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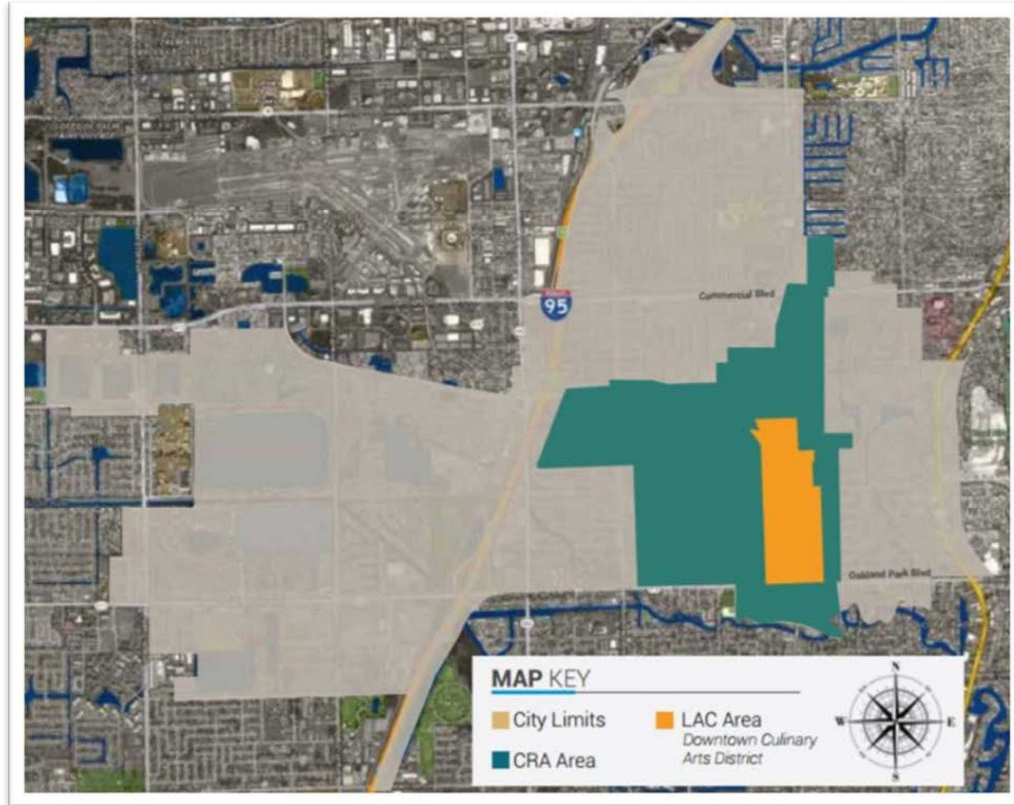
OAKLAND PARK
COMMUNITY
REDEVELOPMENT
AGENCY

2017 - 2022
CRA STRATEGIC ACTION PLAN



CRA HISTORY

- 2005** CRA Plan approved by the City and County
- 2007** The County Interlocal Agreement, to fund CRA activities using the Redevelopment Capital Program is executed
- 2011** CRA Board adopts the CRA 2012 -2017 Strategic Action Plan
- 2015** Redevelopment Planning Team is established to comprehensively implement a multifaceted approach to redevelopment
- 2016** Oakland Park initiates a CRA Planning Year in preparation for the 2017 action plan
- 2017** Board considers 2017-2022 Strategic Action Plan
- 2045** CRA will sunset

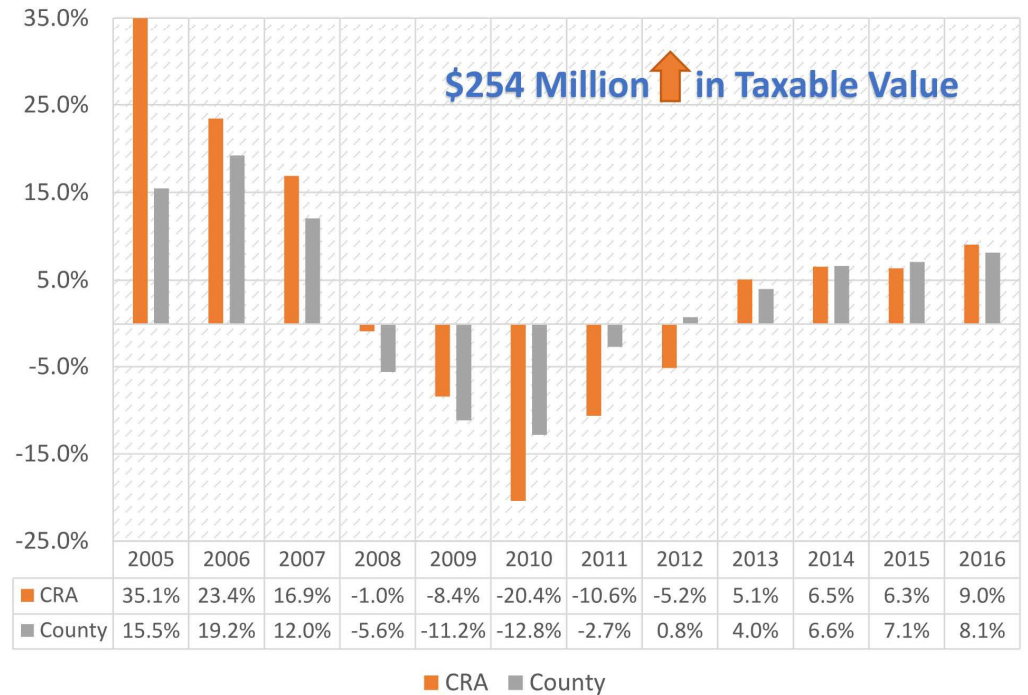


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CAPITAL PROJECTS

- Despite the fact that the CRA was launched the same year as the worst economic recession in the United States since the Great Depression, **10 of the 27 capital improvement projects were completed.**
- This includes the advancement of 8 projects not slated for completion until 2020.

Tax Base Growth Rate - County and Oakland Park CRA (2005 to 2016)



POLICIES & PROGRAMS

The policies and programs proposed in Phase I and Phase II of the Plan were primarily centered around land use changes and the implementation of quality of life programs.

Based on the housing market decline...
**the CRA placed programs aimed at
affordable housing and land-use policy changes
on hold**

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**The CRA successfully implemented
community appearance and public art
programs, such as:**

- The Landscape Beautification Initiative
- Public Art Program
- Commercial Facade
- Relocation Assistance
- Strategic Investment Program
- Marketing and Branding Campaign

PUBLIC-PRIVATE PARTNERSHIPS

8 Private investment projects completed on CRA target sites

Private redevelopment projects generated an additional \$5.2 M in taxable value

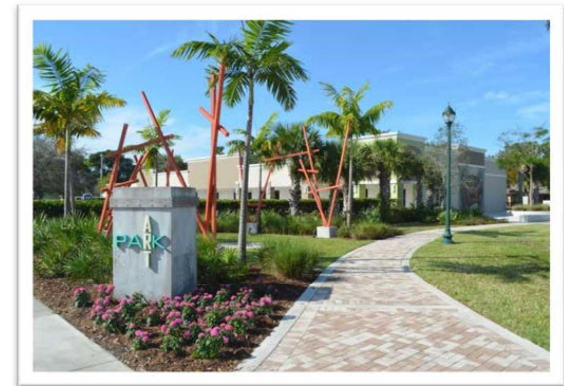
The CRA has seen a 136% return on investment from these partnerships

The Public-Private Partnership Projects were anticipated to be completed within Phase I of Redevelopment. However, due in large part to the state of the economy from 2007 – 2012 the CRA was unable to move forward with plans to develop mixed use facilities or find a viable partner to have the financing to construct during the economic decline.

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2017-2022 CRA STRATEGIC ACTION PLAN



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2017-2022 CRA GOALS

**Redevelopment
of the Downtown**

**Connections to
Downtown**

**Strengthen
Neighborhoods**

**Increase Attainable
Housing Options**

*Revisions Recommended

**Increase Availability
of Well-planned
Housing**

**Increase
Green Space**

*Revisions recommended

**Increasing and
Replenishing
Green Space**

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2017-2022 CRA GUIDING PRINCIPLES

6 GUIDING PRINCIPLES for CRA Redevelopment Strategy

1

Make the distinction between
“growth” and “investment”

2

Be tactical and
strategic

3

Be focused

4

Start where there is already momentum

5

Find the right
partners for
specific goals

6

Communicate
and coordinate

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2017-2022 CRA STRATEGIC ACTION PLAN

The Hectic Planning Year

Adoption of Uniform Landscape Streetscape Design Guidelines & Standards
Community Enhancement Lien Compliance Initiative
Enhanced Maintenance of the City's Landscaping

RETAIL REDEVELOPMENT

Retail Market Study
Facilities Study Update
DOWNTOWN MOBILITY PLAN

New Policies for Infrastructure
POP Star Program Award for Enhanced Landscaping Improvements
Expand CRA Façade Incentive City Matching Grant Program

CAPITAL IMPROVEMENT PROJECTS (CIP)

GUIDELINES & STANDARDS

FACILITIES

MIXED-USE

Request for Proposals for West Dixie Lots
Architectural Guideline Development for Downtown
Downtown Mixed-Use District Land Use and Zoning
Branding and Marketing Plan
Capital Program Financing

POST OFFICE BUILDING

L-SHAPED BUILDING

City Hall and Surrounding Amenities

ZONING

INCENTIVES

Landscaping Incentive
City Matching Grant Program

CRA STRATEGY REVIEW

In keeping with the CRA Plan, the 2017- 2022 Strategic Action Plan Activities are separated into three categories:

PUBLIC-PRIVATE PARTNERSHIPS

- Including Land Acquisition

CAPITAL PROJECTS

POLICIES & PROGRAMS

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FOCUSING ON DOWNTOWN

OPPORTUNITIES
FOR THE FUTURE

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WHY FOCUS ON DOWNTOWN

REASON 1

It is in line with smart growth practices.



Since the inception of the CRA concept in Oakland Park, the downtown has been the “Linchpin” of the redevelopment efforts. This continues to be the recommended way forward for the CRA.

“ Start where there is already momentum.”

The Downtown has seen the largest growth in private investment in the CRA. We must leverage that growth to attract the right partners for new impactful mixed use development.

“Be focused, tactical, and strategic.”

A focused and visible improvement in a target area will spur investment in the expanded area, thereby maximizing the CRA return on investment.

Our Downtown is the Catalyst for Oakland Park.



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WHY FOCUS ON DOWNTOWN

REASON 2

There is a market for this kind of development and the downtown needs a customer base.

Mixed use development is the trend for millennials who are looking for the urban experience and a sense of community and empty nesters who want to rid themselves of home maintenance and lawn care.

This favorable market brings:

- Interest and investment
- Greater tax base
- Jobs
- Transit oriented development
- Ultimately prosperity



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WHY FOCUS ON DOWNTOWN

REASON 3

It creates a central core and an identity for Oakland Park.

The Culinary Arts District and careful curation of the small town downtown vision creates a sense of place for Oakland Park, that was not well defined in the past.



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2017-2022 CRA STRATEGIC ACTION PLAN

RFP for Development of West Dixie Lots

- Hire consultant to conduct massing study and design plan
- Select private partner to develop mixed-use project with retail, residential, and parking



Estimated CRA Contribution: \$2,500,000

**Contribution may be in the form of land value, fee waivers, etc*

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2017-2022 CRA STRATEGIC ACTION PLAN

L-SHAPED BUILDING

- Hire consultant to evaluate feasibility of culinary market
- Select partner to develop Culinary Marketplace

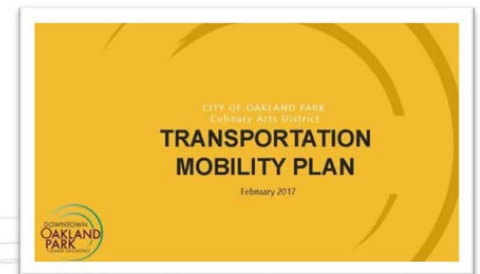
Market Redevelopment:
\$3,269,000

Land Acquisition
for Market: \$1,500,000

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2017-2022 CRA STRATEGIC ACTION PLAN



Mobility

Land acquisition opportunities for mobility improvements downtown

Land Acquisition for Mobility Improvements: \$2,500,000

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Vision

- Enhancing Mobility to Guide Economic Development
 - Fostering connections between the district and the surrounding neighborhoods
 - Connectivity between East and West sides of the Rail
 - Getting people out of the car to walk
 - Successful Integration of a new transit station

- Train Station
- Greenway Connections
- Open Space
- Potential Parking Areas
- Enhanced Bike/Ped Crossings
- Major Vehicular Paths



2017-2022 CRA STRATEGIC ACTION PLAN

City Properties

Potential relocation of
City facilities to provide
And opportunity for
Highest and best use of
these key properties in
central downtown

Land Acquisition to
support redevelopment:
\$6,800,000



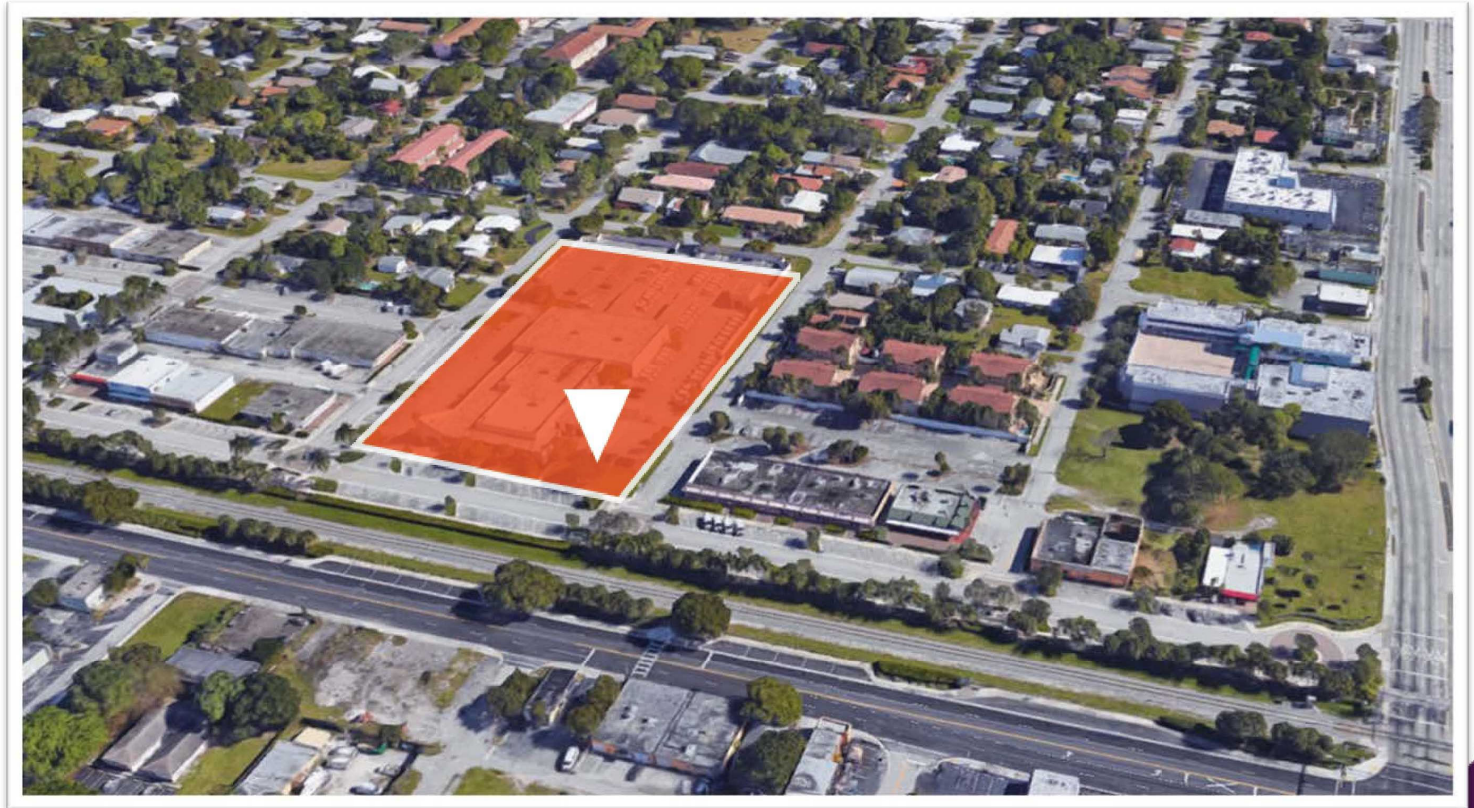
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2017-2022 CRA STRATEGIC ACTION PLAN

POST OFFICE

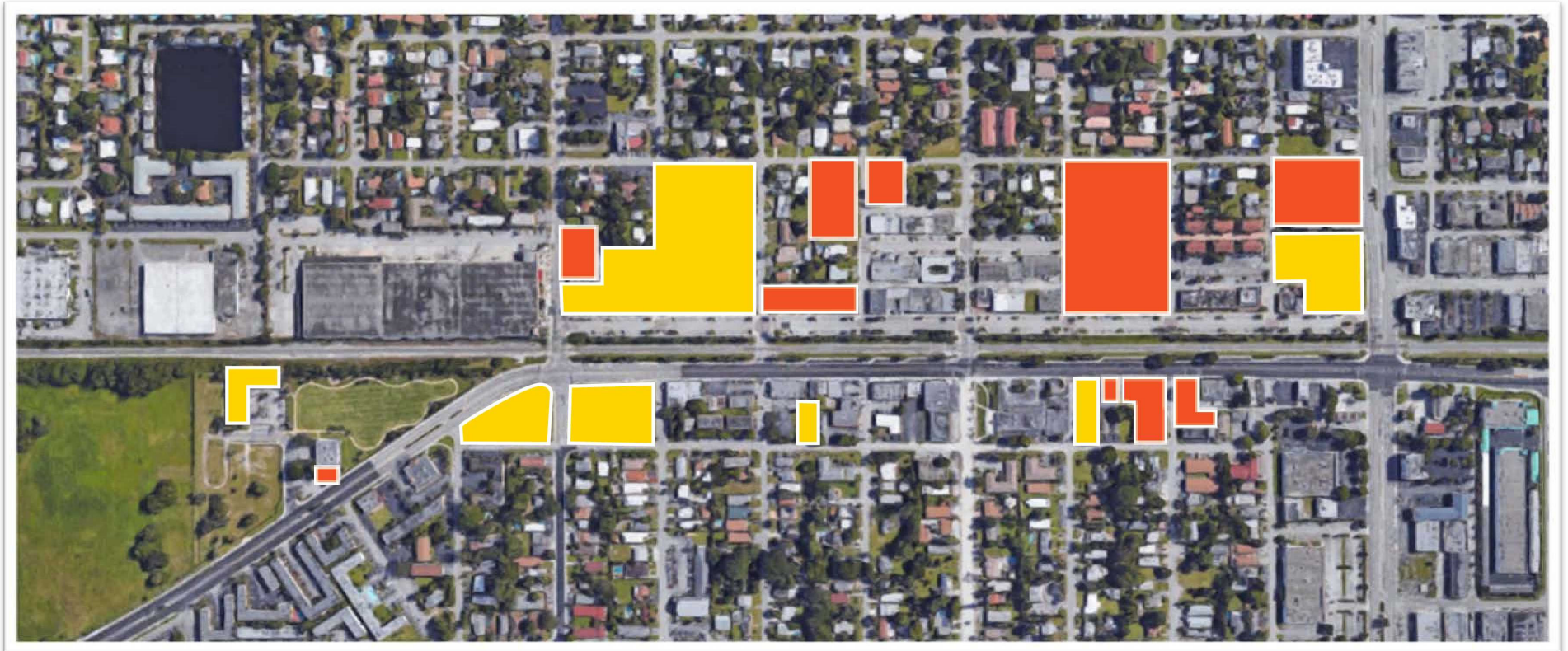
Relocated and lot transformed into mixed-use project

Post Office Acquisition:
\$10,000,000



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2017-2022 CRA STRATEGIC ACTION PLAN



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2017-2022 CRA CAPITAL PROJECTS

Project Title		
Phase I Planning and Design Improvements to NE 12 Terrace (South of OPB)- including Arts District Feasibility Plan	\$	100,000
Mobility - Development of Surface lots	\$	1,800,000
Mobility - Parking Management System Design	\$	10,000
Mobility – Phase I Planning and Design for Vehicular Circulation Improvements NE 12 Ave	\$	30,000
Mobility - Phase I Planning and Design for Pedestrian Improvements throughout Downtown	\$	984,000
Mobility - Phase I Planning and Design for Streetscape Improvements throughout Downtown	\$	30,000
Mobility - Expanded Bike Share Partnerships and Station Installation	\$	215,000
Mobility - Micro Transit Downtown Circular Plan	\$	80,000
Total Capital Projects	\$	2,894,000

2017-2022 CRA POLICIES AND PROGRAMS

Project Title

East Harlem McBride Land Use Change

H and S Subdivision Land Use Change

NE 12th Terrace Land Use Change

Central Park Industrial Center Land Use Change

Floranada Design District

Midtown Commercial Regulations

Future Prospect Gardens Pocket Park Land Use Change

Commercial Façade

Public Art Program

Relocation Assistance

Strategic Investment Program

Attainable Housing

Marketing/ Branding Campaign

New Business Development Assistance and Training Program

New Oakland Park Downtown Development District Feasibility Study

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FOUNDATIONAL WORK IN EMERGING AREAS

- Continue to set the foundation in the emerging areas of the CRA.
- Investment in infrastructure and community improvements in these areas will ensure they are ready for the next phase of redevelopment.
- Neighborhood entryway features and other quality of life enhancements to brand and market the larger CRA footprint.

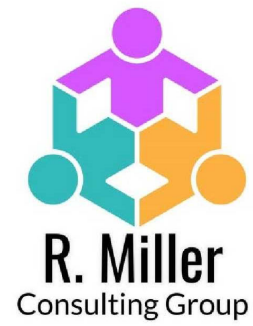
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NEXT STEPS

- Continue negotiations with the County for new Redevelopment Capital Program agreement
- Hire consultants to evaluate feasibility of Culinary Market and to establish aesthetic design for West Side Lots
- Continue efforts to evaluate and find the right partners for public-private partnership opportunities
- Establish concrete plans for City owned facilities
- Create budget and financing strategy

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