

FY 2024-2025 MCRA Goals & Objectives / Performance Measures

Program/Activity: City Center Development

Goal: Establish a diverse, identifiable character for the City within the Redevelopment Area while promoting economic vitality through private sector investment

Objectives:

- Redevelop 50+/- acres of property in the downtown City Center area to create a vibrant and identifiable downtown area
- Select a qualified developer and investors that understand and share in the City's vision
- Acquire a long-term ground lease for up to 50 acres of developable land

Performance Measures:

- Maintain a partnership with Colliers Florida for real estate brokerage, marketing & advisory services for the project
- Evaluate development proposals from short-listed prospective developers
- Select development team
- Commence drafting of developer agreement

Program/Activity: Improvements to Public Facilities and Services

Goal: Work with the City, Broward County, FDOT and other agencies as needed to ensure provision of the necessary public facilities at acceptable levels of service to accommodate existing needs, as well as meet new demands as proposed redevelopment occurs within the Redevelopment Area

Objectives:

- Underground utilities along North State Road 7 between Atlantic Boulevard and Coconut Creek Parkway to support new development and redevelopment projects in the City Center area, and create safer, more reliable and resilient conditions for utility transmission
- Implement a comprehensive signage program with a consistent design to enhance the City's image and identity, especially within the MCRA area
- Address stormwater improvements to alleviate flooding in areas as deemed necessary

Performance Measures:

- Provide funding for the undergrounding project; work with outside consultant to coordinate and consolidate the electrical and communications network design services among the various utility providers; and, fine-tune budget requirements and timeline
- Complete the design for "Welcome" signs at the four entryway points into the City; commence sign installation
- Provide funding for stormwater analysis as needed

Program/Activity: Improvements to Parks and Public Spaces

Goal: Work with the City and County, as appropriate, to establish and improve parks, recreation, open-space, and beautification efforts to create an identifiable character for the Redevelopment Area that will reflect a pleasant appealing atmosphere for working, shopping, touring and residing.

Objectives:

- Improve Coral Gate Park with upgraded amenities and security
- Upgrade ball fields at the Sports Complex with artificial turf
- Implement hardscape and landscape improvements along Margate Boulevard
- Implement hardscape and landscape improvements along Southgate Boulevard
- Install uplighting along Atlantic Boulevard median for holiday lighting
- Install a public address (PA) system at the Covered Sports Field for improved communications and security

Performance Measures:

- Make landscaping and lighting improvements; playground upgrades; install security cameras and add a new park identification sign at Coral Gate Park
- Evaluate existing stormwater management system at the Sports Complex; work with local authorities on permitting; and, procure a vendor for artificial turf installation
- Solicit bids for construction of the Margate Boulevard improvements; execute construction agreement; commence project construction
- Manage continued construction of Southgate Median Improvement project through completion by year end 2024.
- Re-bid the median uplighting project along Atlantic Boulevard
- Installation of a public address system at the Covered Sports Field

Program/Activity: Property Improvement

Goal: Prevent the future occurrence of slum and blight

Objectives:

- Encourage revitalization of existing commercial properties
- Improve the exterior appearance of residential properties
- Make continued improvements to MCRA owned Chevy Chase Plaza
- Increase property values

Performance Measures:

- Provide funding for Property Improvement Program grants
- Target one or two shopping plazas in need of renovation
- Number of grants approved and completed
- Renovation work completed at Chevy Chase Plaza

Program/Activity: Land Acquisition / Land Improvements

Goal: To encourage the acquisition, demolition, and reuse of those properties, which by virtue of their location, condition, or value no longer function at their highest potential economic use, are blighting influences or have a negative effect on revitalization plans

Objectives:

- Acquire key properties that further the assemblage for the City Center project
- Determine short-term disposition of acquired properties, i.e., demo or lease
- Remedy blighted conditions and provide ongoing maintenance until redeveloped

Performance Measures:

- Budget funding for property acquisition
- Purchase agreement(s) of property acquired
- Actions taken on disposition of property

Program/Activity: Community Policing Initiatives

Goal: To continue to provide for the public health, safety, morals, and welfare of the community

Objectives:

- Work with the City Police and Fire Departments to incorporate enhanced and innovative security measures as part of its community policing efforts
- Incorporate Crime Prevention Through Environmental Design techniques
- Improve public safety at outdoor special events

Performance Measures:

- Identification of initiatives/techniques implemented
- Assessment of incident occurrences