Goals and principles

Based on the input from the public outreach and participation process, and individual interviews with the County Commissioners, the Community Design Guidebook is focused on achieving the following goals and principles:

1. **Sustainable transportation choices**
   The principle of creating a more pedestrian/transit friendly environment.

2. **Civic beauty**
   The principle of making Broward County one of the nation’s most visually attractive counties.

3. **Accommodation for a diverse population**
   The principle of accommodating a diverse population by providing a mix of uses and housing types as the County continues to grow into the 21st century.

4. **Economic vitality and sustainability**
   The principle of enhancing economic redevelopment and opportunity for all segments of the community.

5. **Sense of place**
   The goals to create a sense of place and to develop, promote, and implement context-driven design underlies the principles upon which the Community Design Guidebook is based.
Modes of transportation and experience of place: the connection between mobility and the quality of the built environment

Broward County is at an exciting crossroad, as a result of two independent events. First, our vacant land is diminishing. From the seacoast on the eastern edge, to the conservation levies on the western edges, the amount of vacant land available for new development is rapidly diminishing. As we reach our land limitations, we also expect continued population growth, with over 1 million new residents projected within the next 30 years. This means Broward County can continue to grow and prosper primarily through redevelopment.

The planning we do now in anticipation of this redevelopment can ensure that we maintain a high quality of life in the county.

The impact of this growth will depend on the way we plan and the way we design what we build.

The urbanized area of Broward County covers approximately 437 square miles comprised of thirty-one municipalities. The inhabited area of the County is comparatively modern, having been developed over the last 94 years. The earliest urbanized settlements occurred along the eastern coastal ridge, which provided the most advantageous route for the first railroad line. After the completion of the Dixie Highway in 1914, development patterns became increasingly oriented toward the popular acceptance of the automobile. Fueled by national trends and visions of the early 20th century, the car eventually became the dominant mode of transportation, defining the current quality and character of our public spaces, landscapes, buildings, and signage and information graphics.
Since transportation is the most active and visible force affecting the character of our cities and places, the regional roadways and mass transit systems have the greatest direct influence on urban design county-wide. Therefore, the greatest potential for realizing the community goal of improving the overall quality of life in Broward County lies in connecting transportation with actual land use, and acknowledging that the key functions of the transportation corridor should include:

- providing public space for wayfinding and exchange
- providing access to properties and land
- providing a route for multiple modes of transportation
- providing infrastructure for supporting services and utilities

Universal access means people have a choice. The scenes above from a redeveloped suburban office park in Bethesda, Maryland illustrate how people of all ages and physical ability comfortably share an attractive public corridor using many forms of transportation from cars and buses, to wheelchairs, walking, and cycling.