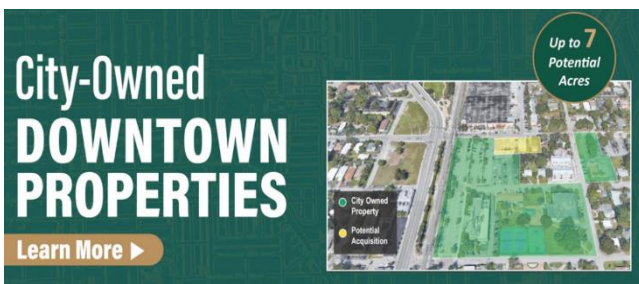




OPCRA

OPCRA OAKLAND PARK
COMMUNITY
REDEVELOPMENT
AGENCY

February 2022



City-Owned Downtown Properties: On August 2, 2021, the City released a Request for Qualifications (RFQ) to develop the City-owned Downtown Properties. The RFQ was seeking a qualified developer to transform the City-owned property in Downtown Oakland Park. Through this redevelopment project, the City will develop

a mixed-use hub that includes high-quality residential, innovative commercial, a commuter train stop, living streets, urban greenspace, and public parking. Adjacent to the existing Development opportunity, Oakland Park has been recommended by the Florida Department of Transportation (FDOT) Technical Analysis team as the next commuter rail stop north of Fort Lauderdale. *See commuter rail update below.*

This process is a two-phased approach. Phase One released the Request for Qualifications (RFQ), which established a pre-qualified list of developers who were then invited to submit a detailed development proposal under Phase Two of the process. Phase One RFQ submissions were due on September 14, 2021. Twelve responses were received. On November 3rd, the Commission approved five firms to move to the next phase in the process.

Under Phase Two, the five pre-qualified development firms were invited to submit a detailed development proposal, conceptual designs, and a financial plan for the Oakland Park Downtown Properties Redevelopment Project. Three proposals were received.

The Evaluation Committee is scheduled to hold the first meeting on Thursday, February 10th.

For more information, please visit www.designOP.org.

Oakland Park Sky Building: N.R. Investments submitted building permits for the project, consisting of two mixed-use buildings, a sky bridge, residential units, live-work spaces, City Hall, parking, and commercial uses. The project is located on the City-Owned vacant properties on the north and south sides of Park Lane East on the west side of Dixie Highway. Parking will be available for the public for shopping and dining throughout Downtown. The project also includes streetside plazas and landscaping.



Broward Commuter Rail: A study is underway to explore commuter rail service on the Florida East Coast (FEC) Railway, from Aventura in Miami-Dade County to Deerfield Beach in Broward County. The Florida Department of Transportation (FDOT) technical team has analyzed potential commuter rail stop locations along the FEC corridor and recommends that one be in downtown Oakland Park.

Oakland Park has pursued the goal of a rail platform in its downtown for more than a decade. A potential platform along Dixie Highway could support development and spur economic growth throughout the area. A rail stop could also see downtown properties appreciate approximately 20 to 30 percent within three to five years. The City Commission passed a resolution of support for a train stop in 2010 and 2019. In a recent citywide survey, 77% of residents support the idea of a stop in Oakland Park. FDOT held a series of workshops in January to provide a project update and gather public input.

For more information, please visit: www.browardcommuterrail.com

DID YOU
KNOW



Opportunity Zones:

Did you know that the City of Oakland Park is home to two (2) Opportunity Zones? Opportunity Zones were added to the IRS tax code by the Tax Cuts and Jobs Act on December 22, 2017. They are a private investment-based tax incentive tool designed to spur private investment for economic development and job creation in distressed communities. The program leverages investments through a deferral, reduction and exclusion of capital gains taxes. There are multiple ways to invest in Opportunity Zones including purchasing stock in Qualified Opportunity Zone businesses located in the Zone, investing in real property within the Zone or even investing in businesses that invest in other Zone businesses. The program allows investors to defer the taxes owed on capital gains invested in the Zone until December 31, 2026. More information on Opportunity Zones, including a map of existing Zones, can be found on the OPCRA website at: www.OPCRA.com/cra-opportunities.

CRA Banner Program: CRA staff recently installed the first set of its newly designed banners. Seventy-four (74) banners were installed throughout the Downtown to provide a fresh new look to promote our small business community and reflect their vibrancy and uniqueness.

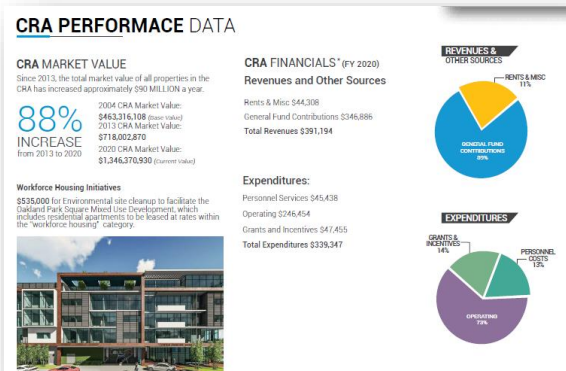
Can you spot some of your favorite Oakland Park businesses? The next phase of installation is



planned for Dixie Highway, Powerline Road, and Prospect Plaza, with continued maintenance throughout the year. Additional locations for banners are under evaluation for future installation.

CRA 5-Year Strategic Action Plan:

As we near the 2023 fiscal year, CRA staff has begun preparations for the 2023 – 2028 CRA Strategic Action Plan Update. Following the overarching goals established in the CRA Plan, the 2023 - 2028 plan seeks to focus on encouraging entrepreneurship, strengthening existing small businesses, and enhancing placemaking actions to activate spaces and ensure a continued vibrant and economically sustainable CRA. Staff will continue to keep the CRA Board informed as we update the Five-Year Strategic Action Plan.



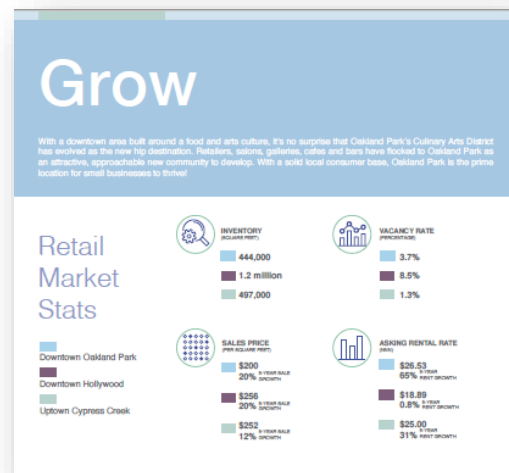
CRA 2021 Annual Report:

The CRA Annual Report is required by state law to be posted online to the public by March 31st. The report's goals are to discover and utilize existing data sources to create a user-friendly, consistent, and uniform reporting tool resulting in a high-quality annual report that meets the state requirements and can be utilized as a marketing tool for new investors.

The 2021 CRA Annual Report will be made available along with the CRA's Annual Audit Report on the CRA website www.opcra.com after March 31, 2022.

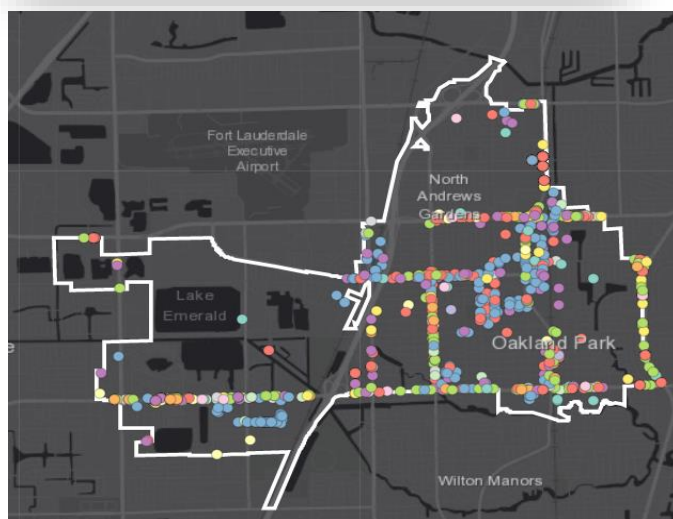
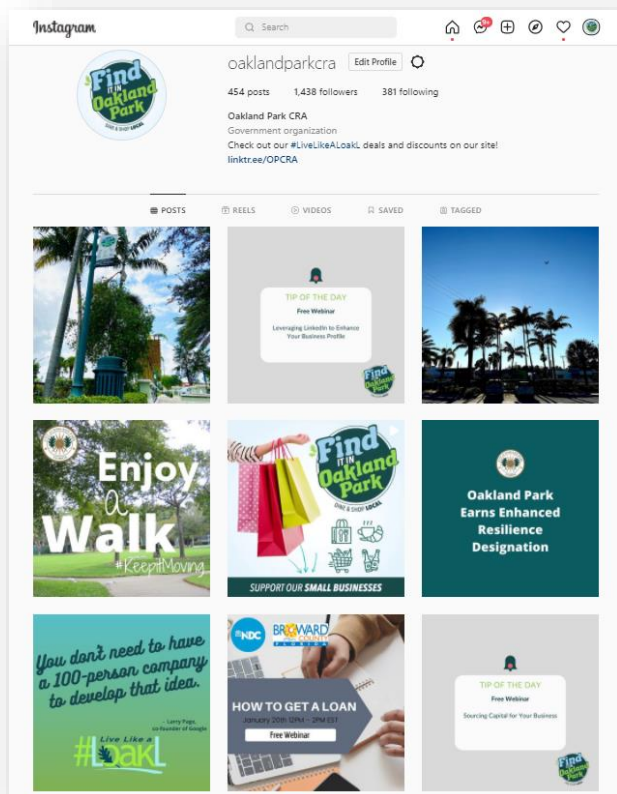
The 2021 State of the Market Report:

In addition to the Annual CRA Report, the CRA is in the process of producing the 2021 State of the Market Report to provide a comprehensive market overview of the Downtown and surrounding CRA. The market report reflects the CRA brand and style. It is a means to introduce the CRA to investors, businesses, and developers, providing high-level statistics, business overview, market drivers, and other information about the Downtown and City to attract new business to the CRA.



OP3D: OP3D cleared another hurdle as the Broward County Board of County Commissioners approved resolutions to transmit amendments to the Broward County Comprehensive Plan to the required State agencies, to enable expansion of the Downtown boundaries to include the area generally located south of Northeast 43rd Street,

north of the North Fork of Middle River, west of Northeast 13th Avenue and east of Northeast 6 Avenue/Northeast 8 Avenue. This will increase the Downtown area to approximately 238 acres from 148 acres. The area expansion is intended to encourage additional commercial and mixed-use development.



Find It In Oakland Park:

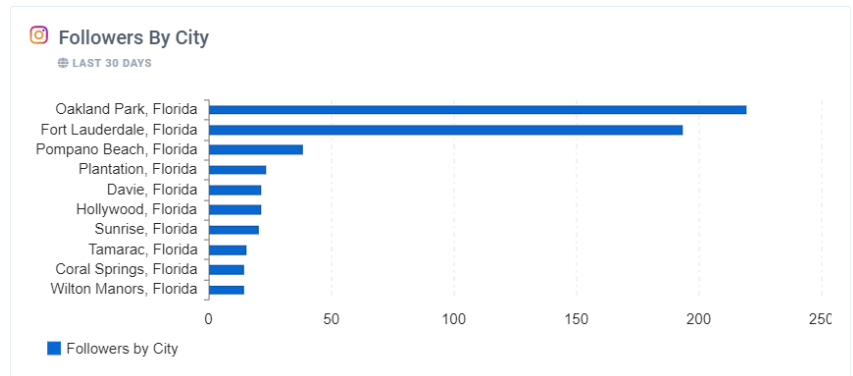
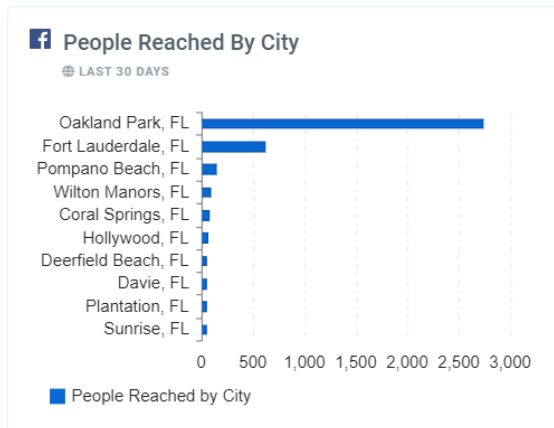
On May 21, 2020, the CRA launched an exciting campaign called "Find It In Oakland Park." The campaign's aim is to encourage residents and non-residents to shop and dine in Oakland Park through branding, incentives, and to help garner a sense of community pride by encouraging the public to "Live Like a LoakL." Since that time:

The CRA's Instagram account has had a **51%** following increase with a total of **1.4k followers**.

Our Facebook Group has also acquired **1.4k followers** from its starting point of zero in May 2020.

The campaign is still going strong and is a sturdy foundation for more marketing opportunities for the CRA.

As mentioned above, our campaign goal was to reach and engage Oakland Park residents through marketing and branding. Below you will find two bar charts indicating the CRA's social media reach within the last 30 days. As shown below, the CRA continues to meet its goal of actively engaging our residents to maintain a hyperlocal focus on our small business community.

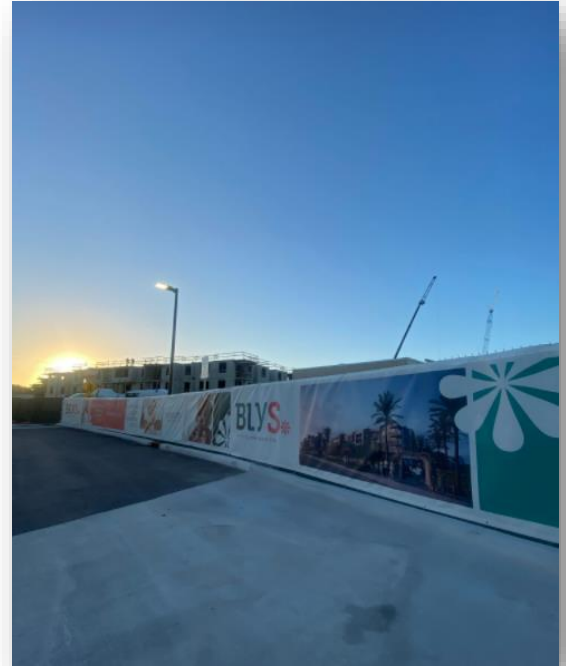


In addition, the "Live Like a LoakL" Incentive Program currently has **56 active members**. These members are given access to specific incentives and opportunities supplied by the City and CRA. For example, our "Live Like a LoakL" members were given an exclusive invitation to have professional photos taken of their businesses. These photos were then selected to be part of our new CRA Banner Program and will be included in many of the City's informational and promotional materials throughout the year. This membership is completely free to our Oakland Park businesses. To sign up, please visit: www.opcra.com/cra-dine-shop/



Central Park, The Central Park development located at 3301 North Dixie Highway continues to move forward. The proposed development will include a new 5-story, mixed use building with 43 dwelling unit as well as commercial live-work units on the first floor. The project also proposes a gym, clubhouse, and roof deck on top floor as well as 35 parking spaces, a public plaza and public on-street parking. The Central Park development team continues to work closely with the City's Planning and Development Department as they navigate the development process.

BLYS, is the name of the RAM Development Company's mixed-use project located on Oakland Park Boulevard and NE 6th Avenue. This project is a transformative project located on the former Kmart Shopping Center property. The development will include 300 residential units, 7,500 square feet of retail and restaurants, and a riverfront Promenade that will be open to the public. In addition, the 23,000 square foot Sprouts Farmers Market opened on January 14th, 2022.



Black Flamingo Brewing Company, to be located at 3482 NE 12th Avenue, will debut its second brewery in the coming weeks with a 10-barrel brewhouse located in the heart of our Downtown. Black Flamingo plans to create an urban tropical vibe that serves its featured brews and hosts live music for its patrons. The business is currently in the process of hiring staff but hopes to open shortly thereafter. You can visit their website at www.blackflamingobrewing.com



The Hairy Bastard, located at 3497 N. Dixie Highway, began as an online retailer of men's premium grooming products and quickly gained popularity. They are now bringing their unique, high-end barbering experience, featuring "exceptional talent", to Downtown Oakland Park. You can visit their website at www.thehairybastard.com



Buoy Bites (soon to be Buoy One), are in the process of relocating to 4391 N. Federal Highway. Buoy Bites brings their famously delicious seafood and New England style favorites to another location to enjoy in Oakland Park. To check it out, please visit: www.buoyone.com.



Sprouts Farmers Market, on January 14th the Sprouts team and City staff celebrated the farmers market's grand opening of its Oakland Park location at 700 E. Oakland Park Boulevard. Sprouts offers healthy groceries, organic food and supplements while providing affordable prices. Sprouts is the anchor store for the RAM Development's (now known as BLYS) commercial portion of its mixed-use project. There are 7,500 square feet of restaurant and retail still available. To find more information on Sprouts, please visit their website: www.sprouts.com



Aldi, on December 17th the Aldi team along with City staff celebrated the grand opening of its new location at 1033 E. Oakland Park Boulevard. Located in the former Lucky's Market location, the Oakland Park Aldi is one of the latest additions to the over 2,000 Aldi stores now located in over 30 states in the U.S. Aldi, a self-described “no-frills grocery shopping experience” that offers its own brands of “high quality food” at an “everyday low price,” joins the tremendous development taking place on Oakland Park Boulevard. In addition to approximately 21,000 square feet of supermarket space, Aldi also has more than 8,000 square feet of commercial space still available for lease at the Oakland Park Boulevard location. For more information on Aldi, visit their website at: <https://www.aldi.us/>.



Restaurant Concept, to be located at 3492 NE 12th Avenue, originally planned as Monarch New American Kitchen, is now moving forward with a new restaurant concept. Kibler Construction continues to make interior and exterior renovations and the restaurant owners plan to meet with City staff to provide an update on the new concept.

Downtown Partners Meeting: The Downtown Partners Meeting was held on Tuesday, February 8, 2022, via Zoom. These meetings are open to the community and any members of the public interested in learning more about projects in the Downtown and throughout the City that drives economic development. A link will be provided and can be found on our website at: www.OPCRA.com/resources/



The Talk @ Ten is back! Join the Urban Farming Institute Saturdays outside in the garden at 10 AM to discuss specific gardening topics including bugs, soil, bed diversity, and tips and tricks to harness that green thumb!



The Community Supported Agriculture (CSA) farmshare is back! Pick up is the 1st and 3rd Saturday of each month between the hours of 10AM – 1PM! Hurry and sign up for a season subscription. These farmshare crops will only be available until April! To learn more or subscribe, please visit the Urban Farming Institute website at www.ufi.us.org

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Check out our website for news and updates at www.OPCRA.com. We are constantly improving the overall experience to make it easier to access resources, documents, events, and more.

