

Prepared for:



WASHINGTON PARK

HOLLYWOOD | FLORIDA

EXECUTIVE SUMMARY
Industrial Area
Redevelopment Program

Draft - June 2026

plusurbia.

PREPARED FOR
The City of Hollywood



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CITY STAFF SUPPORT

Raelin Storey
Jovan Douglas
Andria Wingett
Ryon Coote
Roger Caruso
Mitch Posner
Herb Conde-Parlato

PROJECT MANAGEMENT STAFF

Cameron Palmer
Anand Balram
Nicole Moyo
Umar Javed
Urja Modi

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PROJECT TEAM

PLUSURBIA

Krishna Baquiran
Maria Bendfeldt
Beau Clardy
Manuel De Lemos
Jessica Feltrin
Dylan Gehring
Charisse Magallano
Megan McLaughlin
Juan Mullerat
Almira Lazana
Cristina Parrilla
Fatima Racraquin

EXP TRANSPORTATION

Jose Clavell
Jesus Fuentes
Leny Huaman

BUSINESS FLARE

Alicia Alleyne
Kevin Crowder
Camilo Lopez

EXECUTIVE SUMMARY - WASHINGTON PARK INDUSTRIAL AREA REDEVELOPMENT PROGRAM

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HOLLYWOOD | FLORIDA

Industrial Area Redevelopment Program

City of Hollywood, FL

RFP No. 229-25-SK

EXECUTIVE SUMMARY

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Executive Summary

This strategy establishes a clear redevelopment roadmap anchored in a defined identity: positioning Washington Park as “Hollywood’s Service and Trades District”, a vital economic hub that supports the region through skilled labor, small businesses, and essential daily services.

The approach focuses on strengthening and elevating what already works. The roadmap prioritizes targeted improvements to infrastructure, public realm, policies, and operations to enhance safety, functionality, and appearance, while protecting the district’s economic base, preserving its residential areas, and guiding targeted redevelopment.

The recommendations are organized within a phased implementation framework consisting of **short-, mid-, and long-term actions** that provide policymakers with a clear path to reinforce the district’s function, identity, and economic vitality over time.

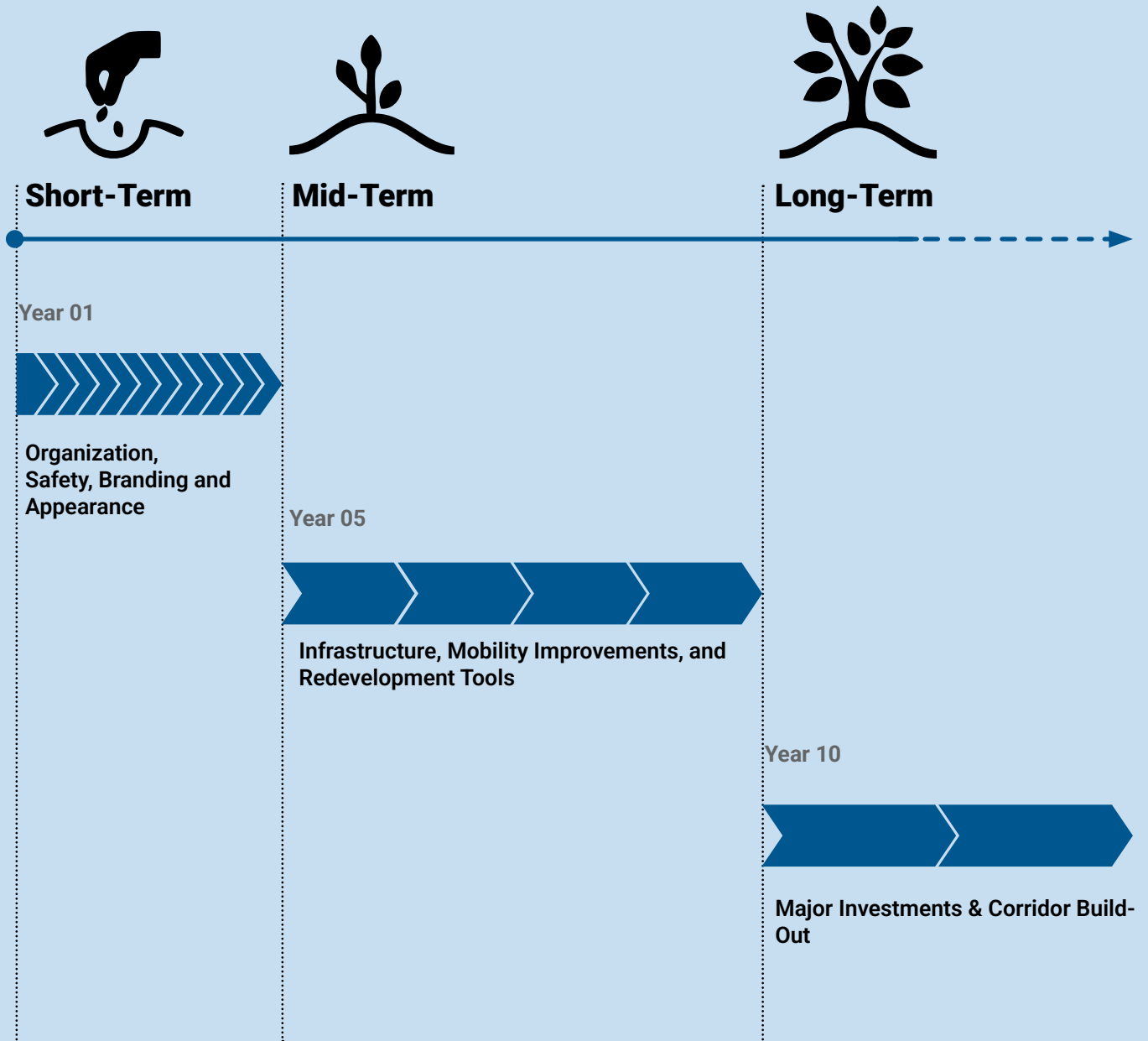
Future change is intentionally focused at the edges and key corridors, where redevelopment can occur ensuring minimal disruption to the core industrial and residential fabric. Within the core, the focus remains on organization, maintenance, and incremental improvements that support existing users.

Over the long term, the emphasis is not only focused on land use decisions, but by how effectively the built form, architecture, mobility network, and public realm work together to create an organized, functional, and visually cohesive district while preserving its authentic working character.

The recommendations also emphasize the importance of maintaining a balanced and collaborative approach to redevelopment, code compliance, and economic reinvestment, that supports long-standing businesses that provide essential services, employment opportunities, and economic activity for both the district and the broader region.

All recommendations are advisory and intended to support decision-making. Implementation of these recommendations will require prioritization, further study and alignment with available funding and policy objectives

This strategy establishes a clear redevelopment roadmap anchored in a defined identity: positioning Washington Park as “Hollywood’s Service and Trades District”, a vital economic hub that supports the region through skilled labor, small businesses, and essential daily services.





Short-Term Recommendations

Short-term recommendations focus on meaningful public realm, streetscape, and organizational improvements that enhance safety, appearance, and overall functionality while preserving existing businesses and industrial operations.

Key Recommendations:

- » **Define and promote a clear identity** for Washington Park as “Hollywood’s Service & Trades District,” supported by cohesive branding, wayfinding, gateway features, and tools like a business directory to improve visibility and recognition.
- » **Enhance physical conditions and mobility** by adopting a street hierarchy framework and implementing a facade and property improvement program, streetscape organization improvements, traffic calming, pedestrian safety measures, enhanced code enforcement, parking management, and enhanced transit connections.
- » **Support local businesses and workforce development** through façade improvement programs (PIP), streamlined code compliance (“fast approvals”), business support services, and partnerships with technical schools and trade organizations, along with events and initiatives that showcase local industries.
- » **Protect residential neighborhoods and guide growth strategically** by identifying opportunity sites, managing transitions, preserving neighborhood character, and directing redevelopment to key corridors while improving overall legibility and organization of the district.



Image 01. Example of Wayfinding Signage. (Source: Plusurbia)



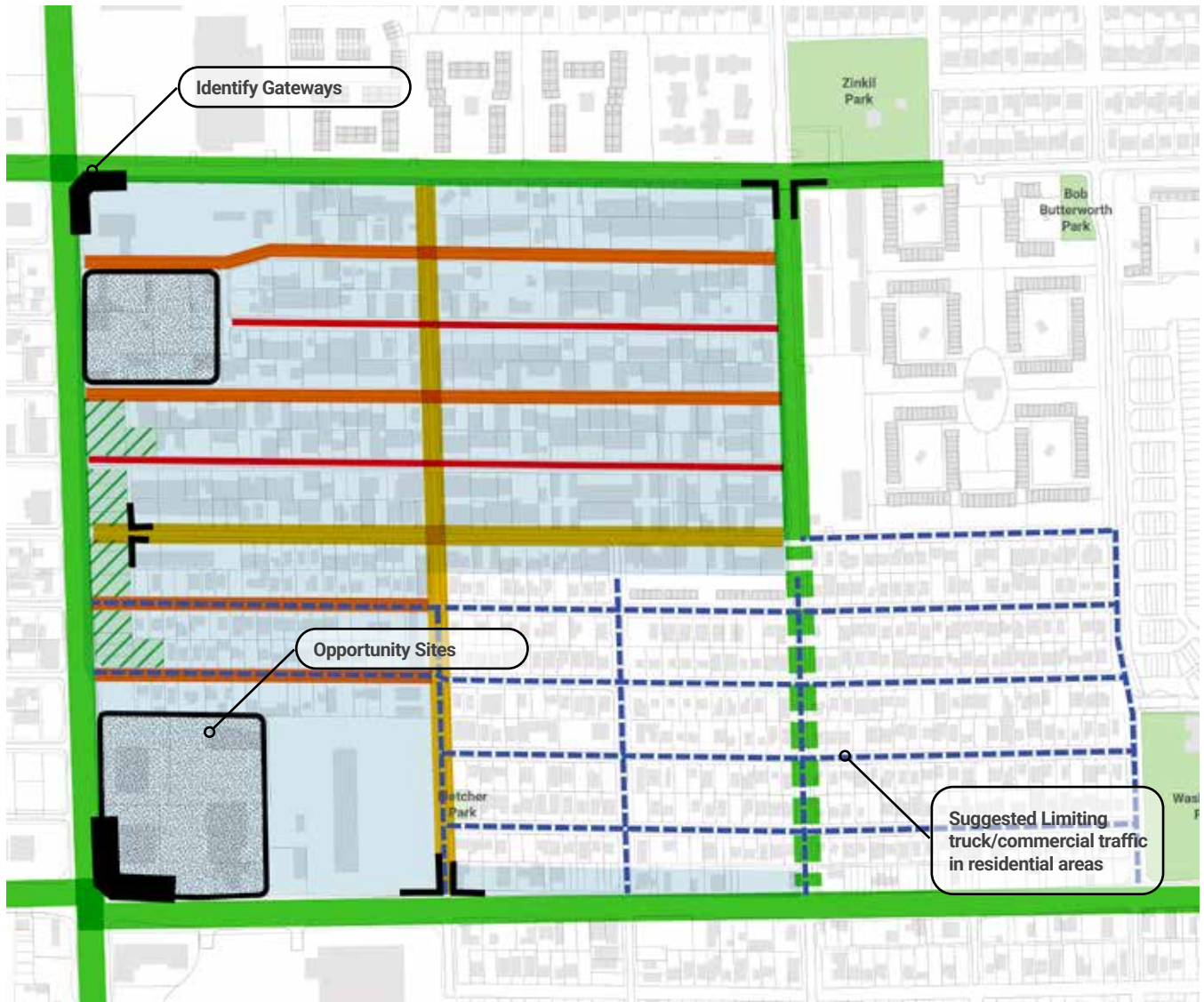
Image 02. Tactical Wayfinding Example. (Source: Pinterest)



Image 03. Suggested New Pavement Markings. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Image 04. Facade Improvement Program (PIP) Example. (Source: Pinterest)



Map 01. Proposed Short-Term Strategies Map. (Source: Plusurbia)

LEGEND

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|-------------------|------------------------------------|-------------------------|
| Parks | Suggested Traffic Calming Features | Street Hierarchy |
| Open Spaces | Suggested Gateways | A Street |
| Focus Area | | B+ Street |
| Opportunity Sites | | B Street |
| | | C Street |



Mid-Term Recommendations

Mid-term recommendations focus on targeted infrastructure, mobility, and public realm improvements that enhance safety, connectivity, and resilience while supporting small businesses, encouraging context-sensitive redevelopment, and strengthening long-term economic growth and partnerships.

Key Recommendations:

- » **Improve infrastructure and mobility** by prioritizing street repairs, sidewalk upgrades, and better pedestrian conditions, while also addressing parking, bicycle connectivity, and enhanced transit amenities and access to support safer and more efficient movement.
- » **Enhance the public realm and resilience** by improving frontages along key corridors and implementing strategies to increase water permeability and reduce flooding impacts in the public right-of-way.
- » **Support economic growth and small businesses** by encouraging service-oriented tenants, shared parking solutions, business incubation, and incentives for low-cost spaces that can help entrepreneurs start and grow locally.
- » **Update zoning and development standards** to encourage live-work opportunities closer to industrial edges, active frontages along major corridors, ADUs in residential areas, and encouraging office-flex building types as a compatible transition between mixed-use corridors and the industrial core.
- » **Strengthen implementation and partnerships** by establishing a dedicated task force, conducting targeted investor and developer outreach, and repurposing underperforming parcels to support innovation and long-term economic vitality.



Image 05. Food/Convenience Example. (Source: Melo Cafe)

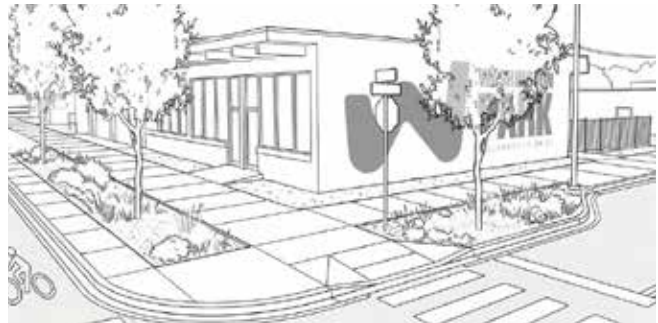


Image 06. Improved Frontages along A streets Example. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Image 07. Low Cost Adaptive Reuse Spaces for Entrepreneurs Example. (Source:)

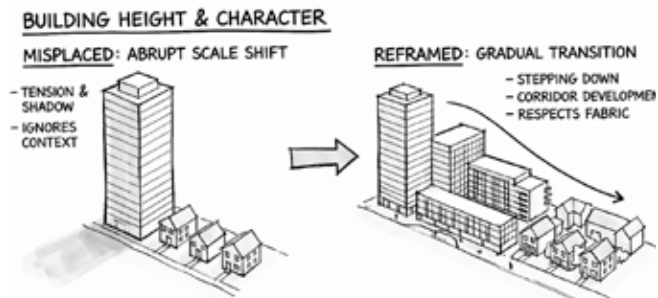
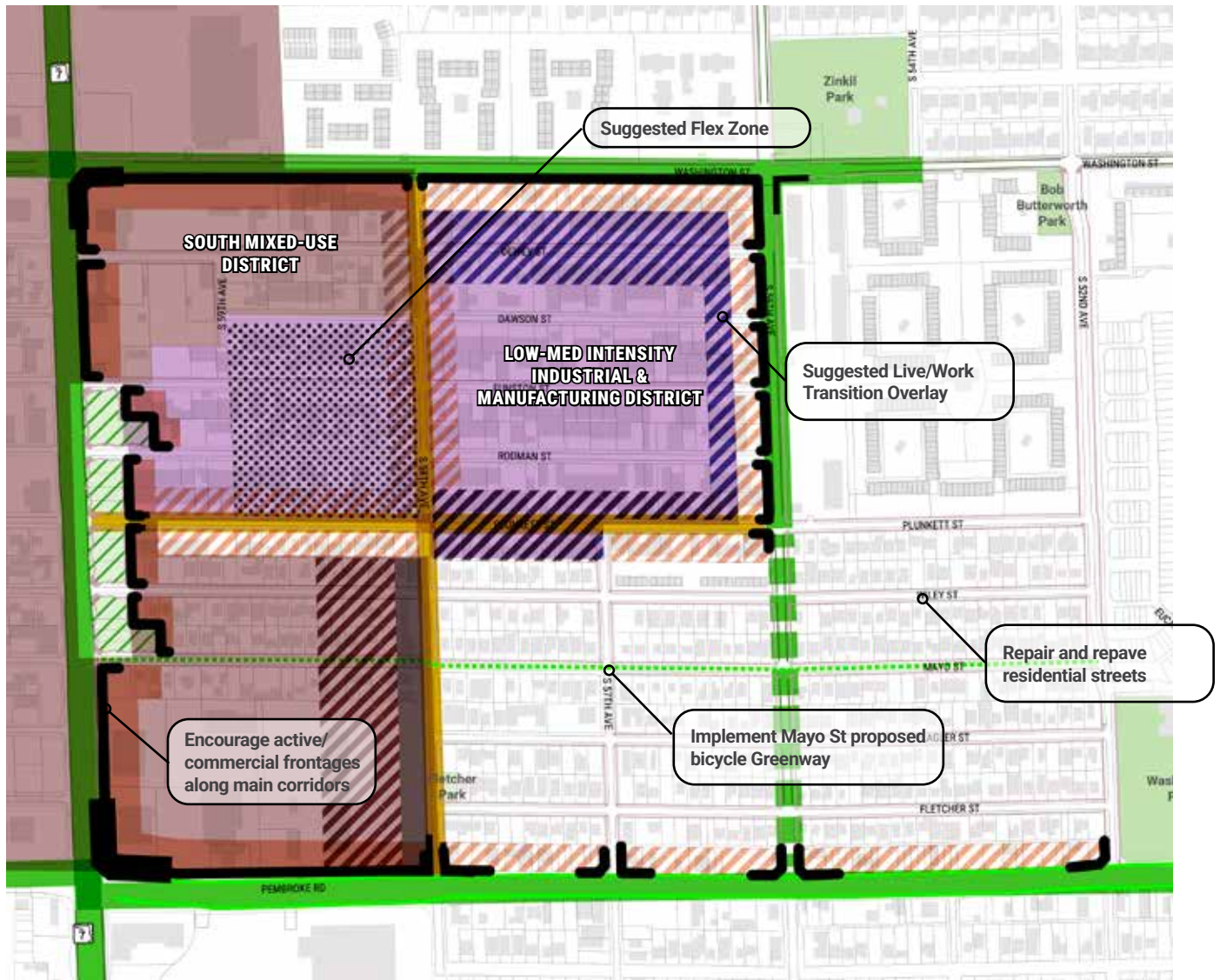


Image 08. Transition to Residential Neighborhood Concept Diagram. (Source: Plusurbia)



Map 02. Proposed Mid-Term Strategies Map. (Source: Plusurbia)

LEGEND

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|--|-------------------------------------|---|
| Parks | Suggested Flex Zone Overlay | Proposed Corridor Commercial Frontages |
| Open Spaces | S-MU South Mixed-Use District | Encouraged Small Scale Commercial Frontages |
| IM-2 Low-Med Intensity Industrial & Manufacturing District | Suggested S-MU Transition Zones | Street Hierarchy |
| Suggested Live/Work Incentive Overlay | Suggested Frontages Along Corridors | A Street |
| | Suggested Mayo St Greenway | B+ Street |



Long-Term Recommendations

Long-term recommendations focus on creating a safer, more resilient, and economically competitive district with clearly defined areas that support different intensities and functions. This includes enhancing mobility, expanding green infrastructure, implementing adaptable parking strategies, and coordinating investments that reinforce Washington Park’s identity as Hollywood’s Service & Trades District.

Key Recommendations:

- » **Improve mobility and safety** by assessing pedestrian and bicycle needs, enhancing streetscape amenities, and studying traffic patterns, including the potential for one-way street conversions to improve circulation and Right of Way capacity.
- » **Enhance resilience and the public realm** by exploring green infrastructure strategies such as permeable paving, swale restoration, and increased tree canopy to better manage stormwater and improve comfort.
- » **Enhance and update development standards** to encourage higher-quality, context-sensitive development closer to major corridors and near SR 7/US 441 supported by incentives for public benefits such as gateway features, public open spaces, streetscape improvements, new street connections, community facilities, and civic amenities.
- » **Expand and future-proof parking** by evaluating public-private partnership opportunities and establishing adaptable parking garage standards that allow for future reuse or conversion.
- » **Strengthen district identity and economic positioning** by reinforcing Washington Park as Hollywood’s Service & Trades District through coordinated planning and investment strategies.



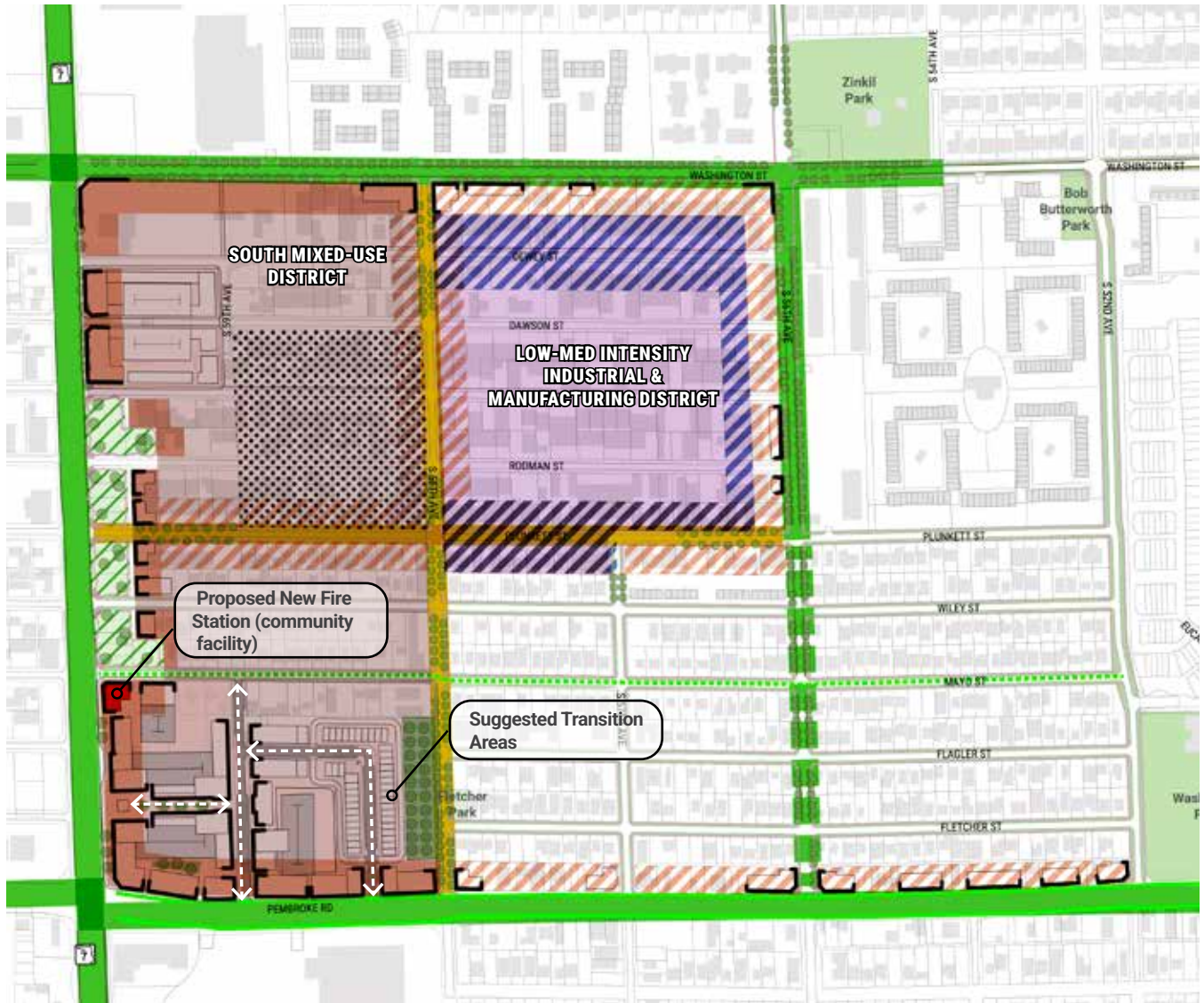
Image 09. Suggested Active Frontages and Pedestrian Amenities along SR 7 / US 441. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Image 10. Suggested One-Way and Permeable Parking Concept. (Source: Plusurbia). This drawing is for illustrative purposes only. Further study, design development, and commission approval will be required prior to implementation.



Image 11. Suggested Swale Restoration Example. (Source: Plant Landscape & Arch Network)



Map 03. Proposed Long-Term Strategies Map. (Source: Plusurbia)

LEGEND

- | | | | |
|---|--|---|------------------|
| Parks | Proposed S-MU South Mixed-Use District | Encouraged Small Scale Commercial Frontages | Street Hierarchy |
| Open Spaces | Proposed Flex-Zone Transition Overlay | Proposed Fire Station | B+ Street |
| Proposed IM-2 Low-Med Intensity Industrial & Manufacturing District | Proposed Corridor Commercial Frontages | Suggested Active Frontages | |
| Suggested Live/Work Incentive Overlay | | Suggested Mayo St Greenway | |



plusurbia.

1385 Coral Way PH 401 | Miami, FL 33145
info@plusurbia.com | +1.305.444.4850

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Design

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