



Florida Redevelopment Association

301 S. Bronough St., Suite 300; Post Office Box 1757

Tallahassee, Florida 32302-1757

Phone (850) 222-9684 • Fax (850) 222-3806

www.redevelopment.net

Building Better Communities in Florida

Installment 1 of 10

Redevelopment is a wise investment, especially during tough economic times. Floridians recognize that Community Redevelopment Agencies (CRAs) work in their community's best interests, developing a common vision and ensuring the long term vitality of a city.

Supporting Points:

- CRAs are designed to breathe new life into areas in need of revitalization and economic development. Successful redevelopment projects attract private investors that otherwise may have overlooked the community.
- Cities and counties begin the process by making the designation, and then making sure the CRA makes improvements to the designated area.
- Funding for CRA projects is provided through an increment revenue trust fund, which holds revenues generated by the growth of property values in the designated community redevelopment area. If the area does not improve, there is no increment.
- Revenues in the redevelopment trust fund must be used only within the area and only on projects and tasks identified in the master redevelopment plan.
- CRAs provide communities with a better economy through improved infrastructure, job opportunities and housing.
- Projects undertaken by a CRA are well-planned years in advance with opportunity for public input through meetings and the drafting of a master redevelopment plan.



**Are you dedicated
to building better
communities in Florida?**

We are!

Join us at www.redevelopment.net.

CRA Spotlight:

Since its inception in 1980, the Orlando Community Redevelopment Agency has provided more than \$58 million in incentives to stimulate development projects, resulting in \$841 million in public and private investment. That's a \$14 return for every \$1 invested by the CRA and its increment revenue funds.

BIG Fact:

At a minimum, Florida CRAs spend an average of nearly \$200 million annually to redevelop blighted conditions throughout more than 141 communities statewide.



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Installment 2 of 10

Redevelopment activities retain and create jobs. They also increase business opportunities for residents, merchants and investors.

Supporting Points:

- Redevelopment provides local jobs through construction, planning, operations and businesses – both existing and new.
- Successful redevelopment projects attract private investors who in turn bring new economic and job opportunities to the local community.
- Community redevelopment agencies (CRAs) assist established business owners through improvement programs, such as facade grants, special events, streetscaping, lighting, parking and signage.
- CRAs seek to foster a spirit of community and quality of life where residents can live, work, shop and be entertained.

CRA Spotlight:

During the 2006 fiscal year, the Jacksonville Community Redevelopment Agency facilitated projects that created more than 3,300 new jobs with more than \$165 million in new annual payroll.

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Installment 3 of 10

Redevelopment efforts create unity and a sense of community among residents, as well as a wealth of culture and entertainment.

Supporting Points:

- Planned redevelopment projects frequently draw from the culture and history of a city, resulting in developments that embody the true character of an area.
- Redevelopment is not just about building new structures, but about preserving and revitalizing current community establishments.
- Community Redevelopment Agencies host or sponsor events that bring more residents and foot traffic to downtown businesses and restaurants.
- CRAs seek to foster a spirit of community and a quality of life where residents can live, work, shop and be entertained.

CRA Spotlight:

Since 2005, the City of Brooksville Community Redevelopment Agency has played an integral role in establishing and maintaining the successful Bandshell Bash, a free monthly event of outdoor concerts with an array of local vendors, including food and beverage.

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Installment 4 of 10

Community Redevelopment Agencies (CRAs) work to create affordable housing and homeownership opportunities for area residents.

Supporting Points:

- CRAs don't just build or revitalize affordable housing units – they also provide direct assistance to qualified families through down payment assistance or lot purchasing.
- Affordable housing options created by CRA projects include new or rehabilitated properties that are key to the revitalization of blighted neighborhoods.
- CRAs coordinate with local housing authorities to identify area families in need of affordable housing and work to ameliorate their situations.
- CRAs foster a spirit of community and a quality of life where residents can live, work, shop and enjoy a safe community.

CRA Spotlight:

Since 1999, the City of **Hallandale Beach Community Redevelopment Agency** has invested \$2.14 million to **enable 73 families to obtain homes** through its down payment assistance program and by providing lots for building.

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Installment 5 of 10

Redevelopment efforts reduce crime rates within a community.

Supporting Points:

- Community Redevelopment Agencies are in the best position to identify a community's safety needs because they are locally governed and accountable to the public.
- CRAs make capital improvements to the community including projects to increase safety, such as street lighting, sidewalks, transportation, etc.
- Redevelopment agencies work to make improvements to a community with parks, community centers, libraries and more, providing productive activities for citizens of all ages.
- Without the initial investment from CRAs, many important community projects would go undone, leaving communities afflicted with continued deterioration and crime.

CRA Spotlight:

In 2006, the City of **Palm Bay Community Redevelopment Agency** made improvements to a low-income neighborhood with high crime. Since completing these projects, which included redesigning, reconfiguring and repaving the streets; landscaping; lighting and a new park, there has been a significant reduction in crime rates and a surge of new single-family homes being built.

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Installment 6 of 10

Community Redevelopment Agencies (CRAs) work in transforming streetscapes to improve communities and encourage public interaction.

Supporting Points:

- Redevelopment provides streetscaping opportunities including improvements to roads, lighting, landscaping, sidewalk conditions and building fronts.
- Streetscape improvements create welcoming environments for pedestrians and cyclists, which can aid in reducing traffic congestion and pollution.
- Redevelopment of streetscapes increases the aesthetic beauty of an area and encourages residents to nurture the quality of life within their community.
- CRAs seek to foster environments where residents can have healthy perceptions and interactions within their communities. Streetscape improvements, such as lighting, increase safety and bring people downtown.

CRA Spotlight:

Since 2005, the **City of Fort Myers Community Redevelopment Agency** has funded approximately \$12 million of the city's overall \$60 million streetscape project. Such funds have provided improvements including relocating power, cable and phone lines underground as well as the restoration of historic brick-laid streets, brick-trimmed sidewalks, street lighting and landscaping. The added beauty and safety in the area bring more people downtown.

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Installment 7 of 10

Community Redevelopment Agencies (CRAs) preserve and showcase the history of an area, protecting the cultural heritage and renewing the spirit of pride within the community.

Supporting Points:

- Redevelopment supports initiatives that rebuild the heritage of a community, for example: preservation of museums, landmarks, national parks and historic districts.
- Redevelopment of historic buildings conserves more energy and saves more money than new construction, which requires demolition, building materials and assembly.
- Historic preservation of deteriorating buildings revitalizes the beauty of an area and attracts more people to these sites.
- CRAs help residents protect, enhance and enjoy the places that matter to them. Redevelopment allows residents to hold on to the collective stories and memories rooted in the walls of their historic buildings.

CRA Spotlight:

Since 2000, the **City of Bartow Community Redevelopment Agency** spent approximately \$200,000 for the preservation of the historic L. B. Brown House, a Victorian-style home built in the 1800s by a former slave and the first African-American developer in the area. The home now serves the community as an educational museum and site for the annual L. B. Brown Heritage Conference and Festival.

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Installment 8 of 10

Community Redevelopment Agencies (CRAs) provide clean and safe environments through the redevelopment of stormwater management systems.

Supporting Points:

- CRAs promote clean environments through stormwater improvements including watershed planning, land conservation, erosion and sediment control, stream restoration and pollution prevention.
- Stormwater management reduces the amount of pollutants in runoff to reduce the threat to drinking water supplies, recreation and wildlife.
- Redevelopment implements stormwater safety by improving site designs, preserving natural drainage systems, enhancing water quality and preventing future flood damages.
- CRAs support clean water goals that allow residents to be proud of their communities.

CRA Spotlight:

In early 2008, the **City of Lakeland Community Redevelopment Agency** began drainage improvements to address flooding issues such as water ponding along the roadway. Improvements include the replacement of 12 inlet tops and adding a storm sewer connection. Stormwater upgrades are anticipated to bring relief to chronic flooding locations, where property and business owners have suffered damage for many years.

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Installment 9 of 10

Community Redevelopment Agencies (CRAs) support communities with parks and recreation facilities that serve the needs of all residents.

Supporting Points:

- Do you remember your community center growing up? These centers serve the needs of families, active adults, young people, and after school programs, including: sports and fitness facilities, parks, meeting space and other community activities.
- With the help of CRAs, parks and recreation centers serve as alternatives to delinquency and unhealthy lifestyles for all ages.
- Redevelopment of parks and recreation helps to reduce crime and delinquency, which in turn supports a more liveable neighborhood.
- CRAs promote healthy living among residents of all ages. Parks and recreation centers support individual health at little or no costs to those who utilize these services.

CRA Spotlight:

CRA Spotlight: In 2007, the **City of New Port Richey Community Redevelopment Agency** facilitated the construction of a \$14-million recreation and aquatic complex. It features two gymnasiums, exercise rooms, meeting rooms, a dance studio, a game room and four pools. The facility plays a vital role in the community, **providing an affordable place for recreational and aquatic activities, camps, leagues and fitness programs.**

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Installment 10 of 10

Community Redevelopment Agencies (CRAs) have always reused, recycled and redeveloped – sustainable practices that define “green” business.

Supporting Points:

- Many green initiatives – including restoration of historic buildings, land and park conservation, stormwater treatment, streetscape improvements and public transportation – are projects already underway thanks to Florida’s CRAs.
- Redevelopment brings unprecedented opportunities for building communities with renewable technology – including energy-efficient cooling systems and solar power generators.
- Redevelopment is sustainable because it builds upon a community’s social cohesion, economic health and natural environment.
- Rising fuel costs are bringing Floridians back to cities, and redevelopment is the key to sustainable, environmentally-conscious, long-term growth.
- Redevelopment will provide a surge of green jobs, as businesses and property owners build new structures and upgrade existing properties with renewable technology.

CRA Spotlight:

CRA Spotlight: The **Maitland Community Redevelopment Agency** is currently developing Florida’s largest green roof project – approximately four acres of urban parks located on top of five parking garages. **Green roofs reduce urban heat and air pollution, store carbon, cut sewage system loads, protect roofs from exposure to UV rays and insulate the building interior.**

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