



EDAW | AECOM  
**City of Hallandale Beach**

**Citywide Master Plan and  
Implementation Strategy**

**Final Report to  
City Commission  
June 3, 2008**



# Master Plan Vision

## Vision for City of Hallandale Beach

*“Shape development of a vibrant, mixed-use, sustainable, pedestrian-oriented urban environment with an appealing character and sense of place.”*

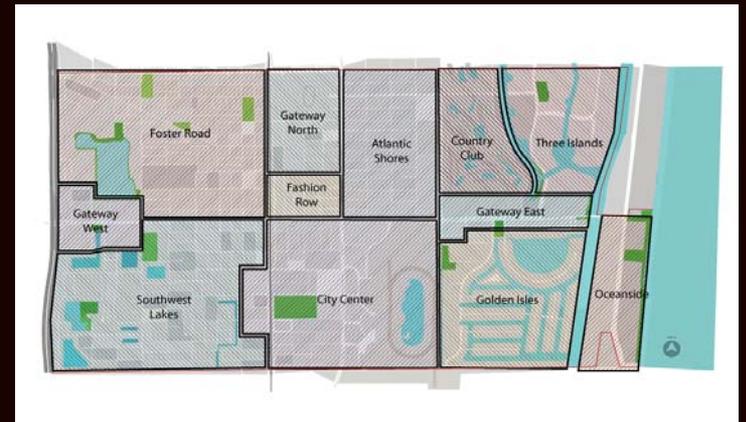
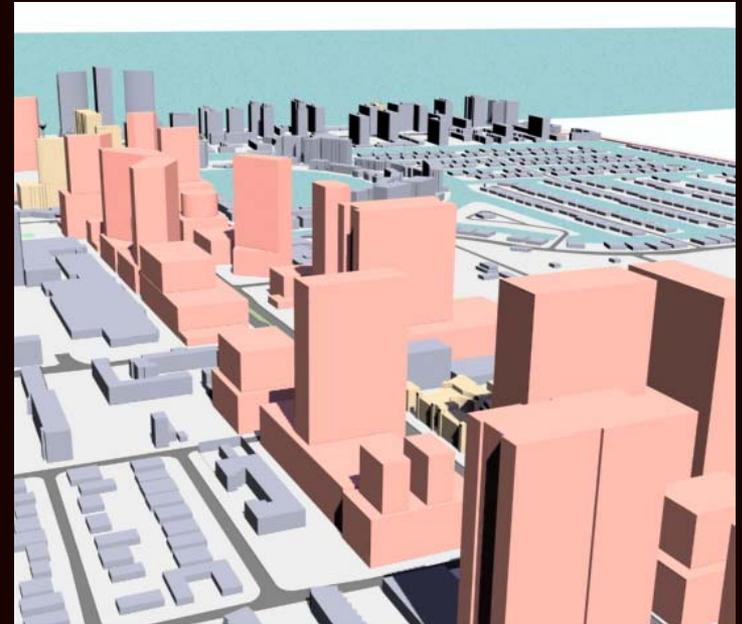


# Master Plan Objectives

Provide an overall plan to guide all private and public development

Illustrate desired physical form of City

Identify specific implementation steps  
Changes to regulations and policy  
Public sector catalyst projects



# Master Plan: Process

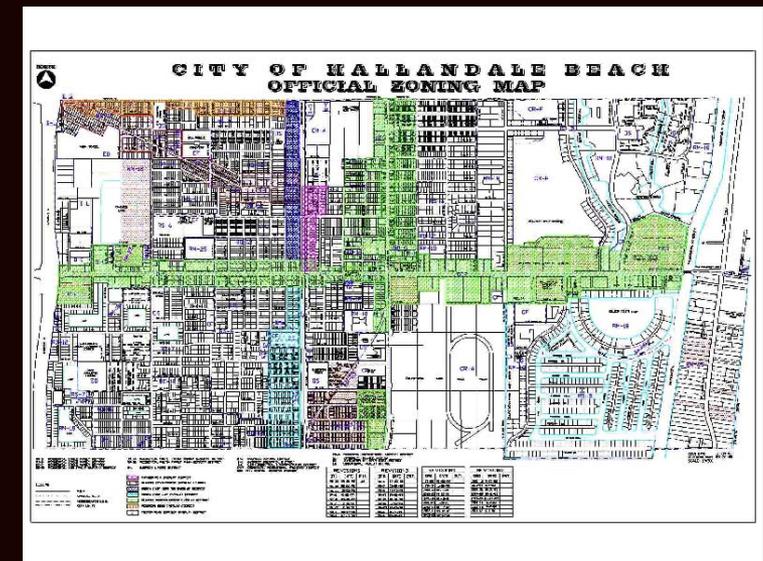
Phase 1: Inventory and Analysis

Phase 2: Vision and Scenario  
Development

Public meetings

Project timeframe

Phase 3: Master Plan  
Development



# Inventory/ Analysis: Economic Analysis

## **Key Objectives of the Market Analysis**

Understand fundamentals of city's current economy

Evaluate demographics and market conditions

Test 10-year development potentials, by land use

Outline appropriate strategies and potential funding mechanisms to implement specific elements of the plan

# Inventory/ Analysis: Economic Analysis

## Demographic Forecasts

Since 2000, Hallandale Beach grew by 2,100 new residents in 850 new households (units)

City's population expected to grow by **1,500 new residents in 700 new households** by 2012; this translates into **140 new housing units/year**

County forecasts suggest **1,300 new jobs** will be created in Hallandale Beach by 2015

# Inventory and Analysis : Economic Analysis

## Housing

### **Key assumptions in housing potentials:**

Continued population & job growth

Recovery of South Florida's housing market

Understanding actual sales patterns in new/recent projects

Removal (sale) of current glut of vacant units

City focus on public realm improvements, acquisition of selected parcels (around Bluesten Park)

Assemblage of contiguous parcels along Foster Road to encourage redevelopment

# Inventory and Analysis : Economic Analysis

## Housing

If all proposed residential projects in Hallandale are built, city's housing stock would expand by **4,000 units**

Ongoing housing slump has put many projects on hold

Even if household growth *doubles* over next five years (to 280/year), **15 years required to achieve buildout** of proposed projects

If key assumptions are met, *up to* **2,500 new housing units** are market-supportable over the next 10 years; reflecting a *sustained* pace of **200+ units/year**

# Inventory and Analysis : Economic Analysis

## Housing

Redevelopment opportunities in Northwest quadrant should focus on:

Small-scale in-fill on CRA-owned lots on Foster Road, 20-40 units/project

One larger project—like *Harbour Cove*—of 150 to 200 market-rate units

# Inventory and Analysis : Economic Analysis Office

## Key assumptions in office potentials:

Continued population & job growth

Significant *increase* in city's historic office leasing activity

Pre-leasing with anchor tenant(s) in proposed new projects

Public realm improvements that enhance city's marketability

# Inventory and Analysis : Economic Analysis

## Office

Hallandale Beach considered a *tertiary* office market: limited inventory, small “garden” office buildings, very low absorption/leasing of **5,300 sq. ft./year**

Critical projects such as *Gulfstream Village* may enhance Hallandale’s share of the regional office market over time

Several proposed office projects could add *up to* **400,000 sq. ft.** of new office space citywide

If key assumptions are met, market is capable of supporting more limited amount: **100,000 to 150,000 sq. ft.** (15,000 to 20,000 sq. ft. per year)

# Inventory and Analysis : Economic Analysis

## Retail

Key assumptions in retail potentials:

Continued population & job growth

Economic expansion fuels additional household consumer spending, growth in visitor markets

Gulfstream Village, Mardi Gras enhance their draw of regional visitor market

Detailed understanding of anchor tenant commitments, leasing activity at Gulfstream Village

# Inventory and Analysis : Economic Analysis

## Retail

Gulfstream Village & Hallandale Square will capture lion's share of citywide retail potentials—market will require a phased approach

Capture untapped spending power in Northwest: **5,000 to 10,000 sq. ft.** of community-serving retail; likely to require subsidies

# Inventory and Analysis : Economic Analysis

## Gaming

Generates significant number of visitors to Hallandale; key issue—how many?

Retail spending potentials determined largely by “day-trippers” vs. overnight guests (who spend far more)

2007 tax revenues: \$1.4 million (Mardi Gras); \$657,000 (Gulfstream)

# Inventory and Analysis : Economic Analysis

## Lodging

Hotels in Hallandale achieve strong occupancies—averaging 71%—which meets financing threshold for new hotel construction

Near-term market potentials met with proposed construction of a **250-room hotel** at Village at Gulfstream Park

Subsequent opportunities may be limited by increasing number of units in “condo-hotel” projects

Additional information on behavior, spending patterns of gaming visitors required

# Inventory/Analysis: Economic Analysis

## New Housing Units

Up to 2,500 units over next 10 years

200 to 250 units per year

4,000 proposed – 15 year supply

## New Office Space

100,000 to 150,000 SF by 2015

14,000 to 20,000 SF annually

400,000 s.f. proposed

## Lodging/hotel

Up to 250 rooms



# Built Environment: Solutions and Implementation

## Town, District, and Neighborhood Centers



# Built Environment: Solutions and Implementation

## Town, District, and Neighborhood Centers: Common Elements

Higher density, mixed use focused in key areas

Civic/park space as an organizational element for urban form and an economic catalyst

Access to some form of transit – rail or local bus – and parking structures

Enhanced pedestrian connections within and to adjacent areas



# Built Environment: Solutions and Implementation Hallandale Beach Town Center

A new primary center for whole city

Government Center, mixed-use Village at Gulfstream development provide critical mass

Bluesten Park serves as a citywide civic park

Transit oriented development adjacent to proposed FEC commuter rail stop

Extended SE 2<sup>nd</sup> Avenue



# Built Environment: Solutions and Implementation

## Hallandale Beach Town Center: Implementation

Design and construct Hallandale Beach City Center Park

Pursue location and development of adjacent transit station – plan for future garages

Increase density around station and park appropriately

Design and construct new streetscapes around park and on SE 2<sup>nd</sup> Avenue



# Built Environment: Solutions and Implementation

## Gateway East District

Mixed-use high density development

Builds on existing commercial concentration

In walking distance of nearby existing high-density residential

Redevelop surface parking lots to street edge

Fully integrate parking garages into structures



# Built Environment: Solutions and Implementation

## Gateway East District: Implementation

Change development regulations to ensure buildings built to street

Design and construct civic space

Design and construct pedestrian connections to Three Islands and Golden Isles Drive

Develop shared parking garages

Adjust bus transit service



# Built Environment: Solutions and Implementation

## Gateway West District

Driven by large lots adjacent to I-95 exit

Office or hotel use with I-95 access

Redevelopment of surface parking lots and one story commercial

Creates a physical gateway entrance to City

Possible linkage to Tri-rail



# Built Environment: Solutions and Implementation

## Gateway West District: Implementation

Increase density appropriately

Develop civic space

Adjust bus transit

Undertake streetscape improvements



# Built Environment: Solutions and Implementation

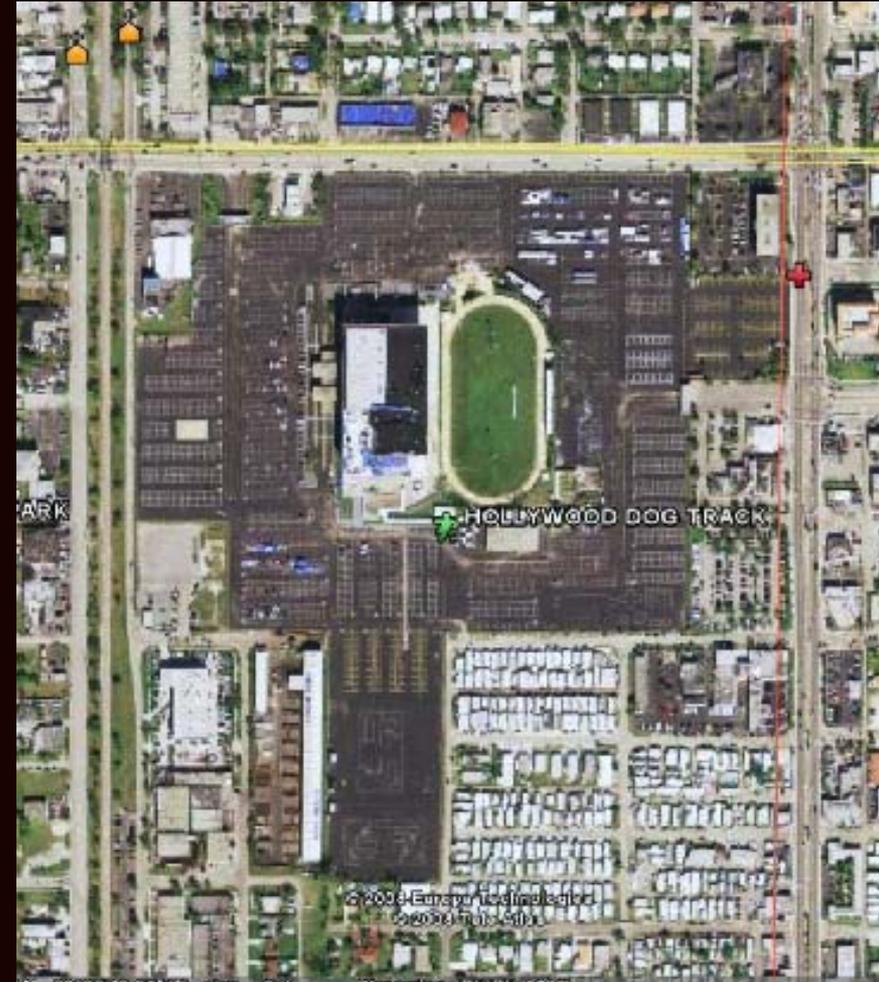
## Gateway North District

Focused around Mardi Gras casino redevelopment

Redevelopment of surface parking lots

Creates a physical gateway entrance to City

Foster Road connection across West Dixie Highway



# Built Environment: Solutions and Implementation

## Gateway North District: Implementation

Work with Mardi Gras property owners to create a master plan for their site responsive to City Master Plan criteria



# Built Environment: Solutions and Implementation

## Foster Road Neighborhood

Neighborhood scale, primarily medium density residential

Neighborhood accessory retail and restaurants

Centered around new Foster Road Heritage Park



# Built Environment: Solutions and Implementation

## Foster Road Neighborhood: Implementation

Design and construct Foster Road Heritage Park

Design and construct a catalyst medium density mixed-use project around park

Implement new “village” scale sidewalk and streetscape



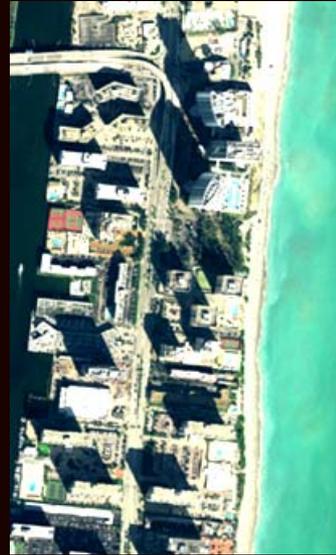
# Built Environment: Solutions and Implementation

## Oceanside Neighborhood

Supplement very high density exclusively residential development with small amount of neighborhood retail

Redevelop Beach Park as an environmental and civic space

Enhance pedestrian mobility



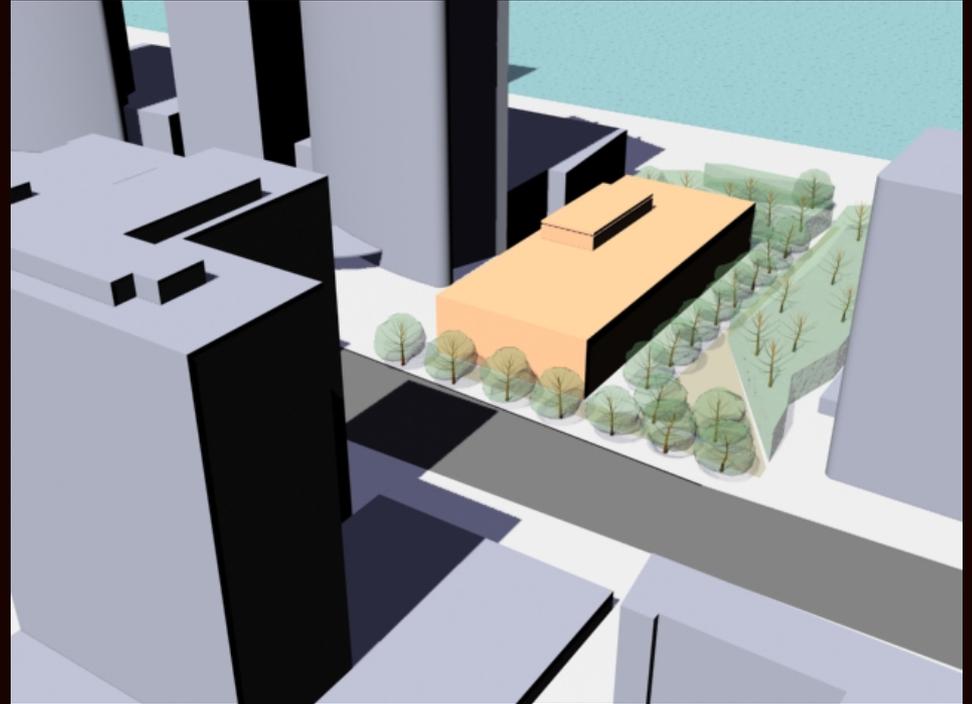
# Built Environment: Solutions and Implementation

## Oceanside Neighborhood: Implementation

Design and construct pedestrian improvements

Design and construct parking garage and retail

Design and construct park



# Built Environment: Challenges and Issues

## Streets and Sidewalks: Urban Design Function

Roadways and sidewalks frame adjacent vertical development

Taller buildings set back a proper width of sidewalk from street provide sense of enclosure

Roadway proportions need to be complementary to buildings – currently extensive space given to roadway, not enough to sidewalk



# Built Environment: Challenges and Issues

## Streets and Sidewalks: Pedestrian Mobility Function

Sidewalks too narrow to accommodate actual current use

Sidewalks too narrow to encourage or invite additional use

Lack of shade makes use very uncomfortable much of day

Need to respond to oil and gas prices by fostering much greater pedestrian activity, now a true transportation alternative.



# Built Environment: Solutions and Implementation

## Streets and Sidewalks: Classification System and Standards

Complete Streets: Should serve equally motorists, transit vehicles and riders, bicyclists, and pedestrians.

### Minimum widths

Corridor 20 feet

District 12 – 20 feet

Neighborhood 8 feet

Local 6 ft.

Canopy trees for shade throughout



# Built Environment: Solutions and Implementation

## Streets and Sidewalks: Canopy Street Trees: Benefits

### Aesthetic

Help provide frame and enclosure for street

Pleasant to look at



### Functional

Reduce energy costs

Mitigate heat island effect

Treat stormwater

Provide urban wildlife habitat

Absorb CO2

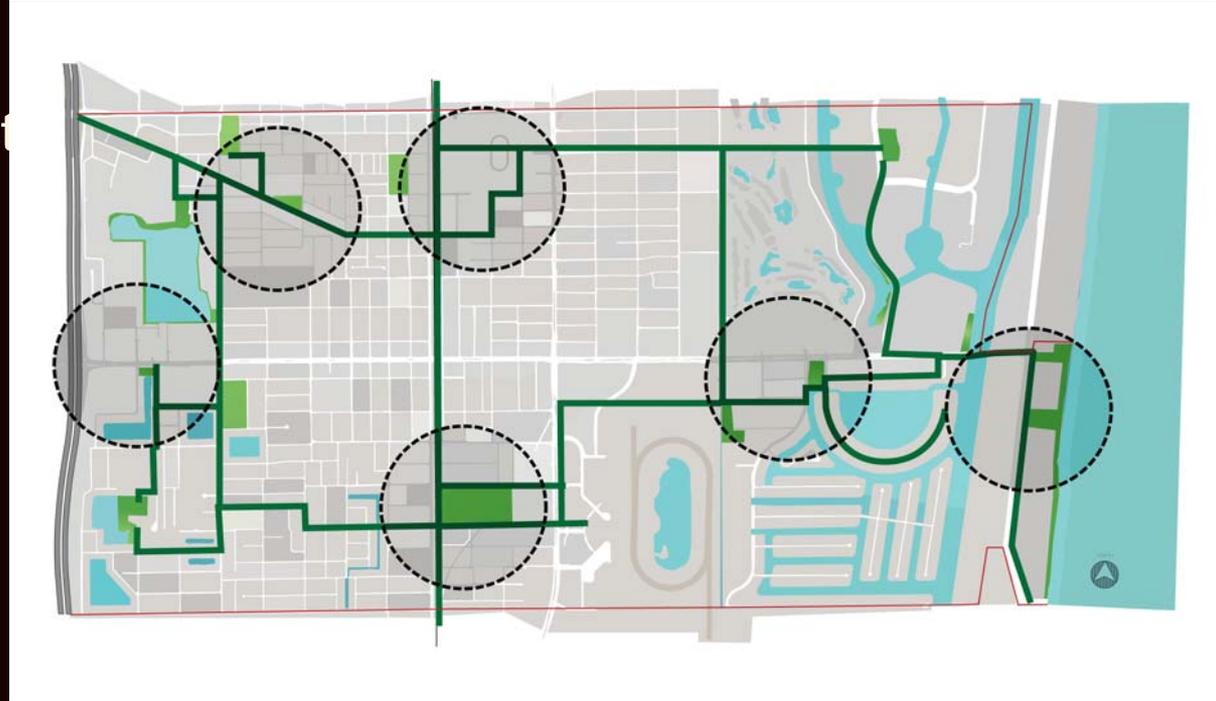


# Built Environment: Solutions and Implementation

## Streets and Sidewalks: Connectivity Function

Sidewalks and trails connect neighborhoods and districts

A larger network connects the whole city



# Built Environment: Solutions and Implementation

## Pedestrian Environment: Implementation

Adopt classification and standards system

Designate citywide network

Design and construct catalyst improvements

Require construction by adjacent development projects

Change street tree requirements from palm to shade trees on all streets



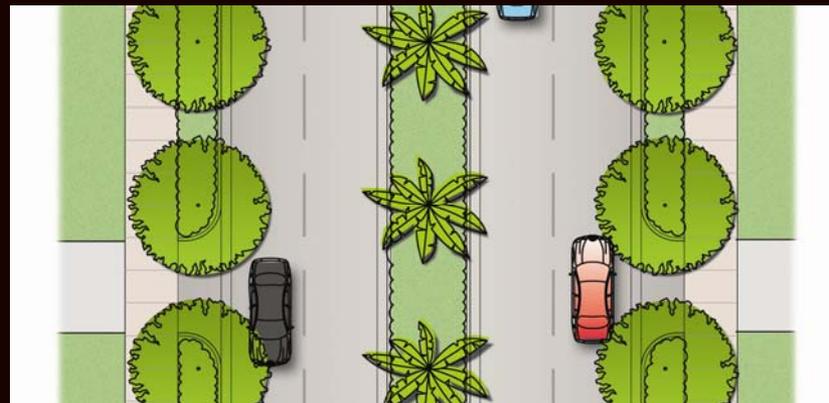
# Built Environment: Solutions and Implementation

## Pedestrian Environment: Complete Streets and Walkability



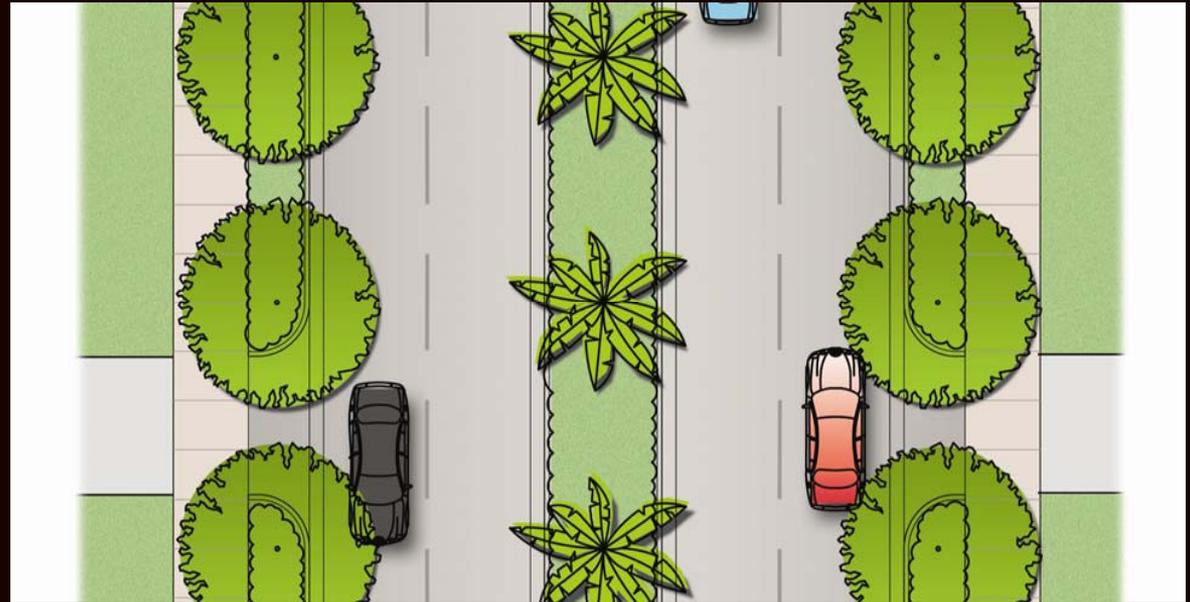
# Built Environment: Solutions and Implementation

## Streets and Sidewalks: AIA



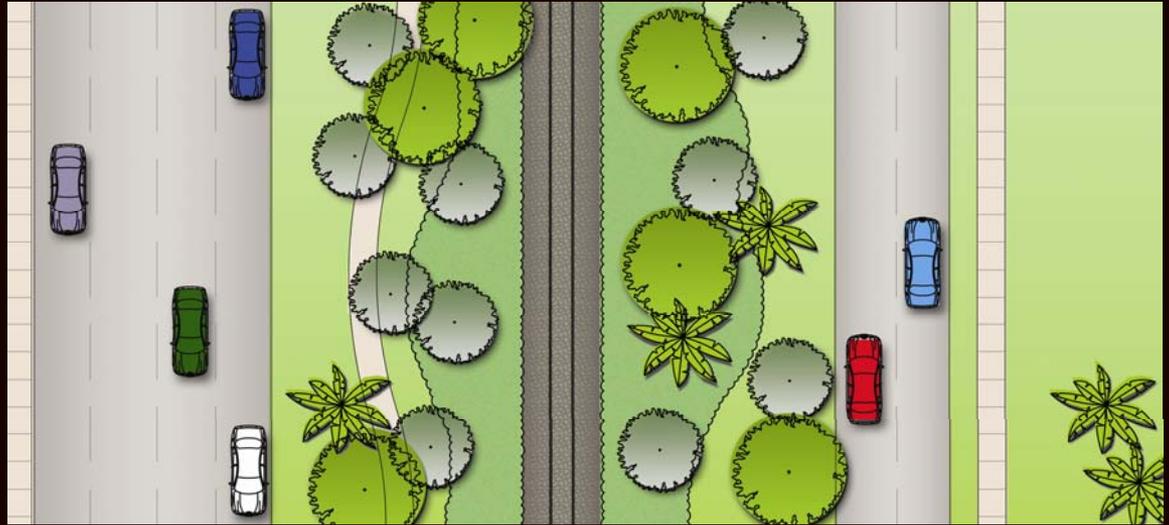
# Built Environment: Solutions and Implementation

## Streets and Sidewalks: Atlantic Shores Blvd.



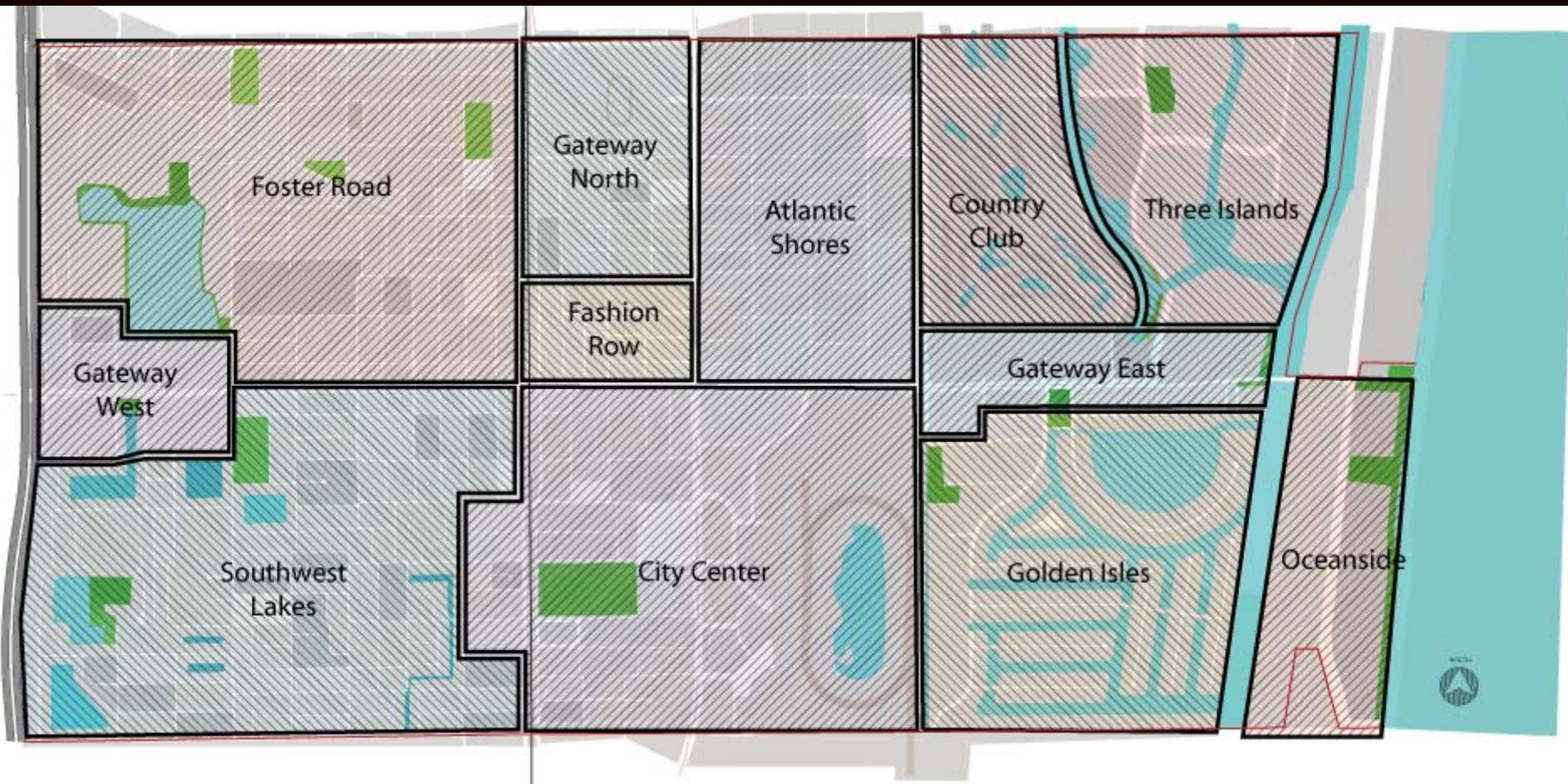
# Built Environment: Solutions and Implementation

## Streets and Sidewalks: FEC Greenway



# Built Environment: Solutions and Implementation

## Neighborhoods



# Built Environment: Solutions and Implementation

## Residential Neighborhood Enhancements

### Improvements

Sidewalks and trees

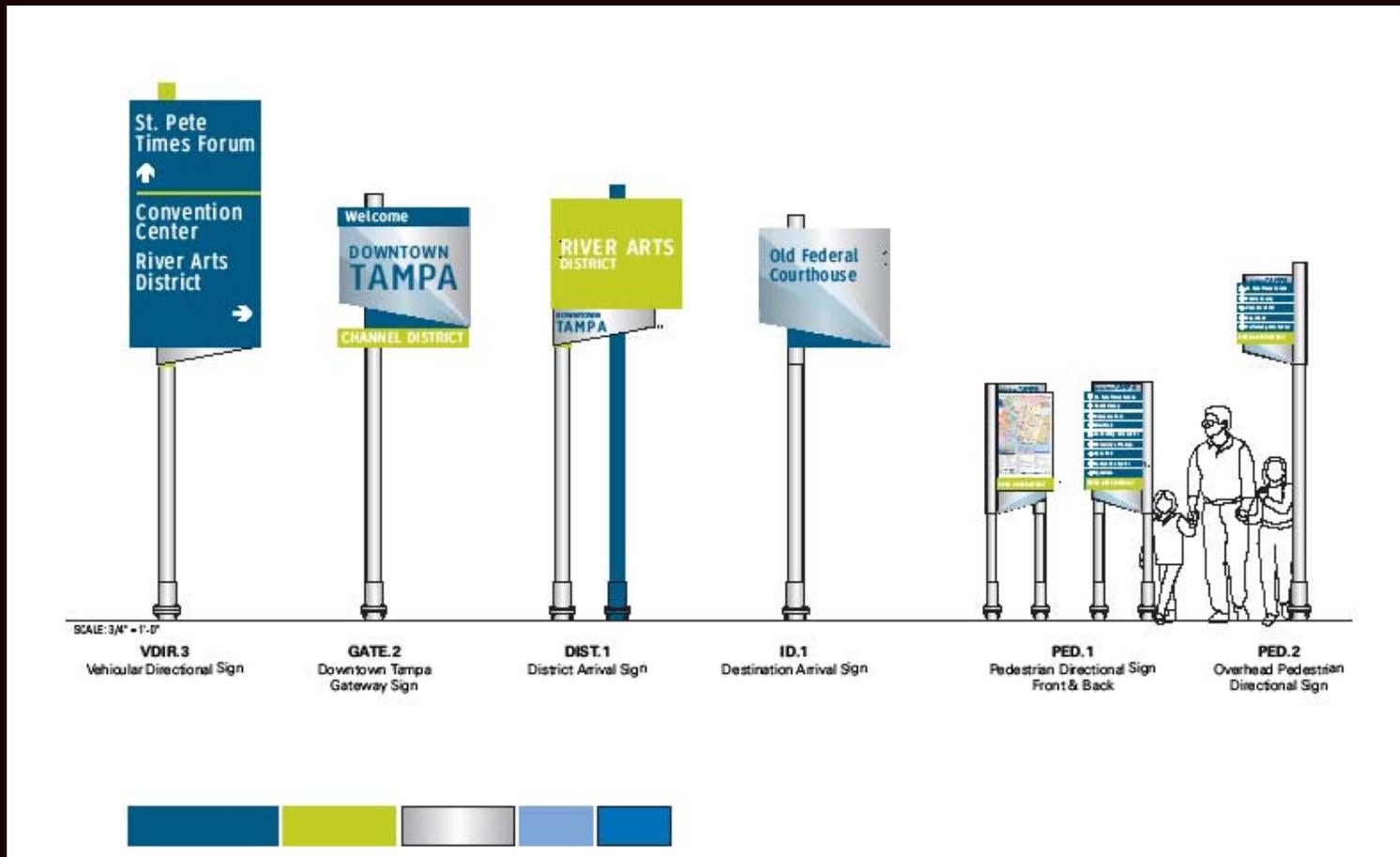
Identity markers

Neighborhood Gateways



# Built Environment: Solutions and Implementation

## Residential Neighborhood Enhancements: Wayfinding



# Natural Environment: Solutions and Implementation

## Natural Environment: New and Enhanced Areas

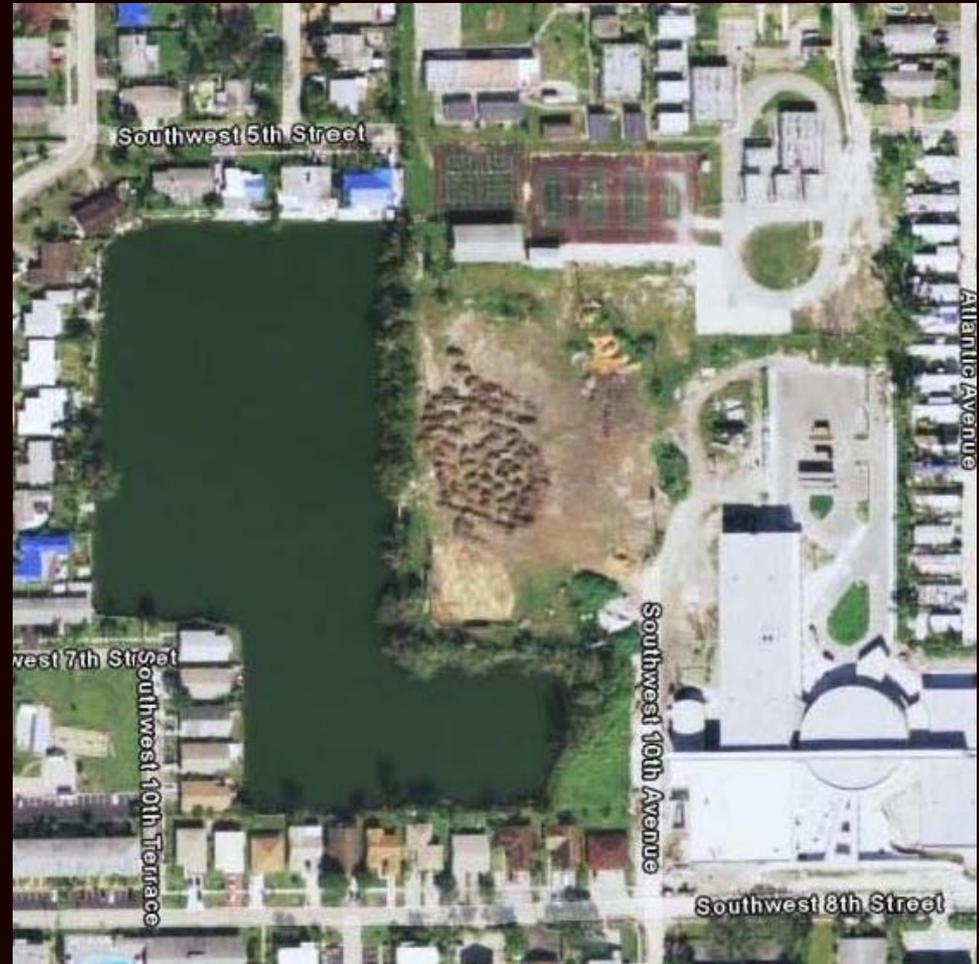


# Natural Environment: Solutions and Implementation

## New and Enhanced Areas: Chaves Lake

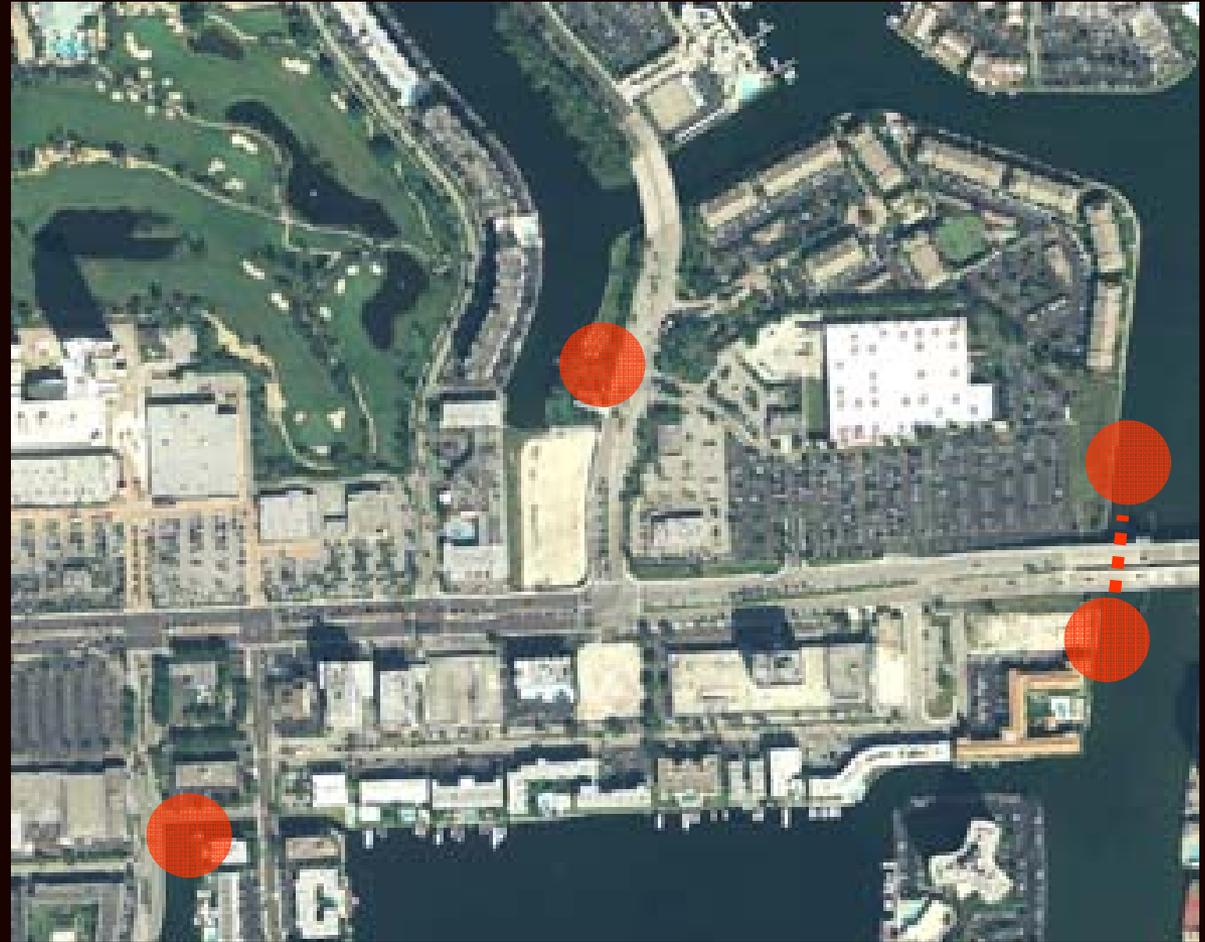


# Natural Environment: Solutions and Implementation Hallandale Elementary



# Natural Environment: Solutions and Implementation

## Enhanced Intracoastal Access



# Natural Environment: Solutions and Implementation

## Increased and Protected Citywide Tree Canopy



# Master Plan Implementation: Development Regulation and Policy Issues: Sustainability Considerations

Incorporate Sustainable Planning Elements

Enhance Natural Environment

Improve Surface Stormwater Treatment

Adopt Green Operations and Maintenance Policies



# Master Plan Implementation: Development Regulation and Policy Issues: Sustainability Considerations: Green Building Programs

## Florida Green Building Coalition

Statewide program, less ambitious targets

Currently more oriented towards new single-family suburban development

One level of certification



# Master Plan Implementation: Development Regulation and Policy Issues: Sustainability Considerations: Green Building Programs

## Leadership in Environmental and Energy Design

International program, more ambitious targets

Wider recognition meets more marketing and compliance objectives

Multiple certification levels



# Master Plan Implementation: Development Regulation and Policy Issues: Implementing Green Building Programs

Require certification of City facilities and facilities built with City funds

Require certification by use – commercial/residential/institutional buildings

Require certification by size – tie to level of certification

Incentives or bonuses for certification – zoning, density, tax incentives

Recognition and awards programs

# Master Plan Implementation: Development Regulation and Policy Challenges and Issues: Building Heights

## Residential

RM 18 45 ft. 4 stories

RM 25 85 ft. 8 stories

## **Commercial**

Business General 100 ft.

CCB 200

## Overlay Districts

Foster Road 25 ft.

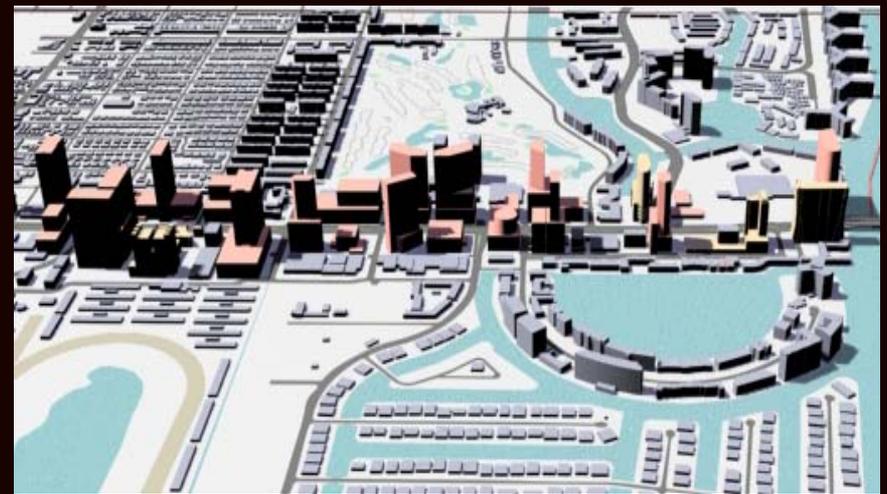
Pembroke 100 ft.

Fashion Row 25 ft.

N S Dixie 100 ft.

Planned Red. 350 ft.

PDD 450 ft.



# Master Plan Implementation: Development Regulation and Policy Challenges and Issues: Building Heights

Developers generally want taller buildings to maximize views and financial return

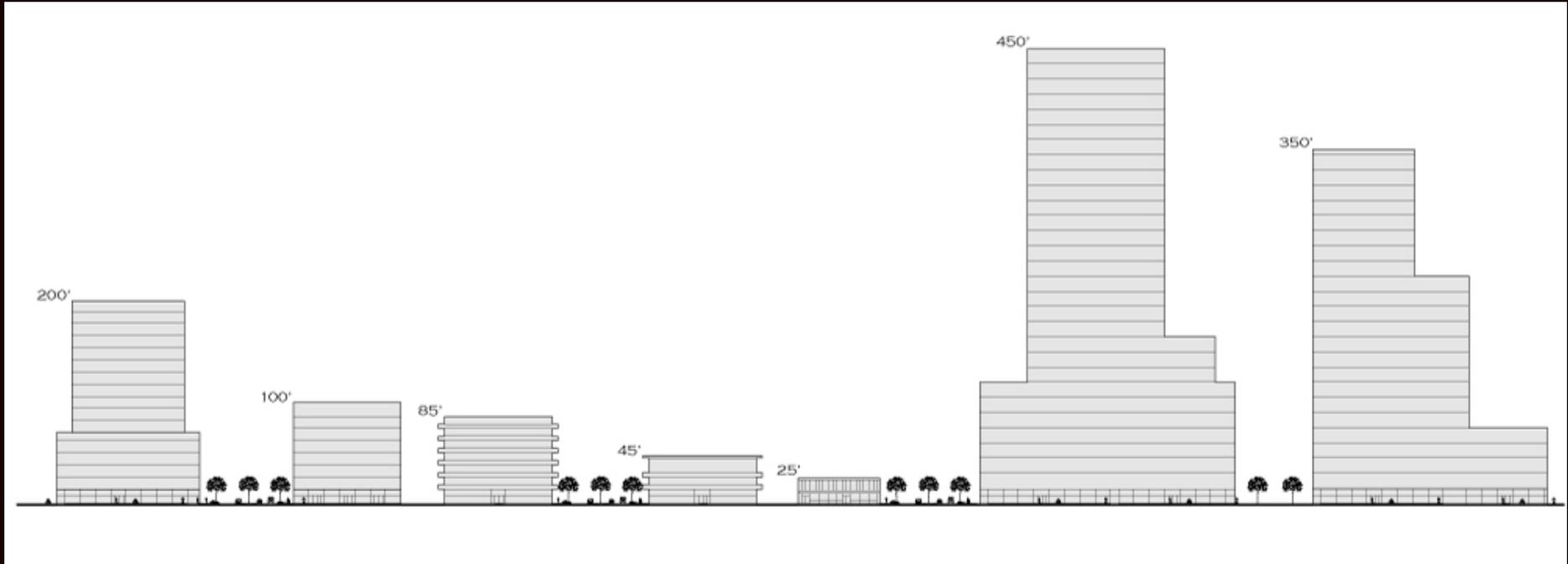
Public generally favors shorter buildings due to view and traffic concerns.

Taller buildings may use up demand leaving other parcels vacant for a longer period

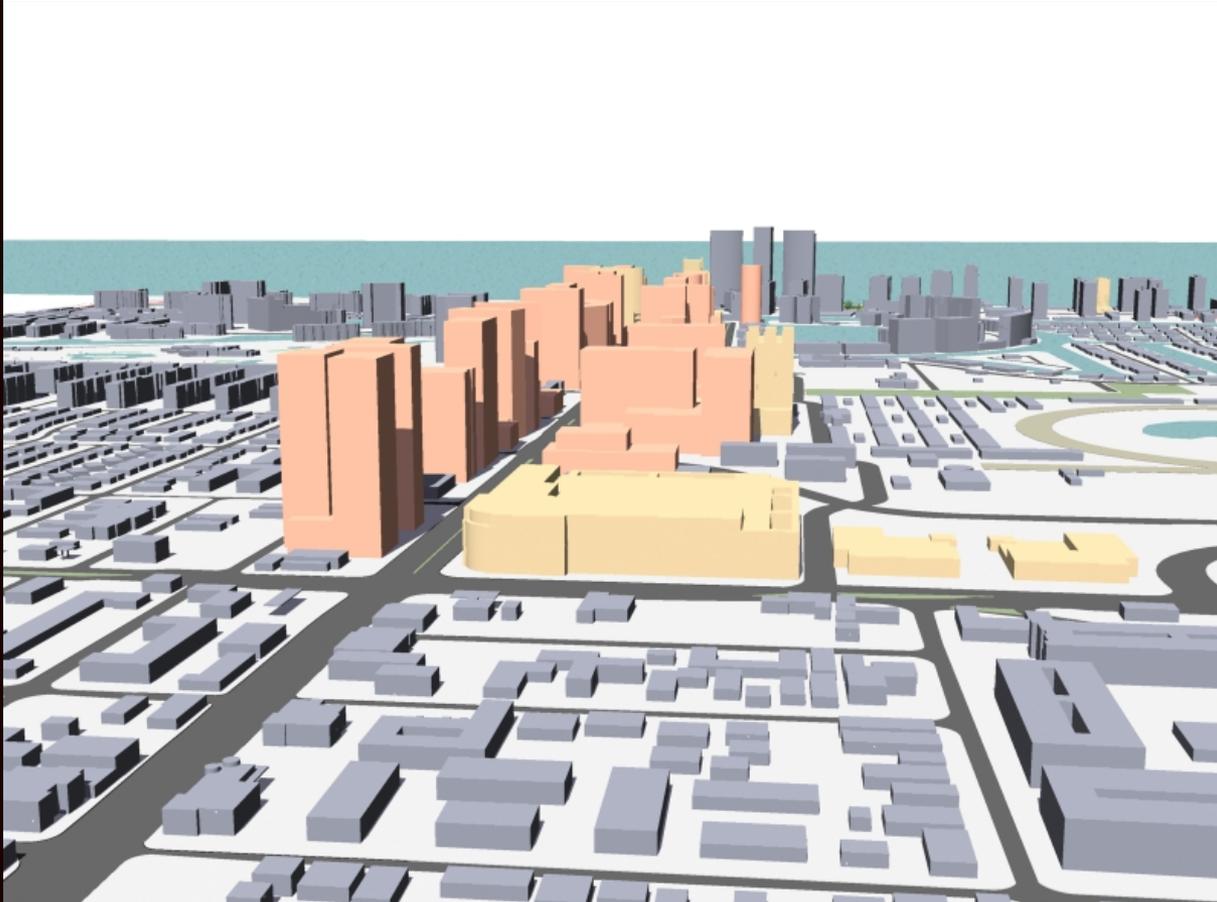
Design is key – shorter buildings may feel just as massive and unwelcoming at street level unless designed well

Most areas of city are currently underbuilt, would benefit from higher density and somewhat taller structures, but not anywhere near the higher level heights

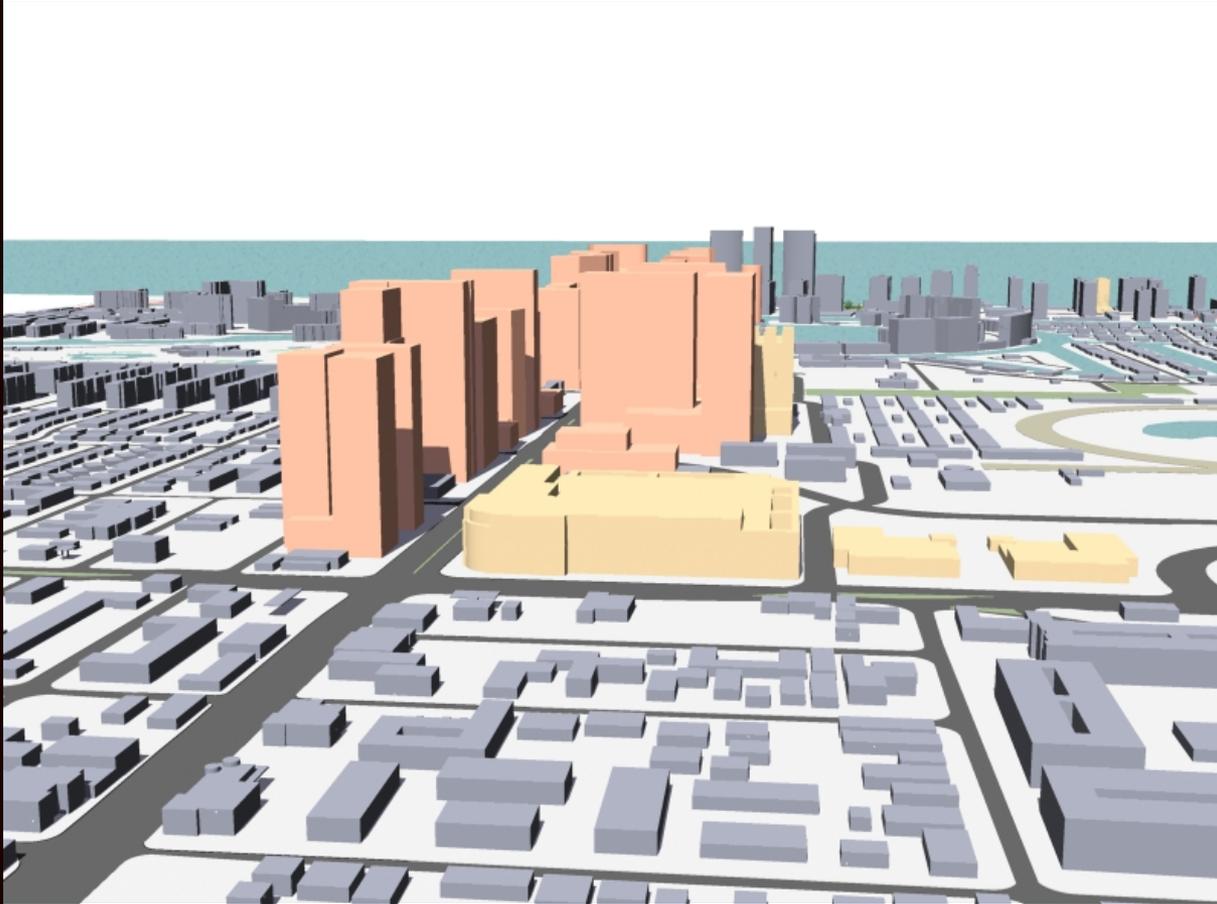
# Master Plan Implementation: Development Regulation and Policy Issues: Building Heights



# Master Plan Implementation: Development Regulation and Policy Issues: 350 foot heights



# Master Plan Implementation: Development Regulation and Policy Issues: 450 foot heights



# Master Plan Implementation: Development Regulation and Policy Issues: 350 foot heights



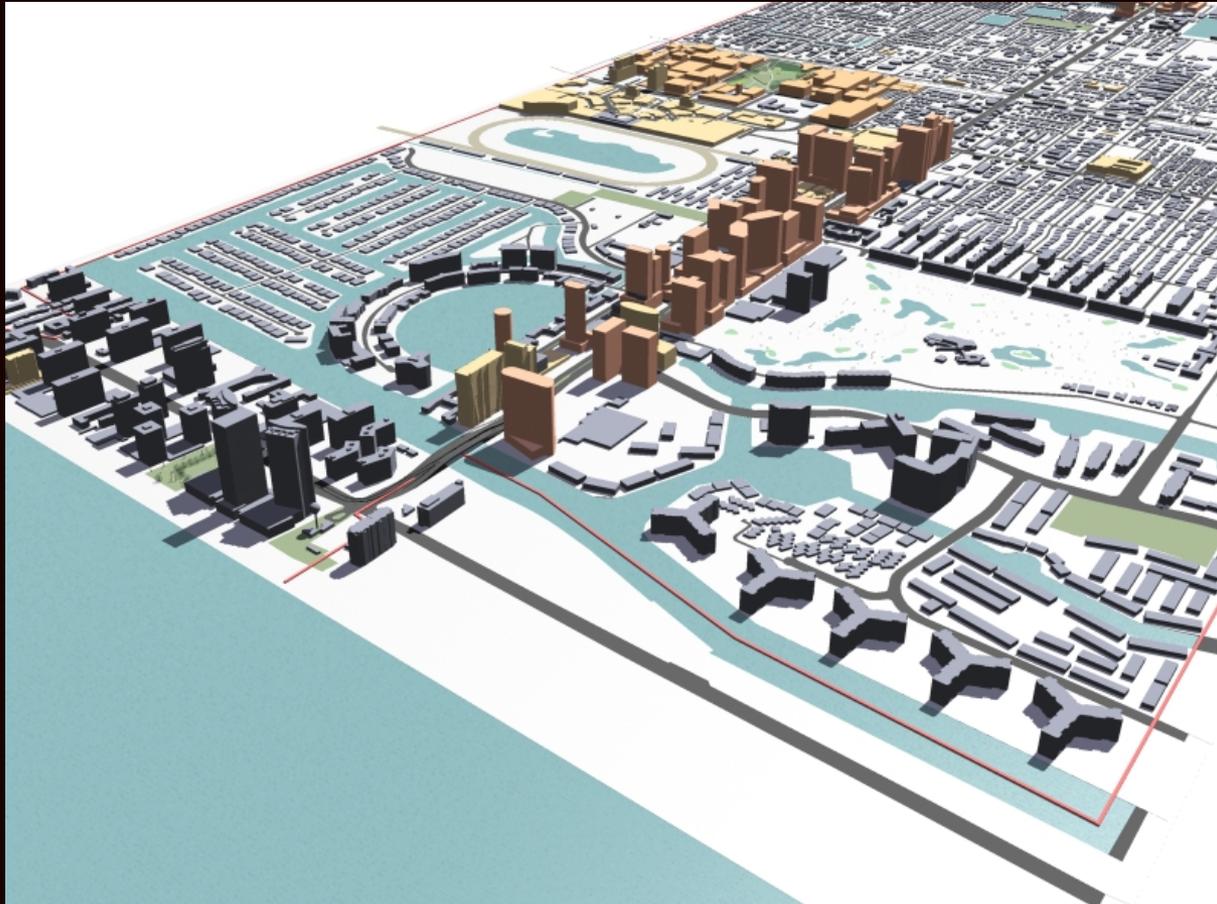
# Master Plan Implementation: Development Regulation and Policy Issues: 450 foot heights



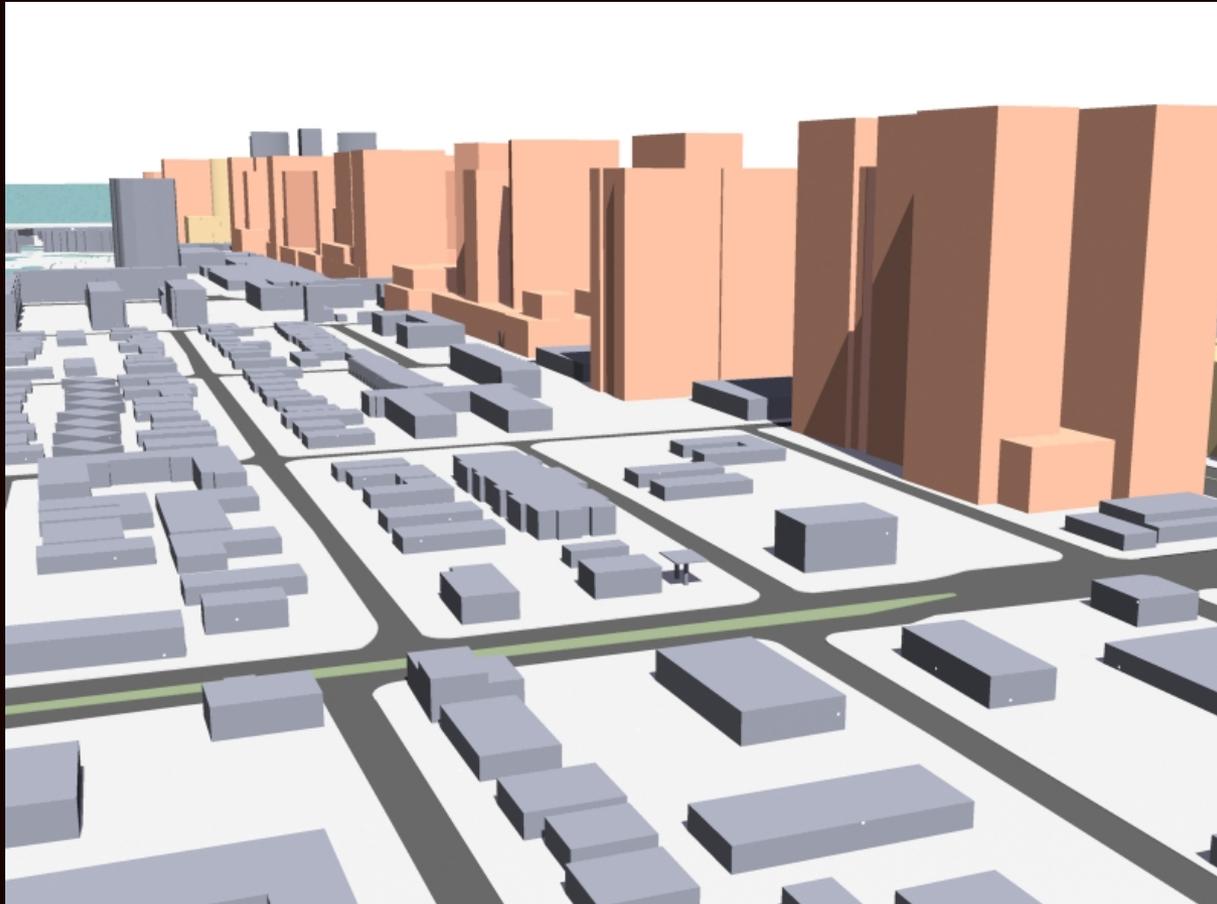
# Master Plan Implementation: Development Regulation and Policy Issues: 350 foot heights



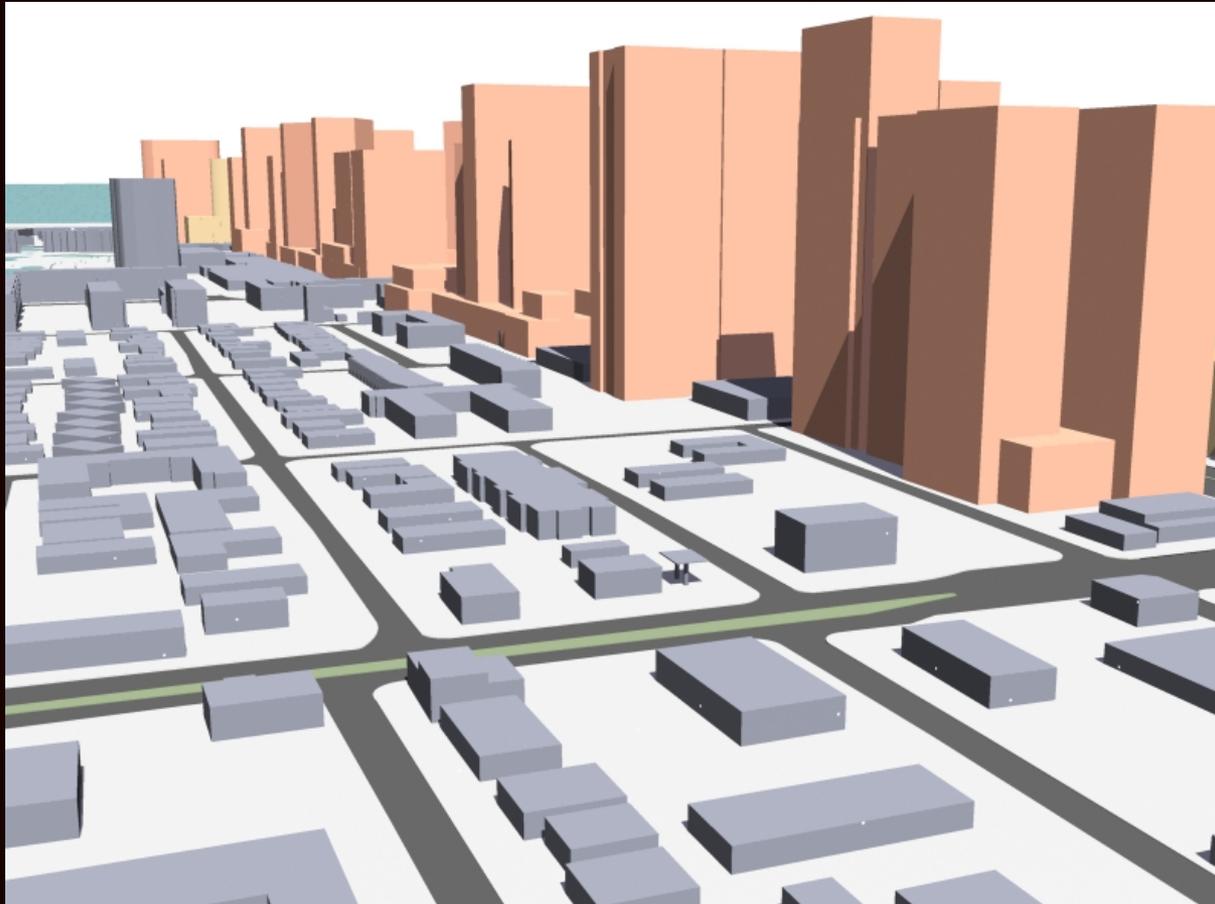
# Master Plan Implementation: Development Regulation and Policy Issues: 450 foot heights



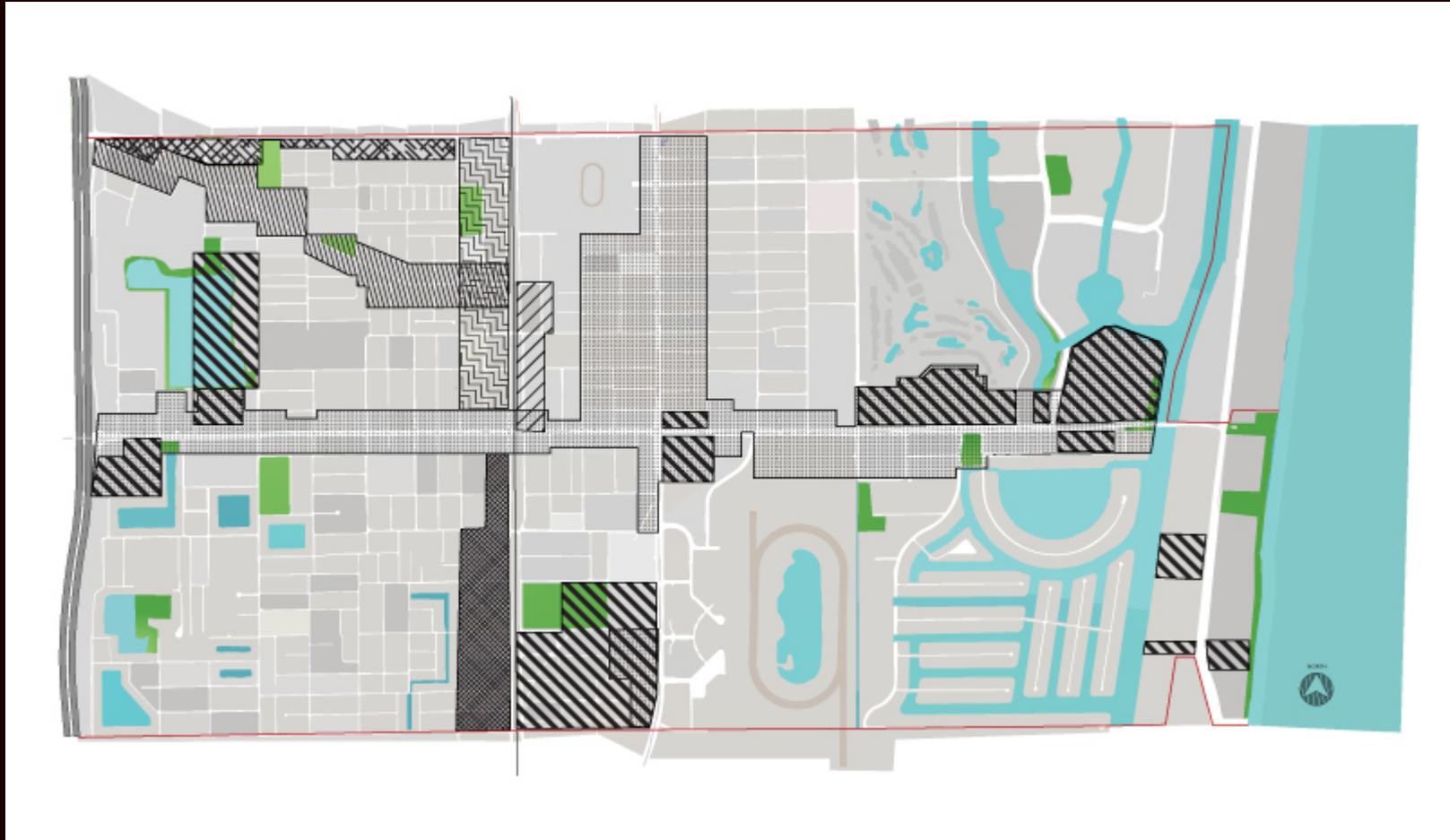
# Master Plan Implementation: Development Regulation and Policy Issues: 350 foot heights



# Master Plan Implementation: Development Regulation and Policy Issues: 450 foot heights



# Master Plan Implementation: Development Regulation and Policy Issues: Overlay Districts



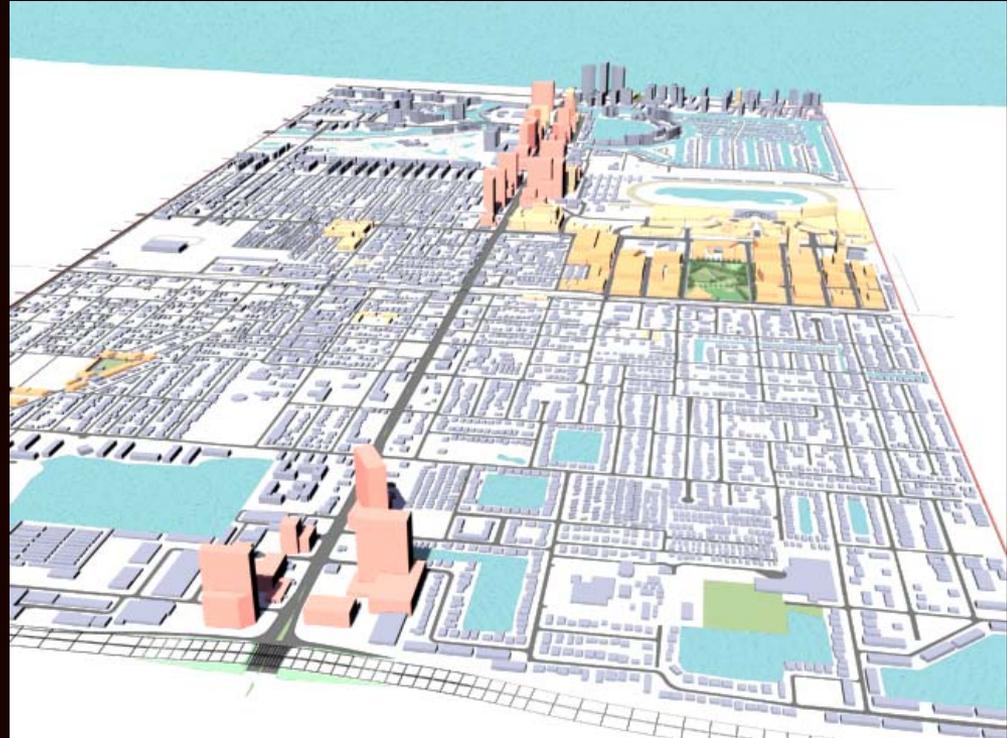
# Master Plan Implementation: Development Regulation and Policy Issues: General Recommendations

Consolidate Overlay Districts – Include Unique Elements Only

Remove Height Bonuses

Create a Design Review Board

Create A Transit Oriented Development District at Town Center



# Flex & Reserve Units

- ▶ **Flex Unit** - the difference between the number of dwelling units permitted within a flexibility zone by the Broward County Land Use Plan and the number of dwelling units permitted within the flexibility zone by a local government's certified future land use plan map.

# Flex & Reserve Units

- ▶ **Reserve Unit** – additional permitted dwelling units equal to two percent (2%) of the total number of dwelling units permitted within a flexibility zone by the Broward County Land Use Plan.

# Flex Zones

- ▶ City is divided into 2 Flex Zones
  1. Zone 93 – Area east of the FEC Railroad
    1. Flex Units = 1,348 (832 with applications pending) units
    2. Reserve Units = 0 units
  2. Zone 94 – Area west of FEC Railroad
    1. Flex Units = 0 units
    2. Reserve Units = 77 (54 with applications pending) units

# Flex Zone 93

- ▶ 1,348 (832 with applications pending) units available.
- ▶ Provides for the ability to develop mixed use along commercial corridors.
- ▶ Ability to recapture some units through land use plan amendments in limited cases.

# Flex Zone 94

- ▶ No Flex Units available.
- ▶ Limited Reserve Units.
- ▶ Limited number of large scale commercial sites for mixed use development.
- ▶ Limited ability to transfer flex units – only permitted for Affordable Units.

# Broward County Rule 8.4

“A unit of local government may transfer available "flexibility" and/or "reserve" units to facilitate the development of affordable housing from another standard flexibility zone within the unit of local government regardless of whether flexibility or reserve units are available within the standard flexibility zone in which the affordable housing is to be located.

Bonus density units allocated for affordable housing shall not be "sold" to, or be conditioned upon (other than fees or dedications necessary to maintain adopted levels of service) the receipt of financial or material gain from, the applicant/developer by the applicable jurisdiction.”