



## City of Oakland Park Broward County, Florida



## *Summary of Critical Issues*

### 1. Department of Commerce Grant Funding

Effect economic growth by securing a commuter train station stop. Utilize funding to build a train station and parking structure.

### 2. Train Station

- Support for Oakland Park to be designated as a future commuter train stop.
- Better cooperation between railroads and municipalities.
- More responsiveness on issues impacting localities.
- Better oversight on safety and other regulations that impact communities.

### 3. Post Office Property on Main Street

The City is interested in the development of this prime real estate while working with the Post Office to maintain a modernized presence downtown.



## *Our NICHE*

- Downtown Culinary Arts District
- Affordable residential and commercial spaces available
- Established customer base in area
- Young and diverse population
- Access to major transportation modes
- Minutes away from ocean and in a major metropolitan area



# Our BUZZ

Music on Main (Monthly)



Art Park Cultural Events



Oktoberfest (Annually)



Culinary Classes



Culinary Arts Shows (Monthly)



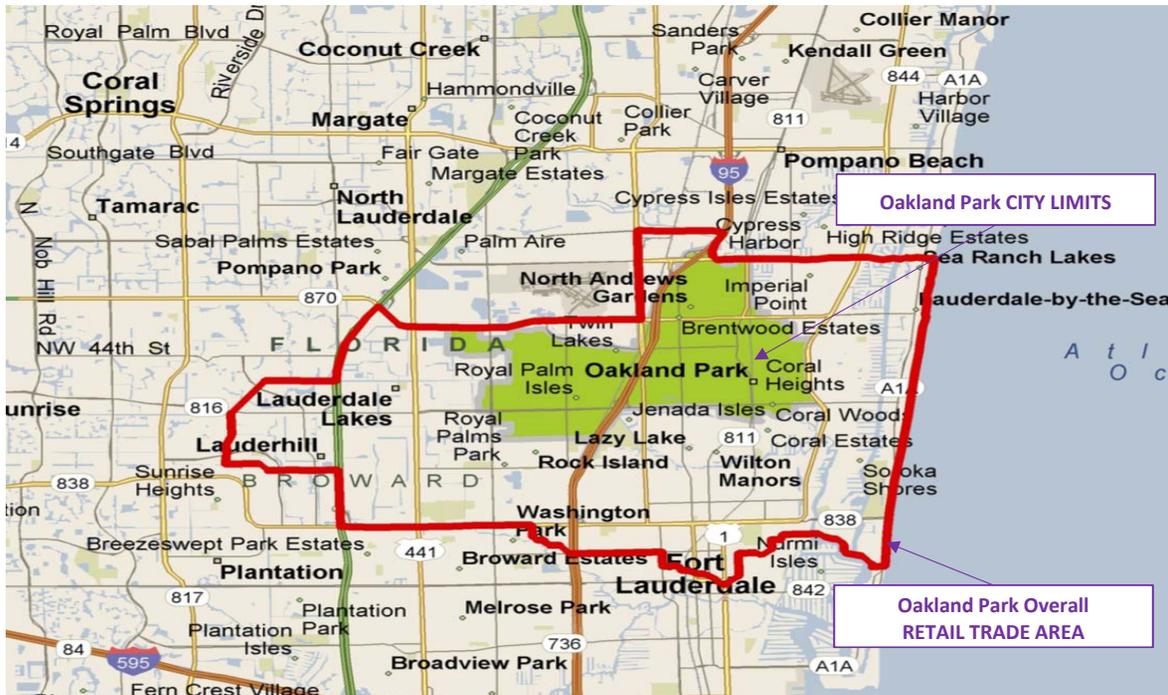
Funky Buddha Craft Brewery Tours



Over 100 Events & Activities Annually



# Our DEMOGRAPHICS



Oakland Park City Limits vs. Retail Trade Area (RTA) Comparison

*Consumers of Oakland Park:*

**43,800**

Residents

Live in Oakland Park

**208,023**

Consumers

Shop in Oakland Park

**\$2 BILLION**

Retail Leakage

(Estimated Annual Dollars in Non-Captured Retail Sales)

*Who We Are:*

- A Diverse City
- A Young City
- An Affordable City

## *Our EFFORTS*

**The City has made great strides during the economic downturn to be poised for smart growth:**

- \$142 Million Investment in Infrastructure
- Identifying the Retail Gaps and Target Market
- Branding the Downtown
- Understanding the Importance of Multimodal Mobility (Walk/Ride/Bike)
- Planning Future Growth



# Our PRESENT



## Landmark Projects

## Cultural Grant Elements

**Summer 2016**

Archway  
Completion

**Fall 2016**

Jaco Fountain  
Plaza Completion

**Early 2017**

Main Street  
Sound System  
Installed

**Late 2017**

Roundabout  
Fountain  
Completed



# Our FUTURE



**2017 - 2025**

**THE GOAL:**  
Thriving  
Downtown  
Culinary Arts  
District

Investors begin  
construction on quality  
residential mixed-use  
developments

Development  
begins on  
Parking  
Garage with  
Retail Space

Construction begins on  
Downtown  
Train Station



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# *Our CHALLENGES*



## *Our NEEDS*

### Funding Assistance

The City has been actively seeking funding opportunities and needs assistance with securing the following grant funding:

**1. Public Works and Economic Adjustment Assistance programs.**

Funding request is submitted to the U.S. Economic Development Administration Department of Commerce.

**Potential projects to promote economic growth and job creation may include:**

- **Downtown Infrastructure Improvements**
- **Downtown Parking Facility**
- **Mixed use development combining residential, commercial, retail, office, and community facilities.**



**2. Land and Water Conservation Fund (LWCF)**

Funding comes from National Park Service and is provided to the States to distribute through grant to local governments.

Florida is anticipated to have over \$3,000,000 in LWCF funding in 2016.

**Continued funding of the program by Congress is essential.**

**Projects Include: Royal Palm Natural Area \$200,000 Grant**

**3. Recreational Trails Program (RTP)**

Funding is appropriated by Congress and provide to the States to distribute through grants to local governments

Oakland Park was awarded a \$200,000 grant for Royal Palm Natural Area in 2015. Oakland Park plans on apply for another RTP grant in 2016.

**Continued funding for the program by Congress is essential**

**Projects Include: Royal Palm Natural Area-Phase II \$200,000 Grant (to be submitted in 2016)**



#### **4. Farmers Market Promotion Grant (FMPG)**

Funding is appropriated by Congress to the USDA and distribute through Grants to local governments.

The City applied for \$100,000 grant for downtown farmers market improvements but was not selected for funding. The City plans to reapply for funding under the program in May 2016 for market space, loading bays, storage, retail produce and specialty market, restaurant stalls, culinary kitchen areas for teaching/learning.

**Projects Include: Oakland Park Farmers Market \$100,000 (to be submitted in May 2016)**

#### **5. Agriculture/Education Facility Promotion Grant Program (AFPGP)**

Funding is requested as part of the Department of Agriculture appropriations request: *Agriculture & Natural Resources Appropriations Subcommittee (Florida House) and Committee on Agriculture (Florida Senate)*.

**Projects Include: Oakland Park Agriculture and Culinary Institute \$800,000 Grant**



**6. Outdoor Recreation Legacy Partnership Program (ORLPP)**

Funding is appropriated by Congress to the Department of Interior and distributed through Grants to local governments.

Funding is for recreational projects in urban areas and that will enhance opportunities for underserved populations. The City will be providing 100% matching funds.

**Projects Include: Jaco Pastorious Park/Downtown Connector and Main Street Cultural Facility \$750,000 (May 2016)**

**7. Assistance to Firefighters Grant (AFG)**

Funding comes from FEMA and is provided through grants to local governments.

City's grant request is for Self Contained Breathing Apparatus (SCBA) and associated support equipment. City's grant request includes funding for personal protective equipment for first responders

**Projects Include: Firefighter Safety Improvements \$462,416 Grant**



## **8. Transportation Investment Generating Economic Recovery (TIGER) 2016 Grant**

TIGER funding is provided in the Consolidated Appropriations Act, 2016, signed by President Obama on December 18, 2015.

The City partnered with the Broward Metropolitan Planning Organization and other Broward Cities to submit an application to leverage existing local funds to construct bicycle and pedestrian facilities which provide transportation connections and promote safety throughout the Broward Region.

The project will improve Powerline Road from Oakland Park Blvd to Commercial Blvd within the City of Oakland Park. Although this is a State Road, the City is being asked to commit matching funding of up to \$660,517 towards construction of this project.

**Project Include: Powerline Road Lane Improvements \$1,321,034 (to be submitted before April 29, 2016)**



## *Our NEEDS*

### Future Development



- Train Station
  - Support for Oakland Park to be designated as a future commuter train stop.
- Post Office Property on Main Street
  - The mail facility and surrounding parking areas owned by the Post Office cover over one block of our developing downtown. For the past few years, the City has needed to lease a section of their parking to accommodate the needs of our downtown businesses.
  - The City is interested in the development of this prime real estate while working with the Post Office to maintain a modernized presence downtown.

# *Our NEEDS*

## Coordination with Key Partners

- FEC/All Aboard Florida
  - Lease Conditions:
    - Remove Annual leasing cost increases.
    - Provide Enhanced maintenance of track and surrounding landscaping.
    - Incorporate Lease dispute resolution.
    - Ensure Agreement of track maintenance schedule and revisions.
  - Costs Under Discussion:
    - Maintenance cost of \$100K+ for the Floranada existing grade crossing.
    - Reimbursements and repairs of City infrastructure due to additional track construction.



For additional information on our City visit our website at  
[www.oaklandparkfl.gov](http://www.oaklandparkfl.gov)



To view a video of "Our Story" please visit [www.oaklandparkfl.gov/mediacenter.aspx?VID=9](http://www.oaklandparkfl.gov/mediacenter.aspx?VID=9)