



Market-Based Zoning and Implementing Redevelopment

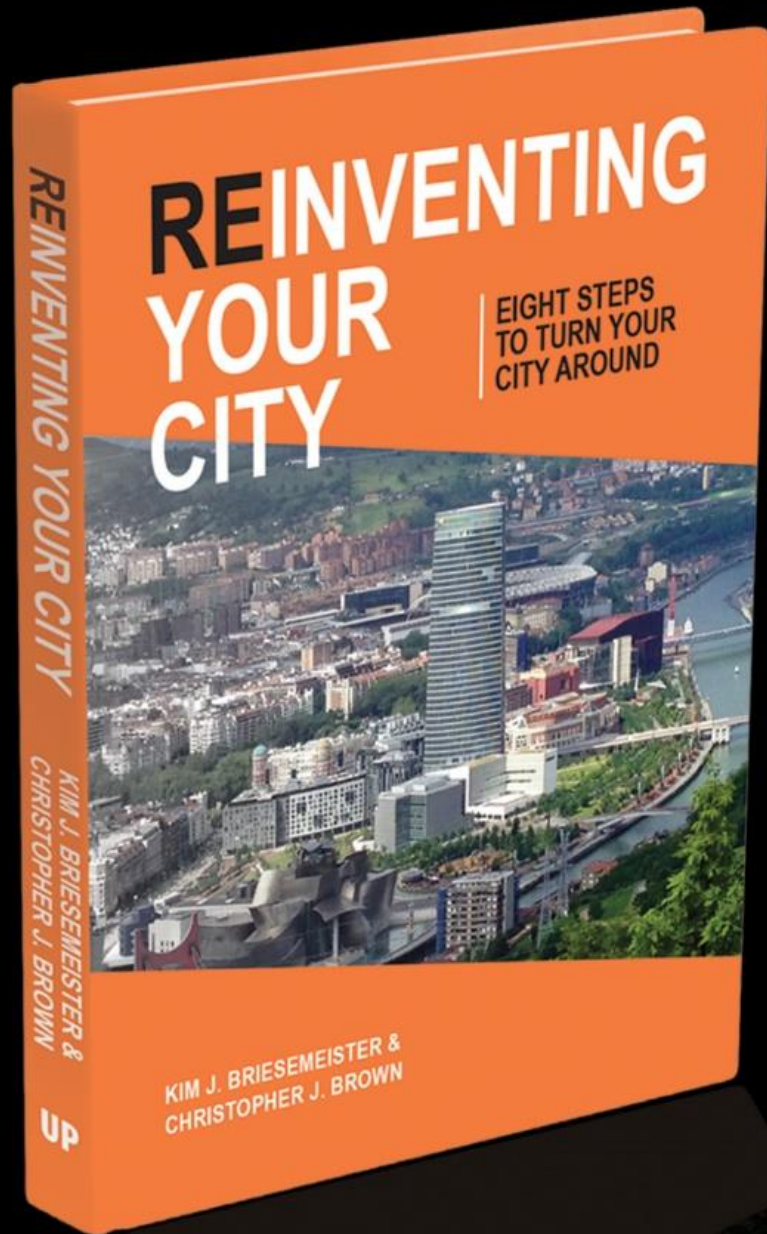
R M A

Ana Garcia, City Manager
North Miami Beach, Florida

Greg Harrison, City Manager
Pompano Beach, Florida

Kim Briesemeister, Principal
Redevelopment Management Associates (RMA)

Kevin Crowder, Economic Development Director
Redevelopment Management Associates (RMA)



1. The Vision

Don't compromise on the Vision and succumb to [limited] community pressure, or worse, don't take the easy route as a professional advisor and let the community guide and produce a plan you know is flawed.

1. The Vision

Community Connection

Aesthetics

Social Offerings

Openness

2. Leadership & Politics

“If there is no leadership, there will be anti-leadership.”

Alfonso Martinez, Director
Metropoli 30, Bilbao, Spain



3. The Team

- The Leader must find and establish the team
- Start with a core team



4. The Plan

“Plan Your Work, Then Work Your Plan”

- Master Plans vs. Redevelopment Plans – BIG DIFFERENCE
- Master plans tell you WHAT to do, Redevelopment (implementation) plans tell you HOW to do it and identify
 - Who will do it
 - How you will pay for it

4. The Plan

What drives economic development

Land, Labor, Capital, Markets, Regulation

Common Business Climate Themes

Economic Development Opportunities

Preserve, Enhance, Expose, Invest, Capitalize

5. Implementation



Mayor Joe Riley

5. Implementation

Economic Development Values

Responsiveness

Information

Credibility

Realistic

Resources

Politics

Accountable and Measurable

6. Private Investment – Find the \$\$\$

Three main degrees of investment

- Main Street
- Medium Scale
- Large Scale

7. Financing Redevelopment

Funding Source - No Funding Source at all, then create your own

- TIF – Tax Increment Financing
- DDA – Downtown Development Authority
- BID – Business Improvement District
- Grants
- Parking Funds
- Real Estate
- Enterprise Funds

8. Re-Inventing the City (again)

Fix the little (or big) things

- Ground floor retail
- Litter, gum
- Lack of parking
- Pocket/dog parks
- Urban spaces
- General maintenance

**Quality
Of
Life**

QUESTIONS?