



# SR A1A CORRIDOR POMPANO BEACH Transformation Plan

MAY 2016

*prepared for:*

**City of  
Pompano Beach**



Florida's Warmest Welcome

*prepared by:*



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# CITY OF POMPANO BEACH

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## TRANSPORTATION CORRIDORS STUDY FOR SR A1A

### Transformation Plan

May 2016

## ACKNOWLEDGEMENTS

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### SPECIAL THANK YOU FOR ADVISORY SUPPORT

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INTRODUCTION

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## BACKGROUND

### POMPANO BEACH

The City of Pompano Beach is at the geographic center of the tri-county Southeast Florida region known as the Gold Coast. Residents prefer to live here because of available housing in a variety of styles and prices; easy access to employment; and the wealth of area services, education, recreation, travel, and entertainment options. Businesses are drawn to Pompano Beach in particular because of its roadway and rail transportation access to the surrounding region and the City's large and diverse supply of industrial and commercial properties.

The City understands the importance of a strong economic base to support the needs of the community, provide jobs for residents, and compete as a tourist destination. Economic strategy is an integral part of community development. By nurturing attractive and sustainable business\*, workforce, and residential assets, the overall quality of life in the community is enriched. With that in mind, elected officials in Pompano Beach had the foresight to create a strategy for the future by identifying visions to transform and revitalize several important corridors in the City.

*\*Sustainable Business – Management and coordination of environmental, social, and financial risks, obligations and opportunities (the triple bottom line of profits, people, and planet) to ensure responsible, ethical, and ongoing success.*

**FIGURE 1.1** *The Gold Coast is a premier destination for both land and water activities*



### CORRIDOR PROJECT

Corridors create the framework for a city. They offer a diverse and connected network of transportation choices and provide people the opportunity to choose from a variety of routes and modes. Corridors not only provide linkages to regional and local destinations and serve as gateways to the city and its neighborhoods and districts, but they often function as destinations and focal points of a community's employment, retail, civic, and recreation needs. Successful corridors fit into the context of the community and provide accessibility to both drivers and non-drivers.

The objective of the SR A1A (Ocean Boulevard) corridor project is to create a Transformation Plan that identifies an economic development strategy focused on strengthening the existing beach base and finding opportunities for attracting new businesses and job growth. A "complete streets" approach has been used to consider appropriate design modifications that provide a clear picture of the corridor and a set of strategies for the future given the unique assets and character of SR A1A.

Complete streets is an approach that encourages roadways to be planned, designed, operated and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation, be it walking, bicycling, driving, riding public transportation or delivering goods.

## CONTEXT

### STATE ROUTE A1A

FIGURE 1.2 Pompano Beach – Sun and sand: activities for everyone.



FIGURE 1.3 Hillsboro Inlet provides access to the Intracoastal Waterway and Atlantic Ocean



SR A1A is a north-south road that runs along Florida's east coast Atlantic Ocean barrier islands, generally separated from the mainland by the Intracoastal Waterway (ICW). It is associated with a laid-back beach culture and lifestyle popularized in literature, music and movies and is known for its scenery and ocean vistas. Broward County is in the heart of the Gold Coast, one of Florida's most popular tourist destinations. Within the County, SR A1A runs through 9 unique communities with over 23 miles of beaches, including Pompano Beach, which is known for its fine golden sand and wide beach - over 3 miles long and in places reaching 100-150 yards wide. The Clean Beaches Council designated Pompano Beach as a Blue Waves beach, an environmental certification that increases public awareness of environmental systems and preserves coastal heritage.

In 2009, the State of Florida designated SR A1A in Broward County as a Florida Scenic Highway. The Florida Scenic Highways program is a grass-roots effort that increases awareness of the State's historic and essential resources, including cultural, recreational, natural, archeological, historic and scenic - which collectively enhance the overall traveling experience for both residents and visitors. Program participation provides awareness and benefits to the area such as resource preservation, enhancement, and protection through a sustainable balance of conservation and land use.

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# EXISTING CONDITIONS

## SETTING

Pompano Beach is the quintessential Florida beach destination. It has a small town vibe but is conveniently located to both the Fort Lauderdale and Palm Beach urban areas. Pompano Beach has activities for tourists and recreational enthusiasts and is known for its water sports, boating, fishing and off-shore reef diving that is accessible to both snorkelers and SCUBA divers. SR A1A bisects the barrier island, with a mix of residential units, vacation rentals, hotels, timeshares, parking, civic venues, dining, shopping and open space located on either side of the roadway.

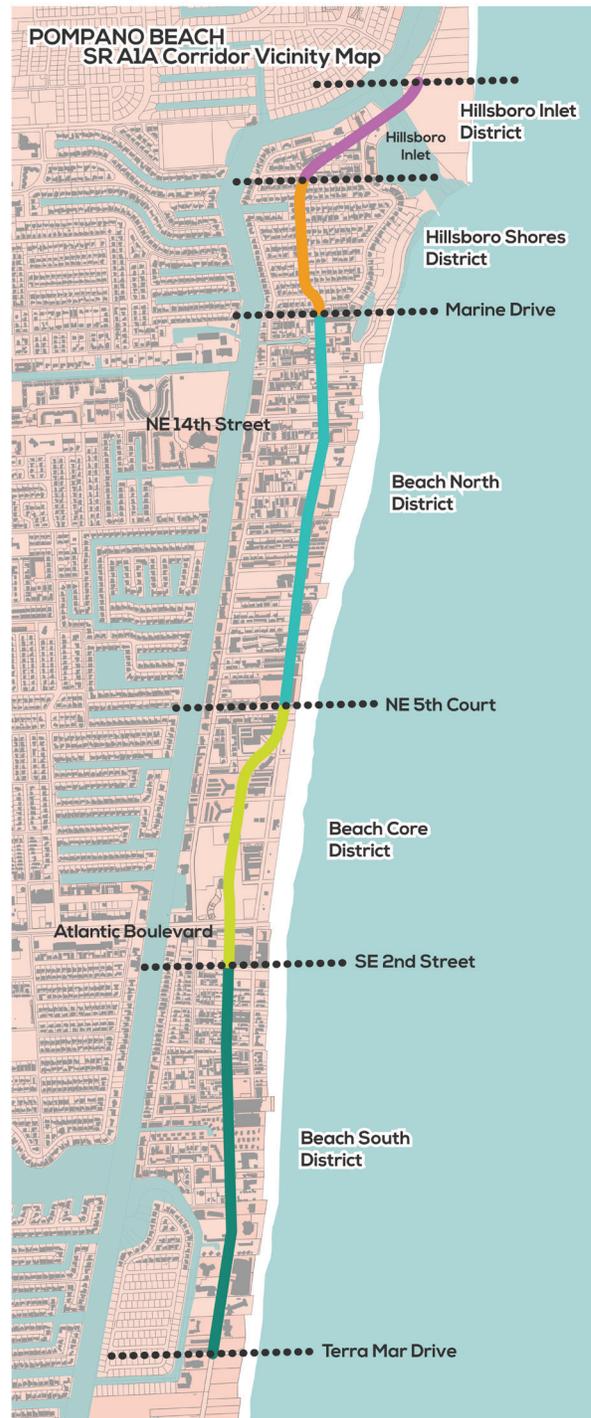
Hotels are predominantly oriented towards the ocean along SR A1A and residential uses are located along the Intracoastal Waterway and internal portions of the barrier island. Most hotels have ancillary restaurants and shops intended primarily for the use of guests. These uses are often located within the site where they are not visible, or marketed, for the public. Most areas along the corridor are comprised of single uses, lacking mixed-use patterns that promote walkability and a more active pedestrian environment.

In addition to access to Pompano Beach from the north and south along the SR A1A corridor, there are two bridges that connect the barrier island to the mainland. NE 14th Street runs from SR A1A to Federal Highway (US 1) and carries a good portion of local traffic. Atlantic Boulevard runs from SR A1A to the Sawgrass Expressway, crossing Interstate 95 and Florida's Turnpike along the way. It is a regional access and the primary gateway into Pompano Beach.

Based on published traffic counts, traffic volume on SR A1A is less than the roadway capacity. However, traffic problems emerge because of the driving behavior of motorists, such as slowing for sightseeing, recirculating for parking/loading or beach cruising. The three drawbridges accessing the corridor also create problems that can be expected to worsen over time.

There are several distinct districts along the SR A1A corridor, each recognizable and having its own identity, personality and character of the urban environment – streets, sidewalks and built form. By emphasizing quality and cohesiveness in design of the urban environment in this project, these districts can bond as a unique whole, yet still maintain their individual character.

FIGURE 2.1 Pompano Beach District Map



The districts identified along the SR A1A corridor (from north to south) include Hillsboro Inlet, Hillsboro Shores, Beach North, Beach Core, and Beach South.

## HILLSBORO INLET DISTRICT

FIGURE 2.2 Hillsboro Inlet Park



FIGURE 2.3 Neighborhood commercial uses



FIGURE 2.4 Hillsboro Inlet Marina



FIGURE 2.5 Multi-family residential transitional development



This district spans from the Hillsboro Inlet Bridge to Norfolk Street. It is the northern gateway into Pompano Beach on SR A1A and has a mix of residential, neighborhood commercial uses, and vacant lots. Hillsboro Inlet is one of only a few connection points between the Intracoastal Waterway and the Atlantic Ocean in Broward County, and as such, this district is very water-oriented, with marina slips, fishing charters and a waterfront park with boardwalk.

## HILLSBORO SHORES DISTRICT

FIGURE 2.6 Single-family residential development



FIGURE 2.7 Typical roadway cross-section



FIGURE 2.8 Residential development buffered from SR A1A traffic



FIGURE 2.9 Mid-rise transitional development



This district spans from Norfolk Street to Marine Drive. It is primarily an established single-family residential neighborhood. Most homes access side streets and there are few driveway cuts directly on SR A1A. Low- and mid-rise development are located on either end of the district that act as transitional uses to adjoining districts.

## BEACH NORTH DISTRICT

FIGURE 2.10 *High-rise multi-family and typical roadway cross-section*



FIGURE 2.11 *Scattered single-family lots*



FIGURE 2.12 *Mid-rise development*



FIGURE 2.13 *North Ocean Park*



This district spans from Marine Drive to NE 5th Street. It contains a typical beachfront development mix with scattered older single-family residences; low-, mid-, and high-rise multi-family residential units; motels and hotels; civic uses; surface parking and vacant lots. There are ten City-identified beach access points in this district, as well as a beach park with a pavilion, restrooms, and a picnic area. There are no freestanding commercial uses in this district – the only retail services are those available in individual developments.

**BEACH CORE DISTRICT**

FIGURE 2.14 Pompano Beach facilities and walkways



FIGURE 2.15 Roadway cross-section and pedestrian walkways



This district spans from NE 5th Street to SE 2nd Street. It is the heart of Pompano Beach and has a mix of newer mid- and high-rise multi-family residential units, civic and commercial uses, vacant lots, and surface parking. There is unlimited beach access, as well as a variety of facilities including restrooms, showers, picnic tables and grills, shelters, an outdoor gym and a children’s playground. The Pompano Beach Municipal Pier is open 24 hours a day, has a concession stand and tackle shop, and offers opportunities for walking, sitting and fishing. Construction is underway near the pier on a parking structure, restaurants, and mixed-use development.

FIGURE 2.16 Civic uses – Fire Station



FIGURE 2.17 Beach public spaces



## BEACH SOUTH DISTRICT

FIGURE 2.18 *High-rise multi-family and typical roadway cross-section*



FIGURE 2.19 *Mid-rise development*



FIGURE 2.20 *Retail uses*



FIGURE 2.21 *Scattered single-family lots*



This District spans from SE 2nd Street to Terra Mar Drive. It is the southern gateway into Pompano Beach on SR A1A and contains a typical beachfront mix with scattered older single-family residences, low-, mid- and high-rise multi-family residential units, motels and hotels, neighborhood commercial uses, surface parking, and vacant lots. There are eight City-identified beach access points in this district.

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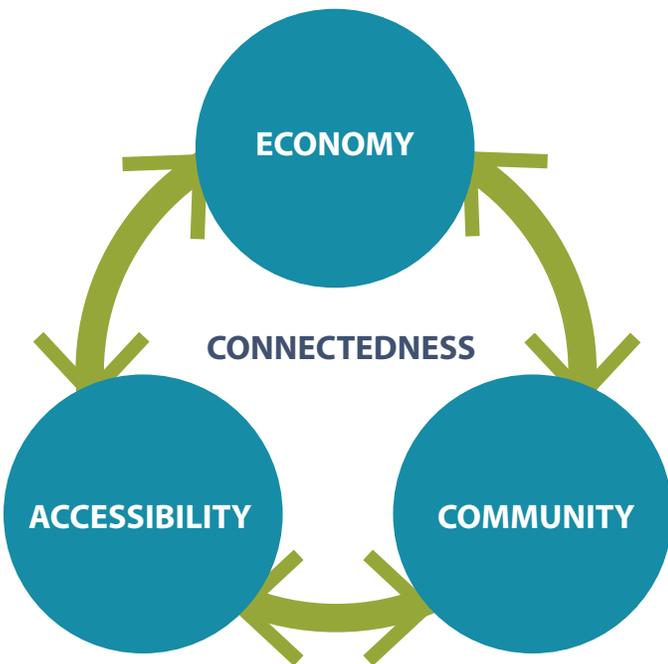
CORRIDOR VISION

## BEACH AREA VISION

A vision for the future of the SR A1A corridor that transcends the status quo and has staying power beyond the short term must be based on common goals and core values of the community. Once identified, the vision and subsequent implementation strategies should be aligned with these core values. These values are not likely to change over time and provide a good framework for guiding the community (government, citizens, businesses and other organizations) as it moves forward.

The challenges and opportunities identified on this page provided context that guided the development of scenarios and strategies for consideration in the Transformation Plan. The Figure 3.1 depicts the context relationships that form the framework for the vision.

FIGURE 3.1 *Context relationships for Vision elements*



## CHALLENGES

The key challenges of the SR A1A corridor reflect its unique character and location within the region as a destination. In many ways, these challenges are the result of the City’s success over the last decade and the transitions that have occurred in terms of overall growth. The following challenges were identified as context was established for the project:

- ▶ North/south vehicular movement along SR A1A conflicts with the east/west pedestrian travel between the beach, parking, lodging, shopping and dining areas
- ▶ Bicyclists, both casual riders and serious athletes, use SR A1A during all hours of the day and night for beach cruising, running errands, and training; however, the increased use has also caused an increase in accidents, with inattentive drivers of both vehicles and bicycles at fault.
- ▶ Minimal population growth, an older population, seasonal housing and proximity to Federal Highway restrains new retail development
- ▶ Destinations are not clearly identified by a distinct navigational system that guides visitors in an orderly and logical fashion
- ▶ Circulation and parking are important issues as the corridor grows since there are limited access points to the barrier island

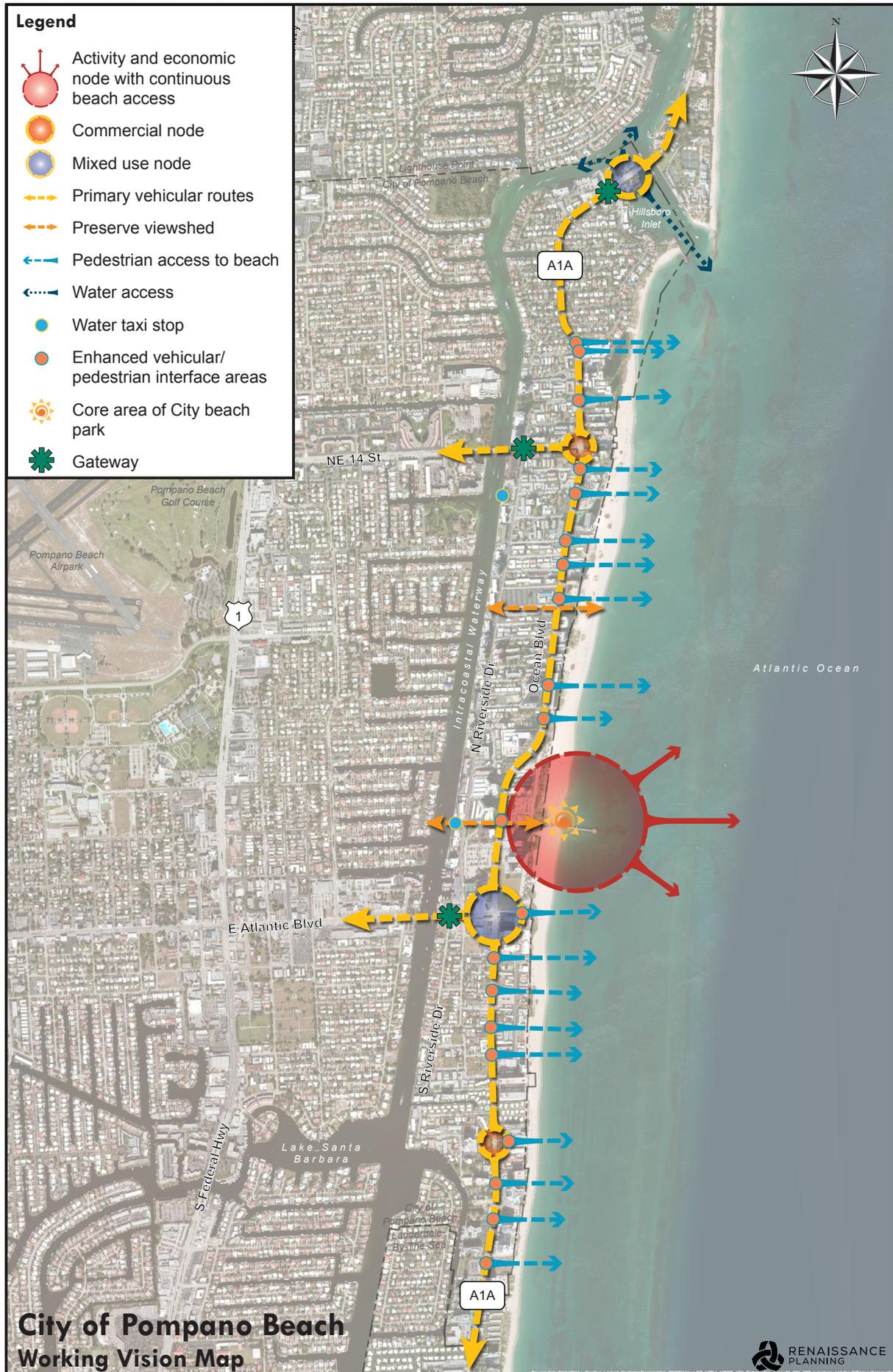
## OPPORTUNITIES

Pompano Beach is a year round destination for both locals and tourists who want to enjoy the beautiful weather, golden beach, Atlantic Ocean, Intracoastal Waterway and the variety of activities associated with each. The beach drives the economic vitality of the area, and as such, enhancements to SR A1A should focus on improving the urban forms that provide the interface and framework of movement between and within the different areas along the corridor.

Improvements to the urban form in this project include a variety of specific implementation strategies, but generally speaking the Vision enhances the SR A1A beach corridor by:

- ▶ Providing mixed-use and commercial development nodes

FIGURE 3.2 Corridor Vision Map



- ▶ Encouraging pedestrian-friendly water- and street-facing buildings
- ▶ Creating an attractive and well-maintained sidewalk zone for pedestrians
- ▶ Adding distinctive design features that reinforce corridor and district identity
- ▶ Preserving view sheds and access points to/from the water
- ▶ Calming traffic and improving safety for all users
- ▶ Strengthening and unifying multimodal character, accessibility, connections and walkability to be effective as alternate forms of movement
- ▶ Creating more pedestrian-oriented east-west streets to improve access between the ICW, SR A1A, and the beach

The City has several site development, infrastructure and public amenity projects planned or underway along the corridor at this time. Improvements proposed in this project reinforce those efforts to provide continuity of both design and style elements.

## VISION FRAMEWORK

The project Vision establishes the SR A1A corridor goals and provides a guide for future planning efforts. It establishes a framework that identifies general locations and synergies for roadway modifications, non-motorized facility treatments, access points, connections and land uses. It is intended to clarify and confirm the direction of key development, revitalization, mobility and economic growth opportunities that will enhance and sustain the quality of life for all beach residents and strengthen the economic competitiveness of the area as a whole. The elements of the Vision may evolve over time, but its overall goals will remain constant.

The Vision for the SR A1A corridor strives to connect individual districts into a cohesive whole; connect the barrier island both physically and visually from the ICW to beach; enhance multimodal access by foot, bike, vehicle and transit; and establish multiple points of interest along the corridor (shopping, dining, entertainment, recreation and public spaces).

The Working Vision Map (Figure 3.2) serves as a useful organizing tool for further development of concepts and strategies as part of this project. It is a fluid document that provides guidance for achieving both short- and long-term goals and it defines the future development direction of the corridor's existing and emerging centers, gateways and focal points. It serves as a basis for confirming or refining various design elements and policy considerations through additional analysis and it helps create identity and a well-connected community fabric.

FIGURE 3.3 *An active and inviting public realm*



Atlantic  
Blvd  
NEXT SIGNAL

POTENTIAL STRATEGIES

# SR A1A TRANSFORMATION

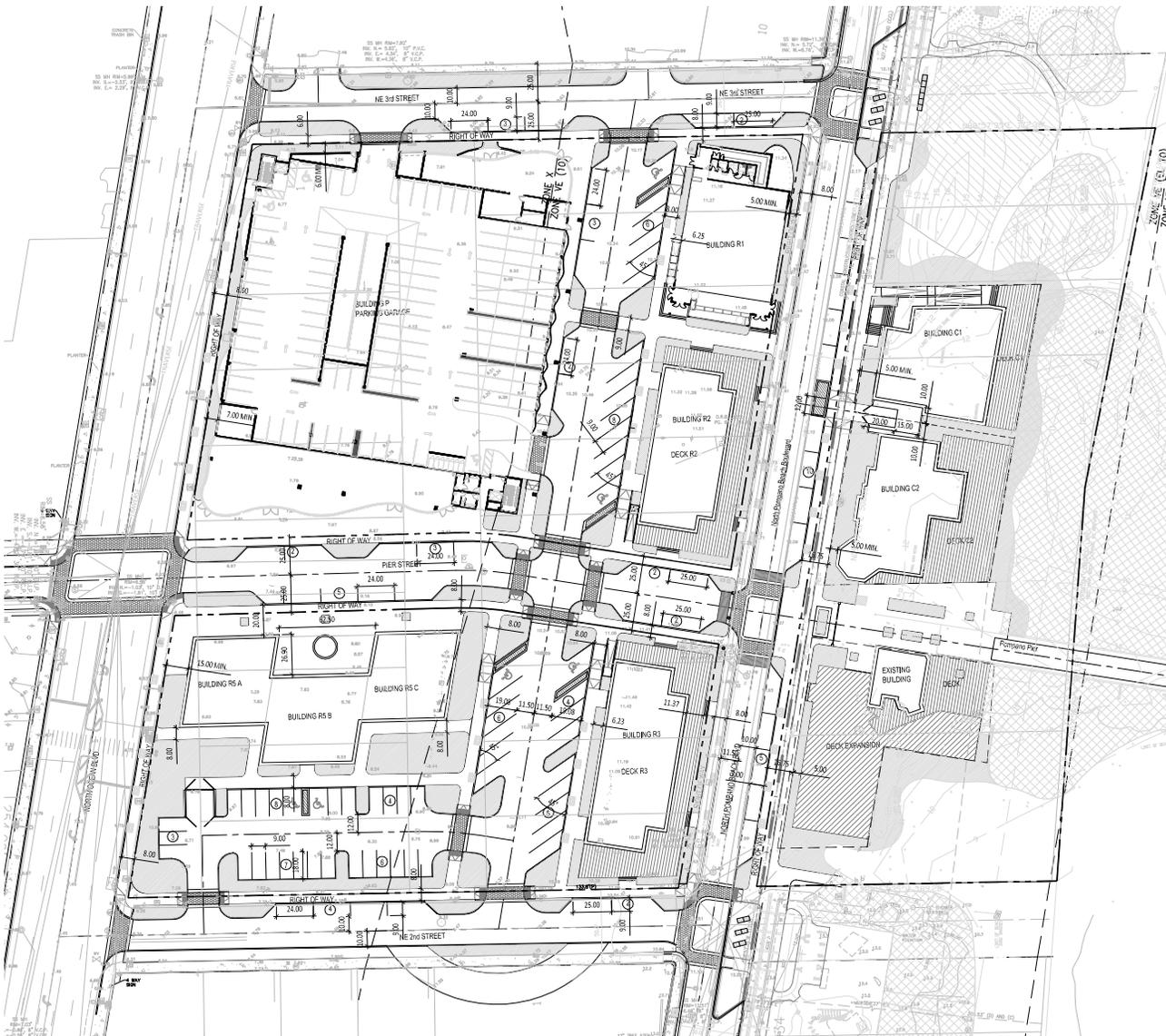
Memorable places capitalize on their assets to create a distinctive identity. Natural features such as the Atlantic Ocean, beaches and ICW waterways provide opportunities to make Pompano Beach an easily recognized and distinct destination.

The Vision will be implemented through a Strategic Plan that organizes the Vision into achievable and actionable steps that can be undertaken over time. It is a blueprint for implementation of short-, mid- and long-term priorities and actions. The Strategic Plan is intended to be a living document that can change as it is tested against time, community, resources, budget and competing needs. It will be critical for the City to keep the Plan

in focus to capitalize on unforeseen opportunities that may arise that are consistent with the goals of the Vision.

It is also important to understand that while the City has a variety of useful tools at its disposal to enable and encourage desired development activity along the SR A1A corridor, some recommendations are ultimately market-driven and based on decisions that will be made by the private sector, such as whether to sell or develop property, redevelop a building or invest in the area. Other changes may be driven by outside funding sources such as state, regional or county monies.

**FIGURE 4.1** *New development under construction surrounding the Pompano Beach pier core*



**FIGURE 4.2** Pompano Beach is an established tourist market and a driver for the local economy



**FIGURE 4.3** The Intracoastal Waterway and Atlantic Ocean in Pompano Beach are regular stops for boaters doing the Great Loop or the Crossing



**FIGURE 4.4** The new parking garage and commercial development will help provide additional destinations and amenities for both residents and visitors



## GENERAL STRATEGIES

This Transformation Plan envisions Pompano Beach as a vibrant emerging mixed-use center organized around the core beach area and at nodes along SR A1A, providing a high quality environment that evokes a sense of pride, care, community, and safety for people who live, work, and visit and creating an inviting place for all people. The City recognizes the relationship between an attractive destination and a competitive business environment and that an aesthetically appealing corridor can attract new businesses and development. The Transformation Plan is designed to reinforce existing private and public sector investments and encourage new investment.

The public realm is the common thread that connects the corridor, facilitates access, and provides places for public gathering and recreation. The character of the public realm has a great deal of influence on the overall character and experience of the corridor. The most significant unifying element of the public realm is the design of the streetscape. The streetscape contributes to the overall perception of the area and the pedestrian experience.

The strategies put forth in this Transformation Plan seek to unify the corridor and provide active public spaces and streets that organize the built environment of the corridor and adjacent areas and give them character and style. It guides how different strategies fit together as development occurs over time. The Plan establishes recommendations for transforming an automobile-oriented development pattern into a more multimodal environment where people can more easily walk or bike to work, shops, restaurants, services, recreation and public transportation.

While many recommendations of the Transformation Plan will be location-specific measures, there are a number of general strategies that can be defined on a corridor-wide basis. These recommendations for SR A1A are grouped below by movement type or function to provide for easy reference, clarity of design intent and organization of unifying elements.

## PEDESTRIAN

Pompano Beach is a place where people should park their cars and walk so that they can experience the sensations of warm sunshine and cool ocean breezes, smell the salt air, feel soft sand beneath their feet and hear the relaxing rhythm of the ocean waves breaking on the golden sand beach.

An organized, walkable, pedestrian-friendly environment encourages people to get out and explore and take advantage of what Pompano Beach has to offer. A public realm framed by buildings with walkable blocks, quality sidewalks and public spaces, lighting, landscape, and open spaces provides opportunities for shopping and dining and gathering spaces to sit, relax and people watch.

An enhanced pedestrian environment will attract new residents, businesses and visitors. The following strategies will help advance corridor revitalization while creating safe public spaces and generating a greater sense of community pride:

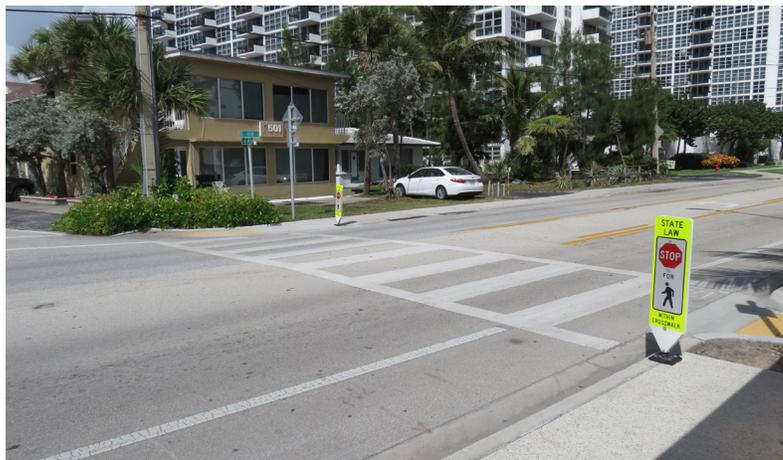
### ACTION ITEM

**Standardize crosswalk design:** There are several types of pavement markings at pedestrian crossings of SR A1A, including ladder, continental and transverse patterns. Each has a different degree of visibility and perception to approaching drivers. Studies have shown that the ladder pattern provides high visual contrast to the surface of the street and is easily recognized by both drivers and pedestrians. Standardize the design of all crosswalks across SR A1A to the ladder pattern (See Figure 4.5 for example of ladder pattern) using retroreflective thermoplastic materials, making pedestrian crossing areas more easily visible and recognizable to both motorists and pedestrians.

### ACTION ITEM

**Enhance unregulated crosswalks:** Midblock crossings pose the most danger to pedestrians. Drivers often cannot perceive a marked midblock crossing quickly enough to react to pedestrians in the roadway. At the same time, pedestrians feel safer in a marked crosswalk and expect motorists to act more cautiously. Install rectangle rapid flash beacons (RRFB) or LED beacons on crosswalk signage (See Figure 4.7 for example of RRFB) to make midblock crossings more

**FIGURE 4.5** Typical unregulated pedestrian crossing of SR A1A with ladder style pavement markings and warning signs (existing)



**FIGURE 4.6** Typical regulated pedestrian crossing of SR A1A with ladder style pavement markings and traffic signal (existing)



**FIGURE 4.7** Pedestrian crossing sign with RRFB (recommended)



**FIGURE 4.8** Typical curb ramp [existing]



**FIGURE 4.9** Tactile warning strip where curb ramp meets the roadway edge [existing]



**FIGURE 4.10** Typical streetscape elements found along the beachfront [existing and recommended]



easily identifiable to both motorists and pedestrians. RRFBs typically get their power from standalone solar panel units mounted on top of the support pole. Manual push-button or automated passive (video or infrared) devices should be utilized for pedestrian detection and beacon activation.

#### ACTION ITEM

**Improve mobility around curb ramps:** Curb ramps provide access between the sidewalk and roadway for people who use wheelchairs. Ideally, there should be a landing at the top of the ramp so that a wheelchair can turn without having to negotiate the sloped side flares (See Figure 4.8). The landing also improves through travel on the sidewalk so that all users do not have to travel through the curb ramp. At many curb ramp locations along SR A1A, there is no landing, or if there is one, there are streetscape elements restricting maneuvering room. Where possible and appropriate, provide a landing or bypass at sidewalks adjacent to curb ramps to better accommodate both wheelchair users and pedestrian through travel.

#### ACTION ITEM

**Enhance transitions at curb ramps:** The detectable warning surface at the bottom of the curb ramp alerts visually impaired users of the transition between the sidewalk and roadway. The warning surface should be installed across the full width of the ramp (See Figure 4.9). There are a variety of detectable warning surfaces treatments and widths at curb ramps along SR A1A. The City has begun to use yellow polyurethane mats with truncated domes at ramps and grade changes along SR A1A, per FDOT recommendations. Expand this program wherever possible in retrofitting, new development, and as maintenance issues arise.

#### ACTION ITEM

**Define a streetscape palette:** The use of similar streetscape elements along SR A1A can provide greater visual continuity. While the streetscape elements may differ from district to district based on functionality, a common style creates organization throughout the corridor (see Appendix A for additional guidance). Currently, there are different types of benches, trash receptacles, bus shelters, lights, and signs along SR A1A. Create a palette of streetscape elements that can be used throughout the corridor. Change out non-conforming elements as time and funding permit.

Continue the palette started for the E. Atlantic Blvd. corridor. Materials should focus on light and modern designs and embrace the nautical theme. Benches should incorporate simple designs with clean lines, with other amenities coming from the same (or similar) manufacturer product line for complementary appearance. The color palette should emphasize light colors and pastels with accent colors incorporated.

**ACTION ITEM**

**Create new beach access markers:** There are signs located at each beach access point along SR A1A (See Figure 4.11). However, these signs are sometimes small and hard to see and have different designs; they are often lost in landscape beds or are adjacent to other signs. Signs should be easily seen and read from the sidewalk so that pedestrians can identify convenient beach access points. This is especially important for pedestrians on the west side of SR A1A who need to determine where they should cross the roadway. Design new signs or vertical monuments that can be easily seen and clearly delineate access points to the beach.

**ACTION ITEM**

**Add wayfinding:** At the pedestrian level, wayfinding should incorporate maps and informational devices to tell visitors where they are, where they want to go and how they get there. Visitors are more inclined to walk to destinations and venture further knowing that wayfinding information will be available when and if they need it. Destinations are more easily found and the potential complexities of an unfamiliar urban environment are simplified. The City has begun a wayfinding program. Part of that program should include kiosks with maps, destinations, and other information at key pedestrian spaces and arrival points, such as the Municipal Pier, Hillsboro Inlet, water taxi stops, City parking structure, and E. Atlantic Blvd./SR A1A area.

**ACTION ITEM**

**Remove obstacles in sidewalk:** There are many places along the corridor where signs or infrastructure elements are located in the sidewalk (See Figure 4.13). This is a danger to pedestrians, especially at night. It can be especially troublesome for people maneuvering in wheelchairs. Where possible, remove obstacles from sidewalks and place in adjacent grassed areas or landscape beds.

**FIGURE 4.11** Typical Beach Access Point sign along SR A1A (existing)



**FIGURE 4.12** Wayfinding sign that has become unreadable due to weather and time (not recommended)



**FIGURE 4.13** Obstacles often interfere with pedestrian movement (not recommended)



**FIGURE 4.14** Pavement markings at conflict points can help motorists be more aware of bicyclists using the roadway (recommended)



**FIGURE 4.15** Bicycle detection technology that triggers traffic signal when vehicles may not be present (recommended)



**FIGURE 4.16** Solar studs help delineate bicycle lanes at night (recommended)



## BICYCLE

Bicycling has gained momentum in Pompano Beach as an alternative mode of transportation, along the beach as well as along SR A1A, for both casual users, visitors and serious riders. Bicycling happens at all hours of the day and night; serious riders often train in the early morning or late evening when both vehicular and pedestrian traffic is light.

While the framework for a connected bicycle network is mostly in place along the corridor, there are ways to improve that framework to enhance safety for both bicyclists and motorists. There are also ways to implement effective facilities and amenities into both public and private development to create a more bicycle-friendly atmosphere corridor.

The following strategies consider enhancements to both routes and amenities and that helps create a bicycle-friendly environment:

### ACTION ITEM

**Modify lane markings to better guide and accommodate bicyclists:** Cross-over locations represent primary collision points for bicyclists. Bicyclists who wish to turn left are required to travel across lanes to reach the left hand turn lane. Bicyclists who are traveling straight may have to merge across traffic that is transitioning into a right turn lane. Driveways and bus turnouts are often conflict points. Good lane marking design alerts motorists to bicycles, indicates to motorists and bicyclists where bicyclists may ride and guides bicyclists through intersections. Enhanced pavement markings should be added at cross-over points to raise awareness for both bicyclists and motorists to potential conflict areas as well as guide bicyclists. See Figure 4.14 and 4.63 for additional information.

### ACTION ITEM

**Modify intersection operations to accommodate bicyclists:** Timing treatments can help bicyclists travel safely through intersections. Bicycle sensitive loops can be added or modified at traffic signals to better detect bicyclists. Pavement markings will show bicyclists where to position themselves to trigger the traffic signal (See Figure 4.15). At larger intersections, a bicycle signal can be added to provide an exclusive signal phase for bicyclists traveling through an intersection. Signals can be activated with pavement detectors, video or push buttons.

**ACTION ITEM**

**Enhance bike lane identification:** In many locations along the corridor, bike lane identification is either confusing or missing. There are different types of bike lane signs, leaving drivers to ponder whether they have different meanings. These signs need to be standardized along the length of the corridor with MUTCD R3-17 as the standard designation, with MUTCD W11-1 and W16-1 paired (See Appendix B) as additional information evenly spaced along the corridor. Bike lane pavement markings - the bicyclist icons with arrows (MUTCD 9c-3) - are faded due to traffic and weather - bike lanes need to be remarked to provide better visibility. Solar road studs (See Figure 4.16) should be considered to improve the night visibility of bike lanes. In conjunction with colored intersection markings, the bicycle icon and arrow markings within the bike lane can be highlighted in the same color at regular intervals to raise awareness of bicyclists or the entire bike lane can be colored. See Appendix B for additional information.

**ACTION ITEM**

**Expand short term bike parking options in the streetscape:** Short term parking, usually bike racks, is intended for stays of less than two hours, with typical users being customers of retail, dining, and personal or professional services. As commercial uses expand in Pompano Beach, mobility options should expand as well. Bike parking should be located where easily visible, with a clear line of sight from the building entrance, near busy areas and the street; if racks are located too far away, bicyclists will often lock their bike to a closer piece of street furniture or a tree. Racks should be located no more than 50 feet from building entrances and be installed per ADA guidelines. Racks should be sturdy and well-anchored and support bikes by their frame at two points (See Figure 4.18). Weather-protected bicycle parking is encouraged. The company that provides transit shelters to the BCT, Brasco, has a matching line of bike shelters that could be incorporated into the streetscape palette.

**ACTION ITEM**

**Integrate long term bike parking options within development:** Long term parking accommodates bicyclists for stays longer than two hours or people who travel regularly to the same destination such as work or home. When bicyclists stay for a longer period of time, their needs and expectations of security increase. Security and weather protection become more important than

**FIGURE 4.17** *Faded bicycle lane pavement markings due to weather, time, maintenance and vehicles (not recommended)*



**FIGURE 4.18** *Typical bike rack for short-term parking (recommended)*



**FIGURE 4.19** *Shelters protect bikes from sun and rain (recommended)*



**FIGURE 4.20** *Example of long-term bike storage (recommended)*



**FIGURE 4.21** *Bike repair station equipment (recommended)*



**FIGURE 4.22** *Broward County B-Cycle bicycle station (existing)*



convenience and proximity. Long term parking should be covered and enclosed on all sides to protect from the elements [See Figure 4.19]. It can be located farther away from the primary building entrance than short term parking as long as it is secure and there are signs directing users to the location. Typical locations include sheltered secure enclosures, parking lockers or cages inside a building on the ground floor and/or designated areas within a work or living space [See Figure 4.20]. In mixed-use developments, parking for residents and commercial users should be separated. All parking structures, whether public or private, should be required to provide designated parking and storage areas for bicycles.

**ACTION ITEM**

**Incorporate bicycle amenities:** Bicycle amenities can encourage more people to bike to their destination and should be encouraged where appropriate in new development. A changing area with showers integrated into building bathroom facilities provides a place to clean up before starting work. Lockers, preferably close to shower facilities, provide commuters with a safe and secure place to store clothing, helmets, and other accessories while working. This is especially helpful where employees, such as restaurant workers, do not have desks or permanent work stations to store items. A workshop area or equipment station with tools and an air pump (foot pumps are preferred over hand pumps) located close to long term parking provides a place to make quick repairs such as a flat tire or brake adjustment [See Figure 4.21].

**ACTION ITEM**

**Provide lighting for bicycle parking areas:** Good lighting helps bicyclists feel safe and secure. Lighting should be placed at short and long term bicycle parking areas, between parking and building entrances, and at bicycle facilities (using motion-sensor technologies). Lighting should be glare-free and consistent to provide even light distribution and be dark sky compliant.

**ACTION ITEM**

**Make bicycling convenient:** If bicycling is easy and convenient, more people will get out of their cars – improving health, decreasing congestion and improving the environment. The City should expand the B-Cycle program [See Figure 4.22] to key locations such as water taxi stops and beach areas outside of the core to provide a convenient transportation option for trips around Pompano Beach.

## STREET

Street traffic is composed of four primary user groups – visitors making Pompano Beach their destination; driving sightseers; through travelers along the Atlantic seaboard and local residents, deliveries and employees who travel the area daily.

Design of the street contributes to the perception of an area and the manner in which individuals interact with the built environment. A clear street network provides logical and safe routes for pedestrian, bicycle and vehicular traffic and minimizes conflicts between the different modes. Appropriate strategies to improve the street environment include:

### ACTION ITEM

**Create new beach access markers:** Vehicular scale signs or vertical monuments should be installed at locations where beach access points have parking spaces or are close to parking areas. Signs should be easily seen and read from the roadway so that motorists can look for parking that is convenient to their desired beach location. Design new signs or vertical monuments in the same style or theme as pedestrian-oriented beach access point markers, but larger in size to be seen from further away.

### ACTION ITEM

**Add wayfinding:** Wayfinding incorporates signs and directional devices that tell visitors where they are, where they want to go, and how to get there. Wayfinding provides direction for people on the move. A successful wayfinding system should provide information for visitors to identify and orient their location within an area or space, reinforce they are traveling in the correct direction, and identify their destination upon arrival. The City has begun installing wayfinding elements (See Figure 4.24), but the program needs to ensure that key destinations are signed and mapped for both motorists and pedestrians.

### ACTION ITEM

**Discourage roadside delivery stops:** Service trucks often pull to the side of the road to make deliveries (See Figure 4.25). This blocks the bicycle lane and many times part of the sidewalk as well. Signage should be added that prevents all parking along the sides of SR A1A.

**FIGURE 4.23** Beach Access Point marker located in planting bed (existing and not recommended)



**FIGURE 4.24** Wayfinding provides direction for people on the move (existing)



**FIGURE 4.25** Delivery trucks often block the bike lane and sidewalk (not recommended)



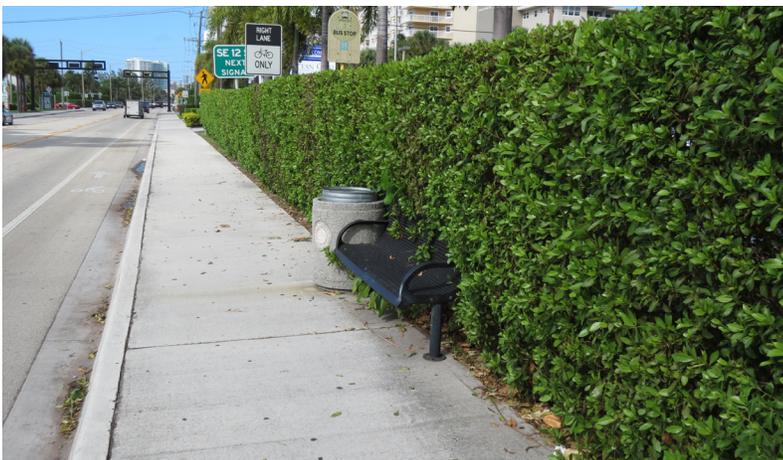
FIGURE 4.26 Typical BCT bus stop (existing)



FIGURE 4.27 Broward County Transit sign indicating that stop is handicap accessible (existing)



FIGURE 4.28 Overgrown vegetation at a bus stop location (not recommended)



## PUBLIC TRANSPORTATION

In increasing numbers, people are using public transportation and communities are expanding public transportation facilities accordingly. Everyone benefits from public transportation – it saves money, enhances personal mobility, saves fuel and resources, reduces road congestion and travel time, improves the environment and public health, provides economic opportunities, and drives community growth and revitalization.

Pompano Beach is served by BCT Routes 11 and 42. It is also served by the Pompano Beach Green Route and the Hillsboro Beach Community Bus Service routes. These transit services are described in more detail in Appendix C. The City is also moving forward with plans for a water taxi service, which will not only provide access along the ICW to beach areas, but also link with existing water taxi service in the Fort Lauderdale and Hollywood areas, creating a unique service accessible throughout the County.

Public transportation is important to the future of Pompano Beach, providing more capacity, creating more choices and helping address the needs of a growing and changing population. Strategies that enhance the benefits of public transportation include:

### ACTION ITEM

**Make all transit stops accessible:** While most BCT bus stops are wheelchair accessible (See Figure 4.27), there are still some stops that are not. Transit stops along SR A1A should be reviewed and designs enhanced to ensure that maneuvering space, height, slope and clearances at all stops meet ADA requirements and BCT vehicle specifications.

### ACTION ITEM

**Make transit stops recognizable:** Transit stops are sometimes lost in the clutter of urban development along the SR A1A corridor (See Figure 4.28). Other times, shelters and transit signs are in different locations along a block. Add specialty paving that contrasts with the concrete sidewalk to clearly delineate the location of transit stops.

### ACTION ITEM

**Highlight Community Bus Service:** The City and BCT operate the Community Bus Service program to increase

the number of destinations that can be reached in Pompano Beach (See Figure 4.29). The Green Route serves SR A1A; however, this important service has no presence at the three stops located along the study corridor. There are no signs or system maps to indicate that the service exists or illustrate how it connects to the BCT system. Add information at applicable transit stops to showcase Community Bus Service and educate riders on routes, timetables, and connections.

**ACTION ITEM**

**Standardize the BCT brand:** There are several designs and styles of shelters (See Figures 4.30 and 4.31), benches, trash receptacles and transit signs at bus stops along the SR A1A corridor. This can confuse visitors, make them wonder if different stops are for different types of service, and ultimately discourage them from using the system. A consistent palette of furniture and amenities will make stops easily recognizable and encourage ridership. We recommend using the Brasco “Interlude” style bus shelters and amenities that match or are complementary to that style and material finish.

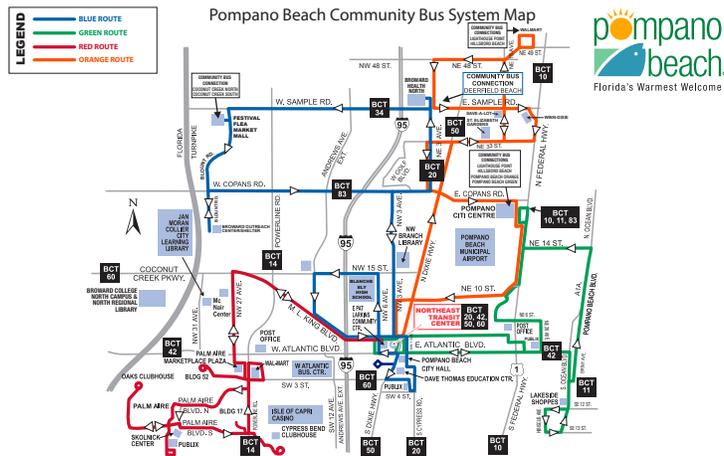
**ACTION ITEM**

**Provide new transit shelters:** Transit shelters have been installed at selected bus stops to provide weather protection as well as seating for waiting passengers at stops with high ridership. Broward County Transit has a bus shelter program in place that adds facilities throughout the system as funds become available. The City should look at complementing the county program by adding other shelters (matching the Brasco “Interlude” style shelters used by BCT) along SR A1A in high use areas, such as the beach core and resort locations with established employee ridership.

**ACTION ITEM**

**Add amenities:** The design of bus stop waiting areas plays a significant role in a person’s decision to use transit. Passenger amenities improve comfort and enhance security. At a minimum, all stops should have benches; a bus stop sign that identifies the location as a designated bus stop, provides route specific information for that location (See Figure 4.32) and displays a transit information telephone number; and a trash receptacle. If existing street lights do not provide proper illumination for nighttime safety, pedestrian scale lighting should be added. Lighting should be solar-powered where

**FIGURE 4.29** Pompano Beach Community Bus System routes [existing]



**FIGURE 4.30** Bus shelter with rider amenities and system information [existing and recommended]



**FIGURE 4.31** Bus shelter – note difference in design with shelter shown in Figure 4.30 [existing and not recommended]



FIGURE 4.32 Information panels provide riders with route and system data [recommended]

EASTBOUND				
	Monday-Friday 7:00 AM - 10:00 PM		Saturday & Sunday 10:00 AM - 10:00 PM	
Downtown	:00	:30	:00	:30
Civic Center	:03	:33	:03	:33
Washington Square	:05	:35	:05	:35
Wyoming Union	:10	:40	:10	:40
Res. Halls (N. Or Hall)	:13	:43	:13	:43
UW Plaza	:17	:47	:17	:47
Express Lot	:20	:50	:20	:50
Spanish Walk	:23	:53	:23	:53
Albertson's	:25	:55	:25	:55
Rec Center	:28	:58	:28	:58
LCCC	:30	:00	:30	:00
Wal-Mart	:34	:04	:34	:04

Times listed indicate minutes after the hour. A full schedule is available at ACTabus.org

WESTBOUND				
	Monday-Friday 6:50 AM - 10:00 PM		Saturday & Sunday 10:00 AM - 10:00 PM	
Wal-Mart	:50	:20	:50	:20
LCCC	:54	:24	:54	:24
Rec Center	:56	:26	:56	:26
Albertson's	:59	:29	:59	:29
Spanish Walk	:01	:31	:01	:31
Express Lot	:04	:34	:04	:34
UW Plaza	:07	:37	:07	:37
Res. Halls (S. Downey Hall)	:11	:41	:11	:41
Wyoming Union	:14	:44	:14	:44
Washington Square	:19	:49	:19	:49
Civic Center	:21	:51	:21	:51
Downtown	:24	:54	:24	:54

FIGURE 4.33 Water taxi service in Broward County [proposed]



FIGURE 4.34 Vehicles that could be used for beach "looper" [recommended]



possible. The sidewalk area at bus stop locations should be finished in pavers or stamped/colored concrete so that it is easily recognizable. This will raise awareness of transit use and hopefully increase ridership on both BCT and CBS. The pavement pattern should complement other textured uses (for continuity of style throughout the corridor), but have a distinct color and pattern that is easily recognizable as a bus stop location.

**ACTION ITEM**

**Create information panels:** Transit users need to know three things to feel confident riding public transportation – route, schedule and timing. Transit shelters need to be equipped with ITS (intelligent transportation systems) technology that includes real-time next bus arrival information, schedules and routes, and panic buttons or call boxes. At stops without a shelter, a kiosk or pole with route information and lighting could be added (similar to Brasco Solstop design) to provide needed system information for riders.

**ACTION ITEM**

**Integrate water taxi service:** As the City moves forward with the design and implementation of water taxi service along the Intracoastal Waterway (See Figure 4.33), it needs to ensure that the stops are integrated into the larger multimodal system. Water taxi stops need to provide wayfinding and mobility information so that users can make a choice of walking to destinations along the corridor, utilizing B-Cycle to explore the area by bicycle, or riding transit to connect to other parts of the SR A1A corridor or adjacent areas. Water taxi stops should be ADA accessible and include the same design style and amenities as bus stops for easy recognition as part of the overall transportation network. See Figure 3.2 for proposed locations of water taxi stops near the study corridor.

**ACTION ITEM**

**Create a beach shuttle service:** Existing transit service is not convenient for local residents or foivitors who want to see Pompano Beach, necessitating vehicle use and additional traffic along the corridor. Create a beach shuttle or "looper" service (See Figure 4.34) that runs the length of the corridor and provides all day hop-on, hop-off service to accommodate typical movement patterns along the corridor.

## INFRASTRUCTURE

Infrastructure is the combination of fundamental services and systems that support a community. While it may be the least sexy of the strategies detailed in this section of the Transformation Plan, the entire corridor benefits from a dependable infrastructure framework that provides a healthy, efficient and safe community. Strategies that enhance infrastructure throughout the corridor include:

### ACTION ITEM

**Increase parking:** As Pompano Beach grows, more parking will be needed to satisfy the needs of beach users and businesses. A prudent parking strategy is to include primary public parking only at strategic locations – concentrating parking at a limited number of recognizable locations will reduce excess driving due to cruising for spaces design parking structures to create new public spaces and retail opportunities. The City is in the process of creating a Parking Master Plan that emphasizes facilities in the Beach Core area where most people arrive and where pedestrian-friendly development and destinations will be located. With access to multimodal connections, visitors will be able to visit all areas of the corridor from these central locations. The Parking Master Plan should look at ways to increase parking in the Beach North and South areas to accommodate the needs of locals or those who prefer less-crowded beach areas (See Figures 4.35 and 4.36).

### ACTION ITEM

**Underground utilities:** Putting utility lines underground serves many purposes - it improves aesthetics by eliminating webs of cables stretching along and across the corridor and improves safety by eliminating damage from tree branches or storms; it increases reliability by upgrading infrastructure and property values by improving aesthetics; and it reduces visual clutter and increases locations available for street trees. Realizing that undergrounding utilities is a major work effort that requires a great deal of planning and coordination, it should be piggy-backed with other work efforts along the corridor to create efficiencies and minimize disruptions.

**FIGURE 4.35** *On-street parking along a side street at a beach access point (existing)*



**FIGURE 4.36** *Structured parking in beach core (existing)*



**FIGURE 4.37** *Overhead utility lines distract from the beautiful views (existing and not recommended)*



**FIGURE 4.38** Rainwater harvesting is an example of LID treatment [recommended]



**FIGURE 4.39** Solar panels are an example of sustainability measures [recommended]



**FIGURE 4.40** Overgrown vegetation along sidewalk [not recommended]



## ACTION ITEM

**Implement Low Impact Development (LID) stormwater measures:** The goal of LID is to use techniques that infiltrate, filter, treat, store, and evaporate runoff close to its source instead of utilizing a network of inlets and pipes. With the barrier island vulnerable to sea level rise, strategies that increase pervious areas can help reduce the impacts of flooding. Almost all components of the urban environment have the potential to serve as part of the stormwater management process using LID, including open space, walls, rooftops, streetscapes, parking lots and sidewalks. LID measures that might be appropriate in the SR A1A corridor include rooftop landscape planters, rainwater harvesting (See Figure 4.38), rain gardens, permeable pavement, and bioswales.

## ACTION ITEM

**Encourage environmental sustainability:** Pompano Beach should approach sustainability as a way to not only provide for today's needs but also provide for the needs of the next generation. The City can become a more responsible caretaker for both the people they serve and the environment in which they live by requiring that sustainability planning and management be included with all development. With sea level rise a critical issue in the future of the barrier island, all public and private development should include infrastructure investments that reduce pollution, protect resources, and balance the needs of the natural and manmade environments. Sustainable design techniques the City should support include elevated buildings, green building development and/or retrofitting, green roofs and walls, solar power (See Figure 4.39), wind turbines, electric vehicle charging stations, and expanded recycling programs.

## ACTION ITEM

**Enhance maintenance activities:** There are areas along the corridor where debris (trash, construction materials, vehicles parts, etc...) has collected along the curb line or road edge, causing safety issues, especially for bicyclists. Landscape hedges are growing through the back of benches at bus stops (See Figure 4.28). Sidewalk widths are narrowed by overhanging trees or shrubs (See Figure 4.40). The City should look at ways to increase the frequency of their maintenance schedules along SR A1A to keep the corridor safe and attractive for all users.

## AESTHETIC

Aesthetics shape our awareness and influence how we see our surroundings. It helps define spaces, engage people and activate the street. It helps organize places and can help people feel calm and safe within the urban environment. Aesthetics plays an important part in how people experience Pompano Beach, both its built and natural environments. Aesthetic strategies that can help make Pompano Beach identifiable within the region include:

### ACTION ITEM

**Create gateways:** There are four gateway areas into Pompano Beach along SR A1A – traveling south at the Hillsboro Inlet Bridge, traveling east on NE 14th Street or Atlantic Boulevard at SR A1A, and traveling north from Lauderdale by the Sea. Each entry or key intersection into Pompano Beach should be marked with a gateway feature – a combination of architecture and open space such as a monument, sign, sculpture, public space, art installation or combination of elements – that tells visitors they are arriving in a special place and begins the branding and identity of the corridor. Gateways often become iconic symbols of the city. The city has started an Art on Bridges program [See Figure 4.41].

### ACTION ITEM

**Expand public art installations:** Public art should be found in many places in Pompano Beach – in parks, along streets, and in civic spaces and buildings. It engages people in their daily life and helps draw attention to places, events, ideas, history, culture, time, and memories. Public art can provide both aesthetic and economic impacts. While the City has “Painted Pompano” ceramic fish sculptures in place along the corridor [See Figure 4.42], this is limited time [2 years] installation. The City should commission emerging and experienced artists, both locally and nationally, to create other meaningful works that enliven the environment, celebrate the community, and reinforce the theme and branding of Pompano Beach. The City has a Public Art Master Plan and Public Art Guidelines in place. This document has a concentrated focus on the beach area, in terms of installation locations, types of projects, and funding. This is a key piece of corridor theming that will help connect different districts, both visually and in character, and create distinctive landmarks throughout the island.

**FIGURE 4.41** Gateway features announce arrival and provide a theme and style for the area (existing and recommended)



**FIGURE 4.42** Popular public art installations dot SR A1A and the beach areas (existing and recommended)



**FIGURE 4.43** Street trees add character to urban environment (existing and recommended)



**FIGURE 4.44** *Public open space (existing and recommended)*



**FIGURE 4.45** *Outdoor gathering space for public gathering and socializing (existing and recommended)*



**FIGURE 4.46** *Preserve views of community assets (existing and recommended)*



## ACTION ITEM

**Add trees:** Street trees are an essential element in any streetscape, especially in south Florida. Trees adds character to the urban environment (See Figure 4.43). They help soften the built environment, define spaces, buffer roadway traffic, provide shade, lower temperatures, and filter dust and pollutants from the air. Pompano Beach is an established area with a consistent palette of palm trees and Florida-native vegetation that frame the corridor and create scale. As development occurs, whether private investment or public spaces, landscaping should be an integral part of the overall design scheme in order to provide continuity in the visual appearance of the corridor, increase pedestrian safety and comfort, and accentuate architecture, hardscape, and key intersections. Trees should be planted in planter strips or cut-outs in the sidewalk. They should be limbed up to 7-feet to create a comfortable canopy and avoid blocking sight lines.

## ACTION ITEM

**Create places:** An active public realm (See Figures 4.44 and 4.45) helps strengthen the connection between people and the places they share. It promotes a sense of community and capitalizes on area assets to create inviting places for social interaction. The City should encourage the design of new public spaces as part of both civic improvements and private development to maximize opportunities to enhance people's well-being and the quality of life in Pompano Beach, provide views, and create focal points.

**Capture breeze:** Pedestrian comfort is influenced by the urban micro-climate (See Figures 4.47 to 4.49). Access to the cooling winds in summer months is important. In Pompano Beach, summer winds are typically from the east and southeast. There may also be occasion in the winter months to block the prevailing winds that come from the east and northeast. The design of outdoor spaces should consider breeze and utilize the asset as best possible to create comfortable pedestrian gathering spaces along the corridor. Hillsboro Inlet and the new Pier Street/Municipal Pier area are two key pedestrian-oriented locations where new public spaces could extend the water and beach into adjacent developments.

**ACTION ITEM**

**Preserve views:** Views to natural features - ICW, sand dunes and beach, and Atlantic Ocean [See Figure 4.46] - contribute greatly to Pompano Beach’s unique setting. These views are amenities and assets of great value to the City, its people, and its economy and should be protected. As part of project review, the City should work with developers to ensure that proposed project design includes all planning possible to minimize harm to adjacent viewsheds and reduce the visual impacts to scenic areas. Important views [such as termini of east/west streets at ICW and beach] should be used as opportunities to create edges or to align pedestrian spaces and corridors to enhance the quality of the public realm. Since views change with vantage point and are unique to each project, review will need to be done on a case-by-case basis and consider both public [from roads or open spaces] and private [from buildings] view perspectives. A broad range of minimization measures should be discussed, including modifications to lot coverage, clustering of building locations, minimizing tower floorplates, utilizing planned openings between or spacing of towers, and orientating buildings with short sides of mass parallel to SR A1A.

**FIGURE 4.47** *Sunshine is a key beach amenity (existing and recommended)*



**FIGURE 4.48** *Shade is also a key beach amenity (existing and recommended)*



**FIGURE 4.49** *Cooling winds in summer months are a welcome relief (existing and recommended)*



## LOCATION-SPECIFIC STRATEGIES

The recommendations for location-specific measures will be discussed by Districts, as strategies will vary slightly from place to place along the SR A1A corridor based on character, right-of-way cross-section, space limitations and avoidance/clearance of existing elements. There are numerous opportunities to improve the physical environment along the corridor, and the following measures reinforce the character of each District while promoting the principles and strategies behind the general framework measures of the SR A1A corridor.

### HILLSBORO INLET

This district is envisioned as a mixed-use node that caters to both land and water. Water-dependent uses should be enhanced and encouraged, with buildings and public spaces oriented not only to SR A1A but to the ICW and Hillsboro Inlet. With such a diverse setting, this area could transform into a destination from both land and water with a variety of residential uses, resort facilities, non-residential goods and services, public spaces, and amenities that would attract local residents and visitors alike. A continuous boardwalk or promenade should connect the different areas of the district and provide public water access for recreational users. Boaters, whether on day runs, a weekend crossing to Bimini, or stopping along the Great Loop route, would find this area a key stopover. Commercial and specialty uses catering to boaters should be protected and incorporated into new development proposals.

This district is an area currently transitioning uses. As new development is proposed, the built form should emphasize the following characteristics:

- ▶ Buildings designed to the minimum setback line to create a reasonable continuity of streetwall that encourages pedestrian activity along the sidewalk
- ▶ Building scale, massing, and design that are compatible with surrounding uses and areas; towers should step back to maintain a pedestrian-oriented scale
- ▶ Variations in height, horizontal divisions, window treatments, and façade materials used to create façade articulation and break up the perceived mass of buildings in order to relate it to the scale of a pedestrian
- ▶ Ample sidewalk zones - 2'-4' frontage zone for storefront displays and outdoor dining, 6'-8' pedestrian zone for clear travel, 6'-7' furnishings zone for streetscape elements and landscaping, and 2' curb zone. See Appendix A for additional information and diagram showing sidewalk zone locations.
- ▶ Decorative paving used to identify special areas of the streetscape such as pedestrian building entrances, transit stops, crosswalks, and plazas and help differentiate functional zones on the sidewalk or street
- ▶ On-street parking to help create a comfortable pedestrian environment; other parking should be located interior to lots
- ▶ Facades on parking structures that are compatible in character and quality with adjoining buildings and streetscapes and which are activated with ground floor retail or other pedestrian-oriented uses or design; clearly sign parking areas for orientation and accessibility
- ▶ Vehicular access located in a way that minimizes conflict with other modes of transportation, especially pedestrian traffic
- ▶ Development abutting public open spaces with active uses fronting onto the open space
- ▶ Public facilities and amenities should be enhanced and maintaining public access to the water through private property should be a priority
- ▶ Visual connections maintained to the water where feasible; buildings should be encouraged to have their short side along the water
- ▶ Development fronting the ICW should be encouraged to allow for a dedicated public access; encourage a continuous public walkway along the ICW edge
- ▶ Development with marina slips along the ICW should be required to provide continuous public access along the water and minimize control points.

## ACTION ITEMS

In addition to the general corridor implementation strategies, the following district-specific measures support the overall framework and vision of the SR A1A corridor:

- 1. Provide water access:** Extend a boardwalk or promenade from Hillsboro Inlet Park, under the bridge, to the Intracoastal Waterway and provide mini-piers or covered observation areas along the route to give people connections with the water.
- 2. Create a landmark:** The Hillsboro Inlet Bridge marks a northern gateway into Pompano Beach. Although the recent addition of the Barefoot Mailman and pedestrian lighting have created a spectacular landmark easily identifiable from the water both day and night, the sculpture's height above the bridge deck makes it less obvious as a gateway icon for Pompano Beach. A gateway feature in the teardrop shaped open space between SR A1A and N. Riverside Drive, south of Bay Drive, would provide to incorporate architectural elements and landscaping that would not only announce

arrival into the corridor, but could be incorporated as a focal point and branding element of the district redevelopment.

- 3. Incorporate intersection treatments:** The SR A1A/Bay Drive intersection should also help announce arrival into Pompano Beach. Design a logo or symbol that complements the landmark bridge element and can be installed in the middle of the intersection using, specialty pavement, a medallion or surface-applied preformed thermoplastic signage. Delineate crosswalks using the same specialty paving, pattern and materials found at the E. Atlantic Blvd./Briny Ave. intersection. Add signage with RRFB technology (see Figure 4.7) to make pedestrian crossing more easily identifiable.
- 4. Encourage a variety of uses and public spaces:** Mixed-use development fronting both the roadway and water can create a distinct node that draws people from both land and water. The City should work with potential projects to incorporate publicly accessible open space, such as shaded plazas and courtyards, to give relief and interest to the streetscape; provide places for viewing, social interaction, and gathering; and help activate ground floor uses.



- 5. **Add crosswalk:** Delineate a new crosswalk [ladder style markings] across SR A1A at N. Riverside Drive. As mixed-use development evolves, this crosswalk and the one described above at Bay Drive will provide bookend crossings for the district. Add MUTCD signs W11-2, W16-7pL and R1-6a (See Appendix B) on each side to match other pedestrian warning signs along corridor.

**FIGURE 4.50** Boardwalk provides access to water *(existing and recommended)*



**FIGURE 4.52** Landmarks provide easy identification of key destinations *(existing and recommended)*



**FIGURE 4.51** Roadway treatments help identify key intersections *(recommended)*



**FIGURE 4.53** Mixed-use development helps create walkable nodes *(recommended)*



## HILLSBORO SHORES

This district is a stable residential area. While there may be some transitioning of uses along the edges of the district to higher density or upgraded low- and mid-rise multi-family uses in the future, for the most part the character of the area will remain similar. Emphasis should be placed on improving multimodal connections – to water, to adjacent districts, and to the beach core. Residents should be able to conveniently access all areas of the corridor for their live, shop, and play needs.

Although this is an established District, there may be limited opportunities for redevelopment. As new development occurs, the built form should emphasize the following characteristics:

- ▶ Buildings set back from the street with front and/or side yards
- ▶ Landscape buffers along SR A1A
- ▶ A 5'-6' wide sidewalk and a minimum 5' grassed landscape strip between the sidewalk and roadway

**FIGURE 4.54** *New sidewalk proposed for west side of SR A1A [recommended]*



**FIGURE 4.55** *Location for new crosswalk at Beacon Street [recommended]*



## ACTION ITEMS

In addition to the general corridor implementation strategies, the following district-specific measures support the overall framework and vision of the SR A1A corridor:

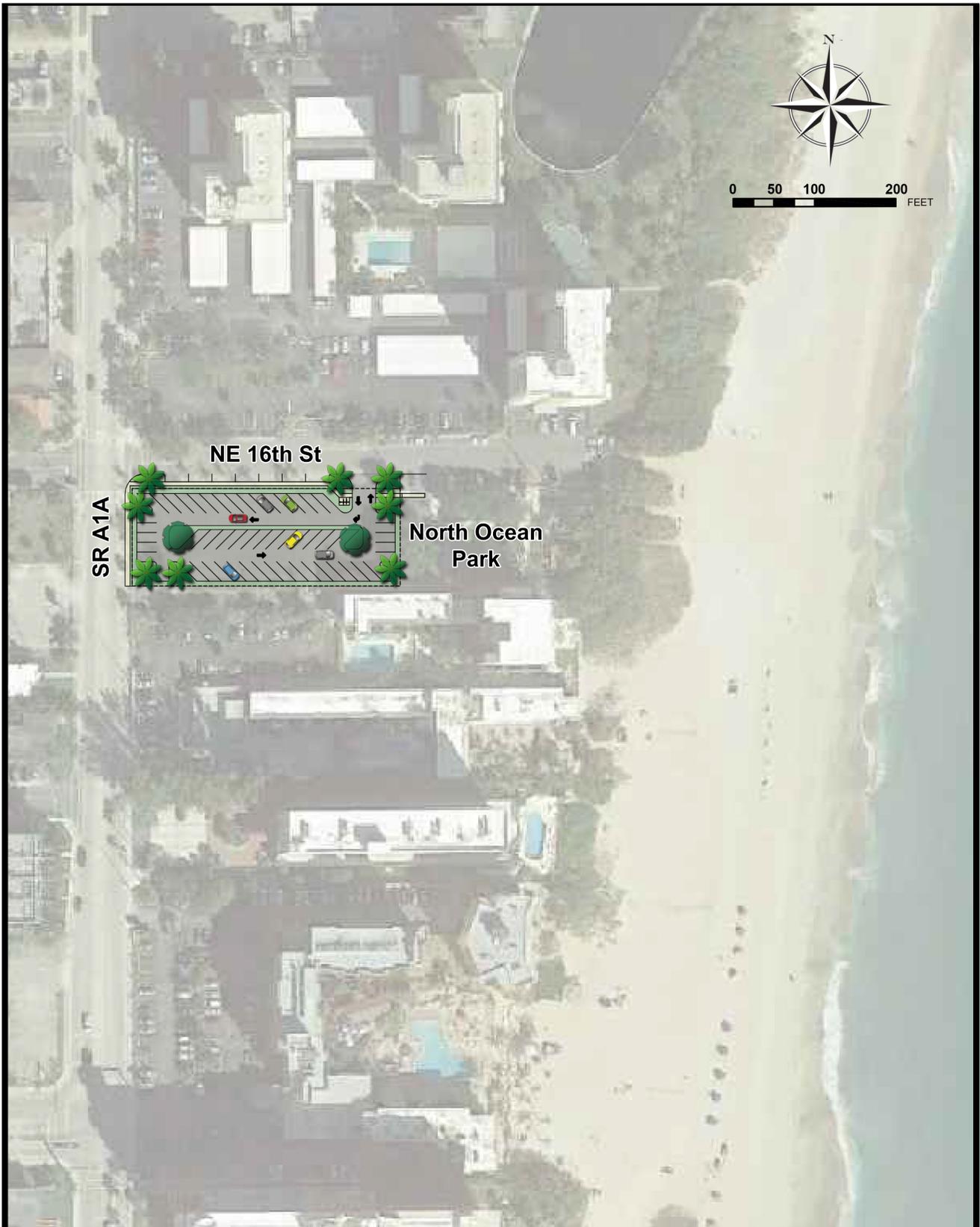
1. **Extend sidewalk:** Add new 5' sidewalk on the west side of SR A1A between Norfolk street and marine drive, matching that existing on the east side of the road. Maintain as much grass strip as possible adjacent to the roadway, with the understanding that some existing landscape may need to be removed or relocated and regulatory signage may need to be adjusted. In some places, the sidewalk may need to jog to avoid storm drainage grate inlets.
2. **Add crosswalks:** Delineate new crosswalks (ladder style markings) across SR A1A at Beacon Street and Norfolk Street. Beacon Street is the approximate center of the

straight road section through the District (to maximize visibility) and route to private beach access on Bay Drive. Norfolk Street is the northern terminus of the new sidewalk described above. Add MUTCD signs W11-2, W16-7pL and R1-6a (See Appendix B) on each side to match other pedestrian warning signs along corridor.

3. **Reduce intersection radii:** Per guidance of the Pompano Beach Complete Streets Design Manual, consider cutting out pavement to reduce the intersection radii on side streets along the corridor, which works to slow vehicle speeds and reduce pedestrian street crossing distances.



FIGURE 4.56 Conceptual layout for potential beach parking at NE 16th Street (recommended)



## BEACH NORTH

This District provides one of the front doors to the beach, with NE 14th Street in local traffic from the US 1 areas of the mainland. It is envisioned as an important gateway that announces arrival into Pompano Beach. While this District is fairly mature and may fundamentally look the same in the future – beachfront development with primarily mid- and high-rise multi-family residential units and resort facilities, there are a number of incremental changes that could occur to help transform this District into a more sustainable and complete area. Several large vacant parcels could be developed, single-family residences and low-rise resort facilities could be redeveloped at higher densities, and zoning/land use designations could be amended to permit a central node of commercial development. New parking, open space improvements and new green spaces, and expanded mobility options would allow easier access to beach activities and destinations in all areas of the corridor.

This District is primarily developed - the built form generally consists of buildings pushed back from the street, with parking and entry features fronting the roadway. Walls and/or landscape buffers may or not be present and sidewalks are typically pushed to the curb line. However, as redevelopment, site modification or new development occurs, the built form should emphasize enhancements to the pedestrian realm and the following characteristics:

- ▶ Tower floorplates limited in area to minimize the bulk of buildings and preserve viewsheds
- ▶ Development encouraged to have open space or the short side of the building along the beach
- ▶ Building scale, massing, and design are compatible with surrounding uses and areas; towers step back to create a pedestrian-oriented environment
- ▶ Decorative paving used to identify special areas of the streetscape such as pedestrian building entrances, transit stops, crosswalks, and plazas and help differentiate functional zones (such as bus stop locations) on the sidewalk or street
- ▶ Sidewalks pulled away from the SR A1A curb line; the green space between the curb and sidewalk should be planted with drought-tolerant ground covers and street trees
- ▶ Inviting building entrances that draw people in from the public realm
- ▶ Landscaped buffers and screening that reduce the visual impact of parking lots and service areas

**FIGURE 4.57** *New sidewalk proposed for south side of NE 16th Street (recommended)*



**FIGURE 4.58** *Potential gateway icon (recommended)*



**FIGURE 4.59** *SW corner of SR A1A / NE 14th Street intersection - tight turning radius for BCT buses (existing)*



## ACTION ITEMS

In addition to the general corridor implementation strategies, the following district-specific measures support the overall framework and vision of the SR A1A corridor:

- 1. Upgrade amenities:** Posted City beach access points should have a standard minimum set of amenities to accommodate basic needs of beachgoers – a bench for sitting or changing, a shower for cleaning off sand and suntan lotion, and receptacles for depositing trash and recyclables. Receptacles should have a closed lid mechanism to reduce rain, wind, litter, bird and pest problems.
- 2. Extend sidewalk:** Add new sidewalk on the south side of NE 16th Street to connect SR A1A to existing sidewalk at North Ocean Park. Match the existing sidewalk width.
- 3. Add parking:** There is a need for additional public parking in this district. With reconfigured adjacent street parking (converting parallel spaces to perpendicular spaces), this vacant lot could provide approximately 60 spaces for daily use. Bicycle parking could also be incorporated – this would eliminate bike chaining to palm trees currently popular at this beach access point. See Figure 4.56 for additional information.
- 4. Incorporate intersection treatments:** The SR A1A/NE 14th Street intersection is one of the key entrances to the island and should announce arrival at Pompano Beach. In coordination with other important intersections, use specialty pavement, a logo or symbol (as described previously) in the middle of the intersection. Delineate crosswalks using the same specialty paving, pattern and materials found at the Atlantic Ave/Briny Ave intersection.
- 5. Create a gateway feature:** As with other gateways to the corridor, a civic or cultural icon/element should be incorporated into the SR A1A/NE 14th Street intersection to serve as a unique identifier for Pompano Beach. Although the intersection has limited space for a gateway feature, the area under the traffic signal mast arm on the east side of the road would be very visible location for a low wall with “beach” designation text similar to what is located at the two ends of the beach core. This style of design would also help screen the parking lot directly behind this location.
- 6. Accommodate bicycles:** Add sharrow markings southbound between NE 15th Street and NE 14th Street where there is no bicycle lane to emphasize that bicycles will be present in travel lanes.



7. **Widen street curb radius:** BCT vehicles have a hard time turning south on SR A1A from NE 14th Street because of the small curb radius. Buses often have to either turn wide into the northbound left turn lanes or hop the curb. There is a lot of damaged concrete along the sidewalk as a result of the later. The City should widen the curb radius and repair existing sidewalk damage, with the knowledge there are existing utilities on the back edge of the sidewalk and a storm inlet that will need to be accommodated in the redesign.
8. **Provide shade:** At posted beach access points on side streets where vehicles can park or pick up beachgoers, structures or shade trees should be located by benches and showers to provide a protected and cooler place to wait while loading and unloading.
9. **Extend sidewalk:** Add new 4' sidewalk on the north side of NE 10th Street between SR A1A and the beach to help delineate pedestrian space from the roadway.
10. **Add crosswalks:** Delineate new crosswalks (ladder style markings) across SR A1A at NE 5th Court (beach access point and bus stop) and NE 8th Court (beach access point). Add MUTCD signs W11-2, W16-7pL and R1-6a (See Appendix B) on each side to match other pedestrian warning signs along corridor.
11. **Add parking:** St. Gabriel's Catholic Church has over 300 parking spaces between NE 7th Court and NE 8th Street that sit unused for much of the week. With two beach access points within a block of those spaces, a shared use or lease agreement that allows the City to use a portion of the spaces would go a long way in providing convenient centralized beach access for this district. A joint-use parking structure in this location has also been discussed.
12. **Make connections:** Add a sidewalk on the north side of NE 12th Street between N. Riverside Drive and SR A1A to connect Officer Scott A. Winters Memorial Park and the water taxi stop to the beach corridor. This provides convenient location to beach access points at NE 10th Street and NE 13th Street., as well as a suggested commercial node in this area. Extend streetscape elements such as paving, wayfinding signage, street trees and lighting that match the palette used elsewhere along the corridor to encourage pedestrian use.



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## BEACH CORE

This district is the heart and soul of the corridor, with many options for beach access and activities. Atlantic Boulevard is the primary roadway into the core from locations around the region – it is a gateway that should not only announce arrival into Pompano Beach, but identify its brand as well. This district is envisioned as a civic and mixed-use destination with community facilities, different high density residential options, a variety of non-residential uses and services, walkable and pedestrian-oriented blocks with active uses and vibrant sidewalk environment both day and night, public gathering spaces, mobility options, parking choices, and easy connections to destinations along the corridor.

North Pompano Beach Boulevard is the most visible face of the Beach Core. While the beachfront sidewalk provides a continuous pedestrian experience, SR A1A is limited by private development and requires additional area to create better movement and a better pedestrian experience.

This district is an area currently transitioning uses. As new development occurs, the built form should emphasize the following characteristics:

- ▶ Block length standards encourage pedestrian-oriented blocks between 200' and 600' in length
- ▶ Buildings fronting the street to create a reasonable continuity of street wall, with a variety of ground level uses and activation elements to create a pedestrian-friendly environment and public spaces
- ▶ Variations in height, horizontal divisions, window treatments, and façade materials used to create façade articulation and break up the perceived mass of a building in order to relate it to the scale of a pedestrian
- ▶ Building scale, massing, and design are compatible with surrounding uses and areas; towers should step back to maintain a pedestrian-oriented scale
- ▶ Tower floorplates limited in area to minimize bulk of buildings and preserve viewsheds
- ▶ Development encouraged to have open space or the short side of the building along the beach
- ▶ Development abutting public open spaces with active uses fronting onto the open space
- ▶ Building heights and distinctive architecture accentuate important intersections and anchor key block corners by including activating uses such as retail
- ▶ Ample sidewalk zones - 2'-4' frontage zone for storefront displays and outdoor dining, 8'-10' pedestrian zone for clear

travel, 6'-8' furnishings zone for streetscape elements and landscaping, and 2' curb zone. See Appendix A for additional information and diagram showing sidewalk zone locations.

- ▶ Decorative paving used to identify special areas of the streetscape such as pedestrian building entrances, transit stops, crosswalks, and plazas and help differentiate functional zones on the sidewalk or street
- ▶ On-street parking to help create a comfortable pedestrian environment; other parking located interior to lots
- ▶ Facades on parking structures that are compatible in character and quality with adjoining buildings and streetscapes and which are activated with ground floor retail or other pedestrian-oriented uses or design; clearly sign parking areas for orientation and accessibility
- ▶ Vehicular access located in a way that minimizes conflict with other modes of transportation, especially pedestrian traffic

**FIGURE 4.60** *Typical on-street parking spaces (existing and recommended)*



**FIGURE 4.61** *Pompano Beach pier (existing)*



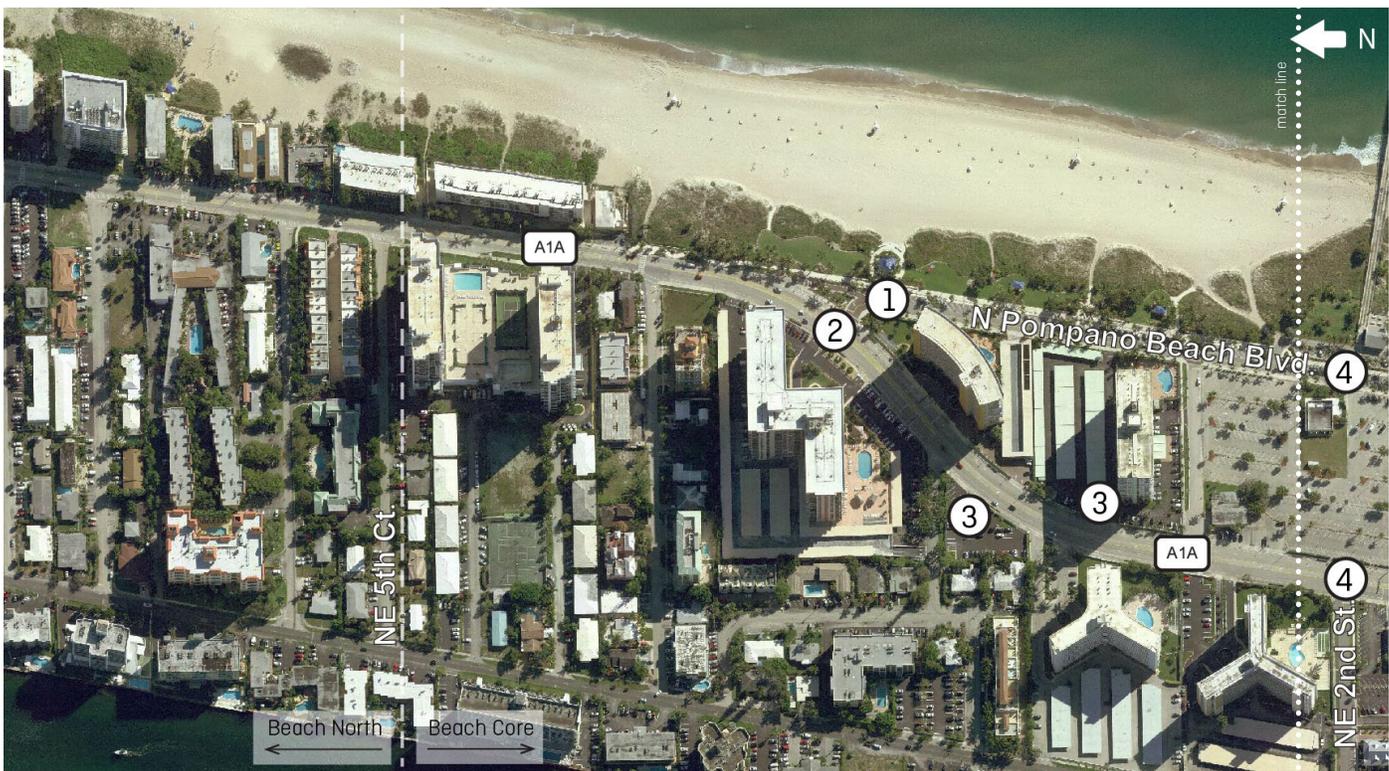
## ACTION ITEMS

In addition to the general corridor implementation strategies, the following district-specific measures support the overall framework and vision of the SR A1A corridor:

- 1. Accommodate vehicle loading/unloading:** At the north end of Pompano Beach Boulevard, near the restroom building, people often stop in the roadway to load/unload vehicles, resulting in a backup of traffic and blockage of parking spaces. A pullover area outside of the travel lanes could be designed for this area by removing the last six parking spaces (numbers 1100-1105). Besides the pullover space, there would be room area to accommodate loading and unloading activities without blocking the travel path for pedestrians on the sidewalk. With the new parking structure under construction, the loss of six spaces seems easily compensated.
- 2. Prevent left turns:** Although the travel lane is clearly marked as “straight only”, there is no stacking area for turns, and pavement markings cover the receiving lane width, southbound SR A1A vehicles consistently make left turns into the north end of Pompano Beach Boulevard. There are several ways to stop these turn movements – create an island with curbing, install HDPE flexible surface-mounted lane post delineators with reflective

collars, or place decorative bollards with lighting (which could also be combined with the island option).

- 3. Add on-street parking:** Where appropriate along SR A1A, eliminate the outside travel lane and designate on-street parking spaces. These spaces will create convenient access to commercial uses in the Beach Core area, as well as slow traffic speeds and provide a buffer between vehicles and pedestrians. As part of the roadway cross-section adjustment, bicycle lanes will be widened to create additional space for rider positioning to reduce door zone conflicts. See Figure 4.62 for additional information.
- 4. Incorporate intersection treatments:** The NE 2nd Street and Atlantic Boulevard intersections with SR A1A and N. Pompano Beach Boulevard are key areas of the beach core for both vehicles and pedestrians. Use a logo or symbol (as previously described) in the middle of the intersection. Delineate crosswalks using the same specialty paving, pattern and materials found at the Atlantic Blvd/Briny Ave intersection.
- 5. Expand the corridor:** Connect North Riverside Park/water taxi stop and library area to the beach core visually by incorporating streetscape elements such as paving, wayfinding signage, street trees and lighting that match

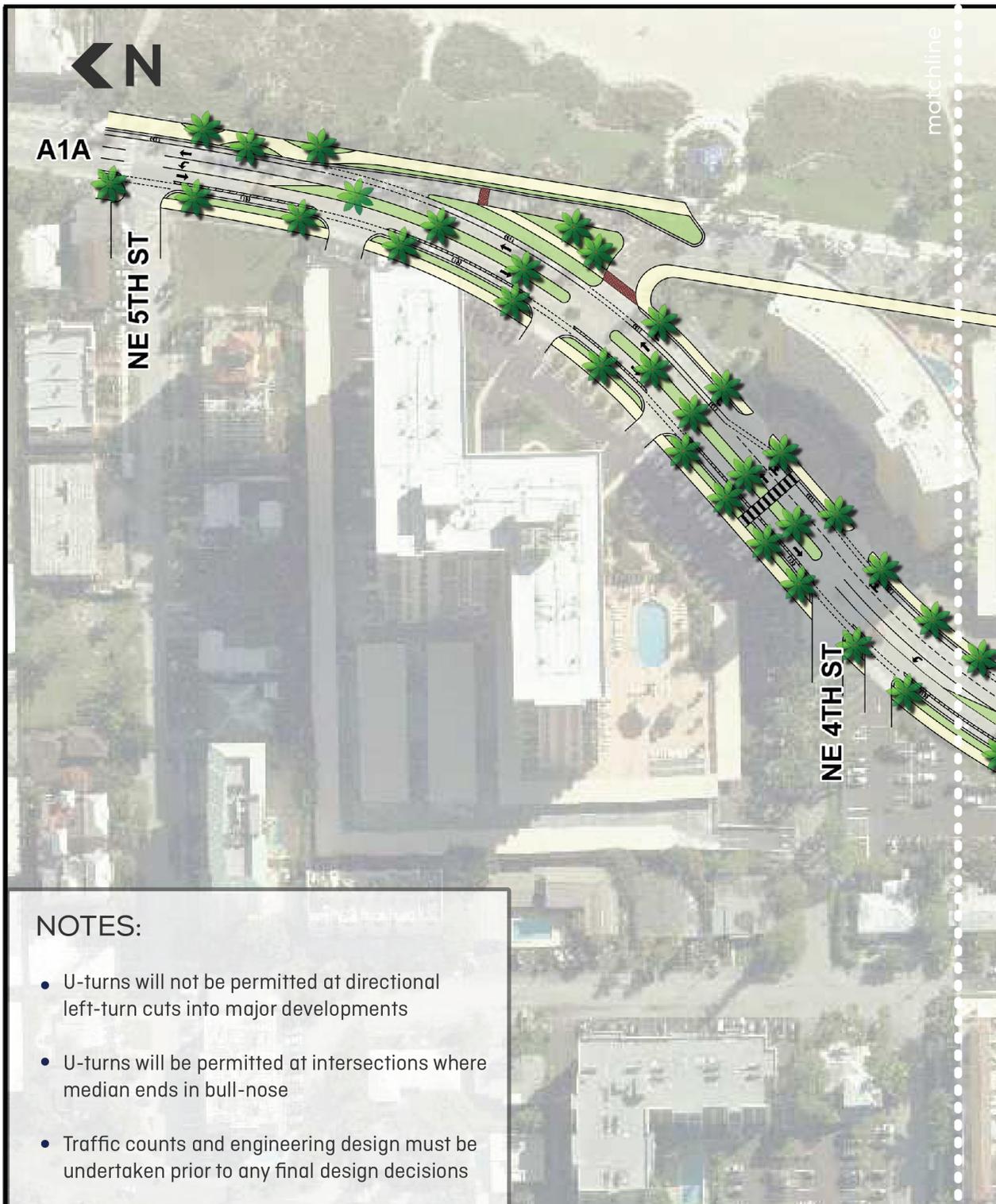


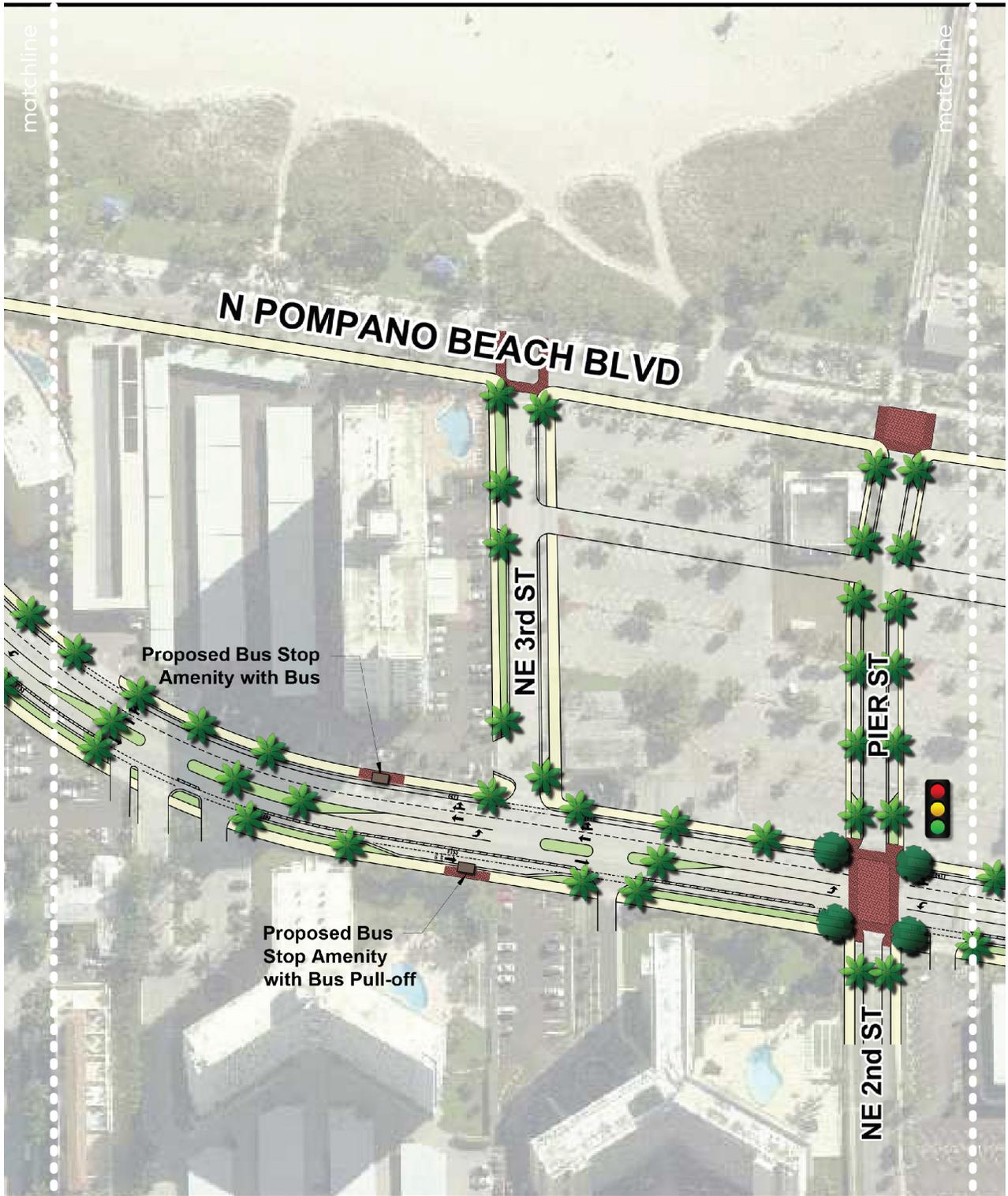
the palette used elsewhere along the corridor. This promotes recognition as an extension of the beach core and encourages pedestrian exploration off the SR A1A corridor. [Note: a design for this area is currently under development by other and should be incorporated as appropriate.]

6. **Encourage a variety of uses and public spaces:** Mixed use development fronting both SR A1A and N. Pompano Beach Boulevard can help create a vibrant pedestrian atmosphere that extends and enhances the beach area. The City should encourage both public and private development projects to incorporate publicly accessible open space, such as shaded plazas and courtyards, to give relief and interest to the streetscape; provide places for viewing, social interaction and gathering; and help activate ground floor uses.
7. **Connect streets:** Extend NE 1st Street through to SR A1A to create shorter and more walkable pedestrian blocks between Atlantic Boulevard and NE 2nd Street, as well as provide additional frontage for ground floor retail uses, public open spaces and street activation.
8. **Create a gateway feature:** As with other gateways to the corridor, a civic or cultural icon/element should be incorporated into the Atlantic Boulevard/SR A1A area to serve as a unique identifier for Pompano Beach.



FIGURE 4.62 Conceptual layout for potential lane elimination and new on-street parking in Beach Core (recommended)





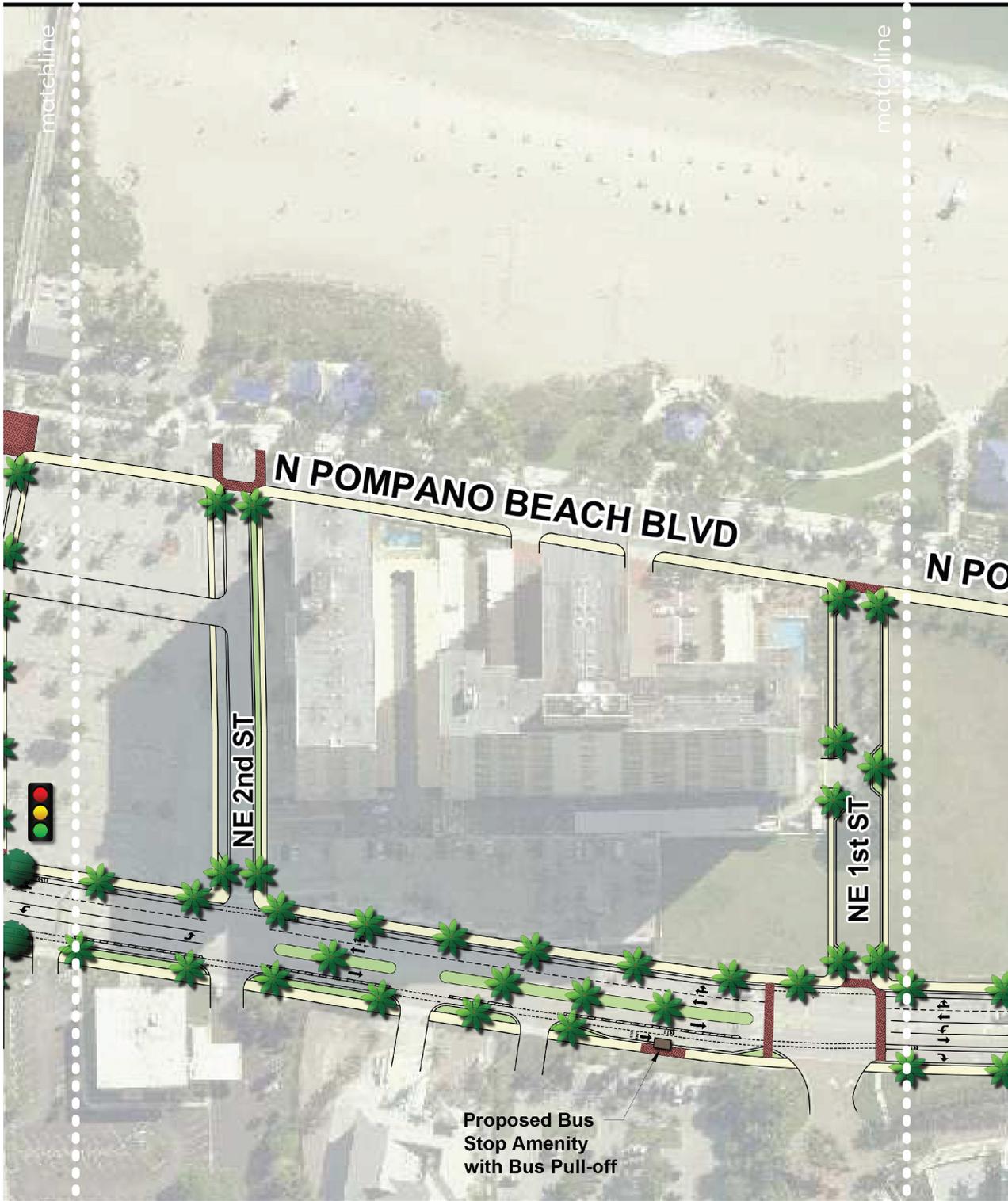
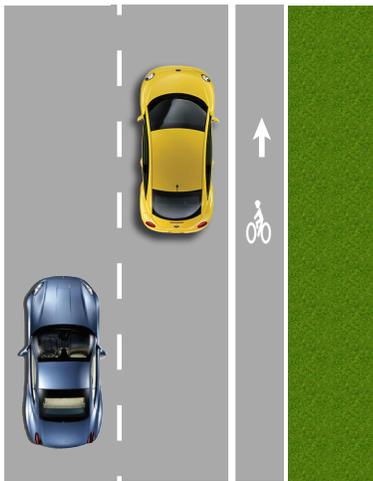


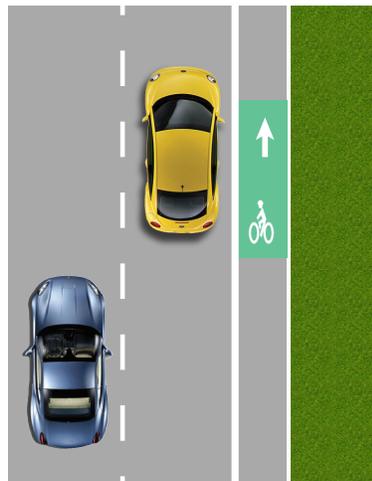


FIGURE 4.63 *Bike lane striping options [recommended]*

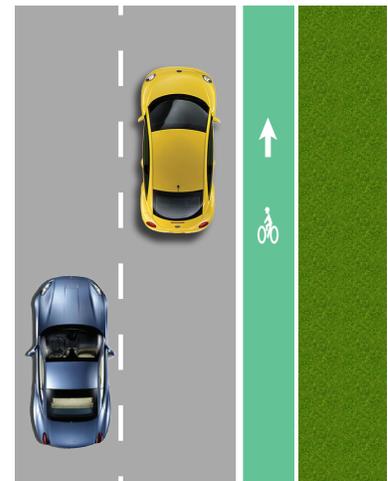


**Bike Lane**

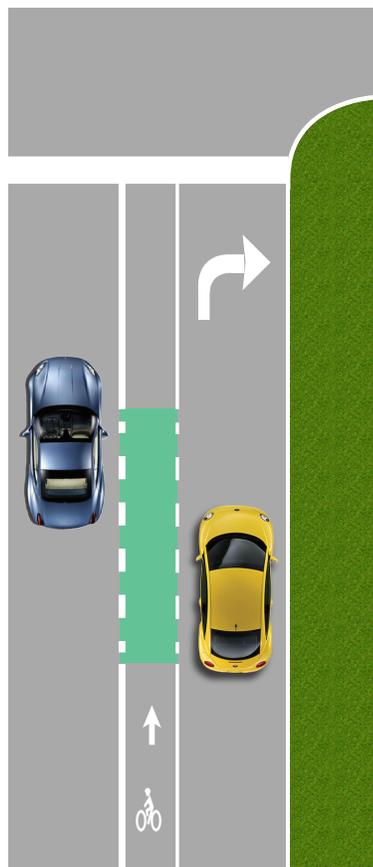
Recommended placement of bicycle lane markings  
 \*On far side of major intersections  
 \*Along roadway as needed with max. spacing of 1,320 feet



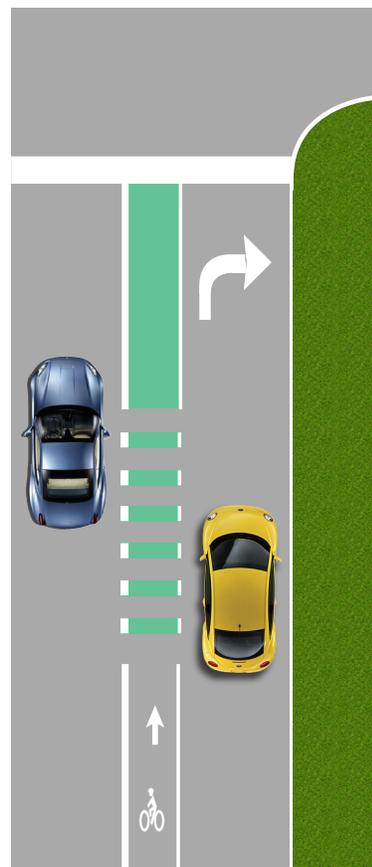
**Bike Lane w/ Colored Box**



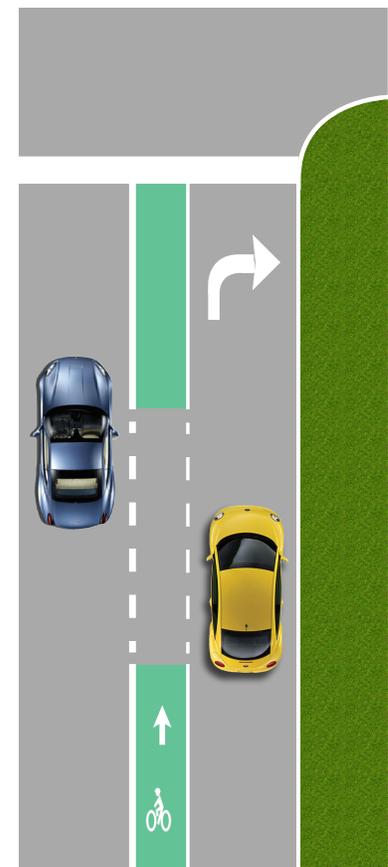
**Colored Bike Lane**



**Bike Lane w/ Color in Conflict Area**



**Bike Lane w/ Dashed Color in Conflict Area**



**Bike Lane w/ Color in Bikeway Corridor**

## BEACH SOUTH

This District is the southern gateway of SR A1A and should announce arrival into Pompano Beach. While it is fairly mature and may fundamentally look the same in the future – beachfront development with primarily mid- and high-rise multi-family residential units and resort facilities, there are a number of incremental changes that could occur to help transform this District into a more sustainable and complete area of the corridor. Several large vacant parcels could be developed, single-family residences and low-rise resort facilities could be redeveloped at higher densities, and commercial uses could be upgraded. Parking, open space improvements, and greater mobility options would allow easier access to beach activities and destinations in all areas of the corridor.

This District is primarily developed - the built form consists of buildings pushed back from the street, with parking and entry features fronting the roadway. Walls and/or landscape buffers may or not be present and sidewalks are typically pushed to the curb line. However, as redevelopment, site modification or new development occurs, the built form should emphasize enhancements to the pedestrian realm and the following characteristics:

- ▶ Tower floorplates limited in area to minimize the bulk of buildings and preserve viewsheds
- ▶ Development encouraged to have open space on the short side of the building along the beach
- ▶ Building scale, massing, and design are compatible with surrounding uses and areas; towers should step back to create a pedestrian-oriented environment
- ▶ Decorative paving used to identify special areas of the streetscape such as pedestrian building entrances, transit stops, crosswalks, and plazas and help differentiate functional zones on the sidewalk or street
- ▶ Sidewalks pulled away from the SR A1A curb line; the green space between the curb and sidewalk should be planted with drought-tolerant ground covers and street trees
- ▶ Inviting building entrances that draw people in from the public realm
- ▶ Landscaped buffers and screening that reduce the visual impact of parking lots and service areas

**FIGURE 4.64** *Shade at beach access point (existing and recommended)*



**FIGURE 4.65** *SE 12th Street intersection (existing)*



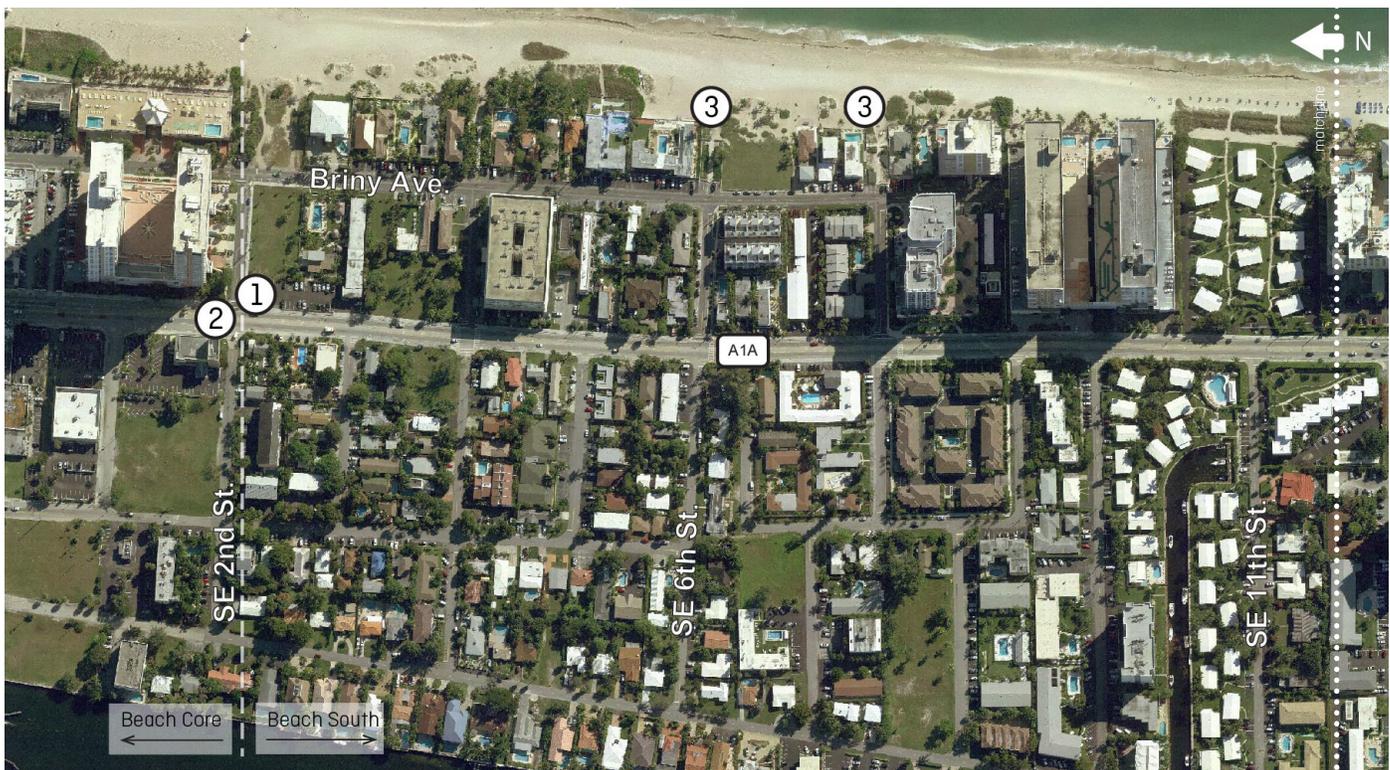
**FIGURE 4.66** *Indian Mound Park (existing)*



## ACTION ITEMS

In addition to the general corridor implementation strategies, the following district-specific measures support the overall framework and vision of the SR A1A corridor:

- 1. Extend sidewalk:** Add new sidewalk on the SE corner of the SR A1A/SE 2nd Street intersection to close the small gap in sidewalk network. While acknowledging that a utility box, power pole and storm inlet complicate the sidewalk location, pedestrians currently have to walk in the street or cross to the other side through grass to continue their journey. This is especially problematic for people in wheelchairs.
- 2. Add crosswalks:** Delineate new crosswalks (ladder style markings) across SR A1A on the south side of SE 2nd Street and on the south side of the Renaissance II towers at the beach access point. Add MUTCD signs W11-2, W16-7pL and R1-6a (See Appendix B) on each side to match other pedestrian warning signs along corridor.
- 3. Provide shade:** At posted beach access points where vehicles can park or pick up beachgoers, structures or shade trees should be located by benches and showers to provide a protected and cooler place to wait while loading and unloading.
- 4. Clarify intersection movements:** There are traffic signals on SR A1A at SE 12th Street to accommodate pedestrian crossing at the Lakeside Shoppes commercial area. However, there is no traffic signal for westbound vehicles turning onto SR A1A and cars often turn while pedestrians are in the crosswalk in an effort to use the break in traffic to their advantage. A traffic signal should be added here – it would give pedestrians extra safety and provide a turning phase for vehicles exiting SE 12th Street.
- 5. Add parking:** There is a need for additional public parking in this district. This vacant lot, adjacent to commercial uses and within one block of two beach access points, could provide approximately 46 spaces for daily use. It could tie into the over flow parking for the Beachcomber Resort to improve internal traffic flow as well.
- 6. Upgrade amenities:** Posted beach access points should have a standard minimum set of amenities to accommodate basic needs of beachgoers – a bench for sitting or changing, a shower for cleaning off sand and suntan lotion, and receptacles for depositing trash and recyclables. Receptacles should have a closed lid mechanism to reduce rain, wind, litter, bird and pest problems.



7. **Incorporate intersection treatments:** The SR A1A/Terra Mar Drive intersection marks the southern gateway into the corridor and should announce arrival into Pompano Beach. In coordination with other important intersections, use specialty pavement, a logo or symbol (as described previously) in the middle of the intersection.
8. **Create a gateway feature:** As with other gateways in the corridor, a civic or cultural icon/element should be incorporated into the SR A1A/Terra Mar Drive intersection area to serve as a unique identifier for Pompano Beach.
9. **Connect to Indian Mound Park:** Indian Mound Park has a nice open space, large trees, and benches overlooking the ICW where people often sit and fish. However, this is a hidden gem that is not signed from SR A1A. Add wayfinding signs and new sidewalk on the north side of Hibiscus Avenue from SR A1A to Indian Mound Park to connect this park to the corridor.



## ROADWAY STRATEGIES

While most of the implementation strategies discussed in this section apply to the public realm (the area from the curb to the building or right-of-way line), there are also potential long-term strategies that can be discussed regarding the roadways themselves. These strategies could work in conjunction with other measures (described in this document) to improve safety for both pedestrians and bicyclists, promote mobility options, and enhance the overall aesthetics of the corridor as a walkable and pedestrian-friendly destination. The following diagrams illustrate existing and proposed roadway cross-sections in different portions of the study corridor:

### BEACH CORE

The proposed cross-sections generally eliminate the outside through travel lane southbound and convert it to either green space or an enhanced bicycle lane. The northbound portion of the roadway remains two lanes, in order to accommodate intersections where right-turn movements are needed to handle traffic coming into the beach core. The center turn lane has been converted into a landscaped median to help slow traffic and provide a pedestrian refuge crossing the street. Cuts in the median will be made as appropriate to accommodate access to existing developments.

With the exception of the existing Oceanside One condominium at the northwest corner of E. Atlantic Blvd. and SR A1A, all other parcels abutting SR A1A north to Pier Street are either publicly owned, under consideration for redevelopment, or are likely to develop. This presents a tremendous opportunity to create a signature stretch along the Beach Core and showcase the City's commitment to an active and pedestrian-friendly streetscape. The CRA would like to ensure that the final conceptual design for SR A1A in the Beach Core incorporate the following streetscape elements (See Figures 4.68 and 4.69 for sections and renderings of these elements)

- ▶ Protected bike lanes, preferably at the same level with the sidewalk, and between the sidewalk and on-street parking
- ▶ Parking on both sides of SR A1A, utilizing easements within the abutting properties to accomplish the preferred streetscape cross-section, if necessary
- ▶ Utilization of on-street parking lanes for through-traffic during major events
- ▶ Landscaped median and elimination of the center turn lane
- ▶ Elimination of a northbound dedicated right turn lane at NE 2nd Street

### BEACH NORTH/BEACH SOUTH

In proposed cross-section Option No. 1 (See Figure 4.70), the reversible lane (or "suicide" lane) has been converted to a median. This option simplifies the crisscrossing of traffic at multiple access points along the corridor and instead requires U-turn movements instead of left-turn movements. Specific design will need to be done on a block-by-block basis to account for turning movements from side streets and ensure there is adequate room for a variety of vehicle types to make turning movements. The median will contain groundcover vegetation and trees to improve aesthetics and provide green space.

In proposed cross-section Option No. 2 (See Figure 4.68), the reversible lane is eliminated and a green buffer is added between the roadway and sidewalk to provide additional safety for the pedestrian. Trees and groundcover vegetation will be added in the buffer to help define the roadway edge. At transit stops, bus bays will be utilized so that traffic can pass while the bus is stopped.

FIGURE 4.67 Road section for Beach Core with proposed changes (proposed)

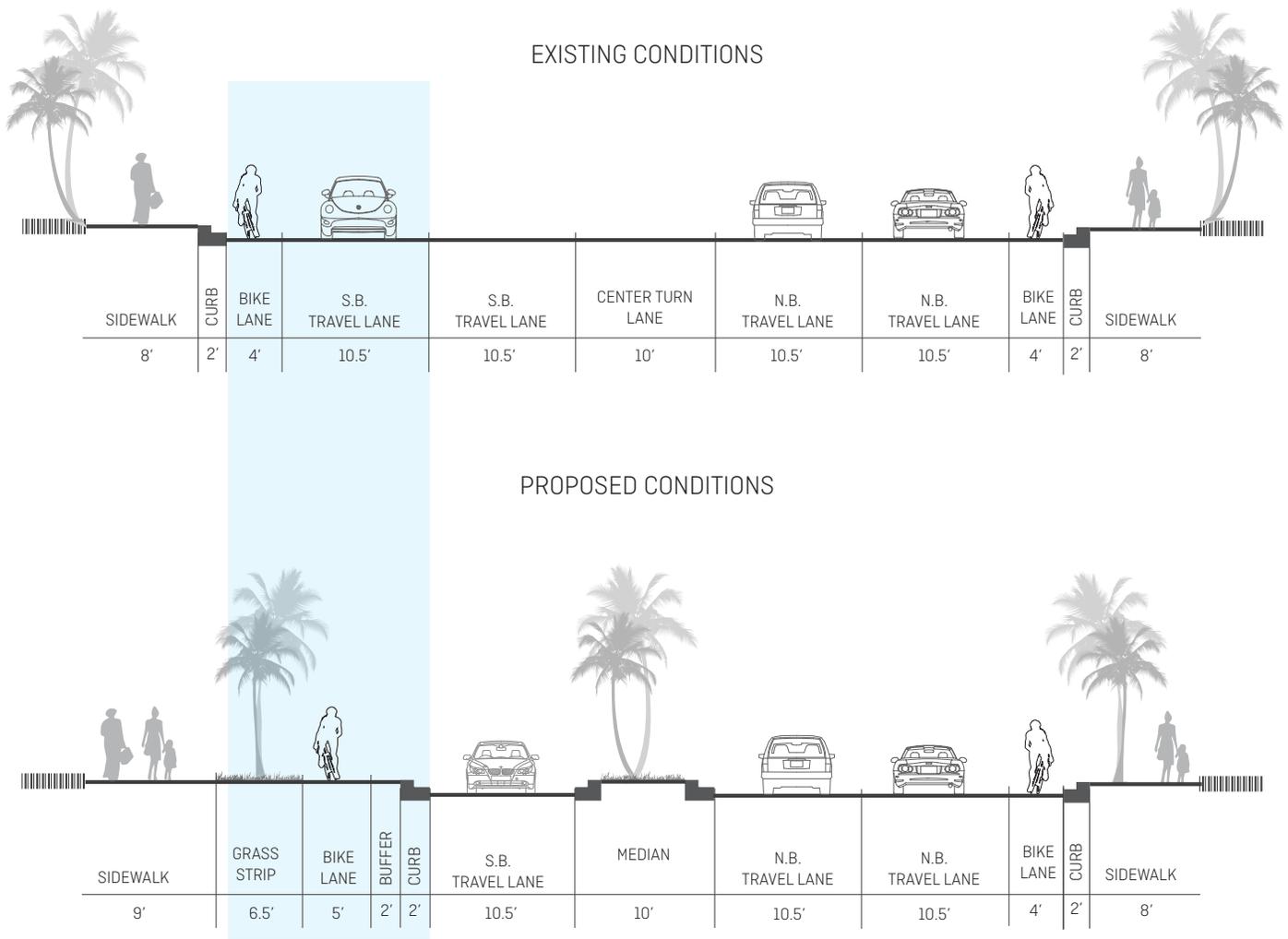
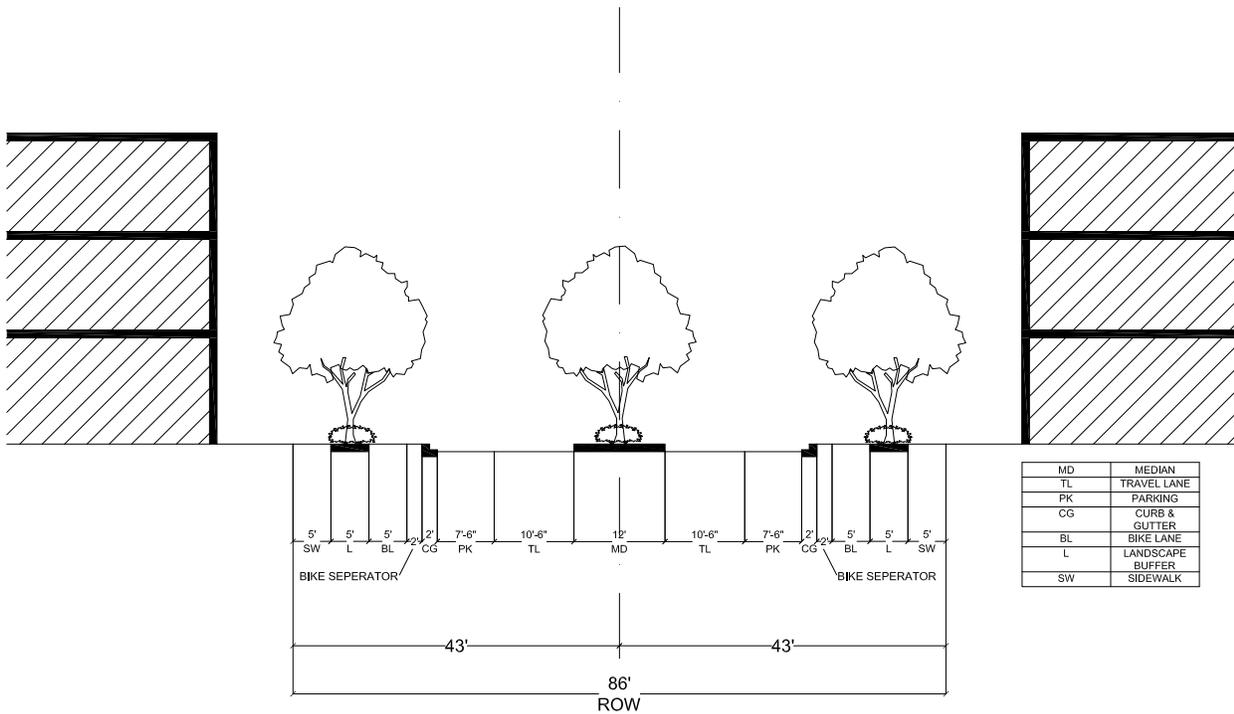
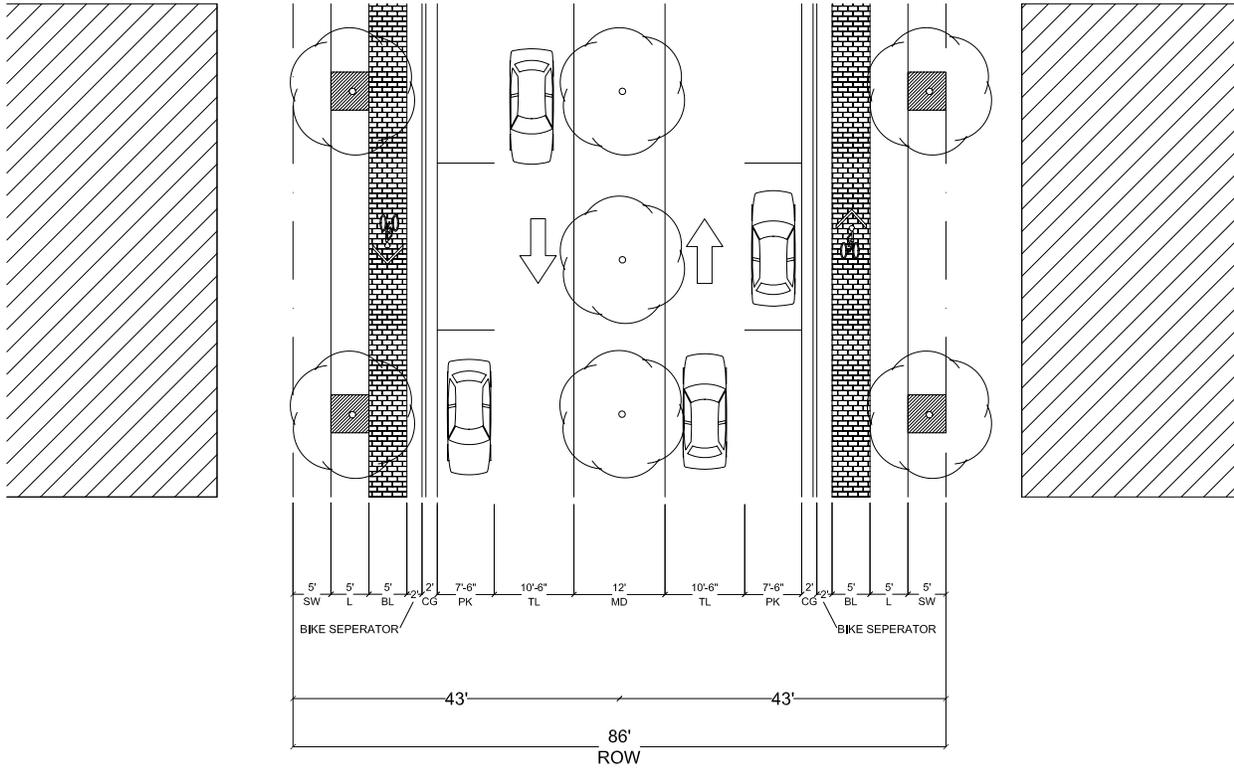


FIGURE 4.68 Potential cross-section for SR A1A north of E. Atlantic Blvd.



MD	MEDIAN
TL	TRAVEL LANE
PK	PARKING
CG	CURB & GUTTER
BL	BIKE LANE
L	LANDSCAPE BUFFER
SW	SIDEWALK

FIGURE 4.69 Pedestrian realm along SR A1A north of E. Atlantic Blvd.

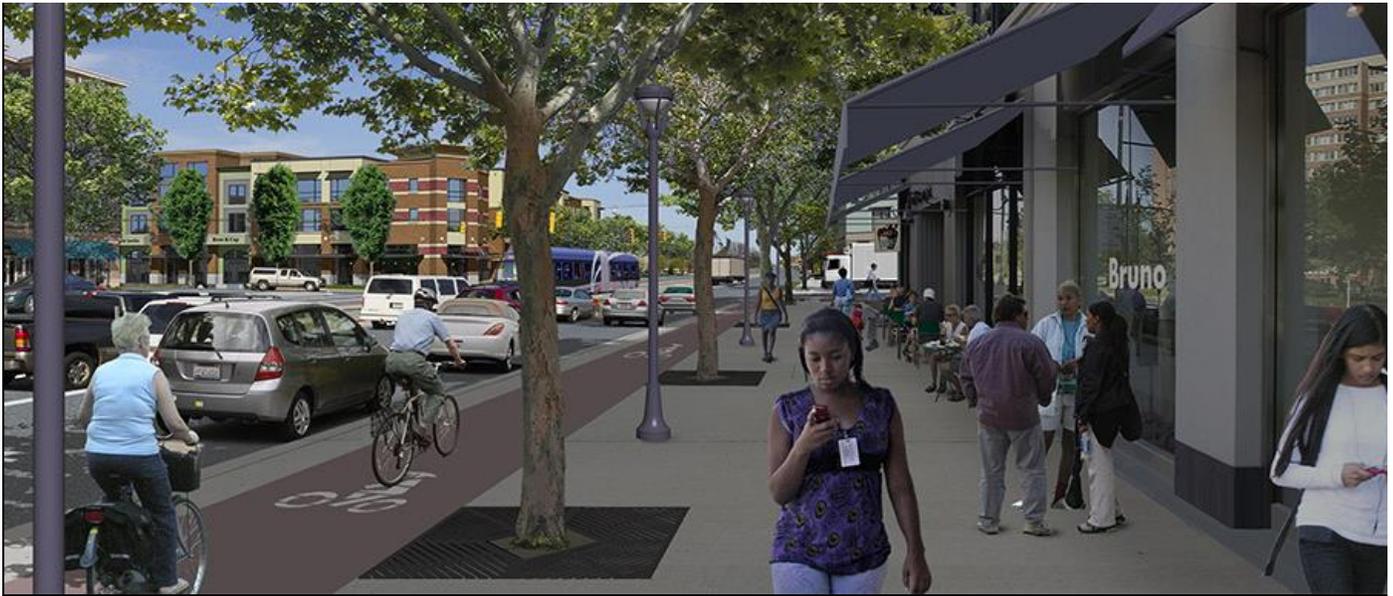
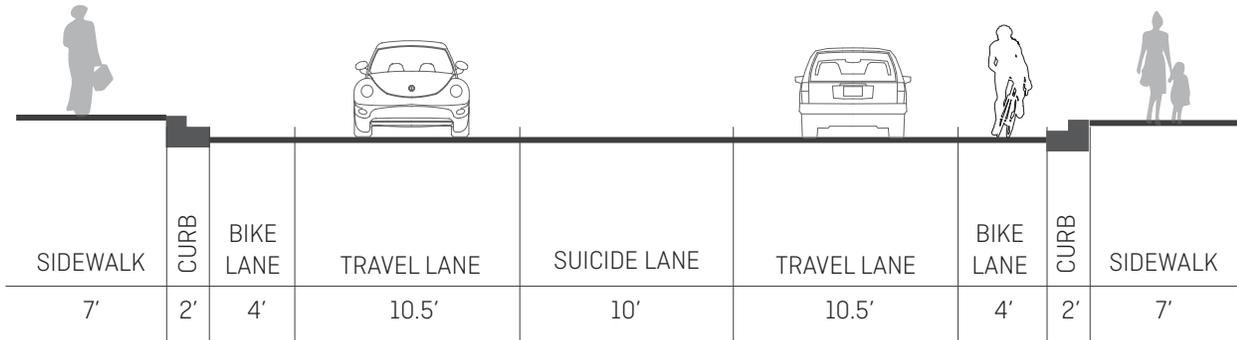
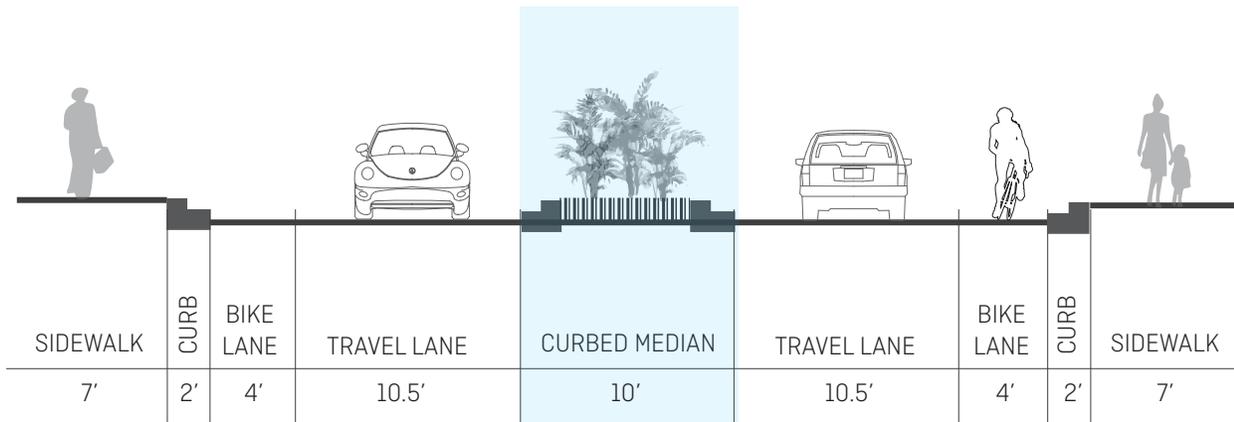


FIGURE 4.70 Road section for Beach North and Beach South with proposed options for changes (recommended)

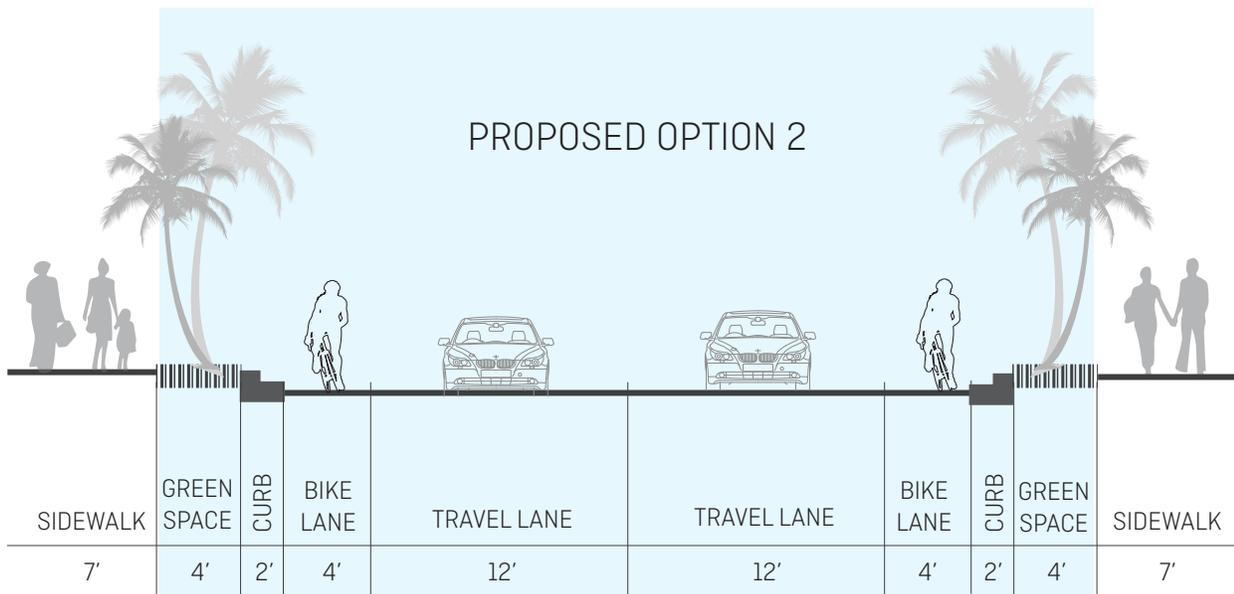
EXISTING CONDITIONS



PROPOSED OPTION 1



PROPOSED OPTION 2



## ROADWAY OPTIONS

The cross-section options shown here provide the City with a number of possibilities to evaluate as infrastructure improvements are considered along the corridor. The following chart summarizes some of the design elements included in those cross-sections:

**FIGURE 4.70** CROSS SECTION DESIGN ELEMENTS (FIGURES 4.67 AND 4.68)

BEACH CORE DESIGN ELEMENTS		
DESIGN ELEMENT	PROS	CONS
Landscaped median	Planting beds and landscape help sustainability efforts; median helps slow traffic and make the beach core more pedestrian-friendly	Elimination of unlimited left-turn will require vehicles to utilize breaks in median (at major developments) or make U-turns at intersections; U-turns may be hard for larger vehicles
Bike lane with buffer	Buffer provides greater level of comfort and separation with vehicles; wider bike lane and buffer encourage more riders to use instead of sidewalk	None beyond existing concerns of conflicts with vehicles
Raised bike lane with buffer	Raising bike lane to sidewalk level buffers it from traffic and encourages a more diverse group of riders to use bike lane instead of sidewalk; raised lane will provide protection at intersections and slow vehicles	Vehicles turning in and out of side streets will have to bump over raised bike lane unless it dips at driveways and intersections, which would create a lot of up and down movement and decrease safety of bikers
Green space between curb and sidewalk	Buffer for pedestrians; place to plant street trees that provide shade; planting beds help sustainability efforts	Increased maintenance man-hours

**FIGURE 4.71** CROSS SECTION DESIGN ELEMENTS (FIGURES 4.70)

BEACH NORTH/BEACH SOUTH DESIGN ELEMENTS		
DESIGN ELEMENT	PROS	CONS
Landscaped median	Pedestrian refuge at mid-block crossing locations; planting beds and landscape help sustainability efforts; median helps slow traffic and make the corridor more pedestrian-friendly	Elimination of unlimited left-turn will require vehicles to utilize breaks in median (at major developments) or make U-turns at intersections; U-turns may be hard for larger vehicles
Center turn lane (suicide lane) elimination	Cross-section reduction allows for addition of green space between curb and sidewalk; wider travel lanes	Traffic backup for turning vehicles and stopping buses
Green space between curb and sidewalk	Buffer for pedestrians; place to plant street trees that provide shade; planting beds help sustainability efforts	Increased maintenance man-hours

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A tropical landscape featuring several palm trees in the foreground and middle ground. A building with a blue roof is visible on the right side. In the background, there are high-rise buildings and a golf course. The sky is overcast with grey clouds. The text 'IMPLEMENTATION' is overlaid in the center of the image.

IMPLEMENTATION

5

## IMPLEMENTATION STRATEGIES

The City has a variety of useful tools in their control to enable and encourage desired development activities along the SR A1A corridor. Implementation requires strategies that allow for proposed improvements and related development to further the goals and objectives of the Vision. Components that guide this process include:

### BRANDING

Pompano Beach competes with other places, from a regional to a national scale, for people, resources and business. Branding helps differentiate the City from other destinations in terms of character, activities and marketing and creates a unique identity from which to draw new investments, retail, tourists and residents.

There are many benefits to developing a brand strategy, including increased competitiveness, higher returns on investments, organized development efforts, and community pride and sense of purpose.

Branding will help Pompano Beach focus on how it wishes to grow in the future. It allows it to develop a dynamic environment and a long term vision of what the city is, what it wants to be, and how it wants to get there. It encourages Pompano Beach to think beyond its current circumstances in order to create new opportunities.

Branding and theming is an important component of this Transformation Plan and the future look and feel of the corridor. Image is everything: therefore, the branding framework should focus on the physical environment and coordinating design elements in the public realm, especially the streetscape elements found in the sidewalk zones.

Outside of the Atlantic Overlay district (AOD) and adjacent transitional zones, building form for the corridor should emphasize vintage coastal architecture, back to the period when the Hillsboro Inlet lighthouse was constructed, with modern nautical and tropical touches thrown in to tie elements together and complement other projects. Streetscape elements should follow these general style forms as well. Architectural design should include detailing that promotes a variety of old Florida styles, such as:

- ▶ Open, airy, light feeling
- ▶ Light pastel colors with bold color accents
- ▶ Light pastel colors with bold color accents
- ▶ Horizontally accented layers
- ▶ Outdoor living spaces that are covered on multiple sides to take advantage of prevailing breezes
- ▶ Covered porches
- ▶ Balconies on upper floors

**FIGURE 5.1** *Typical streetscape elements (recommended)*



**FIGURE 5.2** *Typical streetscape elements (recommended)*



- ▶ Raised foundations
- ▶ Sloped roofs
- ▶ Lots of windows and light

Within the AOD and adjacent transitional areas, building forms must be consistent with the architectural styles of the AOD. A standard palette of streetscape elements should be established for the corridor, consisting of sidewalks and curbs, lighting, landscaping, and streetscape furniture (benches, litter and ash receptacles, tables and chairs, bollards, shelters, parking meters, sign poles, utility covers and boxes, and planters). The design should reflect the nautical themes of the region, history and culture, and designs already established in Pompano Beach, with clean lines and modern detailing. The location of elements should support their function. Elements should be durable, both in construction and finish, be easy to maintain and to install, and have vandal-resistant features. Replacement parts or components should be readily available and easily installed. Finish colors should be easily matched.

While greater visual continuity will be achieved through the use of a standard streetscape palette throughout the corridor, replication of identical paving, landscape and furniture is not intended for all areas of SR A1A. Streetscape in the Beach Core may not be appropriate for use on streets in Hillsboro Shores that are primarily residential. Subtle variations on common streetscape

**FIGURE 5.3** *Neighborhood business site (existing)*



elements should be used to celebrate and identify the distinct districts along the corridor. A functional and common sense style of enhancement should balance uniformity with diversity.

## POLICY CHANGES

The Transformation Plan proposes recommendations that impact existing land use and zoning. While major changes to the Comprehensive Plan and Land Development Code are not necessary to achieve the vision defined for this corridor, regulations should be updated to reflect the intent of the proposed improvements. Inappropriate zoning can be as much of a barrier to development as physical constraints because it creates additional costs and risks for a developer seeking to change its designation.

The RM-20 and RM-45 zoning (see Appendix C for descriptions) currently existing near NE 14th Street and SR A1A allow limited neighborhood-serving commercial uses. Non-residential uses have been identified as a primary need in this area to serve both visitors and adjacent neighborhoods and close the walkability gap (see Appendix D) along the corridor. If a larger commercial node was proposed through parcel assemblage or other means, the City may want to consider designating an area with B-2 zoning (see Appendix C for descriptions) to provide appropriate development opportunities and prevent the possibility of spot rezoning requests in the future.

The RM-20 and M-1 zoning (see Appendix C for descriptions)

**FIGURE 5.4** *Potential opportunity for redevelopment (existing)*



currently existing in the Hillsboro Inlet area may not be the most advantageous for the uses needed to create a mixed-use destination at this northern gateway location. In order to protect the specialty uses under M-1, projects that aggregate parcels into a larger development would need to judiciously locate uses allowed under that designation in order to maintain the water-oriented uses currently existing there. The RM-20 may be more troublesome. Located further inland along SR A1A, it may need to be changed to the adjacent B-2 and/or B-3 zoning currently existing in this area to facilitate a built form that fronts both SR A1A and the water and includes a variety of mixed-use development.

The Transformation Plan provides a basic organization and framework for development along the SR A1A corridor public realm. In addition to laying out improvements for the built form and transportation, the Plan also presents a vision for the future in terms of design character. However, that vision is necessarily broad, as it relates to multiple districts, as well as existing neighborhoods and businesses along the corridor. As developers, companies and other stakeholders begin to participate in the corridor's revitalization, they will need guidance in designing and executing projects that ensure that private investment reinforces

the design character envisioned for the corridor.

The City should establish a checklist of design principles as part of the project development process. These principles should be based on the branding described in this Plan, should reinforce the desired future character of the corridor, and should encourage new development and redevelopment to create active and inviting spaces that are pedestrian-friendly. This checklist should be based, in part, on the desired built form outlined for each District in the corridor. The use of agreed-upon standards should, in the long run, benefit everyone, ensuring that the SR A1A corridor

**FIGURE 5.5** *Pompano Beach - a premier beach location with a variety of activities and destinations*



will maintain long-term sustainability. With these guidelines, stakeholders can be more confident in taking actions that advance their own interests knowing they collectively contribute to the overall realization of the corridor vision.

## ECONOMIC DEVELOPMENT

With easy access to I-95 and Florida’s Turnpike, an established destination along the Gold Coast, walkable central beach core, and the variety of recreational activities afforded by the beach, ocean, and ICW, the SR A1A corridor is a key tourist market and major driver of economic development for the City. However, there are number of disadvantages that work against the corridor’s growth potential. Seasonal housing presence, low traffic counts on SR A1A, proximity to the Federal Highway retail nodes, lack of development sites of suitable size, and a modest employment base reduce the opportunities for catalyst projects.

## PREFERRED DEVELOPMENT LOCATIONS

There are three nodes where development should be clustered to create critical mass and prevent an oversupply of space.

Concentrating retail in this manner increases walkability, connects walksheds (5- to 10-minute pedestrian distance between destinations), and provides activity in the public realm both day and night. The three development nodes are:

- ▶ Beach Core between E. Atlantic Boulevard and Pier Street: This location will be anchored by the extension of NE 2nd Street as Pier Street and the construction of a new City parking structure and will serve the key tourist area
- ▶ Beach North near NE 14th Street: This location will serve local residents in the Hillsboro Shores area, as well as the adjacent resort development and close a significant gap in corridor walkshed connectivity (See Walkability map in Appendix D)
- ▶ Hillsboro Inlet: This location will be anchored by potential redevelopment of the area into a mixed-use destination that serves local residents, tourists, and boaters

## PREFERRED DEVELOPMENT TYPES

Although sales and spending data for a 10-minute drive from the

FIGURE 5.6 Concept plan for potential Hillsoro Inlet development (proposed)



study corridor indicates that the market is generally saturated in most retail categories, beachfront retail clusters offer unique opportunities and a specialized market segment. These clusters are usually smaller in scale, walkable, and have superior business performance. Within this background, the following product types will likely be competitive in the context of the corridor and the larger trade area:

- ▶ **Restaurant:** Restaurants will be a major share of the business mix, with both limited-service (fast food and casual establishments) and full-service choices needed. Those with “destination” potential could be located outside the primary development nodes (on the ICW, inside hotels, etc...), but improved connectivity will enhance their prospects.
- ▶ **Retail:** New retail does not need to be large, but it needs to be distinctive to attract customers. The mix will be primarily specialty shops, although there is also a need for everyday goods and services.
- ▶ **Hotel:** There is a lack of larger, higher-quality hotel product in the study corridor. Many times this steers visitors to other locations while in the area. Current development plans and available sites indicate interest in and the potential for new hotel development along the corridor, although no projects are underway yet.
- ▶ **Marina:** Marina spending is not a large enough generator of spending that on its own would support new development nearby. Potential strategies should revolve around enhancing services and amenities to maximize the slips already existing or planned. Restaurant development near marinas is a key synergy.

## PROGRAMS

In addition to policy changes, there are other strategies the City can consider as part of the Vision for ensuring Pompano Beach remains a sustainable community and destination long into the future, including:

### PROVIDE INCENTIVES

An important step toward achieving the form for desired development and redevelopment involves incentives to support private projects that complete key aspects of the framework. Pompano Beach can offer reduced development fees on properties that are developed

consistent with the vision and implementation policies. Incorporation of public parking in private development should also be encouraged

### OFFER ASSISTANCE

The City can provide staff and consultant expertise to help design project improvements, especially the interface of public and private realms. The City can also offer administrative and technical assistance to educate developers on practices and concepts and help projects meet the requirements and expectations of regulations.

### STREAMLINE REVIEW

Projects that are designed consistent with the preferred development forms outlined in the transformation plan can be eligible for expedited permitting or priority review and approval.

### CONSIDER STRATEGIC LAND ACQUISITION:

Pompano Beach should consider acquiring properties that further corridor vision objectives and provide land for public benefit. Such decisions are not to be made lightly given the costs and risks involved, but those factors should be balanced against the strategic value of the land in question. Acquisition should focus on these key needs - additional public parking in the Beach North and Beach South areas, a beachside park in the Beach South area, and any lands that could be preserved as or converted to open space that could help counter the long-term effects of sea level rise.

The City should also look at the practicality of securing additional beach access easements in areas where there are significant gaps between locations, such as the frontage between NE 5th Court and NE 7th Court, the frontage between SE 8th Street and SE 12th Street, and Hillsboro Shores area.

## STRATEGIC PLAN

Implementing the Transformation Plan for the SR A1A corridor will be accomplished through a strategic action plan that organizes the Vision into achievable and actionable steps that can be undertaken over time. The strategic plan is intended to be a living document subject to change as the plan is tested against time and market conditions, as well as assumptions among partners and stakeholders. It will be critical to keep focus on the action plan, not only as an organizing framework but to capitalize on unforeseen opportunities that may arise that are consistent with the vision and transformation plan.

The following tables identify projects and actions for the corridor and individual districts. The targeted horizons demonstrate the suggested time frame for implementation, identifying short term (less than five years), mid-term (five to ten years) and long-term (greater than ten years) projects and priorities.

## MEASURING SUCCESS

This plan provides a range of recommendations so that as priorities or opportunities arise, the City can make progress in transforming the SR A1A corridor so it can achieve its full economic and community development potential. The actions identified are those most important to initiating change. Over time, Pompano Beach will need to check in and track its collective progress toward achieving the corridor vision. To ensure implementation is sustained over the long time periods required for redevelopment, the City should establish a review of the progress in achieving the desired community outcomes.

It is recommended that the City establish a short list of indicators and benchmarks that it can report progress toward on an annual basis to demonstrate the benefits of improvements and changes along the corridor. This will be an important tool to keep focus on the Cision as time elapses and there is turnover in elected officials, appointed officials, and staff who have been involved in the Transformation Plan process, and will help cultivate new champions for the Vision and its recommendations as they evolve.

Examples of potential indicators or benchmarks to track may include:

- ▶ Linear feet of street frontage with complete streets treatments
- ▶ Walkability score (See [www.walkscore.com](http://www.walkscore.com) or [www.walkableamerica.org](http://www.walkableamerica.org) for additional information)
- ▶ Miles of bicycle lane enhanced
- ▶ Number of transit stops upgraded
- ▶ Number of new vehicle and bicycle parking spaces added
- ▶ Number of key wayfinding points receiving new or enhanced signage
- ▶ Number of new development, redevelopment or adaptive reuse applications submitted
- ▶ New housing units built
- ▶ Code amendments

## FUNDING

Implementing the Transformation Plan will require significant enhancements to the pedestrian environment and other infrastructure improvements to promote connectivity and accessibility. Funding these improvements will likely require one or more defined revenue sources to supplement what may be available from other public sources. Using tax increment financing (TIF) for the portion of the corridor within the CRA would be a natural use of a common redevelopment tool that can be used for employment opportunities and improvement of the tax base.. Special tax and/or assessment districts are also methods where infrastructure projects could be essentially self-financed by the development that uses them. More broadly, a mobility fee for the entire corridor could be used to fund transportation infrastructure. Mobility fees differ from conventional roadway impact fees in that they enable funding for non-roadway improvement projects as well.

## PROJECTS

Figures 5.7 and 5.8 on the following pages present summary matrices of the general- and specific-location strategies presented in this Plan, including general unit costs and a timeframe for implementation. Short-term projects are usually easily undertaken and can show immediate progress toward corridor goals. These projects are usually prioritized based on preferential locations that provide the most impact and visibility. Many projects are represented in multiple timeframes, meaning they can generally be planned as stand-alone projects or can be implemented in phases, and are not dependent on roadway or infrastructure improvements the City currently is planning for long-term implementation.

FIGURE 5.7 General Strategies

GENERAL STRATEGIES						
This table identifies general strategies for the corridor. The text preceding this table includes a more detailed discussion of each recommendation. Costs are planning level cost estimates only. The targeted horizon column indicates the planned timeframe for implementation.				Short Term (<5 years)	Mid Term (5-10 years)	Long Term (10+ years)
No.	Recommendation/Action Item	Planning Cost	Targeted Horizon			
<b>PEDESTRIAN</b>						
P-1	Standardize crosswalk design	\$5/LF (striping)	X			
P-2	Enhance unregulated crosswalks	\$3000/EA (RRFB units)	X			
P-3	Improve mobility at curb ramps	\$10/SF (sidewalk)	X			
P-4	Enhance transitions at curb ramps	\$500/EA (warning strip)	X			
P-5	Define a streetscape palette	Staff time	X			
P-6	Create new beach access markers	\$200-5000/EA (sign/monument)	X			
P-7	Add wayfinding	\$2000-5000/EA (kiosk)	X			
P-8	Remove obstacles in sidewalk	TBD	X	X		
<b>BICYCLE</b>						
B-1	Modify lane markings to accommodate bicyclists	\$5-15/LF (markings/color)	X			
B-2	Modify intersection operations for bicyclists	\$1000/EA (detection loops)	X			
B-3	Enhance bike lane identification	\$300/EA (signs)	X			
B-4	Expand short-term bike parking options	\$500/EA (racks)	X	X	X	
B-5	Integrate long-term bike parking into development	\$1000/EA (lockers)	X	X	X	
B-6	Incorporate bicycle amenities	\$1000/EA (workstation)	X	X	X	
B-7	Provide lighting for bicycle parking	\$1000/EA (lighting)	X	X	X	
B-8	Make bicycling convenient	\$40,000/EA (B-Cycle station)	X	X	X	
<b>STREET</b>						
S-1	Create new beach access markers	\$200-5000/EA (sign/monument)	X			
S-2	Add wayfinding	\$4000/EA (wayfinding sign)	X			
S-3	Discourage roadside delivery stops	\$300/EA (sign)	X			
<b>PUBLIC TRANSPORTATION</b>						
T-1	Make all transit stops accessible	TBD	X	X		
T-2	Make transit stops recognizable	\$20/SF (specialty paving)	X			
T-3	Highlight Community Bus Service	\$1000/EA (branding)	X			
T-4	Standardize the BCT brand	TBD	X	X		
T-5	Provide new transit shelters	\$8000/EA (shelter)	X	X		
T-6	Add amenities	\$2500/EA (basic amenities)	X	X		
T-7	Create informational panels	\$25,000/EA (shelter ITS)	X	X		
T-8	Integrate water taxi service	\$15,000EA (stop amenities)	X	X		
T-9	Create a beach shuttle service	TBD	X	X		
<b>INFRASTRUCTURE</b>						
I-1	Increase parking	TBD	X	X	X	
I-2	Underground utilities	TBD		X	X	
I-3	Implement Low Impact Development (LID)	TBD	X	X	X	
I-4	Encourage environmental sustainability	TBD	X	X	X	
I-5	Enhance maintenance activities	TBD	X	X	X	
<b>AESTHETIC</b>						
A-1	Create gateways	\$75,000/EA (gateway features)	X			
A-2	Expand public art installations	TBD	X	X	X	
A-3	Add trees	\$600/EA (street trees)	X	X	X	
A-4	Create places	TBD	X	X	X	
A-5	Preserve views	N/A	X	X	X	
A-6	Maximize solar access	N/A	X	X	X	
A-7	Capture breeze	N/A	X	X	X	

FIGURE 5.8 Location-Specific Strategies

LOCATION-SPECIFIC STRATEGIES						
This table identifies location specific strategies for the districts. The text preceding this table includes a more detailed discussion of each recommendation. Costs are planning level cost estimates only. The targeted horizon column indicates the planned timeframe for implementation.				Short Term (<5 years)	Mid Term (5-10 years)	Long Term (10+ years)
No.	Recommendation/Action Item	Planning Cost	Targeted Horizon			
<b>HILLSBORO INLET</b>						
HI-1	Provide water access	\$600,000	X	X		
HI-2	Create a landmark	\$100,000	X			
HI-3	Incorporate intersection treatments	\$10,000	X			
HI-4	Encourage a variety of uses and public spaces	Staff time	X	X	X	
HI-5	Add crosswalk	\$300	X			
<b>HILLSBORO SHORES</b>						
HS-1	Extend sidewalk	\$120,000	X			
HS-2	Add crosswalks	\$300	X			
HS-3	Reduce intersection radii	Varies (typ. \$2500/int)		X		
<b>BEACH NORTH</b>						
BN-1	Upgrade amenities	\$15,000	X	X		
BN-2	Extend sidewalk	\$12,000	X			
BN-3	Add parking	TBD	X	X		
BN-4	Incorporate intersection treatments	\$10,000	X			
BN-5	Create a gateway feature	\$75,000	X			
BN-6	Accommodate bicycles	\$1,000	X			
BN-7	Widen street curb radius	\$15,000		X		
BN-8	Provide shade	\$4,000	X	X		
BN-9	Extend sidewalk	\$12,000	X			
BN-10	Add crosswalks	\$600	X			
BN-11	Add parking	TBD	X	X	X	
BN-12	Make connections	\$35,000	X			
<b>BEACH CORE</b>						
BC-1	Accommodate vehicular loading/unloading	\$5,000		X		
BC-2	Prevent left turns	\$1000-5000	X			
BC-3	Add on-street parking	TBD		X	X	
BC-4	Incorporate intersection treatments	\$40,000	X			
BC-5	Expand the corridor	\$45,000	X			
BC-6	Encourage a variety of uses and public spaces	Staff time	X	X	X	
BC-7	Connect streets	\$50,000	X	X		
BC-8	Create a gateway feature	\$75,000	X			
<b>BEACH SOUTH</b>						
BS-1	Extend sidewalk	\$2,000	X			
BS-2	Add crosswalks	\$600	X			
BS-3	Provide shade	\$6,000	X	X		
BS-4	Clarify intersection movements	\$10,000	X			
BS-5	Add parking	TBD	X	X		
BS-6	Upgrade amenities	\$9,000	X			
BS-7	Incorporate intersection treatments	\$10,000	X			
BS-8	Create a gateway feature	\$75,000	X			
BS-9	Connect to Indian Mound Park	\$12,000	X			

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# APPENDICES

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# APPENDICES

The following appendices contain background and supplemental reference information relevant to this Transformation Plan and have been included to help inform the implementation strategies found herein:

## APPENDIX A - SIDEWALK ZONES

This appendix illustrates the different sidewalk zones referenced in location-specific design strategies and provides guidance for design of these zones.

## APPENDIX B - SIGNAGE

This appendix illustrates the palette of standard roadway signage proposed in this Plan. Illustrations are from the U.S. Department of Transportation, Federal Highway Administration's Manual on Uniform Traffic Control Devices (MUTCD).

## APPENDIX C - REGULATORY BACKGROUND

This appendix was compiled early in the design process to help understand the makeup of land uses, zoning and future land use designations along the study corridor. It was an important reference as policy changes were being considered as part of the implementation strategies

## APPENDIX D - MULTIMODAL STRATEGY

This appendix was compiled early in the design process to help evaluate existing conditions in the mobility network along the study corridor. It identified issues and opportunities and recommended investments in the transportation infrastructure to improve multimodal accessibility. It was an important reference as both general- and specific-location implementation strategies were being formed.

## APPENDIX E - ECONOMIC DEVELOPMENT STRATEGY

This appendix profiles the study corridor, notes demographic and location factors that influence economic conditions, and outlines the general advantages and disadvantages of the study corridor for potential development. While this background information does not recommend specific uses or lay out a strategic action plan for development, its conclusions informed the implementation strategies contained in the Plan.

## APPENDIX F - NOTES

This appendix credits the source of photographs that were not taken by Renaissance Planning.

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SIDEWALK ZONES

A

## SIDEWALK ZONE DESIGN

The Sidewalk Zone typically refers to exterior public spaces located between street curb lines and building facades. It is the primary area of occupation by the pedestrian and, as such, has significant power to shape the walking experience. The Sidewalk Zone should create a comfortable, attractive and maintainable environment that encourages and expands pedestrian use, reinforces public realm activity, and promotes coordination with new private sector investments.

Pompano Beach has recognized the symbiotic relationship between an attractive, well-maintained Sidewalk Zone and a competitive economic environment. An aesthetically appealing Sidewalk Zone encourages pedestrian activity on the sidewalk, makes people feel comfortable and safe both day and night, and supports adjacent activities such as shopping, dining, walking and gathering. It provides an inviting place that can attract new businesses while it enhances the quality of the community for people to live, work and play.

The purpose of this Appendix is to convey improvement strategies in the Sidewalk Zones that will enhance the identity of the corridor, unify its visual image, create a built environment that is in scale and character with pedestrian oriented activities, strengthen connections, encourage and accommodate varied modes of transportation, and provide a unique place for both residents and visitors.

These recommendations elaborate on the concepts and requirements established in the Pompano Beach Complete Streets Design Manual and provide guidance to designers, developers, planners, and the City for the establishment of a coherent, high quality urban community. They are intended for new construction, additions and altering exterior portions of an existing building.

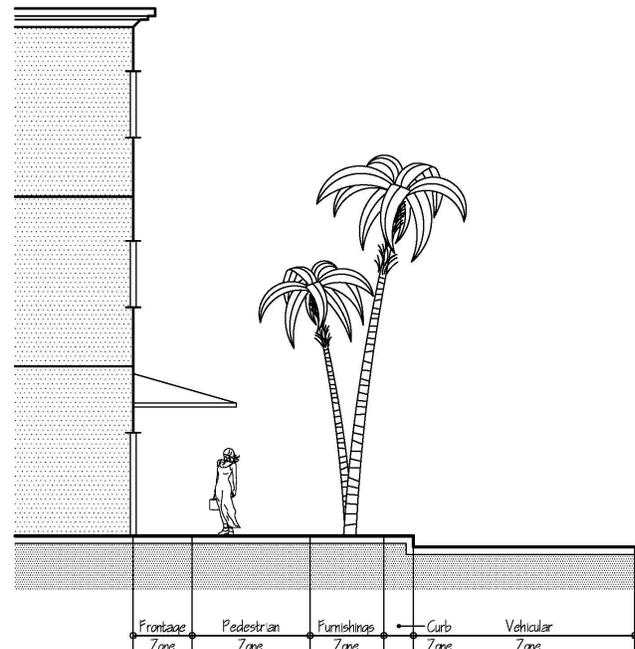
Streetscape elements are organized within the Sidewalk Zone to ensure a measure of uniformity and provide pedestrian circulation and safety. These elements include paving - sidewalks, curbs and crosswalks; lighting; plantings; and street furniture. The Complete Streets Design Manual identifies four distinct areas within the Sidewalk Zone, as described below and as shown in Figure A.1:

- ▶ Frontage Zone – “The transition area between the property line and sidewalk where awnings, stairs, storefront displays, and other building elements intrude into the sidewalk.”
- ▶ Pedestrian Zone – “The clear portion of the sidewalk on which pedestrians travel.”

- ▶ Furnishings Zone – “The portion of the sidewalk used for street furniture, trees and landscaping, transit stops, lights, fire hydrants, and other furnishings.”
- ▶ Curb Zone – “The portion of the sidewalk where the curb is located.”

The actual dimensions of these zones will vary based on street type, function and activity; however, all design should conform to City and County codes and specifications, Americans with disabilities Act (ADA) requirements, and consideration of the access required for utility structure maintenance. Minimum distances should always be maintained between streetscape elements and items such as accessible ramps, fire hydrants and

**FIGURE A.1** *Zones of streetscape elements*



vehicular access drives.

In addition to spacing requirements between streetscape elements, clear zones should be established at sidewalk intersections. Clear zones are areas of the sidewalk where only public fixtures, such as traffic lights, street signs and signal poles are permitted. While this may not be possible at all intersections, it should serve as a model to accommodate the higher pedestrian volumes that occur at intersections. This area should provide safe viewing distance for pedestrians as well as motorists looking at street signs or traffic lights. Clear zones include the sidewalk

intersection and a ten (10) foot area measured from building corners at the street intersection.

While greater visual continuity will be achieved through the use of similar streetscape elements throughout the corridor, replication of identical paving, landscape and furniture is not intended for all areas of SR A1A. Streetscape in the Beach Core may not be appropriate for use on streets near Hillsboro Shores that are predominantly residential. Subtle variations on common streetscape elements should be used to celebrate and identify distinctive neighborhoods and districts located within the broader areas identified in the Complete Streets Design Manual. A functional and common sense style of enhancements should balance uniformity with diversity.

The street furniture palette should consider benches, litter and ash receptacles, tables and chairs, bollards, bus shelters, parking meters, sign poles, utility covers and boxes, planters, and lighting. The design and location of furniture should support its function. For example, a trash receptacle should be large enough to accommodate trash accumulation between scheduled maintenance, be secure, and be easy to empty. It should be placed in the vicinity of bench groupings, but not directly adjacent because of bees and other insects that are attracted to food remains. Seating should be placed to serve bus stops, building entrances, gathering spaces and public places such as plazas and open spaces. Benches should be designed for comfortable seating and not for sleeping or skateboarding.

Furniture should be durable, both in construction and finish, and be easy to maintain and to install. It should have vandal-resistant features. Replacement parts or components should be readily available and easily installed. Finish colors should be easily matched.

In addition to the target widths for the different Sidewalk Zones, there are other design decisions that need to be taken into account as site plans evolve. The following guidelines should be considered as part of the Sidewalk Zone development:

### FRONTAGE ZONE

- ▶ Minimum practical depth for an outdoor café space is 3-feet to allow for a table and 2 chairs placed parallel to the building face; outdoor dining areas should be clearly delineated
- ▶ Tables and chairs should be placed under building awnings where possible; umbrellas should not interfere with pedestrian movements and should be at least 8-feet above adjacent sidewalk elevations
- ▶ Outdoor dining furnishings should reflect the character of the restaurant, but respect the spirit of the adjacent

streetscape as well

- ▶ Benches may be located along building faces, oriented towards the Pedestrian and Furnishings Zones of the adjacent street; ideal locations include street corners (outside of the clear zone), mid-block, bus stops, and other resting locations in proximity to shade provided by street trees or building awnings
- ▶ Door swing should not encroach into the Pedestrian Zone; recessed entries can be utilized where necessary to avoid this problem
- ▶ Clear path of 5-feet should be maintained at all building entrances

### PEDESTRIAN ZONE

- ▶ Streetscape furnishings should not block the minimum clear width of the Pedestrian Zone
- ▶ Walking surface should be slip-resistant and irregular materials or surfaces should be avoided; consider texture and fit when using decorative pavements or pavers

### FURNISHINGS ZONE

- ▶ Minimum height clearance for mounted signs and tree branches should be 8-feet above adjacent sidewalk elevations; palm trees should have a minimum clear trunk of 10-feet
- ▶ Trash receptacles should be placed near intersections (two located on opposite corners); for blocks with a high concentration of restaurants, a mid-block trash receptacle should be considered, especially if outdoor seating is provided
- ▶ Trash receptacle design should consider ADA requirements, capacity needs, security, weight and vandalism, as well as lids to reduce litter and rodent problems
- ▶ Where possible, group or congregate streetscape elements where people gather to minimize pedestrian obstacles and improve the visual appearance of the public realm
- ▶ Benches should be arranged in a variety of geometries, with groupings that encourage social interaction
- ▶ Street trees may be placed at irregular intervals or clustered to accommodate sight distances for driveways and intersections, align with on-street parking spaces, minimize obstruction of views to retail uses, frame building facades, and highlight building entrances
- ▶ Street trees should be located away from hydrants, electric boxes, lights, and other utility structures that may need to

be accessed for maintenance

- ▶ Bicycle racks should be located where they are convenient to the users and where they will not interfere with pedestrian and vehicular traffic; ideally, rack areas should be protected from the weather
- ▶ Pedestrian scale lighting should be relatively low to the ground to be in scale with the human body and provide light beneath the street tree canopy
- ▶ Street tree and light standard placement should be coordinated, including pole heights, light cones, tree shapes, and the horizontal location of poles relative to trees
- ▶ Bus shelters should be placed with consideration given to the architectural features on adjacent facades; building entrances should not be obstructed
- ▶ Bus shelters should be located with sight lines to approaching transit vehicles; sufficient maneuvering space should be provided for wheelchair circulation and access
- ▶ If tree grates are used, they should be regularly maintained and ADA compliant; expansion rings should be removed as the tree trunk grows

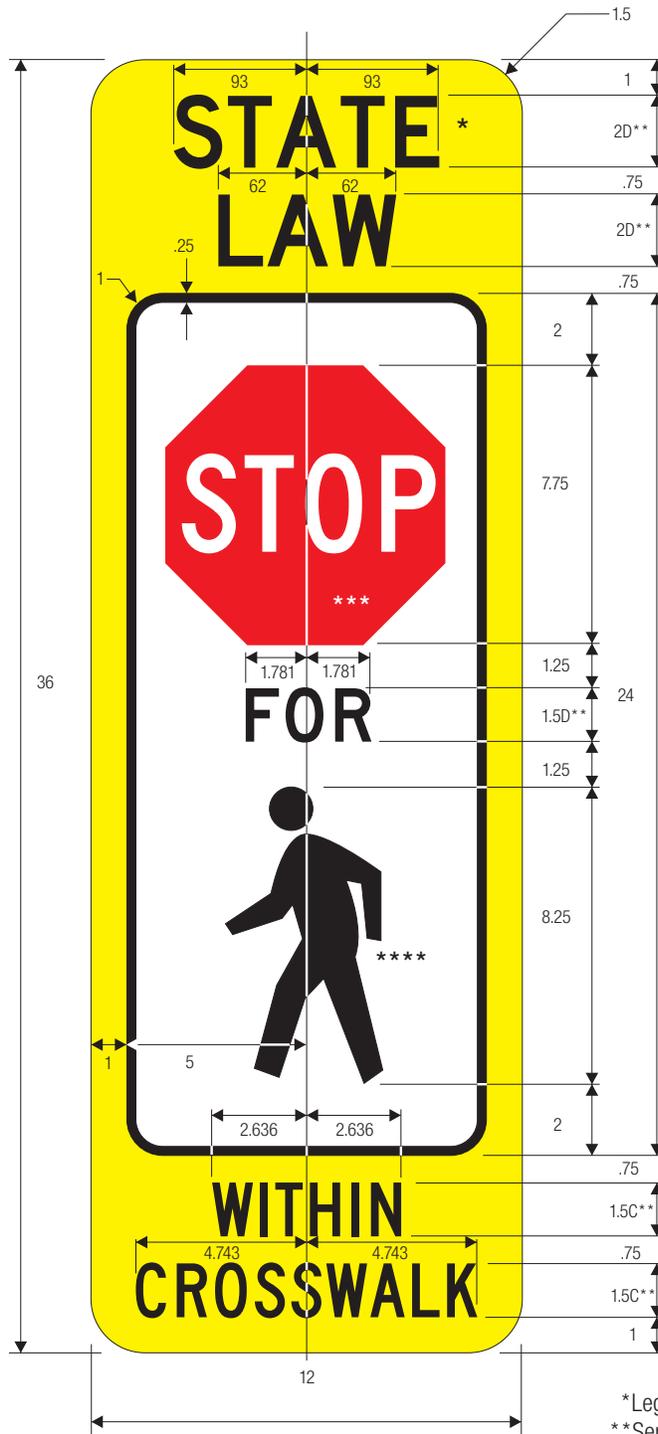
### **CURB ZONE**

- ▶ Maintain a clear distance of 1.5-feet from the back of curb to streetscape elements to avoid conflicts with vehicle doors and mirrors
- ▶ Align street trees with breaks in on-street parking spaces where possible to avoid conflicts with vehicle ingress/ egress



SIGNAGE

B



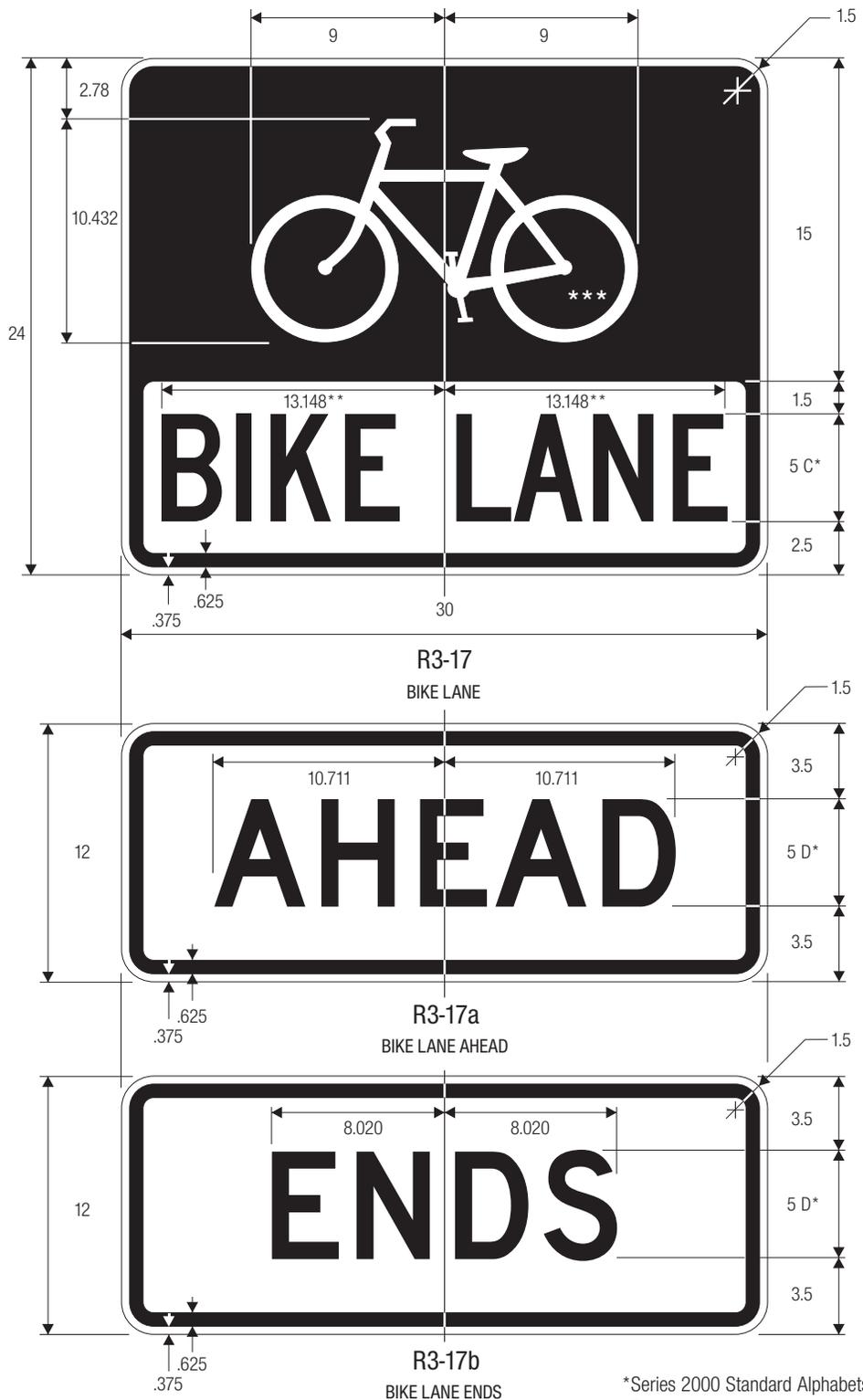
**R1-6a**  
IN-STREET PEDESTRIAN CROSSING

\*Legend is optional.  
 \*\*Series 2000 Standard Alphabets.  
 \*\*\*Insert R1-1 and size to fit.  
 \*\*\*\*See 6-10 for design detail.

COLORS: LEGEND — BLACK  
 BACKGROUND — FLOURESCENT YELLOW-GREEN, OR YELLOW (RETROREFLECTIVE)  
 YIELD SYMBOL — RED (RETROREFLECTIVE) ON WHITE (RETROREFLECTIVE)  
 PED SYMBOL — BLACK ON WHITE (RETROREFLECTIVE)

1-9

2/28/2005



\*Series 2000 Standard Alphabets.  
 \*\*Reduce spacing to fit.  
 \*\*\*See page 6-7 for symbol design.

COLORS: LEGEND — BLACK  
 BACKGROUND — WHITE (RETROREFLECTIVE)



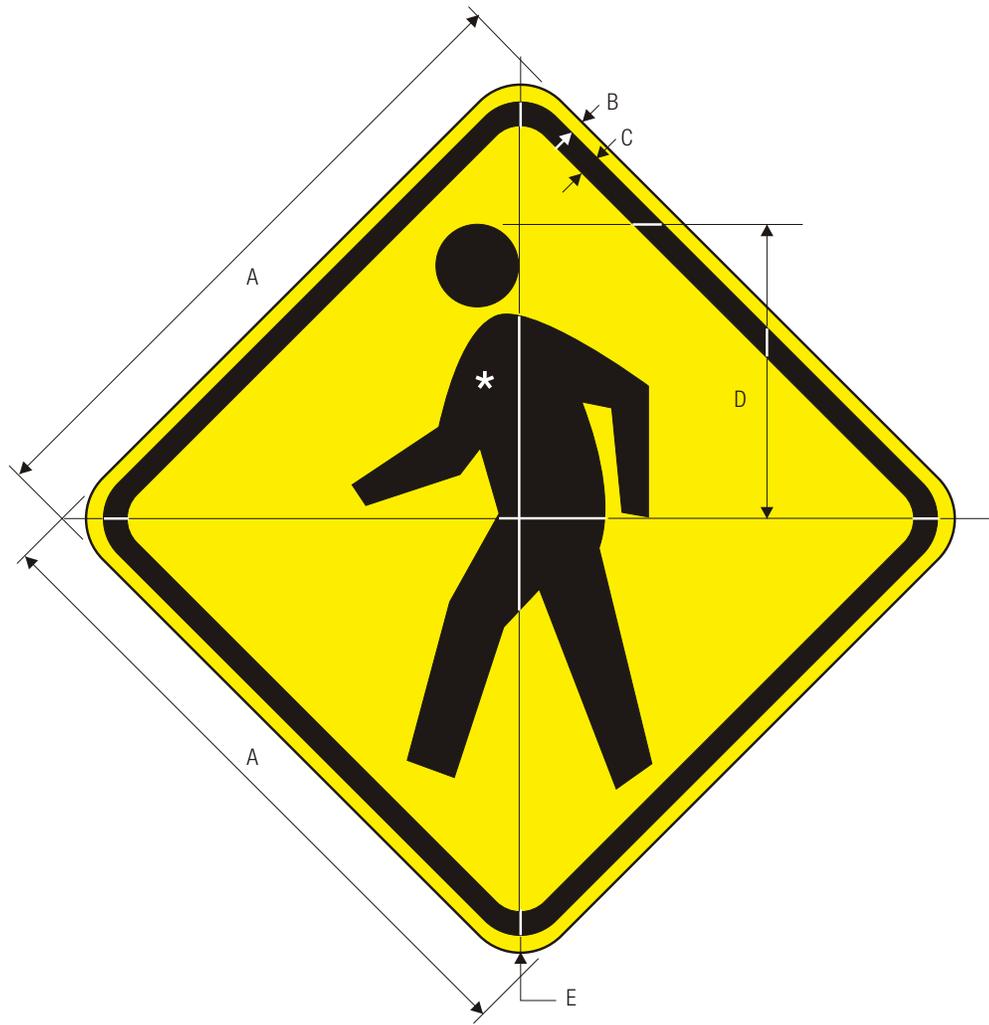
W11-1  
BICYCLE TRAFFIC

\*See page 6-7 for symbol design.

	A	B	C	D	E	F
	18	.375	.625	5	.594	1.5
<b>C</b>	24	.375	.625	6.688	.813	1.5
	30	.5	.75	8.5	1	1.875
	36	.625	.875	10	1.188	2.25
	48	.75	1.25	13.375	1.625	3

COLORS: SYMBOL — BLACK  
BACKGROUND— YELLOW (RETROREFLECTIVE)

2-91



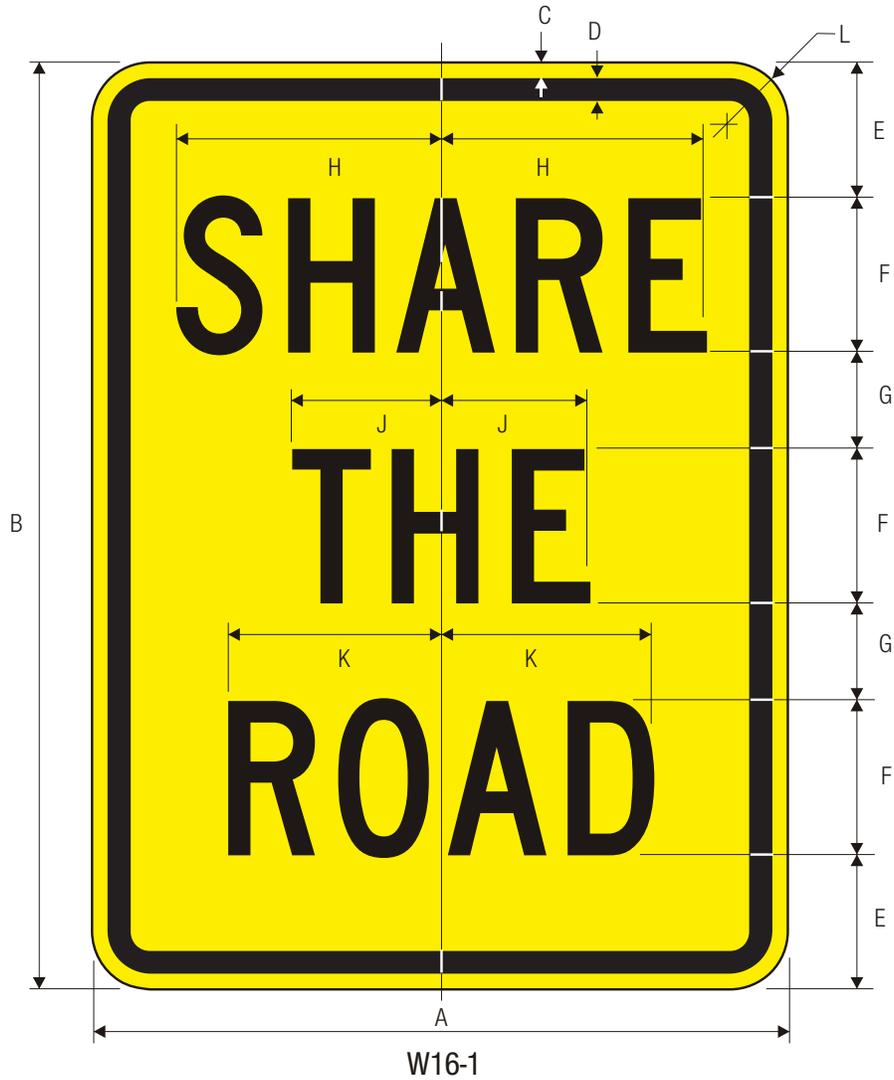
W11-2  
PEDESTRIAN TRAFFIC

\*See page 6-10 for symbol design.

	A	B	C	D	E
	18	.375	.625	8	1.5
	24	.375	.625	11	1.5
<b>C</b>	30	.5	.75	13.5	1.875
	36	.625	.875	16	2.25
	48	.75	1.25	22	3

COLORS: SYMBOL — BLACK  
BACKGROUND — YELLOW (RETROREFLECTIVE)

2-92

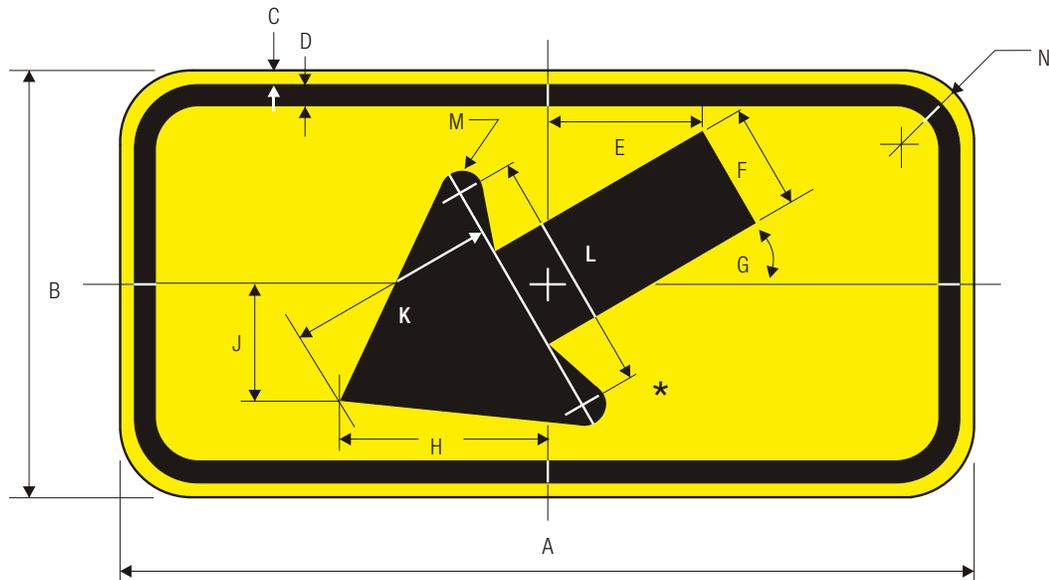


Note: For use with Warning Signs for slower forms of transportation such as the Bicycle, Golf Cart, Farm Machinery, Horse Drawn Vehicle and ATV Warning Signs.

	A	B	C	D	E	F	G	H	J	K	L
<b>C</b>	18	24	.375	.625	3.5	4 C	2.5	6.865	3.862	5.505	1.5
	24	30	.375	.625	4.25	5 C	3.25	8.586	4.823	6.885	1.5

COLORS: LEGEND      BLACK  
 BACKGROUND      YELLOW (RETROREFLECTIVE)

2-121



W16-7pL

LEFT DIAGONAL ARROW PLAQUE

	A	B	C	D	E	F	G	H	J	K	L	M	N
<b>C</b>	24	12	.375	.625	4.323	3	30°	5.844	3.282	5.884	6.925	.600	1.5
	30	18	.5	.75	6.524	4.5	30°	8.766	4.923	8.846	10.407	.920	1.875



W16-7pR

RIGHT DIAGONAL ARROW PLAQUE

\*See page 6-2 for arrow design.

COLORS: SYMBOL — BLACK  
BACKGROUND — YELLOW (RETROREFLECTIVE)

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REGULATORY BACKGROUND



Source: Renaissance Planning

# REGULATORY BACKGROUND

City of Pompano Beach  
A1A Transformation Plan  
July 2015



## CONTENTS

- Definitions
- Zoning
- Future Land Use
- Summary



Source: Renaissance Planning





## DEFINITIONS



## DEFINITIONS

Terms included in this review include the following (from the Comp Plan):

**“Accessory Use”** shall mean a use naturally and customarily incidental, subservient or subordinate to the principal use.

**“Accommodations”** means any apartment, condominium or cooperative unit, cabin, lodge, hotel or motel room, campground or other private or commercial structure which is situated on real property and designed for occupancy or use by one or more individuals.

**“Building”** means any structure having a roof and used or built for the shelter or enclosure of persons, animals, chattels or property of any kind.

**“Commercial Uses”** means activities within land areas which are predominantly connected with the sale, rental and distribution of products or performance of services.



## DEFINITIONS

“**Community Cultural Facility**” means a facility that is readily accessible to all segments of the community for cultural activities (performing, visual and literary arts).

“**Development**” means the carrying out of any building activity, the making of any material change in the use or appearance of any structure or land, or the dividing of land into two or more parcels.

“**Dwelling Unit**” means a house, apartment or condominium unit; trailer; group of rooms; or a single room intended for occupancy as separate living quarters with direct access from the outside of the building or through a common hall and with complete kitchen facilities for the exclusive use of the occupants, including the rental units contained as apartments, rental condominiums and retirement housing or live-aboard vessels.



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## DEFINITIONS (CONTINUED)

“**Floor Area Ratio (FAR)**” means the square footage of the floor area of a building divided by square footage of the lot (net site area) on which the building is located.

“**Gross Density**” means the number of dwelling units constructed or proposed within an area, divided by the gross acreage of the area.

“**Gross Acreage**” means the total number of acres in the area, including acreage used or proposed for streets.

“**Improvements**” may include, but are not limited to street pavements, curbs and gutters, sidewalks, walkway pavements, water mains, sanitary sewers, storm drains, street names, signs, landscaping, monuments or any other improvement required by a governing body.



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## DEFINITIONS (CONTINUED)

**“Infrastructure”** means those man-made structures which serve the needs of the population, such as sewage and water systems, waste disposal sites, retention areas, stormwater systems, utilities, piers, docks, bulkheads, causeways, marinas, bridges and roadways.

**“Land Use”** means the development that has occurred on the land, the development that is proposed by a developer on the land, or the use that is permitted or permissible on the land under the adopted comprehensive plan, land development regulations, or a land development code, as the context may indicate.

**“Mass Transit”** means passenger services provided by public, private or non-profit entities such as the following surface transit modes: commuter rail, rail rapid transit, light rail transit, light guideway transit, express bus and local fixed route bus.



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## DEFINITIONS (CONTINUED)

**“Open Spaces”** means undeveloped lands suitable for passive recreation or conservation uses.

**“Principal Use”** means the primary or main use of a parcel of land as distinguished from an accessory use. There may be more than one principal or main use on a parcel of land.

**“Recreation”** means the pursuit of leisure time activities occurring in an indoor or outdoor setting.

**“Residential Uses”** means activities within land areas used predominantly for housing.

**“Right-of-Way”** means land dedicated, deeded, used, or to be used for a street, alley, walkway, boulevard, drainage facility, access or ingress, or other purpose by the public, certain designated individuals, or governing bodies.



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## DEFINITIONS (CONTINUED)

**“Seasonal Population”** means part-time inhabitants who utilize, or may be expected to utilize, public facilities or services, but are not residents. Seasonal population shall include tourists and other short-term and long-term visitors.

**“Street”** includes any access way such as a street, road, lane, highway, avenue, boulevard, alley, parkway, viaduct, circle, court, terrace, place or cul-de-sac, and also includes all of the land lying between the right-of-way lines as delineated on a plat showing such streets, whether improved or unimproved.

**“Structure”** means anything constructed, installed or portable, the use of which requires a location on a parcel of land. It includes a movable structure while it is located on land which can be used for housing, business, commercial or office purposes either temporarily or permanently. Structures also includes fences, poles, pipelines and signs.



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## DEFINITIONS (CONTINUED)

**“Urban Infill”** means the development of vacant parcels in otherwise built-up areas where public facilities such as sewer systems, roads, schools and recreation areas are already in place and the average residential density is at least 5 du/ac, the average non-residential intensity is at least 1.0 FAR and vacant, developable land does not constitute more than 10% of the area.

**“Urban Redevelopment”** means the demolition and reconstruction or substantial renovation of existing buildings or infrastructure within urban infill or existing urban service areas.



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Source: Renaissance Planning

# ZONING



## RS-2 (SINGLE-FAMILY RESIDENTIAL)

**RS-2 District** is intended to accommodate primarily single-family dwellings at moderate densities. It also accommodates accessory dwelling units as well as limited non-residential uses usually found in urban single-family neighborhoods (parks, churches, golf courses) as special exceptions.

- Lot area, minimum SF: 7000
- Lot width, minimum: 70 ft.
- Floor area per dwelling, minimum SF: 1250
- Lot coverage, maximum (% of lot): 40
- Height, maximum: 35 ft.
- Front yard setback, minimum: 25 ft.



Source: Renaissance Planning



## RD-1 (TWO-FAMILY RESIDENTIAL)

**RD-1 District** is intended to accommodate primarily single-family dwellings and two-family dwellings at moderate densities. It also accommodates accessory dwelling units (with single-family dwellings) as well as limited non-residential uses usually found in urban single-family neighborhoods (parks, churches, golf courses) as special exceptions.

- Lot area, minimum SF: SF-7000; 2F-8000
- Lot width, minimum: SF-60 ft; 2F-70 ft
- Floor area per dwelling, minimum SF: 750
- Lot coverage, maximum (% of lot): 35
- Height, maximum: 35 ft.
- Front yard setback, minimum: 25 ft.



Source: Renaissance Planning



RENAISSANCE  
PLANNING

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## RM-20 (MULTIPLE-FAMILY RESIDENCE 20)

**RM-20 District** is intended to accommodate primarily multi-family dwellings (including townhomes) at moderate densities. It also accommodates single-family and two-family dwellings, zero-lot-line, community residential homes, and retirement communities. Limited neighborhood serving non-residential uses, as well as office buildings, financial institutions, hotels/motels are allowed as special exceptions.

- Lot area, minimum SF: SF-7000; 2F-8000; MF-8800
- Lot width, minimum: SF-60 ft; 2F-70 ft; MF-75 ft
- Density, maximum dwelling units/acre: 20
- Floor area per dwelling, minimum SF: SF-950; 2F-750; MF-650 + 100 per BR > 1
- Lot coverage, maximum (% of lot): 60
- Height, maximum: 35 ft.
- Front yard setback, minimum: 25 ft.



Source: Renaissance Planning



RENAISSANCE  
PLANNING

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# RM-30 (MULTIPLE-FAMILY RESIDENCE 30)

**RM-30 District** is intended to accommodate primarily multi-family dwellings (including townhomes) at moderately high densities. It also accommodates single-family and two-family dwellings, zero-lot-line, community residential homes, and retirement communities. Limited neighborhood serving non-residential uses, as well as office buildings, financial institutions, hotels/motels are allowed as special exceptions.

- Lot area, minimum SF: SF-7000; 2F-8000; MF-8800
- Lot width, minimum: SF-60 ft; 2F-70 ft; MF-75
- Density, maximum dwelling units/acre: 30
- Floor area per dwelling, minimum SF: SF-950; 2F-750; MF-650 + 100 per BR > 1
- Lot coverage, maximum (% of lot): 60
- Height, maximum: 105 ft.
- Front yard setback, minimum: 25 ft.



Source: Renaissance Planning



# RM-45 (MULTIPLE-FAMILY RESIDENCE 45)

**RM-45 District** is intended to accommodate primarily multi-family dwellings (including townhomes) at high densities. It also accommodates single-family and two-family dwellings, zero-lot-line, community residential homes, and retirement communities. Limited neighborhood serving non-residential uses, as well as office buildings, financial institutions, hotels/motels are allowed as special exceptions.

- Lot area, minimum SF: SF-7000; 2F-8000; MF-8800
- Lot width, minimum: SF-60 ft; 2F-70 ft; MF-75
- Density, maximum dwelling units/acre: 45
- Floor area per dwelling, minimum SF: SF-950; 2F-750; MF-650 + 100 per BR > 1
- Lot coverage, maximum (% of lot): 60
- Height, maximum: 105 ft. (not applicable in RM-45/HR Overlay)
- Front yard setback, minimum: 25 ft.



Source: Renaissance Planning



## PCD (PLANNED COMMERCIAL DISTRICT)

**PCD District** is intended to encourage the use of innovative and creative design to provide a mix of employment generating uses (office, research, shopping or other concentrated retail, light industrial) as well as ancillary service, retail and institutional uses. Limited moderate and high density residential uses are appropriate when integrated into the development, both on upper stories and as stand-alone development, so as to encourage pedestrian access and activity. PCD development is subject to buffer requirements and transitional standards that ensure compatibility with any adjacent lower density residential.



Source: Renaissance Planning



## PD-I (PLANNED DEVELOPMENT-INFILL)

**PD-I District** is intended to accommodate small site infill development within the city's already developed areas. It is intended to provide the flexibility to enable high quality, mixed-use development on relatively small sites, yet require design that ensures infill development is compatible with both surrounding existing development and available public infrastructure.



Source: Renaissance Planning



# RPUD (RESIDENTIAL PLANNED UNIT DEVELOPMENT)

**RPUD District** is intended to encourage the use of innovative and creative design to provide a mix of different residential uses in close proximity to one another, while at the same time providing an efficient use of open space. Limited, small-scale institutional and commercial uses (child care, elementary schools, recreation, entertainment, laundry, restaurants, convenience stores, grocery stores) may be allowed, when the type and scale serves the needs of residents in the development. Standards will be established in the PD Plan.



Source: Renaissance Planning



# B-2 (COMMUNITY BUSINESS)

**B-2 District** is intended to accommodate primarily low to moderate intensity office, service and retail uses that serve the needs of residents of surrounding neighborhoods (offices, business services, banks, restaurants, convenience stores, gas filling stations) as well as neighborhood serving institutional uses (child care, churches). It also accommodates complementary residential uses (live/work, upper-story dwellings) and moderate to high density multi-family (stand-alone or mixed with commercial development).

- Lot area, minimum SF: 10,000
- Lot width, minimum: 100 ft
- Density, maximum dwelling units/acre: 30
- Lot coverage, maximum (% of lot): 45
- Height, maximum: 105 ft.
- Front yard setback, minimum: 0 ft.



Source: Renaissance Planning



## B-3 (GENERAL BUSINESS)

**B-3 District** is intended to accommodate a diverse range of moderate intensity retail, service, office, recreation, entertainment, visitor accommodation, and institutional uses that serve the residents and businesses in the community at large (retail sales and service uses, restaurants, offices, banks, gas filling stations, marinas, auto and boat sales and service, theaters, hotels, child care, trade schools, health care, churches). It also accommodates complementary residential uses (live/work, upper-story dwellings) and moderate to high density multi-family (stand-alone or mixed with commercial development).

- Lot area, minimum SF: 10,000
- Lot width, minimum: 100 ft
- Density, maximum dwelling units/acre: 46
- Lot coverage, maximum (% of lot): 60
- Height, maximum: 105 ft.
- Front yard setback, minimum: 0 ft.



Source: Renaissance Planning



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## M-1 (MARINA BUSINESS)

**M-1 District** is intended to accommodate commercial and recreational marinas and associated docking facilities, boat and marine sales, restaurants and yacht clubs. It also accommodates boat repair dry storage in an enclosed building – but not waterfront industrial uses such as outdoor boat repair or dry storage or boat manufacturing.

- Lot area, minimum SF: 10,000
- Lot width, minimum: 100 ft
- Density, maximum dwelling units/acre: n/a
- Lot coverage, maximum (% of lot): 60
- Height, maximum: 40 ft.
- Front yard setback, minimum: 0 ft.



Source: Renaissance Planning



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# CF (COMMUNITY FACILITIES)

**CF District** is intended to accommodate facilities that provide basic services for the benefit and service of population of the community including parks and recreation facilities, libraries, schools, colleges, government offices, health care facilities, churches, shelters, civic centers, and police, fire and EMS stations. It also accommodates water, sewer, stormwater management, gas, electric, telephone, cable TV and other public utility uses.

- Lot area, minimum SF: 20,000
- Lot width, minimum: 125 ft
- Density, maximum dwelling units/acre: n/a
- Lot coverage, maximum (% of lot): 25
- Height, maximum: 60 ft.
- Front yard setback, minimum: 25 ft.



Source: Renaissance Planning



# PR (PARKS AND RECREATION)

**PR District** is intended to accommodate passive and active open space recreation uses such as nature centers, scenic areas, wildlife sanctuaries, aquatic preserves, picnic areas, bathing beaches, golf courses and driving ranges, racquet sports and swimming pool facilities, and athletic fields.

- Lot area, minimum SF: n/a
- Lot width, minimum: n/a
- Density, maximum dwelling units/acre: n/a
- Lot coverage, maximum (% of lot): 10
- Height, maximum: 30 ft.
- Front yard setback, minimum: 25 ft.



Source: Renaissance Planning





## FUTURE LAND USE



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## RESIDENTIAL LAND USE

The following residential land use designations are present along the corridor:

- **Low (L)** permits up to 5 du/ac
- **Low-Medium (LM)** permits up to 10 du/ac
- **Medium-High (MH)** permits up to 25 du/ac
- **High (H)** permits up to 46 du/ac

All references to density mean gross density. Gross density means the number of dwelling units constructed or proposed within an area, divided by the gross acreage of the area.



Source: Renaissance Planning



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# COMMERCIAL LAND USE

The following commercial land use designations are present along the corridor:

- **Commercial (C)** permits one or more of the following uses: retail; office and business; wholesale and storage; hotels, motels and time share; recreation and open space; community facilities and utilities; and special residential categories.

Residential uses are permitted in the same structure as a commercial use provided that flex or reserve unit are applied, the floor area does not exceed 50% of the total floor area of the building, and the first floor is totally confined to commercial uses.

Free-standing multi-family residential uses on parcels 5 acres or less, 10 acres or less for urban infill or CRA areas are permitted.



Source: Renaissance Planning



# COMMUNITY FACILITIES LAND USE

The following community land use designations are present along the corridor:

- **Community Facilities (CF)** permits one or more of the following uses: schools; churches; hospitals; government administration; police and fire stations; libraries; civic centers; nursing homes; cemeteries; and parks and recreation facilities.



Source: Renaissance Planning



## PARKS AND RECREATION LAND USE

The following parks and recreation land use designations are present along the corridor:

- **Recreational Open Space (OR)** permits one or more of the following uses: passive recreational uses, including nature centers and trails, scenic areas, wildlife sanctuaries and feeding stations, aquatic preserves and picnic area; active recreational uses, including tennis courts, playgrounds, swimming pools, athletic fields and courts, beaches and bikeways; golf courses; camping grounds and facilities; boat ramps and docks; outdoor cultural, educational and civic facilities; and concessions accessory to the above uses.



Source: Renaissance Planning



Source: Renaissance Planning

## SUMMARY



# REGULATORY OBSERVATIONS

Most areas along the corridor are comprised of single uses, which lack a mixed-use pattern that promotes walkability and a more active pedestrian environment.

Single use districts generally mean that pedestrian activity is focused to certain hours of the day, instead of an active pedestrian realm that is used both day and night.

Building height and setback are the primary method of establishing scale and character of districts.

Limited commercial uses should be considered to support the existing residential community.



Source: Renaissance Planning



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MULTIMODAL STRATEGY

D



Source: Renaissance Planning

## MULTIMODAL STRATEGY

City of Pompano Beach  
A1A Transformation Plan  
October 2015 - draft  
November 2015 - revised



## PURPOSE

Evaluate existing conditions in the SR A1A project corridor mobility network

Assess improvements and planned investments to transportation infrastructure that will influence multimodal conditions and inform the Transformation Plan



Source: Renaissance Planning



# CONTENTS

- Document Review
- Field Review
- Multimodal Gaps and Barriers
- Transit System Analysis
- Summary and Recommendations



Source: Renaissance Planning



# STUDY AREA

- From Hillsboro Inlet to Terra Mar Drive
- Between the Intracoastal Waterway and the Atlantic Ocean
- Pompano Beach's waterfront areas



Source: ESRI Business Analyst, Flickr – Lucas Berrini, Renaissance Planning





## DOCUMENT REVIEW



### DOCUMENTS

Documents reviewed included:

- Broward MPO Transportation Improvement Plan
- Broward MPO LRTP
  
- City of Pompano Beach Comprehensive Plan
  
- Broward County Transit Development Plan
- Broward County Transit Comprehensive Operations Analysis
  
- Broward County Trafficways Plan
- Broward County Comprehensive Plan



# KEY TAKEAWAYS OF DOCUMENT REVIEW

A1A has significant traffic fluctuation between winter peak (23% higher) and off peak seasons, mature high density residential development patterns, and high amount of social and recreational trips

A1A is key transportation corridor and will play major role in shaping the City's sense of place

L RTP is beginning to emphasis technology innovations as a way to more efficiently use resources

BCT requires consistency with local government comprehensive plans and MPO's LRTP

City is adding transit shelters and encouraging transit shelters and other multimodal facilities as part of private development projects

City considers bike/ped activities in all improvement projects and coordinates efforts with MPO and FDOT

City is considering reducing bridge openings during peak roadway times to improve system efficiencies

County provides leadership in implementation of complete streets initiatives and bike/ped mobility programs and prioritizes these types of projects



Source: Renaissance Planning



Source: Renaissance Planning

# FIELD REVIEW



## EXISTING CONDITIONS

The following systems were examined:

- Pedestrian network
- Bicycle network
- Transit network
- Road network
- Parking



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## PEDESTRIAN NETWORK - SIDEWALKS

Sidewalks are located as follows:

- From Hillsboro Inlet Bridge to Marine Drive, sidewalk is located on the east side of the road only
- From Marine Drive to Terra Mar Drive, sidewalk is located on the east and west sides of the road

Crosswalks are located as follows:

- Across SR A1A: as described in following slides
- Parallel to SR A1A: at every intersection crossing

Gaps in the sidewalk network include:

- NE 16<sup>th</sup> Street – no sidewalk to North Ocean Park and beach access point
- NE 10<sup>th</sup> Street – no sidewalk to beach access point
- SE 2<sup>nd</sup> Street – gap on south side of street near SR A1A
- SE 4<sup>th</sup> Street – no sidewalk between SR A1A and Briny Avenue
- SE 13<sup>th</sup> Street – no sidewalk to Indian Mound Park



Source: Renaissance Planning



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## PEDESTRIAN NETWORK – CROSSWALKS (NORTH OF ATLANTIC BOULEVARD)

Crosswalks are installed across SR A1A at the following locations:

- Canada House resort, between Marine Drive and Canal Drive, ladder design
- NE 16<sup>th</sup> Street, north and south sides, ladder design
- NE 14<sup>th</sup> Street, south side, transverse design, traffic signal
- NE 13<sup>th</sup> Street, south side, continental design
- NE 10<sup>th</sup> Street, north side, ladder design
- NE 7<sup>th</sup> Place, south side, ladder design
- Wyndham Sea Garden resort, between NE 7<sup>th</sup> Street and NE 6<sup>th</sup> Street, ladder design, pedestrian signal
- NE 5<sup>th</sup> Street, north side, ladder design
- North of NE 4<sup>th</sup> Street, continental design, pedestrian signal
- South of NE 2<sup>nd</sup> Street, continental design, pedestrian signal
- Ocean Side One building, continental design, pedestrian signal
- Atlantic Boulevard, north side, continental design, traffic signal



Source: Renaissance Planning



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## PEDESTRIAN NETWORK – CROSSWALKS (SOUTH OF ATLANTIC BOULEVARD)

Crosswalks are installed across SR A1A at the following locations:

- Atlantic Boulevard, south side, continental design, traffic signal
- SE 4<sup>th</sup> Street, north and south sides, ladder design
- SE 6<sup>th</sup> Street, south side, ladder design
- SE 8<sup>th</sup> Street, south side, ladder design
- SE 12<sup>th</sup> Street, north side, ladder design, traffic signal
- SE 13<sup>th</sup> Street, south side, continental design, traffic signal
- South of Claridge resort, continental design
- Terra Mar Drive, north side, specialty pavement design, traffic signal



Source: Renaissance Planning



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## PEDESTRIAN NETWORK – AMENITIES

The following streetscape elements can be found along the SR A1A corridor:

- Pedestrian scale lighting between the north end of North Pompano Beach Boulevard and SE 8<sup>th</sup> Street
- Benches and trash receptacles (of varying style) at bus stops – some stops include shelters (of varying style)
- Benches, trash receptacles, pedestrian scale lighting, and specialty pavement east of SR A1A along Atlantic Boulevard and North Pompano Beach Boulevard leading to beachfront core area activities and facilities
- Signs at beach access points
- Audible and visible pedestrian crossing signals



Source: Renaissance Planning



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## PEDESTRIAN NETWORK - OBSERVATIONS

The following items were noted during field review:

- Lack of public spaces outside of beach core area
- Many pedestrians walk in bike lanes
- Skateboarders use sidewalk and bike lanes
- There are many obstacles (signs, lights, etc...) in the sidewalk
- Beach access point signs are sometimes hard to see (with other signs or located in planting beds)
- While there are many beach access points, amenities and routes at those locations can be enhanced
- There are gaps in sidewalk and crosswalk connectivity
- Some crosswalks are faded and need repainting
- There are blocks near the beach core with poor street and building connectivity - street presence or activity is missing from these sidewalk zones



Source: Renaissance Planning



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## PEDESTRIAN NETWORK – OBSERVATIONS (CONTINUED)

The following items were noted during field review:

- There are many places where vegetation is overgrown into sidewalk areas
- Sidewalk maintenance is needed in many places
- There is little cover for shade or escape from rain
- Trucks park on sidewalk to make deliveries
- Back out parking often blocks sidewalk
- Pedestrians cross SR A1A wherever they park, even if a crosswalk is located in close proximity
- There is a lot of pedestrian traffic in the Hillsboro Inlet area between fishing boats and convenience store (beer runs)
- Although there are pedestrian crossing signs, flashing lights would help alert drivers, especially at night and in blind spots such as curves
- Expanded pedestrian lighting could help tie destinations together, especially extending over to Riverside Drive



Source: Renaissance Planning



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## BICYCLE NETWORK - ROUTES

Bicycle lanes are located southbound and northbound for the entire length of the corridor except southbound between NE 15<sup>th</sup> Street and NE 14<sup>th</sup> Street

Characteristics of bicycle network include:

- 3'-5' wide bike lanes delineated with white stripe
- Pavement markings indicating bike lane and travel direction
- Bike lane signs
- Bike racks (in beach core)



Source: Renaissance Planning



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## BICYCLE NETWORK - OBSERVATIONS

The following items were noted during field review:

- Bicyclists are active at all hours, even early morning and late evening
- There is debris, trash, sand, and overgrown vegetation encroaching into bike lanes
- Bike lane signs are sporadic
- Bike lane signs are often obscured with vegetation
- Different types of bike lane signs are confusing
- Bike lane pavement markings are sporadic
- Some bike lane striping and pavement markings are faded and need repainting
- There are no bicycle signal activation sensors at intersections
- There is no guidance for bicycles through intersections or at conflict points (such as crossing over at turn lanes or through bus turn out lanes)



Source: Renaissance Planning



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## BICYCLE NETWORK — OBSERVATIONS (CONTINUED)

The following items were noted during field review:

- Pedestrians use bike lanes for walking
- Skateboarders use bike lanes
- Bikers sometime ride two-wide with one person in bike lane and the other in traffic lane
- In some places, the pavement edge has been cut and the bike lane is only 2-3' wide
- Bikes often get locked to trees in beach areas
- Trucks pull to side of SR A1A to make deliveries and block bike lane
- Grate inlets are located in bike lane — even retrofits can pose dangerous and uneven conditions
- B-Share bicycle station is located in the beach core



Source: Renaissance Planning



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## TRANSIT NETWORK - FACILITIES

Bus stops along the corridor contain some or all of the following elements:

- Bus stop/route sign
- Bench (different styles at different locations)
- Trash receptacle
- Shelter (different styles at different locations)
- Bike rack

Other features include:

- Handicap accessible stops (indicated on bus stop sign)
- Route maps
- Bus turnout lane



Source: Renaissance Planning



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## TRANSIT NETWORK - OBSERVATIONS

The following items were noted during field review:

- The different styles of shelters, benches and signs are confusing
- Are there different stops for BCT and CBS or are the stops in the same location?
- CBS has no presence or information along corridor
- In some locations, shelter and bus stop sign are in different locations
- Some stops are not very noticeable
- There is a lack of system information available at stops
- Transfer locations are not well-marked
- Southbound buses have a hard time making the turn from NE 14<sup>th</sup> Street to SR A1A – the turning radius is tight and the intersection is crowded
- Empty ad spaces on shelters could be used for system information – how long has ad space been unused?



Source: Renaissance Planning



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## ROAD NETWORK – STREETS (NORTH OF NE 14<sup>TH</sup> STREET)

The roadway cross-section is varied along the corridor as follows:

- Hillsboro Inlet Bridge to Marine Drive
  - NB: one travel lane
  - SB: one travel lane
- Marine Drive to NE 15<sup>th</sup> Street
  - NB: one travel lane
  - SB: one travel lane
  - center turning lane
- NE 15<sup>th</sup> Street to NE 14<sup>th</sup> Street
  - NB: merge right lane; straight lane
  - SB: left turn lane; straight lane; right turn lane



Source: Renaissance Planning



## ROAD NETWORK – STREETS (NE 14<sup>TH</sup> STREET TO POMPANO BEACH BLVD)

The roadway cross-section is varied along the corridor as follows:

- NE 14<sup>th</sup> Street to NE 13<sup>th</sup> Street
  - NB: left turn lane; left turn lane; straight lane
  - SB: one travel lane
- NE 13<sup>th</sup> Street to NE 5<sup>th</sup> Street
  - NB: one travel lane
  - SB: one travel lane
  - center turning lane
- NE 5<sup>th</sup> Street to Pompano Beach Blvd.
  - NB: straight lane
  - SB: straight lane; straight lane



Source: Renaissance Planning



## ROAD NETWORK – STREETS (POMPANO BEACH BLVD TO OCEANSIDE ONE)

The roadway cross-section is varied along the corridor as follows:

- Pompano Beach Blvd. to NE 4<sup>th</sup> Street
  - NB: straight lane; right turn lane
  - SB: straight lane; straight lane
- NE 4<sup>th</sup> Street to NE 3<sup>rd</sup> Street
  - NB: straight lane; right turn lane
  - SB: straight lane; straight lane  
center turning lane
- NE 3<sup>rd</sup> Street to Oceanside One entrance
  - NB: straight lane; straight lane
  - SB: straight lane; straight lane  
center turn lane



Source: Renaissance Planning



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## ROAD NETWORK – STREETS (OCEANSIDE ONE TO ATLANTIC BLVD)

The roadway cross-section is varied along the corridor as follows:

- Oceanside One to north edge of parking area
  - NB: left turn lane; straight lane; straight lane
  - SB: straight lane; right turn lane
- North edge of parking area to Atlantic Blvd
  - NB: straight lane; straight lane
  - SB: left turn lane; straight lane; right turn lane



Source: Renaissance Planning



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## ROAD NETWORK – STREETS (ATLANTIC BLVD TO BEACHCOMBER RESORT)

The roadway cross-section is varied along the corridor as follows:

- Atlantic Blvd to SE 1<sup>st</sup> Street
  - NB: left turn lane; left turn lane; straight lane
  - SB: straight lane; straight lane
- SE 1<sup>st</sup> Street to SE 2<sup>nd</sup> Street
  - NB: one travel lane
  - SB: left turn lane; straight lane; right turn lane
- SE 2<sup>nd</sup> Street to Beachcomber entrance
  - NB: one travel lane
  - SB: one travel lane
  - center turn lane



Source: Renaissance Planning



## ROAD NETWORK – BEACHCOMBER RESORT TO TERRA MAR DRIVE)

The roadway cross-section is varied along the corridor as follows:

- Beachcomber entrance to SE 13<sup>th</sup> Street
  - NB: one travel lane
  - SB: left turn lane; straight lane
- SE 13<sup>th</sup> Street to Claridge entrance
  - NB: left turn lane; straight lane
  - SB: straight lane
- Claridge entrance to Aquamarine entrance
  - NB: one travel lane
  - SB: one travel lane
  - center turn lane
- Aquamarine entrance to Terra Mar Drive
  - NB: one travel lane
  - SB: left turn lane; straight lane



Source: Renaissance Planning



## ROAD NETWORK – INTERSECTIONS

Traffic signals are located at the following SR A1A intersections:

- NE 14<sup>th</sup> Street
- Atlantic Boulevard
- SE 12<sup>th</sup> Street
- SE 13<sup>th</sup> Street
- Terra Mar Drive



Source: Renaissance Planning



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## ROAD NETWORK - OBSERVATIONS

The following items were noted during field review:

- Posted speed limit is 35 mph along corridor
- Traffic moves at or slower than speed limit north of NE 14<sup>th</sup> Street and south of Atlantic boulevard
- Traffic moves faster than speed limit between the two bridges, especially in the core beach area where the roadway is wider
- Gateways to announce arrival into Pompano Beach are missing
- Wayfinding signage is missing
- Beach access point signs are hard to locate from roadway, which can make parking decisions harder for visitors
- There are places where parking spaces back directly into SR A1A
- No treatment of special intersections, either in the street itself or in adjoining public areas



Source: Renaissance Planning



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## ROAD NETWORK – OBSERVATIONS (CONTINUED)

The following items were noted during field review:

- A lot of people make U-turns in middle of road or pull over on sidewalk to read maps
- Sign maintenance is lacking – many signs are hard to read or missing information
- SE 12<sup>th</sup> Street intersection is confusing – its hard to tell if side street is governed by traffic light or if light is only for pedestrian crossing
- Although traffic builds at intersections, flow of vehicles is fairly spaced out along the corridor
- Drivers seem aware of and are generally courteous to pedestrians crossing SR A1A



Source: Renaissance Planning



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## PARKING – FACILITIES (NORTH OF ATLANTIC BLVD)

Public parking is available at the following locations:

- Hillsboro Inlet Park
- North Ocean Park (NE 16<sup>th</sup> Street east of SR A1A)
- NE 13<sup>th</sup> Street east of SR A1A
- Pompano Beach Boulevard between SR A1A and Atlantic Boulevard (on-street angled and lot)
- Municipal lot roughly bounded by SR A1A, Pompano Beach Boulevard, Atlantic Boulevard and NE 1<sup>st</sup> Street
- Municipal lot roughly bounded by SR A1A, Riverside Drive, Oceanside One and fire station
- Atlantic Boulevard between SR A1A and Briny Avenue
- Note: structured parking (with 663 spaces) under construction at NE 2<sup>nd</sup> Street and SR A1A intersection



Source: Renaissance Planning



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## PARKING – FACILITIES (SOUTH OF ATLANTIC BLVD)

Public parking is available at the following locations:

- Atlantic Boulevard between SR A1A and Briny Avenue
- Briny Avenue south of Atlantic Boulevard (3 spaces)
- Briny Ave at SE 2<sup>nd</sup> Street (4 spaces)
- Briny Ave at SE 4<sup>th</sup> Street (4 spaces)
- Briny Ave at SE 6<sup>th</sup> Street (4 spaces)
- Briny Ave at SE 8<sup>th</sup> Street (4 spaces)
- Briny Ave at SE 12<sup>th</sup> Street (4 spaces)



Source: Renaissance Planning



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## PARKING - OBSERVATIONS

The following items were noted during field review:

- Public parking lots are not well-marked
- Outside of the beach core, there are limited opportunities for parking
- While most visitors park in their destination resort, locals either have to park in the beach core or walk long distances to access other parts of the beach – could there be a beach shuttle or looper along the corridor?
- Pompano Beach Blvd is often used as a loading and unloading area, blocking parking spaces and the roadway
- The church parking lot between NE 7<sup>th</sup> Court and NE 8<sup>th</sup> Street is an under-utilized asset that could provide much needed parking relief when not in use for church activities



Source: Renaissance Planning



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## PARKING – OBSERVATIONS (CONTINUED)

The following items were noted during field review:

- Many people park west of the ICW and walk across the Atlantic Avenue bridge to get to the beach
- Are there ways to incentivize large-scale developments to design extra parking beyond what is required by code that could be used for public parking
- Although most City parking uses the pay station system, there are still some areas that use meters – these areas need to be integrated into the newer and more widespread system



Source: Renaissance Planning



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## USER COMMENTS

The following comments were taken from people encountered on the corridor during field review:

- It would be nice if there was a way to get from the jetty to Hillsboro Inlet Park, either by boardwalk or cut-through so you can do a walking or running loop – now you have to double back
- Hillsboro Inlet Park needs to be redesigned to make better use of the space – there is a dry detention pond on some of the some valuable real estate in the City
- People here are rude and unaware of bicyclists – I have to be always aware and cycle with a defensive yet aggressive position
- A restaurant near NE 14<sup>th</sup> Street would be a great neighborhood amenity and bump up the convenience and livability of the area greatly
- We need more beach activity spots – a skate park would be nice and get kids off the streets, especially Briny Ave
- We need more variety of uses near the beach
- We need more parking outside of the central beach area – City needs to buy vacant lots near beach access points



Source: Renaissance Planning



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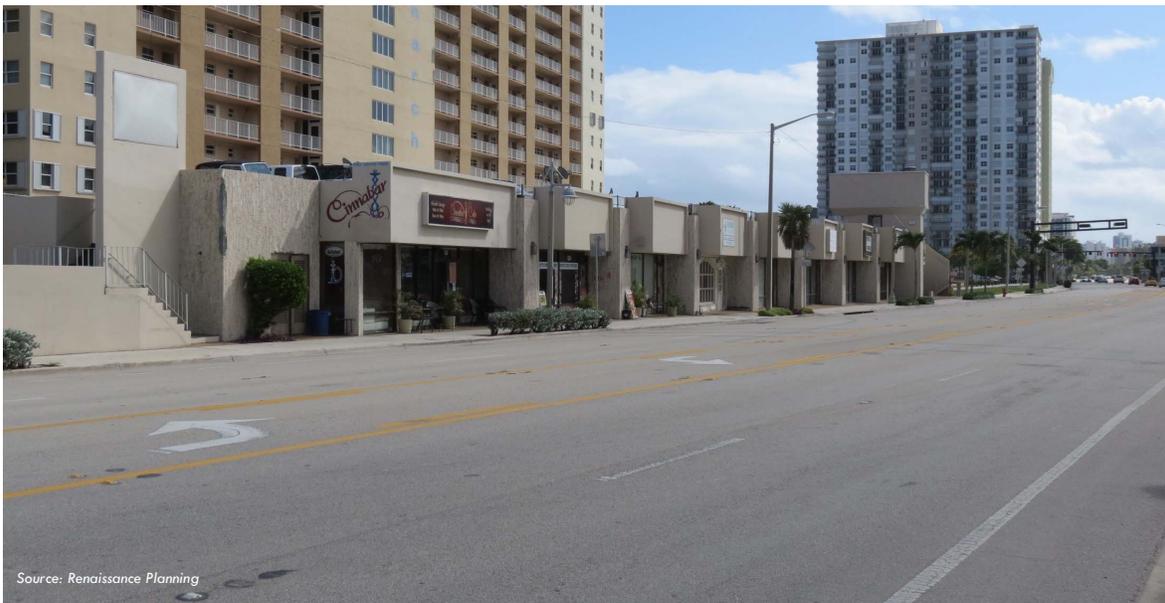
## USER COMMENTS (CONTINUED)

The following comments were taken from people encountered on the corridor during field review:

- Pompano Beach is a village, not a city
- Other than walking for exercise or to get to the beach, there is not a reason to walk around here – need more destinations and places to go
- There are some private dock areas that anyone can access that are maintenance and health hazards and an accident waiting to happen – need to correct for greater good of public
- Water ponds in road in Hillsboro Shores area
- We need lights at pedestrian crossings, especially near the curve north of Marine Drive
- We need a dog park



Source: Renaissance Planning



Source: Renaissance Planning

## MULTIMODAL GAPS AND BARRIERS



## DESTINATIONS

The following locations along the SR A1A corridor have been identified as destinations:

- Hillsboro Inlet, including the adjoining ICW and Atlantic Ocean areas (water-based activities)
- Hillsboro Inlet Park/marina/fishing fleet area
- Pompano Beach Pier area/beach core
- Atlantic Boulevard/SR A1A mixed-use development
- SE 12<sup>th</sup> Street retail area



Source: Renaissance Planning

The following areas adjacent to SR A1A have been identified as destinations as well:

- North Riverside Park and future water taxi stop
- Pompano Beach Library



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## WALKABILITY - GOALS

Walkability measures proximity to key destinations and is an indication of how receptive an area is to walking. Walkability enhances the urban scale and land use mix and provides increased:

- Economic benefits
- Accessibility
- Public health
- Livability
- Social interaction
- Resource sustainability
- Safety



Source: Renaissance Planning



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## WALKABILITY - INDICATORS

Walkability is an important part of sustainable urban design. Factors influencing walkability include:

- Street connectivity
- Land use diversity
- Density
- Open space and gathering areas
- Street face and building placement
- Destinations
- Street design
- Streetscape elements
- Distance to transit
- Parking



Source: Renaissance Planning



## WALKABILITY – SR A1A CORRIDOR

Walkability focuses on neighborhood scale development, with nearby places to go and things to do. For the purposes of this analysis, the following parameters have been considered:

- ¼ mile walk shed (smaller circle on map) from destination areas – this is a five minute distance and an easy walking trip for people of all ages, even older people
- ½ mile walk shed (larger circle on map) from destination areas – this is a ten minute distance and the outer limits considered for easy walking trips. Areas outside of this walk shed are more likely to require vehicle or transit for access for many people



## MULTIMODAL NETWORK GAPS

Based on the information gathered and observed during the field review, the following gaps in the multimodal system were identified for further analysis:

- No sidewalk on west side of SR A1A between Marine Drive and Hillsboro Inlet
- No crosswalks across SR A1A in Hillsboro Shores area
- Missing sidewalks on side streets between SR A1A and beach
- No bicycle lane guidance through intersections and at other conflict points
- Limited parking outside of the beach core area
- No retail destinations in the north beach area



Source: Renaissance Planning



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## MULTIMODAL NETWORK BARRIERS

Based on the information gathered and observed during the field review, the following barriers in the multimodal system were identified for further analysis:

- Large blocks in beach core discourage walking
- Little diversity in land uses
- Lack of destinations
- Identifiable wayfinding and signage missing
- Limited placemaking and public spaces
- Disconnect between street face and buildings in beach core
- Lack of sidewalk/public realm presence for pedestrians
- Vehicle speeds



Source: Renaissance Planning



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## MULTIMODAL NETWORK – IMPROVEMENT CONCEPTS TO FILL GAPS

The following design concepts should be explored in the Transformation Plan to fill in gaps in the multimodal network:

- Add sidewalk on the west side of SR A1A between Marine Drive and Hillsboro Inlet – evaluate northern terminus options and provide crosswalk at that location
- Add crosswalk(s) across SR A1A in the Hillsboro Shores area – consider sight distances and location of private beach access points
- Add sidewalks on side streets – prioritize streets with beach access
- Add bicycle markings at conflict points – consider using visual elements (color) for easier identification
- Add parking – prioritize areas outside of the beach core; utilize vacant lots and shared parking options
- Consider options for developing a retail node in the north beach area to close walkability gap



Source: Renaissance Planning



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## MULTIMODAL NETWORK – IMPROVEMENT CONCEPTS TO OVERCOME BARRIERS

The following design concepts should be explored in the Transformation Plan to overcome barriers in the multimodal network:

- Extend NE 1<sup>st</sup> Street as either a pedestrian or vehicular street to create smaller blocks and additional frontage in beach core
- Consider incentives to bring in new development – look at both retail and residential land uses
- Add wayfinding signage – look at both vehicular and pedestrian elements
- Add gateways and public spaces to create better corridor identity – extend branding to Riverside Drive to visually connect water taxi stops and park
- Encourage development of a continuous street face and interaction between building and public realm in the beach core - activate the pedestrian realm
- Modify roadway cross-section and streetscape elements to slow traffic – consider ways to enhance walkability



Source: Renaissance Planning



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## TRANSIT SYSTEM ANALYSIS



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### EXISTING SYSTEM — BCT ROUTE 11

Broward County Transit Route 11 covers the SR A1A corridor from Terra Mar Drive to NE 14<sup>th</sup> Street, where it turns west. Characteristics of the route include:

- Operates from 5:00a – 11:55p weekdays and Saturday with 30-60 minute headways
- Operates 7:00a – 9:15p Sunday with 30-60 minute headways
- Late arriving buses (5+ minutes) account for 31.5% of trips on weekdays, 43.1% on Saturday and 26.6% on Sunday
- Buses leaving early are also an issue, with 18.4% of trips on weekdays, 20.9% on Saturday and 17.6% on Sunday
- Bus capacity is 17.1% on weekdays, 15.6% on Saturday and 12.9% on Sunday

-Serious on-time performance issues, especially on Saturday where the majority of trips arrive late

-Very short average stop spacing along route

From "BCT Comprehensive Operational Analysis"



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## EXISTING SYSTEM – BCT ROUTE 11 RIDERSHIP

BCT Route 11 specific ridership includes:

Ridership	Boardings	Wheelchair Boardings	Bicycle Boardings
<b>Weekday</b>	3810	8	41
<b>Saturday</b>	2734	9	42
<b>Sunday</b>	1522	7	26

On-Time	AM Peak	Midday	PM Peak	Evening
<b>Weekday</b>	64.7	55.8	35.3	30.9
<b>Saturday</b>	60.0	33.1	17.7	33.8
<b>Sunday</b>	67.9	55.1	43.8	67.9



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## EXISTING SYSTEM – BCT ROUTE 42

Broward County Transit Route 42 runs along Atlantic Boulevard, with the eastern terminus at Atlantic and SR A1A intersection.

Characteristics of the route include:

- Operates from 5:20a – 11:0p weekdays with 30-60 minute headways
- Operates 5:40a – 10:35p Saturday with 40-60 minute headways
- Operates 8:45a – 8:20p Sunday with 40-60 minute headways
- On-time performance is low with nearly one-third of trips arriving late (5+ minutes)
- Bus capacity is 16.3% on weekdays, 15.8% on Saturday and 12.7% on Sunday

-Average performing route overall

-Low on-time performance with a lot of trips running late

From "BCT Comprehensive Operational Analysis"



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## EXISTING SYSTEM – BCT ROUTE 42 RIDERSHIP

BCT Route 42 specific ridership includes:

Ridership	Boardings	Wheelchair Boardings	Bicycle Boardings
<b>Weekday</b>	2036	2	48
<b>Saturday</b>	1302	0	0
<b>Sunday</b>	566	3	15

On-Time	AM Peak	Midday	PM Peak	Evening
<b>Weekday</b>	53.4	51.7	42.7	62.1
<b>Saturday</b>	53.4	51.7	42.7	62.1
<b>Sunday</b>	50.0	56.5	50.0	60.0



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## EXISTING SYSTEM – COMMUNITY BUS SERVICE ROUTES

Community Bus Service is provided to increase the number of destinations that can be reached through public transit. It is a free service to riders. The following Community Bus Service routes are located in the SR A1A corridor:

### Hillsboro Beach Community Bus

- Operates 9:00a – 5:00p Monday through Saturday with 60 minute headways
- Runs south over Hillsboro Inlet Bridge to NE 14<sup>th</sup> Street where it turns west

### Pompano Beach Green Route Community Bus

- Operates 9:00a – 5:00p Monday through Friday with 68 minute headways
- Runs south along SR A1A from Atlantic boulevard to Lakeside Shoppes, then north along SR A1A and Pompano Beach Boulevard to NE 14<sup>th</sup> Street where it turns west

-All CBS routes connect to BCT fixed routes. All buses are wheelchair accessible and equipped with bike racks

-Passengers under 17 are single largest group using CBS

-Most CBS use is for school (25%), followed by shopping (17%) and work (16%)

-Senior citizens comprise a larger percentage of ridership on CBS (14%) than on BCT (7%)

From "BCT Comprehensive Operational Analysis"



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## EXISTING TRANSIT - DEMAND

According to BCT research, from a transit ridership perspective:

- Pompano Beach does not fit the demographic for typical BCT riders – there are no economically challenged neighborhoods and low populations of youths and college students. Over 65% of BCT riders earn less than \$20k/year
- On Route 11, most trips are made for work (40%) – recreation trips account for 28% of ridership, with Ft. Lauderdale the most popular destination
- The average BCT rider is a frequent user of the system with 72.9% of riders using the system 4+ times a week
- Pompano Beach scores high on population/vehicle ratio with close to 1 person/vehicle – lack of access to private vehicles leads to higher frequency of transit usage. 43.5% of BCT riders live in households where there are no vehicles available and another 33.1% live in households with only one vehicle

Transportation networks are greatly affected by land use and the intensity of activities allowed. When planning for transit, it is important to take into consideration the type and intensity of land use and development that is existing and that is expected to occur in the future.

From “BCT comprehensive Operational Analysis”



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## EXISTING TRANSIT – DEMAND (CONTINUED)

According to BCT research, from a transit ridership perspective:

- Pompano Beach had a combined population and employment density score of 7.4 in 2005 with 10-20+ persons per residential acre but only 0-5 employees per commercial acre.
- The density score is used in identifying population conditions and characteristics that are conducive to transit ridership – typically, higher population and employment densities are more supportive of transit usage. Numbers in Broward County ranged from 1.2 to 12.4, putting the City slightly over the mean and not considered as a major employment node
- There is a low peak-to-base ratio along Route 11, reflecting shift work and trips spread throughout the day, which allows BCT to run a more cost-effective midday service

Transportation networks are greatly affected by land use and the intensity of activities allowed. When planning for transit, it is important to take into consideration the type and intensity of land use and development that is existing and that is expected to occur in the future.

From “BCT comprehensive Operational Analysis”



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## FUTURE SYSTEM – ROUTES

After analyzing traffic conditions during certain times of the day that contribute to poor schedule adherence, BCT has recommended the following changes to improve on-time performance:

### BCT Route 11

- Split into two routes at BCT Central Terminal – add resources to SR A1A (eastern) section to improve schedule adherence
- One bus to be added to SR A1A section

### BCT Route 42

- No changes proposed



Recommendations to improve on-time performance along BCT routes include:

-Implement an AVL (automatic vehicle location) system to track bus progress and determine where and when issues or bunching arise

-Consider priority measures such as transit signal priority, queue jumps, bus bulbs, etc. to help maintain schedules

-Determine where bus schedules are not adequate to the running environment and adjust accordingly

From “BCT Comprehensive Operational Analysis”

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## FUTURE TRANSIT - DEMAND

In estimating future transit ridership, BCT forecasts:

- Pompano Beach will have a population and employment density score of 10.5 in 2035, an increase of 42.4% from 2005 with 10-20+ persons per residential acre but only 5-10 employees per commercial acre in the beach core and 0-5 employees per commercial acre in other retail nodes. This estimate reflects the evolving beach core with more retail development, but still eliminates Pompano Beach as a major employment node with significant transit ridership. Numbers estimated for the County in 2035 range from 1.5 to 17.1
- Area south of Atlantic Boulevard is predicted to have slight growth of 4-8 persons per residential acre and area north of Atlantic Boulevard is predicted to have moderate growth of 8-12 persons per residential acre in 2035, reflecting the growing beach core and redevelopment opportunities in the north beach and Hillsboro Inlet areas



Broward County is looking to support denser, more transit and pedestrian focused development as opposed to auto-oriented development that currently dominates the built environment of South Florida.

From “BCT Comprehensive Operational Analysis”

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## FUTURE TRANSIT – DEMAND (CONTINUED)

In estimating future transit ridership, BCT forecasts:

- BCT Routes 11 and 42 each have average to high performance scores, indicating they are adequately filling their role in the transit network.
- The average performance score within the category is 6.59 – Route 11 scored 6.06 and Route 42 scored 6.38
- No immediate changes are anticipated to service and capacity is available for new ridership on both routes

BCT can better position itself to capture potential ridership by coordinating with City and County policy makers to insure land use development growth includes transit needs.

From “BCT Comprehensive Operational Analysis”



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## ENHANCEMENTS TO EXISTING BCT SYSTEM

There are a number of techniques that can be considered to make transit ridership more attractive to consumers and more competitive with auto travel, such as:

- Adding high quality amenities at stops including shelters, benches, system information, lighting and easily identifiable stop locations
- Utilizing ITS (intelligent transportation systems) technology that provides real time information and two-way communications with BCT
- Promoting Community Bus Service separately and as a component of BCT service
- Reconfiguring Community Bus Service routes to provide better service to Pompano Beach core beach area and connections to the Hillsboro Inlet area
- Creating signal priorities for transit to improve on-time performance

In order to continue providing quality service, BCT will need to identify ways to improve its system to attract new riders by making transit more attractive and competitive. Investment in additional service, technology and passenger amenities will help BCT provide an attractive product that seeks to improve mobility in the region.

From “BCT Comprehensive Operational Analysis”



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## OTHER TRANSIT ENHANCEMENTS

There are a number of transit enhancements that can be considered along SR A1A to make transit ridership more convenient, such as:

- Creating a beach shuttle or lopping trolley route to provide service to all areas of Pompano Beach – this would better serve local residents as well as visitors and reduce traffic along the corridor
- Integrating the proposed water taxi system into the transit system to provide seamless service, connections, and accessibility

Many stakeholders feel that using transit carries a stigma...BCT needs to address those issues by providing fast, attractive, safe, and comfortable service.

BCT must innovate in order to grow market share.

From "BCT Comprehensive Operational Analysis"



## MULTIMODAL RECOMMENDATIONS



## POINTS FOR STRATEGIC CONSIDERATION

Pompano Beach is a place where people are naturally more inclined to get out of their cars because of the setting

Parking should be signed and located to reduce driving time

Less vehicular traffic and slower vehicular speeds make a better beach experience and provide more opportunities for walking and bicycling

The easier and safer walking and bicycling are, the more people will explore these modes of travel for shopping, dining and recreation

Transit service should be as convenient as a private vehicle to be competitive as a mobility option

Improved mobility can benefit the older population of Pompano Beach who may not be able or want to drive and can encourage them to shop and spend locally and enjoy public gathering spaces for social interaction

Mobility and accessibility should be convenient choices for both residents and visitors



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## SR A1A PLANNING CONCEPTS

Create an inviting pedestrian realm and reasons for people to get out and walk or bicycle – destinations, public spaces, shopping, dining or recreation

Direct vehicles to parking locations and make parking easy to access

Improve the visibility of bicyclists and provide amenities that encourage bicycle use

Identify and enhance commercial development nodes to create a continuous network of walksheds throughout the corridor and more destination choices

Consider reconfiguring transit routes to accommodate the movement patterns and frequencies needed to service a beach destination

Encourage a variety of land uses so that people can live, work, play, and spend in their own neighborhood

Access is the goal of multimodal strategies – mobility choices increase personal opportunities



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## MULTIMODAL RECOMMENDATIONS

Encourage development of a pedestrian-scale public realm at identified development nodes with active street level uses and sidewalk zones, short blocks with transparent building facades, public gathering spaces, amenities, landscape, and streetscape elements

Provide public gathering spaces, amenities, landscape, and streetscape elements in areas between development nodes to encourage walking and bicycling

Close gaps in the sidewalk network and add/enhance crosswalks to provide a safe and connected system of mobility choices to accommodate all users

Create safer bicycle routes by unifying bike lane signage, enhancing pavement markings, installing signal sensors and light timing phases, and adding guidance at intersections and conflicts points between vehicles and bicycles



Source: Renaissance Planning



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## MULTIMODAL RECOMMENDATIONS (CONTINUED)

Provide bicycle amenities and facilities to encourage riding – coordinate with private development to include bicycle investments in building and parking designs

Add new B-Share bicycle stations to connect destinations and development nodes

Create a beach shuttle that provides convenient all day hop-on, hop-off service to accommodate typical movement patterns along the corridor and help people avoid the aggravation of traffic, parking, and hauling family and beach equipment for long distances



Source: Renaissance Planning



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## MULTIMODAL RECOMMENDATIONS (CONTINUED)

Highlight BCT and CBS transit services, enhance transit stops, and add amenities to encourage ridership

Promote water taxi service and provide both visual and physical connections to SR A1A

Provide a wayfinding system that orients drivers and pedestrians and reinforces their travel direction along the corridor and adjacent areas, as well as identifies parking, destinations, and beach access points

Add on-street parking in the beach core area to slow vehicle speeds and provide a buffer for pedestrians



Source: Renaissance Planning



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## MULTIMODAL RECOMMENDATIONS (CONTINUED)

Add parking outside the beach core – consider shared use agreements with private owners (such as St. Gabriels Catholic Church) and investigate the possibility of buying vacant lots or leasing prior to development on the lot (such as at NE 16<sup>th</sup> St/SR A1A and between Hibiscus Ave and Terra Mar)

Incentivize development and redevelopment and create public/private partnerships to encourage investments in land use, facilities, and infrastructure along the corridor

Provide policy language that encourages commercial uses at identified development nodes and sets standards for the public realm

Increase frequency of maintenance activities, especially in peak tourist season



Source: Renaissance Planning



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ECONOMIC DEVELOPMENT STRATEGY

E



# ECONOMIC DEVELOPMENT STRATEGY

City of Pompano Beach  
A1A Transformation Plan  
July 2015



## INTRODUCTION AND PURPOSE

### Purpose of this study:

- Profile who lives and works in the Study Area
- Note demographic and location factors that will influence development prospects, and potential economic drivers
- Outline general advantages and disadvantages of the Study Area for potential development
- Assess the context and market conditions for development for key real estate product types
- Frame potential opportunities and challenges
- Highlight strategic considerations and issues to address in planning efforts

### What this study is not:

- A site-specific market analysis that recommends or tests particular uses or projects
- A comprehensive analysis of any one product type or a strategic action plan for development

# CONTENTS

Demographic Analysis

Competitive Advantage Analysis

Strategic Development Recommendations



Source: Renaissance Planning



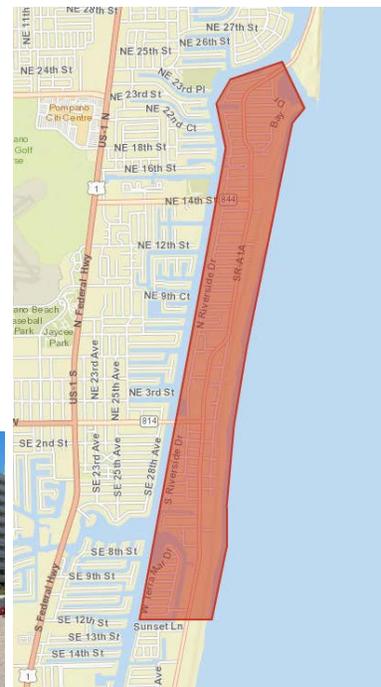
3

## STUDY AREA

From Hillsboro Inlet to Terra Mar Drive

Between the Intracoastal Waterway and the Atlantic Ocean

Pompano Beach's waterfront areas



Source: ESRI Business Analyst, Flickr – Lucas Berrini, Renaissance Planning



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Source: Flickr – Rene Rivers

## DEMOGRAPHIC ANALYSIS



### DEMOGRAPHIC SOURCES AND TOPICS

#### Sources

- 2014 ESRI Business Analyst estimates
- 2011 Census-Longitudinal Employer-Household Dynamics (LEHD) program employment data
- 2010 Decennial Census
- 2008-2012 American Community Survey

#### Topics

- Population growth and characteristics: age, race, education
- Household characteristics: age, children, tenure, income
- Housing characteristics: type, year built, value
- Resident workforce: occupation, industry sector, commuting
- Employment base: industry sector, business size
- Comparison with Pompano Beach as a whole

#### Importance

- Demographics are the fundamental source of real estate demand
- Profile data for the Study Area can be a useful resource in planning efforts



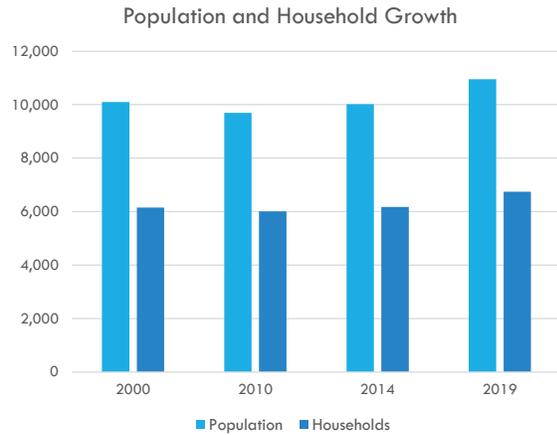
# PROJECTED GROWTH

Small decrease from 2000-2010, recovered by 2014

2014-2019 projected population growth:

- 9.3% over five years
- 1.8% compound annual growth rate

Average household size has remained consistent since 2000, at 1.6 persons



Source: Decennial Censuses, ESRI Business Analyst



# AGE AND RACE

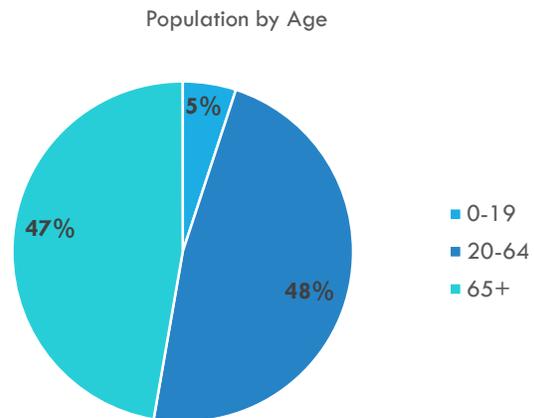
2014 estimated full-time population: 10,016 people

## Age

- Almost half of people are over 65
- Very few children
- Median age: 63.7 years

## Race

- 94% White Alone
- All other categories are each 1-2% of the total



Source: ESRI Business Analyst



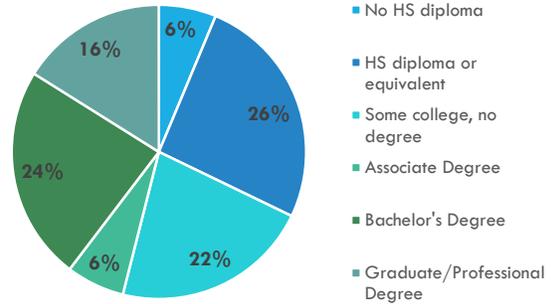
# EDUCATION

40% of adults have a bachelor's degree or higher

26% have only a high school diploma

Only 6% did not finish high school

Educational Attainment of Population Age 25+



Source: ESRI Business Analyst



# HOUSEHOLD CHARACTERISTICS

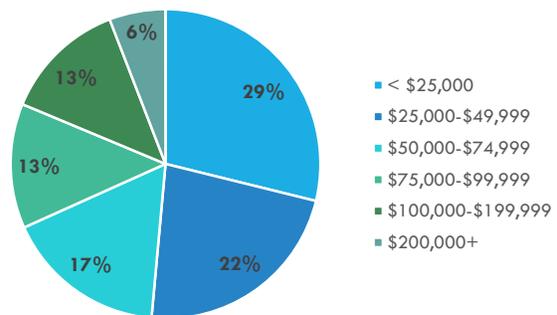
## Type

- 51% are 1-person households
- 40% are families
- Only 5% have children

## Income

- Median: \$47,686
- Average: \$70,455
  - Large difference between median and average indicates there are outliers on the high end
- 19% of households earn \$100,000+, but 29% earn less than \$25,000
- Projected growth in median income by 2019 is 22%

Households by Income



Source: 2010 Census, ESRI Business Analyst

## Tenure

- 64% owners, 36% renters

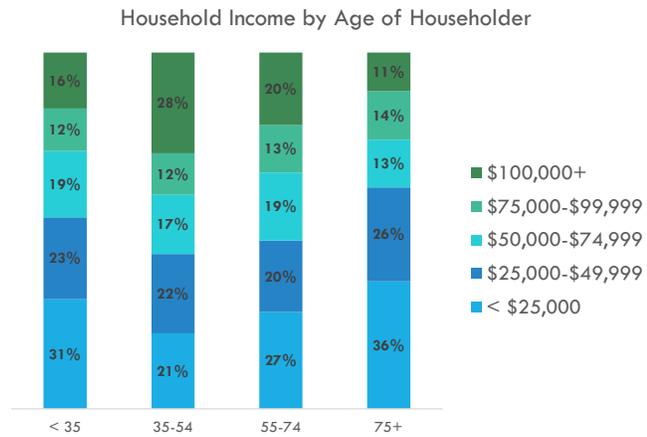


# CURRENT HOUSEHOLDS BY AGE AND INCOME

The middle-aged category (35-54) has the most high earners

The elderly (75+) have the highest share of those earning under \$25,000

Empty-nesters (55-74) are more affluent than the elderly



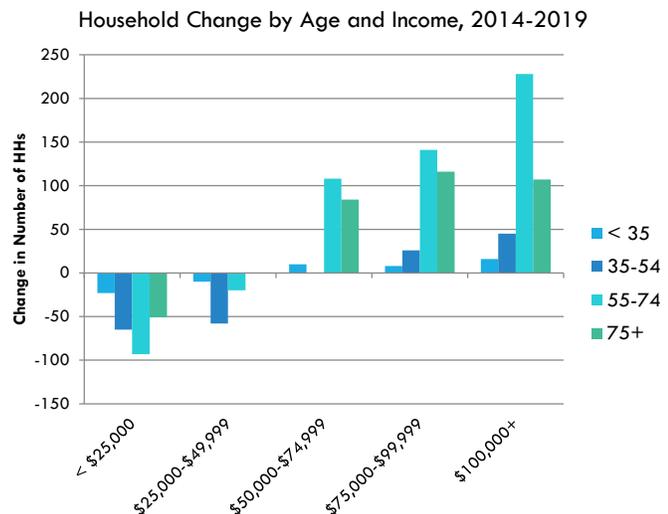
Source: ESRI Business Analyst



# HOUSEHOLD GROWTH PROJECTIONS

Near term growth is largely above age 55 and in higher income categories

No growth projected under 35, minimal between 35-54



Source: ESRI Business Analyst



# HOUSING STOCK

## Type

- 88% are multifamily
- 75% are in buildings with 20+ units

## Year Built

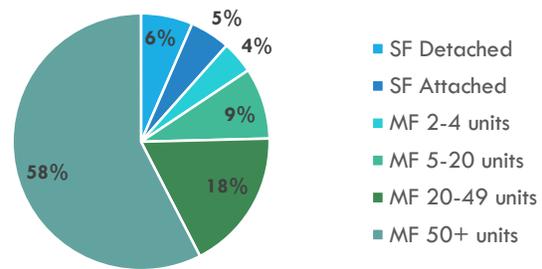
- 74% built before 1980
- Only 11% (around 1,200 units) built since 1990
- Median year built: 1974

## Occupancy

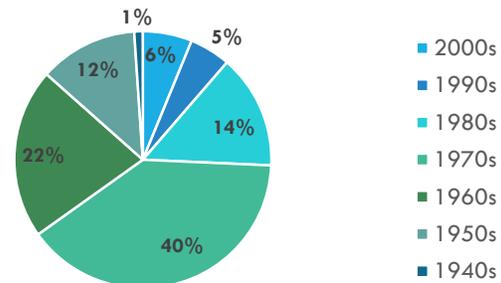
- 42% are vacant, mostly seasonal use
- Around 3,500 units are seasonal

Median Value: \$244,133

Housing Units by Type



Housing Units by Year Built



Source: 2008-2012 American Community Survey, ESRI Business Analyst



# WORKFORCE OCCUPATION AND INDUSTRY SECTOR

## Labor Force

- 40% of population
- 6.4% unemployment rate

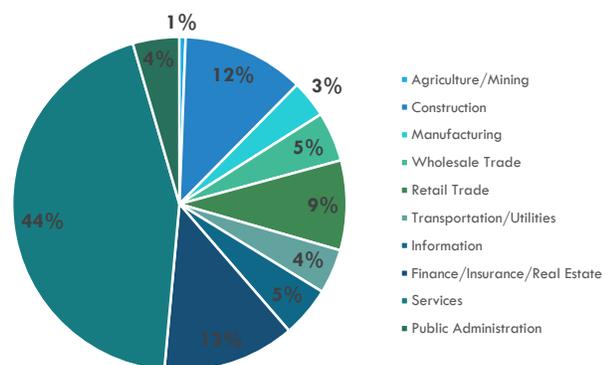
## Occupation

- 75% of workers are white collar

## Industry Sector

- 44% work in Services of various types
- Next largest sectors are Finance/Real Estate and Construction

Employed Workers by Industry Sector



Source: ESRI Business Analyst



# COMMUTING

59% of workers travel less than 10 miles to get to work

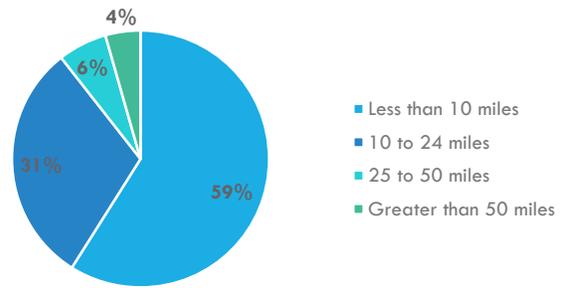
Not many long-distance commuters

74% work in Broward County

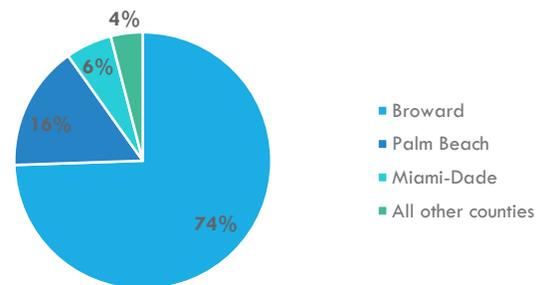
- Many are commuting to Pompano Beach locations
- Other top areas: Cypress Creek, Downtown Ft. Lauderdale, Lauderdale-by-the-Sea, Sunrise

21% work in Ft. Lauderdale, 16% in Pompano Beach

Commute Distance of Employed Workers



County of Work Location



Source: U.S. Census LEHD Program

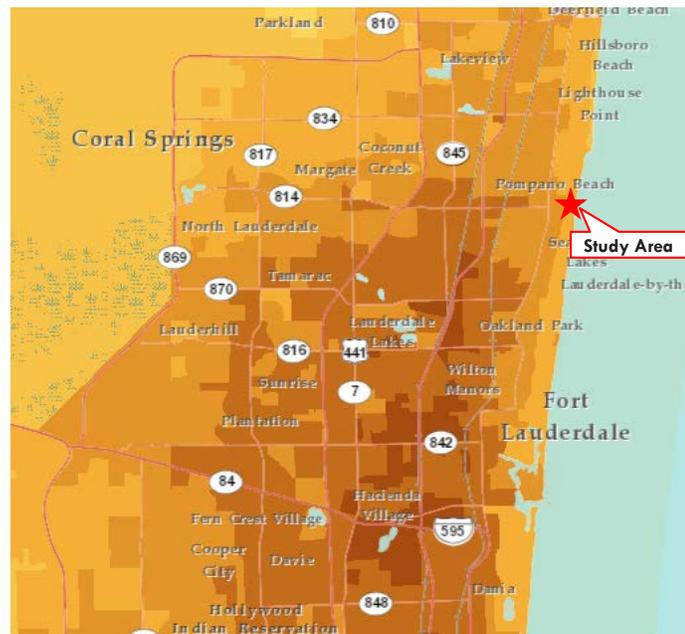
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# COMMUTING

Like most beach areas, the Study Area does not rank high on an index of accessibility to jobs (darker color means greater accessibility)

Index of Number of Jobs Accessible Within 45 Minutes



Source: U.S. EPA – Smart Location Database

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# EMPLOYMENT BASE

Around 3,500 jobs in the Study Area

Primarily small employers – average Services business size is 2.6 employees

Largest employers are primarily hospitality-related, plus retail and services

- Examples: Beachcomber Lodge & Villas, Sands Harbor Hotel & Marina, Wyndham Vacation Resorts, Spa Atlantis, Sterling Hotel Management, Lighthouse Cove Resort, Walgreens, Ivan J. Smith Realtors, Tri-County Medical Transport Service, Bank of America

Study Area lost over 1,600 jobs from 2002-2011

- 1,150 of those were in Real Estate, 340 in Accommodation & Food Services
- Most of the lost jobs were earning less than \$15,000 per year

16% of current jobs pay more than \$40,000 per year – up from 10% in 2002



Source: Dun & Bradstreet via ESRI Business Analyst, U.S. Census LEHD Program, Renaissance Planning

# COMPARISON WITH POMPANO BEACH

	A1A Study Area	City of Pompano Beach
2014-2019 Projected Population Growth	9.3%	6.7%
Single-Person Households	51%	37%
Family Households	40%	54%
Households with Children	5%	24%
Population Older than 65	47%	20%
Median Age (in Years)	63.7	43.6
Median Household Income	\$47,686	\$39,847
2014-2019 Projected Median Income Growth	21.7%	22.1%
Households Earning over \$100,000/Year	19%	14%
Average Home Value	\$298,391	\$207,376
Owner-Occupied Homes	64%	54%
White Alone Population	94%	63%
Adult Population with at Least a Bachelor's Degree	40%	24%



Source: 2010 Census, ESRI Business Analyst

# KEY TAKEAWAYS OF DEMOGRAPHIC ANALYSIS

Relatively uniform demographics: older, White, educated, white collar

Population is growing moderately, but only in the 55+ age groups and more-affluent income categories

Moderate income level overall, but there is a segment of more-affluent households

Housing stock is primarily in large multifamily buildings – majority are condos, majority were built 35 years ago or longer

Substantial seasonal housing presence

Modest employment base – mostly small services businesses and some retail, restaurants, and hotels

Study Area demographics are significantly different from Pompano Beach as a whole

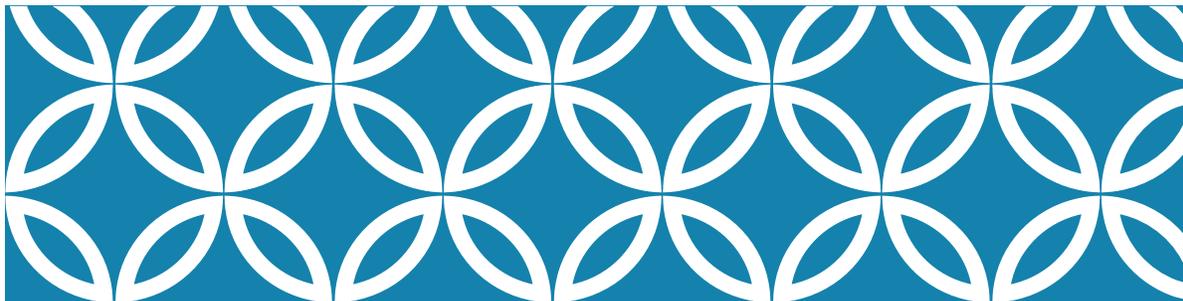
This is an established area whose population and housing stock are not changing very quickly



Source: Flickr – Lucas Berrini



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Source: Flickr – Rene Rivers

## COMPETITIVE ADVANTAGE ANALYSIS

Introduction



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# GENERAL STUDY AREA ADVANTAGES

Beach proximity and access to the Atlantic Ocean and Intracoastal

Recent streetscape improvements

CRA is in place and active, both in the Study Area and west along Atlantic Boulevard

Access to I-95 and Florida’s Turnpike

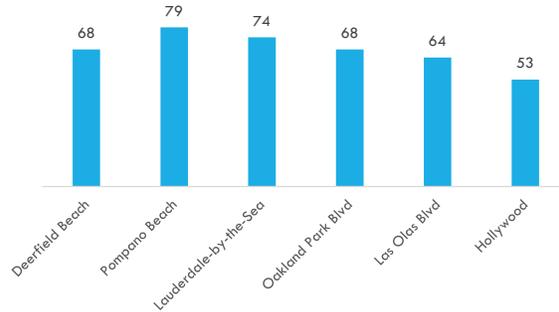
Established tourist market

Walkability of the core area (A1A & Atlantic) is respectable and higher than most other beachfront retail clusters along A1A in Broward County (see chart)

- Proximity to retail on Federal Highway and Atlantic Boulevard is probably driving the higher score – more diverse store mix than other beachfront areas

Projected growth in higher income households

Walk Score of Beachfront Areas



Source: Walkscore.com



# GENERAL STUDY AREA DISADVANTAGES

Low traffic counts on A1A, proximity to Federal Highway corridor, and lack of development sites of suitable size reduce potential for most conventional retail development

Condo development has been limited because of the regional market’s focus on foreign buyers in Miami

- But there are some indicators of a shift in the market that may favor more development in Fort Lauderdale and Broward County

Economic development challenges common to South Florida beach areas:

- Housing stock is fairly old – lack of new/recent construction
- Heavy seasonal housing presence can discourage new retail
- Not much commercial space available, and building stock is fairly old
- Primarily an older population, which limits its attractiveness to retailers seeking new locations
- Employment base is modest at best, so local workers are not a significant source of development demand



Source: Renaissance Planning



# POTENTIAL ECONOMIC DRIVERS

The beach/ocean/Intracoastal setting is the distinctive feature of the Study Area and the main factor that will drive its economic development

- But a beach setting is not unique in Broward County or South Florida, so how can the Study Area best compete?

Beachfront development is not new, but the current challenges are:

- How to position the area for the next generation?
- How to maximize the visitor and resident spending that stays in the Study Area?

Potential of marinas as an economic driver to be assessed

Key real estate elements to assess:

- Retail and restaurants
- Multifamily housing
- Hotels



Source: Flickr – Tabitha Kaylee Hawk



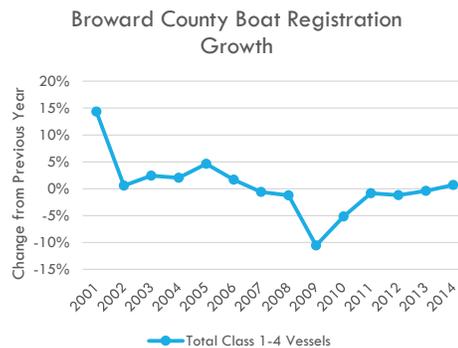
# MARINAS – CONTEXT

The marina market is driven by boat ownership trends, which have been flat in Broward County

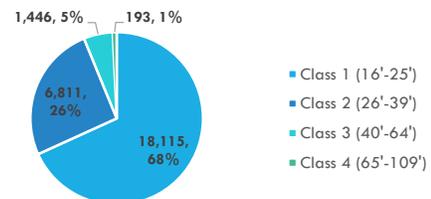
- Boating is a relatively expensive discretionary activity
- Boat registrations for the most common sizes berthed in marinas dropped sharply during the financial crisis and recession, but have been flat since 2011
  - Down 10.6% in 2009 and 5.2% in 2010
  - Boat registration trends paralleled the housing boom, though not to the same degree of increase during the mid-2000s
- 68% of Broward County boats are 25 feet or smaller, which are less likely to be berthed at a marina; only 6% are 40 feet or larger (just over 1,600 vessels)

Marinas in the A1A Study Area

- Sands Harbor Marina: located just north of Atlantic Boulevard, has 50 slips which can accommodate up to 100-foot boats
- Hillsboro Inlet Fishing Center: located on Ocean Boulevard at the bridge, is a private marina where fishing boats can be chartered – slips are not rentable for general use



Broward County Boat Registrations in 2014



Source: Florida Department of Highway Safety and Motor Vehicles

# MARINAS – ECONOMIC DEVELOPMENT POTENTIAL

The potential support for economic development on in the Study Area was estimated using an impact model developed by the state FWC

- Assumed typical occupancy at Sands Harbor, did not include Hillsboro Inlet Fishing Center
- Focused on the spending impacts for key categories that support development (see table)
- Spending was translated to the amount of development supported using general assumptions

The total annual spending is \$125,300

- Largest categories: dining out and groceries
- The largest motor boats (40 feet and larger) generate significantly more spending per trip than sailboats and smaller motor boats

The development that would be directly supported by boater spending are small increments of building space or hotel room nights

- It is assumed that this spending would occur in the Study Area, but some could “leak” out to other parts of Pompano Beach

## Marina-Supported Economic Development

Category	Annual Spending	Assumption	Development Supported
Lodging	\$7,039	\$125 per room night	56 room nights
Restaurant	\$55,169	\$600 psf	92 square feet
Groceries	\$40,454	\$500 psf	81 square feet
Recreation & Entertainment	\$12,050	\$250 psf	48 square feet
Shopping	\$10,587	\$250 psf	42 square feet
<b>TOTAL</b>	<b>\$125,300</b>		

Source: Florida Fish & Wildlife Conservation Commission, Renaissance Planning



# SUMMARY OF MARINA FINDINGS

The boating market has been flat since the recession, but it is still a large market to tap into even if it is not growing

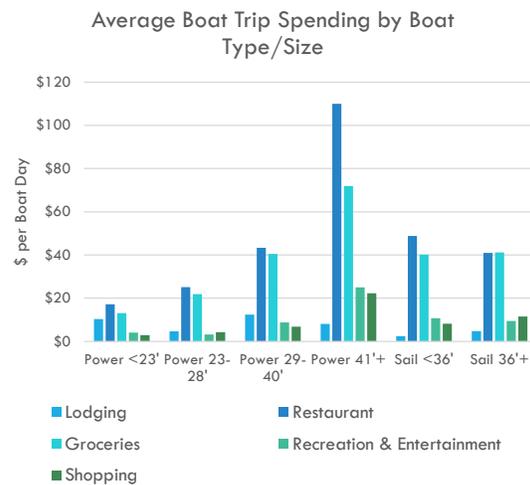
- The most productive segment from a local spending standpoint is boats over 40 feet, of which there are just over 1,600 in Broward County and more currently registered elsewhere

Marina-based spending in the Study Area is not a large generator of spending that on its own would support new development nearby

- But it is a popular waterfront destination/activity and service provider that brings the boater market segment to the area

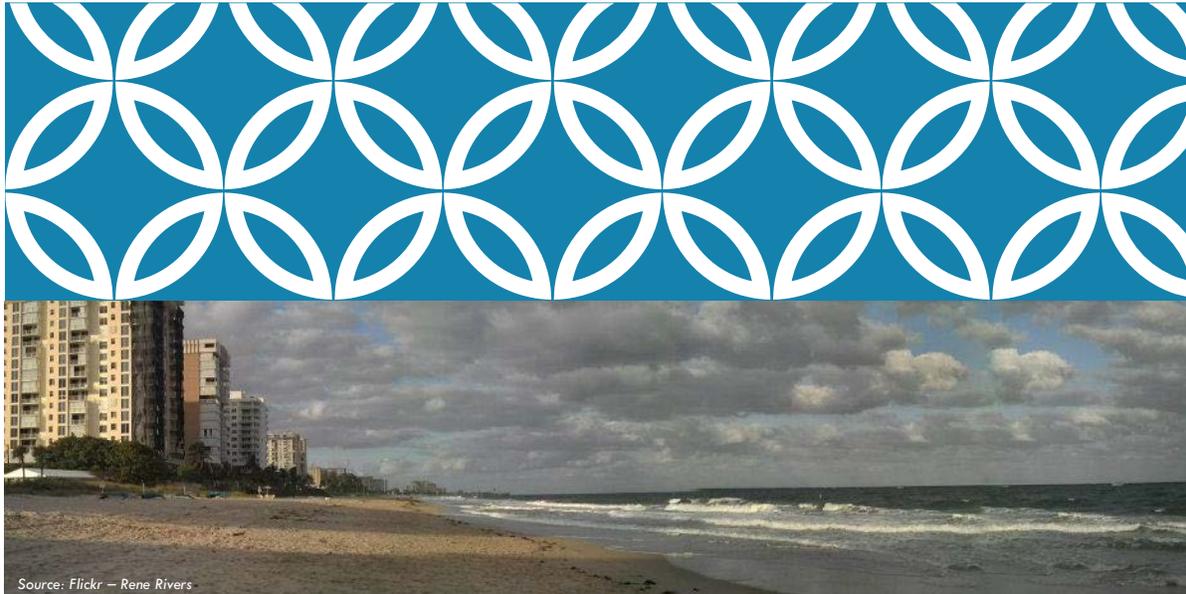
Potential marina-oriented strategies:

- Help ensure that the Sands Harbor marina is able to maximize the number of its slips that can accommodate 40+ foot boats and the amenities which attract their owners, to maximize the potential for boater spending
- Encourage more restaurant development within walking distance



Source: Florida Fish & Wildlife Conservation Commission, Renaissance Planning





Source: Flickr – Rene Rivers

# COMPETITIVE ADVANTAGE ANALYSIS

Retail & Restaurant Assessment



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## SITE/LOCATION FACTORS

Trade area population is reduced because half of the radius is covering the ocean

Average daily traffic on A1A is not high enough to meet typical retailer targets

- 12,387 ADT north of Atlantic, 17,900 ADT south of Atlantic
- Most retailers look for at least 25,000 ADT when seeking new sites

Walkability around the key Atlantic Blvd/A1A intersection is respectable, thanks in part to retail uses west of the Intracoastal

Existing retail base is diverse, but small and spread out across the Study Area

Parcels are small and available land is scarce, making retail development on a significant scale challenging

- Ground floor retail in new residential or hotel buildings may be an opportunity in the right locations
- The CRA-driven redevelopment of the City parking lots is probably the largest opportunity for retail and other commercial uses in the Study Area



### Retail Businesses in the Study Area

Store Type	Number
Motor Vehicle & Parts Dealers	4
Furniture & Home Furnishings Stores	3
Electronics & Appliance Stores	5
Building Material & Garden Equipment & Supplies Dealers	2
Food & Beverage Stores	4
Health & Personal Care Stores	3
Gasoline Stations	2
Clothing & Clothing Accessories Stores	13
Sport Goods, Hobby, Book, & Music Stores	6
General Merchandise Stores	2
Miscellaneous Store Retailers	12
Nonstore Retailers	4
<b>TOTAL</b>	<b>60</b>

Source: Dun & Bradstreet via ESRI Business Analyst

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# DEMOGRAPHIC FACTORS

High presence of seasonal housing means that a large portion of the homes are unoccupied for part of the year

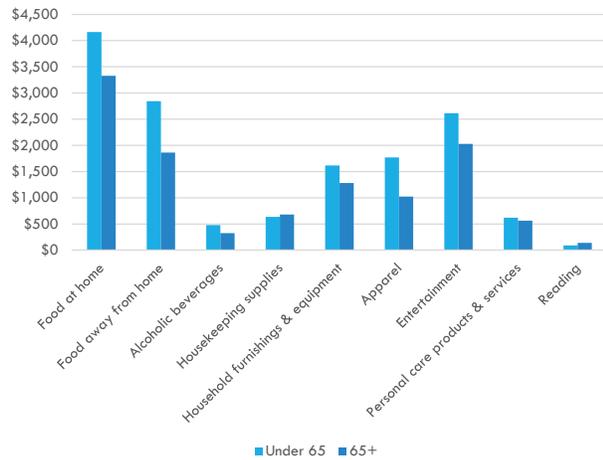
- Around 40% of homes are seasonal, or 3,500 units
- Business and resident input Renaissance has heard in Fort Lauderdale beach neighborhoods suggests that a high seasonal presence can discourage retail development

Older age profile of population generally translates to less retail spending – not usually a prime target market for new retailers

- Study Area median age is 63.7 years and nearly all projected household growth is in the 55+ age groups
- Retail spending by 65+ age households is 24% lower than those under 65

Study Area resident spending patterns show spending potential below the national average for retail, but above average for fine dining restaurants

Average Annual Household Spending in Selected Categories



Source: U.S. Bureau of Labor Statistics – Consumer Expenditure Survey (chart), ESRI Business Analyst



# MARKET FACTORS – DEMAND & COMPETITION

Sales and spending data for a 10-minute drive area around the Atlantic/A1A intersection indicate that the market is saturated in most retail categories (see table at right).

Retail gaps (unsatisfied demand leaking out of the trade area) occur only in typical big box or mall store categories: electronics, home improvement, department stores, and apparel.

- Although the apparel gap could be a beachfront opportunity for specialized boutiques
- There is also a gap in the Limited-Service Restaurants subcategory (fast food and fast casual establishments), but not in the broader Food Services category

Four major shopping malls with 183 stores and totaling 1.6 million square feet are within a 10-minute drive of the Study Area on Federal Highway, along with numerous other smaller centers and stand-alone retailers.

Retail Gaps in the Local Trade Area

Category	Retail Gap
Furniture & Home Furnishings Stores	(\$39,638,687)
Electronics & Appliance Stores	\$3,945,476
Building Materials, Garden Equipment & Supply Stores	\$6,705,372
Food & Beverage Stores	(\$193,018,587)
Health & Personal Care Stores	(\$6,698,748)
Clothing & Clothing Accessories Stores	\$21,584,369
Sporting Goods, Hobby, Book & Music Stores	(\$6,382,890)
General Merchandise Stores	\$28,332,458
Miscellaneous Store Retailers	(\$41,536,239)
Food Services & Drinking Places	(\$29,133,396)

Note: Positive figures indicate leaking sales that could be captured by new development, if feasible

Source: ESRI Business Analyst, Dun & Bradstreet, Director of Major Malls



# MARKET FACTORS - LOCATION

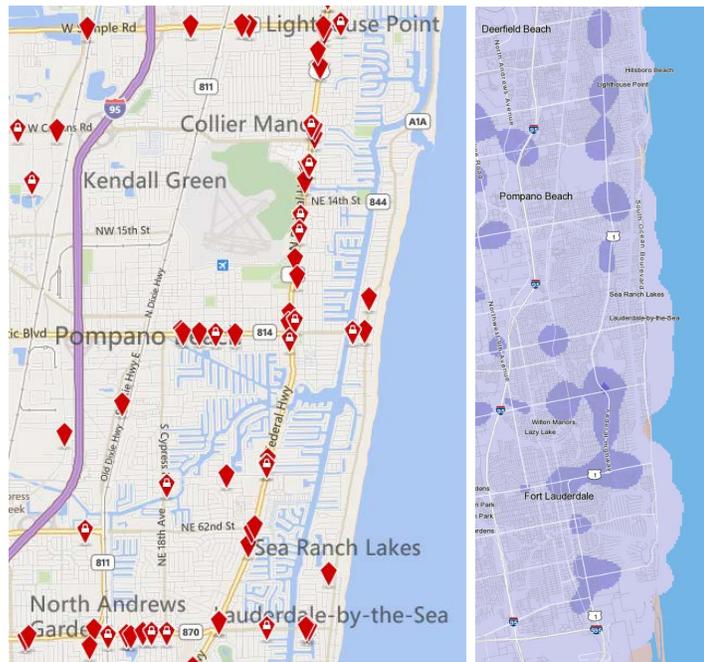
East of I-95, retail clusters along Federal Highway and the major east-west routes because of:

- Highest levels of auto accessibility to households
- Visibility to passing traffic (40,000 ADT on Federal Highway)
- Synergies with other retail located there

The maps to the right illustrate retail activity via:

- Current space for lease listings – red icons
- Employment data – darker blue shading indicates higher retail density

The Study Area does not compete well with these conventional auto-oriented retail locations



Source: LoopNet.com, U.S. Census Bureau – LEHD Program 31



# BEACHFRONT RETAIL CLUSTERS

Beachfront retail clusters are a specialized market segment:

- Smaller in scale
- Generally more walkable (or trying to be)
- Heavy emphasis on restaurants and bars in the business mix

Five comparable clusters were identified in Broward County, where major east-west arterial roads meet A1A (see table on the next slide)

Key observations:

- Lauderdale-by-the-Sea has the highest walkability and superior business performance
- Oakland Park Boulevard has the largest number of businesses in its cluster, but its business performance is in the middle of the group
- Hollywood has significantly lower walkability than the rest and the lowest retail performance, but has among the best restaurant performance – suggests that it may be more of a drive-to dining destination



Source: ESRI Business Analyst 32



# BEACHFRONT RETAIL CLUSTER DATA

	Deerfield Beach	Pompano Beach	Lauderdale-by-the-Sea	Oakland Park Blvd	Las Olas Blvd	Hollywood
Annual Retail Sales	\$11,199,999	\$6,236,992	\$55,656,431	\$35,822,255	\$13,972,701	\$8,119,117
Retail Businesses	22	15	36	44	23	22
<b>Retail Sales per Business</b>	<b>\$509,091</b>	<b>\$415,799</b>	<b>\$1,546,012</b>	<b>\$814,142</b>	<b>\$607,509</b>	<b>\$369,051</b>
Annual Restaurant Sales	\$6,773,480	\$112,284	\$26,345,643	\$12,882,078	\$13,555,886	\$13,551,889
Restaurant/Bar Businesses	8	1	18	16	14	14
<b>Restaurant/Bar Sales per Business</b>	<b>\$846,685</b>	<b>\$112,284</b>	<b>\$1,463,647</b>	<b>\$805,130</b>	<b>\$968,278</b>	<b>\$967,992</b>
Combined Annual Sales	\$17,973,479	\$6,349,276	\$82,002,074	\$48,704,333	\$27,528,587	\$21,671,006
Combined Businesses	30	16	54	60	37	36
<b>Combined Sales per Business</b>	<b>\$599,116</b>	<b>\$396,830</b>	<b>\$1,518,557</b>	<b>\$811,739</b>	<b>\$744,016</b>	<b>\$601,972</b>
Walk Score (Center Point of Cluster)	68	79	74	68	64	53

Note: Business data is for a 1/3 mile radius around the center point of the cluster. Walk Score considers a score of 70-89 as "very walkable" and a score of 50-69 "somewhat walkable." The data appear to be undercounting the restaurants in Pompano Beach based on other sources.



Source: ESRI Business Analyst, Dun & Bradstreet, Walkscore.com 33

## WALKABILITY OF STUDY AREA CORE

The core of the Study Area around the Atlantic/A1A intersection actually has a higher Walk Score than Lauderdale-by-the-Sea

Both areas' scores rely partially on activities west of the Intracoastal

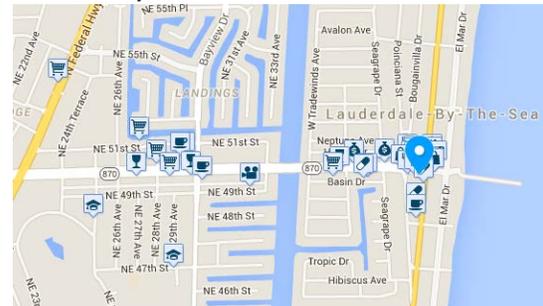
The Study Area's activities are not quite as dense and diverse immediately around the A1A intersection, despite the slightly higher score

Redevelopment efforts to the west on Atlantic Boulevard are increasing the walkability of the Study Area core, but the core itself needs more activities to become a more vibrant place

Study Area at Atlantic/A1A: Walk Score of 78



Lauderdale-by-the-Sea: Walk Score of 74



Source: Walkscore.com 34



## RETAIL AND HOTELS

Hotel-operated retail operations tend to be very limited

- Primarily serves as a convenience for guests
- Larger and resort hotels can have clothing stores, gift shops, and newsstands, but limited-service hotels usually only have a kiosk-type mini-mart
  - Even the larger full-service hotels are increasingly abandoning the traditional gift shops for kiosks also
- A national survey of hotel retail operations found an average of only \$1.80 in retail revenue per occupied room per year\*

Retail might be developed in conjunction with a hotel as part of a mixed-use projects, but it will need to follow the location requirements of typical retail uses

- A good retail site might not necessarily be a good hotel site
- Retail needs a critical mass of activity, walkability, and visibility, which might not be desired for a hotel
- Walkable retail needs to have a storefront on the street, which might not be compatible with a hotel layout

\* Source: "Shift in Hotel Retail Impacts Revenue and Profits" by Robert Mandelbaum, in Lodging magazine – February 14, 2014



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## RESTAURANT ASSESSMENT

The Pompano Beach primary trade area for full-service restaurants underperforms the other beachfront retail clusters (see table on the next slide)

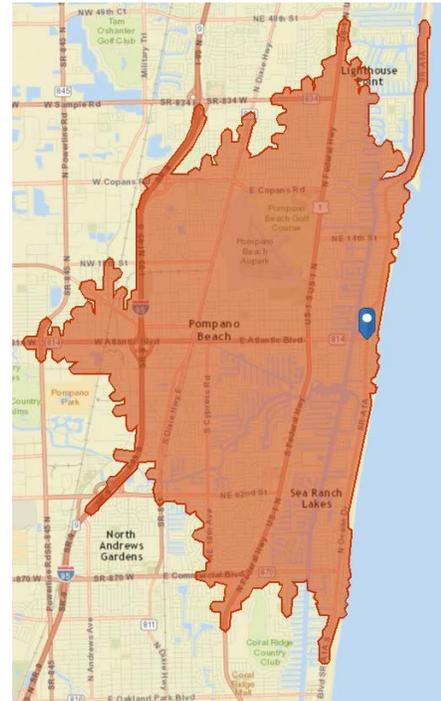
- Lowest sales per business
- Among the lowest in business count

All of the beachfront clusters have a negative retail gap for full-service restaurants, which represents the amount of sales being drawn from outside of their 10-minute drive time areas

- Because Pompano Beach's negative gap is small, that means fewer people from outside of the 10-minute drive area are coming to its restaurants
- In contrast, the negative gaps for Las Olas Boulevard, Oakland Park Boulevard, and Lauderdale-by-the-Sea are large, indicating that they are major dining destinations



10-Minute Drive from Atlantic/A1A



Source: ESRI Business Analyst 36

## RESTAURANT TRADE AREA DATA

Metrics for the 10-Minute Drive Time Area from Beachfront Retail Clusters

Retail Cluster	Households	Adjacent Seasonal Housing Units	Median Disposable Income	Full-Service Restaurant Spending	Restaurant Sales	Retail Gap	Full-Service Restaurants	Avg. Restaurant Sales per Business
Deerfield Beach	46,655	1,473	\$38,176	\$67,119,846	\$96,745,202	(\$29,625,356)	104	\$930,242
<b>Pompano Beach</b>	<b>53,319</b>	<b>3,759</b>	<b>\$37,370</b>	<b>\$72,851,498</b>	<b>\$90,914,895</b>	<b>(\$18,063,397)</b>	<b>104</b>	<b>\$724,137</b>
Lauderdale -by-the-Sea	54,888	3,835	\$40,016	\$78,813,421	\$148,377,225	(\$69,563,804)	147	\$1,009,369
Oakland Park Blvd	58,191	2,181	\$40,384	\$79,504,328	\$181,376,780	(\$101,872,452)	155	\$1,170,173
Las Olas Blvd	31,378	2,096	\$42,377	\$48,768,996	\$153,924,512	(\$105,155,516)	111	\$1,386,707
Hollywood	53,723	3,729	\$33,408	\$66,466,152	\$74,112,380	(\$7,646,228)	96	\$772,004

Note: drive time areas can overlap; a negative retail gap means that sales are greater than spending, so the difference is the amount of sales being "imported" from outside of the area

Source: ESRI Business Analyst, 2008-2012 American Community Survey



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## RESTAURANTS AND HOTELS

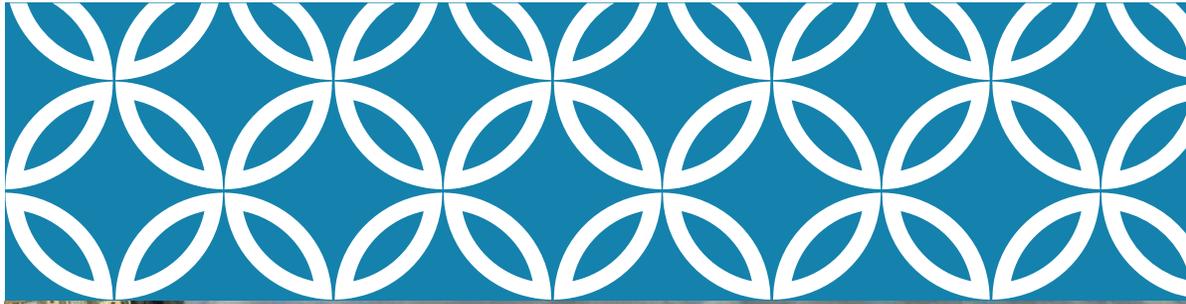
Unlike retail, restaurants are a natural component of larger, more upscale hotels, but there are several factors that influence their development:

- Hotel restaurants typically have higher costs than independents due to unionization, longer hours, and need to cover all three meal periods – will influence the restaurant concept
- A hotel restaurant may be constrained by the hotel's brand in what sort of concept it can pursue
- Facility considerations can also influence the restaurant concept – is banquet space needed, how much additional parking is required, etc.
- Hotel and restaurant marketing may not be as effective in the same operation: hotels market nationally, while restaurants market locally
- Fundamental question to answer: are hotel guests or local residents the primary customer target, or both?

Restaurants can become destinations if they succeed, but most will need to be located in activity centers or near clusters of other restaurants and entertainment – may not be ideal locations for hotels depending on the hotel brand



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Source: Flickr – Rene Rivers

# COMPETITIVE ADVANTAGE ANALYSIS

Multifamily Housing Assessment

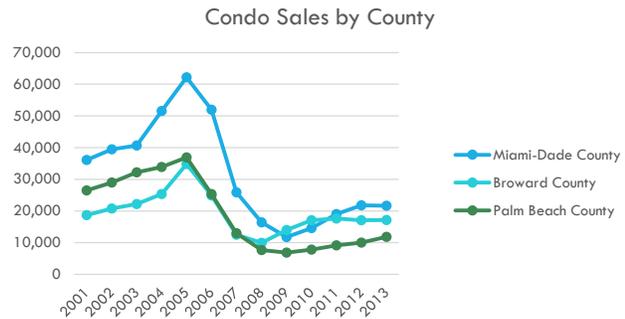


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## CONDOMINIUM MARKET CONTEXT

The Miami-Dade condo market was larger than Broward and Palm Beach before the crash, but sales volumes of the counties are now more similar (and lower)

- Now more condos are selling in Broward than in Palm Beach, when the reverse was true prior to 2005



### Median price trends:

- Miami-Dade diverged from Broward and Palm Beach after the crash, staying higher
- Palm Beach converged with Broward after the crash – previously was above Miami-Dade
- Fort Lauderdale has followed Miami-Dade's trajectory of higher prices
- Pompano Beach has followed Broward's trajectory of lower prices



Source: Shimberg Center for Housing Research 40

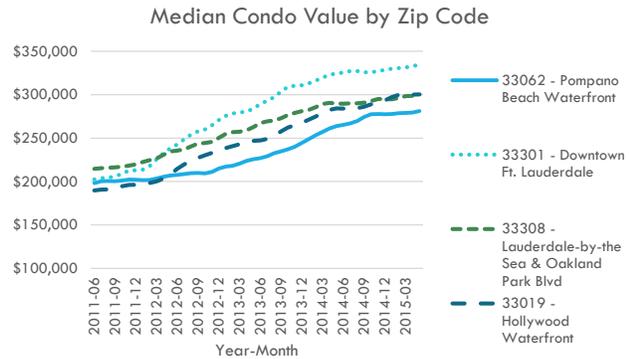


# CONDOMINIUM VALUES

Condo values in the Pompano Beach waterfront zip code have trailed other major Broward County condo areas over most of the past five years

- Pompano Beach values were slower to start recovering from the market downturn
- The gap got somewhat smaller in mid/late 2014, but it is persisting

Downtown Fort Lauderdale had been the only Broward submarket to see major new development activity in recent years; now Hollywood is emerging as well



Zip Code	5-Year Annual Appreciation	May 2015 Median Value
33062	7.3%	\$281,200
33301	10.5%	\$334,300
33308	6.8%	\$297,600
33019	9.6%	\$300,500

Source: Zillow



# NEW CONSTRUCTION MARKET

The South Florida new construction condo market is focused on Miami-Dade – over 3/4 of the new units are being developed there

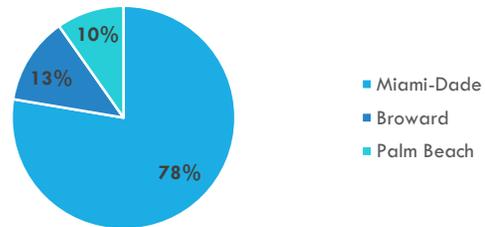
- The Greater Downtown Miami submarket alone accounts for 46% of the total units
- Prices and presale activity is much higher in Miami-Dade than elsewhere in the market

Pompano Beach currently has 883 units under development or in planning – ranked 10<sup>th</sup> out of 32 submarkets and represents 2% of the total units

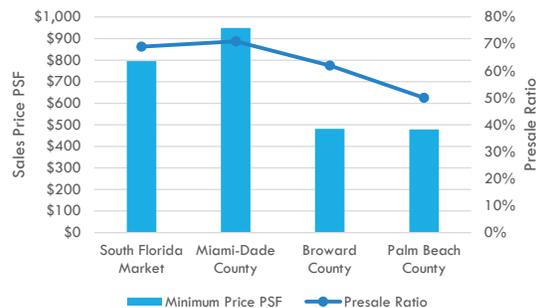
Some Broward County submarkets have significant development occurring, others do not:

- Hollywood/Hallandale Beach: 3,547 units under development
- Fort Lauderdale: 3,377 units under development
- Lauderdale-by-the-Sea: 51 units under development
- Deerfield Beach: 16 units under development

Share of New South Florida Condo Units



South Florida Condo Market Price Survey



Source: Cranespotter.com 42



## IS THE CONDO MARKET SHIFTING?

While coastal Miami-Dade remains the largest new construction condo market, sales and development are slowing due to:

- High prices that are starting to discourage foreign buyers
- Unfavorable exchange rates for foreign buyers that make U.S. prices even more expensive
- The gradual return of domestic/local buyers, who tend to look for lower prices

Miami-focused developers are starting to open projects in Broward County, primarily in Fort Lauderdale's downtown and beachfront areas

- There are 44 active projects in Fort Lauderdale and 20 in Hollywood/Hallandale Beach

If this trend persists, development opportunities in Pompano Beach could gain increased attention

"As the condo market in coastal Miami-Dade County increasingly shows signs of stalling because of a slowdown in foreign investment activity, the conditions some 20 miles to the north in the domestic-oriented downtown Fort Lauderdale and Beach area suggest a growth spurt is underway in Broward."

-- Peter Zalewski, Condo Vultures

Source: Miami Herald – June 28, 2015



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## RENTAL MARKET CONTEXT

Apartment development in Broward County is on an upward trend, according to the Marcus & Millichap brokerage:

- The regional market is ranked 26<sup>th</sup> nationally for 2015 prospects, up three places from 2014
- Also ranked the sixth-highest "emerging demand" market, being driven by young adult population growth and strong job gains
- M&M expects the Fort Lauderdale region to have the fourth-highest 2015 employment growth in the U.S.
- New projects have come online in half of the county's submarkets over the past 12 months, representing more than 3,300 units
- The new Residences at Palm Aire project near Florida's Turnpike on Atlantic Boulevard reflects the type of location that is attracting apartment development in Broward County

"Positive economic and demographic trends are driving demand for rental housing amid one of the most substantial additions to apartment stock in Broward County in several years."

-- Marcus & Millichap, *First Quarter 2015 Apartment Research Market Report*



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# LOCAL RENTAL MARKET CONDITIONS

Pompano Beach lost at least 1,900 apartments to condo conversion during the boom

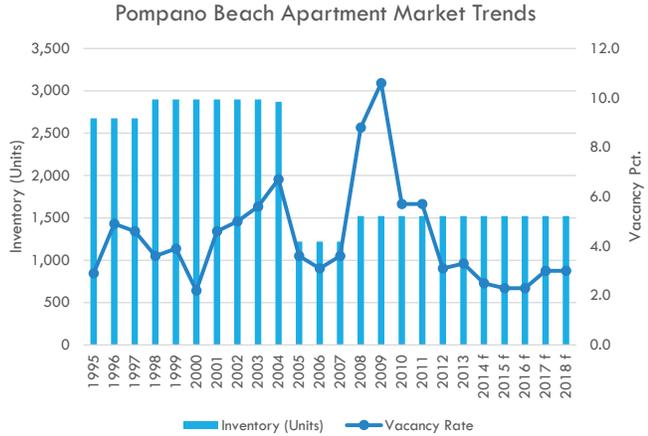
- REIS only tracks 7 institutional-grade complexes in the city

The apartment inventory is not forecasted to increase, even though the vacancy rate is very low

Rank of Pompano Beach over the next five years (out of 12 Broward submarkets):

- Rent growth: 9<sup>th</sup>
- Vacancy rate: 3<sup>rd</sup>
- Inventory growth: 12<sup>th</sup>

Low vacancy rate shows demand is there, but rents are not high enough to attract new development



Average Rent Per Square Foot

Unit Type	Pompano Beach Submarket	Broward County Market
One-Bedroom	\$1.10	\$1.29
Two-Bedroom	\$1.02	\$1.14
Three-Bedroom	\$1.07	\$1.18

Source: REIS, Inc. 45

# MULTIFAMILY HOUSING DEMAND

Multifamily development in the region is forecasted to remain strong over the next 30 years

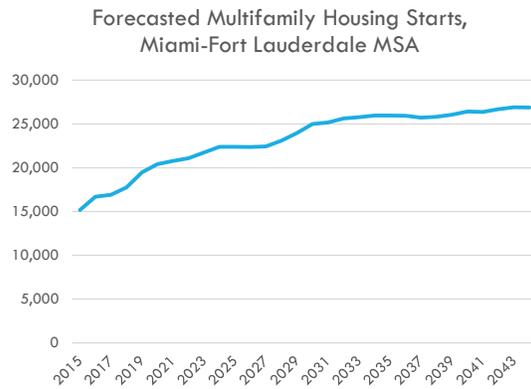
The A1A Study Area has been capturing only a very small share of development over the past decade

At its current capture rate, future multifamily development (both condos and rental) in the Study Area would be:

- Over five years: 171 units, or 1 to 2 projects
- Over 10 years: 383 units, or 3 to 4 projects

If the Study Area doubled its capture rate, future development would be:

- Over five years: 343 units, or around 3 new projects
- Over 10 years: 767 units, or around 7 new projects



Source: UCF Institute for Economic Competitiveness (chart), Renaissance Planning (demand projections)

# MULTIFAMILY HOUSING SUPPLY

## Active, Planned, and Potential New Residential Development Projects

Project/Site	Location	Units	Notes
Pompano City Place	200 S. Hibiscus Ave	24	Project is actively marketing
Sabbia Beach	730 N. Ocean Blvd	72	Recently began actively marketing; reportedly 45% presold
Ocean Land Investments	1350 S. Ocean Blvd	303	Proposed project; listed as To Be Announced by Cranespotter.com
Ocean Land Investments	1380 S. Ocean Blvd	134	Proposed project; listed as To Be Announced by Cranespotter.com
JJ Land Realty Site	20 N. Ocean Ave	77	Approved plans; May 2016 deadline for permit
Atlantic 3350	Southwest Corner of A1A & Atlantic Blvd	77	Potential project; discussed by owner in newspaper
Related Group Site	1116 N. Ocean Blvd	130	Potential project; not known if still planned by developer
<b>TOTAL NEW UNITS</b>		<b>817</b>	<b>Subtotal of active and proposed projects is 533 units</b>

If all of these condo projects occur, the total represents slightly more than the 10-year demand if the Study Area doubles its historical capture rate

An increased capture rate would reflect the emerging market shift towards more condo development in Broward County, if it persists



Source: Flickr – Rene Rivers

## COMPETITIVE ADVANTAGE ANALYSIS

Hotel Assessment



# HOTEL MARKET CONTEXT

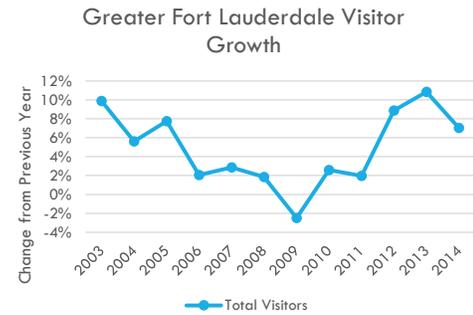
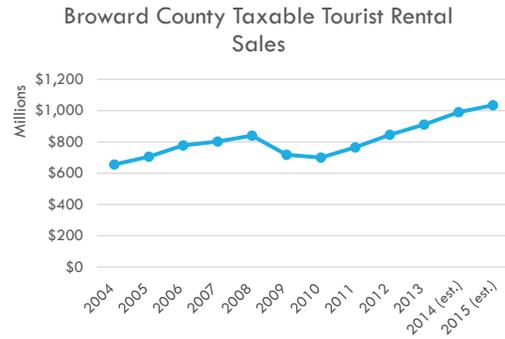
County tourist tax revenues have recovered strongly from the recession-related drop

- Pompano Beach collects 3-4% of the municipal share, ranking 6<sup>th</sup> out of Broward’s municipalities
- Fort Lauderdale collects nearly half of the total, followed by Hollywood (15%), Dania Beach (8%), Plantation (5%), and Deerfield Beach (5%)

Growth in visitors has also recovered strongly, and totaled 14.3 million people in 2014

- Domestic/foreign split is 77%/23% and has held steady at those shares over the decade

The Study Area zip code is in the 90<sup>th</sup> percentile in the county for the number of hotels, but the tourist tax collections indicate that Fort Lauderdale is still the dominant lodging destination



Source: Florida Legislature – Office of Economic & Demographic Research, Greater Fort Lauderdale CVB 49

# VISITOR PROFILE

Leisure visitors to the Greater Fort Lauderdale area tend to be:

- Older and affluent
- Solo persons or small groups
- Staying for only a few days

Half of all visitors go to the beach – the most popular activity

Dining out, shopping, and nightlife are also popular

The beachfront areas of South Florida have developed over time to serve this market segment well



## Overnight Domestic Leisure Visitor Profile

Average Age	49 Years
Average Household Income	\$96,800
Average Number in Party	1.99
Average Length of Stay (days)	3.66
Average Expenditures (per person per day)	\$125
Trip Party Composition	
One Adult	48%
Couple (One Male/One Female)	25%
Three or More Adults	11%
Families	10%
Two Males or Females from Different Households	6%

## Top 5 Visitor Activities

Activity	Pct. Participating
Beach/Waterfront	51%
Visit Friends/Relatives	46%
Culinary/Dining Experience	36%
Shopping	35%
Nightlife (bar, nightclub, etc.)	22%

Source: Greater Fort Lauderdale CVB, Visit Florida

## AN EMERGING MARKET OPPORTUNITY: MILLENNIAL TRAVELERS

The Millennial (18-34) age cohort is now larger than the Baby Boomers, and are starting to have an equally sizable impact on the marketplace

- Currently there are 84 million Millennials, compared with 78 million Baby Boomers

A recent survey of travel habits finds some distinctive Millennial preferences:

- More than any other age cohort, they are increasingly interested in "staycationing"\* – 55% did so during the past year, up 14% from 2014 and up 23% from 2013
- Millennials took staycations nearly as often as they took traditional vacations, and 34% intend to take more staycations during the next 12 months
- Reasons for staycations cited most frequently included a desire to stay in one place and relax (37%), to spend more time with friends and family (34%), and save money for another vacation (30%)

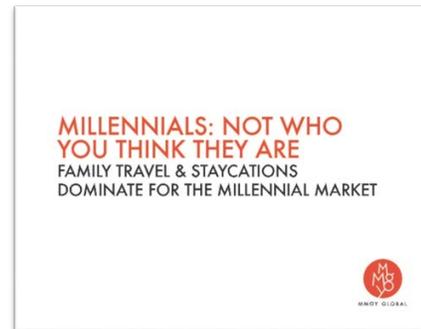
Millennials with families are a growth opportunity:

- 43% of Millennial families intend to take more vacations over the past year, compared to 27% of Millennial couples
- On average, Millennial families also intend to spend 19% more on vacations during the next 12 months than during the previous year

\* Trips taken within a 75-mile radius that require overnight lodging



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Source: MMGY Global – 2015 Portrait of American Travelers Survey

## STUDY AREA LODGING MIX

City business tax receipt records show 12 hotels in the Study Area totaling 680 rooms:

- 2 national chain hotels, with starting room rates of \$150+ per night
- 5 independent hotels at \$89-\$119
- 5 independent hotels at \$65-\$69

There are also 9 timeshare properties totaling 991 rooms

The City's Economic Development Strategic Plan noted that the lack of larger, higher quality hotel product impacts the Study Area's drawing power in the regional tourism market

- Only 2 chain hotels (Marriott properties)
- But 4 of the timeshares, representing 65% of the total rooms, are a national chain (Wyndham)

Current development plans and available sites indicate interest in and potential for new hotel development in the Study Area, but no projects are actually underway yet



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Source: Flickr – Antoine Butler

# POTENTIAL HOTEL DEVELOPMENT

## Active, Planned, and Potential New Hotel Development Projects

Project/Site	Location	Rooms	Notes
City Pier Development	Current Beach Parking Lot	150	Potential hotel component of mixed-use redevelopment
JJ Land Realty	20 N. Ocean Ave	303	Approved plans; May 2016 deadline for permit
Atlantic 3350	Southwest Corner of A1A & Atlantic Blvd	325	Potential project; discussed by owner in newspaper
Development Site	2629 N. Riverside Drive	120	Site had development approvals but was foreclosed upon; sold at auction to new owner in January 2015
Ocean Land Investments, Inc.	S. Ocean Blvd	n/a	Developer holding the site; might develop for a hotel but says market is not ready
<b>TOTAL NEW HOTEL ROOMS</b>		<b>898</b>	

If all of these hotel projects occur, it would be a dramatic increase in the supply of rooms in the Study Area

- The 12 hotels noted on the previous slide have 680 rooms, versus at least 898 potential new rooms in the table above – a 132% increase in hotel rooms
- If the 9 timeshares are included in the Study Area room total it rises to 1,671 rooms, and the potential increase would be 54%



Source: Flickr – Rene Rivers

# COMPETITIVE ADVANTAGE ANALYSIS

Summary



# COMPETITIVE ADVANTAGE ANALYSIS

## SUMMARY

The Study Area is largely built up, with an established population in a distinctive and desirable beachfront setting

Minimal population growth, an older population, a high proportion of seasonal housing, and proximity to the Federal Highway commercial corridor has restrained new retail development

- The existing retail base is serving the needs of the existing population and visitors
- Lack of available land or store space makes adding to the retail base difficult

But Lauderdale-by-the-Sea provides an example of how a walkable beachfront retail/restaurant cluster can thrive

- The portion of the Study Area around the A1A/Atlantic intersection has a good mix of activities to build on, but the critical mass at A1A is still somewhat lacking

If condominium market interest in Broward County beach locations continues to increase, the Study Area is well-positioned to benefit as long as developable sites are available

The rental apartment market is focused on locations that are highly accessible to regional job centers, meaning that beach areas are unlikely to be prime opportunities for this product type

The hotel market in the Study Area is limited and lacks a distinctive element to attract developers and visitors alike – could the Millennial generation be an opportunity?



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## REAL ESTATE PRODUCT TYPE FINDINGS

### Retail and Restaurants

- New retail development will need to create critical mass in a location that is attractive and walkable – needs to be distinctive to attract customers
  - Focus on the core area at A1A & Atlantic Boulevard, and the City Pier redevelopment
- Scale of retail will not be large, and the mix will be primarily specialty shops rather than everyday goods and services – serving a trade area larger than the Study Area
- Restaurants will be a major share of the business mix
  - Those with “destination” potential could also be located outside of the core area (on the Intracoastal, inside hotels, etc.) but improved walk/bike connections to the core area and beachfront will enhance their prospects

### Multifamily Housing and Hotels

- These two product types will compete for the same sorts of sites and locations
- Based on the current Study Area profile and market conditions, there appears to be more momentum for new condominium development than for new hotel development
  - The planned and potential condo projects identified should accommodate future demand for the next 10 years, if they all go forward
- Rental apartment development is unlikely due to the importance of job access in site selection
- The emerging travel preferences of Millennials, particularly families, suggest that enhancing the walkability of the local area and range of activities nearby could be a competitive advantage for hotel development



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Source: Flickr – Rene Rivers

## STRATEGIC DEVELOPMENT RECOMMENDATIONS



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### POINTS FOR STRATEGIC CONSIDERATION

A beachfront area is a place where people are naturally more inclined to get out of their cars because of the setting

Fewer auto trips in a beach area should make it a more pleasant and attractive place to be

The more attractive walking and biking are in an area, the more likely people are to use those modes for trips for shopping, dining, etc.

Spending by people during walking and biking trips is likely to be at places in the local area

Strengthening walking and biking connections can make businesses and residences that are not immediately adjacent to the beach more accessible to it, and potentially increase their visibility and value as a result

Because walkability has not traditionally been a priority in many Florida beach areas, improving and emphasizing it can be a distinctive feature and selling point for a place – important for helping it to become a regional destination that supports higher levels of retail and restaurant development

Improved walkability in an area can also benefit current older residents who may not be able to or wish to drive, either now or in the future – and can encourage them to shop and spend within their neighborhood



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# THE ECONOMIC DEVELOPMENT VALUE OF WALKING AND BIKING

Homes with above-average Walk Scores command a premium of \$4,000 to \$34,000 over homes in the same region with just average Walk Scores

All else being equal, a 10-point increase in Walk Score increases office, retail, and apartment property values by 1% to 9% (depending on property type)

Pedestrians (and bicyclists and transit users) are competitive retail consumers, spending as much as drivers after controlling for demographics

- When accounting for trip frequency, non-auto travelers spend more than drivers per month at all business types except for supermarkets

Walkable urban places command significant real estate price premiums in large metro areas and are attracting most of the new commercial development in several metros

Walkability is an increasingly important factor when people decide where to live, which influences other preferences

- Millennials in particular are showing distinct preferences for walkable environments in where they live, work, shop, and travel to

“Two-thirds (66% very or somewhat important) see being within an easy walk of places in their community as an important factor in deciding where to live.”

-- The 2011 Community Preference Survey: What Americans are Looking For When Deciding Where to Live, published by the National Association of Realtors

Importance of Shopping and Social Gathering Place Being within Walking Distance of Home

Essential	14%
Preferable	50%
Not an Issue	36%

Source: Urban Land Institute survey of Millennials, published in “Generation Y: America’s New Housing Wave”

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# IMPLICATIONS FOR A1A PLANNING

Focus development at the node at A1A & Atlantic (in the CRA), but also improve connections to the beach throughout the Study Area

- Better beach access enhances the marketability and value of homes, businesses, and development sites on the Intracoastal and west of A1A - expands the definition of “beachfront”

Work to ensure that new development maintains or enhances the walkability of the area around it

- Special focus on the City Pier Development – a key location and a project that is being guided by the City

Target hotel and restaurant clusters (existing and future) for better walk/bike accessibility to increase usage by visitors to and residents of the Study Area – capturing more spending locally

Make improving walkability a competitive advantage and central to a distinctive branding strategy that sets Pompano Beach apart from other beachfront areas

- Publicize the Walk Score of the Study Area and/or key sites
- Capitalize on the “staycation” and Millennial family travel market by emphasizing the convenience, safety, and lower cost of being able to walk to a variety of activities

Multimodal mobility and accessibility is particularly important in an established area

- Aging population: allows residents to get around without a car, maintain their independence, shop and dine locally
- Aging building stock: can enhance/maintain property values to help support the municipal budget



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# RECOMMENDATIONS

Focus retail development at specific locations within the East CRA boundary to create critical mass and prevent an over-supply of space

- Two primary nodes: Atlantic/A1A intersection and City Pier redevelopment site
- Ensure A1A is highly walkable between these nodes
- Encourage street-facing retail development and bike/ped connections along Atlantic Boulevard, to link with CRA redevelopment efforts west of the Intracoastal

Zoning within the East CRA boundary should require or incentivize street-facing retail on the A1A and Atlantic Boulevard frontages

- TIF funds can be used for retail incentives and promotion

Reduce or eliminate retail zoning elsewhere in the study area, except for “destination” restaurants with a high level of amenities

- Ensures that most retail/restaurant development happens in the two primary nodes, while allowing for distinctive hotel restaurants, fine dining destinations, etc. elsewhere

Make walkability the guiding factor in all public realm improvements and private site plan review standards



NOTES

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All photographs used in this report are from Renaissance Planning with the following exceptions:

- FIGURE 4.7      [WWW.GREENLIGHTSOLUTIONS.NET](http://WWW.GREENLIGHTSOLUTIONS.NET)
- FIGURE 4.8      [WWW.SEATTLE.GOV](http://WWW.SEATTLE.GOV)
- FIGURE 4.16     [WWW.SOLARPATHUSA.COM](http://WWW.SOLARPATHUSA.COM)
- FIGURE 4.19     [WWW.PARKABIKE.COM](http://WWW.PARKABIKE.COM)
- FIGURE 4.20     [WWW.RELIANCE-FOUNDRY.COM](http://WWW.RELIANCE-FOUNDRY.COM)
- FIGURE 4.21     [WWW.DUCKTV.UOREGON.EDU](http://WWW.DUCKTV.UOREGON.EDU)
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- FIGURE 4.39     [WWW.RMW.COM](http://WWW.RMW.COM)
- FIGURE 4.51     [WWW.ENNISFLINT.COM](http://WWW.ENNISFLINT.COM)
- FIGURE 4.52     [WWW.FARM6STATICFLICKR.COM](http://WWW.FARM6STATICFLICKR.COM)
- FIGURE 4.63     CITY OF POMPANO BEACH
- FIGURE 5.5      CITY OF POMPANO BEACH



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