

OAKLAND PARK
COMMUNITY REDEVELOPMENT AGENCY

CRA Strategic Action Plan

Prepared by
Redevelopment Management Associates (RMA)



A City on the Move

NOVEMBER 16, 2011

The CRA asked RMA to create a 5-Year Strategic Action Plan

- ✓ Reviewed 12 Redevelopment Sites
- ✓ Identified Capital Improvements
- ✓ Found Operational & Organizational Opportunities
 - Land Use & Zoning
 - Marketing/Brand
 - Main Street
 - RCP Funds

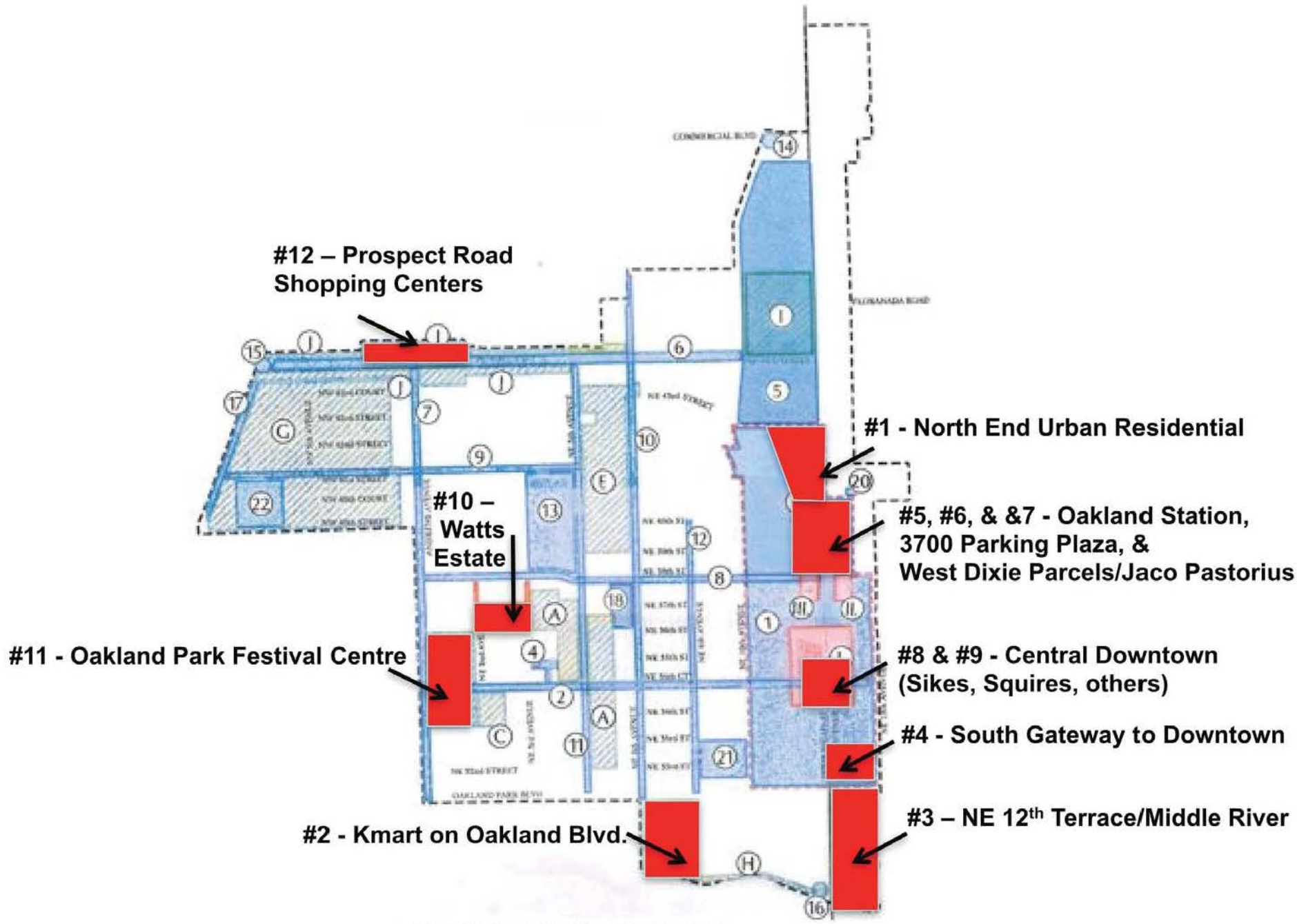


A City on the Move

Let's Review the 12 Redevelopment Sites
and RMA recommendations for each site.



A City on the Move



Site #1

North End Urban Residential Site



North End Urban Residential Site



Olé – Naples/Paseo – Ft. Myers



A City on the Move

Action Steps

- ✓ Market the site to multi-family residential developers
- ✓ Explore minimal commercial component
- ✓ Respond to issue of minimum unit size - current minimum 900 sq ft/average 1,100 sq ft
- ✓ Structure the public/private partnership
- ✓ Coordinate design with Pastorius Park



Site #2

Kmart Site on Oakland Park

OAKLAND PARK BOULEVARD



NEW
COMMERCIAL OR
MIXED-USE
DEVELOPMENT

URBAN
RESIDENTIAL
DEVELOPMENT
ALONG MIDDLE
RIVER

Kmart Site on Oakland Park



West Hollywood Gateway – Los Angeles, CA



A City on the Move

Kmart Site on Oakland Park



San Antonio Riverwalk



A City on the Move

Action Steps

- ✓ Meet with prospective buyer
- ✓ Market the site to commercial/mixed-use residential developers
- ✓ Encourage public use of Middle Riverfront
- ✓ Structure the public/private partnership
- ✓ Create development agreement if required



Site #3

Middle River Site & NE 12th Terrace

MIDDLE RIVER
REDEVELOPMENT
SITE



NE 12TH TERRACE
PROPOSED
STREETScape -
LANDSCAPING,
PARKING
IMPROVEMENTS

HISTORIC
SOUTHEAST
PACKING HOUSE
SMOKESTACK

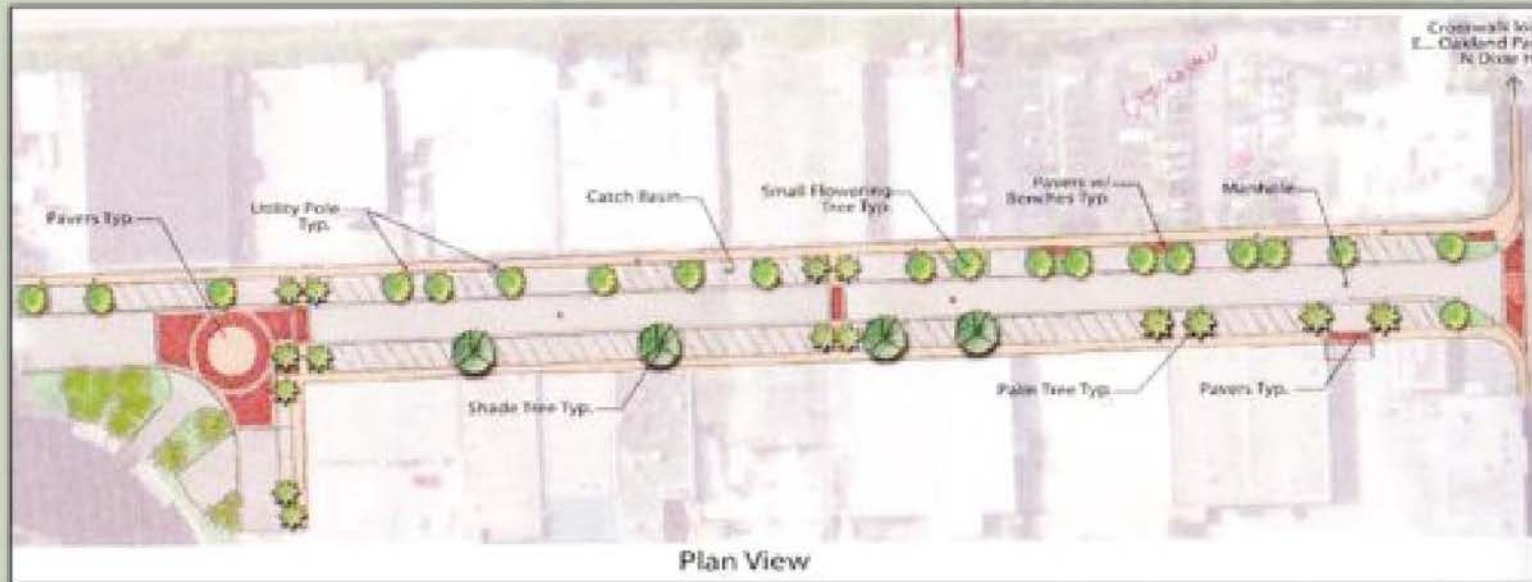
Middle River Site



A City on the Move

NE 12th Terrace

Proposed Streetscape Improvements



NE 12th Terrace



Southeast Packing House Smokestack

“This important part of Oakland Park history must be preserved!”

– Images of Oakland Park



Action Steps

- ✓ Market the site to multi-family residential or resort/hotel developers
- ✓ Encourage public use of Middle Riverwalk from public boat ramp
- ✓ Structure the public/private partnership
- ✓ Create development agreement if required
- ✓ Consider 12th Terrace streetscape enhancements



Site #4

South Gateway to Downtown



South Gateway to Downtown



A City on the Move

South Gateway Opportunities



Hyatt Place Hotel – Downtown West Palm Beach



A City on the Move

South Gateway Opportunities



The Glasshouse (Sligo, Ireland) – 116 guestrooms; ground-floor bar, Mediterranean style restaurant, strong emphasis on architectural design.



A City on the Move

Action Steps

- ✓ Issue RFP for site (current properties)
- ✓ Test the RFP with Developers
- ✓ Structure the public/private partnership
- ✓ Create development agreement if required



A City on the Move

Sites # 5,6 & 7 -- North Gateway Area Downtown Oakland Park

FUTURE PARK
EXPANSION

JACO PASTORIUS
PARK – CULINARY
COMPONENT
OPTION?

OPEN SPACE/
ENTRY FEATURE

SHORT TERM OPEN
SPACE AND/OR
SURFACE PARKING

LONG TERM MIXED-
USE/PARKING



COMPATIBLE
WAREHOUSE -
AQUACULTURE

CULINARY
MARKET

OPEN DINING
AREA TO 38TH ST.

PARKING PLAZA/
EVENTS VENUE

LONG TERM
MIXED-USE
DEVELOPMENT

DIXIE HIGHWAY



A City on the Move

Downtown Oakland Park

There is a tremendous opportunity to create a unique, one of a kind **BRAND STRATEGY** for Downtown !!

... and also create a grand entrance to the area!



A City on the Move

Downtown Oakland Park ...

“Culinary Arts District”



A City on the Move

What's in a Culinary Arts District”

- Apparel
- Appliance
- Bar Supply
- Books
- Cookware
- Cutlery
- Equipment
- Kitchen Design
- Kitchen Tools
- Refrigeration
- Shelving
- Sinks and Faucets
- Storage
- Supplies
- Table Top
- Culinary School
- Nutrition Education



Action Steps

- ✓ Brand the area as a Culinary Arts District
- ✓ Redevelop each site in accordance with the brand strategy.....

..... for example



A City on the Move

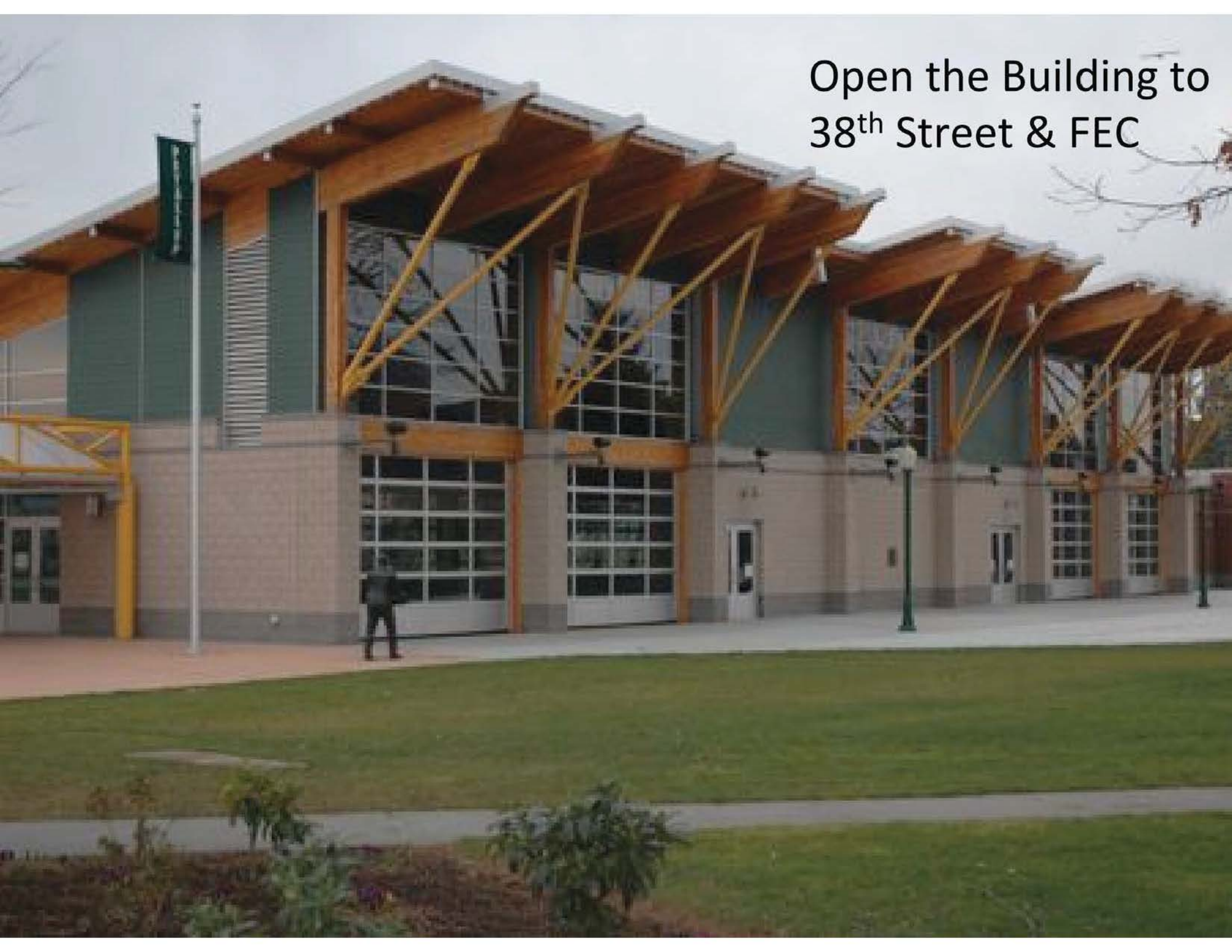
Site # 5

Oakland Station



A City on the Move

Open the Building to
38th Street & FEC






The CULINARY CENTER *of* KANSAS CITY™



The Interactive Cooking Experience Video

Home

About CCKC

Message From The "Main Dish"

Class Schedule

Interactive Cooking and Teambuilding Experience

The Midwest BBQ Institute

Private Events

Kitchenology

Dinners On Demand

Staff Lunch

Gift Certificates

FAQ

Contact Us

REGISTER FOR CLASSES

MUTE



Celebrating The Culinary Arts



A City on the Move


The CULINARY CENTER *of* KANSAS CITY™



The Interactive Cooking Experience Video

[Home](#)

[About CCKC](#)

[Message From The "Main Dish"](#)

[Class Schedule](#)

[Interactive Cooking and Teambuilding Experience](#)

[The Midwest BBQ Institute](#)

[Private Events](#)

[Kitchenology](#)

[Dinners On Demand](#)

[Staff Lunch](#)

[Gift Certificates](#)

[FAQ](#)

[Contact Us](#)

[REGISTER FOR CLASSES](#)

[MUTE](#)



Kitchenology



A City on the Move


The CULINARY CENTER *of* KANSAS CITY™



The Interactive Cooking
Experiences Video

Home

About CCKC

Message From The
"Main Dish"

Class Schedule

Interactive Cooking and
Teambuilding Experiences

The Midwest BBQ
Institute

Private Events

Kitchenology

Dinners On Demand

Staff Lunch

Gift Certificates

FAQ

Contact Us

REGISTER
FOR
CLASSES

MUTE

Cooking Classes



A City on the Move

Action Steps

- ✓ Market existing warehouse to Algae to Omega expansion/other compatible use
- ✓ Structure the Public-Private Partnership for South Bay (~30,000 sq ft)
- ✓ Attract restaurant for front bay
- ✓ Attract central market operator
- ✓ Culinary School option
- ✓ Create development agreement if required



Site # 7

West Dixie Parcels



A City on the Move

Action Steps

- ✓ Provide visual improvements until market improves
- ✓ When appropriate, market the south property for redevelopment/culinary uses



North Gateway Opportunities



A City on the Move

Jaco Pastorius Park



A City on the Move

Jaco Pastorius Park Expansion



VIEW A -



VIEW B -



VIEW C - AERIAL PERSPECTIVE LOOKING NORTHWEST

JACO PASTORIUS PARK



KEY MAP



JANUARY 28, 2009



A City on the Move

Action Steps

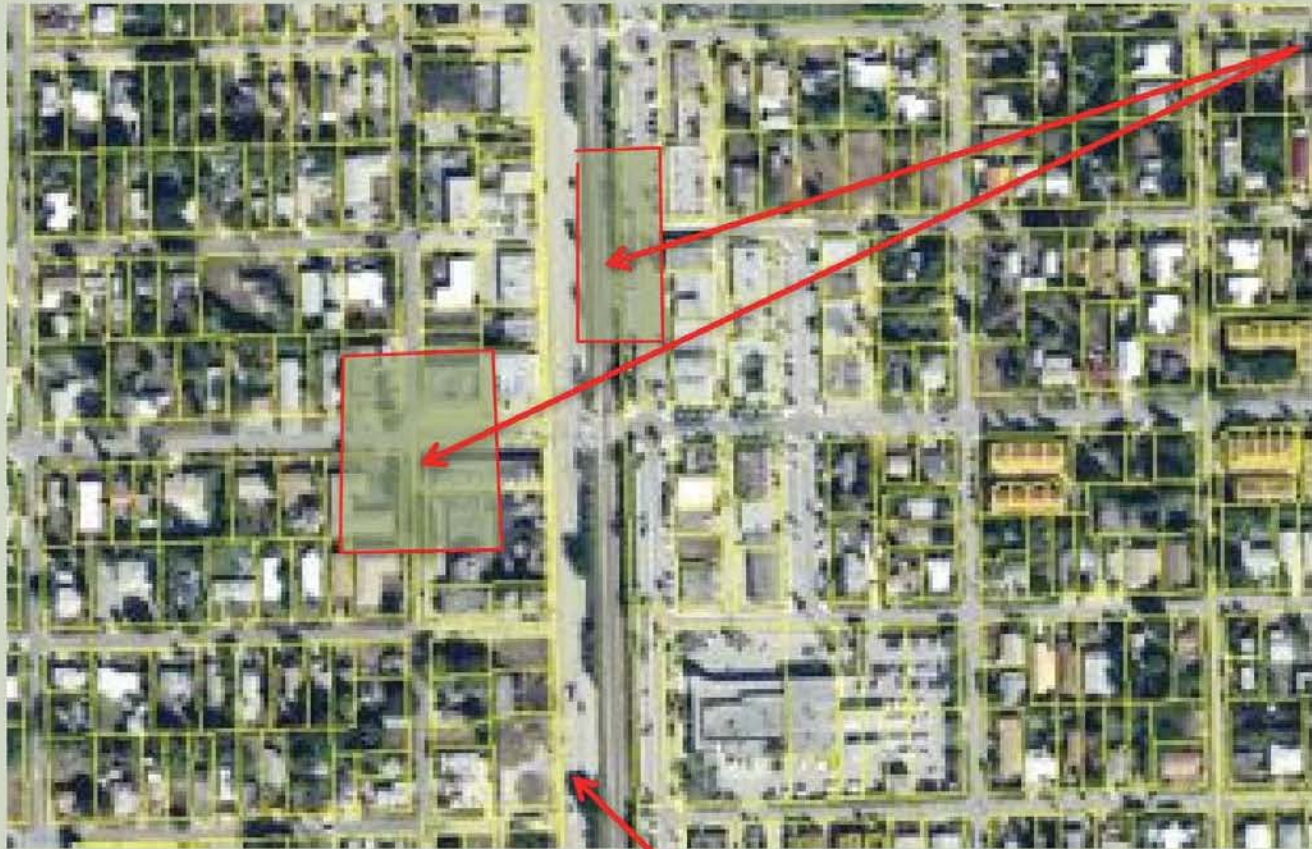
- ✓ Implement approved park improvements
- ✓ Explore ‘public oriented’ uses of the L-shaped building
- ✓ Culinary Arts School option
- ✓ Pedestrian link to 12th Avenue Downtown



Sites # 8 & 9

Central Downtown Area

SIKES PROPERTY &
SQUIRES BLOCK



DIXIE HIGHWAY



A City on the Move

Central Downtown Area



A City on the Move

Central Downtown Area



A City on the Move

Façade Improvement Program



After



Before



A City on the Move

Façade Improvement Program

Before



After



Rendering



A City on the Move

Action Steps

- ✓ Encourage rehabilitation and re-tenanting of existing buildings
- ✓ Continue meetings with property owners and prospective tenants
- ✓ Explore RCP Funds for Façade Improvement Program
- ✓ Emphasize Brand Strategy as business attraction tool



Other Downtown Strategies

- Future FEC Town Center Station
- Future “Centralized Parking” Locations



A City on the Move

Future FEC Town Center Station

54 OAKLAND PARK NE 38TH ST

Station Area Statistics

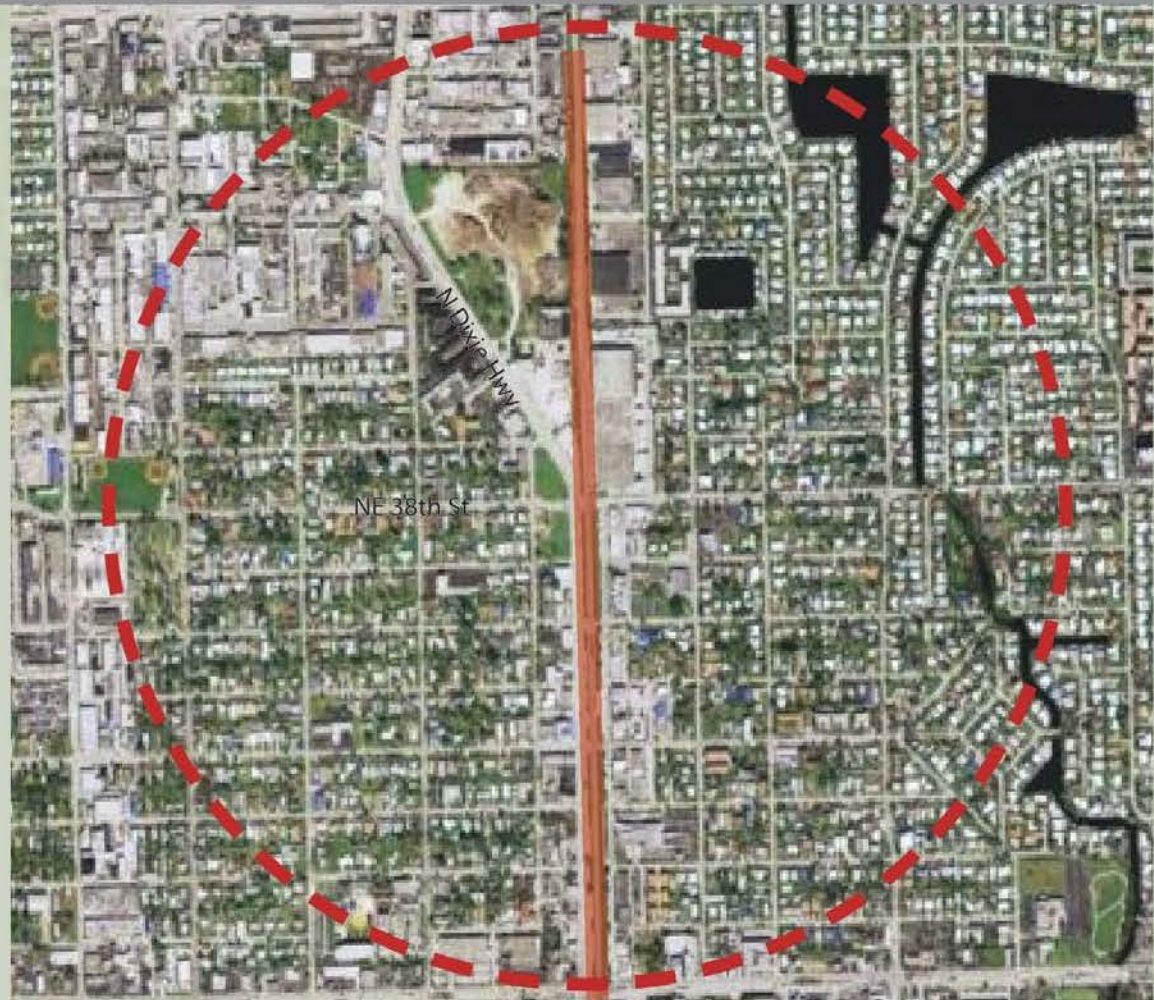
Population: 5,776

Employment: 3,456

Transit: BCT Rt 50

Vehicle Access: Local

Other Information:



A City on the Move

FEC Action Steps

- ✓ FDOT/FEC and Tri-Rail Proposals in Discussion
- ✓ Monitor Negotiations and Legislative Initiatives
- ✓ Identify LPA for Location of Town Center Station
- ✓ Initiate Discussions with Tri-Rail regarding City Support



A City on the Move

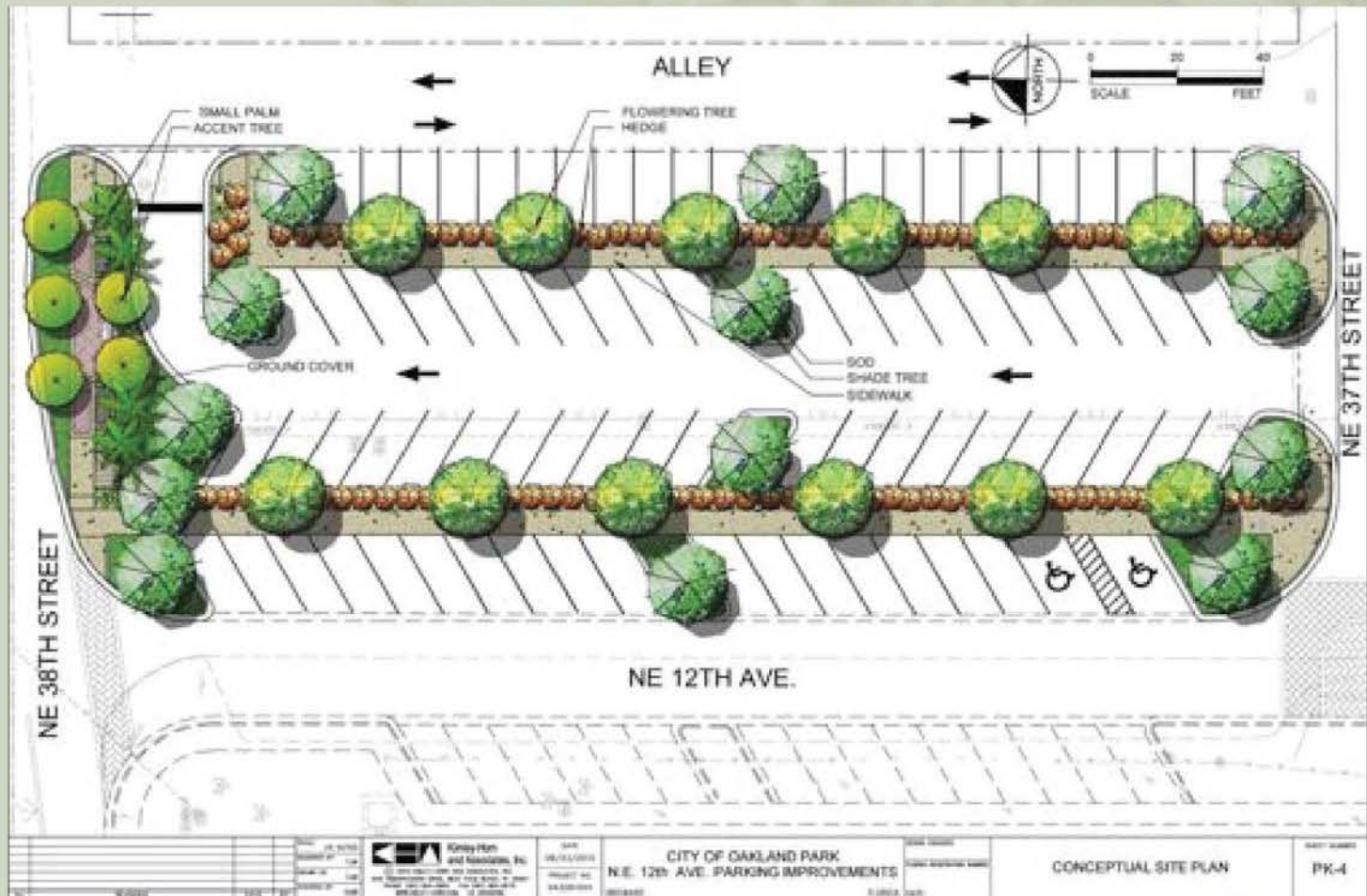
Future “Centralized Parking”

- Parking Study shows need for future parking
 - ~180 spaces on NE 12th Ave
 - ~400 spaces, remainder of LAC
 - Will need parking for future development



Site # 6

3700 Block Parking

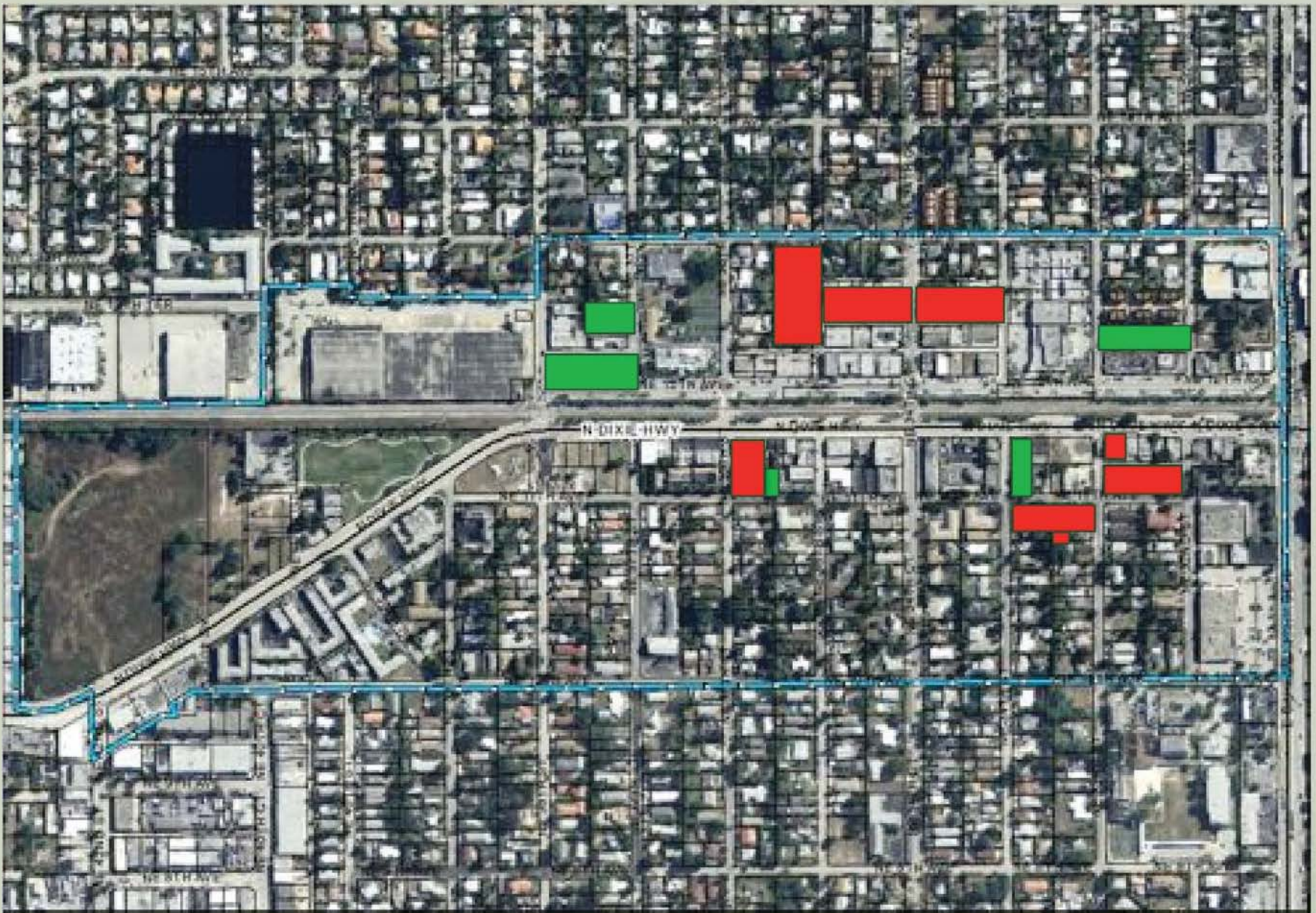
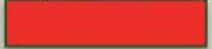


Parking

City



Acquisition?



A City on the Move

Parking Action Steps

- ✓ Identify potential acquisition sites for future parking
- ✓ Identify funding strategies for acquisition of site(s) for parking
- ✓ Acquire properties as opportunities allow/new development requires



Site #10

Watts Estate

Single Family Residential Opportunity

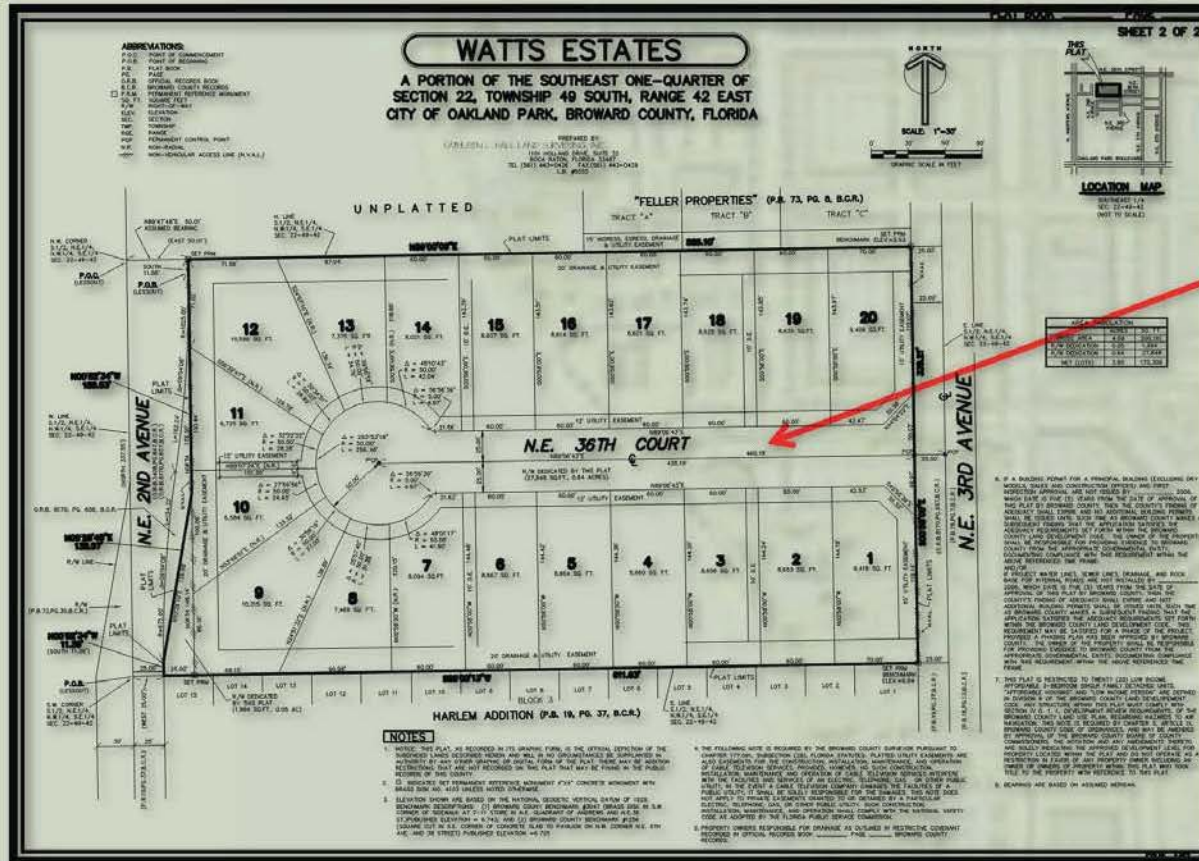


A City on the Move

Site #10

Watts Estate

Single Family Residential Opportunity



IMMEDIATE OPPORTUNITY FOR SINGLE-FAMILY RESIDENTIAL



A City on the Move

Site #11

Festival Market Shopping Center



REHABILITATE
AND RE-TENANT
SHOPPING
CENTER

ANDREWS AVENUE

Festival Market Shopping Center



A City on the Move

Site #12

Shopping Centers - Prospect Road



REHABILITATE
AND RE-TENANT
SHOPPING
CENTERS

IMPROVEMENTS
TO PUBLIC
PARKING LOTS

PROSPECT ROAD

ANDREWS AVENUE



A City on the Move

Sample Shopping Center Rehab



A City on the Move

Future Capital Improvements

(Tied to Redevelopment Projects)

- Dixie Highway Intersection Enhancements
 - 38th Street – North Gateway
 - 34th Court– Central Downtown
 - Oakland Park Boulevard – South Gateway
- Improvements along North Andrews Avenue
 - Oakland Park Boulevard to Prospect Road



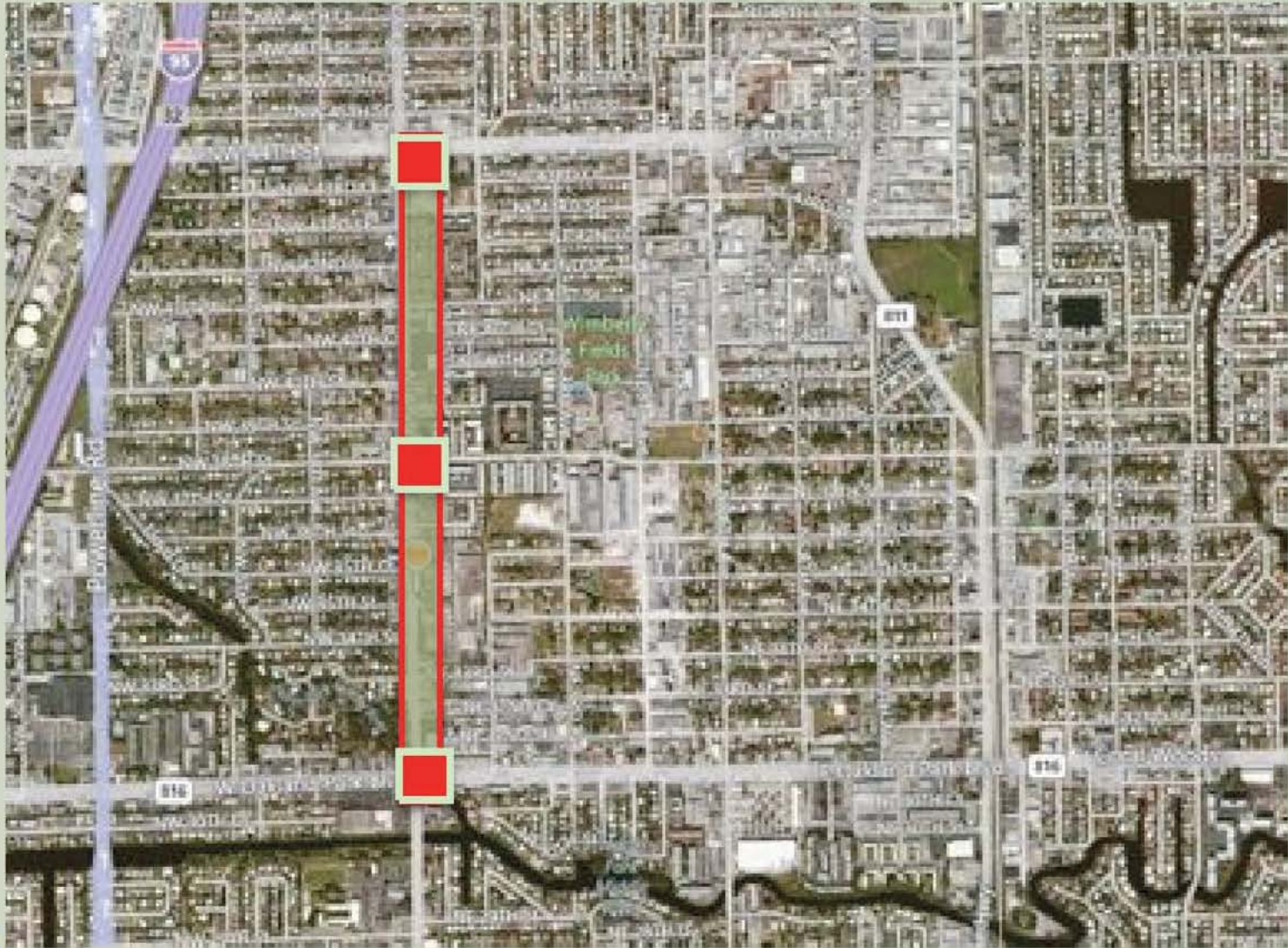
A City on the Move

Dixie Highway Intersection Enhancements



A City on the Move

Andrews Avenue Improvements



A City on the Move

Operation & Organization

- Regulatory – Land Use, Zoning
- Marketing – Business Attraction, PR
- Organizational – Partners
- RCP Funds – Funding Redevelopment



A City on the Move

Land Use/Zoning

- ✓ Initiate Permitted Use Changes in Downtown, Residential Unit Size, Riverwalk Provisions
- ✓ Undertake Comprehensive Review
 - Signage Regulations
 - Development Review Procedure
 - Other opportunities for Business-Friendly Regulations/Processes
- ✓ Review Land Use Regulations as new Redevelopment Projects are proposed



Marketing

Key retail marketing strategies will be needed to improve the business climate in downtown and the city as a whole including the following...

- Branding
- Business Attraction & Development
- Communications and PR



A City on the Move

Define Who You Are

When people think about great cities, it's often the intangible qualities - vitality, sense of place, and positive experiences - that they remember most.

“Project for Public Spaces”



Define your message and share it in print and online and through design elements.

A City on the Move



Positioning Yourself in the Market Place

Website & Social Media Pages
Facebook, Twitter, Youtube, District Banners and Print
Collateral



A City on the Move

Example: The development of the Northwood Village brand...

Northwood Village focused on the store owners and merchants to create a sense of excitement.

It roused curiosity and visitors wanted to know more about these folks. The focus was on who you might see downtown in addition to what you might you might find.



A City on the Move

Northwood Village

West Palm Beach



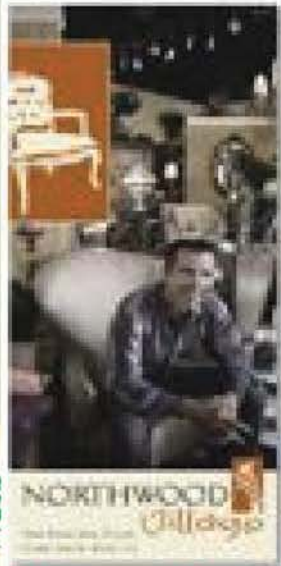
In the beginning...

little or no foot traffic



A City on the Move

Northwood Village Real Faces – Real Places



The development of the Art & Wine Promenade

Sight, Touch, Sound, Taste and Smell...

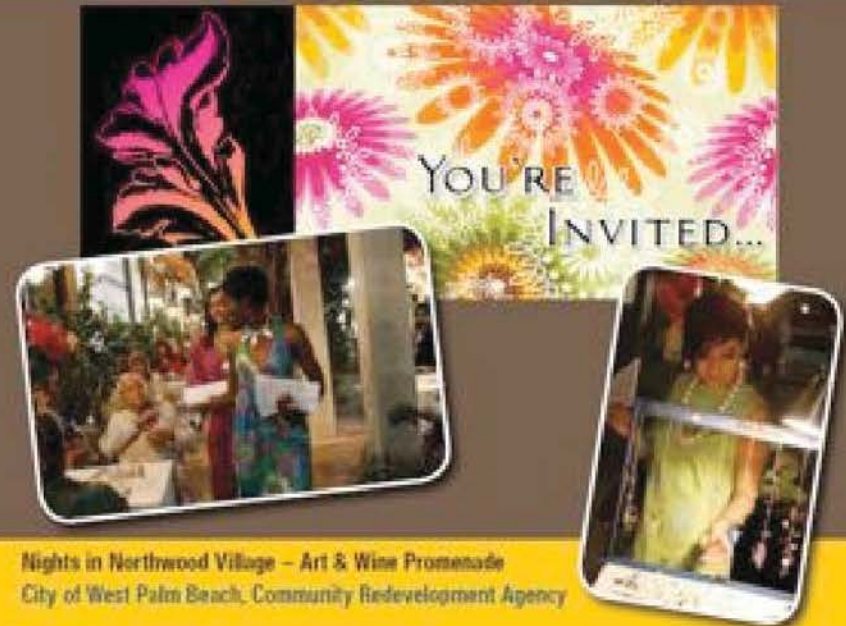
Everyone loves Food and Wine!



This event grew and led to enhanced business attraction and retention efforts and won an FRA Award for Cultural Enhancement



Cultural Enhancement



Nights in Northwood Village – Art & Wine Promenade
City of West Palm Beach, Community Redevelopment Agency

More info: (561) 822-1551 • amcoormick@wpb.org

Nights in Northwood Village "Art and Wine Promenade" is an event to attract pedestrians to an area that is undergoing redevelopment. Designed for all the senses – visual arts for sight, music and friendly conversation for sound, beautiful jewelry and handmade soaps to touch, tastes and smells from around the globe, and the feeling you have experiencing it all in one eclectic place with authenticity at its core. The event attracts visitors to the 'up and coming Northwood Village, where once abandoned stores have been polished back to mint condition' as quoted from the April 2009 issue of Southern Living.

12 THE 2009 FRA AWARDS BEST BOOK



A City on the Move

Oakland Park Brand



The screenshot shows the website for The Culinary Center of Kansas City. The header features a purple and white striped background with a decorative fork and spoon icon and the text "The CULINARY CENTER of KANSAS CITY™". The main content area is purple and features a central image of a chef plating food with the text "Celebrating The Culinary Arts" overlaid in a cursive font. A left sidebar contains a list of menu items and a "REGISTER FOR CLASSES" button.

The CULINARY CENTER of KANSAS CITY™

Celebrating The Culinary Arts

- The Interactive Cooking Experience Video
- Home
- About CCKC
- Message From The "Main Dish"
- Class Schedule
- Interactive Cooking and Teambuilding Experience
- The Midwest BBQ Institute
- Private Events
- Kitchenology
- Dinners On Demand
- Staff Lunch
- Gift Certificates
- FAQ
- Contact Us

REGISTER FOR CLASSES

MUTE

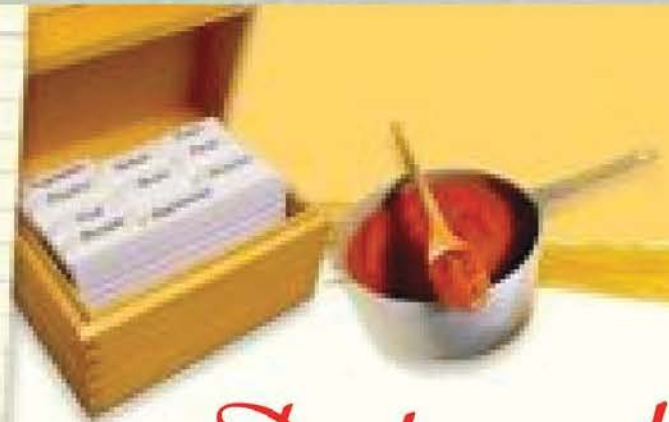


A City on the Move

“Culinary Arts District”

Dish it up!
cooking classes
class calendar
featured chefs
wine center
gift certificates

blog
recipes
kitchen tips
testimonials
contact us
home



Dish it up!

Seattle's Premier Gourmet Cooking Store!



A City on the Move

Leverage Oakland Park Resources

Capitalize on Oakland Park's existing "culinary arts assets" – to name just a few...

- Word of Mouth
- Hugh's Catering
- Peter Pan
- Ultimate Cuisine, Inc.
- The Restaurant Warehouse
- Kitchen 953
- Allied Kitchen & Bath
- Affordable Discount Cabinets
- Many others



A City on the Move

- Use area hotels and tourism venues –
Convention & Visitors Bureau

Discover
THE PALM BEACHES
& BOCA RATON
the best way to experience Florida

CULTURAL COUNCIL |
SPORTS COMMISSION |
FILM & TELEVISION
COMMISSION

MEETING PROFESSIONALS | TRAVEL TRADE | MEDIA | PARTNERS | MEMBERS

VACATIONS | PLACES TO STAY | THINGS TO DO | VISITOR CENTER | EVENTS | MAPS

92° 8:12 AM

Home » Stay Play

Share This

PLAY

SAVE

STAY

West Palm Beach's Waterfront

Wildlife Watching

Romance Rekindled

Be in the Know . . .

Events, Street Fairs & Happenings

Art & Wine Promenade at Northwood Village
West Palm Beach
Street Side Wine Tasting with Live Music in One of West Palm Beach's Most Historic Locations
Future Dates: 09/24/10, 10/29/10, and 11/05/10

Be in the Know

- Walk a streetscape that features over 30 artists, 3 live bands, and 1 incredible community mural project – all while sampling a delightful selection of fine wines.
- Before, during, or after the Promenade try one of the district's first-class restaurants or shop one of the many antique stores.
- Northwood Village is also the gateway to one of West Palm Beach's most architecturally charming and nationally-recognized neighborhoods – Old Northwood – listed on the National Register of Historic Places.

Special Offers & Packages

From just \$19.09

Click here to learn more

Discover over 85 offers

Click here to learn more

Blog

Living in a Postcard

Click here for Blog

eNewsletter

Sign Up
Current eNewsletter

Stay Connected

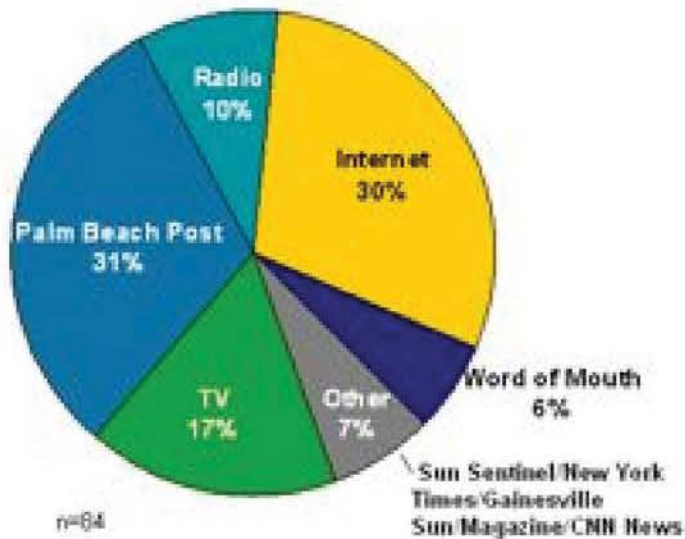
Twitter Facebook RSS LinkedIn



A City on the Move

➤ Utilize research to know your customer

Main Source of News or Information
Total



| Demographics | Total n=64 | Art & Wine Promenade | |
|--|---------------|------------------------------------|--------------------------------|
| | | First Time Visitor, (A) n=58 | Repeat Visitor, (B) n=34 |
| Home Ownership in Palm Beach County | | | |
| Own | 60% | 64% | 74% |
| Rent | 23% | 24% | 21% |
| Not a resident of Palm Beach County | 6% | 10% ^B | 0% |
| Refused | 4% | 2% | 6% |
| Ethnicity | | | |
| White | 62% | 56% | 71% |
| Black | 27% | 30% | 24% |
| Hispanic | 6% | 6% | 3% |
| Mixed racial background | 2% | 2% | 3% |
| Asian or Pacific Islander | 1% | 2% | 0% |
| Other | 0% | 0% | 0% |
| Refused | 1% | 2% | 0% |
| Household Income | | | |
| Under \$35,000 | 8% | 10% | 8% |
| \$35,000-\$49,999 | 6% | 6% | 6% |
| \$50,000-\$74,999 | 12% | 16% | 8% |
| \$75,000-\$99,999 | 6% | 6% | 6% |
| \$100,000-\$149,999 | 16% | 6% | 27% ^A |
| \$150,000 and over | 8% | 12% | 3% |
| Refused/Don't know | 44% | 42% | 47% |
| Mean (in Thousands) | 94.8 | 93.2 | 97.5 |



A City on the Move

Marketing Action Steps

- ✓ Implement Proposed Marketing Strategy
 - Further develop brand concept
 - Implement business attraction strategy
- ✓ Identify Funding for Marketing Initiatives
- ✓ Establish a Business Improvement District(s) (BID)



A City on the Move

Organizational Partners



Oakland Park Main Street

- ✓ Utilize Main Street's strengths
- ✓ Provide oversight of Main Street contract and initiatives
- ✓ Assist in growing the signature events coordinated by Main Street
 - Oktoberfest
 - New Events
- ✓ Main Street staff development and training
- ✓ Partner with Main Street on recruitment



Broward County Redevelopment Capital Program (RCP)/Other Funds

- ✓ Set meetings with Broward County Staff to outline Strategic Action Plan
- ✓ Propose new process for future RCP funding
- ✓ Identify other sources for funding redevelopment projects



A City on the Move

Broward County Redevelopment Capital Program (RCP)/Other Funds

- ✓ Land Acquisition \$5.5 - \$5.8 million
- ✓ Street/River/Park Improvements \$3.0 - \$5.0 million
- ✓ Development Incentives \$1.0 - \$2.0 million
- ✓ RCP Funds - \$10.2 million



A City on the Move

Summary To-Do List

- ✓ Accelerate new development on the 12 target sites
- ✓ Launch marketing/brand/recruitment
- ✓ Sell County on Action Plan to access RCP funds



A City on the Move

Let's Make it Happen!



A City on the Move

Let's Make it Happen!



A City on the Move

Let's Make it Happen!



A City on the Move

Discussion



A City on the Move