

FLORIDA REDEVELOPMENT AWARDS

2014 Best Book



FROM THE PRESIDENT



Jeremy Earle,
ASLA, AICP
2014 FRA President

Greetings.

After a year in which many of our members – especially CRAs – faced challenges about such issues as their statutory authority, operations and funding, it warmed my heart to see so many submissions for the FRA's annual awards program. It affirms that the spirit of redevelopment and revitalization is alive and well within the Sunshine State. And it demonstrates how the investment of time, money and community resources for redevelopment projects is improving the quality of life of the residents and communities we serve.

As president of the association, one of the most difficult tasks I faced was the selection of just one project to receive the President's Award. The outstanding quality of submissions in all categories made my decision even more challenging.

For the 2014 President's Award, I have selected the **Town of Lauderdale-By-The-Sea** for its Commercial Boulevard Streetscape Improvement Program. This project completely reconstructed Commercial Boulevard and adjacent public rights of way between A1A and the ocean. By redesigning the public realm, the project addressed drainage problems, added new plazas that mimicked sand dunes, created brick paver promenades and reconfigured parking areas.

In addition to all of this, the town was able to incorporate an extensive public art program in the project, and include sustainability features and materials such as using locally sourced recycled construction products and materials, new LED light fixtures, new street furniture made of recycled wood or plastic, and native drought-tolerant landscape plantings.

This streetscape project is a stark contrast to what was there before. Its impact on the local community and economy is profound. Pedestrian traffic has increased upward of 60 percent, businesses are reporting significant increases in sales, property values are increasing, and the hospitality industry is seeing increased private sector interest and investment.

I would like to thank all of those who submitted projects for the committee's consideration. Congratulations to this year's award recipients. Your participation in the Florida Redevelopment Association Awards program not only highlights your own successes, but your projects encourage us to plan better, innovate better and implement better.



A handwritten signature in black ink, appearing to read "Jeremy Earle".

Jeremy Earle, ASLA, AICP, Executive Director
Dania Beach Community Redevelopment Agency
2014 FRA President

TABLE OF CONTENTS

Make no little plans.
They have no magic to
stir men's blood and
probably themselves
will not be realized.
Make big plans; aim
high in hope and work,
remembering that a
noble, logical diagram
once recorded will
never die, but long
after we are gone
will be a living thing,
asserting itself
with ever-growing
insistency. Remember
that our sons and
grandsons are going
to do things that
would stagger us.
Let your watchword
be order and your
beacon beauty.
Think big.
~ Daniel Burnham,
Chicago architect

- 2** About the Florida Redevelopment Association
- 3** About the FRA Awards Program & Best Book
- 4** 2014 Roy F. Kenzie Award Winners
- 6** President's Award
- 8** Annual Report
- 9** Capital Projects & Beautification
- 10** Creative Organizational Development & Funding
- 11** Cultural Enhancement
- 12** Fiscal Impact Study
- 13** Management Programs/Creative Partnerships
- 14** Out of the Box
- 15** Outstanding New Building Project
- 16** Outstanding Rehabilitation, Renovation
or Reuse Project
- 17** Planning Studies
- 18** Promotional Videos
- 19** 2014 Roy F. Kenzie Award Entries

Cover: 2013 President's Award Winner - Fort Myers River Basin, Fort Myers Community Redevelopment Agency
Top cover photo by Cella Molnar & Associates, Inc.

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 program** cities. Today, the FRA also includes nonprofit organizations, consultants and private developers, as well as cities that do not have **downtown development authorities**, CRAs or main street programs. Our goal is 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:

Florida Redevelopment Association
301 S. Bronough Street, Suite 300
Tallahassee, FL 32301
(850) 701-3608
Fax: (850) 222-3806

Carol Westmoreland, Executive Director
Email: cwestmoreland@flcities.com

Jan Piland, Executive Assistant
Email: jpiland@flcities.com

www.redevelopment.net

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, 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 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 14 juried categories, the Florida Redevelopment Association Awards showcase and celebrate the most innovative and effective redevelopment programs in Florida. The 14 categories of the Roy F. Kenzie Awards are: **President's Award; Annual Report; Capital Projects & Beautification; Creative Organizational Development & Funding; Cultural Enhancement; Fiscal Impact Study; Management Programs & Creative Partnerships; Out of the Box; Outstanding Affordable Housing Project; Outstanding New Building Project; Outstanding Rehabilitation, Renovation or Reuse Project; Planning Studies; Promotional Videos; Transportation & Transit Enhancements.**

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.

2014 ROY F. KENZIE AWARD WINNERS

6 PRESIDENT'S AWARD

Town of Lauderdale-By-The-Sea
and State Contracting & Engineering Corp.

8 ANNUAL REPORT

Gainesville Community Redevelopment Agency

9 CAPITAL PROJECTS & BEAUTIFICATION

Tallahassee Community Redevelopment Agency/Genesis

10 CREATIVE ORGANIZATIONAL DEVELOPMENT & FUNDING

City of Pompano Beach/Pompano Beach Community
Redevelopment Agency

11 CULTURAL ENHANCEMENT

City of Bunnell

12 FISCAL IMPACT STUDY

Palmetto Community Redevelopment Agency

2014 ROY F. KENZIE AWARD WINNERS

13 MANAGEMENT PROGRAMS & CREATIVE PARTNERSHIPS

Delray Beach Community Redevelopment Agency
and Palm Beach County School District

14 OUT OF THE BOX

Gainesville Community Redevelopment Agency

15 OUTSTANDING NEW BUILDING PROJECT

City of Oviedo/Littlejohn Engineering Associates, Inc.

16 OUTSTANDING REHABILITATION, RENOVATION OR REUSE PROJECT

Clearwater Community Redevelopment Agency

17 PLANNING STUDIES

Pompano Beach Community Redevelopment Agency

18 PROMOTIONAL VIDEOS

West Palm Beach Downtown Development Authority



PRESIDENT'S AWARD WINNER



Commercial Boulevard Streetscape Improvement Program

Town of Lauderdale-By-The-Sea and State Contracting & Engineering Corp.

More info: connieh@lbts-fl.gov

Thanks to a transformational project, the coastal town of **Lauderdale-By-The-Sea** now greets its residents and guests in warm, open style, whether they enter by sea or street. The Town's Commercial Boulevard Streetscape Improvements Program included complete reconstruction of its oceanfront downtown area, between A1A and the ocean. Here, new plazas designed to mimic the dunes, sand and water form beautiful public gathering spaces. At the town's western entry point, the stark parking lots at four existing plazas have been transformed with brick-paver promenades, reconfigured parking and custom art pieces. Underneath it all are new drainage systems with greatly improved efficiency.



ANNUAL REPORT



GAINESVILLE CRA ANNUAL REPORT 2013

Think Different.



Gainesville Community Redevelopment Agency 2013 Gainesville Community Redevelopment Agency Annual Report

More info: meekerag@cityofgainesville.org

The vision of the **2013 Gainesville CRA Annual Report** is to illustrate the CRA's activities in 2013 while also highlighting the concepts of the *Strategic Work Plan of Being Different and Thinking Different*. Our Annual Report also functions as the CRA's marketing centerpiece to inform and educate our stakeholders about the types of projects, programs, and initiatives performed by the organization.

CAPITAL PROJECTS & BEAUTIFICATION



Tallahassee Community Redevelopment Agency/Genesis

Gaines Street Revitalization

More info: Roxanne.manning@talgov.com

The City of Tallahassee, with input from the community, conceptualized a destination district that would connect Florida State University and Florida A & M University and become a hub for arts and culture. The **Gaines Street Revitalization Plan** was adopted to create a pedestrian friendly street with a vibrant blend of commercial, residential and cultural uses. A public sector investment of more than \$15 million in design and construction for the new roadway resulted in acquisition of most City-owned parcels in the corridor for private development. The investment paid off with \$328 million in private sector construction, and the realization of the City's vision of a vibrant new destination in the downtown.

CREATIVE ORGANIZATIONAL DEVELOPMENT & FUNDING

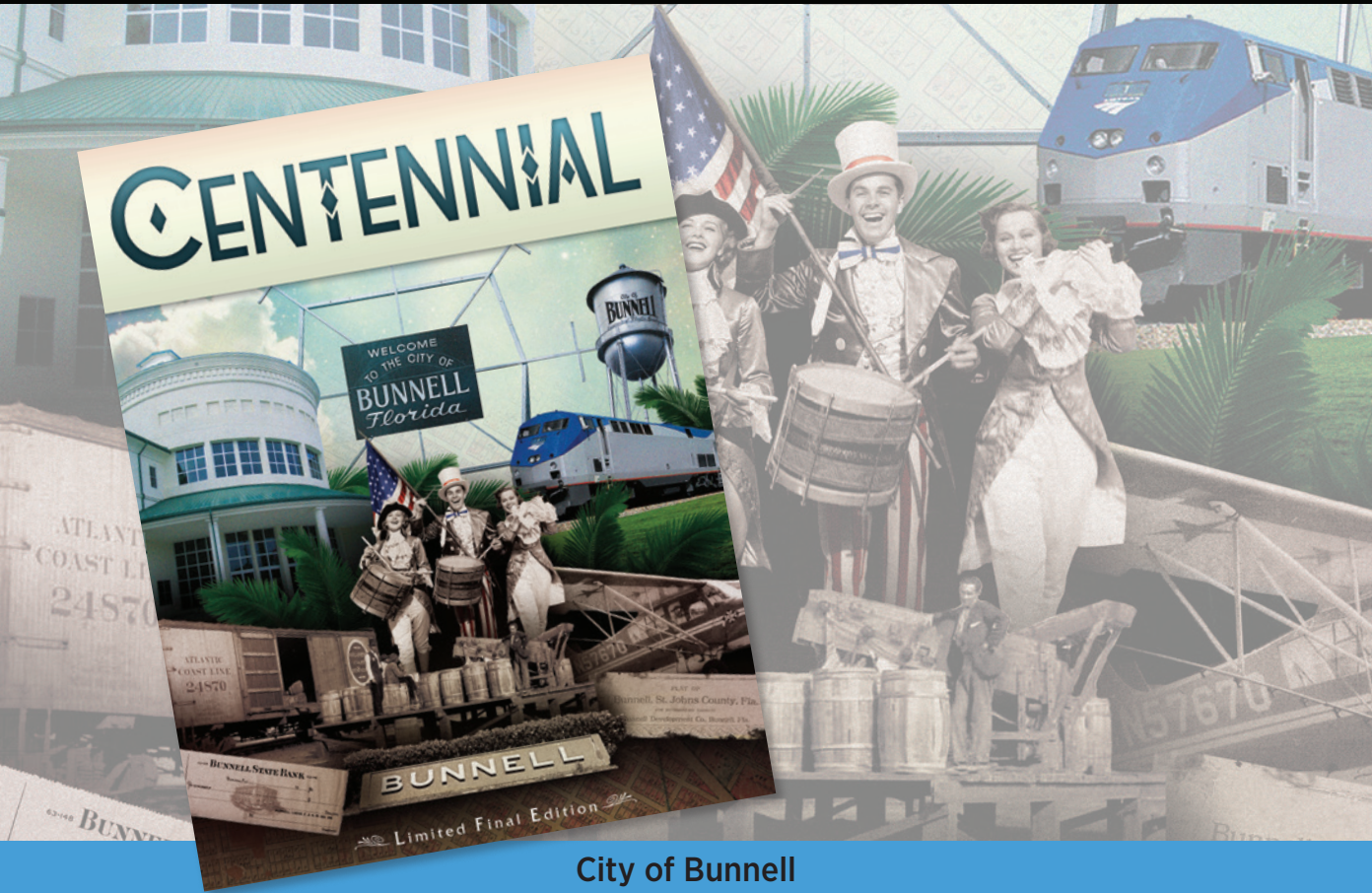


City of Pompano Beach/Pompano Beach Community Redevelopment Agency East Community Redevelopment Agency Parking Management

More info: chris@rma.us.com

After completion of **Pompano Beach's** \$12.0 million streetscape improvement project along one-mile of downtrodden beachfront in 2012, thousands of new visitors jammed the revitalized beach. To address the additional parking needs of the East CRA district, the CRA and City formulated a parking management strategy. This collaborative effort involved creating a parking master plan, conducting a demand study, analyzing existing parking operations and implementing a Parking Enterprise Fund to finance the construction and professional management of parking facilities. This strategy allows the City to partner with the CRA and utilize parking as a major incentive and powerful tool for redevelopment.

CULTURAL ENHANCEMENT



City of Bunnell

City of Bunnell Centennial Celebration

More info: mcuthbertson@bunnellcity.us

The **City of Bunnell Centennial Year** created a year of memories while celebrating the rich past of our community. The City created a variety of events that truly reflected the heritage within our community. The goal of the series of events was not only to commemorate the occasion but also to engage local businesses and citizens, spur economic development, and provide fun activities for people of all backgrounds and ages. The City is proud of our 100 years of experience and proud of this outstanding year. The Centennial Year is just the beginning of our next century!

FISCAL IMPACT STUDY



Palmetto Community Redevelopment Agency Downtown Commercial Corridor Redevelopment Incentives

More info: jburton@palmettofl.org

After It Works! Global, a multimillion dollar international corporation, applied for the **Palmetto CRA Downtown Commercial Redevelopment Incentives** program and performed a \$6.12 million redevelopment of a dilapidated downtown riverfront structure, the CRA developed its own in-house Economic Impact Study to measure its incentive's return on investment. With a \$2.8 thousand investment, the growth of CRA tax increment finance, and It Works! Global employees' potential expenditures (food, gas and rents) over a 25 year (CRA lifespan) forecasts an approximate \$19.7 million community economic impact. Palmetto's simple Economic Impact Analysis offers simple proof of the Florida CRA success story.

MANAGEMENT PROGRAMS & CREATIVE PARTNERSHIPS

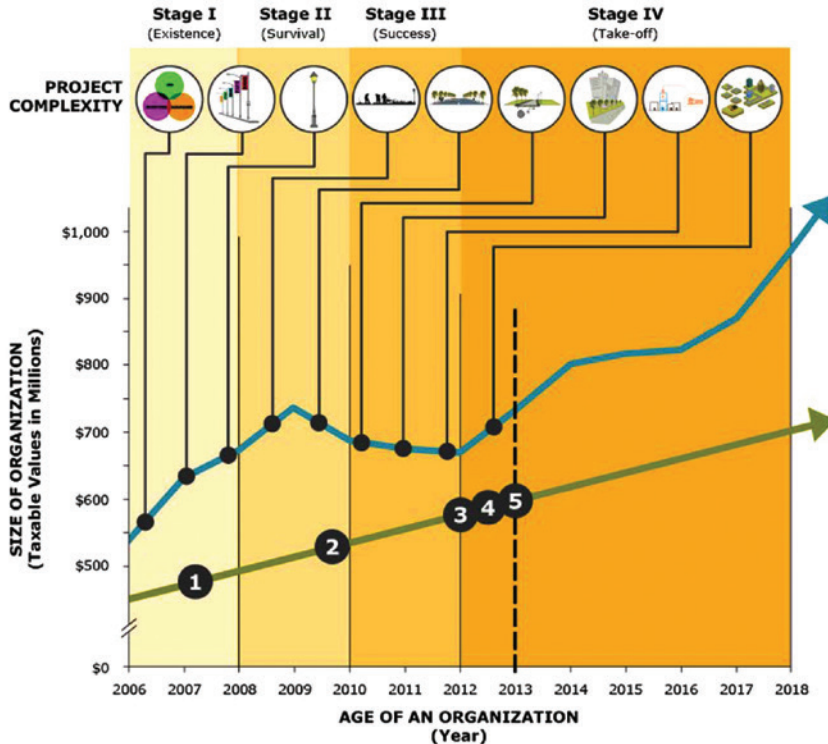


Delray Beach Community Redevelopment Agency/Palm Beach County School District **Eagle Nest Construction Academy**

More info: colonna@mydelraybeach.com

Eagle Nest Construction Academy at Atlantic High School trains students in construction trades by providing actual building experience as part of their high school education. The program is made possible through a partnership involving the **Palm Beach County School District, City of Delray Beach, Delray CRA**, and numerous local businesses. Property is donated by the City or CRA, the CRA provides construction financing, and local businesses donate materials. Students design the homes in drafting class then work on them under the supervision of construction professionals. The energy-efficient, completed homes are sold to income qualified families at an affordable price.

OUT OF THE BOX



Gainesville Community Redevelopment Agency

2014 Gainesville Community Redevelopment Agency Strategic Planning

More info: vidalsc@cityofgainesville.org

From 2006-2013 **Gainesville CRA's** budget tripled and staff grew from 5 to 12. Redevelopment efforts grew from tax reimbursement incentives and streetscapes to master planning of entire districts and building several miles of reconstructed/new roadways with complex and coordinated utility upgrades. The GCRA also managed several million dollars of City projects, not captured in the CGRA's budget process, placing additional projects on a lean staff and constantly blurring the lines between CGRA and City departments. The GCRA embarked on a 9-month conversation to align the organization and the community to embrace the emerging story of Gainesville.

OUTSTANDING NEW BUILDING PROJECT



City of Oviedo/Littlejohn Engineering Associates, Inc.

Oviedo on the Park

More info: bcobb@cityofoviedo.net

Oviedo is a high quality of life suburb to Orlando in southeast Seminole County, minutes from UCF, in the heart of Central Florida. Visioning for the new downtown started 15 years ago, with a plan to capitalize on proximity to the historic downtown. In 2010, the CRA was created. After the recession the City revived the P3 plan, **Oviedo on the Park (OOTP)**. OOTP is a mixed-use town center with various housing types, retail, office, and at the center, a public space with an amphitheater, civic building, event lawn and additional amenities. First phase includes residential and public amenities.

OUTSTANDING REHABILITATION, RENOVATION OR REUSE PROJECT



Clearwater Community Redevelopment Agency

Capitol Theatre

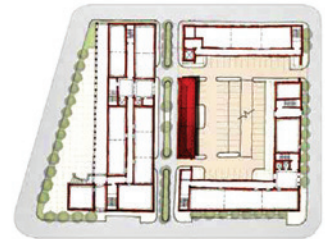
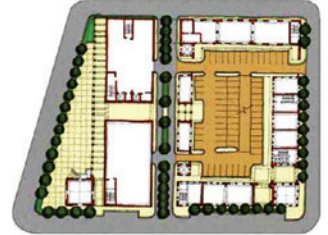
More info: anne.fogarty-france@myclearwater.com

The **Capitol Theatre (Cap)**, located in downtown Clearwater, was constructed in 1921 and is one of Florida's oldest operating theaters. Through a partnership between the City and Ruth Eckerd Hall, the \$10.7 million in renovations used City/CRA, County and State funds. The renovations increased seats from 485 to 737, added 6 private loge boxes, a larger box office and lobby, additional restrooms, multiple concession stands, dressing rooms, VIP area, balcony, rooftop terrace, and more ADA accessibility. The Cap has expanded the area's cultural tourism and increased business at nearby restaurants, all with an expected economic impact of \$3.9 million in 2014.

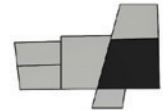
PLANNING STUDIES



Figure 40 - Proposed Broward County Transit Site Redevelopment



Figures 41-42 - Proposed Mixed-use Bldg. Ground and Typical Floor Plans



Pompano Beach Community Redevelopment Agency Downtown Pompano Overlay District

More info: Natasha.alfonso@copbfl.com

Downtown Pompano is the area once split by the construction of the Florida East Coast Railway that led to a racial divide coupled with the disparity in home ownership, crime, and neglect. The decay of the area has led its residents to believe there was no hope. The Downtown Pompano Overlay District (Transit Oriented Corridor) is a grassroots effort to empower a segregated neighborhood, by creating relationships, partnerships, capital improvement projects and innovative zoning regulations designed for the specific needs of the northwest community. Including the residents in the implementation process inspired them to get involved and stay involved. They are confident now that the redevelopment efforts will continue to enhance their community and improve their quality of life.

PROMOTIONAL VIDEOS



PHOTO © KIM SARGENT

PHOTO © KIM SARGENT



PHOTO © ROBERT STEVENS

West Palm Beach Downtown Development Authority Downtown West Palm Beach Investor Video

More info: rclemente@westpalmbeachdda.com

The **West Palm Beach Downtown Development Authority** produced a marketing video to promote the downtown as one of the best mid-sized cities to invest in or open a business. Through interviews with local economic development experts, City leaders, and key stakeholders, the excitement and potential of Downtown West Palm Beach was captured and showcased. The video blends vibrant urban lifestyle images and testimonials from a cross-section of the economic development community to market the quality and value of Downtown. The video appeals to a broad audience by creating an image of both large investment opportunity and authentic main street appeal.

2014 ROY F. KENZIE AWARD ENTRIES

ANNUAL REPORT

Panama City Community Redevelopment Agency FY 2013 Annual Report *Panama City Community Redevelopment Agency*

Annually, CRA's across Florida must submit a report to the governing body summarizing its previous fiscal year activities. The report required under the law should include a complete financial statement of assets and liabilities, income and operating expenses. **Panama City CRA** has chosen to take this "dry and routine" government requirement and transform our report into an opportunity to excite, and inform the public. The report explains and demonstrates to tax payers what we are doing with ad valorem. We believe our report tells our story of renewal and transformation in Panama City and complies with Florida Statutes, Chapter 163, Part III.

CAPITAL PROJECTS & BEAUTIFICATION

Pedestrian Promenade *Boca Raton Community Redevelopment Agency*

Consistent with the Downtown Master Plan vision, the Boca Raton CRA's goal for the **Downtown Boca Pedestrian Promenade** was to "Create a comfortable pedestrian scale environment connecting all of the parts of Downtown, while providing appropriate accommodation of vehicular movement." Elements included a curb-less street and flexible spaces with open walkable public space and pedestrian crossings in the two areas connected by the Promenade. Adjacent to Sanborn Square Park, the Pedestrian Promenade serves as the north-south link in Downtown Boca, creating a sense of place while connecting visitors with business, shopping, dining, culture and entertainment.

Downtown Vision Plan Implementation

City of Jacksonville Beach

The 2007 City of **Jacksonville Beach Downtown Vision Plan** is allowing the Community Redevelopment Agency to proceed with an improvement plan that is phased, based on available funding. Two improvement areas have been completed: Phase I Improvements (3rd Street and SR A1A) and Phase II Improvements (downtown beautification and reconstruction). The projects have upgraded infrastructure; enhanced corridor hardscape, landscape, and lighting; added gateway features and on-street parking; and targeted improvements to vehicular and pedestrian mobility. The changes support design and development guidelines aimed at creating a sense of place, improving mixed use, and attracting new private investments.

2014 ROY F. KENZIE AWARD ENTRIES

Commercial Boulevard Streetscape Improvement Program

Town of Lauderdale-By-The-Sea/ State Contracting & Engineering Corp.

Thanks to a transformational project, the coastal town of **Lauderdale-By-The-Sea** now greets its residents and guests in warm, open style whether they enter by sea or street. The Town's Commercial Boulevard Streetscape Improvements Program included complete reconstruction of its oceanfront downtown area, between A1A and the ocean. Here new plazas designed to mimic the dunes, sand and water form beautiful public gathering spaces. At the Town's western entry point, the stark parking lots at four existing plazas have been transformed with brick-paver promenades, reconfigured parking, and custom art pieces. Underneath it all are new drainage systems with greatly improved efficiency.

Flagler Boardwalk Pavilion Park

City of New Smyrna Beach

The Flagler Pavilion overlooking the beach and the Atlantic Ocean is a signature location in **New Smyrna Beach**. The heavily-used pavilion was battered by the 2004 hurricanes and by 2010 needed revitalization. There were divergent opinions among residents as to the design. The city commission provided direction and the project was completed with a new family-friendly restroom building, a new low-profile roof for the pavilion, and a center curb in the shell-parking lot to bring order to the formerly haphazard parking lot. The project uses a wave design that appears elsewhere for the marketing of the area as the New Smyrna Beach Waterfront Loop.

Pompano Beach Boulevard Streetscape

City of Pompano Beach, CRA/ Burkhardt Construction, Inc.

The Pompano Beach Boulevard streetscape project is a landmark project along 2,500 linear feet of beach construction for the **City of Pompano** and the **Pompano Beach East**

Community Redevelopment

Agency. This was the second of four construction manager at risk projects and ties in to our recently completed East Atlantic Boulevard streetscape project. The project included the undergrounding of franchise utilities, storm drainage improvements, water main improvements, tabby concrete sidewalks and banding with decorative saw-cutting, crosswalk pavers, lush landscaping, irrigation, decorative street lighting, decorative signage, a vendor kiosk, beach pavilions, beach restrooms, Dominican coral seat-walls with LED lighting, beach crossover, playground, fitness area, dune fencing and furnishings.

Cascades Park

Tallahassee Community Redevelopment Agency

Cascades Park is a 23 acre urban park in downtown Tallahassee. The park was constructed on a remediated EPA Superfund site and also services as a major storm water facility which alleviates flooding and provides for water treatment. The \$32 million facility was constructed using local

2014 ROY F. KENZIE AWARD ENTRIES

option sales tax funds, CRA funds, private donations and various state and federal grant funds. The Park features many amenities including a 1,500 seat covered amphitheater, an interactive fountain, 2.3 miles of paved walking paths and historical exhibits denoting major historical features in the park.

Belvedere Homes Vacuum Pump Station

Westgate/Belvedere Homes Community Redevelopment Agency

The **Belvedere Homes Infrastructure Improvement** project installed the first vacuum sanitary sewer system in unincorporated Palm Beach County. It replaces also the antiquated asbestos water mains, re-grades the swales, installs drainage pipes and reconstructs the roads serving more than 700 households and two thousand residents. The project improves water quality, mitigates flooding, and improves the overall quality of life of the residents. \$500 thousand in Community Redevelopment Agency Tax Increment Financing dollars brought a total of \$9 million from FEMA,

CDBG-DRI, and Palm Beach County Water Utility funds. To receive the funds, the CRA successfully identified common goals and comprehensively addressed critical components of each grant program.

CREATIVE ORGANIZATIONAL DEVELOPMENT & FUNDING

New Smyrna Beach Housing Initiative Program

City of New Smyrna Beach

The city commission approved the **New Smyrna Beach Housing Initiative Program** on April 10, 2012, which provides the opportunity for non-profit entities to partner with the Community Redevelopment Agency (CRA) to conduct housing rehabilitation projects. The program calls for any non-profit entity that wishes to partner with the CRA to apply for approval. The approval is contingent on the organization meeting certain criteria. The organization then makes application for individual homes to be repaired, and the organization is reimbursed for its costs of materials and the match is satisfied by the volunteer labor.

CULTURAL ENHANCEMENT

Brazilian Beat

Boca Raton Community Redevelopment Agency

Consistent with the **Downtown Boca Strategic Marketing and Branding Plan**, the goal of the Brazilian Beat celebration was to position downtown Boca Raton as a “relevant, vibrant, and happening destination with a distinctive sense of place, and to attract visitors from Boca and beyond.” The success of the event has grown into a signature annual event inviting all to join with our Brazilian neighbors and visitors in Independence Day celebration. The inaugural Brazilian Beat event drew thousands of visitors to the downtown and the new Pedestrian Promenade, encouraging pedestrian activity and stimulating traffic for downtown businesses and the local economy.

Haunted Pirate Fest and Mermaid Splash

Boynton Beach Community Redevelopment Agency

The pirate’s arrrhh coming! For two fun filled days in October

2014 ROY F. KENZIE AWARD ENTRIES

the streets of **Boynton Beach** transform into Hobb's Cove, a bustling old world port where pirates roam free to pillage and plunder. This free family-friendly event has something for everyone as it merges the adventurous pirate theme, mystical mermaid theme and the spookiness of the Halloween season. Some of the event highlights are: pirate reenactments, street performers, acrobats, comedy, children's shows, children's treasure hunt, Jack Sparrow, live music, sword fights, magic show, mermaid tank, fairies, pirate stunt show, jugglers, pirate bounce-n-slide, rock climbing wall, a variety of food trucks, arts and craft vendors, the Thieves Market and the Enchanted Market and haunted houses.

Gainesville Kid's Triathlon at Citizen's Field

*Gainesville Community
Redevelopment Agency*

The **Gainesville Kids Triathlon at Citizens Field** was developed 5 years ago in order to attract kids and families to the Gainesville CRA's Eastside Redevelopment Area. One of the Eastside

Redevelopment plan initiatives is to "Support neighborhood centers for social, recreation, and education opportunities". Each year since its inception, the event has grown beginning with 100 competitors in 2010 and is now up to nearly 200 competitors. The event has drawn families from as far north as New York and as far south as Miami, showcasing the vitality of the Gainesville CRA's Eastside Redevelopment Area, and promoting healthy activity. Economically, the event draws private sponsors as well as contributes to our local economy through the support of local businesses and hotel stays.

MANAGEMENT PROGRAMS & CREATIVE PARTNERSHIPS

Jenks Avenue Professional Corridor Project

*Panama City Community
Redevelopment Agency*

There are nine CRAs in Bay County. This project represents the first time that a local government and two CRAs had worked together on a joint capital improvement project. The partnership between the

Downtown CRA, the **Downtown North CRA**, and the **City of Panama City** was tasked with completing a 1.2 mile corridor, which included sidewalks, banner poles, bike lanes, re-surfacing, and crosswalks. The street lights were changed from standard to LED lights. The new LED lighting increased visibility, safety, and allowed 50% more lighting to be installed with no increase in utility bills.

City of Stuart CRA Shop Local, Shop Smart Campaign

*City of Stuart Community
Redevelopment Agency*

Through collaboration between **Stuart Main Street**, the **Downtown Business Association**, and the **City of Stuart Community Redevelopment Agency**, the CRA established a shop local campaign that focused on promoting and marketing the area to Stuart and Martin County residents. The objective of the program was two-fold, to both promote the downtown merchants, and create awareness that shopping local is a great way to support your community and the local economy. The Shop Local, Shop Smart

2014 ROY F. KENZIE AWARD ENTRIES

campaign has resulted in greater awareness of the importance of locally owned businesses are to the community.

OUT OF THE BOX

Seabourn Cove Green Incentive CRA/City Partnership Boynton Beach Community Redevelopment Agency

The **City of Boynton Beach** is committed to Going Green! It adopted its Climate Action Plan in 2010 and its Green Building Code in 2011. Seabourn Cove is a 456 unit multifamily development on 23 acres. The developer was interested in creating the greenest project possible but was constrained by the lack of financing for the green elements. The CRA and City worked together over a two year period to create a program that enabled the developer to make the project a NAHB Gold Rated ICC-700 Green Building. The CRA funded the green elements of the project while the City monitors the ongoing performance of the project over a ten year period. Today, Seabourn Cove is the largest multifamily project to achieve

Gold status under the National Green Building Standards Certification Program.

The Practical Guide for Downtown Businesses Delray Beach Downtown Development Authority

In partnership with the **City of Delray Beach**, the **Delray Beach Downtown Development Authority (DDA)** produces *The Practical Guide for Downtown Businesses*. This booklet is an easy-to-navigate, current, and organized view of the many city ordinances, downtown parking areas, security and safety programs. The booklet has over 30 pages of important to know details that are pertinent to the Downtown, and the downtown business owners, including ways to get involved with Delray Beach organizations and the DDA. This project was a true collaborative effort and an important reinvestment into the DDA community.

The Branding of Lauderdale- By-The-Sea Town of Lauderdale-By-The-Sea

The **Town of Lauderdale-By-The-Sea** (LBTS) has established

its own identity through branding which distinguishes it from other beach towns throughout South Florida. With a *Relax . . . You're Here* tagline and colorful Adirondack chairs lining the plazas, visitors and residents alike have taken to the Town's welcoming feel. We know that consistency and repetition of design is critical to establishing a brand. Brand implementation throughout Town grabs visitors from the moment they enter with colorful banners, boxes on corners and wayfinding signage. You know you've come someplace special.

17th Annual Leesburg Bikefest - 2013

Leesburg Partnership

Turning a small town into a major venue is no small task. The entire downtown area is transformed through careful planning and logistics into a multistage, multi-bar, demonstration and shopping venue unlike logistics of such an undertaking take months of careful planning alongside of local property owners, the city and local merchants, as well as law enforcement, to create a fun-

2014 ROY F. KENZIE AWARD ENTRIES

filled and safe event. It is also a costly undertaking. Financing is made available through multiple sources: vendor rental fees, city and county grants, and sponsorships. Grants from the **City of Leesburg** and from the **Lake County Department of Economic Development and Tourism** also help fund this event. In addition, tickets to a special VIP area are sold to help cut the cost of the entertainment. Since the promotion of this event is National and Inter-National, it brings recognition to not only Leesburg but to Lake County Florida.

Riviera Beach Clean & Safe Action Plan

Riviera Beach Community Redevelopment Agency

The **Clean & Safe Action Plan** provides intentional and integrated ways to impact both real and perceived safety for the Riviera Beach CRA. With tasks to improve urban design, events, communications strategies, ambassadors, transit and transportation improvements, wayfinding systems, capital projects, affordable housing, and other improvements – all within a

highly innovative framework of improving real and perceived safety. This plan is truly out of the box and unique. RBCRA developed strong community and political support for the plan. Public and private resources have been readily available, early implementation has been robust and impacts to date have been highly encouraging.

Downtown West Palm Beach Art West Palm Beach Downtown Development Authority

The **Evernia Garage Murals** are a creative placemaking project intended to address issues of crime, vandalism, and visual blight. The impetus came from community stakeholders concerned conditions in the area. The project was a collaboration between seven artists in two seven-story stairwells. This project uses the visual impact of art to draw the attention of the community to an otherwise unremarkable location. In doing so, the frequency of natural surveillance has been greatly increased, resulting improved conditions and an enhanced user experience. Not only have the problems addressed, but

there has been a groundswell of community support and spinoff projects.

Dennis P. Koehler Preserve Westgate/Belvedere Homes Community Redevelopment Agency

The \$4.55 million **Dennis P. Koehler Preserve** is a stellar example of financial leveraging and layering of benefits. It enhanced the area's stormwater storage capacity, conveyance, and water quality of the runoff to the Lake Worth Lagoon, the major estuarine resource of Palm Beach County. The more significant results are placemaking and land stewardship. Through partnerships with the Audubon's Urban Oasis Program and Oxbridge Academy, the mentoring of citizen scientists to monitor wildlife habitat will be possible. The Westgate CRA leveraged its \$450,000 ten-fold with FEMA, CDBG-DRI, Lake Worth Lagoon, Chains of Lakes, and Palm Beach County grant funds.

2014 ROY F. KENZIE AWARD ENTRIES

OUTSTANDING NEW BUILDING PROJECT

New Smyrna Beach Hampton Inn & Suites

City of New Smyrna Beach

The 112 room Hampton Inn and Suites opened in December, 2012, located three blocks from the beach on four infill lots in the historic beachside commercial district. Two of the lots were sold to the developer by the City's **Community Redevelopment Agency (CRA)** through a Request for Proposals and a Purchase and Sale Agreement including incentives, and developed with a Planned Unit Development Master Development Agreement. The developer has stated that the project would not have been constructed without the CRA incentives. The project has been hailed for its architectural design and "fit" with the character of the area.

College Town

Tallahassee Community Redevelopment Agency

College Town is a 115,000 square-foot mixed-use development which features 37,000 square-feet of retail and 71 residential

units. The total construction cost for the development was \$19.4 million. The project was developed as a public/private partnership involving the Seminole Boosters, Inc., Florida State University, the Tallahassee Community Redevelopment Agency, the City of Tallahassee and Hooper Construction. The CRA contributed \$2.3 million to the project which added approximately \$18 million in taxable value to the redevelopment area.

OUTSTANDING REHABILITATION, RENOVATION OR REUSE PROJECT

Mahogany Mill Public Boat Ramp

Escambia County Community Redevelopment Agency

The **Mahogany Mill Public Boat Ramp** is an outstanding example of a site reuse and redevelopment. The abandoned waterfront site's potential has been fully realized through extensive public input and partnerships with the Florida Department of Environmental Protection and Florida Fish & Wildlife Conservation Commission. The boat ramp is a brownfield redevelopment

success story and is thoughtfully designed to minimize environmental degradation both in its construction and public use. The boat ramp site is within the County's Barrancas Community Redevelopment Agency district and will serve as a key public feature in the redevelopment of this vital West Pensacola community.

The Catalyst Building Gainesville Community Redevelopment Agency

The **Catalyst Building** project transformed a vacant, 22,000 square foot warehouse into highly desirable, office space which now houses a rapidly growing technology company. The project was designed to catalyze the redevelopment of a larger challenging 13 acre brownfield site, a former industrial campus recently vacated by Gainesville Regional Utilities (GRU). The Catalyst Building is the first former GRU structure to be renovated and converted into productive private sector use. The renovation of the warehouse into a highly visible signature building was timed to coordinate with other major redevelopment efforts in the

2014 ROY F. KENZIE AWARD ENTRIES

area and highlights the Power District's future potential.

Firehouse 2

City of Miami, Omni Community Redevelopment Agency

Firehouse State No. 2 (FH1) is a two-story structure executed in the Mediterranean revival style. The building is a masonry structure completed according to plans provided by the architect August C. Geiger. The FH2 was constructed in 1926 and is located at the northeast corner of North Miami Avenue and Northwest 14th Street. In 2010, the OMNI CRA administration started to renovate and provide further rejuvenation in the Omni area. As one of the city's most historic structures and unique and pivotal building's, the FH2 was the ideal rehab project for the OMNI. Its completion in October 2012 has been a significant catalyst for new development and an upswing of entertainment and media businesses.

Hacienda Hotel Community Cleanup Project

City of New Port Richey

On Saturday, January 12, 2013, over 450 volunteers participated

in the **Hacienda Hotel Community Cleanup Day**. With support from residents, staff, city council members, business and community leaders, the project was an overwhelming success. The Hacienda Hotel was built in 1920 and was originally known as a "bit of old Spain amid the palms" and was visited by many famous celebrities of that era. It was used as a hotel for many years before it became an assisted living facility although vacant since 2006. The community cleanup day united residents, trades and local organizations to repair and clean this historic property.

Bailey Contemporary Arts Pompano Beach Community Redevelopment Association

In the heart of the Northwest CRA district in Downtown Pompano Beach sits **Bailey Contemporary Arts (BaCA)**, an artist and cultural haven ripe with opportunity. At the time of the CRA's acquisition of the property in January 2012 the building had sat vacant and boarded up for 12 years, and the surrounding neighborhood had been long forgotten and plagued with vacant businesses. The building

is now the center piece of the emerging Creative Arts District in Downtown Pompano Beach and is thriving hub for arts, culture & education for the community it serves.

PLANNING STUDIES

Downtown Artwalk

City of Coral Springs, Community Redevelopment Agency

The **City of Coral Springs** celebrated its 50th Anniversary in 2013 with a year-long schedule of events and also looked forward to the future while introducing the new community brand - "Everything Under the Sun." To spark activity in Downtown Coral Springs, the City made the decision to build a new municipal complex to replace its 48-year-old city hall building, and approved construction of the ArtWalk to compliment the planned development. Most importantly, the downtown ArtWalk will provide the community with a connection from the new municipal complex in the designated downtown to the very vibrant commercial property two blocks south - "the Walk", and will pro-

2014 ROY F. KENZIE AWARD ENTRIES

vide an artistic park and entertainment space for the Downtown. The ArtWalk, as a park and event/entertainment space, will have its own unique flair and will provide the opportunity to attract downtown investment which will entice retail and commercial businesses resulting in increased economic vitality for the downtown.

West 192 Redevelopment Plan *Osceola County*

The **West 192 Redevelopment Plan** is one of the largest redevelopment projects in the nation, affecting over 50 million visitors to the region annually. The purpose of the Plan is to identify programs and projects to enhance the area's appeal to the leisure tourism market, attracting new investments. The Plan outlines new initiatives to redevelop, improve, and sustain this area, long associated with the region's tourist and hospitality industries. The initiatives focus on the best means of upgrading, improving, repositioning, or constructing major lodging, entertainment, and attraction facilities within the geographical area extending

from the Osceola-Polk County line to Hoagland Boulevard.

Drew Park Streetscape & Beautification Master Plan *City of Tampa, Drew Park Community Redevelopment Agency*

The **Drew Park Community Redevelopment Agency (CRA) Streetscape & Beautification Master Plan** is a long range comprehensive guide for public improvements designed to create a sense of place and identity for the Drew Park CRA community. The plan's walkability element, sustainable landscaping, swale strategies, public art, gateway features, linear and community park

system, and links to transit and bicycle trails redefines Drew Park as a progressive, mixed use community that embraces its current light industrial character. Plan elements also promote Drew Park's rich and unique history. The Master Plan provides a roadmap for a positive future, and positions the area for quality redevelopment.



2014 FRA BOARD OF DIRECTORS



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

PRESIDENT

Jeremy Earle

Executive Director, ASLA, AICP
Dania Beach CRA

PAST PRESIDENT

Steve Lindorff

Agency Administrator
CRA, City of Jacksonville Beach

PRESIDENT ELECT

Gus Gianikas

Assistant Director, Planning & Dev. Dept.
City of Mount Dora

TREASURER

Diane Colonna

Executive Director
Delray Beach CRA

ELECTED OFFICIALS

Joy Cooper

Mayor
City of Hallandale Beach

Eric Haynes

Commissioner
City of Lauderdale Lakes

DIRECTORS

Courtney Barker

City Manager
City of Satellite Beach

Christine Burdick

President
Tampa Downtown Partnership

Kevin Crowder, CECD

Redevelopment Management Associates

Brenna Durden

Attorney
Lewis, Longman & Walker, P.A.

Michael English, AICP

Principal Planner
BCC Engineering, Inc.

Jeanette Fenton

Urban Development Manager
City of Tampa, Drew Park CRA

Marjorie Ferrer

Executive Director
Delray Beach DDA

Sherod Halliburton

President
Manatee Community Federal Credit Union

Gail Hamilton

CRA Director
CRA, City of Zephyrhills

Marc Kleisley

Senior Project Manager
Burkhardt Construction, Inc.

Peter Moore

Manager, Budget & Performance Measurement
City of Winter Park, CRA

Michael Parker

Director, Economic and Community Development
City of Tallahassee, CRA

Toni Shamplain

Program Manager
City of Panama City, Downtown North CRA

Rick Stauts

Executive Director
City of Florida City, CRA

GENERAL COUNSEL

Clifford B. Shepard

Shepard, Smith & Cassady, P.A.

FLORIDA REDEVELOPMENT AWARDS

2014 Best Book

