

Downtown POMPANO

Innovating, Growing, Engaging the Community

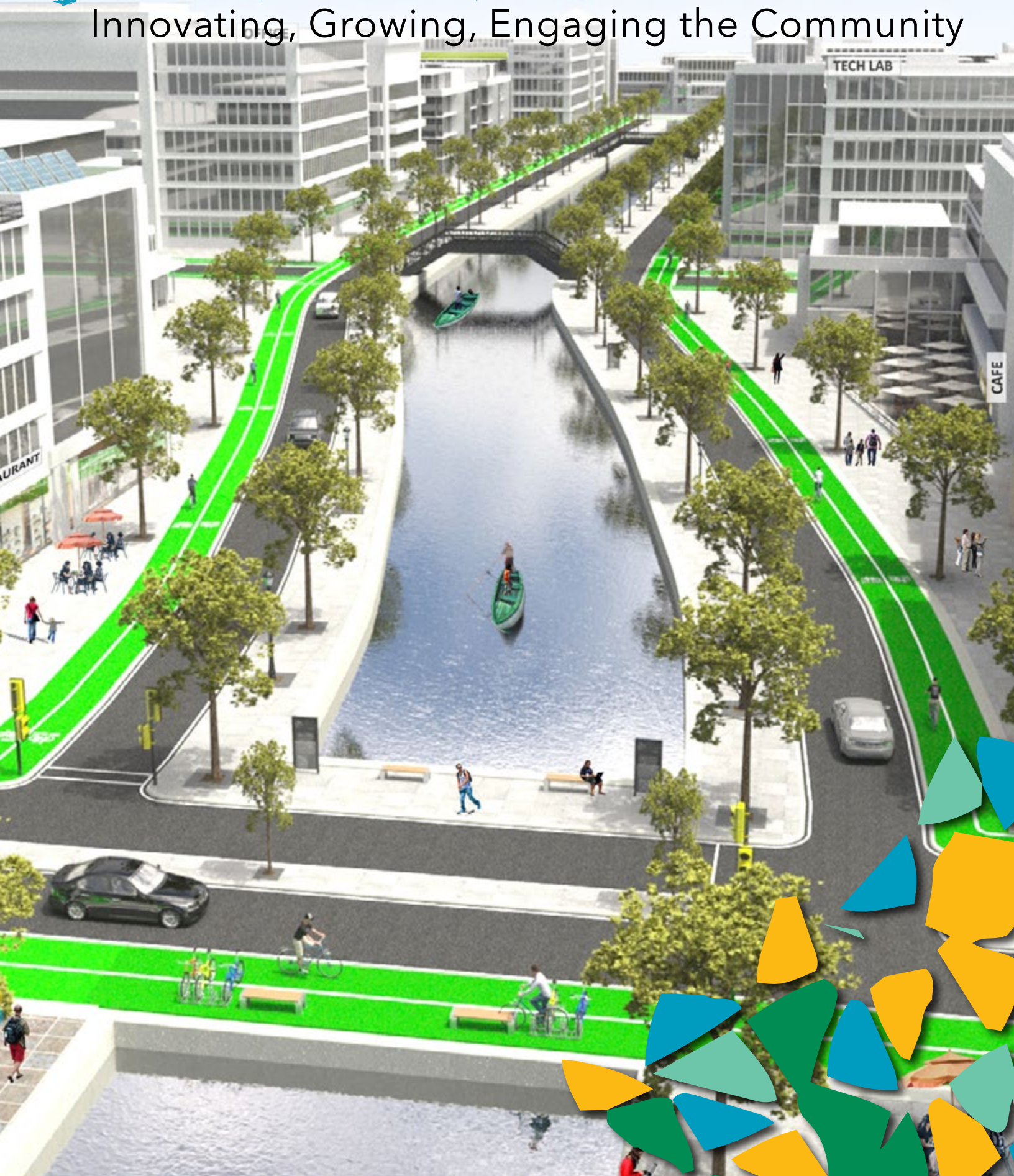


TABLE OF CONTENTS



PUBLIC SECTOR INVESTMENT

MLK Streetscape Improvements (Dixie Highway to NW 6th Avenue)	1
Old Town Streetscape & Parking Improvements/Downtown Plaza	2
Civic Campus Phase I - Public Library/Cultural Center	3
Ali Cultural Arts ("Ali")	4
Bailey Contemporary Arts ("BaCA")	5

PUBLIC-PRIVATE PARTNERSHIPS

City Vista Apartments	6
731 MLK Boulevard	7
Blooming Bean Coffee & Roastery	8
Odd Breed Wild Ales	9
Incentive Programs	10

COMMUNITY ENGAGEMENT

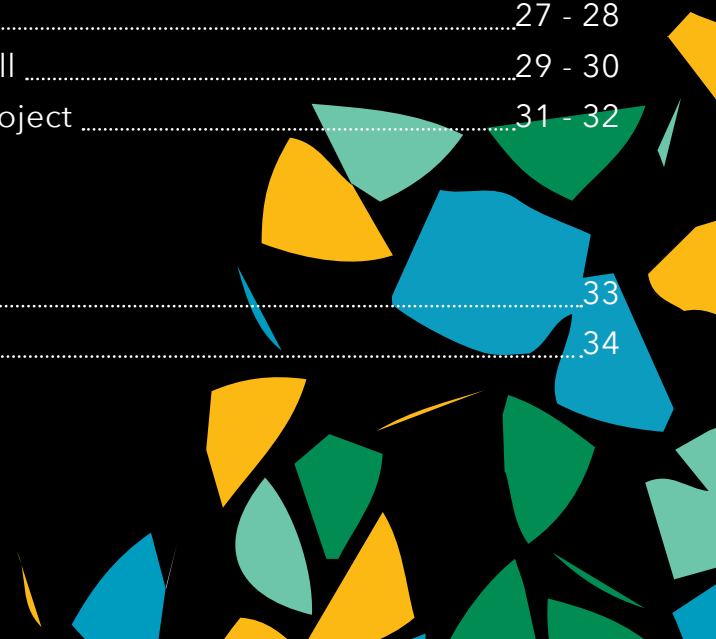
Old Town Untapped	11
Green Market	12
Light Up MLK	13
Art Trail (Nat'l Endowment for Arts Grants)	14
Murals (behind BaCA)	15
Community Garden	16

ON THE HORIZON - DOWNTOWN 2025

The Downtown - The Vision	17 - 22
(01) Innovation District & Waterways	23 - 26
(02) Old Town - Downtown Entertainment District	27 - 28
(03) Civic Commons - Cultural Center, Library, City Hall	29 - 30
Atlantic Blvd. & N. Dixie Highway Complete Streets Project	31 - 32

CONTACTS & NOTES

Key City & CRA Staff Contacts	33
Notes	34



MLK STREETSCAPE IMPROVEMENTS (DIXIE HIGHWAY TO NW 6TH AVENUE)



Brief Description

The MLK Streetscape Improvement from Dixie Highway to NW 6th Avenue was one of four major streetscape redevelopment components of the Downtown Pompano Connectivity Plan completed in 2015 that has drastically improved the pedestrian experience in the area. These improvements coincided with the renovation of the historic Ali Cultural Center. The existing right-of-way was improved through the installation of wider sidewalks, lush landscaping features, pedestrian friendly light fixtures, and beautifying the corridor to enhance the atmosphere and create a "Main Street" environment.

City / CRA Investment

- \$5.4 million

Public Benefits

- Enhanced streetscapes and roadways
- Improvements that create a safe and friendly atmosphere for pedestrians
- Upgraded improvements that helped attract private investment to MLK Blvd



HOW IT HAPPENED

In 2010, the CRA and design consultant EDSA, held multiple community forums to gather input regarding street design and guide improvement plans.

The "Connectivity Plan" was created to connect the four quadrants of Downtown at the intersection epicenter of Atlantic Blvd and Dixie Highway.

In 2011, The CRA Board approved the CRA finance plan that funded the street improvements. An RFP was issued and Whiting Turner was hired to do the construction.

In February of 2013, the project broke ground with completion in March 2015.

OLD TOWN STREETSCAPE & PARKING IMPROVEMENTS/DOWNTOWN PLAZA

Brief Description

The Streetscape and Parking Improvements in Old Town were part of a larger endeavor to improve existing pedestrian connectivity to MLK Boulevard and the new Cultural Center near City Hall. The focal point was the construction of a European-style plaza which established a City Center within the Downtown. The Downtown plaza features a water fountain and a new concept known as “fire water,” where a flame travels up a water column creating a dramatic effect. At the time of this writing, it is the only working fire feature of its kind in the United States. This “Fire Fountain” Plaza also features seating areas overlapping a proposed restaurant to the east and parking facilities to the south. The CRA recognized that the reconfiguration of the on-street parking as part of the streetscape project in Old Town was necessary to create a pedestrian friendly environment and to attract retailers.

City / CRA Investment

- \$7.7 million

Public Benefits

- A completely new brand and image for the area often referred to as Old Pompano
- Beautiful public spaces for gathering and encouraging pedestrian activity
- Realigned right of way for improved traffic configuration
- Upgraded public realm that is attracting restaurants and retailers
- Establishment of an entertainment district



HOW IT HAPPENED

In 2010, the CRA drafted a finance plan that included revenues for Old Town street improvements.

The CRA and design consultant EDSA, held multiple community forums to gather input regarding the street design and guide improvement plans.

The central plaza, with a statement focal point which EDSA later designed as the fire fountain, was approved.

An RFP was issued and Burkhardt Construction, Inc. began construction in January of 2014 and completed it in December of 2016.

CIVIC CAMPUS PHASE I - PUBLIC LIBRARY/CULTURAL CENTER



Brief Description

Phase I of the Civic Campus project consisted of the construction of a new two-story 46,000 sq. ft. county library and a City owned Cultural Center including green space. The building is located at the intersection of Atlantic Boulevard and SW 1st Avenue, adjacent to the Pompano Beach City Hall. The Public Library component features children's services, new materials collection, computer lab, multi-purpose room, and library offices / support spaces. The Cultural Center component features a public lobby, digital media suite, offices, gallery, and a flexible multi-purpose event space and support spaces (dressing rooms, lobby space, etc.). The project was completed in April 2017.

City / CRA Investment

- \$67,500 CRA fund for a cultural facility study to analyze the feasibility of a cultural venue on top of the library
- \$737,000 of CRA funds for the preliminary design for the center
- \$1.19 million in CRA funds for infrastructure around the Cultural Center
- \$19.25 million of City funds for design and construction of the Cultural Center

Public Benefits

- The first all-purpose state of the art cultural facility open to residents and visitors
- Access to multi-cultural programs and activities for the residents
- A new brand for Pompano Beach that catapulted the City into the national spotlight with the iconic design
- Provided the City with a stellar amenity for improved quality of life for residents



HOW IT HAPPENED

The CRA encouraged the City to embrace culture as a redevelopment strategy because cities with a strong cultural presence are healthier economically.

The County had long since planned a library but the project was stagnant. RMA assumed management of the project and through the CRA hired William Webb & Associates to determine the feasibility of a Cultural Center.

An agreement was negotiated between the CRA, the City and Broward County to fund the new Public Library and Cultural Center, including infrastructure improvements.

On October 30, 2014, a groundbreaking ceremony was celebrated with a Grand Opening celebration on May 11, 2017.

ALI CULTURAL ARTS ("ALI")

Brief Description

On November 5, 2015, the Ali opened as a cultural facility dedicated to the celebration of the history and culture of the African American community in the City of Pompano Beach, and as a venue focusing on the incubation of performing arts organizations. The Ali provides local access to cultural activities such as dance, music, and the spoken word including poetry, storytelling, and theater.

Among the many events hosted by the Ali including an open mic night program entitled "Ali Slam N' Jam," the monthly "Soulful Sundays & Brunch After Dark," and "Create, Chew & Chat." Additionally, the Ali has hosted quarterly visual arts exhibitions featuring local and regional artists, a ballet presentation entitled "Brown Ballerina," and a performance by Matthew Whitaker, a 14-year old blind protégé keyboardist – the youngest artists ever endorsed by Hammond Organ in its 81-year history. The Ali also maintains ongoing community outreach and frequently hosts the Blanche Ely High School percussion band and dance team.

Artists in residence, Ashanti Cultural Arts and other arts organizations, provide weekly classes for children ages 6 and up. Our partnerships, interactive activities, cultural arts programming, and presence in the community have made the Ali Cultural Arts an innovative cultural hub.

City / CRA Investment

- \$2.5 million

Public Benefits

- Access to a state of the art historic cultural facility and programming
- Exposure to performing and cultural arts
- A low cost venue for entertainment and community gatherings
- An African American historical museum



HOW IT HAPPENED

After years of sitting vacant, the CRA assisted the City in acquiring the treasured Ali building. The goal was to transform the building into a cultural facility to bolster the presence of culture in the City, but also retain and represent the northwest community heritage and its history.

After over a year in court, the CRA successfully obtained title to the property.

After multiple community meetings, the uses within the building were defined and renovation of the space began.

Staff was hired to manage the center.

BAILEY CONTEMPORARY ARTS ("BaCA")



Brief Description

Bailey Contemporary Arts ("BaCA") is located in the historic Bailey Hotel building. Built in 1932, the historic Bailey Hotel is now the center piece of the emerging Creative Arts District in Downtown Pompano Beach and is a thriving hub for visual arts, culture and education for the community.

On the second floor, the original hotel rooms were transformed into artist studios with glass windows enabling visitors to watch the production of the visual art creations. Downstairs, there are 12 annual diverse and dynamic exhibitions held in the main gallery spaces and café. BaCA has expanded on that exhibition program to create an affordable and popular community-oriented field trip and activity experience, called "See+Do!", which has hosted more than 100 local children from after-school and summer programs.

In addition to the exhibitions, there were more than 25 regularly occurring events, such as Fresh Air Writers Workshop, Lyrics Lab Open Mic Night, and The Conversation Piece Artists Talks, which have brought more than 1,100 paying guests over the past year. Private facility rentals are also available.

City / CRA Investment

- In 2012, the CRA purchased the building for \$370,000 and completed over \$1.3 million in renovations in 2014

Public Benefits

- Access to a state of the art historic cultural facility
- Exposure to visual and cultural arts
- A low cost venue for entertainment and community gatherings
- An enhanced brand to support the City's cultural presence
- Quality of life venue

HOW IT HAPPENED

Two business owners had acquired the site at the behest of a County Commissioner to save the historic structure but could not afford to improve it. The building had sat vacant and boarded-up for 12 years.

The CRA negotiated the purchase of the property and used their construction manager to oversee the renovation of the building.

The construction team had to build walls over the existing walls that were crumbling.

On May 14, 2014, the Bailey Contemporary Arts (BaCA) opened.

The CRA has fulfilled its mission of cultivating, incubating and nurturing a vibrant visual arts community that enriches the City of Pompano Beach.

CITY VISTA APARTMENTS

Brief Description

City Vista Apartments is a seven (7) story mixed-used project located at the northeast corner of NW 6th Avenue and Martin Luther King, Jr. Boulevard. In addition to 111 residential units, this project has approximately 7,400 sq. ft. of non-residential ground floor space spread across two (2) buildings that are connected by breezeways. The non-residential ground floor space consists of a business center and community room for the apartment complex's residents, as well as 3,500 sq. ft. of co-working space for local entrepreneurs that the CRA will be leasing from the developer. Additionally, the project has a central parking lot and pedestrian-friendly plaza fronting Martin Luther King, Jr. Boulevard.

The project broke ground in September 2016 and is estimated for completion in the Spring of 2018.

City / CRA Investment

- The CRA placed the proceeds, \$1.4 million, from the sale of the land in an escrow account that was subsequently used to build the infrastructure and street improvements surrounding the site, including the rebuilding of the section of NW 4th Street that abuts the property to the north.

Public Benefits

- Substantial private investment on a blighted corridor
- Access to the CRA run co-working space for budding entrepreneurs
- New, quality housing to enable local residents to live and work Downtown



HOW IT HAPPENED

The CRA had assembled over 30 acres of land over a 20-year period and this parcel was in the center of the targeted redevelopment area.

In 2010, the CRA initiated land use and zoning amendments to accommodate large scale, mixed-use development.

The CRA plan was amended to enable public-private partnerships.

An RFP was issued and the City Vista proposers won.

A year later they were awarded the tax credit and a development agreement was approved by the CRA Board credits to enable financing of the project.

731 MLK BOULEVARD



Brief Description

The 731 MLK Boulevard project was the first new building in fifty (50) years to be built in an area that was once considered the commercial heart of the African-American community in Pompano Beach. The goal was to provide space for local businesses to prosper and grow. The project consisted of constructing a new 4,000 sq. ft. building with six (6) tenant spaces, new landscaping and reconfiguration of a public parking lot.

This project has reignited development in the once-vibrant community and created opportunity for new businesses to spur economic activity and employment. Finley's Bahamian Restaurant, a vendor that started out at the Pompano Beach Green Market, moved into one of the spaces. The new mix of merchants continues to draw customers and provide needed services to the community.

City / CRA Investment

- \$ 354,800 in land acquisition
- \$1.7 million in construction

Public Benefits

- A new retail building for local businesses to open and operate with minimal rents to support startup operations
- New businesses on a once blighted corridor
- Improved pedestrian walkways and frontage
- Job creation and employment opportunities creating economic wealth in the community



HOW IT HAPPENED

In 2009, the Northwest Advisory Committee lamented that the "731" buildings were blighted and that crime and prostitution was taking place in the rental apartments.

The CRA purchased the property and relocated the tenants.

The goal was to create the framework for a new main street with retail on the ground floor.

In 2012 the CRA demolished the building and began design for the first new retail on MLK Blvd in 50 years.

The CRA managed the construction and development of the site, followed by leasing and tenant support for opening.

The building held a grand opening on May 21, 2015.

BLOOMING BEAN COFFEE & ROASTER

Brief Description

Blooming Bean Coffee & Roaster ("Blooming Bean") is a small batch coffee roaster offering customers artisanal, organic coffee and small bites from local vendors. Blooming Bean was a vendor at numerous CRA events and the Green Market prior to submitting an unsolicited bid to operate a coffee and snack kiosk at the recently renovated Baily Contemporary Arts (BaCA), formerly the historic Bailey Hotel. Blooming Bean provided a short-term solution to activate the ground floor space area while also offering quality, freshly roasted coffee. Located in the West Gallery of BaCA, Blooming Bean maintains the artistic feel of the area by covering its walls with artwork created by BaCA's talented artists-in-studio-residence.

City / CRA Investment

- The CRA had already purchased and renovated the Bailey Hotel into artists' working lofts and ground floor exhibit space. No additional expenses were incurred as part of Blooming Beans opening.
- The CRA collects a percentage of sales from the kiosk

Public Benefits

- A new vibrant and hip coffee house in the Old Town area of Downtown
- Activity on a once barren street
- A social gathering place for locals and a welcome place to meet potential tenants interested in the Old Town area
- Consistent "eyes on the street"



HOW IT HAPPENED

By 2015, the Bailey Hotel had been reconstructed as a cultural center (BaCA) and was open and operating with artists renting spaces on the second floor.

No activity was taking place on the ground floor however, and the gallery spaces were not attracting enough attention.

Sharon Stephenson approached the CRA about starting a "Pop-Up" coffee house in the space.

Since the intended use was gallery space, the Pop-Up concept worked well.

A license agreement was negotiated and approved by the CRA Board in July 2016, with a grand opening on September 7, 2016.

This one tenant has been the anchor tenant while new tenants gauge interest in the area; Sharon is a true entrepreneur.

ODD BREED WILD ALES



Brief Description

Odd Breed Wild Ales ("Odd Breed") is one of only a handful of breweries in the United States focusing exclusively on producing wild ales that are fermented and aged in oak. Founded by professionally trained brewmaster Matt Manthe and local restaurateur Daniel Naumko, Odd Breed occupies a recently renovated building in the heart of Old Town that is subleased from the CRA. Located in 2500 sq ft. of space, Odd Breed offers a varied selection of wild ales on tap, and serves small plates of locally sourced products.

Public Benefits

- New retail space increasing the real estate value in Old Town
- A new place for residents and visitors to patronize
- Local entrepreneurs slowly reinvigorating the largely vacant Old Town area
- Local jobs and a community gathering space



HOW IT HAPPENED

The CRA leased a building from a local businessman at a reduced rental rate.

Trying to encourage and stimulate new retail in Old Town, the CRA used the reduced rental rates to attract new tenants.

Ongoing marketing and a monthly "Old Town Untapped" event was held to show the community what the area could look like if activated with retail.

Thousands of people attend Untapped and the owners of Odd Breed were present and saw the vision for the area.

A sublease package was prepared and approved by the CRA Board and staff assisted in the permitting and buildout process.

INCENTIVE PROGRAMS

Brief Description

The CRA offers a variety of incentive programs to facilitate the redevelopment of Downtown Pompano Beach. These incentive programs include, but are not limited to, the following:

- Façade and Business Site Improvement Program – for exterior improvements of the businesses located in the district;
- Strategic Investment Program (“SIP”) – for the interior renovations of businesses operating in the District;
- Strategic Investment Streetscape Program (“SISP”) – for the beautification of streetscapes adjacent to businesses in the District;
- Capital Improvement Grant Program – for the subsidization of capital improvements for which businesses seek outside financing;
- Relocation and Development Incentive Program – for the attraction of desirable businesses into the District;
- Real Estate Development Accelerator Program (“REDA”) – for the attraction of large-scale redevelopment projects valued at over \$5 million into the District.

City / CRA Investment

- \$2.26 million

Public Benefits:

- Over \$4.4 million in private investment has been made in the CRA districts based on the incentive programs (including the east CRA district)
- After two decades of stagnation, those investments have transformed the image of Pompano Beach from a dated, tired community, to a hip and up and coming City
- The new restaurants and shops that were attracted by the incentive programs have attracted other similar retail increasing the property values throughout the districts
- The second wave of new tenants received less incentives indicating the new level of interest in investing in the City
- Pompano is now known as a hot destination and good place to open a business



HOW IT HAPPENED

There was severe lack of private investment in the City in 2009.

The City had not invested in its own public realm and therefore the local businesses didn't upgrade their buildings either.

After a major investment in the public realm along MLK Blvd, Old Town area, Atlantic Blvd and Pompano Beach Blvd, the CRA drafted six incentive programs to attract new retailers and restaurants.

CRA staff marketed the programs and began to get interest in the programs.

Multiple incentive programs were processed through the advisory committees and CRA Board .

After four years there was enough investment from the momentum built off the programs, the incentive programs were modified and reduced and still attracted new business.

OLD TOWN UNTAPPED



Brief Description

The Untapped event was created to showcase the vacant retail bays in Old Town as a future location for restaurants and retailers to open a business. By attracting thousands of people to the area during the event, the public could envision an active vibrant place to do business. Old Town Untapped is Pompano Beach's first ever Craft Brew and Arts Festival located in the heart of Downtown Pompano. It consists of a night filled with free craft beer samples from Pompano Beach's own breweries (26° Brewing, Bangin' Banjo Brewing Company, Holy Mackerel Small Batch Beers & The Garage Project, and Odd Breed Wild Ales), live music and a DJ, food trucks, art and more. Old Town Untapped is on the first Friday of every month from 6:00-9:00 PM.

City / CRA Investment:

- Approximately \$120,000 annually

Public Benefits:

- Leasing vacant spaces in a derelict Downtown area to high end, hip retailers and food and beverage establishments
- Increased tax base and business activity
- Activity and new places for residents and visitors to go to
- Quality of life and lifestyle opportunities and activities



HOW IT HAPPENED

In 2009, the CRA focused on the "Old Pompano" area as a future location for an entertainment district.

The Downtown had not seen any investment in over 30 years.

The large scale public investment in the streetscape including new wider sidewalks, landscaping and a plaza set the stage for attracting retailers.

Staff was assigned to market and promote the area as a good location to open a business.

The Untapped event was launched to showcase the area and compound the exposure of the area to the general public.

COMMUNITY ENGAGEMENT

GREEN MARKET

Brief Description

Located in the heart of Downtown, the Pompano Beach Green Market is a locally-produced open air market featuring the best of local fruits and vegetables, baked goods, fresh seafood, gourmet teas and coffee, specialty food items, as well as home-made crafts, health-related products and live music. In addition to being a local market, there is a free yoga class offered on the plaza, as well as Brunch & Bubbly. Green Market Pompano Beach is open every Saturday beginning in October and runs through April.

City / CRA Investment

- Approximately \$20,000 annually

Public Benefits

- Highly visible and attractive event to support the launch of a new business endeavor
- Access to healthy food and produce
- A friendly and fun environment for the community



HOW IT HAPPENED

In 2010, the CRA began providing financial and staffing resources to help build the Green Market concept.

There were limited vendors and the market was fairly stagnant.

The infuse of CRA promotional money and staff helped to attract a more vibrant group of vendors and increased attendance.

In 2014 the market was moved across the street near City Hall during streetscape construction and the market flourished.

In 2017 the market returned to Old Town and is trying to regain momentum.

As of now, two of Green Market's vendors, Finley's Bahamian Restaurant and Blooming Bean Coffee & Roaster, have been able to springboard themselves into brick and mortar stores in Pompano Beach as a result of their participation in Green Market.

COMMUNITY ENGAGEMENT

LIGHT UP MLK



Brief Description

Light Up MLK is a free community event that takes place every year at Annie Adderly Gillis Park to officially welcome the holiday season. In addition to a tree lighting ceremony, Light Up MLK includes a variety of local community-based performances by local groups and community members as the excitement builds to the lighting of the tree. Event attendees enjoy complimentary food and beverages, plus a variety of interactive holiday festivities including sugar cookie decorating, holiday card and ornament making, interactive art projects and large bounce house style play areas for children. There is also an MLK Marketplace to promote area businesses and CRA work.

City / CRA Investment

- Approximately \$40,000 annually

Public Benefits

- A community oriented event to attract people to MLK Blvd and build neighborhood stability
- Activity for residents and visitors on MLK Blvd
- Quality of life enhancement



HOW IT HAPPENED

In 2010, the Northwest CRA Advisory committee and in particular Ms. Luster, requested the CRA consider an event to promote the MLK area during the holidays.

The event was to feature a Christmas tree to draw neighbors to the park.

The CRA began to use the event as a gathering place to promote the redevelopment of the area and focus on community building activities.

The event has grown over the years into one of the best attended community events in the NW CRA.

ART TRAIL (NAT'L ENDOWMENT FOR ARTS GRANTS)

Brief Description

In June 2017, the City of Pompano Beach and the Pompano Beach Community Redevelopment Agency were one of 89 recommended organizations nationwide to receive a \$100,000 grant by the National Endowment for the Arts (NEA). With this grant, the City will be able to create and connect public art and performance art along a one-mile "trail" from the new Pompano Beach Cultural Center and Public Library, through the historic commercial "Old Town" and along Martin Luther King, Jr. Boulevard to the Interstate-95 overpass. The multi-media project will be interactive and include components of public art, performance art, "drop-in" activities, literary events and digital projections with built-in "augmented reality."



City / CRA Investment

- \$240,000

Public Benefits

- Another cultural "venue" to support the budding arts and culture community in Pompano Beach
- Financial investment in the City to grow the cultural brand
- Cultural activity for residents and visitors
- Quality of life enhancement



HOW IT HAPPENED

In 2009, the City and CRA focused investment into cultural arts to promote economic development in the City.

The investments in the physical cultural assets of BaCA, Ali and the Cultural Center, helped brand the City as a cultural hub.

A consultant was hired to further promote the arts and identified NEA as a source of funds.

Internal staff meetings were held to identify an application strategy and the connectivity of the cultural centers was selected.

COMMUNITY ENGAGEMENT

MURALS (BEHIND BaCA)



Brief Description

Old Town is the historic area within the emerging arts and entertainment district of Downtown Pompano.

The cultural arts scene in Pompano Beach has expanded in recent years in large part to the City and CRA's efforts. To build upon the art and culture momentum, the City's Public Art Committee (PAC) came up with the idea to have murals painted on the buildings' "backsides". Wall art is a formidable tool in the fight against urban blight and creates an aesthetic benefit to the community. The press has taken notice of the murals stating that this will be Pompano Beach's "Wynwood Walls".

City / CRA Investment

- City - \$6,620

Public Benefits

- New and vibrant art installation murals in the art and entertainment districts of Downtown
- Notoriety and press about the budding Downtown realty
- A renewed sense of pride in the community for their Downtown area



HOW IT HAPPENED

The PAC looked for ways to join in the redevelopment efforts so they focused on the Downtown area for a mural program.

The PAC commissioned 3 murals in the beautifully paved alley behind BaCA, and is working to have murals painted on the back of all buildings in the area to create a critical mass.

COMMUNITY ENGAGEMENT

COMMUNITY GARDEN

Brief Description:

The Community Garden is a Pompano Beach Community Redevelopment Agency (CRA) initiative to bring urban gardening to northwest Pompano Beach. Located in the Blanche Ely neighborhood, the Community Garden will focus on growing seasonal produce to be sold throughout the local neighborhood. In addition, the Community Garden has plots that may be cultivated by local families. Also, there is a built-in educational component to the Community Garden in which the youth may learn about proper farming techniques.

City / CRA Investment:

- \$106,546 to date

Public Benefits:

- A local source of fresh fruits and vegetables
- Access to healthy food and resources
- Affordable and accessible fresh produce for local residents
- Educational opportunities to promote healthy habits



HOW IT HAPPENED

In 2010, the CRA established the Community Garden as a target program to promote access to healthy foods in a "food desert" (a geographic area void of access to healthy food).

The CRA issued bids and placed ads seeking a firm or person(s) to manage the garden.

No viable responses were found and for years the garden languished.

In 2017 a firm responded to the CRA with a proposal to manage the garden which launched the same year.



ON THE H

DOWNTOWN

HORIZON

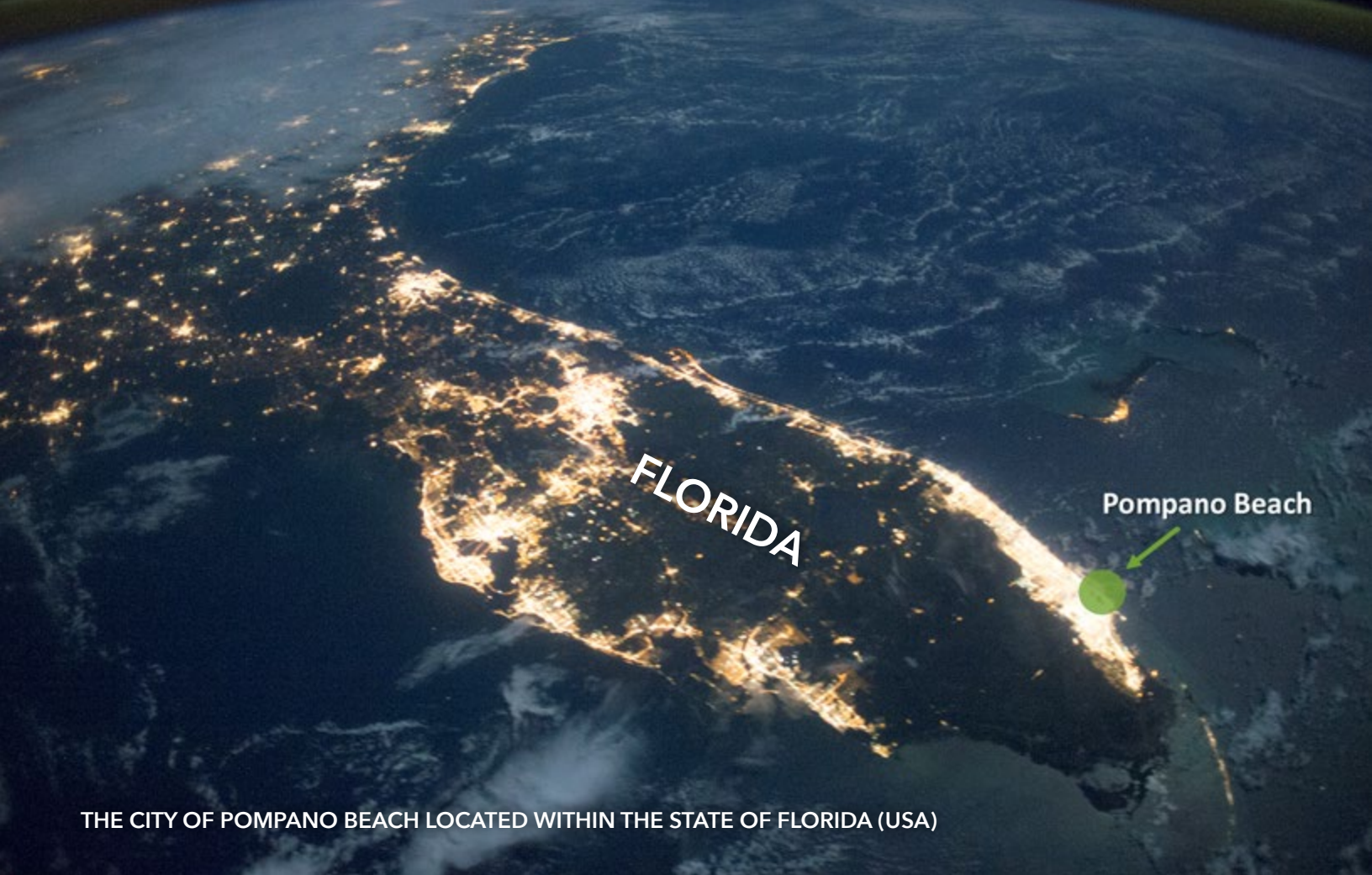
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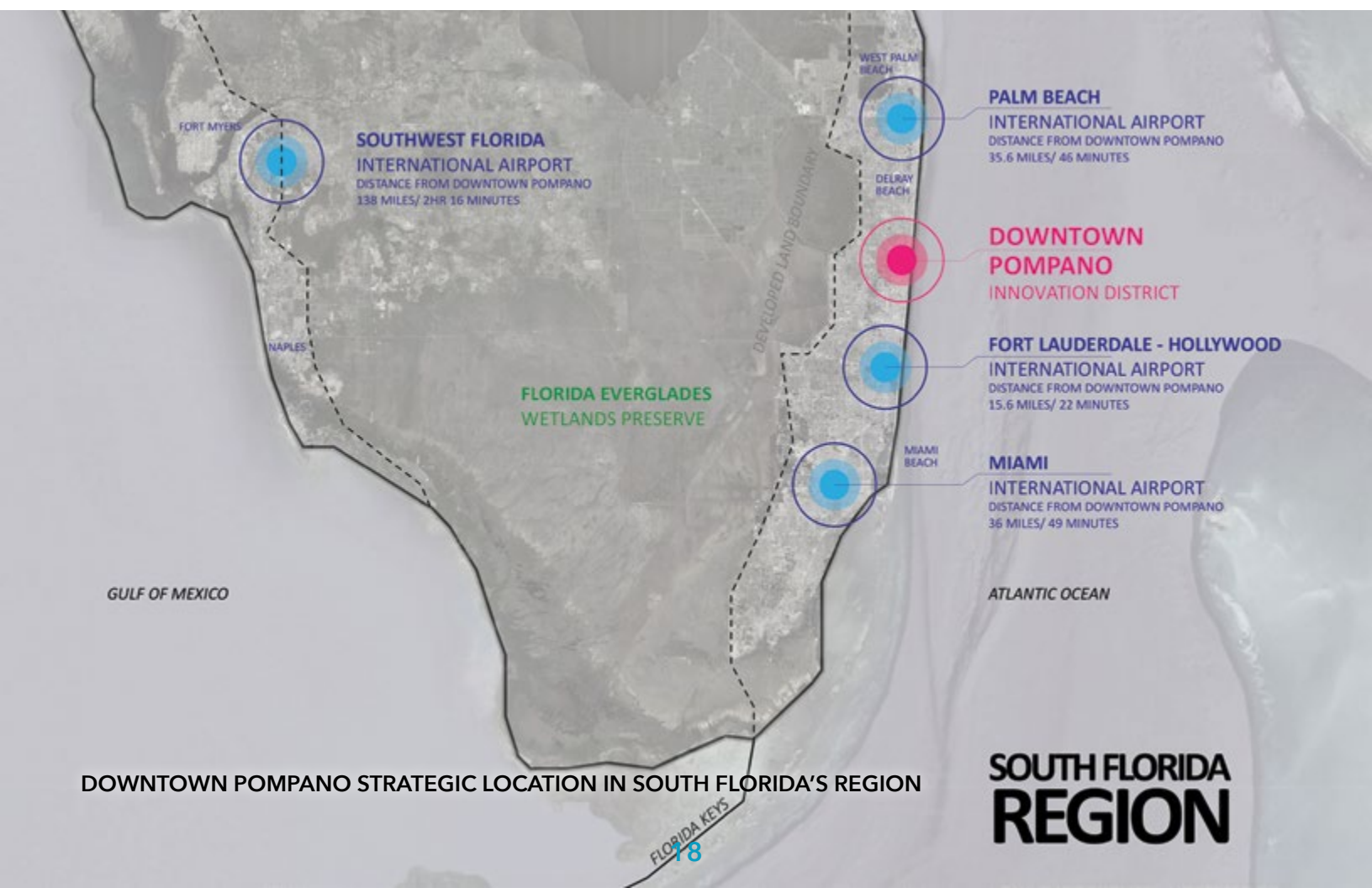
Downtown THE VISION

The City and the CRA's vision is to create a vibrant and pedestrian friendly, mixed-use environment throughout the entire Downtown. The redevelopment is inspired by the global rise of the "Innovation District" concept that emphasizes a combination of business, technical, corporate, government, hospitality, education and cultural uses. Innovation districts embody the notion of "live, work, play" environments by integrating a variety of daytime (office, commercial, retail, technical, etc.) and nighttime (restaurants, breweries, cultural arts, hospitality etc.) economic uses with a dense residential component. New developments in the Downtown will consist of active uses on the ground floor and residential and commercial uses on the upper floors. Creating economic opportunities for residents is a goal of the CRA; proposed uses in the Innovation District should therefore promote job growth, preferably with high wage job opportunities.





THE CITY OF POMPANO BEACH LOCATED WITHIN THE STATE OF FLORIDA (USA)



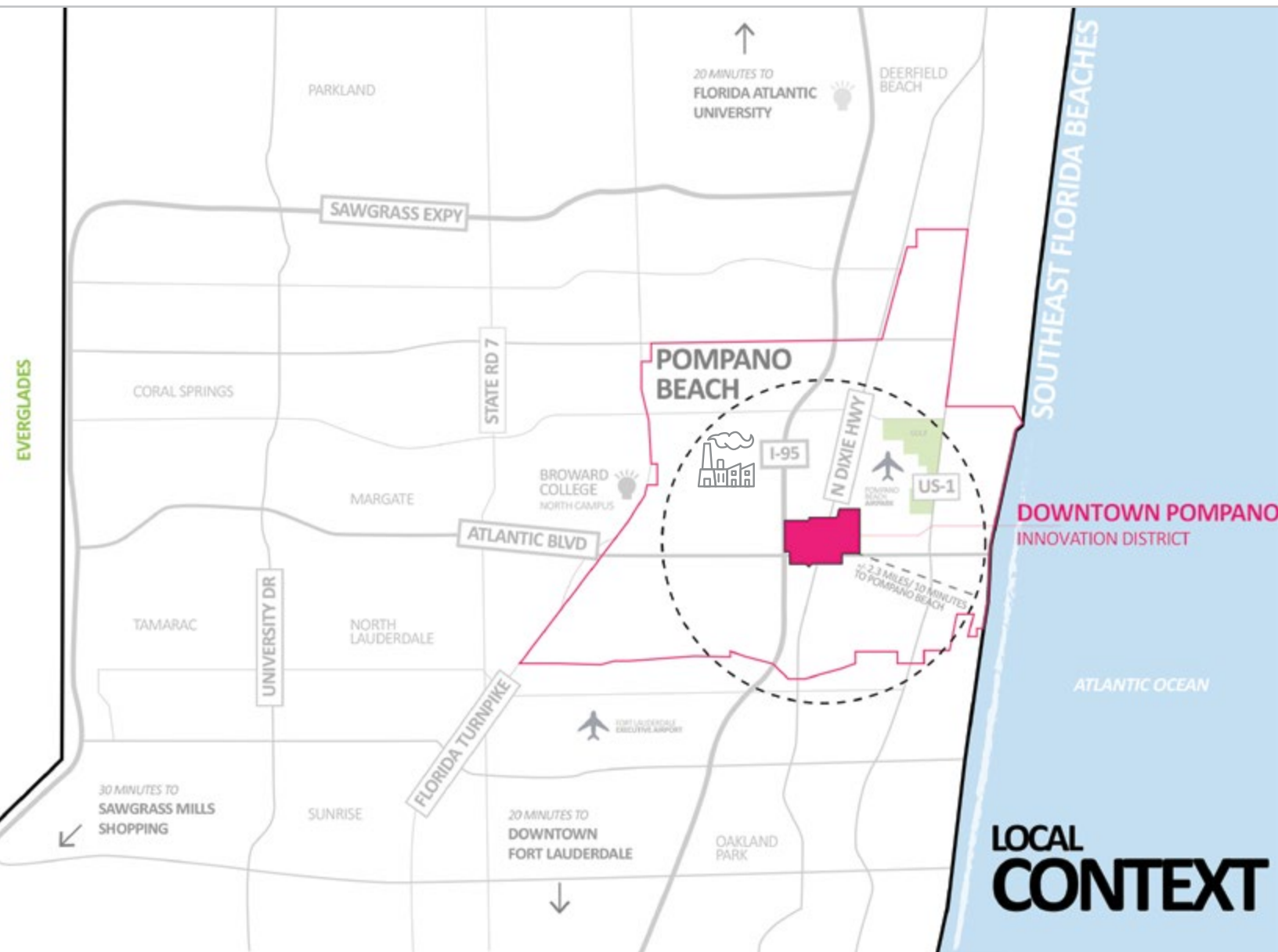
DOWNTOWN POMPANO STRATEGIC LOCATION IN SOUTH FLORIDA'S REGION

**SOUTH FLORIDA
REGION**

SIZE & LOCATION

The Innovation District in Downtown is comprised of 65 parcels, many of which are assembled. The parcels range from .2 acres and the assemblages range up to 7.7 acres. The western-most portion of the site (located along I-95) is one of the only assemblages left in south Florida that is undeveloped along the busy I-95 corridor with a major exit to an urban area and to the Atlantic Ocean. Proposals should take advantage of this valuable site's highway visibility and propose iconic features that help brand the Downtown as an economically strong and vibrant area.

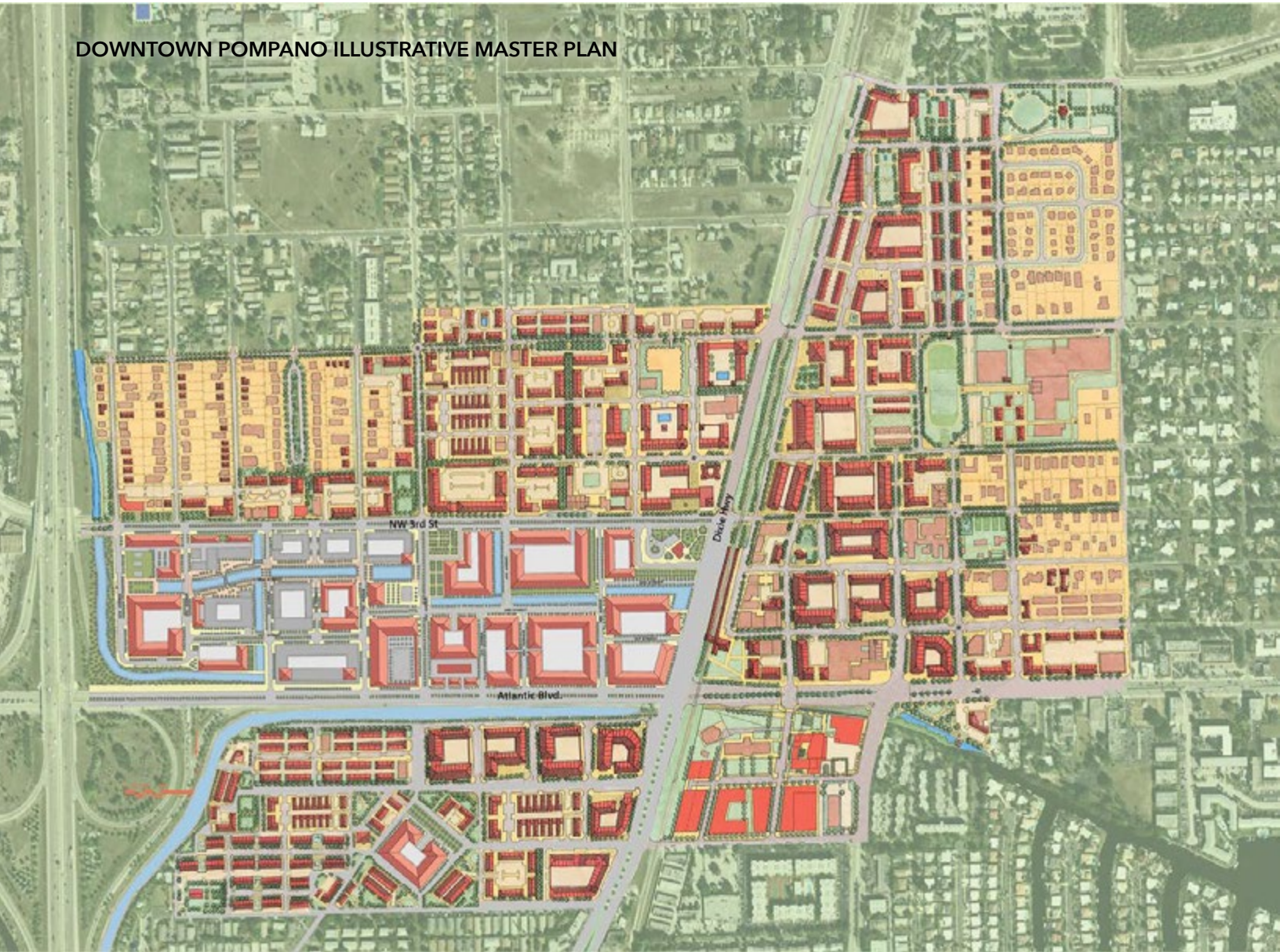
The area is bounded by three multi-lane highways: I-95, Atlantic Boulevard, and Dixie Highway, all major corridors with substantial traffic counts. The City recently assumed ownership of Atlantic Boulevard and Dixie Highway and intends to invest approximately \$5 million dollars in renovating these roadways, producing improved landscaping and beautifying the major intersections, as well as major access points to the Innovation District.



LAND USE & ZONING

Approximately 65 City and CRA owned parcels of land spread throughout the Downtown, primarily within the Innovation District, are available for development. The parcels fall under the Downtown Pompano Beach Overlay District (DPOD) zoning district. The DPOD encourages an urban form that promotes transit usage and pedestrian oriented development and is governed by a series of Regulating Plans that delineate the specific development standards that must be met and the locations in which they apply. The Sub-Areas Regulating Plan divides the DPOD into three Sub-areas: Core, Center and Edge. The highest density and intensity within the DPOD is allocated to the Core Sub-area.

DOWNTOWN POMPANO ILLUSTRATIVE MASTER PLAN





The Downtown, a 400-plus acre area, features four distinct sections: The Innovation District, Old Town, the Civic Commons and surrounding neighborhoods. It's a framework that orders the elements into an inviting network of streets, squares and blocks that blend architecture, landscaping and City planning to make urban areas both functional and attractive. It promotes connections between people and places, between movement and urban form, and between the pedestrian experience and building fabric. This urban design vision draws together all aspects of the physical environment and the community it surrounds to create a place of distinct beauty and identity.

The **INNOVATION DISTRICT** is the high density, core commercial area where the majority of the CRA and City owned parcels are ready for development. The development of these parcels is a top priority for the City and CRA.

OLD TOWN is best described as an historic retail and entertainment district. The 1932 Bailey "hotel" has been repurposed into the Bailey Contemporary Arts Center (BaCA), an exquisite cultural arts venue and Old Town's public plaza is home to the City's new fire fountain, a unique technological and engineering phenomenon that literally produces fire from the water the fountain sprays.

The **CIVIC COMMONS** comprises the existing City Hall and a newly constructed state-of-the-art Cultural Center which includes a digital media center, performing arts venue, exhibit space and public library. Phase 2 of the Civic Commons will feature several acres of developable land.

The **RESIDENTIAL NEIGHBORHOODS** consist of historic housing, together with an emerging mix of single and multi-family dwellings that offer affordable, work-force and market rate housing.

DEVELOPMENT VISION

PHASE I CONTEMPLATED TO INCLUDE

Office/Flex Space	750,000 Square feet
Retail	165,000 Square feet
Restaurant	35,000 square feet
Residential	1,500 units (with additional zoning amendments)
Hotel/Hospitality	Up to 420 room /2 hotels
Education	Open opportunities

AVAILABLE SUPPORT FROM CITY / CRA

- CRA funds are available for assisting with infrastructure costs on a case by case basis
- TIF funds are available for P3 concepts
- Highly technically trained staff to negotiate real estate transactions with future developers

PUBLIC BENEFITS

- A projected \$405 million increase in taxable value
- Over \$42 million in tax increment by 2035
- Over \$36 million in City revenue by 2035
- Over 4000 new jobs estimated at buildout
- Over \$90 million in retail spending estimated
- Over \$468 million in throughput, or economic activity generated from the project
- Over \$852 in estimated spin off economic impact
- A vibrant and exciting place for residents and visitors to live, work and play



(01) INNOVATION DISTRICT & WATERWAYS

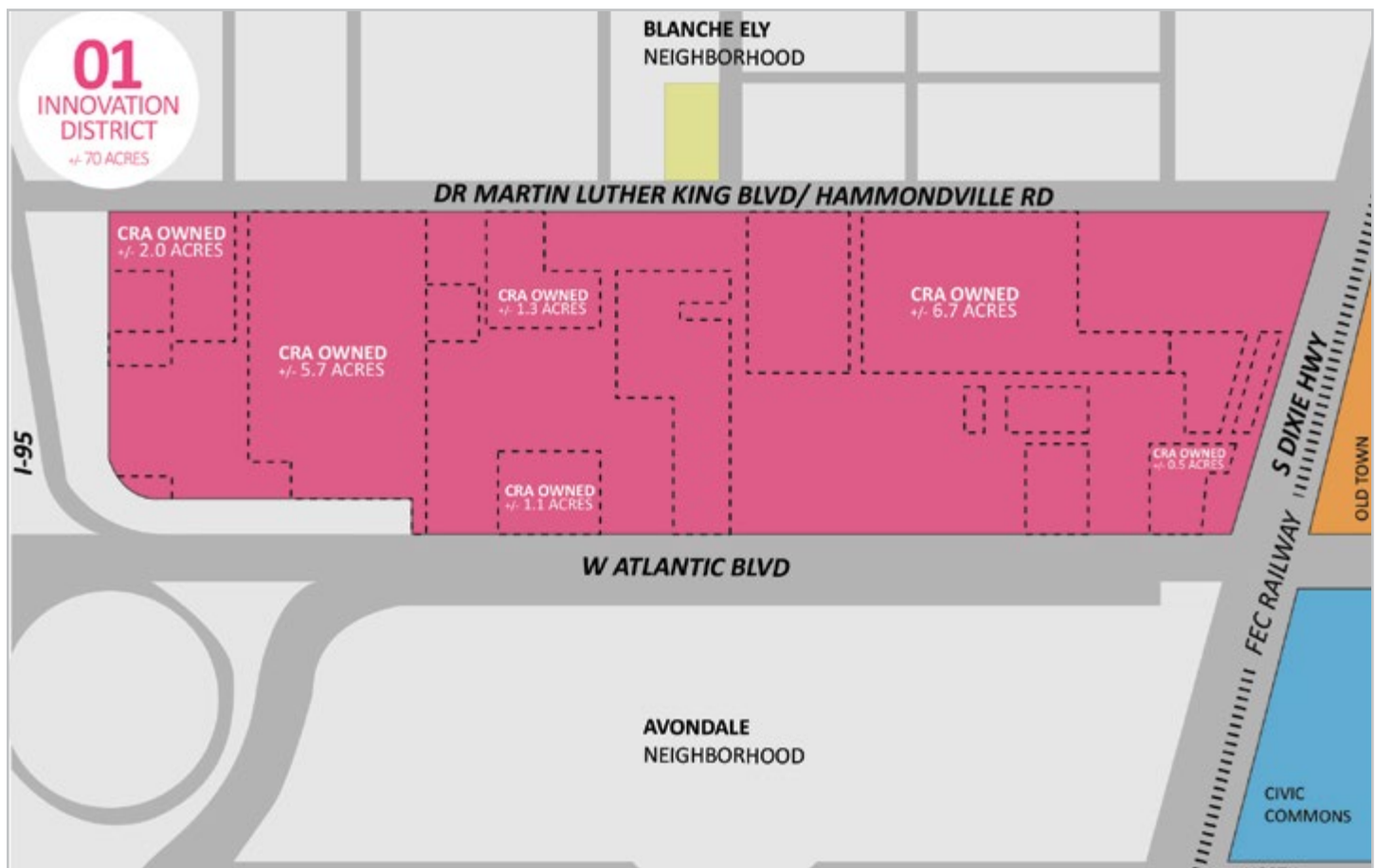
BRIEF DESCRIPTION

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.

GROUNDWORK LAID FOR THE INNOVATION DISTRICT

- A 2010 land use and zoning amendment was completed for a transit oriented development designation
- A \$12 million investment in streetscape and infrastructure in Old Town, along MLK Blvd. and around the Cultural Center
- A master drainage district has been formed to allow for shared drainage amongst multiple parcels and buildings
- Development of anchor parcels including Ali Cultural Arts center, 731 Building, City Vista residential project
- Over 30 acres of assembled land available for redevelopment
- Annie Gilles Park renovations underway for an urban plaza
- Commercial Culinary Concept in Pat Larkins Community Center utilizes underused kitchen space
- City Vista residential development adds over 100 new residential units to Downtown
- The Historically significant Ali and Bailey Hotel buildings were renovated into visual and performing arts cultural venues
- An Art Trail is being developed to connect all of the Cultural uses and the area in general





THE INNOVATION DISTRICT WATERWAYS & DRAINAGE

Although the district-wide drainage has not been designed, the options include dry-retention ponds, underground tanks and storage, or designing a creative solution for above ground drainage and retention. Previous discussions have included creating a one-of-a-kind storm water drainage system featuring a series of waterways that form a riverfront, a design that will enhance the public realm with its public amenities and further the City's urban design vision. Using a "Riverwalk" concept to make up the drainage system would offer a distinct and beautiful solution to what is often an uninspiring feature of drainage infrastructure. The linear style system would eliminate the use of dry-retention ponds and allow developers to make greater use of parcels due to increased build-out capacity.

The CRA has \$2 million dollars to assist in the design and construction of an infrastructure and drainage plan. To create the urban density sought after in the Innovation District, the CRA is contemplating a model for managing drainage and storm water requirements that also creates economic and real estate value similar to the scale of the canals in San Antonio (Texas) or Amsterdam (Netherlands). This option would generate value as a visual amenity, offering scenic views from windows and creating the ambiance of river-side walking and dining. Provided the riverfront drainage system is the preferred option, the development process will be expedited by locating the Riverwalk drainage system on parcels already owned by the CRA. A depiction of the proposed Riverwalk location is illustrated in the map above.



SCHEDULE: 2018 - 2025



HOW IT WILL HAPPEN

In 2018, the CRA will begin marketing the CRA/City owned parcels

Individual parcels or multi-site sales will be negotiated with serious and experienced developers who can demonstrate financial capacity to build

Contracts will be approved by the CRA Board for development of the parcels

Permitting and development assistance will be provided by City staff to fast track development and infrastructure

(02) OLD TOWN DOWNTOWN ENTERTAINMENT DISTRICT

BRIEF DESCRIPTION

Pompano Beach's Downtown entertainment district, known as Old Town, is a historic area that is being revitalized through numerous City and CRA projects and programs to become the epicenter of dining and entertainment in Pompano Beach. In 2016, the streetscape project was complete including wider sidewalks, pedestrian friendly lighting and other urban amenities. Façade improvements are beautifying the buildings and new tenants are finding the area including Odd Breed Wild Ales and Blooming Bean Coffee Roastery. The CRA purchased and renovated the old Bailey Hotel and converted it into the Bailey Contemporary Arts building (BaCA) where artists use the renovated hotel rooms as artist studios. Painted murals throughout Old Town lend a cool vibe drawn from Wynwood's inspiration. The focal point is a central urban plaza with a "Fire Fountain" the first of its kind in the United States where fire literally explodes out of the water using new technology. The first new residential project in Downtown is scheduled to break ground in 2018 called Old Town Square.

Monthly events like Old Town Untapped and Green Market continually draw in thousands of visitors and potential new tenants to the Old Town area.

CITY / CRA INVESTMENT

- \$7.7 million in streetscape improvement
- \$668,000 in façade improvement
- \$1.3 million for BaCA renovations

PUBLIC BENEFITS

- Numerous dining and nightlife choices within walking distance of one another provide for a pedestrian-friendly centralized area for the residents and visitors of Pompano Beach
- Public art, such as the murals and art trail, are highly cost-effective means of spurring economic revitalization of the area
- Quality of life amenities including urban plazas and cultural venues
- An increase in the tax base for the City





HOW IT WILL HAPPEN

With the City taking ownership of two streets, the intersection of Atlantic Blvd and Dixie Highway will become pedestrian friendly allowing safe and walkable connections to Old Town from the Cultural Center and the Innovation district.

To adequately provide parking for an entertainment district such as Old Town, a new parking garage will be built on the surface parking area along Atlantic Blvd with ground floor retail opportunities facing the Plaza.

Additional restaurants and retailers will be attracted to vacant buildings ready to be renovated and occupied.

More capital improvements, such as streetscape projects, will be made in the northern parts of Old Town.

Additional residential will be attracted to the fringe of Old Town.

Schedule: 2018 - 2025

(03) CIVIC COMMONS CULTURAL CENTER, LIBRARY, CITY HALL

BRIEF DESCRIPTION

The Civic Commons District of Downtown Pompano Beach is anchored by the Cultural Center/Library and City Hall. The majority of the land is owned by the City and the placement of the existing buildings offers tremendous development opportunity. A high density, commercial district with an emphasis on cultural and civic uses is envisioned. Educational facilities, hotels or even residential uses are compatible with the surrounding area.

GROUNDWORK LAID FOR CIVIC COMMONS

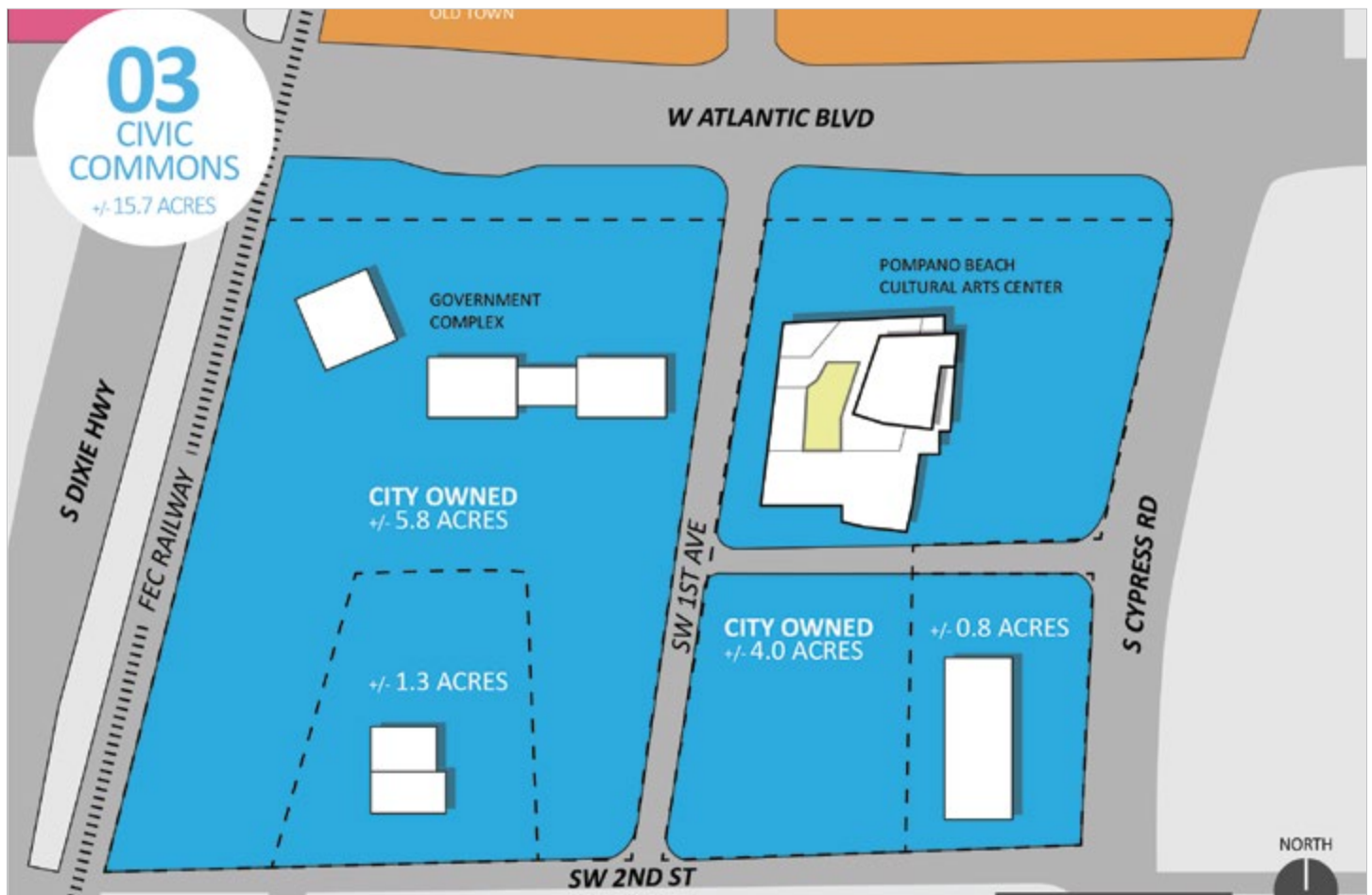
- \$24 million Cultural Center and Library featuring children's services, new materials collection, computer lab, multi-purpose room, and library offices / support spaces.
- The current conceptual designs by EDSA to connect the Civic Commons with the Old Town Entertainment District is underway.

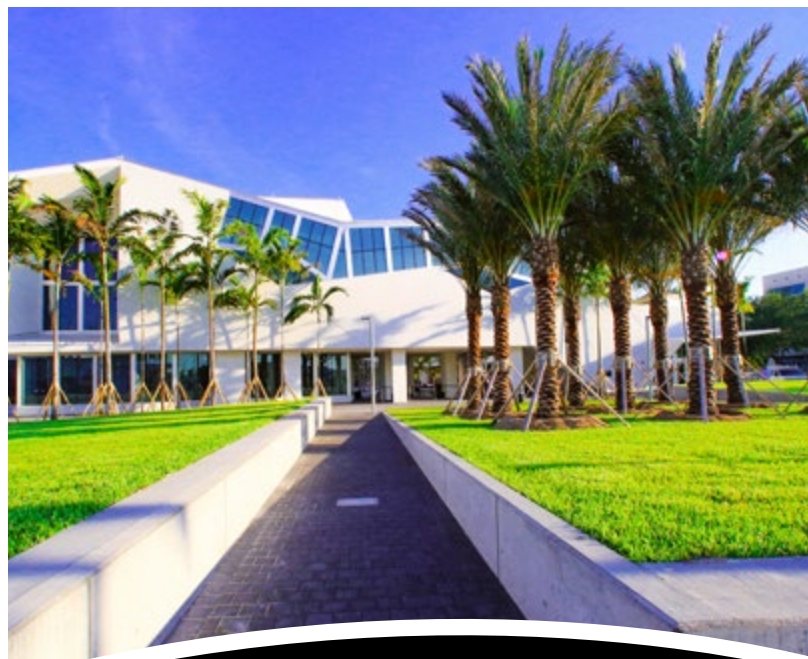
CITY / CRA INVESTMENT

- \$67,500 CRA funds for a cultural facility study to analyze the feasibility of a cultural venue on top of the library
- \$737,000 of CRA funds for the preliminary design for the center
- \$1.19 million in CRA funds for infrastructure around the Cultural Center
- \$19.25 million of City funds for design and construction of the Cultural Center

PUBLIC BENEFITS

- The first all-purpose state of the art cultural facility open to residents and visitors
- Access to multi-cultural programs and activities for the residents
- A new brand for Pompano Beach that catapulted the City into the national spotlight with the iconic design
- Provide the City with a stellar amenity for improved quality of life for residents





HOW IT WILL HAPPEN

The next phase of development will include marketing the remaining vacant parcels as well as reconfiguring the City Hall parking lots into Downtown urban development projects.

Schedule: 2018 - 2028

ATLANTIC BLVD. & N. DIXIE HIGHWAY

COMPLETE STREETS PROJECT

BRIEF DESCRIPTION

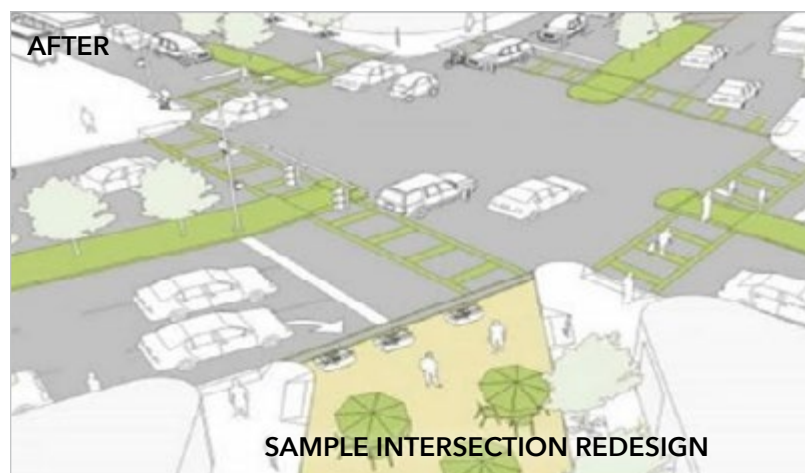
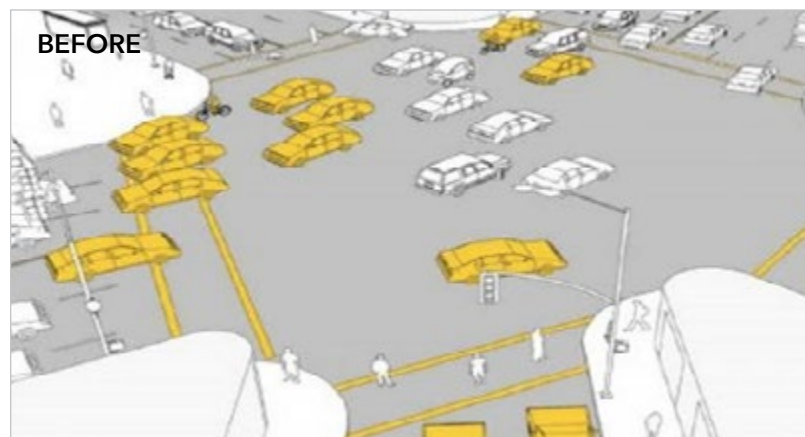
The Atlantic Boulevard and Dixie Highway Complete Streets Project is an initiative by the City of Pompano Beach and Pompano Beach Community Redevelopment Agency (CRA) to redesign the stretches of Atlantic Boulevard and Dixie Highway that run through Pompano Beach's proposed Downtown District. These roadway renovations are essential to the success of the new Downtown because these heavily traveled roads bisect and disconnect the four quadrants of Downtown. These stretches of road need to become pedestrian and bike friendly and minimize the vast number of lanes while maintaining good traffic flow.

GROUNDWORK LAID FOR ATLANTIC & DIXIE

- In 2016, the City approved transfer of ownership for Dixie Hwy. & Atlantic Blvd from FDOT to the City and began the Complete Streets project planning.
- The current conceptual designs by EDSA make the streets more pedestrian friendly by decreasing the number of traffic lanes, adding bike lanes, increasing the sidewalk width, and adding landscaping
- Preliminary traffic studies have been conducted that show the realignment of the roadway will not have a material impact on the traffic flow
- Public meetings have begun

PUBLIC BENEFITS

- A safer roadway for both vehicular and pedestrian traffic
- Connectivity between the Civic Commons, Old Town and the Innovation District
- A beautified Downtown as the entry to the City and the beaches
- Substantial economic impacts as described in the Innovation District section
- An improved image for the City at large





HOW IT WILL HAPPEN

EDSA will continue to hold public forums.

Preliminary concept drawings will be completed by June of 2018.

Once conceptual design is complete, the bid and construction process begins.

Schedule: 2018 - 2020

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