



HOMESTEAD
COMMUNITY REDEVELOPMENT
AGENCY

CITY OF HOMESTEAD

Community Redevelopment Agency



REDEVELOPMENT PLAN GOALS, OBJECTIVES & INITIATIVES



Fiscal Year 2023 / 2024

Introduction



REDEVELOPMENT PLAN

The 2020 amendment to the Homestead CRA Plan defines fourteen (14) Redevelopment Goals within five (5) Focus Areas. Each goal may be achieved through implementation of a series of Redevelopment Initiatives, as identified in the following sections.

Focus Areas

ECONOMIC DEVELOPMENT

Aimed at actions that positively influence the five key drivers of economic development - land, labor, markets, capital, and regulation.

PUBLIC IMPROVEMENTS / INFRASTRUCTURE

Investment in public improvements and infrastructure benefits existing residents and businesses while laying the foundation of additional private investment.

HOUSING / RESIDENTIAL DEVELOPMENT

Expanding availability of quality housing stock is a necessity for continued reinvestment, including a variation of attainability from affordable to market rate.

TRANSPORTATION, TRANSIT & PARKING

Improving walkability throughout downtown, leveraging County investment in the BRT, and improving safe and comfortable access to parking support visitor attraction.

REDEVELOPMENT SUPPORT

Facilitates the initiatives identified within the Plan by providing staff, the tools and regulatory framework for implementation.

FY2023-2024 Performance Metrics



PLAN IMPLEMENTATION

In accordance with Florida Statute, all special districts, including CRA's are required to post goals, objectives and performance publicly. The following section profiles key performance or implementation of the redevelopment plan for the fiscal year referenced above.

Project	Category	Goal / Initiative	Status
Triangle Property Acquisition	Redevelopment Support	#13.b	Complete
Triangle Property Demolition	Redevelopment Support	#13.b	Complete
Triangle Property RFP & Developer Selection	Housing & Residential Development	#8.a	Underway
Commercial Enhancement Chefs on the Run	Economic Development	#1.b	Complete
Commercial Enhancement WhyReboot	Economic Development	#1.b	Complete
Business Expansion Cozy Green Restaurant	Economic Development	#1.c	Complete
Business Expansion Sak Pase Restaurant	Economic Development	#1.c	Underway
SW 4th Street Beautification	Public Improvements and Infrastructure	#6.a	Complete
Deployment of Public Wi-Fi in Parks	Public Improvements and Infrastructure	#6.b	Complete
Downtown Krome Business Signage	Public Improvements and Infrastructure	#6.c	Complete
Rock the Block Beautification Initiative	Public Improvements and Infrastructure	#7.a	Complete

Performance Metrics Cont'd

Project	Category	Goal / Initiative	Status
Community Policing / Code Enforcement	Public Improvements and Infrastructure	#7.c	Ongoing
Residential Rehabilitation Ms. Brown	Housing and Residential Development	#9.b	Complete
Residential Rehabilitation Ms. Mills	Housing and Residential Development	#9.b	Complete
Residential Rehabilitation Mr. Robinson	Housing and Residential Development	#9.b	Complete
Pathways to Homeownership	Housing and Residential Development	#9.c	Ongoing
Down-payment Assistance	Housing and Residential Development	#9.d	Ongoing
RFP for a Transit Oriented Development	Transportation and Transit Parking	#10.b	Completed
Parking Lot Design and Development	Transportation and Transit Parking	#11.a	Underway
Acquisition of 419 SW 2 Avenue	Redevelopment Support	#13.b	Complete
Roof Replacement at Krome Market Place	Redevelopment Support	#14a	Complete
Demolition of 419 SW 2 Avenue	Redevelopment Support	#14.c	Complete



Cozy Green Ribbon Cutting



Triangle Property Redevelopment

GOAL AREA

ECONOMIC DEVELOPMENT

GOAL #1: CREATE A THRIVING DOWNTOWN

Objective: Create a thriving Downtown Homestead District through public private partnerships to encourage a quality retail, restaurant, cultural, and business environment serving Homestead residents and visitors.

INITIATIVES

- 1a. Public / Private Partnership Development
- 1b. Commercial Rehabilitation and Beautification Grants
- 1c. Merchant Assistance Program
- 1d. Commercial Quality of Life
- 1e. Other Downtown Initiatives

GOAL #2: CREATE VIABLE COMMERCIAL CORRIDORS

Objective: Create viable Commercial Corridors within the Homestead CRA by encouraging and facilitating sound real estate acquisition, assemblage, development, job creation, and public or private partnerships.

INITIATIVES

- 2a. Real Estate Acquisition and Assemblage
- 2b. Corridor Access and Aesthetics
- 2c. Other Commercial Initiatives

GOAL #3: TARGETED USES AND INDUSTRIES

Objective: Work with the City of Homestead to

support and recruit “target” commercial, cultural, and light industrial uses/industries within the CRA.

INITIATIVES

- 3a. Target Uses / Industrial Initiatives
- 3b. Capitalize on Existing Assets in and Near the CRA
- 3c. Capitalize on Market Conditions
- 3d. Tenant Improvements Program

GOAL #4: INCORPORATING THE CULTURAL ARTS

Objective: Incorporate the Cultural Arts as a critical component of Economic Development.

INITIATIVES

- 4a. Expansion of Arts

GOAL #5: REPOSITION THE HOMESTEAD MARKET

Objective: Reposition the Homestead market through branding & marketing initiatives to attract new targeted uses/industries, retain existing businesses, and improve the quality of life within the Homestead CRA.

INITIATIVES

- 5a. Business Recruitment
- 5b. Business Retention and Quality of Life
- 5c. Other Marketing and Branding Initiatives

GOAL AREA

PUBLIC IMPROVEMENTS & INFRASTRUCTURE

GOAL #6: INVEST IN PUBLIC IMPROVEMENTS AND QUALITY OF LIFE

Objective: Coordinate CRA, City, County, State, and Federally funded public improvements within City of Homestead commercial areas.

INITIATIVES

- 6a. Streetscape Projects
- 6b. Open Space / Community Enhancements
- 6c. Wayfinding and Gateway Signage
- 6d. Other Public Improvement Initiatives - Commercial Areas

GOAL #7: NEIGHBORHOOD IMPROVEMENT PROGRAMS

Objective: Support neighborhood improvement initiatives to reduce slum and blight conditions in residential neighborhoods.

INITIATIVES

- 7a. Sidewalk and Swale Improvements
- 7b. Storm Hardening
- 7c. Community Police / Code Enforcement
- 7d. Crime Prevention through Environmental Design (CPTED)
- 7e. Other Public Improvement Initiatives - Neighborhoods

GOAL AREA

HOUSING & RESIDENTIAL DEVELOPMENT

GOAL #8: CREATE A “HEALTHY MIX” OF HOUSING

Objective: Work with the private sector to create a “Healthy Mix” of Mixed-Use, Affordable, Workforce, Market Rate, Luxury, and Mixed-Income Housing.

INITIATIVES

- 8a. Private Sector Initiatives
- 8b. Other Private Sector Housing Initiatives

GOAL #9: ENCOURAGE MIXED-USE / AFFORDABLE / WORKFORCE HOUSING

Objective: Work with the City of Homestead to encourage development and renovation of Mixed-Use, Affordable, Workforce, and Mixed-Income Housing

INITIATIVES

- 9a. Public Senior Initiatives
- 9b. Home Rehabilitation Program
- 9c. Homebuyer Counseling
- 9d. Homebuyer Subsidies
- 9e. Other Public Sector Housing Initiatives

GOAL AREA

TRANSPORTATION, TRANSIT & PARKING

GOAL #10: ENCOURAGE “SAFE AND CONVENIENT” TRANSPORTATION AND TRANSIT

Objective: Encourage safe, convenient, efficient, and effective motorized and alternative-mode transportation and transit systems within the City of Homestead.

INITIATIVES

- 10a. Bicycle-Friendly Initiatives
- 10b. Transit Oriented Development (OTD)
- 10c. Other Transportation and Transit Initiatives

GOAL #11: CREATE “EFFICIENT AND ATTRACTIVE” PUBLIC PARKING

Objective: Create efficient and attractive parking to support retail, restaurant, cultural, office and industrial facilities within the redevelopment area.

INITIATIVES

- 11a. Public Parking Development
- 11b. Shared Parking Strategies
- 11c. Other Parking Initiatives

GOAL AREA

REDEVELOPMENT SUPPORT

GOAL #12: SUPPORT REDEVELOPMENT-FRIENDLY LAND DEVELOPMENT REGULATIONS (LDR'S)

Objective: Encourage and support land uses, zoning, and building codes that encourage future redevelopment, such as:

- Mixed Use Land Use
- Transit Oriented Land Use and Zoning
- Variances and bonuses in exchange for public benefits
- Streamlined building codes and other regulations

GOAL #13: BORROWING, LAND ACQUISITIONS AND, DISPOSITION

Objective: Use powers of borrowing, land acquisition & disposition to further Homestead CRA Redevelopment Goals & Initiatives.

INITIATIVES

13a. Borrowing / Bonding

13b. Land Acquisition / Disposition Strategies

GOAL #14: PROVIDE ECONOMIC INCENTIVES

Objective: Provide economic incentives and other support to projects that further Homestead CRA Redevelopment Goals & Initiatives.

INITIATIVES

14a. Infrastructure Improvements

14b. Direct Participation Incentives

14c. Redevelopment Initiatives

14d. Revitalization Preservation



HOMESTEAD

COMMUNITY REDEVELOPMENT
AGENCY

REDEVELOPMENT PLAN GOALS, OBJECTIVES & INITIATIVES

