

I. SECTION ONE – EXECUTIVE SUMMARY

A. Introduction

The amendment to the Community Redevelopment Plan (the Plan) for the East Community Redevelopment Area (“East CRA”) serves to revise the Plan for the East CRA to reflect current priorities and market conditions. The amendment is considered a supplement to the existing 2001 Plan but adds more programs and sets new priorities. In the case of a conflict between the 2001 Plan and the 2010 amendment, the latter will take precedent.

The City Commission of Pompano Beach on September 12, 2000 determined the existence of slum or blighted conditions and designated a certain area appropriate for community redevelopment by Resolution #2000-285. Broward County passed a resolution delegating and conferring certain powers to the City for the CRA on July 10, 2001.

The East Community Redevelopment Agency (East CRA) was created by the City on October, 9, 2001 by Ordinance No. 2002-11.

Since the 2001 Plan, market conditions have changed and new priorities set. Many previous priorities are still priorities and new projects and programs created. Some projects are underway and new ones are scheduled to commence over the next five years. Existing programs have been reviewed for continuing relevance and new programs have been added to the task of addressing the conditions of slum or blight.

The current boundaries of the East CRA are shown in Figure 1.1. The total area included is 158 acres, representing roughly 1% of the land area of the city. Various economic indicators, such as median household income or median property value, are generally similar to the county or the statewide medians, although the population tends to be older and more predominantly white. This is due to the primary housing type in the east CRA being mid and high-rise condominiums on the barrier island, not typical for the rest of the county.

The East CRA is a mature area, largely developed in the 1950s and 1960s. Despite an advantageous location on the Atlantic Ocean, with Atlantic Boulevard serving as a major connector to the waterfront, it has not attracted much new investment in recent years. The goals of the East CRA are to leverage this prime location and foster the incremental redevelopment of the aging properties into a vibrant, mixed-use neighborhood with high quality amenities.

While the economics and market of the East CRA remain a challenge, the District has been able to make substantial progress in the past decade. Several housing projects have been built including the large luxury high-rise, Oceanside Pompano Beach, on A1A. However, since 2001 the economics of the downtown have deteriorated, evidenced by a growing amount of office and retail vacancy. This Plan will seek to establish a secure base for future growth. The CRA Agency represents an important partner in the stabilization of neighborhoods and in attracting new residential, hotel, retail and office development to the area.

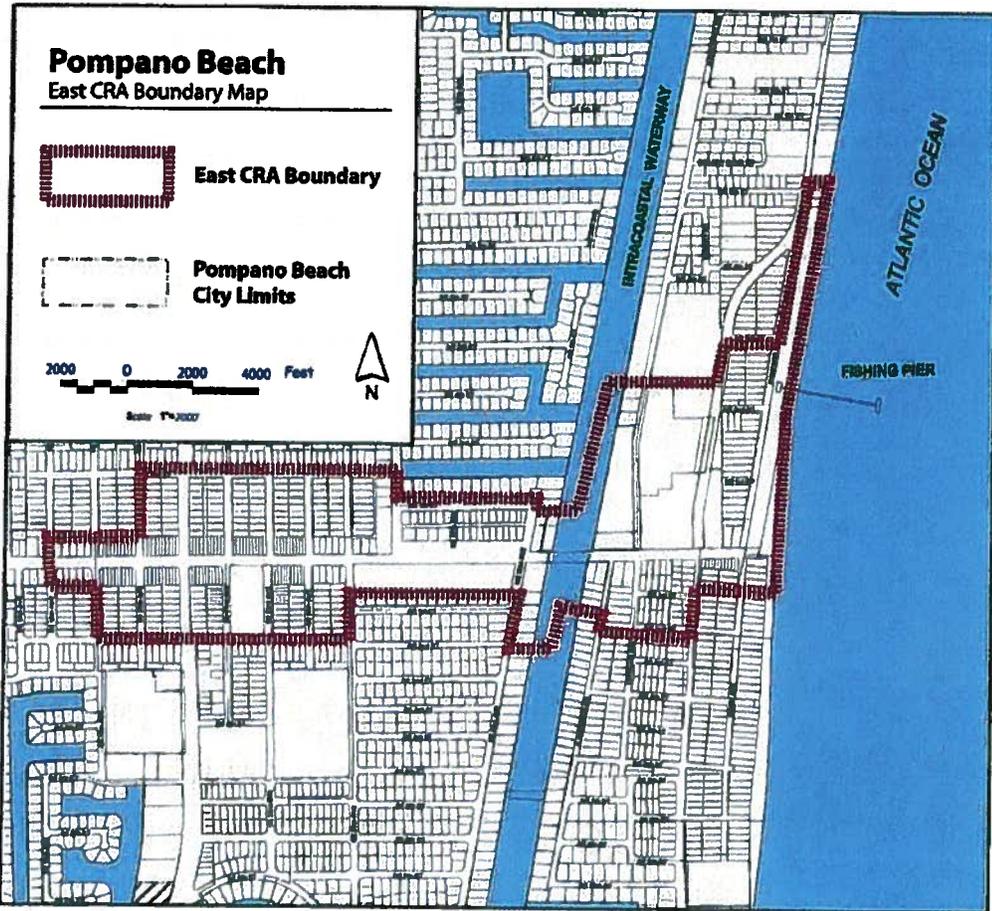


Figure 1.1 - East CRA Boundaries

B. Background

Originally formed in 2001, the East CRA is now approaching 10 years old. Its initial focus was the improvement of commercial properties. The strong real estate market of the early 2000s contributed to tax increment growth, so that the East CRA will be able to fund a wide variety of programs discussed in this Plan. Although the East CRA has not been immune to the real estate downturn affecting the rest of Florida, it has only recently begun to plan and fund substantial improvements. Thus, it has a fairly secure financial base despite a short term drop in tax increment revenues. Currently the CRA Agency is commencing public improvements.

Much remains to be done, however. While the accomplishments of the East CRA District are notable, particularly in planning for streetscape improvements and revising the development regulations, Pompano Beach still remains disadvantaged in comparison to the rest of the county. New investment still tends to look elsewhere, particularly to the suburbs and to the larger cities in the county, which have experienced very strong growth in the past 20 years. The East CRA Area still has some significant redevelopment opportunities. There are infill opportunities in the commercial areas for hotels and restaurants and small residential projects.

C. The Future

The immediate objective for the next several years is to attract new commercial businesses, to attract new development for hotels and commercial uses and to continue to improve the neighborhoods. A portion of tax increment revenues are now dedicated to debt service as a result of a bond issue in early 2010. The bonds will assist in funding public improvements. Although a further reduction in property values may be expected in 2011 before the market stabilizes, economists predict that the values will rise again.



Figure 1.2 – Street view of proposed seaside plaza.

The priorities for the East CRA are reflected in its current capital improvements plan. Major investments will be made in improving the Atlantic Boulevard streetscape, as well as the beachfront areas along Pompano Beach Boulevard and the city-owned beach parking lots. These improvements will include consolidating the parking into a smaller footprint structure, freeing up area for parks and a new restaurant near the fishing pier. All of this should serve as a catalyst for high quality private development, for which several vacant tracts are available. The redevelopment of the commercial space on the mainland portion of Atlantic Boulevard will likely take longer to materialize, but should benefit from the improved beach environment. Incremental progress can be made, with CRA assistance, through programs such as business recruitment, façade improvement grants, and certain regulatory incentives.

Funding projections for the next five years are included in Section VI of this Plan. Assuming that real estate values bottom out in 2010 and 2011 and then begin rising modestly thereafter, tax increment revenues will not return to FY 2009 levels until 2013. It should be noted that these projections are conservative, which is to say that they assume no increase in millage rates and a modest increase in taxable value due to new development.

Within about four or five years, the East CRA should be in better financial shape. Public improvements will be completed and the area will have a substantially different visual appearance. Even with the debt, the CRA Agency will have additional revenue to fund other investment and assist in redevelopment as described in Section VI.



Figures 1.3 - Proposed parking scheme for Harbor Village

D. Organization of the Plan

This redevelopment plan is organized into several sections, as follows:

- Section I, this Section, provides an overall summary of the Plan.
- Section II provides background information and a summary of certain statutory requirements of the Community Redevelopment Act, as provided for in Florida Statutes, Section 163, Part III.
- Section III provides a summary of the existing conditions in the East CRA Area. It provides a physical assessment as well as economic and demographic information.
- Section IV provides an analysis of the needs and opportunities in the East CRA, specific to certain sub-areas of varying character, and addresses certain area-wide concerns and implications of redevelopment.
- Section V itemizes and documents all of the East CRA programs and initiatives. It is this section that gives the agency the legislative authority to carry out programs.
- Section VI contains the implementation priorities and reconciles them with the proposed spending plan for the next five years. This section also contains the financial analysis and projections for the East CRA.