



FLORIDA REDEVELOPMENT AWARDS 2020 BEST BOOK

THE FLORIDA
REDEVELOPMENT
ASSOCIATION

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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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ABOUT THE FLORIDA REDEVELOPMENT ASSOCIATION (FRA)

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 redevelopment 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 their experiences 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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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 categories are:

- **President's Award**
- **Annual Report**
- **Capital Projects/Infrastructure**
- **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 the quality entries received as a celebration of the innovative redevelopment work that has transformed Florida in 2019. 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

“The review process of this great pool of talent was very rewarding. It is inspiring to see the many strategies that are being implemented in Florida through redevelopment.”



TONI SHAMPLAIN

2019 FRA President

CRA Manager, Panama City Community
Redevelopment Agency

PRESIDENT'S AWARD WINNER

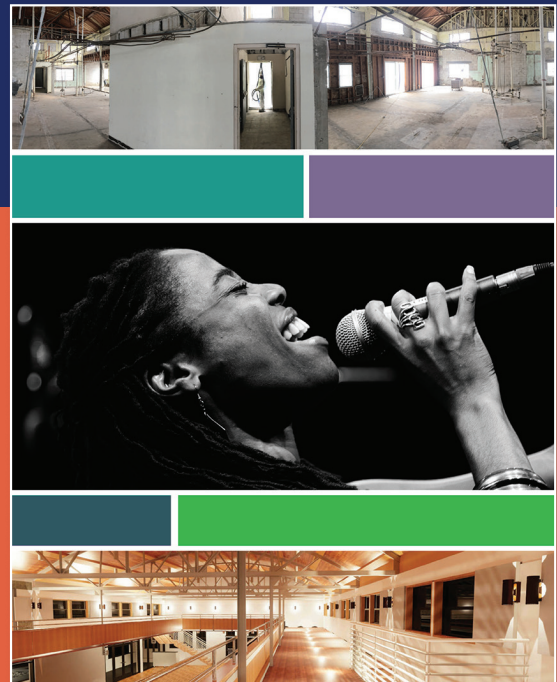
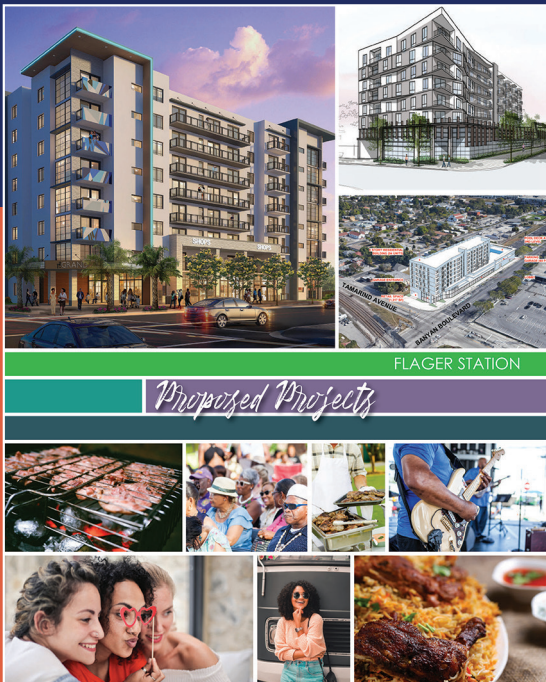
Cultural Enhancement



West Palm Beach Community Redevelopment Agency The Rhythm of Redevelopment Series

For more information: rmiller@wpb.org

The Historic Northwest, just north of downtown West Palm Beach, is a longstanding neighborhood enriched with a deep and significant culture spanning back to the 1890s and early 1900s. It was here that African-Americans established institutions, businesses and, ultimately, a way of life that would carry on for generations to come. Now, with the help of the Northwest community, the West Palm Beach Community Redevelopment Agency is working to renew the renaissance of a place where you're encouraged to "find your rhythm, explore your roots and live your destiny" through a unique variety of complimentary programs and initiatives.



ANNUAL REPORT: SMALL CITY



RIVIERA BEACH



**ECONOMIC DEVELOPMENT
BUSINESS GROWTH
REVITALIZATION
COMMUNITY ENGAGEMENT
HOMEOWNERSHIP
SAFE NEIGHBORHOODS**

Riviera Beach Community Redevelopment Agency

2019 Annual Report

For more information: ajenkins@rbkra.com

The Riviera Beach CRA used a new look and feel for this year's annual report. It capitalized on the vibrant color displayed in the beautiful murals and revitalized buildings throughout the District. It evoked the feel of this new approach by incorporating views from several economic development events, including the well-attended Opportunity Zone Workshop and the entrepreneurs and emerging business workshops. The 2019 Annual Report looks different because of the unique size and the graphic work on the pages. They kept the text very tight but descriptive, using large text format for easy visibility for senior citizens but also making the copy read more like a news piece.

ANNUAL REPORT: LARGE CITY

**FY 2018-2019
ANNUAL
REPORT**

a year's overview

**WHERE WE
ARE NOW**

from the Chair Judy Paul

The Davie CRA Board is proud to present its 2019 Annual Report which provides us with the opportunity to depict our vibrant economic development, prudent financial management, as well as, the Agency's long-standing commitment to our Redevelopment Plan and to open and transparent communications.

As a result of our unwavering commitment to transform the community redevelopment area, we have laid the foundation for sustainable economic development. Ultimately, this foundation will serve as the catalyst for mindful urban transformation that remains authentic to our rich history and highlights what is unique about our "Cowboy Town".

The CRA's key redevelopment focus has been to transform and redevelop our community redevelopment area with a focus on the downtown Davie Road corridor. We have made significant progress towards this objective in the past year as demonstrated in three new developments: Therapeutics on Orange Drive, Staybridge Suites on Griffin Road and University Pointe, a student housing development serving as an anchor to downtown Davie Road. The 2019 CRA Annual Report represents a comprehensive and visually appealing account of the past year's activities and our future. It is a message of success and accountability that will inspire residents and businesses alike.

Our vision is one of a place that preserves the historical integrity of the Town, builds upon existing strengths and expands the downtown Davie Road, also referred to as the Davie Road Mile.

OUR MISSION

The mission of the Davie CRA is to pursue redevelopment/revitalization, enhance the tax base, encourage affordable housing, and to facilitate redevelopment activities by the private sector within the limits of the redevelopment area.

**TOWN OF DAVIE
COMMUNITY
REDEVELOPMENT
AGENCY**

Davie Community Redevelopment Agency 2019 Annual Report

For more information: pholste@davie-fl.gov

The Davie CRA annual report seeks to tell a compelling story of where we have come from and where we are going in the future as our redevelopment comes to fruition. Utilizing a highly visual and narrative-driven report, we walk stakeholders through our story of success while demonstrating fiscal responsibility and transparency. The annual report serves multiple purposes as an educational, marketing and public relations tool that highlights what is unique about our "Cowboy Town" and demonstrates the CRA's commitment to working with developers to transform our redevelopment area.

CAPITAL PROJECTS/INFRASTRUCTURE: SMALL CITY



City of Inverness Depot District

For more information: ewilliams@inverness-fl.gov

The Depot District brings together the city's lakefront parks in a fresh and walkable design connecting Liberty Park and Wallace Brooks Park, which are situated along the Withlacoochee State Trail.

CAPITAL PROJECTS/INFRASTRUCTURE: LARGE CITY



West Palm Beach Community Redevelopment Agency The Clematis Streetscape Project

For more information: ajustice@wpb.org

With a rich history beginning in 1894, Clematis Street is the most iconic street in the city. To invigorate the street and advance efforts to attract new businesses, the street was transformed with modern infrastructure improvements and vibrant design elements that improved the experience and quality of life for residents, businesses and visitors. The project began with the 300 block as a pilot to guide the future design of the street, followed by the 100 and 200 blocks. Extensive public input led to a curbsless design of the street featuring large shade trees, wider pedestrian-friendly sidewalks and narrower travel lanes.

CREATIVE ORGANIZATIONAL DEVELOPMENT AND FUNDING



Domain Homes, Inc.

Urban 360° – City of Tampa, East Tampa CRA Infill Housing Redevelopment

For more information: kevin@domainhomes.com

Urban 360° is transforming the East Tampa CRA into a thriving community and fulfilling the dream of new home ownership for low/moderate-income families. Tampa's Housing Division took the unprecedented step of partnering with a local urban infill homebuilder to construct quality homes on lots provided by the city and East Tampa CRA. Result: 80 homes built within 19 months by Domain Homes, in partnership with nonprofit organizations. This volume and pace of home construction have not occurred in East Tampa in decades, bringing a renewed energy to the community and turning it into a desirable urban housing location.

CULTURAL ENHANCEMENT



Hallandale Beach Community Redevelopment Agency The Hallandale Beach Arts and Culture in Public Places Program

For more information: jearle@hallandalebeachfl.gov

The HBCRA established the Arts and Culture in Public Places Program, which is dedicated to enriching the public environment, enhancing artistic and civic pride, and serving to create an art and cultural identity for the city. It includes the creation of a Cultural Arts Initiative, development of an Arts and Culture in Public Places Ordinance to include creative funding structures and a Cultural Arts Committee. The program also includes a strategic partnership with ArtServe to create arts programming like the 12 Months of Art and beautification initiatives, including the Commercial Business Mural Program and the Neighborhood Enhanced Paint Program (Paint The Town).

FISCAL IMPACT STUDY



Village of Palm Springs

Fiscal and Economic Impact of a Community Redevelopment Agency

For more information: rreade@vpsfl.org

To create a community redevelopment agency to implement local economic development initiatives in the Lake Worth Road and Congress Avenue commercial corridors, the Village of Palm Springs needed to convince Palm Beach County of the economic and fiscal benefits of leveraging county property tax to create tax increment financing districts, as the county denied the creation previously. The village retained TischlerBise, Inc., to assess the direct and indirect economic impacts of the one-time construction activity, ongoing annual business and retail spending throughout the village. TischlerBise also assessed the fiscal impact of this economic activity on the county's General Fund revenue.

MANAGEMENT PROGRAMS AND CREATIVE PARTNERSHIPS: LARGE CITY



Redevelopment Management Associates, LLC (RMA), City of Deltona Deltona Strategic Economic Development Plan & Implementation

For more information: adriane@rma.us.com

The City of Deltona hired Redevelopment Management Associates (RMA) to create a Strategic Economic Development Plan for a business park and manufacturing-related recruitment. An economic development approach with a real estate-based foundation was used to develop a plan for an innovation district, as well as logistics and commerce centers on 240 acres near Central Florida's transportation corridor. RMA also helped implement the plan by attracting Deltona's Portland Industrial Park developer that brought Amazon as an anchor tenant. This development will provide 500 full-time jobs with an average annual payroll of over \$16 million and deliver a \$100 million project to the tax base.

MANAGEMENT PROGRAMS AND CREATIVE PARTNERSHIPS: SMALL CITY



BUSINESS FIRST! INITIATIVE

Successful Collaboration = Successful Recovery

Lauderdale Lakes Community Redevelopment Agency

Lauderdale Lakes Community Redevelopment Agency Business First! Initiative

For more information: celestined@lauderdalelakes.org

The Business First! Initiative was established to provide special attention to prospective and existing businesses by offering a wide range of programs and services. At the onset of the COVID-19 crisis, the Lauderdale Lakes Community Redevelopment Agency (CRA) immediately mobilized public and private organizations from the Business First! Network to provide technical and financial assistance. Recognizing that many businesses were struggling to survive, the CRA expanded outreach efforts through various forms of communication and leveraged its resources to reach over 500 businesses that were greatly impacted by the COVID-19 pandemic.

OUT OF THE BOX: LARGE CITY



North Miami Community Redevelopment Agency (NMCRA) NoMi Red Garden

For more information: gmcdonald@northmiamifl.gov

North Miami's NoMi Red Garden is a creative community gathering space that brings together food, drinks, retail, art and entertainment in the heart of the fast-developing NW 7th Avenue Corridor. By attracting new businesses, the NMCRA creates a place for others to invest in the community and improve the overall quality of life of the neighborhood. Allocating \$500,000 for the first phase, the NMCRA cleared/cleaned the site so the property could be used as a temporary event space. The second phase of the project will establish a food truck incubator program on-site to assist business owners/residents curious about the industry. The NMCRA will also offer on-the-job type training for all those interested.

OUT OF THE BOX: SMALL CITY



Boca Raton Community Redevelopment Agency Sanborn Square Community Engagement & Placemaking

For more information: rchilders@myboca.us

Engaging residents, locals and visitors in downtown Boca is a vital part of maintaining a vibrant and welcoming downtown district. The Boca Raton Community Redevelopment Agency (CRA) met this vision with the Sanborn Square Community Engagement & Placemaking project. The project consisted of new public engagement activities and placemaking enhancements to Sanborn Square, a green space in the heart of the district. Enhancements included festoon and architectural lighting, bistro tables and chairs, shade umbrellas and cornhole. Today, Sanborn Square is an active and social destination for downtown Boca residents and visitors, and it benefits local businesses that enjoy increased consumer traffic.

OUTSTANDING HOUSING PROJECT

Omni CRA | Vagabond Group
16 CORNER



Omni Community Redevelopment Agency **16 Corner**

For more information: aold@miamigov.com

Faced with the twin problems of long-term neighborhood improvement and preventing displacement of lower-income residents and loss of the historic fabric of the community, the Omni CRA partnered with local developer Avra Jain's Vagabond Group and Mt. Zion Community Development Corporation to purchase of 44 units in five garden apartments that will be rehabilitated in phases, keeping the residents in place with rents stabilized for a 30-year period of affordability.

OUTSTANDING NEW BUILDING PROJECT

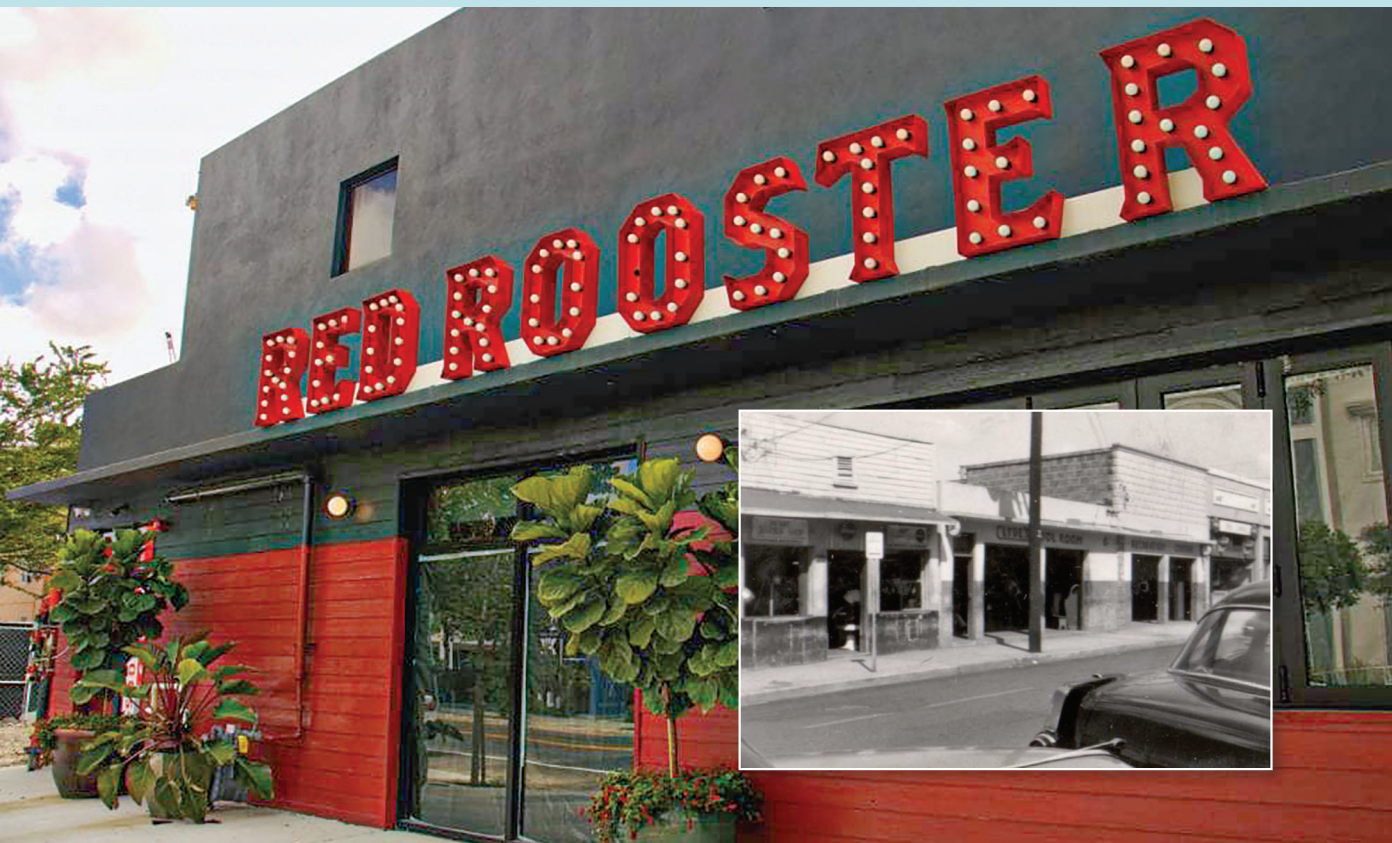


Davie Community Redevelopment Agency **University Pointe – Student Living Redefined**

For more information: phillip_holste@davie-fl.gov

The University Pointe project is transforming downtown Davie after 17 years. Originally approved in 2003, site development commenced in 2006 but ceased with the Great Recession. In 2017, the project was revitalized. Today it represents the largest project ever created in the CRA. University Pointe is a luxury mixed-use student housing project consisting of 855 beds and 31,182 square feet of commercial space. It is the first significant CRA development in two decades that will result in over \$500,000 in new tax increment financing. The Davie CRA provided \$1.7 million of assistance, including water and sewer fees and tax increment financing reimbursement.

OUTSTANDING REHABILITATION, RENOVATION OR REUSE PROJECT: SMALL CITY



Southeast Overtown/Park West Community Redevelopment Agency Red Rooster Overtown

For more information: mpassmore@miamigov.com

The Southeast Overtown/Park West Community Redevelopment Agency partnered with Marcus Samuelsson Development Group, LLC, to transform an underutilized structure into Red Rooster Overtown, the destination restaurant and entertainment venue. This venue is spearheaded by internationally acclaimed celebrity chef Marcus Samuelsson, owner of several restaurants including Red Rooster in New York City. This premier attraction echoes Overtown's entertainment roots and is an anchor in the emerging Culture and Entertainment District. The previously vacant location was once a vibrant spot owned by promoter Clyde Killens, who brought legendary entertainers, such as Sam Cooke, B.B. King and Ella Fitzgerald, into Overtown during the 1950s and 60s.

OUTSTANDING REHABILITATION, RENOVATION OR REUSE PROJECT: LARGE CITY



Fort Lauderdale Community Redevelopment Agency Northwest-Progresso-Flagler Heights Smitty's Wings

For more information: jadderley@fortlauderdale.gov

This adaptive reuse project breathed new life into a building that was once vacant and derelict for over a decade. Smitty's Wings is a locally owned and operated restaurant that specializes in signature chicken wings and flavorful sauces. Located in the center of a historic commercial corridor, the restaurant has become a dining destination that enhances the quality of life and provides much-needed job opportunities. The restaurant also pays homage to the historical significance of the African-American community by showcasing the area's rich history in the exterior of the restaurant. Smitty's also includes outdoor seating, which is the first of its kind on the business corridor.

PLANNING STUDIES: SMALL CITY



Lake Wales Community Redevelopment Agency Lake Wales Connected

For more information: kthompson@lakewalesfl.gov

The Olmsted Legacy: A century ago, the Olmsted Brothers had high aspirations that the new settlement of Lake Wales would become a living and beautiful community that inspires works of art, as evident in their work at Bok Tower Gardens. Their design and vision for the core of Lake Wales were boldly green: a “City in a Garden.” Unfortunately, the plantings documented in their drawings were left undone. In 2019, Lake Wales CRA, Lake Wales Main Street and Lincoln Community Development contracted with Dover Kohl & Partners to develop a holistic downtown vision plan and a northwest neighborhood plan, called Lake Wales Connected, that rekindles the Olmsted’s vision.

PLANNING STUDIES: LARGE CITY



City of Pinellas Park

Pinellas Park CRA Plan Update-Creating Our City Center

For more information: icanary@pinellas-park.com

The Pinellas Park Community Redevelopment Plan provides innovative community-based solutions to address the city's long-term redevelopment objectives and quality-of-life and safety challenges. Current development patterns present significant quality-of-life and pedestrian and safety challenges, including a lack of city character ("place") and the most dangerous roads for pedestrians and bicyclists in the nation. The plan update presents a transformative public realm improvement program and robust redevelopment programming to create the long-sought Pinellas Park City Center, encourage private-sector housing development and provide transportation safety improvements connecting city assets and amenities through complete street improvements.

TRANSPORTATION AND TRANSIT ENHANCEMENTS



Pompano Beach CRA **Atlantic Boulevard Bridge Enhancement**

For more information: nguyen.tran@copbfl.com

The Atlantic Boulevard Bridge enhancement was destined to become an iconic landmark for the city of Pompano Beach. Located on the main thoroughfare and considered the entrance to the barrier islands, the Atlantic Boulevard Bridge was designed to mimic the sail elements of the pier parking garage, creating a sense of place that you have arrived in Pompano Beach. The nautically-themed infrastructure has custom elements such as grand bridge entrances, repurposed pedestrian walkways and tender house façade improvements. Since its completion, the Atlantic Boulevard Bridge has become a symbolic welcome for residents and visitors by incorporating unique elements and multi-functional uses.

2020 ROY F. KENZIE AWARD ENTRIES

ANNUAL REPORTS

City of Crestview Community Redevelopment Agency

2019 Annual Report

2019 City of Crestview Community Redevelopment Agency Annual Report

City Of Dunedin CRA

2019 Annual Report

City of Dunedin CRA Annual Report

Hallandale Beach Community Redevelopment Agency

2019 Annual Report

The 2019 annual report highlights the HBCRA's aggressive economic and community capacity building efforts including arts programming, business outreach, new programs, strategic partnerships and investments of more than \$4.4 million here in residential programs; the Fashion, Art and Design District Priority Area (FADD) and ArtSquare (a mixed-use development) to name a few. The annual report was completely redesigned from the CRA's usual letter-sized document with basic content and images to a new, square-shaped (8 inches by 8 inches) document. Multiple colors incorporate not only the vibrancy of the CRA's brand but the vibrancy of Hallandale Beach's community.

Lakeland Community Redevelopment Agency

2019 Annual Report

The Lakeland CRA endeavors to educate and inspire all stakeholders year-round, building on steadfast social media campaigns and increased interaction with citizens. The 2019 annual report represents a combined print and digital platform

so the document can be printed and digitally distributed with added features like videos highlighting The Yard on Mass logo reveal and Lincoln Square residents' story. 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 2019.

City of Ocala

2019 Annual Report – Revitalizing Our Community

The Ocala CRA created an intuitive, informative and visually pleasing annual report for fiscal year 2019. This year's annual report is the Ocala CRA's second edition as a promotional and educational publication and not simply an audit report. The report starts with an accessible introduction to CRAs that includes financing a CRA, their prevalence and importance in Florida, and the state-enabling statutes. It then transitions right away to specifics about Ocala's redevelopment initiatives with informative, eye-catching images and graphics. The booklet is accessible, concise and complies with the new reporting requirements in a way that is informative to any reader.

City of Orlando, Downtown Development Board

2019 Annual Report

Each year, the Downtown Development Board/Community Redevelopment Agency provides an annual report. This report is made available to stakeholders, media and the public. The report aims to be informational by educating readers on the progress made in the prior year and providing the community with a sense of pride in their vibrant downtown. The 2019 annual report includes information about downtown projects, the nighttime economy, marketing, events, financial state-

2020 ROY F. KENZIE AWARD ENTRIES

ments and more. The goal is to give the reader a 360-degree view of the progress happening in downtown Orlando over the previous year in a way that is concise and easy to read.

City of Pensacola Community Redevelopment Agency

2019 Annual Report

Establishing a broader objective for its fiscal year 2019 annual report, the City of Pensacola Community Redevelopment Agency set out to create an engaging tool that would not only provide the required overview of the past year but could be used year-round to build awareness for the organization, which has remained relatively obscure in the community. The final report tells a visual story, illustrating the importance of the CRA with compelling statistics, before-and-after photos and lively infographics. It leads readers through CRA milestones large and small – the impacts of which will continue to be felt for generations.

Sebring CRA

2019 Annual Report

With comprehensive and transparent reporting more important than ever for CRAs, the Sebring CRA took this opportunity to update and enhance our 2019 annual report to ensure our significance was undeniable. The overhauled report showcased an aesthetically pleasing design that incorporated the rebrand our CRA undertook to revitalize our identity in 2018. Now our annual report serves as a marketing resource to educate stakeholders on our projects, initiatives and effectiveness. The cohesive design married the use of pictorial representations of our year in review with graphical content to highlight important figures that attested to our resourcefulness.

CAPITAL PROJECT/INFRASTRUCTURE

Gainesville Community Reinvestment Area

Destination South Main Streetscape

The South Main Streetscape transformed a three-quarter-mile stretch of road that previously served as a pass-through, old industrial corridor into a major southern gateway to downtown that supports existing businesses while preparing for new and future uses, and additional users. This roadway has experienced a stark increase in public and private investment over the past five years. With the addition of Depot Park, the Cade Museum and multiple destination businesses, the reenvisioning of the corridor was essential for creating safe and accessible pedestrian, bicycle and vehicular accommodations.

St. Cloud Community Redevelopment Agency

Downtown Revitalization Project: Phase 1 New York Avenue

Nestled between Kissimmee and Orlando sat St. Cloud's picturesque rural housing, scenic lakefront and underdeveloped downtown. Like many small towns, St. Cloud has struggled to survive the ongoing economic decline. In 2017, the "Envision St. Cloud" plan was developed as a strategic planning roadmap to encourage and manage long-term development. That roadmap detailed the establishment of a featured revitalization project to reinvigorate the downtown. The Phase 1 New York Project has reformed the once-deserted and underdeveloped corridor with bustling small business growth and an increase in the CRA tax base.

2020 ROY F. KENZIE AWARD ENTRIES

Boynton Beach CRA

Small Business Disaster Relief Forgivable Loan Program

The COVID-19 pandemic threw small businesses across the globe into financial crisis with mandatory closures by executive orders. In response to this crisis, the BBCRA developed and allocated \$1 million to the COVID-19 Small Business Disaster Relief Forgivable Loan Program. The program offered a one-year, forgivable, interest-free loan of up to \$10,000 to be used for payroll, utilities and/or inventory for businesses with 50 or fewer employees. This program, the first of its kind, demonstrates how tax increment financing can be leveraged with other COVID-19 funds to assist small businesses, preserve the community workforce and create stability in an unprecedented time.

Delray Beach Community Redevelopment Agency **A-GUIDE**

The Delray Beach CRA's A-GUIDE (Achieving Goals Using Impact Driven Evaluation) Grant Program is a community development tool that provides funding assistance to select nonprofit partners whose programs and services further advance the CRA mission. The Delray Beach CRA's nonprofit partners' collective impact includes enriching community and public involvement through arts, culture and historical programming and promoting sustained economic development by strengthening businesses and increasing access to public resources and affordable housing. It helps enhance the quality of life and boost Delray Beach as a popular destination for residents, business owners and visitors.

North Miami Community Redevelopment Agency **COVID-19 Emergency Response Grants**

Since its creation in 2005, the North Miami Community Redevelopment Agency has focused on eco-

nomie development as a tool to drive growth through investment in community benefits, infrastructure, affordable housing and neighborhood enhancement. When South Florida began feeling the economic and social impacts of COVID-19, many businesses were forced to close. The NMCRA stepped up and created three new grants providing necessary funding to those affected by the crisis: a \$50,000 Emergency Relief for Essential Businesses Grant, a \$1.2 million Emergency Relief to Jump Start Businesses Grant and a \$1 million for the Renters Assistance Program.

CULTURAL ENHANCEMENT

West Palm Beach Community **Redevelopment Agency**

The Rhythm of Redevelopment Series

The Historic Northwest, just north of downtown West Palm Beach, is a long-standing neighborhood enriched with a deep and significant culture spanning back to the 1890s and early 1900s. It was here that African-Americans established institutions, businesses and, ultimately, a way of life that would carry on for generations. Now, with the help of the Northwest community, the West Palm Beach Community Redevelopment Agency is working to renew the renaissance of a place where you're encouraged to "find your rhythm, explore your roots and live your destiny" through a unique variety of complimentary programs and initiatives.

Lake Worth CRA

Dia De Los Muertos

Dia de Los Muertos Lake Worth Beach 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. Utiliz-

2020 ROY F. KENZIE AWARD ENTRIES

ing partners like the Cultural Council of Palm Beach County, Lake Worth Rotary Club and the Guatemalan Mayan Center, this event helps unify existing communities around a shared vision that enhances the neighborhood and supports Lake Worth Beach's ethnically diverse culture.

North Miami Community Redevelopment Agency (NMCRA)

Liberty Gardens Park

Completed in March 2020, Liberty Gardens Park is a 2,700-square-foot public greenspace in North Miami's already active downtown corridor. Thanks to Miami-Dade's Art in Public Places program and a Beautification Grant from the North Miami Redevelopment Agency, renovations to the expansive pathway include a stunning new mural, expansive green wall, Florida-inspired landscape and decorative trellis with seating. Following an eco-friendly theme, the NMCRA identified artist Ernesto Maranje, known for his environmental paintings, to design a site-specific mural incorporated with an augmented reality (AR) experience accessible to the public via mobile app. By incorporating this message, Liberty Gardens will become a vibrant space where pedestrians can experience a connection with art, nature and one another.

FISCAL IMPACT STUDY

GAI Consultants, Inc. | Community Solutions Group/CRA, City of Cocoa

Civic Center Market Study

The City of Cocoa desired to advance a plan to improve Lee Wenner Park, including a new multipurpose civic center, following a conceptual plan developed by the team of GAI Community Solu-

tions Group and Infrastructure Solutions Group in 2018 as part of the CRA Waterfront Master Plan update. The primary focus of the Cocoa Civic Center Market Study is to relocate the existing civic center, diversify the use of Lee Wenner Park and identify the strengths, challenges and opportunities posed by the potential construction and operation of the proposed multipurpose civic center.

MANAGEMENT PROGRAMS CREATIVE PARTNERSHIPS

Southeast Overtown/Park West Community Redevelopment Agency

Overtown Beautification Team

The Overtown Beautification Team program, facilitated by Human Resources of Miami, Inc., provides on-the-job training in property maintenance and landscape services to Overtown residents. Program participants provide street cleaning services Monday through Friday from 8:00 a.m. to 6:00 p.m. in the NW 3rd Avenue Business Corridor and surrounding areas in historic Overtown. Also known as "Blue Shirts," the beautification team is funded by the Southeast Overtown/Park West CRA. The program has employed more than 400 people, and between 85-95% of team members have received a permanent job after their one-year term.

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Hallandale Beach Community

Redevelopment Agency

HBCRA Food & Groove Partnership with the South Beach Food & Wine Festival

HBCRA partnered with The Food Network & Cooking Channel South Beach Wine & Food Festival (SOBEWFF) to host three signature events: Foodie Movie Nights in the Park (two) and the Hallandale Beach Food & Groove Festival. The sold-out events had 21 participating restaurants, six food trucks, live paintings curated by ArtServe and more than 800 participants over the weekend. It included appearances by Food Network's celebrity chefs including world-famous chocolatier Jacques Torres and Food Network star Valerie Bertinelli. These events were a first of their kind for the City of Hallandale Beach and garnered over 6.4 million unique media impressions.

Fort Myers Community Redevelopment Agency

Job Creation & Talent Attraction Program

This incentive was created to attract higher-wage jobs into the redevelopment areas. The first implementation of this initiative was launched in the downtown redevelopment area. This program is helping with business retention as well as in key target industries such as research and development, software, computing and technology, and general office. To date, two employers with a conversion of 14 new jobs/employees have been approved to participate in the program. The two employers, Cigent and Fieldedge, are leading firms in the technology software and hardware space.

Pompano Beach CRA

Patricia Davis Community Garden

The Patricia Davis Community Garden is a CRA initiative to bring urban gardening to the Northwest Pompano Beach CRA district. Formerly three vacant

lots in the Blanche Ely neighborhood, the garden focuses on teaching the local community how to grow seasonal organic produce, which is shared throughout the local community. In collaboration with Fruitful Field Inc., the community garden has facilitated apprenticeships, local community programs and urban gardening education. As a result, this creative partnership has become an educational resource for local gardeners and students while also creating a sense of community pride and neighborly spirit.

OUT OF THE BOX

Gainesville Community Reinvestment Area

10 Year Reinvestment Plan

The GCRA 10 Year Reinvestment Plan is the final step in the transition of the Gainesville Community Redevelopment Agency to the Gainesville Community Reinvestment Area. The new GCRA, created by interlocal agreement, is a single district composed of Gainesville's four former CRA districts. This change was designed to provide a more equitable distribution of funds by operating on a fixed revenue that is not based on tax increment financing. The plan, which took six months to develop, refocuses the GCRA's priorities on reinvestment to the areas of most need and reflects input from residents from numerous community engagement meetings.

Boynton Beach CRA

Rock the Marina

To activate the Boynton Harbor Marina and bring exposure to the dive charters and restaurants operating out of the marina, the Boynton Beach CRA hosted the Rock the Marina & Lionfish Derby event. The lively event had two primary functions: to promote the businesses at the marina and eradicate as many invasive lionfish as possible from

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the waterways. The BBCRA creatively partnered with 11 businesses within the CRA area, providing an opportunity for local businesses to promote their goods and services to a captive audience of consumers before, during and after the event.

Hallandale Beach Community Redevelopment Agency

COVID-19 Rapid Response Initiatives

In response to the COVID-19 pandemic, the HBCRA developed an innovative and aggressive approach to providing relief for businesses and families. These programs include the creation of the Business Rapid Response Program, a \$500,000 small business stimulus fund, a \$300,000 Residential Rental and Mortgage Assistance Program, a \$30,000 Senior Rental/Utility Assistance Program, and the Order-In promotional campaign for local restaurants. Additionally, the HBCRA launched an aggressive marketing campaign promoting financial resources and information to the community; developed strategic partnerships with SCORE, the Urban League of Broward County and the Hallandale Beach Chamber of Commerce; and the creation of a Banking and Lending Consortium, to name a few.

Fort Myers Community Redevelopment Agency

Fort Myers CRA Overview Video

The Overview Video was created to educate all audiences about the work that the Fort Myers CRA is doing in redevelopment areas around the City of Fort Myers. This marketing tool communicates the important work of CRAs and the dynamic scope and range of contributions of the Fort Myers CRA that have impacted our community and local economy. It explores the Fort Myers CRA's strategy, history and focus areas as well as how it lives up to its motto of "Advancing Businesses, Transforming

Communities, and Redeveloping Fort Myers for the Future." The video has been shown on local television stations, shared on the CRA website and via social media, and is linked in each one of the CRA's newsletters and informational emails, which are sent to an audience of nearly 1,000 subscribers.

City of Orlando, Downtown Development Board

DTO Go – Public Restroom Pilot Program

Due to the lack of available public restrooms in downtown Orlando, the ambassadors and the clean team had observed and dealt with complaints of protein incidents. With DTO Go, the Community Redevelopment Agency intends to investigate and assess a pilot program by deploying a two-stall trailer and a portable toilet compliant with the federal Americans with Disabilities Act. The trailer and toilet will be deployed at four locations in two phases for 12 months. The bathroom facilities are open from 11:00 a.m. to 8:00 p.m. from Sunday through Thursday. On Friday and Saturday, they operate from 11:00 a.m. to 8:00 p.m. and then reopen from 11:00 p.m. to 3:00 a.m.

Riviera Beach CRA

Winter Wonderland

The Riviera Beach CRA, with the City of Riviera Beach, hosted the second Winter Wonderland at the Marina on December 6. More than 5,000 residents from Palm Beach County and surrounding areas attended the event. The main highlight was the lighting of the decorated 24-foot holiday tree, with snow falling as families looked on. Then, to everyone's surprise, Mr. and Mrs. Claus arrived atop a firetruck, led by two police cars decked out as reindeer. Food, music, dancing, marching bands, carols, vendors, two trains and a digital dancing performer rounded out the night.

2020 ROY F. KENZIE AWARD ENTRIES

OUTSTANDING HOUSING PROJECT

Fort Lauderdale Community Redevelopment Agency Northwest-Progresso-Flagler Heights River Gardens-Sweeting Estates Infill Project

The Fort Lauderdale CRA seeks to preserve and expand affordable housing through preservation, ongoing purchase assistance programs and targeted infill development projects. The River Gardens-Sweeting Estates Infill Project conveyed 12 CRA-owned lots to a developer to construct 11 single-family homes. To ensure affordability, the CRA also provided homeowners with \$45,000 for down-payment and closing costs. This project provided new homeownership opportunities, removed pockets of blighted and vacant land, increased the tax base and enhanced the quality of life in the CRA area. The CRA plans to continue the program to provide more housing opportunities.

Fort Lauderdale Community Redevelopment Agency Northwest-Progresso-Flagler Heights Six 13

Six 13 is a mixed-use apartment project near downtown Fort Lauderdale. Developed by Affiliated Development, Six 13 features 142 apartment units, a garage and 5,991 square feet of ground-floor restaurant and commercial space. The project, which received financing from the CRA, represents a capital investment of approximately \$42 million and serves as an important catalyst to spur essential social and economic improvements along Fort Lauderdale's historic Sistrunk Boulevard. Six 13 is the first major building to be built west of the Florida East Coast railway, and it is aiding in the removal of blight and the redevelopment of the area.

City of Stuart Community Redevelopment Agency Azul

Azul is the first significant new residential development in downtown Stuart in decades. An intimate 49-unit, highly amenitized property in a quaint, walkable downtown with attractive Anglo-Caribbean-style architecture and mature landscaping, Azul sets a new standard for development in the CRA. Developer New Urban Communities made major streetscape and infrastructure improvements, which were facilitated by a creative ground lease structure. Azul provides much-needed housing opportunities for major downtown employers, and its residents provide year-round customers for downtown businesses. Its quick lease-up has demonstrated a demand for downtown housing that few thought existed before its development.

City of Orlando, Downtown Development Board Parramore Oaks – Residential Cornerstone to Neighborhood Revitalization

Parramore Oaks demonstrates how the power of committed private-public partnerships, broad-based financial support and neighborhood collaboration can create positive community change. Sited among canopied oak trees along the historic Parramore Avenue, the first phase of the 211-unit mixed-income rental development was completed in 2019. Supported with Community Redevelopment Agency and tax-credit funding, the 120 built units abut Z.L. Riley Children's Park and are within walking distance of the Jackson Neighborhood Center and the new Orange County public school for pre-K through eighth grade. The development comprises a four-story contemporary apartment building with amenities and two-story modern flats. Eighty percent of the units are affordable, and 20% are market-rate.

2020 ROY F. KENZIE AWARD ENTRIES

East Tampa CRA; City of Tampa Housing and Community Development Division; Domain Homes, Inc.

Urban 360° – City of Tampa Infill Housing Redevelopment

Urban 360° is transforming the East Tampa CRA into a thriving community and fulfilling the dream of new homeownership for low/moderate-income families. Tampa's Housing Division took the unprecedented step of partnering with a local urban infill homebuilder to construct quality homes on lots provided by the city and East Tampa CRA. The result: 80 homes were built within 19 months by Domain Homes, in partnership with nonprofit organizations. This volume and pace of home construction have not occurred in East Tampa in decades, bringing a renewed energy to the community and turning it into a desirable urban housing location.

City of North Lauderdale

The Crossings at North Lauderdale

Off the beaten path and away from the hustle and bustle of busy neighborhoods, The Crossings at North Lauderdale is a luxurious townhome community within the city limits of North Lauderdale. Considered "Affordable Luxury at its Finest," The Crossings at North Lauderdale is a small, intimate community composed of 46 market-rate, well-appointed workforce townhomes featuring open floor plans, barrel tile roofs, stainless steel appliances and hurricane-impact windows and doors.

Lakeland Community Redevelopment Agency

The Yard on Mass

On the steps to downtown Lakeland lies a unique backyard party for the whole family. Located at 802 N. Massachusetts Ave. on what used to be a used car lot, the Yard on Mass (TYOM) is

a redevelopment project years in the making. TYOM food truck park is next to Mass Market, a previous CRA redevelopment project that encompasses an event venue, commercial kitchen space, office collective, art gallery and an urban farm. The Yard's newly constructed taproom mirrors the architectural style of Mass Market with a black-and-white motif.

OUTSTANDING NEW BUILDING PROJECT

New Port Richey CRA

Main Street Landing

Main Street Landing is a Mediterranean-themed mixed-use (commercial/office/apartment) redevelopment project with 80 residential units and 15 commercial units. The project is on the Pithlachascotee River and Main Street. The apartments feature 10- and 11-foot ceilings and granite countertops, with concrete and steel construction.

Fort Myers Community Redevelopment Agency

Grand Central Luxury Apartments

This mixed-use development was the first to use the Offsite Stormwater Credits program/ incentive that encourages economic and environmental redevelopment. Potential project benefits include 450 new jobs, which translate to nearly \$16.7 million of household earnings into one of the redevelopment subareas that was almost \$900,000 below its base-year value. This \$50 million development project propelled this subarea above its base-year value and helped provide needed market-rate housing options into this section of our community. The pre-economic analysis also indicated the project could add nearly \$31.2 million of value to the regional economy and increase local demand by \$59.6 million.

2020 ROY F. KENZIE AWARD ENTRIES

Hoyt Architects

One Palm

One Palm/Aloft hotel is a 10-story, mixed-use project on the corner of Ringling Boulevard and Palm Avenue in downtown Sarasota.

Hoyt Architects

The Mark

Located at the interception of two street grids, one aligned with the compass and one aligned with the waterfront, the Mark is literally a landmark in downtown Sarasota. The Mark also marks the termination of State Street, with the vacated portion under the building transformed into Sarasota's first pedestrian-only street segment. The Mark includes 157 residences, 35,000 square feet of ground-floor retail and 15,000 square feet of office space. The Mark is the first luxury residential tower in downtown Sarasota with only limited water views. However, a five-level resort deck with a pool and spectacular city views provide ample compensation.

OUTSTANDING REHABILITATION RENOVATION OR REUSE PROJECT

City of Crestview Community

Redevelopment Agency

Rehabilitation of Downtown Buildings

The Crestview CRA worked closely with the owners of the two buildings in the Downtown District to bring new life and new business to the area. Two very different projects bring visitors and business to the area.

City of Orlando, Downtown Development Board

Discover Downtown – Reimagining Downtown Orlando Information Center

Strategically situated at the historic intersection of South Orange Avenue and East Church Street,

the recently renovated Discover Downtown has been repositioned as a dynamic hub for residents and visitors to interact, have fun and authentically connect with the downtown community. Immediately engaging guests upon entry, the information center has been thoughtfully designed to guide users through a series of experiences including interactive visual arts, experiential education and on-site local retail offerings that collectively highlight downtown's unique character, outstanding venues and exceptional quality of life. Some innovative improvements include augmented reality art, commemorative image-making and relaxing, technology-friendly family areas.

Diettrich Planning LLC

Kanine Social

Kanine Social is the only one of its kind in the country. It is a full-service concierge doggy daycare, indoor-outdoor dog park, dog bar and seven-day-a-week veterinarian hospital. It is located in what was an empty furniture factory building tucked away in the Brooklyn/Riverside Avenue District of the Downtown Overlay. The reuse included rehabbing the existing structure and installing a hypoallergenic heating, ventilation and air conditioning system and a centralized wet/dry vacuum system. The structure went through a complete exterior redesign aesthetically without any exterior structural changes, with the exception of converting the metal roll-up doors into glass roll-up doors.

PLANNING STUDIES

City of Wauchula CRA

Master Redevelopment Plan Update

Wauchula's CRA took the unique and efficient approach of combining its master plan update

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with a market-based study, parking study and parks master plan, resulting in the 2019 City of Wauchula CRA's redevelopment plan. More than just a plan for redevelopment, it's a roadmap for enhancing the community centered on four key goals: land use, economic development, transportation and mobility, and cultural and recreational resources. Combining multiple studies into one plan not only saved time and money but also maximized public input, resulting in a well-rounded and effective product providing clear direction for a laser-focused future.

City of North Miami Beach

Who Are We? Uncovering a City's Personality

The City of North Miami Beach posed the question "Who Are We?" The goal was to enhance the city's market position by building its brand to strengthen property values, encourage investment, enhance the diversity of job opportunities, support and attract target industries, and foster greater community support for sustainable (re) development. The analytic process to uncover the city's personality led to an exciting realization that NMB meets the definition of a "balanced economy" with opportunity for sustainable growth in a variety of market sectors. NMB is where urban adventure meets serene nature and where the people are culturally connected yet distinctly diverse.

Hallandale Beach Community Redevelopment Agency

Hallandale Beach Community Redevelopment Plan Modification 2020

Hallandale Beach is experiencing a surge of development, particularly its beachfront properties. However, the inland portions, which represent

76% of the city's total area, have yet to capitalize on the redevelopment opportunities. This is due to various cases of deteriorating conditions, safety concerns and a lack of identity to attract people to live, work and play. The HBCRA seeks to ensure the area's redevelopment is continually adapting to meet trends and transform the area into a vibrant and distinct destination in which residents and businesses can prosper. To accomplish this goal, the HBCRA has created a redevelopment plan modification to the 2012 CRA implementation plan.

Lake Worth CRA

Lake Worth Beach Design Guidelines for Major Thoroughfares

Design guidelines are a set of design parameters for development that apply within a district or area of specific interest. The new Lake Worth Beach Major Thoroughfares Design Guidelines document was created to assist with the development of a cohesive and complementary character, and it includes design objectives, diagrams and other necessary information to clearly illustrate appropriate design principles for the major thoroughfares traversing the city. This document presents a comprehensive set of clear, concise and predictable design guidelines aimed at facilitating development and redevelopment along the city's major thoroughfares. Lake Worth Beach is known as a culturally and architecturally rich city. It is also recognized for embracing various lifestyles and cultures.

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GAI Consultants, Inc. | Community Solutions Group

LaVilla Neighborhood Development Strategy

The Development Strategy for LaVilla is rooted in the dynamic combination of LaVilla's downtown Jacksonville location and the unique land holdings of the city. These two factors, paired with the neighborhood's rich history and the opportunity for transit-oriented development, point to the neighborhood's future position. The Development Strategy defines this position with two key elements. The first is a vision for the wider neighborhood as a place built around special landmarks that exemplify the neighborhood's history. The second is a market-based approach for developing city properties, based on a series of critical moves to engage the vision.

City of Orlando, Downtown Development Board Downtown Orlando's North Quarter Transportation Vision Study

The North Quarter District of downtown Orlando has seen substantial growth over the last decade but has a considerable amount of vehicular traffic as it serves as a key entry and exit point for an interstate. As a result, many drivers use North Quarter's one-way roadways as extensions to the interstate's ramps, which has resulted in a suboptimal environment. To better serve area residents and businesses, and accommodate multiple forms of transportation, the CRA assessed the feasibility of a two-way roadway restoration with a charrette process that supported the creation of a two-way, complete streets environment.

TRANSPORTATION TRANSIT ENHANCEMENT

City of Dade City

Hardy Trail Extension

Designed to become a signature community amenity and part of the Coast-to-Coast Trail Network, Hardy Trail offers a solution to an abandoned railbed through the city's core. The Hardy Trail Project demonstrates innovation in creating public spaces by re-imagining and re-engineering community liabilities and turning them into community assets. The project was built to create a safe, bikeable and walkable pathway for residents and visitors alike, as well as provide an attractive spot for health and exercise. It is becoming the focal point for the redevelopment of the entire downtown and is popular in the bicycling community.

Delray Beach Community Redevelopment Agency Connect Delray Beach

Connect Delray Beach is a multi-modal transit program that provides residents, visitors and business employees (riders) with convenient and efficient transportation options. This program has two services: fixed-route and point-to-point. These services address a need to shuttle riders to and from the Delray Beach TriRail Station and other city transportation hubs, as well as to transport riders to and from the city's downtown area, within the city limits east of I-95. Some of the objectives addressed are reducing downtown traffic and CO₂ emissions, increasing parking availability, alleviating businesses' parking expenses and helping attract employees via convenient access, among others.

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