The North Beach CRA Redevelopment Plan
Welcome from the city and consultant team

Financial and economic development advisory

Physical planning and public engagement

CRA and CRA Plan advisory
Kick-Off & Hands-On Design Session / Sesión Inicial de Diseño
Monday, January 11 | Lunes, 11 de enero | 6:30PM

Join us for an informative presentation on city planning and community design within the newly approved North Beach CRA. Participate in a presentation informativa sobre planificación urbana y diseño comunitario en el sector de la recientemente aprobada North Beach CRA.

Open Design Studio / Estudio de Diseño Abierto
Tuesday, January 12 | Martes, 12 de enero | 11AM & 5PM
Thursday, January 14 | Jueves, 14 de enero | 11AM & 5PM

Join these meetings for an open dialogue with the design team, provide feedback and ask questions as plan ideas evolve. Participé en estas reuniones para un diálogo abierto con el equipo de diseño, proporcione comentarios y haga preguntas a medida que evolucionan las ideas del plan.

Work-in-Progress Presentation / Presentación Sobre el Progreso Hasta Ahora
Friday, January 15 | Viernes, 15 de enero | 4PM

See the "wrap-up" presentation from the charrette. Vea la presentación de resumen de los talleres.
Recall the goal of our planning effort

To craft a widely-supported redevelopment plan for the CRA that inspires residents, investors and public officials with what is possible for Miami Beach’s North Beach
The CRA District

The district’s boundaries are broadly:
From the West Lots, down through Town Center into Atlantic Heights, then west through Town Center to a portion of Normandy Isles.
The TIF: How does it work?

The increment (scaled across a CRA District) provides the CRA trust fund with its operating budget.
The TIF: How does it work?

The TIF revenues support projects that help to grow the increment even more through enhancing the area’s competitiveness and quality of life.

- Economic Development
- Affordable Housing
- Infrastructure
- Climate Adaptation
THE PUBLIC PROCESS
580+ PEOPLE “LIVE” KICK OFF, OPEN HOUSE, FOCUS GROUPS, ONE-ON-ONE MEETINGS, OPEN DESIGN STUDIO PARTICIPANTS
Live Polling
Work-in-Progress Presentation
First: Sign In

Enroll in our live poll by texting us! Only do this once.

Send a text to 22333

Send this message
There is no reply. Your newest answer is saved.
ICE BREAKER: What are your plans for Martin Luther King Jr. Day weekend?

- Get outside (Beach, Park, Boardwalk, Boating): 62%
- Do something new and exciting!: 8%
- Enjoy some family time.: 15%
- Rest & Relax (Maybe Netflix Binge): 8%
- Nothing. Thanks COVID-19.: 8%
Are you a resident and/or property owner within North Beach? (Send in separate text all that apply)

- Permanent Resident: 48%
- Property Owner: 36%
- Other: 4%
- NA: 2%
- Seasonal Resident: 10%
- Business Owner: 7%
How many Charrette events did you attend this week?

- None. This is my first event. 29%
- 1 event 14%
- 2-3 events 36%
- 4+ events 21%
- Kick Off Only
WHAT WE HEARD
ONE word that comes to mind about North Beach NOW
ONE word that comes to mind about North Beach IN THE FUTURE

community, renovation, friendly, affordable housing, thriving, rising family, state scale welcoming, arts, place, rise, art, high, youthful, creative, affordable, competed, live,的女人, unique, renovate, destroyed by greed, vibe.
WHAT WE HEARD SO FAR: BREAK-OUT ROOMS RESPONSES

JAN 11TH KICK-OFF & HANDS-ON DESIGN SESSION

63 PARTICIPANTS
103 PROJECT IDEAS
96 ASSIGNED CATEGORIES

What Categories Are Most Important to You?

- Infrastructure and Resilience
- Transportation and Mobility
- Housing and Historic Preservation
- Community Revitalization and Economic Development
- Parks and Recreation

Number of Projects
SYNTHESIS MAP FROM MONDAY NIGHT

This map shows an overview of the North Beach CRA for the Hands-On Design Session of the Charette 10 series.

All changes saved to Drive.

- Add item
- Share
- Export

- NB CRA Boundary.kmz
- Individual styles
- NB CRA Boundary

- Plan Site Areas
- Individual styles
- Town Center
- Street Trees

- Your input
- Individual styles
- Park View Island should be included
- Byron Carlyle
- New Recreational Complex
- The Bandshell
- Aesthetic Potential at Ocean Terrace
- Parking lot under construction
- North Beach Oceanside Park
- Streetscape improvements
- Improve entrance
- Overall street improvement
- Improve street to Plaza bluffs
- Town Center - more mixed use...KAXKX LAUNCH
- Park View Island should be included

- maintenance bridge
- programming

- Need more Parking for this area
- Town Center area
- bridge upgrade
- development
- art center, gallery
- streetscape
- Revitalize
- Repurpose Byron Carlyle
- Revitalize
What can make North Beach even better? (Choose your top THREE. Send separate texts for each choice)

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work to IMPROVE THE FACADES of existing small businesses</td>
<td>19%</td>
</tr>
<tr>
<td>Add affordable and workforce HOUSING</td>
<td>15%</td>
</tr>
<tr>
<td>Add new RETAIL and ENTERTAINMENT</td>
<td>19%</td>
</tr>
<tr>
<td>Add more TRANSIT options</td>
<td></td>
</tr>
<tr>
<td>Utilize GREEN building &amp; site design systems (for water, energy, etc.)</td>
<td></td>
</tr>
<tr>
<td>Adapt public infrastructure and buildings to SEA LEVEL RISE</td>
<td>7%</td>
</tr>
<tr>
<td>Increase access to the BEACH, PARKS, AND OPEN SPACE</td>
<td>4%</td>
</tr>
<tr>
<td>Add more EMPLOYMENT opportunities</td>
<td>4%</td>
</tr>
<tr>
<td>Create WALKABLE AND BIKEABLE PLACES</td>
<td>15%</td>
</tr>
<tr>
<td>Maintain neighborhood CHARACTER</td>
<td>19%</td>
</tr>
</tbody>
</table>
Retail Vacancies
Retail Vacancies
Historic Buildings Enhancements Opportunities
Do you still like this idea from Plan NoBe?

- Yes: 88%
- No: 12%
- Not Sure Yet:
How interested are you in seeing CRA funds spent on resilience? (higher roads, drainage systems and pumps and shoreline defenses)

- Very Interested: 74%
- Interested: 14%
- Indifferent: 5%
- Against: 2%
- Very Against: 5%
WHAT WE HEARD SO FAR: PUBLIC RESPONSES

- Best kept secret in the area. Protect the environment and ecosystem – should be the #1 priority of the CRA. Create more green areas that everyone and families can enjoy.
- Protect and enhance our residential assets from storms right now as well as sea level rise in the future.
- Attract businesses & investors to bring North Beach back to the prosperity that it had before.
- Improve Town Center quickly so that it can fund other items to be accomplished. Bike lanes and infrastructure improvements will help private investment to occur. Time is of the essence.
- Affordable housing, so the entertainment and service workers can continue to afford to live and work in Miami Beach.
CRA to help landlords attract businesses to fill vacant storefronts by having paper in vacant windows that point to the CRA. Small victories that can build trust. Work to stabilize and attract new businesses. Upgrade while vacant.

Eliminate on-street parking on Collins between 65th and 75th, in order to extend sidewalks to provide more opportunities for restaurants and businesses to have more space.

Events in summer months, cultural tourism, unique high quality/family oriented/week long events using existing facilities, cultural tourism.

Artwork on the bridge heading toward the fountain. Small idea that is asked for, would make much prettier, and instill trust.

WHAT WE HEARD SO FAR: PUBLIC RESPONSES (Responses from public in text boxes.)
Use the CRA/TIF to implement existing plans

Focus on short-term successes that build confidence

Increase resilience

Attract investment that is transformative, but respectful of context

Build staff capacity to represent North Beach
New Signages
Or improve existing signage, styles consistent with the context

Awnings
Provide shade for pedestrians

Lighting and Banner
Improve lighting and marketing opportunities for community events
New Paint
Refreshing the looks of the facades

Parklet for Outdoor Dining
Using tables and chairs, planters, and umbrellas to create a more pleasant outdoor dining space
Raising ground floor

Raising the ground floor elevation, designing for resiliency

Sidewalk clearance min 6'
Commercial Improvements

What do you think of this project idea? (Community Revitalization & Economic Development)

- Like It: 67%
- Not sure yet. Need more information: 25%
- Don't like it: 8%
Residential
Existing
Residential Enhanced

- Façade Improvements
- Impact Windows
- Landscaping
- Maintenance
Residential Improvements

What do you think of this project idea? (Housing & Historic Preservation)

- Like It! 31%
- Not sure yet. Need more information 31%
- Don't like it! 38%

Poll locked. Responses not accepted.
So, how would the CRA organize for success?

Phase 1
Organize & focus on low hanging fruit

Phase 2
Expand into more complex projects & functions

Phase 3
Think and act boldly
How does the CRA identify low hanging fruit?

<table>
<thead>
<tr>
<th>CRA Community Impact</th>
<th>Cost and complexity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>High</td>
<td>High</td>
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</tbody>
</table>

1. Low: Asset & project inventories
   - Internal organization
   - Stakeholder relationship development

2. Façade improvements
   - Data development
   - Beautification & public art projects
   - Branding & marketing

3. High: Increase mobility options
   - Enrich cultural assets

4. Develop P3 partnerships
   - Deliver major Real Estate projects
   - Resiliency
   - Affordable housing support
   - Premium transit
Delivery on these projects becomes easier as the CRA’s maturity and funding increase

**Phase 1**
- Organize & focus on low hanging fruit
  - Façade improvements
  - Data development
  - Beautification & public art projects
  - Branding & marketing
  - Asset & project inventories
  - Internal organization
  - Stakeholder relationship development

**Phase 2**
- Expand into more complex projects & functions
  - Increase mobility options
  - Enhancing cultural assets
  - Basic affordable & workforce housing support
  - Facilitating development initiatives

**Phase 3**
- Think and act boldly
  - Developing P3 partnerships
  - Delivering / sponsoring major RE projects
  - Undertaking large resiliency projects
  - Funding larger scale affordable housing support

**TIF Receipts**
Here’s a view of a realistic implementation timeline…and the impacts of the efforts

**Year 1**
- Prepare Brand & Marketing Materials
- Establish Redevelopment Programs
- Project Priorities
- West Lots - Real Estate Targets to generate TIF
- Prepare 5 Year Budget

**Year 2**
- Infrastructure, Sustainability - Schedules and Financials
- West Lots - Continue
- Workforce Development
- Business Attraction Efforts
- Address Development Obstacles

**Year 3**
- Attract Private Investment
- Arts & Culture – Art Walks, Pop Up events
- Explore Bond options

**Year 4**
- Business and investment
- Build on Arts & Culture

**Year 5**
- Reassess
- Reinvent
Establish focus areas to concentrate impact: 71st street
Tell your story to your neighbors first, then visitors, then the world
Marketing & attract business – bring in investment

- **Branding**
- **Trade Shows**
- **Events**
- **Leasing Packages & Opportunity Brochures**
Continually and meaningfully differentiate yourself
Give visitors a reason to visit – again and again: Arts & Culture
Attract Businesses with Incentives – Façade and Interior Build Out
Redevelopment Opportunities - West Lots
POMPANO BEACH

GREEN SPACE AND OPEN PUBLIC AREAS

Public Options
NEW BUSINESSES
Vertical Options
After listening to this Work-In-Progress presentation, do you think the plan is on the right track?

- Yes: 33%
- Not sure yet. Need more information: 40%
- No: 27%
Thank you for attending!

For more information visit:  http://miamibeachfl.gov/NorthBeachCRA
Or contact:  mbbiz@miamibeachfl.gov