SR 7 / US 441

Hollywood, Florida and the Seminole Nation of Florida

Master Plan Report
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THE STUDY AREA

Casino Pawn near Stirling Road on Seminole Nation property. SR 7 near Sheridan Street. The Millennium Mall property at Hollywood Boulevard.
The SR 7/US 441 Collaborative

The SR 7/US 441 Collaborative has been conducting a study of SR 7/US Highway 441 for the entire length of SR 7 as it runs through Broward County, Florida with a mission to promote the economic and aesthetic improvement of the corridor. The collaborative’s membership includes each of the sixteen local government jurisdictions that span the length of the SR 7/US Highway 441 corridor within Broward County, Florida.

In October 2003, the collaborative study began on the development of a Strategic Master Plan for the entire 25.6-mile corridor. The corridor has been divided into nine planning segments. Each segment has its own charrette. The Hollywood/Seminole Nation study focused on a three-mile stretch of SR 7 that includes the jurisdictions of Hollywood and the Seminole Nation of Florida.

Many consider SR 7 an important corridor that will link many growing communities. Florida’s population is increasing at an accelerated pace, and SR 7 will change dramatically in the years to come. The master planning of the area is seen as a way to prepare for this growth and efficiently plan for future transportation systems. Redevelopment of the corridor could provide much-needed increases in community tax-base.

The SR 7/US 441 Collaborative is facilitated by the staff of the South Florida Regional Planning Council. More information about the collaborative can be attained online at www.sfrpc.com/sr7 or by contacting David Dahlstrom, Project Manager at (954)985-4416.
The Study Area

The study area stretches along SR 7 from Stirling Road to the north (right) to Pembroke Road to the south (left). This portion of SR 7 is approximately three miles long and includes the jurisdictions of Hollywood and the Seminole Nation of Florida. Although the focus of the study was centered on the roadway and its adjacent parcels, the surrounding neighborhoods and their existing streets and parks were also included in the study since these areas are directly affected by any changes to the corridor.

This section of SR 7 is one of nine sections of the overall SR 7 corridor as it runs through Broward County and is important to the entire SR 7 project. Hollywood is an important city in Broward County, and the way in which it develops could influence the rest of the region’s cities. The Seminole Nation of Florida and the special conditions and regulations it adheres to offer many exciting possibilities in gaming, commercial activities, and housing.

SR 7 is the spine that connects the various communities in the area. As a result, SR 7 is seen as both a center and an edge. Regionally, SR 7 is an important corridor traversing uninterrupted the entire length of the county, and it has developed as a central commercial corridor. Conversely, many municipalities along SR 7 treat the corridor as an edge. The challenges facing the design team were to create an identity for the corridor, propose exciting and profitable redevelopment possibilities to all jurisdictions; and, for the first time, draw the attention of citizens, lawmakers, developers, and architects to the unlimited potential for SR 7.
The Study Area: Exiting Conditions

- An abandoned gas station near Stirling Road and SR 7.
- A gas station at Sheridan Street and SR 7.
- Sidewalks, planting strips, and trees at Washington Street and SR 7.
- Declining retail: the Millennium Mall is mostly vacant.
- Hollywood Memorial Gardens at Taft Street and SR 7.
- Smoke shops on Seminole Nation Land.
The Study Area: Existing Conditions

Looking for Shade at Hollywood Boulevard and SR 7.

Retail at the intersection of SR 7 and Hollywood Boulevard.

An office building near Osceola Drive and SR 7.

A sea of asphalt along SR 7 near Stirling Road.

Dangerous Roads: Sidewalks merge into travel lanes.

Washington Street and SR 7.
GENERAL PRINCIPLES OF URBAN DESIGN
GENERAL PRINCIPLES OF URBAN DESIGN: THE BUILT ENVIRONMENT

The Built Environment

Every place is different. Each city, town, and neighborhood has a unique set of circumstances and conditions. The SR 7 study area in Broward County is no different. There are general principles of good urban design that can be applied in one way or another almost everywhere. These are time-tested fundamental principles that have shaped great cities for centuries. These are the underlying principles the Treasure Coast Regional Planning Council used during the study.

Characteristics of Great Towns and Cities

Traditionally, towns and cities are made up of neighborhoods with each neighborhood ranging in size between 40 and 125 acres. In larger towns where there are multiple neighborhoods, these neighborhoods may be clustered around a central business district or main street shopping areas. Within neighborhoods, ideally, there is a diversity of uses and housing affordabilities. Densities are usually greater in metropolitan areas and centers of neighborhoods. These greater densities accommodate public transportation and a greater variety of services and jobs in close proximity to residential areas. Towns and cities recognized by residents as great places to live share these and the following characteristics.

A well-defined center and edge. Great towns and cities have a strong sense of place. You know when you have arrived, and you know when you leave. They do not sprawl and merge into one another, and they have a recognizable center and heart.

The center is the place people go to shop, conduct business, get news, and see neighbors. The center usually occurs at an important intersection (main street and main street) where shops have maximum access and exposure. The center of town is typically anchored by an important community civic building such as a town hall, library, or community church. Civic buildings are situated on public greens or plazas that serve as recognized gathering places for residents.

A hierarchy of interconnected streets. Great towns have a diversity of street types serving the different needs of the community and providing strong interconnection between a diversity of land uses. Streets end at intersections with other streets creating a fine network of alternative transportation routes. The best places to live do not undermine the power and value of the grid by closing streets to public use or gating off neighborhoods.

Beautiful streets designed for both cars and pedestrians. Streets are designed and viewed as part of the public realm to be used by both cars and people. Equal attention is given to both the functionality and attractiveness of the street to pedestrians, children, and automobiles. Great towns recognize that large portions of the community do not have independent access to an automobile and still need to be able to move about.

A diversity of housing types and affordabilities. All members of the community must be able to find a suitable place to live within the community. Communities need a great variety of people to function well - physicians, bankers, carpenters, shopkeepers, teachers, and baby sitters. If the community is not attractive to a few wealthy individuals, there will be no one to donate money to build a library. Without skilled and unskilled labor, there would be no one to repair a car or maintain landscaping.

Places for work and shopping in proximity to housing. Quality of life is improved when people are able to live in close proximity to workplaces and frequently used shopping destinations. Residents should be able to reach centrally located work places and shopping destinations by walking or by very short vehicle trips.

Appropriately located sites for civic buildings. Well-designed communities have created special and prominent locations for their important civic buildings such as churches, libraries, schools and community meeting halls.

A variety of parks and open spaces. Communities provide a variety of open space needs that include recreation fields, quiet places for work and shopping in proximity to housing. Quality of life is improved when people are able to live in close proximity to workplaces and frequently used shopping destinations. Residents should be able to reach centrally located work places and shopping destinations by walking or by very short vehicle trips.

Appropriately located sites for civic buildings. Well-designed communities have created special and prominent locations for their important civic buildings such as churches, libraries, schools and community meeting halls.

THE ULTIMATE TEST OF SUCCESS

The extent to which it is possible to enjoy a high quality of life within a community without having access to an automobile.

The ability to own and operate an automobile should not be a prerequisite to enjoying a good quality of life. However, in much of Florida, this is exactly the case. Significant portions of the population are either too young or too old to drive, and others cannot easily afford a car. In the best communities children can walk to a playground, and the elderly are not forced to abandon their homes of many years because they can no longer drive a car.
Public Open Space

Parks and open space are critical for the success and livability of any neighborhood. Parks are important and desirable to have, but if they are not designed properly or located in the right place, they can fail. The following defines different types of open spaces from rural to urban.

**Regional parks** have acres of preserved land with room for active recreation. The land for this type of open space should coincide with a natural feature in the area.

**Multi-use play fields** are large enough to play baseball and soccer and are needed in the area. If possible, these fields could be incorporated into land dedicated to existing schools. The possibility of sharing these fields with the public when the school is not using them should be explored.

**Greens** are a third type of public open space. A green is an urban, natural open space surrounded by buildings. Trees are typically informally planted. Greens are landscaped with trees at the edges and sunny lawns at the center. Greens may contain benches, pavilions, memorials, and paths.

**Squares** are smaller and more formal than greens. A square is a public open space that provides a setting for civic buildings and monuments. Civic buildings should be located at the center or edge of the square. The space is defined by formal tree plantings and maintained to a higher standard than parks or greens. Squares can be attached or detached meaning the square either can be part of the block or surrounded by streets on all four sides.

All of the mentioned types of public open space should be considered in the planning of the study area. A good variety of all the types will produce a more desirable and livable neighborhood.
Two Patterns of Development

A pattern of segregation (top of both illustration). One of the most unfortunate trends in conventional development patterns is the segregation of uses. The first figure shows this very clearly.

The mall is separated from the apartments, which, in turn, are separated from the houses and the school. Instead of being able to walk from work to school or from shopping to home, the distances become too great, and the car is needed for every task.

In addition to driving to every destination, a parking space is needed for each trip at each location. Instead of parking in one place and walking to a few places and then getting back in the car, it becomes necessary to drive and park at each location. Therefore, a greater number of parking spaces are needed. Additionally, typically all the business traffic empties onto a collector road or arterial highway. All of these extra trips share one road to get from one destination to another. The result is that the more development that happens, the worse the traffic gets. The most commonly used "solution" is to widen the arterial, which often makes the road more dangerous and unpleasant. This happens all over the country. SR 7 and Broward Boulevard have been widened in the past. With a growing population, it is unreasonable to assume that these roads can carry all the traffic. They may have the capacity to handle regional traffic passing through the area, but when all local trips require using one of these roads, they become over burdened. Dealing with traffic becomes a nightmare.

A pattern of integration (bottom of both illustration). Traditional planning mixes the uses and makes it possible to walk easily from one place to another. A logical street network is critical for this system to work. Neighborhood streets that link all the uses together reduce intensity on the arterial road. A person could easily travel from his or her apartment to school and stop at the mall on the way without getting on to the arterial. As a result, the arterial is limited primarily to through traffic and semi-local trips. A better street network and a mix of uses are two fundamental ingredients in the making of a successful neighborhood.
GENERAL PRINCIPLES OF URBAN DESIGN: THE GRID AND BLOCK SIZES

The Grid

The grid is the most efficient system of street planning. A dense network of streets provides more options for drivers. Traffic jams and bottleneck patterns of circulation are avoided when every driver has an increased number of ways to get from their origin to their destination.

The image on the left has the same amount of pavement as the image on the right. The difference is that everyone who drives in the town on the right must use the same road regardless of their destination even if they want to travel from east to west instead of north to south. The driver in the town on the left has multiple options. If an accident slows traffic on one road, the driver can turn left or right at the next intersection and avoid major delays.

A grid should be predictable. If roads do not connect or do not continue for great distances, they become less efficient, and people will not use them because they do not know where the road will end. A grid can have variances and irregularities in it, as the diagram on the left suggests, but it must contain predictability.

Block Size

The size of a block varies in dimension from place to place. The entirety of Manhattan north of downtown has blocks roughly 200 feet by 800 feet. Typically, the shorter side of the block has a dimension compatible with development patterns. The Manhattan block is shallow by most standards. Two-hundred feet is not large enough for back alleys or parking since blocks are divided in two to accommodate two parcels facing opposite streets. A good shallow dimension of a block is between 250 to 350 feet. Anything less will produce shallow lots without space for private parking. Anything more will produce excessively deep lots affecting the walkability of the area.

The length of blocks is also very important. 400 to 800 feet is a good range. If the block is designed to too long, it will diminish the efficiency of the grid and make distances between blocks too great for walking.
Streets and Highways as Beautiful Public Spaces

Essential to creating a beautiful city is an understanding that highways, streets, and avenues should be viewed as an important part of the civic realm of public spaces that should be attractive regardless of the scale of street. Streets and avenues should be viewed as important public spaces that in order to be fully functional must be comfortable for pedestrians, bicyclists, and cars.

In order for a street to feel good and transmit a sense of place, the space occupied by the street and associated sidewalks must be delineated and defined by a continuous liner of buildings. The buildings that line the street must pull up to the sidewalk and be of appropriate scale. Wide streets should be lined with taller buildings; narrow streets lined with buildings of one or two stories. Where buildings are pulled up to the sidewalk to form a continuous frontage of appropriate height, the space occupied by the street is defined and begins to feel like an outdoor room or place.

Equally important to the walls formed by buildings is the provision of a continuous system of wide sidewalks for pedestrians. Within residential areas, sidewalks should be at least wide enough for two people to walk comfortably side by side (six feet), and within denser areas or commercial districts, sidewalks should be very wide (fifteen to twenty feet minimum width) and sufficient to provide arcades or outdoor seating at tables in front of cafes and restaurants.

Street trees that provide further definition of space and shade for pedestrians are also critical. Within urban areas, the street trees should be planted between pedestrians and traffic with some formality along a line and with regular spacing along the edge of the street.

Attention should also be paid to how the outdoor room and public space of the street is furnished. Excessive signage should be avoided, and attention should be paid to the aesthetics and design of street lighting, benches, shelters, and other objects that occur within the public space.

When traffic enters a space designed as a “place,” it instinctively slows. With cars moving at slower speeds and buildings pulled closer to the street, it is easier for drivers to see what stores and businesses are located there. Consequently, the economic energy provided by the street and its traffic can be more efficiently utilized.

With buildings of the right scale appropriately placed, proper street trees, wide sidewalks, and the right mix of uses, SR 7 will become an area of pedestrian congregation. As it currently exists, SR 7 divides and scars the study area rather than serving as a beautiful boulevard full of energy and activity. Traffic travels fast since nothing draws interest to make drivers take note that they have arrived in a unique place.

Many of the smaller residential and industrial streets within the study area are also in need of attention. Many lack street trees and sidewalks and proper detailing. Failure to provide for on-street parking leaves some of the older neighborhoods with small lots cluttered with parked cars.

Charleston, South Carolina: porches make the street more inviting.

Boston, Commonwealth Avenue: the street becomes a room framed by houses and landscaping.

Key West, Florida: a regional example of a city with great streets.
Civic Art

Architecture is a civic art. Memorials, monuments, and public buildings such as schools, churches, and temples are important to have in neighborhoods. Civic buildings help give identity and orientation to a place and can create a sense of pride. Currently, the study area has few public buildings. Public buildings should be special and contribute to the overall composition of a neighborhood. Furthermore, public buildings should be the most special of all buildings.
The master plan for Hollywood and the Seminole Nation of Florida is a collection of many individual projects that together create one unified plan. Likewise, this master plan is also part of a larger collection of work encompassing the entire SR 7 corridor in Broward County.

Planning for redevelopment is time consuming and difficult, and a master plan facilitates redevelopment. The design team met with property owners, businesses owners, elected officials, and tribal officials and staff to receive input for the redevelopment of this section of SR 7. The team evaluated these ideas to ensure that they fit and were possible to implement.

The master plan concentrates on the parcels that share property lines with SR 7. The exceptions, most notably, are at the major intersections and in the unbuilt portions of the Seminole Nation’s property. However, existing neighborhoods (shown in yellow) were left untouched. The plan is a vision for future growth for the various governing staffs to use as a tool for implementation. The new roads, parks, and transportation routes in the master plan serve two purposes. They improve the quality of life for the residents, and they create attractive and predictable locations for redevelopment.
A Tour of the Plan

Seminole Nation property. SR 7 near Sheridan Street. The Millennium Mall property at Hollywood Boulevard.
The proposed plan for the Seminole Nation neighborhood completes the existing neighborhood structure east of SR 7 by providing a beautiful neighborhood center with civic space, shopping, higher density housing, and a neighborhood elementary or middle school. All of this would occur within walking distance of the existing residential areas.

Existing single-family houses will merge with the denser town center and the surrounding neighborhood fabric. The majority of new housing will be single-family homes. The Seminole Nation has a great demand for this housing type and wishes to provide many members of the nation with great new places to live.

The plan includes a grand new mixed-use building (pictured to the left) that could house office, commercial, and residential uses. It is within walking distance of the Hard Rock Hotel and Casino thereby offering a perfect opportunity to accommodate local businesses or offices that support the activities in the casino. The new structure is built along SR 7 surrounding a crescent-shaped plaza. Two parking garages lined with space occupied by uses that support the proposed uses and the existing Seminole Hard Rock Hotel and Casino accompany the new mixed-use building in the proposed neighborhood.

This new building will help give SR 7 spatial definition. Ideally, both sides of SR 7 should be fully developed. Parking should be contained in garages and hidden from view from the street. Significant improvements to the Seminole Nation property west of SR 7 are currently underway. The master plan presents a model for how remaining undeveloped portions of that property might be further developed to pull the two sides of SR 7 together. This would transform this regional destination into a complete resort village with a strong visual sense of place.
SR 7 near Stirling Road is best known for being the site of the Seminole Hard Rock Hotel and Casino.

An aerial photo of the Seminole Nation property north of Stirling Road.

Master Plan of the Seminole Nation property in Hollywood.
Virtual Tour Map: The path above corresponds to the following images. A grand icon commemorates the entrance into Seminole Nation lands and offers an alternative to the Hard Rock Hotel and Casino.

Entrance into the Seminole Nation neighborhood.

Mixed-use buildings face the proposed neighborhood plaza.

The paved open space could accommodate a public market.
A VIRTUAL TOUR OF THE PROPOSED SEMINOLE HOTEL DISTRICT

Fronting the boulevard (SR 7) and enclosing the space occupied by the street and sidewalk, the proposed mixed-use building could stand as a landmark guarding the entrance street to the Seminole Nation neighborhood south of SR 7. The proposed building would be one of a series of buildings defining the street space south to the Stirling Road intersection.

Turning into the entrance street leading into the interior of the Seminole Nation neighborhood, one is greeted by a well-proportioned and beautifully formed outdoor room that serves as the civic center of the surrounding residential neighborhoods. The space is formed by buildings and is detailed with wide sidewalks, street trees, a central plaza, and green accented by a grand monument and fountain.

A diverse mix of uses surrounds the central plaza to assure that this important public space is always active and full of people. The ground floor of buildings facing the plaza is reserved for retail uses such as restaurants, cafes, and shops. Upper story uses include office and residential. The central plaza is anchored at the far end by a civic building such as a library, museum, or community building.

Great care must be taken in the sizing of public space. If the space is made too large, it will never be sufficiently full of people to activate it, and it will feel dead. Appropriate size is determined by the resident population of the surrounding buildings and the types of uses that occupy the building. The ideal uses facing important civic space are those that generate large amounts of pedestrian traffic.

By placing parking garages on both sides of the proposed plaza behind occupied retail and residential liner buildings, large numbers of people are guaranteed to activate the civic space. As noted, uses such as restaurants, cafes, and bookstores are examples of ideal storefront uses facing civic space.

The focal point of the central plaza is a grand fountain and memorial that sits in front of an elegant civic building anchoring the east end of the civic plaza.


The Seminole Nation of Florida's reservation lands border the City of Hollywood along SR 7 at Stirling Road. To the north of the intersection, the Seminole Nation has built the Seminole Hard Rock Hotel and Casino. The hotel appears to be a tremendous financial success and is considered a statewide and international attraction. The Seminole Hard Rock Hotel and Casino currently offers hotels, nightlife, gaming, and entertainment. The Seminole Nation would like to expand its success through the development of lands to the south of Stirling Road.

The Seminole Nation-owned rectangular-shaped parcel to the south of Stirling Road between SR 7 and the Florida Turnpike is occupied primarily by the Seminole Nation mobile home park. The park is set back from busy SR 7 by approximately 350 feet. The land between the mobile home park and the road is primarily used for the Seminole Nation's bingo hall and surface parking. Currently, these two functions make some sense. However, the land prices and development pressures will create an opportunity to do something else with the land.

The Seminole Nation of Florida has expressed interest in a long-term plan for the property, and the success of the Hard Rock Hotel and Casino has led it to consider expanding gaming in the area. The Seminole Nation is intrigued by the notion of a gaming district. The design team through this report has proposed a redevelopment plan. The plan is presented in three phases.

Phase 1 involves developing the 350 feet between the SR 7 and the mobile home park. This land is currently under developed. A new bingo hall or smaller casino could anchor the intersection of SR 7 and Osceola Drive and help support the surrounding retail, hotel, and entertainment programs. Parking, located on adjacent blocks, should be structured and lined with offices, restaurants, and possibly some housing. The goal is to create walkable and attractive streets.

A New Gaming District

Seminole Nation land master plan: New casinos, a monorail, green space, and a school are all part of a long-term redevelopment proposal.

Bingo Parking: A large amount of surface parking could redevelop into a new gaming district supporting the existing casino.

Aerial photo of the Seminole Nation property, primarily used for mobile
that start to create a pleasant environment with gaming as a focus. Contrary to the Hard Rock model, which internalizes the functions and generally ignores SR7, the proposed plan attempts to face SR 7 and use its exposure to help promote the growth of the new gaming district. Phase I also includes a new tribal municipal building that has already been planned by the nation.

Phase II of the Seminole Nation property focuses on two different locations within the property each with very different aspirations. The first is a new hotel and casino located as close as possible to the existing Seminole Hard Rock Hotel and Casino. The second location is east of SR 7 and calls for the development of a new residential neighborhood for nation members. The new casino/hotel would build upon the success of the Hard Rock Hotel and Casino and offer an alternative to visitors. It would establish the area as a worldwide gaming destination and could be an asset to the nation and the surrounding communities if planned properly. Advantages of locating a second casino within close proximity to the existing casino are walkability and shared parking. Clustering the casinos close to one another also can activate the space between them creating a desirable location for restaurants and entertainment.

The second aspect of Phase II focuses less on gaming and commercial activities and more on housing and improving the social condition of the nation. A house for all nation members is a goal of the Seminole Nation. The property east of SR 7 and south of Stirling Road is a good location for it. For consistency and to better utilize the exposure of SR 7, the frontage of the road should remain mixed-use. This zone could be leased to tribal members hoping to start small businesses. To the east and further into the new neighborhood, residential units should fill out the remainder of the neighborhood. A transition from the mixed-use to mid-density townhouses to single-family homes can happen in this area. Neighborhood parks and an elementary school are planned for this phase. Water retention is also considered and turned into an amenity. Houses face the new storage pond, and when dry, it can serve as
This parcel has the potential to become a complete neighborhood with all uses and building types: shops, offices, parks, homes, and a school.

Phase III of the proposal for the Seminole Nation property is the most ambitious and long-term. When the mobile home park lease is up and if there is a desire to redevelop the land currently occupied by the park, the area could continue to build on the gaming success of the area and add a third new hotel/casino. The proposal includes the largest and most impressive casino on this site neighboring the Florida Turnpike. A grand median opens up a view along Osceola Drive towards the hotel/casino flanked with shops, restaurants, bars, and hotels. An elevated tram completes the network from all casino sites. The proposed plan rethinks the way casinos have been built in recent times. The contemporary model attempts to capture as many people as it can and keep them inside, spending their money. This is effective when property is limited, and competition behaves in the same way. Here however, the Seminole Nation has an opportunity to open up and allow activities to occur inside and outside the casino doors. As opposed to the Biloxi model, of isolated casino/hotels, here the Las Vegas or Monaco model is more appropriate. Casino functions are broken up into multiple buildings. In these instances, street life is imperative, and the casinos become more than just places for gambling. They become places for vacation, relaxing, and fun. These casino types diversify investment capital and are often more popular destinations.
The Casino District at Build-Out: Signature casinos occupy prominent sites, parking is structured and concealed, and a monorail connects the new bingos and casinos to the existing Seminole Hard Rock Hotel and Casino. To the east of SR 7, a new Seminole Nation neighborhood is proposed. It centers new and much-needed tribal housing around a proposed school and park. Mixed-use buildings face SR 7 and provide opportunities for tribal members to own small businesses in the same neighborhood they live.

Monaco: a great model with fantastic casinos in an urban setting.
Sheridan Street is located at a transition in the proposed plan. It marks the entrance to Hollywood from the north and the beginning of the Seminole Nation Indian Reservation from the south. Sheridan Street is an important east-west roadway to the city and is heavily traveled. It is planned as a location for a bus rapid transit stop. Currently, the intersection has gas stations at multiple corners. The proposed plan offers a compromising solution to this. "The reverse gas station" is a growing trend in gas stations today. The concept places the store portion of the station closest to the street with entrances from the sidewalk and rear where the pumps are located. This strategy helps build out the street frontage and create a pleasant and safe pedestrian environment - a consistent goal throughout the report’s study area. It also reinforces and helps build on the premise that most gas stations generate more revenue from selling goods in their convenience stores then from selling gas. The reverse gas station promotes non-gas-buying consumers to enter and also accommodates those who do. Design of the building is important to not diminish to visibility of the station to would-be customers.
Daniel Island, South Carolina: a mixed-use building faces the street.

Daniel Island, South Carolina: the pumps face the rear of the property.

The convenience store could be embellished and turned into a beautiful mixed-use building. Note the pumps to the left.

Site Plan Type I: Pumps are angled and visible from both streets.

Site Plan Type II: Convenience store holds the corner and pumps are behind.
SR 7 in Hollywood between Pembroke Road and Sheridan Street is currently a four-lane road. This portion of SR 7 and portions of SR 7 in Miramar and West Park are the only remaining stretches of the highway with four lanes. The rest of SR 7 in Broward County has a minimum of six. The Florida Department of Transportation has acquired right-of-way in Miramar and West Park, and construction is imminent. Plans are in place to expand the Hollywood section to six lanes as well. Florida’s Department of Transportation has placed a tentative completion schedule for the year 2012. (For more information, check www.sfrpc.com/sr7.htm)

The expansion of the road will require significant property acquisition on the east side of SR 7 since the right-of-way will expand to 120 feet. This dimension is sufficient to accommodate the six lanes of traffic. It is imperative to create a plan for the land adjacent to the travel lanes. The master plan proposes two design conditions for the public right of way depending on the existing property configuration and depth of city parcels. In three continuous stretches along the entire length of the study area, current property depths are shallow (less than 200 ft.). This situation occurs three times: between Pembroke Road and Hollywood Boulevard, Hollywood Boulevard and Taft Street, and Taft Street and Sheridan Street. These shallow lots make it difficult to maintain a viable commercial property depth that could incorporate a building program and parking after the road is expanded. In these cases, the remainder of these parcels should be bought and converted into a linear park.

The addition of this park has several benefits to the city. First, it creates a welcomed green space to a part of town that is dominated by asphalt and high-speed traffic. It will be a visual relief for pedestrians and motorists and could become a leisure destination for neighborhood residents. The expansion of SR 7 also requires an expansion of storm water storage sites. The new linear park could be designed to accommodate this requirement. Water absorbing vege-
An existing alley in these locations should be converted into a new two-lane roadway, and the parcel adjacent to it should redevelop into mixed-use properties that face the new road.

The second benefit to the rebuilt roadway is the creation of higher-intensity centers at the major intersections on this section of SR 7: Pembroke Road, Hollywood Boulevard, Taft Street, and Sheridan Street. The linear park should recede and a traditional build-out of the block facing SR 7 should occur at these intersections. This strategy creates nodes of concentration at the intersections and helps give an admittedly monotonous thoroughfare a more dynamic presence. The impact of the urbanism is more powerfully felt when it is concentrated. The build-up of the intersections and the introduction of the linear park between them help to create this sensation.
**A TOUR OF THE PLAN: HOLLYWOOD’S SR 7 PARKWAY**

**Existing Section**

SR 7 is a four-lane road with a center turn lane. Head in parking with an almost continuous curb cut create a dangerous situation with cars backing up onto the state road.

**Proposed Section**

Six lanes, the outer lanes used for buses, a wide center median, and wide sidewalks with street trees planted in grates at the street edge.
Improved Street Sections

Improvements to SR 7 in Hollywood are important to the livelihood and success of the businesses located along it. A roadway widening and improvement plan is already underway by the Florida Department of Transportation. The plan calls for the expansion of SR 7 to six lanes, and the design of the roadway is completed. However, there is no current plan in for the appearance of the roadway or right-of-way. The appearance of the right-of-way is as important as the design and types of uses along the corridor.

Figure 1 shows the existing section of SR 7. It is four-lanes with a center turn lane and an almost continuous curb cut. Businesses accommodate parking in front with head-in parking. This proves dangerous since cars often back into SR 7 to exit their parking spaces. A very narrow sidewalk, if present, separates the parked cars from the buildings. As illustrated in Figure 2, an expansion of SR 7 to six lanes, a substantial center median, and wide sidewalks could be successfully accommodated in as little as 120 feet. Street trees are planted in tree grates line the sixteen-foot wide sidewalks. The sixteen feet can accommodate outdoor dining and give adequate separation from the busy regional road.

Buildings along SR 7 should be allowed to grow to multiple stories provided their bases acknowledge the pedestrian by providing multiple entryways from the sidewalk. The added height will help define the street space and provide shade for walkers. Most great streets in the world have well-defined spaces created by buildings and landscape. If SR 7 is to become a great street, it should follow the same principles.

Frontage Road

Whenever the section of SR 7 expands to include the linear park, two important characteristics must follow. First, the existing alley to the east of the lots that will be converted to the park should be transformed in a local two-lane road with parallel parking. Secondly, the lots that back the alley should be rezoned to higher intensity uses and turn to face the new street and park. This long-term strategy is critical to giving a new face to SR 7 and generating additional mixed-use and higher density opportunities to investors and residents.
An attractive way to collect storm water: dry storage designed as a usable, beautiful linear park. Note the new two-lane street replacing an existing alley to the east (right side) of the park.
Understanding the Impact of Parking

The proposed linear park, conversion of the existing alleyway into a two-lane street, and increased density would create a new incentive for adjacent parcels to redevelop. As they redevelop, they should turn and face the new street and park. The proposed building types are resilient to the high traffic volumes on SR 7 and will help serve as a buffer between the corridor and the neighborhood.

Townhouses are appropriate for smaller lots and lots with residential zoning. The reconfiguration of the lots and the new linear park should create opportunities for development. However, this potential of new growth must thoughtfully address parking. Figures 4, 5, and 6 illustrate options for parking with the addition of multi-family and mixed-use buildings in these locations.

In all instances, parking is accommodated at the backs of buildings. The street frontage on the new two-lane road should never be faced with parking. Parallel parking is adequate for customers who want to enter and exit quickly. Parking in the rear of the property is preferred for clients, business owners, and residents. Figure 4 indicates that approximately two lots in depth are needed to develop and park two to three story mixed use buildings with residential uses on top.

As the buildings grow in height (figures 5 and 6) and if they include office in their program, a greater amount of parking is needed and further land acquisition is required. Too great an intensity on these lots will deteriorate the existing, healthy residential fabric. Great care and study is required to determine the appropriate level of redevelopment.
AERIAL PHOTO OF SR 7 AND TAFT STREET:

HOLLYWOOD MEMORIAL GARDENS:

The master plan designates SR 7 and Taft Street as the center of the proposed cultural district.
However, the majority of citizens live here year round. Many are born, live, and die in the same community. Creating a meaningful place for remembrance and celebration is an important aspect of any community.

The intersection should be promoted as a location for new religious structures, and dedication should be given to the area by the city to improve sidewalks and landscaping along both roads. The intersection is a well-suited location for bus rapid transit with pullout stops. Its addition makes the new cultural and religious district available to all visitors including the elderly who may no longer wish or be able to drive.

The Cultural District

The master plan proposes that the intersection and neighborhoods surrounding Taft Street and SR 7 develop into a cultural district. The intersection is already marked by a number of religious and ceremonial buildings and spaces including Hollywood Memorial Gardens, the Legacy Memorial Chapel, and the First Baptist Church. The Hollywood Memorial Gardens is a beautifully designed garden-style cemetery with a collection of well-designed classical pavilions and gateways. The idea behind designating this area as a cultural district is to preserve the character and memory of the place, emphasize its beauty, and expand its awareness in the community. Florida is often seen as a transient state full of vacationers and retirees.

**After: Taft Street and SR 7.** Note the bus rapid transit stop located to the right. Mass transit allows elderly to attend services and ceremonies without the use of a car.

**Before: Taft Street and SR 7.**
A Mall Redevelops

The intersection of Hollywood Boulevard and SR 7 is one of the most important in the City of Hollywood. Hollywood Boulevard is the main local thoroughfare in the city and connects the western communities to the downtown through a series of civic rotaries at monumental scale. SR 7 is Hollywood’s western north-south regional road connecting Hollywood to neighboring towns and cities.

The largest parcel of land located at this important location is occupied by the Millennium Mall at the southeast corner. The Millennium Mall, originally named the Hollywood Fashion Center, was built in the 1970’s and was a success for many years. It housed four anchor stores and was considered a regional destination. Shifting income patterns and newer retail developments led to the decline of the mall into an indoor flea market. Today its owners are looking to close the mall and redevelop it into a large-scale, dense, mixed-use business, residential, and retail center. The master plan acknowledges the citywide importance of the site and offers a proposal for how the property might redevelop should the city decide to allow for intense development at this location.

Whether or not the city and its residents ultimately find such a development pattern acceptable, the fundamentals governing the master plan should remain in place. These include a mix of uses and building types, public open space, parks, plazas, an interconnected street network, and a centrally located rapid transit stop.

The images above and on the following pages suggest that the corner of the intersection be the most intense in development and scale and quickly recede into less intense uses and density to allow for a seamless transition into the already established single-family home neighborhoods of Hollywood. This concept should be applied to all four corners of the intersection as each corner redevelops.
Aerial photo of SR 7 and Hollywood Boulevard.

The intersection of SR 7 and Hollywood Boulevard.

The largest infill opportunities are located around Hollywood Boulevard and SR 7. The master plan proposes a mixed-use transit-oriented neighborhood.
Right: The intersection of SR 7 and Hollywood Boulevard could attract a signature office building as part of a mixed-use transit-oriented neighborhood. The plan should provide public streets and city park spaces.
In most cases, the ground floor should be dedicated to retail or lobby spaces along the streets, and parking should be located in the interior lots. Single uses would include park space and low residential uses in the form of townhouses.

Parking lined with other uses dominates the lower floors of larger buildings. All floors exposed to street views should hide parking garages with offices, housing, or retail.

The upper floors are typically reserved for residential purposes. The exceptions to this are found on the corners of the project where signature offices could be located. The top of the parking garages can be used as condominium recreation spaces.
A Tour of the Plan: Hollywood Boulevard

Virtual Tour Map: The path above corresponds to the following images.

Image 1: A new mid-rise tower marks the intersection and offers a new scale of development for SR 7.

Image 2: A two-lane street leads to the town green.

Image 3: The town green provides park space for the many future residents to enjoy.
A Virtual Tour of Hollywood Boulevard (I)

The tour begins at the proposed build-out of SR 7 and Hollywood Boulevard on the property currently occupied by the Millennium Mall. A new mid-rise tower marks the intersection and offers a new scale of development for SR 7. The base of the tower is lined with retail and office space concealing the parking garage that lies within. Hollywood Boulevard should be updated to match the new development by constructing a proper street section that includes a tree-lined median and wide sidewalks.

The tour turns south into the project on a new two-lane street with parallel parking. This street is also the entrance and exit for the proposed rapid bus to navigate through the site. The images of the tour reveal the lined parking garage to the west and a grouping of smaller scale, garden style apartment buildings to the east. They are seen as a transitional building type from the large-scaled tower facing SR 7 to the two or three-story townhouses to the east.

This street eventually leads to a small urban park that provides relief from the density and desirable green space for residents, workers, and shoppers. The park is also the transit hub and stop for SR 7 and Hollywood Boulevard bus routes. Transit stops should be located in dense locations, and if the property is developed in this manner, then incorporating transit into the project is beneficial for all. Under this proposal, a resident living here could easily ride the bus into downtown Hollywood to work and vice versa.

The tour concludes with a panoramic view of the park showcasing the apartment buildings to the north and three-story townhouses framing the park and edge of the property to the east.

This proposal and virtual tour, available online at www.tcrpc.org, are intended to show the possibilities of what could develop on one large parcel in the City of Hollywood. It is a special site in the city since it fronts two major thoroughfares. The proposed development acknowledges this reality and emphasizes it. The allowance of such intense building should be qualified to whomever develops the parcel; a transit hub should be required as well as a stepped transition of masses from existing neighborhoods to the intersection of SR 7 and Hollywood Boulevard.
Virtual Tour Map: The path above corresponds to the following images.

Image 1: SR 7 could be built up to become a great city boulevard with retail-lined streets and housing and offices above.

Image 2: Turning into the Millennium Mall property down a new street.

Image 3: The scale of the buildings drop towards the existing neighborhoods.

Image 4: A new town green with townhouses facing it.
This second virtual tour examines the same property known today as the Millennium Mall. The property represents the single largest parcel in the entire study area, and as such, it should be analyzed thoroughly to provide the best possible solution to a site that holds such importance in the city. A well-conceived plan and project that invests so much on this large location could act as a catalyst to future growth and an indicator that both private investment and the City of Hollywood are committed to seeing SR 7 transform into a signature address.

The tour approaches the project from the south along SR 7. Office/condo towers with mixed-use bases approach and face SR 7 with continuous storefronts. This marks a great departure from the current automobile-scaled development pattern of SR 7. A pedestrian environment of this scale requires higher density than currently exists on SR 7 and an improved transit system. The implementation of both, at selected locations such as this one, is a strong strategy for smart growth on the city’s own terms.

The tour turns east from SR 7 to a new two-lane road and terminates at the proposed urban park. Great care should be paid to the design of all streets. This should include the liner buildings to hide unsightly garages. Building elevations facing the park are even more important as more eyes see the buildings from wider angles. The park is large enough in scale to have active green space for recreation but is seen more as an urban park with numerous benches, tables, lights, and shade for anybody to use and feel safe in regardless of when they use it.

Image 5: The green space is seen more as an urban park with benches, tables, lights, and shade.
A Design with Transit in Mind

The redevelopment of the Millennium Mall on the southeast corner of SR 7 and Hollywood Boulevard should include a location for future mass transit. The route buses take is vital to the efficiency of the system. The buses should come into the property to ease loading and unloading. They should not be too removed from the intersection. Otherwise, it would make it difficult to find and excessively far for the buses to reconnect to their routes along SR 7 and Hollywood Boulevard.

The master plan proposes two “transit only” signals be installed a minimum of 500 feet from the intersection to allow for ample turning lane distance for auto stacking. This critical dimension works with the proposed new streets into the redeveloped plan for the Millennium Mall property. Essentially, a traffic light operated by the bus driver triggers a red light and stops all oncoming traffic to allow the bus to make the turn without much delay. The signal is short and should not disrupt traffic flow for more than a few seconds. One such signal should be installed south of Hollywood Boulevard along SR 7 and another to the east of SR 7 along Hollywood Boulevard. This system allows buses along both roads to congregate at one location within the Millennium Mall property and makes transferring to alternate buses easy.

The urban park, discussed previously, is the node for all bus activity to occur. It serves as a pleasant waiting location for riders and acts as a type of rotary for the buses to circumnavigate and resume their routes along SR 7 and Hollywood Boulevard.

For example, a westbound bus on Hollywood Boulevard signals the transit-only light and stops oncoming traffic headed eastbound. It drives into the property and head towards the park where an ordinary bus bay with bus shelters are located. Riders board. The bus proceeds counterclockwise around the park, returns to the proposed north-south entrance/exit street, signals the transit-only light, and turns left and continues westbound on Hollywood Boulevard.

Two “transit only” signals (blue) allow buses to more easily enter and exit the property and bus stop locations.

The same “transit only” signals (blue) help buses along Hollywood Boulevard make quick stops and avoid traffic.
Public transportation is critical to accommodate the growing population of Hollywood. However, mass transit in southern Florida has generally been looked down upon and seen as an undesirable form of transportation. Typically, if a car is available, it is chosen over the bus. Admittedly, bus service in Florida is not always the most desirable option. Transit today is not always an attractive alternative to the car. This stigma must change for transit in Florida to ever reach its potential. Desirable locations of stations, such as the one proposed in the Millennium Mall property go a long way to sell the notion that transit can be attractive. The design of the stations is also important. Stations and shelters should protect riders from sun and rain. Their designs can be highly creative and thematic providing an identity to a city through the use of its bus shelters as urban artifacts in the city. The planning of the area around the shelters is also vital. Transferring from one bus to another should be easy. Crossing busy streets should be limited as much as possible.
Neighborhood Town Center at Pembroke Road

The redevelopment of the existing four corners of the Pembroke Road/SR 7 intersection is anticipated to occur in phases with the gradual infill of vacant land; surface parking areas; and mixed-use, multi-story buildings served largely by a series of structured parking lots (P) and on-street parking. The only surface parking lot proposed is to support the existing Home Depot.

Buildings are anticipated to include ground floor retail with upper floors of office and residential. Buildings at the edge of the core area adjacent to residential areas could be exclusively residential.

The town center at Pembroke Road is likely to develop as a combination "neighborhood center" and "community center." Neighborhood centers usually include grocery stores, pharmacies, restaurants, and other services such as dry cleaners. Community centers can be anchored by the Home Depot and may include a dis...
It is important for the prosperity of the area that the neighborhood town center at Pembroke Road should not compete with the development at Hollywood Boulevard along SR 7. The Pembroke build-out is regional offering restaurant locations and large-scale commercial sites. The Hollywood site targets more office space and is seen as a job center location.

The neighborhood town center at Pembroke Road is designed as a true urban town center. Envisioned is a mix of uses and public greens and plazas that may be used for community events such as art shows or festivals.

The Florida Department of Transportation has proposed to locate a large storm water treatment pond within the area designated in the master plan as the town center. The master plan suggests that this treatment be provided as dry retention under parking areas and proposed greens. The illustrations highlight green areas that might be used to disperse storm water. Alternatively, the plan calls for storm water to be routed south to the proposed new park between SW 36th Street and SW 37th Street.
Transit Systems
Mass Transportation on SR7

A thorough discussion of the specific types of mass transit needs to be accompanied by studies of the practicality of how and where these different systems could be placed within the constraints of SR 7. Bus rapid transit and light rail transit have different implications on the physical environment.

Light rail transit would require similar strategies to bus rapid transit. A dedicated or shared lane is even more important in this case. Wires running above the train and electrically powering the vehicle would be the most likely approach.

Transit station placement should also be a thoroughly thought out topic. Converging the trains at one station in a center median or off to one side has the advantage of needing only one station and may reduce right-of-way acquisition. However, this generally works best when the streets surrounding the station are easy to cross. In high-traffic areas, such as SR 7, a split station system might be best. It allows trains to leave passengers safely at the curb’s edge. It also can follow a phasing plan that first dedicates a lane to bus rapid transit and is later replaced by the light-rail system. In either case, stations should be placed close to intersections for ease of transfer to other lines and closer proximity to retail intensity. The follow is a summary of the two systems.

Bus Rapid Transit

Many cities have successfully used rapid transit systems. Europe, Canada, Asia, Latin America, and a handful of US cities have been using them for years. All indications show a strong growth potential in Broward County. SR 7 is targeted as a redevelopment corridor hopeful of attracting some of transit growth. Mass transportation has proven its value as a way to reduce traffic and spark economic development in many cities. The time for planning this type of system is immediately.

Bus rapid transit is a relatively new umbrella term for urban mass transportation systems providing high-quality bus services. They may use existing roadways, dedicated rights-of-way, or a combination of both. The term encompasses a broad variety of modes including those known or formerly known as express buses, limited bus ways, and rapid bus ways.

A bus rapid transit system may have a dedicated roadway in areas where traffic congestion would be greatest but also utilizes existing highways and roadways to reduce costs. Optimally, such routes offer advantages over regular bus service with greater service frequency, increased capacity, and higher speed.

The key argument in favor of bus rapid transit systems is that they can provide quality of service similar to light rail or rapid transit systems but at greatly reduced capital investment in vehicles and right-of-way. This can lead to their use as interim systems until light rail is built. Buses also have a great deal of flexibility and can often be rerouted if necessary. However, opponents favoring rail transit point out that many bus rapid transit systems are still subject to traffic congestion and they suffer from poor ridership because they are unattractive to middle and upper class commuters.

Light Rail Transit

Light rail or light rail transit is a class passenger railway that utilizes equipment and infrastructure that is typically less massive than that used for rapid transit systems with modern light rail vehicles usually running along the system. Light rail is the successor to streetcars, trolleys, and trams in many locales although the term is most consistently applied to modern or modernized tram or trolley operations employing features more usually associated with metro or subway operations including exclusive rights-of-way, multiple unit train configuration, and signal control of operations.

Light rail transit is almost universally operated by electricity delivered through overhead lines. Several urban systems are powered through different means such as the trams in Bordeaux, which use a special third-rail configuration in which the rail is only powered while a tram is on top of it (making it safe to install third rails even on city streets). A few unusual systems such as the River Line in New Jersey and the O-Train in Ottawa use diesel-powered trains. This is usually intended as an interim measure until the funds to install electric power become available.
Bus rapid transit: pavement changes designate travel lanes.

Eugene, Oregon: proposed bus rapid transit runs along the median in vehicles designed to resemble high-speed trains.

A hierarchy of systems: bus rapid transit and light rail transit in Greenboro, Alberta.

Houston, Texas takes steps to combat traffic congestion.

Miami busway: local example of bus rapid transit.

Melbourne, Australia: contemporary train designed for the inner-city.
Report Summary

The master plan report is intended to explain in text and illustrated form concepts and strategies for redevelopment along SR 7 between Pembroke and Stirling roads. It is intended to be a guide that will help the Hollywood city staff and the Seminole Nation council and planners shape future development interests. The report plan is intended as a conceptual vision to be adopted by the appropriate agencies. The following is a brief summary of the report contents.

The Study Area

The limits of the charrette study area stretch from Stirling Road to the north to Pembroke Road to the south. This portion of the corridor is approximately three miles long and includes the jurisdictions of Hollywood and the Seminole Nation of Florida. SR 7 can be viewed as the spine that connects various communities together. Fifteen different municipalities face SR 7 along its twenty-six mile stretch through Broward County. The challenge facing the design team was to create an identity for the corridor; propose exciting and profitable redevelopment possibilities to the cities; and, for the first time, draw the attention of citizens, lawmakers, developers, and architects to the unlimited possibilities that SR 7 possesses.

General Principles of Urban Design

Each city, town, and neighborhood has a unique set of circumstances and conditions. The SR 7 corridor is no different. There are general principles of good urban design that can be applied in one way or another almost everywhere. These are time-tested fundamental principles that have shaped great cities for centuries. The principals include a well-defined center and edge, a hierarchy of interconnected streets, beautiful streets designed for both pedestrians and cars, a diversity of housing types and affordability, places for work and shopping in close proximity to housing, appropriately located sites for civic buildings, and provisions for a variety of parks and open spaces.

A Tour of the Plan

The master plan report breaks up the plan into seven distinct districts centered around major intersections or landmarks in the plan.
CONCLUSIONS: ACKNOWLEDGEMENTS

TREASURE COAST REGIONAL PLANNING COUNCIL

Since 1989, the Treasure Coast Regional Planning Council has been providing town planning and urban design assistance upon request to local governments within its region and, more recently, in other areas of the state. The TCRPC’s Strategic Regional Policy Plan, adopted in 1995, uses New Urbanism and smart growth principles to provide instructions for improving settlement patterns; protecting the countryside; and building authentic towns, cities, and villages.

For further information, contact:
Treasure Coast Regional Planning Council
301 East Ocean Boulevard, Suite 300
Stuart, Florida 34994
(772) 221-4060 (phone)
(772) 221-4067 (fax)
e-mail: studio@tcrpc.org

TREASURE COAST REGIONAL PLANNING COUNCIL STAFF

Kathryn Boer Regional Planner
Michael J. Busha, AICP Executive Director
Marcela T. Camblor Urban Design Coordinator
Kim DeLaney, Ph.D. Growth Management Coordinator
Anthea Gianniotes Urban Designer
Sandy Gippert Accounting Manager
Elizabeth L. Gulick DRI Coordinator
Wynsum Hatton Graphics ... Coordinators
Penny Myszkowski Secretary/Receptionist
Gregory P. Vaday Economic Development Coordinator
Joan Young Accounting Clerk

THE HOLLYWOOD/Seminole DESIGN TEAM

The Treasure Coast Regional Planning Council's design studio has worked together for years with the mission of providing local governments with planning services informed by the study and practice of urban design as a civic art. The design team included the following individuals:

TCRPC Design Studio: Marcela Camblor, Steven Fett, Wynsum Hatton and Dana Little
SFRPC: David Dahlstrom
A+S Architects: Derrick W. Smith
ArX Solutions Inc: Sebastian Ciccioli, Paula Lopez, Gonzalo Navarro, and Patricio Navarro
Urban Designers: Jess Linn and Sita Singh
Kubilins Transportation Group: Wade Walker

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Treasure Coast design team 2006.