

The logo features a stylized graphic of five overlapping triangles in blue, yellow, and green, arranged in a circular pattern.

Pompano Beach INNOVATION District

2018 FRA Award Submittal

Pompano Beach Community Redevelopment Agency (CRA)



MLK Streetscape Improvements (Dixie Highway to NW 6th Avenue)



Before



After

Old Town Streetscape & Parking Improvements/Downtown Plaza



Before



After

Historic Ali Cultural Arts Center

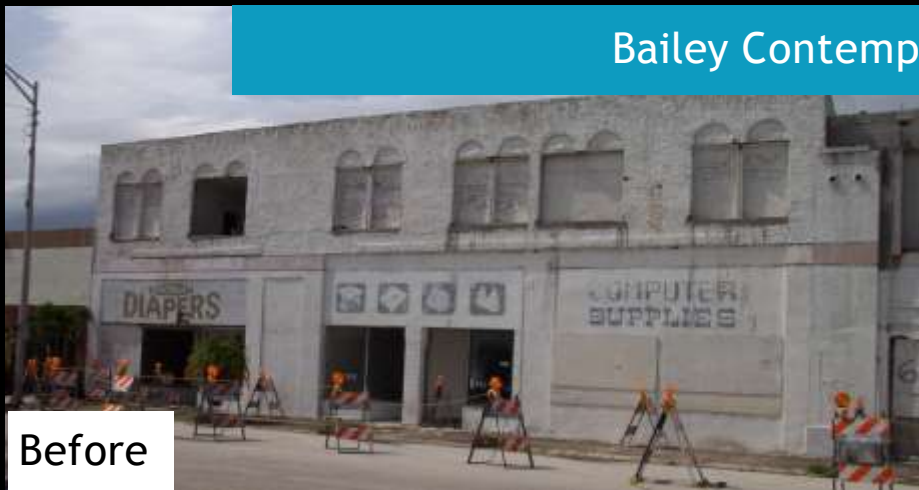


Before



After

Bailey Contemporary Arts (BaCA)

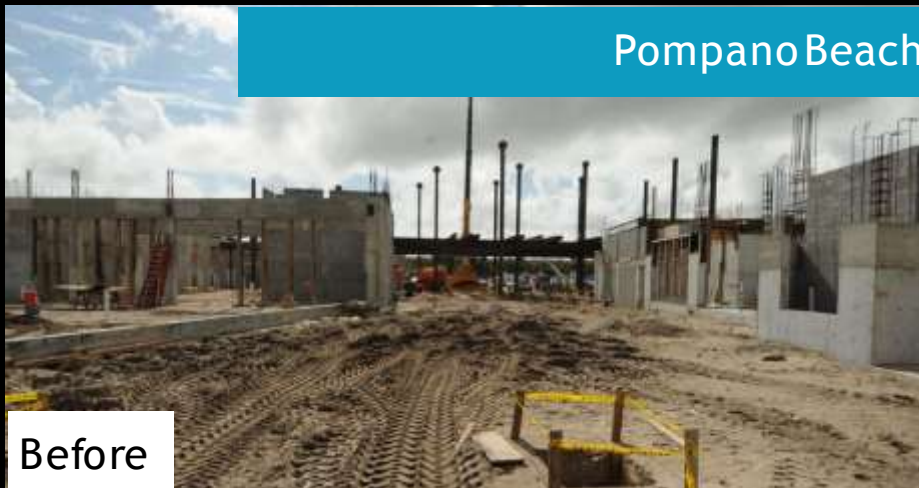


Before

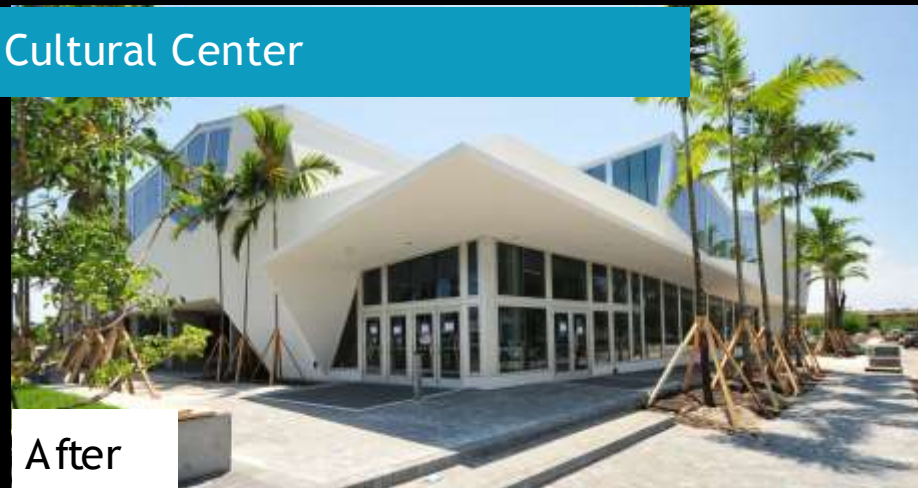


After

Pompano Beach Cultural Center



Before



After

City Vista Apartments



731 MLK Boulevard



Blooming Bean Coffee & Roaster



Odd Breed Wild Ales



Old TownUntapped



Green Market



Murals (behind BaCA)



Community Garden



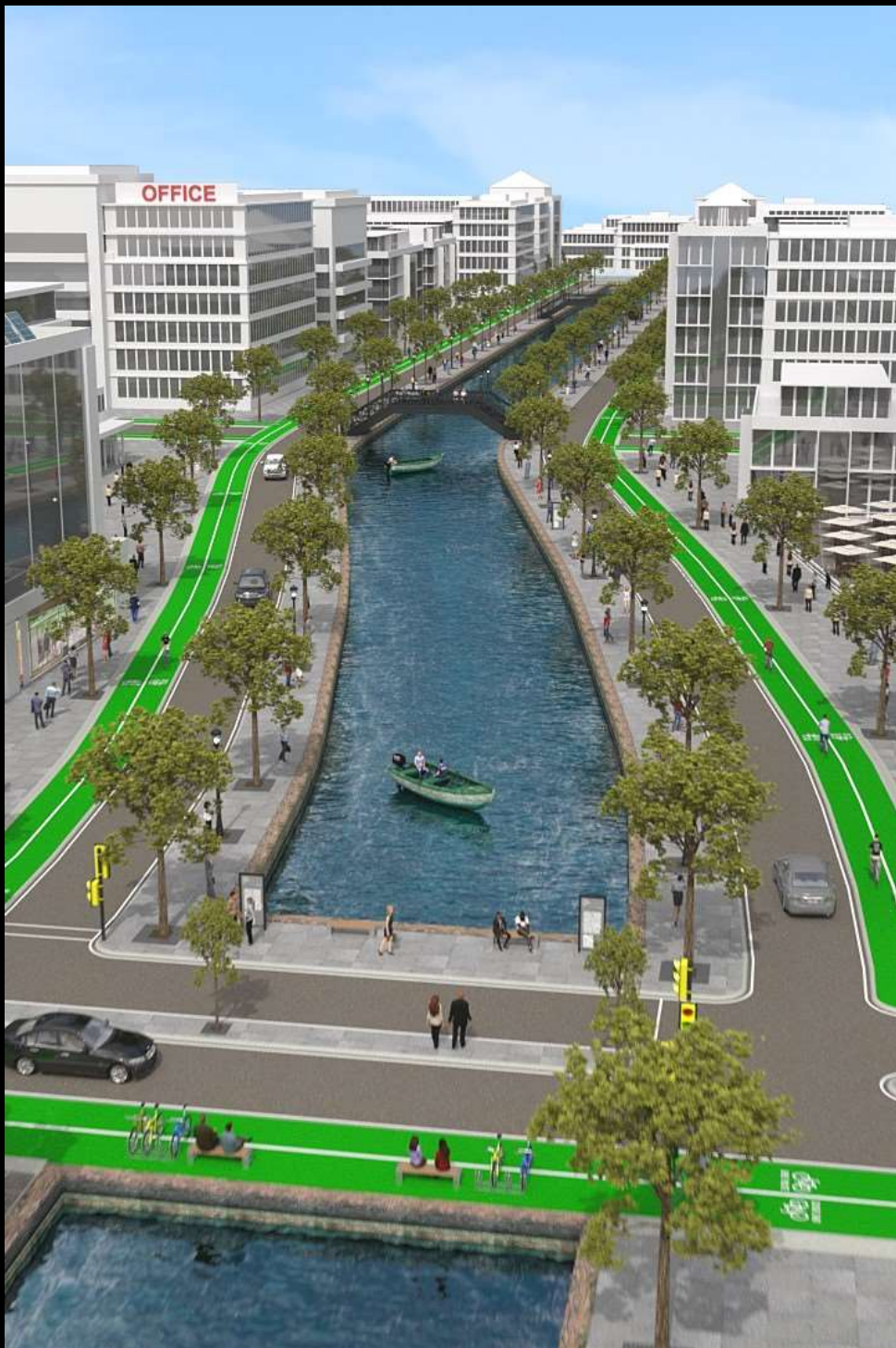
DOWNTOWN POMPANO



20 years in the making...


Downtown is now zoned for a mix of offices, new retail and restaurants, residential, hotels, tech and cutting-edge industry ripe for collaboration, culture and people.

An innovative waterway system to maximize the land available for development is in its preliminary design phase; so are new and improved roads and safety features for pedestrians to easily move from the Cultural Center to Old Town to the Innovation District.



The **Innovation District** is Pompano Beach's vision of creating a vibrant and pedestrian friendly, urban, mixed-use Downtown by attracting a combination of business, technical, corporate, government, hospitality, education and cultural uses. Following a "Smart City" concept that considers the physical and technical integration of people and places, Downtown will become a hub of activity.

The CRA and City own over 30 acres of prime real estate with I-95 frontage at the Atlantic Blvd. exit, and are preparing to sell the land for development. The area was rezoned as a transit-oriented district enabling higher density in close proximity to transit operations. To make the highest and best use of the real estate, an innovative drainage system is contemplated to include a series of waterways inspired by the canal systems in Amsterdam and The Riverwalk in San Antonio. The waterways allow developers to capitalize on a shared drainage system for maximum buildout capacity across parcels, and by eliminating dry retention ponds. Offices, shops, restaurants and outdoor cafes will line the streets.

The image features a dark background with stylized, colorful leaf patterns in the corners. The leaves are in shades of teal, blue, and yellow. A large, white speech bubble with a blue border is centered on the page, containing a quote.

“Innovation districts facilitate the creation and commercialization of new ideas and support metropolitan economies by growing jobs in ways that leverage their distinct economic attributes. These districts build on and revalue the intrinsic qualities of cities: proximity, density, authenticity, and vibrant places. Given the proximity of many districts to low-income neighborhoods and the large number of sub-baccalaureate jobs many provide, their intentional development can be a tool to help connect disadvantaged populations to employment and educational opportunities.”

Brookings Institution

"Pompano is Popping"
— South Florida Business & Wealth Magazine



The Pompano Beach CRA knew it needed to devise an engaging and impactful way to communicate the great opportunities in the Innovation District. The CRA created a comprehensive booklet and dynamic video to promote the Innovation District and tell the story of the steps the City and CRA have taken to bring prosperity to the community. These marketing tools are used by the City, CRA, and by the Chamber of Commerce during various presentations throughout the City of Pompano Beach to attract new commercial businesses and developers, retain the existing industrial base, and continue to improve the neighborhood and quality of life of the residents making the City and in particular the Downtown a more attractive place to live, work and visit.



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