

Heart of Palm Beach County



Joint City-County ECONOMIC OPPORTUNITIES WORKSHOP

Workshop Summary Report June 24, 2015

**HEART OF PALM BEACH COUNTY
JOINT CITY-COUNTY
ECONOMIC OPPORTUNITIES WORKSHOP
COMMISSIONER DISTRICT 3
Thursday, May 21, 2015**

Background

On September 11, 2014, representatives from Palm Beach County and the seven cities located within Mayor Vana’s Commission District 3, met to discuss major opportunities and impediments to economic development of the District. As follow-up to that meeting, Mayor Vana asked the Treasure Coast Regional Planning Council to create a process, involving the municipalities and local business interests within the District, for developing a strategic plan that would outline a vision and specific actions for improving economic opportunities and conditions in the area.

A two-phase process was established to accomplish this. The first phase of work would be to conduct individual interviews/meetings with municipal and business leadership in the area. These interviews were conducted during the months of February and March, 2015. The purpose of the interviews was to identify some common ground among the jurisdictions and business interests on specific economic development initiatives for improving economic conditions and opportunities of the District as a whole. The second phase of the effort was to conduct a joint city-county workshop, including private sector business interests to: 1) present the findings from the interviews; 2) establish consensus related to ideas for improving the District; and 3) discuss next steps and how the group could move forward with creating a strategic plan.

The study area boundaries for the Workshop were Forest Hill Boulevard to the north; Hypoluxo Road to the south; I-95 to the east; and Haverhill Road to the west (see Exhibit 1). This 18-square-mile area contains a population of 62,790 people and includes all or a portion of seven cities, including Atlantis, Boynton Beach, Greenacres, Lake Worth, Lake Clarke Shores, Lantana, and Palm Springs. About 60 percent of the land area is unincorporated county, with the remaining 40 percent falling under the jurisdiction of these seven municipalities.



Exhibit 1: Study Area Boundaries.

Following is a summary of the results of the individual interviews and workshop:

Interview Summary

Between February 25 and March 9, 2015, a series of 16 individual in-person or telephone interviews were conducted by Council staff with representatives from each of the seven cities, and PBC county planning, PBC Office of Community Revitalization, PBC Office of Economic Sustainability, PBC School District, Business Development Board, Palm Beach State College, PBC Hispanic Chamber of Commerce, JFK Medical Center, and PBC Black Chamber of Commerce (see table 1, Interview List).

The interviews yielded the following collection of observations about the area's challenges, opportunities, and ideas for improving the economic condition of the area:

- Identify your assets.
- Improve infrastructure within Lake Worth Park of Commerce.
- Clean up the water quality in the "Chain of Lakes."
- Build the C-51 lock project.
- Map and resolve utility service area conflicts.
- Establish a unified, district-wide vision.
- Initiate regularly scheduled meetings of the seven cities and PBC.
- Improve coordination and communication between the cities and with PBC.
- Improve and coordinate law enforcement and code enforcement activities.
- Improve schools.
- Create an interlocal utility service boundary agreement.
- Beautification of the corridors and area in general.
- Create a land trust for purchasing and assembling land for economic development and housing.
- Address drainage problem areas.
- Create a greenways/blueways plan for the District.
- Create ½ cent sales tax for infrastructure.
- Establish CRAs in and around key corridors, retail and neighborhood districts, especially along Forest Hill and from Forest Hill north along Congress Avenue.
- Striping and safety improvements for roads.
- Better bus shelters and stops along Military Trail and Congress Avenue.
- Address homeless camps at John Prince Park.
- Address prostitution along Military Trail.
- Create a central, organized location for day labor, but not the Home Depot. Look into the Town of Jupiter's program.
- Redo John Prince Park based on the changing demographic of the area and potential opportunities for Intracoastal Waterway access.
- Make streets more walkable and transit-friendly.
- Create a stormwater utility district to improve economic development opportunities.
- Organize neighborhood clean-ups.
- Have code enforcement officer from the District and PBC meet once or twice a month to coordinate code enforcement efforts and operations in the District.
- Create an annexation incentive program.

- Prepare a vacant lands inventory and market those areas.
- Coordinate marketing with the Business Development Board, Economic Council, and Central Chamber.
- Redevelop strip malls.
- Build a higher-end hotel and conference center.
- Improve security and police presence around the JFK Medical Center.
- Reduce crime.
- Fix what we have, finish what we have started.
- Beautify Military Trail, Forest Hill Boulevard, and Congress Avenue.
- Have one or two central county code enforcement officers dedicated to the District working in close coordination with the cities.
- Create a new Strategic Plan for John Prince Park.
- Make sure all gaps in water and sewer service in the District are filled. No more septic tanks.
- Stabilize the area.
- It truly is the Heart of Palm Beach County.
- No brand and no vision for the area.
- Grow and cultivate local leadership within each of the neighborhoods
- Plan neighborhood community improvement events with the residents.
- Create a series of Business Improvement Districts.
- Create a common theme for the area.
- Make the area feel like you are entering a special place or district. It is too fragmented now.

Table 1: Interview List

Municipality	Individual Interviewed	Title
City of Atlantis	David Kintz	Mayor
Town of Lantana	Deborah S. Manzo David Thatcher	Town Manager Development Services Director
City of Boynton Beach	Michael Rumpf Vivian Brooks Nancy Byrne Jeff Livergood Hanna Matras	Director of Planning and Zoning CRA Executive Director Director of Development Director of Public Works Senior Planner
Village of Palm Springs	Richard J. Reade Kim Glas-Castro	Village Manager Planning, Zoning and Building Director
Town of Lake Clarke Shores	Daniel Clark	Town Administrator
City of Greenacres	Wadie Atallah Thomas J. Lanahan	City Manager Assistant City Manager
Palm Beach State College	Dr. Dennis Gallon	President
PBC Office of Community Revitalization	Houston Tate Ruth Moguillansky-DeRose	Director Principal Planner

Table 1: Interview List (continued)

Municipality	Individual Interviewed	Title
PBC Department of Economic Sustainability	Greg Vaday Carol Thompson	Principal Planner Special Projects Manager
PBC Planning Department	Lorenzo Aghemo Patrick Rutter Patricia Behn	Planning Director Chief Planner Principal Planner
PBC School District	Kristen Garrison Angela Usher	Director, Planning & Real Estate Services Manager, Planning & Intergovernmental Coordination
PBC Hispanic Chamber of Commerce	Andre Varona	CEO
JFK Medical Center	Gina Melby	CEO
PBC Black Chamber of Commerce	Bruce Lewis	President and CEO
PBC Business Development Board	Kelly Smallridge	President and CEO

Workshop Summary

The Economic Opportunities Workshop was held on Thursday, May 21, 2015, from 9:00 a.m. to 2:00 p.m. at the Solid Waste Authority Multi-Purpose Center located at 1810 Lantana Road, in Lantana, Florida. The workshop was hosted by Mayor Vana’s office.

Workshop Attendees:

- Danna Ackerman-White, Senior Aide, Palm Beach County District 3
- Lorenzo Aghemo, Planning Director, Palm Beach County
- Jerry Allen, Deputy Director, Palm Beach County Department of Airports
- Kevin Andrews, Senior Planner, Palm Beach County
- Wadie Atallah, City Manager, City of Greenacres
- Verdenia Baker, Deputy County Administrator, Palm Beach County
- Patricia Behn, Principal Planner, Palm Beach County
- Marlene Brunot, Treasure Coast Regional Planning Council
- Wayne Burns, CEO, Central Palm Beach County Chamber of Commerce
- Michael Busha, Executive Director, Treasure Coast Regional Planning Council
- Eric Call, Director of Parks and Recreation, Palm Beach County
- Marcela Cambor-Cutsaimanis, Treasure Coast Regional Planning Council
- Daniel Clark, Town Administrator, Town of Lake Clarke Shores
- Michael Corbit, Director, Business Development, Career Source of Palm Beach County
- Bryan Davis, Principal Planner, Palm Beach County
- Lisa De La Rionda, Director of Public Affairs, Palm Beach County
- Dennis Gallon, Ph.D., President, Palm Beach State College
- Kristin Garrison, Director of Planning & Real Estate Svs., Palm Beach County School District

Kim Glas-Castro, Director of Planning, Zoning and Building, Village of Palm Springs
Bob Hamilton, Director of Park Planning, Research and Development, Palm Beach County
Glen Harvie, First Vice President, Coalition of Boynton West Residential Associations
Stephanie Heidt, Intergovernmental Coordinator, Treasure Coast Regional Planning Council
Gary Hines, Vice President, Admin., Business Development Board of Palm Beach County
Sherry Howard, Deputy Director, Palm Beach County Department of Economic Sustainability
Dolores Key, Economic Development Manager, City of Lake Worth
Thomas Lanahan, Assistant City Manager, City of Greenacres
Shannon LaRocque, Assistant County Administrator, Palm Beach County
Carisse, LeJeune, Assistant City Manager, City of Boynton Beach
Dana Little, Urban Design Director, Treasure Coast Regional Planning Council
Deborah Manzo, Town Manager, Town of Lantana
Gina Melby, CEO, JFK Hospital
Vincent Nolan, Regional Director Palm Beach State College
Kathy Peck, Senior Aide, Palm Beach County District 3
Bruce Pelly, Director, Palm Beach County Department of Airports
Richard Reade, Village Manager, Village of Palm Springs
Myrna Rosoff, President, Coalition of Boynton West Residential Associations
Michael Rumpf, Director of Planning and Zoning, City of Boynton Beach
Patrick Rutter, Chief Planner, Palm Beach County
David Thatcher, Development Services Director, Town of Lantana
Mo Thornton, City Manager, City of Atlantis
Angela Usher, Manager Planning/Intergovernmental Coordinator, PBC School District
Shelley Vana, Mayor, Palm Beach County, Commissioner District 3
Andre Varona, CEO, Hispanic Chamber of Commerce
William Waters, Director for Community Sustainability, City of Lake Worth
Scott Worley, Gold Coast Builders Association

Mayor Vana welcomed everyone.

Michael Busha, Executive Director of the Treasure Coast Regional Planning Council, welcomed everyone, provided staff introductions, and went over the agenda and expectations for the day. Sample polling was done to test the equipment and familiarize everyone with the process. Mr. Busha indicated the meeting was being conducted to get consensus on some ideas for improving the District; define who is responsible for implementation of those ideas; and provide a framework for developing a unified vision and strategic plan for the entire area. He provided a review of the study area boundaries and demographic highlights. He noted that the median housing values for the study area is 40 percent less than the rest of the County; 40 percent of the residences are renter-occupied; educational attainment is 50 percent lower than the County; and the District population of 62,000 mirrors that of the County in terms of race; however, the study area is unique in that 46 percent of the residents are of Hispanic origin, verses 19 percent for the County.

Roundtable #1 Economic Improvement Initiatives

Mr. Busha went around the table, asking that each attendee provide the “big” ideas or challenges related to the study area. The following summarizes the ideas provided:

Palm Beach County Department of Airports

Improve aviation facilities (work already being planned and underway).

Lake Clarke Shores

The need for redevelopment and eliminating uses that do not work.

Lake Worth

Have more community redevelopment; work with other cities to find grant initiatives; provide more housing availability; more business investment. Branding is important.

Palm Springs

Have better code enforcement in the unincorporated areas.

Lantana

The need for more investment in the area and dealing with crime.

Palm Beach County School District

Improve safety of the children by providing adequate infrastructure, such as sidewalks. Also, making students employable.

Parks and Recreation:

Provide more programs to enhance the economic benefits of the parks.

Gold Coast Builders Association

The lack of office space; lack of significant parcels to do planned unit development; housing prices are low and housing stock is sub-standard; there is a lack of higher level of employment and office space.

Greenacres

The lack of comprehensive storm water drainage system is a major impediment to redevelopment in the area. Water and sewer service is essential to attract real reinvestment and redevelopment. There are several areas underserved or unserved by these services.

Lantana

Lack of comprehensive storm water drainage system is a major impediment to redevelopment in the area.

Palm Beach County School District

There is poor infrastructure and limited access to internet for students.

Hispanic Chamber of Commerce

Latino business owners are one of the largest segments of new business start-ups in the country and the area and have special needs and create unique opportunities. Diversity is our asset.

Palm Beach State College

Need a unified general plan overlay for the different municipalities to avoid problems with different rules and regulations and allow the college to have a strong impact on the community.

Central Palm Beach County Chamber of Commerce

Lack of available developable property. In order for redevelopment to be effective there needs to be more funding and assistance with the process of assembling land. Need to obtain funding for façade and roadway improvements. Need more land for commercial and visual upgrades to current.

Palm Beach State College – Small Business Unit

Area is built out to capacity. Need to look at maximizing job growth and provide reinvestment to existing small businesses. Need to look toward investing in existing businesses and improving existing buildings and infrastructure

Coalition of Boynton West Residential Associations

There will be no success until everyone realizes that west of Haverhill there are 125,000 people driving by the area to get to I-95; the area needs a facelift; there need to be ways to integrate the rest of the population.

Career Source

There needs to be quick training programs to provide better jobs for the diverse population.

Ms. Baker

The comments provided are very valuable and there needs to be coordination on setting priorities with limited resources. We need to listen to one another and utilize our limited resources in the best and most efficient manner

Roundtable #2 Reassess and Confirm Your Priorities

Mr. Busha went around the table again asking the attendees to be more specific and provide more detailed solutions to the challenges identified and ways to implement the ideas expressed for improving the area. The following summarizes the input provided:

Career Source

Certification programs are needed that will lead to higher paying jobs. These can be done through school district and college initiatives.

Coalition of Boynton West Residential Associations

The area needs to have some identity so people will take value in living in the area, which will attract other people.

Central Palm Beach County Chamber of Commerce

There needs to be land assemblage and façade improvement. Grants need to be identified that will target mostly small businesses along the corridors. This funding can be used to incentivize small businesses to improve signage, foliage, landscape buffers, etc. Funding can also be obtained through federal and state programs to assist in both residential and business beautification.

Palm Beach State College

There needs to be a regional plan to overlay the different municipal plans and set infrastructure and other priorities in order to accommodate quick and impactful decision making.

Hispanic Chamber of Commerce

With migration of Spanish population to area, there need to be more programs created to help individuals with the process of starting a new business. This could be modeled after the program provided by the United Way in partnership with the Spanish Initiative Fund. There also needs to be recognition and assistance for the large Creole population in the County.

Lantana

Work needs to be done with developers for the 72-acre vacant parcel of land (A.G. Holley site) at I-95 for a possible mixed use project. Developers have not been engaged, because they are struggling to attract tenants to the mall. There has been recent experience where large parcels have been made available for redevelopment yet the market does not respond favorably. It's not just an inventory issue – the issues of perception (crime, poverty, lack of clarity and direction) also impede redevelopment interests. Redevelopment is a very time-consuming process and there has to be constant attention by local champions and direction.

Greenacres

Major corridors, the front doors to the communities, are lacking in basic water and sewer infrastructure which impedes redevelopment and therefore keeps the community looking tired and undesirable. Also, there are issues with redeveloping property, because the individual owners must pay to extend services.

Gold Coast Builders Association

There is only one high-end community in the area located in Atlantis. Need to have redevelopment of the central area; the college needs to be expanded; there needs to be more creation of high paying jobs; shopping opportunities need to be expanded and improved to attract others from outside the community; housing stock needs to be improved; need to focus efforts around improving John Prince Park; JFK needs to be upgraded; and the college needs to have more traditional college amenities as a center to improve the area economically.

Palm Beach County School District

Cities should take ownership of the schools through adopt-a-school programs.

Palm Springs

Crime needs to be controlled and there needs to be a regional coordination to improve the appearance and perception of the area in order to attract more desirable businesses and redevelopment. Investors are only interested in lower-level improvements (billboards, car lots, liquor stores, strip joints, pawn shops, etc.) which are not consistent with our vision. John Prince Park is a real opportunity that could have a world class facility to attract tourism from all over.

Lake Worth

Crime and panhandling is out of control and gives the cities a bad image. This affects all the community, because it inhibits investment in the area. Lake Worth has been building consensus

from the community on redevelopment and has developed new land development regulations. There has been \$45 million in recent investment to the Lake Worth Park of Commerce.

Lake Clarke Shores

Strategic plan for the District as presented by Dr. Gallon is a great concept; panhandling is a major problem; people cannot afford connection to sewer system; there needs to be funding for capital investment; and there needs to be communication with the property owners in order to understand what types of businesses will improve the area.

Boynton Beach

There needs to be education initiatives within the study area to grow the workforce and identify implementation strategies for all the schools. Working with the lower rated schools should occur first.

Palm Beach County Department of Aviation

There is an opportunity to develop 19-acre parcel across from JFK Hospital, which could be used for office space or possibly an aviation school.

Mayor Vana

With respect to panhandling, Mayor Vana noted that there are several studies that show just creating an ordinance to address panhandling and homelessness is not effective. She stated that there are rental housing programs across the country that have found that providing government subsidized housing is less expensive than what the County is currently doing to address the problem. She stated we cannot just take someone off the street, put them in jail, and have them recirculate through the process over and over and expect change. She noted that programs to provide housing for homeless individuals can be a life-changing experience for the person, citing two success stories in the County. It is not to be considered a reward and the participants of the program need to get off drugs and alcohol in order to be assisted. She stated that panhandling will not go away unless places are identified and programs instituted that will give these people a place to live. She stated there needs to be a comprehensive approach to the problem that is coordinated among the cities and county.

Presentations

JFK Hospital presentation by Gina Melby, CEO

Ms. Melby provided background and information regarding the not-for-profit community hospital, which was founded in 1966. She indicated the hospital: has 460 beds, which is the largest in the area; treats 225,000 patients annually with more than 29,651 in-patient admissions; employs 750 physicians, with a total of 2,200 individuals employed; and has completed over 19,000 surgeries. She stated that the hospital is the largest provider of open heart surgery in the County and is advancing the operations as a “destination therapy” site. She noted that managing the substance abuse population is one of the biggest challenges. Ms. Baker indicated that the County will be looking into medical tourism and advertising outside of the County.

Palm Beach County Department of Airports presentation by Jerry Allen, Deputy Director

Mr. Allen provided an overview of the general aviation airports in the county, specifically addressing the Palm Beach County Park (Lantana) Airport. He noted that this airport is located 6 miles south of Palm Beach International Airport, has a mix of both fixed wing and helicopter traffic; adds significant business to the community with 242 employees and \$8.6 million dollars of activities; and has flight schools, airplane maintenance and a propeller shop. He noted that there are planned improvement projects for the airfield pavement rehabilitation and reconstruction as well as terminal and hangar development. He indicated that there may be potential to help JFK hospital by leasing a 19-acre parcel on the airport property for a hotel.

Palm Beach County Parks and Recreation presentation by Eric Call, Director, and Bob Hamilton, Director of Park Planning, Research, and Development Division

Mr. Call provided information on the economic benefits of parks within the County. He noted that parks boost tourism; revitalize cities/counties; promote commercial growth; attract investment; improve quality of life; increase property values and tax revenue; attract new residents and businesses; create work and volunteer opportunities; provide direct use by residents; and stimulate the leisure retail and food service industries. Mr. Hamilton provided an overview of the improvements that have been made to John Prince Park. He noted that there have been over \$15 million of improvements to the park since 2000, and that another \$5 million in improvements is planned over the next three years. There were several questions about the viability of the RV park; the homeless population problems in the park; and amenities that would need to be added to the park, especially with the growing Hispanic population in the area.

Business Development Board presentation by Gary Hines, Senior Vice President, Administration

Mr. Hines noted that many businesses look for a stable political environment when looking to establish a business in an area and if the community is pro or anti-business. He noted that individuals looking to locate a business are also concerned with: the quality of life and quality of business in the area; safety; more than just a tourist-centered vision; is there workforce and affordable housing; is there an expedited permitting process; and are there good schools in the area. He stated that the cities need to be realistic about their potential and know the hot spots. He stated that there needs to be an attractive website that will not just promote tourism, but business quality. He indicated that it is important to show business access to the community assets, major highways, and other transportation amenities.

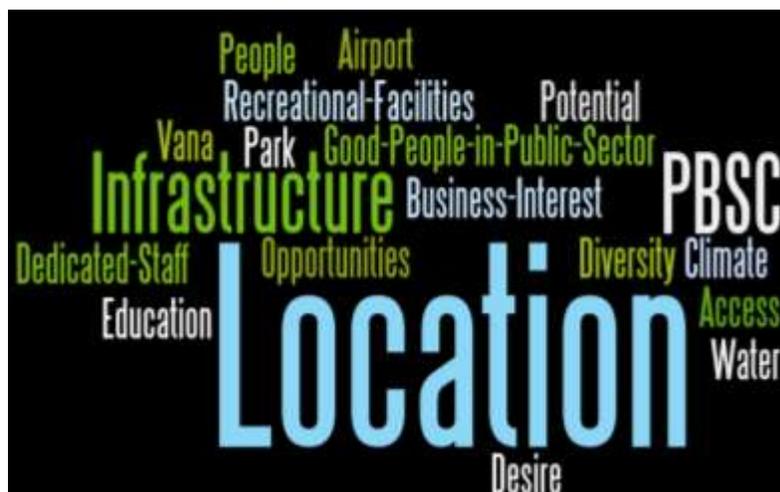
Establishing Priorities – Audience Polls

Workshop attendees were asked to provide one-word answers for 1) What do you think is the single greatest impediment to economic growth in the study area? and 2) What do you think is the single greatest asset in the study area? Word clouds were then produced from the individual responses. Word clouds are used to provide a graphical representation of the frequency of words used in individual responses – the larger the word appears, the more frequently that word was provided by the respondents.

Single Greatest Impediment



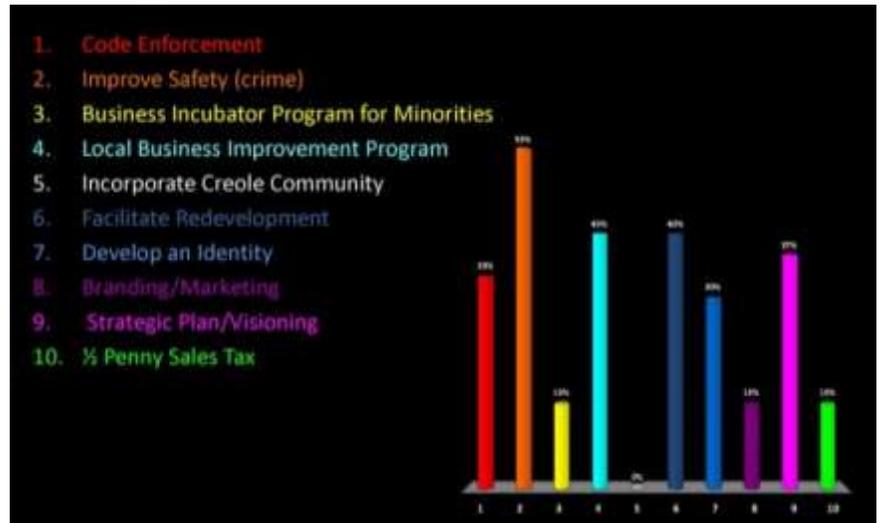
Single Greatest Asset



Electronic polling of the attendees was also used in an effort to rank their top priority issues/ideas. The results of the polling are outlined below:

Top Nine Priorities

- Improve safety (crime)
- Local business improvement program
- Facilitate redevelopment



- Land assemblage program
- Regional plan to coordinate vision and regulations
- Façade improvement program



- Corridor beautification
- Revise and refresh John Prince Park
- Water & Sewer system



Regional Plan to Coordinate Vision and Regulations, and Improve Safety

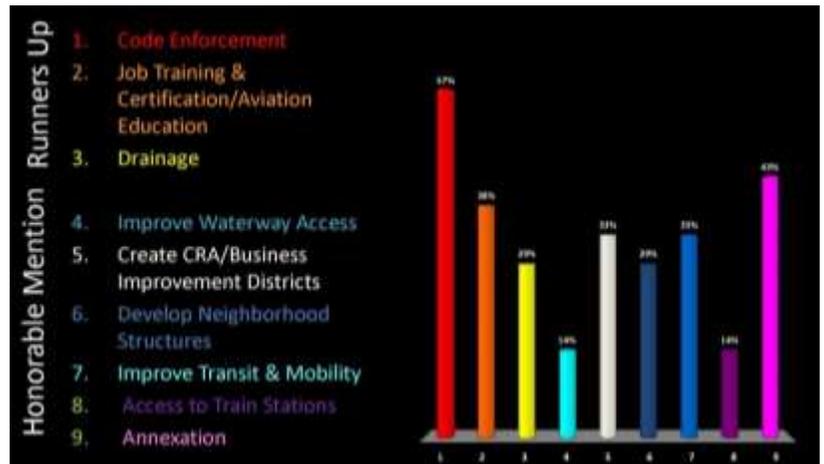
Final Priorities

- Reduce Crime / Improve Safety
- Facilitate Redevelopment (land assemblage, façade improvement, etc.)
- Corridor Beautification
- Regional Plan to Coordinate Visions and Regulations



Other Priorities

- Code Enforcement
- Annexation
- Joint Training & Certification/Aviation Education
- Create CRA/ Business Improvement Districts
- Improve Transit & Mobility



Regional Plan To Coordinate Vision & Regulations & Improve Safety

3 Meetings

1. Improve Public Safety (Crime) and Code Enforcement
2. Facilitate Redevelopment (land assemblage/façade improvement/economic development)
3. Corridor Beautification

Mayor Vana indicated that all the priorities fall under the category of creating a regional plan to coordinate visions and regulations. She stated that she would like to schedule separate meetings to address crime, safety, and code enforcement; facilitation of redevelopment; and corridor beautification. She stated she would like to start with the safety/crime/code enforcement issues and would like to have county and municipal law enforcement agencies involved in that meeting. Ms. Baker stated that at each of those meetings, it is important that objectives be identified and performance measures developed. She stated she would like to add economic development under the redevelopment category and include the business community in that meeting to ensure they are more involved in the process. Mr. Busha noted the individual meetings should be used for setting both short and long-term goals and establishing implementation schedules.

Mr. Reade asked how facilitating the cities and county all working rather than competing could be accomplished. Mayor Vana stated that the Business Development Board should be involved in the second meeting. She stated the whole idea is to figure out where everyone wants to be, and not step on each other's toes by working together collectively on common issues. Mr. Busha asked if the cities get together in formal meetings to discuss issues. Ms. Thornton stated that they have informal luncheons. It was suggested that more formal meetings can be arranged through the Mayor's office, like the ones that occur with the cities in the north county district. Ms. Baker asked information regarding the cities luncheons be forwarded so she and the Mayor can attend. Ms. De La Rionda stated that it is very exciting to hear about the communities communicating with the residents and businesses, offering her assistance in this process. Ms. Baker stated the problem is there needs to be more information and marketing to the citizens and businesses to let the community know what opportunities exist. She indicated that the Business Development Board does a good job at this, but it will be more effective if all the local governments are working with them. She noted there is a database that shows vacant lands and business opportunities, asking that each municipality become involved in keeping that up-to-date when there are zoning and land use changes.

Additional Discussions

Annexation

Atlantis

With respect to why residents want to annex, cities have active, restrictive code enforcement and there is more owner occupied housing than rental housing.

Coalition of Boynton West Residential Associations

There are 107 unincorporated communities that are able to work with county services such as code enforcement, as well as other service providers without a problem. They do not see a need for annexation.

Gold Coast Builders Association

This area is much different than the gated community areas to the west as it is an older subdivision area and doesn't have gated communities. Cities have more regulations and have more restrictions than the county. The HOAs in the western gated communities almost act as code enforcement in those areas.

Palm Springs

People want to annex for cheaper utility rates, better code enforcement, and because they have not been getting the services they need. Local law enforcement has better response time in some instances and residents are willing to pay the additional ad valorem as opposed to staying in the county. There is a problem with all of the gaps and there are too many unincorporated areas to service.

Other Discussion

Lantana

There is a good working relationship and coordination between the County and Cities.

Atlantis

It would be valuable to talk with the Palm Beach County Sheriff's Office as they have a different perspective. Also, have code enforcement staff included.

Palm Beach County School District

School police should also be included in the first meeting on crime and safety.

Palm Springs

Individually it seems that each city is doing its own economic development. This will provide a plan of broader scope and ways to coordinate. There needs to be a method, like a chamber, to collectively promote the area.

Lantana

The area needs good marketing

Conclusions

Mayor Vana indicated there will be meetings scheduled to address the top three priorities, which will also include discussions of funding. She noted that Atlantis has offered the city country club facilities for the meetings. Mr. Busha stated this is a good opportunity for the area to start behaving and acting like a region. Ms. De La Rionda noted that this is a good time for the County's public affairs department to work on how to share the information through various sources, such as newsletters, websites, and social media. Ms. Baker stated the County has a lot to offer. She noted that the Business Development Board can also assist, noting their database of vacant parcels and number of square feet available, as well as shovel-ready projects that can be implemented regardless of municipal boundaries.

Mayor Vana indicated that the workshop had been a very effective and efficient process and thanked everyone for their participation. She stated that her office will setup the first meeting on public safety and code enforcement.

List of Exhibits

Exhibit A	Agenda for May 21, 2015 Economic Opportunities Workshop
Exhibit B	Municipal Contacts
Exhibit C	Business Contacts
Exhibit D	Quick Poll Results
Exhibit E	District Assets Map
Exhibit F	Existing Land Use Map
Exhibit G	Vacant Land Map
Exhibit H	Underutilized Lands Map
Exhibit I	Community Profile
Exhibit J	Employment Profile
Exhibit K	Street Network
Exhibit L	Commute Times
Exhibit M	Flip Chart Notes

Exhibit A

Workshop Agenda

**HEART OF PALM BEACH COUNTY
JOINT CITY-COUNTY
ECONOMIC OPPORTUNITIES WORKSHOP
COMMISSIONER DISTRICT 3**

Thursday, May 21, 2015

9:00 a.m. – 2:00 p.m.

Solid Waste Authority Multi-Purpose Center
1810 Lantana Road
Lantana, Florida 33462

AGENDA

- 8:30 am Networking/Registration
- 9:00 am Introduction
Mayor Shelley Vana, District 3 Commissioner
- 9:15 am Roundtable #1: Economic Improvement Initiatives
- 10:15 am Break
- 10:30 am Establish Your Priorities
- 11:00 am JFK Medical Center Update
Gina Melby, CEO
- 11:10 am Palm Beach County Park/Lantana Airport Update
Jerry Allen, Deputy Director, Palm Beach County Department of Airports
- 11:20 am John Prince Park Update
Eric Call, Director, Palm Beach County Parks and Recreation Department
- 11:30 am District 3 Economic Prospects Update
Kelly Smallridge, Executive Director, Business Development Board of Palm Beach County
- 11:40 am Roundtable #2: Reassess and Confirm Your Priorities
- 12:00 pm Working Lunch: Implementing Your Top Priorities
- 1:45 pm Wrap Up – Mayor Shelley Vana/Michael Busha
- 2:00 pm Adjournment

Exhibit B

Municipal Contacts

Invited to attend the May 21st District 3 Planning Workshop

Municipal Contacts

City	Full Name	Title	Phone	Email Name
<i>Atlantis</i>				
	David Kintz	City Mayor	(561) 965-1744	dkintz@atlantisfl.gov
	Mo Thornton	City Manager	(561) 965-1744	mthornton@atlantisfl.gov
<i>Boynton Beach</i>				
	Jerry Taylor	City Mayor	(561) 742-6010	taylorj@bbfl.us
	Lori Laverriere	City Manager	(561) 742-6010	laverrierel@bbfl.us
	Michael Rumpf	Director of Planning and Zoning	(561) 742-6261	rumpfm@bbfl.us
	Carisse LeJeune	Assistant City Manager	(561) 742-6010	
<i>Greenacres</i>				
	Samuel J. Ferreri	City Mayor	(561) 642-2006	sferreri@ci.greenacres.fl.us
	Wadie Atallah	City Manager	(561) 642-2017	watallah@ci.greenacres.fl.us
	Thomas Lanahan	Assistant City Manager	(561) 642-2054	tlanahan@ci.greenacres.fl.us
<i>Lake Clarke Shores</i>				
	Valentin Rodriguez	Town Mayor	(561) 964-1515	vrodriguez@lakeclarke.org
	Daniel Clark	Town Administrator	(561) 964-1515	dclark@lakeclarke.org
<i>Lake Worth</i>				
	Pam Triolo	City Mayor	(561) 586-1730	ptriolo@lakeworth.org
	Michael Bornstein	City Manager	(561) 586-1630	mbornstein@lakeworth.org
	William Waters	Dir. for Community Sustainability	(561) 586-1644	wwaters@LakeWorth.org
	Dolores Key	Economic Development Manager	(561) 586-1793	dkey@lakeworth.org
<i>Lantana</i>				
	David J. Stewart	Town Mayor	(561) 540-5004	dstewart@lantana.org
	Deborah Manzo	Town Manager	(561) 540-5010	dmanzo@lantana.org
	David B. Thatcher	Development Services Director	(561) 540-5032	dthatcher@lantana.org

City	Full Name	Title	Phone	Email Name
<i>Palm Springs</i>				
	Bev Smith	Village Mayor	(561) 965-4010	Rreade@vpsfl.org
	Richard Reade	Village Manager	(561) 965-4010	Rreade@vpsfl.org
	Kim Glas-Castro	PZB Director	(561) 965-4016	kglas-castro@vpsfl.org

<i>Palm Beach County</i>				
	Shelley Vana	Mayor	(561) 355-2203	svana@pbcgov.org
	Verdenia Baker	Deputy County Administrator	(561) 355-6726	v_baker@pbcgov.org
	Kathy Peck	Senior Aide	(561) 355-2203	
	Danna Ackerman White	Senior Aide	(561) 355-2203	DAWhite@pbcgov.org

<i>Treasure Coast Regional Planning Council</i>				
	Michael J. Busha	Executive Director	(772) 221-4060	mbusha@tcrpc.org
	Stephanie Heidt	Intergovernmental Coordinator	(772) 221-4060	sheidt@tcrpc.org
	Dana Little	Urban Design Director	(772) 221-4060	dlittle@tcrpc.org
	Marcela Cambor-Cutsaimanis	Consultant	(772) 221-4060	marcela@marcelacambor.com
	Marlene Brunot	Consultant	(772) 221-4060	marlene@brunotmaps.com

Exhibit C

Business Contacts

Business Contacts

Group	Contact	Title	Phone	
Hispanic Chamber of Commerce	Andre Varona	CEO	561-832-1986	andreV@hispanicchamberpb.com
Central Palm Beach County Chamber of Commerce	Wayne Burns	CEO	561-790-6200	wayne@cpbchamber.com
Gold Coast Builders Association	Scott Worley		561-248-4231	scott@northstarhomesfl.com
Realtor's Association of the Palm Beaches	Mathew Leger	Government Affairs Director	561-585-4544	mleger@rapb.com
Palm Beach County School District	Kristin Garrison	Director, Planning & Real Estate Services	561-434-8935	kristin.garrison@palmbeachschools.org
Palm Beach County School District	Angela Usher	Manager, Planning & Intergovernmental Coordination	561-882-1937	angela.usher@palmbeachschools.org
Black Chamber of Commerce of PBC (LB Limited & Associates, Inc.)	Bruce Lewis <i>(cannot attend)</i>	Chairman	561-236-2185	blewislb@bellsouth.net
Business Development Board	Kelly Smallridge	President and CEO	561-835-1160	ksmallridge@bdb.org
JFK Hospital	Gina Melby	CEO	561-548-3850	Debbie.galluzzo@hcahealthcare.com Gina.melby@hcahealthcare.com
PBC Office of Community	Houston Tate	OCR Director	561-233-5303	htate@pbcgov.org
Palm Beach State College	Dennis Gallon	President	561-868-3501	deans@palmbeachstate.edu Sherry Dean
Parks and Recreation	Eric Call	Director	561-966-6614	ecall@pbcgov.org
Career Source of Palm Beach County	Michael Corbit	Director, Business Dev.	561-340-1061	mcorbit@careersourcepb.com
Palm Beach County Planning	Patrick Rutter	Chief Planner	561-233-5467	prutter@pbcgov.org
Palm Beach County Planning	Patricia Behn	Principal Planner	561-233-5332	pbehn@pbcgov.org
Palm Beach County Planning	Lorenzo Aghemo	Planning Director	561-233-5300	lghemo@pbcgov.org
Palm Beach County Planning	Rebecca Caldwell	Executive Director	561-233-5508	rcaldwell@pbcgov.org
Palm Beach County Planning	Bryan Davis	Principal Planner	561-233-5308	bdavis@pbcgov.org
Palm Beach County Planning	Kevin Andrews	Senior Planner	561-233-5338	kandrews@pbcgov.org
Palm Beach County Department of Airports	Bruce Pelly	Director	561-471-7403	dreesee@pbia.org

Group	Contact	Title	Phone	
Palm Beach County Department of Airports	Jerry Allen	Deputy Director	561-471-7423	jherrera@pbia.org
Economic Council of Palm Beach County, Inc.	Danny Martell	President and CEO	561-684-1551	dmartell@economiccouncilpb.org
Palm Beach County	Shannon LaRocque	Assistant County Administrator	(561) 355-2428	slarocque@pbca.gov
Palm Beach County Department of Economic Sustainability	Sherry Howard	Deputy Director	(561) 233-3653	showard@pbcgov.org
Palm Beach County Department of Economic Sustainability	Greg Vaday	Principal Planner	(561) 233-3630	gvaday@pbcgov.org
Palm Beach County Department of Economic Sustainability	Carol Thompson	Special Projects Manager	(561) 233-3674	cthompson@pbcgov.org
COBWRA	Myrna Rosoff	President		decisionpr@aol.com
COBWRA	Glenn Harvie	Vice President		glennharvie@gmail.com
Palm Beach State College	Vincent Nolan	Regional Director	(561) 862-4711	nolanv@palmbeachstate.edu

Exhibit D

Quick Poll Results

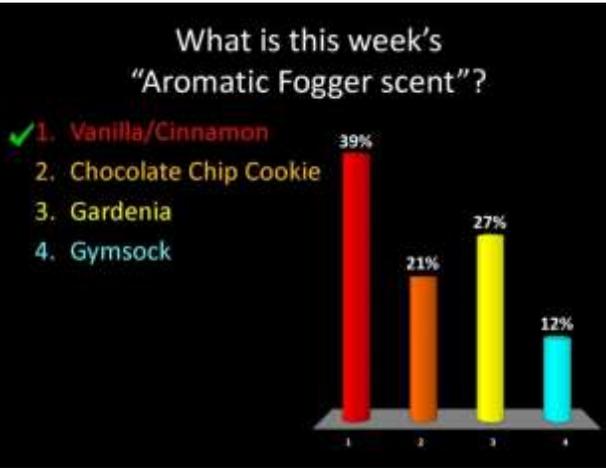
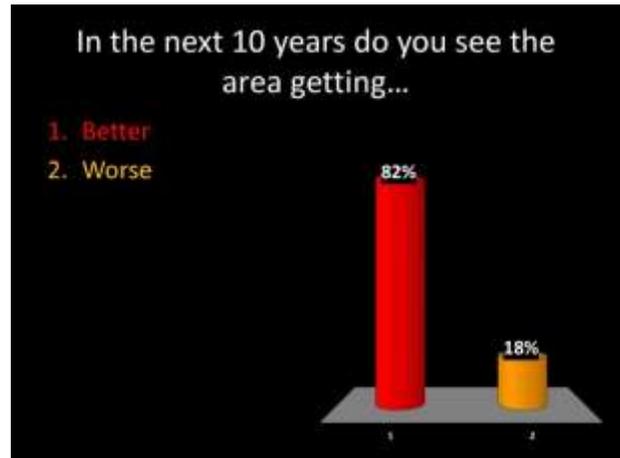
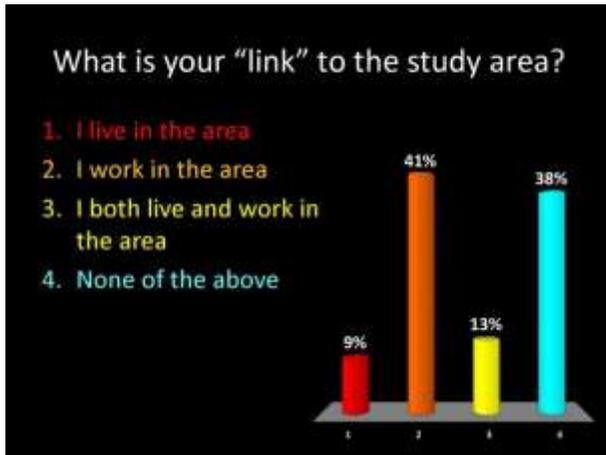
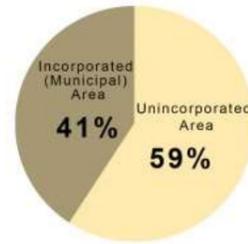
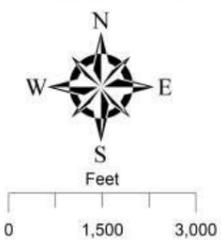
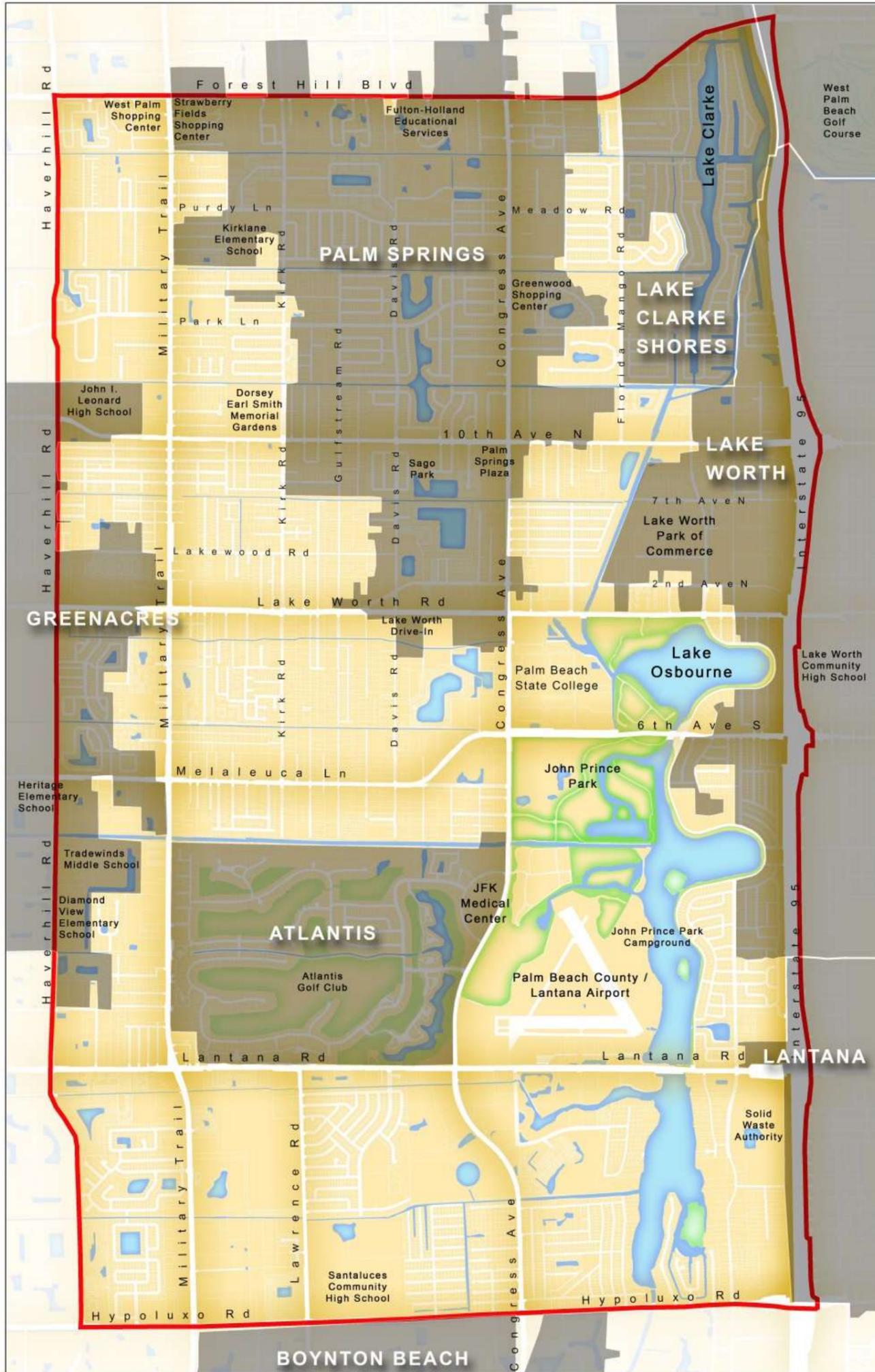


Exhibit E

Heart of Palm Beach County
 JOINT CITY - COUNTY
 ECONOMIC OPPORTUNITIES WORKSHOP
 Commissioner District 3



DISTRICT ASSETS



MAY 21, 2015

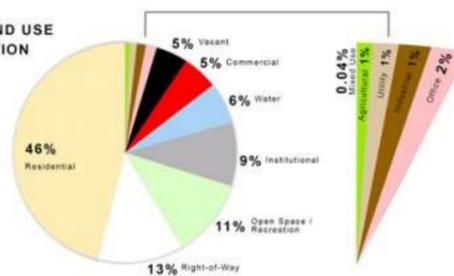
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 FOR PLANNING PURPOSES ONLY



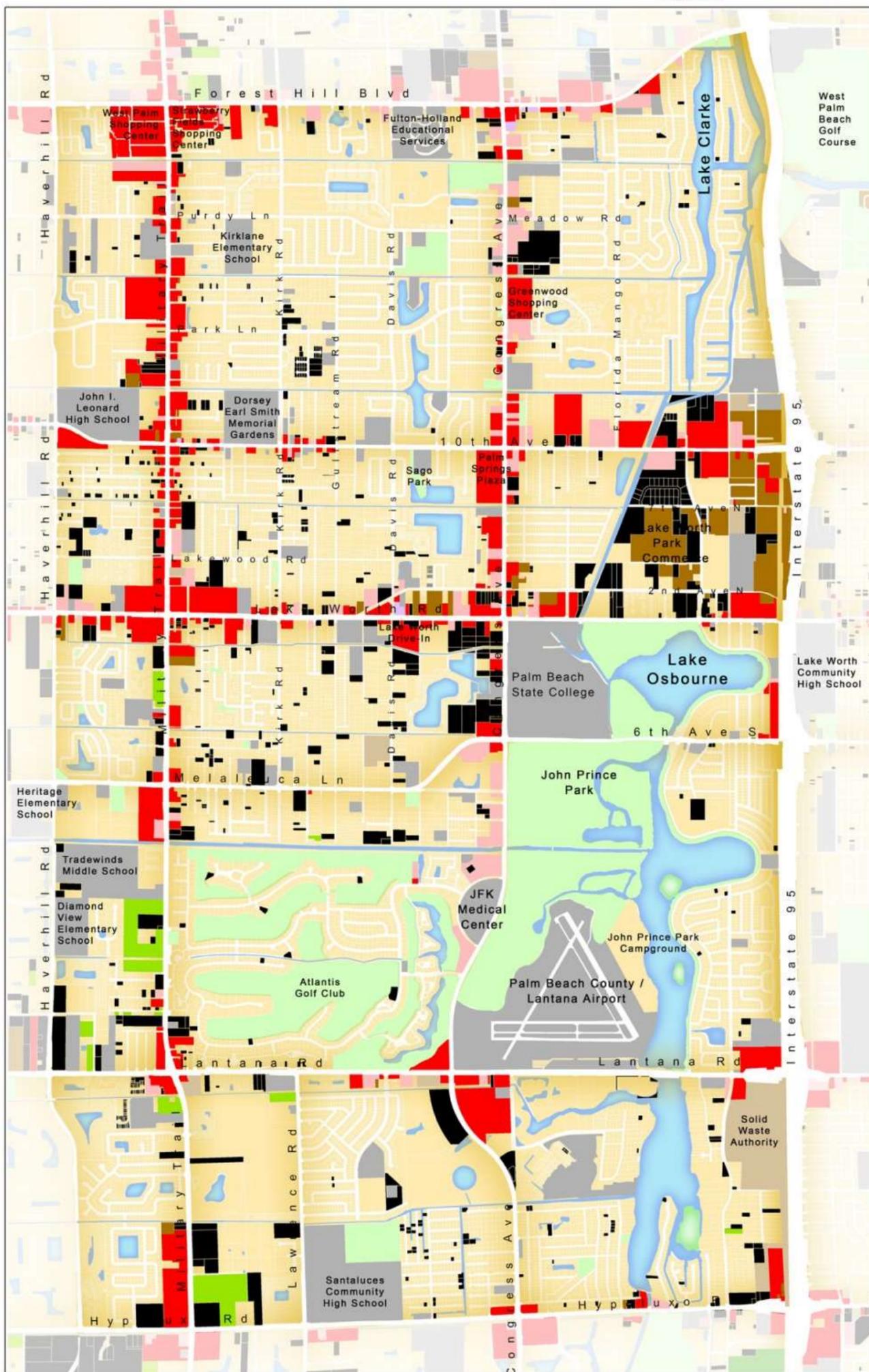
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Heart of Palm Beach County
 JOINT CITY - COUNTY
 ECONOMIC OPPORTUNITIES WORKSHOP
 Commissioner District 3

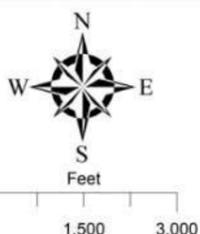
EXISTING LAND USE DISTRIBUTION



EXISTING LAND USE



MAY 21, 2015



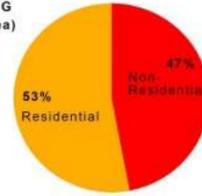
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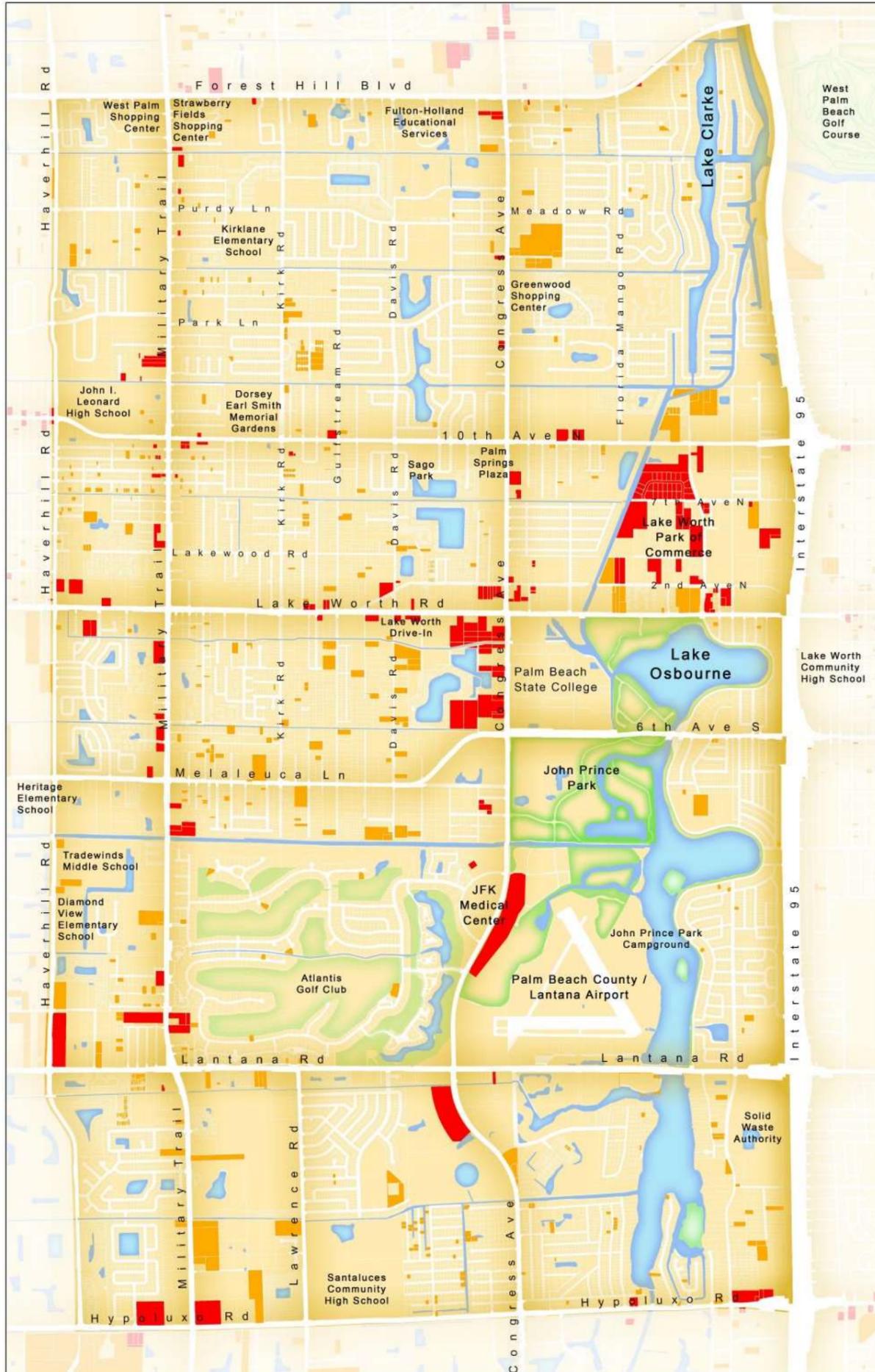
Exhibit G

Heart of Palm Beach County
 JOINT CITY - COUNTY
 ECONOMIC OPPORTUNITIES WORKSHOP
 Commissioner District 3

VACANT LAND
 DISTRIBUTION
 BY ZONING
 (Study Area)



VACANT LAND



MAY 21, 2015



Feet
 0 1,500 3,000

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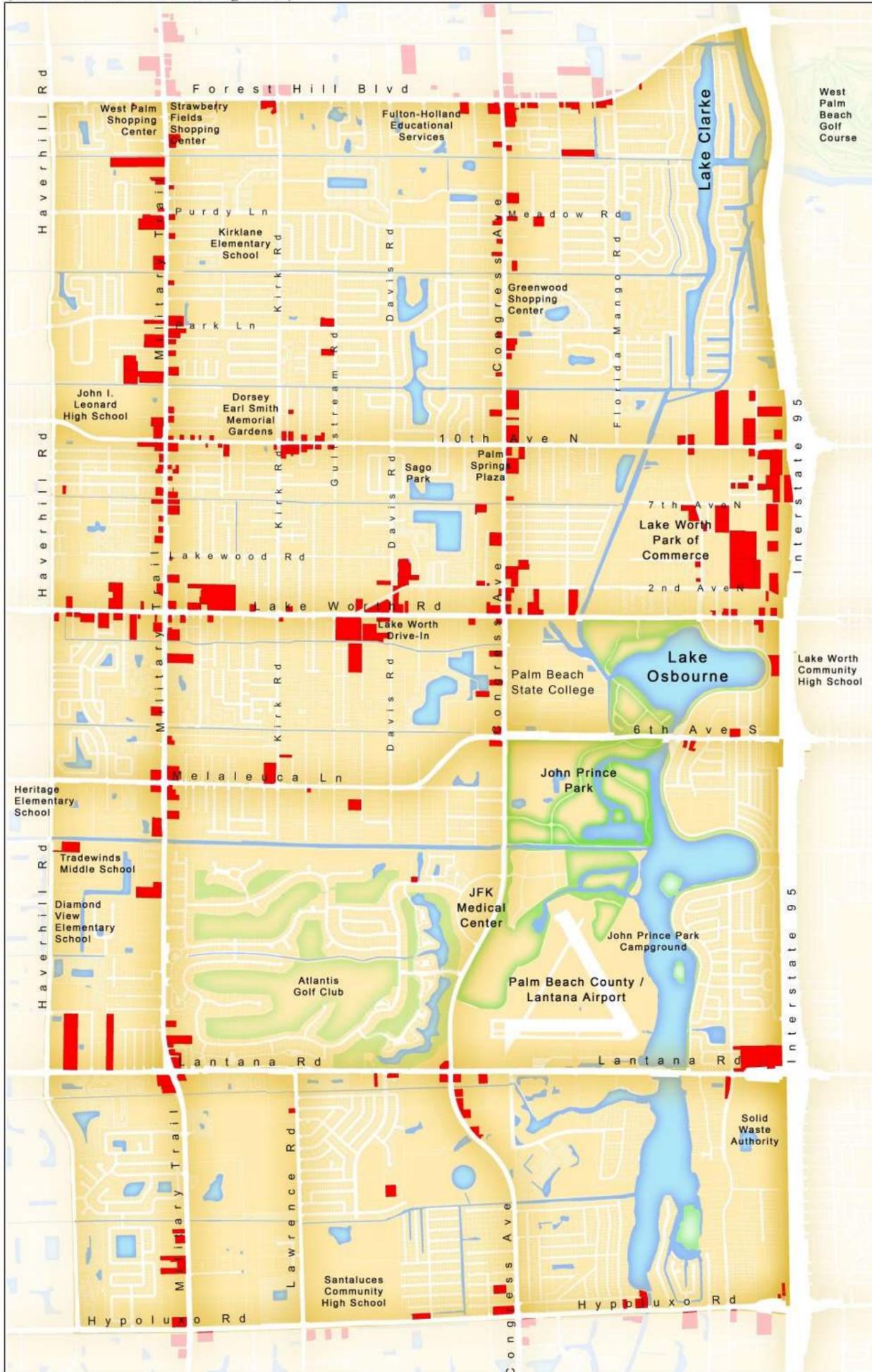


Exhibit H

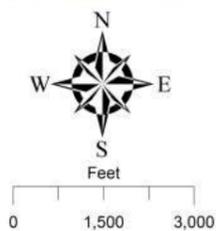
Heart of Palm Beach County
JOINT CITY - COUNTY
ECONOMIC OPPORTUNITIES WORKSHOP
Commissioner District 3

UNDERUTILIZED LANDS

(Land value exceeds building value)



MAY 21, 2015



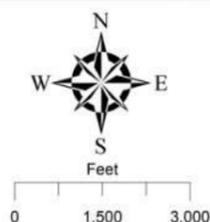
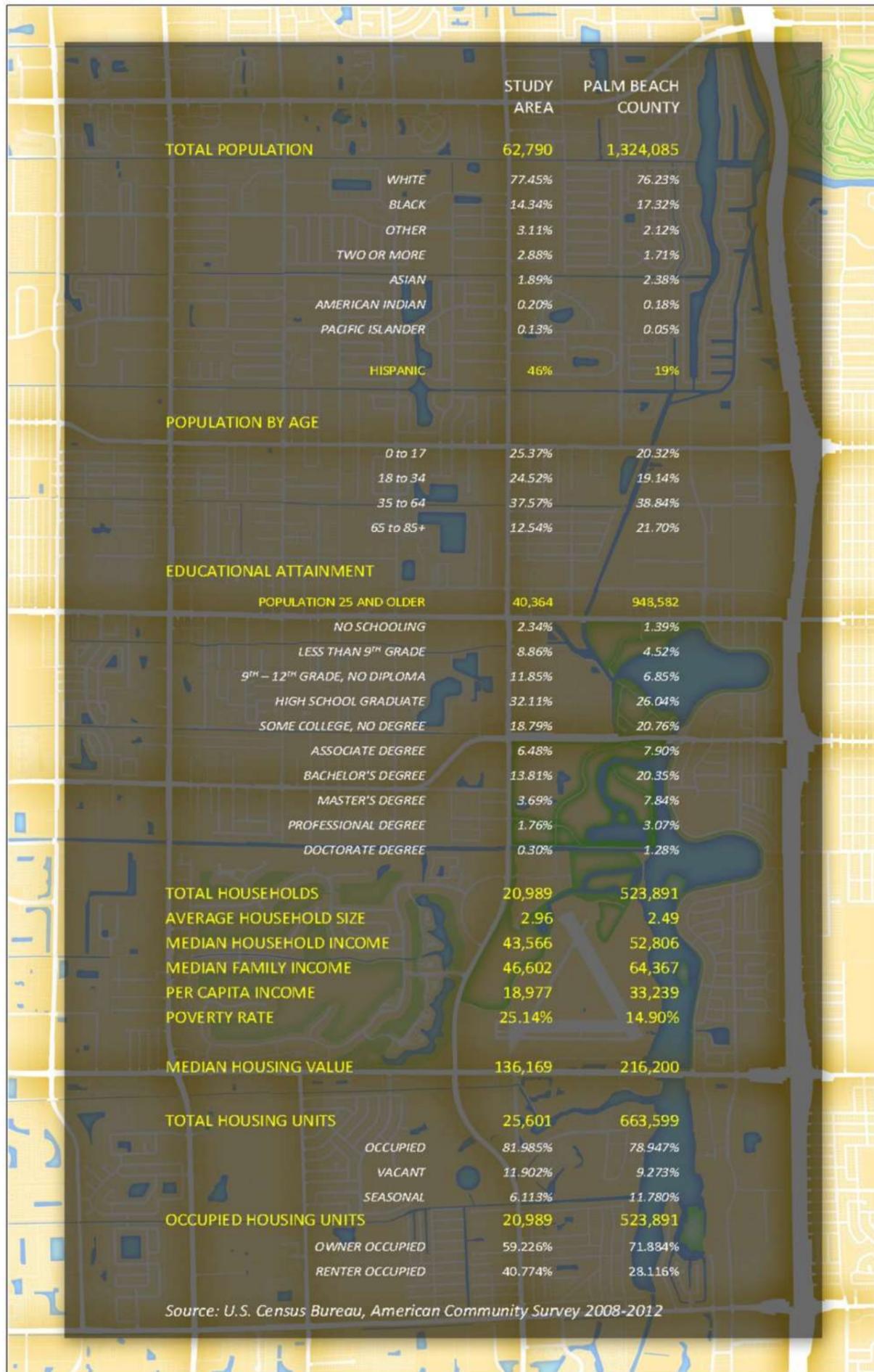
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Exhibit I

Heart of Palm Beach County
 JOINT CITY - COUNTY
 ECONOMIC OPPORTUNITIES WORKSHOP
 Commissioner District 3

COMMUNITY PROFILE



MAY 21, 2015

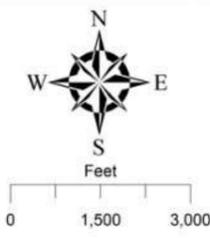
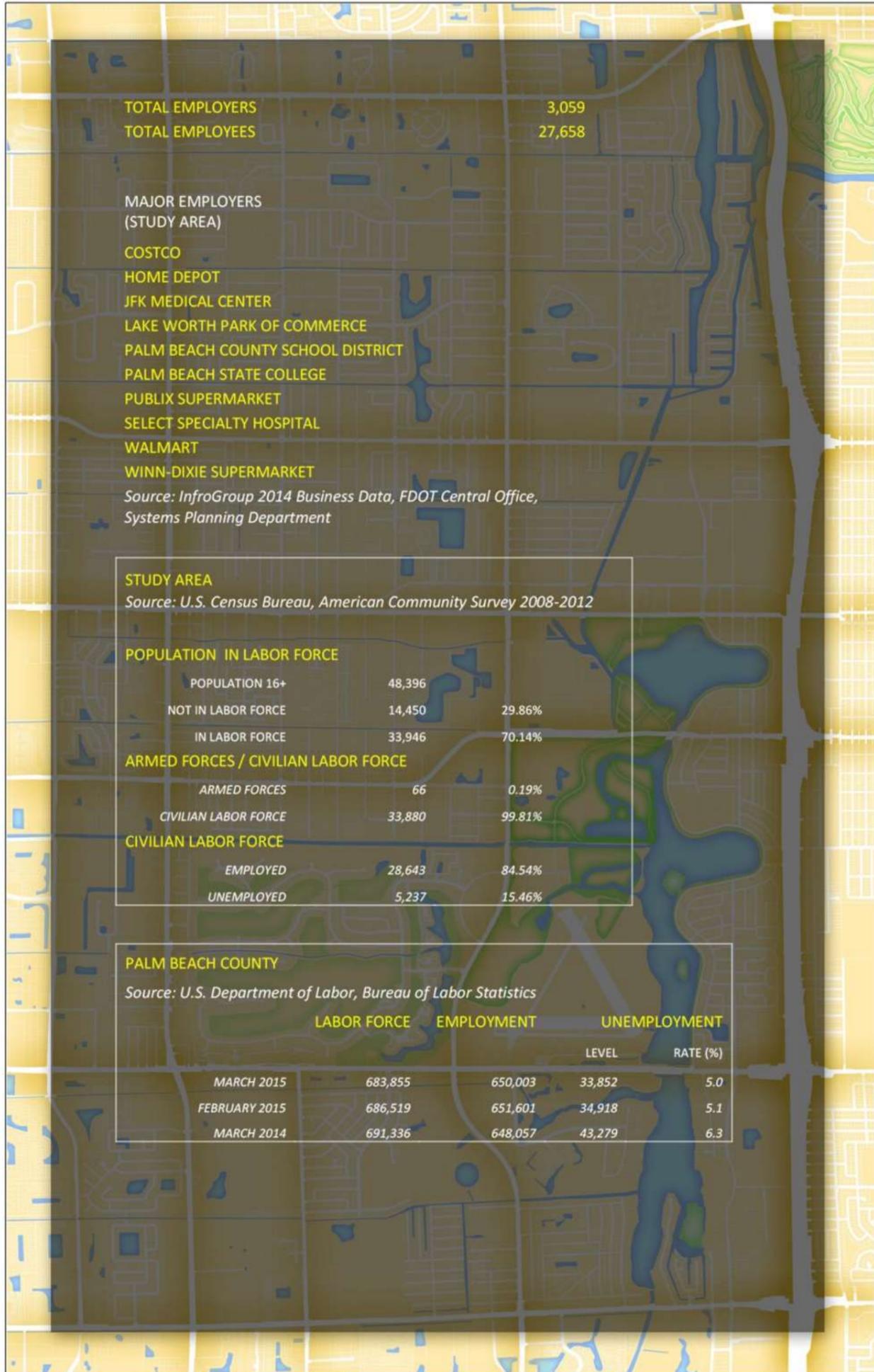
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Exhibit J

Heart of Palm Beach County
 JOINT CITY - COUNTY
 ECONOMIC OPPORTUNITIES WORKSHOP
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EMPLOYMENT PROFILE



MAY 21, 2015

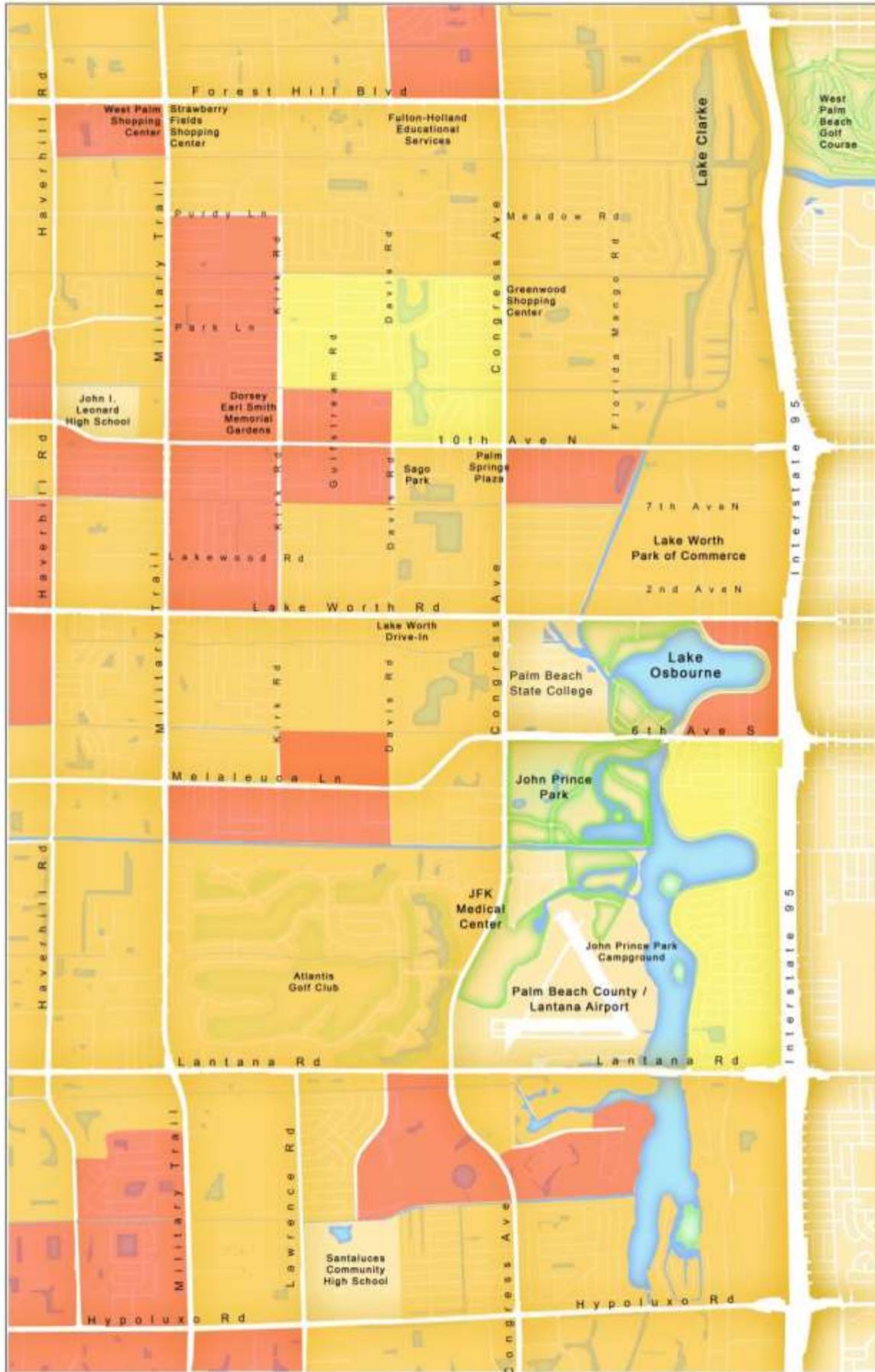
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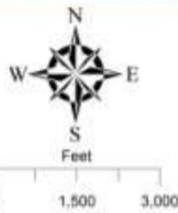
Exhibit L

Heart of Palm Beach County
 JOINT CITY - COUNTY
 ECONOMIC OPPORTUNITIES WORKSHOP
 Commissioner District 3

COMMUTE TIMES



MAY 21, 2015



COMMUTE TIMES
 Low (0 - 15 mins)
 Low Moderate (15 - 30 mins)
 High Moderate (30 - 60 mins)



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 FOR PLANNING PURPOSES ONLY

Exhibit M

Heart of Palm Beach County

Community Workshop

Thursday, May 21, 2015

Flip-Chart Notes

ROUNDTABLE #1

- Improve aviation facilities – some work already underway and planned
- Redevelopment in the area is essential – remove unwanted uses
- Infrastructure, employment, housing, economic development needs all need to be addressed
- Code Enforcement and property improvements are important
- Branding is important (LW)
- There needs to be more investment in the area but crime is a major deterrent
- Schools need help – all grades, all programs, safety and infrastructure (safe walks to school too)
- Enhance parks and recreational programs
- There is a tremendous lack of office space – few large parcels
- Lots of sub-standard housing stock – need improved housing stock to attract higher-level employers (knock down housing to build new housing – gentrify)
- Water and sewer service is essential to attract real reinvestment and redevelopment
- Lack of comprehensive storm water drainage system is a major impediment to redevelopment in the area
- Safe routes to schools
- Look at the Pleasant City Elementary pilot program for provision of internet service
- Latino business owners are one of the largest segments of new business start-ups in the country and the area and have special needs and create unique opportunities
- A big impediment to growth and productivity within the study area is the diversity of local government regulations and expectations
- Need catalytic investments (incentives) for land assemblage, façade improvements, roadway improvements, the overall area needs a face lift
- Much of the area is built-out, we should look towards investing in existing businesses and improving existing buildings and infrastructure
- 125,000 people live west of Military Trail (COWBRA) need to integrate east and west so they have destinations within the area
- Need quick job training programs to assist the existing pent-up labor force
- We need to listen to one another and utilize our limited resources in the best and most efficient manner

- Need to promote and enhance certification training programs to assist folks in getting better jobs
- Area needs an identity – needs definition – no “there” there
- Set goal to acquire Federal dollars to match state and local dollars to invest in catalytic small business and property grants (ala SR 7 in Broward County)
- There needs to be a regional overlay plan that coordinates the visions and regulations of local governments and the county
- The large Latino migration north (from Miami and South and Central America) is putting great demands on language barriers and assistance through the process of business development and employment – need targeted assistance programs
- There is a large Creole population in the area that also has similar needs
- There has been recent experience where large parcels have been made available for redevelopment yet the market does not respond favorably. It’s not just an inventory issue – the issues of perception (crime, poverty, lack of clarity and direction) also impede redevelopment interests
- Redevelopment is a very time-consuming process and there has to be constant attention by local champions and direction
- Major corridors (the front door to the communities) are lacking in basic water and sewer infrastructure which impedes redevelopment and therefore keeps the community looking tired and undesirable – infrastructure investments are critical
- Atlantis/JFK/Airport/PBSC are important hubs – begin reinvestments around these areas
- Congress and Lantana shopping center is horrible – it needs to be completely redeveloped
- The Lake Worth Park of Commerce is unknown and should be better marketed
- Focus on John Prince Park as an area for surrounding redevelopment – PBSC too – college should include residential
- John Prince Park is a cornerstone of the community – very important to investment – improvements on the way
- Royal Palm Beach “adopted” its High School – cities need to become more proactive in supporting their schools
- There is significant crime on the corridors – especially Military Trail (homelessness, prostitution, drug use and dealing) – must be addressed
- The aesthetics on the corridors must be addressed too – all cities and county must work together to have any long-term positive impacts
- There are 50,000 cars a day that drive on these corridors and we still have a hard time leasing space. Crime, appearance, and lack of direction are major impediment
- Investors in our village are only interested in lower-level improvements (billboards, car lots, liquor stores, strip joints, pawn shops, etc) which are not consistent with our vision and then tell us we are not “business-friendly”

- The local stats show that Lake Worth is in only slightly better shape than Belle Glade and in worse shape than Riviera Beach – crime stats are appalling and Lake Worth Road Corridor is a panhandling highway
- Crime and appearance are a huge deterrent to redevelopment and investment
- There are some things happening in the area, just not up to its potential and minor compared to the issues
- The county's Panhandling Ordinance will be very important
- LWPOC grant was very important to the city
- LW has new LDRs and the POC is almost fully occupied (only 6 parcels left) \$45 M in recent investment in the area
- An overall strategic plan for District 3 is very important
- Panhandling is a huge issue – Park fountain has become a wash area
- Putting infrastructure on Forest Hill Boulevard (sewer) is critical but very expensive for businesses – some areas have opted out
- Need to educate some property owners that there is more potential to their property than just collecting the rent – redevelopment opportunities (DPL-there is always a ROI gap when the rent goes away)
- Not a high percentage of students go on to college – need more work/trade oriented programs – there is not a one-size-fits all solution for schools and cities – must be tailored for each context
- Lantana Park Airport 19 acre parcel will go back out to solicit development proposals
- There is lots of interest in aviation education but at capacity – many must go south to Miami or north to the Space Coast
- Mayor: There is training available for elected officials to learn about ways to address panhandling and homelessness – we are behind on that. You cannot just take someone off the street, put them in jail, and have them recirculation through the process over and over and expect change. "Housing First" programs which put people into affordable rental housing works – need diversified, affordable rental opportunities to accommodate the need. County has two recent examples that so far are successful. Must have a comprehensive approach to the problem and be coordinated among cities and county. Need places for people to go.

PRIORITIES

Test #1

1. Safety/Crime
2. Local Business Improvements
3. Facilitate Redevelopment

Test #2

1. Land Assemblage
2. Regional Plan/Vision
3. Façade Improvement Program

Test #3

1. Corridor Beautification
2. Revise and Refresh John Prince Park
3. Water and Sewer Infrastructure

PRIORITIES – ROUND 2

1. Facilitate Redevelopment
2. Improve Crime
3. Corridor Beautification
4. Regional Plan

Runners-Up

1. Code Enforcement
2. Annexations
3. Job Training

PRIORITIES – FINAL ROUND

1. Facilitate Redevelopment
2. Improve Safety
3. Corridor Beautification
4. Regional Plan

Discussion – Regional Plan should be umbrella under which all of the other items are addressed

NEXT STEPS

Schedule 3 Meetings

1. Crime/Safety (Cities, Police, Sheriff, Code Enforcement, etc)
2. Redevelopment/Economic Development
3. Corridor Beautification