

The background of the slide is an aerial photograph of an urban area, showing a grid of streets, residential buildings, and commercial structures. A white rectangular border is overlaid on the image, framing the text.

Technical Assistance Panel

CITY OF DEERFIELD BEACH

CENTRAL CITY AREA & DIXIE CORRIDOR

DECEMBER 8 2020



Debbie Orshefsky

TAP CHAIR
PARTNER, HOLLAND & KNIGHT

The Urban Land Institute

We are a nonprofit research and education organization supported by its members.

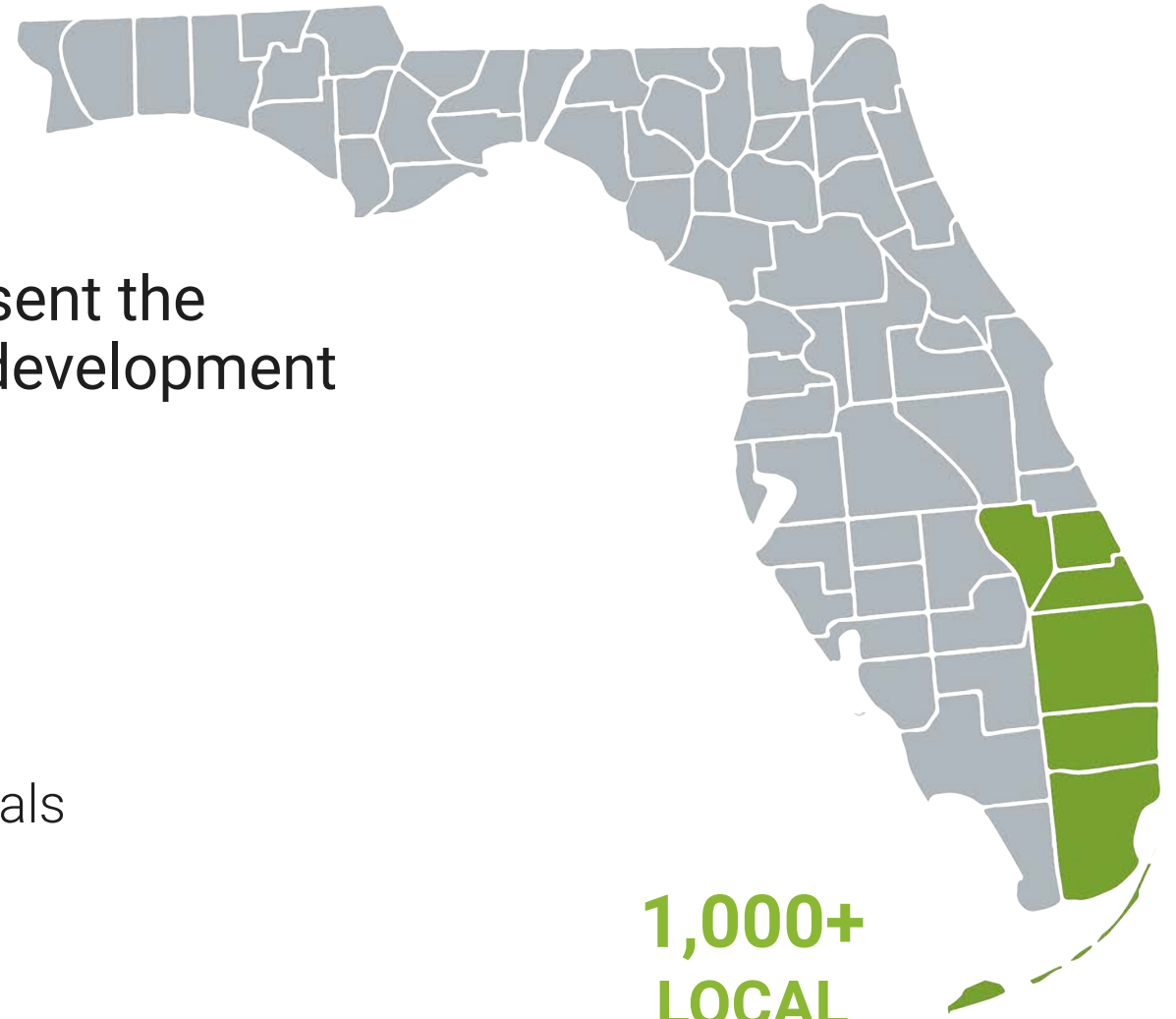
Our Mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.



We Are:

43,000+ members worldwide that represent the breadth of the land use and real estate development industry. We are:

- Developers
- Architects and Designers
- Planners
- Property Owners
- Investors
- Contractors
- Researchers
- Attorneys
- Brokers
- Educators
- Engineers
- Public Officials
- Advisers
- Bankers



1,000+
LOCAL
MEMBERS

What We Do

We're a nonprofit leader in resolving community land use issues and do so through:

- Community advising (Technical Assistance Panels)
- Workshops
- Focus groups
- Research
- Educational Events (e.g. Fort Lauderdale Development Forum)
- + more



What are Technical Assistance Panels (TAPs)?

TAPs provide consulting services to local cities on land use and development issues

- TAPs bring together local experts to deliver honest, unbiased answers to cities' land use and real estate questions to help them maximize public investments, develop and implement plans, and more.
- TAPs can look at: economic and land use issues, redevelopment potential, specific development proposals, and local plans & strategies.

Panelists



Debbie Orshefsky

TAP Chair & Partner,
Holland & Knight



Scott MacLaren

President,
Stiles

Alfred Battle

Junior Deputy Director,
Sustainable Development,
City of Fort Lauderdale

Juan Mullerat

Founder,
Plusurbia

Panelists



Eric Liff

Principal,
Lambert Advisory



Alia Awwad

Senior Associate
Engineer, Alta
Planning + Design



Alfonso Costa

Executive Vice President,
Falcone Group

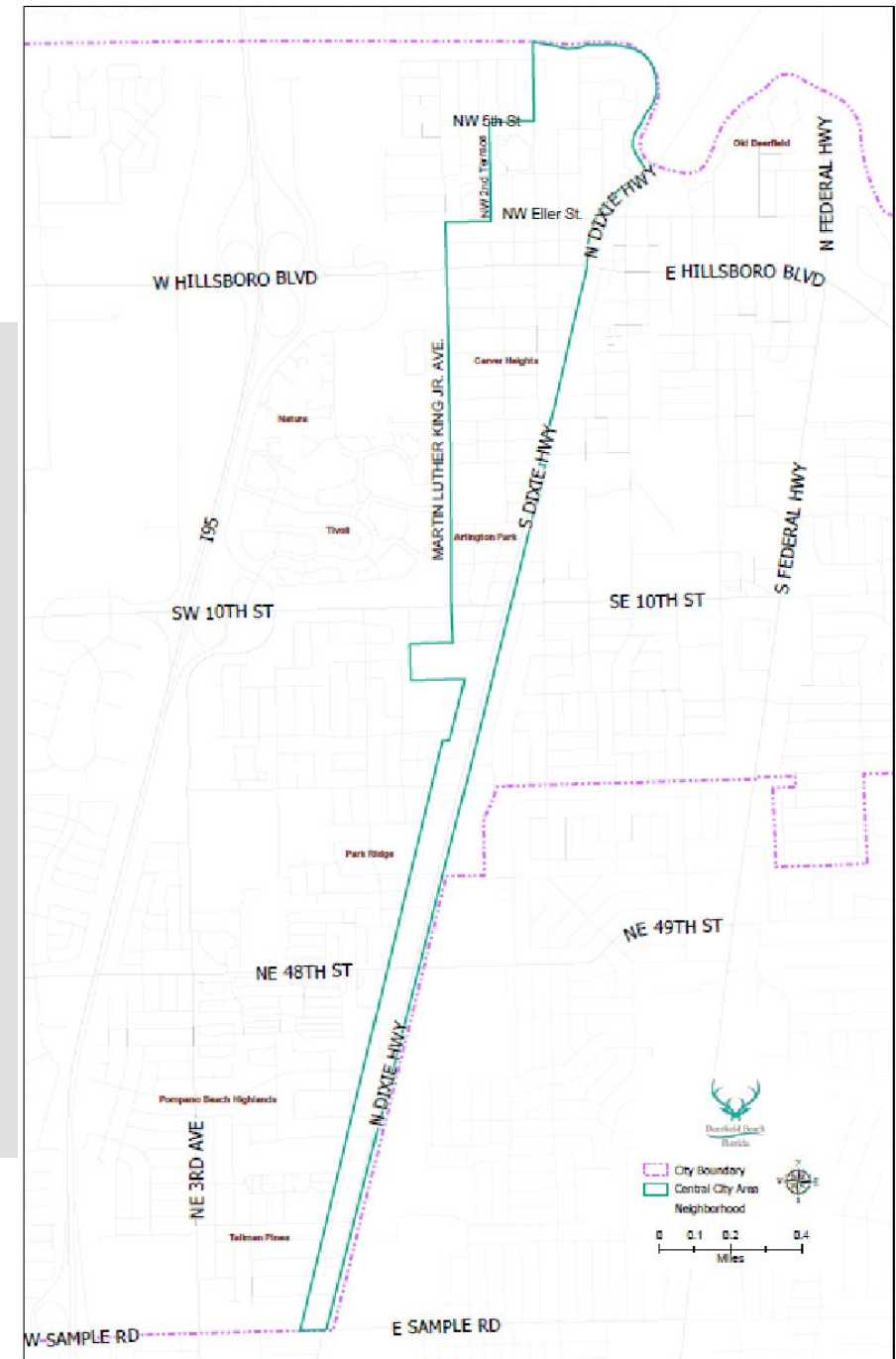


Darwyn Kelly

Panel Intern,
University of Miami

Study Area

- Dixie Corridor from the city line to Sample Road
- Alwood Homes Neighborhood



Panel Purpose

We were asked to:

- Identify factors that are discouraging revitalization/redevelopment of the study area
- Recommend measures to overcome obstacles to revitalization/redevelopment
- Identify a viable mix of uses that would encourage new capital investment and public private/partnerships
- Recommend techniques to address concerns about neighborhood compatibility of new development along the corridor with the surrounding established neighborhoods
- Recommend how and where community spaces can be improved or created to enhance the study area and encourage revitalization/redevelopment

Initial Context

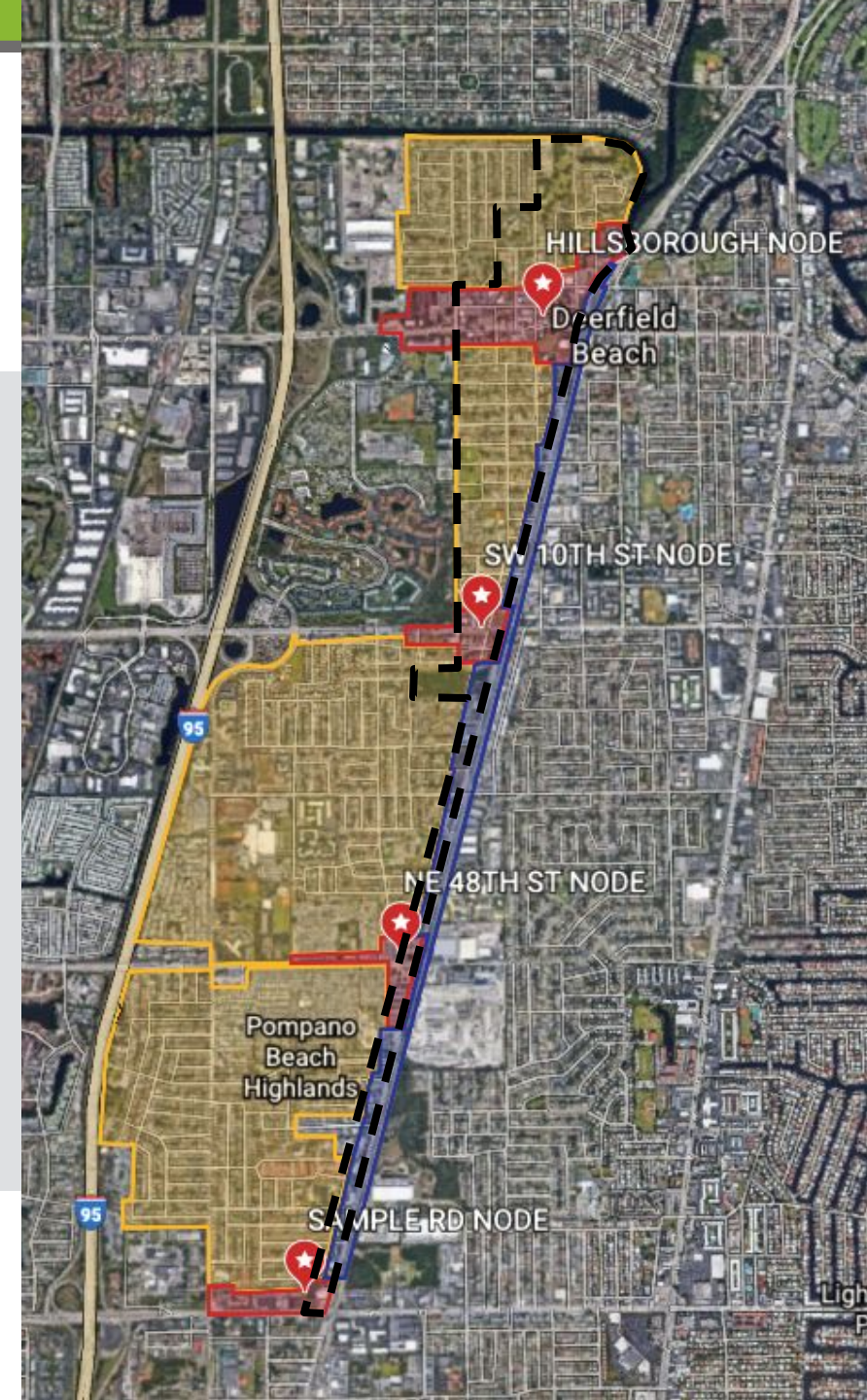
- The Study Area is actually comprised of several “character areas and nodes” which relate differently to their adjacent neighborhoods and the rest of the City in a different way



Neighborhoods + Nodes + Corridors

The 3.5 mile long Study Area includes several character areas that are inherently different and require different approaches and solutions for revitalization.

- **Neighborhoods:** Residential/community driven re-development, Character considerations, protect residents.
- **Nodes:** Higher density/intensity uses, job centers, business opportunities on high traffic intersections with larger parcels.
- **Corridor:** Linear multi-use mobility thoroughfare along Dixie that considers a range of uses along its auto-oriented frontages.

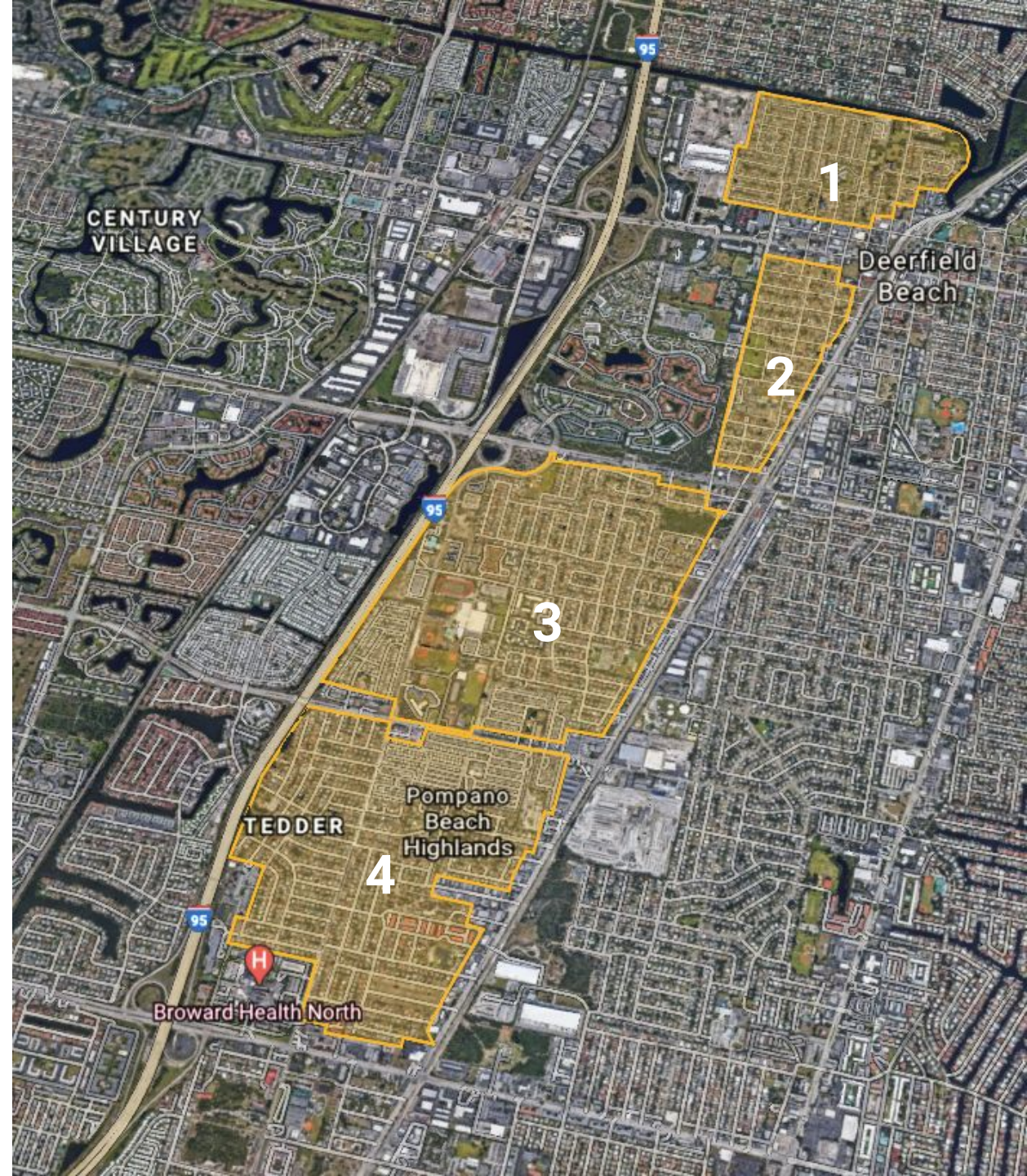


Neighborhoods

Four distinct character areas

1. College Park/Alwood Homes Neighborhood
2. Carver Heights Neighborhood
3. Park Ridge Neighborhood
Between 10th Street and 48th Street.
4. Hillsborough Beach Highlands /Tallman Pines Neighborhood
Between 48th Street and Sample Road.

Each must recognize and address its adjacency and relationship to the corridor and other areas.

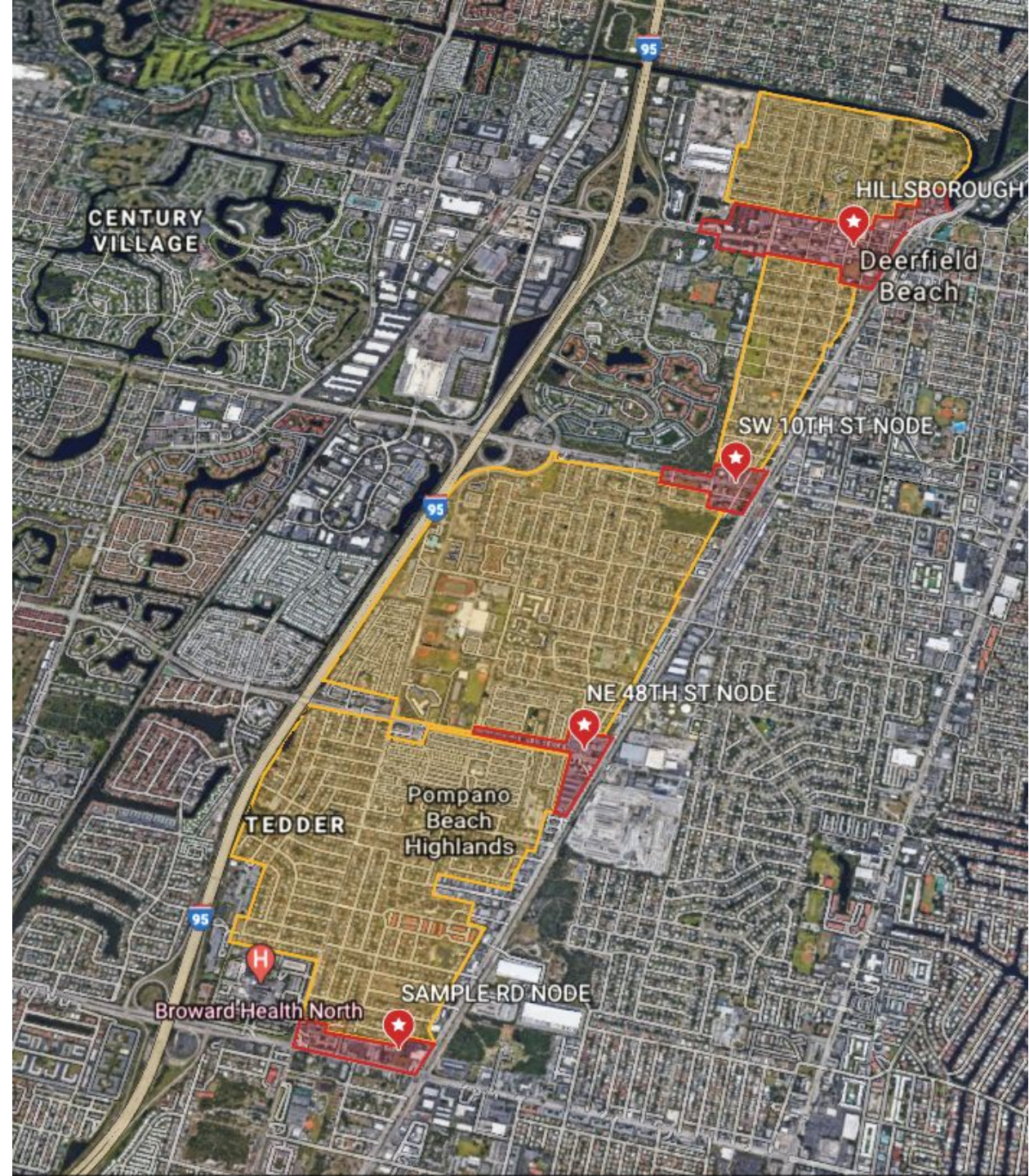


Nodes

Dixie Corridor Intersections E-W corridors

- Higher density/intensity uses, job centers, business opportunities on high traffic intersections with larger parcels.
 - Hillsborough Node (Potential destination)
 - SW 10th Node
 - NE 48th Node
 - Sample Rd Node

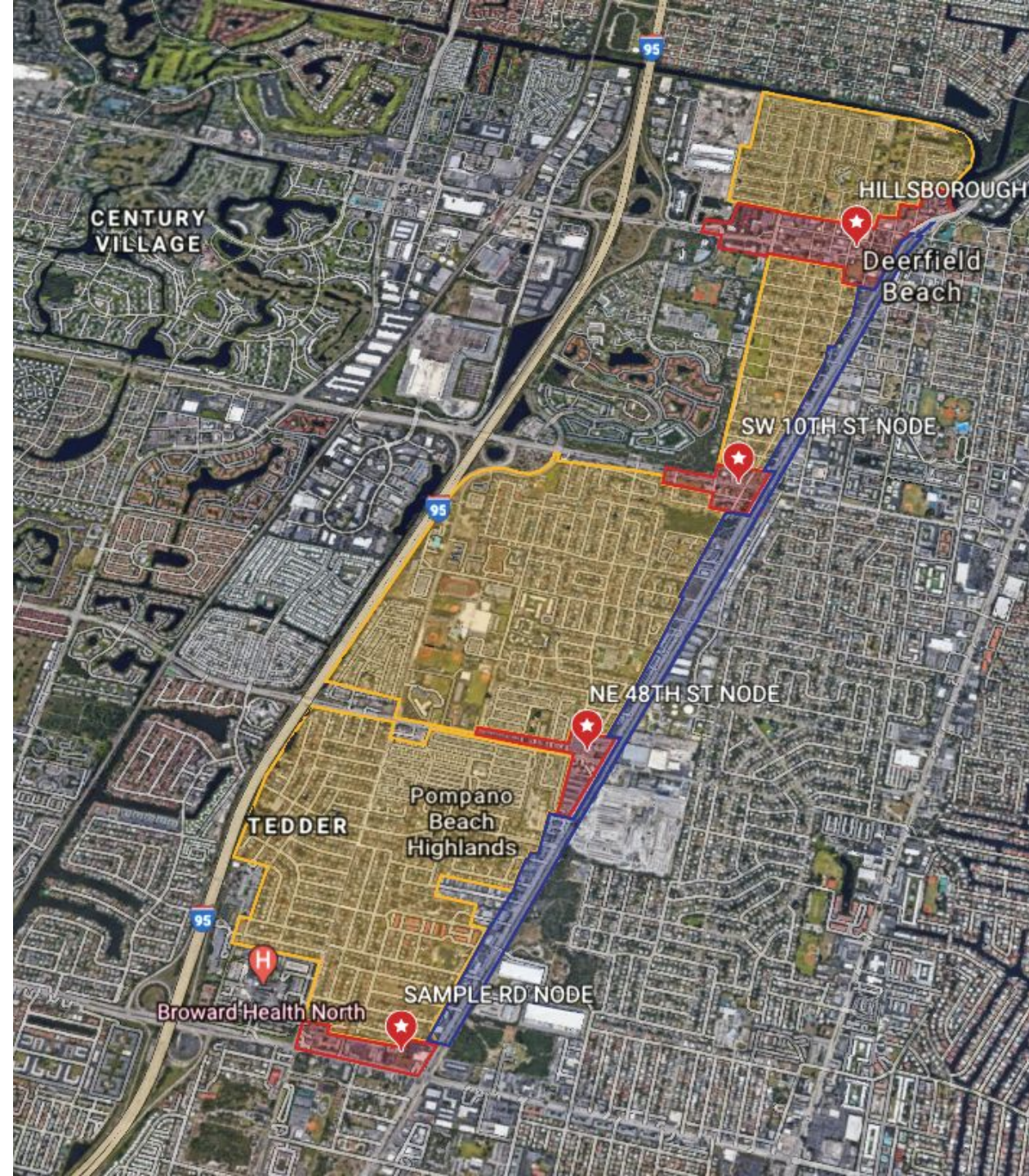
[Opportunity for larger scale and/or multi use projects (Mixed use+Commercial)]



Corridor

Dixie Highway (segments)

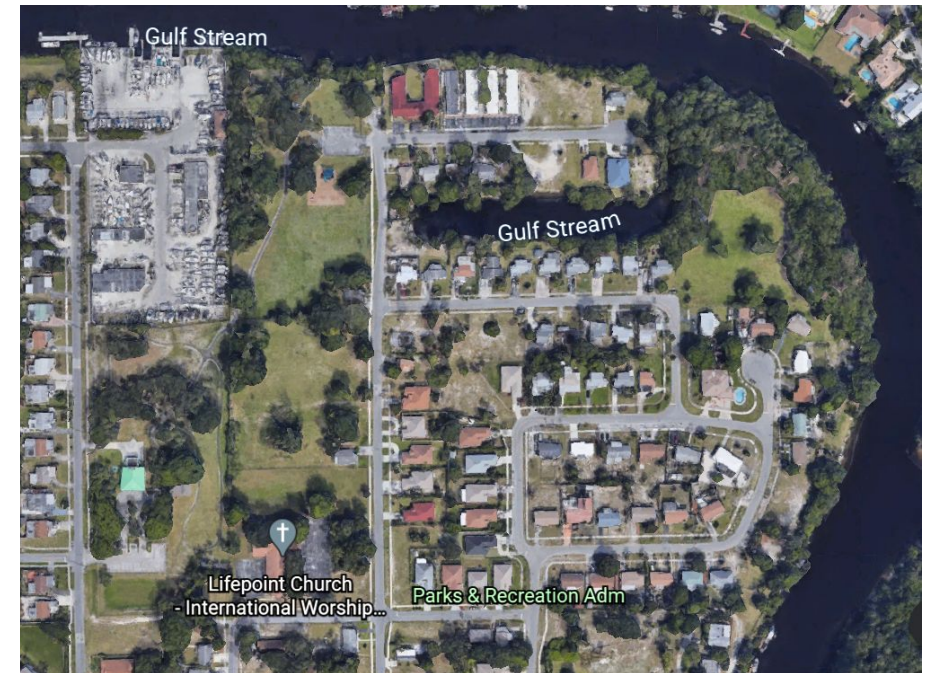
- Dixie Highway Corridor along the 3.5 Mile stretch + Frontage Parcels
 - Major N/S Transit + Pedestrian Connector
 - Shallow Site Depth Parcels
 - Potential for multimodal mobility
 - Directly adjacent to residential
 - High Value Frontage



Underutilized Study Area Assets

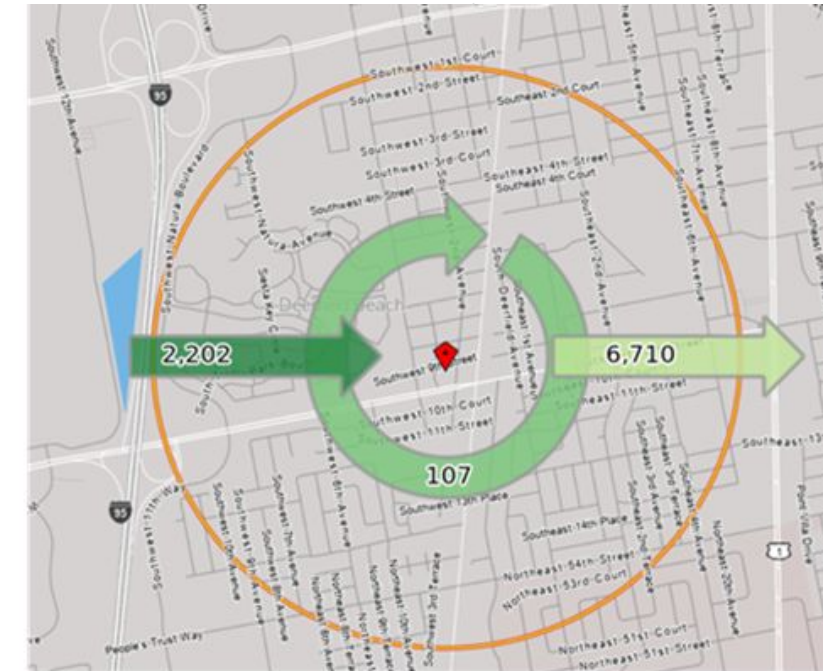
Observations

- Vacant Properties - Redevelopment potential
- Adjacency to Commercial Nodes (context sensitive adjacencies)
- Adjacency to High visibility Corridor (Dixie)
- Civic Assets: River, Parks, Community Centers
 - Community and Regional.
- Hospital (jobs, healthcare)
- Schools (family oriented market)
- Variety of legacy uses
 - commercial, industrial, civic, natural



Economic and Market Considerations

- Economic challenges within and around the Study Area:
 - Moderate income compared to City, County
 - Lower homeownership rates
 - Elevated unemployment
- Economic development in the study area has not kept pace with the rest of the City
- Residential and commercial lease rates in the Study Area generally below threshold to support new construction
- Vast majority workers in and around the Study Area live outside the area
 - Opportunity to capture “pent-up” resident base
- Vast majority of residents in and around Study Area work outside of the area
 - Impetus for expanding job opportunities



Inflow/Outflow Job Counts (All Jobs)

	2018	
	Count	Share
Employed in the Selection Area	2,309	100.0%
Employed in the Selection Area but Living Outside	2,202	95.4%
Employed and Living in the Selection Area	107	4.6%
Living in the Selection Area	6,817	100.0%
Living in the Selection Area but Employed Outside	6,710	98.4%
Living and Employed in the Selection Area	107	1.6%

Obstacles to Redevelopment

- Regulatory obstacles
- Site constraints and configuration
- Lack of consensus as to the vision for the corridor and its relationship to surrounding neighborhoods
- Ownership patterns and legacy land banking
- Existing infrastructure
- Community relations
- Lack of incentives to revitalization / redevelopment
- Lack of funding

Regulatory Obstacles

- Existing underlying zoning and design guidelines are too restrictive and unrealistic
- Entitlement process is not well understood by the community
- Municipal land use doesn't permit a complete mix of uses needed to revitalize the Study Area

Regulatory Solutions

- Rewrite zoning code to:
 - utilize a form-based code that recognizes the different character areas and nodes
 - provide greater certainty in the entitlement process by incorporating a more administrative approval process
 - Incorporate development incentives such as reduced parking requirements, expedited permitting, density bonuses for things like shared parking, increased landscaping, incorporating public space
 - Create uniform buffer design for commercial development adjacent to existing residential use
- Amend the Broward County land use plan designation from Commercial and Medium High Density Residential to Commerce

Site Constraints & Configuration

Obstacles

- Parcel sizes & shapes
- Limited access
- Adjacent existing single family residential



Site Constraints & Configuration

Solutions

1. Target lower density, smaller flex industrial, owner occupied businesses, and/or smaller retail for **the corridor**.

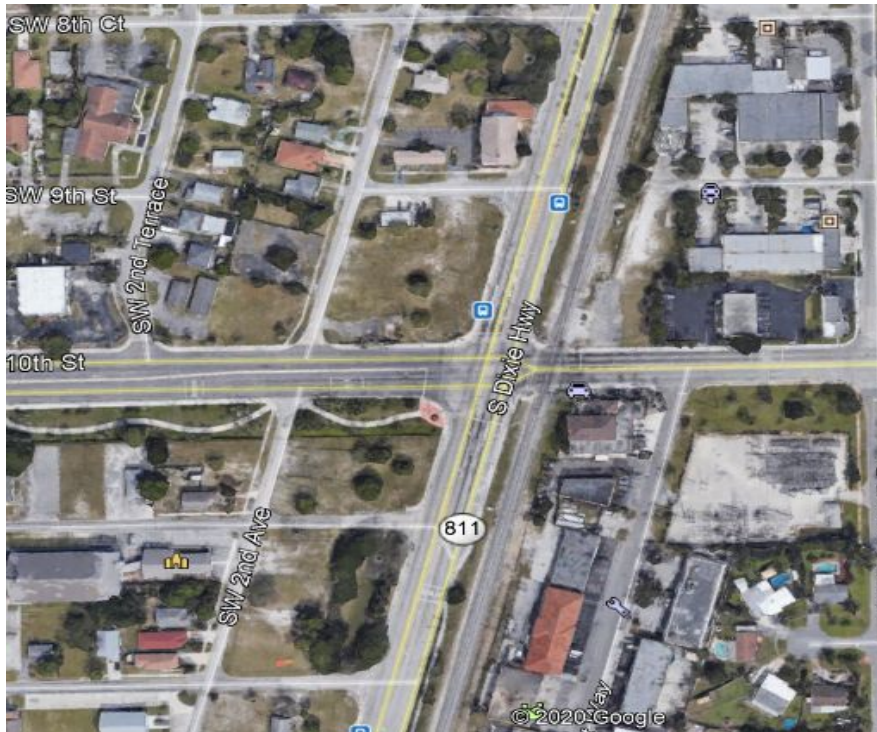


Site Constraints & Configuration

Solutions

2. Pursue larger more traffic-intense commercial or mixed-use projects that require full access, larger parcels, and visibility **for the nodes:**

10th Street



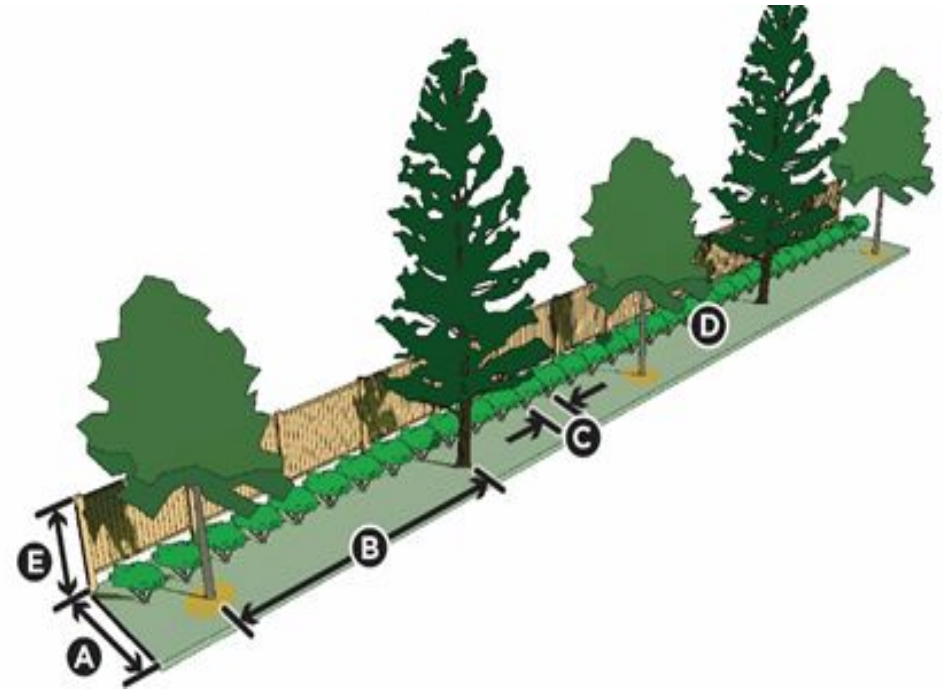
48th Street



Site Constraints & Configuration

Solutions

3. Create a standardized, substantial buffer treatment to protect residential neighborhoods



Site Constraints & Configuration

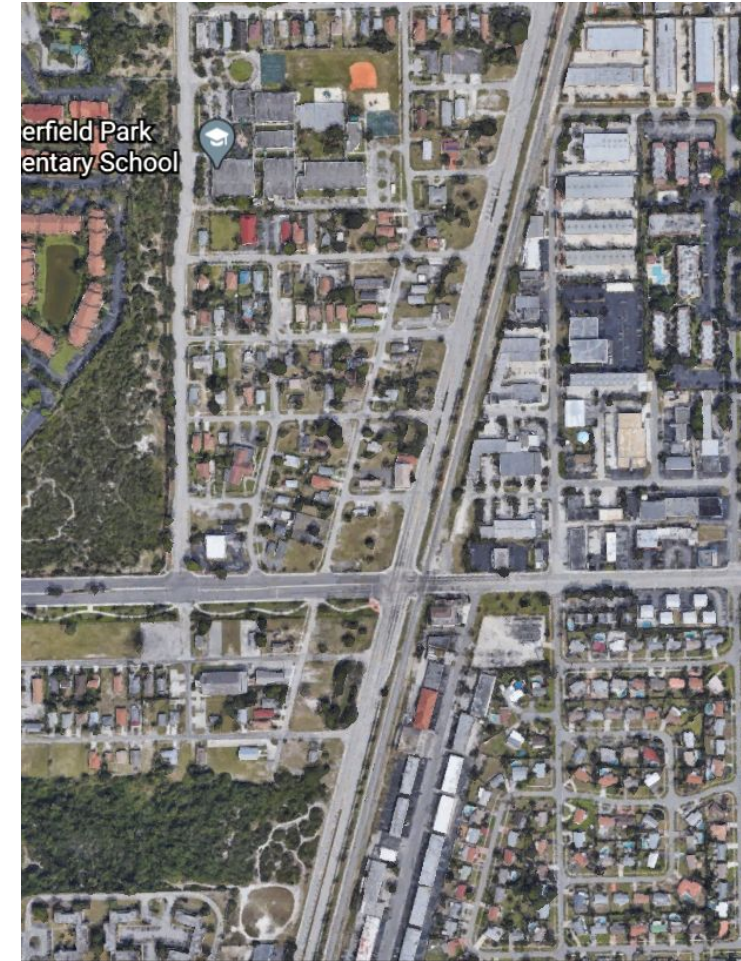
Recommended Uses:

- Additional Commercial
 - Owner-occupied businesses and job creators
 - Small-bay warehouse
 - Additional retail/entertainment opportunities, including drive-through and sit-down food options
 - Additional Grocery and convenience
 - Medical urgent care
- Residential
 - In-fill, low-density single-family and townhome lots
 - Stand alone, surface-parked multifamily
 - Mixed-use opportunities, particularly at nodes

Ownership Patterns

Obstacles

- Landowners
 - Parcel size/Irregularly Shaped
 - “Legacy” landowners unwilling to sell and unaware of options
 - Lack of “market-ready” development rules or process
 - Past actions = Lack of Trust
 - Lack of consensus on vision for the target area
 - Lack of history/credibility for development in the target area



Ownership Patterns

Solutions

- City Leadership – Communicate on plans and opportunities to build trust
- Community Land Trust
- Build trust & education in the process
- City/Community Organization Hosts a Developer and Landowner “Matchmaking Event”
- Site Specific Design Competition for Targeted Sites
- Create incentives to assemble properties at nodes

Existing Infrastructure

Obstacles

- Better accommodate pedestrians, bicyclists, and transit riders along *and across* Dixie Hwy
- Commercial parking needs
- Parking overflows into residential neighborhoods
- Number of Detention/Retention Ponds along Dixie Hwy



Existing Infrastructure

Solutions

- Enhance quality of life through public space activation
- Enhance multimodal connections along Dixie Hwy:
 - Enhanced transit stops
 - Pedestrian crossings near transit stops
 - Buffered bike lanes
 - Shared-use path on the east side of Dixie
 - Pedestrian-scale lighting on both sides of Dixie
 - Shade trees and structures



Existing Infrastructure

Solutions

- Support increased density with transportation management strategies: enhanced transit, bike, & pedestrian use



Infrastructure

Solutions

- Opportunity for a waterfront park in Alwood homes neighborhood
- Work with FDOT to reduce the number of detention ponds
- Accommodate new Warehouse/Shop Trade and other commercial uses by utilizing signalized intersections for truck access and truck aprons at other locations
- Parking study
- Traffic circulation study



Community Relations

Obstacles

- History of Missed Opportunities
- Too Much Time Spent on Studies
- Lack of Consensus Among Residents, City Staff, Elected Officials

Community Relations

Solutions

- Property Owner Engagement
 - “Peer to Peer” Property Development Panels
 - Increase Homeownership
 - Community Advisory Board for Development/Improvements
- Total Community Engagement
 - Youth, workforce, elderly need to be engaged
- Economic Development Opportunities
 - Allow for and encourage incubator and educational spaces, cultural and entertainment options



Community Relations Solutions

- Utilize city-owned land to recognize and celebrate the heritage of the community in and around the study area
- Add dedicated staff person at city hall to coordinate and facilitate development with property and business owners

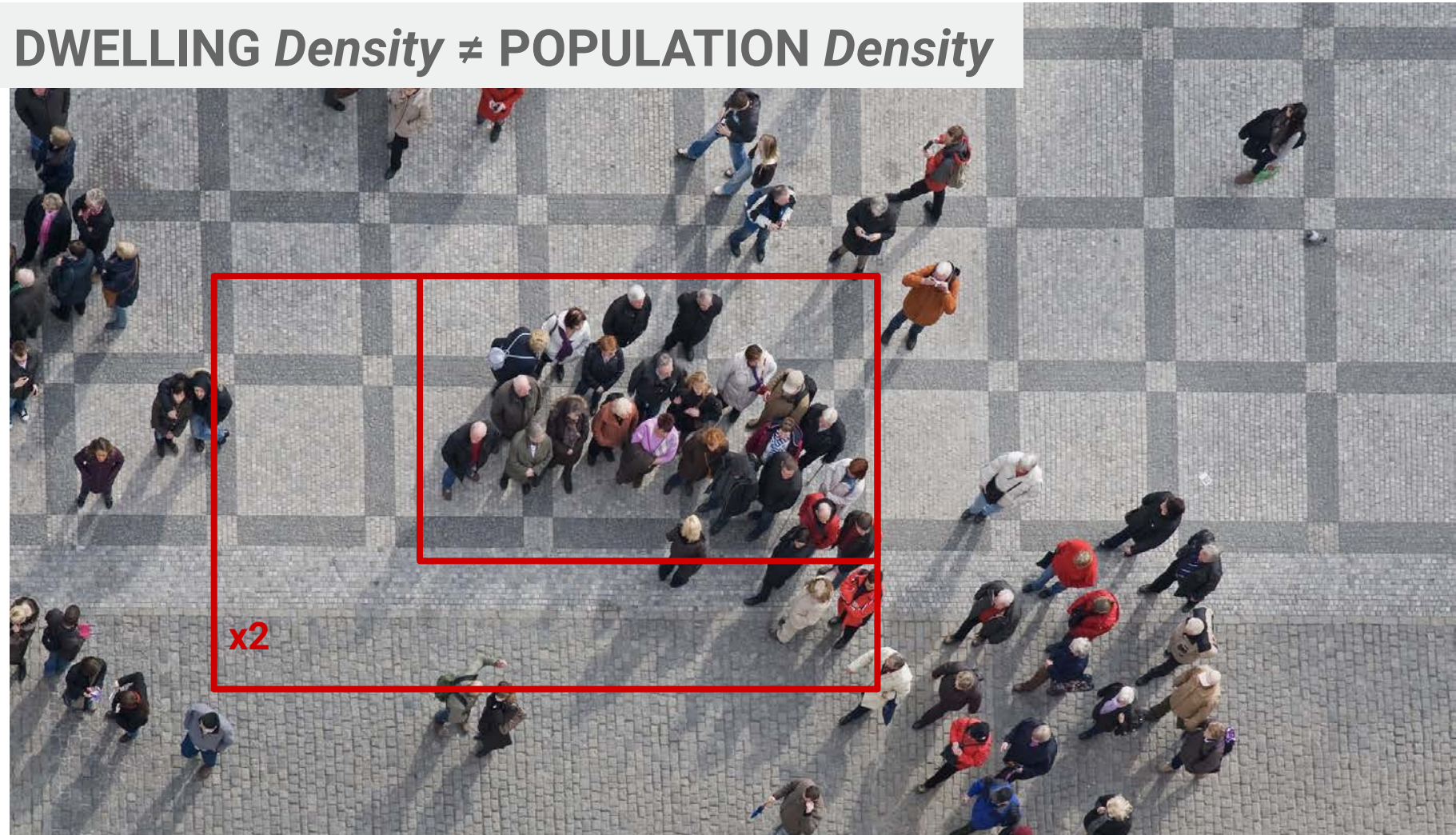


Photo: Marcia Brandes, Georgia Nature Photographers Association

Gentle Density

Context Sensitive Revitalization

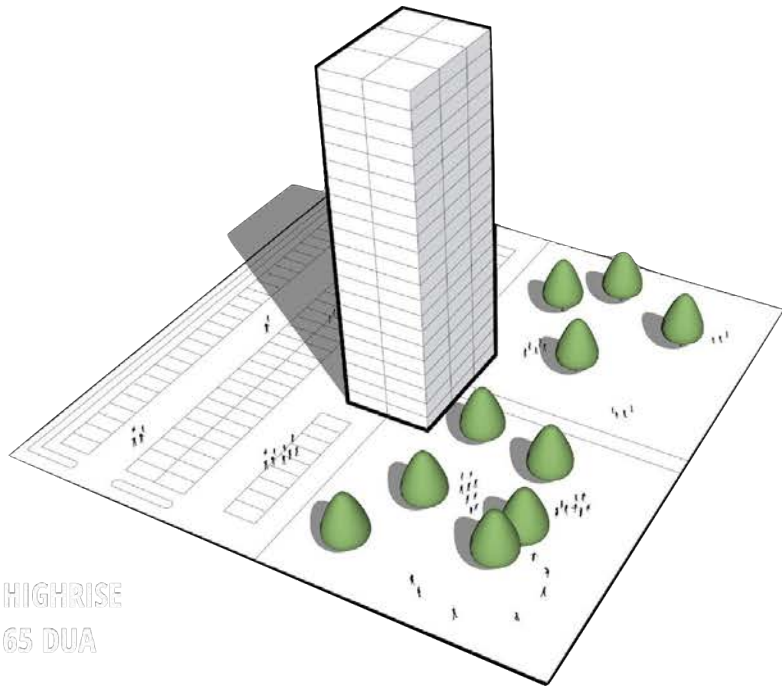
BUILDING *Density* ≠ DWELLING *Density* ≠ POPULATION *Density*



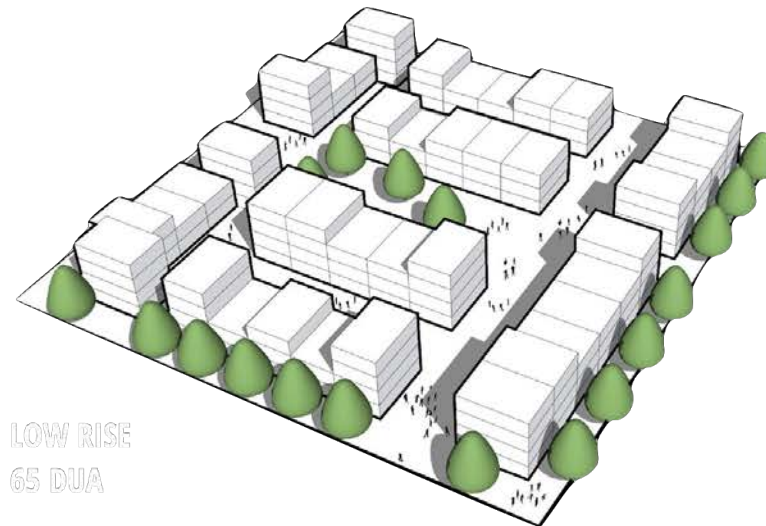
Gentle Density

Context Sensitive Revitalization

BUILDING *Density* ≠ BUILDING *Configuration*



HIGHRISE
65 DUA



LOW RISE
65 DUA

Gentle Density

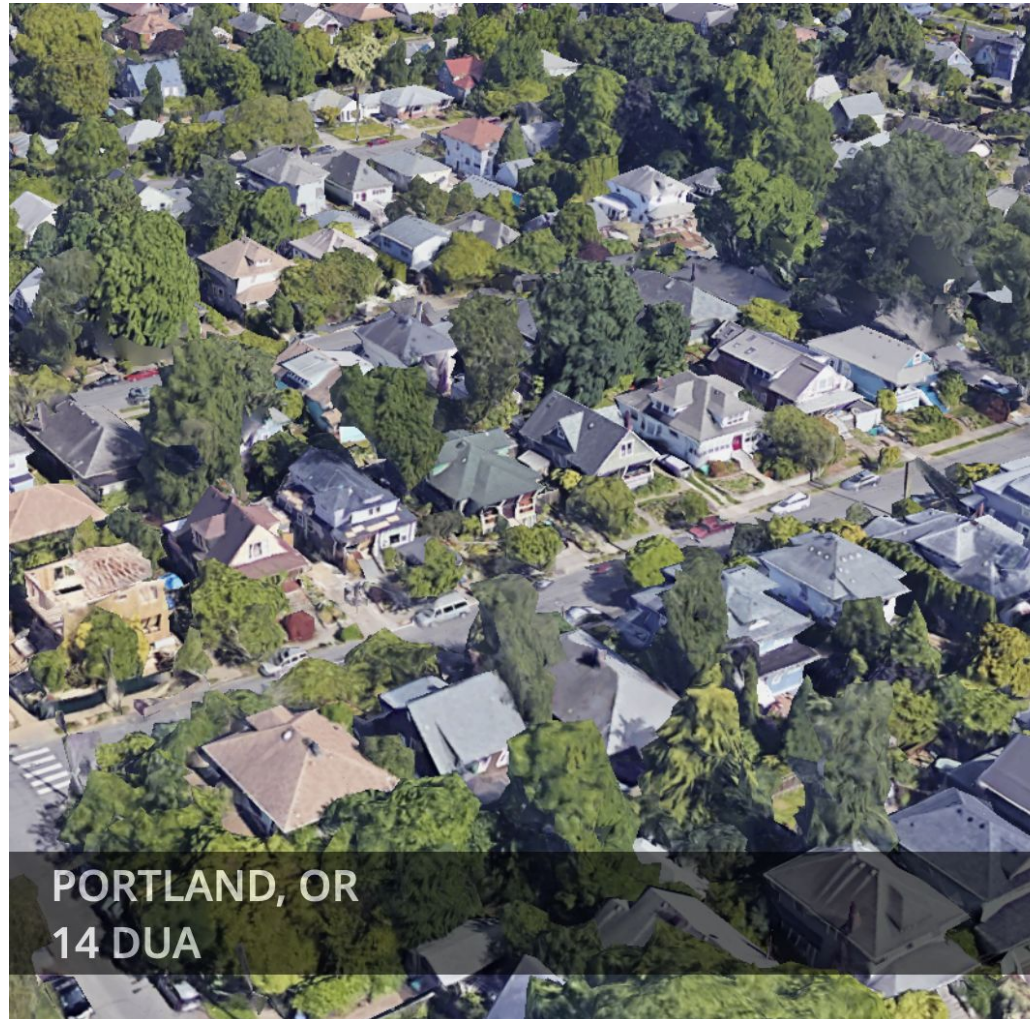
Context Sensitive Revitalization



WILTON MANORS
7 DUA

Gentle Density

Context Sensitive Revitalization



Gentle Density

Context Sensitive Revitalization



CARVER HEIGHTS, DB
5-7 (+) DUA

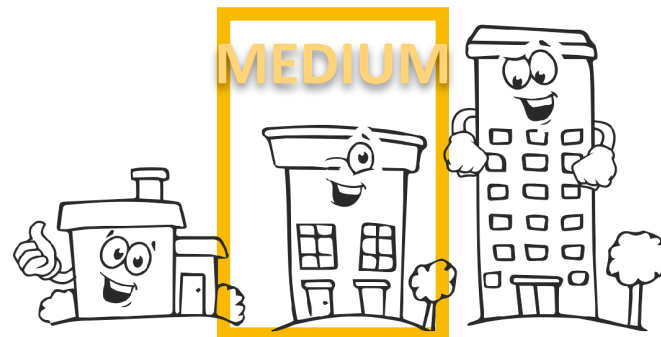
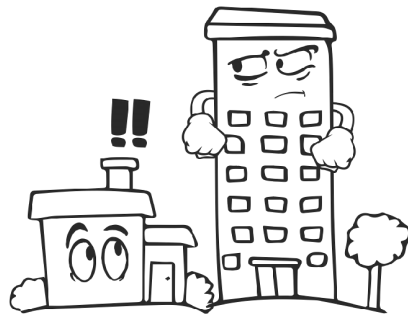
Gentle Density

Context Sensitive Revitalization

Missing Middle Housing

- Housing and unit types should accommodate for families and multi-generational living
- Encourage ADUs
- Encourage home ownership opportunities
- Maintain neighborhood character/feel
- Increase quality of housing
- Provide mix of housing choices

- Existing ADUs (ancillary dwelling units) should continue to be maintained and encouraged to be built
- ADUs promote affordability and multi-generational living



“Diverse building types create healthy neighborhoods”

Lack of Incentives and Funding for Redevelopment

Obstacles

- Financial underwriting does not work (the deals don't "pencil out")
- Delayed timing and regulatory / administrative complexities
- Lack of unified vision
- No CRA for this area of Deerfield Beach
- Lack of financing & fundraising expertise

Incentive Solutions

Solutions

- Up-zoning or density bonuses
- Fee reductions
- Expedited permitting and reviews
- Advantages of development within the Opportunity Zone



Funding Solutions

Solutions

- Choice Neighborhoods (HUD) Program
- Economic Development Administration (EDA) Grants
 - Public Works and Economic Adjustment Assistance Programs
- HUD Program:
 - Community Development Block Grant (CDBG)
 - Section 108 Loan
- CRA city-only TIF area
- Explore Community Development Corporation or similarly-oriented entities
- General Obligation and or other revenue bonds

Overarching Recommendations

- **Embrace the different conditions** along Dixie corridor - a one-size fits all approach will not work
- **Streamline the regulatory process** and calibrate zoning to add flexibility to both design standards and uses
 - **create a new zoning district** for the study area that recognizes each unique character area and node
- Work with Broward County to **find a CRA-like funding** and management tool to support revitalization in the community
- Establish a **better line of communication** with the community including establishing a community advisory board
- **Focus on the future!**



Q&A

Thank You

The background of the slide is an aerial photograph of a city area, likely Deerfield Beach, Florida. The image shows a grid of streets, residential houses, commercial buildings, and parking lots. A prominent road runs horizontally across the middle of the image, and another road runs vertically on the right side. The overall scene is a mix of urban development and open spaces.

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