

What is the Guidebook?



Four aerial images of Broward County show various forms of development and a ubiquitous presence of water.

This Guidebook represents a county-wide effort. It is intended to provide guidelines that describe specific recommendations for both public and private entities to use as they develop or redevelop throughout Broward County, and in their efforts to achieve the following five goals and objectives:

- 1 - Develop sustainable transportation choices
- 2 - Enhance civic beauty
- 3 - Accommodate a diverse population
- 4 - Achieve economic vitality and sustainability
- 5 - Create a sense of place

At the most basic level, it is a resource for implementing a community design process that will assist design professionals, developers, planners, and citizens, in their efforts to further the county's objectives and, thereby, achieve a true sense of place in Broward County. As a 'living document,' the Guidebook is designed and intended to grow and adapt with contributions of local knowledge and professional experience, and through the addition of new demonstration areas that can be added to expand the variety of situations and local conditions to be found throughout the county.

How the guidebook is organized

The Guidebook is organized in three sections: Context, Design Principles, and Implementation. The first part sets the stage by providing a comprehensive review of the context for design, as a creative activity, in Broward County. The context-driven design concept has three dimensions that are fundamental to a meaningful design process, and which will be explained by the Guidebook in detail: the history of the man-made environment; the natural environment; and the essence of place, or sense of place.

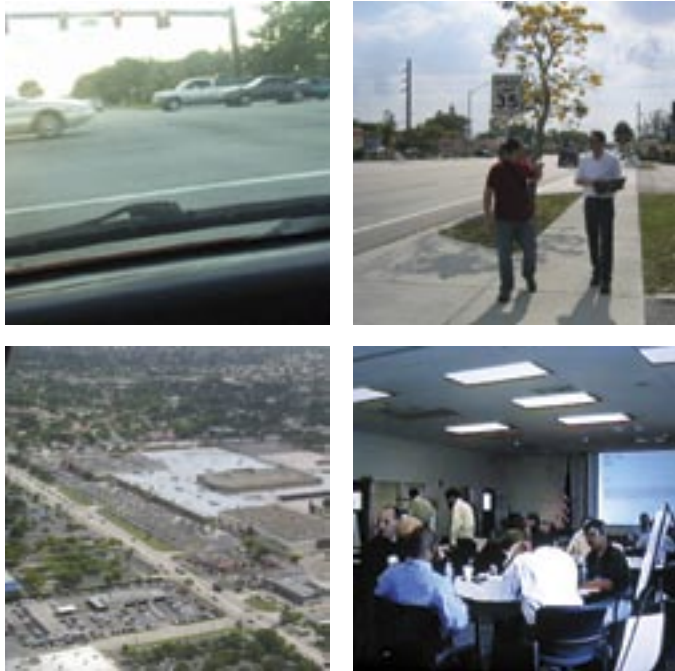
The second part covers the five design systems that operate in the public space and, thereby, most affect our sense of place on a daily basis: transportation, urban design, landscape and architectural design, and environmental graphic design. Though these systems are all interdependent, they are often fragmented and treated as separate design processes and thus work against, rather than for, creation of a whole sense of place. The principles that can guide design within each system, and the primary goals that support them, are outlined in this section with the goal of ultimately helping to encourage a sense of place.

The last section, Implementation, presents an overview of the community design process. In addition, it reviews the workshops conducted with local design professionals examining five different case studies of contexts representative of Broward County. This section concludes with three initial demonstration areas where the guidelines were applied. This section, in essence, shows how to put the design Guidebook into action, by illustrating how it was used to address three actual redevelopment scenarios.

A glossary and bibliography, found in the Reference section is provided to help the reader understand the terms used in the document and find more information.

The Appendices provide additional useful information

The guidebook development process



The guidebook team toured the county by car, on foot, and by helicopter. Public workshops with local design professionals and a general public workshop raised issues and provided insight.

The project team began work on the Broward County County-wide Community Design Guidebook by assembling a compendium and resource library of published information, including local, state, national, and international publications, reports, and other materials representing a broad range of current initiatives and contemporary thinking in the areas of community design, place making, urban design, architecture, transportation, engineering, landscape design, graphic and environmental design.

The team then launched a campaign to observe and record the physical environment throughout Broward County. This was done in the field, on foot, in a car, and from a helicopter. The fieldwork culminated in a series of public workshops held to gain further insight from local design professionals and the public at large to identify and prioritize issues of importance to the community.

The team developed the following set of goals, based on the objectives for the Community Design Guidebook, the County Commission's sense of place goal, and a list of issues raised in the workshops.

Goal 1: Sustainable transportation choices

County Guidebook Objective:

Creating a more pedestrian/transit-friendly environment.

Issues raised in the public workshops:

- Improving connections and connectivity for pedestrians and bicycles.
- Enhancing and increasing the choices of transportation modes.
- Improving legibility and coordination of signage and information.
- Improving wayfinding.
- Coordinating zoning codes, building codes and development regulations to accommodate transportation options.
- Providing public amenities.
- Improving the pedestrian environment.
- Providing better shade and weather protection.
- Providing safe transportation alternatives.

Goal 2: Civic beauty

County Guidebook Objective:

Making Broward County one of the nation’s most visually attractive counties

Issues raised in the public workshops:

- Improving the quality and coordination of signage and wayfinding information.
- Improving the aesthetics of the utilities infrastructure.
- Reinforcing local history and identity.
- Providing orderly landscaping and tree canopies.
- Providing more detailed design consideration at the scale of the pedestrian.

Goal 3: Accommodation for a diverse population

County Guidebook Objective:

Providing for a mix of uses and housing types

Issues raised in the public workshops:

- Coordinating zoning codes, building codes, and development regulations to encourage new building types, adaptive use, and market-oriented housing for all segments of the population.

Goal 4: Economic vitality and sustainability

County Guidebook Objective:

Enhancing redevelopment and economic opportunity

Issues raised in the public workshops:

- Improving communication through better signage and wayfinding.
- Coordinating zoning codes, building codes, and development regulations to effectively respond to user and community needs.

Goal 5: Sense of place

The Broward County Commission’s goal to create a sense of place underlies the principles upon which the Community Design Guidebook is based.

Issues raised in the public workshops:

- Communicating historical attributes.
- Giving expression to our diversity, character, and architectural heritage.
- Coordinating zoning codes, building codes, and development regulations to encourage creative and innovative design.
- Improving wayfinding county-wide.