

# DOWNTOWN PLANNING

**COMMUNITY MEETING**  
**March 31, 2021**



# Background

## **January 2018**

City released Request for Qualifications for Downtown Urban Design and Planning Services

- ✓ Task 1 - Updating the Downtown Design Guidelines
- ✓ Task 2 - Downtown Zoning and Land Use updates
- ☐ Task 3 - Analysis of the City Hall site

## **November 2018**

Award of Contract to Zyscovich Architects for Task 1 and 2

## **August 2020**

Award of Contract to Zyscovich Architects for Task 3

## **September 2020**

- Presentation to City Commission
- Contract Approval for surveying & environmental assessment

Up to **7**  
Potential  
Acres

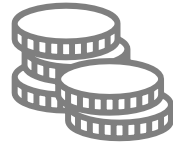


# Characteristics of Successful Downtowns



International  
Downtown Association

ECONOMY



INCLUSION



VIBRANCY



IDENTITY



RESILIENCE



# Creating Downtown Oakland Park



**POSSIBILITIES**



**POLICY**



**PLAN**



**PRACTICE**

# Establishing the Policy

2001

Began Process to Create a CRA

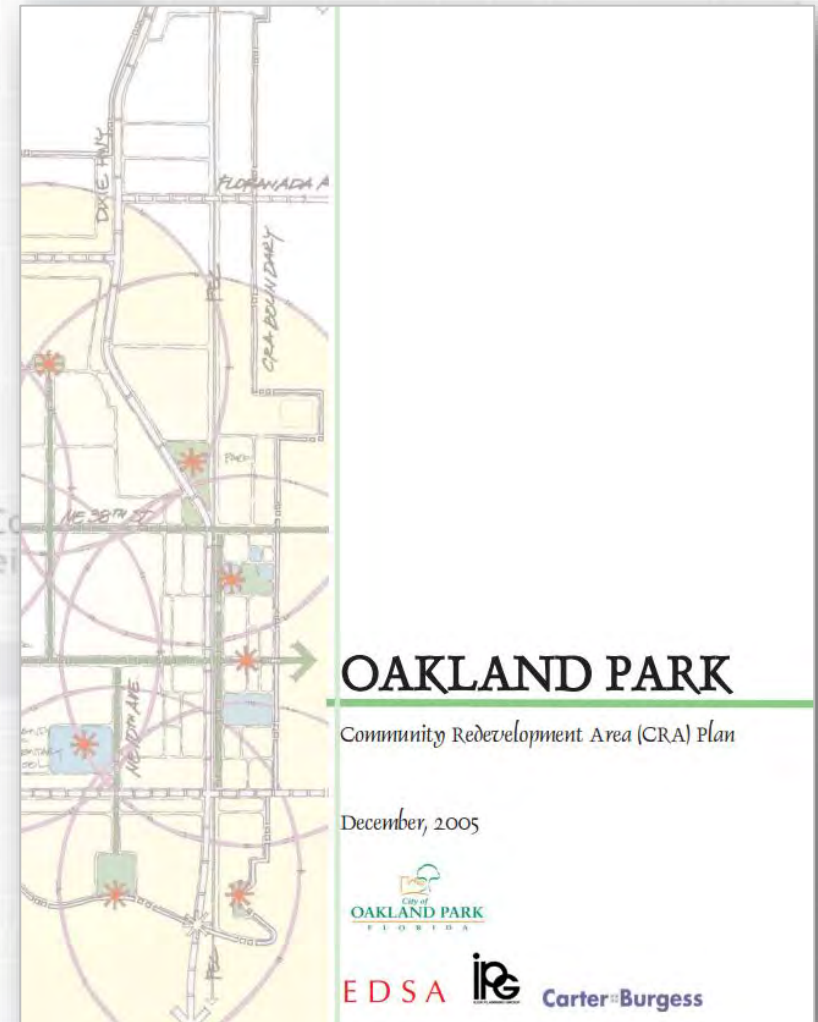
2004

Created Downtown Mixed-Use District

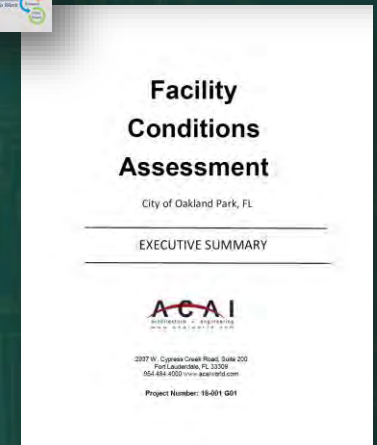
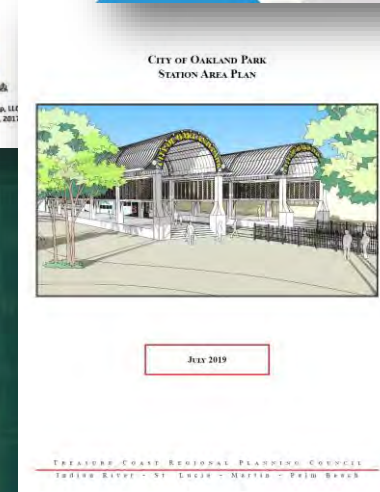
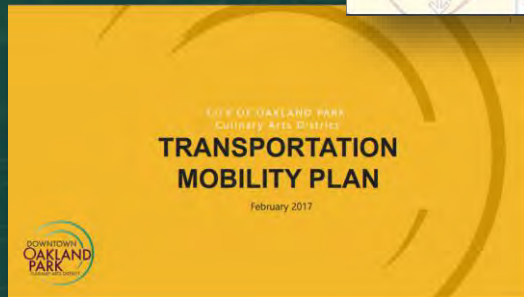
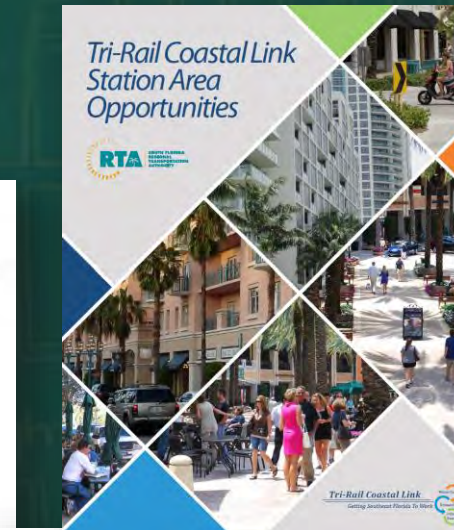
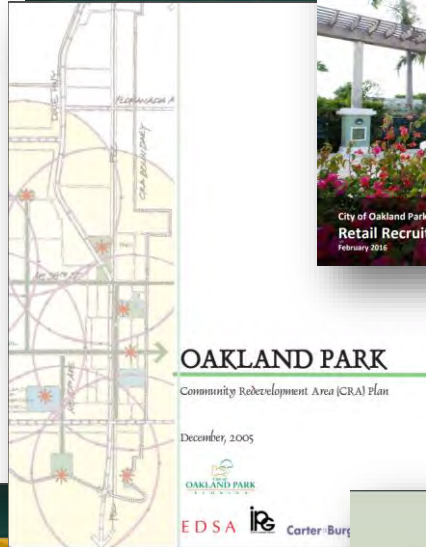
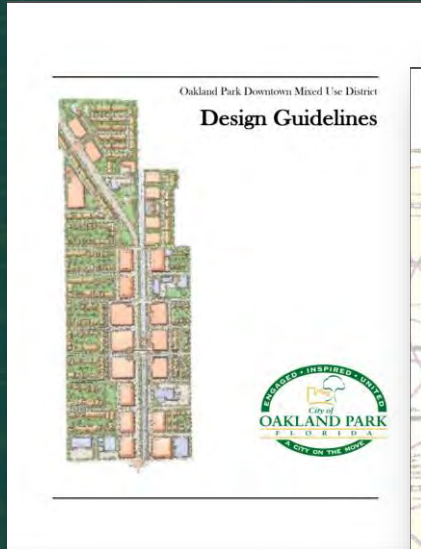
2005

Established and Adopted CRA Plan

Oakland Park



# 20 Years of Plans



# Putting the Plans into Practice



Community Meeting  
March 31, 2021

# City Owned Downtown Property

- 💡 Possibilities
- 📅 Policy
- 🕒 Plan
- 🏷️ Practice





# City Commission Priorities for the Downtown

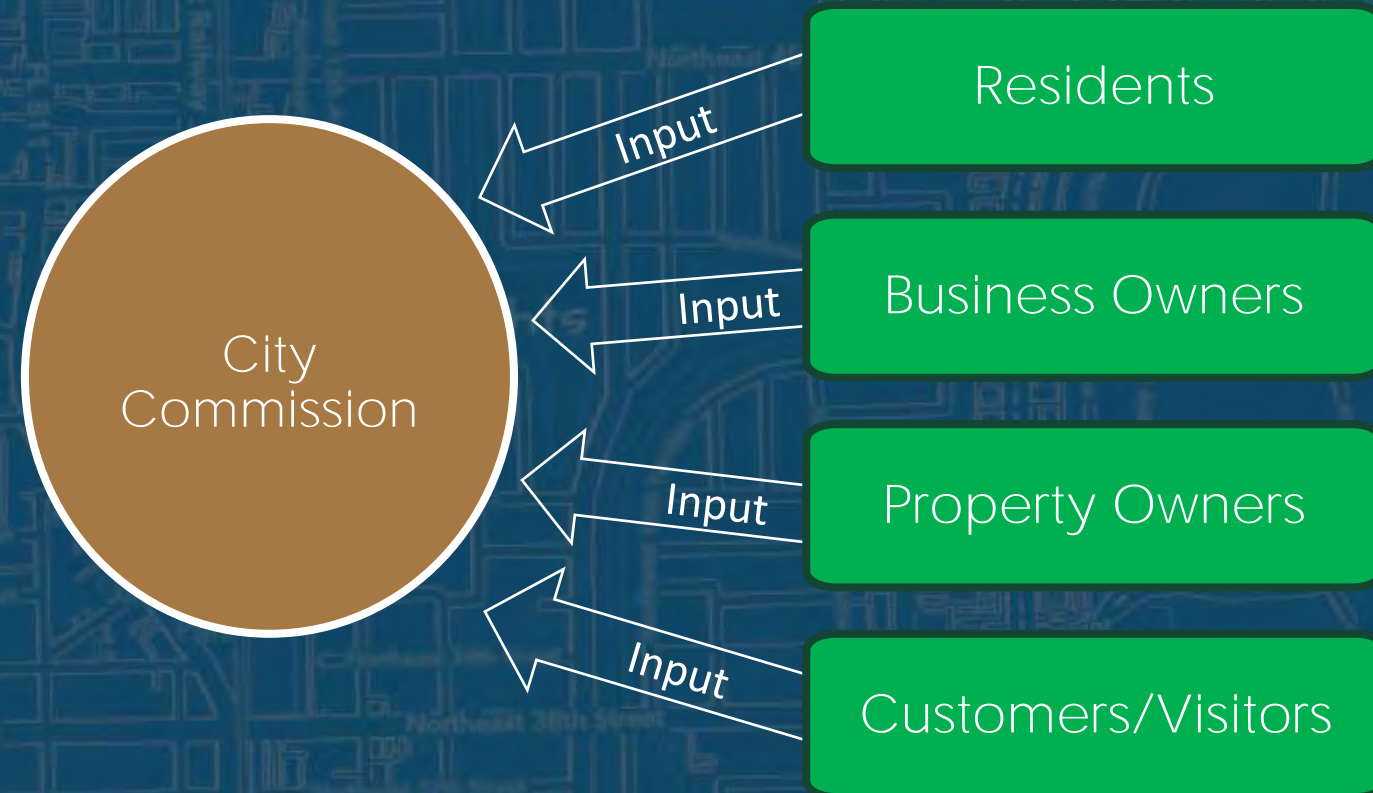


City  
Commission

- ✓ Protect Neighborhood Quality of Life
- ✓ Expansion of Green Space and Amenities
- ✓ Support Sustainable Economic Development
- ✓ Realize Long-Term Economic Investment for the City
- ✓ Generation of new taxable Value
- ✓ Enable the development of Residential to Support Businesses
- ✓ Conversion of CRA loans to grant
- ✓ Creation of Jobs
- ✓ Downtown Commuter Rail
- ✓ Sustainability
- ✓ Affordable Housing
- ✓ Parking & Mobility

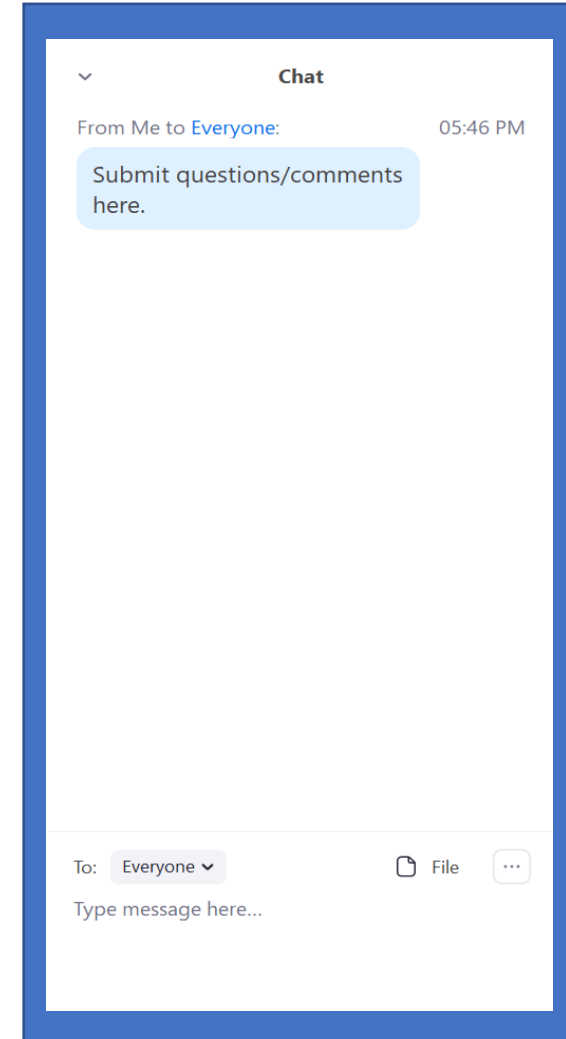
# Next Steps: Develop the Plan

- ✓ Property Surveys
- ✓ Environmental Assessment
- ➔ **Next Steps** → Community Input
  - Traffic Analysis
  - Train Stop Needs
  - Financial Review
  - Market Analysis
  - Potential Partnerships



# Rules of Engagement

- This meeting is being recorded
- The meeting will begin with a
  1. Brief Presentation
  2. SLIDO audience poll
  3. Time permitting, comments and questions thru ZOOM CHAT
- Attendees are welcome to submit questions/comments using the Zoom Chat and a member of the team will respond during the Q&A
- Questions will be responded to as time permits. Questions not answered will be posted with responses on the City's website: [www.oaklandparkfl.gov](http://www.oaklandparkfl.gov)
- If you experience technical difficulties contact Michelle Pruitt via the chat, by e-mail at [michelle@iscprgroup.com](mailto:michelle@iscprgroup.com) or by phone at 1-800-418-0524





DOWNTOWN

PLANNING

**PROGRAMMING**

**COMMUNITY MEETING**  
March 31, 2021

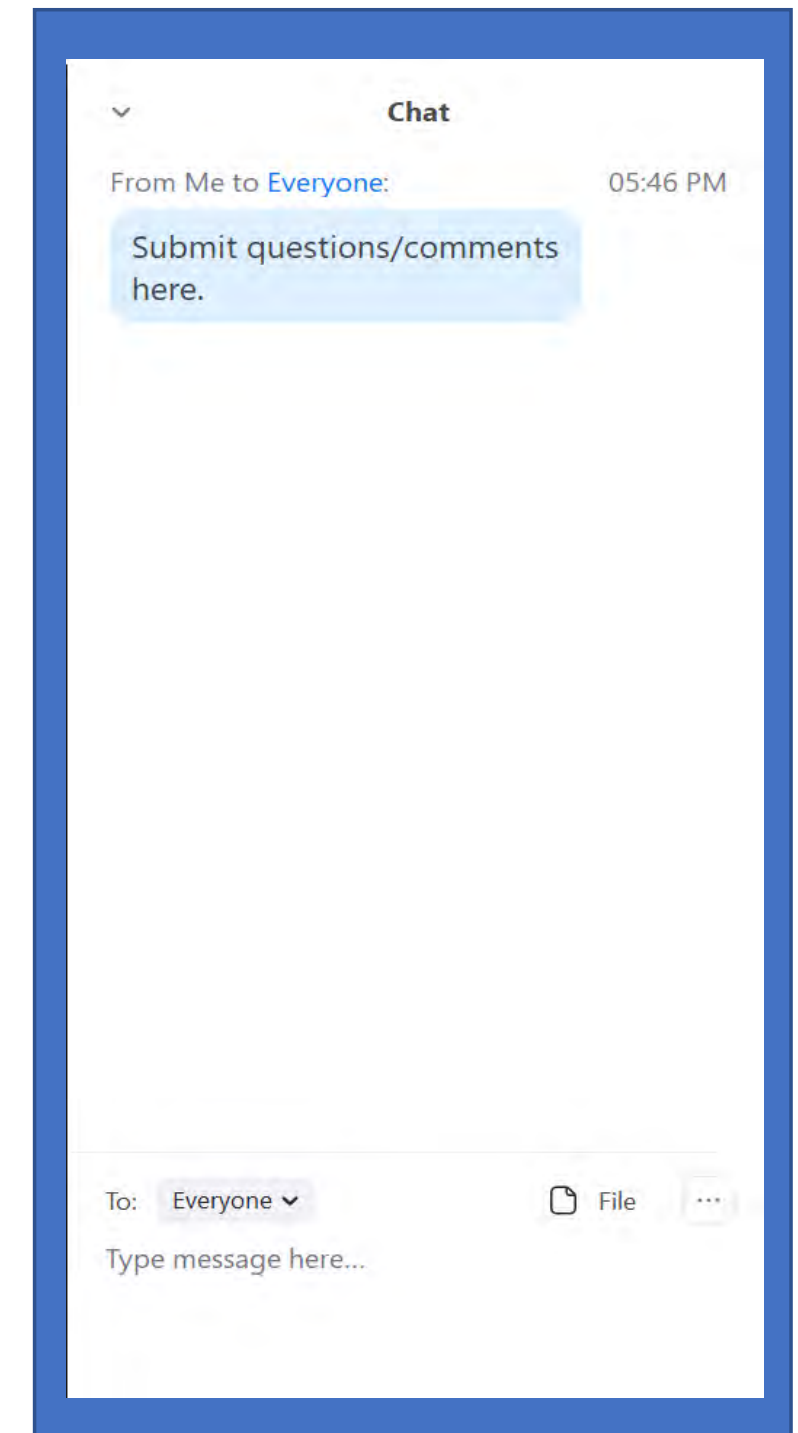


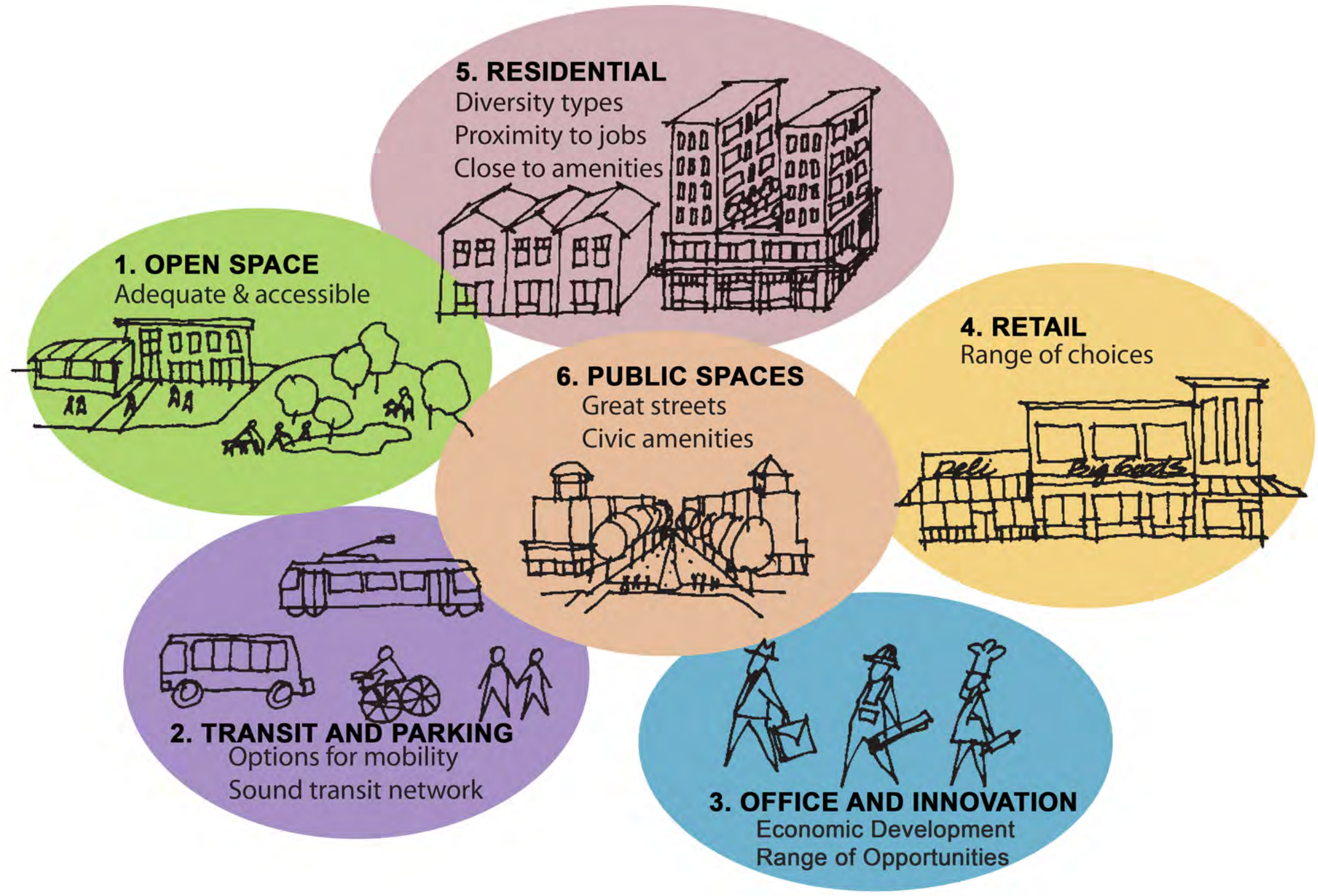
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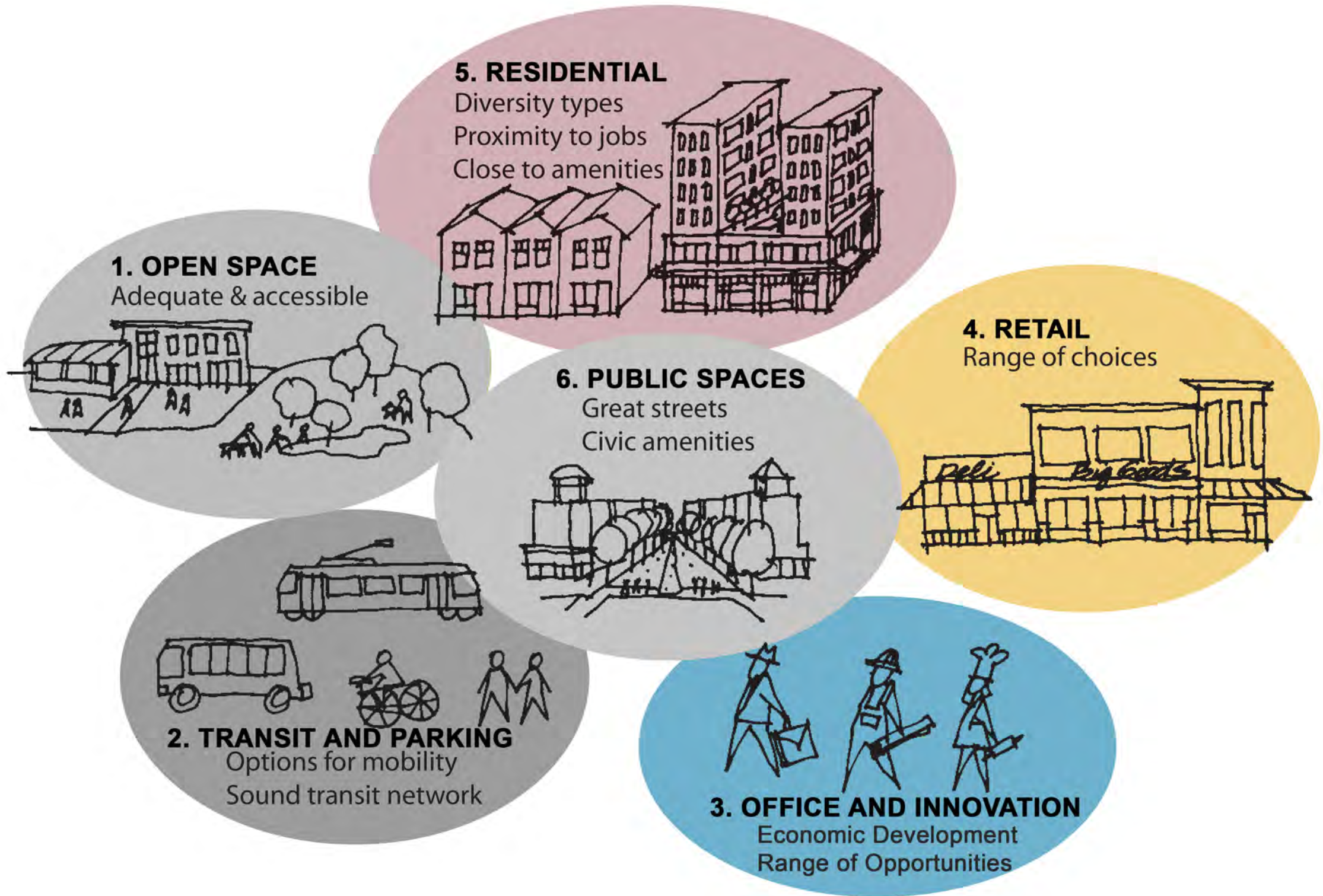
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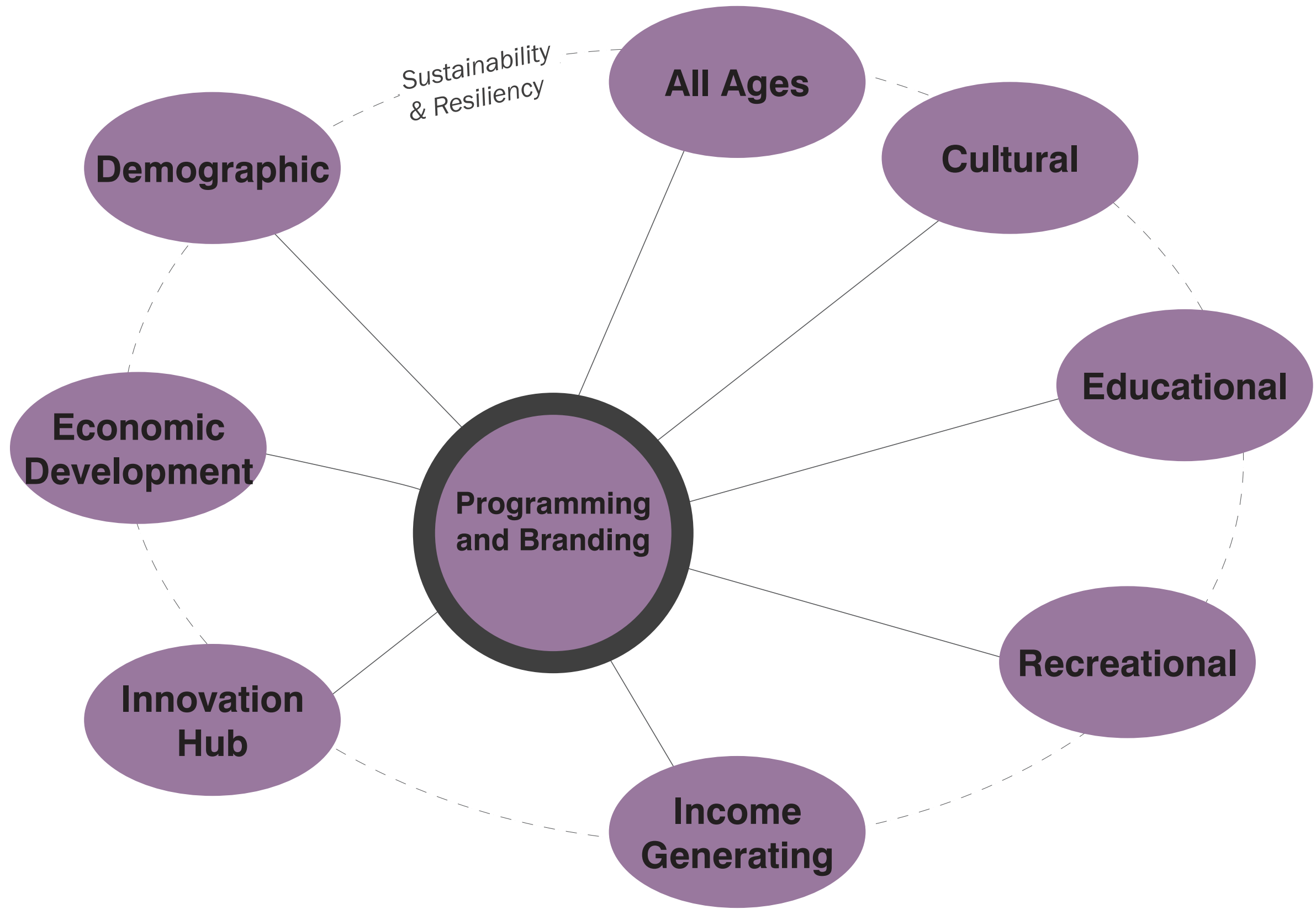


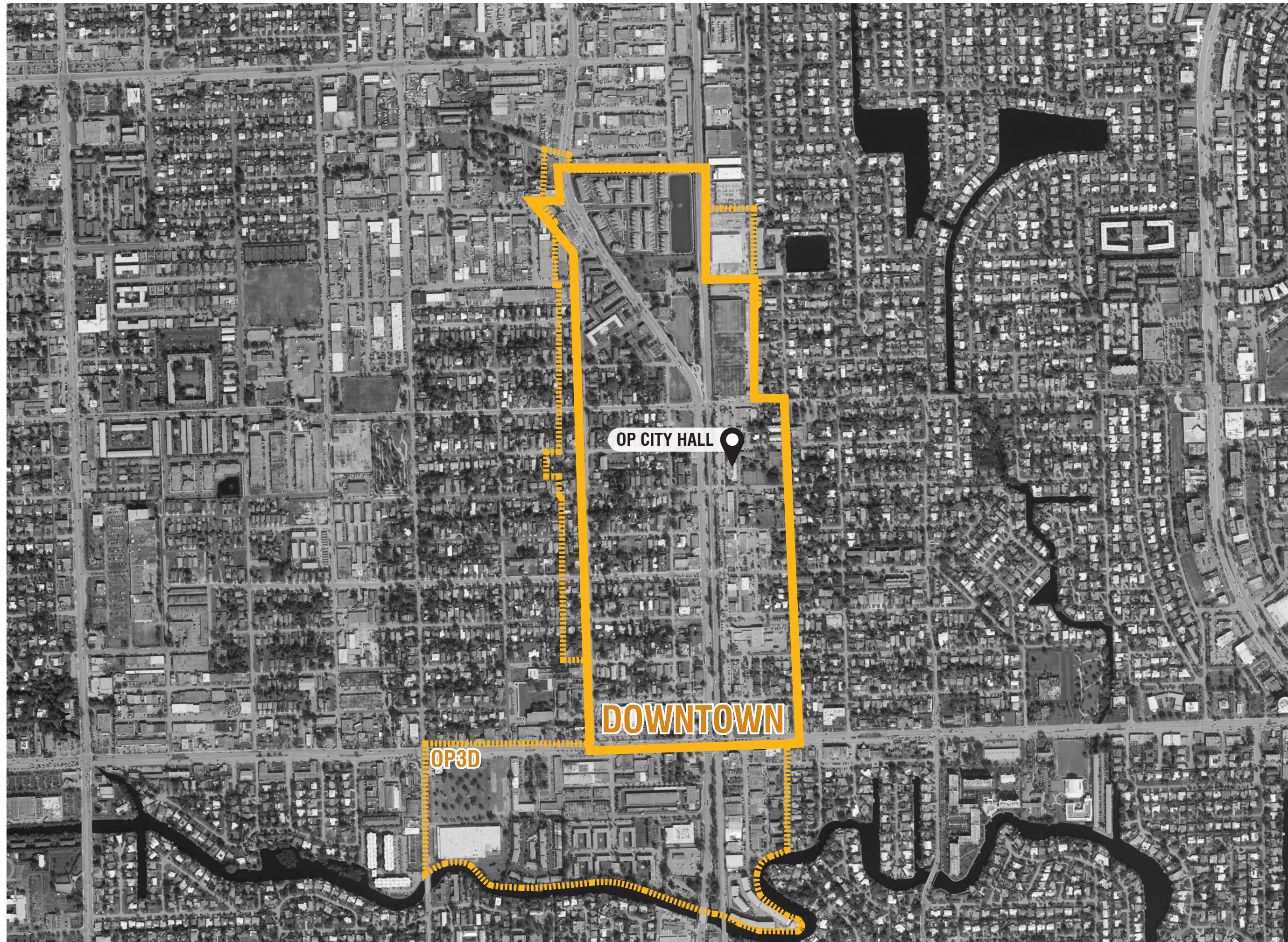


# PROGRAMMING COMPONENTS











# Downtown Oakland Park

## *Initial Market Insights*

...

## ECONOMIC/DEMOGRAPHIC HIGHLIGHTS

- City and County population/household growth forecast to be  $0.7\pm\%$  per annum and directly in line with past 10 years
  - **City to add 400 new households between 2020 and 2025**
- City's median household income (\$50,900) approximately 15% lower than County (\$58,900)
- City's housing renter/ownership ratio nearly 50-50
  - County closer to 60% owner/40% renter
- County's primary office job employment sectors (FIRE, Business Service) expected to grow 1.4% per annum next several years
  - Relatively robust compared to population growth



# HOUSING & MULTIFAMILY RENTAL HIGHLIGHTS

- City's Single family home median values increased from \$230,000 in 2016 to \$340,000 in 2020
- More than 24,000 rental units built in County since 2012 (3,000/yr.)
  - 1 affordable housing development in Oakland Park
  - 2,200 units built in the Pompano Beach/Deerfield submarket (10% capture)
- City's multifamily rental market remains relatively strong at 96±% occupancy
  - Slightly stronger than County overall
- City's effective monthly rent at \$1,183 (\$1.33/sf) and largely unchanged past 12 months
  - Notably lower than County at \$1,650 (\$1.63/sf)
- Monthly rental rates in new buildings (post 2010) within broader FTL/Oakland Park area are \$2,128 (\$2.14/sf) on average
  - Though occupancy in lower 90% range



# OFFICE MARKET HIGHLIGHTS

- City has 1.3M sf of office space
  - 1.8% of County total
- Only 80K sf total office built in City since 2000
  - County experienced 1M± sf average office built per annum during that timeframe
- City's office occupancy fairly strong at 92% compared to 86% for County
- City's office average lease rate of \$24/sf (gross) significantly lower than County (\$30/sf)
- Approximately 33% of City's office space is medical
  - County at 18%



# RETAIL MARKET HIGHLIGHTS

- City has 2.4M sf of retail space
  - 2% of County total
- 300K sf total retail built in City since 2000
  - 1.4M sf built average annually in County
- City's retail occupancy fairly strong at 97% compared to 93% for County
- City's retail average lease rate of \$26/sf (NNN) higher than that of County (\$24)



# TOD Ridership – East Coast Corridor Station Refinement (2014)

## [Oakland Park • Wilton Manors]



		Refinement Evaluation Criteria		
		Commercial Boulevard	38th Street	26th Street
Station	Typology	EC	TC	TC
	Distance to Adjacent Stations	N: 3.0; S: 1.0	N: 1.0; S: 1.0	N: 1.0; S: 1.5
Purpose and Need	Ridership Projection	913	229	164
	Transit Dependent Households (1/2 mile)	163	321	279
	Population within 1/2 mile (2035)	5,318	8,875	7,020
	Employment within 1/2 mile (2035)	5,674	4,203	3,310
	Area within 10-minute Drive-shed	46,976	40,269	35,570
	Intermodal Connectivity	BCT Rt. 50, 55; Easy Access to I-95	BCT Rt. 50; Easy access to I-95	BCT Rt. 20, 50; Easy Access to I-95

DRAFT - FOR DISCUSSION PURPOSES ONLY





## Big Picture

- Clear opportunity to absorb market rate high quality rental housing on downtown
  - Strengthened even further with a train stop
- Office/Innovation Center an opportunity but the scale and long-term health is conditioned upon train stop.
- There is ground floor dining/small retail demand which already exists and will be further generated through residential and office development. Train stop will further strengthen opportunity for retail and restaurants.
- Residential, retail and office a competitive advantage as an indication of increased train ridership.

# POLLING QUESTIONS

# DOWNTOWN PLANNING

**COMMUNITY MEETING**  
**March 31, 2021**



# DOWNTOWN PLANNING

## SITE AND BUILDING PLACEMENT

COMMUNITY MEETING  
March 31, 2021



# Rules of Engagement

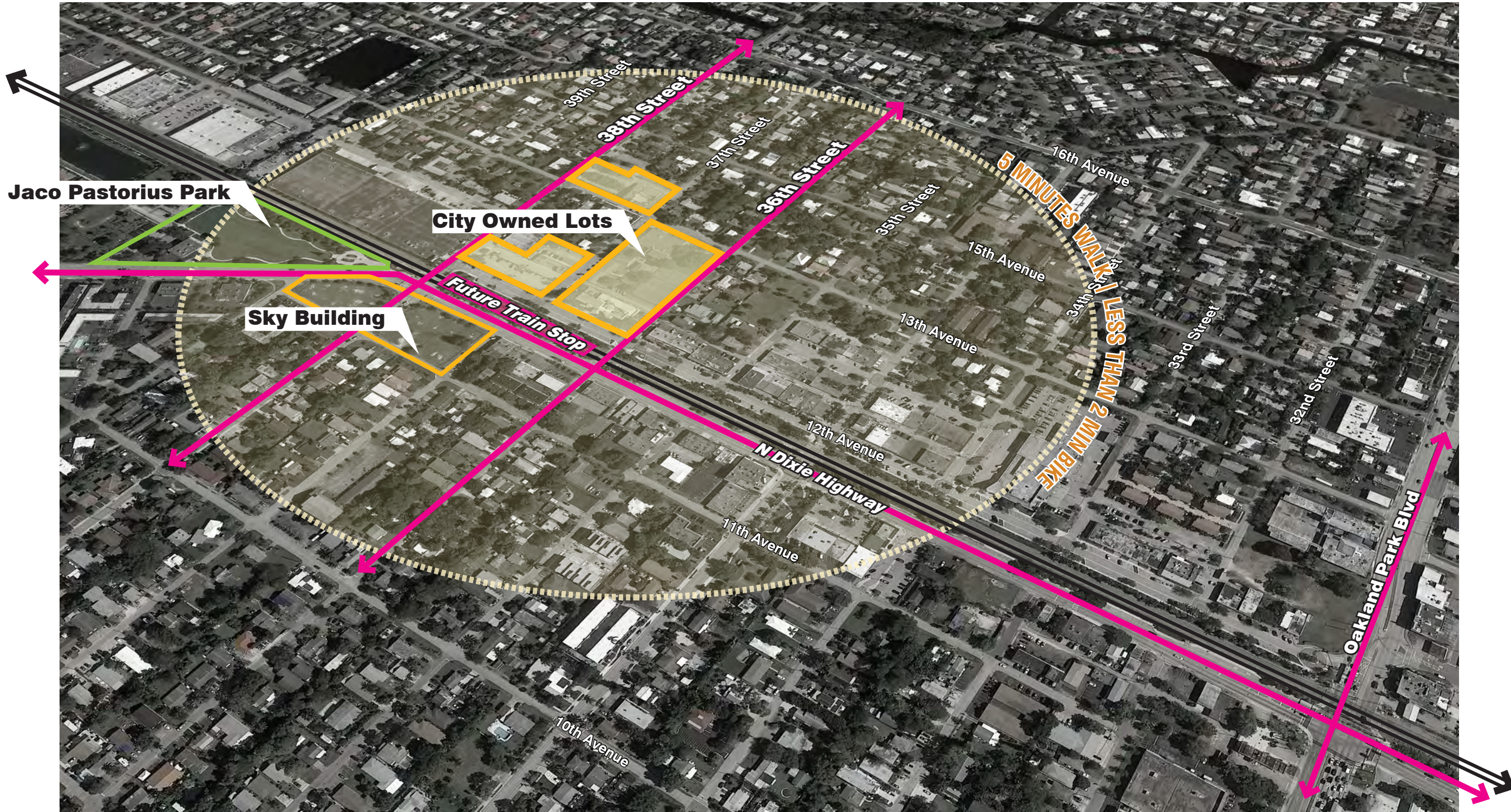
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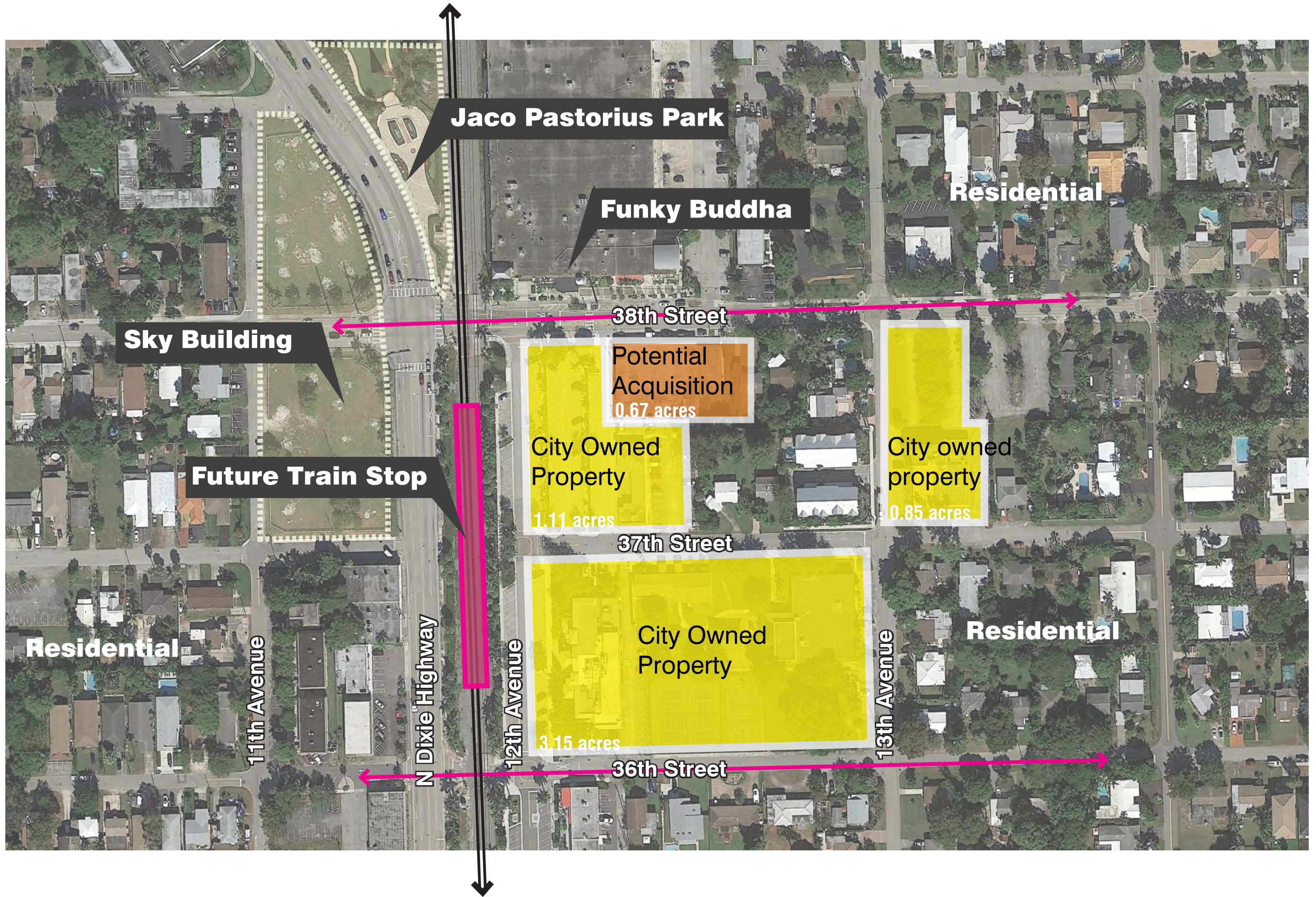
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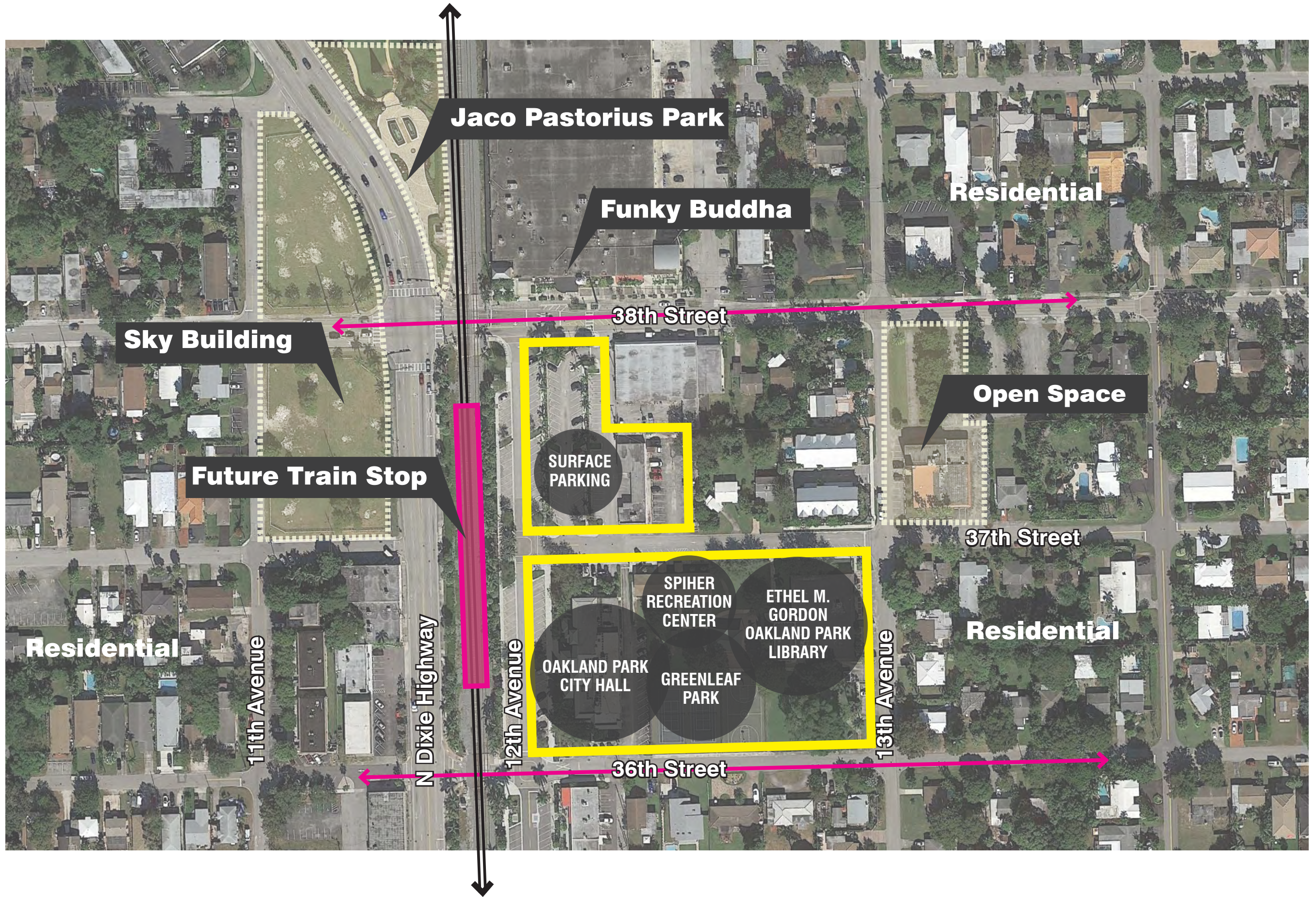
# OAKLAND PARK DOWNTOWN



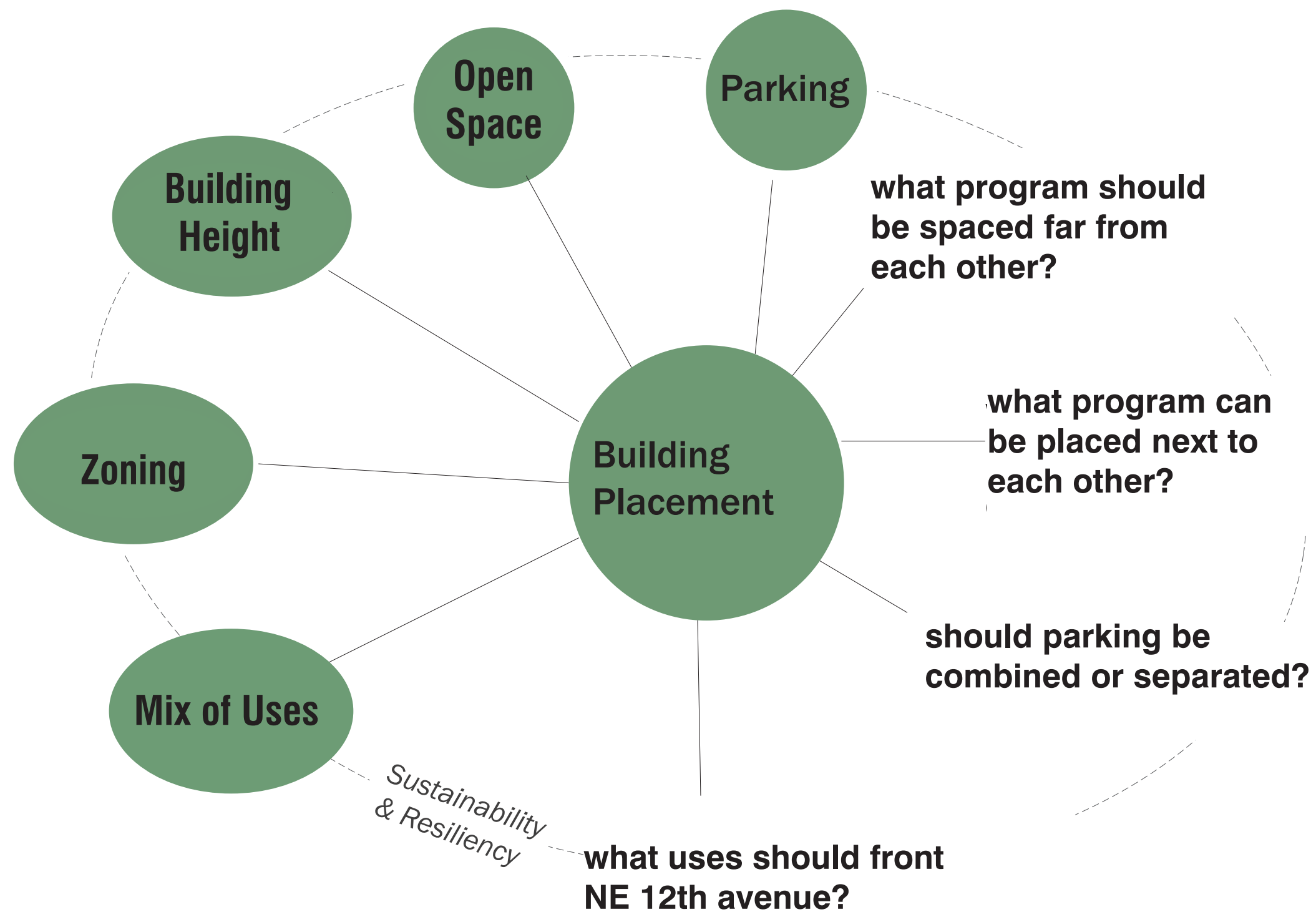
# CITY OWNED PROPERTY



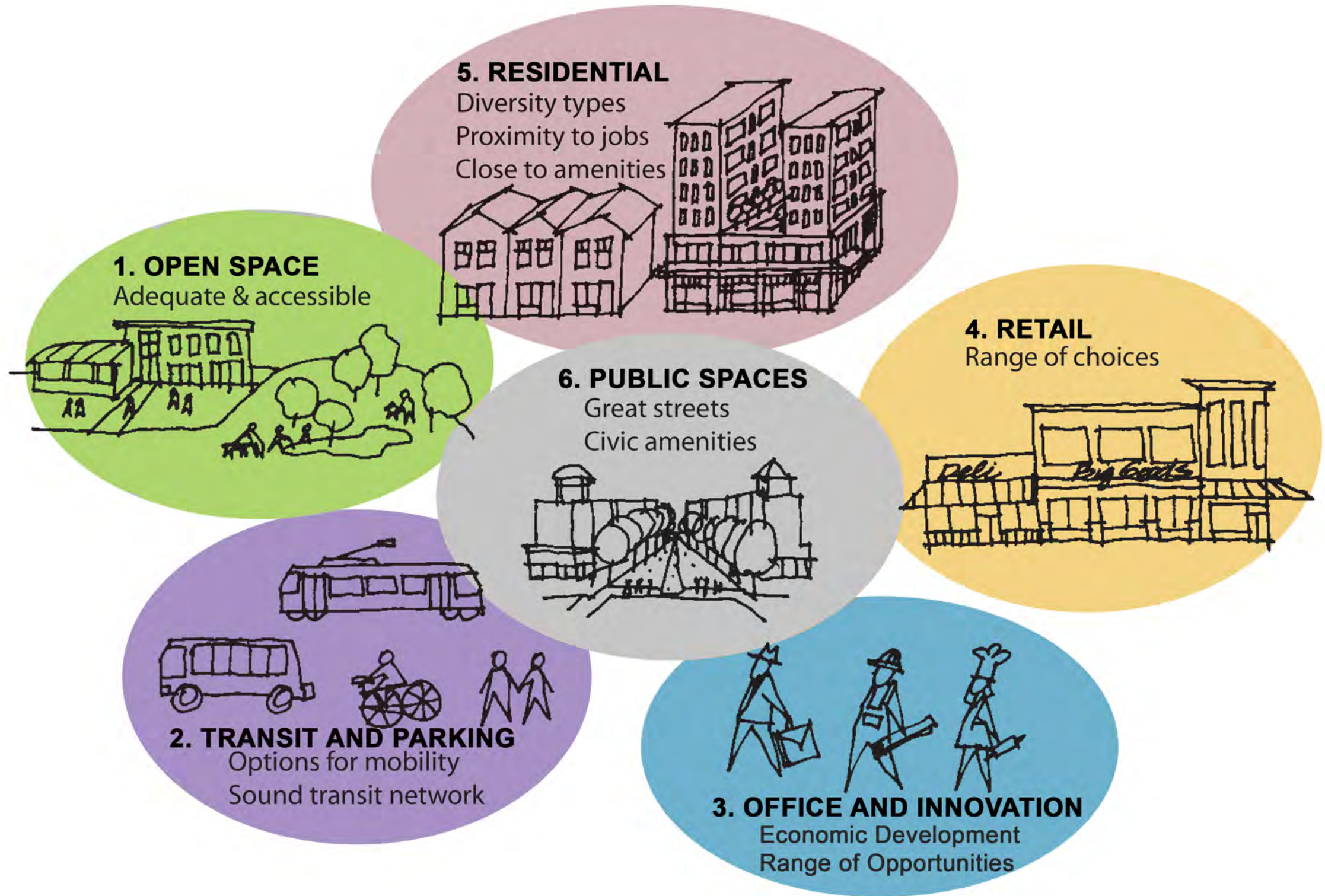
# CITY OWNED PROPERTY







# BASE MIXED-USE PROGRAM COMPONENTS



# 1. OPEN SPACE PARKS, PLAZAS, FIELDS, LANDSCAPE, PLAYGROUNDS, COURTS, PROMENADES, ETC.



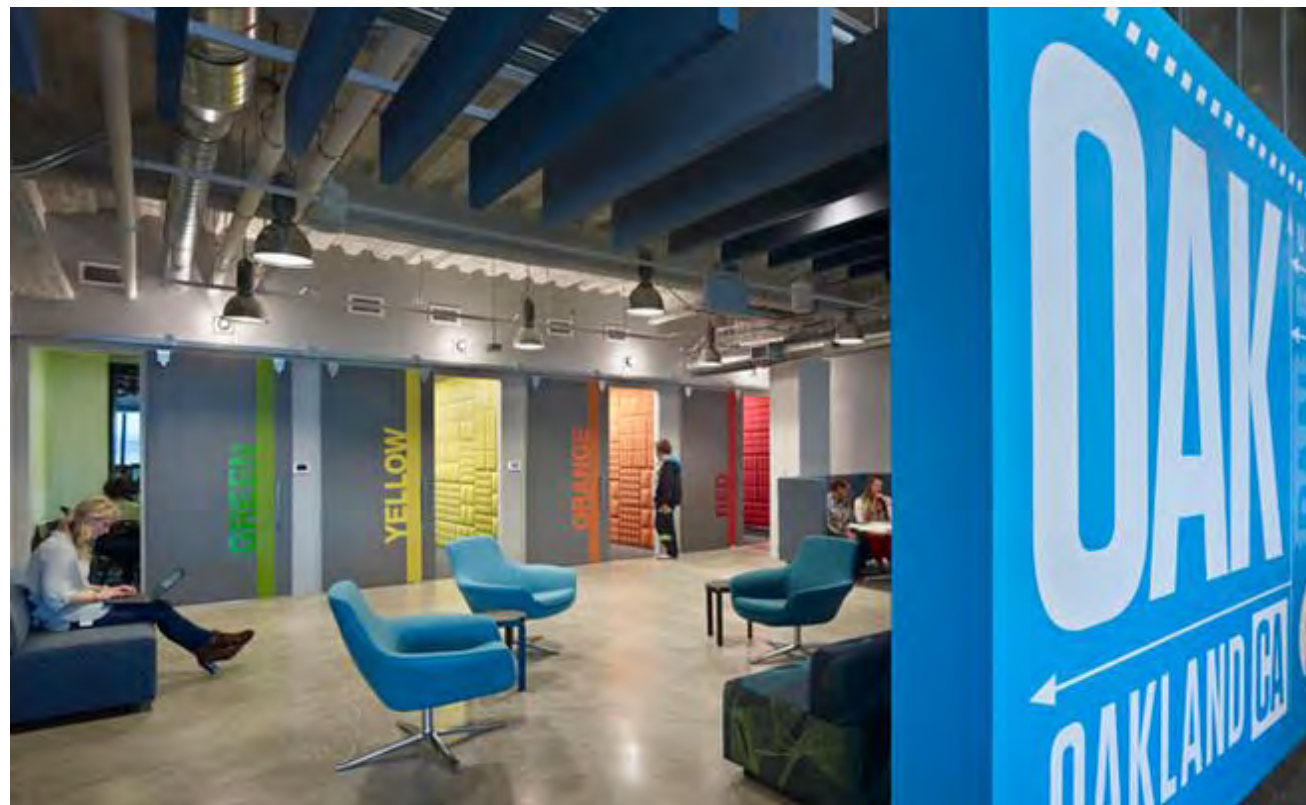
## 2. TRANSIT & PARKING

PARKING GARAGE, STREET PARKING, PARKING LOT, BIKE PARKING, RIDE-SHARE DROP OFF, TROLLEY, ETC.



### 3. OFFICE AND INNOVATION SPACE

MAKERSPACE, TECH INCUBATOR, START-UPS,  
OFFICES, TRAINING SPACE, CULINARY SCHOOLS, ETC.



## 4. RETAIL SHOPS COFFEE SHOPS, RESTAURANTS, MARKETS, CLOTHING STORES, HAIR SALONS, GYMS, ETC.



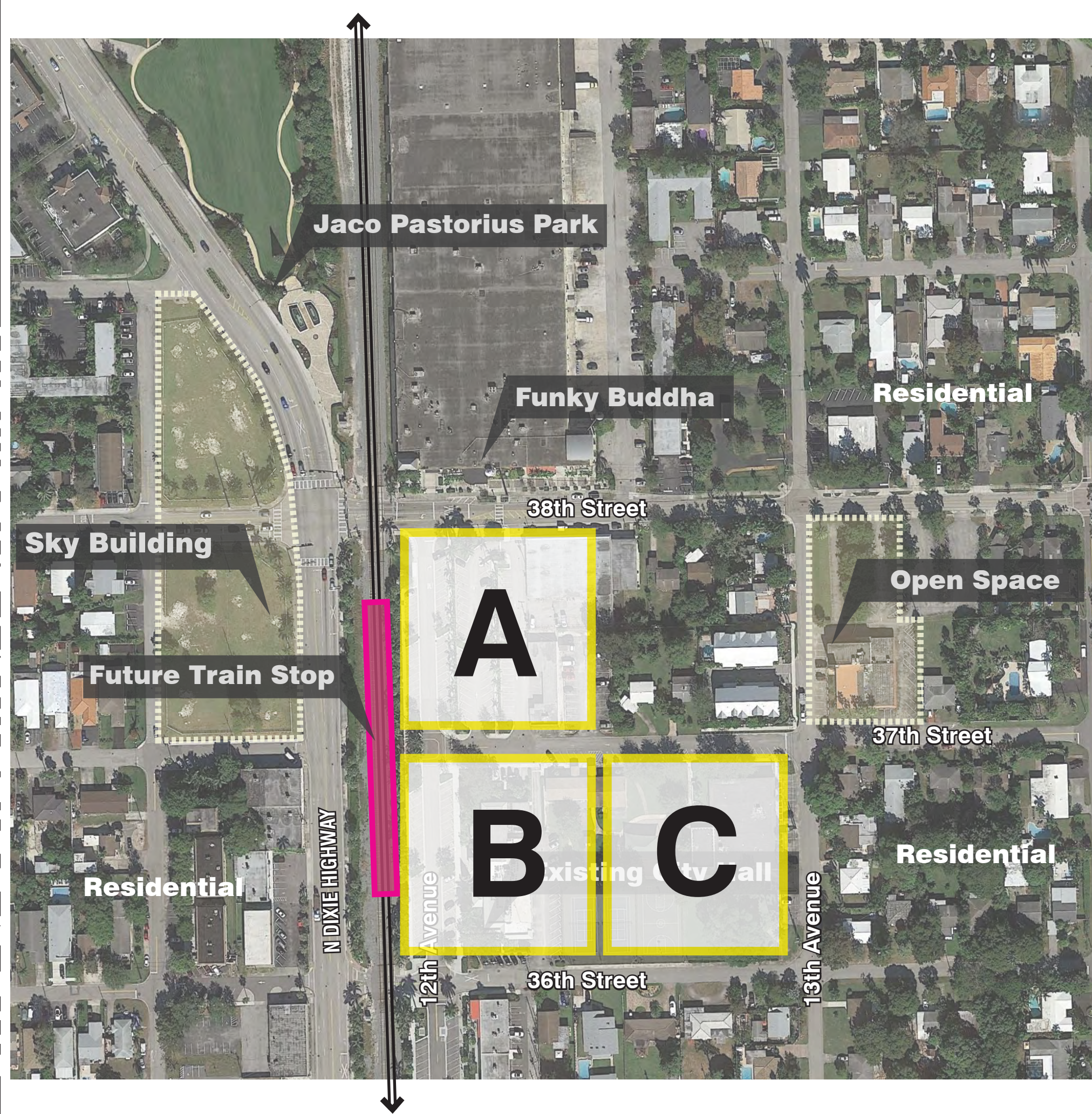
## 5. RESIDENTIAL

6 STORY APARTMENTS, 3 STORY APARTMENTS, TOWNHOMES, LOFTS, WALK-UPS, LIVE/WORK, ETC.



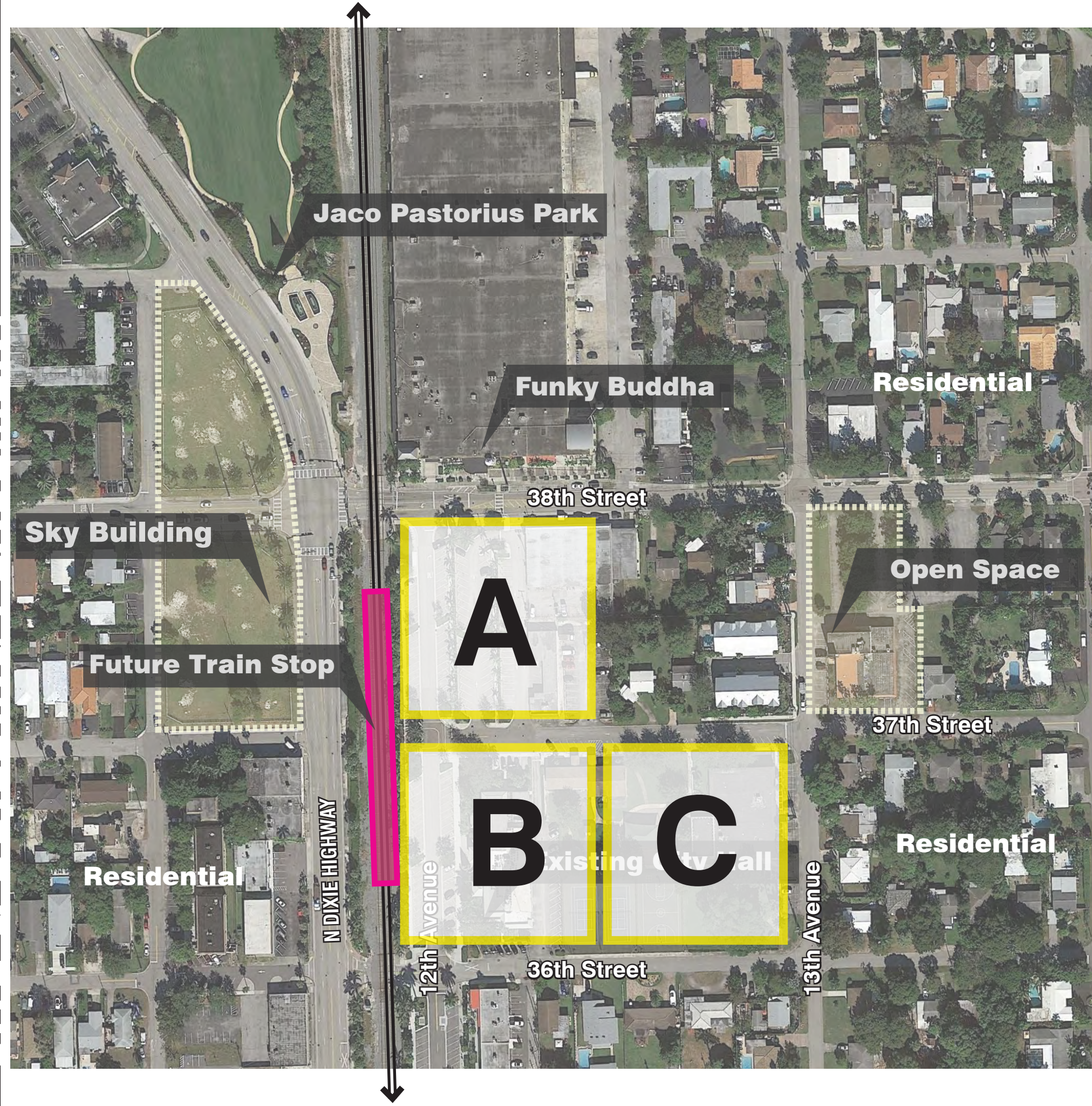
# POLLING QUESTIONS





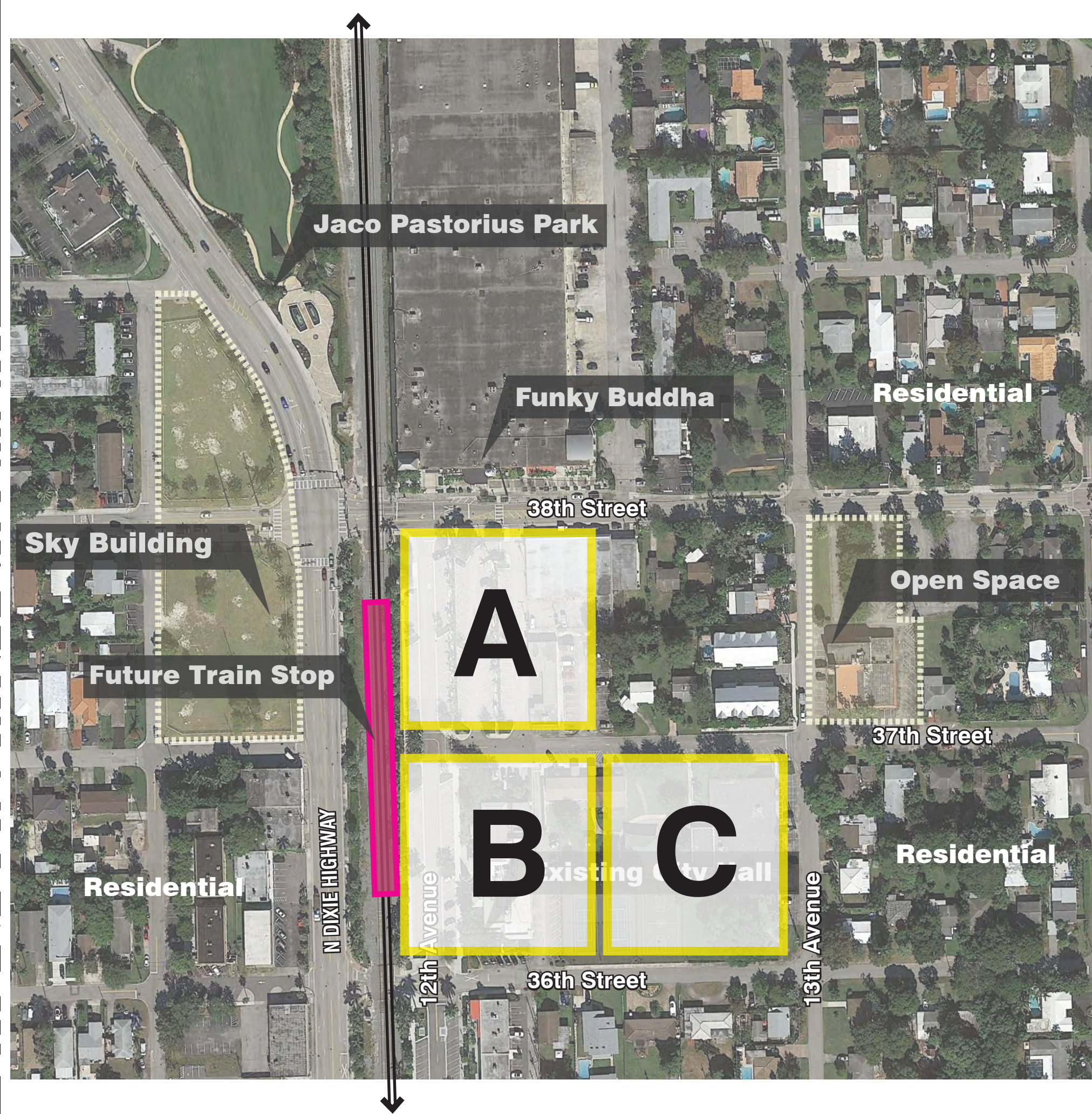
What **top two** uses would you prefer to be located in **section A**?

- (a) Retail Shops
- (b) Residential
- (c) Office and Innovation
- (d) Parking



What **top two** uses would you prefer to be located in **section B**?

- (a) Retail Shops
- (b) Residential
- (c) Office and Innovation
- (d) Parking



What **top two** uses would you prefer to be located in **section C**?

- (a) Retail Shops
- (b) Residential
- (c) Office and Innovation
- (d) Parking

ZYSCOVICH  
ARCHITECTS

# DOWNTOWN

# PLANNING

## DOWNTOWN PUBLIC SPACES

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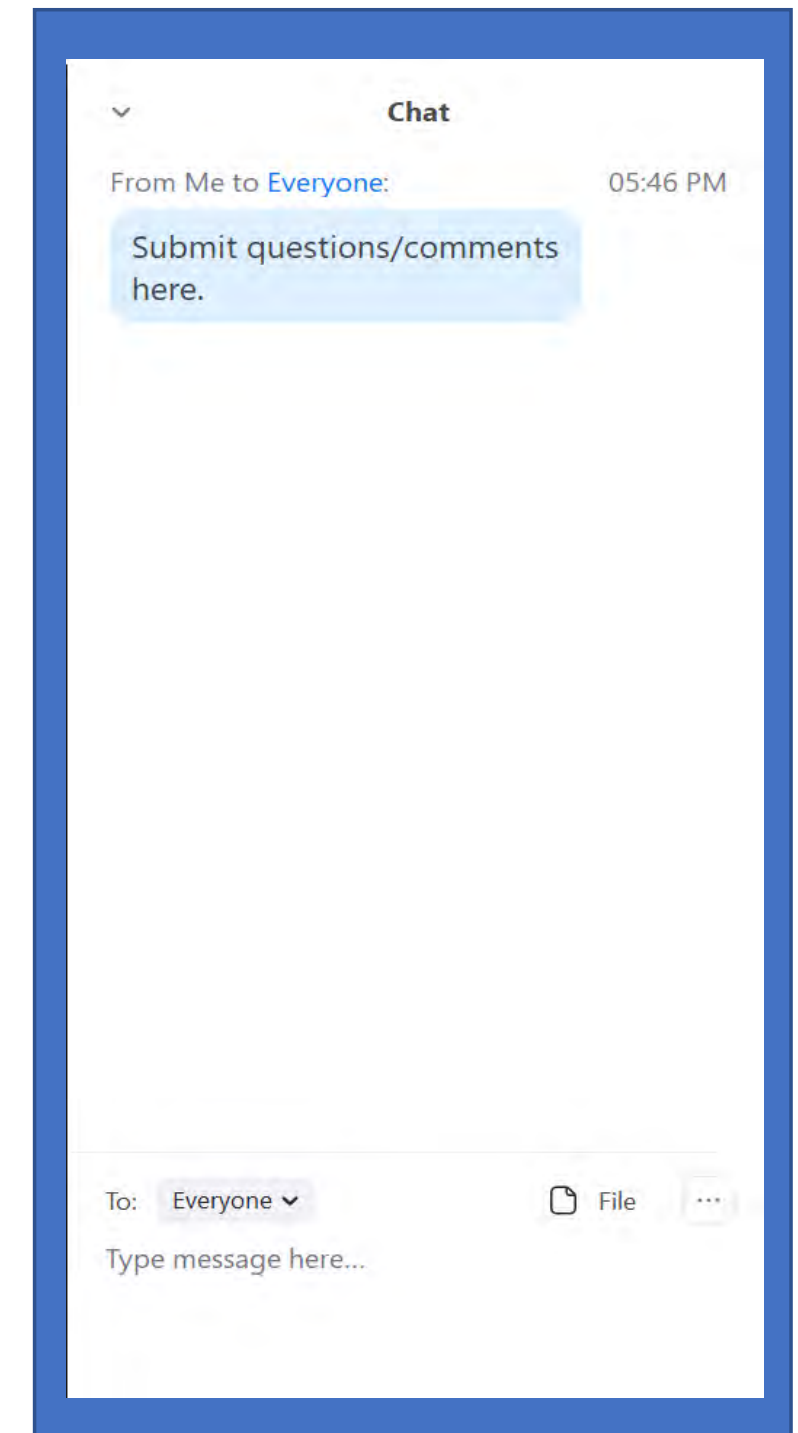


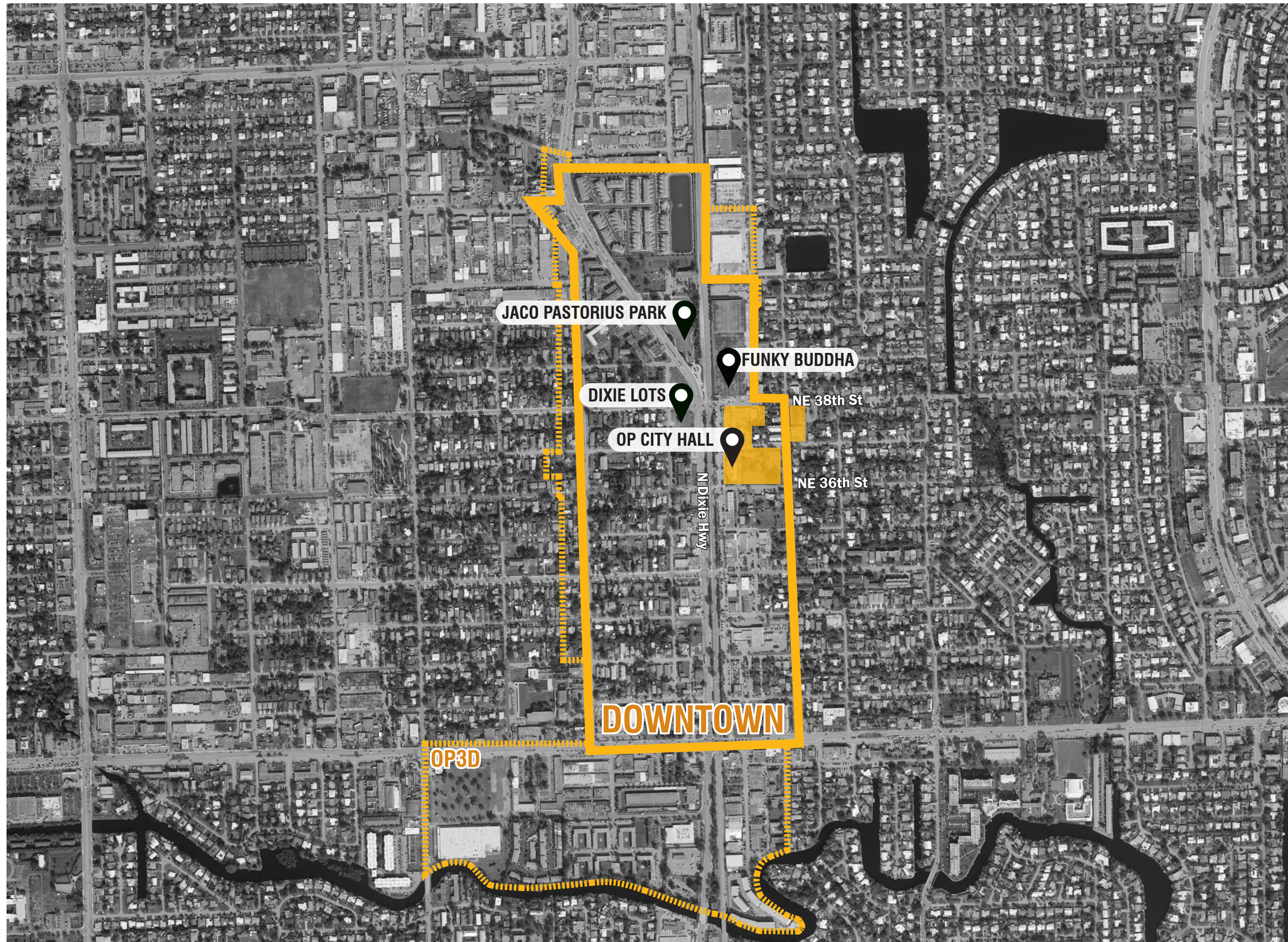
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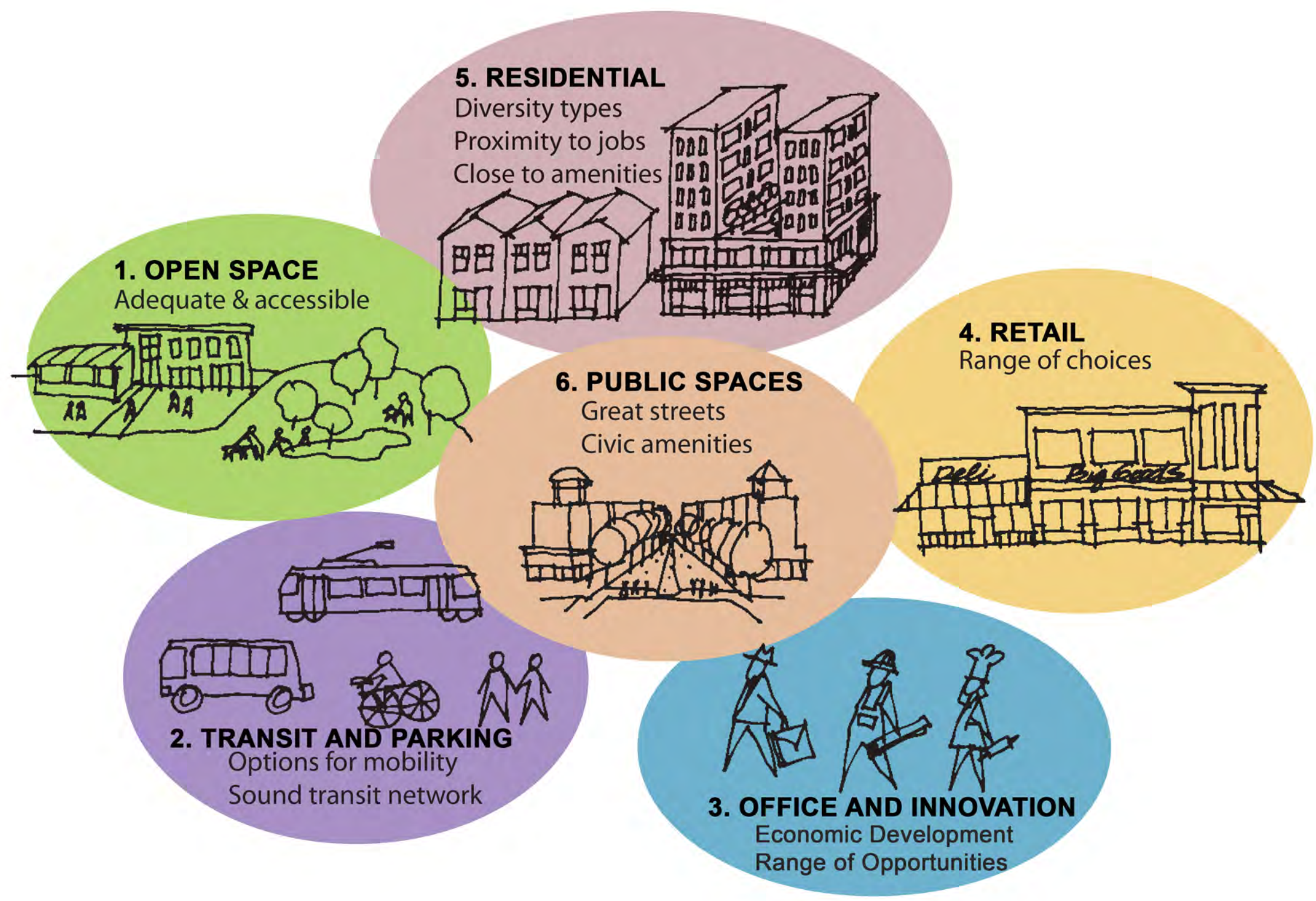
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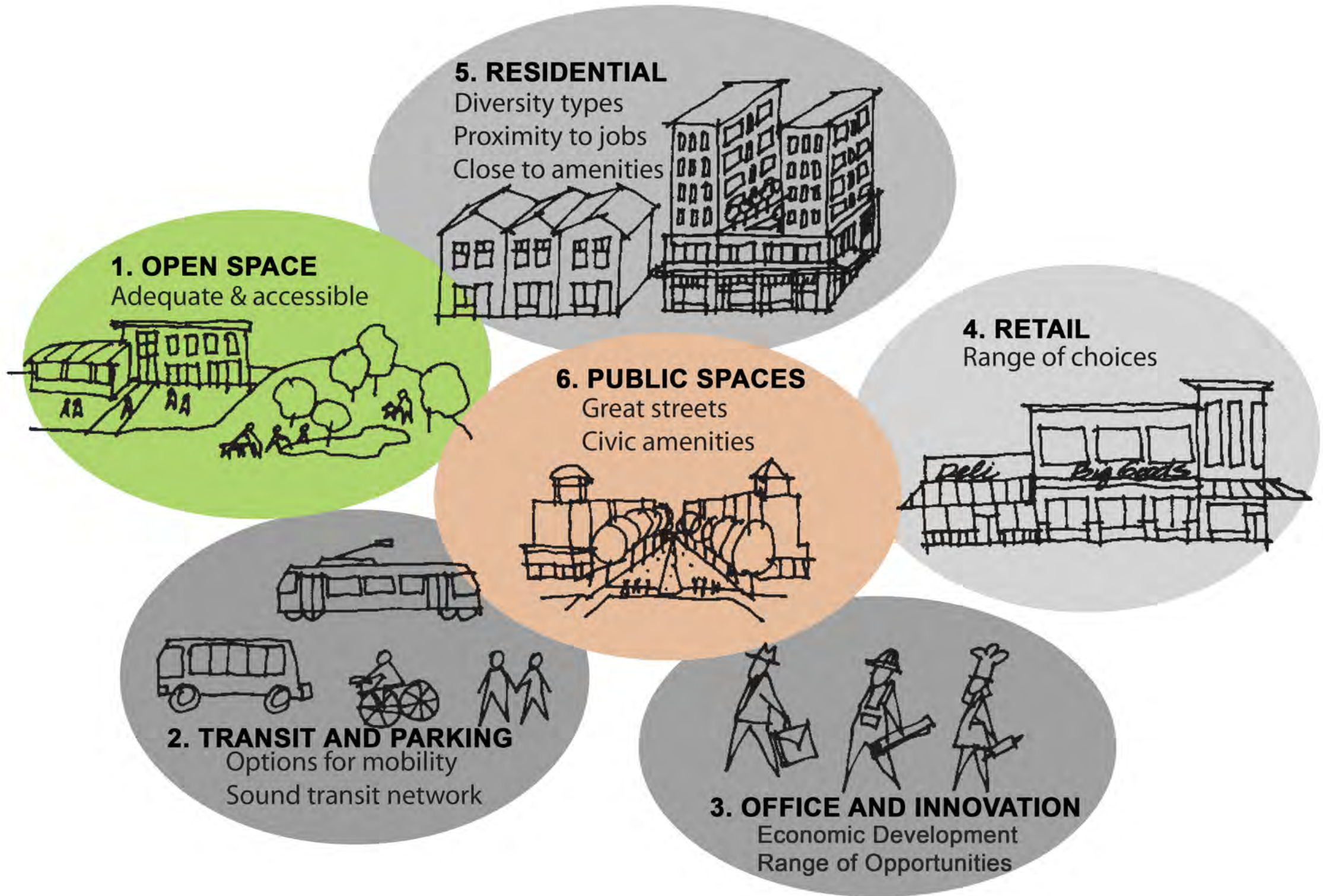


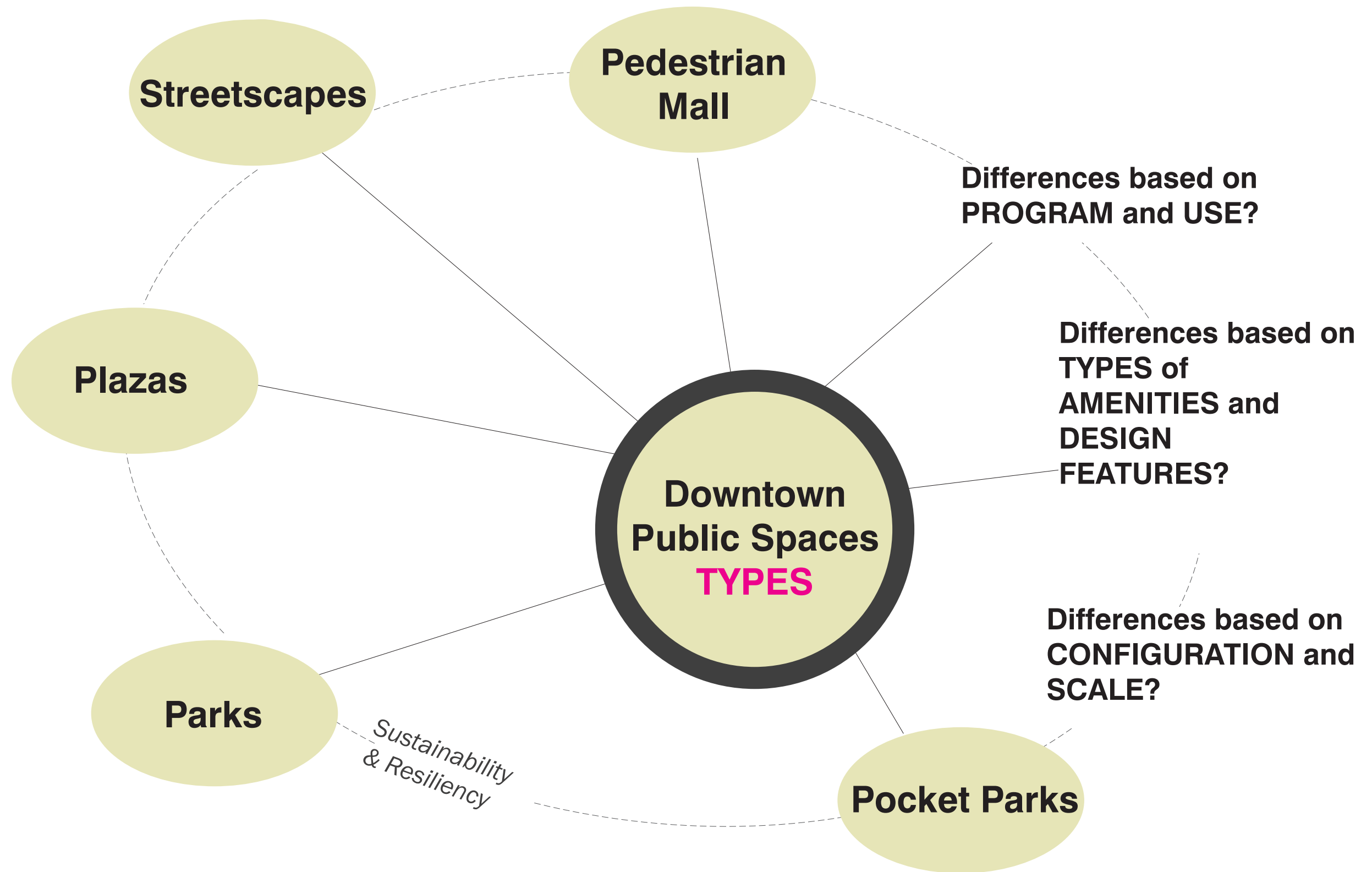




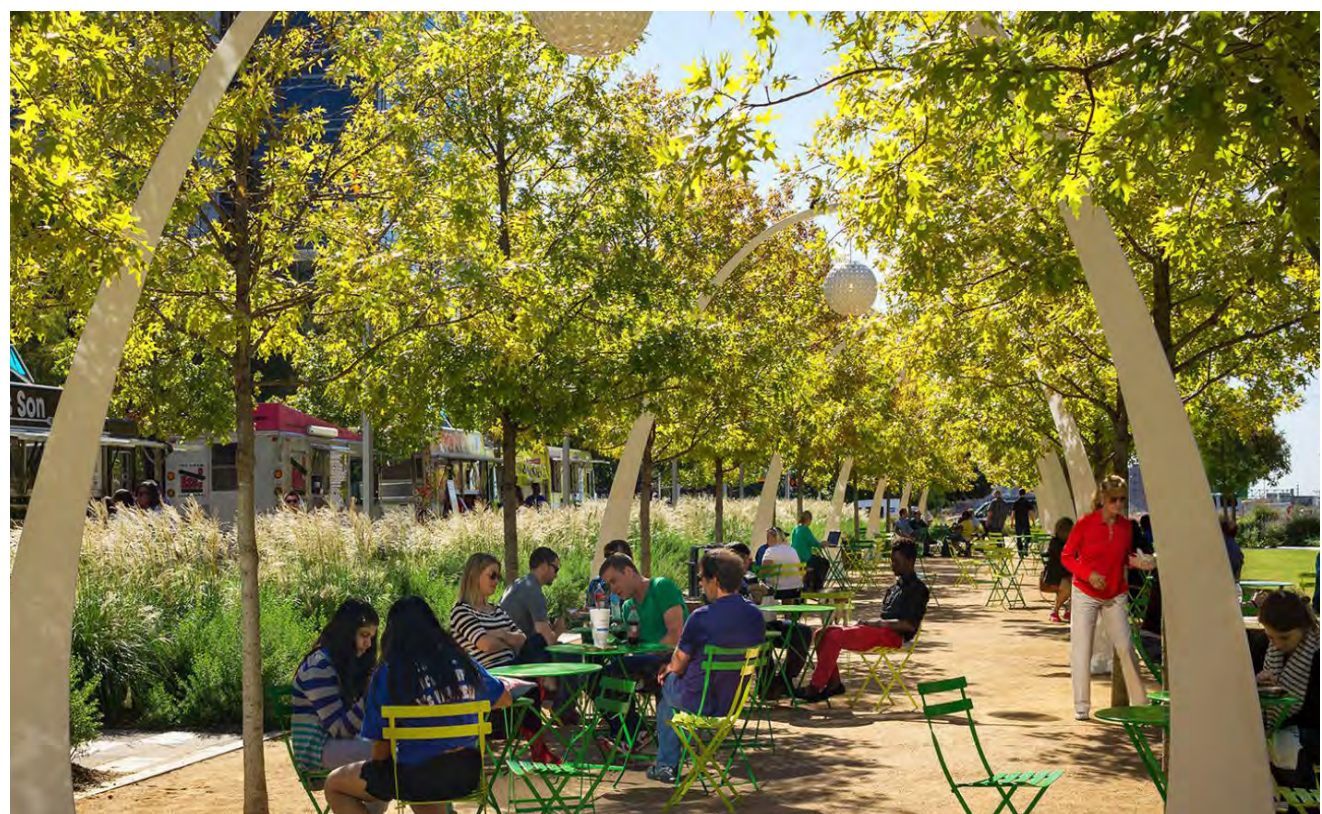


# DOWNTOWN PUBLIC SPACES COMPONENTS





# PUBLIC SPACES DOWNTOWN PARKS



# PUBLIC SPACES PLAZAS



# PUBLIC SPACES STREETSAPES

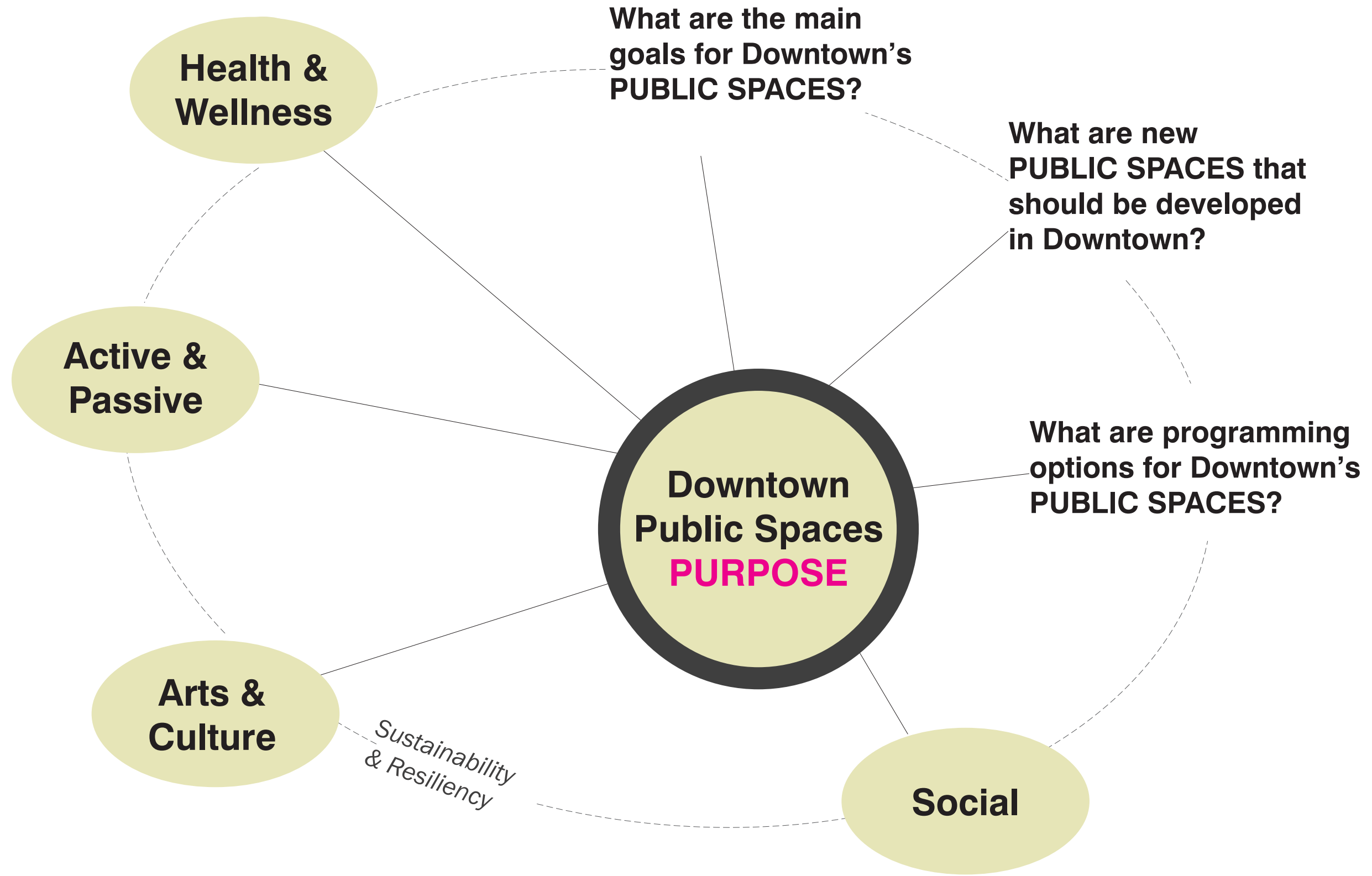


# PUBLIC SPACES NEIGHBORHOOD POCKET PARKS



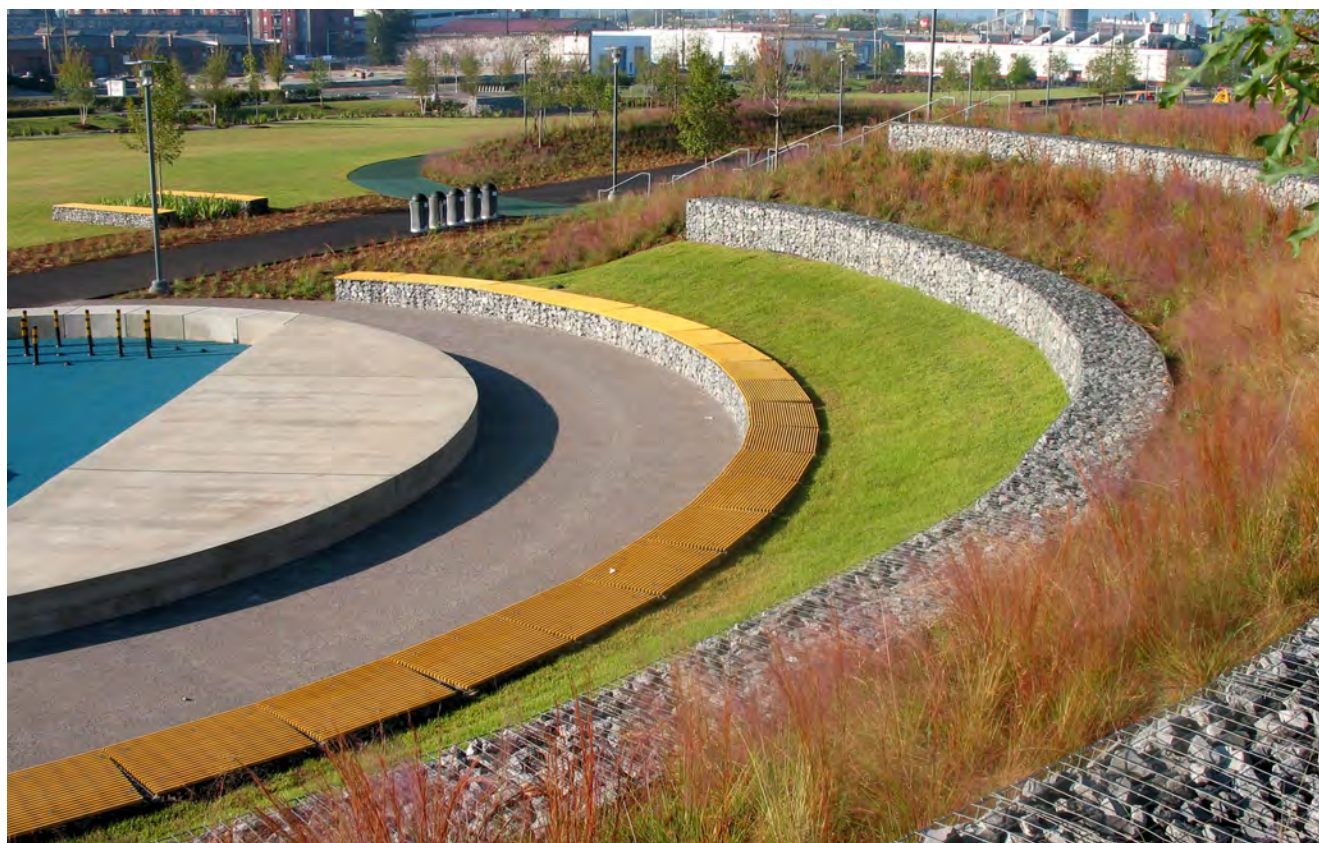
# PUBLIC SPACES PARK AT TRANSIT STOP







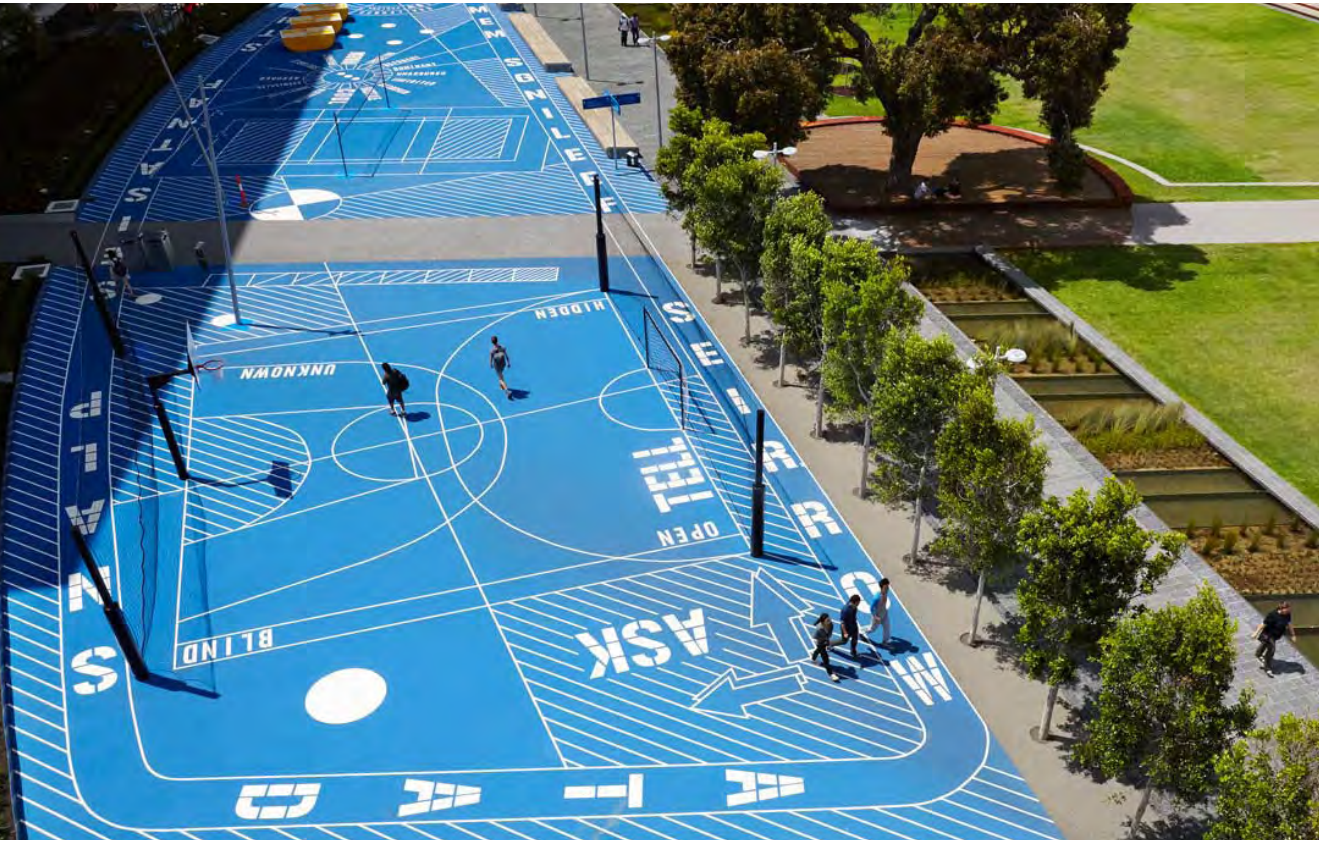
# PUBLIC SPACES LANDSCAPE & PATHS



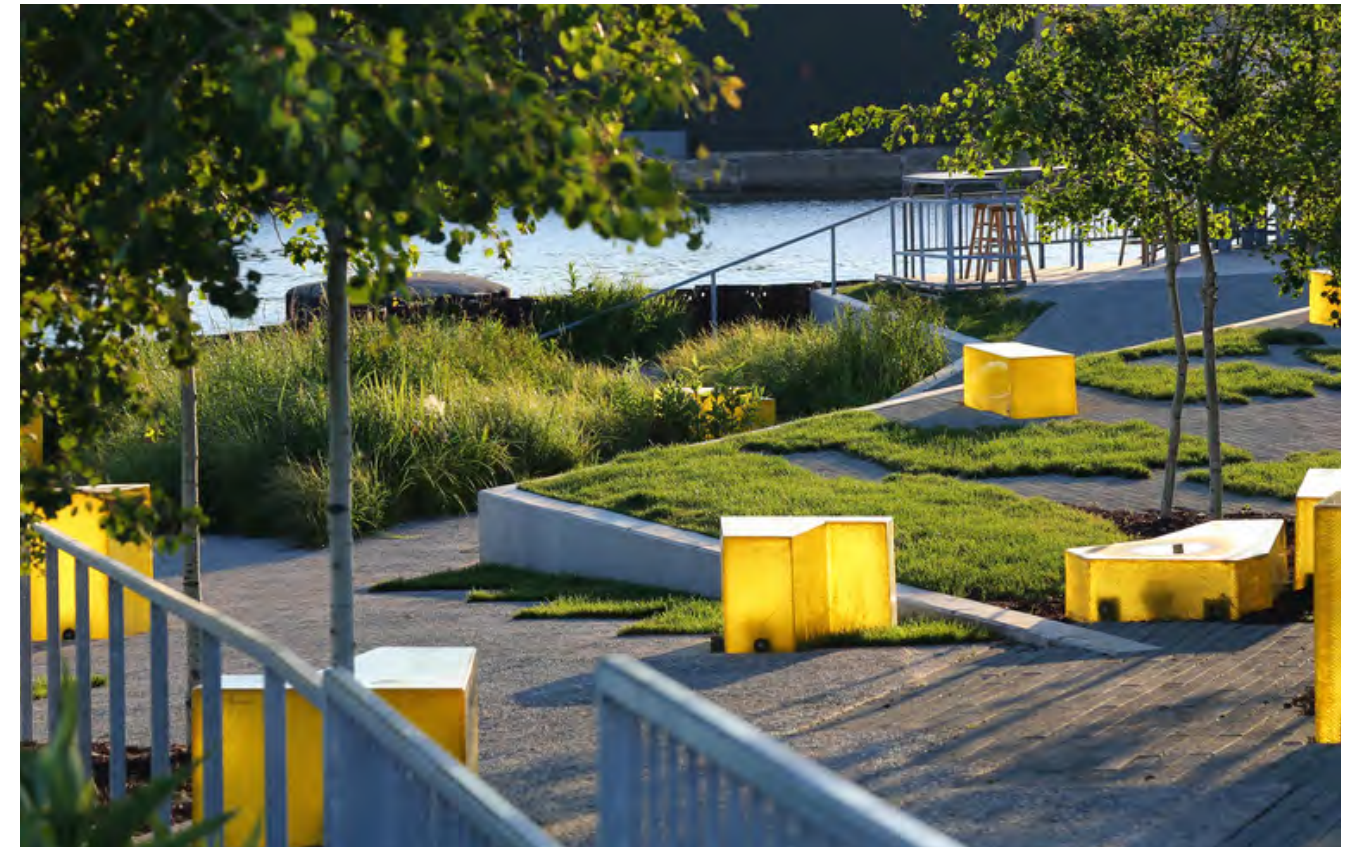
# PUBLIC SPACES CULTURAL ACTIVITIES

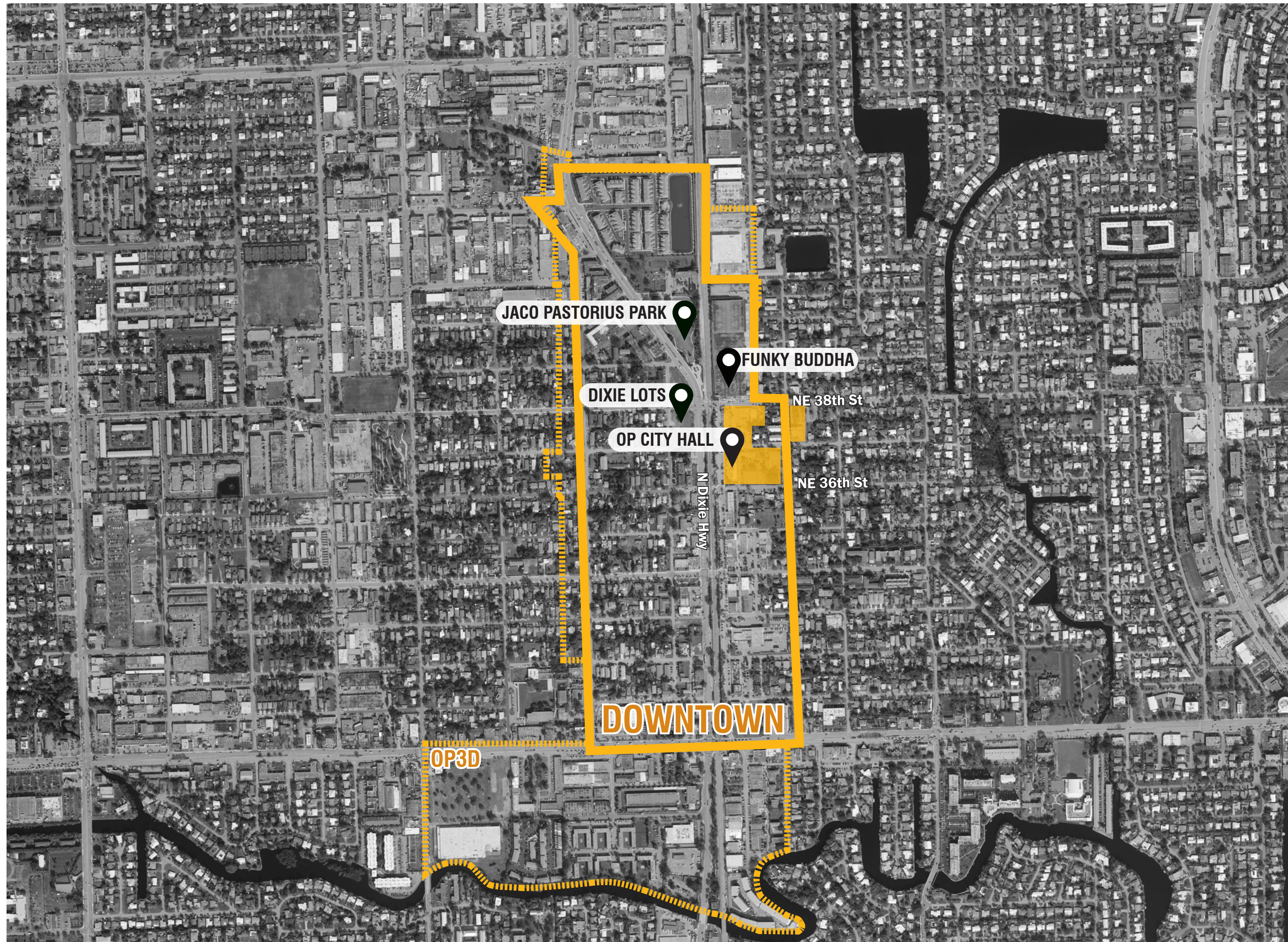


PUBLIC SPACES PARK ACTIVITIES



# PUBLIC SPACES ART IN DOWNTOWN







**OAKLAND  
PARK  
COMMUNITY  
WORKSHOP**

**3**

**DOWNTOWN PUBLIC SPACES**



**JACO PASTORIUS PARK (6.2 acres)**



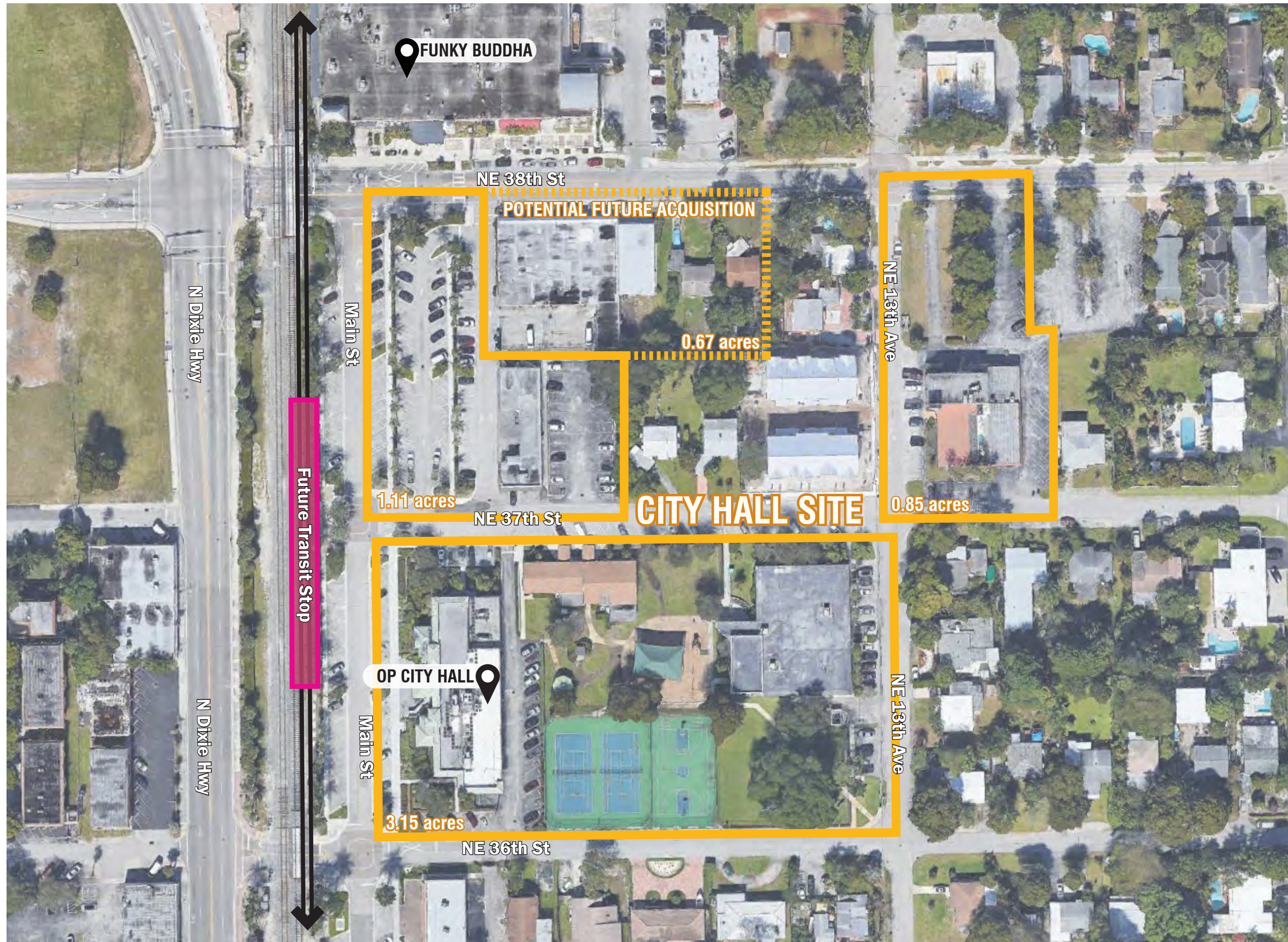
**12TH AVENUE STREETScape (1.18 acres)**



**FUTURE CITY PARK (9.72 acres)**



**GREENLEAF PARK (1.09 acres)**







**JACO PASTORIUS PARK**

- FOUNTAIN
- GRAND PLAZA
- TRAIL
- MULTIUSE OPEN SPACE
- COMMUNITY MEETING ROOM (?)

(6.2 acres)

**FUNKY BUDDHA BREWERY**

**POTENTIAL FUTURE ACQUISITION**

0.67 acres

**CITY HALL SITE**

1.11 acres

**SURFACE PARKING  
 VACANT USES  
 COMMERCIAL USES**

**(CITY OWNED PROPERTY)**

0.85 acres

**OAKLAND PARK CITY HALL**

**SPIHER RECREATION CENTER**

**GREENLEAF PARK**

- (1) BASKETBALL COURT
- (2) TENNIS COURT
- PLAYGROUND
- PAVILION (SPACE PERMIT)

(0.87 acres)

**Open Space  
 10,000 SF  
 (0.22 acres)**

**ETHEL M. GORDON OAKLAND PARK LIBRARY**

3.15 acres

Future Transit Stop

N Dixie Hwy

N Dixie Hwy

Main St

Main St

NE 38th St

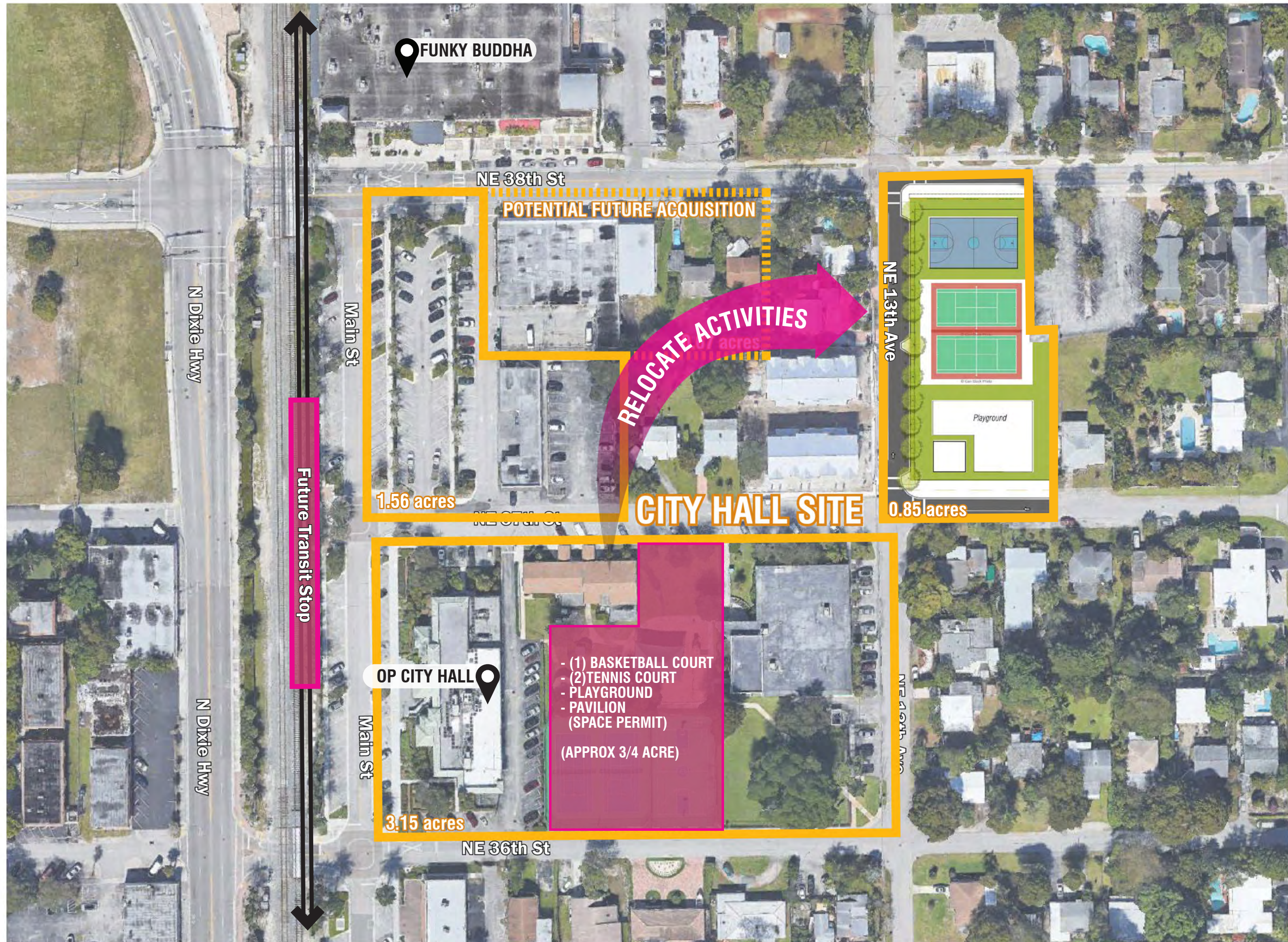
NE 37th St

NE 36th St

NE 13th Ave

NE 13th Ave





FUNKY BUDDHA

NE 38th St

POTENTIAL FUTURE ACQUISITION

Main St

1.56 acres

NE 37th St

RELOCATE ACTIVITIES

CITY HALL SITE

NE 13th Ave

0.85 acres

Future Transit Stop

N Dixie Hwy

N Dixie Hwy

OP CITY HALL

Main St

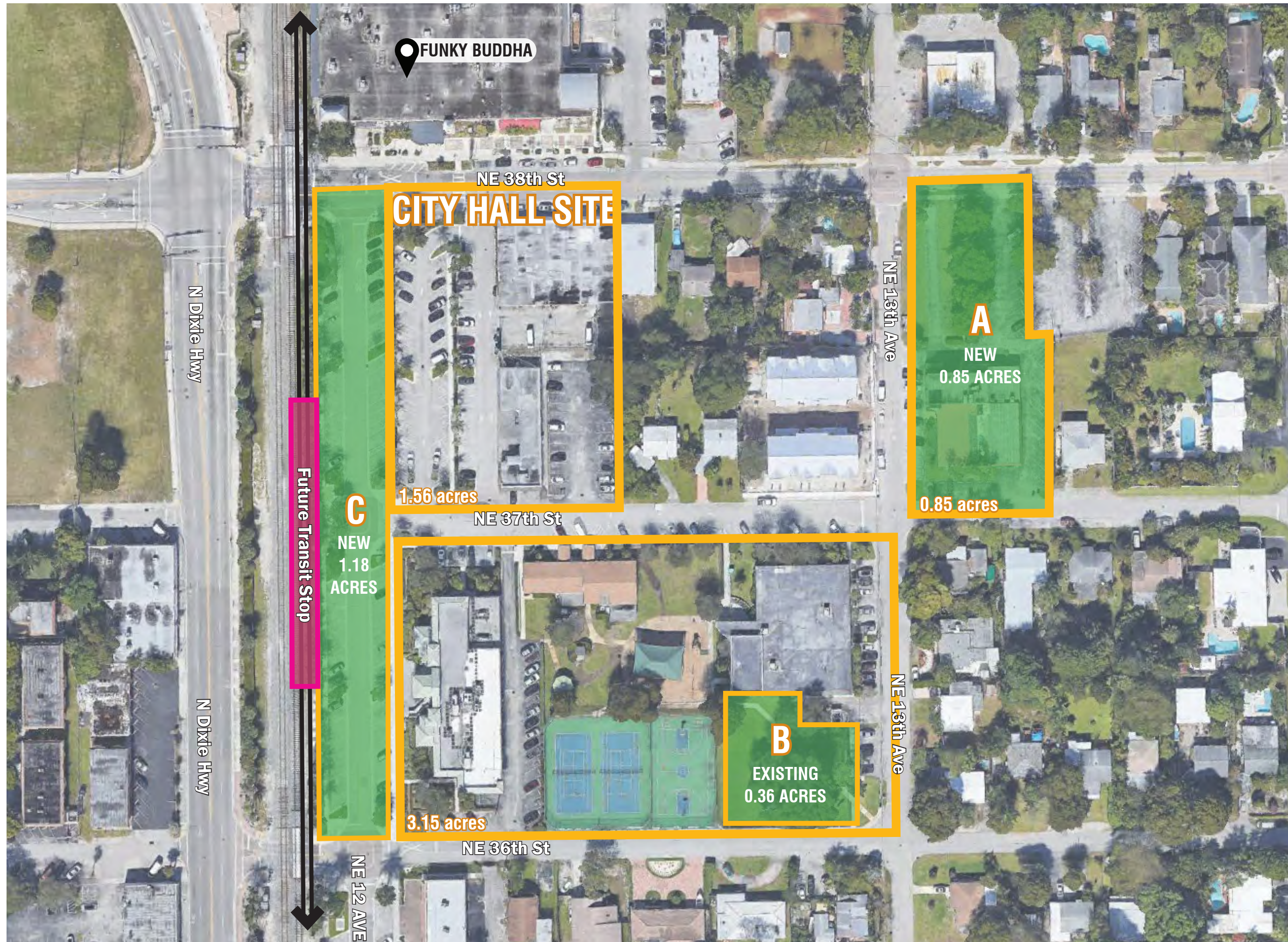
3.15 acres

NE 36th St

- (1) BASKETBALL COURT
  - (2) TENNIS COURT
  - PLAYGROUND
  - PAVILION (SPACE PERMIT)
- (APPROX 3/4 ACRE)

NE 13th Ave

Playground



# CITY OF OAKLAND PARK

***“THE WHOLE IS GREATER  
THAN THE SUM OF ITS PARTS”***



# POLLING QUESTIONS

ZYSCOVICH  
ARCHITECTS