5-1-2011

# City of Hollywood

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# Community Background Report

## City of Hollywood

## Boundaries
North: State Road 84
South: Pembroke Road, Hallandale Beach Boulevard near the Coastline
East: Coastline
West: Florida's Turnpike, some portions stretch out to North University Drive

## Community Type: Municipality

## Report Last Updated: May, 2011

## History[1]

The City of Hollywood has experienced great change since it was incorporated in 1925. The city has grown from one square mile of farmland to over 28.87 square miles to become one of three of the most populated cities in Broward County. Founded by the "planning visionary" Joseph Wesley Young, the original concept for the City of Hollywood was to be a laboratory of sorts and implement his "Dream City in Florida." The vision included a wide boulevard extending from the ocean westward to the edge of the Everglades with man-made lakes paralleling each side of the roadway. Unique in Young's city plan was the incorporation of three large circles of land located along his planned principal boulevard. These circles became the sites of a ten-acre park (Young Circle), the City Hall complex known as Watson Circle, and a military academy now known as Presidential Circle-the current site of a commercial structure. Having formerly lived in California, Young chose to name the city after Hollywood in Southern California.

Young was responsible for many of the key iconic places in Hollywood Beach: Hollywood Broadwalk, what was Florida's largest bathing pavilion, Hollywood Beach Casino, Hollywood Beach Hotel, and was the visionary behind the idea to dredge a deep-water seaport from the shallow lake north of Hollywood to the Atlantic Ocean--Port Everglades.

By January 1926, Hollywood population had quickly swelled to approximately 18,000 people. After the devastating hurricane of 1926, the city's population fell to 2,500. Though the city would later steadily begin to grown again, it didn't regain the population lost until the 1950s. By the mid-1960s, the city's population doubled in size via annexation and general growth; the explosive growth trend continued into the 1970s and led to the establishment of growth management programs.

Today, the City of Hollywood is the third largest city in Broward County.[2] The population growth has mostly leveled off and the city is now seeking opportunities to redevelop and take advantage of its proximity to the Fort Lauderdale-Hollywood International as well as the transportation assets within its jurisdiction such as: Port Everglades -now the second busiest cruise port in the world, Interstate 95, Florida Turnpike, Tri-County Commuter Rail, and two major railroads that cut through the city in a north-south direction.

## Community Dynamics

Over the past decade, Hollywood's population increased by only a tiny increment of 1 percent, yet the diversity of its population increased significantly.[3] Today, Hispanic residents now make up nearly a third of the city's population, fulfilling Money Magazine's prediction from the 1990s in naming Hollywood a city of the future for having a diverse population that would represent the nation in 20 years.[4] Recently, Hollywood was awarded first place in the National League of Cultural Diversity Awards Program for cities with populations of 100,000 to 400,000 for its Strategic Planning Diversity Network that ensures employment in the city mimics the city's population.[5]

In 2010, another prestigious acknowledgment was made by Travel + Leisure when it recognized the Hollywood Beach Broadwalk among the best boardwalks in the nation— the only destination in Florida to receive the designation.[6] USA Today also recognized the broadwalk by naming it one of America's top nostalgic promenades.[7] The Hollywood Beach Broadwalk, which spans a 52 block pedestrian scale area, has access to the beach, restaurants, lodgings and residences.[8] In 2007, more than $100 million in public improvements were made on Hollywood Beach with the renovation of the historic Broadwalk marking the re-launching of Hollywood as a destination.[9] In addition to the broadwalk, other Hollywood destinations have also helped attract tourists: 1) the 1920s historic downtown has experienced a rebirth with an arts district along Harrison Street and the Hollywood Art & Culture Center that have become centers of activity in the cultural arts and entertainment communities of South Florida;[10] 2) In 2004, the Seminole Hard Rock Hotel & Casino complex was built with a 130,000 square foot casino, a 5600 seat Hard Rock Live venue, and a 4-star Hotel located in the Seminole Indian Reservation, a politically independent entity within the corporate limits of the city;[11] 3) The Anne Kolb Nature Center at West Lake Park is a 1,500 acre nature preserve originally slated for development;[12] 4) As well as the future development of Margaritaville on Hollywood's beach.

Different from many of Hollywood's neighboring municipalities, the city's redevelopment has been guided by a vision-driven City-Wide Master Plan that addressed land use and zoning changes to accommodate growth but also preserve its historical character.[13] Redevelopment has not been without challenges within the city. Since 2005, the city's downtown Community Redevelopment Agency became entangled in an eminent domain dispute to obtain a privately-owned property and transfer it to a developer for a $100 million project, a 25-story mixed use condo, hotel, and retail tower

called Hollywood Circle (sometimes also referred to as Young Circle Commons).[14]  In 2008 a state appeals court has decided to support the city's controversial attempt to take the property owned by a family since 1972 and use it for private development.[15]  The new development has also been questioned by locals fearing the fate of the historic Great Southern Hotel currently also on the property in question.[16]  In addition, the downturn in the economy and increased foreclosures has also affected redevelopment efforts. The neighborhoods near downtown, Royal Poinciana and Park Side, are two examples where abandoned homes have increased blight and crime despite the city investing millions "to clean up some of its rougher neighborhoods."[17] The city has merged its police department and code enforcement efforts in an attempt to streamline the response to this problem.

## Demographic Highlights[18]

***The City of Hollywood has not experienced population growth since 2000 and future population forecast indicates that the city will experience a slight decline in population.***
The population in 2009 in the City of Hollywood was 139,913 --which represents 8 percent of the overall County's population.[19] Since 2000, the city has not experienced population growth (2000-2009, 0 percent growth), and population forecasts through 2014 indicate that the city will experience a 2 percent decline in population. Population density per square mile in 2009 was 5,060 and it is projected to be 5,184 by 2013.

***In 2009, the City of Hollywood had almost ninety percent occupancy in overall household units—mostly by homeowners.***
There were 69,143 housing units in the city in 2009; of these 88 percent were occupied housing units and only 37 percent were renter occupied housing units.

***The city's median household income in 2009 was less than the county's overall median housing income.***
Median housing income in 2009 in the City of Hollywood was $47,618 in comparison to the County' $56,291.

***In 2009, the median age in the City of Hollywood was 40 years old.  Projections through 2014 indicate that the city will have a decrease in the 17 and younger age groups and in the workforce age group (17-54) and slight increase in the 55 and older age groups.***
In 2009, the city's median age was 40 years old, only two years older that than the county's median age of 38. Projections indicate that the city's median age in 2013 will be remain almost the same: 41 years old. In addition, projections through 2013 also indicate that the various age groups will experience little change: the 17 and younger age group will have a slight one percent decline in population, the workforce age group (17-54 age) will have a less than one percent decline, and the 55 age group and older will increase by one percent.

***In 2009, the White population was the majority of the City's population and projections indicate that it will remain the same through 2013.***

In 2009, 75 percent of the city's population was White, followed by a 12 percent Black population, and 10 percent "Other Races". It should be noted that over half (54 percent) of the population in 2009 considered themselves White Non-Hispanic; 28 percent of the population considered themselves Hispanic. Projections through 2013 indicate that the White population will remain the majority (71 percent) despite a small decrease. Other shifts in race and ethnicity are also expected to be minor: the Black population will increase by one percent, "Other Races" will increase by two percent, and the Hispanic population will increase by two percent.

***In 2009 the majority of the City's population was a native citizen, spoke English and was well educated.***
In 2009 the majority of the City's population (72percent) were native citizens while 16 percent were foreign born not a citizen and only 13 percent were naturalized. Furthermore, 66 percent spoke English, 22 percent spoke Spanish and only 9 percent spoke Other Indo-European Languages. The vast majority of the City's population (75 percent) had a High School, some College or College or Graduate Degree.


## Transportation Trends[20]
The tables below illustrate projected transportation trends in the City of Hollywood.

**Percent of the employed population travel time to work, 2014**

|                     | City | County |
|---------------------|------|--------|
| Work at Home        | 4 %  | 4 %    |
| Less than 15 minutes| 19 % | 16 %   |
| 15-29 Minutes       | 35 % | 33 %   |
| 30-59 Minutes       | 35 % | 38 %   |
| 60+ Minutes         | 7 %  | 8 %    |

**Average household transportation costs**

|      | City        | County      |
|------|-------------|-------------|
| 2009 | $8,428.19   | $8,836.33   |
| 2014 | $10,312.30  | $10,880.30  |

**Average household transportation costs in public transportation**

|      | City      | County    |
|------|-----------|-----------|
| 2009 | $497.47   | $555.02   |
| 2014 | $632.61   | $721.64   |

**Forecasted percent of vehicles per household, 2014**

|  | City | County |
|---|---|---|
| 0 vehicles | 9 % | 7 % |
| 1 vehicle | 45 % | 40 % |
| 2 vehicles | 35 % | 40 % |
| 3 vehicles | 9 % | 10 % |
| 4+ vehicles | 2 % | 3 % |

**Forecasted percent employed individuals means of transportation to work, 2014**

|  | City | County |
|---|---|---|
| Car, Truck, Van to Work | 91 % | 93 % |
| Public Transportation to Work | 3 % | 2 % |
| Other Transportation to Work | 3 % | 2 % |
| Work at Home | 4 % | 4 % |

The information provided below briefly summarizes transportation trends, services, or projects in the City of Hollywood:

**City-wide Master Plan** (Multi-modal Transportation and Public Safety Policies) [21]
The City of Hollywood's master plan was a two-year process (including over 100 public meetings) that culminated in a document adopted in 2001. Amongst the various topics was a document dedicated to transportation planning called "Multi-Modal Transportation and Public Safety Policies." The City-Wide Master Plan emphasizes Hollywood's major corridors and street transportation systems; as such the following systems were taken into consideration: 1) The City of Hollywood is immediately south of two major transportation nodes, Port Everglades and Fort Lauderdale/Hollywood International Airport; 2) The city has access to numerous regional highways that provide linkage throughout South Florida. The City of Hollywood is served by several major north-south regional transportation corridors; the Florida Turnpike, US 441/SR 7, I-95, Dixie Highway and US 1; 3)Tri-Rail and Amtrack have a station on Hollywood Boulevard, and Tri-Rail has an additional station on Sheridan Street; 4)Hollywood is served by important east-west corridors; Stirling Road, Hollywood Boulevard and Sheridan Street; 5) Linking the major transportation corridors together are several local collectors; Johnson Street, Taft Street, 56th Avenue, 40th Avenue and Park Road which integrate the system.

Below is a summary of the multi-model transportation opportunities identified in the document:

- Work with FDOT to establish US 441/SR 7 corridor plan.
- Extend pedestrian character of Downtown along Federal Highway.
- Beautiful and historic east-west access along Hollywood Boulevard.
- Width of Hollywood Blvd. East creates opportunities as potential gateway to the beach.
- Good access to I-95 as "gateway to the City and beach".

- Oakwood Plaza and Downtown are regional attractors.
- Potential for extensive transit/transportation improvements in East/Central Hollywood.
- Multi-modal Facility Proposal in East/Central Hollywood.
- Traffic calming measures in neighborhoods in East/Central Hollywood.
- Improvements to the Broadwalk.
- Enhance linkage between Beach and Downtown.
- Improve pedestrian environment on Surf Road and A1A.
- Potential air/sea passenger linkage from Airport to Port Everglades cruise terminals to accommodate future transportation needs.
- Maintaining existing road right-of-way for future connectivity from McIntosh Road to Griffin Road.
- Multi-Modal facility on the east side of I-95, connecting to Tri-Rail/Amtrak on the west side.
- Transit village adjacent to Sheridan Street Tri-Rail station.
- Enhance pedestrian/bicycle links to neighborhoods from corridors in west/central Hollywood.
- Look into possible alternatives for traffic calming in north Hollywood neighborhoods.
- Create bicycle path from neighborhoods in west Hollywood to commercial areas.

**Hollywood Corridors Zoning and Land Use Recommendations**[22]
From 2003 to 2005 Zyscovich Inc. conducted a study to examine the development potential of the City's most prominent commercial corridors and develop strategies for their development.  The study includes Federal Highway, Dixie Highway, Hollywood Boulevard, and SR7/US441.  The intent was to encourage more intense development while ensuring compatibility with the surrounding residential neighborhoods, maximize access to transit, and to preserve and enhance the unique character of each of the corridors.   The plan recommends to create zoning overlay districts and provides zoning recommendations and design guidelines for each of the corridors.

**Hollywood Beach CRA Master Plan**[23]
The Master Plan  has two overarching principals: to preserve the character and scale of Hollywood Beach and to become a model "green" community.  The following briefly summarizes the transportation related strategies and action items identified in the plan.

*Strategy 2.2. Create a Mobility and Parking Plan*.  The Plan will enhance the visitor experience of Hollywood Beach with alternative mobility options.  This strategy includes an action item recommending a Feasibility Study to Support Implementation of a Shared Parking and Transit System.  Specifically, the this suggestion hopes to reduce reliance on cars by increasing the attractiveness of alternative forms of mobility such as walking, biking, low or no emission vehicles and transit and to reduce requirements for on-site parking that distort building forms.

*Strategy 2.3. Create Pedestrian Friendly Streets.* Suggested actions steps are to: 1) Design streets for pedestrian comfort and interest, 2) Establish functional classifications for streets, 3) Create a Sustainable Urban Forest (streetscape plans to increase shade), 4) Develop a coordinated Bicycling Plan, 5) Support alternative mobility with information and wayfinding signage for parking and mobility options

**Downtown Hollywood Master Plan**[24]
The primary objective of this Master Plan is to illustrate the overall vision for the future of Downtown Hollywood. It should be noted that a first attempt for as master plan in this area occurred in 2004 when the Hollywood CRA commissioned the Downtown Hollywood-Young Circle Master Plan. Although some of the recommendations of the vision were executed, the plan was never adopted as regulation. Summarized below are the transportation-related recommendations from the draft of the new Downtown Master Plan:

*Improve Connectivity and Mobility* –with respect to circulation, streets, pedestrian corridors, and bike routes should be considered in a broader context. The Plan suggests that a cohesive circulation network should be created that extends beyond the core to encourage district-like mobility and dissuade the east/west corridor-like movement that currently exists. According to the plan, the north-south streets that link to residential neighborhoods should be strengthened to help support the commercial core.

*Streetscape Improvements* – 1) Enhance the pedestrian experience throughout Downtown; 2) Redesign Hollywood Boulevard streetscape to improve storefront visibility; 3) Support the City's plan to create a median on Hollywood Boulevard, east of 17th Avenue; and 4) Extend streetscape elements and public improvements beyond the core.

*Hollywood Boulevard Extension* – Allowing for the extension of Hollywood Boulevard through the block would improve connectivity and the view corridor to it from Young Circle.

*Existing Public Parking* – The city should focus on adding to the existing parking inventory; either by creating more public parking structures or by using existing parking lots during off hours.

*Sample of the transportation-related recommendations by district* – 1) Dixie District: the intersection of Dixie Highway and Hollywood Boulevard offers a major point of access into Downtown and the Historic Business District. This junction has the potential of providing a formal gateway and creating a stronger pedestrian connection to the rest of Downtown. Its proximity to a rail corridor with the prospect of a future transit system makes this area ideal for transit oriented or transit ready development. Consequently, this district should develop as a high intensity mixed-use corridor. 2) Federal Highway District: One of the two main north-south arterials into Downtown, it has the potential to develop as a higher intensity mixed use neighborhood and can high volumes of vehicular traffic. 3) North Downtown District: Support the city's plan to restore 2-way traffic flow

on Tyler Street. 4) North Parkside District: Encourage vehicular alley access to prevent front yard parking and ensure pedestrian continuity. 5) Retail Core District: Reprogram Hollywood Boulevard to promote pedestrian activity and outdoor uses.  The recommendations range from temporary street closure to options for the reconfiguring the existing streetscape and on-street parking layout.  6) Young Circle District:  Extend Hollywood Boulevard through Block 57 to improve circulation and connectivity.

*Urban District Parking Strategies* – The plan recommends that the city revise parking policies to maximize the efficiency of existing parking and provide a variety of options to access parking for future development. Details of the recommendations can be found in the plan.

### Hollywood Trolley[25]
The City of Hollywood incorporated a trolley service to the public transportation service to improve mobility, enhance the visitor experience and ease parking demand and traffic congestion. This new service was funded through a Public Transport Service Development Grant from the Florida Department of Transportation with matching funds from the Hollywood Community Redevelopment Agency and its funding partners: City of Hollywood, Broward County, Children's Services Council and South Broward Hospital District.  The trolley offers operates every Wednesday through Sunday (10am - 10pm) with over a dozen stops on Hollywood beach and historic downtown.

### Redevelopment Corridors[26]
City of Hollywood has focused its redevelopment efforts, in a manner compatible with the Citywide Master Plan, on four major commercial corridors: State Road 7/441, Hollywood Boulevard, Federal Highway/US 1 and Dixie Highway. Below is a brief summary of the projects planed along these corridors:

*State Road 7/441* -State Road 7 is one of the major transit corridors in Hollywood and throughout Broward County. It is utilized as a connector to neighboring cities and is a hub for public transportation.
In an effort to revitalize this important corridor and prepare for future population growth and increased traffic, the Broward County Transit and Florida Department of Transportation (FDOT) have scheduled a number of County-wide transit improvements to help decrease headway time and accommodate improvements in public transportation. In Hollywood, these include reconstruction to add two additional lanes, new bus bays, upgraded drainage and enhanced landscaping. Although they will take place at different times, construction is scheduled to begin between 2008 and 2012.

*Hollywood Boulevard* – Projects along this corridor :1) I-95 to Presidential Circle -This project includes median revisions, a pedestrian crossing signal west of the Tri-Rail station, ADA sidewalk and intersection ramp improvements, drainage and pavement restoration and resurfacing. The construction budget is $8.4 M and work is on schedule for a November, 2009 completion. 2) Presidential Circle to State Road 7/US 441 -This project is represents a partnership between FDOT, the Broward County MPO and the City of Hollywood which combines the resources of the State's $4.4 M roadway

resurfacing project, with the City's $1.2 M MPO Safety Grant to include a landscaped safety median from Presidential Circle to State Road 7/US 441. Landscape contributions from FDOT, together with the cost savings achieved through the consolidation of these projects will facilitate the addition of median and shoulder landscape enhancements throughout the corridor. 3) US 1 to A1A - This $5.8 M project combines a programmed pavement restoration and resurfacing effort with a corridor safety project to include intersection improvements at 13th Avenue, drainage improvements throughout the corridor, and landscaped safety medians for the project limits.

*Federal Highway/US 1*- Master planning efforts will entail review of existing and proposed zoning codes, developing new zoning regulations and assisting with the approval processes necessary to finalize recommended zoning changes for an overlay.  A current project along this corridor is the phase II of the Federal Highway reconstruction project from Young Circle to Sheridan Street.  It includes selected drainage enhancements, signal improvements and pavement restoration and resurfacing. Utilizing a $1.2 M transportation enhancement award, the project scope has been expanded to include fully landscaped safety medians throughout the corridor and an enhanced roadway and pedestrian lighting system.


## Special Events

The City of Hollywood hosts many events throughout the year. Below is a sample of thr reoccurring events. Please visit the City's community calendar for a full list:

City Events, Downtown Events and Beach Activities that occur in the City of Hollywood are periodically updated on the City's official calendar website at the following address: http://www.hollywoodfl.org/wkcalendar/calendar.htm

The City's Cultural Calendar is also periodically updated with ongoing cultural events occurring in the City. More information can be accessed at: http://www.hollywoodfl.org/Parks_rec/Culture.htm


**Music Under the Stars**- This free concert series is presented by Hollywood Parks, Recreation & Cultural Arts and the Hollywood Beach Theatre. The concerts are a year round event, weather permitting, and take place from 7:30pm to 9:00pm every Monday at Hollywood Beach & Broadwalk – Johnson Street.  For more information log onto: http://www.hollywoodfl.org/Parks_rec/concert.asp

**Dancing Under the Moonlight Series** – This free event takes place very Tuesday of the year, weather permitting, from 7:30pm to 9:00pm. The event highlights line dancing and audience participation. For more information log onto: http://www.hollywoodfl.org/Parks_rec/concert.asp

**On The Broadwalk Concert Series** – Every Wednesday, weather permitting, this free event presents a variety of entertainers from country and classic rock to rhythm and

blues. The series takes place from 7:30pm to 9:00pm. For more information log onto: http://www.hollywoodfl.org/Parks_rec/concert.asp

**Broadwalk Friday Fests**-The Hollywood Beach Community Redevelopment Agency in cooperation with The City of Hollywood Department of Parks, Recreation & Cultural Arts host a series of free fests that take place at the Hollywood Beach Theater (Johnson Street & the Broadwalk) from 7:00 p.m. to 10:00 p.m. the 2nd & 4th Fridays. For more information log onto: http://www.hollywoodfl.org/Parks_rec/Concert.asp

**Art Walk**- Takes place during the month of July in downtown Hollywood. The event features music and galleries and businesses showcase local and regional artwork. For more information, please visit: http://www.downtownhollywood.com/ArtWalk/tabid/696/Default.aspx

**Funtastic Fridays for Kids**- This free event takes place the first Friday of the month from 5:00 p.m. – 9:00 p.m. at Anniversary Park (20th Ave. & Hollywood Blvd.) and every other Friday it takes place at ArtsPark at Young Circle. This is a kid oriented and family social event. For more information log onto: Information: 954-924-2980 or www.DowntownHollywood.com or as well as http://www.downtownhollywood.com/Funtastic/tabid/772/Default.aspx

**Annual Hollywood Beach Latin Festival**- Sponsored by Hollywood Beach Latin Festival, Inc. and the CRA, this annual event has a main stage at Connecticut Street and cultural performances at the Beach Theatre . For more information visit the following website www.hollywoodlatinfestival.com

**Annual Hollywood Beach and Candy Cane** – A long standing tradition, this holiday evening parade on the Hollywood Beach Broadwalk featuring marching bands, floats, community groups. For more information call 954-921-3404

**St. Patrick's Day Parade & Festival** – The city sponsored event includes a parade and festivities in Downtown Hollywood during the month of March. For more information, please visit: http://www.stpatricksparade.com/

**Hollywood's Hometown 4th of July Celebration** – This annual event takes place on July 4th in Hollywood Beach and Broadwalk from noon to 9:00 pm.  For more information, please call: 954-921-3404.


## Business Landscape

The city's major employers are:  City of Hollywood, Memorial Healthcare Systems, Weston Diplomat Resort & Spa, Hollywood Diagnostics Center, Brandsmart USA, Laboratory Corporation of America, HIP Administrators, FedEx, St. Ives, Toyota of Hollywood, HEICO Corporation, Seminole Hard Rock Hotel and Casino.[27] Top industries by employment in 2009 were: Educational, Health and Social Services (19 percent), Professional Scientific, Management and Administrative services (13 percent),

and Retail Trade (12 percent employment).[28] In 2009, the City of Hollywood had a 14 percent unemployment rate.

The following list various business-related initiatives or recent development efforts that help to describe the City of Hollywood's business landscape.

**Airport and Seaport**
The Fort Lauderdale-Hollywood International Airport is located on the City of Hollywood's northern boundary and is one of the fastest-growing airports in the country. Port Everglades is located largely within the City of Hollywood. As a premier seaport, Port Everglades is one of South Florida's strongest economic engines generating more than $10.6 billion in waterborne revenue each year. The Port-95 project is considered the newest economic growth area on the northern portion of the city. [29]

**Government led Economic Development Efforts**[30]
The City of Hollywood has undertaken ambitious land use and zoning changes to promote redevelopment and prepare for future growth. There is a special emphasis along more than 15 linear miles of commercial corridors targeted for redevelopment: State Road 7/441, Hollywood Boulevard, Federal Highway/US 1 and Dixie Highway.  The Office of Business & International Trade is responsible for facilitating public/private partnership development, managing the City's real estate portfolio and pursuing economic development initiatives.  The City's CRA is responsible for the revitalization of the downtown and beachfront. Furthermore, the city has two qualifying HUBZones – a US Small Business Administration program that encourages economic development in historically underutilized business zones. Other incentives also include the Enterprise Zone Incentives for Development/Redevelopment.  The City of Hollywood's Enterprise Zone was created in 2010 to offer financial incentives and stimulate redevelopment. An Enterprise Zone is a specific geographic area targeted for economic revitalization which encourages economic growth and investment in distressed areas by offering tax advantages and incentives to businesses and residents located within the zone boundaries.

**Margaritaville Resort**
In a significant effort to boost tourism and create redevelopment opportunities, the City of Hollywood Commission voted in 2010 to approve the plans for a $130 million tourist attraction on six acres of public land between the Intracoastal Waterway to the ocean (once home to the historic Casino pool, built in the 1920s by city founder Joseph W. Young).  The city chose Jimmy Buffet's island-themed restaurant, Margaritaville, over Planet Hollywood.[31] The site of the new Margaritaville will be south of Johnson street, across the beach from the broadwalk.[32] In January 2011, the city commission unanimously approved a 99-year Margaritaville land lease.[33] Once complete, Margaritaville will have a 349-room hotel, public pools, restaurants and a new parking garage.[34]  It is worthy to note that the lease sets the foundation for the creation of a Community Development District, an independent board with the sole purpose of raising $30 million for the construction of the public portion of the 1056-space parking garage – of which 600 spaces will be public.**[35]** The Margaritaville Resort is scheduled to open in

March 2014.[36]  For more information, please see the City of Hollywood's website: http://www.hollywoodfl.org/html/JohnsonStBeachRFP.htm

**Downtown Hollywood**[37]
The Downtown District, which encompasses about 580 acres between 22nd and 17th avenues from Johnson Street to Washington Street, is home to an eclectic mix of restaurants, pubs and clubs, unique boutiques and specialty shops, art galleries and studios, service businesses and the 10-acre ArtsPark at Young Circle. The Downtown has struggled to keep businesses open; for example, the area lost businesses such as Kids-N-Science Educational Toy Store and the Arts Academy of Hollywood, which was forced by financial difficulties to close its doors in 2009 after 15 years downtown.  Despite the setbacks, the Downtown has recently evolved into a viable art and entertainment district that has attracted more "qualified and quality tenants." For example, more than 20 new businesses that have recently opened, including Mickey Byrne's Irish Pub & Restaurant, Orale Mexican Restaurant, Mystic Water Kava Bar, B-True Organics, Whiskey Tango All American Bar and Grill, Kilwin's confectionery shop, pinkghost designer toy shop, The Shade Post women's fashions, City National Bank, Art Project Gallery and Luna Bella Gallery. Downtown Hollywood's image as a hub for art and culture is reinforced by the numerous free events to draw patrons to the district, including the ArtWalk monthly series and weekly Funtastic Fridays for Kids (a popular family social held the first Friday of the month at Anniversary Park and other Fridays at the ArtsPark), and other free ArtsPark offerings that include live music, children's activities and movies.

**Dade Medical College Expands to Broward with New Hollywood Campus**[38]
In 2010, Dade Medical College opened a new campus in Hollywood. The 16,000 square-foot location is located at 6837 Taft Street, in the former Bealls Outlet space. The new campus features 10 classrooms, four laboratories, more than a dozen administrative offices, a library / resource center and a student lounge.

**Oceanfront Redevelopment Project**[39]
In 2008, the City of Hollywood CRA completed an oceanfront redevelopment project that included a community center, 408-space parking garage and public park.  The multi-use infrastructure project is considered an important step towards the city's ongoing revitalization efforts for its beach front.  The redevelopment site is located on Garfield Street midway between Hollywood Boulevard and Sheridan Street. It extends from S.R. A1A (N. Ocean Drive) east to the beachfront Boardwalk.  The largest component of the three-phase project is the 148,000-square-foot Garfield Street Garage. Between the garage and the beach is a new 3,341-square-foot Garfield Community Center.  Also completed the city's new Charnow Park (four beachfront pavilions, an interactive fountain, playground areas).

**Professional Sports and Entertainment Enterprise Program**[40]
In March 2011, the city approved a plan to attract investors within the sports and entertainment industries to raise capital for redevelopment projects. The program would: 1) promote public-private partnerships to revitalize key parcels within the city, and 2)provide preferred negotiations and incentives for development and redevelopment of underutilized properties for qualified professional athletes/entertainers and professional

sports/entertainment organizations. Currently, the city and the Community Redevelopment Agency own 331 properties of which 50 are vacant and many others are primed for redevelopment.

**Redevelopment of Former Dump Site**[41]

Hollywood city commissioners are considering whether to clean up and redevelop a 32-acre city-owned dump site that was used to dispose of incinerator waste and other trash from 1958 to 1973. Located at the corner of South Park Road and Pembroke Road, the site currently has 14 vacant acres, the city public works buildings, and a portion of the incinerator complex.  A brownfield designation will facilitate the redevelopment of the site and the Florida Department of Environmental Protection believes it can be redeveloped using the appropriate clean-up strategy.  The nearby Hillcrest neighborhood would like to see a park on the northern part of the property. Other alternatives include expanding a fueling facility on the property or redeveloping the land for retail use.

## Related Links

Hollywood City-wide Master Plan
http://www.hollywoodfl.org/cwmp/

Hollywood CRA
http://www.hollywoodcra.org

Summary of Revitalization Plans for Hollywood Boulevard (2008)
http://www.hollywoodfl.org/economic_dev/commcorridor/pdf/Nov11_2008_Presentation.pdf

Wiley Street Redevelopment
http://www.hollywoodfl.org/housing/pdf/WileyStreetCompletePackage.pdf

Neighborhood Map
http://www.hollywoodfl.org/comm_planning/map.htm

Hollywood Gazette
http://www.hollywoodgazette.com

Hollywood Office of Tourism
http://www.visithollywoodfl.org

Hollywood Chamber of Commerce
http://www.hollywoodchamber.org/

Downtown Hollywood Business Association
http://www.downtownhollywoodbusiness.com

State Road 7 (Davie, Hollywood, Seminole Nation Charrette)
http://www.tcrpc.org/departments/studio/sr_7_collaborative/hollywood_seminole_tribe.htm

# Sources

[1] Unless otherwise indicated, all information in this section is from the City of Hollywood, History
http://www.hollywoodfl.org/records_archives/ARC.asp?DeptN=ARC&PageX=history

[2] Broward County Profile. Enterprise Florida
http://www.eflorida.com/profiles/CountyReport.asp?CountyID=6&Display=all

[3] Sun Sentinel. "Cities to contend with slow growth, home vacancies." Mar. 27, 2011
http://www.miamiherald.com/2011/03/27/v-print/2130264/cities-prepare-to-deal-with-slower.html

[4] Ibid.

[5] Ibid.

[6] City of Hollywood Florida Community Redevelopment Agency press release, June 23, 2010.
http://www.hollywoodcra.org/pr_TravelLeisure.html

[7] Ibid.

[8] Ibid.

[9] Ibid.

[10] City of Hollywood, History.
http://www.hollywoodfl.org/records_archives/arc.asp?deptn=arc&pagex=history

[11] HardRock Café, Hollywood Florida.
http://www.hardrock.com/locations/cafes3/cafe.aspx?LocationID=380&MIBEnumID=3

[12] Anne Kolb Nature Park.
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