



The STATE ROAD 7/US 441 Collaborative

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Investing in our Future

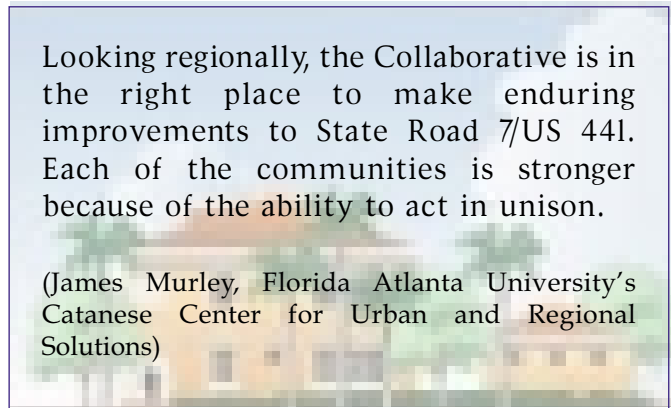
On the outside, the State Road 7/US 441 Corridor may look like any other road, but if civic and community leaders in Broward County have their way, the corridor will soon be transformed into model for economic activity and mobility. Along the State Road 7/US 441 corridor in Broward County, a partnership of 14 local governments is set to turn the corridor's assets into a region distinguished by a rich blend of unique communities and international neighborhoods served by a high level of mobility and livability and a healthy business climate. Addressing this challenge by providing forward-looking, proactive and unified regional leadership is the State Road 7/US 441 Collaborative.

What is the State Road 7/US 441 Collaborative?

The State Road 7/US 441 Collaborative is a unique partnership that shares one common goal: to improve the corridor as a whole by coordinating local resources and planning to promote the economic vitality, aesthetic improvement, redevelopment, and safety of the corridor. The Collaborative's membership includes each of the 14 local government jurisdictions that span the State Road 7/US 441 corridor: Broward County and the cities of Coconut Creek, Coral Springs, Davie, Fort Lauderdale, Hollywood, Lauderdale Lakes, Lauderhill, Margate, Miramar, North Lauderdale, Parkland, Plantation, and Tamarac. The Seminole Nation of Florida, also a major stakeholder in the corridor, is an important partner in the future success of the Collaborative planning process. The Collaborative also includes, as ex-officio members, the Broward County Metropolitan Planning Organization, Florida Department of Community Affairs, Florida Department of Transportation, South Florida Water Management District, and South Florida Regional Planning Council, which also provides administrative support for the Collaborative.

Looking regionally, the Collaborative is in the right place to make enduring improvements to State Road 7/US 441. Each of the communities is stronger because of the ability to act in unison.

(James Murley, Florida Atlanta University's Catanese Center for Urban and Regional Solutions)



Why this Collaborative and Why Now?

The State Road 7/US 441 corridor is centrally located within Broward County and extends from Miami-Dade County to the south and Palm Beach County to the north. The corridor benefits from a high level of access to major regional air, rail, roadway, and port connections. From the 1950s through the 1970s, the corridor was the focus of major commercial investment, including shopping centers, malls, and employment and entertainment centers. In the 1980s, the corridor began to see commercial investments leaving or passing it by as the region's population growth pushed further west.

By the 1990s, the corridor exhibited all the traits of a bypassed area: deteriorating and vacant strip shopping centers and big boxes, failing infrastructure and buildings, and declining property values.

Seeking to put an end to this trend, in 1999 several elected officials of the municipalities sharing the corridor took action to restore the corridor to its former prominence. Beginning as an informal meeting of governments called the US 441/State Road 7 Economic and Aesthetic Redevelopment Committee, this ad hoc group rapidly evolved into the formal organization known as the State Road 7/US 441 Collaborative. Today, the Collaborative is moving ahead with initial steps to achieve its goals to revitalize the corridor:

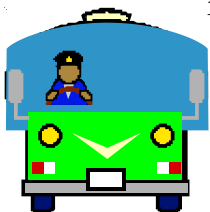
- Promote economic development and business expansion
- Coordinate aesthetic improvements for signage and landscaping
- Adopt land use policies that support mobility
- Create design standards for transit facilities
- Enhance pedestrian safety
- Seek the involvement of stakeholders in planning and implementing projects
- Create an overall Master Plan for the corridor

The big step has been taken in developing a collaborative spirit. We now have a common vision which recognizes that by working together we can create a project that will be better than the sum of a series of small projects done independently.

(Shelia Rose, Director of Community Development Services, Coconut Creek)

Our Initiatives

Although there is still much to do, the State Road 7/US 441 Collaborative's work to date sets the stage for the future successes and establishes the foundation for future revitalization of the corridor.



- Bus Rapid Transit: In 2002, following Collaborative endorsement of the project, the Broward County Metropolitan Planning Organization provided \$1.5 million to continue the initial development of express bus service for the corridor. Already with the

county's highest ridership rates, the proposed bus project will further improve bus service for the riders along the corridor and help to ease future traffic congestion. The Collaborative will work with regional and state agencies in planning and developing this system. The first phase of this new express bus system will be integrated into the Florida Department of Transportation's \$350 million road widening plans for the corridor. Complimenting these investments, the Collaborative is developing land use policies and common design guidelines and amenities for bus shelters.



The \$350 million State Road 7 road widening project is currently underway by the Florida Department of Transportation.

- **Unified Landscaping Plan:** In 2002, the Collaborative was chosen to receive \$500,000 in project funding by the Broward County Metropolitan Planning Organization from the Florida Department of Transportation's Enhancement Grant program. The funds will be used to beautify the road with plants, flowers, or trees. A unified landscaping and maintenance plan will be developed for all communities along the corridor and for future landscaping improvements.
- **Local Activity Centers:** In 2002, the Collaborative endorsed the Broward County's approval of a new land use category that will assist communities, like those along the State Road 7/US 441 corridor, to promote redevelopment that improves mobility choices by providing for mixed-use development. The Collaborative will work with Broward County to further refine this new land use category to promote future community redevelopment strategies developed as part of the Master Plan.
- **Cooperative Actions:** In 2002 and 2001, the Collaborative received \$30,000 funding from the Florida Department of Community Affairs and \$20,000 from the Florida Department Transportation to help create the State Road 7/US 441 Collaborative, its mission statement, goals, and initial project implementation

efforts.

- **Multi-Government Partnership Agreement:** In 2001, each of the 14 corridor communities adopted a joint partnership agreement. The agreement formally established the Collaborative and set out its mission, membership, and governance structure.
- **Corridor Master Plan:** In 2002, the Collaborative applied for an additional \$1.5 million in project funding from the Federal Highway Transportation and Community System Preservation (TCSP) program. Successful receipt of the funds will enable the Collaborative to initiate a stakeholder process to create a collective vision, called a Master Plan, for the urban design of the corridor that will foster individual community identity, create a sense of place, and promote a pedestrian-oriented safe neighborhoods and town centers. The Master Plan will be developed with the involvement of all stakeholders along the corridor and will integrate all improvements including land use, transportation, and landscaping improvements.
- **Corridor Design Workshop:** In 2001, the Collaborative caught the attention of two highly regarded national and regional planning organizations when, because of the Collaborative's work, the Lincoln Institute of Land Policy and the Regional Plan Association chose the State Road 7/US 441 corridor as the site for a design workshop. With the assistance of the South Florida Regional Planning Council and Florida Atlantic University's Catanese Center for Environmental and Urban Solutions, the expertise brought by these two organizations helped Collaborative members to flesh out and to understand the types of projects that they would need to undertake to realize the full redevelopment potential of the corridor. The final report describing the results of the workshop will be used by the Collaborative to promote future redevelopment concepts. Ideas generated during the workshop were instrumental in the development of a compromise solution for the development of a regional park in Lauderhill.
- **Local Actions:** In addition to the collective actions of the Collaborative, each local government and agency has taken individual actions to help promote the revitalization of the corridor. These actions include: the adoption of zoning overlay districts; aesthetics, including landscaping and gateway features; bus shelters; infrastructure and lighting improvements; designating brown-field sites; and creating Community Redevelopment Areas.



State Road 7/US 441 Collaborative Poised for Success

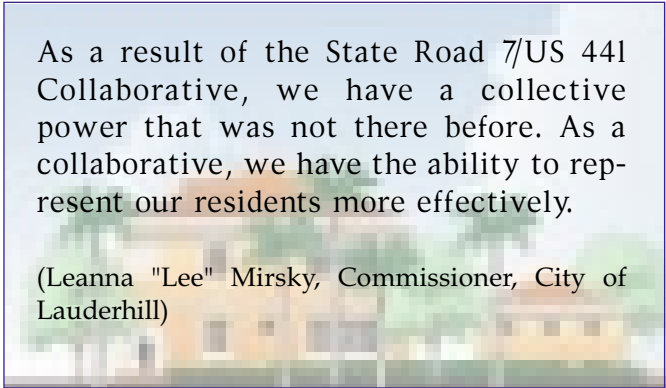
The collective power of the State Road 7/US 441 Collaborative stems from the strong foundation put in place by its members to guide and facilitate actions in the future. The core of that foundation, which binds the members together, is their shared agreement as to the primary benefits of participation:

- A stronger influence on regulatory policies at the regional, state, and federal levels of government, and greater access to additional funding because of the ability to speak with one voice (versus 14 competing voices).
- A higher level of services for residents resulting from the Collaborative's ongoing dialogue that provides the opportunity to test ideas, learn from the experiences and viewpoints of others, and find cooperative solutions to planning issues.
- Maximum social and economic benefit from public and private investment when funds are invested strategically as part of a well thought out, long-term plan.
- In the end, a more attractive, livable corridor offering a high level of mobility, strong economy, and unique sense of community.

Conditions are right for the Collaborative to show the way for South Florida. The economic, social, and transportation trends of the region spotlight the importance of the State Road 7/US 441 corridor. A strong regional leadership is in place to establish a shared vision that will convert these trends into a competitive advantage for the corridor and its constituent communities.

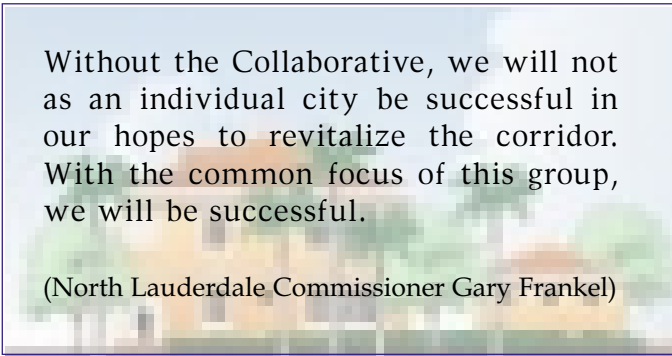
The Time Is Right

- In a region that is short on vacant land and high on population growth, future population will have no choice but to locate in already settled areas like the State 7/US 441 corridor that have the land and infrastructure best suited for redevelopment and transit. Projections point toward the addition of some 50,000 new residents within the corridor.



As a result of the State Road 7/US 441 Collaborative, we have a collective power that was not there before. As a collaborative, we have the ability to represent our residents more effectively.

(Leanna "Lee" Mirsky, Commissioner, City of Lauderhill)



Without the Collaborative, we will not as an individual city be successful in our hopes to revitalize the corridor. With the common focus of this group, we will be successful.

(North Lauderdale Commissioner Gary Frankel)

- In a region that is at traffic gridlock and turning to transit as the only solution, the corridor is well placed to provide a high degree of mobility; its assets include excellent connections to regional facilities, including airports, rail, and interstate highways. The corridor will be the first corridor in the county to be master-planned for transit-oriented development and additional transit services.
- In a region where consumers are turning away from the car-oriented strip shopping centers and big boxes of the past 20 years and returning to main streets and neighborhood centers, a corridor redesigned for distinctive mixed-use transit-oriented development will offer a unique asset.
- In a region marked by a growing international economy, the corridor offers business locations and support infrastructure due to an already established blend of international businesses and residents and a location situated at the mid-point of the county's population.
- In a region where regional, state, and federal policies emphasize planning processes that cross the lines traditionally dividing and diminishing a community and region, the State Road 7/US 441 Collaborative provides a model for how multiple jurisdictions can work together toward a common vision that benefits each community and the area as a whole.

Next Steps for the Collaborative

Building on its foundation of accomplishments and unique position in the region, the next major step of the Collaborative is to develop a Strategic Master Plan as a common planning framework for the governments that share jurisdiction of the corridor. Members of the Collaborative have committed resources to the development of the Master Plan, underscoring its importance to the long-term viability of the corridor and of the Collaborative. The Master Plan will be developed with the involvement of all stakeholders in the corridor.

The Collaborative is working to implement actions that can be carried out in the near term as the Master Plan is developed. These actions stem from the goals that its members have in common: making the corridor safer for pedestrians; improving the attractiveness of the corridor for economic investment; and promoting redevelopment with future transit. The Collaborative will continue to expand its ability to be an effective advocate for its own goals and for the needs of the individual communities along the corridor. Currently, the Collaborative is helping coordinate regional plans with a \$300 million hotel facility now under construction by the Seminole Tribe of

The next most important step of the Collaborative is to involve all the stakeholders in creating a consensus for a vision for the corridor.

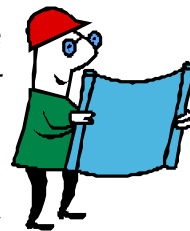
(Richard Kaplan, Mayor, City of
Lauderhill)

Florida, a development certain to have a ripple impact on neighboring properties along the corridor.

Collaborative Corridor Planning Process Work!

Across the country, other multi-jurisdictional corridor planning processes are reaping the financial benefits of collaboration.

- Northwest Corridor Partnership: This voluntary public-private partnership successfully mobilized resources for the redevelopment of the County Road 81 corridor located in Hennepin County, Minnesota, including approval of \$20 million in state bonding funds for a Bus Rapid Transit Project (the only project to receive state transit funding in 2002), and moving up the funding priority to redesign and rebuild the corridor as a multi-modal urban boulevard.
- I-35W Corridor Coalition: This coalition of communities along the I-35 corridor north of Minneapolis and St. Paul received a \$740,000 grant to assess the consequences of current growth plans and successfully established a Housing Resource Center to provide assistance to coalition city residents interested in buying and improving existing housing.
- Austin-San Antonio Corridor Council: This public-private partnership, which was formed to promote infrastructure improvements and economic development in the I-35 corridor, received \$1.5 million from outside sources for a series of transportation studies. These studies generated an additional \$326 million in improvements to I-35 and State Highway 130.
- Regional Center Partnership of Somerset County: This public-private partnership succeeded in obtaining a series of grants to achieve its goal to guide development in the Bridgewater-Raritan Somersville, New Jersey Regional Center. The grants include: \$3.2 million to conduct a strategic needs assessment of US Route 28; \$2 million for a major pedestrian bridge, neighborhood calming, and strategic bus shuttle; funding to develop a concept plan for the US Route 22 corridor that links all three cities; and additional funding for member local governments to prepare sub-area transit plans and to update local master plans to be in conformance with the Regional Center master plan.



The State Road 7 Collaborative Meeting at the Seminole Tribe Headquarters



The State Road 7 Collaborative is working to transform areas such as this.

**BROWARD COUNTY
SR 7/US 441 CORRIDOR
MUNICIPAL BOUNDARIES**

EXHIBIT 2

LEGEND

-  SR 7 / US 441
-  Roads
-  SR 7 / US 441 Primary Corridor 1 Mile East / West Boundary

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