

2012 BEST BOOK

Florida Redevelopment Awards



From the President

In reviewing the 2012 entries, it's apparent that significant private and public investments continue to be made every day throughout Florida's small and big towns. More specifically, these investments are focused within Community Redevelopment Areas (CRAs) where job creation is occurring, quality of place is defined, and civic and cultural activity is celebrated.

The selection of one project over all others is not a simple task, especially when so many worthwhile projects were submitted for consideration. Projects deserving special recognition include the City of Daytona Beach, Riverfront Master Plan; the City of Tarpon Springs CRA and Sponge Docks Special Area Plan; and the Lake Worth CRA Living Reinvented (NSP2).

The project selected as recipient of the 2012 President's Award is the City of Gainesville CRA Innovation Square. This project represents an extensive collaboration and partnership to repurpose a former 40-acre hospital district into a state-of-the-art research and development center including an already completed 48,000 square-foot business accelerator. This project furthers Gainesville's redevelopment momentum and leverages the community's economic engine – the University of Florida – and opportunity for technology transfer.

Congratulations to those who submitted projects and this year's winner; may we all learn from their example to similarly transform our communities.

Respectfully,



Marc Mondell, AICP, Assoc. AIA
President
Florida Redevelopment Association



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Everything 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.
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About the Florida Redevelopment Association

Cities throughout Florida are rediscovering their roles as crossroads for commerce, as meccas 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 program** cities. Today, the FRA also includes nonprofit organizations, consultants and private developers, as well as **downtown development authorities**. We are a comprehensive association of all partners and stakeholders in Florida's urban revitalization network.

The FRA is an independent association governed by a Board of Directors elected by the membership. It is staffed through an annual contractual agreement with the Florida League of Cities, Inc. The 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's redevelopment efforts, please contact:

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Tallahassee, FL 32301
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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.

To recognize the projects and people involved in redevelopment throughout the state, two award series were established. The **Roy F. Kenzie 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 of an organization.

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 12 juried categories, the Florida Redevelopment Association Awards showcase and celebrate the most innovative and effective redevelopment programs in Florida. The 12 categories of the Roy F. Kenzie Awards are: **Capital Projects/Beautification; Creative Organizational Development and Funding; Cultural Enhancement; Management Programs/Creative Partnerships; Marketing and Communications; Out of the Box; Outstanding Affordable Housing Project; Outstanding New Building Project, Outstanding Rehabilitation, Renovation or Reuse Project; Planning Studies; Transportation/Transit Enhancements;** and the **President's Award.**

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.

2012 Roy F. Kenzie Award Winners



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President's Award Winner



Innovation Square

Gainesville Community Redevelopment Agency

More info: fisherkh@gainesvillecra.com • (352) 334-2132

Located between the University of Florida and downtown Gainesville, **Innovation Square** is an Urban Research District that will host spin-off companies from the university, generating local jobs and tax revenue. The 4-million-square-foot development will transform 40 acres of underutilized land into a live-work-play innovation community that is walkable and sustainable. The district plan was developed between 2009 and 2011 by a broad base of stakeholders led by the successful partnership of the Gainesville Community Redevelopment Agency, UF and Shands Healthcare. Now in its first phase, Innovation Square is on its way to becoming a national hub of green tech and life sciences research and development.

Out of the Box



Capitol Projects/ Beautification



Washington Street Park City of Tampa, CRA/Stantec

More info: lea.deltosto@stantec.com • (813) 223-0009

Once a greyfield site, this new **urban park utilized extensive public involvement** to create a much-needed place where residents can socialize. The most desired component of the park, the dog run, allows dogs in this dense urban neighborhood a place to exercise while affording their owners a secure, quiet place to gather. Highlights include a larger-than-life sea grass sculpture as alternative play, a large sail pavilion, shell-like columns and blue glass paving.

Creative Organizational Development and Funding



Delta Kappa Omega/Providence Community Service Center City of Tallahassee, CRA

More info: sherri.baker@talgov.com • (850) 891-6452

The construction and operation of the **Providence Neighborhood Community Center** is the result of coordination, cooperation and funding support by the City of Tallahassee, the Delta Kappa Omega Housing Foundation, the Providence Neighborhood Association, nearly 30 volunteer service provider groups and individuals, and the Tallahassee CRA. Through the vision, financial support and commitment of the above organizations and individuals, a community of providers was able to open the doors to the Providence Neighborhood Community Center, a 5,000 square-foot, LEED-certified building that provides meeting space and classrooms with programs and services for the Providence neighborhood and the City of Tallahassee at large.

Cultural Enhancement



East Gateway Hispanic Festival Clearwater Community Redevelopment Agency

More info: Geraldine.lopez@myclearwater.com • (727) 562-4075

The **East Gateway Hispanic Festival** took place on May 22, 2011, at Glen Oaks Park in Clearwater. This free, family friendly event featured cultural entertainment, business and services information for the community, food and beverages, and lots of children's activities. The goal for the festival was to promote the East Gateway neighborhood and the CRA area as a destination. This was an opportunity to engage the residents while giving visibility to local businesses. The festival offered something that everyone could enjoy. It attracted approximately 800 people, including hundreds of children, from all areas of the city.

Management Programs and Creative Partnerships



FREE BUSINESS SEMINAR

MINORITY BUSINESS DEVELOPMENT AGENCY
BUSINESS CENTER
U.S. DEPARTMENT OF COMMERCE

In collaboration with:

CRA
REVENUE
Fort Lauderdale

Wednesday, April 18, 2012
12:00 p.m. – 2:00 p.m.
City of Fort Lauderdale CRA
914 NW 6th Street, Suite 200, Ft. Lauderdale, FL 33311

Using Your Business Plan to Raise Capital
Presented by

- Gibraltar Private Bank & Trust
- MBDA Business Center

PROGRAM HIGHLIGHTS

- The 5 C's of Lending
- Completing a Loan Application
- Alternative Business Financial Resources

COMPLIMENTARY REGISTRATION
RSVP: 786.316.0888 * EMAIL: maria@mbdabusinesscenterfl.org

The MBDA Business Center is funded by the U.S. Dept. of Commerce - MBDA, and Operated in Florida by M. Gill & Associates, Inc. - www.mbdabusinesscenterfl.org

City of Fort Lauderdale Business Plan Project City of Fort Lauderdale, CRA

More info: abattle@fortlauderdale.gov • (954) 828-4514

Under the Minority Business Development Agency program, the **Fort Lauderdale CRA** has assisted 46 businesses to develop business plans and loan packages, which have resulted in from \$50 to \$250,000 in new financing. A bi-monthly Lunch & Learn Series is also offered. An internship program assists small businesses in the program implement recommendations following an MBDA Needs Assessment. The program is having an economic impact because of the increased employment opportunities that are created when a new business opens. The funding for the plans comes from the CRA. Businesses that have recently come offline can work with the CRA's PR specialist to assist with marketing and outreach.

Marketing and Communications



Reinventing Marketing Campaigns: Cheap and Good City of Lakeland, CRA

More info: tamara.sakagawa@lakelandgov.net • (863) 834-8432

As a result of continuing budget constraints, reinvention of a typically expensive branding and marketing campaign was a great success for the **Lakeland CRA**. Improving communication with the public regarding business and development opportunities at a nominal cost was the goal. An electronic quarterly newsletter, developed in-house and filled with helpful topics and real estate trends, proved to be a useful tool for developers. Business owners within the CRA district increased their customer base by participating in rack cards promotions circulated to approximately 4,000 city residents. The new CRA customer-friendly website offers relevant information for development, programs and services offered by the agency.

Outstanding Affordable Housing



After



Before

Lake Worth NSP-2 Consortium
City of Lake Worth, CRA

More info: etheodossakos@lakeworth.org • (561) 493-2550

The Lake Worth CRA is the lead entity of the **Lake Worth NSP-2 Consortium**. The consortium was awarded a \$23.2 million Neighborhood Stabilization Program grant to purchase foreclosed and abandoned properties and rehabilitate or construct up to 130 residential, affordable-housing units within a targeted area of the City of Lake Worth. The consortium is made up of 20 community-based organizations including Adopt-A-Family, Habitat for Humanity, private developers, Palm Beach State College and local companies working together to address the foreclosure crisis within the target area in the City of Lake Worth. The grant assists with providing affordable home-ownership opportunities to income-eligible households, ensuring affordability for a period of 15 years or more.

Outstanding Rehabilitation, Renovation or Reuse Project



After

Before

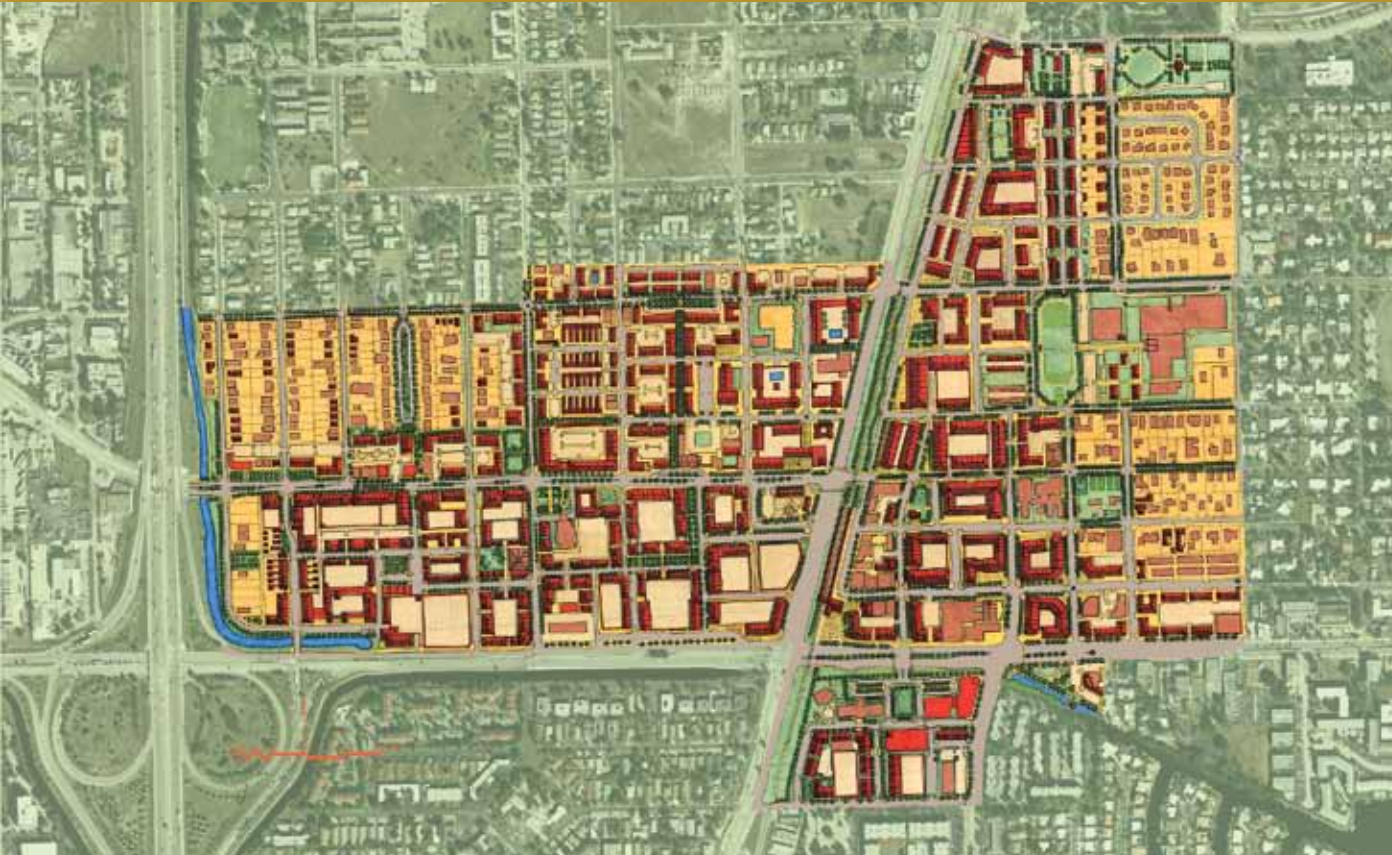


Sweetbay Supermarket Project City of Cape Coral, CRA

More info: jjacobsen@capecoral.net • (239) 549-5615

Sweetbay Supermarket planned to take over a former Publix store in the core of the CRA. Through a façade grant to other portions of the shopping center and an adjoining property, the CRA was able to foster not only enhanced design for the shopping center, but also a matching theme allowing a unified appearance for the entire area.

Planning Studies



Downtown Pompano Transit Oriented Corridor Pompano Beach Community Redevelopment Agency

More info: Natasha.alfonso@copbfl.com • (954) 786-7836

Downtown Pompano Beach is an area once split by the construction of the FEC railway. This led to a racial divide coupled with the disparity in home ownership, crime and neglect. The decay of the area had led its residents to believe there was no hope. The **Downtown Pompano Transit Oriented Corridor** is a grassroots effort to empower a segregated neighborhood by creating relationships, partnerships and programs designed for the specific needs of this area, known as the Northwest Community. Including the residents in the redevelopment plans and implementation process inspired them to get involved and stay involved. They are confident now that the redevelopment efforts will continue.

Roy F. Kenzie Award Entries

CAPITAL PROJECTS AND BEAUTIFICATION

Aline McWhite Park Project City of Avon Park, Southside Community Redevelopment Agency

Aline McWhite Park was named after the oldest living resident in the Southside district of Avon Park. Mrs. McWhite endured struggles and enjoyed triumphs for nearly 105 years, but her namesake barely survived a fraction of that time. The irony that a piece of land could bring such detriment to a community was finally deemed intolerable enough to take action. The Southside residents organized and planned to make their community a better place to live, work and play. The CRA provided the guidance and support to create a better environment for one of the oldest communities in Highlands County.

The Cove Shopping Center Deerfield Beach Community Redevelopment Agency

The Cove Shopping Center Reconstruction is a \$2.1-million capital improvement/beautification project of a six-acre publicly owned surface parking lot surrounded by 27 privately owned properties. The project included

the installation of a new drainage system, curbing, landscaping, decorative lighting and an iconic Key West themed entryway tower and nautical buoys.

MLK Beautification Project – December 2011 Delray Beach Community Redevelopment Agency

The MLK Drive Beautification Project in Delray Beach highlights successful redevelopment driven by community input. Based on a conceptual design developed by a grassroots stakeholder committee, this project generated awareness for a 1.5-mile corridor as both a viable alternate travel route to the city's main thoroughfare and a tribute to the legacy of Dr. Martin Luther King, Jr. The \$1.6 million project – funded by a combination of CRA, City and grant dollars – has furthered the City's sustainability efforts, providing 37 private residences and a City recreational facility with cost-saving irrigation using reclaimed water.

Southeast 1st Street Improvements Gainesville Community Redevelopment Agency

Business retention is important throughout the City of Gainesville and is critical within the down-

town core. S.E. 1st Street landscape enhancements include the streetscape between E. University Avenue and S.E. 2nd Place. This corridor connects many of the amenities in downtown and is heavily traveled by pedestrians, cyclists and motorists. The CRA replaced the plant material in the landscaped beds along S.E. 1st Street from E University Avenue to the Hippodrome Theatre. The new plantings are low-maintenance, drought-tolerant species that will provide year-round visual interest with fewer replacements required throughout the seasons. The project creates a signature street.

S.W. 3rd Street Streetscape Gainesville Community Redevelopment Agency

S.W. 3rd Street provides a connection between Depot Park, downtown and Innovation Square. The Gainesville CRA pursued infrastructure improvements along this corridor to support redevelopment and economic development within the urban core. Benefits from this project include roadway resurfacing, undergrounding utilities, installation of decorative lighting fixtures, construction of brick sidewalks, ADA accessibility upgrades and new infrastructure upgrades to the electric and water

Roy F. Kenzie Award Entries

systems. Infrastructure improvements were made possible through partnerships with Gainesville Regional Utilities' water and electric utilities. The improvements not only provide better services to Porters Community residents, but also supply critical infrastructure connections that will support future economic development at Innovation Square.

U.S. 98 Streetscape **City of Gulf Breeze**

Gulf Breeze is a family oriented city on a peninsula situated between Pensacola and Pensacola Beach. U.S. 98 runs through the heart of this waterfront community. It is a highway vital to Florida's Panhandle and important to the resident's daily lives. However, it desperately needed improvement. The purpose of the streetscape was to solve several problems common with older roadways. The cooperative, combined efforts of the city, the Santa Rosa School District, the Florida Department of Transportation and the local education agency serves as an example of uncompromised communication and unity among stakeholders.

Florida Avenue/9th Street **Intersection Improvements** **Lynn Haven Community** **Redevelopment Agency**

Between October 2011 and May 2012, the Lynn Haven CRA completed – with the support of Lynn Haven Main Street and the City of Lynn Haven – the Streetscape Improvements Project on Florida Avenue and 9th Street in downtown Lynn Haven. The project is based on the Conceptual Master Plan for Florida Avenue, which was completed last year by Lynn Haven Main Street. This project represents Phase I of the overall update of Lynn Haven's historic Main Street corridor – Florida Avenue. The improvements, which are consistent with the CRA's Architectural Design Guidelines, were designed with an emphasis on walkability, safety and sustainability. Construction activities included the installation of new stamped asphalt, sidewalk expansions, new streetscape furniture, as well as landscape features for the intersection corners. Project funding was provided by the Lynn Haven CRA; however, implementation was administered by Lynn Haven Main Street. Since the completion of the project, traffic and business activity along Florida Avenue and

9th Street have increased while maintaining a safe environment for pedestrians.

U.S. 1 Streetscape **City of South Daytona**

The South Daytona U.S. 1 Streetscape project transcends a simple beautification project by incorporating aesthetic, safety and sustainability features into its design. Innovative project elements are visually attractive, while enhancing safety along the corridor including undergrounding of utilities, audible pedestrian signals, wider decorative sidewalks, marked bike lanes and bus pull-offs. The city incorporated sustainable elements into this project with the addition of LED streetlights, drought tolerant landscaping and reclaimed water lines in the median for city and business use. The impact on the community will be felt for generations and sets the standard for other capital projects in the region.

Westgate Central Lake **Westgate/Belvedere** **Homes CRA**

The 6.85- acre Westgate Central Lake was a place-making opportunity for the Westgate Community, an effective flood mitigation project, and a positive environmental contribution to the

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stewardship of the Lake Worth Lagoon. The project resulted in additional stormwater storage capacity and improved conveyance for the area and pre-treatment of the runoff discharged downstream to the lagoon. Four-hundred fifty-thousand dollars in CRA TIF dollars were leveraged tenfold with Federal Emergency Management Agency, Community Development Block Grant-Development of Regional Impacts, Lake Worth Lagoon, Chains of Lakes, and Palm Beach County grant funds. To receive the funds, the CRA successfully identified common goals and comprehensively addressed critical components of each grant program.

East Morse Boulevard Streetscape

Winter Park Community Redevelopment Agency

On November 2, 2010, the Winter Park Community Redevelopment Agency completed the East Morse Boulevard Streetscape Project. With its high visibility from Central Park and with more than 40,000 annual visitors to the Winter Park Scenic Boat Tour, this renovation was an important commercial feature of the downtown Winter Park business district. The project included removal of overhead wiring; installation of

wider, more pedestrian-friendly sidewalks; improvements to landscaping and traffic safety; decorative lighting; and the creation of a piazza-like median. The streetscape created a shared-space concept that encouraged pedestrian convenience along with automobile accessibility.

CREATIVE ORGANIZATIONAL DEVELOPMENT AND FUNDING

Façade and Business Site Improvement program, Merchant Assistance Program and Business Retention Initiatives

City of Pompano Beach, Community Redevelopment Agency/Redevelopment Management Associates

The Pompano Beach Community Redevelopment Agency's East District contains 158 acres with Atlantic Boulevard as the arterial commercial corridor. The CRA created three programs specifically crafted to address investment obstacles within the district and ensure the private sector invested in the area. The Façade and Business Site Improvement Program provides grant funding for exterior improvements, while the Merchant Assistance Program provides a grant for operational and interior

improvements. The Business Retention Initiatives drew new people to the shops, increasing sales. The three-prong approach works holistically to create significant, visible impact and spur redevelopment in the East CRA District.

City of Tampa CRA Façade Grant Program

City of Tampa, Community Redevelopment Agency

How do you get \$4.4 million of private sector investment in your small business community and commercial corridors? Through a well-thought-out façade grant program that has the flexibility to meet the needs of diverse areas. The Tampa Community Redevelopment Agency Commercial Façade Grant Program kicked off in November 2009. It is a simple, straightforward program incentivizing local investment in at-risk areas, job and business growth, and in an enhanced quality of life for residents. The results: 27 grants approved across four CRA districts with \$1 million in public investment leveraging four times the private sector investment. In other words...Success!

Roy F. Kenzie Award Entries

PAL (Police Athletic League)

Building Addition

City of West Palm Beach, Community Redevelopment Agency

The City of West Palm Beach Police Athletic League, a juvenile crime prevention program located in a struggling neighborhood, provides academic and recreational activities to at-risk youth. As the demand for services grew, the PAL had to put new applicants on a waiting list due to the limited size of the facility. The West Palm Beach CRA purchased the adjacent blighted property, demolished the structure and provided a portion of the funding to construct a 1,500-square-foot addition and outdoor playground. Additional construction funding was provided by the city's Community Development Block Grant, American Recovery and Reinvestment Act grant, and KaBOOM!, a national nonprofit that provided funding and labor for construction of a new playground.

CULTURAL ENHANCEMENT

Light Up Sistrunk

City of Fort Lauderdale, Community Redevelopment Agency

Light Up Sistrunk is one of the Fort Lauderdale's premier holiday celebrations. It is the culmination of a yearlong process of encouraging Sistrunk Corridor business participation to increase their visibility citywide. This event has created a positive buzz about Sistrunk Boulevard and is an avenue for schools and artists to showcase their talents. It's a catalyst for positive change in the NW CRA. Light Up Sistrunk is a celebration of the season and a celebration of history and progress. The event allows residents and business owners to come together to discuss their vision of the corridor. Since the inaugural Light Up Sistrunk event, the city has seen numerous commercial grand opening and ground breaking events that are greatly enhancing this area.

Lake DeSoto Farmers Market

City of Lake City, Community Redevelopment Agency

The creation of the Lake DeSoto Farmers Market launched a new era of enhancements to both culture and commerce in Lake City's

CRA District along the shores of Lake DeSoto in Wilson Park. This is one of downtown Lake City's most distinctive yet under-utilized cultural, recreational and economic assets. Lake DeSoto has immense potential to create a setting that celebrates the area's heritage and serves as a gathering space for the community. The Lake DeSoto Farmers Market was the first of a series of vital economic tools being developed through the Lake DeSoto Waterfront Improvement Plan by the Lake City CRA.

LULA Cultural Enhancement **City of Lake Worth, Community Redevelopment Agency**

LULA Lake Worth Arts, named from merging the street names Lucerne and Lake, is a multi-faceted program that includes a successful marketing campaign, business involvement, signature and fundraising events, and new creative ideas to keep the program cutting edge. Art and culture is an essential part of the foundation of Lake Worth. Not only does LULA provide residents with recreation and entertainment options, but it also unites the community by bringing people together and providing an outlet during which ideas can be expressed in innovative ways. Working with positive

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projects, such as NSP-2, the 1000 Lake Avenue restoration, and the new PBC Cultural Council Headquarters, LULA will boost redevelopment efforts.

Riviera Beach Marina Day Riviera Beach Community Redevelopment Agency

The Riviera Beach Community Redevelopment Agency (RBCRA), in partnership with the Florida Fishing Academy, hosted Riviera Beach Marina Day on February 18, 2012. This special event was created to market the launch of the Riviera Beach Community Boating Program and promote waterfront access. No public funds were expended thanks to the generous donations of the Riviera Beach business community (close to \$20,000 in cash and in-kind services raised). Four-hundred people attended the first Marina Day; attendees visited Peanut Island, home to the Historic John F. Kennedy Bomb Shelter, and for the first time, local kids enjoyed kayaking and other waterfront activities.

MANAGEMENT PROGRAMS/ CREATIVE PARTNERSHIPS

Downtown Delray Beach Clean Team Project Delray Beach Downtown Development Authority

The Delray Beach Downtown Development Authority took a proactive approach to assist during the still-tough economic times and produced a marketing awareness campaign as an innovative way to showcase the more than 1,000 small businesses within downtown Delray Beach. Night & Day Downtown Delray We're Just What You Need!TM was created as a believable relevant brand that captures the true essence of downtown. The DDA promoted to the local and visiting community the many offerings and happenings that were provided by the businesses and used a monthly category as a way to generate awareness and increase the businesses' sales revenue.

Foster Park Community Center – Community Benefit Plan

Hallandale Beach Community Redevelopment Agency

The Hallandale Beach Community Redevelopment Agency directed a proficient initiative utilizing local

resources. In-kind services and new partnerships were leveraged to create efficient municipal fiscal management and effective community development for future application. Recreational Design and Construction (RDC) was selected to construct a LEED-certified Hallandale Beach Foster Park Community Center by implementing a broad-based community benefit plan. As the main contractor, RDC subcontracted local labor and utilized community groups to provide local employee and residential benefits, accountability, and preservation of valuable municipal resources. The innovative plan worked, resulting in significant financial and community benefits.

Lake Worth NSP2 Consortium City of Lake Worth, Community Redevelopment Agency

The Lake Worth CRA is the lead entity of the Lake Worth NSP-2 Consortium, which was awarded a \$23.2 million Neighborhood Stabilization Program grant to purchase foreclosed and abandoned properties and rehabilitate or construct up to 130 residential, affordable-housing units within a targeted area of the City of Lake Worth. The consortium is made up of 20 community-based organizations including Adopt-A-Family, Habitat for Humanity, private

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developers, Palm Beach State College and local companies working together to address the foreclosure crisis within the target area. The grant assists with providing affordable home-ownership opportunities to income-eligible households, ensuring affordability for a period of 15 years or more.

Community Policing Initiative City of Panama City, Commu- nity Redevelopment Agency

Downtown and Downtown North CRAs unveiled the "Community Policing Initiative" to address a growing problem with homeless and vagrants aggressively pan-handling, trespassing and criminal activity. The program incorporates a number of initiatives that have shown a positive impact on these areas of concern. It has created a community spirit of working together to improve the aesthetics, safety and real estate values in the area. These efforts have significantly curbed the problems and have stimulated new business interest, which will help revitalize both CRAs.

Taste of the Northwest City of West Palm Beach, Community Redevelopment Agency

The Taste of the Northwest saw its genesis in late 2009 as the

CRA's staff was brainstorming a topic for the next Northwest Community meeting. After years of dwindling attendance at regularly held informational meetings, it was decided to transform the event into a "party." Not only would this allow the CRA to support the neighborhood restaurants that would cater the event, it would also serve as an opportunity to introduce the neighborhood residents to these restaurants and to each other. After three years, the events have drawn successively larger crowds and have resulted in greater civic involvement from neighborhood residents.

MARKETING and COMMUNICATIONS

CRA 2011 Annual Report – May 2011

Boynton Beach Community Redevelopment Agency

More than a financial report, the Boynton Beach Community Redevelopment Agency (CRA) 2011 Annual Report is an entertaining marketing tool showcasing the exciting developments that have taken place in Boynton Beach during the past year. The report features an attractive overview of the CRA's financial statements; engaging map with photos and descriptions highlighting the

CRA's prominent 2011 economic developments; a cultural calendar featuring crowd-pleasing events; references to CRA websites and social media outlets. The report is a shining example of the exciting, citywide initiatives to promote the City of Boynton Beach.

Night & Day Downtown Delray Marketing Campaign – June 2011

Delray Beach Downtown Development Authority

The Delray Beach Downtown Development Authority took a proactive approach to assist during the still tough economic times and produced a marketing awareness campaign as an innovative way to showcase the more than 1,000 small businesses within downtown Delray Beach. Night & Day Downtown Delray We're Just What You Need! was created as a believable relevant brand that captures the true essence of downtown. The DDA promoted to the local and visiting community the many offerings and happenings that were provided by the businesses and used a monthly category as a way to generate awareness and increase the businesses' sales revenue.

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CRA E-Newsletter City of Fort Lauderdale, Community Redevelopment Agency

The CRA E-Newsletter, sent to more than 1,700 readers, is a marketing and communications tool to assist in keeping residents, developers and businesses up-to-date on CRA news. The CRA has also launched a Facebook page and a Twitter account to provide instant information. For those who do not have access to technology, the CRA also mails the newsletter, and leaves copies in area churches and businesses. Specific information is provided to the local African-American newspaper that has traditionally served the NW CRA area. It is the CRA's goal to reach as many people as possible. There has been a 25 percent to 50 percent increase in participation in events and meetings because of these communication efforts.

2011 Annual Report Gainesville Community Redevelopment Agency

The Gainesville Community Redevelopment Agency Fiscal Year 2011 Annual Report covers activities from October 1, 2010, to September 30, 2011. As required by Chapter 163.356(c), Florida Statutes, the report includes a

complete financial statement of the CRA's assets, liabilities, income and operating expenses; amount of tax increment funds collected; and a record of CRA activities for the fiscal year. All financial statements are per City of Gainesville audited statements from the end of fiscal year 2011. CRA Executive Director Russ Blackburn provides leadership. The CRA has a staff of 12, plus interns, led by Interim Director, Kelly Huard Fisher.

Lake Worth NSP2 City of Lake Worth, Commu- nity Redevelopment Agency

The Lake Worth CRA is the lead entity of the Lake Worth NSP-2 Consortium, which was awarded a \$23.2 million Neighborhood Stabilization Program grant to purchase foreclosed and abandoned properties and rehabilitate or construct up to 130 residential, affordable housing units within a targeted area of the City of Lake Worth. An effective marketing effort is crucial to rebuilding confidence in neighborhoods that have been hard hit by the foreclosure crisis. This is a central goal of the NSP2 program. Branding "Always wanted to live a mile from the beach" as Lake Worth's NSP2 tag line sends a positive message about our community revitalization

not only to potential buyers but to a broader audience.

Northwood Village: Socially Engaging West Palm Beach Community Redevelopment Agency

Marketing and branding are key components of any successful redevelopment. While there are still benefits to traditional marketing, social media and online marketing have become vital tools for the West Palm Beach CRA to engage its target market. The implementation of the Northwood Village social media marketing strategy resulted in increased traffic and engagement from the community, improved participation from merchants and strengthened the village's brand as a "So-Ho like" atmosphere. The CRA embraces innovation and creativity, staying on top of all marketing trends to assist in building the community while being budget conscious.

OUT OF THE BOX

Underground Transmission Line Project Cape Coral Community Redevelopment Agency

In an effort to proactively prevent a blighting influence, the Cape Coral Community Redevelopment Agency, working with the City of

Roy F. Kenzie Award Entries

Cape Coral, agreed to fund the underground installation of new high-voltage electric transmission lines through the downtown rather than allow above-ground transmission lines. Large 75-foot poles through the CRA's planned mixed-use neighborhoods would have stymied redevelopment. The CRA understands that this is the first time a Florida CRA has funded the installation of underground electric transmission lines.

Gainesville Kids Triathlon **Gainesville Community** **Redevelopment Agency**

The CRA's Eastside Redevelopment Plan has an initiative to "support neighborhood centers for social, recreation, and education opportunities." The Gainesville Kids Triathlon was started in 2010 by the CRA to showcase East Gainesville's Martin Luther King, Jr. (MLK) complex as an ideal venue for fostering a relationship with the athletic community. The event is a race that consists of three events and provides hundreds of children the opportunity to compete and have fun with friends. The event draws more than 150 participants plus their families and friends to the MLK and Citizens Field recreation venues.

Seward Johnson Sculpture **Exhibit**

Gainesville Community **Redevelopment Agency**

The exhibition of sculptures by American artist J. Seward Johnson further developed Gainesville's artistic culture. Between July 8 and October 14, 2011, sculptures from Johnson's "Man On The Street" series were placed throughout the community to stimulate interest and facilitate conversations about art. The life-size, realistic sculptures captured the attention of residents. The art was strategically placed to promote walkable viewing and to introduce areas that may not have been visited previously. The exhibition drew regional and national attention to the community and connected locals and visitors alike as they traveled through areas of Gainesville to view the sculptures.

OUTSTANDING AFFORDABLE **HOUSING PROJECT**

Bayside Court Apartments **City of Largo**

Bayside Court consists of a 144 garden-style apartment building located in Largo in Pinellas County. The project, located on 7.44 acres that included an abandoned

mobile home park, is a catalyst for redevelopment and urban renewal in the Clearwater-Largo Road Community Redevelopment District.

The area has been transformed by the project's innovative urban design, recreational opportunities, pedestrian-friendly connections and transit links to major employment centers. Located within a county with a need for quality affordable workforce housing, Bayside Court is a mixed-income housing project uniquely qualified to serve working families while fulfilling Largo's vision for creating a vibrant community.

OUTSTANDING REHABILITATION, **RENOVATION OR** **REUSE PROJECT**

Boynton Harbor Marina **Slip and Fuel Dock** **Reconstruction** **City of Boynton Beach,** **Community Redevelopment** **Agency**

The Boynton Beach Community Redevelopment Agency (BBCRA) purchased a physically aged, privately owned commercial marina and fuel dock located within the eastern downtown core of Boynton Beach. The purchase was an effort to preserve the existing marine businesses and public access

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to the water. Once under BBCRA ownership, the agency initiated a marina slip and fuel-dock reconstruction project that involved a maintenance dredge of the marina canal, demolition of the existing dock structures and construction of new fixed frame aluminum dock structures, mooring piles, Ipe hardwood decking, utility pedestals and fish-cleaning stations.

Chester Street Resource Center

Cape Coral Community Redevelopment Agency

A historic building – the first City Hall, first fire station, and first public gathering place for this city, which incorporated in 1970 – has a new life as the Chester Street Resource Center (CSRC). The CSRC now houses a neighborhood police substation and representatives of various city departments. It is a new type of gathering place, as it is the South Cape's "go to" place for access to city information. This renovation was accomplished by a partnership of the CRA, the city and the Cape Coral Construction Industry Association. It was a true partnership in the planning and implementation of the project.

South Cape Beach at Four Freedoms Park

Cape Coral Community Redevelopment Agency

Enhancing public space, creating gathering places and implementing short-term important projects while planning for major efforts are priority goals of the CRA. Creation of a beach in the core of the CRA at Four Freedoms Park became a priority project for the CRA and the City Council. Creating a public beach from a public park on the Bimini Basin canal/waterway system serves not only residents and tourists, but also serves as a reminder to the private sector of the serious effort that the CRA is making to support redevelopment by investing in the public realm.

Eula Johnson House **City of Fort Lauderdale** **Community Redevelopment Association**

The Eula Johnson House Renovation and Reuse Project is a shining example of what can be done when the community asks and the city listens. The house was the home of a civic activist and the first female president of the Fort Lauderdale Branch of the NAACP – Eula Johnson. In 1961, she braved the Jim Crow laws of segregation and successfully

integrated Fort Lauderdale Beach. Armed with this history, the community and the CRA agreed that the house was too valuable not to save and reuse. It seemed only fitting that the home of Eula Johnson be used for a welcome center on the boulevard as well as to house the Fort Lauderdale Branch of the NAACP.

Lake Worth NSP2 **City of Lake Worth, Community Redevelopment Agency**

The Lake Worth CRA is the lead entity of the Lake Worth NSP-2 Consortium. The consortium was awarded a \$23.2 million Neighborhood Stabilization Program grant to purchase foreclosed and abandoned properties and rehabilitate or construct up to 130 residential, affordable-housing units within a targeted area of the City of Lake Worth. An effective marketing effort is crucial to rebuilding confidence in neighborhoods that have been hard hit by the foreclosure crisis, which is a central goal of the NSP2 program. Branding "Always wanted to live a mile from the beach" as Lake Worth's NSP2 tag line sends a positive message about our community revitalization not only to potential buyers but to a broader audience.

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Palm Beach County Cultural Council

City of Lake Worth, Community Redevelopment Agency

The Lake Worth CRA was able to attract one of the Palm Beach County's largest nonprofit corporations and one of the nation's largest private local arts agencies to provide a cornerstone platform from which many more positive outgrowths could be nurtured and developed. The attraction of the headquarters for the Palm Beach County Cultural Council, now located at 601 Lake Avenue, provided the Lake Worth redevelopment area with a catalyst for its strategic plan, incorporating the attraction of arts and culture into its redevelopment efforts. The Palm Beach County Cultural Council rehabilitated and occupied a previously empty and architecturally significant building, returning it to productive use. The addition of 11 employees in the downtown (three additional in the next three years) and the numerous meetings, shows and exhibits have a positive impact on surrounding stores and restaurants.

Gnarly Surf Bar & Grill

City of New Smyrna Beach, Community Redevelopment Agency

Until recently, many of the motorists heading to the beach passed a vacant, decaying building and parking lot as they were coming off of the drawbridge over the Intracoastal Waterway. The CRA received and approved four grant applications for renovations needed to convert the building to a restaurant. The Gnarly Surf Bar & Grill is now open, featuring the creations of Danny Veltri, who surged into the national spotlight as the 2009 winner of the Fox culinary reality show "Hell's Kitchen." The formerly decrepit building now houses a successful restaurant!

Southern Trends Home Furnishings

City of New Smyrna Beach, Community Redevelopment Agency

The three-story building at 334 Canal Street in New Smyrna Beach is located on a prominent corner in the downtown area. A picture from the mid-1920s shows the building having large glass windows on both the first and second floors, but the large upstairs windows were later removed. This project installed awnings, a

larger entryway and new windows. The building owners added other improvements. The building now features a more open and aesthetically pleasing façade. Following the success of this project, a number of other Canal Street projects have been approved.

Renaissance Community Center

City of Tallahassee, Community Redevelopment Agency

The exemplary reuse of a vacant warehouse into the Frenchtown Renaissance Community Center is the result of coordination and funding support between the Tallahassee CRA; Nueva Esperanza LLC; Beatitude Foundation; and 40 other organizations and individuals. The project called for massive renovations to the building, which was in a state of disrepair. This project not only transformed the dilapidated building into a more aesthetically appealing structure, but the once unused space is now the site for Tallahassee's first comprehensive center for the homeless to access services during the day. The organization's mission is geared toward steering the homeless toward long-term housing and eventual employment.

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PLANNING STUDIES

2030 Vision Plan – Phase I City of Cape Coral

An outdated vision and a cumbersome regulatory process that required lengthy and expensive review has been replaced by the Cape Coral CRA with the 2030 South Cape Vision Plan. The vision plan now provides the board and staff with a strategic approach to enhancing the public realm and fostering private sector participation in infill and redevelopment opportunities through a series of priority projects and a new regulatory process of city review that will effectively and efficiently move projects from submission to approval without costly delays.

Riverfront Master Plan City of Daytona Beach, Community Redevelopment Agency

The Daytona Beach CRA, with support from IBI Group, successfully prepared a Master Plan for over a mile of contiguous public land on the downtown riverfront. The overall goal of the planning project was to improve the downtown waterfront by providing an innovative design program for the development of the Downtown Riverfront. The

riverfront plan includes a unified park arrangement with recreation, promenades, gardens and park features to create a vibrant destination for Daytona Beach's historic central business district. The plan was developed through extensive public involvement that resolved issues and provided general support for the plan adoption.

Financial Review of Hotel Project City of New Smyrna Beach Community Redevelopment Agency

The New Smyrna Beach CRA issued a request for proposal in 2009 for the sale of two infill lots owned by the CRA. The chosen respondent proposed to build a hotel on the property. Additional information was needed to determine if a hotel would be successful since there had not been a hotel constructed in the city for more than 20 years. The firm of Robert Charles Lesser & Company was hired to prepare a financial review of the hotel proposal. Following the presentation of their report, the commission directed staff to begin negotiations with the selected RFP respondent for the sale of the CRA property

Pine Hills Economic Development & Market Analysis Pine Hills/Real Estate Research Consultants, Inc./ AECOM/Planning Design Group

The Pine Hills Economic Development and Marketing Analysis provided a plan for commercial redevelopment in Pine Hills. An initiative to revitalize the community's commercial corridors led the Orange County Board of County Commissioners to commission the Pine Hills Task Force. The consultant team, led by Real Estate Research Consultants and guided by the Pine Hills Task Force, developed a marketing campaign and conducted community outreach. The resulting plan set forth a vision for the Pine Hills community, provided a voice to its residents and business owners, and laid out specific recommendations that will lead to the redevelopment of Pine Hills.

Downtown Pompano Transit Oriented Corridor City of Pompano Beach, Community Redevelopment Agency

Downtown Pompano Beach is the area once split by the construction of the FEC railway, which led to a racial divide coupled with

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the disparity in home ownership, crime, and neglect. The decay of the area led its residents to believe there was no hope. The Downtown Pompano Transit Oriented Corridor is a grassroots effort to empower a segregated neighborhood by creating relationships, partnerships and programs designed for the specific needs of this area, known as Northwest Community. Including the residents in the redevelopment plans and implementation process inspired them to get involved and stay involved. They are confident now that the redevelopment efforts will continue.

**Riviera Beach Heights:
A Quilt of Distinction
Riviera Beach Community
Redevelopment Agency**

Riviera Beach Heights, one of the oldest neighborhoods within the Community Redevelopment Area, is surrounded by 5,000 jobs yet suffers from high unemployment and other destabilizing factors.

The planning process to develop a Neighborhood Revitalization Plan adopted a quilt theme to symbolize the need to integrate the neighborhood's economic vitality with the Port of Palm Beach, state, county and city governments for the benefit of this neighborhood.

These individual economic development patches, when stitched together, will blanket the neighborhood to create a safe, beautiful, family friendly, walkable community where residents, businesses and the neighborhood flourish.

**CRA and Sponge Docks
Special Area Plan
City of Tarpon Springs**

With the adoption of a Special Area Plan and a form-based code in March 2011, the City of Tarpon Springs and Community Redevelopment Agency completed a planning process that began in 2007 when the city and CRA joined forces to address the challenges of promoting redevelopment in Tarpon Springs. Along the way, unique solutions were created to address failing Florida Department of Transportation roadway levels of service; jobs to housing imbalances; improving bike, pedestrian and transit experiences; coastal high hazard area limitations; good urban design; and preserving neighborhood character, all while increasing density and intensity to promote mixed use development.



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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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