Broward Boulevard
Gateway Implementation Project

Work-In-Progress Presentation
Tuesday, September 4th, 2012
6:00 pm
A Multi-Agency Process…

That includes the Community!
The Goal of this Effort…

Develop Specific, Implementable Projects that Improve All Aspects of Broward Boulevard
Tonight’s Presentation

Work-In-Progress of Concepts Developed after the August 4th Public Design Workshop

A Chance to View and Comment on these Initial Ideas to Assess Whether Further Study is Warranted
Public Input To Date

- Over 40 Individual Interviews
- Meetings with City and County Elected Officials
- Multiple Community/Neighborhood Presentations
- Monthly Agency Meetings
- Public Design Workshop
  (AUGUST 4th, Broward Center for the Performing Arts)
PARTICIPATE IN A PUBLIC DESIGN WORKSHOP

Broward Boulevard is the Gateway to Downtown and the Front Door to Downtown’s Neighborhoods

* Plans Are Underway For Future Mobility Improvements in Downtown and Along the Broward Boulevard Corridor

* Provide Your Ideas on How to Improve Broward Boulevard

BROWARD BOULEVARD PUBLIC DESIGN WORKSHOP

SATURDAY, AUGUST 4TH, 2012

9:30 AM - 3:00 PM

ABDO NEW RIVER ROOM

BROWARD CENTER FOR THE PERFORMING ARTS

201 SW 5TH AVENUE, FORT LAUDERDALE

REFRESHMENTS AND LUNCH WILL BE SERVED

FREE PARKING AVAILABLE AT BROWARD CENTER FOR THE PERFORMING ARTS GARAGE

PLEASE RSVP at: shilesa@holtcommunications.net
Broward Boulevard Plan

Saturday, August 4th, 2012
Neighbors’ Plans

Saturday, August 4th, 2012
Neighbors’ Plans

Saturday, August 4th, 2012
Neighbors’ Plans

Saturday, August 4th, 2012
The Neighbors’ Ideas
The Neighbors’ Ideas
Some of What We Heard…

- Humanize Broward Boulevard to the Extent Possible
- The North Fork Bridge is an Opportunity to Create Entry
- Raise the North Fork Bridge as High as Possible
- Create Alternate Bike Routes to Broward Boulevard
- Mixed-Uses on Broward Boulevard
- Extend WAVE to Tri-Rail
- Walmart Site to be Treated with “Mainstreet” look on Broward Boulevard
- 7th Avenue is the Effective Entry to Downtown – Place for Change
- Protect the Neighborhoods
- Brand the City Logo and Provide Consistent Monuments at Key Points along the Corridor

Saturday, August 4th, 2012
Broward Boulevard

Different Solutions for Different Conditions?

A Corridor of Districts and Neighborhoods
Broward Boulevard Plan

Testing the Neighbors’ Ideas
Broward Boulevard Plan

Big Box Retail Opportunity

Riverbend Marketplace
Broward Boulevard Plan

Detail of Frontage Road

Big Box Retail Opportunity
Broward Boulevard Plan

Detail of Frontage Road
Broward Boulevard Plan

Riverbend Marketplace
Broward Boulevard Plan

Greenwich, Jupiter
Broward Boulevard Plan

Detail of Frontage Road
Broward Boulevard Plan

- Transition in Height from 100’+ along Broward Boulevard to 3-5 stories along Lake Delevoe
- Create a Residential Address Within a Mixed-Use District
Broward Boulevard Plan
Broward Boulevard Plan

Riverbend
Broward Boulevard Plan

Park and Ride (looking south)
Broward Boulevard Plan

Park and Ride (looking south)
Broward Boulevard Plan

SR 842 / BROWARD BOULEVARD TRANSIT STUDY FROM PINE ISLAND ROAD TO US-1

PEDESTRIAN CONNECTIONS TO/FROM BROWARD BLVD AND TRI-RAIL STATION

TRI-RAIL
Broward Boulevard Plan
Broward Boulevard Plan

Tri-Rail
Broward Boulevard Plan
Broward Boulevard Plan

Salvation Army/North Fork Bridge/North Fork Park
Broward Boulevard Plan

North Fork Bridge
Broward Boulevard Plan

North Fork Bridge
Broward Boulevard Plan

North Fork Bridge
Broward Boulevard Plan

North Fork Bridge
Broward Boulevard Plan

North Fork Bridge
Broward Boulevard Plan

An Icon for Fort Lauderdale
Broward Boulevard Plan

An Icon for Fort Lauderdale
Broward Boulevard Plan
Broward Boulevard Plan

Salvation Army
Broward Boulevard Plan

Salvation Army/City Park and Potential Connection to Bridge
Broward Boulevard Plan

Salvation Army – Future Potential Redevelopment
Broward Boulevard Plan

Salvation Army Potential View Along River’s Edge
Broward Boulevard Plan

Salvation Army – Long-Term Potential Expansion of City Park
Broward Boulevard Plan

Police Station
Broward Boulevard Plan

Police Station
Broward Boulevard Plan

Police Station
Broward Boulevard Plan

Police Station Garage (ways to address the neighborhood)
Broward Boulevard Plan

Broward Boulevard ~ Options
Broward Boulevard Plan
Broward Boulevard Plan

Broward Boulevard ~ Options
Broward Boulevard Plan

Develop Model Block Analysis
Broward Boulevard Plan

Develop Model Block Analysis
Broward Boulevard Plan

7th Avenue Entry
Broward Boulevard Plan

5th Avenue
Broward Boulevard Plan

POTENTIAL FOR ROUNDBOOTH IMPLEMENTATION
STUDY OF INTERSECTION OF BROWARD BOULEVARD AND NW 5TH AVENUE
Study assumes Broward Blvd. is reduced from six lanes to four East of 7th Avenue

5th Avenue
Broward Boulevard Plan
Broward Boulevard Plan

5th Avenue
Broward Boulevard Plan

Entertainment District Infill
Broward Boulevard Plan
To The Beach!

What are Some Ways to Resolve This Issue?

A Planning Conundrum
Broward Boulevard Plan

Las Olas Plaza
Broward Boulevard Plan

Las Olas Plaza
Broward Boulevard Plan

Las Olas Plaza
Broward Boulevard Plan

Las Olas Plaza
Broward Boulevard Plan

Las Olas Plaza
Broward Boulevard Plan

Las Olas Plaza
Broward Boulevard Plan

Las Olas Plaza
Broward Boulevard Plan

Broward Boulevard Corridor
Zoning Districts

- **Single Family Districts**
  - RS-8, 8 du/ac
  - RD-15, 15 du/ac
  - RC-15, 15 du/ac
  - A-3, 1 du/ac (Broward)

- **Multifamily Districts**
  - RM-15, 15 du/ac
  - RMS-15, 15 du/ac
  - RML-25, 25 du/ac
  - RMM-25, 25 du/ac
  - RMH-25, 25 du/ac
  - MHP, 25 du/ac
  - RS-5, 0.5 du/ac (Broward)
  - RD10, 10 du/ac (Broward)

- **Residential Office Districts**
  - RO
  - ROA
  - ROC

- **Business Districts**
  - CB
  - B1
  - B2
  - B3

- **Regional Activity Center (RAC)**
  - RAC-CC
  - RAC-AS
  - RAC-UV
  - RAC-RPO
  - RAC-TMU
  - RAC-EMU
  - RAC-WMU
  - RAC-SMU

- **Historic Districts**
  - H-1

- **Public Purpose Districts**
  - CF
  - CF-H
  - CF-HS
  - P
  - T
  - A-9 (Broward)
  - CF (Broward)
  - S-2 (Broward)

- **Exclusive Districts**
  - X-P
  - X-G-R
  - X-B-OR

Zoning Considerations
Next Steps

• Continue Developing Implementation Projects
• Where Feasible, Begin Estimating Potential Project Costs (i.e. New On-Ramps at Tri-Rail Location)
• Begin Linking Projects with Funding Sources
• Develop Detailed Infill-Redevelopment Scenario on a Model Block on Broward Boulevard
• Begin Writing the Narrative for the Plan
• Continue Meeting with the Community
Thank You

Questions and Comments
Economic and Market Assessment

Based upon the Corridor’s Existing Economic Base and Projected Market Demands and Potentials, the Following Estimates Illustrate the Market Potential in the Corridor for the next 5-7 Years:

Retail: +/- 600,000 sf City-Wide (corridor is underserved and has strong demand – availability of sites is a challenge)

Office: +/- 700,000 sf City-Wide (much of which will be absorbed in existing buildings in next few years – new office will be downtown – corridor is a supporting market)

Housing: +/- 250 units in Corridor Study Area

Hotel: +/- 150 rooms (limited-service hotel product – visibility and access to I-95 is key)