

# CITY OF OAKLAND PARK, FLORIDA CITY COMMISSION AGENDA ITEM REPORT

## AGENDA ITEM NO.

MEETING DATE: 5/6/2020

**PREPARED BY:** Peter Schwarz, AICP      **DEPARTMENT HEAD APPROVAL:** CED Planning  
 Assistant Director of  
 Community and  
 Economic Development

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 Acting Director of  
 Community and  
 Economic Development

**SUBJECT:** OP3D - Oakland Park Downtown Design District Presentation

### 1. BACKGROUND/HISTORY

In 2004, the City of Oakland Park amended its Land Development Code to establish the Downtown Mixed-Use Development District (DMUD) and adopted the accompanying Oakland Park DMUD Design Guidelines. These guidelines were updated in 2010 in response to changes in the economy and market, to encourage adaptive re-use. In 2011, the DMUD was branded as a Culinary Arts District and since that time the City has been working to boost private investment in the downtown through a series of plans, programs, and projects focused in this downtown area.

On January 12, 2018, a Request for Qualifications for Downtown Urban Design and Planning Services was released. After evaluation and ranking of the proposals, on October 3, 2018, the City Commission authorized staff to negotiate an agreement with Zyscovich Architects, which was subsequently approved by the Commission on November 7, 2018.

Since the execution of the agreement, Zyscovich has been working on the project to develop the vision and recommendations for updated design guidelines for the Downtown. The Zyscovich team worked with a stakeholder group of downtown business owners, residents and others that work within the downtown. The stakeholders were selected by staff with the intention of providing a representation of businesses and residents within and near the Downtown, as well as, citywide representation. Stakeholders selected included:

Mitch Rosenwald	City Resident/COPNA President
Gina Colesanti	City Resident/Eastside Village HOA Pres., City Business owner
Gail Bulfin	VP of Membership Development, Greater Ft Lauderdale Alliance, City Resident
David Bowles	Downtown Property Owner, City Business Owner, City Resident
Gloria Wetherington	Downtown Property owner
Jack Doren	City Board Member, City Resident
Sheryl Dickey	City Board Member, City Resident, Business Consultant

Additional outreach was conducted by staff, with presentations having been made to the Corals of Oakland Park Neighborhood Association, Downtown Partners Business Group, as well as the Local Government Academy's 2020 class.

Zyscovich representatives previously held individual briefings with available Commissioners to discuss preliminary recommendations and to include additional ideas/suggestions (as warranted) that resulted from these discussions.

### 2. CURRENT ACTIVITY

The presentation will provide an overview of concepts and proposed updates to the Downtown regulations intended to guide future development in the City's Downtown.

### 3. FINANCIAL IMPACT

Not Applicable.

### 4. RECOMMENDATION

Presentation only.