

## 05 | Initiatives and Implementation: Built Environment



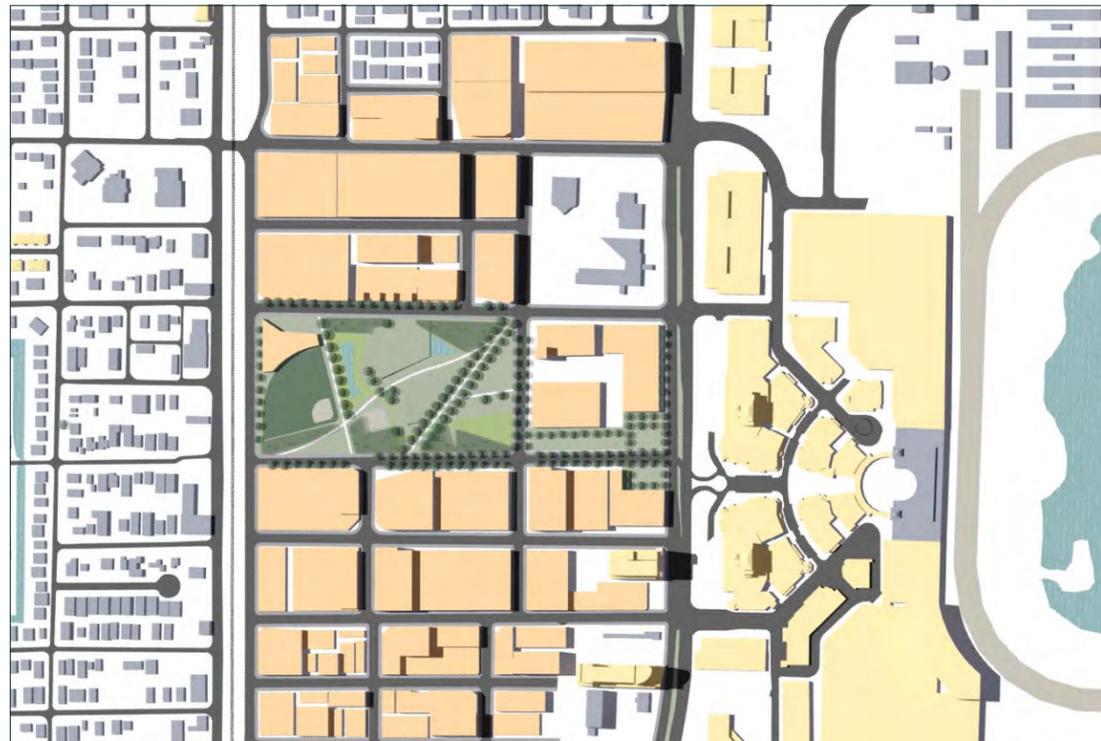
Three dimensional model view of Town Center.

### Hallandale Beach Town Center

The City has historically lacked a “downtown” or recognized center of economic and civic activity. The highest residential concentration has been found in the beachfront towers along AIA while the highest commercial density has been the strip malls and office buildings along east Hallandale Beach Boulevard.

Perhaps the single most important Master Plan initiative is the proposed creation of a new primary mixed-use Town Center around a new Bluesten Park anchored by Government Center, Gulfstream Village, and a future South Florida Regional Transportation Authority (SFRTA) commuter rail station on the FEC corridor. The Town Center will build upon the private sector retail center being created at the Village of Gulfstream Park, as well as the existing government and civic complex. The Town Center will include redeveloped Hallandale Beach Blvd. and Federal Highway intersection properties, new mixed-use 4 to 5 story buildings facing the park, higher density buildings on the west side of Dixie Highway around the future SFTRA stop, and the extension of the western two blocks of S.E. 2nd Street east to N.E. 14th Avenue as a new axis for redevelopment. The new Hallandale Beach Town Center Park will serve as a focal point for the surrounding new development. The park will be urban rather than suburban in design, with passive uses and spaces emphasized over recreational fields, and will serve as a major green space for the City, providing shared civic space for everyday use, special events, and weekly activities like a farmers market.

Park, building type, and character images.



Plan view of Hallandale Beach Town Center.



Model views of Hallandale Beach Town Center.

**Implementation**

**Policy and Regulations:**

Change blocks adjacent to park from low to medium density mixed-use.

Change blocks around future SFRTA stop to medium plus density mixed-use.

Change the area south of Bluesten Park to limit commercial to blocks fronting Federal Highway.

Require future phase of Gulfstream Village to be built to SE 2nd St.

Design standards for hedges, planting strips, and small planting areas are more typical of suburban commercial applications and should be de-emphasized. Green space should be aggregated to accommodate trees rather than small areas of ornamental vegetation and sidewalks should extend to buildings.

Emphasize the use of canopy trees as street trees with palms used as accents.

Aggressively support SFRTA FEC line development.

Create a Regional Activity Center with focus on transit oriented development.

Utilize development agreements to reconfigure south side of SE7th Street as urban design connection to Gulfstream Village.

**Capital Improvements:**

Design and construct Town Center Park.

Construct SE 2nd Street with 15 – 20 ft. sidewalks and canopy trees to accommodate pedestrians and outdoor cafes.

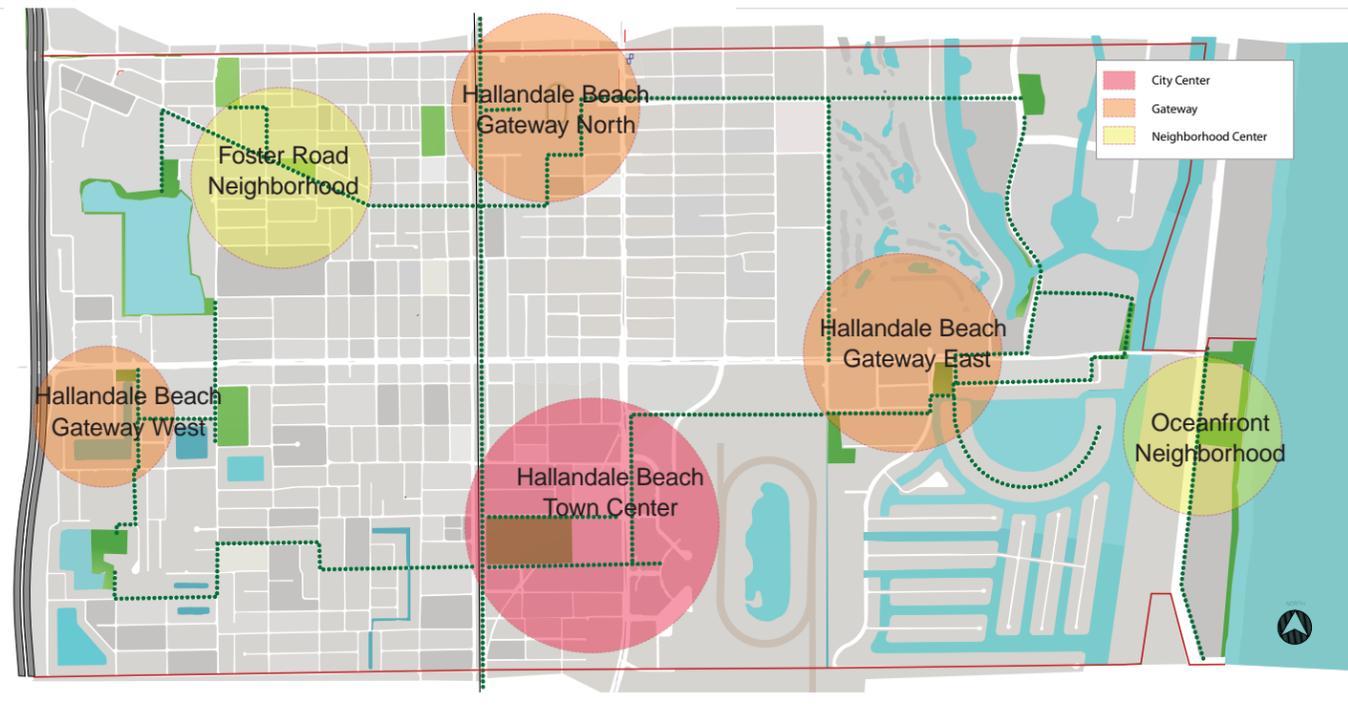
Construct SE 5th and 7th Streets with 15 – 20 foot wide sidewalks and canopy street trees to accommodate pedestrians and outdoor cafes.

### Mixed-Use District and Neighborhood Centers

In addition to the creation of a Town Center for the whole City, there is a need to develop mixed-use centers of redevelopment in appropriate sub-areas of the City to provide a focal point for redevelopment as well as walkable access to residents. These Centers will concentrate density into defined, walkable mixed-use areas centered around civic/park space, serviced by fully integrated, shared parking structures, and linked to adjacent residential areas by walkable streets, greenways, and local circulator bus transit

Three District Level Centers are proposed: Hallandale Beach Gateway East, Hallandale Beach Gateway West, and Hallandale Beach Gateway North. Hallandale Beach Gateway East builds on the existing concentration of commercial uses along East Hallandale Beach Boulevard. Most of the properties in this area are one-story buildings separated by surface parking lots from the street. The primary strategy will be to redevelop these properties into mixed-use developments with a significant residential element.

Hallandale Beach Gateway West will also be based on the redevelopment of one-story commercial property with surface parking directly adjacent to I-95 which will remain a primary transportation conduit even as vehicular alternatives are developed. Gateway West will create substantially higher density that can be accessed directly at the I-95 exit. It will be mixed-use, but will favor office and hotel use similar to that seen at I-95 Broward interchanges like Cypress Creek.



Proposed Town, District, and Neighborhood Centers.

The redevelopment of Hallandale Beach Gateway North is primarily driven by the availability of the Mardi Gras casino site, the largest redevelopment site in the City. The site can accommodate both a substantial expansion of casino facilities as well as new major hotel, office, residential and retail development.

In addition to the District centers, there are two opportunities for smaller scale Neighborhood Centers, Foster Road and Hallandale Beach Oceanfront.

Foster Road, the historic center of the City's African American community, has suffered from a disproportionate level of blight and disinvestment. A neighborhood scale redevelopment along

Foster Road at Foster Park consisting of 3 and 4 story residential buildings with limited ground floor neighborhood retail use will provide a catalyst for redevelopment of the larger neighborhood.

The Oceanfront neighborhood along AIA hosts a very high level of residential density in the form of condominium and apartment towers with very limited retail, all of which is contained within the base of the buildings with little street exposure. The construction of a parking facility with ground floor neighborhood retail at Oceanfront Park will provide a small neighborhood mixed-use focal point.

Implementation strategies for each of the 5 District and Neighborhood Centers including Policy and Regulatory and Capital Improvement elements are described in the following pages.

Building type and character images.



Plan view of Hallandale Beach Boulevard Gateway East.



Model views of Hallandale Beach Boulevard Gateway East.

## Hallandale Beach Gateway East Implementation

### Policy and Regulations:

Require parking garages to be fully integrated into structures and completely encased with liner buildings or facades, with no aspects of garage usage visible from the street.

Require sidewalk widths to be of a scale appropriate to width of street and height of buildings.

Create a continuous street frontage building line by encouraging outparcel development that begins to establish a continuous street line frontage, and by requiring that any renovation of an existing property meet the current standard of extending to a front build-to line at the street.

### Capital Improvements:

Design and construct new Hallandale Beach Gateway East Park and Plaza.

Design and construct Golden Isles Drive and Three Islands Boulevard Pedestrian Streetscapes to create walkable links from the high density residential areas to the north and south to retail and other uses on Hallandale Beach Blvd.

### Hallandale Beach Gateway West Implementation

#### Policy and Regulations:

Broaden the mix of permitted uses to attract regional office and hotel uses by changing the industrial zoning on the north side of the street to general commercial.

Attract a new business class hotel through site marketing and advertising.

Provide bus service to Tri-Rail stations.

#### Capital Improvements:

Work to have developers build large shared parking garages to capture traffic directly off I-95 allowing vehicular access while limiting additional cars added to city streets.

Create a small waterfront park and plaza area on the south side of Hallandale Beach Boulevard between SW 10th Terrace and SW 10th Avenue.

Create safe and well-defined crosswalks across Hallandale Beach Boulevard linked to pedestrian design features.

*Building type and character images.*



*Hallandale Beach Gateway West model views.*



*Plan view of Hallandale Beach Gateway West.*

Park, building type, and character images.



Plan view of Hallandale Beach Gateway North.



Model views of Hallandale Beach Gateway North.

## Hallandale Beach Gateway North Implementation

### Policy and Regulations:

Work closely with Mardi Gras owners to fully realize the mixed-use and urban design potential of the site.

Work with Mardi Gras property owners to achieve through a development agreement the implementation of a new street grid that creates a strong urban design on the site and links it to the Foster Road and Atlantic Shores neighborhoods.

Through a development agreement, require the creation of a park with greenspace and civic elements.

Designate the area as part of a Regional Activity Center that includes Town Center area.

### Capital Improvements:

Reconstruct Atlantic Shores Boulevard to the east to improve safety, stormwater treatment, and appearance, and to provide a strong pedestrian link to the Atlantic Shores neighborhood.

Construct a new street crossing at NE 5th Street to link the Foster Road neighborhood to the eastern part of the city.

## Foster Road Neighborhood Center Implementation

### Policy and Regulations:

Identify opportunities to partner with community development institutions to create catalyst neighborhood scale mixed-use projects and micro-employment incubation spaces.

Change land use and zoning along central Foster Road from existing commercial to residential or mixed-use residential with ground floor neighborhood accessory commercial.

### Capital Improvements:

Design and construct Foster Park as a formal park and civic space with community heritage features.

Design and construct Foster Road streetscape to widen sidewalks, put utilities underground, and plant canopy street trees to achieve urban village setting.

Create pedestrian linkage to planned Chaves Lake park.

*Park, building type, and character images.*

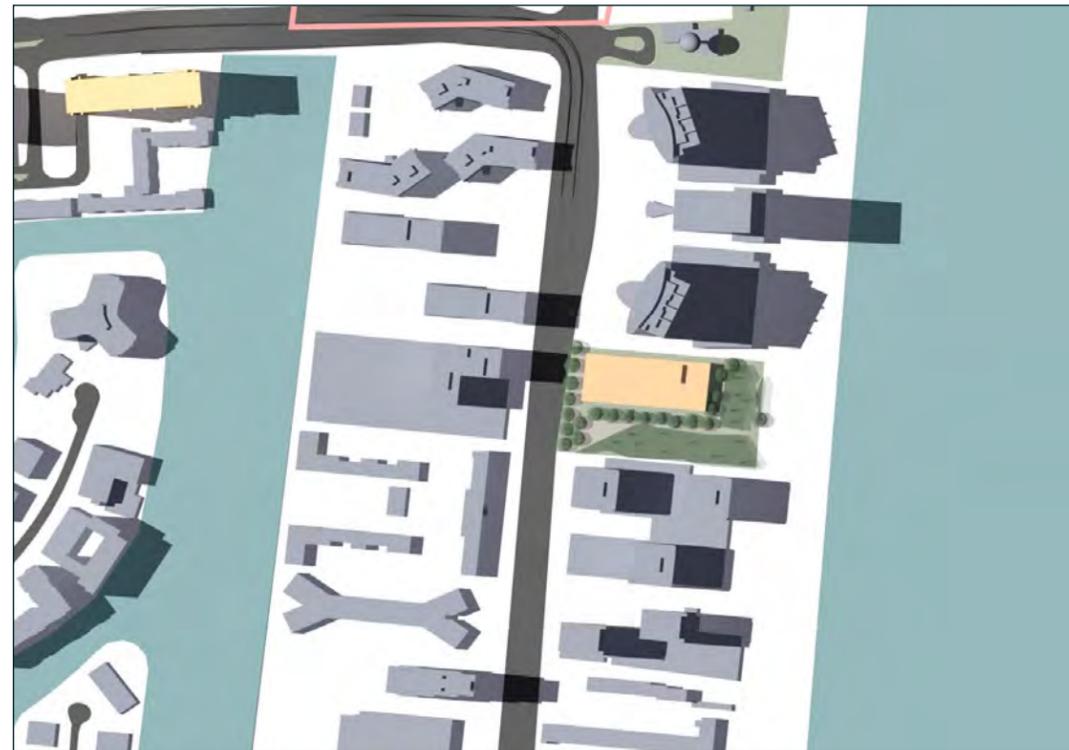


*Foster Road Neighborhood model views.*

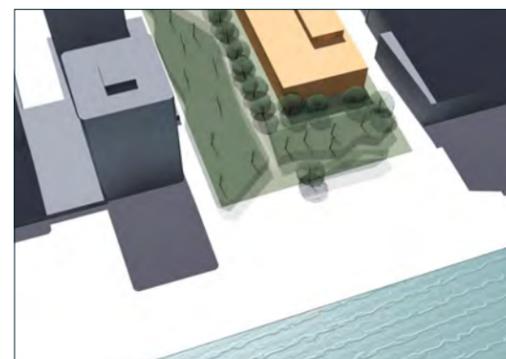


*Plan view of Foster Road Neighborhood.*

Park, building type, and character images.



Plan view of Oceanfront Neighborhood Center.



Model views of Oceanfront Neighborhood Center.

## Hallandale Beach Oceanfront Neighborhood Center Implementation

### Policy and Regulations:

Revise sign regulations and provide incentives to encourage visibility and access from the street to existing neighborhood retail.

Explore possibility of allowing development of very small scale neighborhood focused commercial space.

Allow buffered and maintained outdoor eating areas adjacent to permitted restaurants to encourage pedestrian activity and sense of place.

### Capital Improvements:

Design and construct Beach Park garage with smaller footprint than existing lot and small-scale neighborhood retail space on ground floor.

Improve Beach Park to provide natural areas with native plantings.

Improve pedestrian function and safety by widening sidewalks along AIA and enhance crosswalks across AIA.

Explore possibility of obtaining easements to add landscaping along AIA.

### Residential Neighborhood Enhancements

A number of efforts can be undertaken to strengthen the primarily residential neighborhoods of the City, including Atlantic Shores, Foster Road, Three Islands, Golden Isles, and Southwest Lakes, in order to enhance property values, quality of life, and sense of community. Neighborhood identity features can highlight the individual neighborhoods while reflecting the overall City identity and also serve a citywide wayfinding function. More effective code enforcement can maintain and improve property values. Infrastructure improvements strengthen neighborhoods at a core level.

### Implementation

#### Policy and Regulations:

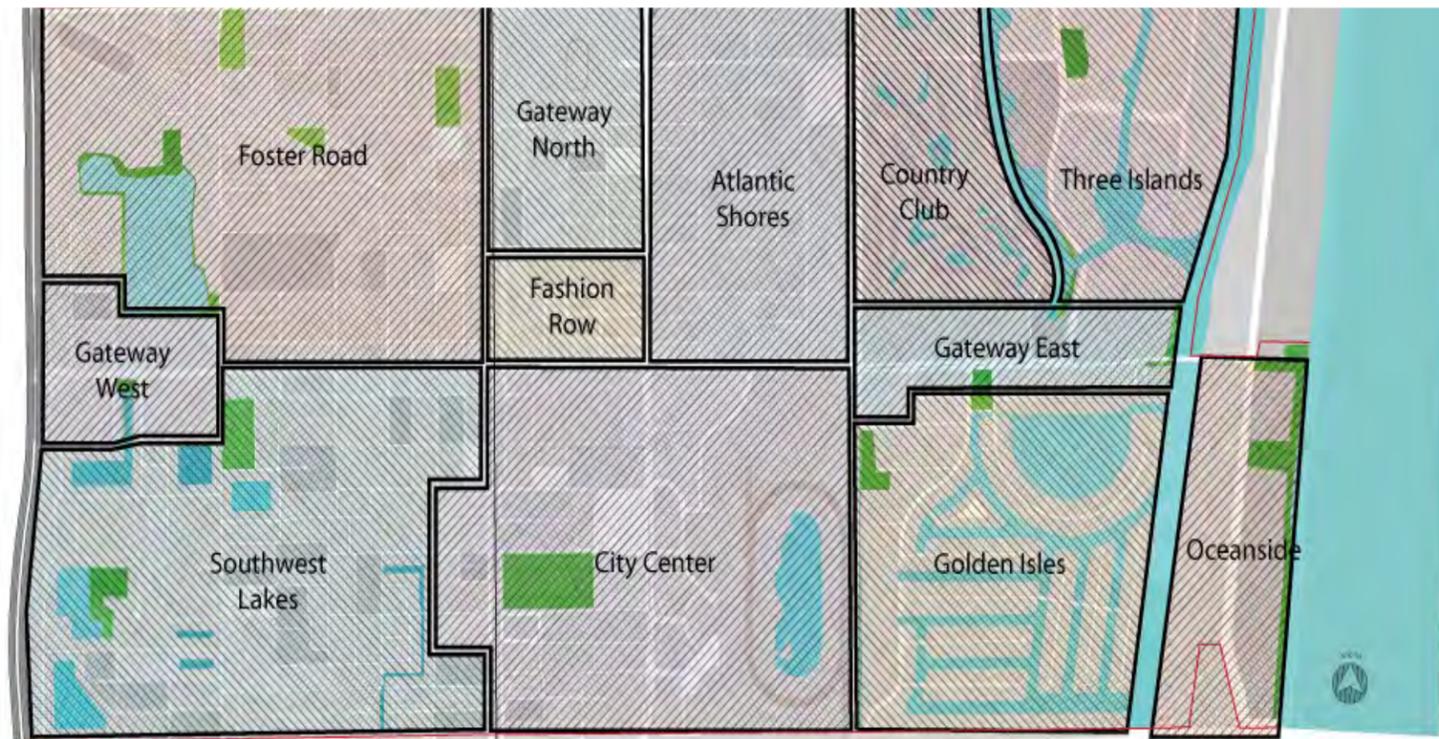
Improve code enforcement related to maintenance.

#### Capital Improvements:

Design and construct neighborhood identity signage or features in each identified neighborhood using a design with the neighborhood name and a common City of Hallandale Beach design element

Undertake infrastructure improvements such as distinctive street signs, lighting, sidewalks, street paving.

Consider implementing a Citywide identity and wayfinding signage project.



City of Hallandale Beach Neighborhoods.



Sample wayfinding and identity signage.

## Pedestrian Infrastructure Enhancements

The City's pedestrian infrastructure is seriously inadequate and needs to be strengthened with a citywide network of strong and comfortable pedestrian connections. Every street in the city should have a sidewalk on a least one side of the street. In keeping with the increasing transportation regulatory requirements of "Complete Streets" roadways should equally serve vehicles, buses, bicyclists and pedestrians. As the price of gas continues to increase and climate change worsens, accommodating pedestrians is becoming a paramount need for all cities.



*Narrow, unshaded sidewalks adjacent to traffic can be unpleasant to use.*



*Wider sidewalks offer shade above and room for outdoor cafes below.*

## Implementation

### Policy and Regulations

Establish street and sidewalk standards specifying a hierarchy of treatments and widths for the space between the street and buildings to accommodate and encourage pedestrian use and to provide an appropriate scale physical "frame" for buildings. Utilize a combination of public and private property if needed to achieved pedestrian zone results.

1. District and City Center Blocks along Hallandale Beach. Blvd., Federal Highway, and Pembroke Road. 20 ft. with 8 ft. wide tree wells, build to line at back of sidewalk (no hedge or landscape buffer between sidewalk and building)
2. Primary Corridor Blocks Outside of City and District Center: Hallandale Beach. Blvd., Federal Highway, and Pembroke Road. Minimum 15 ft. wide sidewalks with 5 ft. wide tree wells for shade trees (not palm trees).
3. AIA Blocks: 10 ft. wide sidewalks with canopy street trees planted on adjacent private property.
4. Secondary Corridors: 10 ft. sidewalk with 5 ft. wide continuous planting strip, build to line at back of sidewalk.
5. Local Streets: 5 or 6 ft. wide sidewalk where possible, set back from street edge by 5 to 20 ft. as needed, canopy street trees, standard build-to lines set by zoning category.
6. Green Streets along SE 2nd Avenue, and east/west streets flanking Town Center Park: wide sidewalks separated from street by planting strip/bioswale with canopy trees.

### Capital Improvements

Identify a citywide pedestrian network and construct or enhance missing segments.

Construct catalyst projects showcasing pedestrian space and amenities including canopy shade trees and benches around Bluesten Park, along Golden Isles Drive and Three Islands Boulevard, and along Atlantic Shores Boulevard.

Construct sidewalks on at least one side of the street where they are currently missing.



Three Islands Boulevard pedestrian streetscape concept plan.



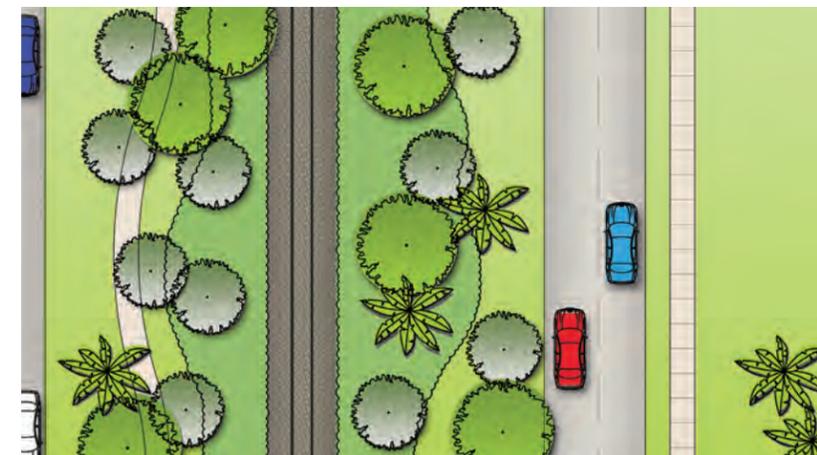
AIA pedestrian streetscape concept plan.



Atlantic Shores Boulevard concept plan A.



Atlantic Shores Boulevard concept plan B.



FEC pedestrian concept plan.

## Transportation

Transportation options in the City need to be dramatically expanded from the current almost sole emphasis on automobiles. The City has a tremendous opportunity to support and secure a commitment for a new SFRTA commuter transit station at Hallandale Beach Town Center which would transform this area of the City and provide a true alternative to regional automobile usage. SFRTA has developed a hierarchy of station types and the Town Center Station would be appropriate for the Hallandale Beach Town Center. There is also an opportunity to expand local bus service between Town, District, and Neighborhood Centers as they are established. As noted previously, pedestrian space and routes need to be dramatically increased as walking and cycling become more common for trips of a few blocks.



Rail transit options are increasingly important.

## Implementation

### Policy and Regulations

Aggressively pursue, support, and plan for SFRTA commuter line along FEC corridor.

Adopt a Complete Streets policy which equalize attention and funding for pedestrian and vehicular needs.

Adopt transit oriented development zoning in the area around Hallandale Beach Town Center.

Limit or avoid completely additional roadway vehicular capacity increases.

### Capital Improvements

Construct new stand alone sidewalks and catalyst demonstration streetscape projects with substantial sidewalk components.



Complete streets respond to multiple transit uses.

### Town Center Stations



- Smaller-scale mixed use areas
- Walkable, with a full network of sidewalks
- A small amount of dedicated parking would be provided
- Origin and destination stations



SFRTA Description of Town Center Station characteristics.