

# 2008 BEST BOOK



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Young.



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AT YOUNG CIRCLE



**FLORIDA**  
REDEVELOPMENT  
ASSOCIATION

Florida Redevelopment Association Awards

## From the President



The Florida Redevelopment Association Annual Awards Program brings statewide recognition to our members – and their outstanding redevelopment projects and programs. As President, I am especially proud to honor them for generously sharing their vision, energy and time in striving to be “the best.”

We hope to see you next year in Orlando as we continue to expand the awards program. Our mission is to support the improvement of urban areas through redevelopment activities and networking forums. Join us in helping to support our leaders in policy making, to educate the public on redevelopment, and to revitalize our communities in a sustainable way. Membership is open to public and private sector redevelopment professionals, governments, businesses, consultants, non-profits, developers, and Main Street communities.

My best wishes and congratulations to all the winners. Thank you on behalf of the Board of Directors and members of the FRA.

A handwritten signature in black ink, appearing to read 'Kim Briesemeister', with a long horizontal flourish extending to the right.

Kim Briesemeister  
FRA President

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*When you look  
at a city, it's like  
reading the hopes,  
aspirations and  
pride of everyone  
who built it. –  
Hugh  
Newell  
Jacobsen*

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# About the Florida Redevelopment Association



Cities throughout Florida are rediscovering their roles as crossroads for commerce, as mecca's for culture and entertainment, and as stimulating places to live. These urban centers are experiencing exciting changes brought about by innovative approaches to design, activity mix and cooperative development.

The **Florida Redevelopment Association** (FRA) brings together professionals from around the state who are involved in preserving and improving Florida's communities. The FRA was founded in 1974 to promote redevelopment and growth of downtowns. The focus was later broadened to encompass **Community Redevelopment Agencies** (CRAs) and **Main Street** programs. Today, the FRA also includes non-profit organizations, consultants, private developers and cities or counties that do not have **Downtown Development Authorities**, CRAs or Main Street programs. Our goal is a comprehensive association of all players in Florida's urban revitalization network.

The FRA is an independent association governed by a Board of Directors, elected by the membership, and is staffed through an annual contractual agreement with the Florida League of Cities, Inc. FRA's mission is to provide a forum for members to share knowledge and common experiences regarding redevelopment opportunities and problems, encourage adoption of legal and financial tools and programs favorable to community redevelopment, and serve as a statewide clearinghouse for redevelopment information.

For more information on the Florida Redevelopment Association and resources to help your community, please contact:

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Tallahassee, FL 32302-1757  
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## About the FRA Awards and Best Book

**The Florida Redevelopment Association Awards Program** recognizes the best in redevelopment in Florida. It is open to any member of the association. Winners of the **Roy F. Kenzie Award** are evaluated on how effectively their projects demonstrate innovation, positively impact their community and provide applicability to other Florida communities, among other criteria. Within the twelve juried categories, the Florida Redevelopment Association Awards showcase and celebrate the most innovative and effective redevelopment programs in Florida. The twelve categories are: **Planning Studies; Marketing and Communications; Capital Projects/Beautification; Management Programs/Creative Partnerships; Creative Organizational Development and Funding; Outstanding Rehabilitation, Renovation or Reuse Project; Outstanding New Building Project; Transportation/Transit Enhancements; Cultural Enhancement; Outstanding Affordable Housing Project; Out of the Box;** and **President's Award**.

To recognize the projects and people involved in redevelopment throughout the state, three award series have been established. The **Roy F. Kenzie** and **Thomas J. Mills Awards** are given for outstanding examples of redevelopment and leadership, respectively, in Florida. The **President's Award** is given for the "Best of the Best," to honor the best project overall across all categories. A winning entry from the Florida Redevelopment Association provides an acknowledgment of excellence for the work your organization is doing.

The Best Book highlights this year's winners and all of the quality entries received to celebrate the innovative redevelopment work transforming Florida every day. The Florida Redevelopment Association encourages you to use the Best Book as a tool to gather innovative ideas and communicate those ideas within your community, for they are true success stories.

# 2008 WINNERS

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John Allman, Tampa Tribune

City of Orlando/Orange County/Glatting Jackson Kercher Anglin, Inc.

City of Clearwater

City of Lakeland CRA/DDA/Swan Development Advisors, Inc.

Fort Pierce Redevelopment Agency

Pinellas County Economic Development

City of Fort Lauderdale, Community Redevelopment Agency

City of Oldsmar

Delray Beach Community Redevelopment Agency

City of Gainesville, Community Redevelopment Agency/WilsonMiller, Inc.

City of Lauderdale Lakes, Community Redevelopment Agency

## Excellence in Journalism Award Winner



### ■ John Allman, Tampa Tribune

It is with great pleasure that we announce John W. Allman, senior reporter with the *Tampa Tribune*, as the inaugural recipient of the **Florida Redevelopment Association's 2008 Excellence in Journalism Award**.

The Excellence in Journalism Award is given to a Florida journalist whose work demonstrates informed and responsible reporting of redevelopment issues in his or her community or across the state. The criterion for this award includes understanding of redevelopment issues; initiative in reporting on redevelopment; quality and clarity of communication; depth of coverage; and contact with redevelopment experts in story investigation.

John Allman is a senior reporter at the *Tampa Tribune* specializing in enterprise and investigative reports. He has worked there since September 2002 covering a variety of topics, including public corruption, public housing, redevelopment, nonprofit and church-based charities and state government. He has worked for newspapers across the U.S. during his 16-year career and is the past recipient of three national journalism honors, including the George Polk Award.

Mr. Allman's work exhibits his understanding of redevelopment and the issues that communities face. He has written several articles that shed light on the redevelopment effort of Central Park Village in Tampa. Central Park Village was a public housing complex on Nebraska Avenue that, over the years, had become rundown. The city decided to tear down the Central Park Village and redevelop the area in hopes of revitalizing the community. Along with the new upscale affordable housing complex, office and retail spaces were planned. Mr. Allman's articles about the Central Park Village kept the residents of Tampa Bay informed of the redevelopment plan's progress and helped his readers understand the issues, challenges, opportunities and benefits offered through positive and successful redevelopment.

# Roy E. Kenzie Awards



**President's Award**

**Capitol Projects/Beautification**

**Creative Organizational Development & Funding**

**Management Programs/Creative Partnerships**

**Marketing & Communications**

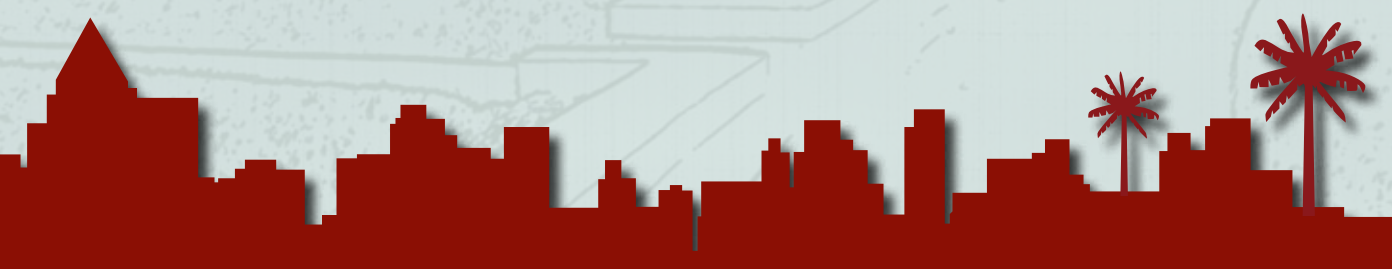
**Out of the Box**

**Outstanding New Building Project**

**Outstanding Rehabilitation, Renovation or Reuse Project**

**Planning Studies**

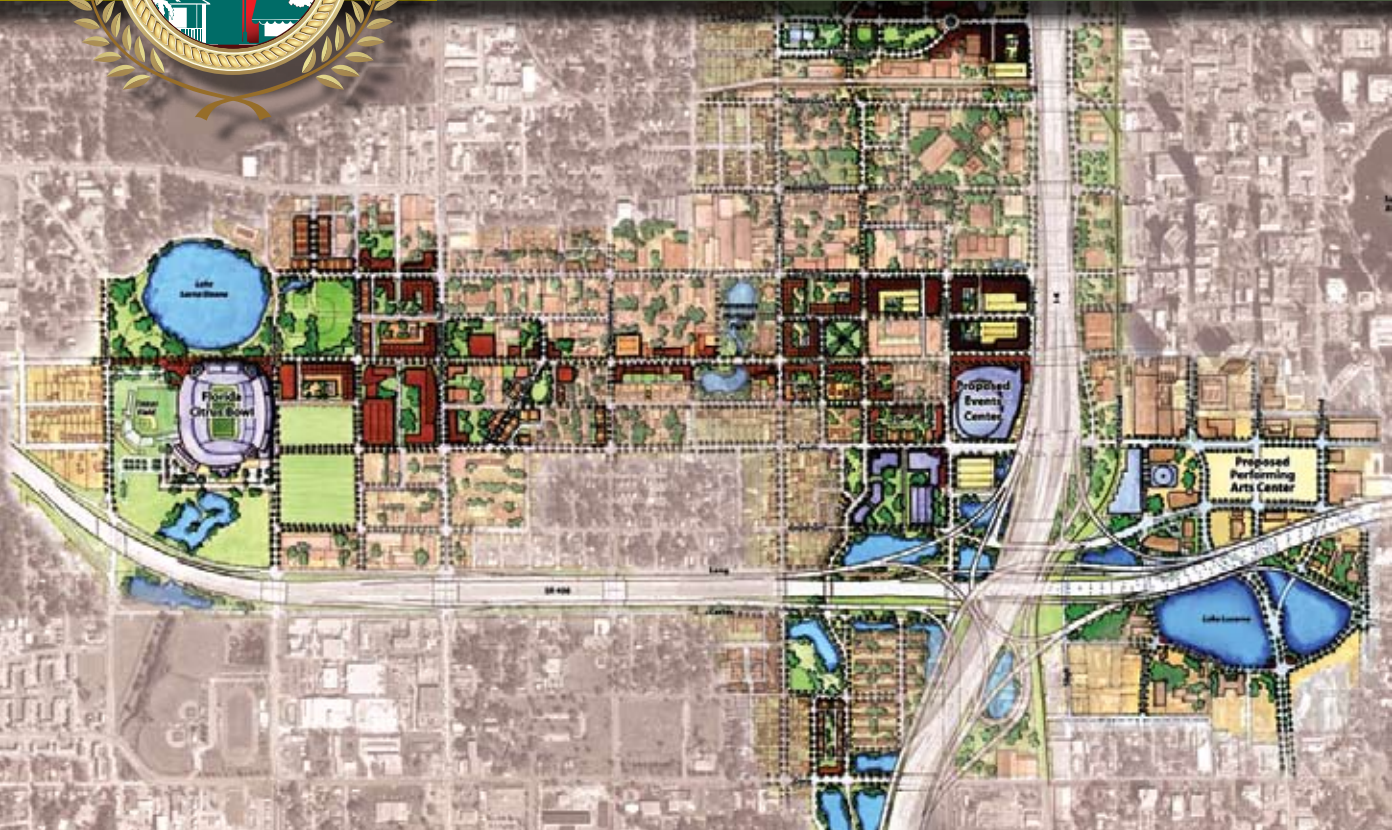
**Transportation/Transit Enhancements**







## President's Award Winner: Planning Studies



### Downtown Orlando Community Venues Master Plan City of Orlando/Orange County/Glatting Jackson Kercher Anglin, Inc.

**More Info:** 407.843.6552 • [psechler@glatting.com](mailto:psechler@glatting.com)

Together with Orange County, the City of Orlando is planning a new Events Center and Performing Arts Center, and the renovation of the Florida Citrus Bowl within the next five years.

The City commissioned Glatting Jackson to develop a Master Plan that ties all the individual venues' planning and design efforts together and a plan setting a vision and strategic framework for this billion-dollar public investment. In the next few years, the master plan's implementation will bring the best civic venues the region can enjoy and ensure that Downtown Orlando becomes the best "place" it can be.

## Capitol Projects/Beautification



City of Clearwater

Cleveland Street Streetscape

**More Info:** 727.562.4023 • [Geraldine.Lopez@myclearwater.com](mailto:Geraldine.Lopez@myclearwater.com)

The Cleveland Streetscape project is a comprehensive revitalization project designed to reposition downtown as a pedestrian-friendly urban retail corridor and backbone of activity. The project features extensive infrastructure and utility improvements, decorative medians with platforms for a public arts program, wide brick-paver crosswalks and sidewalks, lighting, landscaping and wayfinding system. A team approach was employed to design, promote and construct the project. Partnerships were important in funding \$10,384,760 in costs, maintaining communication with key stakeholders, promoting downtown businesses and events. Stakeholders were kept apprised of project updates via newsletters, signage, banners, retail promotions and block-by-block opening celebrations.



# Creative Organizational Development & Funding



Lakeland CRA/Lakeland DDA/Swan Development Advisors, Inc.  
**Property Acquisition with Respect, Efficiency and Partnerships**

**More Info:** 863.802.9630 • [swandevelopment@aol.com](mailto:swandevelopment@aol.com)

The Lakeland CRAs talented team of professionals and partners succeeded in acquiring a 59-parcel site by overcoming the financial and personal obstacles of property owners. The team worked with property owners to address their individual needs: purchase price was only one component of most transactions. By working respectfully and efficiently with owners, the team acquired 49 of the 59 parcels in five months, assisted scores of tenants with relocation and provided financing for owner-occupants to acquire new homes. The City of Lakeland provided a \$10 million loan to the effort, which was secured by increment revenues.

## Management Programs/Creative Partnerships



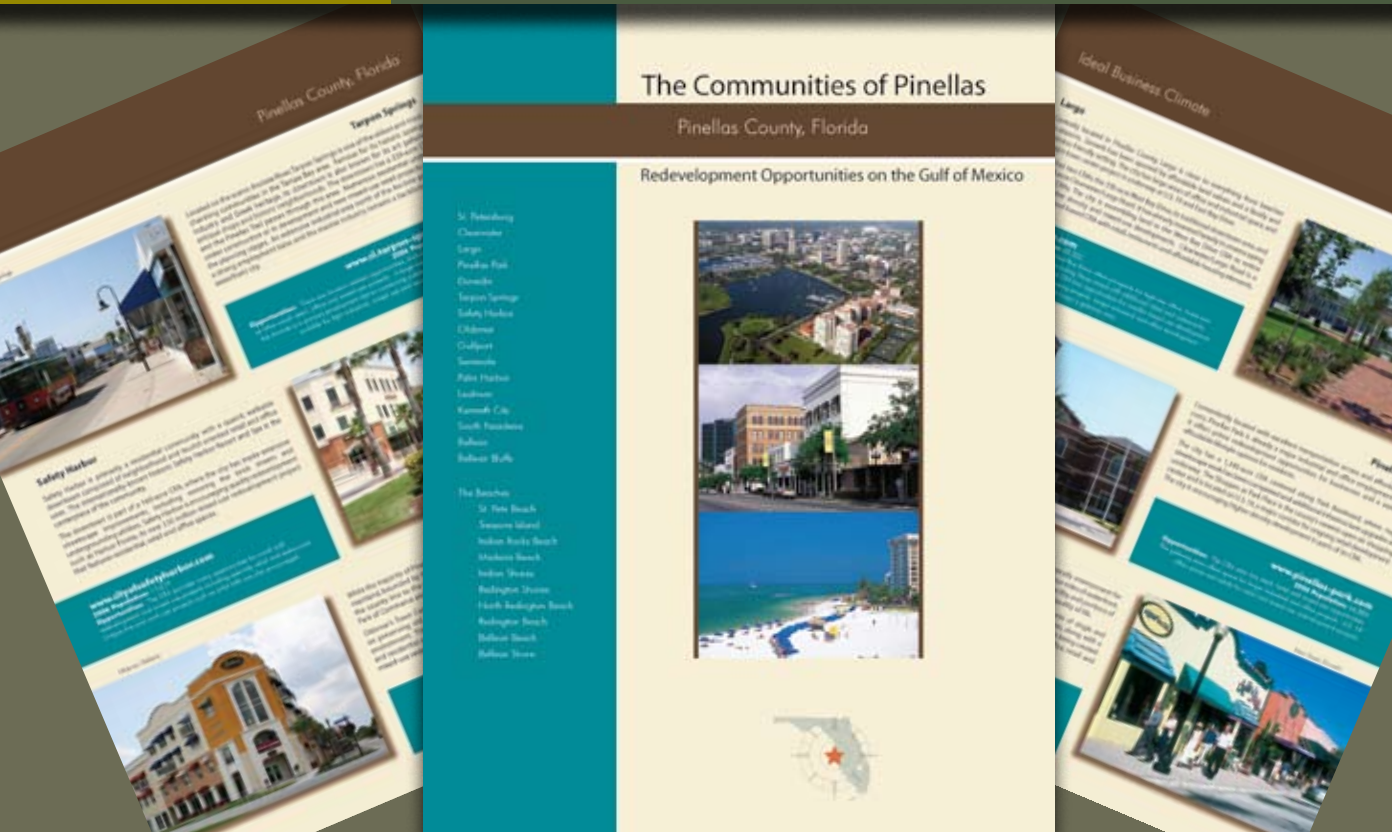
### Innovative Community Policing Program Fort Pierce Redevelopment Agency

**More Info:** 772.460.2200 • [asatterlee@city-ftpierce.com](mailto:asatterlee@city-ftpierce.com)

The City of Fort Pierce commissioned a study of criminal activity within the Community Redevelopment Area which determined that a substantial amount of crime was centered within the district. Where a community or area within a community has little or no crime, redevelopment has a greater chance of occurring. The innovative redevelopment tool was an amendment to the city's redevelopment plan. Fifteen additional police staff and police services in the Redevelopment Area will be introduced over the next five years at a cost of \$5.6 million to provide crime prevention in the redevelopment area.



# Marketing & Communications



## The Communities of Pinellas Pinellas County Economic Development

**More Info:** 727.464.8250 • [lfisher@pinellascounty.org](mailto:lfisher@pinellascounty.org)

The Communities of Pinellas brochure is an implementation tool of Pinellas By Design, the county's redevelopment plan to foster business development while managing population growth and preserving their quality of life. The materials educate and promote awareness of redevelopment opportunities throughout the county. The goal is to create appropriate and high-quality projects by reinforcing each community's vision for its redevelopment areas. The materials provide relevant data, real estate trends, local redevelopment contacts, incentives and real estate markets. It focuses interest in redevelopment toward appropriate locations like CRA, and directs development toward those areas that are encouraging economic development.

## Out of the Box



### Sistrunk Boulevard Façade Demonstration Initiative City of Fort Lauderdale, CRA

More Info: 954.828.4518 • [ABattle@fortlauderdale.gov](mailto:ABattle@fortlauderdale.gov)

Façades create a sense of community - The façade initiative gives focus to the Northwest-Progress-Flagler Heights Community Redevelopment Agency and its specific charge to preserve, rehabilitate and redevelop. The façade initiative is only the beginning of the new look on Sistrunk Boulevard, as evidenced in the overall comprehensive master plan that looks to totally revitalize the boulevard to its former glory. The look and feel of the façades located on Sistrunk Boulevard give rise to enhancing and improving the inclusiveness of the community and brings about a sense of pride to an area that has a beautiful and illustrious history.

# Outstanding New Building Project



## Oldsmar Public Library City of Oldsmar

**More Info:** 813.749.1122 • [mdauphinais@ci.oldsmar.fl.us](mailto:mdauphinais@ci.oldsmar.fl.us)

The new Oldsmar Public Library is more than an institution for collecting and disseminating information. Anchoring the redevelopment district, adjacent to a residential area, the library is an icon of 1920's "old Florida" architectural features and automotive history linking the Oldsmobile automaker to the founding and naming of Oldsmar. The library construction project is debt-free, thanks to the primary funding source Penny for Pinellas (one-cent local option sales tax) and grants received from the Pinellas Library Cooperative, Florida Department of State/Division of Library & Information Services, East Lake Oldsmar Rotary Club and Tampa Electric Company.



## Outstanding Rehabilitation, Renovation or Reuse Project



### LaFrance Apartments

Delray Beach Community Redevelopment Agency

**More Info:** 561.276.8640 • [colonna@delraycra.org](mailto:colonna@delraycra.org)

Once a thriving segregation-era retreat for traveling African American musicians, professionals and domestic workers, the former La France Hotel fell into disrepair in the 1980s. Seeking to redevelop the property in a way that would preserve its historical and social contribution to Delray's West Settler's Historic District, the Delray Beach Community Redevelopment Agency acquired the property in 2003. The community collectively decided that it would be best served by an affordable rental housing complex for seniors. The newly renovated La France Apartments consists of eight efficiency units in the original building, six one-bedroom apartments in a new addition, and an outdoor courtyard.



## Planning Studies



### Southeast Gainesville Renaissance Initiative City of Gainesville, CRA/WilsonMiller, Inc.

**More Info:** 813.223.9500 • [michaelenglish@wilsonmiller.com](mailto:michaelenglish@wilsonmiller.com)

WilsonMiller, with team members Urban Studio Architects, Swan Development Advisors and Market Knowledge, recently completed the Southeast Gainesville Renaissance Initiative (SEGRI) Redevelopment Opportunities Master Plan for the City of Gainesville, targeting development opportunities. Southeast Gainesville is a culturally diverse, long-standing residential community located east of downtown and the University of Florida. Factors, including available land, infrastructure capacity and unmet housing and retail demand, make Southeast Gainesville an optimal location for new development.

# Transportation/Transit Enhancements



## Bus Shelter

City of Lauderdale Lakes, CRA

**More Info:** 954.676.3604 • [jgaryr@lauderdalelakes.org](mailto:jgaryr@lauderdalelakes.org)

Providing quality bus shelters is an ongoing commitment by the City of Lauderdale Lakes and of the Community Redevelopment Agency to enhance the safety and convenience of transit service customers as they move around the city and the region. Responding to demands for modern transportation alternatives, and given the intensely hot and severe weather in Southeastern Florida, the City of Lauderdale Lakes and the Community Redevelopment Agency have completed the design and development of six new bus shelters. Grant funding is also committed for the development of five additional shelters, with grant applications pending for several more shelters to be added in future years.

## 2008 Award Entries

### **Navy Point Waterfront Park** Escambia County Community Redevelopment Agency **Capital Projects/Beautification**

The Escambia County Community Redevelopment Agency, working with the Parks Department, incorporated additional amenities into a waterfront park. A two-mile walking path was installed using Florida Department of Transportation Enhancement funding. The Community Redevelopment Agency held several public meetings to determine what additional amenities the community wanted in the waterfront park. After significant community input, a design was approved that included a playground area, exercise stations and scenic overlook locations. Additional sidewalks were installed to link the waterfront park with existing sidewalks in the neighborhood and create a continuous loop. The park has become a neighborhood gathering and recreation destination.

### **Olde Barrancas Observation Garden** Escambia County Community Redevelopment Agency **Capital Projects/Beautification**

The Olde Barrancas Observation Garden was constructed to help promote the return of wildlife to the Bayou Chico area and provide a pocket park for the local neighbors to enjoy the bayou and returning wildlife. The park was constructed with the help of local organizations (including the County Road Prison

Camp, where prisoners learn the horticulture trade while in confinement and the Boy Scouts of America Eagle-Scout project). The observation garden provides all the necessary elements to sustain wildlife including food sources, water and shelter, and has been certified as a Wildlife Habitat by the National Wildlife Federation.

### **Margate Boulevard Design and Construction Services** Chen and Associates **Capital Projects/Beautification**

The Margate Boulevard Streetscaping Project for the City of Margate Community Redevelopment Agency involved several components. Among the issues addressed were roundabout design, traffic analysis, electrical design, landscaping, brick pavers and structural components of a large clock tower to be installed in the roundabout.

The project overcame engineering challenges to create a first-class intermodal viaduct and pedestrian-friendly downtown. One of the innovations of this project was the Community Redevelopment Agency's approach to creating a downtown thoroughfare in advance of downtown redevelopment. They wanted to ensure that once redevelopment was on the rise, there would be nothing to slow down the momentum that they so proudly built.

### **Triplet Lake Drive and U.S. 17-92 Intersection Improvements Project** City of Casselberry **Capital Projects/Beautification**

For several years, the City of Casselberry had hoped to provide the types of quality infrastructure improvements constructed for the Triplet Lake Drive & US 17-92 Intersection Improvements Project. This project became a reality when the citizens of Seminole County voted to enact a one-cent infrastructure surtax fund (which continues to be distributed among the local municipalities, via a population percentage formula), and Seminole County government constructed transportation improvements within the county. The Triplet Lake Drive Project was one of three transportation projects identified by the City of Casselberry to receive funds from the infrastructure surtax. The City of Casselberry entered into a contract with HNTB Corporation to provide engineering/design services for the project, which provides a fresh new look in front of the City Hall Municipal Complex.

### **West 192 Redevelopment District** Osceola County Board of County Commissioners **Capital Projects/Beautification**

Though the final phase of construction for the West 192 Redevelopment Project was completed just less than two years ago, the



## 2008 Award Entries

investment continues to pay off. New businesses continue to move in and the district continues to grow. Because of its success, the West 192 Redevelopment District has been asked to assist Four Corners and the Osceola Heritage Park Area in their redevelopment efforts. With the installation of bus shelters, landscaping, lighting, improved signage and decorative 10' sidewalks, the West 192 Redevelopment District has not only improved the safety of this roadway but has improved the overall level of service.

### **5th Avenue Tot Lot Revitalization**

Gainesville Community Redevelopment Agency

#### **Capital Projects/Beautification**

With help from the City's Parks Department, the Community Redevelopment Agency has successfully revitalized a long-neglected tot lot located in the heart of the 5th Avenue neighborhood. Adjacent to both residences and neighborhood commercial structures, the tot lot possessed unrealized potential to function as a lovely and dynamic public space. In order to combat years of disrepair and disinvestment, the Community Redevelopment Agency completely redesigned the tot lot, provided an aesthetic facelift, and installed new, state-of-the-art playground equipment built to "green" construction standards. The result is a colorful and inviting play space that attracts visitors from the local neighborhood and throughout the entire city.

### **Main Street Streetscaping and Park Project**

Jacksonville Economic Development Commission

#### **Capital Projects/Beautification**

The Main Street Streetscaping and Park Project, was designed in 2006 to beautify the main corridor of Downtown Jacksonville. The project establishes a park at the end of Main Library, brings shade to Main Street and provides for visual relief from the series of surface parking lots lining this corridor. The project included planting 32 Date Palms and resurfacing the sidewalks with brick pavers along both sides of Main Street. The completion of the Main Street Streetscaping and Park Project is a catalyst for redevelopment east of Main Street and improves the pedestrian environment.

### **Space View Park West**

City of Titusville

#### **Capital Projects/Beautification**

The City of Titusville Space View Park is a key component of the downtown redevelopment effort. This is a unique project that has been designed to treat urban storm-water runoff and enhance the visual appeal of the downtown Community Redevelopment Agency. The project includes amenities such as monuments to space exploration and environmental education features. Space View Park demonstrates innovation through financing, design, construction, problem solving and sustainability of the surrounding

downtown area. The financing of this project involved complex coordination with government agencies and private investors. The financing included grants, joint participation agreements, tax increment funding, and private investment through the Space Walk of Fame Foundation.

### **Castaway Cove Beach**

Palm Bay Bayfront Community Redevelopment Agency

#### **Capital Projects/Beautification**

One of the longest-inhabited areas of Brevard County by both Native Americans and settlers had a ribbon cutting on June 5 to celebrate the beautiful renovations completed by the Bayfront Community Redevelopment Agency earlier this year. Castaway Cove Beach now has native landscaping, historic lighting fixtures, a pavilion by the water, new beach access boardwalks and the Palm Bay Signature Palm that appears on the Bayfront Community Redevelopment Agency logo. The re-opening of this hidden gem of the Palm Bay Parks system, with its direct access to the bay that gave Palm Bay its name, is a Community Redevelopment Agency success story.

### **Bridging the Shoreline**

Charlotte County Community Redevelopment Agency

#### **Management Programs/ Creative Partnerships**

The Bridging the Shoreline project brought together two local governments, two community redevelop-



## 2008 Award Entries

ment agencies, the Florida Department of Transportation, nonprofits and the private sector to fund, design and install decorative light poles and signature banners on two bridges that span the pristine national estuary – Charlotte Harbor.

On August 13, 2004, Hurricane Charley entered Charlotte County and destroyed homes, businesses and public infrastructure. Both the City of Punta Gorda and Charlotte Harbor Community Redevelopment Areas experienced severe damage. During the recovery process, a partnership was formed to create a link between the two Community Redevelopment Agency that resulted in an enhanced relationship between several organizations.

### **East Gateway District Five-Year Action Program**

Clearwater Community  
Redevelopment Agency  
**Management Programs/  
Creative Partnerships**

The importance of the East Gateway District as a downtown gateway and neighborhood prompted the Community Redevelopment Agency to initiate a revitalization program to restore vitality and livability to the area. Building on the Downtown Redevelopment Plan, residents, businesses and social services organizations were involved in the creation of the five-year action program. The overarching goals of the program are to: engage the diverse stakeholders in the revitalization effort;

achieve neighborhood stability by addressing social, economic and physical issues; establish a positive identity for East Gateway; and attract new investment in both residential and business sectors.

### **2nd Annual Best Downtown Martini Competition**

Cape Coral Community  
Redevelopment Agency  
**Marketing & Communications**

The challenge: How to brand downtown Cape Coral as "The Dining and Entertainment District" by drawing visitors, who may have not yet discovered everything downtown has to offer (to self fund an event that maximizes the entertainment highpoints of the District).

### **Downtown Cape Coral's Mothers Day Weekend Flower Walk**

Cape Coral Community  
Redevelopment Agency  
**Marketing & Communications**

The challenge: How to honor mother for Mother's Day by creating a low-budget event that brings new shoppers and multiple generations for an enjoyable day of shopping to downtown Cape Coral's unique retail stores rather than the big box stores in the other areas of the city.

### **Visit Hollywood/Think Outside the Circle**

Hollywood CRA and Hollywood Office of Tourism  
**Marketing & Communications**

The Hollywood Community Redevelopment Agency's and Hollywood Office of Tourism's goal was to create and enhance the idea of Hollywood as a desirable destination for local shoppers and tourists. Their brand is Visit Hollywood. They used marketing to promote a social vision of Hollywood as a vibrant place known for its distinctive natural and a social vision of Hollywood as a vibrant place known for its distinctive natural and cultural assets while also using it as a driving engine to reinforce economic growth in various industries and thus improve both the residential and commercial tax base. Marketing is a component of the district CRA plans of the Hollywood Community Redevelopment Agency. Our effort is diverse using the tools of public relations, special events, and aggressive advertising in both traditional and innovative forms.

### **CRA FY 2007 Annual Report** Gainesville Community Redevelopment Agency **Marketing & Communications**

The Community Redevelopment Agency 2007 Annual Report allows them to properly express its identity and individuality as Gainesville's official redevelopment entity. The document provides a medium through which the Community Redevelopment Agency can convey its authority as a public sector agency, as well as its ingenuity, inventiveness and agility at accomplishing objectives in an efficient and thoughtful manner. As such, the annual report serves

## 2008 Award Entries

as an important tool that will enable them to attract the high levels of public support and the high-caliber private sector partners that are critical to its continued success in pursuing and implementing exceptional projects.

### **Boynton Beach CRA 2007 Annual Report**

Boynton Beach Community Redevelopment Agency

#### **Marketing & Communications**

The Boynton Beach Community Redevelopment Agency 2007 Annual Report was produced with high energy teamwork from their staff. The annual report conveys direct and positive messages about how the Boynton Beach CRA brings value to residents and businesses of the redevelopment district. It provides easy-to-read text and strong graphics that encourage the audience to embrace and support the organization. It projects a consistent message and focus for the CRA. The CRA wanted to illustrate the distinctive differences between its impact and that of other community redevelopment agencies.

### **Northwood Village Neighborhood Ambassadors**

West Palm Beach Community Redevelopment Agency

#### **Marketing & Communications**

Northwood Village was a tired six-block retail area struggling to transform from a sparsely occupied commercial district into a vibrant

neighborhood village. Early redevelopment efforts were hindered by local residents who rarely visited and apathy among merchants. To reverse the decline, the West Palm Beach CRA sought support from neighbors. A branding campaign was created; "Real Faces, Real Places" and included an engaging event program, "Northwood Village Neighborhood Ambassadors." This program required the involvement of local resident "volunteers" that would act as a unified voice to "talk up" the village. Now firmly established, this program has reached more than 1,000 neighbors.

### **Branding & Marketing Dixieland CRA**

Lakeland Community Redevelopment Agency

#### **Marketing & Communications**

The area defined today as the Dixieland Community Redevelopment Agency, encompasses the oldest neighborhood commercial corridor in Lakeland. Increased traffic and changing lifestyles altered the corridor over the years, but through a comprehensive marketing and branding campaign it is the goal of the Community Redevelopment Agency to return it to its original viability. The campaign focuses on the creation of a unified theme through an integrated logo, banners, street signs and marketing materials. The use of alliteration, punchy graphics and fun promotions are designed to give the area an identity, highlight business clusters and encourage

existing and new customers to view this area in a fresh light.

### **Mount Dora CRA Business Directory**

City of Mount Dora

#### **Marketing & Communications**

To increase resident spending in the Mount Dora Community Redevelopment Agency area, a business directory was published and locally disseminated. The Mount Dora CRA Business Directory includes a listing of all businesses in the CRA area, a corresponding foldout map, a welcome from the mayor, a brief history of the city and other useful information. The piece was direct-mailed to 7,600 households and stocked at public areas throughout the City. The directory and an updated addendum are regularly mailed to new residents. Overall, the directory serves to link local residents to local businesses.

### **Historic Downtown Map**

Port St. Joe Redevelopment Agency

#### **Marketing & Communications**

Port St. Joe continues establishing its brand-history merges with today with a visitor's map that invites tourists to explore the treasures of this quiet coastal town. Produced through the Port St Joe Development Agency and co-sponsored by the Tourist Development Council, the map uses "treasure map" graphics, "then & now" photos and a color-keyed legend to highlight and spotlight the places to shop, dine,

## 2008 Award Entries

play and stay in the marina and historic districts and close environs.

### **Pleasant City, The Revitalization of a Community**

West Palm Beach Community Redevelopment Agency

#### **Out of the Box**

Pleasant City was the first African American community in Palm Beach County. It was developed in 1893 due to Henry Flagler's need for laborers to build his resort and mansion on Palm Beach Island. Originally a place of community, the area consisted of single-family homes, small businesses and churches. Pleasant City, as with many inner city communities, deteriorated into a depressed, drug-infested neighborhood. The Community Redevelopment Agency is revitalizing Pleasant City to bring it back to its original glory through redevelopment initiatives such as the MerryPlace housing project, Rebirth of Pleasant City Paint and Plant Program and an infill housing program.

### **Fountain Green**

City of Eustis

#### **Out of the Box**

Thanks to a partnership project between the city and local arts groups, Fountain Green which was once an empty and barren 3.6 lot in the middle of downtown Eustis is now a refreshing and inspirational respite for the enjoyment of all visitors. The City of Eustis agreed to lease

the site for a period of three years and turn a construction eyesore in the middle of downtown into a pleasing vista. The stipulation of the agreement was that all of the city's improvements were to be temporary and could easily be removed at the conclusion of the lease.

### **Partnership for Civic Leadership**

Delray Beach Community Redevelopment Agency

#### **Out of the Box**

The Office Depot Foundation and the Downtown Marketing Cooperative partnered with the City of Delray Beach for its 2007 holiday festivities and First Night® 2008. The partnership centered on involving the community's 1,200 seventh and eighth grade students in the holiday events and activities. The partnership consisted of three phases: construction of the Famous 100-Foot Christmas tree, entertainment at the tree and involvement in First Night® New Year's Eve Celebration. Throughout the holiday season, students logged a total of 1,884 volunteer hours. As a part of its grant, Office Depot Foundation awarded nearly \$10,000 in scholarships, honoring civic leadership and volunteer efforts to seven Delray Beach middle schools.

### **Livable City Element, New Port Richey Comprehensive Plan**

City of New Port Richey

#### **Out of the Box**

In New Port Richey, it's a common sight to see children walking or biking to school, the library or neighborhood stores. Walkability, compact neighborhoods and a historic downtown contribute to the strong sense of community in the city. When a visioning process was organized for the comprehensive plan update, residents had a pretty good model from which to derive ideas for future development. They asked for something like downtown, but with better transportation options. With input from the community, a framework for a livable city, neighborhoods, streets and sites was established in the comprehensive plan's new Livable City Element.

### **R. Duke Nelson Human Development Resources Centre**

Fort Pierce Redevelopment Agency  
**Outstanding New Building Project**

The R. Duke Nelson Human Development and Resources Centre Gymnasium and Educational Facility located in Fort Pierce, Florida. It is a state-of-the-art facility for the northwest residents of the city completed April 2008 for a total cost of \$9.6 million. Partnerships with the St. Lucie County Boys and Girls Club and Indian River Community College will afford activities for youth, educational and job-training opportunities at the facility and assist residents in the economically distressed area.



## 2008 Award Entries

### **Palmetto Village of the Palms**

Palmetto Community  
Redevelopment Agency  
**Outstanding New Building  
Project**

In the heart of the Palmetto Community Redevelopment Agency District there existed a blighted parcel of approximately five acres. The property contained 40 rental units concentrated on the perimeter of the parcel and a large amount of vacant land, which was a constant problem with regard to code enforcement and illegal dumping. The owner of the property agreed to sell it to the Palmetto CRA for a discounted price. The Community Redevelopment Agency requested redevelopment proposals, subsidized the Habitat for Humanity's purchase of the parcel, which facilitated the replacement of the dilapidated units with 34 privately owned single family homes. The entire neighborhood has changed!

### **Peninsular Telephone Building**

City of Clearwater  
**Outstanding Rehabilitation,  
Renovation or Reuse Project**

The rehabilitation of the Peninsular Telephone Building was the first major project of its kind in the Cleveland Street District. The property owner invested more than \$400,000 to rehabilitate the interior/exterior of the building. This underutilized and unsightly building was purchased to rehabilitate it to

its former grandeur and to foster and encourage investment and pride throughout the district and add to the "Café District" envisioned in a revitalized downtown. The Peninsular Telephone Building rehabilitation is an outstanding example of what can be accomplished through dedication and hard work, and has inspired adjacent property owners to follow suit.

### **Babcock Street Community Redevelopment Agency**

Redevelopment Plan, City of Melbourne  
City of Melbourne/Land Design  
Innovations, Inc.  
**Planning Studies**

Land Design Innovations, Inc. prepared an update of the 1997 redevelopment plan for the City of Melbourne's Babcock Street Community Redevelopment Agency. The plan proposed improvements to connect the surrounding neighborhoods to the CRA's commercial corridor. The plan also proposed capital improvement projects designed to build upon the previously installed city improvements, connect to on-going Department of Transportation improvements and Brevard County infrastructure projects. These projects had previously been viewed as independent programs without acknowledging the combined impacts upon the Babcock Street CRA. Plan features include coordination of Babcock Street CRA activities with on-going DOT roadway improvements, the Melbourne International

Airport's Master Plan, identification of redevelopment opportunity sites, a short-term Action Plan, a long-term implementation plan and the development of a Small Business Assistance Program.

### **Deerfield Beach Cove Charrette Master Plan**

City of Deerfield Beach/  
Iler Planning Group  
**Planning Studies**

This redevelopment plan for the City of Deerfield Beach's Beach/Cove area included urban design concepts, land use and zoning recommendations, enhanced pedestrian connections, parking solutions, and a new vision for the aging development along the riverfront. The document is graphically oriented and shows the progression of the charrette planning process with extensive use of 3D modeling and technical illustrations, and includes the alternative design proposals developed in the break-out groups during the charrette. The master plan also proposed "green" planning strategies for the Cove. These are actions designed to reduce the site's carbon footprint and heat island effect, and conserve resources.

### **Hollywood Beach CRA Master Plan**

City of Hollywood Beach/  
Zyscovich Architects  
**Planning Studies**

Lying on a one-block-wide barrier reef, Hollywood Beach is an ecologi-

## 2008 Award Entries

cally fragile coastal municipality and one of the last remaining examples of historic, small-scale Florida. It's most significant distinction in the regional tourist market is its character, which is sustained by local ownership, a deep sense of community, and concentration of early Florida architecture. The existing code was inadequate to address the present-day development climate and the limitations of parcel size and flood zone requirements. Thereby, the challenge in developing the master plan was to create improvements and development opportunities without destroying the character and native assets.

### **Boynton Harbor Marina Master Plan**

Boynton Beach Community Redevelopment Agency  
**Planning Studies**

The Boynton Harbor Marina project is one of the last public access waterfronts and active commercial fishing marinas located in the City of Boynton Beach. As such, the Boynton Beach Community Redevelopment Agency identified this project as an important destination "place" and catalyst redevelopment project. This project is also an integral component to the Downtown Transit Oriented Development district, and has been identified by Palm Beach County as one of four "marina villages" under the marina villages plan for waterway economic development. The Boynton Harbor Marina will be the first village to be constructed and

has set the stage for how to execute a vision to reality.

### **City of Boynton Beach Downtown Vision & Master Plan**

Boynton Beach Community Redevelopment Agency  
**Planning Studies**

Prior to the adoption of the 2008 Downtown Vision & Master Plan, the City of Boynton Beach had been operating under several "district" redevelopment plans. A significant amount of planning and redevelopment has been undertaken in the Community Redevelopment Agency district since its designation in 1983 without the benefit of one cohesive downtown planning document. At the February 13, 2007, CRA Board meeting, EDaw, Inc. was selected to perform the task of creating the downtown master plan. The master plan was formally adopted by the City Commission. The study covered a 746-acre area that encompasses the Heart of Boynton Neighborhood, as well as the downtown core and Federal Highway corridor.

### **Westside Community Redevelopment Area Plan**

City of Pensacola/IBI Group, Inc.  
**Planning Studies**

The Westside Community Redevelopment Area Plan provides a road map for revitalizing the western portions of Pensacola's inner city. The plan proposes to revitalize and reconnect neighborhoods by

transforming primary corridors and neighborhood streets. Proposals tie the area to downtown and the future maritime waterfront park, enhancing the urban experience through streetscape improvements, wider sidewalks, traffic calming and urban design standards. The plan recommends creating a campus-like layout with a neighborhood town center as the focal point, accommodating a diversity of community-oriented activities and uses, co-locating proposed new facilities such as a library branch, community center, and possibly a new urban school. Sub-districts within the plan area retain unique identities based on their own assets and character.

### **Winter Park CRA Strategic Plan**

Winter Park Community Redevelopment Agency  
**Planning Studies**

In January 2007, the City of Winter Park Community Redevelopment Agency (CRA) was charged with completing a strategic plan to determine how the CRA could meet the needs of the community by reinvesting certain tax revenues in the CRA district. The objective of the strategic plan was to provide an assessment of the existing plan and activities, as well as a preview of new initiatives and long-term goals. Over many months, a community-wide education and decision-making process eventually resulted in prioritizing the top six goals that were most important to the future success of the CRA.

# Planning Studies

## **Oviedo Beautification & Wayfinding Study**

City of Oviedo/Bellomo-Herbert & Company, Inc.

### **Planning Studies**

Understanding the need to create a new downtown and a sense of place, the city initiated an effort to establish planning guidelines that would manage growth and enhance the overall quality of future developments. The city commissioned Bellomo-Herbert & Company to prepare the Oviedo Beautification and Wayfinding Study. This study established design criteria that would ensure a desired level of quality for future streetscape projects, gateways and wayfinding elements along the selected streets within the City of Oviedo.

## **Target Employment and Industrial Land Study for the Pinellas Community**

Pinellas Planning Council

### **Planning Studies**

A collaborative effort of the Pinellas Planning Council and Pinellas County Economic Development Department, the Target Employment

and Industrial Land Study for the Pinellas Community is designed to ensure an economically sustainable future for Pinellas County as it approaches buildout. The study identified industries that are most beneficial to the county, surveyed employers to determine their land use needs, inventoried the supply of land that can accommodate employment, and projected future land demand. Policies were recommended to allow more jobs on less land, protect industrial land from conversion to non-employment uses, and provide incentives to attract and retain high-wage employers.

## **Northwest-Progresso-Flagler Community Redevelopment Agency**

Implementation Plan & Market Evaluation

City of Fort Lauderdale, CRA

### **Planning Studies**

The Fort Lauderdale City Commission created the Northwest-Progresso-Flagler Community Redevelopment Agency through a resolution and charged it with the duty of bringing the community together and creating the desired improvements sought by all stakeholders. Since its inception, the implementation plan has undergone

revisions to keep up with the changing landscape that the NPF CRA serves. The implementation plan is composed of several facets that when completed will create a new look with classic lines and modern touches. The plan is designed to create opportunity, revitalize, provide communities with safe areas, and to strategically redevelop areas of Fort Lauderdale that had been overlooked in the past. The basic implementation plan is to aggressively pursue the redevelopment of all vacant properties in the northwest corridor of Fort Lauderdale, specifically, at the intersection of NW 6th Street and NW 7th Avenue for large scale development; strategically redevelop large, underutilized sites to be compatible with the overall vision of the NPF CRA; create and implement area wide design guidelines; continue to promote home ownership opportunities by utilizing vacant lots for infill housing; create positive redevelopment opportunities through the development of the 7th and 9th corridor; implement comprehensive traffic calming measures to mitigate the effects of cut-through traffic; and target and attract specific industries to establish a presence in the area.



# 2008 FRA Board of Directors

**E**verything that is  
new or uncommon  
raises a pleasure in the  
imagination, because  
it fills the soul with  
an agreeable surprise,  
gratifies its curiosity,  
and gives it an idea  
of which it was not  
before possessed. –  
*Joseph Addison*

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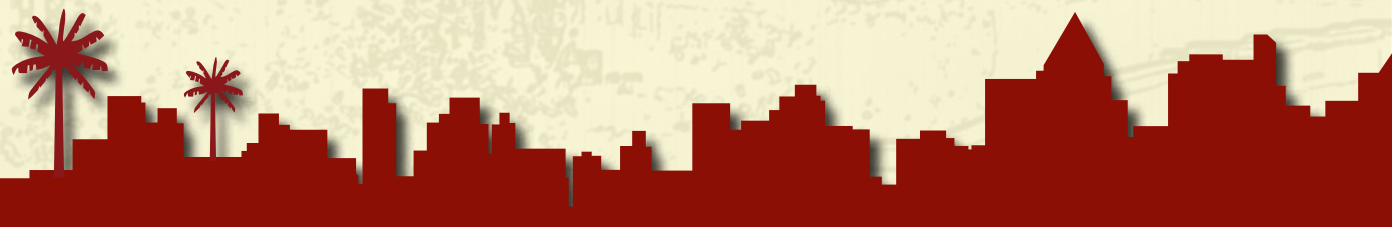
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**2008 FRA Awards Best Book**