

C. CITY INFRASTRUCTURE & QUALITY OF LIFE

This section of the plan focuses on the supporting elements related to vertical real estate development projects and districtwide redevelopment activity. If the public realm within a city is clearly defined and inviting, a person will feel comfortable from the moment they enter the city limits. The first introduction usually begins with the roads and connectivity points to other places. Do people know they entered the city and where they are? Can they find what they are looking for and can they get there easily and safely? Once they leave their cars the walkability of the city becomes more obvious and everything from signage and landscape, lighting and wayfinding, and bicycle and transit conditions influence how a person feels in your city. The regulations influence how they feel about the buildings, and the public plazas, parks, and art and cultural displays impact their desire to use these assets. The combination of these publicly driven features become the city’s brand and creates a lasting impression that defines the image of the city. Progressive cities recognize the connections between the public realm and human reaction and strive to ensure the experience is positive and rewarding. If not, people will not want to visit or stay very long, and the economics of the city will suffer.

This section delves into the public realm experience and provides recommendations to improve existing conditions to create a desirable and inviting place to be.

OVERVIEW

Background

Previous studies and design proposals have already been developed within the study area, including: Sunset Strip Complete Streets; FDOT Oakland Park Boulevard Alternatives Analysis; Broward MPO University Drive Mobility Improvements Planning Study; City of Sunrise Leisure Services Master Plan; and City of Sunrise Bicycle & Pedestrian Greenways & Trails Master Plan. This report helps to build on those initial ideas as well as introduce opportunities for potential improvements.

Design Objectives

City officials and staff helped to identify specific objectives, as did the public during the East Sunrise Improvements Master Plan kick-off meeting. These were taken into consideration as well as other design standards, guidelines and potential improvements in this report. These include:

- Build on capital improvements initiatives (Sunset Strip Complete Streets Project)
- Promote context sensitive design alternatives that respond to neighborhood character
- Create equitable distribution of the public right-of-way for pedestrians, runners, bicyclist, drivers, and transit users (Complete Streets)
- Strengthen access to, from and through east Sunrise
- Explore opportunities of regional connectivity
- Coordinate with other municipalities for mutual benefits of surrounding areas
- Improve mobility for pedestrians, bicyclists, drivers, and transit users with new connections
- Assure pedestrians and bicyclists with comfortable, accessible, convenient, and safe routes
- Improve function and aesthetics of streetscape design
- Improve amenities to encourage people to walk, bicycle, or use transit
- Create community identity through architecture, furnishings and other improvements
- Create vibrant neighborhood and village centers
- Improve public realm; building frontage, sidewalks, furnishings zones, landscape (tree grate, planting strips, swales, and medians), on-street parking, travel lanes, as well as other civic spaces (parks, squares, plazas)
- Opportunities for potential improvements for private spaces to enhance the public realm
- Establish implementable solutions with a gradual approach (short-term through long-term)
- Provide examples of other communities and case studies with similar goals
- Develop driveway, landscape, streetscape furnishing, and street lighting standards
- Develop a series of traffic calming techniques to control vehicle speed
- Develop a way-finding and signage plan
- Create civic pride/ sense of belonging by enhancing the street aesthetics
- Enhance local businesses
- Program social events/ activities to build on community engagement
- Improve transit connectivity to civic centers for all users

COMPLETE STREETS

The City of Sunrise and the Florida Department of Transportation (FDOT) has done an excellent job with the implementation and construction of the Sunset Strip Complete Streets Project that seeks to improve mobility along Sunset Strip from Nob Hill Road to Sunrise Boulevard in Sunrise.

What are Complete Streets and why they are important?

According to the national Smart Growth America organization, "Complete Streets are streets for everyone." They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the streets, walk to shops, and bicycle to work. A Complete Streets approach integrates people and place in the planning, design, construction, operation, and maintenance of transportation networks. This helps to ensure streets are safer for all people, balance the needs of different modes, and support local land uses, economies, cultures, and natural environments."

Complete streets improve quality of life and transforms the overall development patterns of a community and generates greater potential for economic growth. It differs from traffic patterns of the past 50 years which favored the use of the automobile as the primary way of transportation. This created wider roads, larger parking lots, and smaller sidewalks. To create alternatives where a person's mobility experience is valued, planning professionals have re-adapted streets to meet current needs and provide an adequate space for pedestrians as well as cars. This is an attempt to make streets and the public realm equally comfortable for people, cars and transit. The City of Sunrise has already begun introducing the concept of Complete Streets.

CONNECTIVITY

In urban planning, connectivity is a vital component in making communities more livable. The ability to connect people to places through various modes of travel help to create diverse, vibrant and healthy communities. A comprehensive transportation network system connects people whether they are pedestrians, bicyclists, drivers, public transit riders or any combination of these travel methods.

The focus on connectivity over the last several decades has relied mostly on the use of motor vehicles. Unfortunately, this has led to a sprawl model of planning that has left many communities having to deal with the effects of extremely wide thoroughfares filled with traffic congestion, with little to no regard for pedestrians and bicyclists. Fortunately, there has been a growing awareness of people and community placemaking, so pedestrians and bicyclists are finally being recognized for their role and contribution to a balanced network.

Important destinations such as neighborhood centers require good connectivity to attract people to support businesses as well as to help meet daily needs. A well balanced transportation network helps reduce the reliance of automobile trips, lessening the need to drive and alleviate traffic congestion. The younger and older generations, as well as those who do not own a car are also better served with a level of independence.

In this section, connectivity of east Sunrise is analyzed in its current state in four categories: Pedestrian, Bicycle, Vehicular, and Transit. Opportunities for potential improvements are illustrated in diagram form.

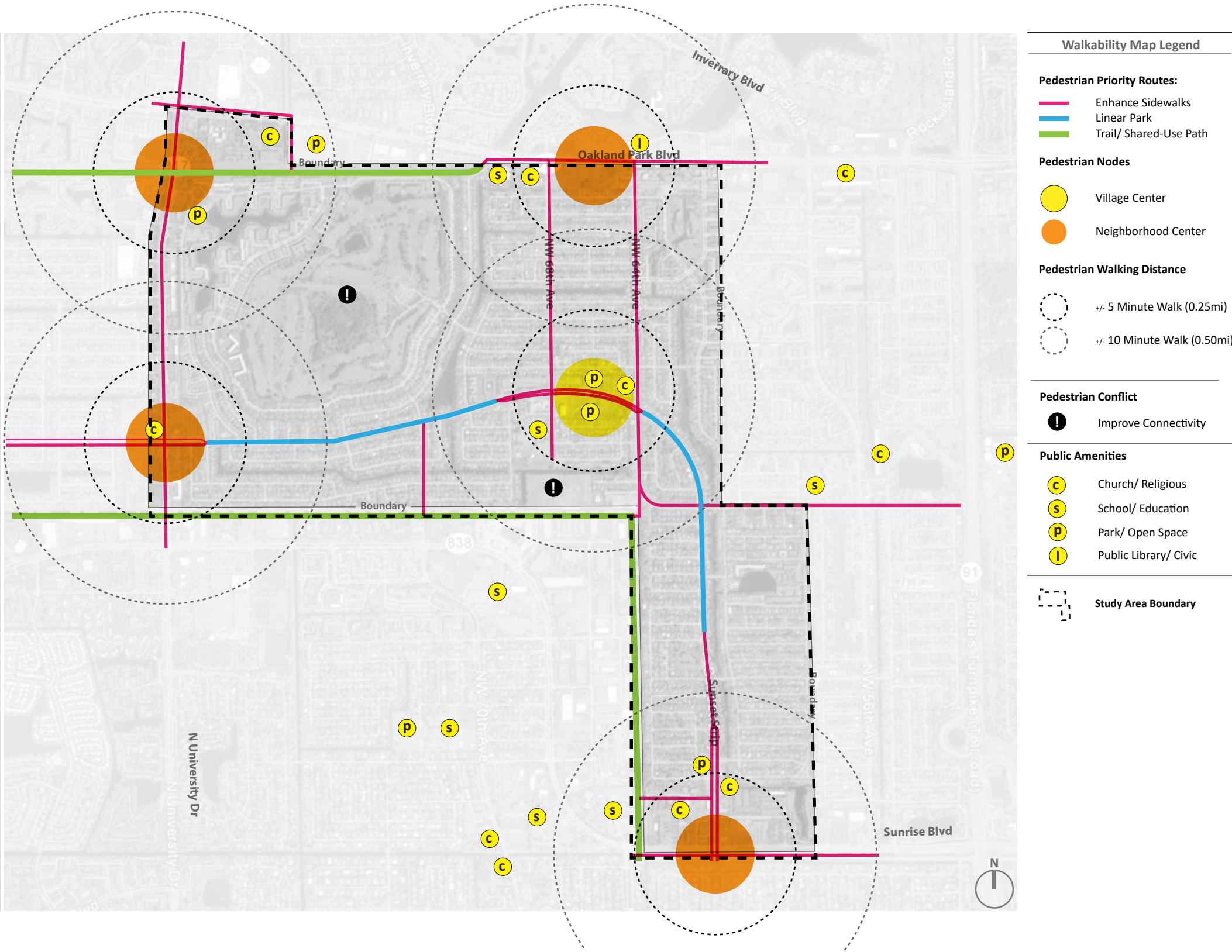
A. PEDESTRIAN

The purpose of this section is to illustrate existing and planned pedestrian connections and pathways and to illustrate opportunities for potential improvements to create an environment that is attractive, interesting, convenient, safe, and accommodates daily needs.

This diagram helps to illustrate the neighborhood structure of east Sunrise and its relationship of residential, village and neighborhood centers. A pedestrian shed of both 0.25 and 0.5 mile are illustrated from these centers to demonstrate the catchment area that people could potentially walk to. This is the distance that most people will walk rather than drive. The 0.25-mile shed is often defined as the area covered by a 5-minute walk and considered the ideal size of a neighborhood. In both low-density neighborhoods as well as transit centers of high-density, the catchment area size is increased to 0.5-mile shed which is about a ten-minute walk.

CHALLENGES

- Certain sidewalks are too narrow or too close to the roadway to be comfortable for walkers
- Limited seating and shade are available for walkers to take rests
- Shade along major pathways is limited
- Some destinations are separated by canals, community fencing, or wide major roadways
- Many basic household needs not available at a walking distance
- Current/planned median along Sunset Strip connecting residential neighborhoods to Village Center does not accommodate pedestrians (e.g. linear park)
- The need to create a Trail/ Shared-Use Path along canals
- Streetscape amenities and conditions, such as furnishings, seating, leaning bars, shelters, planters with flowers, inconsistent lighting
- Proposed development at Sunrise Country Club Golf Course property needs to improve connectivity with rest of the study area



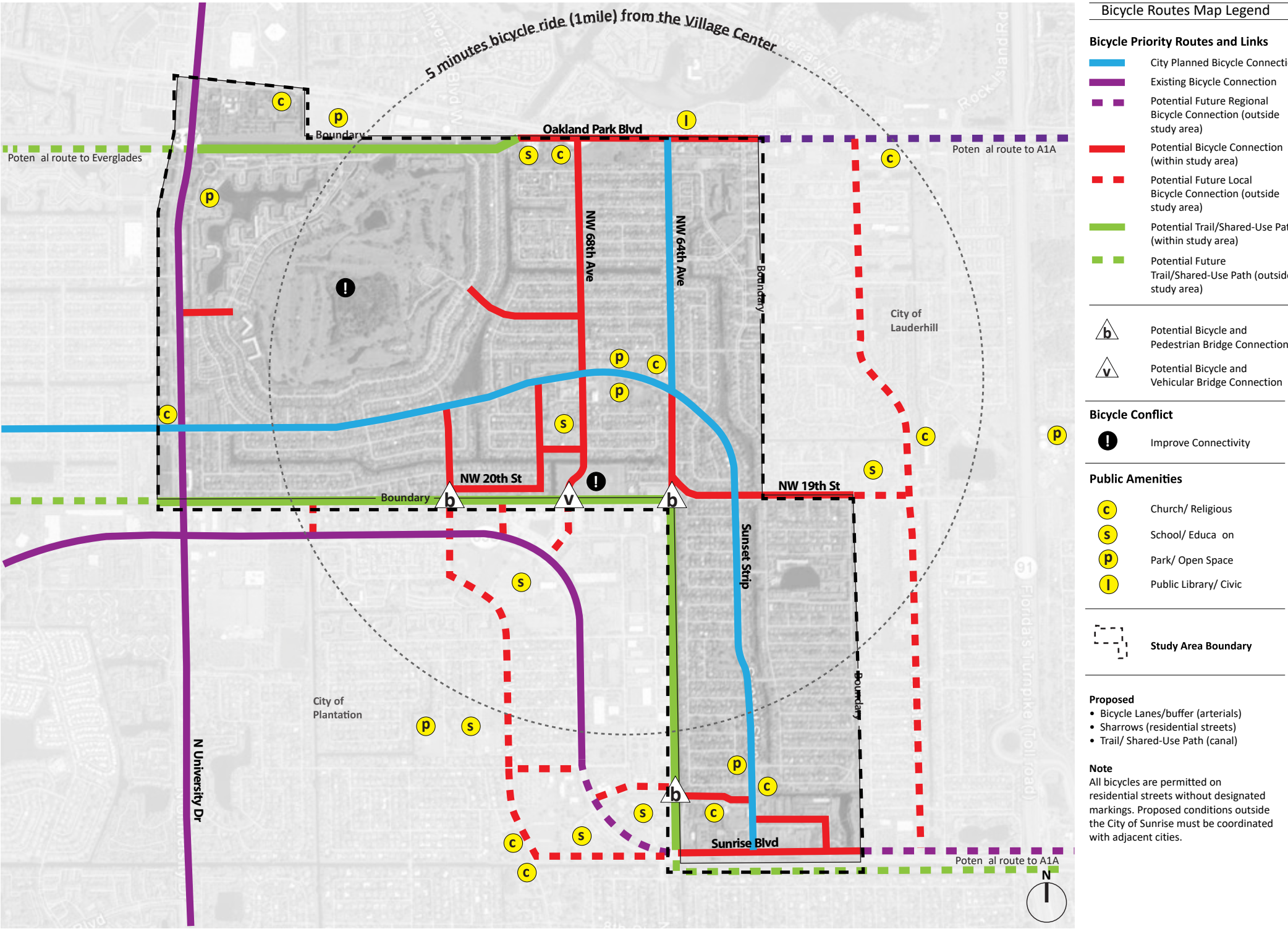
B. BICYCLE

The purpose of this section is to evaluate existing and planned pathways to create an integrated bicycle network system that connects to existing and proposed routes for recreation or as an alternative mode of transportation.

According to the Bicycle & Pedestrian Greenways & Trails Master Plan adopted in 2014, residents showed an interest for the City to provide a comprehensive bicycle network (bicycle lanes, buffered bicycle lanes, shared-use side paths, bicycle friendly intersections, and shared lane markings). This diagram illustrates various existing and planned bicycle lanes throughout east Sunrise. Opportunities to create new local and regional connections, such as, trails, bicycle paths, or shared-use are identified. A 5-minute bicycle ride is equivalent to 1 mile, which encompasses most of east Sunrise.

CHALLENGES

- Expanding and competing bicycle lanes along Sunrise Boulevard, Oakland Park Boulevard and University Drive to connect to the regional system.
- Few existing bicycle amenities, such as parking rest areas (parking racks, water fountains, shade trees, shelter, bike repair stations).
- No existing bicycle share program.
- Coordination with proposed pedestrian, transit, and vehicular improvements.
- No clear connections to Sunrise Country Club Golf Course property and proposed development.
- Need for a shorter connection between the Village Center and the regional trail system on Sunrise Boulevard.



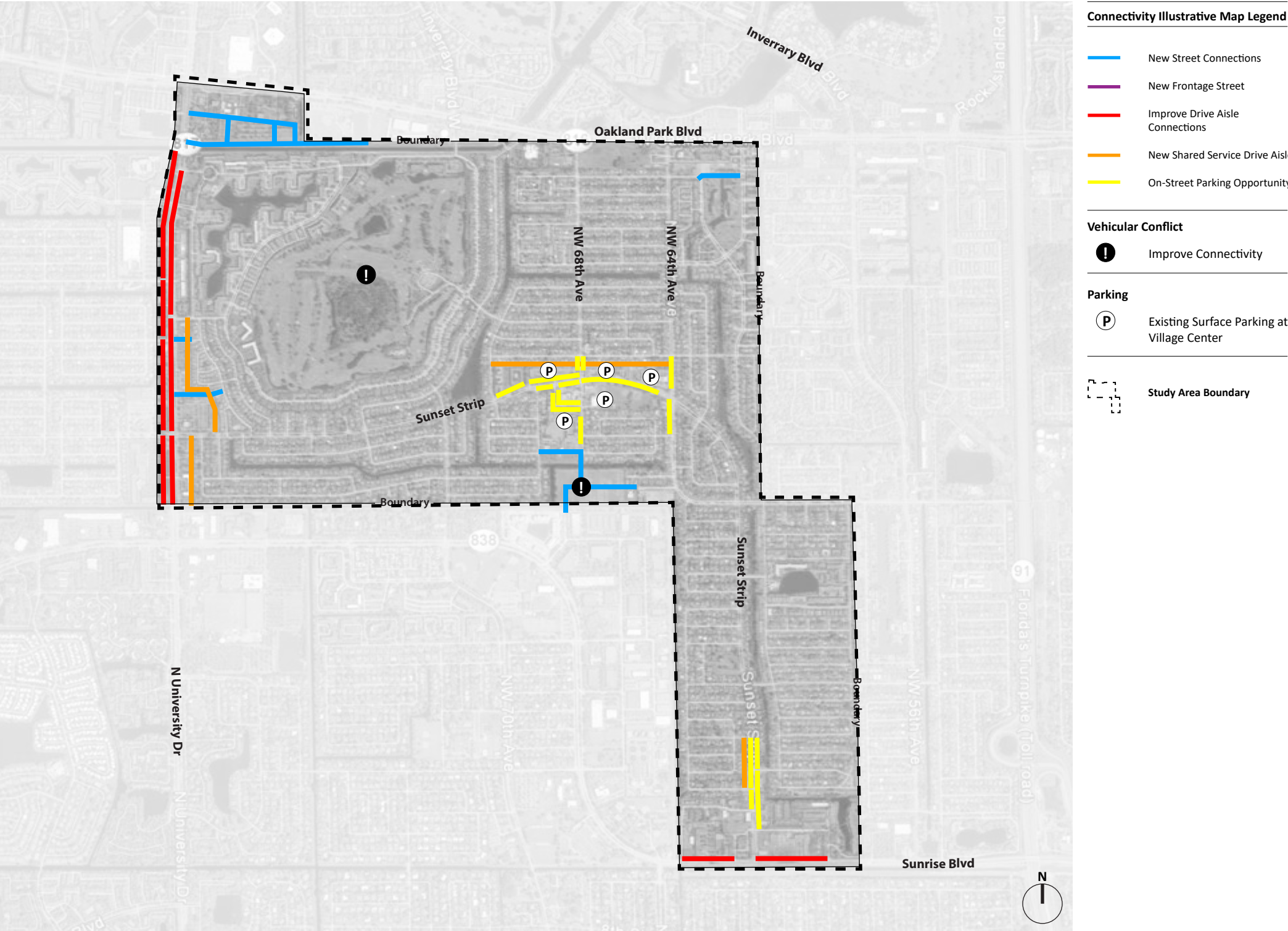
C. VEHICULAR

The purpose of this section is to evaluate existing and planned vehicular circulation along with potential new connections that create a more efficient internal roadway network for east Sunrise. This will minimize the need to enter more heavily used traffic arterials and thoroughfares and improve safety.

east Sunrise has a fairly well laid out street network, allowing for multiple options to circulate, but there are some challenges.

CHALLENGES

- Some key areas are incomplete and will benefit from new connections, such as new streets, and shared service drive aisles.
- On street parking in some areas is limited or missing, leaving pedestrians on the sidewalk without a buffer.
- High vehicle speeds on some residential streets are creating safety hazards for pedestrians and bicyclists.
- Parking in swales is a community concern and creates a sense of disorder.
- Poor connections to and through PPG Industries site.

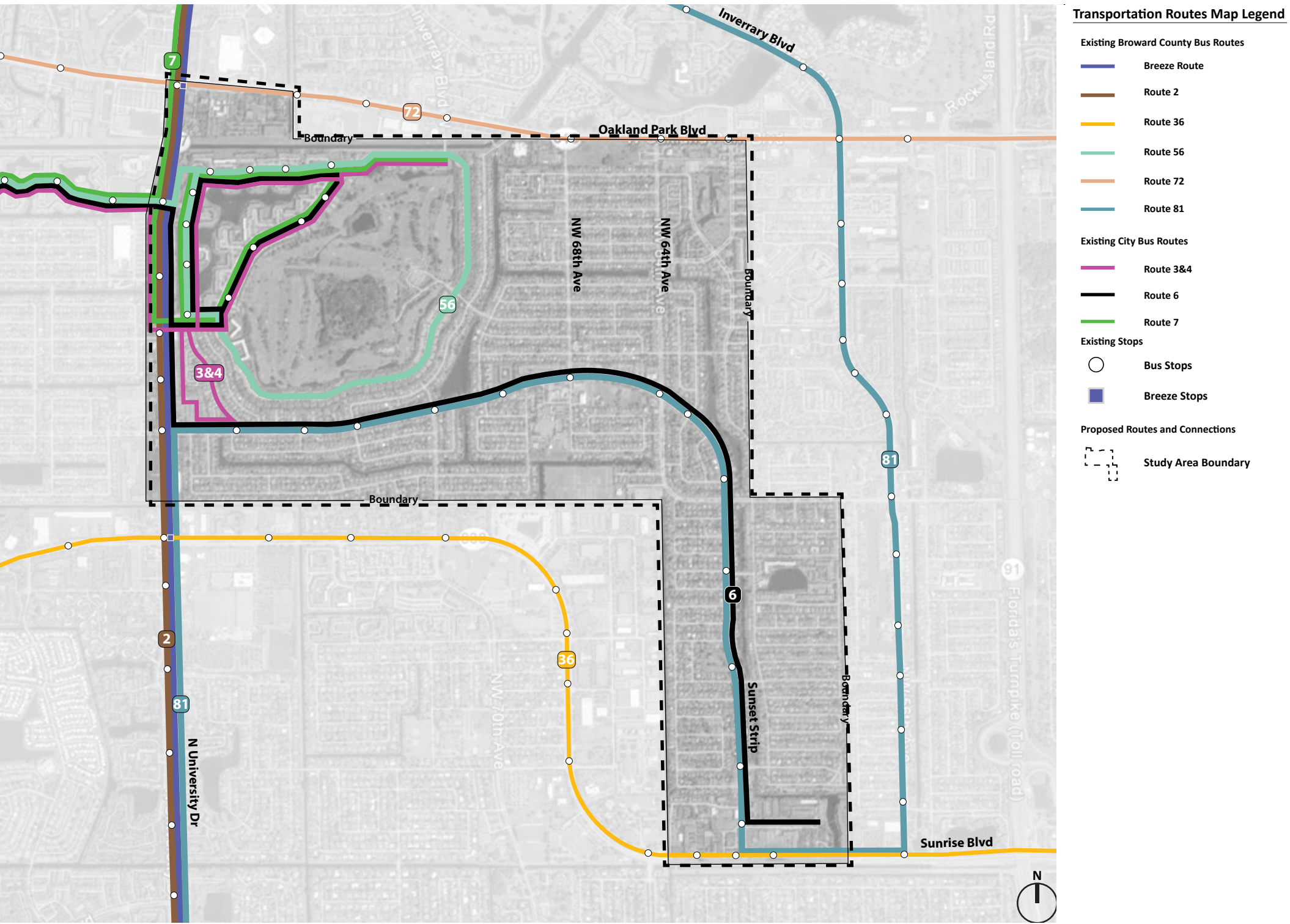


D. TRANSIT

Safe, reliable, and predictable transit service is a key component of successful walkable communities. It can ease cost burdens of limited income households, provide independence to seniors and children, and create affordable access to employment and educational opportunities. east Sunrise has several bus routes provided by both the County and City, particularly in the northwest section along University Drive and Sunset Strip.

CHALLENGES

- Although there are many options along major perimeter arterial roadways, the study area lacks a local defined route that connects the neighborhood and village centers together and to perimeter routes with regular frequency.
- Safe and comfortable bus stops that reflect east Sunrise community identity are generally absent.
- Direct routes to City facilities are limited.
- Direct routes to regional shopping and entertainment amenities do not exist.



E. DRIVE AISLE CONNECTIONS

This section illustrates challenges with drive aisle connections between abutting disconnected properties throughout the district. The lack of such connections creates extra traffic congestion, reduces retail spending, impedes walkability, and creates additional conflict points with bicycles. The examples shown are meant to illustrate the general issue and do not identify every location where solutions are needed.

E1. SUNRISE BOULEVARD

Location

Southwest block at the intersection of Sunrise Boulevard and Sunset Strip, bounded by NW 11th Street on the north, Sunset Strip on the east, Sunrise Boulevard on the south, and canal on the west.

Block Conditions

- Large mega block composed of a commercial shopping center, individual commercial pads surrounded in parking lots with perimeter businesses
- Two undeveloped parcels and an abandoned former chain store at a significant intersection providing a unique opportunity for potential development
- Limited existing drive aisle connections with several conflicts' points
- Multiple curb cut entry points from the arterial thoroughfare



EXISTING CONDITIONS

- | | |
|---------------------------------------|--|
| Existing Primary Streets | Existing curb cuts/ entry points |
| Existing Secondary Streets | Commercial Parking Lot |
| Existing Main Drive Aisle Connections | Conflict; Existing barrier (landscape/ fence) between drive aisles |
| Existing Service Drive Aisle | |

E2. SUNSET STRIP

Location
North block of Village Center at Sunset Strip between NW 68th Avenue and NW 64th Avenue, bounded by NW 24th Street on the north, NW 64th Avenue on the east, Sunset Strip on the south, and NW 68th Avenue on the west.

- Block Conditions**
- Commercial block of mostly small shopping centers facing Sunset Strip
 - Block includes small civic space, church anchoring corner with abutting single family residential behind
 - Long, narrow block with the commercial side on curve
 - Multiple drive aisle conflicts
 - Many curb cuts
 - No rear shared service lane
 - On-street parking



EXISTING CONDITIONS

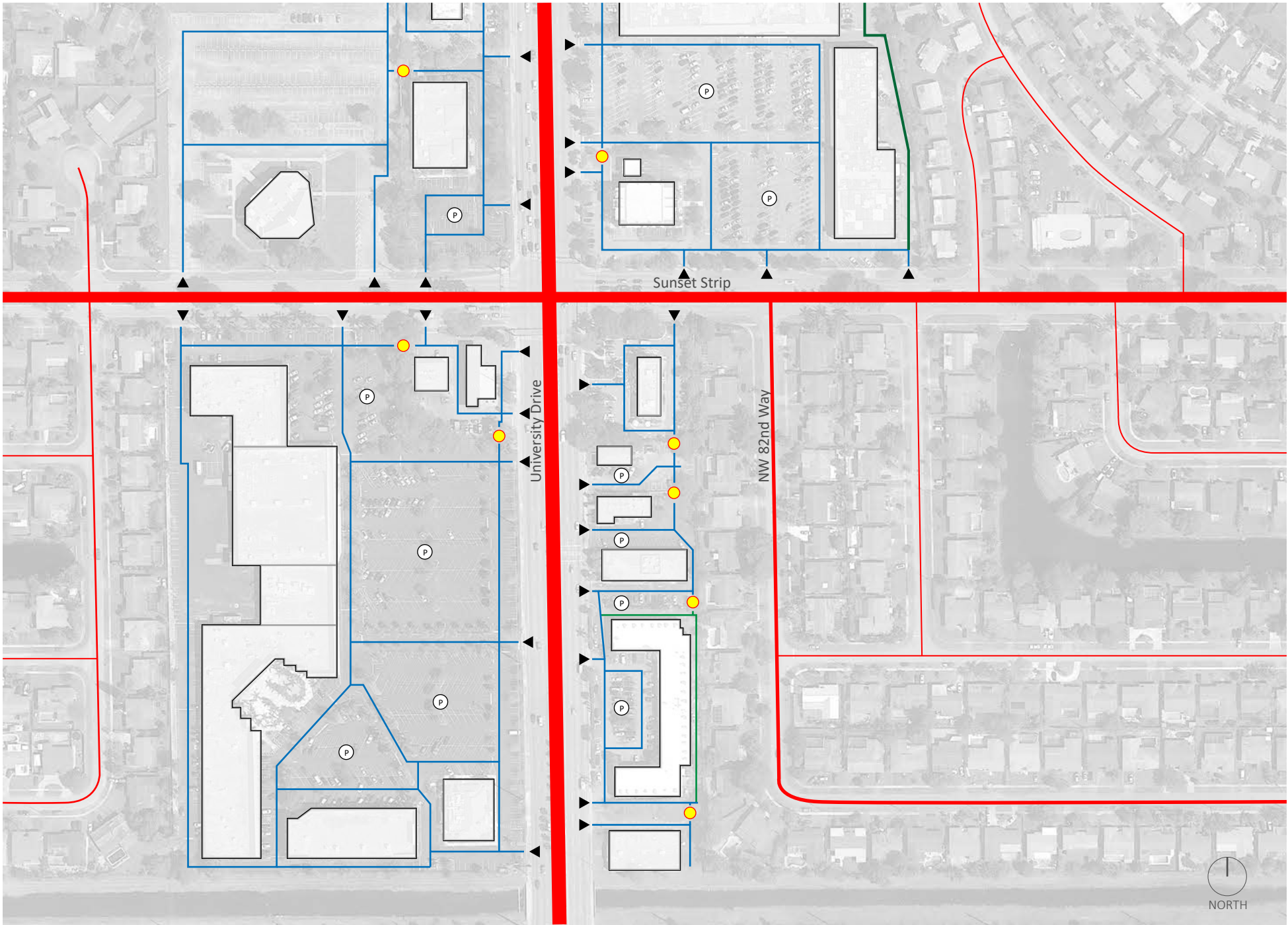
- Existing Primary Streets
- Existing Secondary Streets
- Existing Main Drive Aisle Connections
- Existing Service Drive Aisle

- Existing curb cuts/ entry points
- Commercial Parking Lot
- Conflict; Existing barrier (landscape/ fence) between drive aisles

E3. UNIVERSITY DRIVE

Location
Intersection at Sunset Strip and University Drive, bounded by shopping plaza on the north, residential single-family homes on the east, city boundary/ canal on the south, and residential single-family homes on the west.

- Block Conditions**
- Intersection with two large shopping centers and various independent commercial pods
 - Multiple drive aisle conflict points within smaller commercial pods
 - Several drive aisle connections with conflicts points in larger shopping centers
 - Multiple curb cut entry points from arterial thoroughfare
 - Non-continuous rear service drive aisle
 - Shallow lots create challenges for redevelopment



EXISTING CONDITIONS

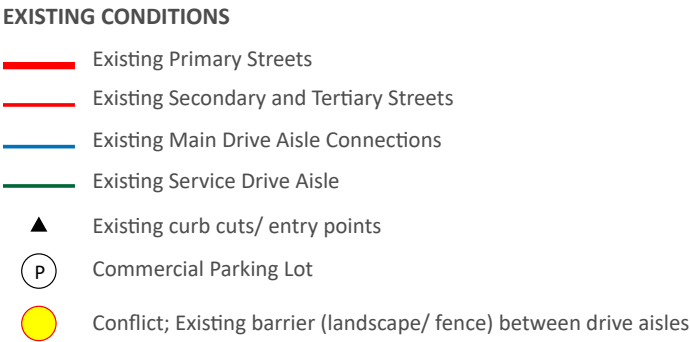
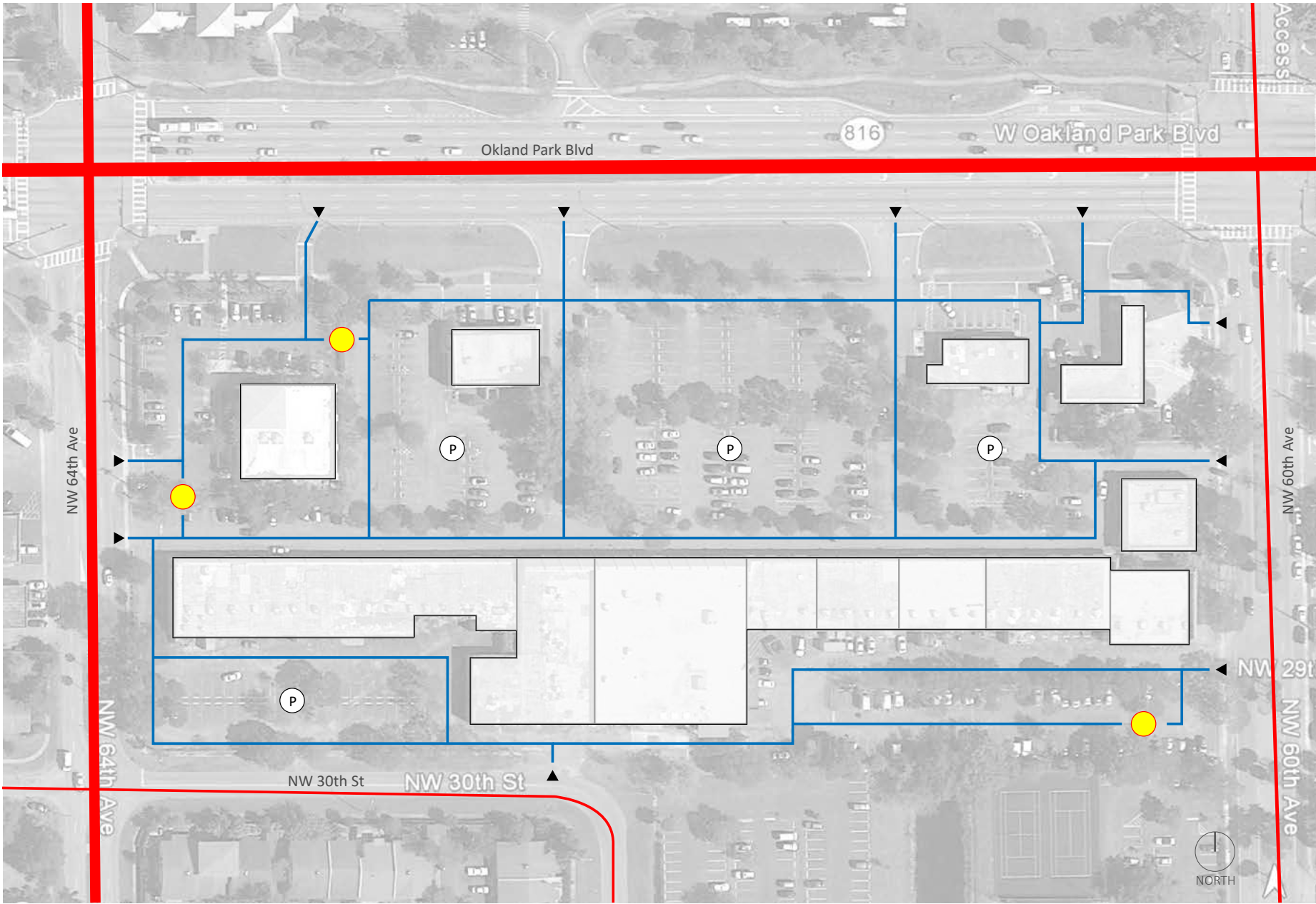
	Existing Primary Streets		Existing curb cuts/ entry points
	Existing Secondary and Tertiary Streets		Commercial Parking Lot
	Existing Main Drive Aisle Connections		Conflict; Existing barrier (landscape/ fence) between drive aisles
	Existing Service Drive Aisle		

E4. OAKLAND PARK BOULEVARD

Location
South block along Oakland Park Boulevard between NW 64th Avenue and NW 60th Avenue, bounded by Oakland Park Boulevard on the north, NW 60th Avenue on the east, NW 30th Street on the south, and NW 64th Avenue on the west.

Block Conditions

- Large shopping center with various independent commercials pods
- Several drive aisle conflicts within smaller commercial pods
- Multiple curb cut entry point from arterial thoroughfare
- One rear service drive aisle conflict



STREETSCAPE IMPROVEMENTS

The purpose of this section is to analyze the existing streetscape conditions and to identify constrains and opportunities for potential improvements to the streets based on the identified street character. The city is undergoing major capital improvements and street transformations with the Sunset Strip Complete Streets Project, therefore this analysis builds on those initial ideas and suggests other short-term streetscape improvements, where possible. As market conditions improve and investment occurs, additional future design enhancements can be explored.

THOROUGHFARE CHARACTER TYPOLOGIES:

Village Center	Sunset Strip between NW 70 th Avenue and NW 64 th Avenue
Linear Park	Sunset Strip between NW 14 th Street and NW 64 th Avenue Sunset Strip between NW 70 th Avenue and NW 82 nd Terrace
Gateway Entrances	NW 68 th Avenue between Oakland Park Boulevard and Sunset Strip NW 64 th Avenue between Oakland Park Boulevard and Sunset Strip
Residential	NW 24 th Street between NW 68 th Avenue and NW 64 th Avenue
Commercial Center	Sunset Strip between Sunrise Boulevard and NW 14 th Street Sunset Strip between NW 82 nd Terrace and University Drive
Commercial Corridors	Sunrise Boulevard University Drive Oakland Park Boulevard
Trail/ Shared-Use Path	Along canal bordering city limits of Sunrise and Plantation Along canal bordering city limits of Sunrise and Lauderhill near Oakland Park Boulevard

The street sections shown in this document were typical samples taken from each area to give a general concept of the street conditions.

A. STREETSCAPE ELEMENTS

PUBLIC REALM

The appearance and character of a public right-of-way plays a large role in the overall quality and livability of a community. The design of building and thoroughfare elements that form these spaces are important details that contribute to attracting and retaining people with positive urban experiences. This may include:

- Building Frontage – buildings should be brought to the front of streets, with off street parking and service at the rear of properties
- Windows and Doors – a fair distribution of doors and windows makes a building livelier and interesting
- Storefronts – retail at ground level with larger window showcasing the business help attract potential customers as well as make street livelier and interesting
- Canopies (awning) – provides some shade and shelter for pedestrians, limits glare from sunlight and adds architectural character
- Arcades (architecture) – provides shade and shelter for pedestrian and adds architectural character
- Sidewalk – areas should be clearly defined for pedestrian walking along storefronts and furnishing zones for outdoor tables and benches
- Bulb-out Curb Extension – expansion of sidewalk at intersection or mid-blocks, narrows crosswalk distance, increases area for street furnishings
- Crosswalk – identifies location for pedestrian to safely cross street at intersection or mid-blocks, special design treatment reinforces a community’s character image/brand
- On-street Parallel Parking – provides buffer from moving traffic, increase retail sales with drive-by consumers

STREETSCAPE FURNISHINGS

Furnishings provide important amenities for pedestrians. They add functionality and vitality to a street, attract people, provide visual interest, improve safety and comfort, and reinforce a community’s character image/brand. This may include:

- Seating and Leaning Rails - for rest and comfort of pedestrian
- Bicycle Rack – provides storage for bicycles
- Bollard - short post to protect pedestrians from vehicular traffic
- Tree Grate – increases sidewalk area and protects pedestrians from tree roots
- Bus Shelter – protect and comfort transit user from weather
- Waste/Recycle Bin – help to maintain clean streets by providing a place discard and recycle waste
- Drinking Fountain – provides hydration to pedestrians

SIDEWALK, ALLEY, PARKING, AND STREET LIGHTING

Increases nighttime safety; enhances the public realm with unique features. This may include:

- Highway Lamps – lighting used on arterial thoroughfares scaled for motorized vehicles (+25’)
- Pedestrian-scale Street Lamps – lighting used at urban centers scaled for a pedestrian environment (+/- 15’)
- Hanging Street Lights – lighting hung from wires attached to building facades freeing up the need for post
- String lighting – string of lights hung from building facades creating a festive look
- Bollard Lighting – low lighting installed on bollards scaled for pedestrian walkways
- Accent Landscape – used to illuminate landscape (tree trunks and canopy)
- Lighting from private businesses and buildings
- Blue Lighting and Smart Lighting - technological trends in safety and efficiency

LANDSCAPE

Enhances aesthetics; defines, shapes, and scales public realm; improves exterior climate conditions; accentuates areas; buffers elements; contributes to local ecological environment; and promotes sustainability. This may include:

- Trees – Used to create shade for pedestrian activity, increase canopy cover for ecological benefits, and scale down thoroughfare widths.
- Hedges – Used to enhance medians and tree planters, control access to and from areas, buffer element from sound and visibility, or used to accent design.
- Accent – special or flowering species (tree or hedge) used to accentuate a particular location.
- Groundcover – Used to enhance medians, tree planters, or accent areas.
- Sod – grass areas used for recreational purposes, civic parks, greens, swales, or on sub-urban lawns
- Gravel – used to enhance medians and tree planters. Paving material for trails, paths, and walkways

TRAFFIC CALMING DEVICES

Protect areas from speed through-traffic; improve pedestrian safety; and reduce noise pollution. This may include:

- Traffic Circle, Roundabout – circular intersection that causes vehicles to continuously flow in one direction around a central island
- Speed Table, Raised Pedestrian Crossing – raises entire wheelbase of a vehicle to reduce speed
- Raised Intersection Table - speed table at intersection
- Narrowed Lanes
- Extensive street trees
- Bulb-out Curb Extensions – narrow width of roadway at pedestrian crossings
- Chokers – curb extensions that narrow roadway to single lane at certain areas
- Pedestrian Refuge Island – small island that narrows lane widths
- Bollard – short post to divert traffic from areas

DRIVEWAY STANDARDS

Bring uniformity in design, material and dimension to enhance aesthetics and appeal. This may include:

- Design: Encourage single straight head-in driveway and discourage semi-circle driveway
- Materials, colors, design, and finishes: Limit options to bring uniformity
- Dimension: Avoid excessive driveway widths and turning radii

PUBLIC WAYFINDING SIGNAGE

A comprehensive wayfinding signage system helps to inform people of the surroundings in an environment with information at strategic points to guide people in the right direction. A uniform design helps to reflect the character and image of a community’s brand. This may include:

- Gateway Sign – usually located near an entrance into as a community welcoming visitor to the area
- Neighborhood Sign –identifying a local neighborhood area
- Town and Village Center Sign – signage identifying arrival at a community’s urban center
- Public Building and Facility Sign – specifically identifying a municipality’s public buildings
- Exit wayfinding - leading people back to major roadways and expressways
- Directional Sign – signage on a poll showing directional arrows to significant locations
- Parking Sign – signage on a pole or mounted to a building identifying detection to parking
- Parking Lot/Garage ID Sign – signage identifying a particular parking lot and/or garage
- Neighborhood Street Map Directory – a map identifying an area, local landmarks, significant locations and local businesses

PRIVATE SIGNAGE

Signs play a major role in the identification and promotion of a business. They impact streetscapes and pedestrian experiences. A signage code will benefit east Sunrise as it prevents improper placement, neglect, and excessiveness. A new code will preserve and enhance the appearance of streetscapes and assures that signs are properly maintained. This may include:

- Building Sign – limited to individual building located at the top or at building entrance
- Storefront Sign – limited to businesses above storefronts
- Window Sign – limited to a storefront window
- Pedestrian Blade Sign – signage perpendicular to building façade easily read by a pedestrian walking along the sidewalk
- Pedestrian A-frame Sign – a movable sign directed to pedestrians usually displaying a current sale or daily special (these signs should be prohibited to attract vehicular attention)
- Building Directory Sign – sign mounted on a wall near a building entrance identifying building occupants
- Address Sign – numerical signs identifying address of a building or storefront

PUBLIC ART

Public art plays a major role in creating a sense of community and civic pride. It can serve as an initiative to bring the community together and improve feelings of safety and pride. This may include:

- Sculptures
- Murals
- Light displays
- Seating
- Artistic pedestrian crosswalks
- Unique streetscape elements

B. VILLAGE CENTER

This area is the heart and soul of east Sunrise. The recently constructed Complete Streets improvements along Sunset Strip will help to reinforce this role, but a variety of other design features and conditions do not contribute to the “village feel” of the area. These include parking lots in poor condition, limited tree canopies for outdoor dining and pedestrian comfort, the lack of parallel parking to protect pedestrians (where feasible), the lack of a wayfinding system, some inconsistencies in lighting coverage and color, and significant setbacks for structures away from the sidewalks. To help clarify these concepts, we have included some short-term improvement ideas on the following pages.

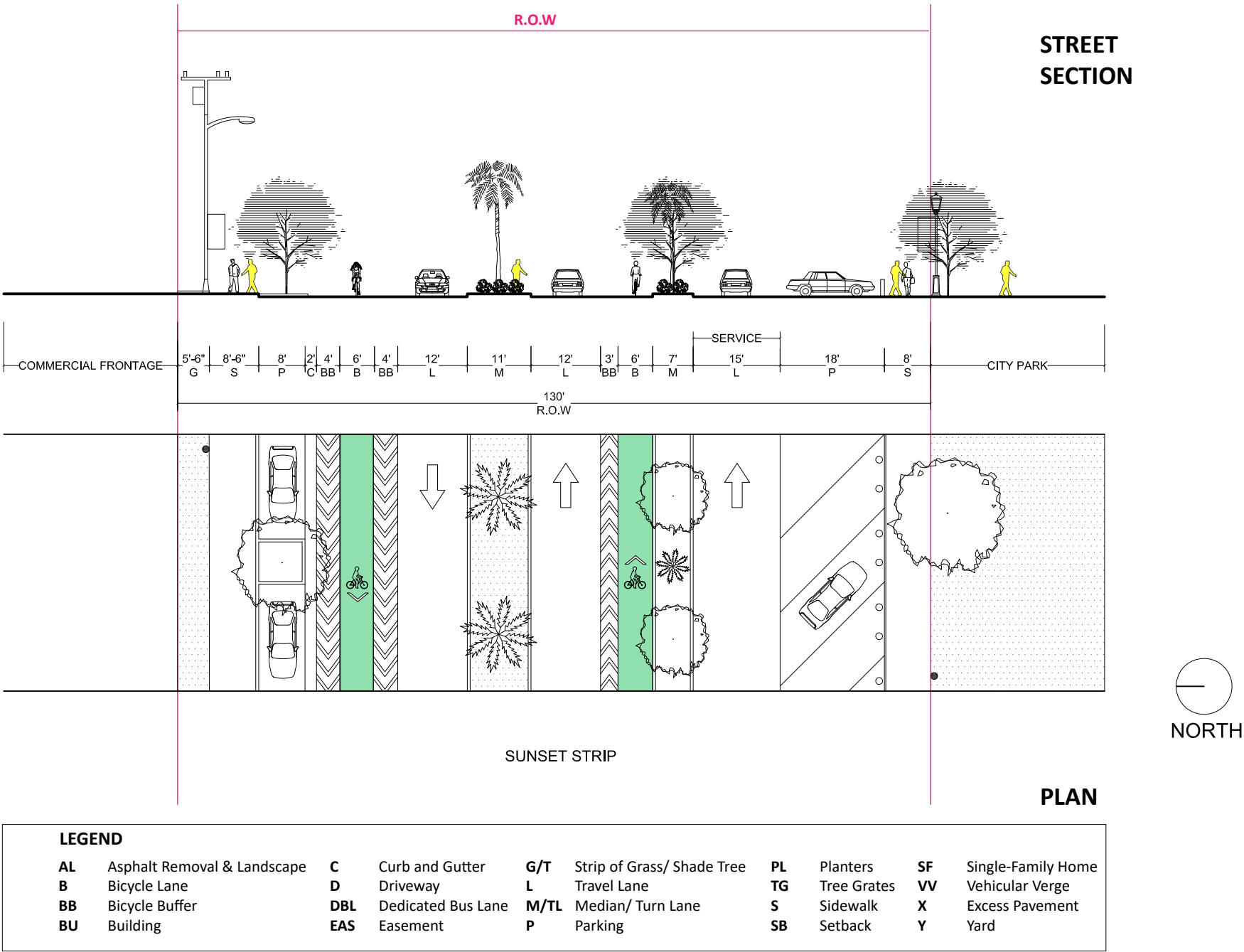
SUNSET STRIP - BETWEEN NW 68TH AVENUE & NW 64TH AVENUE

Description

- 01 One lane in each direction
- 02 6’ bicycle lane
- 03 Bicycle buffer
- 04 8’ sidewalk along City Park

Short-Term Improvements

- 01 Increase tree canopy along sidewalk (pedestrian comfort; shade)
- 02 Provide additional landscape at median (street aesthetics)
- 03 Provide “main street” character banners at street light posts (community identity and branding)
- 04 Provide wayfinding signage at major intersections (community identity and branding)
- 05 Provide enhancements to bus stops; shelter structure, bench, bicycle storage (pedestrian comfort)
- 06 Crosswalk enhancements at major intersections and mid-block crossings; paint day with the community (community identity and branding)
- 07 Provide bollards at angle parking (pedestrian safety)
- 08 Expand pedestrian oriented street lights and parking lot lighting (pedestrian safety)
- 09 Provide “bike share” racks
- 10 Provide public art (community identity and branding)



C. GATEWAY ENTRANCES

These streets serve as entry ways into the Village Center from Oakland Park Boulevard. They include a median with large palms and are mostly fronted by single-family residential. On NW 68th Avenue, there is a brick-like structure with columns serving as a physical gateway into the neighborhood. There are many opportunities throughout the area to continue a similar theme of other brick-like architectural features that build upon the character of east Sunrise and serve as amenities to pedestrians and bicyclists. These streets have limited traffic calming features, little wayfinding signage, and inconsistent lighting.

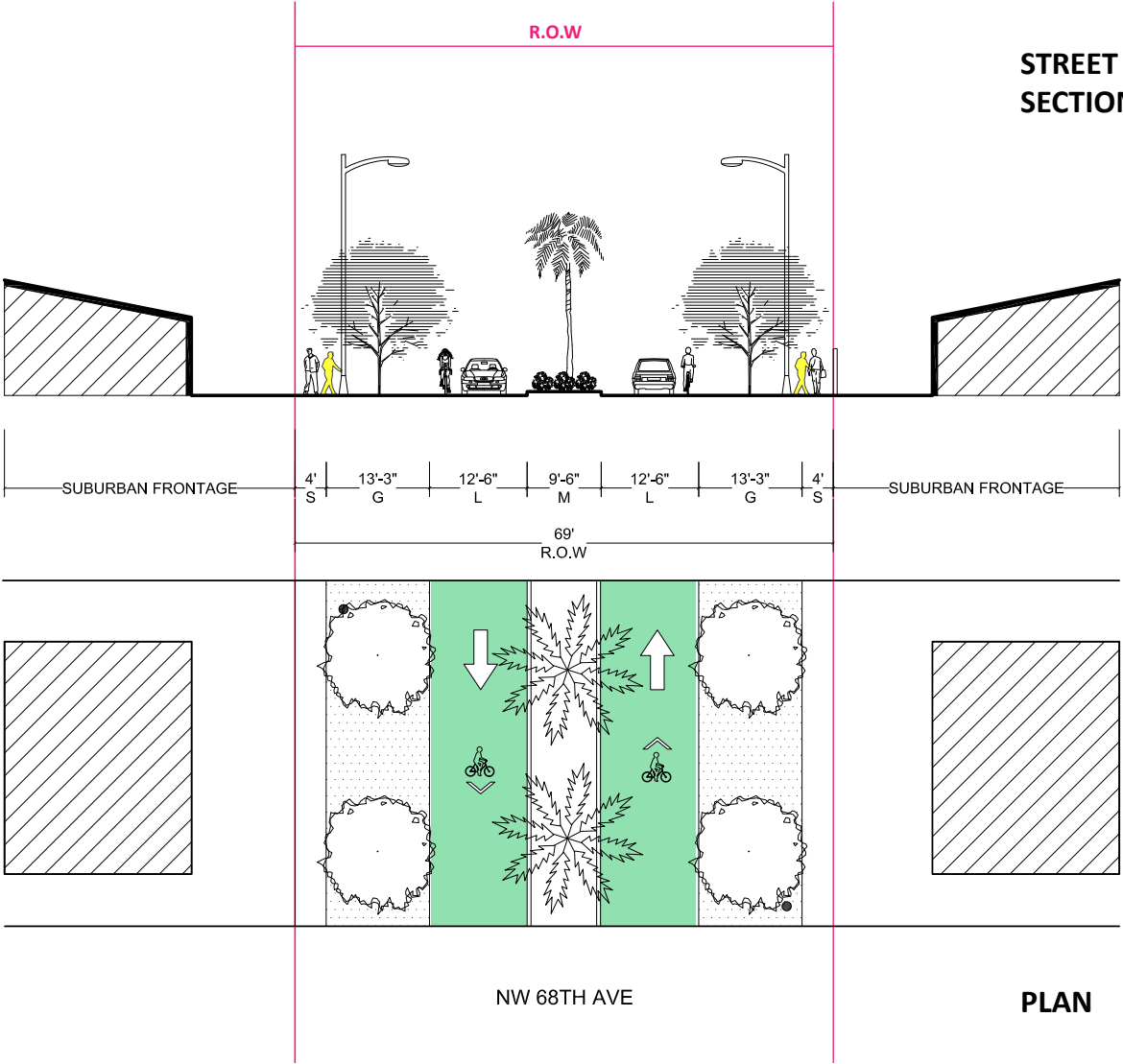
NW 68TH AVENUE BETWEEN SUNSET STRIP & OAKLAND PARK BOULEVARD

Description

- 01 4’ sidewalk
- 02 2 lanes in each direction
- 03 9’-6” median
- 04 No curb and gutter at sidewalk. Only curb at median.
- 05 Major arterial street lighting (both sides)

Short-Term Improvements

- 01 Maintain lane widths
- 02 Designate “sharrow” along travel lanes (shared lane marking)
- 03 Provide traffic calming measures, such as, striped intersections, painted crosswalks, raised speed table, and bollards. (pedestrian safety)
- 04 Increase tree canopy along sidewalk (pedestrian comfort; shade)
- 05 Provide additional landscape at median (street aesthetics)



LEGEND					
AL	Asphalt Removal & Landscape	C	Curb and Gutter	G/T	Strip of Grass/ Shade Tree
B	Bicycle Lane	D	Driveway	L	Travel Lane
BB	Bicycle Buffer	DBL	Dedicated Bus Lane	M/TL	Median/ Turn Lane
BU	Building	EAS	Easement	P	Parking
				PL	Planters
				TG	Tree Grates
				S	Sidewalk
				SB	Setback
				SF	Single-Family Home
				VV	Vehicular Verge
				X	Excess Pavement
				Y	Yard



◀ Gateway entrance sample photo. Ybor City, Tampa. FL

C. GATEWAY ENTRANCES (CONTINUED)

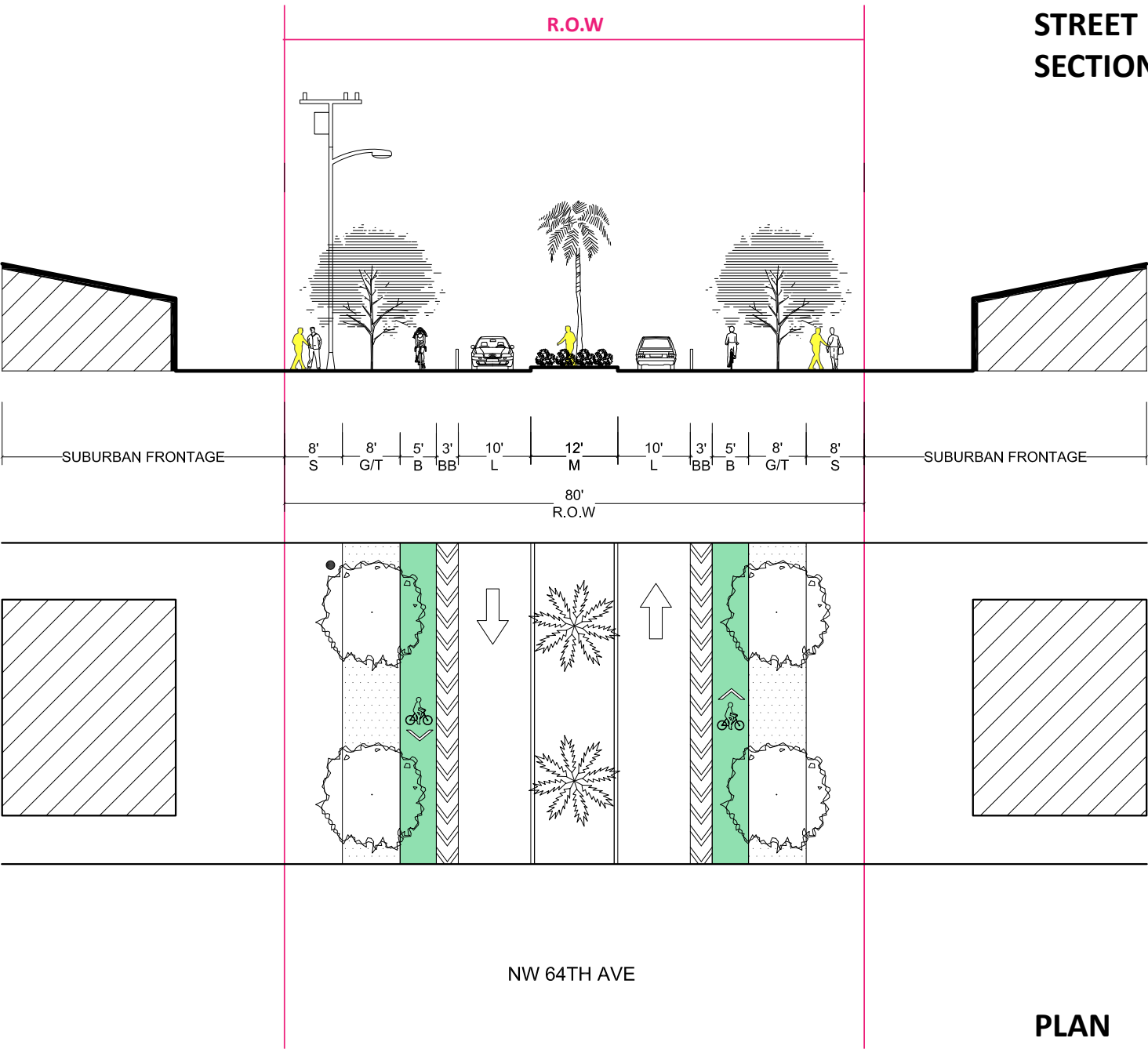
NW 64TH AVENUE BETWEEN SUNSET STRIP & OAKLAND PARK BOULEVARD

Description

- 01 Narrow lane widths
- 02 One lane in each direction
- 03 Designate bike lane and buffer (both sides)
- 04 New 6'-8' sidewalk (both sides)

Short-Term Improvements

- 01 Provide traffic calming measures, such as, striped intersections, painted crosswalks, raised speed table, and bollards. (pedestrian safety)
- 02 Increase tree canopy along sidewalk (pedestrian comfort; shade)
- 03 Provide additional landscape at median (street aesthetics)
- 04 Provide banners at existing street light post (community identity and branding)
- 05 Provide wayfinding signage at major intersections (community identity and branding)



LEGEND					
AL	Asphalt Removal & Landscape	C	Curb and Gutter	G/T	Strip of Grass/ Shade Tree
B	Bicycle Lane	D	Driveway	L	Travel Lane
BB	Bicycle Buffer	DBL	Dedicated Bus Lane	M/TL	Median/ Turn Lane
BU	Building	EAS	Easement	P	Parking
				PL	Planters
				TG	Tree Grates
				S	Sidewalk
				SB	Setback
				SF	Single-Family Home
				VV	Vehicular Verge
				X	Excess Pavement
				Y	Yard

D. RESIDENTIAL

Most residential streets within the study area need only basic improvements such as improved lighting, landscape and minimal street furnishings. When planting trees, consideration should be given to its corresponding formality or informality within the community. For instance, tree-lined streets of one species are more appropriate for residential neighborhoods that have consistent building patterns with sidewalks and proximity to density. Natural clusters of multiple species are likely to be in less dense residential areas with less consistent building patterns and perhaps no sidewalks. The selection of tree species can help define smaller individual neighborhoods within east Sunrise. Streets should be narrowed when reconstructed or repaved. Some streets may benefit from traffic calming designs such as traffic circles, roundabouts, bottlenecks, or raised intersection tables to limit and control vehicular speeds. Parking on swales may be organized with a parking pad design standard using permeable pavers and/or crushed gravel. This may be implemented with a required permit.

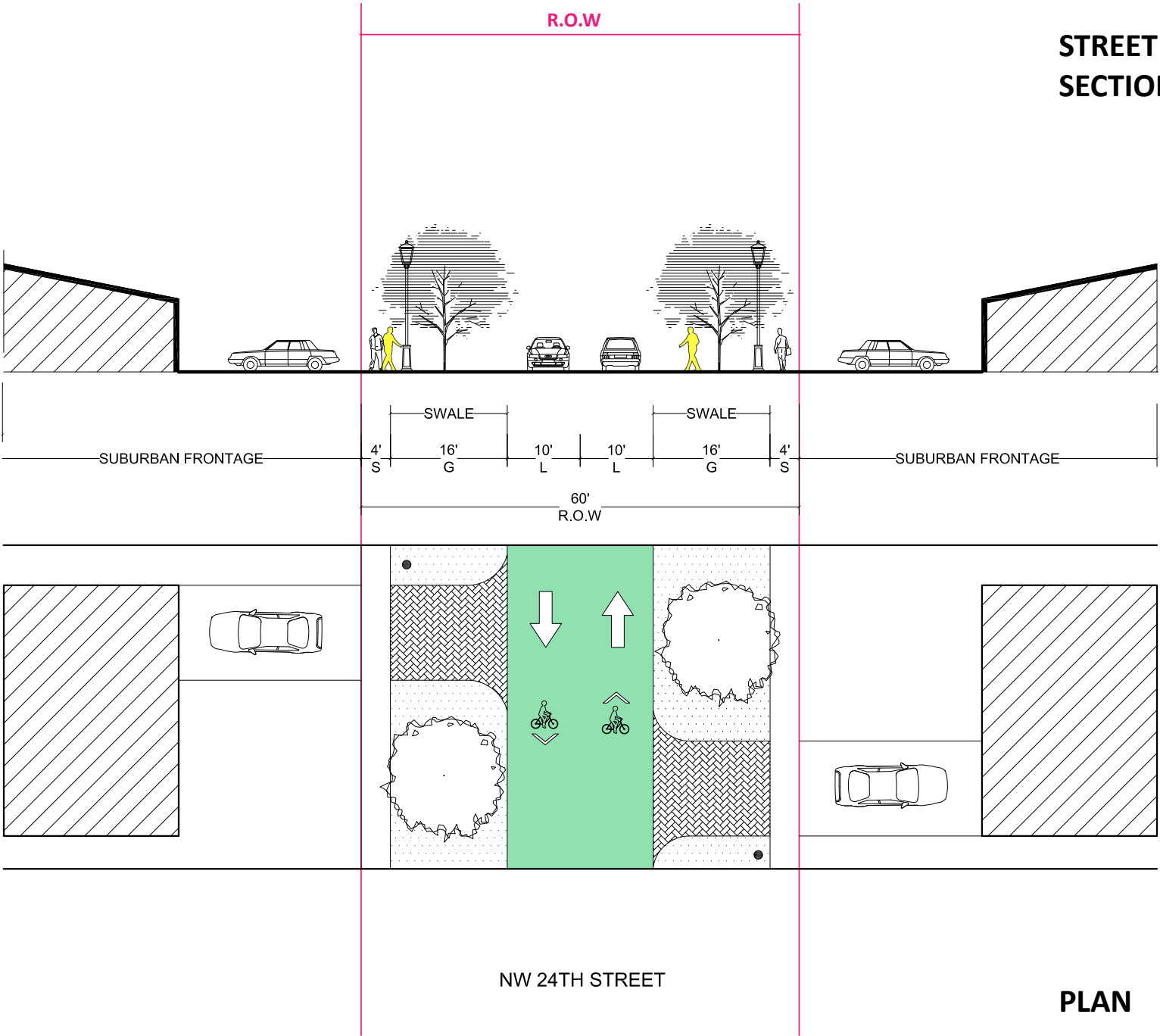
NW 24TH STREET BETWEEN NW 68TH AVENUE & NW 64TH AVENUE

Description

- 01 4’ sidewalk
- 02 One lane in each direction
- 03 No curb and gutter at sidewalk
- 04 Major arterial style street lighting (south side)

Short-Term Improvements

- 01 Maintain lane widths
- 02 Designate “sharrow” along travel lanes (shared lane marking)
- 03 Increase tree canopy along sidewalk (pedestrian comfort)
- 04 Enhance driveway surface within right-of-way
- 05 Replace major arterial style street lighting with decorative pedestrian-oriented lighting (street aesthetics)
- 06 Improve street lighting (night safety)



LEGEND					
AL	Asphalt Removal & Landscape	C	Curb and Gutter	G/T	Strip of Grass/ Shade Tree
B	Bicycle Lane	D	Driveway	L	Travel Lane
BB	Bicycle Buffer	DBL	Dedicated Bus Lane	M/TL	Median/ Turn Lane
BU	Building	EAS	Easement	P	Parking
				PL	Planters
				TG	Tree Grates
				S	Sidewalk
				SB	Setback
				SF	Single-Family Home
				VV	Vehicular Verge
				X	Excess Pavement
				Y	Yard

E. COMMERCIAL CENTER

These areas feed traffic from the commercial arterials into east Sunrise. They serve as gateways and handle a large volume of traffic. As such, these intersections are considered important and valuable commercial areas and image-making gateway sites due to proximity and visibility. Even though these street sections have sidewalks and sometime bicycle lanes, they are not currently pedestrian or bicycle friendly.

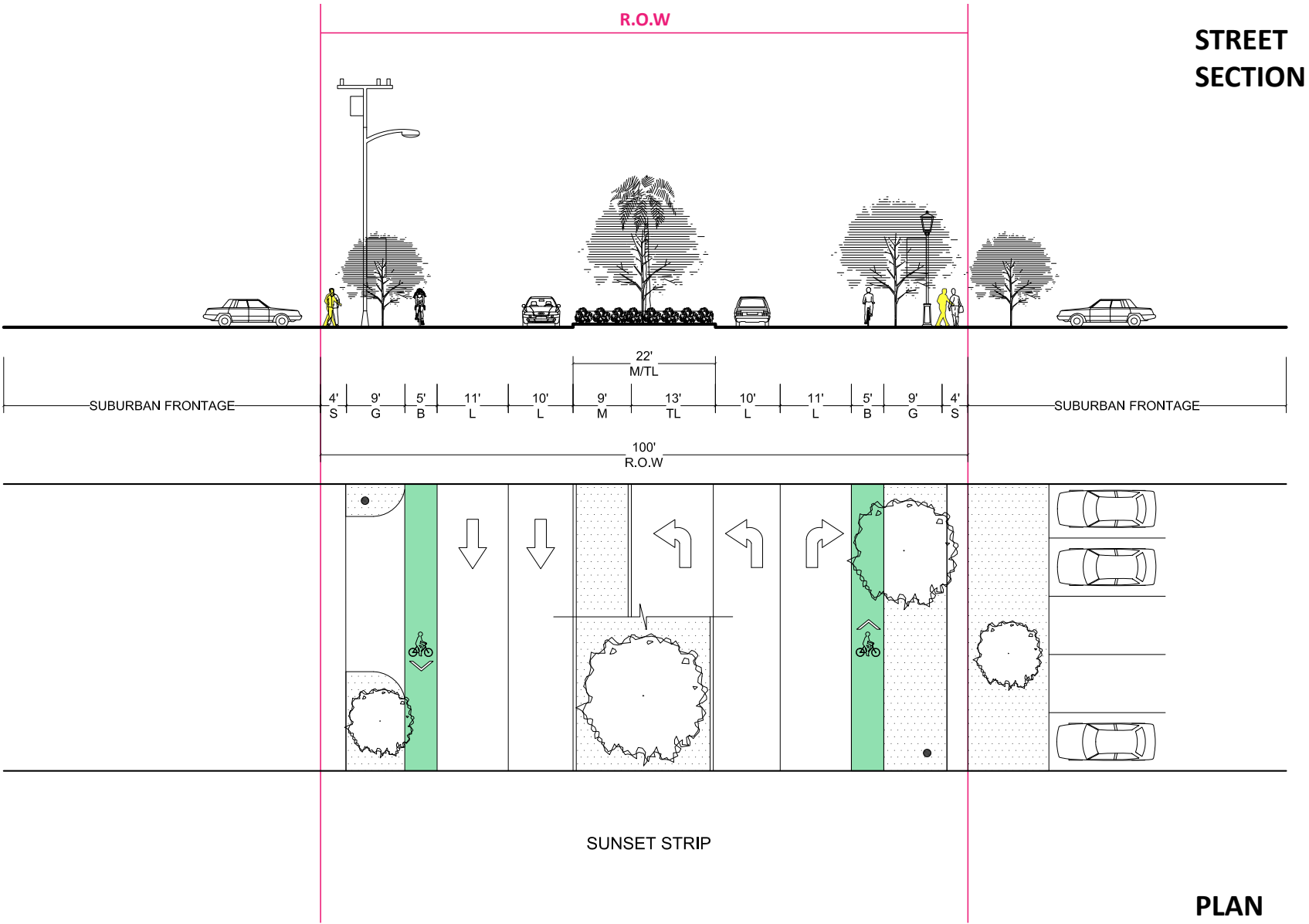
SUNSET STRIP - BETWEEN NW 14TH STREET & SUNRISE BOULEVARD

Description

- 01 Narrow lane widths; restriped
- 02 Designate bicycle lane along street edge
- 03 Enhanced lighting at intersections

Short-Term Improvements

- 01 Increase tree canopy along sidewalk (pedestrian comfort; shade)
- 02 Provide additional landscape at median (street aesthetics)
- 03 Provide “commercial center” character banners at street light posts (community identity and branding)
- 04 Provide wayfinding signage at major intersections (community identity and branding)
- 05 Provide enhancements to bus stops; shelter structure, bench, bicycle storage (pedestrian comfort)
- 06 Crosswalk enhancements at major intersections and mid-block crossings; paint day with the community (community identity and branding)
- 07 Improve street lighting and nearby parking lot/ building exterior (night safety)
- 08 Provide public art (community identity and branding)
- 09 Provide “gateway” sign at the intersection of Sunset Strip and Sunrise Boulevard (community identity and branding)
- 10 Provide flexible barrier to buffer bicycle lane



LEGEND							
AL	Asphalt Removal & Landscape	C	Curb and Gutter	G/T	Strip of Grass/ Shade Tree	PL	Planters
B	Bicycle Lane	D	Driveway	L	Travel Lane	TG	Tree Grates
BB	Bicycle Buffer	DBL	Dedicated Bus Lane	M/TL	Median/ Turn Lane	S	Sidewalk
BU	Building	EAS	Easement	P	Parking	SB	Setback
						SF	Single-Family Home
						VV	Vehicular Verge
						X	Excess Pavement
						Y	Yard

E. COMMERCIAL CENTER (CONTINUED)

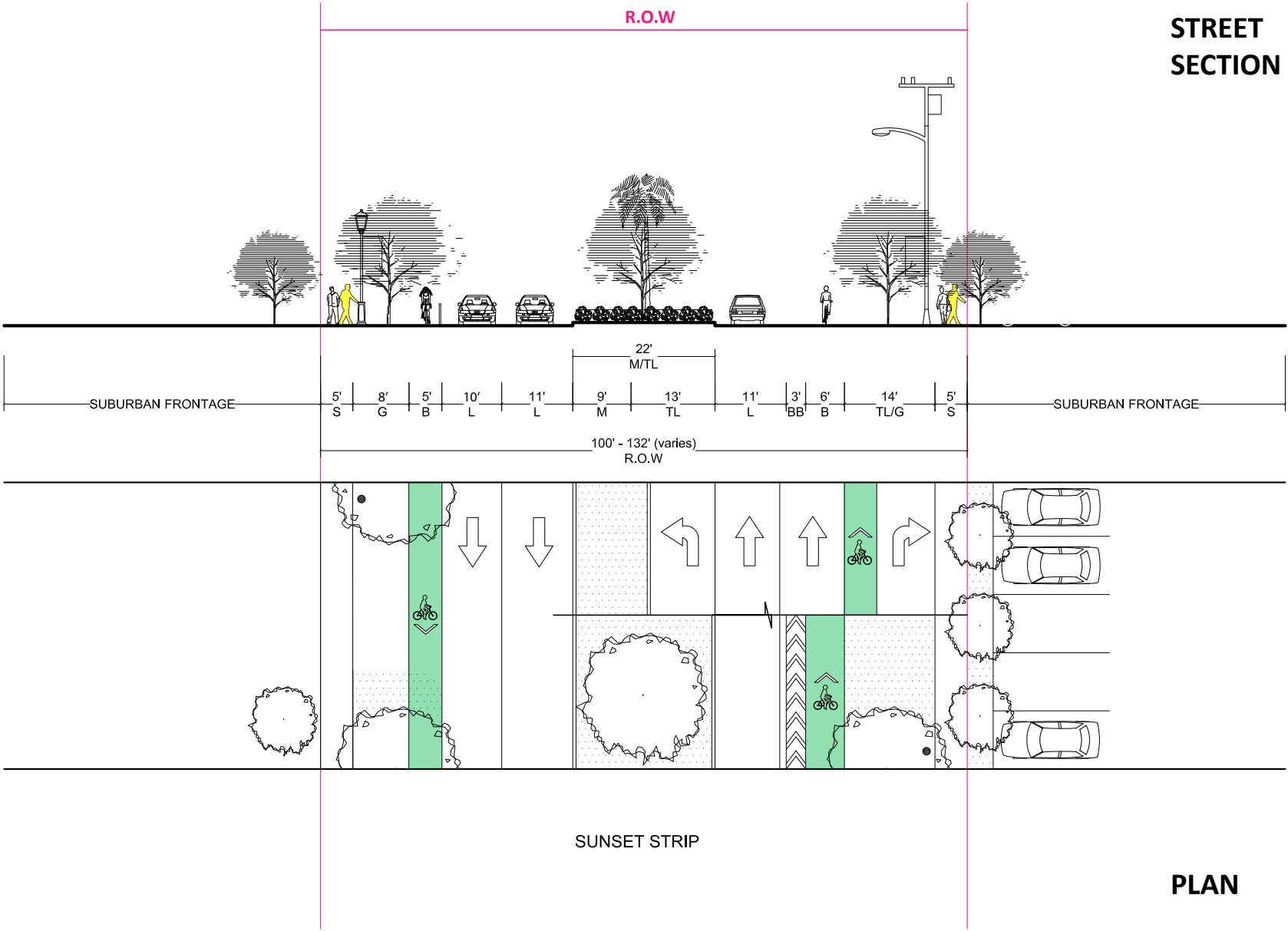
SUNSET STRIP - BETWEEN NW 82ND TERRACE & UNIVERSITY DRIVE

Description

- 01 Two lanes in each direction
- 02 5’ bicycle lane per FDOT

Short-Term Improvements

- 01 Increase tree canopy along sidewalk (pedestrian comfort; shade)
- 02 Provide additional landscape at median (street aesthetics)
- 03 Provide “commercial center” character banners at street light posts (community identity and branding)
- 04 Provide wayfinding signage at major intersections (community identity and branding)
- 05 Provide enhancements to bus stops; shelter structure, bench, bicycle storage (pedestrian comfort)
- 06 Crosswalk enhancements at major intersections and mid-block crossings; paint day with the community (community identity and branding)
- 07 Improve street lighting and nearby parking lot/ building exterior (night safety)
- 08 Provide public art (community identity and branding)
- 09 Provide “gateway” sign at the intersection of Sunset Strip and Sunrise Boulevard (community identity and branding)



LEGEND					
AL	Asphalt Removal & Landscape	C	Curb and Gutter	G/T	Strip of Grass/ Shade Tree
B	Bicycle Lane	D	Driveway	L	Travel Lane
BB	Bicycle Buffer	DBL	Dedicated Bus Lane	M/TL	Median/ Turn Lane
BU	Building	EAS	Easement	P	Parking
				PL	Planters
				TG	Tree Grates
				S	Sidewalk
				SB	Setback
				SF	Single-Family Home
				VV	Vehicular Verge
				X	Excess Pavement
				Y	Yard

F. COMMERCIAL CORRIDORS

Sunrise Boulevard, University Drive and Oakland Park Boulevard are heavily traveled arterials that feed the larger regional area as well as surround the perimeter of east Sunrise. Even though these thoroughfares have sidewalks and sometimes bicycle lanes, these streets are not pedestrian or bicycle friendly. Opportunities to improve their use and aesthetics are still possible with the use of easements to expand the sidewalk and incorporate bicycle facilities. In a few areas, service streets may be useful to reduce the number of curb cuts along these major arterials and improve connectivity within a parcel or between parcels. Reducing the number of curb cuts along arterials is important to reduce the impact on traffic flow and the number of conflict points between pedestrians, bicyclists and vehicles. These tools are important as these streets intersect with east Sunrise’s neighborhood center streets.

Like the neighborhood centers, maintaining building frontage along the street edge is essential to make the pedestrian experience continuous, pleasant and safe. While this is preferred, it is not completely necessary. Buildings lining the street, at the intersections of major corridors with Sunset Strip, will help define entry points into east Sunrise. Corner plazas and special architecture features that create a gateway entry should be incorporated at these intersections. This, however, will only be feasible if the market conditions exist to redevelop these neighborhood centers or at the very least the out parcels along the main corridors.

As redevelopment occurs, there are opportunities to implement an easement to expand the sidewalk area and provide shade trees. Sidewalks should be wide and contain shade trees to provide ample space for outdoor dining and comfort for pedestrians. Opportunity to include wide awnings or covered arcades over sidewalk area to provide shelter from weather should be explored. Parallel on-street parking to buffer pedestrians from street traffic on service streets are ideal. Streetscape furnishing, lighting and materials should reflect a neighborhood commercial character and include a comprehensive signage wayfinding system. Buildings should be mixed-use with ground floor retail storefronts.

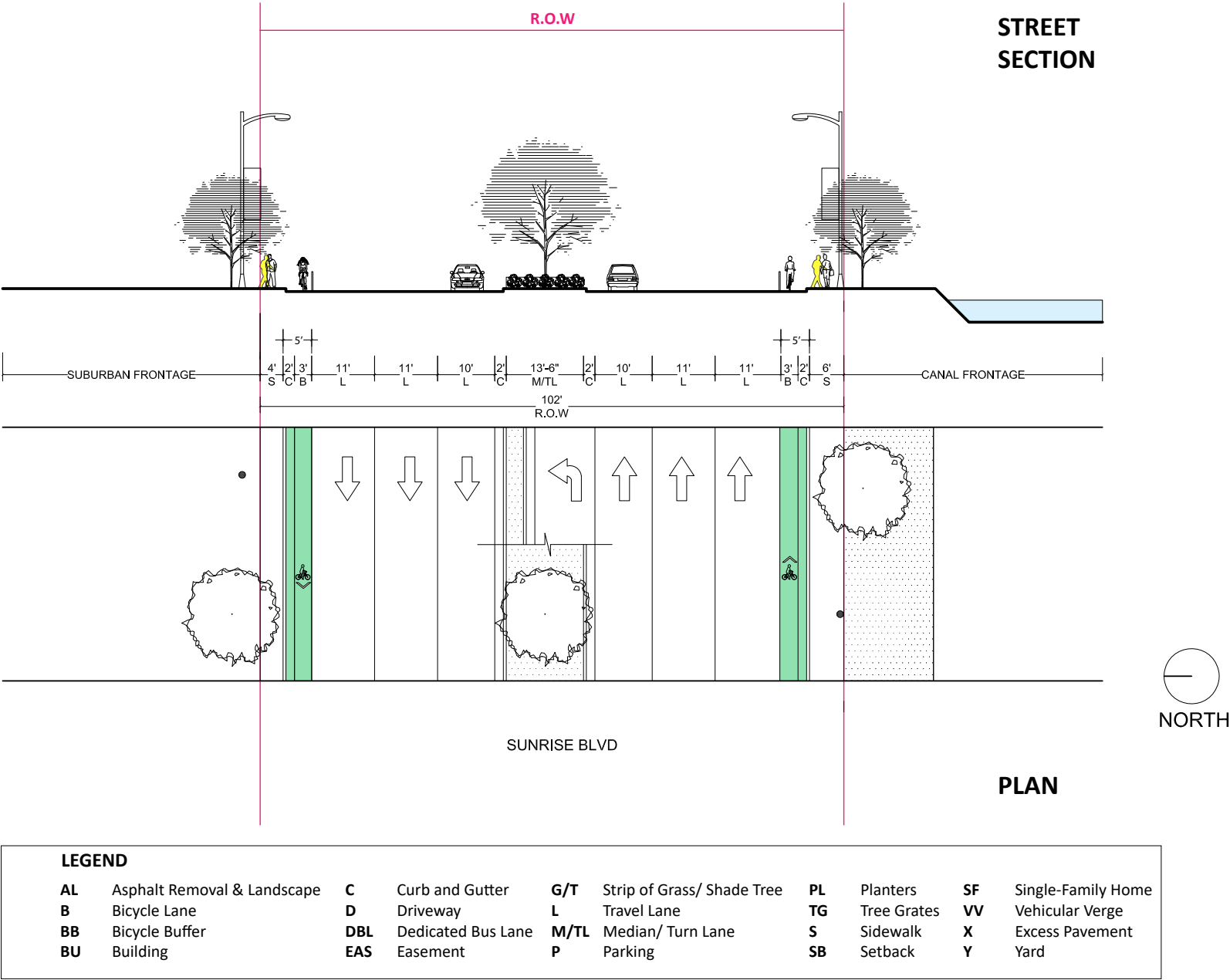
SUNRISE BOULEVARD

Description

- 01 Sidewalk width varies
- 02 Three lanes in each direction
- 03 13’-6” median with turn lane
- 04 Major arterial street lighting fixtures

Short and Mid-Term Improvements

- 01 Maintain existing curb
- 02 Narrow lane widths; restripe
- 03 Designate bicycle lanes on both sides and provide buffer with bendable barrier
- 04 Increase tree canopy along sidewalk (pedestrian comfort; shade)
- 05 Provide additional landscape at median (street aesthetics)
- 06 Provide “commercial” character banners at street light posts (community identity and branding)
- 07 Provide wayfinding signage at major intersections (community identity and branding)
- 08 Provide enhancements to bus stops; shelter structure, bench, bicycle storage (pedestrian comfort)
- 09 Crosswalk enhancements at major intersections and mid-block crossings; paint day with the community (community identity and branding)
- 10 Provide “gateway” sign at the intersection of Sunset Strip and Sunrise Boulevard (community identity and branding)



F. COMMERCIAL CORRIDORS
(CONTINUED)

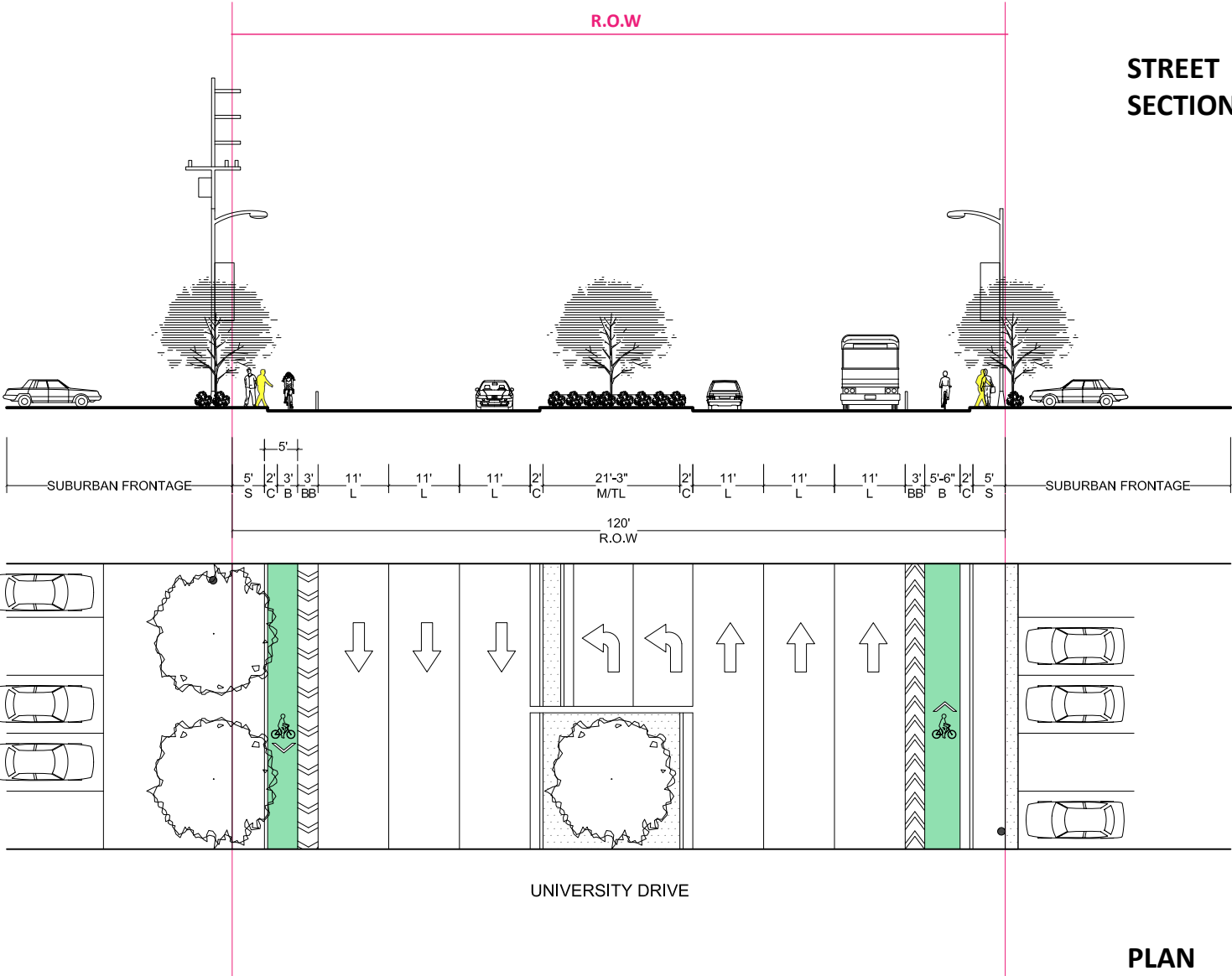
UNIVERSITY DRIVE

Description

- 01 5' sidewalk
- 02 Three lanes in each direction
- 03 21'-3" median with turn lane
- 04 Bicycle lane markings
- 05 Major arterial street lighting

Short and Mid-Term Improvements

- 01 Maintain existing curb
- 02 Narrow lane widths; restripe to allow more space for bicycle lanes and buffers
- 03 Designate bicycle lanes on both sides
- 04 Increase tree canopy along sidewalk (pedestrian comfort; shade)
- 05 Provide additional landscape at median (street aesthetics)
- 06 Provide “commercial” character banners at street light posts (community identity and branding)
- 07 Provide wayfinding signage at major intersections (community identity and branding)
- 08 Provide enhancements to bus stops; shelter structure, bench, bicycle storage (pedestrian comfort)
- 09 Crosswalk enhancements at major intersections and mid-block crossings; paint day with the community (community identity and branding)
- 10 Provide clearly defined pedestrian pathway connections to commercial buildings



LEGEND							
AL	Asphalt Removal & Landscape	C	Curb and Gutter	G/T	Strip of Grass/ Shade Tree	PL	Planters
B	Bicycle Lane	D	Driveway	L	Travel Lane	TG	Tree Grates
BB	Bicycle Buffer	DBL	Dedicated Bus Lane	M/TL	Median/ Turn Lane	S	Sidewalk
BU	Building	EAS	Easement	P	Parking	SB	Setback
						SF	Single-Family Home
						VV	Vehicular Verge
						X	Excess Pavement
						Y	Yard

F. COMMERCIAL CORRIDORS
(CONTINUED)

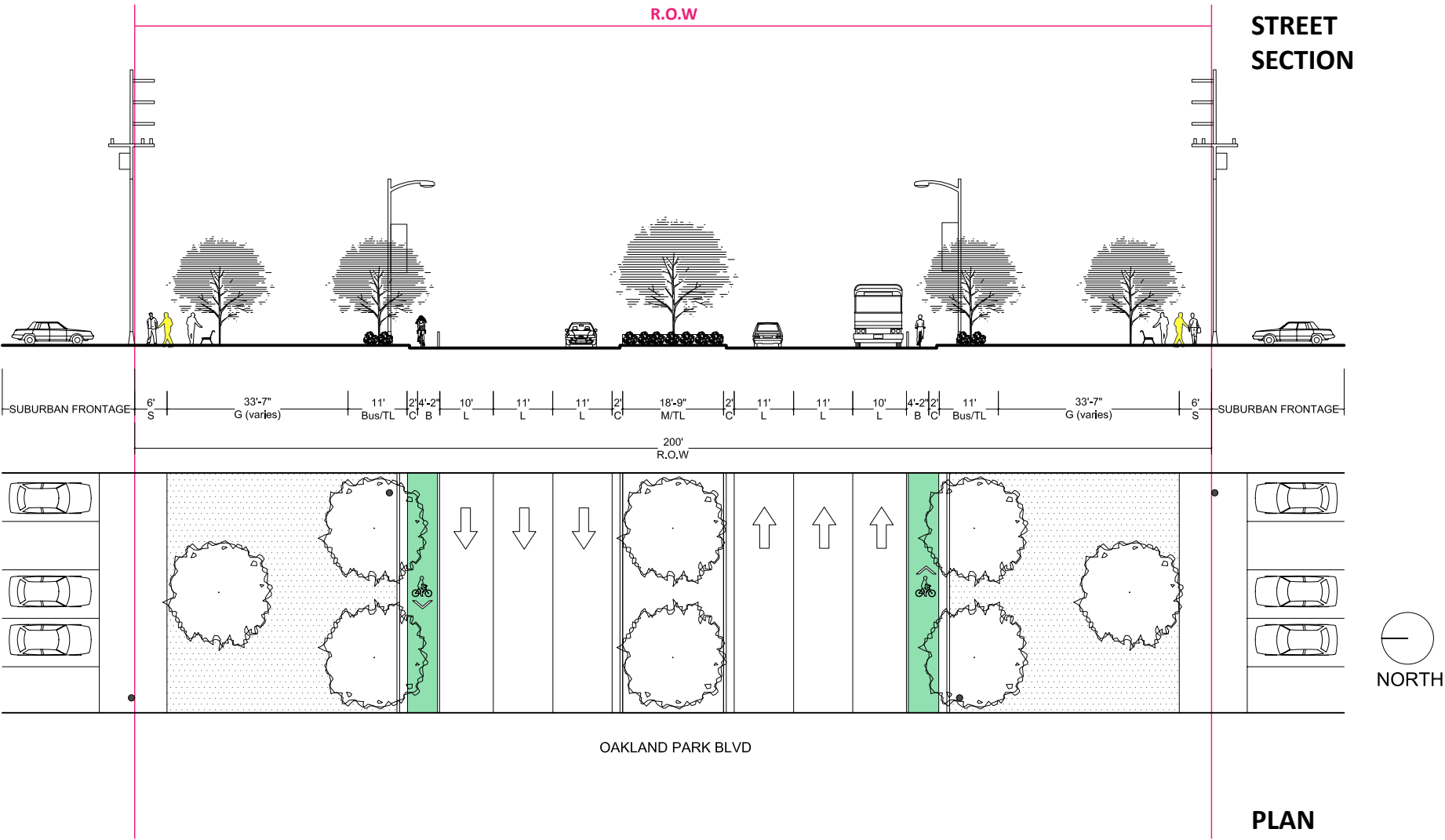
OAKLAND PARK BOULEVARD

Description

- 01 6’ outer sidewalk
- 02 Three lanes in each direction
- 03 31’-7” median with turn lane
- 04 Major arterial street lighting

Short and Mid-Term Improvements

- 01 Maintain existing curb
- 02 Narrow lane widths; restripe to allow more space for bicycle lanes and bendable barrier buffers
- 03 Designate bicycle lanes on both sides
- 04 Increase tree canopy along sidewalk (pedestrian comfort; shade)
- 05 Provide additional landscape at median (street aesthetics)
- 06 Provide “commercial” character banners at street light posts (community identity and branding)
- 07 Provide wayfinding signage at major intersections (community identity and branding)
- 08 Provide enhancements to bus stops; shelter structure, bench, bicycle storage (pedestrian comfort)
- 09 Crosswalk enhancements at major intersections and mid-block crossings; paint day with the community (community identity and branding)



LEGEND							
AL	Asphalt Removal & Landscape	C	Curb and Gutter	G/T	Strip of Grass/ Shade Tree	PL	Planters
B	Bicycle Lane	D	Driveway	L	Travel Lane	TG	Tree Grates
BB	Bicycle Buffer	DBL	Dedicated Bus Lane	M/TL	Median/ Turn Lane	S	Sidewalk
BU	Building	EAS	Easement	P	Parking	SB	Setback
						SF	Single-Family Home
						VV	Vehicular Verge
						X	Excess Pavement
						Y	Yard

G. TRAIL/ SHARED-USE PATH

A trail is an independent path separated from motorized traffic and dedicated to a specific use or activity such as walking, running, hiking, bicycling or equestrian horseback riding. Trails can be paved or unpaved depending on its location within a community. The closer it is to an urban environment, the more likely it will be paved and include added amenities. The further out, the more rural in character it will be with fewer amenities.

Shared-use paths are usually paved paths separated from motorized traffic and dedicated for travel by a variety of non-motorized users such as bicyclists, pedestrians, skaters, joggers, and others.

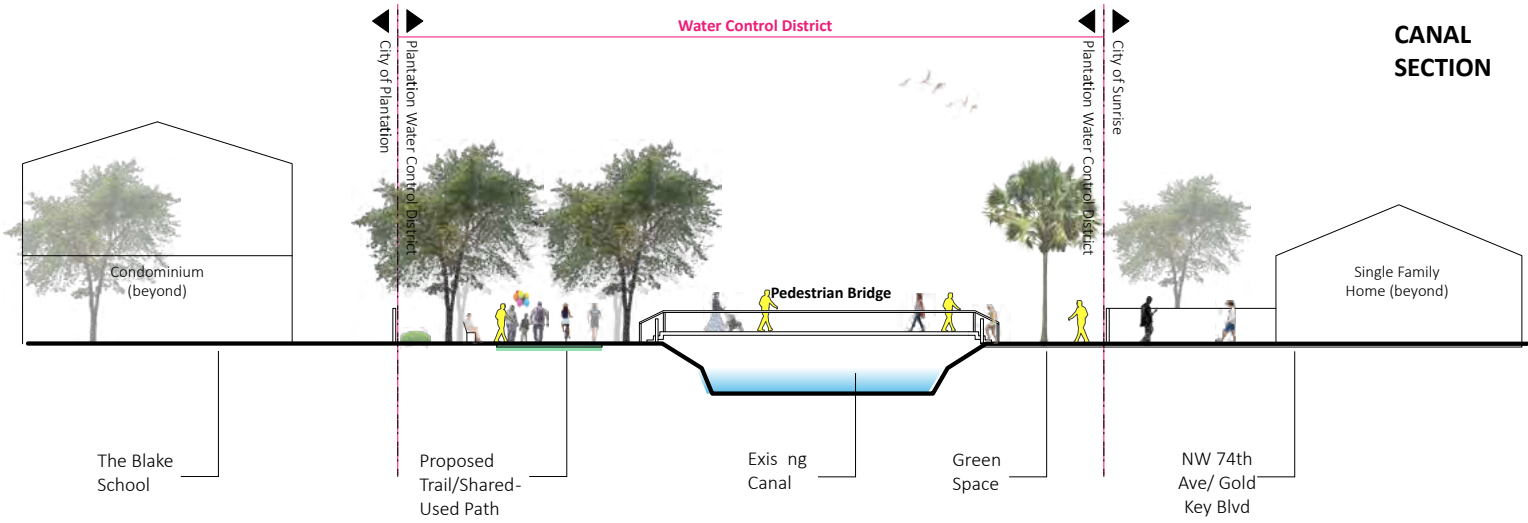
east Sunrise currently has no shared-use paths, but two opportunities were identified to build them.

A potential trail/ shared-use path along the canal bordering the city limits of Sunrise and Plantation is proposed. This route provides an opportunity to link the two communities together as well as help provide a safe route to the schools within each city, helping reduce the need for school children to walk or bike along the heavier traffic arterial thoroughfares. This route may also be expanded on for recreational uses to reach other destinations.

A second trail/path along the canal (C-13/ Middle River) partially bordering the city limits of Sunrise and Lauderhill near Oakland Park Boulevard provides an opportunity to take users west to the Everglades Conservation Levee Greenway.

Potentially, these paths may be expanded with an integrated bicycle network system that can help connect to other nearby trails such as:

- Hiatus Road Greenway: The Hiatus Road Greenway, which parallels the C-42 Canal, consists of approximately five miles of multipurpose paved pathway between the cities of Sunrise and Plantation. The trail includes landscaping, benches, and signage in a suburban area.
- The Plantation Preserve Linear Trail: a one-mile trail that bisects a public 18-hole golf course (the Plantation Preserve Golf Course) and has water paralleling on both sides, traversing wetlands and is a popular spot for birdwatching.
- C-13 Canal Greenway Trail: offers a paved, flat, and open route from the outskirts of Oakland Park through Lauderdale Lakes.
- New River Greenway: Runs east-west and connects to the everglades. A potential expansion of this route may include a proposed path along the North Fork New River east towards the Turnpike (parallel to Sunrise Boulevard). From the Turnpike there is an opportunity to connect to an existing trail that heads south. With a few other potentially viable connections, this route may connect to the New River Greenway.



TRAIL EXAMPLES



C&O Canal, Washington DC



Katy Trail, Dallas



Pinellas Trail, Tampa



Hudson River Greenway, NYC

TRAIL/ SHARED-USE PATH	
Description	
01	Designate unpaved route for trail/ shared-use path
02	Add lighting on the trail and adjacent properties. Special lighting on and around the potential crossing connections
03	Provide dog waste stations
04	Provide “trail” programming events
Mid-Term Improvements	
01	Provide shade trees along path making sure they do not conflict with lighting
02	Pave route for trail/ shared-use path
Long-Term Improvements	
01	Expand new paved path to encourage greater capacity
02	Enhance path amenities to include rest areas with water and shelter
03	Provide bike share stations at trail heads
04	Provide pedestrian bridge over canal

INFRASTRUCTURE

The purpose of this section is to review issues related to infrastructure including water, wastewater, natural gas, utilities and storm water systems.

WATER

The City of Sunrise Utilities Department’s drinking water is from the Biscayne aquifer through a series of wells. The aquifer is replenished by surface water recharge that percolates into the aquifer through many feet of soil, sand and rock that act as natural filters to remove impurities. The City’s wells have a capacity to deliver 51.5 million gallons of water per day and the Utility serves approximately 215,000 people within Sunrise, Weston, Davie, and Southwest Ranches. The Utilities Department operates four well fields and three water treatment plants.

Treatment of the water includes lime softening, filtration, and disinfection. Also, a small portion of the water is treated with Reverse Osmosis membranes at the Springtree Water Treatment Plant. Treated water is stored to meet peak demand periods. Chlorine and ammonia are added for disinfection and fluoride is added for dental health purposes.

The east Sunrise Improvements Study Area is treated at the Springtree Water Treatment Plant and that water is pumped through a transmission system consisting of pipes and storage tanks to ensure demands of local distribution systems are met. The permitted capacity of the Springtree Water Treatment Plant is 25.5 MGD, the current annual average daily water demand is 14.8 MGD and, as of April 24, 2017, outstanding committed capacity is 0.05 MGD. Therefore, approximately 10.7 MGD of additional water capacity exists for development in east Sunrise.

WASTEWATER

There are three wastewater treatment plants currently operated by the City of Sunrise Utilities Department: Springtree Wastewater Treatment Facility (WWTF) with a capacity of 10 MGD, Sawgrass WWTF with a capacity of 20 MGD, and Southwest WWTF with a capacity of 0.99 MGD. The total wastewater treatment plant capacity for the City of Sunrise service area is 30.99 MGD.

The east Sunrise Improvements exist within the Springtree WWTF Service Area. The total current wastewater demand within this area are approximately 8.7 MGD, and, as of April 24, 2017, outstanding committed capacity is 0.05 MGD. Therefore, approximately 11.5 MGD of water treatment capacity exists for development in east Sunrise.

NATURAL GAS

The City of Sunrise owns a natural gas utility that provides service to nearly 10,000 homes and businesses located in Sunrise, Tamarac, Lauderhill and Weston. In order to determine available capacity, a specific service request must be made for each subject property.

STORMWATER

The City of Sunrise drainage system consists of a tertiary system of catch basins and roadside swales, a secondary system of canals and lakes and a primary canal system, which is regulated by the South Florida Water Management District. The City is currently undertaking a Master Planning Effort with a consultant to update the specific stormwater needs throughout the City.

GENERAL FEEDBACK BASED ON PROPOSED STREETScape IMPROVEMENTS

The proposed streetscape improvements have been reviewed in relation to the existing infrastructure. For each of the corridor improvements planned, there are no direct conflicts with existing or known proposed infrastructure. Each of the corridors must be reviewed for site specific conflicts with infrastructure during the design phase. Stormwater inlets may need to be adjusted horizontally or converted into gutter inlets to accommodate proposed curbing.

SIGNAGE & LANDSCAPE

The way people feel about a place as they travel through it is influenced by many things, but signage and landscaping have a very significant impact on those perceptions – and the willingness of people to invest their time and money in a place. Signage is an essential tool for communicating what kinds of businesses and public institutions are present, and even private signage helps us find our way. If poorly designed or maintained, signage can also make a place feel chaotic, unwelcoming, boring, or disorderly – qualities that are not attractive to most people.

The Plan addresses the need for careful design and placement of signage as part of the strategic recommendations for each District. It also suggests the need to coordinate signage placement and design carefully with landscaping requirements that can sometimes block signage unintentionally. Several Opportunity Sites recommendations discuss the need for special attention to this kind of design coordination.

Landscaping helps create environments that soften the look and feel of the hard materials we use to build structures, roads, sidewalks, plazas and other spaces. Sidewalks lined with shade trees and colorful flowers are places people want to be. Medians and front yards with colorful flowers help people feel engaged and safer. Landscape buffers between single family homes and other uses help make both kinds of places more appealing. Even parking lots with great landscaping can be appealing to visitors and shoppers. Research has validated the health benefits of landscaping and other natural features as well. The Plan addresses landscaping concepts and requirements as part of the recommendations for each District, and it suggests some kinds of landscape buffers for several of the Opportunity Sites, including some suggested ways to create new landscape requirements as part of a new form-based code.

By carefully addressing signage, landscaping, and the balance between them for commercial properties, the Plan helps to improve the attractiveness and appeal of public spaces – including commercial spaces. This new attractiveness will accelerate the rates of visitation, investment, walking/biking, spending, and social interaction that make places vibrant.

NEXT STEPS

- ⚙️ Ensure signage design guidelines promote the districts and the goals within or create signage guidelines to help businesses and properties amplify the image and brand for east Sunrise.
- ⚙️ Encourage business owners to upgrade signage.



▲ Example of well-designed sidewalk with business signage and landscape. AMAC Small Business Solutions



◀ Example of signage design guidelines

IMAGE & BRAND

Successful implementation of the Plan strategies and projects will require intentionally addressing the image and brand of east Sunrise in order to accelerate progress and change the way people feel about the place. Through the redevelopment and revitalization planning process, several initial steps of brand development and marketing strategy were begun. However, additional steps need to be taken to create a brand promise, and business and consumer attraction marketing plan and campaign.

To assist with future implementation, the following objectives and strategies were developed:

Image and brand tend to define people and describe a city or particular neighborhood/district based on certain assets and attributes (or lack of). Once a city or district has undergone a branding and visioning process, it's important to convey that message and reinforce the brand. Everything from signage, print materials, city logo, tag lines, color schemes, design guidelines, regulatory guidelines, retail storefronts, building heights and connections, perception of safety, decorum at city council meetings, and even types of landscaping materials all contribute to the image of a city or a particular area. The constant reminder of "WHO" the city or neighborhood is should be part of everyday discussion inside city hall.

NEXT STEPS

1. Create a branding campaign (see "City Branding Guide" in the appendix for action steps).
2. Create community identity (brand) through architecture, furnishings and other improvements.
3. Create regularly occurring signature events for communities to connect and celebrate, building community pride and supporting the city brand.
4. Hold "Banker/Broker" Events – this program is designed to engage both the banking and brokerage industries in the redevelopment process. The Neighborhood Ambassadors can assist with the event. Information about what the City is doing to attract business and promote housing opportunities and development is provided during a fun and entertaining event. Tours can be arranged to tour the attendees around key sites to inform them of what's going on in the City. Collecting a data base of contacts begins the process of ongoing communication and outreach and results in word spreading about the redevelopment efforts underway.
5. Implement a clean and safe program: Adequate law enforcement is required to protect property values, commercial activity levels and the quality of life of the residents. The term "clean and safe" is the modern, urban phrase for well-maintained streets and a police presence. The reputation of the City rests on the shoulders of a safe environment where residents and visitors feel safe to walk throughout the area at all times of the day and night. Community policing involves a plan that includes proper staffing and training of personnel, and engagement with the citizens and businesses of the area.
6. Promote east Sunrise and its assets to increase awareness, elevating the opportunity for investors, developers and businesses to discover the business - friendly environment in Sunrise, including participation in:
 - ⚙ Chambers of Commerce activities and events
 - ⚙ Trade Shows
Trade shows that are forums for expanding businesses including retailers, restaurants and other businesses should be part of the City's Business Attraction Program. For example, International Council of Shopping Centers has over 70,000 members and conducts conferences throughout the year that afford the opportunity to meet representatives from the industry and talk with them about the City and its opportunities. The annual regional conference is held in Orlando every August. Urban Land Institute is another valuable entity for affiliation; the city should become a member and attend events to reach the development industry professionals who attend ULI events.
 - ⚙ Discovery tours during events
Use events to tour potential businesses and investors, showcasing the opportunities available and increasing interest and commitment to the area.

Merchant Association & Neighborhood Ambassador Program & Community Involvement

Existing businesses have a major role to play in strengthening the brand of east Sunrise, and they need to get better organized to have real impact. Working with the Chamber of Commerce – or even independently – a core group of merchants should be recruited to provide guidance, support, ideas, and regular feedback. The exact structure will depend on those involved.

A key program for these business people to champion is the Neighborhood Ambassadors Program. The objective of this program is to educate and engage residents and business owners through social networking events presented by the City of Sunrise and hosted by area shops and restaurants. This helps with great storytelling and referrals. A more complete description of the program is located in the Plan appendix.

Strong communities have engaged resident and business members. A Neighborhood Ambassador Program creates a forum to ensure the residential and business communities are made aware of and participate in the redevelopment process. This format can be used for a main street or business area as well in the form of a Merchant Ambassador Program. For the purposes of this plan, the Neighborhood Ambassador Program will provide the template that can be used as a guide for multiple purposes. These “Ambassadors” are key to providing an army of people who are actively promoting the shared vision and future of the City. They become “brand champions”.

NEXT STEPS

- ⚙ Engage the resident and business community and create a platform for outreach and exposure for the initiatives outlined in the Master Plan.
- ⚙ Use the Neighborhood Ambassadors program as a vehicle for an expanded, more effective merchant association (for business cross-promotions and word-of-mouth recommendation).



REGULATORY ENVIRONMENT

Two important aspects of an effective regulatory environment are predictability and speed. New or amended regulations should work to maximize predictability using clear language and foster educational efforts to guide the private sector’s understanding of the regulations. east Sunrise projects could also receive priority or expedited permit processing and other regulatory approvals. Such features are highly attractive to potential developers and investors and given the current regulatory environment in many nearby communities, this may create a competitive advantage for east Sunrise.

Regulation is where a local government has the most ability to influence economic growth. Cities should look at their regulations as an incentive for development; if done effectively they will result in not only new development but improved quality of life.

Recommendations discussed in more detail in the Opportunity Sites and Districts sections include:

- more extensive use of form-based codes that help with both certainty and flexibility,
- enhanced code enforcement education and penalty efforts,
- the use of new design guidelines for a variety of features including lighting, landscaping and signage, and
- the provision of regulatory and enforcement flexibility as incentives when the majority of other regulations and guidelines have been adhered to or created on a particular site.

Note that although specific regulatory suggestions were made for the Opportunity Sites, regulatory options may vary once a form-based code is developed for east Sunrise.

The following section is from formbasedcode.org, and clearly demonstrates the benefits and intent of such as code:

A form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. A form-based code is a regulation, not a mere guideline, adopted into city, town, or county law. A form-based code offers a powerful alternative to conventional zoning regulation.

Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes are presented in both words and clearly drawn diagrams and other visuals. They are keyed to a regulating plan that designates the appropriate form and scale (and therefore, character) of development, rather than only distinctions in land-use types.

This approach contrasts with conventional zoning’s focus on the micromanagement and segregation of land uses, and the control of development intensity through abstract and uncoordinated parameters (e.g., FAR, dwellings per acre, setbacks, parking ratios, traffic LOS), to the neglect of an integrated built form. Not to be confused with design guidelines or general statements of policy, form-based codes are regulatory, not advisory. They are drafted to implement a community plan. They try to achieve a community vision based on time-tested forms of urbanism. Ultimately, a form-based code is a tool; the quality of development outcomes depends on the quality and objectives of the community plan that a code implements.

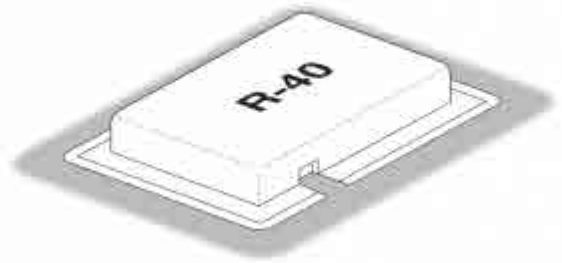
The following link visually demonstrates how a form based code impacts different types of properties going through a redevelopment process.

VISUALIZING BETTER RULES

<https://vimeo.com/89351836>

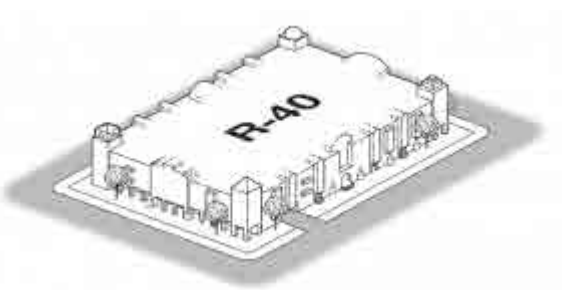
CONVENTIONAL ZONING

Density use, FAR (floor area ratio), setbacks, parking requirements, maximum building heights specified



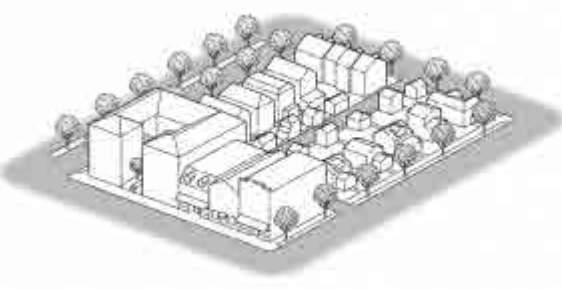
ZONING DESIGN GUIDELINES

Conventional zoning requirements, plus frequency of openings and surface articulation specified



FORM-BASED CODES

Street and building types (or mix of types), build-to lines, number of floors, and percentage of built site frontage specified.



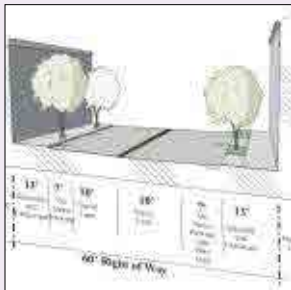
FIVE MAIN ELEMENTS OF FORM-BASED CODES

NEXT STEPS

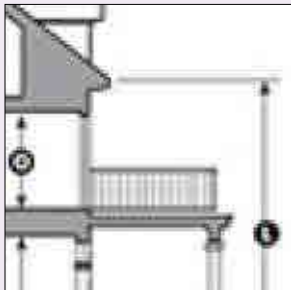
⚙ Initiate Form-Based Code amendments.



1. REGULATING PLAN - A PLAN OR MAP OF THE REGULATED AREA DESIGNATING THE LOCATIONS WHERE DIFFERENT BUILDING FORM STANDARDS APPLY.



2. PUBLIC STANDARDS - SPECIFIES ELEMENTS IN THE PUBLIC REALM: SIDEWALK, TRAVEL LANES, ON-STREET PARKING, STREET TREES AND FURNITURE, ETC.



3. BUILDING STANDARDS - REGULATIONS CONTROLLING THE FEATURES, CONFIGURATIONS, AND FUNCTIONS OF BUILDINGS THAT DEFINE AND SHAPE THE PUBLIC REALM.



4. ADMINISTRATION - A CLEARLY DEFINED AND STREAMLINED APPLICATION AND PROJECT REVIEW PROCESS.

Building Elements	
Encroachments	
Front, Areas II, III, IV	To ROW
Front, Areas V, VI	10' beyond
Front, recessed	3'
Side	3'
Notes	
Bay windows, balconies, stoops and the encroachment areas.	

5. DEFINITIONS - A GLOSSARY TO ENSURE THE PRECISE USE OF TECHNICAL TERMS

LIGHTING & WAYFINDING

Vibrant places attract residents and visitors who will support cultural and recreational activities, patronize businesses, and attend special events. As east Sunrise becomes a place more people want to spend time, some of those people will be visitors not familiar with the area, and many of them will visit at night. Additionally, area residents will want to walk and stroll more in the evenings as exciting new businesses, events, recreational programs, and cultural opportunities increase.

To make these visits and walking experiences more enjoyable, special attention is needed to create or enhance different kinds of lighting. Also, a system of signage and icons will help visitors more easily find their way to and from east Sunrise. As described in the recommendations for each district, lighting investments will need to be made by both public and private entities, and some new regulations will be needed.

The City will need to drive the development of a wayfinding system for east Sunrise that is part of a larger system for the entire City. As suggested in the sections for each district, those signs and icons will need adequate lighting, so visitors can comfortably find their way after dark.

NEXT STEPS

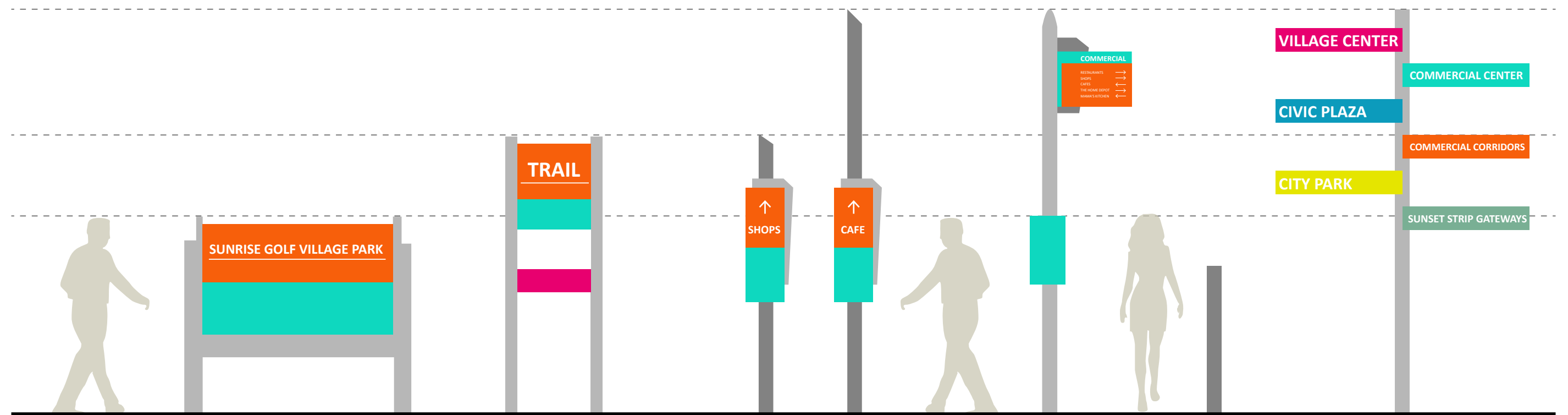
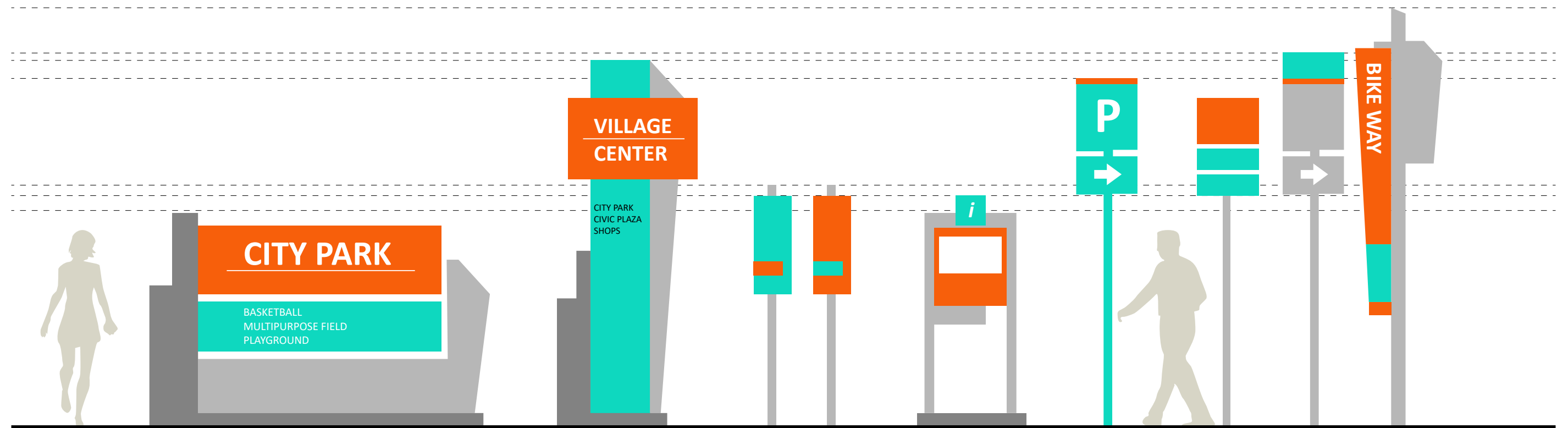
- ⚙ Create an east Sunrise Lighting Program with themed design elements
- ⚙ Place lighting in areas defined in each district in the plan.
- ⚙ Create an east Sunrise Wayfinding Design Program including themed design elements with signage specifications
- ⚙ Place wayfinding signage at locations described in each district per the plan



▲ Example of a well-lit retail street along west Atlantic Avenue. Downtown Delray Beach, FL



▲ Example of a well-lit retail street along northeast 2nd Avenue. Downtown Delray Beach, FL



PARKS, PLAZAS & PUBLIC ART

Public places where neighbors can comfortably spend time getting to know each other are an essential part of a healthy, vibrant community. A variety of these public spaces, from the formal to the informal, encourages positive social interactions among people of diverse backgrounds, ages, income levels, and even native languages. Public art in such places helps express care and concern and communicates the energy and culture of a particular place. Given the diversity of east Sunrise, a diverse array of public spaces will help improve community cohesion, pride, and reputation or brand.

The City has already made significant commitments for exciting improvements to multiple parks in east Sunrise in ways that enhance opportunities for more use and social interaction. Also, this Plan recommends some additional changes to parks and open spaces in the sections for various districts and on some of the opportunity sites.

Urban plazas are a different kind of public space more suited to events, markets, vendors, entertainers, and retail connections. An urban solution with less landscaping than parks, plazas can also help with the positive identity or brand of a place. A new major central plaza is recommended and more fully described in the Village Center District and Post Office opportunity site sections of the Plan. It will function as a regular gathering place for both residents and visitors, and it will become a key part of the identity of east Sunrise.

Public art can help transform the way people feel about a place. It has been used for centuries to express community pride, tolerance, diversity, and the creative culture of places. Given the variety of public spaces available in east Sunrise, including medians, parks, plazas, and civic buildings, there is a tremendous opportunity to use public art to change perceptions, enhance community pride, improve wayfinding, and make walking a more enjoyable experience. Specific recommendations for ways to include public art can be found in several sections on Districts, with a special focus on gateways and the Village Center. Also, several opportunity sites provide significant opportunities to include public art on private property.

NEXT STEPS

- ⚙️ Create guidelines for public art and codify them at a commission meeting to guide installation per recommendations in each district.



▲ Example of public art in public spaces by Sextafeira. Coral Gables, FL



▲ Example of well-designed plaza with vendors, seating, and pavers. Charleston, SC



▲ Example of public art in public spaces by Sextafeira. Agueda, Portugal

03

IMPLEMENTATION

A. STAFFING RESOURCES & ORGANIZATION

Managing the implementation of so many improvement projects and programs will require multiple partners and champions both inside and outside City Hall. Setting priorities, establishing feedback loops to assess progress, coordinating and sequencing various efforts, ensuring that all efforts support the shared vision, attracting new funding, and communicating to internal and external audiences will require people and processes not currently in place. The City has already recognized the need for a person to manage this coordination focusing exclusively on east Sunrise.

At the same time, support from others will be essential for success. This includes strong priority support from key City staff from every department including but not limited to: Recreation, Community Development, Police, Communications, Engineering, and of course the City Manager’s Office. To help ensure both close coordination and broader team support, the creation of an “internal” east Sunrise Task Force is recommended. The Task Force should meet monthly, follow a formal agenda, and create meeting notes that clarify assignments, deadlines, and targets for progress measures.

Beyond City Hall, active partnerships will be needed with east Sunrise Homeowner Associations, County Engineering and Development staff, Broward County Transit, Broward Alliance, Chambers of Commerce, the Convention and Visitors Bureau, and Realtors groups, among others. A kick-off event of some type should include these partners, and they should be brought back on occasion to hear progress reports and successes within the community. It is important to make it clear they need to actively support the Plan and east Sunrise.

More specifically, there is a need to create a group of carefully selected east Sunrise business leaders to provide regular feedback about project and program details, progress and priorities. Initially, this group should meet monthly. Longer term, they can meet quarterly. A longer-term goal is for the businesses to self-organize around co-marketing opportunities, including events.

Annually, in order to maximize support and engagement by all partners and stakeholders, the City should present a progress update at a location in east Sunrise. Branded marketing materials that promote the progress should be produced and distributed as often as possible.

NEXT STEPS

- ⚙ Create an internal east Sunrise Task Force
- ⚙ Create a partnership group list and host Celebrate Sunrise kick-off event
- ⚙ Create a business forum for “In the Biz” business leaders to hear about redevelopment plans
- ⚙ Hire lead staff person
- ⚙ Create and distribute promotional materials regarding plans



Prepared By: RMA

B. INCENTIVE PROGRAMS & FUNDING SOURCES

There are a wide variety of incentives available throughout the county and state. While cities are not inclined to provide local general funds to the private sector, there are certain market conditions that cannot be overcome without some form of financial assistance. The cities that choose to utilize taxpayer dollars for incentives need to ensure the programs are effectively addressing problems that the private sector market can't address alone. Also, the "but for" test should be applied to all incentive programs, i.e. "but for" the city's assistance, a project or investment in a project, would not happen. City incentives can be extremely effective at stabilizing weak or unstable real estate conditions, especially in areas where the small business owner or large development site cannot afford to invest funds in the property and still produce a positive cash flow. By assisting property and business owners, the city can create a stable real estate climate and attract new investment that would not have otherwise been realized.

At the time of this study, there are approximately 707 businesses within the east Sunrise Study Area. The large number of businesses in the district is beneficial from a collective cluster standpoint. The famous Aristotle quote "The whole is greater than the sum of its parts" applies in this instance. Opportunity exists for better coordination among merchants as well as business retention and recruitment programs.

DATA FOR ALL BUSINESSES IN AREA	EAST SUNRISE STUDY AREA	CITY OF SUNRISE	BROWARD COUNTY
Total Businesses:	707	4,776	97,729
Total Employees:	3,924	50,011	1,066,495

(US Census Bureau, Census 2010, ESRI Inc.)

THE FOLLOWING SECTION DEFINES CURRENT AND OPTIONAL INCENTIVE PROGRAMS AS WELL AS OTHER FUNDING SOURCES FROM COUNTY, STATE AND FEDERAL SOURCES.

City of Sunrise Incentives

- Are primarily available for headquarters facilities and regional operations that require high-wage corporate employees. Technology-based, value-added operations are also incentive candidates.
- May be awarded upon receipt of a certificate of occupancy, or over a specified period of time.
- Vary by project, but award amounts generally range from \$50,000 to more than \$1million.

Broward County Incentives

- **Broward Redevelopment Program** - The Broward Redevelopment Program provides funding for eligible projects in defined redevelopment areas which have demonstrated blighting conditions, higher unemployment rates and lower property value growth than those of the municipality which the project is located or the County. The county has a formal application process and incentive funds are capped.
- **Broward County Job Growth Incentive** - The incentive is a direct cash incentive paid to new or existing companies creating jobs in excess of 115% of the County's average annual wage. This program requires the joint participation of Broward County and the municipality in which the company is, or will be located. Companies could receive up to \$2,000 per new job created to a maximum Broward County contribution of \$200,000 per company.
- **Worker Training Programs** - Career Source Broward offers employer's financial assistance through several grant funded training programs for both new hires and existing employees.
- **Metropolitan Planning Organization Funding** - The City should work with the MPO and advocate for additional transportation investments that will improve connectivity and aesthetics of the area's main corridors.

State Incentives

- **Qualified Target Industry Tax Refund** - The Qualified Target Industry Tax Refund incentive is available for companies that create high wage jobs in targeted high value-added industries. This incentive includes refunds on corporate income, sales, ad valorem, intangible personal property, insurance premium, and certain other taxes.
- **Brownfield Incentives** - Florida offers incentives to businesses that locate on a brownfield site with a Brownfield Site Rehabilitation Agreement (BSRA). The Brownfield Redevelopment Bonus Refund is available to encourage Brownfield redevelopment and job creation. Approved applicants receive tax refunds of up to \$2,500 for each job created.
- **Research and Development Tax Credit** - Florida provides a corporate income tax credit for certain qualified research expenses for eligible businesses in the following industries: Aviation and Aerospace, Cloud Information Technology, Homeland Security & Defense, Information Technology, Life Sciences, Manufacturing, Marine Sciences, Materials Science, Nanotechnology

- **Manufacturing Machinery and Equipment Sales Tax Exemption** - Offers tax exemption on the purchase of machinery and equipment purchased by qualifying Florida manufacturing companies.
- **New Markets Tax Credits** - The New Markets Tax Credit (NMTC) Incentive Program provides low interest, private-sector financing for commercial and mixed-use projects in low income areas. Eligible projects must meet a minimum capital investment of \$5 million and varying job creation thresholds for consideration. Tax credits totaling 39 percent of the original investment amount are issued to individual and corporate investors making one-time, upfront equity contributions to qualified development projects through community development entities and claimed over a period of seven years.
- **Department of Economic Opportunity Grants** - The Florida Department of Economic Opportunity (DEO) provides grants to local governments for the planning and implementation of economic development initiatives. Grants are usually in the \$40,000 range.
- **Economic Development Transportation Fund** - Enterprise Florida developed the Economic Development Transportation Fund, commonly referred to as the “Road Fund,” an incentive tool designed to alleviate transportation problems that adversely impact a specific company’s location or expansion decision. The award amount is based on the number of new and retained jobs and the eligible transportation project costs, up to \$3 million. The award is made to the local government on behalf of a specific business for public transportation improvements.

Federal Programs

- **Industrial Revenue Bonds** - Established expressly for existing small and mid-sized manufacturers, and 501(c)(3) non-profit corporations, the Industrial Revenue Bond (IRB) program is marketed and coordinated in Broward County by the OESBD. This is a federal program providing tax exempt financing for qualified capital projects. Bond proceeds must be used for the acquisition of land and/or a building, construction of a new facility, renovation of an existing facility or purchasing machinery or equipment.
- **Community Development Block Grants** - CDBG funding is available for eligible projects through Broward County. The program funds can be used to build community facilities, roads, parks, and repair or rehabilitate housing, provide new or increased public services to residents, or fund initiatives that generate or retain new jobs.
- **Housing and Urban Development Grants and Loans** - The US Department of Housing and Urban Development (HUD) provides low-interest loans to local governments for the implementation of capital projects for revitalization and economic development, including streetscape and infrastructure improvements. These loans can be supplemented by Economic Development Initiative (EDI) grants from HUD.

Additional Incentive Programs (City Incentive crafted for specific city goals)

- **Facade & Business Site Improvement Program** - This program encourages business owners to enhance their existing business facades through exterior improvements. This includes most exterior elements including windows, doors, paint, signage, design elements, etc. The CRA provides 80% of project costs up to a maximum contribution of \$20,000 per property address, linear footage etc. Amounts can vary per program guidelines.
- **Strategic Investment Program (SIP)** - This program, which uses a formula that considers the amount of new tax increment generated from each project, is for rehabilitation or renovation of properties, tenant improvements, etc. Payment is made on a reimbursement basis. The maximum grant amount can be established to meet the needs of each district. Generally the incentive range from \$10,000 - \$50,000 for large buildouts such as restaurants.
- **Capital Improvement Grant Program** - This “interest only” program works in conjunction with the lenders and provides an incentive of 50% of the interest on a loan amortized over a five year period. The maximum loan amount the incentive will apply against is \$350,000. The interest payment amount is intended to reduce the upfront costs of renovation to buildings.
- **Strategic Investment Streetscape Program (SISP)** - This program is designed to work in concert with new development and public infrastructure upgrades to create a higher quality environment and develop a sense of community. Eligible expenses include sidewalk and streetscape improvements or other streetscape elements related to a project.
- **Relocation and Development Incentive Program** - This program allows the city to cover moving expenses or other items associated with attracting targeted tenants to the area, or relocating an existing tenant. Each project is considered separately since conditions vary from project to project.
- **Real Estate Development Accelerator (REDA)** - This program is for all major projects that are (usually) ground up development projects. The minimum amount of investment must be \$5 million in construction. This mimics a tax increment financing program whereby the incentive funds come from the development itself based on the new city taxes created from the new development.
- **Public Private Partnerships** - Municipalities routinely partner with developers to encourage design and/or construction of parks and other public facilities and infrastructure projects. This type of partnership between the city and private sector community has been used to deliver projects such as entertainment and cultural facilities, governmental facilities, infrastructure improvements and land development.
- **Business Improvement District (BID)** - This is a long-term goal. The City’s business retention and attraction program should initially focus on businesses and building relationships for future BID implementation. Once the business community is stabilized a BID can be created for street beautification such as planter beds, marketing and promotion of area businesses, and general upgrades to a specific area.

NEXT STEPS

- ⚙ Review incentives and choose which ones to incorporate into the implementation of the plan
- ⚙ Create an incentive “package” that defines what assistance is available in east Sunrise and share with the business community



C. RECOMMENDATION MATRIX

An implementation matrix summarizing the recommended plan tasks, suggested timelines, and roles for various departments and partners was provided separately to City staff. It is a tool that will be updated regularly.

04

APPENDICES

Click the links below to view/download PDFs.

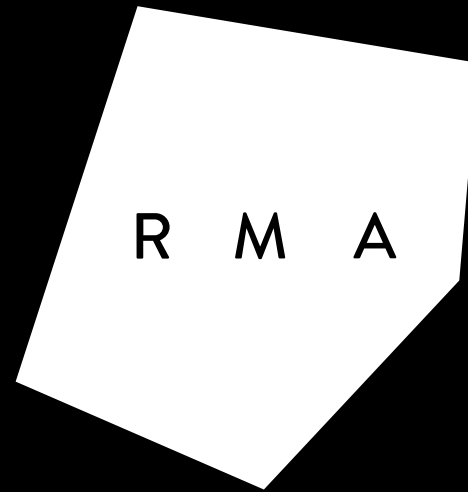
[*Market Analysis*](#)

[*Mobility and Public Realm Analysis*](#)

[*Public Engagement*](#)

[*Brand Manual "How To" Guide*](#)

[*Neighborhood Ambassador Program "How To" Guide*](#)



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