



# MEMORANDUM

AGENDA ITEM #7h

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DATE: NOVEMBER 8, 2010

TO: COUNCIL MEMBERS

FROM: STAFF

SUBJECT: CITY OF HOLLYWOOD ADOPTED COMPREHENSIVE PLAN AMENDMENT  
DCA #10-1AR (ALTERNATIVE REVIEW)

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## Community Profile

Hollywood, the “Diamond of the Gold Coast,” had an estimated population of 141,942 in 2009, a land area of 29.11 square miles, and a population density of 4,876 people per square mile. This is an increase of 1.9% from the population of 139,357 in the year 2000. Incorporated in 1925, Hollywood is a planned community developed by founder Joseph W. Young, who was also responsible for developing Port Everglades. His vision was for a city in which all economic classes could live together. A mature City, Hollywood has only around 160 acres of vacant land on small parcels scattered throughout the City. The undeveloped land is designated for Residential, Commercial and Industrial uses. Located strategically on the Atlantic Ocean between Miami and Fort Lauderdale, the City’s economic base includes Port Everglades, tourism on its six miles of beach, and three medical centers. Hollywood has seen successful redevelopment in its downtown and through implementation of its Citywide Master Plan. The general location of the City is shown in Attachment 1.

## Amendment Review

The South Florida Regional Planning Council (SFRPC) review of proposed Comprehensive Plan amendments for consistency with the *Strategic Regional Policy Plan for South Florida (SRPP)* primarily addresses the effects on regional resources or facilities identified in the *SRPP* and extrajurisdictional impacts that would be inconsistent with the Comprehensive Plan of the affected local government (§163.3184(5), Fla. Stat.). The Council’s review of amendments is conducted in two stages: (1) proposed or transmittal and (2) adoption. Council staff reviews the contents of the amendment package once the Department of Community Affairs certifies its completeness.

Objections and Comments relate to specific inconsistencies with relevant portions of the *SRPP*, which was adopted pursuant to Rule 29J-2.009, Fla. Administrative Code. Council staff will work with local governments to address Objections and Comments identified during the review of a proposed amendment between the transmittal and the adoption of the amendment.

## **Staff Analysis**

The City of Hollywood adopted amendment package #10-1AR includes Future Land Use Element text and Future Land Use Map amendments, related to a designation of a Transit Oriented Corridor within the City (view [http://www.sfrpc.com/council/Agenda%20Jul10\\_6h.pdf](http://www.sfrpc.com/council/Agenda%20Jul10_6h.pdf) for a map depiction).

The proposed amendment was reviewed at the July 12, 2010 Council meeting and found to be generally consistent with the *SRPP*. The amendment was transmitted for concurrent review with an amendment to the Broward County Land Use Plan (see Agenda Item #7c; County No. PCT 10-7 and PC 10-10).

The amendment is being processed and reviewed under the Alternative State Review Process Pilot Program. Comments must be submitted to the City no later than November 20, 2010, with copies to the Florida Department of Community Affairs.

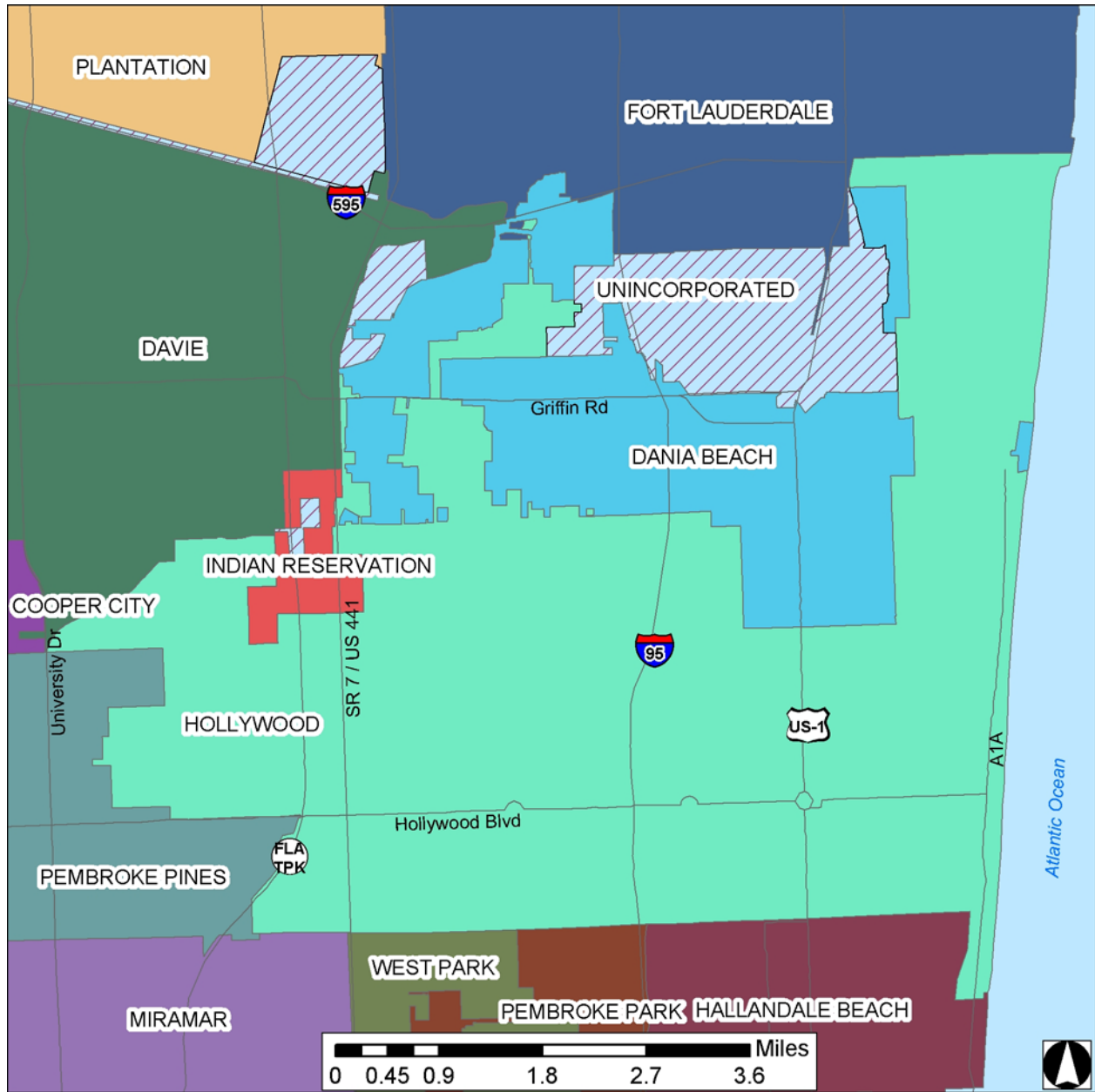
The amendment package was adopted as proposed with revisions. New Future Land Use Element Policies 3.1.12 and 3.1.13 define the intensity and density of maximum development for the Transit Oriented Corridor (TOC) and record the restrictions of development. No new residential units are to be constructed within the 60+ Day-Night Equivalent Level (Ldn) noise contour line, which is located north of Griffin Road. Staff analysis confirms the text and map amendments are generally consistent with the *SRPP*.

**The City of Hollywood Commission unanimously (5-0) approved the adopted map amendment at its September 28, 2010 meeting.**

**Recommendation of Consistency with *Strategic Regional Policy Plan (SRPP)***

**Find the City of Hollywood adopted amendment package #10-1AR generally consistent with the *Strategic Regional Policy Plan for South Florida*. Approve this staff report for transmittal to the City, with copies to the Florida Department of Community Affairs.**

# Attachment 1



## COMPREHENSIVE PLAN AMENDMENTS

### General Location Map

City of Hollywood  
Adopted Amendment #10-1AR

Sources: FDEP, SFWMD, Broward County, SFRPC.

Note: For planning purposes only. All distances are approximate.