



Broward
C O U N T Y

SR A1A
SCENIC HIGHWAY

Five-Year Corridor Management Plan Update



Broward County SR A1A Scenic Highway Five-Year Corridor Management Plan Update

Submitted to:

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Transmittal Letter

March 18, 2014

The Broward County State Road A1A Scenic Highway Corridor Management Entity (CME) is pleased to announce this Five-Year Corridor Plan Update (CMP). This CMP Update was prepared by Kimley-Horn and Associates, Inc., for the Broward A1A Scenic Highway Corridor Management Entity (CME) and Broward Metropolitan Planning Organization (MPO). This document was prepared in accordance with the Florida Scenic Highways Program Manual, procedure # 650-050-005, Section 4.4.2, and is submitted in place of the annual report. This CMP Update provides an assessment of the CMP from a longer historical perspective than the Annual Report, and will be used by the Broward A1A Scenic Highway CME as a guiding document for the next five years.

| | |
|--|----------------------------|
|  _____ John Rude, Chair, Broward A1A CME | 3/25/14 _____ Date |
|  _____ Gregory Stuart, Executive Director of the Broward MPO | 4/2/14 _____ Date |
|  _____ Jennifer Fierman, District Scenic Highway Coordinator | 3/27/2014 _____ Date |

Thank you to the following entities for contributing to this project:

- Deerfield Beach
- Hillsboro Beach
- Pompano Beach
- Sea Ranch Lakes
- Lauderdale-By-The-Sea
- Fort Lauderdale
- Dania Beach
- Hollywood
- Hallandale Beach
- Broward County
- Broward Metropolitan Planning Organization

Figure 1. CMP Update Guidelines

Introduction

In 2009, the Broward County State Road A1A Scenic Highway (SR A1A) was officially designated as a Florida Scenic Highway, during which a Corridor Management Plan (CMP) was written to document the vision and goals for development, preservation, maintenance, and enhancement of the corridor. To maintain the Florida Scenic Highway recognition, a five-year update of the CMP is required by the Florida Scenic Highway Program. The purpose of the CMP update is to assess, over the course of five years, the following areas:

1. The success and failures of the CMP and any changes
2. The realization of corridor goals and objectives
3. The effectiveness of policies, regulations, and protection mechanisms
4. Local, regional, and state changes impacting the corridor
5. The need for goals, objectives, and strategies revisions
6. The effectiveness of promotion and data collection efforts
7. The need for changes in mapping and/or corridor description
8. The impacts of the designation on the surrounding communities

Following the Florida Scenic Highway Five-Year CMP Update Guidelines (**Figure 1**), the CMP update for the Broward County State Road A1A Scenic Highway provides a foundation for which assessments and changes may be made to the CMP.



Public Workshops

As part of the Broward County SR A1A Five-Year CMP Update process, an initial workshop was held with the Scenic A1A Corridor Management Entity (CME). This was then followed by two public workshops, one in Pompano Beach on October 14, 2013 and one in Hollywood on October 15, 2013 (**Figure 2**). During each of the workshops, participants discussed the major components of the CMP, including:

- Corridor Vision and Story
- Key Features
- Goals, Objectives, and Strategies
- Action Plan

The major themes of the CME workshop included streamlining the Goals, Objectives, and Strategies; using the Corridor Story to connect the past (history) and the future (vision); developing a hierarchy to rank key features, and leveraging technology to promote the scenic corridor. The major themes at the two public workshops were reducing signage clutter, improving safety, and promoting the history of the area.

These public workshops were advertised and covered in local media outlets, including the *Sun Sentinel* newspaper. Copies of the articles published by the Sun Sentinel and the LA Times on October 3, 2013 and October 14, 2013 are included as **Appendix A**.

Figure 2. Scenic A1A Public Workshop



Credit: Art Seitz

Figure 3. Broward SR A1A Corridor

Corridor Conditions

The Corridor Conditions section highlights any of the corridor changes along SR A1A that have occurred since the completion of the Corridor Management Plan in 2009.

Corridor Limits

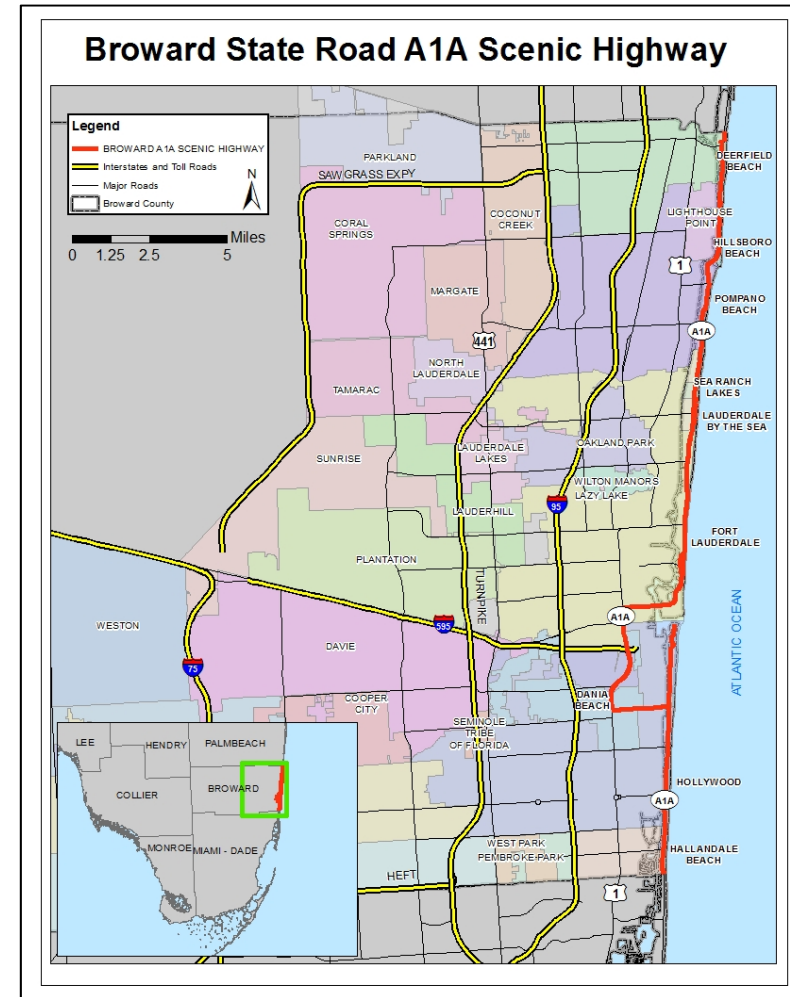
SR A1A extends 32 miles along the east coast of Broward County from the Palm Beach county line to the north to the Miami-Dade county line to the south, passing through the communities of Deerfield Beach, Hillsboro Beach, Pompano Beach, Sea Ranch Lakes, Lauderdale-By-The-Sea, Fort Lauderdale, Dania Beach, Hollywood, and Hallandale Beach. The SR A1A corridor limits have not changed since the corridor's original designation as a Florida Scenic Highway (**Figure 3**). **Figures 4A-I (Maps 1-9)** provide detailed views of the SR A1A corridor as it travels from north to south through Broward County.

Intrinsic Resources

There are six different categories of intrinsic resources associated with the Florida Scenic Highway Program that the Scenic A1A corridor may exhibit:

- Cultural
- Historical
- Archaeological
- Recreational
- Natural
- Scenic

Table 1 A-H (Tables 1-8) and **Figure 5 A-H (Maps 1-8)** detail the identified intrinsic resources for each segment of SR A1A, distinguishing which category or categories each intrinsic resource falls under. These tables can be updated during site visits so that listed intrinsic resources are reevaluated for their distinction, new resources may be added, or resources may be removed. **Table 2** provides information on intrinsic resources that can be found throughout the entire corridor. Larger versions of the intrinsic resources maps can be found in the Map Book.

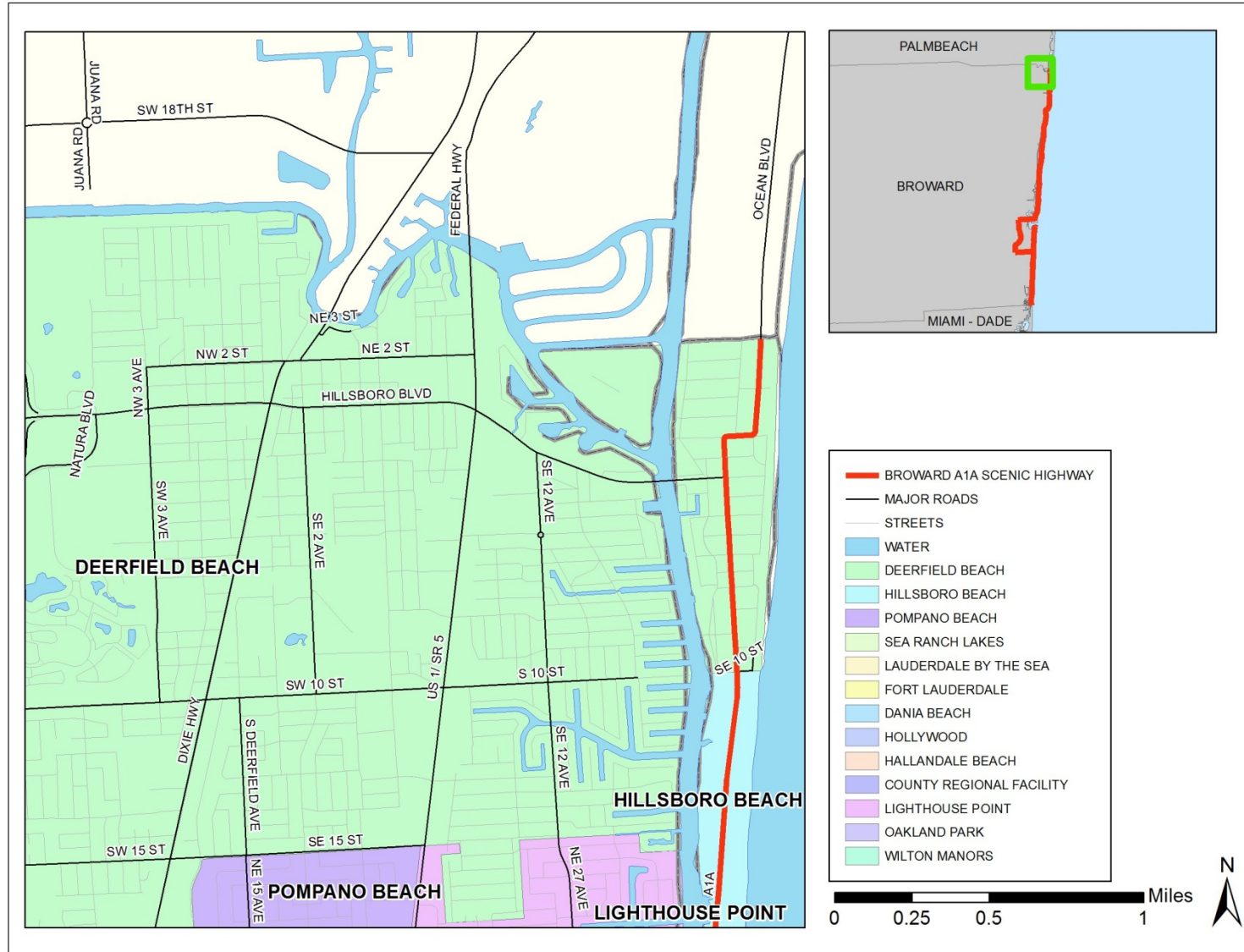


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Figure 4A. Detailed Broward SR A1A Corridor – Map 1



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Figure 4B. Detailed Broward SR A1A Corridor – Map 2

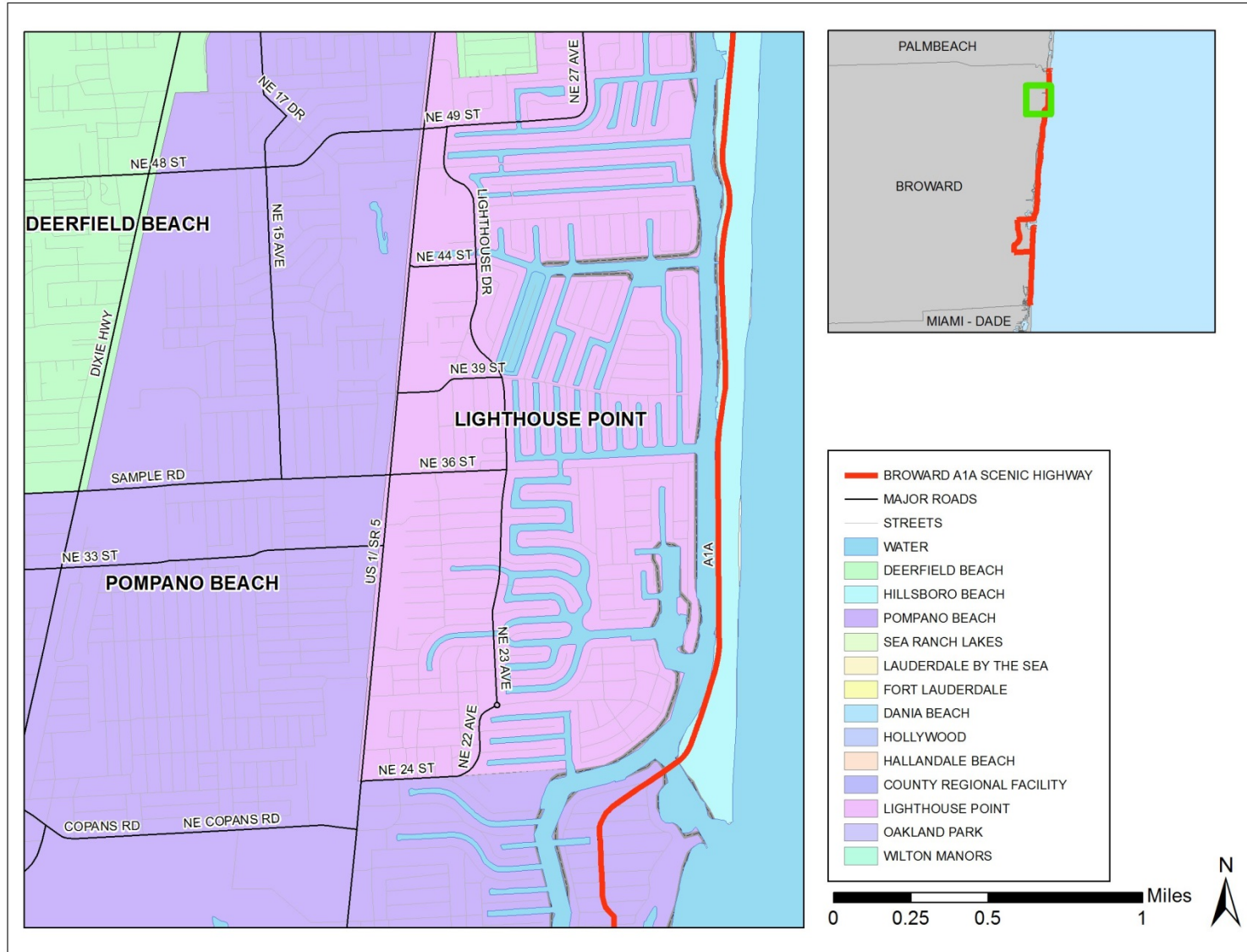
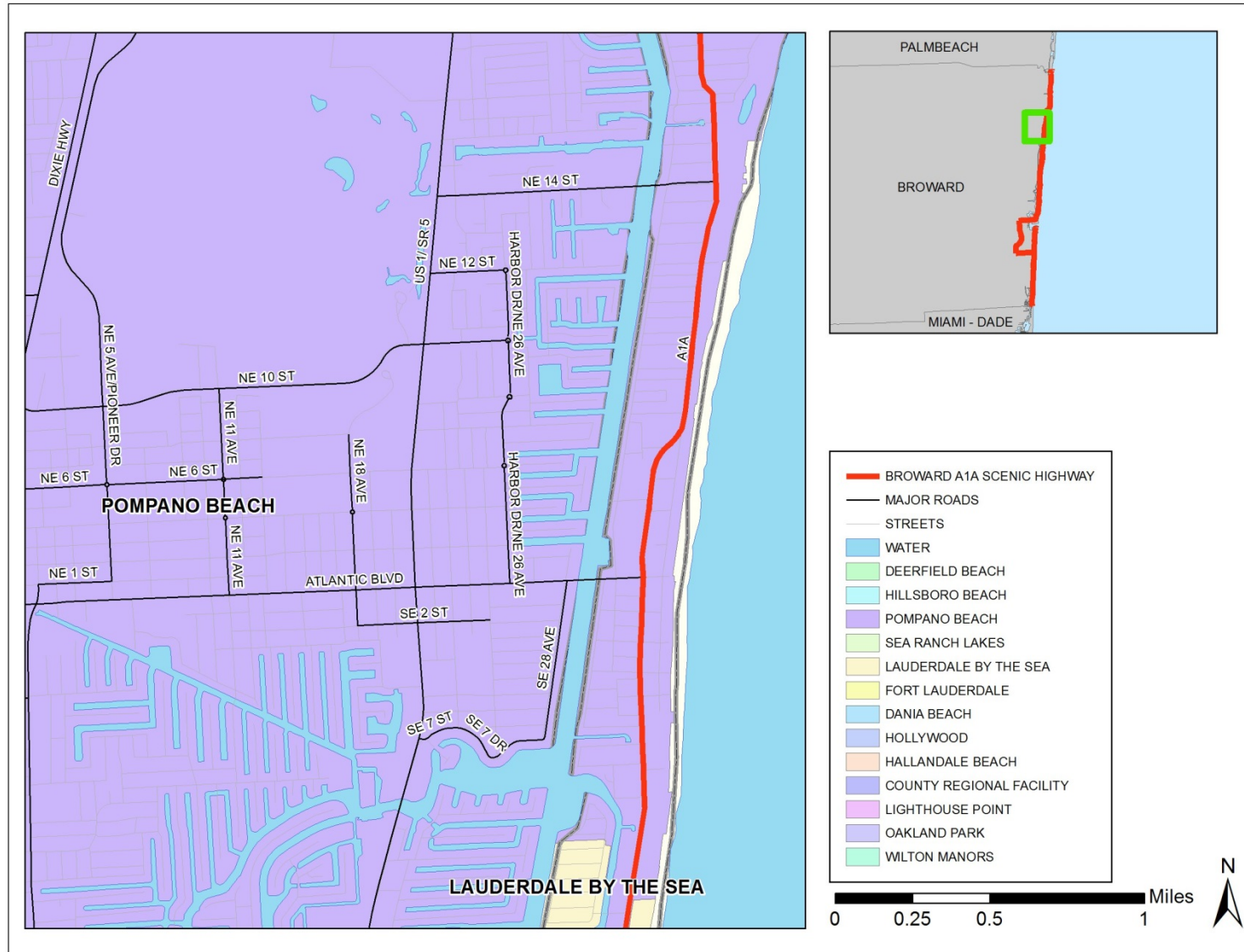


Figure 4C. Detailed Broward SR A1A Corridor – Map 3

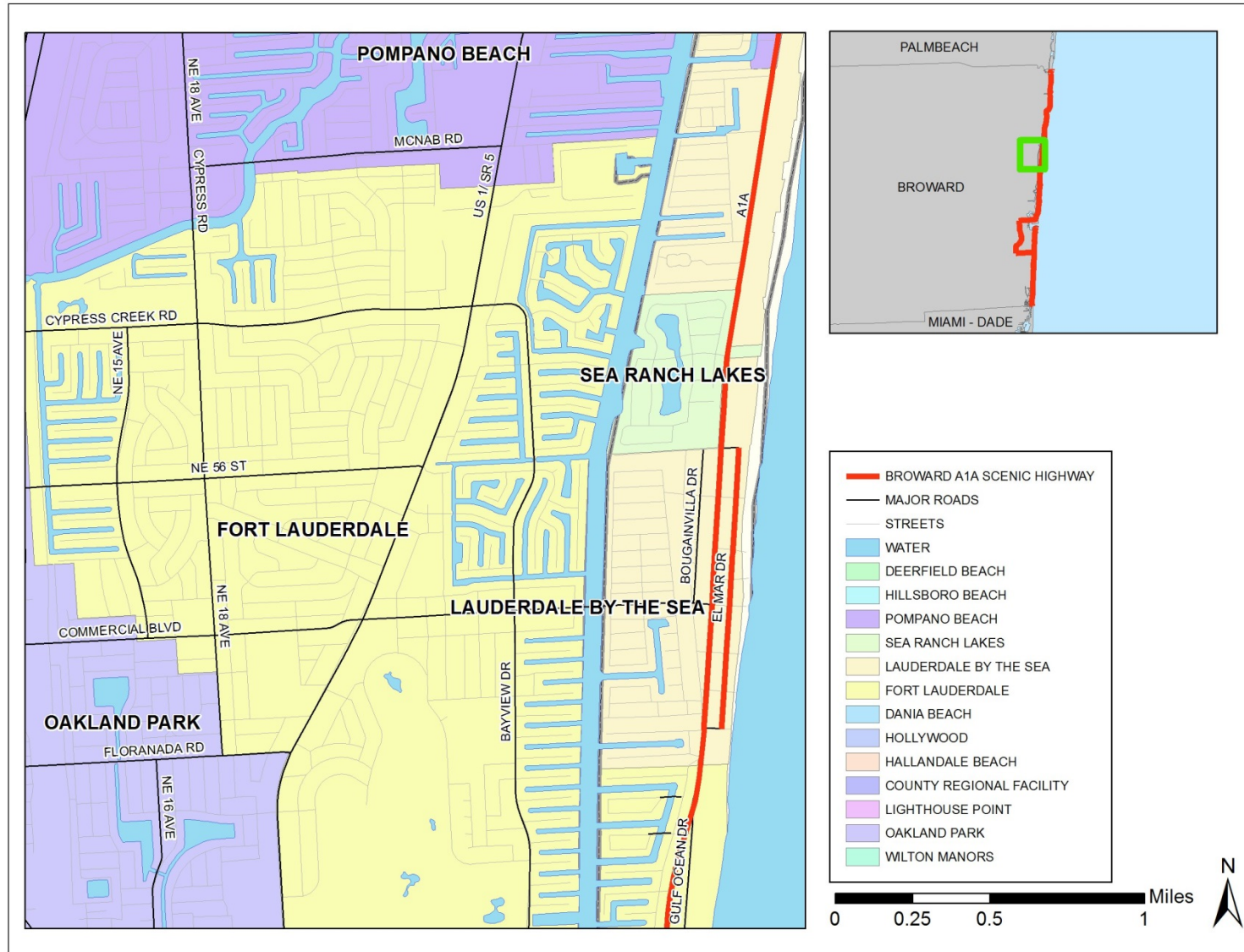


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Figure 4D. Detailed Broward SR A1A Corridor – Map 4

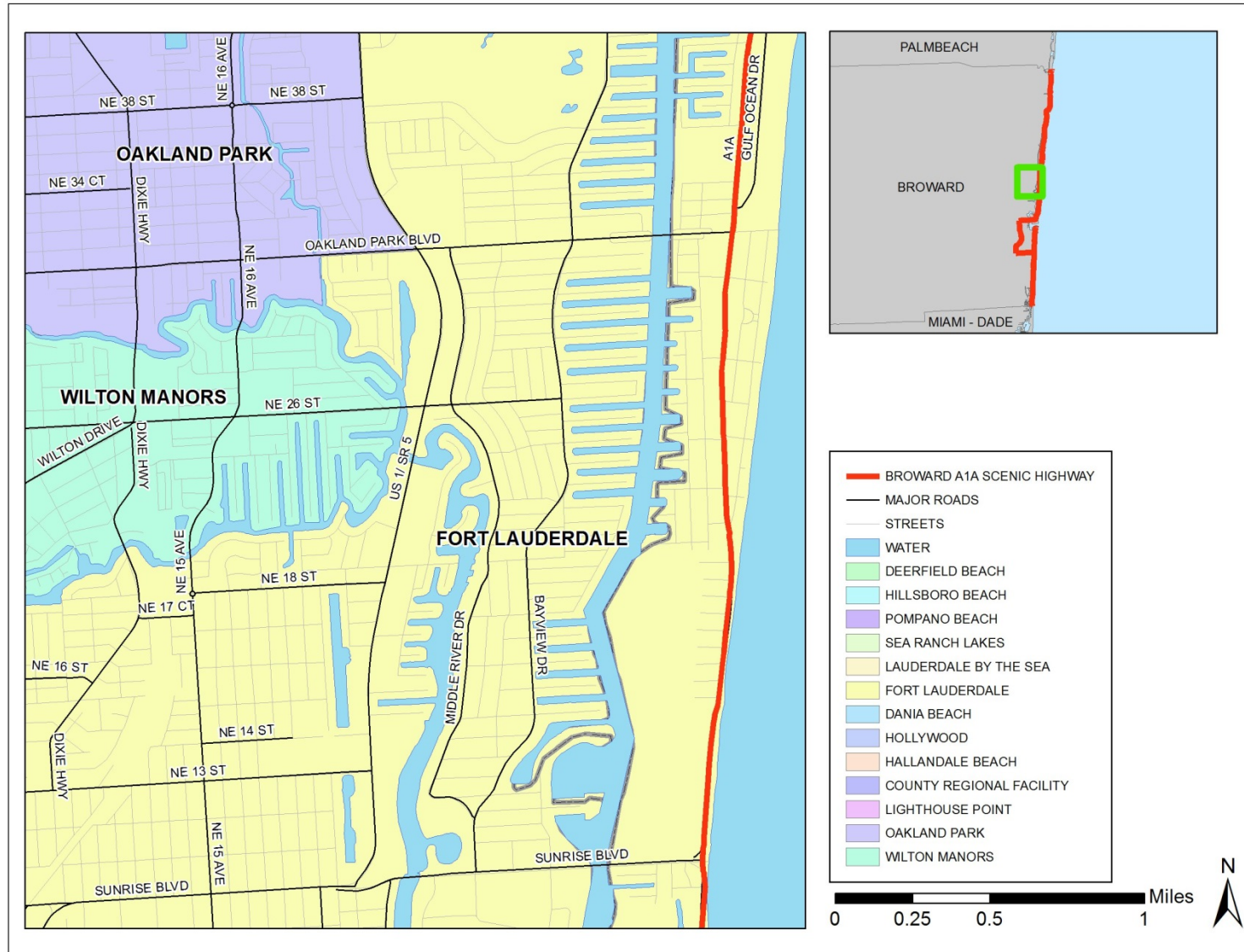


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Figure 4E. Detailed Broward SR A1A Corridor – Map 5

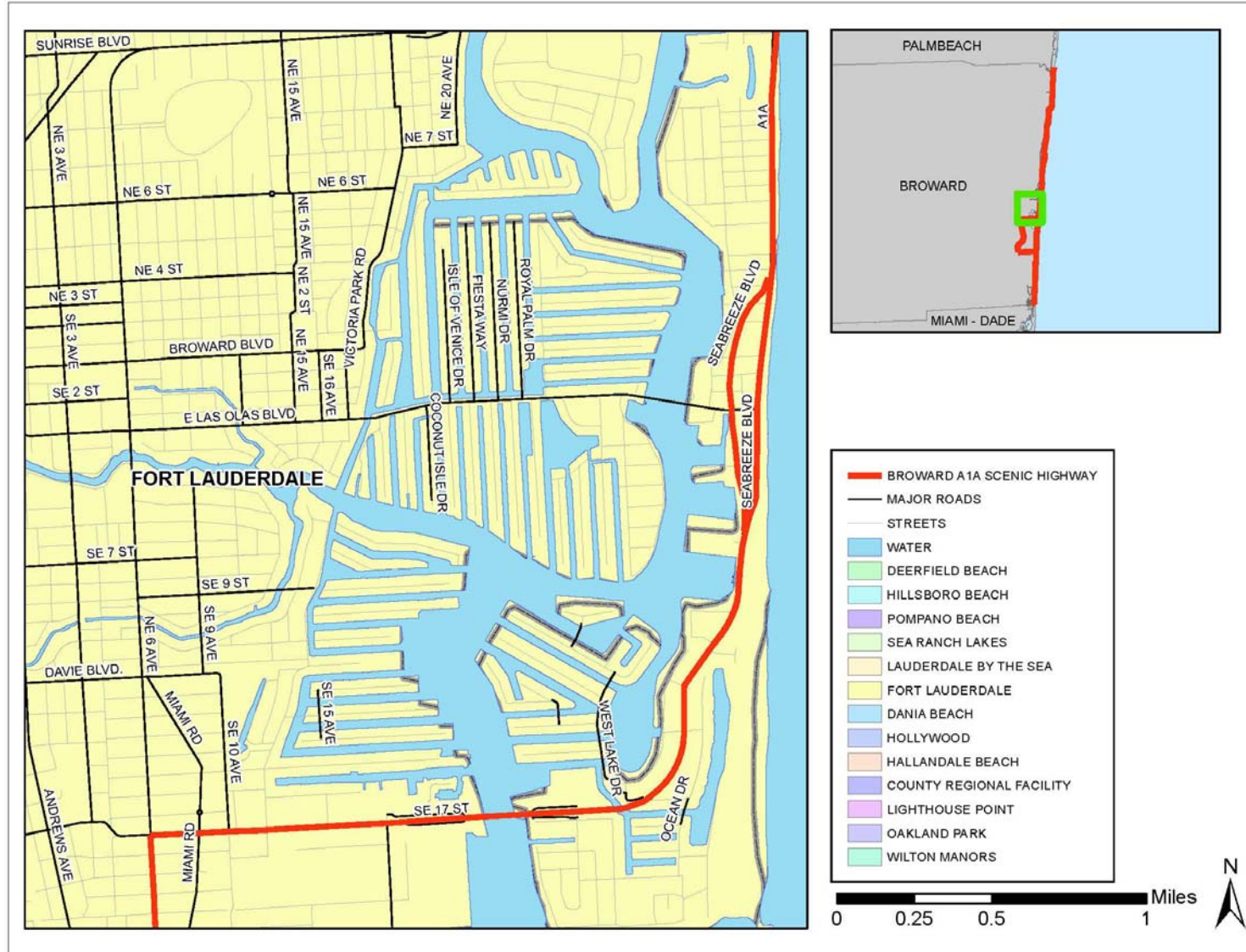


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Figure 4F. Detailed Broward SR A1A Corridor – Map 6

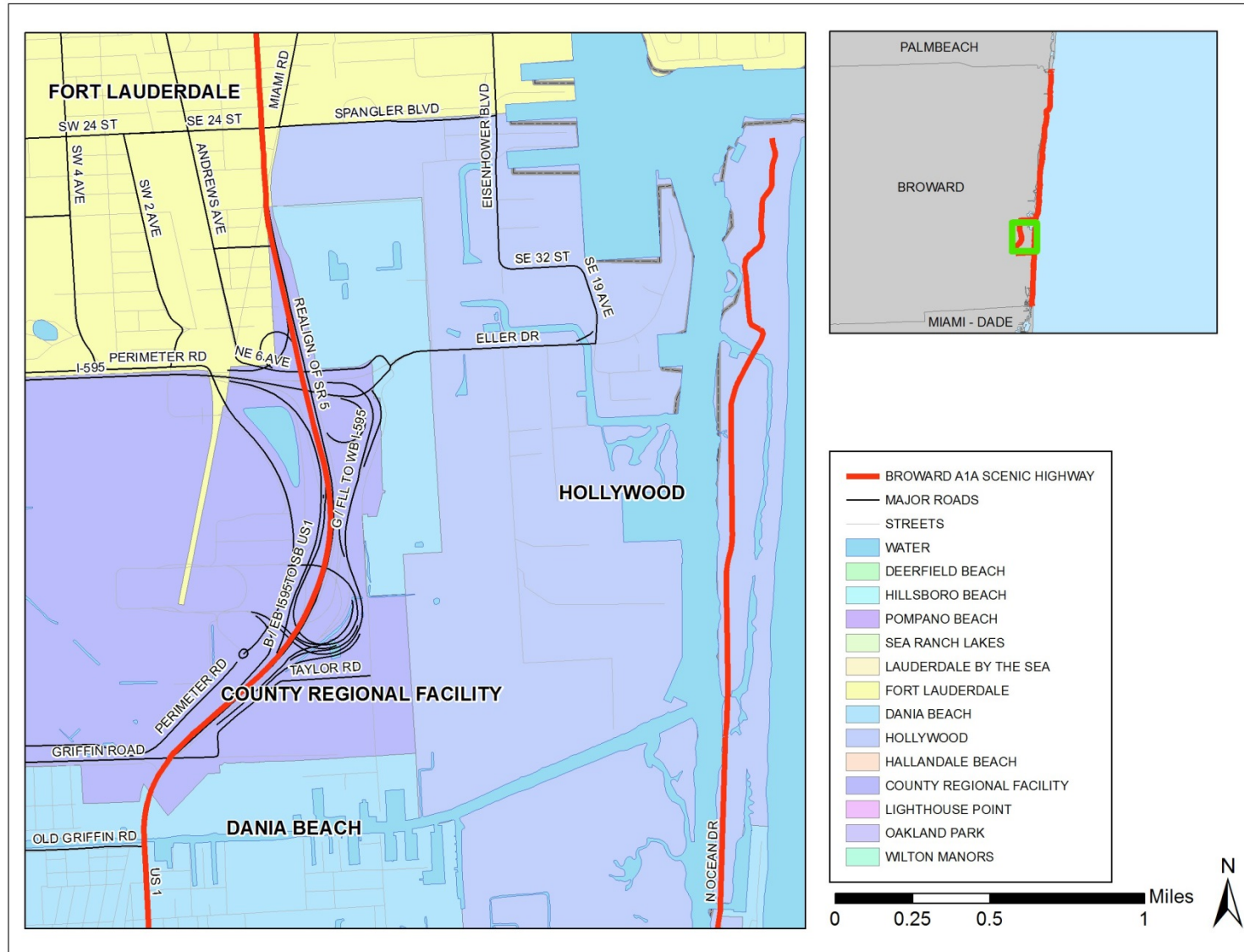


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Figure 4G. Detailed Broward SR A1A Corridor – Map 7

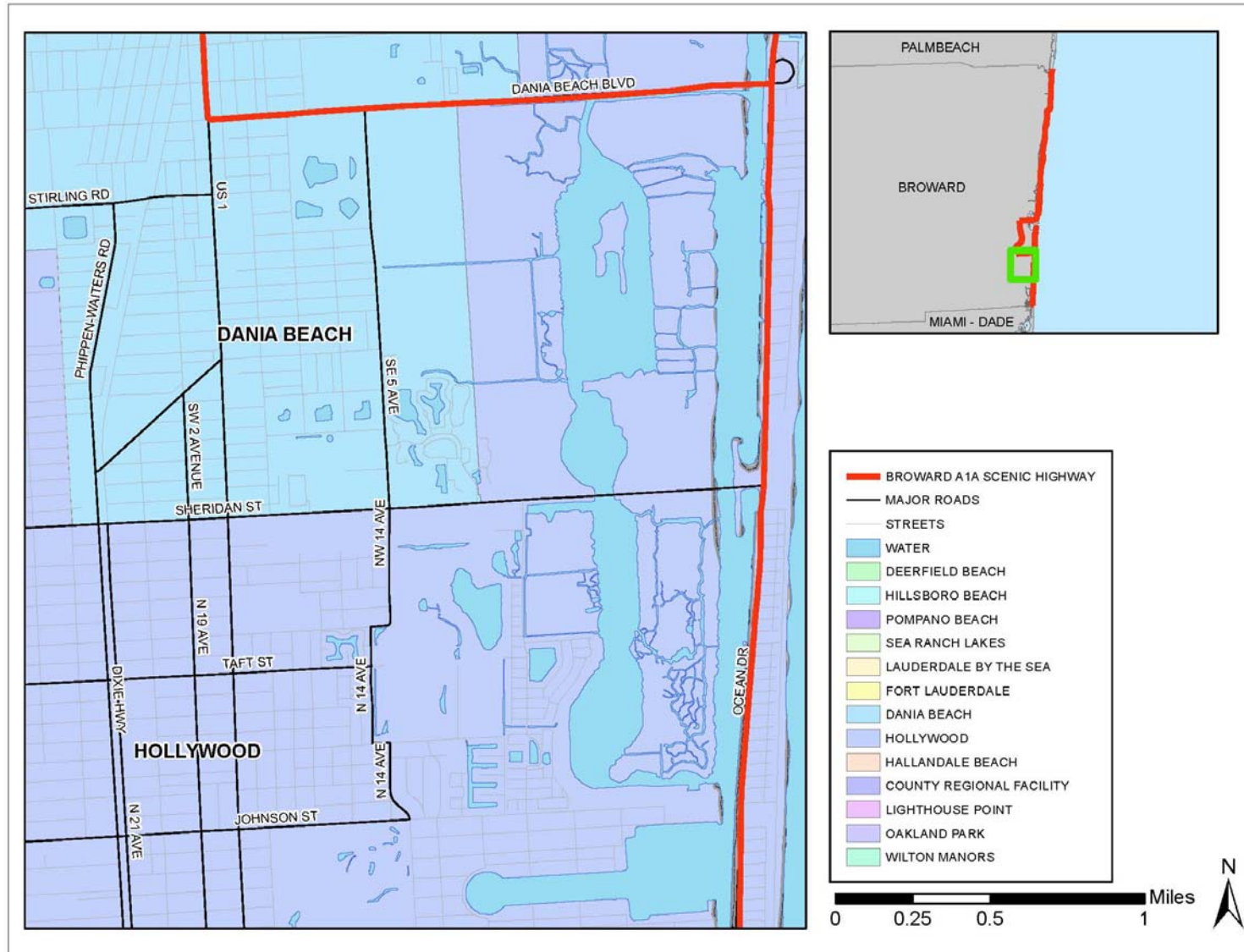


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Figure 4H. Detailed Broward SR A1A Corridor – Map 8



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Figure 4I. Detailed Broward SR A1A Corridor – Map 9

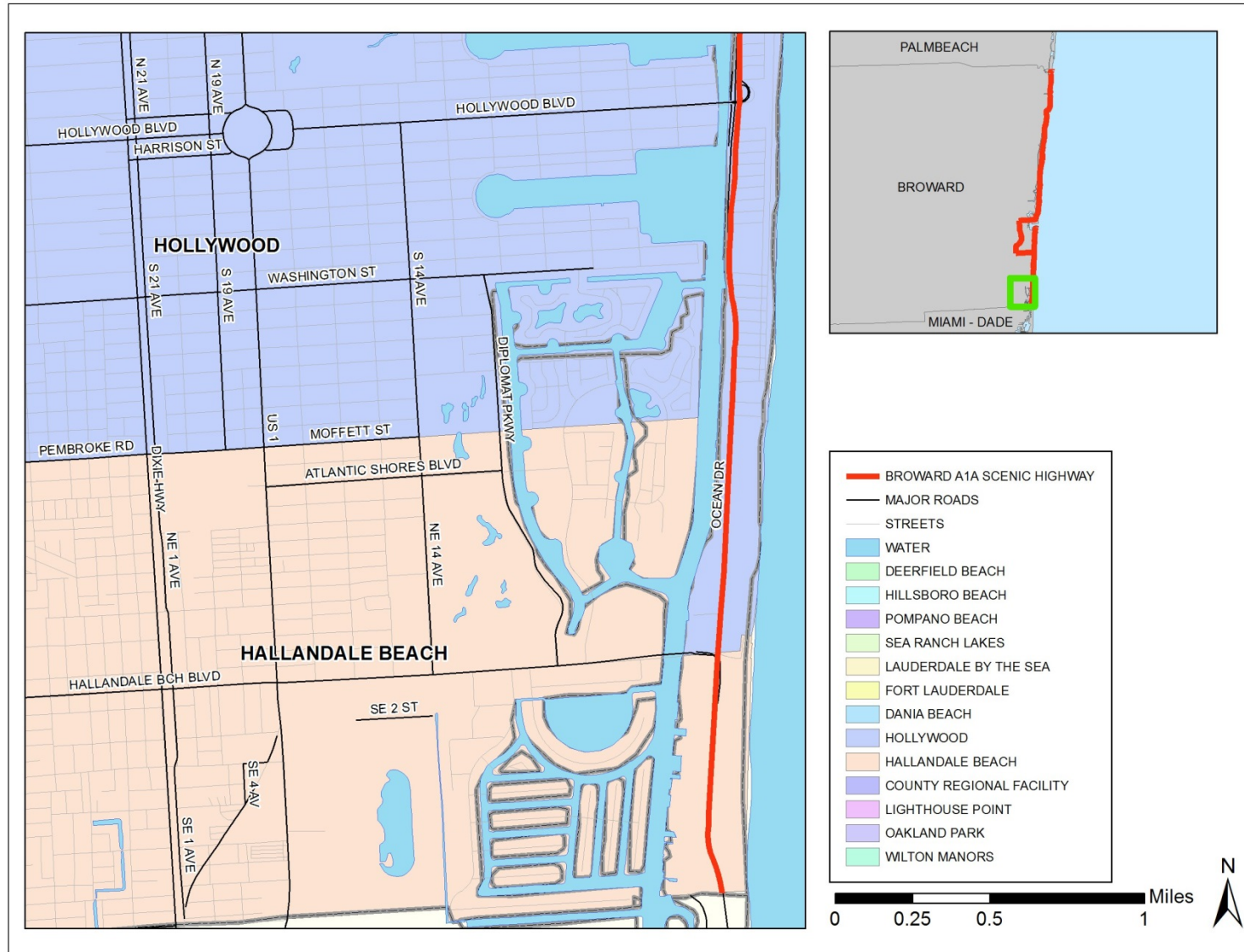


Table 1A. Broward Scenic A1A Highway Intrinsic Resources – Table 1

| | Intrinsic Resource | Cultural | Historical | Archaeological | Recreational | Natural |
|---|--|----------|------------|----------------|--------------|---------|
| 1 | Deerfield Island Park | | | | ✓ | ✓ |
| 2 | Deerfield Beach Fishing Pier | | | | ✓ | |
| 3 | Association of Volleyball Professionals Tour | ✓ | | | | |

Deerfield Beach



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Figure 5A. Broward Scenic A1A Highway Intrinsic Resources – Map 1

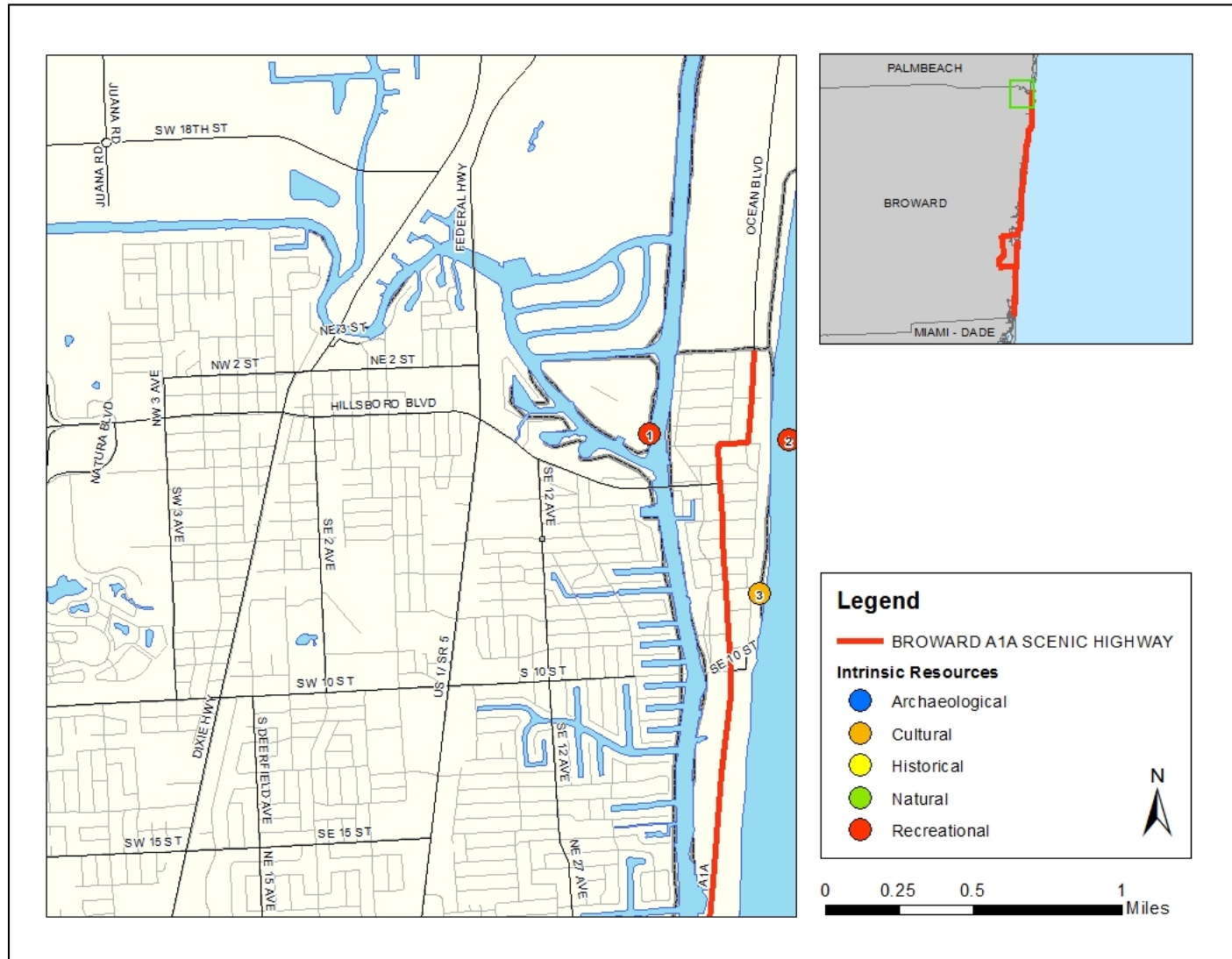


Table 1B. Broward Scenic A1A Highway Intrinsic Resources – Table 2

| | Intrinsic Resource | Cultural | Historical | Archaeological | Recreational | Natural |
|----|--|----------|------------|----------------|--------------|---------|
| 4 | Barefoot Mailman Statue | | ✓ | | | |
| 5 | Cap's Place | | ✓ | | | |
| 6 | Hillsboro Inlet Lighthouse | | ✓ | | | |
| 7 | Hillsboro Inlet Park & Lighthouse Museum | | ✓ | | ✓ | |
| 8 | Pompano Beach Fishing Rodeo | ✓ | | | ✓ | |
| 9 | Pompano Beach Fishing Fleet and Marina | | ✓ | | ✓ | |
| 10 | Pompano Beach Holiday Boat Parade | ✓ | | | | |
| 11 | North Ocean Park | | | | ✓ | |

Hillsboro Inlet Lighthouse



Figure 5B. Broward Scenic A1A Highway Intrinsic Resources – Map 2

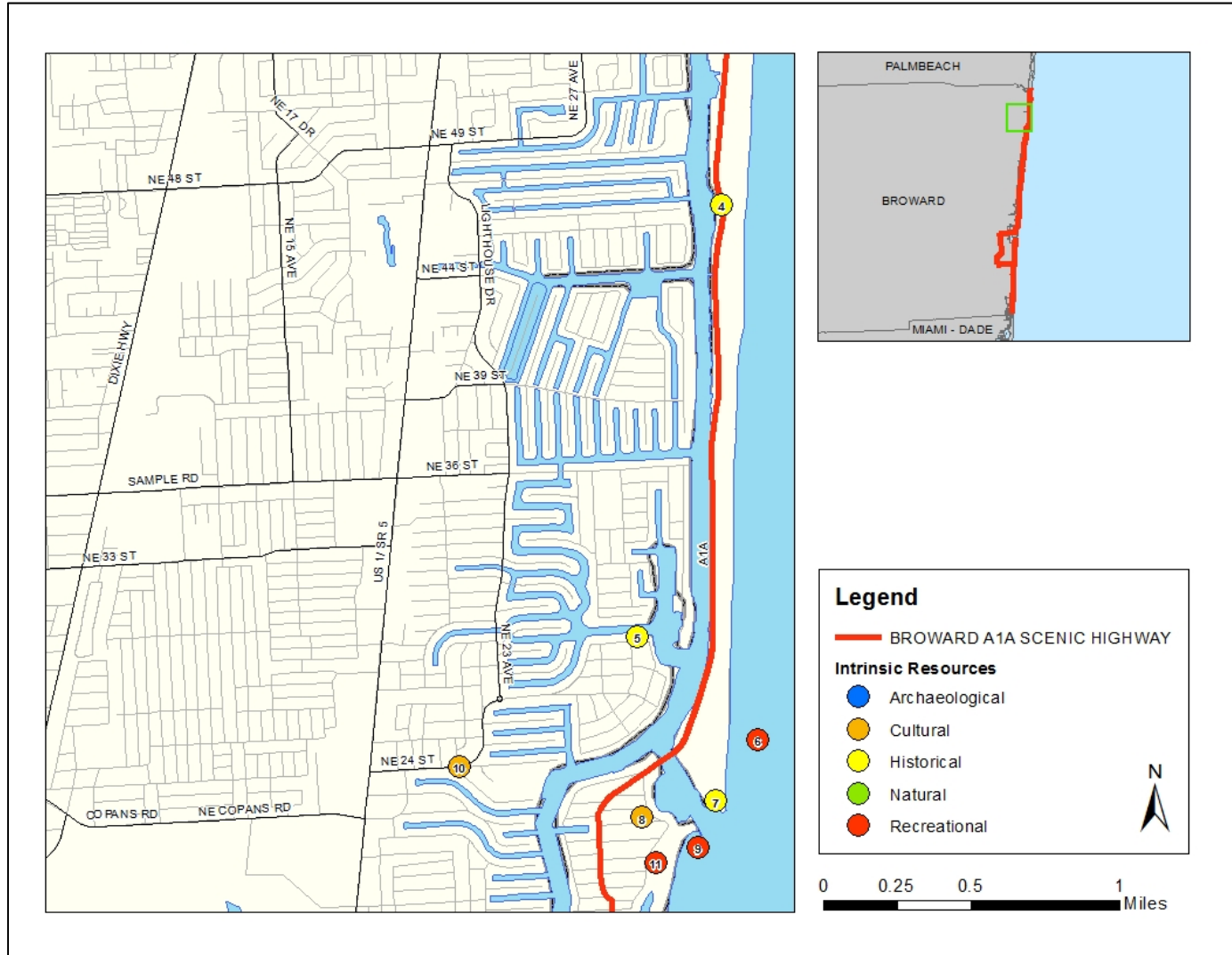


Table 1C. Broward Scenic A1A Highway Intrinsic Resources – Table 3

| | Intrinsic Resource | Cultural | Historical | Archaeological | Recreational | Natural |
|----|--|----------|------------|----------------|--------------|---------|
| 12 | Beach Branch Library | ✓ | | | ✓ | |
| 13 | Pompano Beach Fishing Pier | | ✓ | | ✓ | |
| 14 | Pompano Beach Main Public Beach | | | | ✓ | ✓ |
| 15 | Pompano Beach Seafood Festival | ✓ | | | ✓ | |
| 16 | Pompano Beach Indian Mound Park | | | ✓ | | |
| 17 | SS Copenhagen Wreck | | ✓ | ✓ | | |
| 18 | State Underwater Archaeological Preserve | | ✓ | ✓ | | |

Pompano Beach Fishing Pier



Figure 5C. Broward Scenic A1A Highway Intrinsic Resources – Map 3

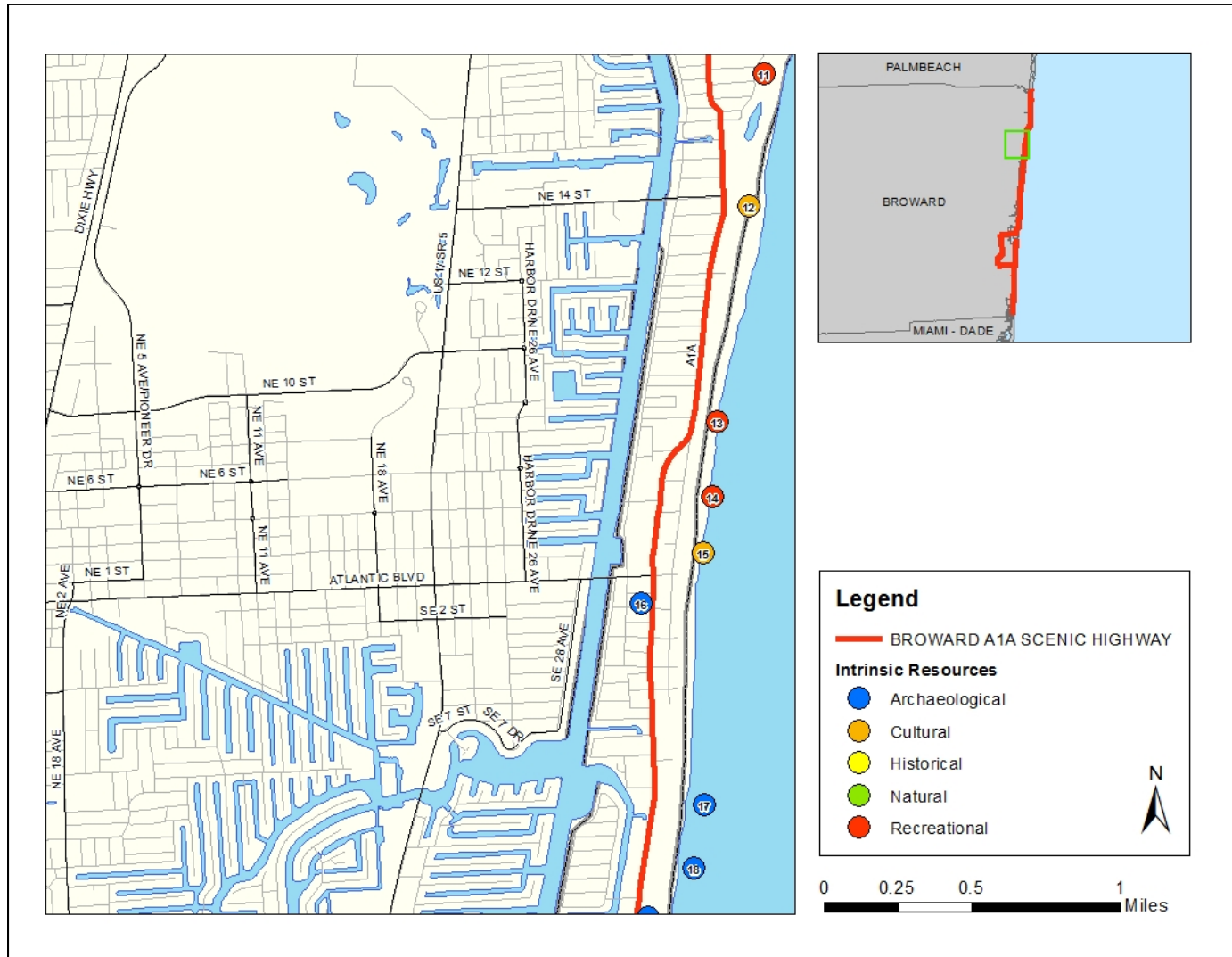


Table 1D. Broward Scenic A1A Highway Intrinsic Resources – Table 4

| | Intrinsic Resource | Cultural | Historical | Archaeological | Recreational | Natural |
|----|------------------------|----------|------------|----------------|--------------|---------|
| 19 | Emerald Tower (Burial) | | | ✓ | | |
| 20 | Commercial Boulevard | ✓ | | | | |
| 21 | Anglin's Fishing Pier | | | | ✓ | |
| 22 | Historic Anglin Square | | ✓ | | | |

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Figure 5D. Broward Scenic A1A Highway Intrinsic Resources – Map 4

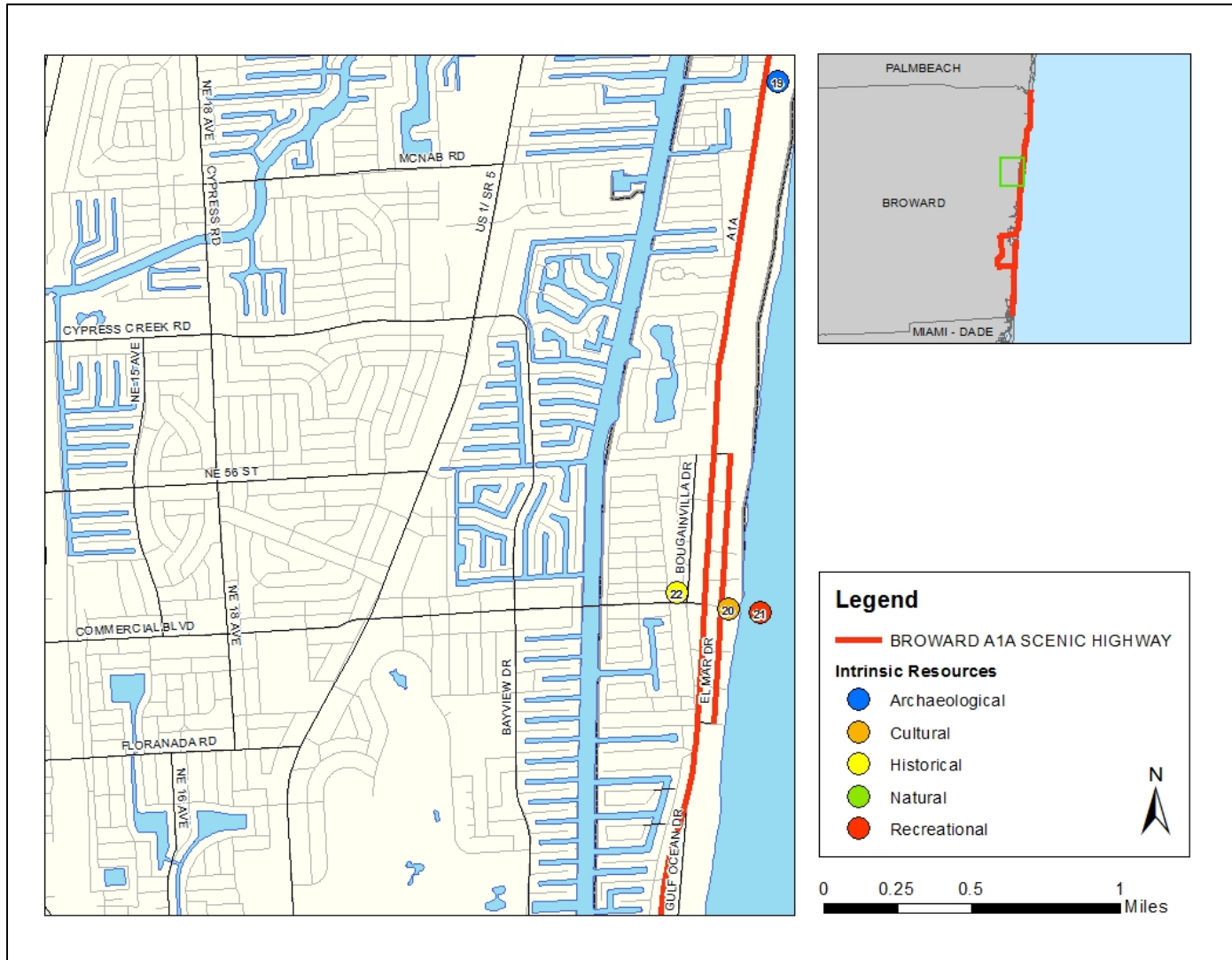


Table 1E. Broward Scenic A1A Highway Intrinsic Resources – Table 5

| | Intrinsic Resource | Cultural | Historical | Archaeological | Recreational | Natural |
|----|------------------------------|----------|------------|----------------|--------------|---------|
| 23 | Hugh Taylor Birch State Park | | | | ✓ | ✓ |
| 24 | House of Refuge | | | ✓ | | |
| 25 | Bonnet House/Bartlett Estate | | ✓ | | | |

Bonnett House



Figure 5E. Broward Scenic A1A Highway Intrinsic Resources – Map 5

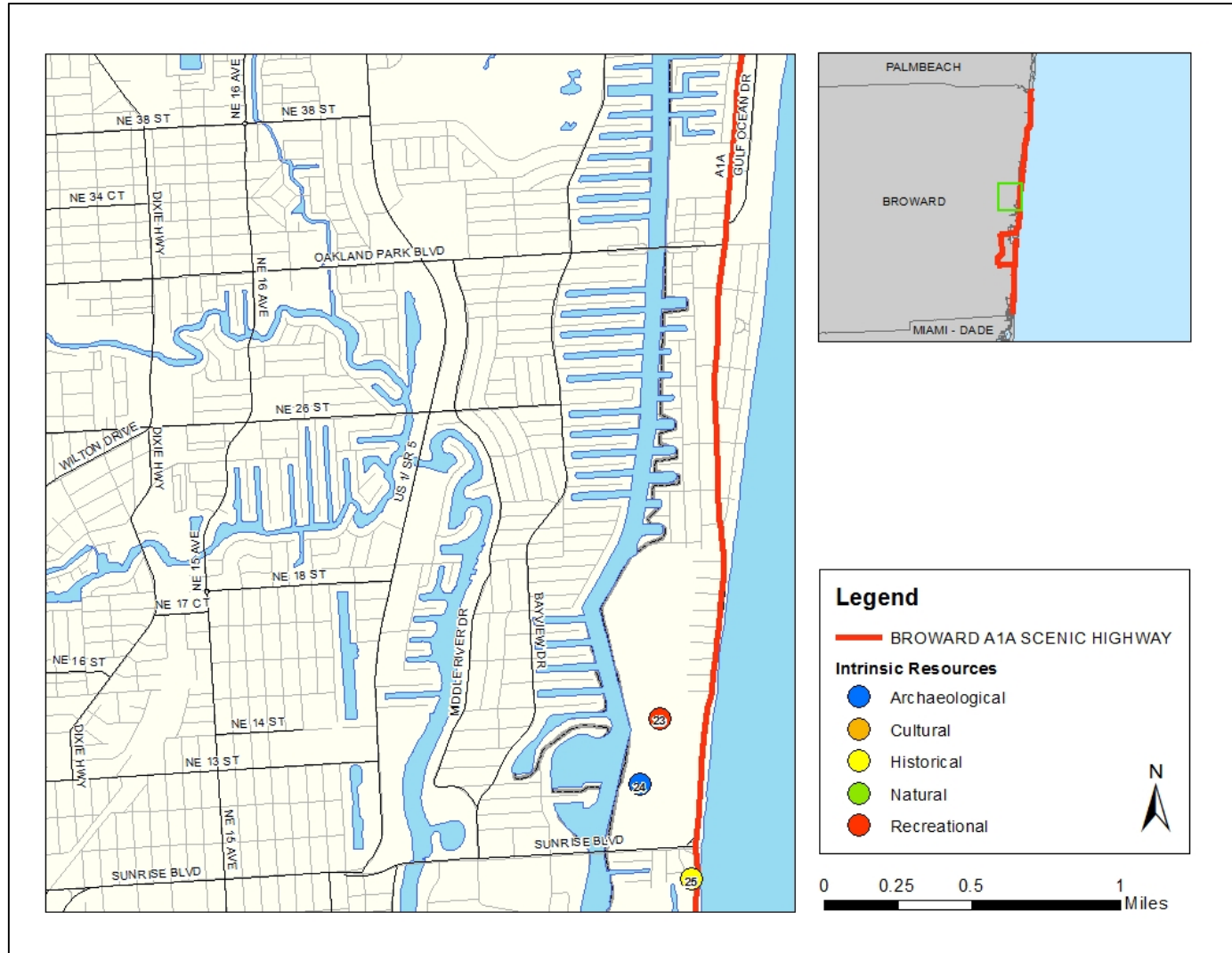


Table 1F. Broward Scenic A1A Highway Intrinsic Resources – Table 6

| | Intrinsic Resource | Cultural | Historical | Archaeological | Recreational | Natural |
|----|---|----------|------------|----------------|--------------|---------|
| 26 | Riviera Resort | | ✓ | | | |
| 27 | Casablanca Café | | ✓ | | | |
| 28 | Jova House | | ✓ | | | |
| 29 | Lauderdale Air Show | ✓ | | | ✓ | |
| 30 | Elbo Room | | ✓ | | | |
| 31 | Bahia Mar Coast Guard Site | | ✓ | | | |
| 32 | Henning Sports Library and Archive | | | | ✓ | |
| 33 | International Swimming Hall of Fame | | | | ✓ | |
| 34 | Fort Lauderdale International Boat Show | ✓ | | | | |
| 35 | Third Fort Lauderdale Seminole Wars | | ✓ | | | |
| 36 | Old New River Inlet | | ✓ | | | |
| 37 | Seminole Hard Rock Winterfest Boat Parade | ✓ | | | | |
| 38 | Sheraton Fort Lauderdale Beach Hotel | | ✓ | | | |
| 39 | Women's Pro Beach Volleyball Tour | ✓ | | | | |
| 40 | Broward County Convention Center | ✓ | | | | |

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Figure 5F. Broward Scenic A1A Highway Intrinsic Resources – Map 6

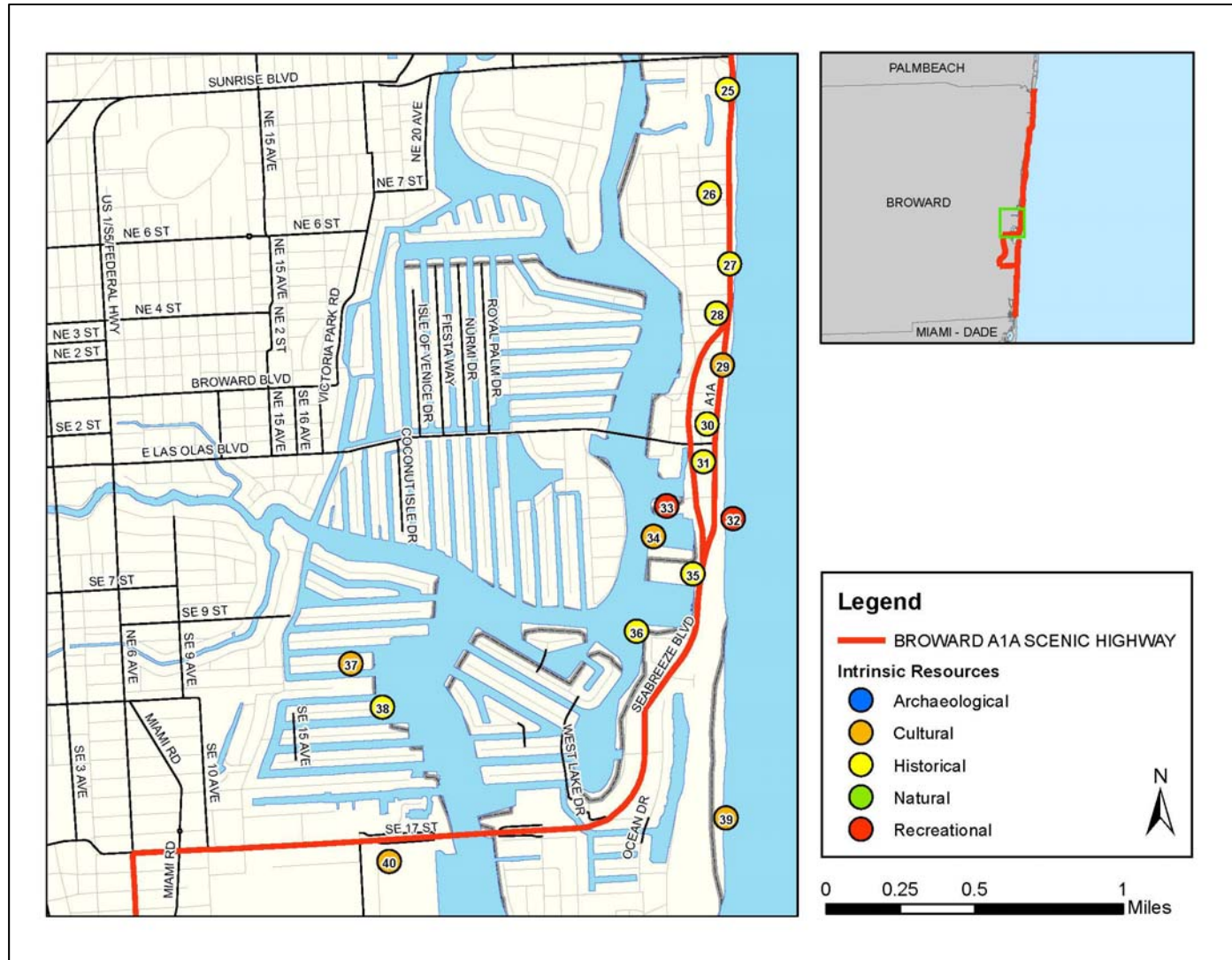


Table 1G. Broward Scenic A1A Highway Intrinsic Resources – Table 7

| | Intrinsic Resource | Cultural | Historical | Archaeological | Recreational | Natural |
|----|--|----------|------------|----------------|--------------|---------|
| 41 | Old U.S. Customs House | | ✓ | | | |
| 42 | John U Lloyd Beach State Recreational Park | | | | ✓ | ✓ |
| 43 | Holocaust Documentation & Education Center | ✓ | | | ✓ | |
| 44 | Dania Woman's Club | | ✓ | | ✓ | |
| 45 | Nyberg-Swanson House | | ✓ | | ✓ | |
| 46 | Dania Jai Alai | | | | ✓ | |
| 47 | Dania Beach Marina | | ✓ | | ✓ | |
| 48 | Dania Beach Fishing Pier | | | | ✓ | |

Dania Beach Fishing Pier



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Figure 5G. Broward Scenic A1A Highway Intrinsic Resources – Map 7

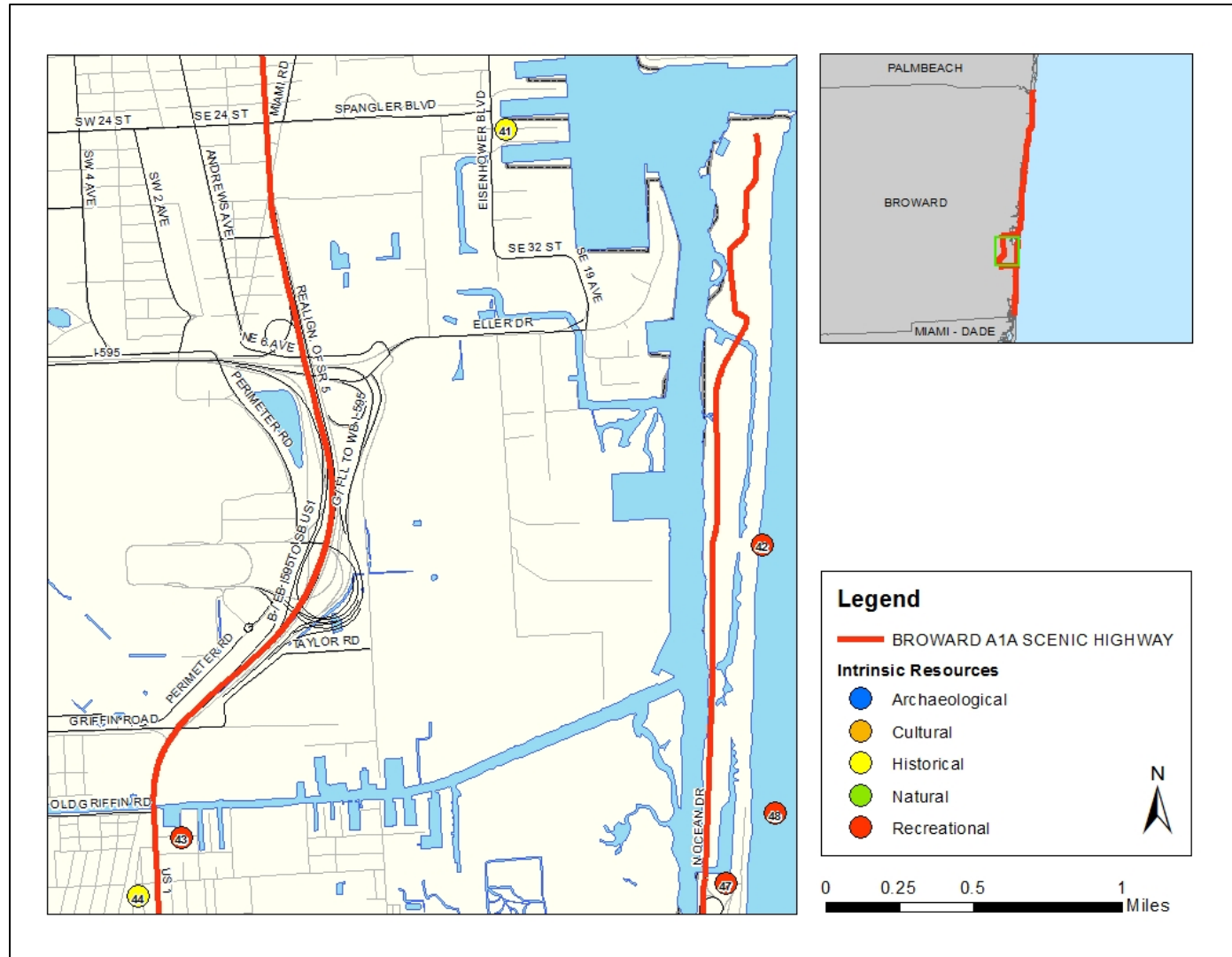


Table 1H. Broward Scenic A1A Highway Intrinsic Resources – Table 8

| | Intrinsic Resource | Cultural | Historical | Archaeological | Recreational | Natural |
|----|---|----------|------------|----------------|--------------|---------|
| 49 | ICWW Toll Chain | | ✓ | | | |
| 50 | Casino Pool | | ✓ | | | |
| 51 | Nature Observation Tower | | | | | ✓ |
| 52 | West Lake Park | | | | | ✓ |
| 53 | Anne Kolb Nature Center | | | | | ✓ |
| 54 | Hollywood North Beach Park | | | | | ✓ |
| 55 | Garfield St. Paddleball Courts | | ✓ | | | |
| 56 | Open Air Theater | ✓ | | | | |
| 57 | Hollywood Beach Broadwalk | | | | ✓ | |
| 58 | 310 New York St. (House) | | ✓ | | | |
| 59 | Hollywood CanadaFest | ✓ | | | | |
| 60 | Hollywood Beach Latin Festival | ✓ | | | | |
| 61 | 322 Monroe St. (House) | | ✓ | | | |
| 62 | Madison St. Mediterranean Revival Style House | | ✓ | | | |
| 63 | Westin Diplomat Resort & Spa | ✓ | ✓ | | | |

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Figure 5H. Broward Scenic A1A Highway Intrinsic Resources – Map 8

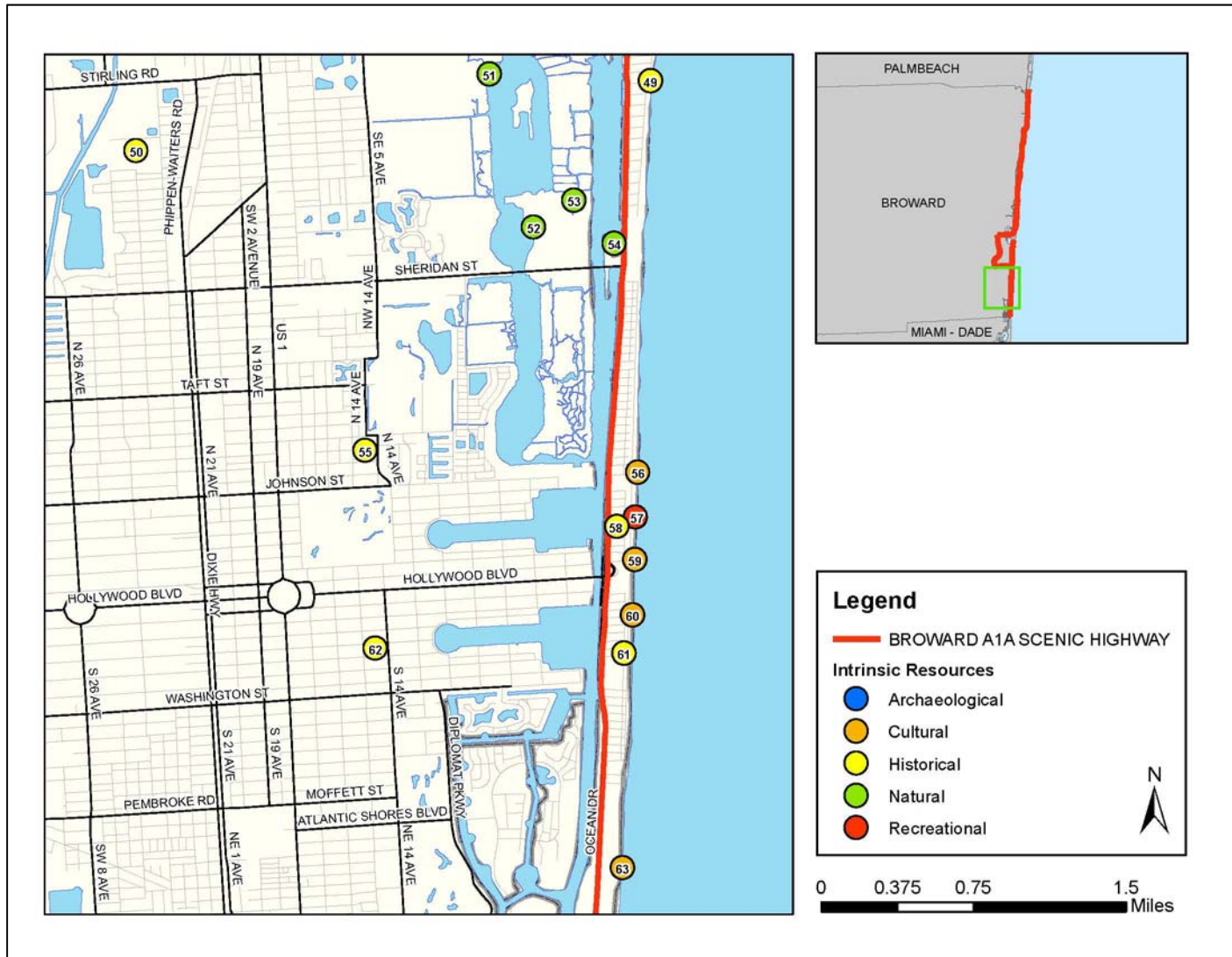


Table 2. Broward Scenic A1A Highway Entire Corridor Intrinsic Resources

| Intrinsic Resource | Cultural | Historical | Archaeological | Recreational | Natural | Scenic |
|--|----------|------------|----------------|--------------|---------|--------|
| Broward B-Cycle | | | | ✓ | | |
| Dune Plant Locations | | | | | ✓ | ✓ |
| Route of Barefoot Mailman | | ✓ | | | | |
| West Indian Manatee | | | | | ✓ | |
| Sea Turtle Nesting Sights | | | | | ✓ | ✓ |
| Sea Turtle Protection and Relocation Program | | | | | ✓ | |

Sights Along the SR A1A Corridor



Sights Along the SR A1A Corridor



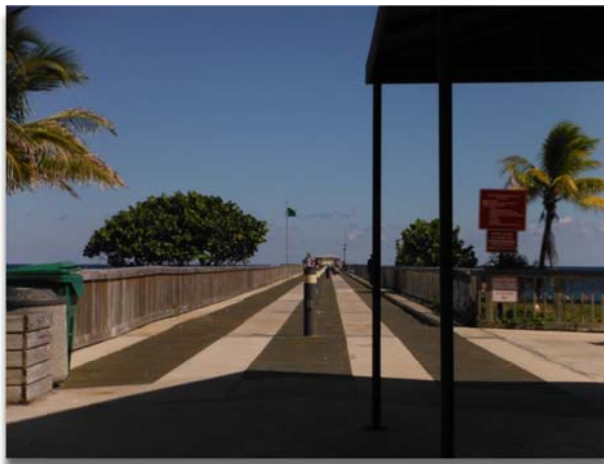
Scenic Resources

Scenic resources are expressed throughout the entirety of the corridor and at specific locations. They include:

- Hillsboro Inlet
- Waterway vistas
- Beaches
- Woodlands
- Wetlands
- Dunes

Promotion of Intrinsic Resources

Due to the vast number of intrinsic resources located along SR A1A, the CME recommended that “top ten” or “must visit” lists are generated for marketing and promotion purposes. Example lists may include an overall top ten/must visit list, a seasonal top ten/must visit list, or a regional top ten/must visit list. Lists can also be compiled based on type of intrinsic resource (Cultural, Historical, Archaeological, Recreational, Natural, and Scenic). Because many of the intrinsic resources are events held annually, a calendar of events could further promote the SR A1A corridor.



Pompano Beach Fishing Pier



Bonnet House Museum and Gardens

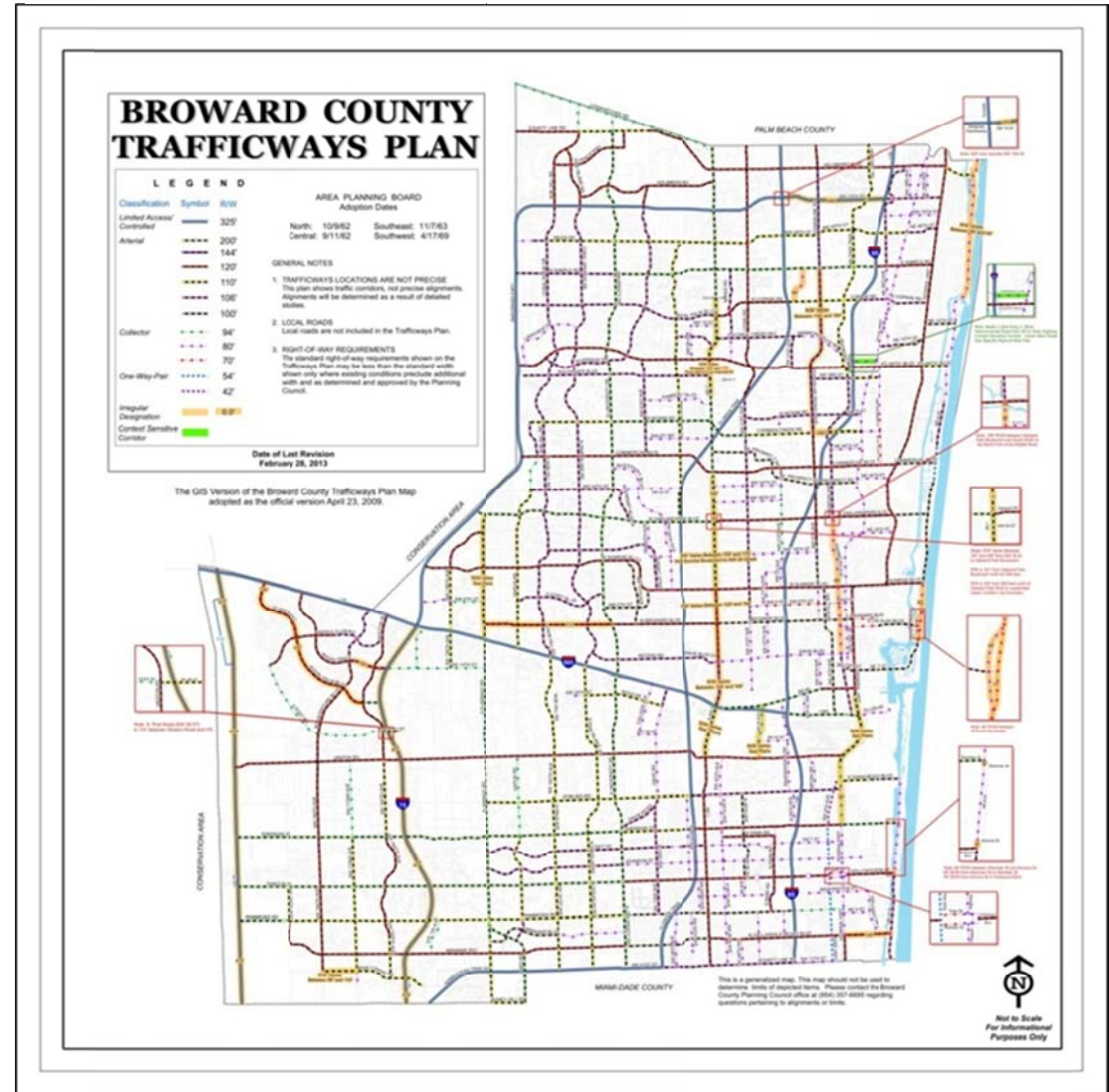
Figure 6. Broward County Trafficways Plan

Roadway & ROW Description

Right of Way (ROW) along SR A1A allows the state and municipalities access to the land adjacent to the roadway for future expansions or improvements to the existing transportation system. The ROW of SR A1A Highway varies between 54 feet along the one-way segments to 200 feet along the major arterial segments. However, the majority of the corridor either has an 80 foot ROW or a 100 foot ROW.

The Broward County Trafficways Plan includes functional classification and ROW requirements along the SR A1A and is shown in **Figure 6**.

ROW is provided in further detail in **Figure 7 A-I, Maps 1-9**. The ROW along A1A provides space for future streetscaping projects, multimodal facilities, drainage and utility improvements, and intersection, roadway, and bridge updates along the corridor to occur.

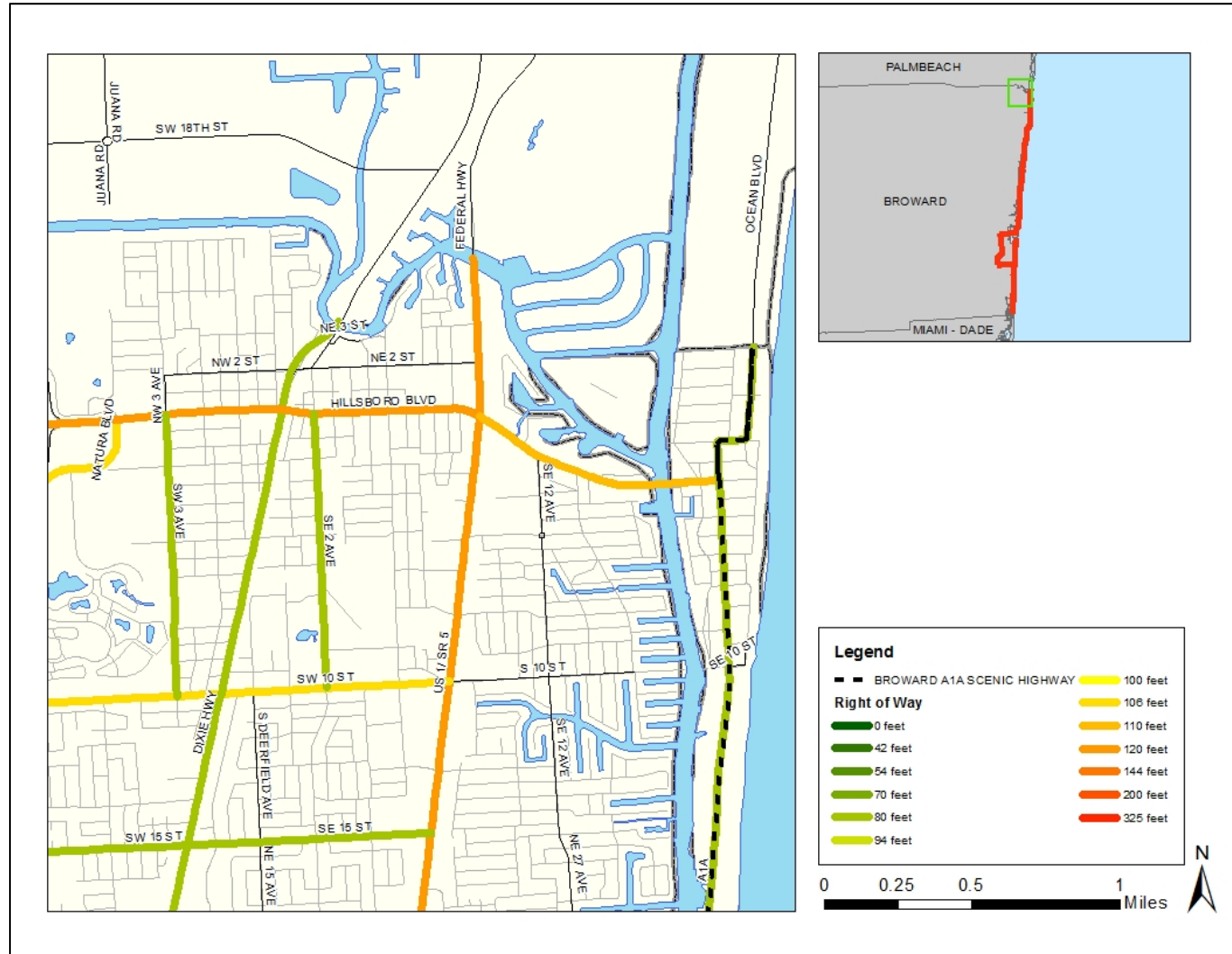


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Figure 7A. Broward Scenic A1A Highway Right of Way – Map 1

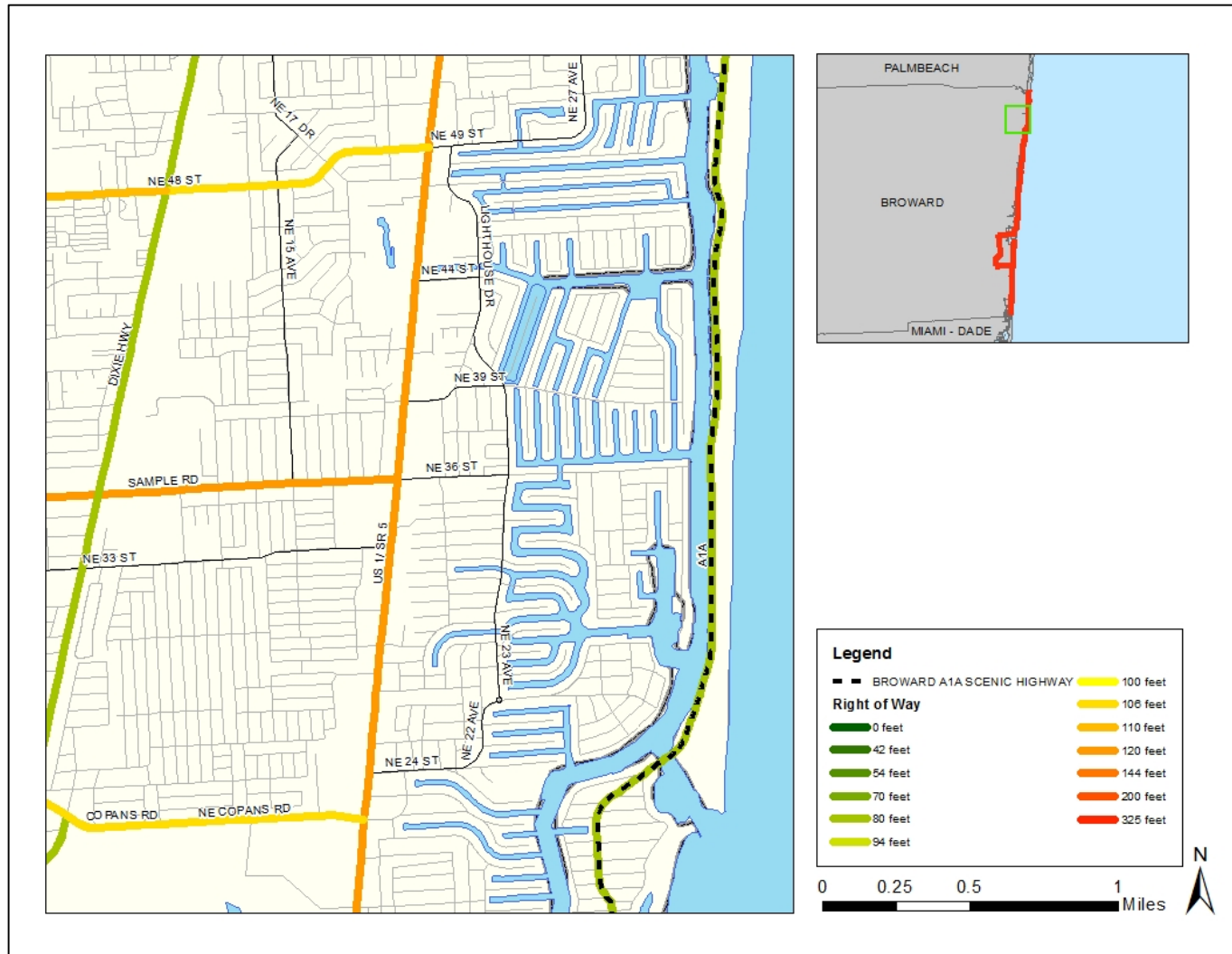


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Figure 7B. Broward Scenic A1A Highway Right of Way – Map 2

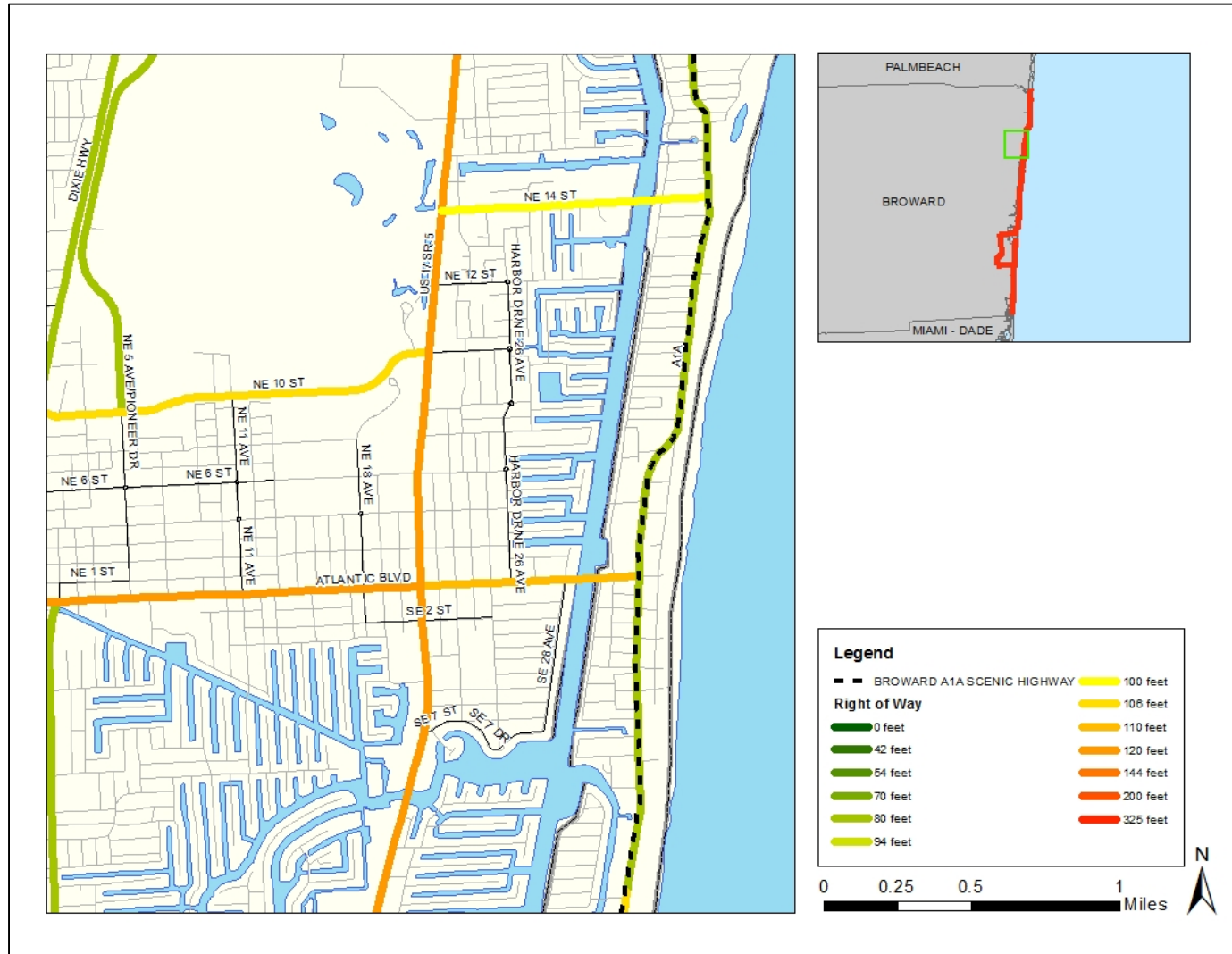


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Figure 7C. Broward Scenic A1A Highway Right of Way – Map 3



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Figure 7D. Broward Scenic A1A Highway Right of Way – Map 4

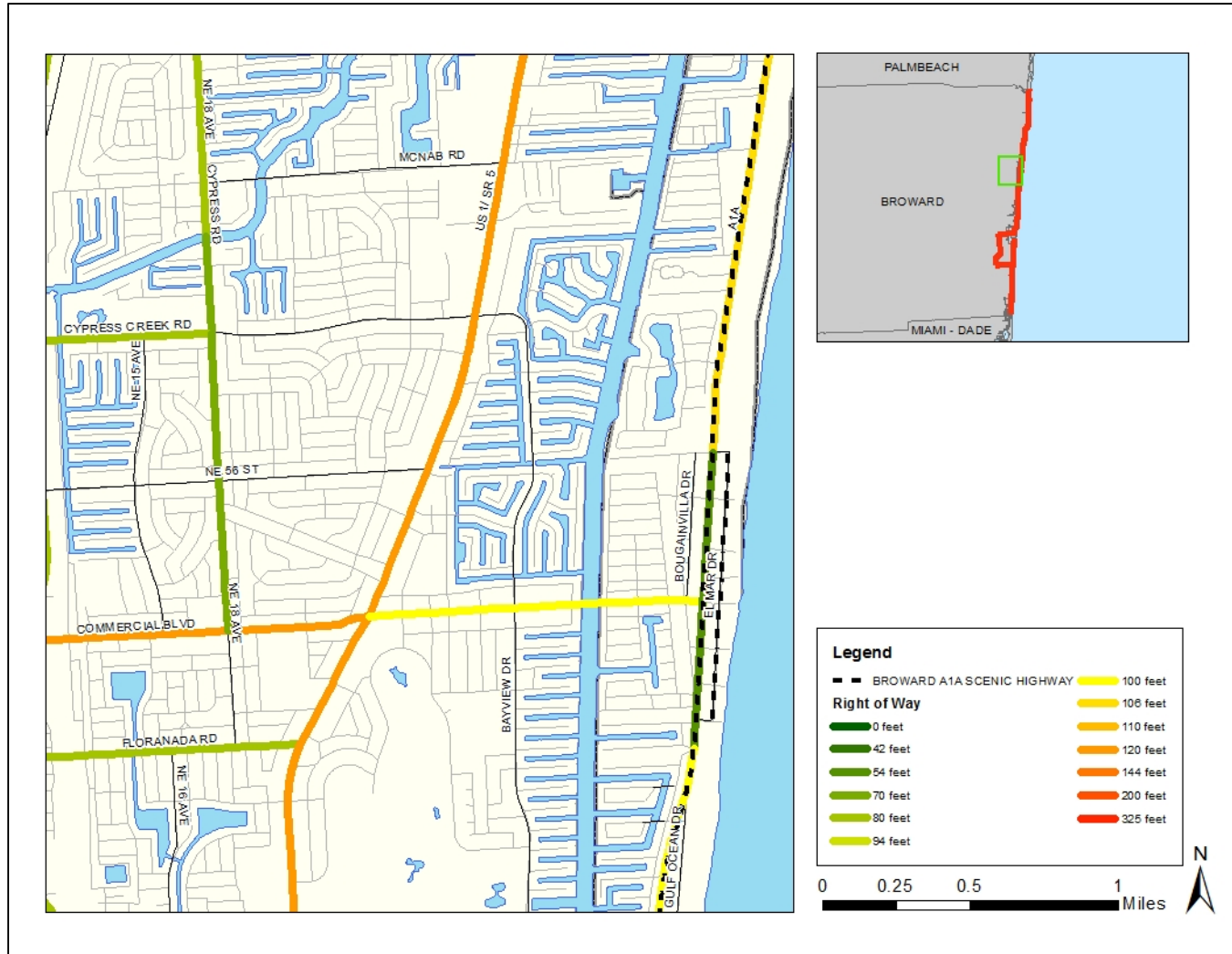
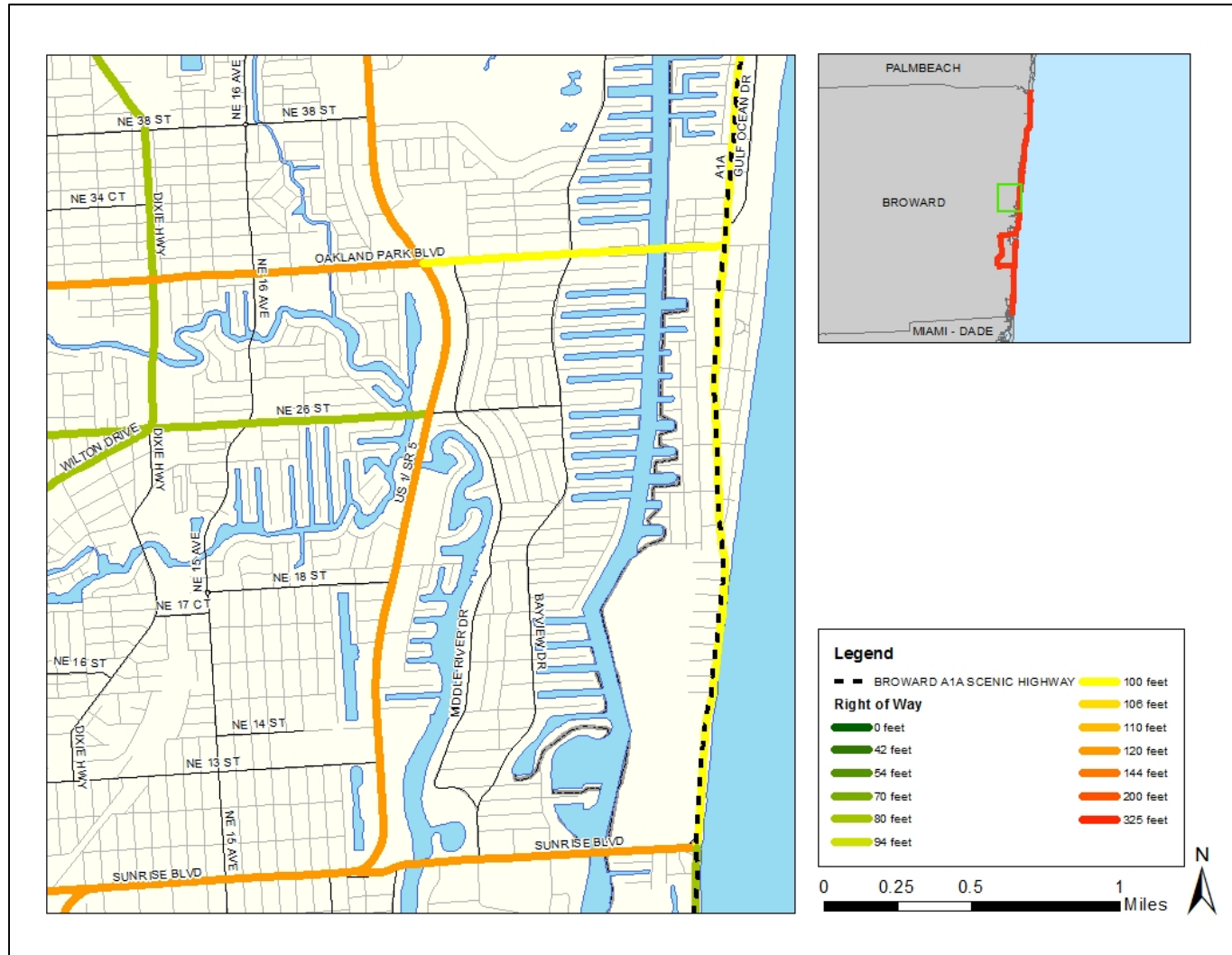


Figure 7E. Broward Scenic A1A Highway Right of Way – Map 5

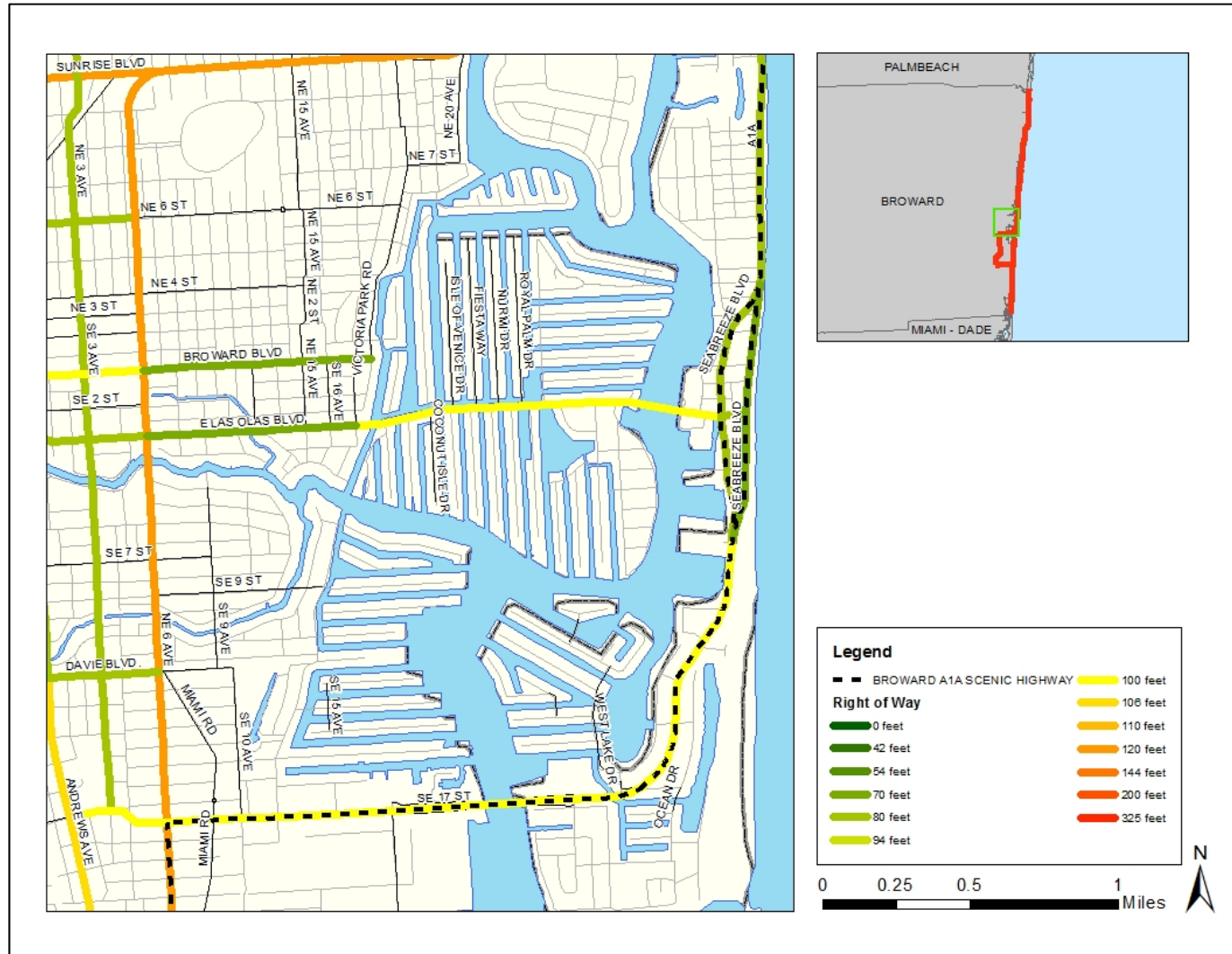


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Figure 7F. Broward Scenic A1A Highway Right of Way – Map 6

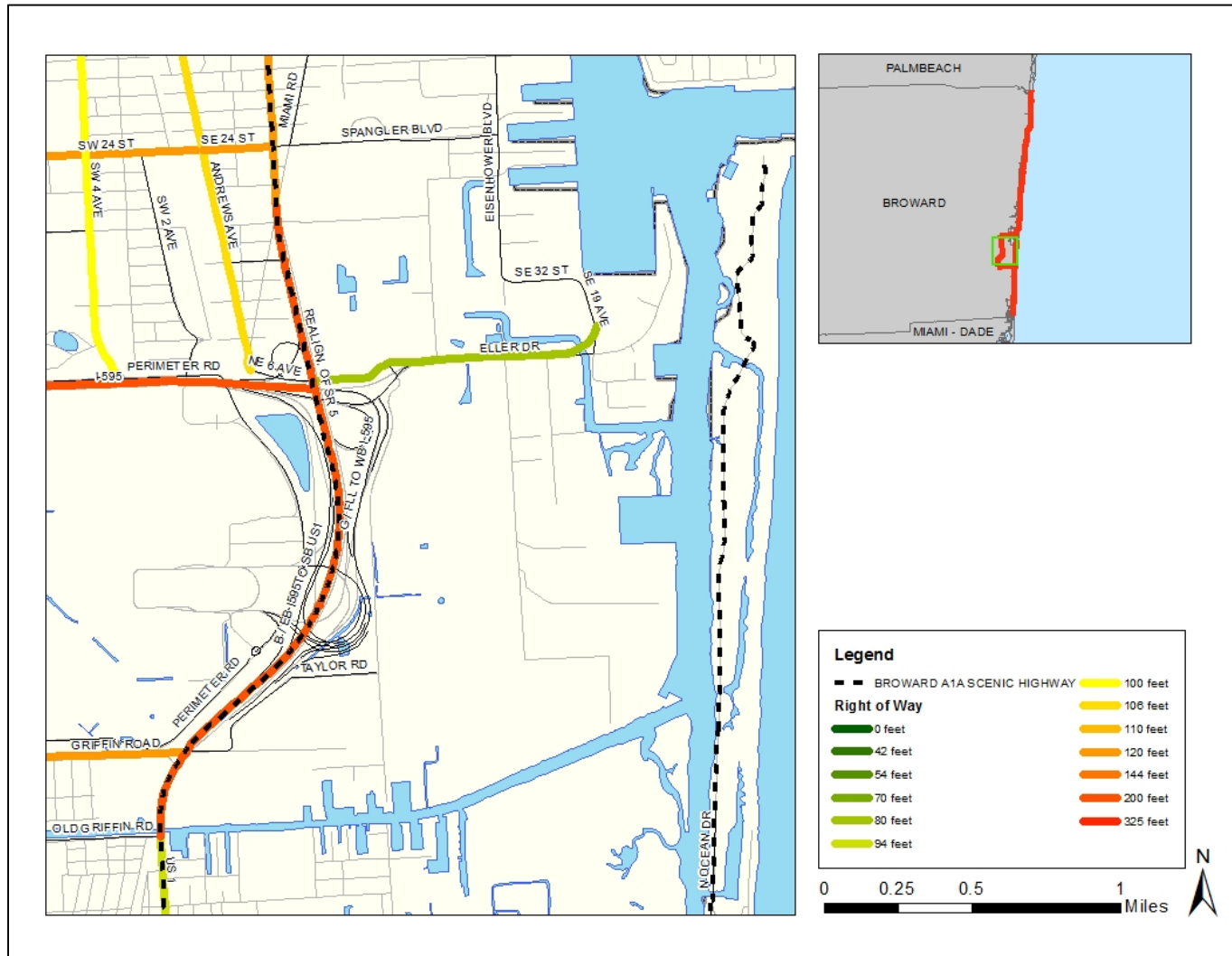


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Figure 7G. Broward Scenic A1A Highway Right of Way – Map 7

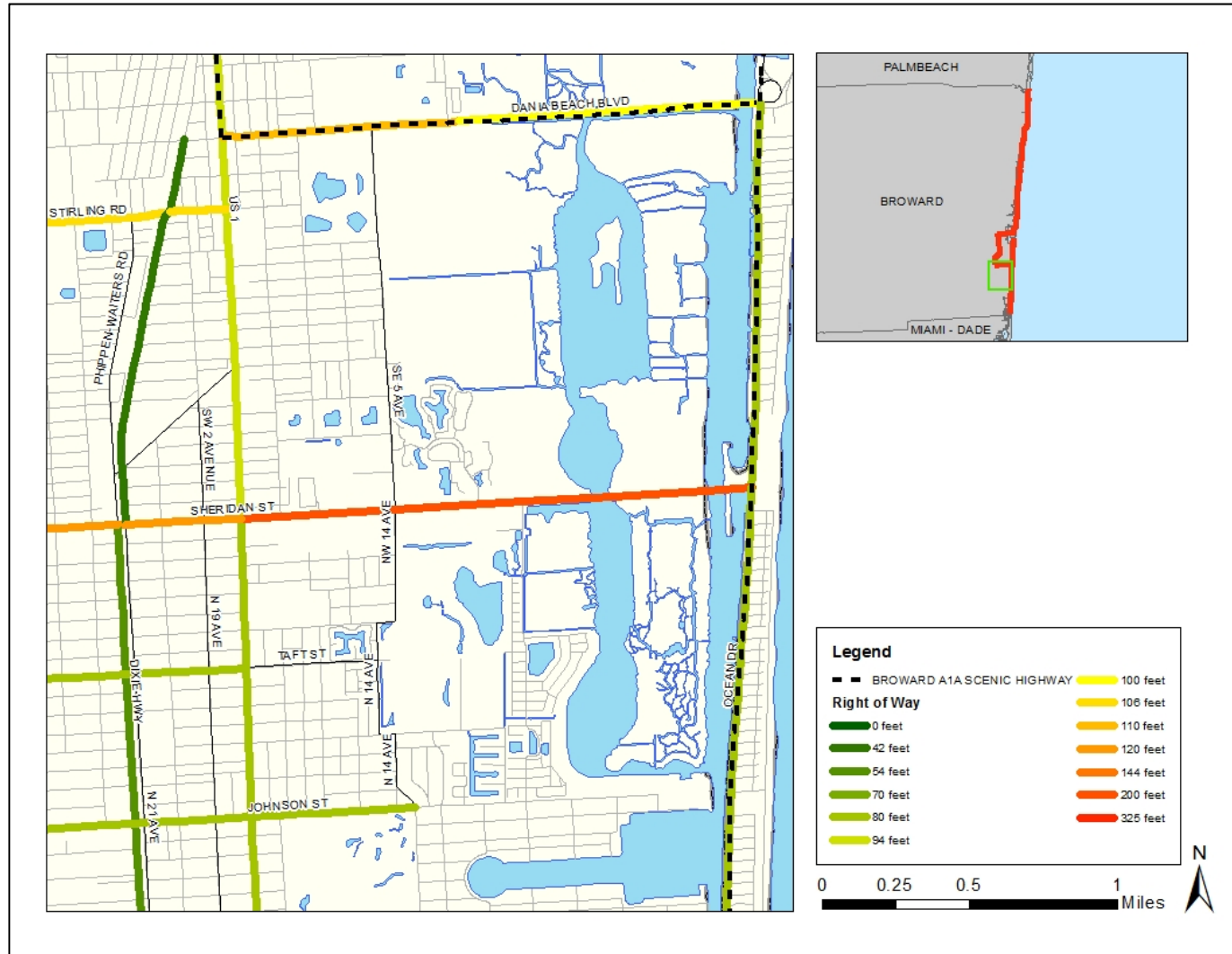


SR A1A SCENIC HIGHWAY

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Figure 7H. Broward Scenic A1A Highway Right of Way – Map 8

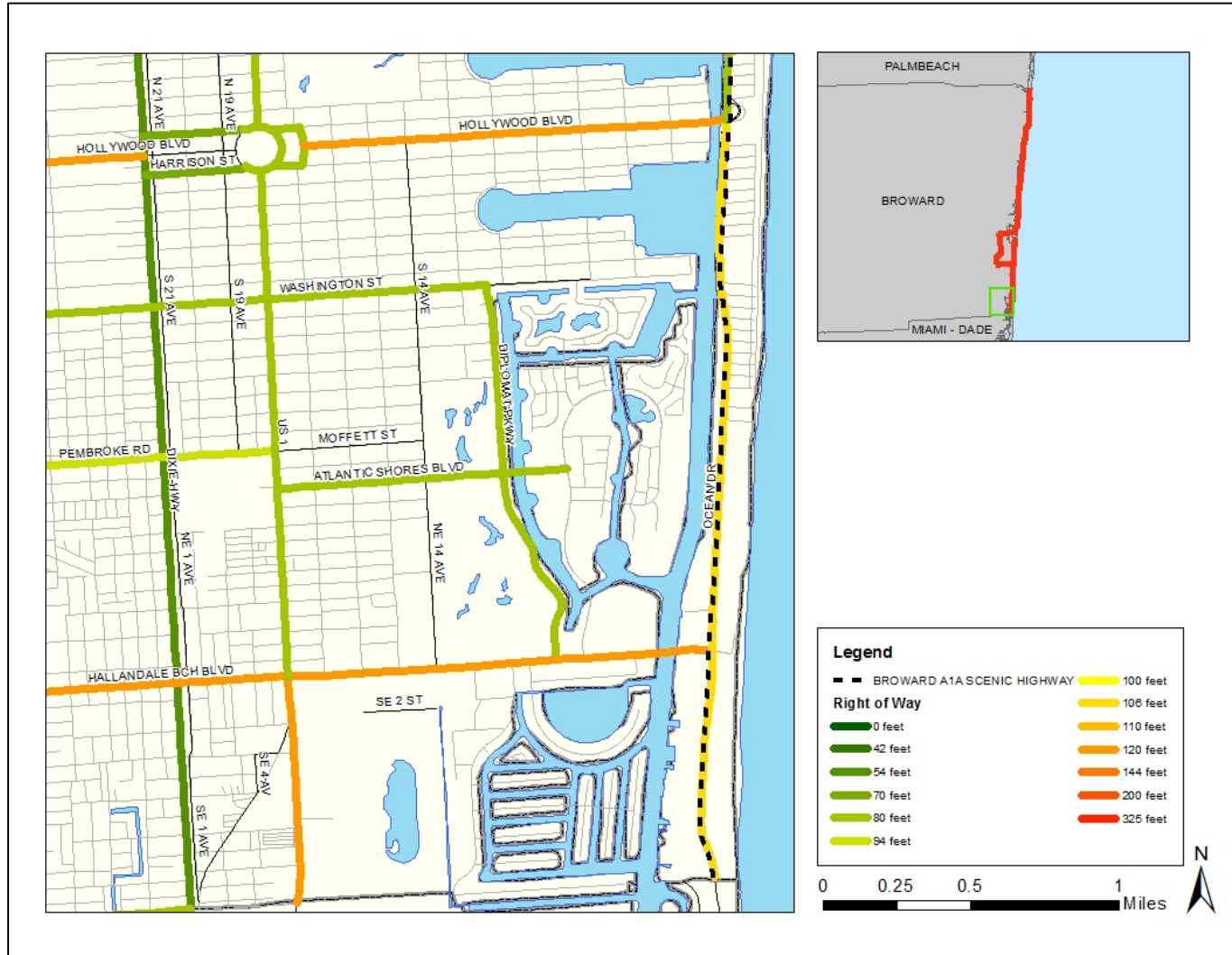


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Figure 7I. Broward Scenic A1A Highway Right of Way – Map 9



Existing Development Patterns

Current development pattern data along the SR A1A was obtained in November of 2013 from the Florida Geographic Data Library. This data was created using 2012 parcel tax records from the State Department of Revenue. University of Florida's GeoPlan generalized the Department of Revenue's 99 land use codes into 17 land use classes. These generalized land uses are depicted for Broward County and focus on the SR A1A corridor; for better legibility of parcel-level data this information is split into nine maps, showing the entirety of the corridor. The existing development pattern along most of the northern part of the SR A1A corridor is primarily Residential with several small pockets of Office, Retail, and Public (**Figure 8A-F, Maps 1-6**). The southern part of the SR A1A corridor contains much more Retail and Office but still has pockets of Residential land uses (**Figure 8 G-I, Maps 7-9**). Larger versions of the existing development pattern maps may be found in the Map Book. A large area of land in the southern half of the corridor is classified as Public/Semi-Public; this area contains Port Everglades and the Fort Lauderdale-Hollywood International Airport; the Dania Beach Fishing Pier is also a Public land use. Just south of the Port is a large area of land surrounding West Lake that is classified as Recreation and includes several parks such as: John U. Lloyd Beach State Park, West Lake Park, Anne Kolb Nature Center, Hollywood North Beach Park, and Holland Park. Dania Jai Alai and Dania Beach's new Holocaust Documentation & Education Center are other unique Recreational uses.

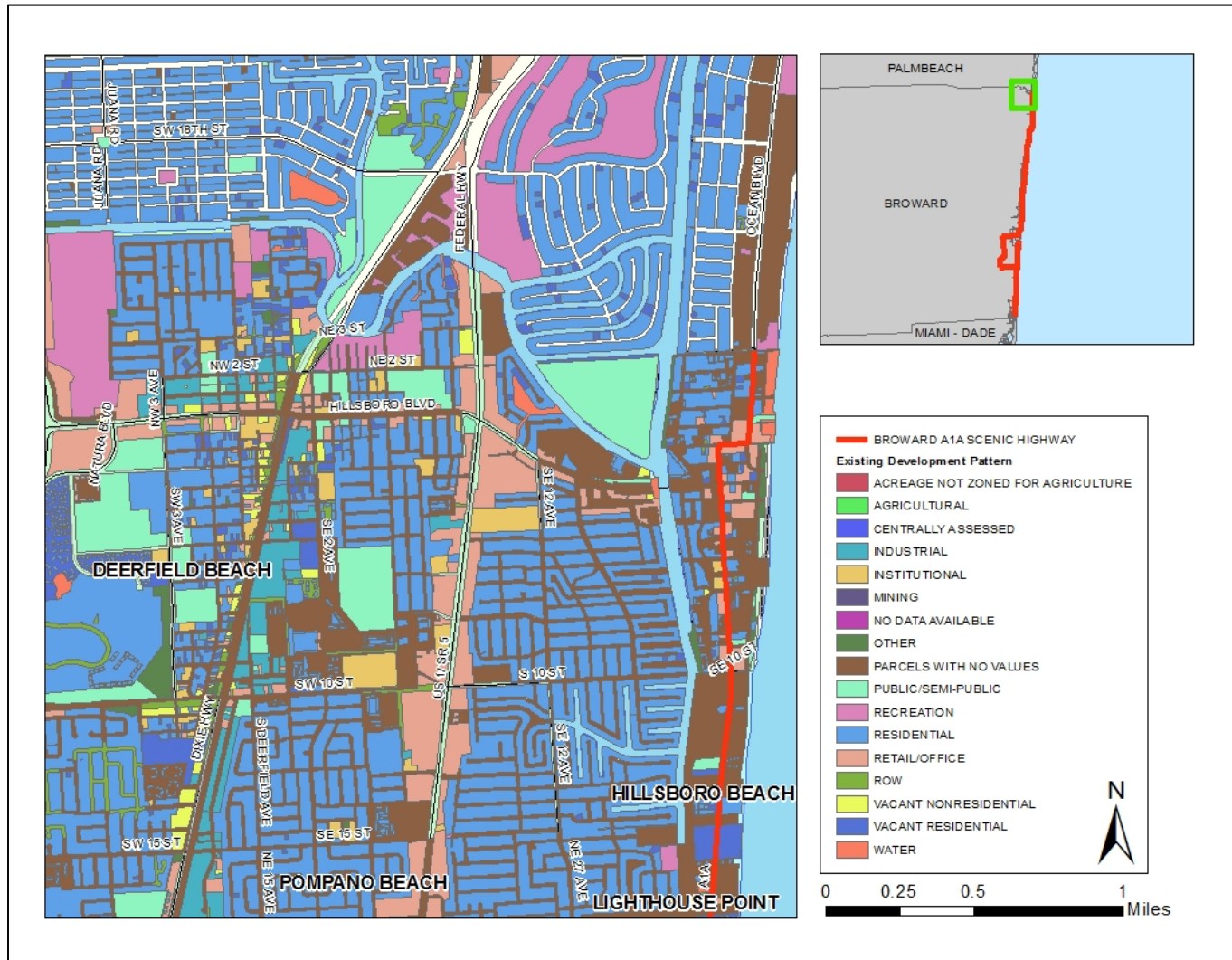
Hollywood North Beach Park (Recreation)



Residential and Retail along SR A1A



Figure 8A. Broward Scenic A1A Highway Existing Development Pattern – Map 1



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Figure 8B. Broward Scenic A1A Highway Existing Development Pattern – Map 2

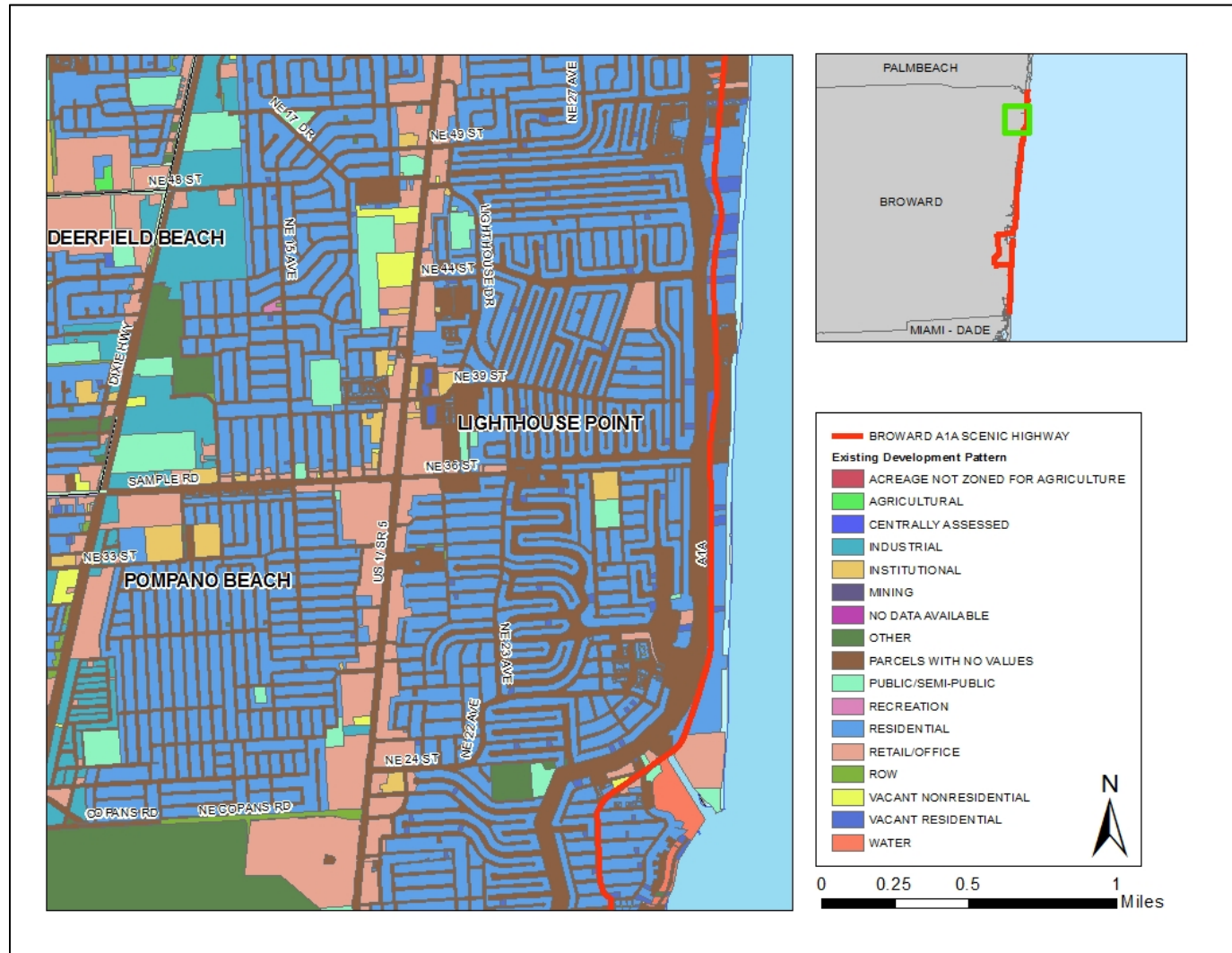


Figure 8C. Broward Scenic A1A Highway Existing Development Pattern – Map 3

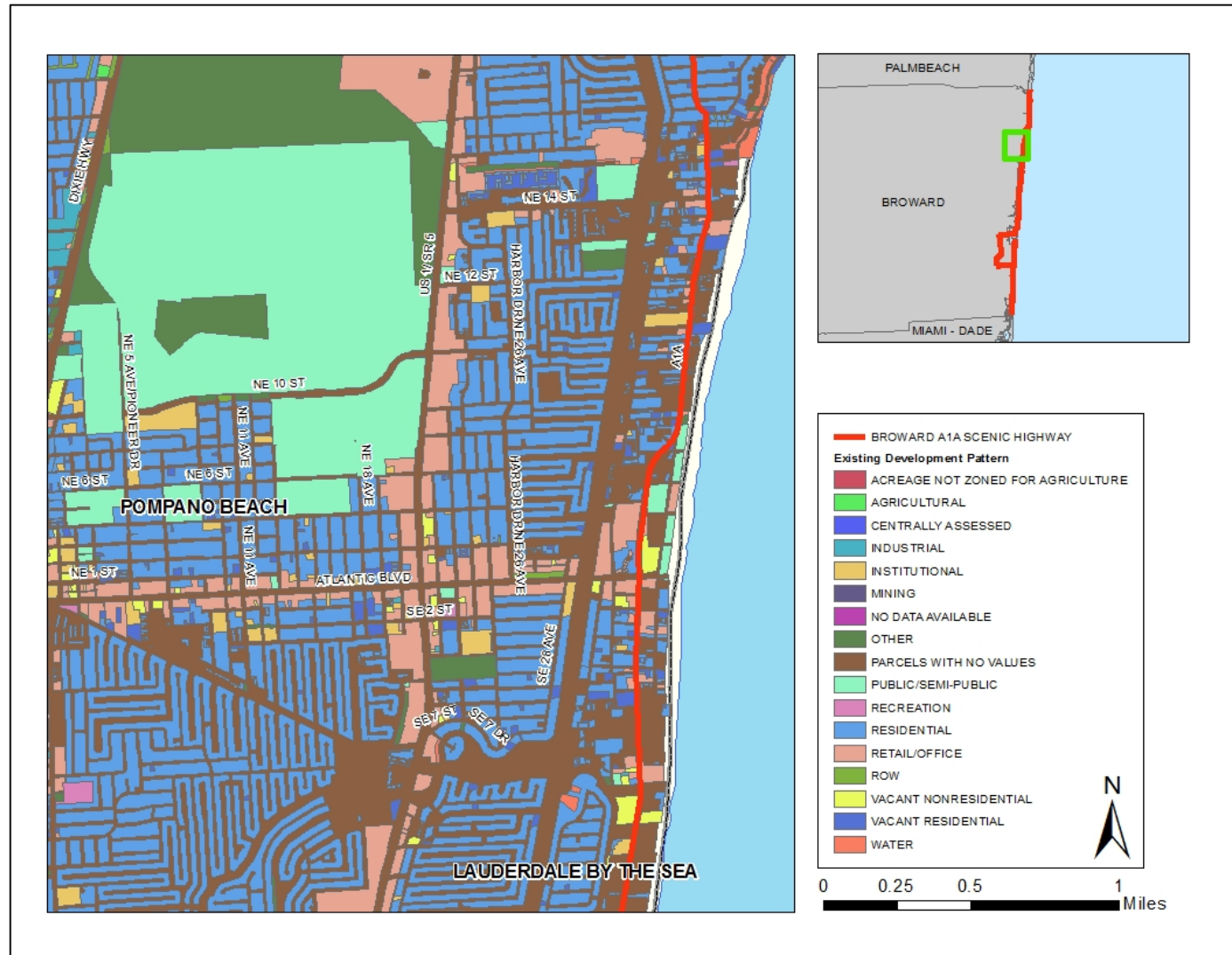
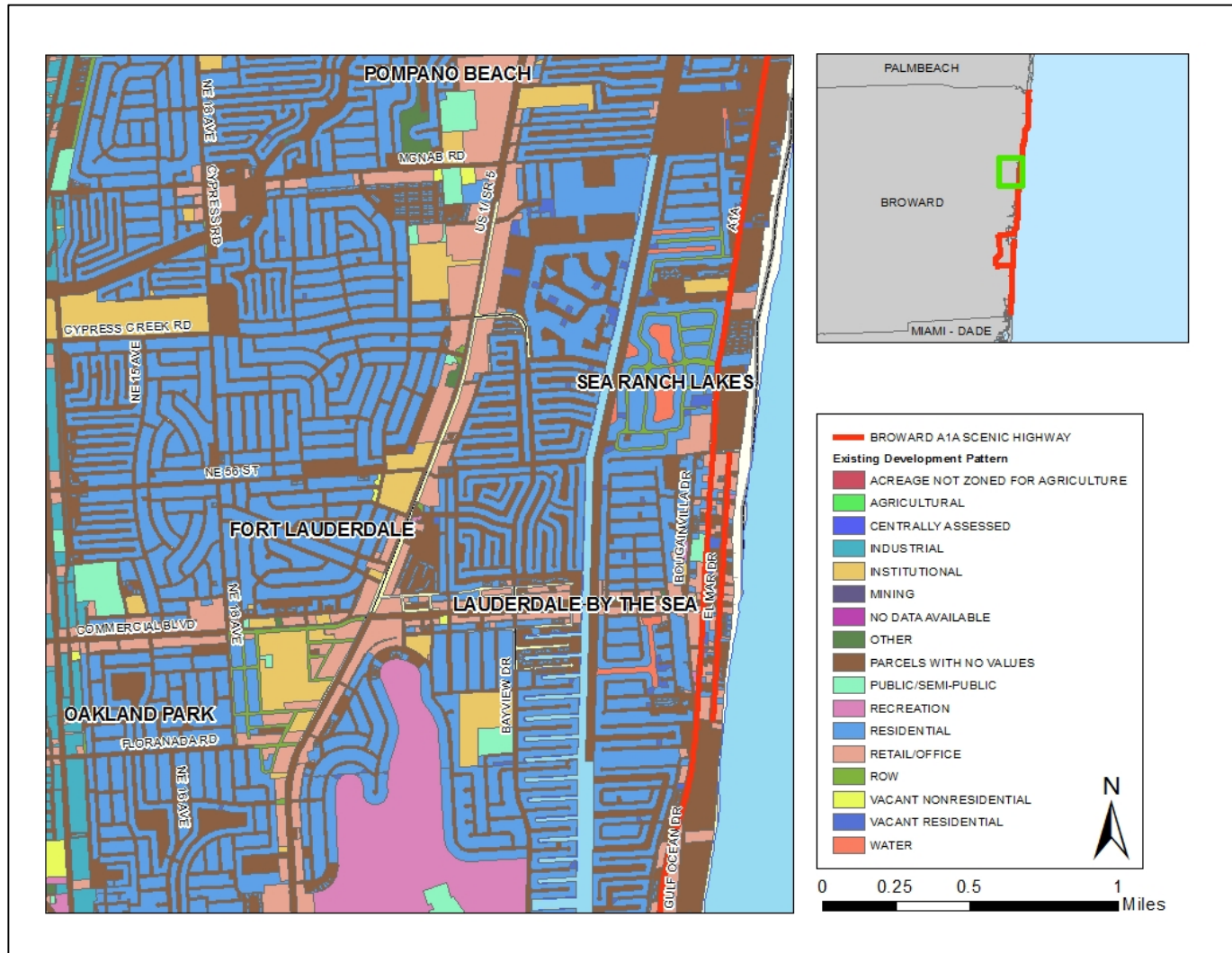


Figure 8D. Broward Scenic A1A Highway Existing Development Pattern – Map 4

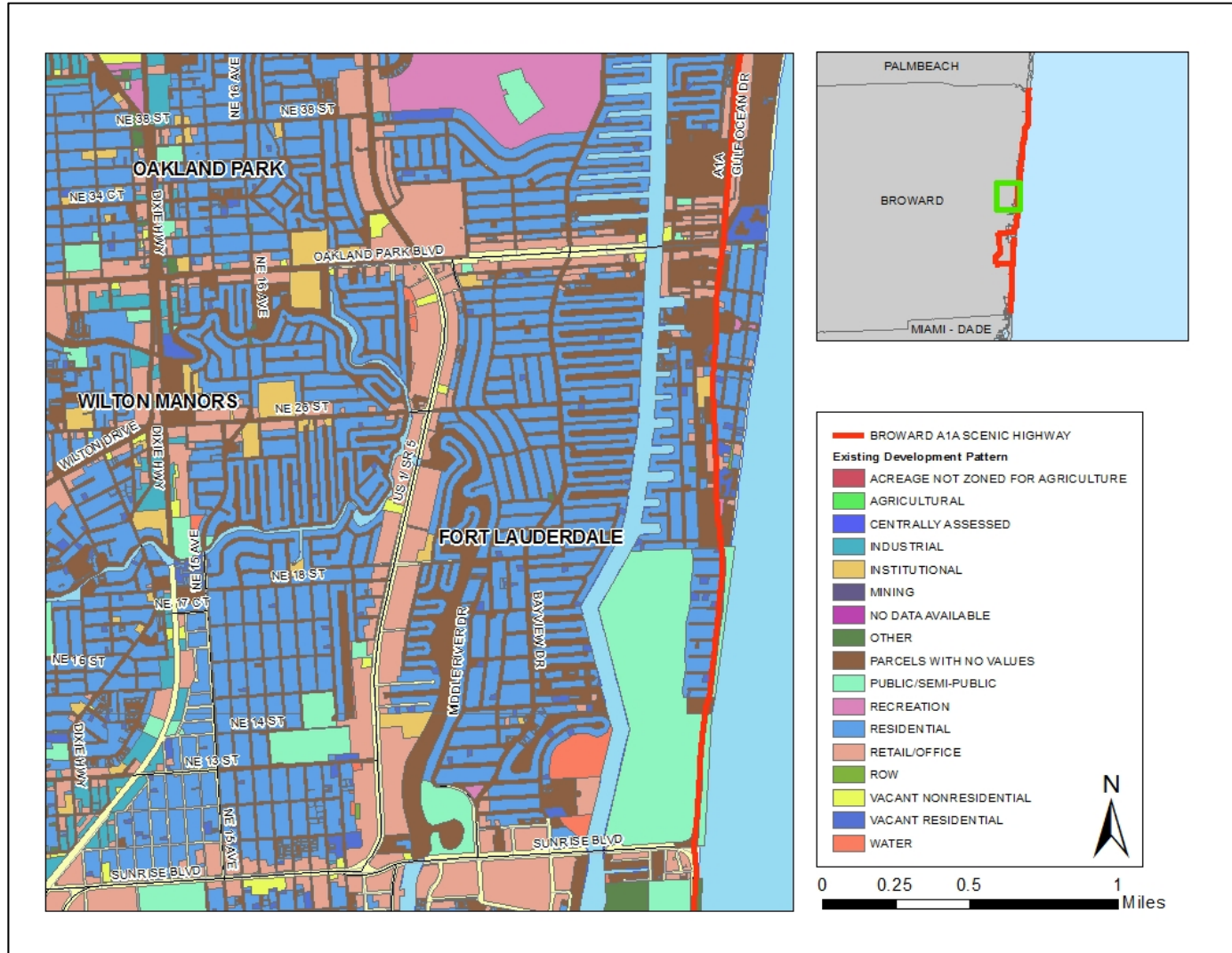


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Figure 8E. Broward Scenic A1A Highway Existing Development Pattern – Map 5



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Figure 8F. Broward Scenic A1A Highway Existing Development Pattern – Map 6

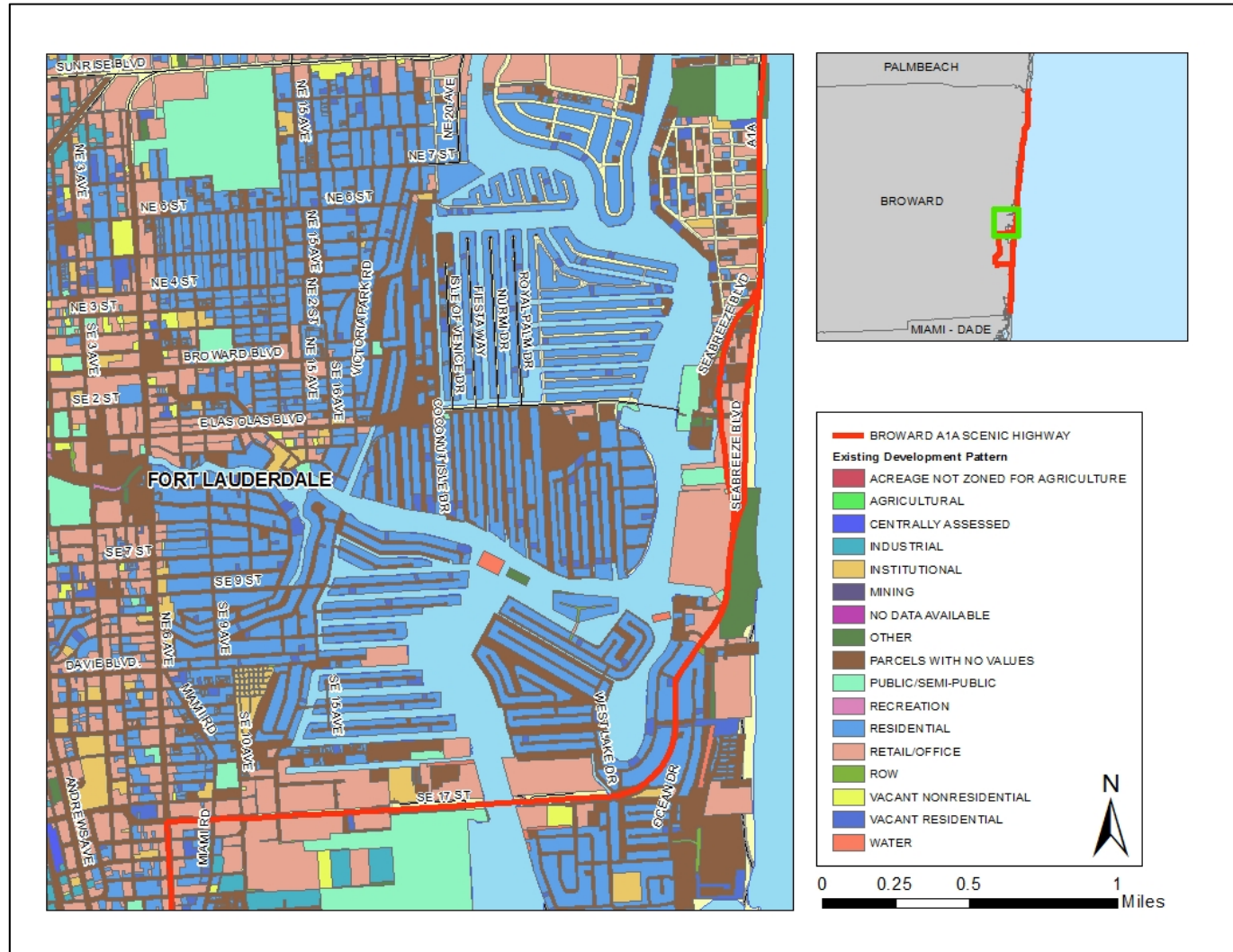


Figure 8G. Broward Scenic A1A Highway Existing Development Pattern – Map 7

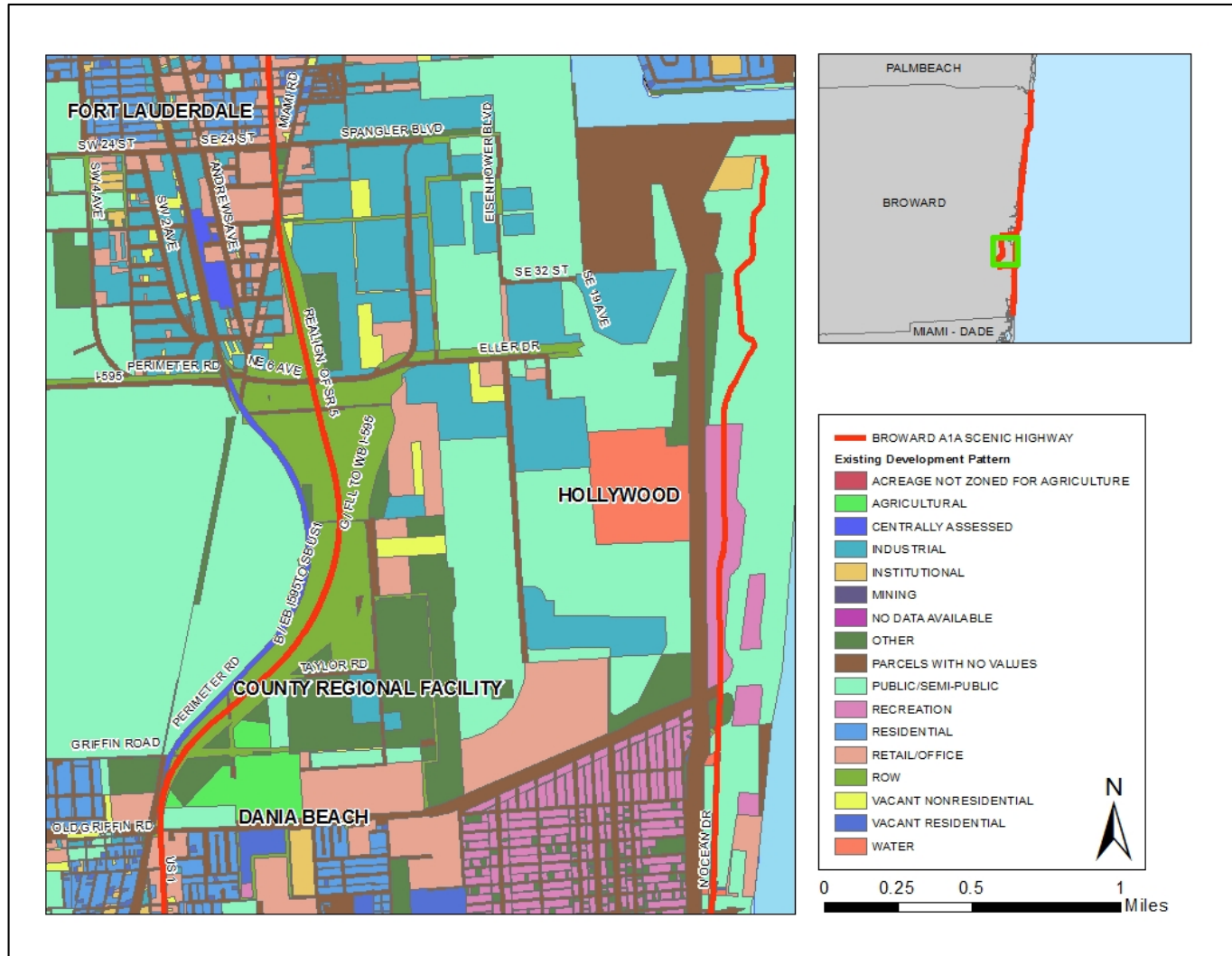


Figure 8H. Broward Scenic A1A Highway Existing Development Pattern – Map 8

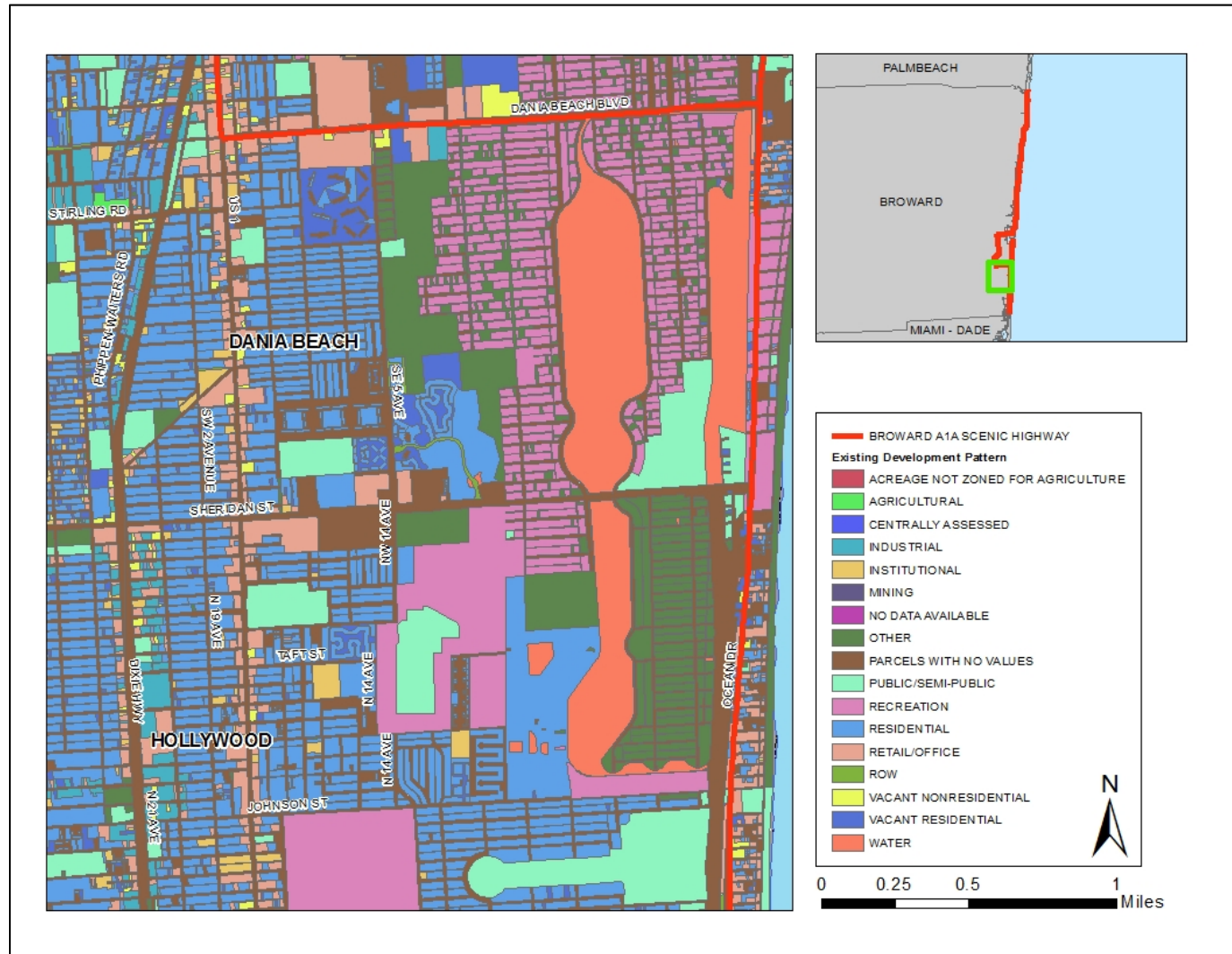
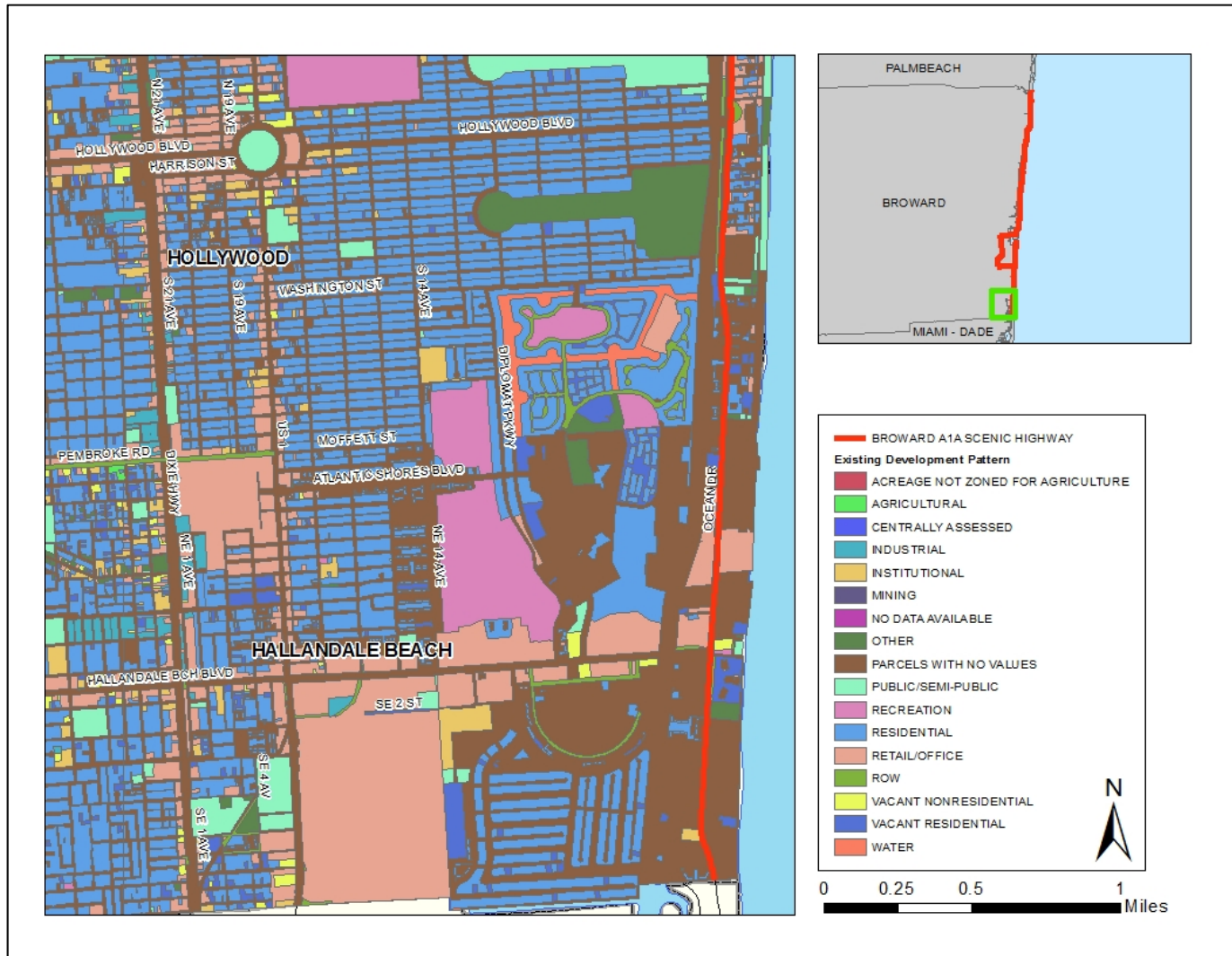


Figure 8I. Broward Scenic A1A Highway Existing Development Pattern – Map 9



Future Land Use

Future land use data was obtained from Broward County's online GIS database and is depicted along the SR A1A corridor. **Figure 9A-F, Maps 1-6** show that the land uses along the northern half of SR A1A will continue to be largely Residential while the connecting and parallel corridors are surrounded by Commercial future land use classifications. The future land uses along the southern half of SR A1A are depicted in **Figure 9G-I, Maps 7-9** and reflect that land uses will remain primarily Residential along this segment. The nearby Commercial corridors remain and the Fort Lauderdale-Hollywood International Airport and Port Everglades are classified as Transportation. Larger versions of the future land use maps can be found in the Map Book.

Conservation and Residential Areas are Both Preserved by Broward County's Future Land Use Maps



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Figure 9A. Broward Scenic A1A Highway Future Land Use – Map 1

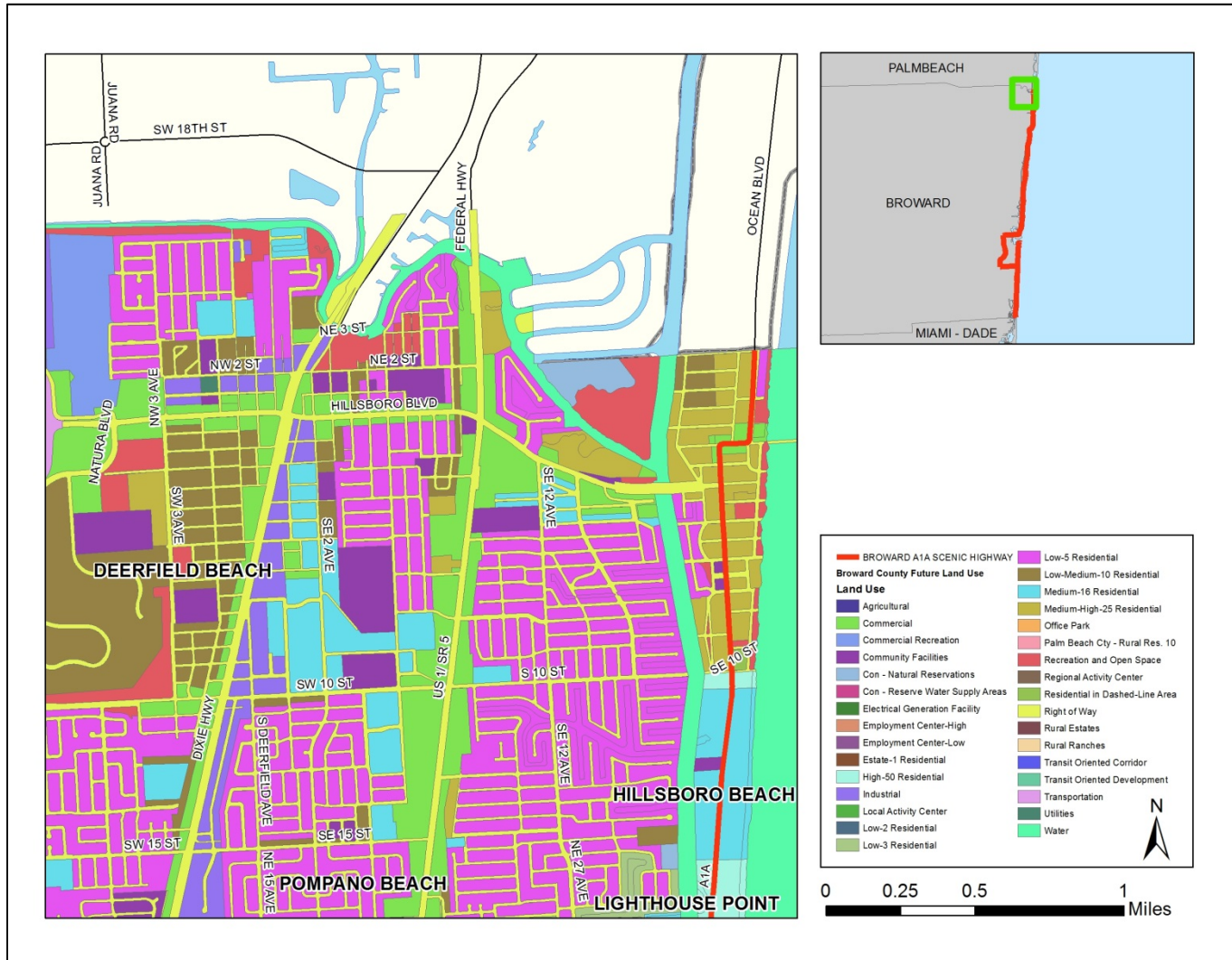
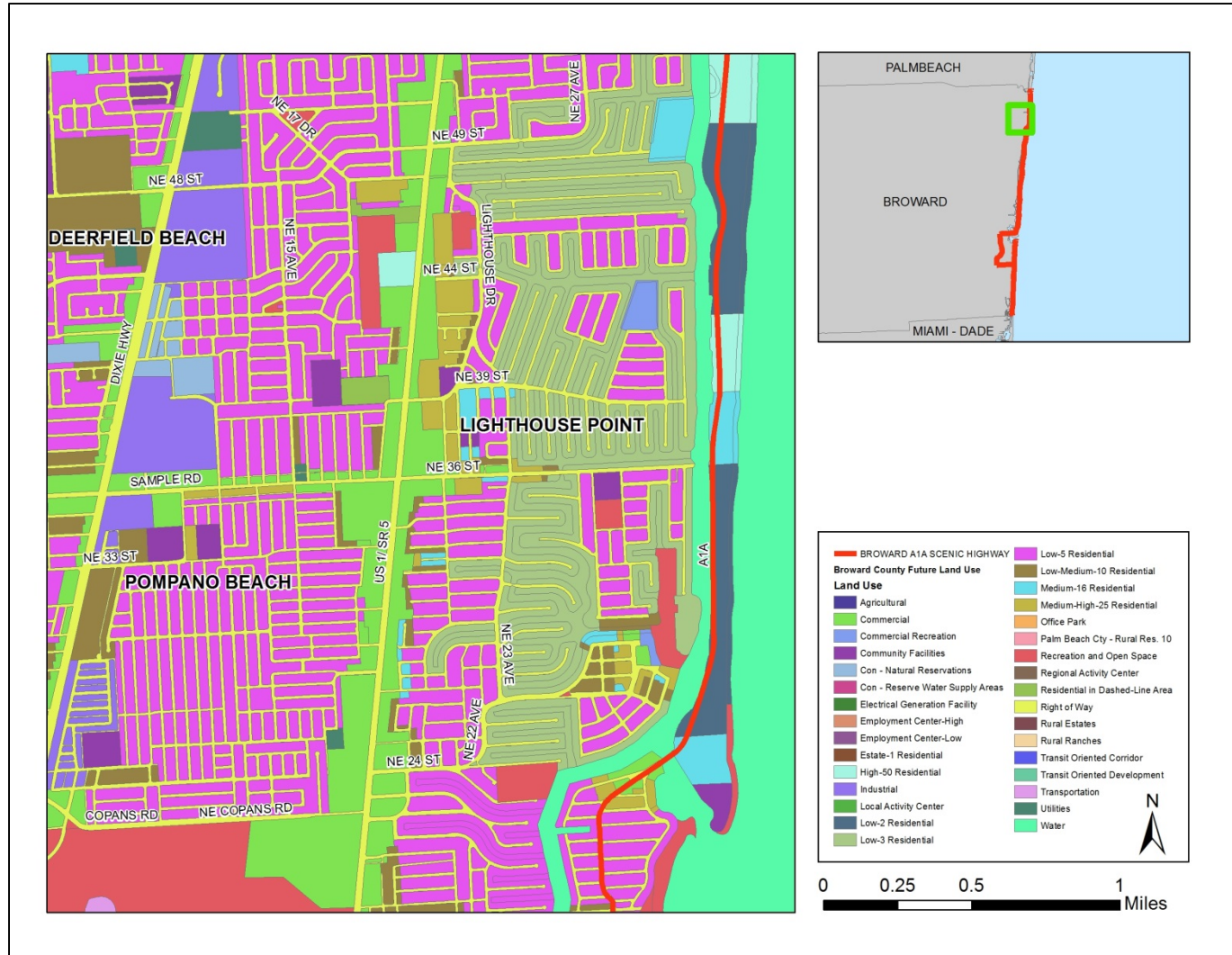


Figure 9B. Broward Scenic A1A Highway Future Land Use – Map 2

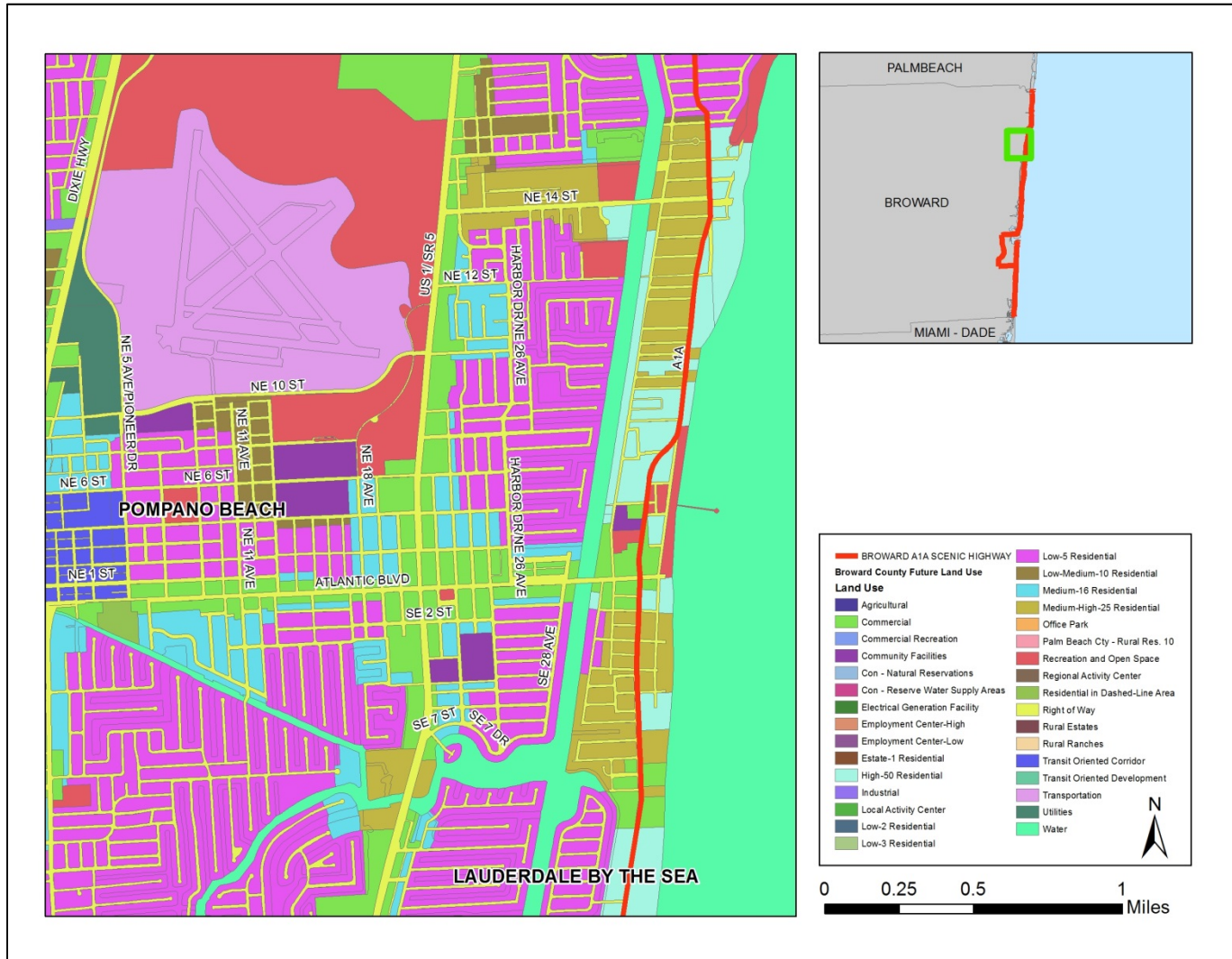


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Figure 9C. Broward Scenic A1A Highway Future Land Use – Map 3



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Figure 9D. Broward Scenic A1A Highway Future Land Use – Map 4

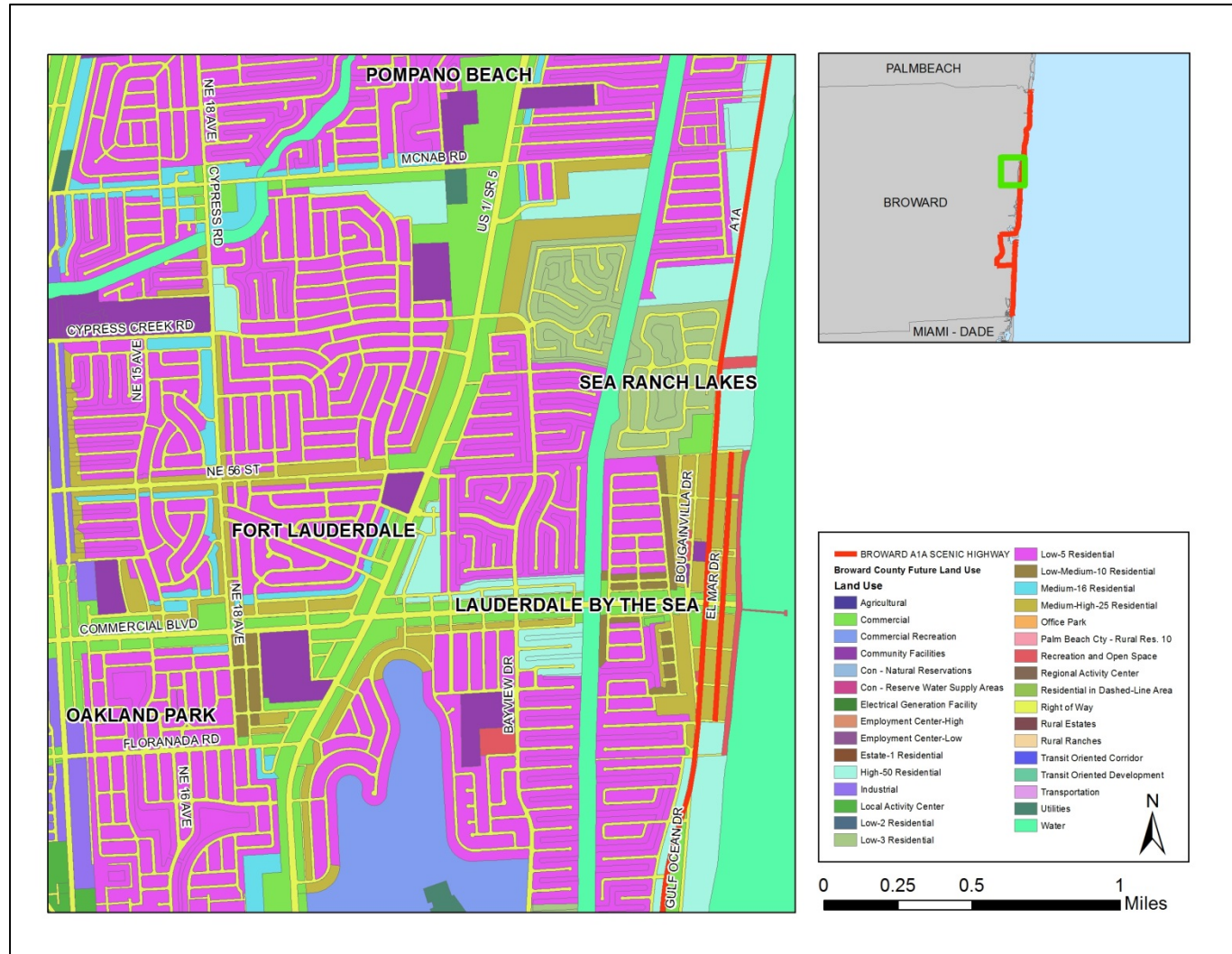
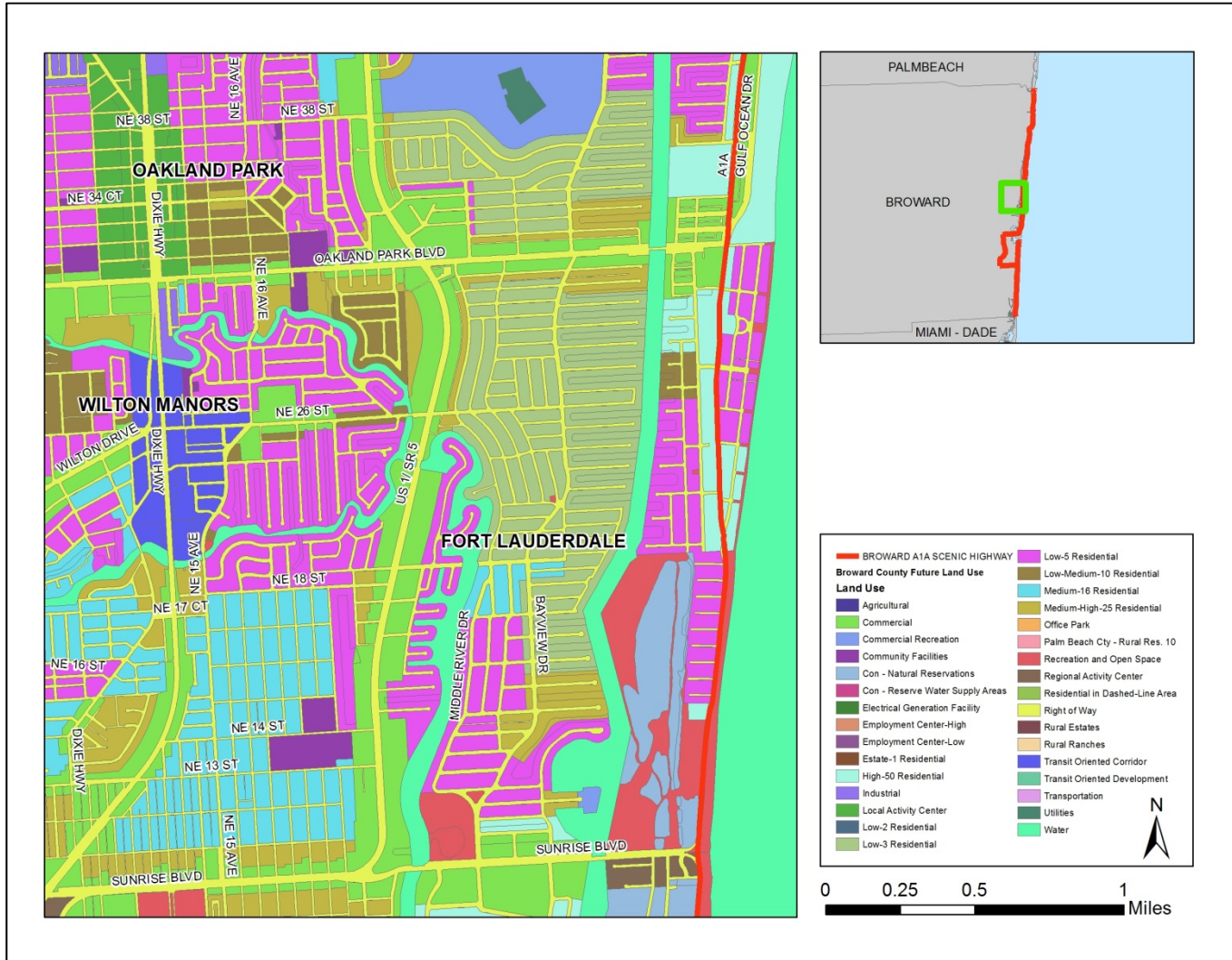


Figure 9E. Broward Scenic A1A Highway Future Land Use – Map 5



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Figure 9F. Broward Scenic A1A Highway Future Land Use – Map 6

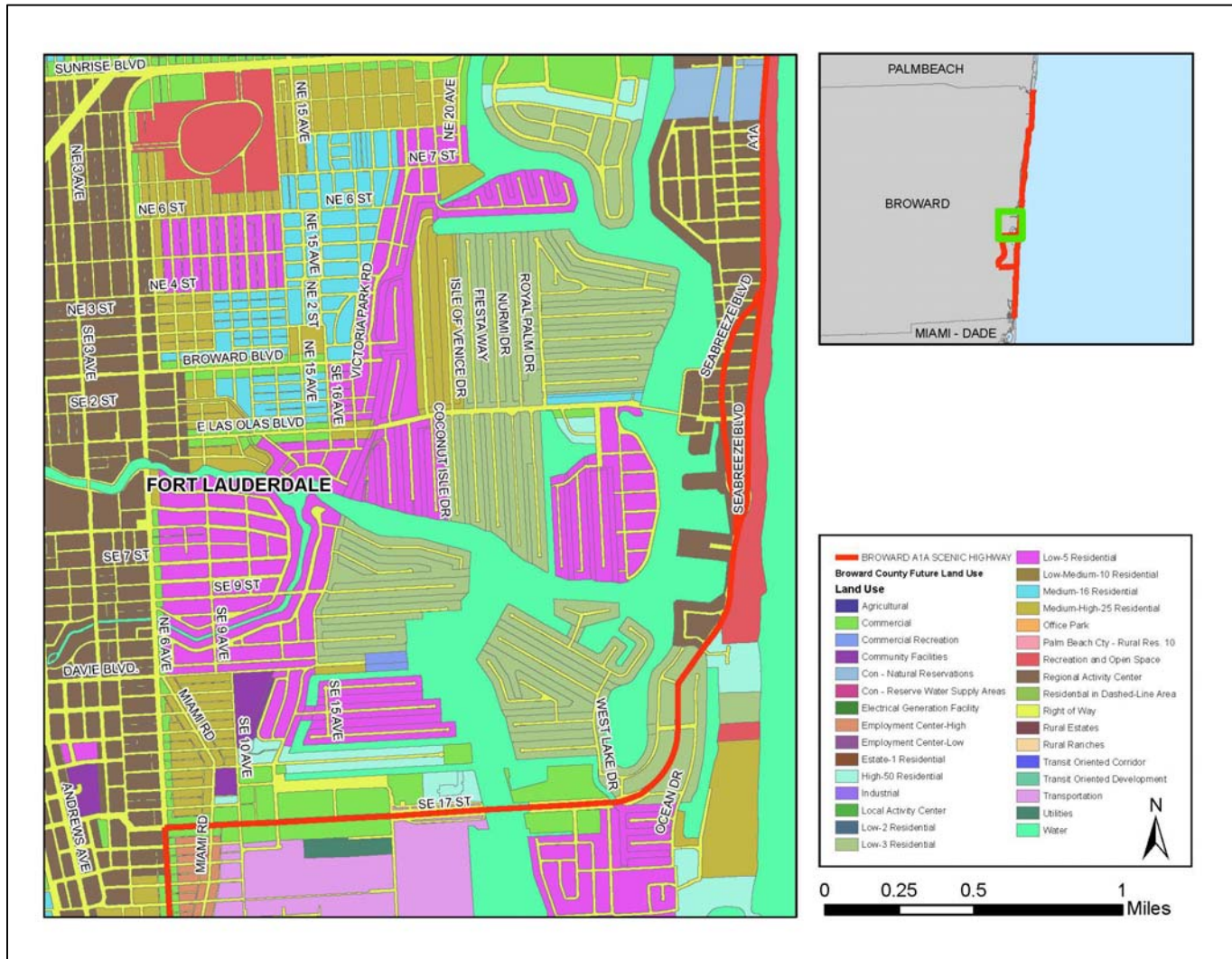
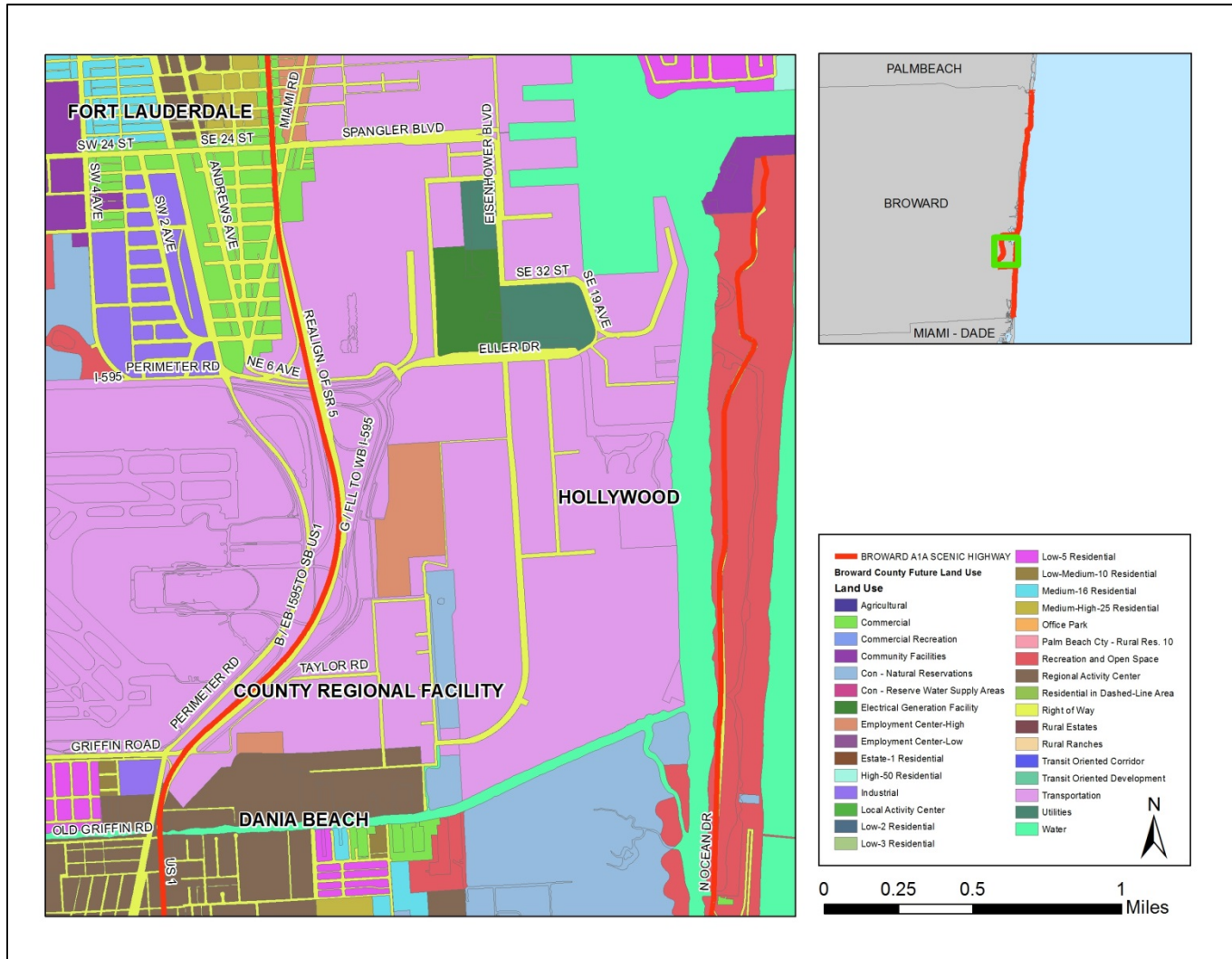


Figure 9G. Broward Scenic A1A Highway Future Land Use Map 7

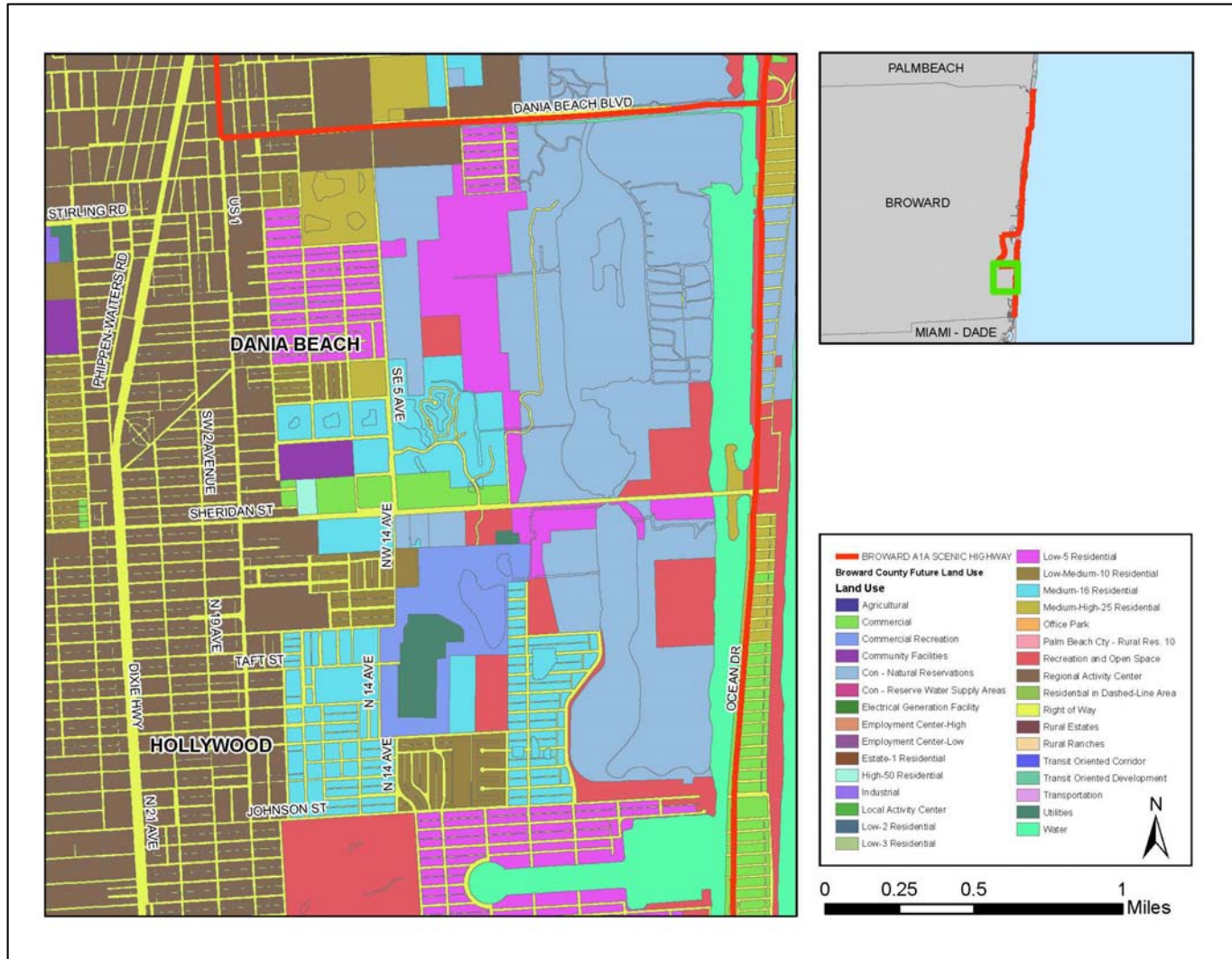


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Figure 9H. Broward Scenic A1A Highway Future Land Use – Map 8

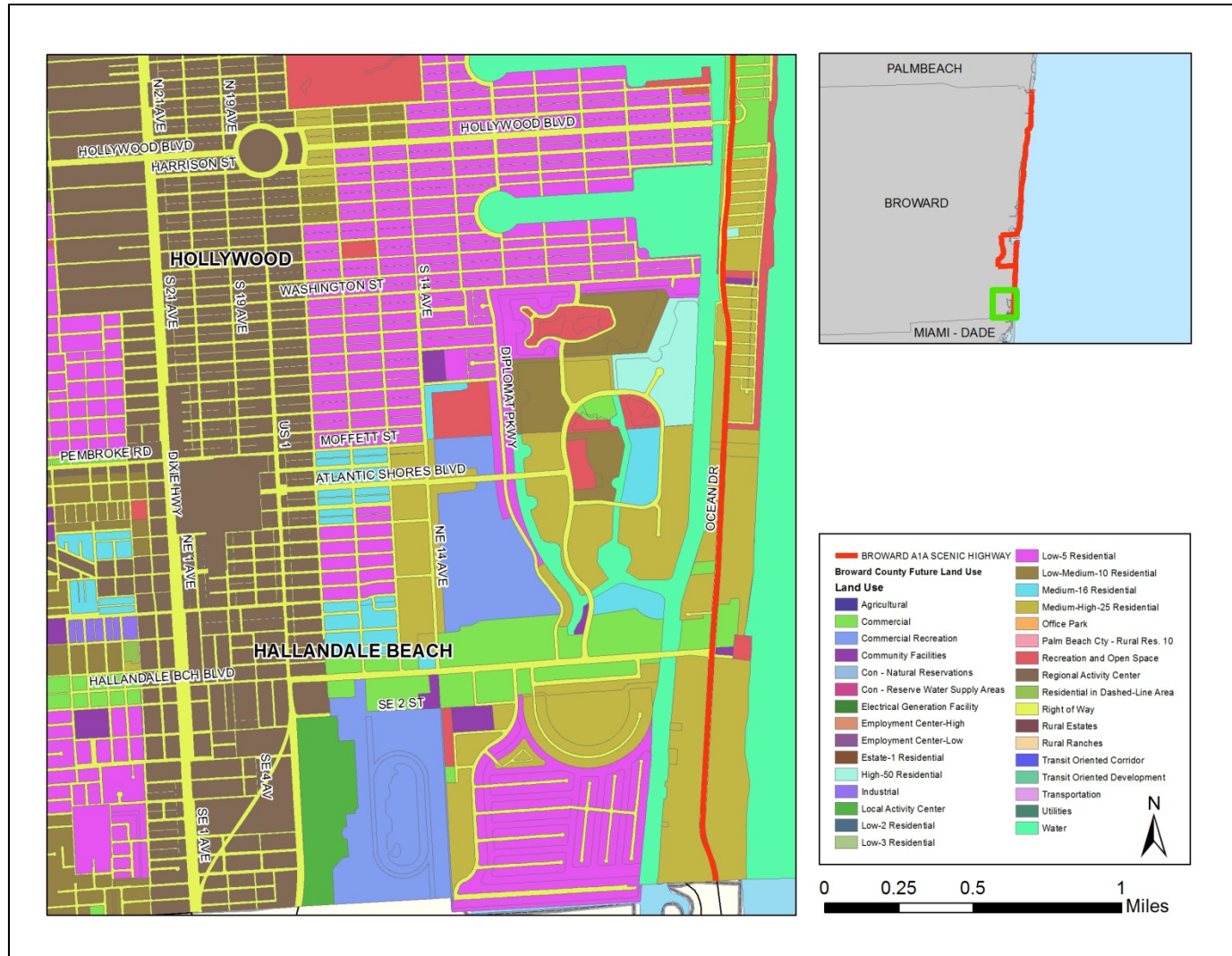


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Figure 9I Broward Scenic A1A Highway Future Land Use – Map 9



Signage

As agreed upon during the CMP Update workshops, excessive and unsightly signage exists along the SR A1A. The vision established by the CME is to have a unified signage theme along the corridor, while also removing excessive and unattractive signage where feasible. Excessive signage should be minimized so that the natural beauty of the corridor and its intrinsic resources may be the focal point rather than signage clutter. Additionally, existing and proposed signs should follow FDOT and MUTCD standards. It is recommended that a signage inventory be conducted to determine whether existing signage meets these standards or could be removed from the corridor. If additional signage is needed for proposed wayfinding, historical markers, or the Adopt-A-Highway Program, then these signs should be designed and placed so as to not add to the existing signage clutter along the corridor. If new signage is proposed, every effort should be made to ensure that new signage is both attractive and unique in order to create a sense of place along SR A1A that supplements the intrinsic resources rather than detracting from them.

Wayfinding in Lauderdale-By-The-Sea



Signage in Hallandale Beach



Safety Issues

Bicycle Safety

Broward County has one of the highest rates of bicyclist fatalities in Florida. While **Table 3** shows the number of injured cyclists throughout the county. Additional analysis should be conducted to determine the number of cyclists injured while riding along the SR A1A. To improve cyclist safety and prevent future accidents, injuries, or fatalities, it is recommended that wide bicycle lanes, landscaping buffers, cyclist zone signage, improved intersections, and lowered speed limits be implemented where applicable. Many of the municipalities along the SR A1A have already begun to include bicycle infrastructure in their plans for roadway improvements and these efforts should continue to be expanded upon and promoted.

Table 3. 2009-2012 Injured Cyclist Data (Broward County)

| Year | Injured Bicyclists |
|------|--------------------|
| 2009 | 502 |
| 2010 | 540 |
| 2011 | 377 |
| 2012 | 770 |

Source: Florida Department of Highway Safety and Motor Vehicles



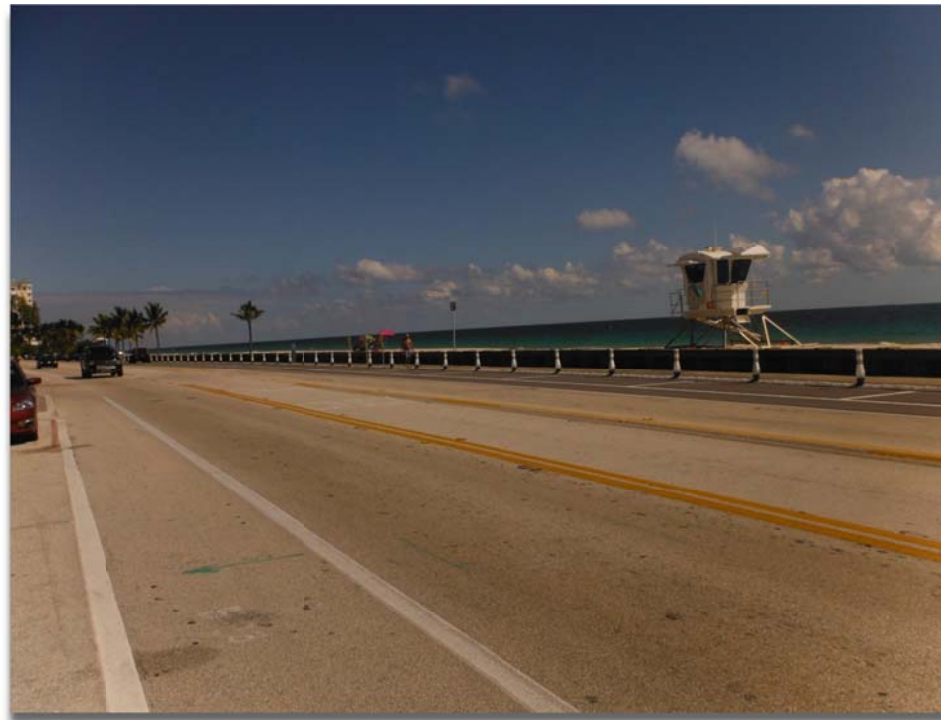
Bicycle Facility Markings

Pedestrian Safety

The safety of pedestrians, specifically while crossing SR A1A is of primary concern due to the large amounts of fast-moving vehicular traffic and the lack of pedestrian crosswalks. In order to improve the safety of pedestrians, measures such as the addition of crosswalks at intersections, crosswalk lighting and signaling, pedestrian refuges, reduced speed limits, and traffic calming techniques should be implemented. Providing these pedestrian facilities will safely connect pedestrians to all of the intrinsic resources, lodging, restaurants, and businesses SR A1A has to offer.

Speeding

Speeding is a constant issue along the corridor and was repeatedly mentioned as a safety issue at the public workshops. In order to protect the safety of pedestrians and cyclists, as well as motorists, speed limits should be enforced. Speed limits should also be reduced where possible. Additionally, narrowing the roadway to vehicles, while allowing the use of the roadway by other modes of transportation, may lower the travel speeds and should be a strategy evaluated for the SR A1A corridor.



Speeding Along Stretches of SR A1A Presents Safety Issues

Traffic Volumes & User Types

Traffic volumes along the SR A1A are depicted using the Annual Average Daily Traffic (AADT) counts generated by FDOT. These counts measure the average amount of traffic crossing specified locations along the corridor each day for an entire year, based counts taken twice per year and adjusted to determine average daily traffic. Yearly AADT counts along SR A1A are useful in determining traffic trends and defining measures that can be taken to address increases or decreases in traffic flow along the corridor. **Table 4A-B** display the AADT and percentage change on SR A1A from 2008 to 2012.

Table 4A. AADT Counts for Broward Scenic A1A Highway

| Site | Roadway | 2008 | 2009 | 2010 | 2011 | 2012 | Percent Change (2008-2012) |
|------|------------|--------|--------|--------|--------|--------|-------------------------------|
| 0421 | SR A1A | 30,000 | 29,000 | 24,500 | 27,000 | 26,500 | -12% |
| 5044 | SR A1A | 33,000 | 33,000 | 30,500 | 35,000 | 40,000 | 21% |
| 0418 | SR A1A | 31,500 | 33,500 | 30,500 | 32,000 | 27,000 | -14% |
| 5042 | SR A1A | 22,000 | 24,000 | 22,500 | 20,200 | 23,000 | 5% |
| 5166 | SR A1A | 20,200 | 21,500 | 19,000 | 19,800 | 21,500 | 6% |
| 5169 | SR A1A | 11,600 | 12,000 | 10,100 | 11,500 | 10,300 | -11% |
| 0136 | SR A1A | 11,900 | 12,100 | 10,700 | 12,300 | 15,800 | 33% |
| 0080 | SR A1A | 19,200 | 20,700 | 19,800 | 18,500 | 20,000 | 4% |
| 5036 | SR 5/ US 1 | 36,000 | 28,000 | 30,500 | 29,500 | 26,500 | -26% |
| 5037 | SR 5/ US 1 | 37,500 | 42,000 | 37,000 | 39,000 | 40,000 | 7% |
| 0428 | SR 5/ US 1 | 73,500 | 70,500 | 55,500 | 61,000 | 70,000 | -5% |
| 0415 | SR 5/ US 1 | 81,000 | 23,000 | 21,000 | 22,000 | 28,000 | -65% |
| 5002 | SR 5/ US 1 | 70,000 | 69,000 | 62,500 | 62,000 | 73,500 | 5% |
| 5235 | SR A1A | 45,500 | 46,000 | 41,500 | 48,500 | 56,500 | 24% |
| 5306 | SR A1A | 46,500 | 38,500 | 34,000 | 36,000 | 41,000 | -12% |
| 0429 | SR A1A | 28,000 | 29,000 | 26,500 | 30,000 | 31,500 | 13% |

Table 4B. AADT Counts for Broward Scenic A1A Highway, continued.

| Site | Roadway | 2008 | 2009 | 2010 | 2011 | 2012 | Percent Change (2008-2012) |
|------------------------|---------|----------------|--------|--------|--------|----------------|-------------------------------|
| 5291 | SR A1A | 19,500 | 18,000 | 13,000 | 15,500 | 14,000 | -28% |
| 5025 | SR A1A | 16,500 | 15,500 | 13,000 | 13,000 | 12,500 | -24% |
| 5290 | SR A1A | 17,000 | 18,000 | 14,000 | 14,000 | 13,000 | -24% |
| 5390 | SR A1A | 19,000 | 15,500 | 15,500 | 14,000 | 14,500 | -24% |
| 0451 | SR A1A | 29,500 | 30,500 | 28,500 | 27,500 | 29,500 | 0% |
| 0106 | SR A1A | 29,500 | 32,000 | 25,500 | 26,000 | 27,500 | -7% |
| 5088 | SR A1A | 28,500 | 28,500 | 26,500 | 24,000 | 27,500 | -4% |
| 5126 | SR A1A | 38,000 | 26,000 | 24,500 | 25,500 | 30,000 | -21% |
| 0432 | SR A1A | 21,500 | 23,000 | 22,500 | 26,000 | 24,500 | 14% |
| 5092 | SR A1A | 19,000 | 20,500 | 16,200 | 17,800 | 19,700 | 4% |
| 0360 | SR A1A | 27,000 | 18,600 | 16,400 | 17,900 | 21,000 | -22% |
| 0215 | SR A1A | 12,301 | 12,140 | 12,417 | 12,928 | 13,302 | 8% |
| 0031 | SR A1A | 12,400 | 11,400 | 9,900 | 8,900 | 8,700 | -30% |
| 0100 | SR A1A | 14,200 | 10,200 | 11,000 | 10,100 | 9,100 | -36% |
| 5108 | SR A1A | 15,000 | 13,400 | 13,100 | 12,400 | 14,000 | -7% |
| 0033 | SR A1A | 10,000 | 10,800 | 9,600 | 9,400 | 9,400 | -6% |
| Entire Corridor | | 928,309 | | | | 841,314 | -9% |

Source: <http://www2.dot.state.fl.us/FloridaTrafficOnline/viewer.html>

Level of Service

Level of Service (LOS) is a measurement used to analyze a roadway's vehicle congestion and is necessary for determining what measures to take when expanding, narrowing, or improving transportation modes for SR A1A. LOS rating A is the best, while LOS rating F is the worst. Below is a description of each of the LOS ratings:

- **LOS A** – free flow traffic that allows motorists to be unaffected by surrounding traffic; driving comfort and convenience is at its peak
- **LOS B** – stable traffic flow that allows motorists choice of speed and vehicle operating maneuvers; minimal influence by surrounding traffic exists
- **LOS C** – restricted traffic flow in which motorists are affected by surrounding traffic; driving comfort and convenience begins to decline
- **LOS D** – high-density flow that restricts motorists choice of speed and vehicle operating maneuvers; driving comfort and convenience has declined yet traffic flow remains stable
- **LOS E** – unstable flow in which motorists experience low levels of driving comfort and convenience; the roadway is at or near capacity
- **LOS F** – forced traffic flow in which motorists experience lowest levels of driving comfort and convenience; the roadway has exceeded capacity, resulting in stop-and-go traffic and increased accidents

Most recent available LOS data along SR A1A are from 2011, depicting the daily conditions and peak hour conditions. **Table 5** lists the LOS for daily conditions and peak hour conditions along segments of the corridor, which range from LOS B to LOS F. Future roadway improvements or reconfigurations take into account current LOS, the effect these roadway changes would have, and how future projections for future travel demand would impact LOS ratings.

Table 5. Broward Scenic A1A LOS

| A1A Segment | City | 2011 Daily Conditions | 2011 Peak Hour Conditions |
|--------------------------|-----------------------|-----------------------|---------------------------|
| N of Hallandale Bch Blvd | Hallandale Beach | C | C |
| N of Hollywood Blvd | Hollywood Beach | C | C |
| N of Sheridan St | Dania Beach | C | C |
| N of SE 17 St | Fort Lauderdale | C | C |
| N of Seabreeze Blvd | Fort Lauderdale | B | B |
| N of Las Olas Blvd | Fort Lauderdale | B | B |
| N of Bayshore Drive | Fort Lauderdale | D | D |
| N of Sunrise Blvd | Fort Lauderdale | D | D |
| N of Oakland Park Blvd | Fort Lauderdale | D | D |
| N of Flamingo Ave | Fort Lauderdale | F | F |
| N of Commercial Blvd | Lauderdale-By-The-Sea | F | F |
| N of Pine Ave | Sea Ranch Lakes | F | F |
| N of Atlantic Blvd | Pompano Beach | C | C |
| N of NE 14 St | Pompano Beach | C | C |
| N of Hillsboro Inlet | Hillsboro Beach | C | C |
| N of Hillsboro Blvd | Hillsboro Beach | B | B |

Source: <http://www.browardmpo.org/documents-publications/data-maps>

Transportation Planning

The Broward Metropolitan Planning Organization (MPO) sets transportation policy by developing plans and allocating funding for projects throughout Broward County. The MPO consists of 19 voting members that work with the public, local planners, and other agencies to collaboratively plan for Broward's future transportation needs. The main document that the Broward MPO produces is the federally required Long Range Transportation Plan (LRTP). As the title implies, this is a long range, forward thinking document that sets policies and the vision for all of the various transportation modes including transit, roadways, bridges, aviation, seaport, rail and commuter rail, bicycle and pedestrian, and landscaping or greenway projects. The other document required from an MPO is the annually updated Transportation Improvement Program (TIP) that implements the vision outlined in the LRTP by allocating federal, state, and local funding sources to various project phases for the all transportation modes. The TIP is considered more of a short range plan in that it allocates funding over a five-year period. The TIP is consistent with FDOT Five-Year Work Programs for each county. The current adopted TIP for fiscal years 2013/2014 through 2017/2018 has over \$41 million dedicated to SR A1A projects. These projects include streetscape and intersection improvements, roadway resurfacing, bridge repairs, slope protection and drainage improvements. These improvements will considerably improve the aesthetics, safety, and driving conditions along the SR A1A, ultimately benefiting the thousands of people who travel this roadway, including those visiting the many intrinsic resources. A detailed report of each project's location, funding sources, and project phasing is included as **Appendix B**. For more information, the Broward MPO's Interactive TIP can be accessed at: <http://broward.dtstiptool.com/>.

In addition to funding significant projects along SR A1A, the Broward MPO is an active partner in developing this Five-Year CMP Update. The MPO has a page on their website dedicated specifically to the Broward County A1A Scenic Highway - this page provides the public with information and the status of the CMP update. In addition, the MPO's SR A1A webpage is a component of the public involvement program where visitors can access project documents and provide comments

The Broward MPO has created a Complete Streets Initiative to implement a safe multi-modal transportation network throughout the county, including SR A1A. The Complete Streets Initiative involves implementing multimodal planning and design elements that benefit all users. Once executed, the Complete Streets vision will improve the overall safety, efficiency, and capacity of any street within Broward County. Incorporating the Complete Streets Initiative along the SR A1A is highly recommended and should be included as future Action Plan Items. Not only will implementing the Complete Streets Initiative along SR A1A improve the safety of pedestrians and cyclists, especially when crossing the street, it will also improve the efficiency of the road for transit users and motorists. Adopting the initiative will also allow for improved access to the intrinsic resources located along the corridor.

Roadway Improvements

Roadway improvements along the SR A1A have primarily included streetscaping and resurfacing projects. The roadway improvements have improved usability of the corridor, upgraded the aesthetics, and enhanced vehicular safety. The following sections provide information on roadway improvements for each municipality along SR A1A that have been completed or initiated along the corridor between 2007 and 2013.

Hallandale Beach

Roadway improvements involve resurfacing and landscaping along the city's section of the A1A corridor. These improvements are set to begin in 2014.

Hollywood Beach

The City of Hollywood and the Hollywood Community Redevelopment Agency collaborated on roadway improvements along SR A1A that included road resurfacing, renovations to the Hollywood Bridge, undergrounding overhead utilities, and streetscaping improvements such as new lighting, decoratively paved sidewalks and roadways, landscape islands, and additional Complete Streets components. Roadway improvements can be seen on Arthur St, Grant St, and Arizona St (**Figure 10**).

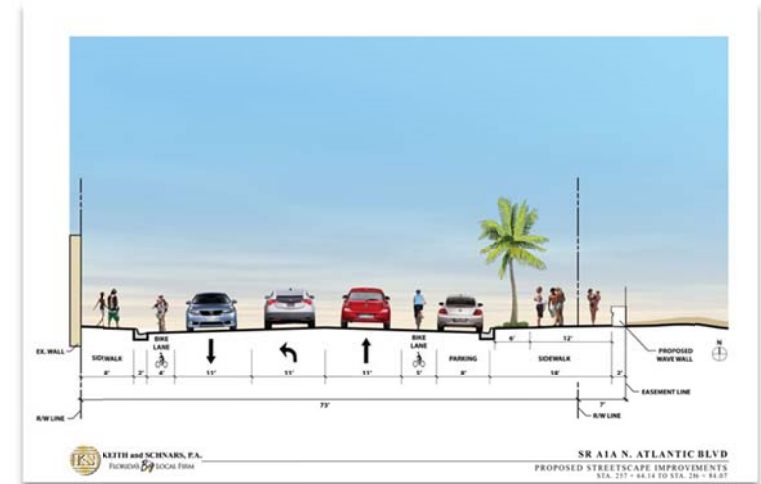
Fort Lauderdale

SR A1A roadway improvements in Fort Lauderdale include lane reductions and streetscape improvements along SR A1A. From Sunrise Blvd to NE 18th St, the roadway was reconfigured to include a northbound and southbound vehicle lane, center turn lane, parallel parking, northbound and southbound bicycle lanes, wide sidewalks, wayfinding, landscaping, and a waveland (**Figure 11**).

Figure 10. Hollywood Beach Roadway Improvements



Figure 11. Fort Lauderdale Roadway Improvements



Pompano Beach

Pompano Beach has planned and completed numerous roadway improvements since the initial CMP, which include improvements to the ICWW Bridge, undergrounding overhead utilities, and streetscaping projects. The Beach Plaza streetscape project, once completed, will create an oceanfront pedestrian promenade that will include additional beachfront parking, landscaping, an exercise trail, and pedestrian lighting, furnishing, and plazas (Figure 12).

Deerfield Beach

Deerfield Beach roadway improvements included reconstructing sidewalks along SR A1A for ADA compliance, adding native landscaping, and renovations to the Hillsboro Bridge.

Lauderdale-By-The-Sea

Roadway improvements included streetscaping projects between Pine Ave and Terra Mar Dr., which involved new landscaping, the construction of brick paver bus stops and paver corner treatments, and updating the bus stops with new benches and trash receptacles. Additional projects in Lauderdale-By-The-Sea include redesigning parking areas, widening sidewalks, installing wayfinding, and implementing drainage, landscaping, and streetscaping improvements along Commercial Blvd. and Bougainvillea Dr.

B-Cycle

B-Cycle is a bike sharing program in Broward County. B-Cycle makes it economical and convenient to use bikes for trips that are too far to walk, but too short to drive. B-Cycle is being implemented by Broward County Transit (BCT) as a transit access project, extending the access of the bus stops to destinations. More information is available at <https://broward.bcycle.com/>.

Figure 12. Pompano Beach Roadway Improvements



Streetscapes

In Hollywood, a streetscape project is proposed for Garfield Street. **Figures 13** through **16** below show conceptual options and location for the Garfield Street segment in Hollywood.

Figure 13. Existing Conditions at Garfield Street and SR A1A



Figure 14. Map of Garfield Street at SR A1A

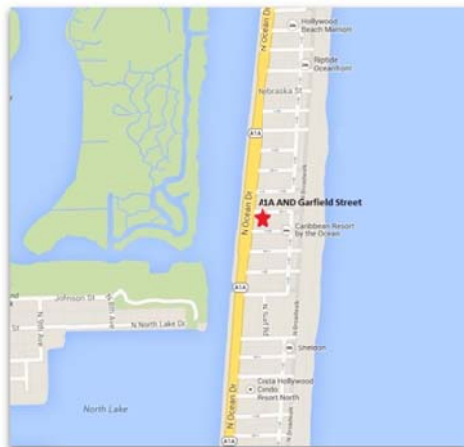


Figure 15. 4-Lane Garfield Street Proposed Streetscaping



Figure 16. 3-Lane Garfield Street Proposed Streetscaping



Social & Economic Conditions

Population

Since the CMP for SR A1A Scenic Highway in Broward County was published in 2009, decennial Census data was unavailable at the time. The 2010 U.S. Census reports that Broward County had a population of 1,748,066. For the years between the decennial Census, the Bureau of Economic and Business Research (BEBR) publishes official population estimates each year for the State of Florida and all counties and cities. The BEBR population estimates report that Broward County experienced a 2.1 percent growth in population from 2010 to 2013. Each of the nine municipalities along SR A1A also experienced population growth although at various rates. A description of these population changes are contained in **Table 6** below:

Table 6. Estimates of Population by County and City in Florida: April 1, 2013

| | April 2010 (Census) | April 2013 (estimate) | Total Change | Percent Change |
|------------------------------|---------------------------|-----------------------------|-----------------|-------------------|
| Florida | 18,801,332 | 19,259,543 | 458,211 | 2.44% |
| Broward | 1,748,066 | 1,784,715 | 36,649 | 2.10% |
| Dania Beach | 29,639 | 30,233 | 594 | 2.00% |
| Deerfield Beach | 75,018 | 75,840 | 822 | 1.10% |
| Fort Lauderdale | 165,521 | 170,065 | 4,544 | 2.75% |
| Hallandale Beach | 37,113 | 38,391 | 1,278 | 3.44% |
| Hillsboro Beach | 1,875 | 1,885 | 10 | 0.53% |
| Hollywood | 140,768 | 143,935 | 3,167 | 2.25% |
| Lauderdale-By-The-Sea | 6,056 | 6,135 | 79 | 1.30% |
| Pompano Beach | 99,845 | 103,189 | 3,344 | 3.35% |
| Sea Ranch Lakes | 670 | 673 | 3 | 0.45% |

Source: Bureau of Economic and Business Research 2013 Population Estimates

Income

The American Community Survey (ACS) 2008-2012 Five-Year Estimates indicate that Broward County's median household income is \$51,603; this number is almost \$10,000 higher than the median household income originally reported in the CMP in 2009. The 2008-2012 ACS also estimates Broward County's population to be 43.5 percent white alone, 25.8 percent black alone, and 25.3 percent Hispanic or Latino. These numbers describe a continually diversifying population combined with increasing income levels.

Unemployment

In terms of unemployment, the State of Florida's Local Area Unemployment Statistics indicate Broward County's unemployment rate was 5.0 percent in December 2013. In contrast, the same report shows that the unemployment rate in December 2012 was 6.6 percent. The 2009 CMP reported the August 2008 unemployment rate was 6.1 percent; while this rate had increased slightly since then it is showing signs of improvement and reduction.

Other Economic Trends

According to the Broward County Revenue Collection Division, tourist tax collections dropped to \$33,622,176 in 2009. Since then, annual tourist tax collections steadily increased to \$43,853,454 in 2012. This positive increase in tourism activity correlates with the visitor and expenditure estimates available from the Greater Fort Lauderdale Convention & Visitors Bureau; this report states that the total combined foreign and domestic visitors to the Greater Fort Lauderdale Area climbed from 10,571,984 in 2009 to 12,040,218 in 2012. These same visitors spent an estimated \$9,806,757,561 on shopping, food, rooms, entertainment, transportation, etc.

Overall these economic trends indicate that while Broward County experienced economic decline in several areas, likely due to the economic recession affecting the entire country, the past few years have shown positive signs of improvement. The general economic improvement should prove beneficial to SR A1A in the future as visitors from around the world continue to travel to Broward County and experience the wide variety of intrinsic resources that each municipality along the corridor has to offer.

Flooding & Sea Level Rise

Sea level rise and the impacts of climate change are a significant concern for Broward County. The Broward County Commission adopted the Climate Change Element and Priority Planning Areas for Sea Level Rise into the local government comprehensive plan. Additionally, a Broward County Climate Change Task Force was created to develop recommendations for a coordinated countywide strategy in mitigating the causes, and addressing the local implications, of global climate change. Given the location of SR A1A in Broward County, the CME should consider the implications of flooding and sea level rise along the scenic highway. For the South Florida Climate Change Vulnerability Assessment and Adaptation Pilot Project, the Broward MPO was awarded a grant by FHWA in the amount of \$300,000 to incorporate climate change issues into transportation decision making and to build upon the existing vulnerability assessments prepared by the Southeast Florida Regional Climate Change Compact Project Objectives and study includes the following extreme weather stressors: sea level rise, precipitation induced flooding and storm surge induced flooding. The Project Study Area covers Palm Beach, Broward, Miami-Dade and Monroe Counties. The expected completion date is September 30, 2014.

Tourism & User Facilities

Broward County has a healthy tourism industry that brings visitors from all over to its world renowned beaches. Projects that promote or enhance visits to SR A1A corridor are essential in heightening awareness of the corridor's intrinsic resources and enriching the travelers' experience. The tourism and user facilities that have proved beneficial thus far in attracting visitors to SR A1A include:

A1A-Bougainvilla Parking Lot Expansion

Completed in 2013, the expanded parking lot in Lauderdale-By-The-Sea provides ample parking for visitors to access the intrinsic resources, recreational activities, lodging, restaurants, and businesses along the corridor.

A1A Greenway Project

Once complete the Broward County Greenway Project will provide tourists and residents with an entire system of hiking, bicycle, equestrian, and waterway trails expanding the entire county. The greenway system will establish numerous alternative transportation options along the SR A1A as well as give access to additional destinations and attractions scattered throughout the county. Currently, some bicycle trails exist along SR A1A with more in the conceptual development, design, or construction phases.

Broward B-cycle

B-Cycle is a bike sharing program in Broward County. B-Cycle makes it economical and convenient to use bikes for trips that are too far to walk, but too short to drive. B-Cycle is being implemented by Broward County Transit (BCT) as a transit access project, extending the access of the bus stops to destinations. Beginning in 2011, this bicycle share program provides tourists an alternative for transportation along the corridor. Tourists can rent bicycles from 18 kiosks along SR A1A. More information is available at <https://broward.bcycle.com/>.

Broward Bike Route Planner

The Broward Bike Route Planner is a valuable online resource that provides step-by-step bicycle directions to any location along SR A1A or within Broward County. This interactive map allows users to choose routes based on their traveling speed, their interaction with vehicular traffic, the amount of bicycle or pedestrian facilities desired, whether they prefer scenic routes, and access to destinations or public transport. The bike route planner can be accessed at: <http://bikebroward.fiu.edu/mpbike/>

Central Beach Master Plan

The Central Beach Master Plan aims to expand opportunities for pedestrians to experience an active scene along the Intracoastal Waterway in the Central Beach District of Fort Lauderdale. The plan intends to make the streets more pedestrian-oriented, establish a variety of public spaces and mixed uses, preserve and enhance the architectural resources of Central Beach, establish Las Olas Blvd as the central destination, develop a uniform wayfinding system, and enhance connectivity throughout the area. Once completed the plan's vision will enhance opportunities for Scenic A1A visitors to explore the nearby cultural, recreational, natural, historic, and scenic resources.

Charnow Park Renovations

The \$20 million renovation of Charnow Park (**Figure 17**) in Hollywood Beach was completed in 2008 in conjunction with Garfield Garage, providing new amenities including: a community center, entertainment plaza, interactive fountain, picnic pavilions, and paddleball courts.

Deerfield Beach International Fishing Pier

Renovation of the International Fishing Pier was completed in 2012.

Fort Lauderdale Beach Wayfinding

Fort Lauderdale's Wayfinding Plan is intended to establish a cohesive set of welcoming gateway signage and wayfinding signage to attract visitors to various points of interest while also establishing a sense of place and distinct identity. Implementing the wayfinding plan will help direct visitor's to Fort Lauderdale's numerous intrinsic resources.

Sun Trolley

The Sun Trolley is Fort Lauderdale's community transit service. It offers tourists with service to Fort Lauderdale's downtown district, the beaches, local restaurants, local shops, local attractions, Tri-Rail, Ft. Lauderdale/Hollywood International Airport, and the Broward General Hospital.

Figure 17. Charnow Park



Water Taxi

Essentially a trolley-on-the-water, the water taxi provides a unique way for tourists to get to and explore the historical, cultural, and recreational intrinsic resources of Fort Lauderdale and Hollywood. Tourists can take in views of the natural and scenic resources as they travel along the Intracoastal Waterway.

The WAVE Streetcar

Currently still in the planning stages, the WAVE Streetcar will eventually provide a way for tourists to explore downtown Fort Lauderdale. The Wave is an environmentally friendly streetcar system planned for Downtown Fort Lauderdale. Visit <http://wavestreetcar.com/home> for more information. The schedule for the WAVE Streetcar is:

- Design Phase - June 2013
- Procurement/Construction - Mid-2014
- Ride The Wave! - December 2016!

Unique Local Attractions

SR A1A is home to a wide variety of attractions unique to the region such as the famous Jaxson's Ice Cream Parlour & Restaurant. There is a great deal of historic architecture located along the corridor as well, including Dania's Woman's Club and the Dania Bank Building.

For a more detailed list of amenities such as recreational activities, lodging, and transportation to tourists and users along SR A1A, the following websites may be accessed:

- Broward County website: <http://www.broward.org/BCT/VISITORINFO/Pages/VisitorInformation.aspx>
- Greater Fort Lauderdale Convention & Visitors Bureau: <http://www.sunny.org/>
- Link to hotels along the Scenic A1A Corridor: <http://www.sunny.org/hotels/beach-hotels>
- Websites of each of the corridor's municipalities:
 - Deerfield Beach <http://www.deerfield-beach.com/>
 - Hillsboro Beach <http://www.townofhillsborobeach.com/>
 - Pompano Beach <http://pompanobeachfl.gov/>
 - Lauderdale-By-The-Sea <http://www.lauderdalebythesea-fl.gov/>
 - Fort Lauderdale <https://www.fortlauderdale.gov/>
 - Dania Beach <http://www.ci.dania-beach.fl.us/>
 - Hollywood <http://www.hollywoodfl.org/>
 - Hallandale Beach <http://www.hallandalebeachfl.gov/>

Mission Statement

BROWARD COUNTY SR A1A SCENIC HIGHWAY MISSION STATEMENT

The Broward County State Road A1A Scenic Highway Program will work to preserve, maintain, protect, and enhance the intrinsic resources of the A1A Scenic Corridor through a sustainable balance of conservation and land use. The program will create and promote awareness of the cultural, historical, archaeological, recreational, natural and scenic resources through community-based consensus and partnerships.

Corridor Vision

The corridor vision has been updated to be told from the perspective of the byway traveler, who is entranced by the beauty and unique characteristics of SR A1A. The new vision for the Broward County SR A1A Scenic Highway is:

The Broward County SR A1A Scenic Highway maneuvers its travelers up the eastern coast of Broward County, through the communities of Hallandale Beach, Hollywood, Dania Beach, Fort Lauderdale, Lauderdale-By-The-Sea, Sea Ranch Lakes, Pompano Beach, Hillsboro Beach, and Deerfield Beach. Each of these communities provides distinct elements to the SR A1A corridor and offers miles of beaches for travelers to play, relax, and soak in the sun. Along SR A1A, travelers have the opportunity to catch sightings of ibis, herons, spoonbills, ospreys, kingfishers, plovers, and sandpipers amidst the natural vegetation. The corridor offers sea turtle habitats and at night, travelers spot the waters of the Atlantic Ocean and the Intracoastal Waterway glistening in the moonlight.

SR A1A offers tremendous vistas and access points to the unique world of the barrier island, the Intracoastal Waterway, and the Atlantic Ocean all along the route that provide opportunities for boating, sailing, and swimming. Piers in Deerfield Beach, Pompano Beach, Lauderdale-By-The-Sea, and Dania Beach enable visitors to enjoy the timeless pastime of fishing, while awakening their senses with the smell of the salty waters and the sound of the gentle rolling surf.

Along the corridor are elements of Broward County's historical influence, such as the Barefoot Mailman Statue, Hillsboro Lighthouse, Indian Shell Mound in Pompano Beach, and the State Underwater Archaeological Preserve. As travelers navigate the condo canyon, architectural styles such as Art Deco, Mid-Century, Modern, or Mediterranean dot the corridor, adding variety to the traveler's view.

Broward County's Scenic A1A is the ideal destination for pedestrians and bicyclists who access walkways, bikeways, and trails that offer opportunities to view the natural and manmade beauty of Florida. Pedestrians and bicyclists can journey through recreational parks, along the Hollywood Beach Broadwalk, or through the Anne Kolb Nature Center to access the Nature Observation Tower. From the nature tower, views of gumbo limbos, sable palms, and other local flowers, grasses, and trees can be seen.

The beach communities along SR A1A exude Southeastern Florida hospitality and offer countless businesses and restaurants that exemplify the local community and cuisine. These communities are waiting for the next SR A1A visitor, offering up a wealth of resources that will continue to guide people to experience and protect Southeast Florida.

One of Many Scenic Beach Views along SR A1A



Original Goals, Objectives, and Strategies

The following Goals, Objectives, and Strategies were identified in the Broward County SR A1A Corridor Management Plan.

Goals 1.0 Protect, Maintain, Preserve and Enhance Natural, Historic and Cultural Resources Through Coordination

Objective 1.1 Stabilize the shoreline with native vegetation while retaining the original views and natural habitat.

Strategy 1.1.1 Identify environmentally sensitive lands within the corridor for preservation and restoration. Promote and participate in plant and wildlife surveys and inventories.

Strategy 1.1.2 Identify and apply for grants suitable for historical, archeological and cultural surveys within the corridor.

Strategy 1.1.3 Promote and expedite the implementation of the Broward County A1A Scenic Highway Corridor.

Strategy 1.3.4 Ensure that the scenic highway designation is accounted for in planning, zoning development and infrastructure decisions within the corridor.

Objective 1.2 Support and improve continued enhancement of land and water access to recreational, natural and cultural resources.

Strategy 1.2.1 Identify and promote appropriate land and water use access and activity options.

Strategy 1.2.2 Identify and promote bike lanes along the corridor as a healthy, alternative view of the scenic highway.

Strategy 1.2.3 Identify and promote waterway alternatives along the corridor as a view of the scenic highway route.

Strategy 1.2.4 Implement annual, semi-annual or monthly activities for the locals and tourists.

Strategy 1.2.5 Research and create maps that identify past, present, and future recreational opportunities.

- Objective 1.3 Define, recognize, support and provide non-impact access to the historic, archeological and cultural sites.
- Strategy 1.3.1 Plan, promote and implement walking and cycling programs to provide information on historic, archeological and cultural sites for locals and tourists to visit and tour.
 - Strategy 1.3.2 Sponsor events that promote the historical, archeological, and cultural significance of the corridor.
 - Strategy 1.3.3 Establish an archive of historical records, photographs and documents that relate to the corridor as well as the state of Florida.
 - Strategy 1.3.4 Provide interpretation of historic, archaeological and cultural sites along corridor as appropriate.
 - Strategy 1.3.5 Develop strategies to encourage the protection and preservation of historic, archaeological and cultural resources along the corridor.
 - Strategy 1.3.6 Promote access to underwater archaeology sites along the corridor.
 - Strategy 1.3.7 Identify and apply for grants to assist with the preservation of historical, archeological and cultural resources.
- Objective 1.4 Support implementation of the Broward County SR A1A Scenic Highway Program.
- Strategy 1.4.1 Develop a website that identifies and promotes the various activities and land uses along the corridor.
 - Strategy 1.4.2 Target groups within the corridor area to help sponsor, promote, and maintain programs along the corridor.
 - Strategy 1.4.3 Establish and maintain a speakers bureau to help sponsor, promote, maintain and support programs along the corridor.
 - Strategy 1.4.4 Develop interpretive pamphlets covering the various municipalities, their history, their recreational opportunities, and natural assets.
 - Strategy 1.4.5 Ensure that the scenic highway designation is accounted for in planning, zoning development and infrastructure decisions within the corridor.

- Objective 1.5 Implement a Comprehensive Conservation and Management Plan.
- Strategy 1.5.1 Establish a viable program that can be flexible and used throughout the corridor.
 - Strategy 1.5.2 Sponsor events that promote culture appreciation and conservation along the corridor.
- Objective 1.6 Promote and support efforts by jurisdictions to adopt appropriate corridor and local signage rules
- Strategy 1.6.1 Develop, produce and copy write a logo for presentation materials that can be used to identify the corridor and used at meetings and in written documents promoting the Broward County A1A Scenic Highway.
 - Strategy 1.6.2 Share logo with state and county authorities to ensure the best possible awareness of the scenic highway.
 - Strategy 1.6.3 Create a presentation video with the logo and have it on the corridor website, also making it available to community groups, tour groups, state and regional organizations, mapping companies, preservation groups, etc.
 - Strategy 1.6.4 Discourage signage that is excessive and unattractive, and support signage removal or replacement, when necessary.
- Objective 1.7 Promote the natural and native landscape/waterscape and eliminate or minimize that which compromises the natural landscape/waterscape.
- Strategy 1.7.1 Promote and participate in plant and wildlife plantings, surveys and inventories.
 - Strategy 1.7.2 Identify and apply for grants suitable for biological surveys.
 - Strategy 1.7.3 Support preservation of available public access to the beaches, cultural and recreational sites.

Goal 2.0 *Promote Multimodal Safety*

Objective 2.1 Evaluate and implement ways to enhance safe multimodal transportation.

- Strategy 2.1.1 Compile a list of activities to be shared and coordinated by the municipalities including, but not limited to, open-air trolleys, buses, horse-drawn carts, bicycles, walking trails, etc.
- Strategy 2.1.2 Create a brochure that identifies sites and activities that can be visited while using transportation other than single occupant automobiles.
- Strategy 2.1.3 Identify and apply for grants for improved intermodal options along the corridor.

Objective 2.2 Seek and utilize accessible resources without contributing to traffic congestion.

- Strategy 2.2.1 Compile a list of activities to be shared and coordinated by the municipalities including, but not limited to open-air trolleys, buses, horse-drawn carts, bicycles, walking trails, etc.
- Strategy 2.2.2 Create a brochure that identifies sites and activities that can be visited while using transportation other than single occupant automobiles.
- Strategy 2.2.3 Identify areas where additional bike paths and facilities can be placed to decrease automobile use along the corridor.
- Strategy 2.2.4 Create maps of walking/biking and water trails for the corridor.

Objective 2.3 Cooperate with efforts to develop greenways, waterways, walkways, and bikeways on the corridor.

- Strategy 2.3.1 Assist local governments in seeking funding sources and applying for grants to develop greenways, waterways, walkways, and bikeways.
- Strategy 2.3.2 Identify areas where additional bike paths and water facilities can be placed to decrease automobile use along the corridor.

Goal 3.0 *Maximize Public Participation*

Objective 3.1 Continuously inform the public about the Scenic Highway Program and the benefits it brings to surrounding areas.

Strategy 3.1.1 Define a list of activities to be shared, coordinated and connected by the municipalities including, but not limited to open-air trolleys, buses, horse-drawn carts, bicycles, walking trails, etc.

Strategy 3.1.2 Create a brochure that identifies sites and activities that can be visited while using transportation other than single occupant automobiles.

Strategy 3.1.3 Host regular town-hall meetings to gather input from the residents and keep them informed and involved.

Strategy 3.1.4 Develop and implement appropriate marketing strategies.

Objective 3.2 Request public input about goals and strategies to achieve the Scenic Highway Program mission

Strategy 3.2.1 Host regular town-hall meetings to gather input from the residents and keep them informed and included.

Strategy 3.2.2 Provide drop off boxes at local libraries and government offices for residents and tourists to leave input.

Strategy 3.2.3 Request input for the local Chambers of Commerce, park and beach staff, as well as government officials and their staff.

Strategy 3.2.4 Set architectural guidelines for use along the corridor.

Strategy 3.2.5 Coordinate with property owners along the corridor to manage and maintain the “viewscape” and intrinsic resources

Objective 3.3 Search for ways to mediate and resolve conflicts that may arise over issues connected with the Scenic Highway Program.

Strategy 3.3.1 Create and vote on set of rules to be used for the corridor participants.

Strategy 3.3.2 Identify an outside final mediator for serious conflicts or legal matters that cannot be handled among the corridor group.

Goals 4.0 Educate and Share the “Corridor Stories”

Objective 4.1 Enlighten residents and visitors about the intrinsic resources and history of the corridor.

Strategy 4.1.1 Continue to develop and expand the Broward County A1A Scenic Highway Website.

Strategy 4.1.2 Produce educational and informative brochures emphasizing the uniqueness and beauty of the corridor.

Strategy 4.1.3 Create an online newsletter that can be updated, shared and replicated.

Strategy 4.1.4 Create an archive of information on the corridor utilizing all forms of documentation including written words, music, art work, artifacts, photographs, and legacies.

Objective 4.2 Develop diverse means to communicate the story of the Broward County SR A1A Scenic Highway to the current and future local residents as well as potential visitors and tourists.

Strategy 4.2.1 Expand the Broward County A1A Scenic Highway website, maintaining up-to-date information.

Strategy 4.2.2 Produce a display for local chambers of commerce, libraries, government and public offices, and other locations where people either gather or go to seek information.

Strategy 4.2.3 Develop a traveling production with related handouts about the SR A1A Scenic Highway that can be utilized by various organizations, schools, groups, businesses, etc that will educate and entice visits.

Goal 5.0. Support Economic Development and Tourism

Objective 5.1 Promote the Broward County SR A1A Scenic Highway corridor as a treasure to be experienced and preserved.

Strategy 5.1.1 Create an interactive and informative website.

Strategy 5.1.2 Produce educational and informative brochures emphasizing the uniqueness and beauty of the corridor.

Strategy 5.1.3 Construct well defined and marked signage.

Strategy 5.1.4 Create, implement and promote activities and programs along the corridor utilizing diverse methods such as, but not limited to, various newsletters, radio, television and cable broadcasting,

Strategy 5.1.5 Implement annual, semiannual and/or monthly activities for the locals and tourists.

Strategy 5.1.6 Support local businesses, such as bed & breakfasts, and other hospitality sources; entertainment and educational museums, and retail, along the corridor.

Strategy 5.1.7 Create and implement an "Adopt a Corridor Section" that will require an educational program, a maintenance program to keep it well maintained both visually and for safety purposes, and for the promotion of local and joint activities.

Objective 5.2 Provide appropriate infrastructure within the corridor to enable visitors to have an enlightening and enjoyable experience without adversely impacting the resources.

Strategy 5.2.1 Ensure that the scenic highway designation is accounted for in all planning, zoning development and infrastructure decisions within the corridor and to include the unique assets of the Atlantic Ocean, Intracoastal Waterway and the barrier islands.

Strategy 5.2.2 Create, implement and promote activities and programs along the corridor for tourists, locals, cyclists, runners, families, and tour groups, campers, and beach goers.

Strategy 5.2.3 Use newsletters, flyers, banners and T- shirts to identify specific activities and programs along the corridor.

Revised Goals, Objectives, and Strategies

Portions of the Goals, Objectives, and Strategies have been updated since the development of the Broward County SR A1A Corridor Management Plan.

Goal 1.0 Protect, maintain, preserve, and enhance natural, historic, and cultural resources through coordination.

- Objective 1.1 Support efforts to stabilize the shoreline with native vegetation while retaining the original views and natural habitat.
- Strategy 1.1.1 Identify environmentally sensitive lands along the corridor for preservation and restoration. Promote and participate in plant and wildlife surveys and inventories.
 - Strategy 1.1.2 Identify and apply for grants suitable for historical, archeological and cultural surveys within the corridor.
- Objective 1.2 Identify and promote appropriate land and water use access and activity options.
- Strategy 1.2.1 Identify and pursue grants that help to support and improve continued enhancement of land and water access to recreational, natural, and cultural resources.
 - Strategy 1.2.2 Identify and promote bicycle lanes along the corridor as a healthy, alternative view of the scenic highway.
 - Strategy 1.2.3 Identify and promote waterway alternatives along the corridor as a view of the scenic highway route.
 - Strategy 1.2.4 Advertise current activities and events along the corridor, and implement additional annual, semi-annual or monthly activities for the locals and tourists.
 - Strategy 1.2.5 Map existing recreational resources and planned future recreational opportunities.
- Objective 1.3 Define, recognize, support, and provide non-impact access to the historic, archeological and cultural sites.
- Strategy 1.3.1 Plan, promote, and implement walking and cycling programs to provide information on historic, archaeological and cultural sites for locals and tourists to visit and tour.

- Strategy 1.3.2 Identify and pursue grants that help to sponsor events that promote the historical, archaeological, and cultural significance of the corridor.
- Strategy 1.3.3 Coordinate with the Broward County Historical Commission to protect the historical resources and establish an archive of historical records, photographs, and documents that relate to the corridor as well as the state of Florida.
- Strategy 1.3.4 Provide interpretation of historic, archaeological, and cultural sites along the corridor, as appropriate.
- Strategy 1.3.5 Develop strategies to encourage the protection and preservation of historic, archaeological and cultural resources along the corridor.
- Strategy 1.3.6 Promote access to underwater archaeology sites and scuba diving activities along the corridor.
- Strategy 1.3.7 Identify and apply for grants to assist with the preservation and promotion of historical, archaeological and cultural resources.
- Objective 1.4 Support implementation of the Broward County SR A1A Scenic Highway Program.
 - Strategy 1.4.1 Initiate a branding effort, encompassing wayfinding, web materials, mobile apps, and printed materials such as maps, banners, kiosks, and brochures.
 - Strategy 1.4.2 Partner with the Tourism Board to develop a website that identifies and promotes the various activities and along the corridor.
 - Strategy 1.4.3 Target groups within the corridor area to help sponsor, promote, and maintain programs along the corridor.
 - Strategy 1.4.4 Establish and maintain a speakers bureau to help sponsor, promote, maintain and support programs along the corridor.
 - Strategy 1.4.5 Develop a mobile app and interpretive pamphlets covering the various municipalities, their history, their recreational opportunities, and natural assets.
 - Strategy 1.4.6 Ensure that the scenic highway designation is accounted for in planning, zoning, major development review, and infrastructure decisions within the corridor.

- Objective 1.5 Implement a Comprehensive Conservation and Management Plan.
- Strategy 1.5.1 Establish a viable program that can be flexible and used throughout the corridor.
 - Strategy 1.5.2 Identify and pursue grants to sponsor events that promote culture appreciation and conservation along the corridor.
- Objective 1.6 Coordinate with FDOT and local municipalities to promote and support efforts to adopt appropriate corridor and local signage rules.
- Strategy 1.6.1 Coordinate branding efforts and develop a logo to share with state and county authorities to ensure the best possible awareness of the scenic highway.
 - Strategy 1.6.2 Create a presentation video with the logo and have it on the corridor website, also making it available to community groups, tour groups, state and regional organizations, mapping companies, preservation groups, etc.
 - Strategy 1.6.3 Coordinate with FDOT and local municipalities to discourage excessive signage and support signage removal or replacement, when appropriate.
- Objective 1.7 Promote the natural and native landscape/waterscape and eliminate or minimize that which compromises the natural landscape/waterscape.
- Strategy 1.7.1 Promote and participate in plant and wildlife plantings, surveys, and inventories.
 - Strategy 1.7.2 Identify and apply for grants to plant and protect the native flora and fauna.
 - Strategy 1.7.3 Identify and support preservation of available public access to the beaches, cultural and recreational sites along the corridor.

Goal 2.0 *Support economic development and tourism.*

Objective 2.1 Promote the Broward County SR A1A Scenic Highway corridor as a treasure to be experienced and preserved.

- Strategy 2.1.1 Create an interactive and informative website and mobile app.
- Strategy 2.1.2 Produce educational and informative brochures emphasizing the uniqueness and beauty of the corridor.
- Strategy 2.1.3 Design and construct well-defined signage consistent with SR A1A branding efforts.
- Strategy 2.1.4 Support and promote annual, semiannual and/or monthly activities for the locals and tourists.
- Strategy 2.1.5 Support local businesses, such as bed & breakfasts and other hospitality sources, entertainment and educational museums, and retail along the corridor.
- Strategy 2.1.6 Create and implement an “Adopt a Corridor Section” that will require an educational program, a maintenance program to keep it well maintained, both visually and for safety purposes, and for the promotion of local and joint activities.
- Strategy 2.1.7 Implement wayfinding, historical landmark signage, and interpretive signage to educate visitors of the intrinsic resources.
- Strategy 2.1.8 Establish SR A1A social media sites to update and promote activities along the corridor.\
- Strategy 2.1.9 Inventory tourism destinations that meet wayfinding criteria as defined by MUTCD and Florida’s Highway Guide Sign Program (Florida Administrative Code, Chapter 14-51 Part V), in order to better demonstrate the need for a comprehensive wayfinding system.

- Objective 2.2 Provide appropriate infrastructure within the corridor to enable visitors to have an enlightening and enjoyable experience without adversely impacting the resources.
- Strategy 2.2.1 Ensure that the scenic highway designation is accounted for in all planning, zoning development and infrastructure decisions within the corridor.
 - Strategy 2.2.2 Ensure the unique assets of the Atlantic Ocean, Intracoastal Waterway and the barrier islands are included in future planning, zoning development, and infrastructure decisions.
 - Strategy 2.2.3 Create, implement, and promote activities and program along the corridor for tourists, locals, cyclists, runners, families, tour groups, campers, and beach goers.
 - Strategy 2.2.4 Use the website, mobile app, newsletters, flyers, banners, and T-shirts to identify specific activities and programs along the corridor.
 - Strategy 2.2.5 Create an online map that identifies corridor opportunities, beach public access, and public parking to be displayed on the website.

Goal 3.0 *Maximize public participation.*

Objective 3.1 Continuously inform the public about the Scenic Highway Program and the benefits it brings to surrounding areas.

Strategy 3.1.1 Host annual town-hall meetings to keep residents informed and involved.

Strategy 3.1.2 Develop and implement appropriate marketing strategies.

Strategy 3.1.3 Create Broward County SR A1A social media sites, such as Facebook, Twitter, and Instagram, to inform the public about upcoming meetings and events.

Objective 3.2 Request public input about goals and strategies to achieve the Scenic Highway Program mission.

Strategy 3.2.1 Host annual public and stakeholder involvement meetings to gather input from the residents.

Strategy 3.2.2 Request input and funding from the local chambers of commerce, park and beach staff, as well as governmental officials and their staff.

Goal 4.0 *Educate and share the "Corridor Stories."*

Objective 4.1 Enlighten residents and visitors about the intrinsic resources and history of the corridor via a website, mobile app, and a coloring book.

Strategy 4.1.1 Continue to develop and expand the Broward County A1A Scenic Highway Website.

Strategy 4.1.2 Create an online newsletter that can be updated, shared and replicated.

Strategy 4.1.3 Create an archive of information on the corridor utilizing all forms of documentation including written words, music, artwork, artifacts, photographs, and legacies.

Objective 4.2 Develop diverse means to communicate the story of the Broward County SR A1A Scenic Highway to the current and future local residents as well as potential visitors and tourists.

Strategy 4.2.1 Expand the Broward County A1A Scenic Highway website, maintaining up-to-date information.

Strategy 4.2.2 Produce a display for local chambers of commerce, libraries, government and public offices, and other locations where people either gather or go to seek information.

Strategy 4.2.3 Develop a traveling production with related handouts about the SR A1A Scenic Highway that can be utilized by various organizations, schools, groups, businesses, etc. that will educate and entice visits.

Strategy 4.2.4 Create a coloring book to share the A1A corridor story with children and provide it at hotels along the corridor.

Strategy 4.2.5 Share corridor stories on social media sites including Facebook, Twitter, and Instagram.

Goal 5.0 Promote alternative transportation modes and reduce personal vehicle use along the corridor.

Objective 5.1 Evaluate and implement ways to increase the role of transit, bicycling, and walking within the corridor communities.

Strategy 5.1.1 Identify and promote measures to reduce personal vehicle use from corridor residents and visitors.

Strategy 5.1.2 Support the development and expansion of transit systems serving the corridor.

Strategy 5.1.3 Implement improved intermodal options along the corridor through the identification of funding sources and coordination of projects throughout the corridor to enhance safety and access for all users of the corridor.

Strategy 5.1.4 Improve bicycle accommodations and safety by means of bicycle sharing, bicycle rentals, bicycle lanes, and bicycle repair stations throughout the corridor to promote connected access by means of bicycles.

Strategy 5.1.5 Improve pedestrian accommodations throughout the corridor to promote safe access along and across the scenic highway including enhanced crosswalks, ADA accommodations, improved sidewalks, and shading where necessary.

Strategy 5.1.6 Create a map or mobile app that identifies sites and activities that can be visited while using transportation other than single occupant automobiles.

Goal 6.0 *Promote multimodal safety.*

Objective 6.1 Evaluate and implement ways to enhance safe multimodal transportation.

Strategy 6.1.1 Identify and apply for grants for improved intermodal options along the corridor.

Strategy 6.1.2 Improve accessibility and safety for all users by extending signal timing and adding audible crosswalk signals, countdown signals, sidewalk ramps, and pedestrian refuge islands.

Objective 6.2 Seek and utilize accessible resources without contributing to traffic congestion.

Strategy 6.2.1 Identify areas where additional sidewalk, bicycle paths, bicycle facilities, and bicycle sharing can be placed to decrease automobile use along the corridor.

Strategy 6.2.2 Create maps and a mobile app of walking/biking and water trails for the corridor.

Objective 6.3 Cooperate with efforts to develop greenways, waterways, walkways, and bikeways on the corridor.

Strategy 6.3.1 Assist local governments in seeking funding sources and applying for grants to develop greenways, waterways, walkways, and bikeways.

Strategy 6.3.2 Identify areas where additional bicycle paths and water facilities can be placed to decrease automobile use along the corridor.

Strategy 6.3.3 Coordinate with the Broward Regional Health Planning Council and the Broward MPO to establish "Complete Streets" along the corridor using the Broward Complete Streets Guidelines.

Strategy 6.3.4 Promote art, architectural, and historic tours along the corridor to encourage walking.

Revised Corridor Story

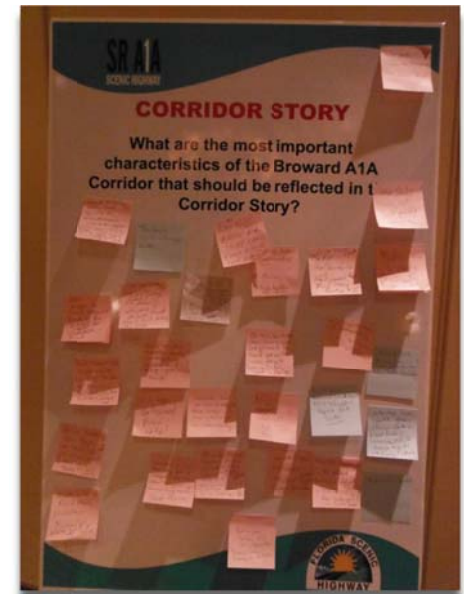
The corridor story has not changed since its initial creation in the 2009 CMP, though based on feedback from the CMP Update workshops, a supplemental condensed version of the story was desired. This shortened version of the corridor story can be used to enhance marketing and promotional strategies such as brochures, flyers, the website, a mobile app, and social media sites. The following narrative is the shortened version of Broward County's SR A1A Scenic Highway Corridor Story:

Broward County has a vibrant history that is represented along the SR A1A corridor. The Barefoot Mailman Statue and Hillsboro Lighthouse in Hillsboro Beach, Indian Mound Park in Pompano Beach, the State Underwater Archaeological Preserve in Lauderdale-By-The-Sea, and the Bonnet House in Fort Lauderdale are just a few of the old charms located along the corridor that depict what life was once like in Broward County. As SR A1A traverses through its nine distinct beach communities, travelers can take in sights of sea turtle nests, indigenous dune plants, and waves crashing along the beaches. SR A1A is also enriched with cultural and recreational activities to delight the traveler. Travelers can partake in swimming, snorkeling, fishing, and hiking at any the recreational parks and piers year-round, or they can enjoy the Pompano Beach Seafood Festival, the Dania Beach Arts & Seafood Celebration, and many other festivals held annually. The variety attractions, activities, and events held along SR A1A make the corridor an ideal destination in Southern Florida for both local and tourists to explore.

Comments provided at the CMP Update workshops show a desire for additional material to present the entire corridor story to locals and residents. Options to present the corridor story in a pleasurable read include a comic book and a coloring book. Both of these options would promote the corridor by enticing young SR A1A travelers to learn about the history and intrinsic resources provided along the corridor.

Community Participation Program

As part of the initial requirements for Broward SR A1A Scenic Highway's designation, a Community Participation Plan was created to heighten awareness, build consensus, and foster public involvement in support of the corridor. The CME will continue the efforts established by the CAG by making every possible effort to involve citizens and local residents in all issues that may affect the integrity of the scenic corridor and its enhancement. Over the past few years the CME has continually worked together with other partners to coordinate various events and meetings to promote the corridor and involve a wide variety of stakeholders. The first community event for SR A1A was the designation celebration at the historic Bonnet House on November 18, 2009. Since then, the CAG has participated in several Florida Scenic Highway Day events, a statewide effort started in 2010 to bring attention to all of Florida's Scenic Highways and the multitude of resources they provide to their local communities and travelers. In early 2010, a subcommittee of the CME coordinated with FDOT to determine the proper placement of 49 signs along the entire SR A1A corridor. Signage in general, whether it is the placement of Florida Scenic Highway signs or the regulation and standardization of other signage along the corridor, has been consistently identified as an issue. The first major meeting for community participation occurred on November 17, 2010. This meeting, called "The Long Winding Road Ahead: Plotting a Course for the Broward A1A Scenic Highway," provided the community with an introduction and update to both the Florida Scenic Highway Program and the CME for SR A1A and allowed participants to discuss implementation of projects and moving forward with various funding opportunities for the corridor.

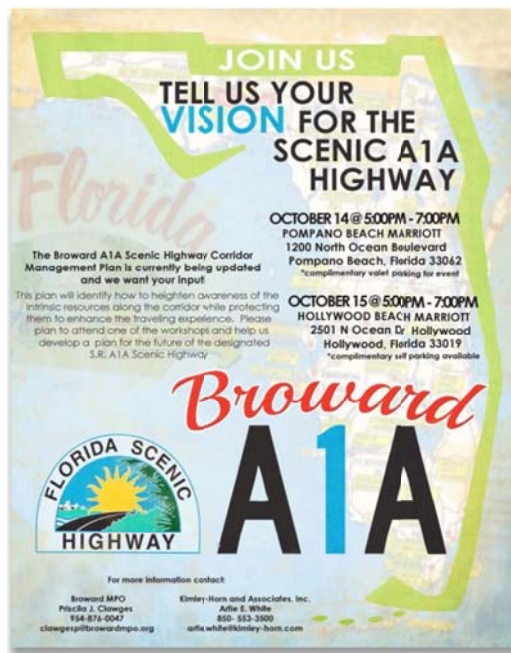


Community Input at Public Workshop

Several events have brought people out to interact with the A1A corridor in various ways. The Broward SR A1A CME helped organized free Water Taxi and Sun Trolley tours in October 2011 and March 2012, respectively. These tours invited people to experience some of SR A1A's resources through different modes of transportation. The Water Taxi tour specifically focused on seeing the potential connections between water transportation and the traditional SR A1A road network, and affording an alternative view of the intrinsic resources. The Sun Trolley tour travelled along one of its major routes in Fort Lauderdale and had recently developed a mobile application to assist travelers in tracking their vehicles. One particular event, an A1A Corridor Cleanup in Lauderdale-By-The-Sea on May 17, 2012, invited participants to assist in cleaning up the scenic highway, help preserve the major beach resources, and learn about FDOT's Adopt-a-Highway program. This corridor cleanup received extensive media attention through the Florida Scenic Highway Program website, Sun Sentinel, the Broward MPO newsletter, and www.TouchBroward.org – a collaborative effort to promote health and well-being in Broward County.

In addition to providing periodic information in their newsletter, the Broward MPO has created a project website specifically for the Broward A1A Scenic Highway (<http://www.browardmpo.org/planning/other-projects/broward-a1a-scenic-highway>), this site serves as an additional resource for the public to stay informed and participate in the ongoing efforts supporting Broward A1A. This Five-Year CMP Update was specifically promoted on the Broward MPO website by: advertising two public workshops, providing the presentations for these workshops, allowing visitors to submit comments on the CMP, and providing links to project documents and other related websites. The Broward MPO website also provides an informational video, linked from their YouTube channel, which describes the history of the SR A1A corridor and its many intrinsic resources.

Figure 18. Public Workshop Flyer



The two public workshops for this Five-Year CMP Update occurred in October in Pompano Beach and Hollywood. These workshops (**Figure 18**) provided participants the opportunity to comment on the CMP's major components: the Corridor Vision and Story; Key Features; Goals, Objectives and Strategies; and the Action Plan. The comments received at these workshops allow the community to have a participatory role in the Five-Year CMP update and to voice their opinions about the future of the Broward A1A Scenic Highway. A copy of the presentation given at these public workshops is provided for reference as **Appendix C**.

In addition Broward County and the municipalities along SR A1A host a multitude of events each year that offer residents and visitors the chance to experience SR A1A in a variety of ways. These events include: marathons and other races, boat shows and parades, the Lauderdale Air Show, and other festivals or parades. While these events are great at bringing thousands of people to the SR A1A, the opportunity to specifically promote the SR A1A to spectators and participants should be capitalized upon. Scenic Highway events and those that focus on SR A1A's intrinsic resources should build upon the momentum created by these events and capture some of that energy, turning some attention to the ongoing efforts and needs of SR A1A. It is recommended that the CME continually pursue partnerships with local businesses, organizations, or homeowner associations to expand on efforts to reach out and involve the community.

Over the past few years funding opportunities and signage have been consistently mentioned as major issues to be addressed. In addition to these issues, the two more recent public workshops identified improving safety and promoting the history of the SR A1A corridor as important concerns of the community. Moving forward with the community participation program, extra attention should be focused on resolving these issues collaboratively with the public in ways that engage them with the SR A1A.

Evaluation of Protection Techniques

Below is a description of current programs and techniques utilized to protect the corridor's intrinsic resources for which the CME can provide support and funding. In addition to these programs and techniques, when possible, the CME should provide support to the corridor's municipalities, local non-profit organizations, and volunteer groups for projects that involve de-littering the corridor, improving wildlife and beach environments, expanding bicycle and pedestrian facilities, supporting historic preservation, and promoting the local culture, activities, and events.

Broward County Natural Resources Planning and Management Division

Manatee Monitoring Advisory Group

Volunteers meet monthly from December to April to discuss current issues affecting the manatee population of Broward County in order to support initiatives addressing manatee concerns.

Broward County Manatee Protection Plan

The Manatee Protection Plan ensures manatees and their habitats are protected under the law, allowing for increased law enforcement, manatee monitoring, educational measures, and the implementation of manatee protection procedures.

NatureScape Broward

This program promotes landscaping with native species so as to protect the natural resources, conserve water, and protect the water quality. Currently the municipalities of Deerfield Beach, Pompano Beach, and Hallandale Beach have taken part in NatureScape Broward to become National Wildlife Federation Certified Community Wildlife Habitats.

Partners in Preservation Grant Program

Between 2009 and 2013, this grant program has offered funding for ecological restoration of natural lands to protect the natural and scenic intrinsic resources of the county. To date, Deerfield Beach has eight restored conservation and open space sites, Pompano Beach has two sites, Lauderdale-By-The-Sea has one site, Fort Lauderdale has 16 sites, Dania Beach has two sites, Hollywood has six sites, and Hallandale Beach has one site.

Broward Metropolitan Planning Organization

Broward Complete Streets Initiative

Since 2012, the vision of this program has been to create safer and healthier streets for all user types including the driver, pedestrian, bicyclist, and transit rider. The Broward MPO has assisted local municipalities in the implementation of complete streets, which, when completed, will promote alternative modes for accessing the intrinsic resources along the SR A1A. To date, Deerfield Beach, Fort Lauderdale, and Hollywood have established Complete Streets guidelines. The City of Hollywood has already implemented Complete Street requirements along the SR A1A. As noted in the Smart Growth America article “Announcing the best Complete Streets policies of 2013” (included as **Appendix D**), Ft. Lauderdale is recognized as a national leader in creating streets that are safer and more accessible for everyone who uses them.

Sea Turtle Ordinances

Sea turtle-friendly lighting has been installed in Deerfield Beach, Fort Lauderdale, Hallandale Beach, and Hollywood Beach in order to help turtles safely return to the water and reduce disorientation. As of 2012, 202 turtle-friendly light fixtures were installed in Fort Lauderdale between Fort Lauderdale Beach Parking Lot and Sunrise Blvd (**Figure 19**). The addition of turtle-friendly lighting will continue to promote the safety of the turtles, ensuring that they remain an intrinsic resource of the corridor.

Figure 19. Fort Lauderdale Turtle-Friendly Lighting



Funding

In the several years following SR A1A's designation as a Scenic Highway in 2009, the CME has consistently expressed difficulty in obtaining funds and identifying the appropriate sources from which to request funds. However, there is no shortage of needs identified for community participation or physical enhancement projects that could make use of funds should they be obtained. Throughout the past three annual reports the CME has identified the following areas that funding would potentially be used for to support public involvement in Broward A1A: public forums, marketing materials, and CME meetings. In addition, several physical improvements currently need funding: welcome centers, public enhancements such as entry features and sculptures, historic preservation efforts, and Mobi-Mats (deployable mats that provide a rigid surface for wheelchair accessibility across soft beach sand).

Community Redevelopment Areas

In 1969, Florida enacted legislation that enabled local governments to create redevelopment areas and Community Redevelopment Agencies (CRA) to work in locations that have been identified as blighted. CRAs operate within the local government and is charged with undertaking redevelopment functions, often using "tax increment financing" to fund projects. Each CRA is guided by a redevelopment plan that explores the critical factors that have shaped a community and identifies opportunities to create a quality environment for residents, visitors, and business. The CRA plan establishes the boundaries of the CRA district and lists projects that should be completed to improve the community and to spur development.

A Community Redevelopment Agency (CRA) is not a taxing authority nor does it set millage rates or assess property, but it does receive the benefits of tax increment financing. When a CRA is created, the assessed value of the redevelopment area is set as the base year tax value. Thereafter, the taxes from additional increases in property values are dedicated to the redevelopment agency. In each subsequent year, the County Property Appraiser determines the taxable value of the area. The difference between the taxable value of the base year and the current year is calculated. This is referred to as the "increment." As the value of the real property appreciates, the tax revenue on the appreciated portion of the value (the increment) is set aside for CRA projects as described in the CRA redevelopment plan.

The CRAs along the Broward A1A Corridor include: Hollywood Beach, Fort Lauderdale Central Beach, Pompano Beach, and Deerfield Beach. The CME should coordinate with each of these CRAs to incorporate projects into their redevelopment plans. While CRA funding can only be used within the designated redevelopment areas, the CME can coordinate with the redevelopment agencies to promote consistency and a unified message that supports the Corridor Vision and the Goals, Objectives, and Strategies. Since the

CRAs are located directly on the scenic highway, they impact the planning and funding of projects that shape the look and feel of Broward A1A.

As of January 2014, County Commissioners decided that county funding to CRAs will no longer be distributed after current funds run out over the next five to eighteen years. Instead, county money will be available to all cities, specifically for redeveloping blighted areas. All cities within the county will be able to compete for this pool of funding, and could possibly include SR A1A projects that align along blighted areas. While the loss of county funding to CRAs will likely eliminate most of the CRAs, some CRAs may continue to exist as long as they are funded through local or private means and thus may still be able to incorporate SR A1A projects into redevelopment plans.

Grants

Two grants have previously been requested from the National Scenic Byway Program in order to fund projects along SR A1A. In 2010, a request for \$810,326 was submitted for a Fort Lauderdale Wayfinding Project to construct signage for parking with hopes of promoting pedestrian activity. In 2012, a request for \$287,915 was submitted for a Traveler Wayfinding Signage Project to provide information and directions to various transportation amenities and kiosks that would educate travelers on the corridor's intrinsic resources. Ultimately, the 2010 grant for Fort Lauderdale was awarded while the 2012 county-wide grant was not.

The Broward County Libraries Division was recently awarded a \$50,000 grant from the Florida Division of Historical Resources to fund the Broward County Historic Sites Survey Phase I project. This grant will be used to identify either historic or archaeological resources for local designation or national registration as a historic place. The designation or registration of any intrinsic resources that are along SR A1A will prove very helpful in preserving and protecting them as a resource to be enjoyed well into the future.

The Florida Department of Environmental Protection offers the Coastal Partnerships Initiative grant program in partnership with the National Oceanic and Atmospheric Administration. This grant provides funds to Florida's coastal communities to support projects in the following four areas: Resilient Communities, Public Access, Working Waterfronts, and Coastal Stewardship. With the crucial habitat, conservation areas, and close proximity to the coast of SR A1A, many of the intrinsic resources and goals of SR A1A Scenic Highway would be eligible to be supported under this program

VisitFlorida offers several grants, two of which would be most applicable to SR A1A. The Advertising Matching Grants Program assists with marketing communities, specifically smaller ones, as tourist destinations while the Culture, Heritage, Rural and Nature Tourism Grant Program offers funding to support Marketing, Image Development, or Tourism Education. These grants are just two examples of the types of funding that are available to help promote the Broward A1A Scenic Highway through marketing efforts. Brochures, websites, and other materials would be well suited under this grant program to build upon SR A1A's public image.

The Florida Department of Economic Opportunity offers Community Planning Technical Assistance Grants. These grants are awarded on a fixed rate price (deliverables will be approved before money is drawn). Typical awards are \$25,000 or less, however, grants of greater value may be awarded for special projects of merit. Requests for multi-year projects are not able to accept. Community Planning Technical Assistance grants are available to counties and municipalities. Special consideration is given to:

- Rural local governments, including rural local governments in an urban county
- Proposals that promote economic development
- Innovative planning proposals that have applicability to other local governments in the state

Past projects funded by the Technical Assistance Grants include:

- Comprehensive Plan Economic Development Element
- Comprehensive Plan Updates Based on Changes in Growth Management Laws
- Comprehensive Plan Updates Based on Outstanding Evaluation and Appraisal Report/Evaluation and Appraisal Review
- Community Redevelopment Area (CRA) Plan and Finding of Necessity Reports
- Economic Diversification Strategies
- Establishing a “Mainstreet” Program
- Neighborhood Plans
- Recreation Master Plan
- Urban Design Master Plan

Moving Ahead for Progress in the 21st Century – MAP-21

The national transportation funding program was reauthorized by President Barack Obama on July 6, 2012 with the signing of Moving Ahead for Progress in the 21st Century Act (MAP-21). This act consolidated categories from the previous Transportation Enhancements (TE) program into a new Transportation Alternatives Program (TAP). The elimination of the National Scenic Byway Program removes federal grants that were once available specifically to designated scenic byways. However, the following categories are eligible for funding under the TAP, many of which align themselves well with the goals of SR A1A:

1. Construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other non-motorized forms of transportation, including sidewalks, bicycle infrastructure, pedestrian and bicycle signals, traffic calming techniques, lighting and other safety-related infrastructure, and transportation projects to achieve compliance with the Americans with Disabilities Act of 1990 (42 USC 12101 et seq.).
2. Construction, planning, and design of infrastructure-related projects and systems that will provide safe routes for non-drivers, including children, older adults, and individuals with disabilities to access daily needs.
3. Conversion and use of abandoned railroad corridors for trails for pedestrians, bicyclists, or other non-motorized transportation users.
4. Construction of turnouts, overlooks, and viewing areas.
5. Community improvement activities, which include but are not limited to:
 - a. inventory, control, or removal of outdoor advertising;
 - b. historic preservation and rehabilitation of historic transportation facilities;
 - c. vegetation management practices in transportation rights-of-way to improve roadway safety, prevent against invasive species, and provide erosion control; and
 - d. archaeological activities relating to impacts from implementation of a transportation project eligible under title 23.

6. Any environmental mitigation activity, including pollution prevention and pollution abatement activities and mitigation to-
 - a. address stormwater management, control, and water pollution prevention or abatement related to highway construction or due to highway runoff, including activities described in sections 133(b)(11), 328(a), and 329 of title 23; or
 - b. reduce vehicle-caused wildlife mortality or to restore and maintain connectivity among terrestrial or aquatic habitats.

While the National Scenic Byway Program has been unfunded, the categories above that are eligible for funding the in the TAP can support a wide variety of improvements to safety, accessibility, and sustainability around a scenic highway corridor. For example, in category four, the construction of turnouts, overlooks, and viewings areas can be effective in improving the visibility of certain scenic or natural resources.

Corridor Promotion

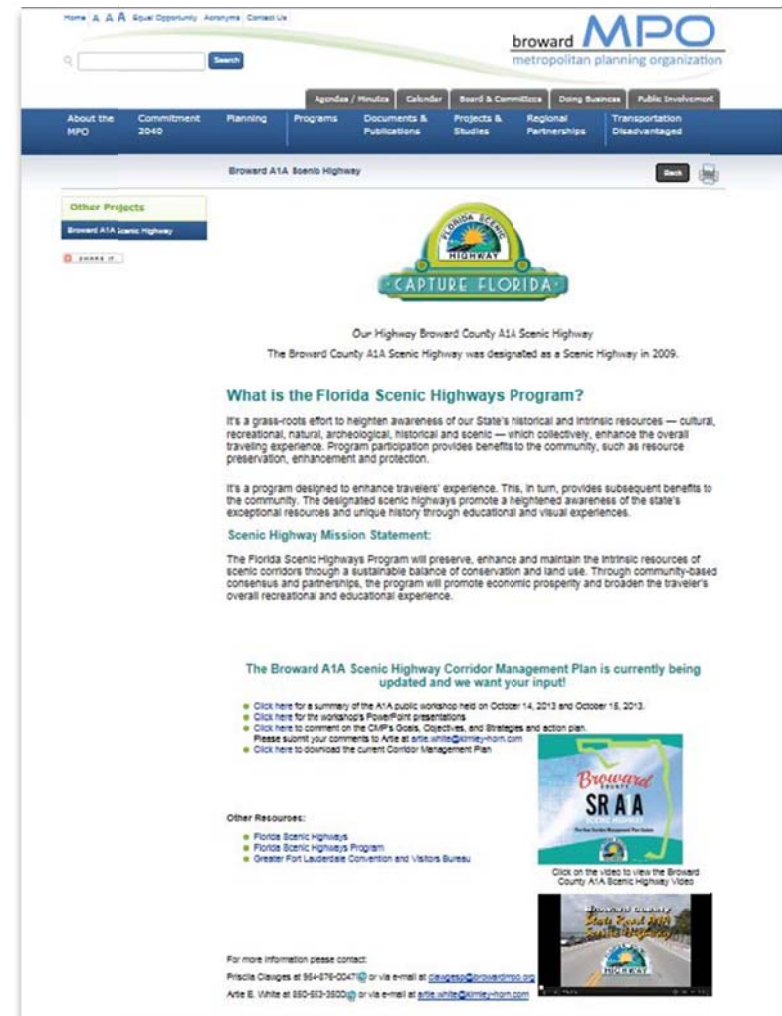
To promote the Broward County Scenic A1A, the Broward County MPO has created a webpage specifically for the Scenic A1A corridor (<http://www.browardmpo.org/services/other-projects/broward-a1a-scenic-highway>). This website provides web users with information about the Broward SR A1A Scenic Highway and the Florida Scenic Highways Program. A video of SR A1A on the website also informs people of the rich history of the area, many of the intrinsic resources, and the recreational opportunities the corridor has to offer. Further information such as the corridor vision and story, a calendar of events, a map of intrinsic resources, and the CMP documents could be provided on this website to create a more detailed webpage.

In addition to the Broward A1A Scenic Highway website, there are many tools for corridor promotion and attracting tourists that were discussed at the CMP Update workshops. These tools include:

- Postcards with the distinct beach communities along the A1A corridor
- Coloring book or comic book of the A1A corridor story
- Social media sites such as a Facebook, Twitter, and Instagram
- Mobile app with pedestrian/bicycling maps to specific intrinsic resources
- Calendar of events for the many annual cultural events and activities.
- Educational classes about the corridor's intrinsic resources at local parks.

Another method for corridor promotion is to establish an Adopt-A-Highway program. Establishing an Adopt-A-Highway program for Broward County SR A1A Scenic Highway would further corridor promotion and community participation among the local residents, would address litter control, and would provide visitors with a more beautiful travel experience. The CME will coordinate with the Chamber of Commerce in each of the communities to promote the A1A scenic corridor with maps and brochures.

Scenic A1A Website



Measuring Success

Numerous projects have been planned, initiated, or completed along the SR A1A since the creation of the CMP in 2009. These projects add to the success of the SR A1A as a Florida Scenic Highway accessible to all user types.

Deerfield Beach

- SR A1A (from SE 3rd St to NE 7th St) Design- When completed, this project will increase bicycle lanes, sidewalks, and pedestrian crosswalks along the corridor segment. Additionally, intersection and curb and gutter improvements will be made.
- Pier Entrance Buildings- Construction of the city's first LEED Certified building will provide access for all user types to the pier.
- Deerfield Beach International Fishing Pier- Renovation of the International Fishing Pier was completed in 2012.

Hillsboro Beach

- Beach Renourishment Project- This project added dune vegetation and beach compatible sand onto the beach located between the City of Deerfield Beach and the Town of Hillsboro Beach.

Pompano Beach

- Beach Renourishment- Improvements to the beach included dune restoration and a new promenade, lawn, exercise area, and playground
- Pier Renovation- Plans for renovating the pier, which was closed in January 2013 for safety concerns, are in place.
- Fire Station- The new fire station along A1A is designed in the Florida Maritime architectural style
- Façade Improvements- The CRA has partnered with businesses to improve façades and provide outdoor dining spaces.
- Gateway to the Beach- This one-block gateway has added landscaping improvements and widened sidewalks for the benefit of pedestrians. Additional plans for this area include dune restoration, improved parking and beach access, a promenade, and opportunities for retail and restaurant developments.
- Pompano Beach Marriott- This hotel was completed in 2013 and provides SR A1A visitors with oceanfront lodging.

Lauderdale-By-The-Sea

- SR A1A-Bougainvilla Parking Lot Expansion- The expanded parking lot provides ample parking for tourists and users of the A1A corridor.

Fort Lauderdale

- B Hotel- Built in 2010, the B Hotel provides tourists with an oceanfront stay in Fort Lauderdale.

- SR A1A Light Replacement Project- Turtle compliant light fixtures that do not illuminate onto the sand were installed along the SR A1A. Completion is expected in March 2014.
- SR A1A Streetscape- Once completed, this project will widen bicycle lanes and add improved pedestrian facilities along the corridor.
- Beach Renourishment- Renourishment activities included debris and litter removal, exotic plant removal, dune restoration, and replanting native plants
- International Swimming Hall of Fame- Redevelopment will change the Hall of Fame into an aquatic complex that is set to include a new hotel, marina, water resort, and swimming pools

Dania Beach

- Waterfront Revitalization Plan- This project will improve the aesthetics, functionality, and safety of the waterfront.

Hollywood

- Beach Renourishment- Completed in 2012, sand was added to the north and south segments of Hollywood Beach.

Hallandale Beach

- A1A Pedestrian/Lighting Improvements- This proposed project would include sidewalk improvements, new decorative lighting, and stamped asphalt pavers.

Local Government Comprehensive Plan Relationship

As of 2012, some communities along SR A1A, such as Hollywood, Deerfield Beach, and Pompano Beach have incorporated the goals of the CMP into their local comprehensive plans or community redevelopment plans, while others have not. For example, Lauderdale-By-The Sea, Dania Beach, and Fort Lauderdale do not explicitly incorporate the CMP goals into their comprehensive plans, but they do share similar goals and objectives.

With nine different municipalities along SR A1A, each comprehensive plan is going to be different in order to plan for the local needs and desires of each community. While some communities explicitly reference SR A1A in their comprehensive plans, every community without question shares the overall goals of preserving environmental resources, maximizing safety, furthering economic development, and promoting the region's unique resources to both residents and visitors alike. The collaborative efforts of the CME provide an excellent and unique opportunity for the communities to work together in creating a unified vision for the entire SR A1A corridor.

Problem Areas

Throughout the past annual reports, the CME has collectively identified the following problems as having arisen along SR A1A:

Branding

One of the problem areas continues to be a lack of consistent branding of the Scenic Highway along the corridor, as each community has its own signage and design characteristics. The CME should collaborate to develop a consistent SR A1A brand that can be implemented along the entirety of the corridor, as well as on the website, brochures, maps, and any additional SR A1A resources. The CME should coordinate with each community along Broward SR A1A and with Broward County to develop a branding strategy to help each community promote their individual identities as well as promoting a unified identity for the Scenic Highway.

Speeding

Speeding along the corridor has been identified as an ongoing concern. Speed limits should be enforced, and where applicable, speed limits should be reduced so that corridor visitors using alternative transportation modes are safe among vehicular traffic.

Beach Access

Providing ample opportunities for public beach access promotes tourism along the corridor. Projects that expand public parking facilities that blend with the urban fabric of each of the municipalities should be prioritized.

Signage Pollution

Together the CME and the various municipalities have stressed the importance of removing signage clutter. It is recommended that a signage inventory be conducted to identify signs that do not meet FDOT or MUTCD requirements and redundant or excessive signs. Identifying and removing signs will improve the view along to the corridor. When new signage is added, it should be done in a way that promotes each city as a whole as well as cohesively ties together the Scenic A1A Corridor.

Poor Economic Conditions

Foreclosures and vacant lots are unsightly to travelers along SR A1A. Efforts to remove the appearance of blight along the corridor by providing upkeep to vacant lots have been seen in Pompano Beach and should continue in all municipalities along the corridor.

Beach Erosion

Wind, waves, and currents due to heavy storms and hurricanes severely degrade existing shorelines. Municipalities located along the corridor have invested in beach renourishments, which involve adding sand and dune vegetation to restore the shoreline. Improving beach erosion ultimately makes the shoreline less vulnerable to future damage from storms, increase the sea turtle nesting habitat, and expand recreational opportunities along the beaches.

Climate Change & Sea Level Rise

Sea level rise ensuing from ongoing climate change has a direct effect on Broward County and SR A1A. As the sea level rises and moves landward, destructive erosion and flooding are likely to occur. To address climate change and sea level rise, Broward County has collaborated with neighboring counties to form the Southeast Florida Regional Climate Change Compact. As a result of the compact and the yearly Climate Leadership Summits, an agreed upon sea level rise projection, unified sea level inundation maps, and Adaptation Action Area Comprehensive Plan designation have been developed. Additionally, the yearly summits focus on educating officials on emergency management tools that address climate change and sea level rise mitigation, preparedness, response, and recovery efforts. The Broward MPO is also addressing flooding and sea level rise through the South Florida Climate Change Vulnerability Assessment and Adaptation Pilot Project. The Broward MPO was awarded a grant by FHWA in the amount of \$300,000 to incorporate climate change issues into transportation decision making and to build upon the existing vulnerability assessments prepared by the Southeast Florida Regional Climate Change Compact Project Objectives and study includes the following extreme weather stressors: sea level rise, precipitation induced flooding and storm surge induced flooding. The Project Study Area covers Palm Beach, Broward, Miami-Dade and Monroe Counties. The expected completion date is September 30, 2014.

Turtle Population and Habitat

The safety of sea turtle population and habitats is a concern along the corridor, as many of the turtle nesting sites are located within close proximity of SR A1A. In order to preserve the sea turtle population, educational resources about protecting the turtles, litter and beach furniture control, and light replacement projects should be implemented.

Pedestrian & Bicycle Safety

Increasing pedestrian and bicycle safety along the corridor allows opportunities for tourists and residents to walk more easily or bicycle to the various destinations and intrinsic resources. Of particular concern is the ability for pedestrians and cyclists to safely cross SR A1A. Limited lighting along SR A1A, as a means to protect the sea turtle populations, has also resulted in a lack of perceived and actual pedestrian and bicycle safety because these corridor users are unable to see or be seen by vehicular traffic. Thus, prospective improvements should include the addition of turtle-friendly lighting that provides light for pedestrians and cyclists without disorienting sea turtles. Additionally, future streetscape improvements that will add to pedestrian and cyclist safety include providing ample sidewalk space, crosswalks, crosswalk lighting, pedestrian refuges, bicycle lanes, and traffic calming devices.

Partnerships

Partnerships benefit the CME and make the implementation of the Goals, Objectives, Policies, and Action Plan feasible. Since establishing SR A1A as a Florida Scenic Highway, the CME has partnered with FDOT, Broward County, Broward Metropolitan Organization, and each of the municipalities located along the corridor. The CME has also partnered with various CRAs along the corridor, particularly in streetscape improvements. Additionally, plans are in place for the CME to continue collaboration with the Greater Fort Lauderdale Convention & Visitors Bureau to develop a Broward SR A1A Scenic Highway webpage.

Current Partnerships

- Broward MPO
- Broward County
- City of Deerfield Beach
- Town of Hillsboro Beach
- City of Pompano Beach
- Town of Lauderdale-By-The-Sea
- City of Fort Lauderdale
- City of Dania Beach
- City of Hollywood
- City of Hallandale Beach
- Sea Ranch Lakes
- Broward County Historical Commission
- Greater Fort Lauderdale Convention & Visitors Bureau
- Florida Department of Transportation
- South Florida Regional Planning Council

Potential Partnerships

- Hotels, Restaurants, and Local Businesses
- The University of Miami
- Florida Atlantic University
- Florida International University

Action Plan Update

Portions of the Action Plan have been updated since the development of the original Broward SR A1A CMP.

Action Item 1

Corridor Safety Plans: Review the corridor for safety issues and ways to improve and enhance the experience. Plan to make required safety modifications to include the roads, land, and waterways. Include improvements such as speed control, bicycle lanes and paths, sidewalks, greenways, intersections, and waterways, keeping safety a priority. Access to parks, beaches, waterways, historic sites and community events should be identified, and/or developed with ADA requirements, safety maintenance planning a priority. *(Short Term)*

- Addresses Goal 1, Goal 2, Goal 3, and Goal 5

Action Item 2

Corridor Maintenance and Management Plans: This action requires determining, defining and implementing a plan to handle vegetation issues, wildlife populations and habitats, litter control, restrooms, and other joint facilities along the corridor. *(Short Term)*

- Addresses Goal 1, Goal 3, and Goal 5

Action Item 3

Scenic Highway Operations Plans: Identify corridor facilities that jointly promote and identify SR A1A as a Scenic Highway, including informational signage, historical sites, landmarks and events *(Short Term)*

- Addresses Goal 1, Goal 2, and Goal 5

Action Item 4

Create an interactive Website to promote and inform the public and tourists of the history, activities, and diversity along the SR A1A corridor. *(Short Term)*

- Addresses Goal 1, Goal 2, Goal 4, and Goal 5

Action Item 5

Develop promotional tools, brochures, intrinsic resources top ten lists, calendar of events, and items that can be distributed to advertise and promote the A1A Corridor and its unique activities and history. These items are to be distributed through a variety of sources and forums. *(Ongoing)*

- Addresses Goal 1, Goal 2, Goal 3, Goal 4, and Goal 5

Action Item 6

Technology: Develop technology initiatives such as a mobile app with maps, social networking sites, and QR coding to market, promote, and provide educational material on the corridor. Include free Wi-Fi along the corridor where possible. *(Short Term)*

Action Item 7

Develop plans to gather input: Create surveys, questionnaires, opinion polls; online, mail-in and face-to-face information sharing. *(Mid to Long Term)*

- Addresses Goal 1 and Goal 3

Action Item 8

This is the Administration and Operations Monitoring: Develop and implement a series of checks and balances for the implementation of the Broward County SR A1A Scenic Highway program to ensure that the program is developed and maintained efficiently. *(Ongoing)*

- Addresses Goal 1 and Goal 3

Action Item 9

Create Public/Private Partnerships and Agreements: Use for the creation, development and corridor activities that highlight and identify the Broward SR A1A Scenic Highway. *(Short to Mid Term)*

- Addresses Goal 1 and Goal 5

Action Item 10

Governmental Coordination: Create self-designed regulatory and protection actions: technical and management assistance plans must be in place to ensure appropriate legal sanctions and cooperation is followed. *(Short to Mid Term)*

- Addresses Goal 1

Action Item 11

Financial Planning: Assemble a team to investigate, oversee and implement funding and grant options for the Broward County SR A1A Corridor. *(Mid to Long Term)*

- Addresses Goal 1

Action Item 12

Supplementary Media: Create a coloring book, bicycling maps, walking maps, and postcards, etc. to support economic development and tourism along the corridor. *(Short Term)*

- Addresses Goal 4 and Goal 5

Action Item 13

Multimodal Transportation: Support implementation of multimodal projects and identify opportunities for implementing pedestrian, bicycle, and transit facilities to decrease personal vehicle use, congestion, and environmental impacts along the corridor *(Ongoing)*

- Addresses Goal 2

Action Item 14

Signage: Conduct a signage inventory to eliminate excessive and unattractive signage that does not meet FDOT or MUTCD standards. Collaborate among stakeholders to create a unified Scenic A1A corridor signage theme for any additional signage that will be needed.

- Addresses Goal 1

Organizational Structure

There are various options for the organizational structure of the Broward A1A Scenic Highway CME, which may change over time depending on the needs of the CME. These options, detailed further in **Table 7**, include:

Citizen Group

A citizen group overseeing the SR A1A Scenic Highway is the simplest form of management possible. Typically a citizen group is easily established by interested citizens loosely organizing themselves. This form of management allows members to determine the agenda, and projects are able to be quickly accomplished. However, a citizen group is not required to have bylaws, which could affect the authoritative organization as well as the decision-making process when member interests differ. Members of the citizen group are also directly liable for any outcomes stemming from the group.

Nonprofit Organization

A nonprofit organization such as a corporation, trust, association, or partnership is another managerial method that could be utilized. This option requires a legal entity to oversee the management, administration, and promotion. Non-profit organizations may be tax-exempt and can receive funds from grants, contributions, or contracts. However, establishing a nonprofit organization to oversee the corridor involves a lengthy application process and bureaucratic regulations that must be precisely followed.

Cooperative Agreement

This method involves a semi-formal agreement between agencies wishing to work together to manage responsibilities of the CME. While this option allows for like-minded organizations to work together and allows each of the organizations to retain power over their respective resources, this option does not have any legal standing. Additionally, decision-making and leadership may be inconsistent and pose problems due to unbalanced power between entities.

Government Agency as Lead

One option is for Broward County to oversee the managerial and accounting responsibilities, while the CME acts as an advisory board. This type of organizational structure is relatively informal; however, decision-making may pose problems when disagreements between the government agency and the CME arise. Currently, the Broward A1A Scenic Highway CME falls within this organization structure.

Customized Structure

Additionally, the option exists for the CME to create a customized option involving any combination of the previously mentioned organizational structures. Benefits and limitations vary depending on the design of the customized structure.

Table 7. Organizational Structures for CME

| Organizational Structure | Characteristics | Benefits | Limitations |
|----------------------------------|---|--|---|
| Citizen Group | <ul style="list-style-type: none"> Typically the first step of an organized structure Group members in charge of direction setting & activities May involve bylaws, elected officers, & organizational structure | <ul style="list-style-type: none"> Simple to establish Involves a variety of members Has the ability to move quickly on decisions made | <ul style="list-style-type: none"> Lacks legal protection Lack of structure and decision-making authority Members are held liable for actions |
| Nonprofit Organization | <ul style="list-style-type: none"> Could exist as a corporation, trust, partnership, or association Possibility for tax exemption Receives funds from grants, contributions, & contracts | <ul style="list-style-type: none"> Funds may be borrowed without risk Tax exemption allows for the reception of gifts Can hire/fire employees & enter into contracts | <ul style="list-style-type: none"> Lengthy application process Certain restrictions applied to activities Must exactly follow the bylaws Members held liable |
| Cooperative Agreement | <ul style="list-style-type: none"> Involves a combination of agencies Agencies provide staff & resources Semi-formal agreement that may involve bylaws & organizational structure | <ul style="list-style-type: none"> Simple to establish, especially as the first step for an organized structure Involves a variety of members with like-minded views Agencies retain control over their own resources | <ul style="list-style-type: none"> No legal standing or liability Unable to hire/fire staff, except through a member agency Possibility for lack of structure, coordination, & decision-making authority |
| Government Agency as Lead | <ul style="list-style-type: none"> Relatively informal Government agency in charge of managerial duties & providing staff Transparency rules apply for open meetings and public access to records | <ul style="list-style-type: none"> Simple to establish Ability to utilize agency expertise Staff provided without the need for funding CME not held liable Agencies retain control over their own resources | <ul style="list-style-type: none"> Byway may not be a priority to the government agency & may lose momentum Decision-making may pose problems |

Appendices

Appendix A: Newspaper Articles Advertising Scenic A1A Public Workshops

Appendix B: SR A1A Projects in the Broward MPO 13/14 – 17/18 Transportation Improvement Program

Appendix C: Broward A1A Scenic Highway Five-Year CMP Update Public Workshop Presentation

Appendix D: Smart Growth America's article "Announcing the best Complete Streets policies of 2013"

Appendix A

Newspaper Articles Advertising Scenic A1A Public Workshops

Newspaper Article Advertising Scenic A1A Public Workshops

Home | News | **Broward** | Palm | Sports | Entertainment | Life | Health | Business | Opinion | Classified |

WEEKLY ADS 

Public Notices

Search All content Business listings



Opening Day
October 12th

POMPANO BEACH
Corner of East Atlantic Blvd & Cypress Road
CLICK HERE FOR MORE INFO

GREEN MARKET Pompano Beach

green market

Home > News > Pompano Beach

Pompano to host A1A improvement meetings

 Comments 0  Email  Share 1  Tweet 1  Like 0  0

3 Bed / 2 Bath - \$329/mo

LetsRent2Own.com

No & Bad Credit OK. No \$ Down. Move In This Week - Apply Now!

SEAN D'OLIVEIRA Forum Publishing Group

October 3, 2013

If **Broward County** wants to keep State Road A1A a scenic highway, first given the designation in 2009, an update to its corridor management plan is required every five years.

This year, the Broward Metropolitan Planning Organization is asking county residents for help and will be hosting a series of meetings to gather public opinion on how to improve the corridor as well as present preliminary plans.

"A1A is very important to us as an intrinsic resource and as an economic and tourist development tool," said Priscila J. Clawges, transportation planner for the Broward Metropolitan Planning Organization. "We want to keep the corridor as beautiful as possible and very attractive to outside visitors and our residents."

Since A1A is already designated a scenic highway, Clawges said the roadway is promoted around Florida as a tourist destination in addition to being able to receive state and grant funding for improvements. It is also the only scenic highway designated corridor in the tri-county area, which makes it unique, she added.

"For us in **Broward County**, our designation is a treasure," she said. "We're showcased all around Florida as a scenic highway attraction to help bring tourists in."

Frameless Shower Doors

www.sflglass.com

"The Frameless Shower Door Co." South Florida's Premier Glass Co.

The public meetings will take from 5 to 7 p.m. Oct. 14 at the **Pompano Beach** Marriott, 1200 N. Ocean Blvd. and Oct. 15 at the Hollywood Beach Marriott, 2501 N. Ocean Drive in Hollywood.

During the meetings, which serve as public outreach to gather feedback, the management team will also present an overview of the corridor with some coastal cities also presenting plans for the corridor. Typical improvement projects include pedestrian-friendly upgrades and added bicycle lanes.

Don't Miss These



The must-go event: Support the cause and have some fun



Fall Guide to the Arts: Download our free iPad magazine today



BROUGHT TO YOU BY SEMINOLE CASINO

CLICK HERE TO FIND OUT DETAILS ON WINNING!

Hard Rock
HOTEL & CASINO

PUNTA CANA

#CocoTripGiveaway

VIDEOS

"We definitely want to hear from the public and what they want to see on the scenic highway in Broward," Clawges said.

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[See photos: Child stars then and now](#)

Comments 0 | Email | Share 1 | Tweet 1 | Like 0

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[« Previous Story](#)

More Pompano Beach: News, events, crime, property sales and more from Pompano neighborhoods and communities

[Next Story »](#)

Red Sox edge Padres in Broward Baseball League final



Broward Sheriff's deputy laid to rest

RECOMMENDED FOR YOU

Fort Lauderdale: Divers find body of man in New River

Legal Sea Foods closing in Boca Raton

Restaurant patron punches waitress over bill dispute in Lauderdale Lakes

Federal agent arrested after daytime shooting at Boca Raton mall

Trio charged in beating, robbery of strip club date

FROM AROUND THE WEB

The Golf Club That Hosted Caddyshack's Raucous Production | *The A.V. Club*

Leaving New York: How Much Does it Cost? | *Drive the District*

Boeing's New 787-9 Dreamliner Takes to the Skies | *NYSE*

Rare Bird Species Delight Bird Watchers on Florida Eco Trail | *Visit Pensacola Beach*

9 Surprising Facts About the A380 | *Executive Travel*

[\[what's this\]](#)

Popular Stories



Cat-and-mouse game lands accused prostitute



Taxi driver killed, 4 hurt in Federal Highway...



License-plate reading cameras coming to...



Philbin stands by decision to spike ball on...

Kim Rothstein's ex-lawyer receives 3-year prison...

ASK IRA: Could Eric Griffin stick with Heat?

Mayo: Has anyone been able to enroll in...

Photos: Cocaine Buyers Invited into Sunrise

New program could mean quick college degrees

Dinner date turns into nightmare for woman

WATCH IT: Deli worker chases ro...
WPIX - New York Oct 7, 2013



WATCH IT: Deli worker chases r...



Matt Lauer's Awkward Interview



WIDE O: Coffee Shop Customers ...



Beyonce's Sexy Calendar

Democrats Plan Maneuver for Debt Ceiling

Scalia: 'It's Nasty Time' in Capital

Harry Reid Vows to Seek 6th Term

Christie Criticized for NJ's Online Gambling

Jesse Ventura Wants Snowden, Manning Pardons

New Supernutrient Astaxanthin Fights Aging

Pet Fish Can Make You Sick

Support the Shutdown? Vote Here

[What's This?](#)

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- Ft Lauderdale Physicians
- Ft Lauderdale Restaurants
- Ft Lauderdale Real Estate

[Discover and Review More Local Businesses »](#)

Newspaper Article Advertising Scenic A1A Public Workshops

sun-sentinel.com/news/broward/fl-a1a-scenic-highway-20131013,0,4006913.story

Sun Sentinel

A1A to get a makeover in Broward

By [Michael Turnbull](#), Sun Sentinel

6:04 AM EDT, October 14, 2013

Get ready for some dramatic changes along [Broward County's](#) section of State Road A1A. advertisement

Plans are in the works to add landscaping, wider sidewalks and bike paths to parts of the 28-mile route, with two workshops scheduled this week so residents can comment.

Among the highlights: Creation of a greenway along Fort Lauderdale's Galt Ocean Mile and a roundabout to slow traffic; a new four-way intersection where A1A curves in Deerfield Beach; and enhanced medians with lush tropical vegetation and reconfigured travel lanes in Hollywood.

In a few years, some sections of the coastal road could see more amenities for bicyclists and pedestrians and utilities may be buried underground in some cities, said Priscila Clawges, a planner at the Broward Metropolitan Planning Organization.

Among the more pressing problems to be addressed is the so-called "S-curve" section of A1A on Deerfield Beach's north end. Residents have complained for years, saying both drivers and pedestrians are in jeopardy when using the two-lane thoroughfare.

At Hillsboro Boulevard, northbound A1A traffic gets snarled because both lanes allow left turns onto Hillsboro. Drivers wanting to continue north get stuck behind those trying to turn left from the outside lane.

"When the Hillsboro bridge is up, there is major gridlock," said Deerfield Beach Assistant City Manager Kevin Klopp. "Putting in an additional northbound through lane would allow traffic to get by when that happens."

In Fort Lauderdale, state and city planners are considering retooling a section of A1A between Flamingo Avenue and Oakland Park Boulevard to enhance the bike lanes recently created after traffic lanes were reduced. Those plans could include larger sidewalks and a roundabout at A1A and Flamingo, near the city's border with Lauderdale-by-the-Sea.

The A1A greenway would create four-foot bike lanes separated from vehicle lanes with a two-foot buffer.

In Hollywood, officials are weighing "significant" options, such as reconfiguring the number of travel lanes and putting utilities underground. In the shorter term, the medians would be enhanced, said city spokeswoman Raelin Storey.

In Hallandale Beach, the state next year plans to repave a near mile-long stretch of A1A from the Miami-Dade County line to Seacrest Parkway. Officials say those improvements will add bike lanes, widen sidewalks to six feet and add pedestrian lighting.

A1A was designated a Scenic Highway in 2009, and these proposals are part of an updated management plan. The program was developed in 1996 as a way to preserve, maintain, protect and enhance resources along Florida's roads.

mturnbell@tribune.com, 954-356-4155, Twitter @MikeTurnpike

If you go

You can provide input on the plan during two workshops this week.

- In Pompano Beach, a workshop will be held from 5 to 7 p.m. Monday at the Pompano Beach Marriott, 1200 N. Ocean Blvd.
- In Hollywood, a workshop will be held from 5 to 7 p.m. Tuesday at the Hollywood Beach Marriott, 2501 N. Ocean Drive.

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Appendix B

SR A1A Projects in the Broward MPO 13/14 – 17/18
Transportation Improvement Program

SR A1A Projects in the Broward MPO 13/14 - 17/18 Transportation Improvement Program



TRANSPORTATION IMPROVEMENT PROGRAM

broward **MPO**

metropolitan planning organization

Trade Centre South · 100 West Cypress Creek Road, Suite 850
Fort Lauderdale, FL 33309-2112

FY 2013/14 – FY 2017/18

JULY, 2013

Please find us at: www.browardmpo.org/programs/transportation-improvement-program

Trade Centre South · 100 West Cypress Creek Road, Suite 850 · Fort Lauderdale, FL 33309-2112 · Phone 954.876.0033

www.browardMPO.org

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the American with Disabilities Act, please contact: Christopher Ryan, Public Information Officer/Title VI Coordinator at (954) 876-0036 or ryanc@browardmpo.org

Section 1 - Roadway and Bike/Ped

A1A - SO TO DATURA

2460

Work Summary:

From: COMMERCIAL BLVD.

To: DATURA

Lead Agency: Lauderdale-By-The-Sea,
Town of



| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|----------|----------|---------------|----------------|----------|----------------|
| PDE (22) | MUN | 0 | 0 | 90,000 | 0 | 0 | 90,000 |
| CST (52) | MUN | 0 | 0 | 0 | 850,000 | 0 | 850,000 |
| Total | | 0 | 0 | 90,000 | 850,000 | 0 | 940,000 |

Project Description: STREETSCAPE IMPROVEMENTS

FORT LAUDERDALE, CITY OF

2267

Work Summary:

From: SUNRISE

To: FT LAUDERDALE BEACH PK

Lead Agency: Fort Lauderdale, City of



| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|------------------|------------------|----------|----------|----------|------------------|
| PE (32) | LF | 190,800 | 190,800 | 0 | 0 | 0 | 381,600 |
| CST (52) | LF | 1,408,000 | 1,408,000 | 0 | 0 | 0 | 2,816,000 |
| Total | | 1,598,800 | 1,598,800 | 0 | 0 | 0 | 3,197,600 |

Project Description:

SR A1A Westside Streetscape Improvements and Sebastian/Alhambra ADA Parking Improvements, including converting Sebastian St back to a two-way and removal of turn-around, and construction of bathrooms(CIP #11681).

SR-A1A

4312041

Work Summary: BIKE PATH/TRAIL
From: R-816/OAKLAND PARK
To: FLAMINGO AVE.
Lead Agency: FDOT



| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|----------|------------------|----------|----------|----------|------------------|
| CST (5NA) | DS | 0 | 2,539,578 | 0 | 0 | 0 | 2,539,578 |
| CST (5NA) | DIH | 0 | 5,305 | 0 | 0 | 0 | 5,305 |
| CST (5NA) | DDR | 0 | 3,374,723 | 0 | 0 | 0 | 3,374,723 |
| Total | | 0 | 5,919,606 | 0 | 0 | 0 | 5,919,606 |

Project Description:

SR-A1A

4287271

Work Summary: RESURFACING

From: THE COUNTY LINE

To: SEACREST PARKWAY

Lead Agency: FDOT

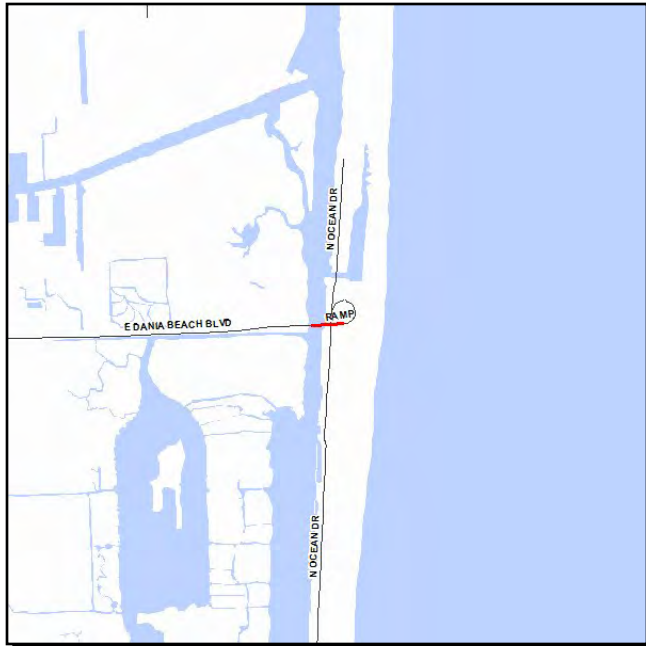


| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|------------------|----------|----------|----------|----------|------------------|
| CST (5NA) | DIH | 5,155 | 0 | 0 | 0 | 0 | 5,155 |
| CST (5NA) | SA | 1,106,419 | 0 | 0 | 0 | 0 | 1,106,419 |
| CST (5NA) | LF | 479,353 | 0 | 0 | 0 | 0 | 479,353 |
| CST (5NA) | TALT | 395,748 | 0 | 0 | 0 | 0 | 395,748 |
| CST (5NA) | DDR | 224,537 | 0 | 0 | 0 | 0 | 224,537 |
| Total | | 2,211,212 | 0 | 0 | 0 | 0 | 2,211,212 |

Project Description: COUNTY LINE TO SEACREST PARKWAY RESURFACING

SR-A1A

4299051



Work Summary:

From:

To:

Lead Agency: FDOT

| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|----------|------------------|----------|----------|----------|------------------|
| CST (5NA) | DIH | 0 | 10,610 | 0 | 0 | 0 | 10,610 |
| CST (5NA) | BRRP | 0 | 7,760,668 | 0 | 0 | 0 | 7,760,668 |
| Total | | 0 | 7,771,278 | 0 | 0 | 0 | 7,771,278 |

Project Description: FROM DANIA BCH BLVD OVER ICWW BRIDGE #860920
BRIDGE - REPAIR/REHABILITATION

SR-A1A

4306011



Work Summary: RESURFACING

From: E OF MERCEDES RIVER SMALL BRDG

To: SUNRISE BLVD

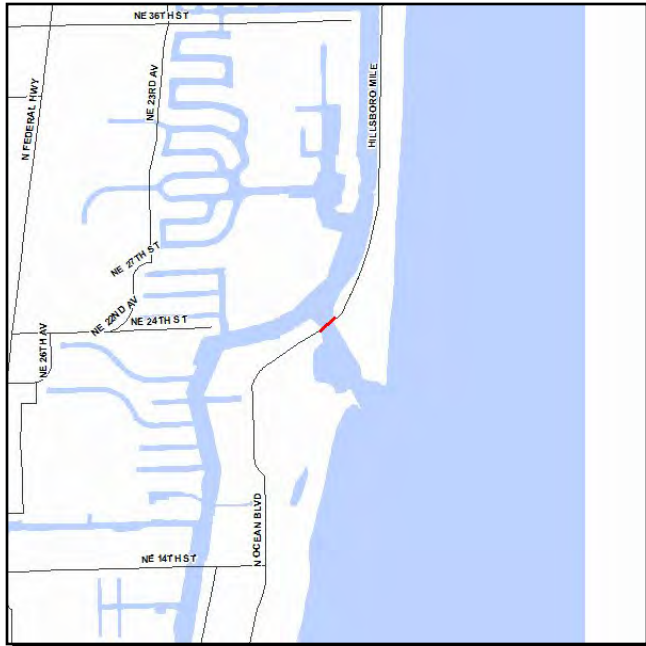
Lead Agency: FDOT

| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|----------------|----------|------------------|----------|----------|------------------|
| ENV | DDR | 20,000 | 0 | 0 | 0 | 0 | 20,000 |
| PE (3NA) | DDR | 372,280 | 0 | 0 | 0 | 0 | 372,280 |
| CST (5NA) | DIH | 0 | 0 | 173,783 | 0 | 0 | 173,783 |
| CST (5NA) | SA | 0 | 0 | 3,013,504 | 0 | 0 | 3,013,504 |
| CST (5NA) | CM | 0 | 0 | 634,578 | 0 | 0 | 634,578 |
| CST (5NA) | DDR | 0 | 0 | 367,653 | 0 | 0 | 367,653 |
| Total | | 392,280 | 0 | 4,189,518 | 0 | 0 | 4,581,798 |

Project Description:

SR-A1A BRDG #860011

4259351



Work Summary:

From:

To:

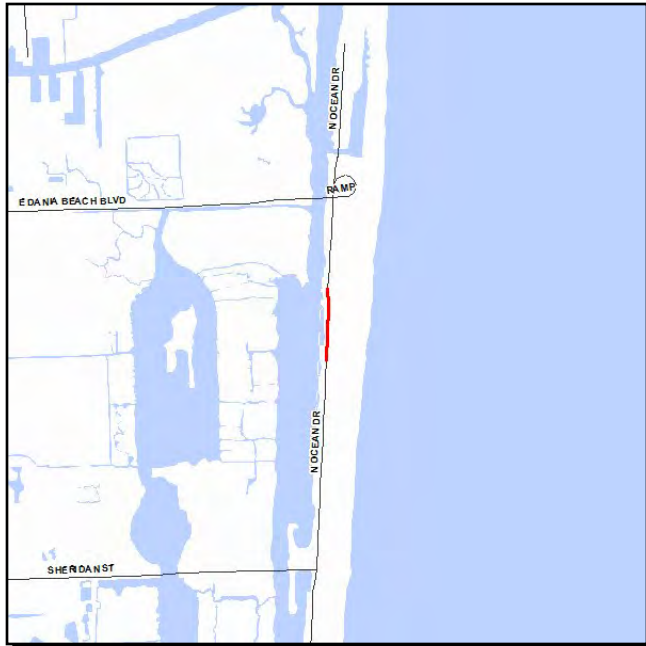
Lead Agency: FDOT

| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|------------------|----------|----------|----------|----------|------------------|
| CST (5NA) | DIH | 219,912 | 0 | 0 | 0 | 0 | 219,912 |
| CST (5NA) | BRRP | 4,710,063 | 0 | 0 | 0 | 0 | 4,710,063 |
| Total | | 4,929,975 | 0 | 0 | 0 | 0 | 4,929,975 |

Project Description: BRIDGE #860011 OVER HILLSBORO INLET
BRIDGE REPAIR/REHABILITATION

SR-A1A FROM MEADE STREET TO OAK STREET

4327961



Work Summary: DRAINAGE IMPROVEMENTS

From:

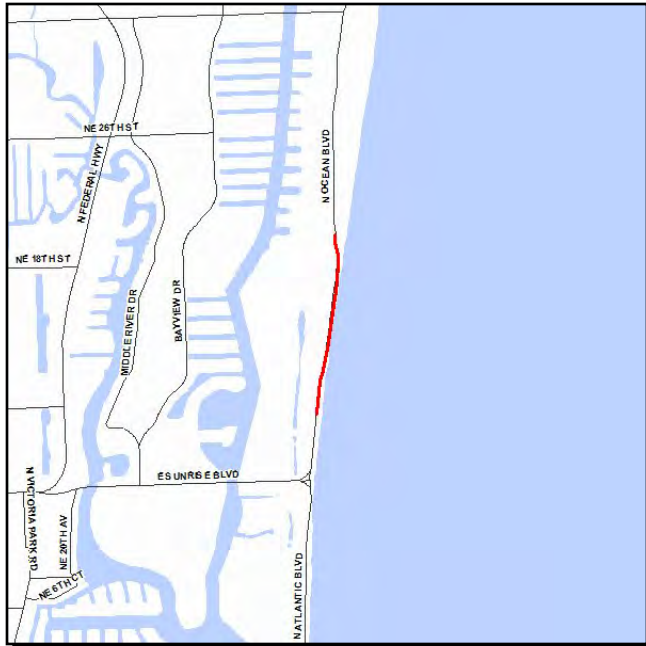
To:

Lead Agency: FDOT

| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|----------------|----------|----------|----------|----------|----------------|
| CST (5NA) | DIH | 7,386 | 0 | 0 | 0 | 0 | 7,386 |
| CST (5NA) | DDR | 849,025 | 0 | 0 | 0 | 0 | 849,025 |
| Total | | 856,411 | 0 | 0 | 0 | 0 | 856,411 |

Project Description:

SR-A1A WASHOUT FRM SOUTH OF NE 14TH CT TO NORTH OF NE 18TH 4336884



Work Summary: ROAD/SLOPE PROTECTION

From:

To:

Lead Agency: FDOT

| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|------------------|----------|----------|----------|----------|------------------|
| CST (5NA) | DS | 750,000 | 0 | 0 | 0 | 0 | 750,000 |
| CST (5NA) | DIH | 100,000 | 0 | 0 | 0 | 0 | 100,000 |
| CST (5NA) | DDR | 6,023,205 | 0 | 0 | 0 | 0 | 6,023,205 |
| Total | | 6,873,205 | 0 | 0 | 0 | 0 | 6,873,205 |

Project Description:

SR-A1A/17TH ST CSWY. OVER ICWW BRIDGE #860622 & #860623

4311131



Work Summary: BRIDGE REHABILITATION

From:

To:

Lead Agency: FDOT

| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|------------------|----------|----------|----------|----------|------------------|
| CST (5NA) | DIH | 5,155 | 0 | 0 | 0 | 0 | 5,155 |
| CST (5NA) | BRRP | 1,458,641 | 0 | 0 | 0 | 0 | 1,458,641 |
| Total | | 1,463,796 | 0 | 0 | 0 | 0 | 1,463,796 |

Project Description:

SR-A1A/OCEAN DRIVE

4305951

Work Summary: RESURFACING

From: 3RD STREET

To: PALM BEACH COUNTYLINE

Lead Agency: FDOT



| Phase | Fund Source | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 | Total |
|--------------|-------------|----------|----------------|----------|----------|----------|----------------|
| CST (5NA) | DIH | 0 | 10,610 | 0 | 0 | 0 | 10,610 |
| CST (5NA) | DDR | 0 | 454,756 | 0 | 0 | 0 | 454,756 |
| Total | | 0 | 465,366 | 0 | 0 | 0 | 465,366 |

Project Description:

Appendix C

Broward A1A Scenic Highway Five-Year CMP Update Public
Workshop Presentation



Broward
COUNTY

SR A1A
SCENIC HIGHWAY

Five-Year Corridor Management Plan Update



Thank you to the following entities
for contributing to this project:

- ▶ Hallandale Beach
- ▶ Hollywood Beach
- ▶ Dania Beach
- ▶ Fort Lauderdale
- ▶ Broward County
- ▶ Broward Metropolitan
Planning Organization
- ▶ Pompano Beach
- ▶ Hillsboro Beach
- ▶ Deerfield Beach
- ▶ Lauderdale-By-The-
Sea
- ▶ Sea Ranch Lakes

Current Initiatives Along A1A – Pompano Beach Capital Improvements

In progress or recently completed:

- ▶ Beach plaza & parking
- ▶ Dune restoration
- ▶ Pompano Beach Blvd – North
- ▶ Pompano Beach Blvd – South
- ▶ E Atlantic Blvd- A1A to Pomp Bch Blvd

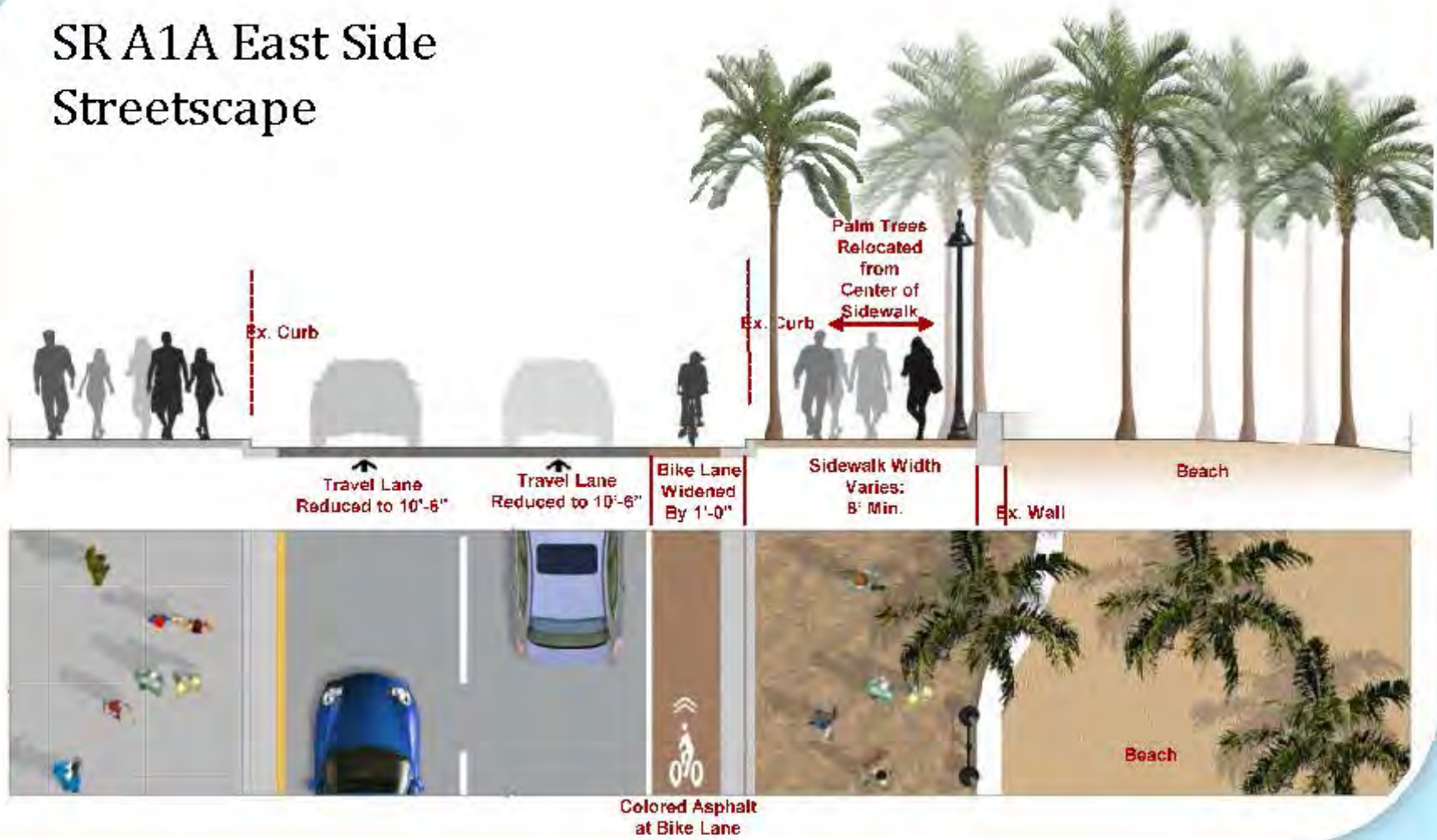
Being planned or have already started:

- ▶ Undergrounding electric – A1A corridor
- ▶ Mast arm painting Traffic Signals
- ▶ Briny Avenue Streetscape & Utilities
- ▶ Atlantic Blvd Bridge Lighting
- ▶ Atlantic Blvd Bridge Trail
- ▶ Beach Library Rehab/ Relocation,
- ▶ Beach Renourishment
- ▶ Pier Replacement
- ▶ Hillsboro Inlet Bridge Improvements

SR A1A Streetscape (West Side)



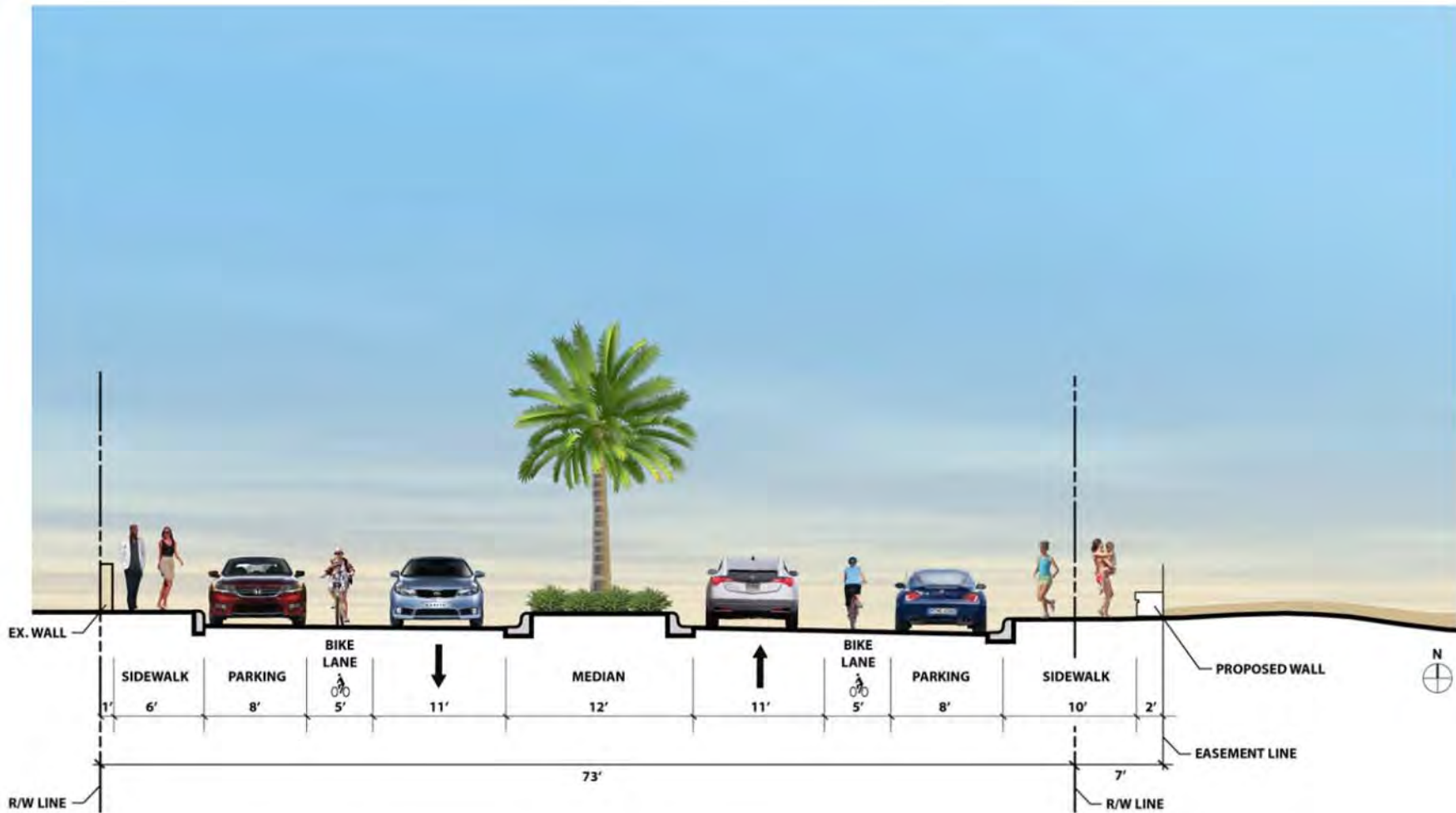
SR A1A East Side Streetscape



Consolidate Trees and Pedestrian Impediments
(BRAB Preferred Option if Funding Available)

SR A1A

SCENIC HIGHWAY

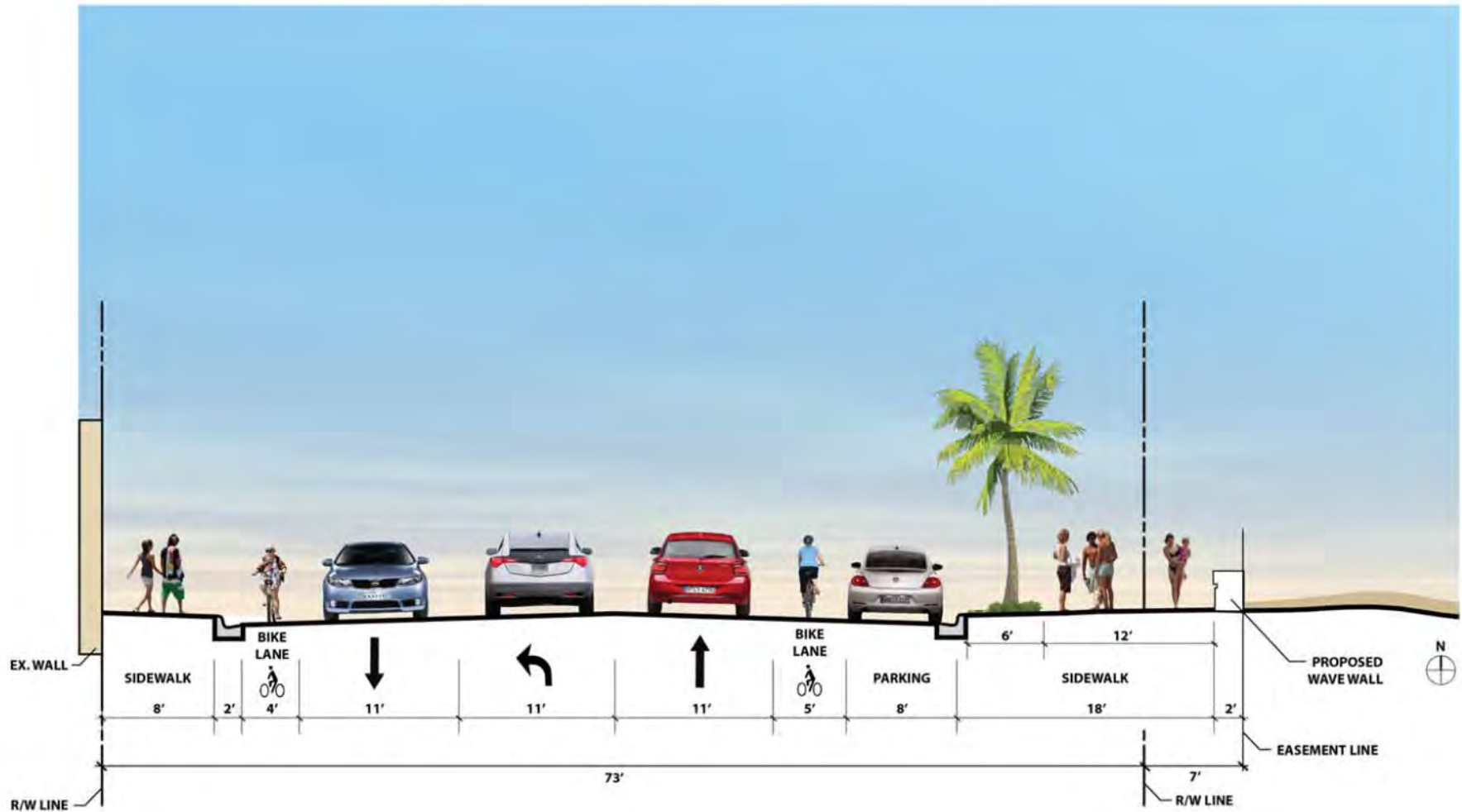


KEITH and SCHNARS, P.A.
FLORIDA'S *Big* LOCAL FIRM

SR A1A N. ATLANTIC BLVD
PROPOSED STREETScape IMPROVEMENTS
STA. 241 + 51.51 TO STA. 257 + 64.14

SR A1A

SCENIC HIGHWAY

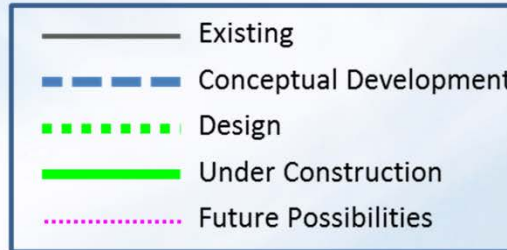
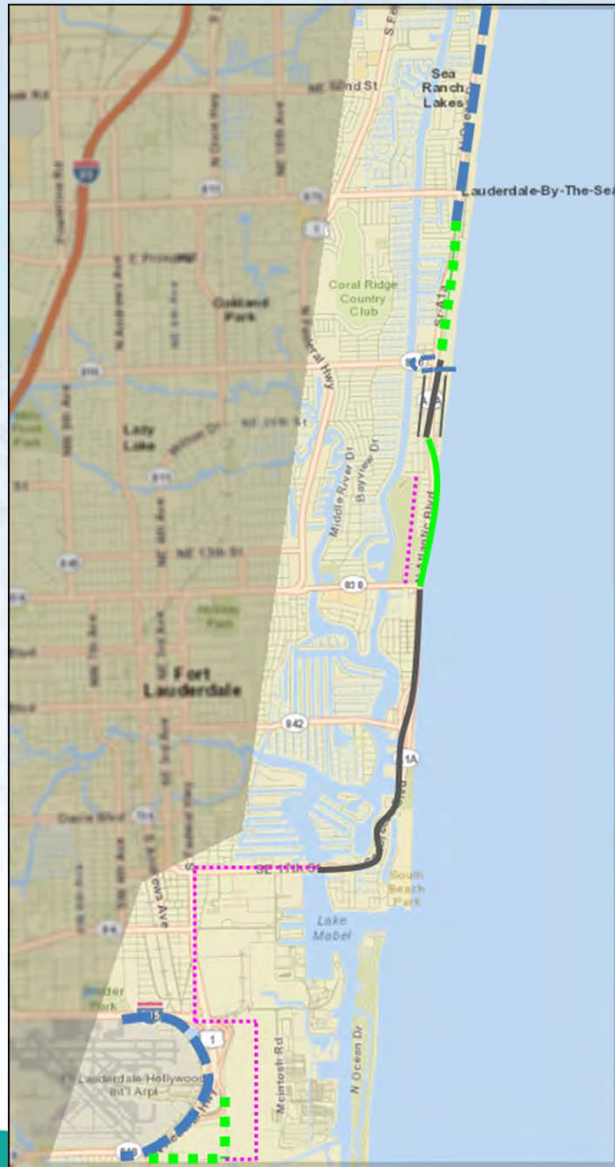


KEITH and SCHNARS, P.A.
FLORIDA'S *Big* LOCAL FIRM

SR A1A N. ATLANTIC BLVD
PROPOSED STREETScape IMPROVEMENTS
STA. 257 + 64.14 TO STA. 286 + 84.07

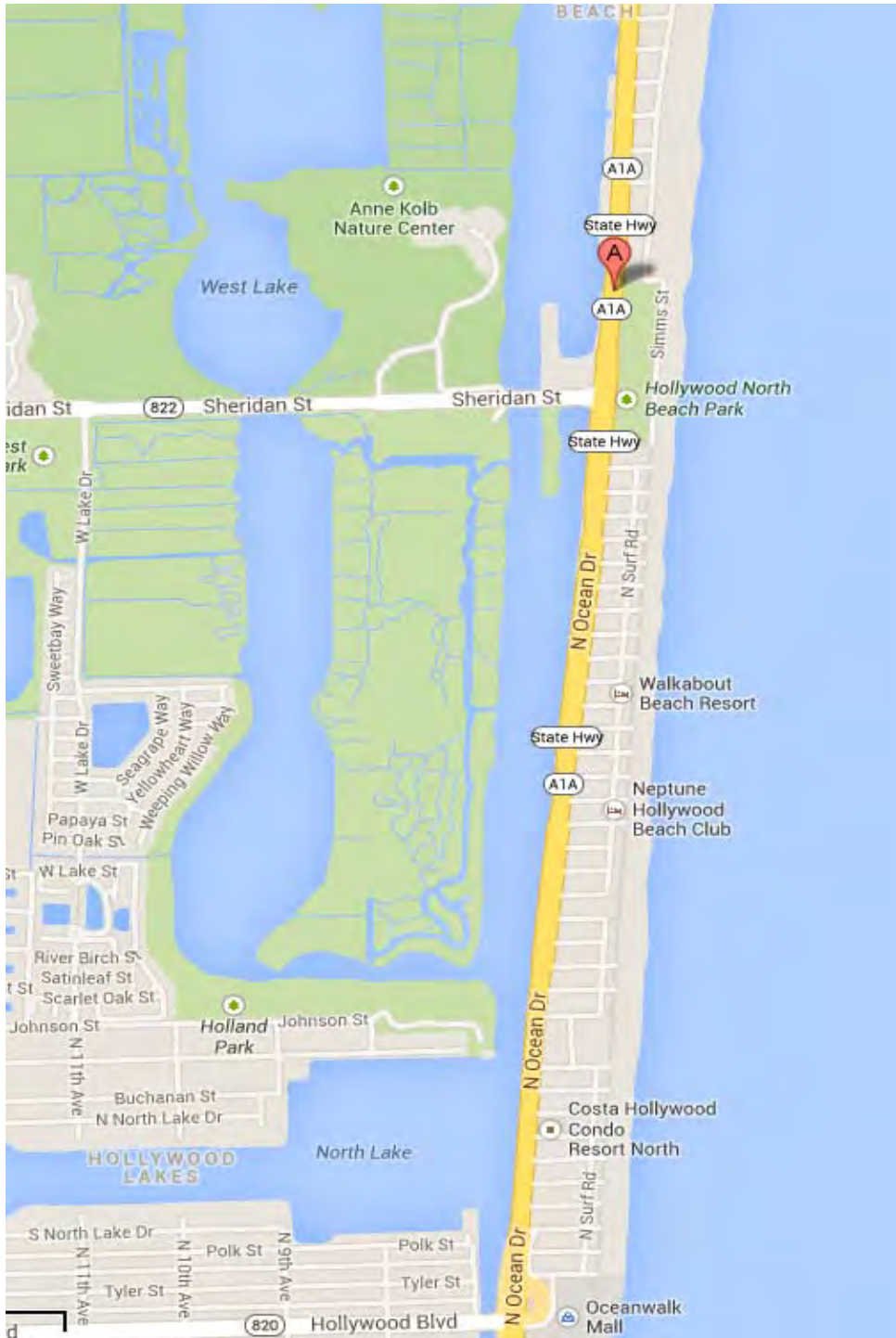
SR A1A SCENIC HIGHWAY

Greenway Overview



OFFICE OF FREIGHT, LOGISTICS & PASSENGER OPERATIONS





A1A Scenic Highway Corridor:

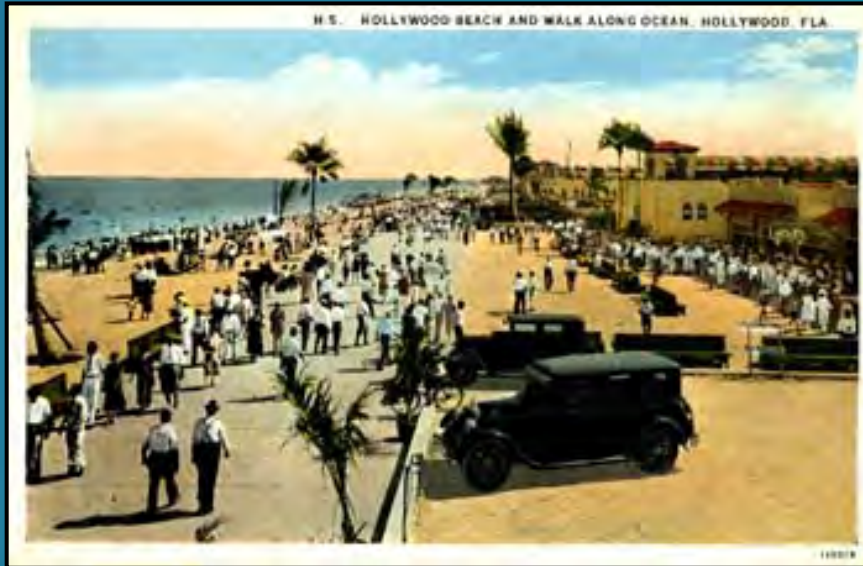
Completing the Vision

Broadwalk, Sidestreets & A1A Improvements

October 15, 2013

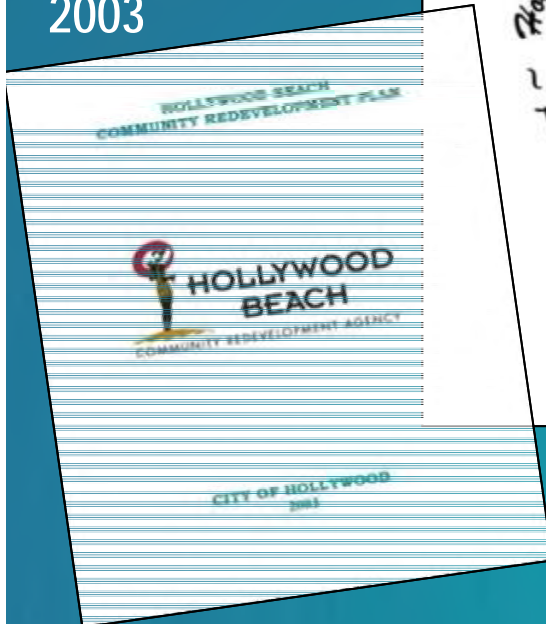
Historic Hollywood Beach

- 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

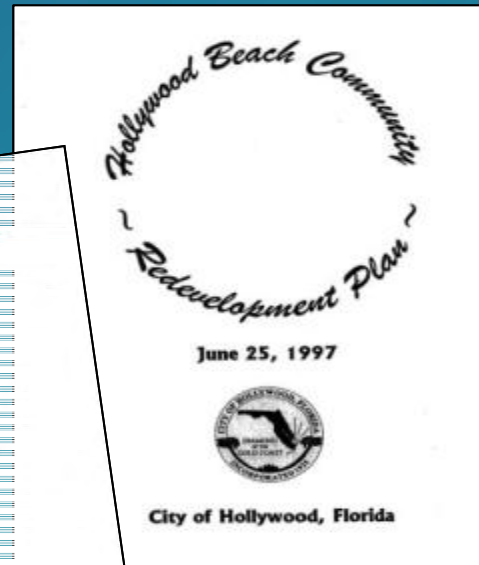


A1A Redevelopment Stated Vision for A1A

2003



1997



2007



- 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'

2010

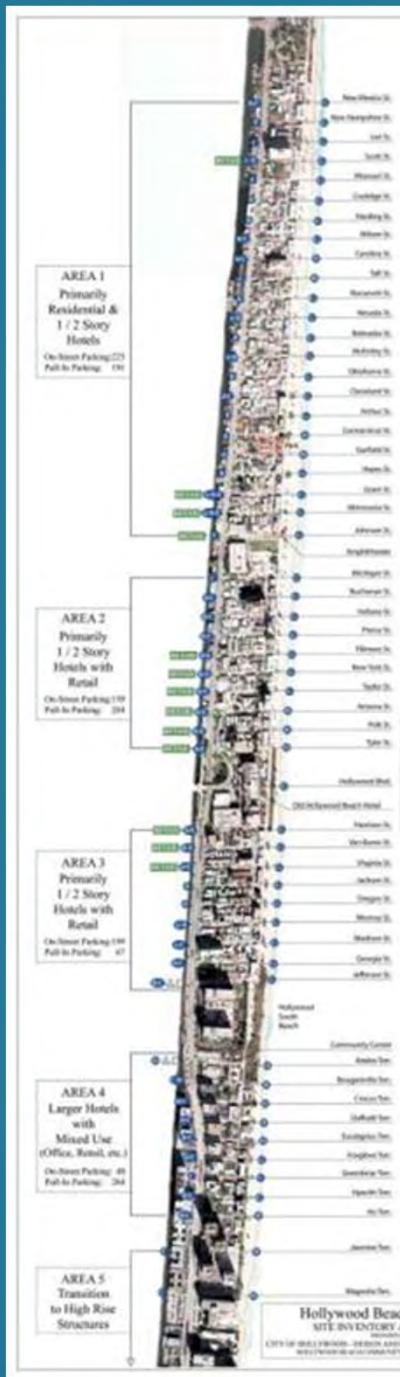


Hollywood Beach CRA Investments

- \$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 - Before & After



BROADWALK DETAILS

A010

Hollywood Beach Boardwalk – Honors & Designations

- 2013 American Planning Association (APA) designated Hollywood Boardwalk 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 Boardwalk joins 3,000-mile East Coast Greenway

Charnow Park

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: Grant Street-Looking east from A1A



BEFORE

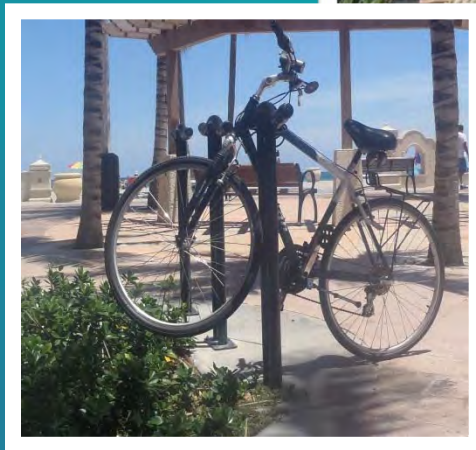
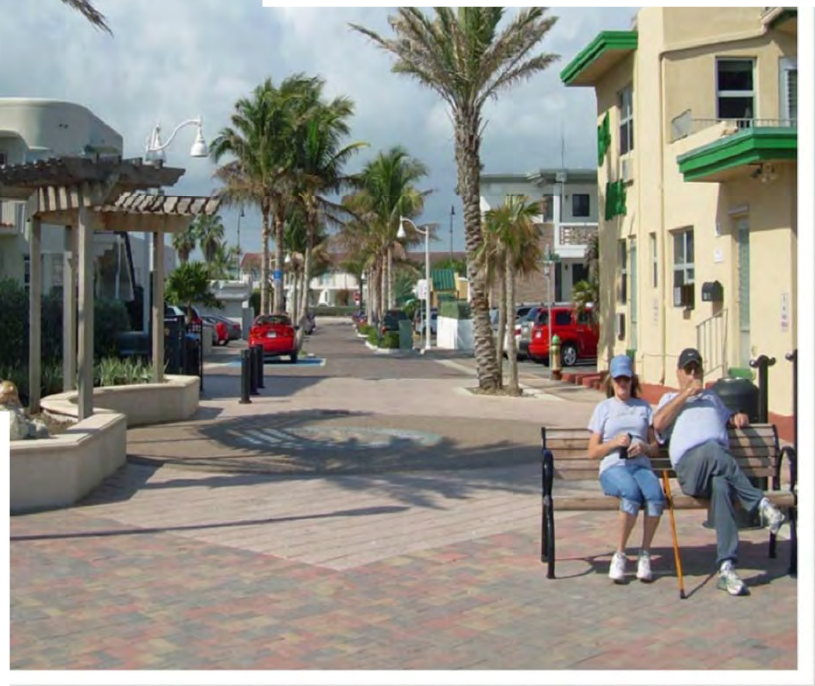


AFTER

Phase 1: Arthur Street Street-end view from Broadwalk



BEFORE

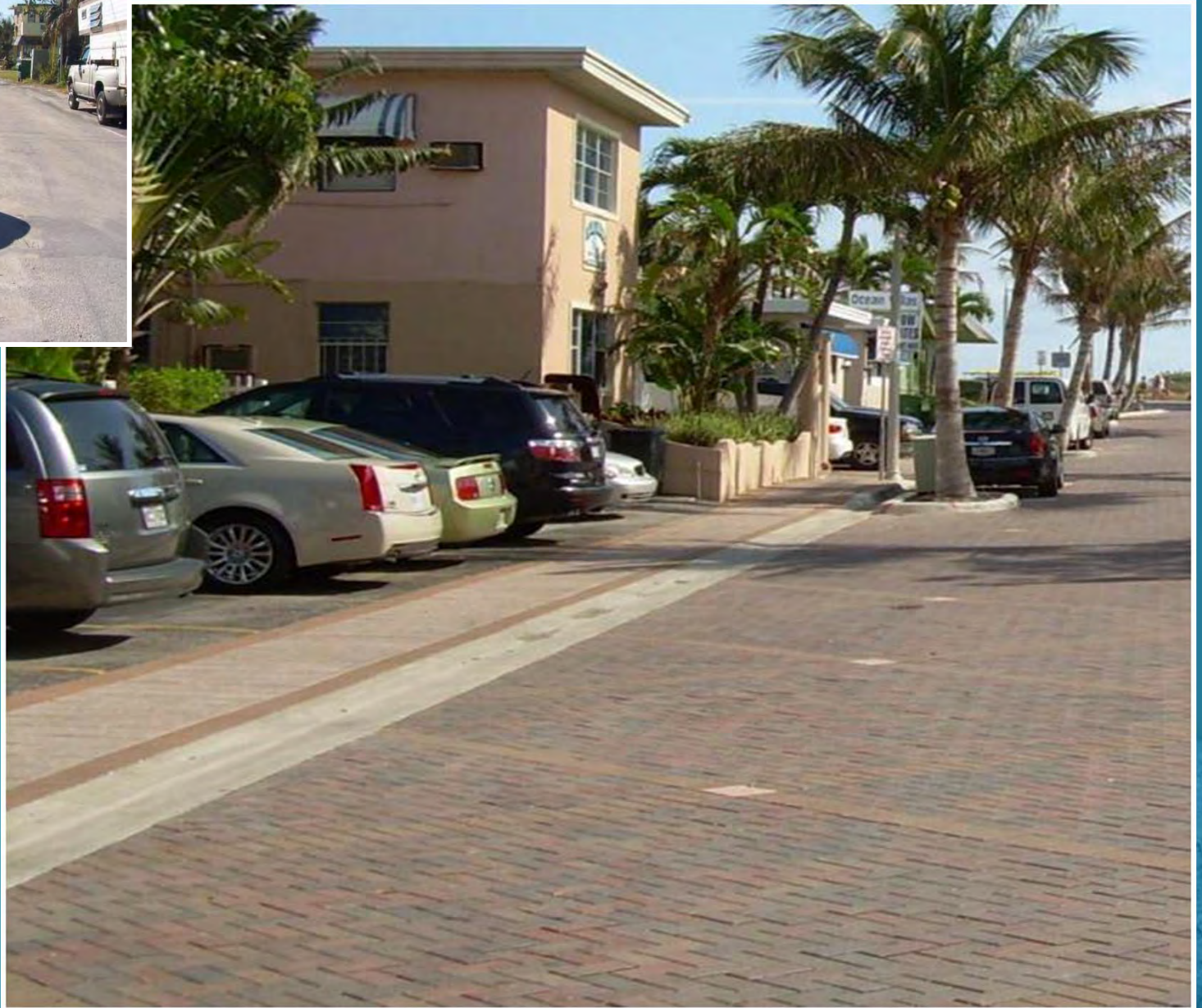


AFTER

Phase 2: Arizona St. Street-end



Embarking on Phase 3: Challenges



A1A Redevelopment TDLC

AFTER



BEFORE

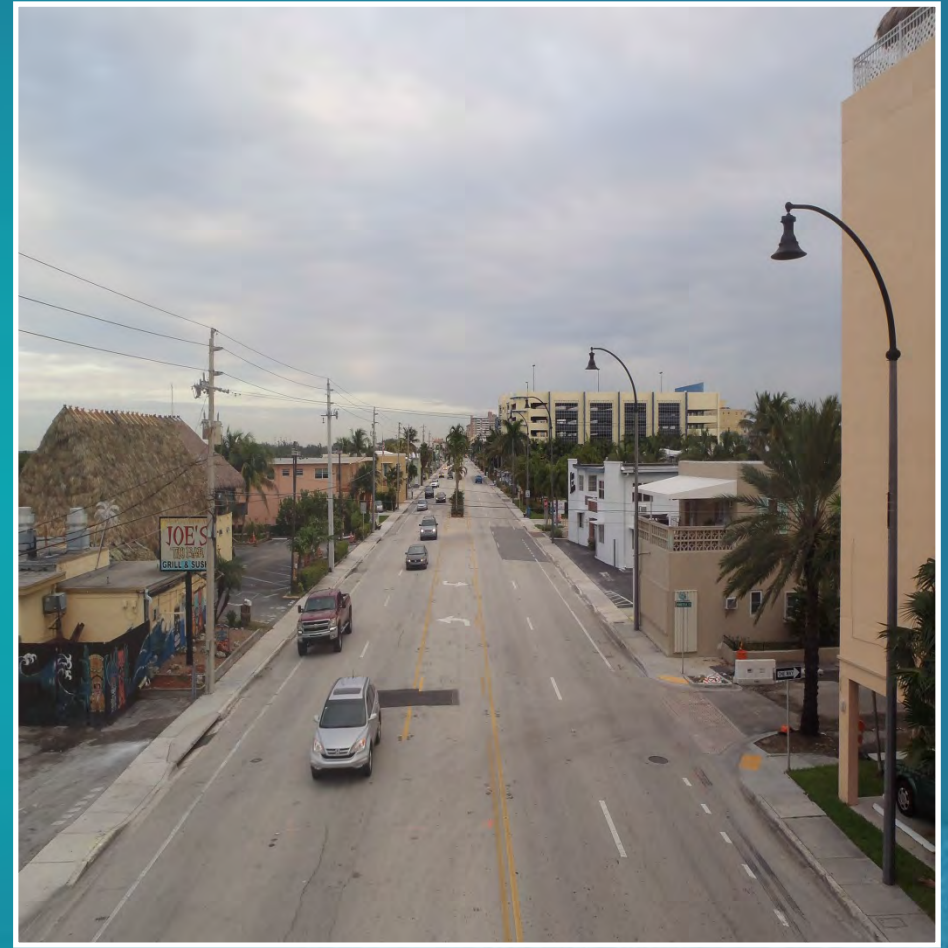


A1A Redevelopment Implementing Vision for A1A

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.

A1A Redevelopment 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

A1A Redevelopment
Stated Vision for A1A



Proposed Rendering of 4-Lane Section at Garfield Street looking North

A1A Redevelopment Implementing Vision for A1A



A1A at Missouri looking North - Illustration

Upcoming Projects

- Margaritaville
- Costa Hollywood
- Positano Beach
- Sage





Broward
COUNTY

SR A1A
SCENIC HIGHWAY

Five-Year Corridor Management Plan Update



Florida Scenic Highway Program (FSHP)

▶ **Mission Statement:**

The Florida Scenic Highways Program will preserve, enhance and maintain the intrinsic resources of scenic corridors through a sustainable balance of conservation and land use. Through community-based consensus and partnerships, the program will promote economic prosperity and broaden the traveler's overall recreational and educational experience.



Corridor Management Plan (CMP)

- ▶ **Required for recognition of a scenic byway by the State of Florida and the National Scenic Byways Program**
- ▶ **Plan delineating the protection and enhancement of a scenic byway corridor**
- ▶ **Provides Goals, Objectives and Strategies to protect and enhance intrinsic resources along the scenic highway**



Corridor Management Entities (CME)

▶ **Broward A1A Scenic Highway Management Entity (BASHME)**

- Caretaker of the A1A Scenic Highway
- Protect, preserve, enhance and expand intrinsic resources by:
 - Maintaining and updating the CMP
 - Initiating and coordinating plans, strategies, programs, and events
 - Coordinating and supporting groups identified by the BASHME

Why a Five-Year Update?

- ▶ **Required by the Scenic Highways Advisory Committee**
- ▶ **Provides:**
 - Big picture of scenic corridor
 - Review of the features along the corridor (intrinsic resources)
 - More detailed document than the annual reports
 - Re-evaluation of corridor vision & goals
 - Update of the Action Plan

Project Scope

▶ **Project Kickoff Meeting, Review the Existing CMP with the CME and Conduct Field Visit**

- Discuss update process, scope of the project, project schedule, and set date for the CME workshop
- Understand corridor's resources and Action Plan goals, recent corridor changes and relevant issues, and issues to be addressed
- Review past Action Items, prepare talking points and discuss new options for short-term, mid-term, and long-term actions
- Discuss options of citizens groups, non-profit organizations, cooperative arrangements, governmental agency lead, and custom structure/hybrid options

Project Scope (Continued)

▶ **CMP Action Item Assessment Public and Stakeholder Workshops**

- Assess corridor's progress toward accomplishing CMP Action Items
 - Action Item Summary Matrix
 - Summarize workshop material for CME review and comment
- ▶ Pompano Beach Marriott – Oct. 14 from 5:00pm to 7:00pm
 - ▶ Hollywood Beach Marriott – Oct. 15 from 5:00pm to 7:00 pm

Project Scope (Continued)

- ▶ **Prepare Draft and Final CMP Five-Year Update Plan**
 - Submit draft to MPO staff and the CME for review and comment, addressing one round of review comments
 - Submit final draft to the MPO Board and its advisory committees

Project Schedule

| | July | Aug | Sept | Oct | Nov | Dec |
|--|---------|---------|---------|---------|---------|---------|
| Task | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 |
| Task 1 - Project Kickoff Meeting, Review the Existing CMP with the CME and Conduct Field Visit | | | | | | |
| Task 2 - CMP Action Item Assessment Public and Stakeholder Workshop | | | | | | |
| Task 3 - Prepare Draft and Final CMP Five-Year Update Plan | | | | | | |

Workshop Discussion

Visit each station and provide input:

- ▶ Corridor Story and Vision
- ▶ Goals, Objectives, and Strategies
- ▶ Key Features (Intrinsic Resources)
- ▶ Action Plan

JOIN US
TELL US YOUR VISION FOR THE SCENIC A1A HIGHWAY

OCTOBER 14 @ 5:00PM - 7:00PM
POMPANO BEACH MARRIOTT
1200 North Ocean Boulevard
Pompano Beach, Florida 33062
**complimentary valet parking for event*

OCTOBER 15 @ 5:00PM - 7:00PM
HOLLYWOOD BEACH MARRIOTT
2501 N Ocean Dr Hollywood
Hollywood, Florida 33019
**complimentary self parking available*

The Broward A1A Scenic Highway Corridor Management Plan is currently being updated and we want your input!

This plan will identify how to heighten awareness of the intrinsic resources along the corridor while protecting them to enhance the traveling experiences. Please plan to attend one of the workshops and help us develop a plan for the future of the designated S.R. A1A Scenic Highway.

Broward A1A

FLORIDA SCENIC HIGHWAY

For more information contact:

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Kimley-Horn and Associates, Inc.
Artie E. White
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artie.white@kimley-horn.com

Corridor Story and Vision

- ▶ **Does the Broward A1A Corridor Vision accurately reflect the community's desire for the corridor?**
- ▶ **What are the most important characteristics of the Broward A1A Corridor that should be reflected in the Corridor Story?**

Goals, Objectives, and Strategies

- ▶ **Have any of the Goals, Objectives, or Strategies been met?**
- ▶ **Are there any Goals, Objectives, or Strategies that need to be added or modified?**

Key Features (Intrinsic Resources)

- ▶ **Have any of the key features been improved or degraded over the past five years?**
- ▶ **Are there any key features that should be added or removed from the Corridor Management Plan?**

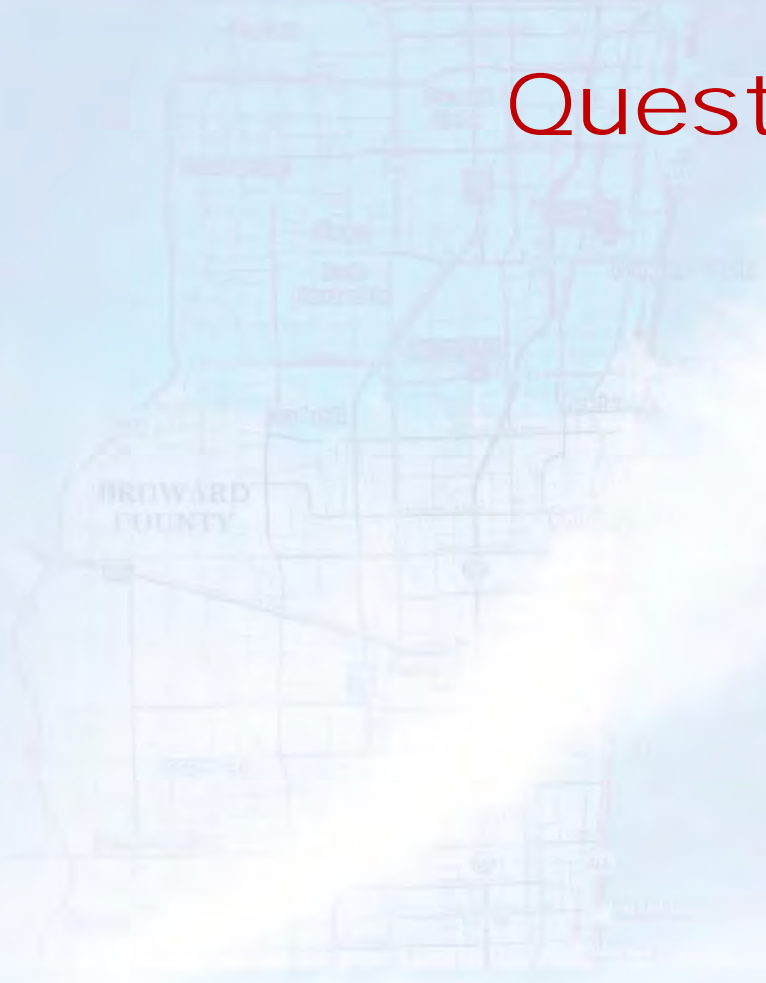
Action Plan

- ▶ **Have any of the action items been accomplished?**
- ▶ **Are there any action items that should be added or removed from the Action Plan?**

SR A1A

SCENIC HIGHWAY

Questions?



Contacts

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- ClawgesP@browardmpo.org



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- Kimley-Horn and Associates, Inc.
- (850) 553-3500
- Jon.Sewell@Kimley-Horn.com



▶ **Resources**

▶ **Broward MPO Website**

- ▶ <http://www.browardmpo.org/services/southeast-florida-regional-partnership/broward-sr-a1a-scenic-highway>

▶ **Florida Scenic Highways Program Website**

- ▶ <http://www.floridascenichighways.com/program/>



Appendix D

Smart Growth America's article "Announcing the best Complete Streets policies of 2013"

Smart Growth America's article "Announcing the best Complete Streets policies of 2013"



FIRST NAME LAST NAME
EMAIL ADDRESS



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Announcing the best Complete Streets policies of 2013

Posted on [February 18, 2014](#) by [Smart Growth America](#)



Livermore, CA is included among the top of *The Best Complete Streets Policies of 2013*.

A total of 83 communities adopted Complete Streets policies in the United States in 2013. These laws, resolutions and planning and design documents encourage and provide for the safe access to destinations for everyone, regardless of age, ability, income or ethnicity, and no matter how they travel.

[The Best Complete Streets Policies of 2013](#), released today by Smart Growth America's [National Complete Streets Coalition](#) examines and scores each Complete Streets policy enacted in 2013. The report outlines ten ideal elements of a Complete Streets policy and scores individual policies based on these ideals. Policy elements refine a community's vision for transportation, provide for many types of users, complement community needs and establish a flexible approach necessary for an effective Complete Streets process and outcome.

Fifteen agencies led the nation in creating comprehensive Complete Streets policies in 2013. These policies are a model for communities across the country. They are:

| Rank: | Jurisdiction: | Score: |
|-------|---------------------|--------|
| 1. | Littleton, MA | 94.4 |
| 2. | Peru, IN | 92.8 |
| 3. | Fort Lauderdale, FL | 89.6 |
| 4. | Auburn, ME (tie) | 88.0 |
| | | |

| | | |
|-----|--|------|
| 4. | Lewiston, ME (tie) | 88.0 |
| 6. | Baltimore County, MD | 86.4 |
| 7. | Portsmouth, NH | 86.0 |
| 8. | Muscatine, IA | 83.2 |
| 9. | Piqua, OH | 82.4 |
| 10. | Oakland, CA | 81.6 |
| 11. | Hayward, CA (tie) | 80.8 |
| 11. | Livermore, CA (tie) | 80.8 |
| 11. | Massachusetts Department of Transportation (tie) | 80.8 |
| 14. | Cedar Falls, IA (tie) | 80.0 |
| 14. | Waterloo, IA (tie) | 80.0 |

Small towns and big cities alike enacted Complete Streets policies in 2013. The types of policies these communities use is similarly diverse: most take the form of a resolution adopted by a city or county council, but changes to municipal code and city-wide policies are gaining popularity. Policies adopted by an elected board are also popular. Of the top scoring policies of in 2013, almost all are this type of policy.

Over time, **the typical Complete Streets policy has become increasingly well-written**, as reflected in an upward trend in the annual median scores of policies. The median score of policies adopted in 2013 was 60.0, up from 46.8 in 2012.

Nationwide, a total of **610 jurisdictions** now have Complete Streets policies in place. Today, 27 states as well as the Commonwealth of Puerto Rico and the District of Columbia have Complete Streets policies. Fifty-one regional planning organizations, 48 counties and 482 municipalities in 48 states also have adopted such policies.

The Best Complete Streets Policies report is intended to celebrate the communities that have done exceptional work in the past year and to provide leaders at all levels of government with ideas for how to create strong Complete Streets policies. The report includes extensive detail for what makes Complete Streets policies work well, and how every community can make their streets better for everyone.

[Get the full report: The Best Complete Streets Policies of 2013 >>](#)

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