



October 3, 2016
State Road 7 (SR-7)

Brian Rademacher, Corridor Manager
Tekisha Jordan, Principal Planner
954-921-3201

BACKGROUND

State Road 7 (SR-7) runs north/south between Pembroke Road to Griffin Road in Hollywood. The corridor was rezoned in 2004 creating overlays along the district. In 2010 the land use was amended to Transit Oriented Corridor (TOC). Current rezoning efforts include establishing new zoning designations for properties within the TOC land use designation. This will entail consolidating the existing zoning overlays, removing the underlying zoning designations and normalizing the permitted uses and development standards.

FREQUENTLY ASKED QUESTIONS

- **What is land use?**

Land use is the broad categorization of permitted uses depicted by colors on the City of Hollywood's Zoning and Land Use Map. This information is the basis for zoning.

- **What is zoning?**

Zoning refers to specific permitted uses within a land use category. These uses are further enhanced with development standards, which include requirements for setbacks, heights and parking.

- **What is a zoning overlay?**

A zoning overlay is a set of development standards above and beyond or in addition to the underlying or existing zoning requirement. The overlay district can share common boundaries with the base zone or cut across base zone boundaries. The existing State Road 7 Commercial Corridor District Overlays were established in 2004 by Ordinance O-2004-21.

- **What is a Transit Oriented Corridor?**

In the City of Hollywood, the Transit Oriented Corridor (TOC) is a land use category characterized as a mixed-use development within a quarter-mile of a public transit station, with building characteristics and public amenities that promote the safe movement of pedestrians. The TOC Land Use was established in 2010 by Ordinance O-2010-33.

- **Where is the City of Hollywood's TOC located?**

The City of Hollywood's TOC is located along State Road 7/US 441. Its northern boundary is just north of Griffin Road. It is bounded by 58th Avenue on the west, generally the Florida Turnpike and 61st Avenue on the east, and Pembroke Road on the south.

- **What is the Acreage of the City of Hollywood's TOC?**

The City of Hollywood's TOC is 980 acres.

- **Is the TOC a Broward County land use category?**

Yes.

- **Do other Broward County municipalities have the TOC land use category?**

Yes, Davie, Downtown Pompano, Lauderhill, Margate, Miramar, West Park and Wilton Manors.

- **What uses are permitted in the TOC land use category?**

The following categories of uses are permitted: Commercial, Office, Community Facilities, Industrial, Hotel and Residential. Any proposed development in the TOC, must be designed as an integrated, mixed-use development with shop-fronts at street level, wide pedestrian-friendly, multimodal sidewalks and rear on-site parking.

- **What type of development pattern does the TOC land use encourage?**

The TOC Land Use designation encourages redevelopment or development of significant areas. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need for automobile travel, provide incentives for quality development, and give definition to the urban form. (City of Hollywood Comprehensive Plan; Land Use Element Pg. LU-65).

- **What is the process for public notification for any future rezoning?**

For a rezoning, the City is required to notify property owners by publicly advertising the public hearings for the proposed ordinance with a display ad and geographical location map in the newspaper. A rezoning also requires a Planning and Development Board hearing and two City Commission hearings. As a courtesy, the City has held several public meetings to allow the community to discuss the rezoning initiative, express their opinions, and voice their concerns. Additional meetings will be held as needed to share updates and next steps in the rezoning process.

- **Will there be community meetings to learn more about the TOC rezoning?**

The City plans to meet with neighborhood associations in the area. The community-at-large meeting was held on May 05, 2016, and a recording of that presentation can be found here: http://hollywoodfl.granicus.com/MediaPlayer.php?view_id=2&clip_id=569

Event	Date/Time	Location
Community-at-large meeting	May 05, 2016	City Hall 2600 Hollywood Blvd., Room 219
Lawn Acres Civic Association meeting	May 16, 2016	David Park 108 N 33 rd Court
Hollywood Gardens West/Johnson Street Business District	June 09, 2016	Chopman Center at St. George Greek Orthodox Church 425 N. 58 th Avenue
Washington Park Civic Association	June 14, 2016	Washington Park 5199 Pembroke Road
Playland Estates Civic Association	June 30, 2016	Oak Lake Park Community Center 3190 N. 56 th Avenue

- **Does this change affect property values?**

The rezoning, by itself, will not cause the assessments to increase. Assessments are based on the market activity and current selling prices of properties in the area being affected. Assessed property values are determined by the Broward County Property Appraiser and not the City of Hollywood.

- **Will eminent domain (land-taking) be utilized?**

No taking of property is proposed or required.

- **Is mixed use development required?**

Yes, mixed use development is a requirement/component of the TOC.

- **In a mixed-use building, can residential units occur on the ground floor?**

No. Residential units are not allowed on the ground floor. The ground floor of all mixed-used buildings is reserved for active commercial or office functions.

- **What pedestrian amenities are expected within the TOC?**

Within the TOC, pedestrians can expect to find several transit stops and shelters, 15 - 20 foot wide shaded sidewalks, public art, well-lit streets, ample places to sit, public plazas and parks.

- **How will the TOC requirements affect parking?**

To take advantage of the transit options and capacity along SR7, parking requirements within the boundaries of the TOC may be reduced. Other strategies include parking garages lined with active uses and surface parking lots located at the rear of buildings.

- **Will existing uses, which are discouraged within the TOC land use become prohibited?**

No, discouraged uses will be permitted if they are “designed in a manner to encourage pedestrian and transit usage.”

- **Is the rezoning the only mechanism needed to redevelop SR7.**

No, the rezoning effort is only a portion of the process. The widening of SR7 is needed; infrastructure improvements are required; marketing for the area is crucial; and ultimately the market will decide.

- **What is the purpose of the retention ponds?**

These ponds have been implemented to alleviate drainage issues.

- **What effort will be made to protect the transition from commercial use to residential use especially along the boundary of the Transit Oriented Corridor?**

Adequate transitions such as reduced heights, front to front site development, and landscaping will be utilized.

- **What happens when these big projects come in to the area? The civic associations should be involved.**

In a continued effort to be transparent, all new development that requires board review is posted on the City's website. The public can also have notifications that new agendas for these boards have been posted to website e-mailed to them by signing up for [NotifyMe](#) on the website, www.hollywoodfl.org. Additionally, all affected areas within a specified radius of the development are noticed. In some instances ads are posted in the newspaper and signs are posted on the development site.

- **What determines the type of businesses that are allowed?**
The existing land use designation and the existing permitted uses for this area is basis for this analysis.
- **There are currently distance requirements for certain businesses. Will the new rezoning make it possible for those uses to be established within proximity to residential areas? What protections are in place to prevent that from happening?**
Distance requirements will be maintained where applicable. Keep in mind that in a mixed-use development the objective is have different uses in the same building or within close proximity to each other.
- **The process of rezoning and the installation of sewer will happen in phases?**
It will happen concurrently.
- **What would be the extent of the sewer line on Johnson Street? Is it going to stop on 58th Avenue?**
Yes, it should extend to 56th Avenue.
- **What is the timeline for the rezoning process**
The rezoning process commenced in late spring. It is anticipated that zoning recommendations will be brought before the Planning Development Board and City Commission in late fall.
- **What process exists to coordinate development?**
There are systems in place for planning and development in the City of Hollywood, including Pre-Application Conceptual Overview (PACO) and Technical Advisory Committee (TAC) to allow the right type of development for the area.
- **What are the boundaries of the TOC?**
The Transit Oriented Corridor is bounded by Pembroke Road to the South, 58th Avenue on the West, The Florida Turnpike/61st Avenue on the East, and Griffin Road to the North. The map below depicts the Transit Oriented Corridor Land Use.
- **Why is the City removing the existing zoning overlays?**
The City is removing the existing overlays to simplify the zoning process, which will make it easier for property owners to understand what can be developed on their property. The existing five overlays will be replaced with three zoning districts, Resort Commercial, Moderate Commercial, and Commercial Core. These zoning districts have development standards and permitted uses which reflect the Transit Oriented Corridor land use designation.
- **When was the Transit Oriented Corridor land-use adopted?**
The City adopted the Transit Oriented Corridor in 2010 by Ordinance O-2010-33.