

Sub-Area 8

West Hollywood

SUB-AREA IN A CITY-WIDE CONTEXT

Sub-Area 8, West Hollywood, is surrounded by Sub-Area 1 (US 441/SR 7 Corridor) and adjacent municipalities to the north, south and west. Sub-Area 1 is a vibrant commercial corridor that provides commercial activity to West Hollywood and the whole City. The FDOT road-widening project for US 441/SR 7 will enhance access and circulation for West Hollywood and will also improve the area’s aesthetic appearance.

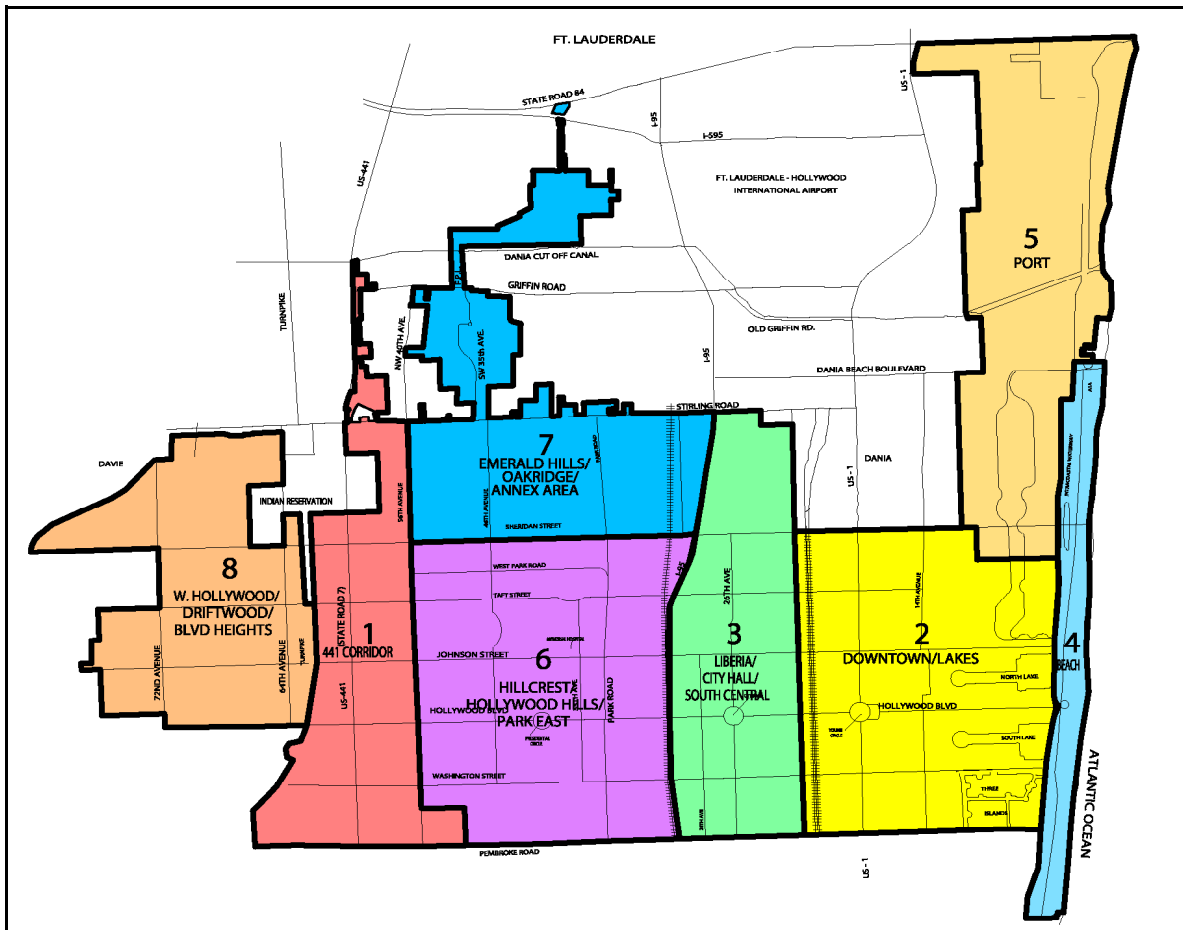


FIGURE 8.1
City-Wide Sub-Area Map

City-Wide Master Plan

AREA BOUNDARIES

Sub-Area 8 is the western-most part of the City. The sub-area, West Hollywood, is geographically defined by the Davie Road Extension and 72nd Avenue to the west, Stirling Road to the north, Florida's Turnpike to the east and Hollywood Boulevard to the south. This area includes the residential neighborhoods of Boulevard Heights and Driftwood and is adjacent to the Seminole Indian Reservation.

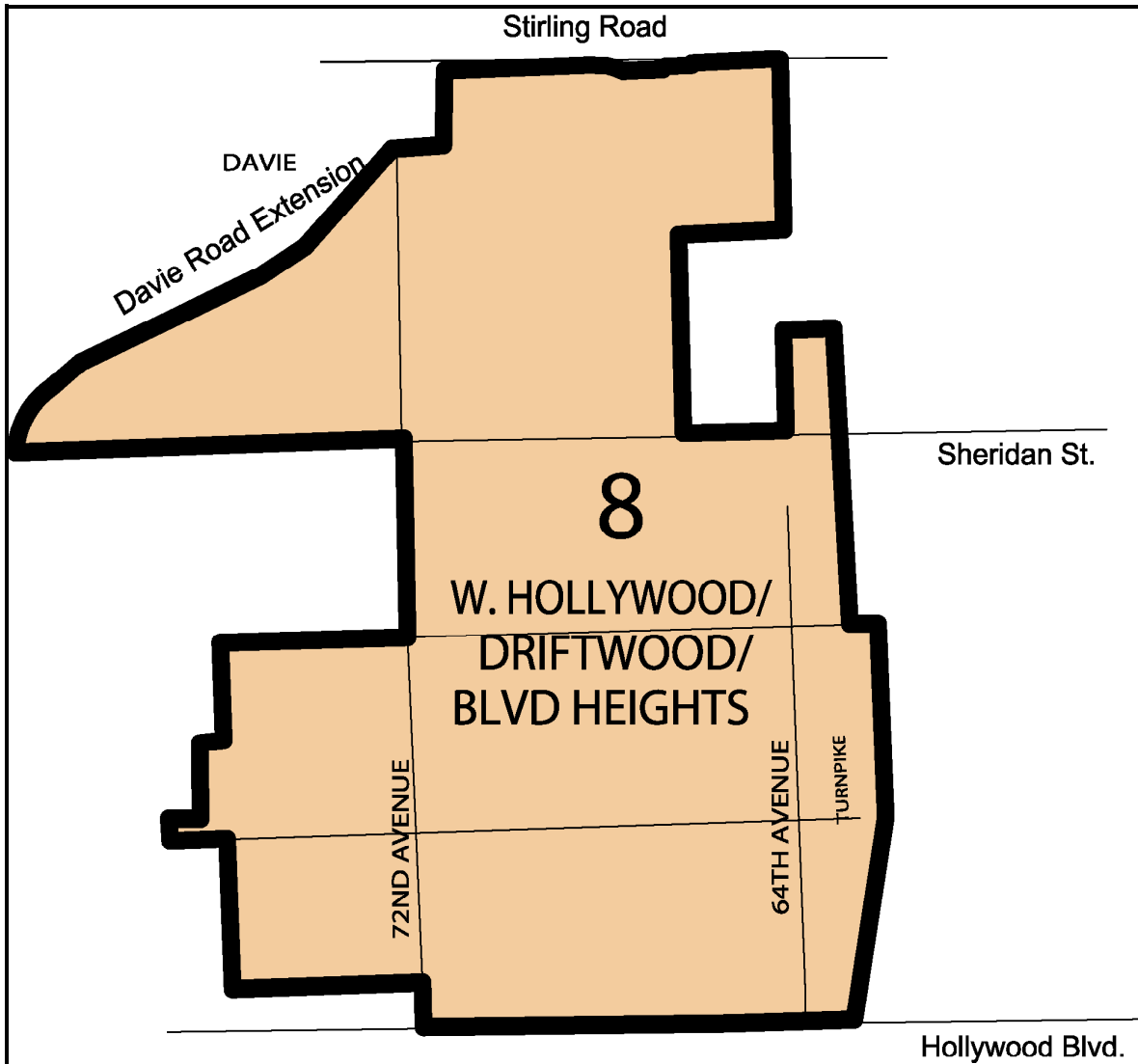
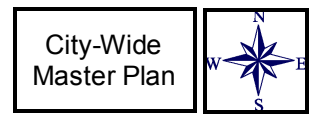


FIGURE 8.2
Sub-Area 8 Map



SUB-AREA CHARACTERISTICS

Sub-Area 8 contains two major neighborhoods, Boulevard Heights and Driftwood. The Boulevard Heights neighborhood was developed from large dairy farm lands. By the late 1950s, development was moving westward and the layout for the Boulevard Heights neighborhood was created. The first families to move to Boulevard Heights were retired couples and families living on lower salaries. Today, Boulevard Heights is a middle income neighborhood with residents committed to making the neighborhood safer and cleaner to maximize the quality of life. The Driftwood neighborhood was also developed from large dairy farm lands. By the 1960s the neighborhood layout was developed with an arch on 66th Avenue designating the entrance into the neighborhood. The area was incorporated into the City and became a middle income neighborhood with a family-oriented atmosphere. Today, the Driftwood area remains a middle class neighborhood with good public schools, many churches, a recreation center and several ball fields. The Driftwood neighborhood is a community that is determined to make the area clean, safe, crime free, stable and peaceful.

The major neighborhood commercial corridor in West Hollywood is Taft Street, which also includes office and multi-family residential uses. The land parcels are small and obsolete and there is a lack of sanitary sewer serving the area. Taft Street also lacks streetscape with no demarcation of the roadway and parking areas. Taft Street also functions as an edge between the two single-family neighborhoods to the north and to the south. The Taft Street Shopping Center has experienced recent renovations, providing economic opportunities which enhance the residential commercial and business needs of the surrounding neighborhoods. There are also office space opportunities to increase business and office use along Taft Street.

The western-most commercial corridor is Davie Road Extension. Davie Road Extension is a corridor with different land uses such as commercial auto oriented businesses, government facilities, institutional, church facilities, office use and adjacent residential use. There are also vacant properties along the corridor that may provide for future development enhancement along the road through proper land use design. The corridor contains a lack of connectivity from residential uses to other adjacent uses. The corridor also lacks sufficient landscaping and sidewalks.

West Hollywood is predominately single-family residential with a limited number of vacant parcels since most of the area is built-out. However, there has been new infill construction of housing units in this area. One of the biggest issues to area residents is to preserve and maintain the existing housing stock. Most of the residential areas are not connected to sanitary sewer and lack sidewalks and drainage. However, West Hollywood does have several recreational facilities oriented to area residents.

DEMOGRAPHICS

Race/Ethnicity

Demographically, this area is comprised of higher percentages of Hispanic residents than the City as a whole. Both Driftwood and Boulevard Heights have Hispanic residents that represent over 15% of the total Sub-Area population.

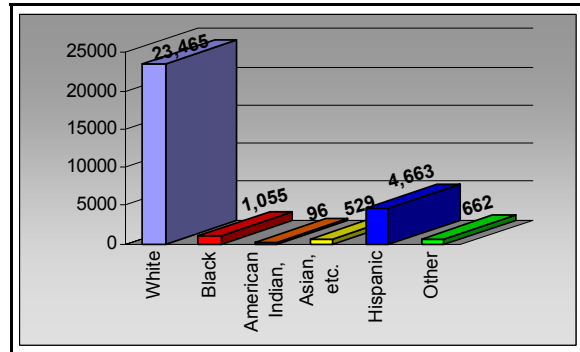


FIGURE 8.3 Race/Ethnicity Graph

Source: 1990 US Census of Population and Housing

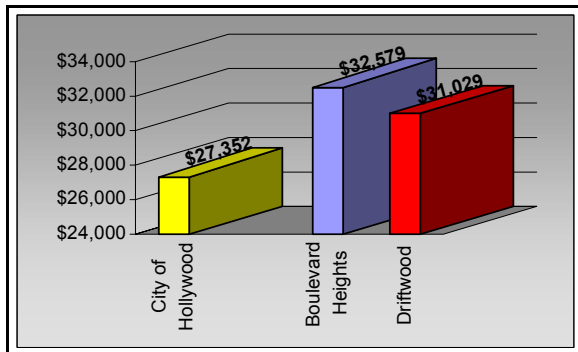


FIGURE 8.4 Median Income Graph

Source: 1990 US Census of Population and Housing

DEMOGRAPHICS

Income

The Sub-Area neighborhoods are characterized by middle income levels that are slightly higher than the City as a whole, ranging from \$31,024 to \$32,579.

DEMOGRAPHICS

Housing Values

Housing values within the Sub-Area neighborhoods are valued between \$70,100 and \$72,150, which is lower than the median value for the City at \$82,100.

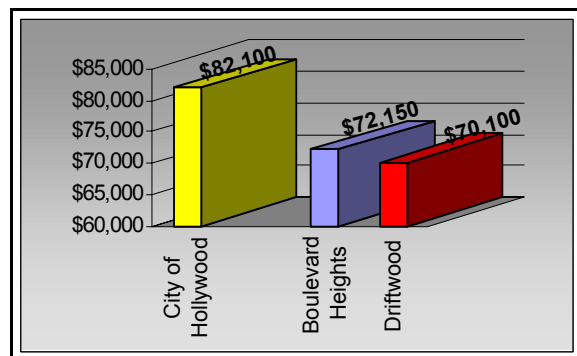


FIGURE 8.5 Median Housing Values Graph

Source: 1990 US Census of Population and Housing

SUMMARY OF ISSUES

Environmental/Conservation

Lack of sanitary sewer.

SUMMARY OF OPPORTUNITIES

Environmental/Conservation

Extend sewers into residential areas currently on septic tanks.

***ENVIRONMENTAL/CONSERVATION SUPPORTING POLICY
SUB-AREA 8***

Policy 8.13: Establish land use patterns and transportation facilities that encourage the use of public transportation and reduced trip lengths to alleviate vehicle emissions.

***ENVIRONMENTAL/CONSERVATION SUPPORTING POLICIES
CITY-WIDE***

- Policy CW.115: Work with Federal, State and County agencies to develop and implement strategies to restore and maintain Hollywood's beaches.
- Policy CW.116: Work with Federal, State and County agencies to restore the dune system at appropriate locations on Hollywood Beach.
- Policy CW.117: Sponsor public education forums on the benefits of dunes, beach wildlife and beach dynamics.
- Policy CW.118: Work with governmental agencies to obtain funding through the Brownfield Partnership to identify contaminated sites in the City of Hollywood.
- Policy CW.119: Continue working with the environmental protection agencies to obtain funding for Phase I/II Assessments and for clean-up of identified contaminated sites.
- Policy CW.120: Work with the community to redevelop contaminated sites by offering incentives and maintaining a clearinghouse of information and contacts.
- Policy CW.121: Maintain inventory of environmentally sensitive lands.
- Policy CW.122: Work with Broward County on establishing buffer distances for certain activities to protect environmentally sensitive areas.
- Policy CW.123: Eliminate invasive exotic plant species and restore native species by systematically removing invasive exotic species from City-owned properties.
- Policy CW.124: Adhere, where appropriate and necessary, to xeriscaping principles that are consistent with the City's landscaping regulations, when landscaping City properties.
- Policy CW.125: Create a City program to eradicate invasive exotic plant species on private and public lands.
- Policy CW.126: Restore benthic (bottom dwelling) communities through the identification and reduction of non-point source pollution.
- Policy CW.127: Protect seagrass beds which provide a food source for manatee populations.
- Policy CW.128: Promote policies that will maintain the viability of existing wildlife habitat.

- Policy CW.129: Work with Broward County to develop methods to lower boat speed in order to protect manatees and identify alternative manatee wintering areas.
- Policy CW.130: Determine the greatest impact on water supply (ground and surface waters), whether point or non-point source pollution, and work to eliminate cause(s).
- Policy CW.131: Identify areas that frequently flood and determine preventative methods.
- Policy CW.132: Determine sources of funding to eliminate flooding or ensure timely drainage of flood areas.
- Policy CW.133: Establish land use patterns and transportation facilities that encourage the use of public transportation and reduce trip lengths in order to reduce emissions of oxide of nitrogen, carbon monoxide and hydrocarbons from motor vehicles.
- Policy CW.134: Implement transportation strategies that reduce auto travel and improve traffic flow, thereby reducing auto emissions.
- Policy CW.135: Bring the City of Hollywood into compliance with Federal primary and secondary national air quality standards through cooperation with Federal, State, Regional and County agencies.
- Policy CW.136: Restrict uses producing noise pollution within environmentally sensitive areas and within single-family housing units.
- Policy CW.137: Support Broward County Department of Planning and Environmental Protection (DPEP) to determine and eliminate adverse impacts on surface water supplies, i.e. lakes, canals, mangrove swamps, Intracoastal Waterway and the ocean.
- Policy CW.138: Employ best management practices (BMPs) on City-owned lands to promote a reduction of pesticide, herbicide and other chemical uses. Publicly promote the City's practices.
- Policy CW.139: Comply with changes made to the Broward County Comprehensive Plan with regard to sea turtle protection.
- Policy CW.140: Initiate a program to reduce light pollution by replacing streetlights and other lights on City-owned properties with ones that direct light to the ground.
- Policy CW.141: Promote a systematic approach to environmentally sound decision making through the development review process.
- Policy CW.142: Promote sustainability as a central goal in the City's Comprehensive Plan.

Policy CW.143: Enhance and preserve the City of Hollywood's tree canopy, with a priority on pedestrian thoroughfares.

Policy CW.144: Collaborate with Electric Vehicle (EV) Ready Broward and other groups to promote the use of alternative fuel vehicles.

Policy CW.145: Establish land use patterns and transportation facilities that encourage the use of public transportation and reduced trip lengths in an effort to alleviate vehicle emissions.