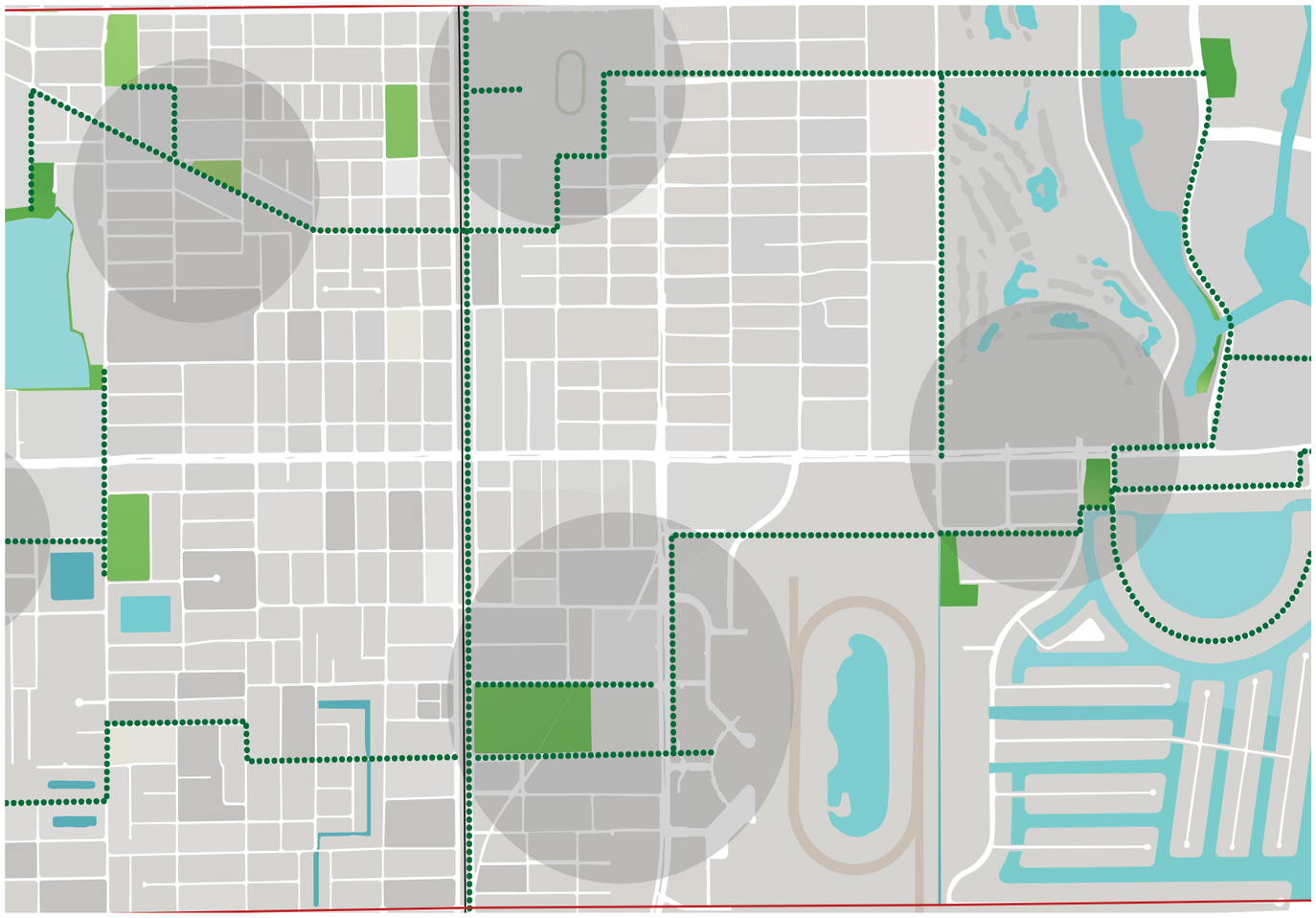
CITY OF HALLANDALE BEACH

citywide master plan and implementation strategy



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Acknowledgements

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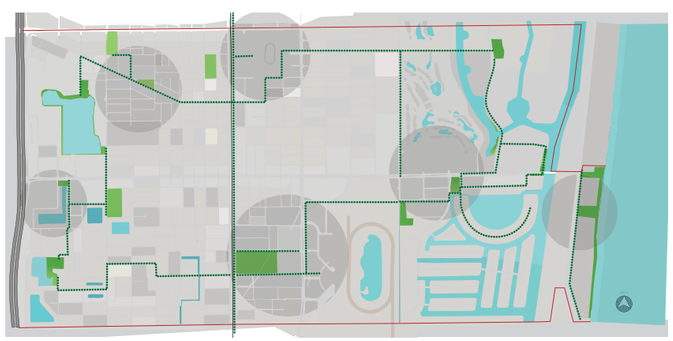

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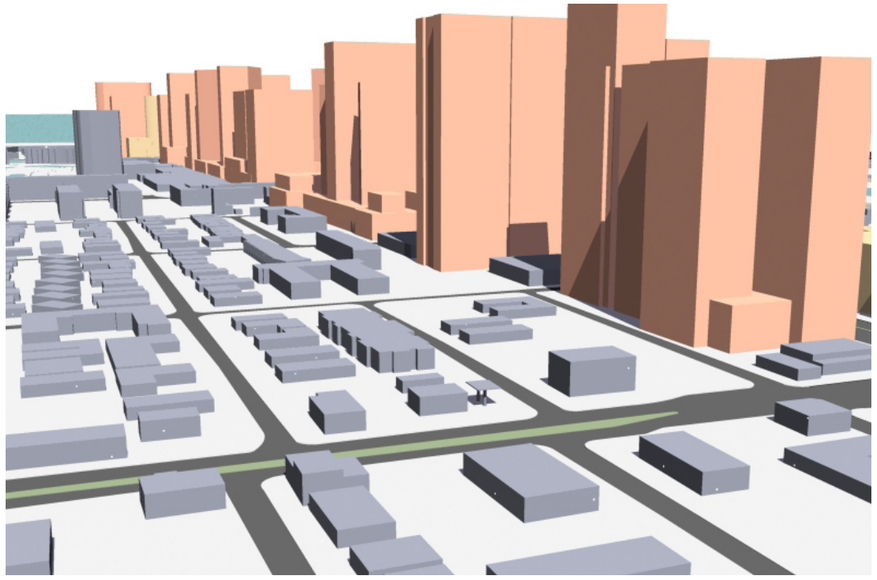
01 | Executive Summary

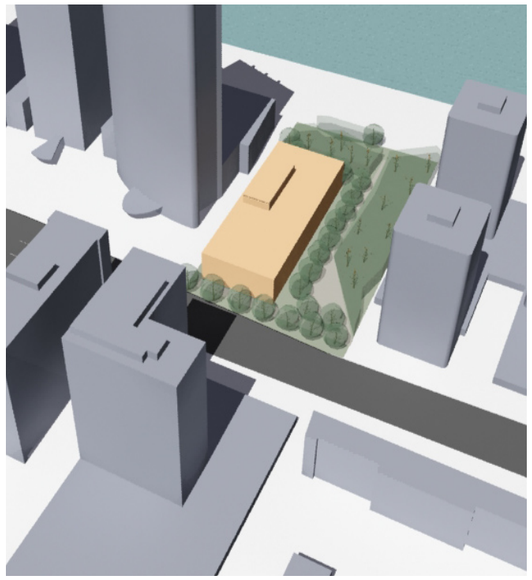
Introduction

In early 2007, the City of Hallandale Beach was faced with the challenge of carefully managing a wave of growth driven by the cresting South Florida residential development boom and by the development accompanying the recent designation of the City's two gambling sites. Citizens and public officials were concerned about potential negative impacts by the large amount of growth in such a short time period on traffic congestion, water, wastewater, and stormwater infrastructure, and parks and open space. Although the City had recently completed an update of its Comprehensive Plan and other important planning documents, the City Commission determined that it would be prudent to take an opportunity to review and revise the City's overall planning framework to ensure that the large amount of growth was developed in the best possible manner.

The City enacted a 12 month moratorium on the acceptance of applications for major development to allow time to develop a Citywide Master Plan that would guide anticipated private development and public realm enhancements, encourage and sustain desired economic growth, and shape the development of a vibrant, mixed-use, sustainable, pedestrian-oriented urban environment with an appealing character and sense of place. The Master Plan would illustrate the desired physical form of the City and specify changes to the regulatory and policy framework required to implement the Plan's recommendations.

Through a competitive selection process , the City contracted with the international planning and urban design firm EDAW





to complete the Citywide Master Plan. EDAW reviewed relevant existing documents, conducted site visits throughout the City, met with stakeholders and City representatives, and held two community workshops to present the results of their study, identify development scenarios and options, obtain related community input, and provide recommendations for implementation. A major part of EDAW's work was the completion of a virtual model displaying all existing and proposed structures in the whole city that can be adjusted and manipulated to model various development options. All input and findings were documented in the Citywide Master Plan which was presented to the City Commission in June 2008.

Findings

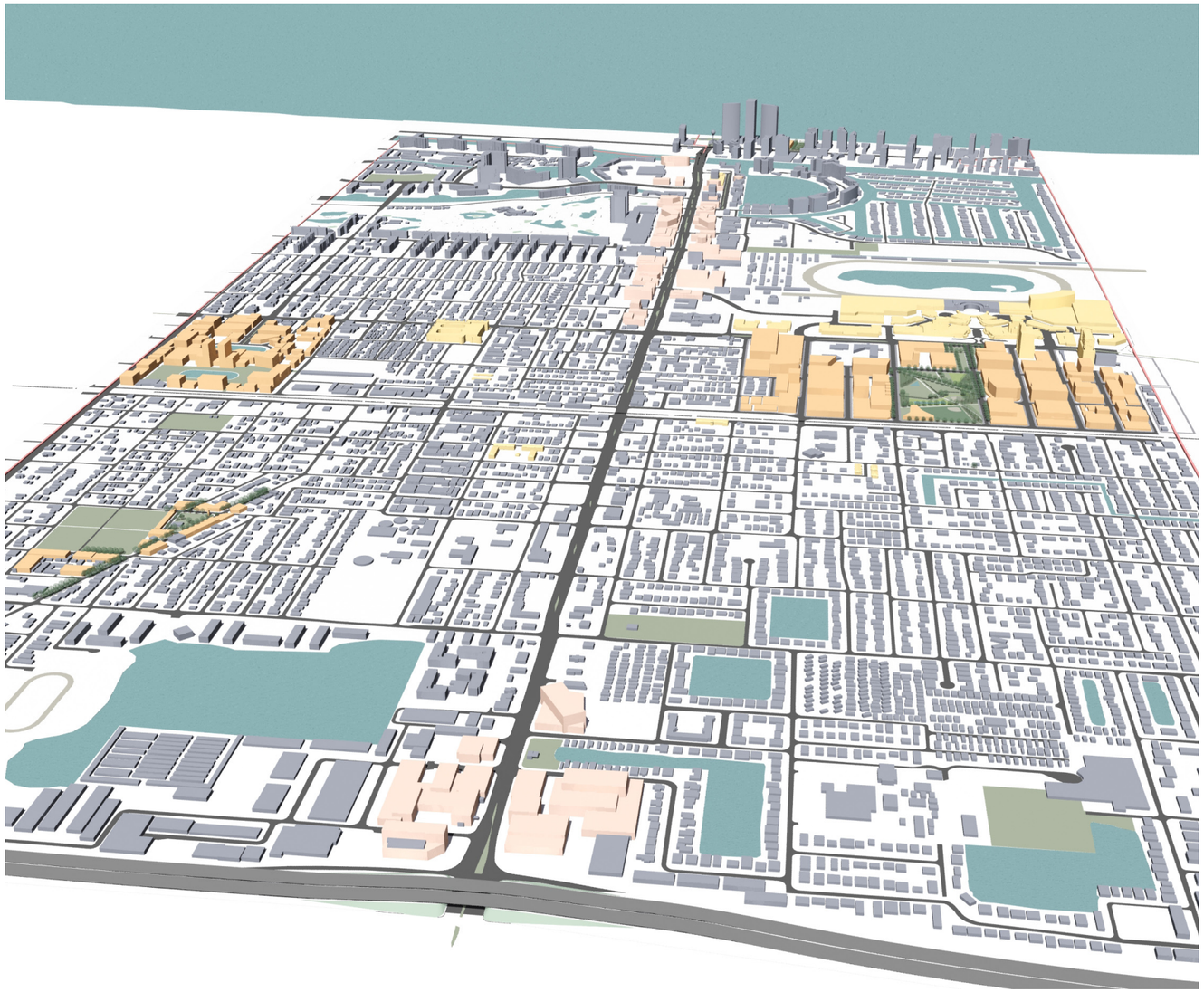
The City is essentially built out and all new development will take the form of the redevelopment of some previous or existing use. The basic urban design of the City remains focused on the automobile rather than pedestrians. Commercial areas consist primarily of suburban style one story retail strip malls set far back from the road with large surface parking lots. The roadway system is also built out and transportation alternatives are limited. The pedestrian sidewalk system is characterized by narrow walkways adjacent to high traffic roadways. Pedestrian space needs to be given equal importance as vehicular space.

The City lacks a single center as well as neighborhood and district centers. The Village at Gulfstream Park will provide the City with a semblance of a town center but is not strongly

linked to the adjacent areas. Residential and commercial uses tend to be separated and planned residential high rises do not engage the adjacent streets. New development is overly concentrated in the eastern portion of the City. Population growth has created a demand for additional recreational space and open space. There is limited water access and very little remains of the natural environment.

From an economic standpoint, there are several key conditions and trends that will be influential in shaping the future of the city over the next decade. A conservative estimate suggests that approximately 2,500 to 3,000 new housing units can be absorbed over the next 10 years, reflecting a sustained annual pace in the range of 250 to 300 units. This is significantly lower than the number of units planned for development which means that a number of the planned units may not be completed. In regard to office space, analysis suggests that the planned amount of 400,000 square feet also exceeds historical and anticipated demand through 2015, again suggesting that a portion of the planned space is unlikely to be completed. New hotel development is likely to be similarly constrained. In regard to new retail development, the Village at Gulfstream Park, Hallandale Square, and Park Central projects will add approximately 890,000 square feet of retail space. These projects are likely to absorb most if not all of the demand for upscale retail over the next several years. Additional commercial development will likely be limited to a number of restaurants and smaller neighborhood accessory retail stores.

Despite these challenges and trends, the City remains an attractive location for further growth and redevelopment that can be harnessed to shape a pedestrian focus, create centers of mixed use development at neighborhood and district locations, begin to provide alternatives



to automobile transportation, create additional park and open space, and achieve a greater degree of economic and environmental sustainability.

Recommendations

Recommendations for reshaping the City of Hallandale Beach into a more pedestrian-oriented, mixed-use, and sustainable community include regulatory and capital improvement initiatives in three general categories: Built Environment, Natural Environment; and Policy and Regulatory Framework.

Built Environment

Hallandale Beach Town Center: Create a new town center for the whole City around a redesigned Bluesten Park and adjacent to a future commuter rail station at the FEC tracks that integrates the Government and Cultural Center and The Village At Gulfstream Park with new higher density development adjacent to the park and future transit station.

Implementation: Reconstruct Bluesten Park as the City's premiere civic space. Obtain a commitment for a future transit station at the western edge of the park. Increase the residential zoning around the park and station and include ground level commercial and retail.

Reconstruct streetscapes around the Park and on SE 2nd Street to include wide sidewalks with large shade trees to provide functional pedestrian capacity and to create a pedestrian-oriented sense of place.

District and Neighborhood Centers: Create pedestrian-oriented mixed-use District Centers at the eastern and western ends of Hallandale Beach Boulevard and at the northern end of Federal Highway. Create mixed-used neighborhood centers on Foster Road and AIA.

Implementation: Construct a central civic green space, street-scape projects, and parking garages to support compact, mixed-use development. Increase density as appropriate for the site.

Neighborhood Enhancements: Strengthen single-family, duplex and townhouse neighborhoods to maintain property values, quality of life, and sense of community.

Implementation: Create neighborhood identity features using a standard design with the neighborhood name: Golden Isles, Atlantic Shores, Foster Road, Southwest Hallandale Lakes.

Undertake infrastructure improvements such as distinctive street signs, lighting, sidewalks, street paving. Improve code enforcement related to maintenance and parking.

Pedestrian Environment: Create a citywide network of visually and functionally strong pedestrian connections. Ensure that roadways equally serve vehicles, buses, bicyclists and pedestrians.

Implementation: Identify a citywide pedestrian network and construct or enhance missing segments. Establish street and sidewalk standards for the space between the street and buildings to accommodate and encourage pedestrian use and to provide an appropriately scaled physical "frame" for buildings. Construct catalyst projects showcasing the standards and

incorporate requirements in development regulations.

Transportation: Obtain commitment for commuter transit station at Hallandale Beach Town Center. Limit further roadway capacity improvements that diminish the pedestrian environment and sense of place. Expand local bus service between town, district, and neighborhood centers as they are established.

Natural Environment

Park Enhancements: Create new lake-oriented nature parks around Chaves Lake and Hallandale Elementary School.

Implementation: Reestablish native flora and fauna, provide stormwater treatment, create walkways and access points, and develop nature centers tied to the curricula of adjacent schools.

Waterfront Access: Enhance public access to the Intracoastal Waterway for viewing and enjoyment, and fishing and boating where possible.

Implementation: Construct walkways and overlooks at key access points.

Urban Forest and Tree Canopy: Increase the shade tree canopy to a minimum of 30% to enhance appearance and image, reduce heat island effect, encourage pedestrian activity, and provide related environmental benefits. While current city regulations require substantial shade canopy on newly developed sites, the overall city canopy coverage remains very low.

Implementation: Assess canopy coverage and officially adopt goal for increased canopy. Change designated street trees from royal palms to canopy trees and use palms as accents. Ensure that parking lots include canopy shade trees with palms used as accents.

Policy and Regulatory Framework

Building Heights: Reduce maximum building height to 350 feet as legally possible to limit intrusiveness of high rises and create a more pedestrian oriented full block development pattern.

Implementation: Remove development incentives for height variations. Consider development rights transfer.

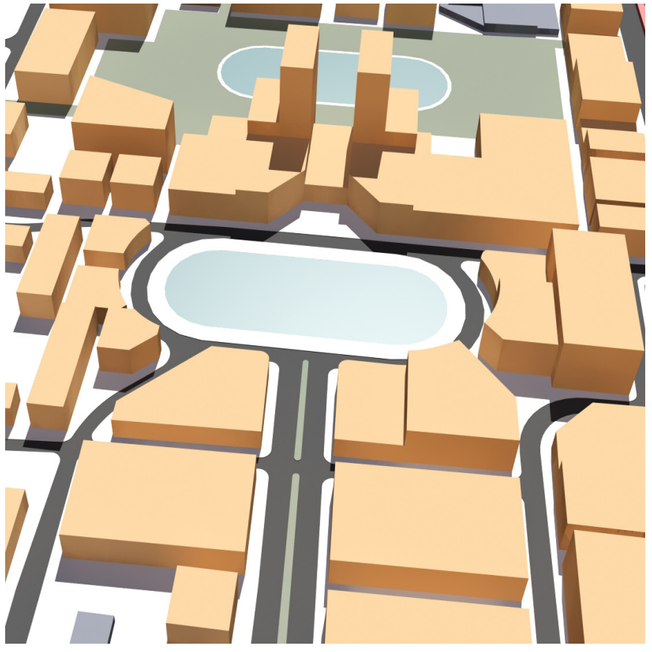
Overlay Districts: Revise Overlay Districts to reflect the Town Center, the Gateway East, West, and North District, and the Foster Road Neighborhood District. Remove the Pembroke Road District, revise the Fashion Row District to focus on Art and Design, and consolidate the North and South Dixie Corridor Districts into one.

Implementation: Revise boundaries and scope of overlay districts to more effectively address placemaking, mixed-use, and pedestrian orientation objectives. Revise landscape standards to reflect a more urban condition.

Design Review: Increase the degree to which the specific design of buildings reinforces to the greatest extent possible the City's pedestrian orientation, sense of place, and sustainability objectives.

Implementation: Consider establishing a Design Review advisory board or dedicate and empower City staff to achieve design review objectives.

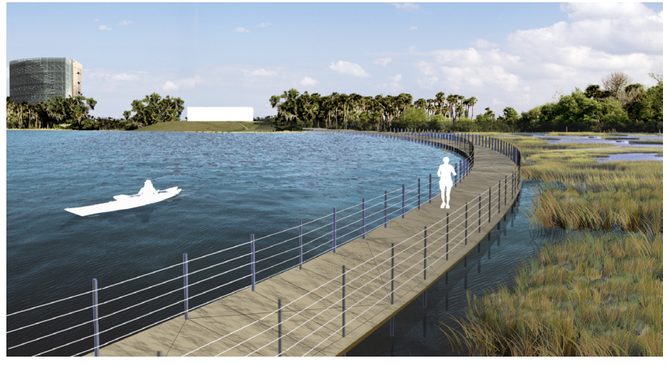
Green Building: Create a green building program for private development that encourages and rewards energy and environmental design achievements. Establish City leadership by requiring green certification of all new City buildings. The cost impact is decreasing industry-wide as practices become more common and as efficiencies are gained over time.



Implementation: Identify green building program options and officially institute green development requirements. Adopt City policy to require green certification of City facilities. Apply for new 2008 State of Florida Green Government grant program.

Conclusion

Since the initiation of this study in August 2007, local residential and commercial development has slowed dramatically and in some areas stopped altogether. As a result of the historic remarkable economic turmoil experienced across the country by the end of 2008, many of the assumptions underlying the economic analysis and development projection aspects of this study have change dramatically. Rather than managing exploding growth, the City of Hallandale Beach now faces the challenge of encouraging desirable growth.



Despite these dramatic changes, the initiatives and projects described in this Master Plan remain valid in that they offer a wide variety of opportunities to create a more vibrant, urban, pedestrian-oriented, and economically and environmentally sustainable City of Hallandale Beach. With the existing economic challenges likely to continue for some time, it is important that the City undertake appropriate actions to improve the quality of life of current residents and to position the City to enjoy continued economic growth in the future.