



THE CITY OF
CRESCENT
CITY FLORIDA

Commission CRA Workshop

**January 31, 2022, Immediately following the Minimum Maintenance Workshop
Agenda**

This meeting will be conducted in person and in a virtual environment. Please see the included procedures for participating in this meeting. All written comments submitted to the City Commission at PublicComments@crescentcity-fl.com will be distributed to each Commissioner and be included with the public record but will not be read aloud during the meeting. Anyone wishing to speak will be given the opportunity during the Public Comment sections of the agenda in person.

1. Call to Order
2. Public Comment
3. CRA - Goals and Objectives
4. Adjourn

Persons with disabilities or language requiring special accommodations to participate in this meeting should contact City Hall at 386.698.2525 at least 24 hours in advance to request such accommodations.

MEETING CONNECTION INFORMATION:

You may view the meeting live on the City's YouTube channel.
Go to www.crescentcity-fl.com and click on the YouTube link or go to
https://www.youtube.com/channel/UCak1_v7UFM8nqlviX53nzaA



THE CITY OF
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TO: CRA Board

FROM: Charles Rudd, City Manager

DATE: January 25, 2023

RE: Goals Workshop

In 2018, the CRA updated the Redevelopment Plan for the Central CRA and created the North and South CRA districts and funds. The Redevelopment Plan is distinct from a Master Plan. The Redevelopment Plan must contain everything you might contemplate doing in the CRA, otherwise, you could not spend CRA TIF funds on it. A Redevelopment Plan identifies challenges and provides ideas for addressing these challenges. They are usually written very broadly, by design, so that the Redevelopment Agency isn't constrained by its own plan. A Master Plan or a Vision & Master Plan contemplates what the downtown or CRA district will look like in 20 years or so. It identifies specific short, medium, and long-range goals and objectives, who is responsible, and even potential funding sources.

It is a good practice to update the Redevelopment Plan every 5 to 7 years. My recommendation is to update our plan, starting in the Fall, and include a Master Plan for downtown and the US17 corridor. I am recommending we wait until the Fall so that we can budget the funds in next fiscal year's budget and take advantage of a DEO Matching Planning Grant that is announced in July.

Meanwhile, I have reorganized our Implementation Plan to fit the short, medium, and long-range plans format common in a Master Plan. You can see that most of what is in front of us to do, and that needs to be done, are short-term goals. We have more than enough to keep us busy in the interim. The Master Planning process will create a Vision and Master Plan for downtown as well as US17 in the North and South CRAs. This plan will have aspirational long-range goals for the future that will give us a point for which to steer. Keep in mind that this plan will be reevaluated and updated in another 5 to 7 years.

2018 CRA Redevelopment Plan



Central CRA Goals

Marina Development

- Margary Nelson Neal Sunrise Park location
- Include Boardwalk and “Look out”
- Include historical remanence of prison cells and waterworks
- Trailer preference access as well as car and pedestrian access
- Recommended to include restrooms, bait and tackle, fuel and marine supplies
- Pedestrian connections to Central Avenue.



Central CRA Goals

Historic Based Tourism

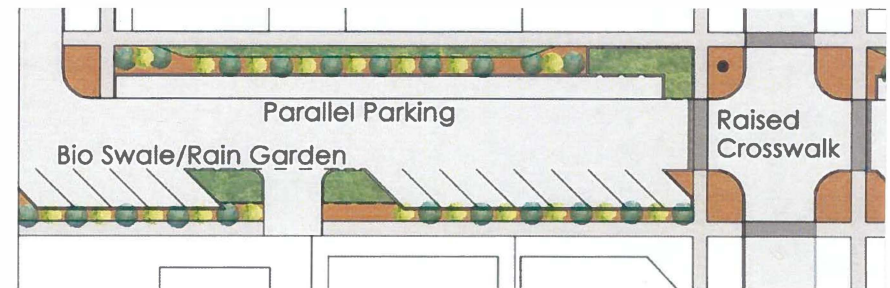
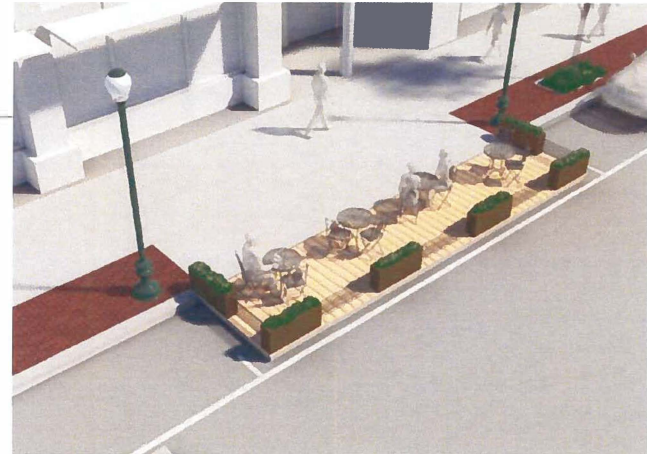
- Identify assets suitable for historic-based tourism
 - Old jail, water wheel, waterworks
 - Restoration of AME Church at 508 Eucalyptus Avenue.



Central CRA Goals

Downtown Streetscape Program

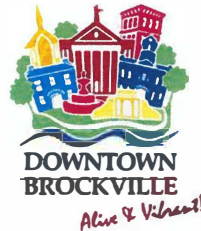
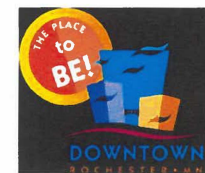
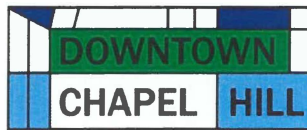
- Develop Streetscape design concept for Central Avenue
- Link Lake Stella, Crescent Lake and the Marina
- Angle parking and parallel parking, bulb-outs, parklets, rain gardens, lighting, shade trees, etc.
- Explore “Gas Light District” option



Central CRA Goals

Downtown Marketing and Promotional Program

- Develop marketing plan and promotional calendar
- Develop downtown logo



Central CRA Goals

Downtown Parking Program

- Acquire or lease land to support expansion of free public off-street parking
- Develop on-street parking as part of streetscape plan including side streets

Promenade

- Allow balconies/verandas over the sidewalk

Design Review Committee

- Designate the Planning and Zoning Commission as Design Review Committee
- 

Central CRA Goals

Lake Stella Park Improvements

- Expand the facilities and size of park
- Improved active and passive recreation
- To include green areas and parking
- Create connections to Central Avenue through streetscape plan




Central CRA Goals

Façade Improvement Program

- Façade grants to assist property owners
- Also, in-kind assistance, economic and regulatory incentives, outside sources such as historic preservation grants

Vacant Land Remarketing Program

- Acquire key parcels of vacant land
 - Market to developers for specific elements of the plan
- 

Central CRA Goals

Vehicular Traffic Improvements

- Develop fewer conflicting paths of ingress and egress into the downtown area

Entrances to the Downtown

- Place ornamental elements/icons at entrances to downtown



Central CRA Goals

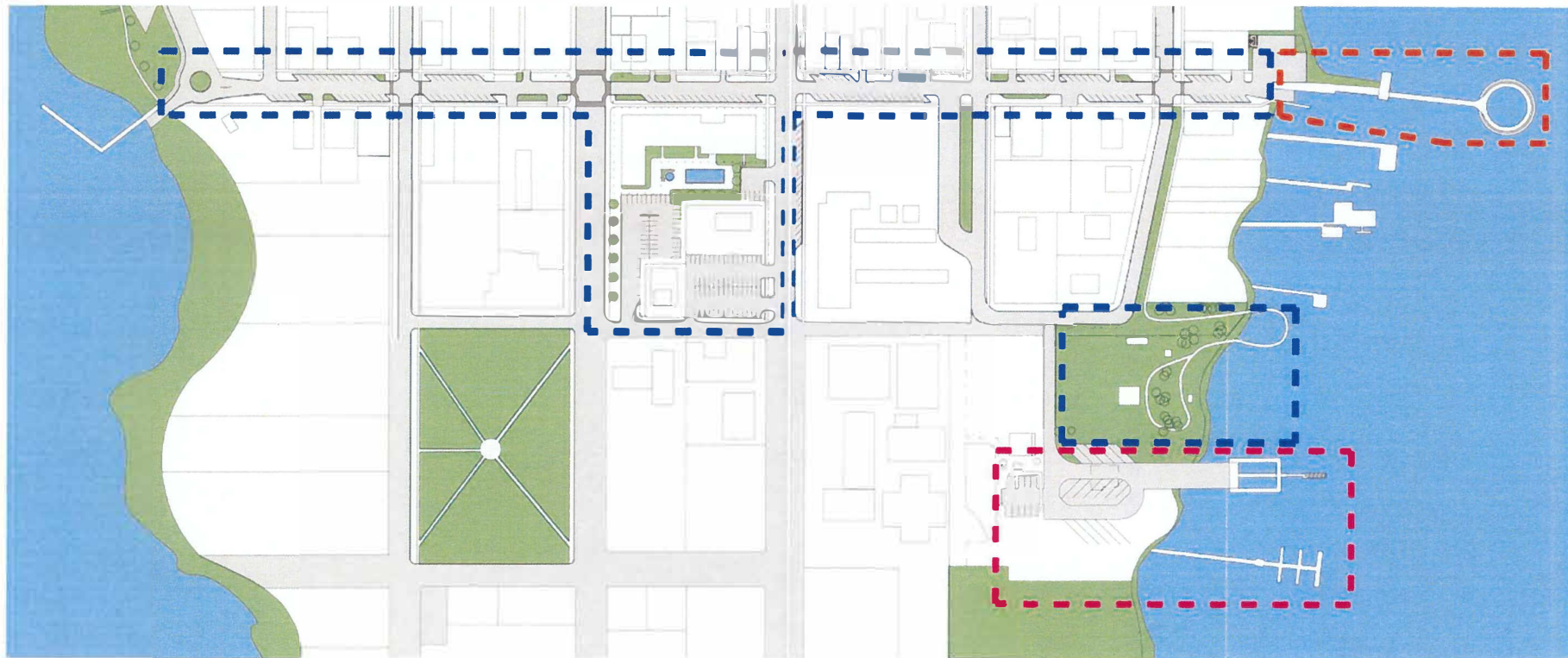
Streetscape Management Program

- Establish maintenance program for streetscape enhancements

Land Use Review

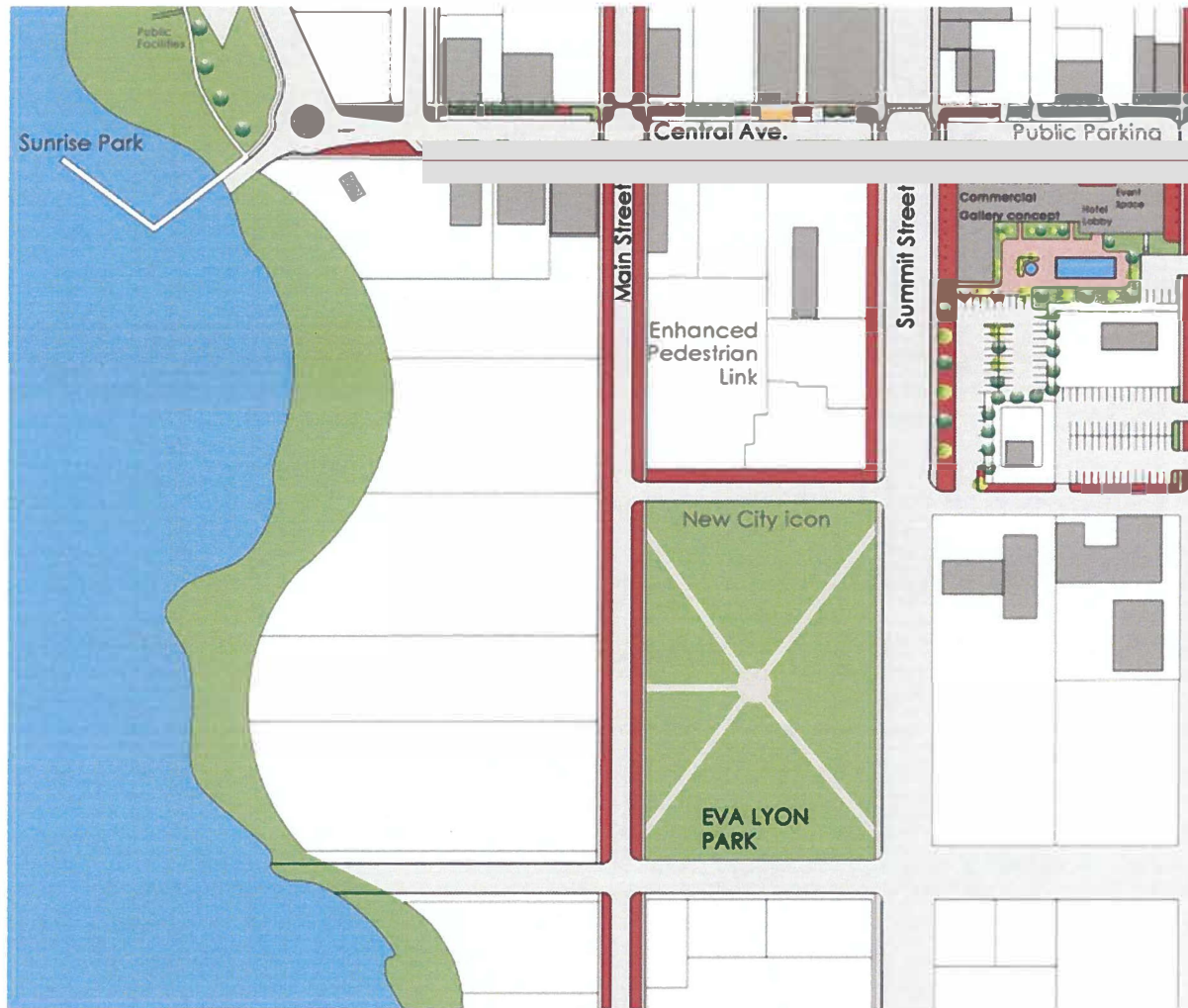
- Conduct review of land use regulations to identify and reduce use conflicts
 - Develop a Mixed-Use Zoning District to help eliminate conflicts
- 

The proposal focuses on three main areas for development, job opportunities and landscape enhancement.



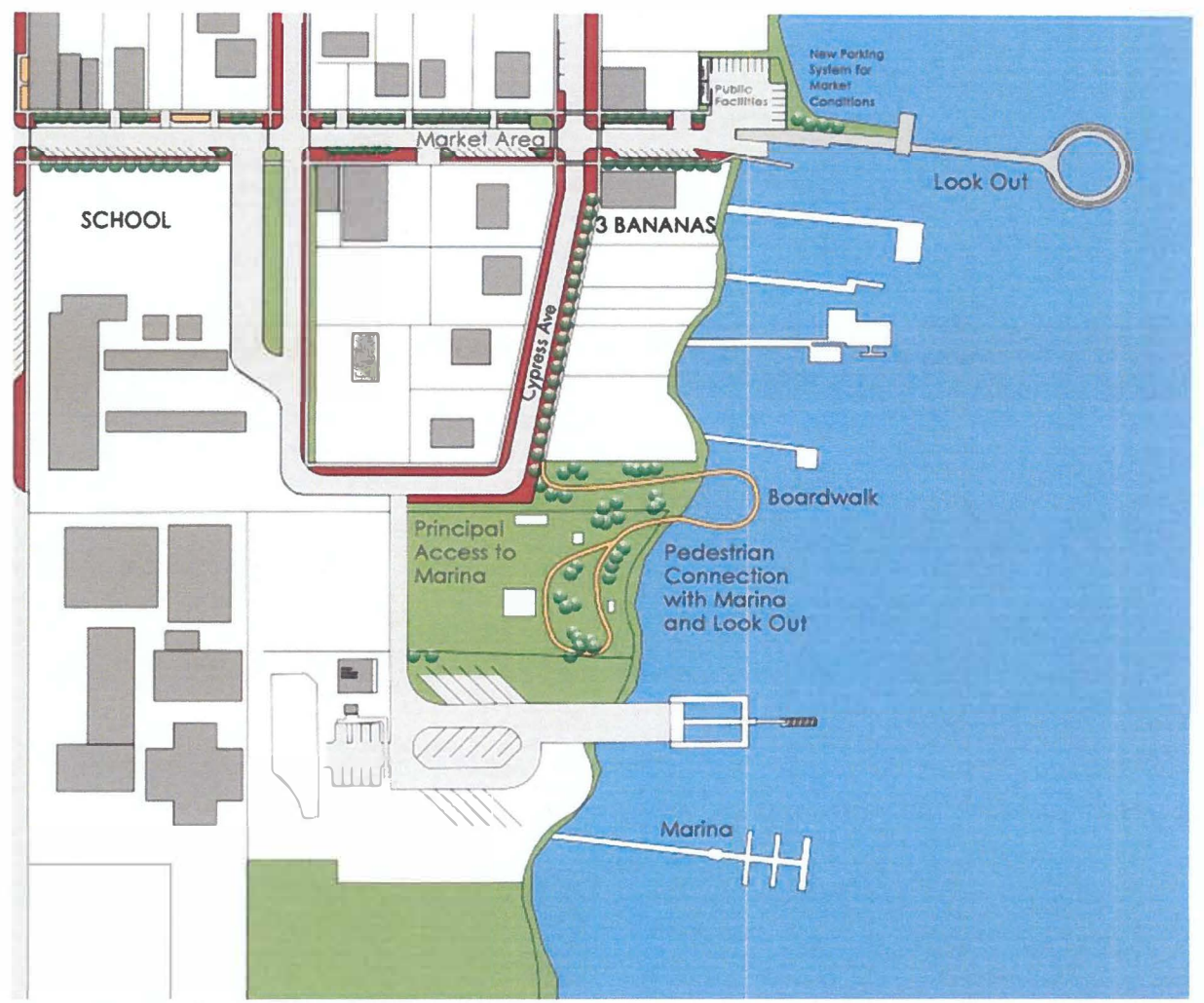
- - - - - Identified Areas for Historic-based Tourism Opportunities
- - - - - Identified Area for a New Landscape Enhancement Feature
- - - - - Identified Area for Marina Development

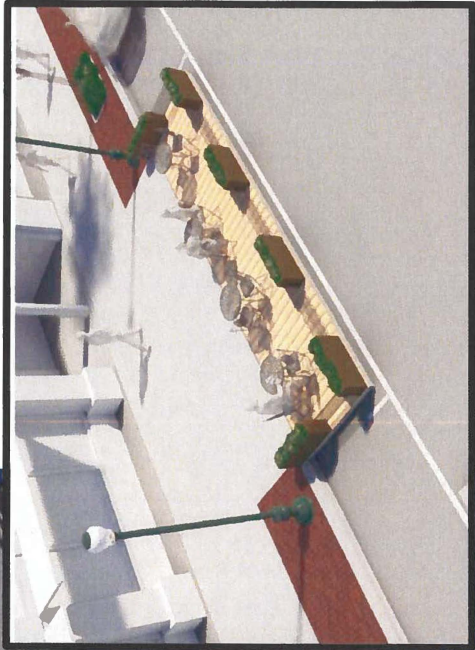
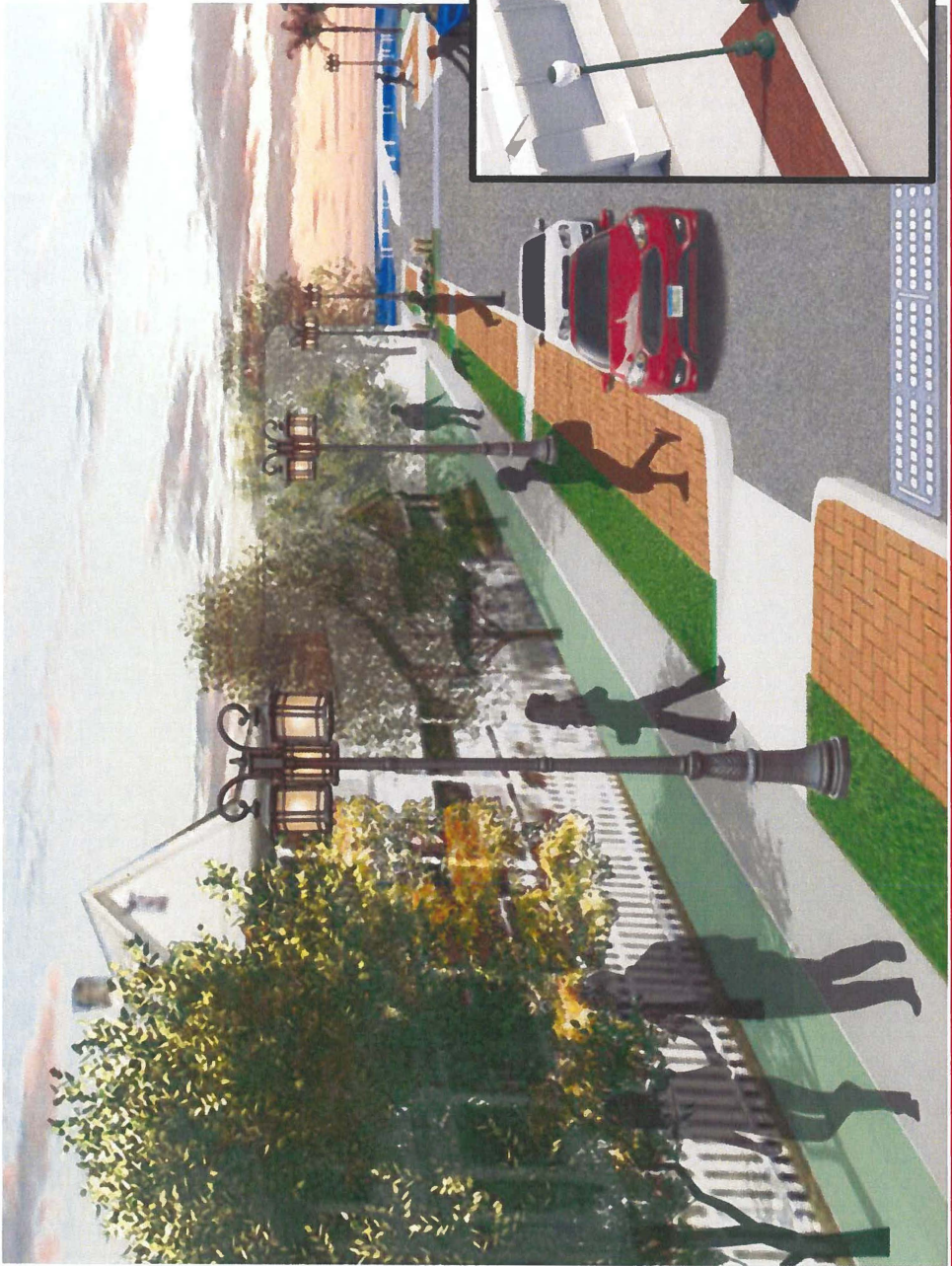




The proposed plan aims to resurface Central Avenue as a unified artery that connects Lake Crescent with Lake Stella, while controlling traffic flow and pedestrian circulation.

- Paver System
- Wood Platform / Deck / Parklets
- Green Areas / Bio Swale System







North and South CRA Goals

Bring water and sewer to entire CRA area.

Pave dirt roads inside the CRA area.

Participate, if possible, in the development of a plan and identification of funding sources for bringing meaningful broadband into the CRA area.



North and South CRA Goals

Work with the Planning and Zoning Commission on the redevelopment of Grove Avenue and Williams Lane neighborhoods.

Work with outside agencies to assist with quality single family housing that results in home ownership in the CRA area.

North and South CRA Goals

Provide façade grants, in-kind assistance, economic and regulatory assistance, and outside sources, such as historic preservation grants, to assist property owners with their projects.



Implementation Plan for Redevelopment Areas

Central CRA

Design Goals:

Short Range 1-3 years

1. Implement grant program to improve curb appeal of downtown buildings.
2. Implement grant program to preserve downtown historic or architecturally significant buildings.
3. Replace grass with brick pavers in right-of-way of Central Avenue to coincide with building grant projects.
4. Install street trees and planters in new brick paver sections.
5. Replant and enhance medians on US17.
6. Enhance landscaping in Parks, Boat Ramps
7. Update Business District signs with branded signs.
8. Install park sign with space for events banners/signs at Eva Lyon Park.
9. Improve City Hall/Annex and parking lot landscaping.
10. Add décor to US17 – Flags, Christmas Decorations, Brand Banners, Event banners.
11. Create conceptual renderings of building improvements on Central and Summit.
 - a. Modify grant program to address needs.
12. Repair irrigation on Central Avenue.
 - a. Add hanging pots with irrigation hoses.
 - b. Add clusters of giant irrigated pots along streetscape.
13. Promote existing Historic Tour.
14. Work with consultant to update Design Standards.
15. Work with consultant to revise and update Land Development Code.
16. Update Redevelopment Plan.
17. Adopt Downtown Vision and Master Plan.
18. Coordinate development of former Miller property.

Mid-Range 3 – 6 years

1. Enhance intersections of US17 with landscape treatments.
2. Add entry features for downtown.
3. Continue grant funded improvements to buildings.
 - a. Take on larger redevelopment projects.
4. Implement Rent Subsidy Grant program.
5. Develop Streetscape Master Plan.
6. Develop Stormwater Master Plan.

7. Coordinate development of former Miller property.

Long-Range, 6 – 10 years

1. Implement Streetscape Master Plan.

Promotion Goals:

Short Range 1-3 years

1. Rebrand the City and downtown.
2. Extend the new brand.
3. Publish Quarterly Master Calendar of Events.
4. Develop and support an event schedule to include:

Monthly Arts and Farmers Market	Monthly
Monthly Movie nights in the Park	Fall and Spring
Night Market/Street Party	Fall and Spring
Martin Luther King event	January
Soul Food Festival	February
Spring Festival	March
Cinco De Mayo Celebration	May
Native American Powwow	May
Juneteenth Celebration	June
Independence Celebration	June/July
Fall Festival	October
Dia de los Muertos Celebration	October
Trunk or Treat	October
Light Up Crescent City	December
GospelFest	December
Christmas Parade	December
Christmas Fireworks Celebration	December
5. Start Downtown Facebook Page
6. Create CRA web page on City website with Grant Programs, Annual Report and Audit, Success Stories, Business Listing, Available Properties, Events Calendar, etc..

Mid-Range 3 – 6 years

- Hire full time Marketing/Promotions position.
- Implement marketing campaign.

Long-Range, 6 – 10 years

Economic Vitality Goals:

Short Range 1-3 years

1. Create Mixed-Use Downtown Zoning District in the Land Development Code.
2. Clean up existing building stock and get it to a tenant-ready condition.
 - a. Implement grant program to improve curb appeal of downtown buildings.

- b. Implement grant program to improve downtown building interiors to “tenant-ready” condition.
- 3. Work with downtown property owners to improve their buildings and recruit tenants.
- 4. Recruit targeted businesses such as a microbrewery, boutique retail, restaurants, and eateries.
- 5. Investigate purchase of buildings/property to “grow” businesses.
- 6. Develop container park concept.
- 7. Find out status of every building downtown, create inventory.
- 8. Create listing of available properties.
- 9. Support Ribbon Cuttings for new businesses.
- 10. Support event for Small Business Saturday.
- 11. Support event for Cyber Monday.
- 12. Support Merchant Mixers.

Mid-Range 3 – 6 years

- 1. Implement rent subsidy program.
- 2. Partner on redevelopment of former Miller property into a mixed-use development.

Long-Range, 6 – 10 years

Organization/Outreach Goals:

- 1. Partner with the Crescent City Downtown Partnership with a Representative Board of Directors:
 - President
 - Vice President
 - Treasurer
 - Secretary
 - Past President
 - Promotion Chair
 - Design Chair
 - Economic Vitality Chair
 - Volunteer Coordinator
 - Woman's Club Liaison
 - Concerned Citizens of South Putnam Liaison
 - Crescent City Venture Corps. Liaison
 - Lions Club Liaison
 - Women's Civic Association Liaison
 - City/CRA Liaison
 - Rotary Liaison
 - Yacht Club Liaison
 - Purple Plum Players Liaison
 - Library Board Liaison
 - Historical Society Liaison
- 2. Provide a Full-time Manager - Main Street/CRA
- 3. Assist in cultivating volunteers.

4. Facilitate the Fundraising efforts of the Partnership.
5. Facilitate the CCDP Facebook Page.
6. Facilitate the CCDP Website.

North CRA

Short Range 1-3 years

1. Weed sable palm clusters and plant with azaleas.
2. Identify dirt roads that need to be paved. Use CRA funds to supplement MSCOP grants funds to pave dirt roads.
3. Design and install new entry feature.
4. Enhance intersections of US17
5. Develop conceptual designs for Save-a-lot parking lot improvements.
6. Develop CRA page on City website with business listing.
7. Develop alternate uses for vacancies.
8. Develop renderings of building improvements for revised grant program.

Mid-Range 3 – 6 years

Long-Range, 6 – 10 years

South CRA

Short Range 1-3 years

1. Enhance intersections of US17.
2. Design and install new entry feature.

Mid-Range 3 – 6 years

Long-Range, 6 – 10 years