A Citizen's Masterplan

Charrette Draft Report
For Review by the City Commission, Staff and Citizens
August 26, 1999

Treasure Coast Regional Planning Council
Florida Department of Community Affairs
An Eastward Ho! Initiative
South Florida Regional Planning Council
ACKNOWLEDGMENTS

Mayor Robert Joynt, Vice Mayor Steven Arnst, Commissioner Joseph Maus, Commissioner Rosemary Sachs, Commissioner Caryl Stevens, City Manager Bonilyn Wilbanks-Free, Jim Stork-Oakland Park Chamber of Commerce, Jo Godfrey-Community Development Director, Lisa Donaldson-Special Projects Coordinator, Don A. Kas-Zoning Administrator, Richard Buckeye-City Planner, Jim Henson-Fire Chief, Larry Hymowitz FDOT, Bert Wrains-City of Oakland Park and the Citizens of Oakland Park.
The City of
Oakland Park
Oakland Park, Florida

The Oakland Park Master Plan is the citizens’ view of the ultimate growth and form of their community and the creation of a recognizable center for their city. It is the tool for a historic turnaround, if City officials and citizens work together as a united group.

The main ideas were developed during a design charrette held from May 7 through May 14, 1999. The Charrette was conducted at the Oakland Park Library and City Hall and was well-attended by a good cross section of the community. Work continued in the week that followed the initial public workshop.

The citizens, with the assistance of a professional design team, studied the many challenges faced by the community and proposed specific solutions. A final presentation by Council staff was held on August 26th where further citizen and professional input were taken into account.

- **Redevelop Downtown Oakland Park**
  - Reconstruct Old Dixie Highway as a boulevard with on-street parking, wider sidewalks, a treed median, and buildings which front the street.
  - Turn NE 12th Avenue back into Main Street.
  - Reconfigure NE 11th Street to better organize uses along this street.

- **Improve the Civic Center**
  - Grow and modify existing buildings and reconfigure athletic courts to improve their function as a civic place.

- **Calm Traffic**
  - Make all streets more pedestrian friendly and protect the integrity and safety of the 38th Street neighborhoods.

- **Redevelop the Sears Building**
  - Anticipate its future as a better entrance to and termination of Main Street.

- **Improve the Nadar Shops**
  - Add colonnades to the front of the buildings.

- **Establish a New City Park in the "Northern Triangle"**
  - Transform this urban open space between Old Dixie Highway and the FEC tracks into a coherent, usable public space including an amphitheater, multiuse stoa, and parking.

- **Enhance Public Spaces Along the Middle River**
  - Reinforce Gibby’s connection to the waterfront.

- **Improve the Public Dock**

- **Establish a series of small quiet greens in the neighborhoods**

...These are the keys to the overall success of the Plan.
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**TREASURE COAST REGIONAL PLANNING COUNCIL**

- Indian River
- St. Lucie
- Martin
- Palm Beach
The Study Area is considered primarily to be the Old Dixie Highway Corridor from Oakland Park Boulevard to 42nd Street including NE 12th and NE 11th Street. Specific proposals were also made for adjacent neighborhoods east of the Study Area to address concerns over increasing traffic in the area.
Specific Proposals: Oakland Park Master Plan

1. City Hall/Civic Center
2. Sears Building
3. Looking North S.W. 12th Avenue
4. Multi Rail Station
5. Amphitheater
6. Entrances to the City
7. Main Street
8. The Park
9. 11th Avenue
10. 38th Street
WHO CARES ABOUT OLD DIXIE HIGHWAY?

Given its geographic position and history, the Old Dixie Highway corridor through Oakland Park should be one of the most interesting places in Florida. The experience of living and working and shopping along the corridor or just passing through should be one of the delights of the region. Around it, a diverse, sustainable economy and an enchanting community life should be blooming and regenerating, year after year.

But where the best should be, the Old Dixie Highway corridor is now the kind of road that most investors and residents prefer to avoid. A unique location in Florida is being treated as if it were Anywhere, USA: a place where real estate values and commerce have been traded down for rush hour traffic capacity.

A recent period of road widening on-street parking removal and bland development have taken their toll. In response, much of what is being built today turns its back on Old Dixie Highway as if the community has just given up on it. What will be done to make this corridor work for people, instead of just for cars?

Because of the exposure and access Old Dixie Highway offers businesses, the properties that front this street should be some of the most valuable real estate in the region. Yet many of the developments are aging and are approaching obsolescence. What will replace them?

It is jammed at some times and empty at others as a result of zoning practices in Broward County that have separated land uses into auto-dependent pods. Worse still, its design makes Old Dixie Highway the kind of road that scares away pedestrians, cyclists, and transit users alike.

CHOOSE YOUR FUTURE

During the process of creating this report, many local participants expressed the need for immediate action. They want to raise their communities' ambition for Old Dixie Highway to a higher level. This Master Plan is the tool for a historic turnaround, if City officials and citizens work together as a united group. Great visions of what could be done have been drawn up. Coherent ideas for replacing the current chaos have emerged from working together on this project. These are attainable visions, not just pretty pictures. The physical place that could grow during the next generation would be a national model of inspiration, practicality, and wonder.

LEAVE A WORTHY LEGACY

This is an interesting time in the history of South Florida and Oakland Park, perhaps even comparable in some ways to the 1920's when Florida was being rapidly settled. To lure people to the unsettled territory, developers went out of their way to create beauty and a sense of history. In the process, talented designers left marvelous gifts to future generations in Addison Mizner’s Boca Raton, George Merrick’s Coral Gables, John Nolen’s new towns, and the work of Olmsted’s firm in Lake Park. Oakland Park also has its own boom time legacy as the “fabulous” City of Floranada. Now, at the turn of the millennium, Florida communities are resuming work on this legacy. It is time for Old Dixie Highway to mature past the “anything goes” mentality, which has gripped the corridor for so long. Imagine what your grandchildren might see in this place.

Revitalizing Old Dixie Highway is central to the future of the City’s economy and to the quality of life in Oakland Park.

You’re all in this together. And despite the web of inertia and past error, there is still hope. Using the images and designs in this booklet, seize the vision for making the Old Dixie Highway Corridor one of the most memorable places in America. In the spirit of Floranada, join forces to transform the corridor’s physical image and performance by doing something each year. Start small if you must, but start now.

WHO SHOULD CARE ABOUT OLD DIXIE HIGHWAY?
EVERYONE SHOULD!

TREASURE COAST REGIONAL PLANNING COUNCIL
INDIAN RIVER • ST. LUCIE • MARTIN • PALM BEACH
The Meaning of Charrette-
Charrette means “cart” in French; various architectural school legends hold that at the Ecole des Beaux Arts in 19th Century Paris, students were still sketching as carts carried their boards away to be juried.

Today Charrette means high speed, intensive creative session in which a team concentrates on specific design problems with the citizens and present solutions.
Above: The assembled public broke out into eight citizen design teams which then created the plans above. A representative from each team then presented their plan to a roomful of fellow citizens. It became clear that there were common elements to all of the proposals.
Old Dixie Highway
Buildings exist as a combination of low-slung structures which either line the west side of the street fronting a very narrow sidewalk with no on-street parking or are set back too far from the street edge with parking in the front. This creates an ambivalent zone along the street which is not friendly to pedestrians or supportive of retailing activity.
- 63 of right of way
- On-street parking only along east side of street along the FEC right of way
- One-story single use buildings along west side scattered and set back to allow head in parking
- No symbiotic connection to N.E.12th Avenue
- Speeding traffic
- No shade
- Narrow sidewalks

N.E. 12th Avenue
- Very low, scattered buildings only on one side of street
- 89 of right of way
- Some commercial-use buildings along 12th Avenue between 38th Street and Oakland Park Boulevard
- An industrial warehouse building at the intersection of 12th Ave, and 38th Street.
- Angled parking on both sides of the street.
- Excessively wide travel lanes
- Narrow or no sidewalks
Reconstruct NE 12th Avenue and Old Dixie Highway. The long-term future of these facilities are as two-lane, tree-lined streets with wider sidewalks and on-street parking along their edges. Returning these streets to "Main Street" conditions will be the act which positions Oakland Park in the market place for long-term survival.

Trends in real estate today, particularly for retailing, demands a sense of place. Customers and tenants are fickle, and in this era of overbuilt retail, they have shown a preference for the newest, shiniest, most entertaining alternative. Thriving strip malls today will be struggling tomorrow when the latest new thing comes along. The next shakeout may prove especially tough. Are the property owners and their municipal hosts preparing to be competitive in the era of discount online retailing, for example? If there is a retail contraction, the survivors will be those that offer customers the most worthwhile excursion. The most attractive retail excursion the corridor has to offer is the best time-tested model in the business—the main street experience. Similarly, it should be noted that "power centers" and typical "big box" outlets are not easily converted to new uses and are sometimes long-tied in complicated leases. When national-chain tenants vacate a big box location, replacements are not always easy to find. An example of this phenomenon plagues Oakland Park in the form of the old Sears Building, a big box which sits vacant year after year.
In summary, it is very risky to ignore the Old Dixie Highway problem and pretend it will go away. It could even be a disaster in the making. And while roads such as Prospect and Andrews are also in need of some revitalization, the Old Dixie and NE 12th corridor is the heart of the historic core of the City. It is what needs to become healthy and vital first - the rest of the City will follow.

Elements of NE 12th Avenue and Old Dixie Highway:

Regarding Sidewalks

- Enlarge the sidewalks to make it easier to walk down the street.
- Remove the existing obstructions that disrupt pedestrian flow.
- Improve street lighting for better safety.
- Bury the utility wires underground, to reduce visual clutter.
- Plant large street trees to shade the sidewalk and soften the view of the rail road tracks.
- Add trees between parking spaces and at corners by using "bump outs."
- Add appropriate street "furniture" and provide dignified transit waiting stations.

Regarding the Fronting Buildings

- Buildings should have mixed uses: apartments and offices above the shops.
- Buildings should have awnings or arcades over the sidewalk for shade.
- Post office should be reconfigured to better address the street.

Regarding Parking:

- The street should have parallel parking to separate the moving cars from the sidewalk wherever possible.
- On NE 12th Avenue establish an 8-foot parallel parking lane on the east side with angled parking only on the west side.
- Develop as much angled parking on the side streets as possible.

Regarding Crosswalks:

- Crosswalks should be highlighted with bricks, pavers, concrete bands, simple color in the pavement, etc.

Regarding the Streets:

- Do not put a bicycle path on Old Dixie. Instead establish a landscape parallel bicycle and pedestrian path on the west side of NE 12th Avenue from Oakland Park Boulevard to 38th Street.
- Maintain two travel lanes, one in each direction for each street.
- Develop parking lanes on both sides of the streets.
- Reconstruct NE 12th Avenue as a "Main Street."
- Reconstruct Old Dixie Highway as a boulevard.
Regarding Street Lighting:
- Eliminate cobra head high-type streetlights.
- Select more elegant light standards and fixtures for both NE 12th and Old Dixie.
- Maintain consistency of lighting fixtures and standards throughout the study area corridor.

Regarding Landscaping:
- Customizing street tree plantings on a block by block basis will be necessary.
- Utilize large, native shade trees (live oaks).
- Plant an offset double allée or row of trees in the Old Dixie median. This is recommended for two reasons: 1) when the median narrows down to allow for left turn stacking, a row of trees is still present; and 2) to allow for two allées to fit within the 15-foot median in compliance with required setbacks.
- Due to FEC right-of-way issues, no street trees can be planted on the east side of Old Dixie Highway.

Regarding Cafe Seating:
- Outdoor dining should be allowed and encouraged in the City’s zoning codes for the corridor.

Regarding News Stands:
- Ideally there should be one or two news kiosks on both streets staffed by a merchant.
Reconstruct Old Dixie Highway to create a Boulevard

- A 69' right-of-way structured as follows:
  - 10' sidewalk
  - Two 8' parallel parking strips
  - Two 11' travel lanes (one in each direction)
  - 6' for curb & gutter (1' on either side)
  - A 1½' median that allows for a double allee of trees (planting is offset)
Create A New Downtown For A Thriving Community: The attraction of Oakland Park as a place to live has never been stronger. Resales of existing older homes have been among the best of all the communities in the "Eastward Ho!" corridor. The city has become a magnet for the growing number of people looking for an alternative to the sprawl and traffic of South Florida's western suburbs. Oakland Park offers much of the civic amenities and community environment and access they are looking for. Oakland Park downtown presently poses a great opportunity for the city to reintroduce Main Street vitality to the community. Many of the store fronts and offices are being underutilized and are undervalued relative to the potential market that it could capture. Redeveloping Main Street Oakland Park would make the town truly complete, attracting investments far greater than by housing improvements alone. Revenues to the city could be increased without over taxing residences, making remaining homes that much more attractive to new residents—and bringing with it a level of public service and facilities that could be the envy of even the most exclusive suburban subdivision.
Reconstruct N.E. 12th Avenue as a Main Street

- A 76’ right-of-way, structured as follows:
  - 10’ colonnade over sidewalk (optional)
  - 2’ separation between colonnade and curb
  - 8’ parallel parking on the east side
  - Two 11’ travel lanes (one in each direction)
  - Angled parking on the west side
  - 14’ wide bicycle and pedestrian parkway along the FEC right-of-way

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Main Street Oakland Park: Nadar Shops

Redevelop NE 12th Avenue as a Main Street

Doing this will require a long-term program of defining the street space with a one-sided, continuous street wall of buildings exhibiting good urban design. The future of NE 12th Avenue could be described as a street where multi-story buildings with colonnades containing shops, offices, and apartments front the street. A place where there is ample circulation space on the arcaded sidewalks, windows for spectators, and outdoor dining. Where emblems identifying shops, either attached to or jutting out from the facades, are a common feature attracting residents and tourists alike—a place where everyone is welcome and where everyone wants to be.

Perhaps the first place this future will realize itself is the Nadar Shops at the north end of NE 12th Avenue. Blessed with good access, visibility, and existing tenants, the transformation of this building could be performed with very little disruption of existing business and for a relatively low cost. Three elements of the change are widening the sidewalk, construction a covered arcade, and converting the parking from straight-in to parallel. Future phases should include adding additional stories to the existing one-story structure. Oakland Park should work with the owners to make this happen immediately.
Establish New Design Guidelines. New coding should be developed for the Old Dixie Highway and NE 12th and 11th Avenues. Standards like those indicated here clearly show the important regulating dimensions of Mainstreet buildings, such as building heights, placement and allowable mix of uses. A zoning overlay consistent with good urban design and town-building principles expressed here is recommended.
Reconstruct N.E. 11th Avenue as a mixed use neighborhood street

When the routines of maintenance and repair reach the point where substantial reconstruction work is needed. This event should be seized as a rare opportunity to upgrade the quality of any street. NE 11th Avenues wide travel lanes and narrow sidewalks should be corrected when this substantial reconstruction cycle occur.

NE 11th Avenue should be narrowed to allow for wider sidewalks. This will cause auto traffic to move at slower, safer speeds and will invite pedestrians to spend more time on it. It will also make for a better transition between the commercial area on Old Dixie Highway and the neighborhood. The avenue should be reconfigured to accommodate two 11-foot travel lanes and on-street parking on both sides of the road. Shade trees should be planted on both sides of the road.

The lots that face the avenue should also be modified to allow for buildings to face the street rather than just side it or use it as a service street (like what is happening now with the buildings on Old Dixie Highway). There should be inner type buildings for residential use or live/work units. This type will ensure that the core of the blocks between Old Dixie Highway and NE 11th Avenue remains empty to accommodate parking.

As part of the sidewalk widening program some bump-outs should be added at certain intersections. These extensions of the sidewalk will cut pedestrian time crossing at the intersection and improve the safety of turns. However, this "streetscape" device will be employed sparingly, to preserve the authentic image of the neighborhood.
Improving the Appearance and Formal Organization of the Existing Civic Center

Public open spaces and civic buildings which occupy them, should be designed to be inhabited, not just viewed. If done well, civic spaces of a city give a special life, urban amenity, and character to the surrounding neighborhoods. The Master Plan gives priority to the City's public spaces and the appropriate location of civic building to improve the identity of Oakland Park and foster civic pride. Recommended interventions for the existing "civic campus" are proposed to address the following condition and concerns:

- City Hall needs to expand
- Community Center needs to be updated
- Library has tight space
- Angled parking around all four sides of the block
- No formal structure to the Open Space
Phase I

- Reconfigure basketball and tennis courts in order to gain adequate space for future interventions without stopping activities.
Phase II
• Expand/Rebuild the Community Center to accommodate its activities plus the expansion of the City Hall. The building is designed to create a courtyard within the Civic Center for enclosed outdoor uses and to allow for a directional axis that acts as a connector between the different spaces. The axis is formed by the center of the courtyard to intersect at a fountain or monument.
Final Phase

- The library expands and gives a face both to the street and to the public open space. Its new configuration helps emphasize the north/south axis that connects the four quadrants of the campus.
The Sears Building and its surroundings are transformed into a Village type setting with shops on the ground floor and some live/work units along a market square that opens to 38th Street.

Commercial Activity even though present, is not the dominant concern.

The structure of the building itself is modified as follows.

- The southern 1/3 is demolished and replaced by a farmers market.
- The central 1/3 is transformed into studios (live/work units)
- The northern 1/3 is converted into a small theatre or exhibition center.

If these modifications are made, the village in itself would become a destination.
Scheme “B” - Sears Building

The southern half of the Sears building is demolished and a set of buildings arranged to form streets and a public plaza are built. The northern half of the building maintains its original uses. This option gives N.E. 12th Avenue termination and the possibility of creating a special address to attract commercial and residential uses.
The southern quarter of the building is demolished.
A mixed-use building and a plaza are built along 38th Street and act as a termination for Main Street.
The structure of the warehouse remains intact. Its southern facade is modified to better address the entrance to Main Street. This modification would allow for a mixed-use 3 story building at the intersection of N.E. 12 Avenue and 38th Street.
Establish a New City Park in the "Northern Triangle"

This odd-shaped parcel of land between Old Dixie Highway and the FEC tracks is a rare unfinished chapter in the development of Oakland Park. The City does not have an over-abundance of public parks and none which are as strategically located as this one to make a powerful statement that you have arrived in Oakland Park. The "northern triangle" is a very special site and it is available to the City to take full advantage.

The northern triangle today is a very austere setting. The Master Plan proposes an immense plane of trees and greenery and serpentine paths for pedestrians and bicyclists that provide a variety of facilities for the enjoyment of leisure:

- an amphitheater
- a stoa type structure that can act as a farmers' market and future train station
- 41 parking spaces

The park is linked to the waterfront. A parkway system is created along the railroad track linking the park with a gazebo, a boat ramp, and a dock located by the Gibby's parcel. The City should gain control of the northern triangle as soon as possible.
Designate A Site And Build A Multi-Use Station. Oakland Park once had a rail station where it could send off and receive visitors and residents traveling by rail. When passengers were removed from the FEC line in the 1960's the idea of rail travel for Oakland Park was forgotten. The possibility of restoring passenger service along this rail line is enjoying a revival. At the moment, it is no longer a question of if service will be restored, but when. With this in mind, those communities prepared with plans, or better yet, an actual built station along the rail line will have the advantage of securing a rail stop for its citizens. With travel by car becoming less reliable and enjoyable, many citizens are looking for other transportation and commuting options. The FEC corridor offers one of the best new opportunities. The masterplan suggests building a simple, but well-designed, open building structure along the railway on the southeast corner of Northern triangle and the FEC tracks. This will position the city for a future commuter stop. In the meantime, the structure can serve to accommodate community-oriented functions, such as a green market, art shows and fairs.

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Band Shell
Establish a series of quiet neighborhood greens or centers - The City of Oakland Park is increasingly attracting families with children. Currently there are not a lot of small neighborhood parks where children can play within safe walking distance from their home. This is the kind of park that nobody but the residents really know about because it is tucked into the fabric of the Town. The Master Plan suggests establishing a network of interior neighborhood parks that people can safely walk and ride their bikes to.

Existing vacant properties should be organized so that they can be used by the children in the neighborhood.

The parks can be anything from very passive to equipped with swings or whatever the neighbors decide.

The choice of the trees and the pattern of their placement affect light and shadow, color, views - all significant aspects of the experience of place. Public open spaces are designed to be inhabited, not solely viewed, as well as to give life and urban character to the neighborhood.
Install Traffic Calming Devices. Traffic calming is considered anything that slows down traffic. A few examples are illustrated here and on other pages of this report. Many traffic calming devices also serve multiple purposes. Roundabouts, vegetated medians, parking “bump-outs”, crosswalks and street trees are all elements that can function as traffic calming devices in certain situations. They can become part of an enhanced landscaping plan, help improve pedestrian access and serve as neighborhood gateways. Traffic calming devices can be big and dominating, as great roundabouts, or as small and inconspicuous as textured pavers on a crosswalk. The most important thing is that they force drivers to become more attentive, slowing down the speed of traffic, and making the streets quieter and safer for pedestrians and bicycles. This issue was raised to a level of great importance by citizens of the 38th street neighborhood. Concern was expressed about increasing cut through traffic and traffic in general should redevelopment of the Old Dixie Highway corridor prove successful. Regardless, there is a need for traffic calming interventions in this neighborhood today. Such measures should be used at strategic locations throughout the neighborhood. Traffic calming devices were also proposed along N.E. 15th Avenue.
A narrower curb and gutter section with trees provides a sense of enclosure to the street, provides shade to pedestrians and automatically slows traffic.

Small gestures are effective traffic calming devices and at the same time contribute to one’s sense of orientation within the city. If elements that maintain a certain consistency without sacrificing variety are combined, the result is a townscape that is active without being overly complex.

An example of what could happen along neighborhood streets are small islands in the middle of the road that become not only a beautification element, but also a powerful element that forces people to slow down.
Increase Public Access to the Water - There were a couple of proposed locations to accomplish this goal. The Master Plan suggested the locations below not so much as playgrounds, but as passive parks and a boat ramp.

Gibbys Site: This parcel is at the end of the parkway that connects to the park on Old Dixie Highway. It’s parking lot has been reconfigured and landscaped. The Master Plan proposes a gazebo on the eastern “tip” of the property. The boat ramp is enhanced and becomes an important part of the parkway system.

Street Site: Located just east of Gibby’s parcel, this privately owned site is one of the last opportunities to secure public access to the river.
Great towns, cities, and villages are the work of many people. Each generation leaves a mark. Young families want to settle down and start businesses. Older people want to retire close to their friends and relatives, and close to the places they helped build. Their efforts, and the efforts of those who came before them, are recorded in the buildings, streets, parks and plazas preserved by history.

Not all the cities of the world are great cities. Thinking about the consequences of every decision requires vision and patience. Short-term gain must be tempered by long-term aspirations. Irresponsible projects must be avoided. Control of a City’s destiny must always remain in the hands of the citizens.

The City of Oakland Park is a good place today, and may be a premier place some day. Whether it becomes one depends exclusively on the will of its citizens. A good plan is essential, but it is not enough. It is only a first step. Creating a community worthy of your children, and of those who will come after them, is a challenging endeavor. It will not be easy, but it will be worth every effort.

Now that the planning is done, it is time for action.
Once the redevelopment Master Plan is approved, it must be implemented.

The Plan includes many types of projects. Some can be done right away such as planting trees and traffic calming local streets in the neighborhoods; modifying the civic spaces behind City Hall; and improving the public dock area and various neighborhood parks in the City. Others, such as reconstructing Old Dixie Highway and NE 12th Avenue and establishing the new city park in the "northern triangle" are longer-term projects. However, there is one basic recommendation: the ideas proposed in this plan complement each other and should be applied together. A city needs all its parts. No element of the Plan is autonomous or self-sufficient.

The Plan is a representation of the ultimate build-out of the Old Dixie Highway corridor. It is, in strict terms, the citizens' vision of the future. However, the Plan is not a strategy for implementation of redevelopment and revitalization projects. Therefore there is neither timeline for completion nor a program for the phasing and funding of the projects. The specifics of implementation must be addressed in future comments prepared by the City. City staff and the citizens should start work on this as soon as possible.

Recommended implementation steps:

Approve the Plan.

The Plan will guide policy decisions. It will also have regulatory power. The City Commissions, City staff, the chamber of commerce, Main Street, and the citizens must make an unquestionable commitment to respect the spirit of the Plan and all the details that are essential for its success.

Replace the existing zoning code with a new urban code.

An urban code guarantees the integrity of the Plan. It is the only document that can answer the most difficult question about the future of a City: What will my neighborhoods and special districts look like?

Many cities have adopted standardized codes supplied by some national planning agency. This is foolish. Each city must spend the time and effort to develop its own code and must have the commitment to follow it consistently.

When the City passes an urban code, it will have one of the most sophisticated zoning ordinances in the Country.

Hire an urban designer.

Plans are very fragile. They require constant oversight. Any plan, regardless of its merits, can fall apart if it is not implemented correctly. Success or failure depends on the details. Only a full-time professional, competent and motivated, can make sure that the City has a fair chance to implement the vision of its citizens.

The City's urban designer will have five major responsibilities:

- review proposed projects for compliance with the Plan
- prepare illustrative products to encourage redevelopment of specific areas
- provide design and other technical assistance to citizens' groups and organizations interested in working on projects
- assist in developing marketing products advertising the Plan
- assist in putting together funding requests and drives that will carry out the Plan
The City's urban designer, therefore, will be much more than an administrator of the Plan. An important aspect of the job will be creation of a new urban code, the ongoing interpretation of the code, and its fine-tuning as time goes by. This job will require proactive planning. This can only be done with projects. Words cannot develop the Plan any further.

This new positions should be distinct, separate, and independent from any existing job in the City. The City must hire a person who is trained in architecture and urban design and who is willing to help people solve their problems. This person should answer directly to the City Commission and, with the support of the Commission, should be responsible for the redevelopment and revitalization of the Community.

Many cities have redevelopment plans but no staff with the specialized skills needed to implement them. When the City hires an urban designer, it will have a clear advantage over many towns, cities, and villages in Florida.

Organize the citizens.

Citizen organizations can improve the public spaces of the City. In some instances, the City and a citizen organization may collaborate. The landscaping of various streets, for example, could be accomplished if the City buys the trees and a local club donates the work needed to plant them. Similarly, bus stops, roundabouts, or commemorative gazebos and pergola's could be built with private funds on land owned by the City. The City could also continue to work with investors and begin providing the infrastructure and purchasing the property necessary to attract investors to complete the Sears Building and new city park project and to reconstruct Old Dixie and NE 12th Avenue.

At the neighborhood level, the City may want to encourage some type of neighborhood or homeowners associations similar to those found in suburban developments. Suburbia looks manicured because neighborhood organizations assure the maintenance of the commons and public areas. Since the City may not have the capability to maintain every local street, the citizens must take over this responsibility. Many times, the difference between a great neighborhood and a slum is the first broken window and the first overgrown yard. If minor maintenance problems are not fixed immediately, they can overwhelm an area.

The people who can fix these problems best are the residents, but they need to have an established and recognized organization to take actions.

Adopt codes that regulate the upkeep and maintenance of properties.

This measure would support City revitalization efforts. If the codes are strictly enforced, the work of the neighborhood organizations and individual citizens will be sustainable.

Implement the redevelopment and revitalization projects under the supervision of the City's urban designer.

The renovation of the public spaces will have an immediate impact on the life of the community. Therefore, the City should concentrate its efforts in coordination and sponsoring those projects that enhance the public activities of its citizens.

Market the area.

Cities and their immediate neighborhoods have a hard time competing with large private developers because they do not use the same marketing techniques. A big developer will orchestrate an ambitious advertisement campaign to convince the public that the product is of the highest quality. A city must do the same. Main Street can be the organization to organize this effort.
Some possible campaigns may be:

Do you miss the old neighborhood?
Welcome back to the City of Oakland Park.

Are you tired of traffic and cookie-cutter developments?
Come to the City of Oakland Park for a slice of the real Florida.

Do you spend most of your day on the highway?
Move to the middle of things—NE 12th Avenue and Old Dixie-Oakland Park.

Tired of driving and shopping in strip malls?
Try a stroll down Main Street, 12th Avenue, and Old Dixie in the City of Oakland Park.

Encourage people to live and work in the City.

People like the convenience of living and working in the same city. No one enjoys long commutes. Some people endure them every day because they are unable to find housing that is affordable and attractive close to their jobs. The varied housing stock of Oakland Park can accommodate most house and apartment preferences.

Complete neighborhoods are not made up of commuters. For a neighborhood to prosper, people must have a personal stake in its development. If a substantial number of people see themselves as part-time or transient residents and if a person moves into the neighborhood only because it has low real estate prices, things will not improve.

The City should:

· consider incentives to existing businesses that hire people who live in the community encourage with incentives public employees to live within the community
· promote home ownership and maintenance of properties by code enforcement and other means
· Eliminate any real or perception of serious crime within the City.

The City should:

· expand the existing program of neighborhood-based police officers
· provide incentives for officers to live within the neighborhood they patrol
· encourage the organization of neighborhood homeowners associations that can work with neighborhood-based police
· retrofit neighborhood through streets making them effective and attractive traffic-calming devices
Images from the May 7-14, 1999 Charrette
City of Oakland Park
OAKLAND PARK

LOCATION Oaklands Park is located on the low-er southeast coast of Florida in the sub-tropical part of the United States. It is in the center of Broward county, and on the way between Palm Beach and Miami. It is three miles to the county seat, Fort Lauderdale, and three miles to Pompano.

IMPROVEMENTS & FACILITIES Oaklands Park has a City Hall, a Fire House, operated by a voluntary Fire Department. It has a city park, 600 acres available for a golf course, a municipal cemetery, six miles of paved roads and three miles of rock road.

PANORAMA: BEAR FARM

Population There are 600 white people, native born American stock, in Oakland Park. This is an increase of 50% in the last ten years.

Taxes The lowest tax rate in Broward County-20 mills. No debt. The City owns $3,000 in Federal War Bonds, and has a cash surplus in its treasury.

Transportation Served by the main line of the Florida East Coast Railroad; the Miami Intercoastal Canal between Miami and Jacksonville; Boston and Biscuit United States Highway No. 1 ; Dixie Highway; the Beach Highway No. 500; and other important east-coast highways of the state and federal government in Florida. It is two miles from a major airfield. Has excellent bus service.

Agriculture Broward County is the fastest growing county in the state of Florida in beef cattle raising. Oakland Park is one of the leading centers of the county in this development. The largest cattle market under one roof, at Pompano, is only a few miles away. Principal activities of Oakland Park are farming, cattle raising and shipping. The Oak-land Park poultry farm has 40,000 hens at the present time, and is the largest hens farm in Florida.

In the Heart of the Cattle Kingdom of Broward County

Major Assets A substantial high-class city, with fine churches, the finest grammar school in the county, a post office, shuffleboard court, and Anglin fishing pier in the ocean.

Broward County has miles of the finest ocean bathing beaches. Several golf courses. The finest year round climate and the mildest winter climate, to be found in the Nation. Night clubs, dog racing and horse racing are available in a 20 to 45-minute drive from Oakland Park.

Real Estate Office of T. C. Moore

For further information, write City Clerk, Oakland Park.

METHIST CHURCH

THE HISTORY OF OAKLAND PARK/FLORINADA