



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

NEIGHBORHOOD AMBASSADORS BE IN THE KNOW GUIDE



**MAY 2017 EDITION
THE PLACE AT DANIA BEACH**

“

**RACHEL BACH
DBCRA EXECUTIVE DIRECTOR**

**AS RESIDENTS AND
COMMUNITY BUSINESS
REPRESENTATIVES, YOUR
ROLE IS CRUCIAL AS THE
FRONTLINE MARKETERS
AND CHEERLEADERS FOR
THIS FINE CITY.**

”



Welcome Aboard!!!



Your participation in the Neighborhood Ambassador's program illustrates your commitment to making Dania Beach Second to None! As residents and community business representatives your role is crucial as the frontline marketers and cheerleaders for this fine City. We are already on our way to achieving so many more positive things in Dania Beach. Thank you for your interest and participation as a Dania Beach Neighborhood Ambassador!

-Rachel Bach,
Executive Director of the Dania Beach CRA

The Neighborhood Ambassador Event series is a unique networking and volunteer program available for those interested in all things Dania Beach. Ambassadors will receive e-invitations to all upcoming events in the City, special offers from local businesses, CRA e-newsletters with redevelopment information and updates, special event volunteer opportunities, a 'Guide to Being in the Know' booklet with special Dania Beach Insider information, and more!

Last year's series was a huge success. Not only do we want attendees to become more involved, but we also want to highlight our local businesses. Take time to meet the business owners and take a look around.

Event Programs Objectives:

- Grow a strong database of people interested in Downtown Dania Beach

- Expose residents and other businesses to things they never knew existed in the downtown
- Grow and develop a core volunteer group to be involved in events – grand openings, the PATCH, DBASC – even office assistance (phone calls & data entry)
- Create an offline social engagement opportunity that is fed and grown through the online social engagement
- Inform people about what's happening in Dania Beach so that they can share the news, spread the word and make a lot of noise

*you are our
cheerleaders!*



What is the CRA?



History:

The Dania Beach Community Redevelopment Agency (CRA) was established by the City of Dania Beach and Broward County in 2002 for redevelopment of specific areas within the City. The CRA area includes the City's downtown, specific neighborhoods, a robust marine district and several commercial areas. Various strategies for redevelopment and specific projects for neighborhoods, transportation, clean energy and economic development are defined in the Dania Beach CRA Redevelopment Plan.

The mission of the CRA is to create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, to improve the unique small town quality of life, while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.

Guiding Principles:

Eliminate slum and blight

Improve the quality of life for current and future residents

Protect the environment

Improve the economy through retention of current businesses and attraction of new businesses.

Make progress through public involvement and good governance.



Chair
Tamara James



Vice Chair
Bill Harris



Board Member
Chickie Brandimarte



Board Member
Bobbie Grace



Board Member
Marco Salvino



IMPORTANT CONTACTS

Rachel Bach

CRA Executive Director
954-924-6801 x3732

Dan Murphy

Economic Development Manager
954-924-6801 x3667

Kathleen Weekes

CRA Manager
954-924-6801 x3739

Kisha Payen

CRA Administrative Coordinator
1954-924-6801 x3750

Sarah Blake

CRA Marketing Consultant
772-708-0230



WEBSITES / SOCIAL

DaniaBeachcra.org

ThePATCHGarden.com

DaniaBeachArtsAndSeafoodCelebration.com

[FB/DaniaBeachCRA](https://www.facebook.com/DaniaBeachCRA)

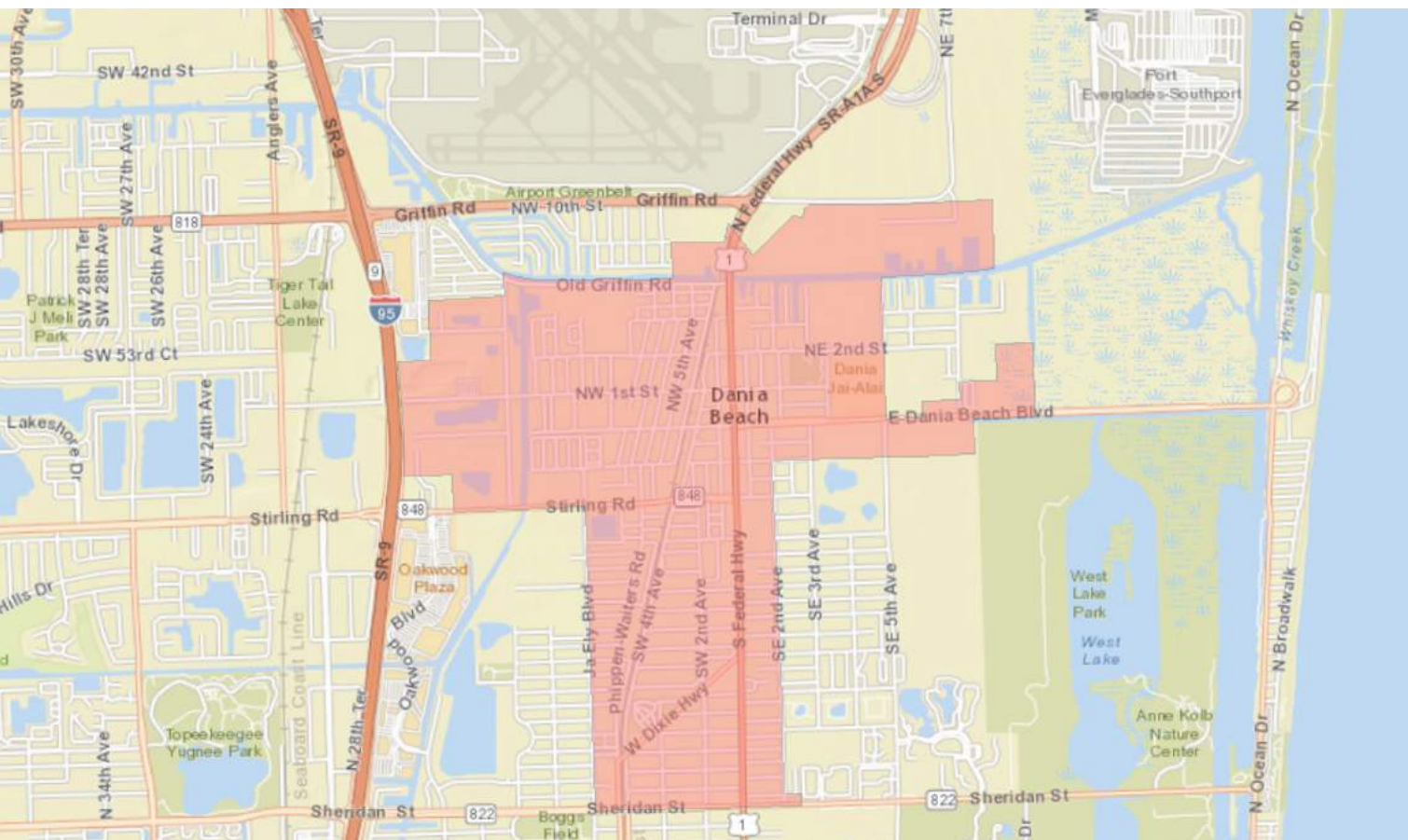
[FB/ThePATCHGarden](https://www.facebook.com/ThePATCHGarden)

[FB/DaniaBeachArtsAndSeafoodCelebration](https://www.facebook.com/DaniaBeachArtsAndSeafoodCelebration)



DBCRA Board Meetings

Dania Beach CRA board meetings take place on the **second Tuesday** of every month beginning at 6PM at the City Hall Commission Chambers located at 100 West Dania Beach Blvd. All members of the public are welcomed and encouraged to attend these Meetings to get involved in your city government, and personally see its impact upon you as a resident.



DBCRA District and Sub Areas

The Dania Beach Community Redevelopment Area includes separate sub-areas. The entire CRA encompasses 1,349 acres and each sub-area is characterized by types of land uses, assets and future development plans based on the opportunities that exist including protection of our existing neighborhoods. These areas are loosely defined based on the characteristics and assets, which include:

The City Center: The historic downtown of the City of Dania Beach, once the center of commerce, the City Center is now envisioned to become an active mixed-use downtown with transit supportive densities and intensities where citizens can live, work and enjoy a lifestyle primarily free of a car. It is also the primary center of civic and cultural activities. City Center is designed to encourage accessible, active, pedestrian-oriented living within walking distance while connecting Dania Beach to the major employment centers in South Florida. This connection will be further enhanced by the future regional rail transit along the FEC railway.

East Federal Highway: This area has the potential for redevelopment due to large single owner parcels of land, with easy access to the beach and Intracoastal. Redevelopment will involve improved landscaping and swales, providing transition opportunities to protect the single family areas east of Federal Highway, and the creation of connective and pedestrian oriented uses north of Dania Beach Boulevard to provide area residents with housing choices, and retail and service related businesses, and a walkable for area residents to connect to the city center/urban village.

Marine: Dania Beach is home to more than 300 marine-related companies due to its proximity to the Port, the Intracoastal Waterway and Atlantic Ocean. The Marine Industry is well established here with a full range of repair, service and sales facilities that can accommodate anything from the recreational boater to mega-yachts. It is also on the forefront of marine technologies and research and is home to both Nova Southeastern University (NSU) Oceanographic Center and Florida Atlantic University (FAU) Sea Tech, Institute for Ocean Systems and Engineering.



DBCRA District and Sub Areas



West Bryan Road: This area is slated for complete redevelopment into a mixed use shopping, office and entertainment district. Home to the former "Boomers" and Hurricane Roller Coaster it is now approved for over 1 million square feet of retail, 1,000 residential units, 300 hotel rooms and 500,000 square feet of Class A office. The development, Dania Pointe, is in the process of building Phase 1 and is currently seeking tenants for Phase 2 lifestyle center retail and office users.

East Dania Beach Blvd.: City Center East — An extension of the City Center, redevelopment is envisioned to put a greater emphasis on pedestrian activity and transit supportive development. City Center East connects the downtown with entertainment venues such as the Casino @ Dania Beach and local retail such as grocery, sundries restaurants, and personal services.

Gateway District — The Gateway District capitalizes on proximity to natural assets including waterways, conservation areas and mangroves, and is the gateway to the beach.

Neighborhoods: The primary focus on the neighborhoods is to maintain the overall single-family character of the neighborhoods and encourage infill single family development, while creating transition areas from adjacent commercial activity. The existing neighborhoods have their own historic character in terms of development standards but should have better connectivity through Complete Streets and other programs. The neighborhoods within the CRA include:

- College Gardens
- Dania Beach Heights
- Sun Garden Isles





RENT A ROOM AT...

THE PLACE AT DANIA BEACH



The Place at Dania Beach will play a key role in the development of Downtown Dania Beach and East Dania Beach Boulevard. This project will create a new urban experience within in the City of Dania Beach and is the first mixed use development to open Downtown. The design integrates first floor storefronts, that the developer, AHS Development Group, hopes to fill with restaurants, coffee shops and small scale retail and service establishments. The project also includes 144 rental units within 5 floors that also includes townhome-style residences with direct access along S.E. 2nd Avenue as well as 1 and 2-bedroom apartment style units. The buildings geometry emphasizes a circular lobby, step backs, geometrical shapes, balconies and detailing that accomplishes a contemporary design concept. Amenities will provide for a luxury living experience including an expansive gym, 243 car garage, recreation room, roof top pool, sundeck, barbeque area with bar, and street-level shops. Residents will enjoy a beautiful and exciting environment at this landmark new development, The Place at Dania Beach.

- 7 story residential building with 1,2 & 3 bedroom units
- Multi-purpose room
- Gym
- Roof top swimming pool, sundeck, canopy area, bar and fire pit
- Roof top barbeque areas with canopies
- Retail for restaurants and shops
- Bus stop pavilion with bike racks
- Parking garage for 241 spaces
- Charging stations for 6 EV
- 11 on street parking spaces
- 58 Enclosed bicycle spaces
- Sustainable Building Practices which will be incorporated into
- the building design, construction and management of the project



THE FRONT LOBBY

ONE BEDROOM | ONE BATH



TWO BEDROOM | TWO BATH



TWO STORY | 3 BEDROOM



SHOP LOCAL

The 3/50 Project

Where we shop, where we eat and have fun - all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of Dania Beach.

Several Studies have shown that when you buy from an independent, locally-owned business rather than a nationally-owned business, significantly more of your money is used to make purchases from other local businesses, service providers, and farms - continuing to strengthen the economic base of the community.

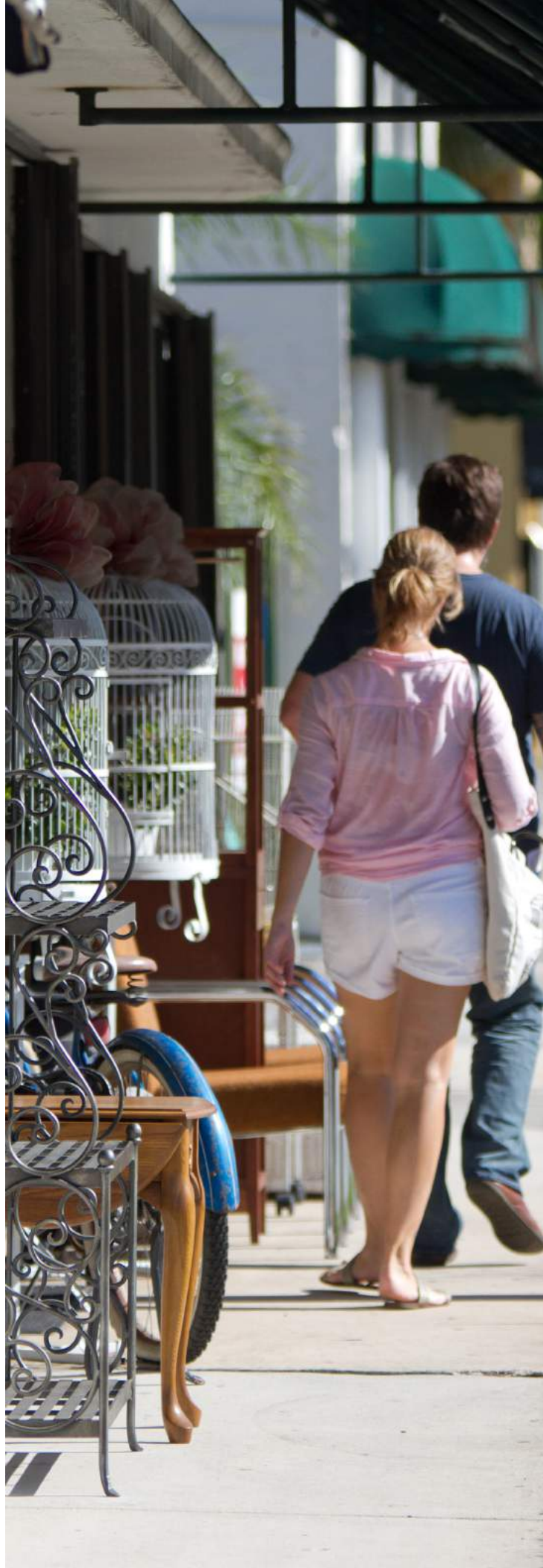
3: What three independently owned businesses would you miss if they disappeared? Stop in. Say hello. Pick up something that brings a smile. Your purchases are what keeps those businesses around.

50: If half the employed population spent \$50 each month at locally owned businesses, it would generate more than \$42.6 billion in revenue. Imagine the impact!

68: For every \$100 spent in locally owned stores, \$68 returns to the community through taxes, payroll, and other expenditures.

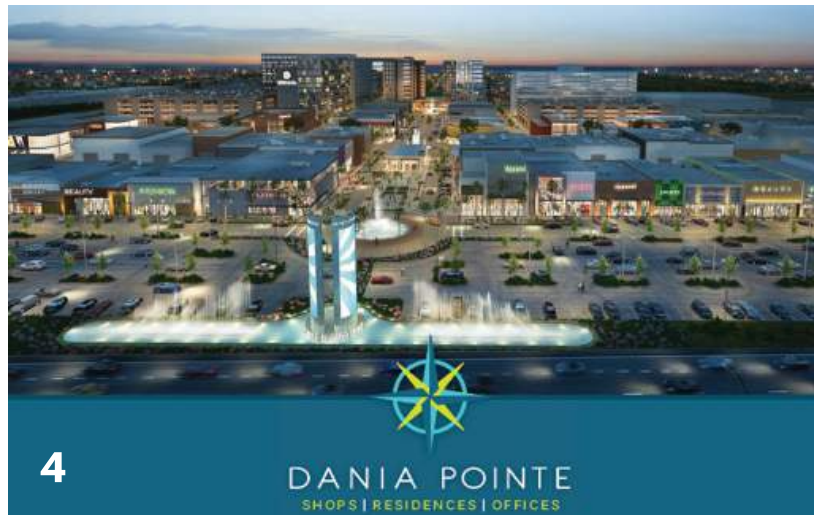
1: The number of people to start the trend...YOU!

*When you support
small businesses, your
supporting a dream!*



DEVELOPMENTS

- 1 The Trion**
286 Rentals
16,000 sq. ft Commercial
Federal Highway & Dania Beach Blvd.
- 2 Comfort Inn**
105 Rooms
302 N. Federal Highway
- 3 Wingate Hotel**
108 Rooms
321 N. Federal Highway
- 4 Dania Pointe**
\$200 Million Mixed Use
1,000+ Residential Units
1 Million sq. Ft Retail
500,000 sq. Ft Office Space
- 5 Morrison Hotel**
143 Rooms
28 S. Federal Highway
- 6 Wyndham Garden**
142 Rooms
129 N. Federal Highway
- 7 Florida Residences**
293 Units
East Dania Beach Blvd.



FOR MORE INFO ON THESE OR FUTURE PROJECTS AND DEVELOPMENTS IN DANIA BEACH CONTACT:

Dan Murphy | Economic Development Manager
954.924.6801 ex. 3667 | dmurphy@daniabeachfl.gov



The PATCH New Summer Hours

Beginning on May 19th until further notice the PATCH will no longer be open on Fridays. The market will be open every Saturday from 9AM - 1PM.

The Dania Beach PATCH Urban Farm and Market: 2017 Kids Crown Nominee!

The Dania Beach PATCH Urban Farm and Market has been nominated for the 2017 Kids Crown Best Farmer's Market in Broward County. This annual contest is sponsored by South Florida Parenting Magazine with various categories throughout Miami-Dade, Broward and Palm Beach Counties. The PATCH was nominated by readers, who live, work and play in the tri-county area. The ballot is divided into FOUR major sections: Family Outings & Activities, Important Matters, Family Eating and Family Shopping & Services. Readers may vote for as many categories as they would like ONCE per hour.

"We are absolutely thrilled to be nominated by our loyal customers and family's in Broward County as the Best Farmer's Market in Broward County," states Rachel Bach, Dania Beach Community Redevelopment Agency Executive Director. "The PATCH is the ideal candidate for this nomination since we are dedicated to facilitating meaningful connections between all residents of the community, including gardeners, educators, students, family's and researchers on things pertaining to gardening and community health while providing opportunities to strengthen neighborhoods, improve access to nutritious foods, and enjoy family fun activities. We encourage everyone to vote for us as the Best Farmer's Market in Broward County!"

The PATCH hosts numerous family-friendly activities and events and has become the primary destination for environmental and health education. The PATCH also provides opportunities for adult and children's education, through workshops, it's community garden and field trips and tours for local schools and organizations in order to utilize the garden as a mechanism to introduce students to science, environmental stewardship and entrepreneurship.

The PATCH Farm and Market is located at 1201 W. Dania Beach Boulevard, Dania Beach, FL. The market is open to the public every Saturday from 9 a.m. to 1 p.m. and every 3rd Saturday of the month the PATCH hosts special family events. For more information call 954-924-6801.

“

**HOT OFF THE
PRESS: IN THE
NEWS**

”



Dev Motwani closes on Dania Beach site, plans \$70M multifamily project

Dev Motwani is heading south to Dania Beach.

The Fort Lauderdale investor and developer closed on a site approved for an eight-story rental building with ground floor retail and a slate of amenities, Motwani told The Real Deal. He paid \$5 million in cash for the 2.2-acre property at 4 North Federal Highway on Friday, and plans to build a \$70 million, 300-unit building on the corner of Dania Beach Boulevard and Federal Highway.

Property records show CTKO Dania Venture LLC, an entity controlled by attorney Ken Wurtenberger and Ken Barber, is the seller. The deal has not yet cleared records.

Motwani said he worked with Wurtenberger to get approvals in December, and is now working on securing about \$40 million in construction financing, as well as building permits, for the project. Wurtenberger could not immediately be reached for comment.

"[Dania] is one of those communities that's been overlooked by developers, but that's all changing," Motwani said, citing the nearby airport and port as demand drivers for Class A rental product in Dania. More than \$1 billion of new development is in the works in Hollywood and Dania, including Kimco Realty Corp.'s \$1 billion Dania Pointe project and the redevelopment of the old Jai Alai center into the Casino at Dania Beach. Dania Pointe will have 1,000 residential units, 900,000 square feet of retail space, 500,000 square feet of office space, 300 hotel rooms and a large entertainment center.

Property records show CTKO Dania Venture paid a combined \$2.1 million for the assemblage in 2013.

Dave Duckworth of Avison Young brokered the deal between CTKO and Motwani's 4 N Federal Dania LLC. "It was a complicated entitlement process because we had to go through not just site plan approval, but also a rezoning. We had to vacate a street with the city, work with FPL to do the underground utilities," Motwani said. He's in talks with equity partners, as well as development partners.

Rents will start at more \$2 a foot for apartments sized at about 850 square feet. At \$2 per square foot, the average unit would cost \$1,700 a month. "I have a lot of friends getting priced out of Flagler Village, so they either have to move north out of Fort Lauderdale or west into Plantation," Motwani said. "This gives them the ability to live in a Class A building on their own."

AHS Development Group is completing a new apartment project nearby called The Place at Dania Beach, at 180 East Dania Beach Boulevard, this summer. Motwani said apartments there will be similarly priced, but that his project is on the higher end with more amenities.

Amenities will include indoor and outdoor gyms, a dog park, co-working space, yoga and spinning rooms, an elevated outdoor pool deck, and 13,000 square feet of neighborhood retail space on the ground floor.

The developer expects to break ground once he secures construction financing.



Fresh trends celebrated at Open-Air Summit

This year's ICSC Open-Air Summit underway in Miami is taking place against an uptick in development activity, with a strategic emphasis on urban locations, mixed uses, parklike settings, and especially food.

"The expansions and renovations of older open-air centers that we are seeing in maturing areas today make a lot of sense, because they create better density and higher property values," said David Palmer, executive vice president of development for the Dallas-based Weitzman Group.

There is a 5 percent rise in shopping center starts being projected for this year — or 102 million square feet, up from last year's 97 million square feet, according to Dodge Data & Analytics. By comparison, the industry saw some 380 million square feet of construction in 2007, according to Dodge chief economist Robert Murray, who says the industry "is moving into a more mature phase of expansion."

Today's open-air centers are bending the definition of multitenant retail, with large segments of space not occupied by shops. Dania Pointe, Kimco Realty's 102-acre, main-street-style shopping and entertainment mecca on I-95, in Dania Beach, Fla., near Fort Lauderdale, will also be a business center and have a 300-room hotel, apartments, condos and offices. (Kimco's co-founder, Chairman Milton Cooper, addressed the summit Wednesday.) The firm has been marketing the project online as a possible corporate headquarters site. The phased, \$800 million project, at the site of the old Hurricane roller coaster at Boomers Family Fun Center, will eventually encompass about 1 million square feet of space, including big-box retailers and a diversity of national and regional merchants and restaurants. The 300,000-square-foot first phase is scheduled for late this year. "Dania Pointe is a great example of a new project destined for success because of its focus on creating a destination with memorable spaces and places," said David Duckworth, an Avison Young principal of capital markets. "If executed correctly, new and expanded open-air projects not only open up to the community, they often serve as their civic hubs and gathering places."



The DBCRA Celebrates the Grand Reopening of Premiere Mobile Health Solutions

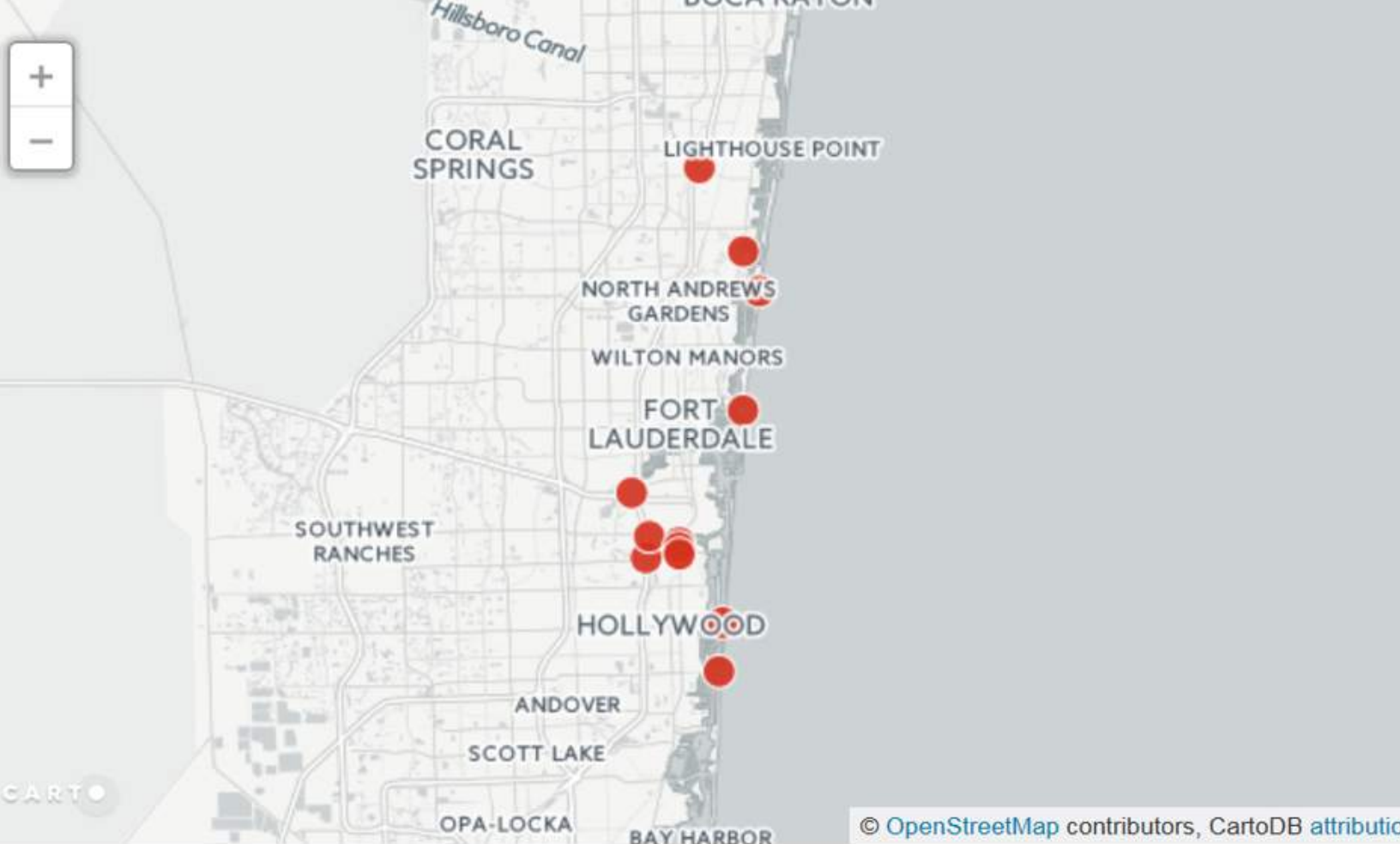
The Dania Beach Community Redevelopment Agency (DBCRA) will be hosting a ribbon cutting ceremony for the grand reopening of Premier Mobile Health Solutions (MHS) after the completion of significant renovations partially funded by the DBCRA. Join the celebration on Wednesday May 3 at 10AM located at 250 S. Federal Hwy Suite 101 in Dania Beach.

Premier Mobile Health Solutions, which owns and operates its headquarters out of its Dania Beach location undertook a massive building and property renovation which included a complete refurbishment of its building façade and entryway, property landscaping, parking lot improvements and several new on street parking spaces constructed from pervious pavers which are both attractive and help to improve storm water and drainage on the property. The DBCRA through its Commercial Property Improvement Grant program contributed \$20,000 to the overall \$80,000 property.

"We are happy the commercial grant program can assist our companies in brick and mortar investments while at the same time beautifying roadways such as Federal Highway," said Rachel Bach, CRA Executive Director. "One of the fastest growing sectors in our regional economy is medical services, particularly mobile services and because of Dania Beach's central location, it is increasingly becoming a base for these types of startup companies."

Premier MHS is an HMO based mobile primary care physician's practice which is recognized by NCQA as a certified Patient-Centered Medical Home (PCMH) provider and award winning quality care practice. Their purpose is to make the practice of medicine simpler, more efficient, and more rewarding for the doctors and patients they serve. They have a vision to create a healthier population, one person at a time by offering comprehensive care-coordination to HMO residents in the supportive care communities they service.

"Four years ago, Premier Mobile Health Solutions started with a vision and a goal to help individuals who are residing in Assisted Living & Nursing Facilities receive complete medical care on-site. Today, Premier MHS has grown to be one of the largest mobile primary care practices, with over 50 providers, servicing over 200 facilities from South Florida to Central Florida. Premier MHS is proud to be Headquartered in the beautiful city of Dania Beach and would like to thank; the City, the CRA and its officials for their ongoing support and contributions in helping our business prosper" - Lara Batkalin, MS Director of Professional Services



Broward County poised for biggest new hotel boom in years

A boom in new hotels suggests happy days are here again for tourism. About a dozen hotels will open in Broward this year — the biggest surge in the county in the past decade. The new accommodations will stretch from Pompano Beach to Hollywood, and increase the number of rooms by about 2,000 to more than 35,000. New hotels this year include:

- * the 130-room Home2 Suites by Hilton Fort Lauderdale Airport-Cruise Port in Dania Beach;
- * the 163-room Plunge Beach Hotel in Lauderdale-by-the-Sea and the 407-room Hyde Resort & Residences in Hollywood;
- * the 102-room Hampton Inn Fort Lauderdale/Pompano Beach hotel is expected to open on May 26;
- * the 108-room Fairfield Inn & Suites Downtown Fort Lauderdale is slated to open in December;
- * a 112-room Residence Inn will open in the Center Port Business Park in Pompano Beach in June;
- * the 150-room Tryp by Wyndham Maritime Fort Lauderdale and the 290-unit Conrad Fort Lauderdale Beach Resort are also in the mix;
- * Dania alone could welcome four new hotels, including the 143-room Morrison Hotel, 104-room Comfort Suites Downtown Dania and 142-room Wyndham Garde, with a former Sheraton rebranding to Le Meridien.

It's "super-exciting," said Stacy Ritter, president and CEO of the Greater Fort Lauderdale Convention & Visitor Bureau, the county's official tourism marketer. And it's "due largely to an influx of affluent travelers and greater recognition of the destination as an attractive and competitively priced place to do business and enjoy the benefits of our appealing lifestyle and surroundings."

Preliminary visitation numbers released by the bureau show Broward welcomed 12.27 million domestic visitors in 2016, up 4 percent from 2015, according to preliminary numbers from the bureau. A million international travelers visited last year, excluding Canadians. Hoteliers and industry analysts seem fairly confident the county can easily absorb the room surge. But some areas may fare better than others. "Most of the new supply of rooms is not on the beach. The beach will fill up first, so Fort Lauderdale will be fine," said Christian Charre, senior vice president of Miami-based CBRE Hotels.

"For limited service hotels on the outskirts, the situation may be more competitive ... still travel is up, and the expansion at Fort Lauderdale-Hollywood International Airport is working so 1,800-plus more rooms is not major. I think it should be easily absorbed."

So far this year, Broward's tourist arrivals are about even with 2016, but room rates and occupancy in traditional hotels are down, Ritter noted. Currency and economic woes in source markets like Canada and Brazil helped to keep some would-be visitors at home. And as non-traditional accommodation alternatives such as Airbnb and HomeAway become increasingly popular with travelers, traditional hotel occupancy has taken a hit. The hotels are coming on line as Broward becomes a more powerful and attractive market, said Daniel Peek, senior managing director at commercial real estate firm HFF.

"Miami has become more expensive, busy and crowded, while Fort Lauderdale offers a different experience," Peek added. Fort Lauderdale has seen dramatic changes in 20 years in terms of investments on the beach, the cruise port and airport and in retail, all of which bodes well for future tourism demand, he said. "I anticipate that over the next 10 to 20 years, Fort Lauderdale will continue to be a very attractive market," Peek said. "It's a pretty dynamic market, generally speaking."

Jay Patel, president and CEO of Luckey's Management, which has eight hotels in Broward and recently broke ground on its ninth, said: "South Florida is still doing great," in terms of tourism. Patel pointed to expanded airline service, a strong cruise market and the soon-to-launch Brightline passenger express train service.

Other hoteliers like Doug Barrow, general manager at the newly opened Plunge Beach Hotel, also aren't too worried about the influx of new rooms, having experienced rapid absorption of even more rooms in other top Florida tourism destinations such as Orlando.

"This area has such a strong demand from leisure travelers all over the world and so I think there's still plenty of room for growth in hotels [in these parts]," he said. Ritter is optimistic about the summer. "We're going to be better than OK," she said. "Americans will travel more domestically than in summers past. So I think summer looks good in terms of visitor numbers."



Why you should volunteer

1 All the Good Feelings! You're guaranteed to get the good feelings flowing. You'll be giving back to your community and supporting local businesses. Our community has a remarkable support network with local businesses. When we lift each other, we all rise.

2 It is up to you to create a Dania Beach that is safe, sustainable, and enjoyable—a place that you want to live and work. Shape your community through volunteering, voting, activism, and personal choices.

3 Volunteering can multiply your networking opportunities. You will come in contact with people you've never met, and yet you'll immediately have something in common with them.

V. MICHEL
ARTIST PHOTOGRAPH



How to Volunteer

For info on how to volunteer during the 6th Annual **Dania Beach Arts and Seafood Celebration**, contact Kisha Payen at 954-924-6801 x3750 or via email kpayen@daniabeachfl.gov.

To get your hands dirty at the **PATCH Urban Farm and Market** and to participate in events, visit: thepatchgarden.com/volunteers and fill out the form handsonbroward.org/register

For more information, other events, activities, or to assist in CRA office/clerical work, please contact Kisha Payen at 954-924-6801 x3750 or via email kpayen@daniabeachfl.gov.

*"Volunteers do not necessarily have the time; they just have the heart."
~Elizabeth Andrew*



5th Annual Dania Beach Arts



Fifth Annual Dania Beach ARTS & SEAFOOD Celebration

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm

Join us for the 5th Annual
Award-Winning South Florida Event

FROST PARK
300 NE 2nd Street

FREE ADMISSION!

Facebook.com/DaniaBeachArtsandSeafoodCelebration
DaniaBeachArtsandSeafoodCelebration.com | 954-924-6801

20,000+ Attendees
58 Artists
9 Performers/Bands/DJ
5 Chefs in the Chef Showcase
5 Artists Painted Live Murals
26 Total Cash/In-Kind Sponsorships
100 Volunteers
207 Patrons Utilized the Shuttle



and Seafood Celebration Recap



*Thank you for your
dedication to the City of
Dania Beach*



**Brought to you by the
Dania Beach CRA
100 West Dania Beach Blvd.
Dania Beach, FL 33004 | 954.924.6801**