



Hollywood / SR7 Hub Master Plan Stakeholder Work Session

June 29, 2017

1:30 pm to 4:30 pm

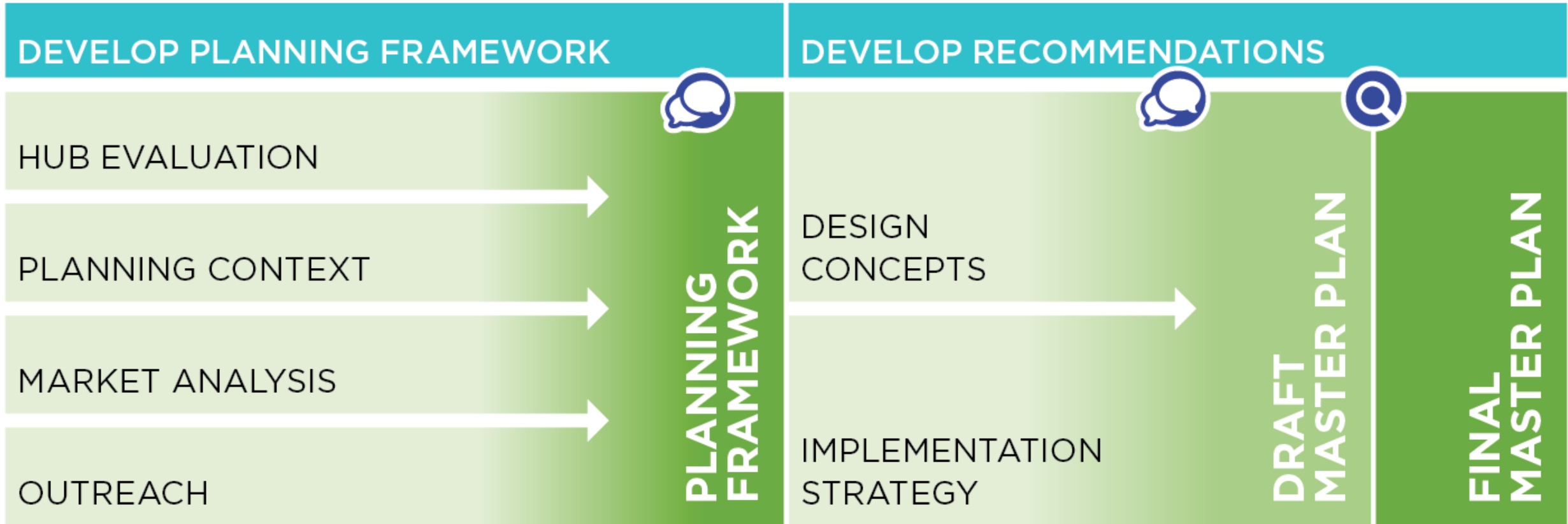
AGENDA

- Introductions
- Master Plan Purpose
- Master Plan Process
- Planning Framework
- Master Plan Development
- Discussion
- Next Steps

Master Plan Purpose

- Invest in near-term priorities
 - **Safe access** to the multimodal network
 - **Increase use and visibility** of the multimodal network
 - **Activate** the public realm
 - Align with **local priorities**
- Support long-term strategies
 - **Coordinate** planning/design needs with 2045 LRTP
 - Support mobility-friendly **policies and standards**
 - Phase project **timelines**
 - Formalize sponsor/partner **commitments**

Master Plan Process



Stakeholder Work Session



MPO Board Review

Planning Framework

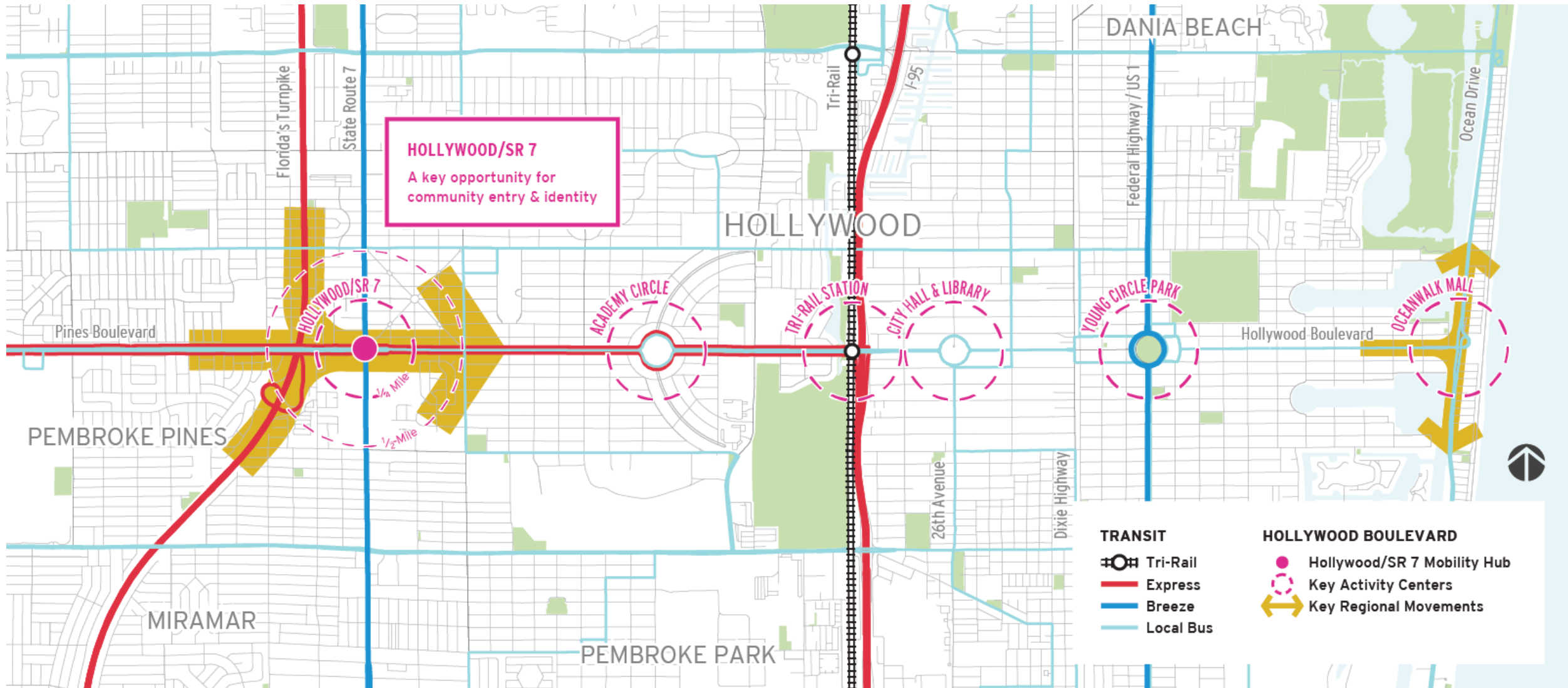
- Past Plans
- Existing Conditions
 - Transportation Context
 - Development Context
 - Projects Underway
- Market Analysis
- Stakeholder Feedback



Past Plans

- Hollywood City-Wide Master Plan, 2001
- Hollywood Zoning and Land Use Map, 2011
- Hollywood/Pines Blvd Congestion Management Process/
Livability Planning Project, 2013
- Hollywood Mobility Hub Analysis, FDOT 2016
- SR7 Multimodal Improvements Corridor Study, BMPO 2016

Regional Context



Market Analysis

- Growth will be modest in foreseeable future
- Market rate rental housing opportunity
- Strong vehicular corridor – transit beneficial
- Concentration of activity in core area
 - Build on existing attractors
 - Improve business environment
- Lack of available large scale parcels
- Establish clear development standards
- Longer-term strategy for hold/assembly of parcels

Development Context

- Scale variation north to south
- Linear park
- Foreseeable future: Retail-oriented commercial center
- Thoughtful and proactive development reviews
 - Access, setbacks, comfortable outdoor spaces
- Potential to “hold and protect” key parcels
 - Facilitate phased investments

Transportation Context

- Local scale: Movement and Safety
 - Transit focus - east of SR7
 - Encourage local use of secondary routes
 - SR7/Fillmore opportunity
 - Access management
- Regional scale: Entry and Orientation
 - Community entry focus - west of SR7
 - Elevate transit and pedestrian visibility
 - Locations for future transfer facilities
 - TNC / shuttle / park-and-ride

Pending and Proposed Transportation Projects



Provide marked bike lanes;
Improve crosswalks & lighting at signals;
Provide marked, enhanced mid-block crossing at various locations

Fill sidewalk gaps & provide curb ramps and shared lane arrow markings in this quadrant

Provide bike lanes or mark outside lane with shared lane

Extend Local Street Connectivity

Extend EB right turn to immediately east of 63rd Terrace

Evaluate options to restrict EB left turns from Hollywood onto 62nd to provide additional left turn storage onto Turnpike

Modify bus stop locations to improve access to signalized crossings at 56th and 58th

Provide marked bike lanes
Consider road diet

LEGEND

EXISTING	PREVIOUSLY PROPOSED
BTC Route	Bus Pullouts
BTC Bus Stop	Transit Center
Signalized Intersection	Widen Pavement
BMPO MOBILITY PLANS	Road Diet
Bike Lanes	New Street Connections
Eval. Roundabout Feasibility	Improve crosswalks, ped. features, and lighting

Breakdown scale of the quadrant

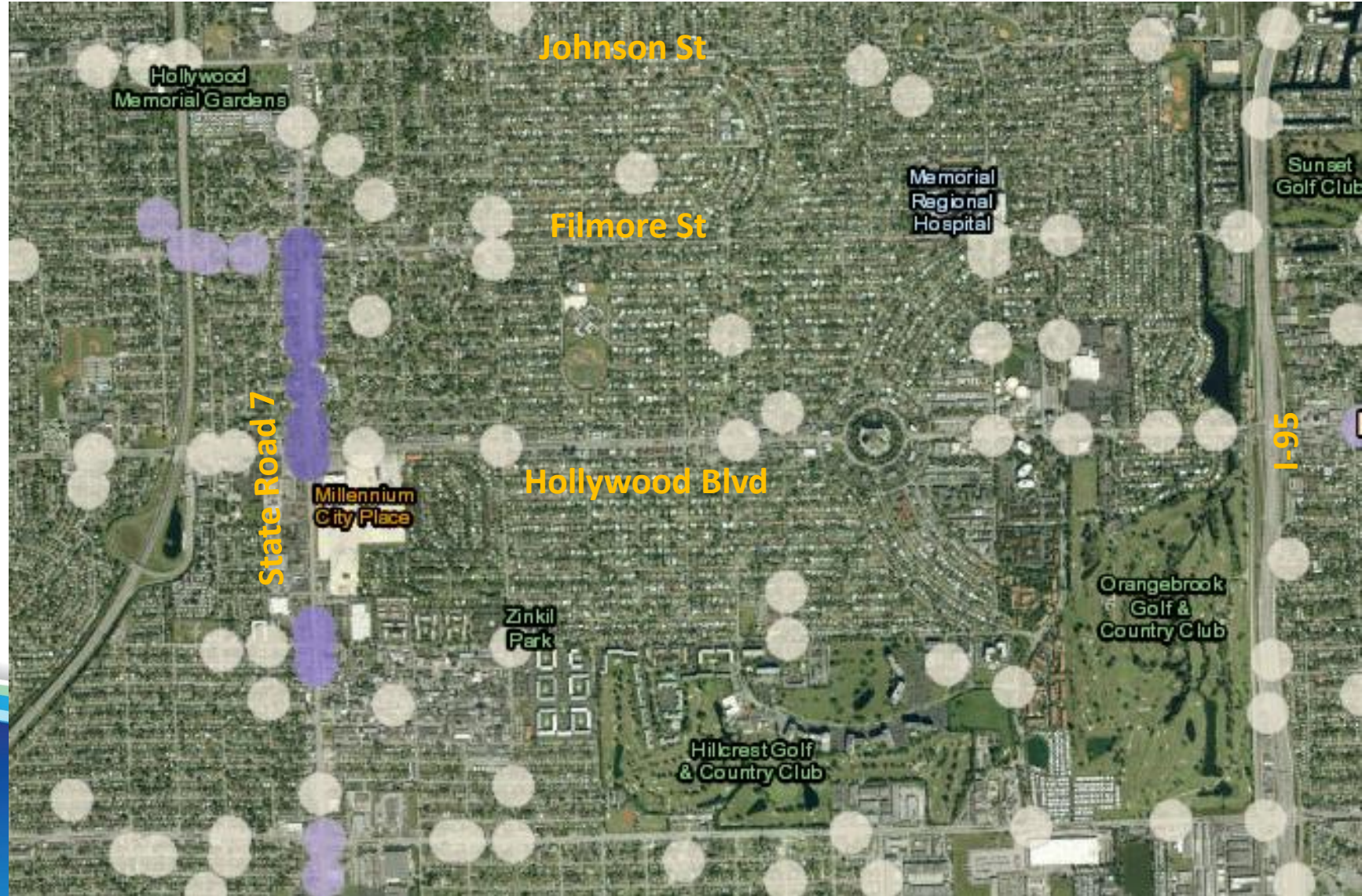
Half Mile Buffer



2010 to 2014 FDOT Pedestrian Crash Clusters

Pedestrian-Involved Crash Clusters in Florida from 2010 through 2014

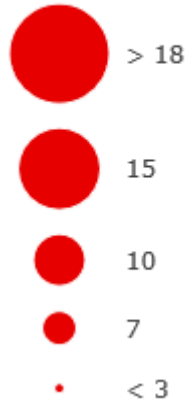
CrashCnt



Top Pedestrian Crash Segments and Intersections

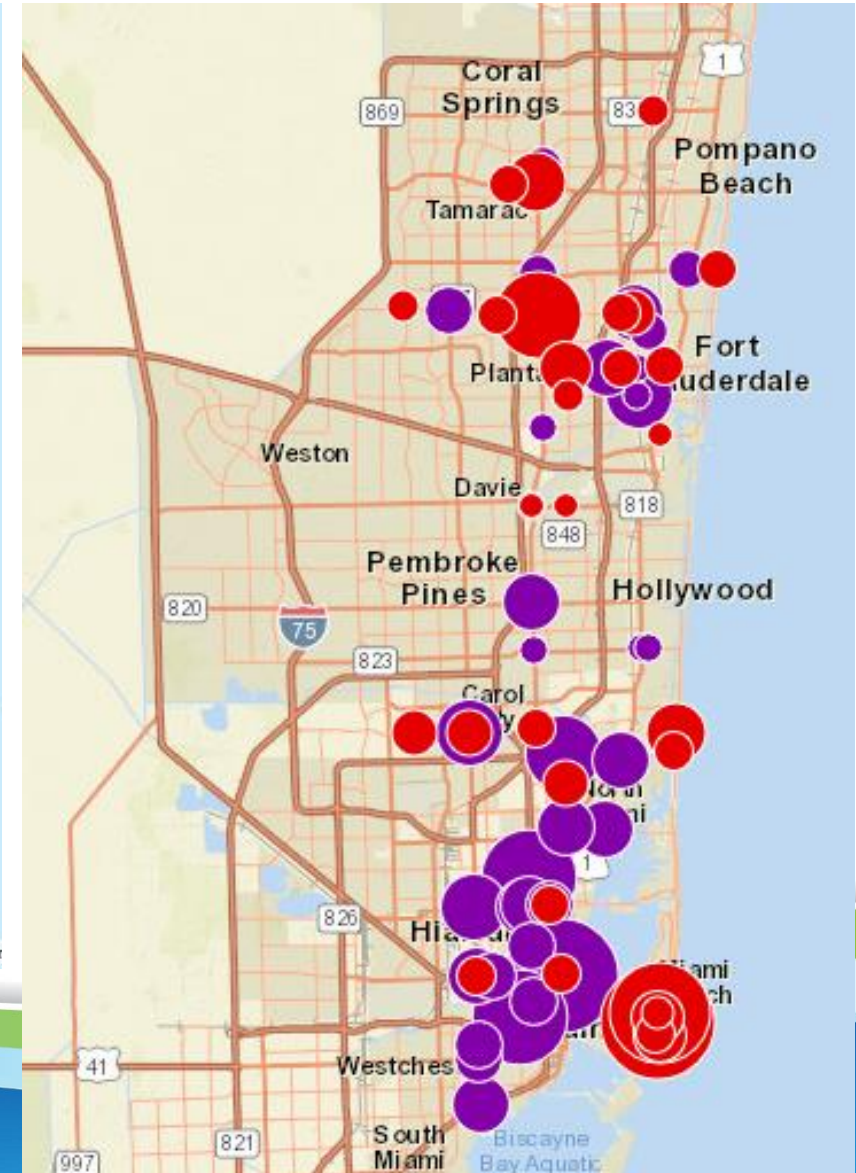
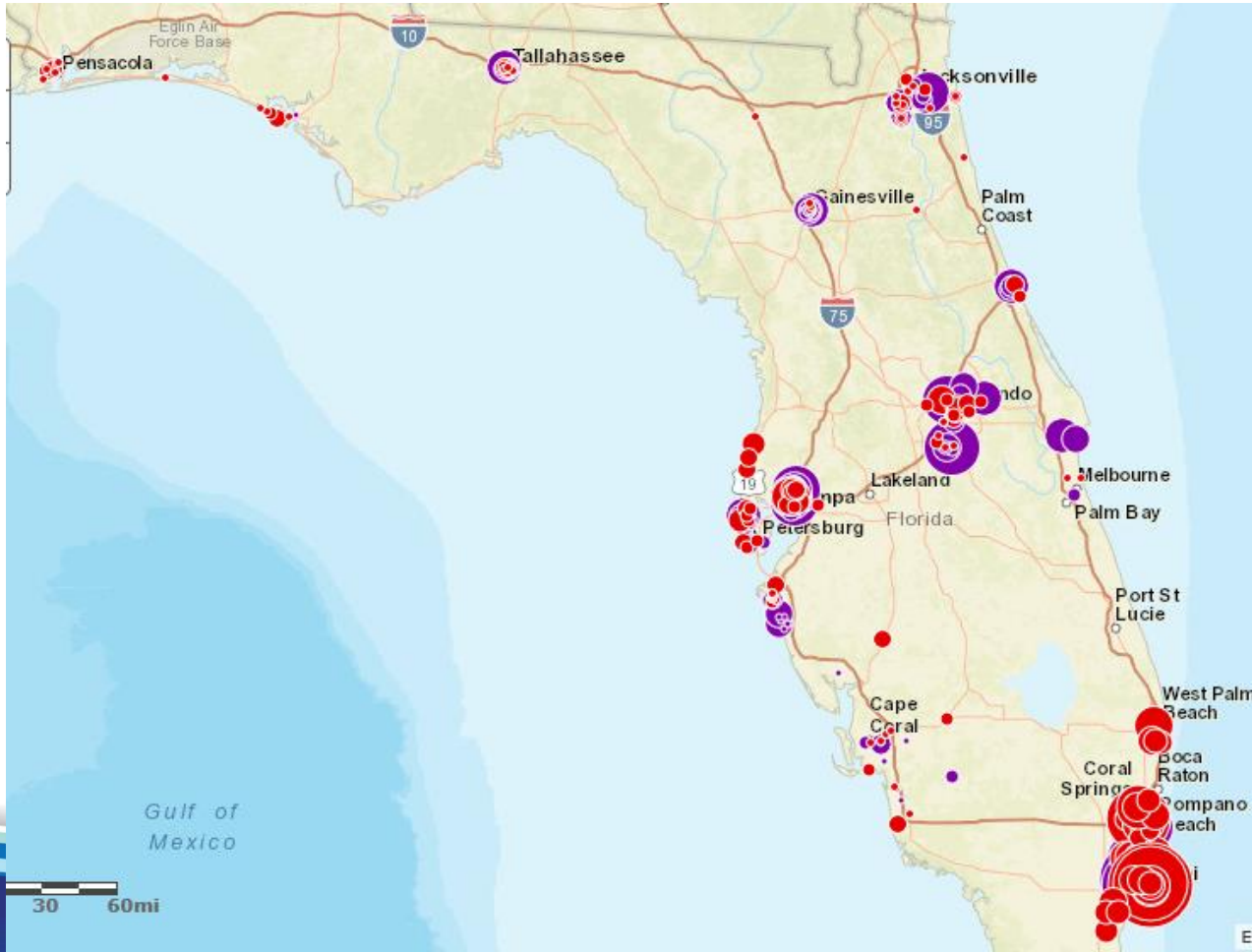
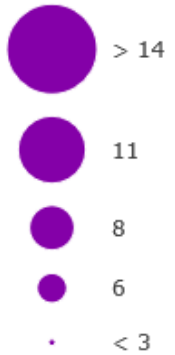
Segments

Count of Crashes



Intersections

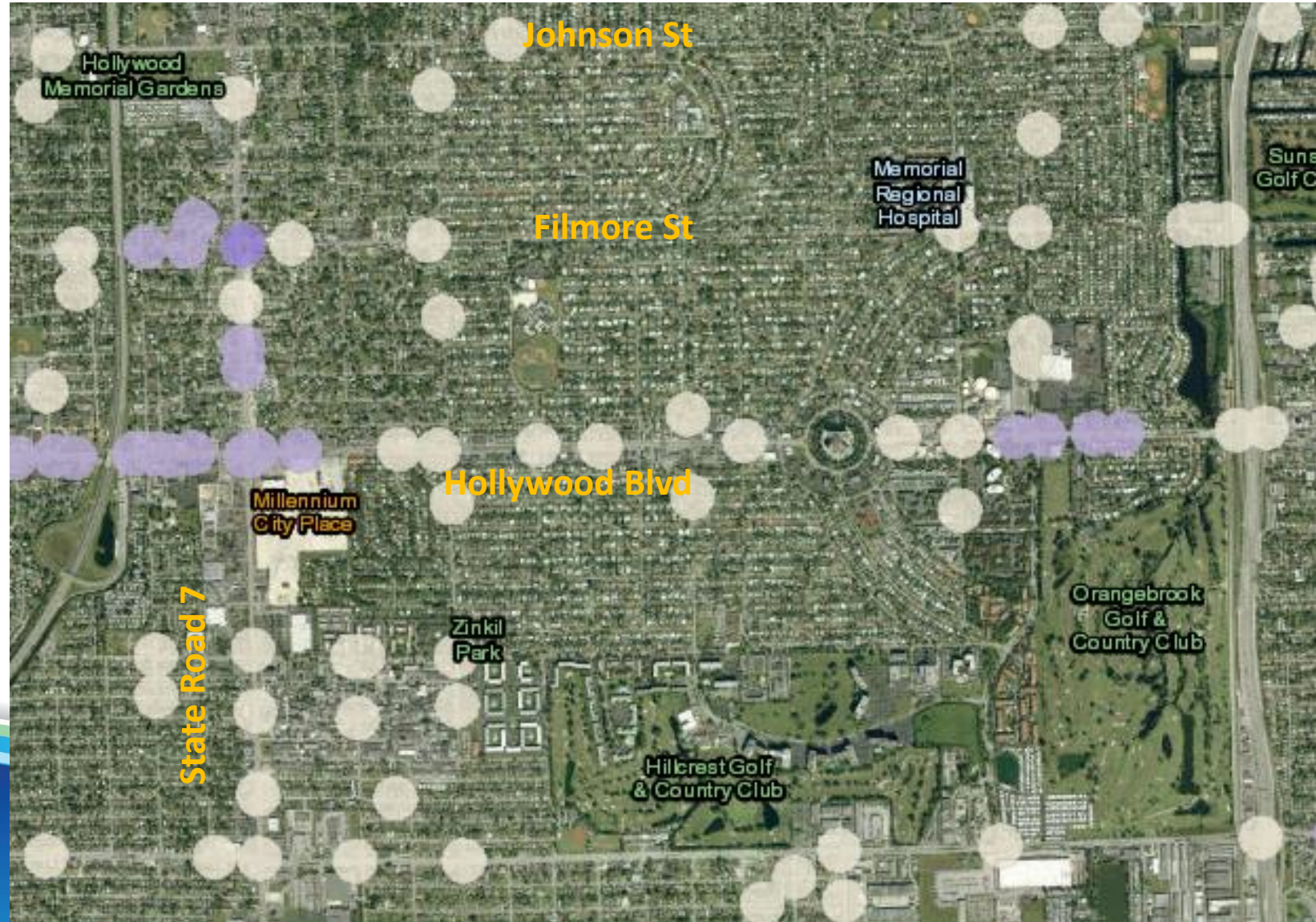
Count of Crashes



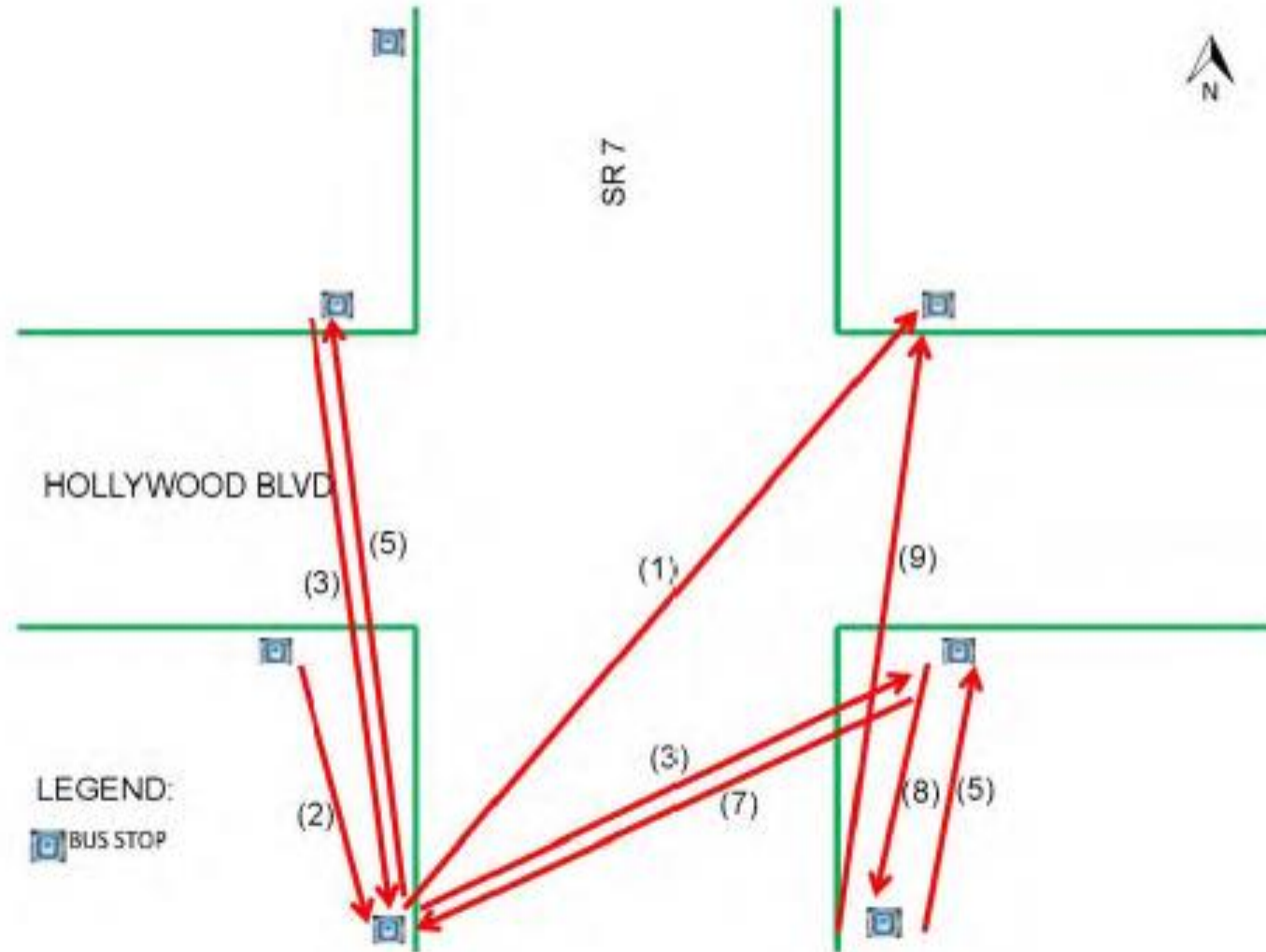
2010 to 2014 Bicycle Crash Clusters

Bicyclist-Involved Crash Clusters in Florida from 2010 through 2014

CrashCnt



Bus Transfer Activity



Guiding Themes

- Address mobility at two scales
 - Regional entry and orientation
 - Local movement and safety
- Reflect unique local character
 - Linear park “building block”
 - Larger scale south, smaller scale north
- Balance near- and long-term
 - Immediate network function and visibility
 - Phased investments
 - “Hold and protect” key areas

Framework Principles

- Mobility
 - Encourage/promote multimodal travel
 - Facilitate easier use of 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

Framework “Layers”

- Development Pattern
- Public Realm
- Multimodal Network
- Transit Facilities



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 to "Hold and Protect"

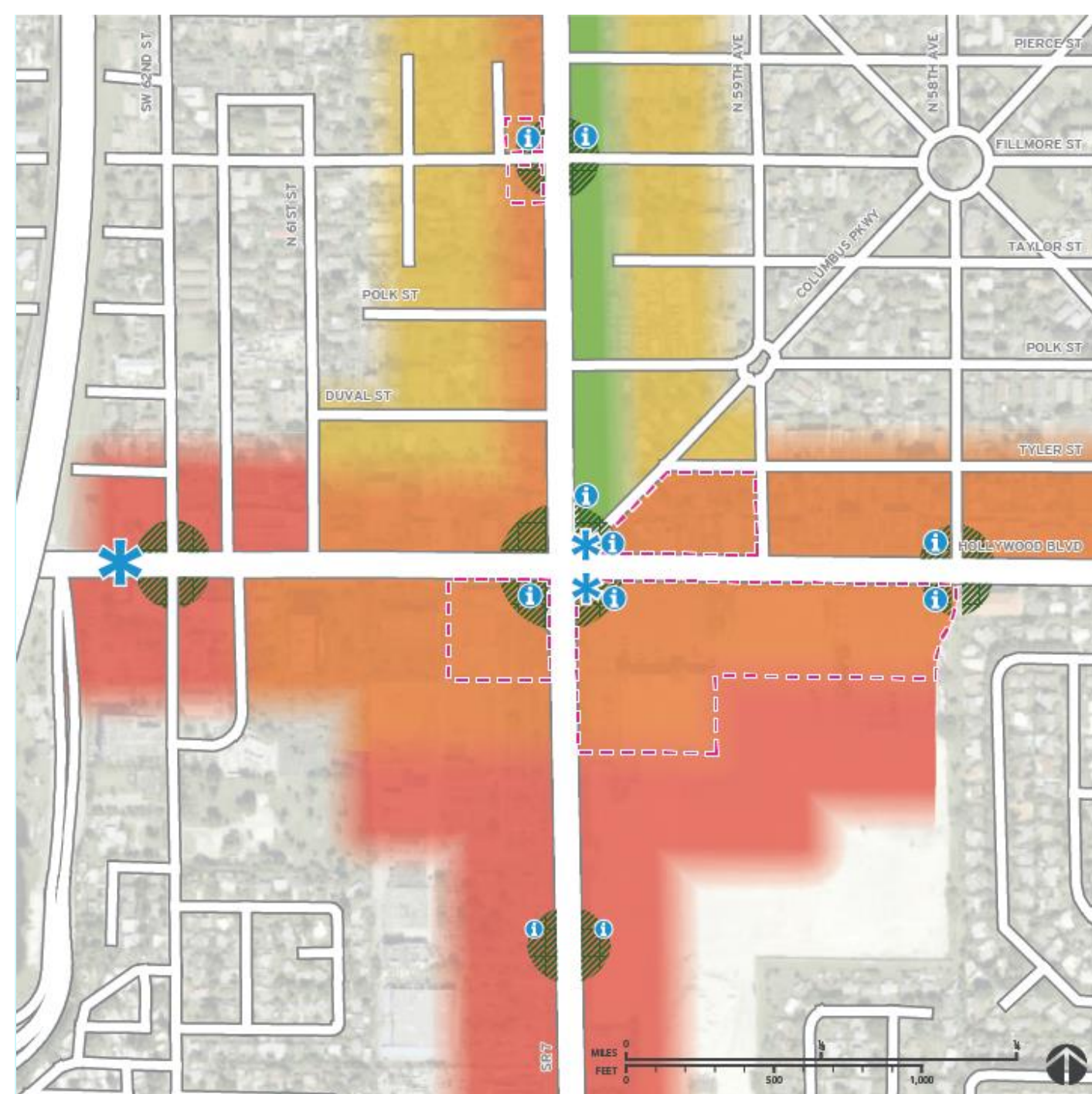
- Apply Design Standards
- Manage Access (Curb Cuts)
- Pedestrian Priority
- Transit Access Coordination

Public Space Opportunities

- Maintain Sight Lines
- Community Identity
- Transit Access Coordination




Potential Public Realm Investments

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







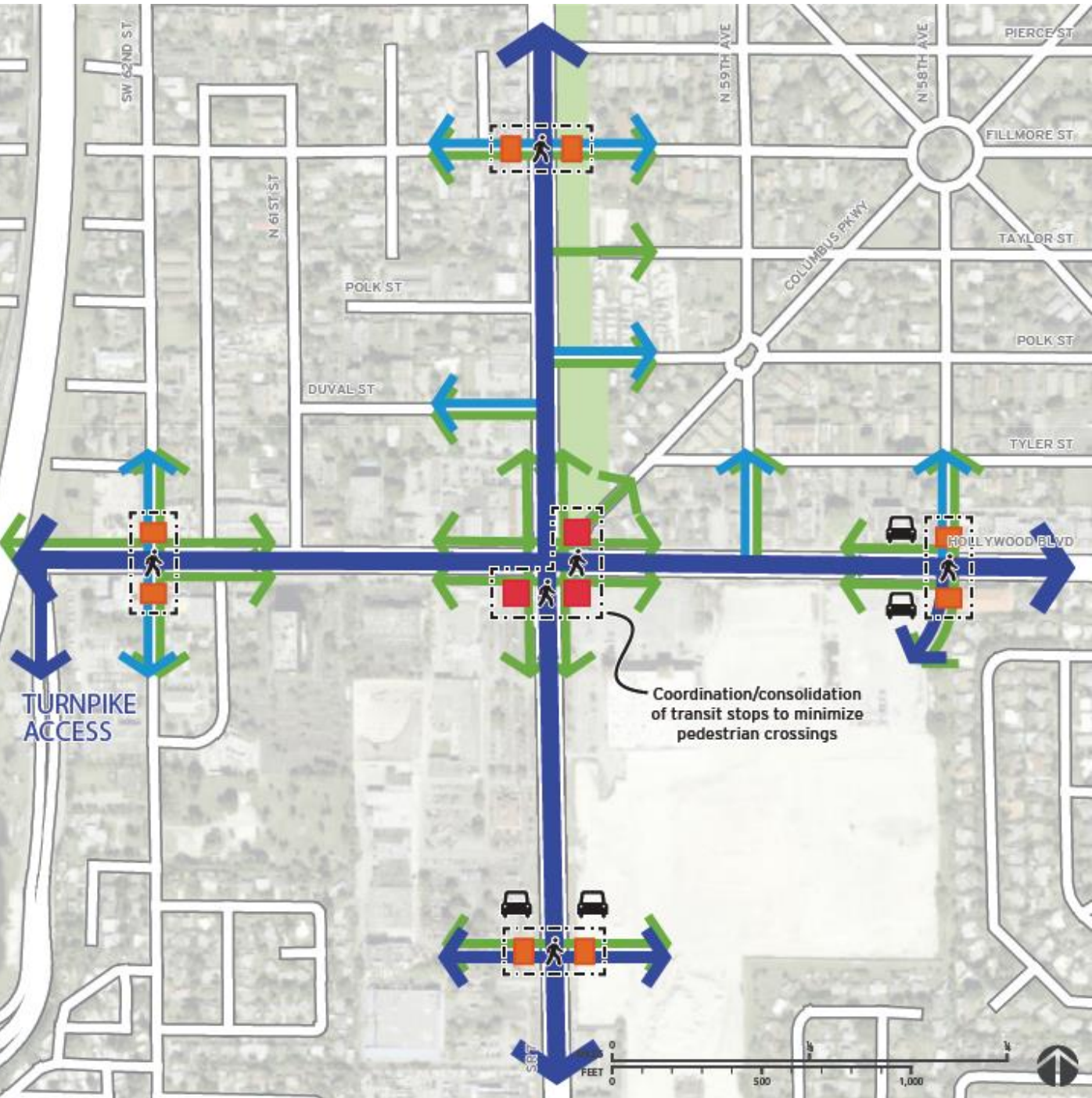
Multimodal Opportunities

Key Movements

-  Regional Auto and Transit
-  Local Auto
-  Local Pedestrian / Bike

Multimodal Opportunities

-  Enhanced Pedestrian Crossing
-  Local Bus Stop
 - Local to Local
 - Local to Breeze/95-Express
-  Regional/Transfer Bus Stop
 - Local to Breeze/95-Express
 - Local to Breeze/95-Express
-  Access Coordination
 - Off-street zone convenient to boarding area at curb
 - Transportation Network Companies (TNC)
 - Community Shuttle
 - Kiss-n-Ride



Coordination/consolidation of transit stops to minimize pedestrian crossings



Hollywood Blvd and SR 7 - Westbound Near Side



**Hollywood Blvd and SR 7 -
Westbound Far Side**



Image source: The Corradino Group (May 2017)

Hollywood Blvd and SR 7 - Eastbound Near Side



Hollywood Blvd and SR 7 - Eastbound Far Side



Hollywood Blvd and SR 7 - Southbound Near Side



Hollywood Blvd and SR 7 - Southbound Far Side



**Hollywood Blvd and SR 7 -
Northbound Near Side**



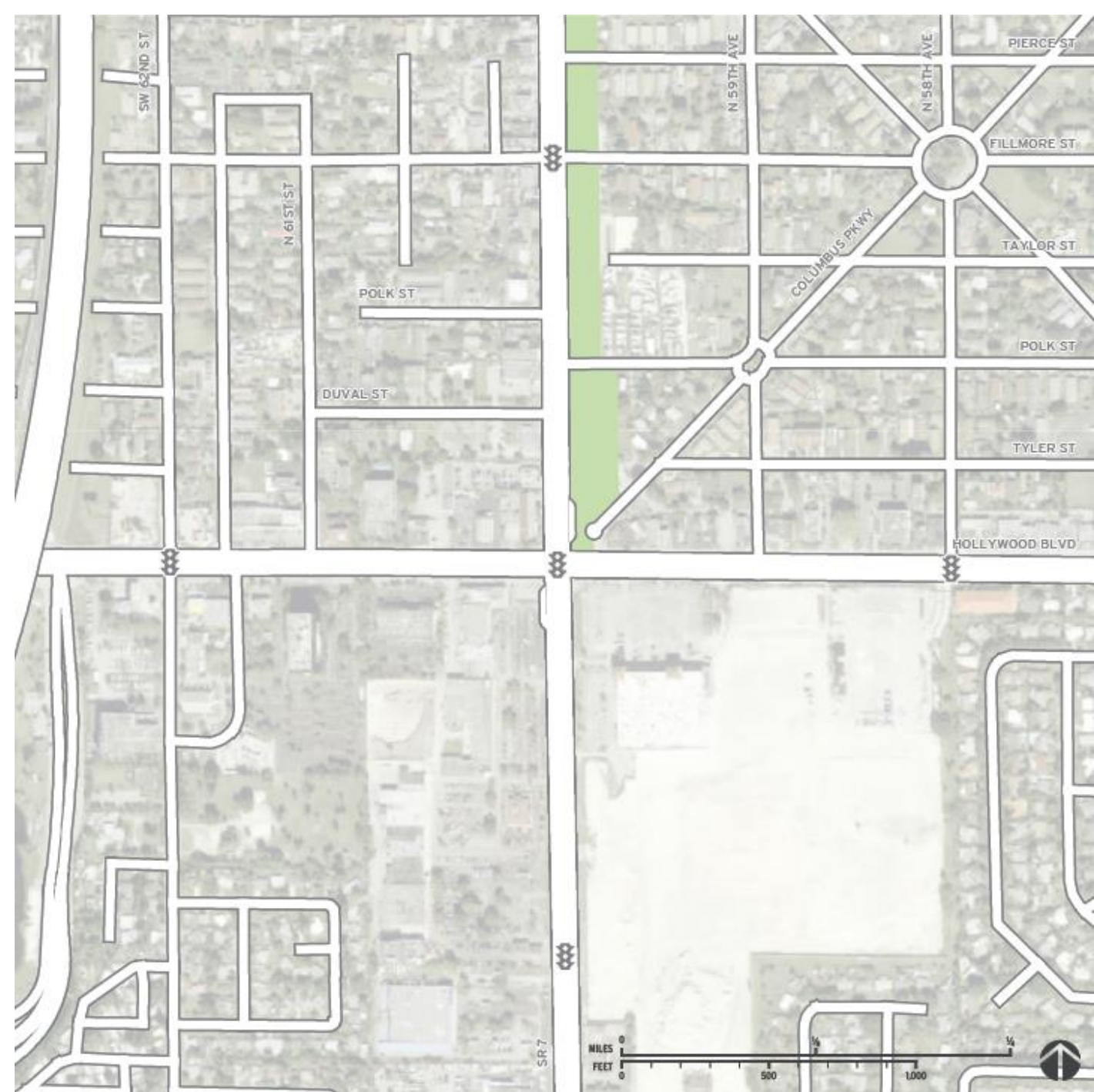
Hollywood Blvd and SR 7 - Northbound Far Side

Master Plan Development

- Planning Framework
- Bus Stop Conditions
- Mobility Hub Elements
- Stakeholder Priorities

Mobility
Safety
Placemaking

Project Focus Areas



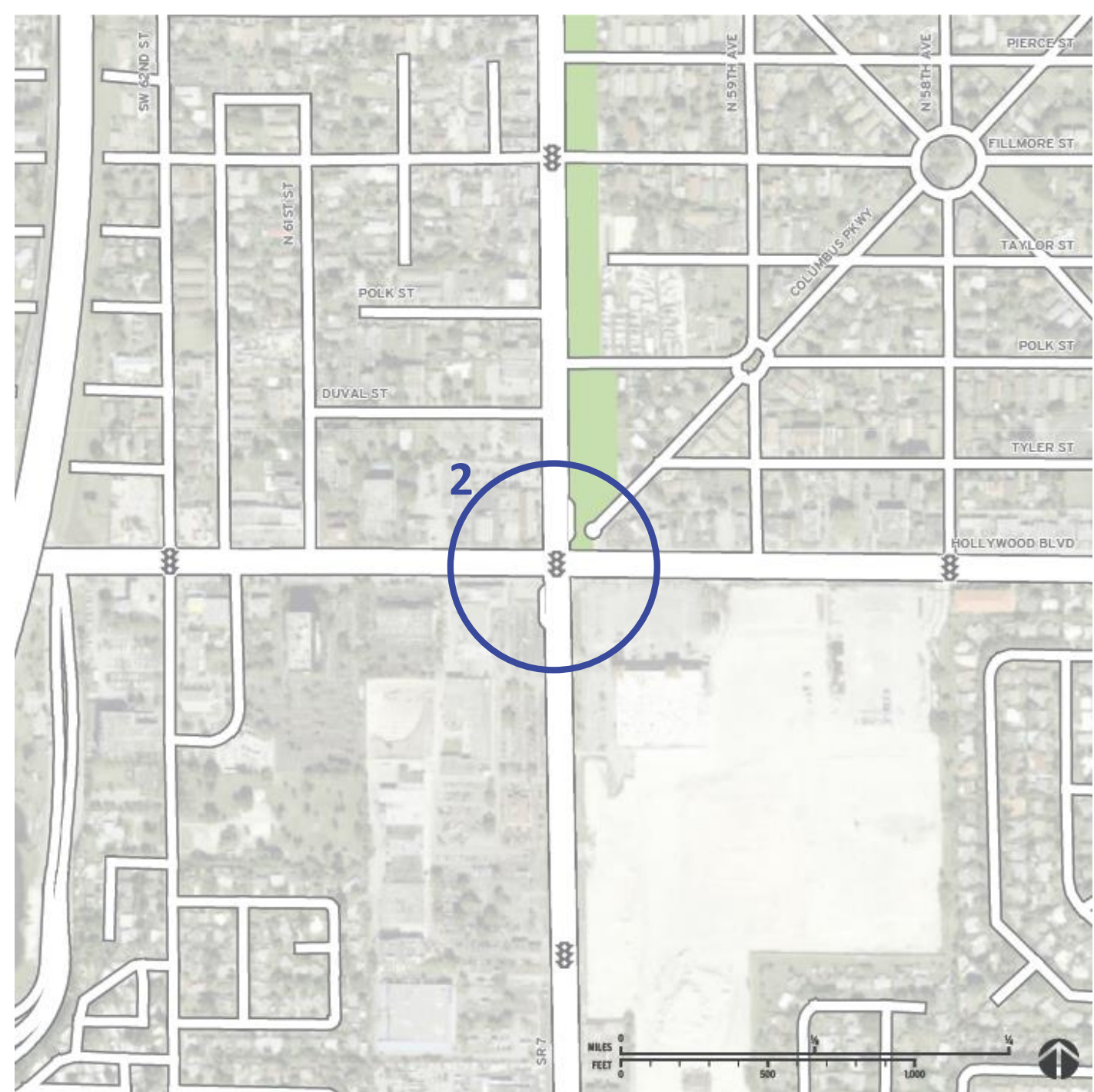
Project Focus Areas

1: Hollywood west



Project Focus Areas

2: Intersection



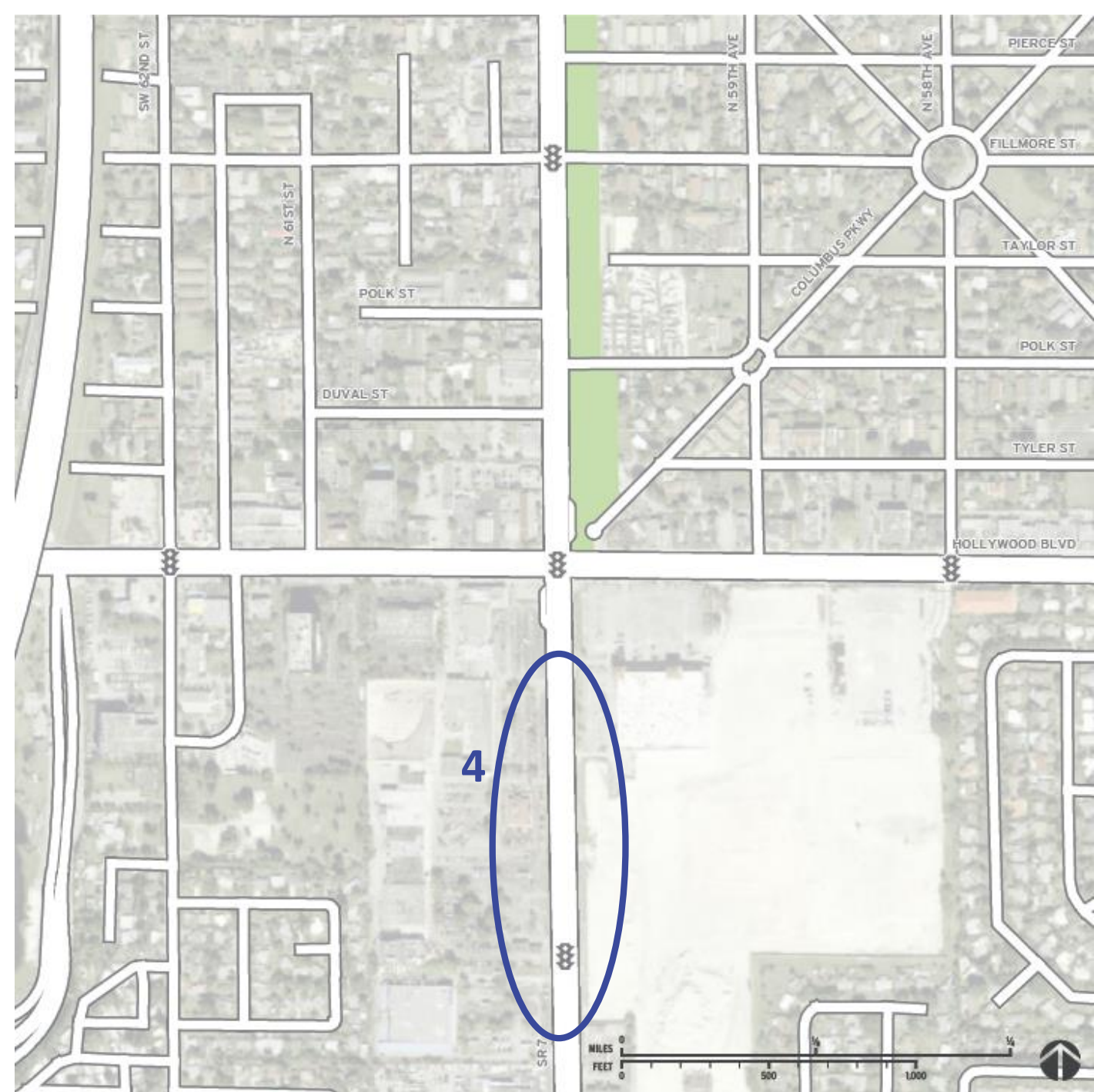
Project Focus Areas

3: Hollywood east



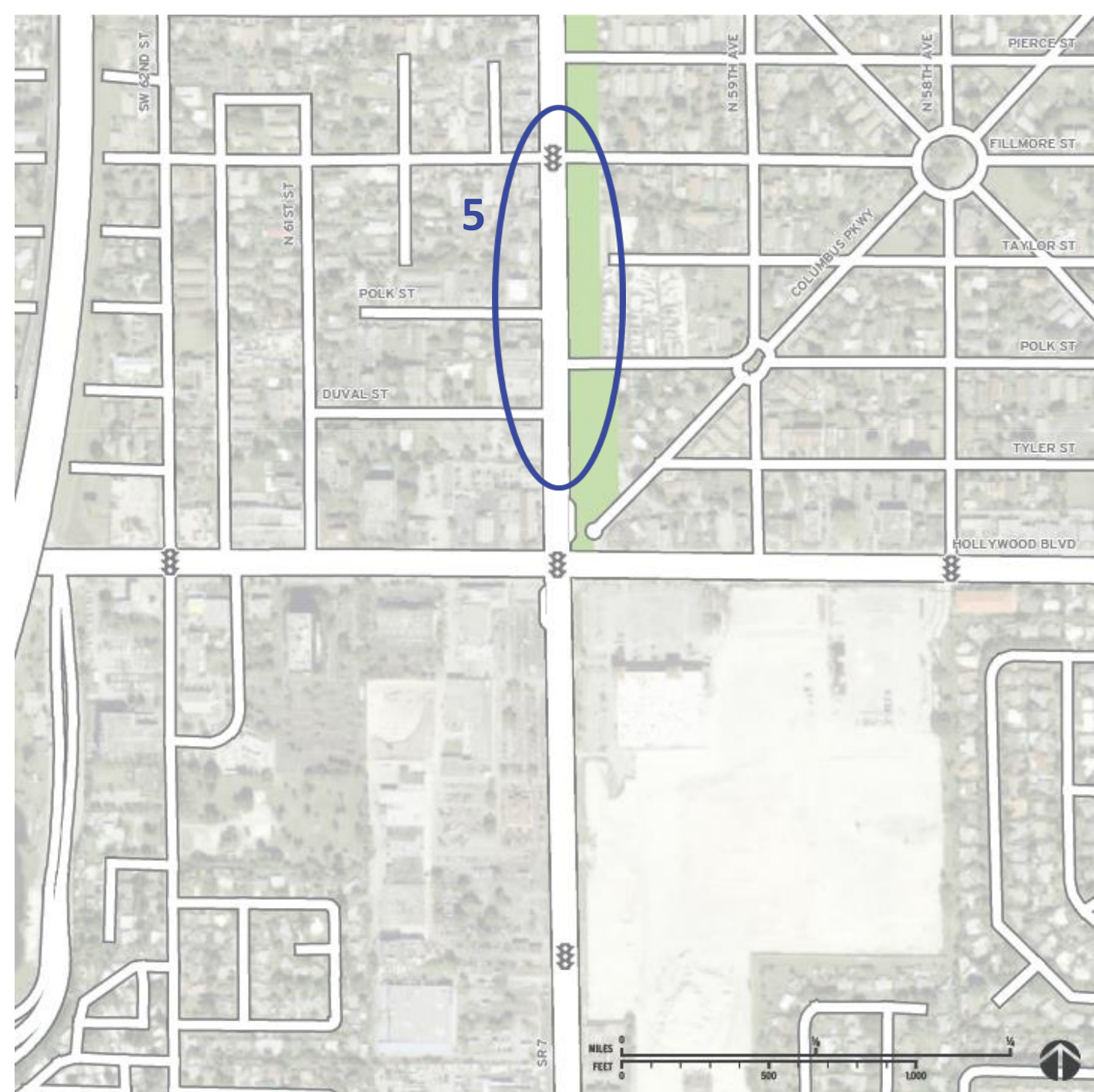
Project Focus Areas

4: SR7 south



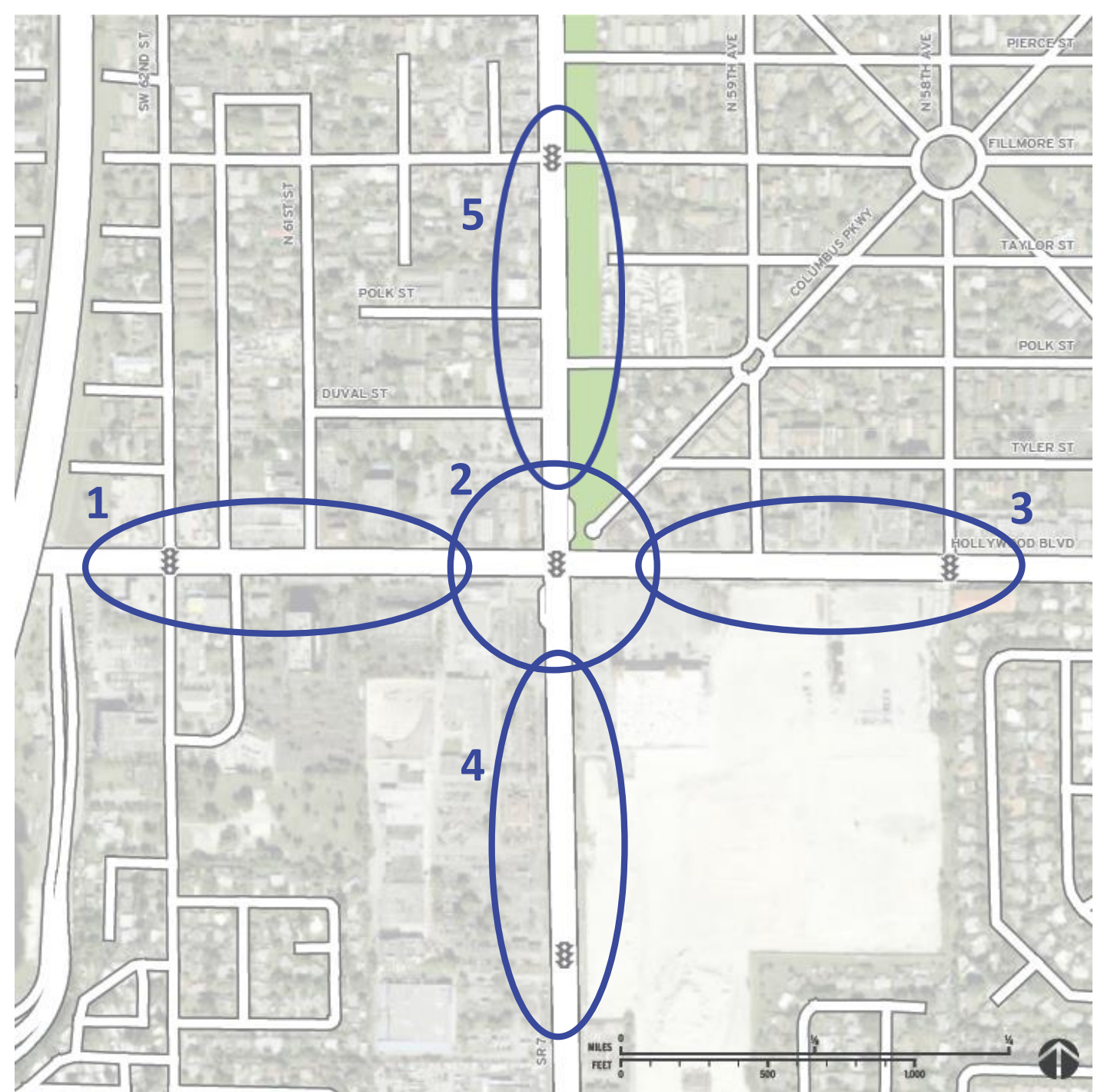
Project Focus Areas

5: SR7 north



Project Focus Areas

- 1: Hollywood west
- 2: Intersection
- 3: Hollywood east
- 4: SR7 south
- 5: SR7 north



Master Plan Discussion

- Near-Term Project Priorities
 - Mobility & Safety elements / locations
 - Design “theme” / Placemaking features
- Coordination / Synergy Opportunities

Mobility
Safety
Placemaking

Next Steps

- Near-Term Priority Projects (*Marlin, B+A*)
 - Concept Development
 - Cost Estimate
 - Schedule and Coordination Needs
- Implementation Strategy (*HNTB*)
 - Policy and Design Standards
 - Next Phase Projects
 - Sponsor / Partner Commitments
- Stakeholder Work Session #2



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