

PLANNING FRAMEWORK

The Planning Framework presented in this section provides an organizing strategy for undertaking infrastructure improvements in the Hollywood/SR7 area, with a particular emphasis on near-term priorities for investment. The Framework enables consideration of both the near-term and the long-term so that investments in early phases do not preclude more ‘visionary’ future objectives for the area, but instead establish a strong foundation for subsequent phases of coordinated investment in the coming years.

Though the FDOT roadway reconstruction project that is nearing completion will have as-yet-undetermined effects on prevailing movement patterns, Framework development included reviewing study area activities and circulation patterns between travel modes within the intersection and the immediate vicinity for multimodal connectivity. The functionality of bike/pedestrian connections considering in-progress SR7 improvements and anticipated future private development was also reviewed. The Framework is consistent with the City’s current rezoning efforts and long-term redevelopment aspirations, and with pending Complete Streets and other improvements to bicycle and pedestrian connectivity on nearby secondary routes.

The Planning Framework builds on past planning efforts and an understanding of existing planning area conditions, as described in the preceding **Planning Context**. It is also informed by early stakeholder input and is consistent with the findings of the preceding **Market Analysis**. It guides the application of specific Hub Elements in defined Focus Areas, as described later in this section. The Framework serves therefore as a “pivot point” between a general discussion of City and agency aspirations and the identification of specific investments that support these aspirations, documented in the **Near-Term Priority Projects** and **Implementation Strategy** sections to follow.

This section presents the following:

- **Framework Principles** related to Mobility, Safety and Placemaking that guided development of the physical Framework.
- **Hub Elements** presented for stakeholder consideration, also organized as they relate to Mobility, Safety and Placemaking.
- **Framework Layers** that describe the anticipated underlying development pattern in the Hub area, and potential investments to the public realm and multimodal opportunities that could support a vibrant Hub location.
- **Focus Areas** that break the planning area into discrete segments for purposes of project identification and phasing.
- **Project Priorities** identified during a work session with the City of Hollywood on June 29, 2017 for incorporation into a design concept and cost estimate for near-term implementation.

FIGURE F-1 (LEFT): NEW BUS PULLOUT ON NORTHBOUND SR7 NORTH OF HOLLYWOOD, AWAITING SHELTER INSTALLATION

FIGURE F-2 (RIGHT): NEW BUS PULLOUT ON SOUTHBOUND SR7 SOUTH OF HOLLYWOOD, AWAITING SHELTER INSTALLATION



FRAMEWORK PRINCIPLES

Mobility

- Encourage/promote multimodal travel
- Facilitate easier use of the transit system

Safety

- Increase safety of all users
- Separation of modes

Placemaking

- Activate the public realm
- Serve as an entry point for the City of Hollywood
- Support (re)development efforts

HUB ELEMENTS

Examples of potential elements to include in the Hollywood/SR7 Hub area were presented and discussed with local stakeholders at a June 29, 2017 work session to establish local priorities for the Planning Framework.

Mobility

Figure F-3 provides examples of potential improvements to enhance multimodal mobility in Hub areas, and in particular amenities for transit users and support for transfer and first-mile/last-mile connections.

Safety

Figure F-4 provides examples of potential improvements to enhance safety for pedestrians and bicyclists in Hub areas, through separation of modes and highlighting areas set aside for non-motorized movement.

Placemaking

Figure F-5 provides examples of potential improvements related to urban design, which can enhance both the pedestrian and driver experience and establish a strong and positive community identity.

FIGURE F-3: MOBILITY ELEMENTS

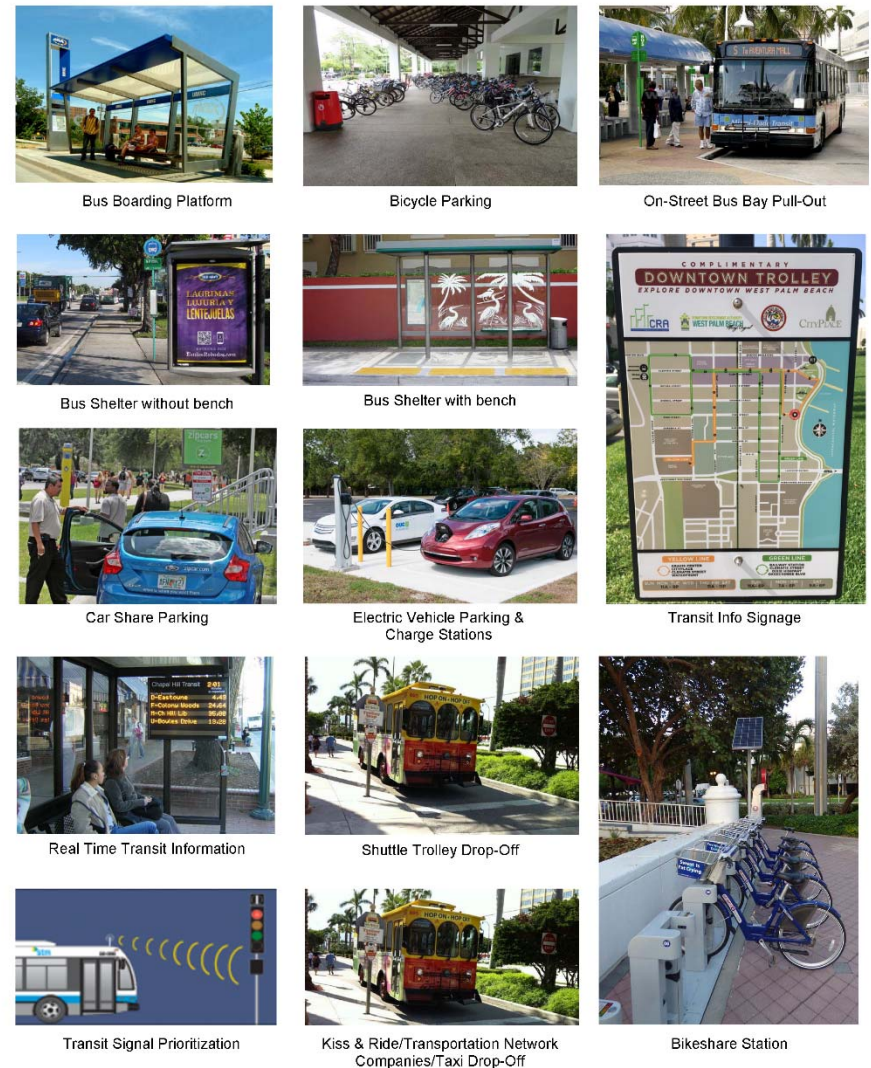


FIGURE F-4: SAFETY ELEMENTS



Protected Bike Lanes



Raised Pedestrian Crosswalk



Pedestrian Activated Signals



Pavement Upgrade



Pedestrian-Scale Lighting



Pedestrian Refuge Median



Lighted Crosswalk



In-Ground Lights

FIGURE F-5: PLACEMAKING ELEMENTS



Community Entry Marker



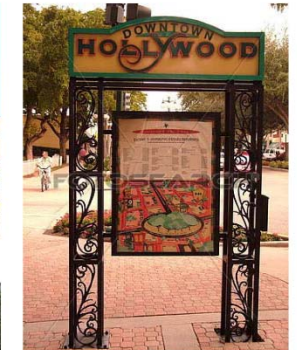
Wayfinding Signage



Canopies / General Shading



Community Plaza with Public Art



Community Identity Feature / Wayfinding Map (Monument)



Community Event Space



Community Identity Feature



Public Restroom



Hollywood Beach Mural Building

FRAMEWORK LAYERS

The Framework layers depicted in Figures F-6 and F-7 on the following pages reinforce the interconnected nature of the underlying land use and development pattern, the environment within the public right-of-way, the various types and modes of movement, and the elements that support these modes. The Framework provides a *conceptual* depiction of potential improvements to guide more detailed design efforts in conjunction with the Hub elements.

DEVELOPMENT PATTERN AND PUBLIC REALM

Figure F-6 depicts the following:

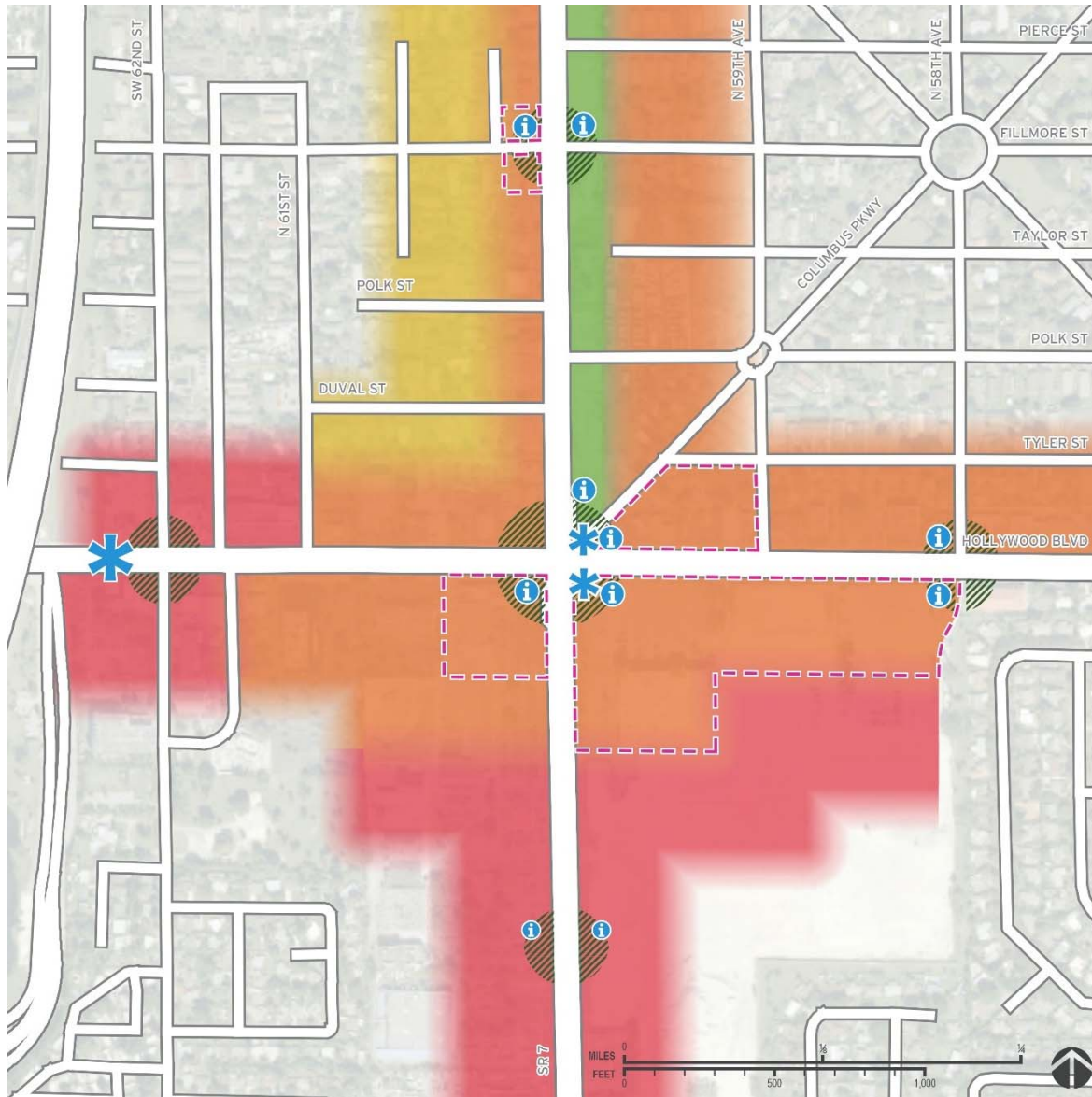
- **Land Uses**, reflecting the development pattern that is anticipated in the near-term, building from the new linear open space along SR7 extending north from Hollywood. While the Hub area will remain larger scale and commercial in orientation south of Hollywood, opportunities for new multifamily development and limited mixed use development to the north are possible in the near- to mid-term.
- **Key Development Sites**, including the importance of applying design standards and access management at key corner sites at the primary intersection and Hollywood frontage, and ensuring that they redevelop in a way that prioritizes pedestrian movement and transit access.
- **Key Open Space Opportunities**, including maintaining sight lines and establishing a consistent community identity at the corners of intersections within the Hub area. This could include limited easements or acquisition to provide an expanded public right-of-way for aesthetic and transit-related improvements.
- **Potential Public Realm Investments**, including *conceptual* locations for community identity elements, transit information signage and local wayfinding features.

MULTIMODAL OPPORTUNITIES

Figure F-7 depicts the following:

- **Key Movements** at three scales:
 - Regional auto and transit movements along the primary arterial network;
 - Local auto movements to access neighborhoods to the northwest, northeast and southwest at a finer grain; and
 - Local pedestrian and bike movements, reflecting the finest grain mobility network of both local daily activity and transit users accessing commercial areas to the south.
- **Multimodal Opportunities** at the primary and four secondary intersections:
 - Regional transfer-oriented bus stops at the primary intersection, including the potential to consolidate stop locations, thus reducing the number of transfer movements to be accommodated in the future.
 - Local bus stops at secondary intersections that serve local residents, employees and shoppers.
 - Enhanced pedestrian crossings in proximity to bus stops, to increase the visibility of the pedestrian network and encourage crossing at clearly delineated locations.
 - Access coordination over the long-term, anticipating future opportunities to support multimodal transfers between BCT buses and community shuttles, transportation network companies (such as Uber and Lyft) and kiss-and-ride drop-offs through agreements with adjacent private property owners.

FIGURE F-6: DEVELOPMENT PATTERN AND PUBLIC REALM



Land Uses

- Commercial
- Mixed-Use (Commercial, Multi-Family, and/or Office)
- Multi-Family Residential
- Open Space

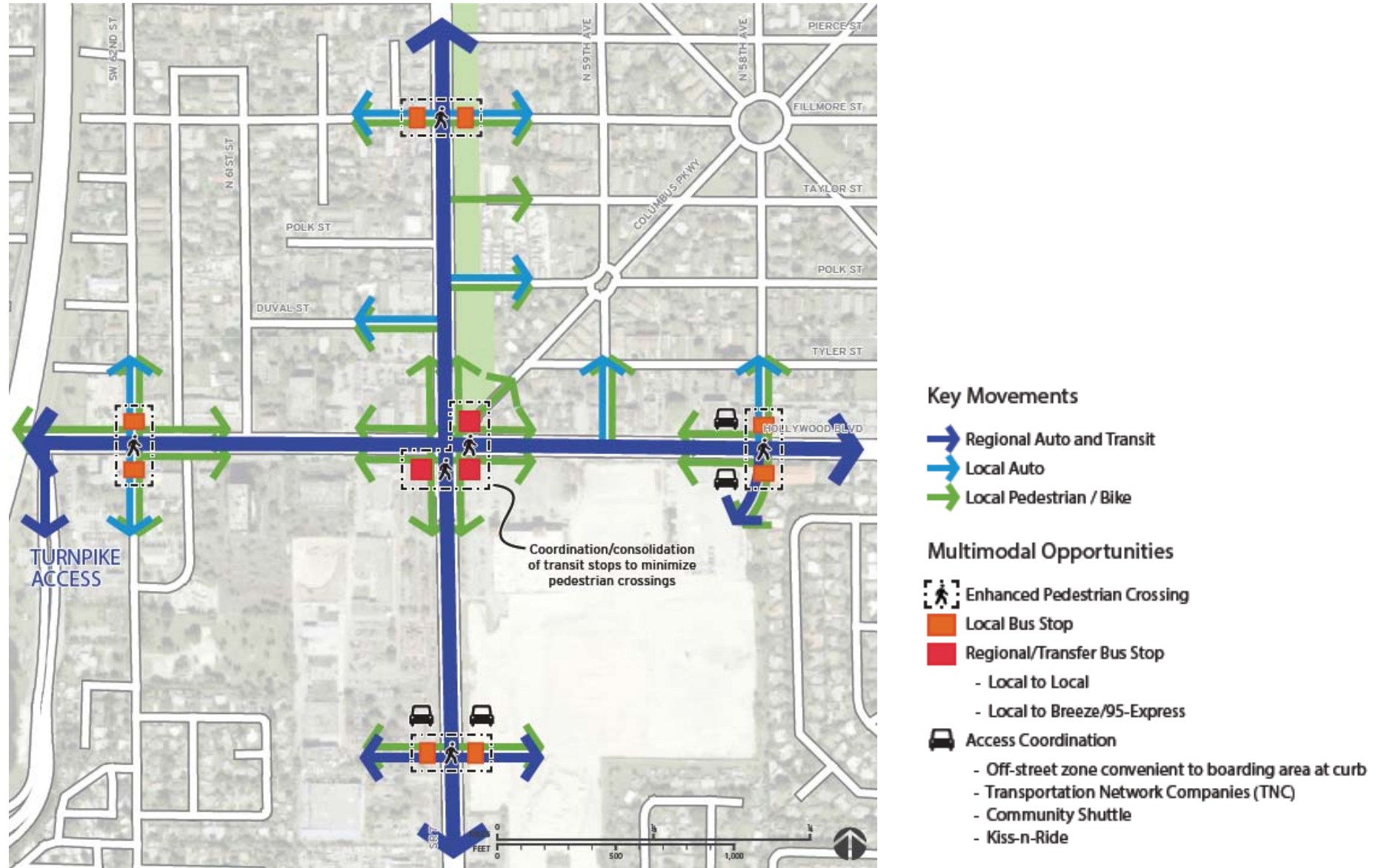
Key Properties

- Development Sites
 - Apply Design Standards
 - Manage Access (Curb Cuts)
 - Pedestrian Priority
 - Transit Access Coordination
- Public Space Opportunities
 - Maintain Sight Lines
 - Community Identity
 - Transit Access Coordination

Potential Public Realm Investments

- * Community Identity Element
- i Transit Information / Wayfinding Element

FIGURE F-7: MULTIMODAL OPPORTUNITIES

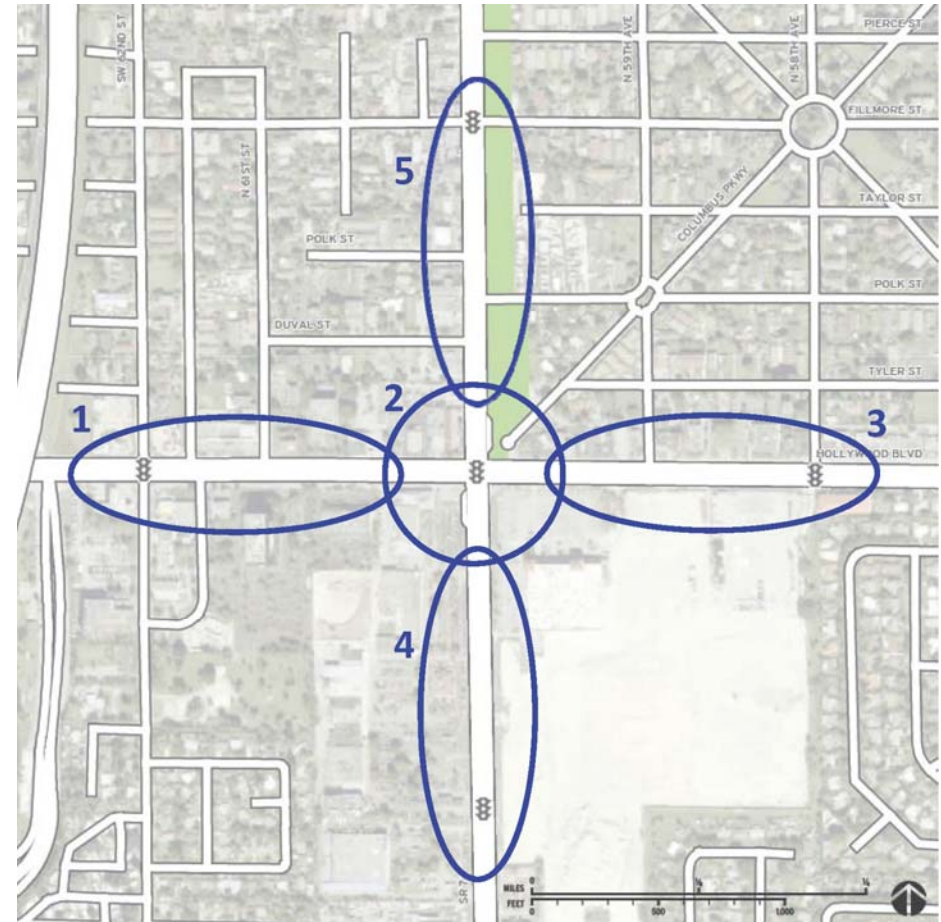


FOCUS AREAS

To facilitate discussion of potential improvements and coordination of implementation efforts between the MPO, the City of Hollywood and other cooperating agencies, the Hub area was divided into five “focus areas” as depicted in Figure F-8.

1. **Hollywood West** encompasses the Hollywood corridor from Florida’s Turnpike to the intersection with SR7.
2. **Intersection** encompasses the primary intersection of SR7 and Hollywood Boulevard.
3. **Hollywood East** encompasses the Hollywood corridor from the SR7 intersection to the intersection with North 58th Avenue.
4. **SR7 South** encompasses the SR7 corridor from the southerly signalized entrance into the new Walmart-anchored commercial development to the SR7 intersection.
5. **SR7 North** encompasses the SR7 corridor from the SR7 intersection to the newly signalized intersection with Fillmore Street.

FIGURE F-8: PROJECT FOCUS AREAS



PROJECT PRIORITIES

A work session was convened with the Broward MPO, City of Hollywood, consulting team and other invited agencies on June 29, 2017. At the work session the Planning Framework and Hub Elements were presented and discussed.

The City also provided information regarding a newly updated City logo that will be deployed in various ways to establish a consistent City identity (see Figure F-9), and requested that near-term design concepts consider how to incorporate the new logo and identity theme as part of Hub improvements.

FIGURE F-9: UPDATED CITY OF HOLLYWOOD LOGO DESIGN



The work session resulted in the establishment of project priorities for near-term implementation. It was determined that Focus Area 1 and Focus Area 4 will be addressed in the future, as development opportunities arise and a planned FDOT study of the Florida's Turnpike interchange gets underway. The near-term priorities listed here for Focus Areas 2, 3 and 5 are addressed in more detail in the **Near-Term Priority Projects** and **Implementation Strategy** sections to follow.

FOCUS AREA 2

Provide a **shade structure at the northeast corner** to serve transit riders at the nearby stops on the northeast corner

- Bench seating underneath
- Bike rack nearby
- Consider incorporating a low wall/buffer and a kiosk
- Consider incorporating the new City logo colors in the shade panel design
- The structure could potentially also serve as a shaded seating area on days when food truck vendors would use the cul-de-sac roundabout (see below)

Potential near-term coordinating projects (by others):

- BCT/City: Consider relocating the westbound nearside bus shelter closer to the corner (and shade structure)
- BCT/City: Consider enhancements to existing/reinstalled shelters at both northeast corner stops (convert to add a transit map/info panel and/or additional side shade panel and/or solar-powered night lighting)
- City: Consider "temporary" vertical panels at intersection corners incorporating the new City logo and a possible trellis for climbing plantings (shield utility boxes at southeast corner, protect vertical dropoff edge at southwest corner, augment grassy patch with trees at northwest corner)
- FDOT/City: Address standing water issues at roundabout
- City: Coordinate and promote a "food truck day" at the northeast corner (perhaps weekly)

FOCUS AREA 3

Pedestrian safety improvements to Hollywood/58th signalized intersection (or potentially to a “mid-block” crossing location closer to the private entrance drive into Walmart center between Panda and gas station)

- In-ground pedestrian-activated lighting across Hollywood (at the west leg of the intersection if at 58th)
- Color-enhanced crosswalks at all curb cuts and legs of intersection in vicinity of bus stops (running east-west only, not across Hollywood)
- Locate eastbound and westbound local bus stops to align better with each other across Hollywood, and near lighted crosswalk (potentially punch through the existing planted median)

Potential near-term coordinating projects (by others):

- BCT: Consider enhancements to existing/reinstalled shelters at local bus stops serving 58th (convert to add a transit map/info panel and/or additional side shade panel and/or solar-powered night lighting)
- City: Consider upgraded paving at both bus shelters, to coordinate with linear park paving palette
- City: Consider installing logo banners at lighting along Hollywood, extending east toward downtown
- City: Consider installing pole-mounted City logo wayfinding signage directing visitors to Tri-Rail, downtown, Young Circle park, waterfront heading east, and to Florida’s Turnpike heading west

FOCUS AREA 5

Pedestrian scale lighting along the linear park from Hollywood to Fillmore, installed between the public sidewalk and curving path to serve both

Pedestrian scale lighting serving both local Fillmore bus stops

Widen curving path if feasible to 10+ feet wide from Hollywood to Fillmore (potentially by adding a colored concrete stripe)

Ramp connection at north end of bus pullout if feasible to give bike riders access to curving path going northbound

Pedestrian safety improvements to Fillmore/SR7 signalized intersection

- In-ground pedestrian-activated lighting across SR7 (at the north leg of the intersection)
- Color-enhanced crosswalks at the east and west legs of intersection (not across SR7)
- Locate local bus stops at nearside for southbound and farside for northbound to align with the lighted crossing
- Include a bike rack at both northbound (in park) and southbound bus stops

Potential near-term coordinating projects (by others):

- BCT: Consider enhancements to existing/reinstalled shelters at both local Fillmore bus stops (convert to add a transit map/info panel and/or additional side shade panel and/or solar-powered night lighting)
- City: Consider upgraded paving at both bus shelters, to coordinate with linear park paving palette and ideally in an expanded shelter/plaza area at northwest Fillmore corner (potentially via an easement or use agreement)
- City: Consider installing logo banners at pedestrian-scale lighting along park