

LAUDERHILL ARTS & ENTERTAINMENT DISTRICT

Presented by Lauderdale CRA and Economic Development Division





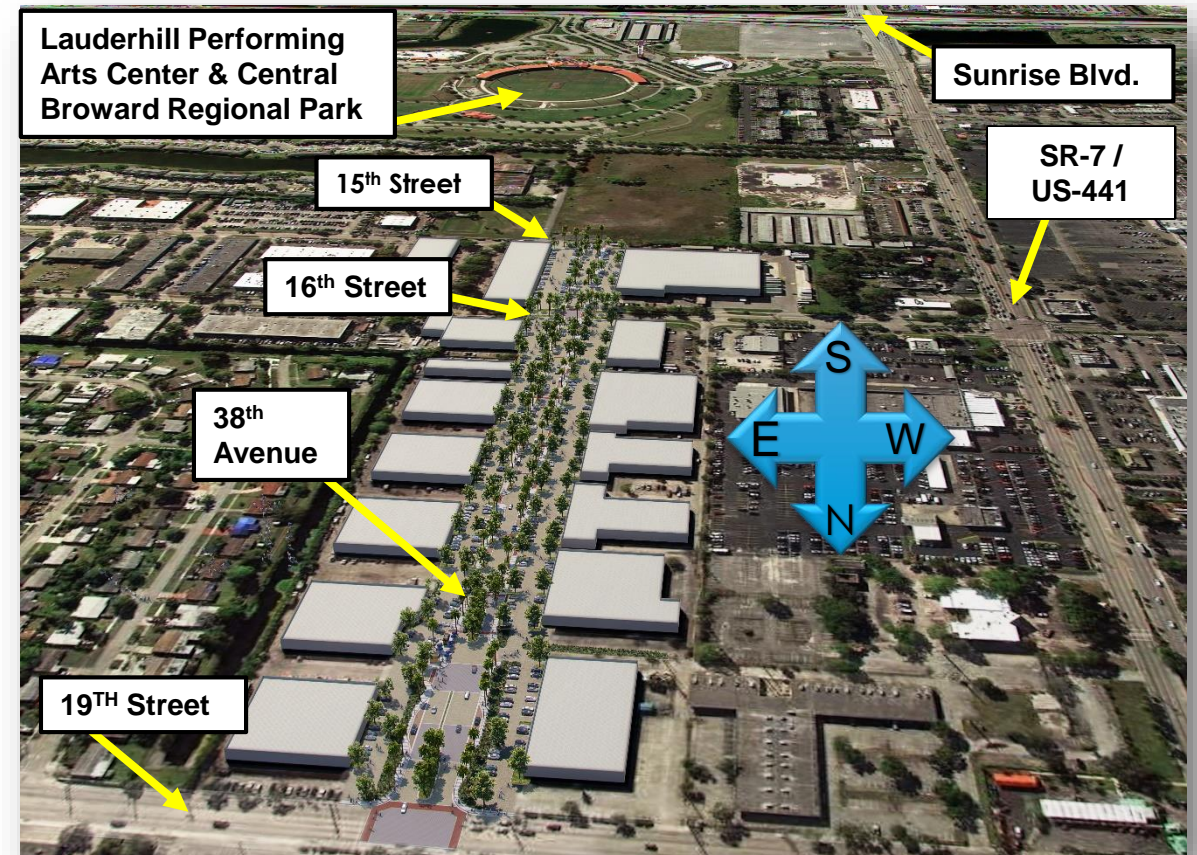
WHAT IS AN ARTS & ENTERTAINMENT DISTRICT?

The Arts and Entertainment District **is a defined area**, within which, commercial property owners have elected to join together to improve the surrounding areas of their property.

WHERE?

LOCATION

- 38th Avenue is located parallel to SR-7 (US-441), between NW 19th and 16th Street.
- Near Lauderhill Performing Arts Center & Central Broward Regional Park



WHAT'S COMING?

Over \$4 million-worth of investment for infrastructure improvements to the City's 38th Avenue Arts District. Business Attraction Plan:

- Dine-in Restaurants
- Fashion Boutiques & Retail
- Breweries, Distilleries
- Comedy Clubs, Lounges, & Karaoke Bars
- Cigar Bars, Paint & Sip
- Pop-up Shops & Businesses
- Enhanced streetscape dedicated to walkability



VIEWS OF WHAT'S COMING TO 38TH AVE.





LAUDERHILL ARTS & ENTERTAINMENT DISTRICT GOVERNING BOARD

The Lauderhill Arts and Entertainment District is a Board of the City of Lauderhill consisting of a **five (5) member business advisory board**; City Commission will serve as the governing board and expenditures will be restricted to the Arts District.

COMING SOON TO 38TH AVE. LE PARC DEVELOPMENT

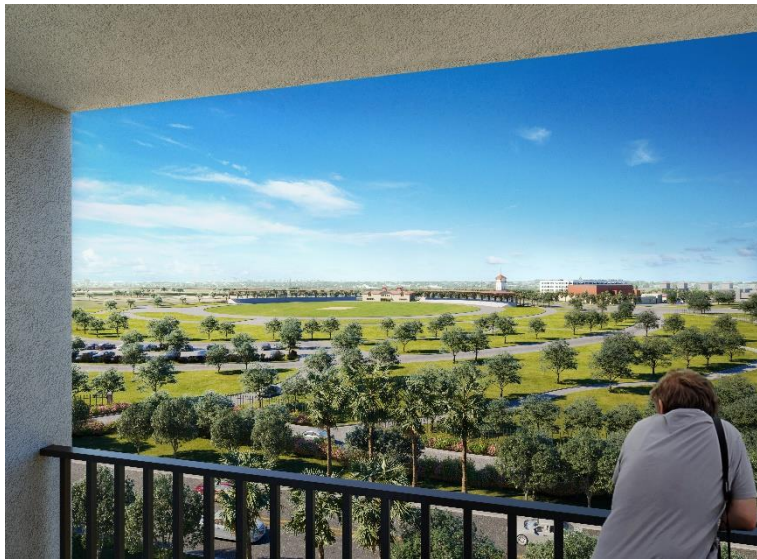
LE PARC MULTI FAMILY DEVELOPMENT

- 320 units:
 - ❑ 144 one-bedroom
 - ❑ 176 two-bedroom
 - ❑ 4 efficiencies
- 485 parking spaces
- Amenities include:
 - ❑ Clubroom
 - ❑ Business Center
 - ❑ Fitness Center
 - ❑ Pool Area
 - ❑ Children's Playground & Daycare Center
 - ❑ Dog Park
 - ❑ Grills
 - ❑ Residential Storage
 - ❑ Car Wash
 - ❑ 24hr Security Guard House



COMING SOON TO 38TH AVE.

VIEWS FROM LE PARC MULTI FAMILY DEVELOPMENT



COMING SOON TO 38TH AVE.

EXTENSION: FULL ROAD WAY ACCESS TO LPAC AND CBRP

CITY OF LAUDERHILL
LPAC AND NW 38TH AVENUE CONNECTION



- 01 PARKLET PLAZA
- 02 ENHANCED PAVING
- 03 RUS SHELTER
- 04 VENDOR KIOSK
- 05 CONNECTOR ROADWAY

- 06 ROADWAY W/ PARALLEL PARKING
- 07 RESIDENTIAL BUILDING
- 08 COMMUNITY CENTER
- 09 POOL
- 10 EVENT LAWN

- 11 PERFORMING ARTS CENTER
- 12 BEER GARDEN
- 13 MIXED-USE LIFESTYLE CENTER
- 14 HOTEL
- 15 PARKING STRUCTURE



VIEW LOCATIONS

LABEL

SITE LABELS

SCALE: 1" = 200'
0' 200'



COMING SOON TO 38TH AVE.

Lauderhill Performing Arts Center



Marketplace Site Plan

Lauderhill Marketplace Revised Site Plan
EDSA
June 7, 2019



WHEN?

38th AVENUE TIMELINE

- Phase 1
 - 38th Avenue infrastructure: Dec, 2019
 - Construction 9 months
 - Le Parc multifamily development: Jan, 2020
- Phase 2
 - 15th ST, 16th ST, 38TH Ave to Le Parc: (2020)
- Phase 3
 - 38th Avenue Extension from Le Parc to LPAC/Regional Park (2021)



38TH AVE DISTRICT PROGRAMMING

- Collaboration between City & CRA for quarterly events
- Create a sense of belonging and identity to the district
- Promotion of developments underway
- Attraction of visitors, businesses, and residents to the district

EVENT SNAPSHOT



Family Fun Day

August 9, 2019



Beer-B-Q

**September 21,
2019**



**Food Truck
Invasions**

**2nd Friday of the
Month (2020)**



**Jazz Under the
Stars on 38th Ave.**

January 24, 2020



**Lauderhill
Color Run**

March 21, 2020



**Business Expo &
Pitch Competition**

April 10, 2020



**Nacho Average
City**

October 26, 2020

WHAT WILL THE LAUDERHILL ARTS & ENTERTAINMENT DISTRICT DO FOR THE COMMUNITY?

Mission

To create and maintain a safe and clean community that will stimulate economic growth and area improvement through the provision of a premier location where customers from all over can enjoy a variety of shopping, dining, and entertainment experiences.

SAMPLE INITIATIVES

The proposed Arts & Entertainment District will include several design elements that are essential to elevating the design and appearance of the neighborhood. In addition, these improvements will enhance safety and create fluidity with regards to traffic flow in the subject area.

Sample, improvements are as follows:

- Addition of District Police and Security
- Addition of on-street Parking
- Widening of Sidewalks and the Inclusion of Street Furniture
- Replacement and Enhancement of Landscaping
- Replacement and the Enhancement of Pedestrian Lighting
- Enhanced infrastructure improvements are slated in the areas of paving, storm drainage, pavement marking and signage.



CITY OF LAUDERHILL
38 AVENUE BUSINESS
IMPROVEMENT DISTRICT



1 inch = 300 feet



LAUDERHILL ARTS & ENTERTAINMENT DISTRICT



**A LOOK AT OTHER
BUSINESS IMPROVEMENT
DISTRICTS (BIDs)**

WYNWOOD IMPROVEMENTS

Wynwood Garage



CUBE Wynwd



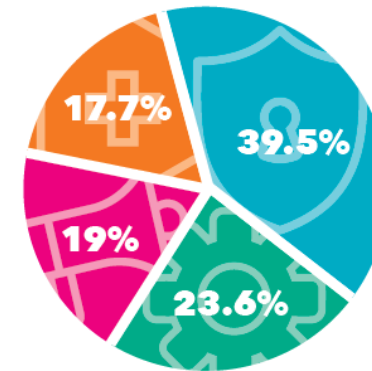
Shinola
(1st FL location)



WYNWOOD B.I.D. - PROGRAMS

- Neighborhood Revitalization
- Wynwood Design Review Committee
- The BID Clean Street Team
- Safety and Security Services
- Shared Bike Stations
- Marketing & Communications

Budget- \$702,905



ABOUT THE BID
50 CITY BLOCKS | 400-PLUS PROPERTY OWNERS

HOW WE INVEST:
FY 16-17 SPENDING

\$387,737 security
\$173,788 sanitation/
streetscape
\$186,750 marketing
\$231,728 administration

SANITATION & STREETSCAPE

SANITATION
11,544 HOURS of additional cleaning service in the BID, 4,200 trash bags filled, graffiti removed 1,286 times

ZIKA PREPARATION
85 CDC-APPROVED MOSQUITO TRAPS secured at no cost and distributed throughout district. Partnered with City of Miami and Miami-Dade County to facilitate the demolition of 15+ abandoned homes and potential mosquito breeding sites within the District

STREETSCAPE
Installed rubber mulch (\$20,000) in 64 TREE PITS on NW 2nd Ave to facilitate walkability throughout the District by filling in the holes and deteriorated tree beds that were not being maintained by MDC.

MARKETING

Launched New Wynwood Website, WYNWOODMIAMI.COM

Grew social media following by 55%, adding more than 29,000 NEW FOLLOWERS

Made 6,960 DIRECT EMAIL CONTACTS with BID members

Earned valuable international press: ARGENTINA, ICELAND, MEXICO, SPAIN

SECURITY

9,699 HOURS of off-duty police work
Nearly 40% of total BID expenditures

ADMINISTRATION

Salaries, Rent, Insurance, Professional & Management Fees



BUSINESS IMPROVEMENT DISTRICT
OF COCONUT GROVE

COCONUT GROVE B.I.D. - PROGRAMS

- Floral and Plant Life Maintenance Program
- Bicycle Friendliness Initiative
- BID Clean Team
- Tour Bus Ambassador Program
- Off Duty Police Service
- Sidewalk Improvement Program
- HD Public Safety Surveillance



Budget- \$5,270,633

Expenses

- Streetscape- \$248,500
- Security- \$191,000
- Sanitation- \$165,000
- Special Events- \$144,500
and BID Events
- Marketing- \$606,000
& Advertising
- Capital Projects- \$3,444,856
- General & Admin.- \$470,777

LINCOLN ROAD B.I.D. - PROGRAMS

Budget- \$1,426,237

Expenses

- Administrative Expenses- \$231,536
- Office Expenses- \$89,996
- Other Expenses- \$20,000
- Marketing- \$534,200
- BID District Programs- \$550,505



- The Lincoln Road Experience
- Arts & Cultural Engagement
- Vacant Storefront Activations
- Block by Block (Street Team)

CONTACT

Contact Information:

- More info on 38th Avenue and CRA projects at [the City of Lauderhill website](http://www.lauderhill-fl.gov), www.lauderhill-fl.gov
 - ❑ Community Redevelopment Agency, under “Departments”
- Let’s do business
 - ❑ Economic Development at ecodev@lauderdale-fl.gov
- Vendor registration
 - ❑ Visit [City of Lauderhill website](http://www.lauderhill-fl.gov), www.lauderhill-fl.gov
 - ❑ Contact Economic Development ecodev@lauderdale-fl.gov