, the structures were built to their current size. The initial plans called for these condo buildings to be placed much closer to the sidewalks, and this too was opposed by the Emerald Hills Homeowners Association.

The Emerald Hills Country Club was sold to a new owner in 1989. Much renovation was done to the club house as well as the golf course. It is considered an excellent course by most golfers.

Many changes in Emerald Hills would come about because of Hollywood, Inc. divesting themselves of all their properties in this area. They were sold to Michael Swerdlow companies in 1988. Sheridan Plaza came about in the 1990’s. There was a complete renovation of the old Publix shopping center on Sheridan Street. It was turned into a mega shopping area with many stores of different types as well as the largest Publix that they now build encompassing a restaurant, pharmacy and flower shop. A 12 screen movie theater, banks and many restaurants are also available. In addition, Luria’s new superstore was opened in November 1995.

The Emerald Hills Homeowner’s Association has been a viable force in its area. It initially started in 1970-1971 and Roger Newman was the first president. It was very active well into the 70’s and then became dormant. It again resurfaced in 1992 and has been most influential in many areas in the Emerald Hills community. The Association now has members who are liaisons between the City of Emerald Hills. This brings about action on most matters. Much progress has been made in the way of beautification, road repairs and traffic matters as well as an effort to establish a master plan with the City for Emerald Hills which should provide the residents with more available city services. The Association wants to make a concerted effort for self-improvement as well as City input to improve the quality of life for those living in this neighborhood.

Emerald Hills grew from the wilderness and became an exciting community. It is active in city affairs as well as in its own community activities. This community looks forward to its own enhancement and to significant progress to continue to keep Hollywood one of the most appealing cities in the State of Florida.
HISTORY OF THE HOLLYWOOD HILLS COMMUNITY

In 1925, Joseph Wesley Young concentrated on the development of the Hollywood Hills neighborhood, the area bounded by North Park Road to the coast, 56th Avenue to the west, Washington Street to the south and Sheridan Street to the north. The land in Hollywood Hills was high and dry covered with Scrub Pine trees and Cabbage Palms. The Hollywood Hills Inn, located at the center of the City’s westernmost circle, was one of the first buildings developed in the Hollywood Hills neighborhood and was completed by the Hollywood Land & Water company in the Spring of 1925. The Inn was the focal point for Hollywood Hills. For the 1925-1926 season, it filled nightly with prospective land buyers brought from various points of East and Middle West by the Company fleet of busses. As busses drove through the Hollywood Hills section of the City, it was routine to hear the announcement, “We are now entering the Hollywood Hills section, highest point in the city.” Usually, the passengers would exclaim, “This is steeper than it looks, who would have thought there were such hills in Florida.” The elevation of the Hills neighborhood is some 12 feet above the downtown section.

On September 17, 1926, a massive hurricane swept through the city. Due to devastation caused by the storm, the Hollywood Hills Inn became a shelter for the homeless and uninjured. From 1926 until 1931, the only occupants of the hotel were caretakers who were on guard to keep vandals from stripping it of inside door, fixtures and woodwork. The City acquired the Hotel from the Hollywood Company until 1931 when the Riverside Military Academy of Gainesville, Georgia bought the Hollywood Hills Inn for about a dollar and established winter quarters there.

After the repair and clean-up of storm debris, Hollywood Hills Elementary School, located on Taft Street, became the second school built within the City.

Approximately 200 pupils attended when it opened in the Spring of 1926. In an effort to relieve Central Hollywood’s school over-crowding, this Spanish-mission style building with bell towers housed elementary grades one through six.

Nearly a dozen homes on or near the Circle were also developed after the 1926 storm. However, the depression caused many remaining families to relocate back to their former home cities or industrial centers, which dropped school enrollment to a point that the Hills school had to close in May 1928. The school remained closed until late in 1931 when the Academy received permission
from the County School Board to use the deserted Hills school for classrooms while alterations were being made to their location, the Hollywood Hills Inn. The Academy abandoned the Hills school when alterations were completed. However, by 1941 or 1942, the Hills school reopened for public elementary classes.

In the early 1960's, Hollywood Inc. sponsored and controlled the development of Hollywood Hills. Memorial Hospital was the second hospital built in Hollywood. Developed near the center of Hollywood Hills, the Hospital had only 200 beds in its single building. The first Hollywood Hills Homeowners Association was also organized in 1960. A year later, the Association had its first big July 4th Picnic, in which 1,000 new residents around the neighborhood attended.

In 1965, a community dispute developed in Hollywood Hills when Hollywood, Inc. wanted Hawthorne Circle platted as a residential development instead of open space for a park. It appeared that development in Hollywood Hills would end if the City did not approve the plat. A decision was reached, the Circle was developed residential and Jewish temple, known today as Temple Sinai, was built on site.

By 1971, Memorial Hospital had grown and expanded so rapidly that the residents were threatened by the potential traffic impact that it would have on the residential community. Consequently, Hollywood City Planners promised no further spread of Memorial Hospital into the residential community surrounding Hollywood Hills.

In 1973 the Principal of Hollywood Hills Elementary school wanted to tear down the school building to make way for a modern one story building. Concerned citizens petitioned the Governor and area Congressmen to have the school building declared a historical site. The campaign failed and the building was demolished. This was a great loss of historical value to Hollywood Hills and the City of Hollywood.

Today, development in Hollywood Hills is limited because it is mostly built out. Furthermore, Memorial Hospital has developed into a regional medical center with five locations throughout the area. Hollywood Hills residents are dedicated to working together with City staff in an effort to prevent the integrity of the residential neighborhood from deteriorating. The neighborhood hopes to accomplish this through a strong Homeowner’s Association which continues to build membership and create pride in their homes and in their community.
HISTORY OF THE HOLLYWOOD LAKES COMMUNITY

The history of the Hollywood Lakes area is rich with issues of environmental impact, neighborhood protection, public interest, and civic activism. The Lakes area was planned as an integral part of the original City of Hollywood, founded in 1925 by Joseph Wesley Young.

The Hollywood Lakes area was designed to be an upscale residential community adjacent to the beach, bordering two manmade lakes, North and South Lakes, and convenient to the downtown business district.

Joseph Wesley Young’s original planned community of Hollywood was designed around three circles. Young Circle (originally named Harding Circle) is the first and largest of these circles. Young Circle is located in the center of the downtown community, intersected by a wide, main boulevard – Hollywood Boulevard. This boulevard stretches from the Intracoastal waterway to the Everglades. The unique urban design of Hollywood includes a grid street pattern that emanates from each circle. The largest and main downtown circle, is a ten acre circular park. This park was renamed Young Circle, in honor of the City’s founder. The second circle, Watkins Circle (originally called Military Circle), is referred to as Presidential Circle.

The Lakes area is an important part of Hollywood’s history and the backbone of it’s existence. It is one of the oldest neighborhoods in Hollywood and contains a number of historic homes, public properties, and other structures of significance. The homes and buildings are a very diverse mixture of architecture, spanning decades from the early 1920’s to the present. Stately royal palms line Hollywood Boulevard, Harrison and Tyler Streets, among others adding a regal touch to the wide residential thoroughfares. Numerous old oak trees and a variety of lush, tropical foliage lend a suburban atmosphere to this neighborhood, although it is within a stone’s throw of downtown Hollywood. We are nestled between one of South Florida’s prime beachfronts, Hollywood Beach, and Interstate 95. This central location adds to the neighborhood’s desirability, affording its residents a variety of amenities: close proximity to Hollywood Beach, downtown shopping and entertainment, rail transportation facilities (AMTRAK and TRI-RAIL), bus transportation, an international airport, and a major interstate road system.

Lakes area residents are well known for their civic activism on issues affecting citizen property rights, recreation/park open space, beach preservation, and other environmental issues. This
sentiment is embodied in very strong neighborhood participation in its civic associations. Residents of this area have been referred to as “Guardian of the Lakes”. This reference is due to their strong protective attitude towards its unique and limited amenities, and natural beauty. The boundaries of the Lakes neighborhood expand from the Intracoastal west to Federal Highway (U.S. Highway 1), and from Sheridan Street south to Moffitt Street. Within those boundaries are the historic Hollywood Beach Golf & Country Club (a historic landmark and one of the City’s original recreation amenities), West Lake Park and Anne Kolb Nature Center (owned and operated by Broward County), Holland Park, Jefferson Park, Eppleman and Wm. Koosier Parks (tot-lots), Lincoln Park and the Hollywood Marina.

The Lakes neighborhood has some major new housing developments on several of its boundaries. South of Washington Street is the AVATAR – “Harbor Islands” gated community. This development is anticipated to have 2400 residential housing units, 600 of which will be single family homes. West Lake Village is another gated residential community, located between Johnson Street and Sheridan Street, east of 12th Avenue. This development is anticipated to have 700 single family homes, clubhouse, and private recreational amenities. There are two additional, smaller, gated residential developments planned for the Lakes area: San Marino Village on Johnson Street and 12th Avenue (formerly Temple Sinai, 1201 Johnson Street), and East Lake on 14th Avenue, south of Harding Street (opposite Eco Grande Golf course).

Lakes history reflects many instances of our civic activism and continuous efforts to protect public property for open, green space and recreational use.

Some past successful accomplishments include:

I. Preservation of:
   North Beach
   West Lake Park
   The Hollywood Beach Golf and Country Club
   Acquisition and development of Eppleman Park

II. Residents successfully opposed the widening and development of 14th Avenue into a super highway from Hallandale to Port Everglades;

III. Supported the creation of Historic Districts, and sites within Hollywood. This action will help preserve homes and historical buildings not only within our Lakes area and the downtown corridor, but citywide.

IV. Negotiated a compromise agreement with the City of Hollywood in the rollback of Community Redevelopment Agency boundaries from 14th Avenue-west to 17th Avenue, except for the transition area where the boundary is 17th Avenue, and excluding the Hollywood Beach Golf & Country Club.
V. We united with other residents and downtown businesses to promote alternatives to the City’s planned realignment of Young Circle traffic at U.S. 1. The community will continue to work with the City to develop alternative plans to address U.S. 1 traffic around and adjacent to Young Circle, and to make Young Circle Park more user friendly and accessible to downtown.

VI. Residents have taken an active role in the creation of a Neighborhood Master Plan for the Lakes area. When completed this plan will reflect the community’s short and long term priorities, and establish a basis for future City capital improvements and expenditures, focused on the community’s desires. These concerns include major issues such as Traffic & Public Safety, Public Services, Infrastructure, Planning & Zoning, Parks & Recreation, and Economic Development.

We are proud of our Lakes neighborhood, our residents, our accomplishments, and our community involvement. We are proud to be part of the betterment of Hollywood and look forward to continuing our efforts for its improvement for generations to follow.
Joseph Wesley Young planned and developed Liberia (a Subdivision) in Hollywood, Florida during the 1920’s. The name Liberia is derived from a Latin phrase meaning Free Land. The Bahamians were the first to settle in Liberia. The new city of Hollywood would have been incomplete without some place for servants and laborers to live. A quarter of a section of land had been set apart for homesites, stores, schools and churches. The accompanying photograph shows the first street in the new town under construction. The development of Liberia was significant in that the section set aside for the members of the Black race were laid out with modern standards. The modern infrastructure included paved streets as well as electric lights and water which were furnished form the Hollywood center plants. All business activities were confined to an area designated for commerce and no stores were permitted in residential sections.

In the center of town, was a five acre circular park, similar in design, only smaller than Hollywood's Harding circle. The streets were of ample width and well paved with ojus rock. This town was based on the idea whereby residents control their own municipal affairs.

Liberia attracted visitors from Palm Beach to Miami. These visitors were so impressed with Liberia, that many upon learning that land was available immediately purchased property in the community. The picture of the first house in Liberia was that of Tom Hannibal and his family. A good deal of clearing had been done. Liberia was no longer pine woods. It was beginning to take on the appearance of a real development. In order to encourage the growth of this community, the Hollywood company was doing everything possible to aid and assist the process. Assistance and encouragement were given to those who wanted to build. In developing Liberia, The Hollywood Company's primary concern was not profits.

Today Liberia is made up of small homes and apartments. Liberia's boundaries are between J.A. Ely Boulevard and N. 24th Avenue from Stirling Road to Sheridan Street. In 1985, the first of new development of homes called Oakwood Hills, were built by the late Cleola Mosley. Oakwood Hills, which was developed for low-income families, is a handsome waterfront community, located ¼ mile east to of interstate 95 and 1 block north of Sheridan Street. Homeowners include working and retired people. In 1988, the homeowners formed the Oakwood Hills Homeowners Association. Crime Watch, with the assistance of the Hollywood Police, was also started in 1988.

The residents of Liberia feel that people become connected to the community when they are involved with the master plan and other neighborhood and city-based programs.
HISTORY OF THE LAWN ACRES COMMUNITY

At one time, the Lawn Acres neighborhood was composed of two separate areas, both west of 56th Avenue. The first area to be developed was located between Hollywood Boulevard south to Madison Street. The second area, which extended from Madison Street south to Washington Street, was a small development called Hillside Park. Currently, both areas are combined and known as the Lawn Acres neighborhood. The developer of the neighborhood, Mr. Napoli, was also the developer for Hillside and the White Construction Company.

The development of Lawn Acres began in the early 1950’s, originating west and going eastward. At the time, 56th Avenue did not extend below Jefferson Street. Additionally, State Road 7 and Hollywood Boulevard were only two lanes. The streets were not completely paved until the development was complete. There were no homes on either side of Hollywood Boulevard from the east side of 56th Avenue to the Orangebrook Golf course. The children in this neighborhood were required to go to Hollywood Hills Elementary, then to Colbert Elementary and finally to Orangebrook Elementary, which was located in the center of palmetto fields. There were no streetlights in existence, and the nearest fire station was located in downtown Hollywood.

Many Lawn Acres residents took action to incorporate additional land into Hollywood. The land located to the north of Lawn Acres from Hollywood Boulevard to Stirling Road was part of unincorporated Broward County. The residents worked hard to incorporate this area into the City so that they would be able to have some control over its future development. This same process was done to a park that was supposed to be located near Orangebrook Elementary School, but the residents requested that the City move its present location. This park was later named Zinkel Park.

During development of the Hollywood Shopping Center, Lawn Acres residents had a difficult time getting concessions to protect their neighborhood. However, they succeeded in having the west end of Madison Street closed to State Road 7. A wall was constructed and a landscaped buffer was installed as a barrier between the shopping center and Lawn Acres homes.

The Lawn Acres neighborhood is a unique and very nice place to live. The residents and Civic Associations’ involvement in City government have been responsible for this neighborhood’s success.
HISTORY OF THE NORTH CENTRAL COMMUNITY

Joseph Wesley Young planned and developed North Central Hollywood during the 1920’s. It consisted of several hundred acres of deprived, white sandy land by 1922 and early 1923. All vegetation had been cleared and streets were being constructed as quickly as possible. Some of the first buildings to go up for business purposes were in the North Central area along North Dixie Highway and along the 2200 block of Hollywood Boulevard. As fast as buildings were completed, each unit was occupied by a new merchant or businessman. Many built their own stores or office buildings.

During the 1930’s, general financial depression was at a low point and Diamondball (Softball) was a very popular sport. Earl T. “Pop” Dowdy, manager of the Piggly Wiggly food store, asked the city to build a playing field on its property on Dixie Highway between Johnson and Hayes Streets. The plans were approved immediately and grandstand, bleachers and playing field were ready for play in the spring of 1934. The Ballpark was named Dowdy Field. That year, every city and town in the South sponsored a team. Diamondball became so popular that even the World Series games were not as important to the fans as their hometown team scores. Dowdy became manager of the Hollywood team and larger organizations and many merchants and business firms sponsored teams in the inner-city leagues. From 1934 to 1936, Hollywood had the longest list of players on its roster and they always drew a loyal, cheering crowd on their nights to play. By the 1940’s, Dowdy Field also became a major attraction for holiday parties and festivals for children of all ages.

Today, North Central Hollywood is made up of small homes and apartments. The boundaries of the North Central area now expands from the Florida East Coast railroad west to I-95, and from Sheridan Street south to Hollywood Boulevard. The area is experiencing a rebirth as many young families are moving into the area to take advantage of neighborhood schools and traditional neighborhood atmosphere.

Many residents of North Central have lived in the neighborhood most of their lives, forming long term friendships and interests within their community. They have become more involved with the Neighborhood Master Plan and are enthusiastic to participate in efforts for its improvements for generations to follow.
The Park East community encompasses the area from Sheridan Street on the north to Calle Largo on the South, and from I-95 on the east to Park Road on the west. This is an area which combines the best of residential and commercial properties working together to form an integral part of Greater Hollywood.

Joseph Young, who founded Hollywood during the 1920’s, certainly could not have envisioned the size of his city today. By the 1950’s, the push was westward beyond the Seaboard Coastline Railroad Station on Hollywood Boulevard, just west of I-95. The first major development west of the railroad was Orangebrook Golf Estates, quickly followed by Breezy Manor, Park Road Manor and Lakeview Heights. In the mid-1960’s, the northern section of Park East was completed with the development of Hollywood Heights, parts 1, 2, and 3.

Before the flurry of development, the Park East area was decidedly more rural. Memorial Hospital was a two story, non-air-conditioned building with 100 beds. Surrounding it on the north, west and south were fields of palmettos. There was one house located at 35th Avenue and Arthur Street. It was owned by a City of Hollywood fireman. The old Hollywood Hills Elementary School was the only nearby structure. Park Road ended at Harding Street and north of that was a large cattle farm. The I-95 freeway did not exist but was old State Road #9 which ran south to N.W. 27th Avenue in Miami. There was no road going north. The site of the Hollywood Mall was a vacant field where the circus would perform when it came to town. The Mall itself was not built until 1964. A vegetable farm with a little wooden shed where corn, lettuce and tomatoes were bought by local residents stood where the Police Department is today. At that time, the City had about three Police cars. Presidential Circle then housed the winter campus of the Riverside Military Academy.

Many residents in the Park East neighborhood have lived in the City since the 1950’s and 60’s. They remember Hollywood having parades for Christmas and St. Patrick’s Day and holding Fiesta Tropicale. Schools had all kinds of activities year round.

McNicol Junior High was new. The only high school was South Broward High. Back then, teenagers frequented Scott’s Drive In, Yum Yum Caste, and the Luncheonette across from the school. Downtown had Sig’s Restaurant, the Teen Center, the Florida Theater, the Hollywood Cinema, Iris’ Drug Store, the First National Bank and Jimmy Mann’s Auction. The long-time residents agree
that Hollywood has certainly changed over the years but they have fond memories of good times and great people.

Although consisting mainly of residences, the Park East community is also home to industries such as Rinker, Heico and HARSCO and a variety of commercial enterprises located in Johnson Square. Some of the best recreational areas in the city are located in Park West, too. There is the Rotary Park complex on Taft Street. On the corner of Johnson Street and Park Road is Kiwanis Park, which was the old Davis Homestead. There are Lion’s Club Park and Stanley Goldman Park, one of the most beautiful parks within the city limits. Several non-profit organizations or facilities can be found in the Park East area such as the Knights of Columbus, the YMCA, the Garden Club Center and the Federation Plaza Senior Center.

Park East is a community with an interesting history. But more important is what it is today and what it strives to become. It is a vital neighborhood consisting of people of different ages, ethnic backgrounds, economic levels, and different household types or lifestyles. The residents and property owners are coming together with one goal in mind, to provide for the future of the community by maintaining and improving neighborhood standards and to enhance the quality of life. The new civic association will provide a vehicle for strengthening community bonds and enriching the neighborhood even further.
HISTORY OF SOUTH CENTRAL NEIGHBORHOOD COMMUNITY

The boundaries of our community are I-95 on the west to Federal Highway on the east, and from Hollywood Boulevard on the north to Pembroke Road on the south, with the exception of the downtown area between Dixie and Federal Highways, where the northern boundary is Van Buren Street. A large part of the population of Hollywood is concentrated in our mature, tree-filled neighborhood.

The oldest part of our neighborhood is between Dixie and Federal Highways and between Van Buren Street and Pembroke Road. Most of the buildings were built in the early 1920's and are still standing.

Crossing the Florida East coast railroad tracks to the west, one comes to an area laid out by J.W. Young, founder of Hollywood. Parcels of land from Van Buren to Washington and from Dixie Highway to 28th Avenue were known as Hollywood Little Ranches. The lots along Dixie Highway ran east to west and were sized 100’ X 400’, to be used as warehouse sites for Port Everglades, and the other lots ran north to south and were sized 100’ X 207’, suitable for small farms. The remaining land was subdivided into residential lots. An aerial view from the years 1925-45 would have depicted a sparsely populated area.

Beginning in 1946, many servicemen who served in this region during World War II came back to make Hollywood their home. Martin Wohl and other contractors developed this area with single family homes suitable for moderate income families which purchased them under the G.I. Bill for veterans and FHA for others.

The City grew rapidly through the 50's and 60's. As a result of the influx of families with young children, Colbert elementary and McNiccol Middle Schools were built during this period.

South Central Hollywood is a cosmopolitan community with a rich mix of cultures and diverse household types. Working together on our Master Plan, our aim was to consider the needs of all our residents and to retain the positive characteristics of our community while reducing any negative ones.

In planning and zoning matters, we support the proposed enforcement of density restrictions and the zoning code. In infrastructure, we need sidewalk program implementation and enforcement of traffic rules. One of the needs of beautification included proper maintenance of street closures. Regarding sanitation, we recognize the need to educate neighborhood newcomers and the uninformed as to the City’s sanitation policies and procedures. During the work on recreation
goals, we discovered strong support for better utilization of Poinciana Park.

With respect to public safety, we need steady, firm intervention by law enforcement and community crime watch participants in the locations prone to criminal and drug activities. In matters of code enforcement, we want to work with our officers in any way we can to eliminate commercial vehicles in residential areas, as well as to enforce removal of inoperable junk vehicles and accumulations of hard junk. We will continue to get our neighbors involved in activities which will improve the neighborhood and we will work with the City to put together a newsletter for the community. Based on that viewpoint, we feel that the Plan adequately reflects the aspirations and desires of our community.
HISTORY OF THE WASHINGTON PARK COMMUNITY

In the early 1960’s the area between 52nd Avenue and U.S. 441, Pembroke Road and Plunkett Street, was annexed and became part of the City of Hollywood. Since land in the area was sold to anyone who wanted to build, most of the homes in the community were built by homeowners themselves. In later years, there were a few builders who built homes for sale. A few homes on Wiley Street and Mayo Street were built and sold to new homeowners. An additional source of new homes has been the vacant lot program. Through this program, lots were bought and new homes were built to be sold to those who desired a home.

As development proceeded, the Washington Park Civic Association, now known as Washington Park Homeowners Association, worked with the City of Hollywood to limit the number of churches and junk yards which had begun to dominate the neighborhood.

More recently, there has been a number of remodeling projects in the area. The most notable was the Wiley Development Inc. project. Nine apartment buildings on the 5700 block of Wiley Street were remodeled in 1986, at a cost of approximately one million dollars. Project improvements included better lighting, installation of sidewalks, grass, parking, and trees. A sewage system was installed and commenced operation in 1983. The improvements in the neighborhood are noteworthy because they foster a more pleasing environment by eliminating unsightly elements.

Over the years the neighborhood’s voting precinct or polling place has taken place in a number of different locations. Polling for Washington Park’s residents initially took place on the 5200 block of Mayo Street in a homeowner’s yard. After two years the location was moved out of the neighborhood to the Hollywood Fashion Center on Hollywood Boulevard and U.S. 441, where it remained during the 1970s and 1980s. With the closure of the Fashion Center, polling was briefly held at the Hollywood Federal building at 5950 Washington Street before moving to its present location at the Hollywood German-American Club at 6401 Washington Street. Plans are currently been drafted to locate the neighborhood’s polling place in Washington Park.

The land for the neighborhood park, also known as Washington Park, was donated by an unknown donor. Before the Park’s existence members of our community would loan their vacant lots to be used as miniature parks. Two such parks were located on the 5200 block of Flagler Street and the 5700 block of Wiley Street. The City of Hollywood provided planned games and equipment, and from time to time the City provided movies for all to see.
Plans were made by the City in the late 1960s to build a recreation center in the park. The building was completed in the late 1970s and has since proved to be too small to host the number of activities and people who utilize the facility. Another park was provided by the City in the mid-1980s. This relatively small park for tots was constructed on 58th Avenue and Fletcher Street, and is well frequented by parents in the community who can take advantage of the seating facilities to keep an eye on their little ones.

The controversial Yahweh group moved in and out of the neighborhood in the 1980s. Their places of residence were on the corner of 57th Avenue and Flagler Street, and on 58th Avenue and Mayo Street.

The Washington Park Homeowners Association has been playing an increasingly important role in improving the quality of life in the neighborhood. The Association is attempting to be attentive to the needs of the people by initiating clean-up campaigns, establishing a Master Plan for the neighborhood in conjunction with other residents, writing newsletters, and generally getting involved in matters that are of interest to the community.
STAKEHOLDERS & FUNDING SOURCES
STAKEHOLDERS AND FUNDING SOURCES

There are a variety of stakeholders within the community and in local government with an interest in the success and future of each neighborhood. When developing the NMP, the following parties should be engaged: residents, property owners, renters, area businesses, chamber of commerce and local business associations, neighboring homeowner associations, City staff and elected leaders, schools, and County representatives.

Some initiatives will require funding to accomplish. City staff will work with the Steering Committees to identify feasible funding sources to achieve project goals. These funding sources can include the City's Capital Improvement Plan, grants, donations from local and national businesses, Broward County, Broward County Metropolitan Planning Organization, federal funds (CDBG/HUD), Florida Department of Transportation, and local funding raising efforts.
SAMPLE PARTICIPANT SURVEY
1. Name three things you love about Hollywood and want to keep and build on?

2. Name three things about Hollywood you most want to see fixed or improved?

3. List three things about your neighborhood that make it a great place to live?

4. List three things you most want to see improved in your neighborhood in the next five years?

There are four components of a sustainable city: Social, Political, Economic and Environmental. Please rank your top three priorities in each of these areas:

**Social**
- ___Open Space
- ___Social Services/Assistance
- ___Public Safety
- ___Recreational Amenities
- ___Placemaking/Livability
- ___Cultural Arts/Public Art
- ___Quality Schools
- ___Civic Pride
- ___Quality of Life
- ___Other_____________________

**Environmental**
- ___Environmental Resiliency
- ___Corridor Improvements
- ___Conversion from Septic to Sewers
- ___City Facility Improvements
- ___Property Standards/Neighborhood Appearance
- ___Transportation/Transit Connectivity
- ___City-wide Landscaping/Trees
- ___Beach Maintenance/Renourishment
- ___Other_____________________

**Political**
- ___Consensus Building (internal & external)
- ___Responsible Leadership
- ___Efficient & Accountable Government
- ___Effective Use Technology
- ___Fiscal Strategy & Responsibility
- ___Capacity Building
- ___Intergovernmental Relations
- ___Staffing/Organizational Structure
- ___Customer Service & Feedback
- ___Team Building/Morale
- ___Other_____________________

**Economic**
- ___Redevelopment
- ___Strategic use of City Property/Seeking Public Private Partnerships
- ___Job Creation/Retention
- ___Diverse Housing
- ___Workforce Development/Training
- ___Parking
- ___Business Attraction/Expansion
- ___Other_____________________

**Host Organization**__________________________________    **Meeting Date**____________________
CITY
RESOURCES & FORMS
CITY RESOURCES:

Contact Lorie Mertens-Black, Chief Civic Affairs Officer, at 954.921.3201 or lmertens-black@hollywoodfl.org to learn more about Neighborhood Master Planning and for assistance in identifying your neighborhood’s priorities.
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