



CITY OF LAUDERHILL

WEST COMMERCIAL BLVD CORRIDOR

ULI LEADERSHIP INSTITUTE

AUGUST 2021

Agenda

1. Introductions
2. Project Overview
3. Vision For The Future
4. Identify The Challenge
5. Existing Constraints And Recommendations



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Project Overview

- Engaged by the City of Lauderdale to analyze and make recommendations for the West Commercial Blvd Corridor and assist in providing answers to the following questions:
 - Highest and Best Use for vacant properties along West Commercial Blvd
 - Planning and Zoning policies that promote future development of a type that is complementary of the corridor and its surrounding uses while also serving existing residents
 - Incentives to attract development or redevelopment
 - Public outreach practices that should be implemented to facilitate clear communication of what uses area residents envision
 - Creating a “sense of place”
 - Treatment of Nonconforming uses

West Commercial Blvd – Existing Conditions



Vision For The Future

- City of Lauderdale has an opportunity to take action and influence its future
- Today's vacant, underutilized land, can be transformed into an important and meaningful place
- A place that allows existing and future residents of Lauderdale to improve their quality of life by enjoying
 - New residential options
 - Desirable retail shops and restaurants
 - Green space
 - Outdoor dining



Identify The Challenge

- Imperative to first understand and identify the problem before recommendations can be made that would effectuate change
 - Met with the following stakeholders:
 - City Mayor and Council Members
 - City Staff
 - Adjacent Homeowners Association (President)
 - Landowners along West Commercial Blvd
 - Real Estate Brokers

Identify The Challenge

- Consensus around what is wanted, however current constraints prohibit executing the vision
- The challenges and opportunities can be summarized into the following categories:
 - 1. Absence of new residential development to attract higher quality retail
 - 2. Rigid and incompatible zoning and land use
 - 3. Weak and underutilized incentive program
 - 4. Lack of attention and resources dedicated to marketing Lauderhill

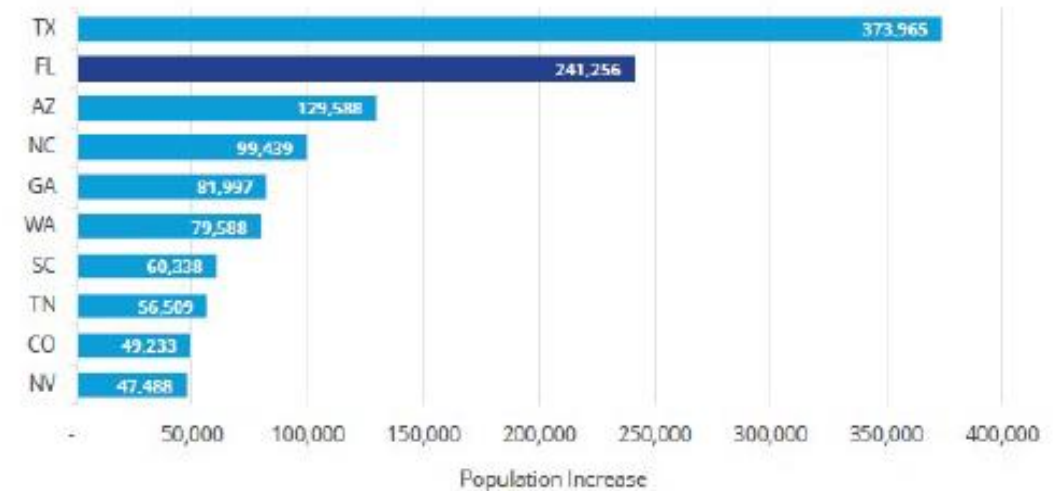
Constraint:

Absence of new residential development to attract higher quality retail

- Residents have strong desire for new and improved retail along the corridor, however current demographics don't support it
- Successful retail depends on successful residential neighborhoods
- Goods and services typically follow rooftops; when the residential, student, and employee market is large enough or starts to grow, the retailers and restaurants will follow.

US Migration Trends

Top 10 US States Population Increase



Source: Colliers International, US Census Bureau

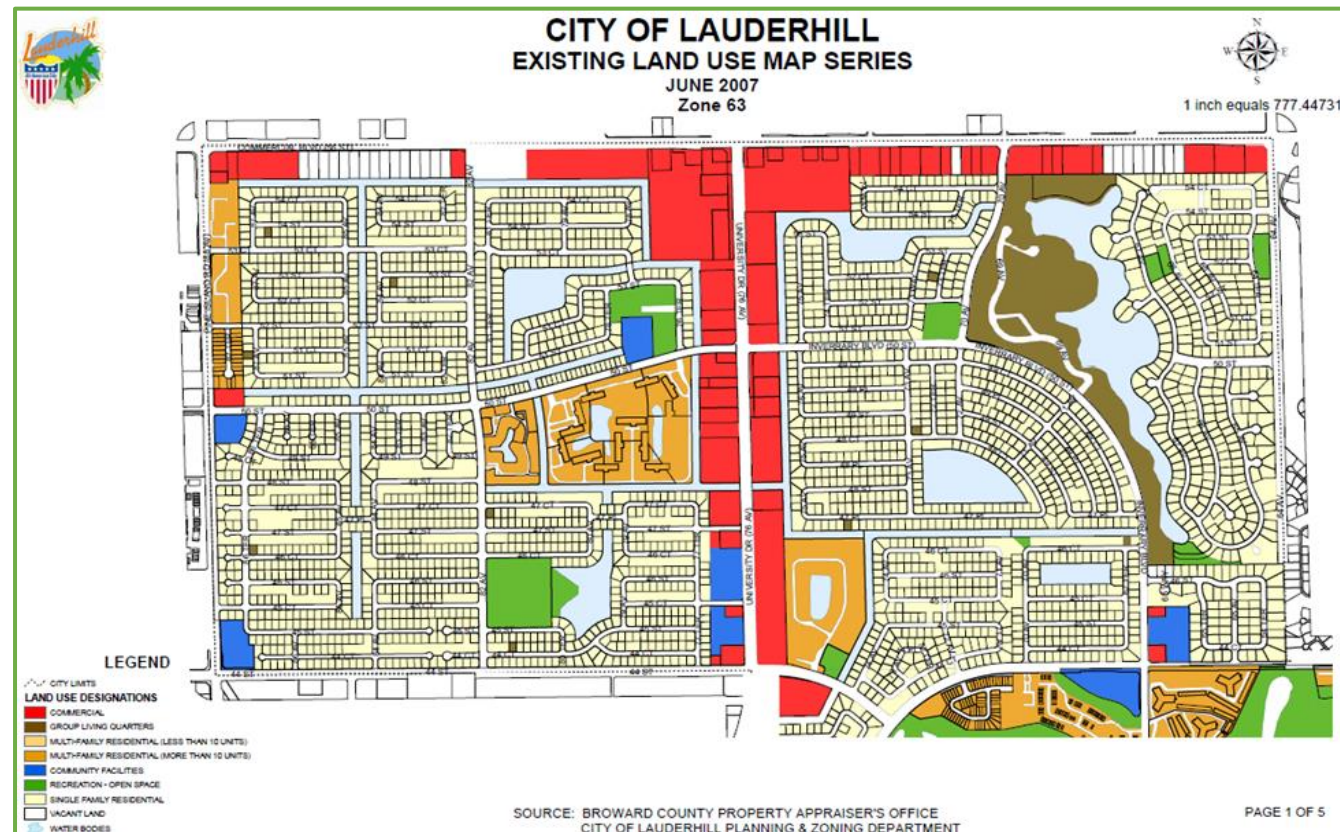
Recommendation:

Absence of new residential development to attract higher quality retail

- Major stakeholders work together to create a shared vision that enhances the corridor
 - Vision should incorporate mixed-use product to capture the inbound migration to Florida; residential above retail creates density and brings activity to the area
- Encourage mix-income housing products, including workforce, rentals and opportunities for ownerships
- Set design standards and work with developers and neighbors to incorporate open space and buffers between the existing residential neighborhood.

Constraint: Rigid and Incompatible Zoning and Land Use

- Commercial properties along W Commercial Blvd are zoned CG which is equivalent to C3
- Existing CG limitations include:
 - No residential use
 - Height of 25' if adjacent to residential
 - No mixed-use development
 - Encourages uses that go against the City's Vision
 - self-storage and car washes



Recommendation: Rigid and Incompatible Zoning and Land Use

- Mixed-use zoning will strengthen the demographics and bring more density to the area which will lead to the economic growth of Lauderhill
- City should explore additional flexibility to the zoning
 - Update Comprehensive Plan and create a regulatory environment that promotes development
 - Create Overlay Zones that are aimed to solve specific problems and needs identified in the City
 - New District Regulations which possibly include new land use categories (i.e.. Local Activity Center)

Site Plan and Massing Study

Total Gross Area: 240,000 SF

Total Retail Area: 60,000 SF

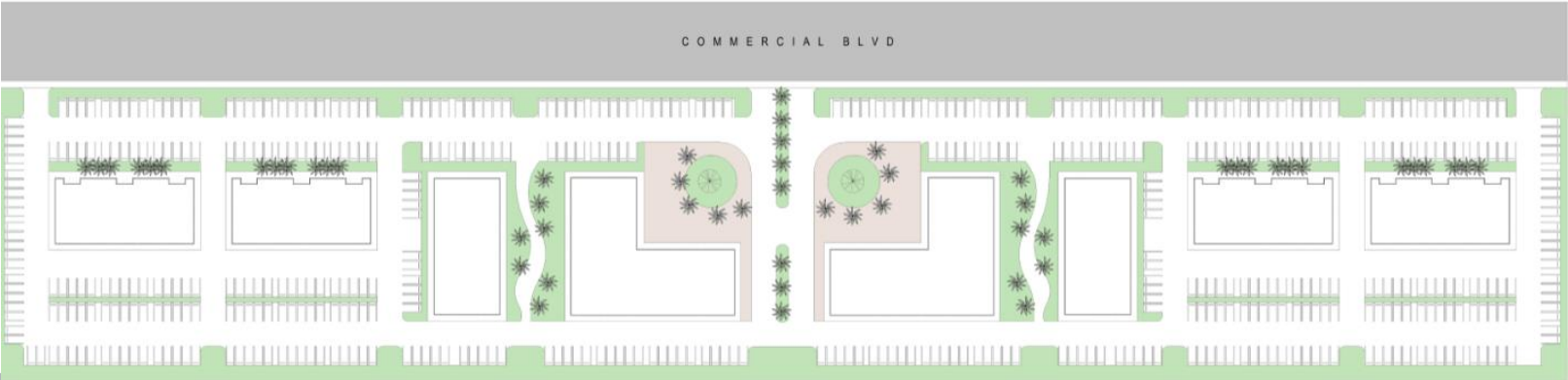
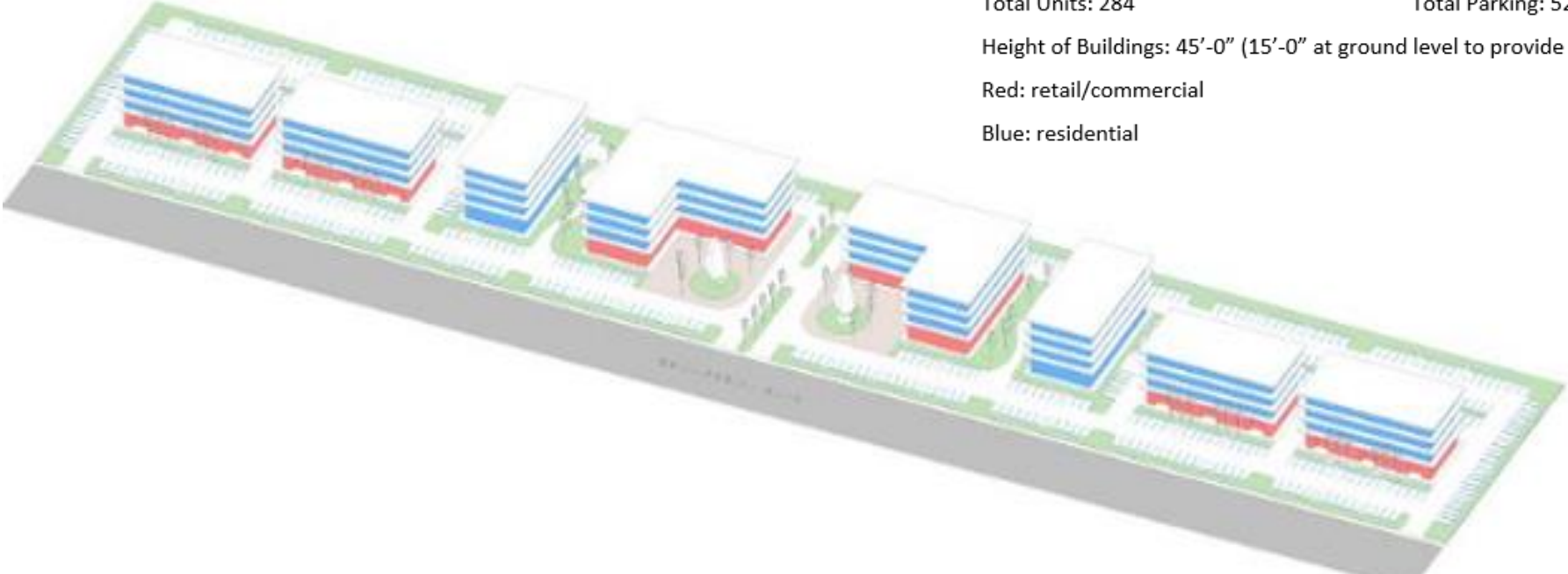
Total Units: 284

Total Parking: 524 spaces

Height of Buildings: 45'-0" (15'-0" at ground level to provide more height for commercial areas)

Red: retail/commercial

Blue: residential



Constraint: Weak and Underutilized Incentive Program

- Currently City has two incentive programs:
 - Micro Loan Program and Commercial Property Improvement Program (CPIP)
- Micro Loan program is targeted for start up, newly established, or small businesses
- CPIP encourages investments that enhance visual aesthetics of commercial properties
- Neither program was designed to attract new development which is what the City wants & needs

Recommendation: Weak and Underutilized Incentive Program

- Develop incentive programs geared to attracting new development
 - Examples from other Cities:
 - City of Fort Lauderdale - Community Redevelopment Area: Development Incentive Program (DIP)
 - DIP is a custom designed incentive for specific developments in the CRA that invest more than \$5M
 - City of Tamarac - Commercial Real Estate Development Accelerator (REDA) Grant Incentive Program
 - REDA is an incentive reimbursement grant program, available to expedite commercial investment/development throughout the City. The desired projects are transformative large-scale new commercial mixed-use retail and lifestyle centers with a maximum award of \$500,000
 - City of Coral Springs - Permit and Impact Fee Grant
 - Relief on various fees to encourage development; examples include Building Permit and Inspection Fees, Water and Sewer Connection Fees, Water and Sewer Impact Fees and Planning and Zoning Fees.

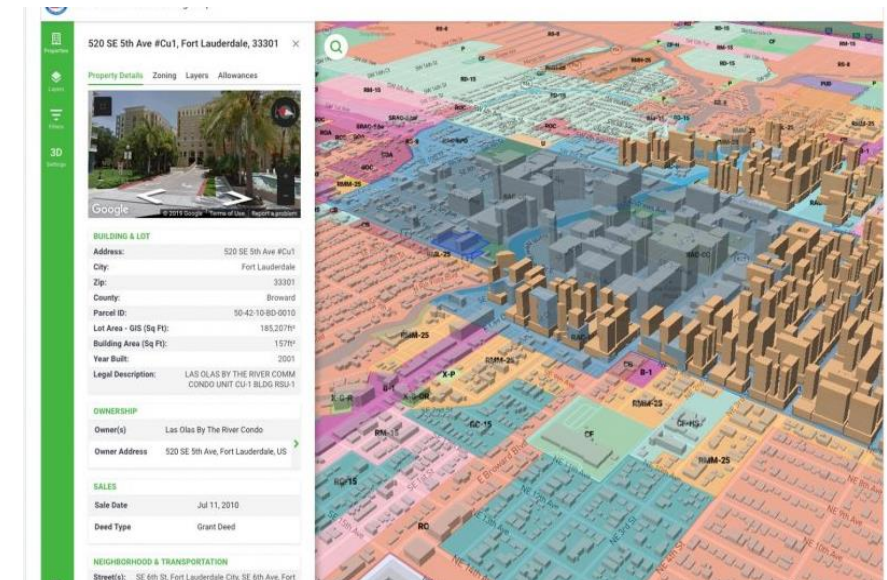
Constraint:

Lack of attention and resources dedicated to marketing Lauderhill

- South Florida cities compete and need to put their best foot forward to attract new business and development
 - Lack of marketing and awareness throughout South Florida about “What and Who is Lauderhill”
 - City’s website is difficult to navigate and does not entice visitors
 - Lack of presence and aggressive marketing direct to retailers
 - Retail Recruitment package from 2019 was heading in the right direction but needs to be executed

Recommendation: Lack of attention and resources dedicated to marketing Lauderdale

- Create a repository of site-specific marketing collateral and real estate activity
- Develop a website with a Buzz page
- Purchase a user-friendly online interface to make it easier for potential investors to search & visualize parcel specific data for real estate opportunities (sample of Gridics below)
- Attend trade shows and conferences
- Meet stakeholders and network
- Actively recruit



Q&A