A1A Scenic Highway Corridor:
Completing the Vision
Broadwalk, Sidestreets & A1A Improvements

October 15, 2013
Historic Hollywood Beach

- Hollywood was founded in 1925 by developer Joseph Young
- The Broadwalk was constructed as a public walkway in 1926
- Development continued through mid-20th century
- By 1990s, infrastructure was in disrepair & deteriorating
- Beach CRA established 1997
In 1997, the Hollywood Beach Community Redevelopment Plan identified A1A as a key focal point of the beach redevelopment effort and specified the need to create a ‘positive sense of arrival at a tropical beach destination’.
Hollywood Beach CRA Investments

- **$14M** - Broadwalk
- **$12M** - Water & Sewer for 52 blocks + **$1M** - 52 block asphalt resurface
- **$18M** - E/W Streetscape, Undergrounding overhead utilities (Phase I, II)
- **$20M** - Garfield St. Parking Garage and Community Center
- **$1M** - Hollywood Bridge Renovation (Contribution to FDOT’s project)
- **$3.4M** - Beach Renourishment
- **$1.5M** - Contribution for Broward County Segment III
- **$500K** - TDLC Medians & Dune Mitigation

Upcoming:
- **$6M** - Parking Garage at Nebraska/Nevada
- **$20M** - E/W Streetscape Phase III Oklahoma to New Mexico
- **$12M** - Pilot Project, Road Diet (undergrounding of FPL main feeder line) & Incorporation of Complete Streets along SR A1A from Hollywood Blvd to Sheridan Street.
- **$30M** - E/W Streetscape Phase IV Harrison to Magnolia Terrace
Hollywood Beach Broadwalk – Honors & Designations

• 2013 American Planning Association (APA) designated Hollywood Broadwalk a Top 10 Great Public Space for 2013

• 2009 Fodor Travel Guide "Best Beach for Families"

• 2010 Travel + Leisure America's Best Beach Boardwalk

• 2011 Travel Channel Best Boardwalk Award

• 2012 Broadwalk joins 3,000-mile East Coast Greenway
The $20 million renovation of Charnow Park was completed in 2008 in conjunction with Garfield Garage, providing many new amenities:

- Community Center
- Entertainment Plaza
- Interactive fountain
- Picnic pavilions
- Paddleball Courts
Phase 1: Arthur Street
Street-end view from Broadwalk

BEFORE

AFTER
Phase 1:
Grant Street-Looking east from A1A

BEFORE

AFTER
Phase 2:
Arizona St. Street-end
Embarking on Phase 3: Challenges
A1A Redevelopment
TDLC

BEFORE

AFTER
Implementing Vision for A1A

Existing Conditions along SR A1A Corridor from Hollywood Blvd. to Sheridan St.

SR A1A looking north at Arizona St.

SR A1A looking north at Minnesota St.
Implementing Vision for A1A

Existing Conditions along SR A1A Corridor from Hollywood Blvd. to Sheridan St.

Slow down traffic on A1A

Enhanced café & pedestrian use

Intracoastal connectivity w/ wider sidewalks

Tropical Destination, vibrant nightlife
A1A Redevelopment

Stated Vision for A1A

Proposed Rendering of 3-Lane Section at Garfield Street looking North
Proposed Rendering of 4-Lane Section at Garfield Street looking North
A1A at Missouri looking North - Illustration
Upcoming Projects

• Margaritaville
• Costa Hollywood
• Positano Beach
• Sage