



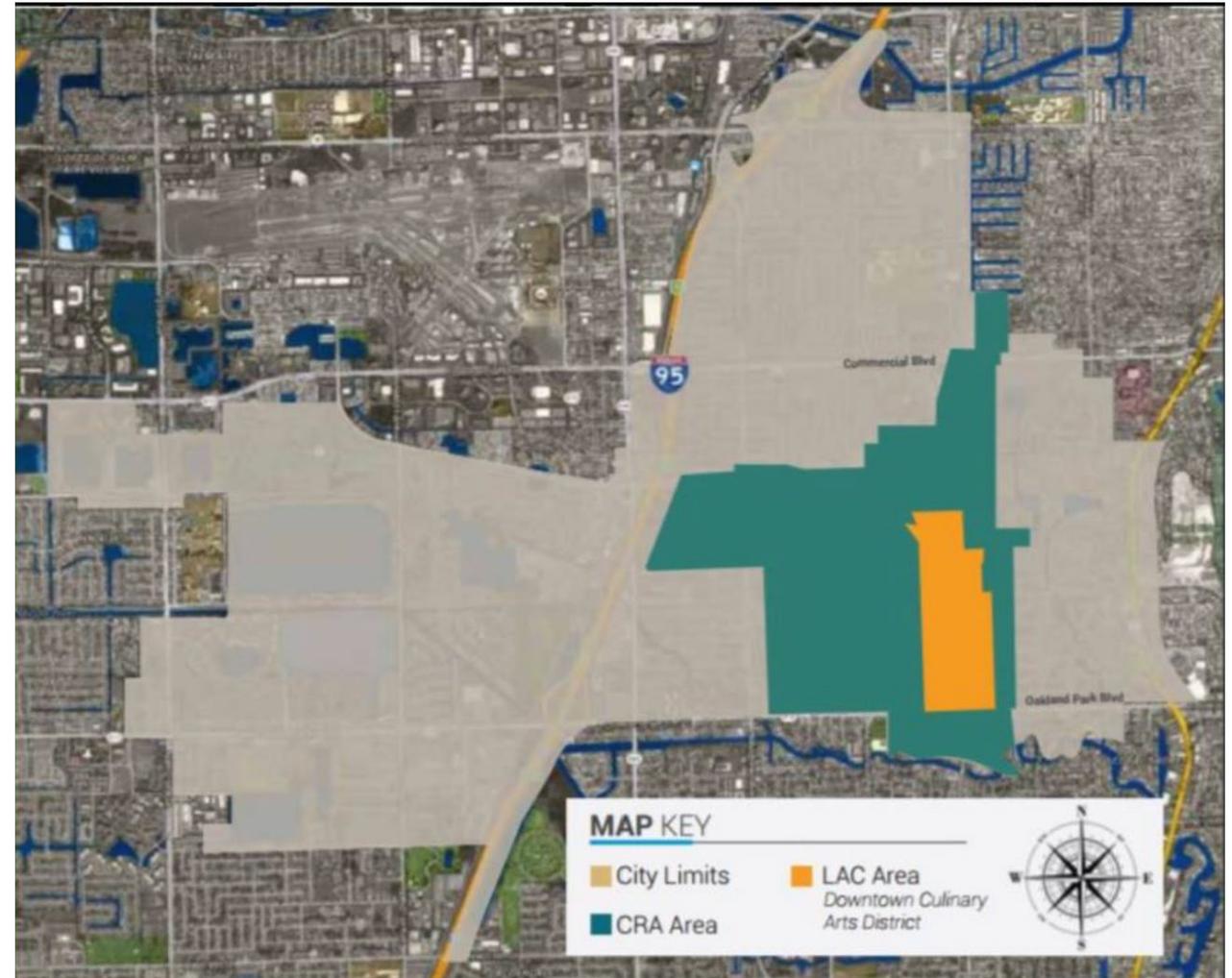
City Owned Property in the Downtown

*City Commission
September 16, 2020*

Economic Development & OPCRA

*“The Oakland Park
Community
Redevelopment Agency
was created to encourage
reinvestment in the area
through catalytic
projects”*

2005 CRA Plan



CRA Strategic Plan Goals

Redevelopment of
the Downtown

Connections to
Downtown

Strengthen
Neighborhoods

Increasing &
Replenishing
Green Space

Increase
Availability of
Well-Planned
Housing

OPCRA – Implementing the Goals



Start where there is
already momentum



Be tactical and
Strategic



Be
Focused



Make the distinction between
“growth” and “investment”

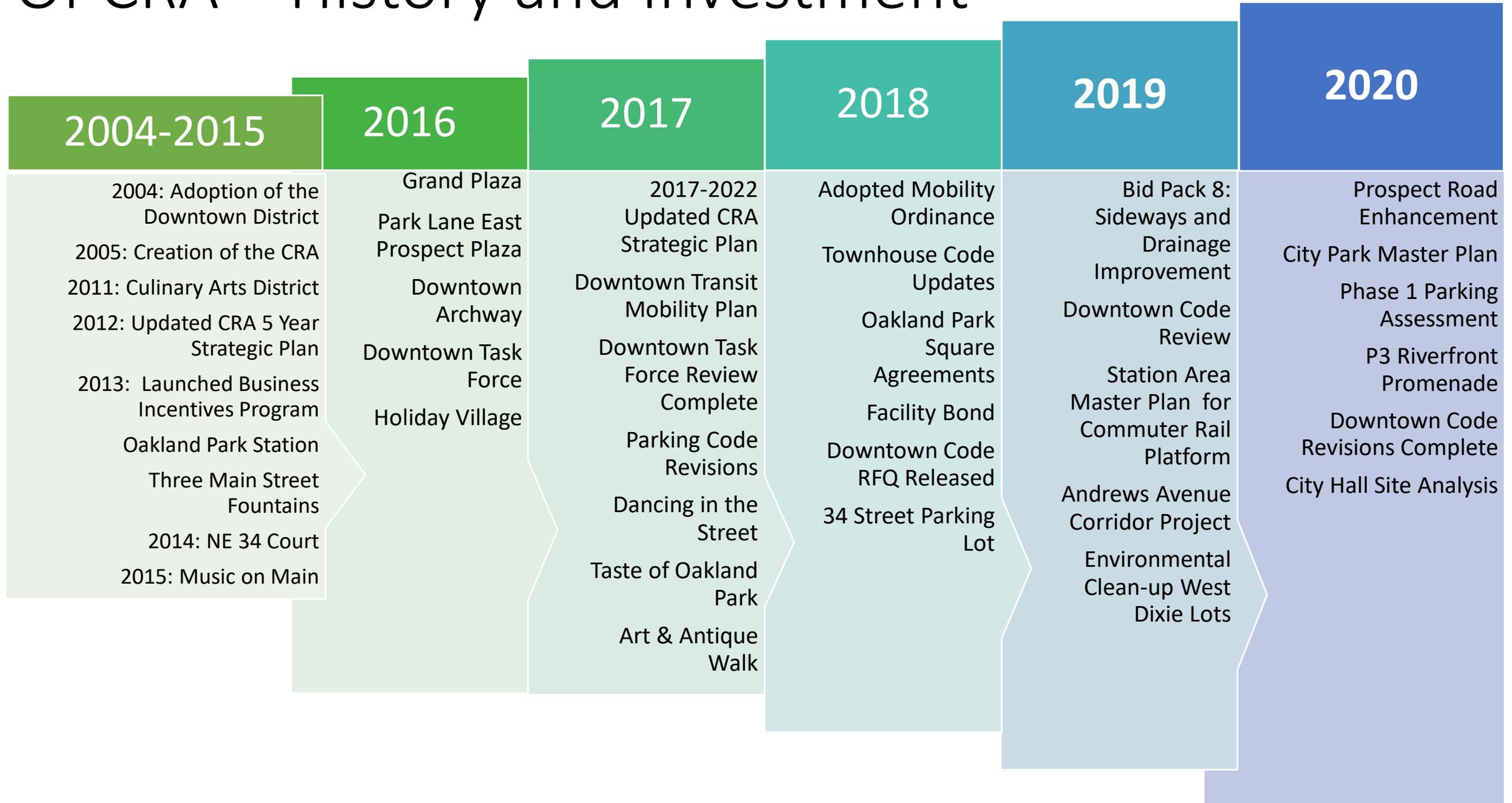


Find the right
partners for
specific goals



Communicate
and coordinate

OPCRA – History and Investment



Implementing the Redevelopment Strategy

- Develop Vacant City Owned Lots
- Catalyst Project
- City Driven Process

First New Construction in Decades



City Goals For City Owned Property

- ✓ **Highest and best use of City Property**
- ✓ **Mixed-use development**
- ✓ **Generation of new taxable value**
- ✓ **Increase property values**
- ✓ **Enable the development of residential to support businesses**
- ✓ **Open other opportunities for potential development**
- ✓ **Conversion of CRA loans to grants**
- ✓ **Creation of Jobs**



City Owned Property Development

Potential Acquisition



Parks Along Park Lane (38 Street)

PARK LANE





Incorporating OP3D Principles & Guidelines

Next Steps: Zyscovich City Owned Property Development

- Data Collection
- Site Analysis
- Public Outreach & Input
- Development Scenarios
- Massing Study
- Conceptual Renderings



Next Steps: City City Owned Property Development

- Market Analysis and Economic Feasibility Study
- Request for Qualifications Development & Marketing
- Request for Qualifications Issuance & Evaluation
- Qualified Firm Selected



