



**WASHINGTON
PARK**

HOLLYWOOD | FLORIDA

COMMUNITY WORKSHOP

plusurbia.

 **BUSINESS FLARE®**

MEET THE TEAM



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PURPOSE OF THE WORKSHOP

- ▶ Share what we've heard and learned
- ▶ Shape and refine potential strategies for the area's future
- ▶ Turn community ideas into clear priorities and actions
- ▶ Co-create a vision roadmap with realistic implementation strategies

PROJECT PURPOSE & GOALS



Guide Future Growth



Enhance Land Use &
Urban Design



Improve Environmental
Conditions

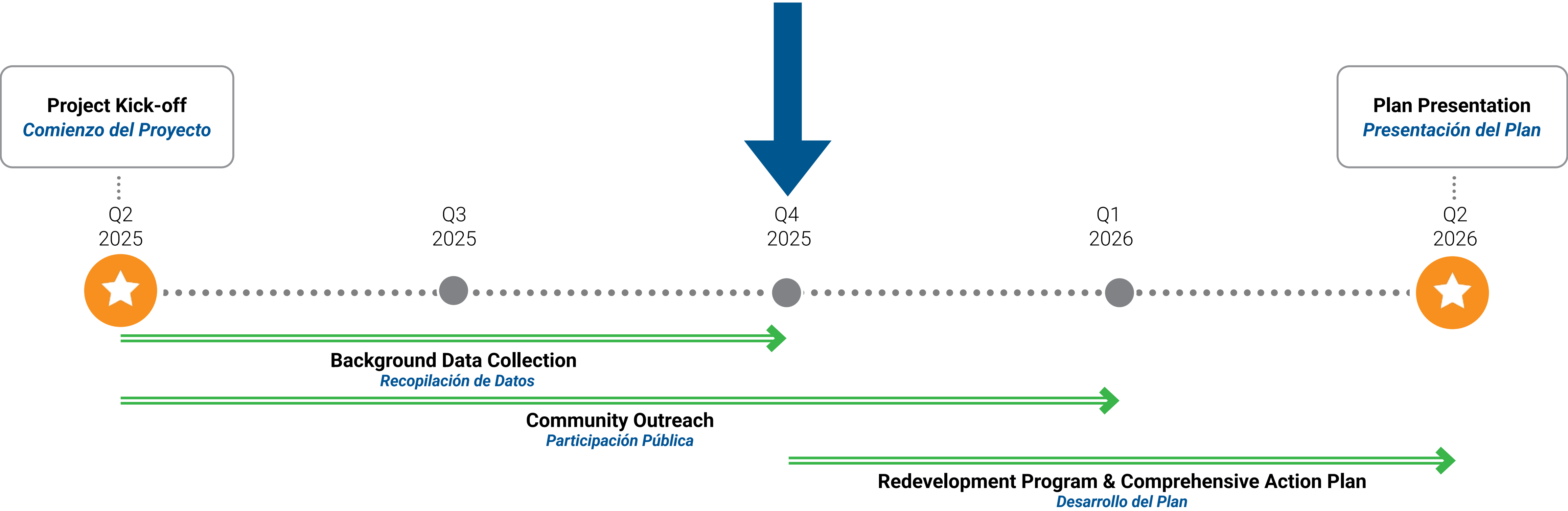


Stimulate Economic
Development

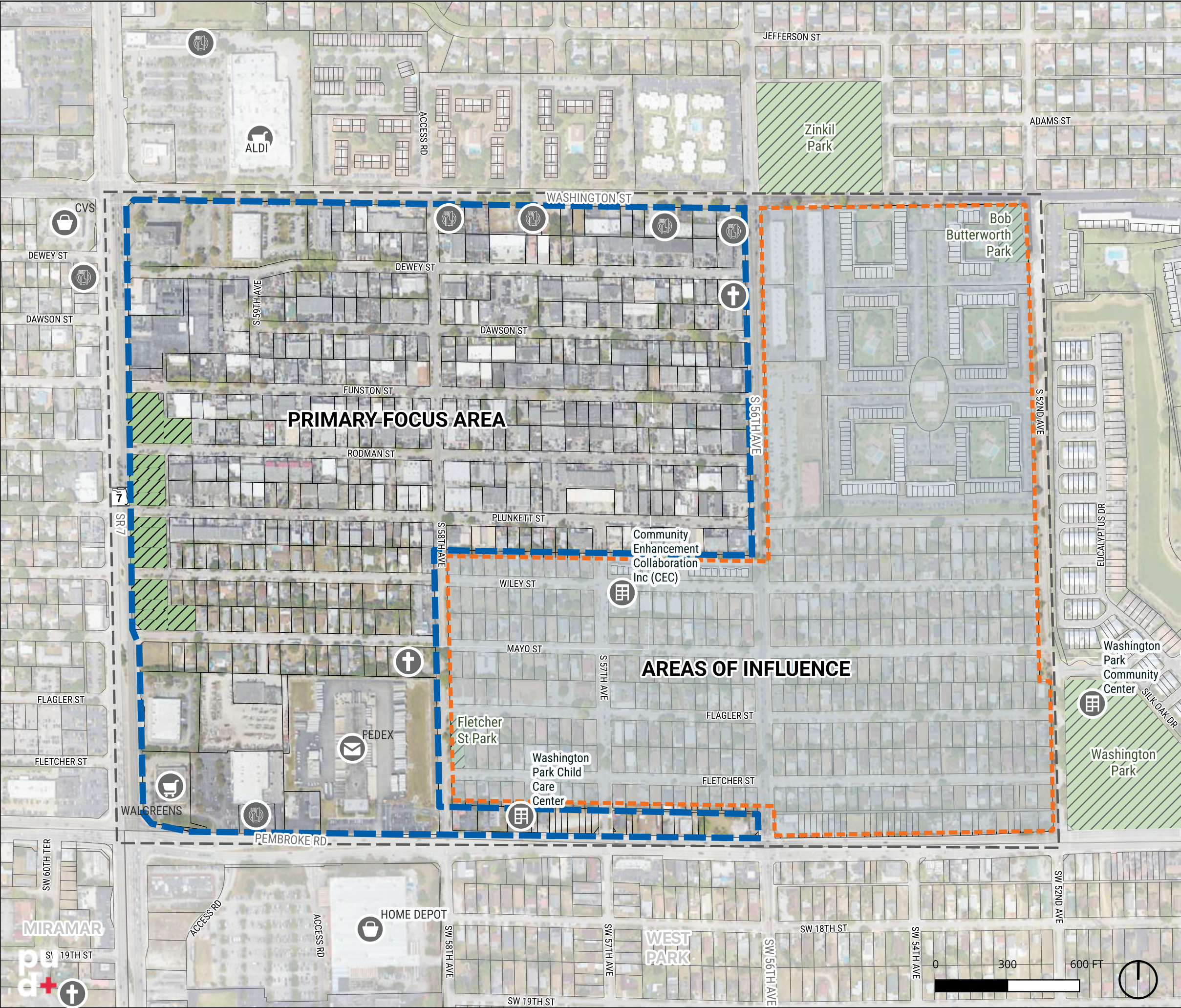


Protect and Improve
the Neighborhood

PROJECT TIMELINE



STUDY'S PRIMARY FOCUS AREA



Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data

STUDY AREA

LEGEND

- Parks
- Parcels
- Study Area
- Focus Areas
- Areas of Influence
- Churches
- Retailers
- Grocers
- Postal
- WP Community Centers
- Local Restaurants

Future Land Use Map



Map 12. Washington Future Land Use (Source: City of Hollywood)

LEGEND

- Washington Park Study Area
- Primary Focus Area
- Area of Influence

WASHINGTON PARK FUTURE LAND USE CATEGORIES TABLE

Transit Oriented Corridor (TOC) (Activity Center)	34.8%
Low (5) Residential (LRES)	25.4%
Medium (15) Residential (MRES)	17.2%
Industrial (IND)	14.0%
General Business (GBUS)	8.2%
Open Space and Recreation (OSR)	0.5%

Zoning Map



Map 13. Washington Park Zoning (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BCGIS Data)

LEGEND

- Washington Park Study Area
- Primary Focus Area
- Area of Influence

WASHINGTON PARK ZONING DISTRICT TABLE

RS-5 Single Family District	34.4%
S-MU South Mixed-Use District	31.8%
IM-2 Low-Medium Intensity Industrial & Manufacturing District	29.7%
RM-18 Medium High Density Multiple Family	22.4%
C-3 Medium Intensity Commercial	8.7%
C-4 Medium-High Intensity Commercial	3.6%
OS Open Space District	2.8%
GU Government Use District	1.0%

CURRENT CONDITIONS



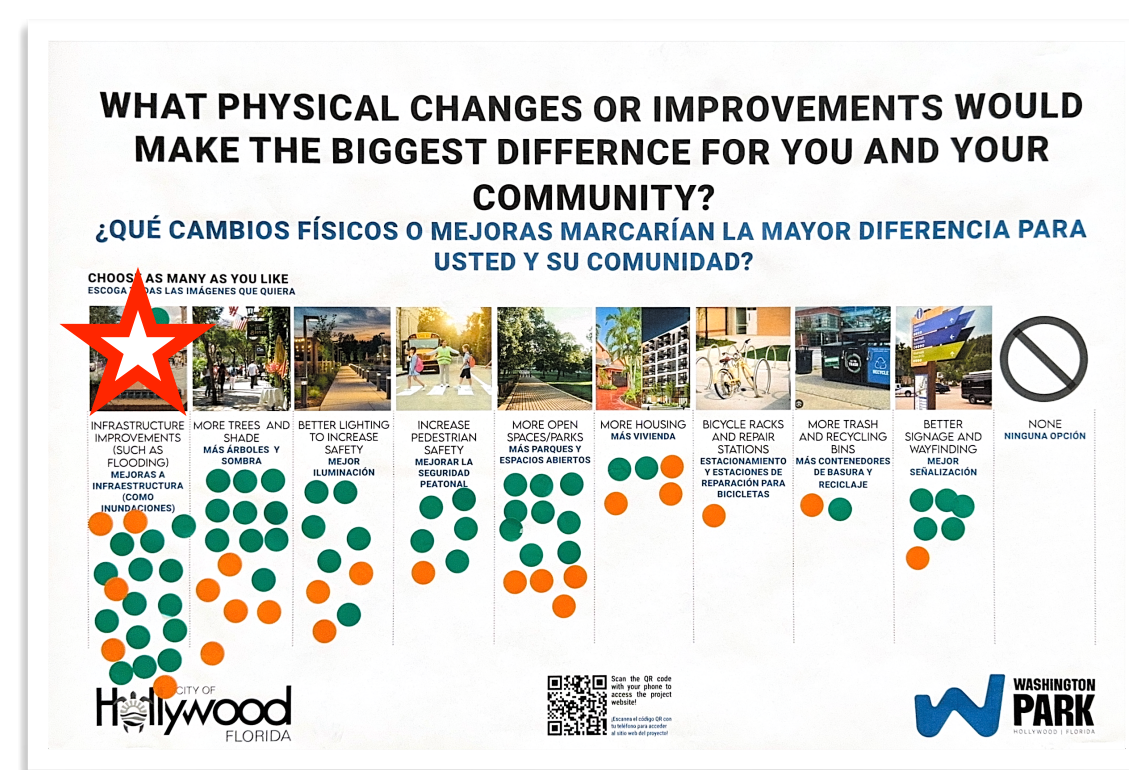
OPEN HOUSE WITH RESIDENTS & STAKEHOLDERS



WHAT WE'VE HEARD



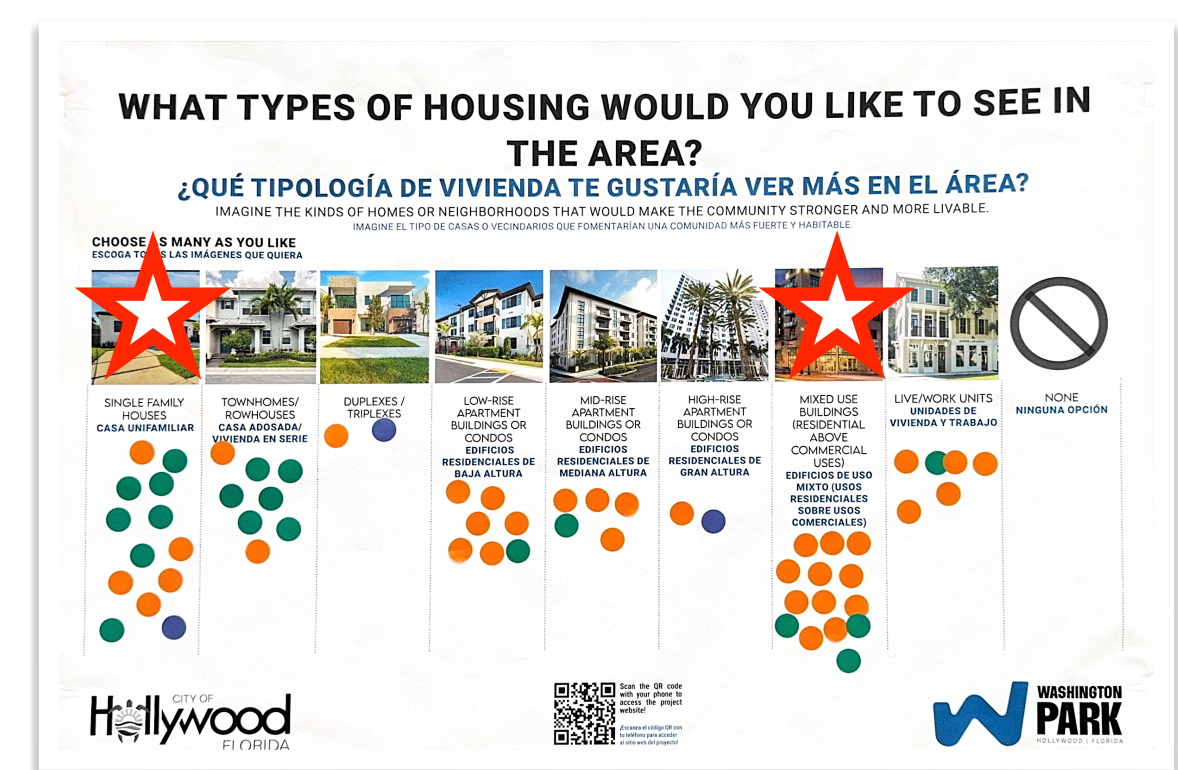
“A Vibrant Mixed-Use Community” & “A Thriving Hub for Local Businesses and Jobs”



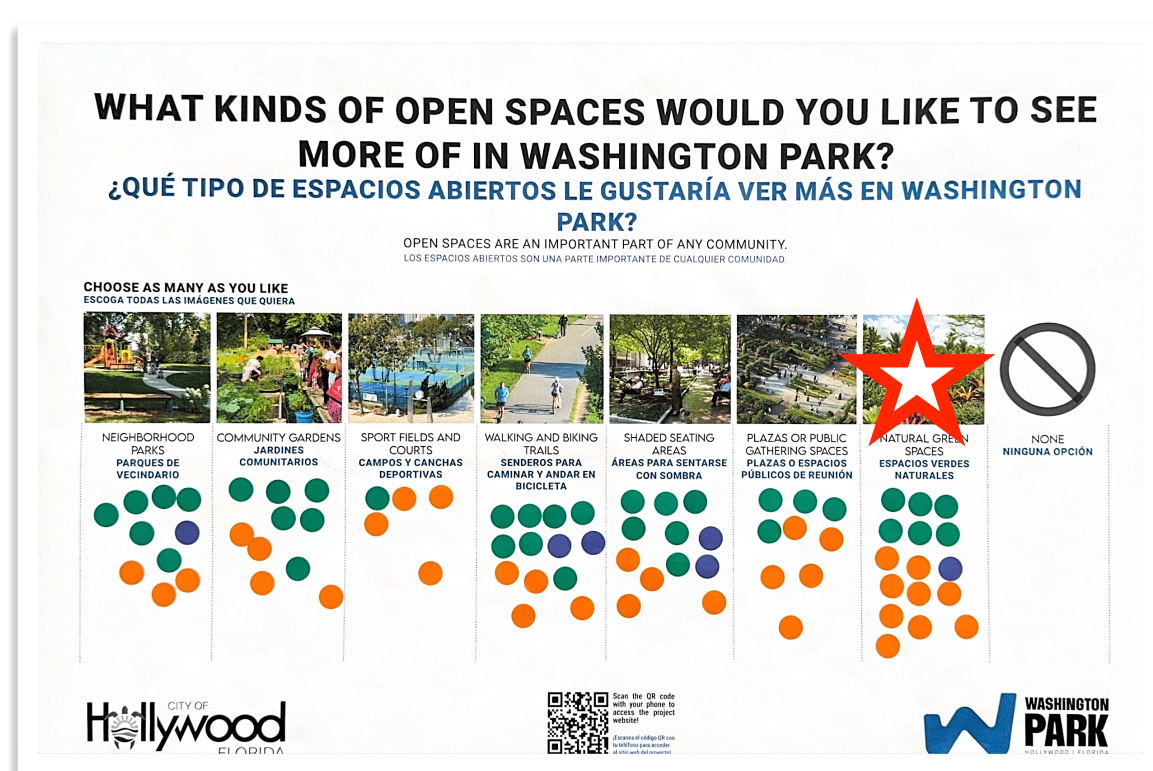
“Infrastructure Improvements”



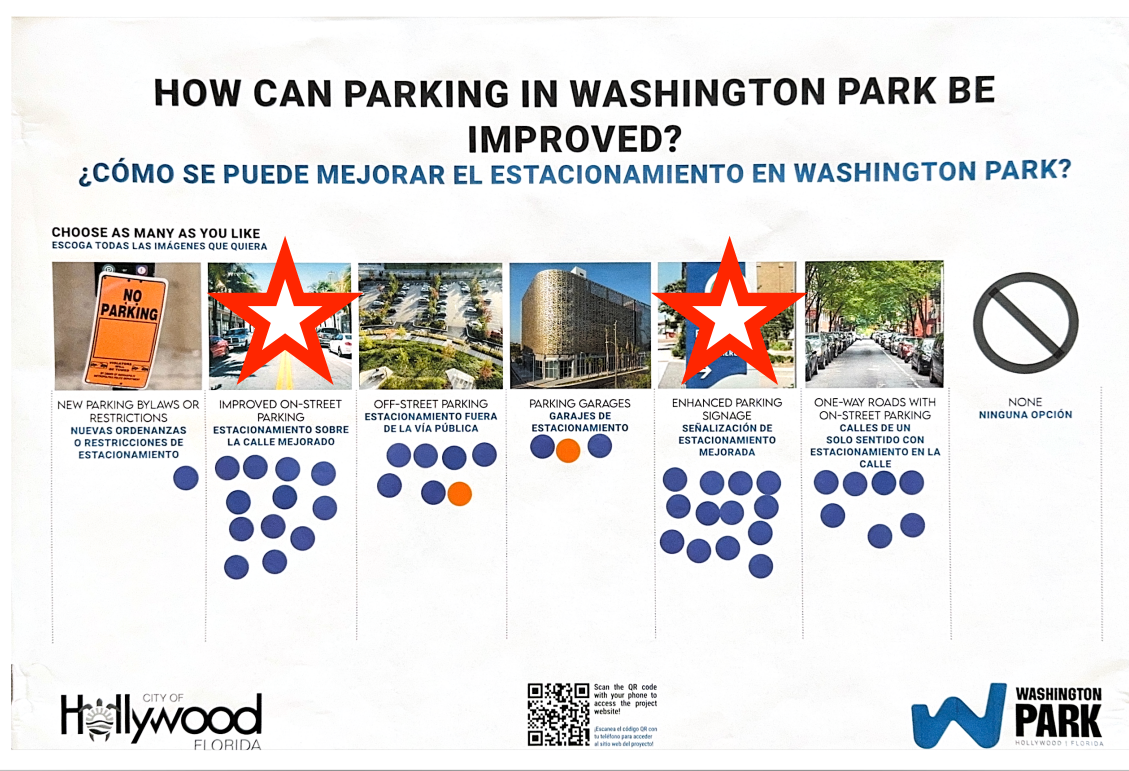
“Local Restaurants or Cafes” & “Arts, Culture or Creative Services”



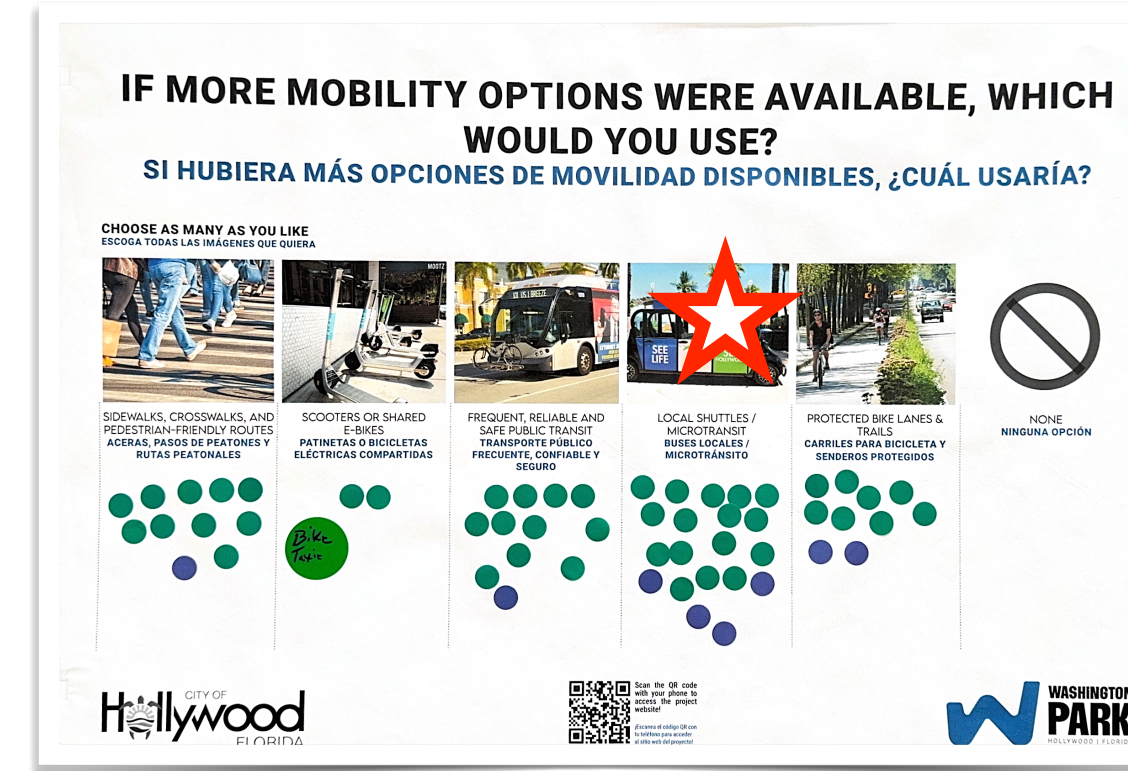
“Single Family Houses and Mixed Use Buildings”



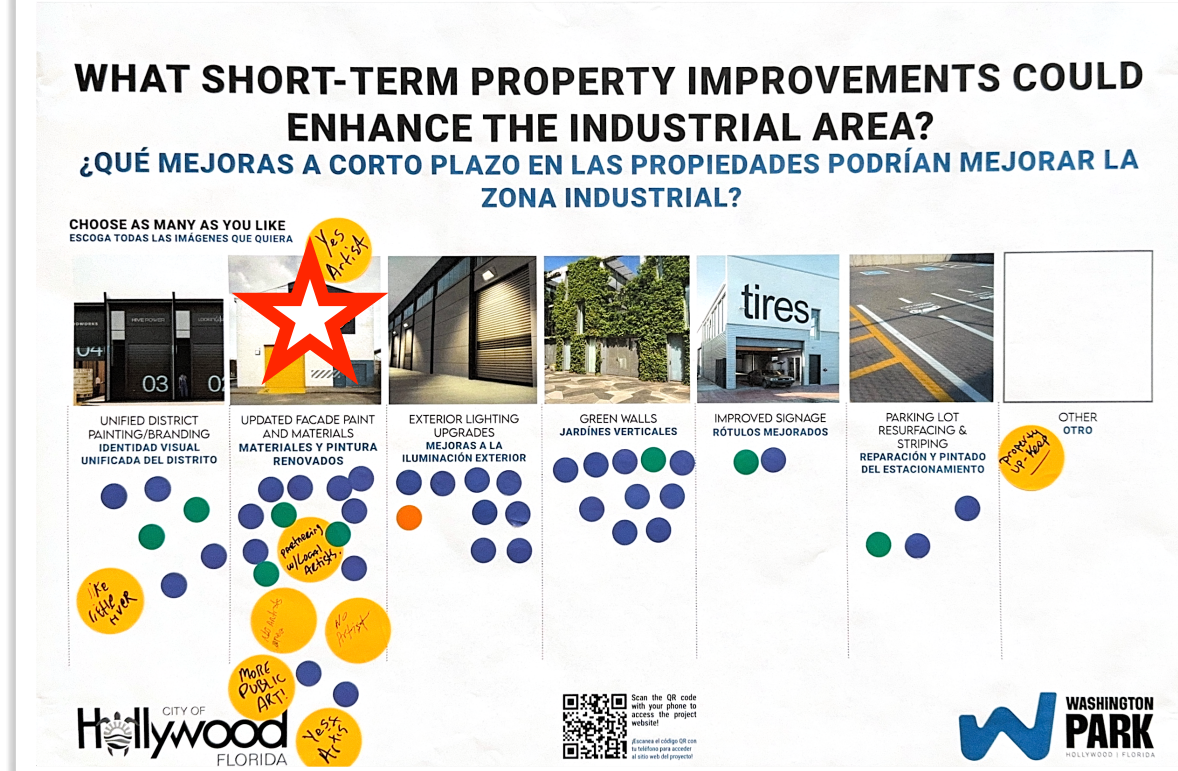
“Natural Green Spaces”



“Improved On-Street Parking and Enhanced Parking Signage”



“Local Shuttles / Micro transit”



“Updated Facade Paint and Materials”

MAIN THEMES



BOLSTER MIXED USE CHARACTER



IMPROVE INDUSTRIAL AREA IMAGE & BRANDING



IMPLEMENT PARKING & MOBILITY SOLUTIONS



INVEST IN GREEN SPACES & INFRASTRUCTURE



ECONOMIC OVERVIEW



HEALTHY AND RESILIENT COMMERCIAL REAL ESTATE MARKET

Commercial real estate markets are healthy and resilient: industrial vacancy is just over 6 percent, retail occupancy is 96 percent, and office vacancy is negligible.

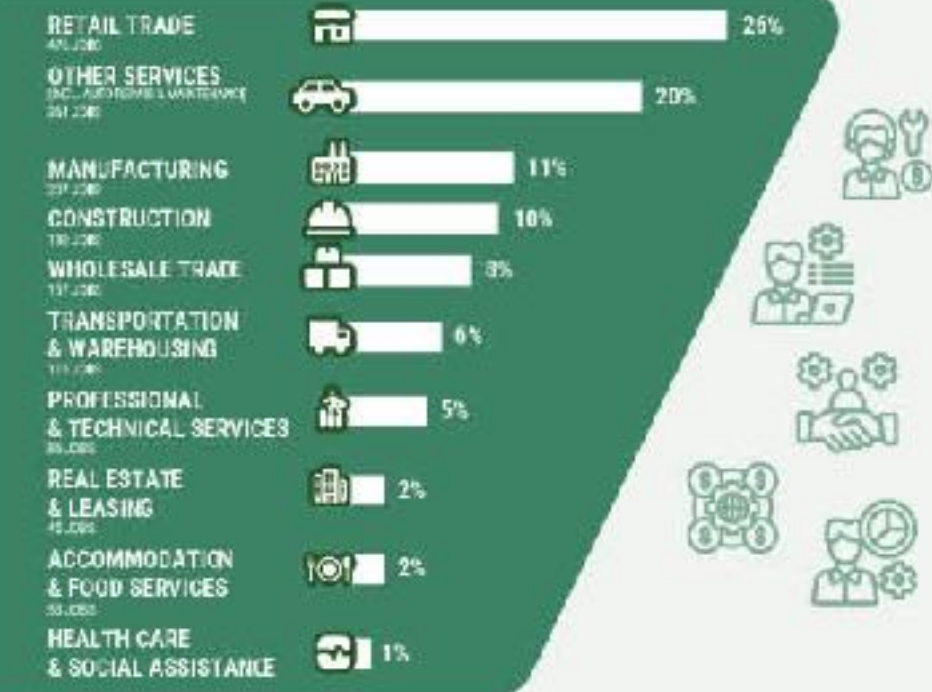
OCCUPANCY RATE



CONCENTRATED BUSINESS MIX WITH STABILITY & IMAGE CHALLENGES

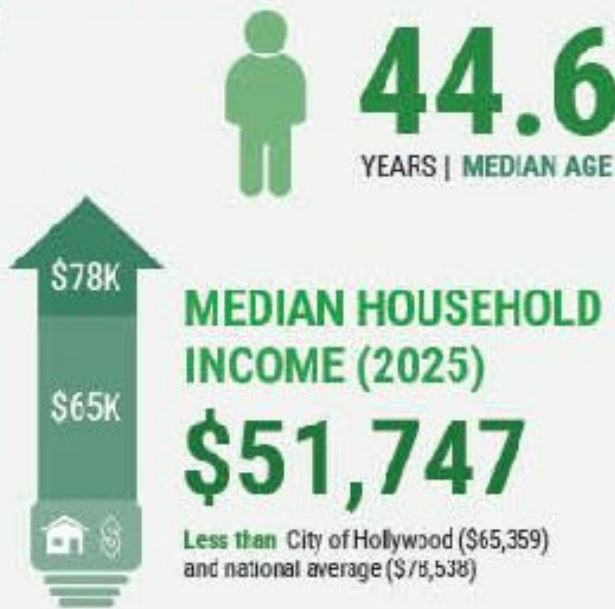
The business mix is heavily concentrated in retail trade, auto repair and other services, construction, and small-scale manufacturing; sectors that provide stable employment but can face image and infrastructure challenges.

SECTOR MIX



MODEST GROWTH & LIMITED HOUSING SUPPLY

The residential base is modest and aging, with flat growth, median household incomes around \$51,700, and limited housing supply (857 multifamily units and approximately 1,200 single-family homes).



HIGH LOCAL VISITOR ACTIVITY OUTPACE WORKFORCE PRESENCE

Visitor volumes exceed workforce volumes, with nearly 1 million customer visits annually, primarily from households within a five-mile radius and incomes below \$75,000.



AUDIENCE CHARACTERISTICS



OPPORTUNITIES TO STRENGTHEN CORE IDENTITY & WORKFORCE

The authentic identity lies in embracing Washington Park's entrepreneurial service-and-trades character and elevating it through targeted identity enhancement, aesthetic and physical improvements, and workforce alignment.



SHAPING WASHINGTON PARK'S FUTURE TOGETHER

- ▶ **Share key insights**, expand upon community ideas, and collaboratively shape the future of Washington Park



TABLE EXERCISES

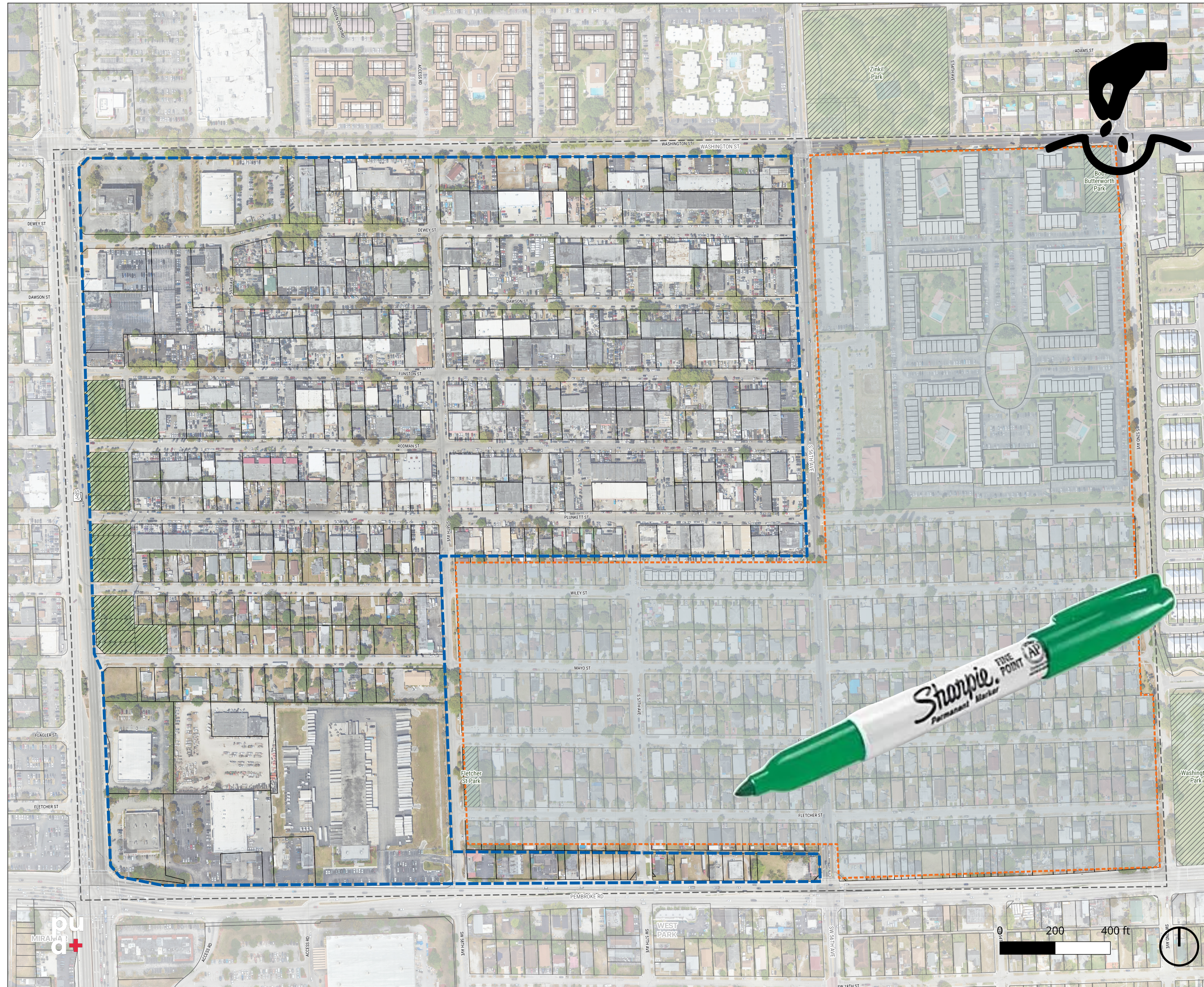
- ▶ A facilitator and notetaker has been assigned to each table for assistance
- ▶ Each table will select a representative to present the thoughts on the map at the end



RULES

- ▶ One person speaks at a time
- ▶ There are no bad/wrong ideas
- ▶ Always positive proposals or ideas
- ▶ Be respectful - Everyone's opinion counts
- ▶ Talk with your pen
- ▶ Think big, make no small plans
- ▶ Designer facilitates thoughts on paper (does not design)





Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data

SHORT-TERM IMPROVEMENTS (0-2 YEARS)

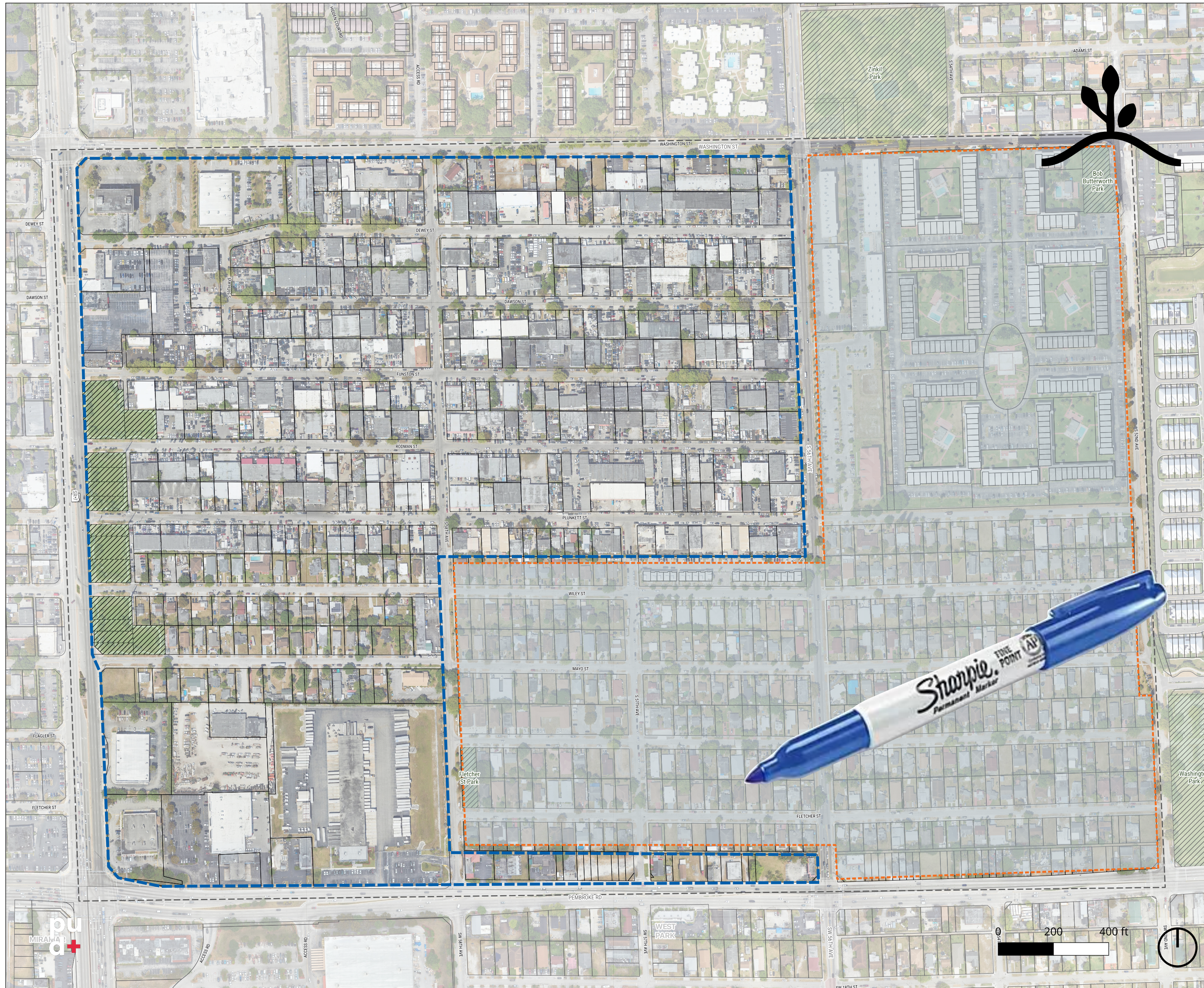
Focus on quick upgrades to safety, appearance, and usability

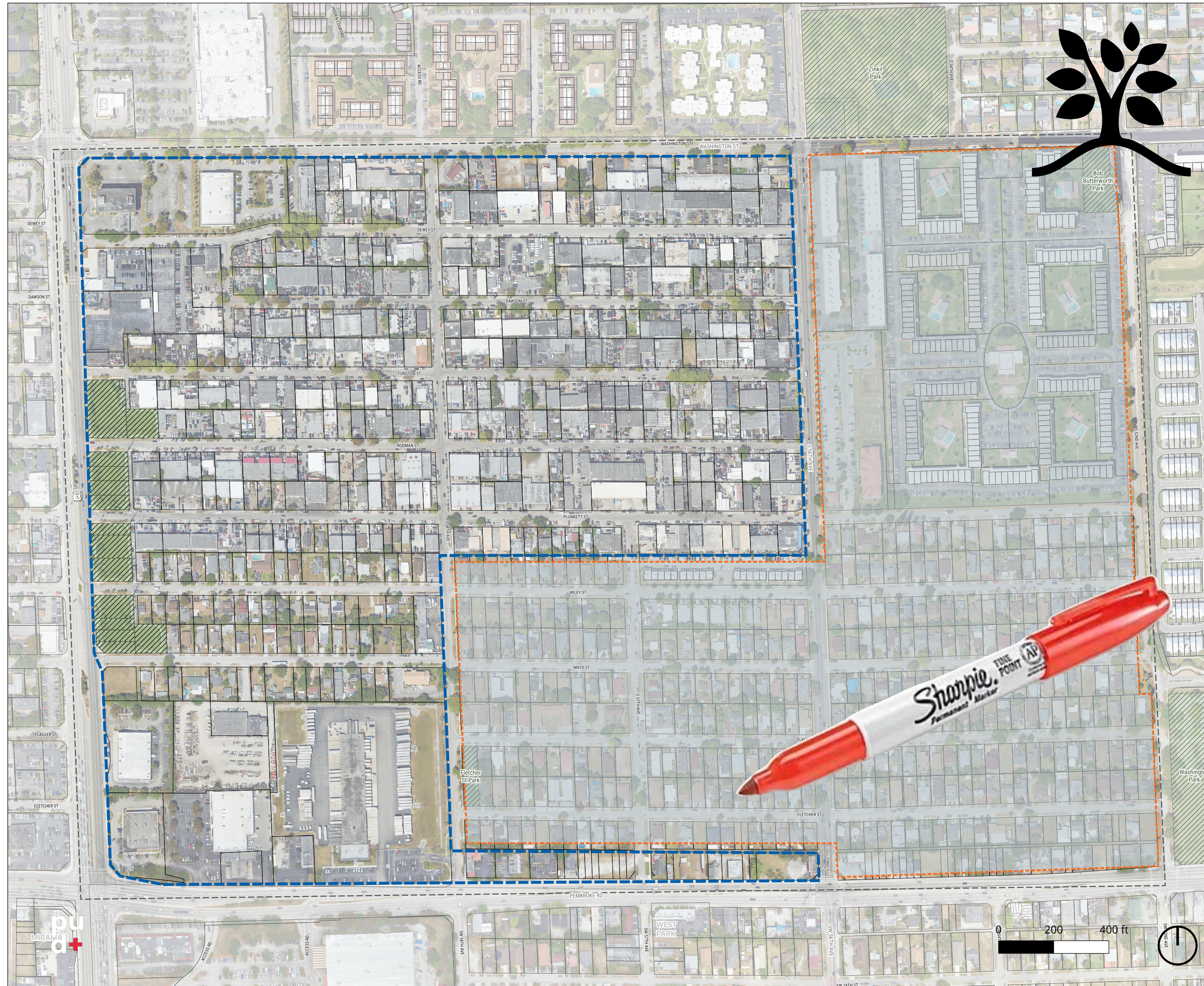
- ▶ What small changes could help make the industrial area look nicer, feel safer, and be more welcoming for everyone?
- ▶ What changes or improvements would help businesses grow and bring more jobs and opportunities to the area?
- ▶ What temporary uses could bring life to vacant industrial spaces?

MID-TERM VISION (3-7 YEARS)

Focus on strengthening
business environment and
community connections

- ▶ What types of new industries or businesses should we encourage here?
- ▶ Which areas are best suited for reinvestment?
- ▶ How can we improve relationship between industrial and residential areas?





Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data

LONG-TERM VISION (8-20+ YEARS)

Transforming into a
sustainable, modernized
industrial district

- ▶ What is the long-term vision for Washington Park's Industrial Area? Continued Industry or transition to Mixed-Use?
- ▶ How can the area evolve to stay competitive in the regional economy?
- ▶ What major infrastructure investments will prepare the area for the future?

PIN UP - 15 MINUTES

- Presentation from each table



THANK YOU FOR YOUR PARTICIPATION!

NEXT STEPS

- ▶ Existing Conditions Analysis & Community Outreach Reports
- ▶ Development of the Recommendations
- ▶ Survey #2: Did we get it right?



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