



**WEST PALM BEACH COMMUNITY  
REDEVELOPMENT AGENCY**

Office of the Executive Director  
401 Clematis Street  
West Palm Beach, FL 33401

(561) 822-1550  
[www.wpbkra.org](http://www.wpbkra.org)



# Annual Report

for the

## Fiscal Year Ending September 30, 2022



# BOARD OF COMMISSIONERS

## Board of Commissioners

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KEITH A. JAMES  
MAYOR



KJames@wpb.org

CATHLEEN WARD  
COMMISSIONER



CWard@wpb.org

SHALONDA WARREN  
COMMISSIONER



SWarren@wpb.org



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### Mission Statement

*To foster and directly assist in the redevelopment of the Community Redevelopment Areas in order to eliminate blight, create a sustainable downtown and encourage economic growth, thus improving the attractiveness and quality of life for the benefit of the CRA Districts and the City of West Palm Beach as a whole.*

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CHRISTY FOX  
COMMISSIONER



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JOSEPH PEDUZZI  
COMMISSIONER



JPeduzzi@wpb.org

CHRISTINA LAMBERT  
COMMISSIONER



CLambert@wpb.org

# LETTER FROM THE EXECUTIVE DIRECTOR

## Letter from the Executive Director

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Date: March 24, 2023

This past year presented several challenges to the West Palm Beach Community Redevelopment Agency (CRA). While the pandemic has officially past, new obstacles have cropped up that have created head winds in the execution of the CRA's Strategic Finance Plan. Nevertheless, the CRA continues to bring unprecedented progress to our dedicated areas not seen for decades. Supported by the CRA Board, residents, business owners, and other stakeholders, the CRA has completed major projects and worked aggressively to redevelop and strengthen the City of West Palm Beach.

Last year, like the rest of the United States, the CRA felt the bite of high inflation, labor shortages and supply chain pinches. Luckily many of our projects were generally budgeted and contracted with fixed amounts. As we moved through the year, the CRA felt supply chain issues ease, however inflation and labor shortages still seem sticky. Looking forward, the CRA will continue to face these challenges in a higher interest rate environment. Fortunately, the CRA is clearly showing success.

The CRA's progress last year squarely centers around the State of Florida's and the City of West Palm Beach's aim of removing slum and blight while increasing the taxable value of property through new construction. This can be seen throughout both CRA Districts in the form of redevelopment that provides opportunity for housing, new business, and improved infrastructure. Furthermore, the CRA continued its aggressive land acquisition and planning efforts for the next round of projects that will reach to the very edges of our boundaries. The proof of these efforts to date is shown through the 20% and 19% increase in tax increment revenue in the Downtown/City Center and Northwood/Pleasant City CRAs, respectively.

Presented herein is the 2022 Annual Report for the CRA which covers the period from October 1, 2021, through September 30, 2022, and includes the following information:

- General background information regarding the CRA and the Redevelopment Areas;
- Historical/current performance data (economic and financial) for each redevelopment area including # of activities started/completed, expenditures of the Redevelopment Agency Trust Funds, taxable property values; contributing taxing authority millage rates; tax increment revenues; tax-base segmentation; etc.
- Report of activities (projects, initiatives, etc.) within the redevelopment areas;
- Status report of the progress made in carrying out the Redevelopment Plan;
- Comparison of Redevelopment Plan goals, objectives, and policies to program accomplishments; and
- Financial statements for the fiscal year ending September 30, 2022.

This Annual Report has been prepared in accordance with §163.371 and 163.387(8).

Respectfully Submitted,  
*Christopher Roog*  
Christopher Roog, CECD  
CRA Executive Director



# LETTER FROM THE EXECUTIVE DIRECTOR

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# WEST PALM BEACH CRA

## West Palm Beach CRA

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### Background

The West Palm Beach Community Redevelopment Agency (CRA) is a local government agency that works in collaboration with residents, property owners, businesses, developers and other community organizations to foster redevelopment within the CRA Districts. Among our priorities include public safety, beautification, streetscape and infrastructure improvements, economic development, affordable housing, business incentives, marketing and special events, and historic preservation. Nationally known as one of the most innovative and effective Community Redevelopment Agencies in the country, the West Palm Beach CRA is setting the standard for redevelopment.

### Redevelopment Areas

The CRA consists of the following two separate Redevelopment Areas comprising approximately 1,399-acres<sup>1</sup>:

- City Center Community Redevelopment Area (hereafter referred to as the “CC CRA”; approximately 940-acres); and
- Northwood/Pleasant City Community Redevelopment Area (hereafter referred to as the “NPCCRA”; approximately 459-acres).

### Funding Source

The primary funding source available to the CRA consists of Tax Increment revenues. Tax Increment revenues are a unique tool available to cities and counties for redevelopment activities and are used to leverage public funds to promote private sector activity in the targeted redevelopment area. The taxable value of all real property in the redevelopment area is determined as of a fixed date<sup>2</sup>, also known as the “base-year” value. Contributing taxing authorities continue to receive ad valorem tax revenues (a.k.a. property tax revenues) based on the base-year value. Revenues generated from the base-year value are available for general government purposes. However, ad valorem revenues from increases in real property value, referred to as “Tax Increment,” are deposited into the Community Redevelopment Agency Trust Fund and dedicated to the redevelopment area.

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<sup>1</sup> The acreage information identified herein for the CRA is based on Geographic Information Systems mapping technology.

<sup>2</sup> F.S. § 163.387 defines the base-year value as the value associated with the most recent assessment tax-roll used in connection with the taxation of property within the redevelopment area by each applicable Taxing Authority prior to the effective date of the Ordinance providing for the funding of the redevelopment trust fund.

# WEST PALM BEACH CRA

## Strategic Finance Plans

In 2004, the CRA determined that a more aggressive approach was needed to effectively address the blighted conditions within the Redevelopment Areas. Staff responded through creation of a five-year strategic redevelopment program (i.e., hereinafter referred to as the “Finance Plan”) that incorporated existing planning reports/studies, feedback from community forums/charrettes, etc., with the end result being the identification and prioritization of redevelopment projects that enable the CRA to effectively and efficiently combat blight and address affordable housing availability.

The Finance Plan has increased private sector investment as the development community, residents, lenders and other stakeholders recognize that a solid financial commitment has been made by our elected officials.

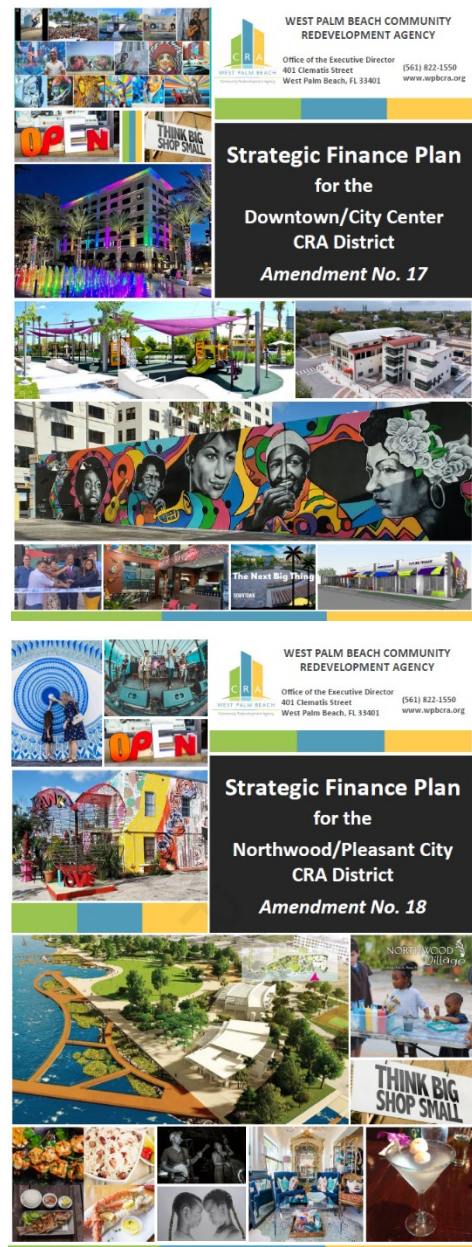
- Finance Plan for the CCCRA

The CRA Board adopted Resolution No. 05-65 on November 7, 2005, which provided for approval of the Finance Plan for the CCCRA. The Finance Plan is amended annually. The Finance Plan forecasts investment totaling \$120 million (excluding operations/debt service) within CCCRA boundaries over the next five (5) years.

- Finance Plan for the NPCCRA

The CRA Board adopted Resolution No. 05-23 on April 11, 2005, which provided for approval of the Finance Plan for the NPCCRA. The Finance Plan is amended annually. The Finance Plan forecasts investment totaling \$20 million (excluding operations/debt service) within NPCCRA boundaries over the next five (5) years.

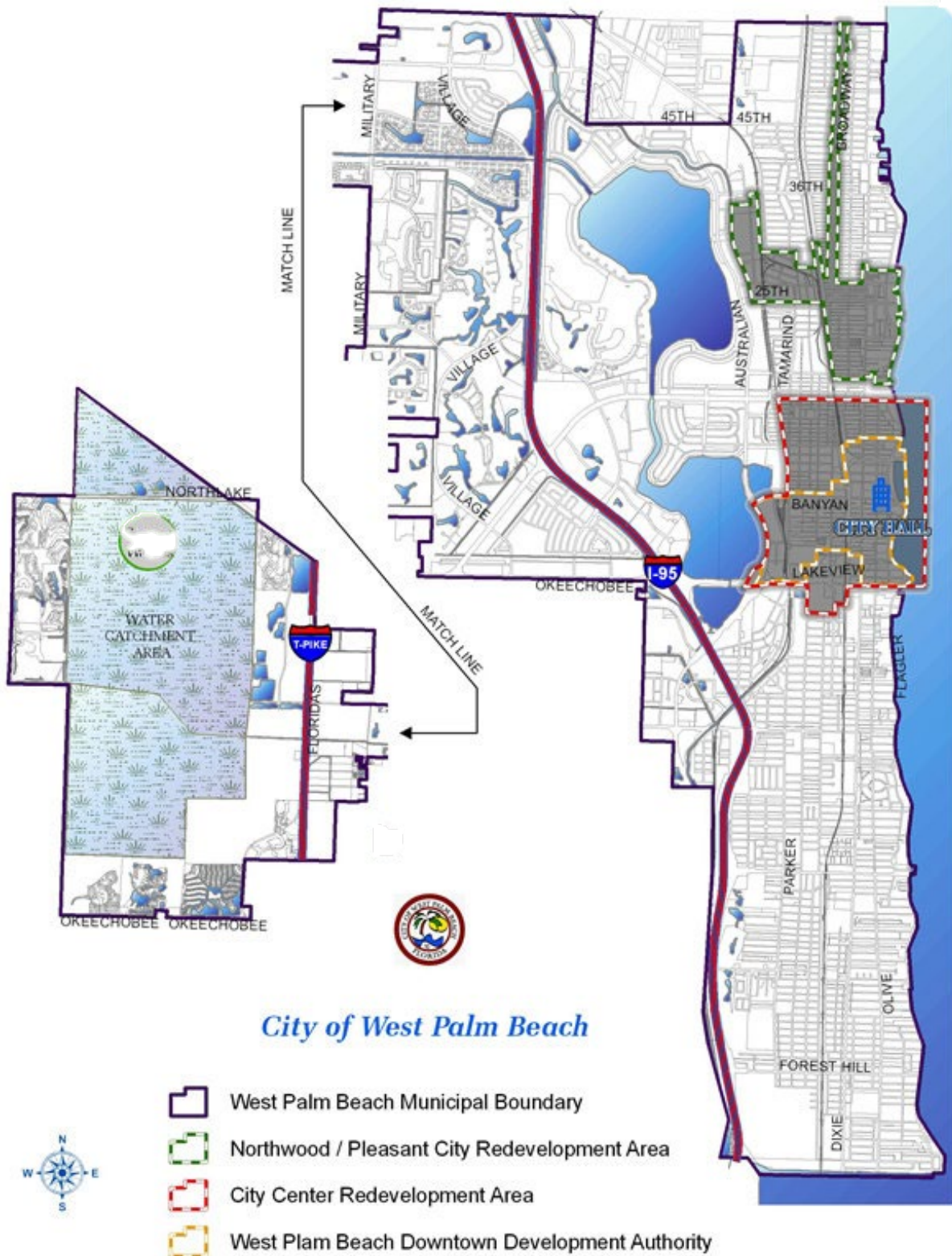
This Annual Report includes a report/narrative of activities (redevelopment projects, initiatives, etc.) under each Redevelopment Area section as well as financial statements for each Trust Fund.





# WEST PALM BEACH CRA

## Boundary Map (both Districts)



# WEST PALM BEACH CRA

## Awards and Acknowledgements



**1<sup>ST</sup>**  
**PHOTO OPP AREA**  
*Fall in LOVE Event*  
 Downtown Development Authority (DDA)

**1<sup>ST</sup>**  
**PROMOTIONAL MAILER**  
*Bike Valet*  
 DDA

**1<sup>ST</sup>**  
**TWITTER**  
*Arts & Entertainment District*  
 DDA

**1<sup>ST</sup>**  
**INSTALLATIONS**  
*Arts & Entertainment District*  
 DDA

**2<sup>ND</sup>**  
**FACEBOOK**  
*Downtown West Palm Beach*  
 DDA

**2<sup>ND</sup>**  
**PROMOTIONAL MAILER**  
*Motivational Mondays*  
 DDA

**2<sup>ND</sup>**  
**TWITTER**  
*Arts & Entertainment District*  
 DDA

**3<sup>RD</sup>**  
**INSTAGRAM**  
*Arts & Entertainment District*  
 DDA



**BEST VIRTUAL FESTIVAL/EVENT**  
*(Black Art Matters)*

**BEST TWITTER SITE**  
*(DowntownWPB)*

**3<sup>RD</sup>**  
**PROMOTIONAL MAILER**  
*Community Cafecito*  
 DDA

**BEST DIGITAL/SOCIAL AD SERIES**  
*(DowntownWPB)*

**BEST SINGLE DIGITAL/SOCIAL AD**  
*(Catch the Gingerbread Man)*

**BEST SINGLE NEWSPAPER DISPLAY AD**  
*(Healing Circle)*

**BEST TV PROMOTION**  
*(Pairings: Food & Wine Event)*



*The Premier Association Supporting and Enabling Festival & Event Professionals Worldwide*

International Festivals & Events Association



**BEST COMMUNITY OUTREACH PROGRAM**  
*(Community Cafecito)*



**BEST PRINTED MATERIALS (MULTIPLE PAGES)**  
*(Annual Report)*

**BEST SINGLE DIGITAL/SOCIAL AD**  
*(Dance Photography Contest)*

**BEST RADIO PROMOTION**  
*(Black Art Matters)*

**BEST FACEBOOK SITE**  
*(DowntownWPB)*

**BEST DIGITAL/SOCIAL AD SERIES**  
*(Fall in LOVE Event)*

**BEST PRINTED MATERIALS (SINGLE PAGE)**  
*(Vamos Bailar)*

# CITY CENTER REDEVELOPMENT AREA

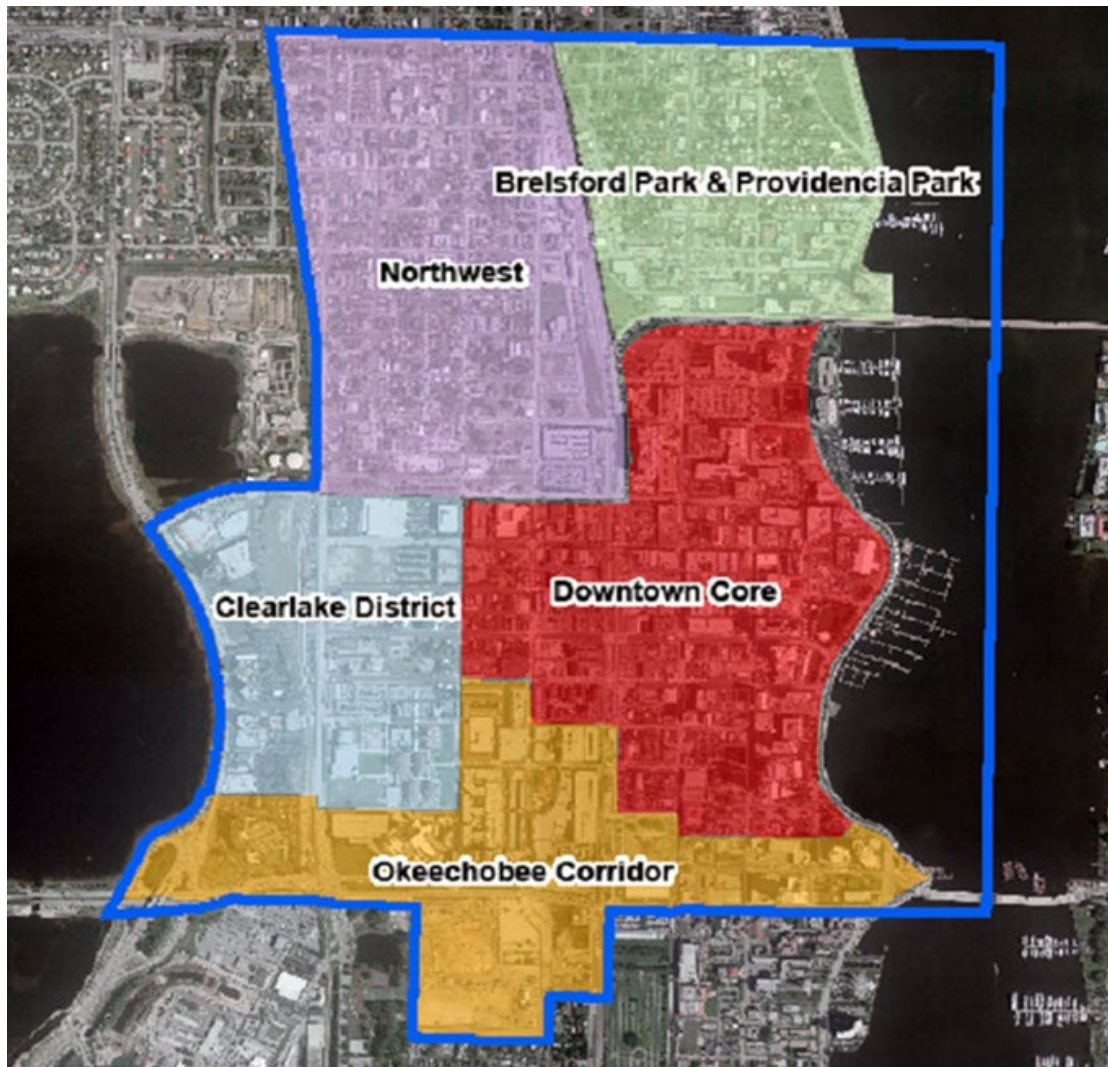
## City Center Redevelopment Area

### Background

The Downtown/City Center CRA District (“CCCRA”) created value with key public/private partnerships like CityPlace. Innovative partnering with the WPB Downtown Development Authority (DDA) led to Clematis Street being named as one of America's top streets. Historic preservation is closely valued in the scope of our redevelopment initiatives, with imaginative planned destinations like the Sunset Lounge and Heart & Soul Park in the historic Northwest neighborhood being one of our most anticipated new projects, currently in development.

The area is approximately 940 acres in size.

### Boundary Map



# CITY CENTER REDEVELOPMENT AREA

## Tax-Base

The following table provides a 10-year summary of historical assessment (taxable) values and increment values for the CCCRA as of January 1<sup>st</sup> of each year. While this report generally pertains to FY 2022 activity, the following section also includes FY 2023 property valuation data to highlight current trends. The Taxing Authorities that provide Tax Increment to the CCCRA based upon the incremental value shown in the following table include the City and Palm Beach County.

TAXABLE PROPERTY VALUES (ENTIRE CRA BOUNDARY)

TAX ROLL YEAR	FISCAL YEAR	A		B		=A-B	
		TAXABLE VALUE <sup>3</sup>	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	
2022	2023	4,128,770,051	19.8%	251,511,950	3,877,258,101	21.4%	
2021	2022	3,445,400,563	7.5%	251,511,950	3,193,888,613	8.1%	
2020	2021	3,206,183,447	2.4%	251,511,950	2,954,671,497	2.6%	
2019	2020	3,132,127,764	9.4%	251,511,950	2,880,615,814	10.3%	
2018	2019	2,863,165,768	7.0%	251,511,950	2,611,653,818	7.8%	
2017	2018	2,675,134,453	9.7%	251,511,950	2,423,622,503	10.8%	
2016	2017	2,439,488,349	11.3%	251,511,950	2,187,976,399	12.8%	
2015	2016	2,191,637,208	11.3%	251,511,950	1,940,125,258	12.9%	
2014	2015	1,969,866,074	5.9%	251,511,950	1,718,354,124	6.8%	
2013	2014	1,860,942,669	1.7%	251,511,950	1,609,430,719	2.0%	



<sup>3</sup> The Taxable Value figures included herein represent those values utilized by the City of West Palm Beach to calculate CCCRA tax increment revenue and are net of all applicable exemptions. Palm Beach County began utilizing a different Taxable Value with tax roll year 2012 that adjusts for the county-wide senior, historic and/or economic exemptions.

## CITY CENTER REDEVELOPMENT AREA

The calculations for determining the Tax Increment due from the West Palm Beach Downtown Development Authority (“DDA”) require different Base Year values because the boundaries of the DDA lie within the boundaries of the CCCRA but do not encompass the entire area. The following table summarizes historical assessment (taxable) values and increment values for those properties contained within DDA boundaries, and thereby within the CCCRA, as of January 1<sup>st</sup> of each year.

### TAXABLE PROPERTY VALUES (DDA BOUNDARY)

TAX ROLL YEAR	FISCAL YEAR	A		B		=A-B	
		TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	
2022	2023	3,161,648,993	22.2%	191,563,585	2,970,085,408	24.0%	
2021	2022	2,586,831,215	7.7%	191,563,585	2,395,267,630	8.3%	
2020	2021	2,402,716,311	2.9%	191,563,585	2,211,152,726	3.1%	
2019	2020	2,335,976,790	11.6%	191,563,585	2,144,413,205	12.8%	
2018	2019	2,092,791,478	8.2%	191,563,585	1,901,227,893	9.2%	
2017	2018	1,933,403,651	12.2%	191,563,585	1,741,840,066	13.7%	
2016	2017	1,723,267,764	14.0%	191,563,585	1,531,704,179	16.0%	
2015	2016	1,511,956,059	11.7%	191,563,585	1,320,392,474	13.6%	
2014	2015	1,354,104,804	6.5%	191,563,585	1,162,541,219	7.6%	
2013	2014	1,271,519,588	(6.7%)	191,563,585	1,079,956,003	(7.8%)	

The following table provides a 10-year summary of historical new construction (taxable) values for the CCCRA. It should be noted that the following new construction values are included in the gross taxable values set forth in the tables above.

NEW CONSTRUCTION		
TAX ROLL YEAR	FISCAL YEAR	NEW CONSTRUCTION TAXABLE VALUE
2022	2023	152,425,267
2021	2022	125,487,144
2020	2021	6,413,641
2019	2020	135,911,823
2018	2019	59,792,939
2017	2018	24,048,035
2016	2017	40,594,679
2015	2016	12,314,153
2014	2015	28,317,960
2013	2014	6,898,894

# CITY CENTER REDEVELOPMENT AREA

## Taxpayer Concentration

An important analysis to consider when discussing property values pertains to taxpayer concentration, or more specifically, the percentage of total tax increment generated from the CRA's principal taxpayers. Taxpayer concentration is a measure of revenue risk for the CRA. A low taxpayer concentration indicates a diverse base of taxpayers and a stronger ability to adapt to the loss of any one taxpayer.

PRINCIPAL TAXPAYERS			
TAXPAYER	PROPERTY USE	FY 2022 TAXABLE VALUE	% OF FY 2022 TAXABLE VALUE
777 SOUTH FLAGLER ASSOCIATES LLC	OFFICE	205,699,711	6.0%
525 OKEECHOBEE LLC	OFFICE	136,949,687	4.0%
222 LAKEVIEW LLC	OFFICE	107,168,238	3.1%
REEP MF PARK LINE FL LLC	MULTIFAMILY	90,911,543	2.6%
TREA SOLE AT CITY CENTER	MULTIFAMILY	81,912,208	2.4%
CITY PLACE RETAIL LLC	SHOPPING CENTER REGIONAL	81,680,654	2.4%
NORTHBRIDGE PROPERTY OWNER LLC	OFFICE	80,624,979	2.3%
AVALON ALEXANDER LLC	MULTIFAMILY	77,490,692	2.2%
WEST PALM BEACH FCH APARTMENTS LLC	MULTIFAMILY	64,366,556	1.9%
CL LOFTIN PLACE LP	MULTIFAMILY	59,126,943	1.7%
	TOTAL	985,931,211	28.6%

The following table provides a segmentation of taxable values within the CCCRA by development for FY 2022.

PRINCIPAL DEVELOPMENTS			
DEVELOPMENT	PROPERTY USE	FY 2022 TAXABLE VALUE	% OF FY 2022 TAXABLE VALUE
WEST PALM BEACH TOWN	OFFICE	321,433,757	9.3%
CITYPLACE (PL I)	SHOPPING CENTER REGIONAL	225,310,341	6.5%
TWO CITY PLAZA CONDOMINIUM	CONDOMINIUM	199,462,776	5.8%
PHILLIPS POINT RESUB (BLKS A-B)	OFFICE	177,097,464	5.1%
PHILLIPS POINT (ADD TO WPB)	OFFICE	174,046,295	5.0%
PLAZA OF THE PALM BEACHES CONDO	CONDOMINIUM	160,289,796	4.6%
ONE WATERMARK PLACE OF THE PALM BEACHES	CONDOMINIUM	147,043,487	4.3%
WATERVIEW TOWERS CONDOMINIUM	CONDOMINIUM	142,964,875	4.1%
CITYPLACE SOUTH TOWER CONDO	CONDOMINIUM	127,285,775	3.7%
ONE CITY PLAZA CONDOMINIUM	CONDOMINIUM	101,558,166	2.9%
	TOTAL	1,776,492,732	51.6%

# CITY CENTER REDEVELOPMENT AREA

## Millage Rates

The table below provides a 10-year summary of the operating millage rates levied by each Taxing Authority that make payments to the CCCRA.

CONTRIBUTING TAXING AUTHORITY MILLAGE RATES						
TAX ROLL YEAR	FISCAL YEAR	A	B	C	=A+B+C	
		CITY OF WEST PALM BEACH	PALM BEACH COUNTY	DDA	TOTAL	
2022	2023	8.1965	4.7150	0.9800	13.8915	
2021	2022	8.3465	4.7815	1.0000	14.1280	
2020	2021	8.3465	4.7815	1.0000	14.1280	
2019	2020	8.3465	4.7815	1.0000	14.1280	
2018	2019	8.3465	4.7815	1.0000	14.1280	
2017	2018	8.3465	4.7815	1.0000	14.1280	
2016	2017	8.3465	4.7815	1.0000	14.1280	
2015	2016	8.3465	4.7815	1.0000	14.1280	
2014	2015	8.3465	4.7815	1.0000	14.1280	
2013	2014	8.3465	4.7815	1.0000	14.1280	



# CITY CENTER REDEVELOPMENT AREA

## Tax-Increment Revenues

Contributing Taxing Authorities which levy ad valorem taxes on real property subject to taxation located within the CRA, are required by January 1<sup>st</sup> of each year to remit an amount equal to 95% of the difference between<sup>4</sup>:

- a) The amount of ad valorem taxes levied each year by that Taxing Authority on taxable real property contained within the geographical boundaries of the CRA, exclusive of any amount from any debt service millage; and
- b) The amount of ad valorem taxes which would have been produced by the millage rate upon which the tax is levied each year by the Taxing Authority on the assessed value of the taxable real property in the CRA as of January 1<sup>st</sup> of the base year<sup>5</sup>, exclusive of any amount from any debt service millage.

The Taxing Authorities which are obligated to remit tax increment<sup>6</sup> to the CCCRA include the City of West Palm Beach, Palm Beach County, and the West Palm Beach Downtown Development Authority (DDA).

TAX INCREMENT REVENUES							
TAX ROLL YEAR	FISCAL YEAR	A			B		% CHANGE OVER PRIOR YEAR
		CITY OF WEST PALM BEACH	PALM BEACH COUNTY	DDA	=A+B+C	TOTAL (ROUNDED)	
2022	2023	\$30,190,949	\$17,368,992	\$2,765,150	\$50,325,091	19.5%	
2021	2022	25,324,902	14,504,504	2,275,504	42,104,910	8.1%	
2020	2021	23,428,107	13,419,019	2,100,595	38,947,721	2.6%	
2019	2020	22,840,907	13,082,011	2,037,193	37,960,111	10.4%	
2018	2019	20,708,260	11,854,991	1,806,166	34,369,417	7.8%	
2017	2018	19,217,327	11,001,076	1,654,748	31,873,151	11.0%	
2016	2017	17,348,848	9,921,556	1,455,119	28,725,523	13.0%	
2015	2016	15,383,593	8,789,582	1,254,373	25,427,548	12.9%	
2014	2015	13,625,131	7,792,666	1,104,414	22,522,211	6.8%	
2013	2014	12,761,458	7,308,494	1,025,958	21,095,910	1.5%	

<sup>4</sup> Calculations referenced herein use the current fiscal year's millage rate as established by the Taxing Authority.

<sup>5</sup> The aggregate assessed valuation of taxable real property in the original CCCRA as of January 1, 1984, used for determining the incremental assessed valuation in future years was \$250,397,610. The aggregate assessed valuation of taxable real property in the Expanded Area of the CCCRA as of January 1, 1995, used for determining the incremental assessed valuation in future years was \$1,114,340. Such valuations are referred to as "Base Year" values and total \$251,511,950.

<sup>6</sup> Table represents calculated tax increment revenues based on reported taxable values. Actual collections may vary.



# CITY CENTER REDEVELOPMENT AREA

## Financial Obligations

The following section provides a listing of the outstanding financial obligations of the CCCRA.

FINANCIAL OBLIGATIONS			
	TERM	PRINCIPAL BALANCE AT SEPT. 30, 2022	ESTIMATED EXPENSE FY 2023
<b>FINANCIAL OBLIGATION TO DEVELOPERS</b>			
CITYPLACE COMMUNITY DEVELOPMENT DISTRICT (CDD)			
INCREMENT REVENUES DUE CDD			
80% OF TAX INCREMENT WITHIN CITYPLACE PROJECT	2036	\$ N/A	\$ 5,199,933
COVERAGE REVENUES			
20% OF TAX INCREMENT WITHIN CITYPLACE PROJECT		N/A	N/A
\$2M OF TAX INCREMENT OUTSIDE CITYPLACE PROJECT		N/A	N/A
1 & 101 NORTH CLEMATIS			
UP TO \$180,000 TAX INCREMENT WITHIN PROJECT	2025	N/A	180,000
CITYPLACE OFFICE II, LLC			
AMT EQUAL TO 20% OF TAX INCREMENT ON TRIANGLE SITE	N/A	N/A	44,010
SUBJECT TO \$7 MILLION CAP			
<b>BONDS, NOTES, AND CITY ADVANCES</b>			
TAX INCREMENT REVENUE (TIR) BONDS, SERIES 2006A	2036	5,000	980
TIR REFUNDING BONDS, SERIES 2015	2031	30,180,000	4,151,500
TIR BONDS, SERIES 2019	2036	85,385,000	7,381,250
PB COUNTY CONVENTION CENTER PROMISSORY NOTE	2023	250,000	250,000
<b>FINANCIAL OBLIGATION TO DDA</b>			
DDA WORK PLAN		N/A	5,772,133
TOTAL		\$115,820,000	\$ 22,979,806

# CITY CENTER REDEVELOPMENT AREA

## Accomplishments and Project Status Updates

### DDA Work Plan

The West Palm Beach Downtown Development Authority<sup>7</sup> (DDA) is an independent taxing district created in 1967 by a special act of the Florida



Legislature. Working in close coordination with the City and CRA to deliver the most impactful and value-based outcomes possible to our stakeholders.

*Mission:* To promote and enhance a vibrant Downtown West Palm Beach.

Downtown West Palm Beach is a unique and special place, beautifully accented by water and palm trees, and punctuated with a mixture of historic charm and modern sophistication. Cutting edge tech startups and century-old local businesses call our community home.

With corporate CEOs, millennials, visitors from around the world, and life-long locals all converging on Downtown West Palm Beach, we have found ourselves in a fortuitous moment. “How do we best support and maximize this incredible time in our history as Palm Beach County’s economic and cultural heart?”

It is no coincidence that Downtown West Palm Beach has become such a potent attractor for business investment and residential growth. Since the early 1990s, careful and strategic investments in public spaces and infrastructure have been made to build an urban center that is walkable, vibrant, and diverse. Private investment followed, and across the nearly three decades between the first Downtown Master Plan and today, the Downtown area has benefitted tremendously from private sector investments and a rapidly increasing residential population.

We invite you to join us on this journey of Downtown West Palm Beach, as we continue the upward trajectory toward being one of America’s greatest mid-sized cities. Our future has never been brighter.

In the following pages, you will learn how the DDA supports 4 strategic goals:

1. Business Development;
2. Public Realm;
3. Marketing and Public Relations; and
4. Neighborhood Services.

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<sup>7</sup> Please visit the DDA’s website for additional information: <https://downtownwpb.com>.

## CITY CENTER REDEVELOPMENT AREA

### *Business Development*

The DDA's economic development efforts are in harmony with the City's vision of West Palm Beach as a vibrant, world-class city with a diverse and thriving economy. The DDA supports our businesses with programs designed to assist their needs with grants, permitting guidance, grand opening announcement, and resource assistance.

One way the DDA strengthens the business environment is through the retention/attraction of businesses through its business development grant programs which include funding for grand opening events, leasehold improvements, façade enhancement, and business assistance.

Activity during FY 2022 included:

- Business Assistance
  - Five (5) Business Incentive grants awarded (\$254,221);
  - Three (3) Façade Improvement grants awarded (\$22,506); and
  - Two (2) Grand Opening Assistance grants awarded (\$2,000).



Robust business investment in the downtown area continued in FY 2022 including the grand opening of six new businesses to our portfolio (presented over the next several pages).



**BODEGA**  
Taqueria y Tequila  
118 S. Clematis St.



# CITY CENTER REDEVELOPMENT AREA



**ivettegil**  
beauty design



**Ivette Gill Beauty  
Design**  
269 Banyan Blvd.



**Mane  
Studio One**  
120 N.  
Dixie Hwy



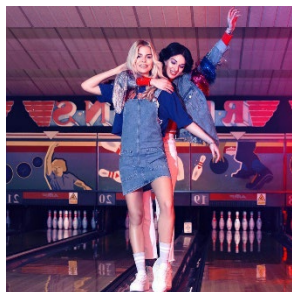
# CITY CENTER REDEVELOPMENT AREA



Vinyl Fish Club  
340 Clematis St.



Voltaire Lounge  
526 Clematis St.



## CITY CENTER REDEVELOPMENT AREA



Dis for DESIGN  
312 S. Dixie Hwy

### West Palm Beach Development & Investment Forum (February 7, 2022)

In partnership with Urban Land Institute (ULI) Southeast Florida/Caribbean, the DDA hosted an impressive lineup of development leaders to discuss the City's real estate investment trends and opportunities in the local market; in addition to what's in the development pipeline.

This event had more than 300 people in attendance.



## CITY CENTER REDEVELOPMENT AREA

### *Public Realm Maintenance*

Maintenance of the public realm is directly connected to quality of life, economic development, and community pride. We are committed to the cleanliness of our streets and sidewalks, the condition of undeveloped parcels of land, and the maintenance of landscaping as they shape the perceptions of a place.

### **Downtown Clean Team**

Contracted by the DDA, Image Companies cleans and conducts litter removal throughout the district seven days a week.



Outcomes for 2022 include:

- 2,313 total bags of trash collected.
- 23 tons of trash collected.
- 2,703 miles of street cleaning.

### **Physical Environment Cleaning and Maintenance**

The dedicated landscape team is responsible for debris removal and maintenance of plant beds and baskets throughout the district; excluding the Waterfront along Clematis Street, as well as the Seaboard Train Station. Clematis Street, City Hall and Tri-Rail are maintained 5 days a week. Parking garages and outer beds are serviced twice a week.

Outcomes for 2022 include:

- Maintained 177 landscaping beds (each week).
- Trimmed 423 trees.
- Maintained 174 hanging baskets (replaced when needed).

### **Tree Trimming Services**



## CITY CENTER REDEVELOPMENT AREA

### Graffiti

In coordination with the West Palm Beach Police Department, graffiti removal is accomplished throughout the district. This year our team addressed 473 cases of graffiti to keep Downtown looking beautiful.

### Pressure Washing

To accommodate the increase in foot traffic, Green Earth Power Washing worked with our staff to adjust the cleaning schedule; allowing our downtown to be cleaned more this year than in the past.



Outcomes for 2022 include:

- 5,765,845 sq. ft. cleaned.
- 1,331 blocks of sidewalks.
- 126 acres.



The DDA is focused on keeping  
Downtown West Palm Beach looking beautiful



# CITY CENTER REDEVELOPMENT AREA

## *Neighborhood Services*

The DDA's strategic plan focuses heavily on improving the quality of life for residents, workers, and visitors. This can be seen in the expansion of funds invested into this area of the DDA's budget due to the increase in people moving into downtown. The quality of programming improves the experience of living in the heart of the city.

## **Downtown Security Ambassador Program**

A full-time private public safety unit contracted with Professional Security Consultants. Ambassadors work closely with West Palm Beach Police Department to improve safety throughout the Downtown District. The dedicated team provides assistance to businesses, residents and visitors with information seven days a week.

Outcomes for 2022 include:

- Business check-in/assist/calls for services: 714.
- Residential check-in: 2,573.
- Patrols: 3,305.
- Public assist: 724.
- Homeless interactions: 612.
- Violations addressed (fishing, parking, and skateboarding): 45.
- Maintenance and graffiti reporting: 110.

Residential Check-In



Public Assist

# CITY CENTER REDEVELOPMENT AREA

## Outreach

Street outreach engages people experiencing homelessness who would not typically seek out services to address their health and housing needs. Through collaborative efforts with the City of West Palm Beach a team of nine full-time city staff members executes effective outreach to meet housing and healthcare needs.

Outcomes for 2022 include:

- 143 connected to housing/shelter.
- 58 reconnected to a loved one or family member.
- 136 connected to mental health and substance abuse resources.
- 120 assistance requests addressed through the City's online Homeless Activity Reporter.

## Transportation (Trolley)

The handicap-accessible Downtown Trolley makes getting around the Clematis and Rosemary Square Districts a breeze. It is a FREE and convenient way to visit all your favorite Downtown shops, restaurants, and attractions. The Trolley picks up passengers every 10-15 minutes at designated trolley stops located throughout the Downtown. Trolley operations are funded by a partnership between the City of West Palm Beach, Community Redevelopment Agency, and the Downtown Development Authority. It is operated by Molly's Trolleys and serviced roughly 76,000 passengers in 2022.

### YELLOW LINE

Visit your favorite shops, restaurants, attractions, and the Waterfront. The Yellow Line connects the Kravis Center, Rosemary Square, and Clematis Districts.

### GREEN LINE

Use this route to get from the Tri-Rail station to downtown West Palm Beach. Running along Dixie Highway and Okeechobee Boulevard, this route is a favorite of local commuters and local students.

### BLUE LINE

Travel from downtown West Palm Beach to Northwood Village, the Historic Northwest and Pleasant City.



## CITY CENTER REDEVELOPMENT AREA

### Transportation (Circuit)

With our sponsorship and partnership with Brightline, the on-demand electric shuttle offers free rides throughout downtown and the Town of Palm Beach. This program serviced roughly 98,500 passengers in 2022, resulting in a reduction of more than 60 metric tons of greenhouse gas emissions and the creation of 37 jobs for local residents.



## West Palm Beach

### SERVICE HOURS

**Monday:** 7:30am - 9:00pm

**Tuesday:** 7:30am - 9:00pm

**Wednesday:** 7:30am - 9:00pm

**Thursday:** 7:30am - 10:00pm

**Friday:** 7:30am - 10:00pm

**Saturday:** 8:30am - 10:00pm

**Sunday:** 10:00am - 8:00pm



## CITY CENTER REDEVELOPMENT AREA

### **Community Engagement and Placemaking Activities**

With community-based participation at its center, an effective placemaking process capitalizes on a local community's assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people's health, happiness, and wellbeing.

- Places that are accessible and inclusive.
- People are engaged in activities there.
- Space is comfortable and has a good image.
- It is a sociable place: one where people meet each other and take people when they come to visit.

### **¡ Vamos a Bailar! ---- Let's Dance! (October 2021)**

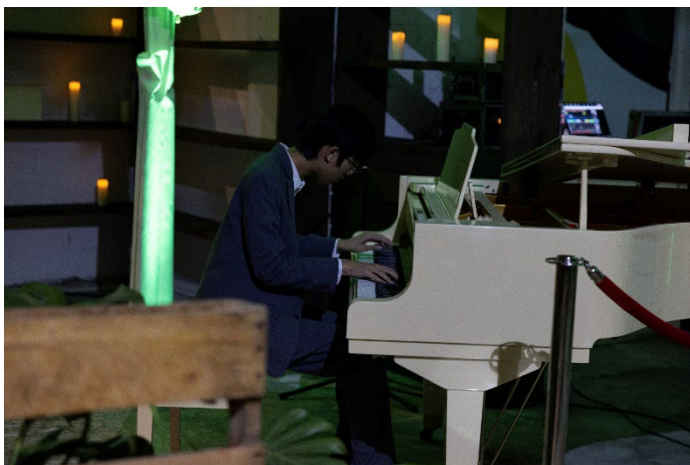
Collaborative event with the West Palm Beach Downtown Development Authority, the City of West Palm Beach, and Downtown Neighborhood Association to celebrate Hispanic Heritage Month. Live music and entertainment, dance performances by Dance Hub Palm Beach, delights from Salento Coffee, and music by Michú Michú.



## CITY CENTER REDEVELOPMENT AREA

### Piano Concerto (December 2021)

The pop-up piano concerto was a community-focused program that was interactive, diverse, fun, and served as an open invitation for people to enjoy local talent and connect with each other. It also provided a venue for the youth to be showcased in a highly visible space on our main street. This one-day community engagement pop-up was free to the public and allowed the DDA to provide musical entertainment on Clematis during the holidays in a very interactive way.



Piano Concerto  
(December 2021)

## CITY CENTER REDEVELOPMENT AREA

### **Black Art Matters (February 2022)**

Throughout Black History Month, the 2<sup>nd</sup> annual “Black Art Matters,” or “B.A.M.” a virtual program series that highlighted the talents of eight young black artists in the local community every Friday of the month on Facebook LIVE. Emerging artists captivated audiences as they painted, sang and played instruments at iconic locations in the district and allowed viewers near and far to “be here.”



## CITY CENTER REDEVELOPMENT AREA

### Fall in Love Photo Stations (February 2022)

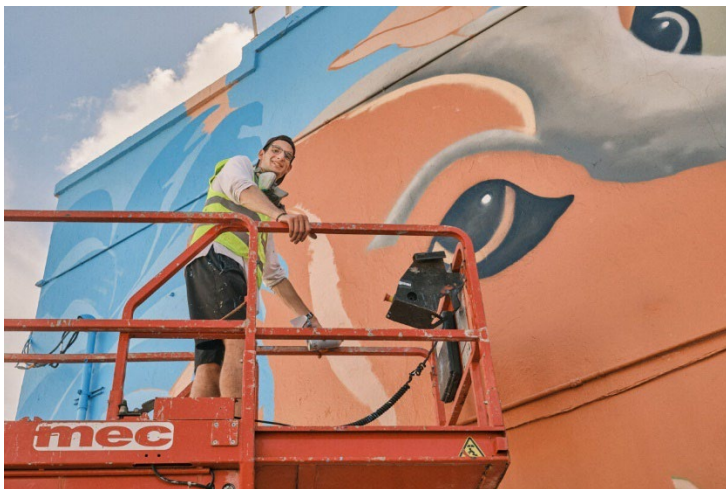
A value-added experience for residents and visitors to the district on Valentine's Day with 3 picturesque stations located in an alleyway, Great Lawn, and CityZen Garden. Over 400 participants took advantage of this pop-up downtown love experience.



## CITY CENTER REDEVELOPMENT AREA

### Big Optimism Mural (August 2022)

Created by local resident and artist Sam “Big Sam” Weinberger and located in the high-profile intersection at 335 Clematis Street, the DDA sponsored this mural which focuses on creating unity towards a positive, inspirational future.



big SAM'S PAINTS



## CITY CENTER REDEVELOPMENT AREA

### **The Revolution of the Groove Mural (August 2022)**

This colorful mural, located on the façade of Camelot Yacht Club at 114 South Narcissus Avenue, portrays six revolutionary African American artists who used their music to challenge the entrenched ways of thinking at the time about social injustice and racism. Featured artists are Miles Davis, Nina Simone, James Brown, Marvin Gaye, Aretha Franklin, and Billie Holiday. This mural was created in 2022 as a collaboration between local Street Art Revolution Artists Anthony Hernandez and Caron Bowman.



### **Downtown Summit (August 2022)**

This annual event is hosted to communicate the DDA's mission and focus through specific projects and programs with a primary focus on homeless outreach and affordable housing.



## CITY CENTER REDEVELOPMENT AREA

### **Motivational Mondays (recurring programming)**

Programming in collaboration with locals to provide a better quality of life for residents and visitors alike while promoting a health and wellness outdoor pop-up program in private and/or public spaces once a month at various locations.



## CITY CENTER REDEVELOPMENT AREA

### **Community Cafecito (recurring programming)**

Community engagement hour hosted by the DDA to provide an afternoon pick-me-up and informal conversations with the community. Local bakeries were highlighted at each event for attendees to become familiar with our merchants.



## CITY CENTER REDEVELOPMENT AREA

### **Sunset Silent Disco (recurring programming)**

Community engagement program in collaboration with Be You Disco to improve downtown's quality of life by bringing people together and connecting them through dance and live music by local songwriters through the activation of public space.



## CITY CENTER REDEVELOPMENT AREA

### **Bike Valet (recurring programming)**

Public space programming in collaboration with Florida Bicycle Operation to encourage residents and visitors to go greener and live healthier by supporting bicycle trips during visits to the West Palm Beach GreenMarket and the Antique and Flea Market each Saturday.



**DOWNTOWN**  
WEST PALM BEACH

**BIKE VALET**

Saturdays 9 am – 1 pm

*CENTER OF Paradise*

WEST PALM BEACH DOWNTOWN DEVELOPMENT AUTHORITY  
W.P.B. WEST PALM BEACH  
C.R.A. WEST PALM BEACH Community Redevelopment Agency

The poster has a vibrant pink background. It features three stylized white bicycle wheels at the top. Below them, the text 'BIKE VALET' is written in large, bold, white letters. Underneath, the schedule 'Saturdays 9 am – 1 pm' is shown in black. On the right side, there are two black silhouettes of palm trees and a black silhouette of a bicycle. A yellow sun is partially visible behind the trees. At the bottom, there are logos for the Downtown Development Authority, W.P.B., and C.R.A. The phrase 'CENTER OF Paradise' is written in a stylized, italicized font in the upper right corner.

## CITY CENTER REDEVELOPMENT AREA

### *Marketing and Public Relations*

We strive to strengthen Downtown’s appeal as a tourism and entertainment destination.

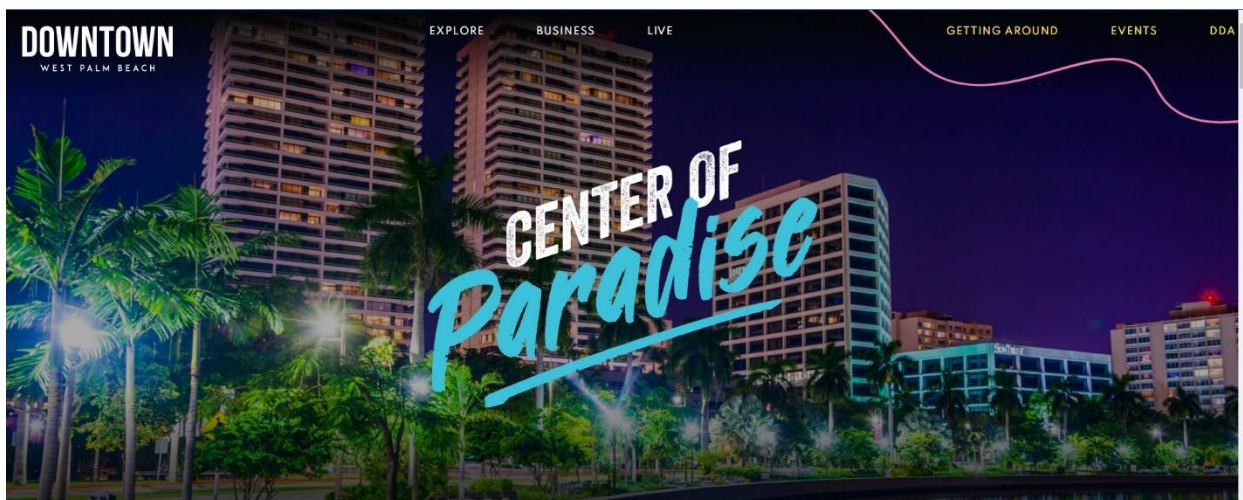
### **Branding**

A refreshed brand was introduced to all stakeholders capturing the energy, versatility, and authenticity of downtown. With Downtown West Palm Beach being the county’s waterfront hub for people to experience a unique fusion of city living, business opportunities, multicultural dining, arts and entertainment; it was solidified as the “Center of Paradise” making Downtown West Palm Beach the heart and home for all of life’s moments.



### **Website**

A full redesign was attained to meet the representation of our agency and place once rebranding was completed. The new user-friendly, responsive, and resourceful site provides the digital face of Downtown West Palm Beach.



# CITY CENTER REDEVELOPMENT AREA

## Social Media Marketing

Stats of all channels from October 1, 2021 – September 30, 2022.

### Downtown West Palm Beach

- Total Followers: 97,439 ---- 7.78% increase
- Followers Gained: 7,034
- Facebook: 30,628
- Twitter: 22,316
- Instagram: 44,495



### DDA

- Total Followers: 4,772 ---- 34.31% increase
- Followers Gained: 1,219
- Facebook: 1,462
- Twitter: 724
- LinkedIn: 2,586



## Advertising

### Television

- EffectTV: 9,349,808 impressions



### Print

- Palm Beach Post: 1,639,309 impressions
- INVEST: 10,050 readerships
- Palm Beach Guide (Chamber of Commerce of the Palm Beaches): 45,000 readerships
- Guide to the Palm Beaches (Discover the Palm Beaches): 15,000 readerships
- BDB Profile Magazine: 18,000 readerships
- BDB Quarterly Magazine: 7,500 readerships

### Radio

- iheart Radio: 2,427 total commercials with 984,649 digital impressions



### Outdoor

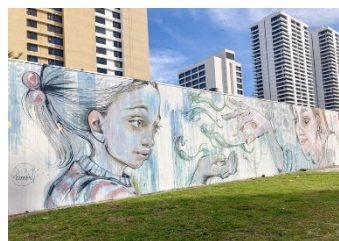
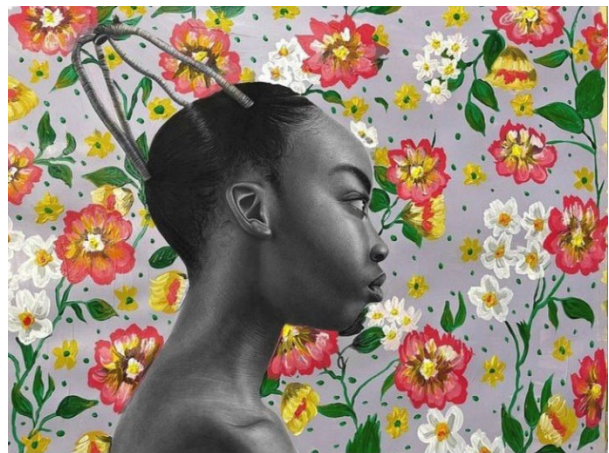
- BrightBike: 19 locations
- Circuit: 7 shuttles

## CITY CENTER REDEVELOPMENT AREA

### Arts & Entertainment District

The West Palm Beach A&E District is a centralized collection of inspiring arts and entertainment venues; art and history museums; galleries; libraries; performing arts companies; and art education institutions. Situated in the heart of South Florida's most progressive city, the District includes more than 20 distinct and distinguished cultural destinations that form a defining industry cluster. The A&E District enhances the appeal of West Palm Beach as a visitor destination, drawing attention to its status as a vibrant city illuminated by its beauty and range of creative expression.

The formation of the A&E District is intended as a means of focusing the concentration of the arts and cultural institutions in Downtown West Palm Beach and the immediate surrounding area as an industry cluster. This allows for increased visibility in the marketplace for these institutions by introducing economies of scale in marketing and promotion, as well as through establishing strategic partnerships with two Tourist Development Council funded agencies: the Cultural Council of Palm Beach County and the Palm Beach County Convention and Visitors' Bureau, and others. This results in a greater awareness of the cultural opportunities for local, county, regional, statewide, and national art and cultural enthusiasts with the opportunity for many to enjoy a multifaceted bundled experience.





## CITY CENTER REDEVELOPMENT AREA

### Clematis Streetscape

Clematis Street is the most iconic downtown street and the heart of West Palm Beach. To continue to enhance the public realm through improvements for pedestrians, including wider sidewalks, high-visibility crosswalks, and enhanced shade, as well as through a variety of modern infrastructure and vibrant design elements, the CRA and City began an effort to renew and enhance Clematis Street. Projects have been slated to begin in the short, medium, and long-term future. A robust public process determined that instead of incremental improvements to the street, a complete re-build of one block at a time was ideal, to avoid high season for the businesses.

The 300 Block of Clematis Street was selected as phase 1 for construction in 2018, followed by the construction of the 100 and 200 blocks in 2019. The third and final phase of construction (400 and 500 blocks) began in April 2020, earlier than anticipated to take advantage of the unfortunate impacts of Covid-19. The project was completed in early FY 2022 and businesses were able to take advantage of the curb-less design by creating social distancing. The final remaining component of the project, the improvement of the intersection at Quadrille and Clematis Street, is schedule for the beginning of 2023.



Clematis Streetscape

## CITY CENTER REDEVELOPMENT AREA

### Tent Site

The Tent Site is a prominent piece of CRA land located at 801 S. Dixie Highway. It has long been desired for redevelopment as a key parcel in the heart of Downtown. On April 21, 2020, the CRA entered into a Lease and Development Agreement with Cohen Brothers Realty for the development of a Class A office tower to be located on the Tent Site. The valuable property was appraised at \$25.7 million and the CRA will receive annual lease payments on this property. The



Conceptual design of Tent Site development

The conceptual site plan was approved in August 2020 and obtained subsequent approvals in 2021. Site plan approval was granted by the City Commission on January 10, 2022, and construction is anticipated to begin in mid-2023.

### Banyan Garage

The Banyan Garage is a public parking garage located at 200 Banyan Boulevard. The garage has reached the end of its useful life and has been reimaged as a mixed-use facility with active ground floor uses and public parking. The City and CRA are seeking a Public Private Partnership (P3) to finance the construction of a new mixed-use parking garage. CRA Staff will work with the City on this project starting with identifying a consultant to develop a concept/design and to help with structuring the public private partnership opportunity. At the conclusion of 2022, the CRA had developed a scope of work with the Concourse Group to begin consulting on the Banyan Garage beginning in 2023.

### 314 Clematis Street – The Thoroughfare

314 Clematis housed a nightclub for many years after large retail businesses began moving from Clematis Street. The 14,000 sq. ft. ground floor space makes it difficult for property owners to consider other uses for this space.

To bring more retail businesses to Clematis Street and lowering the barriers to entry, the CRA partnered with the property owner at 314 Clematis to develop the Thoroughfare. After cost estimates proved higher than anticipated, the CRA Board chose to purchase the building through proceeds from the Series 2019 Bond. Currently, the CRA is contemplating future development projects for this iconic downtown property.

# CITY CENTER REDEVELOPMENT AREA

## Alleyways

Clematis Street businesses have long experienced the challenge of converting former department store spaces that are deep and wide into current retail and office space needs.

By improving the aesthetics of the alleyways, the businesses have opportunities to activate the rear of their space. The Clematis 300 Block, South Alley, was selected for the initial design and construction for activation of the alleyway spaces. Construction of the Alleyway was completed in 2020 and included new underground infrastructure and undergrounding of low voltage power and cable. The CRA continues to work with property owners to upgrade the rear facades and lighting to create a space that can be activated and utilized for additional connections downtown.

Design for the north side of the 300 Block Clematis Street alley upgrade, inclusive of similar improvements implemented in the south alley, began in 2022 with construction expected to commence in late 2023 as a CRA/Public Private Partnership.



**SubCulture Coffee Alleyway Improvements**

Upgrades to the SubCulture Alleyway, located in the 500 Block of Clematis Street northwest of the Clematis Parking Garage, were completed in 2022, providing additional outdoor seating to commercial business bordering the alley and increasing walkability between Clematis Street and Banyan Boulevard.

The project also included a public art installation of “Natural Beauty”, created and installed by local artist Anthony Burks, Sr.



**“Natural Beauty” Mural along with artist**



# CITY CENTER REDEVELOPMENT AREA

## Historic Northwest

The CRA continues to increase investment within the Historic Northwest as the neighborhood moves toward a transformation into the hub of cultural tourism in West Palm Beach. In order to achieve these goals, the CRA has invested in infrastructure improvements, cleanliness and safety, removal of blight, and business attraction and retention.

### *Historic Sunset Lounge*

Redevelopment of the historic Sunset Lounge (built in 1923) and surrounding properties into a cultural destination of the Northwest began to become a reality in 2015. The CRA has begun restoring the building to how it looked at the height of the lounge's popularity in 1940 when as many as 1,000 people would dance together to the biggest names in music.

The restored Sunset Lounge will be the centerpiece of a destination featuring a new Jazz Park (Heart and Soul Park), a full-service restaurant, lounge, and performance ballroom. The CRA developed the project concept and received support from the CRA Board on the \$16 million construction cost and to move forward with development. With construction substantially completed, 2023 will see the identification of an operator and collaboration on the final installations of final furniture, fittings, and equipment. Grand opening is anticipated in late 2023/early 2024.



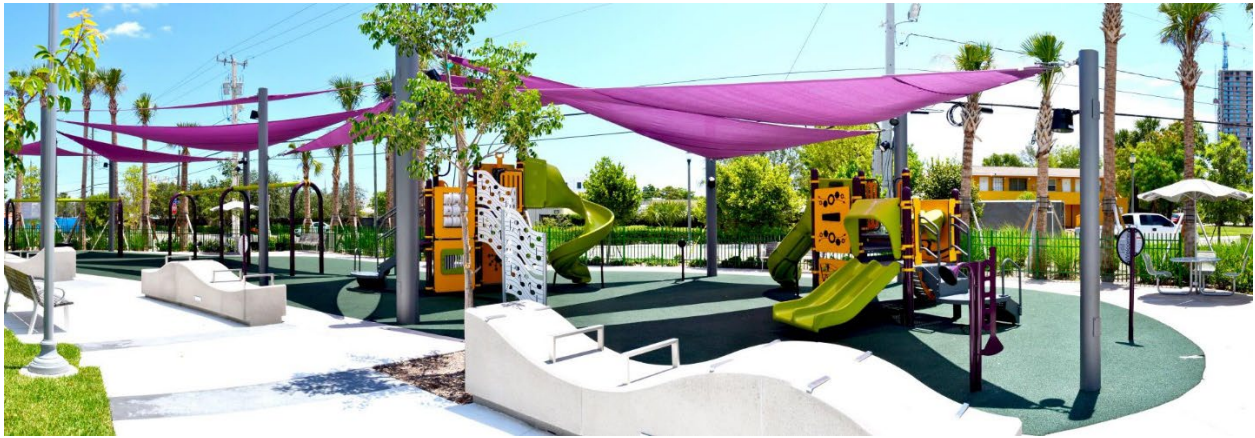
Sunset Lounge  
Then and Now



## CITY CENTER REDEVELOPMENT AREA

### *Heart and Soul Park*

Parcels adjacent to the Sunset Lounge were assembled in 2017 and plans began for the “Heart and Soul Park”. This music themed park ties into the development of the Sunset Lounge and will serve as an overflow outdoor entertainment venue. Construction began in late 2020 and was completed in the Summer of 2021. Park activation remains a focus of the CRA for fiscal Year 2023, and it has become the gathering hub in the Historic Northwest, hosting CRA quarterly meetings, other events such as Barbeque, Blues & Brews and Winter in Paradise, and other City and Community organized events where CRA staff continue to update and educate the community on the work the CRA is doing to redevelop and restore the Historic Northwest.



## CITY CENTER REDEVELOPMENT AREA

### *Alice Moore Properties*

Dr. Alice Moore a long-time community resident, educator, and civil rights advocate, gifted her home at 801 4<sup>th</sup> Street and several shotgun buildings to the City in February 2014. As a condition of this gift, the City agreed to use the buildings as a community facility with a focus on African American Culture. The CRA will re-build the Mickens Moore home as a Bed & Breakfast to provide rooms for patrons visiting the Historic Northwest and Sunset Lounge eventgoers. In 2020, the Historic Edgewater apartment building was moved from 316 Gardenia Street downtown to its new home at 810 4<sup>th</sup> Street. The CRA will fully restore the building to a bed & breakfast operation as part of the Mickens-Moore Project.

- **500 Division Avenue:** As a part of the Alice Moore properties, the structure at 500 Division Avenue will be rehabilitated with the end goal of housing historic assets within the community for a future museum or cultural center.
- **The Styx:** Originally, frame vernacular shotgun homes occupied lots on 7<sup>th</sup> Street, across from the new Heart and Soul Park. As historically significant assets that were not capable of being salvaged, the CRA chose to re-build these shotgun homes to provide opportunities for local entrepreneurs. A total of five properties will house operations for up to nine separate businesses along 7<sup>th</sup> Street and the new Styx Promenade. In 2019, The Styx won an Excellence Award from the American Institute of Architects. Construction began in March 2021 and will be completed in early 2023. With construction substantially completed, the CRA hosted a very successful series of informational forums promoting the Styx Project and the benefits offered for new business relocating to this part of the Historic Northwest.



Styx Promenade (conceptual rendering)

In the Spring of 2022, an Invitation to Negotiate (ITN) was issued for qualified buyers, which resulted in agreements for sale for three of the five properties. The CRA is working with the selected businesses to complete final tenant improvements. The sales are anticipated to be complete with the properties transferred to

the new owners in mid-2023. An ITN for the remaining two properties will be issued in the summer of 2023.

# CITY CENTER REDEVELOPMENT AREA

## *Affordable Housing*

**The Grand:** As part of the CRA’s goals to provide affordable housing, The “Grand” project is envisioned to be a mixed-use, mixed-income work force housing development offering 287 units and 5,000 sq. ft. of street level retail space.

The CRA provided a total of \$15 million of incentives to bring this important project to the Historic Northwest. Construction began in the summer of 2021 and is expected to be completed in late 2023.



**MOSS**

The Grand

**SMITH  
NATIONAL  
PROPERTIES** 01-05-23

**Flagler Station:** Flagler Station is a 94-unit tax-credit project at the corner of Tamarind Avenue and Banyan Boulevard at an important gateway to the Historic Northwest.

As an incentive to the project which will provide much needed affordable housing downtown, the CRA will fund the construction of a linear park on a historic Flagler rail line that is located adjacent to the property. Completion of this project is also anticipated in late 2023.



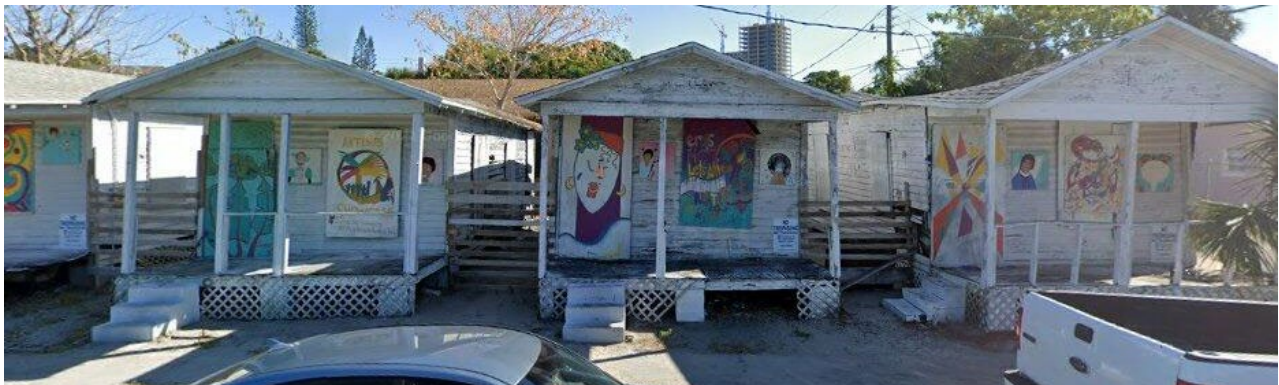
## CITY CENTER REDEVELOPMENT AREA

**Land Acquisition:** There are several vacant and under-utilized parcels throughout the Historic Northwest. Acquisition of the Carlos Portfolio, comprised of 10 properties scattered throughout the neighborhood, will afford an opportunity to develop several single-family units targeted for owner occupancy. This initiative will improve the percentage of owner-occupied units while improving the overall housing stock in the community.

### *Historic Preservation*

The CRA recognizes that Historic Preservation is a key component in the redevelopment of the Historic Northwest and has been assisting to preserve these assets through Historic Rehabilitation Incentives since 2016. In addition to the Styx, Mickens/Moore, and the Sunset Lounge, the CRA is working to continually preserve the history within the Historic Northwest.

- 1031 Sapodilla Avenue/822 N Tamarind Avenue: The CRA is currently in the process of rehabilitating these historic structures, which will eventually house residential uses and a small business.
- 464 Fern Street: A historic building was relocated from 464 Fern Street to 1225 N. Sapodilla Avenue. The CRA donated the property on Sapodilla to the developers who will be responsible for the full rehabilitation of the building. Upon completion in Summer 2023, the structure will be offered for sale as a single-family home in keeping with the CRA's goal of increasing homeownership in the Historic Northwest.
- 610 Douglass Avenue (Hot Box Lofts): There are a significant number of historically designated residential properties in the Historic Northwest District. With the recent increase in real estate prices and rental rates, the CRA is focused on acquiring and restoring many of these to make available for work force and affordable housing. The Hot Box lofts will be restored and made available as affordable live-work units.



610 Douglas Ave. (Hot Box Lofts)



# CITY CENTER REDEVELOPMENT AREA



## *West Palm Beach Center for Arts and Technology*

As part of the CRA’s effort to provide economic development support for individuals in the Historic Northwest and other CRA areas as well as facilitate a job training program, the National Center for Arts & Technology (NCAT) was commissioned to conduct a feasibility study to assess the viability of opening and sustaining a Center for Arts & Technology (CAT) in West Palm Beach based on the Manchester-Bidwell model. Through the feasibility study it was determined that job training programs in culinary and construction industries were needed in West Palm Beach.

A local Board of Directors has been established for both capital and operational fundraising and a location is currently being sought within the Historic Northwest. The CRA has committed to funding the design and a portion of the construction of the new facility, which will eventually house the West Palm Beach Center for Arts & Technology (WPCAT) facility within the Historic Northwest.



## IMAGINING THE FUTURE



# CITY CENTER REDEVELOPMENT AREA

## *Enhancing the Physical Environment*

### **Infrastructure Improvements**

The City/CRA are undertaking several infrastructure improvements through the Historic Northwest to continue making the neighborhood a special place for residents and businesses and to improve their connection to the rest of downtown.

- **Banyan Boulevard:** Construction of Phase 1 of the Banyan Boulevard Streetscape (Australian Avenue to Quadrille Boulevard) has been completed, a key east/west connection to Downtown and the Historic Northwest. Goals are to improve connections from the Historic Northwest to make it easier for residents to access Downtown amenities and to provide artistic gateway features that will identify the Historic Northwest. Design features include improvements such as a raised bike lane, treed medians, and enhanced shade and lighting.



- **Tamarind Avenue:** The CRA and City have completed designs for the Tamarind Avenue corridor from Banyan Boulevard to Palm Beach Lakes Boulevard. Improvements will include placing overhead lines underground, expanded sidewalks and bicycle facilities, and increased lighting and shade. The 1<sup>st</sup> phase of construction began in Spring 2021, with completion anticipated in May 2025.
- **Rosemary Avenue:** Many of the streets in the Historic Northwest need improvements. The Stull and Lee Report identified several potential greenway streets as important North and South connections to the surrounding neighborhood, namely Rosemary Avenue and Tamarind Avenue, both of which are historically vibrant commercial corridors. The CRA will invest in the Rosemary corridor to upgrade streetscape, lighting, and infrastructure from Clematis Street to 11<sup>th</sup> Street to continue the Complete Street's theme into the Northwest Community.
- **Chase Avenue:** The private sector is making significant investments in the CRA's Okeechobee Corridor and Downtown Core subdistricts. In an effort to update the infrastructure in coordination with the private investment and to better connect the two subdistricts, the project will also enhance connectivity to a new 250,000 office building, green space and historic church.

## CITY CENTER REDEVELOPMENT AREA

### TDR Program (Transfer of Development Rights)

In 2019, the CRA and the City established a unique program to assist the historic churches within the Historic Northwest. The City established that each of the five historic churches in the district could landmark their churches and then sell their development rights to other downtown developments. The CRA enhanced this program by purchasing and selling the rights for these churches so the agency could assist with implementation of improvements to these historic facilities.

The first church, Payne Chapel began in 2019 and was completed in 2020. Improvements to the second church, St. Patrick’s Church, began in 2020 and were completed in 2021.

### Incentive Programs

The CRA continues to offer incentives for businesses and property owners to enhance their properties. Additionally, in 2022, the CRA provided business relocation and incentive grants to three new businesses approximating \$2.3 million.

- **311 N. Sapodilla Avenue:** In October 2021, the CRA Board approved an agreement to provide a business relocation and historical preservation grant to the owners of a historical building in the Historic Northwest. Once completed in early Fall 2023, the Fantasy Island restoration project will bring an owner-occupied residential and state-of-the-art restaurant property to the area and provide food and entertainment within walking distance of the Grand and Flagler Station projects at the southern gateway to the neighborhood.



311 N. Sapodilla  
Avenue

“Fantasy Island”  
renovation

## CITY CENTER REDEVELOPMENT AREA

- **Hamburger Haven:** The CRA entered into a three-way Public Private Partnership with Palm Beach County and the owners of the Hamburger Haven Restaurant, a 50-year business resident of the Historic Northwest, to restore, renovate and reinvent the existing structure located on North Tamarind Avenue. The new structure will enhance the existing operations of Hamburger Haven, provide additional commercial space for two new business in the area, and create a cool and comfortable outdoor seating space for the eating establishments in the building. Construction is expected to be completed in the summer of 2023.
- **822 N. Tamarind Avenue:** The CRA entered into a purchase and sales agreement for the disposal of 822 N. Tamarind Avenue. This agreement was incentivized by including the renovation and conversion of a former single family, shotgun home to a commercial office space. This agreement will bring much needed consulting services and another vibrant business operation to the busy Tamarind Corridor.

### *Enhancing the Business Environment*

#### **Marketing**

Marketing efforts in the Historic Northwest were highlighted by the following events, activities and promotions aimed at supporting local businesses increasing awareness of the district and its assets.

#### – **Winter in Paradise**

This holiday celebration, hosted by the CRA for the residents of the Historic Northwest District and the wider West Palm Beach neighborhoods, was filled with fun, games, food, activity, live music, and a park lighting ceremony. This kick-off to the holiday festivities provided a medium to educate the community about ongoing CRA projects and was enjoyed by young and old.



## CITY CENTER REDEVELOPMENT AREA

### – Heart & Soul Park Activation Events

To bring ongoing activation and summer fun to the Heart & Soul Park, the CRA sponsored a pilot program featuring a series of six bi-monthly events in the park, including Movie Nights and Arts in the Park. These widely successful events, hosted on Friday nights and Saturday afternoons, targeted children and families in the area and are expected to continue into FY 2023.



Movie Nights (above) / Arts in the Park (below)



## CITY CENTER REDEVELOPMENT AREA

### - Barbeque, Blues & Brews

This event was held as a joint commemoration of the Juneteenth and July 4th celebrations. Attended by several hundred people from Palm Beach County and beyond, the event featured a competition for the title of “The Best Barbeque in West Palm Beach”, but also provided yet another medium for highlighting the work of the CRA within the City Center CRA, including the Historic Northwest, and allowed visitors and stakeholders to meet and interact with CRA staff.



## CITY CENTER REDEVELOPMENT AREA

### – Quarterly Community Outreach

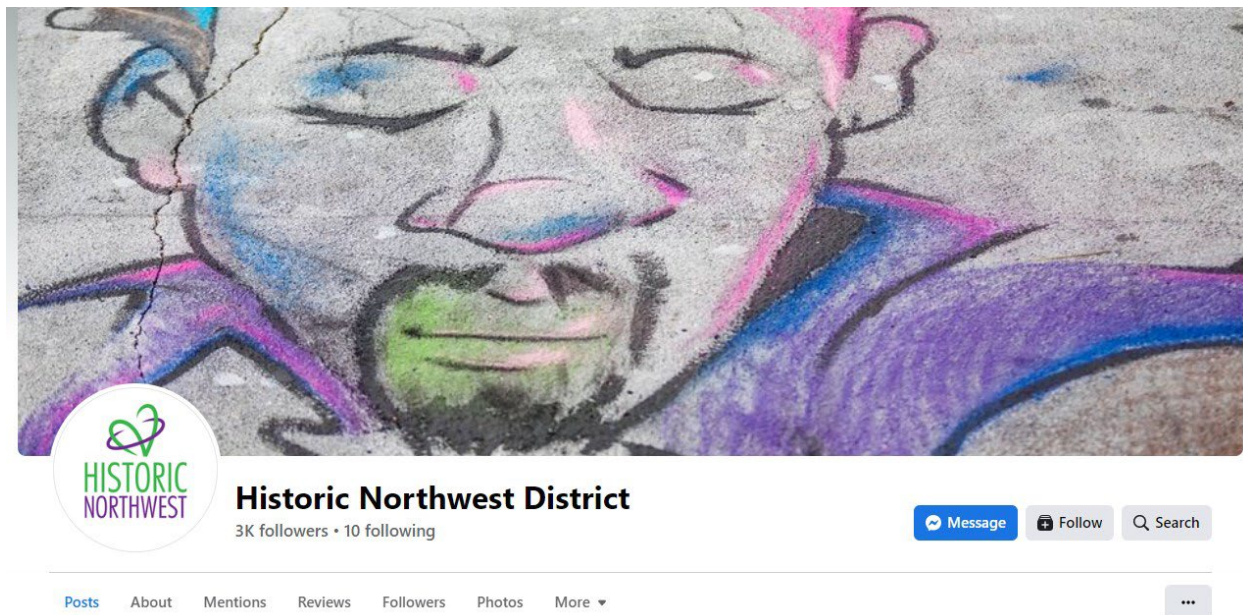
Also held in Heart & Soul Park, the CRA used these gatherings not only to update the residents on activities and projects in the area, but also as to provide an open platform where residents could be free to voice their concerns and provide feedback.

### – Events and Promotions Assistance Program

While the CRA spearheads community pride and local business building through its own annual events, the Events and Promotions Assistance Program, established in 2019, was designed to strengthen existing events and programs and encourage new ones to be established. This Program offers financial and promotional support to existing, new and emerging events, promotions or programs that support the goals of the Historic Northwest CRA district. The CRA allocated up to \$75,000 total in their annual budget with a maximum grant of \$7,500 with priority given to businesses and individuals from or within the Historic Northwest neighborhood. All grant recipients were required to work with businesses in the district for goods and services needed for the event or promotion. They were also required to work with the City and CRA to coordinate logistics and communications and use the district's branding on all marketing materials.

### *Social Media Analytics*

During FY 2022, the CRA leveraged Facebook to maintain the Historic Northwest's brand identity and provide updates on projects and initiatives taking place in the area. Page reach for the year increased 93.8% from the previous fiscal year as well as a 39% increase in post engagement.



## CITY CENTER REDEVELOPMENT AREA

### Brelsford Park/NoRA/Providencia Park

North Railroad Avenue (NoRA) was officially created as a new sub-district within Brelsford Park in 2022. This area, spanning from Quadrille Boulevard to Palm Beach Lakes Boulevard between the FEC Right of Way and Dixie Highway, will bring the development of a mixed-use district and will include much needed upgrades to the infrastructure in the area, such as the undergrounding of electrical supplies, improved drainage, and state-of-the-art streetscapes.

The CRA will partner with the developers by providing incentives to be used for the streetscape, construction of affordable housing and for business attraction and job creation. Phase 1 of construction and redevelopment is expected to begin in the Summer of 2023.





# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

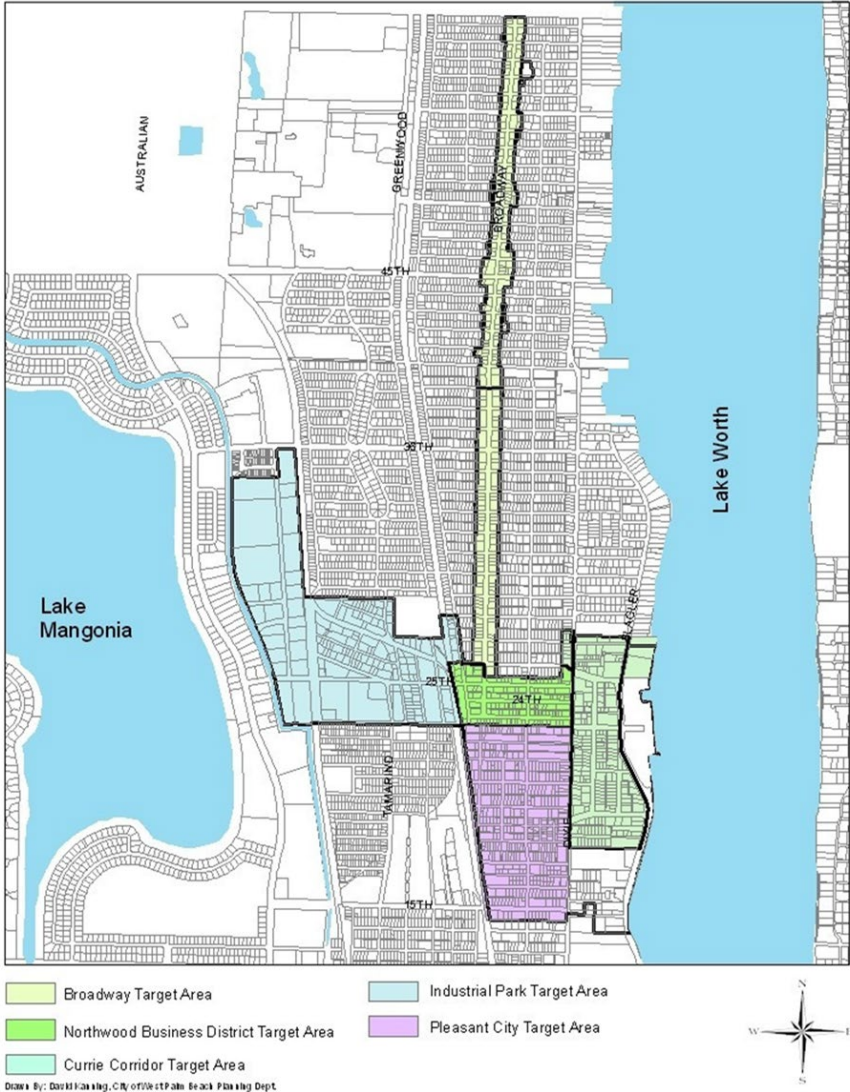
## Northwood/Pleasant City Redevelopment Area

### Background

In the Northwood/Pleasant City CRA District (“NPCCRA”), our award-winning marketing and branding campaigns, events and incentive programs transformed Northwood Village. The CRA created the infrastructure for what became Merry Place and increased homeownership in Pleasant City. We are currently developing the framework that will allow significant public sector development in the Currie mixed-use district and working on increasing walkability and development potential along Broadway.

The area is approximately 459 acres in size.

### Boundary Map



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Tax-Base

The following table provides a 10-year summary of historical assessment (taxable) values and increment values for the NPCCRA as of January 1<sup>st</sup> of each year. While this report generally pertains to FY 2022 activity, the following section also includes FY 2023 property valuation data to highlight current trends. The Taxing Authorities that remit Tax Increment to the NPCCRA include the City and Palm Beach County.

TAXABLE PROPERTY VALUES						
		A		B		=A-B
TAX ROLL YEAR	FISCAL YEAR	TAXABLE VALUE <sup>8</sup>	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
2022	2023	528,913,881	15.0%	86,933,276	441,980,605	18.5%
2021	2022	459,851,383	4.7%	86,933,276	372,918,107	5.8%
2020	2021	439,298,522	3.3%	86,933,276	352,365,246	4.2%
2019	2020	425,098,757	5.3%	86,933,276	338,165,481	6.7%
2018	2019	403,823,945	8.9%	86,933,276	316,890,669	11.7%
2017	2018	370,721,582	7.1%	86,933,276	283,788,306	9.5%
2016	2017	346,037,449	11.0%	86,933,276	259,104,173	15.3%
2015	2016	311,740,198	8.7%	86,933,276	224,806,922	12.5%
2014	2015	286,768,468	3.7%	86,933,276	199,835,192	5.4%
2013	2014	276,492,817	1.1%	86,933,276	189,559,541	1.5%

The following table provides a 10-year summary of historical new construction (taxable) values for the NPCCRA. It should be noted that the following new construction values are included in the gross taxable values set forth in the table above.

NEW CONSTRUCTION					
TAX ROLL YEAR	FISCAL YEAR	NEW CONSTRUCTION TAXABLE VALUE <sup>9</sup>	TAX ROLL YEAR	FISCAL YEAR	NEW CONSTRUCTION TAXABLE VALUE
2022	2023	2,510,077	2017	2018	166,460
2021	2022	1,432,356	2016	2017	(156,783)
2020	2021	347,605	2015	2016	240,800
2019	2020	(750,276)	2014	2015	562,500
2018	2019	8,770,774	2013	2014	1,282,124

<sup>8</sup> The Taxable Value figures included herein represent those values utilized by the City of West Palm Beach to calculate NPCCRA tax increment revenue and are net of all applicable exemptions. Palm Beach County began utilizing a different Taxable Value with tax roll year 2012 that adjusts for the county-wide senior, historic and/or economic exemptions.

<sup>9</sup> Negative new construction values indicate a net reduction in taxable values and are usually the result of demolitions or properties coming off the taxroll (i.e. purchased by non-profit or governmental entity).

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Taxpayer Concentration

An important analysis to consider when discussing property values pertains to taxpayer concentration, or more specifically, the percentage of total tax increment generated from the CRA's principal taxpayers. Taxpayer concentration is a measure of revenue risk for the CRA. A low taxpayer concentration indicates a diverse base of taxpayers and a stronger ability to adapt to the loss of any one taxpayer.

PRINCIPAL TAXPAYERS			
TAXPAYER	PROPERTY USE	FY 2022 TAXABLE VALUE	% OF FY 2022 TAXABLE VALUE
1515 FLAGLER PROPERTY LP	OFFICE	31,000,000	6.7%
PARK PB LLC	MULTIFAMILY	15,312,553	3.3%
920 N. STANLEY PARTNERS LLC	COMMERCIAL	14,308,245	3.1%
MOUNTAIN WEST PALM REAL ESTATE, INC.	WAREHOUSE	8,589,325	1.9%
2014 CAHUENGA PARTNERS LP	COMMERCIAL	8,346,476	1.8%
U & ME TRANSFER INC.	WAREHOUSE	6,566,719	1.4%
LA BOHEME PROPERTIES INC.	MANUFACTURING	5,881,152	1.3%
ALLIANCE HP LAKESIDE LLC	WAREHOUSE	4,697,813	1.0%
SILC R W	MANUFACTURING	4,016,793	0.9%
1919 N FLAGLER DRIVE ASSOCIATES LLC	OFFICE	3,772,678	0.8%
	TOTAL	102,491,754	22.3%

The following table provides a segmentation of taxable values within the NPCCRA by development for FY 2022.

PRINCIPAL DEVELOPMENTS			
DEVELOPMENT	PROPERTY USE	FY 2022 TAXABLE VALUE	% OF FY 2022 TAXABLE VALUE
FLAGLER POINTE CONDOMINIUM	CONDOMINIUM	59,181,571	12.9%
NORTHWOOD ADD (PL 8)	MIXED-USE	47,051,895	10.2%
BETHESDA PARK	MIXED-USE	46,255,461	10.0%
THE SLADE CONDOMINIUM	CONDOMINIUM	43,839,980	9.5%
1515 N. FLAGLER	OFFICE	31,000,000	6.7%
NORTHWOOD ADD (PL 7)	WAREHOUSE	24,222,245	5.3%
PORTOFINO CONDOMINIUM	CONDOMINIUM	17,762,261	3.9%
WESTFIELD WPB (PL 1)	WAREHOUSE	17,443,593	3.8%
PARKLAND REPLAT	MULTIFAMILY	15,312,553	3.3%
AUSTRALIAN PARK INC	WAREHOUSE	15,076,102	3.3%
	TOTAL	317,145,661	69.0%

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Millage Rates

The table below provides a 10-year summary of the operating millage rates levied by each Taxing Authority that make payments to the NPCCRA.

CONTRIBUTING TAXING AUTHORITY MILLAGE RATES				
		A	B	=A+B
TAX ROLL YEAR	FISCAL YEAR	CITY OF WEST PALM BEACH	PALM BEACH COUNTY	TOTAL
2022	2023	8.1965	4.7150	12.9115
2021	2022	8.3465	4.7815	13.1280
2020	2021	8.3465	4.7815	13.1280
2019	2020	8.3465	4.7815	13.1280
2018	2019	8.3465	4.7815	13.1280
2017	2018	8.3465	4.7815	13.1280
2016	2017	8.3465	4.7815	13.1280
2015	2016	8.3465	4.7815	13.1280
2014	2015	8.3465	4.7815	13.1280
2013	2014	8.3465	4.7815	13.1280



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Tax-Increment Revenues

Contributing Taxing Authorities, which levy ad valorem taxes on real property subject to taxation located within the CRA, are required by January 1<sup>st</sup> of each year to remit an amount equal to 95% of the difference between<sup>10</sup>:

- c) The amount of ad valorem taxes levied each year by that Taxing Authority on taxable real property contained within the geographical boundaries of the CRA, exclusive of any amount from any debt service millage; and
- d) The amount of ad valorem taxes which would have been produced by the millage rate upon which the tax is levied each year by the Taxing Authority on the assessed value of the taxable real property in the CRA as of January 1<sup>st</sup> of the base year<sup>11</sup>, exclusive of any amount from any debt service millage.

The Taxing Authorities which are obligated to remit tax increment<sup>12</sup> to the NPCCRA include the City of West Palm Beach and Palm Beach County.

TAX INCREMENT REVENUES					
		A	B	=A+B	
TAX ROLL YEAR	FISCAL YEAR	CITY OF WEST PALM BEACH	PALM BEACH COUNTY	TOTAL (ROUNDED)	% CHANGE OVER PRIOR YEAR
2022	2023	\$ 3,441,559	\$ 1,980,369	\$ 5,421,929	16.6%
2021	2022	2,956,933	1,693,182	4,650,115	5.8%
2020	2021	2,793,966	1,599,625	4,393,591	4.2%
2019	2020	2,681,373	1,535,360	4,216,733	6.7%
2018	2019	2,512,682	1,438,678	3,951,360	11.7%
2017	2018	2,250,207	1,288,324	3,538,532	9.6%
2016	2017	2,054,482	1,174,539	3,229,021	15.3%
2015	2016	1,782,533	1,018,710	2,801,243	12.5%
2014	2015	1,584,528	905,194	2,489,722	5.3%
2013	2014	1,503,051	860,500	2,363,551	1.6%

<sup>10</sup> Calculations referenced herein use the current fiscal year’s millage rate as established by the Taxing Authority.  
<sup>11</sup> The aggregate assessed valuation of taxable real property in the original NPCCRA as of January 1, 1994, used for determining the incremental assessed valuation in future years was \$77,201,813. The aggregate assessed valuation of taxable real property in the Expanded Area of the NPCCRA as of January 1, 2001 which is used for determining the incremental assessed valuation in future years totaled \$9,731,463. Such valuations are referred to as “Base Year” values and total \$86,933,276.  
<sup>12</sup> Table represents calculated tax increment revenues based on reported taxable values. Actual collections may vary.

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Financial Obligations

The following table provides a listing of the outstanding financial obligations of the NPCCRA.

FINANCIAL OBLIGATIONS			
	TERM	PRINCIPAL BALANCE AT SEPT. 30, 2022	ESTIMATED EXPENSE FY 2023
<b>BONDS, NOTES, AND CITY ADVANCES</b>			
TIR REFUNDING BONDS, SERIES 2015	2035	\$ 16,720,000	\$ 1,676,500
TOTAL		\$ 16,720,000	\$ 1,676,500

## Accomplishments and Project Status Updates

### North-End Vision Plan

The CRA continues to implement the North End Vision Plan that was adopted in 2014.

#### Issue

The CRA developed and adopted a master plan for the North End of West Palm Beach in 2014, which encompasses the Northwood/Pleasant City CRA, three mixed-use districts (Currie Park, Northwood Village, and the Broadway Corridor), the Pleasant City neighborhood, and the Industrial Park Target Area. In addition to the master plan, the CRA amended the Comprehensive Master Plan and zoning regulations for the three mixed-use districts based on the new vision plan. The CRA organized and conducted a 7-day design workshop within the community that engaged a great number of residents, business owners, and stakeholders within the North End. The goal of the design workshop was to create a vision and an implementation strategy for the redevelopment of the North End, which has faced years of stagnation due to economic downturns and shortfalls in the current zoning regulations.

#### Strategy

The Currie Park area is situated on the east side of the CRA along the Intracoastal Waterway. This area has the largest number of vacant properties within the North End and the greatest interest for redevelopment due to its location. The master plan for this area focused on creating a physical and visual connection to Currie Park and the waterway. This effort took a significant step forward with the recent adoption of the revised Currie Park Mixed Use District regulations.

The Northwood area is the North End’s entertainment district with an eclectic mix of restaurants, galleries, and shops. This area’s success is due to the rebranding and marketing strategies implemented by the CRA. The district, however, still has room for growth. The

## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

master plan proposes a transit-oriented district anchored on the west-end by a future passenger rail station along the FEC.

The Broadway Corridor is characterized today by crime and blight. The master plan recommended various development scenarios and specific streetscape improvements to the roadway to support the proposed development. The CRA believes that its greatest impact along the Broadway Corridor will be by facilitating development through Public Private Partnerships (P3s). To this end, the 2022 focus was on acquisitions of derelict properties along the north end of the strip which will be held for future negotiations and development of a mix of residential/affordable housing and commercial projects in the district.

The Pleasant City Neighborhood is the oldest African American neighborhood within the City. The master plan identified specific streetscape improvements, new greenways, and open spaces, as well as infill opportunities for single family.

The Industrial Park Target Area is made up of numerous entities providing industrial support in transportation, technology, and automotive repair; and is currently home to Brightline's West Palm maintenance hub. The CRA continues to explore avenues to enhance the area for its residents.

The CRA has adopted the Comprehensive Plan and zoning amendments for the Currie Mixed-Use District and the Northwood Mixed-Use District and is currently working on the text changes for the Northwood and Broadway Mixed-Use Districts Comprehensive Plan and zoning regulations based on the new vision plan and future roadway typical section.



### Affordable Housing (Pleasant City)

The CRA continues to prioritize home ownership within the Pleasant City Neighborhood. Previously, Habitat for Humanity received five (5) of the vacant lots and successfully finished construction. These homes are now occupied by single family homeowners. Five (5) additional lots were conveyed to Habitat for Humanity in March 2019, two of which have had their groundbreakings and began construction. The additional three (3) lots began construction in 2020, with coinciding groundbreaking ceremonies.

In August of 2020, the CRA conveyed a vacant lot located at 525 Lilac Court to NRH Homes for construction of a single-family home which will be sold to an affordable housing owner-occupied purchaser. In addition, NRH currently owns most properties surrounding 525 Lilac Court (509, 512, 515 and 519 Lilac Court).

## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

The compilation of these properties allowed NRH to construct a total of six new single-family homes in Pleasant City which were completed in 2021 and sold to buyers that best qualified for stable home ownership, providing a good homeownership mix in Pleasant City.



**515 Lilac Court (affordable housing)**

These properties assist the CRA in increasing home ownership within Pleasant City, with the 2020 Census reporting that 45.96% of the active residential units in the area are owner occupied.

Additionally, the CRA continues to focus on providing affordable rental options in the Pleasant City Neighborhood. During 2022, upgrades continued to the CRA-owned development at 608 and 610 23<sup>rd</sup> Street, with refurbished units made available to qualified lessors.

With the adoption of Resolution 306-22, approved by the City Commission in December 2022, developers can utilize the affordable housing incentive to increase the project height in exchange for an allotment of affordable/workforce housing units within the projects. In Northwood Village, the CRA is negotiating a TIF agreement with Affiliated Development for an affordable housing allotment in their development located on Spruce Avenue between 24<sup>th</sup> and 25<sup>th</sup> street (The Spruce) which, if approved, will provide 80 workforce housing units in exchange for TIF incentives over a specified number of years.

The CRA also intends to extend these affordable and workforce housing opportunities within the Broadway mixed-use district. To this end, the CRA, purchased land at 5800 Broadway, and entered into a contract to purchase parcels located at 5811 Broadway, 5817 Broadway and 607 57<sup>th</sup> Street in 2022. These properties will be used to begin the redevelopment of the northern gateway to the City.



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Currie Park

In 2020, the CRA retained Chen Moore and Associates to complete a Master Plan and design for Currie Park. The CRA is funding the park design, while park improvements will be funded by a 2020 Parks Bond. Currently, the City has budgeted \$8 million for initial improvements to the park. The CRA was instrumental in the application process that resulted in the City being awarded an additional \$16.7 million dollars towards infrastructure construction to build resilient seawalls, improve storm water quality, and develop living shorelines, pedestrian hardscaping, and native landscaping, through the FDEO Rebuild Florida General Infrastructure Program.

The final master plan was approved by the CRA Board in June of 2022. The design team focused on creating a space to become a vibrant urban park preserving and enhancing the experience along the water's edge. They studied the evolution of the Lake Worth Lagoon from freshwater lake to its current state as an urban estuary. They studied the park's relationship to the City and its surrounding neighborhood and focused on strengthening neighborhood connections, enhancing living ecological systems for a resilient future, and creating spaces for public activities. The site components include a public arts plaza, tidal amphitheater, boundless playground, multi-use events lawn, fitness areas, trails, plazas, native gardens, piers, boat ramp, sports courts, and maintains the MLK memorial. The Construction Manager at Risk RFQ is scheduled to be released in 2023, with park construction commencing in late 2023.



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Anchor Site Development (The District at Northwood)

The CRA issued an Invitation to Negotiate (ITN #16-17-500) for the purchase or lease and development of CRA-owned properties prominently located in the Northwood Village area of the City commonly referred to as the “Anchor Site”, now The District at Northwood. The parcels were assembled for the purpose of selecting a Developer to design and construct a mixed-use development of significant impact and prominence. The development will be a catalyst for additional development and will provide a central location for pedestrian activity and create a “Village Square”.

In September 2020, the CRA Board approved a development agreement with Immocorp Capital for construction of a mixed-use development that will include over 300 apartments, retail, office space and public parking on the Anchor Site. The concept plan was approved by the CRA Board in April 2020. The developer’s final site plan was approved by the Planning Board in November 2022 and the developer is currently working on obtaining building permits. Construction of the Anchor Site is anticipated to begin early in 2023.



The District at Northwood (view from Broadway)

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Enhancing the Physical Environment

### *Broadway*

The City received a grant in 2016 from the Florida State Legislature for \$450,000 to fund the design of a lane-elimination project along Broadway Avenue from 25<sup>th</sup> Street to 42<sup>nd</sup> Street. The CRA has been working towards a lane elimination proposal since 2014. The lane elimination application was withdrawn due to concerns from FDOT. Instead, a typical road section was submitted. The redesign of the roadway will encourage redevelopment and economic development through improved walkability for pedestrians and roadway safety. This initiative will empower neighborhoods and improve quality of life. The City continues to work with the Florida Department of Transportation on this initiative.

### *Blum Park Visioning*

In early 2021, the CRA, City of West Palm Beach Housing and Community Development and Parks and Recreation Departments along with the West Palm Beach Housing Authority are working to create a visioning plan that explored the redevelopment opportunity for the parcel of land between 23<sup>rd</sup> and 22<sup>nd</sup> Street, west of Spruce Avenue, within the Pleasant City Neighborhood. It is Important that the integration of Blum Park be considered, and efforts made to preserve and enhance it as a vibrant community asset.

Potential use ideas for this site, in addition to the park, include a multi-family residential building, integrated parking structure, and first floor retail. The goal of this project is to activate the site and create stronger connections between revitalization efforts that have previously occurred on Northwood Road, potential future redevelopment projects along Broadway, and the Pleasant City neighborhood. Public outreach began in 2021 and resulted in a conceptual rendering.

As a result of these efforts, the CRA and the City are now working with the West Palm Beach Housing Authority to assess the possibility of conveying the existing owned parcels on this block to the West Palm Beach Housing Authority to release an RFP through the Housing Authority's procurement process for development of the land.

The conveyance and RFP would set strict terms for affordable housing, to replace and add to the existing units. Along with other necessary terms to meet the goals set by the CRA, City and the West Palm Beach Housing Authority.

## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

### *Clean and Safe Program (Northwood Village)*

In early 2020, the City released an RFP for city-wide security services that will include the CRA districts in order to provide seamless security services city-wide. Professional Security Consultant's was selected as the most qualified firm and the CRA entered into a contract with them to provide unarmed roving security guard services for Northwood Village. This Innovative Community Policing Program in Northwood Village is a tool the CRA uses to help deter criminal activity. Outfitted with only mobile phones, two-way radios and bright yellow shirts, these Security Ambassadors provide roving unarmed security guard services 24 hours a day, 7 days a week, and function as the CRA's eyes and ears on the street. In cooperation with local law enforcement, the Security Ambassadors provide a reliable source for reporting accidents, illegal dumping, suspicious activities, and assistance with the needs of merchants, visitors, and residents.



In addition to the Security Ambassadors, the CRA has two dedicated vendors in the Northwood Village and Broadway Corridor for garbage collection and landscape maintenance. Together, these contractors assist in keeping the area clean and safe.

### **Enhancing the Business Environment**

The CRA is focused on ensuring that the Northwood/Pleasant City area is economically vibrant by capitalizing on its resources and assets, enhancing its amenities, and strengthening the business environment. One way the CRA strengthens the business environment is through the retention/attraction of businesses through its business development grant programs which include funding for leasehold improvements, façade enhancement, and business assistance. While the CRA approved roughly \$150,000 for incentives in the Northwood/Pleasant City CRA district in FY 2022, the number of incentive applications and grand-openings the CRA assisted was minimal and included one façade grant and three grand-openings.

### *520 Northwood Road*

In May of 2000, the City of West Palm Beach conveyed 520 Northwood Road to the United States Postal Service (USPS) to facilitate expansion of their operations. In 2012, when the expansion never began and the property remained vacant and in poor condition, the CRA worked to get the property back. In May 2018, the property was officially conveyed back to the CRA via a corrective special warranty deed.

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

In January 2020, the CRA Board approved awarding Skunkworts LLC the property at 520 Northwood Road and a purchase and sale agreement was finalized in 2021. Demolition permits were issued, and demolition commenced in Spring 2022. Due to changes in design concept, construction has been delayed, but is anticipated to proceed in Fall 2023.

### *Banker/Broker Event*

The CRA hosted an informational reception for real estate professionals and property developers to update this niche group on the investment and development opportunities along the Broadway Corridor. The event included a tour of the corridor from Northwood Road in the south to 59<sup>th</sup> Street in the north and highlighted the CRA’s short and long-term goals for the district.



### *Marketing*

Traditional marketing activities and events continue to focus on generating foot traffic and consistent activation for our local businesses.

### *Depop Up Market*

The Depop Up Market is filled with collectibles, clothing, records, intriguing treasures, and knick-knacks. Taking place on the 2nd Saturday of each month at Harold's Coffee Lounge.



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA



### *Art, Dine & Design*

Art, Dine & Design is representative of the current merchandise mix found in Northwood Village. The monthly event features local musicians, live art, vendors, and a variety of promotions from the local businesses.

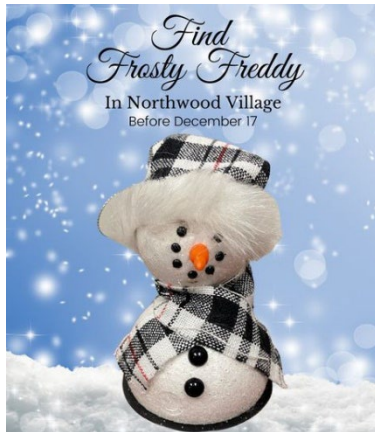
The event draws hundreds of people to Northwood Village and encourages guests to shop and dine along Northwood Road, 24<sup>th</sup> and 25<sup>th</sup> Streets.



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## ***Creatives Pop-Up Market***

Creatives Pop-Up Market is a collective of creatives who come together for one night a month at Harold's Coffee Lounge to present their creations to the community of Northwood Village. You can find Art, Photography, Jewelry, and Couture, and many other unique treasures you simply can't find anywhere else...and best of all, you are supporting local creators.



## ***Find Frosty Freddy***

Get to searching! Frosty Freddy is loose in Northwood Village and every time you spot him and share your photos with us, you can be entered to win a special holiday prize pack.

## Social Media Analytics

During FY 2022, the CRA continued leveraging marketing and social media to strengthen the brand identity and image for the Northwood Area. The Northwood Village Facebook page has over 40,000 engaged users and continues to see an increase over all engagement metrics.



## PERFORMANCE DATA

### Performance Data

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The following section provides performance data in accordance with F.S. §163.371 as of September 30, 2022 (most recent data available).

- F.S. §163.371

Performance data is provided for both the City Center and Northwood/Pleasant City Redevelopment Plans including:

- Total number of activities started and completed and the estimated cost for each activity;
- Total expenditures from the Redevelopment Agency Trust Funds;
- Original assessed real property values within each CRA District as of the day the CRA was created (base year);
- Total assessed real property values of property within the boundaries of the CRA as of January 1 of the reporting year;
- Total amount expended for affordable housing for low-income and middle-income residents; and
- A summary indicating Redevelopment Plan achievements. Within the framework of this data, the redevelopment activities are categorized by achievement. These achievement categories align with the CRA's Financing and Implementation plans discussed earlier in this report.



# PERFORMANCE DATA

## City Center District

### West Palm Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID 1159

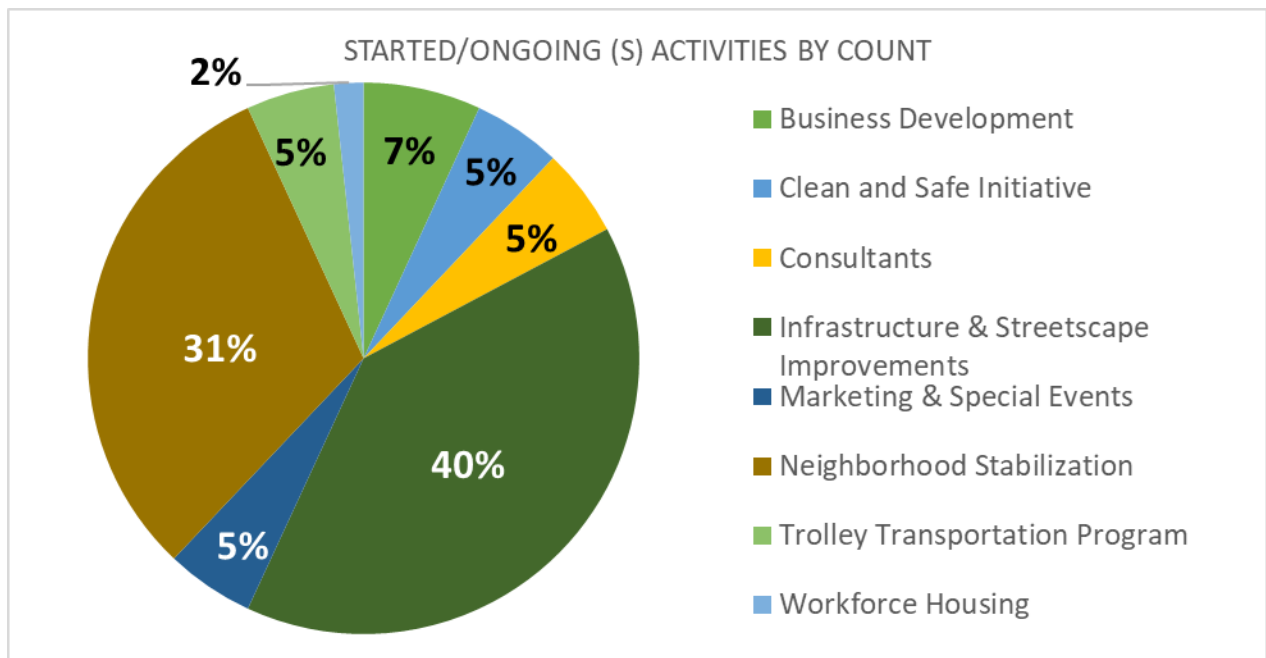
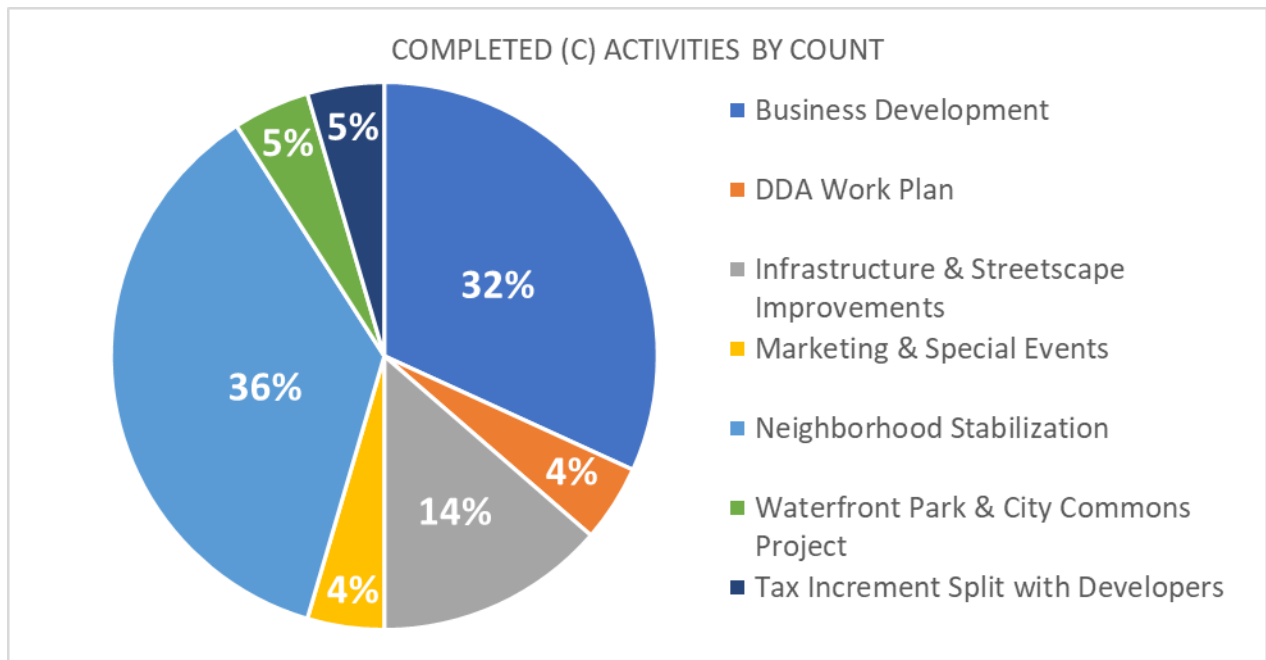
Registered Agent	Mr. Christopher Roog
Mailing Address	401 Clematis Street West Palm Beach, FL 33401
Office Address	401 Clematis St, West Palm Beach, FL 33401
Telephone	(561) 822-1416
Email	<a href="mailto:Croog@wpb.org">Croog@wpb.org</a>
Website	wpb.org/cra
County(ies)	Palm Beach
Local Governing Authority	City of West Palm Beach
Date Created / Established	Monday, September 10, 1984
Creation Documents	City Resolutions 97-84 and 1907-85
Board Selection	Identical to Local Governing Authority
Authority to Issue Bonds	Yes
Revenue	Tax Increment Financing
Most Recent Update	Friday, December 9, 2022

Total number of Activities started and/or ongoing	58
Total number of Activities completed	22
Current Year Taxable Value in CRA	\$ 4,128,770,051
Actual expended increment revenue	\$ 41,639,759
Base Year Taxable Value in CRA	\$ 251,511,950
Current Year Tax Increment Value	\$ 3,877,258,101
Total amount expended for low and middle income affordable housing	\$ -

The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

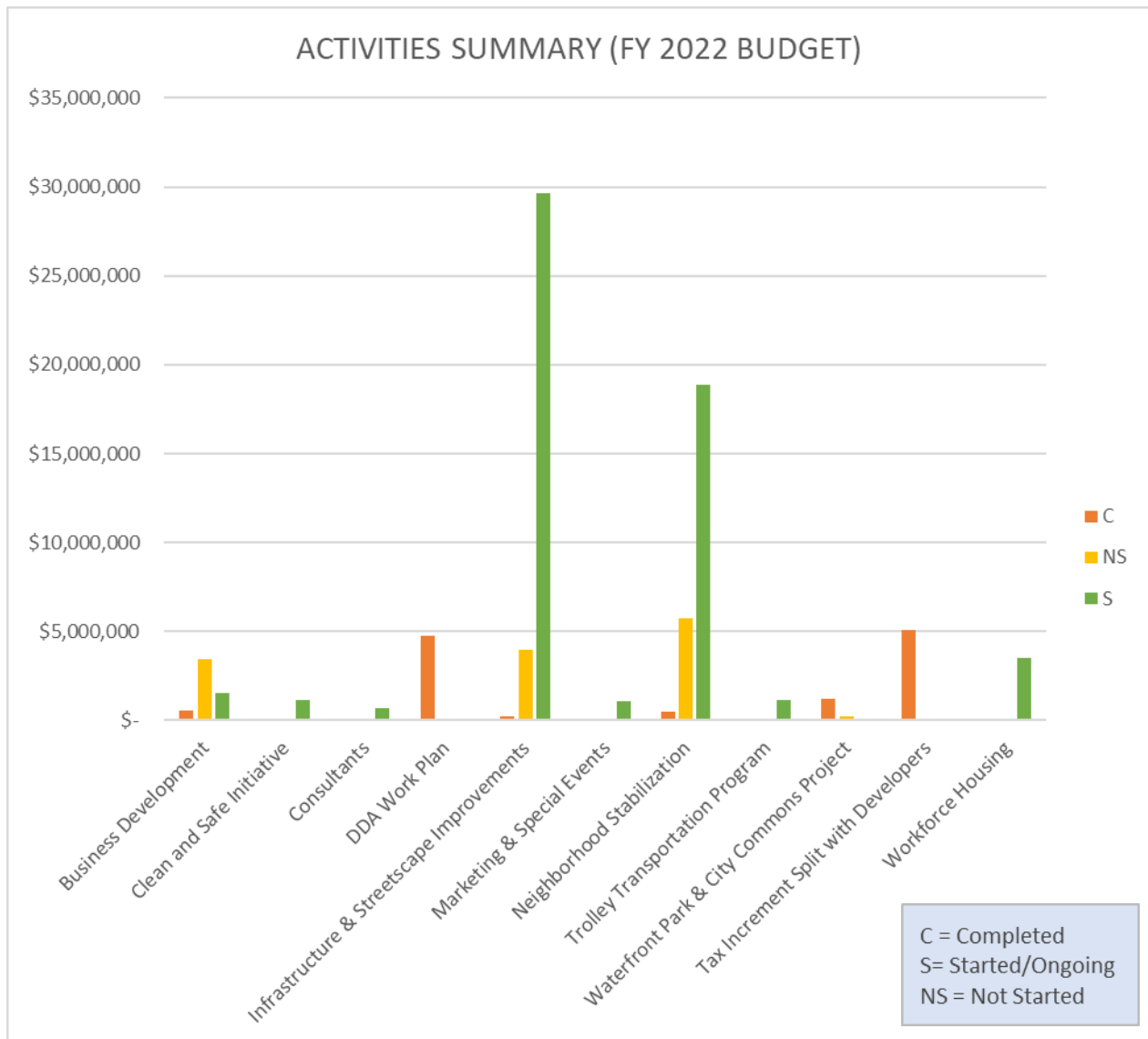
ACHIEVEMENT	CRA PLAN SECTION
Marketing & Special Events	II-B(1,2,5,17,23,30)
Business Development	II-B(1,2,5,15,22,23,24,31)
Clean and Safe Initiative	II-B(1,2,23)
Neighborhood Stabilization	II-B(1,2,5,11,15,21,22,23,24,26)
Trolley Transportation Program	II-B(1,2,7,8,23)
Waterfront Park & City Commons Project	II-B(1,2,5,6,14,17,23)
Infrastructure & Streetscape Improvements	II-B(1,2,6,7,8,10,17,18,23,28)
DDA Work Plan	II-B(1,2,23)
Tax Increment Split with Developers	II-B(1,2,21,23,31)
Housing 1 - Low to Moderate	II-B(1,2,4,22,23,24)
Consultants	II-B(1,2,7,8,17,18,22,23)

# PERFORMANCE DATA



\* Above data includes activities from both the Redevelopment Trust Fund and the Capital Bond Fund.

# PERFORMANCE DATA



\* Above data includes activities from both the Redevelopment Trust Fund and the Capital Bond Fund.

# PERFORMANCE DATA

## Northwood/Pleasant City District

### West Palm Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID

1159
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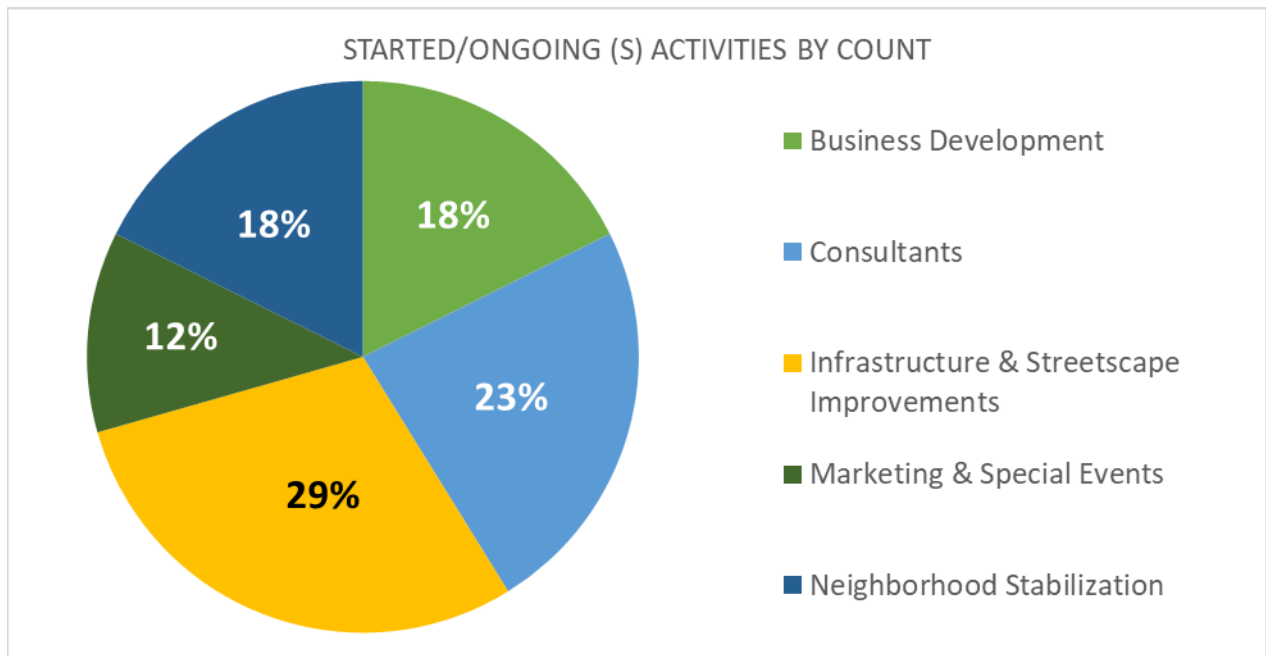
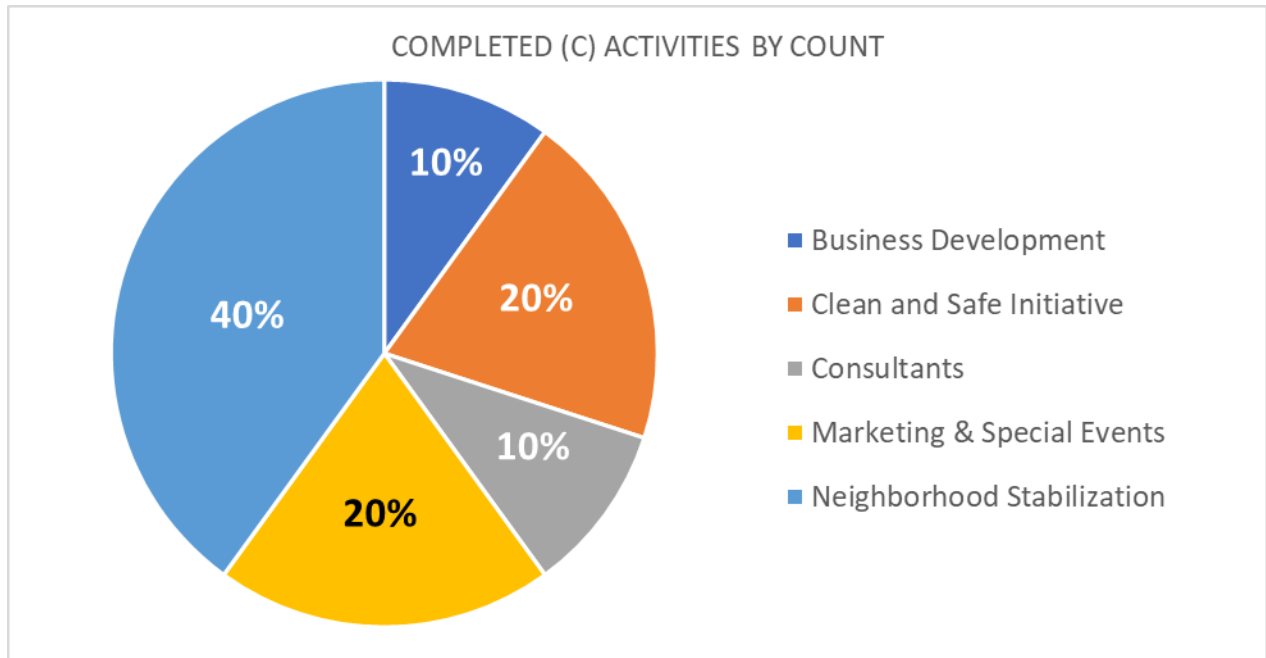
Registered Agent	Mr. Christopher Roog
Mailing Address	P. O. Box 3366 West Palm Beach, FL 33401
Office Address	401 Clematis St, West Palm Beach, FL 33401
Telephone	(561) 822-1416
Email	<a href="mailto:Croog@wpb.org">Croog@wpb.org</a>
Website	wpb.org/cra
County(ies)	Palm Beach
Local Governing Authority	City of West Palm Beach
Date Created / Established	Monday, September 10, 1984
Creation Documents	City Resolutions 97-84 and 1907-85
Board Selection	Identical to Local Governing Authority
Authority to Issue Bonds	Yes
Revenue	Tax Increment Financing
Most Recent Update	Friday, December 9, 2022

Total number of Activities started and/or ongoing	17
Total number of Activities completed	10
Current Year Taxable Value in CRA	\$ 528,913,881
Actual expended increment revenue	\$ 4,913,577
Base Year Taxable Value in CRA	\$ 86,933,276
Current Year Tax Increment Value	\$ 441,980,605
Total amount expended for low and middle income affordable housing	\$ -

The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

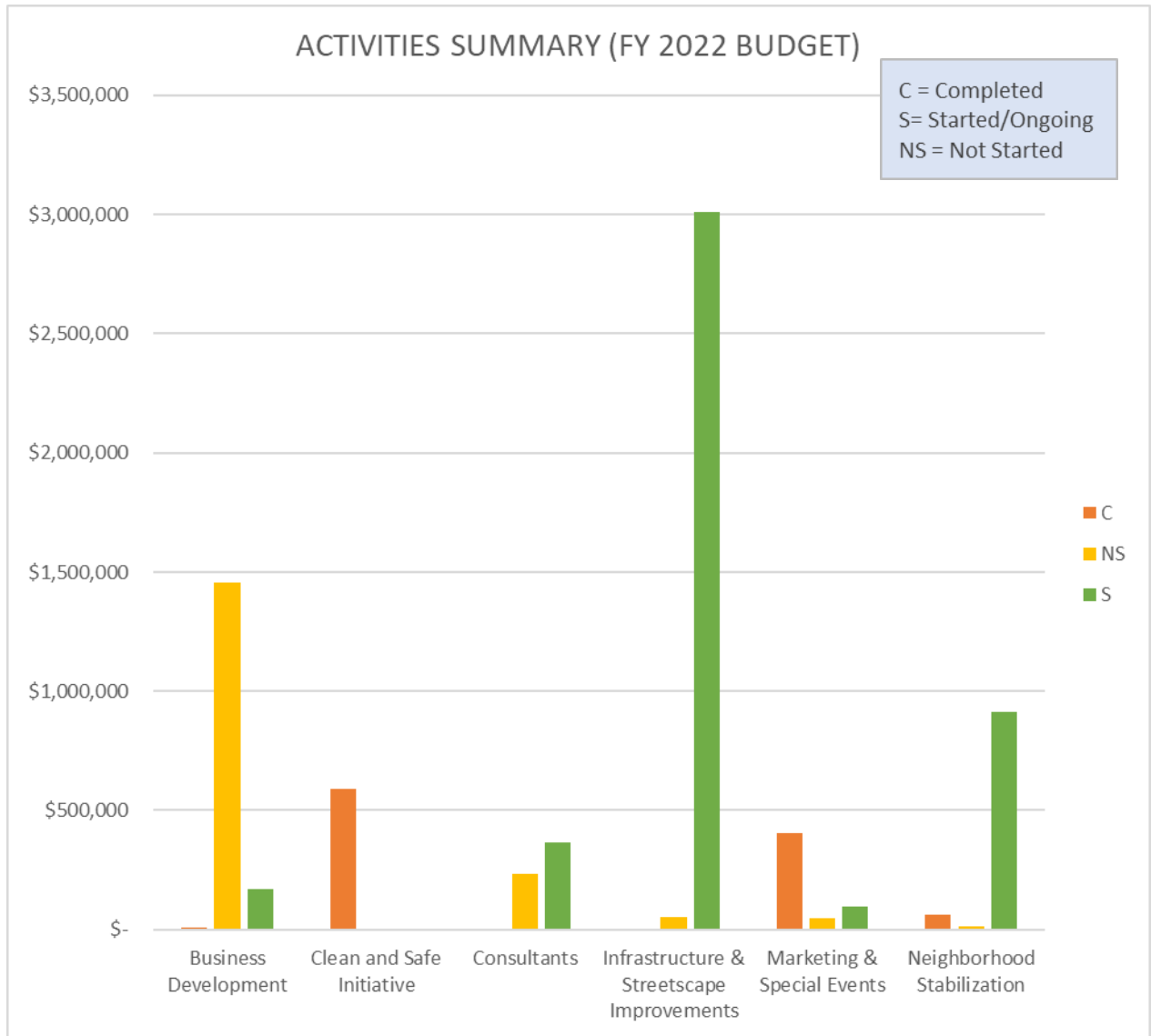
ACHIEVEMENT	CRA PLAN SECTION
Marketing & Special Events	E2, E3, E9, E10, E12, E13, E17
Business Development	E1- E7, E8, E11- E13, E15- E19
Clean and Safe Initiative	E9
Neighborhood Stabilization	E1, E2, E8, E10, E12, E13, E15, E17
Infrastructure & Streetscape Improvements	E1, E6, E11, E12, E15, E17
Consultants	E5, E10, E17

## PERFORMANCE DATA



\* Above data includes activities from both the Redevelopment Trust Fund and the Capital Bond Fund.

# PERFORMANCE DATA



\* Above data includes activities from both the Redevelopment Trust Fund and the Capital Bond Fund.

# FINANCIAL STATEMENTS

## Financial Statements

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The CRA Annual Report for the fiscal year ending September 30, 2022, has been prepared in accordance with F.S. §163.371 and 163.387(8).

- F.S. §163.371

This Annual Report has been prepared in accordance with F.S. §163.371 including a financial statement setting forth its income/expenses.

- F.S. §163.387(8)

The Financial Statements included herein are sourced from the Annual Comprehensive Financial Report (“Financial Report”) for the fiscal year ending September 30, 2022. The Financial Report is currently under its annual independent audit review and will be issued within State mandated timelines. Once issued, copies can be obtained electronically from the website:

<https://www.wpb.org/government/community-redevelopment-agency/reports-and-plans>

# FINANCIAL STATEMENTS

**WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY**  
**REDEVELOPMENT TRUST FUNDS**  
**BALANCE SHEET**  
**SEPTEMBER 30, 2022**  
**UNAUDITED**

	<b>City Center CRA Fund</b>	<b>Northwood/ Pleasant City CRA Fund</b>
<b>ASSETS</b>		
Cash and cash equivalents	\$ 12,906,828	\$ 2,484,555
Investments	16,992,776	3,271,096
Receivables (net):		
Accounts	78,578	6,600
Interest	66,764	12,895
Prepaid items	6,269	-
Lease receivable	744,984	-
Total assets	<u>\$ 30,796,199</u>	<u>\$ 5,775,146</u>
<b>LIABILITIES</b>		
Accounts payable and accrued liabilities	\$ 1,153,250	\$ 954,493
Deposits payable	447,137	28,400
Due to other governments	21,880	-
Total liabilities	<u>1,622,267</u>	<u>982,893</u>
<b>DEFERRED INFLOWS OF RESOURCES</b>		
Deferred inflows related to unavailable revenue	72,288	3,413
Deferred inflows related to leases	730,118	-
Total deferred inflows of resources	<u>802,406</u>	<u>3,413</u>
<b>FUND BALANCES</b>		
Non-spendable	6,269	-
Restricted	28,365,257	4,788,840
Total fund balances	<u>28,371,526</u>	<u>4,788,840</u>
Total liabilities, deferred inflows of resources and fund balances	<u>\$ 30,796,199</u>	<u>\$ 5,775,146</u>



# FINANCIAL STATEMENTS

**WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY**  
**REDEVELOPMENT TRUST FUNDS**  
**STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES**  
**FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2022**  
**UNAUDITED**

	<b>City Center CRA Fund</b>	<b>Northwood/ Pleasant City CRA Fund</b>
<b>REVENUES</b>		
Taxes	\$ 25,671,413	\$ 3,003,043
Intergovernmental	16,657,904	1,693,182
Charges for services	1,252,992	23,694
Rents and royalties	268,305	-
Investment income (loss)	(651,663)	(125,625)
Miscellaneous	15,020	-
Total revenues	<u>43,213,971</u>	<u>4,594,294</u>
<b>EXPENDITURES</b>		
Current:		
Economic environment	21,248,168	1,836,850
Capital outlay	8,720,489	1,425,286
Debt service:		
Principal	2,860,000	1,005,000
Interest and fiscal charges	1,493,602	646,441
Total expenditures	<u>34,322,259</u>	<u>4,913,577</u>
Excess (deficiency) of revenues over (under) expenditures	<u>8,891,712</u>	<u>(319,283)</u>
<b>OTHER FINANCING SOURCES (USES)</b>		
Transfers out	(7,317,500)	-
Total other financing sources (uses)	<u>(7,317,500)</u>	<u>-</u>
Net change in fund balances	1,574,212	(319,283)
Fund balances—beginning	<u>26,797,314</u>	<u>5,108,123</u>
Fund balances—ending	<u>\$ 28,371,526</u>	<u>\$ 4,788,840</u>



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[DowntownWPB.com](http://DowntownWPB.com)