



# FLORIDA REDEVELOPMENT AWARDS 2019 BEST BOOK



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# ABOUT THE FLORIDA REDEVELOPMENT ASSOCIATION (FRA)

Leadership is the capacity to translate vision into reality. ~ Author unknown

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

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Top Cover Photo: 2019 Cultural Enhancement for Small City Award: Art Infusion - New Murals for the CRA - Riviera Beach CRA

Exciting changes are transforming Florida's urban centers. Innovative approaches to design, mixed-use areas and cooperative development are creating vibrant commercial districts, centers for culture and entertainment, and stimulating places to live.

The FRA unites professionals from around the state who are involved in preserving and improving Florida's communities. Founded in 1974 to promote redevelopment and growth of downtowns, the focus of the FRA later broadened to encompass community development agencies (CRAs) and Main Street programs. Today, the FRA also includes nonprofit organizations, consultants and private developers, as well as cities without downtown development authorities, CRAs or Main Street programs. Our goal is to be a comprehensive association of stakeholders in Florida's urban revitalization network.

An independent association governed by a member-elected board of directors, the FRA is staffed through an annual contract with the Florida League of Cities, Inc. The FRA's mission is to provide a forum for members to share experience in redevelopment, including opportunities and problems; to encourage adoption of programs and the legal and financial tools necessary to community redevelopment; and to serve as a statewide clearinghouse for redevelopment information.

For more information on the FRA and resources to help your community's redevelopment efforts, please contact:

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[www.redevelopment.net](http://www.redevelopment.net)



# ABOUT THE FRA ROY F. KENZIE AWARDS PROGRAM

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 awards 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. Additionally, the President’s Award is given for the “Best of the Best,” to honor the top project across all categories. A winning entry acknowledges excellence in an organization’s work.

Within 14 juried categories, the Roy F. Kenzie Awards celebrate the most innovative and effective redevelopment programs in Florida. Winners demonstrate innovation and positive impact on their communities and inspire other Florida communities. The 14 categories are: **President’s Award; Annual Report; Capital Projects and Beautification; Creative Organizational Development and Funding; Cultural Enhancement; Fiscal Impact Study; Management Programs and Creative Partnerships; Out of the Box; Outstanding Housing Project; Outstanding New Building Project; Outstanding Rehabilitation, Renovation or Reuse Project; Planning Studies; Promotion; Transportation and Transit Enhancements.**

The Best Book highlights this year’s winners and all of the quality entries received as a celebration of the innovative redevelopment work that has transformed Florida this year. The FRA encourages you to use the Best Book to gather innovative ideas and share them within your community. They are true success stories.

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## THE PRESIDENT'S AWARD

**“This year’s President’s Award winner exemplifies how CRA’s are helping to preserve Florida’s history.”**



**GAIL HAMILTON**  
2018-19 FRA President



# PRESIDENT'S AWARD WINNER

## Planning Studies

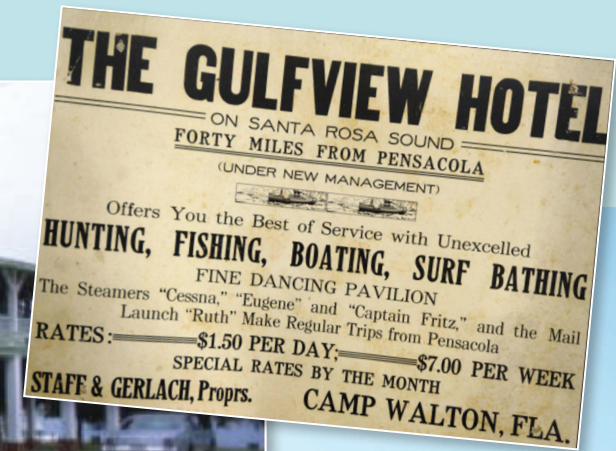
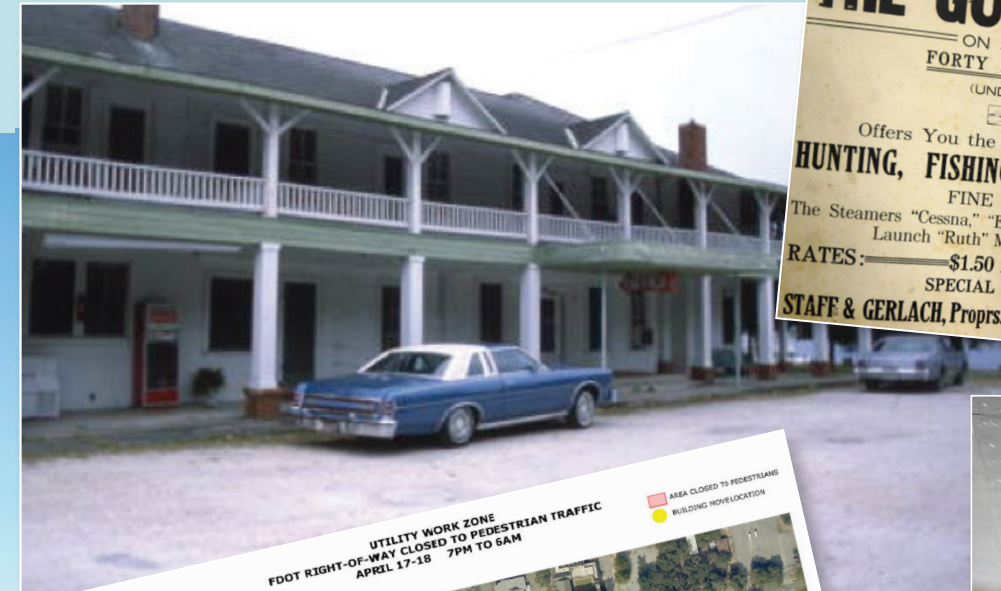


### Gulfview Hotel Relocation and Rehabilitation

City of Fort Walton Beach

For more info: [cfrassetti@fwb.org](mailto:cfrassetti@fwb.org)

Many communities face the challenge of weighing historic preservation versus new development and when or how to fund historic preservation projects. This project was no different. The previous owners of the Gulfview Hotel wanted to redevelop the property where the Gulfview Hotel was located but did not want to see the oldest building in Fort Walton Beach demolished. This is where the City became involved. Although it was a challenging and at times contentious debate weighing the upfront cost vs. potential revenue vs. historic preservation/cultural importance, the project was successfully completed May 2019 for citizens and visitors to enjoy.





## ANNUAL REPORT: SMALL CITY



### Ocoee CRA “Fifty West” Annual Report

City of Ocoee CRA

For more info: [vcorless@ocoee.org](mailto:vcorless@ocoee.org)

In 2017, the Ocoee CRA launched its new brand for the Fifty West Redevelopment District. The annual report is one way the CRA articulates its brand. The 2018 Fifty West Annual Report is the second in this series. Whereas the 2017 report used purple from the CRA/Fifty West Branding palette, the 2018 report uses shades of green as the dominate color. The Annual Report is a sophisticated and striking document designed to clearly highlight, per state statutes, the CRA’s background, financials, capital projects, upcoming improvements, new businesses and existing business that have made a dramatic difference.

## ANNUAL REPORT: LARGE CITY



### FY18 Annual Report, “Reinvesting in People and Places”

Gainesville Community Redevelopment Agency

For more info: [lopeztn@cityofgainesville.org](mailto:lopeztn@cityofgainesville.org)

The Gainesville CRA strives to carry out projects and programs that improve the quality of life and instill pride in the areas that we serve. The FY18 annual report, titled “Reinvesting in People and Places,” highlights the accomplishments of the fiscal year with a focus on the local impact of each initiative. Through the use of data and stories, the report gives a big picture view of the year’s activities and celebrates the mile markers, large and small, reached along the way.



## CAPITAL PROJECTS AND BEAUTIFICATION: SMALL CITY



### **Victory Point Park**

**GAI Consultants | Community Solutions Group/City of Clermont**

For more info: [f.bellomo@gaiconsultants.com](mailto:f.bellomo@gaiconsultants.com)

The City of Clermont's master plan identified Victory Pointe Park as a key catalyst project for its downtown CRA. The project provides stormwater management, creates a venue that supports special events and enhances the economic potential for downtown Clermont. The park accommodates stormwater from a significant portion of downtown, providing quality treatment through a series of cascading marsh basins in a native Florida ecosystem. Victory Pointe Park re-envisioned the conventional stormwater pond approach creating a sustainable open space amenity-providing low impact design (LID) for stormwater management, a new events venue, wildlife habitat and a signature address for adjacent development.

## CAPITAL PROJECTS AND BEAUTIFICATION: LARGE CITY



### **South Central Park**

**City of Winter Haven**

For more info: [mbishop@mywinterhaven.com](mailto:mbishop@mywinterhaven.com)

The South Central Park Project preserves the park's quaint charm and historical significance while shifting its purpose for future generations. It incorporates unique elements and multifunctional uses for a 24-hour sense of place unlike any other. It demonstrates how multi-use design can be incorporated to maximize valuable public space; and how design and aesthetics can create synergies between opposing uses. The design accommodates parking and circulation and transforms into a large lighted piazza after hours. Custom elements are incorporated to accommodate a variety of events. The repurposed pedestrian walkway connects the parks to the trail system where pedestrians stroll the gateway.



## CULTURAL ENHANCEMENT: SMALL CITY

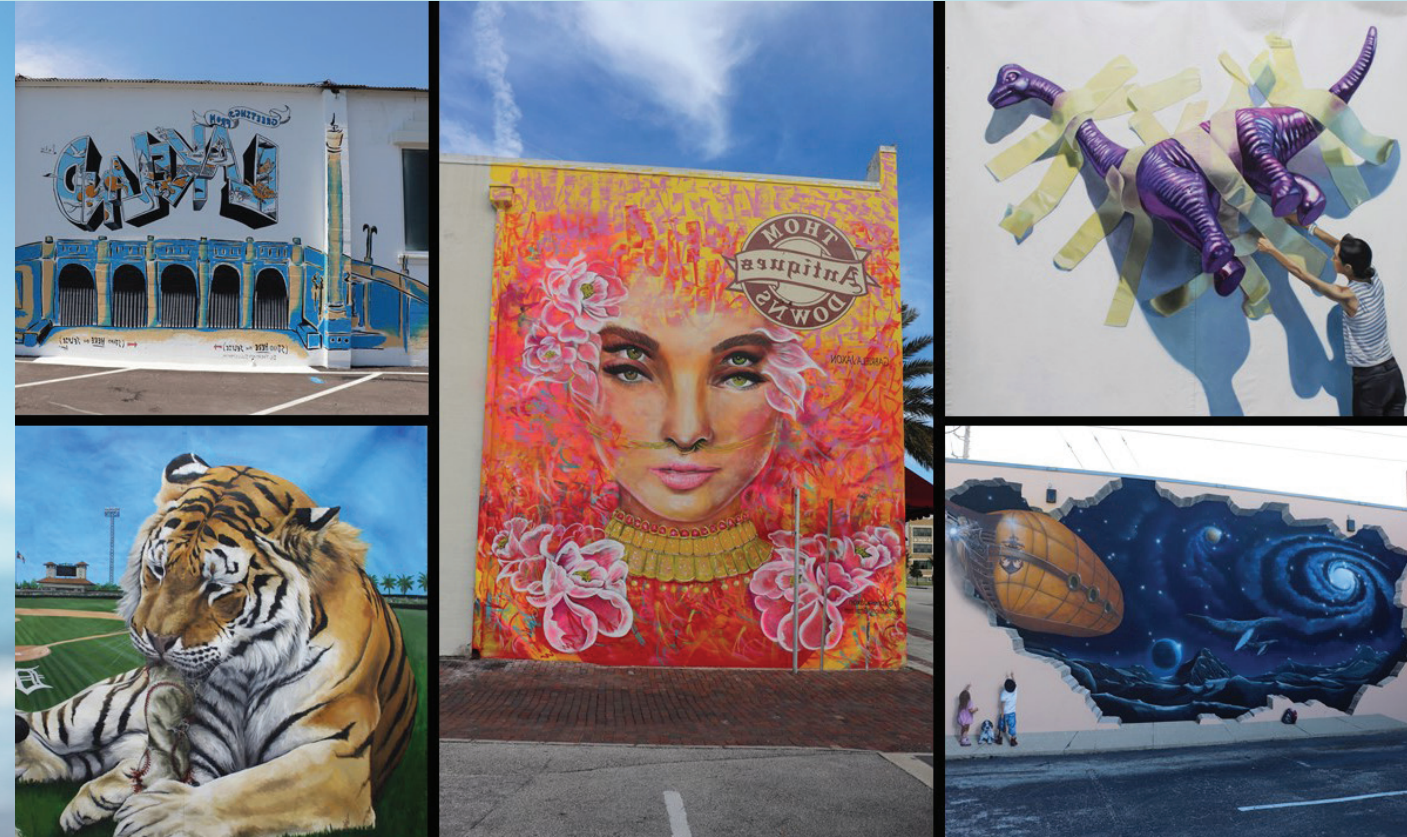


### Art Infusion-New Murals for the CRA Riviera Beach CRA

For more info: [ajenkins@rbcr.com](mailto:ajenkins@rbcr.com)

The murals, huge public canvases, created to enthrall the community, assume long-lasting and encouraging effects on local businesses, visitors, and residents. Securing a sense of belongingness, they showcase a feeling of ownership and pride in the community. Furthermore, they serve as aspirational economic engines that empower innovation to transform the City of Riviera Beach. Through public workshops under the direction of the Riviera Beach Community Redevelopment Agency, inspired citizens of Riviera Beach connected the processes of art, education and restoration – transforming the mundane into the stimulating realm of possibilities for everyone! Truly a great place to Live, Work, and Play!

## CULTURAL ENHANCEMENT: LARGE CITY



### Lakeland Arts Program Lakeland Community Redevelopment Agency

For more info: [lindstrom@hillsboroughcounty.org](mailto:lindstrom@hillsboroughcounty.org)

Public art invokes emotion and brings a sense of community pride that cannot be bought and builds relationships that otherwise may not exist. Tapestries Lakeland was a partnership that led to sixty-five murals, painted on canvas, and installed around downtown on the walls of businesses, restaurants, and boutiques. In addition, three businesses received social media worthy murals. An intersection received an overhaul with vibrant colors and shapes in partnership with Harrison School for the Arts and Rochelle School of the Arts. An expansive Color Wall at Mass Market invites those just passing by to stop by and take a glance at what the area has to offer. These are all just examples of the grand gallery that is becoming Lakeland CRA's Public Art Program.



## OUT OF THE BOX: SMALL CITY



### Amazing Adaptive Reuse City of Dunedin

For more info: [rironsmith@dunedinfl.net](mailto:rironsmith@dunedinfl.net)

The location: an abandoned Chase ATM on a busy main street corner in Dunedin. With only 54 square feet to work with the design was the most challenging part of Taco Baby. Much of the required and necessary equipment had to be custom-ordered and designed to acquire food service permits. Because of the limited size of Taco Baby a self-service ordering kiosk was designed to have guests order and pay for product themselves through a credit card-only system. This makes it possible for only one staff member to operate the taqueria, as no cash is exchanged, limiting safety and sanitation concerns.

## OUT OF THE BOX: LARGE CITY



### 12 for 12 WPB: Pop-up to Rent Business Competition West Palm Beach Downtown Development Authority

For more info: [tfaublas@downtownwpb.com](mailto:tfaublas@downtownwpb.com)

Downtown West Palm Beach is experiencing a change in retail. The core issue is that vacant storefronts are unoccupied due to high rents and large square footages. An increase in market expectations are a result of additional residential buildings and the launch of the country's first private high-speed train service. The West Palm Beach Downtown Development Authority (DDA) collaborated to create a program that will occupy vacant retail spaces with small and local businesses by creating an environment for small businesses to grow and landlords to have consistent tenants, and to create a sense of place for all city residents and visitors.



## OUTSTANDING HOUSING PROJECT: SMALL CITY



### **West Village Arts Lofts** **Lake Worth Community Redevelopment Agency**

For more info: [etheodossakos@lakeworth.org](mailto:etheodossakos@lakeworth.org)

West Village is a distinctive housing development in the arts and design district in Lake Worth Beach. Neighborhood Renaissance, a non-profit community-based organization, constructed the 8 live/work, artist housing project with financial assistance and land from the Lake Worth Beach CRA. The development also includes 2,000 square feet of commercial space, with two bays, that help activate the street and provide opportunities for local makers to open a small business.

## OUTSTANDING HOUSING PROJECT: LARGE CITY



### **City Vista** **Pompano Beach Community Redevelopment Agency**

For more info: [nguyen.tran@copbfl.com](mailto:nguyen.tran@copbfl.com)

City Vista is the first 111 unit mixed-use, affordable mid-rise development within the commercial heart of the African-American community in Pompano Beach. This urban styled project is located in the future Downtown Pompano Beach Innovation District, which is envisioned to contain a combination of business, technical, corporate, government, hospitality, educational and cultural uses. City Vista officially opened and began leasing the residential units in March 2018 and was fully leased by July 2018. City Vista includes 7,400 square feet of non-residential/commercial ground floor space of which a portion of that space will be used for cowork and the CRA office.



# OUTSTANDING NEW BUILDING PROJECT: SMALL CITY



**Artisan**  
**City of Dunedin**

For more info: [rironsmith@dunedinfl.net](mailto:rironsmith@dunedinfl.net)

The 201,404 square foot project features 65 residences in a four-story building centered on a stunning three-story lobby. Amenities include professionally decorated common areas, 24/7 residents-only access control and secure parking, a comfortable and inviting residents lounge with game room, televisions, billiards and a bar, a state-of-the-art fitness center, bicycle storage, kayak storage and a spectacular 18,000-square-foot elevated pool deck overlooking the Pinellas Trail and spectacular sunsets. The development also includes 11,700 square feet of retail shops. A total of 361 parking spaces were created as part of this project, including 234 that are open to the public.

# OUTSTANDING NEW BUILDING PROJECT: LARGE CITY



**4th & 5th Delray (IPIC Theatre & Corporate Headquarters)**  
**Delray Beach CRA**

For more info: [jadusinghr@mydelraybeach.com](mailto:jadusinghr@mydelraybeach.com)

The IPIC Theater and Corporate Headquarters is the product of a 2013 request for proposal issued by the CRA for 1.5 acres of land just south of E. Atlantic Avenue, in the City of Delray Beach downtown central core. The five-story mixed-use development boasts an 8-screen, 497-seat state-of-the-art luxury movie theater, corporate headquarters, Class A office space, retail space and a 326-space parking garage with 90 public spaces. The property was purchased for \$3.6 million, and the project included a local hiring requirement. The CRA provided a \$400,000 partial reimbursement for a portion of the public spaces and part of the maintenance costs.



OUTSTANDING RENOVATION, REHABILITATION, REUSE: SMALL CITY



Gulfview Hotel Relocation and Rehabilitation  
City of Fort Walton Beach

For more info: [cfrassetti@fwb.org](mailto:cfrassetti@fwb.org)

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OUTSTANDING RENOVATION, REHABILITATION, REUSE: LARGE CITY



Collaboratory  
Fort Myers Community Redevelopment Agency

For more info: [ndunham@cityftmyers.com](mailto:ndunham@cityftmyers.com)

Collaboratory is the catalyst for revitalizing the midtown section of Fort Myers' downtown redevelopment area. As southwest Florida's first public sphere, Collaboratory is where people from different backgrounds, interests and areas of expertise come together to exchange ideas-whether meeting locally in person or virtually worldwide through the ultra-high-speed Florida Lambda Rail network. Partnering with SWFL Community Foundation and the city, the Fort Myers Community Redevelopment Agency suggested transforming the former 1924 Atlantic Coast Line Railway depot into the cornerstone of Collaboratory's campus, along with a modern addition and sustainable high-tech footprint, to propel midtown into the 21st century.



## PLANNING STUDIES: SMALL CITY



### Art and Cultural Master Plan for Downtown Lake Worth Lake Worth CRA

For more info: [etheodossakos@lakeworth.org](mailto:etheodossakos@lakeworth.org)

Lake Worth Beach is known as a culturally and architecturally rich city. It is also recognized for embracing various lifestyles and cultures. To build upon past efforts, including the attraction of the new Cultural Council's headquarters, the creation of an arts district and the development of live/work-artist housing for the Cultural Council, the CRA and the City collaborated to develop an Arts and Culture Master Plan for Downtown Lake Worth. The Master Plan aims to boost arts and culture to create a sustainable, thriving downtown thereby, enhancing the quality of life for all of Lake Worth Beach residents and visitors.

## PLANNING STUDIES: LARGE CITY



### Fort Myers Redevelopment Areas, Boundary Reviews and Recommendations

Stantec/Fort Myers Community Redevelopment Agency

For more info: [jared.beck@stantec.com](mailto:jared.beck@stantec.com)

With nine redevelopment areas established between 1984 and 2007, the CRA wanted to take a fresh look at the “big picture” of redevelopment success and opportunity within the overall City of Fort Myers. The Fort Myers Redevelopment Area Boundary Review & Recommendations provided an analysis of redevelopment areas, impact, previous planning efforts, implementation completed, current demographics and conditions, funding and overall city redevelopment needs to evaluate and identify opportunities to strengthen redevelopment success. The report concluded each analysis with recommendations and action steps for the CRA to implement.



# PROMOTION: SMALL CITY



**More In Ybor**  
**Ybor City Development Corporation**  
For more info: [brenda.thrower@tampagov.net](mailto:brenda.thrower@tampagov.net)

The Ybor City Economic Development Corporation (YCDC) has set out to change the perception of Ybor City Historic District's identity as Tampa's Entertainment District to a unique, walkable historic neighborhood ideal for relocating, expanding, launching a business or residing. To do this, a multi-channel campaign, "More In Ybor," was developed to attract developers, entrepreneurs, corporate executives and potential residents. Through creative endeavors including a website, brochure, social media, photo contests, video series and a quarterly newsletter, Ybor City is now home to several corporate headquarters, a boutique hotel and high-end apartments, and it is blossoming into an innovative hub for the tech industry.

# PROMOTION: LARGE CITY



**Opportunity Zone Prospectus**  
**GAI Consultants | Community Solutions Group/City of Orlando**  
For more info: [t.kohler@gaiconsultants.com](mailto:t.kohler@gaiconsultants.com)

Our team created original materials for the City of Orlando to use for promoting, marketing and informing various entities about the city's eligible Opportunity Zone Branded Districts-including demographics, employment, property values, vision, goals, available funding, active investments, current and planned activity, and prospects within each zone.



# TRANSPORTATION AND TRANSIT ENHANCEMENT: SMALL CITY



**Denning Drive Complete Street  
Winter Park CRA**

For more info: [kdudgeon@cityofwinterpark.org](mailto:kdudgeon@cityofwinterpark.org)

How to persuade drivers that changes to a popular high-speed shortcut deserve their support? Get them out of their cars for a walking audit with the neighborhood residents and other users. Denning Drive was a wide, straight four-lane road with gaps in an insufficient sidewalk. By encouraging active exploration of the street by all users-drivers, cyclists, transit riders and pedestrians-as the first planning step, support was ensured to change Denning to two lanes with a wide tree-shaded multiuse trail for all ages and abilities, landscaped medians, safe crosswalks, bus stop pullovers and dedicated left turn lanes.

# TRANSPORTATION AND TRANSIT ENHANCEMENT: LARGE CITY



**Downtown Orlando Rideshare Hub Pilot Program  
City of Orlando, CRA**

For more info: [kelly.allen@downtownorlando.com](mailto:kelly.allen@downtownorlando.com)

The need to create an organized program that would help advance downtown Orlando’s entertainment district in terms of traffic congestion, crowd control management and therefore, public safety, was quickly prioritized after the City of Orlando created a formal nighttime economy management program in 2017. Through the work of the robust and empowered private/public Nighttime Economy Management committee, the concept of “Rideshare Hubs” was born. With more and more patrons choosing rideshare as their preferred method of transportation, downtown Orlando expressed a desire to safely and efficiently streamline the mass exiting of thousands of patrons.



# 2019 ROY F. KENZIE AWARD ENTRIES

## ANNUAL REPORTS

### **FY 2017-18 Annual Report Redevelopment Works Boynton Beach CRA**

The Boynton Beach Community Redevelopment Agency's (BBCRA) Annual Report clearly raises the bar on local government "reporting" and is a unique custom-design marketing tool that serves multiple purposes of informing the community of how their tax dollars are being leveraged, status of CRA projects and initiatives, and most importantly to celebrate the accomplishments of the year. Unlike previous annual reports, this year's report incorporated the FRA's Redevelopment Works theme to further emphasize the responsibilities of the BBCRA along with the Mission Statement, financial transparency, capital projects, upcoming neighborhood improvements and economic development initiatives.

### **2017-2018 Annual Report Town of Davie CRA**

The Town of Davie's 2017-2018 Annual Report represents our best annual report ever as we implemented a graphic-based report that incorporates narrative components but does not rely on words to convey our message. Traditionally, the Davie CRA's annual report spanned many pages, but was not eye-catching to a CRA expert or first-time reader. Simultaneously, this report is able to demonstrate our prudent financial management, resource allocation and continued alignment with the Redevelopment Plan. This report establishes our goal of a highly visual, easy-to-read report that would inform and engage all readers.

### **2018 Delray Beach CRA Year in Review**

#### **Delray Beach CRA**

The goal for this year's annual report was to illustrate the transformation that has taken place within this city. This report includes detailed information on the progress of projects and programs within the CRA District. It aims to inform developers and community stakeholders of the progress that has been made. What stands out throughout this report are the partnerships that were created to help accomplish the goal of redevelopment through the elimination of blight and management of a sustainable downtown in order to encourage economic growth and improve quality of life for the residents of Delray Beach.

### **People. Partnerships. Progress. 2018 Annual Report**

#### **Lakeland Community Redevelopment Agency**

The Lakeland CRA endeavors to educate and inspire all stakeholders year-round, building on steadfast social media campaigns and increased interaction with citizens. The 2018 Annual Report represents a combined print and digital platform, so that the document can be printed as well as digitally distributed with added features such as videos featuring CRA Advisory Board members explaining the highlights of the redevelopment districts. The magazine style creates articles for ease of perusing topics, including a focus on the impact on individuals within each project. The report truly represents the people, partnerships and progress made in 2018.

### **New Perspectives: 2017-2018 Annual Report City of Live Oak Community Redevelopment Agency**

The New Perspectives Annual Report

encapsulates the Live Oak CRA's activities for the 2017-2018 fiscal year in a magazine-like style and features detailed "articles" of the CRA's various projects, updates, accomplishments and statutorily required financial information. The "cover story" features the Heritage Square Master Plan project – the focus of the reporting year. Serving not only as a source of information for the accomplishments of the Live Oak CRA, the New Perspectives Annual Report showcases our community's efforts to revitalize and improve Live Oak's Redevelopment Area and our endeavor to bring "new perspectives" to our city.

### **Annual Report Fiscal Year 2017-18**

#### **North Miami Community Redevelopment Agency (NMCRA)**

The NMCRA 2017/18 Annual Report is a creative, content-rich, eye-catching publication that tells the story of the agency's activities while reinforcing our marketing and branding initiatives. The report is a saddle-stitched print publication and digital flipbook with a strikingly colorful, visually engaging cover and content that reads like a great report and an effective marketing tool, improving public information and engagement, informing and celebrating businesses and attracting new investment. The triangular shapes bordering each page reflect the careful attention to detail and navigational thought process we utilize in all our marketing and communications efforts throughout the year.

### **FY 2018 Annual Report**

#### **Riviera Beach CRA**

"Riviera Beach, a Sense of Place: The Place to Be." The CRA accomplished its goal of versatility and community recognition for the year 2018

while embracing beautification, youth success, local businesses and lifelong relationships with residents. The cover embodies the CRA as being multifaceted yet organized. It is replete with intricate details of various community outreach efforts – featuring eight new murals – and gives our readers an overview of what our City offers. For an end-of-year grand finale, the CRA involved all residents in multiple projects that culminated in a signature event, and its very first, in Riviera Beach: "Winter Wonderland."

### **Annual Activity Report**

#### **City of Tampa Economic and Urban Development Department**

How do you promote your CRA through reporting? Check out Tampa's CRA Annual Activity Report (annual report). For the past 12 years, Tampa stepped up its game by creating an eye-catching, professional and user-friendly report to share information about the projects, activities and finances of Tampa's CRA and its nine community redevelopment areas. In addition, the report provides an overview of the Community Redevelopment Agency and its role with redevelopment and economic development in the City of Tampa. The report goes beyond the legal reporting requirement imposed by the state (Florida Statutes 163.387), serving as an effective communication piece and marketing brochure.

## CAPITAL PROJECTS AND BEAUTIFICATION

### **Eastside Infrastructure Project**

#### **Davie Community Redevelopment Agency**

Exciting changes are transforming Downtown Davie. For many years, Downtown Davie has been



## 2019 ROY F. KENZIE AWARD ENTRIES

faced with small lot sizes, stringent water retention requirements and lack of sewers. The Eastside Infrastructure Project addresses the aging infrastructure needs of the area through the construction of a master drainage system, installation of sanitary sewers, upsizing of water lines and installation of additional fire hydrants. As a result of the CRAs investment, commercial and residential property values have increased over 30% in the past two years, and we are seeing renewed economic development that has not occurred in decades.

### **S.E. 47th Terrace Streetscape Project** **Cape Coral Community Redevelopment Agency**

The SE 47th Terrace Streetscape project creates a pedestrian friendly destination within the existing entertainment zone of downtown South Cape. The project design coordinated ideas from city departments and local businesses to establish the theme and determine the appropriate mix of site features and technology enhancements. These include: expansive brick paver walkways, landscaping, street furnishings, smart streetlighting, removable bollards, kiosks and free Wi-Fi. The project also included drainage, utility improvements and a roundabout to improve traffic flow and safety while providing enhanced aesthetics as the centerpiece of the project. An accelerated construction schedule minimized impacts to the adjoining businesses.

### **The City Garden** **City of Inverness**

The City of Inverness designed and built a community garden for many to get involved. The facility boasts 22 garden beds and several climbing bins for vegetables. A business or individual may

sponsor a garden bed for a youth organization to cultivate, learn and harvest.

### **The Inverness Visitors Center** **City of Inverness**

The Inverness Visitors Center is located along the Withlacoochee State Trail, the 46-mile multipurpose trail that sees over 400,000 visitors each year. The location is open Monday through Friday with knowledgeable city staff with a wide array of event and tourism information.

### **Independence Lane Streetscape** **City of Maitland**

Independence Lane is the start and heart of downtown Maitland. Lacking a historic downtown, Maitland has been planning for a downtown “Main Street” type district for decades. This streetscape represents the start of the downtown for Maitland. It will serve as an event venue, gathering place and focus for the community.

### **Helping our Businesses, IS our Business!** **Riviera Beach CRA**

Part of the mission of Riviera Beach CRA is to bolster economic development within the district and the city. We are proudly featuring two of our six Property Improvement Grant Program recipients: Get Wet Plaza (Get Wet Watersports/RJ’s Caribbean Cuisine) and Riviera Beach Integrated Care. The Property Improvement Grant Program is a grant program targeting commercial business owners who are in need of property improvements. The program is designed to encourage our business owners to invest their own capital in improvements while encouraging participation from our local contractors. The program incorporates

## 2019 ROY F. KENZIE AWARD ENTRIES

a 4:1 public/private fund matching program maxed at \$40,000.

### **The Future of Main Street: The Clematis Streetscape Project** **West Palm Beach CRA**

The Clematis Streetscape project began on the 300 Block of Clematis Street as a pilot to test and guide future design of Downtown West Palm Beach’s main street. Extensive public input led to a curbless design of the block featuring large shade trees, wider pedestrian-friendly sidewalks, additional café seating and narrower travel lanes. The pilot proved extremely successful as the new street has been met with nearly unanimous praise. Lessons learned further improved design of the remaining blocks. Construction is taking place during businesses slowest period in the summer, and the remaining blocks will be complete in 2020.

## **CULTURAL ENHANCEMENT**

### **Art in the Hall at Dania After Dark** **Dania Beach CRA**

Starting as a pilot, the CRA launched an elevated artistic and cultural experience called Art in the Hall in conjunction with Dania After Dark, a monthly street festival. This event was developed as part of the CRA’s revitalization efforts for the downtown area by creating a sense of community and building a downtown scene in preparation for redevelopment. The visual and performance art gallery and street festival focuses on all forms of art and crafts, music, food and culture, and it provides a family-friendly experience at a site, which is proposed to be developed as the Dania Beach City Center.

### **Día De Los Muertos**

#### **Lake Worth Community Redevelopment Agency**

Día de Los Muertos Lake Worth is an event that highlights the different cultural aspects of the holiday with artist displays, a procession of costumes and puppets, marimba, mariachi, dance performances, and ethnic cuisine. Utilizing partners like the Cultural Council of Palm Beach County and the Guatemalan Mayan Center, this event helps unify existing communities around a shared vision that enhances the neighborhood and supports Lake Worth’s ethnically diverse cultures.

### **Historic Overtown Culture & Entertainment District**

#### **City of Miami, Southeast Overtown/Park West Community Redevelopment Agency**

For most of the 20th century, Overtown was a vibrant community that was the heart of Black culture, entertainment and business in Miami and South Florida. Founded as the only part of Miami where the black population was allowed to live and own property, it developed into a thriving, self-sufficient community including many black-owned homes, businesses, and entertainment venues. Often referred to as “Harlem of the South,” Overtown was also renowned as the center of black culture and nightlife for the Southeast, reflecting the energy of the community that found expression in the many cultural forms that existed there, such as music, art and food. This black energy will be the central theme that informs the new Overtown Culture and Entertainment District.

### **Faces of West Tampa Mural**

#### **City of Tampa-West Tampa CRA**

“Faces of West Tampa”, the newest mural within the West Tampa CRA, was born directly from the



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desires of the West Tampa community. The mural pays homage to the diverse history of West Tampa by showcasing the area's historic figures, elements and places of cultural significance. The artists met with community members, West Tampa CRA, held multiple public meetings to engage the community and research the historic figures and cultural landmarks. The project was a collaboration between the West Tampa CRA, Tampa's Art Division, Parks and Recreation's Salcines Park, and local artists Michelle Sawyer and Tony Kroll of Illsol Muralist.

### OUT OF THE BOX

#### **Downtown Boca: Public Engagement Programming**

##### **City of Boca Raton CRA**

Engaging residents, locals and visitors to visit Downtown Boca is a vital part of maintaining a vibrant and welcoming downtown district. The Boca Raton Community Redevelopment Agency continually strives to meet this vision, and has implemented Public Engagement Programming to further achieve its goals. In collaboration with Downtown Boca's largest mixed use plaza, the CRA developed and installed interactive elements to engage visitors in underutilized public areas within the plaza. In addition, the CRA also installed creative pedestrian lighting designed to attract pedestrians traveling between the district's two main plazas and encouraging them to linger in downtown's green space: Sanborn Square.

#### **Rock the Plaza**

##### **Boynton Beach Community Redevelopment Agency**

Over the past few years, the way that consumers interact with marketplace merchants has

significantly changed. Consequently, the Boynton Beach CRA introduced Rock the Plaza, a business promotional event series that featured live music and entertainment in an effort to encourage community members to visit local shopping plazas and businesses that they may have previously bypassed. The event series spotlighted the offerings available within the featured plazas: restaurants, services and retail merchants. Business owners were provided the opportunity to have face-to-face interactions with patrons, which allowed them to generate leads, provide product samples and educate the public about their businesses.

#### **PATCH Mobile Pop-Up Market: Healthy Food Beyond the Redevelopment Area**

##### **Dania Beach CRA**

The Dania Beach CRA through its sustainable urban farm and market People's Access to Community Horticulture (PATCH ), launched a rotating mobile pop-up market program in 2018, bringing locally grown healthy and nutritious produce to food deserts in six neighboring communities. In addition to supplying non-GMO vegetables, fruits and herbs directly to underserved areas, the market also serves as an educational platform on healthy eating and attracts new business to the PATCH.

#### **Carson Drive S.E. Stormwater & Streetscape Improvements**

##### **City of Fort Walton Beach**

The Carson Dr SE Stormwater and Streetscape Project improved the social and design assets of a neighborhood that has not been the primary focus of the community for many years. In recent years, the Fort Walton Beach Housing Authority completed a large multi-family housing complex located adjacent to a portion of this project. Although the housing complex has been successful

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and has brought an influx of new residents into the community, the adjacent right-of-way was lacking in function and aesthetics. The Carson Drive Project was able to address stormwater system issues in the neighborhood while also being able to address the function and aesthetics of the built environment through new sidewalks, on-street parking, street lighting, handicapped access at curbs and landscaping. Whether it's residents knowing that they can safely walk to school or work, or not having to worry about localized flooding when it rains, these are improvements that can help transform a neighborhood.

#### **Central Florida Affordable Housing Initiative GAI Consultants | Community Solutions Group**

Over the course of two years, the City of Orlando, Orange County, Seminole County and Osceola County prepared in partnership the Regional Affordable Housing Initiative, the first comprehensive strategy within the state of Florida to address the growing affordable housing issue beyond the local level. The document reflects detailed quantitative analysis and identifies financial, regulatory and educational tools intended to be a consistent framework for mitigating a housing problem across several communities. It provides options describing the advantages and limitations of each. This plan has been widely quoted in many other independently prepared documents, reports and studies.

#### **Enhanced Paint Program Beautification Project: "Paint the Town"**

##### **Hallandale Beach Community Redevelopment Agency**

The Hallandale Beach Community Redevelopment Agency (HBCRA) launched the Enhanced Paint Program (EPP) Beautification Project officially

known as "Paint the Town". PTT is the only initiative of its kind in the state of Florida. Homes in need of painting were selected on a street where the HBCRA constructed its first modular home. The objective of this beautification program is to eliminate slum and blighted conditions by addressing the appearance of all dilapidated or substandard housing in the CRA. The CRA has since identified numerous other streets throughout the entire CRA. To date, 26 single and multi-family homes have been selected and have undergone beautification.

### OUTSTANDING HOUSING PROJECT

#### **Replacement Home Program**

##### **Hallandale Beach Community Redevelopment Agency**

The Hallandale Beach Community Redevelopment Agency (HBCRA) installed its first modular home in the City at 620 NW Fourth Ave. The home was constructed to replace a seriously dilapidated home owned by a senior in the community. This project was completed under the HBCRA's Replacement Home Program (RHP), a subset of the Neighborhood Improvement Program. The RHP allows for the replacement of a home in which the cost of the repairs exceed 50% of the property appraiser's assessed value of the property.

#### **Foster Square**

##### **Hallandale Beach Community Redevelopment Agency**

Foster Square is a modern and architecturally appealing market rate multifamily housing development. This development includes two buildings with a total of seven luxurious apartment units totaling 8,585 square feet. The development is located along Foster Road, which was his-



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torically the primary commercial and residential corridor for the predominately African-American community until it fell into disuse. It represents the first new development along the corridor in many decades. This project comprises of four lots owned by the CRA and one lot owned by the developer CBV, LLC. Foster Square provides an important opportunity to help create a mixed income community, which will set the stage for future commercial development along the Foster Road corridor.

### **Lincoln Square**

#### **Lakeland Community Redevelopment Agency**

Two years ago, Lincoln Square was nothing more than five acres of open field next door to Lincoln Avenue Academy, a top International Baccalaureate program and the No.1 elementary school in Polk County. Last year, it was nothing more than a list of potential buyers. Yet, in 2018, the landscape began changing significantly as every home pre-sold prior to groundbreaking, and droves of former residents realized an opportunity to return to the neighborhood they once thought was in decline. Today, Lincoln Square is the prototypical architecture that defines the streetscape and has begun to revitalize the community.

### **CRA Homes – Quality Affordable Housing as the Cornerstone of Community Revitalization**

#### **City of Orlando, Downtown Development Board**

Through the community-driven Community Redevelopment Agency's (CRA) planning efforts, a vision emerged identifying quality affordable housing as the cornerstone of the Parramore Neighborhood revitalization. Parramore is a historic African American community with a median income of \$19,275. Over 90% of the residents rent.

Barriers to homeownership include an inability to provide a down payment, and even if individuals qualify, there is limited quality affordable housing choices and few resources for long-term home maintenance. The CRA Homes Project is an innovative strategic approach to deliver quality affordable housing characterized by unique architecture, sustainable site development, and accessible down-payment assistance options.

### **OUTSTANDING NEW BUILDING PROJECT**

#### **Leesburg Resource Center**

##### **City of Leesburg**

The Leesburg Resource Center is 8,900 square foot facility that was constructed to offer a variety of services and resources to help individuals and families to become self-sufficient. The services and resources are provided, but are not limited to the following: job readiness program, family counseling, academic enrichment activities, culinary arts program, entrepreneurship programs, community meeting space, venue for public celebrations, banquets, graduation parties, computer and life skills training, and vocational rehabilitation training.

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

#### **The Seltzer-Mayberg Uptown Avenue 7 Law Office and Business Complex, N.W. 7th Ave, Miami**

##### **Miami-Dade County, N.W. 7th Avenue Community Redevelopment Agency**

The Seltzer-Mayberg Uptown Avenue 7 Law Office and Business Complex is the N.W. 7th Avenue

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(Uptown) CRA's newest and most significant redevelopment project. Outgrowing its high-cost office space in Downtown Miami, the Seltzer-Mayberg Law Firm partnered with the CRA to convert a 7,500 square foot kitchen supply warehouse into 15,000 square feet of contemporary office space for Seltzer-Mayberg's new headquarters, offices for a growing finance company and business accelerator co-working space. At full occupancy, the building will be home to as many as 50 employees. The \$3.8 million project was developed with funding, planning, design and entitlement assistance from the CRA.

#### **The Dunns and Josephine Hotel**

##### **City of Miami, Southeast Overtown/Park West Community Redevelopment Agency**

Southeast Overtown/ Park West Community Redevelopment Agency has invested in the restoration of a historically significant structure in Miami's Overtown neighborhood. The Dunns and Josephine Hotel is an African-American, woman-owned boutique hotel and is one of the first in the South Florida Hospitality Industry. This hotel consists of two buildings that were originally built in 1938 as rooming houses. It is one of the last original historic buildings from an era when African-American guests chose to find accommodations in discrimination-free locations. The two-story rooming houses were converted into a new boutique hotel featuring 15 cozy guest rooms and baths, with a courtyard and lobby.

#### **The Old Jailhouse @ Sanford**

##### **Sanford Community Redevelopment Agency**

The Old Jailhouse restaurant emerged from a blighted and vacant historical building in Sanford's

redevelopment district. Built around 1890, this small building was originally a blacksmith and wagon house. By 1916, the building became the home of the Seminole County Jail. Eventually it became blighted and vacant. By 2009 the structure was collapsing. The CRA intervened by replacing the roof, stabilizing the structure and removing the exterior stucco hiding the beautiful old brick façade. The building could then be sold to a restaurateur. The restoration led to an amazing transformation of a vacant historical building that has become a destination eatery for foodies everywhere. The restaurant sales will exceed \$1.2 million in its first year of operation. The CRA's investment will be returned in 2.7 years or less.

#### **Casa Oliva**

##### **Ybor City Development Corporation**

The redevelopment of the historic Oliva Cigar Factory building into the beautiful Casa Oliva apartments has been transformative for Ybor City. This adaptive reuse project raised the bar for historic preservation and helped spark an influx of additional residential projects into the historic district. This development project was by no means an easy undertaking for it experienced unforeseen challenges requiring additional private resources and support. Thanks to the unwavering commitment of the developer, Ariel Quintela, this project was completed and opened in late 2018. Today, the project is nearly fully occupied and stands as a testament to Ybor City's history and culture.



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### PLANNING STUDIES

#### **Dania Beach City Center Community Charrette** **Dania Beach CRA**

The Dania Beach Community Redevelopment Agency is leading a P3 redevelopment initiative for Dania Beach City Hall, Parking Garage, Library, and Fire Station as a new City Center. The reconceived 6.5-acre site would provide a better working environment, an improved customer experience, provide needed housing, job creation, commercial, and entertainment development, and stimulate a broader redevelopment of the City's downtown. The CRA engaged FIU Metropolitan Center to research the City's market capacity, engage the public in a discussion of possibilities and priorities, and provide the city with an action agenda to move the City Center concept from idea to development.

#### **High Springs Downtown CRA Master Plan** **Phase I: Market Square** **High Springs CRA**

The result of our collaboration with Marquis, Latimer, & Halback and our citizens and elected officials, this design captures the essence of the springs while incorporating our Market Pavilion and the desire for a trail running through our CRA. The use of professional landscaping, lighting and amenities will advance the safety and after-hours utility of our CRA while sharing our unique local story. Our CRA is the "Gateway to the Springs" for our citizens, international and domestic visitors, and students at the University of Florida, and it is a hub for environmental and recreational activity.

#### **Downtown Lakeland Catalyst Plan**

##### **Lakeland Community Redevelopment Agency**

Do you dare to dream big? In Lakeland, we do! The result of dreaming led to a vision for redevelopment of significant properties. The goal: leveraging both public and private investment to build density in the core downtown. The Lakeland Downtown Catalyst Plan examines the infrastructure impacts, current market conditions and impacts to the local economy, and maximizes the development potential of over 70 parcels resulting in \$420 million in private dollars. An Esri Story Map was created detailing the location of the catalyst areas and providing a summary with architectural renderings of each. The goal: The engagement from the general public, key stakeholders and elected officials has created quite the buzz.

#### **Downtown Master Plan** **City of Maitland**

This plan lays out a vision for a downtown that is a strong heart for the city and is economically competitive and socially relevant for today's world. The focus of the current process is to clarify the vision; update and revise the Downtown Maitland Revitalization/Master Plan and expand it to include Maitland Avenue as well as the Cultural Corridor. The plan is a roadmap for change over time. It seeks to respond to the changed economic environment and the evolving demographic and market conditions in the community while ensuring that incremental moves occur within a larger framework and are aligned with a future vision of downtown.

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#### **Updated 2018 Redevelopment Plan**

##### **City of Miami, Southeast Overtown/Park West Community Redevelopment Agency**

In an effort to seek an extension of life from 2030 to 2042, The Southeast Overtown/Park West Community Redevelopment Agency (SEOPW CRA) drafted its 2018 update to the 2009 Amendment of the 1982 Southeast Overtown/Park West Community Redevelopment Plan and was commissioned by the SEOPW CRA and the CRA's governing bodies, the City of Miami and Miami-Dade County, to provide an updated planning document for the redevelopment of the Park West and Overtown neighborhoods in accordance with the Community Redevelopment Act of 1969. The redevelopment plan vision is to include a new Historic Overtown Culture and Entertainment District and to continue the SEOPW CRA's commitment to providing affordable housing to residents. The importance of the extension will enable the CRA to leverage tax increment funding revenues for future projects to meet the goals within the redevelopment plan.

#### **West Tampa Strategic Action Plan** **City of Tampa — West Tampa CRA**

The West Tampa Strategic Action Plan was developed to act as a community guide for economic and physical enhancement of the West Tampa CRA while honoring its historical structures and culture. It presents opportunities identified by the community in the form of implementable initiatives and recommendations. The Community's historic fabric is an important part of its overall urban identity and cultural significance. Implementing this plan will bring economic revitalization, improved infrastructure, a renewed spirit and a restored sense of pride while addressing the

conditions of blight and neglect that have afflicted the area.

### PROMOTION

#### **Small Business Video Ad Promotion** **Boynton Beach Community Redevelopment Agency**

The Boynton Beach Community Redevelopment Agency (BBCRA) launched a concept of communication and marketing through the Small Business Video Ad Promotion Campaign to promote local businesses to the community as part of an economic development initiative to encourage sustainability in downtown Boynton Beach. Professional two-minute video ads were produced that highlighted the businesses on the BBCRA Facebook page and offered a call-to-action button with an incentive voucher that viewers were encouraged to redeem the week the video ad aired. The results from pairing social media with area businesses created awareness of the downtown businesses and increased customers and sales.

#### **Dania Beach Rebranding** **GAI Consultants | Community Solutions Group**

Our team created original materials for the City of Orlando to use for promoting, marketing and informing various entities about the city's eligible Opportunity Zone Branded Districts-including demographics, employment, property values, vision, goals, available funding, active investments, current and planned activity, and prospects within each zone.



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### Winter Wonderland at the Riviera Beach Marina Riviera Beach CRA

The Riviera Beach Community Redevelopment Agency in conjunction with the City of Riviera Beach, hosted the First Annual Winter Wonderland at the best waterfront location in Palm Beach. With 3,200 people from the surrounding areas, there was a flurry of snow for children to play, a beautiful trackless train to ride through the night, along with a Santa that entered the Marina with an entourage of police cars as reindeers and a firetruck that hummed holiday music. However, the main highlight was the lighting of the decorated 20-foot tree where laughter and cheer echoed throughout the marina.

### Historic Downtown Sanford Sanford CRA

This video features the revitalization of Historic Downtown Sanford showcasing its award-winning restaurants, craft breweries, gastropubs, street festivals, weekly events, live music, theater, art shows and a spectacular marina featuring boating, fishing and dinner cruises on the St. Johns River! All just 30 minutes north of Orlando!

### TRANSPORTATION AND TRANSIT ENHANCEMENT

### Northwest 31 Avenue Corridor Improvement Project

### Lauderdale Lakes Community Redevelopment Agency

The Northwest 31 Avenue Corridor has been the focus of numerous community planning initiatives for over a decade. Within a one-fourth of a mile section, missing sidewalks and other deficiencies had to be addressed to accommodate intense

pedestrian activity generated from schools, multifamily homes and parks. The Lauderdale Lakes Community Redevelopment Agency facilitated public meetings using illustrative renderings and maps to identify roadway issues by incorporating Complete Streets principles. In collaboration with public and private entities, the Northwest 31 Avenue Corridor Improvement Project entails new sidewalks, lighting, trees, pavement markings and bicycle lanes. This project promotes connectivity, livability and redevelopment.

### Free Sanford Trolley City of Sanford

Sanford has become much more than a beautiful waterfront historical city. In fact the term “Sanfording” has been coined to refer to activities that can be done only in downtown Sanford. With so many renowned restaurants, breweries, distilleries, shops, entertainment venues, beautiful waterfront, zoo and over 220 events annually, visitors and residents have been flocking to the city for more than business. Because of its popularity and to overcome parking shortages, as well as solve the first mile/last mile challenge of train stations (Amtrak and Sunrail) located outside of downtown, the Sanford CRA launched the free trolley service. The trolley brings more than 50,000 riders to town each year. The service is so popular that the CRA is seeking a Florida Department of Transportation grant to expand and add destinations like the airport, mall, hospital, sports complex and parks.

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