

MINUTES OF CRA PLAN UPDATE WORKSHOP
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
THURSDAY, JANUARY 12, 2023 – 5:00 P.M.

1. Call to Order/Roll Call

Chair Ryan called the meeting to order at 5:07 p.m.

Present:

Chair:	A. J. Ryan IV
Vice-Chair:	Lori Lewellen
Board Members:	Joyce L. Davis
	Tamara James
	Marco A. Salvino, Sr. – via telephone
Executive Director:	K. Michael Chen
City Attorney:	Eve Boutsis
CRA Secretary:	Thomas Schneider

2. Presentation by Neal Stralow, Vanasse Hangen Brustlin, Inc. (VHB), CRA Consultant for the CRA Plan Update

Mr. Stralow gave a PowerPoint presentation which is attached to and incorporated into these minutes.

Board Member James asked if Mr. Stralow is addressing the PATCH as his assessment or as part of the PATCH Master Plan.

Director Chen said this is the schematic version of the Master Plan.

Mr. Stralow addressed the PATCH Master Plan and noted his recommendations are in the report. He continued with the PowerPoint presentation.

Board Member Davis noted Mr. Stralow emphasized the importance of partnerships in developing low-income and affordable housing and asked if he considered non-profit organizations. She wants to make sure we are looking at all options for developing affordable housing.

Mr. Stralow explained it would be the Board's choice of who to partner with and he continued with the PowerPoint presentation.

Commissioner James referenced the Population & Housing table; she would like to see percentages which would give a better perspective of the dire need within the CRA, rather than numbers for the City limits versus numbers for the CRA district.

Discussion ensued regarding workforce and affordable housing needs within the CRA district versus citywide.

Board Member James said she wants to make sure we are servicing those people living in the CRA district.

Vice-Chair Lewellen noted there is a lack of workforce housing everywhere and people cannot afford to live where they work; this is now happening in Dania Beach.

Mr. Stralow addressed workforce housing and noted private developers could also help to fill the gap developing housing rather than solely using public dollars.

Vice-Chair Lewellen asked if the breakdown could also be provided by age groups and disabled versus non-disabled.

Mr. Stralow responded he would look into it, and he continued with the PowerPoint presentation.

Vice-Chair Lewellen said many properties along Federal Highway and Dania Beach Boulevard are leased and have no occupants and are ripe for having issues with vandalism and the homeless.

Mr. Stralow described the use of clean teams to help address the problem.

Vice-Chair Lewellen noted she hears what Mr. Stralow is saying, but it is a vicious cycle and is not being addressed.

Mr. Stralow said with the Regional Activity Center, there is a huge opportunity for property owners to change the land use; he is not sure why they are not doing this.

Vice-Chair Lewellen felt there could be some sort of incentive for people to change the whole environment.

Director Chen noted Mr. Stralow's summaries did not go into the detail that is contained in the report which addresses these types of issues.

Mr. Stralow said there are things you can do with a private partner; usually it can be accomplished with density and intensity.

Board Member James commented in going through this entire plan, she saw things we want to address, such as NW 1st Street. She would like to see some type of plan for NW 1st Avenue where the issue is the smaller property owners cannot get the money or interest for development. She addressed the blight and homeless issue; we really must get to the root of the problem. She felt there could be more funding for a concentrated effort for code enforcement. She does not see this being addressed in this plan. We need to hone in so business owners are not plagued by the effects of vagrancy and homelessness.

Vice-Chair Lewellen noted there is also vandalism at play. She is trying to understand what we are doing for business recruitment to bring in businesses to partner with the City to end this vicious cycle.

Mr. Stralow responded this is included in the plan; steps have already been taken with the Business Academy. He concluded with the PowerPoint presentation.

3. Discussion of Draft CRA Plan Update

Board Member Salvino said he thinks the CRA needs to focus; he does not know what the game plan is after serving several years on the Board. The first focus would be to bring a plan forward to fill the vacant storefronts on Dania Beach Boulevard and Federal Highway. We are the first city from the seaport and airport; he does not see anything happening in our downtown area to attract those people coming through our City. We need to focus on improving storefronts and making the downtown area desirable.

Board Member James commented she was here when flagpoles and banners were discussed along Federal coming from the airport. She remembered there was money put aside for these, but they were not realized. She agreed we need to enhance the downtown area and look at businesses that are there. We have three major corridors we need to do a better job on, and she also does not see where the focus of the CRA is.

Board Member Davis noted the Commission set aside \$100,000 for advertising, so this is a secondary issue as compared to the homeless issue. We should clean the downtown up first and then attract businesses. We need to ramp up the conversation and see what we can do as a team; the issue is getting worse and worse. We need to make sure we prioritize what we want to do. Regarding the affordable housing issue, she is not sure if first-time homebuyers are specifically addressed.

Vice-Chair Lewellen agreed the CRA should have less focus on parties and events and more focus on the things we really need to do to develop more plans for business attraction and to combat homelessness. It needs to be a partnership with the owners of the properties. She would like us to get back to what the CRA was supposed to be about.

Chair Ryan said we have tough issues we need to tackle, such as economic activity and business incentives. Sometimes it is hard to deal with small businesses. As a business owner, he was never approached by the CRA. He addressed homelessness and noted there are many kinds of homelessness. You have to communicate and be empathetic. There are things you can do to combat homelessness; the property must be clean and bright, and we have the Façade program, and we could use incentives. He also likes the idea of having a straight-through walkway down NW 1st; it is a connector street in the City. He does not want to see Dania After Dark go away; we should work together to keep it. He also addressed murals.

Board Member James noted we must find a way to get businesses to participate in the Façade Grant program. She asked if there are any current applications.

Director Chen responded we do not have any applicants for the program, and he discussed the economic downturn during COVID that affected the program.

Board Member James said she would like the CRA to find a creative way to get our businesses to participate in the program. We have no idea where this economy is going, and we have programs we can offer to our businesses, but we must be creative in our approach.

Director Chen noted he is willing to listen to the Board for creative ideas and there are other things he has done in other places he would like to bring to the Board.

Board Member James commented we currently have other programs in the CRA, but if the existing ideas are not working, we should do away with them as she does not want to continue funding them.

Director Chen said he is not suggesting throwing away old programs but adding to them.

Vice-Chair Lewellen noted businesses are not using the Façade Grant program because they do not know about it and also, because many businesses are renting the space and the program requires the owner of the property apply for the grant. There should be better marketing of the program to both the business owner and property owner. Another issue is our code; perhaps the sign code needs to be looked at as far as murals go.

Board Member James asked if there was consensus to put the sign code on the next Commission agenda for discussion. There were no objections. She questioned the BRAVO business visits and said there is no reason the Façade Grant program cannot be presented to the businesses during these visits.

Chair Ryan said we should definitely look at what we are doing. What we are reviewing now and the direction for 2023 is very positive; we are being honest with ourselves.

Director Chen noted he appreciated the Board's active direction; he is looking forward to bringing more and more ideas to the Board for their support. He hears the Board's message; we have a lot of work to do but he is confident it can be accomplished.

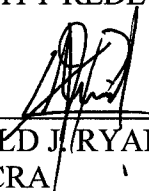
4. Adjournment

Chair Ryan adjourned the meeting at 6:42 p.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


ARCHIBALD J. RYAN IV
CHAIR – CRA

Approved: February 14, 2023



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Plan Update

Dania Beach CRA

January 12, 2023 (5:00 PM) – CRA Workshop





Meet VHB

1,800 Passionate Professionals
Including Engineers, Scientists, Planners & Designers

Founded in 1979

30+ Locations

Core Services

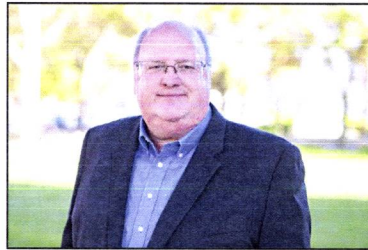
Transportation Planning & Engineering
Land Development
Planning & Design
Environmental
Applied Technologies

Markets

Transportation Agencies
Real Estate
County & Local Governments
Institutions
Federal Government
Energy



Project Team



Neale Stralow, PLA, AICP, ENV SP –
Associate / Project Manager



Roberta Fennessy, AIA, AICP –
Director Community Planning

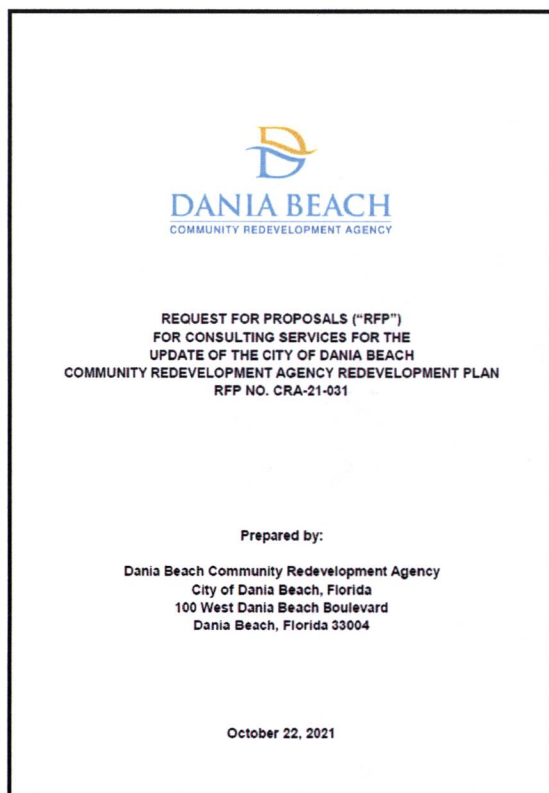


Jared Jones, AICP, ENV SP –
Community Planner



Ivy Clinton, PLA –
Senior Landscape Architect

Project Emphasis



Florida Statutes, Chapter 163.362

Dania Beach RFP No. CRA-21-031

- Housing Opportunities and Challenges
- Targeted Industries
- Project Identification and Ranking
- Plans of Action Matrix
- Measurement Tools
- CRA Plan Update & Strategies

Plan Considerations



Project Outreach

▪ City Council CRA Workshop – Board Priorities	January 18, 2022
▪ City Council CRA Board Meeting – VHB Introduction	February 8
▪ City Senior Staff	February 9
▪ City Administration & Senior Staff	April 25
▪ Arts & Entertainment Representatives	April 25
▪ Dania Casino Management	April 26
▪ The Patch Operations Team	April 26
▪ City Council CRA Workshop – Interests & Priorities	April 26
▪ Community Workshop/Forums (4 events)	June 8 & 9
▪ The Patch & Dania Pointe Management	July 21

What We Heard From SWOT Analysis

- Creation of Arts District
- Public Art in the CRA
- Expansion of Dania After Dark program
- NW/SW 1st Avenue improvements, increased use/ activity, Complete Street design
- FIU Interact
- Dania Village emphasis area
- Federal Highway/US-1 improvements, art installations, painted crosswalks, signal boxes, facade murals, signage
- Increased business academy and improvement grant program
- Workforce preparedness
- FEC Railroad Crossing improvements at NW 1st Street and W Dania Beach Blvd
- Reduction of vacant buildings
- Federal Highway/ US-1 Landscape Enhancement
- Maximize PATCH potential and community benefit
- Regional Activity Center (RAC) Density Limits
- Housing (affordable or workforce) in CRA
- Design for sustainability
- A CRA plan that identifies funding needs
- More policing or enhanced code enforcement

Past CRA Plan Guiding Principles

■ Existing Principles to Remain

- Elimination of Slum and Blight.
- Improvement of the Quality of Life for Current and Future Residents.
- Protection of the Environment.
- Improvement of the economy through retention of current businesses and attraction of new businesses with a focus on the targeted industries.
- Making progress through public involvement and good governance.

CRA Plan Goals

■ Past CRA Plan Goals to Remain

- Goal 1: Enhance and Reinforce the CRA Sub-Areas.
- Goal 2: Eliminate Substandard Housing and Provide Affordable Housing Alternatives.
- Goal 3: Redevelop the CRA in a manner that is energy efficient and sustainable.
- Goal 4: Attract the Marine Industry and help it to expand.
- Goal 5: Pursue an active marketing and public information approach to implementation of the CRA Redevelopment Plan.

■ Proposed Goal Additions

- Goal 6: Support existing small businesses and attract new targeted industries with higher-wage jobs that retain and expand employment.
- Goal 7: Increase community information outreach through regular communications using multiple traditional, social media, and neighborhood-compatible information streams.

Section 4 – Neighborhood Framework

Goals, Objectives, and Strategies

- **Goal 1 – Continue to Implement the Past Dania Beach CRA Plan’s (2004, 2009, & 2015 editions) Approved Goals, Objectives, and Strategies.**
 - Objective 1.1 - Implement, Monitor, and Align Past Goals, Objectives, & Strategies with an Annual 5-Year Prioritized Work Program
 - Potential Strategies
 - ◆ Routinely meet with sub-area representatives to increase communications and understanding of important issues.
 - ◆ Create a 5-Year prioritized CRA Work Program with dedicated funding.
 - ◆ Align the CRA Work Program annually based upon existing conditions, local opportunities, and available funding.

Section 4 – Neighborhood Framework

Goals, Objectives, and Strategies

- Objective 1.2 – Support and Operate the PATCH Neighborhood Garden
 - Potential Strategies
 - ◆ Remedy the property operation issues by repositioning existing grow patches and Improvements off of private property.
 - ◆ Program future site improvements to increase ADA access and operational efficiencies.
 - ◆ Use multiple media applications to increase resident awareness of facility, programs, and activities.
 - ◆ Outreach with local businesses and organizations to establish and maintain public/private partnerships in produce contracting, volunteerism, and funding support.
 - ◆ Seek grant sources that will assist in a return to pre-pandemic operations and increase facility offerings.

The PATCH



continue to use open field for overflow/ community garden parking

relocate community garden

move soil storage to open up available space in patch 2

explore property easements for continued public use

reduce sizes of eastern patches to pull uses off of private property

explore creating a connection to the public sidewalks to connect north end

new shed location

continue to use open field for overflow/ community garden parking

create an ada parking space and path to the pavillion

expand existing gravel cell porous pavement

shaded areas = private property



Section 5 – Housing

Goals, Objectives, and Strategies

- **Goal 1 – Preserve and Create Dedicated Low Income Affordable and Workforce Housing Units Within the CRA.**

- Objective 1.1 – Identify Incentive-Based Policies or Programs to Increase the Housing Supply

- Potential Strategies

- ◆ Provide density bonuses for qualifying developments.
- ◆ Permit reduced parking requirements for qualifying developments.
- ◆ Expedite permitting for qualifying developments.
- ◆ Reduce development fees for qualifying developments.
- ◆ Establish inclusionary zoning in single family districts to permit missing middle housing types.

Population & Housing

Site	Total Population	Total Households	Total Housing Units	Vacant Housing Units	Median Home Value	Median Household Income	Households Below the Poverty Level
Broward County	1,898,419	736,102	855,444	119,342	\$322,036	\$60,687	88,575
Dania Beach CRA	9,531	3,799	4,602	803	\$277,273	\$36,010	825
Dania Beach City Limits	32,037	13,681	16,428	2,747	\$301,824	\$51,425	1,970

Housing Units by Type (2015-2019 5-Year Estimates)

Site	Single Family (1 att./ detach.)	Multi-Family (2 or more)	SF/MF (%)	Mobile Home	Other	Total	Margin of Error (+/-)
Broward County	405,042	393,745	49.2% - SF 47.8% - MF	24,166	546	823,499	463
Dania Beach	6,000	7,257	38.5% - SF 46.5% - MF	2,278	-	15,581	661

Section 5 – Housing

Goals, Objectives, and Strategies

- Objective 1.2 – Identify Revenue-Generating Policies to Increase Available Funding
 - Potential Strategies
 - ◆ Establish dedicated revenue sources, such as a local housing trust fund, to provide a stable and predictable source of funding for affordable housing development.
 - ◆ Implement linkage fees or affordable housing impact fees on new development, with the funds used to support the development of affordable housing.
 - ◆ Work with local employers to establish employer-assisted housing programs, which provide financial assistance to employees to help them afford housing.
 - ◆ Prioritize the allocation of affordable housing funding and other resources to projects that maximize the number of units and provide long-term affordability.

Section 5 – Housing

Goals, Objectives, and Strategies

- Objective 1.3 – Subsidy to Support Low Income Affordable and Workforce Affordable Housing
 - Potential Strategies
 - ◆ Fund stabilization and rehabilitation grants.
 - ◆ Fund and partner with below market financing of low-income affordable and affordable workforce housing.
 - ◆ Utilize Federal, State, and County housing programs.
 - ◆ Consider utility connection and impact fee waivers.
- Objective 1.4 – Facilitating Acquisition or Identification of Land for Low Income Affordable and Workforce Affordable Housing
 - Potential Strategies
 - ◆ Use publicly owned property for housing.
 - ◆ Increase property acquisition funds.
 - ◆ Seek joint development with agency partners through public-private partnerships.

Section 6 – Arts, Entertainment & Innovation Goals, Objectives, and Strategies

- **Goal 1 - Create a Unique Artistic Atmosphere that Celebrates Dania Beach's Cultural and Historic Legacy.**
 - Objective 1.1 - Create an Arts, Entertainment, & Innovation District with a critical mass of cultural and artistic activity.
 - Potential Strategies
 - ◆ Generally designate the areas along Federal Highway from Old Griffin Road to SE 5th Street as an identified district.
 - ◆ Engage the public, local artists, and stakeholders on naming, branding, and marketing concepts for the identified district.
 - ◆ Engage local creative industry businesses in regular communications to identify critical needs and activities within the CRA.
 - ◆ Promote the district through branded marketing to attract private artists and businesses through an understanding of their offerings, interests, and needs.

Section 6 – Arts, Entertainment, & Innovation

Goals, Objectives, and Strategies

- Objective 1.2 - Leverage partnerships with local artists, organizations, businesses, agencies, and residents to enhance the public realm with public art displays.
 - Potential Strategies
 - ◆ Identify public realm locations (both public and/or private lands and buildings) for public art installations within the CRA.
 - ◆ Develop a program to issue and pay artists for professional works, issue requests, evaluate proposals, and provide approval for public art (e.g., wall murals, street art exhibits, rotating sculptural installations, etc.) within the CRA.
 - ◆ Identify development incentives (e.g., increased density, building heights, parking reductions, etc.) to promote public art installations within future private development approval projects.
 - ◆ Evaluate, fund, and install appropriate Complete Street design options for portions of the NW and SW 1st Avenue street corridor that provides for placemaking, secondary building entrance redevelopment, and pedestrian safety.
 - ◆ Partner with FDOT to identify public realm enhancement opportunities for the Federal Highway corridor.

Possible E. Federal Hwy Enhancement



Possible E. Federal Hwy Enhancement



Section 6 – Arts, Entertainment, & Innovation

Goals, Objectives, and Strategies

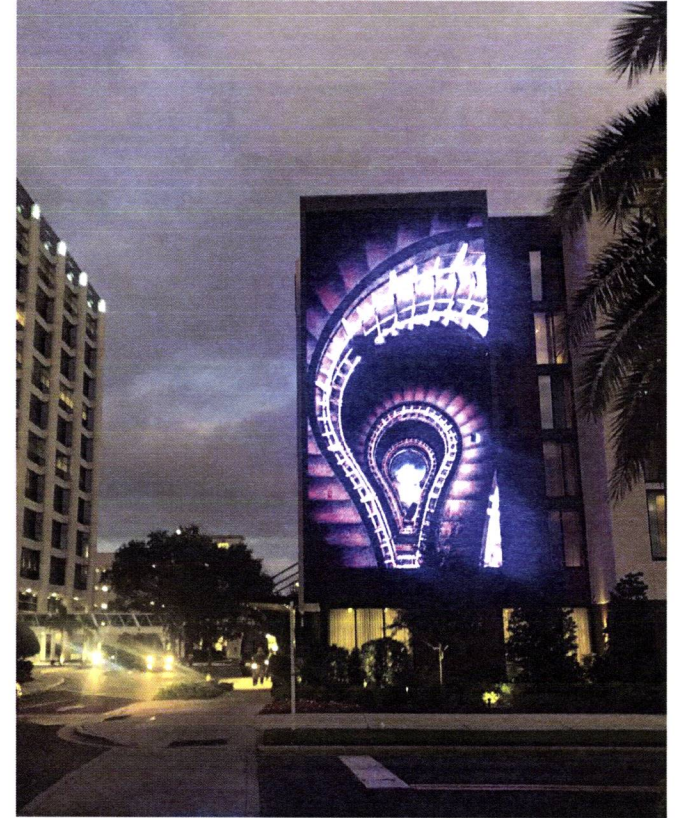
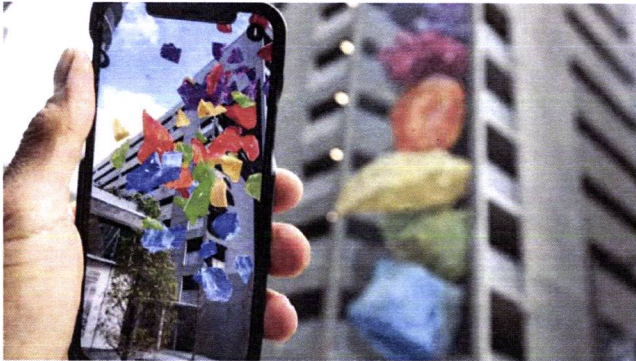
- **Goal 2 - Foster a Thriving Economy of Artists and Creative Businesses.**
 - Objective 2.1 - Opportunities for commerce
 - Potential Strategies
 - ◆ Attract local, regional, and long-distance travelers to Dania Beach CRA through branded marketing campaigns with Fort Lauderdale Airport and Port Everglades travel industries.
 - ◆ Engage local hospitality and tourism businesses in regular communications to identify critical needs and activities within the CRA.

Section 6 – Arts, Entertainment, & Innovation

Goals, Objectives, and Strategies

- **Goal 3 - Encourage the Involvement of the Arts Community in Civic Projects and Programming.**
 - Objective 3.1 – Identify public art funding and requirements
 - Potential Strategies
 - ◆ Consider a percentage of future City of Dania Beach Capital Improvement Project (CIP) funding towards the inclusion of public art enhancements within the CRA project. If the project does not lend itself to a direct public art installation, then collect the appropriated funds for other standalone public art installations within the CRA.
 - ◆ Consider a public art installation requirement within the land development regulations for future private developments of appropriate magnitude to provide integrated public art. Identify acceptable public viewable or reachable alternatives (e.g., sculptural courts, wall murals, integral building treatments, etc.) to increase public art installations within the Dania Beach CRA.
 - ◆ Utilize the Public Arts Board to provide input to department staff and elected officials in approving public art installations.

Possible Public Art Enhancements



Section 7 – Economic Development

Goals, Objectives, and Strategies

- **Goal 1 – Support and Increase a Thriving Business Economy.**

- Objective 1.1 – Expand opportunities for non-residential commerce

- Potential Strategies

- ◆ Engage local commercial, industrial, and office business owners in regular communications to identify critical needs and activities within the CRA.
- ◆ Conduct local business owner surveys to introduce CRA programs, create focus groups, and engrain business leadership within a broader Dania Beach business community.
- ◆ Maintain an active digital inventory of vacant properties and contacts to identify relocation opportunities.
- ◆ Offer business assistance through current market knowledge, networking, improvement grants, and business skills development.
- ◆ Leverage municipal resources to support and grow local businesses.
- ◆ Inspire local entrepreneurs to dream and implement.
- ◆ Use placemaking demonstrations to implement permanent ideas.

Section 8 – Targeted Industries

Goals, Objectives, and Strategies

- **Goal 1 – Support Local Business Retention and Targeted Industry Attraction.**

- Objective 1.1 – Engage local targeted industry business owners in regular communications to identify critical locational issues

- Potential Strategies

- ◆ Conduct regular local business owner surveys to identify key business retention and expansion issues.
- ◆ Maintain an active digital inventory of vacant properties and contacts to identify relocation opportunities.
- ◆ Participate in regional industry organizations that promote community attributes, reinforce existing and attract new businesses.



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Plan Update

Dania Beach CRA

Thank You!

Neale Stralow – VHB Project Manager

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