

07 | Initiatives and Implementation: Policy and Regulations



Hallandale Beach Boulevard East model view of existing conditions.



Hallandale Beach Boulevard East model view of 200 ft. buildings.



Hallandale Beach Boulevard East model view of 450 ft. buildings.



Hallandale Beach Boulevard East model view of 350 ft. buildings.

Building Heights

There are a number of issues facing the City in regard to height limits. Developers generally want taller buildings to maximize views and financial return while the public favors shorter buildings due to view and traffic concerns. Taller buildings may use up demand leaving other parcels vacant for a longer period. Design and architecture are key to resolving height conflicts. Shorter buildings may feel just as massive and unwelcoming at street level unless designed well.

Most areas of city are currently underbuilt and would benefit from higher density and somewhat taller structures like the areas adjacent to Bluesten Park which should be framed by 4 to 5 story structures. The existing height limits which vary by zoning and overlay district are generally conducive to promoting good urban density.

The exceptions are the Planned Development and Planned Redevelopment Overlay Districts along Hallandale Beach Boulevard with height limits of 350 ft. and 450. ft. respectively. The adjacent model images illustrate the existing height and 200, 350 and 450 foot future built heights in three views of the area.

The overall commercial zoning height limit of 350 ft. is more in keeping with the goals of the Master Plan than the 450 ft. height. It is recommended that the City explore removing incentives for heights over 350 ft. In addition, setbacks should be considered at the three to five story level to prevent taller buildings from overwhelming the pedestrian scale at the street level.

Green Building

Sustainability issues have been recognized as among the most critical challenges facing the nation and the world. Florida, and South Florida in particular, face severe negative impacts from climate change. The ongoing fossil fuel crisis adds another layer of economic challenge for Florida and its cities.

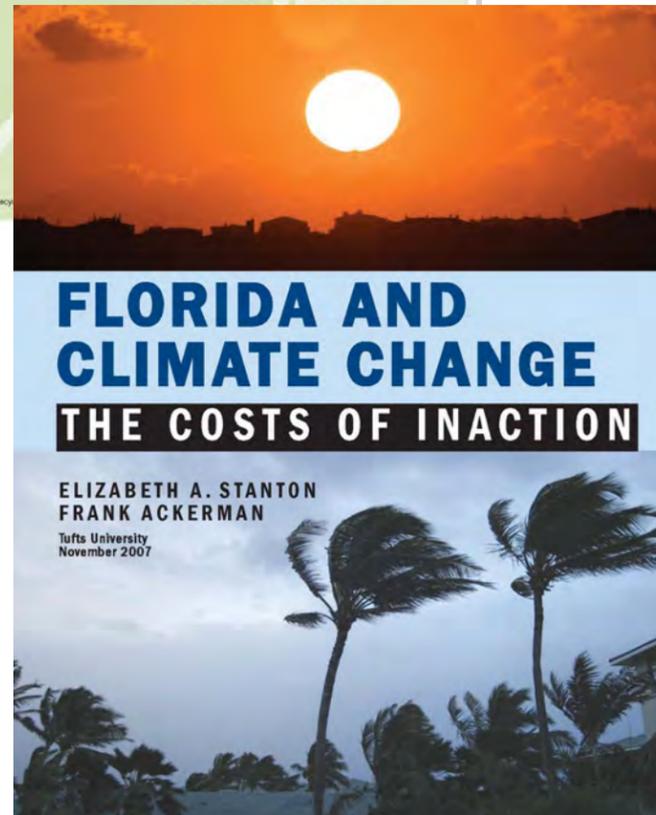
A number of Florida cities have taken a leadership role and begun to implement green programs that cover their operations as well as green standards for new private construction. These cities will be well positioned as federal and state climate change and sustainability legislation begins to go into effect over the next few years.

The State of Florida in July 2008 passed energy and climate change legislation that provides a foundation on which many additional laws and regulations are likely to be added.

There are numerous options and elements of green policies and programs for the City of Hallandale Beach to consider, the most basic of which include the following:

Adopt a green program for city operations.

Establish city leadership by requiring green certification of all new city buildings.



Provide incentives in the form of expedited permitting or density bonuses for green building.

Mandate green standards for buildings of a certain size or all new construction.

Florida cities have implemented a wide range of green requirements which include varying kinds of green certification. While there may be an economic impact for some of these actions, there is general acknowledgement that they will more than return the investment in light of ever increasing fossil fuel prices as well as the likelihood of new mandatory federal and state legislation.

Both nationally and internationally, there are a wide variety of evolving green building and operations standards. The Leadership in Environmental and Energy Design (LEED) standards, while acknowledged as among the more complex and costly in the industry, are gaining global acceptance as the industry standard. The LEED system of green standards would likely be the best fit for the City of Hallandale Beach.

The Florida Green Building Coalition offers a state level program of standards as well as a Florida Green Government Certification standard. These programs offer a symbolic first step in a municipal green policy development process.



Green roofs offer tremendous environmental benefits.



Simple stormwater capture designs are widely available.

The State of Florida 2008 energy legislation includes a provision for the development of a state grant funded program to help cities develop green programs and standards. It is recommended that City contact state government representatives to apply for this program.

Given the plethora of green standards, programs, and resources, and their quickly evolving nature, it is recommended that the City of Hallandale Beach initiate a green process by designating a staff position for a Sustainability Coordinator. As green requirements increase, the designation and funding of a City Office of Sustainability is likely to be cost-effective and responsiveness to evolving state and federal sustainability requirements.



Canopy trees provide cooling shade.

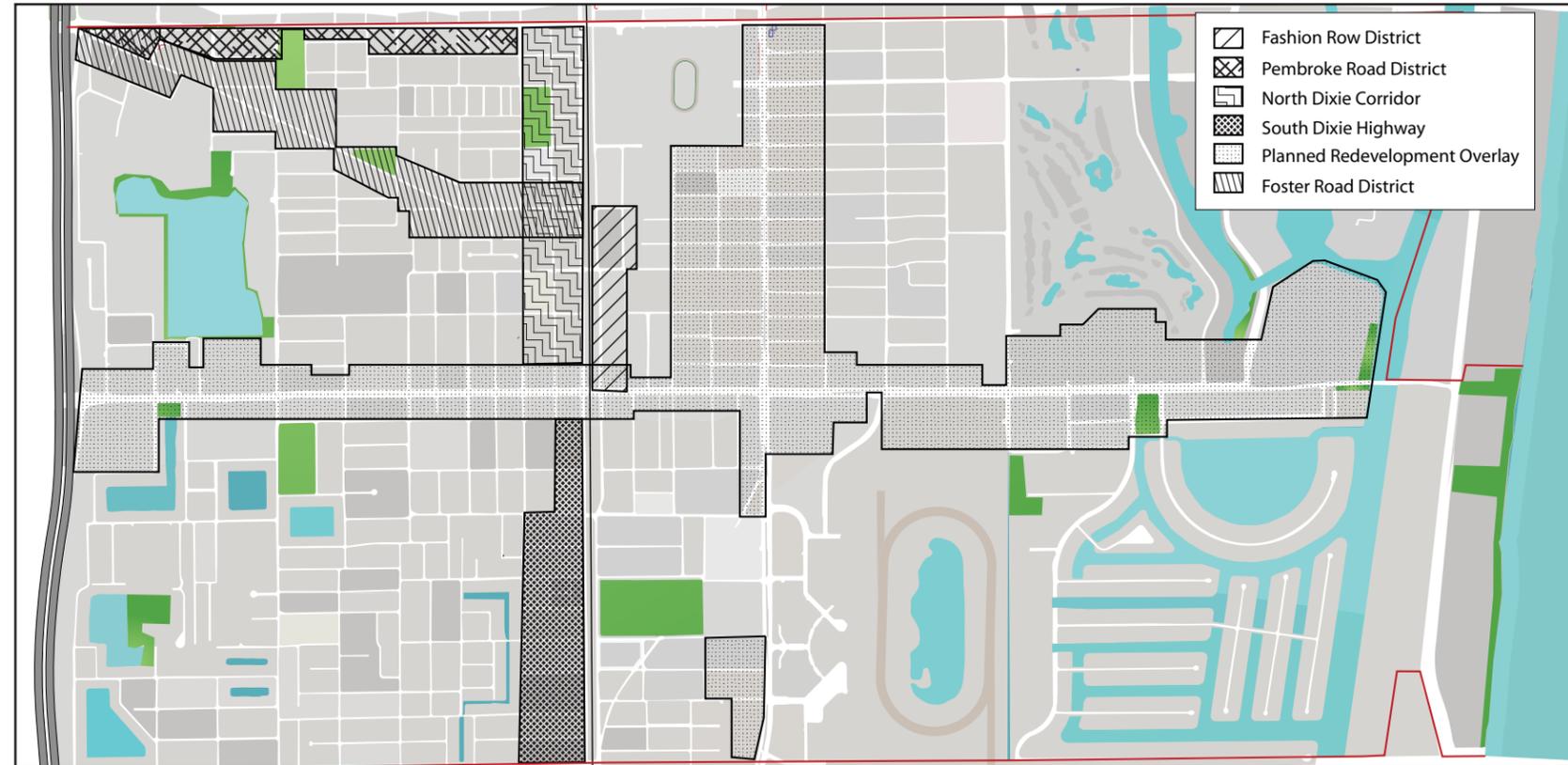


Pervious paving captures and treats stormwater.

Overlay Districts

Currently the City has six Overlay Districts as depicted in the illustration at right: Fashion Row, Pembroke Road, North Dixie Highway, South Dixie Highway, Planned Redevelopment, and Foster Road. These districts are intended to provide regulatory guidance in addition to underlying land use and zoning requirements to achieve development appropriate to the needs and characteristics of specific areas of the City. In addition, the Planned Development District designation is also applied to areas of the City that could accommodate potential large scale planned developments.

Some aspects of the Overlay Districts may be outdated or may not fully capture the current vision for the future of the City as a more urban, pedestrian-oriented city. For example, the Fashion Row district sought to encourage the clustering of design oriented businesses that reflected the area's historic focus on fashion related businesses. However, this industry focus is no longer valid. The North Dixie Corridor district seeks to accommodate automotive oriented businesses that are discouraged elsewhere in the City. The concentration of these auto-related businesses may have a negative effect on the Foster Road residential area to the west and to the redevelopment of the Mardi Gras site to the east. The justification of a special overlay district for Pembroke Road also no longer seems relevant.



Existing Overlay Districts

It is recommended that the six Overlay Districts be revised as follows:

- (1) Eliminate the Pembroke Road District.
- (2) Change the focus of the Fashion Row District to Arts and Design District. The existing small divided commercial spaces would lend themselves to use as artists' working studios and

informal gallery spaces.

- (3) Establish a Town Center District to promote the special requirements of the city center including the achievement of transit oriented development.
- (4) Establish a Gateway District to promote the appropriate

treatment of the Hallandale Beach Gateway West, East, and North areas which are of a similar scale and focus.

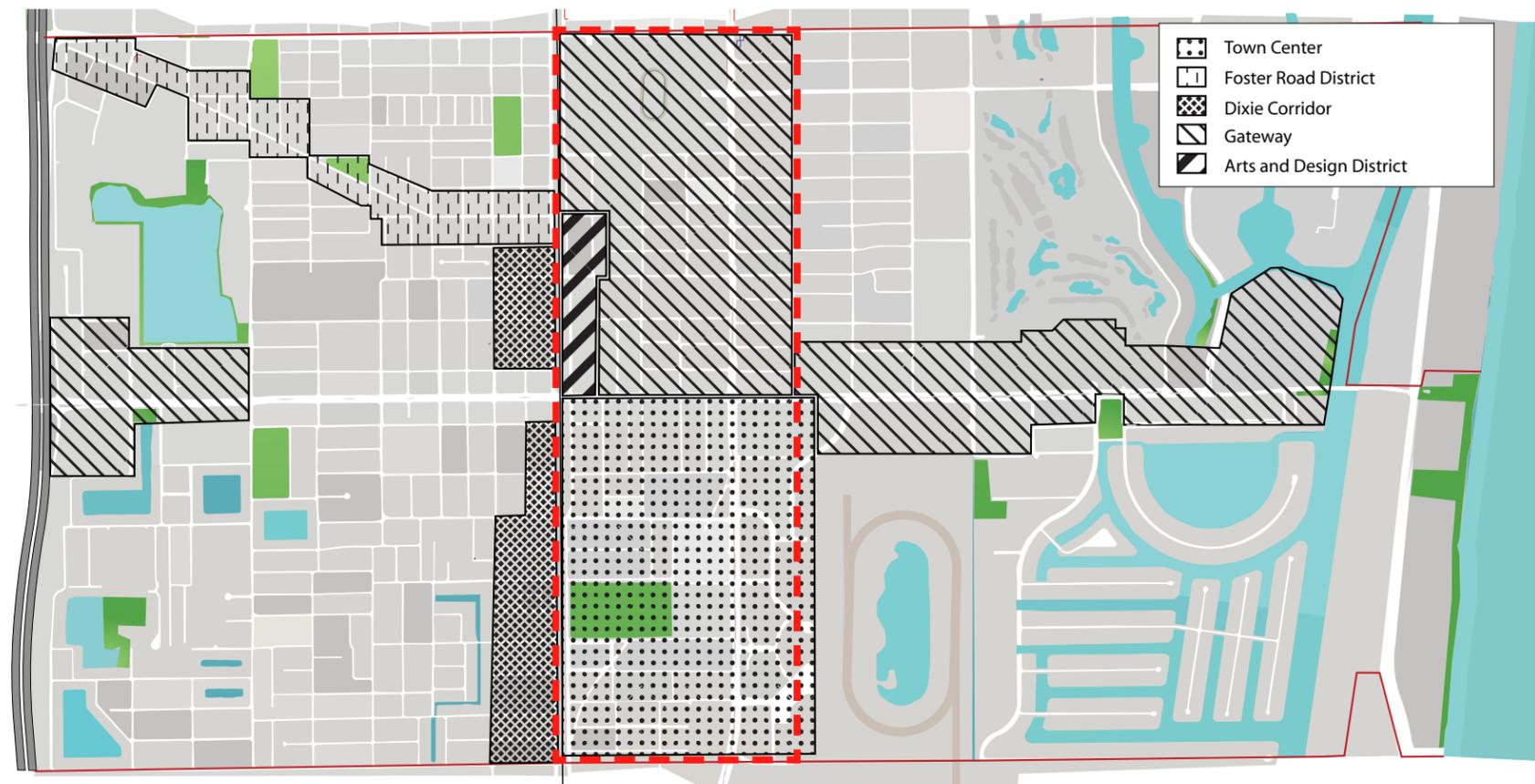
(5) Retain the Foster Road District to promote the appropriate treatment of this unique heritage neighborhood which can benefit from special regulations but revise to address the need to create a more residential focus along central Foster Road.

(6) Reduce and consolidate the North and South Dixie Corridor Districts into one Dixie Corridor District that extends south from Foster Road.

The exact final boundaries and focus of these revised Overlay Districts is subject to further discussion and finalization by the City.

The Planned Development District designation would remain in effect for areas of the city that are appropriate sites for comprehensive planned development projects.

In addition, the area within the red dotted line should be designated as a Regional Activity Center (RAC) to facilitate



Proposed Overlay Districts

Design Review

As noted previously, many of the features of the recently constructed taller buildings that have raised vocal objections among residents can be better characterized as design problems rather than simply height issues. While the City has attempted to address design quality issues in the multiple Overlay District regulations, the overall architectural quality of many new buildings is questionable at best. All municipalities face the issue of how to appropriately regulate design and many, including most cities in South Florida, have turned to the creation of some kind of City chartered board intended to achieve better building and site design. The legal system has consistently upheld challenges when design regulation is based on achieving



clearly articulated public purposes and evaluation criteria are clearly and consistently applied. In particular, the protection of aesthetic as well as cultural values is a fundamental justification for historic preservation laws. The review of new construction designs can achieve impressive design and economic results. In South Florida, successful competition with design savvy cities like Miami Beach and Coral Gables will require adoption of a similar process of consistent design review. The most common method of achieving consistent, successful design review has been through the creation of an official design review board. However, substantial improvements in the design of new structures can be achieved through the designation and empowerment of qualified design review staff.



Examples of well-designed, mixed use, pedestrian friendly buildings.