A new Paris in Lauderdale Lakes?

BY MARIANNE ARMSHWAW

Sure, it's big, busy and ugly. In Broward County, U.S. 441 offers a 25-mile stretch of parking by the acre, stripped-out strip malls, thrift shops, auto dealers and fast-food joints competing for breathing space with equally unattractive islands of residential development. Yet where others see the epitome of urbanized suburban sprawl, Lauderdale Lakes sees -- ahem -- another Avenue des Champs Elysees.

Yes, the famed main drag of Paris ranks as the hot metaphor for redevelopment along Broward’s infamous U.S. 441 corridor. Lauderdale Lakes, a former bedroom community that has known hard times and now boasts a largely West Caribbean populace, plans to transform itself from “pass-through” between the western suburbs and downtown Fort Lauderdale to a destination.

“Lauderdale Lakes is at the center of Broward County and just 20 minutes from everything,” said Marcella Cambler of the Treasure Coast Regional Planning Council. “The opportunities for redevelopment give it the chance to become one of the best places to live in Broward County.”

The city of Lauderdale Lakes and its Community Redevelopment Agency proudly show their ambitious plans for reinventing the city and creating a pedestrian-friendly town center with upscale housing. Informally known as “The People’s Plan” for the citizen wish list it incorporates, the “City of Lauderdale Lakes U.S. 441 Corridor and CRA Charrette” references Paris and Seaside as architectural inspirations.

Michael and Peggy Rigg moved to Lauderdale Lakes five years ago, drawn by the combination of affordable housing, proximity to downtown Fort Lauderdale and the bustling Jamaican and West Indian cultural connection.

“LIKE FAMILY HERE”

“They like family here. Jamaicans and West Indians understand each others cultures -- they are very similar. It makes it familiar and comfortable for people,” said Michael Rigg, 49, a civilian employee of the Fort Lauderdale police department born in Jamaica. Peggy is a native of St. Kitts. Like other islanders, they enjoy the annual Unifest celebration and the ability to find foods and other products Lauderdale Lakes is “Back in the Map”
The Study Area

- Retail
- Office
- Institutional uses
- 10 North-south travel lanes
- 6 East-West travel lanes
- C-13 canal and R.O.W.
- 80 ac of vacant land
- 200,000 cars that go by on any given day
- 150 residential units
- 2,000,000sf retail

The Citizen's Master Plan
The Citizen’s Master Plan

How The Master Plan Was Created:
Opening Presentation

Saturday May 3rd, 10:00am to 11:00pm
How The Master Plan Was Created: Public Process

Saturday May 3rd, 11:00am to 4:00pm

The Citizen's Plans
How The Master Plan Was Created: Public Process

Saturday May 3rd Through Friday May 9th
The Citizen’s Requests

- Beautify SR 7 & Oakland Park Blvd: Landscaping, street lights, bus stops, benches, trash cans, signage, decorative pavers, bury utility lines, etc.
- Build a town center
- Build mixed-use buildings with parking in the real along main roadways
- Create an identity for the city
- Build entrance features
- Build a linear park along the C-13 canal
- New site for library
- Redevelop the old Home Depot site
- Redevelop the marketplace site
- Redevelop the Sports Authority plaza (lakes mall)
- Redevelop the Reef plaza
- Redevelop shopping plazas along SR 7 & Oakland Park Blvd.
- Create an entertainment center
- Improve the Industrial Park, make use of waterfront opportunities
- Build new housing to accommodate all incomes
- Address problems between residential development and schools on NW 31st Ave.
- Build a community pool
- Build more parks within the city (veterans’ park)
- Convert the Emmanuel Temple into a theatre or community oriented facility

SR 7: Civilizing the Corridor

- Decorative Street Lights
- Appropriate and Attractive Bus Stops
- Landscaping
- Street Furniture
- Decorative Crosswalks
- Entrance Features
- Mixed-Use Buildings Close To The Street
SR 7: Civilizing the Corridor

The Situation Today

• Do NOT allow the cross-section to expand beyond the current 6 lanes

The Goal

Control ACCESS along SR7
• Identify opportunities to enhance the character of the road through plantings
Landscaping Defines Space

Landscaping Defines Space
Announce Arrival

Entrance Features
Bus Stops: Desired Styles

Street Lights: Desired Style
SR 7: Civilizing the Corridors

From Anywhere USA...

...To The HEART of Broward County
Oakland Park Blvd.: Civilizing the Corridor

Connectivity
- Major Roads
- Through Streets
- New Connections

It’s Not Just About Beautification
Vehicular & Pedestrian Connections are key to the vitality of the town center.
Traffic Calming Devices That Enhance The Public Realm

Lauderdale Lakes Town Center

Building Value, Creating an Identity
The Real Objective: A Sense of Place

From Shopping Plaza To Town Square

The Market Place Plaza: A Key Parcel
Phasing Strategy

Special Sites For Civic Buildings

Big Box Retail Can Be A Part Of The Town Center

Walmart: Friend or Foe?
The Role Of The CRA-Owned Parcel

Mixed-Use Center of Town

350 - 400 Residential Units
Library
Retail & Office
Memorial Park
Community Building
A Strategic Location Within the SR7 Corridor
Lauderdale Lakes Town Center

Building Value, Creating an Identity

The Municipal Complex

Existing Condition
Phase I: A Dignified Entrance

The Municipal Complex

120 Parking Spaces

Phase II: Public/Private Partnership

The Municipal Complex

100 Parking Spaces
30,000sf office/residential

Phase II: Public/Private Partnership
Phase II: Civic Presence & Public/Private Partnership

- 280 New Parking Spaces (330 total)
- 55,000sf office/residential
- 30,000sf New City Buildings

Phase III: Public Waterfront Park

- 280 New Parking Spaces (330 total)
- 55,000sf office/residential
- 30,000sf New City Buildings
The Municipal Complex

- 60 Parking Spaces
- 25,000sf office/residential
- 3 New City Buildings (30,000sf)
- 150 New Trees

Ultimate Build-Out

New Fire Station

Add to the Civic Realm
The Fate Of Buildings

Oakland Park Blvd.

Old Flea Market

The Fate Of Buildings

Oakland Park Blvd.

Old Flea Market
The Fate Of Buildings

New Uses

Re-connecting the neighborhoods
The Fate Of Buildings

NW 31st Ave
(Between C-13 Canal & NW 41st St)

The “Lakes” in Lauderdale Lakes
The “Lakes” in Lauderdale Lakes

A Unique Network of Canals and Greenways

An Opportunity To Define Identity
Natural Surveillance Of The Park

What’s Next?

• Work with FDOT in the design of SR7 and Oakland Park Blvd.
• Work on the location of the library (surveying, replatting)
• Work with the County on the proposed increased density Establish an implementation leadership team
• Pursue a Regional Activity Center designation and the multi-modal transit station
• Develop a Market Analysis
High Priority

• Adopt the Conceptual Master Plan
• Develop an Overlay Land Use and Zoning Code for the CRA
• Update the CRA plan to make it consistent with the adopted Master Plan
• Issue a combined RFP for the downtown
• Make a long term commitment to relocate City Hall to the town center
• Discuss with SFWMD the possibility of developing a waterfront linear park
• Carefully monitor interest on the old home depot property

Medium Priority

• Commission a market analysis
• Select transit shelter design
• Share with major property owners infill development opportunities to be undertaken
• Consider retaining the services of a City Urban Designer
Longer Term Priorities

- Sequentially issue RFP’s for the other three quadrants of the town center
- Focus on purchase of units along 31st Avenue
- Carefully evaluate annexation proposals

And At The Same Time...

- Continue and Reinforce the City’s Role with the SR 7 Collaborative in establishing direction for the future

The Team

Treasure Coast Regional Planning Council
South Florida Regional Planning Council
A+S Architects & Planners (Derrick Smith, Principal)
Dan Cary & Associates
Town Planners: Shailendra Singh, Sita Singh, Freddy Vivas, Elena Romero, Natasha Fahim, Jess Linn, Maria DeLeon Fleites, Steven Fett, Maria Chalhub, Eric Valle
What’s Next?

- Marketing Plan