A Multi-Agency Approach ...

Federal Transit Administration

CITY OF Hollywood
FLORIDA

FLORIDA’S COMMUNITY REDEVELOPMENT AGENCY

TREASURE COAST REGIONAL PLANNING COUNCIL

South Florida Regional Planning Council
Proudly serving South Florida since 1974

... that includes the Community.
Regional Planning Councils

Fun Facts

- Public Agencies
- Two of 10 RPC’s Statewide
- Specialists in Visioning, Redevelopment Planning & Complete Streets
- Provide Technical Assistance to Local Governments
Project Objectives

Develop a Station Area Master Plan for Future Tri-Rail Coastal Link Service that is Consistent with the City’s Vision for Future Growth and Development;

Develop Site-Specific Design Alternatives and Test Them for Market Support, Transit Viability, City and Community Benefits, and Development Strategies;

Root proposed improvements in market-based realities by developing Market Overview which considers growth potential and impediments in different sectors (housing, employment, retail, etc.)

Improve the Quality of Life ~ Manage Opportunities
A Historic Moment

This is the First Opportunity to Develop Detailed Designs and Market Analyses for a Tri-Rail Coastal Link Station.
Process To Date

Host Committee

Over 30 Individual Interviews
  Residents
  Elected Officials
  Business Owners
  Property Owners
  Commercial Brokers
  City Staff

Base Document Development

  Economic Profile

Charrette Logistics
What Are The Planned Transit Systems?
The “Father” of
the Florida
East Coast
Railroad (FEC)

Henry Flagler
FEC Corridor in Hollywood (Dixie and 21st)
Established in 1987
 Runs on CSX
 Miami to Mangonia Park
Current Condition

**Tri-Rail**
(Miami-Mangonia Park on the CSX)

**Amtrak**
(Miami-Jacksonville on the CSX)

**No Passenger Service on the FEC**
Miami – Fort Lauderdale – West Palm Beach
1. **Miami-Link**
   1A: Service into Miami Central Station (Scheduled to begin 1st Qtr 2018)
   1B: Miami Central Station to Aventura (Project Development – 2018 or later)

2. **Jupiter Extension**
   Jupiter to Mangonia Park
   Ready for Project Development (scheduled to begin 2018)

3. **Central Segment**
   West Palm Beach to Aventura
   Needs prioritization for Project Development (could begin 2019)
What is Transit Oriented Development (TOD)?:

TOD is ...

- Development within ¼ to ½ mile of Station or along Transit Corridor
- Mixed-Use with Higher Density & Intensity than Surrounding Area
- Pedestrian & Bike-Friendly
- Controlled Parking
  - Reduced or Eliminated per Use
  - Shared Parking or Structured
  - Building Frontage along Lots
The New Real Estate Mantra
Location Near Public Transportation

Access to public transit tied to property values
NAR helps pay for study advocating transit-oriented development
BY TEKE WIGGIN, THURSDAY, MARCH 21, 2013.
Inman News®

The Buffalo News 3/23/2013
Development soars along Metro Rail

Real Estate Tip: Buy Near Transit
By Tom Lisi | 03/25/2013 – 12:01 pm

Home buyers are moving closer to public transit
2 American Public Media
February 17, 2011

The Housing-Value Bonus for Rail Transit:
10, 20, Even 50 Percent
DC.STREETS.BLOG.ORG 9/12/2011
Overall: TODs are the Most Valuable Real Estate
+42% Average Increase in Value in the “Transit Shed”

National Association of Realtors, March 2013
• **Local Governments** have land use authority

• **TOD benefits for local governments:**
  - Increased Revenues
  - Higher Intensity Development
  - Improved Mobility
  - Expanded Economic Productivity
  - Safer, Healthier Communities
Accomplishing TOD in the Region

- **SFRTA has transportation authority**

- **TOD benefits for SFRTA**
  - Increased Ridership
  - Increased Revenues
  - Public/Private Opportunities
  - Reduced Parking Demand
  - Improved Access & Connectivity
• **Regional Cooperation** is the Key

• **TOD benefits for the Region**
  - Generates Greater Investment
  - Improved Livability & Resilience
  - Expanded Economic Competitiveness
  - More Vibrant Communities
  - A More Prosperous Region

*Accomplishing TOD in the Region*

*TOD in South Florida: Advancing Vibrant Communities & A More Prosperous Region*
**TOD Baseline Components**

**Pedestrian-Friendly Spaces**
that extend at least a half-mile from stations, create safe environments and reduce auto-dependency.

**Increased Mix of Uses**
creates vibrant communities near transit stations.

**Higher Density** benefits ridership and local economies, especially when it exceeds 75 du/acre and includes housing for all walks of life.

**Reduced Parking Requirements**
stimulate business investment, generate local revenue, and encourage people to use transit. In some locations, parking requirements may be eliminated for the best TOD outcomes.
## Federal Transit Administration TOD Pilot Planning Grant

### SUMMARY OF FUNDED APPLICANTS

<table>
<thead>
<tr>
<th>RANK</th>
<th>APPLICANT (COUNTY)</th>
<th>SUMMARY OF REQUEST</th>
<th>AMT OF GRANT AWARD</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>City of Miami (Miami-Dade)</td>
<td>TOD Zoning Overlay Typology (Model Typology Utilizing Three Station Areas within City)</td>
<td>$120,000</td>
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<tr>
<td>2</td>
<td>City of Palm Beach Gardens (Palm Beach)</td>
<td>Station Area Master Plan (New Plan)</td>
<td>$120,000</td>
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<td>3</td>
<td>City of Hollywood (Broward)</td>
<td>Station Area Master Plan (Full Charrette)</td>
<td>$200,000</td>
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<td>4</td>
<td>City of Aventura (Miami-Dade)</td>
<td>Station Area Master Plan (New Plan)</td>
<td>$120,000</td>
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<td>5</td>
<td>City of North Miami Beach (Miami-Dade)</td>
<td>TOD Zoning Overlay (One Station Area)</td>
<td>$60,000</td>
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<td>6</td>
<td>City of Oakland Park (Broward)</td>
<td>Station Area Master Plan (Full Charrette)</td>
<td>$141,000</td>
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<tr>
<td>7</td>
<td>City of Delray Beach (Palm Beach)</td>
<td>Station Area Master Plan (Full Charrette)</td>
<td>$141,000</td>
</tr>
</tbody>
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### TOTAL FUNDING AWARDS

(Maximum of $860,000 Available) $860,000

**Reflects a Strong Transit-Supportive Environment and Sophisticated Approach to Planning and Urbanism**
A Fascinating History

- Founded by Joseph Young
- Incorporated in 1925
- Called the “Dream City in Florida”
- Plan organized by Hollywood Boulevard, three circles, and the lakes
- 1926 Hurricane had major impact on progress (18,000 residents to 2,500)


Young Circle in 1924
A Fascinating History

Young Circle 1946
A Fascinating History

HISTORY:

Joseph Young first sited his City adjacent to Dixie Highway and the FEC railway, he understood these routes were vital lifelines to his city.

Young wanted passenger trains stop in Hollywood but Henry Flagler was reluctant to invest money in a stop at such a new and not-well established town.

Young built the Hollywood FEC station with his own funds, eventually convincing Flagler to have the trains stop at the station. The station was said to be the most elaborate and well-built station on the rail line.
A Fascinating History

Downtown Hollywood and Young Circle
Study Area

- Hollywood Blvd.
- Fillmore Street
- Taylor Street
- Polk Street
- Tyler Street
- FEC Corridor – Dixie Highway and N. 21st Street
Study Area

City-Initiated Request for Proposals 2016
Study Area

Rendering from RFP
Study Area

Barry University
Hollywood Shuffleboard Courts
Study Area

Fred Lippman Multi-Purpose Center
Study Area

Polk Street Municipal Parking Lot (approx. 70 spaces)
Study Area

Neighborhood Diversity
Study Area

Neighborhood Diversity
Study Area

Neighborhood Diversity
Study Area

Neighborhood Diversity
Study Area

Hollywood Boulevard
Planning Efforts

Consistent Improvements
Study Area
Study Area

- **Young Circle Commons**
  - 229 Residential Units

- **Parc Place**
  - 411 Residential Units

- **Hollywood Circle**
  - 397 Residential Units
Study Area

The “Circ” and the new Publix
Complete Streets
Think Beyond the Pavement

Pedestrian amenities: (crosswalks, wide sidewalks, street trees, awnings)

Parking behind (or within) building
(With max. standards to limit size and account for shared use)

On-street parking
(Makes street more pedestrian friendly)

Active ground-floor uses:
(large display windows, public entrances, Building “fronts” on the street)

Establish Realms
(pedestrian, vehicle, parking)

Narrow, traffic calmed streets:
(Enhance and promote walkability)

ALTA Engineering
Place-Making Elements

ALTA Engineering
Hollywood Boulevard

Hollywood Boulevard Complete Street Project
Hollywood Boulevard

EXISTING CONFIGURATION OF HOLLYWOOD BLVD.

PROPOSED CONFIGURATION OF HOLLYWOOD BLVD.

HOLLYWOOD BLVD. SECTION ‘B’

SCALE: 1”=20’
Hollywood Boulevard
Young Circle

2017 Ian Lockwood/Toole Design Group Plan
Connectivity

Connectivity and Streetscape Elements
Multi-Modality

PURPOSE AND NEED

Complete Streets Project establishes a Transit Ready Corridor for Seamless Integration of a Tri-Rail Coastal Link train station.
Economic Considerations

- Understand market conditions
- Identify “drivers” of demand for economic growth

Test market support for various uses — housing, office, retail, hotel & services

Estimate economic benefits

Opportunities and Constraints
Economic Considerations

Demographics: “Drivers” of Real Estate Demand

City’s growth accelerated past 7 years:
• 8,900+ new residents in 3,000+ new households

Growth over next 5 years:
• Citywide: 7,400+ new residents in 2,800 new households
• ½ mile of station area: 640 new residents in 300 new HHs

How does growth translate into demand for new housing? What types of units?
• More Millennials
• Increase in active adults/retirees, elderly
• Fewer adults in peak earning years

Initial Observations
Economic Considerations

The City’s Economy

• City’s households spend $16,335/year on retail & restaurants

• 74,100 jobs in 7,700+ businesses:
  o 50% Services (includes auto-related)
  o 20% Retail
  o Only 8.5% in Finance/Insurance—affects office market

• $2.6 billion in annual retail sales
  o Includes $626 million in sales inflow every year

• 8,000+ jobs within ½ mile of station area
  o 1,250 businesses
  o 15% in Finance/Professional Services
  o <20% in Retail

Initial Observations
Economic Considerations

**Real Estate Market**

- Analyzing market conditions for:
  - Market-rate housing
- Performance metrics include:
  - Inventory, vacancy rates
  - Absorption/leasing activity
  - New development
- Translate growth forecasts into development potentials

This Data Will Serve as the Building Blocks for Developing Different Design Alternatives
The Public Process
What to Expect Today…

Controlled Chaos
The Public Process: Planning for the Future
Today: 9 am – 2 pm
Kids have some of the best ideas
Days 2-7: In The Studio
Day 2: In The Studio

The Lippman Center– Sunday, December 3rd, 9:00 am until 9:00 pm
Days 3-7: In The Studio

The Shuffleboard Courts—Monday through Friday 9:00 am until 9:00 pm (5pm on Friday)
The Team

Urban Designers
Architects
Transportation Engineers
Retail Consultants
Economists
Planning/Policy Experts
Local Staff
Others as Needed
Your Ideas Will Be Tested ~ Precision
Day 7: Work In Progress Presentation

How Did We Do?
Charrette Rules

• Sign Your Name
• No Speeches
• Argue With Your Pencils
• No Idea is a Bad Idea
• Assign a Presenter
• Do Not Think About Money  (just for today!)

• HAVE FUN!!!
Let’s Get Started!
Thank You

Hollywood TOD Charrette ~ Opening Presentation
December 2, 2017