Davie, Hollywood & The Seminole Nation
S.R. 7 Charrette

July 17th through 23rd, 2004

Treasure Coast Regional Planning Council
South Florida Regional Planning Council
Rethinking the 441 corridor

Using markers and aerial maps, Davie residents and planners interested in improving U.S. 441 drew what they would like the corridor to be.

BY JASMINE KRIPALANI
jkripalani@herald.com

Anyone driving along U.S. 441 will inevitably zoom past these scenes: watermelons selling two for $5 from the back of someone’s pick-up truck, narrow sidewalks, billboards advertising burgers and a slew of pawnshops and car dealerships with flapping American flags.

On Saturday, about 65 people — from Davie residents to professional architects — met at a community center to draw what they wish to see.

The results: tree-lined streets, wider sidewalks, more hotels and prettier bus stops. Some modeled their ideas on European cities while others simply said a few more trees and safer sidewalks should be the priority.

It’s a collaborative hosted by the South Florida Regional Planning Council and funded by a $2 million federal grant aimed for Coconut Creek, a ‘green’ town center?

*TURN TO ROADWAY, 6B
The Citizen's Master Plan
How The Plan Was Created

July 17th, 10:00am through 11:00am
How The Plan Was Created

July 17th, 11:00am through 3:00pm
How The Plan Was Created

July 18th through 23rd, 2004
How The Plan Was Created

July 17th, 11:00am through 3:00pm
The Citizen’s Ideas
The Citizen's Master Plan
Regarding The Corridor’s Public Realm

- Maintain a six-lane section between 595 & Stirling Rd. (do not widen the corridor)
- Announce arrival (signs, buildings, fountains, landscaping)
- Improve the corridor’s overall physical appearance
- Create a new network and connections, adding a secondary North-South road parallel to SR 7
- Increase landscaping
- Incorporate landscaping and pavers in crosswalks and median
- Add pedestrian scaled lighting
- Build wide sidewalks
- Build taller buildings along SR 7, and have heights decrease towards the West
- Buildings should have a vernacular architecture
- Create a grand Promenade to connect library and cultural center
- Build bus shelters equipped with, benches, trash cans, good signage and lighting that help define the community’s identity
- Improve connectivity between businesses along the SR 7 Corridor
- New Name for the corridor
The Citizen’s Requests

Regarding The Corridor’s Private Realm

- Convert the industrial area into a competitive industrial/commercial/research district
- Improve the overall appearance of the industrial area
- Improve connectivity and the physical aspect of existing streets within the industrial area
- Incorporate residential uses into the district (workforce housing, affordable and market rate)
- Extend Oakes Rd. over to Nova Southeastern University
- Create a mixed-use center at the intersection of Griffin & SR 7
- Build a waterfront village/marina along the C-11 canal, west of SR 7
- Develop a mixed-use, medium to high density residential neighborhood north of the Seminole Casino
- Develop a mixed-use, medium to high density residential neighborhood east of the Seminole Casino
- Encourage recreation and resort/tourist/entertainment oriented development in the parcels by the casino
- Incorporate restaurants, movie theatre and hotels to the redeveloped sites
- Build new housing to accommodate all incomes
- Build new schools
The Importance of the Street

Vital for Tourism
Vital to Attract Jobs
SR 7: Civilizing The Corridor

# 1 Traffic Components
# 2 Physical Components
# 3 Land Use/Development Patterns
#1: Traffic Components:
Preliminary Network Diagram

- Extend Oakes Road Across Turnpike
- Creation of New Network
- Access Driveway Consolidation between Stirling Rd. and Oakes Rd.
Access Driveway Consolidation (between Stirling & Oakes)
Traffic Components

Local Trips

Semi-Local Trips

S.R.7
Traffic Components

Step 1: Access Consolidation
Traffic Components

Step 2: Formalize Secondary Access
Traffic Components

Step 3: Create A “Real” Network
Traffic Components

Ultimate Build-Out

Local Trips

S.R.7

Semi-Local Trips
• Connect parcels, consolidate driveways
• Enhance viable structures, replace obsolete buildings
• Formalize connectivity between parcels
• Ultimate Build-out, follow the citizen's master plan
Creation of New Network
Improve Existing Network

Orange Drive: Announcing Arrival
Orange Drive & SR 7:

Defining the Community's Identity
Improve Existing Network

Griffin Rd

GRANT ROAD
Proposed Street Section

Griffin Rd
Oakes Road Extension

A Key Link
Oakes Bridge

- 40' wide structure
- 20' travelway
- 2 - 8' pathways
- Pedestrian-scale lighting
- Decorative railings and structure
- 6% approach grades
- $1.5 to $2.0 M cost
#2: Physical Components

- Endless parking lots
- Limited landscaping
- Narrow Sidewalks
- Cobra-head lighting
- 1 story buildings with large setbacks

[Diagram showing the physical components of SR 7 with labels for each feature.]
- Shielded parking
- Appropriate landscaping
- Wide Sidewalks
- Decorative street lights
- 4 to 8 story buildings

- 6 - 12' travel lanes
- Landscaped median with turn bays
- Shared outside transit lane
- At least 16' wide multi-purpose path both sides (peds and bikes)
Elements of the Street
SR 7: A Prominent Address Within Broward County
SR 7: The Corridor As An Outdoor Room
SR 7: A World Class Street
SR 7: A World Class Street
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# 3: Land Use/Development Patterns
From Industrial Area To Business Park

- Industrial uses, warehouses
- Offices
- Hotels, Conference Center
- Retail Stores
- Residential Units
- Mixed-use Center
- Civic Spaces/parks
- Rapid Transit Stops
- Pedestrian/Transit Orientation
- Comprehensive drainage system
- Great Streets
The Front Door

Bus Rapid Transit (BRT)

Combined Station and Transit Oriented Development (TOD)

Central Broward Transit

595
The Front Door:
Jolmy Travel Center

SW 50th Avenue
Burris Rd.
Spur Rd.
The “Loop”
Combined Station and Transit Oriented Development (TOD)
The “LOOP”

Improving Access While Creating An Identity
Wheelabrator – What’s Next?

“Ashes To Ashes”
A Center For The District

Waterfront Village
Waterfront Village

A Unique Opportunity
Town Presence Along State Road 7
Town Presence Along State Road 7

Public Open Space Defining A Special Place
Town Presence Along State Road 7
New Development: Build Upon Success

Seminole Tribe/City of Hollywood
An Opportunity To Trigger Redevelopment Along SR7

Build Upon Success
Seminole Tribe Town Center
Art In Public Places
Civic Buildings: Fostering Civic Pride
Seminole Tribe Town Center
Questions/Comments

Is This What You Envisioned On Saturday?

Did We Miss Anything?
What’s Next?

• Final presentation and report in 10 to 12 weeks
• Charrette Steering Committee and staff to review final report and master plan
• Adopt the conceptual master plan
What's Next?

- Development of Right-of-Way Improvement Plans as part of the SR 7 Collaborative awarded contract.
What’s Next?

• Develop an Overlay Zoning Code as part of the SR 7 Collaborative awarded contract.
What’s Next?

- Make Citizen’s plan consistent with the CRA plan
- Develop a package of incentives that will ensure the implementation of the plan
- Continue Active participation in the SR 7 Collaborative

In The Meantime...

- Work with FDOT & Broward County and the MPO
- Advertise the master plan and ideas to property owners, business owners and developers
The Team

Treasure Coast Regional Planning Council
South Florida Regional Planning Council
A + S Architects
Arx Solutions, Inc
Dan Cary & Associates, Town Planning
Glatting Jackson, Transportation Planning

Urban Designers: Maria Fleites, Sita Singh, Shailendra Sing, AnaMaria Alponte, Moushumi, Jess Linn