



CITY OF HOMESTEAD

# Community Redevelopment Agency



## REDEVELOPMENT PLAN GOALS, OBJECTIVES & INITIATIVES



Fiscal Year 2024 / 2025

# Introduction

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## 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

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### ECONOMIC DEVELOPMENT

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

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### PUBLIC IMPROVEMENTS / INFRASTRUCTURE

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

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### 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.

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### TRANSPORTATION, TRANSIT & PARKING

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

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### REDEVELOPMENT SUPPORT

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

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# FY2024-2025 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   |
|------------------------------------------------|-------------------------------------------|-------------------|----------|
| Commercial Enhancement<br>Harmonic Development | Economic Development                      | #1.b              | Underway |
| Downtown Enhanced<br>Maintenance Program       | Public Improvements<br>and Infrastructure | #7.a              | Complete |
| Community Policing / Code<br>Enforcement       | Public Improvements<br>and Infrastructure | #7.c              | Ongoing  |
| Residential Rehabilitation<br>Mrs. Bateman     | Housing and Residential<br>Development    | #9.b              | Complete |
| Residential Rehabilitation<br>Ms. Cabrera      | Housing and Residential<br>Development    | #9.b              | Complete |
| Krome Marketplace Parking                      | Transportation and<br>Transit Parking     | #11.a             | Underway |
| Undergrounding Utilities                       | Public Improvements<br>and Infrastructure | #6.a              | Complete |
| Downtown Streetscape<br>Funding Allocation     | Public Improvements<br>and Infrastructure | #7.a              | Complete |
| Gateway Landscape<br>Master Plan               | Public Improvements<br>and Infrastructure | #7.a              | Underway |
| Krome Market Place<br>Architectural Assessment | Economic Development                      | #1.a              | Complete |
| Historic Downtown Social<br>Media Rebranding   | Economic Development                      | #5.c              | Underway |
| Coffee with the CRA<br>Monthly Meetings        | Economic Development                      | #1e               | Ongoing  |
| Pathways to Homeownership                      | Housing and Residential<br>Development    | #9.c              | Complete |

# Performance Metrics Cont'd

| Project                                                             | Category                            | Goal / Initiative | Status   |
|---------------------------------------------------------------------|-------------------------------------|-------------------|----------|
| Developer and Investor Outreach                                     | Economic Development                | #5.a              | Ongoing  |
| Site Redevelopment Opportunities Package Development & Distribution | Economic Development                | #5.a              | Ongoing  |
| Demolition of 37 W Mowry Drive                                      | Redevelopment Support               | #14.c             | Complete |
| Finalizing Triangle Development Agreement                           | Housing and Residential Development | #8.a              | Underway |
| Shotgun Property RFP Solicitation                                   | Housing and Residential Development | #8.a              | Complete |
| Shotgun Property RFP Evaluation                                     | Housing and Residential Development | #8.a              | Complete |
| Commercial Land Acquisition                                         | Economic Development                | #2.a              | Underway |



## 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

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# 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

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# 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

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# 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



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AGENCY

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