

02 | Vision and Guiding Principles

In undertaking the Hallandale Beach Citywide Master Plan, EDAW was guided by a number of basic principles that are common to the smart growth, new urbanist, traditional neighborhood development, and similar planning frameworks. These principles are reinforced by the City’s Vision statement for the Master Plan:

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

The guiding principles outlined below are applied in concert to create an overlapping synergy of positive results.

Mixed-use development fosters walkability.



Tree canopy is a key element of sustainability.

1. Create a vibrant atmosphere

The City desires to exhibit a sense of activity and excitement with people walking the streets, eating at outdoor cafes, entering shops and restaurants, and utilizing parks and recreation fields. Good design of buildings and public places, as well as proper programming of special events and activities, are key to achieving vibrancy.

2. Foster mixed-use development:

A mix of shops, offices, apartments, and homes within a walkable distance confers tremendous economic and environmental benefits. Mixed-use can be achieved within neighborhoods, blocks, and even individual buildings, and contributes to a high degree of diversity of people, income, and housing which further strengthens cultural and economic vibrancy.

Outdoor cafes add liveliness.



3. Create a more sustainable urban environment

As global warming and other negative environmental impacts intensify, it becomes even more important to address climate change concerns and overall environmental impact through good planning. Reducing carbon emissions through more efficient transportation and buildings is key, as is a healthy respect for functioning natural systems. Planning for water efficiency and improved stormwater treatment are also critical in South Florida.

Sustainable stormwater capture system.



4. Develop a pedestrian-oriented urban environment

Encouraging and accommodating increased pedestrian activity through the provision of wider sidewalks and street trees contributes to vibrancy, sustainability, and community health. Pedestrian function needs to be given equal consideration and space as vehicular function. Pedestrian connections to transit connections become increasingly important as fuel costs rise. Welcoming building facades built to a continuous street frontage further set the stage for pedestrian activity and sense of place.

Gateway features reinforce sense of place.



5. Enhance community character and sense of place

Showcasing the City's history and unique assets helps differentiate it from the general sprawl of South Florida. Gateway features identify neighborhoods within the City in a way that contributes to a stronger citywide image. The provision of public spaces that promote civic interaction foster a stronger feeling of community among residents.

Careful application of these and other relevant planning principles and strategies will ensure substantial progress towards the vision of recasting the City of Hallandale Beach as a successful and desirable urban environment.