



WILTON MANORS, *Island City*

2020 WILTON DRIVE, WILTON MANORS, FLORIDA 33305

COMMUNITY DEVELOPMENT SERVICES

(954) 390-2180 FAX: (954) 567-6069

Life's Just Better Here

**AGENDA
ECONOMIC DEVELOPMENT TASK FORCE
WEDNESDAY, MARCH 20, 2019 AT 5:30 P.M.
CITY COMMISSION CHAMBERS
2020 WILTON DRIVE, WILTON MANORS, FLORIDA 33305**

- I. Call to Order**
- II. Pledge of Allegiance**
- III. Roll Call**
- IV. Approval of Minutes**
None
- V. Comments from the Public**
Any member of the Public may speak on any issue for three (3) minutes.
- VI. Discussion of Budget for FY 2019/2020**
- VII. Staff Comments**
- VIII. Board Comments**
- XIV. Adjournment**

NEXT MEETING DATE – April 17, 2019 at 5:30 P.M.

All interested persons are invited to appear and be heard, subject to proper rules of conduct. Persons who cannot appear and be heard are encouraged to submit their written comments. Written comments filed with the Community Development Services Director will be entered into the record. Any person who decides to appeal any decision with respect to any item will need a record of the proceedings for such purpose, and such person may need to ensure that a verbatim record of the proceedings being appealed is made, which includes the testimony and evidence upon which, such, appeal is to be based. All affected persons will be allowed to present evidence at the hearing and bring forth witnesses provided he/she notify the City Clerk's office and file the required forms. Hearings may be continued from time to time as necessary. Two or more City Commission members may be present at the meeting.

All materials may be reviewed at the City of Wilton Manors Community Development Services Department at 2020 Wilton Drive, Wilton Manors, Florida 33305, between the hours of 7:00 a.m. and 6:00 p.m., Monday through Thursday, excluding legal holidays. Persons with disabilities requiring accommodations in order to participate should contact the City Clerk at 954-390-2123 at least 24 hours prior to the meeting. If you are hearing or speech impaired, please contact the Florida Relay Service by using the following phone numbers: 1-800-955-8770 (voice) or 1-800-955-8771 (TDD).

WILTON MANORS ECONOMIC DEVELOPMENT TASK FORCE

2020 Wilton Drive, Wilton Manors, FL 33305

www.wiltonmanors.com/235/Economic-Development

Date

Business Name
Business Address
City, State ZIP

Dear Friend (insert first name or other personal salutation),

On behalf of the Economic Development Task Force for the City of Wilton Manors, it is my pleasure to congratulate you for bringing your business to the Island City!

The members of the task force are all local business owners and residents. Our work includes, among other things, promoting economic development throughout the City while maintaining a quality of life for residents. Your success is part of our mission. To that end, there are several resources available to you and your business and we encourage you to take advantage of them:

1. WMBA: Wilton Manors Business Association (WMBA) is a dynamic organization providing networking opportunities with other businesses in Wilton Manors and the surrounding area. More information is available at: www.WiltonManorsBusinessAssociation.com.

2. SUNNY.ORG: SUNNY.ORG is a comprehensive website that provides A-to-Z information for travelers to the Greater Fort Lauderdale area and can be a great tool for your business. It is a good and inexpensive (free) way to market your business. More information is available at the SUNNY.ORG website.

3. SCORE: SCORE is a nonprofit organization where industry experts mentor business owners. The people there are helpful if you want insight into how to start, grow or develop your business. For more information, their website is www.SCORE.org.

These groups are our partners in economic development and a big part of our local success story. If you want to learn more about us, feel free to sit in on one of our meetings. We usually meet the 3rd Wednesday of every month at City Hall at 5:30 p.m.

You will be receiving a telephone call from one of our board members in the coming days to help us identify how we can be of service to your business. When you succeed, the entire City succeeds, and our work is about more than just earning a living. We are dedicated to making life better here for all of us which is why *Life's Just Better Here!*

If you have any questions, please contact Roberta Moore, Community Development Services Director at (954) 390-2180 or rmoore@wiltonmanors.com.

Sincerely,

Nick Berry
Chair

City of Wilton Manors
Advisory Board



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Economic Development Task Force
Goals and Objectives for 2018-2019
February 2019

Mission:

The Mission of the Economic Development Task Force is to provide marketing strategies for the City of Wilton Manors; identify parcels or tracts of land for future redevelopment; and recommend programs, incentives and ordinances to encourage economic development in the City of Wilton Manors.

Members:

Nicholas Berry, Chair

Tony LoGrande, Vice Chair

Paul Hugo

J. Spencer Jenkins

Edward Lugo

Roger Roa

Ilene Schnall

Ken Stone

2017-2018 Accomplishments

- Tri-Rail Coastal Link presentation which assisted the City of Wilton Manors in receiving a \$120,000 grant from Treasure Coast Regional Planning Council
- Wayfinding Program which includes the citywide banner program and the photo spot
- Input and implementation of the Economic Development Strategic Plan
- Business Enhancement Grant Program
- Andrews Avenue / Oakland Park Boulevard Corridor Study

2018-2019 Goals and Objectives/ Activities

- Community Education
 - Tri-Rail Coastal Link
 - Andrews Avenue / Oakland Park Boulevard Corridor Land Use Plan Amendment
- Wayfinding Program
- Implementation of Economic Development Strategic Plan
 - Sustainability of Businesses on Wilton Drive
 - Sustainability of Businesses on NE 26 Street
 - Sustainability of Businesses on Dixie Highway
 - Sustainability of Businesses on Andrews Avenue
 - Sustainability of Businesses on Oakland Park Boulevard
- Dine Out Wilton Manors
- Craft/Art Shows

- Increase density and height in the major corridors of the City.

2016-2021 ECONOMIC DEVELOPMENT STRATEGIC PLAN

EDSP Implementation Matrix

GOAL 1

EDSP IMPLEMENTATION MATRIX						
ACTIONS	RESPONSIBLE PARTIES	TIMEFRAME				RESOURCES
		Ongoing	1 to 2 years	2 to 3 years	3 to 5 years	
GOAL 1: PROMOTE CITY IMAGE, BUSINESS CLIMATE AND BRAND FOR ECONOMIC DEVELOPMENT						
OBJECTIVE 1.1: Promote the business identity of the City						
Strategy 1.1.1: Promote the City as a place for business (City is more than residential and retail)	City, Chamber, CVB, Alliance					City (General Budget)
Strategy 1.1.2: Work with the Broward Convention and Visitors Bureau to brand and market the city	City, CVB, Chamber					City (General Budget)
Strategy 1.1.3: Continue to develop a marketing plan to promote the City including print, video clips, social media, etc.	City, Chamber, CVB					City (General Budget)
Strategy 1.1.4: Promote the City's cultural venues such as the Pride Center, etc.	City, Chamber					City (General Budget)
Strategy 1.1.5: Promote the City for tourism	City, CVB					City (General Budget)
Strategy 1.1.6: Actively participate with the Greater Fort Lauderdale Gay Chamber to promote the city	City, Fort Lauderdale Gay Chamber					City (General Budget)
Strategy 1.1.7: Appoint a City liaison to the CVB	City, CVB					City (General Budget)
OBJECTIVE 1.2: Adopt a unified vision for the City						
Strategy 1.2.1: Adopt the Economic Development/Redevelopment Strategic Plan for the City	City, City Commission					City
Strategy 1.2.2: Market the ED Plan to the community	City, City Commission, Chamber, EDTF					City
Strategy 1.2.3: Update the Comprehensive Plan and ULDR's to allow for more mixed use and higher density development	City, City Commission					City
Strategy 1.2.4: Continue to develop the City's vision as a sustainable urban village	City, City Commission					City
Strategy 1.2.5: Periodically review the Strategic Plan with community partners to maintain consensus	City, City Commission, EDTF					City
OBJECTIVE 1.3: Maintain proactive City government						
Strategy 1.3.1: Continue to actively promote responsible growth	City, City Commission					City
Strategy 1.3.2: Continue to support and fund infrastructure needs for economic growth and redevelopment	City, City Commission					City
Strategy 1.3.3: Periodically review the Comprehensive Plan and make changes that support economic development/redevelopment growth strategies	City, City Commission					City
Strategy 1.3.4: Inform development community of regulatory changes that impact business development, i.e. ULDRs, Building Codes, Sign Ordinances, Parking Regulations, etc.	City, City Commission					City
OBJECTIVE 1.4: Create regulatory environment that embraces collaboration and cooperation						
Strategy 1.4.1: Identify and revise regulations that inhibit business growth	City					City
Strategy 1.4.2: Explore business friendly policies that encourage business attraction and retention including point of contact for fast track permitting	City, Chamber					City
Strategy 1.4.3: Continue to work with all City departments to further streamline the development process	All City departments					City
OBJECTIVE 1.5: Create signature gateway features at entrances to Wilton Manors						
Strategy 1.5.1: Design and construct gateway features at major City entrances	City					City (General Budget)
Footnote:						
Yellow indicates start of implementation timeframe						
Green indicates ongoing effort						

2016-2021 ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL 2

ACTIONS	RESPONSIBLE PARTIES	TIMEFRAME				RESOURCES
		Ongoing	1 to 2 years	2 to 3 years	3 to 5 years	
GOAL 2: POSITION THE CITY FOR ECONOMIC DEVELOPMENT/REDEVELOPMENT						
OBJECTIVE 2.1: Promote available sites and buildings						
Strategy 2.1.1: Identify key sites and buildings for economic development/redevelopment opportunities	City, EDTF					City
Strategy 2.1.2: Develop a plan to market land/building assets	City, EDTF					City
Strategy 2.1.3: Collaborate with commercial real estate brokers and the Greater Ft. Lauderdale Alliance to update building and sites data bases	City, Alliance					City, Brokers, GFLA
OBJECTIVE 2.2: Evaluate current City economic development/redevelopment toolkit						
Strategy 2.2.1: Continue to work with the newly formed Business Improvement District (BID)	City, City Commission, BID					City
Strategy 2.2.2: Develop and adopt guidelines for awarding incentives	City, City Commission					New City resources
Strategy 2.2.3: Develop incentives for existing and new businesses	City, City Commission					New City resources
Strategy 2.2.4: Conduct economic and fiscal impact analysis on land use and zoning changes	City					New City resources
Strategy 2.2.5: Develop a comprehensive funding program for economic development policies and initiatives with dedicated staff	City, City Commission					New City resources

2016-2021 ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL 3

EDSP IMPLEMENTATION MATRIX						
ACTIONS	RESPONSIBLE PARTIES	TIMEFRAME				RESOURCES
		Ongoing	1 to 2 years	2 to 3 years	3 to 5 years	
GOAL 3: DEVELOP PRODUCT						
OBJECTIVE 3.1: Develop parking alternatives						
Strategy 3.1.1: Continue to explore parking solutions (Structured parking, on-street parking, Uber, etc.)	City, EDTF					City
Strategy 3.1.2: Determine under met parking space needs citywide	City					City
Strategy 3.1.3: Determine public and private funding partners for parking	City					City
Strategy 3.1.4: Continue to develop plans and strategies for structured parking in support of TOD and Entertainment District Parking	City					City
OBJECTIVE 3.2: Identify key parcels for mixed-use redevelopment						
Strategy 3.2.1: Compile inventory of land and ownership of properties zoned and ready for detailed master site planning	City					Existing staff resources
Strategy 3.2.2: Develop land development regulations that incentivize increased density/mixed use development	City, City Commission					Existing staff resources
Strategy 3.2.3: Explore relocation of Public Utilities Facility and the Fire Station (Explore conducting a relocation study)	City, City Commission					Existing staff resources
OBJECTIVE 3.3: Encourage development of Class "A" office						
Strategy 3.3.1: Create policies that will expedite infrastructure for Class "A" office investment	City, City Commission					Existing staff resources
Strategy 3.3.2: Lead in the creation of public/private partnerships to prepare the City to attract business investment	City, City Commission					Existing staff resources
Strategy 3.3.3: Develop ways the City can partner with developers to creatively structure financing for infrastructure needs and reduce impacts of regulatory demands	City, City Commission					New staff resources, Private partners
OBJECTIVE 3.4: Conduct a Hotel Feasibility Study						
Strategy 3.4.1: Determine funding partners for a feasibility study	CVB, City, EDTF					City
Strategy 3.4.2: Determine under met hotel and meeting space needs	CVB, City, EDTF					City
Strategy 3.4.3: Partner with CVB to identify potential sites for hotel/conference meeting space	CVB, City					City
Strategy 3.4.4: Create a Redevelopment Overlay to allow for expansion of site depths	City, City Commission					City
OBJECTIVE 3.5: Expand destination retail, restaurant, entertainment offerings						
Strategy 3.5.1: Promote the development of destination retail and entertainment	City, BID, EDTF, Chamber					City, Chamber
Strategy 3.5.2: Explore redevelopment of under-performing shopping centers	City, BID, EDTF					Existing City resources

2016-2021 ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL 4

EDSP IMPLEMENTATION MATRIX						
ACTIONS	RESPONSIBLE PARTIES	TIMEFRAME				RESOURCES
		Ongoing	1 to 2 years	2 to 3 years	3 to 5 years	
GOAL 4: PROMOTE ECONOMIC REDEVELOPMENT THROUGHOUT THE CITY						
OBJECTIVE 4.1: Promote Redevelopment in the Eastern Section of the City						
Strategy 4.1.1: Develop a plan for the redevelopment of older strip retail	EDTF, City					City
Strategy 4.1.2: Promote mixed use redevelopment strategies to enhance economic development/redevelopment along commercial corridors	City, EDTF					City
Strategy 4.1.3: Work with developers of Church property at NE 15th Avenue and NE 26th Street to achieve appropriate design features and ground level uses	City					City
Strategy 4.1.4: Work with developer/owner of Old Florida Seafood Restaurant shopping center to redevelop the center and adjoining properties	City, EDTF					City
Strategy 4.1.5: Work with other properties to the south of the Old Florida Seafood Restaurant shopping center (Eucalyptus Gardens)	City, EDTF					City
Strategy 4.1.6: Develop specific strategies to promote the location and development of the Tri-Rail Coastal Station within Wilton Manors	City, MPO, FDOT, EDTF					City
Strategy 4.1.7: Create and implement Streetscape Plan for Andrews Avenue	City, MPO, FDOT, EDTF					City
OBJECTIVE 4.2: Promote Redevelopment in the Central Section of the City						
Strategy 4.2.1: Develop under utilized parking next to City Hall with a parking garage	City, Wilton Drive BID					City
Strategy 4.2.2: Develop a plan for the redevelopment of older strip retail	City					City
Strategy 4.2.3: Create Redevelopment Overlay to allow for expansion of site depths along Wilton Drive	City, City Commission, P&Z, EDTF, Wilton Drive BID					City
Strategy 4.2.4: Create a small neighborhood grant program to fund small community identified priority projects where residents take responsibility for the ongoing operation and maintenance	City					City
Strategy 4.2.5: Continue to promote streetscape improvements along Dixie Highway	City					City
Strategy 4.2.6: Develop specific strategies to promote the location and development of the Coastal TriRail Station within Wilton Manors	City					City
Strategy 4.2.7: Create and implement Streetscape Plan for Andrews Avenue	City, MPO, FDOT, EDTF					City
OBJECTIVE 4.3: Promote Redevelopment in the Western Section of the City						
Strategy 4.3.1: Develop a Redevelopment Overlay District	City, City Commission					City
Strategy 4.3.2: Create Redevelopment Overlay to allow for expansion of site depths along Oakland Park Blvd.	City, City Commission					City
Strategy 4.3.3: Encourage the expansion of cultural and ethnic retail and restaurants along Andrews Avenue	City, Chamber					City
Strategy 4.3.4: Continue to promote the redevelopment of older family residential complexes	City					City
Strategy 4.3.5: Develop strategies for the redevelopment of the Catholic Church and school building site on Andrews Avenue	City, City Commission					City
Strategy 4.3.6: Continue to promote lane reduction and streetscape on Powerline Road	City, MPO					City
OBJECTIVE 4.4: Create Design Standards for Wilton Dr. Corridor						
Strategy 4.4.1: Strengthen and implement architectural design standards for Wilton Dr. and 26th Street	City, City Commission, EDTF					City
Strategy 4.4.2: Continue to work with FDOT and the City of Ft. Lauderdale on Wilton Drive road diet (Lane reduction and Streetscape)	City, FDOT, MPO					City
OBJECTIVE 4.5: Support the continued redevelopment of the Entertainment District						
Strategy 4.5.1: Continue to promote/support the development of increased restaurants and retail businesses	Wilton Drive BID, City					City

2016-2021 ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL 5

EDSP IMPLEMENTATION MATRIX						
ACTIONS	RESPONSIBLE PARTIES	TIMEFRAME				RESOURCES
		Ongoing	1 to 2 years	2 to 3 years	3 to 5 years	
GOAL 5: DEVELOP INFRASTRUCTURE FOR BALANCED GROWTH						
OBJECTIVE 5.1: Improve infrastructure to encourage business growth and expansion						
Strategy 5.1.1: Conduct an inventory of roadway deficiencies throughout the City	City, MPO					City staff
Strategy 5.1.2: Develop a funding plan to improve roadway deficiencies	City, MPO					City, County, State
Strategy 5.1.3: Encourage lane reductions/streetscape along Wilton Drive	City, MPO, FDOT					City, County, State
Strategy 5.1.4: Complete Dixie Highway road improvements/streetscape	City, MPO					City, County, State
OBJECTIVE 5.2: Support Transportation Oriented Development (TOD)						
Strategy 5.2.1: Develop and implement strategies for the location and development of the coastal Tri-Rail Coastal Station within Wilton Manors	City, EDTF					City
Strategy 5.2.2: Prepare strategies for the relocation of Public Works and the development of that site as TOD	City, City Commission					New City resources
OBJECTIVE 5.3: Support and promote a comprehensive transportation plan for the City						
Strategy 5.3.1: Collaborate with regional stakeholders to establish a comprehensive regional transit program	City, MPO, Broward Transit, Tri-rail					City, County, State
Strategy 5.3.2: Continue to actively promote Tri-Rail Coastal Station within Wilton Manors	City, MPO, Broward Transit, Tri-rail					City

2016-2021 ECONOMIC DEVELOPMENT STRATEGIC PLAN

GOAL 6

EDSP IMPLEMENTATION MATRIX						
ACTIONS	RESPONSIBLE PARTIES	TIMEFRAME				RESOURCES
		Ongoing	1 to 2 years	2 to 3 years	3 to 5 years	
GOAL 6: MAINTAIN QUALITY OF LIFE-COMMUNITY DEVELOPMENT						
OBJECTIVE 6.1: Develop a list of unmet amenities for the City to pursue						
Strategy 6.1.1: Examine gaps in services i.e. theatres and other evening activity generating uses such as an art and culture center	City, Chamber, CVB, EDTF					Existing staff resources
Strategy 6.1.2: Explore opportunities for additional art and cultural venues and events	City, Chamber, CVB					Existing staff resources
OBJECTIVE 6.2: Maintain a range of housing product						
Strategy 6.2.1: Promote a full range of housing products in conjunction with the Comprehensive Plan review	City					Existing staff resources
Strategy 6.2.2: Support the ALF's and independent living facilities with permitting and regulatory needs during expansions	City, City Commission					Existing staff resources
OBJECTIVE 6.3: Use parks and recreation facilities as economic development drivers						
Strategy 6.3.1: Promote parks and water related activities	City					Existing staff resources
OBJECTIVE 6.4: Enhance arts, culture and performing arts						
Strategy 6.4.1: Use performing arts, cultural venues and events as economic development drivers	City, City Commission					Existing staff resources



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**NOTICE OF MEETING
ECONOMIC DEVELOPMENT TASK FORCE
WEDNESDAY, MARCH 20, 2019
5:30 P.M. – COMMISSION CHAMBERS**

NOTICE IS HEREBY GIVEN THAT THE ECONOMIC DEVELOPMENT TASK FORCE COMMITTEE HAS SCHEDULED A MEETING FOR WEDNESDAY, MARCH 20, 2019 AT 5:30 P.M. IN THE CITY HALL COMMISSION CHAMBERS, 2020 WILTON DRIVE, WILTON MANORS, FLORIDA.

All interested persons are invited to appear and be heard, subject to proper rules of conduct. Persons who cannot appear and be heard are encouraged to submit their written comments. Written comments filed with the Community Development Services Director will be entered into the record. Any person who decides to appeal any decision with respect to any item will need a record of the proceedings for such purpose, and such person may need to ensure that a verbatim record of the proceedings being appealed is made, which includes the testimony and evidence upon which, such, appeal is to be based. All affected persons will be allowed to present evidence at the hearing and bring forth witnesses provided he/she notify the City Clerk's office and file the required forms. Hearings may be continued from time to time as necessary. Two or more City Commission members may be present at the meeting.

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CC: MAYOR/COMMISSION
ALL DEPARTMENTS

POST: CITY HALL
HAGEN PARK
LIBRARY
WEBSITE

Dated and Posted: 3/14/19