



Creating Strategies for Urban Infill and Redevelopment

A Plan to Economically Redevelop Downtown Dania Beach by Focusing on the Antique District

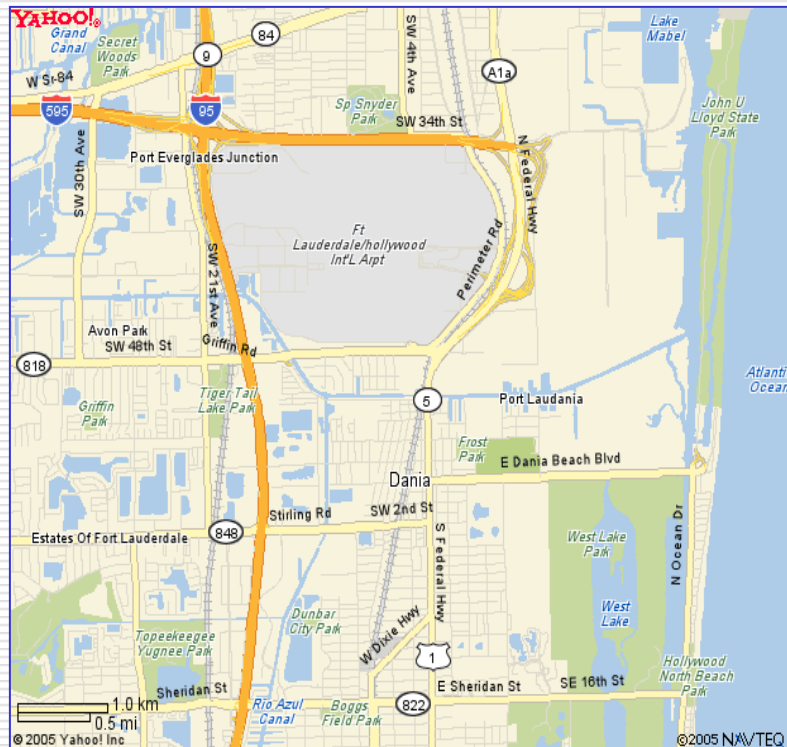
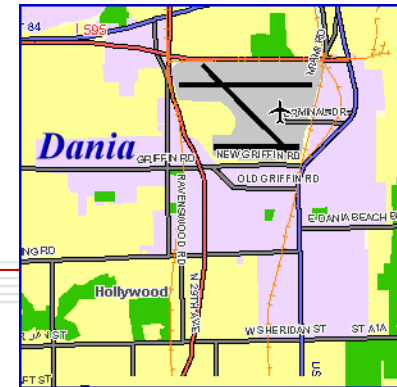
Harry Hipler [hhip@aol.com]

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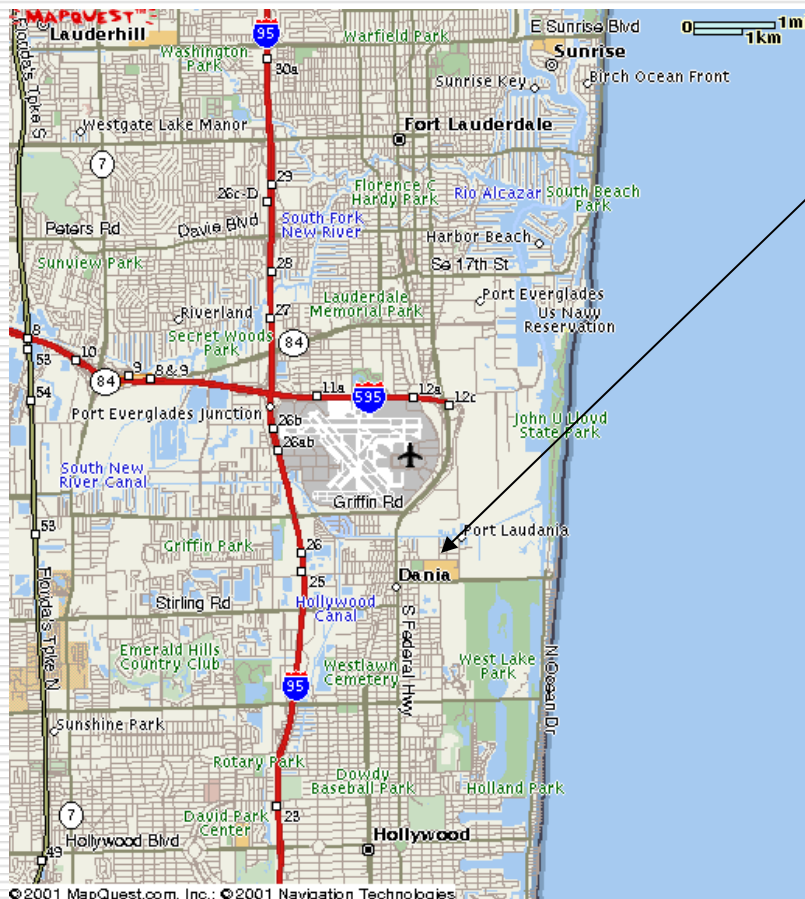


Background of Dania Beach



Population in 2005 –
28,479 residents.
Racial makeup – 70%
white, 24% black, and
6% remainder.
Median household income
in 2000 – \$34,125.
Size – 6.25 square miles
or 4,500 acres.

Continued...Location, location, location.

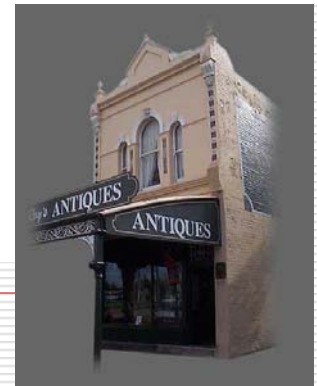


- Dania Beach is sandwiched between Hollywood and Ft. Lauderdale.
- Dania Beach's size is 6.3 square miles and 28,479 residents.
- Hollywood's size is 30.8 square miles and 144,000 residents.
- Ft. Lauderdale's size is 36 square miles and 164,000 residents.
- ***Hollywood/Ft. Lauderdale are each 5-6 times larger than Dania Beach.***

History of Dania Beach



- ❑ Dania Beach began in late 1880s. It is Broward County's oldest city.
- ❑ Tomato farming prospered from 1900s to 1950s.
- ❑ Antique industry began in mid 1940s and continues as its backbone and its major industry.





□ *Historic architecture abounds in Dania Beach. Greek Revival, Mission Revival, Mediterranean Revival, Art Deco, among others.*

Hot Projects of the Past





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- *Antique Row has more than 100 antique dealers on Federal Highway and Dania Beach Boulevard.*





What's Up in Dania Beach?

- ❑ Antiques, maritime industry, tourism, pristine beaches, fishing, state and city parks, historic architecture, FAU Sea Tech, gaming.
- ❑ 80% of city's land is built, and 20% is vacant for future growth. Rents are low.
- ❑ City's US 1 corridor is filled with antique stores, offices, restaurants, thrift shops, commercial businesses, a few motels.
- ❑ 14 state and local parks, pristine beaches.



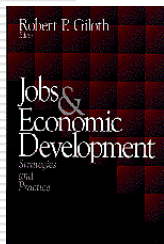
Dania Beach has an image problem!



- ❑ Downtown looks the same as it did 30 years ago.
- ❑ *City needs* infrastructure – sewer, water, pedestrian friendly sidewalks, bicycle paths, pedestrian crosswalks and medians, public art, landscaping, antique style street lamps, benches, open spaces, and so forth.
- ❑ City needs economic revitalization of downtown and antique row on Federal Highway and Dania Beach Boulevard. It needs retail outlets and businesses and mixed-use to help make it look attractive and interesting.
- ❑ Some areas are blighted and obsolete. Downtown business district has experienced 25% vacancy.
- ❑ City must become multi-functional – retail outlets, antique stores, restaurants, sidewalk cafes, art galleries, housing.
- ❑ Needs mixed-use development. Living quarters on the upper floors and retail outlets on the lower ones.
- ❑ Gaming and gambling is a wild card. It can be a forceful element of economic development as part of a mix.

Economic Development. Can it be defined? ***Better described than defined.***

- ❑ Policies used to improve economic well being and *quality of life* of life in community.
- ❑ Encourages *economic opportunity*, retention and expansion of existing businesses, recruitment of new businesses, tourism, industrial development, home construction, creating infrastructure, and so forth.
- ❑ Embodies *job creation*, job retention, job training programs, public and *private capital investments*, and business and community capacity building to allow business and community to develop workable economic development programs.
- ❑ Any successful plan must be carefully organized and planned, there must be *long term financial commitments*, cooperation from property owners, business owners, local government officials, and residents of the community.



Why is Downtown Economic Revitalization Important?

1. ***Improves Impression.*** Downtown often gives visitors their first impression.
 2. ***Makes Use of Existing Buildings.*** Helps communities manage growth through reuse of property.
 3. ***Develops a Sense of Community and Place.*** Provides main location for community wide projects.
 4. ***Provides Array of Retail Options.*** The more stores there are in an area, the more people will gather, assemble, and shop.
 5. ***Prevents Blight and Abandonment of Property.*** Reduces health and safety costs, discourages vagrancy and vandalism, increases vibrancy and vitality.
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Continued...

6. ***Keeps Alive Community Character and History.*** Signs of the past can be retained, which can be passed on to the next generation.

7. ***Promotes and Supports New and Corresponding Businesses.*** Businesses want to be where people are, money is being spent, and where the action is. It supports and strengthens existing business cluster.

8. ***Expands Tax Base.*** Produces local revenues to pay for community services and projects so that community is maintained.

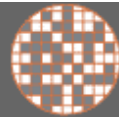
9. ***Increases Employment Opportunities.*** Replaces jobs lost through natural losses of employment and encourages entrepreneurs to hire more people.

10. ***Regains Status as Central Shopping District.*** Attracts & draws in shoppers and people.

Is there any movement toward economic development in Dania Beach? Yes.

- ❑ Voters approved infrastructure renovation, community centers, parks, neighborhoods, new fire station, and library.
- ❑ Dania Beach Jai-alai will be permitted to have Las Vegas style slot machines and maybe casinos within foreseeable future.
- ❑ Discussions to allow jai-alai fronton gaming area to include hotel, mixed use development, casino, slot machines, restaurants, and entertainment sites.





PROJECTS

C.R.A.



- ❑ City has created CRA and adoption of Main Street Downtown program.
- ❑ 4 North Federal Highway, a/k/a Pirates Inn, to be torn down and replaced with trendy loft style units and urban shops as high as 10 stories.
- ❑ 180 East Dania Beach Boulevard, a/k/a Dania Beach Hotel to be torn down and replaced with mixed use condominium and shopping complex.
- ❑ 109 Park Street to be built and will have 10 story 112 residential units with mixed use development.

CRA Info



Is there an attainable strategy where we can create a vibrant and economically stable downtown in Dania Beach? Absolutely!



- (1) ***Focus on community's heritage and character.*** Use and maintain and upgrade historic architecture, long standing antique industry, arts, cultural heritage, preservation of small town environment as a foundation and setting for city and businesses. Retain the historic buildings.
 - (2) ***Pedestrian friendly downtown.*** Make sidewalks larger, walkable, attractive. Pedestrian oriented downtown and lighting. Walkable urbanity (an urban landscape that makes people want to walk through it). Safety. Bicycle paths. A walking trail in downtown.
 - (3) ***Multi-functional downtowns.*** Mixed-use retail and residential development in same area. Specialty shops. Cafes and restaurants. Financial services. Offices. Civic buildings.
 - (4) ***Affordable housing.*** Provide market rate and affordable levels for residential dwellings for mixed income and diversity of people.
 - (5) ***Gaming.*** Provide a gaming district at Dania Jai-Alai to include gambling, hotel, mixed-use, retail, etc., as far as family entertainment.
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Research methodology: *Is there precedent available in other cities to support the city's vision of an arts and antique center? Absolutely!*

case studies

- 35 small cities were considered. 10 small cities were selected.
- Themes of cities to preserve past heritage – antique center, historic buildings, arts, small town city – were used to economically revitalize downtowns:
 - (1) Mount Dora, Fl. (5.75 square miles and 10,000 people).
 - (2) Thomasville, Ga. (15 square miles and 18,100 people).
 - (3) Snohomish, Wash. (2.6 square miles and 8,600 people).
 - (4) Quincy, Fl. (7.63 square miles and 7,000 people).
 - (5) Folsom, Calif. (21.7 square miles and 57,000 people).
 - (6) Lebanon, Ohio. (11.8 square miles and 17,000 people).
 - (7) Eureka, Calif. (9.5 square miles and 26,000 people).
 - (8) Carson City, Nev. (146 square miles and 55,000 people) [Carson City and county are now the same due to consolidation into one].
 - (9) Georgetown, Tex. (22.8 square miles and 36,462 people).
 - (10) Fernandina Beach, Fl. (10.7 square miles and 11,241 people).

Focus on Themes: Antiques. Arts. City's heritage. Small town atmosphere. A method for cities to preserve their past in Florida. *...Our History...*

Florida Historical Resources Act, Chapter, 267, *Florida Statutes*. Main Street Approach.



Examples of an architectural style called *Miami Modern, a/k/a MiMo*. City of **Miami** has unveiled a plan to create a historic district along Biscayne Boulevard that would protect mid-20th century Modern buildings, most prominently a collection of neon lit 1950s motels.



Historic Alcazar Hotel, St. Augustine. Today's St. Augustine City Hall & Lightner Museum.



University of Tampa



Downtown **Daytona Beach** is designated a Florida Main Street City. A balance of historic preservation and modern progress. Beach Street, in the heart of Old Daytona Beach, offers more than 100 shops, 30 restaurants, and entertainment housed in restored buildings.



The ***Palace***, Florida's oldest Saloon. 1878. **Fernandina Beach.**



Mt. Dora owes its genteel development to ***Lakeside Inn*** built in the late 1800s.



The Plan should include Main Street Approach.

- ❑ **I. *Organization*** means creating consensus, accord, collaboration among groups located in downtown and entire city.
 - ❑ **A. *Identify issues and concerns of community.***
 - ❑ 1. Antiques has been city's focus for over 50 years. Broward County's oldest city. Variety of historic architectural styles in city. Has image problem.
 - ❑ 2. Should city promote itself as *alternative* to its large city neighbors without giving up what a flourishing metropolis has to offer?
 - ❑ **B. *Dania Beach wishes to be known as small town friendly city.***
 - ❑ 1. People yearn for "good old days" of small town America, reminisce about earlier and simpler times, smaller buildings, "mom and pop" stores owned and operated by people who lived and worked in town?
 - ❑ 2. Emphasize antique row and historic architecture theme to preserve city's heritage. Why not continue same small town identity and maintain balance between historic preservation and modern progress as an alternative to large city neighbors.
 - ❑ **Questionnaires and surveys should be created and sent to merchants, business owners, property owners, and residents to make comments. After results are obtained, responses should be discussed and placed into a final report.**
-

Questionnaire

***Issues and questions to be considered. Answer:
Great/Okay/Bad idea/Don't care***

- 1. Dania Beach's antique district in downtown should be a focus for economic development.
 - 2. The physical image of downtown needs to be improved to help its economic development.
 - 3. Well maintained sidewalks will help improve the physical image of downtown.
 - 4. A walking trail for pedestrians to explore the antique and downtown district will help improve the physical image and economic development of the city.
 - 5. Dania Beach's historic buildings should be restored to maintain the city as a small town historical city.
 - 6. The city should establish programs and events which reinforce the community's identity as an antique district.
 - 7. Dania Beach's image should be that of a small town friendly city.
 - 8. The city should establish a special entrance landmark and sign to announce entry into downtown.
 - 9. Dania Beach needs new retail businesses in its downtown.
 - 10. All merchants and property owners in downtown should pay a tax promote economic growth.
 - 11. Dania Beach should remain just the way it is.
-

The Plan...

- ***II. Promotion and marketing*** of city's unique and distinctive antique style and historic buildings should be made to shoppers, new businesses, and visitors in order to create a positive and optimistic image of the city.
 - Implementation of city's promotion and marketing:
 - 1. Promotion of special events, such as annual art and antique festivals, and retail activities for current businesses.
 - 2. Encourage combination of residential housing and businesses within same district. Mixed usage.
 - 3. To help eliminate vacancy rate, establish phantom gallery system, where empty downtown storefronts become movable galleries exhibiting works of local artists until it is leased.
 - 4. Commercial real estate should be made market ready in downtown. City needs ready to go buildings for immediate occupancy by tenants.
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The Plan...

- ***III. Design enhances attractiveness of business district and can help make economic development take place.***

- Design can create appealing environment for historic building rehabilitation, wide and well maintained brick sidewalks, street and sidewalk lighting, antique style street lamps, trail and bicycle paths, benches, public art, mid-block medians, and other amenities that improve physical image of downtown to make it a safe and desirable place to work, walk, shop, and live.



- Cities studied have a blend of local assets that can be seen by pedestrians on pedestrian trails – historic buildings, homes, churches, arts district, antique stores, art galleries, retail shopping stores, restaurants and cafes – that lead pedestrians past a blend of the city's assets and resources.



The Plan...



- ❑ **IV. Economic restructuring** can strengthen the economic base of downtown by diversification.
- ❑ Mixed-use development is important to encourage combination of residential housing and businesses on the same property and in the same district. Downtown must be multi-functional, including mixed use, so that housing is provided on the upper floors and retail outlets exist on the lower floors
- ❑ Provide an assortment of businesses and living accommodations – antique shops, restaurants, cafes, retail store outlets, professional, banks, financial, government services, entertainment, housing – for people to live, work, and shop in city. Downtown must be multi-functional.
- ❑ Density is an answer, not a problem, so long as there is a balance of uses. Density can help create a healthy downtown.
- ❑ Gaming and gambling can further economic development goals and bring new economic activity to distressed areas. Perceived as a positive mechanism for economic and tourism development. Dania Beach Jai-Alai sits on 50 acres of land just blocks east of downtown.



*Do a Market Analysis of goals and targets of Dania Beach
Business Opportunities in retail outlets to complement
its antique stores and historic architecture.*



- ❑ Market analysis should be conducted to develop a “short list” of retail store types, and the emphasis should be on the “middle market”.
- ❑ Goods and Merchandise – Antiques/art stores/arts and craft supplies/home accessories/office supplies.
- ❑ Professional services – CPA/medical/attorney/architect/financial services/banks and savings and loans/copy and mail center.
- ❑ Restaurants/food/desserts – Coffee and ice cream/Deli/ Bakery/Health food/bar/variety of cuisine and prices of restaurants/Indoor and outdoor seating.
- ❑ Entertainment – Live entertainment/music.
- ❑ Look at local demographic and lifestyle data. Downtown should attract “middle market” moderately priced goods and services retail outlets.
- ❑ Dania Beach is blue collar city with bits and pieces of white collar businesses.
- ❑ Dania Beach’s 2000 national median household income was \$34,125, while the national median household income was \$41,994.



Conclusion

- Downtown Dania Beach can be divided into three sections: (1) Antique district; (2) Periphery or outside edge of downtown; (3) Gaming district. Ultimately, they must all be connected and linked to support each other.
- Local residents and officials do not want to lose the "*small town friendliness*" of Dania Beach. Antique stores and historic architecture are consistent with this type of atmosphere. Balance its growth by maintaining its small town friendly city with a mix of uses.
- Developing a *long term vision* and plan is mandatory. There must be a *political will, commitment, and tools* in place to move the vision to reality.



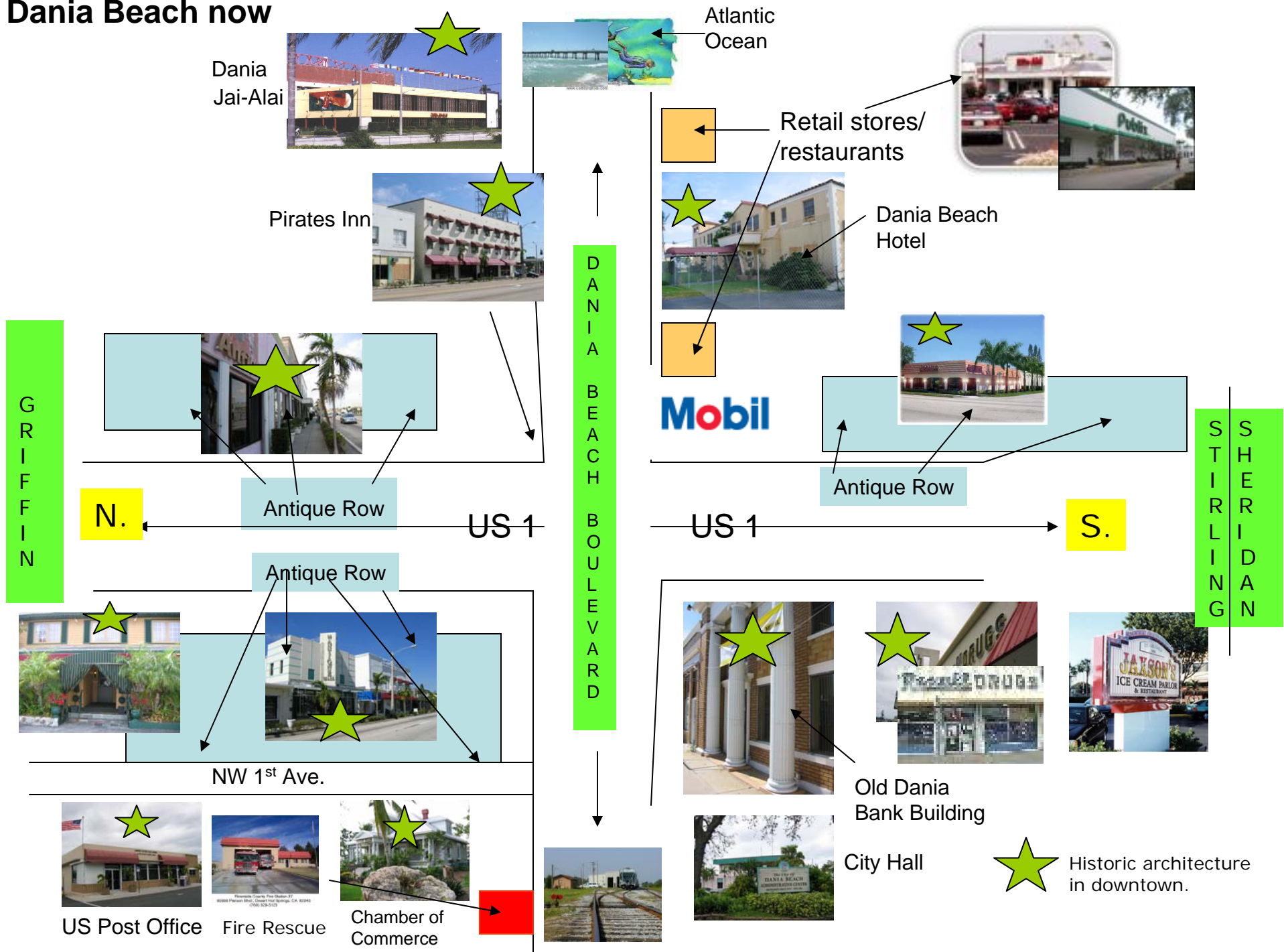
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- ❑ Downtown economic revitalization is a *long term effort* and slow process. It can be accomplished if the city moves forward and implements its goals and vision that include retaining its antique district and historic architecture as its foundation for economic redevelopment.
 - ❑ Changes that occur will affect the city for generations to come. Move carefully and thoughtfully. If historic buildings are torn down, they can never be replaced. *Retain them. Keep them.* Do not replace them.
 - ❑ At a minimum, consideration should be given to retaining parts of these old architecturally significant buildings that can be kept intact. New portions built could be added to the preserved historical sections.
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Continued...

- ***Density can be a solution, not a problem.*** The city can have a mixture of uses and emphasize its history as Broward County's oldest city. It can ***retain its antique district and its historic architecture,*** and incorporate its history into 21st century mixed-use development.
 - City can offer itself as an ***alternative*** to its large city neighbors and retain its ***unique character.*** Each historic building is a unique asset, and can serve as a focal point on Dania Beach's community heritage.
 - Historic buildings can complement the downtown economic development process that focuses on the antique industry. They can also complement the downtown development process that includes mixed use development. City can have a balance of uses.
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Dania Beach now



Dania Beach and the future



Atlantic Ocean



Dania Beach Jai-Alai



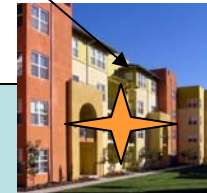
Dania Beach Hotel



REDWOOD CITY CITY CENTER PLAZA'S FIRST FLOOR, ACTIVE WITH RESTAURANTS AND SHOPS, CREATES A LIVELY PUBLIC SPACE IN THE HEART OF DOWNTOWN.

VANCOUVER, BC FOUR-STORY MIXED-USE STREETFRONT WITH LIVELY FIRST FLOOR RETAIL.

Mixed-use



Mobil

Antique Row

US 1

S.

G R I F F I N

D A N I A B E A C H B O U L E V A R D

S T I R L I N G S H E R I D A N

N. Antique Row US 1

Antique Row



NW 1st Ave.



US Post Office



Fire Station



Chamber of Commerce



Old Dania Beach Bank Building



City Hall



Historic architecture that should be revitalized and retained.



Highlights of proposed future development sites.