



# The Value & Use of City Owned Property



# Background

## **January 2018**

City released RFQ for Downtown Urban Design and Planning Services

- ✓ Task 1 - Updating the Downtown Design Guidelines
- ✓ Task 2 - Downtown Zoning and Land Use updates
- ❑ Task 3 - Analysis of the City Hall site

## **November 2018**

Award of Contract to Zyscovich Architects for Task 1 and 2

## **August 2020**

Award of Contract to Zyscovich Architects for Task 3

## **September 2020**

- Presentation to City Commission
- Contract Approval for surveying & environmental assessment

Up to **7**  
Potential  
Acres

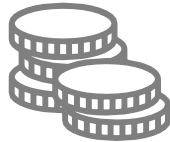


# Characteristics of Successful Downtowns



International  
Downtown Association

**ECONOMY**



**INCLUSION**



**VIBRANCY**



**IDENTITY**



**RESILIENCE**



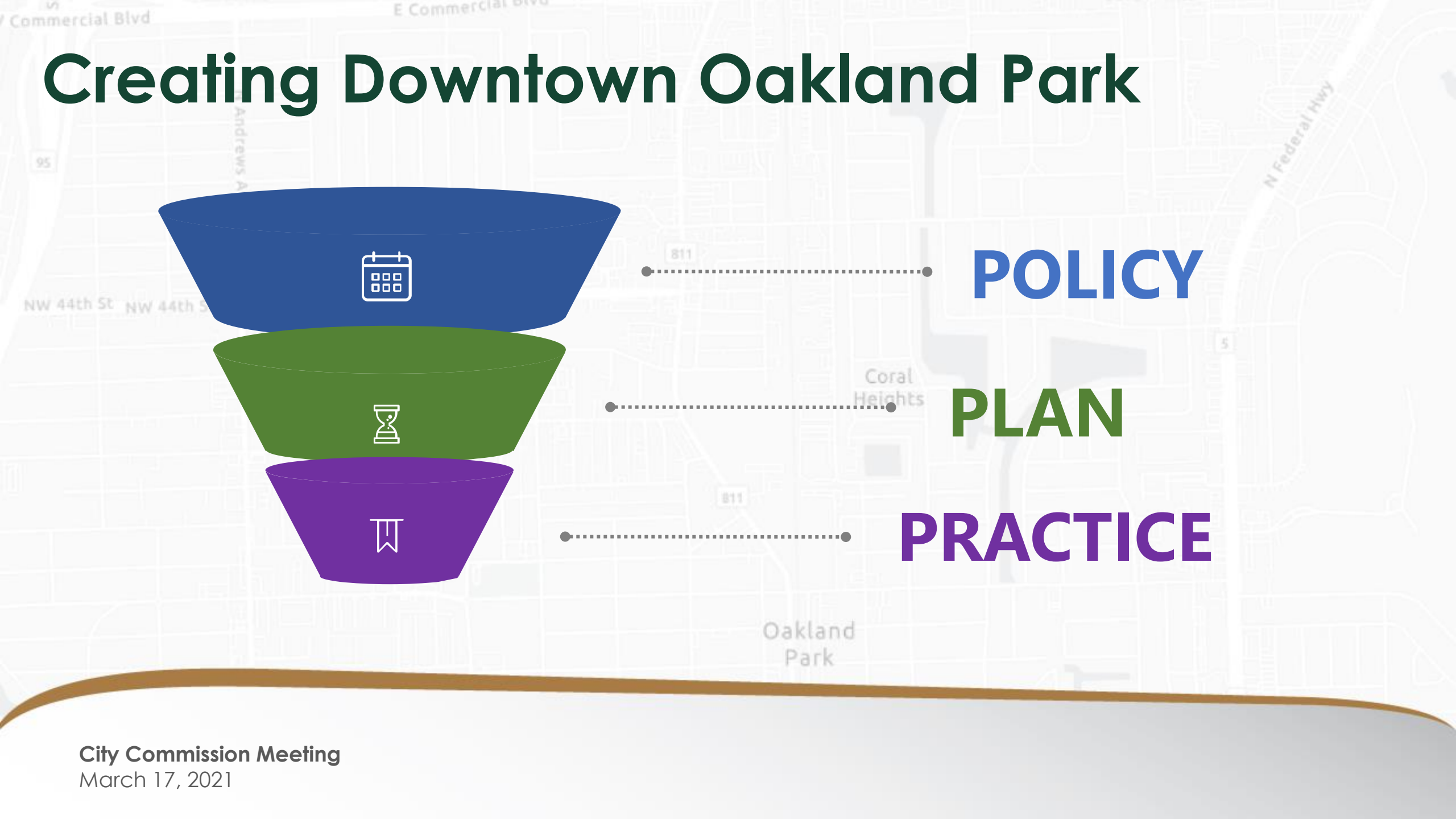
# Creating Downtown Oakland Park

**POLICY**

**PLAN**

**PRACTICE**

City Commission Meeting  
March 17, 2021



# Establishing the Policy

2001

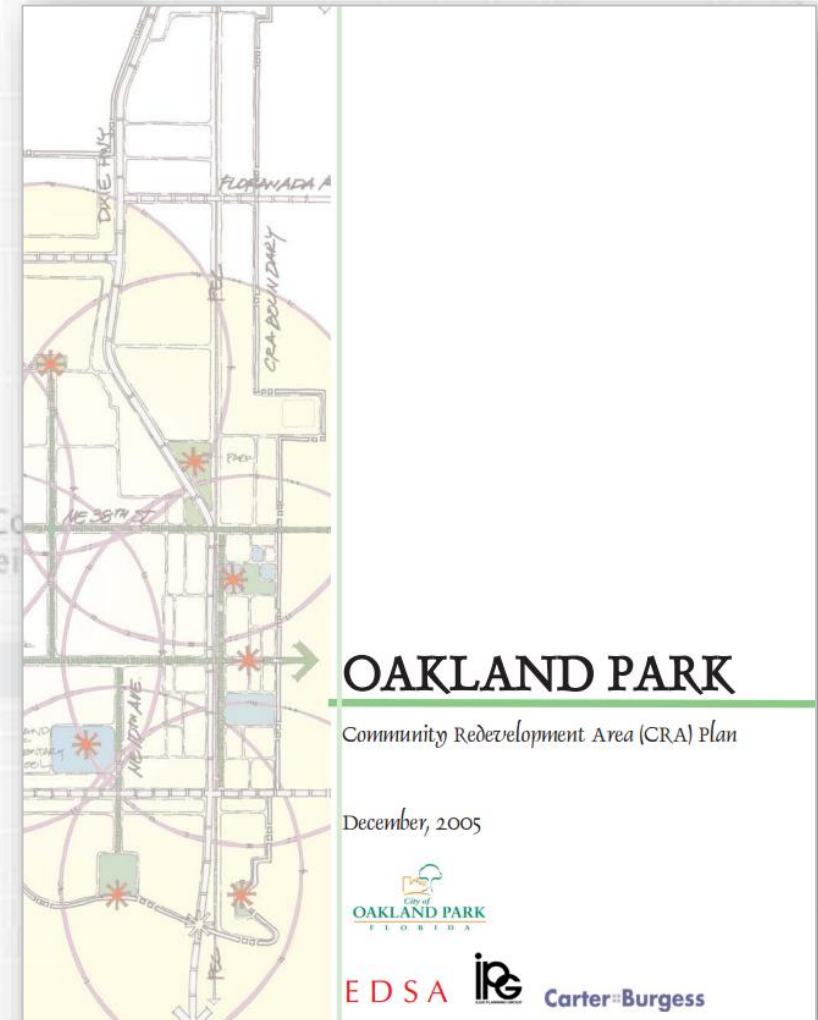
Began Process to  
Create a CRA

2004

Created Downtown  
Mixed-Use District

2005

Established and  
Adopted CRA Plan



# 20 Years of Plans



# Putting the Plans into Practice



City Commission Meeting  
March 17, 2021

# City Owned Downtown Property

 Policy  
 Plan  
 Practice

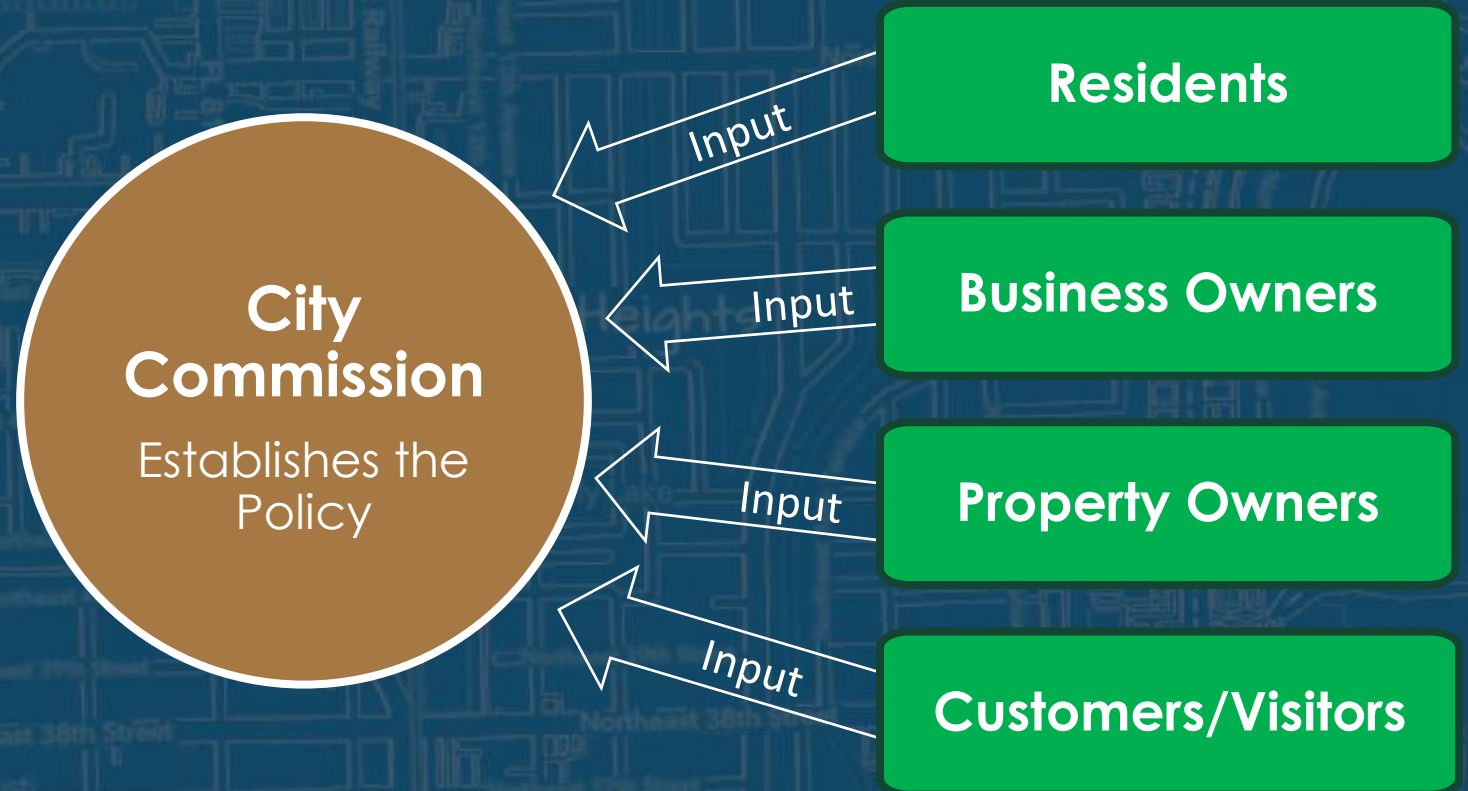


# City Commission to Establish the Policy

## 1<sup>st</sup> STEP:

**Establish the Policy for the Value and Use of City Property\***

- ❖ *Critical Opportunity to Further the CRA Plan thru the City Owned Property*

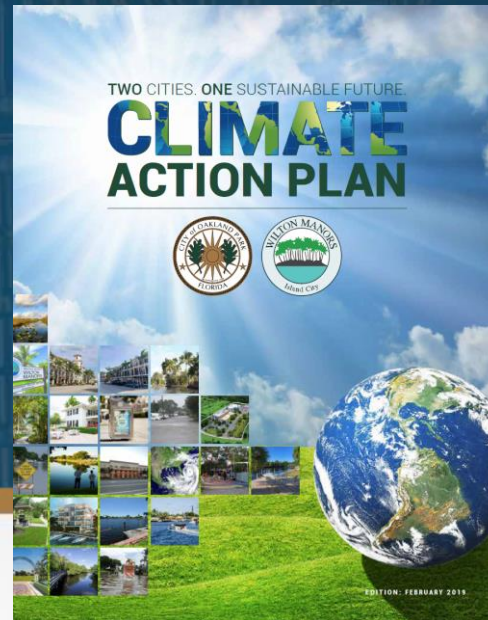
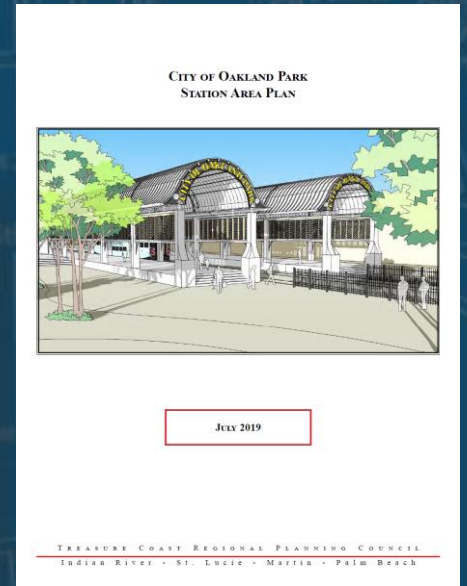


# Existing City Policy

- Downtown Property Goals
- OP3D - Oakland Park Downtown Development District
- Climate Action Plan
- Downtown Commuter Rail
- Affordable Housing
- Parking and Mobility

## VISION DOWNTOWN GUIDING PRINCIPLES FRAMEWORK

- |   |   |   |   |
|---|---|---|---|
| 1 | PROTECT NEIGHBORHOOD<br>QUALITY OF LIFE             | 3 | SUPPORT SUSTAINABLE<br>ECONOMIC DEVELOPMENT           |
| 2 | ENSURE NO REDUCTION OF<br>GREEN SPACE AND AMENITIES | 4 | REALIZE LONG-TERM ECONOMIC<br>INVESTMENT FOR THE CITY |



- ✓ Highest and best use of City Property
- ✓ Mixed-use development
- ✓ Generation of new taxable value
- ✓ Increase property values
- ✓ Enable the development of residential to support businesses
- ✓ Open other opportunities for potential development
- ✓ Conversion of CRA loans to grants
- ✓ Creation of Jobs



# Previously Identified Commission Priorities in the Downtown

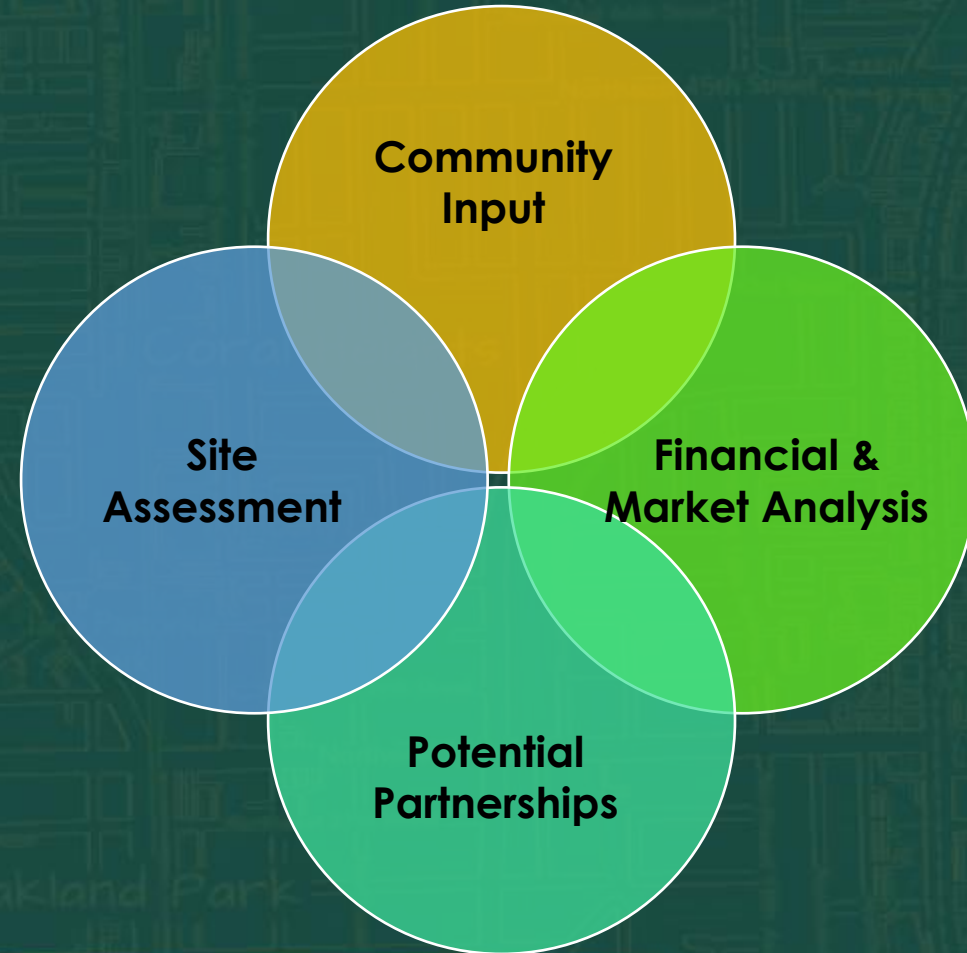
- ✓ Protect Neighborhood Quality of Life
- ✓ Ensure No Reduction of Green Space and Amenities
- ✓ Support Sustainable Economic Development
- ✓ Realize Long-Term Economic Investment for the City
- ✓ Generation of new taxable Value
- ✓ Enable the development of Residential to Support Businesses
- ✓ Conversion of CRA loans to grant
- ✓ Creation of Jobs
- ✓ Downtown Commuter Rail
- ✓ Sustainability
- ✓ Affordable Housing
- ✓ Parking & Mobility

# Next Steps: Develop the Plan

- ✓ Property Surveys
- ✓ Environmental Assessment

## Next Steps

- Community Input
  - Traffic Analysis
  - Train Stop Needs
  - Financial Review
  - Market Analysis
  - Potential Partnerships



# Community Meeting

March 31, 2021  
6:30 P.M.

Register to Participate:

[www.oaklandparkfl.gov](http://www.oaklandparkfl.gov)

*Meeting may also be viewed on Comcast, AT&T  
and Livestream on City Website*



*Facilitated by:*

**ZYSCOVICH**

