

Meeting Notes

Central City CRA Rezoning Project | Industry Expert Roundtable

June 26, 2018

Local Example of Redevelopment: Las Olas Catalysts

- O'Hara's (which opened in 1992) spearheaded parallel parking on-street, which made it more pedestrian friendly, and led to an increase in density.
- Restaurants are powerful drivers

What Sells?

- Unique areas / places where people want to go
- Process improvements / permitting
 - o Time value of money → process improvements needed to improve speed to market
- Clarity / absence of risk in getting to permit / predictability
 - o Examples of cities with good processes:
 - Pinellas Park (120 unit development, 8 months, start to permit, with multiple applications, including rezoning)
 - Coral Gables (code enforcement / property maintenance)
- Maintenance / application of LDRs as written vs updates to regulations to make development easier
 - o Relaxing the ULDR/spur development (consistency, clarity, etc)
- Broward County Administrative Code / LDR requirements that are triggered at a certain development size, that prohibits smaller infill projects
 - o Smaller developers face roadblocks
- Consistent / clear code interpretation over time → need for succession planning at the City so there is consistency of interpretation when staff changes
- A consensus and vision for the neighborhood, from the City and residents, and built into the zoning code
- Large-scale redevelopment projects, and changes by the City, such as zoning changes, incentives for tear-downs, and investments by the City, will attract other redevelopment projects
- The financing you can get to make a project work
 - o Lenders focus on "drivers" – what's going to make the project work
- Drivers of development: infrastructure (eg; trolleys), signs that the area is on the upswing, available TIF, City willingness to back a project

Miscellaneous

- Early (within the first 30 days) involvement with the City is essential
- Property Assembly (Barriers)
 - o Knowing what you can build
 - o Ease of procurement of acquiring City-owned properties / the process of acquiring land
 - o Predictable incentives for assembling property (procurement / bidding process for purchasing municipal surplus property should be improved).

- Have to be able to make the numbers work
- Preferred Incentives
 - Any and all. Developers want to do feasible projects.
- Development Standards that Inhibit Profitability
 - Permitted Density
 - Land Use
 - Parking - overlooked, undervalued
 - Taking too long for a development to be approved – especially relevant if it’s a smaller project (eg; 32 unit, vs. 800 units)
 - City not having a vision / not backing projects because of a lack of vision
 - Inhibits the City’s ability to control the NIMBY minority
 - Strengthen City ability to review all development, and back the decisions based on LDRs/Comp Plan
 - (lack of) Leadership buy-in
- Other Comments
 - Consensus, Consensus, Consensus!
 - City process/ lenders / investment → layering
 - Imp. of incentives, feasible for developers
 - Unused mixed use / forced ground floor commercial in a non-viable location is not helpful. Preferred → regulations that allow clusters of commercial in proximity
 - Intangibles of development / redevelopment (schools, vibe, etc)
 - Start with the “easy” sells (Eg; don’t force high density development in a stable interior neighborhood)
 - “Permitted, but not required” is good for commercial / mixed use regulations
 - Adequate density allowed
 - Clarity on what you can use your property for
 - More depth to higher density corridors / adequate transitions between established single-family neighborhoods and higher density
 - Yes to an increase in density, but plan for traffic
 - Big question: what can I do as of right? Then a transition plan for the use of the site long-term
 - Adaptive Reuse
 - Incentives
 - Lack of “cultural capital.” Cultural capital is in the core neighborhoods
 - Smooth process, incentives, and speed to market are important
 - Create a space where people can live an urban lifestyle with a cool factor
 - Bring in business that’s a catalyst for spurring development (eg; Funky Buddha in Oakland Park)
 - Gradual change in perception – change in negatives of neighborhood or pockets at a time
 - Example: City in Illinois that got a state grant to rid blight / implement stronger code enforcement
 - Focus on low-hanging fruit – areas along the corridors (Sunrise, 4th Avenue, 13th Street)
 - Positive inducements to get people outside

- “Just Step Outside”
- Reduced parking requirements for adaptive reuse will incentivize it.
 - Count on-street parking as part of the site
 - Parking requirements – less stringent with the advent of Uber, Lyft, etc. Uber / Lyft drop-offs in the right-of-way – a possible incentive
- Understand the bundle of amenities that are important to quality of place
- Parking reductions / expedited permitting
- TOD → maximize the development opportunity by allowing positive, active uses in the station radius
- Paths / trails along the rail corridor
 - Note: this station may not be a possibility anymore. Need to research.
- More greenspace
- Improve feeling of safety so people hit the streets
 - Walkability (City streetscape project, etc)
 - Improve lighting (safety)