



Existing Conditions
View north from just south of the Stirling Road intersection.

Currently, SR 7 lacks unique character or sense of place. The similar unremarkable character of the highway along its entire length gives little suggestion of where you are. Low buildings set far back from the street edge and a street frontage dominated by billboards and parking lots are uninteresting and disorienting.

The lack of enclosure and boring streetscape encourages motorists to speed and makes the road difficult for pedestrians to cross. The design of the street space makes it clear that this is not a place for pedestrians. The sidewalk provided immediately next to the highway is a meaningless gesture and is rarely used since the environment is inhospitable to anything except an automobile.

The intersection of Stirling Road and SR 7 is important, yet there is no building or feature to differentiate this intersection from any other along the highway. The goal of the Citizens' Master Plan is to transform SR 7 from a highway to a beautiful boulevard that has the potential to be a great main street for businesses and residences.



Proposed Conditions
View north from just south of the Stirling Road intersection.

The computer simulation above shows what SR 7 might look like when the Citizens' Master Plan is fully implemented. The side by side existing and future conditions illustrations underline the power of good design to transform a mundane highway into a beautiful and memorable boulevard where both cars and people feel comfortable.

Buildings of four and five stories provide boundaries to the street and make the street feel like a space. Street trees in the median further improve the feeling of the space. Buildings are pulled up to wide sidewalks designed to accommodate pedestrians, bicycles, and outdoor cafes. Buildings with interesting architecture help to differentiate the Stirling Road/SR 7 intersection from other intersections in the area. Good buildings become landmarks helping to define a place.

The illustrations on the following pages compare existing conditions at various points along SR 7 within the study area. These illustrations are possible if the Citizens' Master Plan is implemented. It is possible to transform SR 7 into an important main street.



Existing Conditions
View north along SR7 from just south of the Seminole Boulevard intersection.



Proposed Conditions
View north along SR7 from just south of the Seminole Boulevard intersection.



Existing Conditions
View north along SR 7 from just north of the Seminole Hard Rock Hotel and Casino property.



Proposed Conditions
View north along SR 7 from just north of the Seminole Hard Rock Hotel and Casino property.



Existing Conditions

View north along SR 7 from just south of Griffin Road intersection.

The photograph above left shows the approach on SR 7 to the Griffin Road intersection from the south. There is nothing remarkable about this intersection. It looks indistinguishable from other intersections along SR 7. In the future, however, the intersection of Griffin Road and SR 7 has the potential to redevelop as a town center located on main and main. It could serve the commercial needs of neighborhoods throughout the study area. The main and main designation is a reflection of the large number of vehicle trips and, consequently, the need for higher visibility at this intersection. Griffin Road is also a link to the Ft. Lauderdale/Hollywood International Airport and destinations west of the Florida Turnpike.

With low buildings set far back from the street, the space occupied by the street has no boundary and none of the enclosure needed to define space and give the street a sense of place. With no character or sense of place, more than 43,000 vehicle trips a day drive through this area with little reason to slow down and pay attention to the businesses that exist here. SR 7 has been narrowly conceptualized as a highway intended to move large volumes of vehicles. SR 7 design must change in order for it to function as a main street.



Proposed Conditions

View north along SR 7 from just south of Griffin Road intersection.

The illustrations above right show how design can dramatically transform an unsightly highway into a beautiful boulevard. The street has been changed from an area of blight that divides communities and neighborhoods into beautiful public space that becomes the center of community activity.

The illustrations above show the same section of SR 7 as the photograph on the left. It is detailed as a main street. Buildings of appropriate scale are set up to the street to form a nearly continuous facade of enclosure that defines the street as a place. Interesting architecture provides landmarks and identity to the location. Ground floor retail uses face the street and are fronted by wide sidewalks that can accommodate pedestrians, bicycles, and street cafes. Street trees (including trees in the median not shown) add additional enclosure and shade for pedestrians. Care is taken in all details to treat the street as a beautiful part of the public realm and the front door of the community.

All that is necessary is the recognition that streets should always be viewed as part of the public realm. Because of this, streets should be beautiful places designed for both cars and people. Once this is recognized, a few simple design rules can assure success on any street.