

Master Plan and Design Guidelines for the

# Gateway 7 District



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**CITY OF PLANTATION**

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welcome to  
PLANTATION

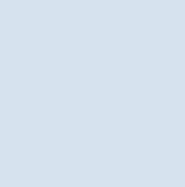


## Gateway 7 District





## DESIGN GUIDELINES





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## INTRODUCTION



## INTRODUCTION

State Road 7, from Davie Boulevard to Broward Boulevard, is the eastern border and gateway into the City of Plantation, Florida. Today, a mixture of land uses, a high vacancy rate, and a negative image characterize this corridor. The City of Plantation, recognizing the importance of the corridor to the community, has led a community-based planning effort culminating in the Conceptual Master Plan for the Gateway 7 District. This Gateway 7 Conceptual Master Plan provides a “vision with a blueprint” to revitalize the corridor. This master plan culminates a decade of studies, starts and stops, and other efforts to revitalize the corridor.



*State Road 7 offers challenges and opportunities for redevelopment as the Gateway into the City of Plantation*

The overall purpose of the master plan is to develop a revitalization strategy for the District which reflects the city’s character and considers aesthetic, as well as, economic improvements.

### History and Description

State Road 7, also known as U.S. 441, is a six-lane commercial highway characterized by strip shopping centers, declining or vacant retail uses, new and used automobile dealers, a hospital complex, storage units, and small professional offices. The district lacks unity and definition.



*Much of the corridor, particularly in the South, is characterized by a wide range of uses: commercial strip malls, restaurants, used car lots*

Plantation is a suburban community established in the 1940’s. It began as one-acre homesteads, or “little plantations”, and was part of the first wave of suburbanization in South Florida.

Over the past ten years, several initiatives have been studied or implemented by the City in an effort to revitalize the area. In 1988, a “Gateway 7 District” was established with property tax support. Its purpose was to provide funds for improvements in the corridor. These were based on suggestions by consultants and, specifically, the “Safe Neighborhoods Redevelopment Plan for Gateway District 7” completed in 1988. These plans have not been fully implemented. As a result, the corridor is still under-used and aesthetically unappealing.



## WHY A MASTER PLAN?



## WHY A MASTER PLAN?

Plantation is largely built-out. Thus, the “new frontier” for Plantation is to maintain its community-centered quality of life by redeveloping and revitalizing declining areas within the community.

The Gateway 7 District is a starting point for this effort. It was the first regional shopping district to develop and has been the first to deteriorate. Unlike the rest of Plantation, the Gateway 7 District lacks continuity. In fact, it does not seem to be part of Plantation. The purpose of this master plan is to ensure that the District becomes part of the City, not just in terms of its physical location, but also in the quality of its built environment.



*The corridor has viable businesses and residential development like this car dealership*

## Issues and Opportunities

Throughout the planning process, several issues have been constant:

- Public safety and crime reduction
- Economic revitalization
- Streetscape and sign improvements
- Transportation network improvements
- Code enforcement
- Public parks and recreational facilities improvements

Likewise, there has been recognition of the corridor’s strengths and opportunities:

- Location (geographic center of Broward County, entryway to Plantation, ten minutes from downtown Fort Lauderdale)
- Current Florida Department of Transportation (FDOT) projects in the South end of the corridor that include landscaping and infrastructure improvements
- A relatively small number of commercial property owners, many with multiple parcels
- A strong residential base on both sides of the corridor

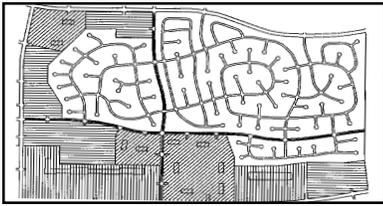


*A buffer wall was built along the west side of the corridor as a strategy for crime prevention*

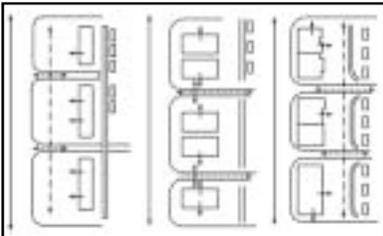


## Design Guidelines

The following guiding principles were used to develop the master plan:



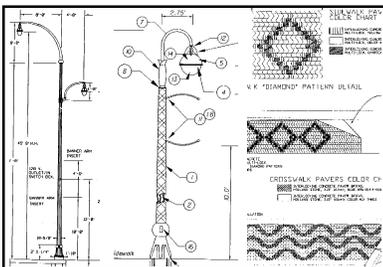
This pattern of circulation limits accessibility



Conventional, Hybrid, Neo-traditional configurations



Adaptive reuse of a vacant supermarket into a gym



Lighting and brick paver designs

- *Circulation:* An optimum circulation pattern gives both vehicles and pedestrians alternate route choices, thereby limiting congestion and increasing mobility, and adding vitality to both commercial and residential areas.
- *Building reconfiguration:* Where possible, buildings should be located (or relocated) close to the street with parking on the sides. This creates a more attractive and defined street edge, potentially improves parking, and allows for more varied design options. It also allows opportunities for eliminating the presentation of a continuous wall of “back doors” to adjacent neighborhoods or areas.
- *Land use:* Land use must be a function of the desires of the community, as expressed through master planning and zoning, and the realities of the local demographics and the market place.
- *Aesthetic improvements:* Cosmetic improvements create a synergy and consistency among a collection of buildings and areas, which may, otherwise, lack cohesion. These encompass streetscape and landscape design as well as storefront and sign enhancements.
- *Code Enforcement:* In many declining areas, including the Gateway 7 corridor, there is evidence of codes not being enforced. Code enforcement efforts should be targeted to the District’s greatest needs.

A handbook of “Design Guidelines” has been developed as a companion report to the Master Plan. This handbook provides detail for use by City planners and local developers during the project development and focuses on achieving a common theme by adhering to a set of guidelines for design.



## **The Planning Process**

Beginning in September, 1998, consultants from Carr Smith Corradino worked closely with representatives of the City, the Gateway 7 Advisory Board, property owners, business owners, and neighborhood associations. The process included two formal workshops, which resulted in the ideas that formed the foundation of the master plan. In addition, the plan was presented to City Council, the Gateway 7 Advisory Board, and the Country Club Estates Neighborhood Association.



## MASTER PLAN



## MASTER PLAN

The Gateway 7 Master Plan is a community redevelopment plan. It focuses on creating an economically thriving area that is attractive to both visitors and residents. It is built on the opportunity presented by the corridor's location in the geographic center of Broward County and the accessibility provided by the Florida Turnpike, State Road 7, and Broward Boulevard.

The Four Corners, situated at the intersection of Broward Boulevard and State Road 7, is considered a catalyst for redevelopment within the District. It is one of the three key areas:

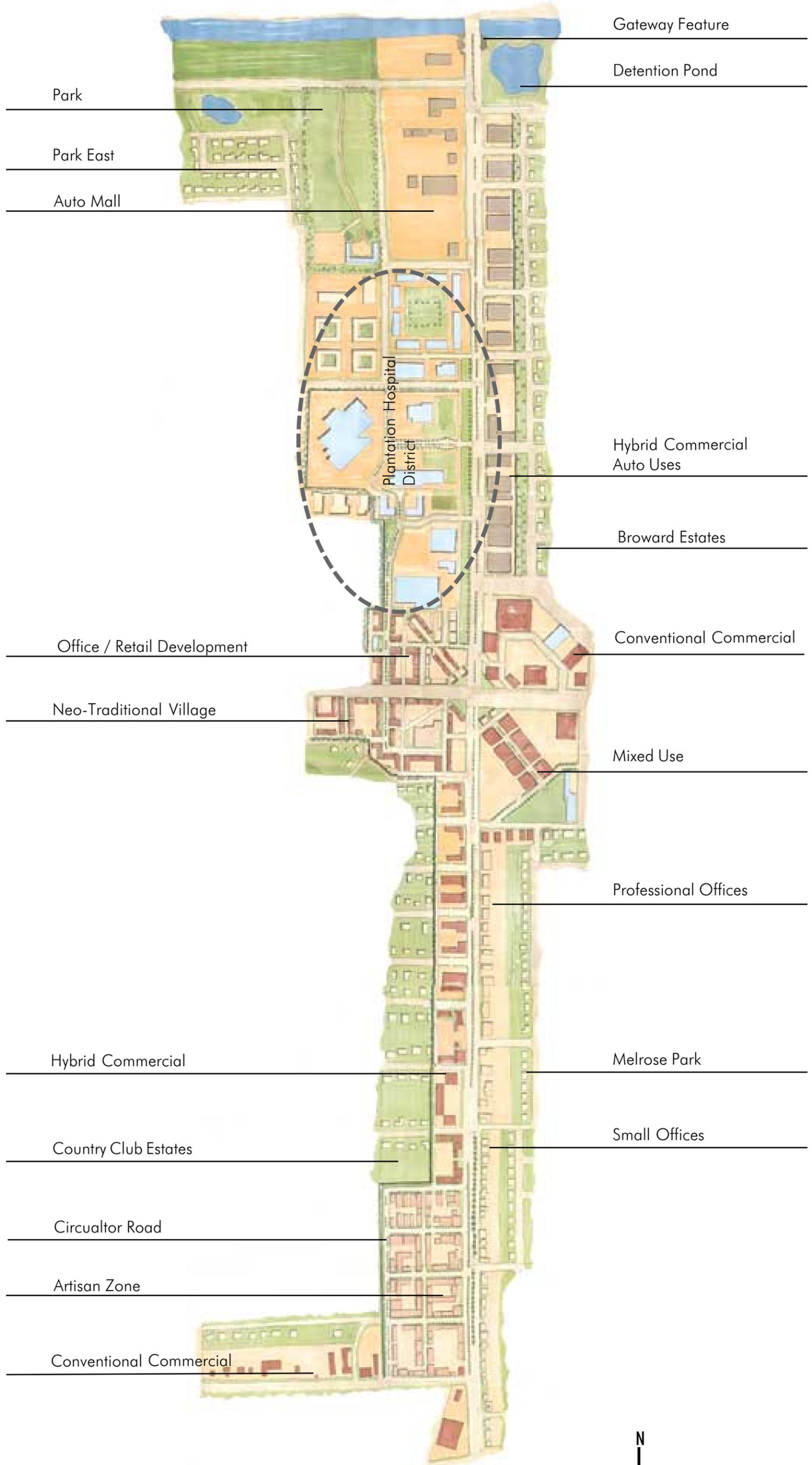
- North, from Sunrise Boulevard to the Plantation General Hospital vicinity
- The Four Corners, at the intersection of Broward Boulevard and State Road 7
- South, from SW 2nd Avenue to south of Peters Road

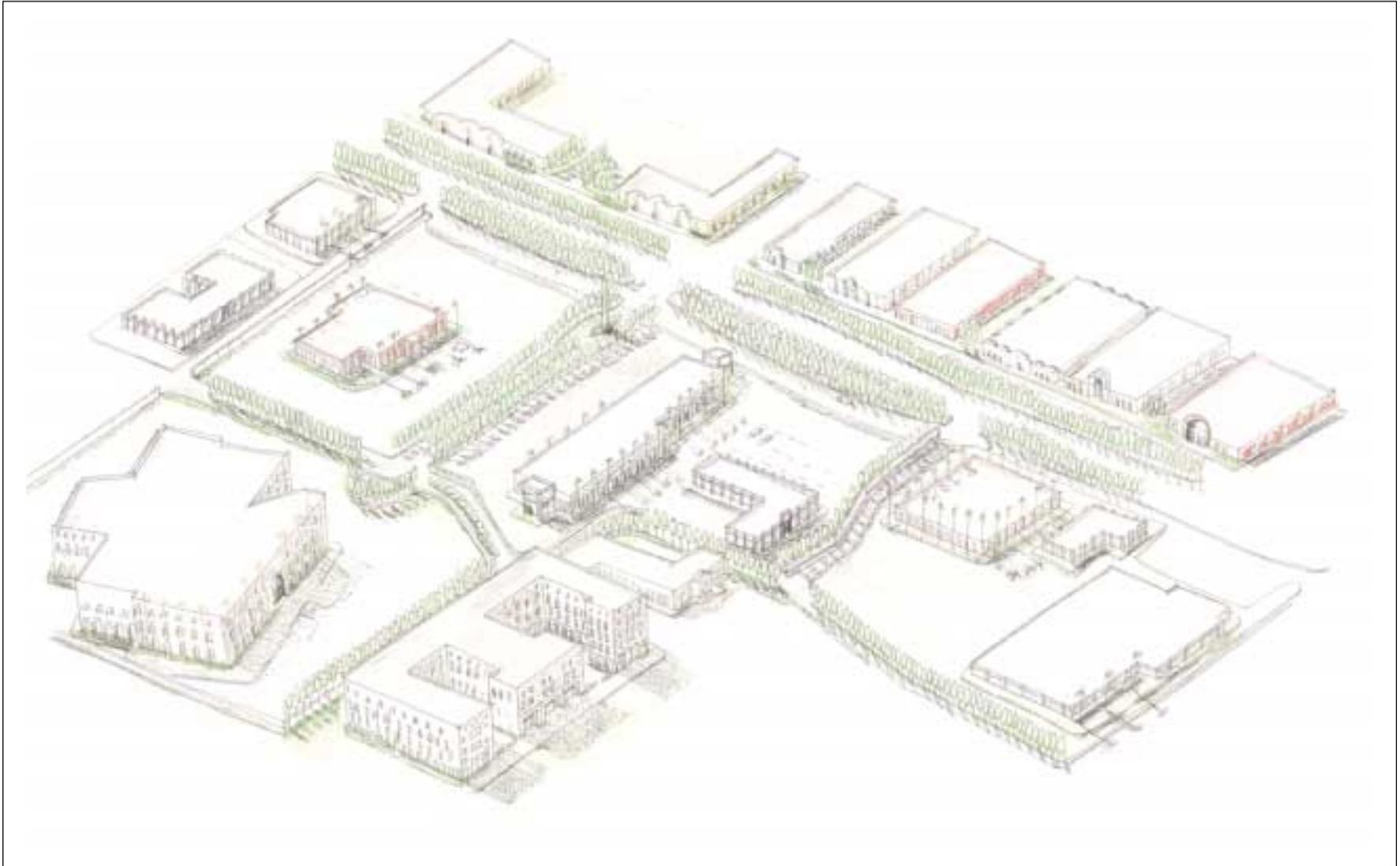
The following discussion reviews the developments proposed for each of the three areas.



*Aerial view of the Gateway 7 District*

Master Plan





NORTH AREA - Plantation Medical District



## 1.0 North Area

The north area is characterized by suburban-level development, the automall, and a hospital complex. The area has intermittent vacancies, an ineffective buffer between residential and commercial uses, and poor landscaping. Additionally, lack of commercial depth on the east side has deterred redevelopment.

The underutilized/vacant parcels in the area provide significant opportunities for acquiring and assembling properties for development. In addition, the solid base of the hospital and automall businesses ensures consistent employment and activity in this portion of the corridor. The following section identifies potential projects which take advantage of the opportunities and activity in this portion of the corridor.



Plantation General Hospital provides stability north of Broward Boulevard on State Road 7

### 1.1 Recreation and landscape improvements to South Florida Water Management District (SFWMD) detention pond, including fountain.

On the North end of the corridor, the planned SFWMD detention pond offers an opportunity for park-like improvements. These improvements at the intersection of Sunrise Boulevard and State Road 7 will be consistent with Plantation's image and establish a more specific sense of place for the District.

### 1.2 Acquire service station site at the Southwest corner of Sunrise Boulevard and State Road 7, across the street from the detention pond, to create a gateway entry feature.

Developing a gateway feature on this site will provide a signature entrance to the community.



Gateways provide identity for communities and neighborhoods

### 1.3 Proposed City of Plantation park located west of State Road 7, south of Sunrise Boulevard.

The City is considering building a park and school west of State Road 7, just south of Sunrise Boulevard. Linking the proposed park and school to the commercial and hospital uses to the south would improve access to the school and create a stronger synergy among uses.

### 1.4 Linear park/greenway/buffer between neighborhood and commercial on east side of State Road 7 from Sunrise to NW 2nd.

Creating this park will provide greater commercial depth to the existing business and encourage commercial development characterized by side access and side parking. It will create a buffer from the commercial area for the adjoining eastern neighborhoods and connect to the northern gateway park and the Broward County park system. To accomplish this proposal, 29 single family homes, which directly abut the commercial businesses, need to be acquired.



Providing greater lot depth to businesses along the Corridor will encourage more attractive and functional building and parking configurations



*Used car lots should be phased out of the Medical District*

**1.5 Acquire used car, other auto-related uses, and Plantation Inn, along the west side of the corridor, for inclusion in the Medical District.**

On the west of State Road 7, Plantation General Hospital and related uses form an opportunity to create a “Medical District,” which would include the hospital and the current uses (doctor’s offices, hospital pharmacies, etc.). In addition, the plan proposes phasing out the current auto uses and hotel in front of the hospital and incorporating the property into the Medical District as a park or green space.

**1.6 Circulation system for northwestern quadrant of corridor, including pedestrian facilities and landscape buffers.**

The plan provides enhanced circulation with new roadways and pedestrian connections to provide greater access throughout the property and to increase its value and level of occupancy. The proposed connection to Broward Boulevard and the controlled access across the hospital campus will provide an important low-speed alternative to State Road 7 for access to the west side properties.



## 2.0 Four Corners

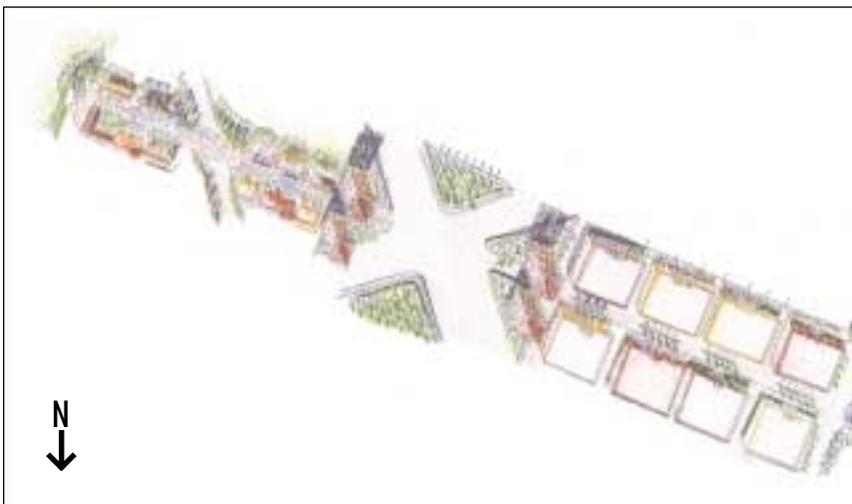
*The Four Corners, at the crossroads of Broward Boulevard and State Road 7, is the central intersection of the Gateway 7 corridor. The area is characterized by four quadrants dominated by large, commercial stores with a high vacancy rate.*

*The area's opportunities and strengths are a function of its location, the under use of large properties, and the current joint ownership of the northwest and southeast quadrants. In addition, there is current redevelopment activity in the northeast quadrant.*

*The plan for the Four Corners treats the parcels as two separate activity zones which are visually linked with vertical elements at each corner. The two western parcels are proposed pedestrian-oriented developments with neo-traditional elements. This places parking behind buildings close to the street edge. Cars have access through neo-traditional configurations, but the environment is scaled to the pedestrian.*

*Interplay is expected between the two pedestrian parcels and traffic calming techniques should be used across Broward Boulevard to encourage pedestrian access, however, pedestrians are discouraged from crossing State Road 7. This highway is analogous to a river for pedestrians. It is a regional, commuter highway and should be treated as such.*

*The eastern parcels at the Four Corners are, therefore, proposed as auto-oriented zones with more formal plans, but scaled to the automobile. Buildings are larger and surrounded by parking, but still create a strong edge or wall along the street.*



Four Corners



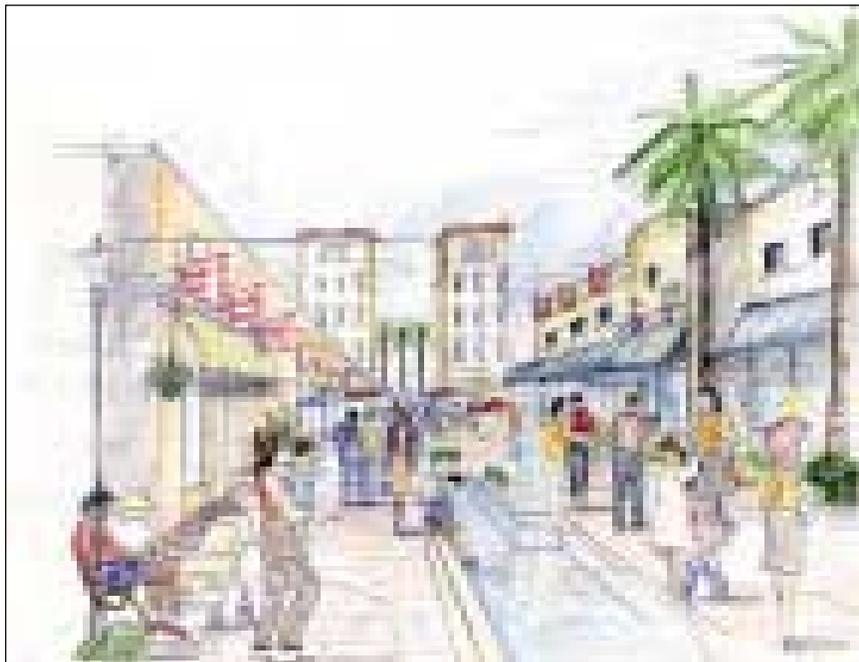
## 2.1 Northwest Quadrant

### 2.1.1 Create a public-private redevelopment effort to create a neo-traditional office retail development.

An office tower complex is proposed at the corner of the parcel to frame a diagonal pedestrian shopping street, and generate economic and pedestrian activity. The shopping street will be framed by specialty retail and neighborhood-serving uses designed to offer a pedestrian-scale experience free from the noise of the corridor, and will lead to a small park and fountain. Retail uses in the Northwest parcel should be targeted to serving the hospital and community service clientele. These could include a discount grocery store, sundries, as well as low-intensive office uses. The success of this project depends on a commitment public entities to fill the office towers because it may not be viable under present market conditions.

### 2.1.2 Circulator road providing access to and from Broward Boulevard

This intersection provides significant opportunities for linking activities of the area to community services and the hospital district to the north. It also provides a transition between the two pieces by strengthening connections with the cluster of buildings which house public service agencies, including HRS/Family and Children's Services and a police substation.



*NORTHWEST QUADRANT - View down the main street of the neo-traditional office/retail development to the office towers*



## 2.2 Southwest Quadrant

### 2.2.1 Create a public private partnership to develop a neo-traditional village with retail and office use.

The southwest quadrant provides an opportunity for development as a mixed use neo-traditional village with small-scale “niche” retail and office components which would connect to the northwest parcel and mimic the scale of Patricia’s Bridal Boutique.

### 2.2.2 Develop a gridded circulation network which provides connections for cars and pedestrians, but employs traffic calming techniques to limit cut-through traffic.

This would require acquiring approximately nine single-family dwellings from County Club Estates and relocating the existing buffer wall one block south. The single family homes could be converted to small-scale commercial uses, in keeping with the village theme.

### 2.2.3 Enhance connections between the north and southwest parcels across Broward Boulevard.

By using crosswalks and simple traffic calming techniques such as narrowing sections of the street and changing pavement textures, pedestrians will be able to use both parcels as a single unit. This will also help encourage more viable long term development.



*Patricia’s Bridal Boutique provides a base for creating a “village” retail/office area*



*SOUTHWEST QUADRANT - A street in the neo-traditional village, facing a landscaped buffer wall*



## 2.3 Southeast Quadrant



*The Southeast quadrant provides an opportunity for major redevelopment*

2.3.1 Public-private redevelopment efforts to create an auto-oriented shopping district with mixed use, including specialty retail.

The proposed redevelopment scheme for this quadrant calls for a diagonal-shopping street with aggressively oriented upscale uses which corresponds to the diagonal on the northwest parcel. Larger boxes oriented around the diagonal can have typical suburban scale uses, such as Office Depot and Marshals, with parking behind and parallel parking on the street. A specially designed service corridor would be established to accommodate deliveries and garbage. Implementation would be phased.

### 2.3.2 Build a new park facility on the site of the Post Office parking lot.

The parking area at the rear of the quadrant is proposed for a park. The proposed diagonal shopping street would connect the Broward / State Road 7 intersection and the park would connect to the church and school at the terminus of the street.



*SOUTHEAST QUADRANT - View down the main street to the office towers*



## **2.4 Northeast Quadrant**

### **2.4.1 Continue the planned development with site enhancements and additional outparcels.**

In the northeast quadrant, the master plan proposes encouraging the currently planned development in the area and adding outparcels along the edge of the parcel. Parking lots could be built between outparcels and in the center of the complex. Parking requirements should be reevaluated to accommodate outparcel development. The proposed outparcels are consistent with the existing market conditions which indicate that outparcels in the area are viable and able to be leased. The presence of the Shell service station, Miami Subs, Walgreens, and Blockbuster Video as almost the only occupied spaces in the vicinity, indicates that market conditions are more favorable for out parcel development. This reconfiguration may improve the vacancy rate of the center, while maintaining the same overall square footage. Additionally, large buildings which are proven difficult to rent, could be reconfigured as smaller buildings which are more marketable.

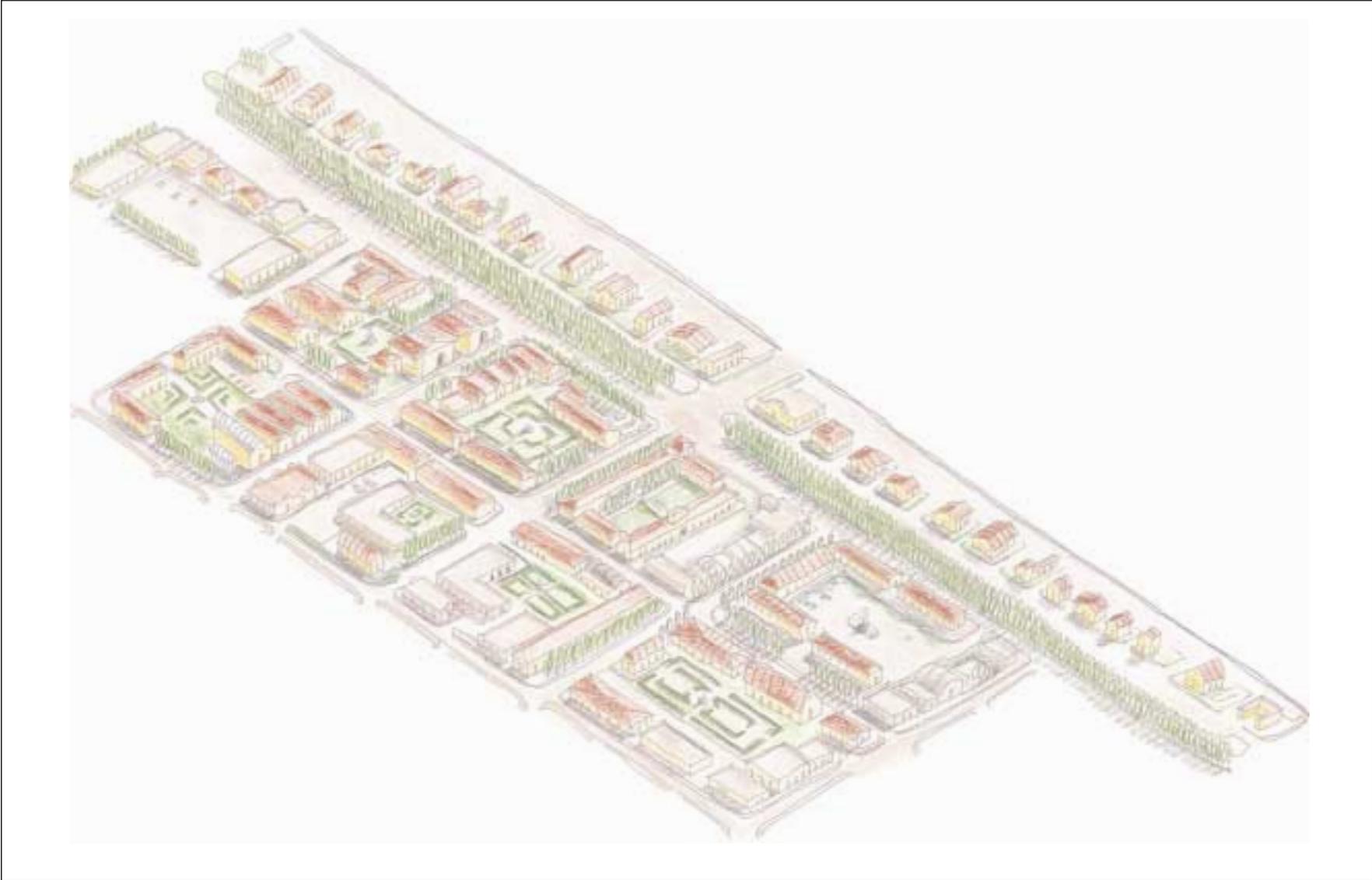
It is suggested that the former nightclub at the far east of the property be acquired by the shopping center or the City, the building razed, and the area be used for circulation and parking.

### **2.4.2 Post office relocation and construction.**

A prominent feature of the planned development is a post office being constructed in the middle of the development. This is seen as an opportunity to complement other uses, including grocery and mid-level retail that compliments the demographic characteristics of the area.

### **2.4.3 Improve the backs of buildings along SW 38th Way.**

On the two largest commercial structures, it is recommended that the back of the buildings be reconstructed to resemble the front of the building. These facade improvements, known as architectural wrapping will create a neighborhood-friendly appearance and encourage neighborhood usage of the shopping center.



SOUTH AREA - Artisan District and professional office development



### **3.0 South Area**

*The south is characterized by a variety of strip centers, warehouses, and used car lots which in some cases are underutilized or marginal. There are also some well-leased office and retail uses. The area provides opportunities for acquiring many of the underutilized parcels and lowering the intensity of use to lead to a neighborhood-friendly environment that enhances communities on both sides of State Road 7. (Additionally, the neighborhood to the west of the commercial area, Country Club Estates, is interested in acquiring one such vacant parcel to be converted into a park for their community. Though their neighborhood is not specifically in the Gateway 7 District, they are influenced by District activities and are consequently concerned.)*

#### **3.1 Neighborhood study to enhance Country Club Estates.**

The buffer wall separating Country Club Estates from the corridor should remain in its present location. However, a neighborhood improvement study should be conducted to examine enhanced landscaping and buffering, and other issues that will ensure the long-term health of the neighborhood.

#### **3.2 Create a circulation system for the commercial district located on the west side of the corridor between SW 9<sup>th</sup> Street and Peters Road.**

Further south, there is currently vacant land and existing warehouse/incubator business space. The plan proposes a circulator road system immediately to the east of the buffer wall, providing access from Peters Road, which is intended to activate and improve the value of these parcels. The circulation design would include pedestrian facilities and enhanced landscape buffering.

#### **3.3 Create zoning regulations to encourage artisan and home improvement uses in the warehouse area.**

The plan envisions an artisan district in this location similar to the Torpedo Factory in old Alexandria, Virginia with coordinated signs and landscaping. Developments in this district would allow artists and other craftsman to work, display and sell their work. In the short-term, business incubator development is seen as a viable precursor of the proposed activity. However, this plan can only work with viable tenants.

#### **3.4 Public-private effort to bring a visual or performing arts presence into the District.**

A visual arts center can be incorporated into the artisan zone as a vehicle for promoting local theater and a space to display local crafts and art.

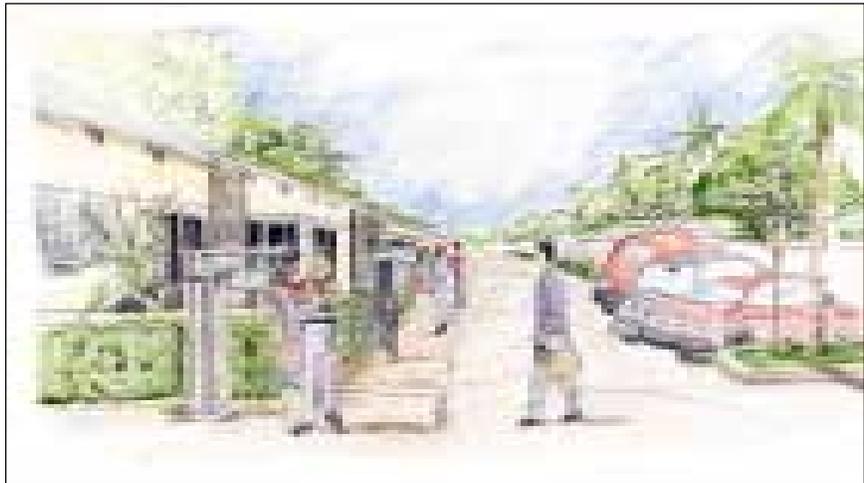
#### **3.5 Develop professional offices and office buildings on the southeast side of State Road 7.**



This area is suitable for hybrid commercial development, professional office space, and neighborhood serving uses, including attorneys, medical offices, veterinary services, etc. Certain other uses such as small-scale motel and used car lots should be discouraged through zoning controls and acquired or phased out over time.

**3.6 Reconfigure the frontage road (located on the east side of the corridor from SW 8<sup>th</sup> Street to Peters Road) to allow parallel parking on both sides of the existing businesses.**

In addition, on the southeast corner of the area, there are several former single-family homes, which have been converted to commercial use located along a frontage road. The plan encourages the preservation and enhancement of these structures and provides for parking along the frontage road.



*Professional offices on the frontage road*

**3.7 Create a “pocket park” on the site currently owned by FDOT on the east side of the corridor.**

This park site is located at the beginning of the converted office district across from the Amble Inn and would provide an amenity for the local businesses. It could also tie into a greenway/landscape buffer on the east side of the corridor from the Four Corners south to Peters Road which would involve filling and piping the existing drainage ditch.

**3.8 Develop entry features into Melrose Park.**

This neighborhood needs an attractive entryway free of clutter. Plantation has an entryway program which could be used to improve Melrose Park’s entry. This would also help to improve the City’s relationship with Melrose Park.



## IMPLEMENTATION



## IMPLEMENTATION

This section presents the next steps necessary to achieve the goals of the Gateway 7 Conceptual Master Plan.

### Administrative

The Conceptual Master Plan and the accompanying Design Guidelines provide the framework for implementation of the plan. For these to be effective, the following should occur:

- The Gateway 7 Steering Committee should be engaged to monitor implementation of the master plan.
- Plantation City Council should adopt the master plan and design guidelines.
- The principles of the design guidelines should be incorporated into the zoning code and development regulations where appropriate. Unacceptable uses as defined in the design guidelines should be discouraged through the development review process and code enforcement. Accepted uses should be supported through traditional project development initiatives. Encouraged uses should be aggressively pursued with available funding resources to match private sector reinvestment.
- The City should acquire easements and parcels for infrastructure development.
- An annual improvements schedule should be developed as part of the City's planning process.
- The City should prepare an annual monitoring report to evaluate master plan progress.
- The City should oversee the design process, bid, and/or construction process, and permitting requirements to ensure consistency with the master plan.

### Publicly - Sponsored Physical Improvements

The most immediate improvements that can be made in the corridor are public infrastructure projects. Some of these are ongoing, such as FDOT's roadway widening and landscaping program in the south end of the corridor from Broward Boulevard to Peters Road. Efforts should be made to put in place improvements between Broward and Sunrise that match FDOT's lighting and streetscape projects to the south.



The proposed roadway circulation and the park projects provide an opportunity for immediate implementation. Improvements to the streetscape and landscape such as sidewalks, trash receptacles, bus stops, gateways, plantings, etc. should also be implemented early.

### **Public / Private Partnerships**

The City will have the opportunity to take the lead in private/public initiatives for some of the major developments proposed in the conceptual master plan. These include projects in the Four Corners and the proposed Artisan District. The City may acquire parcels of property and then issue development proposals for projects consistent with the master plan.

### **Cost Summary**

Appendix "A" details established costs associated with the construction of the public improvements proposed in the Master Plan. Since the plan is conceptual, these costs should be treated as preliminary and subject to change based upon actual design. Not included in Appendix "A" are costs associated with land acquisition or the cost to the city or other public entities' participation in any joint development of public-private partnerships.

### **Funding**

A partial list of potential financing alternatives for funding the recommendations of the conceptual master plan is provided below. These would supplement the existing assessment that supports the Gateway 7 District.

City of Plantation General Fund. City general funds may be available for physical and infrastructure improvements, or for matching funds for other program.

Municipal Home Rule. Municipalities have constitutional and statutory authority to impose special assessments, impact fees, franchise fees and other fees and charges. The Gateway 7 conceptual master plan is an innovative project that will require public-private partnerships. The exercising home rule powers, the city is not limited to traditional funding options and can develop a solution that responds to the opportunities of this project.

Community Development Block Grant. CDBG funds typically are provided to communities over 50,000 in population for a variety of projects. Plantation may elect to dedicate some of its CDBG funding to the master plan proposals.



Community Reinvestment Act (CRA). CRA funds are available when a local government designates a specific district as blighted. In a CRA district, government has the power to condemn property and acquire it for redevelopment. Incentives are provided to encourage development, while taxes are drawn from the increases in value in the district and from federal programs available to be used in the CRA district.

Transportation funds. There are a variety of programs with transportation program funding. These include state programs (100 Percent State Funds, State Intermodal Development Fund, etc.) and federal funds through TEA-21 (Transportation Equity Act of the 21<sup>st</sup> Century). TEA-21 has funds available for a variety of purposes including public transportation, bicycle and pedestrian facilities, landscaping and beautification projects, etc.

Florida Greenways and Trails Acquisition Program. This program, formerly known as the Florida Rails-to-Trails program, is to provide acquisition funds for the purchase of greenways and trails for recreational and conservation purposes. Assistance is available for the acquisition of property.

#### **Implementation Strategy**

To implement the master plan, the City should program, over a ten-year period, funding to be used to support implementation of the master plan. Then, grants should be pursued from programs such as those identified in Section 4.5. As private sector development occurs, the City should support the enhancement of the existing District funding through additional resources such as CRA, tax increment financing, etc.

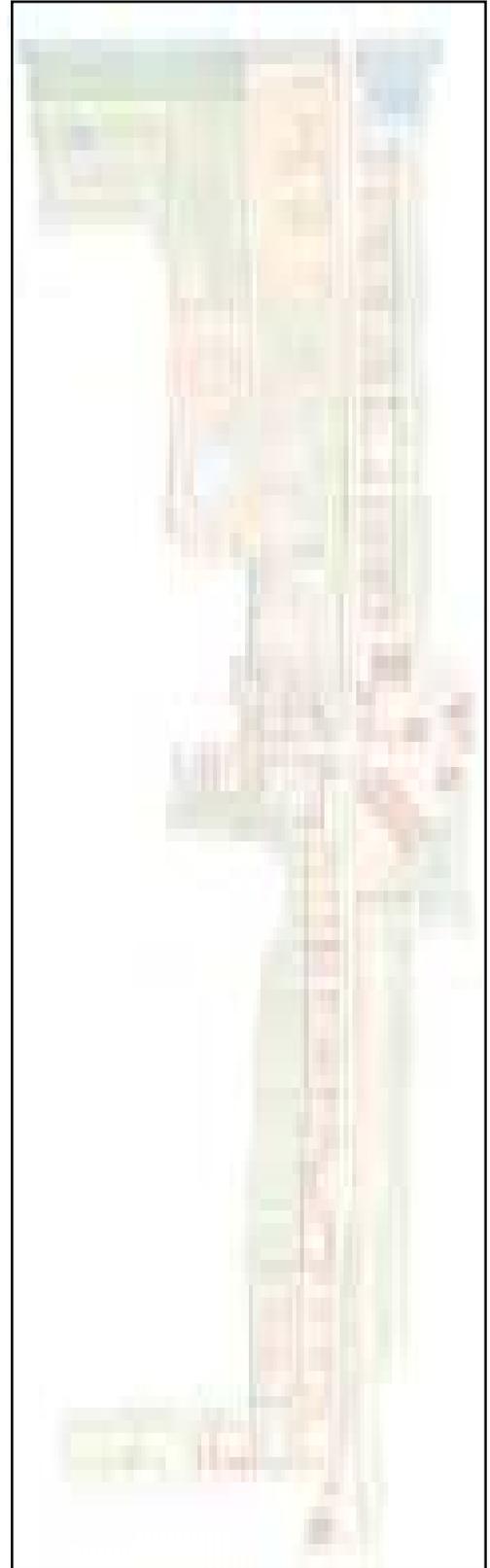


## INTRODUCTION

This booklet is a guide for future development in the Gateway 7 (G-7) District of Plantation, Florida. It has been designed to ensure that buildings are compatible with each other and to help identify development opportunities. The guidelines are intended to both improve the economic vitality of the District as well as its visual image. Therefore, the booklet includes guidelines for improving existing buildings and building lots, in addition to guidelines for new development.

The guidelines accompany the master plan which was developed as a direct result of community workshops and individual interviews with City Council and G-7 Advisory Board members. Therefore, this booklet is intended to reflect the community's objectives and considers a realistic approach to design and development improvements.

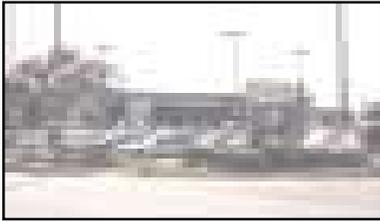
The booklet is separated into two sections describing the general image of the G-7 District and more specific guidelines for individual areas within the District. This format was chosen for the use of both developers interested in a specific site and current tenants and residents who would like to understand the bigger view of the District.



*Conceptual Design Plan*



## District Development



*A new landscaped car dealership in the North section of the District*



*The "Four Corners" intersection*



*A vacant shopping plaza at the southeast corner of the "Four Corners"*



*A view of the South section looking north*



*A triangular parcel of land between Peters Road and Davie Boulevard in the South section of the District*

### *Description*

The Gateway 7 District is a two mile corridor of typical suburban commercial development in Plantation. The City, which began development in the late 1940s, is primarily residential with pockets of commercial. State Road 7 was one of the first commercial areas developed in Plantation. In its youth, the 441 corridor was a premiere shopping area, but it has deteriorated in recent years. Located on the eastern edge of Plantation, the District is a six-lane commercial highway characterized with class "C" strip centers, new and used auto dealers, auto servicing centers, a hospital complex, storage units, small offices, and vacant buildings. The district lacks unity and definition and is struggling to keep its current tenants.

For the purpose of this study, the District has been separated into three areas:

- The **North** section is dominated by auto and auto-related uses. Because of the range of building quality in this segment, the design guidelines focus on upgrading the lower quality buildings.
- The **Middle** section is better known as the "**Four Corners**" and is made up of mostly large, vacant buildings. This area is the center piece of the District because of its location at the intersection of Broward Boulevard and State Road 7, and because of its large capacity and potential for reuse.
- The **South** section is the most disconnected portion of the District. It is a haphazard array of office, storage bays, motels, used car dealers and strip malls, with no unity or logic among the buildings. Compounding the problem is an eight-foot high wall on the west side of this area which has fueled the discontinuity and has effectively cut off customers to State Road 7 businesses.

### *History*

When the District was established on March 2, 1988 under the provisions of Chapter 163 Florida Statutes, a 2 millage increase was added to the property tax. Money collected from this tax increase was set aside for district improvements which were identified by a variety of consultants to the City. Beginning in 1989, the City of Plantation decided to evaluate and develop a new plan for the Gateway 7 District. Oscar Newman started this process with his "Safe Neighborhoods Redevelopment Plan for Gateway District 7". The study indicated that crime prevention through defensive measures, coupled with land use improvements, would reinvigorate the district. Unfortunately, the plan was not fully implemented. A wall was successfully erected around the residential community of Country Club Estates to protect the neighborhood from cut-through traffic and theft, but land use improvements for the remainder of the corridor were not implemented.

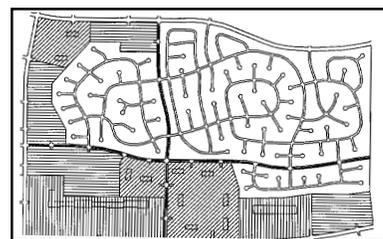


Additional efforts were made to identify solutions for district improvements and implementation. In 1997 and 1998 Florida Atlantic University conducted a series of studies including a Slum and Blight study as a precursor to a proposed Community Redevelopment Area (CRA). Two visioning sessions were held to identify tenant and resident objectives. In July of 1998, the District was given associate Main Street status by the State of Florida, making certain funding and other assistance available toward District improvements. Now the City Council, Advisory Board, tenants, business owners and residents are eager to implement a conceptual master plan to determine a future vision for the District. This booklet is intended to evolve as ideas and variations are added to the conceptual plan and should be used as a foundation for Gateway 7 District improvements.

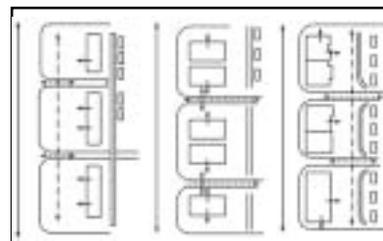
### Guiding Principles

The first section of this book explains the vision for the Gateway 7 District and identifies three basic principles which helped to establish this vision. These principles serves as the subheadings for each set of guidelines.

- *Circulation:* An optimum circulation pattern creates a network of paths that give both vehicles and pedestrians alternate route choices. This limits congestion and reduces the number of collisions making it easier for vehicles and pedestrians to be mobile. This ease of mobility creates more value for properties because it increases access and acts to invigorate businesses and residents.
- *Building Reconfiguration:* Changing a building’s configuration allows a more dynamic relationship among the street, the automobile, the pedestrian and buildings and creates a tighter street pattern. By bringing buildings closer to the street greater visibility, a more attractive and defined street edge, improved parking and an increased consumer base can be achieved.
- *Aesthetic Improvements:* Cosmetic improvements create synergy and consistency among a collection of buildings which may otherwise lack cohesion. These improvements include streetscape and landscape design as well as storefront and sign enhancements.

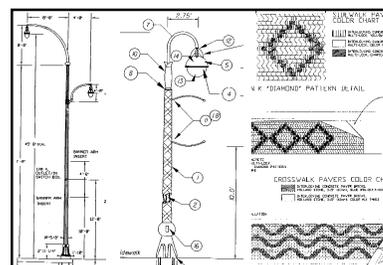


*This pattern of circulation limits accessibility*



*Conventional, Hybrid and Neo-Traditional Configurations*

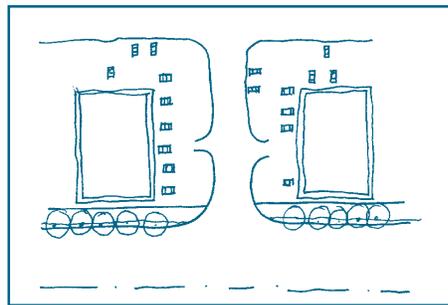
The second section of the design guidelines examines public improvements for specific areas within the District.



*Lighting and brick paver design*



## CIRCULATION





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## CIRCULATION

**1.0** Circulation should be optimized to accommodate local traffic, pedestrians, bicycles and parked cars as well as regional traffic.

The Conceptual Plan for Gateway 7 proposes several different clusters of uses to reinvigorate the District. These separate clusters should be interconnected to form a system of circulation which, in turn, should connect the individual clusters and optimize pedestrian and vehicular movement on a local scale.

### Pedestrian Connections

Pedestrian connections refer to those facilities that enable pedestrians to move easily in an auto-oriented center. This includes crosswalks, alleys, paths and sidewalks.

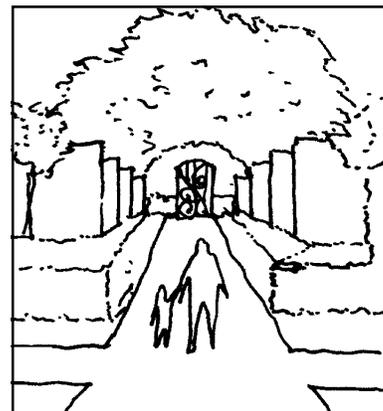
**1.1** Crosswalks should be clearly marked and placed at frequent intervals, especially along Broward Boulevard and at all side streets.

(i) Brick pavers or paint should be used to distinguish crosswalks on main roads. Crosswalk signs and crossing signals should be installed to increase visibility as well. However, crossing signals are most effective when placed at intersections with traffic lights and should be installed in this manner whenever possible.

(ii) Crosswalks should be placed wherever pedestrian activity is encouraged and anticipated. This includes bus stops, the smaller scale office and retail developments on the west side of Broward Boulevard, and between the artisan uses and converted offices north of Peters Road.

**1.2** Sidewalks should be wide enough for two people to walk abreast comfortably on side streets and wide enough for three people on Broward Boulevard and SR 7.

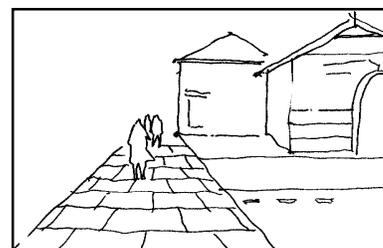
**1.3** Alleys should be well lit and buffered with landscaping and should always lead to parking lots.



Pedestrian paths help to form the overall circulation pattern in the District



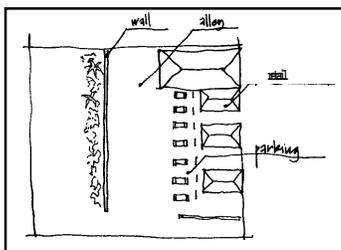
Traffic signals are important to creating safe crosswalks



Brick pavers are an effective way to highlight crosswalks



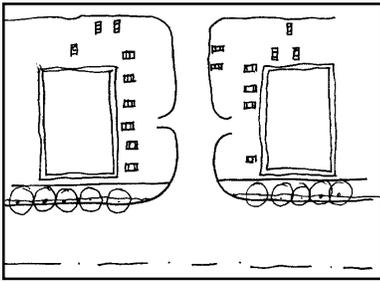
Sidewalks are wide to accommodate different pedestrian activities



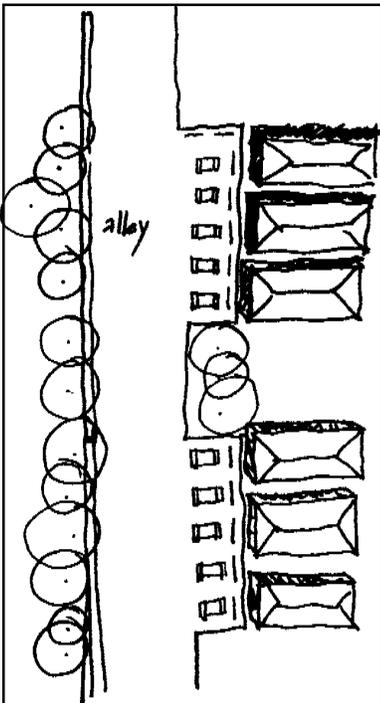
Typical alley views



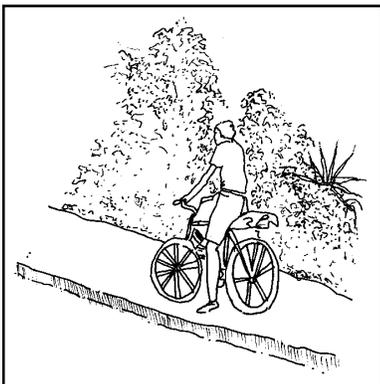
## Parking Lots



Parking for larger box retail is to the sides of buildings and is visible from the main street



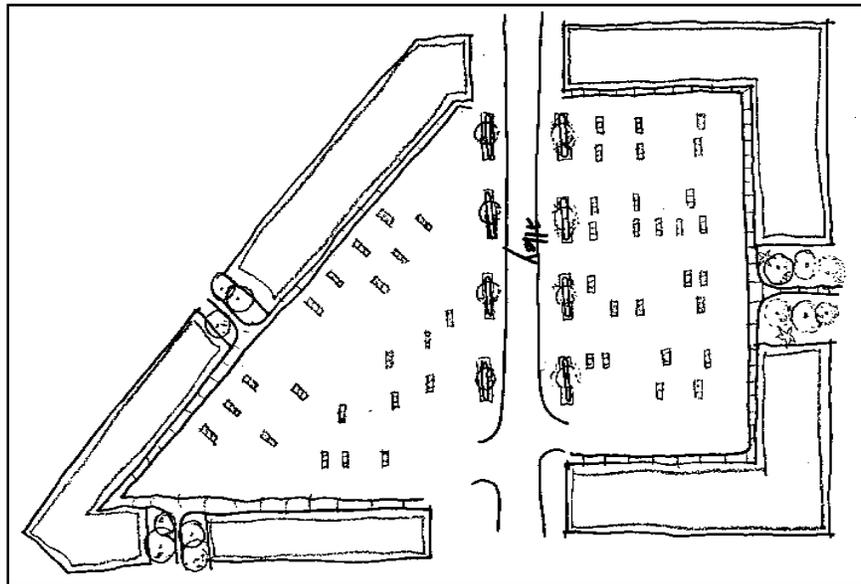
Parking behind buildings



Bike Path

Because automobiles are the dominant mode of transportation in the Gateway 7 District, sufficient parking is needed. Parking for retail on SR 7 should be visible from the road to appeal to the regional consumer, while smaller scale retail should provide parking lots behind buildings. Additional parking lots should be placed throughout the District as necessary.

### 1.4 Parking lots behind buildings should be well configured and landscaped.



A typical neo-traditional block with parking behind the buildings

## Bike Paths

Bike paths should continue from existing paths on SR 7 and should connect with the Broward County bikeway system. This extensive system proposed by the County will provide additional streetscape improvements and retail opportunities for the Gateway 7 District where it crosses the District.

### 1.5 Bike paths should be distinguished by changes in pavement and frequent signs explaining bicycle courtesy.

### 1.6 Paths should be shielded from adjacent land uses with extensive trees and plantings.



## BUILDING CONFIGURATION





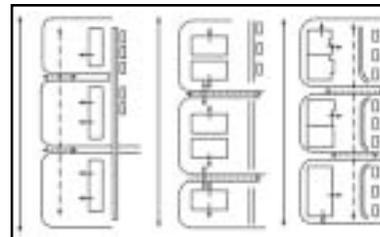
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## BUILDING CONFIGURATION

### 2.0 Buildings should be designed to fit the form and scale of the street.

Three building configurations have been developed for the purpose of this booklet and can be described as auto-oriented, pedestrian-oriented, and both auto- and pedestrian-oriented (hybrid) configurations.

- The **conventional** design places parking in front of single-story retail and is most appropriated on wide, heavily trafficked thoroughfares.
- The **neo-traditional** design pulls buildings to the street's edge and places parking behind on narrow streets.
- The **hybrid** design uses elements from both neo-traditional and conventional designs by placing parking on the sides of buildings and pulling buildings to the street's edge.



Three configurations along SR-7: Conventional, Hybrid and Neo-Traditional

The following section describes how these building configurations can be applied in the District.

### Building Height

Building height reflects building density. Urban areas have characteristically high densities and building heights, while more suburban developments like the commercial centers in Plantation, have lower densities and fewer multi-story buildings.

#### 2.1 Building height should be sensitive to the surrounding neighborhood.

(i) Multi-story buildings are discouraged when adjacent to residential uses.

(ii) Multi-story is appropriate in the neo-traditional building configuration, but is not required for this configuration. A two-story building creates a more stimulating environment for pedestrians and creates opportunities for a rich mix of uses as found in downtown Fort Lauderdale's Las Olas Boulevard, Miami's central Coral Gables and Coconut Grove, and Boca Raton's Mizner Park.

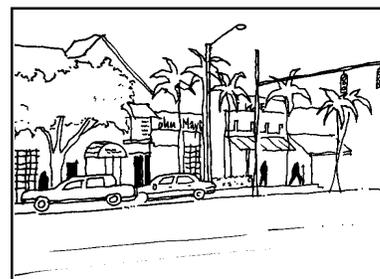
(iii) Lots with greater depth will mitigate the usual impact of a multi-story building on residential when the building is close to State Road 7.



Neo-Traditional style store at the southwest corner of the "Four Corners"

### Building Scale

Building scale refers to the relationship between a building's height and its setback from the street. A state highway with commercial development is at a larger scale than a small, local commercial street in a historic town. This difference in scale dictates what types of buildings will work well in a given area.

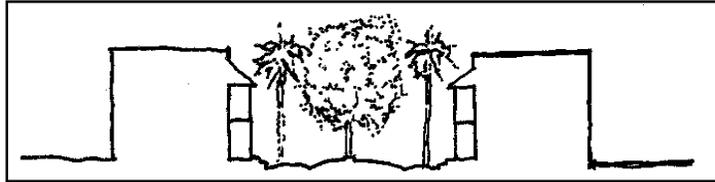


A pedestrian scale street



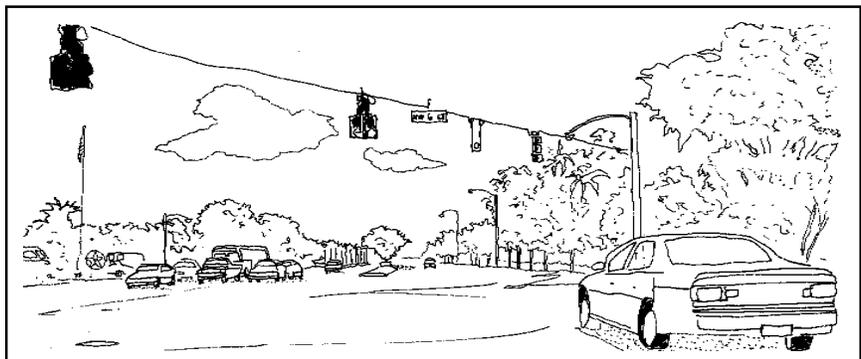
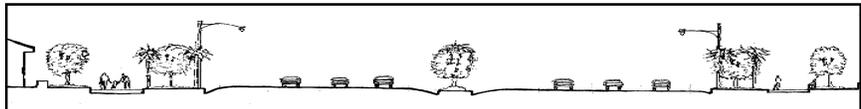
## 2.2 Buildings should be scaled to the width of streets.

(i) Narrow streets can have a tighter, more compact feel, characterized by the neo-traditional configuration, when buildings are smaller in width and are built close to the streets' edge. When buildings are set too far back on the street, public space is poorly defined and creates an unpleasant environment.



*A narrow street can have buildings closer to the street edge*

(ii) Wider streets that are four to six lanes fit the conventional or hybrid approach. They can have wider setbacks than narrow streets, but should not be so wide as to exceed the width of the building. The same principle of public space pertaining to narrow streets also applies to wide streets. When buildings are set too far back on the street, the public space in between becomes dead, unsafe and unpleasant.



*Buildings are typically set further back from the street edge on wider streets*



## **Backs of Buildings**

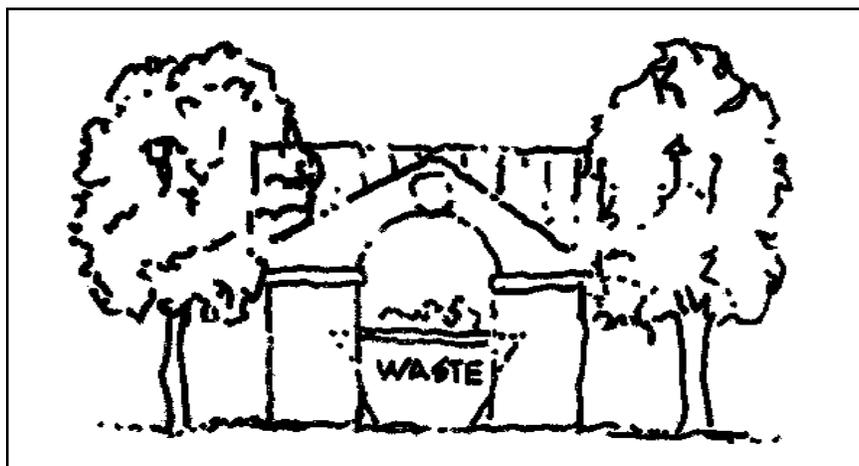
*Backs of buildings are often forgotten opportunities for additional embellishment and decoration. But a building's back is just as important as the front especially when parking is in the rear.*

### **2.3 Backs of buildings should be embellished and thought of as secondary entrances.**

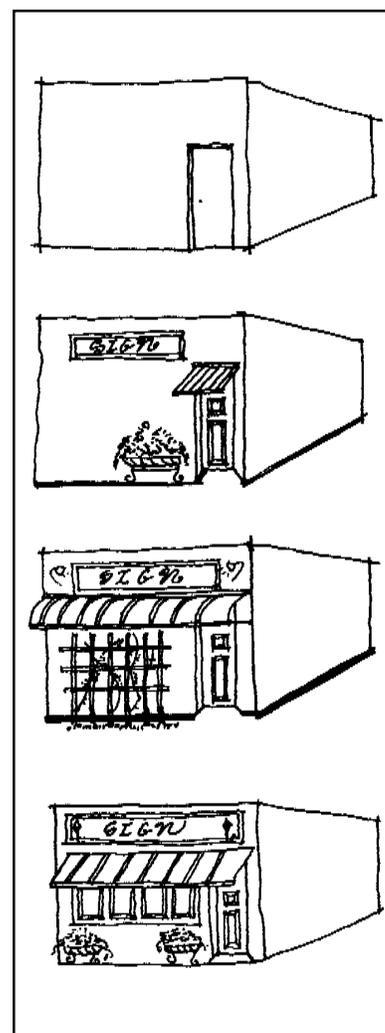
(i) When parking lots are placed behind buildings, the pedestrian will often enter from the rear entrance. Therefore, the rear door should be clearly marked and highlighted with appropriate signs, canopies and lights.

(ii) Dumpsters should be hidden behind fences or in small sheds.

(iii) Planters and walkways should be used to help define the outdoor space.



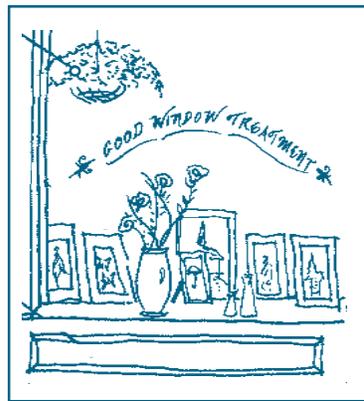
*A way of hiding dumpster in small sheds*



*How the back of a building can be improved*



## AESTHETIC IMPROVEMENTS





## AESTHETIC IMPROVEMENTS

**3.0 Aesthetic improvements should be designed to create a unity and commonality of structures. This uniformity will become Plantation's architectural theme.**

*The Gateway 7 District can dramatically benefit from rather simple cosmetic improvements. The following section describes design elements relating to facade enhancements, sign improvements, street furniture, and landscaping. Rather than choosing an arbitrary architectural theme, a theme should evolve from common elements as identified in the following section. These recommendations should be further developed and adopted in the City's zoning bylaws.*

### Facade Improvements

*A building's facade is its exterior surface and it's skin. Changes to a building's skin, whether it be with color, change in materials, door and window style, roof lines or additional architectural elements, can create an effective make-over, especially for older urban areas.*

**3.1 Entrances and storefronts should be well framed and articulated.**



(i) Window bays should be evenly spaced in multi-tenant buildings. This helps to create a visual rhythm and establish a common theme. Larger boxes within each cluster development should also maintain evenly spaced window bays so that they appear as a unit.

(ii) Entrances should be large and clearly visible from the street. This can be achieved with recessed doorways and by using different materials and colors for front doors, curtains, plants, and good signs.

(iii) Use bases wherever possible to separate storefront windows from floors. Bases should be in a style compatible to the architecture of the storefront.



**3.2 Window displays should be kept simple and clean, but used as advertising venues.**

- (i) Avoid clutter with too many display signs to allow pedestrians to see into stores from outdoors.
- (ii) Glass should be lightly tinted.
- (iii) Hanging and potted plants can be used to help frame the window and draw attention to window displays.

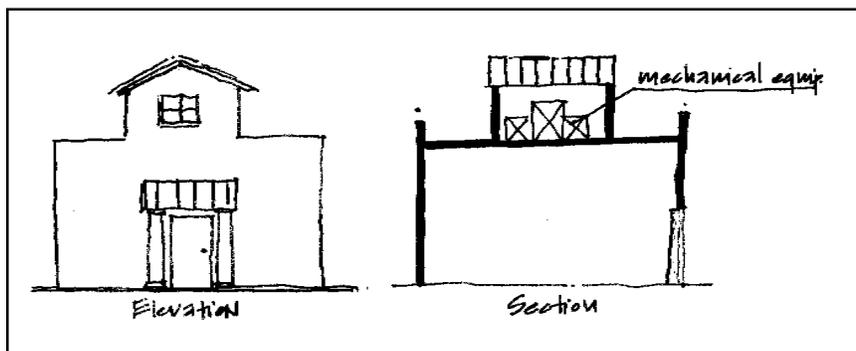
**3.3 Building materials should be compatible with other District buildings and should be few in number.**

- (i) Building facades should be limited to brick, stucco and wood, and the material should be kept in its natural state. That is, the stucco should not be made to look like stone or brick, but like stucco.
- (ii) A palette of roofs ranging from tin, shingle and tile should be designed to match the three chosen building materials so that a brick facade will have a shingle roof, a wood façade a tin roof, and a stucco façade a tile roof.
- (iii) All wood trim should be painted.

**3.4 Stucco and wood buildings should be painted white or in the pastel range.**

- (i) Trim should be painted in a color that is compatible with the color chosen for the building facade and door.
- (ii) Door color should be compatible with the color of the building's facade, but need not be the same color as the trim.
- (iii) Buildings under single ownership should be uniformly painted.

**3.5 Equipment on flat roofs should be concealed with parapets and railings.**



*Hiding equipment on flat roofs*

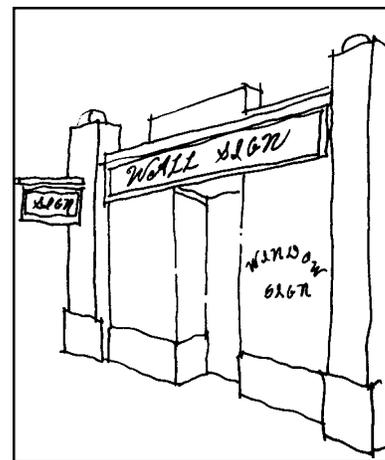


## Signs

When used properly, signs can attract business and enhance a plain building. However, a poorly designed sign can hurt business and detract from its overall character. A series of poor signs in adjacent buildings can even have a blighting effect. Many of the strip malls and auto servicing centers within the District have a blighted look because of poor signs.

Types of signs:

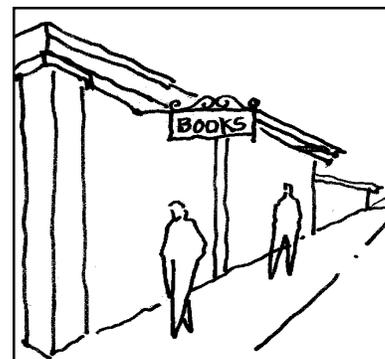
- *Wall Signs* are the primary business sign and should be legible from a distance. They should be a maximum of two feet wide and fit within the sign band dimensions.
- *Projecting Signs* are hung perpendicular to buildings to catch pedestrians' attention from the sidewalk. They should be mounted at the end of the sign band or above the entry way.
- *Window Signs* are painted or etched directly on glass, but also include wooden signs hung in windows. They contain more detailed information and should be part of the window display.
- *Freestanding Signs* are used for multi-tenant buildings. They should be legible from the street and parking lot with succinct information.
- *Neon Signs* are more appropriate for advertising night time entertainment and are discouraged in the District.



*Different types of signs*

### 3.6 Signs should be well designed and compatible with the building facade. Buildings with multiple storefronts should have a uniform pattern of signs.

- (i) Multiple storefronts should have similar signs with slight variations in color. All signs should be consistent with the overall character of the District.
- (ii) Signs should consistently have either light letters with a dark background or dark letters with a light background on a building. Light letters emphasize the words better.
- (iii) The size of a sign should reflect the size of the building and the building setback. Bigger buildings with greater setbacks require larger signs.
- (iv) Wall signs should not exceed two feet in width, but can have unlimited length.
- (v) Projecting signs should not extend more than four feet from a building facade and should not exceed one and a half by four feet.
- (vi) Wall signs should be aligned within the sign band and projecting signs should be hung at a consistent height.
- (vii) Signs should be made of wood wherever possible.



*Projecting Signs should be designed for pedestrians*



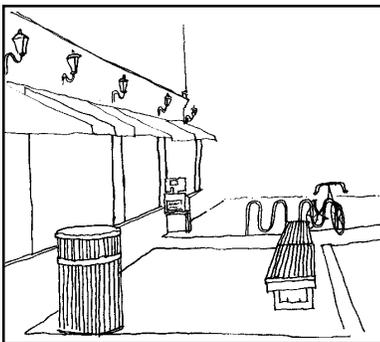
*Freestanding Sign*



A nontraditional awning that embellishes an otherwise vacant wall



More traditional use of awnings



Trash receptacles, benches, bicycle racks and lighting can create good spaces and pedestrian amenities

3.7 Awnings are encouraged because they provide shade and improve the aesthetic quality of storefronts.

3.8 Lighting should be used to highlight main signs and lighting fixtures should be consistent with the style of the building.

3.9 Use outdoor displays to accent storefronts and to activate the street. However, displays should never interfere with pedestrian traffic or clutter the sidewalk.



Before façade improvements



After prescribed façade improvements have been made

### Street Furniture

Street furniture refers to outdoor objects used to define space and provide amenities for pedestrians. This includes benches, trash receptacles, bicycle racks, and street lights. When coordinated with aesthetic improvements, street furniture can enhance and strengthen a district's image. Therefore, it is important that furniture is carefully chosen to reflect the proper desired image and that it is durable with relatively low maintenance requirements.

3.10 Benches should be used where pedestrian activity presently exists and will exist after design improvements and redevelopment efforts are made.

(i) Parks and pedestrian plazas are amenities that can be enjoyed from November through May. Providing comfortable seating in these areas encourages optimum use for pedestrians and helps activate new parks and plazas.

(ii) Bus stops should have more elaborate benches which should be coordinated with bus sheds.

(iii) Benches should be oriented to facilitate large groups, both shade and sun seekers, and small groups.

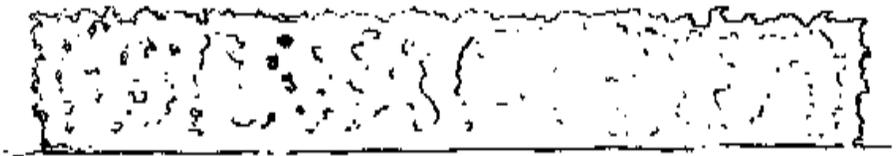
3.11 One trash receptacle design should be chosen for the entire district.

(i) Receptacles should be placed by all benches and bench clusters.

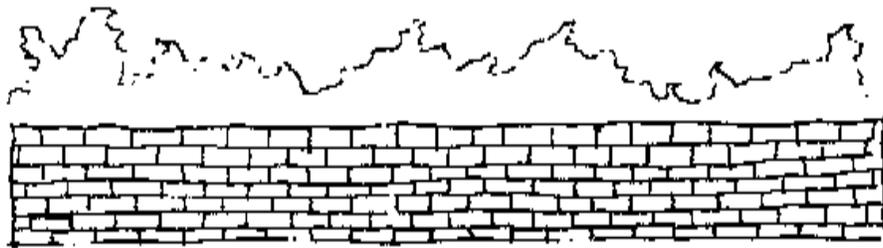




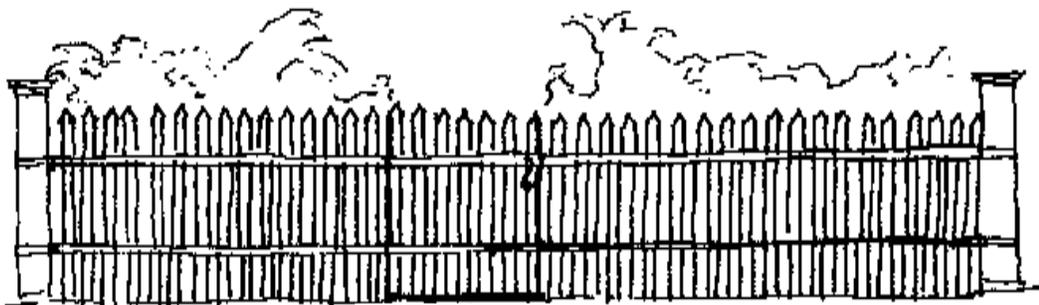
Stucco



Hedge



Brick Wall



Picket Fence



## PUBLIC IMPROVEMENTS





## EXAMPLES OF PUBLIC IMPROVEMENTS

### 1. SMALL OFFICE AREA

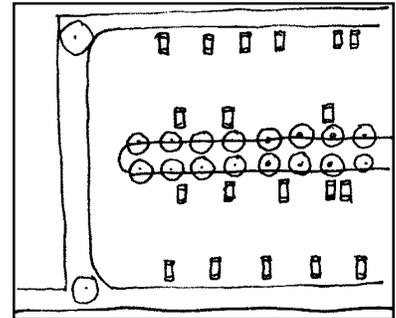
*The small offices in the southeast quadrant of the District are converted homes. Because they are similar structures, they should be preserved and enhanced.*

#### Recommendations:

- (i) Use low street walls, picket fences, or hedges around the front yard of each house. This element should be between 2 ½ to 3 ½ feet high and should be placed along the sidewalk. 25 feet should be allowed for each curb cut.
- (ii) Sidewalks should be installed along the eastern edge of the frontage road.
- (iii) Parallel parking should be allowed along the frontage road.
- (iv) At least two small municipal lots should be built in this area to accommodate overflow parking.
- (v) All signs should be coordinated similar to multi-tenant buildings.
- (vi) Coordinated facade improvements should be made.



*View of the small office area*



*Small municipal lots can be used to provide additional parking*

### 2. WAREHOUSE / ARTISAN ZONE

*A true district of warehouses should be established and encompass all land on the western edge of SR 7 from Peters Road to SW 8<sup>th</sup>. Once the zone is established, it can function as a unit and develop as a zone for artisan activity.*

#### Recommendations:

- (i) Restrict uses in the warehouse to artisan uses and home improvement uses as described in the master plan.
- (ii) Develop a sign theme and require each bay to have a sign.
- (iii) Install directory signs at the front of each land parcel.
- (iv) Develop a gateway feature at all entrances to the complex.
- (v) Develop a landscape theme.



### 3. NORTHEAST PARCEL OF FOUR CORNERS



Retail facing residential on SW 38th Way is an unrealized opportunity

The neighborhood to the back of this corner, Broward Estates, should be better addressed. This is an opportunity to create a retail district for Broward Estates.

#### Recommendations:

- (i) Architecturally wrap the backs of buildings along NWst 38th Way
- (ii) Install storefronts on buildings close to the street



Entrances to Broward Estates

### 4. CODE ENFORCEMENT

**Aesthetic improvements must be maintained and design guidelines must be enforced.**



The back of this building could be embellished for the residents along the route

Current codes for the District are not being enforced. This has contributed to a blighted look, especially along the northeast quadrant and the southern section of the District. Presently, the City does not have enough staff to properly enforce code violations. The City, based on input from business owners, property owners and residents, should define a list of approximately six of the highest impact code violation types in the corridor. Code enforcement efforts should focus on this limited, high priority list, as opposed to the full spectrum of possible violations. This targeted approach should better focus the limited enforcement resources on the corridor's worst problems. The community should also make a commitment to report violations. This will result in an immediate, visible change in the condition of the District. Once present codes are enforced, future improvements to the District can be maintained.



**3.17** A low wall should be placed 20 feet from the street's edge throughout the district. This street wall will help to define the boundaries of each property and create a more distinct street edge.

(i) The street wall can be a brick or stucco element, a wood picket fence, or a thick hedge between 2 ½ and 3 ½ feet high.

(ii) Pedestrian scale buildings with a smaller building set back should have a street wall at the edge of the sidewalk.

(iii) Wall openings should not exceed 25 feet.



*A hedge wall*



## APPENDIX



## APPENDIX

### Land Uses

The following is a list of uses which should be used as ideas for developers and the City. **Encouraged** uses are strongly suggested for new development ventures. **Acceptable** uses are those that will neither add nor detract from the corridor. **Prohibited** uses should not be included in the District as they may contribute to additional blight. All encouraged and acceptable uses can be further improved with good architecture. Used car dealerships, for example, are considered an acceptable use because new prototypes developed by used auto superstores, are well designed and have added greatly to streets.



Poorly designed used car lots detract from the District

### Encouraged

- Artisans and artists studios
- Basketball fitness gym
- Indoor/Outdoor farmers market
- Government offices
- Other office
- Small, individually owned shops
- Single family homes in and around Country Club Estates
- Book stores
- Music stores
- Coffee shops
- Restaurants
- Movie theatre / Art house



A typical used car lot

### Acceptable

- Big box retail
- Mini box retail
- Auto dealerships both new and used
- Auto servicing

### Prohibited

- Vending machines at frontage lines
- Manufacturing as primary use except for artisan uses
- Enameling, painting, or plating except for artist studios
- Carting, moving or hauling yards except for delivery goods to businesses
- Single-room occupancy hotels, prisons, detention centers
- Manufacture, disposal, storage or hazardous materials
- Scrap yards
- Mobile homes



## Definitions

**Alley**, corridor between buildings that provides access to parking areas or other uses for vehicles and pedestrians.

**Artisan Use**, repair, manufacture, or sale of hand made domestic furniture, arts and crafts.

**Awning**, a canvas covering extending from a building's façade, without ground supports.

**Bases**, the decorative wall below the storefront window used to frame the window. This is usually made of wood paneling or decorative tile.

**Big Box Retail**, "power centers" that provide high-volume products and services for community or regional market areas. Big Box Retail is characterized by single retailers in buildings over 75,000 square feet, with locations on major transportation corridors.

**Facade**, the front, exterior wall of a building.

**Parapet**, a cap element for roofs. This can be used to hide equipment on flat roofs.

**Sign Band**, an architectural element on the facade of a building within which signs are hung.

**Storefront**, the first floor façade of a commercial building abutting the sidewalk.



## Estimated Costs

The City of Plantation's involvement in implementation of the Master Plan's components can include a wide range of options, including the following:

- Direct payment for the construction of improvements
- The encouragement of private sector projects through zoning-related incentives
- Direct and active participation in joint ventures and other public-private partnerships

The City's involvement in public-private partnerships can also take many different forms. For its part in such a partnership, the City could acquire and assemble land, apply for grant monies, or pay for infrastructure improvements to encourage the success of a development project or projects.

The Master Plan includes both interim and long range scenarios for the shopping center located at the northwest corner of Broward Boulevard and 441. An interim strategy for this shopping center could include reconfiguration of the center to cater to retail uses targeted to the clients of the public service agencies immediately to the north. A developer with experience in similar projects has estimated the cost of such a shopping center redevelopment at \$4 million to \$5 million. The Master Plan's long range scenario for this same site indicates an intensive mixed-use project including office and retail, in a "mainstreet" configuration. A local example of such a project is Mizner Park, in Boca Raton, which included total development costs in excess of \$40 million.

Using the above as a rough guide, costs for redevelopment of the entire Four Corners could range from \$20 million for short term improvements aimed at leasing the existing space, to in excess of \$100 million for the creation of high quality, intensive developments. Clearly, the City's involvement could take many forms, ranging from non-participation, to active partnering in order to bring about interim or long range redevelopment.

Cost estimates can be no more accurate or detailed than the plan they are based on. When costs are based on a conceptual plan, such as the Gateway 7 Master Plan, they are necessarily rough estimates that depend ultimately on the final design of the plan's elements.

The cost estimates included here are limited to selected elements of the Master Plan that can be reasonably defined prior to actual design. These are provided as examples of potential costs for portions of the plan. It should be emphasized that these estimated costs do not include all costs for ultimate implementation of the Master Plan. Not included in these



estimates is the cost of land acquisition, demolition, or direct City involvement in the financing, or construction of any potential public-private partnership projects.

ESTIMATED CONSTRUCTION COSTS FOR SELECTED PLAN ELEMENTS	
Pocket Park in SE Quadrant	\$82,633.00
Gateway Features for Four Corners	\$42,762.00
Detention Lake Park	\$253,337.00
Circulation System for Artisan District	\$302,798.00
Linear Park / Greenway, SE Quadrant	\$318,188.00
1400 LF 2-Lane Roadway	\$561,366.00
Circulation System for SW Corner, Four Corners	\$431,510.00
Park at SE Corner, Four Corners	\$155,858.00
Gateway Features for Southern End of Corridor	\$28,508.00
Gateway Features for Northern End of Corridor	\$28,508.00
Linear Park / Greenway, NE Quadrant	\$644,302.00
Circulation System for NW Quadrant	<u>\$339,309.00</u>
<b>Total Construction Costs for Selected Elements</b>	<b>\$3,189,079.00</b>