

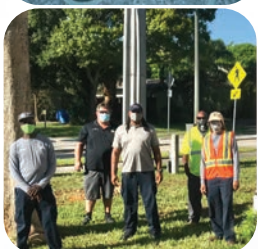
# OPCRA

OAKLAND PARK  
COMMUNITY  
REDEVELOPMENT  
AGENCY

FY 2020 | **ANNUAL REPORT**







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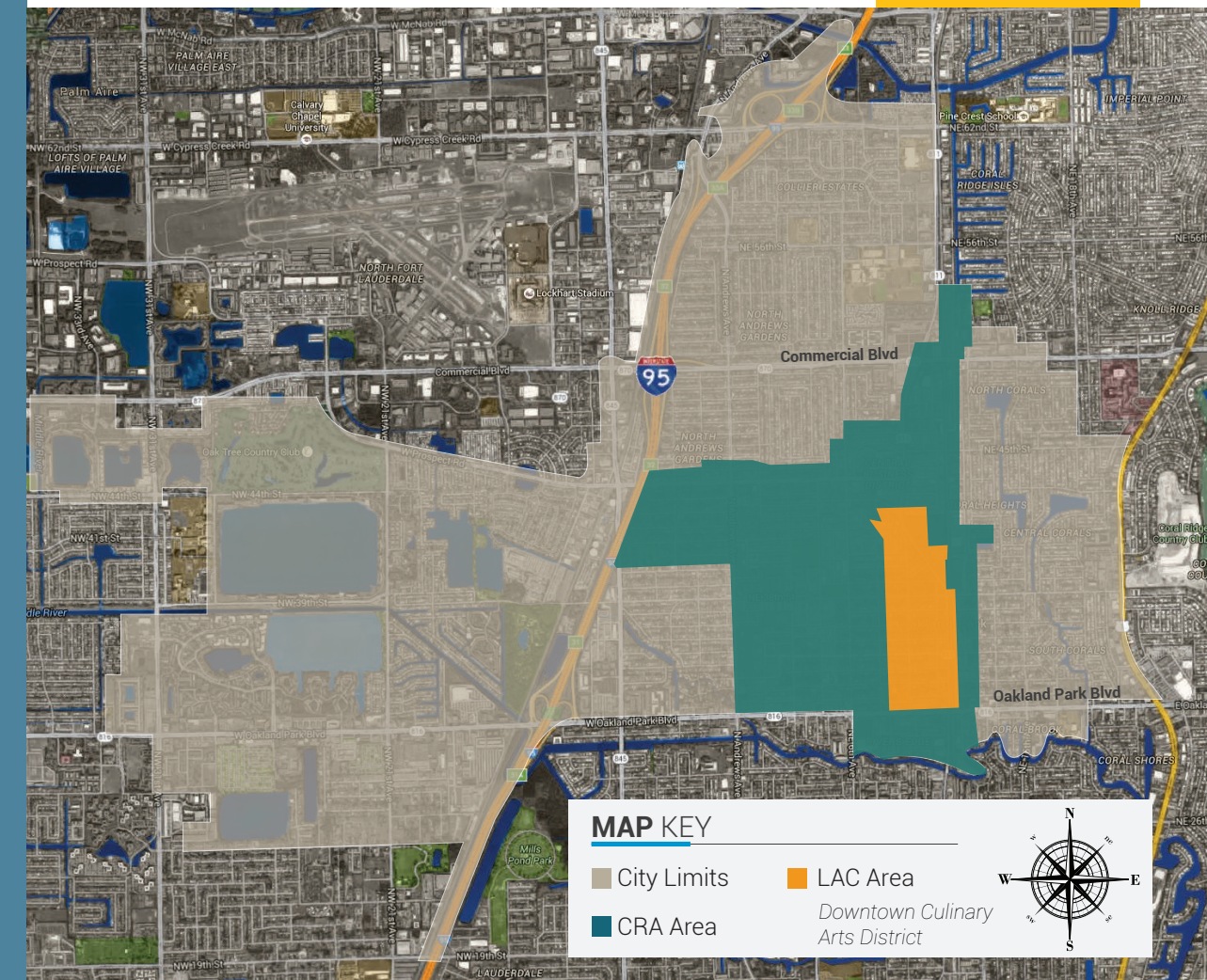
## THE IMPORTANCE OF COMMUNITY REDEVELOPMENT

The Community Redevelopment Agency (CRA) was established to encourage reinvestment and growth within a **1,009-acre area** in the City of Oakland Park.

By having a CRA focused on economic development initiatives, the City is able to acquire the following benefits:

- Increased eligibility for federal and state grants that can be used for infrastructure improvements, business development, and property acquisition.
- A thorough master planning approach and implementation strategy for the CRA.

## CRA AREA



City of Oakland Park



CRA FACTS

2001  
Slum & Blight Study

2002  
Broward County  
Conferred authority  
to create CRA

2004  
City and County  
Comprehensive Plans  
Amended to designate  
Local Activity Center (LAC)

2005  
CRA Plan  
Approved

2007  
County Agreement  
Redevelopment  
Capital Program  
(RCP)

2011 - 2016  
Developed 5 Year Strategic Plan  
Launched Business Incentives Program  
Jaco Pastorius Parking Lot  
Art Park Mural  
Prospect Parking Lot and South Archway

2017  
Phase I of Mobility Plan Completed  
Downtown Development District (OP3D) Plan  
CRA Plan for 2017-2022  
Downtown-Transit Mobility Plan  
Downtown Development District Planning Guide  
Outdoor Storage Beautification Ordinance

2018  
Adopted Mobility Ordinance  
Oakland Park Square Purchase &  
Development Agreements Approved  
Community Outreach of Facilities Bond  
Local Activity Center RFQ Released  
34th Street Parking Lot

2019  
Completion of Andrews Avenue  
Beautification Projects  
Conducted Mobility Parking Study  
Established Business Concierge Program  
Launched New Website and Media Outreach  
Began OP3D Vision and Code Revision Process  
Began Design Phase of the Facilities Upgrades  
Created a State of the Market Report

2020  
Launched a Buy Local campaign "Find It In Oakland Park"  
Completed 2020 State of the Market Report  
Completed CARES Act Small Business Assistance Program  
Launch of Business Development Assistance Series  
Final Approval of Oakland Park Square  
Continued OP3D Vision & Code Revision Process  
Began City Properties Survey Study

**MAP KEY**

- City Properties
- New Investments - Residential
- New Investments - Commercial

The Downtown Culinary Arts District is a 150-acre area.

CRA PERFORMANCE DATA

CRA MARKET VALUE

Since 2013, the total market value of all properties in the CRA has increased approximately \$90 MILLION a year.

88%  
INCREASE  
from 2013 to 2020

2004 CRA Market Value:  
\$463,316,108 (Base Value)

2013 CRA Market Value:  
\$718,002,870

2020 CRA Market Value:  
\$1,346,370,930 (Current Value)

Workforce Housing Initiatives

\$535,000 for Environmental site cleanup to facilitate the Oakland Park Square Mixed Use Development, which includes residential apartments to be leased at rates within the "workforce housing" category.

CRA FINANCIALS\* (FY 2020)

Revenues and Other Sources

Rents & Misc \$44,308  
General Fund Contributions \$346,886  
Total Revenues \$391,194

Expenditures:

Personnel Services \$45,438  
Operating \$246,454  
Grants and Incentives \$47,455  
Total Expenditures \$339,347

REVENUES & OTHER SOURCES

Category	Percentage
General Fund Contributions	89%
Rents & Misc	11%

EXPENDITURES

Category	Percentage
Operating	73%
Grants & Incentives	14%
Personnel Costs	13%

\*CRA audited financials are available on <http://www.opcra.com>

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# COMMUNITY IMPROVEMENT PROJECTS



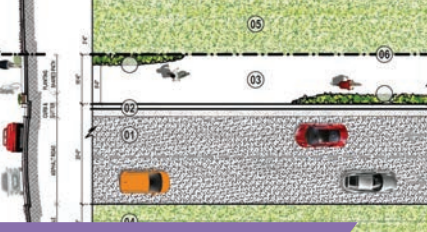
**Marketing Campaign**



**Prospect Road**



**City Facilities**



**NE 13th Ave Shared Path**



**Safe Routes to School**



**Elementary Sidewalks**

**Business Incentives**



**UP TO \$15,000**

**SMALL BUSINESS ASSISTANCE GRANTS**



ELIGIBILITY



DOCUMENTS



APPLY



APPROVAL

## CAPITAL PROJECTS

■ Phase I Planning and Design for Improvements to NE 12 Terrace (South of OPB) - including Arts District Feasibility Plan	Ongoing	
■ Phase I Planning and Design for of Vehicular Circulation Improvements NE 12 Ave	Ongoing	
■ NE 34th Court Roadway Improvements	Ongoing	\$2,400,000
■ Prospect Road Improvements	Ongoing	\$4,600,000
■ NE 13th Avenue Bike Path and sidewalk Connectivity Project	Ongoing	\$6,800,000
■ Oakland Park Elementary Sidewalks	Ongoing	\$3,400,000
■ Lloyd Estates Safe Routes to School	Ongoing	\$1,300,000

## POLICIES AND PROGRAMS - Land Use

■ NE 12th Terrace Land Use Change - Art District Feasibility Study	Ongoing	
■ Downtown Development District (OP3D) Design Guidelines, and Code Revisions	Ongoing	\$48,030

## POLICIES AND PROGRAMS - Incentive Programs

■ Business Improvement Grant Programs (Commercial, Façade, Relocation Assistance, Strategic Investment Program)	Completed	\$37,455
■ Marketing/Branding Campaign – “Find It In Oakland Park”	Completed	\$25,000
■ CARES Act Small Business Assistance Program	Completed	\$484,886
■ New Business Development Assistance and Training Program	Completed	\$5,000
■ Outdoor Storage Ordinance Incentive Program	Completed	

## PUBLIC PRIVATE PARTNERSHIPS

■ West Dixie Redevelopment Project - Oakland Park Square City Lease Agreement Adopted	Approved	
■ RAM Riverfront Promenade Agreement	Approved	\$1,300,000



# BUSINESS INCENTIVES

The CRA offers new and existing businesses incentives to aid in their growth and development. These incentives foster job creation and Downtown revitalization.

## INCENTIVES INCLUDE:

- Façade Improvement
- Relocation Assistance
- Strategic Investment
- Expedited Permitting
- Low Impact Fees
- Merchant Assistance

The CRA is working on creating a new set of guidelines to provide a streamlined application process.

“ I can’t thank the CRA enough for the special grant programs they offer, allowing landlords like myself to have a partner in improving the city and what we can offer to the residents. In part, thanks to this \$10,000 grant, I have created a shaded courtyard area for people to walk around and shop under. I’m looking forward to many more property owners taking advantage of these efforts to improve our City.”



**David Bowles**  
Oakland Park Resident, Property Owner,  
Business Owner and Façade Grant Recipient



Before



After

## OPCRA GOAL SUMMARY

The Oakland Park CRA has five overarching goals, each of which are represented in the 2020 CRA Projects list. As a part of its annual budget process, the OPCRA plans its activities with these overarching goals in mind. As indicated in the CRA performance data reports, the CRA has made tremendous strides in achieving the goals initially established when the OPCRA was approved in 2005.

### 1 REDEVELOPMENT OF THE DOWNTOWN

- West Dixie Lot Redevelopment Project: Oakland Park Square City Hall Lease Agreement Approved
- OPCRA Marketing and Branding Campaign
- Business Improvement Grant Programs
- New Business Development Assistance and Training
- Buy Local “Find It In Oakland Park” Campaign
- Mobility- Parking Management System Design – PHASE ONE
- Downtown Development District (OP3D) Vision, Design Guidelines, and Code Revisions

### 2 CONNECTIONS TO THE DOWNTOWN

- Phase I Planning and Design NE 12 Terrace (South of OPB) - including Arts District Feasibility Plan
- Phase I Planning and Design for of Vehicular Circulation Improvements NE 12 Ave
- NE 34th Court Roadway Improvements
- Prospect Road Improvements
- NE 13th Avenue Bike Path and Sidewalk Connectivity Project
- Oakland Park Elementary Sidewalks
- OP3D Vision, Design Guidelines, and Code Revisions

### 3 STRENGTHENING NEIGHBORHOODS

- OP3D Vision, Design Guidelines, and Code Revisions
- Oakland Park Elementary Sidewalks
- Lloyd Estates Safe Routes
- NE 13th Avenue Bike Path and Sidewalk Connectivity Project

### 4 INCREASING THE AVAILABILITY OF WELL-PLANNED HOUSING

- OP3D Vision, Design Guidelines, and Code Revisions
- West Dixie Lot Redevelopment Project – Oakland Park Square

### 5 INCREASING AND REPLENISHING GREENSPACE

- OP3D Vision, Design Guidelines, and Code Revisions
- RAM Riverfront Promenade Agreement



# NEW DEVELOPMENTS

- Aldi's
- AquaChamps Swim School
- Black Flamingo
- Butcher's Barrel
- Central Park
- Chen Medical Center
- Code Ninjas
- Cyth & Co.
- Elli & Gray
- Gingers Bar & Restaurant
- Guevarra Townhomes
- Mission Yoga
- Oakland Park Square
- Park Place New American Kitchen
- RAM Development
- Rebel Wine Bar
- Sprouts Farmers Market
- The Glute Boss by Jim
- Tree of India
- Xtreme Body Transformation



## URBAN FARMING INSTITUTE (UFI)

### Community Gardens



Community garden plots are available at UFI where Master Gardeners and professional growers teach gardening best practices.

### Micro Apiary Program



UFI offers classes in urban beekeeping and recently launched the Micro Apiary Program, the first demonstration site and permanently managed apiary in Florida.

### Nova



UFI is a preceptor site for the Nova Southeastern University Registered Dietician Nutritionist Graduate Level Programming and is the leading adjunctive educational resource for Nova.

### New Home



The Urban Farming Institute recently settled into their new home at our Oakland Park Community Center at Jaco Pastorius Park. They continue to conduct their operations from the Community Center offices.

To learn more, visit [www.ufi.us.org](http://www.ufi.us.org).

## CITY PARK

The CRA and the City collaborated with the community to develop a master plan for an ambitious new public project in the heart of the CRA called City Park. City Park will be an approximately nine-acre multi-use park and library complex that is anticipated to connect the development synergy in the eastern section of the CRA to emerging redevelopment opportunities in the west. In 2018, the residents of the City of Oakland Park voted to approve \$40 million dollars in general obligation bonds to finance facilities improvements citywide.

In accordance with the CRA Goal of Increasing and Replenishing Greenspace, City Park will be the largest of the facilities, hosting the renovated Collins Community Center, the Library, and various recreational and open space amenities. Due to the COVID-19 global pandemic, the construction of City Park had shifted the schedule date to begin with Phase 1 in the Fall of 2021.





# OP3D DOWNTOWN

## PLANNING VISION



In response to the marked increase in redevelopment activity in the Downtown during 2018, the City of Oakland Park hired Zyscovich Architects to evaluate the existing Downton Mixed Use District Regulations. The goal of this planning effort was to create a new urban design vision in order to update the land development codes for the Downtown.

Most notably, the new vision focuses on concepts such as capitalizing on the unique character of the Downtown, and suggests the expansion of its borders to the south to include the Middle River and NE 12 Terrace; and to the West to include commercial uses along Oakland Park Boulevard. OP3D also encourages greater investment in enhancing open space using well-designed gateway treatments and public gathering spaces. The new visions also supports sustainable economic development by establishing districts that create live/work units, lofts, galleries, studios and encourages the activation of light industrial uses.

### VISION GUIDING DOWNTOWN PRINCIPLES FRAMEWORK

- 1 Protect Neighborhood Quality of Life
- 2 Ensure No Reduction of Green Space and Amenities
- 3 Support Sustainable Economic Development
- 4 Realize Longterm Economic Investment for City

Despite the challenges of COVID, the City continued to gain input about Downtown Regulations and Design Guidelines through virtual meetings with the community and has begun the final stages of adopting the OP3D land use regulations.

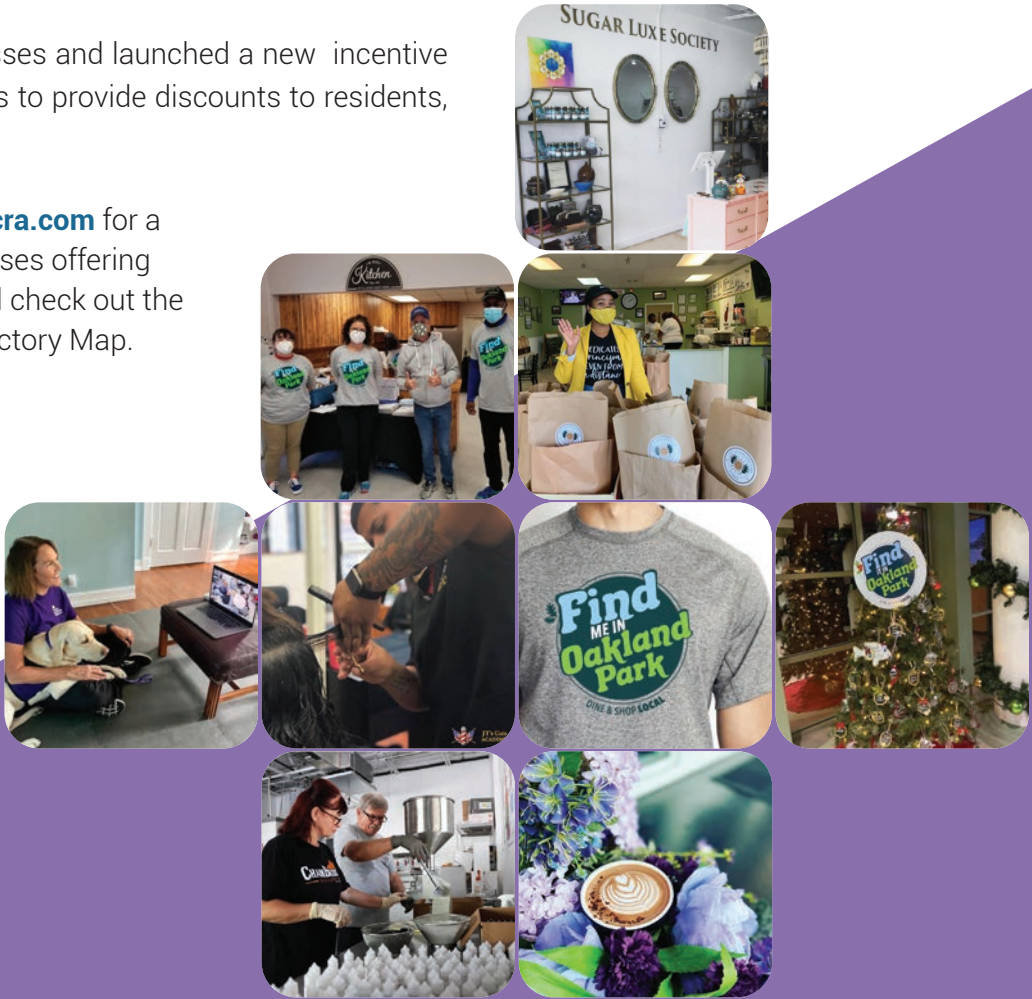
## BUY LOCAL CAMPAIGN

With the ongoing effects of the COVID-19 pandemic, Oakland Park businesses have been significantly impacted. To build support for small businesses, the OPCRA rolled out an exciting new campaign called **Find It In Oakland Park**. The campaign encourages residents to dine and shop within our community and promotes local businesses via social media, web, print, and more.

The OPCRA also created an easy-to-use GIS map of local businesses and launched a new incentive program, "Live Like A LoakL," which partners with local businesses to provide discounts to residents, or "loakls," who support local merchants.

Screenshot of the OPCRA website. The header shows the OPCRA logo and navigation links: BUSINESS, DINE &amp; SHOP, PROJECTS, DOCUMENTS. The main content area features a large banner for the "Find It In Oakland Park" campaign with the text "DISCOUNTS AVAILABLE for Oakland Park residents to #LiveLikeaLOAKL" and "SAVE NOW!". Below the banner is a section titled "SUPPORT OUR SMALL BUSINESSES SHOUT-OUT &amp; SHARE" with a link to "Live LoakL - Oakland Park". The bottom section lists various local businesses and their discounts, including "Alicia's Jamaican Restaurant", "Air Magic Air Conditioning", and "Aquachamps Swim School".

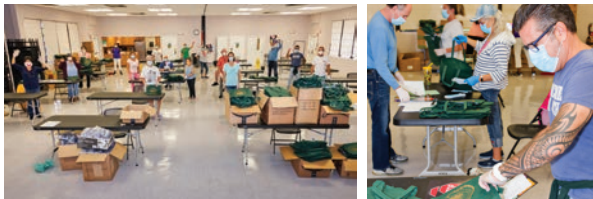
Visit [www.opcra.com](http://www.opcra.com) for a list of businesses offering discounts and check out the Business Directory Map.





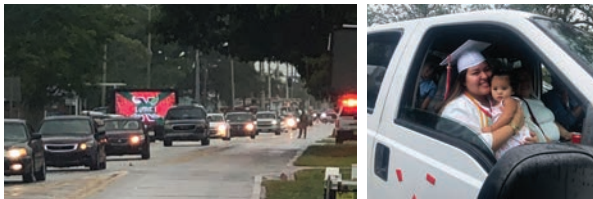
# COMMUNITY CONNECTION DURING COVID

## Business Recovery Bags



During Phase I: Reopening of Businesses, City staff and volunteers from the community came together to assemble business recovery bags that supplied: a letter from the Mayor, directions on how to open using proper CDC Guidelines, a store front poster, masks, and wayfinding tape. Staff then disbursed the bags to over 3,000 businesses to prepare them for Phase I.

## Celebrating Class of 2020



The City of Oakland Park partnered with Northeast High School to celebrate the Class of 2020. Graduates who were unable to attend a traditional graduation ceremony, and other traditional senior events like prom, were waved and cheered on by the community as they drove through the City.

## Virtual Services



Due to the COVID-19 Pandemic, normal interactive activities ceased and the City, in response, shifted into a virtual format. The City was able to provide virtual afterschool, active adult classes, events and virtual online gaming tournaments complete with drive-thru award ceremonies. In addition, our virtual active adults' programs inspired other cities to model after our programs.

## Vaccine POD (Point of Distribution)



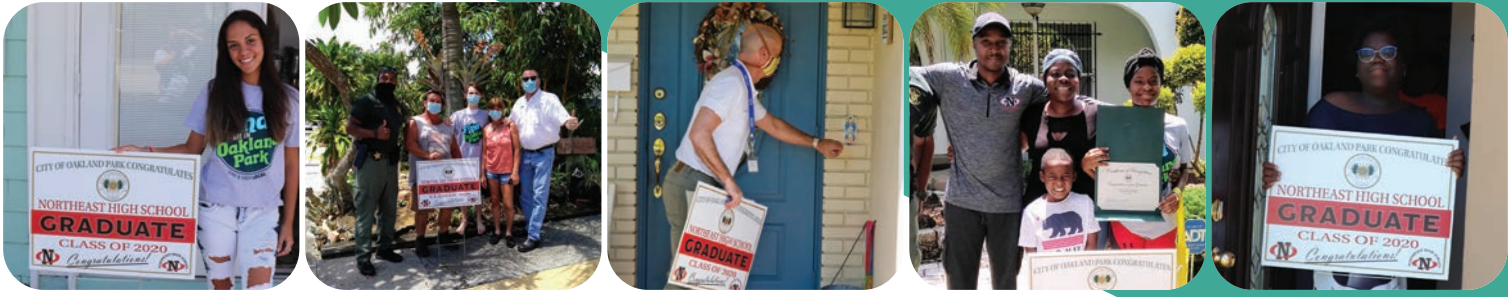
Due to early distribution problems and the demand for vaccines, the task of administering shots safely, effectively, and quickly to our vulnerable populations had become a huge concern for Oakland Park. The City responded by partnering with Broward County's Department of Public Health to establish a vaccine POD within Collins Community Center to provide vaccines to its vulnerable population, as well as assisting other surrounding cities with their populations. Oakland Park was the only city in Broward to have a city-run POD that offered residents such an exemplary high level of service.

## CARES Act Small Business Assistance Program



Under the Federal Coronavirus Aid, Relief, and Economic Security (CARES) Act, the City allocated funding to provide financial assistance to small businesses that experienced a financial loss due to the COVID-19 crisis. Under the Small Business Assistance Program, businesses were able to receive a maximum amount of \$15,000 in grant funding, which provided them the assistance they needed with general expenses such as: payroll, COVID reopening costs, sanitation, and protective equipment. The City was able to provide a total of \$484,886.48 in grant funding to the small business community.

Northeast High School Graduates received a **Find Me in Oakland Park** campaign t-shirt and celebratory signage.



## Food Distribution



In partnership with Fort Lauderdale and Wilton Manors, the City of Oakland Park partnered with Feeding South Florida to host drive-thru food distribution events that took place each week to provide for those in need during the ongoing economic effects of the COVID-19 Pandemic.

## Food Home Deliveries



For its homebound population, the City continued to make home deliveries to those who were most susceptible to the COVID-19 Virus.







## COMMUNITY REDEVELOPMENT AGENCY (CRA)

**Kaitlyn Collier**, [kaitlyn.collier@oaklandparkfl.gov](mailto:kaitlyn.collier@oaklandparkfl.gov)

**Peter Schwarz**, [peter.schwarz@oaklandparkfl.gov](mailto:peter.schwarz@oaklandparkfl.gov)



3650 NE 12th Avenue  
Oakland Park, FL 33334



Phone: (954)-630-4475



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