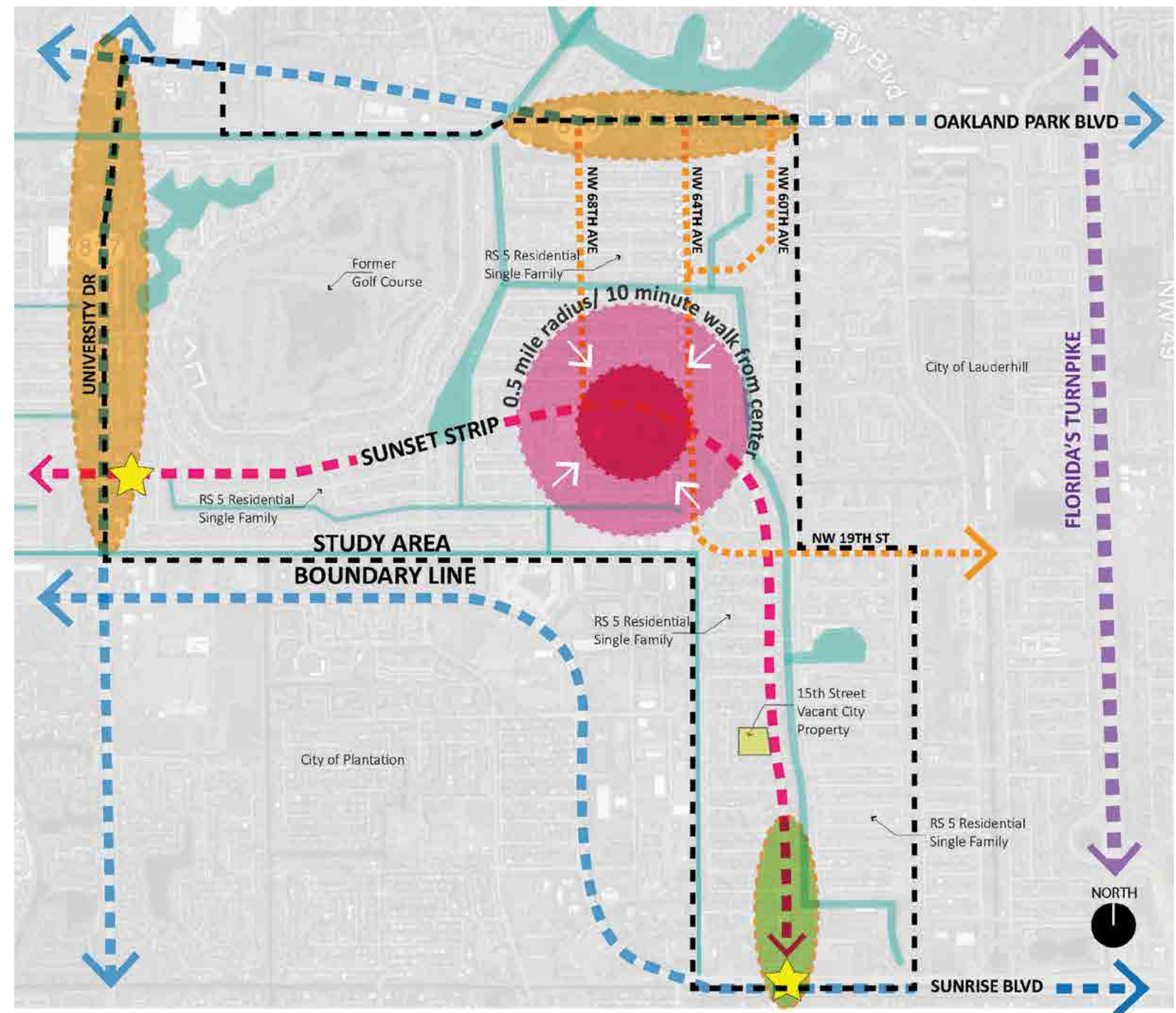


B. DISTRICTS

In order to discuss general land use, building design, public realm, site configurations and commercial uses and activities, the team needed to identify character areas, or “Districts” that would become strategic areas of focus. The Urban Design portion of the scope of services enabled the team to identify and highlight the assets and attributes of these key areas of the city. There should be a strong emphasis on labeling these geographic places within the east Sunrise boundaries as Districts, so they become part of the daily lexicon. This approach also enables the plan implementers to understand and work on a vision that is character based, not simply real estate based.



East Sunrise Strategic Areas of Focus

Key:

- VILLAGE CENTER
- COMMERCIAL CENTER
- COMMERCIAL CORRIDORS
- WATERWAYS

- MAIN COMMUNITY STREET
- ACCESS STREETS TO CENTER
- ARTERIAL ROADS
- FLORIDA'S TURNPIKE



SUNSET STRIP GATEWAYS

THE METHODOLOGY AND VISUAL ORIENTATION UTILIZED TO CONDUCT THE URBAN DESIGN ANALYSIS CONSISTED OF:

- east Sunrise Framework Diagram
- Strategic Areas of Focus
- Existing Conditions Photo Inventory
- Public Realm Review
- Comprehensive Plan and Land Development Code Review
- Vacant, Abandoned and Opportunity Sites Review
- Parks, Open Spaces, and Community Facilities Review
- Design Incentives and Programs Review

THE GENERAL LOCATION OF THE CHARACTER AREAS OR DISTRICTS IDENTIFIED AND ANALYZED INCLUDE:

- Village Center - Sunset Strip between Northwest 70th Avenue and Northwest 64th Avenue
- Commercial Center- Sunset Strip between Sunrise Boulevard and Northwest 14th Street
- Sunset Strip Gateways - Entry Points or Gateways at Sunrise Boulevard and University Drive
- Commercial Corridors - University Drive; Oakland Park Boulevard
- Non-Commercial Neighborhoods (not visually depicted on diagram)

GENERAL URBAN DESIGN OBSERVATIONS

This part of the City is essentially built-out. Therefore, all new development will happen in the form of:

- Redevelopment; completely redesigning a site of some previous or existing building
- Adaptive Reuse; retrofitting/ improving an existing building and/or infrastructure
- Public Spaces; retrofitting sites into community gathering spaces, i.e. plazas and pocket parks

At its core the basic urban design of the study area consists mostly of single family residential, multifamily complexes, suburban strip mall commercial corridors at the edges, and small neighborhood commercial centers (along Sunset Strip) as part of the Village Center.

The study area has a strong community presence and a central geographic core (along Sunset Strip between NW 68thAve and NW 64thAve) that consists of small neighborhood commercial, civic and cultural centers, public spaces, and City Park, but it lacks a sense of place and constant activity. It has great “bones” to create a comfortable, small-scale, walkable neighborhood main street serving as the community’s spinal cord and preferred gathering space.

The major commercial corridors (University Drive, Sunrise Boulevard, and Oakland Park Boulevard) consist primarily of suburban style strip malls. The pedestrian experience is characterized by narrow sidewalks next to wide, high-traffic roadways, and is therefore not safe and/or inviting. The City needs to improve these major commercial corridors in ways that create a system of importance to all modes of transportation, not only vehicular, but also pedestrian, bicycle and transit. In other words, implement Complete Streets policies that prioritize the pedestrian first. Other activities should include retrofits of existing suburban strip malls into walkable outdoor malls or other reuse options, development of vacant parcels to fill the gaps, and improved walking and bicycle connections to nearby residential areas, including pathways along Sunset Strip.

Good urban design and place making conditions have the following components. They:

- Invite people to walk comfortably along wide sidewalks with shade trees and street furnishings
- Provide an interesting pedestrian experience, where active uses are next to the sidewalk
- Enhance community identity and civic pride through arts
- Engage the community in small interventions, such as crosswalks or gateway enhancements
- Encourage local businesses to improve building façades and to promote outdoor activities
- Create a cohesive architectural style that identifies the community, e.g. Caribbean Style
- Provide landscaping with street trees, low and mid-height shrubs, flowering shrubs and palm trees.



VILLAGE CENTER

The Village Center is on track to become the city’s Main Street rich in culture, diversity, activity and ambiance. It’s has the potential to dramatically and positively change how the public views the city as a whole, because a city’s central core area, or in this case its Main Street, defines the soul of a city.

Village Center Current Conditions Analysis

- EXISTING GEOGRAPHIC CONDITIONS
- CHARACTER & PHYSICAL CONDITIONS
- ACTIVITIES
- REGULATORY CONDITIONS
- MOBILITY CONDITIONS
- IDENTITY & BRAND CONDITIONS

Village Center Vision

Village Center Recommendations

- CHARACTER & PHYSICAL RECOMMENDATIONS
- ACTIVITIES RECOMMENDATIONS
- REGULATORY RECOMMENDATIONS
- MOBILITY RECOMMENDATIONS
- IDENTITY & BRAND RECOMMENDATIONS

VILLAGE CENTER AERIAL IMAGE



Current Conditions Analysis

EXISTING GEOGRAPHIC CONDITIONS

Location: Sunset Strip between NW 70th Avenue and NW 64th Avenue and south to City limit (canal)
Size: +/-75 acres and Sunset Strip linear corridor stretches 0.30 miles/ 6.5-minute walk

VILLAGE CENTER

CHARACTER & PHYSICAL CONDITIONS

Village Center is on track to become the jewel of the city, it’s “Main Street”. The city is fortunate in that the “bones” of this built environment with its unique blend of uses, character and comfortable human scale, is very conducive to creating a vibrant, main street style destination. Village Center has many public and private assets including City Park, Village Civic Center, Sunrise Chamber of Commerce, Village Multipurpose Center, Village Elementary School, First Baptist Church, a Police Substation, an open public plaza, and a mix of small commercial businesses. This district functions as the social and commercial center of east Sunrise. The recent and planned city improvements to Sunset Strip, several parks, water fountain plaza, multiple commercial locations, commercial facades, and lighting in the area, all reinforce the commitment to the revitalization of the Village Center.

The retail is set back from the street with parking in front however which is suburban in nature, and not conducive to main street design patterns. Some amenities such as bus shelters do not provide adequate protection, especially from rain.

The district contains a variety of single-story commercial structures along Sunset Strip and visibility of many businesses is limited. Signage is difficult to see and read from the street due in part to the way buildings are set back from the sidewalks and street. Crisp white “island” architecture with pitched roof towers and slatted awnings in areas east of NW 68th Avenue create a somewhat unique appearance, but the plaza to the west is hardly noticeable behind the landscaping and trees.

Single family homes south of City Park are within easy walking distance of the existing civic and commercial amenities. The homes are also close to the potential employment centers to the south on the former Public Works and PPG sites. Those two major redevelopment sites are currently incompatible (vacant and passive industrial) with the concept of a vibrant Village Center. Additionally, the two sites are physically separated by a canal, which negates their ability to positively impact the Village Center.

Note: redevelopment of the Public Works and PPG sites are discussed in detail in the Opportunity Sites section of this plan



▲ *Complete Streets along Sunset Strip reaching NW 68th Avenue with buffered bicycle lanes. This could be a potential location to position a public art landmark that will welcome people to this area.*



▲ *Commercial with façade upgrades showcasing white architecture with tower, covered area, and slanted wood awnings.*



▲ *City Park located along Sunset Strip between NW 68th Avenue and NW 64th Avenue. A great asset for this community. It provides an open space to play, and the potential to provide a place to gather and take a rest.*

▼ *Village Multipurpose Center*



▲ *Gateway structure along NW 68th Avenue reaching Sunset Strip. This could serve as a canvas for the community to paint it and make it part of a symbol and point of reference for this area.*

◀ *Barbershop Landmark*

ACTIVITIES

Commercial uses generate limited pedestrian activity in the Village Center, however, a variety of public programs, events, and services help attract visitors from near and far. Notably, some very limited outdoor dining is already present. This type of commercial activity should be expanded because it helps enliven the area. Recreational programming is the most significant public activity, but a variety of holiday-related events and parades also occur in this area, as do events at the school. We did not find evidence of regularly occurring special events typical of a Main Street however. Main Streets benefit from organized and ongoing activity which should be a goal.

REGULATORY CONDITIONS

Signage regulations allow for monument or ground signs (which is a suburban concept) however most signage is on the buildings, (which is an urban design). Since the goal is to mimic Main Street characteristics, urban regulations are preferred. The uniform color and style of signage on the renovated properties creates a nice, consistent look on the facades.

Landscaping requirements include one tree per each 25 lineal feet, however any visibility issues have been accommodated in some locations by installing thinner Alexander palms instead of shade trees. This is a good choice of landscape material to maintain visibility, but not good for shading pedestrians.

Outdoor dining and a strong restaurant presence are very important to create an active and lively main street environment. Attracting food and beverage establishments is difficult however due to the high cost of opening such an establishment. Generally, any regulatory barriers that arise during permitting of restaurants should be removed or addressed.

The suburban style setbacks of the retail and commercial buildings is not compatible with a Main Street environment that favor pedestrians. As this area transforms and becomes more economically vibrant, regulations of new development or redevelopment should require all buildings to come to the street edge, and eliminate setbacks and parking in front of buildings. Parking should be relegated to the rear of the buildings. Buffers to residential neighborhoods should be required. This long-term goal will potentially occur when the existing buildings meet their natural lifespan and require either demolition or total rehabilitation, or the Village Center becomes a hot area for retail investment.

MOBILITY CONDITIONS

Main Streets and city centers should be a focal point for mobility connections; both ingress and egress. Village Center should strive to incorporate a transit hub and include various forms of mobility in the right- of-way improvements, which the City proactively did by incorporating bike lanes into new roadway improvements along Sunset Strip.

A secondary aspect of mobility is parking. Parking for the civic and commercial properties is generally adequate for current activity levels, and is well-distributed for a walkable place. The new improvements to City Park, additional programming, and an influx of new restaurant or retail businesses will likely strain the current parking supply.

Major development sites in the south end of Village Center (former Public Works and PPG Opportunity Sites) need better pedestrian connections to nearby amenities, events, and shopping/dining. The canal is a major barrier at this time.

IDENTITY & BRAND CONDITIONS

Village Center has the opportunity to create a dynamic brand and identity that truly reflects the “Main Street” character of the area. Brand development is formed by identifying the current assets and special elements found only in Village Center, and then creating a message (both visually and with words) that tells the world what they can expect to see and do when they arrive. Once a brand is formed, the city can promote the brand through print materials, social media, special events and programming supported by a strong brand presence in city hall such as vision boards in the lobby.

It’s a very unique asset that if branded and marketed correctly can set the city apart from other cities. The “Gateway” redevelopment at Sunrise Boulevard and University Drive (discussed in later sections) provides natural bookends to this small scale but urban main street environment.



▲ Village Center current retail in the back and parking in the front is not conducive to active sidewalk activity.



VILLAGE CENTER

Vision

The Village Center will become a jewel of the city as a very popular and vibrant destination for a diverse group of people of all ages.

After entering a newly revitalized “gateway” at Sunrise Boulevard, the pedestrian friendly Sunset Strip meanders through a vibrant mixed-use neighborhood where many people are walking and biking to City Park, the new plaza and nearby businesses both day and night. Village Center area businesses will prosper, including new international cafés and restaurants that become part of the current cluster. Nearby homes will see new investment as people understand the benefits and value of the branded and highly regarded neighborhood. The “Main Street” feel of the Village Center will add to the charm of the City of Sunrise brand.

The following photos capture the journey one takes from:

- 1. entering the renovated Sunrise Boulevard Gateway
- 2. driving along Sunset Strip through the new commercial center
- 3. walking in the Village Center and
- 4. heading towards the new Plaza along a paver walkway closed for an event.



▲ Sunset Strip gateway at Sunrise Boulevard existing conditions



▲ Sunset Strip existing conditions



▲ Sunset Strip gateway at Sunrise Boulevard enhancements example



▲ Sunset Strip enhancements example

3

EXISTING



▲ Village Center existing conditions

4

EXISTING



▲ NW 68th Avenue existing conditions

FUTURE



▲ Village Center enhancements example

FUTURE



▲ NW 68th Avenue enhancements example

VILLAGE CENTER

Recommendations

CHARACTER & PHYSICAL IDENTITY RECOMMENDATIONS

- **Invest in Street Elements to Define the Area:** Invest in unique streetscape elements including special lighting with locations for banners, improved bus shelters, wayfinding signs, banners, and street furnishings.
- **Develop the New Public Plaza:** Design and build the proposed public plaza between the recreation center and civic center and include the following components into the design: moveable seating, electric outlets for food kiosks and vendors, and wiring for a sound system. Name the plaza as part of overall branding efforts.
- **Enhance the Gateways at NW 68th Avenue/Sunset Strip:** include improvements to the new traffic circle, the existing structures at NW 68th Avenue, and the Civic Center site. Use public art in round-a-bout, special lighting, create a community garden, and incorporate youth projects as part of the improvements.
- **Invest in Public Art:** Create a public art plan for the area that includes locations for both permanent and temporary installations. Consider murals on some City structures and use competitions for major works in traffic circles. Engage youth and seniors in the public art efforts. Make sure the art is lighted at night. Include the existing fountain area in the plans for public art. Use public art as part of key crosswalks.

ACTIVITIES RECOMMENDATIONS

- **Host Temporary Vendors to Create Activity:** Create regular and themed events to activate the parking areas of the commercial plazas by permitting temporary vendor structures/tents/kiosks up to the sidewalk that include food, arts/crafts, live music, and food trucks. Amendments to loosen regulations for food trucks could be considered. Use the City Park on-street parking area as a site for events as well.
- **Hold Special Events:** Expand themed community events such as farmers' markets, food trucks, movie nights, Caribbean nights, outdoor salsa, neighborhood Olympics, domino championships, and reggae nights.



▲ Example of community farmer's market – potential community activity within the "Village Center"



▲ Example of food trucks community event – potential activity along City Park angled parking area and/or proposed new civic plaza

◀ Potential City Park Improvements

REGULATORY RECOMMENDATIONS

- **Create Form Based Code:** Create a form-based code (FBC) to dictate building placement to street edge, neighborhood buffers, architectural character, signage, parking, and landscaping, particularly on the north side of Sunset Strip between NW 70th and NW 64thAvenues. Allow for mixed use.
- **Create Cohesive Design Guidelines that are Graphically Depicted:** Facades, business signage, lighting, and landscaping. Connect disparate plazas visually as a single location with color. Include distinctive architectural features (e.g. Caribbean)
- **Include CPTED (Crime Prevention through Environmental Design):** Require enhanced CPTED design review for public and private projects.
- **Regulate Trash:** In addition to new dumpster program, consider a trash compactor program. They are more conducive to retail areas.



▲ Example of suburban code with parking in the front of retail. Source: Retrofitted drive-through retail site. Image credit: Sprawl Repair Manual by Galina Tachieva of DPZ CoDesign



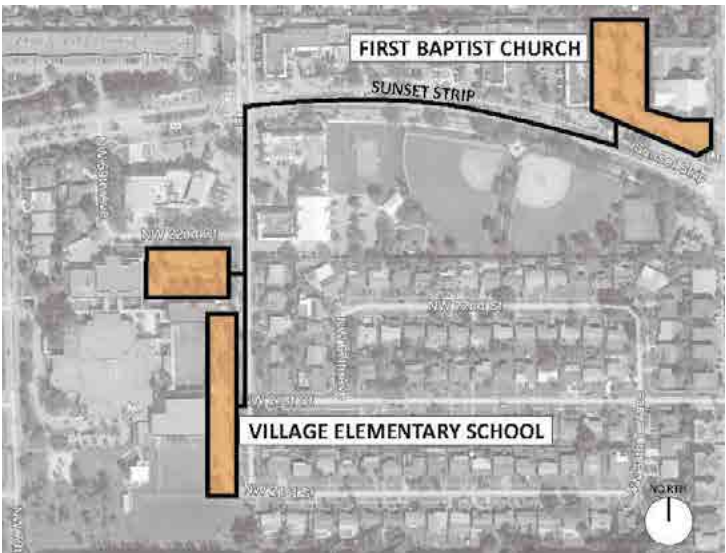
▲ Example of form-based code with building along the street edge. Source: Retrofitted drive-through retail site. Image credit: Sprawl Repair Manual by Galina Tachieva of DPZ CoDesign



▲ Example of painted trash compactor. Northwood Village, West Palm Beach, FL

MOBILITY RECOMMENDATIONS

- **Invest in Infrastructure Improvements:** Add additional shade trees (carefully coordinated with lighting), and add flowers and flowering shrubs at key points in the right of way (R.O.W.).
- **Create a Safe Routes to School Plan:** Consider improvements that will promote and highlight the safety of students walking and biking to school, and promote the route as a quality of life element for the area.
- **Increase Bike Presence:** Explore a bike share program for the area and add more bicycle racks. Create better bike connections to the Village Center along both NW 64th and 68th Avenues.
- **Consider a Pedestrian Bridge across the Canal:** Connect to the current PPG site when the site is redeveloped.
- **Explore Shared Parking Arrangements:** Explore options with area institutions including churches and schools. Consider entering into a short or long term lease arrangement for a nominal fee to provide public parking for events and activities held on Sunset Strip.
- **Explore a Local Transit Route:** Transit ridership may increase over time, so consider a shared route along Sunset Strip between University Drive and Sunrise Boulevard with a frequency of no more than 15 minutes and stops at the Village Center, Commercial Center, and both major gateways. Consider drawing residents from Sunrise Lakes and Waterbridge communities.



▲ Potential locations for shared parking on special events



▲ Example of clear span pedestrian and bikeway bridge connection over canal



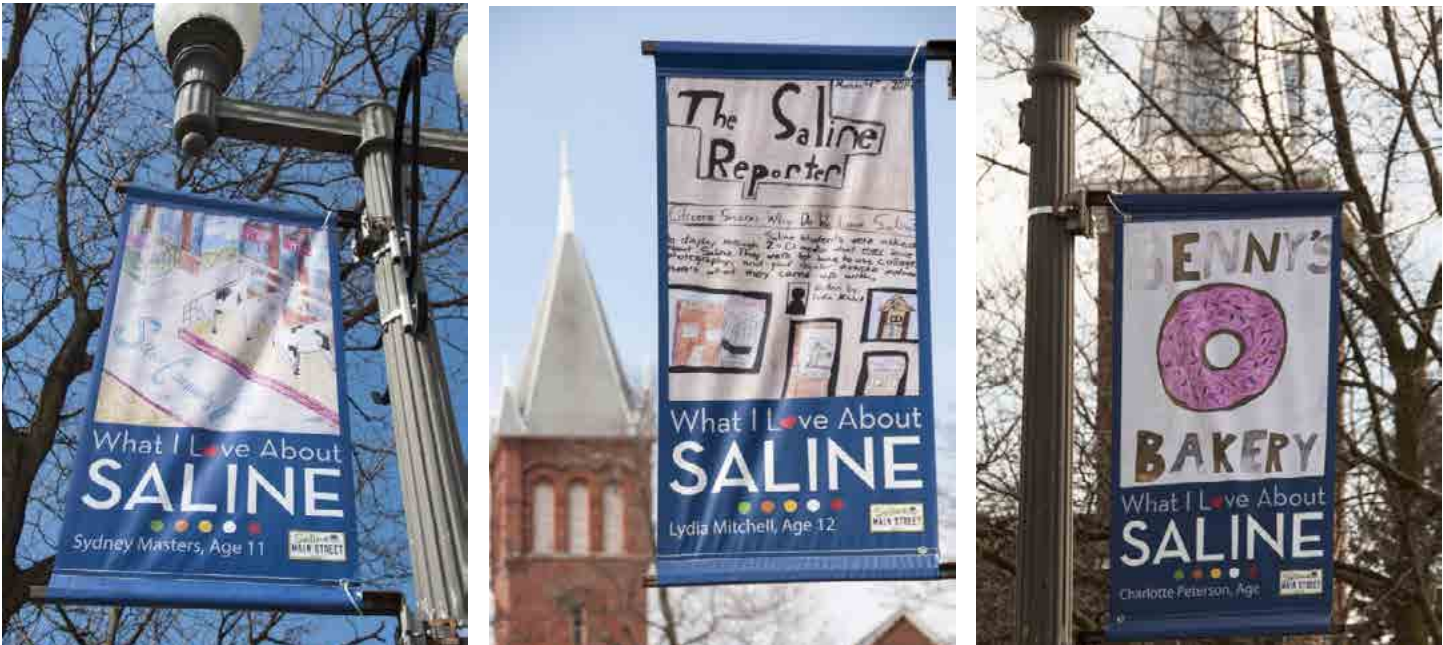
▲ Example of main street trolley. Doral Trolley

VILLAGE CENTER

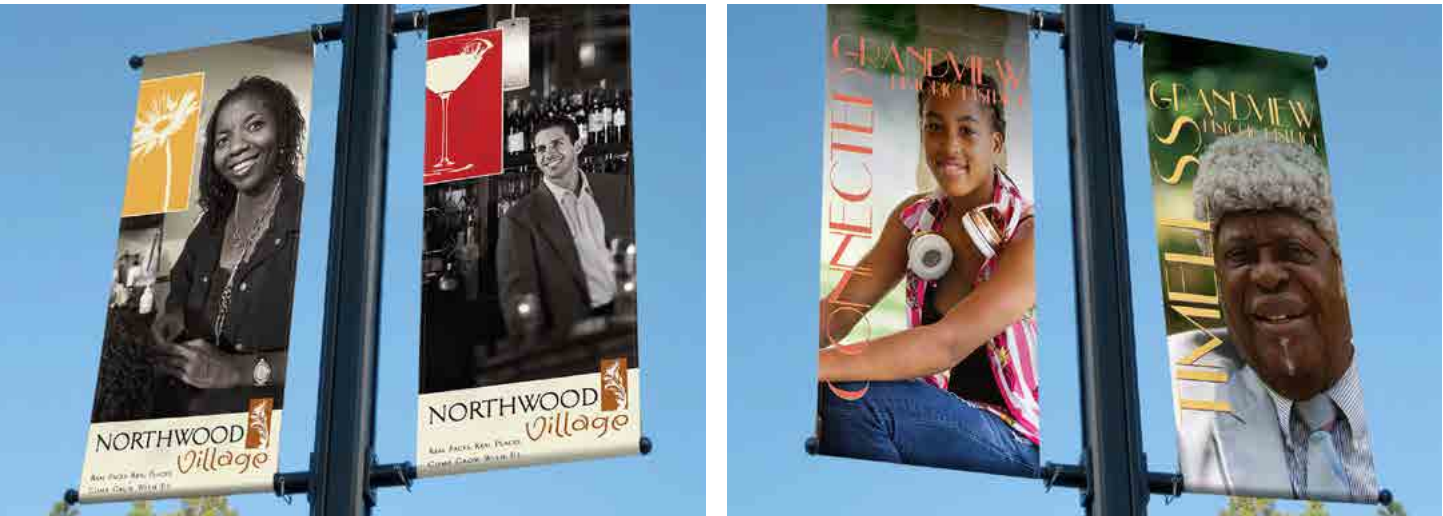
IDENTITY & BRAND RECOMMENDATIONS

Create a “Real Faces, Real Places” Campaign: Below is a detailed sample process involved in branding an area such as Village Center using existing people and assets from the community. A variation of a “Real Faces, Real Places” Campaign can be created for Village Center.

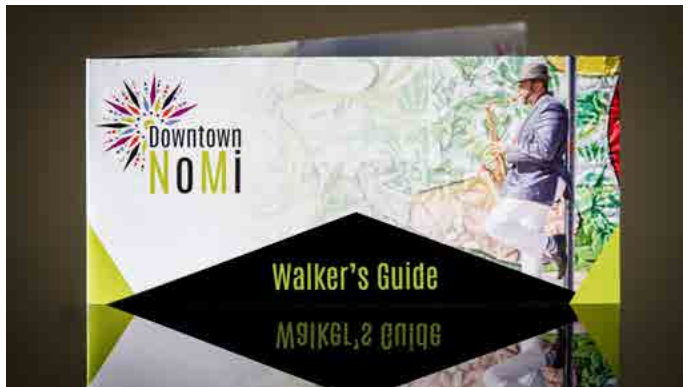
- 1. Define the area “feeling” with descriptive words and photography resulting in visual depictions and descriptions of the area (usually using banners).**
 - Inventory and categorize the existing merchandise mix and identify target business types to fill vacant shops and to fill the gap and enhance the current merchandise mix.
 - Determine the number of banners needed based on district boundaries, pole count, and number of business categories. Usually 12 to 18 different banner styles will be necessary to showcase restaurant, retail and service offerings in a district along with welcome banners at the district entry points.
 - Host a workshop with business/property owners to select words that describe the area (i.e. stylish, eclectic, trendy, welcoming, etc.) Business/property owner participation ensures consensus and brand ownership.
 - Hire a professional photographer to photograph business owners in their shops, interesting items in shops and restaurants, and anything that matches the descriptive words selected during the workshop. In most districts, not every business owner can be featured on pole banners, so using a professional photographer who artistically selects the business owners that most effectively represent all business owners in that category is a fair and impartial way of determining the “faces” that are used. It is important to note that no business name goes on these banners, only images that collectively represent the area as a whole.
 - Finalize banner designs and install.
- 2. Walker’s guide, district app and/or district website.**
 - Using the photography and descriptive words, business inventory and categories, develop a printed “walkers guide” for the district. (These guides can be printed annually and include a disclaimer that new businesses may have opened in the district since the last printing.)
 - Distribute the guides to all area businesses so they can easily cross promote their business neighbors and to area hotels or other locations that will accept distribution.
 - Create a temporary parking lot map sign matching the walkers guide to help new visitors find destinations. The temporary sign will be replaced in later phases of redevelopment, when permanent parking lots and/or structures are completed with permanent wayfinding systems.
 - Develop an app or website for the district utilizing the photography, descriptive words and business guide. Each business listed on the guide can have a link to their business websites.
- 3. Host a district brand launch event.**
 - During a regularly scheduled art walk or other event, unveil the “Real Places, Real Faces” district campaign
 - Follow all typical announcement procedures such as press releases, social media announcements and advertisements, email blasts, etc.



▲ Example of themed banners, main street



▲ Example of themed banners with “real faces” from local area. Northwood Village and Mount Dora, FL



▲ Example of branded communications and walker's guide. North Miami, FL

◀ Example of creative design and campaign launch. Oakland Park, FL

COMMERCIAL CENTER

The Commercial Center is destined to become an anchor for business and employment at the Sunrise Boulevard Gateway, as well as provide for an activated yet pedestrian friendly conduit to the Village Center. The comfortable neighborhood scale of the buildings creates an attractive environment that will give rise the new image of this east Sunrise neighborhood.

Commercial Center Current Conditions Analysis

- EXISTING GEOGRAPHIC CONDITIONS
- CHARACTER & PHYSICAL CONDITIONS
- ACTIVITIES
- REGULATORY CONDITIONS
- MOBILITY CONDITIONS
- IDENTITY & BRAND CONDITIONS

Commercial Center Vision

Commercial Center Recommendations

- CHARACTER & PHYSICAL RECOMMENDATIONS
- ACTIVITIES RECOMMENDATIONS
- REGULATORY RECOMMENDATIONS
- MOBILITY RECOMMENDATIONS
- IDENTITY & BRAND RECOMMENDATIONS

COMMERCIAL CENTER AERIAL IMAGE



Commercial Center Current Conditions Analysis

EXISTING GEOGRAPHIC CONDITIONS

Location: Sunset Strip between NW 14th Avenue and Sunrise Blvd.
Size: +/-42 acres and Sunset Strip corridor stretches 0.30 miles/ 6.5-minute walk

CHARACTER & PHYSICAL CONDITIONS

Considered to be the primary gateway to East Sunrise, this area has a predominate mix of small commercial businesses, office buildings, gas stations, a suburban style strip mall, liquor stores, Sunrise Golf Village Park, and limited multifamily residential. The large strip center east of Sunset Strip, and the Walgreens parcel west of Sunset Strip at the entrance to the neighborhood are discussed in more detail in the “Gateway “ section of this plan. Therefore, references to those parcels are largely limited to their connection and impact to the Commercial Center in this portion of the document.

The Commercial Center is a significant business/employment location populated primarily by either large retailers or small businesses. The structures have a suburban style site orientation, with most of the parking lots fronting the main roadways. The majority of the buildings are one or two stories in height. Adjacent residential areas are primarily single story and single family, although walk up apartments exist to the north of NW 11th Street. The transition from the commercial uses on NW 11th Street to the residential uses across the street is not cleanly defined, creating an incompatible condition with the residential use. In addition, the surface parking on the commercial properties has no curb and no sidewalk to separate the parking from the street; this creates a dangerous pedestrian situation.

Although Sunset Strip at both Sunrise Boulevard and NW 14th Street are considered entry points to this community, no gateway features are currently present to let the public know they are entering a unique place in East Sunrise. Similarly, no wayfinding signage exists, and street name signs are difficult to read in some areas. The proximity of the park to several liquor/beer stores contributes to public drinking, as do the park’s comfortable benches.

NOTE: There is an entire section of this plan dedicated to the gateway area at Sunset Strip and Sunrise Boulevard with additional emphasis on the real estate redevelopment of those parcels.



▲ Sunrise Village Golf Park and Mama’s Kitchen. There is a potential to have a commercial active use adjacent to an open public space



▲ Commercial at Sunset Strip and NW 14th St



▲ Shopping along Sunset Strip



▲ Bus Stop and Shelter at Sunrise Village Golf Park



▲ Former Gas Station Site along Sunset Strip



▲ Former Walgreens Site

COMMERCIAL CENTER

ACTIVITIES

Most activity occurring during the daytime is part of the daily business operations, although there are a few restaurants, a 24-hour laundromat, and convenience and liquor stores that remain open late. Nearby residents reported loitering and public drinking in the park and on vacant properties nearby. There are one or two small events in the Golf Village Park each year. Very little pedestrian activity occurs. Negative activity includes drug use/sales and fights.

REGULATORY CONDITIONS

The current conditions of landscaping, signage, dumpster enclosures, and lighting suggests a need for better standards and enforcement. For the most part, the existing zoning is B-2 Community Business District. This does not allow for mixed-use projects which would help add residential uses to second or third floors facilitating infill development and re-use of some existing structures.

As mentioned above, the commercial and residential incompatibility on NW 11th Street is an issue, therefore additional buffers and/or street trees should be required for any future redevelopment of these parcels.

MOBILITY CONDITIONS

Bus shelters and surrounding areas are dark at night and invite loitering. In addition, the bus shelters don’t appear to provide adequate protection from the elements which effect quality of life. New bike lanes and generally good sidewalk lighting promote walking/biking.

Parking for many smaller sites is limited, and some businesses reported that this lack of parking is harming their operations and opportunities to grow. Additionally, there is a general lack of drive aisle connections between sites.

IDENTITY & BRAND CONDITIONS

The tired and deteriorated aesthetics are likely impacting community pride and creating a negative perception of the area in general. This impacts the real estate market potential on the vacant parcels, especially for real estate and market investors that need to believe their investment will be secure and successful. The condition of the commercial uses, the vacant buildings, lack of landscaping, and the vacant lot behind Walgreens, all contribute to the blighting image as one enters the neighborhood. Sunrise Golf Village Park also has a negative impact on the brand/identity of the area. An immediate message needs to be defined for this portion of the city that repositions the area as an attractive place to invest.



▲ NW 11th Street incompatibility between commercial and residential uses

Vision

As a major business and employment district at the edge of an exciting and walkable neighborhood, this area will attract private developers and businesses who will upgrade existing properties and build attractive new residential, live/work and retail projects. The larger gateway parcels will attract large scale redevelopment investors that are ripe for public-private partnerships (P3s). A new vibrant entry point for east Sunrise, complete with major public realm gateway features like public art, innovative signage, and active uses will activate the area. The activated and pedestrian friendly Sunset Strip will transition to the nearby homes and improve the image of the residential neighborhood.



▲ Sunset Strip existing conditions



▲ Sunset Strip enhancements example

COMMERCIAL CENTER

Recommendations

CHARACTER & PHYSICAL RECOMMENDATIONS

- **Invest in Street Elements to Define the Area:** Invest in unique streetscape elements including special lighting, banners on existing light poles, improved bus shelters, wayfinding signs, and street furnishings along Sunset Strip between Sunrise Boulevard and NW 14th Street. (Gateway elements further defined in Gateway section of the plan)
- **Add Public Art:** Integrate public art into public and private projects
- **Long term – Consider Undergrounding Utilities:** The visual blight of utility lines is stronger at gateways. Any future street or right of way improvements should consider undergrounding them between Sunrise Boulevard and NW 14th Street at a minimum.
- **Activate the Dormant Existing Sunrise Golf Village Park:** Add activities and welcoming elements to the green space per the example photo. Coordinate with the retailer (Mama's Kitchen) to open up the business for café tables to the new plaza.



▲ Example of interactive public plaza – Los Angeles people streets archpaper



▲ Example of community gathering. Parson's Alley Activation. Source: Public Square, Duluth, GA

ACTIVITIES RECOMMENDATIONS

- **Host Monthly Neighborhood Gatherings for Residents and Business Owners:** The goal is to build community trust and involvement in firmly establishing this area as the gateway area undergoing revitalization. Include a food element (food trucks or pop up tents) and set up a tent or booth with City and community residents staffing the booth. City produced materials should be handed out with images of the vision including restored buildings and public realms (sidewalks, landscaping etc.) Add bullets encouraging pride and ownership of the area. Use “Keep Our Gateway Clean” or “Watch us Grow”, or other promotional and motivational messages.
- **Mimic the Pompano Proud Mission Statement:** Residents who form an alliance through neighborhood improvements work together on a regular basis.

POMPANO PROUD MISSION STATEMENT

[UPCOMING EVENTS](#) [MISSION STATEMENT](#) [MEETINGS](#) [HOME](#) [PUBLIC ART](#) [GROW WILD](#)
[WOW AWARD](#) [PHOTO ALBUM](#) [PLANTS AND PEOPLE DAY](#) [PHOTOS/ACTIVITIES](#) [FIELD TRIPS](#) [BLOG](#)
[LOCAL LINKS](#)



Mission Statement: To proudly enhance and preserve the natural amenities and local heritage of Pompano Beach through community beautification projects, partnerships, education and advocacy.



▲ Neighborhood Engagement

COMMERCIAL CENTER

REGULATORY RECOMMENDATIONS

Utilize a Form-Based Code to redevelop parcels: Create regulations to produce zero-setback, small scale, mixed-use neighborhood commercial developments; requirements for open space; 3-6 stories height limits; ground floor retail and offices/live-work; sidewalk dining opportunities; enhanced pedestrian lighting; and parking in the rear or on the street where feasible. Include enhanced minimum lighting requirements for parking areas. Along Sunset Strip, require residential balconies in mixed-use or live/work buildings large enough for comfortable seating as a way to activate the street.

- **Identify Staff Liaison:** Contact property owners and act as liaison for redevelopment of the vacant or opportunity sites.
- **Create Cohesive Design Guidelines:** Facades, business signage, lighting, and landscaping. Include distinctive architectural features (e.g. Caribbean).
- **Include CPTED (Crime Prevention through Environmental Design):** Require enhanced CPTED design review for public and private projects.
- **Regulate Trash:** Prepare guidelines for disposal and dumpster enclosures. Launch an outreach campaign to educate property owners on dumpster regulations and maintenance. Consider implementing a code program similar to the City of Chattanooga, Tennessee called “DeCode Day”, an economic development initiative that aims to promote safety, beautify neighborhood blocks, and strengthens community relationships.

See links for more information:

▷ Link to video: <https://youtu.be/9hqjAkfx8lc>

▷ Links to City Website:

<http://www.chattanooga.gov/economic-community-development/neighborhood-services/code-enforcement>

<http://www.chattanooga.gov/economic-community-development/neighborhood-services/department-programs>

▷ Links to Article:

<https://www.chattanoogan.com/2015/10/12/310244/City-Of-Chattanooga-Announces-First.aspx>

<https://noogatoday.6amcity.com/city-volunteers-to-restore-2-streets-in-inaugural-decode-day/>



▲ Two story mixed-use commercial center example. Image Credit: Coastal Living. Key West, FL

MOBILITY RECOMMENDATIONS

- **Clearly Delineate Crosswalks:** Each crossing should be defined. This will emphasize the pedestrian presence and help mitigate the large setbacks of the commercial buildings.
- **Improve Bus Stop Amenities with Bus Shelters:** Provide weather protection/shade, signage, wayfinding maps, trash receptacles, lighting, and landscaping.

COMMUNITY IDENTITY & BRAND RECOMMENDATIONS

- **Piggyback on Brand Material from the Gateway and Village Center Brand Sections of this Plan:** For this district, highlight the entrepreneurial culture and opportunities.
- **Name or Rename Open Spaces and Parks:** This can help support overall branding efforts.



▲ Example of artistic neighborhood bus shelter



◀ Example of “themed” light pole banners

SUNSET STRIP GATEWAYS

Sunset Strip serves as the spine of east Sunrise with the Village Center at the heart of the community. The key entry points or gateways to east Sunrise occur at Sunrise Boulevard and University Drive, therefore, these gateways play a major role in how the public views the east Sunrise community. An aggressive and laser focused effort to redevelop and improve these gateways will significantly alter and enrich the city’s image.

A. SUNRISE BOULEVARD GATEWAY

Sunrise Boulevard Gateway Current Conditions Analysis

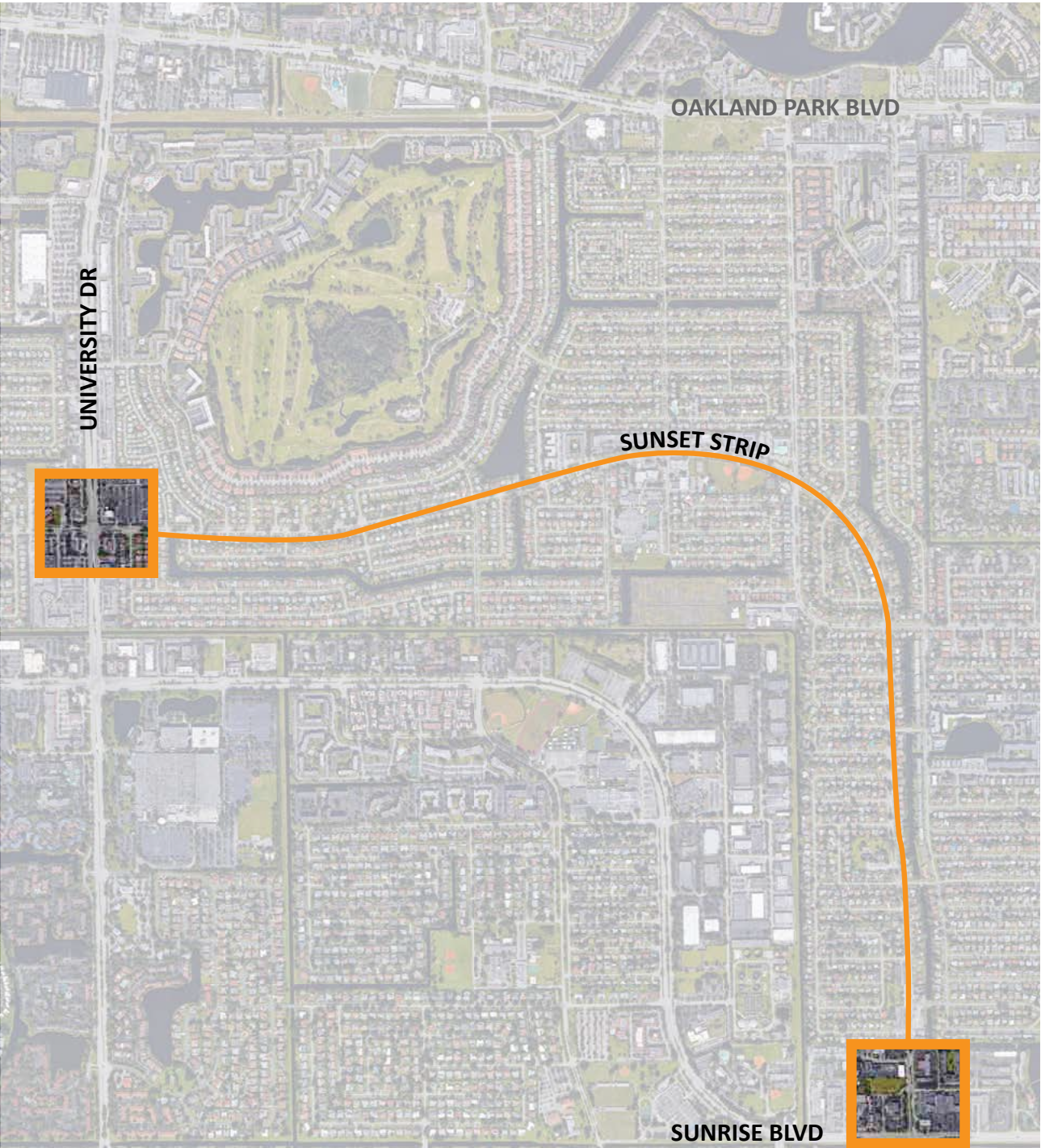
- EXISTING GEOGRAPHIC CONDITIONS
- CHARACTER & PHYSICAL CONDITIONS
- ACTIVITIES
- REGULATORY CONDITIONS
- MOBILITY CONDITIONS
- IDENTITY & BRAND CONDITIONS

Sunrise Boulevard Gateways Vision

Sunrise Boulevard Gateways Recommendations

- CHARACTER & PHYSICAL RECOMMENDATIONS
- ACTIVITIES RECOMMENDATIONS
- REGULATORY RECOMMENDATIONS
- MOBILITY RECOMMENDATIONS
- IDENTITY & BRAND RECOMMENDATIONS

SUNSET STRIP GATEWAYS AERIAL IMAGE



Sunrise Boulevard Gateway Current Conditions Analysis

EXISTING GEOGRAPHIC CONDITIONS

Location: Entry or gateways of Sunset Strip at Sunrise Boulevard and University Drive

CHARACTER & PHYSICAL CONDITIONS

As discussed in the previous section (Commercial Center), the existing parcels that represent the visual introduction to the east Sunrise neighborhood need to change.

There is room in the public right of way for gateway features, however, unless the private parcels are upgraded and/or change use substantially, there will not be adequate impacts to truly improve the tired and dated perception of the area. Aesthetically pleasing entryways will create a strong sense of pride and begin to change the image of the area. This is imperative to prompt private investment to occur. The private parcels also present a tremendous opportunity to reposition this area as an up and coming neighborhood with a distinct character. The retail strip center and standalone parcel anchoring the gateway can either be renovated or upgraded, or they could be completely redeveloped into higher and better uses. For the purposes of this plan, the conditions and recommendations will look at both options.

In the meantime, it is still recommended to show sample entry or gateway features to the community to begin dialogue on preferences related to gateway design features and imagery.



◀ *Sunset Strip at Sunrise Boulevard existing crosswalk. Opportunity to improve crosswalk with textured/colored pavers*

REGULATORY CONDITIONS

The two private properties that frame the gateway deserve a distinct assessment for redevelopment and design options on both the public right of way, and the private parcels.

Existing site designs and configurations on the privately owned parcels are driven from decades old development patterns that promoted large surface parking areas along major corridors, in this case, Sunrise Boulevard. The parking conditions even enable cars to park directly facing Sunrise Boulevard with no buffer or transition to the sidewalk for the parcel east of Sunset Strip. It also appears that the surface parking areas, including some of the residential properties behind the commercial, are not well maintained creating a blighting effect. The impact is amplified due to the massive amounts of asphalt.

The opportunity exists for the city to position this area as ripe for redevelopment and apply certain incentives to renovate or completely redevelop the existing buildings, and to attract new development to vacant parcels. A targeted approach to the redevelopment of the parcels combined with an in-house economic point of contact could attract interested development partners. Although there are major development opportunities on the large parcels closer to Sunrise Boulevard, it’s not likely the smaller vacant parcels along Sunset Strip will convert to successful retail or mixed-use until there are upgrades on the gateway sites.

Action needs to be taken to ward off incompatible uses that won’t contribute to repositioning the area as up and coming. A zoning in progress should be considered if existing zoning allows for these uses that are identified under the recommendations section.

MOBILITY CONDITIONS

There are sidewalks that wrap the corners of Sunrise Boulevard on both sides of Sunset Strip enabling people to easily walk from the main Boulevard down Sunset Strip. The actual crossing of Sunset Strip is less defined however, even though there are crosswalk markings. The large royal palms give a stately entrance on the west side and in the median, however it feels lopsided when looking north since there are only shade trees on the east side of Sunset Strip.

As part of the gateway design, the physical crossing can be designed to maximize pedestrian crossings. However, it is not anticipated that the right of way would need to be reconfigured in any significant way to improve mobility and access.

IDENTITY & BRAND CONDITIONS

The biggest deterrent to east Sunrise is the image upon entering the area on Sunset Strip at Sunrise Boulevard.

SUNRISE BOULEVARD GATEWAY

Vision

This area will be the focal point of the city’s new brand for a diverse and desirable, walkable mixed-use neighborhood. The enhanced gateway will welcome people to a very special part of east Sunrise and instantly instill a sense of place with nicely designed buildings and attractive facades. The pedestrian will feel comfortable walking from Sunrise Boulevard down Sunset Strip. Ground floor retail will be active and draw pedestrians to the buildings with residential uses above the buildings as they redevelop. Second floor balconies and higher will become “eyes on the street” and engage residents with the activity below.

Recommendations

A strong recommendation is made to create an organizational structure that ensures there are technically skilled team members (both in house and with consultants) to assist in the real estate aspects of this strategic area of focus.

CHARACTER & PHYSICAL RECOMMENDATIONS

- **Begin Design on an Architecturally Significant Gateway Feature:** Even though there is more opportunity for gateway options with a redevelopment concept that includes the private parcels, a spotlight can shine on the area as a targeted redevelopment area in the meantime. It will generate excitement when the City makes a bold statement by proposing public improvements to the gateway. Include paver or stamped concrete crosswalks, bold lighting, public art, and an architectural element.
- **Create an Exciting “Vision Board”:** The entryway parcels that open the possibility for the entire area to become “Mixed-use” can be prominently promoted. Even though the parcels are currently zoned B-3 General Business District, and current property owners might not be willing to sell or change use right now, the vision can be defined to include other options. A higher and better use for the parcels is mixed-use if they were to redevelop. Adding residential to the neighborhood would also increase the disposable income which in turn would help retailers.
- **Use the Opportunity Site analysis for Walgreens to Promote Redevelopment:** Encourage the property owners to either sell and or redevelop the sites. Contact property owners of the vacant land and Walgreens to coordinate a cohesive approach to redevelopment of the sites. Use the approach to reposition the area as an investment location. The overall brand message is “opportunity for redevelopment”. Contact the strip center property owner as well to promote redevelopment options.



▲ Sunset Strip gateway at Sunrise Boulevard existing conditions



▲ Sunset Strip gateway at Sunrise Boulevard enhancements example



▲ Example of an exciting gateway sign proclaiming “Gateway to the World’s Greatest Wild Bird Refuge” and a historic downtown that visitors say is quite charming. Photo by: Utah Public Radio. Brigham City, UT

ACTIVITIES RECOMMENDATIONS

- No activities need to be planned per se in addition to those planned under the Commercial Center recommendations. Add information to any promotional materials handed out at events or gatherings that show what the larger vision is.

REGULATORY RECOMMENDATIONS

- Consider a Zoning in Progress:** This is needed to limit undesirable and incompatible uses that don't meet the goal of a mixed use district such as gas stations, standalone single uses, convenience stores, check cashing stores, etc. Mixed-use zoning should ensure people move through an area visiting multiple spaces, and should promote walkability and accessibility between parcels and areas. Uses that are single use destinations such as grocers or banks can on a limited basis, be integrated into a larger project.
- Consider Creating a Zoning District that Provides Density Bonuses:** A density bonus for these two gateway sites could be used to prompt a larger scale, mixed-use project to attract residential uses above commercial, restaurants and retail. A concerted effort to have a brewery on the ground floor is recommended.
- Create an Incentive Program that Supports a P3 Concept:** Such Public Private Partnerships enable the city to provide public support including but not limited to: parking structures, right of way improvements, land assemblage assistance or monetary assistance to facilitate a certain type of development.

MOBILITY RECOMMENDATIONS

- Continue to position Sunset Strip as a Complete Street:** Use textured/colored pavers or similar notable treatments in the crosswalks at each gateway.
- Add Exit-Wayfinding Signage at Each Gateway:** Signs should point visitors to nearby expressways including the Florida Turnpike, Sawgrass Express way, I-95, or I-75. They should be easily visible at night.
- Consider Street Name Signs That are Architecturally Significant:** Ensure Sunset Strip signs along Sunrise Boulevard and University Drive are lighted and placed on both sides of the intersection.



▲ Example of mixed-use project with density bonus. Fort Lauderdale, FL



◀ Example of branded street sign. Imperial Point



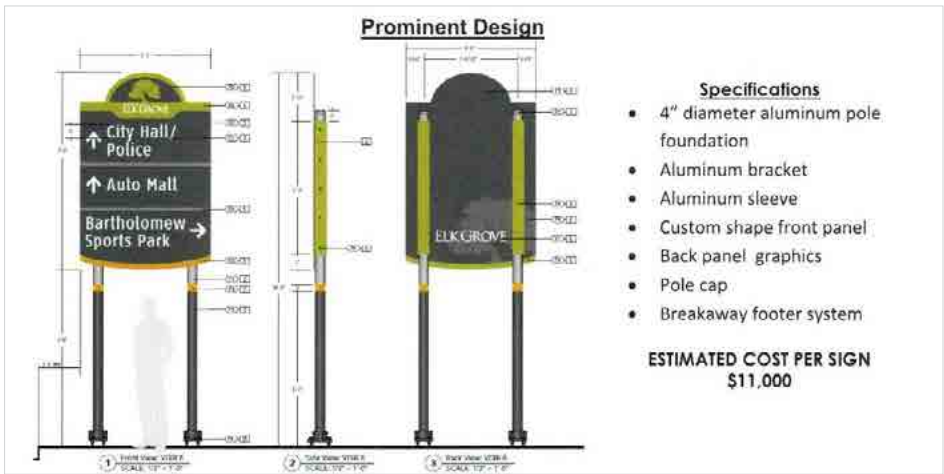
▲ Example of crosswalk improvements with textured/ colored pavers. Photo by: Denver Urbanism



▲ Example of crosswalk improvements with textured/ colored pavers. Quebec, Canada



▲ Example of crosswalk improvements with abstract painting by Carlos Cruz-Diez. Miami, FL

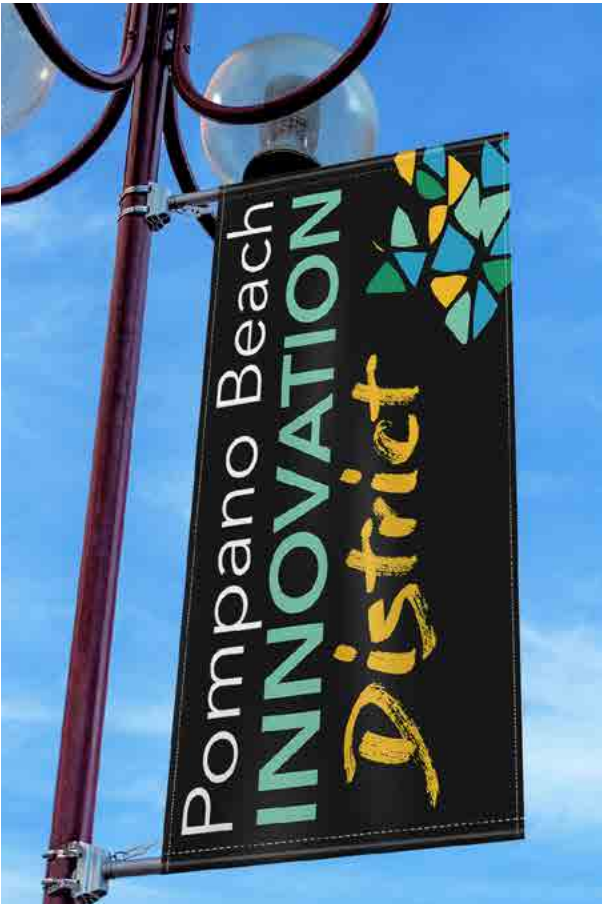


▲ Example of wayfinding signage. Elk Grove, CA

SUNRISE BOULEVARD GATEWAY

IDENTITY & BRAND RECOMMENDATIONS

- **Create a Visionary and Themed Marketing Collateral Piece:**
Use the interim and long term vision for the area to produce a marketing piece that shows the redevelopment opportunity on vacant or underutilized properties. Marketing packets should include: a letter from the Mayor saying this area is a strategic area of focus for redevelopment; a map showing vacant parcels with site details such as square footage; a general piece about the City’s overall progress, and a contact for the person that will be in charge of the redevelopment of this area.
- **Create a Web Presence on the City Website:** Highlight the Sunrise Gateway area. The information can mimic the marketing pieces referenced above.



▲ Example of Downtown Branding. Pompano Beach, FL

B. UNIVERSITY DRIVE GATEWAY

University Drive Gateway Current Conditions

- CHARACTER & PHYSICAL CONDITIONS
- REGULATORY CONDITIONS
- MOBILITY CONDITIONS
- IDENTITY & BRAND CONDITIONS

University Drive Gateway Vision

University Drive Gateway Recommendations

- CHARACTER & PHYSICAL RECOMMENDATIONS
- REGULATORY RECOMMENDATIONS
- MOBILITY RECOMMENDATIONS
- IDENTITY & BRAND RECOMMENDATIONS

University Drive Gateway Current Conditions Analysis

CHARACTER & PHYSICAL CONDITIONS

The Sunrise Boulevard and University Drive gateways differ in two significant ways. From a design standpoint, University Drive has a four-way intersection with major traffic and activity on all four quadrants, whereas Sunrise Boulevard has a little relief from the congestion, hardscape and building mass with the canal and greenway running parallel to the street. Second, the parcels that anchor University Drive at Sunset Strip are not as deteriorated and integrate more seamlessly into the quadrant. The large strip center on University Drive does not offer the same type of redevelopment opportunities however, especially as a mixed-use project.

The similarity is that both commercial strip centers have a profound impact on pedestrians due to the volume of cars that traverse the centers.

This intersection also has some room on the public right of way for gateway features. Aesthetically pleasing entryways will create a strong sense of pride for this neighborhood as well and will begin to frame the street better. The private parcels at the gateway do not present the same opportunity to reposition the area or define it with a distinct character as those on Sunrise Boulevard.

REGULATORY CONDITIONS

The commercial properties that frame the gateway are zoned for commercial use and should remain as such. Like Sunrise Boulevard, the site designs and configuration on the privately-owned parcels are driven from decades old development patterns that promoted large surface parking areas along major corridors. Stand-alone buildings on the corner are a more recent development pattern, and by giving up parking spaces for “outparcels” the leasable space on the site increases which in turn increases the value of the site. The parking conditions enable cars to park directly facing University Drive with a tiny landscape buffer or transition to the sidewalk.

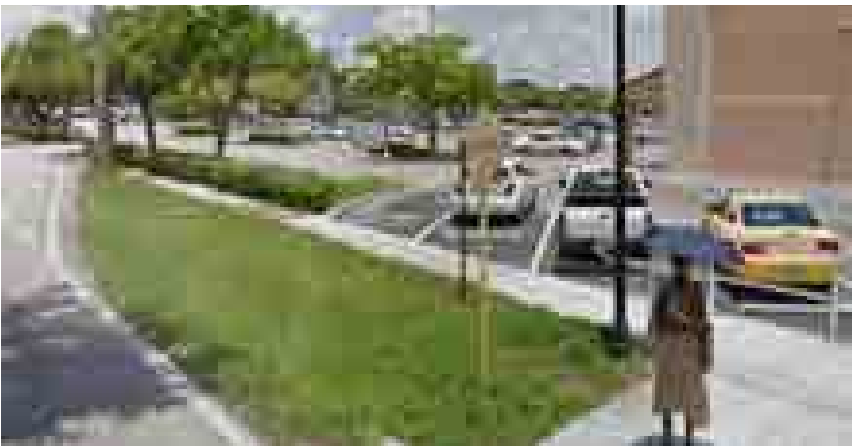
MOBILITY CONDITIONS

There are sidewalks that wrap the corners of University Drive on both sides of Sunset Strip enabling people to easily walk from the main Boulevard down Sunset Strip. The large royal palms in the median give a stately entrance.

As part of the gateway design, the physical crossing can be designed to maximize pedestrian crossings. However, it is not anticipated that the right of way would need to be reconfigured in any significant way to improve mobility and access.



▲ Sunset Strip Complete Streets at University Drive going towards Village Center. Opportunity to enhance as gateway entry.



▲ Sunset Strip at University Drive large suburban strip center with parking along the street edge and bus stop missing shelter and bench. Opportunity to improve bus stop with shelter, bench, and community identity branding.



▲ Sunset Strip at University Drive auto oriented streetscape. Opportunity to improve crosswalks and branding.

UNIVERSITY DRIVE GATEWAY

IDENTITY & BRAND CONDITIONS

University Drive gateway does not pose quite the same image problem as the Sunrise Boulevard entrance. However, there is still the need to “brand” the area using the gateways.

Vision

The vision for this gateway is to create a landmark that will capture the attention a large number of people and attract them to Sunset Strip Village Center

CHARACTER & PHYSICAL RECOMMENDATIONS

- **Begin Design on an Architecturally Significant Gateway Feature:** Even though there is not the same emphasis on redevelopment of the private parcels, the same spotlight can shine on the area as a strategic area of focus in the meantime. It will generate excitement when the City makes a bold statement by proposing public improvements to the gateway. Include paver or stamped concrete crosswalks, bold lighting and an architectural element.
- **Contact Property Owners of the Gateway Parcels to Form Relationships:** At some point, the larger center may want to consider redevelopment options. Use the approach of repositioning the area as a prime investment location during discussions.



▲ Sunset Strip gateway at University Drive existing conditions



▲ Sunset Strip gateway at University Drive enhancements example

REGULATORY RECOMMENDATIONS

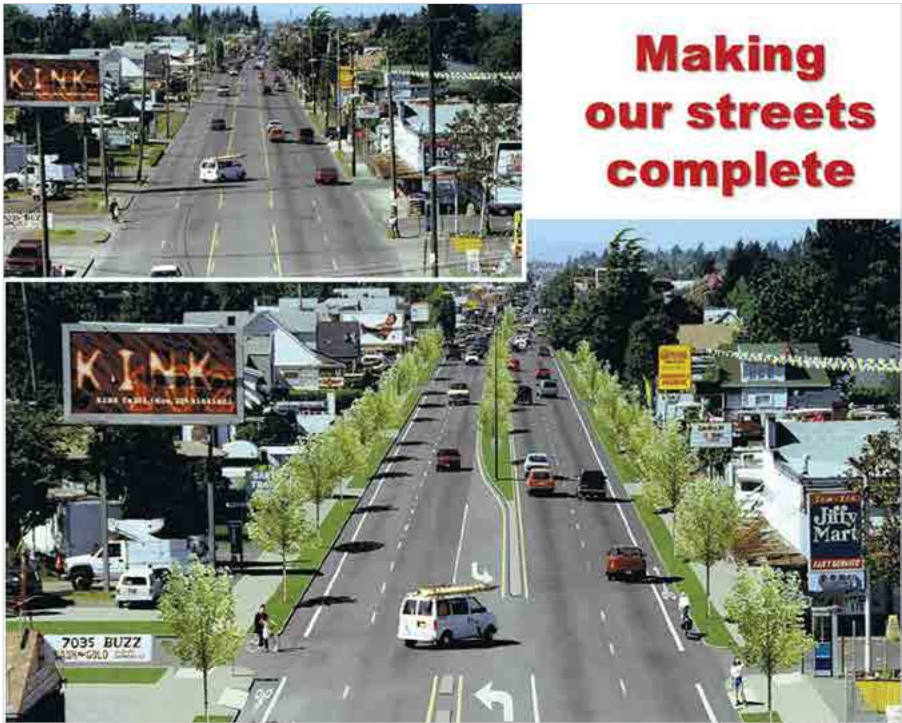
- **Create a Zoning Compliance Period:** Change the zoning to ensure compliance within a 5/10-year period for those issues that are having a negative impact on the gateway, including parking lot renovations that bring the lot into compliance with buffers or vehicular setbacks, landscaping and lighting requirements, etc.
- **Provide Flexible Parking Regulations for Development of Outparcels:** New uses on outparcels will update the character of the site and should be encouraged.

MOBILITY RECOMMENDATIONS

- **Continue to Position Sunset Strip as a Complete Street:** Use textured/colored pavers or similar notable treatments in the crosswalks at each gateway.
- **Add Exit-Wayfinding Signage at Each Gateway:** Signs should point visitors to nearby expressways including the Florida Turnpike, Sawgrass Express way, I-95, or I-75. They should be easily visible at night.

IDENTITY & BRAND RECOMMENDATIONS

- **Marketing Packets for Sunrise Boulevard Gateway can Mention University Drive:** Highlight that this area is also part of the strategic area of focus to access the Village Center.



▲ Example of a good major corridor buffer. Photo by: Bikewalklee.blogspot. Lee County, FL



▲ Example of outparcels redevelopment as a transformative tool. Pompano Beach, FL



▲ Example of outparcels redevelopment as a transformative tool with building near the street edge. Pompano Beach, FL

COMMERCIAL CORRIDORS

A. UNIVERSITY DRIVE CORRIDOR

Current Conditions Analysis

- CHARACTER & PHYSICAL CONDITIONS
- ACTIVITIES
- REGULATORY CONDITIONS
- MOBILITY CONDITIONS
- IDENTITY & BRAND CONDITIONS

Commercial Corridors Vision

Commercial Corridors Recommendations

- CHARACTER & PHYSICAL RECOMMENDATIONS
- ACTIVITIES RECOMMENDATIONS
- REGULATORY RECOMMENDATIONS
- MOBILITY RECOMMENDATIONS
- IDENTITY & BRAND RECOMMENDATIONS

UNIVERSITY DRIVE CORRIDOR AERIAL IMAGE



University Drive Corridor Existing Conditions Analysis

CHARACTER & PHYSICAL CONDITIONS

Like many sections of University Drive, this district consists primarily of commercial/retail space in a suburban pattern, with buildings set back behind large parking lots. This includes several long swaths of parking against the sidewalk making the pedestrian experience an intimidating one, especially from the high speed traffic on the roadways. The street is designed for cars to dominate the environment. This of course does not encourage pedestrians and bicyclists to traverse the area. Transit riders find a generally hostile environment waiting for a bus or trolley. Pedestrian connections from the residential areas of east Sunrise are limited, so accessing many of the businesses as a pedestrian or bicyclist is not a comfortable journey. There are very few blocks that provide a green buffer between the cars and the sidewalk, however that configuration is preferable to no buffer.

The main uses along the corridor consist of large big box uses such as Home Depot and Supermarkets, smaller commercial uses such as barber shops and general office, and a large variety of food and beverage options including fast food style.

The corridor has one large vacant site that is ripe for redevelopment (see Opportunity Sites section). At the north end of the district, a 6-story hotel is planned to be converted to an assisted living facility for seniors.

A major waterway (canal) runs east-west in the northern portion of this district, but there are no recreational activities or businesses that take advantage of the view corridors.

Of significance is the imbalance of green space to asphalt along the entire corridor. It’s very unlikely the lanes, or lane widths, will change in the next decade, nor will the commercial oriented uses change short term. In the meantime, creating a balance between asphalt and green/tree canopy is needed.

There are very limited opportunities for full redevelopment of sites, but opportunities exist to develop outparcels in the large parking lots.

ACTIVITIES

Major corridors are not generally conducive to public gatherings like there are on small main streets. However, there needs to be a recognition that large parking lots and other venues offer opportunity for community interaction. One example is a hospital in Ft Lauderdale that uses the parking lot on busy US1 (Federal Highway) for a “pop-up” green market each Thursday from 3:00 – 7:00 PM. It activates the street and creates a sense of place and slows traffic.

Of significance is the large cluster of diverse international restaurants. This can be capitalized on, not so much as an activity, but as a perceived sense of activity and brand.

REGULATORY CONDITIONS

Current zoning and parking regulations have permitted large sections of parking lots along University Drive to result in an almost abandoned look, with no outparcel development.



▲ University Drive existing sidewalk and bicycle lane conditions not conducive for a safe and comfortable environment



▲ Typical strip center at University Drive



▲ University Drive looking north. This image shows that University Drive is a very wide street, that accommodates many cars, narrow bicycle lanes, with small sidewalks, with lots of space to park, and buildings at setback behind large parking lots



▲ The Home Depot along University Drive. The home improvements store attracts a lot of people to the area. It would be enjoyable to provide that market with friendly and comfortable spaces



▲ Local business along University Drive



▲ Former car dealership along University Drive

UNIVERSITY DRIVE CORRIDOR

MOBILITY CONDITIONS

The most prevalent issue regarding mobility is the continuous interaction of cars and pedestrians, especially at the entryways to the commercial centers. In addition, there is a need to better separate the sidewalk from the roadway.

Bike lanes are on par with the street in terms of elevation, however that’s an uneven hierarchy in terms of safety and mobility. This corridor has the opportunity to introduce a solution to better separate bikes and cars due to the width of the lanes.

IDENTITY & BRAND CONDITIONS

Most major corridors in south Florida lack identity. They are auto oriented, dangerous and unappealing. This street, however, has opportunity to build upon the previous right of way improvements to create an example for other cities to follow in terms of brand and image. There is currently a lack of signage, banners, or special streetscape components to indicate you are “somewhere”.

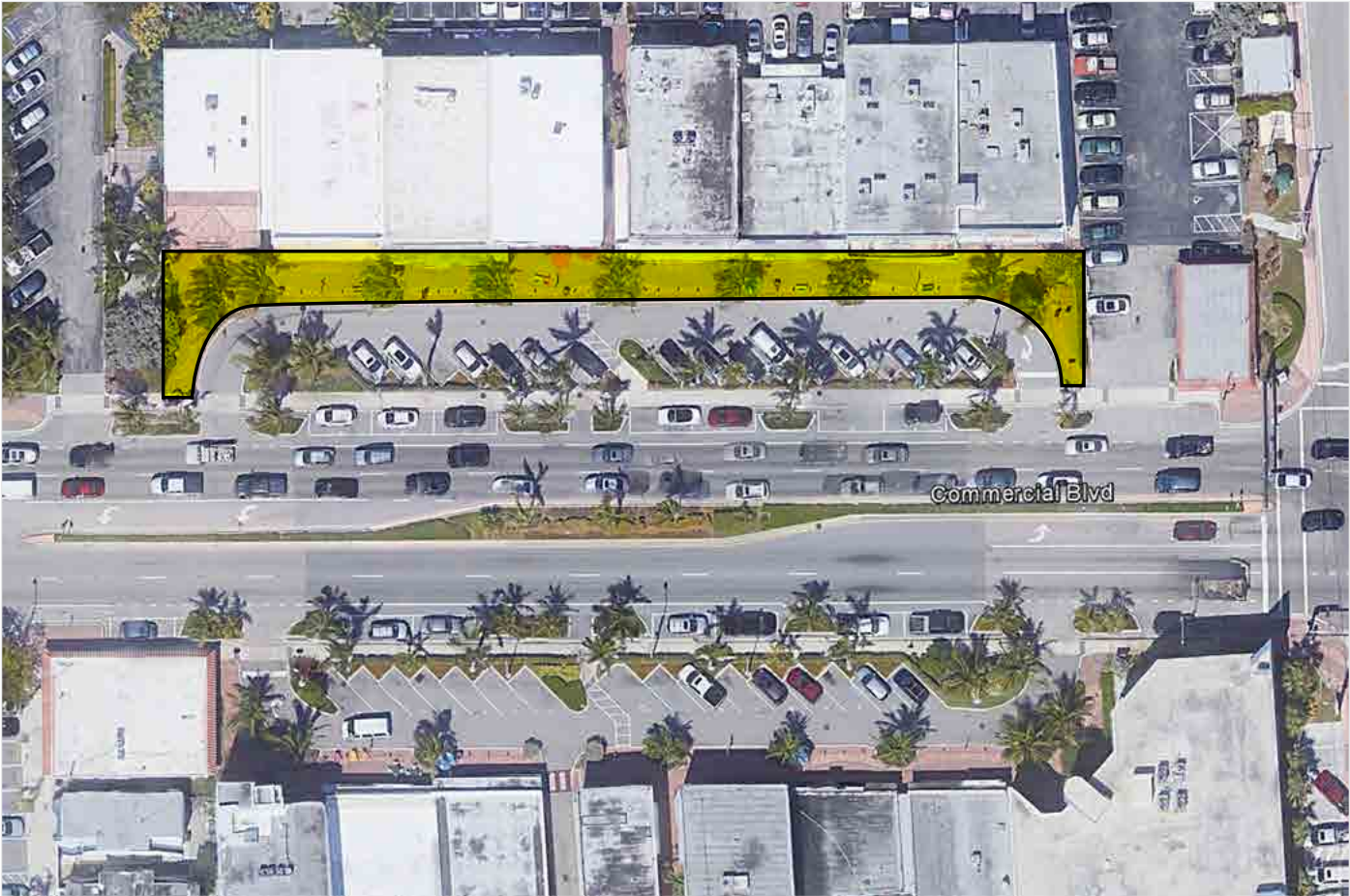
Vision

With a growing cluster of restaurants highlighting international cuisine, this east Sunrise corridor becomes a recognizable destination for specialty food products and venues. Bright and bold banners signal you have arrived and new green buffers promote the perception of safer walk along the sidewalk. As parcels near the canal redevelop, views to the canal create opportunity for new restaurants. Bicyclists from nearby neighborhoods are finding it easier to go car-free. Lowes and Home Depot are considering the inclusion of outparcel restaurants at their sites. New wayfinding signage connects diners and shoppers to the Village Center in east Sunrise – as does the trolley.

Recommendations

CHARACTER & PHYSICAL RECOMMENDATIONS

- **Create Expanded Sidewalk “Green Buffers” with “Bulb Outs” or Pedestrian Areas at Key Nodes for Pedestrian Emphasis:** The goal is to clearly promote the pedestrian presence on the street.
- **Create an Elaborate Landscaping and Lighting Theme that Promotes an International Food Themed Environment:** Incorporate internationally acclaimed public art displays, specialized lighting, and direct pathways to international shops and restaurants. (Capitalize on the physical assets in the area) Fill in medians with appropriate landscaping, not just grass.
- **Invest in a Themed Light Pole/Banner Program:** One that highlights the many international restaurants or other assets in the corridor.
- **Design and Build a Wayfinding Signage System:** It should help direct customers to the Village Center, City Park, and the new public plaza.
- **Incentivize Suburban Reuse Projects on Large Parcels:** These should feel more like lifestyle centers or outdoor malls. An example is adding a small plaza or pop up coffee shop to start the transition and later adding more retail as parking reductions take place.
- **Encourage Property Owners to Build Outparcels Near the Sidewalk:** Such uses should not have a drive through but should offer outdoor seating.



▲ Example of over emphasized pedestrian elements i.e. pavers that meet the street edge. Lauderdale by the Sea.

ACTIVITIES RECOMMENDATIONS

- **Invest in an Annual Event:** It should include celebrating the collection of international restaurants in this corridor.
- **Organize a Monthly Walk, Bike, and Dine:** Include dine event discounts for east Sunrise residents.

REGULATORY RECOMMENDATIONS

- **Incentivize Property Owners to Improve their Property:** Work with owners to create regulations to reduce linear parking frontage (green buffer and small or large outparcel development) This may require reducing minimum parking requirements.
- **Create a “Major Commercial Corridor” Overlay District Related to Parking Requirements:** The increased use of Uber, ride sharing, autonomous vehicles, and other changes to automobile use will open up an opportunity for reuse of existing surface parking areas. The overlay district could provide alternative minimum parking requirements if certain criteria is met to address parking usage.
- **Create Enhanced Minimum Lighting Requirements:** Focus on parking areas and adjacent sidewalks.
- **Create Enhanced Landscaping Requirements:** Focus on the sidewalk areas that significantly enhance the pedestrian experience and overall image of the street.
- **Enhance Enforcement of Regulations:** Focus on trash disposal and dumpster enclosures.

MOBILITY RECOMMENDATIONS

- **Dramatically Enhance the Pedestrian Realm along University Drive:** Use distinctive pavement to connect sidewalks all the way to the storefronts of commercial plazas. This corridor has the opportunity to introduce a solution to better separate bikes and cars due to the width of the lanes.
- **Incentivize or Require Improved Drive Aisle Connections.**
- **Institute Complete Street Concepts:** Continue work with FDOT, Broward County MPO and other agencies to improve roadways according to complete streets principles, including an emphasis on protected bicycle lanes in color coated thermoplastic to improve visibility. The bike lane coating should be done immediately.
- **Clearly Delineate Crosswalks:** Repaint them if necessary and use public art for crosswalks at the gateway intersection at Sunset Strip.
- **Improve Bus Stop Amenities with Bus Shelters:** Provide weather protection/ shade, signage, wayfinding map, trash receptacles, lighting, and landscaping.
- **Provide or Incentivize Bicycle Racks:** Particularly on commercial properties.



▲ Example of “pop-up” green market. Photo by: Project for Public Spaces



▲ Example of a protected bicycle lane

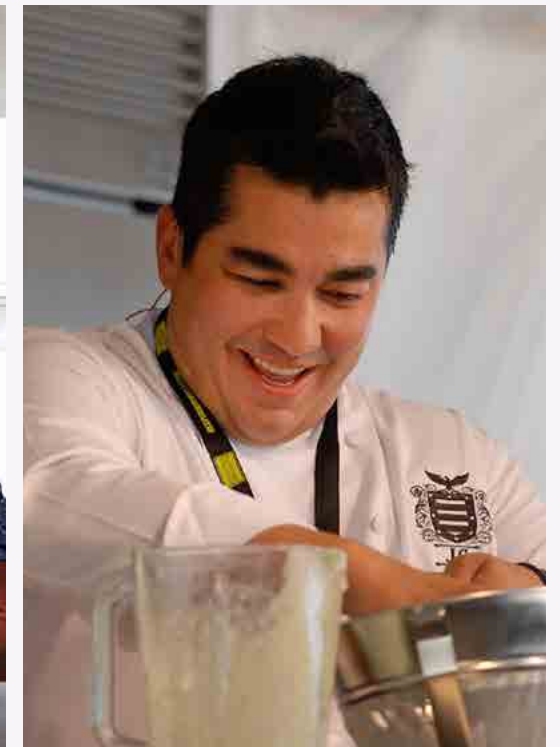


▲ Example of University Drive complete streets retrofit.

COMMERCIAL CORRIDORS

IDENTITY & BRAND RECOMMENDATIONS

- **Lead an effort to coordinate the Business Community:** Create a business association and marketing plan – including a distinct name for this part of the corridor that connects it to east Sunrise, e.g. “The Drive”. Add themed banners and print materials that promote “The Drive” and the emphasis on diverse dining options. Encourage the merchants to prepare “Drive Discounts” and specials for residents. Seek publicity.
- **Hold or sponsor a Major Annual International Dining Event:** Include this corridor and the Village Center. One element of the event should involve food delivery by bicycle using the Sunset Strip bike lanes.



▲ Example of Saborea Puerto Rico: A Culinary Extravaganza has grown from the best annual culinary festival in the Caribbean to one of the best in the world

► LINK TO PROGRAM: [Saborea Spreads Word about Puerto Rico's Culinary Greatness](#)

B. OAKLAND PARK BOULEVARD CORRIDOR

Oakland Park Corridor Current Conditions Analysis

- EXISTING GEOGRAPHIC CONDITIONS
- CHARACTER & PHYSICAL CONDITIONS
- ACTIVITIES
- REGULATORY CONDITIONS
- MOBILITY CONDITIONS
- IDENTITY & BRAND CONDITIONS

Oakland Park Corridor Vision

Oakland Park Corridor Recommendations

- CHARACTER & PHYSICAL RECOMMENDATIONS
- ACTIVITIES RECOMMENDATIONS
- REGULATORY RECOMMENDATIONS
- MOBILITY RECOMMENDATIONS
- IDENTITY & BRAND RECOMMENDATIONS

OAKLAND PARK CORRIDOR AERIAL IMAGE



Oakland Park Corridor Current Conditions Analysis

EXISTING GEOGRAPHIC CONDITIONS

Location: Oakland Park Blvd from city limits to the west and one parcel east of NW 60th Avenue.
Size: +/- 41 acres and Oakland Park Boulevard linear corridor stretches 0.60 miles/ 11-minute walk

OAKLAND PARK BOULEVARD CORRIDOR

CHARACTER & PHYSICAL CONDITIONS

Only the south side of this corridor lies within the City of Sunrise. It contains a series of suburban style commercial and civic structures, including several multi-story buildings situated close to the right of way. A neighborhood entry feature exists at NW 68th Avenue at the south end of the corridor but does not include any identification signage. A major commercial strip center sits at the eastern edge of the study area, and a major development site lies between NW 64th and 68th Avenues. The small strip centers at NW 64th Avenue were identified as problem spots for negative activity by stakeholders.

Oakland Park Boulevard is a major arterial, carrying high speed traffic with high volumes. A bike lane is present along the southern edge but is not buffered. The sidewalk sits a good distance from the roadway which is good for pedestrians. There are several major bus stop areas but not all have shelters. Landscaping is sparse and limited to trees and green shrubs. Sunrise Lakes Drive North runs for a short distance parallel to Oakland Park Boulevard to create a service road and a major unimproved green space along Middle River. The street is a major connector to other highways, i.e. I-95, Turnpike etc.

Unlike University Drive, Oakland Park Boulevard has a far greater residential presence although not necessarily in Sunrise city limits. The heavy residential presence along the corridor enables the city to continue to promote and foster additional residential development, in particular, on the Opportunity Site #8.

ACTIVITIES

Two significant religious facilities create limited activity in the area, as do the small commercial strip centers on the eastern edge.

REGULATORY CONDITIONS

Like University Drive, this street is not conducive to the same type of pedestrian activity found on a main street. The current zoning code states the B-3 general is intended to apply to arterial streets and traffic ways where business establishments are “primarily not of a neighborhood or community’s service type, and do not cater directly to pedestrians”.

MOBILITY CONDITIONS

Similar to the other main corridors in this plan, there is a need to better protect the bike lanes. Sidewalks are well-located to encourage walking but lack pedestrian lighting and sense of security. Bus stop areas lack adequate lighting. The lanes are very wide, and the median is very small in most locations. There is not a great deal of pedestrian crossings however when street improvements are considered by FDOT, the lanes should be narrowed, and medians widened.



▲ *Oakland Park Boulevard and University Drive*



▲ *Oakland Park vacant property*



▲ *Oakland Park Boulevard suburban shopping center*



▲ *Example of pedestrian safety islands. Photo from NACTO (National Association of City Transportation Officials)*

IDENTITY & BRAND CONDITIONS

There are no indicators that this corridor is part of Sunrise or east Sunrise. Like University Drive, a visitor may not even know what city they are in due to a lack of wayfinding.

Space exists to create major entry green space features at the east and west ends of this corridor leaving room for “markers” or brand elements.

There is an opportunity to use the one large redevelopment parcel to reaffirm the residential presence along this street which can reinforce and brand the area as a good place to live. Another alternative is a commercial development, however market conditions will drive that option.

Oakland Park Corridor Vision

A major new project of high-quality architecture and design announces this northern boundary of east Sunrise as a quality place to live. The sidewalk experience along the corridor is enhanced with well-lit walking paths and protected bike lanes adding a unique quality of life amenity.

Oakland Park Corridor Recommendations

CHARACTER & PHYSICAL RECOMMENDATIONS

- **Invest in Entry Features:** Identify a location at the Middle River green space on the west, and the southwest corner of NW 64th Avenue and Oakland Park Boulevard. These “bookends” should highlight the area as being in east Sunrise.
- **Enhance the Gateway Features at NW 68th Avenue:** Create something similar at NW 64th Avenue to announce the entry to Village Center.
- **Add Wayfinding and Streetscape Branding Elements:** Banners, lighting, etc.

ACTIVITIES RECOMMENDATIONS

- **Approach area churches about adopting parts of the green space as community gardens or local flower gardens using volunteers to activate the spaces.**



OAKLAND PARK BOULEVARD CORRIDOR

REGULATORY RECOMMENDATIONS

- **Promote a Major High-Quality Residential or Mixed-Use Project on the Vacant Site Identified as Opportunity Site #8:** Consider additional density, parking reduction, and fast tracked permitting. Zoning will need to be amended. Create minimum lighting requirements for parking area and adjacent sidewalks.

MOBILITY RECOMMENDATIONS

- **Continue work with FDOT, Broward County MPO and Other Agencies to Better Protect Bicycle Lanes:** Bike lanes or sharrows south into the neighborhoods will help connect a major project to the Village Center and facilitate walking/biking by area residents.
- **Improve Bus Stop Amenities:** Provide weather protection/shade, signage, wayfinding map, trash disposal, lighting, and landscaping.

IDENTITY & BRAND RECOMMENDATIONS

- **Encourage Any Major Development to Recognize and Promote its Location in east Sunrise:** This might be in the form of naming, signage, or certain streetscape elements. (E.g. east Sunrise Marriott).



▲ Example of potential mixed-use development along Oakland Park Blvd. Paseo Verde TOD Development with affordable housing. CNU Public Square, Philadelphia, PA



▲ Example of potential 5-story quality hotel along Oakland Park Blvd. Rendering by AC Hotel (designed by PROCON), Portsmouth, NH

NON-COMMERCIAL NEIGHBORHOODS

Non-Commercial Neighborhoods Current Conditions Analysis

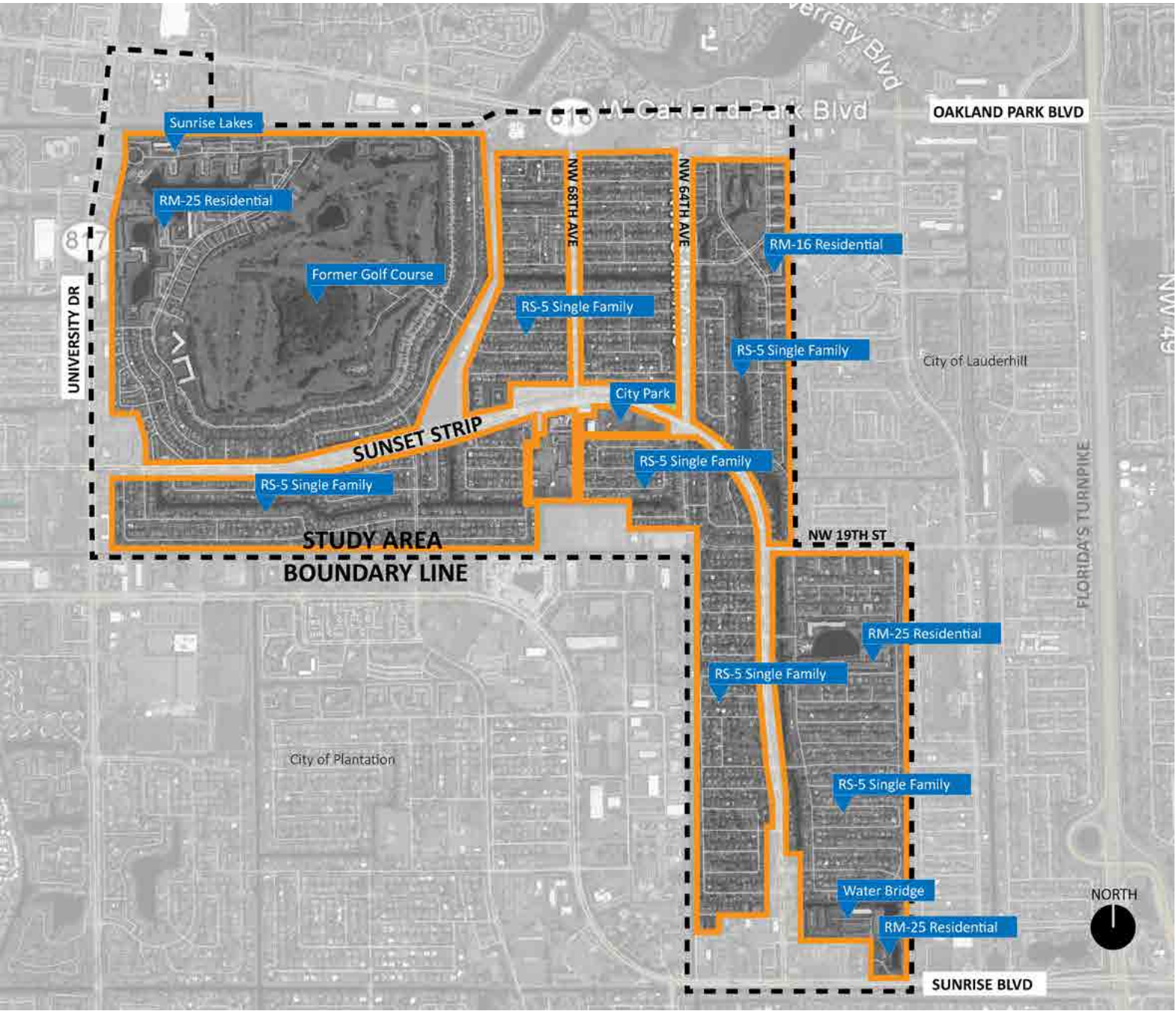
- EXISTING GEOGRAPHIC CONDITIONS
- CHARACTER & PHYSICAL CONDITIONS
- ACTIVITIES
- REGULATORY CONDITIONS
- MOBILITY CONDITIONS
- IDENTITY & BRAND CONDITIONS

Non-Commercial Neighborhoods Vision

Non-Commercial Neighborhoods Recommendations

- CHARACTER & PHYSICAL RECOMMENDATIONS
- ACTIVITIES RECOMMENDATIONS
- REGULATORY RECOMMENDATIONS
- MOBILITY RECOMMENDATIONS
- IDENTITY & BRAND RECOMMENDATIONS

NON-COMMERCIAL NEIGHBORHOODS AERIAL IMAGE



Non-Commercial Neighborhoods Current Conditions Analysis

EXISTING GEOGRAPHIC CONDITIONS

Location: All areas in the study area not included in commercial centers and corridors.

NON-COMMERCIAL NEIGHBORHOODS

CHARACTER & PHYSICAL CONDITIONS

Beyond Sunset Strip and the commercial corridors, much of east Sunrise is comprised of traditional residential neighborhoods. A diversity of housing types exists in east Sunrise which is optimal. Traditional neighborhood sections of single-family homes are supplemented by multi-family rentals and condominiums near the former golf course. Smaller multi-family rental complexes are scattered in the eastern half of the neighborhood as well; a number of these have seen significant disinvestment. One unique feature is the presence of single-family homes along the major roadways, including Sunset Strip.

Recreational opportunities are scattered throughout, including parks, a community pool, lakes and canals.

ACTIVITIES

A number of homeowner associations provide both social and civic opportunities for residents to come together. Some provide private trolley services as well. Sunrise Police also host regular activities as part of their community policing efforts.

REGULATORY CONDITIONS

The current zoning regulations do not allow parking in streets, alleys and right of ways. Parking in swales is permitted if the owner approves, provided the car is parallel to the sidewalk and off the pavement. There were no other notable regulatory conditions found that would impact a neighborhood.

MOBILITY CONDITIONS

Several roadways have central medians with trees, and many have traffic calming devices. Lighting of roadways and sidewalks vary greatly. In many areas, residents use the front swale for parking, resulting in an image of disorder and often destroying the landscaping.

IDENTITY & BRAND CONDITIONS

Some neighborhoods have signage or some marker/monument that identifies the area by name. Private development and HOA/Condominium complexes also use identification markers.



▲ Sunrise Lakes 55+ Community (3 story). Multi-family condominium



▲ Typical single-family residence (1 story)

Vision

Newly upgraded apartments, homes, and roadways result in large numbers of residents walking and biking daily and in the evenings to the Village Center and commercial districts. Swales hold new trees and landscaping – not cars. Most front yards have flowers and other landscaping as well as new lighting. Apartment buildings are well-maintained and managed, with new amenities for families. Cars travel at slower speeds, and visitors admire the public art. Property values increase along with homeownership, but affordability programs permit people to stay and enjoy all the improvements.

Recommendations

CHARACTER & PHYSICAL RECOMMENDATIONS

- **Install New Themed Street Name Signs:** An icon or image on signs can instantly identify a neighborhood promoting pride and community engagement. Also, add the neighborhood name or icon to public facilities in the area.
- **Create an Incentive Program for Front Yards:** Encourage bright porch lights and small light poles in front yards to help improve lighting on sidewalks.
- **Initiate a Tree Giveaway Program:** Encourage residents to come pick up a free tree twice a year to plant in their front yard. Follow up with a neighborhood “House of the Month” whereby winners who show before and afters can “win” benefits from the city such as coupons for city restaurants.
- **Initiate a ‘Paint, Plant and Pave Program” or Mimic the DeCode Day Concept Previously mentioned:** See details on the following page for Paint/Plant/Pave Program (PPP).



▲ Example of community participation in home beautification. Pompano Beach WOW Award Winner



◀ Example of branded street sign. Imperial Point

Paint/Plant/Pave Program (PPP)

Blighted or broken-down elements on the façade of a house create a syndrome referred to as “The Broken Window Syndrome”. The concept refers to the negative impact that comes from an area that has a cluster, or even a few houses, with broken windows, peeling or worn paint, dead landscaping and other blighting conditions. As properties deteriorate, neighborhood pride dissolves and more people let their properties fall into disarray. Property values then decline. Sometimes the lack of funds, especially for seniors, is a major cause of the lack of maintenance. The PPP Program allows the City to provide assistance to owner-occupants of single family homes to help spruce up the front of their homes. The program can be custom designed to address the issues specific to east Sunrise but in general have the following guidelines:

The main areas of improvement include:

- **Painting** – House, eaves, fascia board, architectural elements
- **Plant** – Limited landscape, irrigation, pruning and replanting
- **Pave** – Driveway improvements compatible with the area

The program can include the following efforts:

- **Promote the Program** – A local community sponsor is found to help promote the program. Local press is invited to promote the program and the City can inform residents in water bills or other mechanisms that reach homeowners.
- **Who Qualifies?** – A decision on which homes qualify depend on the goals and the issues to be addressed as well as the amount of funding available for the program. Generally, it is for owner-occupants not renters, however in some cases, the City may permit a landlord to participate unless there are multiple code violations and there is reason to believe there is lack of care on the owner’s part.
- **Program Costs** – The amount of funds can range from a few hundred dollars to thousands of dollars per home. Generally, a guideline is between \$ 500 - \$ 2,500 depending on the program allowances and home value. Sometimes the homeowner must provide a match that would reduce the City’s portion of assistance or would increase the amount of funds available. Other times, and in cases where the homeowner doesn’t have the cash to match, they can provide in-kind services or sweat equity in the form of labor.
- **Look for Sponsors** – A local home improvement center should be identified to provide materials at cost or below cost.
- **Look for Technical Volunteers** – The City can identify a pool of builders or subcontractors to provide man hours to “oversee” the work to be done.
- **Labor Force** – Local volunteers combined with stipends paid to workers generally meet the labor requirements. Neighborhood Ambassadors play a large role in this effort.
- **Location of Program** – The most effective approach is to target one neighborhood at a time where the results can be clearly and immediately seen for instant results. A small neighborhood block gathering can be held to showcase the improvements when done, then move on to the next neighborhood.
- **Who Maintains the Improvements?** – Maintenance of the improvements is mandatory and owners are required to sign a document saying they will maintain the improvements for a period of years.

In summary, the program can be created to address the issues specific to east Sunrise.

ACTIVITIES RECOMMENDATIONS

- **Work with Resident Associations on Community Pride Campaigns:** Create walking clubs, volunteer programs to improve front porch lighting (using porch light incentive program), and a series of block parties to help neighbors get to know each other and spend more time outside.
- **Consider Contacting Building Broward Together:** This effective program is a resident based initiative to improve neighborhoods supported by a local non-profit.

REGULATORY RECOMMENDATIONS

- **Create Minimum Lighting Requirements:** Target parking areas, walkways, and adjacent sidewalks of multi-family buildings and properties, religious properties, and City facilities.
- **Incentivize or Require Driveway Improvements to Limit Haphazard Parking of Cars:** For those areas where the swale is insufficient to accommodate multiple vehicles per household, consider allowing an additional driveway surface area based on specific design criteria. Secondly enforce the regulation that prohibiting haphazard parking in the swales.
- **See DeCode Day under Commercial Center Regulatory Recommendations.**

MOBILITY RECOMMENDATIONS

- **Enhance Lighting, Landscaping, Bike Paths, and Other Pedestrian conditions:** start by targeting the area along NW 19th Street east of Sunset Strip to create a safer east-west connector.
- **Clearly Delineate and Light Crosswalks**
- **Use sharrows on neighborhood collector streets to encourage biking.**

IDENTITY & BRAND RECOMMENDATIONS

- **Highlight the Neighborhood's Efforts to Become a “Tree City” Through the Tree Giveaway Program:** Ensure area residents and associations are actively involved in all “green or “tree” branding initiatives. Give a city proclamation for resident who spruce up their houses. Promote the proclamation in the neighborhood.
- **Explore the Usefulness of More Clearly Identifying Sub-Neighborhoods.**
- **Mimic the Pompano Proud Mission Statement:** Resident who form an alliance through neighborhood improvements work together on a regular basis.



▲ Example of Building Broward Together community activity