



## MEMORANDUM

DATE: October 11, 2017

TO: David Hebert, City Manager

FROM: Kathleen S. Margoles, Community and Economic Development Director

RE: CRA Update

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### City Updates

The CRA had a booth at the Florida International Council of Shopping Centers (ICSC) conference in Orlando from August 27<sup>th</sup>-29<sup>th</sup>. The CRA had a beautiful display showcasing new projects and events and the City video. The conference was attended by developers, retailers and property owners.

The Downtown Partners Meet and Greet was held October 11<sup>th</sup> at Bonsai Supply. The agenda included presentations by City staff on recent regulations regarding free standing development and medical marijuana. Staff provided a preview of future redevelopment at the West Dixie Lots and the Request for Qualifications to be released later this month. A luncheon was held at Funky Buddha Brewery on October 12<sup>th</sup> to introduce the project to the Developer community. The RFQ will be released next week.

The Florida Redevelopment Association is holding their annual conference in Daytona Beach October 18<sup>th</sup> – 20<sup>th</sup>. Three Oakland Park CRA projects are included in the 2017 Best Book:

Jaco Grand Plaza  
Prospect Plaza Parking Lot Renovation  
CRA Events

The Call to Artists for the second phase of the Utility Box Wraps closed on August 30<sup>th</sup>. The Arts and Culture Board reviewed the responsive submissions and chose six artists at the September 28<sup>th</sup> meeting. Staff is meeting with the artists to discuss the designs.

### Business News

On Wednesday, August 30<sup>th</sup>, Lucky's Market held it's long awaited Grand Opening. A Friends and Family event was held the day before. Both events were very well attended. After Hurricane Irma, they held several sales so residents could restock depleted supplies.

Another local grocery store, Living Green, located at 1305 E. Commercial Blvd., gave out produce and frozen food to residents post hurricane. The store lost power so the store manager decided to make the perishable foods available at no cost.

The Greater Fort Lauderdale Convention and Visitors Bureau (CVB) kicked off their new CRAVE GFL on September 27<sup>th</sup> at Funky Buddha. CRAVE GFL is a foodie video series hosted by Blue Arauz, the area Yelp Community Manager, designed to introduce visitors to venues outside of Fort Lauderdale.

G21, the fitness facility located at 3400 NE 11 Avenue, is planning an open house on Nov. 10<sup>th</sup> at 7pm. They expect to hold a grand opening when the front building and parking lots are finished. The applicants are also preparing plans to start work on the front building, which was approved for a culinary use.

Design Moves, located at 3650 NE 12<sup>th</sup> Ave. is hosting a One Year Anniversary Open House on November 9<sup>th</sup> at 5:30-9:00pm.

The Little Seamstress, located at 311 Prospect Rd., is hosting an official opening on November 17<sup>th</sup> at 6pm. The business first opened November 1967, 50 years ago in Wilton Manors and moved to Oakland Park last year.

There are several new tenants at 1101 NE 34<sup>th</sup> Court. Land and Sea Wraps, a graphic design company that specializes in car and boat wraps opened in late September. A

retail window and door store is opening next month. Pink Subs is renovating their space and plans on a January opening.

### Events

The September Music on Main, held on September 22<sup>nd</sup>, featured the Latin band Conjunto Impacto, Isley Rodriguez, Latin dancers and Latin food trucks. The event was part of the celebration of Hispanic Heritage Month, that included events at the Library, including ¡Cuentos! Stories to Celebrate and Connect with our Hispanic Cultures!, flamenco dancing, Zumba and an art display by Claudia Castillo.

Oktoberfest was held on October 6-8 at Jaco Pastorius Park. The weather cooperated this year with blue skies so all the activities could be enjoyed by record crowds. We received a Broward County Tourism Grant for \$17,500 that allowed us to add cultural and culinary activities including the Baroness Vladka von Loudenstimme, the opera singer, flower crown making and sausage and beer seminars, and additional marketing funding.

The Music on Main/Halloween Bash will be held on October 27<sup>th</sup> at City Hall, featuring Pan Paradise, a Calypso/Soca reggae Steel Drum Band. There will be activities for children including the annual favorite, Trunk or Treat and a costume contest.

A new event, the Art and Antique Walk, will be on November 18<sup>th</sup>. Attendees will enjoy a tour of art, antique and consignment shops in Oakland Park and Wilton Manors. The participating merchants include:

Jasper Kane  
Castaways  
Georgie's Consignment  
Decorative Arts & Fine Antiques  
Snooty fox  
Art & Design gallery  
Almost New  
Shades of the Past  
Mid Mod World  
Classic Collection Consignment

The participating stores will offer refreshments, special lectures and store tours. A shuttle will run along the merchant route allowing attendees to browse at their leisure. There will be food trucks and music at the Art Park for a lunchtime break.

Plans are ongoing for Holiday Village on December 8<sup>th</sup>-10<sup>th</sup> at Jaco Pastorius Park. The event will include the Holiday Lighting and the arrival of Santa, as well as entertainment, arts and craft vendors, food and activities for the entire family. The park and the downtown will be beautifully decorated for the season.

### Housing Development Updates

Oakland Preserve is a rental community comprised of 80 units, located at 3600 NE 2<sup>nd</sup> Avenue. They are currently fully leased. Their prices range from \$784 for a 1 bedroom/1 bathroom to \$1,085 for a 3 bedrooms/2 bathrooms.

Phase 3 of Urbn Village, located at 3351 N Andrews Avenue (south of Park Lane East) is currently under construction. Twelve of the 24 units in this phase have already been sold. This phase is expected to be delivered in Spring 2018. The price range for Urbn price range is \$239,900 – \$369,900.

The Pointe at Middle River, located at 2900 NE 12 Terrace has only two remaining of 40 homes for sale. One of them is the model unit. The prices are \$487,000 and \$587,000 for the model unit. Four homes will be closed next week.

Eastside Village, located at 4100 N Dixie Hwy, is reporting 88 out of 129 homes sold. Forty-one homes are still available for sale, and the prices are now ranging from \$328,990 - \$386,000.

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