

## Action Plan

- Incorporate zoning recommendations
- Adopt the design guidelines
- Develop architectural review board
- Add the project bank of improvement program
- Approve the Community Redevelopment Agency as the administering body for the master plan, with a designated permitting liaison

Prepared by:  
**CORRADINO**  
CARR SMITH CORRADINO

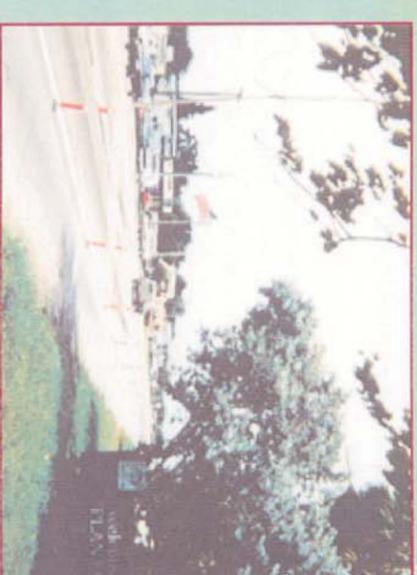
# Executive Summary Gateway Implementation Plan

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Prepared for:  
**CITY OF PLANTATION**



Prepared by:  
**CORRADINO**  
CARR SMITH CORRADINO





State Road 7, from Davie Boulevard to Broward Boulevard, is the eastern border and gateway into the City of Plantation, Florida. 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 and design guidelines 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.

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.

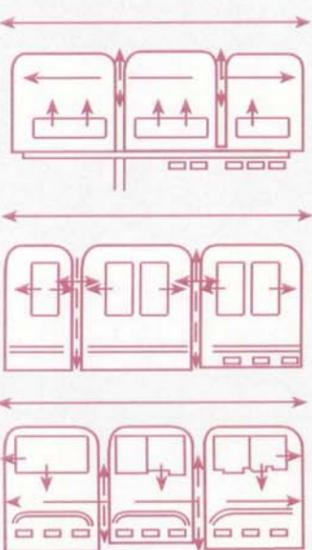
**Master Plan**

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

- **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.

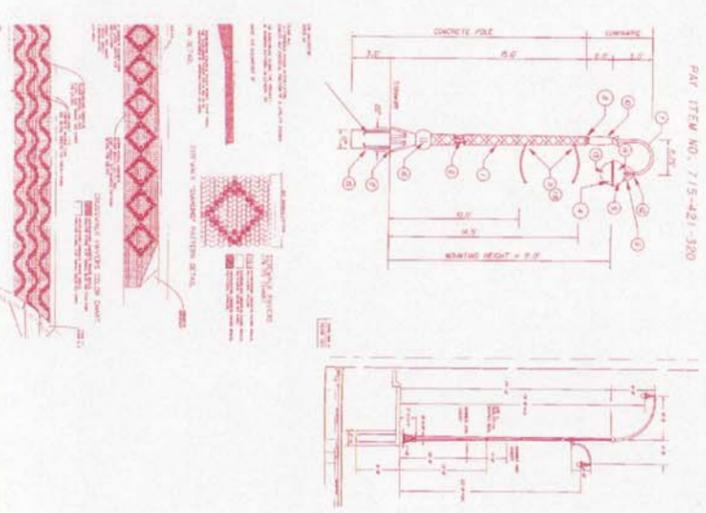


*This pattern of circulation limits accessibility*



*Conventional, Hybrid, Neo-traditional configurations*

*Lighting and brick paver designs*



The State Road 7 corridor may be positioned to capture a portion of this demand, with an opportunity to attract tenants seeking newer space who may otherwise be “priced-out” of the surrounding markets.

	Estimated Avg. Net Lease Rate	Estimated Avg. Expense Pass-Thru	Estimated Avg. Gross Lease Rate	Occupancy
State Road 7 Corridor 1	\$8.50/sq.ft.	\$3.25/sq.ft.	\$11.75/sq.ft.	56.0%
West of State Road 7 2	\$15.25/sq.ft.	\$3.50/sq.ft.	\$18.75/sq.ft.	85.0%

Source: Refer to Market Assessment Memorandum

**Residential**

The State Road 7 corridor’s stable middle income neighborhood supports townhome residential development that is compatible with professional office development and quality retail services. Overall, residential development is likely the easiest of all uses to effectuate and the presence of new “rooftops” will only improve the impression among the development and business community regarding the potential of State Road 7.

**Financial Analysis**

Lambert Advisory identified two key development scenarios which can serve as a catalyst for future private investment. This considers market-based assumptions, as well as site acquisition and development costs provided by Keith & Schnars, PA. The City’s potential financial support for these programs has been estimated to be:

- **Hybrid Retail** – represents a 120,000 square foot potentially Caribbean-theme retail center requiring approximately \$2.8 million to \$3.8 million investment from the City.
- **Office Building** – represents a 49,000 square foot office complex with ground floor retail. The City’s investment is estimated to range from \$5.5 million to \$6.5 million, although the investment can be substantially reduced if less land is purchased or additional office space is developed on the property.

**Overall Conclusions**

The Gateway 7 corridor will be able to leverage strong market dynamics and trends to capture growing demand for specialized retail, office and homeownership (townhome) development. These uses can serve as a catalyst for further investment and redevelopment within the corridor; however, at this pioneering stage, each of the uses will require an investment beyond roadway and landscaping improvements, and public sector participation is the primary commitment needed to improve the overall market dynamics and flow along State Road 7.

The market assessment supports the Gateway 7 Conceptual Plan’s presumption that there can be enhanced development of mixed-use character and use within specific nodes throughout the corridor.

## Market Assessment & Financial Analysis

Based upon the Gateway 7 market assessment and financial analysis prepared by Lambert Advisory, the most notable real estate uses and investment parameters include:

### Retail

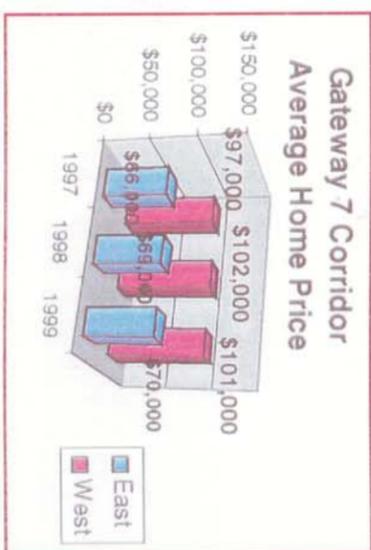
The State Road 7 corridor is a solid middle class neighborhood with steady population growth, strengthening home sales activity, and median household income of nearly \$44,000.

Source: Refer to Market Assessment Memorandum  
Although the corridor's demographic characteristics continue to strengthen, the retail sector is performing poorly.

This is due in great part to the reinvestment in retail centers to the west of State Road 7 (along Broward Boulevard), which has pulled from the Gateway 7. Therefore, the corridor will need to be differentiated from the traditional strip center, supermarkets and anchored centers to the west.

### Office

The State Road 7 corridor has experienced modest office investment, primarily comprised of medical/office complexes and small office buildings. Collectively, the corridor's office market is experiencing high vacancy and low rental rates. In contrast, there has been significant new office development and absorption in other areas of central/western Broward County creating strong demand for higher quality Class A/B product and professional medical space.



	Estimated Avg. Net Lease Rate	Estimated Avg. Expense Pass-Thru	Estimated Avg. Gross Lease Rate	Occupancy
Plantation Office Market – Class A/B <sub>1</sub>	\$14.75/sq.ft.	\$6.25/sq.ft.	\$21.00/sq.ft.	79.8%
Plantation Professional Office <sub>2</sub>	N/a	n/a	\$15.50/sq.ft.	77.0%
Western Broward Office Market <sub>3</sub>	N/a	N/a	\$18.00/sq.ft.	79.5%

Source: Refer to Market Assessment

## Design Guidelines

Provide detail for use by City planners and local developers during the project development and focus on achieving a common theme by adhering to a set of guidelines for design. The guidelines include:

### 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.

### 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.

### 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. 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. These recommendations should be further developed and adopted in the City's zoning bylaws.

## Conceptual Master Plan



## Implementation Plan

The Implementation Plan is a guidebook for positive economic development for the Gateway 7 District in Plantation. It identifies a plan to begin building the vision established in the Conceptual Master Plan with zoning recommendations, a prioritized project bank of improvements and funding alternatives, master plan administration, and a market study. These elements fit into a fifteen-year work plan which can be developed into the City's Capital Improvement Program.

## Zoning Analysis

The zoning recommendations provide a plan to develop a new overlay district for the Gateway 7 District with eight subdistricts. Recommendations for new zoning requirements will ensure building configurations, setbacks and land uses are adhered to as specified in the Conceptual Master Plan. Also examined are the recommendations' consistency with the Comprehensive Plan and Land Use Element.

### Create a New Gateway 7 Zoning District

To eliminate confusion in incorporating the Conceptual Master Plan into the City's zoning codes, the present system of 8 separate zoning districts, each modified by the SPL-2 Overlay District, should be replaced by a new Gateway 7 district. The new zoning district would be made up of eight "subdistricts." Each subdistrict would encourage the uses and configurations called for in the Conceptual Master Plan. The new districts would include the following:

1. Autowall Subdistrict
2. Hospital Subdistrict
3. Hybrid Commercial Subdistrict
4. Four Corners West Subdistrict
5. Four Corners East Subdistrict
6. Professional Office Subdistrict
7. Artisan Subdistrict
8. Conventional Commercial Subdistrict

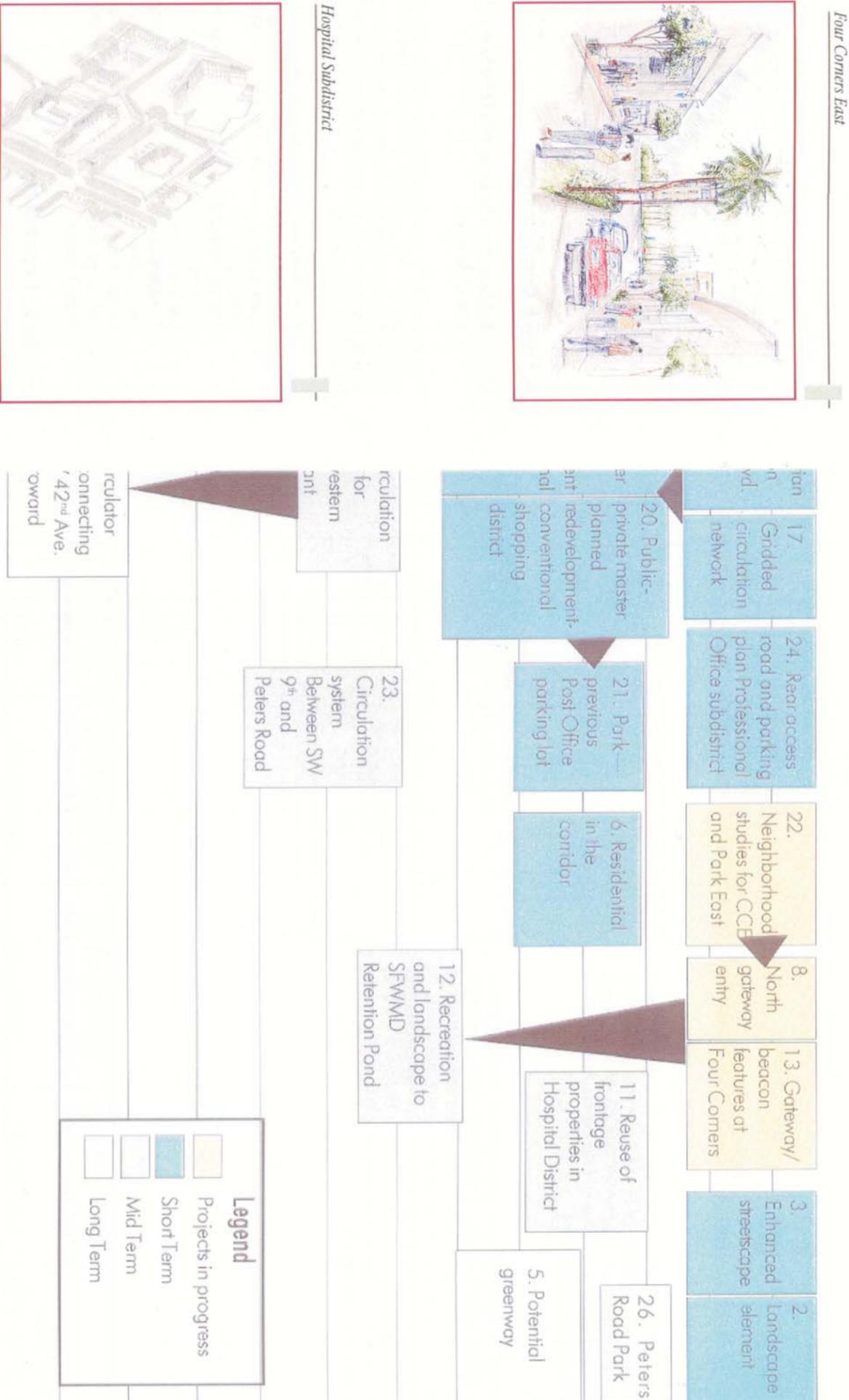
### Comprehensive Plan

In order to strengthen the Gateway 7 Master Plan's legal and regulatory foundation, the City should:  
 Amend the Land Use element to include purely residential uses, as implied in the Market Study; and  
 Consider adding the Gateway 7 Master Plan as an additional neighborhood to the Comprehensive Plan's optional Community Design Element.

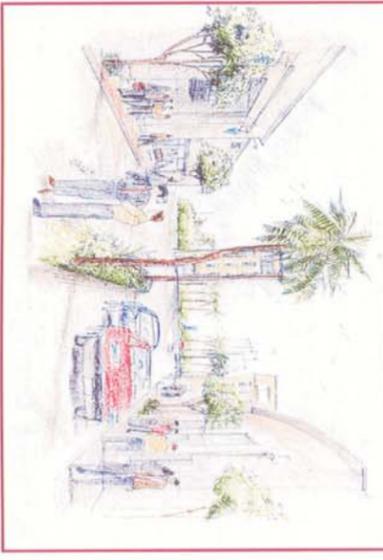
### Fees in Lieu of Landscaping and Parking

The City should implement a system which allows reduced on-site levels of landscaped open space and parking if developers pay a fee, to be determined by the City. This would provide:  
 Landscaping off site, at predetermined locations, including public easements and public parks,  
 Parking off site, at predetermined locations, including land acquisition and construction of parking facilities available to multiple parcels;  
 A system of fees as incentives for redevelopment; and  
 Discounted fees for parcels which are developed to meet new compliance standards

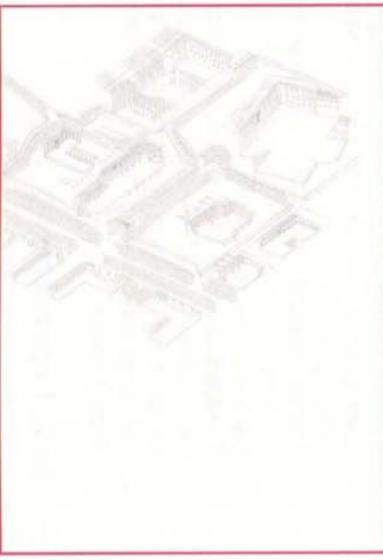
## Fifteen-Year Work Plan



Four Corners East



Hospital Subdistrict



## Master Plan Administration

The Gateway 7 Conceptual Plan is expected to be implemented over a fifteen-year period. This time frame has been further broken down into a short-term horizon of the first five years (in order to coincide with the Five-year Capital Improvement Plan cycle) and a mid-term horizon of five to ten years. In addition, some projects will have a long-term status of fifteen years.

It is recommended that the proposed CRA Board have responsibility for the administration of the Gateway 7 Master Plan. While at the time of this writing the exact makeup of the CRA Board has not been determined, the CRA Board is a logical choice for Master Plan administration.

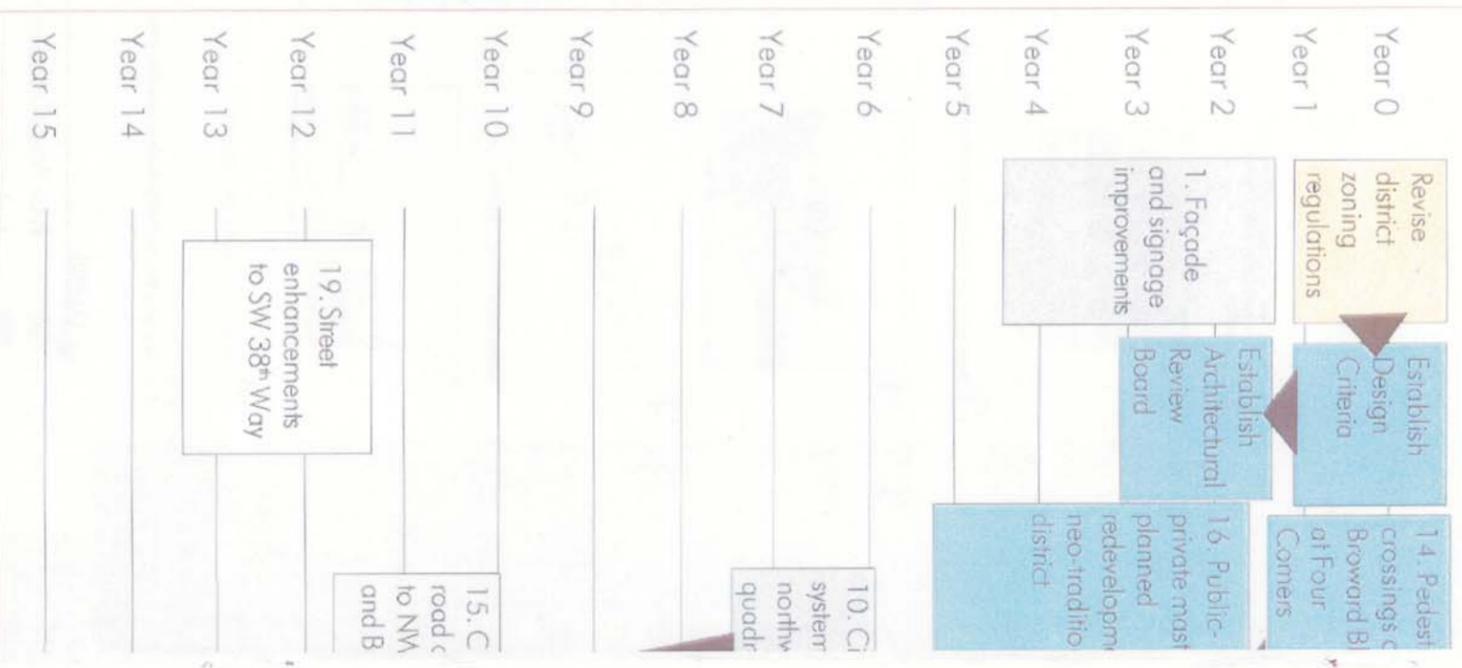
### Landscape Element



### Pedestrian Enhancements



### Gateway Feature



## Proposed Zoning Changes within SP-2 District



**Code Compliance Fund**  
The City should consider subsidizing improvements that bring existing or new buildings into code compliance, especially when life safety is an issue.

### Developer/Permitting Liaison

An individual familiar with the City's goals for Gateway 7 and City permitting requirements should be empowered to work with developers interested in building in compliance with the Conceptual Master Plan and facilitate the permitting of such projects.

### Frame the Edge of the Right of Way

The City should begin a program of installing a hedge or other low edge treatment along the frontage of all properties fronting SR 7. The City's landscape architect should design the treatment based on the recommendations in the Conceptual Master Plan.

### Architectural Review Board

A board should be established to oversee new and renovated building designs in terms of their architectural integrity.

## Program of Interrelated Projects

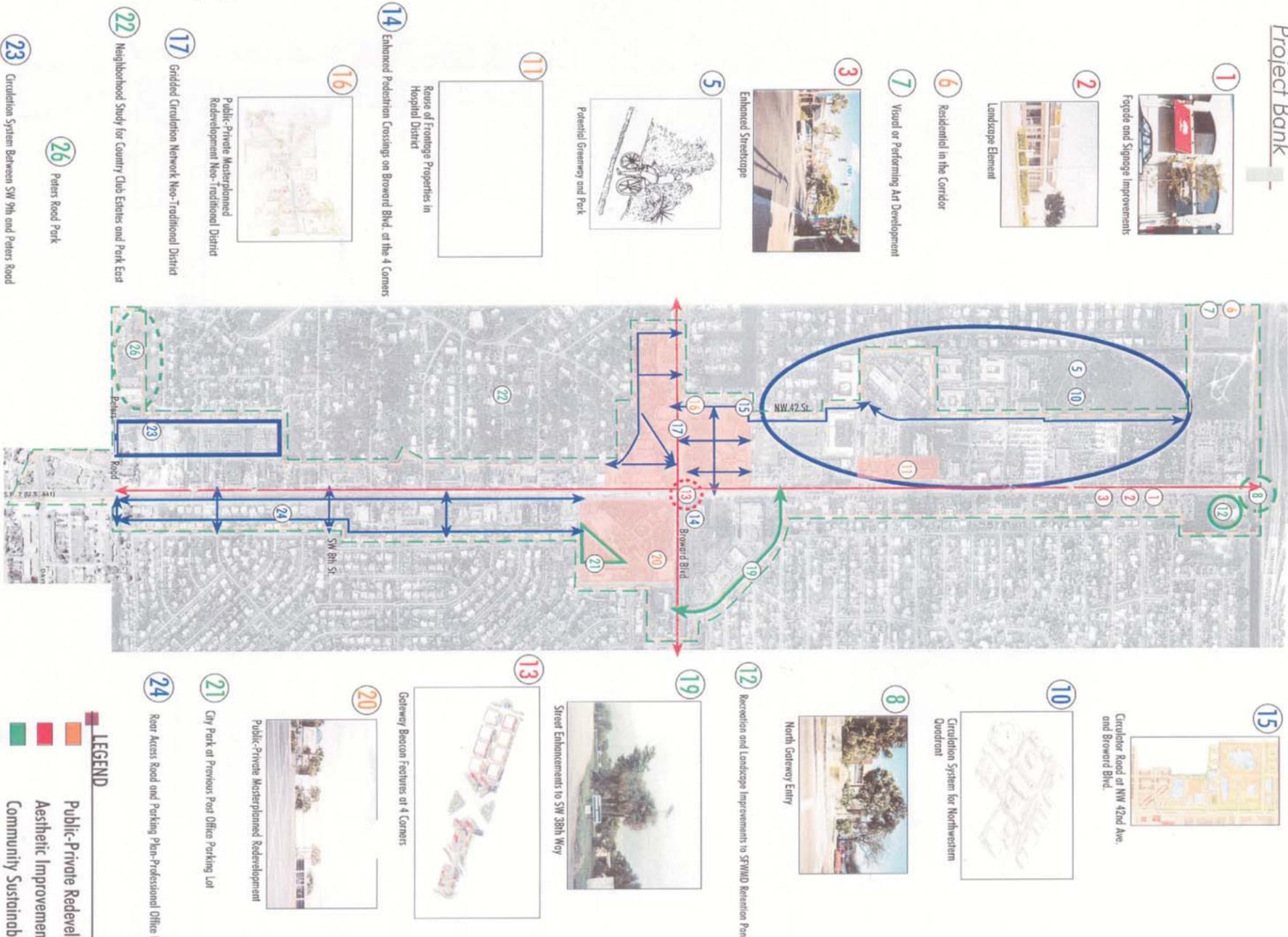
The following Gateway 7 Project Bank contains information on projects that have been proposed for redeveloping SR7 in the City of Plantation. Projects are categorized in four areas:

Aesthetic Improvements  
 Circulation and Infrastructure  
 Community Sustainability Projects  
 Public-Private Redevelopment Efforts

The Program of Interrelated Projects highlights a 23 project bank of improvements. Each project includes a project description, needs and benefits analysis, requirements, funding strategies, likely sponsorship, and prioritization based on need, duration of construction, general effectiveness in promoting positive change. These projects include:

1. Facade and signage improvements
2. Landscape element
3. Enhanced streetscape
4. Potential greenway and park
5. Residential in the corridor
6. Visual or Performing Arts Development
7. North Gateway Entry
8. Circulation system for northwestern quadrant
9. Reuse of Frontage Properties in Hospital District
10. Recreation and landscape improvements to South Florida Water Management District retention pond
11. Gateway/Beacon features at all four corners
12. Enhanced pedestrian crossings on Broward Blvd. at four corners
13. Circulator road at NW 42nd Avenue and Broward Blvd.
14. Public-private master planned redevelopment neo-traditional district
15. Gridded circulation network neo-traditional district
16. Post office relocation and construction
17. Street enhancements to SW 38th Way
18. Public-private master planned redevelopment conventional shopping district
19. Park Previous Post Office Parking Lot
20. Neighborhood study for Country Club Estates and Park East
21. Circulation System Between SW 9th and Peters Road
22. Rear access road and parking plan Professional Office District
23. Park for Country Club Estates

## Project Bank



These projects resulted from a visioning and planning process documented as the Gateway 7 Master Plan and Design Guidelines.

Included for each project are:

1. Cost estimates
2. Potential funding sources
3. Project Sponsorship
4. Project Prioritization

### Cost Estimates

Cost estimates for each project consider planning, design, and construction to make a more accurate assessment of funding requirements.

### Funding Sources

Potential funding sources are highlighted in the project bank to demonstrate the cost feasibility of individual projects. Many of these potential sources change yearly; therefore, identification of funding sources should be strategic in nature and updated on an annual basis. Additionally, many of the funding sources will require a partnership with other agencies and jurisdictions. The funding sources were selected with the full scope of the corridor projects in mind, and relate to the ways in which similar projects have been paid for in the past.

### Project Sponsorship

Project sponsorships identify City departments to administer specific projects recommended as part of the project bank. Because implementation of the Master Plan is expected to be a 15-year process. The CRA should assume primary responsibility in administering the Master Plan, with support from City, County, and State departments. Therefore, it is important that the Plantation City Council, the proposed Community Redevelopment Agency (CRA), the Florida Department of Transportation (FDOT), and Broward County, as well as other departments and agencies, establish an ongoing working relationship with the CRA to ensure that the Master Plan is implemented consistently with the plan's intent.

### Project Prioritization

Projects are then prioritized in matrices based on four project types: Public-Private Redevelopment Efforts, Aesthetic Improvements, Circulation and Infrastructure, and Community Sustainability. Within each matrix, projects are assigned a total score dependent on their ability to promote and enhance redevelopment, enhance the visual quality of the corridor, contribute to more livable and sustainable neighborhoods, and promote opportunities for improved circulation.

**LEGEND**

- Public-Private Redevelopment Efforts
- Aesthetic Improvements
- Community Sustainability
- Circulation and Infrastructure