



Davie Boulevard Corridor Master Plan

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IN ASSOCIATION WITH
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Visioning quote

*“Davie Boulevard -
Community of diversity
captures hometown
flavor of the past.”*

Executive Summary

Visioning quote

“Davie Boulevard – Ethnic diversity, small cultural restaurants, trendy shops, professional businesses, all in walking distance.”

1.1 Master Plan Goals

The master plan for Davie Boulevard envisions a corridor that offers residents a place to shop for their everyday needs, inviting places for informal interaction such as shaded benches along sidewalks, an enhanced Melrose Park, and new civic and mixed-uses that incorporate residences, cafés, and offices. The overarching theme for the community is captured in the following statement expressed by a resident during the visioning session:

Davie Boulevard
“A community of diversity that captures hometown flavor of the past while embracing the future.”

The overall vision for Davie Boulevard is expressed as an ‘oasis of green’ defined by strong landscape treatment that addresses the pedestrian realm, the roadway, gateway/ arrival points, and key areas where activity is generated.

The plan presents strategies for beautification along Davie Boulevard and an approach for redevelopment that are intended to promote the revitalization of the corridor and sustainability of the community. The goal of the community and the master plan is to

leverage physical improvements to foster new development.

This master plan builds upon previous efforts and seeks to continue the momentum developed during the planning process to create the desired public realm improvements expressed by the community.

The community developed “Guiding Principles” that were established early during the planning process and serve as the framework for the plan. The guiding principles are to:

- Protect and enhance Davie Boulevard as a vibrant and appealing neighborhood commercial corridor.
- Preserve surrounding residential neighborhoods.
- Encourage and support mixed-use development along the corridor.
- Strengthen linkages to public spaces and open spaces.
- Create a pedestrian-friendly environment.
- Create a balance between diverse, neighborhood-serving retail and new development.
- Promote local retail, new corporate, and professional services.

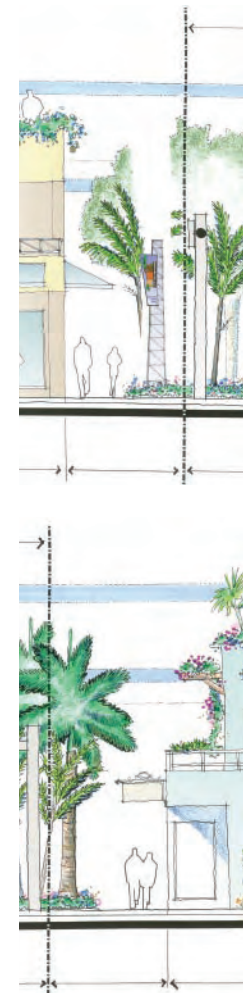
All of the concepts and strategies presented in the plan reinforce these guiding principles.

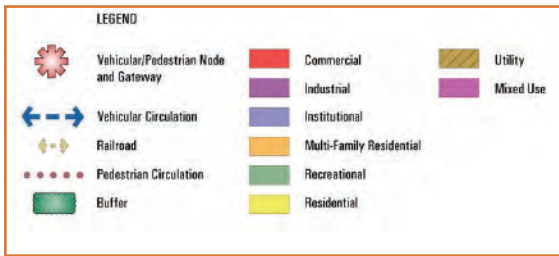
Key concepts introduced in the master plan address Land Use, Beautification, and Redevelopment. A summary of the plan elements is presented in the following section.

1. Land Use Key Elements

The master plan for Davie Boulevard (see page 3) incorporates several concepts that express a new civic and multifamily element along the corridor.

- The introduction of mixed-use residential to support the desired retail for the corridor.
- Ability for conversion of single-family homes directly on the corridor to higher density residential and mixed-use.
- Creation of a strong civic presence on the Boulevard with the proposed St. Thomas Aquinas Performing Arts Center and the relocation of the Library. This area is designated “Main Street” Davie Boulevard.
- Enhanced presence of Melrose Park on the corridor as well as other green space opportunities.
- Development of significant gateways at I-95 and at State Road 7/Hwy 441 with secondary gateways at SW 27th Avenue, SW 31st Avenue, and SW 35th Avenue.





- Key Elements**
- Concentration of commercial uses at intersections along the corridor
 - Mixed use and civic uses between 27th and 31st Avenues
 - Higher density residential directly on the corridor - preserving interior blocks as single family



Land Use for Davie Boulevard

2. Beautification

The planning process for Davie Boulevard took into account that the Florida Department of Transportation (FDOT) planned improvements would provide limited opportunity to upgrade the corridor. As a result, a more extensive beautification plan that would build upon the FDOT improvements was developed. Table 1 compares the typical cross section and the preferred cross section developed during the community charrette. It is the expressed community goal for Davie Boulevard to evolve over time to reflect the elements identified in the preferred concept. Key elements of the new Davie Boulevard include:

- Enhanced greenspace and walkability along the corridor.
- Introduction of a grand improvement and beautification concept for the corridor that extends beyond currently planned Florida Department of Transportation improvements.
- Gateways and Neighborhood Entryways are designed to give a clear sense of entering into the Boulevard, marking a point at the beginning of the green experience. Also, these gateways will serve as expressive icons for the identification of the Boulevard and the community itself.

Table 1 Comparison between FDOT Typical Roadway Cross Section and Preferred Roadway Cross Section:

	FDOT Cross Section	Preferred Cross Section
Right of Way (ROW) area	80' (predominant)	80' predominant + easements
Median size	11' (incl. curb & gutter)	
Median plantings	only shrubs & groundcovers (no irrigation)	only shrubs & groundcovers (with irrigation)
Sidewalk	7.5'	7.5' + adjacent walkways
Sidewalk plantings	none	large trees, palms & shrubs
Sidewalk material	grey concrete	Upgraded concrete & specialty paving
On street parking	none	parallel parking within Downtown Davie district
Street lights	standard FDOT	upgraded street & pedestrian
Bike lane	undesignated	undesignated
Off- street parking	direct back out onto road & no direct back out Limited buffer from road	Parking moved to back of parcels
Street Furniture	none	As needed within walkways
Shaded walkways	none	Under trees & covered walks
Gateways	none	At east & west ends of corridor & at major north-south intersections

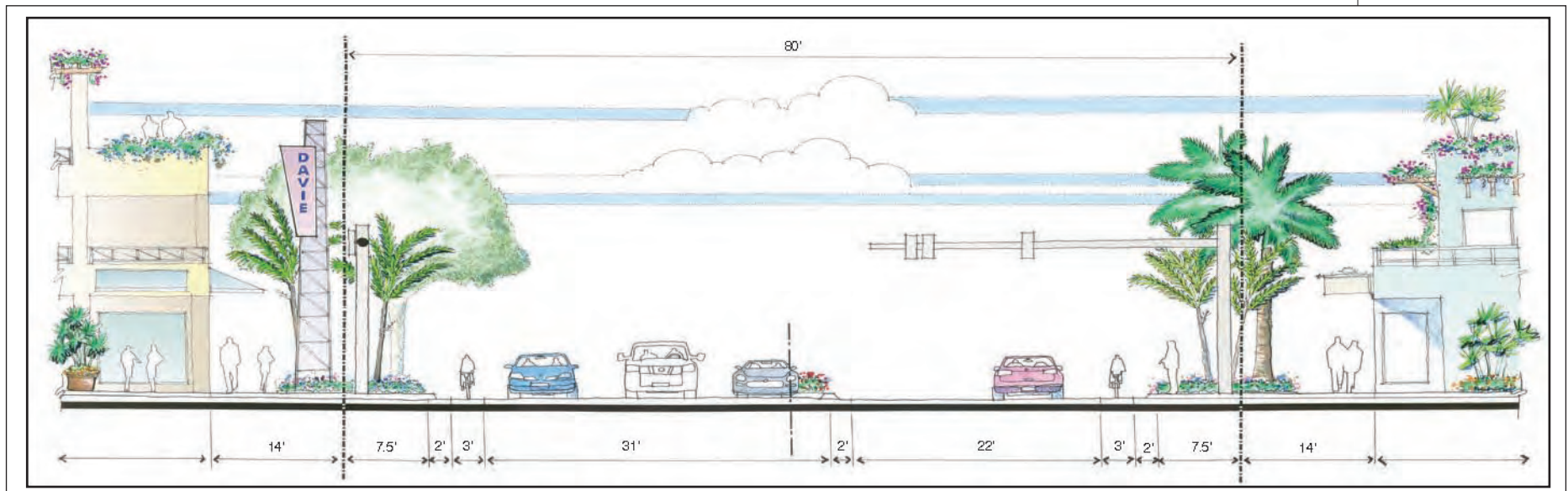
3. Redevelopment Catalyst Areas identified:

During the planning process, several unique opportunities were identified that would enhance pedestrian activity and allow for the introduction of the place-making concepts to revitalize the corridor.

One important strategy includes the identification of catalyst projects that collectively reinforce public and private sector cooperation for mutual benefit.

Catalyst projects include:

- Riverland and Davie Shopping Center Node.
- Creation of "Main Street Davie Boulevard." District (between SW 27th Avenue and SW 31st Avenue).
- Western Gateway – State Road 7/US 441.
- Publix Shopping Center Node – SW 35th Avenue.



4. Action Items

The Action Plan for Davie Boulevard addresses the policy steps that are required to move the plan forward along with physical projects that address the redevelopment of the corridor.

The land use and beautification concepts and policy framework presented provide a blueprint of how the community wishes to see Davie Boulevard transform physically and economically.

The recommended strategies promote public/private partnerships and alternative funding sources that will lead to tangible improvements within the corridor.

Activity	Timing (mos)	Immediate Considerations	Public/ Private Role?	Responsible Party
Policy Framework - Land Use Recommendations				
Zoning Changes	12 - 18 mos		No	Planning
Density Assignment	12 - 18 mos		No	Planning
Corridor Overlay - St. Thomas Aquinas	8 mos	Coordination with St. Thomas Aquinas site review	Yes	Planning
Easement Program Evaluation	12 - mos	Evaluation of Davie Boulevard Main Street section	Yes	Planning & Engineering
Beautification				
Gateways East and West	18 mos	Design competition	Yes	Planning & South CAP
Melrose Park Realignment	18 -24 mos	Acquisition of key parcels	Yes	Planning & Parks
Pedestrian Amenities	2 - 5 yrs	Enhancements occur with redevelopment	No	Planning & Engineering
FDOT Median Enhancement	6 - 18 mos	Present proposed vision concepts for Davie Boulevard	No	Planning/Engineering & FDOT
Design and Development Guidelines	12 - 24 mos	Needed in advance of redevelopment and corridor enhancements	Yes	Planning
Transportation				
Application of FDOT quality of life	Immediately		No	Planning & Engineering
Community Median Plan	Immediately	Close coordination with FDOT	Yes	Planning/Engineering & FDOT
Transfer of Davie Blvd to City	Long term	Evaluate the financial feasibility - could provide the flexibility in design for the corridor	No	Initial feasibility - Planning/Engineering & FDOT
Redevelopment Catalyst Projects				
441/State Rd 7	Immediately	Coordination w/ State Rd. 7 Collaborative. The area is part of the Enterprise Zone	Yes	Planning & Broward County Economic Development
Riverland Shopping Center	2-5 yrs	Identification of funding/ incentives	Yes	Planning & Broward County Economic Development
Main Street Davie Boulevard	2-5 yrs	Identification of funding/ incentives	Yes	Planning & Broward County Economic Development
Publix Node	5 yrs	Identify incentives for similar uses	Yes	
Key Coordination Efforts				
Water Works	Immediately		N/A	Planning/Engineering & FDOT
FDOT Safety & Maintenance Plan	Immediately		N/A	Planning/Engineering & FDOT
Community Coordination	Ongoing		N/A	Planning Department

Policy Framework...Next Steps

- Obtain legislative approval on action items
- Amend the corridor land use to support master plan concept
- Determine appropriate flexible land use designations – Mixed Use or Overlay District
- Develop design and development guidelines that address building massing & placement and architectural elements, including signs
- Amend zoning to support master plan concept
- Develop standard that supports public-private partnerships

Public Enhancement...Next Steps

- Prioritize gateway projects
- Sponsor a design competition for Davie Boulevard signature gateway signage that reflects community diversity
- Expand and improve neighborhood connections – coordinate with the city on sidewalk improvements
- Create the presence of green space on the corridor. Specifically, enhance the Melrose Park entrance and visibility along the corridor.

Overview

2.0

Visioning quote

“Davie Boulevard – Ethnic diversity, small cultural restaurants, trendy shops, professional businesses, all in walking distance.”

2.1 Understanding the Community

The Davie Boulevard Corridor Master Plan is a guide for public and private investment in a two-mile area along Davie Boulevard between Interstate 95 to the east and State Road 7/US 441 to the west in the city of Fort Lauderdale. This plan assesses area needs, interests, and opportunities with input from a series of interactive public workshops, stakeholder interviews, and committee meetings. The strategies identified in this plan reflect the community’s vision for economic development, corridor beautification, land use and area character, and real estate development.

2.2 Goals for Davie Boulevard

During the early stages of the planning process, goals were established to clearly articulate the direction and desired outcome of the planning process for the corridor:

- The design of commercial and institutional development along the Davie Boulevard corridor should respond to the desires of the surrounding neighborhoods.
- The neighborhood residents, property owners, business owners, and neighborhood institutions should all

have an active and continuing role in the development of the Davie Boulevard corridor.

- The design and function of Davie Boulevard should first be as a public realm for residents, workers, and visitors in the corridor, and as a through route to destinations outside the neighborhood second.
- Promotion of alternative transportation modes, including walking, biking, and transit, should take priority over promoting the flow of automobile traffic.

2.3 Setting the Stage: Davie Boulevard in the Broader Context

Regional Growth Pressure

The South Florida region continues to experience growth pressures as people and businesses are attracted to its high quality of life and pro-business climate. Since the region is constrained geographically, development pressures are forced inward, and redevelopment becomes a necessity for the region. The city of Fort Lauderdale itself is located in the center of the South Florida region, which has experienced strong population growth in recent years.

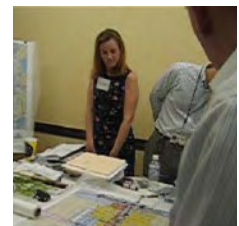
Revitalizing Downtown

Downtown Fort Lauderdale is experiencing revitalization, with new development and a growing population. Downtown has a number of cultural attractions such as the Riverwalk, with several museums and a performing arts center. Las Olas Boulevard serves as a lively shopping and entertainment activity corridor. As downtown develops and better defines its unique role as an activity center, it is likely that nearby neighborhoods will become more attractive places to live, as they offer proximity to downtown. The neighborhoods along Davie Boulevard expressed the need to encourage new investment, while at the same time protecting the residential character from the encroachment of large-scale development that does not suit the neighborhood character.

South Area Plan

The city of Fort Lauderdale launched its Community Area Planning Initiative, also known as CAP, to plan for smaller areas of the city rather than the city as a whole. This small-area approach helps the city focus on local and community-oriented concerns. The strategy of the CAP initiative is to plan proactively and to plan with strong community involvement to foster local visions.

The South Area Plan, which contains all of the Davie Boulevard study area, was accepted by the City Commission in 2003.



The Plan sets forth a vision and goals for the South Area. Important themes in the plan include protecting neighborhoods, promoting cultural diversity and historic preservation, and improving amenities for area residents. The Davie Boulevard Corridor Master Plan is a direct outgrowth of the recommendations of the South Area Plan.

2.4 Davie Boulevard Study Area

The focus of this study is Davie Boulevard itself and the immediately adjacent properties. In addition, the interaction of the Davie Boulevard corridor with surrounding neighborhoods is a major consideration.

The study area is approximately two miles southeast of downtown Fort Lauderdale and one mile south of Broward Boulevard, a major east-west thoroughfare. The western boundary of the study area, State Road 7/US 441, is also a major north-south thoroughfare with concentrated commercial development. Interstate 95, which also runs north-south, is the eastern boundary of the study area, and Interstate 595 runs east-west just over a mile south of Davie Boulevard. The Fort Lauderdale International Airport lies about 3 miles southeast of the study area.

Recent Annexation

The neighborhoods of Melrose Park, with its unique concentric street system, and Riverland were recently annexed into the city of Fort Lauderdale. With the annexation of these neighborhoods, the city needs to

consider how the Davie Boulevard corridor interfaces with these neighborhoods and how they can benefit from redevelopment along the Davie Boulevard corridor.

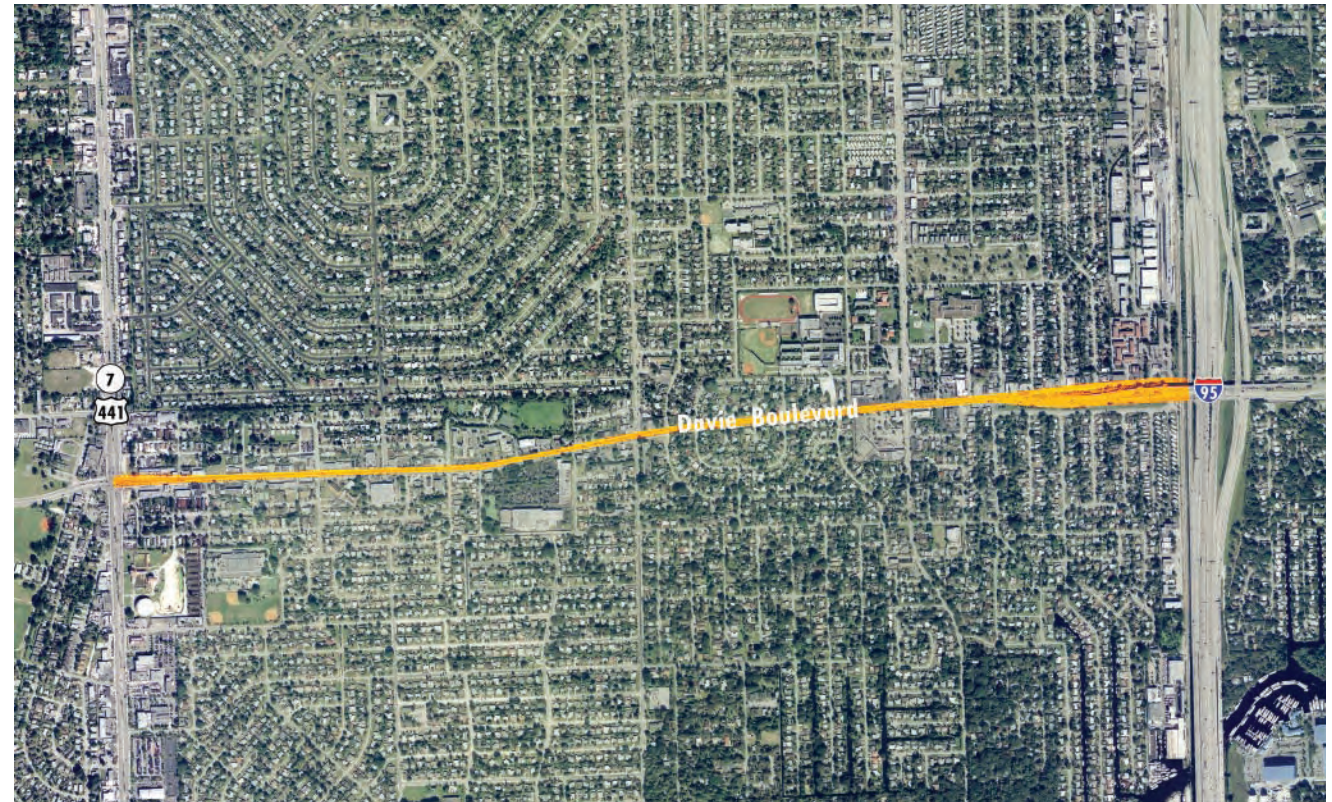
2.5 Study Area Map

A recent aerial map of the Davie Boulevard corridor is revealing. The large-scale grid system of south Florida is apparent from the series of parallel, north-south arterials. In particular, Interstate 95 and State Road 7

are highly visible in the aerial as high-volume corridors. Between these major roads, neighborhoods have a highly connected grid system with varying block patterns. The strength of this highly connected grid system is that it allows many alternate routes, diffusing traffic throughout the grid. At the same time, the irregularity of the grid discourages cut-through traffic.

The aerial also reveals a very consistent pattern of small, urban residential lots. This pattern is consistent throughout the study

Aerial of Davie Boulevard



area. Institutional uses are integrated into neighborhoods, enhancing the neighborhood identity and increasing pedestrian and bicycle access.

The main exceptions to this small-lot pattern appear along the State Road 7/US 441 and Interstate 95 corridors, where larger parcels and rooftops are apparent. Tree cover is moderate throughout the study area, with a denser concentration of trees in the southeast, especially near the isles along Riverland Road. The areas east of Interstate 95 and west of State Road 7/US 441 display significantly different land use and street patterns than does the Davie Boulevard corridor. Therefore, these roads serve as strong boundaries that help define the neighborhood’s physical identity.

2.6 Land Use and Urban Design

The Davie Boulevard corridor is dominated by low-density commercial development. Beyond the corridor are mostly compact single-family neighborhoods consisting of quarter-acre lots. Pockets of high-density residential development can be found near Davie Boulevard, particularly at intersections with Riverland Road and State Road 7.

Residential, commercial, and institutional land uses dominate the study area, with the largest land use being single-family residential. Table 1 summarizes the land use distribution along the corridor, which includes parcels within approximately two blocks.

Table 1 Existing Land Use Distribution Along Davie Boulevard

Existing Land Use	No. of Parcels	Acres	Percent Total
Residential	735	131.78	45.5%
Commercial	136	52.37	18.1%
Institutional	16	44.69	15.4%
Vacant	52	11.22	3.9%
Recreational	7	8.77	3.0%
Multi-Family Residential	129	27.57	2.5%
Transportation	25	6.52	2.2%
Office	15	4.38	1.5%
Industrial	3	2.29	0.8%
TOTAL	1,118	290	100.00%

Source: South Area Existing Land Use Map, City of Fort Lauderdale, 2005



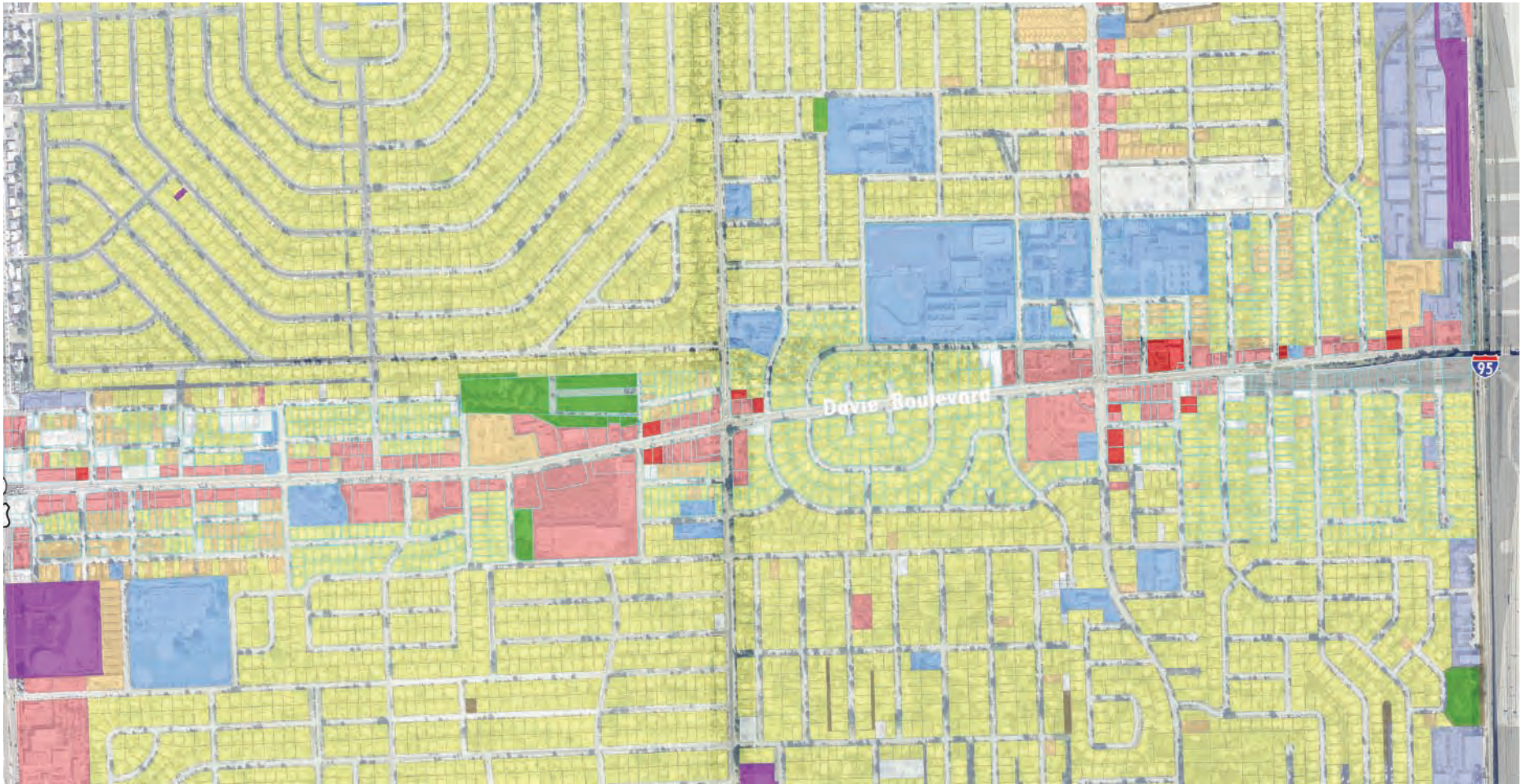
Commercial along Davie Boulevard



Shopping center looking east

From an urban design perspective, development is spread in a low-density, sprawl-like pattern, with no clear areas of concentrated development. Several of the commercial areas consist of buildings that are set back from the street by large parking areas, such as the Twin Oaks shopping

center, the Riverland shopping center, and the Davie Boulevard shopping center. Several of the parking areas require maintenance. The streetscape is unorganized and has unattractive lighting and overhead wiring.



Existing land use along Davie Boulevard reflects a significant amount of single-family residential.

2.7 Community Profile

The area surrounding Davie Boulevard has fairly urban population densities. About 21,500 residents live in 6,800 households within one mile of Davie Boulevard.

The population has the ethnic diversity characteristic of South Florida and is expected to continue to grow, increasing by around 1,000 people in 300 households over the next five years. As the population grows, it is also expected to age, with the fastest population growth among older age groups (59+).

The neighborhoods surrounding Davie Boulevard are quite diverse. There are large black, white, and Hispanic populations, though few Asians. The black population is the largest at 39.5 percent, followed by the white population at 35.4 percent, and the Hispanic population at 23.9 percent.

Table 2 Racial Distribution within 1 mile of Davie Boulevard, 2004

Race*	Number	Percent
Black	10,226	39.5%
White	9,155	35.4%
Hispanic Origin	6,172	23.9%
Asian or Pacific Islander	254	1.0%
American Indian	51	0.0%

*Note: Persons could choose more than one category.
Source: ESRI Business Information Solutions; Economics Research Associates, November 2004.

All age ranges are well-represented in the study area. Young and middle-aged adults are present in roughly equal numbers. There are many children in the study area, constituting over a quarter of the population. The over-65

population is small, at about 10 percent of the area's total, but is rapidly growing.

Table 3 Age Distribution within 1 mile of Davie Boulevard, 2004

Age Range	Number	Percent
0-4	1427	6.7%
5-19	4863	22.7%
20-29	2748	12.8%
30-44	4762	22.2%
45-64	5640	26.3%
65-74	1151	5.4%
74+	848	4.0%
	21,439	

Source: ESRI Business Information Solutions; Economics Research Associates, November 2004.

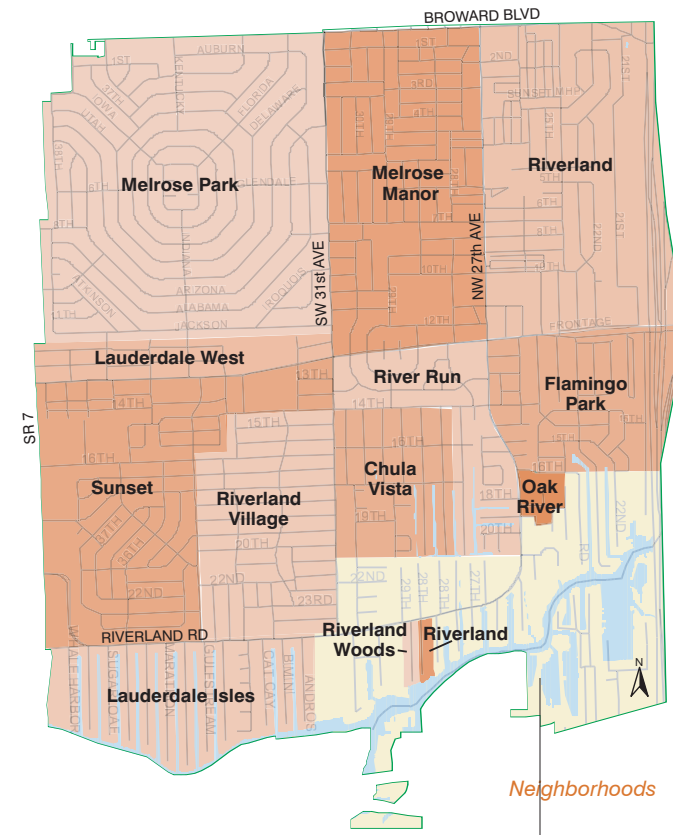
2.8 Neighborhoods

The neighborhood associations along the Davie Boulevard corridor include the following:

- Melrose Park Civic Association
- Lauderdale Isles Improvement Association
- Lauderdale West Association
- Melrose Manors Homeowners Association
- Riverland Civic Association
- Sunset Civic Association
- Riverland Village Civic Association
- Riverland Woods Homeowners Association
- Riverlandings Homeowners Association
- River Run Civic Association
- Chula Vista Isles Homeowners Association
- Greater Flamingo Park Civic Association
- Oak River Homeowners Association

Most of the housing units in these neighborhoods are owner-occupied. Rental housing is concentrated along Davie Boulevard, particularly near State Road 7. The Riverland neighborhood also is comprised of significant rental housing.

Average household size is higher in the neighborhoods north of Davie Boulevard, including an average over three people per household in the Melrose Park and Melrose Manors neighborhoods.



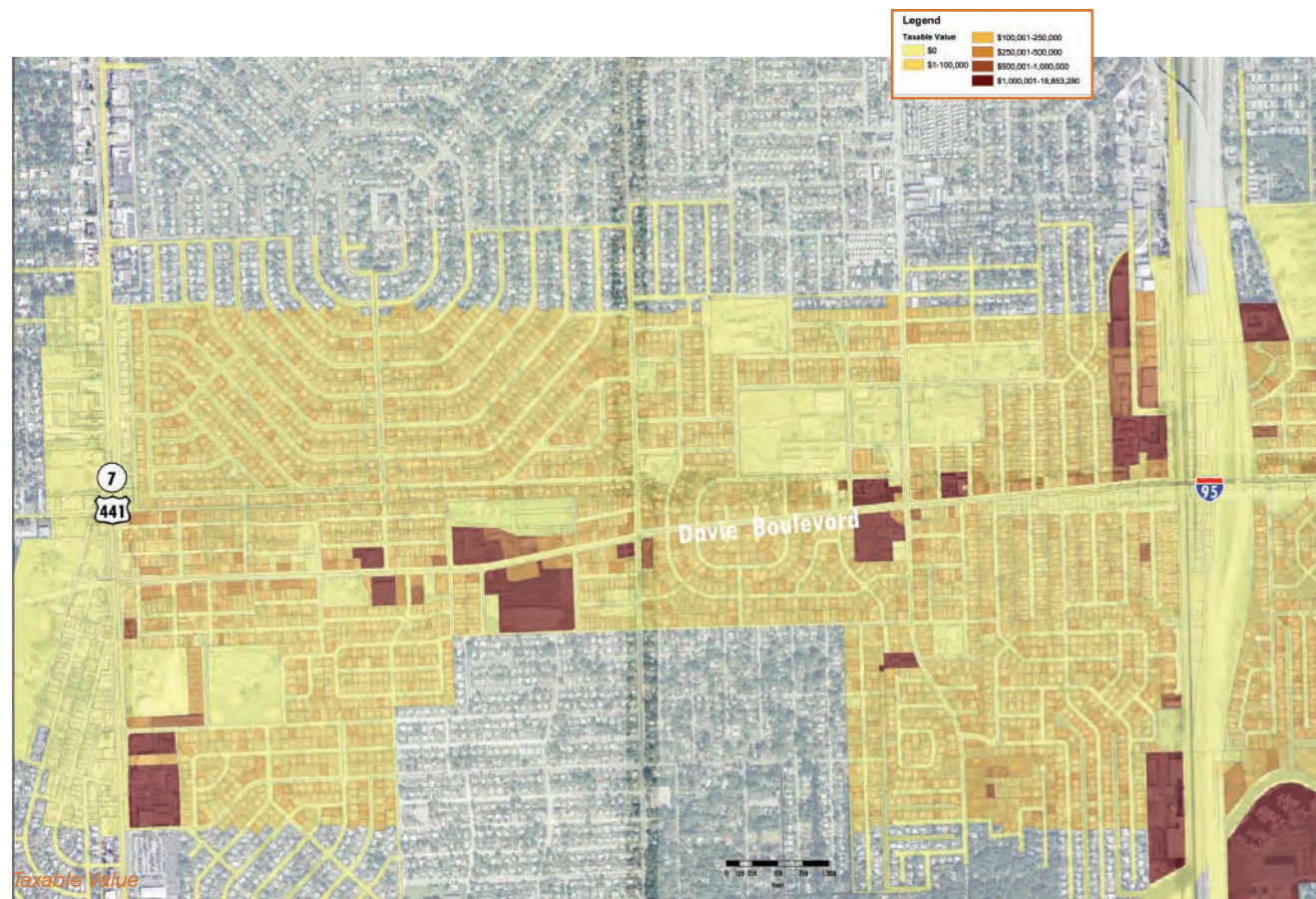
Neighborhoods south of Davie Boulevard have a lower average household size, close to 2.6 people per household. Likewise, neighborhoods north of Davie Boulevard have the most children, with as much as 1/3 of the population being under 18. Neighborhoods south of Davie Boulevard have fewer children and a great number of older adults, with more than 10 percent of the population 65+ in some areas.

Population density is typical for urban neighborhoods, at around 5,000-8,000 people per square mile. The only area of significantly higher density is a few blocks off of SW 27th Avenue between Davie Boulevard and Broward Boulevard.

Income, Home Ownership, and Retail Spending

The area benefits from strong home ownership patterns. About 74 percent of households in the one-mile trade area are owner-occupied. The average cost of a single-family dwelling in southwest Fort Lauderdale was \$247,000 in 2004. The average housing price rose 36 percent between 2003 and 2004 while the housing supply declined. However, this upward trend in the average housing price in southwest Fort Lauderdale has leveled off in recent years.

Housing prices in neighborhoods along the study area are lower than housing prices to the east (in downtown Fort Lauderdale) and to the west (in the city of Plantation). This may reflect a lack of adequate public and private investment in the area, so the study area may benefit from redevelopment. Most



of the homes along the corridor are in good to fair condition. However there are a number of vacant lots on or near the Davie Boulevard corridor.

Average household income, at approximately \$43,000 annually, is slightly below average for the State of Florida. Household incomes are expected to increase over next five years.

Households in the one-mile trade area spend an average of \$16,600 per year on retail. Total retail spending within the one-mile trade area totals \$113 million per year. Similar spending patterns exist for the two-mile trade area—but the larger population generates greater spending: \$232 million per year.

2.9 Employment

Broward County is forecast to receive 90,000 new jobs over the next five years. Most of these jobs will be located in major employment centers such as downtown. However, a portion of these jobs may be located along the Davie Boulevard corridor or other major corridors (such as State Road 7) near the study area. The main kinds of employment that are likely to locate in the Davie Boulevard corridor are population-serving types of work: retail, and professional office such as medical and legal. A moderate amount of new office space will be needed along the corridor to house this employment growth.

2.10 Schools

The study area is served by three public elementary schools. Westwood Heights Elementary serves the area north of Davie Boulevard and west of SW 27th Avenue. Stephen Foster Elementary serves the area south of Davie Boulevard and west of SW 27th Avenue. And Riverland Elementary predominantly serves the area east of SW 27th Avenue and west of I-95.

Most of the study area is served by New River Middle School. The Melrose Park and Melrose Manor neighborhoods are served by Parkway Middle School, which is located north of Broward Boulevard.

Most of the study area is served by Stranahan High School. The Melrose Park neighborhood is served by South Plantation High School, which is west of State Road 7.

2.11 Transportation

Traffic and Transit Conditions

Davie Boulevard currently consists of four lanes with additional turn lanes at some major intersections. The segment of Davie Boulevard between SW 31st Avenue and I-95 had a volume to capacity ratio over 1.0 with a level of service below D as of 2003.

Broward County does run a bus line along Davie Boulevard, Route 30. Route 30 runs with approximately 30 minute headways.

Bicycling and Pedestrian Conditions

The pedestrian environment is generally poor along Davie Boulevard. While sidewalks exist, they are narrow and have no setback from the street. Sidewalks are additionally impaired with light poles that further narrow the effective pedestrian right of way. Buildings are set back far from the street and are rarely pedestrian-oriented. There is no consistent system of street trees. Because of the width of Davie Boulevard and the volume of traffic, it is difficult for pedestrians to cross. Davie Boulevard does not have bike lanes and carries too much traffic for bicyclists to comfortably and safely travel in traffic.

2.12 Greenway and Bike Paths

Broward County publishes a bike suitability map to guide bicyclists to safer bike routes. The map indicates bike lanes, undesignated lanes, and rates streets for how much interaction bicyclists will have with vehicles.

Bike lanes are available along State Road 7 from approximately State Road 84 north to Broward Boulevard.

Davie Boulevard between State Road 7 and I-95 is marked as having undesignated lanes. Undesignated lanes have a stripe similar to a bike lane, but do not have a diamond symbol or bike lane signs. The undesignated lanes along Davie Boulevard are narrow and do not comfortably accommodate bicyclists.

Most of the major roads in the area are marked as relatively dangerous for bicyclists. Davie Boulevard, Broward Boulevard, and most of State Road 7 are marked for high interaction with auto traffic.

Riverland Road is marked as moderate interaction with traffic and Southwest 31st Avenue is marked as a street where bicyclists have low interaction with traffic.

The New River Greenway is a major planned greenway near the study area, running east-west adjacent to I-595 for most of its length.

2.13 Parks and Open Space

The study area has a number of medium-sized community and neighborhood parks, though it has no major parks. Riverland Park and Melrose Park are the two significant community parks in terms of size and their frequency of use by the community. Melrose Park has direct access off the corridor. While the park has limited visibility it presents an important open space opportunity along Davie Boulevard. There is also a Broward County facility, Secret Woods Nature Center, located adjacent to the study area and accessed off State Road 84.

2.14 Infrastructure Development Projects

The City of Fort Lauderdale's Waterworks 2011 sets the goal of extending and refurbishing the city's water and sewer networks for all the new and old areas of the city. The objective is to create a state-of-the-art water treatment city-wide. About \$550 million worth of improvements will be made to the system, with most of these improvements completed by 2011. Many of these improvements are coming to the South Area and the Davie Boulevard corridor.

The Florida Department of Transportation has plans to refurbish and resurface Davie Boulevard and make other improvements to the boulevard. While these other infrastructure investments are occurring, there is an opportunity for the city of Fort Lauderdale to propose related infrastructure improvements.

The coordination of various infrastructure improvements can reduce the costs of implementation.

2.15 Real Estate Market Conditions

There is about 551,000 square feet of office space located within two miles of Davie Boulevard. The office market is oriented to professional services tenants, who mostly serve the local residential population. The market area has low office vacancy rates of about 5 percent, but also has lower rental rates than most other areas in the county. Essentially, the office space in the market area serves local and not regional demand.

The market area also includes 158,000 sq. ft. of "flex" space (combination office/warehouse)—characterized by high vacancy rates (18%) and low rents. Retail space in the corridor appears to have low rents and low vacancy rates as well.

Detailed information regarding the economic and physical conditions of the project area is presented in Appendix C and Appendix D.

Planning Process

3.0

3.1 Public Involvement

Steering Committee and Role

The Davie Boulevard Steering Committee, composed of community and business representatives, was appointed by the City Commission to provide a community perspective for the corridor, to view information and concepts from the project team, and to formulate recommendations. Further, their efforts were intended to provide the critical sounding board for the information and insight gained during the sessions with the broader community.

A Public Involvement Plan was developed early in the process to ensure that the community would have an active role in the visioning and planning process for Davie Boulevard. The following goals were established for public involvement:

- Obtain full and continuous public involvement throughout the overall project.
- Respond to all local desires and comply with the city of Fort Lauderdale and FDOT requirements for public involvement.
- Develop a program for public participation and community involvement that will be acceptable to the public, the city, and FDOT, which will lead to building a community consensus on the project.

- Achieve consensus, to the maximum extent possible, that the process was open and fair, that there was other government agency involvement and local participation in the selection of concepts for the Davie Boulevard Corridor Master Plan.

Stakeholder Interview Summary

In addition to the Steering Committee and sessions with the broader Davie Boulevard community, the public involvement process also included interviews with stakeholders. These individuals represented existing business owners, homeowners, and elected representatives. Several major themes emerged during the interview process that generally corresponded with the issues presented in the community meetings. These major themes included:

- The need for a pedestrian-oriented environment
- The need for more housing (no high rises) and more retail diversity
- The need for concentrated development and use design standards
- Shopping center redevelopment
- The desire for some national retail
- The need to make the library and Melrose Park more prominent

A summary of the stakeholder interviews is presented in Appendix B.

3.2 Planning Process

Development of the Davie Boulevard Corridor Master Plan revolved around a series of public meetings which included Steering Committee sessions.

- Kick-Off Meeting & Vision Session
- Steering Committee bus tour
- Three-day Planning Session
- Draft Presentation
- Open House

Community Kick-off & Visioning

On Saturday, November 13, 2004, the Steering Committee conducted a day-long visioning session which included a tour of the Davie Boulevard corridor.

The bus tour for the Steering Committee was designed to provide the members with an overview of current conditions along the corridor and to help the team identify opportunities.

The Steering Committee then introduced existing conditions in a public meeting, along with initial opportunities and constraints. The session began with a visioning exercise to refine the overall goals and principles for the plan. The public also had an opportunity to suggest additional issues to be studied. During the session, participants identified their

Bus Tours



Kick-off/Visioning



“hopes” – what they would like to promote along Davie Boulevard, as well as their “avoids” – things they wished to prevent along the corridor.

The result was a list of hopes for the corridor, a list of things to avoid, and a list of issues to be addressed.

The hopes focused on creating places for people to enjoy, events to celebrate the uniqueness of the neighborhoods, and ways to manage traffic.

Hopes

- Create a high-quality public space for people
- Improve area aesthetics
- Celebrate the diverse, multi-cultural nature of the nearby neighborhoods
- Spur compatible redevelopment along the corridor
- Prevent cut-through traffic in neighborhoods
- Improve transportation alternatives

The concerns about what to avoid focused on preventing sprawl and cut-through traffic, and addressing the lack of maintenance and upkeep for the corridor.

What to Avoid

- Traffic’s impact on neighborhoods and public spaces
- Boulevard blight
- Incompatible development
- Lack of responsibility for maintaining the corridor
- Wasted effort
- Crime

The issues focused on managing traffic and parking, promoting redevelopment, improving neighborhood participation, and aesthetics.

Issues

- Traffic – how do we improve traffic flow without becoming overwhelmed by vehicles?
- Parking – how do we provide adequate parking without creating parking blight?
- Redevelopment – how do we encourage appropriate new development?
- Improving aesthetics – how do we encourage responsible property ownership and maintenance?
- Pedestrian access – how can we make the corridor a high-volume arterial that is pedestrian-friendly?
- Neighborhood participation – how can we keep neighborhoods involved?

3.3 Community Planning Session

The three-day planning session created a forum for community members to take a 'hands-on' role in the physical design and identification of opportunities along the corridor. On day one, citizens participated in a 'character image' survey that identified the desired type and form of possible development, open space, and transportation improvements in the study area. There was significant consensus on character elements that reinforced pedestrian realms, concentrated commercial and retail uses at a 2-4 story scale, and mixed-use opportunities. In the second exercise, participants used base maps to identify preferred land uses, open space and development opportunities, and mobility links along the corridor. The second day session concluded with each group selecting a spokesperson to present their findings.

The Steering Committee also used day two to synthesize ideas from the community and to develop preliminary concepts for the corridor based on the analysis of current conditions and foreseeable opportunities. The concepts developed addressed corridor beautification, transportation and pedestrian improvements, open space, future land use, and redevelopment.

The preliminary concepts were presented to the community on day three of the planning session, and citizens provided comments for further consideration. A planning team took the input from the three-day session to

develop a draft plan that would be presented to the Steering Committee and during a community open house. A full summary of the community planning session and the tally of the character images are presented in Appendix B.

In the Draft Presentation of April 7, 2004, the planning team presented the Davie Boulevard Concept Plan that broadly outlined the goals and major streetscape and implementation strategies intended to shape the future of Davie Boulevard.

The Open House

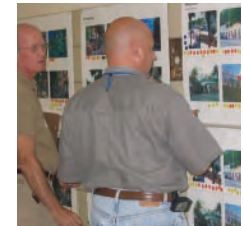
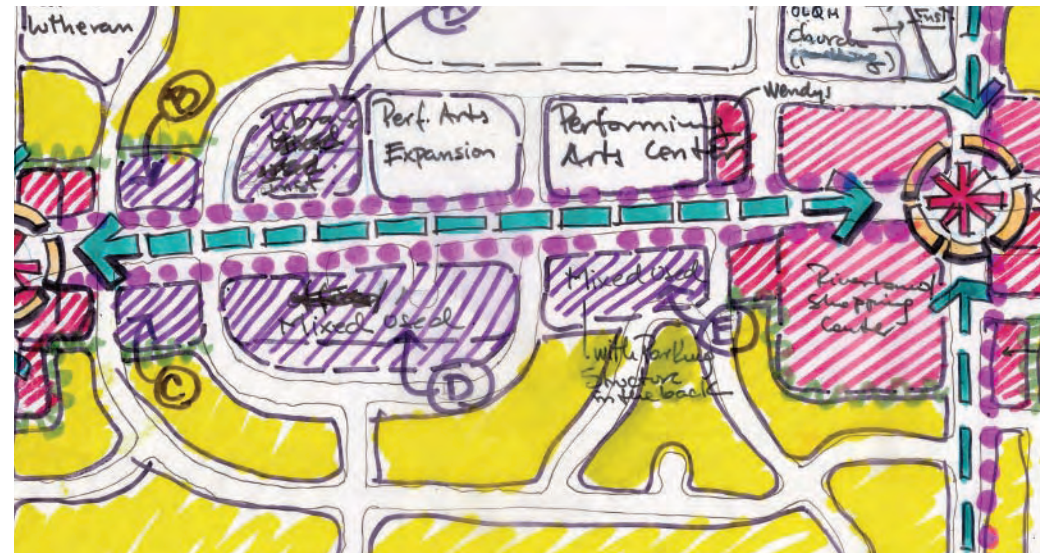
On Saturday, June 25, 2005, approximately 150 community members attended the Davie Boulevard Corridor Open House where the draft plan for Davie Boulevard was presented. The session was hosted at the St. Thomas

Aquinas High School Cafeteria from 10:00 am to 1:00 pm.

An overview of the process to date was presented to the attendees along with the refined concepts for the corridor. Major topics addressed by the planning team included:

- Vision for Davie Boulevard
- Florida Department of Transportation improvement and coordination
- Proposed landscape improvements for the corridor
- Potential redevelopment opportunities

After an extensive question and answer session, the attendees were invited to review the details of the plan at various stations where proposed land use, transportation, and beautification concepts were displayed.



Community planning session

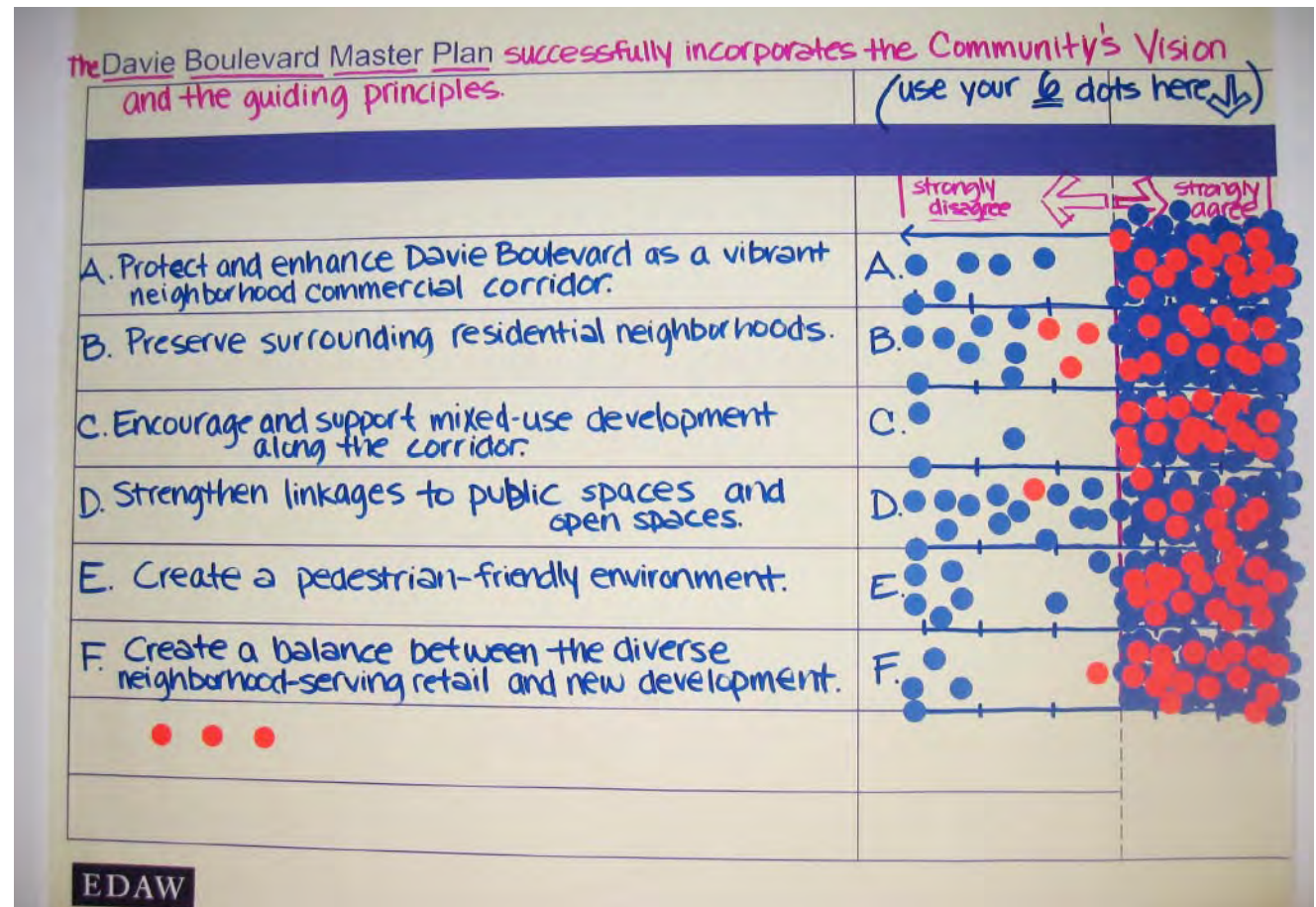
Preliminary concept from community planning session

Using a dot exercise, attendees were also provided the opportunity to determine whether the concepts presented supported the stated goals of the Master Plan. The participants were asked to respond to the following statement:

“The Davie Boulevard Master Plan successfully incorporates the community vision and guiding principles.”

While not a scientific analysis, the image clearly illustrates community sentiment that the plan reflects their goals and the principles that were established at the onset of the planning process.

A list of the written comments submitted during the Open House is presented in Appendix B.



Overwhelming community support of Guiding Principles as recorded during the Open House

Corridor Assessment

4.0

4.1 Economic Conditions

Introduction

The planning team examined the revitalization and redevelopment potentials of the Davie Boulevard corridor, focusing on the market potentials for commercial and residential development along the two miles of Davie Boulevard. The primary objective of the study is to provide the city of Fort Lauderdale with a realistic assessment of market conditions, assist the city in understanding the market dynamics associated with corridor revitalization, assess overall development potentials, and identify opportunities that could dovetail and build upon successful revitalization efforts elsewhere in the city.

The examination also included the prospective market on those specific uses that appear to represent the greatest potential for Davie Boulevard, including housing and supporting uses such as retail, restaurants, and workforce. These findings and recommendations reflect what may reasonably be expected to occur along Davie Boulevard, assuming specific public and private actions, our analysis of overall market opportunities, and our national experience in commercial corridor revitalization.

Why a Market Analysis?

Specific objectives of the market analysis are as follows:

- Understand market fundamentals and evaluate the economic potential of Davie Boulevard today;
- Identify “drivers” of demand that will be critical to supporting revitalization and new development along the corridor;
- Test the market potentials for a range of uses—including housing, restaurant, retail, office space, and housing;
- Ensure that physical planning efforts are grounded in economic and market realities;
- Inform public-policy thinking by the city regarding revitalization, funding commitments, and possible implementation strategies.

In the first stage of the analysis, the team conducted an initial “diagnostic” to fully understand the context for revitalization of Davie Boulevard. Key tasks were as follows:

- Development of a demographic and economic profile of Broward County, the city of Fort Lauderdale, and the trade area surrounding Davie Boulevard; identification of the appropriate economic indices (e.g., demographics, job growth, consumer spending patterns, etc.) for determining the fundamental drivers of demand; and

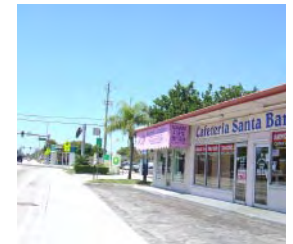
- Analysis of the corridor’s inventory of commercial space and evaluation of the existing commercial mix in order to inform subsequent analysis of market opportunities.

The second stage of the analysis examined revitalization potentials by testing market opportunities for a variety of uses and included the following efforts:

- Estimation of opportunities for new commercial development generated by growth in jobs, consumer spending, and population and households;
- Analysis of sales potentials for prospective retail uses based on consumer spending patterns and required tenant sales performance using an investment-grade analysis;
- Identification of opportunities to strengthen and/or add to Davie Boulevard’s commercial retail mix; and
- On a preliminary basis, an outline of possible implementation strategies to ensure the plan’s realization.

The following section presents the key findings and recommendations of the market analysis. The detailed tables and analysis of *market conditions in the Davie Boulevard Corridor* (November 2004) are presented in Appendix C.

Businesses along Davie Boulevard



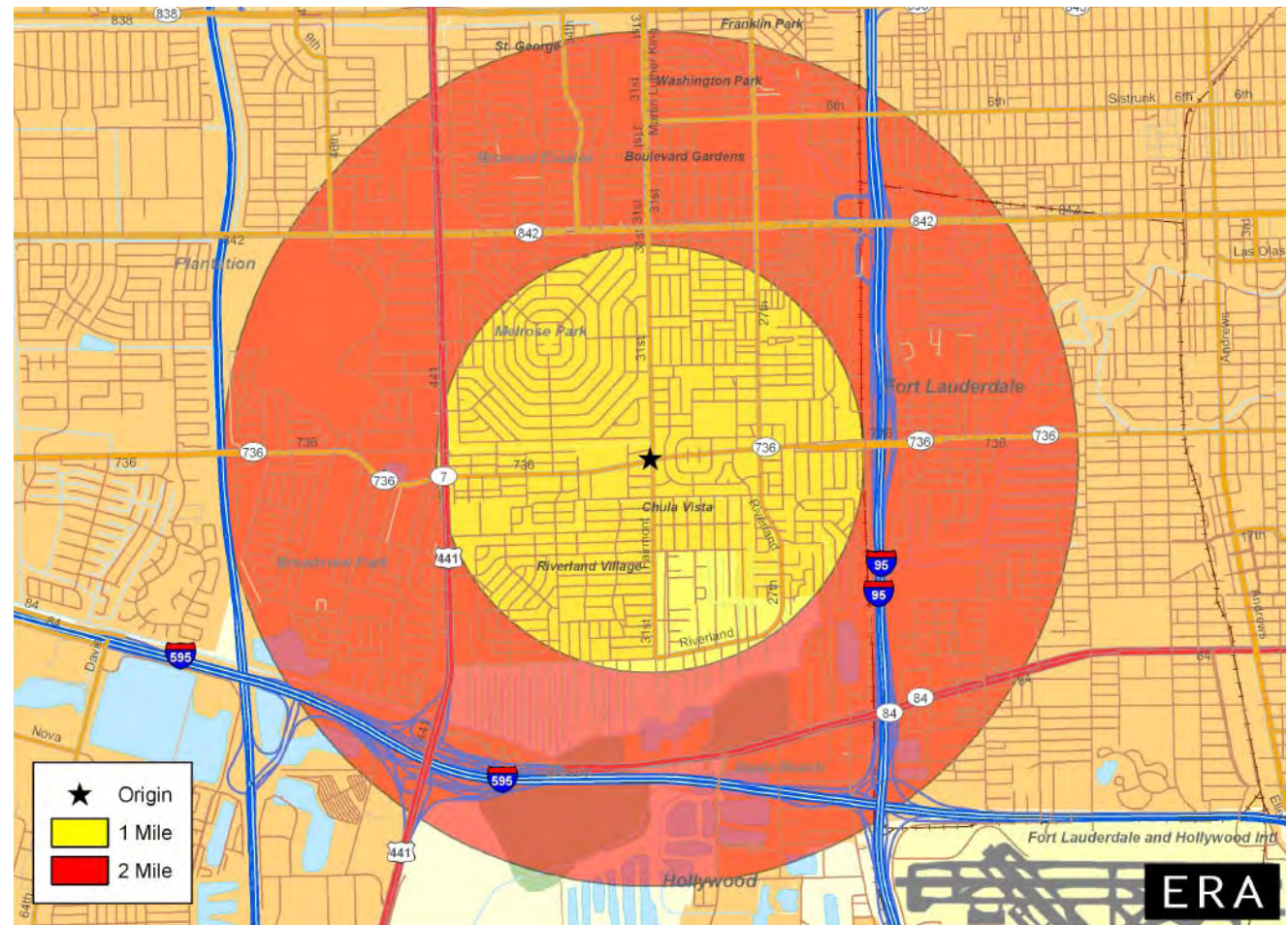
Market Demographics

As the basis for evaluating market opportunities in the Davie Boulevard corridor, an examination was performed of the demographic and economic conditions in the surrounding “trade area,” the city of Fort Lauderdale, and Broward County. This profile focuses on those factors “driving” demand for housing, office space, and retail space. These factors include population and household trends, household income growth, consumer spending patterns, and other appropriate economic indices. The analysis presented here informed subsequent testing of specific uses presented later in this report.

A trade area is defined as the geographic area from which a commercial business district draws its primary source of market support. Of course, trade areas will differ based on a district’s overall size, retail and business mix, physical and locational considerations such as natural barriers, highway access, visibility, market competition, and many other factors. For Davie Boulevard, the following two trade areas were examined:

- A primary trade area, defined as a 0-1 mile ring around the intersection of Davie Boulevard and N.W. 27th Avenue, and
- A secondary trade area, defined as a 1-2 mile band beyond the primary trade area.

The trade area surrounding Davie Boulevard, composed of single- and multi-family neighborhoods, is generally urban in



Trade Area Map

development character and population densities, and contains a resident population with the ethnic diversity characteristic of urbanized South Florida.

POPULATION & HOUSEHOLD CHARACTERISTICS

Relevant demographic characteristics as they pertain to market potentials are highlighted below and illustrated in Tables 1-5 in Appendix C:

- The two-mile trade area ring contains about 60,000 residents in 21,000 households, with a diverse ethnic composition evenly distributed among Black (39%), White (35%), and Hispanic (24%). The greatest population densities exist in the 1-2 mile band.
- Notably, over the next five years, the trade area is forecast to grow by about 2,700 residents in 1,000 new households, with the largest growth expected to occur in the 1-2 mile band outside of the core neighborhoods adjacent to Davie Boulevard.

AGE PROFILE

- As noted in the community profile, all age ranges are well represented in the study area; however, as compared to Broward's (and the state's) population as a whole, the Davie Boulevard corridor is significantly younger—with a median age of about 29 years. Younger and middle-aged adults are present in roughly equal proportion, and there are numerous school-age children under the age of 19—constituting roughly 25% of the trade area population. Importantly from a retailer's perspective, the trade area population is aging, with population declines expected among the peak earning years (ages 30-49), but increasing among older age groups (59+).

- On the positive side, the trade area is stable, as evidenced by strong home ownership patterns. For example, fully 74% of households residing in the one-mile trade area are owner-occupied.

INCOME CHARACTERISTICS

Measuring opportunities for additional retail space along Davie Boulevard requires careful monitoring of household and employee spending patterns. These trends are summarized below:

- Household income figures and the distribution of incomes for the two trade areas surrounding Davie Boulevard indicate that Davie Boulevard residents are solidly middle-income, with average household earnings in the range of \$43,000 per year. Over the next five years, household incomes are expected to increase at a rate faster than inflation—thus strengthening overall buying power—with a pre-inflation-adjusted growth of 16% to 18% during this period.
- Moreover, Davie Boulevard residents are also expected to become wealthier—as evidenced by a predicted increase in the number of households earning more than \$100,000 per year. As illustrated in Table 3 of Appendix C, the number of households earning more than \$100,000 per year is forecast to jump by 55% to 65% within the two bands.
- This suggests that while retail demand potentials may be limited as a result of fewer resident households in their peak earning years and the lower spending habits of elderly residents, a greater

number of wealthier households may offset this apparent loss.

CONSUMER SPENDING POTENTIALS

The analysis of current consumer spending of households within the trade area indicate that

- The 6,800 households residing in the one-mile trade area spend roughly \$16,600 per year on retail, which generates total retail spending of about \$114 million per year—almost 19% below the national average (\$20,476) for comparable spending categories.
- The spending patterns of households residing in the 1-2 mile trade area band are generally parallel; however, this expanded trade area contains a larger overall population (38,235), thus generating a far larger “pot” of consumer spending—in the range of \$232 million per year.
- Each trade area household spends about \$3,400 per year in “Food Away From Home” (eating out at restaurants); \$3,300 per year in “Leisure & Entertainment” items such as sporting goods, ticket concessions, books and the like; and almost \$2,000 per year in household furnishings.

Critically, these findings indicate that there is significant retail leakage of household expenditures away from Davie Boulevard today. Assuming the 419,000 sq. ft. of “one-story” retail space in the study area (see inventory discussion below) performs at \$150 per sq. ft. in average annual sales, this would suggest roughly \$63 million in annual sales productivity, which translates into a

Market analysis indicates that there is significant retail leakage of household expenditures away from Davie Boulevard today.

penetration, or capture, of only 20% or so of the trade area's total annual buying power of \$346 million. This figure is significantly below what a viable commercial corridor would expect to capture of its surrounding trade area.

It should also be noted that these consumer-spending estimates do not account for the still unstudied economic characteristics of ethnic enclaves and urbanized locations such as those in South Florida. The economic activity of such areas is still difficult to gauge. It does appear, though, that significant additional sales are generated on Davie Boulevard primarily as a result of the presence of ethnic-based businesses, eateries, and retailers.

Real Estate Market Conditions

A cursory review of market conditions and characteristics across a variety of real estate types including housing, office/workforce, and retail was performed. Relevant information regarding current commercial inventories, historic development patterns, and other appropriate supply and demand factors as they affect development opportunities on Davie Boulevard are summarized below.

As is characteristic at this level geographically, only partial information on real estate market conditions along Davie Boulevard today was available. This included limited information on absorption/leasing patterns of the area's office market, as well as trends in rental rates, historic construction activity, and inventory for Davie Boulevard's commercial retail inventory. A detailed inventory of the corridor's retail space was conducted by residents as part

of a windshield survey, and this information was provided to the planning team during the study.

It is recommended that the city, in partnership with local commercial real estate brokers, create a system to track trends in the local commercial market over time (i.e., on an annual basis). This should be an integral element of a larger revitalization strategy for Davie Boulevard that focuses on recruitment of viable retail businesses and professional services tenants—those that would typically be oriented to serving a locally-based resident trade area and location in a tertiary submarket like Davie Boulevard.

Relevant real estate data are illustrated in Tables 6 through 8. These tables and supporting information are contained in Appendix C.

- The average cost of a single-family dwelling in the Southwest Fort Lauderdale and Plantation submarket (as defined by EWR Realtors) ranges from \$247,000 in SW Fort Lauderdale to \$249,000 in Plantation. Notably, housing prices jumped 36% between 2003 and 2004 (latest data available)—reflective of the dynamic South Florida residential real estate market. Moreover, while the inventory of homes available for sale remains consistently high (in the range of 250 to 400 at any given time), the average number of days on the market declined at the same time that prices climbed.
- For office development, the Davie Boulevard corridor is a tertiary submarket located in the larger Southwest Broward

County market, as defined by Colliers International, which tracks commercial office space in South Florida, as well as in markets nationwide. The Southwest Broward submarket includes the communities of Miramar, Davie, Plantation, Sunrise, Weston, Pembroke Pines, Pembroke Park, and Southwest Fort Lauderdale.

- A review of real estate conditions indicates a somewhat weakened market as a result of overbuilding during the late 1990s, corporate consolidations and business mergers generated by the economic downturn of the early 2000s, yet one that is in general recovery. Generally, vacancy rates have declined slightly since 2000—to 13%. There has been nominal new construction, thus allowing positive net absorption of roughly 103,000 sq. ft. of space across the entire submarket over the past year (net absorption is defined as the amount of new office space leased in a given time period). Rental rates range from \$21 to \$24 per sq. ft., on a full-service basis, for Class A and B space, respectively.
- Within the two-mile trade area surrounding Davie Boulevard, CoStar (another national office database) estimates an office inventory of 551,000 sq. ft., with vacancies significantly lower—in the range of 4% to 5%—and average rents in the range of \$18.50 per sq. ft. Notably, however, net absorption has been flat over the past year, by CoStar's reckoning. This 551,000 sq. ft. of office space accounts for less than 1% of Broward County's total office space today.

- These market indices are characteristic of an office tenant base of professional service businesses oriented to nearby resident households. It is estimated that an inventory of this magnitude would include about 2,800 office employees—a potential market segment for Davie Boulevard retail that should not be overlooked.
- CoStar also estimates that the trade area surrounding Davie Boulevard contains 158,000 sq. ft. of “flex-tech” space. This includes buildings that combine office and warehouse/distribution or light assembly uses, such as those located alongside I-95 to take advantage of excellent regional access to the South Florida marketplace.

Representatives of the neighborhood associations conducted a windshield survey of the commercial building stock in the study area, based on information obtained from the Broward County Property Appraiser’s Office. The survey revealed the following information about the corridor’s commercial inventory:

In total, the two miles comprising the study area contain about 679,000 sq. ft. of commercial building area. It should be noted, however, that this includes a multitude of uses ranging from institutional (churches, library, schools, etc.), to light industrial or manufacturing (auto sales & repair, warehousing, distribution, light assembly, etc.), to retail (one-story stores, office, financial institutions, etc.), to mixed-use.

Uses are distributed as follows:

- 164,000 sq. ft. of multi-family property (10 units or more), such as the Fairfield Park and Mandalay Apartments
- 419,000 sq. ft. of “one-story” stores such as the retail shopping centers located at 2603 and 2758 Davie Boulevard
- 9,000 sq. ft. of “mixed-use” development
- 34,000 sq. ft. of supermarkets, including Publix and others
- 31,000 sq. ft. of offices or professional services, such as the Mandalay Office Building
- 29,300 sq. ft. of drive-in restaurants, such as Wendy’s, Don Arturo’s, and Subway
- 10,700 sq. ft. of financial institutions
- 31,000 sq. ft. of service stations or auto repair businesses, such as Texaco, Mobil, and Hess gas stations; Boston Tire
- 7,800 sq. ft. of parking lots
- 6,100 sq. ft. of nightclubs (as defined by Broward County), such as Flanagan’s Restaurant
- 46,000 sq. ft. of warehousing or trucking terminals, such as Broward Hydraulics or Alloy Welding, and
- 54,000 sq. ft. of churches, such as the Presbyterian or Berean churches.

As shown, the corridor contains a diverse mix of land uses typical of a lower-density commercial strip corridor. The predominant use—defined by the Broward County Property Appraiser as “one-story stores” and comprising about 62% of the study area’s commercial inventory—suggests careful consideration of a redevelopment strategy that includes higher density uses due, in part, to the narrow lot depths that characterize so many of South Florida’s commercial corridors.

4.2 Physical Conditions

Corridor Constraints

The early planning discussions for Davie Boulevard took into consideration several key points—the fact that the corridor is not a city thoroughfare, but is under the jurisdiction of the Florida Department of Transportation (FDOT); and that FDOT was in the process of planning a safety and maintenance upgrade for the corridor which would provide limited funding for beautification. As the planning process evolved, it became apparent that the community viewed the FDOT improvements as an opportunity to transform Davie Boulevard into something more—to create a sense of place that reflected the existing community, a chance “to dream big about Davie Boulevard.” At this point, the community began to look beyond the standard landscape options available and towards how the FDOT improvements could serve as a springboard to create a unique community environment along Davie Boulevard.

Funding

Standard FDOT projects only allow 1.0 to 1.5 percent towards landscaping (this includes plants and irrigation). The total construction budget for the Davie Boulevard project is 2.1 million dollars. This results in a landscape allowance of between \$20,000 and \$30,000 for Davie Boulevard.

The landscape improvements suggested by the community and the city will require much more than the allotted budget. This means that the city would have to secure additional

funds to pay for the difference between what FDOT has budgeted for landscaping and what the community and the city would like FDOT to build.

Design Considerations

The Davie Boulevard corridor is only 80 feet wide. This area includes four 11-foot-wide lanes, two 3-foot-wide undesignated bike lanes, and one 11-foot-wide median strip. When the 2 feet for curb and gutter is subtracted from either side, only a 7-foot-wide center median remains, with a 3-foot-wide area in the middle available for trees. This is not wide enough for large canopy trees or large palms.

The possibility exists to use an easement program as redevelopment occurs, in order to enhance the public realm and provide wider sidewalks, identified as a priority by the community.

Also, because of the currently narrow sidewalk areas, the FDOT requirement of a 4-foot setback from the edge of any travel lane, and ADA clear-passage issues, there is not enough space to add large trees on the sides of the street, at least in the Boulevard’s present state. Currently, the west end of Zone B has small trunk palms coming out of half-tree grates in the sidewalk. These palms are extremely thin and do not contribute any shade or overall aesthetic improvement to the corridor.

There are several outdoor advertisement signs (ODA) within or just outside of the corridor limits. Any design for Davie Boulevard would

have to maintain a 500-foot clear viewing area towards these signs. This means that there could only be limited plant material within the sign viewing areas.

Several commercial parcels have parking that backs out into the corridor. This is not only unsafe, but limits the placement of landscaping along the sides of the corridor. The corridor has both commercial and residential uses. Both present different challenges regarding plant material types and placement.

The southern edge of the right-of-way along the corridor has a continuous overhead power line. This can be a challenge in terms of adding trees along the side. The design will not be symmetrical on both sides of the corridor because there are height limitations when selecting tree species to be planted under power lines.

There are several locations along the corridor that have mid-block pedestrian crosswalks. This will have to be taken into account when considering the use or replacement of the median.

Although there are existing monument/community signs at both ends of the corridor, the community expressed the desire for stronger gateway elements into the community. Also, commercial business signage is an issue that will have to be addressed when choosing or placing a landscaping theme for the corridor.

Shallow lots



Existing median



Potential Considerations

Initial discussions with the community regarding the design of the median for Davie Boulevard revolved around whether a wider median was desired, or the creation of a strong pedestrian realm along the sidewalks. There was strong consensus among the participants that the sidewalk realm should take precedence over the median.

The community was informed that the acquisition of more right-of-way was the only way to have a wider median area along the corridor. In terms of a pedestrian environment, two options were discussed that could possibly allow the city to add large trees to the sides along the sidewalk.

Option 1 is to narrow the median (by moving the curbs and gutters in), narrow the travel lanes, and thereby create more sidewalk area. (This would mean no trees in the median, only shrubs.)

Option 2 – as redevelopment occurs, the city could make provisions for enlarged sidewalks through an easement program.

FDOT has a fast track for their project. Their schedule is for 12 months. This puts a limitation on the time frame for our study in order to have information to FDOT in time to be incorporated into their plans.

Any landscape improvement will require irrigation in order to have the landscaping remain healthy and attractive.

The city will have to sign a maintenance agreement with FDOT for any landscaping above the standard FDOT improvements.

Other Related Items

The city is in the process of utility improvement along the corridor. This work needs to be completed prior to the construction of any streetscapes.

Building façade, signage, lighting, and improvements to the surrounding commercial properties should be incorporated as part of the suggested corridor improvements. North of the Davie Boulevard corridor, along State Road 7/US 441, the roadway was upgraded and contains aesthetically pleasing light fixtures.

Transportation Considerations

This aspect of the assessment focuses on the function, usability, and aesthetics of the transportation infrastructure including roadways (travel lanes, sidewalks, curbs, signalization systems, crossings, and signage and pavement markings), pedestrian circulation, bicycle routes, transit routes and facilities.

In order to have a successful mixed-use redevelopment, it is key for it to be linked with transportation strategies such as increased pedestrian and transit infrastructure.

Moreover mixed-use developments normally reduce the number of commutes by allowing individuals to work and live in the same area

and also promote the use of other modes of transportation.

ROADWAY

Opportunities.

Davie Boulevard is currently under the jurisdiction of the Florida Department of Transportation (FDOT). It is the policy of the FDOT to consider a balance between mobility and livability wherever it is desired, appropriate, and feasible. FDOT has created a mechanism where this policy and its features can be implemented on the State Highway System (SHS), of which Davie Boulevard is a part. This mechanism is known as Transportation Design for Livable Communities (TDLC). The TDLC criteria allows for more flexibility than the standard FDOT criteria; however, it still meets or exceeds the AASHTO minimum standards.

The incorporation of TDLC features is contingent upon involvement of local stakeholders in the planning and project-development processes. It is essential that all stakeholders are included from the initial planning phase of the project through design, construction, and maintenance.

PEDESTRIAN CIRCULATION

Opportunities:

The lack of existing walkways between buildings and sidewalks within the public right-of-way forces pedestrians to cross parking areas, increasing the potential for conflicts between pedestrians and motorists. A more pedestrian-friendly environment

can be achieved by providing landscaped promenades with adequate lighting and signage, and buildings closer to the roadway. Developments that provide amenities for human comfort become desirable places to live and work.

All new sidewalks must be constructed in accordance with the latest ADA requirements.

Constraints:

The FDOT requires all sidewalks to be a minimum of 6' wide and made out of poured concrete. Paver sidewalks are only allowed by FDOT if proper maintenance agreements are processed between the FDOT and the local municipality, in this case the city of Fort Lauderdale. FDOT discourages the use of pavers within the roadway under all circumstances, including at crosswalks.

BICYCLE ROUTES

Opportunities:

The limited right-of-way available does not provide space for a 'designated' bicycle lane; however, an undesignated bicycle lane can be provided, and there are in fact two already in place, one on either side of the roadway.

The Broward County Existing and Designated Bicycle Facilities Map (dated January 2002) and the Broward County Bicycle Suitability Map (same date) (Refer to Exhibit B) show the County's plan for bicycle routes along Davie Boulevard. The first map shows that there is an existing undesignated bicycle lane along either side of the corridor. The second map shows that Davie Boulevard's suitability rating

for bicycles is very low. Zone D, in particular, between I-95 and SW 27th Avenue, has the lowest rating for suitability because of the "extremely" high interaction with vehicular traffic.

Constraints:

The limited right-of-way available does not provide space for designated bicycle lanes; however, undesignated bicycle lanes will continue to be provided. A designated bicycle lane is highly unlikely because of the limited right-of-way and the potential conflicts with buses, cars and pedestrians caused by the proposed bus pull-out bays, roadside parking, and landscape bulb-outs.

TRANSIT ROUTES AND FACILITIES

Broward County Transit (BCT) provides transportation within Broward County via fixed-route buses, community buses, 'paratransit,' and waterbus services. Per BCT's Route Map (see Exhibit C), Route 30 services the Davie Boulevard Corridor. According to BCT-Mass Transit, the latest ridership numbers for this route are 112,679 (Oct/Nov 2003) and 125,722 (Oct/Nov 2004), which shows an increase of 11.6%. Route 9 also crosses this portion of Davie Boulevard at NW 31st Avenue and Route 18 runs along State Road 7/US 441.

Opportunities:

The transit system has the potential to provide a coherent identity throughout the corridor with attractive signage and protective shelters. The route system can be better coordinated within the corridor to improve way-finding and

encourage pedestrian and transit-oriented development throughout the corridor.

Transit stops should be conveniently located, comfortable, safe, and provide shelter for pedestrians and transit riders. Existing bus stop locations should be adjusted in accordance with the proposed redevelopment of the corridor.

Constraints:

The limited right-of-way currently available does not provide space for a proposed bus pull-out bay. The developers and property owners will need to dedicate the necessary easements to provide this space.

ANALYSIS ZONES

Early in the process, Davie Boulevard was divided into analysis zones as a way to facilitate the presentation of existing conditions along the corridor. This graphic is presented on the following page.

Physical Character Analysis

As part of the initial investigation, the corridor was divided into four analysis zones. While Davie Boulevard and a two-block area

adjacent to the corridor are the primary focus of the plan, the zones represent the broader context of areas that have a relationship to the corridor. The zones are not intended to be

physical boundaries. Detailed information on the zones are presented in Appendix E.



Master Plan for Davie Boulevard

5.0

5.1 Guiding Principles

The guiding principles below were developed during the community planning session for the Davie Boulevard corridor. These principles were then used to shape the physical and economic concepts expressed in the master plan. These aims should also serve as a way to decide whether future projects for the corridor are aligned with the community's ideals for Davie Boulevard's evolution. Simply put, these principles can be used as touchstones for creating processes and organizations to implement the community's vision for the corridor.

1. Protect and enhance Davie Boulevard as a vibrant and appealing neighborhood commercial corridor
2. Preserve surrounding residential neighborhoods
3. Encourage and support mixed-use development along the corridor
4. Strengthen linkages to public and open spaces
5. Create a pedestrian-friendly environment along the corridor
6. Create a balance between diverse neighborhood-serving retail and new development

Overall Land Use Strategy

The Davie Boulevard Corridor Master Plan endeavors to enhance and balance land uses

that are currently present. Establishing this balance of land uses through the introduction of mixed use and additional multifamily units will maintain the variety in the living and working environment desired by the community and currently promoted by the city. At the same time, by clearly establishing the city's long-term land use plan for the area, land use compatibility and buffering can be improved: Transitional uses are planned as buffers between more intense commercial uses and less intense residential uses that surround Davie Boulevard.

Another component of the land use strategy is the protection of diverse uses along the corridor – the small neighborhood service retailers, for example, are a priority for the study area. This issue is addressed in more detail in the redevelopment strategy section of the plan.

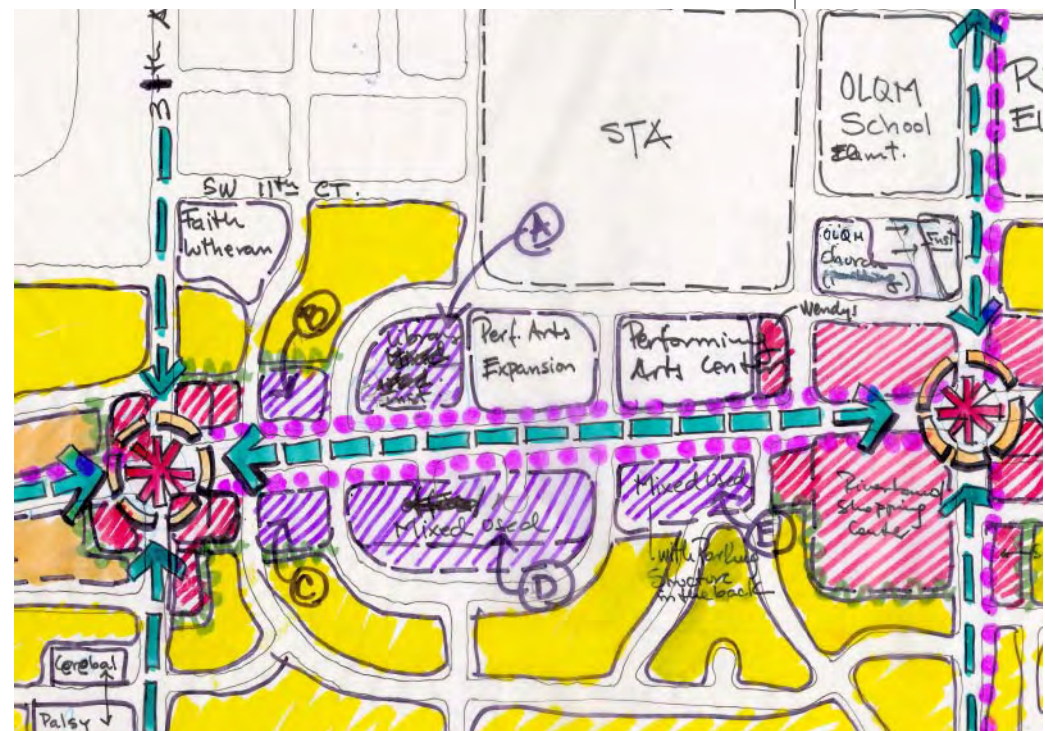
LAND USE

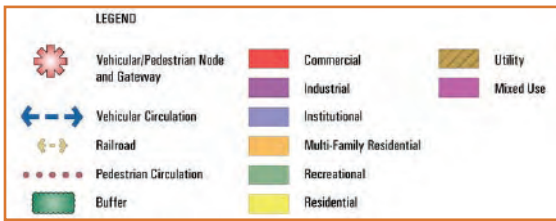
Land use for the corridor is organized around a series of nodes and gateways that provide both vehicular and pedestrian access. These nodes and gateways are equally spaced on the corridor and occur at the major intersections, including State Road 7/US 441, SW 35th Avenue, SW 31st Avenue, SW 27th Avenue, and Interstate 95.

Visioning quote

"Shopping or going to a restaurant in my own neighborhood...five years ago I didn't think it could happen."

Davie Boulevard Conceptual Plan





Davie Boulevard Proposed Master Plan & Land Use



Parks

Formal or informal recreation and conservation areas, connected by greenways or streetscapes. The proposed plan highlights one of the community's under-utilized assets, Melrose Park, by pulling the park forward onto Davie Boulevard, thereby increasing its visibility and access from the corridor.

Single Family Residential

Detached residential housing that includes a variety of housing and architectural types, characterized by traditional neighborhood development patterns including a central gathering point, and interconnecting streets, alleyways, parks, and open spaces.

Multifamily

Attached residential housing of moderate or higher densities that includes a variety of housing and architectural types, including apartments, condominiums, and townhomes.

Institutional

Educational, public, and civic uses such as schools, government facilities, and cultural facilities. These uses can be located throughout the corridor; however the master plan proposes a future institutional use, the relocation of the library to the segment of Davie Boulevard between SW 27th Avenue and SW 31st Avenue, to take advantage of the proposed St. Thomas Aquinas Performing Arts Center.

Mixed Use

Development that allows multiple compatible uses such as multi-family residential,

specialty commercial/retail, office/professional, shops, and restaurants to be close to one another, taking advantage of the existing urban fabric and transportation infrastructure to reduce auto dependency and create more compact, efficient neighborhoods. A good example would be mixed uses that take advantage of and enhance the St. Thomas Aquinas Performing Arts Center, which will also provide space for a variety of community activities.

Commercial

A combination of small, neighborhood-oriented businesses and concentrated nodes of larger commercial centers that serve multiple neighborhoods. These commercial areas would be linked to Davie Boulevard residences by walkable/bikeable streets and concentrated within key nodes: SW 27th Avenue, SW 31st Avenue, SW 35th Avenue, and State Road 7/US 441. The locations are suitable for commercial because they are adjacent to or serve as neighborhood central identity or gathering places.

Industrial

Areas characterized by the basic processing and manufacturing of large amounts of raw or partially processed materials into products of higher value. These areas should be concentrated near transportation infrastructure, but near the edges of the city and buffered from residential neighborhoods to minimize impacts of hazardous materials used in manufacturing processes.

Buffer

Landscape as well as hardscape elements are proposed along the corridor to provide aesthetically pleasing buffers between high-activity uses and less intense land uses, such as single-family residential. Major nodes are located along the corridor at State Route 7 and Interstate 95. Minor nodes are located at SW 35th Avenue, SW 31st Avenue, and SW 27th Avenue. Each node contains commercial land uses. Minor nodes generally are only about four blocks in size. Gateways are planned for all of the nodes as well as for State Route 7 and the interstate exit from I-95. Buffers are planned for all areas where commercial, mixed use, and industrial land uses back onto single family land uses.

←→ Most of the area between nodes is planned for the introduction of additional multi-family residential. Mixed use is planned for the south side of Davie Boulevard between SW 31st Avenue and SW 27th Avenue.



Pedestrian and Vehicular Connections

Davie Boulevard is planned to accommodate vehicular, pedestrian, bicycle, and public transit circulation. Major pedestrian access points to the corridor include SW 36th Avenue, SW 35th Avenue, SW 33rd Terrace, SW 32nd Avenue, SW 27th Avenue, and a greenway connection to Saint Thomas Aquinas. Pedestrian routes parallel to Davie Boulevard include SW 14th Street and SW 12th Street. Major vehicular access is provided by I-95, 441/State Road 7, and Davie Boulevard. Distribution and collection is served by the SW 35th, SW 31st, and SW 27th Avenues.

Land Use and Zoning Considerations

This plan will change proposed future land use for much of the corridor. Between the commercial nodes at State Road 7/US 441 and at SW 35th Avenue, land uses along the corridor will be changed from commercial to multifamily. Likewise, with the exception of the Twin Oaks Shopping Center, most of the land use between the SW 35th Avenue node and the SW 31st Avenue node will be converted to multifamily. Between the SW 31st Avenue node and the SW 27th Avenue node, single family land uses will be converted to institutional and mixed use land uses. The last major land use conversion would be between the SW 27th Avenue node and Interstate 95, where commercial land uses would be converted into multi-family. Additional commercial lands are proposed adjoining State Road 7/US 441. Overall, the new land use plan seeks to greatly reduce the amount of low-density commercial land along the Davie Boulevard corridor and to increase the supply of multi-family sites along the corridor.

These land use changes support the goals of the Davie Boulevard Redevelopment Plan. Among the goals that these land uses help promote include:

- Protecting surrounding neighborhoods by creating land use transitions from the intensity on Davie Boulevard
- Protecting surrounding neighborhoods by requiring buffers between more intense uses and single family housing
- Promoting neighborhood-serving commercial by concentrating commercial in nodes

- Creating a pedestrian-friendly environment along the corridor and promoting transportation alternatives
- Increasing access to important community facilities

A number of strategies can be used to promote land use changes. Design guidelines can be useful in promoting multifamily uses along the corridor that are pedestrian-friendly and promote 'eyes on the street.' Also, issues of parking and access can be addressed in design guidelines. It is recommended that multifamily development be accessed from side streets, alleys, or streets other than Davie Boulevard, where possible. Density transfers and limitations can be used to create adequate density along the Davie Boulevard corridor without overwhelming single family residences nearby. In most cases a height of 3-4 stories can create adequate density without disturbing the character of nearby single family residences. The city can adopt a land use conversion policy to make sure that such conversions meet minimum standards before redevelopment occurs. Together, these strategies will help facilitate the land use conversions envisioned in the plan.

Greenspace Development

The importance of extending the presence of Melrose Park onto the Davie Boulevard corridor cannot be overemphasized. Currently there are vacant parcels adjacent to the park that the city should consider purchasing or at a minimum negotiate easements to create a park entrance and greenspace directly on Davie Boulevard. Future greenspace planning efforts should also include the expansion

of Melrose Park to provide an additional entrance and presence on the corridor at the southeast corner of the park.

Conversion Policy

A land use conversion policy creates a number of requirements before land may be converted. A land owner may apply for land use conversion by submitting a site design to the city. This site design must meet a number of minimum requirements to qualify for conversion. Variances may be allowed if the overall site plan meets the goals of the land use conversion policy. A typical land use conversion policy would include:

- Unified ownership of parcels
- Minimum lot size
- Minimum lot depth
- Minimum curb cut separation (along major arterials such as Davie Blvd)
- Minimum rear yard
- Demonstration of adequate parking (including shared parking provisions)
- Demonstration of adequate access
- Inter-parcel access by driveways
- Wall, fence, or landscaping requirement on edges where multifamily adjoins single family

Potential Overlay Considerations

Street orientation and massing

- Small setback: 5-10 feet from easement edge
- Middle building height – Minimum of 25', maximum of 48'

Location	Current Land Use	Proposed Land Use	Impacts
State Route 441	Multifamily	Commercial	Supports goals of 441/State Road 7 plans and redevelopment strategy
Davie Blvd. between SR 441 and SW 35th	Commercial & single family	Multifamily	Promotes land use compatibility Creates transition to less intense land uses Promotes diversity of housing
Davie Blvd. between SW 35th & SW 31st	Commercial & single family	Multifamily	Promotes land use compatibility Creates transition to less intense land uses Promotes diversity of housing
Davie Blvd. between SW 31st & SW 27th	Single family	Mixed use, institutional, commercial	Promotes land use compatibility Increases access to community facilities Promotes pedestrian friendly environment
Melrose Park extension	Commercial	Open Space	Enhances access and visibility of greenspace along the corridor
Davie Blvd between SW 27th and I-95	Commercial & single family	Multifamily & mixed use	Promotes land use compatibility Creates transition to less intense land uses

- Arcades recommended for the Main Street District. Arcades must have 10-foot clear zone
- Minimum 1st floor height of 10 feet
- Minimum open space of 10 percent
- Building frontage of at least 70 percent for first 37 feet of building.
- Higher floors stepped back from ROW
- Minimum and maximum frontages and setbacks for key roadways that are designated as commercial nodes on Davie Boulevard.

Land Use

- Prohibited uses: Sale of firearms; auto parts; lawn care; contractors offices; adult entertainment; shooting ranges; service stations
- Nonresidential use required on ground floor facing the street

- Any mix of residential and non-residential use allowed
- Limit commercial structure depth to 150 feet
- Landscaped buffering of residential properties

Parking

- Parking requirement 1 space per 300 feet for most non-residential uses
- Landscaping for parking lots
- In lieu fee for parking permitted.
- Parking areas located to the rear

Higher Density Housing

- Residential density permitted up to 12 D.U. per acre, or 30 units as a conditional use
- Performance standards for denser housing
- Variation in design, design detail, and decoration

- Parking garage decorated in style of building. Ground floor of parking garage has partial commercial, street-level use
- Diversity of units, including two and three bedroom units
- Common areas and amenities provided
- Promotes pedestrian access and use
- The development provides additional landscaping and public open space
- Increased street-level commercial uses on side streets

Physical Character Recommendations

Planning Philosophy

Davie Boulevard has seen many changes and is likely to see many more, so the ability of buildings and sites to transition into more intense uses such as multifamily and mixed use is considered desirable. The

plan presents the possibility of expanding convenience and service-oriented sectors through the introduction of mixed-use land uses and the concentration of commercial at key nodes. As noted in the community profile, given Davie Boulevard's proximity to downtown and its affordability, it is very likely that the population of the Davie Boulevard community will continue to grow for the next 10-20 years.

Visual Themes

The visual and physical context of Davie Boulevard should evoke the strong sense of the community's cultural diversity. Throughout the planning process community members expressed the need to highlight its unique mix of cultures through the introduction of contemporary design elements and land use principles that would reinforce the eclectic retail environment. In the community's vision, Davie Boulevard should embody a sense of place where community culture is communicated and the future is embraced in a livable, walkable, mixed use activity center.

Diversity

Develop projects with sensitivity towards the current residents of the area. Seek to include the institutions and people who have been a part of this community for many years. Long-time residents, businesses, and institutions create the rich and distinct character of Davie Boulevard.

Visibility

Provide increased visibility into and out of occupied spaces at the street frontages. "Eyes on the street" increases safety for

pedestrians and enhances the quality of pedestrian routes into and along Davie Boulevard. This concept will be particularly important to address in the proposed Davie Boulevard Main Street District and at the key nodes – SW 31st Avenue, SW 27th Avenue, and the Publix at SW 35th Avenue.

Site Planning

Parking should preferably be located behind or below buildings, and buildings should come toward the sidewalk in order to help establish a street edge. Parking decks should be internal to projects and should have minimal street façades. Parking decks, while not in the immediate future along Davie Boulevard, may be included as part of a redevelopment effort. Any proposed parking deck with significant street exposure should organize the ground floor to allow office or retail uses adjacent to the street.

The creation of accessible, public open space is strongly encouraged. Even small green spaces can serve as a major amenity for the community.

The following montages were developed as illustrations of the community's grand vision for Davie Boulevard. While conceptual in nature, these figures incorporate the elements of a vibrant pedestrian realm with a clearly defined edge, gateway signage, and mixed-uses along Davie Boulevard.



Examples of pedestrian scaled streetscapes



*Davie Boulevard along
St. Thomas Aquinas
High School*



BEFORE



AFTER

*Davie Boulevard at
SW 31st Node*

Landscape and Beautification

As noted in the previous sections, the community was encouraged to imagine grand possibilities along Davie Boulevard – to dream big. It is possible that the FDOT safety and maintenance project can serve as the springboard for the creation of a stronger pedestrian realm along the boulevard. Several communities throughout Florida, including Winter Haven and Apopka, have

been successful in utilizing FDOT projects as catalysts for additional improvements as well as for redevelopment efforts. The following sections present the two concepts developed with the community – the FDOT concept and the Boulevard Concept. These two options are not mutually exclusive. With close coordination, the FDOT concept can serve as the first step toward building the more

long term vision presented in the Boulevard Concept. Table 1 presents a comparison of the two concepts, which is presented in detail in the following section.

6.1 FDOT Road Project and the Proposed Easement

Davie Boulevard is an FDOT road that has 80' of right-of-way in the majority of its length. This ROW will allow for very limited development of the road and pedestrian areas (refer to Table 1).

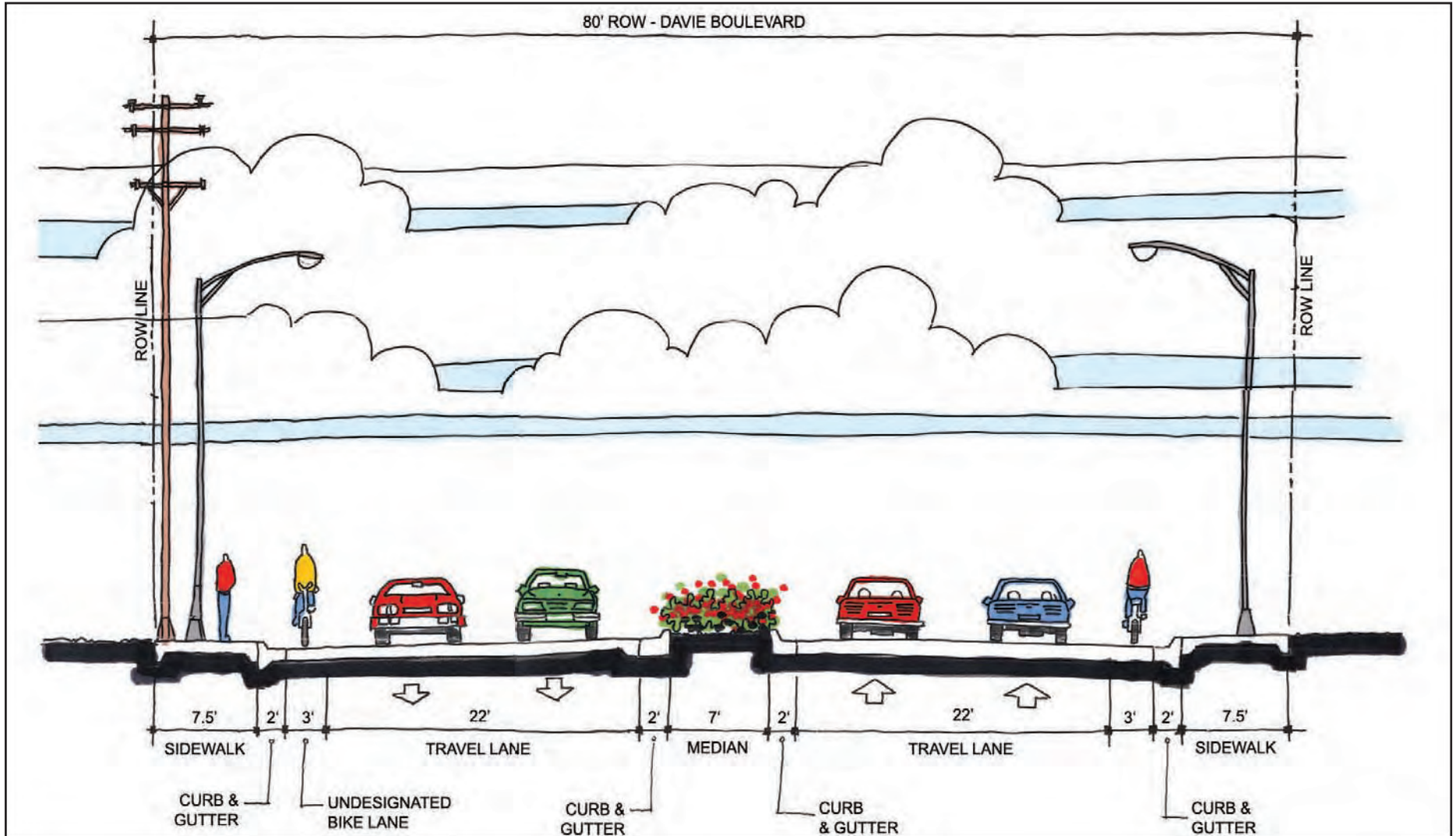
In order to allow for pedestrian amenities and a pleasant green boulevard space, easements should be put in place within the private parcels abutting the Davie Boulevard ROW. Refer to the comparison table of the road section with easement and without easement.

A minimum easement of 12' would be necessary for a basic landscape area (5' wide) and pedestrian circulation (7' wide). This could be the case in the sections of the road with parallel parking (Figure 2). In the areas without parallel parking, as in Figure 1, this easement will provide an additional space, which would allow for the creation of the pedestrian amenities that this boulevard concept envisions.

Table 1 Comparison between FDOT Typical Roadway Cross Section and Preferred Roadway Cross Section:

	FDOT Cross Section	Preferred Cross Section
Right of Way (ROW) area	80' (predominant)	80' predominant + easements
Median size	11' (incl. curb & gutter)	
Median plantings	Only shrubs & groundcovers (no irrigation)	Only shrubs & groundcovers (with irrigation)
Sidewalk	7.5'	7.5' + adjacent walkways
Sidewalk plantings	None	Large trees, palms & shrubs
Sidewalk material	Grey concrete	Upgraded concrete & specialty paving
On-street parking	None	Parallel parking within Downtown Davie district
Street lights	Standard FDOT	Upgraded street & pedestrian
Bike lane	Undesignated	Undesignated
Off- street parking	Direct back out onto road & no direct back out Limited buffer from road	Parking moved to back of parcels
Street Furniture	None	As needed within walkways
Shaded walkways	None	Under trees & covered walks
Gateways	None	At east & west ends of corridor & at major north-south intersections

Proposed FDOT Cross Section



In various circumstances, such as in the gateway areas, bus shelters, and the like, there would be a need for a larger easement. Further studies would be necessary in order to determine the easement needed in each area.

The following concepts and descriptions are based on the Davie Boulevard section with easements.

6.2 The Boulevard Concept

Davie Boulevard becomes the 'center spine' along which vehicular and pedestrian activities gravitate: a linear and green welcoming space where main connections and activities take place.

The Boulevard, an 'oasis of green' in the community, is defined by a strong landscape treatment that embraces part of the roadway and all of the pedestrian areas. This landscape presence acts as a catalyst that expands gradually through the rest of the neighborhoods, especially where there is vehicular and pedestrian circulation.

The Boulevard, although of unified image, will adjust to these uses: multi-family, commercial, institutional, and mixed-use (refer to 5.0- Documenting the Vision). We'll look first at the gateways and then at the road itself:

1) Primary and Secondary Gateways:

These gateways are designed to give a clear sense of 'entering into the Boulevard,' marking a point at the beginning of the green

experience. Also, these gateways will serve as expressive icons for the identification of the Boulevard and the community itself.

The landscape treatment of the gateway spaces will be of a variety of colors and textures. Flowering trees, palms, special groundcover, and shrubs will accentuate the spaces (see the Plant List later in this section).

The hardscape treatment will consist of specialty pavement, site furniture, signage, and lighting. The gateway 'icon' will be of substantial size, to actively participate in the space and be a focal point. Sufficient easements will be allowed for the amenities necessary to define these entry points.

A) THE PRIMARY GATEWAYS (FIGURE 1):

Located at both the I-95 and SR 441 intersections with Davie Boulevard, these gateways should convey the idea of 'entering and leaving' the Boulevard. The primary gateways have different spatial conditions:

The East Gateway, located at the I-95 intersection, as shown in Figure 1, has a generous landscape area which will become an integral part of this point of entry.

Traveling west from the I-95 overpass, there will be a clear notion of the presence of this gateway, given the particularly higher point of view of the driver, the vastness of the space, and the view into the Boulevard that becomes narrower and of a strong linear quality. The landscaped space beyond will become a background for the gateway icon.

The uses around the area of this gateway will be primarily multi-family residential and single-family residential. The south side, single-family residential, will have a strong landscape buffer. The north side, of multi-family use and more limited in terms of space, will have shade trees that will provide some buffer.

The West Gateway, located at the SR 441 intersection, as shown in Figure 2, constitutes a large-scale space with two vertical icons. Some landscape background area will be designated around these icons, to create a friendly dialogue between these sculptural elements and the architecture surrounding them. Special provisions should be taken to make sure that the necessary landscape area is provided in this primary gateway, considering that currently it does not exist.

Commercial uses surround this gateway space, one of them to the north being of large scale. The architectural expression of these commercial buildings should respect and enhance the presence of these gateway icons.

B) THE SECONDARY GATEWAYS:

These are located at the intersections of Davie Boulevard with SW 35th, SW 31st, and SW 27th Avenues. These gateways are characterized as being spaces strongly defined by the buildings, the landscape, and the gateway icons. The scale of these spaces is much smaller than in the primary gateways. The size and easement areas assigned to the

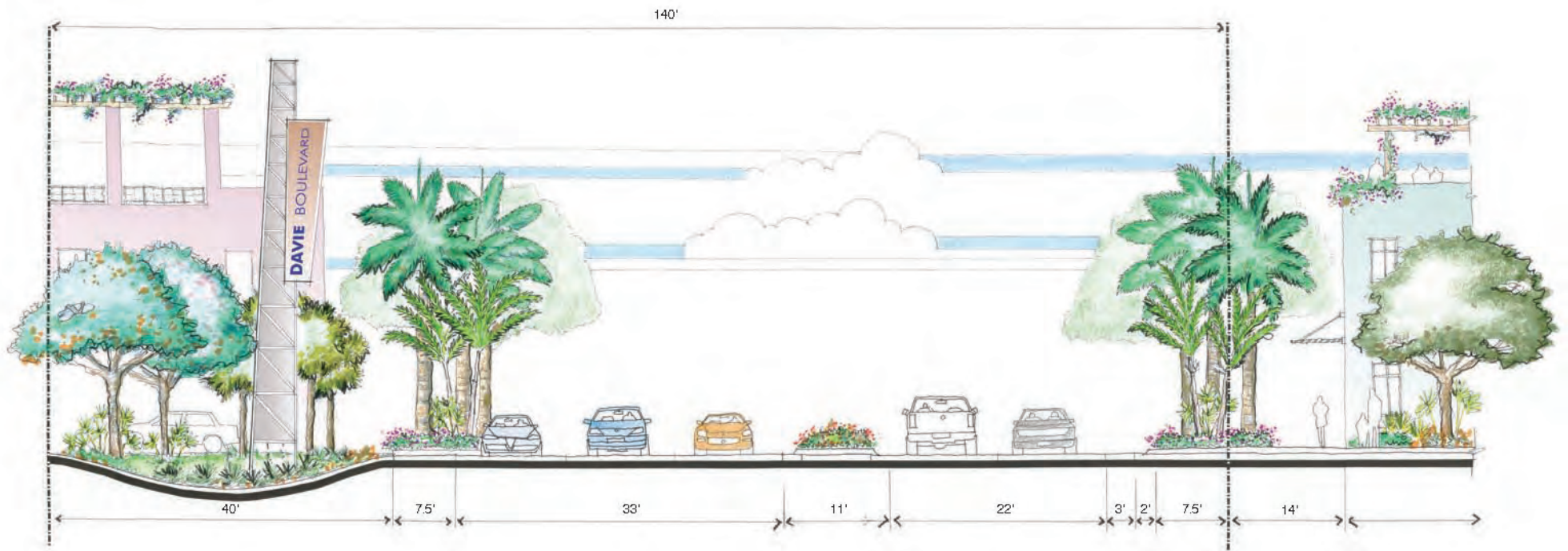


Figure 1. Davie Boulevard Gateway Scheme.

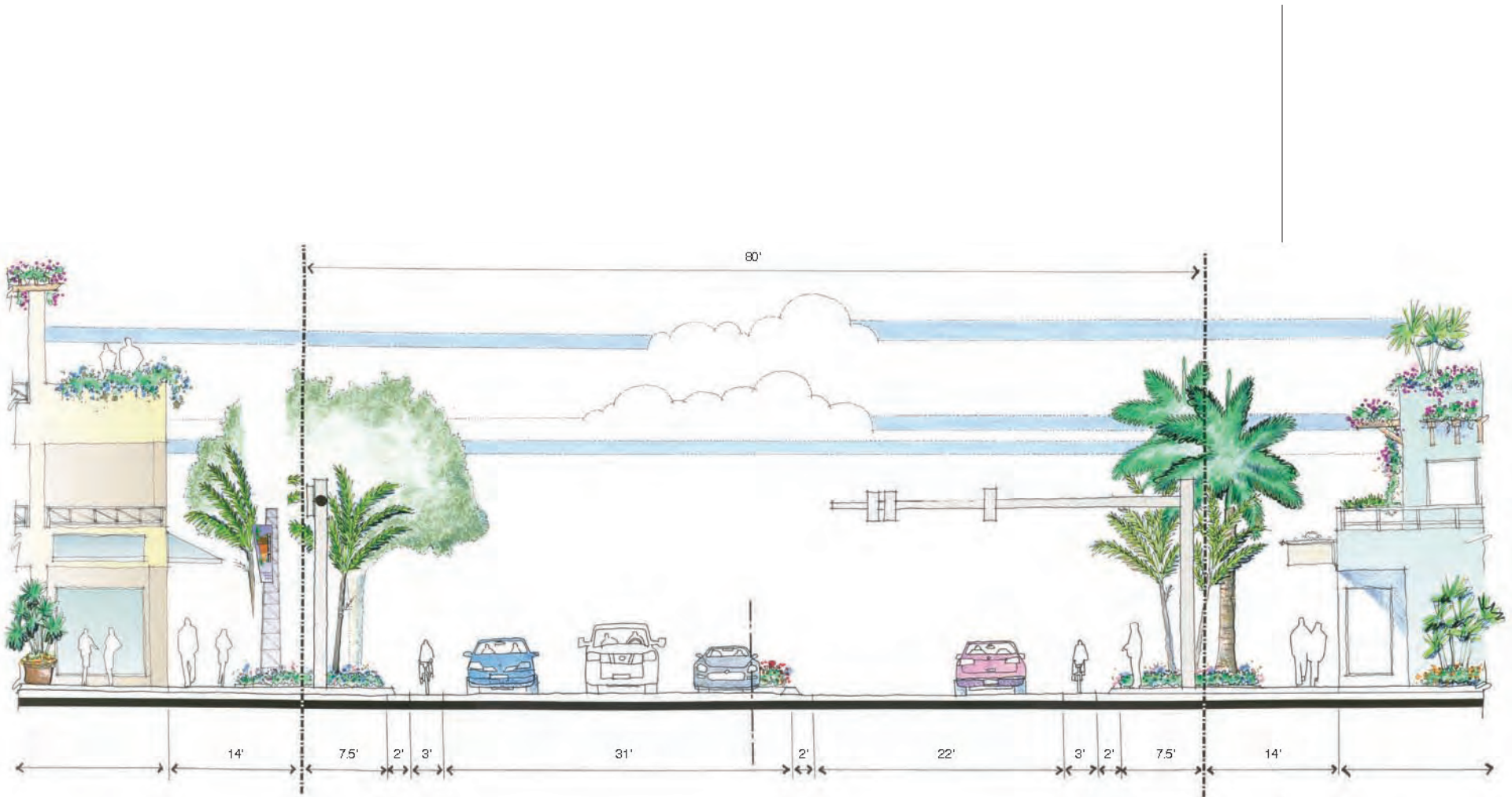


Figure 2. Davie Boulevard West Gateway

various elements should also respond to this aspect.

The experience of the users who are traveling in a north-south direction will be of ‘traversing’ Davie Boulevard; while users going through and along the Boulevard will have a sense of arriving at a significant vehicular and pedestrian intersection and activity node.

The landscape and hardscape treatment for the secondary gateways will be similar to the primary gateways. The difference will be in the size of the elements, which will need to be adapted to the smaller scale of these spaces.

The SW 31st Avenue Gateway has the special condition of being located midway along the Boulevard and at the end of the designated mixed-use area. This concept is illustrated in Figure 3. Because of the strong presence of the public library and the pedestrian plaza that connects with St. Thomas the Apostle to the East, and Melrose Park to the West, this gateway will have stronger pedestrian components than the other two secondary gateways.

Commercial uses of smaller scale directly surround this gateway. The experience of the users along SW 31st Avenue, traveling from adjacent residential neighborhoods, will be of going ‘through’ a significant urban space. The experience traveling east-west along the Boulevard will be of arriving at a significant intersection, central to the Boulevard.

The SW 35th Avenue Gateway has the special condition of being a node that is not

perpendicularly traversed. SW 35th Avenue shifts to the west, allowing for commercial uses to be the focal point while traveling south from SW 35th Avenue. This presents an opportunity for the gateway to be different from the other two. The commercial use is heavier, and special attention needs to be given to the design and architecture of the commercial plaza.

SW 27th Avenue Gateway is very similar in nature and size to the other two secondary gateways, with a very strong commercial component.

2) The Roadway:

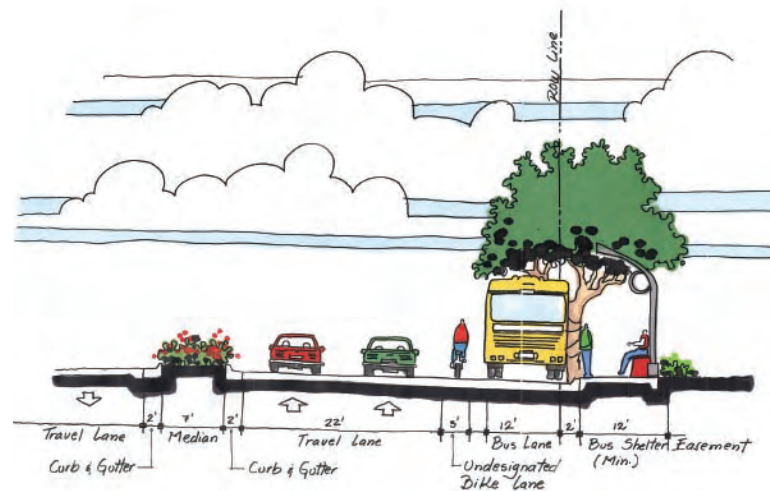
The open space of the roadway is defined by a unified and strong green mass of shade trees along the sides. These trees, although large, should still allow filtered views of the architectural character of the Boulevard. A consistent rhythm in the disposition of the trees will help create an inner order in the geometry of the Boulevard.

The linearity of the road is accentuated with color and texture in the landscape as well. Hints of gradual change of different colors and textures in the landscape will warn the motorist and pedestrian users of major and secondary intersections, the gateways.

The presence of relevant public spaces along the Boulevard (such as the public library and Melrose Park) will determine a different character along that portion of the road. Visual and spatial integration between the road and those public spaces will be relevant.



Existing Bus Stop



Proposed Bus Shelter Easement Cross Section

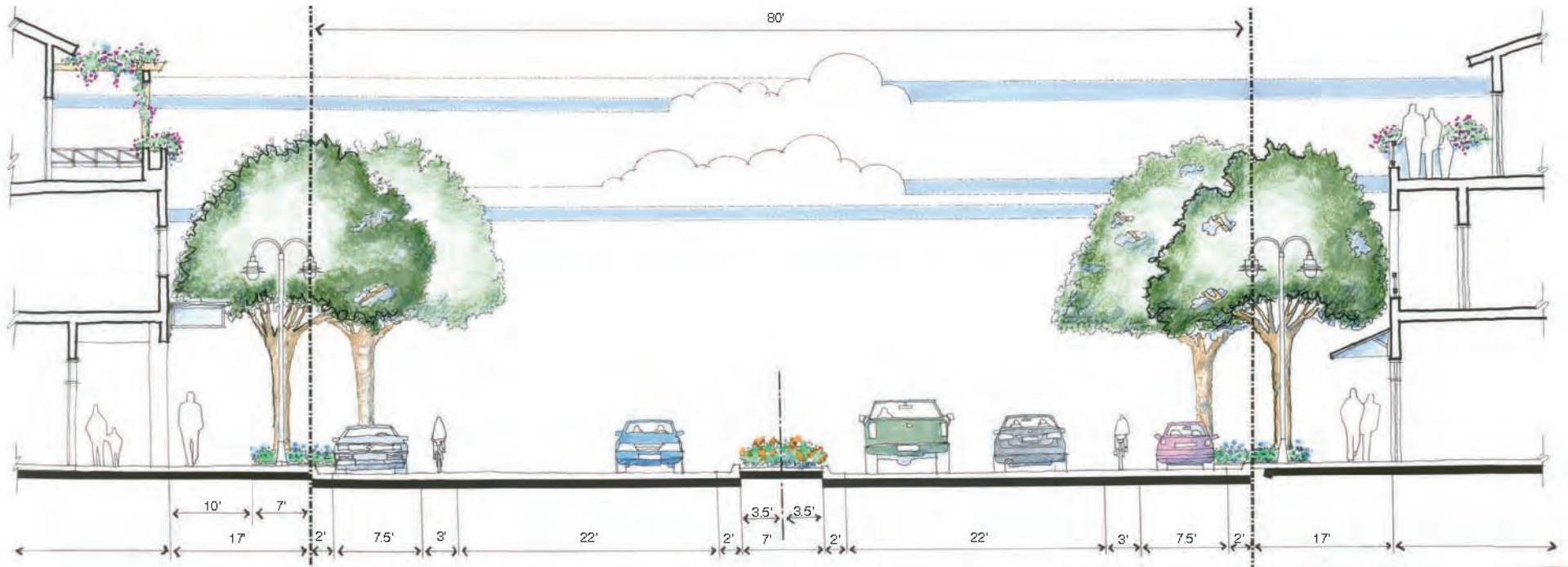


Figure 3 Davie Boulevard Mid-block Section

The landscape treatment of the road should be unified and consistent. Large shade trees, where allowed, should be used. Low maintenance native tree species are recommended. Once the species are chosen, they should be used consistently throughout the whole length of the Boulevard. Only the gateways and the special public areas will have a different landscape treatment. This is to create a balance of accents and green masses (refer to Plant List).

On the south side of the Boulevard there is an overhead utility connection that runs along the whole extent of the road, except along the portion between SW 31st and SW 27th Avenues, which will have underground connections. The presence or lack of overhead lines will determine the types of plants that can be used. Areas under or adjacent to overhead utilities should follow the Florida Power Line guidelines for planting. Areas where there is no limitation of space and overhead utilities should incorporate large shade trees that will contribute to the image of a strong green mass along the Boulevard.

Public safety is of primary concern. The landscape design should follow all the requirements as established by the Florida Department of Transportation Plans Preparation Manual. Clear recovery zone requirements are to be maintained at all times in the landscape. Appropriate signage and lighting will also play an important role in public safety.

The hardscape treatment along the road will be mostly defined by the pedestrian walkways. The roadway lighting will define the character of the space. Particulars about this issue along the different portions of the road will be explained below.

A) COMMON ELEMENTS THAT SHAPE THE ENTIRE ROADWAY:

- A continuous landscaped median, characterized by a low green plant mass, with highlights of colors and textures.
- Parallel parking will also be part of the roadway in specific locations and according to the surrounding land use.
- An undesignated bike path on both west and east bound lanes will become an integral part of the roadway system. Adequate site furniture and signage that serve this use should be present through the whole length of the roadway.
- The bus line that serves Davie Boulevard will have, in all cases, a bus lane and a bus shelter, with special landscape and hardscape treatment in its immediate surroundings. Site furniture such as seating, trash receptacles, signage, and lighting are important in these areas.
- The pedestrian walkways, which are essential elements of the roadway.

B) CHARACTERISTICS OF THE VARIOUS SECTIONS OF THE ROAD:

Roadway section between I-95 and the SW 27th Avenue gateways:

The uses along this portion of the road are primarily multi-family and, in a lesser degree,

single family. The pedestrian circulation is emphasized at the beginning of the Boulevard (Figure 1). The corners at the primary intersections allow space for a larger planter for accent landscape (12'-6" total with 7'-6" in the ROW and 5' in the easement). The recommended size of this space would be 12'-6" wide x 25' long.

These corners, which in many cases are also part of the gateways, will also provide space for some seating areas, pedestrian furniture, lighting, and signage.

These spaces will be a combination of 7' wide sidewalks (minimum) with some pedestrian amenities, such as seating.

Overhead utilities are located on the south side of the Boulevard. This will determine the type of planting appropriate for that side.

Roadway section between the SW 27th and 31st Avenues gateways:

Primary uses along this portion of the road are institutional (north side) and mixed-use (south side). Commercial uses are located at the gateway nodes. This area along the Boulevard becomes the center of public and civic activities. Contributing factors are the presence of the public library, the Performing Arts Center, the pedestrian plazas, interfacing with a series of mixed-use buildings (commercial, office, and residential).

The pedestrian walkways along this section should provide as many amenities as possible, given the strong pedestrian use of this section of the Boulevard. For example,

the cafés and restaurants should be able to expand into some areas of the ROW, without invading the pedestrian circulation. In addition, strong and clear connections with the neighborhood areas should be established.

This portion of the Boulevard will have underground utilities, which will allow for the use of shade trees on both sides. Accent planting should also be used in the public plazas of the library and the Performing Arts Center.

Roadway section between the SW 31st and SW 35th Avenues gateways:

Uses along this portion of the road are commercial, multi-family residential, and recreational, with Melrose Park on the north side.

The commercial component assumes importance and is located midway along this section, along the south side. This commercial area maintains its original layout of parking in the front and the stores in the back. Even though there are overhead utilities on the south side, the parking area at the shopping center could provide sufficient space for shade trees to grow.

Strong and clear pedestrian connections with Melrose Park should be established. The expansion of Melrose Park into parcels along the north side of the Boulevard constitutes a strong link with the Boulevard.

Roadway sections between the SW 35th Avenue and SR 441 gateways:

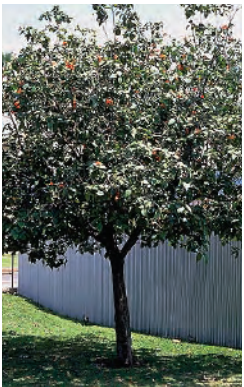
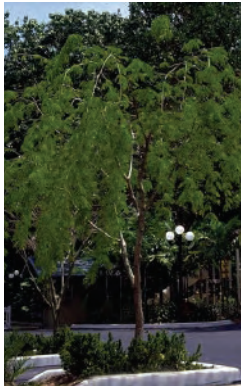
Primary uses in this area are multi-family residential and commercial. The pedestrian connection becomes more relevant on the north side, between the gateway and the commercial development.

Overhead utilities on the south are a factor in the selection of the landscape materials to be used in this section of the road.

PLANTS

Images of recommended landscape materials are presented on the following page. These materials are intended to provide the shading and rich landscape color expressed by the Davie Boulevard community. A more detailed plant listing is presented in Appendix E.

Trees

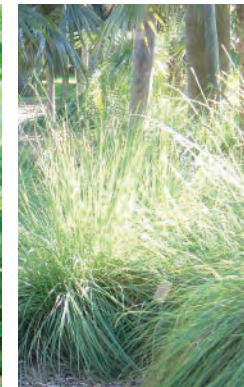
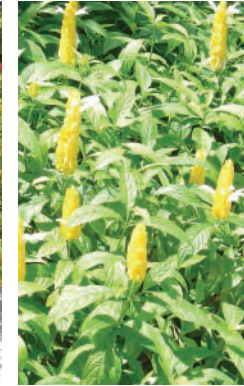
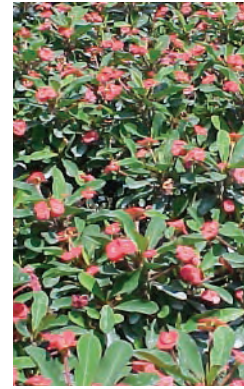


Palms



*Davie Boulevard
Recommended Plantings*

Groundcover



- Evergreens:*
S-glauca
I-latisiliqua
Bursera Simaruba
Guaiaacum Sanctum
Lignum Vitae
Cordia Sebestena

- Palms*
Spathodea Campanulata
Thrinax Radiata
Roystonea Elata
Veitchia Montgomeriana

- Groundcover*
Euphorbia Milii
Lantana Montevidiensis
Lantana Ovatifolia
Pakistakis Lutea
Psychotria Nervosa
Tripsacum Floridanum

Beautification and Landscape Cost Estimates

The estimates for beautification and landscape costs for Davie Boulevard are based on the conceptual master plan and are estimates only. They are intended to provide the city with a general range of the improvement costs for Davie Boulevard that extend beyond the proposed Florida Department of Transportation safety and maintenance improvements that are scheduled to begin in late 2006.

The following summary presents the estimate for landscape improvements and hardscape improvements such as benches, signage, and pedestrian lights for the entire length of Davie Boulevard. The estimate breakdown by elements for each key area of the master plan including the I-95 Gateway, State Road 7/Hwy 441 Gateway, SW 27th Avenue, etc., are presented in Appendix E.

Table 2 Davie Boulevard Preliminary Beautification Landscape Cost Estimate - standard 15% contingency is not reflected - see Appendix E for detail

Section	Hardscape	Landscape
I-95 Gateway	\$34,400.00	\$41,780.00
State Road 7 Gateway	\$34,400.00	\$41,780.00
27th /31st / 35th Avenues SW	\$25,900.00	\$23,245.00
27th/31st Avenue SW Main Street Davie Boulevard	\$1,777,100.00	\$154,184.00
General Roadway	\$318,600.00	\$62,575.00

Redevelopment Strategy

7.1 Opportunities

Davie Boulevard, in many respects, can be viewed as an undiscovered gem. The corridor represents a solid community framework and a physical framework with significant potential. During the planning process, several unique opportunities were identified that would enhance pedestrian activity and allow for the introduction of the place-making concepts expressed by the community as part of their guiding principles for Davie Boulevard. (Plan principles are listed on page 2.)

These six core opportunities include:

- 1 The Gateways
 - State Road 7/US 441
 - Interstate 95

The previous section of the report—Landscape & Beautification, outlines the two gateway opportunities and how the creation of these gateways will announce arrival onto the Boulevard.

- 2 Greenspace enhancement, with an especially powerful catalyst in
 - the Melrose Park entrance

Melrose Park is recognized as an important asset to the community, despite the fact that it is tucked away and lacks presence

on Davie Boulevard. The proposed plan presents Melrose Park as a significant feature along Davie Boulevard by pulling the existing entrance forward onto the corridor and creating a pedestrian linkage into the park. This enhancement would require the acquisition of ROW into the park. Further enhancement to the park is proposed on the southeast corner, providing additional visibility along Davie Boulevard.

The four other core redevelopment opportunities:

- 3 Main Street' Davie Boulevard
- 4 Riverland Shopping Center
- 5 State Road 7/US 441 Node
- 6 Publix Node

Main Street Davie Boulevard & Riverland Shopping Center

The concept of Main Street Davie Boulevard emerged during discussions of the future expansion plans for St. Thomas Aquinas High School. Another recognized asset within the Davie Boulevard community, St. Thomas Aquinas H.S. is currently developing plans for the construction of a Performing Arts Center. The community originally thought the center would be a private facility with limited public access. However, during the course of the planning sessions, representatives of the high school announced that the proposed center was actually planned as a satellite

location for the Broward County Performing Arts Center. The leadership of St. Thomas Aquinas envisions the center as a community resource that will bring notable artists and shows to the corridor. Given the broader scope of the proposed performing arts center, the section of Davie Boulevard between SW 27th Avenue and SW 31st Avenue presented the opportunity to build upon the performing arts center and create a “Main Street Davie Boulevard” District. Mixed-use is introduced in this section of the boulevard as a means of providing retail and additional residential across from the proposed center. The relocation of the Broward County Library from the Riverland Shopping Center to a parcel adjacent to the center is also proposed as a means of creating a strong civic area. The Main Street Davie Boulevard concept also identifies the redevelopment of the Riverland Shopping Center as a key element in creating “Main Street Davie Boulevard.”

State Road 7/US 441 Node

The State Road 7/US 441 node presents the opportunity to introduce large scale commercial at the western edge of Davie Boulevard. Several parcels exists that could be assembled for significant commercial, thereby reserving the location of more small to medium scale neighborhood services for along the main spine and at key intersections on Davie Boulevard.



Publix Node/SW 35th Avenue

The Publix node illustrates how a T-intersection can serve as a visual focal point. T-intersections cause traffic to slow down, presenting the opportunity to introduce visual elements. The plan recommends emphasizing the intersection by enhancing the landscape. The redevelopment of the Publix demonstrates interest of the private market to invest in Davie Boulevard and work with the community to provide a structure that reflects the community's design preference. The northeast and southeast corners of this intersection represent opportunities for redevelopment that will complement the new Publix.

7.2 Redevelopment Strategies

1. Adopt a CRA District for Davie Boulevard – Option A

While there is some discussion regarding the future of Community Redevelopment Areas (CRAs) in Broward County, it would be worthwhile to determine the willingness of the county to support a CRA for Davie Boulevard.

- Undertake and adopt the Finding of Necessity (formally identifies blight conditions).
- Develop and adopt the Community Redevelopment Plan (identifies specific projects).
- Create a Redevelopment Trust Fund (to direct the increase in real property taxes back to targeted area [TIF financing]).

- Utilize TIF financing for various incentives and/or selected infrastructure (identified below).

2. Create a Business Improvement District (BID) (5-7 Years)

- Establish a BID to fund “clean and safe” programs such as ongoing maintenance, marketing of Davie Boulevard merchants over the longer-term upon achieving sufficient commercial densities.
- Implement a coordinated parking management plan to ensure adequate levels of parking for commercial uses.
- Maintain retail inventory and track retailer productivity levels (sales performance) over time as key marketing tool.
- Develop and implement marketing & merchandising strategies and retail recruitment plan in coordination with existing merchant's association.

3. Broward County Economic Development Program - Option B

The county has identified \$20 million in funds to support local redevelopment/economic development projects.

4. Redevelopment Catalyst Projects

INITIATE PUBLIC-PRIVATE PARTNERSHIP TO REDEVELOP RIVERLAND SHOPPING CENTER

- Prepare a Memorandum of Understanding (MOU) between CRA and property owner.
- Create a “Davie Boulevard Strategic Investment Program” to provide low-

interest financing assistance to encourage redevelopment.

- Utilize city's existing Business Relocation and Incentive Program to relocate selected businesses to designated locations on Davie Boulevard.
- Provide selected public mechanisms such as provision of density bonuses or use concessions, which allow for “trade-offs” to achieve various public objectives (e.g., design, public amenities, public access, etc.).
- Fund site acquisition, construction, and relocation of public library upon lease expiration.

“MAIN STREET DAVIE BOULEVARD” DISTRICT

- Define key public objectives for redevelopment of multiple parcels.
- Assemble/acquire identified parcels through city's existing Business Relocation and Incentive Program and/or CRA eminent domain process.
- Prepare design and development guidelines.
- Define extent of public participation in project financing/incentives package.
- Define and package the development opportunity.
- Issue and evaluate Request for Qualifications (RFQ).
- Issue and evaluate Request for Proposals (RFP).
- Select preferred developer.
- Prepare draft Development Agreement and Redevelopment Term Sheet.

- Conduct design competition for new public library (secure NEA “Challenge America” grant).
- Provide financing assistance to selected developer from city’s existing Housing Investment Program (to meet housing objectives).
- Confirm eligibility of 441/State Road 7 node for Enterprise Zone construction/rehabilitation loans, tax credits, and tax refunds.

PUBLIX NODE/SW 35TH AVENUE

- Utilize city’s existing Business Relocation and Incentive Program to relocate selected businesses to other designated locations on Davie Boulevard.
- Prepare design and development guidelines for commercial storefronts.
- Utilize city’s existing Façade Programs incentives to provide grants for landscape and façade/exterior improvements.
- Consider provision of public parking in selected locations through city’s Parking Services Division (e.g., metered side streets, surface parking lot(s), etc.).

STATE ROAD 7/US 441 7 NODE

- Assume eligibility for Enterprise Zone programs.
- Define key public objectives for redevelopment of multiple parcels.
- Identify appropriate candidate properties for EZ construction/rehabilitation loans.

5. Key Issues to Consider

- Assume creation of a separate CRA district if the existing CRA boundaries cannot be amended/extended.

Action Plan

8.0

8.1 Action Plan for Davie Boulevard

The previous sections of this report outlined recommendations to enhance mobility and create a public realm along Davie Boulevard that is safe for pedestrians and that will induce future investment along the corridor. The Action Plan that follows lays out a series of policies and steps to realize the vision expressed by the community.

The Action Plan is intended to chart the next steps toward making the community vision for the corridor a reality. Specific actions with assigned responsibilities are identified so that progress on activities can be easily tracked by both the city and the community.

The Big Ideas

A revitalized Davie Boulevard is predicated upon several big ideas that concentrate on developing key aspects of the corridor. These ideas include:

- The reconfiguration of commercial space to encourage new uses along the corridor and create an environment that favors the pedestrian.
- The promotion of mixed-use as a redevelopment strategy. Mixed-use along the corridor has the potential of creating a

live, work, and play environment through the introduction of live/work/play spaces and multifamily residences with retail and office on lower levels.

- The identification of the eastern and western gateways as potential locations for transit-oriented development. These locations are suitable for higher density uses and have direct access to Interstate 95 and 441/State Road 7, respectively.
- The introduction of public and green space along the corridor. Davie Boulevard neighborhoods, as well as visitors, would directly benefit from a more pleasant environment that provides trees, greenspace, and improved pedestrian access.
- The creation of the “Main Street Davie Boulevard” District. Of all the recommendations, the creation of a Main Street on the corridor offers the city the greatest opportunity to create a viable public space. Here mixed-use and civic functions are proposed that will complement the new St. Thomas Aquinas Performance Center.

8.2 Key Action Items

The recommendations resulting from the planning process and community input can be placed in four major categories: policy and legislative actions, public realm improvements, funding alternatives, and on-going community communication.

In addition, specific catalyst projects for the corridor are identified along with those who have accepted responsibility for implementation.

Policy Framework

The first step in realizing the new Davie Boulevard is to establish the policy framework that supports the master plan concepts of mixed-use, increased residential density, and a preferred design character along the corridor.

The policy framework is built around the cooperation of the public and private sectors working to promote their mutual interests. Greater safety, improved image, and a better public realm will help promote private interests. Property values will increase and more business of all kinds will be attracted to the corridor. Public investments will help to create private benefits. At the same time, new development that is compatible with the

Policy Framework Next Steps

- Obtain legislative approval on action items
- Amend the corridor land use to support master plan concept
- Determine appropriate flexible land use designations – Mixed Use or Overlay District
- Develop design and development guidelines that address building massing & placement and architectural elements, including signs
- Amend zoning to support master plan concept
- Develop standard that supports public-private partnerships

master plan vision will also promote the public interest.

Specifically, the policy framework should seek to:

- Encourage mixed use activity along the corridor.
- Protect adjacent single-family residential neighborhoods.
- Promote street-oriented retail along the corridor particularly in the area designated ‘Main Street Davie/Civic Center.’
- Promote the buffered transition of intensity to protect smaller scale uses and single family neighborhoods from larger users.

The current land use for Davie Boulevard does not provide the flexibility needed to advance the concepts presented in the master plan. For instance, the development of a mixed use policy into a district overlay that shows specific development densities can be used to incentivize desired types of development that include a variety of uses and support transit-oriented design at the east and west gateways.

Public Realm Enhancement

The master plan presents key enhancements along the corridor. These recommendations are designed to create a public realm that builds upon the existing neighborhood integrity and improves walkability along the corridor and connections to adjacent neighborhoods. It should also be noted that whenever improvements to the public realm are considered, issues such as safety, maintenance, and accessibility must also be considered.

Gateways

An improved public realm includes the creation of gateways at the eastern and western edges of the corridor as well as signature intersections (secondary gateways) at SW 27th, SW 31st, and SW 35th Avenues.

Public Spaces

Public spaces are severely lacking along Davie Boulevard. Public spaces are needed at all scales along the corridor. Even a small public space can make a big difference if it is well placed and well designed. The extension of Melrose Park onto the corridor is one such example.

Design Guidelines

Design guidelines, even if not binding by law, are a crucial element for the revitalization of Davie Boulevard. Poor urban design habits have become the norm, and they will take conscious effort to overcome. The current pattern is for each development to stand as an island, with no relationship to adjacent developments. The design guidelines for Davie Boulevard should reflect the community’s joint vision of its future appearance, with a focus on the public realm, particularly the area designated as the “Main Street Davie Boulevard” District. Improvement of the community’s appearance has been a focus of the planning effort, and the best way to create standards for design is through a continued dialogue focused on design issues.

Beautification

A central component of the master plan for Davie Boulevard is the provision of public spaces and corridor improvements that

create a sense of place that is comfortable and inviting. These improvements include measures that mark the pedestrian realm as a priority along the corridor, such as improved lighting, an easement program to increase the width of sidewalks, and substantial landscaping. These recommended improvements are detailed in Chapter 6 – Beautification.

Other amenities to consider include information kiosks and public art, particularly in the “Main Street Davie Boulevard” District.

Catalyst Projects

New public investment is often the catalyst for private investment, particularly when it is considered as part of an overall redevelopment plan. The primary goal of six catalyst projects identified in the redevelopment recommendations (detailed on page 42) is to jump-start development along the corridor if the private market is reluctant and demonstrate the community’s commitment to revitalizing the corridor. These projects are a means of creating a stronger identity and increasing corridor activity. The six catalyst projects include:

- The Eastern and Western Gateways
- Melrose Park Entrance Improvement
- Creation of the “Main Street Davie Boulevard” District.
- Redevelopment of the Riverland Shopping Center.
- Establishment of a Western Gateway Node (441/State Route 7)
- Redevelopment of the Publix Node

Public Enhancement Next Steps

- Prioritize gateway projects
- Sponsor a design competition for Davie Boulevard signature gateway signage that reflects community diversity
- Expand and improve neighborhood connections – coordinate with the city on sidewalk improvements
- Create the presence of green space on the corridor. Specifically, enhance the Melrose Park entrance and visibility along the corridor.

The following table summarizes the near term actions required to advance the major concepts presented in the master plan for Davie Boulevard.

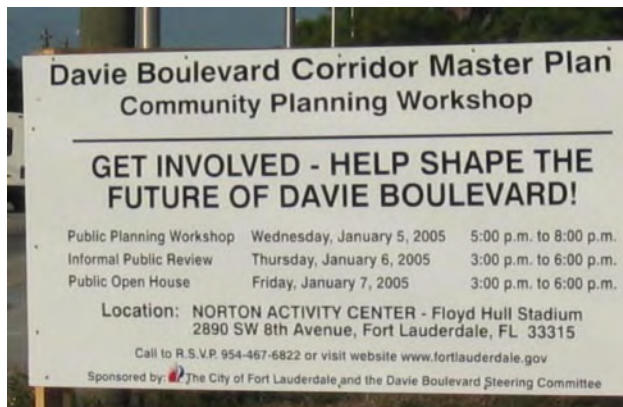
Table 1 Action Plan for Davie Boulevard

Activity	Timing (mos)	Immediate Considerations	Public/ Private Role?	Responsible Party
Policy Framework - Land Use Recommendations				
Zoning Changes	12 - 18 mos		No	Planning
Density Assignment	12 - 18 mos		No	Planning
Corridor Overlay - St. Thomas Aquinas	8 mos	Coordination with St. Thomas Aquinas site review	Yes	Planning
Easement Program Evaluation	12 - mos	Evaluation of Davie Boulevard Main Street section	Yes	Planning & Engineering
Beautification				
Gateways East and West	18 mos	Design competition	Yes	Planning & South CAP
Melrose Park Realignment	18 -24 mos	Acquisition of key parcels	Yes	Planning & Parks
Pedestrian Amenities	2 - 5 yrs	Enhancements occur with redevelopment	No	Planning & Engineering
FDOT Median Enhancement	6 - 18 mos	Present proposed vision concepts for Davie Boulevard	No	Planning/Engineering & FDOT
Design and Development Guidelines	12 - 24 mos	Needed in advance of redevelopment and corridor enhancements	Yes	Planning
Transportation				
Application of FDOT quality of life	Immediately		No	Planning & Engineering
Community Median Plan	Immediately	Close coordination with FDOT	Yes	Planning/Engineering & FDOT
Transfer of Davie Blvd to City	Long term	Evaluate the financial feasibility - could provide the flexibility in design for the corridor	No	Initial feasibility - Planning/Engineering & FDOT
Redevelopment Catalyst Projects				
441/State Rd 7	Immediately	Coordination W/ State Rd. 7 Collaborative. The area is part of the Enterprise Zone	Yes	Planning & Broward County Economic Development
Riverland Shopping Center	2-5 yrs	Identification of funding/ incentives	Yes	Planning & Broward County Economic Development
Main Street Davie Boulevard	2-5 yrs	Identification of funding/ incentives	Yes	Planning & Broward County Economic Development
Publix Node	5 yrs	Identify incentives for similar uses	Yes	
Key Coordination Efforts				
Water Works	Immediately		N/A	Planning/Engineering & FDOT
FDOT Safety & Maintenance Plan	Immediately		N/A	Planning/Engineering & FDOT
Community Coordination	Ongoing		N/A	Planning Department

Community Engagement & Partnerships

There are many active neighborhood and civic associations in the Davie Boulevard community who are strong advocates of corridor revitalization. An effective implementation strategy will need to promote their continued collaboration with the city.

In addition, many of the proposed recommendations will require cooperation between institutions or agencies such as the Broward County Library and the Florida Department of Transportation, as well as private development interests. It is important that dialogue between these entities continues and that meaningful public/private partnerships are developed.



8.3 Funding Alternatives

Financing Alternatives

The following Financing Alternatives section identifies a series of funds available through local, state, and federal sources. The section focuses on revenue-generating means outside of the traditional local government mechanisms, such as property tax and sales tax. In many cases, the programs listed below can directly assist the city in funding public realm enhancements. Other mechanisms are geared toward leveraging the use of private funds to energize declining, older communities and to increase economic opportunities for individuals and local businesses.

Redevelopment

FLORIDA ENTERPRISE ZONE PROGRAM

Agency: City of Fort Lauderdale, Community and Economic Development

Purpose: The Enterprise Zone program is a joint program of the State of Florida, Broward County, and the City of Fort Lauderdale to provide a variety of tax incentives

to businesses to stimulate redevelopment in economically distressed areas.

Available Funding: Businesses located in an Enterprise Zone may be eligible to receive tax credits for state sales taxes, corporate income taxes, property taxes, as well as other

possible incentives. The city also provides supporting consulting services for businesses in Enterprise Zones.

Eligible Project: Any qualifying private business initiative in a Florida Enterprise Zone.

Contact: City of Fort Lauderdale, Planning and Economic Development, Phone: 954-828-4505

COMMUNITY CONTRIBUTION TAX CREDIT PROGRAM

Agency: Executive Office of the Governor

Purpose: To encourage private businesses to participate in the revitalization of distressed areas in Florida and in the provision of housing for low-income persons.

Available Funding: \$10 million in tax credits annually; businesses limited to \$200,000 worth of tax credits each year

Eligible Project: Housing for low-income persons; new construction or rehabilitation of a public facility; public resource, commercial or industrial facility; entrepreneurial job development for low-income people.

Contact: Mr. Burt Von Hoff, Executive Office of the Governor, Office of Tourism, Trade and Economic Development (OTTED), The Capitol, Suite 2001, Tallahassee, FL 32399-0001, Phone: 850-487-2568, Fax: 850-487-3014, Email: vonhoffb@eog.state.fl.us, http://www.myflorida.com/myflorida/government/governorinitiatives/otted/community_dev.html

ECONOMIC ADJUSTMENT (TITLE IX)
PROGRAM (RLF)

Agency: U.S. Department of Commerce

Purpose: To establish or expand revolving loan funds (RLF) in depressed areas. The program is designed to help areas overcome specific capital market gaps and to encourage greater private sector participation in economic development activities.

Available Funding: Amounts vary by Fiscal Year

Eligible Project: In concert with private lenders, RLF grantees make fixed asset and/or working capital loans to area businesses. RLF projects support such activities as small business development, including startups and expansions; business and job retention; redevelopment of blighted land and vacant facilities for productive use; and support for growth industries and high tech firms.

Contact: William J. Day Jr., Regional Director, U.S. Department of Commerce, Economic Development Administration, 410 W. Peachtree Street, NW, Suite 1820, Atlanta, Ga 30308-3510, Phone: 404-730-3032, Fax: 404-730-3025, Email: wday1@eda.doc.gov, <http://www.eda.gov/AboutEDA/Programs.xml>

FLORIDA MAIN STREET

Agency: Department of State

Purpose: To encourage economic development and historic preservation in traditional and neighborhood commercial districts. The approach advocates local

public/private partnerships in four areas: organization, promotion, design, and economic restructuring. Local programs are volunteer-based.

Available Funding: No grant available, coordination and assistance only.

Contact: Joan Jefferson, Florida Main Street Coordinator, Bureau of Historic Preservation, R.A. Gray Bldg., 500 S. Bronough St., 4th Floor, Tallahassee, FL 32399-0250, Phone: 850-245-6333, Toll Free: 800-847-7278, Fax: 850-245-6437, Email: jsjefferson@dos.state.fl.us, <http://dhr.dos.state.fl.us/preservation/architecture/mainstreet/>

BUSINESS RETENTION AND EXPANSION
(BRE)

Agency: University of Florida

Purpose: The program promotes job growth by helping communities identify concerns and barriers to the survival and growth of local businesses. Studies have shown that 40 to 80 percent of new jobs come from existing businesses.

Available Funding: N/A

Contact: Hank Cothran, Business Retention and Expansion, University of Florida, Phone: 352-392-1845 x409, Fax: 352-392-3646, Email: commdev@ufl.edu, <http://www.bre.ifas.ufl.edu/>

HOME INVESTMENT PARTNERSHIP
PROGRAM (HOME)

Agency: Florida Housing Finance Corporation

Purpose: Provide low-interest financing for for-profit and non-profit developers for affordable multi- and single-family housing developments; provide HOME second mortgage loans to eligible home-buyers.

Available Funding: Averages \$20 million annually statewide

Eligible Project: New construction, rehabilitation, or acquisition/rehabilitation of multi- and single-family affordable housing units

Contact: Jessie Pitt & Laurie Lowery, Florida Housing Finance Corporation, 227 N. Bronough Street, Suite 5000, Tallahassee, FL 32301-1329, Phone: 850-488-4197, Fax: 850-922-7253, www.floridahousing.org

STATE HOUSING INITIATIVES
PARTNERSHIP PROGRAM (SHIP)

Agency: Florida Housing Finance Corporation

Purpose: Provide stable and adequate funding for housing so that public/private partnerships can efficiently build, rehabilitate, and preserve affordable housing.

Available Funding: Dependent upon population (\$350,000 minimum, \$9 million maximum)

Eligible Project: Implement a Local Housing Assistance Program; supplement Florida Housing Finance Corporation programs; provide local match to obtain federal housing grants; and fund emergency repairs under weatherization programs.

Contact: Florida Housing Finance Corp., 227 N. Bronough Street, Suite 5000, Tallahassee, FL 32301-1329, Phone: 850-488-4197, Fax: 850-922-7253, Email: SHIPinfo@floridahousing.org, <http://www.floridahousing.org/Home/HousingPartners/LocalGovernments/>

Greenspace

BROWARD COUNTY'S SAFE PARKS AND LAND PRESERVATION BOND PROGRAM

Agency: Parks and Recreation Division, Broward County

Purpose: Funding the acquisition of new parks and open space; refurbishing existing parks; creating or updating aquatic facilities; funding cultural facilities.

Available Funding: Challenge grants are up to \$500,000 and require a 25% match for grants over \$200,000. SWIM grants are for up to \$1.5 million. County-wide, up to \$200 million has been authorized to acquire open space and conservation lands.

Contact: Broward County Parks and Recreation Division, 950 N.W. 38 Street, Oakland Park, FL 33309, Phone: 954-357-8100, Fax: 954-537-2849, Email: parksweb@broward.org

FLORIDA GREENWAYS AND TRAILS PROGRAM (DEP-OGT)

Agency: Florida Department of Environmental Protection

Purpose: Acquire lands to establish a statewide system of greenways and trails

Available Funding: Approximately \$4.5 million

Contact: Cindy Radford, Florida Dept. of Environmental Protection, Office of Greenways and Trails, 3900 Commonwealth Blvd., Mail Station 795, Tallahassee, FL 32399-3000, Phone: 850-245-2052, Suncom: 850-205-2052, Fax: 850-245-2082, www.dep.state.fl.us/gwt

URBAN PARKS ONLINE

Agency: Project for Public Spaces

Purpose: A comprehensive source of information on the important functions of urban parks and how to manage and garner resources for park development. Issues addressed include funding, programming, private-public partnerships, community involvement, and design.

Available Funding: N/A

Contact: Project for Public Spaces, Inc., 153 Waverly Place, New York, NY 10014, Phone: 212-620-5660, Email: urbparks@pps.org, <http://pps.org/upo/>

Beautification

BROWARD BEAUTIFUL STATE THOROUGHFARE BEAUTIFICATION GRANT PROGRAM

Agency: Broward Beautiful, Biological Resources Division, Broward County

Purpose: Landscape improvement projects along state-owned rights of way.

Available Funding: Minimum of \$25,000, maximum of \$100,000, matching funds required.

Eligible Projects: Landscaping improvements on public property or highly visible private property sponsored by schools, governments, non-profits, or neighborhoods groups.

Contact: Susana Thompson, FDOT District IV Grant Coordinator, Broward Beautiful - State Grant, Environmental Protection Department, Biological Resources Division, 218 SW First Avenue, Fort Lauderdale, Florida 33301, Phone: 954-777-4340, Email: susana.thompson@dot.state.fl.us, <http://www.broward.org/bio/browardbeautiful.htm>

BROWARD BEAUTIFUL COMMUNITY GRANT PROGRAM

Agency: Broward Beautiful, Biological Resources Division, Broward County

Purpose: Improve environmental health, foster a sense of place, and catalyze neighborhood improvements within Broward County.

Available Funding: Up to \$10,000 matching grants.

Eligible Projects: Landscaping improvements on public property or highly visible private property sponsored by schools, governments, non-profits, or neighborhoods groups.

Contact: Lorraine Bertone, Broward Beautiful - Community Grant, Environmental Protection Department, Biological Resources Division, 115 South Andrews Avenue, Room A-240, Fort Lauderdale, Florida 33301, Phone: (954) 519-0326, <http://www.broward.org/bio/browardbeautiful.htm>

TRANSPORTATION ENHANCEMENTS PROGRAM

Agency: Florida Department of Transportation

Purpose: Provide for the use of a portion of federal Surface Transportation Program (STP) funds for transportation enhancements as defined.

Available Funding: Approximately \$40 million annually statewide. Applications considered for addition in outer years of DOT five year work program.

Eligible Projects: Bicycle and pedestrian facilities, scenic or historic site acquisition, scenic or historic highway programs, landscaping and beautification projects, historic preservation, rehabilitation and operation of historic transportation facilities, preservation of abandoned railroad corridors, control and removal of outdoor advertising, archaeological planning and research, and mitigation of water pollution due to highway runoff. Projects must relate to the intermodal transportation system on terms of function, proximity, or impact.

Contact: Larry Hymowitz, District Four, Transportation Enhancement Program, Florida Department of Transportation, 3400 W. Commercial Blvd., Ft. Lauderdale, FL 33309, Phone: 954-777-4330, <http://www.dot.state.fl.us/emo/enhance/enhance.htm>

FRONT PORCH COMMUNITIES

Agency: Office of Urban Opportunity

Purpose: Establish Front Porch communities across Florida. These are specialized communities that will share a vision with all key players that make a healthy community. This unique relationship of residents, government, and service providers will learn new ways to resolve community improvement issues.

Available Funding: N/A

Contact: Alison Hewitt, Director, Executive Office of the Governor, Office of Urban Opportunity, 2555 Shumard Oak Boulevard, Suite 160, Tallahassee, Florida 32399, Phone: 850-487-9556, Fax: 850-487-9544, <http://www.myflorida.com/myflorida/government/governorinitiatives/frontporch/index.html>

