



WASHINGTON PARK

HOLLYWOOD | FLORIDA

BACKGROUND ANALYSIS
Industrial Area
Redevelopment Program
February 2026

plusurbia.

PREPARED FOR
The City of Hollywood



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**RECOMMENDATIONS - WASHINGTON PARK INDUSTRIAL AREA
REDEVELOPMENT PROGRAM**

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WASHINGTON PARK

Industrial Area Redevelopment Program

City of Hollywood, FL

RFP No. 229-25-SK

Background Analysis

Draft March 2026

plusurbia.

with

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EXECUTIVE SUMMARY

This background analysis provides a comprehensive understanding of current land use, infrastructure, and community dynamics within the Washington Park Study Area, which is divided into two parts: the industrial, manufacturing, and commercial zones east of SR 7 / US 441 (**Primary Study Area**), and the surrounding residential neighborhoods extending east of SW 56th Avenue and south of Plunkett Street (**Area of Influence**).

This Background Analysis documents existing land use, infrastructure, and community conditions in the Washington Park Study Area to establish an analytical foundation for future planning. It does not set policy, propose zoning changes, or define implementation strategies. Observations reflect the consultant team’s professional assessment based on available data and field review and are preliminary in nature. They do not constitute final recommendations or

represent City endorsement. Any future actions will require additional study, stakeholder input, and City Commission direction.

This analysis finds that Washington Park operates as both a compact residential neighborhood and a regionally significant service and industrial district, functioning as a key southern gateway into the City of Hollywood. Despite its relatively small footprint, the Focus Area supports a **strong economic base, with approximately 480 active businesses, 1,807 employees, and nearly 944,000 annual customer visits**. However, the district faces a series of interconnected challenges that constrain its performance and cohesion. These preliminary findings include land use incompatibilities and abrupt zoning transitions between industrial, Transit Oriented Corridor (TOC), and residential areas; auto-oriented development patterns characterized



Map 01. In 1963, Washington Park was annexed into the City of Hollywood and rezoned shortly thereafter. The result was a significant reduction in housing and the growth of industrial and commercial areas. (Source: The Sun Tattler).



Image 01. Washington Park Aerial Photo. (Source: Google).

by oversized blocks, forecourt parking, and a lack of alleys; fragmented urban fabric with blank walls and undefined open spaces; and a cluttered signage environment that reduces corridor visibility. Public realm deficiencies, including limited shade, lighting, cleanliness, and pedestrian amenities, combine with incomplete sidewalks, parking overflow, and elevated crime perception to undermine safety and walkability. Additional pressures include flooding vulnerabilities, limited tree canopy and heat exposure in industrial areas, high regional traffic volumes along SR 7 / US 441 and Pembroke Road, inconsistent bicycle infrastructure, transit amenity gaps, constrained residential growth potential, and flat population trends.

At the same time, the analysis identifies strong preliminary opportunities that can support reinvestment and improve daily function. Washington Park has a well-established

trades and blue-collar identity, a substantial employment base, and undefined right-of-way areas that allow for relatively low-cost public realm enhancements. FDOT's linear park asset presents a placemaking and mobility opportunity, while an established parks and open space network lies within a five-minute walk of much of the Study Area, despite current access limitations. The district benefits from a solid transit baseline and micro-transit coverage, existing bicycle infrastructure that can serve as the foundation for a more connected multimodal network, and City control over local streets and open spaces, enabling quicker implementation of improvements. Its strategic location near SR 7 / US 441, a freeway interchange, and the Hollywood Tri-Rail station positions the neighborhood for stronger active transportation links and targeted redevelopment along the transit-oriented corridor.

PRELIMINARY CHALLENGES

The identified preliminary challenges emerged from a comprehensive evaluation combining data analysis, past studies, spatial review, and field observation.

Demographic, economic, land use, crime perception, mobility, and environmental data were analyzed to establish baseline conditions, while GIS mapping was used to assess zoning transitions, development patterns, flood risk, and infrastructure gaps.

These findings were reinforced through on-site assessments of public realm quality, pedestrian and bicycle connectivity, traffic conditions, parking behavior, and overall district

cohesion. Stakeholder input further contextualized safety perception, business concerns, and mobility limitations.

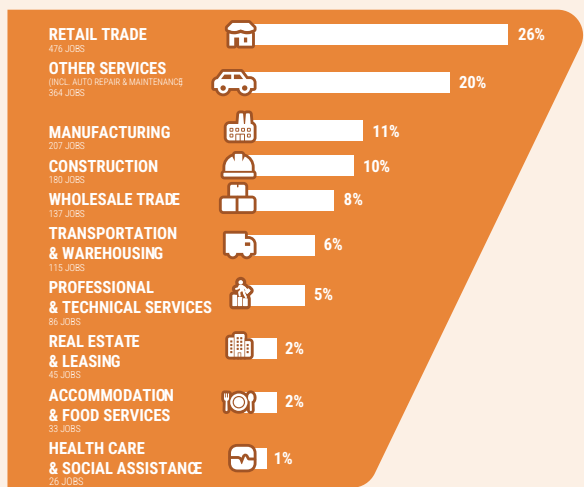
Together, this integrated approach identified physical, economic, and perception-based challenges that inform the next phase of recommendations.

STABLE EMPLOYMENT BUT IDENTITY 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 as well as a **lack of a cohesive identity**.

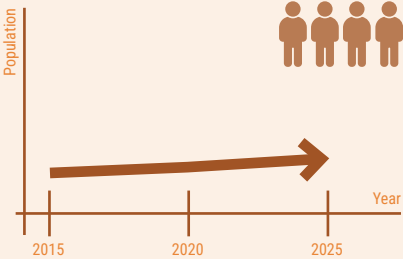


SECTOR MIX



! FLAT DEMOGRAPHICS

Population has remained flat for over a decade and is expected to stay that way, limiting organic growth. Unlike growing neighborhoods, Washington Park must rely on its employment base and outside visitors to generate new demand.



! ELEVATED CRIME PERCEPTION

Crime perception exceeds the U.S. average (ESRI indices), discouraging investment, deterring customers, and undermining neighborhood confidence regardless of actual incident rates.



PERSONAL CRIME INDEX



PROPERTY CRIME INDEX



! AUTO-CENTRIC DEVELOPMENT PATTERN

Despite S-MU zoning supporting walkability, surrounding land uses and street design remain heavily car-oriented.



! LIMITED COMMUNITY AMENITIES

Industrial character dominates the Primary Focus Area, with few dining, or convenience options to support a balanced neighborhood fabric.

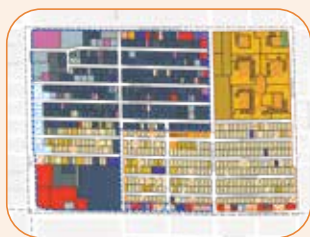


! UNSAFE AND INCOMPLETE PEDESTRIAN NETWORK

Field observations identified sidewalk gaps, oversized blocks, lack of shade, and unprotected crossings, reducing walkability safety, especially near planned transit corridors, open spaces and parks.



EXISTING LAND USE INCOMPATIBILITIES



Industrial uses located adjacent to single-family uses create land use conflicts, resulting in friction and quality-of-life impacts for nearby residents.

ZONING TRANSITIONS GAPS



Existing zoning designations lack smooth transitions, leading to conflicts between residential needs, established industrial/commercial uses and Transit Oriented Corridor zoning districts.

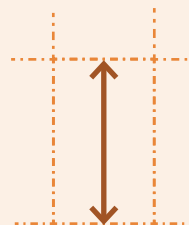
FRAGMENTED URBAN FABRIC

Inactive frontages, undefined open spaces, and incompatible adjacencies weaken neighborhood cohesion and identity.



LIMITED PARCEL DEPTH & ABSENCE OF ALLEYS

The absence of alleys and shallow commercial/industrial lots limit walkability by forcing front-facing service access and parking, reducing opportunities for active and pedestrian-friendly public realm.



HIGH TRAFFIC VOLUMES & MULTIMODAL SAFETY

SR 7 / US 441 and Pembroke Road carry heavy regional traffic, creating conflicts with local access and multimodal safety.



SAFETY CONFLICTS FROM DRIVEWAY CROSSINGS ON SR 7

Field observations documented frequent commercial curb cuts along SR 7 / US 441 increase turning conflicts and reduce pedestrian and cyclist safety.



! FLOODING VULNERABILITIES



Businesses and residents face flooding risks, especially north of **Pembroke Rd** and along **Washington St**, with limited resilience infrastructure.

! INSUFFICIENT TREE CANOPY & HEAT RISK



Minimal tree coverage, particularly in industrial zones, contributes to **heat vulnerability**, identified as one of the County's highest risk areas.

! INCONSISTENT BICYCLE NETWORK QUALITY

The bicycle lanes on Pembroke Road suffer from **discontinuity, narrow widths, and exposure to high-speed traffic.**



! TRANSIT ACCESS IMPACTED BY STREET DESIGN

Despite good transit coverage, **poor first/last-mile infrastructure** limits safe access to bus and shuttle services.



! PARKING OVERFLOW & STREET OBSTRUCTIONS

On-street vehicle storage, blocked sidewalks, and unmanaged curb use compromise safety and mobility especially along streets such as Plunkett, Funston, Dawson, and Dewey Streets.



! AUTO-DOMINATED COMMERCIAL FRONTAGES

Automotive land uses along key corridors **limit walkability and create gaps** for pedestrian connectivity and streetscape quality.



PRELIMINARY OPPORTUNITIES

Preliminary opportunities were identified using the same analytical framework applied to the challenges. Quantitative data, GIS mapping, past studies, and market indicators were reviewed to evaluate economic strengths, transit access, opportunity sites, right-of-way capacity, and regional positioning.

This thorough analysis helped highlight preliminary assets such as corridor visibility, mobility infrastructure, public land control, and proximity to major transportation networks.

Field observations and stakeholder input further identified underutilized spaces, placemaking potential, existing bicycle and transit foundations, and the district's strong trades and service identity.

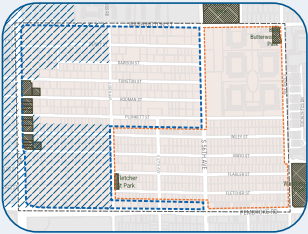
By considering both current performance and unrealized capacity, the analysis defined practical opportunities that can support reinvestment, improve daily function, develop a strong identity and strengthen long-term revitalization goals.

★ AUTHENTIC SERVICES & TRADES CHARACTER

A strong concentration of **auto repair, construction trades, personal services, and small manufacturers** and **strong blue-collar economy** defines the area's character, positioning it as an **authentic, functioning district**.

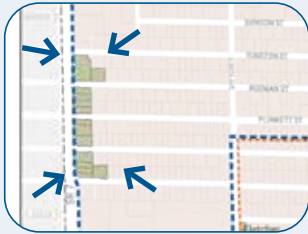


★ TRANSIT-ORIENTED ZONING DESIGNATION



SR 7 / US 441 Transit Oriented Corridor (TOC) zoning creates opportunities to introduce **density, a mix of uses and urban design elements that encourage walkability, transit use and a stronger sense of place.**

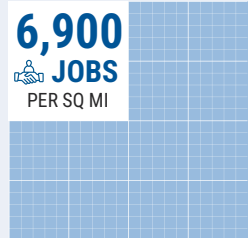
★ FDOT LINEAR PARK AS A PLACEMAKING & ACTIVATION ASSET



The FDOT linear park along SR 7 / US 441 represents a valuable asset and **opportunity to integrate adjacent uses** that engage the pathway and capitalize on its shade and pedestrian amenities.

★ HIGH-DENSITY EMPLOYMENT HUB WITH BLUE-COLLAR ECONOMIC STRENGTH

Washington Park represents a **strong economic opportunity**, with jobs per square mile more than four times the citywide average. Despite its small footprint, it rivals downtown in **employment density and functions as a key economic engine, anchored by a resilient trades and service-based workforce.**



4x MORE JOBS PER SQUARE MILE than citywide average

SCALE OF ECONOMY



480 BUSINESSES



3.8 AVERAGE EMPLOYEES PER BUSINESS



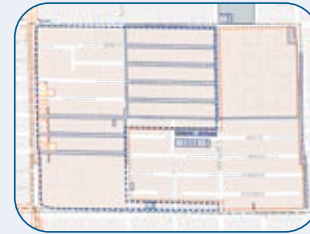
1,807 EMPLOYEES

★ STRONG OPEN SPACE NETWORK WITHIN WALKING DISTANCE



The neighborhood benefits from **five established parks and open spaces** with amenities, all located **within a five-minute (¼-mile) walk** of the Study Area. While this network represents a significant asset, access and connectivity constraints currently limit its full utilization and impact.

★ CITY CONTROL OVER LOCAL STREETS & OPEN SPACES



The **City's control** over local streets and public spaces **enables efficient implementation** of improvements. **Direct control allows for streamlined implementation** of sidewalk repairs, curb management, and bike/pedestrian enhancements in coordination with Broward County's Traffic Engineering Division.

★ COST EFFECTIVE RIGHT OF WAY ENHANCEMENT POTENTIAL

Undefined right-of-way areas create **opportunities for low-cost, high-impact public realm and streetscape improvements.**



★ EXISTING TRANSIT COVERAGE AND MICRO-TRANSIT SERVICES

Fixed-route transit and **Sun Shuttle Hollywood West service** create a **strong base for equitable mobility upgrades.**



★ POSITIONING IN THE REGIONAL MOBILITY NETWORK

Proximity to freeway interchanges and the Hollywood Tri-Rail station creates potential for stronger active transportation links.



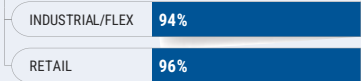
★ STRONG CUSTOMER ACTIVITY BASE



Nearly one million annual customer visits sustain **consistent demand for retail, service, and auto-oriented businesses, supporting activity beyond the weekday workforce.**

★ HEALTHY & RESILIENT COMMERCIAL REAL ESTATE MARKET

OCCUPANCY RATE



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.

★ CORRIDOR OPPORTUNITY SITES

Sites along SR 7 / US 441 offer potential for **context-sensitive redevelopment that can reinforce corridor vitality and support the broader district.**



★ ESTABLISHED & ENGAGED RESIDENTIAL BASE

A long-standing and engaged residential community provides **social stability, neighborhood pride, and a strong foundation for inclusive reinvestment efforts.**



★ ESTABLISHED BICYCLE INFRASTRUCTURE

Existing bicycle infrastructure and planned future investments provides a foundation for a **connected multimodal network.**



★ ONGOING INFRASTRUCTURE INVESTMENT

Resurfacing and multimodal enhancements offer a timely platform to integrate pedestrian, bicycle, and streetscape improvements.



NEXT STEPS

Building on the **Background Analysis** and **Public Outreach Summary**, the next phase of the plan will translate these findings into clear, actionable recommendations. Identified challenges and opportunities will be prioritized and aligned with community input to ensure that the proposed strategies reflect both technical analysis and stakeholder perspectives.

The consultant team will develop targeted recommendations across land use, mobility, public realm improvements, economic development, and resilience. These strategies will include short, mid, and long-term recommendations for efficient implementation.

Draft recommendations will be refined through stakeholder review and presented for feedback prior to review and final plan review by City Commission.



WASHINGTON PARK

HOLLYWOOD | FLORIDA

Image 02. Washington Park Aerial View. (Sources: google maps)

1. INTRODUCTION & BACKGROUND

On November 2024, The City of Hollywood, Florida, launched the Washington Park Redevelopment Program initiative to create a future vision for the Washington Park Industrial Area.

The study seeks to guide future growth, enhance land use and urban design, improve environmental conditions, stimulate economic development and protect and improve the neighborhood. The goal is to develop an action plan that aligns land use and zoning regulations, infrastructure improvements, and community engagement, while balancing economic, social, and environmental priorities. A significant emphasis will be placed on public engagement, technical analysis, and the application of best practices in urban planning to ensure that the final strategy is inclusive, data-driven, and reflective of community needs.

Through this initiative, the City seeks to reimagine the future of the Washington Park Industrial Area to create a vibrant, sustainable, and economically thriving district that

better integrates with the residential areas of influence and the surrounding communities.

This background analysis provides a comprehensive understanding of current land use, infrastructure, and community dynamics within the Washington Park Study Area. Its purpose is to establish a clear analytical foundation for the planning process. It does not set policy direction, propose zoning changes, or establish implementation strategies.

Analytical observations included in this document reflect the professional assessment of the consultant team based on available data and field review. These findings are preliminary, do not constitute final recommendations, and do not represent City endorsement or commitment. Any future recommendations will require additional study, stakeholder engagement, and formal direction from the City Commission.

BACKGROUND

The City of Hollywood, located in Broward County, Florida, is part of the vibrant South Florida metropolitan region, positioned between the City of Fort Lauderdale and Miami Dade County. Spanning approximately **30 square miles**, the city is home to about **155,000 permanent residents**, with additional seasonal inhabitants. Since 2010, Hollywood has experienced over **10% population growth**, driving ongoing development and redevelopment efforts throughout its urban landscape.

Hollywood has actively pursued urban revitalization projects to enhance its economic vitality and quality of life. Significant initiatives include the redevelopment of the beachfront, infill projects in the historic downtown

along Hollywood Boulevard, and **reinvestment along the SR7 / US 441 corridor**, an essential corridor for the City of Hollywood's economic vitality. These efforts are complemented by improvements to transportation infrastructure, such as public transit and pedestrian connectivity, supporting sustainable growth and preparing the city to meet future demands.

As a **major southern gateway into the City of Hollywood**, the Washington Park Study Area plays an important role in mobility, identity, and economic activity of the city, especially along the SR 7 / US 441 corridor.



Guide Future Growth



Enhance Land Use & Urban Design



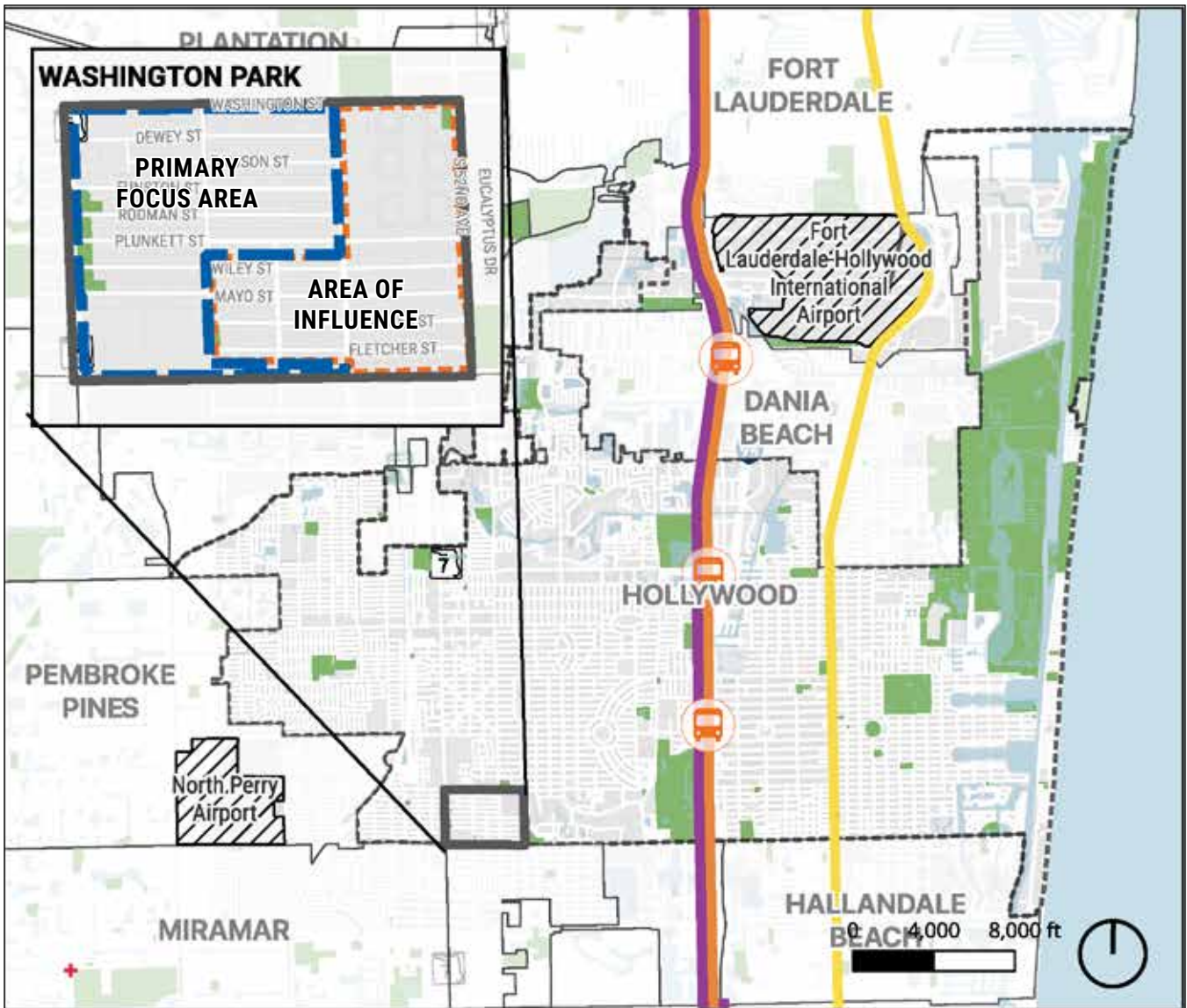
Improve Environmental Conditions



Stimulate Economic Development



Protect & Improve the Neighborhood



Map 02. City of Hollywood Context. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- | | | |
|------------|------------------|-----------------|
| Airports | TriRail Routes | Amtrak Routes |
| Parks | TriRail Stations | Amtrak Stations |
| Study Area | Brightline Route | |

STUDY AREA

This analysis was conducted to gain a full understanding of the existing conditions in the Washington Park Study Area and to guide its future.

Washington Park Study Area

The Washington Park Study Area is made up of a mixed residential and industrial land uses located approximately four miles west of Downtown Hollywood, along the City of Hollywood's southern boundary. It's bounded by Pembroke Road to the south, Washington Street to the north, State Road 7 / US-441 to the west, and SW 52nd Avenue to the east.

The area is characterized by a significant industrial and commercial presence concentrated along the major corridors of SR 7 / US 441, Pembroke Road, and Washington Street as well as single-family homes and smaller multifamily dwellings to the west.

To structure the evaluation, the study area was divided into two distinct areas:

Primary Focus Area

The Primary Focus Area includes the industrial, manufacturing and commercial areas east of SR 7 / US 441, between Washington St, Pembroke Road and S 56th Ave. The boundary carefully carves out the

residential areas between Plunkett St and Pembroke Rd, west of S 56th Ave.

Area of Influence

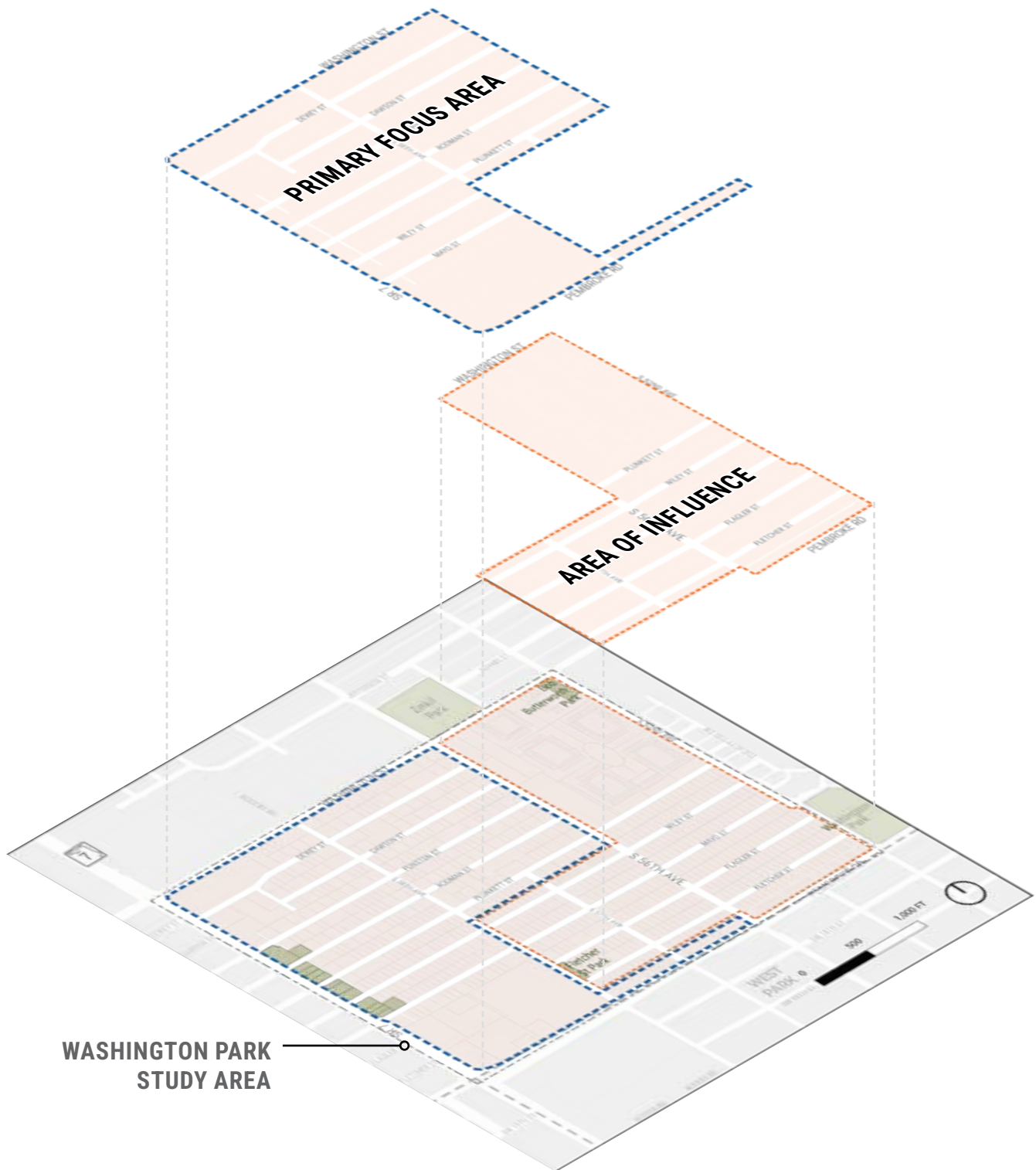
The Area of Influence encompasses the residential zones east of SW 56th Avenue, as well as the residential parcels south of Plunkett Street between SW 56th Avenue and SW 58th Avenue.

While this area is largely protected from redevelopment, its close proximity to the primary study area means it plays an important role in shaping and constraining planning decisions, particularly regarding compatibility and neighborhood impacts.

This framework makes it possible to examine existing conditions at multiple scales, both within the core primary focus area and in the adjacent residential neighborhoods. By considering these areas in relation to each other, the analysis highlights how land use, infrastructure, and community conditions overlap and interact with each other.







Image 03. Washington Park Aerial Photo. (Source: Google).



Map 03. Washington Park Study Area . (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

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

2. WASHINGTON PARK HISTORICAL CONTEXT

INTRODUCTION

Historically, Washington Park began as a predominantly Black residential community. Its urban landscape changed drastically after the community was annexed into the City of Hollywood in 1963 and the industrial uses grew.

A strong history of community service and outreach followed to revitalize the area, involving community members,

advocates, and government officials.

Today, Washington Park also welcomes a significant Hispanic population and is a working district with a business mix heavily concentrated in retail trade, auto repair and other services, construction, and small-scale manufacturing.

EARLY SETTLEMENT HISTORY

Prior to its formal settlement, western Hollywood was a rural expanse of pine flatwoods, palmetto scrub, and marsh. Small farming operations, including tomato fields and dairies, dotted the area. Within Washington Park, historic aerials reveal sparse pockets of subdivided homesteads connected to one another by cow paths.

But the City of Hollywood's founder, Joseph Wesley Young, had greater plans. Young envisioned a city with a wide boulevard that extended from the coast to the Everglades, setting the precedent for Hollywood's westward expansion during the post-World War II era. His vision, now Hollywood Boulevard, would extend past State Road 7 by 1954.

The City of Hollywood experienced significant population growth during the post-WWII era. The economic prosperity during this time led to a surge of development intended for new homeowners like the returning veterans who increasingly bought homes in South Florida. The high demand for housing led to suburban expansion throughout the region, Washington Park included. The first residential community within the study area, the West Hollywood Trailer City, was platted in 1949.

Between 1950–1955, the rest of the Washington Park study area was platted; subdivisions include the West Carver Ranches Addition No. 2, West Hollywood Villas, West Carver Ranches Addition No. 3, Washington Park Hallandale Addition, and Washington Park Hallandale Addition No. 2. These subdivisions created a tight-knit Black community composed single-family homes and manufactured homes.




The streets in the northern half of the Washington Park study area were narrowed between 1957 and 1960, marking the beginning of a series of developments that gave rise to this section's distinct industrial character.

A significant number of properties in the Washington Park study area underwent foreclosure between the late-1950s and 1960s, suggesting that the area was settled by lower-income families.

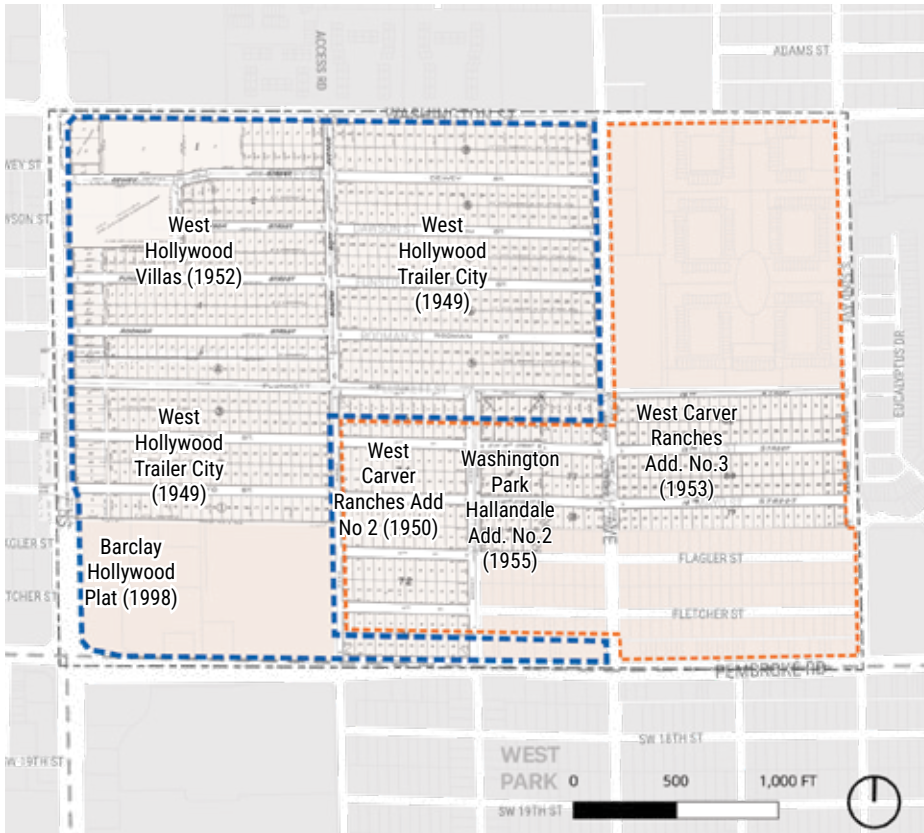


Map 04. 1947 aerial of Washington Park. Prior to being annexed by the City of Hollywood in 1963, the area that is now Washington Park was settled by isolated homesteads and dairies that capitalized on the area's open pastures. This 1947 aerial of Washington Park reveals that few properties or official roadways were built within the study area by this point. (Source: BCGishub, Broward County).

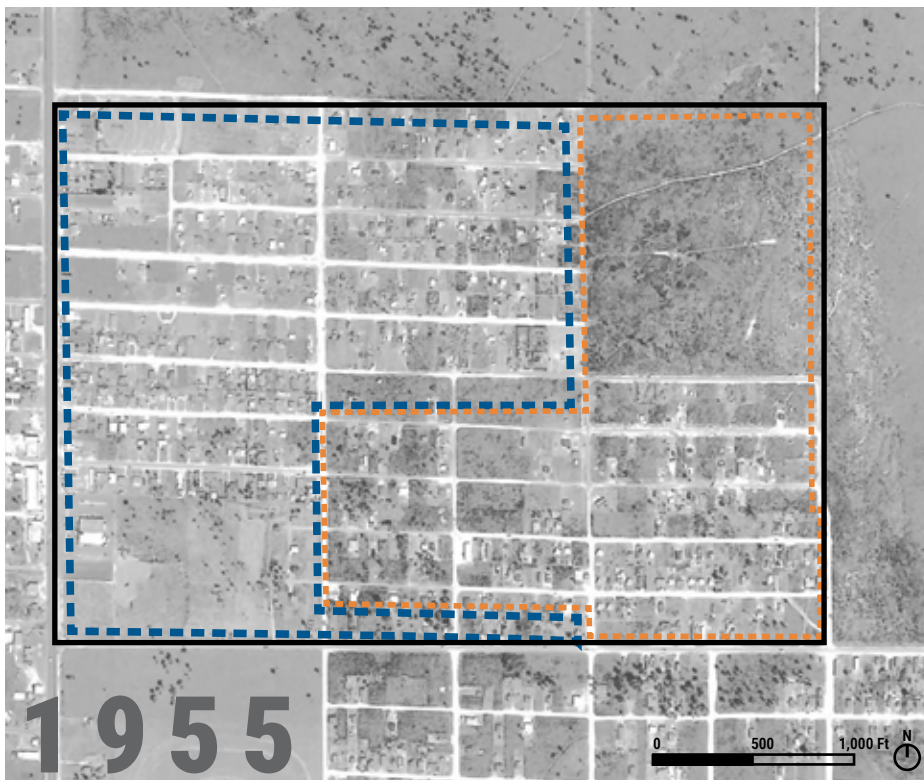
LEGEND

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

BACKGROUND ANALYSIS - WASHINGTON PARK - CITY OF HOLLYWOOD



Map 05. Washington Park Original Plats. Much of what is now Washington Park was platted for residential use between 1949 and 1955 to meet the demand for housing during the post-World War II period. In 1951, the Hollywood Postmaster announced that the area had grown large enough to merit a postal service. (Source: Broward County).



Map 06. Washington Park 1955. This 1955 aerial of what is now Washington Park showcases how the area transformed after being platted. Residential development grew significantly after the street network was planned and paved. (Source: Broward County).

ANNEXATION & INDUSTRIAL REDEVELOPMENT

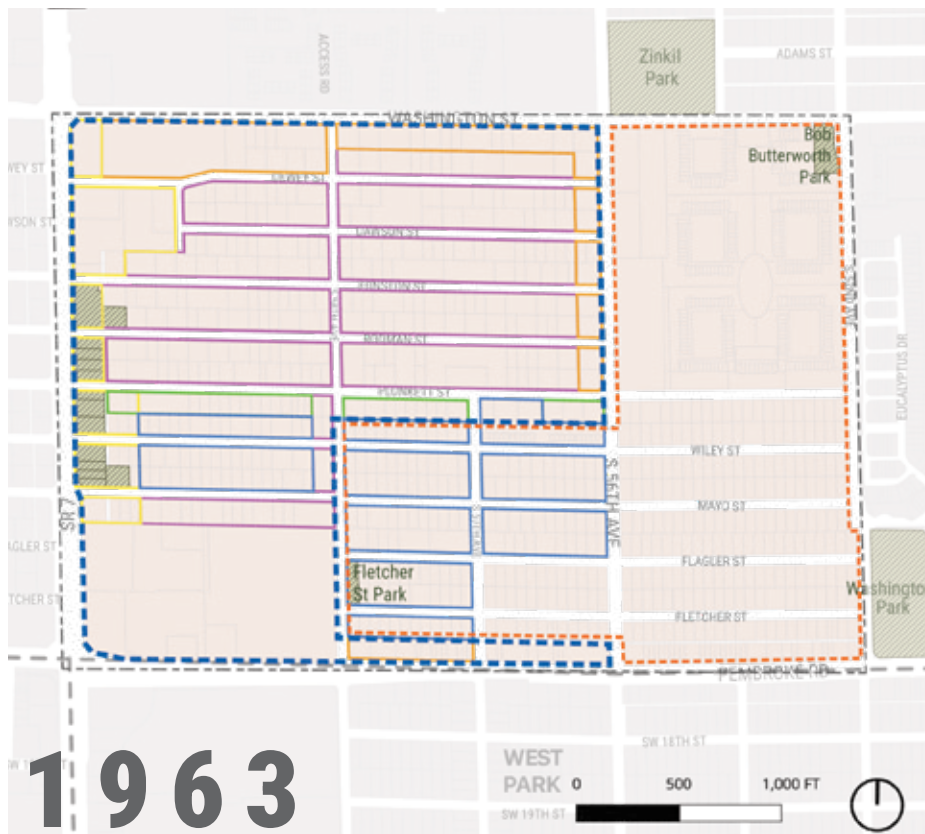
In 1963, Washington Park was annexed into the City of Hollywood. A year later, the city rezoned the area, adding a light industrial zoning designation. In the effort to improve the area's character, the City Commission then voted on a "get tough policy" for property owners who did not clear vacant lots in Washington Park.

As a result, Washington Park's built landscape changed drastically. What was once a single-family / manufactured homes residential community now contained warehouses, garages, and other industrial uses. Washington Park's current zoning continues to reflect the impacts of this period.

These developments were met with strong opposition from community members who wanted to maintain the area's residential character. In the early 1970s, the Washington

Park Homeowners Association started a petition to rezone vacant lots in Washington Park as single-family to prevent land speculators from purchasing these lots and acquiring variances for the development of additional industry.

Tensions grew stronger after proposals were made to build public housing in Washington Park. Many community members argued the project would once again alter the community's single-family residential character. Others petitioned for Washington Park to receive much-needed resources and infrastructure, such as sewers, before approving any projects in the area.



Map 07. In 1963, Washington Park was annexed into the City of Hollywood and rezoned shortly thereafter. The result was a significant reduction in housing and the growth of industrial and commercial areas. (Source: The Sun Tattler).

- LEGEND:**
- M-1 Light Industrial District
 - BB-2 General Business District
 - BC-3 Commercial, Business
 - C-1 Neighborhood Commercial
 - RC-3 Low-Density Multi-Fam Residential

COMMUNITY REVITALIZATION



Map 08. This 1970 aerial of Washington Park demonstrates how industrial development changed the character of the study area's northern and southwestern parcels. (Source: University of Florida Digital Collections).

In the meantime, a wave of community revitalization projects ensued. Community members sought to reduce crime, provide children with recreational opportunities, and establish community service organizations that would improve the quality of life in Washington Park. In 1967, in collaboration with City officials, the Washington Park Civic Association helped establish Washington Park (green open space). The park was in great demand, considering Washington Park was one of the few areas in the city that did not have any facilities for children. A community center was later built at the park in 1984.

In 1970, the Washington Park Civic Association sponsored a clean-up campaign in the effort to beautify the neighborhood and meet the City's demands. In 1980, sewer lines were installed in a portion of the area, though these caused issues a couple of years later in the form of frequent road cave ins.

In 1970, the City of Hollywood, in collaboration with Broward County and local residents, initiated a beautification campaign to enhance Washington Park's community character and improve residents' quality of life. The campaign featured local clean-ups and property maintenance and came in tandem with efforts to provide local children with recreational spaces.



Image 04. Shortly after its annexation into the City of Hollywood, a series of community beautification and revitalization projects followed wherein community members worked closely with City officials to reduce crime, expand recreational opportunities, and improve quality of life within the community. (Source: The Sun Tattler, 1967, 1970).



COMMUNITY SERVICE & AID ORGANIZATIONS

Still, Washington Park was plagued with issues such as drugs, crime, and a lack of civic engagement. These issues inspired community leader Nadine McCrea to take action and establish the Community Enhancement Collaboration Inc. (CEC) in the living room of her own house (1982). McCrea met with underserved residents and invited children to her home so they would have a safe recreational space to spend time in.

Around the same time, community leader Henry Graham founded the Liberia Economic and Social Development Inc. (LES), a community development non-profit that was established to create jobs, encourage minority businesses, and improve housing in blighted neighborhoods. LES's efforts were primarily centered in the predominantly Black neighborhoods of Liberia and Washington Park. The organization founded a newspaper called the Liberia Metro Tribune that was used, in part, to garner federal support for minority communities.

Between 1975 and 1986, Washington Park received around \$2.6 million in government funds for a new daycare center, code enforcement, housing construction, and one-stop social services. By 1997, through McCrea's efforts, the Washington Park Neighborhood Association had secured community development grants to lay sod, plant trees, and generally beautify the area. The association also helped establish a cooperative sports program, a neighborhood crime watch program, and a Hollywood Police Department substation in an apartment on Wylie Street.



Image 05. The Community Enhancement Collaboration Inc. (CEC) began in community leader Nadine McCrea's living room. By 2014, the CEC was serving more than 9600 families and collecting more than 258,000 pounds of food a year through its food bank. (Source: Community Enhancement Collaboration, Inc., 2022).

In 2012, as part of the Washington Park Redevelopment Project on City acquired land along Wiley Street, the CEC received federal funding to establish a community service center at 5648 Wiley Street. At the new center, McCrea and her team of volunteers provide much-needed services to the community in the effort to advance economic, health, civic and social interests, foster community pride, and encourage active participation from all citizens.

Community organizations played a critical role in acquiring and allocating these funds for Washington Park. Their advocacy has profoundly influenced the community's urban form through the preservation of housing, infrastructural improvements, the development of community centers, and more.



Image 06. Long-time community residents and members of the Washington Park Neighborhood Association c.1997. (Source: The South Florida Sun Sentinel).

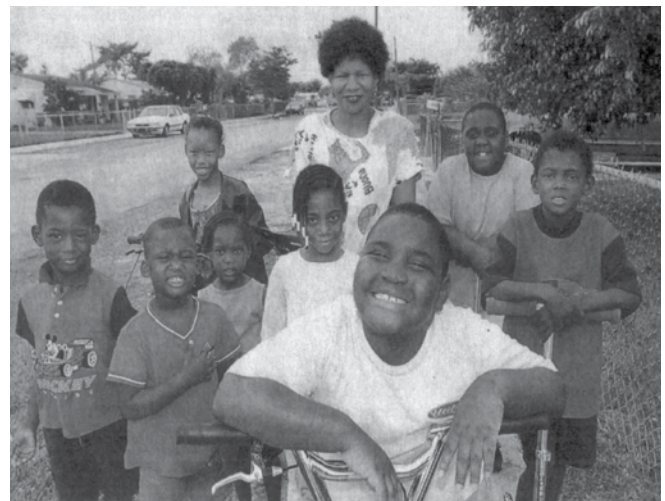


Image 07. Nadine McCrea, middle, stands with children involved in the Youth Crime Watch Committee, which was established to deter crime and create civic engagement opportunities for younger members of the community, c.2000. (Source: The South Florida Sun Sentinel).

EXPANDING STATE ROAD 7 / US 441

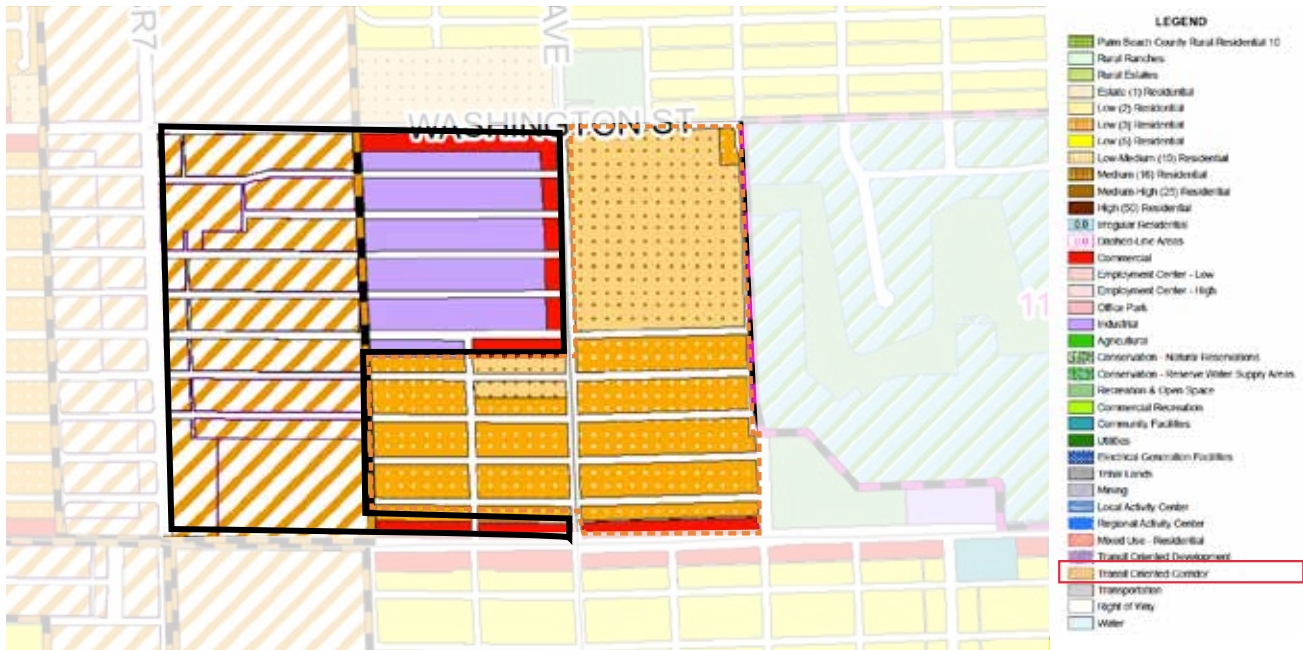
The State Road 7 / US 441 Collaborative was established in 2001 as a regional partnership to address the corridor's declining economic and aesthetic conditions and their impact on surrounding communities.

In the early 2000s, State officials and FDOT began planning the expansion of State Road 7 from 4 to 6 lanes, adding a divided, landscaped median, bike lanes, sidewalks and park-like drainage ponds, all enhancing mobility and appearance. The plan called for the demolition of many commercial properties along the route, including lots within Washington Park. Between 2003 and 2011, FDOT acquired and demolishing the lots along SR 7 / US 441 between Funston Street and Mayo Street. In 2017, FDOT completed a linear park on these lots and added bike lanes along SR 7 / US 441 the following year.

In 2018, the City of Hollywood further supported redevelopment by amending future land uses to create a Transit Oriented Corridor (TOC) zoning designation, aligning zoning with the vision of a more connected, walkable, and sustainable SR 7 / US 441 corridor. One third of the Washington Park study area falls under this category.



Map 09. A new open space was developed along State Road 7 on the western perimeter of Washington Park, providing the community with its only designated green space. This same year, the western half of Washington Park was re-zoned for Transit-Oriented Development. (Source: Google Earth 2017).

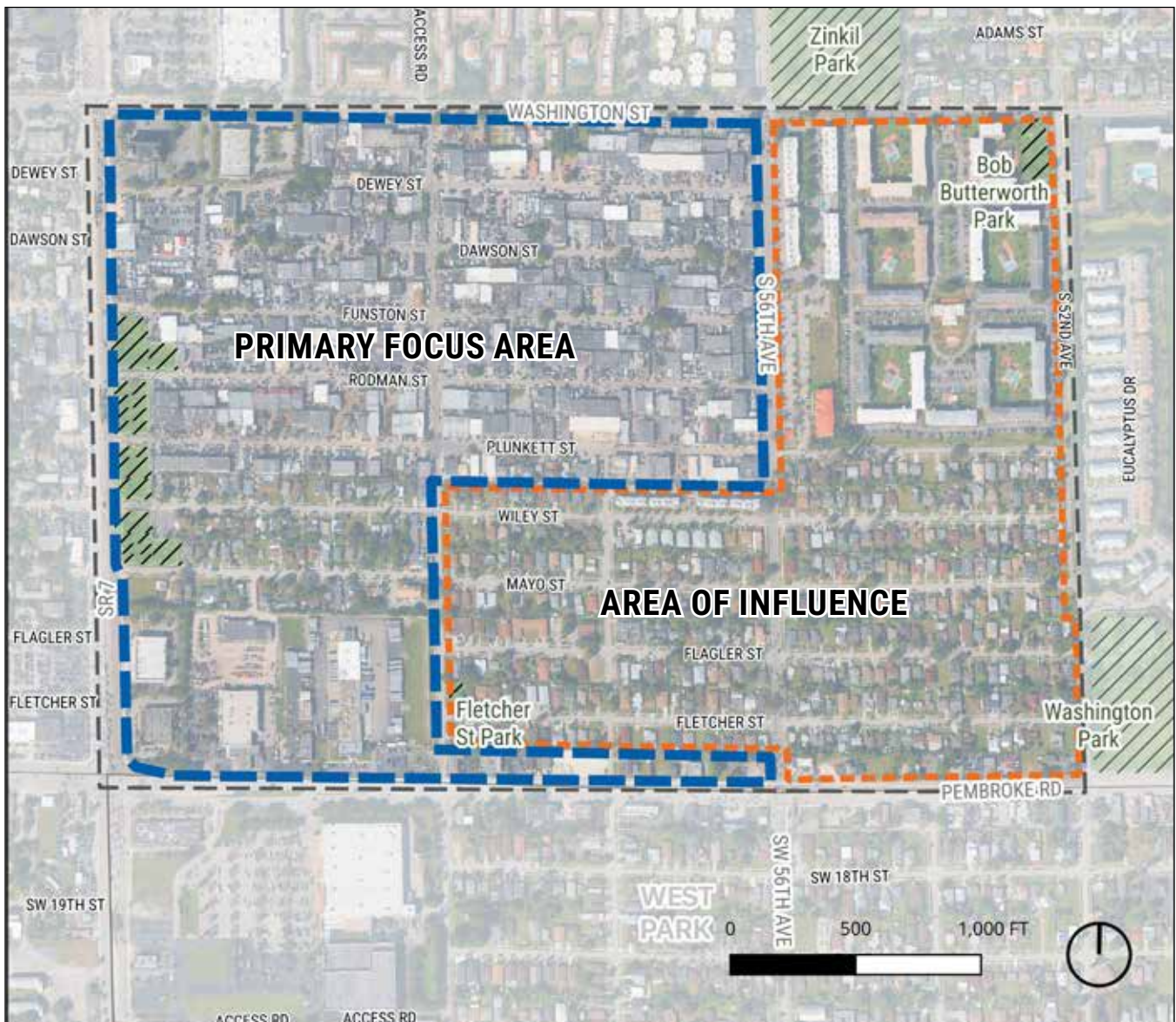


Map 10. This Future Land Use Map from 2017 shows the Transit-Oriented-Corridor overlay that covers one-third of the Washington Park study area. (Source: Broward County).

WASHINGTON PARK INDUSTRIAL AREA REDEVELOPMENT PROGRAM

In 2025, the City of Hollywood embarked on a project to revitalize Washington Park through thoughtful planning and design. The goal is to develop a master plan for the community that focuses on improving the character of Washington Park’s industrial and commercial areas.

This master plan will factor in the nuanced history of development within Washington Park and will seek to make meaningful recommendations that will improve residents and businesses operations and overall quality of life.



Map 11. This 2025 aerial depicts Washington Park’s current status. The western half of Washington Park experienced the most zoning changes since the area’s annexation in 1963. This half now features mixed-use suburban development and open recreational space. (Source: Google Earth).

3. DOCUMENT REVIEW

To support this study, the team reviewed a range of planning documents and transportation studies from both city and county-level initiatives. These sources provided valuable context on past initiatives, current conditions, and future opportunities.

Earlier efforts, such as the Hollywood/Pines Blvd Congestion Management Process (2013) and SR 7 Multimodal Improvements Corridor Study (2016), emphasized mobility hubs, urban design, and improved bicycle and pedestrian connections.

More recent plans, including the PREMO Study (2023), the Broward Regional Comprehensive Safety Action Plan (2025), and the City of Hollywood Strategic and Economic Development Plans (2020, 2025), reinforce the role of SR 7 / US 441 and Pembroke Road as critical corridors for safety, economic development, and regional connectivity.

Collectively, these documents highlight recurring priorities such as multimodal improvements, transit-oriented development, corridor reinvestment, and housing diversity, while also pointing to persistent challenges like congestion, safety risks, and regulatory barriers.

This review ensures future recommendations build on prior work while also responding to the evolving needs of the community.



Image 08. Timeline of documents reviewed. (Source: Plusurbia).

TEN YEARS DOWN THE ROAD: THE STATE ROAD 7 / US 441 COLLABORATIVE (2011)

The State Road 7/US 441 Collaborative was established in 2001 as a regional partnership to address the corridor's declining economic and aesthetic conditions and their impact on surrounding communities. With a Federal Highway Administration grant awarded in 2003, the Collaborative launched a Corridor Strategic Master Plan grounded in smart growth principles. This included a market assessment, followed by the development of community visions through nine planning segments.

Between 2003 and 2005, a series of charrettes engaged citizens, businesses, and local steering committees, ensuring community ownership and long-term commitment to the plan.

The Hollywood/Seminole Nation Master Plan shows a **linear park along the eastern portion of the study area** adjacent to US 441/SR 7. It also **recommends that buildings fronting SR 7 reach the greatest heights, with building heights stepping down toward the east to better align with the scale and character of the surrounding neighborhoods.**

Following the charrettes, efforts to revitalize the Broward County portion of the corridor focused on strategic improvements in Hollywood, West Park, and Miramar.

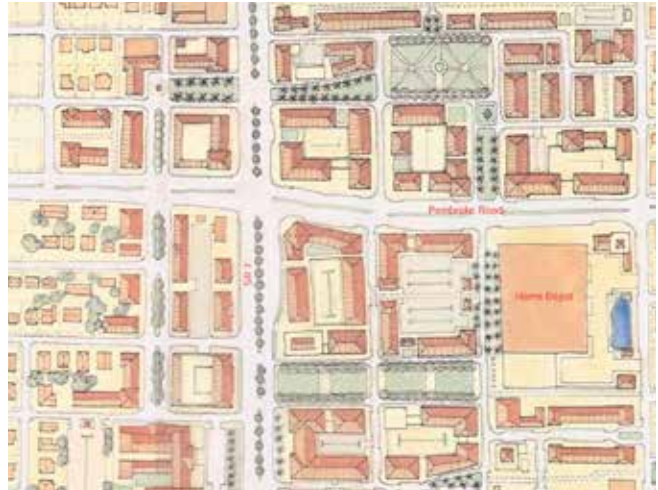


Image 09. Hollywood/Seminole Nation Master Plan. (Source: Treasure Coast Regional Planning Council (2006)).

HOLLYWOOD/PINES BLVD CONGESTION MANAGEMENT PROCESS & LIVABILITY PLANNING PROJECT (2013)

The Broward MPO's Livability Planning Projects were designed to advance the Mobility Hub concept of the 2035 Long Range Transportation Plan (LRTP). These hubs serve as key transfer points where people connect with transit systems, supported by bike and pedestrian infrastructure and integrated land use policies.

The study provides both short-term capital project recommendations to improve mobility, safety, and access to high-ridership transit hubs, as well as long-term strategies for land use and transportation system changes that encourage transit, walking, and biking.

The Hollywood Blvd and SR 7 / US 441 intersection was identified as one of the Gateway Hubs, located less than one mile north of the Washington Park study area. This

site was already a busy transit destination, and, at the time, future improvements planned the SR 7 / US 441 widening/reconstruction and the development of a Walmart on the Millennium Mall site.

The plan emphasizes urban design and implementation toolkits based on five key principles: connectivity, public realm, site orientation, ground-floor design/use, and transitions to neighborhoods. Specific zoning recommendations include expanding residential and mixed-use allowances and modifying setback requirements in the commercial corridor district to better support redevelopment.



The Preferred Scenario for Hollywood Boulevard & SR 7 reflects a significant increase in multi-family housing to achieve the critical mass required of premium transit, as well as an increase in arterial commercial building types in effort to retrofit more suburban retail conditions to create a better pedestrian environment. Multi-family housing is proposed as the primary type of residential development because Hollywood, especially close to major transit routes, lacks newly constructed workforce housing.

Image 10. Preferred scenario and vision for Hollywood Blvd & SR 7. (Source: Hollywood/Pines Blvd Congestion Management Process & Livability Planning Project (2013))

SR 7 MULTIMODAL IMPROVEMENTS CORRIDOR STUDY (2016)

The study aimed to identify a set of specific transportation and congestion management projects focused on operational and safety improvements along SR 7 / US 441. These projects **prioritize multimodal enhancements that not only reduce congestion but also improve safety and support sustainable mobility**. Key **objectives include improving transit service, reliability and travel time, enhancing the passenger experience, and creating safer, more accessible bicycle and pedestrian networks**.

The proposed multimodal improvements include **new pedestrian facilities, expanded bicycle infrastructure, and integrated multimodal network recommendations**. Collectively, these measures are designed to encourage transit-oriented development, promote integrated planning and investment, and reinforce the broader vision for sustainable corridor growth.

CITY OF HOLLYWOOD SUSTAINABILITY ACTION PLAN (2017)

Hollywood's 2016 Sustainability Action Plan outlines 99 actions to reach 32 goals across seven focus areas, it blends quick, low-cost steps with longer-term efforts and is meant to evolve over time.

Key priorities include:

- Resiliency (**mitigation and adaptation with dedicated funding for sea walls, green infrastructure, nature-based coastal defenses, and pervious pavement**).
- Built Environment (**zoning and development that favor TOD, mixed-use, and higher density**).
- Mobility (**shifting trips to transit, walking, and biking; improving sidewalk/bike safety; pricing/**

optimizing parking; enhancing trolley service; and shortening commutes through transit-oriented, live/work development).

- Community Engagement (**education plus expanding park acreage, tree canopy, and transit ridership**).

CITY OF HOLLYWOOD STRATEGIC PLAN (2020)

The City of Hollywood's strategic plan sets a mission to be among South Florida's best places to live, learn, work, invest, and play, aligning all municipal activities and resources to that vision so leaders can make calculated, mission-driven decisions. Top priorities include:

- **Communication & Economic Vitality**: Promote clear civic engagement while driving reinvestment in corridors and CRAs, supporting startups and high-wage industries, and expanding tourism.
- **Public Safety & Preparedness**: Ensure strong code compliance, robust emergency readiness, and improved private infrastructure through strict building code standards.
- **Quality of Life & Neighborhoods**: Reinforce housing affordability and reinvestment, encourage private investment in existing housing, expand workforce housing, and provide programs that enhance resident wellbeing and public spaces.
- **Resilience & Sustainability**: Strengthen infrastructure and natural environments for long-term resilience, continuity, and efficiency, while encouraging sustainable practices across both public and private sectors.

PREMO (PREMIUM MOBILITY PLAN) STUDY (2023)

The Premium Mobility Plan (PREMO) is designed to build a countywide network of high-quality transit services that offer safe, reliable, and frequent mobility. Its goals include improving access for all residents, supporting economic growth, ensuring financial stability, advancing equitable transit solutions, and promoting environmental stewardship. The plan emphasizes modern, convenient service that connects communities while enhancing safety, security, and integration across multiple modes of transportation.

As part of this effort, the plan outlines the **Bus Rapid Transit (BRT) line along SR 7 / US 441**. The project will connect activity centers between Commercial Boulevard and County Line Road, featuring 15 miles of dedicated BRT service, supplemental high-frequency routes, approximately 16 branded stations.

Where feasible, **exclusive transit lanes and potential light rail connections** will further strengthen the corridor. The project is expected to open by the end of 2030, positioning SR 7 / US 441 as a key backbone of the region's premium transit network.



Image 11. US 441 / SR 7 BRT. (Source: PREMO (Premium Mobility Plan) Study (2023))

COMMERCIAL CORRIDORS ECONOMIC DEVELOPMENT ASSESSMENT (2024)

The economic assessment was prepared for the City's Economic Development Department to better understand the unique characteristics of the different commercial corridors in the city and identify opportunities for economic growth.

The study **highlights the SR 7 / US 441 corridor's potential to become a vibrant destination centered around authentic food establishments that foster community engagement, cultural exchange, and local economic activity.** Recommended strategies include promoting diverse culinary experiences, hosting cultural events and festivals, and enhancing the overall atmosphere to create a welcoming and memorable destination.

In 2024, when the study was conducted, the corridor featured a mix of office and institutional uses, big-box retailers, auto dealerships, and small independently owned businesses with strong ethnic influence. The study emphasizes the opportunity to build on these existing assets by activating public spaces and implementing the proposed linear park along SR 7 / US 441 as a catalyst for revitalization. **The transit-oriented land use designation, adopted in 2018, was also identified as a key opportunity to introduce greater density, a mix of uses, and urban**

design elements that encourage walkability, transit use, and a stronger sense of place.

Key **opportunity sites**, particularly those north of Washington Street and within the **Washington Park Industrial Area**, were identified and recommendations suggested **prioritizing transportation improvements, façade upgrades, flexible commercial spaces, and the introduction of “third places” such as breweries and community gathering spots.** Infill development were encouraged in a way that supports rather than disrupts local businesses and neighborhoods. The report recommends focusing economic strategies on branding subdistricts, building community pride, supporting local customer bases, and creatively positioning the auto services cluster rather than displacing it.

Pembroke Road was also recognized as a civic and office-oriented corridor with potential to become a balanced employment and services hub through a mix of healthcare, retail, and professional services.

Across all areas, **the study calls for targeted investment, marketing and branding efforts, strong community engagement, and strategic infrastructure enhancements to support long-term economic vitality.**

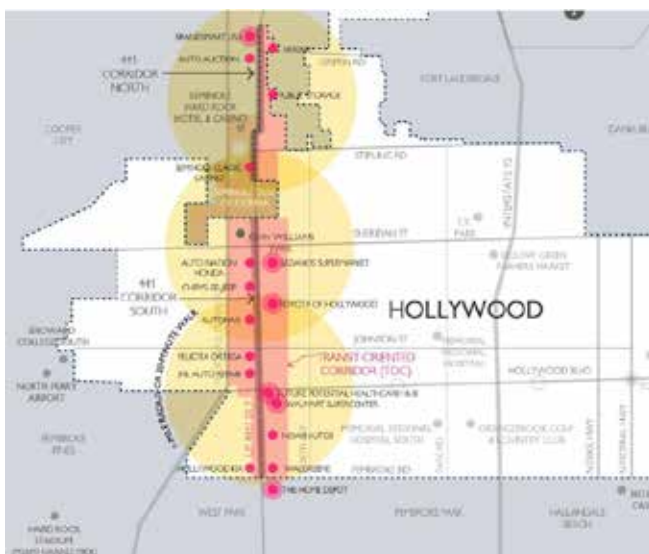


Image 12. Transit Oriented Corridors and Opportunity Areas. (Source: Commercial Corridors Economic Development Assessment (2024))



Image 13. Proposed Linear Park (Source: PREMO (Source: Commercial Corridors Economic Development Assessment (2024))



Image 14. SR 7 / US 441 and Washington Street Opportunity Site. (Source: Commercial Corridors Economic Development Assessment (2024))



Image 15. SR 7 / US 441 south of Washington Street Opportunity Site. (Source: Commercial Corridors Economic Development Assessment (2024))

CITY OF HOLLYWOOD ECONOMIC DEVELOPMENT STRATEGIC ASSESSMENT (2025)

The plan emphasizes holistic and sustainable economic growth in Hollywood, continuing past efforts while optimizing strategy. The plan outlines nine strategic priorities to strengthen the city's foundation, including **leadership alignment, expanded digital outreach, community engagement, enhanced regional connectivity, stronger collaboration, and improved business retention**. Other key areas include preparing for CRA integration, advancing inclusive housing opportunities, and modernizing zoning policies to support redevelopment and future growth.

Several tactics are detailed, especially those relevant to the Washington Park study area. These focus on transportation and housing, such as advocating for inclusion in regional

transit initiatives, promoting transit-oriented development (TOD), and improving last-mile connectivity with bike, pedestrian, and shuttle integration.

Additional strategies stress aligning transportation investments with economic development, strengthening business support collaboration, expanding the Business Retention & Expansion (BRE) program, and enabling mixed-income housing near jobs and transit.

Finally, zoning modernization is emphasized through targeted reviews, flexible overlay districts, and development incentives to transform underutilized parcels into vibrant, higher-value mixed-use spaces.

04 EXPAND REGIONAL CONNECTIVITY AND MOBILITY
Goal: Promote transportation initiatives that strengthen regional connectivity, enhance mobility options, and support equitable access to jobs, services, and destinations for all Hollywood residents.

06 SUPPORT AND RETAIN EXISTING BUSINESS
Goal: Evaluate and enhance the City's existing business retention efforts by establishing a more formalized Business Retention & Expansion (BRE) program that supports proactive outreach, coordinated service delivery, and targeted assistance for key sectors to drive job retention and support long-term employment growth.

08 ADVOCATE FOR INCLUSIVE HOUSING OPPORTUNITIES
Goal: Expand access to inclusive and affordable housing by advocating for policy tools, incentives, and partnerships that support mixed-income development near transit, jobs, and essential services.

09 ADVOCATE FOR THE MODERNIZATION OF ZONING AND LAND USE
Goal: Enable and encourage the transformation of aging shopping centers and smaller, underutilized parcels into higher-value, mixed-use developments through updated zoning policies, streamlined processes, and targeted incentives.

Image 16. A few of City of Hollywood Economic Development Strategic Assessment Goals that affect the study area. (Source: City of Hollywood Economic Development Strategic Assessment (2025))

BROWARD REGIONAL COMPREHENSIVE SAFETY ACTION PLAN (2025)

The goal of the plan is to achieve zero deaths and serious injuries by 2050, focusing funding on the High-Injury/High-Risk Network and aggressive speed management. The plan identifies SR 7 / US 441 and Pembroke Road as High-Injury and High Risk Corridors.

The plan recommends a range of roadway and intersection safety improvements to reduce crashes and improve mobility. Key strategies include **narrowing travel lanes, creating 20 mph neighborhood slow zones, upgrading street lighting,** and using smart signal technologies such as green waves and rest-in-red timing on high-speed corridors.

Intersection and corridor treatments focus on slowing vehicles and protecting pedestrians and cyclists. These include **protected intersections, relocated bus stops, tighter curb radii, median refuges, shorter turn lanes, added street trees, and raised intersections.** Policies like “No Right on Red,” leading pedestrian intervals, flashing yellow signals where appropriate, and extended green time for bicycles are also proposed to improve safety and lower crash severity.

High-Injury Network (HIN) and High-Risk Network (HRN)

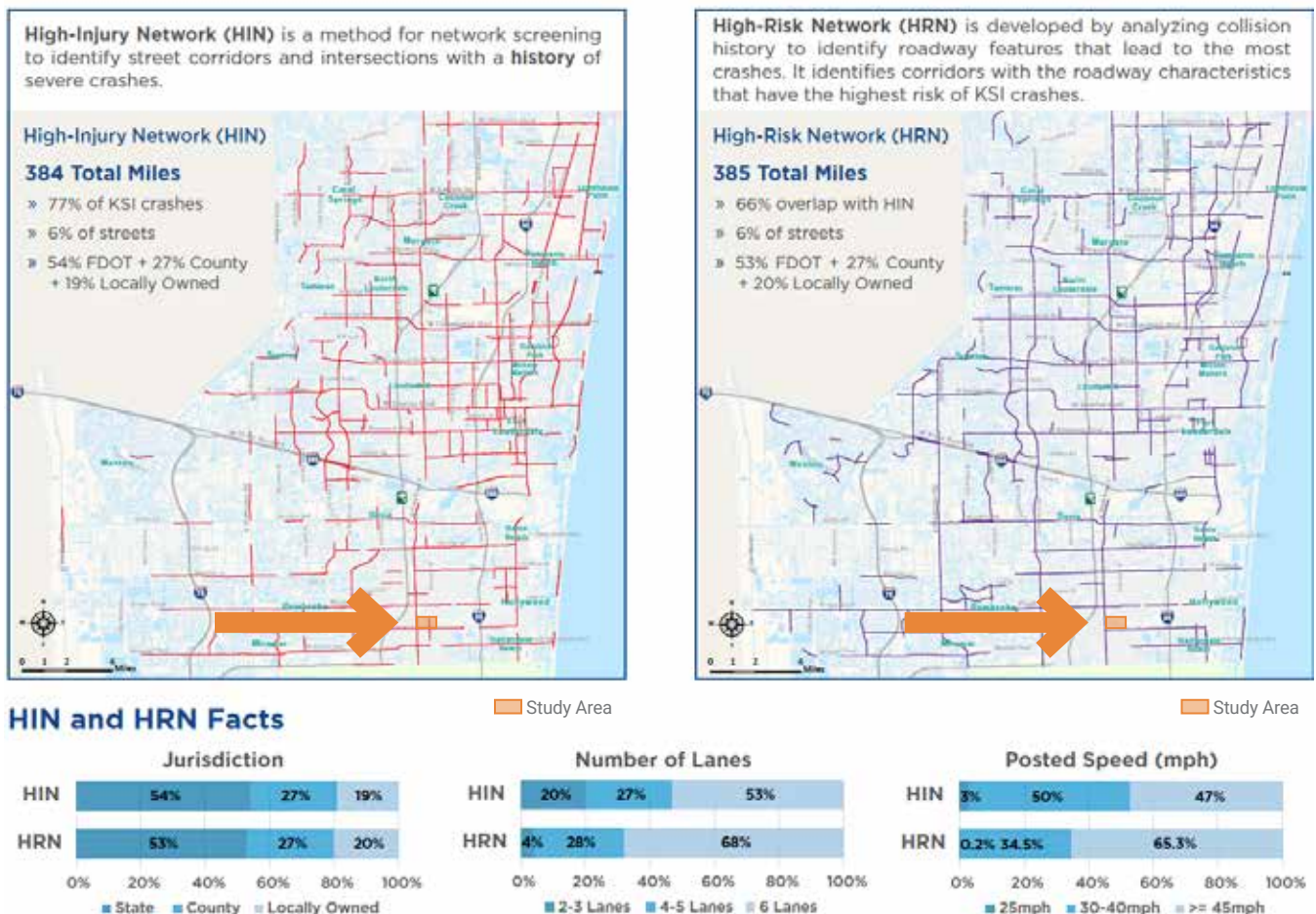


Image 17. High-Injury and High Risk Networks. (Source: Broward Regional Comprehensive Safety Action Plan 2025).

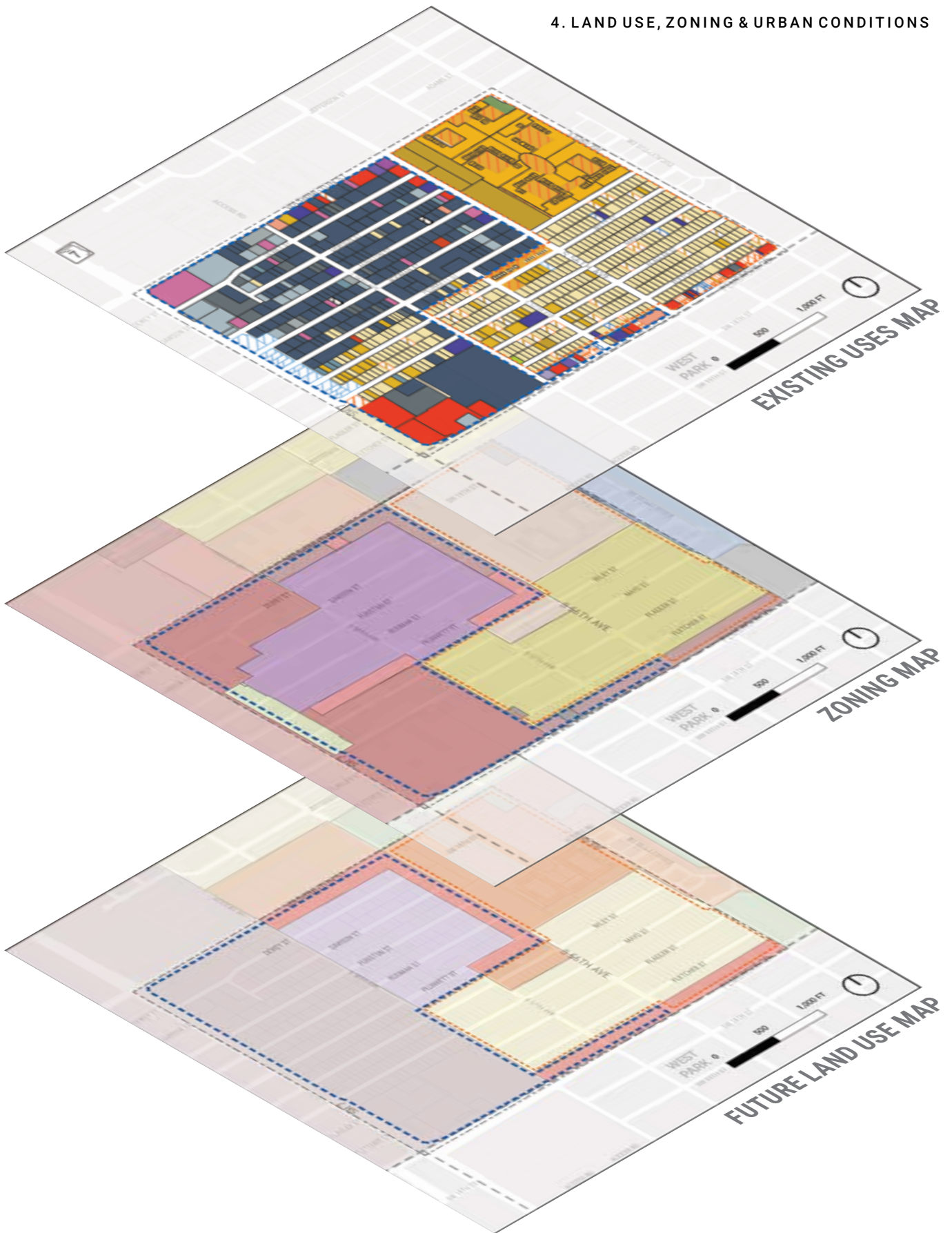
4. LAND USE, ZONING & URBAN CONDITIONS

This analysis was undertaken to understand the urban conditions of the Washington Park Study Area and its surrounding context. The review integrates regulatory analysis, including the Comprehensive Plan and zoning framework, with an assessment of physical and social conditions that influence daily life. GIS mapping, spatial analysis, and field documentation were used to evaluate how policy and built form interact on the ground.

Key areas of focus included block structure review and street connectivity, access to parks and open space, tree canopy coverage, land use patterns, and overall urban form. The study also examined practical conditions such as on-street parking behavior, sidewalk continuity, lighting, and maintenance, alongside broader factors including flood risk, development trends, and regional context.

Field visits were critical to capturing real-time observations of how the district functions day to day. Together, these layers of analysis establish a comprehensive understanding of Washington Park's regulatory environment, and physical fabric, forming the foundation for identifying both challenges and opportunities that will inform future recommendations.

4. LAND USE, ZONING & URBAN CONDITIONS



Map 12. Washington Park Study Area Future Land Use, Zoning and Existing Uses Maps. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

CITY OF HOLLYWOOD CITY WIDE MASTER PLAN

The City is currently in the process of updating its comprehensive plan, which was last revised in 2008. This review reflects the existing comprehensive plan as currently adopted and does not yet incorporate the most recent updates now in progress.

The City Wide Master Plan (CWMP), developed in 2001, sets the vision and framework for the City's future growth. It emphasizes preserving historic urban character, natural resources, and single-family neighborhoods, while encouraging mobility, reinvestment in key areas, and targeted public improvements. Core principles include supporting business growth, expanding housing options, improving transportation connections, preserving open space, and promoting cultural and educational opportunities. Collectively, these priorities guide balanced, sustainable growth that enhances quality of life while respecting the City's heritage. The plan also includes sub-area plans, with the 441 Corridor identified as Sub-Area 1.

FUTURE LAND USE CATEGORIES

The CWMP future land use categories map for the Washington Park study area are made up of four primary designations: Low and Medium Residential (42.6%), Transit Oriented Corridor (34.8%), Industrial (14%), and General Business (8.2%), concentrated along Washington Street, Plunkett Street, SW 56th Avenue, and Pembroke Road.

Analytical Observations:

The predominance of residential categories, paired with the presence of the Transit Oriented Corridor category, highlights the Comprehensive Plan's intent to foster stronger connections between housing and transit. At the same time, the industrial and general business designations clustered along key corridors suggest opportunities for employment and economic activity, but also point to the importance of balancing land use compatibility between residential neighborhoods and adjacent non-residential designations.

CWMP ELEMENTS

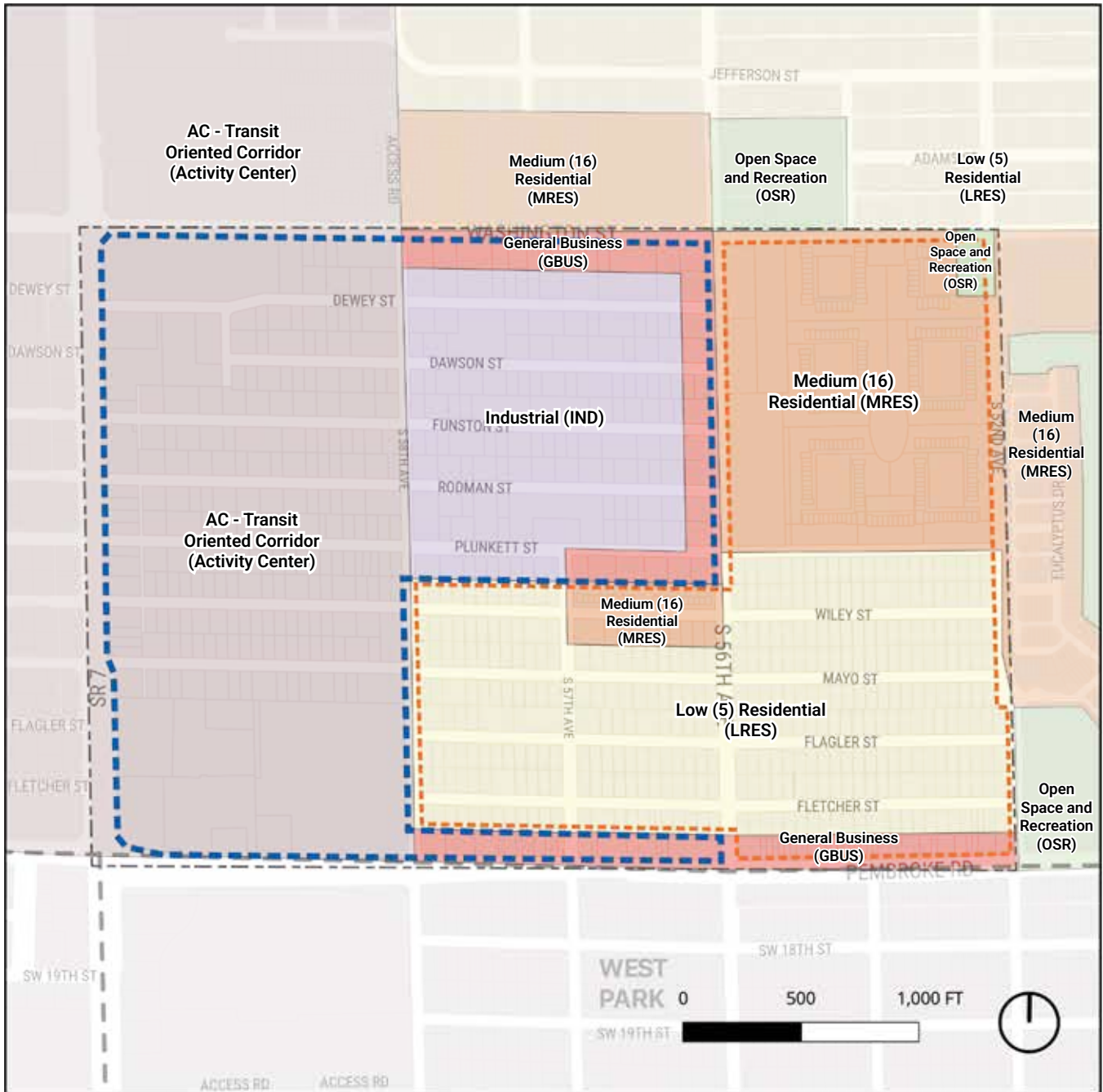
The City's CWMP Elements and objectives focus on increasing transit use, supporting the SR7/US 441 widening project, and aligning capital improvements with redevelopment to strengthen neighborhoods, businesses, and tourist areas. Efforts emphasize improved design standards, code enforcement, and infill redevelopment in blighted areas to promote economic growth and community revitalization.

A key priority is focused on the SR7/US 441 Corridor, where policies encourage innovative zoning, land assembly, and the creation of mixed-use development nodes. The plan suggests larger parcels are targeted for redevelopment to support sustainable economic growth, improve mobility, and buffer residential areas, ensuring the corridor becomes a catalyst for long-term revitalization and quality of life improvements.

The CWMP calls for targeted reinvestment in Washington Park on the neighborhood side, and directs the City to add landscape and pedestrian upgrades on Plunkett Street to catalyze reinvestment and buffer homes from nearby industrial uses (Land Use Obj. 3.2, Policy 3.2.1).

Housing policies backs this up by explicitly supporting new single-family infill to replace deteriorated structures in Washington Park and fill vacant lots, continuing neighborhood preservation programs as needed (Housing Obj. 2, Policy 2.8). The plan highlights the importance for small-scale, context-sensitive upgrades, safer, greener streets and incremental infill, while protecting residential edges.

Along SR7/US 441, the plan prioritizes coordinated redevelopment aligned with FDOT's widening: maintaining and refining the corridor Overlay District, updating zoning to enable mixed-use nodes, assembling larger parcels, and require stronger buffers to adjacent neighborhoods (Land Use Obj. 3.1, Policies 3.1.1–3.1.7, 3.1.9–3.1.11).



Map 13. Washington Future Land Use (Sources: 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 (16) Residential (MRES)	17.2%
	Industrial (IND)	14.0%
	General Business (GBUS)	8.2%
	Open Space and Recreation (OSR)	0.5%

Transportation policies reinforce all other elements with design requirements, such as no back-out parking, better bike/ped links into neighborhoods using CPTED principles, multimodal site connections, and interagency coordination through the MPO, SFRPC, and the SR-7 Collaborative (Transportation Policy 2.2.3 and related; Intergovernmental Objective 1 Policy 1.11).

Utilities policies tie infrastructure upgrades (sewer, potential reclaimed irrigation) to the corridor build-out (Utilities Policies 1.7, 7.2). The goal is to achieve a plan-led, infrastructure-ready reinvestment along SR7/US 441 with design standards that channel intensity to the corridor and shield Washington Park's residential fabric, while enabling steady, quality infill inside the neighborhood.

Analytical Observations:

The CWMP establishes a strategy that balances corridor-scale redevelopment with neighborhood preservation. Along US 441/SR 7, policies direct intensity toward mixed-use nodes supported by infrastructure upgrades, innovative zoning, and coordinated land assembly, ensuring the future of the corridor as a catalyst for long-term growth. At the same time the CWMP positions Washington Park for incremental, context-sensitive improvements, such as streetscape upgrades, pedestrian amenities, and small-scale infill, that enhance livability while buffering residential areas from adjacent industrial uses.

ZONING & LAND DEVELOPMENT REGULATIONS

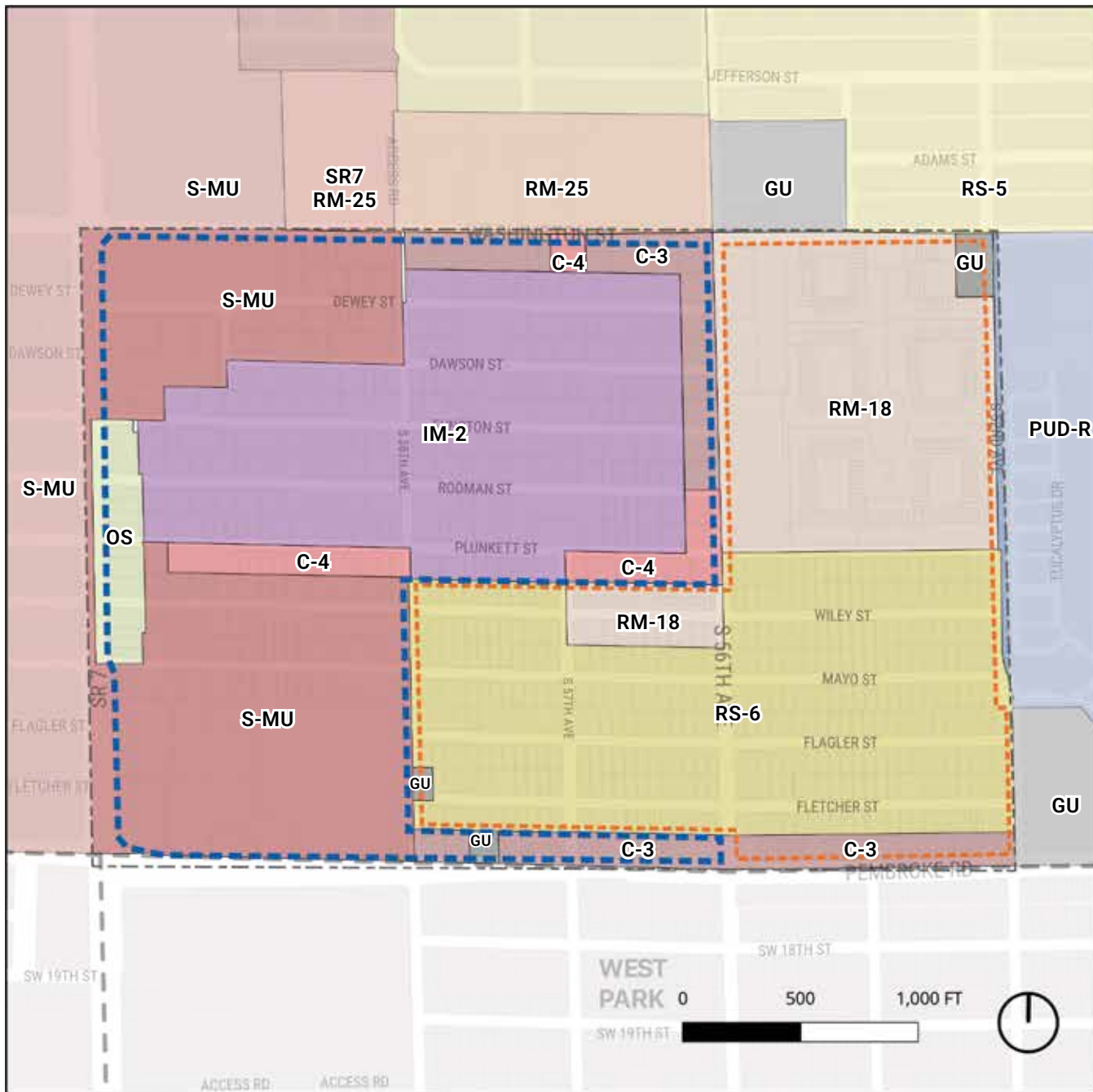
ZONING

Washington Park Study Area

The zoning composition of the Washington Park study area is dominated by three categories: RS-6 Single Family Residential and RM-18 Medium High Density Multiple Family (56.8%), South Mixed Use (31.8%), and Low-Medium Intensity Industrial & Manufacturing (29.7%). These are followed by Commercial Zoning (12.3% combined), which are concentrated primarily along Washington Street, Plunkett Street, SW 56th Avenue and Pembroke Road. Finally, Open Space and Government Use Districts account for 3.8% of the total land area.

Analytical Observations:

The existing land use pattern requires balancing residential stability with established economic and employment uses, particularly along major corridors. Current zoning creates incompatible adjacencies, including low-to medium-intensity industrial uses and transit-oriented districts directly bordering single-family neighborhoods. These conditions underscore the need for improved transitions and compatibility between districts.



Map 14. Washington Park Zoning. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

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

WASHINGTON PARK ZONING DISTRICT TABLE

	RS-6 Single Family	34.4%
	S-MU South Mixed-Use	31.8%
	IM-2 Low-Medium Intensity Industrial & Manufacturing	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	2.8%
	GU Government Use	1.0%

Primary Focus Area

The Primary Focus Area differs in composition. Here, South Mixed Use (S-MU) (40.5%) and Low-Medium Intensity Industrial & Manufacturing (37.8%) predominate, reflecting a mix between mixed-use development and industrial districts. Commercial Districts are primarily concentrated along Washington Street, Plunkett Street, SW 56th Avenue and Pembroke Road, reinforcing these corridors as local economic and activity nodes.

Analytical Observations:

The zoning maps reveal a strong industrial presence, which contrasts with the CWMP's vision for the area within 1/4 mile from SR7/US 441 for Transit Oriented Corridor. In this area, industrial zoning is carved out from the Transit Oriented Corridor (TOC) future land use designation, reflecting a deliberate intent to preserve and protect industrial uses.

ZONING & DEVELOPMENT REGULATIONS

Residential Districts

The residential districts are present within the Area of Influence and promote single-family residential and medium-to-high density multifamily uses, both accompanied by high parking requirements.

In the RS-6 district, building heights are limited to two stories, while the RM-18 district allows up to four stories with a density of 18 dwelling units per acre (DUA), allowing two units on a typical 6,000-square-foot lot. The RM-18 standards also include provisions intended to ensure smooth transitions to adjacent single-family districts.

Accessory dwelling units (ADUs) are not permitted due to a restriction that prohibits additional kitchens in single-family districts, except in very large residences of at least 3,600 square feet. This limitation prevents the city from offering moderate-income infill housing opportunities in low-density residential districts while also restricting homeowners from generating supplemental income through secondary rental units.

Analytical Observations:

These regulations reinforce a suburban development pattern that prioritizes single-family housing and automobile use over more flexible, diverse, and affordable residential options. The prohibition of ADUs further limits incremental density and creative housing solutions that could help address local affordability challenges. In practice, this regulatory framework limits opportunities for compact, walkable, and mixed-income neighborhoods that are increasingly important for sustainable urban growth.

Commercial Districts

The commercial districts are concentrated along the major corridors in the study area.

The C-3 Medium Intensity Commercial District is intended to provide standards for the sale of goods and services to the entire city while remaining compatible with the surrounding residential neighborhood. It allows residential uses only on the second floor or higher and restricts them to no more than 50% of a building's total floor area. Residential density is capped at 18 dwelling units per acre (DUA), while hotel and motel uses are permitted at up to 36 DUA. Parking requirements are high, and development must provide landscaped buffers with trees along the front setback, as well as additional protections for properties that abut residential zoning districts.

The C-4 Medium-High Intensity Commercial District is intended to provide standards for businesses located along major arterials. The district allows building heights of up to 17 stories, with a residential density of 36 DUA exclusively for hotel and motel uses. Residential uses are otherwise prohibited. Like C-3, C-4 zoning requires landscaped buffers along the front setback and includes provisions to mitigate impacts on adjacent residential properties.

Both districts include performance standards for specific uses, such as automotive services and daycare facilities, along with design and landscaping requirements intended to improve site conditions, conceal parking areas, and reduce conflicts with nearby neighborhoods. While most automotive uses are prohibited in C-3, some are allowed in C-4. Manufacturing uses are not allowed in either district.

C-4 zoning along Plunkett Street creates a sharp conflict with the adjacent residential neighborhoods to the south and east, raising concerns about compatibility in terms of scale, use, and overall character.

Analytical Observations:

The regulations for C-3 and C-4 districts reinforce a development pattern that prioritizes large-scale, auto-oriented commercial uses while limiting opportunities for mixed-use, pedestrian-friendly environments. By restricting residential uses, particularly in C-4, the zoning framework discourages the integration of housing into commercial corridors, which could otherwise support walkability, transit, and local economic vitality. The placement of C-4 zoning near established residential neighborhoods further highlights a disconnect, as the intensity and scale of development allowed in C-4 is not context-sensitive to its surroundings. This presents both a challenge and an opportunity for reconsidering how commercial corridors could evolve into more balanced, mixed-use environments that better align with walkable urban design and housing needs.

S-MU South Mixed Use District (State Road 7 Transit Oriented Corridor District)

This district calls for a balanced mix of uses that reduce automobile dependence while promoting transit, walking, and biking. Development standards emphasize on high-quality and well-defined urban spaces, with density focused in key areas to protect nearby neighborhoods. A range of housing types and intensities are encouraged, with smooth transitions to adjacent residential districts.

The district calls for higher-intensity mixed-use development along SR7/US 441, with active ground-floor uses, buildings at the street edge, and continuous sidewalks that create a walkable, transit-oriented corridor are encouraged.

Mixed-use development is encouraged through height and density incentives, as well as reduced parking requirements. Single-use buildings are limited to a maximum height of 65 feet, while vertical mixed-use buildings may reach up to 175 feet.

To protect neighborhood character, height restrictions apply to sites, or portions of sites, within 100 feet of residential zoning districts. Residential density is 50 DUA for vertical

mixed-use projects. Detailed standards governing building form, circulation, and setbacks are in place to ensure that new development contributes to a walkable, transit-oriented environment.

IM-2 Low/Medium Intensity Industrial & Manufacturing District

The intent of this zoning district is to establish standards for the development and maintenance of office, heavy commercial, light manufacturing, and industrial uses. Building heights are capped at 3 stories, with requirements for buffers and transitions where sites abut residential neighborhoods.

Residential uses are permitted only in limited circumstances, specifically for living quarters occupied by owners or agents.

Performance standards address industrial landscape buffers, outdoor storage, and recycling operations. However, the majority of industrial uses within the study area were constructed prior to the adoption of these standards and therefore do not comply with many of the current requirements.

Analytical Observations:

While the zoning framework seeks to mitigate potential conflicts between industrial and residential areas, the prevalence of older, non-conforming developments reduces the effectiveness of these standards. This creates challenges for neighborhood compatibility, site aesthetics, and environmental performance.

Live-work configurations can provide a transitional land use between residential neighborhoods and commercial or light industrial areas, improving compatibility across zoning edges.

ZONING DISTRICT SUMMARY TABLE

The diagram illustrates the maximum building heights for three zoning districts. The RS-6 district is limited to 30 feet, the RM-18 district to 45 feet, and the C-3 district to 60 feet. The buildings are represented by simple icons with their respective heights labeled above them.

	RS-6	RM-18	C-3
	RESIDENTIAL (6,000 SF, 60 WIDTH)	MEDIUM-HIGH DENSITY MULTIPLE FAMILY DISTRICT	MEDIUM INTENSITY COMMERCIAL DISTRICT
DISTRICT INTENT AND PURPOSE	Designed to protect the character of the single family neighborhoods.	Designed to provide standards for the development and maintenance of multiple family residential buildings and hotels, where such uses are permitted.	To provide standards for the sale of goods and services to the entire city while remaining compatible with the surrounding residential neighborhood.
MAX. HEIGHT	2 stories (30 ft)	4 Stories (45 ft) If adjacent to single family district: 30 ft for the first 100 ft of lot	5 Stories (60 ft)
DENSITY	5 DUA	18 DUA (16 DUA FLU)	18 DUA and 36 DUA (for motel hotel)
USES	Single-Family and Civic Uses, Schools No ADUs allowed	single family, duplex, townhouse, apartment building. Places of worship, meeting hall, social halls, institutional uses day care commercial and non-commercial parking lots and education facilities.	Residential uses (apartments) are allowed only on second floor or above and cannot exceed 50% of the total floor area of the building.
FAR	N/A	3	N/A
PARKING	Min 2 spaces per unit		



C-4	S-MU	IM-2
MEDIUM-HIGH INTENSITY COMMERCIAL DISTRICT	SOUTH MIXED USE DISTRICT (STATE ROAD 7 TRANSIT ORIENTED CORRIDOR DISTRICT)	LOW/MEDIUM INTENSITY INDUSTRIAL & MANUFACTURING DISTRICT
To provide standards for businesses located along major arterials which serve the entire city and surrounding communities.	The plan promotes walkable, transit-friendly neighborhoods with a mix of housing, shops, services, and jobs, while focusing higher-density development along State Road 7 to create an active, urban corridor. It also emphasizes smooth transitions to protect nearby neighborhoods and identifies key areas as mobility hubs for convenient connections to living, working, shopping, and recreation.	To provide suitable standards for development and maintenance of office; heavy commercial; light manufacturing; and industrial uses of a non-objectionable nature.
17 Stories (175 Ft)	65 ft (Single Use Building) 175 ft (Vertical mixed-use building bonus for sites fronting SR 7) Sites or portions of sites within 100 feet of residential zoning districts: 45 ft.	3 Stories (35 ft)
36 DUA (hotels/motels)	36 DUA (Single Use Building) 50 DUA (vertical mixed-use Building Bonus)	Unlimited
No residential uses are allowed.	Multi-Family Residential, except on the ground floor adjacent to Hollywood Boulevard, Washington Street, Pembroke Road, and State Road 7	Primarily allows light and heavy industrial uses. *Residential allowed only if living quarters for owners and agents
N/A	N/A	3 (FLU)*
	Structure parking encourages and vehicular access shall be located along east-west streets.	Parking not permitted within the landscape buffer

LIVE LOCAL ACT (SB 102 / SB 1730)

The Live Local Act (SB 102 / SB 1730) permits qualifying residential development, including mixed-income and affordable housing, in areas zoned for commercial or industrial use, provided affordability requirements are met. This includes properties previously reserved for warehouse or light manufacturing uses.

Recent amendments limit building height to a maximum of 10 stories for projects that are adjacent on two or more sides to single-family residential areas with at least 25 contiguous homes. For purposes of this limitation, "adjacent" does not include properties separated by a public road or body of water.

Analytical Observations:

In Washington Park, the Act introduces the potential for residential redevelopment within industrial and mixed-use zones, which may shift land use patterns and increase development interest. While this can bring new residents and investment, it may also create pressure on existing employment-generating industrial uses if not strategically managed. Careful planning in the future is required to ensure that the benefits, such as affordable housing and improved mobility, do not come at the expense of losing community character or essential local jobs.

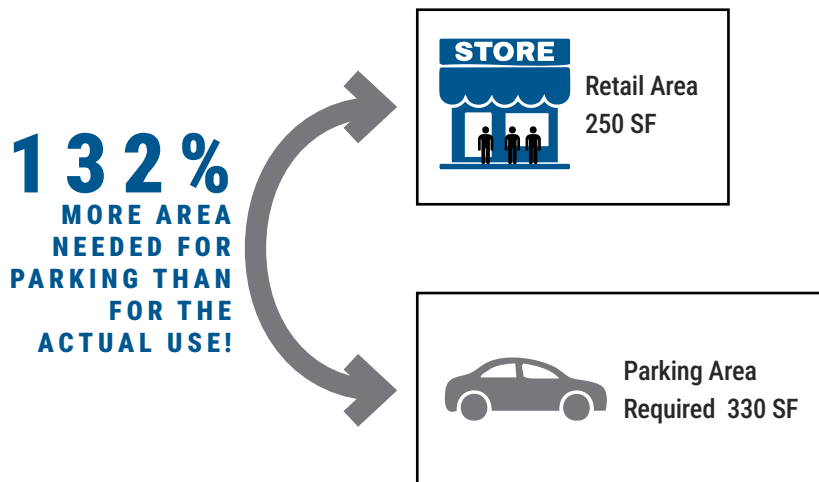
REQUIRED OFF STREET PARKING

The review reveals that the uses demanding the greatest amount of parking in the code that affect the study area are schools, places of assembly, houses of worship, retail and offices. More striking, however, is what the data shown on **Table 01 on page 53** makes clear that nearly 80% of the listed uses require nearly as much, or even more area for parking than for the primary use itself.

Analytical Observations:

The South Mixed-Use District presents an opportunity to reduce automobile dependence through built-in parking flexibility. Provisions allowing up to a 25% reduction in minimum parking requirements, along with a shared parking table, support more efficient land use, lower development costs, and a more compact, walkable urban form.

EXAMPLE USE AREA VS PARKING AREA RATIO



Observation:

In most cases, our built environment is being designed to serve cars before it serves people. The very spaces intended for education, community gathering, cultural engagement, retail and working are overshadowed by the footprint devoted to storing vehicles. This imbalance raises critical questions about land efficiency, urban form, and whether our priorities align with the values of livable, people-centered communities.

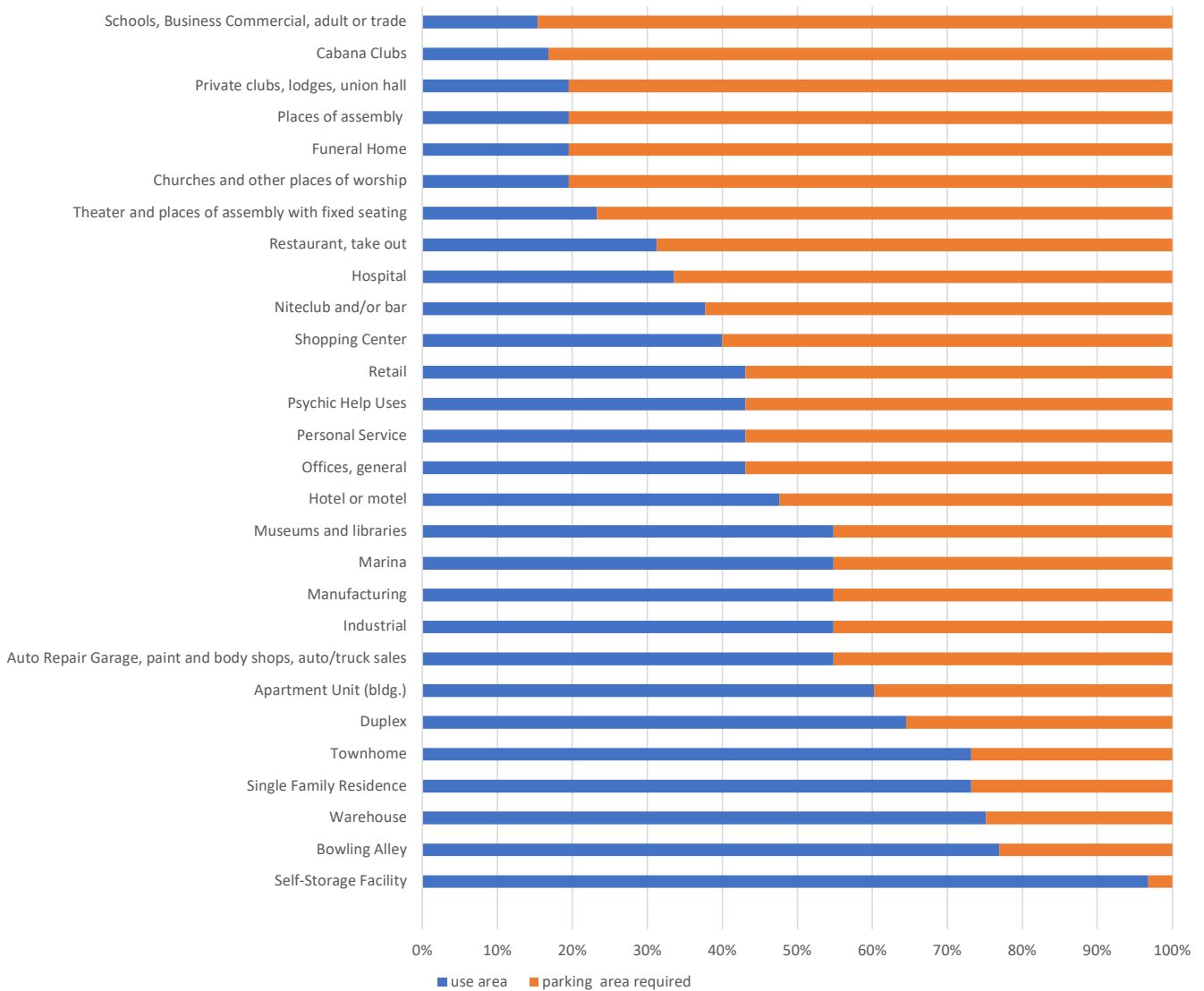


Table 01. Use Area versus Parking Area Ratio Chart * (Sources: Plusurbia, City of Hollywood Land Development Code). * When reviewing the off-street parking requirements, the team estimated that each parking space, including drive aisles for circulation, takes up about 330 square feet. They then compared this to the required parking space per use area and created a table to show how much parking space is needed for each type of use.

EXISTING LAND USES & RECENT DEVELOPMENT

The majority of the Primary Focus Area has existing land uses that fall under warehousing, light manufacturing, parking, auto body, auto dealership, and open storage categories. Office uses are also present, integrated within the core of the industrial and warehousing fabric. There are very few vacant properties.

Along the SR 7 / US 441, Washington Street, SW 56th Avenue, and Pembroke Road corridors, retail activity is the predominant existing land use. The area also contains a high concentration of churches, with a total of fourteen (14) recorded just in the Washington Park Study Area. Two (2) daycare centers are located within the Primary Study Area, one along Pembroke Road and the other on Washington Street. Restaurants are limited, with only four (4) identified in the Primary Study Area.

A pocket of single-family and multi-family housing, west of SW 58th Ave and south of Plunkett St, is embedded within the warehousing and light manufacturing areas.

Analytical Observations:

Overall, the Primary Focus Area is characterized by a strong industrial and service-oriented base, with limited residential and recreational amenities. The intermixing of residential pockets with industrial and warehousing operations presents ongoing challenges for compatibility and quality of life. Additionally, while religious institutions are abundant, the lack of dining/convenience options suggest limited amenities to support a diverse and balanced neighborhood fabric.

RECENT DEVELOPMENT

Within a half mile radius of the Washington Park Study Area, two (2) projects are currently under development. Hillcrest Village, located at 1101 Hillcrest Drive just east of the Study Area, is in the final stages of approval. This project is proposed to have 110 affordable housing units reserved for tenants earning up to 30%, 60%, 70%, and 80% of the Area Median Income (AMI). The development will include a mix of one-, two-, and three-bedroom layouts.

The second project, Residences at Beverly Park at 6015 Washington Street, will provide 115 attainable housing units along with commercial space on the ground floor.

Analytical Observations:

While these two projects contribute much-needed affordable and attainable housing options in the area, the limited number of developments within close proximity highlights a slow pace of new investment close to the study area.

DEVELOPMENT ACTIVITY



Hillcrest Village (Residential)

1101 Hillcrest Drive



Image 18. Hillcrest Village. (Source: Realization Architects)



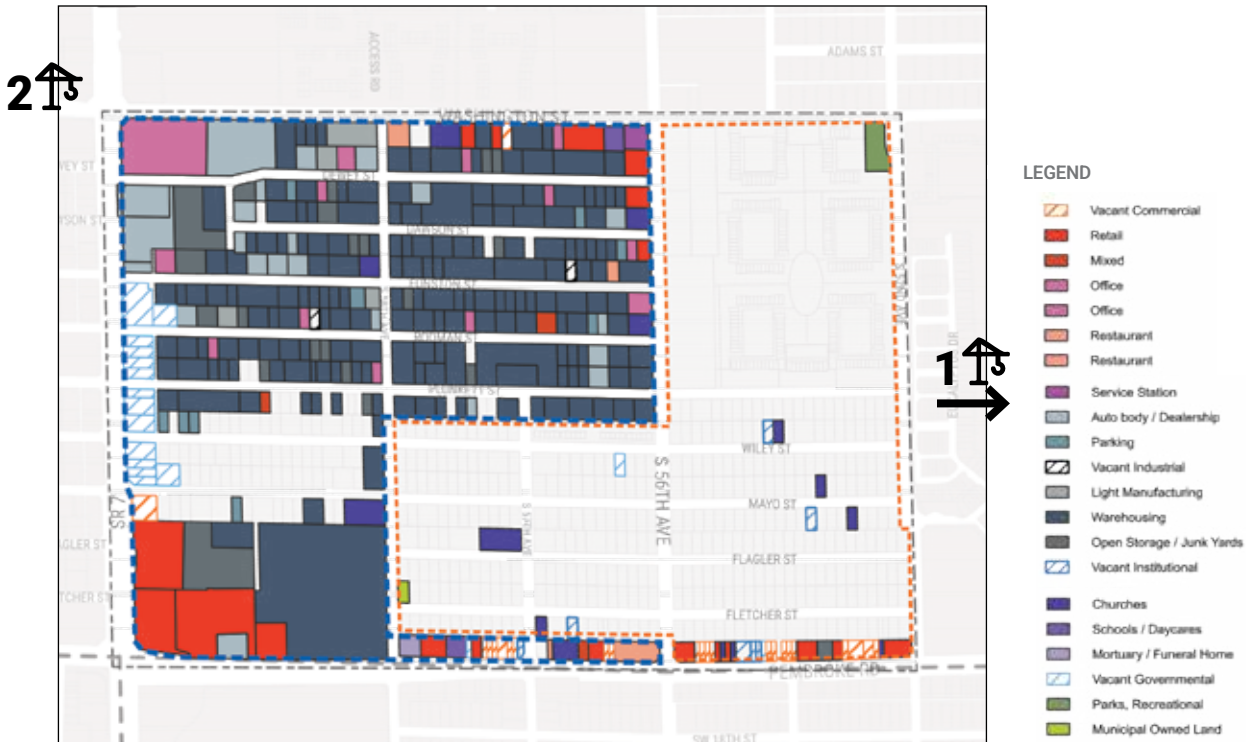
Residences at Beverly Park (Mixed Use, Affordable Housing)

6015 Washington St



Image 19. Residences at Beverly Park. (Source: CFM Architects)

4. LAND USE, ZONING & URBAN CONDITIONS



Map 15. Washington Park Exsiting Land Uses - Excluding residential. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)



Map 16. Washington Park Exsiting Residential Land Uses. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

URBAN FORM & FABRIC

BLOCK STRUCTURE

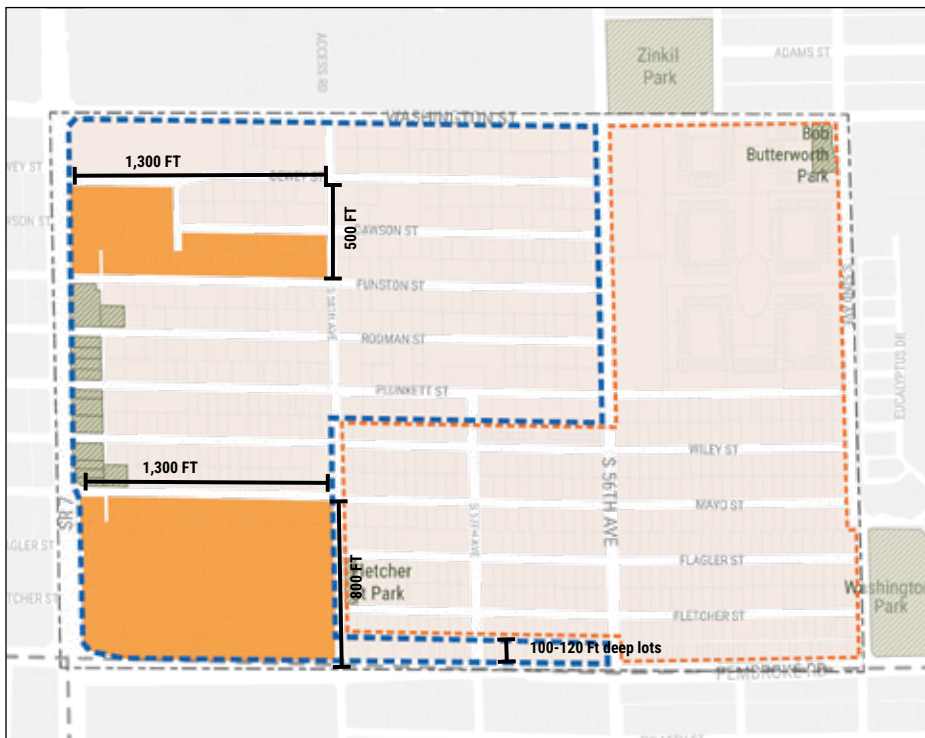
Map 17 on page 56 reveals that the block structure within the Primary Focus Area reflects a predominantly suburban residential pattern, with blocks averaging approximately 1,300 feet in length and 220 feet in width, and no alleys, indicating their origin as traditional residential plats.

At the corner of Pembroke Road and SR 7 / US441, there is a block that measures about 1,300 by 800 feet, with limited east–west and north–south connectivity across the area. Similar issues occur in the block bounded by SR 7 / US 441, SW 58th Avenue, Dewey Street, and Funston Street, where the east connection at Dawson Street is interrupted and fails to provide access to SR 7 / US 441. SW 59th Avenue, meanwhile, functions more like an alley and does not serve as a continuous north–south street connection.

Finally, commercial parcels fronting Pembroke Road and Washington Street, which range from 100 to 120 feet in depth, offer limited capacity other commercial uses under current conditions.

Analytical Observations:

The oversized suburban block structure, combined with limited alleys and incomplete street connections, constrains walkability and transit access. Improving connectivity and addressing parcel depth will be critical to supporting a more walkable, transit-supportive, and economically active urban fabric. Future efforts should focus on breaking up large blocks through new street connections, paseos, alleys, and mid-block crossings to enhance permeability and create a more accessible, fine-grained network.



Map 17. Washington Park Destinations. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

Interesting Fact:

Research demonstrates that walkable neighborhoods are supported by block sizes ranging between 300–500 feet, which generate frequent intersections and direct pedestrian routes. Blocks exceeding 600 feet often discourage walking and restrict transit accessibility.

LEGEND

- Parks
- Washington Park Study Area
- Primary Focus Area
- Area of Influence
- Oversized Blocks in the Primary Focus Area

OPEN SPACES ACCESS

Four parks and open spaces offer recreational opportunities for both residents and workers in the Washington Park Study Area. Their key characteristics are summarized below:

- The **Washington Park Community Center & Field**, offers a 11,564-square-foot facility with programs for all ages, and includes two athletic fields and a basketball court.
- **Zinkil Park** features a lighted walking trail with exercise stations, an interactive water feature, two shaded playgrounds, and restrooms.
- **Bob Butterworth Park and Fletcher Street Park** are smaller neighborhood parks with seating areas and shaded play spaces.
- In addition, the **linear park and retention ponds built by FDOT** along SR 7/US 441 between Funston St and Mayo St provides shaded paths.

The Primary Focus Area benefits from a network of open spaces, all located within a five-minute walk (approximately one-quarter mile). Despite this proximity, field observations revealed that access to these spaces is often constrained by gaps and barriers in the pedestrian environment. In several locations, sidewalks are either missing or obstructed, forcing pedestrians into the roadway. Street crossings can be unsafe due to high traffic volumes and limited traffic-calming measures, while the lack of shade and insufficient street lighting further reduce comfort and safety.

Analytical Observations:

While the area benefits from facilities that offer important recreational opportunities, most lack safe connections. Enhancing connectivity, programming, and amenities could strengthen their role as community hubs and increase neighborhood livability.



Map 18. 1/4 Mile Radius from Park or Open Space. (Sources: City of Hollywood, Plusurbia Design)






TREE COVERAGE

Map 19 on page 58 reveals that, compared to nearby neighborhoods, the Washington Park Study Area has fewer tree coverage. Most of the limited tree coverage is present on the Public Right of Way. Within the Primary Focus Area, where industrial and commercial uses dominate, high lot coverage leaves little to no space for additional tree planting on private property. Similarly, the Areas of Influence, also lacks adequate tree canopy, further contributing to higher temperatures.

Beat The Heat Broward¹, from Broward County Resilience Unit, highlights Washington Park shown on **Map 20 on page 58** as one of the Highest Risk Areas with the highest average summer temperatures and the communities most vulnerable to these temperatures.

¹ Beat The Heat Broward from Broward County Resilience Unit. <https://storymaps.arcgis.com/stories/9b7ef2cf5f2d4580bc6d16edb200a7a5>

LEGEND

-  Parks
-  Washington Park Study Area
-  Primary Focus Area
-  Area of Influence
-  Upland Tree (Forest)









Map 19. NOAA Canopy Cover 2020-2021. (Source: Florida Geospatial Open Data Portal)

Analytical Observations:

The scarcity of tree canopy across both industrial and residential areas highlights a critical need for strategic public realm interventions, such as street tree planting, pocket parks, and shade structures, to mitigate heat impacts and improve overall neighborhood livability.

LEGEND

- Broward County Average Temperatures
-  89°F
-  90°F
-  91°F
-  93°F
-  High Risk Area*
-  Highest Risk Area**

* High Risk Area is defined as neighborhoods where the urban heat islands increase temperatures by 2°F or more and where average per capita incomes are less than 200% the federal poverty level.

** Highest Risk Area is defined as neighborhoods where the High Risk Area criteria is met as well as high percentage of population in high risk age groups (under age 14 or over age 65)










Map 20. Vulnerability Hot Spots. (Sources: Beat the Heat Broward, Broward County Resilience Unit, 2022)

ON-STREET PARKING & LOADING AREAS

Map 21 on page 59 reveals that street parking violations are a recurring issue in the Primary Focus Area. Field observations shown in **Image 21 on page 60** discovered that vehicles are often double-parked or left in locations that block swales, travel lanes, sidewalks, pedestrian crossings, and even private driveways. Loading often happens in middle of the street. These practices not only create safety hazards for pedestrians, cyclists, and drivers but also disrupt traffic flow and reduce overall visibility at intersections. In some cases, blocked sidewalks force pedestrians into the roadway, further compromising safety and accessibility.

Analytical Observations:

Frequent street parking violations indicate weak parking management and a street design that prioritizes vehicle storage over safe, multimodal access. Addressing this will require stronger enforcement, improved curb management, and targeted design interventions to protect walkability and public realm quality.

- LEGEND**
-  Parks
 -  Washington Park Study Area
 -  Primary Focus Area
 -  Area of Influence
 -  Parking Violations
 -  Streets Violations
 -  ROW Violations



Map 21. Parking and Streets Violations. (Sources: City of Hollywood, September 10, 2025)



Image 20. Dec 2025 Site Visit. (Sources: Plusurbia)

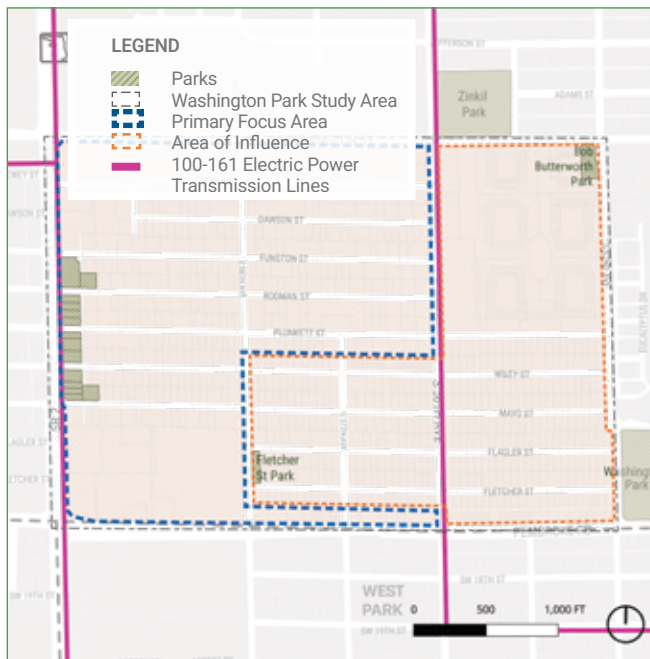
STREET LIGHTS & TRASH CANS

Field visit observations shown on **Image 21 on page 60** indicate that cobra-head street lighting mounted on power transmission line poles are present along the north side of Washington Street and the east side of SW 56th Avenue. Pembroke Road and SR 7 / US 441 also feature cobra-style fixtures that provide adequate illumination for vehicles at night, but lack pedestrian scaled lighting. **Map 22 on page 60** illustrates the electric power transmission lines (100–161 kilovolts) that run through the Washington Park Study Area.

Lighting is limited with scattered cobra-style lighting on wooden poles in the Primary Study Area, resulting in inadequate illumination and unsafe conditions for nighttime activity. Field observations also revealed a lack of trash receptacles throughout the study area, with the only exceptions being a few located at bus stops along Pembroke Road.

Analytical Observations:

While major corridors are adequately lit, interior streets, especially east-west connections, lack consistent lighting, reducing visibility, increasing safety risks, and undermining walkability.



Map 22. Electric power transmission lines (100–161 kilovolts) that run through the Washington Park Study Area. (Source: ArcGIS.com, U.S. Government).

Image 21. Dec 2025 Site Visit. (Sources: Plusurbia)

FLOOD RISKS

Map 23 on page 61 reveals that the properties north of Pembroke Road, south of Plunkett Street between SW 58th Avenue and SR 7/US 441, as well as parcels south of Washington Street, are located within the AH Special Flood Hazard Area (SFHA). These areas are subject to flood depths ranging from 1 to 3 feet, with a base flood elevation (BFE) of 10 feet. This designation means the properties face a high risk of shallow flooding during major storm events, particularly those associated with heavy rainfall.

Being within the AH zone has several implications. Structures are required to meet stricter building and floodproofing standards, including elevating finished floor levels above the BFE, which increases construction costs. Existing buildings that were built prior to modern floodplain regulations are especially vulnerable, as they may not be elevated or adequately protected against rising water. In addition to property damage, shallow flooding can disrupt access to businesses and residences, compromise infrastructure such as roads and utilities, and pose health and safety risks due to standing water and poor drainage.

The recently completed sewer extension project improving water, sewer and drainage systems has helped to strengthen infrastructure and foster a safer and more resilient environment. The project spans from Rodman Street to the south, Washington Street to the north, Sr 7 / US 441 to the west, and SW 56th Avenue to the east.

Analytical Observations:

Flood risk threatens both businesses and residential areas, increasing operational disruptions, insurance costs, and vulnerability to financial hardship and displacement. While recent sewer improvements have strengthened stormwater management, additional mitigation strategies, such as expanded green infrastructure and integrated flood protection, are needed to reduce future economic and social impacts and make the area more resilient.



Map 23. Washington Flood Zones. (Sources: Broward FEMA Flood Map Effective July 31, 2024)

PUBLIC LAND OWNERSHIP

Map 25 on page 62 shows that the City of Hollywood owns and manages the majority of the internal local streets within the Primary Study Area. Pembroke Rd, SR 7 / US 441 and the parcels fronting it, from Mayo Street to Funston Street, and are owned and maintained by FDOT. In addition to street rights-of-way, the City also owns and maintains the local parks, as well as several key community assets, including properties used for affordable housing and the Washington Park Community Center on Wiley Street and a childcare center on Pembroke Road.

Analytical Observations:

Because the City has direct control over both the internal streets and public realm and important community-serving facilities, it is uniquely positioned to implement improvements. Upgrades such as sidewalk expansion, lighting, landscaping, and pedestrian amenities can be more easily managed, and implemented considering close coordination with Broward County's Traffic Engineering Division. This creates an opportunity for more streamlined, efficient, and targeted public investment in neighborhood infrastructure.

URBAN MORPHOLOGY

Map 24 on page 62 illustrates the urban morphology of the study area. In the blocks between Plunkett Street, Washington Street, SW 56th Avenue, and SW 58th Avenue, building coverage is about 80–90%. While frontages are generally continuous, field observations reveal lack of active uses, blank walls, single-story warehouses and front-loaded parking.

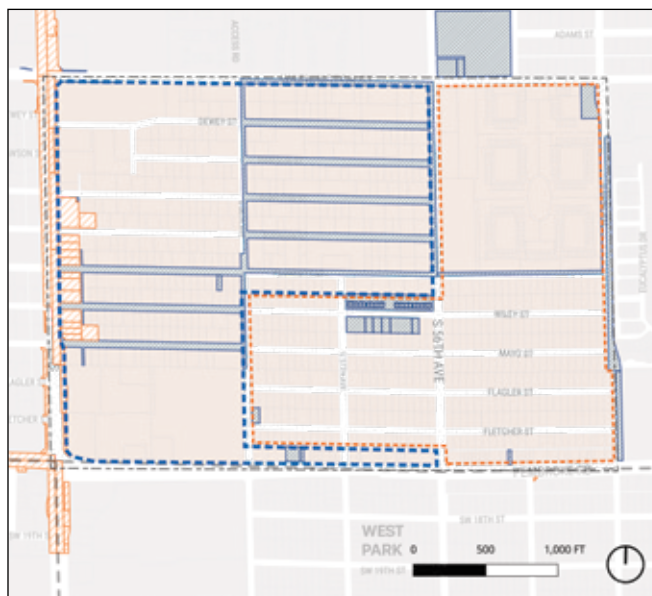
Along SR 7 / US 441 and Pembroke Road, lot coverage drops to about 30–40% with fragmented frontages and frequent curb-cuts. Detached, single-story warehouses and commercial buildings surrounded by surface parking lots create weak street edges and prioritize vehicles over pedestrians. Open spaces, such as the FDOT linear park, are undefined and inactive.

Analytical Observations:

The study area reflects a fragmented, vehicle-oriented fabric where inactive frontages, undefined open spaces, and incompatible adjacencies reduce cohesion and walkability. These issues highlight the need for stronger edges, active uses, and better transitions to improve the urban environment, especially along the SR 7 / US 441 corridor.

LEGEND

-  Parks
-  Washington Park Study Area
-  Primary Focus Area
-  Area of Influence
-  City Owned Properties
-  FDOT Owned Properties



Map 25. Publicly Owned Properties Map. (Sources: City of Hollywood)

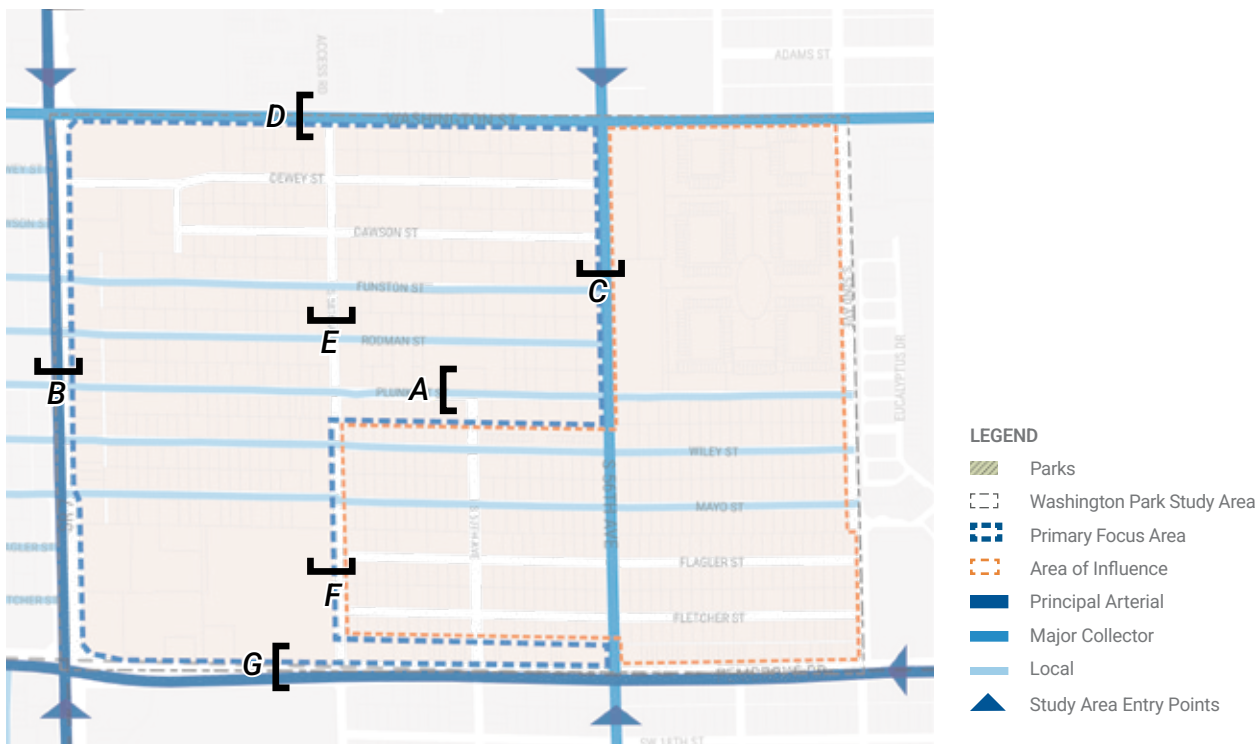


Map 24. Urban Fabric - Mass to Void Relationship. (Sources: City of Hollywood)

STREET SECTIONS

The team conducted an analysis of existing conditions along key streets within the Primary Focus Area. Observations were carefully reviewed and summarized to document current physical characteristics, including the number of lanes, the presence of on-street parking, sidewalks, and bicycle infrastructure, as well as adjacent land uses and the extent of tree canopy.

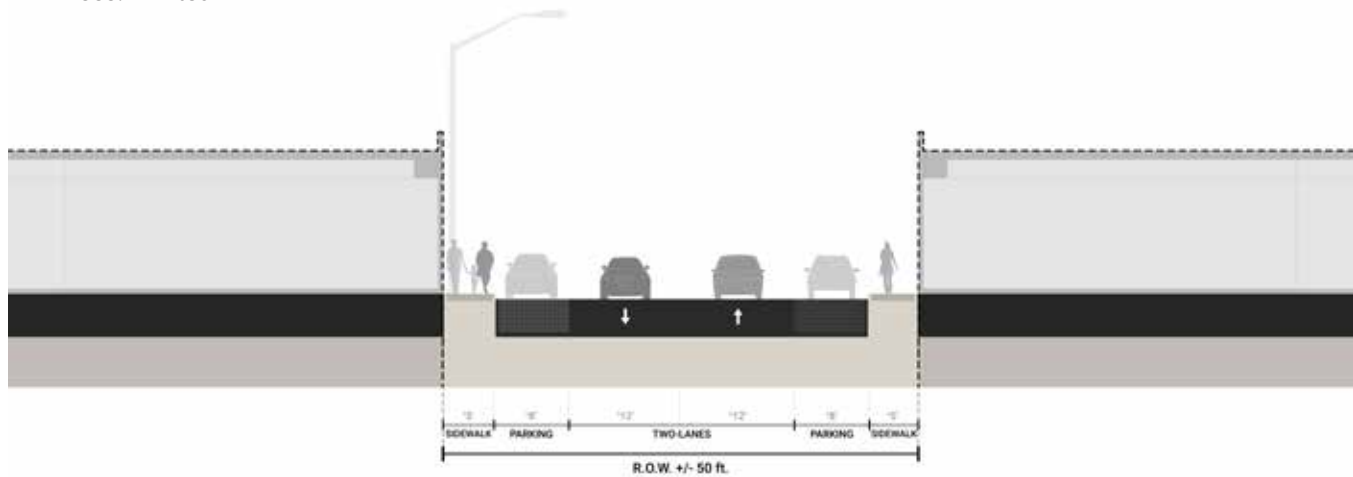
Overall, the current conditions of the main arterials and collectors are generally functional and acceptable for multimodal movement. However, the limited right-of-way, lack of tree canopy, blocked or missing sidewalks, and the dominance of cars within the public realm on the internal local streets create significant challenges for achieving a safer and more comfortable multimodal street environment.



Map 26. Washington Park Study Area. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

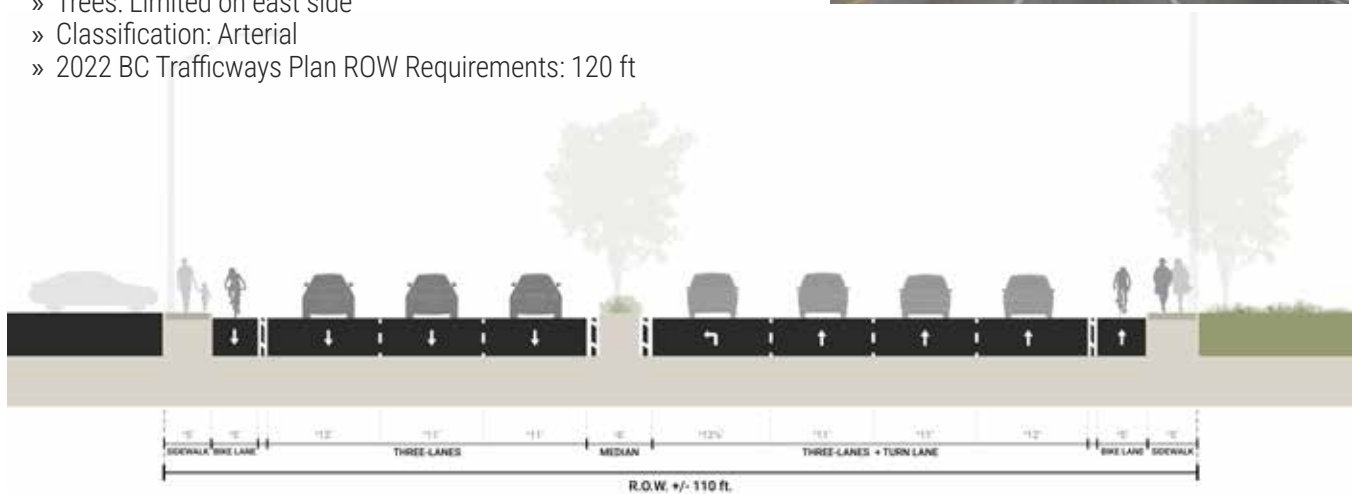
SECTION A - PLUNKETT STREET

- » Two-Way
- » ROW: +/- 50 ft
- » Parking: Both sides
- » Sidewalks: 5 ft on both sides (interrupted and blocked by parked cars)
- » Bike Infrastructure: None
- » Uses: Light industrial, construction with few single-family residential
- » Trees: Limited



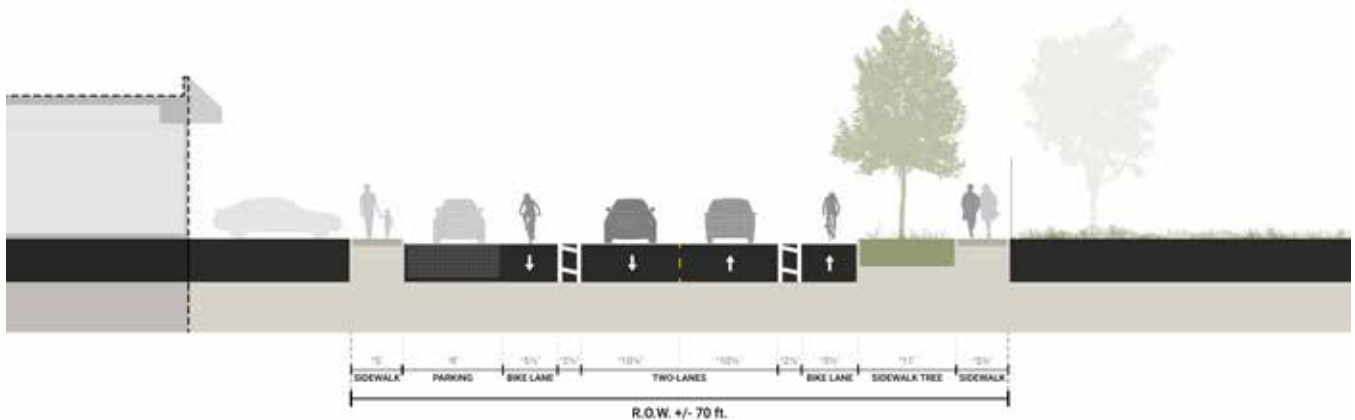
SECTION B - SR 7 / US 441

- » 6 lanes and 1 turning lane + median
- » ROW: +/- 110 ft
- » Parking: None
- » Sidewalks: 5 ft on both sides (No buffers)
- » Bike Infrastructure: Separate bike lane on 2 sides
- » Uses: Commercial and retail uses
- » Trees: Limited on east side
- » Classification: Arterial
- » 2022 BC Trafficways Plan ROW Requirements: 120 ft



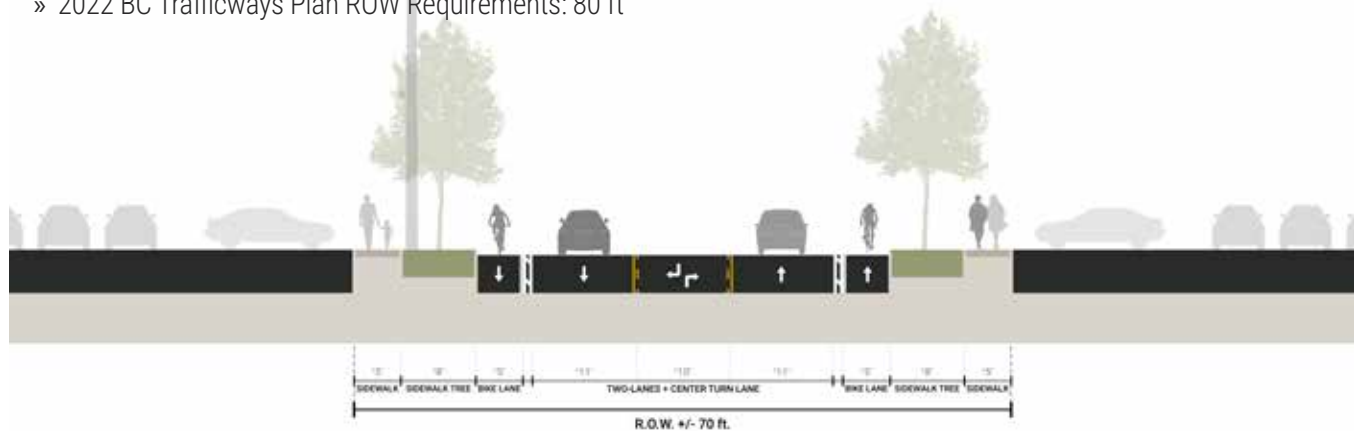
SECTION C - SW 56TH AVENUE

- » Two-Way
- » ROW: +/- 70 ft
- » Parking: 1 side (west)
- » Sidewalks: 5 ft on both sides (swale buffers)
- » Bike Infrastructure: Separated bike lanes on both sides
- » Uses: Residential, commercial and light industrial
- » Trees: Trees on 2 sides (west side interrupted)
- » Classification: Collector
- » 2022 BC Trafficways Plan ROW Requirements: 80 ft



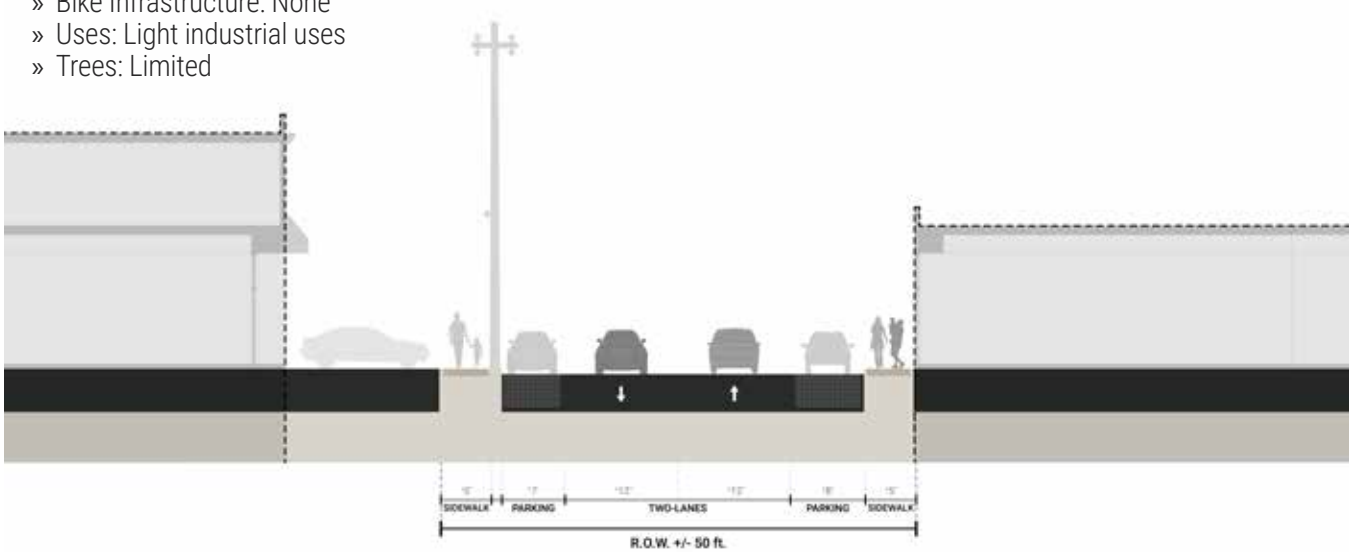
SECTION D - WASHINGTON STREET

- » Two-Way and 1 turning lane
- » ROW: +/- 70 ft
- » Parking: None
- » Sidewalks: 5 ft on both sides (with swales)
- » Bike Infrastructure: Separated bike lanes on both sides
- » Uses: Residential, parking, commercial and light industrial
- » Trees: Swale and trees on 2 sides
- » Classification: Collector
- » 2022 BC Trafficways Plan ROW Requirements: 80 ft



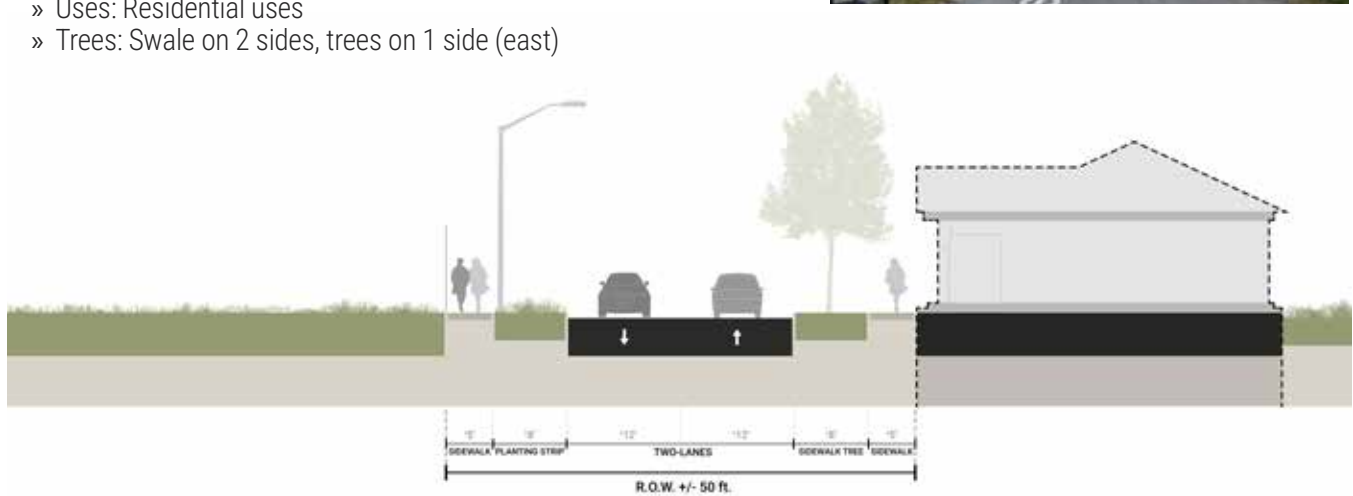
SECTION E - SW 58TH STREET A (NORTH)

- » Two-Way
- » ROW: +/- 50 ft
- » Parking: Both sides
- » Sidewalks: 5 ft on both sides (interrupted and blocked by parked cars)
- » Bike Infrastructure: None
- » Uses: Light industrial uses
- » Trees: Limited



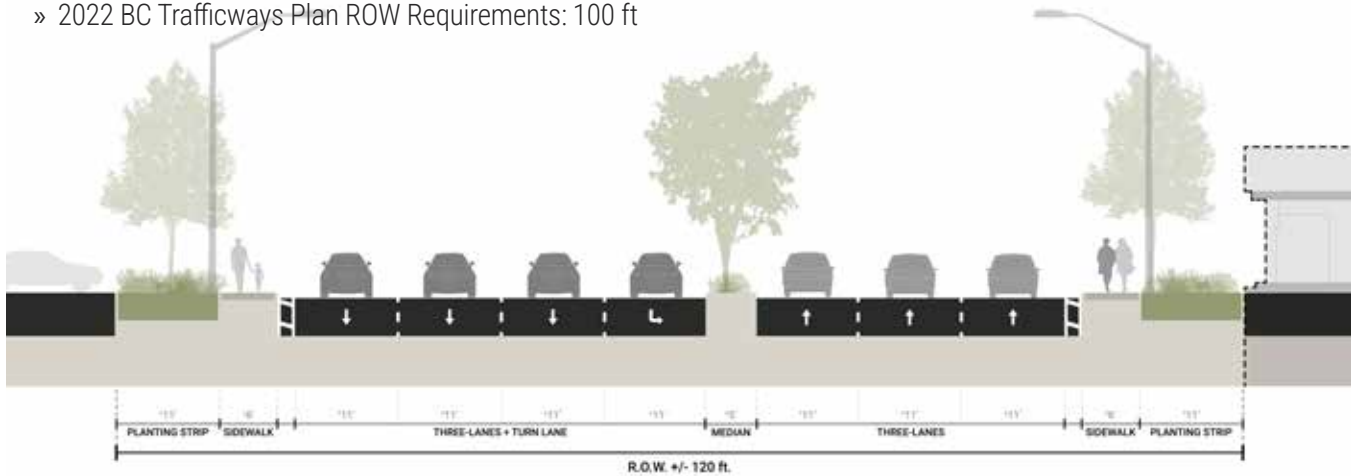
SECTION F - SW 58TH STREET B (SOUTH)

- » Two-Way
- » ROW: +/- 50 ft
- » Parking: None
- » Sidewalks: 5 ft on both sides
- » Bike Infrastructure: None
- » Uses: Residential uses
- » Trees: Swale on 2 sides, trees on 1 side (east)



SECTION G - PEMBROKE ROAD

- » 6 lanes and 1 turning lane + median
- » ROW: +/- 120 ft
- » Parking: None
- » Sidewalks: 5 ft on both sides (not protected)
- » Bike Infrastructure: Separated bike lanes and sharrows (not continuous)
- » Uses: Residential, commercial, retail
- » Trees: Limited on 2 sides
- » Classification: Arterial
- » 2022 BC Trafficways Plan ROW Requirements: 100 ft



5. URBAN MOBILITY

The urban mobility analysis provides a comprehensive multimodal review of existing transportation conditions within the Washington Park Study Area.

The assessment examined vehicular performance by analyzing traffic volumes, roadway classifications, preliminary context zones, right-of-way characteristics, jurisdictional control, and level of service.

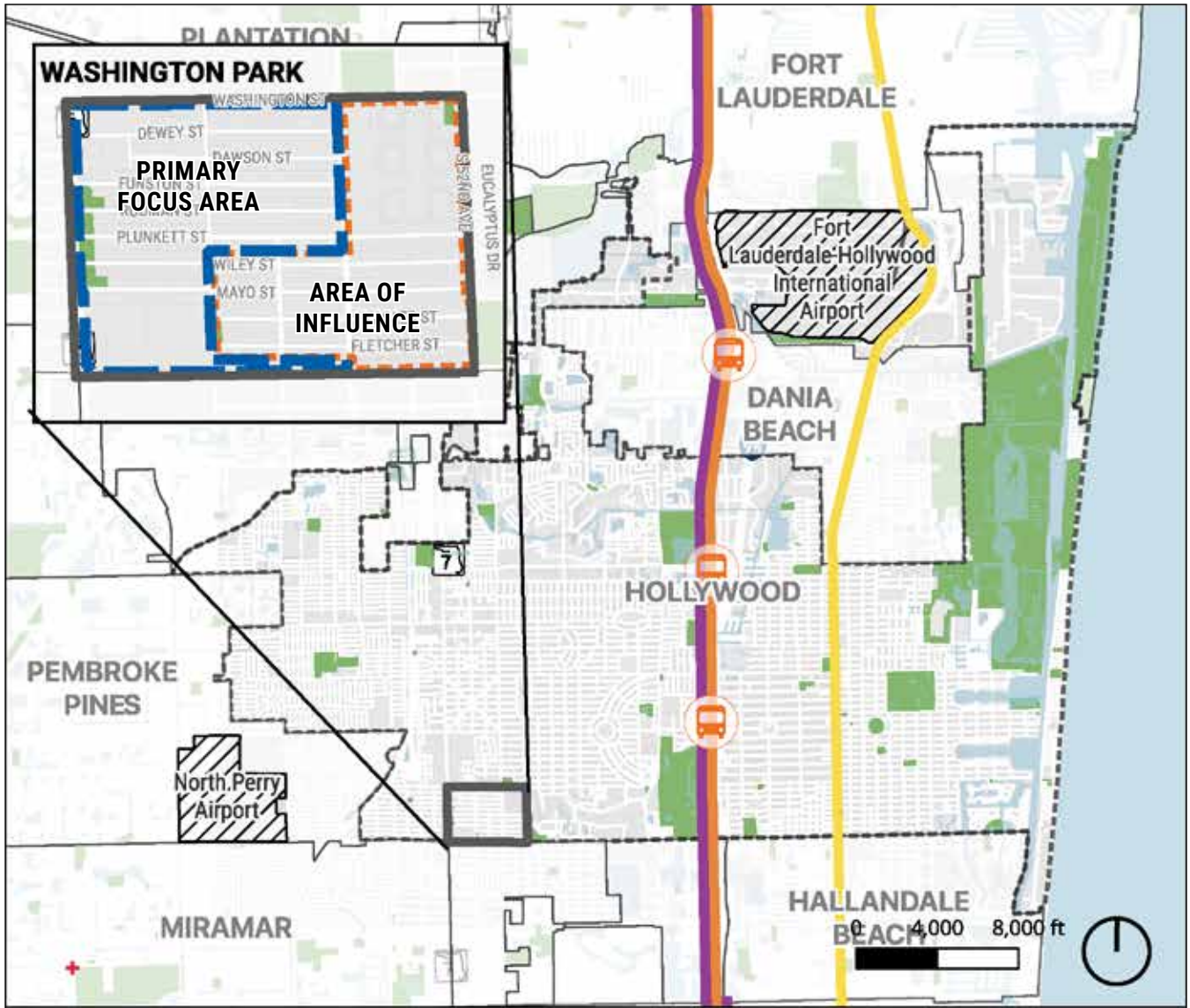
Bicycle conditions were evaluated through field observations to document the presence, type, and physical condition of existing facilities. Transit service was analyzed within a ¼-mile radius of the study area and in connection to the broader regional network, including review of service

coverage, service span, frequency, and route accessibility.

Bus stop infrastructure and available amenities were also assessed to understand user experience and comfort. Finally, pedestrian conditions were documented through on-site evaluation of sidewalks, crossings, and overall walkability, with a focus on safety, connectivity, and accessibility across local streets and pedestrian infrastructure.











Image 22. SR 7 / US 441. (Source: EXP)



Map 27. City of Hollywood Context. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- | | | |
|--|--|---|
|  Airports |  TriRail Routes |  Amtrak Routes |
|  Parks |  TriRail Stations |  Amtrak Stations |
|  Study Area |  Brightline Route | |

EXISTING VEHICULAR CONDITIONS

The primary study area is bounded by SR 7/US 441 to the west, SR 824/Pembroke Road to the south, Washington Street to the north, and SW 52nd Avenue to the east. Local two-way streets are mostly present within the study area's boundaries. The **Table 02 on page 71** outlines the key characteristics of the surrounding roadways.

All major roads mentioned are governed by the Broward County Trafficways Plan, which preserves roadway rights-of-way to support regional transportation needs. The plan requires developing parcels to dedicate right-of-way and is enforced through the BrowardNext – Broward County Land Use Plan¹. Notably, Policy 2.17.6 prohibits local government from issuing building permits or development orders, like parking or landscaping, within designated rights-of-way, even if dedication has not been formally granted. It is worth noting that special consideration must be given to the Trafficways Plan.

Both SR 7/US 441 and SR 824/Pembroke Road are principal arterials that are currently maintained and operated by the Florida Department of Transportation (FDOT). SR 7/US 441 and SR 842/Pembroke Road both also have six lanes, and several segments of these roads include between two to three turning lanes. In addition, Washington Street and S 56 Avenue are major collectors that are maintained by the City of Hollywood. Both roads have two-way lanes with one turning lane at intersections.

Map 28 on page 71 illustrates the vehicle volume for the selected roadways. SR 7/US 441 and SR 824/Pembroke Road exhibit notably high levels of traffic, with annual average daily traffic (AADT) counts of approximately 55,000 and 44,000 vehicles, respectively. These figures indicate that both corridors serve as major thoroughfares within the area. In contrast, Washington Street and S 56 Avenue experience significantly lower traffic volumes, each with fewer than 15,000 vehicles per day on average. This disparity highlights the varying roles these roads play in the local transportation network, with the former supporting regional mobility and the latter catering primarily to local traffic.

The Broward Metropolitan Planning Organization (MPO) has been closely monitoring traffic patterns and roadway performance across Broward County, with a particular focus on long-term projections for roadway capacity and Level of Service (LOS). According to the latest data, several key corridors are expected to experience significant changes in traffic conditions by the year 2045.

One of the most notable shifts is along SR 824, also known as Pembroke Road, east of SR 7/US 441. In 2020, this segment operated at a LOS C during peak hours—a level generally considered acceptable. However, by 2045, it is projected to drop to LOS F, signaling severe congestion and overcapacity. A similar trend is expected for SR 7/US 441, north of Pembroke Road, which is also forecasted to decline from LOS C to LOS F over the same period. These changes suggest a dramatic increase in traffic volume and delays, underscoring the need for proactive planning and potential infrastructure improvements.

Meanwhile, Washington Street, east of SR 7/US 441, is projected to see a more modest decline in LOS—from C to D. While this indicates a slight increase in congestion, it is not expected to significantly impact the roadway's long-term capacity. In contrast, S 56 Avenue, north of SR 824/Pembroke Road, is anticipated to maintain a consistent LOS D both now and in the future, reflecting steady but moderate congestion levels.

¹ BrowardNext Broward County Land Use Plan



Map 28. Annual Average Daily Traffic Count Vehicle Volume. (Sources: Florida Traffic Online)

LEGEND

- Parks
- Washington Park Study Area
- Primary Focus Area
- Area of Influence
- AADT**
- 10,000 - 20,000
- 30,000 - 55,000

Road Name	Road Type	Vehicle Volume (2024)	Preliminary Context Classification	Trafficway ROW	Jurisdiction	2045 LOS ²
SR7/US441	Principal Arterial	55,500	C4	120	FDOT	F
SR 824/ Pembroke Road	Principal Arterial	44,000	C4	100	FDOT	F
Washington Street	Major Collector	12,300	C4	80	City	D
S 56 Avenue	Major Collector	13,600	C4	80	City	D

2. As of August 2025, the only available and projected level of service data was found for year 2045.

Table 02. Roadway Characteristics within Study area. (Source: Broward County Geohub, Florida Traffic Online, and Broward MPO).

EXISTING BICYCLE INFRASTRUCTURE CONDITIONS

The City of Hollywood has established a comprehensive and expanding bicycle network aimed at promoting active transportation and improving mobility throughout the community. As part of its commitment to sustainable transportation, the city recently introduced its Bicycle Mobility Plan², which outlines current infrastructure and future goals for cycling accessibility. According to the plan, the existing bicycle network includes a mix of buffered bike lanes, conventional bike lanes, and shared lane markings (sharrows)³.

These designated bikeways are primarily concentrated along major thoroughfares, with SR 820/Hollywood Boulevard serving as a key east-west corridor and SR 7/US 441 forming the backbone of north-south bicycle travel. However, the plan also highlights a significant challenge: limited connectivity between bicycle facilities within the city and those in neighboring jurisdictions. This lack of integration restricts seamless regional travel for cyclists and underscores the need for strategic improvements to enhance intercity linkages and overall network cohesion.

Map 29 on page 73 illustrates the bicycle facilities located within approximately 0.25 miles of the study area. These facilities are primarily situated along major bordering roadways, including:

- SR 7/ US 441
- SR 824/Pembroke Road
- SW 56 Avenue
- Washington Street

A site visit conducted on August 14, 2025, provided observational data on the type and condition of each facility, as summarized in the accompanying **Table 03 on page 73**

Overall, the study area benefits from a relatively well-developed bicycle infrastructure that offers connectivity to the eastern portion of the city and key transit hubs, most notably the Hollywood Tri-Rail Station. This network supports multimodal travel and enhances access for both

recreational and commuting cyclists.

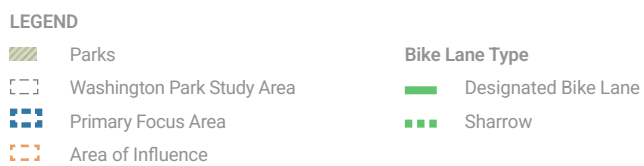
However, specific segments, particularly the bicycle lanes along **Pembroke Road**, were observed to be in fair condition due to several factors:

- **Inconsistent network continuity:** Gaps and interruptions in the bike lane system reduce usability and safety.
- **Lane width limitations:** Narrow bike lanes may not adequately accommodate cyclists, especially during peak traffic hours.
- **High traffic volume and posted speed limits:** The number of vehicular lanes and elevated speed limits contribute to a stressful riding environment, which may deter less experienced or risk-averse cyclists.

² City of Hollywood Bicycle Mobility Plan Story Map
³ Sharrows are not considered bicycle infrastructure.



Map 29. Bike Lane Infrastructure. (Sources: FDOT GIS Open Data Hub and Site Visit Aug 14, 2025)



Road Name	Type of Facility	Condition
SR 7/US 441	Buffered/Protected Bicycle Lane	Good
SR 824/Pembroke Road	Bicycle Lane	Fair
Washington Street	Buffered/Protected Bicycle Lane	Good
S 56 Avenue	Buffered/Protected Bicycle Lane	Good

Table 03. Bicycle Infrastructure within Study area. (Source: Site Visit on August 14, 2025).

Image 23 through Image 25 on page 75 provide photographic documentation of the bicycle lanes along the three of the four key corridors, SR 7/US 441, S 56 Avenue, and Washington Street.

Regarding existing policies for bicycle infrastructure, Policy 3.6.2 of the BrowardNext Comprehensive Plan states that ample and secure bicycle parking should be incorporated into non-residential and mixed-use redevelopments. The policy states that bicycle parking should be consistent with the Broward County “End of Trips Facilities Guide.” Consequently, future development in the area needs to consider this policy and incorporate adequate bicycle parking.

Broward County Complete Streets Master Plan Design Guidelines 2.0⁴ refers to the practice of planning, designing, and operating streets so that all transportation modes and users have an equal claim to the right-of-way. Creating a safe and comfortable environment for people of all ages and abilities to freely move in and out of the city is a pinnacle principle for advocates of Complete Streets. The Guideline explains that enhancing safe mobility options has been found to reduce avoidable crashes and encourage more people to choose active forms of mobility for short distance travel of a mile or less. It is worth noting that the following bicycle infrastructure features need to be considered for future development of the study area to enhance onsite connectivity between buildings, as well as from the site to surrounding land uses and public transportation opportunities:

- Features that include but are not limited to bike parking and lockers, and shared mobility opportunities, such as bike or scooter rentals.
- Florida-friendly landscaping and shade to reduce the heat-island effect.
- Safe bicycle connectivity towards existing parks and pocket parks.

As part of future planning efforts within the study area, the Hollywood Bicycle Mobility Plan recommends the development of a Neighborhood Greenway along Mayo

Street⁵, extending from SR 7/US 441 eastward to N 52nd Avenue. This proposed corridor spans approximately 0.72 miles and is situated entirely along a local neighborhood street.

Neighborhood Greenways are designed to provide safe, comfortable, and attractive routes for cyclists and pedestrians by utilizing low-traffic residential streets. These corridors are considered more pleasant and less stressful alternatives to major roadways with higher traffic volumes and speeds. Key characteristics of Neighborhood Greenways include:

- Low vehicular traffic volumes, making them ideal for families, children, and less experienced cyclists
- Reduced posted speed limits, which enhance safety and promote a calmer street environment
- Traffic calming measures, such as speed humps, curb extensions, and signage to prioritize non-motorized users
- Enhanced wayfinding and pavement markings to guide cyclists and improve visibility
- Opportunities for landscaping and shade, contributing to a more enjoyable and environmentally friendly travel experience

Implementing a Neighborhood Greenway on Mayo Street would strengthen local connectivity, encourage active transportation, and support the broader goals of the Hollywood Bicycle Mobility Plan by linking residential areas to key destinations in a safe and accessible manner.

⁴ Broward County Complete Streets Master Plan 2.0

⁵ City of Hollywood Bicycle Mobility Plan Story Map



Image 23. S 56 Avenue. (Source: EXP)



Image 24. SR 7/US 441. (Source: EXP)



Image 25. Washington Street (Source: EXP)



EXISTING TRANSIT CONDITIONS

The Washington Park Study Area benefits from robust transit accessibility and is strategically located near several freeway interchanges, enhancing regional connectivity. It lies approximately two miles south of the Hollywood Tri-Rail station, presenting potential opportunities for direct active transportation linkages, such as pedestrian and bicycle infrastructure, that could connect residents to regional rail services.

Public transit options within a quarter-mile radius of Washington Park include several Broward County Transit (BCT) fixed-route services: Routes 5, 15, 18, and Express Route 441. These routes provide essential connections to key destinations across the county. Additionally, the area is served by Route 765, a community shuttle designed to support local mobility, and the Sun Shuttle Hollywood West, an on-demand micro-transit service operated by Circuit, which offers flexible, short-distance rides within designated service zones. **Table 04 on page 77** outlines the transit services available in greater detail, including route coverage, frequency, and service hours. **Map 30 on page 77** shows the location of fixed bus routes and bus stops within a quarter of a mile of the study area.

Notably, there are no bus stops located directly on the local residential roads within the study area. This may limit transit accessibility for residents who are not within walking distance of the major corridors.

A total of 18 bus stops are located within a quarter-mile radius of the primary study area, offering convenient access to public transit. The amenities available at these stops vary depending on the roadway and intersection. Some bus stops, particularly those situated at major intersections such as SR 7/US 441 and Washington Street, feature shelters with benches, providing shade and seating for waiting passengers. Other stops may offer minimal infrastructure, such as signage only.

Overall, the condition of the bus stops ranges from fair to good, with most appearing to be adequately maintained. Many of the stops are positioned near signalized intersections, which can enhance pedestrian safety and ease of access. However, it is important to note that intersections along SR 7/US 441 and SR 824/Pembroke Road are significantly wider than those found along Washington Street, potentially posing challenges for pedestrian crossings due to longer distances and higher traffic volumes.



Image 26. Bus Stop on SR 7/US 441



Image 27. Bus Shelter on SR 7/US 441



Map 30. Washington Park Transit Network. (Sources: FDOT GIS Open Data Hub, Broward County Transit, Broward County MPO, City of Hollywood, BC GIS Data)

LEGEND

- Parks
- Washington Park Study Area
- Area of Influence
- Broward County Bus Routes
- BCT05
- BCT15
- BCT18
- BCT441
- Broward County Fixed Bus Stop

Bus Route	Days of Service	Service Span (AM-PM)	Service Frequency
BCT Route 5	Weekday Saturday Sunday	5:36 AM – 10:25 PM 6:45 AM – 10:06 PM 8:00 AM – 8:53 PM	46 Minutes 49 Minutes 62 Minutes
BCT Route 15	Weekday	5:55 AM – 6:05 PM	65 Minutes
BCT Route 18	Weekday Saturday Sunday	5:00 AM – 12:02 AM 4:57 AM – 11:56 PM 6:00 AM – 11:23 PM	18 Minutes 26 Minutes 30 Minutes
BCT Route 441	Weekday	4:52 AM – 9:32 PM	30 Minutes
Route 765	Weekday Saturday Sunday	9:00 AM – 4:00 PM 9:00 AM – 4:28 PM 9:00 AM – 4:12 PM	54 Minutes
Sun Shuttle Hollywood West	Weekday Saturday	7:00 AM – 6:00 PM 9:00 AM – 5:00 PM	On Demand

Table 04. Transit Service Provided Within a ¼ Mile of Washington Park Study Area (Source: Broward County Transit and City of Hollywood Transit).

EXISTING PEDESTRIAN CONDITIONS

All roadways bordering the primary study area, Washington Street, SW 56 Avenue, SR 7/US 441, and SR 824/Pembroke Road, are equipped with sidewalks on both sides, providing a continuous pedestrian network around the site. The total perimeter length of these corridors is approximately 2.6 miles, offering foundational infrastructure for walkability. However, certain segments along SR 7/US 441 include multiple driveways that serve adjacent commercial properties. These frequent curb cuts pose potential safety risks for both pedestrians and bicyclists due to increased vehicle turning movements and reduced visibility.

During a site visit conducted on August 14, 2025, a comprehensive assessment of local roads and pedestrian infrastructure was performed. Historical records indicate that sidewalks were originally installed to support residential uses within the area. Over the past decade⁶, however, the zoning designations and existing uses have changed considerably. The area has experienced a notable increase in automotive-related businesses, including auto repair shops and warehouses, which now dominate much of the local landscape.

This shift in land use has implications for pedestrian safety and accessibility, as industrial and commercial operations typically generate higher volumes of vehicular traffic and may not prioritize pedestrian-friendly design. Sidewalk conditions can be found on **Map 31 on page 79**. Sidewalks within residential neighborhoods along Mayo Street, Fletcher Street, Flagler Street, and Wiley Street are prevalent on both sides, but they are in fair condition because they are blocked by vehicles or extended driveways. Photos of the existing conditions can be found on **page 79**.

The sidewalk infrastructure along Plunkett Street, Rodman Street, Funston Street, Dawson Street, and Dewey Street is currently in poor condition. In many cases, sidewalks have been:

- Completely removed or deteriorated
- Obstructed by parked vehicles
- Lacking swales or proper drainage features

These deficiencies significantly hinder pedestrian mobility and safety. The predominant land use along these corridors consists of automotive-related businesses, such as repair shops and warehouses. As a result, pedestrian access and connectivity in this area are extremely limited or virtually nonexistent, with little to no infrastructure supporting walkable environments.

Despite these challenges, visual observations during the August 14, 2025's site visit suggest that many of the streets within the study area have been recently resurfaced, indicating some level of ongoing infrastructure investment. Importantly, the area has been identified for targeted improvements under the MAP Broward initiative, specifically through Project ID: HOLL064⁷. This project allocates construction funding for FY 2020 for enhancements to:

- Roadway surfaces
- Bicycle lane infrastructure
- Pedestrian facilities

The focus is on upgrading transportation infrastructure within commercial and industrial districts, which aligns with the current land use patterns in the study area. These planned improvements present a valuable opportunity to address existing deficiencies and promote safer, more accessible multimodal travel. It is worth noting that although the city has been awarded to advance these improvements, both bicycle and pedestrian infrastructure were absent or non-existent. Future planning efforts should consider strategies to mitigate these impacts and enhance pedestrian and bicycle safety, particularly in areas with mixed-use or transitional zoning.

⁶ BCPA Web Map. https://gisweb-adapters.bcpa.net/bcpawebmap_ex/bcpawebmap.aspx?FOLIO=514124190011

⁷ MAP Broward. <https://experience.arcgis.com/experience/e0322242fd9d4f89aadfd4d85d1aaca/page/Overview/>



Map 31. Washington Park Sidewalk Conditions. (Sources: FDOT GIS Open Data Hub and Site Visit on Aug 14, 2025)



Image 28. SW 58th Avenue (Source: Plusurbia)



Image 29. Plunkett Street (Source: EXP)



Image 30. Wiley Street (Source: EXP)



Image 31. Dewey Street (Source: EXP)



Image 32. Dawson Street (Source: Plusurbia)



Image 33. Dawson Street (Source: Plusurbia)

6. ECONOMIC OVERVIEW

The total land area is **0.37 square miles**. Within this limited geography, Washington Park contains nearly **500 businesses, over 1,800 jobs, and approximately 2,924 residents in 1,192 households**. Its land use mix includes industrial/flex buildings, retail strips, small offices, and residential blocks composed of both single-family homes and multifamily properties.

DISTRICT CONTEXT

Washington Park is part of the State Road 7/US 441 (“The 7”) corridor, historically developed with forecourt parking, auto-oriented retail, and light industrial uses. Unlike other Hollywood neighborhoods where growth is driven by residential demand or lifestyle amenities, Washington Park’s identity is unapologetically blue-collar. It is a district of auto repair shops, construction trades, personal services, and small manufacturers.

The preliminary conclusions reveal that this character is not a liability. It is the economic backbone of the area. The district is not a blank slate for reinvention but a working corridor with authenticity. Efforts to reposition Washington Park must embrace this trades-and-services identity and elevate it through organization, investment, and branding.

APPROACH

This report synthesizes multiple datasets and lenses:

- ESRI Community Profile (demographics, households, incomes, housing)
- ESRI Civilian Labor Force Profile (employment, labor force participation)
- CoStar (industrial, retail, office, multifamily markets)
- Placer.ai (workforce mobility, visitation, dwell times, trade areas)
- Local context (crime perception, code enforcement, zoning, infrastructure)

The integration of these sources provides a comprehensive view of Washington Park’s current conditions and actionable insights for its future development.

 **944,000**
ANNUAL CUSTOMER VISITS

 **2,924**
RESIDENTS
TOTAL POPULATION

 **1,807**
EMPLOYEES

 **480**
BUSINESSES



Image 34. Washington Park Aerial Photo. (Source: Google).

DEMOGRAPHIC & HOUSEHOLD PROFILE

Washington Park is a real neighborhood defined less by growth and more by stability. Its residential base has been largely unchanged for more than a decade, even as other parts of Hollywood have seen population shifts, redevelopment, and demographic transitions. This stability presents both challenges and opportunities: on one hand, limited new residential demand constrains market growth; on the other, a consistent base of residents provides reliability for businesses, schools, and service providers.

POPULATION & HOUSEHOLDS

Washington Park’s population has hovered around 3,000 for the last 15 years and is projected to remain essentially flat.

- Population (2020): 2,921
- Population (2025 projection): 2,924
- Population (2030 projection): 2,928

- Households (2020): 1,187
- Households (2025 projection): 1,194
- Households (2030 projection): 1,203

This stagnation is not surprising. Washington Park is fully built-out, with little vacant land for large or mid-scale residential expansion. The housing supply is effectively capped by existing land use patterns, zoning constraints, and the dominance of commercial and industrial properties along the corridor.

Compared to the City of Hollywood as a whole, which grew by approximately 7 percent from 2010 to 2020, Washington Park has remained almost unchanged. This divergence underscores the neighborhood’s unique role not as a growth engine but as a stable pocket where population numbers may be flat, but employment and business activity outpace the resident base by a wide margin.



TOTAL POPULATION

Image 35. Community Profile Infographic. (Sources: 2023 American Community Survey 5-year | ESRI Community Profiles: demographics, households, incomes, and housing. | CoStar CRE Data: retail, industrial/flex, office, and multifamily performance. Placer.ai Mobility: workforce (employee) patterns, customer visitation, trade area reach, and household profiles. | Local Context: safety, perception, zoning, and corridor conditions.)

HOUSEHOLD CHARACTERISTICS

Household profiles in Washington Park reflect modest but steady means, an older age structure, and value-driven spending behavior.

- Average Household Size: 2.45 people
- Median Household Income (2025): \$51,747
- Per Capita Income (2025): \$24,138
- Median Age: 44.6 years (rising to 46.1 by 2030)

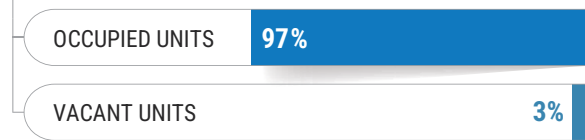
The neighborhood skews **older than Hollywood overall**, where the citywide median age is closer to 42. **Rising age will continue to shape demand for health services, neighborhood safety measures, and housing affordability. Income levels, while below the county median**, are relatively stable; households are not high-income, but neither are they mired in extreme poverty.

The spending profile aligns with practical needs: households prioritize auto repair, discount retail, personal services, and groceries over lifestyle or luxury consumption. This pragmatic demand reinforces the trades-and-services economy of the corridor.



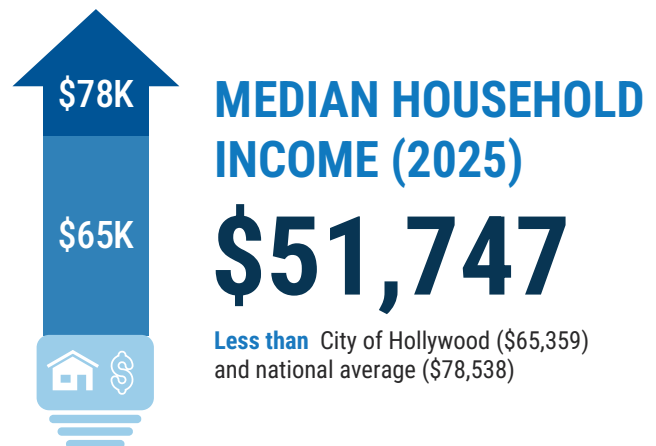
1,194 HOUSEHOLDS

OCCUPANCY RATE



\$1,559 (\$1.98/SF)
AVERAGE RENT (2025)

Rents are **lower than the countywide average** but rising steadily.



\$24,138
PER CAPITA INCOME (2025)

Image 36. Community Profile Infographic. (Sources: 2023 American Community Survey 5-year | ESRI Community Profiles: demographics, households, incomes, and housing. | CoStar CRE Data: retail, industrial/flex, office, and multifamily performance. Placer.ai Mobility: workforce (employee) patterns, customer visitation, trade area reach, and household profiles. | Local Context: safety, perception, zoning, and corridor conditions.).

HOUSING STOCK

Housing supply in Washington Park is both limited and highly constrained. The neighborhood combines older single-family homes with multifamily properties, including three large multifamily complexes tracked by CoStar.

- Total housing units 2025 approximately 621
- Multifamily units 857 units across 3 properties
- Average rent 2025 is approximately \$1,559 per unit (\$1.98/SF)
- Occupancy rate healthy at 97 percent
- Pipeline: no new multifamily units under construction

The multifamily market is tight, with near-full occupancy and no new projects in the pipeline. Rents are lower than the countywide average but rising steadily. Single-family homes, while relatively affordable compared to other Hollywood neighborhoods, are projected to appreciate rapidly over the next five years, potentially pricing out long-term residents and creating affordability concerns.

Washington Park’s lack of development capacity means new residential supply will not be a significant factor in its future. This reinforces the need for economic development to focus on business retention, reinvestment, and workforce strategies rather than relying on residential growth to drive revitalization.

TAPESTRY SEGMENTATION

ESRI identifies Washington Park as falling mostly into the “Diverse Horizons (C5)” segment:

- Young, diverse families with modest incomes.
- Strong orientation toward practical spending and convenience services.
- Reliance on auto repair, discount retail, and personal services.
- Low discretionary spending on luxury or lifestyle goods.

This segmentation profile illustrates the essential character of Washington Park: a community that values affordability, functionality, and accessibility. The residential base supports neighborhood-serving businesses and essential retail but is unlikely to attract boutique shops, upscale dining, or lifestyle anchors.

Analytical Observations:

- *Flat population growth means Washington Park must leverage its role as an entrepreneurial and jobs corridor rather than rely on residential-driven revitalization.*
- *Incomes point to the strength of value-oriented retail, auto-related trades, personal services, and essential goods.*
- *Housing constraints mean that new demand will come primarily from workers and visitors rather than new residents.*
- *The “Diverse Horizons” identity confirms that Washington Park is a working-class, family-oriented community whose strengths align naturally with its trades-and-services economy.*

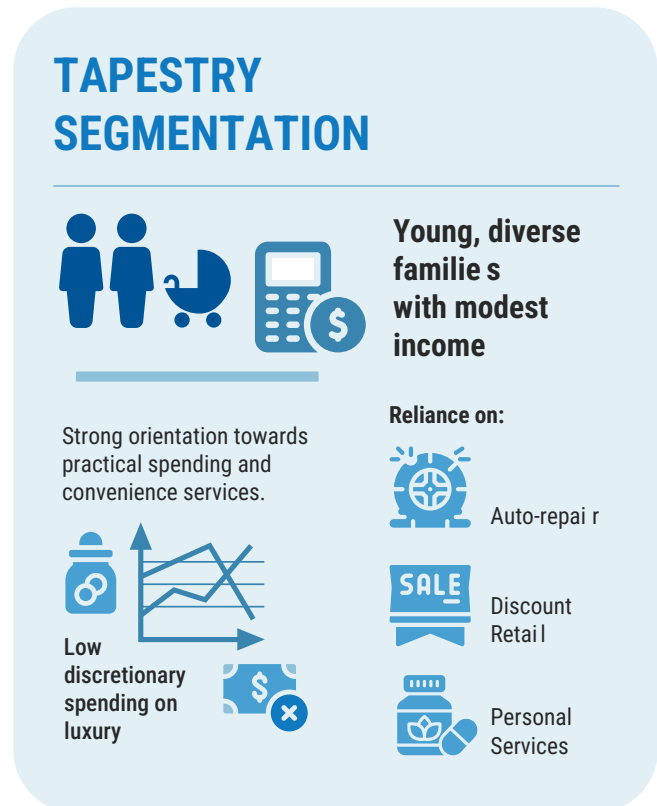


Image 37. Community Profile Infographic. (Sources: 2023 American Community Survey 5-year | ESRI Community Profiles: demographics, households, incomes, and housing. | CoStar CRE Data: retail, industrial/flex, office, and multifamily performance. Placer.ai Mobility: workforce (employee) patterns, customer visitation, trade area reach, and household profiles. | Local Context: safety, perception, zoning, and corridor conditions.)

BUSINESS & EMPLOYMENT BASE

Washington Park's defining feature is its role as a jobs district. The neighborhood itself is home to fewer than 3,000 residents, and it supports nearly 1,800 jobs across almost 500 businesses.

SCALE OF THE ECONOMY

Washington Park is small in land area, but it is disproportionately dense with businesses and jobs:

- Businesses: 480
- Employees: 1,807
- Average Employees per Business: 3.8
- Jobs per Square Mile: 6,900 (compared to 1,500 citywide)

This concentration positions Washington Park as one of the most employment-dense districts in the city, rivaling downtown cores despite its modest geography. It functions as a true economic engine within a neighborhood footprint.

SECTOR MIX (ESRI/NAICS)

The business base is heavily weighted toward retail, trades, and services:

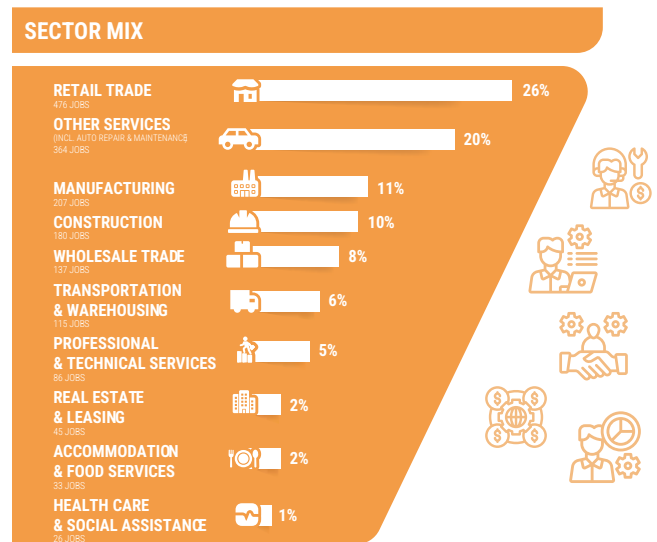
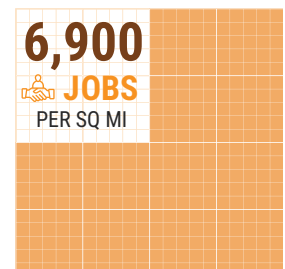


Image 38. Community Profile Infographic. (Sources: ESRI/NAICS | CoStar Q2 2025).

Analytical Observation:

Washington Park's economy is blue-collar, entrepreneurial, and built on services and trades.

SCALE OF ECONOMY



This is not a neighborhood with incidental commerce. **Washington Park is fundamentally a jobs district**.

Image 39. Community Profile Infographic. (Sources: ESRI/NAICS | CoStar Q2 2025).

COMPARATIVE CONTEXT

Relative to Hollywood and Broward County, Washington Park is unusual. Countywide, employment is weighted more heavily toward healthcare, hospitality, and professional services. Washington Park, by contrast, is anchored by construction, manufacturing, and auto repair. These sectors are often overlooked in conventional redevelopment strategies, but they provide stability and pathways for entrepreneurship that align with the neighborhood's demographics.

Jobs per square mile in Washington Park are over four times the citywide average. The district is not simply "home to businesses"; it is structured as a compact employment hub. Its role in the regional economy is therefore not residential growth but employment concentration.

4x MORE
JOBS PER
SQUARE MILE
than citywide average

Analytical Observations:

- *Washington Park is a jobs center first, neighborhood second.*
- *Its sector mix reinforces its identity as a service-and-trades corridor.*
- *Any redevelopment strategy must strengthen, not displace, the blue-collar business base.*
- *The economic opportunity lies in modernization, workforce support, and branding, not in replacing existing industries.*

REAL ESTATE MARKET PERFORMANCE (COSTAR Q3 2025)

Washington Park's commercial real estate is stable and resilient, reflecting its function as a trades and services district. While the neighborhood lacks large-scale development projects or speculative investment, the existing inventory is well occupied and serves an essential economic purpose. The built environment is older and auto-oriented, but its performance indicators demonstrate consistent demand.

Industrial/Flex

Industrial and flex properties dominate the district's non-residential footprint.

- Inventory of 1.09 million square feet across 188 buildings
- Vacancy is 6.1%
- Asking rent of approximately \$24.24/SF (NNN \$17.53/SF)
- No projects under construction

The industrial market is steady. Vacancy is manageable, and rents are competitive compared to Broward County's overall industrial average. No speculative construction is occurring, reflecting the district's built-out condition. Washington Park's industrial stock is not modern, but it continues to house auto repair, light manufacturing, construction trades, and service businesses that form the backbone of the local economy.

Retail

Retail space is smaller in footprint but performs exceptionally well.

- Inventory: 223,000 Square Feet across 42 buildings
- Vacancy: 3.9%
- Asking Rent is approximately \$13.75/SF
- Nothing under construction

Retail vacancy is below the regional average, indicating strong demand for neighborhood-serving businesses. These establishments provide auto parts, convenience goods, groceries, and personal services aligned with



INDUSTRIAL / FLEX

1.09M ft² | 188 Buildings

\$24.24/ft²

6.1% Vacancy



RETAIL

223K ft² | 42 Buildings

\$13.75/ft²

3.9% Vacancy



OFFICE

74K ft² | 12 Buildings

\$58.00/ft²

3.0% Vacancy



MULTI-FAMILY UNITS

857 Units

\$1,559/unit \$1.98/ft²

3% Vacancy



SF HOUSING

621 Units

\$198,810 Median home value estimate 2025

Image 40. Community Profile Infographic. (Sources: ESRI/NAICS | CoStar Q2 2025).

household incomes. While rents are modest compared to lifestyle centers elsewhere in Hollywood, occupancy demonstrates stability and resilience.

Office

Office properties are not a significant factor in Washington Park but remain stable.

- Inventory is made up of 74,000 square feet across 12 buildings
- Vacancy rate of 3 percent
- Base rent is \$58/SF; however, this is not indicative of market trends, rather is isolated to the limited inventory

The small-scale office footprint serves professionals and service providers who support the district's core economy. The sector is not expected to expand significantly but shows no signs of decline.

Multifamily

Multifamily is limited but tightly held.

- 857 Units
- Vacancy low at 3 percent (97 percent occupied)
- Asking rent of \$1,559 per unit (\$1.98/SF)

Multifamily demand is strong, but supply is fixed. The three multifamily complexes serve as essential housing stock for the local workforce. Rents are lower than county averages but rising steadily, putting pressure on affordability.

Single-Family Housing

The balance of housing units in Washington Park is single-family, primarily older homes on smaller lots.

- Total housing units: approximately 621
- Median home value estimate 2025: \$198,810

Home values are projected to increase sharply, reflecting regional trends. This creates a risk of displacement for long-term residents and emphasizes the importance of housing stabilization programs.

Analytical Observations:

- *Washington Park's real estate markets are stable across all sectors, with low vacancies and reliable occupancy.*
- *Industrial and retail spaces confirm the area's role as a service-and-trades hub.*
- *Housing supply is constrained, raising affordability concerns and limiting new residential-driven revitalization.*
- *The built environment requires modernization, but demand is not in question.*

WORKFORCE GRAVITY (EMPLOYEES)

Washington Park’s economic strength lies not only in its businesses but also in the concentration of employees who power those businesses. Placer.ai mobility data confirms what the sector mix and real estate performance suggest: this is a district anchored by a steady, blue-collar workforce with highly predictable activity patterns.

EMPLOYEE MOBILITY PATTERNS

Washington Park functions as a weekday employment district, with mobility patterns reflecting the 8 to 5 rhythm of industrial and service work.

- Day-of-week pattern Employee activity is concentrated Monday through Friday.
- Weekend workers presence is negligible.
- Hourly pattern Peak Hours are 8 AM to 5 PM.
- Very little employment activity occurs outside standard workday hours and is limited to retail and food and beverage.
- Annual stability year-over-year comparison shows employee visits are stable to slightly increasing even with flat population growth.

These patterns demonstrate the reliability of Washington Park’s employment base. Unlike lifestyle districts that fluctuate with events or seasonal tourism, Washington Park’s employee presence is consistent and predictable.

WORKFORCE TRADE AREA REACH

The district’s labor shed is local and regional, not metro-wide.

- Most workers commute from within three to five miles of the district.
- Washington Park is a local and regional job center, not a destination employment hub.
- Workers are drawn from nearby Hollywood neighborhoods and adjacent cities, reinforcing the area’s role as a convenient employment location.

Analytical Observations:

- Washington Park’s workforce is anchored in daytime, blue-collar employment.
- Jobs are steady, workers are local, and activity is predictable.
- For revitalization, investment should support the daytime workforce with improvements to transit stops, lighting, crosswalks, organized forecourts, and small-scale food and convenience options that meet worker needs.



Washington Park is a **local and regional job center** not a destination employment hub.



EMPLOYEE MOBILITY PATTERN

MONDAY-FRIDAY
08:00 AM - 05:00 PM



Most workers commute from within three to five miles of the district.

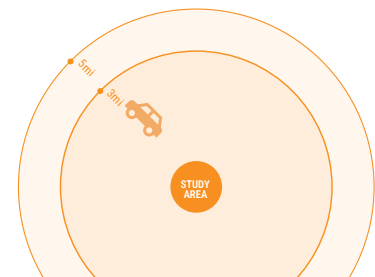


Image 41. Community Profile Infographic. (Sources: Place.ai | ESRI/NAICS | CoStar Q2 2025).

VISITOR DYNAMICS (CUSTOMERS)

While employees define Washington Park’s weekday character, customers define its seven-day activity profile. Nearly one million annual customer visits generate consistent demand for the retail, service, and auto-related businesses that dominate the corridor.

ANNUAL VOLUME & TRENDS

Washington Park generates significant customer activity relative to its size, evidenced by the Placer.ai data:

- Annual Customer Visits (last 12 months): 944,000
- Year-over-year volumes are stable to slightly up, signaling business resilience.
- Visitors represent a larger absolute volume than employees, but they are shorter-dwell, service-oriented trips.

DAY-OF-WEEK PROFILE

Unlike employees, visitors spread their activity across both weekdays and weekends:

- Weekdays: Steady flows tied to errands, auto services, and retail.

- Weekends: The customer share rises, reflecting neighborhood shopping, personal services, and family trips.
- Washington Park functions as a seven-day service hub, though volume peaks overlap with workday hours.

HOURLY-OF-DAY PROFILE

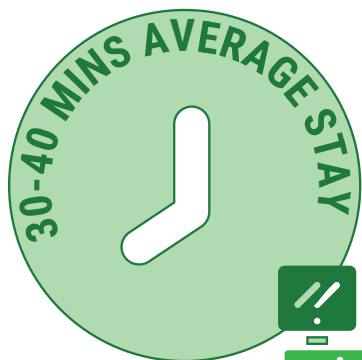
Visitor activity extends beyond the 8 to 5 worker peak:

- Afternoon/evening customer traffic builds after 3 PM.
- Customer presence continues into early evening, unlike the workforce profile.
- This demonstrates that Washington Park’s businesses are capturing after-work and weekend household demand, not just worker activity.

DWELL TIME

- Average customer stay is 30 to 40 minutes.
- Trips are destination-driven and efficient; customers arrive, transact, and leave.

944,000
ANNUAL CUSTOMER VISITS



Washington Park’s businesses are capturing **after-work and weekend household demand**, not just worker activity.

HOURLY-OF-DAY PROFILE



Image 42. Community Profile Infographic. (Sources: Place.ai | ESRI/NAICS | CoStar Q2 2025).

TRADE AREA REACH

- 40 to 50 percent of visits originate within 3 miles.
- 70 percent of visits are from within 5 miles.
- Few visits come from beyond 10 miles.

HOUSEHOLD INCOME PROFILE

- 60 percent of visitors come from households under \$75,000.
- Higher-income households above \$100,000 are present but a minority of visitors.

AUDIENCE CHARACTERISTICS

- Visitors are diverse, working-class households with family orientation.
- Visitors have practical spending patterns with strong reliance on autos, personal care, and convenience goods.
- There is a lower representation of lifestyle or luxury segments.

AUDIENCE CHARACTERISTICS



Diverse, working-class households with family orientation

Lower representation of lifestyle/luxury segments.

TRADE AREA REACH

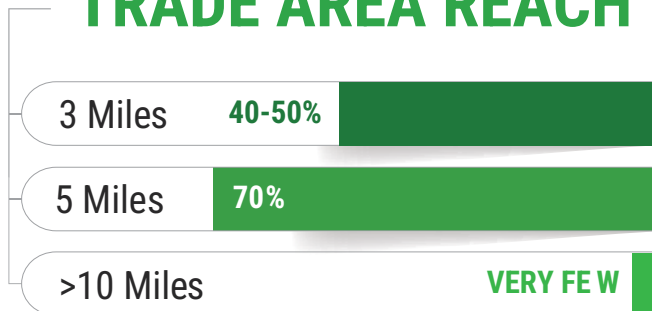


Image 43. Community Profile Infographic. (Sources: Place.ai | ESRI/NAICS | CoStar Q2 2025).

6. CONCLUSION & NEXT STEPS

The preliminary findings of the Background Analysis finds that Washington Park is economically active and resilient, functioning as a productive service and trades based district. However, several structural and regulatory barriers limit its ability to achieve broader reinvestment and strategic repositioning.

Moving forward, recommendations are suggested to address near-term practical improvements while aligning with mid- and long-term goals to ensure investments are phased intelligently and sustainably. Strategies should build upon the district’s authentic working identity, focusing on refinement, stability, and support for existing businesses and residents rather than transformation.

The findings of this **Background Analysis**, together with the **Public Outreach Summary**, will form the foundation for the next phase of the plan.

The recommendations phase will translate identified challenges and opportunities into clear, actionable strategies across land use, mobility, public realm, economic development, and resilience. This phase will include additional stakeholder engagement, policy evaluation, and City Commission review.



Image 44. Washington Park Aerial View. (Sources: google maps)

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