

TRANSFORMATION OF A STREET

Fort Lauderdale, Florida

FROM 'FOR CARS' TO 'FOR PEOPLE' THROUGH INCREMENTAL CHANGE

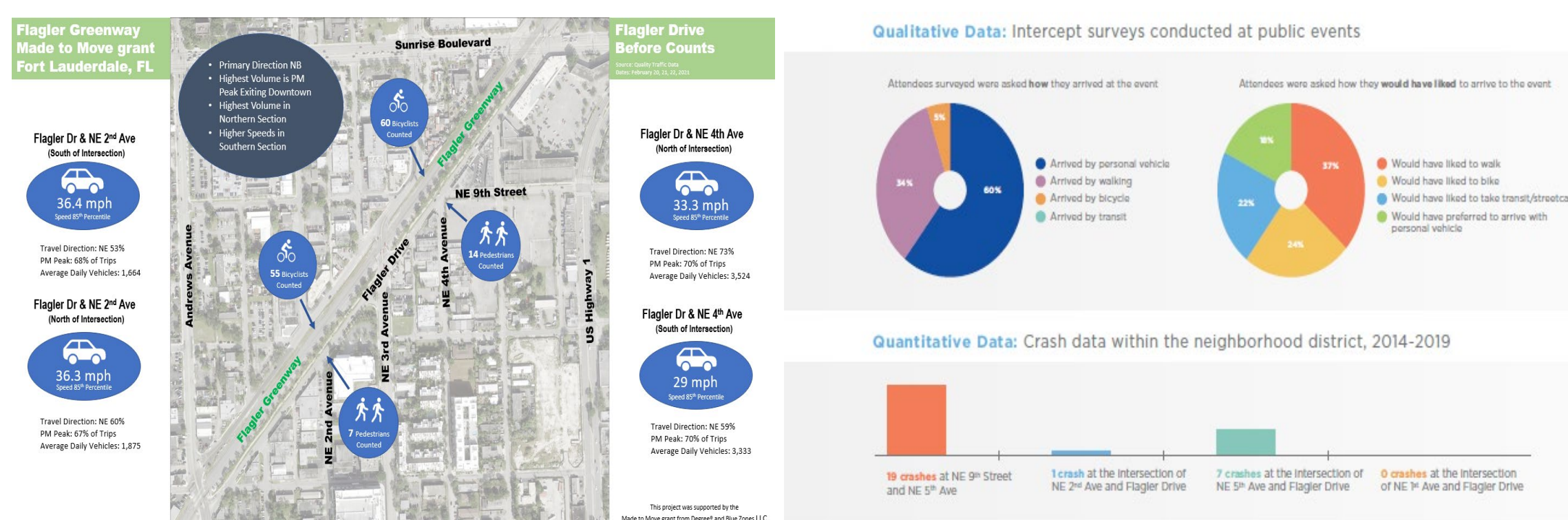
» Revitalizing Communities Via True Mobility

Flagler Drive was once a four-lane cut-through street with high vehicular speeds, skewed intersections and inadequate multimodal infrastructure with a resultant effect of crashes and a lack of vibrant businesses.

The City accomplished a context sensitive vibrant street through incremental change including three different grants and city matching funds to make this transformation.

Google street view graphics show the amount of pavement that was removed over the years, providing not only traffic calming and a more livable street supportive to economic development, but also better for the environment providing much more pervious surfaces and plant material to reduce urban heat island effects.

Key strategies included a lane elimination, addition of a greenway, and further additions of accessibility improvements, traffic calming, bicycle parking, and creative placemaking that have supported multimodal access and economic development.



- The biggest change was the first project that eliminated a lane in each direction and added new landscaping to create the Flagler Greenway with paint on the east side.
- The next project converted the painted bulb-outs to landscaped permanent areas.
- Latest project added crosswalks from the Greenway to the businesses that are now thriving, bike parking to support that mode of transportation, traffic calming at the request of the businesses, realignment of skewed intersections, improved lighting, and creative placemaking through painted intersections.



Leveraging Partnerships for Funding

Three different grants as well as some city match funds helped bring this to fruition.

The City was successful in receiving two separate grants through the Metropolitan Planning Organization (BMPO) through their federally funded Transportation Alternatives Program (TAP) in consecutive years.

- First TAP Grant – lane elimination, Flagler Greenway, parking and bulb outs through paint on east side
- Second TAP Grant – hardening of bulb outs and landscaping of east side

The City was then one of only five cities across the country that received a Made To Move grant from Degree/Unilever and Blue Zones to create the connections that were not contemplated with the first projects when there were no attractors.



ART

Daniel Marosi was selected by the Made to Move Creative Placemaking Committee that included representatives of the neighborhood, business owners, and the grantor.

Committee members noted that Marosi's design best captured the essence of both the existing art in the MASS District and the Made to Move Grant intent of promoting health, movement, music.